

SEPTEMBER 1, 1969

For use to Oct. 1, 1969

SRDS

spot radio rates and data

Station Listings

Regional Networks

State, County, City and
Metro Area Market Data

State Media/Market Maps

A Service of

Standard Rate & Data Service, Inc.

"Our weekly marketing seminars keep our staff and client stations current with what advertisers will be doing in the near future."



It takes a lot of great people to service great stations.
Edward Petry & Company

World Radio History

TOP 100 MARKETS

This list, published here for your convenience, makes allowance for changes in rank brought about by the early growth of strip markets as well as those market consolidations resulting from television.

Radio Market definition and population estimates
by EASTMAN Research Department.

THE EASTMAN REPUTATION SAYS IT BEST ... QUALITY SERVICE THAT MOVES MERCHANDISE

Years of experience go into every EASTMAN selling plan. In any market, large or small, your EASTMAN is eager and qualified to make your Spot Radio advertising more productive.

The bold look of Eastman in the TOP 100

In the Top 100 Markets, ROBERT E. EASTMAN is privileged to represent 60 key stations which offer highly effective advertising opportunities.

Eastman service

Speed, accuracy, thoroughness typify EASTMAN service in the nation's top markets. The scope of the EASTMAN list enables our salesmen to be expert with more knowledge of Markets, Research and Radio. Therefore, they can serve your needs faster and better in more important cities.

These are the EASTMAN offices
in ten major advertising centers:

NEW YORK
(212) LT 1-0800

PHILADELPHIA
(215) 735-0102

ST. LOUIS
(314) 241-7040

DALLAS
(214) RI 7-3148

SAN FRANCISCO
(415) YU 2-9760

CHICAGO
(312) FI 6-7640

DETROIT
(313) WO 5-5457

ATLANTA
(404) 892-2484

LOS ANGELES
(213) 933-8536

BOSTON
(617) LI 2-1790

RANK/MARKET	POPULATION	RANK/MARKET	POPULATION
WMCA	1. New York 16,325,800	WTOB	55. Winston-Salem-Greensboro- High Point 601,200
WMAQ	2. Chicago 7,547,100		56. Richmond-Petersburg- Hopewell 580,100
WPEN	3. Los Angeles 7,032,600	WSPR	57. Springfield-Chicopee- Holyoke 565,400
WEZE	4. Philadelphia 4,842,100		58. New Brunswick-Perth- Amboy, N. J. 551,300
KNBR	5. Detroit 4,183,800	WHOT	59. Youngstown-Warren ... 547,600
WRC	6. Boston 3,236,400	WKDA	60. Nashville 543,800
KQV	7. San Francisco 3,079,600	WCAW	61. Charleston-Ashland 543,100
WIXY/WDOK	8. Washington, D. C. 2,632,400	WARM	62. Wilkes Barre-Scranton.. 541,000
	9. Pittsburgh 2,388,400	KNAK	63. Salt Lake City 539,700
KTHT	10. St. Louis 2,351,300		64. Omaha 529,300
	11. Cleveland 2,077,600	KRMG	65. Grand Rapids 514,800
KOL	12. Baltimore 2,047,600		66. Jacksonville 514,300
WRIT	13. Houston 1,778,200		67. Easton 513,300
	14. Minneapolis-St. Paul.... 1,696,000		68. Tulsa 501,100
	15. Seattle/Everett/Tacoma 1,604,500		69. Wilmington 491,300
	16. Milwaukee 1,428,900		70. Ft. Lauderdale- Hollywood 456,700
KGB	17. Dallas 1,428,700	WABB	71. Mobile 435,400
WFUN	18. Cincinnati 1,394,000	KLEO	72. Wichita 423,200
	19. Buffalo 1,343,200	KYNO	73. Fresno 418,200
KFXM	20. Atlanta 1,293,600		74. Knoxville 410,700
WTIX	21. Kansas City 1,276,700	WHOO	75. Orlando 404,000
WIRE	22. San Diego 1,272,700	KRIO	76. Brownsville-McAllen- Harlingen-Weslaco .. 384,900
WHLO	23. Miami 1,153,400		77. El Paso 382,200
WSBA	24. Denver 1,124,700	WKIX	78. Raleigh-Durham 381,900
	25. San Bernardino- Riverside-Ontario 1,095,500	WAYS	79. Charlotte 381,000
	26. New Orleans 1,060,200	WTLB	80. Utica-Rome 373,900
	27. Indianapolis 1,054,000	WWVA	81. Wheeling-Steubenville .. 362,700
	28. Akron-Canton 1,030,100		82. Beaumont-Port Arthur... 354,600
	29. York-Harrisburg- Lancaster 1,011,500	KMBY	83. Salinas-Monterey- Santa Cruz 348,600
WDAE	30. Portland, Ore.-Wash.... 951,800		84. Little Rock 345,300
WCOL	31. San Jose 938,000	WIRL	85. Peoria 343,000
KOY	32. Tampa-St. Petersburg... 925,800	WQUA	86. Davenport-Rock Island- Moline 340,500
WICE	33. Columbus, Ohio 886,200		87. Tucson 338,400
	34. Phoenix 881,900	KAFY	88. Bakersfield 335,900
	35. Providence-Pawtucket- Warwick 863,300	WJIM	89. Lansing 334,200
KBAT	36. San Antonio 851,200		90. Shreveport 325,600
	37. Rochester 840,300		91. Chattanooga 323,000
WING	38. Dayton 819,600	KIOA	92. Des Moines-Ames 322,200
WKLO	39. Louisville, Ky.-Ind. 810,800	KQEO	93. Albuquerque 319,700
WTRX/WKNX	40. Flint-Saginaw-Bay City.. 808,200	WTMA	94. Charleston, S. C. 316,600
	41. Memphis 800,200		95. Columbia, S. C. 313,600
WSGN	42. Sacramento 799,600		96. Corpus Christi 310,200
WNAB	43. Hartford 798,300		97. Binghamton-Endicott ... 308,400
WAVZ	44. Birmingham, Ala..... 772,000		98. Spokane 302,000
WTRY	45. Bridgeport 796,600		99. Trenton 301,700
	46. New Haven 750,700		100. Reading, Pa. 292,100
WNOR	47. Albany-Schenectady- Troy 730,000		
KXOL	48. Norfolk-Portsmouth 698,300		
	49. Fort Worth 679,700		
	50. Toledo 674,500		
	51. Syracuse 646,100		
KTOK	52. Oklahoma City..... 635,700		
	53. Honolulu 612,800		
	54. Worcester 605,700		

representing major radio stations

World Radio History



robert e. eastman & co., inc.

Three-Year Media-Buying Calendar

		1968							GUIDE NO'S.	1969							GUIDE NO'S.	1970							GUIDE NO'S.
		S	M	T	W	T	F	S		S	M	T	W	T	F	S		S	M	T	W	T	F	S	
JAN.			1	2	3	4	5	6	1				1	2	3	4	1					1	2	3	
		7	8	9	10	11	12	13	2	5	6	7	8	9	10	11	2	4	5	6	7	8	9	10	
		14	15	16	17	18	19	20	3	12	13	14	15	16	17	18	3	11	12	13	14	15	16	17	
		21	22	23	24	25	26	27	4	19	20	21	22	23	24	25	4	18	19	20	21	22	23	24	
		28	29	30	31	1	2	3	5	26	27	28	29	30	31	1	5	25	26	27	28	29	30	31	
FEB.		4	5	6	7	8	9	10	6	2	3	4	5	6	7	8	6	1	2	3	4	5	6	7	
		11	12	13	14	15	16	17	7	9	10	11	12	13	14	15	7	8	9	10	11	12	13	14	
		18	19	20	21	22	23	24	8	16	17	18	19	20	21	22	8	15	16	17	18	19	20	21	
		25	26	27	28	29	1	2	9	23	24	25	26	27	28	1	9	22	23	24	25	26	27	28	
		3	4	5	6	7	8	9	10	2	3	4	5	6	7	8	10	1	2	3	4	5	6	7	
MAR.		10	11	12	13	14	15	16	11	9	10	11	12	13	14	15	11	8	9	10	11	12	13	14	
		17	18	19	20	21	22	23	12	16	17	18	19	20	21	22	12	15	16	17	18	19	20	21	
		24	25	26	27	28	29	30	13	23	24	25	26	27	28	29	13	22	23	24	25	26	27	28	
		31	1	2	3	4	5	6	14	30	31	1	2	3	4	5	14	29	30	31	1	2	3	4	
		7	8	9	10	11	12	13	15	6	7	8	9	10	11	12	15	5	6	7	8	9	10	11	
APR.		14	15	16	17	18	19	20	16	13	14	15	16	17	18	19	16	12	13	14	15	16	17	18	
		21	22	23	24	25	26	27	17	20	21	22	23	24	25	26	17	19	20	21	22	23	24	25	
		28	29	30	1	2	3	4	18	27	28	29	30	1	2	3	18	26	27	28	29	30	1	2	
		5	6	7	8	9	10	11	19	4	5	6	7	8	9	10	19	3	4	5	6	7	8	9	
		12	13	14	15	16	17	18	20	11	12	13	14	15	16	17	20	10	11	12	13	14	15	16	
MAY		19	20	21	22	23	24	25	21	18	19	20	21	22	23	24	21	17	18	19	20	21	22	23	
		26	27	28	29	30	31	1	22	25	26	27	28	29	30	31	22	24	25	26	27	28	29	30	
		2	3	4	5	6	7	8	23	1	2	3	4	5	6	7	23	31	1	2	3	4	5	6	
		9	10	11	12	13	14	15	24	8	9	10	11	12	13	14	24	7	8	9	10	11	12	13	
		16	17	18	19	20	21	22	25	15	16	17	18	19	20	21	25	14	15	16	17	18	19	20	
JUNE		23	24	25	26	27	28	29	26	22	23	24	25	26	27	28	26	21	22	23	24	25	26	27	
		30	1	2	3	4	5	6	27	29	30	1	2	3	4	5	27	28	29	30	1	2	3	4	
		7	8	9	10	11	12	13	28	6	7	8	9	10	11	12	28	5	6	7	8	9	10	11	
		14	15	16	17	18	19	20	29	13	14	15	16	17	18	19	29	12	13	14	15	16	17	18	
		21	22	23	24	25	26	27	30	20	21	22	23	24	25	26	30	19	20	21	22	23	24	25	
JULY		28	29	30	31	1	2	3	31	27	28	29	30	31	1	2	31	26	27	28	29	30	31	1	
		4	5	6	7	8	9	10	32	3	4	5	6	7	8	9	32	2	3	4	5	6	7	8	
		11	12	13	14	15	16	17	33	10	11	12	13	14	15	16	33	9	10	11	12	13	14	15	
		18	19	20	21	22	23	24	34	17	18	19	20	21	22	23	34	16	17	18	19	20	21	22	
		25	26	27	28	29	30	31	35	24	25	26	27	28	29	30	35	23	24	25	26	27	28	29	
AUG.		1	2	3	4	5	6	7	36	31	1	2	3	4	5	6	36	30	31	1	2	3	4	5	
		8	9	10	11	12	13	14	37	7	8	9	10	11	12	13	37	6	7	8	9	10	11	12	
		15	16	17	18	19	20	21	38	14	15	16	17	18	19	20	38	13	14	15	16	17	18	19	
		22	23	24	25	26	27	28	39	21	22	23	24	25	26	27	39	20	21	22	23	24	25	26	
		29	30	1	2	3	4	5	40	28	29	30	1	2	3	4	40	27	28	29	30	1	2	3	
SEPT.		6	7	8	9	10	11	12	41	5	6	7	8	9	10	11	41	4	5	6	7	8	9	10	
		13	14	15	16	17	18	19	42	12	13	14	15	16	17	18	42	11	12	13	14	15	16	17	
		20	21	22	23	24	25	26	43	19	20	21	22	23	24	25	43	18	19	20	21	22	23	24	
		27	28	29	30	31	1	2	44	26	27	28	29	30	31	1	44	25	26	27	28	29	30	31	
		3	4	5	6	7	8	9	45	2	3	4	5	6	7	8	45	1	2	3	4	5	6	7	
OCT.		10	11	12	13	14	15	16	46	9	10	11	12	13	14	15	46	8	9	10	11	12	13	14	
		17	18	19	20	21	22	23	47	16	17	18	19	20	21	22	47	15	16	17	18	19	20	21	
		24	25	26	27	28	29	30	48	23	24	25	26	27	28	29	48	22	23	24	25	26	27	28	
		31	1	2	3	4	5	6	49	30	1	2	3	4	5	6	49	29	30	1	2	3	4	5	
		8	9	10	11	12	13	14	50	7	8	9	10	11	12	13	50	6	7	8	9	10	11	12	
NOV.		15	16	17	18	19	20	21	51	14	15	16	17	18	19	20	51	13	14	15	16	17	18	19	
		22	23	24	25	26	27	28	52	21	22	23	24	25	26	27	52	20	21	22	23	24	25	26	
		29	30	31					53	28	29	30	31				53	27	28	29	30	31			
DEC.																									

Attention: DETROIT BUYERS

Whether You're Using
the NEGRO PULSE or
General Market
Ratings...

*You Can't Cover
DETROITLAND
Unless You Use
Radio Station*

WCHB

National Reps:
DORE & ALLEN, INC.

**PULSE,
DETROIT CITY,
OCT.-DEC., 1967**

	6 AM- 10 AM	10 AM- 3 PM	3 PM- 7 PM
Station A	12	10	22
Station B	5	8	6
WCHB	21	20	15
Station C	3	6	6
Station D	4	6	3
Station E	15	8	8
Station F	17	10	10
Station G	6	5	8
Station H	7	9	4
Station I	4	3	5

See our complete story in
the Detroit listing section



spot radio rates and data

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member



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Business Publication Rates and Data (Monthly)	\$44.00	Media/scope (Monthly)	\$ 3.00
Canadian Advertising Rates & Data (Monthly)	20.00	Buyers of Advertising (U. S. and Canada)	10.00
Consumer Magazine and Farm Publication Rates and Data (Monthly)	88.50	All other	12.50
Direct Mail List Rates and Data (Semianually)	50.00	International Editions Available	
Network Rates and Data (Monthly)	5.00	England—British Rate and Data (Monthly)	50.00
Newspaper Rates and Data (Monthly) with Newspaper Circulation Analysis	38.50	France—Tarif Media (French language) (Quarterly)	46.20
Newspaper Circulation Analysis (Annually)	10.00	Italy—Data e Tariffe Pubblicitarie (Italian language) (Bi-monthly)	70.00
Print Media Production Data (Semianually)	25.00	Mexico—Medios Publicitarios Mexicanos (Spanish language) (Quarterly)	32.00
Spot Radio Rates and Data (Monthly)	44.00	W. Germany—Media Daten (German language) (Every other month)	46.00
Spot Television Rates and Data (Monthly)	38.50		
Transit Advertising Rates and Data (Quarterly)	10.00		

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Circulation Department, Standard Rate & Data Service, Inc., 5201 Old Orchard Rd., Skokie, Ill. 60076.

description of contents

Three-Year Media-Buying Calendar	1
<i>Shows current year, past year, coming year.</i>	
Radio Station Representatives (including National Sales Offices of Group Ownership)	4
<i>Representatives, with branch offices, addresses, phone numbers. Representative is also identified in Para. 2 of individual radio listings. Similar information is shown for the national sales offices of group ownership.</i>	
STATION'S PROGRAMMING DESCRIPTION	
Explanation of Radio Station Programming Statement Program	9
<i>Criteria governing acceptance of the programming statements, general procedures, acceptable sample statements, classification analysis and the outline and guide for developing the statement are contained in this segment.</i>	
Music Glossary	11
<i>A comprehensive identification of legitimate music terms used in radio broadcasting to describe music policy.</i>	
SUMMARY TABULATION SECTION	
Radio Stations Regularly Scheduling Farm Programs	15
<i>Alphabetical listings by state, city and call letters of radio stations who report the total hours per week devoted to regularly scheduled farm programs.</i>	
Radio Stations Regularly Scheduling Foreign Language Programs	20
<i>Alphabetical listings by state, city and call letters of radio stations who report the total hours per week devoted to regularly scheduled foreign language programs.</i>	
Radio Stations Regularly Scheduling Negro Programs	22
<i>Alphabetical listings by state, city and call letters of radio stations who report the total hours per week devoted to regularly scheduled Negro programs.</i>	
Promotional Dates	24
Analysis of Listings in Spot Radio Rates and Data	25
<i>A current description of the SRDS listing organization of data supplied by the station. Numbered titled segments and various subjects found within each listing in Spot Radio Rates and Data are identified. These titled segments and sub-categories form the basis of the SRDS uniform listing format to insure the same data appears in each listing in the same sequence.</i>	
Coded Contract Regulations	26
<i>Standard regulations which are keyed as numbered paragraphs referring to code numbers in Paragraph 5 of individual radio station listings.</i>	
Explanation of Radio Media Identification Code	28
<i>Detailed retrieval description of the 11-digit media identification code. Media identification code appears in each radio listing.</i>	

description of contents—continued

MARKET DATA SUMMARY SECTION		Leading 100 Metro Areas Ranked by	
Explanation of SRDS Consumer Market Data	31	Negro Population	65
<i>Definitions, sources, estimating procedures.</i>			
U. S. Map of Census Divisions	33	SPANISH POPULATION DATA	
<i>U. S. Map showing the nine census divisions, state capitals, and key cities.</i>			
Consumer Market Data Summary for U. S.	34	Spanish Population Data	66
<i>Totals of the 17 market data categories by state, Census divisions of U. S., and total U. S.</i>			
Revision Log	35	<hr/>	
<i>Monthly changes in Market Data and maps and revisions in other related information.</i>			
Metropolitan Statistical Area Definitions	36	RADIO STATIONS LISTINGS	
<i>Including Standard (Bureau of Budget), SRDS Additional, and New England County Metropolitan Statistical Areas.</i>			
Composite Table of Metro Area Rankings	38	Regional and State Networks and	
<i>Alphabetical list of metros with U. S. ranking in 14 market data categories. Population, Households, Consumer Spendable Income, C.S.I. per Household, Total Retail Sales, Total Retail Sales per Household, Food Store Sales, Drug Store Sales, General Merchandise Store Sales, Apparel Store Sales, Home Furnishing Store Sales, Automotive Store Sales, Service Station Sales, Passenger Car Registrations</i>			
Market Data Ranking Tables	41	Groups Index	69
<i>Fourteen separate tables ranking all U. S. metros by the above market data categories.</i>			
Radio Stations in Metro Statistical Areas	55	<i>Listing locations for all regional and state networks are contained on this page.</i>	
<i>Stations and their cities of license are grouped alphabetically by call letters under their respective metro areas.</i>			
<hr/>		Regional Radio Network and Groups	70
FARM DATA SUMMARY		State Sections	75
Explanation of SRDS Consumer Market		<i>States listed alphabetically, including Puerto Rico, followed by U. S. possessions. Each state section contains the following information:</i>	
Farm Data	58	<i>Market/Media Map.</i>	
<i>Definitions, sources, estimating procedures.</i>			
Farm Data Summary, U. S., Divisional and		<i>State, County, Metro Area and City tabulations for Market Data totals.</i>	
State Totals	58	<i>Negro Population Data, for Metros and selected counties in Southern States.</i>	
<i>Farm Population, Farm Households, Gross Farm Income, Gross Farm Income per Farm, Total Farms, Farms Producing Sales over \$2,500, Land Harvested, Total Farm Tractors</i>			
Farm Income by Commodities and		<i>State Networks and Groups—listings appear at the beginning of each state in alphabetical title sequence.</i>	
Commodity Groups	59	<i>Radio Stations—Rates and Data listings arranged alphabetically by state, city, and call letters. (See also Analysis of Listings, p. 25.)</i>	
<i>Farm Livestock, Cattle-Calves, Hog, Farm Dairy, Farm Poultry, Farm Chicken, Farm Crops, Farm Wheat, Farm Corn, Farm Hay, Farm Cotton, Farm Soybean</i>			
U. S. Farm Map	60	Guam, Virgin Islands	973
<i>U. S. Map showing the number of leading 400 farm counties in each state for farm population and gross farm income.</i>			
Farm Ranking Tables—400 leading		<i>Radio Stations—Rates and Data listings arranged alphabetically by city and call letters.</i>	
farm counties	61	International Radio in U. S. A.	973
<i>Farm Population, Gross Farm Income, Number of Farms</i>			
NEGRO POPULATION DATA		Call Letter Index, AM Radio Stations	975
Negro Population Data	64	<i>In alphabetical call letter sequence.</i>	
<i>Estimates for all U. S. metros plus county estimates for nine southern states. (Also see State Sections for individual market data.)</i>			
<hr/>		Call Letter Index, FM Radio Stations	980
		<i>In alphabetical call letter sequence.</i>	
		FM—Sold and Programmed Separately	983
		FM—Sold and Programmed in Conjunction	
		with AM	985
		Rates and Data for advertising in SRDS'	
		Radio catalog	986
		Index to Service Ads	988
		Change Bulletin	Center Break
		<i>Yellow pages contain listings and changes received too late for inclusion in listing pages.</i>	
<hr/>		Membership insignia appearing with listings:	
		 —National Association of Broadcasters, 1771 N St., N. W., Washington, D. C. 20036. Phone 202-293-3500.	
		 —National Association of FM Broadcasters, The Jensen Bldg., 665 Fifth Ave., New York, N. Y. 10022. Phone 212-LT 1-2980.	
		 —Radio Advertising Bureau, Inc., 555 Madison Ave., New York, N. Y. 10022. Phone 212-688-4020.	
		SRA —Station Representatives Association, 230 Park Ave., New York, N. Y. 10017. Phone 212-689-6084.	

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

AAA REPRESENTATIVES
Media Code 4 000 0025 3.00
Rockway Park, N. Y. 11694-131 B
11th St.
Henry Cohen
Phone 212-253-4875
Hollywood 90028-Rm. 304, Taft
Bldg., Hollywood & Vine
Harlan G. Oakes
Phone 213-464-7395
Chicago 60645-3322 W. Peterson Ave.
Hooper Jones
Phone 312-478-5544
Atlanta 30309-Box 7201, 131 8th St.
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San Francisco 94111-700 Montgomery St.
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Dave Sandberg
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Dallas 75202-1407 Main
Jack Riley
Phone 214-748-2172

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Larry Van Dolan
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New York 10022-527 Madison Ave.
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Chicago 60601-35 E. Wacker Dr.
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Phone 206-624-6333

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Neil Henderson
Phone 212-246-1425
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Ken Schaefer, Randolph Belli
Phone 312-326-2528
Atlanta 30309-1371 Peachtree St.
Robert M. Baird
Phone 404-892-8850
Dallas 75201-1407 Main St.
James Hughes
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Hollywood 90028-6922 Hollywood Blvd.
Hugh Wallace
Phone 213-482-8841
San Francisco-Contact Hollywood office.

ALLER & ASSOCIATES, INC.
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ARECIBO ADVERTISING AGENCY
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Carmelo Santiago
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Phil McDonald, Thomas R. Numan
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Detroit/Cleveland 48202-Suite 526
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St. Louis 63101
Bernie Krale
Phone Enterprise 8887
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Los Angeles 90005-3921 Wilshire Blvd.
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TWX 910-321-2897
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Ernest L. Metcalf
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Phone 214-747-7761
Detroit 48226-2226 Guardian Bldg.
Dennis F. Jacobson
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St. Louis 63101-915 Olive St.
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Ruth W. Webb
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Ellis Baebour
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Robert J. Walton
Earl Gallagher
Phone 312-236-2845
Detroit 48231-Sheraton-Cadillac Hotel,
Penthouse
Jack Slitta
Phone 313-961-3355
Boston-224 Clarendon Street
Harold H. Segal
Phone 617-536-4850
San Francisco-700 Montgomery St.
Ward Glenn
Phone 415-397-0535
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David Carpenter
Phone 404-876-8073
Dallas 75201-1032 Fidelity Union Life
Bldg.
Mario Messina
Phone 214-747-0135

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BERNARD, CHARLES, CO., INC.
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Chicago 60611-5 E. Erie St.
Suite 208
Tom Hayes
Phone: 312-664-7400

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No. 6, Guy Biddick, Glenn Biddick
Phone 213-349-9526

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Max Goldfarb
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San Francisco 94111-700 Montgomery
St.
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Hollywood 90028-1680 N. Vine St.
Harlan Oakes
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Tucker Scott, Robert A. Dwyer
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Stuart W. Cochran
Phone 312-747-2300
Atlanta 30308-600 W. Peachtree St.,
N.W.
William T. White
Phone 404-872-1145
Boston 02116-535 Boylston St.
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Phone 617-536-6230
Dallas 75201-3028 Southland Center
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Phone 214-741-4228
Detroit 48202-2990 W. Grand Blvd.
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Philadelphia 19103-258 Suurban
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St. Louis 63101-1015 Locust St.
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Los Angeles 90038-5870 Wilshire Blvd.
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William W. Dwyer,
Phone 415-434-3272

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Phone 312-478-5544, 5545
Beverly Hills-111 N. La Cienega Blvd.
Phone 213-652-1313
San Francisco 94105-690 Market St.
Dave Sandberg
Phone 415-397-0536

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Kansas City 64105-1012 Baltimore Bldg.
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Phone 913-471-5502
Los Angeles 90028-1680 North Vine St.
Norman Noyes
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St. Louis 63101-915 Olive St., 1005
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San Francisco 94104-235 Montgomery
St.
David Sandberg
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Quenton H. Cox
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San Francisco 94111-700 Montgomery
St.
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Detroit 48226-514 Penobscot Bldg.
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Los Angeles 90038-5455 Wilshire Blvd.
Bill Reitz, Rick Radzjak
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San Francisco 94104-105 Montgomery
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Dallas 75201-3200 Southland Center
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St. Louis 63101-1015 Locust Street
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Dallas 75201-501 Tower Petroleum
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Trust Bldg.
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Seattle 98101-Tower Bldg.
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Philadelphia 19131-City & Monument
Ave.
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Phone 215-839-7000
Atlanta 30309-Peachtree Center Office
Tower, Suits 1412, 230 Peachtree St.,
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Hotel
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Lee F. O'Connell
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Sacramento 95821-2800 Auburn Blvd.
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Phone 312-478-5544
Detroit 48226-Park Ave. Bldg.
Phone 313-961-3822
Dallas 75201-501 Tower Petroleum Bldg.
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Bldg.
Cecil Beaver, Marilyn Watson
Phone 901-272-7503
Dallas 75201-1505 Elm St.
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Phone 214-742-6101
Hollywood 90028-1680 N. Vine St.
Harlan Oakes, Art Crawford
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Atlanta 30309-Peachtree Center Office
Tower, Suits 1412, 230 Peachtree St.,
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George Swearingen
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San Francisco 94105-Sheraton-Palace
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Hollywood 90028-6121 Sunset Blvd.
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San Francisco 94104—1646 Russ Bldg.
Douglas Wayland
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Detroit 48226—906 Detroit Bank & Trust
Bldg.
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Boston 02116—115 Newbury St.
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1268
Henry S. Cmiel
Phone 312-726-7713

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Chicago—3322 Peterson Ave.
Evelyn Kogan
Phone 312-478-5544, 5545
Dallas 75206—4717 Greenville Ave.
Bert Coleman
Phone 214-269-0338
San Francisco 94105—700 Montgomery St.
Ward Glenn
David Sandberg
Phone 415-397-0535

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Bob Vanna
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Bakersfield 93308—c/o K W A C
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Phone 805-327-9711

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Hooper Jones
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Beverly Hills—111 N. La Cienega Blvd
Lee O'Connell
Phone 213-652-1313
San Francisco—700 Montgomery St.
David H. Sandberg
Phone 415-397-0536

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Rd.
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Chicago 60611—5 E. Erie St.
Suite 208
Tom Hayes
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Detroit 48226—424 Book Bldg.
Max Goldfarb
Phone 313-961-0704

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San Francisco 94111—700 Montgomery
St.
David Sandberg
Phone 415-397-0535

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Atlanta 30303—1800 Peachtree Center
Bldg., 230 Peachtree St., N. W.
Richard S. Crane
Phone 404-688-8875
TVWX 810-751-8458

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Phone 213-463-8744

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Luettner, Judith C. Walsh
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Rochester 14604—1304 Temple Bldg.
Doug Auerbach
Phone 716-232-2610

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Phone 206-682-6535
TVX 206-998-0632

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INC., THE**
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Chicago 60601—360 N. Michigan Ave.
John Toothill
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Hollywood 90028—1680 N. Vine St.
Harlan Oakes
Phone 213-464-7395
San Francisco 94111—700 Montgomery
St.
Ward Glenn
Phone 415-397-0535
Boston 02116—100 Boylston St.
George Bingham
Phone 617-482-4370
Kansas City, Mo. 64105—1012 Baltimore
Bldg., Suite 702
Eugene F. Gray
Phone 816-471-5502
St. Louis, Mo. 63101—4005 Syndicate
Trust Bldg. 915 Olive St.
Eugene F. Gray
Phone 314-231-9151
Dallas 75201—Fidelity Union Bldg.
Marlo Messina
Phone 214-747-0135, 742-7952
Detroit 48226—506 Park Avenue Bldg.
Tom Corlett
Phone 313-961-9064

DOME-MESSERVEY CO., INC.
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National Bank Bldg.
Robert Dome, C. B. Messervey
Phone 215-564-6027
Pittsburgh 15222—Fulton Bldg.
Stephen J. Rooney
Phone 412-391-6520

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Organization

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Chicago 60601—333 N. Michigan Ave.
Charles Gerber
Phone 312-332-3613, 3614
Beverly Hills—111 N. La Cienega Blvd.
Lee O'Connell
Phone 213-652-1313

DORE & MILLER
Media Code 4 000 2750 4.00
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Robert M. Dore
Phone 212-687-1733
Chicago 60601—333 N. Michigan Ave.
Charles Gerber
Phone 312-332-3613, 3614
Beverly Hills—111 N. La Cienega Blvd.
Lee O'Connell
Phone 213-652-1313

DORFMAN, ROBERT E., & CO., INC.
R A B
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Memphis 38104—2158 Union Ave. Bldg.
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Detroit 48226—424 Book Bldg.
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Los Angeles 90028—8922 Hollywood Blvd.
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Robt. Williamson
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Philadelphia 19103—19th & Walnut Sts.
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Edward Boyd
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Hollywood
Bruce Johnson
Phone 213-464-3168
Boston 02116—430 Stetler Office Bldg.
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Irv Schwartz
N. McAtee
Phone 314-241-5332.

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NETWORK
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Phone 612-6-2724.

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Portland 97204—520 S. W. Sixth Ave.
Ed Henry, Jack Swenson
Phone 503-228-7284

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Tracy Moore, Jerome A. Moore
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San Francisco 94108—210 Post St.
Rm. 915
Charles E. Morin
Phone 415-392-6444

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Media Code 4 000 6025 7.00
San Francisco 94108—210 Post St.
Phone 415-681-8966.

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Expwy.
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Bert Chanen
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Beverly Hills 90211—111 N. La Cienega
Blvd.

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Atlanta 30309—1819 Peachtree Rd., N.E.
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Seattle 98101—500 Wall St.
John Upham
Phone 206-682-0550

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Russell J. Starfield
Phone 906-632-2231

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Norman Noyes
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San Francisco 94104—700 Montgomery
St.
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Dallas 75202—1407 Main St.
Jack Riley
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Phone 404-355-6432

O'CONNELL, LEE F., COMPANY
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San Francisco 94133—559 Pacific Ave.
Sam Posner
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OTTAWA ADVERTISING SALES
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Tulsa 74101—Box 1384
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POTTER, JOHN A. COMPANY
Media Code 4 000 7025 6.00
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Hollywood Blvd.
Hugh Wallace, Bill Smither
Phone 213-931-1739
New York 10022—863 Fifth Ave.
Phone 212-752-7510
Chicago 60611—5 E. Erie St.
Tom Hayes
Phone 312-684-7400
Detroit 48226—508 Park Ave. Bldg.
Thomas W. Corlett
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San Francisco 94105—681 Market St.
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St. Louis 63105—7730 Carondelet
Garl Buncher
Phone 314-882-5250

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Richard Stoneham
Phone 212-724-9211

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Media Code 4 000 7050 4.00
Houston 77058—18065 Upper Bay Rd.
Robert L. La Ferme

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San Francisco 94104—44 Montgomery St.
Ed Gardner
Phone 415-434-2866

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Media Code 4 000 7300 3.00
Vancouver 2, B. C.—1131 Richards St.
Frank Jones
Phone 685-0288
TLX: 04-5460

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Hooper Jones
Phone 312-478-5544
Beverly Hills 90211—111 N. La Cienega
Blvd.
Lee F. O'Connell
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Phone 415-391-1984
Sacramento 95821—2600 Auburn St.
Jim Hodges
Phone 916-483-3469
Atlanta 30309—1819 Peachtree Rd., N.E.
Linda Braden
Phone 404-355-6432
Everett 98201—Box 2255
George Aller
Phone 206-624-6333
Tulsa 74101—Box 1384
Beverly Butler
Phone 918-743-9708
Dallas 75202—1407 Main St.
Jack Riley
Phone 214-748-2172

RADIO TIME SALES/INTER-
NATIONAL
Media Code 4 000 7350 8.00
New York 10017—22 E. 42nd St.
Charles C. McCreery, A. Van Mitchell
Phone 212-682-4500
Chicago 60645—3322 W. Petersen Ave.
Hooper Jones
Phone 312-478-5544
Beverly Hills 90211—111 N. La Cienega
Blvd.
Lee F. O'Connell
Phone 213-652-1813
San Francisco 94133—559 Pacific Ave.
Sam Posner
Phone 415-391-1984
Sacramento 95821—2600 Auburn St.
Jim Hodges
Phone 916-483-3469
Atlanta 30309—1819 Peachtree Rd., N.E.
Linda Braden
Phone 404-355-6432
Everett 98201—Box 2255
George Aller
Phone 20

REPRESENTATIVES

SMITH, FREDERICK W.
Media Code 4 000 8300 2.00
New York 10036—15 W. 44th St.
Phone 212-867-0295
Chicago 80645—3322 W. Peterson Ave.
Hooper Jones, Herb Alexander,
Evelyn Kagan
Phone 312-478-5544
San Francisco—700 Montgomery St.
Phone 415-397-0535

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

SOUTHERN SPOT SALES, INC.
Media Code 4 000 8375 4.00
Raleigh 27602—Box 2894
Penn Watson
Cork Newman
Phone 919-833-7586
Dallas 75201—1537 Fidelity Union
Building
Mario Messina
Phone 214-747-0135
SPANISH BROADCAST SYSTEM
Media Code 4 000 8385 3.00
El Paso 79905—3319 Alameda Ave.
Jose Boone M., John S. Chavez
Phone 915-532-2525

STARS, INC.
Media Code 4 000 8400 0.00
Valdosta, Ga. 31601—Drawer 1443
Daniel A. Haight
Phone 912-244-1900

STARS NATIONAL, INC.
Media Code 4 000 8450 5.00
Miami Beach 33140—Box 2037
Atlanta—Box 10
John Fulton

STEINMAN RADIO STATIONS
Media Code 4 000 8475 2.00
Lancaster 17603—8 W. King St.
H. Eugene Peters
Phone 717-397-5251



STONE REPRESENTATIVES, INC.

SRA NAB RAB
Media Code 4 000 8500 7.00
New York 10017—7 East 47th St.
Feggy Stone, Saul Frischling
Phone 212-688-4340
Chicago 60601—75 E. Wacker Drive
Seymour H. Thomas
Phone 312-372-0910

Beverly Hills 90211—111 N. La Cienega
Blvd.
Lee O'Connell
Phone 213-655-7697
San Francisco 94133—559 Pacific St.
Sam Posner
Phone 415-391-1984

Atlanta 30309—805 Peachtree St., N. E.
T. Richard Rawlins
Phone 404-876-6464

Boston 02116—100 Boylston St.
George C. Bingham
Phone 617-482-4370
Everett 98201—Box 2255
George Aller
Phone 206-353-9396

STORER RADIO STATIONS
Media Code 4 000 8550 2.00
New York 10017—12 East 46th St.
William E. Kelley
Phone 212-682-2660

**STRAUSS BROADCASTING
COMPANY STATIONS**
Media Code 4 000 8575 9.00
Dallas 75215—1401 S. Akard St.
Dan Hayslett
Phone 214-741-5016

SUSQUEHANNA BROADCASTING CO.
Media Code 4 000 8650 0.00

New York 10022—509 Madison Ave.
Suite 512
John M. DeHaven
Phone 212-421-5840

TACHER COMPANY, THE
Media Code 4 000 8675 7.00
Seattle 98101—1008 Tower Bldg.
Phone 206-624-4191
Mick Tacher
Portland 97221—1730 S. W. Skyline
Blvd.
Richard Gohlman
Phone 503-292-0142

TAFT STATIONS
Media Code 4 000 8700 3.00

Cincinnati 45219—1906 Highland Ave.
Don Chapin
Phone 513-421-1750
Cleveland 44115—602 Hanna Bldg.
David De Capua
Phone 216-621-3078

**THOMAS BROADCAST TIME SALES,
INC.**
Media Code 4 000 8750 8.00
Shaker Heights, Ohio 44122—3702
Gridley Rd.
William D. Thomas, Jr.
Phone 216-921-6779

**THOMS RADIO-TV ENTERPRISES,
INC.**

Media Code 4 000 8800 1.00
Asheville 28804—75 scenic Hwy.
Harold H. Thoms
Phone 704-254-4663

TIE STATES LTD.
Media Code 4 000 8900 9.00
New York 10022—3 East 54th St.
John W. Conlin
Phone 212-421-7730

T-N SPOT SALES
Media Code 4 000 8950 4.00
Raleigh—Box 1988, 137 S. Salisbury St.
Wally Volght, Paul von Hagel
Allan B. Jones
Phone 919-832-8885—Collect
New York, Chicago—Call Raleigh,
Enterprise 6982
Atlanta—Call Raleigh WX 1016
Detroit—Bernard P. Pearse
Phone 313-961-2685



**Alan Torbet
Associates, Inc.**

SRA NAB RAB
Media Code 4 000 8975 1.00

New York 10017—555 Fifth Ave.
Alan L. Torbet, Brock Petersen,
Herb Hahn, Doug Jones,
George Peter, Tom Hardy
Phone 212-988-2201
Chicago 60601—35 E. Wacker Drive
Dave Ring, Dick Ziltz
Phone 312-782-5260
San Francisco 94104—155 Montgomery
St.
Boyd Rippey, Paulie Landon
Phone 415-397-8187
Los Angeles 90038—1258 N. Highland
Ave.
Bob Maggiori, Barbara Forrest
Phone 213-466-5427
Detroit 48202—2990 W. Grand Blvd.
Bob Ward, Rick Kapnick
Phone 313-874-4650

Dallas 75201—1505 Elm St.
Lee Bell
Phone 214-742-5101
Denver 80206—280 Columbine St.
Bob Hix, George Matthews
Phone 303-377-8528
Atlanta 30309—1776 Peachtree Rd., N.W.
D. W. Carpenter, Nann Dunaway,
Mary Eilyn Yates, David Carpenter
Phone 404-876-3873
Memphis 38104—2158 Union Avenue
Bldg.
C. K. Beaver
Phone 901-272-7503

TRIANGLE STATIONS

Media Code 4 000 9000 7.00
Los Angeles 90005—3600 Willshire Blvd.
Charles S. Cady
Phone 213-387-1296
Philadelphia 19131—4100 City Line Ave.
Robert Tatar
Phone 215-878-9700

TWR ENTERPRISES

(Religious only)
Media Code 4 000 9050 2.00
Tacoma, Wash. 98402—Winthrop Hotel,
773 S. Broadway
Thomas Wilmot Read
Phone 206-272-2141

UBC SALES, INC.

Media Code 4 000 9100 5.00
New York 10017—30 E. 42nd St.
Robert Wittig
Phone 212-682-1833
Chicago 60610—400 N. Michigan Ave.
Room 900
William Humphreys
Phone 312-467-1632
Atlanta 30309—1365 Peachtree St., N. E.,
Suite 135
Harry Harkins
Phone 404-892-2451
Hollywood 90038—5723 Melrose Ave.
Phil Malkin
Phone 213-466-6161
Dallas 75201—Fidelity Union Life Bldg.
Mario Messina
Phone 214-747-0135

**UNITED ADVERTISING, MERCHAN-
DISING, MARKETING & MANAGE-
MENT**
Media Code 4 000 9150 0.00
Sacramento 95821—2300 Auburn Blvd.
Phone 916-483-1054

**UNIVERSAL BROADCASTING
CORPORATION**

Media Code 4 000 9200 3.00
New York 10017—Suite 1923, 310
Madison Ave.
Lawrence Brandon, Howard Warshaw
Phone 212-661-8096
Los Angeles 90005—4007 W. 6th St.
Robert W. Smith
Phone 213-385-8656

WALLACE, HUGH COMPANY

Media Code 4 000 9275 5.00
Hollywood 90028—6922 Hollywood Blvd.
H. Wallace
Phone 213-482-2871

**WALTON BROADCASTING SALES
CORPORATION**

Media Code 4 000 9300 1.00
Chicago 60606—20 N. Wacker Dr.
Robert Walton, Earl J. Gallagher
Phone 312-236-8887

New York 10017—347 Madison Ave.
J. J. Weed
Phone 212-686-8970
San Francisco 94133—559 Pacific Ave.
Sam Posner
Phone 415-891-1984

Beverly Hills 90211—111 N. La Cienega
Blvd.
Lee F. O'Connell
Phone 213-652-1313
Detroit 48226—Park Avenue Bldg.
Tom Corlett
Phone 313-961-3822

WALTON, HAL, & COMPANY, INC.

Media Code 4 000 9350 6.00
New York 10017—220 Madison Ave.
Hal Walton, Jim Popper
Phone 212-688-1388
Chicago 60601—360 N. Michigan Ave.
Harley L. Ward, Harold Colten
Phone 312-236-6269, 6270
San Francisco—700 Montgomery St.
Phone 415-397-0535
Atlanta 30309—1365 Peachtree St., N. E.
Harry Harkins
Phone 404-892-2451

WARD, HARLEY L., INC.

Media Code 4 000 9400 9.00
Chicago 60601—360 N. Michigan Ave.
Phone 312-236-6269, 6270

**WAYNE-EVANS & ASSOCIATES,
INC.**

Media Code 4 000 9450 4.00
Minneapolis 55402—722 Midwest Plaza
Bud Stitt, Jack Brennan
Phone 612-338-7017

WEBB, GRANT, & COMPANY, INC.

NAB
Media Code 4 000 9500 6.00
New York 10022—515 Madison Ave.
Greg Macafee
Judi Sus Robin
Phone 212-688-7550
Chicago 60601—333 N. Michigan Ave.
Ed Sherinian
Phone 312-236-5817
Hollywood 90028—1680 N. Vine St.
John Anviler
Phone 213-464-9263
San Francisco 94104—220 Montgomery
St.
Frank Dougherty
Phone 415-397-4512
Dallas 75201—1032 Fidelity Union Life
Bldg.
Mario Messina
Phone 214-747-0135

WEED RADIO CORPORATION

Media Code 4 000 9550 1.00
New York 10017—347 Madison Ave.
J. J. Weed
Phone 212-686-8970
Chicago 60606—20 N. Wacker Dr.
Robert J. Walton, Earl J. Gallagher
Phone 312-236-8887
Boston 02116—Stalder Bldg.
Kay Chille
Phone 617-482-6117
Detroit 48226—1610 Book Bldg.
Bernard P. Pearse
Phone 313-961-2685
Beverly Hills 90211—111 N. La Cienega
Blvd.
Lee F. O'Connell
Phone 213-652-1313
San Francisco 94105—700 Montgomery
St.
Ward Glenn
Phone 415-397-0535

WELCH, BILL & ASSOCIATES

Media Code 4 000 9600 4.00
Mesa, Ariz. 85201—244 N. Country Club
Drive, Suite 112
Phone 988-7111
El Paso—206 San Francisco St.
Albuquerque 87112—Box 11255
Denver 80206—280 Columbine St.
Dallas 75201—1032 Fidelity Union Bldg.
San Diego—Sprinkles Bldg.
Salt Lake City—Hotel Utah
Oklahoma City—Skirvin Bldg.
Fresno—112 Advertising Centre

WELLINGTON, GIL

Media Code 4 000 9650 9.00
Seattle 98109—Suite 106, 1836 West-
lake N.
Phone 206-284-4404

**WHITEHEAD, ROBERT C.
ASSOCIATES**

Media Code 4 000 9700 2.00
Atlanta 30305—2970 Peachtree Rd., N. E.
Robert C. Whitehead
Phone 404-233-0937

WOODALL STATIONS

Media Code 4 000 9750 7.00
Columbus (Ga.)—1846 Buena Vista Rd.
Allen Woodall
Bernie Barker
Phone 404-322-5447
Mark Shor
Phone 912-436-7234

adam young inc. 

ADAM YOUNG RADIO, INC.
(Formerly Adam Young—VTM, Inc.)
SRA NAB RAB
Media Code 4 000 9800 0.00
New York 10022—3 East 54th St.
Adam Young, James P. Smith
Phone 212-751-4848
Chicago 60601—Prudential Plaza
Ernest E. Berger
Phone 312-642-6190
Atlanta 30305—1800 Peachtree Center
Bldg., 230 Peachtree St., N. W.
Richard S. Crane
Phone 404-688-3875
St. Louis 63101—1015 Locust Street
Bruce W. Schneider
Phone 314-621-1424
Dallas 75201—601 Tower Petroleum
Bldg.
Clyde B. Melville
Phone 214-748-5239
Detroit 48226—Book Bldg., 13th Floor
Max Goldfarb
Phone 313-963-8990
Los Angeles 90025—3290 Sunset Blvd.
William L. Wallace, George Glibreath
Phone 213-462-2289
San Francisco 94111—500 Sansome St.
David R. Murphy
Phone 415-986-5366
Boston 02116—129 Newbury St.
William A. Queen
Phone 617-262-1145
Portland 97204—313 Oregon Bank Bldg.
Albert R. McLaughlin
Phone 503-227-5754

ZIMMER, INC.

Media Code 4 000 9900 8.00
New York 10017—565 Fifth Ave.
Graeme Zimmer
Phone 212-986-1075

EXPLANATION OF RADIO STATION PROGRAMMING STATEMENT PROGRAM

CRITERIA GOVERNING ACCEPTANCE

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

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

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

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

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

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

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

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

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

GENERAL PROCEDURES

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

STANDARD BROADCAST CLASSIFICATIONS

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

Program Classification Analysis

Music

See Music Glossary.

Sports

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

Talk

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

Air Personalities

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

News

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

Farm

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

Religious

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

Entertainment

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

Commercial Policy

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

Continuity Policy

Studio identification, musical transition, mechanical reproduction, etc.

Target Audience

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

Program Classification Overlap

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

ACCEPTABLE SAMPLE STATEMENTS

SAMPLE "A"

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

SAMPLE "B"

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

SAMPLE "C"

Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS 5 min. every 30 min.; 5:30-6 AM farm market & weather reports, interviews; 6-10 AM middle-of-the-road music, telephone interviews, quips, helicopter traffic reports, comedy; 10 AM-Noon current hits, guest discussions, 12-1 PM farm interviews, shipments, live western music; 1-2 PM Women's Show, fashions, discussions; 2-6 PM music, current hits, standards, talent interviews; 6-8:30 PM news, national, international, regional, local, editorialization; 8:30-9 PM music, middle-of-the-road, show tunes, standards; 9-9:30 PM Sports; 9:30-10 PM Public Affairs; 10 PM-5:30 AM Music, middle-of-the-road, current hits, show tunes, SPORTS: all live major league baseball home and away, live professional football. COMMERCIAL POLICY: Personality endorsements not permitted.

(Continued on next page)

ACCEPTABLE SAMPLE STATEMENTS—(Continued)

SAMPLE "D"

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

SAMPLE "E"

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

OUTLINE AND GUIDE FOR DEVELOPING PROGRAMMING STATEMENTS

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

Target Audience

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

- A. General—programmed for general interest; or mass appeal
- B. Demographic—programmed for young, married women; or teens; or adults
- C. Ethnic—programmed for Negroes; or foreign populations; or Spanish speaking individuals
- D. Subject interest—programmed for farmers

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

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

Primary Program Classifications

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

- A. News, 20%; Air Personalities, 40%; Talk, 40%
- B. Music, 50%; Sports, 40%; News, 10%

Sub-categories

Stations may qualify their primary program classification employing sub-categories to distinguish

SAMPLE "F"

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

SAMPLE "G"

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

SAMPLE "H"

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

SAMPLE "I"

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

between various forms of broadcast and to demonstrate programming emphasis — percentage for sub-categories should total to primary percentage total and is also based on total number of hours broadcast for typical broadcast week. Possible examples:

- A. News, 20% — local and regional, 10%; national and international, 10%
- B. Music, 50% — serious, 15%, rhythm and blues, 15%; religious, 20%

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

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

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

- A. News, 20% — community news, 3%; area news, 4%; local weather time, 2%; school, 1%; analysis of national news, 8%; international headlines, 2%
- B. Music, 50% — modern chamber ensemble concerto, 15%; rhythm-blues vocals and instrument ensemble, 15%; religious spirituals, 8%; religious gospel chorus, 12%

Breakdown for Day and Day Parts Instead of Broadcast Week

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

By Day or Day Part

- A. Farm 5-6 AM & 12-1 PM
- B. Local Area news, daily, 5-min. on half hour
- C. Women's show 11-12 Noon
- D. Open line phone conversation 7-9 PM

- E. Air Personalities 6-10 AM
- F. School news 6-6:30 PM
- G. Music—rhythm & blues 1-4 PM

By Week

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

Additional Acceptable Descriptions for Programming Statement Related to What is Broadcast

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

A. Size of Staff

1. Six-man local news staff
2. 25-piece staff orchestra
3. Three farm reporters

B. Equipment & Facility

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

C. Origination

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

D. Broadcast Form

1. Syndication
2. Live
3. Tape
4. Records
5. Transcription
6. Wire

Music Glossary—Continued

This category and the trend music category will in many cases overlap since a given trend will have reached a certain popularity. Categories have been constructed to be inclusive, and music which fits into a more specialized category should be placed in that category. For example, there was an Elvis Presley trend; in addition, many of his selections were current hits; however, a more appropriate designation in this case would be "Rock."

Jazz-oriented: popular music whose accompaniment or whose style shows a jazz influence. This category contains primarily vocals (see jazz). Examples include Frank Sinatra, Andy Williams, Nancy Wilson. Instrumental examples include Horst Jankowski, Peter Nero, Jonah Jones.

Country-rock-oriented: popular music whose accompaniment or whose style shows a rock or country influence (see "Rock," "Country and Western"). This category includes mostly vocals. Examples include Connie Francis, Patti Page.

Middle-of-the-Road: popular music whose accompaniment or whose style shows no specific influence to any degree. Examples include Doris Day, Dean Martin, Robert Goulet.

JAZZ: popular music, vocal or instrumental which is characterized by all or most of the following features: (1) syncopated or intricate rhythms; (2) improvisation;* (3) intricate harmonic and melodic activity; (4) virtuostic instrumentalists and vocalists; (5) a form which consists of a statement of a theme, subsequent improvisation around the melody and harmonic patterns, and a return to the initial theme.

Of great interest in a jazz composition is the performer(s) and performance rather than the actual composition. For example, one is generally more interested in Louis Armstrong than in the actual piece being performed. In addition, one is also interested in the improvisations of a performer and his display of virtuosity.

Jazz was and is essentially a developing area of music, and certain phases of its development have become trends and have certain stylistic features which overlap and are present in other styles.

Dixieland: music associated with the early development of jazz containing the features discussed above with very little complexity. Its features also include simple and folk-like melo-

*There are two types of improvisation, and their distinction is a necessity in the understanding of the various categories of jazz. True improvisation is spontaneous, unrehearsed in the ordinary sense, and original in its musical content (melody, harmony, rhythm, timbre of performing instrument, etc.) There are varying degrees of true improvisation judged by the amount of variation from the original musical content and the amount of complexity imposed on the original music ideas. There also exists, pseudo-improvisation which is distinct from true improvisation by all or some of the following features: (1) passages which are copies of earlier true improvisations; (2) passages which are carefully prepared to sound like true improvisations; and (3) passages which do not alter or vary the musical content to any significant degree.

dies and harmonies, an emphasized bass line, regular rhythmic accents usually 4-4 time, and the improvisation of several performers simultaneously. Typical instrumentation includes tuba, banjo, trumpet, clarinet, trombone, and piano. Authentic Dixieland dates as early as 1902 and includes music with such descriptive titles as "Barrelhouse," "New Orleans Jazz," "Traditional." Examples include Joe Oliver, Turk Murphy, Jelly Roll Morton. Modern Dixieland employs more contemporary melodies (sometimes standards) and instrumentation, with the not always obvious feature of pseudo-improvisation. An example is Al Hirt.

Swing: in general jazz music associated with the swing era, dating from the 1930's through the 1940's. This music is usually associated with big bands (e.g., Tommy Dorsey, Glenn Miller) but smaller groups as well (e.g., Benny Goodman). There are many present-day groups playing in the same style (e.g., Ray McKinley, Tex Beneke). Largely intended for dancing, the rhythm remains very simple and regular, and there is a greater emphasis of smoother and more melodic lines. The improvisations are generally conservative, performed by one player at a time, and the overall volume (loudness) of such groups is much less than with Dixieland in general.

Modern Jazz: in general, jazz as it has developed since 1948-49 to the present, although there are examples which date earlier. Increasing attention is paid to the arrangements, intricate melodic lines and harmonic patterns, as well as a concentration of activity centered around the rhythm section consisting of drums, string bass, piano, and/or guitar. There are four sub-divisions of this category.

Mainstream Jazz: jazz in which melodic and harmonic elements are akin to popular standards but with the following additional characteristics: (1) improvisation, (2) more equal balance between the primary activity (melody, instrumentalist, vocalist, etc.) and the accompaniment. Instrumentation varies from small groups to big bands, either with or without vocalist(s).

The term "West Coast Jazz" has often been used to describe this type, although this category includes music which would not generally be considered to be West Coast Jazz. The terms "West Coast Jazz" and its antithesis "East Coast Jazz," were originally coined to distinguish between jazz as performed by "white" musicians (West Coast) and that played by Negro musicians (East Coast), the former supposedly more intellectual and concerned with lyrical melodies and subtle harmonies, the latter supposedly more concerned with a dominating rhythm section, and a forceful manner of playing. Mainstream jazz may be either if its requisites are fulfilled.

The distinction between mainstream jazz and the categories which follow is based upon the lack of certain dominating features present in the others. Examples of mainstream jazz include Gerry Mulligan, Stan Kenton, Dave Brubeck (see Pop Jazz), Oscar Peterson, June Christie, and Bill Evans.

Bop (BeBop): Bop is essentially an offshoot of earlier mainstream jazz and generally associated with developments of early 1950's in which improvisation reached a high degree of complexity. The emphasis was such that often the music consists of nothing more than a set of harmonic progression around which a soloist improvised. In vocal music of this sort, it was frequently the case that the vocalist improvised in the manner of an instrumentalist, using nonsense syllables in the place of words. "Themes" very often consisted of little more than earlier improvisations around some standard song. Examples include Charlie Parker, Sonny Stitt, and Dizzy Gillespie.

Hard Jazz: jazz very much in the style of mainstream with greater emphasis on a strong and driving rhythm section, but with as much emphasis on the soloist and improvisation. The term East Coast is often used to mean *Hard Jazz* (see above), although the term *Hard Jazz* is more inclusive. *Hard Jazz* is often blues oriented. Examples include Horace Silver, Ray Charles (see Rhythm and Blues), Jimmie Smith, and Cannonball Adderly.

Experimental Jazz: jazz of varying characteristics which employs a good deal of experimentation with compositional techniques, and which has either never reached a level to become a phase, or else which is still too new to make such a decision; *Third Stream Jazz*, such as Kenton's "City of Glass," is an example of the former, and George Russell, an example of the latter, fall into this category.

Popular Jazz: jazz which may be in the style of any of the above, but which has reached a relatively wide public acceptance. The reasons for public acceptance may vary (e.g., in the case of Stan Getz, the Bossa Nova; in the case of Ramsey Lewis, the strong Rock beat). Examples include Dave Brubeck on "Take Five," Vince Guaraldi on "Cast Your Fate to the Wind." This category does not usually include vocalists (see general popular music, jazz-oriented).

FOLK MUSIC: music which is most often in ballad style reflecting trends, culture, and/or beliefs of the common people, or providing social comment. The music is characterized by a simple melody and accompaniment, often a guitar or other strummed instrument. Although this basically implies a solo singer, this category would also include larger ensembles whose arrangement does not destroy the basic simplicity of style. *Authentic Folk Music* employs folk songs predominantly of anonymous authorship, but songs such as "Scarlet Ribbons" which are in similar style are included also. Examples of performers of Authentic Folk Music include Pete Seeger, Josh White, Theo Bikel. *Contemporary Folk Music* generally employs more recently composed melodies, modern instrumentation, and arrangements with a greater emphasis on rhythm. Examples of performers of Contemporary Folk Music include the Kingston Trio, Chad Mitchell Trio, New Christy Minstrels.

Folk Rock is primarily contemporary folk music, sometimes authentic folk music, with a very strong Rock influence. The Rhythm is predominant, and the arrangements may include trumpets, trom-

bones, saxophones, violins. Examples include the Mamas and Papas, Sonny and Cher, and some Beatle recordings (e.g., "Norwegian Wood"). Country and Western, Ethnic Folk Songs, and Rhythm and Blues qualify in this category, but because of their special characteristics are placed into separate categories elsewhere.

ROCK (ROCK AND ROLL): popular music, usually vocal and with a vocal line described as having lyrics of the non-ballad type, employing a great deal of repetition of words, especially those of percussive nature (e.g., Rock, blue, etc.), and with little or no attention paid to grammatical correctness. The music itself is characterized by strong driving rhythms, fragmentary melodic lines, and with little attention paid to refined arrangements or tone quality. In addition, the usual instrumentation includes electronically amplified instruments (electric guitar, electric bass, etc.), a wind instrument (often tenor saxophone), and drums. Especially prominent are the numerous effects employed in the recordings—many electronically produced (echo). *Hard Rock* and *Pop Rock* are subcategories, the distinction between the two being a matter of degree. The overall sound of the former is generally more coarse and spontaneous (unrehearsed), and it is not unusual to find screaming and shouting on the part of the performers. *Pop Rock* employs the same basic sound, but often instrumentation includes trumpets, violins, etc., and tends toward a more polished performance for a wider audience (e.g., Twist, Go-go, etc.).

Progressive Rock: also called Art Rock or New Rock. A type of popular music in which the integration or influence of different styles is not so characteristic as the actual presence of diverse styles usually simultaneously, and in nearly "pure" form. These different styles would include, for example, jazz, rhythm-blues, orchestral music, ethnic music (e.g., Indian), electronic music, and church music. Very often the pieces are sectional, each section shifting to a different mood, tempo, or style. This is in contradistinction to popular music which is predominantly one style but shows the influence of other styles such as in Jazz-Rock or Folk Rock.

The rhythms and rhythm section sound employed in this music are most usually derived from other rock types, hence the term "rock." In many cases, however, examples can be found which have an extremely remote connection to other rock types.

Examples would include Richard Harris' "Mac-Arthur Park," Mason Williams' "Classical Gas," and also most selections of artists such as Simon and Garfunkle, The Fool, Blood, Sweat and Tears, and the Beatles.

RHYTHM AND BLUES: a ballad type song originated by the American Negro, and in this sense, folk in content. Often considered to be a type of Rock, because of the strong rhythmic pulse and the general lack of polish, but the distinction lies in its content. *Modern Rhythm and Blues* often employs large ensembles and vocal background. Examples include Ray Charles and Lou Rawles. There is a close relationship between Rhythm and Blues and Jazz, featuring singers who concentrate on blues type songs. The presence of other characteristics usually determine which category is appropriate. For example, Joe Williams, a singer of blues type songs, primarily sings with jazz accompaniment (Count Basie), and most probably his records would fall into the jazz category.

COUNTRY AND WESTERN: a general category of music which is often characterized by a particular timbre including instruments such as bass, banjo, violin (solo), plus vocalist or vocal groups. The melodies and harmonies are simple and straightforward. The performances often incorporate regional characteristics either in subject matter (in this sense folk-like) or in instrumentation or vocal quality.

Country Music: music of the peoples of rural areas although there are degrees according to the amount of urbanization. Often connected with and suitable for country dancing. In this category fall Hillbilly, Grand Ole Opry, Mountain Music, and Blues Grass Music, this distinction lying in the degree of urbanization and the presence of particular regional characteristics.

It is again pointed out that certain songs and performances are actually authentic folk music and the selection of categories must be made on the basis of dominating features. For example, most of Burl Ives' songs would be authentic folk as opposed to country.

Modern Country Music: Music retaining many of the predominant features of Country Music in general but which incorporates the current techniques of instrumentation and arranging. Different from General Popular Music, Country-Rock oriented in the degree of influence from Country music in general.

Western: Western music is literally music in the style of the ballad written about western subject matter. To a large extent this definition will encompass many authentic folk songs. The performance relies heavily on strummed instruments, often electrically amplified. It is not unusual to find amplified Hawaiian guitars and ukuleles in these performances.

Semi-Classic (Light): refers either to (a) a serious composition which has become very well known to the general public because of its especially appealing or attractive nature, e.g., Debussy's "Claire de Lune," Rachmaninoff's Piano Concerto No. 2, etc.; (b) a style in which a particular piece, of either serious or popular origin, is set. Usually an arrangement in this style introduces certain performance techniques (runs, florid arpeggios, etc.) or orchestrations, particularly a rather full texture, which are traditionally associated with serious music.

Serious Music: music which is considered as being written especially for its esthetic value as perceived through performance or listening, in contrast to that which is essentially written for entertainment and/or to accompany another activity. Other terms used to describe serious music include "classical," "good," "high-brow," "art," and "long-hair."

Grouping by historical era

PRE-BAROQUE MUSIC: used here to include serious occidental music written before about 1600. Stylistic terms include Gregorian chant, Middle Ages, Romanesque, Gothic, and Renaissance. Palestrina and Machaut are representative composers.

BAROQUE MUSIC: serious music of the period c. 1600-1750. Representative composers include Monteverdi, Vivaldi, Handel, and J. S. Bach.

CLASSIC MUSIC: generally, serious music written c. 1750-1830, and especially including the Viennese composers, Mozart, Haydn, early Beethoven, and Schubert. The term "classic" should not be confused with the less specific "classical," used to describe all serious music regardless of the historical style. The term "classical" is best avoided entirely.

ROMANTIC MUSIC: generally, serious music written c. 1820-1900, especially including the works of Berlioz, Mendelssohn, Schuman, Chopin, Liszt, Wagner, Brahms, Tchaikowsky, and Mahler. It may also be applied to such Impressionist composers as Debussy and Ravel. The term is often used to describe popular music whose text deals with love, etc. The latter application to "romantic mood" music should be avoided.

MODERN (SERIOUS) MUSIC: commonly used to include serious music written since c. 1910. Well-known composers include Stravinsky, Bartok, Schoenberg, Hindemith, and Barber. The term "contemporary" is also frequently used.

Classification by type of composition

SOLO OR CHAMBER FORMS: types of music most frequently played by solo instruments or small instrumental ensembles; used here to refer to serious music exclusively. Among the most common specific names for such music are: Sonata, Minuet, Rondo, Suite, Prelude, Fugue, Toccata, Nocturne, Rhapsody, Theme and Variations, Etude, plus such dance names as Polonaise, Mazurka, etc.

CONCERTO: a composition, usually in three movements or sections, for a solo player and orchestra. Pieces of this type date from the Baroque era to the present. (Occasionally, the title is applied to quite different performance media such as Concerto for Orchestra, Organ Concerto, etc.)

GENERAL ORCHESTRAL MUSIC: includes all serious music played by orchestras, especially, symphonies, ballet, and symphonic poems.

SYMPHONY: a composition for orchestra, usually in four movements or sections. True symphonies date from the Classic period to the present, although such terms as "sinfonia" are encountered in earlier orchestral music.

BALLET: literally, the theatrical performance of a dancing group with costumes and scenery, to the accompaniment of music, but without singing or spoken word. As used here, the term applies particularly to the music which accompanies such performance. Usually, this music is composed for orchestra and consists of numerous separate pieces, e.g., "The Nutcracker Suite." The majority of the well-known ballets have been written since 1800.

SYMPHONIC POEM: also known as the *Tone Poem*; this is a name given to a type of orchestral music which is distinguished by its association with a poetic or descriptive idea, e.g., "Don Quixote," "The Pines of Rome," etc. Most symphonic poems are from the latter half of the Romantic period.

INCIDENTAL MUSIC: instrumental music designed to be performed during a play. Properly speaking, the term does not include the music which is played before or between acts (overture, entr'acte), although it now generally includes all music associated with a play, e.g., Mendelssohn's "A Midsummer Night's Dream."

(Continued on next page)

Music Glossary—Continued

SUITE: a collection of separate pieces designed to be played in succession as a single work, similar to the various movements of a symphony or sonata. The term has specific reference to a type of instrumental form common in the Baroque era, but is often used to refer to a free succession of movements of different types, frequently derived from incidental music (Grieg's "Peer Gynt Suite") or from ballet (Tchaikovsky's "Nutcracker Suite").

OPERA: a drama, either tragic or comic, sung (usually) throughout, with appropriate scenery and acting, to the accompaniment of an orchestra.

OPERETTA: literally, a short opera; the term is commonly used to describe a theatrical piece of relatively light and often sentimental character in simple and popular style, containing spoken dialogue, music, dancing, etc. Johann Strauss, Jr. (*Die Fledermaus*) and Arthur Sullivan in collaboration with W. S. Gilbert ("*The Mikado*"), are among the best known writers of this form.

ORATORIO: a large-scale work for voices and orchestra, based on text of religious or contemplative character and intended for concert hall or church performance, i.e., without acting or scenery. Compositions of a similar character but based on a scriptural or liturgical text (Mass, Requiem, Passion) are usually not included under the category of oratorio.

CANTATA: a composite form, especially in the Baroque era, consisting of vocal solos, duets, choruses, etc., accompanied by instruments. The text may be secular or sacred; the latter differs from the oratorio in its smaller dimensions and (usually) less narrative and continuous character of the text.

SONG: a short composition for solo voice, usually but not necessarily accompanied, based on a poetic text, and (usually) composed so that the music enhances the text rather than overshadows it; often called by the term "Art Song." Lied: a song on the German vernacular especially from the 19th century.

ARIA: an elaborate solo song (occasionally for two solo voices, i.e., duet) with instrumental accompaniment. The aria may be a single piece, or be extracted from a composite form such as opera or oratorio. It differs from the song or Lied in that it is usually of greater length, non-strophic, and emphasizes purely musical design and expression, often at the expense of the text.

RECITATIVE: a vocal style designed to imitate and to emphasize the natural inflections of speech, usually accompanied by a small group of instruments. The recitative rarely occurs as a separate piece; instead, it is usually found before an aria, duet, etc. of an opera or cantata.

MOTET: usually an accompanied choral composition based on a Latin sacred text. The term also applies to similar settings of secular texts, or to settings for soloists rather than chorus. Also, some motets call for instrumental accompaniment.

MADRIGAL: a composition for unaccompanied voices, usually one to a part, using a secular text and most often employing imitative counterpoint.

ANTHEM: a choral composition written to English words from sacred sources; it holds a position in Anglican and Protestant churches similar to that of the motet in Roman rites; usually, the anthem is accompanied, preferably by the organ, and may include parts for solo singers.

CHORALE: the hymn tunes of the German Protestant Church; the term is also applied to a style characterized by the various parts (usually four) moving together as chords, i.e., hymn style.

Ethnic Music: the music of a particular race or nation which incorporates the characteristics of that race or nation in language, melodic and harmonic style, instrumentation, rhythms, and customs.

This category of music will include all types of music. Specifically ethnic music will probably fall either into a *general popular* category or into a *folk* category.

Religious Music: a general term applied to any music which, by nature of its text, deals with religious subjects, usually the Christian faith. By extension, the term is also used to non-vocal music with similar meditative, musical characteristics, instrumental arrangements of vocal religious music, or music played by instruments characteristic of churches, (i.e., organ or carillon). Religious music may be either church music or non-church music.

Sacred Music: generally, a music of a devotional or religious nature; this term is used especially for religious music of a serious type, e.g., Mass, motet, etc., as opposed to that of a more popular appeal, e.g., gospel song or spiritual.

Gospel song: a composition for either solo voice or ensemble which emphasizes a personal religious experience, hence, a song written from a "manward" point of view to, rather than about, Jesus or God. Stylistically, such music is usually either in smooth, close harmony in a moderately slow tempo (inspirational) or a rather vigorous hand-clapping rhythm (southern style); often the congregation participates freely.

Spiritual: a religious folk-song of the kind originated by the American Negro during slavery days; also, the style of such songs. Spirituals may be either solo or ensemble, accompanied or unaccompanied.

Novelty: a category which includes all music (though primarily popular) which is distinguished from the specific category of composition because of unusual performance qualities. Generally, pieces in this category create a musically humorous effect, e.g., Jonathan and Darlene Edwards, Mrs. Miller, etc.

PERFORMANCE MEDIA INSTRUMENTAL

Electronic instruments: modern instruments which are capable of producing an infinite number of sounds and are especially useful for creating sounds not available through traditional means. Electronic music is a 20th century development; it may include traditional sounds, e.g., Concerto for Tape Recorder and Orchestra. Electronic instruments usually do not include such instruments as organ or electronic piano, whose sound is merely imitative.

Chamber ensemble: an instrumental combination ranging from two to about 25 players; typical groups include trios, string quartets and quintets,

and groups as large as the chamber orchestra, the latter usually including only one player to a part. Chamber music, the repertoire of such groups, is limited to serious music.

String orchestra: an ensemble of string instruments ranging in size from about 15 to "101" players; the literature ranges from early Baroque music up to and including arrangements of popular music, the latter usually characterized by lush, full sounds. Besides members of the violin and viol families, string orchestras may include piano, harp or various solo wind or brass instruments.

Symphony orchestra: a large ensemble of instruments (as distinct from the "chamber" or "small" orchestra) consisting of about 60 to 100 players which are divided into four groups: strings, wood winds, brass, and percussion. The repertoire may include Baroque music, though generally begins with Classic music and continues to the present.

Military band: a moderately large ensemble composed primarily of brass and percussion instruments, which, however, may also include piccolos, saxophones, bagpipes, and other instruments suited to outdoor playing.

Symphonic band: a large ensemble composed of wood winds, brasses, and percussion instruments, and often including also string bass, piano, or harp. The original repertoire dates from the 19th century, and arrangements include earlier music as well as popular music. The term "concert band" is often used to refer to this ensemble.

Dance band: usually, an ensemble which usually performs popular music and ranges in size from about 10 to 20 players. It is composed mainly of wood wind and brass instruments, plus piano, bass, and percussion. Often, a few violins are added, e.g., Lawrence Welk, which do not alter the basic characteristic sound.

Big band: a term used to mean an ensemble similar to a dance band, which, however, emphasizes the performance of jazz for listening.

Combo: a term, an abbreviation of "combination," meaning a small group, 2 to about 7 players, which usually includes percussion (rhythm), bass, and/or piano, plus a solo wind and/or brass instrument, especially saxophone and trumpet. Contemporary combos may include more unusual instruments such as flute or oboe. The repertoire is essentially popular in nature, as distinct from chamber music.

VOCAL

Chorus: a large (usually more than 12) body of singers who perform in ensembles usually with several singers assigned to each part. The term includes "choir," traditionally a chorus associated with a particular church. Choral music ranges from the very earliest Pre-Baroque to the present day, and includes serious music, both sacred and secular, as well as popular music.

A cappella: choral singing without instrumental accompaniment, especially typical of Pre-Baroque music.

"Vocal group": a small ensemble of singers, usually only one performer to a part, which performs primarily popular music. Such groups would include the Swingle Singers and Four Freshmen as well as barbershop quartets.

Methods and Sources:

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

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

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

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

Radio Stations Regularly Scheduling Farm Programs

Hours per week	Hours per week	
ALABAMA		
Abbeville WARI _____ 6 WARI-FM _____ 1-1/4	Tuscaloosa WACT _____ 3 WNPT _____ 1	
Albertville WAVU _____ 23	Tuscumbia WVNA _____ 2	
Atmore WATM-FM _____ 3	Tuskegee WABT _____ 2	
Auburn WAOA _____ 1/6	ALASKA	
Bay Minette WBCA _____ 1	Anchorage KFQD _____ 1	
Birmingham WAPI _____ 3 WBRC _____ 2 WBRC-FM _____ 4 WVOK _____ 4 WYDE _____ 1	ARIZONA	
Calera WBYE _____ 1	Coolidge KCKY _____ 4	
Carrollton WRAG _____ 2	Cottonwood KVIO _____ 1	
Centre WAGC _____ 2 WEIS _____ 2-1/2	Douglas KAPR _____ 15 KAWT _____ 2	
Clanton WKLF _____ 5	Halbrook KDJJ _____ 1	
Cullman WKUL _____ 5	Mesa KALF _____ 16 KBUZ _____ 3	
Decatur WJAF _____ 8 WHOS _____ 6	Nogales KFBH _____ 1	
Demopolis WXAL _____ 8	Phoenix KIFN _____ 7 KOOL _____ 2-1/2 KOOL-FM _____ 2 KOY _____ 1 KPHO _____ 6	
Dothan WUOF (NAFB) _____ 5	Show Low KVSL _____ 7	
Fayette WWWF _____ 3	Tollason KRDS _____ 7	
Foley WHEP _____ 2	Tucson KICX _____ 5 KCEW _____ 1/2	
Fort Payne WFPA _____ 3 WZOB _____ 9	Wickenburg KSWW _____ 1	
Gadsden WAXX _____ 7	Williams KCYN _____ 7	
Huntsville WEUP _____ 1-1/2	Winslow KINO _____ 1-1/2	
Irondale WLPB _____ 5	Yuma KBLU _____ 1 KVOY _____ 6 KYUM _____ 2	
Jackson WHOD _____ 12	ARKANSAS	
Lineville WANL _____ 1	Arkansas Radio Network _____ 6	
Marion WJAM _____ 2	Augusta KMCW _____ 1	
Mobile WUNI _____ 5	Batesville KBTA _____ 1-1/2	
Montgomery WBAM _____ 8 WCOV _____ 10 WMOY _____ 6	Conway KEAP _____ 1-1/2 KVEE _____ 1-1/2 KFRE-FM _____ 1-1/2	
Moulton WLCB _____ 5	De Witt KDEW _____ 3	
Oneonta WCRL _____ 3	Dumas KDDA _____ 6	
Opelika WAUD _____ 1/6	Fort Smith KTCS _____ 4-1/2 KTCS-FM _____ 4-1/2 KWHN _____ 1	
Pell City KZNG _____ 8	Harrison KHOZ _____ 3	
Prichard WZAM _____ 1	Heber Springs KAWW _____ 1/2	
Rainsville WVSM _____ 1	Hope IKAR _____ 10	
Roanoke WELR-FM _____ 5	Hot Springs KBHS _____ 12 KXOY _____ 18 WPHK _____ 1	
Selma WAMA _____ 1/2 WHBB _____ 8		

Hours per week	Hours per week
Little Rock KAAV (NAFB) _____ 7 KARK (NAFB) _____ 8 KARK-FM _____ 6 KLRA _____ 2	Los Banos KLBBS _____ 3 KLBBS-FM _____ 3
Marianna KZOT _____ 10	Merced KWIP _____ 1
Mena KENA _____ 1-1/2	Modesto KBBE (NAFB) _____ 6 KPTV _____ 1 KTRB _____ 6
Monette KBIB _____ 5	Monterey KMBY _____ 1 KWAV (FM) _____ 1
North Little Rock KXLR _____ 12	Mount Shasta KWSD _____ 1-1/2
Ocala KOSE _____ 7	Oroville KAOR _____ 1-1/2
Paragould KDRS _____ 4	Palmdale WRO _____ 1/2
Paris KCCL _____ 3-1/2	Paradise KEWQ _____ 1
Pine Bluff KADL _____ 2 KOLA _____ 2 KOTN _____ 3	Pittsburg KKIS _____ 1
Siloam Springs KUOA _____ 3	Pomona KWOW _____ 3
Springdale KBBS _____ 2	Quincy KPCO _____ 2
Stuttgart KWAK _____ 10	Redding KCLM _____ 3
Texarkana KOSY _____ 1	Riverside KACE _____ 1/2 KBBL-FM _____ 1/4
Warren KWRF _____ 5	Roseville KPOF _____ 1
CALIFORNIA	
Anaheim KEZY _____ 1	Sacramento KFBK (NAFB) _____ 7 KRAB _____ 6
Arroyo Grande KOAG _____ 3	Salinas KOTY _____ 2 KRSA _____ 1-1/2 KPOM _____ 2
Auburn KAFI (FM) _____ 2-1/2 KAHI _____ 2-1/2	San Bernardino KCKC _____ 6 KRNO _____ 2-1/2
Bakersfield KAFN _____ 5 KERN _____ 6 KGEE _____ 2 KPMC _____ 7 KUZZ _____ 1/2 KWAC _____ 2	San Diego KFMH _____ 1/2
Barstow KIOT _____ 1/2	San Francisco KGO _____ 1/2 KNBR _____ 5 KOFI (FM) _____ 2 KYA _____ 2
Chico KPAY (NAFB) _____ 7-1/2	San Jose KEEN _____ 1 KLOK _____ 1/2
Coachella KCHV _____ 3	San Luis Obispo KATY _____ 1 KSLY _____ 1-1/4
Corona KREL _____ 1	Santa Barbara KACL _____ 1/2 KQTD _____ 1/2 KIST _____ 2-1/2
Delano KCHJ _____ 2	Santa Maria KSEE _____ 7
Dinuba KBDU _____ 2	Santa Monica KDAY _____ 1
El Centro KAMP _____ 1-1/4 KXO _____ 8	Santa Paula KQIQ _____ 1
Eureka KINS _____ 1-1/2 KINS-FM _____ 1-3/4	Stockton KJOY _____ 3 KBTN _____ 1 KWG _____ 2-1/2
Fortuna KIXF _____ 2-1/2	Susanville KSUE _____ 2
Fowler KLIP _____ 1	Thousand Oaks KNJO (FM) _____ 2
Fresno KEAP _____ 1/2 KFRE (NAFB) _____ 5 KFRE-FM _____ 1/4 KIRV _____ 1/2 KMI (NAFB) _____ 5 KNEJ _____ 1	Tracy KSIT (FM) _____ 1
Hollister KMPG _____ 3	Tulare KBOS (FM) _____ 3 KQOK _____ 2-1/2 KQEN _____ 3 KNNU (FM) _____ 3
King City KHKC _____ 1-1/2	Turlock KCEY _____ 5
Lakeport KBLC _____ 1-1/2	Ukiah KUKI _____ 1
Lancaster KBVM _____ 2	Ventura KUDU _____ 3-1/2
Lemoore KLAN _____ 1/2	Visalia KONG _____ 2
Los Angeles KABC _____ 1 KFI (NAFB) _____ 7 KNX _____ 8	Vista KMLO _____ 1/2
	Wasco KWSO _____ 2
	Watsonville KOMY _____ 6
	Willows KIQS _____ 12
	Yreka KSYC _____ 4

Hours per week	Hours per week	
COLORADO		
Alamosa KGW _____ 4	Gainesville WDVH _____ 1 WRUF _____ 3	
Brighton KBRR _____ 2	Homestead WIII _____ 2	
Burlington KNAB _____ 12	Jacksonville WJAX _____ 3 WMBR _____ 1 WQIK _____ 1 WQIK-FM _____ 1	
Canon City KRLN _____ 2	Jacksonville Beach WBIX _____ 2	
Colorado Springs KPKR _____ 1-1/2 KPKR-FM _____ 1-1/2 KSSS _____ 1/2	Kissimmee WACY _____ 1 WFIY _____ 6	
Craig KRAI _____ 8	Lake City WDSR _____ 6 WRO _____ 18	
Denver KBPI (FM) _____ 1 KBTR _____ 8 KLZ (NAFB) _____ 9 ROA (NAFB) _____ 10	Lakeland WLAK _____ 12	
Durango KIUP _____ 2	Lake Wales WIPC _____ 1	
Glenwood Springs KGLN _____ 5	Live Oak WNER _____ 15	
Golden KIGM _____ 2	Madison WMAF _____ 20	
Grand Junction KEXO _____ 2 KREX _____ 2 KSTR _____ 8	Marianna WTYS _____ 28	
Greeley KFKA (NAFB) _____ 20 KYOU _____ 12	Miami WIOD _____ 1/4 WIOD-FM _____ 1/4	
Lakewood KLAK _____ 7	New Port Richey WGUL _____ 1	
Lamar KLMR _____ 12	Ocala WTMC _____ 3	
Longmont KLMO _____ 10	Orlando WDBO _____ 2 WHD _____ 7 WLOF _____ 2 WORJ _____ 2-1/2	
Monte Vista KSLV _____ 2	Palatka WSUZ _____ 5 WVFF _____ 1	
Montrose KUBC _____ 14	Panama City WBCM _____ 1/2	
Pueblo KKAM _____ 1-1/2	Pensacola WCOA _____ 5 WFFA _____ 1/2	
Salida KVRH _____ 1	Plant City WPLA _____ 6	
Sterling KGEK _____ 10	Pompano Beach WLOD _____ 1	
Walsenburg KFLJ _____ 3	Quincy WCNH _____ 7-1/2 WCNH-FM _____ 2	
CONNECTICUT		
Hartford WDRG _____ 1 WTRG (NAFB) _____ 5 WTRG-FM _____ 5	St. Augustine WETH _____ 2-1/2	
Middletown WCNX _____ 1	Sanford WTRR _____ 1-1/2	
Torrington WTON _____ 1	Sarasota-Bradenton WBRD _____ 1 WSPB _____ 1	
DELAWARE		
Dover WKEN _____ 1	Sebring WJCM _____ 2	
Milford WTHD _____ 2	Starke WPXE _____ 20	
Wilmington WDEL _____ 2	Stuart WMCF (FM) _____ 1/2 WBTU _____ 1/2	
FLORIDA		
Apopka WTLN _____ 2	Tallahassee WMEN _____ 1/2	
Chattahoochee WSPB _____ 10	Tampa WFLA _____ 1 WING _____ 1-1/2	
Chiefland WLQH _____ 4	Wauchula WPRV _____ 15	
Chipley WBGC _____ 20	Windermere WVCF _____ 1	
Crestview WJSB _____ 2	GEORGIA	
Cypress Gardens WGTO _____ 2-1/4	Albany WJAZ _____ 12 WLYB _____ 10	
De Land WJBS _____ 1	Alma WULF _____ 6	
Eustis WILCO _____ 1	Americus WDEC _____ 1-1/2 WDEC-FM _____ 1-1/2 WISK _____ 5	
Fort Pierce WARN _____ 1 WIRA _____ 1-1/2	Ashburn WBMS _____ 15	
	Athens WGAU _____ 1 WNGO (FM) _____ 1 WRFC _____ 21	

Hours per week	Hours per week	
Atlanta WPLO _____ 3-1/2 WBB (NAFB) _____ 8 WYZE _____ 2-1/2	Rome WITN _____ 4 WLAQ _____ 3/4 WRGA _____ 10 WRGM _____ 3 WRGM-FM _____ 3	
Bainbridge WAZA _____ 6 WMGR _____ 2-1/2	Rossville WRIP _____ 7	
Blakely WBBK _____ 12	Sandersville WSNT _____ 5	
Bremen WVCC _____ 15	Savannah WBAV _____ 5 WTOC _____ 1-1/2	
Cairo WGRA _____ 2	Smyrna WYNX _____ 1	
Calhoun WEBS _____ 1-1/4	Statesboro WMCD (FM) _____ 21 WWNS _____ 21	
Carrollton WBTR (FM) _____ 1/2 WLBH _____ 2	Summerville WGTA _____ 3	
Cartersville WKBW _____ 21	Sylvania WSYL _____ 3	
Claxton WCLA _____ 8	Sylvester WOGA _____ 8-1/2	
Columbus WHYD _____ 2 WBLB _____ 2	Thomasville WLOR _____ 10	
Cordele WJFM _____ 28	Tifton WVGS _____ 27	
Covington WGFS _____ 10-1/2	Toccoa WLET _____ 1 WNEG _____ 1	
Cumming WBNE _____ 4	Valdosta WVLD _____ 1	
Dalton WBLJ _____ 1-1/2 WTTI _____ 3-1/2	Vidalia WVOP _____ 12	
Dawson WDWD _____ 6	Waycross WACL _____ 34 WYXX _____ 12	
Donalsonville WSEM _____ 60	Waynesboro WBRO _____ 5	
Douglas WDMG _____ 24 WOKA _____ 12	West Point WBNK _____ 1-1/2 WRLD _____ 1	
HAWAII		
Eastman WUFF _____ 15	Hilo KPUA _____ 1/4	
Eatonton WXPQ _____ 2	Honolulu KIKI _____ 1 KPOI _____ 1-1/2	
Fitzgerald WBHB _____ 35	Wailuku KMVI _____ 1	
Gainesville WGGGA _____ 16-1/2	IDAHO	
Glennville WKIG _____ 3	Blackfoot KBLI _____ 1	
Griffin WGHI _____ 12	Boise KATN _____ 3 KBBK (FM) _____ 2 KBOI _____ 7 KEST _____ 1-1/2 KIDO (NAFB) _____ 13	
Hawkinsville WCEH _____ 18	Burley KBAR _____ 2	
Hazelhurst WVOC _____ 16	Caldwell KBN _____ 6 KCID (NAFB) _____ 23	
Jesup WLOP _____ 3 WLOP-FM _____ 3	Grangeville KORT _____ 5	
La Fayette WLFPA _____ 2-1/2	Idaho Falls KID (NAFB) _____ 5	
La Grange WLAG _____ 7-1/2 WLAG-FM _____ 4	Lewiston KOZE _____ 5 KRLC _____ 7	
Macon WDEW _____ 1 WDEW-FM _____ 1 WMAZ (NAFB) _____ 5	McCall KMCL _____ 1	
Madison WYTH _____ 4	Montpelier KVSI _____ 2	
McRae WDAX _____ 14	Moscow KPRL _____ 8-1/2	
Metter WMAC _____ 15	Nampa KAIN _____ 9 KFXD _____ 18	
Millen WGRS _____ 3	Orafino KLEH _____ 5	
Moultrie WMGA _____ 30 WMTM _____ 34 WMTM-FM _____ 34	Payette KYET _____ 5	
Nashville WNGA _____ 18	Pocatello KSEI _____ 6 KSN _____ 4 KWIK _____ 3	
Newman WCOH _____ 2	Rockmart WPLK _____ 6	
Ocala WBIZ _____ 2		

(Continued on next page)

Radio Stations Regularly Scheduling Farm Programs—Continued

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week
Preston KPST _____ 5	Highland WINU _____ 4	INDIANA		Burlington KBUR _____ 15 KBUR-FM _____ 3	Sioux City KMNS _____ 17	Ulysses KULY _____ 14	Paducah WKYK _____ 2 WPAD _____ 1	Lewiston WCOU _____ 1 WLAM _____ 1	
Rexburg KRXX _____ 7	Jacksonville WJIL _____ 12 WJDS _____ 18	Brazil WWCM _____ 10	Centerville WHON _____ 1	Carroll KCIIM _____ 16	Storm Lake KAYL (NAFB) _____ 8	Wellington KLEY _____ 2	Paris WPDE-FM _____ 2	Lincoln WLKN _____ 1	
Rupert KAYT _____ 3	Kankakee WKAK (FM) _____ 1	Columbus WCSI _____ 2 WCSI-FM _____ 2	Cedar Rapids WMT (NAFB) _____ 18	Cedar Rapids WMT (NAFB) _____ 18	Washington KCH _____ 15	Wichita KFDI (NAFB) 18-1/2 KFH (NAFB) _____ 10 KPH-FM _____ 8-1/4 KLEO _____ 6	Pikeville WLSI _____ 2	Machias WMCS _____ 1	
St. Anthony KIGO _____ 9	Kewanee WKEI _____ 8 WKEI-FM _____ 3	Crawfordsville WCVL _____ 10	Centerville KCOG _____ 18	Charles City KCHA _____ 12	Waterloo KWVL (NAFB) 3-1/2 KXEL _____ 15-1/2	Winfield KNIC _____ 2-1/2	Pineville WANO _____ 1	Madawaska WSJR _____ 2	
Salmon KSRH _____ 2-1/2	La Grange WTAG _____ 7	Decatur WADM _____ 10 WADM-FM _____ 10	Cherokee KCHE _____ 21	Cherokee KCHE _____ 21	Waukon KNEI _____ 1-3/4	Waverly KWVY _____ 18	Richmond WEKY _____ 2-1/2	Presque Isle WAGM _____ 1 WEGP _____ 6	
Soda Springs KBRV _____ 5	La Salle WLPO _____ 5	Elkhart WCMR (NAFB) 11 WTRC _____ 1 WXAX (FM) _____ 3	Clarion KRIT (FM) _____ 14	Clarion KRIT (FM) _____ 14	Waukon KNEI _____ 1-3/4	Waverly KWVY _____ 18	Russellville WRUS _____ 20	Rumford WRUM _____ 6	
Twin Falls KTPI _____ 30	Litchfield WSMI _____ 15 WSMI-FM _____ 15	Evansville WGBF (NAFB) 9 WKY _____ 3 WKY-FM _____ 6	Clinton KROS (NAFB) _____ 6	Clinton KROS (NAFB) _____ 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Scottsville WLCK _____ 2 WLCK-FM _____ 2	Shelbyville WCND _____ 18	
Weiser KWEI _____ 6	Macomb WKAI _____ 1 WKAI-FM _____ 3	Fort Wayne WFVR _____ 1 WKIG (NAFB) 7-1/2 WVOV (NAFB) 15	Council Bluffs KRCB _____ 2	Council Bluffs KRCB _____ 2	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	
ILLINOIS									
Aurora WAUR (FM) _____ 3 WKED _____ 2 WMRO _____ 6	Mattoon WLBH _____ 10	Frankfort WLO _____ 7	Creston KSIB (NAFB) _____ 5-3/4 KSIB-FM _____ 2	Creston KSIB (NAFB) _____ 5-3/4 KSIB-FM _____ 2	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Beardstown WRMS _____ 4	McLeansboro WMCL _____ 2	Franklin WIRN (FM) _____ 12	Davenport KSTT _____ 1 KWNT _____ 1 KWNT-FM _____ 1 WOC _____ 3-1/3	Davenport KSTT _____ 1 KWNT _____ 1 KWNT-FM _____ 1 WOC _____ 3-1/3	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Belleville WIBY _____ 3	Mendota WGLC _____ 7 WGLC-FM _____ 7	Indianapolis WFBM (NAFB) 2 WIBC (NAFB) 10	Denison KDSN _____ 7 KDSN-FM _____ 7	Denison KDSN _____ 7 KDSN-FM _____ 7	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Bloomington WBNG (FM) _____ 3-1/2 WJBC (NAFB) 12	Monmouth WRAM _____ 15	Jasper WITZ _____ 1-1/2	Des Moines KCBC (NAFB) 3 WEO (NAFB) _____ 15	Des Moines KCBC (NAFB) 3 WEO (NAFB) _____ 15	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Cairo WKRO _____ 15	Morris WCSJ _____ 3	Knox WKVI (FM) _____ 3-1/2	Dubuque KDTN _____ 5 WDBQ (NAFB) 13	Dubuque KDTN _____ 5 WDBQ (NAFB) 13	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Canton WBYS _____ 6	Mt. Carmel WVMC _____ 3	Kokomo WIOU _____ 5-1/2	Estherville KILR _____ 12	Estherville KILR _____ 12	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Carbondale WCIL _____ 9 WCIL-FM _____ 9	Mt. Vernon WMLX _____ 12 WMLX-FM _____ 12	Lafayette WASK _____ 9 WAZY _____ 2 WAZY-FM _____ 2	Fairfield KMCD _____ 10	Fairfield KMCD _____ 10	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Carmi WROY _____ 10	Murphysboro WINI _____ 14	La Porte WLOI _____ 2 WLOI-FM _____ 2	Fort Dodge KVED (NAFB) 16 KWMT (NAFB) 14 KWMT-FM _____ 6	Fort Dodge KVED (NAFB) 16 KWMT (NAFB) 14 KWMT-FM _____ 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Carthage WCAZ _____ 3	Normal WIOK (NAFB) 11-1/2	Lebanon WNON (FM) _____ 2	Madison WORX _____ 3	Madison WORX _____ 3	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Casey WKZI _____ 2	Olney WSEI (FM) _____ 10 WYLN _____ 15	Madison WORX _____ 3	Marion WMRI _____ 2	Marion WMRI _____ 2	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Champaign WDWS _____ 7-1/2 WLRW (FM) _____ 12	Ottawa WCMY _____ 3 WOLI (FM) _____ 4	Martinsville WCBK _____ 10-3/4	Michigan City WIMS _____ 2	Michigan City WIMS _____ 2	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Charleston WEIC _____ 7 WEIC-FM _____ 7	Paris WPRS _____ 50 WPRS-FM _____ 50	Grinnell KGRN _____ 12	Independence KOUR _____ 4	Independence KOUR _____ 4	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Chester KSGM _____ 25	Pekin WSIV (NAFB) 5	Keokuk KOKX (NAFB) 6	Iowa City KXIC (NAFB) _____ 7	Iowa City KXIC (NAFB) _____ 7	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Chicago WGN (NAFB) _____ 9 WJJD _____ 1 WLS _____ 6 WMAQ _____ 1 WNUS _____ 1	Peoria WMBD (NAFB) 11 WPEO (NAFB) 18 WXCL _____ 3	Keokuk KOKX (NAFB) 6	Iowa Falls KIFG _____ 2-1/2	Iowa Falls KIFG _____ 2-1/2	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Clinton WHOW _____ 20	Pontiac WPOK _____ 12	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Columbia WCBW (FM) _____ 2-1/2	Princeton WZOE _____ 10	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Crystal Lake WCLR _____ 5	Quincy WGEN _____ 1 WTAD _____ 17-1/2 WTAD-FM _____ 9	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Danville WDAN _____ 7 WITY _____ 14	Rantoul WRTL _____ 8	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Decatur WDZ (NAFB) 14 WSOY (NAFB) 14 WSOY-FM _____ 2-1/2	Rochelle WRHL _____ 8	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
De Kalb WLBK _____ 10 WLBK-FM _____ 2-1/2	Rockford WRRR _____ 2 WYFE _____ 10	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Dixon WIXN (NAFB) 11	Rock Island WBBF _____ 1-1/4 WBBF-FM _____ 2-1/2	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Du Quoin WDQN _____ 2	Sparta WHCO _____ 35	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Fairfield WFIV _____ 18	Springfield WCVS (NAFB) 15 WFMB (FM) _____ 21 WMAX _____ 17-1/2 WTAX _____ 10 WTAX-FM _____ 10	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Freeport WFRL _____ 24	Sterling WJVM (FM) _____ 8	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Galesburg WAIK _____ 8 WGIL _____ 12	Streator WIZZ _____ 16	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Geneva WGSB (NAFB) 4-1/2	Taylorville WTIM _____ 3-1/4	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Geneseo WGEN _____ 70	Vandalia WPMB _____ 12	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Harrisburg WEBQ _____ 12 WEBQ-FM _____ 12	Watska WGFA _____ 12	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18
Herrin WJPF _____ 26		Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Keokuk KOKX (NAFB) 6	Cherokee KCHE _____ 21	Waverly KWVY _____ 18	Winchester WWKY _____ 1-1/2	Rumford WRUM _____ 6	Shelbyville WCND _____ 18

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week			
MICHIGAN												
Adrian	Saginaw	Red Wing	Laurel	St. Louis	Lexington	NEW MEXICO						
WABJ _____ 4	WSGW _____ 2-3/4	KGUE _____ 6	WNSL _____ 12	KMOX _____ 2-1/2	KBYN (NAFB) 27	Albuquerque	Herkimer					
WLEN (FM) _____ 1	Sandusky	KCUE-FM _____ 6	Leland	RSTL _____ 2	KRVN-FM _____ 22	KGGM _____ 5	WALY _____ 3					
Albion	WMIC _____ 12	Redwood Falls	WESY _____ 1	KXOK _____ 2-1/2	Lincoln	KOB _____ 3	Hornell					
WALM _____ 10	Sault Ste. Marie	KLGR _____ 23	Lexington	WEW _____ 1/2	KECK _____ 12	KQEO _____ 6	WHHO _____ 25	WHHO-FM _____ 25				
WATZ _____ 1-1/4	WSOO _____ 1	Rochester	WXTN _____ 5	WIL _____ 1/2	KFOR (NAFB) 15	Artesia	Hudson					
Ann Arbor	South Haven	KOLM _____ 6	Magee	Sedalia	KLIN _____ 1/2	KSVP-FM _____ 3	WHUC _____ 4					
WPAG (NAFB) 12	WJOR _____ 2	KROC _____ 18	WSJC _____ 5	KSIS _____ 12	KLMS _____ 1	Bayard	Huntington					
Bay City	WSTR _____ 3	KWEB _____ 18	McComb	Sikeston	KBRL _____ 11	KNPT _____ 1	WGSM _____ 1					
WBCM _____ 1-1/2	Tawas City	KRWB _____ 1	WAFB _____ 10	KMPL _____ 15	KICK _____ 5	Belen	Ithaca					
WXOX _____ 3	WIOS _____ 1	St. Cloud	WHNY _____ 15	KASB _____ 3	KNCY _____ 8	KARS _____ 2	WEIV (FM) _____ 12	WHCU _____ 1	WHCU-FM _____ 2			
Benton Harbor	WLRM _____ 2	KFAM _____ 3	Natchez	Springfield	KBAD _____ 2-1/2	Carlsbad	WTKO _____ 1	WVBR (FM) _____ 8				
WELB _____ 9-1/2	Three Rivers	KFAM-FM _____ 2	WQNZ (FM) _____ 1	KGEX (NAFB) 18	KAVE _____ 1	KBAD _____ 1	Jamestown					
Big Rapids	WLCM _____ 2	WJON (NAFB) 25	New Albany	KWTO (NAFB) 20	Clayton	WJAG (NAFB) 23	WJTN _____ 15	WKEN _____ 6				
WBRN _____ 6	WTCM _____ 1-1/4	St. Paul	WNAU _____ 10	Trenton	North Platte	KNOP _____ 7	Johnstown					
WBRN-FM _____ 6	WTCM _____ 1-1/4	KDWB _____ 6	Pascagoula	KTN _____ 7	KODY _____ 5	Clevis	WIZR-FM _____ 1-1/2					
Cadillac	Whitehall	KSTP (NAFB) 3	WCIS _____ 1/4	Warrensburg	Omaha	KICA _____ 10	Deming					
WATT _____ 2	WLRC _____ 2	St. Peter	WCIS-FM _____ 1/4	KOKO _____ 4	KBON _____ 8	KOTS _____ 2	Hobbs					
WWAM _____ 10-1/2	Wyoming	KRBI _____ 14	Philadelphia	KVRE _____ 30	KBAB (NAFB) 12-1/2	KWEW _____ 6	Las Cruces					
WKYO _____ 10	WERX _____ 1-1/4	KRBI-FM _____ 14	WVOC _____ 2	Warrenton	KOIL _____ 2	Las Cruces	KOBE _____ 6					
Charlotte	MINNESOTA											
WCER _____ 1	Linder Group _____ 5	Shakopee	Picayune	WVRE _____ 30	Ord	Roswell	KBIM _____ 7-1/4	Massena				
Clare	Aitkin	Stillwater	WRPM _____ 2-1/2	Butte	KNLV _____ 3	KBIM-FM _____ 3	KBIM-FM _____ 3	Middletown				
WCRM _____ 4	KKIN _____ 1-1/2	WAVN _____ 1-1/2	Starkville	KGVL _____ 2	Scottsbluff	KRBS _____ 3	Ruidoso					
WCRM-FM _____ 4	Albany	Thief River Falls	WSSO _____ 3	Billings	KNEB (NAFB) 14	KRRR _____ 1-1/2	KRRR _____ 1-1/2	Santa Rosa				
Detroit	KASM _____ 50	KTRF _____ 18	Tupelo	KBMY _____ 3	KNBB-FM _____ 5	Superior	KEYR (NAFB) 9	Silver City				
WJR (NAFB) _____ 6-1/2	Albert Lea	Wadena	WELO _____ 33	KGHL _____ 18	KOLT (NAFB) 12	Terrytown	KVSH (NAFB) 21	Socorro				
WWJ _____ 1	KATE _____ 18	KWAD _____ 10	WTUP _____ 1-1/2	KOOK _____ 4	Superior	Valentine	Carson City					
Dowagiac	Alexandria	Willmar	West Point	KOYN _____ 2	Elko	KVSH (NAFB) 21	KBWL _____ 1-1/4					
WDOW _____ 6	*KXRA _____ 9	KWLM _____ 18	WROB _____ 5	KURL _____ 2	Fallon	Elko	KBWL _____ 1-1/4					
Escanaba	Austin	KWLM-FM _____ 2	Winona	KURL-FM _____ 2	KVLV _____ 1-1/4	KELK _____ 4	KBWL _____ 1-1/4					
WDBC _____ 2	KQAQ (NAFB) 35	Windom	WONA _____ 1-1/2	Butte	KVLV-FM _____ 1-1/4	Fallon	KBWL _____ 1-1/4					
Flint	Bemidji	Winona	WAZF _____ 6	Dillon	KVEG _____ 1/4	Las Vegas	KBWL _____ 1-1/4					
WTAC _____ 6	KBUN _____ 2-1/2	Worthington	MISSOURI									
Fremont	Blue Earth	KWOA (NAFB) 20	Aurora	Glasgow	Elko	Amsterdam	KBWL _____ 1-1/4					
WSEN _____ 4	KBEW _____ 8	KWOA-FM _____ 10	KSVM _____ 7	Glendive	KELK _____ 4	WCSB _____ 1	KBWL _____ 1-1/4					
Gaylord	KBEW-FM _____ 8	WYMN (NAFB) 10	KSVM-FM _____ 7	KGLE _____ 4-1/2	Fallon	WKOL _____ 5	KBWL _____ 1-1/4					
WATC _____ 3/4	Brackendale	Amery	Bolivar	KXGN _____ 3	KVLY _____ 1-1/4	Auburn	KBWL _____ 1-1/4					
Grand Rapids	KBMW _____ 1	WAMY _____ 14	EBLR _____ 10	Great Falls	KVLY-FM _____ 1-1/4	WMBO _____ 1-1/4	KBWL _____ 1-1/4					
WJFM (FM) _____ 6-1/2	Crookston	Batesville	KWBRT _____ 10-1/2	KARR _____ 2	Las Vegas	WMBO _____ 1-1/4	KBWL _____ 1-1/4					
WJFM (NAFB) _____ 6-1/2	KROX _____ 15	WBLE _____ 8	Bowling Green	KFBF _____ 3	Reno	WMBO _____ 1-1/4	KBWL _____ 1-1/4					
Greenville	Detroit Lakes	Belzoni	KPCR _____ 4	KMON _____ 2	KBUB _____ 1	Babylon	KBWL _____ 1-1/4					
WPLB _____ 3-1/2	KDLM _____ 8	KOYM _____ 3	Branson	Brookfield	KOH (NAFB) _____ 3	Baldwinsville	KBWL _____ 1-1/4					
WPLB-FM _____ 1/2	Evaeth	Biloxi	KBEM _____ 8	KOHM _____ 6	Winnemucca	WGLI _____ 3	KBWL _____ 1-1/4					
Hillsdale	WEVE _____ 1	WLOX _____ 1-1/2	Brookfield	Butler	KWNA _____ 2	Batavia	KBWL _____ 1-1/4					
WCSR _____ 2	Fairmont	WLOX _____ 1-1/2	KOHM _____ 6	KMAM _____ 3	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Holland	KSUM _____ 24-1/4	Brandon	Cape Girardeau	Carthage	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WHTC _____ 1	Faribault	Brookhaven	KGMO _____ 5	KDMO _____ 18	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WHTC-FM _____ 1	KDHL (NAFB) 8	WCHJ _____ 1-1/2	Carthage	El Dorado Springs	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WJBL _____ 2	Fergus Falls	Canton	KDMO _____ 18	KESM _____ 2	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WJBL-FM _____ 2	KBRF _____ 20	WGO _____ 2	KESM-FM _____ 2	Fredericktown	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Ionia	Golden Valley	Cathage	KFTW _____ 14	Fulton	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WION _____ 6	KUXL _____ 1/2	WCEP _____ 3	Shelby	KRAL _____ 9	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Ishpeming	Hutchinson	Cantriville	KSEN (NAFB) 8	Hannibal	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WCKD _____ 2-1/2	KDUZ _____ 15	WLBBS _____ 1	KGCC (NAFB) 5	KHMO (NAFB) 18	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Kalamazoo	International Falls	Clarksdale	KGCC (NAFB) 5	Jefferson City	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WKMI _____ 6	KGHS _____ 1	WKDL _____ 36	KYSS _____ 3-1/4	KLK (NAFB) _____ 15-1/4	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WKZO (NAFB) _____ 9	Little Falls	WROX _____ 10-1/4	Shelby	KWOS _____ 7-1/2	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WSEO (FM) _____ 2	KLTF _____ 2	Cleveland	Sidney	Joplin	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Lansing	Long Prairie	WCLD _____ 20	KGCC (NAFB) 5	KFSB _____ 4	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WILS _____ 1/2	KEYL _____ 36	WDSK _____ 4	KROA (FM) _____ 26	WMBH _____ 4	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WJIM _____ 2	Mankato	Columbia	Aurora	KANSAS CITY _____ 5	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Lapeer	KTOE _____ 21	WFFF _____ 6	KROA (FM) _____ 26	WDAF _____ 3-3/4	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WTHM _____ 15	KYSM _____ 24	Columbus	Beatrice	Kennett	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Ludington	Marshall	WGBI _____ 15	KVBE (NAFB) 4-1/2	KBOA _____ 3	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WKLA _____ 2	KMHL _____ 18	Corinth	KWBE-FM _____ 4-1/2	Kirksville	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Marine City	Minneapolis	WOMA _____ 12	Chadron	KIRX _____ 15	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WSMA _____ 1-1/2	KRRI _____ 6-1/2	WFCU-FM _____ 2	KCSR _____ 10	KRXL (FM) _____ 1	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Monroe	KTCR _____ 4	Fulton	Columbus	Lebanon	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WQTE _____ 1/2	WCCO (NAFB) 19	WFTO _____ 7	KJSK _____ 3	KLWT _____ 12	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WVMO (FM) _____ 5	Morris	Greenville	KJSK-FM _____ 2	Marshall	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Mt. Pleasant	KMRS _____ 42	WGVM _____ 6	KTTT _____ 10	KMMO _____ 8	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WCEN _____ 2-1/2	Owatonna	Greenwood	Coxad	Mexico	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Muskegon Heights	KRFO _____ 15	WGRM _____ 2	KAMI _____ 4	KWVB (FM) _____ 12	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WKJR _____ 1	KRFO-FM _____ 15	Hattiesburg	Falls City	KXCEO _____ 18	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Niles	Pine City	WBKX _____ 10	KTNC _____ 6	Moberly	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WNIL (NAFB) 5	WOMP _____ 10	WFOR _____ 12-1/2	Grand Island	KWIX _____ 27	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Otsego	Pipestone	WXXX _____ 2-1/2	KMMJ (NAFB) 19	Manett	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WAOP _____ 2	KLOH _____ 15	Holly Springs	KRGI (NAFB) 11	KRMO _____ 30	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Owassa	Preston	WKRA _____ 2	Hastings	Mauntain Grove	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WOAP _____ 2	KFL _____ 6	Houston	KHAS _____ 1	KLRS _____ 6	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Potoskey	Princeton	WCPC _____ 3-1/2	Holdrege	Neosho	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WJML _____ 1	WKPM _____ 10	Indianola	KUVB _____ 10	KBTN _____ 2-1/2	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WJML-FM _____ 1	Fort Huron	WNLA _____ 15	Kimball	Poplar Bluff	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WMBN _____ 1	WPHM _____ 2	Jackson	KIMB _____ 10	KLID _____ 6	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
Fort Huron	WPHM _____ 2	WJDX (NAFB) 6	St. Joseph	St. Joseph	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					
WPHM _____ 2	WPHM _____ 2	WJDX-FM _____ 1/2	KFEQ (NAFB) 21	KFEQ (NAFB) 21	Winemucca	WNTA _____ 1	KBWL _____ 1-1/4					

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	
Nashville WLAC _____ 18 WSM (NAFB) _____ 11	Comanche KCOM _____ 2	Liberty KPXE _____ 1-1/2	Texarkana KATQ _____ 1	Chester WKI _____ 2-1/2	Centralia-Chehalis KELA _____ 6 KTTI _____ 1	Huntington WSAZ (NAFB) _____ 2-1/4	Monroe WEKZ _____ 20	Neenah WNAM _____ 6	Neillsville WCCN _____ 45	New Richmond WLXK-FM _____ 20
Oak Ridge WATO _____ 2	Conroe KNRO (FM) _____ 3	Littlefield KZZN _____ 9	Texas City KTLW _____ 3	Crewe WSVS _____ 8 WSVS-FM _____ 8	Colfax KCLX _____ 12	Keyser WKLP _____ 4-1/2	Neenah WNAM _____ 6	Neillsville WCCN _____ 45	New Richmond WLXK-FM _____ 20	Oconto WOCO _____ 17-1/2
Onaida WBNT _____ 3 WBNT-FM _____ 2	Corpus Christi KEYS _____ 6 KRY5 _____ 6	Lockhart KHRB _____ 1	Tulia KTUE _____ 4	Culpeper WCVA _____ 15	Colville KCVL _____ 1-1/4	Kingwood WFSP _____ 2	Moundsville WEIF _____ 1	Oak Hill WOAY _____ 1-1/4	Oshkosh WMKC (FM) _____ 6 WOSH _____ 1-1/2	Park Falls WNBI _____ 1 WNBI-FM _____ 1
Pulaski WKSR _____ 3	Corsicana KAND _____ 1-1/2	Longview KLUE _____ 2	Tyler KDOK _____ 1-1/2 KTBB _____ 1	Danville WBTM _____ 6	Ellensburg EKLE _____ 12	Everett KRKO _____ 6	Parkersburg WCDF _____ 1 WCDF-FM _____ 1	Ravenswood WMOV _____ 5	Spencer WVRC _____ 6	Port Washington WGLB _____ 1
Rogersville WRGS _____ 2	Crockett KIVY _____ 5	Lubbock KCBQ (NAFB) _____ 2 KDAY _____ 5 KFYO (NAFB) _____ 11	Vernon KVWC _____ 8	Emporia WEVA _____ 9	Everett KRKO _____ 6	Grand Coulee KFDR _____ 2	Longview KBAM _____ 5 KEDO _____ 6	Lynden KLYN (FM) _____ 2	Moses Lake KSEM _____ 3 KWIQ _____ 3	Mount Vernon KAPS _____ 2 KBRC _____ 2
Selmer WDTM _____ 2	Cuero KCFH _____ 2	Lufkin KTRE _____ 5	Waco KAWA _____ 3 KWTX _____ 7 WACO _____ 1-1/2	Fredericksburg WFVA _____ 1-1/2	Galax WBOB _____ 2	Gate City WGAT _____ 2	Gloucester WDDY _____ 2	Gretna WMNA _____ 12	Harrisonburg WBBG _____ 6 WVBA (NAFB) _____ 17	Herndon WHRN _____ 3
Sevierville WSEV-FM _____ 1	Dalhart KXIT-FM _____ 13	McAllen KRIO _____ 6	Weslaco KRGV (NAFB) _____ 8-1/2	Wichita Falls KWFT (NAFB) _____ 22-1/2	Gate City WGAT _____ 2	Gloucester WDDY _____ 2	Gretna WMNA _____ 12	Harrisonburg WBBG _____ 6 WVBA (NAFB) _____ 17	Herndon WHRN _____ 3	Leesburg WAGE _____ 3
Shelbyville WHAL _____ 2-1/2	Dallas KBOB _____ 1 KRLD (NAFB) _____ 3 KSKY _____ 4 WFAA (NAFB) _____ 4-1/4	Mexia KBUS _____ 1	Wichita Falls KWFT (NAFB) _____ 22-1/2	Brigham KBUIH _____ 1/2	Lynchburg WBRG _____ 6 WLOM _____ 6 WLLL _____ 5 WLVA _____ 1	Manassas WPRW _____ 1	Mt. Jackson WSIG _____ 9	Norfolk WTRR _____ 1	Norton WNVA _____ 1	Orange WJMA _____ 5
South Pittsburg WEPG _____ 1-1/2	Del Rio KDLK _____ 2	Mineola KMOO _____ 1	Brigham KBUIH _____ 1/2	Blanding KUTA _____ 1	Manassas WPRW _____ 1	Mt. Jackson WSIG _____ 9	Norfolk WTRR _____ 1	Norton WNVA _____ 1	Orange WJMA _____ 5	Petersburg WPVA _____ 1
Sparta WSMT (NAFB) _____ 2	Denver City KKAL _____ 1-1/4	Muleshoe KMUL _____ 12	Cedar City KSUB _____ 6	Logan KBLW _____ 12 KNUV _____ 2	Ogden KSVN _____ 1 KVOG _____ 3/4	Salt Lake City KSL (NAFB) _____ 2-1/2 KSOP _____ 1 KSOP-FM _____ 3	Spanish Fork KONI _____ 6 KONI-FM _____ 6	Tooele KDYL _____ 3	Utah KUTV _____ 1	Utah KUTV _____ 1
Springfield WDBL _____ 3	Dimmitt KDDH _____ 4	Nacogdoches KEBE _____ 1 KSFA _____ 1-1/2	Navasota KVBC _____ 2-1/4	New Braunfels KGNB _____ 2 KNBT (FM) _____ 1-1/2	Orange KOGT _____ 6	Palestine KNET _____ 1	Pampa KFPD _____ 12	Pecos KIUN _____ 2	Perryton KEYE _____ 15	Plainview KVOP _____ 9
Sweetwater WDEH _____ 4	Eagle Pass KEPS _____ 6	Navasota KVBC _____ 2-1/4	New Braunfels KGNB _____ 2 KNBT (FM) _____ 1-1/2	Orange KOGT _____ 6	Palestine KNET _____ 1	Pampa KFPD _____ 12	Pecos KIUN _____ 2	Perryton KEYE _____ 15	Plainview KVOP _____ 9	Post KPOS _____ 6
Tazewell WNTT _____ 3/4	Edinburg KURY (NAFB) _____ 10	El Campo KULP _____ 6	El Paso KPAK (FM) _____ 1 KR0D _____ 1-1/4	Farwell KZOL _____ 3/4	Floydada KFLD _____ 1	Friona KNNN _____ 1/4	Gainesville KGAF _____ 3-1/2 KGAF-FM _____ 3-1/2	Gonzales KCTI _____ 10	Hamilton KCLW _____ 1	Harlingen KELT (FM) _____ 6 KGBT _____ 6
Union City WENK _____ 4	El Campo KULP _____ 6	El Paso KPAK (FM) _____ 1 KR0D _____ 1-1/4	Farwell KZOL _____ 3/4	Floydada KFLD _____ 1	Friona KNNN _____ 1/4	Gainesville KGAF _____ 3-1/2 KGAF-FM _____ 3-1/2	Gonzales KCTI _____ 10	Hamilton KCLW _____ 1	Harlingen KELT (FM) _____ 6 KGBT _____ 6	Houston KTRH (NAFB) _____ 10
Woodbury WBFJ _____ 6	TEXAS	Abilene KRBC _____ 4	Alice KOPY _____ 14	Alpine KVLK _____ 1	Amarillo KGNC (NAFB) _____ 16 KPUR (NAFB) _____ 1-1/4	Atlanta KALT _____ 1	Ballinger KRUN _____ 2	Bay City KIOX _____ 1	Beaumont KAYC _____ 2-1/2 KLVI _____ 1 KTRM _____ 2-1/2	Big Lake KBLT _____ 2
Woodbury WBFJ _____ 6	Abilene KRBC _____ 4	Alice KOPY _____ 14	Alpine KVLK _____ 1	Amarillo KGNC (NAFB) _____ 16 KPUR (NAFB) _____ 1-1/4	Atlanta KALT _____ 1	Ballinger KRUN _____ 2	Bay City KIOX _____ 1	Beaumont KAYC _____ 2-1/2 KLVI _____ 1 KTRM _____ 2-1/2	Big Lake KBLT _____ 2	Bonham KFYN _____ 2
Abilene KRBC _____ 4	Alice KOPY _____ 14	Alpine KVLK _____ 1	Amarillo KGNC (NAFB) _____ 16 KPUR (NAFB) _____ 1-1/4	Atlanta KALT _____ 1	Ballinger KRUN _____ 2	Bay City KIOX _____ 1	Beaumont KAYC _____ 2-1/2 KLVI _____ 1 KTRM _____ 2-1/2	Big Lake KBLT _____ 2	Bonham KFYN _____ 2	Bowie KBAN _____ 10
Bonham KFYN _____ 2	Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2
Bonham KFYN _____ 2	Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-FM _____ 2	Burnet KTSL _____ 3	Cameron KMIL _____ 1	Clarksville KCAR _____ 1-1/2	Comanche KCOM _____ 2	Conroe KNRO (FM) _____ 3
Bowie KBAN _____ 10	Brenham KWHI _____ 9	Brownfield KKUB _____ 6	Brownsville KBOR (NAFB) _____ 10	Brownwood KBWD _____ 4 KEAN _____ 7	Bryan-College Station WTAW _____ 2 WTAW-F					

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week																																																																																																							
MINNESOTA																																																																																																																
Cloquet WKLK—Polish Swedish, Finnish 2-1/2	Vineland WDVL—Spanish 14 WDVL-FM— Spanish 14 WWEZ—Spanish, Polish 5-1/2	Little Falls WLFH—Italian 1	Minot KLPM— Norwegian, German, Swedish 2	Erie WJET—German 1	TEXAS					Levelland KLVT—Spanish 15	WASHINGTON Lynden KLYN (FM)— Dutch 2																																																																																																					
Eveleth WEVE—Finnish 1	NEW MEXICO		OHIO		Alice KOPY—Spanish 36	Alpine KVLK—Spanish 5	Amarillo KRAY—Spanish 10	Austin KOKE-FM— Spanish 7-1/2 KVET—Spanish 12	Ballinger KRUN—Spanish 2	Beeville KBL—Spanish 28	Big Lake KBLT—Spanish 4	Brownfield KKUB—Spanish 12	Cameron KMIL—Czech 1	Carrizo Springs KBEN—Spanish 52	Colorado City KVMO—Spanish 9	Comanche KCOM—Spanish 1	Corpus Christi KCCF—Spanish KCTA—Spanish 15 KUNO—Spanish All	Cuero KCFH—Spanish 9	Dallas KSKY—Czech 1/2 KVIL—Spanish 2 KVIL-FM— Spanish 12	Del Rio KDLK—Spanish 24 KXRF—Spanish 35	Denver City KKAL—Spanish 1/2	Dimmitt KDHN—Spanish 15	Eagle Pass KEPS—Spanish 84	El Campo KULP—Spanish, Czech 11	El Paso KROD—German 1 XEF—Spanish XELQ—Spanish 102 XEWG—Spanish All	Floydada KFLD—Spanish 32	Fort Stockton KFST—Spanish 8	Fort Worth KBUY-FM— Spanish 98	Friera KNNN—Spanish 14	Gonzales KCTY—Spanish 6	Harlingen KGBT— Spanish 126	LaGrange KVLG—German, Czech 4	Lamesa KPET—Spanish 10	Laredo KVOZ—Spanish 126 XEF—Spanish 102 XENU—Spanish 84	Muleshoe KMUL—Spanish 22	New Braunfels KGNB—Spanish, German KNBT (FM)— German 3-1/2	Odessa KOYL-FM— Spanish 2-1/2	Orange KOGT—French 3	Pasadena KLVL—Spanish 98	Pearsall KVWJ— Spanish 40	Pecos KTUN—Spanish 8	Post KPOS—Spanish 6	Ralls KCLR—Spanish 14	Raymondville KSOX—Spanish 27	San Angelo KPEP—Spanish 7 KSTJ (FM)— Spanish All	San Antonio KCOR—Spanish KEDA—Spanish 78 KUKA—Spanish 98	Seminole WML—Spanish 1	Sinton KCTA-FM— Spanish 25	Taylor KTAE—Spanish 3	Tulia KTUE—Spanish 20	Uvalde KVOU—Spanish 21	Waco WACO—Spanish 1	UTAH		Blanding KUTA—Navajo 21	Brigham City KBUH—Spanish 1	Ogden KSVN—Spanish 3 KVOG—Spanish 2	Salt Lake City KWHG—German, Spanish 2	VERMONT		Rutland WHWB—Polish, Italian 3	VIRGINIA		Charlottesville WCHV—French 1																																																
Golden Valley KUXI—German, Jewish 3	Belen KARS—Spanish 10	Carlsbad KCCC—Spanish 14	Deming KOTS—Spanish 12	Farmington KENN—Navajo 7-1/2	Gallup KGAK—Navajo 25 KYVA—Navajo 15	Hobbs KWEW—Spanish 2-1/2	Las Cruces KOBE—Spanish 18	Las Vegas KFUN—Spanish 18	Santa Fe KTRC—Spanish 14	Santa Rosa KSYX—Spanish 10	Silver City KSL—Spanish 7	Secorro KSRC—Spanish 12	Taos KKIT—Spanish, Taos 21	Truth or Consequences KCHS—Spanish All		Tucumcari KTNM—Spanish 6	NEW YORK																																																																																															
Holdrege KUYR—Swedish 1/2	Kearney KGFV—Spanish 1	NEBRASKA		Chadron KCSR—Sioux 1	Holdrege KUYR—Swedish 1/2	NEVADA		Elko KELK—Basque 2	Las Vegas KLAV—Spanish 1-1/2	NEW HAMPSHIRE		Barlin WBRL—French 1 WMOU—French 3	Claremont WTSV—French 2	Nashua WOVW—Greek, Polish, French 8	Rochester WVNH—French, Polish 2-1/2	NEW JERSEY		Atlantic City WLDB—Italian 1	Camden WCAM—Spanish, Greek, Italian 23-1/2 WTMR—Greek, Polish 3	Newark WHBI (FM)— Spanish, Italian, Polish, Hungarian, Portuguese, Norwegian, Ukrainian, Bulgarian, Arabic, Yugoslavian, Greek, Albanian, Romanian, Armenian, Slovakian, Lithuanian 112	Trenton WTTM—Spanish, Italian, Polish 5-1/2	Auburn WAUB—Italian, Polish 2-1/2	Beacon WBNR—Italian 1/2	Binghamton WKOP—Italian 1	Buffalo WBUF (FM)— German 2 WDCX (FM)— Polish 1/4 WVOL—Polish, German, Italian 6	Cortland WKRT—Italian 1	Herkimer WALY—Polish, Italian 1	Jamestown WJTN—Swedish, Italian, Spanish 4	Kingston WBAZ—German 1	Albany WEEI—Italian 2	Amsterdam WCSS—Polish, Italian 10 WKOL—Italian, Spanish, Polish 9	Auburn WDDS (FM)— German 2 WHEH— Ukrainian 3/4 WINDR—Italian, Jewish, Polish 3	Utica WBVM—Italian, Polish 5-1/2 WBX—Polish, Italian 9 WRUN—Italian 6-1/2	NORTH CAROLINA		Charlotte WRNA (FM)— Greek 1	Fayetteville WFAI—Spanish 1	NORTH DAKOTA		Grafton KOPC—Spanish 4-1/2	Rochester WCMT (FM)— Italian 7 WSAY—Jewish, Italian 5	Rome WKAL—Italian, Polish 3 WRNY—Polish, Italian 3-1/2	Schenectady WSNY—Polish, Italian 2	Syracuse WDDS (FM)— German 2 WHEH— Ukrainian 3/4 WINDR—Italian, Jewish, Polish 3	OKLAHOMA		Frederick KTAT—Spanish 2-1/2	Pryor Creek KOLS—Cherokee 1	OREGON		Eugene KBMC (FM)— Spanish 1	McMinnville KMCM—Spanish 6	Portland KPAN-FM— Italian 1	PENNSYLVANIA		Annvile WAHT—Spanish 1/4	Brownsville WASP—Polish 3	Canonsburg WARO—German, Polish 2	Hamilton WEOH (FM)— German 14	Lorain-Elyria WEOH—Spanish 1	Mansfield WCLW—German 1	Massillon WTIG—Croatian, Serbian 1	Stuebenville WSTV—Italian, 3 WSTV-FM—Italian, Greek 3	PUERTO RICO		Spanish is primary language spoken.		San Juan WBBI—English All WKYN (FM)— English 105 WQBS—All	RHODE ISLAND		Newport WADK— Portuguese 2-1/3	Providence WHM— Portuguese, Syrian, Armenian, Italian, Polish 5-1/2	Wickford WKFD—Portu- guese 4	Woonsocket WNRI—French, Portuguese 5 WIVON—French, Polish 5-1/2	SOUTH DAKOTA		Aberdeen KSDN—German 1	Yankton KYNT—Sioux 1/4	Niagara Falls WHL—Italian, Polish 19 WJL—Polish, Spanish 3	North Syracuse WSOQ—Italian, Polish, German, Gaelic, Jewish, Greek 7	Rochester WCMR (FM)— Italian 7 WSAY—Jewish, Italian 5	Rome WKAL—Italian, Polish 3 WRNY—Polish, Italian 3-1/2	Schenectady WSNY—Polish, Italian 2	Syracuse WDDS (FM)— German 2 WHEH— Ukrainian 3/4 WINDR—Italian, Jewish, Polish 3	Utica WBVM—Italian, Polish 5-1/2 WBX—Polish, Italian 9 WRUN—Italian 6-1/2	NORTH CAROLINA		Charlotte WRNA (FM)— Greek 1	Fayetteville WFAI—Spanish 1	NORTH DAKOTA		Grafton KOPC—Spanish 4-1/2	Hamilton WEOH (FM)— German 14	Lorain-Elyria WEOH—Spanish 1	Mansfield WCLW—German 1	Massillon WTIG—Croatian, Serbian 1	Stuebenville WSTV—Italian, 3 WSTV-FM—Italian, Greek 3	PUERTO RICO		Spanish is primary language spoken.		San Juan WBBI—English All WKYN (FM)— English 105 WQBS—All	RHODE ISLAND		Newport WADK— Portuguese 2-1/3	Providence WHM— Portuguese, Syrian, Armenian, Italian, Polish 5-1/2	Wickford WKFD—Portu- guese 4	Woonsocket WNRI—French, Portuguese 5 WIVON—French, Polish 5-1/2	SOUTH DAKOTA		Aberdeen KSDN—German 1	Yankton KYNT—Sioux 1/4

Radio Stations Regularly Scheduling Negro Programs

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week											
ALABAMA																				
Abbeville WARI _____ 7	Fowler KLIP _____ 56	Pensacola WBOP _____ All	ILLINOIS		Franklin KFRA _____ 5	Clarksdale WBOX _____ 17														
Bay Minette WBCA _____ 1	Ingwood KTYM _____ 2 KTYM-FM _____ 160	Pompano Beach WRBD _____ All	Belleville WIBY _____ 2	Chicago WGRT _____ All WSBC _____ 7-1/2	Haynesville KLUV _____ 12	Cleveland WCLD _____ 22 WDSK _____ 3														
Birmingham WENN _____ All WJLN (FM) _____ 168	Long Beach KGER _____ 16	Quincy WCNH _____ 20 WCNH-FM _____ 20	Chicago Heights WMPP _____ All	Cicero WYON _____ All	Lafayette KVOL _____ 4	Columbia WFFF _____ 4														
Carrollton WRAG _____ 12	Los Angeles KABC _____ 1 KBBI (FM) _____ 1 KGFJ _____ All	Sanford WTRR _____ 15	Freepport WFRL _____ 5	Harvey WBEE _____ All	Lake Charles KAOK _____ 25 KPLC _____ 12	Corinth WKCW-FM _____ 2														
Clanton WELF _____ 1-1/2	Oakland KDIA _____ All	Stuart WMCF (FM) _____ 4-1/2 WSTU _____ 4-1/2	Tampa WTMP _____ All	Joliet WJRC _____ 1	Lake Providence KLPL _____ 20	Greenville WDMC (FM) _____ 5 WGVN _____ 5 WJPB _____ 5														
Decatur WHOS _____ 1/2	Pittsburg KKIS _____ 9	Tampa WTMP _____ All	Wauchula KPKR _____ 1	La Grange WTAQ _____ 9	Mansfield KDXI _____ 10	Greenwood WGRM _____ 1 WLEF _____ All														
Demopolis WXAL _____ 11	Pomona KKAR _____ 1	Winter Garden WOKB _____ All	Riverside KACE _____ 6	Oak Park WOPA _____ 35-1/2	Monroe KLIC _____ 28 KNOC _____ 30 KNOC-FM _____ 3/4 KYEA (FM) _____ All	Hattiesburg WBKH _____ 4 WXXX _____ 1/2														
Flora WOWL _____ 18	Sacramento KJAY _____ 12	GEORGIA		Springfield WTAX-FM _____ 5	Natchitoches KNOC _____ 21	Houston WCPC _____ 10														
Fort Payne WZOZ _____ 1	San Bernardino KRNO _____ 1	Americus WDEC _____ 7 WDEC-FM _____ 7	Athens WRFC _____ 20	Gary WWCA _____ 30	New Orleans WBOK _____ All WYLD _____ All	Indianola WNLA _____ 19														
Gadsden WAAX _____ 7 WJBY _____ 1	San Diego XGEM _____ 48 XERB _____ All	Atlanta WAOX _____ All WERD _____ All WIGO _____ All	Augusta WAUG _____ All WAUG-FM _____ All WTHB _____ All	Hammond WYCA-FM _____ 1	Opelousas KSLO _____ 11	Jackson WJDX _____ 5-1/2 WOKJ _____ All														
Homewood WJLD _____ All	San Francisco KSOL _____ All	Indianapolis WGEE _____ All WTLG (FM) _____ All	Cairo WGRA _____ 10	Indianapolis WGEE _____ All WTLG (FM) _____ All	Rayville KRHH _____ 5	Leland WESY _____ All														
Huntsville WEUP _____ All	San Jose KEEN _____ 1	Jeffersonville WXVW _____ 6	Carrollton WLBB _____ 1	Marion WMRI _____ 4	Ruston KRUS _____ 21	Magee WSJC _____ 6														
Jackson WHD _____ 7	Santa Rosa KVRE _____ 1/2	Michigan City WIMS _____ 2	Claxton WCLA _____ 2	Plymouth WTCA _____ 1/2	Shreveport KOKA _____ All	McComb WAFB _____ 3 WBNY _____ 9														
Lineville WANL _____ 1	COLORADO		Columbus WOKS _____ All	South Bend WNDU _____ 1	Tallulah KTLD _____ 35	Meridian WOKK _____ 6 WQIC _____ All														
Marian WJAM _____ 1	Denver KBPI (FM) _____ 32	Dawson WDWD _____ 70	Donalsonville WSEM _____ 24	Waterloo KXEL _____ 5	Villa Platte KYPI _____ 8	New Albany WNAU _____ 2														
Mobile WGOK _____ All WMOO _____ All	Littleton KDKO _____ All	Donaldsonville WSEM _____ 24	Douglas WOKA _____ 8	MARYLAND		Philadelphia WHOC _____ 6														
Montgomery WAPX _____ All WRMA _____ All	CONNECTICUT		Eatonton WXQP _____ 2	Fitzgerald WBHB _____ 36	Annapolis WANN _____ All	Picavonne WJWV _____ 5														
Selma WAMA _____ 10 WBBB _____ 10 WTQX _____ 13	Danbury WLAD _____ 3-1/2 WLAD-FM _____ 3-1/2	Douglas WOKA _____ 8	Fitzgerald WBHB _____ 36	Baltimore WBMD-FM _____ 40 WBBB _____ All WSD _____ All WWIN _____ All	Starkville WSSO _____ 3-1/2	Winona WONA _____ 1														
Talladega WEYY _____ 10	Middletown WCNX _____ 1	Watertown WTRP _____ 8	Jesup WLOP _____ 9	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	NORTH CAROLINA														
Tuscaloosa WTUG _____ All	Milford WFIF _____ 2	Madison WYTH _____ 14	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Waterloo KXEL _____ 5	Clayton KCLW _____ All	Ahoskie WRCS _____ 8														
Tuscumbia WVNA _____ 1/2	New Haven WYBC (FM) _____ 10	McRae WDAX _____ 1	Macon WIBB _____ All	Leavenworth KCLO _____ 2	Independence KCCV _____ 1-1/2	Asheboro WNAU _____ 2														
Tuskegee WABT _____ 15	Stamford WBTC _____ 1	Moultrie WMTM _____ 1	Madison WYTH _____ 14	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Kansas City KPRS _____ All	Burgaw WPGF _____ 1														
Vernon WVSA _____ 10	Waterbury WTBY _____ 15	Newman WCOH _____ 1	McRae WDAX _____ 1	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Starkville WSSO _____ 3-1/2	Burlington WBBB _____ 6														
ARIZONA																				
Douglas KAPR _____ 15	Washington WOL _____ All WOKK _____ All WUST _____ All	Ocala WBIZ _____ 2	McRae WDAX _____ 1	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Winona WONA _____ 1	Chadburn WVOE _____ All														
Winslow KINO _____ 6	DIST. OF COLUMBIA		LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Charlotte WGTV _____ All WRPL _____ All														
ARKANSAS																				
Conway KCON _____ 20	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Cherryville WCSL _____ 1														
Dumas KDDA _____ 14	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Clinton WBRZ _____ 6														
Little Rock KAAY _____ 10 KALO _____ All KOKY _____ All	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Dunn WCKB _____ 3														
Marianna KZOT _____ 6	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Durham WSRC _____ All WSRC-FM _____ All														
Pine Bluff KCAT _____ All KCLA _____ 1 KOTN _____ 1	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Eden WLOE _____ 12														
Texarkana KOSY _____ 1	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Elizabeth City WGAI _____ 2														
Warren KWRP _____ 12	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Elizabethtown WBLA _____ 15														
CALIFORNIA																				
Bakersfield KGEF _____ 6 KUZZ-FM _____ All KWAC _____ 5	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Fayetteville WIDU _____ All														
Delano KCHJ _____ 1/2	Washington WOL _____ All WOKK _____ All WUST _____ All	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	LaGrange WLAG _____ 6 WLAG-FM _____ 6 WTRP _____ 8	Wichita KEYN _____ 10 KEYN-FM _____ 30 KFH-FM _____ 5	Yazoo City WAZF _____ 15	Fuquay-Varina WAKS _____ 7														
OHIO																				
<table border="0"> <tr> <td>Akron WAKR _____ 2</td> <td>Canton WINW _____ 2</td> <td>Cincinnati WCIN _____ All</td> <td>Cleveland WABQ _____ All</td> <td>Cleveland Heights WJMO _____ All</td> <td>Columbus WVKB _____ All</td> <td>Dayton WDAO (FM) _____ All WONE _____ 1/2</td> <td>Mansfield WCLW _____ 3</td> <td>Milford WLYK (FM) _____ 1</td> <td>Stuebenville WSTV _____ 1-1/2 WSTV-FM _____ 1/2</td> <td>Toledo WKLR (FM) _____ All</td> </tr> </table>										Akron WAKR _____ 2	Canton WINW _____ 2	Cincinnati WCIN _____ All	Cleveland WABQ _____ All	Cleveland Heights WJMO _____ All	Columbus WVKB _____ All	Dayton WDAO (FM) _____ All WONE _____ 1/2	Mansfield WCLW _____ 3	Milford WLYK (FM) _____ 1	Stuebenville WSTV _____ 1-1/2 WSTV-FM _____ 1/2	Toledo WKLR (FM) _____ All
Akron WAKR _____ 2	Canton WINW _____ 2	Cincinnati WCIN _____ All	Cleveland WABQ _____ All	Cleveland Heights WJMO _____ All	Columbus WVKB _____ All	Dayton WDAO (FM) _____ All WONE _____ 1/2	Mansfield WCLW _____ 3	Milford WLYK (FM) _____ 1	Stuebenville WSTV _____ 1-1/2 WSTV-FM _____ 1/2	Toledo WKLR (FM) _____ All										

Methods and Sources:
Employing a rotation system SRDS station questionnaires are being mailed with greater frequency to insure data reported is current and accurate.
A station whose entire schedule is devoted to Negro Programming is identified by the word, All, under hours per week.
Definition as to what constitutes Negro Programming is left to the discretion of the stations.
Each station is advised that failure to return a completed form will mean deletion of the station from this tabulation as information is not carried forward.

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week																													
OKLAHOMA			TENNESSEE			TEXAS			UTAH																													
Edmond KWHP (FM) 11	Uniontown WMBS 3	Greenville WHYZ All	Bolivar WBOL 1	Shelbyville WHAL 18	Jasper KTXJ 12	Ogden KSVN 1-1/2	Richmond WANT All WENZ All WLEE 19	Salt Lake City KQMU (FM) 1/2	Roanoke WTOY All	Stuart WHEO 2	Vinton WKBA 5																											
Hugo KIHN 1	SOUTH CAROLINA			Brownsville WBHT 5 WBHT-FM 7	UTAH			VIRGINIA																														
Muskogee KBIX 3	Allendale WDOG 10	Greer WEAB 1	Chattanooga WNOO All	Amarillo KRAY 6	Marshall KMHT 24	Ashland WIVE 1/2 WIVE-FM 1/2	Charlottesville WCHV 6 WCCV (FM) 6	Danville WILA All	Emporia WEVA 3	Gloucester WDDY 12	Gretna WMNA 10	Harrisonburg WSVA 4	Highland Springs WENZ All	Lynchburg WJJS-FM 10 WLGM 10	Norfolk WRAP All	Portsmouth WHIH All																						
Oklahoma City KBYE 30	Beaufort WBEU 8-1/2 WSIB 10	Hampton WBHC 15	Clarksville WJZM 3	Atlanta KALT 1/2	Mexia KBUS 5-1/4	Harrisburg WVLA 4	Highland Springs WENZ All	Lynchburg WJJS-FM 10 WLGM 10	Norfolk WRAP All	Portsmouth WHIH All	Richmond WANT All WENZ All WLEE 19	Roanoke WTOY All	Stuart WHEO 2	Vinton WKBA 5	Washington WVLA All	Emporia WEVA 3	Gloucester WDDY 12	Gretna WMNA 10	Harrisonburg WSVA 4	Highland Springs WENZ All	Lynchburg WJJS-FM 10 WLGM 10	Norfolk WRAP All	Portsmouth WHIH All															
Tulsa KVOO 1/2	Bennettsville WBSC 28	Johnston WJES 1	Covington WKBL 3	Beaumont KJET All	San Antonio KAPE All	Shamrock KBYP 4	Sinton KCTA-FM 2	Sulphur Springs KSST 5	Taylor KTAE 15	Texarkana KTFS 15	Tyler KZEY All	Winchester WVLA All	Emporia WEVA 3	Gloucester WDDY 12	Gretna WMNA 10	Harrisonburg WSVA 4	Highland Springs WENZ All	Lynchburg WJJS-FM 10 WLGM 10	Norfolk WRAP All	Portsmouth WHIH All	Richmond WANT All WENZ All WLEE 19	Roanoke WTOY All	Stuart WHEO 2	Vinton WKBA 5	Washington WVLA All	Emporia WEVA 3	Gloucester WDDY 12	Gretna WMNA 10	Harrisonburg WSVA 4	Highland Springs WENZ All	Lynchburg WJJS-FM 10 WLGM 10	Norfolk WRAP All	Portsmouth WHIH All					
PENNSYLVANIA			Orangeburg WORG 5 WTND 8	Knoxville WJBE All WKY 2 WNOK 10	El Campo KULP 8	El Paso XEF All XEFY All XEWY All	Gonzales KCTI 2	Houston KCOH All KYOK All	Memphis KWAM 8 WDIA All WLOK All	Nashville WLAC 49 WVOL All	Selmer WDTM 2-1/2	Sumter WFIG 2 WSSC 20	Winnesboro WCKM 1/2	Woodruff WSJW 4-1/4	York WYCL 25	Media WXUR 2-1/2 WXUR-FM 1/4	Philadelphia WDAB All WDAB-FM 98 WHAT All	Pittsburgh WAMO All WAMO-FM All WYDD (FM) 42 WZUM All	Uniontown WMBS 3	Greenville WHYZ All	Bolivar WBOL 1	Shelbyville WHAL 18	Jasper KTXJ 12	Ogden KSVN 1-1/2	Richmond WANT All WENZ All WLEE 19	Salt Lake City KQMU (FM) 1/2	Roanoke WTOY All	Stuart WHEO 2	Vinton WKBA 5	Washington WVLA All	Emporia WEVA 3	Gloucester WDDY 12	Gretna WMNA 10	Harrisonburg WSVA 4	Highland Springs WENZ All	Lynchburg WJJS-FM 10 WLGM 10	Norfolk WRAP All	Portsmouth WHIH All

Promotional Dates

OCTOBER '69

- 1-7 National Lath & Plaster Week
- 1-31 Biscuit/Muffin Month
- October
- Fish 'n Seafood Parade
- Let's Go Hunting Month
- National Indoor Games Month
- National Restaurant Month
- National Science Youth Month
- National Wine Festival
- Shrimp Fiesta
- Yamblice
- Oct.-Nov.-Dec.
- Cookie Time
- 4-19 National Festival of Craftsmen
- 5-11 Fire Prevention Week
- International Letter Writing Week
- National 4-H Club Week
- National Pharmacy Week
- National Test Your Battery Week
- Pass the Laugh Week
- 12 Columbus Day
- 12-18 National Teen Week
- 15 World Poetry Day
- 15-Nov. 15
- Kraut, Pork 'N Apple Dinner Season
- 16 International Credit Union Day
- 16-25 National Macaroni Week
- 18 Sweetest Day
- 19-25 Cleaner Air Week
- National Downtown Week
- National Forest Products Week
- 20-Nov. 20
- Pizza Festival Time
- 24 United Nations Day
- 24-31 National Honey Week
- National Popcorn Week
- 27 Navy Day
- 27-Nov. 3
- National Pretzel Week
- 31 Halloween
- 31-Nov. 30
- Jewish Book Month

NOVEMBER '69

- 1 National Authors' Day
- 1-30 National Contact Lens Month
- National Spices Month
- One Nation Under God Month
- Raisin Bread Sales Month
- Religion in American Life Month
- Think-of-What-You-Can-Replace-With-Plastics Month
- 2-8 Cat Week International
- Double Talk Week
- National Mushroom Week
- 4 Election Day
- 6-15 International Tuna Week
- 8-11 Kiowa Veteran's Day Celebration
- 7-13 National Mimicry Week
- 9-15 American Education Week
- World Fellowship Week
- 10-16 Youth Appreciation Week
- 11 Veterans Day
- 15 Christmas Seal Campaign—Kickoff Date
- Sadie Hawkins Day
- 15-Jan. 1, 1970
- Holidays are Pickle Days
- 16-22 Asparagus Week
- Diabetes Week
- National Children's Book Week
- 17-23 AEDA National Postage Stamp Show
- 21-27 National Farm-City Week
- 21-Dec. 17
- Aviation Month International
- 23-29 National Cage Bird Week
- National Latin America Week
- 27 Thanksgiving Day
- 27-Jan. 1, 1970
- National Indigestion Season

DECEMBER '69

- 5 Hanukkah
- 11 Junior Chamber International Day
- 15-Jan. 1
- Christmas Pageant of Peace
- 22 National Flashlight Battery Inspection Day
- 25 Christmas

JANUARY '70

- 1 International Take-A-Deep Breath Day
- New Year's Day
- 1-31 Economy with Eggs
- March of Dimes
- National Colorado Beef Month
- Wheat Bread Month
- 1-Feb. 28
- National Office Products Weeks
- 4-10 Save the Fun Week
- 18 World Religion Day
- 18-24 Jaycee Week

FEBRUARY '70

- 1-7 National Children's Dental Health Week
- Protect Gagwriter Week
- 1-28 American History Month
- Frozen Potato Month
- Heart Month
- National Cherry Month
- Parade of American Music
- 2 Ground Hog Day
- 2-6 National Pay Your Bills Week
- 7-13 Boy Scout Week
- 8 Boy Scout Sunday
- 8-14 National Beauty Salon Week
- National Electrical Week
- 10 International Pancake Race
- 11 Ash Wednesday
- 12 Lincoln's Birthday
- 13 World Day of Prayer
- 14 Valentines Day
- 15-21 National Crime Prevention Week
- 21-28 Future Farmers of America Week
- 22 Washington's Birthday
- 22-28 Brotherhood Week
- Catholic Book Week
- National Engineers' Week
- 23-Mar. 29
- Easter Seal Campaign
- 28 Bachelor's Day

MARCH '70

- 1-7 Future Funny Girl Week
- National Weights and Measures Week
- Save Your Vision Week
- 1-31 American Red Cross Month
- Buttermilk Bread Month
- Youth Art Month
- 2-7 National Procrastination Week
- National Wildlife Week
- 17 Camp Fire Girls Founders' Day
- St. Patrick's Day
- 22 Purim
- 22-28 Camp Fire Girls Birthday Week
- National Salesmen's Week
- 27 Good Friday
- 29 Easter Sunday
- 29-April 4
- Honey For Breakfast Week

APRIL '70

- 1-7 National Laugh Week
- 1-30 America's Heartland
- Development Month
- April Cancer Crusade
- Freedom Shrine Month
- National Automobile Month
- 7 World Health
- 10-13 Roosevelt Memorial Exhibition
- 12-18 National Library Week
- 19-25 Secretaries Week
- Youth Temperance Education Week
- 19-26 National YWCA Week
- 20-25 Bike Safety Week
- Tableware Week
- 21 Passover
- 30-May 3
- Washington State Apple Blossom Festival

MAY '70

- 1-8 American Camp Week
- 1-31 National Radio Month
- National White Bread Month
- Senior Citizens Month
- 3 Humane Sunday
- 3-8 Senior Comedians Week
- 3-10 National Music Week
- 8 World Red Cross Day
- 9-16 National Luggage and Leather Goods Week
- 10 Mother's Day
- 10-16 National Girls Club Week
- National Hospital Week
- 11-17 National Salvation Army Week
- 13-16 Holland Tulip Time Festival
- 15 National Defense Transportation Day
- 16 Armed Forces Day
- 30 Memorial Day

JUNE '70

- 1-30 Dairy Month
- 1-Sept. 7
- Washington, D. C. Summer Jubilee
- 4 Old Maids' Day
- 7 Freedom of the Press Day
- 7-13 National Humor Week
- 8-13 National Little League Baseball Week
- 10 Shevovoth
- 14 Flag Day
- Race Unity Day
- 21 Father's Day
- 21-27 Amateur Radio Week
- 28-July 4
- National Safe Boating Week

JULY '70

- 1-31 Cool Meals with Eggs
- July is Souvenir Month
- National Hot Dog Month
- National Rye Bread Month
- 4 Independence Day
- 5-11 Future Funny Man Week
- 19-25 National Farm Safety Week

AUGUST '70

- 1-7 National Clown Week
- 2 Valley of the Moon Chass Festival
- 2-8 International Humor Exchange Week
- 3-8 National Smile Week
- 7-8 All American Indian Days

SEPTEMBER '70

- 1-30 American Home Lighting Fixture Month
- American Youth Month
- Check-up and Lock-up Month
- Lessons in Truth Month
- National Potato Bread Month
- 2-9 National WCTU Convention
- 6-12 Comedy Appreciation Week
- 7 Labor Day
- 11-12 National Popcorn Farmers Day
- 14-Dec. 18
- Boy Scouts of America Fall Roundup
- 17 Citizenship Day
- 20 World Peace Day
- 25-27 Annual Moon Vintage Festival
- 26 Kiwanis Kids' Day
- 27 Gold Star Mothers Day
- 28-Oct. 4
- National Fireplace Week

Analysis of Listings in Spot Radio Rates and Data

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

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

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

The uniform listing format is as follows:

INTRODUCTORY MATERIAL

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

1. PERSONNEL

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

2. REPRESENTATIVES

- national representatives (name only)
- regional representatives (name only)
- branch offices (addresses and telephone numbers)

3. FACILITIES

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

4. AGENCY COMMISSION

- statement of agency commission, discount policy and billing arrangements.

5. GENERAL ADVERTISING See coded regulations

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

TIME RATES

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

6. SPOT ANNOUNCEMENTS

- basic rate structure for 1-minute, 30-seconds, 20-seconds and 10-second spots

7. PACKAGE PLANS

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

8. PROGRAM TIME RATES

- basic program rate structure

9. PARTICIPATING PROGRAMS

- listing of qualified participating programs by name or title, day (s), time and premium rates

10. SPECIAL FEATURES

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

SRDS Spot Radio Coded Contract Regulations

Coded Format for Spot Radio

A code program designed to make it easier to estimate and buy Spot Radio

Regulations, operating policies and procedures common to the greater number of radio stations have been arranged in code form for efficiency in usage by advertising agency personnel and to extend to every radio station the opportunity of listing all of the standard provisions that apply in the handling of national accounts.

The station rate policies and practices represented by code numbers and letters have been selected based on uniformity and frequency of appearance in station listings. Provisions not readily adaptable to the coding procedure and those not appearing in sufficient frequency to warrant codes are retained in station listings.

The SRDS Radio Coded Contract Regulations guarantee that every standard regulation can be quickly identified by number and letter. Regulations have been grouped insofar as possible under related headings. The numbers and letters in each group will come to be associated with their respective headings (such as code 61 under Continuing Discounts).

Numbered codes based on the numbers and letters encircled by station officials appear in each radio station listing under the listing segment number "5: GENERAL ADVERTISING." Note following example:

5. GENERAL ADVERTISING See coded regulations,
General: 1b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 16.
Basic Rates: 20b, 21a, 21c, 24a, 27, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 46, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61a, 61b, 62a,
62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Production Services: 80, 82.

The headings for the categories shown in the Code are repeated (as indicated above) in the individual code in each station listing for ready reference.

Station Approval/Acceptability of Products Acceptability of Programming

- 1a. Length of commercial copy: In accordance with NAB standards.
 - 1b. Length of commercial copy: In accordance with NAB standards subject to specified exceptions.
 - 2a. This rate card is published for the convenient reference of advertisers and agencies and is not an offer of facilities.
 - 2b. A contract for time between station and client is subject to the terms and conditions of licenses of station from any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force.
 - 3a. All programs and announcements subject to approval.
 - 3b. Consult station management concerning products and services considered unacceptable.
 - 3c. Type of audience and program balance may affect acceptability of product, program or continuity for specific time periods. Check with station and/or representatives in advance of order.
 - 3d. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.
- Alcoholic Beverages:
- 4a. Beer and wine advertising acceptable.
 - 4b. Beer and wine advertising not acceptable.
 - 4c. Hard liquor advertising acceptable.
 - 4d. Hard liquor advertising not acceptable.
 5. Political: Regular rates apply. Payment in advance. Time and facilities sold on the basis of conformity with station policies, the Communications Act and governmental rules and regulations.
 - 6a. Sponsored religious programs carried.
 - 6b. Sponsored religious programs not carried.
 - 7a. Foreign language programs acceptable.
 - 7b. Foreign language programs not acceptable.
 8. Per Inquiry: "P.I." advertising not acceptable.

Rate Protection

10. Rate protection—ANNOUNCEMENTS (Fixed)
To continuous advertisers from effective date of increase:
 - a. 12 months
 - b. 6 months
 - c. 3 months
 - d. 26 weeks
 - e. 13 weeks
 - f. 4 weeks
 - g. 90 days
 - h. 30 days
 - i. 28 days
11. Rate Protection—ANNOUNCEMENTS (Preemptible)
To continuous advertisers from effective date of increase:
 - a. 12 months
 - b. 6 months
 - c. 3 months
 - d. 26 weeks
 - e. 13 weeks
 - f. 4 weeks
 - g. 90 days
 - h. 30 days
 - i. 28 days
12. Rate Protection—PLANS
To continuous advertisers from effective date of increase:
 - a. 12 months
 - b. 6 months
 - c. 3 months
 - d. 26 weeks
 - e. 13 weeks
 - f. 4 weeks
 - g. 90 days
 - h. 30 days
 - i. 28 days
13. Rate Protection—PARTICIPATIONS
To continuous advertisers from effective date of increase:
 - a. 12 months
 - b. 6 months
 - c. 3 months
 - d. 26 weeks
 - e. 13 weeks
 - f. 4 weeks
 - g. 90 days
 - h. 30 days
 - i. 28 days

SRDS Spot Radio Coded Contract Regulations

14. Rate Protection—PROGRAMS

To continuous advertisers from effective date of increase:
a. 12 months d. 26 weeks g. 90 days
b. 6 months e. 13 weeks h. 30 days
c. 3 months f. 4 weeks i. 28 days

- 15a. Rate protection allowed to alternate week program advertisers.
- 15b. Rate protection guaranteed for duration of contract.
- 15c. Protection period as stated, exception of the provision requiring continuous advertising.
- 15d. 52-Week Guarantee: Advertiser who places an order for 52 consecutive weeks of advertising (minimum per week: 6 one-minute announcements or a total of 15 minutes in program units) will be guaranteed for those 52 consecutive weeks the rate card(s) stipulated at the start of schedule. Advertiser will also be protected for 6 months from date of any rate increase effective during the second 26 of the 52 consecutive weeks of advertising.
16. All rate protection prevails so long as a frequency of not less than 1 broadcast per week is maintained.

Basic Rates and Discounts

- 20a. Rates subject to change without notice.
- 20b. Station reserves the right to change its rates effective on such date as it may announce.
- 21a. Basic rates include transmitter services of one staff announcer and recorded music for commercials. Basic rate does not cover programs or announcements using live talent, extra personnel or extra production facilities.
- 21b. Basic rates quoted do not include special facilities (studio, remote charges) or talent, announcers, directors, or special technical facilities.
- 21c. Rates show net costs after deduction of all applicable discounts.
- 21d. Rates and discounts apply to the products of a single advertiser.
- 22a. Rates quoted are for time only.
- 22b. Rates include presentation of commercial transcriptions.
- 23a. Rates include music copyright fees.
- 23b. Time rates include music performing rights fees only on compositions which station approves and for which station assumes liability.
- Rates and discounts based—
- 24a. on consecutive weeks of broadcasting.
- 24b. on number of broadcasts per year.
- 24c. on the number of broadcasts per week.
- Announcements between rate classifications—
- 25a. take the higher rate.
- 25b. take the later rate.
- 25c. take the lower rate.
26. Rates for periods longer than 1 hour in exact proportion to the 1-hour rate.
27. Starting time of announcements determines rate classification.
- 28a. Discounts allowed retroactively on number of broadcasts given within 1 year.
- 28b. No retroactive discounts allowed.
- 28c. No cash rebates.
- 29a. Frequency discounts must be earned within 1 year from initial broadcast.
- 29b. Frequency discounts for announcements are contingent upon completion of entire contracted schedule in consecutive weeks within 1 year.
30. Plans must be so designated at time of purchase.
31. All plans must run on a consecutive weekly basis.
- 32a. Contiguous rates granted on non-contiguous programs.
- 32b. Contiguous rate purchases not allowed.
- Rateholder — Minimum schedule of:
- 33a. 1 announcement per week.
- 33b. 3 announcements per week.
- 33c. 5 announcements per week.
- 33d. 6 announcements per week.

Contracts, Acceptance/Requirements

- 40a. Accepts AAAA copyrighted contract.
- 40b. Does not accept AAAA copyrighted contract. Station contract forms available.
- 40c. Accepts AAAA copyrighted contracts with certain exceptions; modified contract forms available.
41. All proposals subject to prior sale.
Contracts accepted not more than—
- 42a. 30 days in advance.
- 42b. 60 days in advance.
- 42c. Firm contracts for programs or announcements of 13 weeks or more will be accepted not more than 30 days in advance of starting date.
- 42d. Firm contracts for programs or announcements of 13 weeks or more accepted not more than 60 days in advance of initial broadcast.
43. Schedules must start within 30 days of contract date.
- 44a. One year contracts will be accepted for the purpose of earning frequency discounts.
- 44b. 52 week contracts will be accepted for the purpose of earning frequency discounts.
45. Maximum length of contract 1 year.
46. No periods sold in bulk for resale.
- 47a. All program units 30 seconds less than indicated.
- 47b. All program units 35 seconds less than indicated.
- 47c. All program units 40 seconds less than indicated.
- 47d. All program units 42 seconds less than indicated.
- 47e. All program units 60 seconds less than indicated.
48. Announcements and station breaks may be moved to other periods on 24 hours' notice. If a mutually agreeable substitute time and/or day cannot be determined the specific time period may be cancelled without affecting the balance of the contract.
49. Advertisers participating in group broadcasts are required to make individual contracts subject to card rates and regulations.
50. Programs and longer length announcements take priority over shorter programs and announcements.
- 51a. Rates applicable on any contract are those rates in effect on the date of the first broadcast.
- 51b. Additions to schedules will be sold on the current rate card in effect at the time the additions are ordered and confirmed.
- 51c. Station will not split rate cards. Advertisers must abide by rates and conditions of only 1 card during protection periods when more than 1 card may be in effect.

Combinability

- 60a. Programs and announcements cannot be combined to earn discounts.
- 60b. Programs and announcements may be combined to earn discount on announcements only.
- 60c. Announcements and programs of five minutes or more cannot be combined to earn discounts.
- 60d. Participations and announcements may be combined to earn discounts.
- 60e. 1-minute, 30-second, 20-second and ID announcements may be combined to earn discounts.
- 60f. All announcements, regardless of length or classification, may be combined to determine discounts.
- 60g. 1-minute, 20/30-second announcements may be counted to earn frequency for 10-second (ID) announcements, but not vice-versa.
- 60h. All plans can be combined for greater frequency discount.
- 60i. Multiple products of same parent company may combine for all applicable discounts.
- 60j. Programs and announcements may be combined to earn lower rates.
- 60k. One minute and thirty second announcements may be combined to earn higher discount rate.

Continuing Discounts/Renewal

- 61a. Schedules maintained without interruption after one year period will continue to be billed at earned discounts. After first year advertiser may continue at same discount until schedule is reduced or interrupted. This schedule is not subject to short rate.
- 61b. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive same frequency or the frequency applicable to that portion of the service which continues.
- 61c. To earn continuing discounts advertiser must begin new contract period for quantity discount purposes.
- 62a. Renewal: Advertisers must renew 4 weeks prior to the last scheduled broadcast date to insure broadcast without lapse.
- 62b. Contracts may be renewed providing there is no interruption in service on 28 days' written notice for programs; 14 days' for announcements.
- 62c. Contracts may be renewed providing there is no interruption in service on 35 days' written notice for programs; 28 days' for announcements.
- 62d. Contract renewals subject to rates in effect at time of renewal.
- 62e. In the event of revision of station rates or discounts any continuous broadcasts may be extended at the same rates and discounts for a period of 52 weeks from the effective date of revision.

Cancellation/Preemption

(Programs)

Program contracts subject to cancellation—

- 70a. on 28 days' prior written notice.
- 70b. on 28 days' prior written notice but no such termination shall be effective until 13 weeks after the start of broadcasting.

(Announcements)

Announcement contracts subject to cancellation—

- 70c. on 14 days' prior written notice.
- 70d. on 14 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.
- 70e. Schedules may be terminated by either party giving the other two weeks' prior notice, but no such termination shall be effective until two full broadcast weeks, as contracted for, have been broadcast following receipt of such notice.

- 71a. Cancelled contracts subject to short rate.
- 71b. Cancelled contracts not subject to short rate.

72. In the event that the station finds it necessary to preempt all or any part of the service for which an advertiser has contracted, without previous notice, it is understood that cancellation of charges for same will be the maximum liability of station. Station is to have sole discretion as to necessity for such preemption.

73a. All programs and announcements subject to cancellation by the station for broadcasts of significant events in the public interest.

73b. All programs and announcements are subject to interruption or cancellation for broadcasts of significant events without affecting rate of frequency discount to which advertiser would otherwise be entitled.

Production Services

80. Advisory services of the program and technical departments in arranging and presenting programs are available to clients at no charge. A charge will be made for programs requiring special production.
81. Talent, mimeographing of scripts and continuity and related production services are subject to extra charges.
82. Remote pick-up facilities, mobile units, extra.

Explanation of Radio Media Identification Code

(Developed with the cooperation of the Advertising Data Processing Association)

1. The primary code will contain 11 digits. This seems to be the minimum number possible to classify adequately each vehicle within its medium, properly identify it, provide for expansion, provide for identification of parts, and incorporate a check digit. The 11 digits will have these functions:

Digit 1—Media class (TV, Radio, Newspaper, etc.).

Digits 2, 3, 4—Media subclass (Representatives, Networks, etc.) and/or broad geographic (State, etc.) code.

Digits 5, 6, 7, 8—Sequence code to identify specific unit in class or subclass and allow for expansion.

Digit 9—Check digit.

Digits 10, 11—Identification of specific vehicle parts, such as regional editions, split runs, package rates, combinations. For newspapers, we could identify editions, other rate opportunities such as local supplements, comics, inserts, classified, zone editions. How far down we go depends on interest and need.

Radio Stations will be arranged alphabetically by city within state. Other media parts will be treated within the decimal system (digits 10 and 11).

2. The system is simple and easy to understand.
3. It reflects agency operation and media department needs.
4. It offers long life. Allowances have been made for all known contingencies.
5. It can be easily maintained by SRDS at minimal cost.
6. It offers flexibility and is collapsible.
7. Automatically, it offers a printed, current master list of record since media identification codes are printed in each SRDS issue, changed as frequently as changes occur at no increase in subscription cost. Duplicate sets of cards are available to anyone and will be offered at a fair and reasonable price yet to be determined. Tape will not be possible until SRDS equipment is installed. Alpha sequencing can be arranged.
8. Every media buying opportunity can and will be coded. Whether assigned a primary code or a secondary code depends on the media's presentation in SRDS.
9. If needed, identification and coding of specific rate structures is easily possible.
10. Adequate provision for spacing is present to accommodate new media and changes in title.
11. There will be no need to discard old numbers for those who require these for historical information. Codes can be maintained for the five-year minimum specified.
12. Representatives are fully classified within the primary codes, as are direct sales organizations. Overlapping sales organizations with representatives requires further study.
13. Unique classification analysis is possible for all media vehicles within a media class. Any selective variable can easily be accommodated.

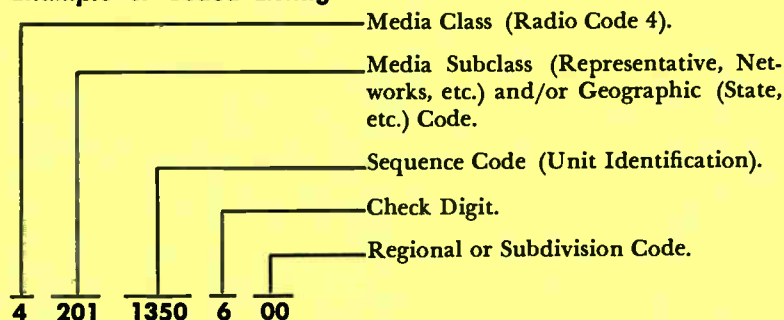
GENERAL COMMENT

1. Codes and code service will be made generally available to anyone. No restrictions will be placed on their use or availability.
2. Users of coding service will be expected to assume cost of any requested service requiring out-of-pocket expense for SRDS. This would include master list, bulletin service, duplicate cards, etc. Primary codes will appear in SRDS routinely. No additional charge is contemplated for subscribers because of it.
3. In our present thinking, SRDS would not assign new primary codes for new media until these new media are listed within the service. To fill the void for those agencies who are involved with media not presently listed, it will be necessary for each such agency to submit

to SRDS, for primary coding, the media vehicle name. When received, these media vehicles will be assigned a primary code identification number which will be entered into the master system. These new codes would be distributed through bulletins when no restrictions are set forth.

4. A bulletin service will be created and offered to any interested organization on a fair subscription basis. Subscription price will be related to SRDS costs. Bulletin service will be maintained on a frequency consistent with need.

Example of Coded Listing



Radio Media Class is #4.

000 Representatives (alpha).

100 Regional Radio Networks and Groups (alpha).

201-252 Radio Stations and State Networks. (2) followed by two digit state code. Okinawa, Guam and the Virgin Islands are coded as #55 in the second group of digits.

NOTE: Sequencing; adequate space will be provided between listings for future expansion.

SAMPLES OF CODING

Representatives

Media Code **4 000 0050 1.00** (Advertising Representatives, Inc.)

4 radio

000 representative

0050 first in the alphabetical sequence of representatives

1 computer check digit

00 these digits are reserved for identification of branch offices

Advertising Sales Co.'s listing which immediately follows Advertising Representatives, Inc. has media code number 4 000 0100 4.00

Regional Networks

Media Code **4 100 0275 2.00** (Amigo Spanish Group)

4 radio

100 regional radio network

0275 first in the alphabetical sequence of regional networks

2 computer check digit

00 these digits are reserved for rate categories

State Networks/Radio Stations

Media Code **4 201 0070 3.00** (Alabama Community Network)

4 radio

2 radio state network or station

01 first state (Alabama)

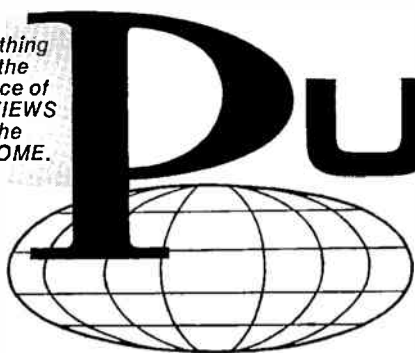
0070 first listing in Alabama

3 computer check digit

00 these digits are reserved for rate categories

Radio Alabama Network's listing immediately follows Alabama Community Network. The Media code number for Radio Alabama Network is 4 201 0140 4.00

Nothing
takes the
place of
INTERVIEWS
in the
HOME.



PULSE

1969 RADIO SCHEDULE

SRDS

market data summary

U. S. Total

Regions

States

Metro Area

Ranking Tables

Market and Number of Reports	Survey Period(s)
AKRON, OHIO — 4	JAN, APR, JULY, OCT-NOV
ALB.-TRY.-SCHEN., N. Y. — 3	JAN, APR, JULY
ALBUQUERQUE, N. M. — 1	MARCH
ALLEN.-BETH.-EAST., PA. — 1	OCT-NOV
ALTOONA, PA. — 1	SEPTEMBER
AMARILLO, TEX. — 1	APR-MAY
ANCHORAGE, ALASKA — 1	APRIL
ANN ARBOR, MICH. — 1	NOVEMBER
ASHEVILLE, N.C. — 1	JANUARY
ATLANTA, GA. — 4	J-M, A-J, J-S, O-D
ATLANTIC CITY, N. J. — 1	JANUARY
AUSTIN, TEX. — 1	JANUARY
BAKERSFIELD, CALIF. — 2	JAN, JULY
BALTIMORE, MD. — 4	J-M, A-J, J-S, O-D
BATON ROUGE, LA. — 1	MAY
BAY CITY, MICH. — 1	MAY-JUNE
BEAU.-PT. ART.-OR., TEX. — 2	MAY, NOV-DEC
BILLINGS, MONT. — 1	JUNE
BINGHAMTON, N. Y. — 1	MAY
BIRMINGHAM, ALA. — 3	FEB-APR, JUNE-AUG, OCT-DEC
BOISE CITY, IDAHO — 1	MAY
BOSTON, MASS. — 4	J-M, A-J, J-S, O-D
BUFFALO, N. Y. — 4	J-M, A-J, J-S, O-D
BURLINGTON, VT. — 1	JUNE
CANTON, OHIO — 3	JAN, JULY, OCT-NOV
CEDAR RAPIDS, IOWA — 1	JANUARY
CHARLESTON, S. C. — 1	OCT-NOV
CHARLESTON, W. VA. — 1	NOV-DEC
CHARLOTTE, N. C. — 2	JAN, JULY
CHATTANOOGA, TENN. — 1	JUNE
CHICAGO, ILL. — 6	J-F, M-A, M-J, J-A, S-O, N-D
CHICO, CALIF. — 1	MARCH
CINCINNATI, OHIO — 4	J-M, A-J, J-S, O-D
CLEVELAND, OHIO — 4	J-M, A-J, J-S, O-D
COCOA BEACH, FLA. — 1	JULY-AUG
COLUMBIA, S. C. — 1	JUNE
COLUMBUS, GA. — 1	MAY
COLUMBUS, OHIO — 4	J-M, A-J, J-S, O-D
CORPUS CHRISTI, TEX. — 1	SEPTEMBER
DALLAS, TEX. — 2	APR-JUNE, OCT-DEC
DAV.-ROCK ISL.-MOL., IA.-ILL. — 2	APR, OCT-NOV
DAYTON, OHIO — 4	JAN, APR, JULY, OCT-NOV
DENVER, COLO. — 3	FEB, JUNE, OCT-NOV
DES MOINES, IOWA — 2	MARCH, SEPT
DETROIT, MICH. — 4	J-M, A-J, J-S, O-D
DULUTH-SUPERIOR, MINN.-WISC. — 1	OCT-NOV
DURHAM, N. C. — 1	MAY
ELMIRA, N. Y. — 1	JANUARY
EL PASO, TEX. — 1	FEBRUARY
ERIE, PA. — 1	APRIL
EUGENE, ORE. — 1	MAY
EUREKA, CALIF. — 1	MARCH
EVANSVILLE, IND. — 1	JUNE
FARGO-MOORHEAD, N. D.-MINN. — 1	JANUARY
FLINT, MICH. — 2	MARCH, OCT-NOV
FT. LAUD.-HOLLYWOOD, FLA. — 1	FEB-APR
FORT WAYNE, IND. — 1	JUNE
FORT WORTH, TEX. — 2	APR-JUNE, OCT-DEC
FRESNO, CALIF. — 3	FEB, JUNE, OCT-NOV
GRAND RAPIDS, MICH. — 1	JANUARY
GREEN BAY, WISC. — 1	JUNE
GREENSBORO, N. C. — 1	SEPTEMBER
GREENVILLE, S. C. — 1	APRIL
HARRISBURG, PA. — 1	FEBRUARY
HAMILTON-MIDDLETOWN, OHIO — 4	JAN, APR, JULY, OCT-NOV
HARTFORD, CONN. — 2	MARCH, NOV-DEC
HARTFORD COUNTY, CONN. — 2	MARCH, NOV-DEC
HONOLULU, HAWAII — 2	MAY-JUNE, SEPTEMBER
HOUSTON, TEX. — 4	J-M, A-J, J-S, O-D
HUNT.-ASH., W. VA.-KY. — 1	MAY
INDIANAPOLIS, IND. — 2	APR-MAY, OCT-NOV
JACKSON, MISS. — 1	OCT-NOV
JACKSONVILLE, FLA. — 4	JAN, APR, JULY, OCT-NOV
JOHNSTOWN, PA. — 1	APRIL
KALAMAZOO, MICH. — 1	SEPTEMBER

Market and Number of Reports	Survey Period(s)
KANSAS CITY, MO. — 4	J-M, A-J, J-S, O-D
KNOXVILLE, TENN. — 2	MARCH, SEPT
LAS VEGAS, NEV. — 1	MAY-JUNE
LANSING, MICH. — 1	FEBRUARY
LANCASTER, PA. — 1	SEPTEMBER
LEXINGTON, KY. — 1	JULY
LINCOLN, NEB. — 1	JUNE
LITTLE ROCK, ARK. — 1	MARCH
LOS ANGELES, CALIF. — 6	J-F, M-A, M-J, J-A, S-O, N-D
LOUISVILLE, KY. — 3	FEB-MAR, JUNE-JULY, OCT-NOV
LUBBOCK, TEX. — 1	MAY
MADISON, WISC. — 1	JANUARY
MANCHESTER, N. H. — 1	APRIL
MEMPHIS, TENN. — 4	JAN, APRIL, JULY, OCT-NOV
MIAMI, FLA. METRO — 3	FEB-APR, JUNE-AUG, OCT-DEC
MIAMI, FLA. 2-COUNTY — 3	FEB-APR, JUNE-AUG, OCT-DEC
MILWAUKEE, WISC. — 3	JAN-MAR, JUNE-AUG, OCT-DEC
MINNEAPOLIS-ST. PAUL, MINN. — 4	J-M, A-J, J-S, O-D
MOBILE, ALA. — 1	MAY
MONTGOMERY, ALA. — 1	MARCH
NASHVILLE, TENN. — 1	MAY
NEW HAVEN, CONN. — 1	JULY
NEW ORLEANS, LA. — 4	J-M, A-J, J-S, O-D
NEW YORK, N. Y. — 6	J-F, M-A, M-J, J-A, S-O, N-D
NEW.-PORT.-NEWP.-HAMP., VA. — 2	APR-JUNE, OCT-DEC
OKLAHOMA CITY, OKLA. — 2	FEB-MAR, OCT-NOV
OMAHA-COUN. BLUFFS, NEB.-IA. — 3	F-M, J-J, O-D
ORLANDO, FLA. — 1	APRIL
PENSACOLA, FLA. — 1	OCT-NOV
PEORIA, ILL. — 2	MAY, OCT-NOV
PHILADELPHIA, PA. — 4	J-M, A-J, J-S, O-D
PHOENIX, ARIZ. — 2	MARCH, SEPT
PITTSBURGH, PA. — 4	J-M, A-J, J-S, O-D
PORTLAND, ME. — 1	MARCH
PORTLAND, ORE. — 4	J-M, A-J, J-S, O-D
PROVIDENCE-PAWTUCKET, R. I. — 3	F-M, J-J, O-N
RALEIGH, N. C. — 1	MAY
READING, PA. — 1	MAY
RICHMOND, VA. — 2	APR-JUNE, OCT-DEC
ROANOKE, VA. — 1	APRIL
ROCHESTER, N. Y. — 2	MARCH, SEPT
ROCKFORD, ILL. — 1	SEPTEMBER
SACRAMENTO, CALIF. — 3	FEB, JUNE, OCT-NOV
SAGINAW-BAY CITY, MICH. — 1	MAY-JUNE
ST. LOUIS, MO. — 4	J-M, A-J, J-S, O-D
SALT LAKE CITY, UTAH — 1	JANUARY
SAN ANTONIO, TEX. — 2	MARCH, NOV-DEC
SAN BERN.-RIV. CALIF. METRO — 1	JULY
SAN DIEGO, CALIF. — 4	J-M, A-J, J-S, O-D
SAN FRAN.-OAK., CALIF. 6 & 9 CO. — 6	F-M, A-M, J-J, A-S, O-N, D-J
SAN JOSE, CALIF. — 3	FEB-MAY, JUNE-SEPT, OCT-JAN
SAVANNAH, GA. — 1	MAY
SCRANTON, PA. — 1	SEPTEMBER
SEATTLE-EV.-TAC., WASH. — 4	J-M, A-J, J-S, O-D
SHREVEPORT, LA. — 1	SEPTEMBER
SIoux FALLS, S. D. — 1	MAY
SOUTH BEND, IND. — 1	APRIL
SPARTANBURG, S. C. — 1	APRIL
SPOKANE, WASH. — 3	JAN, APRIL, NOV-DEC
SPRINGFIELD, ILL. — 1	SEPTEMBER
SPRING-HOLY-CHIC., MASS. — 1	NOV-DEC
STEB.-WEIRTON, OHIO-W. VA. — 1	MAY
STOCKTON, CALIF. — 1	JUNE
SYRACUSE, N. Y. — 2	MAR-APR, OCT-NOV
TACOMA, WASH. — 4	J-M, A-J, J-S, O-D
TAMPA-ST. PETERSBURG, FLA. — 2	MAY, OCT-NOV
TERRE HAUTE, IND. — 1	MAY
TOLEDO, OHIO — 4	JAN, APR, JULY, OCT-NOV
TOPEKA, KANS. — 2	MARCH, OCT-NOV
TRENTON, N. J. — 1	JUNE
TUCSON, ARIZ. — 1	MAY
TULSA, OKLA. — 2	APRIL, OCT-NOV
UTICA-ROME, N. Y. — 1	APRIL
WACO, TEX. — 1	AUGUST
WASHINGTON, D. C. — 4	J-M, A-J, J-S, O-D

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Market and Number of Reports	Survey Period(s)
WATERBURY, CONN. — 1	MARCH
WATERLOO, IOWA — 1	JANUARY
WEST PALM BEACH, FLA. — 1	OCTOBER-NOVEMBER
WHEELING, W. VA. — 1	MAY
WICHITA, KANS. — 2	MARCH, OCT-NOV
WICHITA FALLS, TEX. — 1	MAY
WILKES BARRE-HAZLETON, PA. — 1	SEPTEMBER
WILMINGTON, DEL. — 1	FEBRUARY
WINSTON-SALEM, N. C. — 1	MARCH
WORCESTER, MASS. — 1	MARCH
YORK, PA. — 1	SEPTEMBER
YAKIMA, WASH. — 1	MAY
YOUNGSTOWN-WARREN, OHIO — 1	FEBRUARY

market
data
summary

U.S. Total
Regions
States
Metro Area
Ranking Tables

Explanation of SRDS Consumer Market Data

SRDS Consumer Market data reflect the economic status for all states, counties, cities and metropolitan statistical areas. Population and households are estimated as of January 1, 1969. Consumer Spendable Income and retail sales, in total and by store types, are for the year ending December 31, 1968. New farm population data are as of January 1, 1969 and gross farm income estimates for the calendar year 1968.

Market data may be reproduced without charge or written permission, but must carry the customary credit line: "Source: SRDS Consumer Market Data, January 1, 1969.

DEFINITIONS, ESTIMATING PROCEDURES AND SOURCES

Population

All population estimates are as of January 1, 1969 and include all population (civilian, institutional, and military) in the United States. This is the definition used in the 1960 Census of Population. Population figures are shown in thousands, with one decimal. In other words, where SRDS population estimate is 60.1, the figure is actually 60,100.

The sources of data used to prepare the SRDS population estimates include the 1960 Census of Population.

Households

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

The January 1, 1969 household estimates were obtained using procedures similar to the population procedures keyed to the official 1960 government housing reports. Population data were also a basic part of the estimating procedures. These figures are expressed in thousands with two decimals. Where the household estimate is 10.33, for example, the figure is actually 10,330.

Consumer Spendable Income

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

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

Consumer Spendable Income Per Household

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

Family Income Distribution

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

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

Statistics of Family Income Distribution from the 1960 Census of Population were used as the base for these estimates. Adjustments for conceptual differences were made with information provided by the Department of Commerce and with tax payment statistics. Updating was accomplished in much the same manner as the updating of our Consumer Spendable Income.

NOTE: The income class intervals for 1968 shown in this issue are 3000 to 4999, 5000 to 7999, 8000 to 9999, 10000 to 14999 and 15000 and over. The sum of the five income classes subtracted from 100% will give the 0 to 2999 class interval.

Retail Sales

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

The Department of Commerce monthly estimates of total retail sales, individual state sales-tax data, bank debits, and population; and the 1963 Census of Retail Trade served as the basic data for computing the retail sales estimates.

Many states now report sales-tax data. Much care is exercised in using these taxes because of differences and changes in rates since 1958, variety of types of store and merchandise items taxed, and the difference between states in providing data at county and place levels. Monthly and quarterly sales-tax data are used as indices of change. Twelve-month totals are computed and the ratio of each total to the previous year's total is used as the basis for updating the figures. In other states, bank debits and other data are used as the indices of change.

A dagger (†) placed after a county name signifies that the county contains a military installation. Data referring to total retail sales and sales by store type in these areas do not include sales made by commissaries, exchanges and eating places operated for military personnel by the U. S. Department of Defense. (SOURCE: 1963 Census of Business-Retail Trade.)

Retail Sales Per Household

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

Store Types

The sales of seven major store types are reported for all regions, states, counties, cities, and Standard and Additional Standard Metropolitan Statistical Areas. It is important to note that both SRDS and the Bureau of the Census report sales by store type, not by commodity type. For example, foodstore sales consist of all sales made in food stores. They include food sales and also the sales of non-food items. Other

stores may sell food items, too, but these sales are reported in their *store type* — General Merchandise, Drug, etc. SRDS provides estimates for all places for the following *store types*:

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

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

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

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

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

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

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

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

Passenger Cars

Passenger Car data were collected from the various State Departments of Motor Vehicles. The reports specify passenger car registrations as of a specific date. All passenger car estimates are as of January 1, 1969. The majority of states reported County breakdowns. However, where only total State data were available, the county figures were pro-rated with statistical formulae.

Farm Data

The Newspaper, Spot Radio and Spot Television books provide county, state, regional and U. S. estimates of Farm Population (January 1, 1969) and Gross Farm Income for 1968. SRDS Consumer Magazine and Farm Publication Rates and Data and Spot Radio Rates and Data carry additional farm market data—Farm Population, Farm Households, Gross Farm Income, Gross Income per Farm, Farm Live Stock Income, Farm Poultry Income, Farm Crops Income, Total Farms, Farm Income by Select Commodity Groups, Total Commercial Farms Producing Sales over \$2,500 (1964), Land Crop Harvested (1964), Total Farm Tractors (1964).

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

Farm Population: Estimates are as of January 1, 1969 and include all persons residing on farms.

There has been a change in the basic definition of farm population as developed by the Census Bureau. This revised definition reflects a substantial decline in

(Continued on next page)

Explanation of SRDS Consumer Market Data—Continued

the number of people reported residing on farms. The rural population is subdivided into the rural-farm population, which comprises all rural residents living on farms, and the rural-nonfarm population, which comprises the remaining rural population. In the 1960 Census, the farm population consists of persons living in rural territory on places of 10 or more acres from which sales of farm products amounted to \$50 or more in 1959 or on places of less than 10 acres from which sales of farm products amounted to \$250 or more in 1959.

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

MARKET AREAS INCLUDED

Cities

All places reported (cities, villages, boroughs) are estimated as of January 1, 1969. Cities which cross county lines are listed in the county that has the larger share of the city's population.

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

Counties

All counties shown in the 1960 Census of Population are included as determined by the Bureau of Census.

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

Standard Metropolitan Statistical Areas

SRDS reports ALL Standard Metropolitan Statistical Areas as determined by the Bureau of the Budget. SRDS Consumer Market staff has also developed Additional Standard Metropolitan Statistical Areas based upon similar criteria as used by the Bureau of the Budget.

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

CRITERIA FOLLOWED IN ESTABLISHING STANDARD METROPOLITAN STATISTICAL AREAS

The definition of an individual standard metropolitan statistical area involves two considerations; first, a city or cities of specified population to constitute the central city and to identify the county in which it is located as the central county; and, second, economic and social relationships with contiguous counties which are metropolitan in character, so that the periphery of the specific metropolitan area may be determined. Standard metropolitan statistical areas may cross State lines, if this is necessary in order to include qualified contiguous counties.

Population Criteria

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

- (a) One city with 50,000 or more inhabitants, or
- (b) Two cities having contiguous boundaries and constituting, for general economic and social purposes, a single community with a combined population of at least 50,000, the smaller of which must have a population of at least 15,000.

2. If two or more adjacent counties each have a city of 50,000 inhabitants or more (or twin cities under 1 (b)) and the cities are within 20 miles of each other (city limits to city limits), they will be included in the same area unless there is definite evidence that the two cities are not economically and socially integrated.

Criteria of Metropolitan Character

The criteria of metropolitan character relate primarily to the attributes of the county as a place of work or as a home for a concentration of nonagricultural workers. Specifically, these criteria are:

3. At least 75% of the labor force of the county must be in the nonagricultural labor force.

4. In addition to criterion 3, the county must meet at least one of the following conditions:

- (a) It must have 50% or more of its population living in contiguous minor civil divisions with a density of at least 150 persons per square mile, in an unbroken chain of minor civil divisions with such density radiating from a central city in the area.
- (b) The number of nonagricultural workers employed in the county must equal at least 10% of the number of nonagricultural workers employed in the county containing the largest city in the area, or be the place of employment of 10,000 nonagricultural workers.
- (c) The nonagricultural labor force living in the county must equal at least 10% of the number of the nonagricultural labor force living in the county containing the largest city in the area, or be the place of residence of a nonagricultural labor force of 10,000.

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

Criteria of Integration

The criteria of integration relate primarily to the extent of economic and social communication between the outlying counties and central county.

6. A county is regarded as integrated with the county or counties containing the central cities of the area if either of the following criteria is met:

- (a) If 15% of the workers living in the county work in the county or counties containing central cities of the area, or
- (b) If 25% of those working in the county live in the county or counties containing central cities of the area.

Only where data for criteria 6 (a) and 6 (b) are not conclusive are other related types of information

used as necessary. This information includes such items as newspaper circulation reports prepared by the Audit Bureau of Circulation, analysis of charge accounts in retail stores of central cities to determine the extent of their use by residents of the contiguous county, delivery service practices of retail stores in central cities, official traffic counts, the extent of public transportation facilities in operation between central cities and communities in the contiguous county, and the extent to which local planning groups and other civic organizations operate jointly.

Area Titles

7. The following general guide lines are used for determining titles for standard metropolitan statistical areas:

- (a) The name of the standard metropolitan statistical area is that of the largest city.
- (b) The addition of up to two city names may be made in the area title, on the basis and in the order of the following criteria:

- (1) The additional city or cities have at least 250,000 inhabitants.
- (2) The additional city or cities have a population of one-third or more of that of the largest city and a minimum population of 25,000, except that both city names are used in those instances where cities qualify under criterion 1 (b).

(c) In addition to city names, the area titles will contain the name of the State or States included in the area.

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

The ranking tables enable buyers to measure, compare and/or combine the marketing data of the Standard Metropolitan Statistical Areas which represent the major concentrations of population.

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

SRDS Additional Standard Metropolitan Statistical Areas

Because of the rigid structure of the Government's requirements for SMSA designation, many markets, which are, in fact, "metropolitan in character" do not qualify under the Government's criteria. There are many factors other than central city population size (the main government requirement) which reflect the urbanization of a market. One of these is the Total Retail Sales of the central city.

Therefore, SRDS designates "Additional SMSA's" which, in our opinion, are "metropolitan in character," and meet either one of the two following requirements:

1. The central city has 45,000 or more inhabitants, as estimated by SRDS
- OR
2. The central city has 40,000 or more inhabitants, and Total Retail Sales volume which SRDS feels justifies metropolitan status.

(Continued on next page)

Explanation of SRDS Consumer Market Data — Continued

The actual volume of Total Retail Sales is a "moving requirement," utilizing the effective wage and salaries, U. S. Retail Sales Growth, and other economic factors—hence, the actual figure may change from year to year.

In its current "Additional SMSA" designations, the Total Retail Sales volume bench mark was \$100 million.

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

Ranking Tables

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

1. Population
2. Households
3. Consumer Spendable Income
4. Consumer Spendable Income per Household
5. Total Retail Sales
6. Retail Sales per Household
7. Food Store Sales
8. Drug Store Sales
9. General Merchandise Store Sales

10. Apparel Store Sales
11. Home Furnishing Store Sales
12. Automotive Store Sales
13. Service Station Sales
14. Number of Passenger Cars

Territories

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

All the information included for Puerto Rico refers to fiscal year 1968. The estimates of retail sales were developed using the 1963 Census of Business—Retail Trade as the base. The other estimates were based on information published in the 1968 edition of the "Economic Report to the Governor," prepared by the Puerto Rico Planning Board.

STATE MEDIA MAPS

At the beginning of each state section, a state media map shows state and county lines and daily media cities. The cities have symbols indicating their

TOTAL U.S.

SRDS population estimates as well as indications for daily newspaper, operating commercial radio station, and/or TV station. Media symbols are kept current on either the map or in a special listing with the appropriate state tables. If space is available, the listing will be adjacent to the map, otherwise it will follow the Consumer Market data.

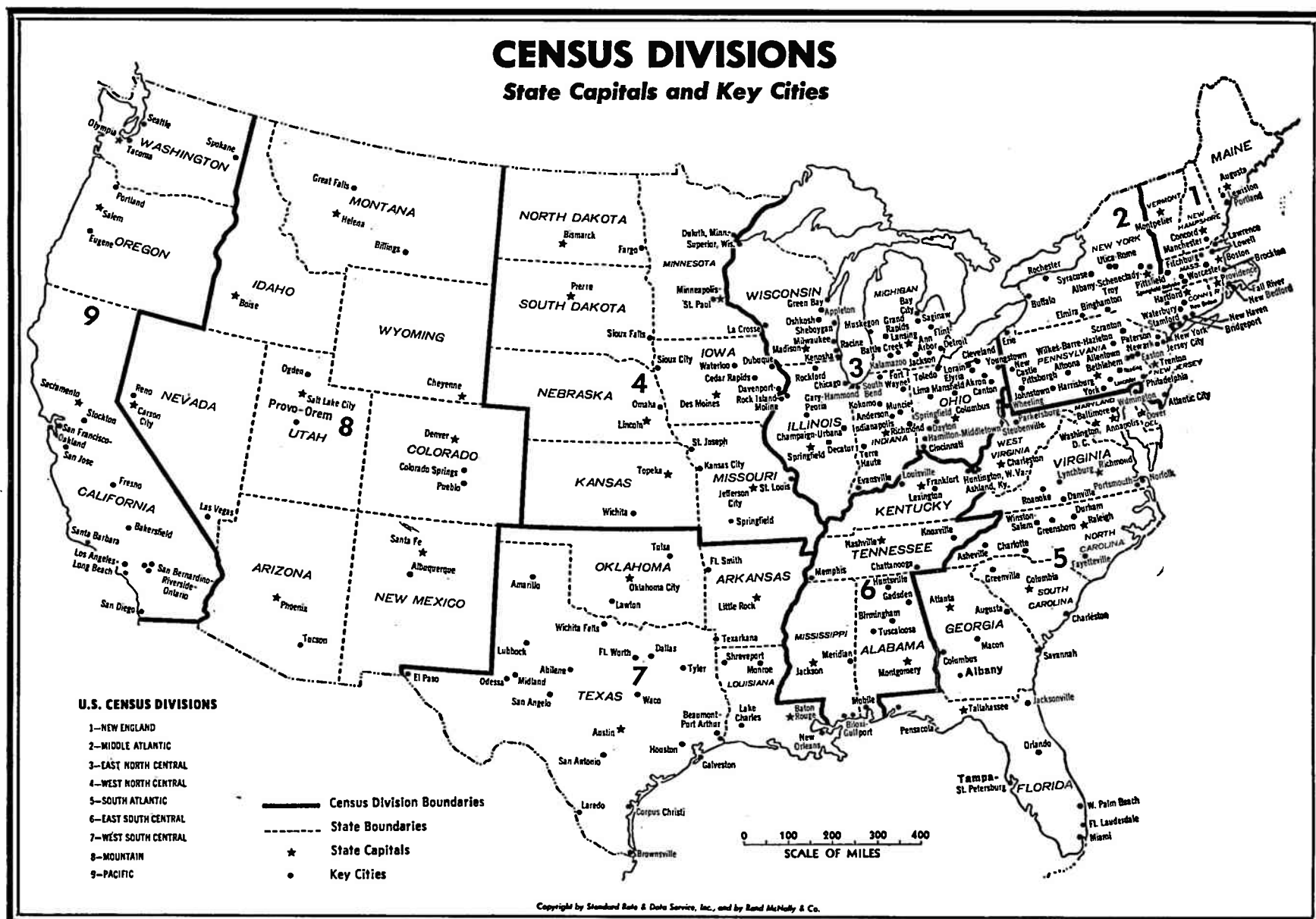
These maps have been made especially for the SRDS books and are copyrighted by Standard Rate & Data Service, Inc., and Rand McNally & Co. Written permission to reproduce any of the maps must be secured from SRDS.

U. S. MAPS

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

REVISION LOG

From time to time new bench marks become available which make it expedient to revise the estimates. Whenever such changes are made from month to month, explanations are shown on the revision log page.



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

SRDS Consumer Market Data Summary

United States, Divisional, State Totals

Estimates for: UNITED STATES DIVISIONS States	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968 By Selected Store Types							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			(\$000)	Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Msd. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)	Service Station (\$000)	
					3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over													
UNITED STATES	200,969.0	61,019.69	584,138,330	9,573	15.3	21.2	17.0	21.5	17.3	340,091,320	5,573	73,975,534	11,540,877	49,491,404	19,543,725	16,812,484	65,317,217	24,569,041	83,900.37	9,932.6	50,686,743	
Metropolitan Area Totals	142,934.8	43,872.65	448,987,344	10,234						252,904,744	5,765	54,836,113	8,880,584	41,551,408	15,529,648	13,118,605	47,747,471	16,818,980	58,685.77			
NEW ENGLAND	11,452.3	3,451.41	36,991,843	10,718	14.2	23.3	17.1	23.2	19.4	20,169,732	5,844	4,746,511	652,069	2,887,261	1,237,735	959,543	3,619,159	1,277,346	4,725.60	120.9	814,791	
Connecticut	2,971.3	890.70	10,795,762	12,121	10.6	22.3	17.2	24.3	23.9	5,406,772	6,070	1,329,745	188,706	709,786	344,053	304,530	1,023,583	369,214	1,425.31	18.5	174,448	
Maine	979.0	289.91	2,424,573	8,363	21.8	22.9	18.0	19.8	10.7	1,594,630	5,500	398,891	40,885	215,267	77,274	52,128	320,191	120,287	372.31	26.7	220,031	
Massachusetts	5,451.4	1,651.38	17,796,963	10,777	13.7	25.0	16.8	22.7	19.4	9,705,000	5,877	2,193,786	315,769	1,495,501	612,648	453,799	1,611,388	557,040	2,065.21	28.4	172,993	
New Hampshire	706.4	213.13	2,001,514	9,391	16.7	20.9	18.7	24.6	16.7	1,167,705	5,479	302,081	24,932	130,476	63,957	41,774	230,164	78,308	297.26	9.2	64,531	
Rhode Island	920.5	282.24	2,847,632	10,089	16.3	20.0	18.0	24.8	17.8	1,523,642	5,398	347,326	62,786	286,156	106,589	76,451	274,402	95,466	395.10	3.3	22,379	
Vermont	423.7	124.05	1,125,399	9,072	19.1	20.7	17.1	22.3	14.9	771,983	6,223	174,682	18,991	85,075	33,214	30,961	158,703	57,031	170.41	34.8	160,409	
MIDDLE																						
ATLANTIC	37,247.7	11,538.03	120,851,098	10,474	14.8	23.0	17.6	21.6	18.9	63,596,018	5,512	15,280,761	1,763,557	10,040,834	4,933,113	3,365,743	10,400,246	3,649,833	13,256.38	602.0	2,562,553	
New Jersey	7,118.8	2,127.66	23,968,517	11,265	11.6	21.3	18.0	23.8	22.4	12,200,098	5,734	2,865,944	324,989	1,776,800	832,900	665,610	2,198,111	779,487	2,950.07	53.9	302,057	
New York	18,401.1	5,836.15	62,387,239	10,690	14.6	23.7	17.0	20.9	19.4	32,255,785	5,527	7,752,413	866,212	5,130,248	2,836,805	1,747,517	4,437,686	1,595,582	5,523.05	273.6	1,179,683	
Pennsylvania	11,727.8	3,574.22	34,495,342	9,651	17.1	23.0	17.9	21.4	16.0	19,140,135	5,355	4,662,404	572,356	3,133,786	1,261,408	952,616	3,764,449	1,274,764	4,783.26	274.5	1,080,813	
EAST NORTH CENTRAL	39,701.2	11,983.32	123,526,756	10,308	13.3	21.0	18.5	23.4	19.1	70,149,206	5,854	14,822,171	2,422,280	11,071,457	3,605,543	3,392,251	13,624,600	4,838,993	16,710.46	1,970.5	8,591,183	
Illinois	11,004.6	3,415.78	37,961,598	11,114	11.1	19.9	18.0	24.5	22.3	20,735,342	6,070	4,049,983	741,970	3,057,512	1,213,678	952,839	3,572,947	1,225,567	4,325.11	146.8	2,960,220	
Indiana	5,086.6	1,554.77	15,035,662	9,671	14.7	20.3	18.7	23.7	17.7	8,525,477	5,483	1,743,300	308,365	1,283,013	419,775	411,795	1,750,642	656,399	2,199.08	395.2	1,547,912	
Michigan	8,725.3	2,557.58	27,217,314	10,642	12.9	21.1	18.3	22.9	20.2	15,745,308	6,156	3,421,802	597,029	2,483,329	815,581	797,210	3,424,006	1,148,984	3,705.03	306.8	1,037,528	
Ohio	10,637.6	3,199.70	31,180,173	9,745	14.6	22.6	19.2	22.3	16.3	17,998,694	5,625	4,150,791	570,377	3,184,059	809,189	995,086	3,604,990	1,324,846	4,808.13	362.9	1,408,764	
Wisconsin	4,247.1	1,255.49	12,132,009	9,663	14.7	20.0	19.5	23.8	17.0	7,144,385	5,691	1,456,295	204,539	1,063,544	347,320	335,321	1,272,015	483,197	1,673.11	443.8	1,636,759	
WEST NORTH CENTRAL	16,117.1	5,030.76	45,164,692	8,978	16.8	19.7	17.6	22.0	15.2	29,056,946	5,776	5,085,171	974,631	3,918,700	1,362,599	1,303,940	5,264,449	2,459,977	7,230.53	1,884.9	13,063,550	
Iowa	2,750.9	869.02	7,922,271	9,116	16.4	17.2	17.9	24.5	16.1	5,162,119	5,940	870,627	149,198	617,020	223,253	230,632	890,983	435,438	1,322.94	493.3	3,736,783	
Kansas	2,312.2	737.96	6,556,263	8,884	16.4	18.2	18.1	24.2	16.8	3,937,913	5,336	714,229	137,388	462,009	174,752	202,839	864,496	374,366	1,063.06	188.9	1,816,030	
Minnesota	3,657.9	1,091.29	10,401,735	9,532	14.7	17.9	18.4	24.5	18.2	6,554,000	6,006	1,149,474	215,895	920,456	318,791	280,887	1,067,488	545,411	1,656.12	404.1	2,104,699	
Missouri	4,645.5	1,497.79	13,004,151	8,682	18.4	23.8	16.1	17.4	12.3	8,454,000	5,644	1,539,045	308,226	1,323,816	406,754	365,207	1,517,160	684,059	2,026.73	321.6	1,505,211	
Nebraska	1,463.3	459.48	4,119,912	8,966	18.3	18.0	19.3	22.2	13.8	2,691,080	5,857	456,279	85,786	351,442	130,035	133,235	490,639	238,228	611.16	213.4	1,891,658	
North Dakota	629.4	179.68	1,514,671	8,430	16.4	22.6	18.2	20.4	13.1	1,145,763	6,377	167,517	38,440	130,496	56,838	48,551	226,520	83,075	266.40	125.3	933,816	
South Dakota	660.9	195.54	1,645,689	8,416	15.6	15.7	18.6	24.3	15.2	1,112,071	5,687	188,000	39,698	113,461	52,176	42,589	207,163	99,400	284.12	138.3	1,075,353	
SOUTH																						
ATLANTIC	30,172.6	8,765.23	77,426,769	8,833	17.4	20.4	15.2	19.5	15.6	47,909,121	5,466	10,405,073	1,746,232	6,853,034	2,572,043	2,604,276	9,745,491	3,769,406	12,083.74	1,847.6	6,127,878	
Delaware	539.3	155.45	1,689,133	10,866	18.2	27.9	17.0	16.1	13.1	1,082,663	6,965	234,340	34,398	194,745	59,410	67,964	210,581	81,408	237.04	21.8	140,929	
District of Columbia	809.5	268.34	3,015,201	11,236	14.9	21.5	14.9	20.3	22.8	1,939,278	7,227	309,483	118,743	360,323	155,742	137,525	306,893	102,446	206.61			
Florida	6,214.6	2,016.45	16,539,779	8,202	19.0	20.9	15.2	18.9	14.6	12,057,000	5,979	2,613,129	429,774	1,579,975	593,124	657,537	2,554,928	937,565	3,085.10	109.6	1,389,527	
Georgia	4,604.2	1,291.85	11,055,390	8,558	17.5	18.5	15.2	19.5	15.3	7,021,195	5,435	1,503,355	245,202	999,410	386,786	371,614	1,525,528	621,887	1,800.21	286.9	1,240,410	
Maryland	3,777.5	1,062.53	11,744,284	11,053	13.2	23.3	15.6	22.0	21.4	6,327,347	5,955	1,290,700	308,226	956,992	296,266	264,581	1,067,623	390,387	1,457.06	98.0	407,277	
North Carolina	5,147.5	1,433.17	11,823,102	8,250	18.7	19.7	14.8	18.5	12.9	6,948,000	4,848	1,526,282	217,544	870,902	395,256	419,744	1,487,623	604,544	2,003.07	677.7	1,563,285	
South Carolina	2,677.2	715.17	5,589,143	7,815	17.9	17.1	15.3	19.4	13.4	3,423,696	4,787	808,482	114,285	469,218	189,606	204,998	730,030	305,869	964.46	278.2	550,624	
Virginia	4,614.9	1,290.10	11,990,465	9,294	15.7	20.1	14.8	21.0	18.1	6,679,293	5,177	1,503,706	261,712	1,030,183	356,936	345,500	1,378,998	522,305	1,690.05	309.6	702,632	
West Virginia	1,787.9	532.17	3,980,272	7,479	20.0	22.2	16.7	16.4	9.5	2,430,649	4,567	607,596	80,820	391,286	138,917	134,813	483,882	202,995	640.14	65.8	133,194	
EAST SOUTH CENTRAL	13,108.0	3,743.96	27,886,713	7,448	18.6	17.1	15.2	18.2	12.3	17,486,241	4,671	3,971,417	602,229	2,380,862	976,268	1,320,452	3,743,567	1,501,979	5,188.36	1,508.9	3,426,925	
Alabama	3,568.9	1,009.65	7,273,706	7,204	18.8	18.7	15.7	17.4	11.5	4,502,885	4,660	1,062,645	148,473	647,210	264,743	261,513	978,492	374,546	1,435.08	274.2	794,217	
Kentucky	3,222.2	936.91	7,373,019	7,870	18.0	15.5	16.3	20.5	13.7	4,400,862	4,697	1,032,727	160,496	570,140	234,086	221,283	897,492	385,658	1,340.10	383.0	848,014	
Mississippi	2,346.9	631.86	4,364,024	6,907	18.6	15.3	13.2	16.3	10.9	2,737,355	4,332	619,738	91,219	294,989	186,061	131,240	603,447	243,252	830.09	412.0	1,008,729	
Tennessee	3,																					

Revision Log

Monthly, Market Data and Map Changes

SRDS CONSUMER MARKET DATA

Featured in this publication are new SRDS Consumer Market data estimates. Population and Number of Households estimates are shown as of January 1, 1969. Consumer Spendable Income and Retail Sales Volume are reported for the period January 1, 1968 to January 1, 1969.

SRDS CONSUMER MARKET DATA REVISIONS

Monthly publication of SRDS market statistics and media/market maps makes it possible to show current market information, reflecting significant changes as they occur. Changes in market data and maps are governed chiefly by release of certified periodic reports of the Bureau of the Census, Washington, D. C., and new data from other bureaus and local agencies.

PUERTO RICO

Estimates for Puerto Rico were supplied to SRDS by the Economic Development Administration, Commonwealth of Puerto Rico. SRDS plans to include annual updated information upon receipt from the Economic Development Administration. See "Explanation of SRDS Consumer Market Data" for details.

NEW ADDITIONAL SMSA's DESIGNATED BY SRDS

Because of the rigid structure of the Government's requirements for SMSA designation, many markets, which are, in fact, "metropolitan in character" do not qualify under the Government's criteria. There are many factors other than central city population size (the main government requirement) which reflect the urbanization of a market. One of these is the Total Retail Sales of the central city.

Therefore, SRDS designates "Additional SMSA's" which, in our opinion, are "metropolitan in character," and meet either one of the two following requirements:

1. The central city has 45,000 or more inhabitants, as estimated by SRDS
- OR
2. The central city has 40,000 or more inhabitants, and Total Retail Sales volume which SRDS feels justifies metropolitan status.

The actual volume of Total Retail Sales is a "moving requirement," utilizing the effective wage and salaries, U. S. Retail Sales Growth, and other economic factors—hence, the actual figure may change from year to year.

In its current "Additional SMSA" designations, the Total Retail Sales volume bench mark was \$100 million.

The new SMSA's, listed below, have been integrated in the ranking tables and state tables in this issue.

AREA TITLE	DEFINITION
St. Cloud, MN	Stearns County, MN
Jamestown, NY	Chautauqua County, NY
Charlottesville, VA	Albemarle County, VA
Petersburg, VA	Dinwiddie County, VA
Janesville, WI	Rock County, WI

Standard Metropolitan Statistical Area Definitions

As Defined by the Bureau of the Budget

Abilene, Tex. — Jones and Taylor Counties, Texas.

Akron, Ohio — Portage and Summit Counties, Ohio.

Albany, Ga. — Dougherty County, Georgia.

Albany-Schenectady-Troy, N. Y. — Albany, Rensselaer, Saratoga, and Schenectady Counties, New York.

Albuquerque, N. Mex. — Bernalillo County, New Mexico.

Allentown-Bethlehem-Easton, Pa.-N. J. — Lehigh and Northampton Counties, Pennsylvania; Warren County, New Jersey.

Altoona, Pa. — Blair County, Pennsylvania.
Amarillo, Tex. — Potter and Randall Counties, Texas.

Anaheim-Santa Ana-Garden Grove, Calif. — Orange County, California.

Anderson, Ind. — Madison County, Indiana.

Ann Arbor, Mich. — Washtenaw County, Mich.

Asheville, N. C. — Buncombe County, North Carolina.

Atlanta, Ga. — Clayton, Cobb, DeKalb, Fulton, and Gwinnett Counties, Georgia.

Atlantic City, N. J. — Atlantic County, New Jersey.

Augusta, Ga.-S. C. — Richmond County, Georgia; Aiken County, South Carolina.

Austin, Tex. — Travis County, Texas.

Bakersfield, Calif. — Kern County, California.

Baltimore, Md. — Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, Maryland.

Baton Rouge, La. — East Baton Rouge Parish, Louisiana.

Bay City, Mich. — Bay County, Michigan.

Beaumont-Port Arthur-Orange, Tex. — Jefferson and Orange Counties, Texas.

Billings, Mont. — Yellowstone County, Montana.

Biloxi-Gulfport, Miss. — Harrison County, Miss.

Binghamton, N. Y.-Pa. — Broome and Tioga Counties, New York; Susquehanna County, Pennsylvania.

Birmingham, Ala. — Jefferson, Shelby, and Walker Counties, Alabama.

Bloomington-Normal, Ill. — McLean County, Illinois.

Boise City, Idaho — Ada County, Idaho.

Boston, Mass. — All of Suffolk County, Massachusetts; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Arlington, Ashland, Bedford, Belmont, Burlington, Concord, Framingham, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Massachusetts. Beverly, Lynn, Peabody, and Salem cities; Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott Topsfield, and Wrentham towns in Essex County, Massachusetts. Quincy city; Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Holbrook, Medfield Millis, Milton Needham Norfolk, Norwood, Randolph, Sharon, Walpole, Wellesley, Westwood and Weymouth towns in Norfolk County, Massachusetts. Duxbury, Hanover, Hingham, Hull, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County, Massachusetts.

Bridgeport, Conn. — Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Connecticut. Milford town in New Haven County, Connecticut.

Brockton, Mass. — Brockton City; Abington, Bridgewater, East Bridgewater, Hanson, West Bridgewater, and Whitman towns in Plymouth County, Massachusetts. Avon and Stoughton towns in Norfolk County, Massachusetts. Easton town in Bristol County, Massachusetts.

Brownsville-Harlingen-San Benito, Tex. — Cameron County, Texas.

Buffalo, N. Y. — Erie and Niagara Counties, New York.

Canton, Ohio — Stark County, Ohio.

Cedar Rapids, Iowa — Linn County, Iowa.

Champaign-Urbana, Ill. — Champaign County, Illinois.

Charleston, S. C. — Berkeley and Charleston Counties, South Carolina.

Charleston, W. Va. — Kanawha County, West Virginia.

Charlotte, N. C. — Mecklenburg and Union Counties, North Carolina.

Chattanooga, Tenn.-Ga. — Hamilton County, Tennessee; Walker County, Georgia.

Chicago, Ill. — Cook, DuPage, Kane, Lake, McHenry, and Will Counties, Illinois.

Chicago, Ill.-Northwestern Indiana Standard Consolidated Area — The Standard Metropolitan Statistical Areas of Chicago, Ill., and Gary-Hammond-East Chicago, Indiana.

Cincinnati, Ohio-Ky.-Ind. — Clermont, Hamilton, and Warren Counties, Ohio; Boone, Campbell, and Kenton Counties, Kentucky; Dearborn County, Indiana.

Cleveland, Ohio — Cuyahoga, Geauga, Lake, and Medina Counties, Ohio.

Colorado Springs, Colo. — El Paso County, Colorado.

Columbia, S. C. — Lexington and Richland Counties, South Carolina.

Columbus, Ga.-Ala. — Chattahoochee and Muscogee Counties, Georgia; Russell County, Alabama.

Columbus, Ohio — Delaware, Franklin, and Pickaway Counties, Ohio.

Corpus Christi, Tex. — Nueces and San Patricio Counties, Texas.

Dallas, Tex. — Collin, Dallas, Denton, Ellis, Kaufman, and Rockwall Counties, Texas.

Davenport-Rock Island-Moline, Iowa-Ill. — Scott County, Iowa; Henry and Rock Island Counties, Illinois.

Dayton, Ohio — Greene, Miami, Montgomery, and Preble Counties, Ohio.

Decatur, Ill. — Macon County, Illinois.

Denver, Colo. — Adams, Arapahoe, Boulder, Denver, and Jefferson Counties, Colorado.

Des Moines, Iowa — Polk County, Iowa.

Detroit, Mich. — Macomb, Oakland, and Wayne Counties, Michigan.

Dubuque, Iowa — Dubuque County, Iowa.

Duluth-Superior, Minn.-Wis. — St. Louis County, Minnesota; Douglas County, Wisconsin.

Durham, N. C. — Durham and Orange Counties, North Carolina.

El Paso, Tex. — El Paso County, Texas.

Erie, Pa. — Erie County, Pennsylvania.

Eugene, Ore. — Lane County, Oregon.

Evansville, Ind.-Ky. — Vanderburgh and Warrick Counties, Indiana; Henderson County, Kentucky.

Fall River, Mass.-R. I. — Fall River city; Somerset, Swansea, and Westport towns in Bristol County, Massachusetts. Tiverton town in Newport County, Rhode Island.

Fargo-Moorhead, N. D.-Minn. — Cass County, North Dakota; Clay County, Minnesota.

Fayetteville, N. C. — Cumberland County, North Carolina.

Fitchburg-Leominster, Mass. — Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County, Massachusetts. Shirley and Townsend towns in Middlesex County, Massachusetts.

Flint, Mich. — Genesee and Lapeer Counties, Michigan.

Fort Lauderdale-Hollywood, Fla. — Broward County, Fla.

Fort Smith, Ark.-Okla. — Crawford and Sebastian Counties, Arkansas; LeFlore and Sequoyah Counties, Oklahoma.

Fort Wayne, Ind. — Allen County, Indiana.

Fort Worth, Tex. — Johnson and Tarrant Counties, Texas.

Fresno, Calif. — Fresno County, California.

Gadsden, Ala. — Etowah County, Alabama.

Galveston-Texas City, Tex. — Galveston County, Texas.

Gary-Hammond-East Chicago, Ind. — Lake and Porter Counties, Indiana.

Grand Rapids, Mich. — Kent and Ottawa Counties, Michigan.

Great Falls, Mont. — Cascade County, Montana.

Green Bay, Wis. — Brown County, Wisconsin.

Greensboro-Winston-Salem-High Point, N. C. — Forsyth, Guilford, Randolph, and Yadkin Counties, North Carolina.

Greenville, S. C. — Greenville and Pickens Counties, South Carolina.

Hamilton-Middletown, Ohio — Butler County, Ohio.

Harrisburg, Pa. — Cumberland, Dauphin, and Perry Counties, Pennsylvania.

Hartford, Conn. — Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County, Connecticut. Cromwell town in Middlesex County, Connecticut. Andover, Bolton, Coventry, Ellington, and Vernon towns in Tolland County, Connecticut.

Honolulu, Hawaii — Honolulu County, Hawaii.

Houston, Tex. — Harris, Brazoria, Fort Bend, Liberty and Montgomery Counties, Texas.

Huntington-Ashland, W. Va.-Ky.-Ohio — Cabell and Wayne Counties, West Virginia; Boyd County, Kentucky; Lawrence County, Ohio.

Huntsville, Ala. — Limestone and Madison Counties, Alabama.

Indianapolis, Ind. — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, Indiana.

Jackson Mich. — Jackson County, Michigan.

Jackson, Miss. — Hinds and Rankin Counties, Mississippi.

Jacksonville, Fla. — Duval County, Florida.

Jersey City, N. J. — Hudson County, New Jersey.

Johnstown, Pa. — Cambria and Somerset Counties, Pennsylvania.

Kalamazoo, Mich. — Kalamazoo County Michigan.

Kansas City, Mo.-Kans. — Cass, Clay, Jackson, and Platte Counties, Missouri; Johnson and Wyandotte Counties, Kansas.

Kenosha, Wis. — Kenosha County, Wisconsin.

Knoxville, Tenn. — Anderson, Blount, and Knox Counties, Tennessee.

Lafayette, La. — Lafayette Parish, Louisiana.

Lafayette-West Lafayette, Ind. — Tippecanoe County, Indiana.

Lake Charles, La. — Calcasieu Parish, Louisiana.

Lancaster, Pa. — Lancaster County, Pennsylvania.

Lansing, Mich. — Clinton, Eaton, and Ingham Counties, Michigan.

Laredo, Tex. — Webb County, Texas.

Las Vegas, Nev. — Clark County, Nevada.

Lawrence-Haverhill, Mass.-N. H. — Lawrence and Haverhill cities; Andover, Georgetown, Groveland, Merrimack, Methuen, North Andover, and West Newbury towns in Essex County, Massachusetts. Newton, Plaistow, and Salem towns in Rockingham County, New Hampshire.

Lawton, Okla. — Comanche County, Oklahoma.

Lewiston-Auburn, Maine — Auburn City, Lewiston city, and Lisbon town in Androscoggin County, Maine.

Lexington, Ky. — Fayette County, Kentucky.

Lima, Ohio — Allen, Putnam, and Van Wert Counties, Ohio.

Lincoln, Neb. — Lancaster County, Nebraska.

Little Rock-North Little Rock, Ark. — Pulaski and Saline Counties, Arkansas.

Lorain-Elyria, Ohio — Lorain County, Ohio.

Los Angeles-Long Beach, Calif. — Los Angeles County California.

Louisville, Ky.-Ind. — Jefferson County, Kentucky; Clark and Floyd Counties, Indiana.

Lowell, Mass. — Lowell City; Billerica, Chelmsford, Dracut, Tewksbury Tyngsborough, and Westford towns in Middlesex County, Massachusetts.

Lubbock Tex. — Lubbock County, Texas.

Lynchburg, Va. — Lynchburg city; Amherst and Campbell Counties, Virginia.

McAllen-Pharr-Edinburg, Tex. — Hidalgo County, Texas.

Macon, Ga. — Bibb and Houston Counties, Georgia.

Madison, Wis. — Dane County, Wisconsin.

Manchester, N. H. — Manchester city; Bedford and Goffstown towns in Hillsborough County, N. H. Hooksett town in Merrimack County, New Hampshire.

Mansfield, Ohio — Richland County, Ohio.

Memphis, Tenn.-Ark. — Shelby County, Tennessee; Crittenden County, Arkansas.

Meriden, Conn. — Meriden city in New Haven County, Connecticut.

Miami, Fla. — Dade County, Florida.

Midland, Tex. — Midland County, Texas.

Milwaukee, Wis. — Milwaukee, Ozaukee, Washington, and Waukesha Counties, Wisconsin.

Minneapolis-St. Paul, Minn. — Anoka, Dakota Hennepin, Ramsey and Washington Counties, Minnesota.

Mobile, Ala. — Baldwin and Mobile Counties, Alabama.

Monroe, La. — Ouachita Parish, Louisiana.

Montgomery, Ala. — Elmore and Montgomery Counties, Alabama.

Muncie, Ind. — Delaware County, Indiana.

Muskegon-Muskegon Heights, Mich. — Muskegon County, Michigan.

Nashville, Tenn. — Davidson, Sumner, and Wilson Counties, Tennessee.

Newark, N. J. — Essex, Morris, and Union Counties, New Jersey.

Newport News-Hampton, Va. — Hampton and Newport News cities; York County, Virginia.

New Bedford, Mass. — New Bedford city; Acushnet, Dartmouth and Fairhaven towns in Bristol County, Massachusetts. Marion and Mattapoisett towns in Plymouth County, Massachusetts.

New Britain, Conn. — New Britain city; Berlin, Plainville, and Southington towns in Hartford County, Connecticut.

New Haven, Conn. — New Haven city; Bethany, Branford, East Haven, Guilford, Hamden, North Branford, North Haven, Orange, West Haven, and Woodbridge towns in New Haven County, Connecticut.

New London-Groton-Norwich, Conn. — New London and Norwich cities; East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Connecticut.

New Orleans, La. — Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, Louisiana.

New York, N. Y. — New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Nassau, Rockland, Suffolk, and Westchester Counties, New York.

New York-Northeastern New Jersey Standard Consolidated Area — The Standard Metropolitan Statistical Areas of New York, N. Y.; Newark, Jersey City, and Paterson-Clifton-Passaic, New Jersey; Middlesex and Somerset Counties, New Jersey.

Norfolk-Portsmouth, Va. — The cities of Chesapeake, Norfolk, Portsmouth, and Virginia Beach, Virginia.

Norwalk, Conn. — Norwalk city; Westport and Wilton towns in Fairfield County, Connecticut.

Odessa, Tex. — Ector County, Texas.

Ogden, Utah — Weber County, Utah.

Oklahoma City, Okla. — Canadian, Cleveland and Oklahoma Counties, Oklahoma.

Omaha, Neb.-Iowa — Douglas and Sarpy Counties, Nebraska; Pottawattamie County, Iowa.

Orlando, Fla. — Orange and Seminole Counties, Florida.

Oxnard-Ventura, Calif. — Ventura County, California.

Paterson-Clifton-Passaic, N. J. — Bergen and Passaic Counties, New Jersey.

Pensacola, Fla. — Escambia and Santa Rosa Counties, Florida.

Peoria, Ill. — Peoria, Tazewell, and Woodford Counties, Illinois.

Philadelphia, Pa.-N. J. — Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania; Burlington, Camden, and Gloucester Counties, New Jersey.

Phoenix, Ariz. — Maricopa County, Arizona.

Pine Bluff, Ark. — Jefferson County, Arkansas.

(Continued on next page)

Standard Metropolitan Statistical Area Definitions—Continued

Pittsburgh, Pa.—Allegheny, Beaver, Washington and Westmoreland Counties, Pennsylvania.

Pittsfield, Mass.—Pittsfield city; Dalton, Laneshorough, Lee and Lenox towns in Berkshire County, Massachusetts.

Portland, Maine—Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Gorham, Scarborough, and Yarmouth towns in Cumberland County, Maine.

Portland, Ore.-Wash.—Clackamas, Multnomah, and Washington Counties, Oregon; Clark County, Washington.

Providence-Pawtucket-Warwick, R. I.-Mass.—Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burtville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, and Smithfield towns in Providence County, Rhode Island. Narragansett and North Kingstown towns in Washington County, Rhode Island. Warwick city; Coventry, East Greenwich, and West Warwick towns in Kent County, Rhode Island. All of Bristol County, Rhode Island. Attleboro city; North Attleboro, Rehoboth Town, and Seekonk towns in Bristol County, Massachusetts. Bellingham, Franklin, Plainville, and Wrentham towns in Norfolk County, Massachusetts. Blackstone and Millville towns in Worcester County, Massachusetts. Jamestown town in Newport County, Rhode Island.

Provo-Orem, Utah—Utah County, Utah.

Pueblo, Colo.—Pueblo County, Colorado.

Racine, Wis.—Racine County, Wisconsin.

Raleigh, N. C.—Wake County, North Carolina.

Reading, Pa.—Berks County, Pennsylvania.

Reno, Nev.—Washoe County, Nevada.

Richmond, Va.—Richmond city; Chesterfield, Hanover, and Henrico Counties, Virginia.

Roanoke, Va.—Roanoke city and Roanoke County, Virginia.

Rochester, N. Y.—Livingston, Monroe, Orleans and Wayne Counties, New York.

Rockford, Ill.—Boone and Winnebago Counties, Illinois.

Sacramento, Calif.—Placer, Sacramento, and Yolo Counties, California.

Saginaw, Mich.—Saginaw County, Michigan.

St. Joseph, Mo.—Buchanan County, Missouri.

St. Louis, Mo.-Ill.—St. Louis city, Franklin, Jefferson, St. Charles and St. Louis Counties, Missouri; Madison and St. Clair Counties, Illinois.

Salem, Ore.—Marion and Polk Counties, Oregon.

Salinas-Monterey, Calif.—Monterey County, California.

Salt Lake City, Utah—Davis and Salt Lake Counties, Utah.

San Angelo, Tex.—Tom Green County, Texas.

San Antonio, Tex.—Bexar and Guadalupe Counties, Texas.

San Bernardino-Riverside-Ontario, Calif.—Riverside and San Bernardino Counties, California.

San Diego, Calif.—San Diego County, Calif.

San Francisco-Oakland, Calif.—Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, California.

San Jose, Calif.—Santa Clara County, Calif.

Santa Barbara, Calif.—Santa Barbara County, California.

Savannah, Ga.—Chatham County, Georgia.

Scranton, Pa.—Lackawanna County, Pennsylvania.

Seattle-Everett, Wash.—King and Snohomish Counties, Washington.

Sherman-Denison, Tex.—Grayson County, Texas.

Shreveport, La.—Bossier and Caddo Parishes, Louisiana.

Sioux City, Iowa - Neb.—Woodbury County, Iowa; Dakota County, Nebraska.

Sioux Falls, S. D.—Minnehaha County, South Dakota.

South Bend, Ind.—Marshall and St. Joseph Counties, Indiana.

Spokane, Wash.—Spokane County, Washington.

Springfield, Ill.—Sangamon County, Illinois.

Springfield, Mo.—Greene County, Missouri.

Springfield, Ohio—Clark County, Ohio.

Springfield - Chicopee - Holyoke, Mass. - Conn.—Chicopee, Holyoke, Springfield, and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Massachusetts. Northampton city; Easthampton, Granby, Hadley, and South Hadley towns in Hampshire County, Massachusetts. Warren town in Worcester County, Massachusetts. Somers town in Tolland County, Connecticut.

Stamford, Conn.—Stamford city; Darien, Greenwich, and New Canaan towns in Fairfield County, Connecticut.

Steuenville-Weirton, Ohio-W. Va.—Jefferson County, Ohio; Brooke and Hancock Counties, West Virginia.

Stockton, Calif.—San Joaquin County, California.

Syracuse, N. Y.—Madison, Onondaga, and Oswego Counties, New York.

Tacoma, Wash.—Pierce County, Washington.

Tallahassee, Fla.—Leon County, Florida.

Tampa-St. Petersburg, Fla.—Hillsborough and Pinellas Counties, Florida.

Terre Haute, Ind.—Clay, Sullivan, Vermillion and Vigo Counties, Indiana.

Texasarkana, Tex.-Ark.—Miller County, Arkansas; Bowie County, Texas.

Toledo, Ohio-Mich.—Lucas and Wood Counties, Ohio; Monroe County, Michigan.

Topeka, Kans.—Shawnee County, Kansas.

Trenton, N. J.—Mercer County, New Jersey.

Tucson, Ariz.—Pima County, Arizona.

Tulsa, Okla.—Creek, Osage, and Tulsa Counties, Oklahoma.

Tuscaloosa, Ala.—Tuscaloosa County, Alabama.

Tyler, Tex.—Smith County, Texas.

METRO DATA

Utica-Rome, N. Y.—Herkimer and Oneida Counties, New York.

Vallejo-Napa, Calif.—Napa and Solano Counties, California.

Vineland-Millville-Bridgeton, N. J.—Cumberland County, New Jersey.

Waco, Tex.—McLennan County, Texas.

Washington, D. C.-Md.-Va.—The District of Columbia; Alexandria, Fairfax, and Falls Church cities; Arlington, Fairfax, Loudoun, and Prince William Counties, Virginia; Montgomery and Prince Georges Counties, Maryland.

Waterbury, Conn.—Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, and Wolcott towns in New Haven County, Connecticut. Thomastown, Watertown and Woodbury towns in Litchfield County, Connecticut.

Waterloo, Iowa—Black Hawk County, Iowa.

West Palm Beach, Fla.—Palm Beach County, Florida.

Wheeling, W. Va.-Ohio—Marshall and Ohio Counties, West Virginia; Belmont County, Ohio.

Wichita, Kans.—Butler and Sedgwick Counties, Kansas.

Wichita Falls, Tex.—Archer and Wichita Counties, Texas.

Wilkes-Barre-Hazleton, Pa.—Luzerne County, Pennsylvania.

Wilmington, Del.-N. J.-Md.—New Castle County, Delaware; Salem County, New Jersey; Cecil County, Maryland.

Wilmington, N. C.—Brunswick and New Hanover Counties, North Carolina.

Worcester, Mass.—Worcester city; Auburn, Berlin, Boylston, Brookfield, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Westborough, and West Boylston towns in Worcester County, Massachusetts.

York, Pa.—Adams and York Counties, Pennsylvania.

Youngstown-Warren, Ohio—Mahoning and Trumbull Counties, Ohio.

Additional Standard Metropolitan Statistical Area Definitions

As Defined by SRDS

Alexandria, La.—Rapides Parish, Louisiana.

Anchorage, Alaska—Third Judicial Division, Alaska.

Anderson, S. C.—Anderson County, South Carolina.

Appleton, Wis.—Calumet and Outagamie Counties, Wisconsin.

Athens, Ga.—Clarke County, Georgia.

Bangor, Me.—Penobscot County, Maine.

Battle Creek, Mich.—Calhoun County, Michigan.

Bloomington, Ind.—Monroe County, Indiana.

Bristol-Johnson City-Kingsport, Tenn.-Va.—Carter, Sullivan and Washington Counties, Tennessee; Washington County, Virginia.

***Charlottesville, Va.**—Albemarle County, Virginia.

Cheyenne, Wyo.—Laramie County, Wyoming.

Columbia, Mo.—Boone County, Missouri.

*SRDS additional SMSA as of June 1, 1969.

Danville, Ill.—Vermilion County, Illinois.

Danville, Va.—Pittsylvania County, Virginia. (Pittsylvania County data includes independent city of Danville data.)

Daytona Beach, Fla.—Volusia County, Florida.

Elkhart, Ind.—Elkhart County, Indiana.

Elmira, N. Y.—Chemung County, New York.

Gainesville, Fla.—Alachua County, Florida.

Gastonia, N. C.—Gaston County, North Carolina.

Greenville, Miss.—Washington County, Mississippi.

***Jamestown, N. Y.**—Chautauqua County, New York.

***Janesville, Wis.**—Rock County, Wisconsin.

Joplin, Mo.—Jasper County, Missouri.

Kokomo, Ind.—Howard County, Indiana.

LaCrosse, Wis.—LaCrosse County, Wisconsin.

Lakeland, Fla.—Polk County, Florida.

Louiview, Tex.—Gregg County, Texas.

Marion, Ind.—Grant County, Indiana.

Meridian, Miss.—Lauderdale County, Mississippi.

Modesto, Calif.—Stanislaus County, California.

New Brunswick-Perth Amboy, N. J.—Middlesex County, New Jersey.

New Castle, Pa.—Lawrence County, Pennsylvania.

Newark, Ohio—Licking County, Ohio.

Oshkosh, Wis.—Winnebago County, Wisconsin.

Owensboro, Ky.—Davies County, Kentucky.

Parkersburg, W. Va.—Wood County, West Virginia.

***Petersburg, Va.**—Dinwiddie County, Virginia.

Pocatello, Idaho—Bannock County, Idaho.

Poughkeepsie, N. Y.—Dutchess County, New York.

Quincy, Ill.—Adams County, Illinois.

Rapid City, S. D.—Pennington County, South Dakota.

Richmond, Ind.—Wayne County, Indiana.

Rochester, Minn.—Olmsted County, Minnesota.

Roswell, N. M.—Chaves County, New Mexico.

***St. Cloud, Minn.**—Stearns County, Minnesota.

Salina, Kans.—Saline County, Kansas.

Santa Rosa, Calif.—Sonoma County, California.

Sarasota, Fla.—Sarasota County, Florida.

Sheboygan, Wis.—Sheboygan County, Wisconsin.

Spartanburg, S. C.—Spartanburg County, South Carolina.

Williamsport, Pa.—Lycoming County, Pennsylvania.

Yakima, Wash.—Yakima County, Washington.

New England Metropolitan Statistical Areas-County Basis Definitions

As Defined by SRDS

Bangor, Maine—Penobscot County, Maine.

Boston-Lawrence-Haverhill-Lowell, Mass.—Essex, Middlesex, Norfolk, and Suffolk Counties, Massachusetts.

Bridgeport-Stamford-Norwalk, Conn.—Fairfield County, Connecticut.

Brockton, Mass.—Plymouth County, Massachusetts.

Hartford-New Britain-Bristol, Conn.—Hartford County, Connecticut.

Lewiston - Auburn, Maine—Androscoggin County, Maine.

Manchester, N. H.—Hillsborough County, New Hampshire.

New Bedford-Fall River, Mass.—Bristol County, Massachusetts.

New Haven-Waterbury-Meriden, Conn.—New Haven County, Connecticut.

New London - Groton - Norwich, Conn.—New London County, Connecticut.

Pittsfield, Mass.—Berkshire County, Massachusetts.

Portland, Maine—Cumberland County, Maine.

Providence-Pawtucket-Warwick, R. I.—Bristol, Kent, and Providence Counties, Rhode Island.

Springfield-Chicopee-Holyoke, Mass.—Hampden and Hampshire Counties, Massachusetts.

Worcester-Fitchburg-Leominster, Mass.—Worcester County, Massachusetts.

Composite Table of Metro Area Rankings

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

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Abilene, Tex.	189	189	210	261	191	195	222	208	210	175	169	162	157	197
Akron, Ohio	48	49	47	86	47	119	44	51	42	75	60	47	45	43
Albany, Ga.	239	250	254	232	253	169	258	253	250	250	234	230	257	261
Albany-Schenectady-Troy, N. Y.	44	44	43	126	45	227	43	63	54	33	53	53	55	48
Albuquerque, N. M.	96	102	113	220	100	129	115	74	121	85	101	76	108	95
Alexandria, La.	207	221	235	259	237	250	240	257	222	221	199	233	223	221
Allentown-Bethlehem-Easton, Pa.	61	58	63	125	61	160	57	81	77	74	62	64	68	55
Altoona, Pa.	198	191	202	212	201	222	175	233	182	171	192	187	219	183
Amarillo, Tex.	150	148	156	201	155	174	199	139	181	134	143	143	145	152
Anaheim-Santa Ana-Garden Grove, Calif.	22	24	28	189	23	98	23	20	25	26	21	21	20	16
Anchorage, Alaska	186	204	147	4	204	138	212	178	229	267	267	202	232	202
Anderson, Ind.	200	192	184	82	194	167	182	169	211	201	157	197	209	181
Anderson, S. C.	231	232	244	251	248	251	238	254	237	238	215	221	224	222
Ann Arbor, Mich.	145	153	123	14	121	6	126	105	143	83	96	113	137	141
Appleton, Wis.	199	208	206	135	196	84	205	249	169	259	216	217	236	205
Asheville, N. C.	194	185	191	195	182	153	187	219	158	228	170	194	158	177
Athens, Ga.	282	282	278	94	273	5	268	276	268	270	272	264	255	281
Atlanta, Ga.	20	25	22	54	20	42	24	22	15	23	23	15	18	22
Atlantic City, N. J.	158	146	153	204	133	51	138	155	178	104	184	195	163	151
Augusta, Ga.	122	124	136	218	127	172	137	124	109	144	140	121	120	133
Austin, Tex.	127	123	130	205	116	117	140	125	114	103	105	119	113	118
Bakersfield, Calif.	92	89	90	118	82	64	84	89	108	107	111	81	73	79
Baltimore, Md.	12	12	13	33	13	132	13	10	13	17	13	17	17	15
Bangor, Me. (county basis)	205	212	214	179	197	58	186	251	168	197	250	192	185	230
Baton Rouge, La.	112	122	110	80	107	40	112	112	83	132	110	94	97	135
Battle Creek, Mich.	187	183	172	78	172	113	171	171	184	200	184	168	153	178
Bay City, Mich.	220	220	220	172	213	97	201	213	173	168	194	205	201	216
Beaumont-Port Arthur-Orange, Tex.	83	85	87	137	93	224	90	91	122	89	84	87	85	89
Billings, Mont.	254	249	249	193	233	54	239	218	261	230	257	208	241	241
Biloxi-Gulfport, Miss.	196	205	196	89	228	259	223	227	203	193	193	201	214	200
Binghamton, N. Y.	101	100	92	92	109	212	92	159	110	140	128	112	130	110
Birmingham, Ala.	43	43	48	210	49	249	50	49	50	38	42	43	44	42
Bloomington-Normal, Ill.	250	243	225	64	224	33	242	226	216	253	232	250	188	232
Bloomington, Ind.	270	272	269	174	278	246	273	242	269	269	271	269	277	266
Boise City, Idaho	232	222	231	240	215	107	217	160	227	245	219	200	207	188
Boston, Mass. (Official S.M.S.A.)	10	10	7	3	7	2	7	8	6	7	7	8	8	7
Boston-Lawrence-Haverhill-Lowell, Mass. (county basis)	6	7	7	19	7	61	7	8	6	7	7	8	8	7
Bridgeport, Conn. (Official S.M.S.A.)	75	76	70	25	76	94	68	67	88	54	67	79	79	119
Bridgeport-Stamford-Norwalk, Conn. (county basis)	44	43	29	4	36	30	30	40	54	26	34	40	36	37
Bristol-Johnson City-Kingsport, Tenn.-Va.	100	106	125	264	122	254	142	137	113	147	106	106	99	90
Brockton, Mass. (Official S.M.S.A.)	155	161	178	229	170	228	158	184	174	166	200	190	195	224
Brockton, Mass. (county basis)	101	101	112	222	113	241	94	125	129	122	169	136	134	113
Brownsville-Harlingen-San Benito, Tex.	172	200	228	270	225	269	220	241	240	126	243	258	239	214
Buffalo, N. Y.	22	22	18	16	24	144	19	24	20	19	26	23	29	31
Canton, Ohio	81	80	79	106	96	258	94	117	105	91	88	92	104	75
Cedar Rapids, Ia.	180	168	165	112	159	60	184	151	137	194	142	174	139	153
Champaign-Urbana, Ill.	183	194	166	21	174	47	192	172	139	184	176	182	197	187
Charleston, S. C.	94	105	122	253	135	279	139	121	99	124	108	138	133	129
Charleston, W. Va.	116	114	127	248	125	241	119	109	98	141	138	123	132	136
Charlotte, N. C.	77	78	75	60	74	56	77	82	75	76	76	69	71	71
Charlottesville, Va.	274	273	259	44	271	88	251	258	257	265	252	280	280	279
Chattanooga, Tenn.	95	95	89	93	89	125	87	96	94	114	89	83	82	101
Cheyenne, Wyo.	275	270	272	236	275	206	275	238	276	277	280	277	269	269
Chicago, Ill.	3	3	3	11	3	50	3	3	3	2	3	3	3	3
Cincinnati, Ohio	19	18	21	106	26	231	22	25	22	29	20	29	24	23
Cleveland, Ohio	11	11	11	28	10	77	10	11	9	11	12	9	12	10
Colorado Springs, Colo.	149	145	173	262	153	166	165	149	192	156	159	163	141	142
Columbia, Mo.	278	275	277	241	266	18	265	267	274	235	266	275	260	264
Columbia, S. C.	97	116	114	151	113	146	124	135	95	111	119	97	92	109
Columbus, Ga.	121	131	139	202	145	245	156	161	129	130	125	128	127	137
Columbus, Ohio	34	34	37	144	34	79	36	29	44	28	34	33	37	37
Corpus Christi, Tex.	99	110	121	217	117	207	122	126	133	159	121	110	115	111
Dallas, Tex.	16	16	20	124	16	69	21	17	24	16	19	12	16	17
Danville, Ill.	235	227	222	136	235	211	243	230	205	272	241	239	251	235
Danville, Va.	227	233	245	255	264	281	248	265	234	271	275	265	262	220
Davenport, Ia.-Rock Island-Moline, Ill.	87	82	74	34	79	45	91	79	79	118	75	80	81	77
Dayton, Ohio	39	38	36	56	39	121	39	43	69	47	35	40	35	36
Daytona Beach, Fla.	177	151	181	267	161	202	159	202	183	164	155	155	145	145
Decatur, Ill.	204	195	177	47	187	112	211	200	167	234	182	170	220	207
Denver, Colo.	27	27	26	96	25	75	28	20	31	32	27	30	25	25
Des Moines, Ia.	109	97	86	58	86	76	104	91	72	97	89	86	92	92
Detroit, Mich.	5	5	4	9	4	48	4	4	4	6	5	4	4	4
Dubuque, Ia.	248	256	246	117	249	82	254	247	190	278	263	276	253	258
Duluth, Minn.-Superior, Wis.	109	101	115	230	115	252	121	122	130	88	131	136	118	116
Durham, N. C.	162	167	151	59	175	214	174	185	188	160	162	172	164	155
Elkhart, Ind.	219	214	179	10	203	90	204	190	213	232	206	175	204	194
Elmira, N. Y.	228	226	216	133	229	196	226	272	186	191	213	241	250	243
El Paso, Tex.	92	92	78	175	94	170	118	113	78	81	81	85	129	93
Erie, Pa.	123	119	118	148	123	199	106	136	124	100	145	126	119	112
Eugene, Ore.	147	142	164	256	151	179	135	139	170	213	177	125	149	117
Evansville, Ind.	133	125	120	114	129	186	134	108	116	96	141	142	122	124
Fall River, Mass. (Official S.M.S.A.)	190	182	192	209	208	266	188	206	244	149	151	247	231	225
Fargo, N. D.-Moorhead, Minn.	221	223	209	85	179	3	224	182	214	176	168	178	182	211
Fayetteville, N. C.	153	183	189	177	180	147	208	228	176	181	115	149	176	168
Fitchburg-Leominster, Mass. (Official S.M.S.A.)	245	246	229	76	247	150	225	252	258	226	264	257	263	282
Flint, Mich.	69	69	69	104	60	37	52	49	68	69	56	49	54	46
Fort Lauderdale-Hollywood, Fla.	67	56	67	194	48	17	49	47	52	52	36	36	184	195
Fort Smith, Ark.	181	173	219	281	199	275	218	229	196	252	191	185	184	195
Fort Wayne, Ind.	118	117	105	75	110	105	117	100	86	90	120	107	117	108
Fort Worth, Tex.	46	45	45	115	40	36	42	41	36	60	61	36	39	39
Fresno, Calif.	72	72	76	142	68	25	66	64	81	70	73	65	64	63
Gadsden, Ala.	230	231	255	275	258	272	244	246	251	260	249	238	242	219
Gainesville, Fla.	245	255	263	238	238	26	213	256	247	243	220	229	218	237
Galveston-Texas City, Tex.	170	166	183	226	212	282	180	187	270	167	227	225	190	173
Gary-Hammond-East Chicago, Ind.	49	52	52	109	53	216	51	56	53	51	63	66	51	53
Gastonia, N. C.	197	197	201	171	221	267	190	199	231	249	190	222	189	185
Grand Rapids, Mich.	63	65	59	52	63	115	55	54	65	71	50	57	56	60
Great Falls, Mont.	255	251	260	254	236	53	235	223	245	254	233	220	259	244

Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Green Bay, Wis.	188	199	203	165	188	86	196	221	151	187	174	198	208	199
Greensboro-Winston-Salem-High Point, N. C.	55	54	54	81	54	189	59	66	64	49	47	55	53	49
Greenville, Miss.	252	262	274	272	277	274	262	279	277	218	254	272	278	277
Greenville, S. C.	106	108	109	162	112	193	102	114	100	133	97	116	98	96
Hamilton-Middletown, Ohio	134	136	133	99	138	141	127	144	128	127	165	147	136	132
Harrisburg, Pa.	76	73	73	105	69	31	70	75	66	53	78	62	67	73
Hartford, Conn. (Official S.M.S.A.)	53	53	39	7	42	13	40	38	35	56	41	48	48	72
Hartford-New Britain-Bristol, Conn. (county basis)	43	41	31	9	35	23	31	34	33	38	34	40	35	38
Honolulu, Hawaii	52	64	50	8	65	159	60	59	61	57	85	74	66	54
Houston, Tex.	14	14	16	134	15	185	14	15	17	14	15	14	13	13
Huntington, W. Va.-Ashland, Ky.	117	113	124	242	124	233	110	115	111	121	124	122	124	127
Huntsville, Ala.	126	128	171	279	158	276	157	207	149	164	152	156	161	122
Indianapolis, Ind.	30	29	27	41	30	133	32	23	26	43	31	28	28	32
Jackson, Mich.	195	193	170	26	171	44	170	183	175	183	196	173	173	189
Jackson, Miss.	118	127	129	167	130	183	145	116	163	82	134	115	111	120
Jacksonville, Fla.	65	67	66	121	51	10	53	48	63	58	46	46	36	56
Jamestown, N. Y.	179	171	180	188	190	263	181	116	218	172	211	188	199	193
Janesville, Wis.	208	206	205	132	211	152	215	225	210	204	197	224	226	203
Jersey City, N. J.	54	48	44	66	58	270	48	72	80	31	55	91	72	61
Johnstown, Pa.	120	120	128	222	131	247	107	175	120	161	149	127	135	124
Joplin, Mo.	259	240	261	269	250	204	264	232	225	275	269	249	210	229
Kalamazoo, Mich.	151	157	143	71	139	43	133	140	148	122	114	148	138	148
Kansas City, Mo.	24	21	23	116	22	126	27	14	23	25	27	22	19	21
Kenosha, Wis.	222	217	200	62	243	272	216	263	252	255	217	268	266	227
Knoxville, Tenn.	73	74	85	207	80	218	79	68	70	145	83	82	74	74
Kokomo, Ind.	260	259	237	40	251	71	261	234	221	246	225	245	274	248
La Crosse, Wis.	268	269	259	95	262	81	259	271	267	244	239	274	264	265
Lafayette, La.	234	248	242	149	239	65	263	243	236	185	221	214	228	259
Lafayette-West Lafayette, Ind.	242	245	217	35	218	14	232	179	157	241	223	228	235	234
Lake Charles, La.	160	174	188	234	206	278	200	191	217	216	223	193	174	176
Lakeland, Fla.	132	129	138	208	136	201	116	127	194	158	147	132	112	123
Lancaster, Pa.	103	103	94	103	90	65	97	156	97	123	95	105	100	94
Lansing, Mich.	88	93	82	42	75	11	75	88	76	112	87	70	75	84
Laredo, Tex.	266	279	282	282	279	116	281	259	266	113	281	282	281	273
Las Vegas, Nev.	125	111	116	170	108	108	108	83	126	87	123	104	80	104
Lawrence-Haverhill, Mass. (Official S.M.S.A.)	139	133	132	120	140	194	129	138	160	135	154	160	147	174
Lawton, Okla.	224	238	248	249	254	253	267	274	255	262	248	219	246	247
Lewiston-Auburn, Me. (Official S.M.S.A.)	272	267	268	196	260	73	250	281	265	212	276	248	273	272
Lewiston-Auburn, Me. (county basis)	254	250	256	244	250	160	238	280	263	205	274	245	267	256
Lexington, Ky.	173	172	163	102	160	61	177	154	141	117	155	167	166	154
Lima, Ohio	167	169	176	178	143	15	148	192	119	190	171	145	143	149
Lincoln, Neb.	161	155	145	108	167	235	203	148	107	165	181	180	162	179
Little Rock-North Little Rock, Ark.	84	86	108	260	98	234	125	92	90	105	90	78	95	130
Longview, Tex.	263	258	251	143	244	30	247	224	263	236	236	227	248	246
Lorain-Elyria, Ohio	124	126	135	203	118	91	99	131	137	138	130	124	107	113
Los Angeles-Long Beach, Calif.	2	2	2	24	2	100	2	3	2	3	2	1	1	1
Louisville, Ky.	40	40	38	88	41	165	41	35	41	40	39	41	40	38
Lowell, Mass. (Official S.M.S.A.)	165	170	162	110	178	178	161	177	172	195	210	213	200	238
Lubbock, Tex.	152	156	154	164	141	55	173	174	140	153	112	133	152	150
Lynchburg, Va.	209	218	213	155	220	188	209	204	223	199	209	215	221	222
McAllen-Pharr-Edinburg, Tex.	148	181	226	280	200	256	194	202	253	136	207	209	194	191
Macon, Ga.	136	139	140	154	142	146	146	162	136	137	122	134	134	146
Madison, Wis.	114	115	106	84	114	155	141	97	96	109	132	129	121	121
Manchester, N. H. (Official S.M.S.A.)	217	215	199	68	214	195	262	171	171	174	251	210	244	250
Manchester, N. H. (county basis)	145	141	130	75	140	143	127	202	130	128	180	146	171	149
Mansfield, Ohio	203	201	198	127	192	106	160	237	195	222	205	204	187	184
Marion, Ind.	258	257	250	145	257	143	255	217	272	251	240	231	256	251
Memphis, Tenn.	41	42	49	223	43	142	46	42	40	35	49	37	38	50
Meriden, Conn. (Official S.M.S.A.)	280	277	264	38	282	259	277	280	282	273	256	281	271	276
Meridian, Miss.	263	266	276	272	276	257	276	277	254	220	273	259	249	268
Miami, Fla.	26	23	25	128	17	27	18	18	21	13	17	16	22	24
Midland, Tex.	256	253	230	37	261	205	256	170	278	217	260	252	252	253
Milwaukee, Wis.	17	19	17	32	21	135	20	28	16	22	18	24	23	27
Minneapolis-St. Paul, Minn.	15	15	14	31	14	70	17	13	16	18	14	18	11	14
Mobile, Ala.	70	75	102	274	87	265	83	84	87	94	82	98	77	82
Modesto, Calif.	163	159	155	153	126	8	131	95	162	157	161	132	131	133
Monroe, La.	213	216	236	265	207	96	236	211	177	173	156	191	215	226
Montgomery, Ala.	135	138	152	237	152	200	154	165	123	128	129	141	140	144
Muncie, Ind.	216	209	207	139	216	187	227	195	202	202	178	218	227	198
Muskegon-Muskegon Heights, Mich.	171	178	174	147	176	175	150	163	200	182	166	177	167	169
Nashville, Tenn.	57	57	64	150	55	122	62	53	49	65	59	54	50	62
Newark, N. J.	13	13	10	6	12	93	12	19	14	9	9	13	15	11
Newark, Ohio	237	236	241	228	227	111	207	244	256	264	255	203	211	210
Newport News-Hampton, Va.	111	121	111	90	128	230	130	134	89	155	117	130	148	138
New Bedford, Mass. (Official S.M.S.A.)	182	175	186	224	193	263	169	181	187	178	208	236	217	212
New Bedford-Fall River, Mass. (county basis)	72	71	78	197	78	253	70	86	110	67	80	107	87	78
New Britain, Conn. (Official S.M.S.A.)	184	188	157	29	186	171	163	193	239	150	167	199	180	218
New Brunswick-Perth Amboy, N. J.	56	63	60	69	67	177	63	77	58	55	72	73	69	65
New Castle, Pa.	225	224	218	152	234	229	202	235	241	231	235	243	237	201
New Haven, Conn. (Official S.M.S.A.)	82	81	72	15	81	130	73	76	106	59	80	114	96	100
New Haven-Waterbury-Meriden, Conn. (county basis)	44	45	35	20	44	133	38	43	60	29	35	50	47	37
New London-Groton-Norwich, Conn. (Official S.M.S.A.)	146	150	134	45	156	179	143	176	142	146	150	150	171	192
New London-Groton-Norwich, Conn. (county basis)	138	140	126	60	148	177	139	162	142	146	140	137	157	139
New Orleans, La.	29	32	29	113	32	168	30	29	33	24	29	38	37	35
New York, N. Y.	1	1	30	1	147	1	1	1	1	1	1	2	2	2
Norfolk-Portsmouth, Va.	45	50	53	119	57	248	56	55	57	46	48	61	70	57
Norwalk, Conn. (Official S.M.S.A.)	225	225	149	2	181	4	167	214	243	115	175	166	179	242
Odessa, Tex.	228	233	224	131	230	156	241	219	264	208	246	186	211	217
Ogden, Utah	206	210	212	183	205	114	197	119	224	188	218	212	213	190
Oklahoma City, Okla.	51	46	57	252	50	198	54	58	48	36	44	44	42	45
Omaha, Neb.	60	59	56	57	66	209	74	62	60	62	51	72	65	66
Orlando, Fla.	74	71	84	221	72	72	71	70	74	98	70	67	76	68
Oshkosh, Wis.	218	219	208	98	219	157	230	205	260	247	222	253	229	214
Owensboro, Ky.	257	260	266	246	268	221	257	250	248	257	244	267	275	252
Oxnard-Ventura, Calif.	89	98	107	214	101	176	88	78	127	108	107	93	87	78
Parkersburg, W. Va.	251	241	252	250	255	243	246	264	207	237	245	261	258	257
Paterson-Clifton-Passaic, N. J.	18	20	15	5	19	101	15	34	18	15	16	19	21	19
Pensacola, Fla.	130	134	150	247	147	207	147	123	152	177	113	126	142	126

Composite Table of Metro Area Rankings—Continued

METRO DATA

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Peoria, Ill.	85	83	78	46	78	39	85	85	71	143	71	77	83	86
Petersburg, Va.	277	280	279	215	270	9	266	260	238	263	270	263	276	275
Philadelphia, Pa.	4	4	5	74	5	182	4	6	5	4	4	5	5	5
Phoenix, Ariz.	35	36	40	169	35	92	38	31	43	50	40	33	32	32
Pine Bluff, Ark.	241	247	267	276	272	280	276	275	269	274	259	270	261	262
Pittsburgh, Pa.	8	9	9	48	11	191	9	12	10	10	11	11	10	9
Pittsfield, Mass. (Official S.M.S.A.)	261	263	232	23	241	12	219	269	208	242	231	251	238	278
Pittsfield, Mass. (county basis)	190	186	171	51	169	68	160	197	177	166	182	190	184	181
Pocatello, Idaho	281	281	281	257	280	78	280	269	261	281	279	279	254	270
Portland, Me. (Official S.M.S.A.)	191	186	190	173	162	29	149	201	132	179	195	161	198	209
Portland, Me. (county basis)	154	150	153	179	139	61	128	185	122	166	187	142	159	155
Portland, Ore.	32	30	30	157	33	210	34	40	30	39	43	30	41	29
Poughkeepsie, N. Y.	141	152	142	83	146	87	132	166	147	152	188	151	172	147
Providence-Pawtucket-Warwick, R. I. (Official S.M.S.A.)	36	35	34	72	37	145	33	36	38	28	38	42	43	47
Providence-Pawtucket-Warwick, R. I. (county basis)	44	41	40	76	44	162	41	40	43	32	41	50	51	40
Provo-Orem, Utah	210	230	234	213	245	232	234	196	259	256	262	246	186	213
Pueblo, Colo.	200	203	211	187	183	41	172	158	209	203	203	189	202	208
Quincy, Ill.	271	264	262	166	263	134	272	268	233	276	261	266	279	263
Racine, Wis.	174	180	160	55	185	213	185	197	144	215	173	206	203	171
Raleigh, N. C.	144	149	143	130	144	103	151	147	146	148	137	137	116	125
Rapid City, S. D.	273	274	271	138	271	35	274	247	266	242	242	245	271	271
Reading, Pa.	107	99	100	163	105	192	100	167	92	101	92	100	125	98
Reno, Nev.	211	196	167	20	177	46	179	107	197	171	189	171	168	186
Richmond, Ind.	262	261	257	161	246	34	253	245	242	248	258	237	230	255
Richmond, Va.	62	62	55	39	59	103	69	46	51	48	68	59	60	70
Roanoke, Va.	156	160	144	90	149	67	152	111	131	120	139	154	154	165
Rochester, Minn.	267	268	253	69	259	59	278	203	226	233	268	271	268	256
Rochester, N. Y.	38	37	32	27	36	108	37	45	39	34	37	35	49	40
Rockford, Ill.	115	112	96	50	95	38	105	93	104	139	94	111	94	102
Roswell, N. M.	276	276	280	271	281	226	280	278	275	282	282	260	282	274
Sacramento, Calif.	42	39	42	156	38	110	35	30	44	42	34	39	34	34
Saginaw, Mich.	140	143	131	51	132	52	136	128	125	131	126	140	144	143
St. Cloud, Minn.	253	271	275	257	240	1	279	239	271	239	278	256	267	254
St. Joseph, Mo.	247	235	227	159	242	215	245	198	215	227	228	262	240	236
St. Louis, Mo.	9	8	11	87	9	181	11	9	11	12	10	10	8	7
Salem, Ore.	157	158	194	277	163	202	164	132	154	261	202	153	193	139
Salina, Kans.	278	278	273	146	274	62	282	282	206	280	277	273	270	280
Salinas-Monterey, Calif.	131	140	112	13	119	20	120	120	166	106	109	131	110	115
Salt Lake City, Utah	59	61	68	181	62	137	65	37	77	79	52	58	58	51
San Angelo, Tex.	269	265	265	190	269	164	271	270	262	268	274	255	265	260
San Antonio, Tex.	37	41	46	191	44	223	52	50	46	37	54	45	47	41
San Bernardino-Riverside-Ontario, Calif.	28	28	33	245	28	74	25	26	37	30	22	25	14	26
San Diego, Calif.	25	26	24	63	27	151	26	27	27	25	25	20	26	20
San Francisco-Oakland, Calif.	6	6	6	19	6	99	6	6	7	5	6	6	6	6
San Jose, Calif.	31	33	31	69	29	23	29	33	28	21	24	31	27	28
Santa Barbara, Calif.	128	118	126	233	102	48	103	86	161	95	66	95	91	91
Santa Rosa, Calif.	158	147	159	211	137	63	128	106	191	129	148	139	150	131
Sarasota, Fla.	236	207	223	243	184	32	193	216	180	224	160	183	196	172
Savannah, Ga.	137	135	148	231	154	242	155	157	180	116	127	146	126	164
Scranton, Pa.	138	132	137	176	134	162	114	173	112	102	153	152	164	140
Seattle-Everett, Wash.	23	17	19	49	18	128	16	16	19	27	30	26	25	18
Sheboygan, Wis.	249	244	238	129	256	237	252	266	199	279	285	278	272	249
Sherman-Denison, Tex.	263	254	270	266	267	235	260	273	280	279	265	244	243	245
Shreveport, La.	93	96	103	197	103	218	111	77	111	86	90	101	101	106
Shreveport, La.	215	202	197	111	195	102	206	212	145	209	204	226	206	204
Sioux City, Ia.	244	242	233	123	217	16	249	152	212	214	224	223	228	231
Sioux Falls, S. D.	108	104	53	104	104	91	109	98	85	92	104	101	102	105
South Bend, Ind.	168	177	182	182	198	268	189	145	193	210	172	181	178	157
Spartanburg, S. C.	102	97	97	179	106	82	240	99	82	151	144	108	123	99
Spokane, Wash.	177	163	146	61	157	80	176	142	138	154	158	179	151	167
Springfield, Ill.	192	179	204	263	165	80	210	94	165	162	183	158	159	160
Springfield, Mo.	193	190	193	168	173	68	168	186	189	196	187	164	169	163
Springfield-Chicopee-Holyoke, Mass. (Official S.M.S.A.)	64	66	62	73	64	117	64	62	59	64	69	68	78	81
Springfield-Chicopee-Holyoke, Mass. (county basis)	56	56	55	51	58	155	58	57	59	61	68	62	74	63
Stamford, Conn. (Official S.M.S.A.)	142	137	77	1	111	7	95	130	134	86	98	118	128	175
Steubenville-Weirton, Ohio-W. Va.	164	164	168	140	189	271	153	188	179	207	179	211	191	166
Stockton, Calif.	113	109	79	92	57	86	103	86	153	84	116	99	89	87
Syracuse, N. Y.	50	51	51	97	52	158	47	57	56	45	64	52	62	58
Tacoma, Wash.	79	77	81	158	85	237	89	87	79	142	86	86	90	76
Tallahassee, Fla.	239	252	240	121	226	21	228	222	246	205	214	232	192	267
Tampa-St. Petersburg, Fla.	33	31	35	244	31	178	31	32	32	41	32	32	31	30
Terre Haute, Ind.	166	154	161	199	148	89	162	146	135	206	180	159	156	158
Texarkana, Tex.-Ark.	237	229	278	223	223	233	231	220	219	219	230	216	205	228
Toledo, Ohio	47	47	41	36	46	44	45	44	45	63	57	50	46	44
Topeka, Kan.	175	165	169	141	166	183	129	156	163	154	169	146	146	161
Trenton, N. J.	104	107	83	17	84	22	93	104	84	78	74	105	106	97
Tucson, Ariz.	91	88	95	185	91	184	96	65	115	110	103	84	88	85
Tulsa, Okla.	66	55	65	198	71	261	72	73	67	61	58	63	57	59
Tuscaloosa, Ala.	214	228	247	268	252	273	231	240	223	229	240	247	239	239
Tyler, Tex.	243	239	243	225	231	120	221	209	235	189	238	234	216	233
Utica-Rome, N. Y.	80	79	88	184	88	224	80	110	91	93	118	103	105	103
Vallejo-Napa, Calif.	129	130	119	77	120	85	113	141	159	125	136	109	103	107
Vineyard-Millville-Bridgeton, N. J.	212	211	216	210	124	124	191	255	192	198	207	234	196	196
Waco, Tex.	169	162	175	200	168	190	178	164	164	225	163	157	175	170
Washington, D. C.	7	7	8	12	8	27	8	5	8	8	7	7	7	8
Waterbury, Conn. (Official S.M.S.A.)	142	141	117	18	150	173	123	150	198	119	133	144	160	156
Waterloo, Ia.	202	198	185	67	202	163	229	189	185	211	186	196	183	182
West Palm Beach, Fla.	105	87	104	235	77	19	76	80	101	72	65	75	84	80
Wheeling, W. Va.-Ohio	154	144	158	227	164	255	144	180	150	169	135	184	170	159
Wichita, Kan.	71	70	71	101	73	139	81	71	73	80	77	56	59	69
Wichita Falls, Tex.	185	187	195	206	209	262	237	194	232	180	212	165	181	180
Wilkes-Barre-Hazleton, Pa.	90	84	101	239	97	244	78	118	93	68	99	117	114	88
Williamsport, Pa.	223	213	215	186	222	216	198	236	228	198	201	235	233	206
Wilmington, Del.	68	68	58	22	56	24	58	61	52	66	45	60	52	64
Wilmington, N. C.	233	237	192	232	232	136	214	215	230	240	247	242	222	240
Worcester, Mass. (Official S.M.S.A.)	86	90	80	43	83	95	82	102	102	73	102	88	109	128
Worcester-Fitchburg-Leominster, Mass. (county basis)	55	54	52	74	53	155	51	64	72	47	68	58	63	56
Yakima, Wash.	176	176	187	219	169	149	166	168	201	204	237	176	177	162
York, Pa.	98	94	93	160	99	197	101	143	103	99	100	96	93	83

Metro Area Total Retail Sales, Rank

January 1, 1968 to January 1, 1969

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York*	21,255,333	69	Harrisburg	811,518	142	Macon	352,559	214	Manchester (Official S.M.S.A.)	205,765
2	Los Angeles-Long Beach	14,159,918	70	Youngstown-Warren	807,607	143	Lima	351,661	215	Manchester (county basis)	358,286
3	Chicago**	13,578,647	71	Tulsa	805,449	144	Raleigh	348,961	216	Boise City, Idaho	202,672
4	Detroit	7,841,358	72	Orlando	767,287	145	Columbus, Ga.-Ala.	348,933	217	Muncie	200,462
5	Philadelphia, Pa.-N. J.	7,832,788	73	Wichita	756,299	146	Poughkeepsie, N. Y.	348,642	218	Stouxs Falls, S. D.	197,067
6	San Francisco-Oakland	6,227,308	74	Charlotte	721,264	147	Pensacola	348,254	219	Lafayette-West Lafayette, Ind.	196,284
7	Boston (Official S.M.S.A.)	5,267,367	75	Lansing	711,472	148	Terre Haute	345,381	220	Oshkosh	194,232
	Boston-Lawrence-Haverhill-Lowell (county basis)	6,019,729	76	Bridgeport (Official S.M.S.A.)	710,004	149	Roanoke	342,481	221	Lynchburg	189,796
8	Washington, D. C.-Md.-Va.	5,215,398		Bridgeport-Stamford-Norwalk (county basis)	1,527,667	150	Waterbury (Official S.M.S.A.)	342,313	222	Gastonla, N. C.	189,271
9	St. Louis, Mo.-Ill.	4,017,708	77	West Palm Beach	693,502	151	Eugene, Ore.	338,961	223	Williamsport, Pa.	188,054
10	Cleveland	3,884,296	78	Peoria	682,034	152	Montgomery	338,699	224	Texarkana, Tex.-Ark.	186,993
11	Pittsburgh	3,869,092	79	Davenport-Rock Island-Moline, Iowa-Ill.	678,922	153	Colorado Springs	330,217	225	Bloomington-Normal, Ill.	185,795
12	Newark, N. J.*	3,440,417	80	Knoxville	627,432	154	Savannah	323,906		Brownsville-Harlingen-San Benito, Texas	184,582
13	Baltimore	3,334,558	81	New Haven (Official S.M.S.A.)	623,964	155	Amarillo	322,670	226	Tallahassee	182,283
14	Minneapolis-St. Paul	3,172,177		New Haven-Waterbury-Meriden (county basis)	1,300,971	156	New London-Groton-Norwich (Official S.M.S.A.)	315,660	227	Newark, Ohio	181,272
15	Houston	2,947,547	82	Bakersfield	621,224		New London-Groton-Norwich (county basis)	347,567	228	Biloxi-Gulfport	180,804
16	Dallas	2,786,165	83	Worcester (Official S.M.S.A.)	596,163	157	Springfield, Ill.	314,560	229	Elmira	177,324
17	Miami	2,627,334		Worcester-Fitchburg-Leominster (county basis)	1,018,075	158	Huntsville	314,360	230	Odessa	175,650
18	Seattle-Everett, Wash.	2,526,623	84	Trenton	594,223	159	Cedar Rapids	312,825	231	Tyler	174,790
19	Paterson-Cifton-Passaic, N. J.*	2,513,430	85	Tacoma	588,927	160	Lexington	309,434	232	Wilmington, N. C.	173,398
20	Atlanta	2,496,094	86	Des Moines	582,787	161	Daytona Beach, Fla.	306,022	233	Billings	173,156
21	Milwaukee	2,460,183	87	Mobile	570,224	162	Portland, Maine (Official S.M.S.A.)	298,554	234	New Castle	172,449
22	Kansas City, Mo.-Kans.	2,409,047	88	Utica-Rome	567,204		Portland, Maine (county basis)	363,296	235	Danville, Ill.	170,959
	Anaheim-Santa Ana-Garden Grove, Calif.	2,320,180	89	Chattanooga, Tenn.-Ga.	562,990	163	Salem, Ore.	295,212	236	Great Falls	170,468
24	Buffalo	2,258,774	90	Lancaster	547,992	164	Wheeling, W. Va.-Ohio	293,733	237	Alexandria, La.	170,200
25	Denver	2,205,146	91	Tucson	544,942	165	Springfield, Mo.	290,920	238	Gainesville, Fla.	169,613
26	Cincinnati, Ohio-Ky.-Ind.	2,189,604	92	Stockton	542,909	166	Topeka	287,850	239	Lafayette, La.	169,453
27	San Diego	2,159,829	93	Beaumont-Port Arthur-Orange	540,909	167	Lincoln	284,001	240	St. Cloud, Minn.	168,375
28	San Bernardino-Riverside-Ontario	2,105,533	94	El Paso	540,591	168	Waco	278,845	241	Pittsfield (Official S.M.S.A.)	167,499
29	San Jose	1,911,301	95	Rockford	532,691	169	Yakima, Wash.	273,292		Pittsfield (county basis)	277,116
30	Indianapolis	1,877,012	96	Canton	527,008	170	Brockton (Official S.M.S.A.)	273,070	242	St. Joseph, Mo.	163,984
31	Tampa-St. Petersburg	1,775,909	97	Wilkes-Barre-Hazleton	526,708		Brockton (county basis)	460,198	243	Kenosha	162,517
32	New Orleans	1,753,445	98	Little Rock-North Little Rock	526,109	171	Jackson, Mich.	268,513	244	Longview, Texas	162,146
33	Portland, Ore.-Wash.	1,711,437	99	York	523,011	172	Battle Creek	267,165	245	Provo-Orem, Utah	162,013
34	Columbus, Ohio	1,623,815	100	Albuquerque	520,470	173	Springfield, Ohio	267,013	246	Richmond, Ind.	162,013
35	Phoenix	1,590,348	101	Oxnard-Ventura, Calif.	519,045	174	Champaign-Urbana	265,939	247	Fitchburg-Leominster (Official S.M.S.A.)	156,857
36	Rochester, N. Y.	1,502,065	102	Santa Barbara	511,465	175	Durham	264,737	248	Anderson, S. C.	154,869
	Providence-Pawtucket-Warwick (Official S.M.S.A.)	1,489,613	103	Shreveport	507,709	176	Muskegon-Muskegon Heights	264,616	249	Dubuque	153,981
	Providence-Pawtucket-Warwick (county basis)	1,306,175	104	South Bend	507,541	177	Reno	263,695	250	Joplin	150,678
38	Sacramento	1,444,537	105	Reading	507,888	178	Lowell (Official S.M.S.A.)	259,763	251	Kokomo	149,827
39	Dayton	1,432,120	106	Spokane	497,390	179	Fargo-Moorhead, N. D.-Minn.	256,914	252	Tuscaloosa, Ala.	149,178
40	Fort Worth	1,393,460	107	Baton Rouge	497,651	180	Fayetteville, N. C.	256,543	253	Albany, Ga.	148,125
41	Louisville, Ky.-Ind.	1,339,191	108	Las Vegas	489,145	181	Norwalk (Official S.M.S.A.)	255,380	254	Lawton	147,296
42	Hartford (Official S.M.S.A.)	1,331,690	109	Binghamton, N. Y.-Pa.	482,102	182	Asheville	254,543	255	Parkersburg, W. Va.	142,026
	Hartford-New Britain-Bristol (county basis)	1,622,338	110	Fort Wayne	480,891	183	Pueblo	247,474	256	Sheboygan	141,146
43	Memphis, Tenn.-Ark.	1,322,214	111	Stamford (Official S.M.S.A.)	475,045	184	Sarasota, Fla.	247,067	257	Marion, Ind.	139,357
44	San Antonio	1,212,876	112	Greenville, S. C.	464,767	185	Racine	246,508	258	Gadsden	138,110
45	Albany-Schenectady-Troy	1,173,420	113	Columbia, S. C.	458,668	186	New Britain (Official S.M.S.A.)	244,061	259	Rochester, Minn.	136,377
46	Toledo, Ohio.-Mich.	1,158,407	114	Madison	455,258	187	Decatur	243,564	260	Lewiston-Auburn (Official S.M.S.A.)	135,272
47	Akron	1,158,037	115	Duluth-Superior, Minn.-Wis.	443,067	188	Green Bay	242,901		Lewiston-Auburn (county basis)	150,712
48	Fort Lauderdale-Hollywood	1,134,928	116	Austin	437,126	189	Steubenville-Weirton, Ohio-W. Va.	237,434	261	Midland, Texas	134,541
49	Birmingham, Ala.	1,134,000	117	Corpus Christi	436,599	190	Jamestown, N. Y.	236,308	262	La Crosse	132,603
50	Oklahoma City	1,110,559	118	Lorain-Elyria	435,076	191	Abilene	234,874	263	Quincy, Ill.	131,089
51	Jacksonville, Fla.	1,098,809	119	Salinas-Monterey, Calif.	432,277	192	Mansfield	233,872	264	Danville, Va.	130,345
52	Syracuse	1,057,343	120	Vallejo-Napa, Calif.	429,910	193	New Bedford (Official S.M.S.A.)	233,180	265	Rapid City, S. D.	130,311
53	Gary-Hammond-East Chicago, Ind.**	982,162	121	Ann Arbor	428,419		New Bedford-Fall River (county basis)	648,494	266	Columbia, Mo.	130,079
54	Greensboro-Winston-Salem-High Point, N. C.	968,483	122	Bristol-Johnson City Kingsport, Tenn.-Va.	426,937	194	Anderson, Ind.	232,279	267	Sherman-Denison, Tex.	127,917
55	Nashville	961,258	123	Erie	420,146	195	Sioux City, Iowa-Neb.	228,643	268	Owensboro, Ky.	124,929
56	Wilmington, Del.-N. J.-Md.	946,716	124	Huntington-Ashland, W. Va.-Ky.-Ohio	417,059	196	Appleton	227,511	269	San Angelo	124,208
57	Norfolk-Portsmouth	943,502	125	Charleston, W. Va.	410,272	197	Bangor, Me. (county basis)	226,965	270	Petersburg, Va.	123,842
58	Jersey City, N. J.*	936,227	126	Modesto, Calif.	407,458	198	Spartanburg	225,960	271	Charlottesville, Va.	123,651
59	Richmond, Va.	916,541	127	Augusta, Ga.-S. C.	398,245	199	Fort Smith, Ark.-Okla.	225,010	272	Pine Bluff, Ark.	116,042
60	Flint	907,461	128	Newport News-Hampton	396,088	200	McAllen-Pharr-Edinburg, Texas	223,798	273	Athens, Ga.	113,520
61	Allentown-Bethlehem-Easton, Pa.-N. J.	900,559	129	Evansville, Ind.-Ky.	392,822	201	Altoona	222,163	274	Salina, Kans.	112,854
62	Salt Lake City	894,731	130	Jackson, Miss.	390,386	202	Waterloo	220,773	275	Cheyenne, Wyo.	112,357
63	Grand Rapids	892,353	131	Johnstown, Pa.	388,290	203	Elkhart, Ind.	217,704	276	Meridian, Miss.	108,109
64	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	887,227	132	Saginaw	384,699	204	Anchorage, Alaska	217,662	277	Greenville, Miss.	107,811
	Springfield-Chicopee-Holyoke (county basis)	938,227	133	Atlantic City, N. J.	380,918	205	Ogden	216,026	278	Bloomington, Ind.	105,154
65	Honolulu	853,607	134	Scranton	377,455	206	Lake Charles	214,466	279	Laredo	104,149
66	Omaha, Neb.-Iowa	845,466	135	Charleston, S. C.	376,186	207	Monroe, La.	213,860	280	Pocatello, Idaho	99,292
67	New Brunswick-Perth Amboy, N. J.	844,343	136	Lakeland, Fla.	375,557	208	Fall River (Official S.M.S.A.)	213,299	281	Roswell, N. M.	95,394
68	Fresno	834,038	137	Santa Rosa, Calif.	367,106	209	Wichita Falls, Texas	212,986	282	Meriden, Conn. (Official S.M.S.A.)	87,436
			138	Hamilton-Middletown, Ohio	366,642		Vineyard-Millville-Bridgetown, N. J.	212,216		Total Metro Areas	252,904,744
			139	Kalamazoo	360,373		Janesville, Wis.	211,633		Consolidated Area	29,294,284
			140	Lawrence-Haverhill (Official S.M.S.A.)	355,547		Galveston-Texas City, Texas	209,840		*Chicago, Ill.-Northwestern Ind.	
			141	Lubbock	354,577		Bay City	206,153		Consolidated Area	14,560,809

U. S. TOTAL RETAIL SALES—\$340,091,320(000)

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

Metro Area Retail Sales per Household, Rank

January 1, 1968 to January 1, 1969

Rank	(\$)	Households	Rank	(\$)	Households	Rank	(\$)	Households	Rank	(\$)	Households
1	St. Cloud, Minn.	7,817	21,540	74	Lewiston-Auburn (county basis)	5,480	27,500	143	Marion, Ind.	5,585	24,950
2	Boston (Official S.M.S.A.)	7,585	694,430	75	San Bernardino-Riverside-Ontario	6,088	345,860	144	Buffalo	5,582	404,620
3	Boston-Lowell-Lawrence (county basis)	6,167	976,070	76	Denver	6,075	362,990	145	Providence-Pawtucket-Warwick (Official S.M.S.A.)	5,580	266,950
4	Fargo-Moorhead, N. D.-Minn.	7,517	34,180	77	Des Moines	6,064	96,110		Providence-Pawtucket-Warwick (county basis)	5,464	239,050
5	Norwalk (Official S.M.S.A.)	7,487	34,110	78	Cleveland	6,063	640,680	146	Columbia, S. C.	5,579	82,210
6	Athens, Ga.	7,464	15,210	79	Pocatello, Idaho	6,058	16,390	147	New York*	5,577	3,811,000
7	Ann Arbor	7,425	57,700	80	Columbus, Ohio	6,055	268,190	148	Fayetteville, N. C.	5,577	46,000
8	Stamford (Official S.M.S.A.)	7,341	64,710	81	La Crosse	6,041	48,160	149	Yakima	5,561	49,140
9	Pedersburg, Va.	7,267	56,070	82	Springfield, Mo.	6,033	21,980	150	Fitchburg-Leominster (Official S.M.S.A.)	5,555	28,160
10	Meriden, Conn.	7,179	17,250	83	Springfield, Ill.	6,031	52,160	151	San Diego	5,546	389,470
11	Lansing, Mich.	7,166	153,310	84	Dubuque	6,025	25,530	152	Janesville, Wis.	5,544	38,170
12	Pittsfield (Official S.M.S.A.)	7,038	99,280	85	Appleton	6,011	37,760	153	Asheville	5,537	45,970
13	Pittsfield (county basis)	6,109	25,360	86	Vallejo-Napa, Calif.	6,011	71,520	154	Topeka	5,529	52,060
	Hartford (Official S.M.S.A.)	6,999	190,270	87	Green Bay	6,006	40,440	155	Madison	5,520	82,470
	Hartford-New Britain-Bristol county basis)	6,709	241,820	88	Charlotte, Va.	6,000	20,610	156	Odesha	5,517	31,840
14	Lafayette-West Lafayette, Ind.	6,960	28,200	89	Terre Haute	5,999	57,570	157	Oskosh	5,513	35,230
15	Lima	6,947	50,620	90	Elkhart, Ind.	5,986	36,370	158	Syracuse	5,500	192,230
16	Sioux Falls, S. D.	6,871	28,680	91	Lorain-Elyria	5,975	72,810	159	Honolulu	5,489	155,510
17	Fort Lauderdale-Hollywood	6,769	167,670	92	Phoenix	5,974	266,220	160	Allentown-Bethlehem-Easton, Pa.-N. J.	5,474	164,510
18	Columbia, Mo.	6,747	19,280	93	Newark, N. J.*	5,940	579,240	161	Macon	5,469	64,460
19	West Palm Beach	6,734	102,990	94	Bridgeport (Official S.M.S.A.)	5,939	119,550	162	Scranton	5,461	69,120
20	Salinas-Monterey, Calif.	6,729	64,240		Bridgeport-Stamford-Norwalk (county basis)	6,568	232,590	163	Waterloo	5,458	40,450
21	Tallahassee	6,724	27,110	95	Worcester (Official S.M.S.A.)	5,913	100,820	164	San Angelo	5,457	22,760
22	Trenton	6,715	88,490		Worcester-Fitchburg-Leominster (county basis)	5,527	184,210	165	Louisville, Ky.-Ind.	5,453	245,600
23	San Jose	6,703	285,130	96	Monroe, La.	5,906	36,210	166	Colorado Springs	5,452	60,570
24	Wilmington, Del.-N. J.-Md.	6,678	141,770	97	Bay City	5,900	34,940	167	Anderson, Ind.	5,444	42,670
25	Fresno	6,641	125,590	98	Anaheim-Santa Ana-Garden Grove, Calif.	5,899	393,320	168	New Orleans	5,437	322,530
26	Gainesville, Fla.	6,636	25,560	99	San Francisco-Oakland	5,894	1,056,480	169	Albany, Ga.	5,432	27,270
27	Washington, D. C.-Md.-Va.	6,608	789,210	100	Los Angeles-Long Beach	5,878	2,409,080	170	El Paso	5,430	99,550
28	Miami	6,608	397,610	101	Paterson-Clifton-Passaic, N. J.*	5,872	428,030	171	New Britain (Official S.M.S.A.)	5,428	44,960
29	Portland, Maine (Official S.M.S.A.)	6,596	45,260	102	Sioux City, Iowa-Nebr.	5,860	39,020	172	Augusta, Ga.-S. C.	5,426	73,390
	Portland, Maine (county basis)	6,162	58,960	103	Raleigh	5,858	59,570	173	Waterbury (Official S.M.S.A.)	5,421	63,140
30	Longview, Texas	6,562	24,710	104	Amarillo	5,414	59,600	174	Muskegon-Muskegon, Heights	5,405	48,960
31	Harrisburg	6,529	124,300	105	Richmond, Va.	5,858	156,450	175	Oxnard-Ventura, Calif.	5,404	96,050
32	Sarasota, Fla.	6,514	37,930	106	Fort Wayne	5,857	82,110	176	New Brunswick-Perth Amboy, N. J.	5,402	156,310
33	Bloomington-Normal, Ill.	6,490	28,630	107	Mansfield	5,853	39,960	177	Tampa-St. Petersburg	5,401	328,800
34	Richmond, Ind.	6,447	24,330	108	Bolse City, Idaho	5,837	34,720	178	New London-Groton-Norwich (Official S.M.S.A.)	5,389	58,570
35	Rapid City, S. D.	6,445	20,220	109	Las Vegas	5,836	83,810		New London-Groton-Norwich (county basis)	5,403	64,330
36	Fort Worth	6,439	216,400	110	Rochester, N. Y.	5,836	257,390	179	Eugene, Ore.	5,389	62,900
37	Flint	6,416	141,440	111	Sacramento	5,833	247,650	180	St. Louis, Mo.-Ill.	5,387	745,790
38	Rockford	6,380	83,500	112	Newark, Ohio	5,812	31,190	181	Philadelphia, Pa.-N. J.	5,385	1,454,580
39	Peoria	6,379	106,920	113	Decatur	5,810	41,920	182	Jackson, Miss.	5,384	72,510
40	Baton Rouge	6,376	78,050	114	Battle Creek	5,808	46,000	183	Tucson	5,380	101,850
41	Pueblo	6,368	38,860	115	Ogden	5,773	37,420	184	Houston	5,363	549,640
42	Atlanta	6,360	392,450	116	Grand Rapids	5,771	154,640	185	Evansville, Ind.-Ky.	5,361	73,270
43	Kalamazoo	6,354	56,720	117	Laredo	5,764	18,070	186	Muncie	5,347	37,490
44	Jackson, Mich.	6,352	42,270		Springfield-Chicopee-Holyoke (Official S.M.S.A.)	5,757	154,110	187	Lynchburg	5,346	35,500
45	Davenport-Rock Island-Moline, Iowa-Ill.	6,346	106,980		Springfield-Chicopee-Holyoke (county basis)	5,527	169,740	188	Greensboro-Winston-Salem-High Point, N. C.	5,327	181,820
46	Reno	6,327	41,680	117	Austin	5,757	75,930	189	Waco	5,316	52,450
47	Champaign-Urbana	6,309	42,150	118	Akron	5,755	201,220	190	Pittsburgh	5,309	728,750
48	Santa Barbara	6,307	81,090	119	Tyler	5,750	30,400	191	Reading	5,306	95,620
49	Detroit	6,307	1,243,230	120	Dayton	5,742	249,390	192	Greenville, S. C.	5,300	87,690
50	Chicago**	6,306	2,153,170	121	Nashville	5,734	167,650	193	Lawrence-Haverhill (Official S.M.S.A.)	5,276	67,390
51	Atlantic City, N. J.	6,296	60,500	122	Texasarkana, Tex.-Ark.	5,731	32,630	194	Abilene	5,272	44,550
52	Saginaw	6,287	61,190	123	Vineland-Millville-Bridgeton, N. J.	5,728	37,050	195	Elmira	5,271	33,640
53	Great Falls	6,276	27,160	124	Chattanooga, Tenn.-Ga.	5,726	99,050	196	York, Pa.	5,270	99,250
54	Billings	6,262	27,650	125	Kansas City, Mo.-Kans.	5,720	421,140	197	Oklahoma City	5,266	210,890
55	Lubbock	6,248	56,750	126	South Bend	5,693	89,150	198	Meriden	5,266	79,880
56	Charlotte	6,241	115,570	127	Seattle-Everett, Wash.	5,685	444,460	199	San Benito, Texas	5,266	4,546
57	Stockton	6,239	87,340	128	Albuquerque	5,684	91,570	200	Jersey City, N. J.*	5,259	4,579
58	Bangor, Me. (county basis)	6,194	36,640	129	New Haven (Official S.M.S.A.)	5,675	109,940	201	Steubenville-Weirton, Ohio-W. Va.	5,253	4,553
59	Rochester, Minn.	6,188	22,040		New Haven-Waterbury-Meriden (county basis)	5,668	229,510	202	Kenosha	5,246	35,750
60	Cedar Rapids	6,174	50,670	130	Manchester (Official S.M.S.A.)	5,674	36,270	203	Tuscaloosa, Ala.	5,243	32,840
61	Lexington	6,160	50,230		Manchester (county basis)	5,588	64,120	204	Greenville, Miss.	5,242	4,507
62	Salina, Kans.	6,153	18,340	131	Baltimore	5,673	587,820	205	Fort Smith, Ark.-Okla.	5,233	4,503
63	Santa Rosa, Calif.	6,140	59,790	132	Indianapolis	5,666	331,270	206	Huntsville	5,233	4,383
64	Bakersfield	6,136	101,250	133	Quincy, Ill.	5,660	23,160	207	Gadsden	5,228	4,327
65	Lafayette, La.	6,124	27,670	134	Milwaukee	5,659	434,750	208	Lake Charles	5,211	4,301
66	Lancaster	6,124	91,440	135	Wilmington, N. C.	5,657	30,650	209	Charleston, S. C.	5,209	4,240
67	Roanoke	6,111	56,040	136	Salt Lake City	5,651	158,320	210	Pine Bluff, Ark.	5,192	4,124
68	Springfield, Ohio	6,107	43,720	137	Anchorage, Alaska	5,624	38,700	211	Danville, Va.	5,184	4,094
69	Dallas	6,095	457,140	138	Wichita	5,617	134,640	212	Galveston-Texas City, Texas	5,166	31,840
70	Minneapolis-St. Paul	6,094	520,570	139	Toledo, Ohio-Mich.	5,610	206,480	213			
71	Kokomo	6,093	24,590	140	Hamilton-Middletown, Ohio	5,609	65,370	214			
72	Orlando	6,092	125,960	141	Memphis, Tenn.-Ark.	5,603	235,990	215			
73	Lewiston-Auburn (Official S.M.S.A.)	6,091	22,210								

Total Metro Areas..... 5,765 43,872,650
 *New York-Northeastern, N. J. Consolidated Area..... 5,602 5,229,370
 **Chicago, Ill.-Northwestern Ind. Consolidated Area..... 6,212 2,343,840

U. S. AVERAGE RETAIL SALES PER HOUSEHOLD—\$5,573

Metro Area Food Store Sales, Rank

January 1, 1968 to January 1, 1969

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	
1	New York*	5,147,301	68	Bridgeport (Official S.M.S.A.)	180,760	140	Austin	77,926
2	Los Angeles-Long Beach	3,122,632		Bridgeport-Stamford-Norwalk (county basis)	387,148	141	Madison	77,843
3	Chicago**	2,645,844		180,323		142	Bristol-Johnson City-Kingsport, Tenn.-Va.	75,847
4	Philadelphia, Pa.-N. J.	1,819,630	69	Richmond, Va.	165,331	143	New London-Groton-Norwich (Official S.M.S.A.)	74,452
5	Detroit	1,625,868	70	Harrisburg	162,548		New London-Groton-Norwich (county basis)	80,924
6	San Francisco-Oakland	1,475,908	71	Orlando	160,901		Wheelling, W. Va.-Ohio	74,243
7	Boston (Official S.M.S.A.)	1,135,306	72	Tulsa	159,333		Jackson, Miss.	74,001
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,308,564	73	New Haven (Official S.M.S.A.)	323,155	144	Macon	73,545
8	Washington, D. C.-Md.-Va.	1,050,762		New Haven-Waterbury-Meriden (county basis)	156,881	145	Pensacola	72,413
9	Pittsburgh	1,019,874	74	Omaha, Neb.-Iowa	152,423	146	Lima	70,277
10	Cleveland	910,834	75	Lansing	148,293	147	Portland, Maine (Official S.M.S.A.)	86,200
11	St. Louis, Mo.-Ill.	845,540	76	West Palm Beach	142,294	148	Portland, Maine (county basis)	69,216
12	Newark, N. J.*	764,735	77	Charlotte	141,188	149	Muskegan-Muskegon Heights	69,204
13	Baltimore	654,903	78	Wilkes-Barre-Hazleton	136,853	150	Raleigh	69,107
14	Houston	611,597	79	Knoxville	134,828	151	Roanoke	68,730
15	Paterson-Clifton-Passaic, N. J.*	599,598	80	Utica-Rome	132,953	152	Stebenville-Weirton, Ohio-W. Va.	68,455
16	Seattle-Everett, Wash.	597,422	81	Wichita	246,224	153	Montgomery	68,377
17	Minneapolis-St. Paul	565,779	82	Worcester (Official S.M.S.A.)	131,237	154	Savannah	68,274
18	Miami	555,232		Worcester-Fitchburg-Leominster (county basis)	130,286	155	Columbus, Ga.-Ala.	68,200
19	Buffalo	541,411	83	Mobile	127,907	156	Huntsville	67,863
20	Millwaukee	531,392	84	Bakersfield	126,606	157	Brookton (Official S.M.S.A.)	66,274
21	Dallas	519,630	85	Peoria	125,299	158	Brookton (county basis)	66,212
22	Cincinnati, Ohio-Ky.-Ind.	515,392	86	Stockton	125,108	159	Daytona Beach, Fla.	66,810
23	Anaheim-Santa Ana-Garden Grove, Calif.	504,325	87	Chattanooga, Tenn.-Ga.	123,621	160	Mansfield	62,998
24	Atlanta	487,784	88	Oxnard-Ventura, Calif.	122,713	161	Lowell (Official S.M.S.A.)	62,009
25	San Bernardino-Riverside-Ontario	479,791	89	Tacoma	121,369	162	Terre Haute	61,866
26	San Diego	448,358	90	Beaumont-Port Arthur-Orange	119,790	163	New Britain (Official S.M.S.A.)	62,088
27	Kansas City, Mo.-Kans.	429,814	91	Davenport-Rock Island-Moline, Iowa-Ill.	117,253	164	Salem, Ore.	61,866
28	Denver	427,362	92	Binghamton, N. Y.-Pa.	116,133	165	Colorado Springs	60,413
29	San Jose	411,193	93	Trenton	115,120	166	Yakima	60,326
30	New Orleans	382,701	94	Canton	113,888	167	Norwalk (Official S.M.S.A.)	59,901
31	Tampa-St. Petersburg	367,505	95	Stamford (Official S.M.S.A.)	113,409	168	Springfield, Ohio	59,770
32	Indianapolis	359,797	96	Tucson	112,709		New Bedford (Official S.M.S.A.)	59,715
33	Providence-Pawtucket-Warwick (Official S.M.S.A.)	353,933	97	Lancaster	111,983		New Bedford-Fall River (county basis)	169,588
	Providence-Pawtucket-Warwick (county basis)	294,221	98	Spokane	111,243	170	Jackson, Mich.	59,359
34	Portland, Ore.-Wash.	344,636	99	Lorain-Elyria	109,662	171	Battle Creek	58,318
35	Sacramento	343,227	100	Reading	108,179	172	Pueblo	58,297
36	Columbus, Ohio	339,073	101	York, Pa.	108,063	173	Lubbock	58,110
37	Rochester, N. Y.	326,909	102	Greenville, S. C.	104,932	174	Durham	58,097
38	Phoenix	322,954	103	Santa Barbara	103,996	175	Altoona	58,026
39	Dayton	319,216	104	Des Moines	101,679	176	Springfield, Ill.	57,621
40	Hartford (Official S.M.S.A.)	308,598	105	Rockford	100,186	177	Lexington	56,624
	Hartford-New Britain-Bristol (county basis)	378,192	106	Erle	99,777	178	Waco	55,197
41	Louisville, Ky.-Ind.	288,306	107	Johnstown, Pa.	99,611	179	Reno	55,104
42	Fort Worth	278,376	108	Las Vegas	99,164	180	Galveston-Texas City, Texas	55,104
43	Albany-Schenectady-Troy	273,919	109	South Bend	96,694	181	Jamestown, N. Y.	54,214
44	Akron	266,817	110	Huntington-Ashland, W. Va.-Ky.-Ohio	96,613	182	Anderson, Ind.	53,113
45	Toledo, Ohio-Mich.	263,587	111	Shreveport	96,384	183	Topeka	52,793
46	Memphis, Tenn.-Ark.	262,142	112	Baton Rouge	95,979	184	Cedar Rapids	52,780
47	Syracuse	258,077	113	Vallejo-Napa, Calif.	94,588	185	Racine	52,579
48	Jersey City, N. J.*	257,925	114	Scranton	93,729	186	Bangor, Me. (county basis)	52,521
49	Fort Lauderdale-Hollywood	257,587	115	Albuquerque	93,420	187	Asheville	52,304
50	Birmingham, Ala.	253,063	116	Lakeland, Fla.	92,774	188	Fall River (Official S.M.S.A.)	51,956
51	Gary-Hammond-East Chicago, Ind.**	242,137	117	Fort Wayne	92,774	189	Spartanburg	51,805
52	San Antonio	232,986	118	El Paso	91,720	190	Gastonia, N. C.	50,477
53	Jacksonville, Fla.	220,444	119	Charleston, W. Va.	89,673	191	Vineyard-Milville-Bridgeton, N. J.	49,605
54	Oklahoma City	219,739	120	Salinas-Monterey, Calif.	88,474	192	Champaign-Urbana	49,518
55	Grand Rapids	219,154	121	Duluth-Superior, Minn.-Wis.	88,314	193	Sarasota, Fla.	49,346
56	Norfolk-Portsmouth	209,061	122	Corpus Christi	87,482	194	McAllen-Pharr-Edinburg, Texas	48,670
57	Allentown-Bethlehem-Easton, Pa.-N. J.	208,829	123	Waterbury (Official S.M.S.A.)	86,144	195	Manchester (Official S.M.S.A.)	48,232
58	Wilmington, Del.-N. J.-Md.	206,595	124	Columbia, S. C.	85,952		Manchester (county basis)	87,629
59	Greensboro-Winston-Salem-High Point, N. C.	203,474	125	Little Rock-North Little Rock	85,952	196	Green Bay	47,726
60	Honolulu	200,778	126	Ann Arbor	84,951	197	Ogden	46,566
61	Youngstown-Warren	200,121	127	Hamilton-Middletown, Ohio	84,660	198	Williamsport, Pa.	46,522
62	Nashville	200,018	128	Santa Rosa, Calif.	82,777	199	Amarillo	46,398
63	New Brunswick-Perth Amboy, N. J.	199,123	129	Lawrence-Haverhill (Official S.M.S.A.)	82,247	200	Lake Charles	46,197
64	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	196,107	130	Newport News-Hampton	82,168	201	Bay City	45,462
	Springfield-Chicopee-Holyoke (county basis)	207,721	131	Modesto, Calif.	81,864	202	New Castle	45,433
65	Salt Lake City	188,887	132	Poughkeepsie, N. Y.	81,825	203	Lincoln	45,264
66	Fresno	185,996	133	Kalamazoo	80,376	204	Elkhart, Ind.	44,814
67	Filint	182,382	134	Evansville, Ind.-Ky.		205	Appleton	44,158
			135	Eugene, Ore.		206	Sioux City, Iowa-Neb.	43,921
			136	Saginaw		207	Newark, Ohio	43,773
			137	Augusta, Ga.-S. C.		208	Fayetteville, N. C.	43,761
			138	Atlantic City, N. J.		209	Lynchburg	43,140
			139	Charleston, S. C.		210	Springfield, Mo.	42,891
						211	Decatur	42,574
212	Anchorage, Alaska	42,102						
213	Gainesville, Fla.	41,912						
214	Wilmington, N. C.	41,339						
215	Janesville, Wis.	40,666						
216	Kenosha	40,212						
217	Boise City, Idaho	40,169						
218	Fort Smith, Ark.-Okla.	39,881						
219	Pittsfield (Official S.M.S.A.)	39,110						
	Pittsfield (county basis)	66,187						
220	Brownsville-Harlingen-San Benito, Texas	39,082						
221	Tyler	38,815						
222	Abilene	38,620						
223	Biloxi-Gulfport	38,540						
224	Fargo-Moorhead, N. D.-Minn.	38,290						
225	Fitchburg-Leominster (Official S.M.S.A.)	38,091						
226	Elmira	37,935						
227	Muncie	37,747						
228	Tallahassee	37,710						
229	Waterloo	37,693						
230	Oshkosh	37,573						
231	Tuscaloosa, Ala.	37,280						
232	Lafayette-West Lafayette, Ind.	36,970						
233	Texarkana, Tex.-Ark.	36,658						
234	Provo-Orem, Utah	36,544						
235	Montreal, La.	36,404						
236	Wichita Falls, Texas	36,237						
237	Wichita Falls, Texas	35,875						
238	Anderson, S. C.	35,290						
239	Billings	35,068						
240	Alexandria, La.	34,828						
241	Odessa	34,663						
242	Bloomington-Normal, Ill.	34,101						
243	Danville, Ill.	34,074						
244	Gadsden	32,612						
245	St. Joseph, Mo.	32,413						
246	Parkersburg, W. Va.	32,051						
247	Longview, Texas	31,806						
248	Danville, Va.	30,540						
249	Sioux Falls, S. D.	30,428						
250	Lewiston-Auburn (Official S.M.S.A.)	30,002						
251	Lewiston-Auburn (county basis)	35,501						
252	Charlottesville, Va.	29,836						
253	Sheboygan	29,820						
254	Richmond, Ind.	29,121						
255	Dubuque	27,400						
256	Marion, Ind.	27,221						
257	Midland, Texas	27,113						
258	Owensboro	27,066						
259	Albany, Ga.	26,687						
260	La Crosse	26,220						
261	Sherman-Denison, Tex.	26,527						
262	Kokomo	25,886						
263	Greenville, Miss.	24,830						
264	Lafayette, La.	24,585						
265	Joplin, Mo.	24,342						
266	Columbia, Mo.	24,063						
267	Petersburg, Va.	23,635						
268	Lawton	23,306						
269	Athens, Ga.	23,048						
270	Pocatello, Idaho	22,983						
271	Pine Bluff, Ark.	22,887						
272	San Angelo	22,755						
273	Quincy, Ill.	22,526						
274	Bloomington, Ind.	22						

Metro Area Drug Store Sales, Rank

January 1, 1968 to January 1, 1969

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York*	557,018	68	Knoxville	27,041	142	Springfield, Ill.	11,840	215	Wilmington, N. C.	6,908
2	Chicago**	528,522	69	Youngstown-Warren	26,986	143	York, Pa.	11,808	216	Sarasota, Fla.	6,700
3	Los Angeles-Long Beach	521,220	70	Orlando	26,600	144	Hamilton-Middletown, Ohio	11,778	217	Marion, Ind.	6,615
4	Detroit	332,128	71	Wichita	26,453	145	Spartanburg	11,709	218	Billings	6,568
5	Washington, D. C.-Md.-Va.	268,910	72	Jersey City, N. J.*	26,207	146	Terre Haute	11,604	219	Asheville	6,510
6	Philadelphia, Pa.-N. J.	247,263	73	Tulsa	25,581	147	Raleigh	11,507	219	Odessa	6,510
7	San Francisco-Oakland	219,610	74	Albuquerque	24,730	148	Lincoln	11,419	221	Green Bay	6,440
8	Boston (Official S.M.S.A.)	173,633	75	Harrisburg	24,509	149	Colorado Springs	11,347	222	Tallahassee	6,436
	Boston-Lawrence-Haverhill-Lowell (county basis)	200,328	76	New Haven (Official S.M.S.A.)	24,491	150	Waterbury (Official S.M.S.A.)	11,283	223	Great Falls	6,378
9	St. Louis, Mo.-Ill.	150,171		New Haven-Waterbury-Meriden (county basis)	44,330	151	Cedar Rapids	11,239	224	Longview, Texas	6,356
10	Baltimore	139,567	77	New Brunswick-Perth Amboy, N. J.	24,466	152	Sioux Falls, S. D.	11,201	225	Jamestown, N. Y.	6,256
11	Cleveland	136,193	78	Oxnard-Ventura, Calif.	24,339	153	Daytona Beach, Fla.	11,045	226	Bloomington-Normal, Ill.	6,208
12	Pittsburgh	131,590	79	Davenport-Rock Island-Moline, Iowa-Ill.	23,477	154	Lexington	10,997	227	Biloxi-Gulfport	6,178
13	Minneapolis-St. Paul	114,974	80	West Palm Beach	23,368	155	Atlantic City, N. J.	10,898	228	Fayetteville, N. C.	6,146
14	Kansas City, Mo.-Kans.	107,605	81	Allentown-Bethlehem-Easton, Pa.-N. J.	22,017	156	Lancaster	10,788	229	Fort Smith, Ark.-Okla.	6,038
15	Houston	100,178	82	Charlotte	21,483	157	Savannah	10,760	230	Danville, Ill.	5,960
16	Seattle-Everett, Wash.	97,531	83	Las Vegas	21,473	158	Pueblo	10,691	231	Texarkana, Tex.-Ark.	5,883
17	Dallas	96,819	84	Mobile	21,445	159	Binghamton, N. Y.-Pa.	10,567	232	Joplin, Mo.	5,867
18	Miami	96,194	85	Peoria	21,104	160	Boise City, Idaho	10,523	233	Altoona	5,841
19	Newark, N. J.*	95,478	86	Santa Barbara	20,403	161	Columbus, Ga.-Ala.	10,495	234	Kokomo	5,802
20	Anaheim-Santa Ana-Garden Grove, Calif.	94,192	87	Tacoma	20,317	162	Macon	10,344	235	New Castle	5,796
21	Denver	92,626	88	Lansing	20,272	163	Muskegon-Muskegon-Heights	10,272	236	Williamsport, Pa.	5,746
22	Atlanta	90,833	89	Bakersfield	19,465	164	Waco	10,234	237	Mansfield	5,726
23	Indianapolis	82,398	90	Des Moines	19,375	165	Montgomery	10,220	238	Cheyenne, Wyo.	5,582
24	Buffalo	82,107	91	Beaumont-Port Arthur-Orange	19,186	166	Poughkeepsie, N. Y.	10,018	239	St. Cloud, Minn.	5,413
25	Cincinnati, Ohio-Ky.-Ind.	80,143	92	Little Rock-North Little Rock	19,018	167	Reading	9,974	240	Tuscaloosa, Ala.	5,318
26	San Bernardino-Riverside-Ontario	75,334	93	Rockford	18,938	168	Yakima	9,880	241	Brownsville-Harlingen-San Benito, Tex.	5,308
27	San Diego	73,241	94	Springfield, Mo.	18,870	169	Anderson, Ind.	9,836	242	Bloomington, Ind.	5,216
28	Milwaukee	72,168	95	Modesto, Calif.	18,582	170	Midland, Texas	9,823	243	Lafayette, La.	5,209
29	New Orleans	71,237	96	Chatanooga, Tenn.-Ga.	18,146	171	Battle Creek	9,822	244	Newark, Ohio	5,040
30	Sacramento	70,417	97	Madison	17,994	172	Champaign-Urbana	9,707	245	Richmond, Ind.	4,965
31	Phoenix	69,198	98	South Bend	17,803	173	Scranton	9,637	246	Gadsden	4,959
32	Tampa-St. Petersburg	69,080	99	Spokane	17,380	174	Lubbock	9,623	247	Dubuque	4,882
33	San Jose	68,980	100	New Wayne	17,312	175	Johnstown, Pa.	9,393	247	Rapid City, S. D.	4,882
34	Pateron-Clifton-Passaic, N. J.*	62,952	101	Worcester (Official S.M.S.A.)	17,204	176	New London-Groton-Norwich (Official S.M.S.A.)	9,223	249	Appleton	4,877
35	Louisville, Ky.-Ind.	59,100	102	Worcester-Fitchburg-Leominster (county basis)	30,268	177	Lowell (Official S.M.S.A.)	9,155	250	Owensboro	4,841
36	Providence-Pawtucket-Warwick (Official S.M.S.A.)	57,784	103	Stockton	17,058	178	Anchorage, Alaska	9,154	251	Bangor, Me. (county basis)	4,805
	Providence-Pawtucket-Warwick (county basis)	52,789	104	Trenton	17,047	179	Lafayette-West Lafayette, Ind.	9,152	252	Fitchburg-Leominster (Official S.M.S.A.)	4,731
37	Salt Lake City	57,055	105	Ann Arbor	16,913	180	Wheeling, W. Va.-Ohio	9,114	253	Albany, Ga.	4,714
38	Hartford (Official S.M.S.A.)	54,582	106	Santa Rosa, Calif.	16,448	181	New Bedford (Official S.M.S.A.)	9,086	254	Anderson, S. C.	4,665
	Hartford-New Britain-Bristol (county basis)	63,177	107	Reno	16,406		New Bedford-Fall River (county basis)	20,442	255	Vineland-Millville-Bridgeton, N. J.	4,614
39	Columbus, Ohio	54,415	108	Evansville, Ind.-Ky.	16,163	182	Fargo-Moorhead, N. D.-Minn.	9,033	256	Gainesville, Fla.	4,572
40	Portland, Ore.-Wash.	49,284	109	Charleston, W. Va.	16,029	183	Jackson, Mich.	8,810	257	Alexandria, La.	4,554
41	Fort Worth	48,350	110	Utica-Rome	15,754	184	Brocton (Official S.M.S.A.)	8,768	258	Charlottesville, Va.	4,519
42	Memphis, Tenn.-Ark.	46,252	111	Roanoke	15,676		Brocton (county basis)	13,721	259	Laredo	4,421
43	Dayton	45,921	112	Baton Rouge	15,235	185	Durham	8,578	260	Petersburg, Va.	4,352
44	Toledo, Ohio-Mich.	42,777	113	El Paso	15,199	186	Springfield, Ohio	8,526	261	Pocatello, Idaho	4,350
45	Rochester, N. Y.	42,409	114	Greenville, S. C.	14,979	187	Galveston-Texas City	8,519	262	Manchester (Official S.M.S.A.)	4,331
46	Richmond, Va.	41,629	115	Huntington-Ashland, W. Va.-Ky.-Ohio	14,930	188	Staubenville Weirton, Ohio-W. Va.	8,509		Manchester (county basis)	7,389
47	Fort Lauderdale-Hollywood	41,583	116	Jackson, Miss.	14,847	189	Waterloo	8,408	263	Kenosha	4,306
48	Jacksonville, Fla.	40,409	117	Canton	14,818	190	Elkhart, Ind.	8,214	264	Parkersburg, W. Va.	4,296
49	Birmingham, Ala.	38,565	118	Wilkes-Barre-Hazleton	14,603	191	Lake Charles	8,133	265	Danville, Va.	4,280
50	San Antonio	36,511	119	Ogden	14,590	192	Lima	8,050	266	Sheboygan	4,254
51	Akron	35,827	120	Salinas-Monterey	14,092	193	New Britain (Official S.M.S.A.)	7,963	267	Columbia, Mo.	4,245
52	Flint	35,490	121	Charleston, S. C.	13,988	194	Wichita Falls, Texas	7,906	268	Quincy, Ill.	4,221
53	Nashville	34,914	122	Duluth-Superior, Minn.-Wis.	13,903	195	Muncie	7,826	269	Pittsfield (Official S.M.S.A.)	4,183
54	Grand Rapids	33,263	123	Pensacola	13,777		Provo-Orem, Utah	7,811		Pittsfield (county basis)	7,734
55	Norfolk-Portsmouth	32,389	124	Augusta, Ga.-S. C.	13,680	196	Racine	7,643	270	San Angelo	4,054
56	Gary-Hammond-East Chicago, Ind.**	32,273	125	Austin	13,607	197	St. Joseph, Mo.	7,576	271	La Crosse	3,799
57	Syracuse	31,913	126	Corpus Christi	13,581	198	Gastonia, N. C.	7,502	272	Elmira	3,564
58	Oklahoma City	31,834	127	Lakeland, Fla.	13,551	199	Decatur	7,443	273	Sherman-Denison, Tex.	3,531
59	Honolulu	31,234	128	Saginaw	13,418	200	Portland, Maine (Official S.M.S.A.)	7,407	274	Lawton	3,459
60	Omaha, Neb.-Iowa	30,593	129	Topeka	13,350	201	Portland, Maine (county basis)	8,750	275	Pine Bluff, Ark.	3,367
61	Wilmington, Del.-N. J.-Md.	30,548	130	Stamford (Official S.M.S.A.)	13,317	202	McAllen-Pharr-Edinburg, Texas	7,388	276	Athens, Ga.	3,161
62	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	30,540	131	Lorain-Elyria	13,218	203	Rochester, Minn.	7,312	277	Meridian, Miss.	3,158
	Springfield-Chicopee-Holyoke (county basis)	31,916	132	Salem, Ore.	13,205	204	Lynchburg	7,282	278	Roswell, N. M.	3,144
63	Albany-Schenectady-Troy	30,446	133	Amarillo	12,869	205	Oshkosh	7,240	279	Greenville, Miss.	2,893
64	Fresno	29,819	134	Newport News-Hampton	12,802	206	Fall River (Official S.M.S.A.)	7,147	280	Meriden, Conn. (Official S.M.S.A.)	2,697
65	Tucson	29,312	135	Columbia, S. C.	12,658	207	Huntsville	7,123	281	Lewiston-Auburn (Official S.M.S.A.)	2,485
66	Greensboro-Winston-Salem-High Point, N. C.	28,542	136	Erie	12,658	208	Abilene	7,109	282	Lewiston-Auburn (county basis)	2,794
67	Bridgeport (Official S.M.S.A.)	27,069	137	Bristol-Johnson City-Kingsport, Tenn.-Va.	12,380	209	Tyler	7,098		Salina, Kans.	2,274
	Bridgeport-Stamford-Norwalk (county basis)	50,379	138	Lawrence-Haverhill (Official S.M.S.A.)	12,341	210	Janesville, Wis.	7,093		Total Metro Areas	8,880,584
			139	Eugene, Ore.	12,010	211	Norfolk, La.	7,079		*New York-Northeastern N. J. Consolidated Area	775,503
			140	Kalamazoo	11,917	212	Sioux City, Iowa-Neb.	7,004		**Chicago, Ill.-Northwestern Ind. Consolidated Area	560,895
			141	Vallejo-Napa, Calif.	11,856	213	Bay City	6,956			
						214	Norwalk (Official S.M.S.A.)	6,941			

U. S. TOTAL DRUG STORE SALES — \$11,540,877(000)

Metro Area General Merchandise Store Sales, Rank ■ METRO DATA

January 1, 1968 to January 1, 1969

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)
1	New York* 3,544,014	68	Fort Lauderdale-Hollywood 126,922	139	Champaign-Urbana 52,109	212	Sloux Falls, S. D. 29,814
2	Los Angeles-Long Beach 2,280,485	69	Davenport-Rock Island-Moline, Iowa-III. 125,466	140	Lubbock 51,875	213	Elkhart, Ind. 29,709
3	Chicago** 2,211,457	70	Knoxville 124,000	141	Lexington 51,846	214	Fargo-Moorhead, N. D.-Minn. 29,207
4	Detroit 1,487,036	71	Peoria 118,119	142	New London-Groton-Norwich (Official S.M.S.A.) 51,032	215	St. Joseph, Mo. 29,199
5	Philadelphia, Pa.-N. J. 1,300,761	72	Des Moines 113,695		New London-Groton-Norwich (county basis) 51,681	216	Bloomington-Normal, Ill. 29,133
6	Boston (Official S.M.S.A.) 929,066	73	Wichita 113,554	143	Ann Arbor 50,763	217	Lake Charles 29,117
	Boston-Lawrence-Haverhill-Lowell (county basis) 1,020,762	74	Orlando 112,516	144	Racine 50,650	218	Jamestown, N. Y. 28,054
7	San Francisco-Oakland 924,759	75	Charlotte 112,493	145	Sioux City, Iowa-Neb. 50,258	219	Vineland-Millville-Bridgeton, N. J. 27,753
8	Washington, D. C.-Md.-Va. 879,389	76	Lansing 109,731	146	Raleigh 50,078	220	Texarkana, Tex.-Ark. 27,523
9	Cleveland 856,059	77	Salt Lake City 108,803	147	Poughkeepsie, N. Y. 49,945	221	Kokomo 27,143
10	Pittsburgh 781,233	78	El Paso 102,825	148	Kalamazoo 49,939	222	Alexandria, La. 26,591
11	St. Louis, Mo.-Ill. 764,566	79	Tacoma 102,455	149	Huntsville 49,704	223	Lynchburg 26,468
12	Minneapolis-St. Paul 645,203	80	Jersey City, N. J.* 99,269	150	Wheeling, W. Va.-Ohio 48,319	224	Ogden 26,406
13	Baltimore 558,584	81	Fresno 97,172	151	Green Bay 48,312	225	Joplin, Mo. 26,120
14	Newark, N. J.* 504,586	82	Spokane 95,731	152	Pensacola 47,626	226	Rochester, Minn. 26,102
15	Atlanta 493,522	83	Baton Rouge 95,722	153	Stockton 47,174	227	Boise City, Idaho 25,711
16	Milwaukee 475,450	84	Trenton 93,126	154	Salem, Ore. 46,942	228	Williamsport, Pa. 25,498
17	Houston 457,972	85	South Bend 92,760	155	Savannah 46,494	229	Anchorage, Alaska 25,404
18	Paterson-Clifton-Passaic, N. J.* 405,560	86	Fort Wayne 92,686	156	Topeka 46,230	230	Wilmington, N. C. 25,079
19	Seattle-Everett, Wash. 404,932	87	Bridgeport (Official S.M.S.A.) 91,390	157	Lafayette-West Lafayette, Ind. 46,101	231	Gastonia, N. C. 25,047
20	Buffalo 403,458		Bridgeport-Stamford-Norwalk (county basis) 171,243	158	Asheville 45,959	232	Wichita Falls, Texas 24,846
21	Miami 401,119	89	Newport News-Hampton 90,318	159	Vallejo-Napa, Calif. 45,862	233	Quincy, Ill. 24,763
22	Cincinnati, Ohio-Ky.-Ind. 400,488	90	Little Rock-North Little Rock 85,507	160	Lawrence-Haverhill (Official S.M.S.A.) 45,558	234	Danville, Va. 24,467
23	Kansas City, Mo.-Kans. 396,548	91	Utica-Rome 85,345	161	Santa Barbara 44,573	235	Tyler 24,255
24	Dallas 395,382	92	Reading 85,172	162	Modesto, Calif. 44,193	236	Lafayette, La. 24,223
	Anaheim-Santa Ana-Garden Grove, Calif. 394,181	93	Wilkes-Barre-Hazleton 83,809	163	Jackson, Miss. 43,621	237	Petersburg, S. C. 23,483
26	Indianapolis 367,846	94	Chattanooga, Tenn.-Ga. 82,389	164	Waco 43,295	238	Anderson, Va. 23,397
27	San Diego 364,193	95	Columbia, S. C. 82,351	165	Springfield, Mo. 43,035	239	New Britain (Official S.M.S.A.) 23,102
28	San Jose 332,029	96	Madison 82,005	166	Salinas-Monterey, Calif. 42,298	240	Brownsville-Harlingen-San Benito, Texas 22,930
29	Columbus, Ohio 326,443	97	Lancaster 81,826	167	Decatur 42,274	241	New Castle 22,480
30	Portland, Ore.-Wash. 316,583	98	Charleston, W. Va. 80,311	168	Bangor, Me. (county basis) 41,965	242	Richmond, Ind. 22,443
31	Denver 306,326	99	Charleston, S. C. 80,076	169	Appleton 41,959	243	Norwalk (Official S.M.S.A.) 22,384
32	Tampa-St. Petersburg 304,516	100	Greenville, S. C. 79,984	170	Eugene, Ore. 41,199	244	Fall River (Official S.M.S.A.) 22,379
33	New Orleans 284,622	101	West Palm Beach 79,358	171	Manchester (Official S.M.S.A.) 40,834	245	Great Falls 22,376
34	Dayton 279,007	102	Worcester (Official S.M.S.A.) 77,634		Manchester (county basis) 40,662	246	Tallahassee 21,197
35	Hartford (Official S.M.S.A.) 260,313		Worcester-Fitchburg-Leominster (county basis) 117,595	172	Lowell (Official S.M.S.A.) 40,426	247	Galveston, Fla. 20,794
	Hartford-New Britain-Bristol (county basis) 293,921	103	York, Pa. 77,054	173	Bay City 39,223	248	Owensboro 20,638
36	Fort Worth 258,906	104	Rockford 76,278	174	Brockton (Official S.M.S.A.) 39,223	249	Tuscaloosa, Ala. 20,489
37	San Bernardino-Riverside-Ontario 258,649	105	Canton 75,681	175	Brockton (county basis) 39,159	250	Albany, Ga. 20,397
38	Providence-Pawtucket-Warwick (Official S.M.S.A.) 250,070	106	New Haven (Official S.M.S.A.) 75,264	176	Jackson, Mich. 39,568	251	Gadsden 20,240
	Providence-Pawtucket-Warwick (county basis) 230,825		New Haven-Waterbury-Meriden (county basis) 153,689	177	Fayetteville, N. C. 39,133	252	Kenosha 20,238
39	Rochester, N. Y. 248,535	107	Lincoln 73,933	178	Monroe, La. 38,754	253	McAllen-Pharr-Edinburg, Texas 20,186
40	Memphis, Tenn.-Ark. 248,054	108	Bakersfield 71,314	179	Atlantic City, N. J. 38,080	254	Meridian, Miss. 20,047
41	Louisville, Ky.-Ind. 244,880	109	Augusta, Ga.-S. C. 71,190	180	Staubenville-Weirton, Ohio-W. Va. 37,584	255	Lawton 19,658
42	Akron 237,221	110	Binghamton, N. Y.-Pa. 70,999	181	Sarasota, Fla. 37,526	256	Newark, Ohio 19,640
43	Phoenix 226,307	111	Huntington-Ashland, W. Va.-Ky.-Ohio 70,715	182	Amarillo 37,197	257	Charlottesville, Va. 19,585
44	Sacramento 222,732	112	Scranton 69,762	183	Altoona 36,658	258	Fitchburg-Leominster (Official S.M.S.A.) 19,373
45	Toledo, Ohio-Mich. 220,746	113	Bristol-Johnson City-Kingsport, Tenn.-Va. 69,318	184	Daytona Beach, Fla. 36,634	259	Provo-Orem, Utah 19,350
46	San Antonio 218,500	114	Austin 67,398	185	Battle Creek 36,628	260	Oshkosh 18,520
47	Allentown-Bethlehem-Easton, Pa.-N. J. 186,646	115	Tucson 67,387	186	Waterloo 36,494	261	Billings 18,520
48	Oklahoma City 185,751	116	Evansville, Ind.-Ky. 66,195	187	Elmira 36,113	262	San Angelo 17,803
49	Nashville 179,386	117	Cedar Rapids 65,799		New Bedford (Official S.M.S.A.) 35,934	263	Longview, Texas 17,437
50	Birmingham, Ala. 178,682	118	Shreveport 65,626		New Bedford-Fall River (county basis) 71,116	264	Odessa 17,092
51	Richmond, Va. 178,405	119	Lima 64,399	188	Durham 35,845	265	Lewiston-Auburn (Official S.M.S.A.) 16,815
52	Wilmington, Del.-N. J.-Md. 174,267	120	Johnstown, Pa. 63,987	189	Springfield, Ohio 35,468		Lewiston-Auburn (county basis) 16,726
53	Gary-Hammond-East Chicago, Ind.** 172,714	121	Albuquerque 63,306	190	Dubuque 35,299	266	Laredo 16,630
54	Albany-Schenectady-Troy 165,149	122	Beaumont-Port Arthur-Orange 62,229	191	Santa Rosa, Calif. 34,988	267	La Crosse 16,600
55	Youngstown-Warren 162,380	123	Montgomery 62,162	192	Colorado Springs 34,972	268	Athens, Ga. 16,344
56	Syracuse 161,308	124	Erie 61,886	193	Spokane 34,967	269	Pine Bluff, Ark. 16,294
57	Norfolk-Portsmouth 160,915	125	Saginaw 61,772	194	Lakeland, Fla. 34,772	270	Galveston-Texas City, Texas 16,137
58	New Brunswick-Perth Amboy, N. J. 159,485	126	Las Vegas 60,433	195	Mansfield 34,443	271	St. Cloud, Minn. 15,214
	Springfield-Chicopee-Holyoke (Official S.M.S.A.) 156,334	127	Oxnard-Ventura, Calif. 59,250	196	Fort Smith, Ark.-Okla. 34,327	272	Marion, Ind. 14,424
	Springfield-Chicopee-Holyoke (county basis) 159,079	128	Hamilton-Middletown, Ohio 58,104	197	Reno 34,067	273	Rapid City, S. D. 13,692
60	Omaha, Neb.-Iowa 149,775	129	Columbus, Ga.-Ala. 57,432	198	Waterbury (Official S.M.S.A.) 33,584	274	Columbia, Mo. 12,415
61	Honolulu 147,967	130	Duluth-Superior, Minn.-Wis. 57,104	199	Sheboygan 33,502	275	Roswell, N. M. 12,415
62	Flint 146,922	131	Roanoke 56,266	200	Muskegon 33,226	276	Cheyenne, Wyo. 11,744
63	Jacksonville, Fla. 144,564	132	Portland, Maine (Official S.M.S.A.) 55,927	201	Yakima 32,886	277	Greenville, Miss. 11,118
	Greensboro-Winston-Salem, High Point, N. C. 142,320		Portland, Maine (county basis) 62,828	202	Muncie 32,814	278	Midland, Texas 10,723
65	Grand Rapids 138,724	133	Corpus Christi 55,610	203	Biloxi-Gulfport 32,326	279	Pocatello, Idaho 10,692
66	Harrisburg 136,483	134	Stamford (Official S.M.S.A.) 55,103	204	Janesville, Wis. 32,121	280	Sherman-Denison, Tex. 9,722
67	Tulsa 132,678	135	Terre Haute 54,390	205	Danville, Ill. 31,856	281	Bloomington, Ind. 8,579
		136	Macon 54,266	206	Salina, Kans. 31,581	282	Meriden, Conn. (Official S.M.S.A.) 8,163
		137	Loraln-Elyria 53,293	207	Parkersburg, W. Va. 30,804		Total Metro Areas 41,551,408
		138	Springfield, Ill. 52,208	208	Pittsfield (Official S.M.S.A.) 30,645		*New York-Northeastern N. J. 4,763,068
				209	Pittsfield (county basis) 38,785		Consolidated Area 2,384,171
				210	Pueblo 30,332		**Chicago, Ill.-Northwestern Ind. 2,384,171
				211	Abilene 29,868		
					Anderson, Ind. 29,863		

U. S. TOTAL GENERAL MERCHANDISE STORE SALES—\$49,491,404(000)

Metro Area Automotive Store Sales, Rank

January 1, 1968 to January 1, 1969

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	Los Angeles-Long Beach	2,810,216	69	Charlotte	167,896	141	Montgomery	72,413	75	Lynchburg	39,082
2	New York*	2,264,738	70	Lansing	161,954	142	Evansville, Ind.-Ky.	71,277	216	Texarkana, Tex.-Ark.	39,034
3	Chicago**	2,176,092	71	Youngstown-Warren	154,325	143	Amarillo	70,682	217	Appleton	39,030
4	Detroit	1,748,822	72	Omaha, Neb.-Iowa	149,847	144	Waterbury (Official S.M.S.A.)	69,442	218	Muncie	39,028
5	Philadelphia, Pa.-N. J.	1,459,798	73	New Brunswick-Perth Amboy, N. J.	146,135	145	Lima	69,263	219	Lawton	38,740
6	San Francisco-Oakland	1,153,802	74	Honolulu	143,814	146	Savannah	68,586	220	Great Falls	38,644
7	Washington, D. C.-Md.-Va.	985,379	75	West Palm Beach	137,323	147	Hamilton-Middletown, Ohio	68,473	221	Anderson, S. C.	38,540
8	Boston (S.M.S.A.)	837,270	76	Albuquerque	131,428	148	Kalamazoo	68,453	222	Gastonia, N. C.	38,170
	Boston-Lawrence-Haverhill-Lowell (county basis)	964,987	77	Peoria	131,052	149	Fayetteville, N. C.	67,966	223	Sioux Falls, S. D.	38,113
9	Cleveland	742,137	78	Little Rock-North Little Rock	130,473	150	New London-Groton-Norwich (Official S.M.S.A.)	67,709	224	Janesville, Wis.	37,525
10	St. Louis, Mo.-Ill.	735,670	79	Bridgeport (Official S.M.S.A.)	129,931		New London-Groton-Norwich (county basis)	74,610	225	Galveston-Texas City, Texas	36,901
11	Pittsburgh	730,079		Bridgeport-Stamford-Norwalk (county basis)	286,928	151	Poughkeepsie, N. Y.	66,263	226	Sioux City, Iowa-Neb.	35,874
12	Dallas	665,351	80	Davenport-Rock Island-Moline, Iowa-Ill.	129,311	152	Scranton	65,623	227	Longview, Texas	35,488
13	Newark, N. J.*	643,287		81 Bakersfield	126,101	153	Salem, Ore.	65,482	228	Lafayette-West Lafayette, Ind.	35,410
14	Houston	641,514		82 Knoxville	121,280	154	Roanoke	65,080	229	Gainesville, Fla.	35,208
15	Atlanta	545,885		83 Chattanooga, Tenn.-Ga.	120,744	155	Daytona Beach, Fla.	64,904	230	Albany, Ga.	35,025
16	Miami	527,432		84 Tucson	119,776	156	Huntsville	62,547	231	Marion, Ind.	35,025
17	Baltimore	506,166		85 El Paso	119,225	157	Waco	62,244	232	Tallahassee	34,632
18	Minneapolis-St. Paul	466,614		86 Tacoma	117,960	158	Springfield, Mo.	62,218	233	Alexandria, La.	34,617
19	Paterson-Clifton-Passaic, N. J.*	464,209		87 Beaumont-Port Arthur-Orange	117,960	159	Terre Haute	61,830	234	Tyler	34,506
20	San Diego	464,209		88 Worcester (Official S.M.S.A.)	117,183	160	Lawrence-Haverhill (Official S.M.S.A.)	61,793	235	Williamsport, Pa.	34,325
21	Anaheim-Santa Ana-Garden Grove, Calif.	461,291		89 Worcester-Fitchburg-Leominster (county basis)	189,649	161	Portland, Maine (Official S.M.S.A.)	59,647	236	New Bedford (Official S.M.S.A.)	34,301
22	Kansas City, Mo.-Kans.	453,070					New Bedford-Fall River (county basis)	101,908			
23	Buffalo	450,374	89	Des Moines	114,573	162	Abilene	59,407	237	Richmond, Ind.	34,294
24	Milwaukee	441,578	90	Shreveport	113,765	163	Colorado Springs	59,363	238	Gadsden	34,269
25	San Bernardino-Riverside-Ontario	435,976	91	Jersey City, N. J.*	112,848	164	Springfield, Ohio	59,257	239	Danville, Ill.	33,695
26	Seattle-Everett, Wash.	435,572	92	Canton	111,628	165	Wichita Falls, Texas	58,995	240	Tuscaloosa, Ala.	33,615
27	Denver	410,509	93	Oxnard-Ventura, Calif.	111,245	166	Norwalk (Official S.M.S.A.)	58,995	241	Elmira	33,186
28	Indianapolis	403,326	94	Baton Rouge	109,988	167	Lexington	58,291	242	Wilmington, N. C.	33,066
29	Cincinnati, Ohio-Ky.-Ind.	399,701	95	Santa Barbara	109,988	168	Battle Creek	57,942	243	New Castle	32,672
30	Portland, Ore.-Wash.	391,333	96	York, Pa.	108,989	169	Topeka	57,400	244	Sherman-Denison, Texas	32,662
31	San Jose	388,531	97	Columbia, S. C.	108,752	170	Decatur	56,610	245	Kokomo	31,519
32	Tampa-St. Petersburg	384,965	98	Mobile	108,162	171	Reno	55,231	246	Provo-Orem, Utah	30,956
33	Phoenix	359,871	99	Stockton	108,015	172	Durham	55,110	247	Fall River (Official S.M.S.A.)	30,944
34	Columbus, Ohio	325,212	100	Reading	107,869	173	Jackson, Mich.	55,057	248	Lewiston-Auburn (Official S.M.S.A.)	30,919
35	Rochester, N. Y.	316,803	101	Lancaster	107,869	174	Cedar Rapids	54,648		Lewiston-Auburn (county basis)	32,546
36	Fort Worth	311,203	102	Lancaster	107,014	175	Elkhart, Ind.	54,647	249	Joplin, Mo.	30,894
37	Memphis, Tenn.-Ark.	300,120	103	Utica-Rome	105,318	176	Yakima, Wash.	53,921	250	Bloomington-Normal, Ill.	30,039
38	New Orleans	295,234	104	Las Vegas	104,639	177	Muskegon-Muskegon Heights	53,712	251	Pittsfield (Official S.M.S.A.)	29,684
39	Sacramento	286,309	105	Trenton	103,995	178	Fargo-Moorhead, N. D.-Minn.	52,883		Pittsfield (county basis)	48,335
40	Dayton	286,309	106	Bristol-Johnson City-Kingsport, Tenn.-Va.	103,627	179	Springfield, Ill.	52,487	252	Midland, Texas	29,415
41	Louisville, Ky.-Ind.	276,447	107	Fort Wayne	100,942	180	Lincoln	52,381	253	Oshkosh	29,415
42	Providence-Pawtucket-Warwick (Official S.M.S.A.)	266,252	108	Spokane	99,855	181	Spartanburg	51,595	254	Rapid City, S. D.	28,607
	Providence-Pawtucket-Warwick (county basis)	236,685	109	Vallejo-Napa, Calif.	99,280	182	Champaign-Urbana	51,449	255	San Angelo	28,232
43	Birmingham, Ala.	264,022	110	Corpus Christi	99,106	183	Sarasota, Fla.	50,957	256	St. Cloud, Minn.	27,200
44	Oklahoma City	261,903	111	Rockford	98,295	184	Wheeling, W. Va.-Ohio	50,918	257	Fitchburg-Leominster (Official S.M.S.A.)	27,183
45	San Antonio	260,446	112	Binghamton, N. Y.-Pa.	94,966	185	Fort Smith, Ark.-Okla.	50,814	258	Brownsville-Harlingen-San Benito, Texas	26,936
46	Jacksonville, Fla.	253,237	113	Ann Arbor	94,616	186	Odessa	50,609	259	Meridian, Miss.	26,808
47	Akron	249,267	114	New Haven (Official S.M.S.A.)	93,746	187	Altoona	50,456	260	Roswell, N. M.	26,744
48	Hartford (Official S.M.S.A.)	240,567		New Haven-Waterbury-Meriden (county basis)	234,694	188	Jamestown, N. Y.	48,584	261	Parkersburg, W. Va.	26,579
	Hartford-New Britain-Bristol (county basis)	287,617	115	Jackson, Miss.	93,631	189	Pueblo	48,420	262	St. Joseph, Mo.	26,423
49	Fort Lauderdale-Hollywood	239,215	116	Greenville, S. C.	92,206	190	Brockton (Official S.M.S.A.)	48,106	263	Petersburg, Va.	26,191
50	Toledo, Ohio-Mich.	231,588	117	Wilkes-Barre-Hazleton	90,038		Brockton (county basis)	78,129	264	Athens, Ga.	26,133
51	Flint	220,428	118	Stamford (Official S.M.S.A.)	89,110	191	Monroe, La.	47,909	265	Danville, Va.	25,993
52	Syracuse	211,787	119	Austin	88,607	192	Bangor, Me. (county basis)	47,567	266	Quincy, Ill.	25,732
53	Albany-Schenectady-Troy	209,571	120	Erie	88,566	193	Lake Charles	47,425	267	Owensboro	25,287
54	Nashville	201,754	121	Augusta, Ga.-S. C.	88,499	194	Asheville	46,941	268	Kenosha	24,691
55	Greensboro-Winston-Salem-High Point, N. C.	199,302	122	Huntington-Ashland, W. Va.-Ky.-Ohio	87,984	195	Atlantic City, N. J.	46,843	269	Bloomington, Ind.	24,213
56	Wichita	191,565	123	Charleston, W. Va.	87,969	196	Waterloo	45,746	270	Pine Bluff, Ark.	23,933
57	Grand Rapids	189,771	124	Lorain-Elyria	87,591	197	Anderson, Ind.	44,400	271	Rochester, Minn.	23,699
58	Salt Lake City	188,808	125	Eugene, Ore.	86,232	198	Green Bay	44,367	272	Greenville, Miss.	23,541
59	Richmond, Va.	182,761	126	Pensacola	85,858	199	New Britain (Official S.M.S.A.)	44,148	273	Salina, Kans.	22,703
60	Wilmington, Del.-N. J.-Md.	182,533	127	Johnstown, Pa.	85,086	200	Boise City, Idaho	44,070	274	La Crosse	22,614
61	Norfolk-Portsmouth	181,895	128	Columbus, Ga.-Ala.	84,964	201	Biloxi-Gulfport	43,480	275	Columbia, Mo.	22,543
62	Harrisburg	178,343	129	Madison	83,122	202	Anchorage, Alaska	43,310	276	Dubuque	22,394
63	Tulsa	172,728	130	Newport News-Hampton	82,070	203	Newark, Ohio	43,158	277	Cheyenne, Wyo.	21,936
64	Allentown-Bethlehem-Easton, Pa.-N. J.	171,432	131	Salinas-Monterey, Calif.	81,994	204	Mansfield	42,495	278	Sheboygan	20,858
65	Fresno	171,190	132	Modesto, Calif.	81,730	205	Bay City	41,306	279	Pocatello, Idaho	19,973
66	Gary-Hammond-E. Chicago, Ind.**	171,154	133	Lubbock	81,554	206	Racine	41,254	280	Charlottesville, Va.	19,444
67	Orlando	170,596	134	Macon	80,824	207	Vineyard-Millville-Bridgeton, N. J.	41,186	281	Meriden, Conn. (Official S.M.S.A.)	17,867
68	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	170,101	135	Lakeland, Fla.	79,361	208	Billings	41,128	282	Laredo	12,403
	Springfield-Chicopee-Holyoke (county basis)	178,699	136	Duluth-Superior, Minn.-Wis.	76,611	209	McAllen-Pharr-Edinburg, Texas	40,847		Total Metro Areas	47,747,471
			137	Raleigh	74,563	210	Manchester (Official S.M.S.A.)	40,745		*New York-Northeastern N. J.	3,685,991
			138	Charleston, S. C.	73,747		Manchester (county basis)	68,894		**Chicago, Ill.-Northwestern Ind.	2,347,246
			139	Santa Rosa, Calif.	73,121	211	Steubenville-Weirton, Ohio-W. Va.	40,433		Consolidated Area	
			140	Saginaw	73,082	212	Ogden	40,013			
						213	Lowell (Official S.M.S.A.)	39,830			
						214	Lafayette, La.	39,365			

U. S. TOTAL AUTOMOTIVE STORE SALES — \$65,317,217(000)

Metro Area Passenger Cars, Rank

January 1, 1969

Rank	City/State	Passenger Cars	Rank	City/State	Passenger Cars	Rank	City/State	Passenger Cars	Rank	City/State	Passenger Cars
1	Los Angeles-Long Beach	3,809,510	73	Harrisburg	177,940	88,110	Bay City	47,790			
2	New York*	3,042,790	74	Knoxville	174,930	85,430	Odessa	47,690			
3	Chicago**	2,536,750	75	Canton	170,550	84,780	217 New Britain (Official S.M.S.A.)	47,170			
4	Detroit	1,791,180	76	Tacoma	169,020	83,270	219 Gadsden	46,970			
5	Philadelphia, Pa.-N. J.	1,703,730	77	Davenport-Rock Island-Moline, Iowa-Ill.	168,190	82,980	220 Danville, Va.	46,060			
6	San Francisco-Oakland	1,571,480	82	Mobile	154,740	82,920	221 Alexandria, La.	46,040			
7	St. Louis, Mo.-Ill.	965,310	78	Oxnard-Ventura, Calif.	166,370	81,130	222 Lynchburg	45,210			
8	Washington, D. C.-Md.-Va.	960,690	79	Bakersfield	165,270	80,970	222 Anderson, S. C.	45,210			
9	Pittsburgh	942,800	80	West Palm Beach	162,890	80,720	224 Brockton (Official S.M.S.A.)	45,200			
10	Cleveland	927,780	81	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	156,100	79,380	224 Brockton (county basis)	115,640			
11	Newark, N. J.*	847,230	83	York, Pa.	151,640	77,120	225 Fall River (Official S.M.S.A.)	45,180			
12	Boston (Official S.M.S.A.)	828,170	84	Lansing	151,530	76,640	226 Monroe, La.	45,100			
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,215,290	85	Tucson	150,690	74,090	227 Kenosha	45,020			
13	Houston	817,650	86	Peoria	149,830	73,770	228 Texarkana, Tex.-Ark.	43,360			
14	Minneapolis-St. Paul	768,780	87	Stockton	144,650	72,970	229 Joplin, Mo. (county basis)	42,880			
15	Baltimore	725,050	88	Wilkes-Barre-Hazleton	143,490	72,630	230 Bangor, Me. (county basis)	42,790			
16	Anaheim-Santa Ana-Garden Grove, Calif.	688,680	89	Beaumont-Port Arthur-Orange	142,610	72,410	231 Sioux Falls, S. D.	42,480			
17	Dallas	685,240	90	Bristol-Johnson City-Kingsport, Tenn.-Va.	140,950	72,380	232 Bloomington-Normal, Ill.	42,200			
18	Seattle-Everett, Wash.	638,320	91	Santa Barbara	138,190	72,300	233 Tyler	42,140			
19	Paterson-Clifton-Passaic, N. J.*	622,500	92	Des Moines	136,800	71,000	234 Lafayette-West Lafayette, Ind.	42,080			
20	San Diego	609,870	93	El Paso	136,100	70,630	235 Danville, Ill.	41,860			
21	Kansas City, Mo.-Kans.	608,050	94	Lancaster	135,360	70,570	236 St. Joseph, Mo.	41,740			
22	Atlanta	596,800	95	Albuquerque	132,450	69,280	237 Gainesville, Fla.	41,690			
23	Cincinnati, Ohio-Ky.-Ind.	592,170	96	Greenville, S. C.	131,530	69,090	238 Lowell (Official S.M.S.A.)	41,680			
24	Miami	582,120	97	Trenton	131,660	68,850	239 Tuscaloosa, Ala.	41,370			
25	Denver	558,300	98	Reading	131,060	66,530	240 Wilmington, N. C.	41,310			
26	San Bernardino-Riverside-Ontario	545,700	99	Spokane	129,980	66,360	241 Billings	41,170			
27	Milwaukee	532,840	100	New Haven (Official S.M.S.A.)	129,950	66,280	242 Norwalk (Official S.M.S.A.)	40,510			
28	San Jose	516,950		New Haven-Waterbury-Meriden (county basis)	380,000	65,230	243 Elmira	39,130			
29	Portland, Ore.-Wash.	505,580	101	Chattanooga, Tenn.-Ga.	129,150	65,030	244 Great Falls	37,780			
30	Tampa-St. Petersburg	481,340	102	Rockford	124,380	65,010	245 Sherman-Denison, Tex.	37,700			
31	Buffalo	476,830	103	Utica-Rome	123,490	64,440	246 Longview, Texas	37,620			
32	Indianapolis	471,320	104	Las Vegas	123,330	63,630	247 Lawton	37,500			
33	Phoenix	419,950	105	South Bend	122,900	63,420	248 Kokomo	37,470			
34	Sacramento	403,930	106	Shreveport	121,910	63,180	249 Sheboygan	37,290			
35	New Orleans	402,920	107	Vallejo-Napa, Calif.	121,760	63,010	250 Manchester (Official S.M.S.A.)	36,920			
36	Dayton	402,260	108	Fort Wayne	120,290	62,750	Manchester (county basis)	82,910			
37	Columbus, Ohio	397,060	109	Columbia, S. C.	119,710	61,760	251 Marion, Ind.	36,510			
38	Louisville, Ky.-Ind.	362,240	110	Binghamton, N. Y.-Pa.	119,270	61,730	252 Owensboro	36,130			
39	Fort Worth	344,660	111	Corpus Christi	118,560	61,220	253 Midland, Texas	35,880			
40	Rochester, N. Y.	332,070	112	Erie	116,720	61,200	254 St. Cloud, Minn.	35,070			
41	San Antonio	327,390	113	Lorain-Elyria	114,870	60,930	255 Richmond, Ind.	35,060			
42	Birmingham, Ala.	322,810	114	Johnstown, Pa.	114,800	60,760	256 Rochester, Minn.	34,750			
43	Akron	310,020	115	Salinas-Monterey, Calif.	114,100	60,250	257 Parkersburg, W. Va.	34,330			
44	Toledo, Ohio-Mich.	306,780	116	Duluth-Superior, Minn.-Wis.	112,500	59,700	258 Dubuque	34,080			
45	Oklahoma City	305,080	117	Eugene, Ore.	111,580	59,540	259 Lafayette, La.	34,000			
46	Fort Lauderdale-Hollywood	295,150	118	Austin	110,960	59,020	260 San Angelo	33,120			
47	Providence-Pawtucket-Warwick (Official S.M.S.A.)	286,940	119	Bridgeport (Official S.M.S.A.)	110,760	58,960	261 Albany, Ga.	32,360			
	Providence-Pawtucket-Warwick (county basis)	332,650		Bridgeport-Stamford-Norwalk (county basis)	389,270	58,670	262 Pine Bluff, Ark.	32,240			
48	Albany-Schenectady-Troy	283,860	120	Jackson, Miss.	110,470	96,380	263 Quincy, Ill.	31,490			
49	Greensboro-Winston-Salem-High Point, N. C.	275,450	121	Madison	107,200	96,380	264 Columbia, Mo.	30,580			
50	Memphis, Tenn.-Ark.	264,000	122	Huntsville	106,380	96,380	265 La Crosse	30,280			
51	Salt Lake City	247,620	123	Lakeland, Fla.	106,180	96,380	266 Bloomington, Ind.	29,640			
52	Youngstown-Warren	247,340	124	Evansville, Ind.-Ky.	105,100	96,380	267 Tallahassee	29,230			
53	Gary-Hammond-East Chicago, Ind.**	246,030	125	Raleigh	104,900	96,380	268 Meridian, Miss.	29,080			
54	Honolulu	244,930	126	Pensacola	104,500	96,380	269 Cheyenne, Wyo.	28,030			
55	Allentown-Bethlehem-Easton, Pa.-N. J.	243,000	127	Huntington-Ashland, W. Va.-Ky.-Ohio	104,500	96,380	270 Pocatello, Idaho	27,360			
56	Jacksonville, Fla.	234,730	128	Worcester (Official S.M.S.A.)	103,990	96,380	271 Rapid City, S. D.	26,840			
57	Norfolk-Portsmouth	233,870	129	Charleston, S. C.	103,910	96,380	272 Lewiston-Auburn (Official S.M.S.A.)	26,600			
58	Syracuse	230,670	130	Little Rock-North Little Rock	103,630	96,380	Lewiston-Auburn (county basis)	34,950			
59	Tulsa	230,440	131	Santa Rosa, Calif.	103,230	96,380	273 Laredo	25,420			
60	Grand Rapids	229,870	132	Hamilton-Middletown, Ohio	100,510	96,380	274 Roswell, N. M.	25,090			
61	Jersey City, N. J.*	228,430	133	Modesto, Calif.	99,510	96,380	275 Petersburg, Va.	24,760			
62	Nashville	228,140	134	Augusta, Ga.-S. C.	99,510	96,380	276 Meriden, Conn. (Official S.M.S.A.)	24,660			
63	Fresno	210,560	135	Baton Rouge	98,260	96,380	277 Greenville, Miss.	24,210			
64	Wilmington, Del.-N. J.-Md.	208,120	136	Charleston, W. Va.	98,160	96,380	278 Pittsfield (Official S.M.S.A.)	23,940			
65	New Brunswick-Perth Amboy, N. J.	207,480	137	Columbus, Ga.-Ala.	97,830	96,380	Pittsfield (county basis)	61,760			
66	Omaha, Neb.-Iowa	206,790	138	Newport News-Hampton	96,670	96,380	279 Charlottesville, Va.	23,430			
67	Flint	204,680	139	Salem, Ore.	93,400	96,380	280 Salina, Kans.	22,070			
68	Orlando	204,020	140	Scranton	90,880	96,380	281 Athens, Ga.	21,600			
69	Wichita	197,970	141	Ann Arbor	89,510	96,380	282 Fitchburg-Leominster (Official S.M.S.A.)	16,120			
70	Richmond, Va.	194,930	142	Colorado Springs	89,190	96,380	Total Metro Areas	58,685,770			
71	Charlotte	180,140					*New York-Northeastern N.J. Consolidated Area	5,015,110			
72	Hartford (Official S.M.S.A.)	179,530					**Chicago, Ill.-Northwestern Ind. Consolidated Area	2,782,780			
	Hartford-New Britain-Bristol (county basis)	358,420									

U. S. TOTAL PASSENGER CARS — 83,900,370

Radio Stations in Metro Statistical Areas—Continued

Green Bay, Wis.

*WBAY, Green Bay
*WDUZ, Green Bay
*WNFL, Green Bay

Greensboro, Winston-Salem, High Point, N.C.

*WAAA, Winston-Salem
*WATR, Winston-Salem
*WBIG, Winston-Salem
*WCOG, Greensboro
*WEAL, Greensboro
*WFCM, Winston-Salem
*WGBG, Greensboro
*WGPL (FM), Winston-Salem
*WWE, Asheboro
*WHPE, High Point
*WKBE, Winston-Salem
*WMDK (FM), Greensboro
*WMPR, High Point
*WNOS, High Point
*WPGC, Greensboro
*WQMG (FM), Greensboro

*WSJS, Winston-Salem

*WTOB, Winston-Salem
*WYDK, Yadkinville

Greenville, Miss.

*WDDT, Greenville
*WDSL, Leland
*WDSM (FM), Greenville
*WGM, Greenville
*WJPR, Greenville

Greenville, S. C.

*WBBR, Travelers Rest
*WCKI, Greer
*WEAB, Greer
*WELP, Easley
*WESC, Greenville
*WFBC, Greenville
*WFIS, Fountain Inn
*WHYZ, Greenville
*WKPK, Pickens
*WMBR, Greenville
*WMUQ, Greenville
*WQOK, Greenville

Hamilton-Middle-town, Ohio

*WCNW, Fairfield
*WVHO (FM), Hamilton
*WMOH, Hamilton
*WPFM, Middletown
*WOXR (FM), Oxford

Harrisburg, Pa.

*WCMR, Harrisburg
*WFEC, Harrisburg
*WHF, Harrisburg
*WHF, Carlisle
*WKBO, Harrisburg
*WHYL, Carlisle
*WSFM (FM), Harrisburg
*WSHP, Shippensburg

Hartford, Conn.

*WBMT (FM), Hartford-Meriden
*WCCC, Hartford
*WDRG, Hartford
*WEHV, Windsor
*WEST, West Hartford
*WHCN (FM), Hartford
*WINE, Manchester
*WLAE (FM), Hartford
*WPOP, Hartford
*WTRC, Hartford

Honolulu, Hawaii

*KAHU, Waipahu
*KAIM, Honolulu
*KCGN, Honolulu
*KFOA (FM), Honolulu
*KGM, Honolulu
*KGU, Honolulu
*KHVH, Honolulu
*KIKI, Honolulu
*KKAU, Honolulu
*KLEI, Kailua
*KNDI, Honolulu
*KOH, Honolulu
*KORL, Honolulu
*KPOI, Honolulu
*KTRG, Honolulu
*KUMU, Honolulu
*KZOO, Honolulu

Houston, Tex.

*KBNO (FM), Houston
*KBRZ, Freeport
*KCOH, Houston
*KENR, Houston
*KILT, Houston
*KPRD, Rosenberg-Richmond
*KIKK, Pasadena
*KPXE, Liberty
*KLEF (FM), Houston
*KLJT (FM), Lake Jackson
*KLVJ, Pasadena
*KMCC, Conroe
*KMSC (FM), Clear Lake City
*KNRO (FM), Conroe
*KNUZ, Houston
*KODA, Houston
*KPRC, Houston
*KQIT (FM), Houston
*KRBE (FM), Houston
*KTHH, Houston
*KTRH, Houston
*KVLB, Cleveland
*KWBA, Baytown
*KXKY, Houston
*KYOK, Houston

Huntington, W. Va.—

Ashland, Ky.
*WCMI, Ashland, Ky.
*WIRO, Ironton, Ohio

*WKEE, Huntington, W. Va.
*WSAZ, Huntington, W. Va.

*WTCR, Ashland, Ky.
*WVQM (FM), Huntington, W. Va.

*WVHY, Huntington, W. Va.

Huntsville, Ala.
*WAAV, Huntsville
*WAHR (FM), Huntsville

*WBHP, Huntsville
*WDFX, Huntsville

*WJMW, Athens
*WJOF (FM), Athens
*WKAC, Athens

*WNDA (FM), Huntsville
*WVOV, Huntsville

Indianapolis, Ind.

*WATI, Indianapolis
*WBRI, Indianapolis
*WCFR, Martinsville
*WFBM, Indianapolis
*WFMS (FM), Indianapolis

*WGEE, Indianapolis
*WIBC, Indianapolis
*WIFE, Indianapolis

*WJFN (FM), Franklin
*WJRE, Indianapolis
*WJMK (FM), Plainfield

*WNAP (FM), Indianapolis
*WNON (FM), Lebanon
*WSMJ (FM), Greensburg

*WTVR, Indianapolis
*WVJK (FM), Plainfield

*WVSL, Shelbyville
*WTLG (FM), Indianapolis

*WXLW, Indianapolis
*WYOK, Greenville

Jackson, Mich.

*WBBC (FM), Jackson
*WIBM, Jackson
*WJCO, Jackson

*WKHM, Jackson

Jackson, Miss.

*WDX, Jackson
*WJMI (FM), Jackson
*WJNK, Jackson

*WJXN, Jackson
*WOKJ, Jackson
*WYRC, Jackson

*WRLN, Brandon
*WSLI, Jackson
*WVHO (FM), Jackson

*WVUN, Jackson

Jacksonville, Fla.

*WAVE, Jacksonville
*WAGB (FM), Jacksonville

*WHLA (FM), Jacksonville
*WBIX, Jacksonville Beach

*WDCI, Arlington
*WVYX, Jacksonville
*WVAX, Jacksonville

*WTKX, Atlantic Beach
*WRTZ (FM), Jacksonville

*WMBR, Jacksonville
*WORS, Jacksonville
*WPDQ, Jacksonville

*WVHC, Jacksonville
*WVHC, Jacksonville
*WZOK, Jacksonville

Jamestown, N. Y.

*WDOE, Dunkirk
*WBUZ, Randolph

*WJTN, Jamestown
*WKSJ, Jamestown

Janesville, Wis.

*WGEZ, Beloit
*WCLD, Janesville

Johnstown, Pa.

*WARD, Johnstown
*WCRD, Johnstown
*WEND, Ebensburg

*WJAC, Johnstown
*WNCB, Barnesboro
*WVGC, Somerset

*WVBR, Windber
*WVWL, Portage
*WWSF, Loretto

Joplin, Mo.

*KDMO, Carthage
*KFBS, Joplin
*KRAM, Pittsburg, Kans.

*KODE, Joplin
*KQYX, Joplin
*KSYN (FM), Joplin

Kalamazoo, Mich.

*WVMI, Kalamazoo
*WVPR, Kalamazoo
*WKZO, Kalamazoo
*WTPS, Portage
*WYYY, Kalamazoo

KCMO, Kansas City, Mo.

*KFUM (FM), Kansas City, Mo.
*KMBR (FM), Kansas City, Mo.

*KMBZ, Kansas City, Mo.
*KPRS, Kansas City, Mo.

*KUHL, Fairway, Kans.
*KWKI (FM), Kansas City, Mo.

*KXTR (FM), Kansas City, Mo.
*WDAF, Kansas City, Mo.

*WHB, Kansas City, Mo.

Kenosha, Wis.

*WAXO (FM), Kenosha
*WLPF, Kenosha

Kingsport-Bristol-Johnson City, Tenn.

*WVBI, Abingdon, Va.
*WBEE, Elizabethton, Tenn.

*WVBY, Bristol, Va.
*WVBT, Johnson City, Tenn.

*WVFG, Bristol, Va.
*WGOC, Kingsport, Tenn.

*WVOD, Elizabethton, Tenn.
*WJCV, Johnson City, Tenn.

*WJSO, Jonesboro, Tenn.
*WKIN, Kingsport, Tenn.

*WVFP, Kingsport, Tenn.
*WKYE, Bristol, Va.

*WVPI, Bristol, Va.

Knoxville, Tenn.

*WATE, Knoxville
*WATO, Oak Ridge

*WBIR, Knoxville
*WEAG, Alcoa
*WEAK (FM), Knoxville

*WVAP, Maryville
*WVIV, Knoxville
*WJBE, Knoxville

*WVGN, Knoxville
*WVCK, Knoxville
*WVFX, Knoxville

*WVON, Knoxville
*WSKT, Colonial Village
*WYSH, Clinton

Kokomo, Ind.

*WIOU, Kokomo
*WVVI (FM), Kokomo

La Crosse, Wis.

*WRBH, La Crosse
*WRTY, La Crosse
*WLCX, La Crosse

*WVLA (FM), La Crosse
*Lafayette, Ind.
*WASK, Lafayette

*WVAX, Lafayette
*KPEL, Lafayette
*KSMB (FM), Lafayette

*KVOL, Lafayette
*EKXX, Lafayette

Lake Charles, La.

*KAOK, Lake Charles
*KIKS, Sulphur

*KLOU, Lake Charles
*KPLC, Lake Charles

Lakeland, Fla.

*WVBR, Bayview
*WGTG, Cypress Gardens

*WHAN, Haines City
*WINT, Winter Haven

*WVPC, Lake Wales
*WVAK, Lakeland
*WVON, Lakeland

*WSIR, Winter Haven
*WTVB, Auburndale
*WVFM (FM), Lakeland

*WVAB, Lakeland
*WVCL (FM), Winter Haven

Lancaster, Pa.

*WCOY, Columbia
*WDAC (FM), Lancaster

*WEPN, Elizabethtown
*WVGL, Lancaster

*WVBE, Ephrata
*WLAN, Lancaster

Lansing, Mich.

*WCEB, Charlotte
*WLS, Lansing
*WTL, Lansing

*WJIM, Lansing
*WVBJ, St. Johns
*WSWM (FM), East Lansing

Laredo, Tex.

*KQNS, Laredo
*KVOZ, Laredo

KRGV (FM), Las Vegas

*KTOO, Henderson
*KULA (FM), Las Vegas

*KVEG, Las Vegas

Lawrence-Haverhill, Mass.

*WCCM, Lawrence
*WHAU, Haverhill

*WLLH, Lawrence

Lawton, Okla.

*KCCO, Lawton
*KLAU (FM), Lawton

*KSWO, Lawton

Lewiston-Auburn, Me.

*WCOU, Lewiston
*WVAM, Lewiston

*WVNO, Auburn

Lexington, Ky.

*WBLG, Lexington
*WVAP, Lexington

*WVEX (FM), Lexington
*WVLE, Lexington

Lima, Ohio

*WCFE, Lima
*WVBE, Van Wert

*WVMA, Lima

Lincoln, Neb.

*KCCO, Lincoln
*KFMQ (FM), Lincoln

*KFOR, Lincoln
*KLIN, Lincoln

*KLM, Lincoln
*KVVH (FM), Lincoln

Little Rock-North Little Rock, Ark.

*KAAV, Little Rock
*KALO, Little Rock

*KARK, Little Rock
*KBBB, Benton

*KDXE, North Little Rock
*KROK, Benton

*WVBT, Little Rock
*KMMK (FM), Little Rock

*KMYO, Little Rock
*KOKY, Little Rock

*KXLR, North Little Rock

Longview, Tex.

*KFRD, Longview
*KLUZ, Longview

*KOLA, Kilgore

Lorain-Elyria, Ohio

*WBEA (FM), Elyria
*WEOL, Elyria

Los Angeles-Long Beach, Calif.

*KABC, Los Angeles
*KALI, San Gabriel

*KAVL, Lancaster
*KBBI (FM), Los Angeles

*KBBQ, Burbank
*KBCA (FM), Los Angeles

*KBIG (FM), Los Angeles
*KBOB (FM), West Covina

*KRVN, Lancaster
*KCEB (FM), Los Angeles

*KDAY, Santa Monica
*KFAK, Los Angeles

*KFI, Los Angeles
*KFOX, Long Beach

*KFWB, Los Angeles
*KGLD, Los Angeles

*KGER, Long Beach
*KGFJ, Los Angeles

*KQIL, San Fernando
*KRRG, Avalon, Calif.

*KRRB, West Covina
*KRLD, Los Angeles

*KROF (FM), Los Angeles
*KIEV, Glendale
*KJLH (FM), Long Beach

*KKAU, Pomona
*KROF (FM), Redondo Beach

*KLAB, Los Angeles
*KMAF (FM), Sierra Madre

*KMPC, Los Angeles
*KNAC (FM), Long Beach

*KNOB (FM), Long Beach
*KNX, Los Angeles

*KOST (FM), Los Angeles
*KPOL, Los Angeles

*KPCF, Pasadena
*KRFM (FM), Los Angeles

*KRDL, Los Angeles
*KRFV (FM), San Fernando

*KRSF (FM), Santa Monica
*KTYM, Inglewood

*KTFE (FM), Glendale
*KUTY, Palmdale

*KVF, San Fernando

*KWKV, Pasadena
*KWOW, Pomona

*KWST (FM), Los Angeles

Louisville, Ky.

*WAKY, Louisville
*WAVE, Louisville

*WDFR, Louisville
*WHA, Louisville

*WHEL, New Albany, Ind.
*WVNN, Louisville

*WVLO, Louisville
*WVLS (FM), Louisville

*WVRE, New Albany, Ind.
*WSTM (FM), Louisville

*WVMT, Louisville
*WVWV, Jeffersonville, Ind.

Lowell, Mass.

*WCAE, Lowell
*WVLE, Lowell

Lubbock, Tex.

*KRFM (FM), Lubbock
*KCAS, Slaton

*KCBF, Lubbock
*KDAY, Lubbock

*KLBK, Lubbock
*KFYO, Lubbock

*KLLL, Lubbock
*KRFM, Lubbock

*KLPB, Lubbock

Lynchburg, Va.

*WVRO, Lynchburg
*WVLS (FM), Lynchburg

*WVDE, Altavista
*WVLM, Lynchburg

*WVLA, Lynchburg
*WVOD, Lynchburg

Macon, Ga.

*WAVC, Warner Robins

*WVMA, Macon
*WVBT, Macon

*WVBN, Macon
*WVMAZ, Macon

*WVNX, Macon
*WVGA, Perry

*WVBN, Warner Robins

Madison, Wis.

*WVMA, Madison
*WVSM, Madison

*WVOW, Madison
*WVMD, Madison

*WVFB (FM), Madison
*WVVB (FM), Madison

Manchester, N. H.

*WFEA, Manchester
*WVTR, Manchester

*WVBR, Manchester

Mansfield, Ohio

*WVCL, Mansfield
*WVAN, Mansfield

*WVNO (FM), Mansfield

Marion, Ind.

*WVAT, Marion
*WVRI, Marion

McAllen-Pharr-Edinburg, Tex.

*KIRT, Mission
*KQXX (FM), McAllen

*KRGV, Weslaco
*KRIU, McAllen

*KULP, Edinburg

Memphis, Tenn.

*KLVX (FM), Memphis
*KBUZ, West Memphis, Ark.

*KWAM, Memphis
*WVIA, Memphis

*WVGM, Millington
*WVHQ, Memphis

*WVBE, Memphis
*WVMP, Memphis

*WVMS, Memphis
*WVRE, Memphis

*WVTC (FM), Memphis

Meriden-Wallingford, Conn.
*WBMT (FM), Meriden

*WVLA (FM), Meriden

*WVMM, Meriden

Meridian, Miss.
*WVOC, Meridian

*WVAD, Meridian

*WVMO, Meridian

*WVOK, Meridian

Explanation of SRDS Consumer Market Farm Data

Farm Population

All estimates of farm population are as of January 1, 1969 and include all persons residing on farms. The sources of data used to prepare SRDS farm population estimates include basic reports prepared by the Bureau of the Census and the Department of Agriculture.

There has been a change in the basic definition of farm population as developed by the Census Bureau. This revised definition reflects a substantial decline in the number of people reported residing on farms. The rural population is subdivided into the rural-farm population, which comprises all rural residents living on farms, and the rural-nonfarm population, which comprises the remaining rural population. In the 1960 Census, the farm population consists of persons living in rural territory on places of 10 or more acres from which sales of farm products amounted to \$50 or more in 1959 or on places of less than 10 acres from which sales of farm products amounted to \$250 or more in 1959.

Farm Households

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

The January 1, 1969 farm household estimates were obtained by using Census "bench marks" and allowing for growth as reflected by a variety of government reports.

Total Farms

The definition of total farms is the same as shown in the 1959 Census of Agriculture and the 1960 Census of Population: namely, places in rural territory which have 10 or more acres from which sales of farm products amounted to \$50 or more in 1959 or on places of less than 10 acres from which sales of farm products amounted to \$250 or more in 1959.

For 1959, the decrease in the number of farms as compared with all prior censuses resulted partly from the change in farm definition. The fact that sales of agricultural products in 1959

were used resulted in the exclusion of some places that would have qualified as farms had the value of agricultural products alone been considered. The increase in the acreage minimum also had an effect.

The change in farm definition made in 1950 and again in 1959 had no appreciable effect on the totals for livestock or crops because the places affected by the change ordinarily accounted for less than 1 percent of the totals for a given county or state.

For more details concerning this definition, see "General Social and Economic Characteristics," PC(1)-C series, prepared by the Department of Census.

Farm Income

Gross Farm Income (1968) includes cash receipts from farm marketings, income in kind (value of items grown and consumed on the farm) and government payments. No expenses or taxes are deducted from the figure. Gross Income per Farm is the arithmetic mean obtained by dividing the Gross Farm Income (1968) by the Number of Farms (1968).

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

Farm Data Summary, U. S., Divisional and State Totals

UNITED STATES DIVISIONS States	Farm Population 1/1/69 (000)	% of U. S.	Farm Households 1/1/69 (000)	Gross Farm Income 1968 (\$000)	% of U. S.	Gross Farm Income Per Farm (\$)	Total Farms 1968	% of U. S.	Total Commercial Farms Producing Sales Over \$2,500 1964	Land Harvested 1964 Acres (000)	Total Farm Tractors 1964
UNITED STATES TOTAL	9,932.6	100.0000	2,465.54	50,686,743	100.0000	16,622	3,049,300	100.0000	1,815,044	286,707	5,480,907
NEW ENGLAND	120.9	1.2172	30.91	814,791	1.6075	22,446	36,300	1.1904	25,478	1,888	75,538
Connecticut	18.5	.1863	4.99	174,448	.3441	32,915	5,300	.1738	3,755	206	12,586
Maine	26.7	.2688	6.72	220,031	.4341	20,003	11,000	.3607	6,888	594	19,903
Massachusetts	28.4	.2859	7.48	172,993	.3413	24,713	7,000	.2296	5,153	234	14,468
New Hampshire	9.2	.0926	2.54	64,531	.1273	16,546	3,900	.1279	2,303	168	7,830
Rhode Island	3.3	.0332	.86	22,379	.0442	22,379	1,000	.0328	663	29	2,140
Vermont	34.8	.3504	8.32	160,409	.3165	19,804	8,100	.2656	6,716	657	18,611
MIDDLE ATLANTIC	602.0	6.0609	151.99	2,562,553	5.0557	17,420	147,100	4.8241	98,574	9,837	356,564
New Jersey	53.9	.5427	14.64	302,057	.5959	33,193	9,100	.2984	7,605	560	25,883
New York	273.6	2.7546	70.90	1,179,683	2.3275	19,339	61,000	2.0005	44,808	4,743	157,444
Pennsylvania	274.5	2.7636	66.45	1,080,813	2.1323	14,037	77,000	2.5252	46,161	4,534	173,237
EAST NORTH CENTRAL	1,970.5	19.8387	523.35	8,591,183	16.9496	15,592	551,000	18.0697	388,493	55,409	1,303,280
Illinois	461.8	4.6493	127.46	2,960,220	5.8402	22,597	131,000	4.2961	105,722	20,058	334,601
Indiana	395.2	3.9788	108.96	1,547,912	3.0539	15,479	100,000	3.2794	69,205	10,299	231,039
Michigan	306.8	3.0888	81.73	1,037,528	2.0469	11,658	39,000	3.2187	53,956	6,738	203,777
Ohio	362.9	3.6536	95.65	1,408,764	2.7794	12,250	115,000	3.7714	69,400	9,276	248,770
Wisconsin	443.8	4.4682	109.55	1,636,759	3.2292	14,110	116,000	3.8041	90,210	9,038	285,093
WEST NORTH CENTRAL	1,884.9	18.9769	494.55	13,063,550	25.7731	18,974	688,500	22.5790	535,052	114,064	1,555,070
Iowa	493.3	4.9665	129.78	3,736,783	7.3723	25,420	147,000	4.8208	133,446	19,952	352,467
Kansas	188.9	1.9018	53.62	1,816,030	3.5829	19,956	93,000	2.9843	68,753	18,160	194,197
Minnesota	404.1	4.0684	99.36	2,104,690	4.1524	15,825	133,000	4.3617	101,072	17,515	307,822
Missouri	321.6	3.2378	89.46	1,505,211	2.9696	10,770	148,000	4.8536	77,828	11,068	255,804
Nebraska	213.4	2.1485	57.52	1,891,658	3.7321	24,890	76,000	2.4924	68,115	15,229	189,689
North Dakota	125.3	1.2615	29.63	933,816	1.8432	20,751	45,000	1.4757	42,932	17,695	130,082
South Dakota	138.3	1.3924	35.18	1,075,353	2.1215	22,172	48,500	1.5905	42,906	14,445	125,009
SOUTH ATLANTIC	1,847.6	18.6014	402.38	6,127,878	12.0897	13,195	464,400	15.2297	220,166	17,543	557,889
Delaware	21.8	.2195	5.83	140,929	.2780	36,136	3,900	.1279	3,147	419	57,517
District of Columbia											
Florida	109.6	1.1034	27.34	1,389,527	2.7414	39,701	35,000	1.1477	17,735	2,204	45,536
Georgia	286.9	2.8885	62.71	1,240,410	2.4472	15,505	80,000	2.6236	41,282	3,951	96,502
Maryland	98.0	.9867	23.26	407,277	.8035	20,886	19,500	.6395	12,823	1,421	44,753
North Carolina	677.7	6.8229	143.67	1,563,285	3.0842	9,474	165,000	5.4111	83,168	3,986	164,264
South Carolina	278.2	2.8009	54.67	550,624	1.0863	10,011	55,000	1.8037	23,547	2,265	54,492
Virginia	309.6	3.1170	69.86	702,632	1.3862	9,368	75,000	2.4596	32,640	2,533	103,343
West Virginia	65.8	.6625	15.04	133,194	.2629	4,297	31,000	1.0166	5,824	766	39,482
EAST SOUTH CENTRAL	1,508.9	15.1914	346.60	3,426,925	6.7610	7,499	457,000	14.9870	174,361	14,481	456,052
Alabama	274.2	2.7606	58.75	794,217	1.5669	8,540	93,000	3.0499	31,681	2,990	79,019
Kentucky	383.0	3.8560	91.17	848,014	1.6731	6,376	133,000	4.3617	58,806	3,473	144,110
Mississippi	412.0	4.1480	92.46	1,008,729	1.9901	10,189	99,000	3.2466	36,031	4,400	95,157
Tennessee	439.7	4.4268	104.22	775,965	1.5309	5,879	132,000	4.3288	47,843	3,618	137,766
WEST SOUTH CENTRAL	1,046.4	10.5350	265.14	6,332,217	12.4928	15,077	420,000	13.7737	189,897	36,513	569,950
Arkansas	214.3	2.1575	52.22	1,165,342	2.2991	15,134	77,000	2.5252	32,177	6,088	104,559
Louisiana	172.8	1.7397	39.36	783,536	1.5458	13,992	56,000	1.8365	19,658	2,673	64,528
Oklahoma	156.0	1.5706	40.55	1,017,705	2.0078	11,062	92,000	3.0171	41,947	8,344	116,328
Texas	503.3	5.0672	133.01	3,365,634	6.6401	17,260	195,000	6.3949	96,115	19,408	284,535
MOUNTAIN	410.5	4.1329	98.71	3,759,529	7.4172	28,161	133,500	4.3780	90,569	21,653	289,573
Arizona	55.6	.5598	10.67	594,408	1.1727	97,444	6,100	.2000	4,028	1,025	14,333
Colorado	71.0	.7148	16.60	1,063,839	2.0989	34,317	31,000	1.0166	20,515	4,726	67,671
Idaho	91.6	.9222	23.55	610,337	1.2041	20,760	29,400	.9642	20,794	3,935	65,507
Montana	77.4	.7793	20.51	586,411	1.1569	21,639	27,100	.8887	21,044	7,813	69,431
Nevada	10.1	.1017	2.70	65,774	.1298	31,321	2,100	.0689	1,415	507	5,794
New Mexico	31.6	.3181	7.13	389,065	.7676	27,790	14,000	.4591	7,287	906	18,850
Utah	42.0	.4229	9.50	219,972	.4340	14,665	15,000	.4919	8,560	1,039	24,934
Wyoming	31.2	.3141	8.05	229,723	.4532	26,105	8,800	.2886	6,926	1,702	23,053
PACIFIC	540.9	5.4456	151.91	6,008,117	11.8534	39,658	151,500	4.9684	92,454	15,319	316,991
California	285.9	2.8783	80.06	4,541,940	8.9608	70,968	64,000	2.0988	51,538	7,846	157,551
Oregon	115.4	1.1618	33.01	580,393	1.1451	13,985	41,500	1.3610	17,985	3,050	76,258
Washington	139.6	1.4055	38.84	885,784	1.7475	19,256	46,000	1.5086	22,931	4,423	83,182

Farm Data Summary, U. S., Divisional and State Totals—Continued

FARM DATA

1—SRDS estimates of Farm Crops Income include receipts from sales of horticultural specialties and forest products as well as field crops, vegetables, and fruits.

2—Farm Livestock Income consists of receipts from sales of domestic animals and by-products (wool, pelts), poultry and dairy products.

3—Poultry Income covers the sales of chickens, eggs, turkeys and other poultry products.

Income by Select Commodities

1—Chicken Income Includes the receipts from the sale of chickens and broilers.

2—Corn Income consists of receipts from sales of fresh sweet corn and corn for silage and forage.

3—Cotton Income includes sales of cotton lint and cotton seed.

4—Cattle-Calves Income covers the sales of heifers, steers, and other beef cattle.

5—Dairy Products Income includes sales of milk (wholesale and retail) and receipts from the sales of butterfat and cream.

6—Hay Income includes the receipts from the sales of crops used as fodder.

7—Hog Income consists of receipts from the sales of boars, sows, gilts and other hog stock.

8—Soybean Income covers the receipts from the sales of soybeans harvested for beans as well as its use as an oil crop.

9—Wheat Income includes the receipts from the sale of wheat as a food grain.

Commercial Farms with Sales Volume Over \$2,500

Source: Census of Agriculture 1964 (Final Report).

Farm Tractors

Source: Census of Agriculture 1964 (Final Report).

Acreage Under Cultivation

Source: Census of Agriculture 1964 (Final Report).

The limited amount of farm data presented in this publication is intended as basic reference material only.—Data in greater detail are readily available from the 1964 Census of Agriculture.

(More recent tabulations are not available on a state and county level.)

Mergers, changes in ownership, and other factors make it impractical to attempt an updating process for these data series.

Farm Data Summaries

Total U. S., the Geographic Divisions and All States are summarized for easy reference. A U. S. Farm Map shows the number of leading farm counties by state for farm population and gross farm income.

Farm Data Ranking Tables For 400 Leading Counties

The leading farm counties of the U. S. are ranked for each of the following series:

Farm Population—SRDS January 1, 1969 Estimates

Number of Farms (1964)—Census of Agriculture

Gross Farm Income—SRDS Full Year 1968 Estimates

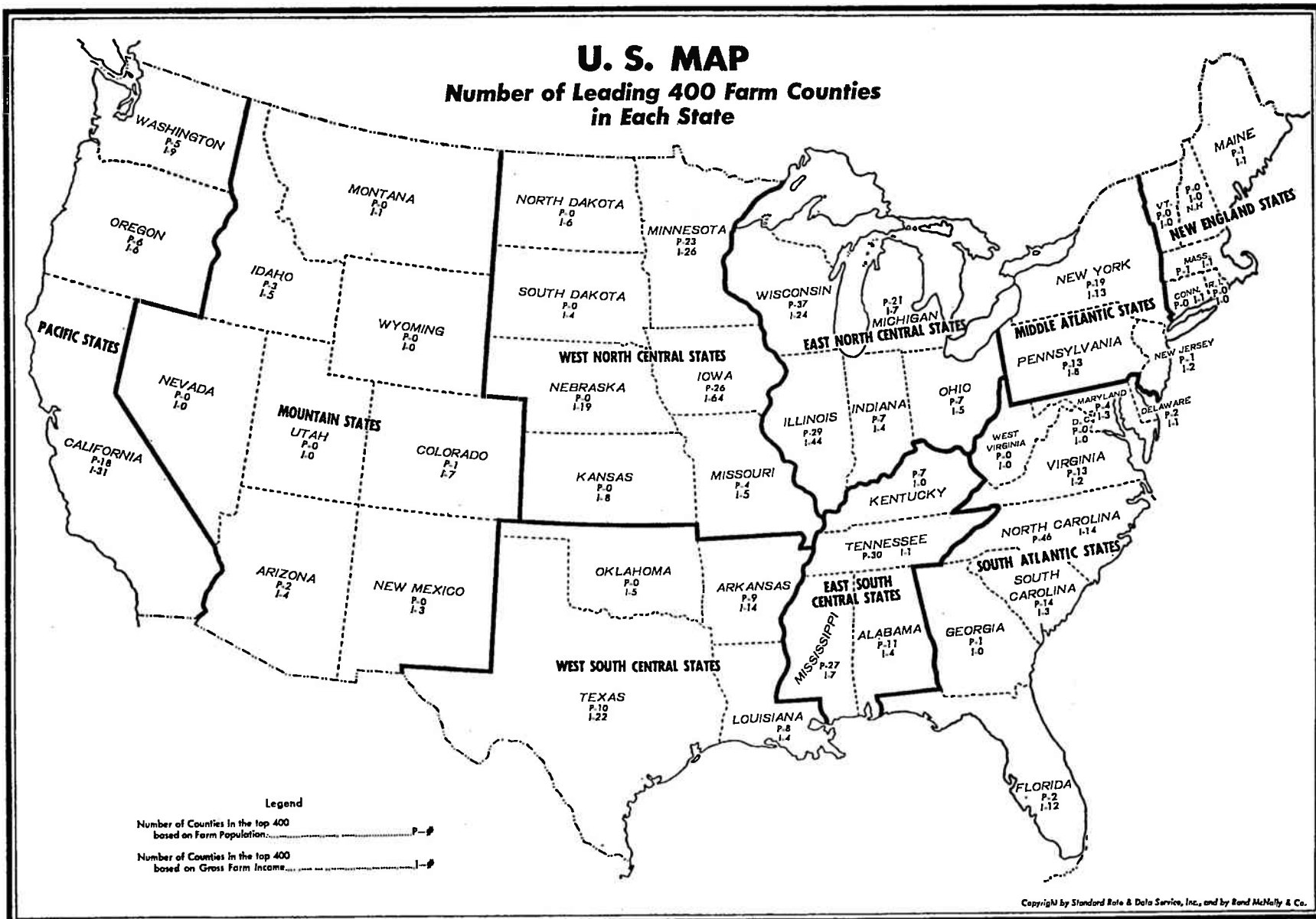
State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

Farm Income by Commodities and Commodity Groups

UNITED STATES DIVISIONS States	Farm Livestock Income 1968 (\$000)	Cattle-Calves Income 1968 (\$000)	Hog Income 1968 (\$000)	Farm Dairy Income 1968 (\$000)	Farm Poultry Income 1968 (\$000)	Farm Chicken Income 1968 (\$000)	Farm Crops Income 1968 (\$000)	Farm Wheat Income 1968 (\$000)	Farm Corn Income 1968 (\$000)	Farm Hay Income 1968 (\$000)	Farm Cotton Income 1968 (\$000)	Farm Soybean Income 1968 (\$000)
UNITED STATES TOTAL	25,078,435	10,642,100	3,740,961	5,823,907	3,716,078	1,337,730	18,190,472	2,064,219	2,745,511	592,183	1,148,913	2,432,677
NEW ENGLAND	497,177	33,750	6,672	265,852	171,448	61,966	233,126		4,791	7,631		
Connecticut	92,422	5,774	624	43,381	39,012	6,866	63,625		1,560	1,092		
Maine	133,947	5,192	599	34,945	83,468	47,525	65,737			1,597		
Massachusetts	86,033	6,381	3,891	48,399	25,367	4,513	69,592		2,490	1,089		
New Hampshire	44,207	3,218	677	23,597	15,693	2,314	12,244		452	1,016		
Rhode Island	10,417	867	308	5,529	3,468	462	8,849		289	116		
Vermont	130,151	12,318	573	110,001	4,440	286	13,079			2,721		
MIDDLE ATLANTIC	1,482,543	181,067	35,824	983,745	255,880	41,637	696,636	30,901	48,864	34,591		2,489
New Jersey	104,468	7,156	5,566	51,416	40,019	2,385	160,561	2,650	6,891	3,180		
New York	722,740	74,075	5,074	542,878	79,149	5,074	291,986	11,162	15,191	15,221		1,590
Pennsylvania	655,335	99,836	25,184	389,451	136,712	34,178	244,089	17,089	28,782	16,190		899
EAST NORTH CENTRAL	4,424,891	1,141,445	1,209,568	1,541,942	319,029	30,195	2,997,349	268,901	1,244,076	55,318		790,226
Illinois	1,246,409	478,239	582,436	1,603,304	48,091	1,708	1,425,317	106,869	710,679	8,015		351,320
Indiana	772,542	183,428	304,413	118,383	87,161	11,708	528,368	53,337	274,492	6,505		154,193
Michigan	462,698	109,698	43,879	234,585	48,098	1,688	381,134	46,411	49,786	10,970		179,526
Ohio	705,750	171,219	154,912	231,786	78,038	8,153	459,003	59,402	157,242	13,977		27,003
Wisconsin	1,237,492	198,861	123,928	796,884	57,641	8,646	203,527	2,882	51,877	15,851		122,299
WEST NORTH CENTRAL	8,041,943	4,239,925	1,907,035	984,535	371,267	22,516	3,248,585	906,714	1,069,072	94,231	8,474	841,967
Iowa	2,633,362	1,231,327	948,224	218,296	95,505	3,411	777,515		470,701	13,644		351,320
Kansas	994,065	744,336	106,548	79,536	21,009		506,613		43,520	21,009		42,199
Minnesota	1,261,174	439,139	232,272	402,847	112,507	7,259	553,452		304,638	188,721		172,389
Missouri	910,585	343,807	255,454	122,269	77,478	10,895	300,003		62,951	9,685		196,115
Nebraska	1,216,035	803,830	201,785	59,543	24,810		437,937		125,702	226,594		52,927
North Dakota	290,994	209,747	23,971	41,200	10,487		458,104		277,915	5,244		11,986
South Dakota	735,728	467,739	138,801	60,844	29,471	951	214,961		86,513	2,347		15,211
SOUTH ATLANTIC	2,237,663	447,372	235,712	550,813	1,044,694	560,458	3,006,068	36,188	235,007	21,866	73,301	206,869
Delaware	85,288	1,158	2,059	8,108	73,486	68,467	43,409	1,158	12,355	386		8,751
District of Columbia												
Florida	348,598	157,899	15,531	138,485	82,832	15,531	945,659	1,294	45,299	2,589	1,294	7,766
Georgia	598,661	83,653	67,968	64,831	364,935	201,812	446,999	4,183	48,100	5,228	32,415	31,370
Maryland	230,874	26,976	10,160	94,941	100,196	89,336	119,462	6,656	29,779	3,503		12,612
North Carolina	480,927	46,439	87,571	86,244	256,078	135,337	845,903	10,615	66,342	2,654		74,302
South Carolina	142,961	30,764	24,265	32,497	58,062	11,266	290,334	4,333	13,865	1,300		51,129
Virginia	277,297	78,662	24,900	102,997	84,322	29,428	288,620	7,357	18,675	4,527		20,939
West Virginia	73,057	21,821	3,258	22,710	24,783	9,281	25,682	592	592	1,679		
EAST SOUTH CENTRAL	1,596,492	503,044	180,354	291,044	461,001	252,337	1,020,734	39,682	61,272	14,170	220,988	265,088
Alabama	437,593	106,744	44,881	46,701	233,503	143,741	168,908	3,639	16,376	3,033	30,325	31,538
Kentucky	384,379	131,445	58,572	91,263	19,070	4,086	296,685	8,173	28,605	4,086		21,794
Mississippi	406,647	130,882	20,309	156,456	81,989	345,546	18,053	3,009	3,009	166,987		145,925
Tennessee	367,873	133,973	56,592	98,170	51,972	22,521	209,595	9,817	13,282	4,042		65,831
WEST SOUTH CENTRAL	2,671,391	1,587,350	98,188	363,550	593,057	289,660	2,450,291	260,175	16,918	44,464	552,862	326,038
Arkansas	439,523	106,211	15,591	39,951	321,557	182,215	534,891	28,258	974	3,898		205,601
Louisiana	227,166	111,233	7,716	68,154	44,365	20,575	415,799	3,215	2,572	2,572		92,587
Oklahoma	564,779	436,561	24,069	65,567	26,559	6,240	265,184	137,774	15,599	25,729		9,130
Texas	1,439,923	933,345	50,812	189,878	200,576	80,230	1,234,417	90,928	13,372	21,395		18,720
MOUNTAIN	2,059,422	1,533,920	42,601	221,594	75,368	5,361	1,178,580	301,456	22,972	113,167	109,453	
Arizona	244,950	184,167	2,558	31,206	6,139		266,625	3,069	512	24,044		77,248
Colorado	719,829	601,580	15,063	47,072	21,653		221,610	48,955	17,807	23,536		
Idaho	232,968	127,016	6,852	58,501	10,541	3,689	294,071	72,204	3,162	20,555		
Montana	270,893	210,971	10,454	14,255	5,227		204,268	151,576	475	9,028		
Nevada	47,408	34,842	408	7,400	175		10,857	1,107		5,419		
New Mexico	230,831	192,684	2,985	19,567	4,975	332	100,811	6,301	332	16,582		699
Utah	143,055	51,511	2,871	36,945	25,651	1,340	48,372	9,380		9,571		31,506
Wyoming	169,488	131,549	1,410	6,648	1,007		31,966	8,864	604	4,432		
PACIFIC	2,066,913	974,227	25,007	620,832	424,334	73,600	3,359,103	220,202	42,539	206,745	183,835	
California	1,581,154	777,120	12,534	476,300	350,958	50,137	2,596,913	16,712	25,068	171,301		183,835
Oregon	229,726	113,178	7,977	47,864	31,411	8,476	268,855	43,875	6,980	12,963		
Washington	256,033	83,929	4,496	96,668	41,965	14,987	493,335	159,615	10,491	22,481		

U. S. MAP

Number of Leading 400 Farm Counties in Each State



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400 Leading Farm Counties—Farm Population, Rank | FARM DATA

Rank	County	Farm Population
1	Robeson, N. C.	32,400
2	Fresno, Cal.	28,600
3	Lancaster, Penn.	25,100
4	Yakima, Wash.	22,300
5	Johnston, N. C.	21,800
6	Florence, S. C.	21,400
7	Bollivar, Miss.	21,000
8	Horry, S. C.	20,400
9	Tulare, Cal.	19,800
10	Nash, N. C.	19,200
11	Sampson, N. C.	19,000
12	Pittsylvania, Va.	18,500
13	Columbus, N. C.	18,400
14	Marathon, Wis.	18,300
15	Williamsburg, S. C.	17,800
16	Maricopa, Ariz.	17,500
17	Duplin, N. C.	16,700
18	Pitt, N. C.	16,600
19	Orangeburg, S. C.	16,500
20	Dane, Wis.	16,000
21	Hallfax, Va.	15,700
22	St. Landry, La.	15,300
23	Hallfax, N. C.	14,900
24	Wake, N. C.	14,700
25	Stearns, Minn.	14,600
26	San Joaquin, Cal.	14,300
27	Wayne, N. C.	13,900
28	Leflore, Miss.	13,700
29	Santa Clara, Cal.	13,600
30	Clark, Wis.	13,600
31	Stanislaus, Cal.	13,500
32	Otter Tail, Minn.	13,200
33	Grant, Wis.	13,200
34	Edgecombe, N. C.	13,000
35	Wilson, N. C.	13,000
36	Greene, Tenn.	13,000
37	Harnett, N. C.	12,800
38	York, Penn.	12,600
39	San Diego, Cal.	12,600
40	Dodge, Wis.	12,300
41	Fayette, Tenn.	12,300
42	Cianderon, S. C.	12,100
43	Rockingham, N. C.	12,000
44	Panola, Miss.	12,000
45	Darlington, S. C.	11,900
46	Sonoma, Cal.	11,900
47	Sussex, Del.	11,700
48	Marion, Ore.	11,600
49	Franklin, N. C.	11,600
50	Granville, N. C.	11,600
51	De Kalb, Ala.	11,500
52	Cullman, Ala.	11,500
53	Haywood, Tenn.	11,400
54	Dillon, S. C.	11,300
55	Surry, N. C.	11,300
56	Gibson, Tenn.	11,200
57	Sumter, S. C.	11,100
58	Weld, Colo.	11,100
59	Fond du Lac, Wis.	11,100
60	St. Lawrence, N. Y.	11,000
61	Allen, Ind.	10,900
62	Chautauqua, N. Y.	10,900
63	Merced, Cal.	10,900
64	Kern, Cal.	10,800
65	Stokes, N. C.	10,600
66	Washington, Va.	10,500
67	Sunflower, Miss.	10,400
68	Cleveland, N. C.	10,400
69	Dutagamie, Wis.	10,400
70	Gulfport, N. C.	10,300
71	Lenoir, N. C.	10,300
72	Shelby, Tenn.	10,300
73	Bladen, N. C.	10,200
74	Manitowoc, Wis.	10,200
75	Canyon, Ida.	10,100
76	Madison, Ala.	10,100
77	Martin, N. C.	10,000
78	Kossuth, Ia.	9,900
79	Berrien, Mich.	9,800
80	Clackamas, Ore.	9,800
81	Mecklenburg, Va.	9,800
82	Tipton, Tenn.	9,800
83	Bertie, N. C.	9,700
84	Person, N. C.	9,700
85	Vernon, Wis.	9,700
86	Barron, Wis.	9,600
87	Chippewa, Wis.	9,600
88	Rock, Wis.	9,600
89	Shawano, Wis.	9,600
90	Chester, Penn.	9,600
91	Berks, Penn.	9,600
92	Unlon, N. C.	9,600
93	Marshall, Miss.	9,600
94	Craighead, Ark.	9,400
95	Madison, Miss.	9,300
96	Coahoma, Miss.	9,300
97	Wright, Minn.	9,300
98	La Salle, Ill.	9,300
99	Caswell, N. C.	9,300
100	Allegheny, Mich.	9,200
101	Northampton, N. C.	9,100
102	Los Angeles, Cal.	9,100

Rank	County	Farm Population
103	Pike, Ky.	9,000
104	Sheboygan, Wis.	9,000
105	Sauk, Wis.	9,000
106	Marshall, Ala.	9,000
107	Erie, N. Y.	9,000
108	Lee, S. C.	9,000
109	Rockingham, Va.	9,000
110	Kent, Mich.	9,000
111	Saginaw, Mich.	8,900
112	Hawkins, Tenn.	8,900
113	Whatcom, Wash.	8,900
114	Madison, Tenn.	8,800
115	Dunn, Wis.	8,800
116	Brown, Wis.	8,800
117	Riverside, Cal.	8,800
118	Polk, Wis.	8,700
119	Hidalgo, Tex.	8,700
120	St. Croix, Wis.	8,600
121	Greene, N. C.	8,600
122	Madison, N. C.	8,600
123	Marion, S. C.	8,600
124	Franklin, La.	8,600
125	Todd, Minn.	8,500
126	Jefferson, Wis.	8,500
127	Monroe, Wis.	8,500
128	Steuben, N. Y.	8,400
129	Buncombe, N. C.	8,400
130	Scott, Va.	8,400
131	Hillsborough, Fla.	8,400
132	Yazoo, Miss.	8,400
133	Monroe, N. Y.	8,400
134	Washington, Tenn.	8,400
135	Monroe, Mich.	8,400
136	Pemiscot, Mo.	8,400
137	Sumner, Tenn.	8,300
138	Sanilac, Mich.	8,300
139	Limestone, Ala.	8,300
140	Polk, Minn.	8,300
141	Morrison, Minn.	8,200
142	Bradford, Penn.	8,200
143	Frederick, Md.	8,200
144	Hinds, Miss.	8,200
145	Cumberland, N. C.	8,200
146	Ashe, N. C.	8,100
147	Sacramento, Cal.	8,100
148	Jackson, Ala.	8,100
149	Chesterfield, S. C.	8,100
150	Niagara, N. Y.	8,100
151	Tuscola, Mich.	8,100
152	Tunica, Miss.	8,000
153	Tate, Miss.	8,000
154	Wayne, N. Y.	8,000
155	Waupaca, Wis.	7,900
156	Livingston, Ill.	7,900
157	Phillips, Ark.	7,900
158	Renville, Minn.	7,900
159	Avoyelles, La.	7,900
160	Anderson, S. C.	7,800
161	Washington, Ore.	7,800
162	Cattaraugus, N. Y.	7,800
163	Oneida, N. Y.	7,800
164	Spokane, Wash.	7,800
165	Pulaski, Ky.	7,800
166	Beaufort, N. C.	7,800
167	Trempealeau, Wis.	7,800
168	Pinal, Ariz.	7,800
169	Iroquois, Ill.	7,800
170	Leake, Miss.	7,700
171	Huron, Mich.	7,700
172	Oconto, Wis.	7,700
173	Columbia, Wis.	7,700
174	Lubbock, Tex.	7,700
175	Cameron, Tex.	7,700
176	Vance, N. C.	7,700
177	Warren, N. C.	7,700
178	Sloux, Ia.	7,700
179	Jackson, Fla.	7,700
180	Marlboro, S. C.	7,700
181	Spartanburg, S. C.	7,700
182	Crawford, Penn.	7,600
183	Jefferson, N. Y.	7,500
184	Franklin, Penn.	7,500
185	McLean, Ill.	7,500
186	Lee, Ark.	7,500
187	Iredell, N. C.	7,500
188	Lauderdale, Tenn.	7,500
189	De Soto, Miss.	7,500
190	Quitman, Miss.	7,400
191	Holmes, Miss.	7,400
192	San Bernardino, Cal.	7,400
193	Robertson, Tenn.	7,400
194	Ottawa, Mich.	7,400
195	Van Buren, Mich.	7,400
196	Taylor, Wis.	7,400
197	Elkhart, Ind.	7,400
198	Ventura, Cal.	7,400
199	Claiborne, Tenn.	7,400
200	Yadkin, N. C.	7,300
201	Randolph, N. C.	7,300
202	Will, Ill.	7,300
203	St. Francis, Ark.	7,300
204	Lenawee, Mich.	7,300

Rank	County	Farm Population
205	Henry, Ill.	7,300
206	Champaign, Ill.	7,300
207	Freeborn, Minn.	7,300
208	Noxubee, Miss.	7,200
209	Lincoln, Tenn.	7,200
210	Mississippi, Ark.	7,200
211	Polk, Ark.	7,200
212	Oswego, N. Y.	7,200
213	Delaware, N. Y.	7,200
214	Tallahatchie, Miss.	7,200
215	Pottawattamie, Ia.	7,200
216	Russell, Va.	7,200
217	Malheur, Ore.	7,200
218	Williamson, Tex.	7,100
219	Franklin, Va.	7,100
220	Walworth, Wis.	7,100
221	Darke, Ohio	7,100
222	St. Clair, Mich.	7,100
223	Hale, Tex.	7,100
224	Bureau, Ill.	7,100
225	Adams, Ill.	7,100
226	Fillmore, Minn.	7,100
227	Goodhue, Minn.	7,000
228	Lawrence, Tenn.	7,000
229	Monmouth, N. J.	7,000
230	Sangamon, Ill.	7,000
231	Wood, Wis.	7,000
232	Lee, Va.	7,000
233	Lane, Ore.	6,900
234	Linn, Ore.	6,900
235	Richland, La.	6,900
236	Onondaga, N. Y.	6,900
237	Kosciusko, Ind.	6,900
238	Genesee, Mich.	6,900
239	Wilkes, N. C.	6,900
240	Iowa, Wis.	6,900
241	Lafayette, Wis.	6,900
242	Green, Wis.	6,900
243	Washington, Wis.	6,900
244	Pierce, Wis.	6,900
245	Fayette, Ia.	6,900
246	Macoupin, Ill.	6,900
247	Twin Falls, Ida.	6,900
248	Monroe, Miss.	6,900
249	Lee, Miss.	6,900
250	Prince Georges, Md.	6,800
251	Carroll, Md.	6,800
252	Dunklin, Md.	6,800
253	Blue Earth, Minn.	6,800
254	Otsego, N. Y.	6,800
255	Madison, Ill.	6,800
256	Ogle, Ill.	6,800
257	Trumbull, Ohio	6,800
258	Wayne, Ohio	6,800
259	Giles, Tenn.	6,800
260	Maury, Tenn.	6,800
261	Sullivan, Tenn.	6,800
262	Rutherford, Tenn.	6,800
263	Augusta, Va.	6,700
264	Winneshiek, Ia.	6,700
265	Snohomish, Wash.	6,700
266	Floyd, Ky.	6,700
267	Weakley, Tenn.	6,700
268	Dallas, Ala.	6,700
269	Lawrence, Ala.	6,700
270	Shelby, Ill.	6,700
271	Greene, Ark.	6,700
272	Portage, Wis.	6,700
273	Kings, Cal.	6,700
274	Fulton, Ill.	6,600
275	Pontotoc, Miss.	6,600
276	Richland, Wis.	6,600
277	Clinton, Ia.	6,600
278	Ashtabula, Ohio	6,600
279	Alamance, N. C.	6,600
280	McHenry, Ill.	6,600
281	Vermilion, Ill.	6,600
282	Williamson, Tenn.	6,600
283	Stuyvesant, N. Y.	6,600
284	Stoddard, Mo.	6,600
285	Mower, Minn.	6,600
286	Acadia, La.	6,600
287	Barren, Ky.	6,600
288	Woodbury, Ia.	6,600
289	Kent, Del.	6,500
290	Harrison, Ind.	6,500
291	Chatham, N. C.	6,500
292	Neshoba, Miss.	6,500
293	Monterey, Cal.	6,500
294	Orange, Cal.	6,500
295	Kandiyohi, Minn.	6,500
296	Jefferson, Ill.	6,500
297	Morgan, Ala.	6,500
298	Sevier, Tenn.	6,400
299	Lapeer, Mich.	6,400
300	Hancock, Ill.	6,400
301	Becker, Minn.	6,400
302	Stephenson, Ill.	6,400
303	Whiteside, Ill.	6,400
304	Wayne, Ill.	6,400
305	Columbiana, Ohio	6,400
306	Crawford, Ia.	6,400

Rank	County	Farm Population
307	Delaware, Ia.	6,400
308	Buchanan, Ia.	6,400
309	Evangeline, La.	6,400
310	Lafayette, La.	6,400
311	Linn, Ia.	6,400
312	Carroll, Tenn.	6,400
313	Redwood, Minn.	6,400
314	Ontario, N. Y.	6,400
315	Lauderdale, Ala.	6,300
316	Attala, Miss.	6,300
317	Winston, Miss.	6,300
318	Dyer, Tenn.	6,300
319	Hardeman, Tenn.	6,300
320	Crockett, Tenn.	6,300
321	Jasper, Ia.	6,300
322	Story, Ia.	6,300
323	Licking, Ohio	6,300
324	Calumet, Wis.	6,300
325	Aroostook, Me.	6,300
326	Washtenaw, Mich.	6,300
327	Ingham, Mich.	6,300
328	Knox, Tenn.	6,300
329	Benton, Ark.	6,200
330	Fort Bend, Tex.	6,200
331	Madera, Cal.	6,200
332	Prentiss, Miss.	6,200
333	Kane, Ill.	6,200
334	Knox, Ill.	6,200
335	Clark, Wash.	6,200
336	Randolph, Ind.	6,200
337	Plymouth, Ia.	6,200
338	Carroll, Va.	6,200
339	Brunswick, Va.	6,200
340	Olmsted, Minn.	6,200
341	Laurel, Ky.	6,200
342	Lavaca, Tex.	6,200
343	Wilson, Tenn.	6,200
344	Blount, Ala.	6,100
345	Chenango, N. Y.	6,100
346	Orange, N. Y.	6,100
347	Tippah, Miss.	6,100
348	Union, Miss.	6,100
349	Calhoun, Mich.	6,100
350	Johnson, Ia.	6,100
351	Southampton, Va.	6,100
352	Erie, Penn.	6,100
353	Mercer, Penn.	6,100
354	Washington, Penn.	6,100
355	Somerset, Penn.	6,100
356	Bingham, Ida.	6,100
357	Lee, Ill.	6,100
358	Craven, N. C.	6,100
359	Dubuque, Ia.	6,100
360	Clayton, Ia.	6,100
361	Carroll, Ia.	6,100
362	Meeker, Minn.	6,100
363	Faribault, Minn.	6,100
364	DeKalb, Ill.	6,100
365	Fayette, Ill.	6,000
366	Martin, Minn.	6,000
367	McLeod, Minn.	6,000
368	Benton, Ia.	6,000
369	Kankakee, Ill.	6,000
37		

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400 Leading Farm Counties — Gross Farm Income, Rank

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)				
1	Fresno, Cal.	444,218	101	Minnehaha, S. D.	51,939	201	Scott, Ia.	40,421	302	Harrison, Ia.	34,219
2	Kern, Cal.	354,330	102	Buena Vista, Ia.	51,884	202	Deaf Smith, Tex.	40,356	303	Scott, Miss.	34,205
3	Tulare, Cal.	320,259	103	Grant, Wis.	51,523	203	Lyon, Kan.	40,201	304	Humboldt, Ia.	34,116
4	Maricopa, Ariz.	292,660	104	Lyon, Ia.	51,199	204	Huron, Mich.	40,035	305	Otsego, N. Y.	34,013
5	Imperial, Cal.	274,317	105	Franklin, Ia.	51,031	205	Kandiyohi, Minn.	39,849	306	Cedar, Neb.	33,995
6	Los Angeles, Cal.	251,161	106	Stearns, Minn.	50,977	206	Paló Alto, Ca.	39,834	307	Bucks, Penn.	33,891
7	Weld, Colo.	238,948	107	Faribault, Minn.	50,910	207	McDonough, Ill.	39,811	308	Broward, Fla.	33,881
8	Riverside, Cal.	233,064	108	Sangamon, Ill.	50,649	208	Wayne, N. Y.	39,771	309	Harris, Tex.	33,808
9	San Joaquin, Cal.	221,802	109	Tama, Ia.	50,557	209	Delaware, Ia.	39,766	310	Iowa, Wis.	33,772
10	Polk, Ia.	195,255	110	Adams, Colo.	50,556	210	Hancock, Ill.	39,694	311	Whatcom, Wash.	33,689
11	Stanislaus, Cal.	185,103	111	Washington, Miss.	50,499	211	Florence, S. C.	39,644	312	Sauk, Wis.	33,663
12	Yakima, Wash.	169,128	112	Freeborn, Minn.	50,442	212	Outagamie, Wis.	39,612	313	Winnebago, Ill.	33,589
13	Merced, Cal.	152,010	113	Logan, Colo.	50,351	213	Page, Ia.	39,598	314	Worcester, Md.	33,516
14	Ventura, Cal.	148,600	114	Rockingham, Va.	50,309	214	Columbia, Wis.	39,512	315	Alfalfa, Okla.	33,500
15	Orange, Fla.	147,649	115	Crittenden, Ark.	49,504	215	De Kalb, Ala.	39,423	316	Caddo, Okla.	33,394
16	San Bernardino, Cal.	145,985	116	Knox, Ill.	49,356	216	Ida, Ia.	39,400	317	Jefferson Davis, La.	33,255
17	Lancaster, Penn.	145,968	117	Hartford, Conn.	49,161	217	Barron, Wis.	39,369	318	Cook, Ill.	33,253
18	Monterey, Cal.	136,581	118	Jackson, Minn.	49,025	218	Dunklin, Mo.	39,330	319	Lynn, Tex.	33,181
19	Orange, Cal.	135,812	119	Marshall, Ia.	48,901	219	Wood, Ohio	39,309	320	Bailey, Tex.	33,177
20	Kings, Cal.	123,933	120	Carroll, Ia.	48,628	220	Pembina, N. D.	39,257	321	McPherson, Kan.	33,102
21	Santa Clara, Cal.	120,276	121	O'Brien, Ia.	48,610	221	Buchanan, Ia.	39,221	322	Adams, Penn.	33,101
22	Lake, Fla.	106,959	122	Bingham, Ida.	48,529	222	Carroll, Ill.	39,066	323	Willacy, Tex.	33,034
23	San Diego, Cal.	105,594	123	Malheur, Ore.	48,367	223	Green, Wis.	39,061	324	Worcester, Mass.	32,979
24	Mississippi, Ark.	102,814	124	York, Penn.	48,353	224	Murray, Minn.	39,043	325	Stoddard, Mo.	32,879
25	Palm Beach, Fla.	100,151	125	Grand Forks, N. D.	48,347	225	Custer, Neb.	39,024	326	Ford, Kan.	32,741
26	Lubbock, Tex.	99,256	126	Story, Ia.	48,074	226	Sanilac, Mich.	39,015	327	Shawano, Wis.	32,694
27	Pinal, Ariz.	97,415	127	Linn, Ia.	48,053	227	Orange, N. Y.	38,925	328	Buffalo, Neb.	32,643
28	Henry, Ill.	96,215	128	Grundy, Ia.	47,468	228	Lincoln, S. D.	38,838	329	Minidoka, Ida.	32,638
29	Sussex, Del.	95,876	129	Coahoma, Miss.	47,457	229	Kankakee, Ill.	38,786	330	Jackson, Ia.	32,628
30	Sonoma, Cal.	94,579	130	Jasper, Ia.	47,403	230	Calhoun, Ia.	38,503	331	Kosciusko, Ind.	32,510
31	Hidalgo, Tex.	93,506	131	Washington, Ark.	47,348	231	Dawson, Tex.	38,334	332	Hall, Neb.	32,488
32	Pottawattamie, Ia.	87,991	132	Shelby, Ia.	47,268	232	Adams, Wash.	38,288	333	Knox, Neb.	32,456
33	DeKalb, Ill.	87,947	133	Floyd, Tex.	47,248	233	Walworth, Wis.	38,233	334	Chouteau, Mont.	32,422
34	Sacramento, Cal.	87,398	134	Hockley, Tex.	47,221	234	Delaware, N. Y.	38,227	335	St. Croix, Wis.	32,390
35	Hillsborough, Fla.	86,647	135	Vermilion, Ill.	47,087	235	Sedgwick, Kan.	38,219	336	San Benito, Cal.	32,349
36	Yolo, Cal.	86,335	136	Black Hawk, Ia.	46,935	236	Phillips, Ark.	38,160	337	Manitowoc, Wis.	32,332
37	Madera, Cal.	85,879	137	Terry, Tex.	46,840	237	Cass, Ia.	38,071	338	Vernon, Wis.	32,224
38	Dane, Wis.	85,443	138	Stephenson, Ill.	46,765	238	Wake, N. C.	37,948	339	Clay, Minn.	32,197
39	Yuma, Ariz.	84,524	139	Webster, Ia.	46,727	239	Onelda, N. Y.	37,928	340	Sheboygan, Wis.	32,167
40	La Salle, Ill.	84,284	140	Horry, S. C.	46,420	240	Olmsted, Minn.	37,867	341	Macon, Ill.	32,157
41	Sutter, Cal.	84,165	141	Clark, Wis.	46,295	241	Tazewell, Ill.	37,826	342	Highlands, Fla.	32,127
42	Stout, Ia.	82,127	142	Boone, Ia.	46,156	242	Floyd, Ia.	37,806	343	Richland, N. D.	32,117
43	Hale, Tex.	81,863	143	Fillmore, Minn.	46,130	243	Lincoln, Wash.	37,798	344	Morgan, Ill.	32,028
44	McLean, Ill.	80,623	144	Berks, Penn.	46,111	244	Hendry, Fla.	37,667	345	Edgar, Ill.	32,025
45	Cuming, Neb.	79,688	145	Douglas, Neb.	46,065	245	Walla Walla, Wash.	37,636	346	York, Neb.	31,969
46	Whitman, Wash.	79,414	146	Berrien, Mich.	46,001	246	Swisher, Tex.	37,513	347	King, Wash.	31,965
47	Clinton, Ia.	75,408	147	Sampson, N. C.	45,984	247	Greene, Ia.	37,450	348	Bradford, Penn.	31,894
48	Kossuth, Ia.	75,408	148	Parmer, Tex.	45,826	248	Wilson, N. C.	37,447	349	Steuben, N. Y.	31,891
49	Bureau, Ill.	73,343	149	Glenn, Cal.	45,804	249	Eddy, N. M.	37,329	350	Crosby, Tex.	31,770
50	Dade, Fla.	72,745	150	New Madrid, Mo.	45,700	250	Wayne, Neb.	37,248	351	Yellow Medicine, Minn.	31,734
51	Plymouth, Ia.	71,615	151	Marion, Ore.	45,665	251	Woodford, Ill.	37,131	352	Lenoir, N. C.	31,726
52	Aroostook, Me.	70,550	152	Colusa, Cal.	45,457	252	Nueces, Tex.	36,993	353	Hallfax, N. C.	31,681
53	Morgan, Colo.	70,218	153	Redwood, Minn.	45,204	253	Lafayette, Wis.	36,965	354	Tallahatchie, Miss.	31,606
54	Lamb, Tex.	67,411	154	Mower, Minn.	45,070	254	Sumner, Kan.	36,891	355	Linn, Ore.	31,531
55	Benton, Ia.	67,223	155	Nobles, Mont.	44,851	255	Adams, Ill.	36,824	356	East Carroll, La.	31,478
56	Bolivar, Miss.	67,152	156	Pocahontas, Ia.	44,841	256	Castro, Tex.	36,777	357	Keokuk, Ia.	31,436
57	Canyon, Ida.	66,140	157	Donna Ana, N. M.	44,743	257	Brown, Minn.	36,716	358	Lee, Ark.	31,436
58	Ogle, Ill.	66,115	158	Goodhue, Minn.	44,737	258	Butler, Kan.	36,667	359	Monmouth, N. J.	31,418
59	Whiteside, Ill.	65,383	159	Pemiscot, Mo.	44,692	259	Contra Costa, Cal.	36,657	360	Clackamas, Ore.	31,330
60	Sunflower, Miss.	64,420	160	Benton, Ark.	44,542	260	Chautauqua, N. Y.	36,583	361	Madison, Ala.	31,323
61	Cherokee, Ia.	63,906	161	Fayette, Ia.	44,421	261	Spokane, Wash.	36,564	362	Elkhart, Ind.	31,321
62	Chester, Penn.	63,494	162	Fond du Lac, Wis.	44,306	262	Loneok, Ark.	36,538	363	McLeod, Minn.	31,312
63	Livingston, Ill.	62,807	163	Macoupin, Ill.	44,051	263	Finney, Kan.	36,517	364	Union, S. D.	31,242
64	Lee, Ill.	61,981	164	Crawford, Ia.	43,876	264	Burt, Neb.	36,470	365	Hamilton, Neb.	31,177
65	Santa Barbara, Cal.	61,932	165	Fulton, Ohio	43,435	265	Acadia, La.	36,401	366	Saunders, Neb.	31,132
66	Suffolk, N. Y.	61,194	166	Dubuque, Ia.	43,370	266	Saginaw, Mich.	36,397	367	Polk, Ia.	31,122
67	Robeson, N. C.	61,073	167	Iowa, Ia.	43,316	267	Darke, Ohio	36,363	368	Mills, Ia.	31,103
68	Iroquois, Ill.	61,018	168	Clayton, Ia.	42,869	268	Edgcombe, N. C.	36,284	369	Saline, Mo.	31,024
69	Grant, Wash.	60,128	169	Lenawee, Mich.	42,765	269	Cottonwood, Minn.	36,217	370	Turner, S. D.	30,932
70	Dodge, Wis.	59,619	170	Walsh, N. D.	42,680	270	Logan, Ill.	36,203	371	Cassia, Ida.	30,894
71	Champalgn, Ill.	59,560	171	Vermilion, La.	42,260	271	Wharton, Tex.	36,183	372	Stanton, Neb.	30,891
72	Cedar, Ia.	59,515	172	Nash, N. C.	42,244	272	Sibley, Minn.	36,112	373	Rock, Minn.	30,585
73	Martin, Minn.	59,040	173	Hancock, Ia.	42,215	273	Cherry, Neb.	36,066	374	Reeves, Tex.	30,584
74	Butte, Cal.	58,982	174	Dodge, Neb.	42,150	274	Monona, Ia.	36,040	375	Allegan, Mich.	30,568
75	Poinsett, Ark.	58,580	175	Johnson, Ia.	42,137	275	Mitchell, Ia.	36,030	376	Dunn, Wis.	30,412
76	Twin Falls, Ida.	58,139	176	Blue Earth, Minn.	41,961	276	Wright, Minn.	36,013	377	Kendall, Ill.	30,402
77	Scotts Bluff, Neb.	57,631	177	Columbus, N. C.	41,929	277	Jefferson, Ark.	35,915	378	Washita, Okla.	30,382
78	Cass, N. D.	56,775	178	Chaves, N. M.	41,916	278	Erle, N. Y.	35,852	379	Putnam, Ohio	30,341
79	Woodbury, Ia.	56,189	179	Clay, Ia.	41,885	279	Tuscola, Mich.	35,777	380	Harnett, N. C.	30,329
80	Marathon, Wis.	56,077	180	LeFlore, Miss.	41,718	280	Boulder, Colo.	35,766	381	Gibson, Tenn.	30,285
81	Dawson, Neb.	55,648	181	Washington, Ia.	41,584	281	Pasco, Fla.	35,642	382	Lincoln, Neb.	30,279
82	Hamilton, Ia.	55,521	182	Wayne, N. C.	41,559	282	Cumberland, N. J.	35,639	383	Peoria, Ill.	30,269
83	Polk, Minn.	55,146	183	Will, Ill.	41,515	283	Poweshiek, Ia.	35,618	384	Jackson, Ark.	30,260
84	Renville, Minn.	55,035	184	Wicomico, Md.	41,500	284	Cross, Ark.	35,569	385	Piatt, Ill.	30,219
85	Cameron, Tex.	54,837	185	Frederick, Md.	41,435	285	Lyon, Minn.	35,528	386	Pima, Ariz.	30,164
86	Warren, Ill.	54,226	186	Mercer, Ill.	41,391	286	Shelby, Ill.	35,421	387	Madison, N. Y.	30,079
87	Kane, Ill.	53,984	187	Alameda, Cal.	41,324	287	Jefferson, N. Y.	35,323	388	Cayuga, N. Y.	30,013
88	Sac, Ia.	53,747	188	Pike, Ill.	41,261	288	Audubon, Ia.	35,211	389	Orangeburg, S. C.	29,816
89	Pitt, N. C.	53,674	189	McHenry, Ill.	41,238	289	Platte, Neb.	35,196	390	Allen, Ind.	29,791
90	Soland, Cal.	53,607	190	St. Francis, Ark.	41,216	290	Otero, Colo.	35,142	391	Marshall, Ala.	29,772
91	Umatilla, Ore.	53,526	191	Butler, Ia.	41,165	291	St. Lucie, Fla.	34,658	392	Trempealeau, Wis.	29,732
92	Hardin, Ia.	53,326	192	Fulton, Ill.	41,102	292	St. Lawrence, N. Y.	34,612	393	Garfield, Okla.	29,727
93	Jones, Ia.	53,261	193	Cerro Gordo, Ia.	41,087	293	Reno, Kan.	34,549	394	Marion, Fla.	29,685
94	El Paso, Tex.	52,747	194	Mahaska, Ia.	40,898	294	Dallas, Ia.	34,544	395	Klamath, Ore.	29,644
95	Craighead, Ark.	52,697	195	Santa Cruz, Cal.	40,893	295	Jefferson, Wis.	34,519	396	Madison, Ill.	29,608
96	San Luis Obispo, Cal.	52,640	196	Culman, Ala.	40,845	296	Winneshek, Ia.	34,483	397	Nodaway, Mo.	29,582
97	Duplin, N. C.	52,487	197	Larimer, Colo.	40,826	297	Texas, Okla.	34,405	398	Barnes, N. D.	29,553
98	Otter Tail, Minn.	52,300	198	Christian, Ill.	40,683	298	Jasper, Ind.	34,338	399	Pittsylvania, Va.	29,475
99	Johnston, N. C.	52,048	199	Arkansas, Ark.	40,628	299	Wayne, Ohio	34,327	400	Chippewa, Wis.	29,465
100	Rock, Wis.	52,016	200	Wright, Ia.	40,521	300	Montgomery, Ill.	34,262			
						301	Franklin, Penn.	34,229			

U. S. TOTAL GROSS FARM INCOME, 1968—\$50,686,743(000)

21,391,442

400 Leading Farm Counties—Number of Farms, Rank

FARM DATA

Rank	County	Farms	Rank	County	Farms	Rank	County	Farms
1	Fresno, Cal.	7,294	102	Outagamie, Wis.	2,494	203	Lewis, Wash.	2,139
2	Lancaster, Penn.	6,247	103	Polk, Wis.	2,491	204	Lauderdale, Ala.	2,133
3	Tulare, Cal.	5,518	104	Rock, Wis.	2,479	205	Becker, Minn.	2,129
4	Yakima, Wash.	5,440	105	Buncombe, N. C.	2,471	206	Bedford, Va.	2,128
5	Stanislaus, Cal.	4,881	105	Washington, Tenn.	2,471	207	Bedford, Va.	2,128
6	Greene, Tenn.	4,737	107	Washington, Ore.	2,468	208	Eaton, Mich.	2,126
7	Otter Tail, Minn.	4,725	107	Chippewa, Wis.	2,468	209	Logan, Ky.	2,123
8	Robeson, N. C.	4,669	109	Panola, Miss.	2,466	210	Harris, Tex.	2,122
9	Marathon, Wis.	4,629	110	Jackson, Ala.	2,444	211	Vermillion, La.	2,121
10	Johnston, N. C.	4,385	111	Fillmore, Minn.	2,438	212	Caddo, Okla.	2,119
11	San Joaquin, Cal.	4,361	111	Sioux, Ia.	2,438	213	Woodbury, Ia.	2,117
12	Dane, Wis.	4,251	113	Linn, Ore.	2,434	213	Columbia, Wis.	2,106
13	San Diego, Cal.	4,212	114	Haywood, Tenn.	2,432	215	Robertson, Tenn.	2,104
14	Clackamas, Ore.	4,116	115	Mecklenburg, Va.	2,429	216	Anderson, S. C.	2,103
15	Pittsylvania, Va.	4,029	116	Washington, Penn.	2,427	217	Van Zandt, Tex.	2,101
16	Sampson, N. C.	3,979	117	Kent, Mich.	2,422	217	Mower, Minn.	2,101
17	St. Landry, La.	3,970	118	Williamson, Tex.	2,418	217	Adair, Ky.	2,101
18	Stearns, Minn.	3,938	119	Harnett, N. C.	2,417	220	Reno, Kan.	2,100
19	Horry, S. C.	3,855	120	Snohomish, Wash.	2,413	221	Clinton, Ia.	2,100
20	York, Penn.	3,816	121	Carroll, Va.	2,411	222	Jasper, Ia.	2,098
21	Cullman, Ala.	3,672	121	Scott, Va.	2,411	222	Onelda, N. Y.	2,097
22	Columbus, N. C.	3,564	123	St. Clair, Mich.	2,405	224	Elkhart, Ind.	2,095
23	Sonoma, Cal.	3,554	124	Claborn, Tenn.	2,404	225	Franklin, La.	2,094
24	Duplin, N. C.	3,526	125	Wayne, Ohio	2,398	226	Texas, Mo.	2,083
25	Clark, Wis.	3,484	126	Sullivan, Tenn.	2,390	227	Tama, Ia.	2,081
26	Williamsburg, S. C.	3,467	127	Spokane, Wash.	2,375	228	Rusk, Tex.	2,079
27	Florence, S. C.	3,454	128	Allen, Ind.	2,374	229	Washington, Tex.	2,077
28	Weld, Colo.	3,419	129	Henry, Ill.	2,369	230	Lapeer, Mich.	2,076
29	Dodge, Wis.	3,410	130	Dunn, Wis.	2,366	230	Clinton, Mich.	2,076
30	De Kalb, Ala.	3,399	130	Franklin, N. C.	2,366	232	Collin, Tex.	2,072
31	Hillsborough, Fla.	3,398	132	Fayette, Ia.	2,358	232	Mercer, Penn.	2,072
32	Marion, Ore.	3,388	133	Wilkes, N. C.	2,354	234	Dallas, Ala.	2,065
33	Hallfax, Va.	3,352	134	Livingston, Ill.	2,353	235	Kandiyohi, Minn.	2,061
34	Barren, Ky.	3,327	135	Freeborn, Minn.	2,350	236	Laurel, Ky.	2,059
35	Sanilac, Mich.	3,321	136	Franklin, Mo.	2,344	237	Yamhill, Ore.	2,056
36	Pulaski, Ky.	3,260	137	Linn, Ia.	2,343	238	Pierce, Wash.	2,054
37	Benton, Ark.	3,217	138	Chester, Penn.	2,339	239	Shelby, Tenn.	2,052
38	Merced, Cal.	3,161	139	Barry, Mo.	2,335	239	Kosciusko, Ind.	2,052
39	Chautauqua, N. Y.	3,155	140	Erle, Penn.	2,334	241	Licking, Ohio	2,050
40	Nash, N. C.	3,117	140	Steuben, N. Y.	2,334	242	Johnson, Mo.	2,049
41	Darke, Ohio	3,075	142	Macoupin, Ill.	2,332	243	Jefferson, N. Y.	2,048
42	Washington, Ark.	3,072	143	Van Buren, Mich.	2,330	244	Madison, Tenn.	2,047
43	Gibson, Tenn.	3,037	144	Sauk, Wis.	2,322	245	Carroll, Tenn.	2,044
44	Grant, Wis.	3,012	145	Evangeline, La.	2,313	246	Maury, Tenn.	2,035
44	Berrien, Mich.	3,012	146	Madison, Ill.	2,312	247	Wood, Ohio	2,034
46	Saginaw, Mich.	2,995	146	Utah, Utah	2,312	248	Stoddard, Mo.	2,033
47	Vernon, Wis.	2,968	148	Hillsdale, Mich.	2,307	248	Shlawassee, Mich.	2,033
48	Polk, Fla.	2,944	149	Sheboygan, Wis.	2,306	248	Hardin, Ky.	2,033
49	Surry, N. C.	2,928	150	Guliford, N. C.	2,302	251	Gratiot, Mich.	2,030
50	St. Lawrence, N. Y.	2,895	151	Lincoln, Tenn.	2,301	252	Howell, Mo.	2,026
51	Lane, Ore.	2,893	152	Giles, Tenn.	2,297	253	Limestone, Ala.	2,025
52	Fayette, Tex.	2,873	153	Randolph, N. C.	2,296	254	Marshall, Miss.	2,024
53	Hidalgo, Tex.	2,868	153	Plymouth, Ia.	2,296	255	Casey, Ky.	2,022
54	Pitt, N. C.	2,829	155	Jones, Miss.	2,293	256	Hancock, Ill.	2,020
55	Berks, Penn.	2,821	156	Aroostook, Me.	2,292	257	Ogle, Ill.	2,019
56	Los Angeles, Cal.	2,800	157	Sevier, Tenn.	2,286	258	Oconto, Wis.	2,015
57	Wright, Minn.	2,795	158	Monroe, Wis.	2,283	259	Bell, Tex.	2,011
58	Canyon, Ida.	2,791	159	Westmoreland, Penn.	2,280	260	Highland, Ohio	2,008
59	Whatcom, Wash.	2,782	160	Monroe, Mich.	2,268	261	Polk, Mo.	2,007
60	Todd, Minn.	2,778	161	Crawford, Penn.	2,267	262	Madison, Ky.	2,006
61	Washington, Va.	2,768	162	Ottawa, Mich.	2,260	263	Delaware, N. Y.	2,003
61	Fond Du Lac, Wis.	2,768	163	Winneshek, Ia.	2,257	263	Mc Leod, Minn.	2,003
61	Barron, Wis.	2,768	164	Clayton, Ia.	2,253	265	Blount, Ala.	1,991
64	Polk, Minn.	2,766	165	Champaign, Ill.	2,252	265	Stephenson, Ill.	1,991
65	La Salle, Ill.	2,765	166	Neshoba, Miss.	2,248	265	Benton, Ia.	1,991
66	Marshall, Ala.	2,757	167	Union, N. C.	2,247	268	Acadia, La.	1,989
66	Sumner, Tenn.	2,757	168	Jefferson, Wis.	2,238	269	Madison, Miss.	1,988
68	Wake, N. C.	2,753	168	Trempelau, Wis.	2,238	270	Washington, La.	1,984
69	Rockingham, N. C.	2,746	170	Goodhue, Minn.	2,237	271	Montcalm, Mich.	1,980
70	Lenawee, Mich.	2,730	170	Bureau, Ill.	2,237	272	Mercer, Ohio	1,978
71	Ashe, N. C.	2,725	172	Wilson, Tenn.	2,232	273	Mc Curtaln, Okla.	1,973
72	Stokes, N. C.	2,716	173	Waupaca, Wis.	2,230	274	Caswell, N. C.	1,971
73	Orangeburg, S. C.	2,690	174	Hinds, Miss.	2,229	275	Putnam, Ohio	1,969
73	Hawkins, Tenn.	2,690	175	Blue Earth, Minn.	2,225	275	Iredell, N. C.	1,969
75	Lavaca, Tex.	2,685	176	Bradford, Penn.	2,224	275	Lee, Va.	1,969
76	Allegan, Mich.	2,666	177	Leake, Miss.	2,220	275	Whiteside, Ill.	1,969
77	Tuscola, Mich.	2,664	178	Newton, Mo.	2,216	279	Grady, Okla.	1,960
78	Huron, Mich.	2,656	179	Lawrence, Mo.	2,205	280	Lake, Fla.	1,958
78	San Bernardino, Cal.	2,656	179	Adams, Ill.	2,205	281	Franklin, Penn.	1,957
80	Greene, Mo.	2,652	181	Mc Lennan, Tex.	2,202	282	Custer, Neb.	1,955
80	Riverside, Cal.	2,652	182	Weakley, Tenn.	2,199	283	Daviess, Ky.	1,952
82	Hawaii, Hawaii	2,639	183	Erle, N. Y.	2,194	284	Lawrence, Ala.	1,951
83	Santa Clara, Cal.	2,632	184	Bladen, N. C.	2,193	285	Madison, Ala.	1,949
84	Shawano, Wis.	2,622	185	Nodaway, Mo.	2,192	286	Lincoln, Ky.	1,948
85	Sussex, Del.	2,618	186	Wilson, N. C.	2,187	287	Stark, Ohio	1,945
86	Wayne, N. C.	2,616	187	Spartanburg, S. C.	2,182	288	Craighead, Ark.	1,943
86	Warren, Ky.	2,616	188	Yadkin, N. C.	2,177	289	Pontotoc, Miss.	1,940
88	Manitowoc, Wis.	2,610	189	Rutherford, Tenn.	2,176	290	Granville, N. C.	1,934
88	Clark, Wash.	2,610	190	White, Ark.	2,173	291	Butte, Cal.	1,933
90	Graves, Ky.	2,605	191	Brown, Wis.	2,172	292	Martin, Minn.	1,931
91	Mc Lean, Ill.	2,590	192	Halifax, N. C.	2,160	293	Sibley, Minn.	1,930
92	Rockingham, Va.	2,587	193	Shelby, Ill.	2,159	294	Marion, Miss.	1,928
93	Kossuth, Ia.	2,582	194	Redwood, Minn.	2,158	295	Meeker, Minn.	1,927
94	Madison, N. C.	2,569	195	Smith, Tex.	2,157	296	Jasper, Mo.	1,926
95	Tangipahoa, La.	2,568	196	Morgan, Ala.	2,156	296	Harrison, Ind.	1,926
96	Morrison, Minn.	2,567	197	Maricopa, Ariz.	2,154	298	Hill, Tex.	1,925
97	Avoyelles, La.	2,522	198	Brown, Ohio	2,151	299	Douglas, Ore.	1,922
98	Renville, Minn.	2,521	199	Tipton, Tenn.	2,146	300	Wood, Wis.	1,921
99	Iroquois, Ill.	2,507	199	Grayson, Tex.	2,146	300	Green, Wis.	1,921
100	Pottawattamie, Ia.	2,501	201	Lawrence, Tenn.	2,142	300	Wharton, Tex.	1,921
101	Fayette, Tenn.	2,495	202	St. Croix, Wis.	2,141	303	Person, N. C.	1,920
304	Olmsted, Minn.	1,919						
305	Buchanan, Ia.	1,913						
306	Will, Ill.	1,912						
306	Bedford, Va.	1,912						
308	Crawford, Ia.	1,909						
308	Granger, Tenn.	1,909						
310	Guadalupe, Tex.	1,908						
311	Twin Falls, Ida.	1,907						
312	Clarendon, S. C.	1,906						
313	Augusta, Va.	1,905						
314	Vermillion, Ill.	1,902						
314	Fulton, Ill.	1,902						
316	Delaware, Ia.	1,901						
317	Montgomery, Ill.	1,900						
318	Monroe, Miss.	1,894						
319	Cass, Mo.	1,893						
320	Faribault, Minn.	1,892						
321	Lincoln, Okla.	1,891						
322	Olsego, N. Y.	1,889						
322	Lafayette, Mo.	1,889						
324	Rice, Minn.	1,886						
325	Marshall, Minn.	1,884						
326	Douglas, Minn.	1,881						
327	Fannin, Tex.	1,879						
327	Wayne, Ill.	1,879						
329	Adams, Ohio	1,878						
330	Minnehaha, S. D.	1,876						
331	Pierce, Wis.	1,875						
332	Butler, Ia.	1,873						
333	Laurel, Tenn.	1,872						
334	Putnam, Tenn.	1,870						
334	Jackson, Fla.	1,870						
336	Fayette, Ill.	1,869						
336	Grayson, Ky.	1,869						
338	Bexar, Tex.	1,866						
338	Wright, Mo.	1,866						
340	Bates, Mo.	1,862						
340	Austin, Tex.	1,862						
342	Taylor, Wis.	1,861						
343	Franklin, Va.	1,860						
345	Bingham, Ida.	1,860						
346	Hopkides, La.	1,859						
346	Hopkins, Tex.	1,859						
347	Baldwin, Ala.	1,855						
348	Washtenaw, Mich.	1,854						
349	Orange, Fla.	1,853						
350	Shelby, Tex.	1,850						
351	Gage, Neb.	1,849						
352	Late, Miss.	1,848						
353	St. Louis, Minn.	1,844						
354	Saunders, Neb.	1,842						
355	Wayne, N. C.	1,838						
355	Ionia, Mich.	1,838						
357	Calhoun, Mich.	1,837						
358	Nobles, Tenn.	1,835						
359	Hunt, Tex.	1,834						
359	Lenoir, N. C.	1,834						
361	Fredrick, Md.	1,833						
362	Simpson, Miss.	1,832						
363	Mississippi, Ark.	1,828						
364	Cass, N. D.	1,826						
364	King, La.	1,826						
366	Rich, Wash.	1,825</						

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

Negro Population Data

January 1, 1969

METHODS AND SOURCES:

Each year SRDS Consumer Market Data Division develops a special population projection of the Negro population for all the metro areas, and county data for several southern states. This tabulation was developed from material in the Official 1960 Census of Population.

ALABAMA

STATE TOTAL 1,048,500
METRO AREAS
Birmingham 240,300
Gadsden 16,400
Huntsville 34,700
Mobile 132,400
Montgomery 178,500
Tuscaloosa 35,500
Total Metros 557,800

COUNTIES
Baldwin 11,200
Barbour 12,800
Butler 10,900
Calhoun 20,400
Chambers 13,900
Clarke 12,700
Dallas 32,600
Elmore 10,300
Escambia 12,300
Etowah 16,400
Greene 10,900
Hale 13,800
Houston 14,000
Jefferson 228,700
Lee 18,400
Lowndes 12,400
Macon 22,200
Madison 26,900
Marengo 16,700
Mobile 121,200
Monroe 11,200
Montgomery 68,200
Perry 11,400
Pike 10,700
Russell 24,600
Sumter 15,200
Talladega 21,700
Tallapoosa 10,100
Tuscaloosa 35,500
Wilcox 14,300
Total Counties 861,600

Bakersfield 23,900
Fresno 25,100
Los Angeles-Long Beach 613,200
Modesto 1,400
Oxnard-Ventura 7,000
Sacramento 31,200
Salinas-Monterey 9,800
San Bernardino-Riverside 43,100
San Diego 57,600
San Francisco-Oakland 284,100
San Jose 6,400
Santa Barbara 3,900
Santa Rosa 1,200
Stockton 16,900
Vallejo-Napa 22,500
Total Metros 1,152,400

COLORADO

STATE TOTAL 72,500
METRO AREAS
Colorado Springs 7,200
Denver 60,200
Pueblo 3,100
Total Metros 70,500

CONNECTICUT

STATE TOTAL 150,400
METRO AREAS
Bridgeport (S.M.S.A.) 23,500
Bridgeport-Stamford-Norwalk (County Basis) 45,500
Hartford (S.M.S.A.) 38,800
New Britain-Bristol (County Basis) 43,600
Meriden (S.M.S.A.) 1,100
New Britain (S.M.S.A.) 3,800
New Haven (S.M.S.A.) 38,700
New Haven-Waterbury-Meriden (County Basis) 46,000
New London-Groton-Norwich (S.M.S.A.) 5,900
New London-Groton-Norwich (County Basis) 6,100
Norwalk (S.M.S.A.) 7,400
Stamford (S.M.S.A.) 11,900
Waterbury (S.M.S.A.) 9,700
Total Metros 140,800
Total Counties 141,200

ALASKA

STATE TOTAL 8,500
METRO AREAS
Anchorage 2,400
Total Metros 2,400

ARIZONA

STATE TOTAL 58,900
METRO AREAS
Phoenix 35,900
Tucson 11,300
Total Metros 47,200

ARKANSAS

STATE TOTAL 375,400
METRO AREAS
Fort Smith 7,300
Little Rock-North Little Rock 54,900
Pine Bluff 36,300
Texarkana 24,800
Total Metros 123,300
COUNTIES
Chicot 10,400
Crittenden 27,700
Jefferson 36,300
Lee 12,300
Mississippi 20,000
Ouachita 11,900
Phillips 24,800
Pulaski 52,900
St. Francis 18,400
Union 15,000
Total Counties 229,900

CALIFORNIA

STATE TOTAL 1,295,800
METRO AREAS
Anaheim-Santa Ana-Garden Grove 5,100

DELAWARE

STATE TOTAL 75,800
METRO AREAS
Wilmington 64,300
Total Metros 64,300

DISTRICT OF COLUMBIA

DISTRICT TOTAL 634,500
METRO AREAS
Washington 727,400
Total Metros 727,400

FLORIDA

STATE TOTAL 1,137,000
METRO AREAS
Daytona Beach 23,800
Fort Lauderdale-Hollywood 73,400
Gainesville 26,200
Jacksonville 121,600
Lakeland 40,800
Miami 175,100
Orlando 61,800
Pensacola 45,100
Sarasota 9,800
Tallahassee 27,600
Tampa-St. Petersburg 103,800
West Palm Beach 63,600
Total Metros 772,600

GEORGIA

STATE TOTAL 1,312,800
METRO AREAS
Albany 30,300
Athens 14,200
Atlanta 293,500
Augusta 72,700
Columbus 70,700
Macon 67,600
Savannah 78,500
Total Metros 627,500
COUNTIES
Baldwin 9,800
Bliss 58,100
Burke 14,700
Chatham 78,500
Clarke 14,200
Coweta 11,100
Decatur 11,700
De Kalb 25,700
Dougherty 30,300
Fulton 245,700
Glynn 13,700
Laurens 12,900
Lowndes 17,900
Mitchell 11,100
Muscogee 44,500
Richmond 48,400
Sumter 14,100
Thomas 16,500
Troup 17,900
Washington 12,000
Total Counties 708,800

Albany 30,300
Athens 14,200
Atlanta 293,500
Augusta 72,700
Columbus 70,700
Macon 67,600
Savannah 78,500
Total Metros 627,500

Albany 30,300
Athens 14,200
Atlanta 293,500
Augusta 72,700
Columbus 70,700
Macon 67,600
Savannah 78,500
Total Metros 627,500

HAWAII

STATE TOTAL 7,100
METRO AREAS
Honolulu 7,000
Total Metros 7,000

IDAHO

STATE TOTAL 1,800
METRO AREAS
Boise City 500
Pocatello 600
Total Metros 1,100

ILLINOIS

STATE TOTAL 1,345,900
METRO AREAS
Bloomington-Normal 1,300
Champaign-Urbana 8,700
Chicago 1,136,300
Chicago, Ill.-Northwestern, Ind. (Consolidated) 1,248,200
Danville 6,400
Davenport-Rock Island-Moline 7,500
Decatur 7,500
Peoria 13,200
Quincy 1,700
Rockford 11,100
Springfield 7,000
Total Metros 1,200,700

INDIANA

STATE TOTAL 344,200
METRO AREAS
Anderson 6,100
Elkhart 3,100
Elkhart 3,100
Evansville 16,000

Fort Wayne 14,300
Gary-Hammond-East Chicago 111,900
Indianapolis 127,900
Kokomo 3,100
Lafayette-West Lafayette 1,000
Marion 4,000
Muncie 7,200
Richmond 4,400
South Bend 17,300
Terre Haute 6,200
Total Metros 323,600

IOWA

STATE TOTAL 28,100
METRO AREAS
Cedar Rapids 1,200
Davenport-Rock Island-Moline 7,500
Des Moines 11,300
Dubuque 100
Sioux City 1,600
Waterloo 5,600
Total Metros 27,300

KANSAS

STATE TOTAL 109,700
METRO AREAS
Salina 1,900
Topeka 11,200
Wichita 23,700
Total Metros 36,800

KENTUCKY

STATE TOTAL 243,000
METRO AREAS
Huntington-Ashland 7,600
Lexington 25,000
Louisville 97,000
Owensboro 3,300
Total Metros 132,900

LOUISIANA

STATE TOTAL 1,246,100
METRO AREAS
Alexandria 39,000
Baton Rouge 84,300
Lafayette 25,000
Lake Charles 36,300
Monroe 38,300
New Orleans 327,900
Shreveport 112,800
Total Metros 663,600
PARISHES
Avoynes 12,500
Bossier 16,900
Cade 95,900
Calcasieu 36,300
De Soto 15,900
East Baton Rouge 84,300
East Feliciana 12,700
Franklin 12,800
Iberia 17,900
Iberville 16,800
Jefferson 39,100
Lafayette 25,000
Lincoln 13,700
Madison 12,500
Morehouse 18,500
Natchitoches 17,900
Orleans 273,400
Ouachita 38,300
Pointe Coupee 14,000
Rapides 39,000
Richland 12,700
St. Landry 41,200
St. Martin 12,900
St. Mary 17,700
St. Tammany 12,400
Tangipahoa 24,100
Terrebonne 15,300
Washington 17,500
Webster 15,900
Total Parishes 983,100

Alexandria 39,000
Baton Rouge 84,300
Lafayette 25,000
Lake Charles 36,300
Monroe 38,300
New Orleans 327,900
Shreveport 112,800
Total Metros 663,600

Alexandria 39,000
Baton Rouge 84,300
Lafayette 25,000
Lake Charles 36,300
Monroe 38,300
New Orleans 327,900
Shreveport 112,800
Total Metros 663,600

Alexandria 39,000
Baton Rouge 84,300
Lafayette 25,000
Lake Charles 36,300
Monroe 38,300
New Orleans 327,900
Shreveport 112,800
Total Metros 663,600

MAINE

STATE TOTAL 4,700
METRO AREAS
Bangor (County Basis) 1,100
Lewiston-Auburn (S.M.S.A.) 100
Lewiston-Auburn (County Basis) 100

Portland (S.M.S.A.) 600
Portland (County Basis) 900
Total Metros 700
Portland (S.M.S.A.) 700
Portland (County Basis) 2,100
Total Metros 2,100

MARYLAND

STATE TOTAL 655,300
METRO AREAS
Baltimore 461,000
Total Metros 461,000

MASSACHUSETTS

STATE TOTAL 145,200
METRO AREAS
Boston (S.M.S.A.) 93,700
Boston-Lawrence-Haverhill-Lowell (County Basis) 98,300
Brookline (S.M.S.A.) 2,300
Brookline (County Basis) 56,900
Fall River (S.M.S.A.) 500
Fitchburg-Leominster (S.M.S.A.) 1,200
Lawrence-Haverhill (S.M.S.A.) 800
Lowell (S.M.S.A.) 700
New Bedford (S.M.S.A.) 5,000
New Bedford-Fall River (County Basis) 5,700
Pittsfield (S.M.S.A.) 1,100
Pittsfield (County Basis) 1,700
Springfield-Holyoke (S.M.S.A.) 19,100
Springfield-Holyoke (County Basis) 19,500
Worcester (S.M.S.A.) 2,900
Worcester (County Basis) 4,200
Total Metros 127,300
Total Counties 186,300

Boston (S.M.S.A.) 93,700
Boston-Lawrence-Haverhill-Lowell (County Basis) 98,300
Brookline (S.M.S.A.) 2,300
Brookline (County Basis) 56,900
Fall River (S.M.S.A.) 500
Fitchburg-Leominster (S.M.S.A.) 1,200
Lawrence-Haverhill (S.M.S.A.) 800
Lowell (S.M.S.A.) 700
New Bedford (S.M.S.A.) 5,000
New Bedford-Fall River (County Basis) 5,700
Pittsfield (S.M.S.A.) 1,100
Pittsfield (County Basis) 1,700
Springfield-Holyoke (S.M.S.A.) 19,100
Springfield-Holyoke (County Basis) 19,500
Worcester (S.M.S.A.) 2,900
Worcester (County Basis) 4,200
Total Metros 127,300
Total Counties 186,300

Boston (S.M.S.A.) 93,700
Boston-Lawrence-Haverhill-Lowell (County Basis) 98,300
Brookline (S.M.S.A.) 2,300
Brookline (County Basis) 56,900
Fall River (S.M.S.A.) 500
Fitchburg-Leominster (S.M.S.A.) 1,200
Lawrence-Haverhill (S.M.S.A.) 800
Lowell (S.M.S.A.) 700
New Bedford (S.M.S.A.) 5,000
New Bedford-Fall River (County Basis) 5,700
Pittsfield (S.M.S.A.) 1,100
Pittsfield (County Basis) 1,700
Springfield-Holyoke (S.M.S.A.) 19,100
Springfield-Holyoke (County Basis) 19,500
Worcester (S.M.S.A.) 2,900
Worcester (County Basis) 4,200
Total Metros 127,300
Total Counties 186,300

Boston (S.M.S.A.) 93,700
Boston-Lawrence-Haverhill-Lowell (County Basis) 98,300
Brookline (S.M.S.A.) 2,300
Brookline (County Basis) 56,900
Fall River (S.M.S.A.) 500
Fitchburg-Leominster (S.M.S.A.) 1,200
Lawrence-Haverhill (S.M.S.A.) 800
Lowell (S.M.S.A.) 700
New Bedford (S.M.S.A.) 5,000
New Bedford-Fall River (County Basis) 5,700
Pittsfield (S.M.S.A.) 1,100
Pittsfield (County Basis) 1,700
Springfield-Holyoke (S.M.S.A.) 19,100
Springfield-Holyoke (County Basis) 19,500
Worcester (S.M.S.A.) 2,900
Worcester (County Basis) 4,200
Total Metros 127,300
Total Counties 186,300

MICHIGAN

STATE TOTAL 933,300
METRO AREAS
Ann Arbor 15,500
Battle Creek 13,100
Bay City 1,000
Detroit 725,900
Flint 48,800
Grand Rapids 19,600
Jackson 9,300
Kalamazoo 7,600
Lansing 9,800
Muskegon-Muskegon Heights 16,000
Saginaw 23,800
Total Metros 890,400

MINNESOTA

STATE TOTAL 32,100
METRO AREAS
Duluth 800
Superior 800
Fargo-Moorhead 800
Minneapolis-St. Paul 25,800
Rochester 100
St. Cloud 26,700

MISSISSIPPI

STATE TOTAL 976,900
METRO AREAS
Biloxi-Gulfport 22,800
Greenville 46,900

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900
Total Counties 714,400

Jackson 102,200
Meridian 26,600
Total Metros 198,500
COUNTIES
Adams 19,200
Bolivar 39,200
Coahoma 33,900
Copiah 14,400
De Soto 16,300
Forrest 16,700
Harrison 22,800
Hinds 87,600
Holmes 20,000
Humphreys 14,400
Jackson 13,400
Jones 16,400
Lauderdale 26,600
Lee 12,800
Le Flore 34,100
Lowndes 20,300
Madison 24,500
Marshall 18,100
Monroe 12,100
Noxubee 12,800
Oklaibeha 13,500
Panola 17,600
Pike 15,200
Quitman 14,200
Rankin 14,600
Sun Flower 33,400
Tallahatchie 16,600
Tate 13,400
Tunica 13,100
Warren 20,400
Washington 46,900
Yazoo 19,900

Negro Population Data—Continued

NORTH DAKOTA

STATE TOTAL.....	1,300
METRO AREAS	
Fargo-Moorhead.....	
Total Metros.....	

OREGON

STATE TOTAL.....	23,100
METRO AREAS	
Eugene.....	400
Portland.....	20,900
Salem.....	300
Total Metros.....	21,600

Total Metros	
(S.M.S.A.).....	18,300
Total Metros	
(County Basis).....	18,700

Sumter.....	38,300
Williamsburg.....	27,100
York.....	23,000
Total Counties.....	769,600

Galveston-	
Texas City.....	34,500
Houston.....	347,000
Laredo.....	300
Longview.....	17,600
Lubbock.....	14,300
McAllen-Pharr-	
Edinburg.....	
Midland.....	7,500
Odessa.....	5,800
San Angelo.....	3,700
San Antonio.....	64,300
Sherman-	
Denison.....	7,400
Texarkana.....	24,800
Tyler.....	26,900
Waco.....	27,600
Wichita Falls.....	10,100
Total Metros.....	985,600

Newport News-	
Hampton.....	70,500
Norfolk	
Portsmouth.....	167,200
Petersburg.....	34,700
Richmond.....	128,600
Roanoke.....	22,800
Total Metros.....	504,100

WEST VIRGINIA

STATE TOTAL.....	61,900
METRO AREAS	
Charleston.....	10,100
Huntington.....	
Ashland.....	7,600
Parkersburg.....	400
Stuebenville-	
Wheeling.....	8,800
Wheeler.....	3,100
Total Metros.....	30,000
COUNTIES	
Kanawha.....	10,100
McDowell.....	10,700
Total Counties.....	20,800

OHIO

STATE TOTAL.....	938,900
METRO AREAS	
Akron.....	51,800
Canton.....	22,700
Cincinnati.....	154,900
Cleveland.....	304,900
Columbus.....	94,400
Dayton.....	83,100
Hamilton-	
Middletown.....	11,900
Lima.....	8,600
Lorain-Elyria.....	15,200
Mansfield.....	8,400
Newark.....	1,500
Springfield.....	14,600
Stuebenville-	
Weirton.....	8,800
Toledo.....	53,300
Youngstown-	
Warren.....	55,600

PENNSYLVANIA

STATE TOTAL.....	994,200
METRO AREAS	
Allentown-	
Bethlehem-	
Easton.....	4,300
Altoona.....	1,200
Erie.....	8,100
Harrisburg.....	26,500
Johnstown.....	4,200
Lancaster.....	4,100
New Castle.....	3,300
Philadelphia.....	766,000
Pittsburgh.....	185,300
Reading.....	5,200
Scranton.....	1,000
Wilkes-Barre-	
Hazleton.....	1,300
Williamsport.....	1,300
York.....	6,600
Total Metros.....	1,018,400

SOUTH CAROLINA

STATE TOTAL.....	879,100
METRO AREAS	
Anderson.....	19,900
Charleston.....	108,600
Columbia.....	85,500
Greenville.....	45,900
Spartanburg.....	36,700
Total Metros.....	296,600

COUNTIES	
Alken.....	23,400
Anderson.....	19,900
Beaufort.....	19,200
Berkeley.....	20,400
Charleston.....	88,200
Chester.....	11,900
Chesterfield.....	12,200
Clarendon.....	19,200
Colleton.....	14,300
Darlington.....	24,500
Dillon.....	13,900
Dorchester.....	11,900
Fairfield.....	12,200
Florence.....	38,500
Georgetown.....	19,500
Greenville.....	41,000
Greenwood.....	14,000
Horry.....	20,200
Kershaw.....	12,800
Lancaster.....	10,900
Laurens.....	14,200
Lee.....	14,200
Lexington.....	11,600
Marion.....	17,600
Marlboro.....	13,000
Newberry.....	10,000
Orangeburg.....	41,900
Richland.....	73,900
Spartanburg.....	36,700

SOUTH DAKOTA

STATE TOTAL.....	1,300
METRO AREAS	
Rapid City.....	700
Sioux Falls.....	200
Total Metros.....	900

TENNESSEE

STATE TOTAL.....	664,800
METRO AREAS	
Bristol-	
Johnson City-	
Kingsport.....	7,700
Chattanooga.....	57,500
Knoxville.....	30,500
Memphis.....	280,600
Nashville.....	98,200
Total Metros.....	474,500

UTAH

STATE TOTAL.....	5,100
METRO AREAS	
Ogden.....	2,100
Provo-Orem.....	
Salt Lake City.....	2,500
Total Metros.....	4,600

TEXAS

STATE TOTAL.....	1,378,500
METRO AREAS	
Ablene.....	6,700
Amarillo.....	9,100
Austin.....	31,400
Beaumont-	
Port Arthur-	
Orange.....	72,600
Brownsville-	
Harlingen-	
San Benito.....	1,200
Corpus Christi.....	11,900
Dallas.....	190,100
El Paso.....	1,000
Fort Worth.....	69,800

VERMONT

STATE TOTAL.....	500
------------------	-----

VIRGINIA

STATE TOTAL.....	920,000
METRO AREAS	
Bristol-	
Johnson City-	
Kingsport.....	7,700
Charlottesville.....	11,200
Danville.....	35,000
Lynchburg.....	26,200

WASHINGTON

STATE TOTAL.....	60,700
METRO AREAS	
Seattle-Everett.....	35,200
Spokane.....	3,800
Tacoma.....	13,000
Yakima.....	1,900
Total Metros.....	53,900

WISCONSIN

STATE TOTAL.....	111,700
METRO AREAS	
Appleton.....	
Duluth-Superior.....	800
Green Bay.....	200
Janesville.....	2,600
Kenosha.....	1,600
La Crosse.....	
Madison.....	2,400
Milwaukee.....	84,200
Oshkosh.....	
Racine.....	7,700
Sheboygan.....	
Total Metros.....	99,500

OKLAHOMA

STATE TOTAL.....	163,000
METRO AREAS	
Lawton.....	8,300
Oklahoma City.....	44,700
Tulsa.....	33,100
Total Metros.....	86,100

RHODE ISLAND

STATE TOTAL.....	23,700
METRO AREAS	
Providence-	
Pawtucket-	
Warwick.....	18,300
(S.M.S.A.).....	
Providence-	
Pawtucket-	
Warwick.....	18,700
(County Basis).....	

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

Leading 100 Metro Areas Ranked in Negro Population

RANK		
1.	New York.....	1,489,300
2.	Chicago.....	1,136,300
3.	Philadelphia.....	766,000
4.	Washington, D. C.....	727,400
5.	Detroit.....	725,900
6.	Los Angeles-Long Beach.....	613,200
7.	Baltimore.....	461,000
8.	St. Louis.....	349,600
9.	Houston.....	347,000
10.	New Orleans.....	327,900
11.	Cleveland.....	304,900
12.	Newark, N. J.....	295,300
13.	Atlanta.....	293,500
14.	San Francisco-Oakland.....	284,100
15.	Memphis.....	280,600
16.	Birmingham, Ala.....	240,300
17.	Dallas.....	190,100
18.	Pittsburgh.....	185,300
19.	Miami.....	175,100
20.	Norfolk-Portsmouth, Va.....	167,200
21.	Cincinnati.....	154,900
22.	Kansas City, Mo.....	139,000
23.	Mobile.....	132,400
24.	Richmond, Va.....	128,800
25.	Indianapolis.....	127,900
26.	Greensboro-Winston-Salem-High Point.....	123,000

RANK		
27.	Jacksonville, Fla.....	121,600
28.	Shreveport, La.....	112,800
29.	Gary-Hammond-East Chicago, Ind.....	111,900
30.	Charleston, S. C.....	108,600
31.	Tampa-St. Petersburg.....	103,800
32.	Jackson, Miss.....	102,200
33.	Buffalo.....	100,700
34.	Nashville, Tenn.....	98,200
35.	Louisville.....	97,000
36.	Columbus, Ohio.....	94,400
37.	Boston (Official S.M.S.A.).....	93,700
38.	Charlotte, N. C.....	89,800
39.	Columbia, S. C.....	85,500
40.	Baton Rouge.....	84,300
41.	Milwaukee.....	84,200
42.	Dayton, Ohio.....	83,100
43.	Montgomery, Ala.....	78,500
44.	Savannah, Ga.....	78,500
45.	Fort Lauderdale-Hollywood, Fla.....	73,400
46.	Augusta, Ga.....	72,700
47.	Beaumont-Port Arthur-Orange.....	72,600
48.	Columbus, Ga.....	70,700
49.	Newport News-Hampton, Va.....	70,500
50.	Fort Worth.....	69,800
51.	Macon.....	67,600
52.	San Antonio.....	64,300

RANK		
52.	Wilmington, Del.....	64,300
54.	West Palm Beach.....	63,600
55.	Orlando.....	61,800
56.	Denver.....	60,200
57.	San Diego.....	57,600
58.	Chattanooga.....	57,500
58.	Paterson-Clifton-Passaic.....	57,500
60.	Youngstown-Warren.....	55,600
61.	Little Rock-North Little Rock.....	54,900
62.	Jersey City.....	54,300
63.	Toledo.....	53,300
64.	Akron.....	51,800
65.	Durham.....	50,000
66.	Ft. Worth.....	48,800
66.	Raleigh.....	48,800
68.	Fayetteville.....	48,700
69.	Greenville, Miss.....	46,900
70.	Greenville, S. C.....	45,900
71.	Pensacola.....	45,100
72.	Oklahoma City.....	44,700
73.	Trenton.....	44,600
74.	San Bernardino-Riverside-Ontario.....	43,100
75.	Lakeland.....	40,800
76.	Alexandria, La.....	39,000
77.	Hartford (Official S.M.S.A.).....	38,800
78.	New Haven (Official S.M.S.A.).....	38,700

RANK		
79.	Monroe.....	38,300
80.	Atlantic City.....	37,400
81.	Spartanburg.....	36,700
82.	Lake Charles.....	36,300
82.	Pine Bluff.....	36,300
84.	Phoenix.....	35,900
85.	Tuscaloosa.....	35,500
86.	Seattle-Everett.....	35,200
87.	Danville, Va.....	35,000
88.	Huntsville.....	34,700
88.	Petersburg, Va.....	34,700
90.	Galveston-Texas City.....	34,500
90.	Rochester, N. Y.....	34,500
92.	Tulsa.....	33,100
93.	Austin.....	31,400
94.	Sacramento.....	31,200
95.	Omaha.....	30,700
96.	Knoxville.....	30,500
97.	Albany, Ga.....	30,300
98.	Tallahassee.....	27,600
98.	Waco.....	27,600
100.	Tyler.....	26,900

Total 100 Leading Metro Areas.....14,507,000

U. S. TOTAL NEGRO POPULATION 1-1-69 — 22,755,200

EXPLANATION OF SRDS SPANISH POPULATION DATA

Beginning this year SRDS is reporting estimates for Spanish Population in selected areas of the United States. These data reflect Spanish speaking population of both first and succeeding generations, whose origin is chiefly from three areas:

1) Mexico; 2) Puerto Rico; 3) Cuba. The Mexicans emigrating mainly to New Mexico, Arizona, Colorado, Texas and Southern California; the Puerto Ricans to New York and the Cubans to Florida and Louisiana. There has been, in addition, a significant migration from Latin America (Central and South America & adjacent islands) and countries of Europe and Africa, where Spanish is spoken. These peoples have also been accounted for in our enumeration.

These estimates reflect population for metros, total metros, counties, and total counties — for eight states where the Spanish speaking segment composes a significant share of the total population. All areas listed are SMSA areas, with the exception of Modesto, CA; Santa Rosa, CA; and Longview, Texas. These

three cities are SRDS additional metropolitan areas, but are listed because of their contribution to the total Spanish population.

All official SMSA metro areas are listed for the five Southwestern states. For New York, Florida and Louisiana, adequate information was not available, and so we were somewhat limited in these States as to the number of counties we could incorporate into our enumeration.

SRDS would like to recognize the following organizations for aiding us in the production of these statistics:

1) Department of Commerce; 2) Catholic Cuban Center of New Orleans; 3) Department of Justice, Immigration and Naturalization Service; 4) J. Walter Thompson Company; 5) First Research Corporation; and 6) The Amigo Spanish Group. In addition, we would like to extend our thanks to the various state and local government agencies that aided us, the Chambers of Commerce of cooperating cities and numerous radio stations which so actively and generously gave us their cooperation.

Spanish Population Data

July 1, 1969

ARIZONA

METRO AREAS
Phoenix 131,200
Tucson 118,900
Total Metros ... 250,100

COUNTIES
Cochise 18,400
Coconino 5,800
Gila 7,700
Greenlee 6,700
Maricopa 131,200
Navajo 3,400
Pima 118,900
Pinal 29,900
Santa Cruz 11,800
Yuma 15,200
Total Counties .. 349,000

CALIFORNIA

METRO AREAS
Anaheim-Santa Ana-Garden 115,600
Bakersfield 64,700
Fresno 101,300
Los Angeles-Long Beach .. 905,500
Modesto 17,500
Oxnard-Ventura 64,100
Sacramento 76,400
Salinas-Monterey 31,800
San Bernardino-Riverside-Ontario 151,500
San Diego 119,000
San Francisco-Oakland 291,500
San Jose 145,800

Santa Barbara .. 39,300
Santa Rosa 10,700
Stockton 53,200
Vallejo-Napa .. 20,100
Total Metros...2,208,000

COUNTIES
Alameda 118,300
Contra Costa 46,900
Fresno 101,300
Imperial 36,000
Inyo 500
Kern 64,700
Kings 16,700
Los Angeles 905,500
Madera 7,900
Marin 12,300
Merced 24,500
Monterey 31,800
Napa 4,700
Orange 115,600
Placer 7,800
Riverside 58,000
Sacramento 56,100
San Benito 6,800
San Bernardino.. 93,500
San Diego 119,000
San Francisco .. 74,900
San Joaquin 53,200
San Luis Obispo .. 10,500
San Mateo 39,100
Santa Barbara .. 39,300
Santa Clara 145,800
Santa Cruz 9,300
Solano 15,400
Sonoma 10,700
Stanislaus 17,500
Tulare 41,900
Ventura 64,100
Yolo 12,500
Total Counties..2,362,100

COLORADO

METRO AREAS
Denver 104,800
Colorado Springs 12,900
Pueblo 43,200
Total Metros ... 160,900

COUNTIES
Adams 18,500
Arapahoe 5,700
Boulder 6,200
Conejos 4,600
Costilla 3,000
Denver 69,300
El Paso 12,900
Huerfano 4,300
Jefferson 5,100
Los Animas 7,200
Mesa 5,000
Otero 6,300
Pueblo 43,200
Rio Grande 3,300
Weld 11,600
Total Counties .. 206,200

FLORIDA

METRO AREAS
Miami 296,200
Tampa-St. Petersburg .. 109,900
Total Metros ... 406,100

COUNTIES
Dade 296,200
Hillsborough 68,200
Pinellas 41,700
Total Counties .. 406,100

LOUISIANA

METRO AREAS
New Orleans 37,600
Total Metros ... 37,600

PARISHES
Jefferson 8,300
Orleans 26,900
St. Bernard 1,300
St. Tammany 1,100
Total Parishes .. 37,600

NEW MEXICO

METRO AREAS
Albuquerque 105,900
Roswell 10,600
Total Metros ... 116,500

COUNTIES
Bernalillo 105,900
Chaves 10,600
Colfax 5,100
Curry 4,700
Dona Ana 31,300
Eddy 13,900
Grant 8,900
Guadalupe 3,700
Lea 3,000
Luna 3,000
McKinley 5,900
Mora 3,700
Otero 8,200
Quay 4,100
Rio Arriba 18,200
Sandoval 5,200
San Juan 5,400
San Miguel 17,200
Santa Fe 33,900
Socorro 5,700

Taos 11,600
Torrance 2,200
Valencia 22,600
Total Counties .. 334,800

NEW YORK

COUNTIES
Bronx 481,800
Kings 497,200
Nassau 17,500
New York 552,500
Queens 257,100
Richmond 33,200
Suffolk 22,100
Total Counties..1,861,400

TEXAS

METRO AREAS
Abilene 9,500
Amarillo 8,900
Austin 38,000
Beaumont-Port Arthur-Orange 12,700
Brownsville-Harlingen-San Benito .. 122,200
Corpus Christi .. 149,900
Dallas 66,200
El Paso 195,300
Fort Worth 35,600
Galveston-Texas City .. 18,500
Houston 152,800
Laredo 71,700
Longview 2,000
Lubbock 38,100

McAllen-Pharr-Edinburg 164,100
Midland 7,100
Odessa 15,000
San Angelo 12,400
San Antonio 391,700
Sherman-Denison .. 1,900
Texarkana 2,600
Tyler 2,400
Waco 15,000
Wichita Falls... 5,200
Total Metros...1,538,800

COUNTIES
Atascosa 9,600
Bee 11,600
Bell 10,900
Bexar 382,100
Brazoria 9,600
Brazos 5,400
Brewster 2,500
Brooks 6,100
Caldwell 4,800
Calhoun 7,400
Cameron 122,200
Comal 7,700
Dallas 60,200
Dawson 5,600
De Witt 4,000
Dimmit 7,200
Duval 9,700
Ector 15,000
El Paso 195,300
Fort Bend 14,700
Frio 6,800
Galveston 18,500
Gonzales 3,400
Guadalupe 9,600
Hale 15,000
Harris 121,400
Hays 9,500
Hidalgo 164,200

Hockley 6,500
Howard 7,000
Jefferson 10,500
Jim Hogg 4,300
Jim Wells 25,700
Karnes 5,200
Kendall 800
Kinney 1,000
Kleberg 16,100
Lamb 8,800
La Salle 3,100
Live Oak 2,300
Lubbock 38,100
Mc Lennan 14,900
Matagorda 6,000
Maverick 15,500
Medina 9,200
Midland 7,100
Nueces 120,900
Pecos 4,300
Potter 6,900
Presidio 2,000
Reeves 10,200
Refugio 4,300
San Patricio ... 29,000
Starr 20,100
Tarrant 33,800
Taylor 8,700
Tom Green 12,400
Travis 38,000
Uvalde 10,100
Val Verde 17,000
Victoria 15,400
Webb 71,700
Wharton 7,900
Wilson 5,000
Wichita 4,900
Willacy 14,500
Williamson 5,600
Zapata 5,000
Zavala 12,600
Total Counties..1,882,400

ARBACS-ARB's ACCOUNT CONTROL SYSTEM

Your Mountain



Makes a Molehill Out of _____ of Paperwork

SRDS

state
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Time savings of from forty to fifty percent in clerical work loads have been reported by current agency users of ARB's newest area of service to the advertising industry . . . ARBACS.

It's a media account control system designed for any size agency. And, it brings computer speed and accuracy to your most complex "housekeeping" problems.

Your staff makes simple entries on pre-printed worksheets. From there, ARBACS draws upon computer capabilities to store, calculate in microseconds, retrieve and print information that is critical and timely for effective control of all media activity.

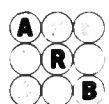
1. **Media placement is simplified and hastened** with computer preparation of buy orders . . . even formal contracts.
2. **Budget control is maximized** as the current status of "expenditures versus budget" is readily available by media, by market.
3. **Media payments are streamlined** as "actual performance" entries are matched with "as ordered" specifications. Appropriate discounts are calcu-

lated for payment totals. The system even assumes the task of writing the checks.

4. **Flexibility is maintained** with the capability to determine quickly the results of rate adjustments or short rate penalties from potential changes in campaign plans.
5. **Documentation is provided** for performance status and client billing through regularly prepared summary reports of each activity. Interim reports can be made available overnight if needed.

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SRDS

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January 9 through February 5		New York Los Angeles Chicago Philadelphia		San Francisco Detroit Boston Washington, D. C.		
April 17 through May 14	Akron Albany-Schenectady-Troy Atlanta Baltimore Beaumont-Port Arthur Birmingham Boston Buffalo Cedar Rapids Charlotte Chicago Cincinnati	Cleveland Columbus, Ohio Dallas-Ft. Worth Dayton Denver Des Moines Detroit Flint Ft. Wayne Fresno Grand Rapids Harrisburg Hartford	Houston Indianapolis Jacksonville Kansas City Knoxville Little Rock Los Angeles Louisville Madison Memphis Miami Milwaukee Minneapolis-St. Paul Nashville	New Haven-Waterbury New Orleans New York Norfolk-Portsmouth- Newport News- Hampton Oklahoma City Omaha-Council Bluffs Philadelphia Phoenix Pittsburgh Portland, Ore. Providence-Pawtucket	Raleigh Richmond Rochester Sacramento St. Louis Salt Lake City San Antonio San Diego San Francisco Seattle-Everett- Tacama Shreveport Spokane	Springfield-Holyoke-Chicopee Syracuse Tampa-St. Petersburg Toledo Tulsa Washington, D. C. Wheeling Wichita Wilkes-Barre / Scranton Worcester, Mass. Youngstown-Warren
July 24 through August 13		New York Los Angeles Chicago Philadelphia		San Francisco Detroit Boston Washington, D. C.		
October/November (Exact dates not determined)	Akron Albany-Schenectady-Troy Albuquerque Atlanta Austin Bakersfield Baltimore Birmingham Boston Buffalo	Charlotte Chicago Cincinnati Cleveland Columbus, Ohio Dallas-Ft. Worth Dayton Denver Des Moines Detroit Fresno	Hartford Houston Indianapolis Kansas City Los Angeles Louisville Memphis Miami Milwaukee Minneapolis-St. Paul Mobile	Nashville New Haven-Waterbury New Orleans New York Norfolk-Portsmouth- Newport News- Hampton Oklahoma City Omaha-Council Bluffs Orlando	Peoria Philadelphia Phoenix Pittsburgh Portland, Ore Providence-Pawtucket Richmond Rochester Sacramento St. Louis Salt Lake City	San Antonio San Diego San Francisco Seattle-Everett- Tacoma Syracuse Tampa-St. Petersburg Toledo Washington, D. C. Wilmington, Del.

state
sections

Media/Market Maps
Market Data
Radio Station Listings



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DALLAS 211 North Ervay Building, Dallas, Texas 75201 • (214) 748-5595

World Radio History

Regional and State Networks and Groups Index

All regional network listings are shown in the regional section (see contents page); all state networks are shown at the beginning of a state.

Network	Regional	State	Network	Regional	State
AAA California Spanish Network.....		California	Knight Quality Stations (Florida)		Florida
A-Buy Radio Group		California	Laird Group		Wisconsin
Alabama AAA Buy		Alabama	Latin Network	X	
Alabama Community Network		Alabama	Leland Bisbee Group		Arizona
Alaska Broadcasting System		Alaska	Lemon Network		Michigan
Allegheny Mountain Network		Pennsylvania	Linder Group, The		Minnesota
All Spanish Network	X		Lobster Network		Maine
Amigo Spanish Group, The		Hawaii	Los Angeles Metropolitan Country Combination.....		California
Appalachian Network	X				
Arizona Broadcasting System	X		Magic Circle Network	X	
Arizona Country Combination		Arizona	Maine Broadcasting System		Maine
Arkansas Radio Network		Arkansas	Maine State Network		Maine
			Masla New York Suburban Plan.....		New York Urban
			McLendon Stations, The	X	
Beef Empire Stations		Nebraska	Michigan Must-Buy Network		Michigan
Beeline, McClatchy		Nebraska	Midnight Sun Broadcasters, Inc., The		Alaska
Big-K Stations, The		Texas	Mid South Network		Mississippi
			Minnesota Farm Network		Minnesota
			Minnesota Star Network		Minnesota
CBS/FM Broadcasting	X				
CBS Radio Pacific Network	X		National AgRadio Groups, Inc.	X	
California Farm Network		California	National Science Network, Inc.	X	
California Low Desert Buy.....		California	National Spanish Language Network	X	
Calif-Ore Radio Duo		California	Nebraska Rural Radio Stations		Nebraska
Carolina Radio Network		North Carolina	New Hampshire State Network, Inc.		New Hampshire
CN FM Group	X		New Mexico Network		New Mexico
Coconut Wireless Network		Hawaii	New York City Suburban Group, The		New York Urban
Connecticut State Network		Connecticut	North Country Stations, The		Vermont
Country Music Network	X		North Texas Network, The		Texas
			Northeast Georgia Radio Network		Georgia
			Northeast Radio Network		New York
			Northern Power Network		Michigan
Dakota Salesmaker Stations		North Dakota			
Dee Rivers Georgia Group		Georgia	Ohio Radio Network		Ohio
Dee Rivers Group, The	X		OK Group, The	X	
Dixie Network, The		Tennessee	Oklahoma News Network, Inc.		Oklahoma
Empire State FM Network		New York	Paul Bunyan Network		Michigan
			Philadelphia Suburban Group, The.....		Phila. Urban
Fine Music Group	X				
Fisher Station Network		Oregon	Radio Alabama Network		Alabama
French Program Group of New England.....	X		Radio Alaska		Alaska
			Radio Smiles Group, The		North Carolina
			Resort Market Radio Group	X	
			Rollins, Inc.	X	
Golden Crescent Group		North Carolina			
Goldman Group, The	X		Silver Dollar Network		Montana
Good Neighbor Stations, Inc.		New Hampshire	Skyline Network		Mississippi
Greater Kansas Radio Network		Kansas	South Dakota Salesmaker Stations		South Dakota
Greater New York Radio Group		New York Urban	Southeastern Key Market Network	X	
Green Valley Group	X		Southwest Radio Group.....	X	
Groskin Group, Inc.	X		Spanish Broadcast System		Texas
Group/L.A.		Los Angeles	Speidel Broadcasters, Inc.	X	
			Star Broadcasting Group.....		New York
			Stuart Broadcasting Company	X	
Hildreth Network Stations		Maine	Suburban Radio Group		North Carolina
Home Town Radio Group		Nebraska	Super Circle Group.....		New York
Hukilau Net, The		Hawaii	Super-Combo		Wisconsin
			Suwannee Group		Florida
Idaho Big Buy		Idaho	Texas State Network.....		Texas
Illinois Radio Network		Illinois	Texas-Twin Spanish Group		Texas
Indiana Radio Network		Indiana	Tichenor Spanish Group	X	
Intermountain Network, The	X		TN Radio News Network, The		North Carolina
Iowa Radio Network		Iowa	Tobacco Radio Network, The	X	
Iowa Town & Country Network		Iowa	Tri-W Network		Alabama
Ivy Network Corporation	X				
			Universal Stations, The	X	
Jalco-No/Cal Group		California	Voice of Southwest Agriculture Radio Network.....		Texas
Jalco-So/Cal Group		California	Voice of Valley Agricultural Radio Network.....		Texas
Katz Radio A. I. D. Plan.....	X				
Keystone Radio Groups	X		Western States Radio Empire	X	
Knight Quality Stations, The		New Hampshire	Wisconsin Network, Inc.		Wisconsin
			Woodall, Allen Stations		Georgia

Regional Radio Networks and Groups

For information on national networks see Network Rates and Data; for state networks refer to state sections.

METHODS AND SOURCES:

Network and/or groups with facilities located in more than one state and sold at rates less than the total of individual station rates, are listed alphabetically by title. For rates and details on national networks, see "Network Rates and Data." For rates and details on state networks, see listings at the beginning of each state section. All state and regional networks are listed in an alphabetical list on the Regional and State Networks and Groups Index page. See contents page for location.

All Spanish Network

Comprised of:
KEVT-Tucson XECL-Calexico Area,
KEP-El Paso Calif.
Media Code 4 100 0100 2.00
Business Office-48 E. Broadway, Tucson, Ariz.,
85701. Phone 802-824-5588.

1. PERSONNEL

President-Alvin L. Korngold.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a,
28c, 29a.
Contracts: 40a, 41, 45, 47e, 48, 50, 51a.
Comb. Cont. Discounts: 60a, 60i, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

ET Rec'd 4/15/68.
7. PACKAGE PLANS
PER WK: 5 10 15 20 25 30
1 min. 18.00 16.50 14.00 13.00 12.00
30 sec. 75% of 1-min. 10 sec. 50% of 1-min.

American Contemporary Radio Network

American Entertainment Radio Network

American FM Radio Network

American Information Radio Network

For rates and data see listings in Network Rates and Data.

Amigo Spanish Group, The

Comprised of:
KIPN, Phoenix, Ariz. KABQ, Albuquerque, N.M.
KEVT, Tucson, Ariz. KNO, Corpus Christi, Tex.
KGST, Fresno, Calif. KZAZ, San Jose, Calif. KZAZ, San Jose, Calif.
KAPI, Pueblo, Colo. XELO-El Paso, Tex.
WQBA, Miami, Fla. KGBT, Harlingen, Tex.
WVOL, Tampa, Fla. XEK, Laredo, Tex.
WJMR-New Orleans, La. KCOR, San Antonio, Tex.

2. REPRESENTATIVES

New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco-Savalli/Gates, Inc.
KAZA and KGBT represented in Los Angeles by Harlan G. Oakes & Associates, and in San Francisco by Don R. Pickens Co.

5. GENERAL RATE POLICY

ET 9/1/67-Rec'd 8/28/67.
7. PACKAGE PLANS
1 MIN: Open 5 10 15 20 25 30
KIFN 11.00 10.50 10.00 9.50 9.00 8.50 8.00
KEVT 7.00 6.65 6.30 5.95 5.60 5.25 4.90
KGST 7.60 7.35 7.10 6.85 6.60 6.40 6.20
KAZA 8.65 8.40 8.15 7.90 7.65 7.40 7.10
KAPI 5.00 4.75 4.50 4.25 4.00 3.75 3.50
*WQBA 22.00 20.00 19.00 17.00 16.00 15.00 14.00
WVOL 10.00 9.50 9.00 8.50 8.00 7.50 7.00
WJMR 9.00 8.50 8.00 7.50 7.00 6.50 6.00
KABQ 10.00 9.50 9.00 8.50 8.00 7.50 7.00
KUNO 15.00 14.00 13.00 12.00 11.00 10.00 9.00
XELO 15.00 14.25 13.50 12.75 12.00 11.25 10.50
KGBT 20.00 19.00 18.00 17.00 16.00 15.00 14.00
XEK 8.00 7.50 7.20 6.90 6.40 5.90 5.60
KCOR 24.00 22.00 20.00 18.00 16.00 15.00 14.00
20/30 sec. 75% of 1-min. 10 sec. 50% of 1-min.
(*) 20/30 sec. 80% of 1-min.

DISCOUNT

8 or more stations-5%.
CONDITIONS
Any station in a group buying receiving less than 8 spots weekly cannot be included for discount purposes.

Appalachian Network

Comprised of:
WFTG-London, Ky. WNRG-Grundy, Va.
WCPM-Cumberland, Ky. WVAR-Richwood, Ky.
Media Code 4 100 0550 8.00
Business Office-Kentucky Radio Sales, Box 23017
Anchorage, Ky. 40223.

1. PERSONNEL

General Manager-Elvo Mills (WFTG).
2. REPRESENTATIVES
Kentucky Radio Sales-South.
4. AGENCY COMMISSION
15% on time only, 10 days.
5. GENERAL ADVERTISING See coded regulations
Contracts: 46.
No periods sold in bulk for resale.

TIME RATES									
Rates effective March 1, 1958.									
Card received March 3, 1958.									
6. SPOT ANNOUNCEMENTS/PROGRAM RATES									
	1	1/2	1/4	5	1	30	hr.	hr.	hr.
	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.
1	11	161.50	123.75	46.50	36.75	22.50	15.00	12.00	12.00
13	11	147.70	120.65	54.85	55.85	27.80	14.65	11.70	11.70
26	11	143.95	117.50	43.20	34.90	27.10	14.25	11.40	11.40
52	11	136.35	111.40	41.85	33.10	25.65	13.60	10.80	10.80
104	11	128.80	105.25	39.55	31.25	25.00	12.75	10.20	10.20
156	11	121.20	99.00	38.20	29.40	22.80	12.00	9.60	9.60
280	11	113.65	92.80	34.90	27.55	21.40	11.25	9.00	9.00
312	11	106.05	86.65	32.55	25.75	19.95	10.50	8.40	8.40
624	11	98.50	80.45	30.20	23.90	18.50	9.75	7.80	7.80
728	11	90.90	74.25	27.90	22.05	17.10	9.00	7.20	7.20
10-second or 15 word shorts, no minimum required, 4.80.									
Automotive Spot Rate									
1 minute		12.00	20 seconds		9.60				
See individual station listing for rates on less than 4 stations.									

Blair Represented Network

For rates and data see listing in Network Rates and Data.

Bunchez, Gert & Associates Group

Comprised of:
California: KBHE (FM)-St. Louis
KFMX (FM)-Ohio
San Diego WEIN (FM)-
Illinois: WIVC (FM)-Peoria Cincinnati
WVEM (FM)-Oklahoma: KFMJ (Tulsa)
Springfield KRAV (FM)-Tulsa
Indiana: KFNH (FM)-
WINDU (FM)-Oklahoma City
South Bend Oregon: KLIQ-Portland
Kansas: KAFM (FM)-Sallina KLIQ-FM-Portland
KARD (FM)-Wichita Pennsylvania: WVEDO-Pittsburgh
Louisiana: WVOM-New Orleans
WVOM-FM-New Texas: KIRBE (FM)-Houston
Michigan: KWLV (FM)-New
WABX (FM)-Detroit San Angelo
Orleans KBPO (FM)-
Missouri: Beaumont
KBYN (FM)-Joplin
Media Code 4 100 1510 1.00
Business Office-730 Carondelet, St. Louis, Mo.,
63105. Phone 314-862-5250.

1. PERSONNEL

President-Gert Bunchez.
2. REPRESENTATIVES
Gert Bunchez and Associates.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL RATE POLICY
TIME RATES
ET Rec'd 9/25/68.
7. PACKAGE PLANS
MULTI STATION DISCOUNTS
Full group 10% 3+ stations 5%
See individual listings for rates.

CBS/FM Broadcasting

Comprised of:
WEET-FM-Boston, Mass.
WCBS-FM-New York, N. Y.
WCAU-FM-Philadelphia, Pa.
WBBM-FM-Chicago, Ill.
KMOX-FM-St. Louis, Mo.
KCBS-FM-San Francisco, Calif.
KNX-FM-Los Angeles, Calif.
Media Code 4 100 1650 5.00
Business Office-CBS Headquarters Bldg., 51 W.
52nd St., New York, N. Y. 10019. Phone 212-765-4321.

1. PERSONNEL

Director-James R. McQuinn.
General Sales Manager-William R. Codus.
2. REPRESENTATIVES
CBS/FM National Sales Office: See Repr. & S/O
pages.
4. AGENCY COMMISSION
15% net time only
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 31.
Contracts: 40b, 41.
Comb. Cont. Discounts: 60a, 60i, 60j, 62d.
Cancellation: 73a.

TIME RATES

Rates on request.
CBS Radio Network
For rates and data see listing in Network Rates and Data.

CBS Radio Pacific Network

Comprised of:
CALIFORNIA
KBIS-Bakersfield KRRF-Modesto
KESL-Chico KCMJ-Palm Springs
KING-Burke KVCV-Reading
KFRF-Fresno KPMB-San Diego
KNX-Los Angeles KCBS-San Francisco
OREGON
KFLW-Klamath Falls KRNR-Roseburg
KOIN-Portland IDAHO
KRILC-Lewiston WASHINGTON
KTRQ-Seattle KREW-Sunnyvale
KXEN-Wenatchee KUJ-Walla Walla
Media Code 4 100 1925 1.00
Business Office-Columbia Square, 6121 Sunset Blvd.,
Hollywood, Calif. 90028. Phone 213-469-1212.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.-George Nicholas.
General Sales Manager-Ray Barnett.
Director of Information Services-Richard Sinclair.

2. REPRESENTATIVES
CIM Itallo Mntt
4. AGENCY COMMISSION
15% on time only, payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12c.
Basic Rates: 22a, 24a.
Contracts: 40b, 42a, 45, 46, 47a.
Comb. Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Programs originating outside of the studios of the
CBS Radio Network in Los Angeles are subject to
additional charges. All rates apply to network broad-
casts only.
Network broadcasting and spot broadcasting over any
station may not be combined for discount purposes.
These discounts do not apply to broadcasts which are
a part of, or a rebroadcast of coast-to-coast broad-
casts.

TIME RATES

Rates effective October 1, 1957. (Card No. 15.)
Card received November 29, 1957.
Supplement No.2 received September 5, 1961.
All rates include both program and facilities costs
for entire CBS Radio Pacific Network (California,
Oregon, Washington and Nevada).
7. PACKAGE PLANS
RUN-OF-SCHEDULE
(Specified Monday to Sunday daytime programs)
1-3 4-7 8-11
1-12 weeks: ti. ti. ti. (*)
5-minute unit 275.00 270.00 265.00 260.00
2 1/2-minute unit 195.00 190.00 185.00 180.00
13-25 weeks:
5-minute unit 270.00 265.00 260.00 255.00
2 1/2-minute unit 190.00 185.00 180.00 175.00
26-51 weeks:
5-minute unit 265.00 260.00 255.00 250.00
2 1/2-minute unit 185.00 180.00 175.00 170.00
52 or more weeks:
5-minute unit 260.00 255.00 250.00 245.00
2 1/2-minute unit 180.00 175.00 170.00 165.00
(*) 12 or more times per week.
Discounts
5-minute and 2 1/2-minute units may be combined
so that total number purchased in any week shall
determine applicable rate for each.
Purchases of units may not be combined for dis-
count purposes with any other purchases.

CN FM Group

Comprised of:
WHCN (FM)-Hartford, Conn.
WBCN (FM)-Boston, Mass.
Media Code 4 100 2475 6.00
Executive Offices-312 Stuart St., Boston, Mass.,
02116. Phone 617-267-8020.
1. PERSONNEL
General Manager-R. R. Rippen.
Sales Manager-John C. Towle.
Program Director-Steve Segal.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL RATE POLICY
TIME RATES
NATIONAL AND LOCAL RATES SAME
ET Rec'd 8/29/68.
7. PACKAGE PLANS
MULTI-STATION DISCOUNTS
2 stations 10% 3+ stations 5%
See individual listings for rates.

Country Music Network

Comprised of:
Alabama: WYAM-Birmingham
North Carolina: WKTC-Charlotte
Arizona: WLVK-Fair Bluff
KCKY-Coolidge WLTG-Gastonia
KRDS-Phoenix WGTI-Kannapolis
Arkansas: WYNA-Halehigh
KWEN-Fort Smith WKLM-Wilmington
KXLR-Little Rock WKBX-Winston-
Salem
California: WCNW-Hamilton-
KSAV-San Francisco Fairfield
WVVC-Cocoa WGLN (FM)-Sylvania
WVXX-Ft. Lauderdale Oklahoma:
WBIX-Jacksonville KESC-Durant
WFTV-Kissimmee WYOL-Allentown
Georgia: WAVL-Apollo
WLYB-Albany WCBG-Chamberburg
WYZE-Atlanta WGET-Gettysburg
WVGS-Augusta WAZL-Hazleton
WVME-Monroe WPIR-Pittsburgh
Idaho: WWRB-Providence WPTS-Pittston/
KATN-Boise WVRB-Scranton
KBBK (FM), Boise
Iowa: KWKY-Des Moines Rhode Island:
KLEE-Ottumwa WRIH-Providence
Kentucky: WLSI-Pikeville South Carolina:
WTCV-Whitesburg WBER-Moncks
Louisiana: WYNN-Reading WBBB-Travelers Rest
WVFN-Baton Rouge WCKI-Greer
WVSH-New Orleans WAGL-Lancaster
KCL-Shreveport Tennessee:
Maryland: WVIP-Chattanooga
WVMD-Baltimore WKXV-Knoxville
WVAT-Oak Ridge
WVCO-Salisbury Texas:
Minnesota: KVLK-Alpine
KANO-Anoka KEAN-Brownwood
Mississippi: KCTA-Corpus Christi
KDHN-Dimmitt
WGRM-Greenwood KWBA-Houston
WVAF-McComb KZZZ-Littlefield
WVMS-Natchez KEYE-Perryton
WVMI-Natchez KBER-San Antonio
KSTL-St. Louis KTLW-Texas City
Nevada: KVCW-Vernon
KTOO-Henderson Virginia:
New Jersey: WERN-Herndon
New York: WLDL-Roseton
New Mexico: WTVS-South Hill
KCCO-Carlsbad WKCW-Warrenton
KVEW-Hobbs WVEE-Richmond

Washington: KARR-Bellingham
KWVO-Seattle
Media Code 4 100 2750 2.00
730 Fifth Ave., New York, N. Y. 10019. Phone
212-246-7242.
Wyoming: KVVO-Cheyenne

1. PERSONNEL
President-Charles Bernard.
2. REPRESENTATIVES
Charles Bernard Company, Inc.
4. AGENCY COMMISSION
15% on time only, billings and payment.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46.
Comb. Cont. Discounts: 60b, 60c, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

Dee Rivers Group, The

Comprised of:
WGUN-Atlanta, Ga. KWAM-Memphis, Tenn.
WEAS-Savannah, Ga. KLYX (FM)-Memphis,
WGOV-Valdosta, Ga. Tenn.
WGOV-FM-Valdosta, WSWN-Belle Glade,
Ga. Fla.
Media Code 4 100 2885 6.00
General Office-Box 2037, Miami Beach, Fla. 33140.
1. PERSONNEL
Chairman of Board-E. D. Rivers, Jr.
President-John Fulton.
Sales Manager-Daniel A. Haight.
2. REPRESENTATIVES
GILF-Tampa, Inc.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL RATE POLICY
TIME RATES
ET Rec'd 5/20/68.
7. PACKAGE PLANS
5 STATION PACKAGE
WGUN-Atlanta, Ga. WGOV-Valdosta, Ga.
KWAM-Memphis, Tenn. WSWN-Belle Glade,
WEAS-Savannah, Ga. Fla.
1 min. 27.75 26.35 24.95 22.35 19.95 18.80
30 sec. 20 10 19.80 18.00 15.60 14.50 13.50

Eastman Network

For rates and data see listing in Network Rates and Data.

Fine Music Group

Comprised of:
WEBH (FM)-Chicago, Ill. WBBC (FM)-Jackson,
Mich.
WTEE-FM-Greensburg, Pa. WYFM-Naples,
Ind. Fla.
KCMS-FM-Manitou WTTT (FM)-Terre
Springs, Colo. Haute, Ind.
KMDD (FM)-Tulsa, Okla. WLRJ (FM)-Roanoke,
Va.
WPEY (FM)-Reading, Pa. WCEN-FM-Mt. Pleasant,
Mich.
WVMB (FM)-Detroit, Mich.
Media Code 4 100 3025 8.00
Business Office: 10 Pike Pl., Mount Vernon, N. Y.
10550. Phone 914-668-3534, 3535.
1. PERSONNEL
Pres. & Dir. of Sales-Kenneth C. Schwartz.
2. REPRESENTATIVES
Fine Music Hi-Fi Broadcasters, Inc.
4. AGENCY COMMISSION
15%.
5. GENERAL RATE POLICY
The stations can be bought separately, or grouped
under 1 contract. A buy of 10 stations earns a 5%
discount; 15 stations, 7 1/2% discount; 20 or more
stations, 10% discount.
See individual listings for rates.

French Program Group of New England

Comprised of:
Massachusetts: WYAB-Fall River WFAU-WFAU-FM-
WESO-Southbridge Augusta
WREB-Holyoke WLAM-Lewiston
WVMS-Loominster WCOU-Lewiston
WMLD-Beverly Connecticut:
New Hampshire: WLLI-Williamstown
WYCU-WMOU-FM- WEXR-West Hartford
Berlin WINY-Putnam
WVBR, WKBR-FM- WATR, WATR-FM-
Manchester Waterbury
WOTV, WOTV-FM- Rhode Island:
Nashua WRIH-Providence
WNNI-Woonsocket

Media Code 4 100 3300 5.00
Operated by Alaire-Alarie Advertising.
Business Office-10 Center St., Box 333, Chicopee,
Mass. 01014. Phone 413-598-6464.

1. PERSONNEL

Vice-President-Leon J. Alarie.
2. REPRESENTATIVES
New England-Alarie-Jatin Adv., Chicopee.
4. AGENCY COMMISSION
15% of 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 7a.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 24b, 25a, 28a, 29a.
Contracts: 40a, 45.
Comb. Cont. Discounts: 60a, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
TIME RATES
No. 1 ET 1/1/69-Rec'd 3/25/69.
(This listing continued on next page)

French Program Group of New England—Continued

6. SPOT ANNOUNCEMENTS
1 min spot, ea 8
Per 5 min. DISCOUNTS 16
PER MO: 6 mo 12 mo
100 L. 5% 10% (CR)

Goldman Group, The

Comprised of:
WJTN-AM-FM—Jamestown, N. Y.
WDOE-Dunkirk, N. Y.
WGGO-Salamance, N. Y.
WTOO-Bellefontaine, Ohio
WWFM (FM)—Erie, Pa.
WWTN—Erie, Pa.
WYLT—Burlington, Vt.
Media Code 4 100 3550 9.00
Executive Offices—Radio Station WJTN, Home Jamestown Bldg., Jamestown, N. Y. 14701. Jamestown 487-1151.

1. PERSONNEL
President—Simon Goldman.
Vice-President—J. Carl Williams.
2. REPRESENTATIVES
Adam Young—VTM, Inc.
Pittsburgh—Gateway Reps, Inc.
Cleveland—Thomas Broadcast Time Sales, Inc.
Boston—Eckels & Queen, Inc.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 26, 28a, 28b, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73a.

TIME RATES

National advertisers may combine schedules on any or all stations to determine the lower rate based on combined frequency.

Green Valley Group

Comprised of:
WHYL, WHYL-FM—WYKA—Orange, Va.
Carleisle, Pa. WYKC—Winchester, Va.
WAYZ, WAYZ-FM—WEIG—Mt. Jackson, Va.
Waynesboro, Pa. WELD—Fisher, W. Va.
WFVA, WFVA-FM—Fredericksburg, Va.
Media Code 4 100 4125 5.00
The Mid-Atlantic Network. WYNC Bldg., P. O. Box 605, Winchester, Va. 22801. Phone 703-667-2225.

1. PERSONNEL
President—Marion P. Lewis.
Philip J. Potter—WHYL
Samuel J. Hanahaw—WAYZ
Philip B. Whitton—WYNC
John C. Morgan—WFVA
Donald Funkhouser—WEIG
Zag Pannell—WELD
Arch Harrison—WJMA
2. REPRESENTATIVES
FRC Time Sales.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b.
Cancellation: 71a, 73a.

TIME RATES

3-4 stations—5% discount off applicable rates.
5-7 stations—10% discount off applicable rates.
See individual listing for applicable rates. Identical schedules not required, but must run simultaneously to earn discounts.
GREEN VALLEY SPECIAL
In addition to group discounts an advertiser buying all 7 stations simultaneously entitled to an additional discount as listed below:
6-13 weeks..... 2-1/2% 27-52 weeks..... 7-1/2%
14-36 weeks..... 5%
Advertiser must run a minimum of 4 consecutive weeks and a minimum of 10 announcements per week to qualify.

Groskin Group, The

Comprised of:
Alabama: WBRC-FM—Birmingham
WLEP (FM)—Mobile
WJFM (FM)—Montgomery
Arizona: KFMM (FM)—Tucson
Arkansas: KMMK (FM)—Little Rock
California: KFIC (FM)—Fresno
KSDO (FM)—San Diego
KBAJ (FM)—San Jose
Colorado: KRVT—Colorado Springs
KRVT-FM—Colorado Springs
KRVT-FM—Colorado Springs
KDBN-FM—Denver
Connecticut: WBEK (FM)—Hartford
District of Columbia: WHFS (FM)—Washington
Florida: WKAT-FM—Miami
WVQC—Orlando
WQXK—Tampa-St. Petersburg
Georgia: WLTA (FM)—Atlanta
Hawaii: KFOA—Honolulu
Illinois: WFM (FM)—Chicago
Indiana: WFMS (FM)—Indianapolis
Iowa: KFMM (FM)—Des Moines
Kentucky: WLRS (FM)—Louisville
Louisiana: WWMT (FM)—New Orleans
Maryland: WCAO-FM—Baltimore
Michigan: WQRS (FM)—Detroit
WXTD (FM)—Grand Rapids
Minnesota: WLOL-FM—Minneapolis
Missouri: WDAF-FM—Kansas City
KTKR (FM)—Springfield
New York: WIL-FM—St. Louis
Ohio: WYCA—Cincinnati
Pennsylvania: WYCA—Cincinnati
Texas: WYCA—Cincinnati
Virginia: WYCA—Cincinnati
West Virginia: WYCA—Cincinnati
Wisconsin: WYCA—Cincinnati
Wyoming: WYCA—Cincinnati

Nebraska: KFMQ (FM)—Lincoln
Nevada: KRGN (FM)—Las Vegas
New Hampshire: WMTW (FM)—Mt. Washington
New Jersey: WDHA-FM—Dover
WBHJ (FM)—Trenton
New York: WELY—Albany-Troy
WGR-FM—Buffalo
WNCN (FM)—New York
WHLI-FM—Niagara Falls
WIFB (FM)—Rochester
WONO (FM)—Syracuse
North Carolina: WRNA-FM—Charlotte
Ohio: WKRC-FM—Cincinnati
WCLV (FM)—Cleveland
WBUR (FM)—Columbus
Media Code 4 100 4400 2.00
Business Office—310 Madison Ave., New York, N. Y. 10017. Yukon 6-4366.

1. PERSONNEL
President—Herbert E. Groskin.
National Sales Manager—William H. Underwood.
2. REPRESENTATIVES
Herbert E. Groskin & Company
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

2-1/2% discount on purchase of 13 consecutive weeks on 20 stations or more.
See individual station listings for rates.

Intermountain Network, The Intermountain Network



Comprised of:
Utah: KALL—Salt Lake City
KLO—Ogden
KVO—Provo
KXNU—Logan
KOAL—Price
KSVC—Richfield
KVEL—Vernal
KURA—Moab
KUTA—Monticello/
Blanding
KDXU—St. George
Wyoming: KVOV—Riverport
KVRB—Rock Springs
KROW—Laramie
KFBC—Cheyenne
KYCB—Wheatland
KVOC—Casper
KPOW—Powell
KWYO—Sheridan
KRAL—Rawlins
KIML—Newcastle
KIML—Gillette
KBL—Buffalo
KGOB—Torrington
KTHE—Thermopolis
KMEN—Kemmerer
Idaho: KGEM—Boise
KBEK—Pocatello
KTFE—Idaho Falls
KLIX—Twin Falls
KBRV—Soda Springs
KBAR—Burley
Montana: KATL—Miles City
KROW—Butte
KGRH—Billings
KYSS—Missoula
KMON—Great Falls
Media Code 4 100 4950 6.00
Owned and operated by Intermountain Network, Inc.
Business Office and Studio—312 East South Temple, Salt Lake City, Utah 84111. Phone 801-364-3661.
TELEX 910-09. WYCA—Fort Morgan
1165 Delaware, Denver, Colo. 80204. Phone 303-292-3344. TWX 303-292-3653.

1. PERSONNEL
President—Lynn L. Meyer.
Executive Vice-President—Jack Paige.
Denver Manager—Charlie Vais.
2. REPRESENTATIVES
Edward Petry & Co., Inc.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 73a.
Affiliated with American Information Network.
Stations may be purchased individually, in groups or as full network.
All stations connected by lines.
TIME RATES
No. 55 ET 4/1/69—Rec'd 9/13/69.

FULL NETWORK
AAA—Mon thru Sat 6:30-9:30 am.
AA—Mon thru Sat 9:30 am-4:30 pm.
A—Mon thru Sat 4:30-7:30 pm.
B—All other times.
7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PLAN
CLASS AAA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min: 215 210 180 150 120
20/30 sec: 172 160 152 144 136
10 sec: 129 120 114 108 102
CLASS AA
1 min: 160 150 143 135 128
20/30 sec: 128 120 114 108 102
10 sec: 96 90 86 81 77
CLASS A
1 min: 145 135 128 121 115
20/30 sec: 116 108 102 97 92
10 sec: 87 81 77 73 69
CLASS B
40% of applicable Class AAA rate.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

UTAH STATE GROUP
Comprised of:
KALL—Salt Lake City
KLO—Ogden
KVO—Provo
KDXU—St. George
KXNU—Logan
KOAL—Price
KUTA—Blanding/
Monticello
No. 51-R ET 4/1/69—Rec'd 2/28/69.
7. PACKAGE PLANS
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
SATURATION PLAN
PER WK, EA: A B
12 ti: 45.00 36.00 22.50 36.00 28.00 18.00
18 ti: 43.00 34.40 21.60 34.00 27.20 17.00
24 ti: 41.00 32.80 20.50 32.50 26.00 16.25
30 ti: 39.00 31.20 19.50 31.00 24.80 15.50

8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. 45¢
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%
IDAHO STATE GROUP
Comprised of:
KWIK—Pocatello
KTEE—Idaho Falls
KBBV—Soda Springs
KXEM—Boise
KLDK—Twin Falls
KBAR—Burley
No. 32 ET 1/1/67—Rec'd 12/5/66.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
SATURATION PLAN
PER WK, EA: A B
12 ti: 12 ti 18 ti 24 ti 30 ti 36 ti
A: 23.70 22.10 20.55 18.95 17.35
B: 18.95 17.35 15.80 14.20 12.65
20/30 SEC: A: 18.05 17.70 16.40 15.15 13.90
B: 15.15 13.80 12.65 11.40 10.10
10 SEC: A: 11.85 11.05 10.25 9.45 8.70
B: 9.50 8.70 7.90 7.10 6.30

8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. 34¢.
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%
MONTANA STATE GROUP
Comprised of:
KGRH—Billings
KATL—Miles City
KPRK—Livingston
KBOW—Butte
KBL—Helena
KXLO—Lewistown
KMON—Great Falls
No. 50 ET 7/1/68—Rec'd 5/1/68.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
SATURATION PLAN
PER WK, EA: A B
12 ti: 12 ti 18 ti 24 ti 30 ti 36 ti
A: 56.95 53.15 49.35 45.55 41.75
B: 45.55 41.75 37.95 34.15 30.35
20/30 SEC: A: 45.55 42.50 39.45 36.45 33.40
B: 36.45 33.40 30.35 27.35 24.30
10 SEC: A: 28.45 26.55 24.65 22.75 20.85
B: 22.75 20.85 18.95 17.10 15.20

8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. 570.00
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%
WYOMING STATE GROUP
Comprised of:
KVRB—Rock Springs
KVOV—Riverport
KVOC—Casper
KPOW—Powell
KWYO—Sheridan
KRAL—Rawlins
KMEN—Kemmerer
KFCB—Cheyenne
KOWB—Laramie
KASL—Newcastle
KIML—Gillette
KGRB—Buffalo
KGOB—Torrington
KTHE—Thermopolis
No. 52 ET 7/1/69—Rec'd 6/3/69.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
PER WK, EA: A B
12 ti: 1 min 30 sec 10 sec 1 min 30 sec 10 sec
12 ti: 46.00 30.80 23.00 36.80 29.50 18.40
18 ti: 42.00 33.60 21.00 33.80 27.00 16.00
24 ti: 40.50 32.40 20.25 30.70 24.80 20.35
30 ti: 36.80 29.50 18.40 27.70 22.20 13.85
8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. 44¢.
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%
COLORADO STATE GROUP
Comprised of:
KTKL—Denver
KRAM—Pueblo
KGIW—Alamosa
KYRH—Salida

KLMR—Lamar
KGEK—Sterling
KBZZ—La Junta
KCTR—Trinidad
KXNU—Gunnison
KCOL—Ft. Collins
KYOU—Greeley
No. 50-R ET 7/1/68—Rec'd 6/11/69.
7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PLAN
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min: 85.85 79.80 74.40 69.25 64.05
A: 85.85 79.80 74.40 69.25 64.05
B: 68.35 63.15 58.00 52.85 47.65
30 SEC: A: 68.50 63.65 59.55 55.40 51.25
B: 54.70 50.55 46.40 42.25 38.15
10 SEC: A: 42.80 39.80 37.20 34.80 32.05
B: 34.15 31.60 29.00 26.40 23.85

8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. *625.00
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%
DENVER METROPOLITAN GROUP
Comprised of:
KTKL—Denver
KRAM—Pueblo
KYOR—Colorado Springs
KBOL—Boulder
No. 50 ET 7/1/68—Rec'd 5/1/68.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
SATURATION PLAN
PER WK, EA: A B
12 ti: 12 ti 18 ti 24 ti 30 ti 36 ti
A: 41.50 38.40 34.40 34.80 32.20
B: 32.20 30.20 28.50 28.80 24.40
A: 33.25 30.80 29.00 27.40 25.70
B: 25.80 24.20 22.60 21.85 20.25
10 SEC: A: 21.40 19.85 18.55 17.40 16.35
B: 16.55 15.55 14.55 13.65 12.55

8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. *985
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%
MONTANA METROPOLITAN GROUP
Comprised of:
KMON—Great Falls
KBOW—Butte
No. 30-R ET 12/15/68—Rec'd 6/11/69.

6. SPOT ANNOUNCEMENTS
100 WORDS OR LESS
1 min. 28.65 28.05 27.50 26.05 26.35 25.20 24.05 22.90
7. PACKAGE PLANS
SATURATION PLAN
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
SATURATION PLAN
PER WK, EA: A B
12 ti: 12 ti 18 ti 24 ti 30 ti 36 ti
A: 25.05 23.38 21.71 20.04 18.37
B: 20.04 18.47 16.90 15.33 13.76
30 SEC: A: 20.04 18.67 17.36 16.04 14.68
B: 16.04 14.78 13.51 12.24 10.98
10 SEC: A: 12.65 11.69 10.88 10.07 9.21
B: 10.07 9.28 8.45 7.70 6.88

8. PROGRAM TIME RATES
1 hr: 60% of hour. 5 min: 20% of hour. 840
1/2 hr: 40% of hour. 1 min: 13% of hour.
FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20% (CR8)
52x—8% 156x—16%

Ivy Network Corporation

See listing under COLLEGE RADIO immediately following Regional Networks and Groups.

Katz Radio A. I. D. Plan

Comprised of:
KATZ RADIO EAST
WLSH—Akron, Ohio
WOKO—Albany, N. Y.
WBRC—Birmingham, Ala.
WMEX—Boston, Mass.
WGR—Buffalo, N. Y.
WKRC—Cincinnati, Ohio
WKYC—Cleveland, Ohio
WTVN—Columbus, Ohio
WFOV—Fort Worth, Texas
WOOD, WOOD-FM—Grand Rapids, Mich.
WHP, WHP-FM—Harrisburg, Pa.
WSAZ—Huntington, W. Va.
WFBM—Indianapolis, Ind.
WDAF—Kansas City, Mo.
WAVE—Louisville, Ky.
WVCC, WYOB (FM)—Miami, Fla.
WKRG, WKRG-FM—Mobile, Ala.
WVAC—Nashville, Tenn.
WVW—New Orleans, La.
WPAT, WPAT-FM—New York, N. Y.
WPEN—Philadelphia, Pa.
WSBT, WSBT-FM—South Bend, Ind.
(This listing continued on next page.)

Regional Radio Networks and Groups—Continued

Katz Radio A. I. D. Plan—Continued

WHEN—Syracuse, N. Y. WKBN, WKBN-FM—
WCWA, WCWA-FM—
Toledo, Ohio

KATZ RADIO WEST
KTBC—Austin, Tex.
KAYC—Beaumont, Tex.
WMT—Cedar Rapids, Ia.
WNUS, WNUS-FM—
Chicago, Ill.
KEYS—Corpus Christi,
Tex.
KLZ, KLZ-FM—Denver,
Colo.
KRNT—Des Moines, Ia.
WEBC—Duluth, Minn.—
Superior, Wis.
KWMT—Fort Dodge, Ia.
KMY—Fresno, Calif.
KNUZ, KOUE (FM)—
Houston, Tex.
KABC—Los Angeles,
Calif.
WREC, WREC-FM—
Memphis, Tenn.

Media Code 4 100 5100 7.00
Business Office—245 Park Ave., New York, N. Y.
10017. Phone 212-972-2100.

- PERSONNEL
Vice-President—James L. Greenwood.
General Sales Manager—Sal Agovino.
A.I.D. Plan Specialist—Dick Kale.
- REPRESENTATIVES
Katz Radio.
- AGENCY COMMISSION
15/0.
- GENERAL RATE POLICY

Any combination of 2 or more stations may be purchased subject to minimum qualifications.

Rates on request.

Keystone Broadcasting System, Inc.

For rates and data see listing in Network Rates and Data.

Keystone Radio Groups

Comprised of:
Southeastern Group Southwest Group
West Central Group East Central Group
Pacific Group
Media Code 4 100 5225 2.00

1. PERSONNEL
New York 10022—527 Madison Ave. Phone 212-355-3720
Chicago 60602—111 W. Washington St. Phone 312-782-8900
Los Angeles 90005—3142 Wilshire Blvd. Phone 213-383-2910
San Francisco 94104—57 Post St. Phone 415-781-7440

- AGENCY COMMISSION
15/0; 15th of following month.
- GENERAL ADVERTISING See coded regulations
General: 3a.
Contracts: 4a, 4b.
Rates on request for less than full network, less than 13 weeks, 30 second spots, program times and Regional Groups. Minimum order 50 stations per group. Rates do not include talent, mechanics or shipping costs.

TIME RATES
ET 7/1/88—Rec'd 7/20/88
Costs shown below reflect average cost per 1-minute spot per station for entire group.
See Network Rates and Data for list of individual stations.

SOUTHEASTERN GROUP
Comprised of: Over 300 affiliated Stations in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.
PER WK: 13 wks 26 wks 39 wks 52 wks
5 ti 2.40 2.38 2.36 2.34
10 ti 2.38 2.34 2.32 2.30
15 ti 2.36 2.32 2.30 2.28
20 ti 2.34 2.30 2.28 2.26

WEST CENTRAL GROUP
Comprised of: Over 200 affiliated Stations in Colorado, Illinois, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin and Wyoming.
5 ti 2.75 2.73 2.71 2.69
10 ti 2.73 2.69 2.67 2.65
15 ti 2.71 2.67 2.65 2.63
20 ti 2.69 2.65 2.63 2.61

EAST CENTRAL GROUP
Comprised of: Over 125 affiliated Stations in Indiana, Kentucky, Michigan, Ohio and West Virginia.
5 ti 2.70 2.68 2.66 2.64
10 ti 2.68 2.64 2.62 2.60
15 ti 2.66 2.62 2.60 2.58
20 ti 2.64 2.60 2.58 2.56

PACIFIC GROUP
Comprised of: Over 90 affiliated Stations in Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.
5 ti 2.65 2.63 2.61 2.59
10 ti 2.63 2.59 2.57 2.55
15 ti 2.61 2.57 2.55 2.53
20 ti 2.59 2.55 2.53 2.51

SOUTHWEST GROUP
Comprised of: Over 200 affiliated Stations in Arkansas, Louisiana, New Mexico, Oklahoma and Texas.
5 ti 2.40 2.38 2.36 2.34
10 ti 2.38 2.34 2.32 2.30
15 ti 2.36 2.32 2.30 2.28
20 ti 2.34 2.30 2.28 2.26

EAST CENTRAL GROUP
Comprised of: Over 125 affiliated Stations in Indiana, Kentucky, Michigan, Ohio and West Virginia.
5 ti 2.70 2.68 2.66 2.64
10 ti 2.68 2.64 2.62 2.60
15 ti 2.66 2.62 2.60 2.58
20 ti 2.64 2.60 2.58 2.56

WEST CENTRAL GROUP
Comprised of: Over 200 affiliated Stations in Colorado, Illinois, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin and Wyoming.
5 ti 2.75 2.73 2.71 2.69
10 ti 2.73 2.69 2.67 2.65
15 ti 2.71 2.67 2.65 2.63
20 ti 2.69 2.65 2.63 2.61

EAST CENTRAL GROUP
Comprised of: Over 125 affiliated Stations in Indiana, Kentucky, Michigan, Ohio and West Virginia.
5 ti 2.70 2.68 2.66 2.64
10 ti 2.68 2.64 2.62 2.60
15 ti 2.66 2.62 2.60 2.58
20 ti 2.64 2.60 2.58 2.56

PACIFIC GROUP
Comprised of: Over 90 affiliated Stations in Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.
5 ti 2.65 2.63 2.61 2.59
10 ti 2.63 2.59 2.57 2.55
15 ti 2.61 2.57 2.55 2.53
20 ti 2.59 2.55 2.53 2.51

SOUTHWEST GROUP
Comprised of: Over 200 affiliated Stations in Arkansas, Louisiana, New Mexico, Oklahoma and Texas.
5 ti 2.40 2.38 2.36 2.34
10 ti 2.38 2.34 2.32 2.30
15 ti 2.36 2.32 2.30 2.28
20 ti 2.34 2.30 2.28 2.26

EAST CENTRAL GROUP
Comprised of: Over 125 affiliated Stations in Indiana, Kentucky, Michigan, Ohio and West Virginia.
5 ti 2.70 2.68 2.66 2.64
10 ti 2.68 2.64 2.62 2.60
15 ti 2.66 2.62 2.60 2.58
20 ti 2.64 2.60 2.58 2.56

Latin Network
Comprised of:
WBKN—New York, N. Y. XEAM—Brownsville, Tex.
KALI—Los Angeles, Calif. XEWL—Laredo, Tex.
XEWG—El Paso, Tex.
WFAB—Miami, Fla. XECT—Calexico Area, Calif.
WFAN-FM—Washington, D. C. XEXX—San Diego, Calif.
KVEZ (FM)—San Francisco, Calif. KUKA—San Antonio, Tex.
XERT—McAllen, Tex.

Media Code 4 100 5500 8.00
UHC Sales, Inc., 30 E. 42nd St., New York, N. Y.
2. REPRESENTATIVES
UHC Sales.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d.
Rate Protection: 12a.
Basic Rates: 20a, 22a, 23a, 24b, 28a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70c, 73a.
Copy transmitted to Spanish without charge.

TIME RATES
ET 7/1/88—Rec'd 11/25/88.
6. SPOT ANNOUNCEMENTS
PER WK: 12 ti 18 ti 24 ti
1 min. 105 100 95
30 sec. 80% of 1-min. ID's: 56% of 1-min.
CONSECUTIVE WEEKS DISCOUNT
28 wk—10% 52 wk—15%

Magic Circle Network

Comprised of:

Missouri
KBLR, Bollivar
KHHM, Branson.
KOHM, Brookfield
KKAAN, Butler
KQCL, East Prairie
KHEA, Farmington
KFTV—Fredericktown
KHTC, Houston
WJHH, Joplin
KLWT, Lebanon
KTCB, Malden
KXAV, Union
KHMU, Monett
KLISS, Mountain Grove
KNEH, Nevada
KALIS, Portageville
Arkansas
KCCI, Paris
KVEB, Conway
KCLB, Corning
KHQZ, Harrison
KPCA, Marked Tree
KTLU, Mountain Home
KDISS, Paragould
KVOA, Morrilton
Kansas
KCRB, Chanute
KBTU, El Dorado
KMDU, Ft. Scott
KALN, Iola
Oklahoma
KGLC, Miami
KOLS, Pryor Creek
Illinois
WINI, Murphysboro
Media Code 4 100 5775 6.00
Mailing address—1525 S. Glenstone, Box 3335, Glenstone Station, Springfield, Mo. 65804. Phone 417-881-4114.

1. PERSONNEL
Gen'l. & Comm'l Mgr.—M. Richard Bradley.
4. AGENCY COMMISSION
15/0. Bills rendered monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 25a, 28b.
Contracts: 40a, 4b.
Comb.; Cont. Discounts: 60a.
Cancellation: 71b, 73a.
Schedules may vary from station to station, as may copy and/or live tags.
Billings: Accounts are billed at the end of each month's service on a blanket, itemized statement, with affidavit. Specific adjacencies will be furnished if necessary, however most Magic Circle business is on a time segment basis.
Magic Circle will at no charge make taped dubs of transcribed copy for use on its stations.
Rates noted below are the total rates for all listed Magic Circle Network stations.

TIME RATES
ET 7/1/88—Rec'd 7/31/88.
6. SPOT ANNOUNCEMENTS
Comprised of:
Missouri (*) (†) (\$) 30 sec 10 sec
Arkansas 77.65 68.15 56.25 48.35 29.85
Kansas 40.95 37.70 27.55 24.35 13.05
Oklahoma 17.95 15.65 13.20 12.10 7.85
Illinois 10.25 9.85 8.85 8.00 2.50
Total Stations 149.10 132.85 105.20 92.80 54.20
(*) Open Minute.
(†) 1 min 10 ti per day.
(§) Open 30-sec.

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
KREL—Corona
Idaho
KAIN—Nampa
Maryland
WFRD—Frederick
Minnesota
KBRF—Fergus Falls
KDUZ—Hutchinson
KEYL—Long Prairie
New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

Arizona
KALF—Mesa
California
KCLB—Los Banos
KEAP—Fresno
KREL—Corona
Idaho
KAIN—Nampa
Maryland
WFRD—Frederick
Minnesota
KBRF—Fergus Falls
KDUZ—Hutchinson
KEYL—Long Prairie
New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
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6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
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6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
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WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
KREL—Corona
Idaho
KAIN—Nampa
Maryland
WFRD—Frederick
Minnesota
KBRF—Fergus Falls
KDUZ—Hutchinson
KEYL—Long Prairie
New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
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WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
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Idaho
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WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

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WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
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WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
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Comprised of:

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6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

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KALF—Mesa
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New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
KREL—Corona
Idaho
KAIN—Nampa
Maryland
WFRD—Frederick
Minnesota
KBRF—Fergus Falls
KDUZ—Hutchinson
KEYL—Long Prairie
New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

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6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

KLIF—Al Lurie.
KNUS (FM)—Al Lurie.
WVWW (FM)—Dean Phelps.
KOST (FM)—Norman M. Epstein.
KABL, KABL-FM—Heber Smith.
2. REPRESENTATIVES
See Radio Sales.
Blair Radio.
Katz Radio.
McLendon Stations: See Rep & S/O pages.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL RATE POLICY
ET 7/1/88—Rec'd 7/1/88.
Traffic—Mon thru Sat 8-10 am & 3-7 pm.
Day—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
Night—7 pm-midnight.

TIME RATES
ET 7/1/88—Rec'd 7/1/88.
Traffic—Mon thru Sat 8-10 am & 3-7 pm.
Day—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
Night—7 pm-midnight.
6. SPOT ANNOUNCEMENTS
TRAFFIC
PER WK: 1 ti 12 ti 24 ti 30 ti
PER YR: 1x 156x 500x 1000x
1 min. 450 4300 7700 8100
30/20 sec 410 3900 7000 7300
10 sec 380 3400 6200 6500
DAY
1 min. 410 3900 7000 7300
30/20 sec 370 3500 6300 6600
10 sec 330 3100 5800 6100
NIGHT
1 min 370 3500 6300 6600
30/20 sec 330 3100 5700 6000
10 sec 300 2800 5500 5800

DAY
1 min. 410 3900 7000 7300
30/20 sec 370 3500 6300 6600
10 sec 330 3100 5800 6100
NIGHT
1 min 370 3500 6300 6600
30/20 sec 330 3100 5700 6000
10 sec 300 2800 5500 5800

Media Code 4 100 6090 9.00
A Division of MEdIAmerica, 9414 Crosby Rd., Silver Spring, Md. 20910. Phone 301-588-5065.

1. PERSONNEL
President—Erny Tannen.
2. REPRESENTATIVES
The MediaAmerica Co. (except Chicago).
Chicago—Hooper Jones & Associates.
Canada—Radio and Television Sales, Inc.
4. AGENCY COMMISSION
15%.

TIME RATES
ET 7/1/88—Rec'd 4/21/88.
MILK GROUP
Comprised of:

Arizona
KALF—Mesa
California
KCLB—Los Banos
KEAP—Fresno
KREL—Corona
Idaho
KAIN—Nampa
Maryland
WFRD—Frederick
Minnesota
KBRF—Fergus Falls
KDUZ—Hutchinson
KEYL—Long Prairie
New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of:

California
KALF—Mesa
KCLB—Los Banos
KEAP—Fresno
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WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
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New York
WJTN—Jamestown
WCLL—Corning
WKOL—Amsterdam
WVMS—Olean
6. SPOT ANNOUNCEMENTS
WKLY: 60 ti 48 ti 36 ti 24 ti 12 ti
1 min. 8,070.75 7,294.00 5,735.00 3,998.00 2,088.00
BEEF GROUP
Comprised of

National Science Network, Inc., The

Comprised of:
 WNCN (FM)—New York, N. Y.
 WDEF (FM)—Chicago, Ill.
 Media Code 4 100 6137 8.00
 The National Science Network, Inc., 2 W. 45th St.,
 New York, N. Y. 10036.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Stan Gurell.
 Manager, Sales & Program Development—Tom Bird.
2. REPRESENTATIVES
 Herbert E. Grozkin & Co.
 Jack Mastis & Company, Inc.
4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 See individual listings for coded regulations.

TIME RATES
 ET Rec'd 8/17/67.

7. PACKAGE PLANS
 2 stations..... 20%
 See individual stations for applicable rates.

National Spanish Language Network

Comprised of:
 KTRP—Porterville, Calif.
 XEAB—San Diego Area, Calif.
 XEXX—San Diego Area, Calif.
 WFTO—Miami, Florida
 WOPA—Chicago, Ill.
 WOCM—Camden, N. J.
 KRDD—Roswell, N. M.
 WHBI—New York, N. Y.
 WZAK—Cleveland, Ohio
 WDEL—Philadelphia, Pa.
 KCCP—Corpus Christi, Tex.
 Media Code 4 100 6325 9.00
 Business Office—122 E. 42nd St. Suite 303, New York, N. Y. 10017. Phone 212-682-4500.

2. REPRESENTATIVES
 New York, Chicago—National Time Sales.
 Los Angeles—Lee F. O'Connell Company.
 San Francisco—Albert Chance Company.
 Tulsa—Beverly Butler, Box 1384, Tulsa, Okla. 74101. Phone 918-587-1401.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11a.
 Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a.
 Contracts: 40a, 45, 46.
 Comb.: Cont. Discounts: 60a, 60b, 62a.
 Cancellation: 70a, 70c, 73a.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET Rec'd 12/8/67.

6. SPOT ANNOUNCEMENTS
 DISCOUNTS
 5 station buy or more..... 3%
 12 station buy or more..... 5%
 20 station buy or more..... 7%
 24 station buy or more..... 10%

TEXAS STATE GROUP
 KCCP—Corpus Christi
 KCFH—Cuero
 XEAB—Del Rio
 XEKD—Del Rio
 KEPS—Eagle Pass
 XEJ—El Paso
 KFLD—Floydada
 KBUY—Fort Worth
 KVOZ—Laredo
 KLFH—Lubbock
 KTRP—Mission
 KSJT—San Angelo
 KUKA—San Antonio
 KVGU—Uvalde

Entire group—7% 7 stations or more—5%

NAS Radio Network

(Nationwide Advertiser Service, Inc.)
 For rates and data see listing in Network Rates and Data.

NBC Radio Network

For rates and data see listing in Network Rates and Data.

OK Group, The

Comprised of:
 WBOK—New Orleans, La.
 KYOK—Houston, Texas
 WXOK—Baton Rouge, La.
 Media Code 4 100 7150 0.00
 Business Office—505 Baronne St., New Orleans, La., 70119. Phone 524-5363.

1. PERSONNEL
 President—Julius J. Paglin.
 Exec. Vice-Pres. & Gen'l Mgr.—Stanley W. Ray, Jr.
2. REPRESENTATIVES
 Dore & Allen, Inc.
4. AGENCY COMMISSION
 15% no cash discount. Bills rendered monthly; payable by 10th of month.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 29a, 30.
 Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 82.
 The OK Group is comprised of a group of five Gulf Coast and Deep South stations offering their facilities on a single rate card, single billing, single contract basis. To earn the group rate all 5 stations must be purchased as a group on similar or equal schedules on all stations.

TIME RATES
 No. 9 ET 12/1/66—Rec'd 11/30/66.

6. SPOT ANNOUNCEMENTS
 Group discounts earned by purchase of programs, announcements, or IDs.
 2 stations..... 5% 4 stations..... 10%
 3 stations..... 7-1/2% 5 stations..... 15%
 All contracts and billings emanate from offices of The OK Group and all checks must be payable to The OK Group. For individual station rates see individual station listings.
 Minutes and 30 seconds cross-combinable to earn maximum frequency. OK Group rates applicable only if schedules of identical frequency are maintained on all stations purchased and schedules are for same product.

OK Group orders carry automatic make good privilege in comparable time period.

9. PARTICIPATING PROGRAMS
 See individual station listings for program names and times. Participating programs are sold at regular rates plus \$3.00 per 1/4 hour, talent, commissionable, which covers all 5 markets. 15-minute segments plus one minute announcements available in all shows.

Rollins, Inc.

Comprised of:
 WCHS—Charleston, W. Va.
 WAMS—Wilmington, Del.
 KDAY—Santa Monica, Calif.
 Media Code 4 100 7425 6.00
 Business Office—Box 847, Atlanta, Ga. 30301.

1. PERSONNEL
 Exec. Vice-President—R. Randall Rollins.
 Director Radio Division—Robert H. Elliott.
2. REPRESENTATIVES
 See individual station listings.
4. AGENCY COMMISSION
 15% no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22b, 23a, 24b, 25a, 28, 28b, 29a.
 Contracts: 40c, 42a, 45, 46, 48.
 Comb.: Cont. Discounts: 60a, 61b.
 Cancellation: 71a, 73a.

TIME RATES
 Single Track Plan Discount
 Any 5 stations, regular rates less..... 10%
 (Minimum buy of 8 announcements per week.)

Southeastern City Market Network

Media Code 4 100 7975 0.00
 Business Office—Box 2201, Florence, Ala. 36630.
 Phone 205-764-8658.

1. PERSONNEL Pres. & Gen'l Mgr.—Bill Mapes.
2. REPRESENTATIVES
 Bernard I. Ochs Co.
4. AGENCY COMMISSION
 15% net time: 20th of following month.
5. GENERAL ADVERTISING See coded regulations
 General: 3a, 6a, 7a, 8.
 Basic Rates: 22a, 22b, 23a.
 Contracts: 40a, 46.
 Comb.: Cont. Discounts: 60a.
 Cancellation: 71b, 73a.
 Frequency discounts will be quoted upon request. Rates on request for any combination of stations in groups. Copy type record recorded if desired. Advertiser may purchase any combination of stations.

TIME RATES
 NATIONAL AND LOCAL RATES SAME

ALABAMA GROUP
 WRFS—Alexander City
 WJMW—Athens
 WATM—Atmore
 WAYC—Boaz
 WPRN—Butler
 WWHF—Fayette
 WTCE—Flomaton
 WMFC—Monroeville
 WRAG—Carrollton
 WMLL—Clanton
 WFMH—Cullman
 WWS—Deatur
 WAGF—Dothan
 WIRB—Enterprise
 WULA—Eufaula
 WBLO—Evergreen
 WCRL—Oneonta
 WJHO—Opelika
 WNUZ—Talladega

ARKANSAS GROUP
 KBBA—Benton
 KENA—Mena
 KFPA—Helena
 KTFB—Texarkana
 KAMO—Rogers
 KWAK—Stuttgart

FLORIDA GROUP
 WZEP—Defundak Springs
 WDSR—Lake City
 WGGC—Gainesville
 WCNU—Crystalview
 WCNH—Quincy
 WSBH—New Smyrna Beach
 WDCP—Dade City
 WBAR—Barlow
 WFBP—Fernandina Beach

GEORGIA GROUP
 WMTM—Moultrie
 WMLT—Duhlin
 WRLD—West Point
 WCGA—Calhoun
 WLFPA—Lafayette
 WMGQ—Milledgeville
 WLFY—Tifton
 WYTH—Madison
 WFDR—Manchester
 WCEH—Hawkinsville
 WMRF—Monroe
 WMGR—Bainbridge
 WBIA—Augusta

KENTUCKY GROUP
 KSTG—Crimley
 KVCJ—Winfield
 KFPY—Ferriday
 KVPY—Vile Platte
 KDLA—Dr. Ridder
 KREH—Oakdale
 KLIC—Monroe
 WARB—Covington

LOUISIANA GROUP
 KRTR—Ruston
 WRGX—Bogalusa
 KTRY—Bastrop
 KVPY—Minden
 WTRP—Hammond
 KRTR—Thibodaux
 KJIN—Houma

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 640.00 \$40.00 210.00

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 228.50 117.60 71.00

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 574.95 336.34 171.84

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 474.86 328.43 176.20

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 307.25 173.10 98.90

MISSISSIPPI GROUP
 WCCL—Cleveland
 WLMS—Louisville
 WACR—Columbus
 WYMI—Biloxi
 WBIP—Boonsville
 WMPA—Aberdeen
 WKDL—Clarksdale
 WROZ—Philadelphia
 WYBR—Greenville
 WSSO—Starkville
 WNAU—New Albany
 WBRN—Newtown

NORTH CAROLINA GROUP
 WGCC—Belmont
 WKMT—Kings Mountain
 WCKB—Dunn
 WAGR—Lumberton
 WFSC—Franklin
 WREY—Reidsville
 WYAB—Tabor City
 WBCD—Forest City
 WYBR—Greenville
 WCDJ—Edenton
 WBSAT—Salisbury

SOUTH CAROLINA GROUP
 WAGS—Blahoville
 WGGC—Belmont
 WBAW—Barnwell
 WANS—Anderson
 WYCL—York
 WYND—Orangeburg
 WGTN—Georgetown
 WBCU—Union
 WAKR—Aiken
 WTYC—Rock Hill
 WPIB—Fountain Inn

TEXAS GROUP
 KORA—Bryan
 KSEY—Seymour

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 453.25 226.65 109.75

TENNESSEE GROUP
 WDXL—Lexington
 WYIC—Tullahoma
 WYBR—Murfreesboro
 WHIM—McKenzie
 WYR—Humboldt
 WYNS—Murfreesboro
 WKSR—Pulaski
 WEPG—South Pittsburg

TEXAS GROUP
 KQRA—Bryan
 KSEY—Seymour

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 402.50 218.20 112.65

TEXAS GROUP
 KQRA—Bryan
 KSEY—Seymour

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 348.32 188.28 99.91

TEXAS GROUP
 KQRA—Bryan
 KSEY—Seymour

Southwest Radio Group

Comprised of:
 KINT, KINT-FM—El Paso, Tex.
 KOBE—Las Cruces, N. M.
 KRAT—Roswell, N. M.
 Media Code 4 100 8100 4.00
 Business Office—Box 1772, El Paso, Tex. 79999.
 Phone 915-772-6300.

2. REPRESENTATIVES
 Southwest-Riley Representatives.
4. AGENCY COMMISSION
 15/0.
5. GENERAL ADVERTISING See coded regulations
 See individual station listings.

TIME RATES
 No. 1 ET 1/1/68—Rec'd 4/2/68.

PER WK:
 1 min. 4.50 4.40 4.00 3.80
 30 sec. 2.25 2.20 2.00 1.90
 10 sec. 1.12 1.10 1.00 .95

KINT
 1 min. 8.00 7.00 6.00
 30 sec. 4.00 3.50 3.00
 10 sec. 2.00 1.75 1.50

KOBE
 1 min. 5.00 4.75 4.50 4.25
 30 sec. 2.50 2.37 2.25 2.12
 10 sec. 1.25 1.19 1.12 1.06

KICA
 1 min. 5.20 4.90 4.60 4.30
 30 sec. 2.60 2.45 2.30 2.15
 10 sec. 1.30 1.22 1.15 1.07

KKAT, KVEW, KAVE, KVKM, KSPV
 PER MO:
 1 min. 25 50 75 100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950 1000
 1 min. 4.40 4.00 3.80 3.40 3.00
 30 sec. 2.20 2.00 1.90 1.70 1.50
 10 sec. 1.10 1.00 .95 .85 .75 .65 .55 .45 .35 .25 .15 .05

KINT
 1 min. 8.50 7.50 6.00 5.00
 30 sec. 4.25 3.75 3.00 2.50
 10 sec. 2.12 1.87 1.50 1.25

KOBE
 1 min. 4.75 4.50 4.20 4.00
 30 sec. 2.37 2.25 2.10 2.00
 10 sec. 1.19 1.12 1.05 1.00

KICA
 1 min. 4.90 4.30 4.00 3.40 3.00
 30 sec. 2.45 2.15 2.00 1.70 1.50
 10 sec. 1.22 1.07 1.00 .85 .75 .65 .55 .45 .35 .25 .15 .05

All rates ROS—40% guaranteed in Drive Time.
 Fixed times—extra 10%.

GROUP DISCOUNT
 3 stations—3% 7 stations—7%
 5 stations—5% All stations—10%

Speidel Broadcasters, Inc.

Comprised of:
 WIOC—Columbia, S. C.
 WPAL—Charleston, S. C.
 WYNN—Florence, S. C.

1. PERSONNEL President—Joe Speidel, III.
 Public Affairs Dir.—Cynthia Gilliam.
2. REPRESENTATIVES
 Dore & Allen, Inc.
 Southeast—Dora-Clayton Agency, Inc.

4. AGENCY COMMISSION
 15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
 ET 7/1/68—Rec'd 6/3/68.

6 station discount applicable rate less 10%.
 Identical schedules not required, but must run simultaneously with minimum schedule of 6 spots to earn discount.

Stuart Broadcasting Company

Comprised of:
 KRGI—Grand Island, Neb.
 KFOR—Lincoln, Neb.
 WMAV—Springfield, Ill.
 Media Code 4 100 825 2.00
 Business Office—655 Stuart Bldg., Lincoln, Neb. 68508. Phone 475-4204.

1. PERSONNEL
 Executive Vice-President—Richard W. Chapin.
 Administrative Assistant—Orval Koch.
2. REPRESENTATIVES
 See individual station listings.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
 Basic Rates: 20a, 21a, 21b, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 35c.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Schedules purchased concurrently on more than one Stuart station may be combined to earn these discounts.
 2 stations—no discount 5 stations—15% discount
 3 stations—5% discount 6 stations—20% discount
 4 stations—10% discount

Tichnor Spanish Group

Comprised of:
 KGBT—Harlingen, Tex.
 KUNO—Corpus Christi, Tex.
 Media Code 4 100 8662 3.00
 KIFN Radio, Inc., Drawer 20644, Phoenix, Ariz. 85036.

1. PERSONNEL President—McHenry T. Tichnor.
 Vice-Pres. & Sales Mgr.—Willie Harris, Jr.
2. REPRESENTATIVES
 Saralli/Gates, Inc.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL RATE POLICY
TIME RATES
 ET 9/1/67—Rec'd 7/21/67.
 See individual listings for rates.
 3% discount when all stations are purchased simultaneously. Minimum of 5 spots per week on each property.
 Above discount applicable only when 3 station purchases do not qualify for Amigo Spanish Group discounts. Tichnor Spanish Group discount not to combine with Amigo Spanish Group discount. See Amigo Spanish Group listing.

Tobacco Radio Network, The

Comprised of:
 North Carolina: WLMW—Williamston
 WGRN—Asheboro
 WSKY—Ashville
 WBBB—Burlington
 WBT—Charlotte
 WRZZ—Clinton
 WCKB—Dunn
 WDNB—Durham
 WGA—Elizabeth City
 WBLA—Elizabethtown
 WFMO—Fairmont
 WFAO—Farmville
 WFNH—Fayetteville
 WGA—Gastonia
 WGGC—Goldensboro
 WYBR—Greensboro
 WNCN—Greenville
 WUSM—Havelock
 WHNC—Henderson
 WYOS—High Point
 WLAS—Jacksonville
 WFTC—Kinston
 WFWO—Laurinburg
 WSTV (FM)—Laurinburg
 WBYU—Lexington
 WLON—Lincolnton
 WYRN—Louisburg
 WBRM—Marion
 WMAF—Monroe
 WYWR—Murfreesboro
 WHTT—New Bern
 WSHB—Rasfield
 WRAL (FM)—Raleigh
 WFRM—Reidsville
 WCBT—Roanoke Rapids
 WCFR—Rocky Mount
 WRXO—Roxboro
 WSTP, WSTP-FM—Salisbury
 WGGP—Sanford
 WYAI—Scotland Neck
 WZLW—Selma
 WYWR—Smithfield
 WEFB—Southern Pines
 WFMX (FM)—Statesville
 WRIC—Statesville
 WTLK—Taylorsville
 WLNW—Wallace
 WTTN—Washington
 WYRT—Whiteville
 Media Code 4 100 8800 9.00
 Executive Office—Box 1888, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885. Call collect.

(This listing continued on next page)

Regional Radio Networks and Groups—Continued

Tobacco Radio Network, The—Continued

Branch Offices:
New York—Call operator Enterprise 6982.
Chicago—Call operator Enterprise 6982.
Atlanta—Call operator Wx 1016.

1. PERSONNEL General Manager—Wally Vogel.
National Account Executive—Paul von Hagel.
Regional Account Executive—Allen B. Jones.

2. REPRESENTATIVES
T-N Spot Sales.

Michigan—Pearse Sales.
4. AGENCY COMMISSION
15/0 time, talent and production.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a.

Cancellation: 70a, 70c, 71a, 73a.
Talent and normal production cost on programs is based on charges of 15% of the cost.

NOTE: The following rates are for any combination of 5 stations; for fewer than 5 stations refer to individual listings for rate information.

NORTH CAROLINA STATE GROUP
Comprised of:

WGWR—Asheboro
WSKY—Winston-Salem
WBBS—Burlington
WIST—Charlotte
WRIZ—Cinton
WCKB—Dunn
WGRN—Durham
WGAI—Elizabeth City
WBLA—Elizabethtown
WFMO—Fairmont
WVAG—Farmville
WFYV—Fayetteville
WGAS—Gastonia
WGBR—Goldensboro
WGBG—Greensboro
WNCV—Greenville
WUSM—Havelock
WHNC—Henderson
WNOS—High Point
WLAS—Jacksonville
WPTC—Kinston
WVGO—Laurinburg
WETS (FM)—Laurinburg
WBUY—Lexington
WLOJ—Lincolnton
WYRN—Louisburg
WBRM—Marion

WVAP—Monroe
WVAB—Murfreesboro
WHIT—New Bern
WSHB—Raleigh
WRAL—Raleigh
WCBT—Roanoke Rapids
WFRN—Ridgeway
WCEC—Rocky Mount
WVBC—Roanoke
WSTP—WSPF—FM—Salisbury
WVGP—Sanford
WYAL—Scotland Neck
WZBZ—Selma
WVPM—Smithfield
WNCV—Southern Pines
WVFM (FM)—Statesville
WVSI—Statesville
WTLK—Taylorville
WLSE—Wallace
WITN—Washington
WENC—Whiteville
WVAM—Williamston
WVWJ—Wilmington
WVGM—Wilson
WVAT—Winston-Salem
WYDK—Yadkinville

ET Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE

WSKY WDCN WENC WCEC WGN1 WGBR
13 x..... 6.47 9.00 8.55 5.40 7.20 7.65
26 x..... 6.47 8.55 8.10 5.19 7.20
52 x..... 6.18 8.10 7.65 4.73 6.75 6.75
104 x..... 5.89 7.65 7.20 4.28 6.30 6.30
156 x..... 5.59 6.75 4.05 6.10 5.85
280 x..... 5.29 7.20 6.75 3.85 5.65 5.40
312 x..... 5.00 6.30 5.40 2.93 5.40 4.95

WNCT WRRZ WCKB WBLA WFMO WENC
13 x..... 15.30 5.03 4.00 8.60 4.44 2.75
26 x..... 15.30 4.55 2.75 3.95 2.75
52 x..... 14.40 4.05 3.75 2.62 3.98 2.75
104 x..... 12.60 3.57 3.25 2.28 3.18 2.75
156 x..... 11.70 3.08 3.00 2.06 3.00 2.75
280 x..... 10.80 2.60 2.75 1.94 2.97 2.75
312 x..... 10.80 2.50 2.68 2.75

WLAS WEWO WWRN WVAG WWPJ WYAL
13 x..... 4.70 3.53 2.94 2.35 3.53 4.41
26 x..... 4.15 3.53 2.85 2.35 2.94 3.82
52 x..... 3.80 3.24 2.23 2.35 2.65 3.53
104 x..... 3.55 3.24 2.12 2.35 2.35 3.24
156 x..... 3.25 2.94 2.00 2.35 2.94
280 x..... 3.25 2.65 1.82 2.35 2.06
312 x..... 3.25 2.35 2.35 2.35

WVFC WMPM WLSE WCBT WENC WGTM
13 x..... 5.50 3.87 3.82 3.25 4.35 5.00
26 x..... 3.44 3.70 3.25 4.20 5.00
52 x..... 3.32 3.59 3.25 4.05 5.00
104 x..... 5.00 3.02 3.41 3.25 3.90 4.75
156 x..... 4.50 2.85 3.25 3.25 3.75 4.50
280 x..... 3.25 2.76 2.93 3.25 3.60 4.25
312 x..... 3.50 2.35 3.25 3.45 4.00

WVGO WYUW WLOJ WFRF WREB WIST
13 x..... 4.70 4.45 2.95 2.35 4.40 10.80
26 x..... 4.70 4.15 2.75 2.35 4.15 10.80
52 x..... 4.50 4.15 2.60 2.35 3.30 10.00
104 x..... 4.25 3.85 2.40 2.35 3.05 9.72
156 x..... 4.04 3.20 2.05 2.35 2.50 9.18
280 x..... 3.75 2.90 1.90 2.35 2.20 8.64
312 x..... 3.55 2.90 1.70 2.35 1.95 8.64

WVAT WVDR WHIT (FM) WUSM WBRM
13 x..... 6.45 3.55 3.70 3.53 3.82 3.53
26 x..... 6.20 3.30 3.40 3.33 3.83 3.18
52 x..... 5.80 3.10 3.70 3.24 3.53 3.00
104 x..... 5.30 2.90 3.70 2.94 2.76 2.82
156 x..... 5.00 2.55 3.70 2.65 2.65 2.65
280 x..... 4.40 2.30 3.70 2.35 2.47 2.29
312 x..... 4.10 2.05 3.70 2.06 2.47 2.12

WVLC WTKL
13 x..... 2.35 2.35
26 x..... 2.18 2.18
52 x..... 2.00 2.00
104 x..... 1.82 1.82
156 x..... 1.64 1.64
280 x..... 1.46 1.46
312 x..... 1.28 1.28

WVDR WDRB WJMX WDKD WJOT WYMB
13 x..... 4.12 3.53 6.47 4.71 2.65 3.29
26 x..... 3.53 3.94 6.39 4.71 2.59 3.24
52 x..... 2.94 3.55 5.88 4.71 2.53 2.71
104 x..... 2.29 3.25 5.59 4.12 2.47 2.47
156 x..... 2.06 2.06 5.29 4.12 2.35 2.24
280 x..... 2.06 2.06 5.00 3.41 2.24 2.24
312 x..... 2.06 2.06 4.71 3.41 2.06 2.12

WVDR WDRB WJMX WDKD WJOT WYMB
13 x..... 4.12 3.53 6.47 4.71 2.65 3.29
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156 x..... 2.06 2.06 5.29 4.12 2.35 2.24
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WVDR WDRB WJMX WDKD WJOT WYMB
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WVDR WDRB WJMX WDKD WJOT

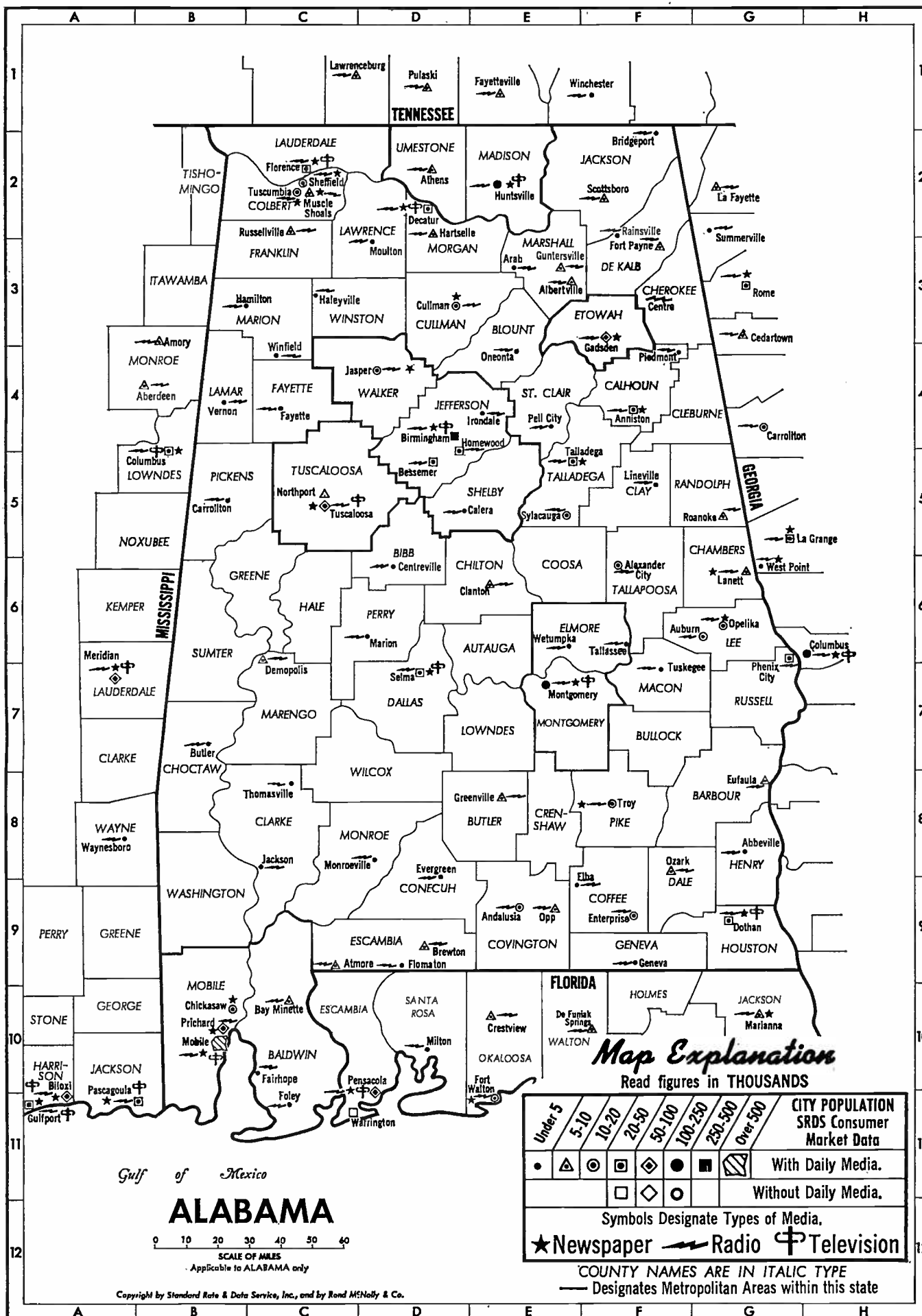
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	1,048,500	Hale	13,800
METRO AREAS			
Birmingham	240,300	Jefferson	228,700
Gadsden	16,400	Lee	18,400
Huntsville	34,700	Lowndes	12,400
Mobile	132,400	Macon	22,200
Montgomery	78,500	Madison	26,900
Tuscaloosa	35,500	Marengo	16,700
Total Metros	537,800	Mobile	121,200
COUNTIES			
Baldwin	11,200	Montgomery	68,200
Barbour	12,800	Perry	11,400
Butler	10,900	Pike	10,700
Calhoun	20,400	Russell	24,600
Chambers	13,900	Sumter	15,200
Clarke	12,700	Talladega	21,700
Dallas	32,600	Tallapoosa	10,100
Elmore	10,300	Tuscaloosa	35,500
Escambia	12,300	Wilcox	14,300
Etowah	16,400	Total Counties	861,600
Greene	10,900		



State, County, City, Metro Area Data

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

CITIES AND COUNTIES— This list shows counties in which cities are located. Cities are first, counties next.

Anniston—Calhoun
Bessemer—Jefferson

Birmingham—Jefferson
Decatur—Morgan

Dothan—Houston
Florence—Lauderdale

Gadsden—Etowah
Homewood—Jefferson

Huntsville—Madison
Mobile—Mobile

Montgomery—Montgomery
Phenix City—Russell

Prichard—Mobile
Selma—Dallas

Tuscaloosa—Tuscaloosa
Talladega—Talladega

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales Per Household (\$)	Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			Per Household (\$)	% Distribution of Families					Food (\$000)	Drug (\$000)	By Selected Store Types				Auto- motive (\$000)	Service Station (\$000)					
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999				15000 and over	General Mdsse. (\$000)	Apparel (\$000)	Home Furn. (\$000)							
ALABAMA STATE TOTALS	3,568.9	1,009.65	7,273,706	7,204	18.8	18.7	15.7	17.4	11.5	4,502,885	4,460	1,062,645	148,473	647,210	264,743	261,513	978,492	374,546	1,435.08	274.2	794,217
AUTAUGA E-6	20.9	5.61	30,624	5,459	21.0	14.6	15.6	15.1	6.5	14,260	2,542	4,818	668	1,526	575	464	3,023	1,127	9.35	2.6	8,336
BALDWIN C-10	57.0	15.91	104,623	6,576	20.4	18.2	16.4	16.6	9.8	71,341	4,484	17,454	2,508	3,470	2,626	3,060	12,240	8,840	24.97	4.1	25,646
BARBOUR G-8	22.1	6.08	42,245	6,948	17.7	12.5	10.6	16.5	13.1	24,348	4,005	6,095	936	1,980	1,406	908	4,443	2,643	8.22	4.5	11,038
BIBB D-5	12.9	3.51	21,630	6,162	19.9	14.6	17.1	14.3	6.7	12,476	3,554	3,200	401	1,545	304	489	2,651	2,989	5.18	1.0	2,298
BLOUNT E-3	22.8	6.66	47,745	7,169	21.2	13.3	14.6	19.6	10.5	25,355	3,807	5,301	767	3,603	1,356	1,076	5,205	2,552	10.77	6.1	18,241
BULLOCK F-7	11.1	2.59	18,607	7,184	17.0	9.9	8.8	14.1	14.5	10,400	4,015	2,711	382	981	737	316	2,094	1,637	2.99	3.2	6,480
BUTLER E-8	22.9	6.27	36,768	5,864	20.7	12.6	14.6	12.5	7.6	25,580	4,080	7,778	824	2,169	963	1,241	5,025	1,812	8.11	3.3	9,034
CALHOUN F-41	110.9	31.08	217,428	6,996	22.6	22.9	17.4	16.0	7.8	134,933	4,341	33,134	4,764	17,528	10,592	8,563	29,207	11,406	44.00	2.7	6,084
Anniston	40.5	12.35	81,303	6,583	16.8	14.7	16.8	22.8	14.5	98,599	7,984	20,889	2,813	15,744	9,378	6,885	25,156	5,045	15.47	2.4	5,897
CHAMBERS G-5	37.4	10.89	85,899	7,888	21.1	15.9	14.4	16.8	8.2	25,420	2,334	9,146	1,193	926	510	797	2,551	3,834	7.31	5.1	13,899
CHEROKEE F-3	15.2	4.25	29,381	6,913	21.1	15.9	14.4	16.8	8.2	13,623	3,205	3,429	382	2,327	1,115	930	6,462	2,968	10.18	3.3	8,142
CHILTON E-6	25.3	7.40	45,255	6,116	21.2	12.5	15.6	16.8	8.5	28,747	3,885	8,524	681	3,474	259	100	3,063	2,261	5.69	2.9	3,430
CHOCTAW B-7	17.8	4.51	25,119	5,570	19.3	16.5	10.6	11.7	7.2	15,384	3,411	4,105	384	3,775	2,124	100	3,063	2,261	5.69	2.9	3,430
CLARKE C-8	26.2	7.05	45,945	6,517	17.9	13.0	13.6	17.5	11.7	30,948	4,390	2,596	318	1,250	502	330	2,922	701	5.85	1.9	4,879
CLEY F-5	10.6	3.10	21,314	6,875	19.6	13.7	12.3	19.0	11.2	10,235	3,302	1,836	276	1,704	200	222	1,920	453	4.73	1.5	7,934
CLUBBURNE F-4	9.8	2.76	19,137	6,934	20.1	13.9	13.4	19.2	11.8	7,434	2,693	1,236	981	2,244	2,740	1,228	2,144	17.79	5.2	12,129	
COFFEE F-9	31.6	9.01	60,702	6,737	19.6	13.7	15.0	17.5	10.7	39,548	4,389	4,336	18,306	2,028	3,278	3,049	21,501	5,609	23.23	2.6	10,081
COLBERT C-2	53.9	15.44	114,044	7,386	17.1	20.3	16.4	20.5	12.4	66,950	4,336	18,306	2,028	3,620	3,278	3,049	21,501	5,609	23.23	2.6	10,081
CONECUH D-9	15.7	4.27	24,451	5,726	19.2	11.5	14.2	13.1	7.3	15,299	3,583	4,472	468	1,320	515	372	1,599	1,357	4.99	3.1	6,205
COOSA E-6	9.9	2.69	18,208	6,769	19.7	14.1	13.3	20.1	10.7	4,206	1,564	1,749	185	539	71	81	794	794	3.75	1.1	3,005
COVINGTON E-9	32.2	9.80	69,484	7,090	20.9	16.1	14.1	17.5	10.2	47,284	4,825	12,448	1,933	4,361	2,378	3,162	2,264	4,140	16.90	4.3	10,754
CRENSHAW E-8	11.3	3.24	19,527	6,027	20.8	11.1	10.1	14.2	8.4	13,593	4,195	3,667	278	1,410	591	257	2,706	1,498	4.78	3.3	7,043
CULLMAN D-3	45.0	12.93	84,473	6,533	20.4	14.1	13.7	16.6	9.3	70,974	5,489	12,305	1,956	11,428	1,302	1,225	5,379	3,342	17.41	2.9	7,057
DALE F-91	39.9	10.66	72,922	6,841	22.1	18.2	15.2	17.7	8.9	26,871	2,521	7,455	861	1,767	1,302	1,225	5,379	3,342	17.41	2.9	7,057
DALLAS D-71	59.1	15.85	102,039	6,438	17.7	13.1	13.9	16.5	11.4	74,381	4,693	16,754	2,896	10,980	5,484	4,351	16,348	5,151	21.05	6.7	16,742
Selma	32.4	9.64	50,442	5,233	22.2	12.4	14.5	14.5	6.2	60,916	6,319	14,629	2,892	8,893	5,484	4,351	10,993	4,472	19.28	11.5	39,423
DE KALB F-3	39.6	11.85	67,946	5,734	22.2	12.4	14.5	14.5	6.2	46,945	3,962	11,418	1,324	4,545	1,674	2,856	4,988	3,588	13.55	3.8	12,189
ELMORE E-6	30.9	8.47	57,952	6,842	20.3	14.5	16.3	17.1	10.0	28,916	3,414	9,937	920	1,971	1,079	1,101	4,988	3,588	14.39	2.2	7,684
ESCAMBIA D-9	36.1	9.88	64,272	6,505	18.8	19.5	13.8	15.9	9.6	50,092	5,070	12,462	1,714	4,340	2,830	3,317	10,812	3,774	14.39	2.2	7,684
ETOWAH F-3	107.8	31.92	219,485	6,876	20.8	21.6	17.0	17.1	9.2	138,110	4,327	32,612	4,959	20,240	7,904	7,664	34,269	11,731	46.97	3.9	10,813
Gadsden	68.2	20.72	138,343	6,677	110,135	5,315	21,950	3,355	19,347	7,397	7,108	32,367	6,645	11,731	46.97	3.9	10,813	11,731	46.97	3.9	10,813
Gadsden Metro Area	107.8	31.92	219,485	6,876	20.8	21.6	17.0	17.1	9.2	138,110	4,327	32,612	4,959	20,240	7,904	7,664	34,269	11,731	46.97	3.9	10,813
FAYETTE C-4	13.4	4.02	30,969	7,704	17.6	11.3	12.7	20.5	14.6	16,342	4,065	3,645	534	1,290	1,040	1,351	3,546	2,177	6.57	3.2	5,510
FRANKLIN C-3	20.0	5.93	43,786	7,384	18.3	12.9	14.6	20.3	13.2	31,596	5,328	6,897	1,040	2,909	1,783	2,813	6,906	9,97	9.10	4.9	13,449
GENEVA F-9	20.5	6.08	34,894	5,739	22.2	13.5	12.6	14.5	6.7	24,981	4,109	6,703	936	3,212	711	1,265	4,842	1,125	9.10	4.9	13,449
GREENE C-6	12.3	3.11	12,969	4,170	18.4	10.8	9.5	8.4	4.8	10,004	3,217	2,832	246	1,989	251	176	1,930	770	2.86	3.6	7,108
HALE C-6	19.5	4.80	19,846	4,135	19.0	11.3	10.1	9.4	4.5	13,012	2,711	3,717	396	1,460	549	650	2,539	1,101	4.07	4.7	16,297
HENRY F-8	12.8	3.49	18,612	5,333	19.8	12.7	10.4	14.6	6.9	16,757	4,801	4,435	791	2,108	846	327	3,706	846	5.29	3.7	12,224
HUNTSVILLE E-9	56.3	16.57	109,001	6,578	19.5	17.2	13.7	15.7	10.7	102,762	6,202	19,000	2,971	22,272	5,115	4,891	22,265	6,920	25.95	5.7	17,368
Dothan	38.0	11.38	83,269	7,317	90,730	7,973	14,487	2,446	4,980	9,276	7,973	14,487	2,446	20,972	4,980	5,606	21,988	5,606	15.86	8.1	20,507
JACKSON F-2	35.8	9.95	70,829	7,118	18.7	14.5	12.0	17.9	12.5	34,378	3,455	9,323	1,072	3,505	2,404	2,190	7,474	3,340	28.85	2.4	11,700
JEFFERSON D-4	685.1	206.06	1,774,577	8,612	16.9	19.1	17.4	20.3	16.8	1,036,592	5,031	224,377	34,734	170,827	69,692	61,365	244,264	78,320	282.85	8.1	20,507
Bessemer	42.4	12.38	58,050	4,689	80,374	6,492	19,016	2,539	6,492	80,374	6,492	19,016	2,539	10,079	4,178	3,454	23,174	5,742	11.39	2.0	11,700
Birmingham	354.0	110.39	879,394	7,966	751,739	6,810	130,191	20,063	149,455	751,739	6,810	130,191	20,063	149,455	51,104	47,580	205,931	46,120	11.39	2.0	11,700
Birmingham Metro Area	777.0	232.34	1,940,476	8,																	

ALABAMA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Alabama AAA Buy

Comprised of:
 WLAY—Florence
 WAAK—Gadsden
 Media Code 4 201 0335 6.00
 Business Office—310 Madison Ave., Suite 602, New York, N. Y. 10017. Phone 212-687-3380.

1. PERSONNEL
General Manager—Sam Brownstein.
2. REPRESENTATIVES
PRO Time Sales, Inc.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations. See individual listings for coded regulations.

TIME RATES

DISCOUNTS
 Any 3 stations—7-1/2% 4 stations—10%
 See individual listings for rates.

Alabama Community Network

Comprised of:
 WAVU, WQSB (FM)—Albertville
 WRII—Scottsboro
 Media Code 4 201 0070 3.00
 Business Office—Box 190, Albertville, Ala. 35950. Phone 205-878-1311.

1. PERSONNEL
General Manager—Pat M. Courington. Operational Manager—Bill Hagler. Program & Prom. Dir.—Dale Johnson.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations. General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8. Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 23a, 23b, 24a, 24b, 25a, 25b, 28c, 29a, 30. Contracts: 40a, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62b, 62d. Cancellation: 70a, 71a, 72, 73a.

TIME RATES

ET 8/1/66—Rec'd 4/25/66.
 Open 13x 25x 52x 104x 156x 260x
 1 x 8.00 7.60 7.20 6.80 6.40 5.60

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 13x—5% 52x—15% 156x—25% 260x—30%
 DISCOUNTS
 28x—10% 104x—20% 260x—30%

Radio Alabama Network

Comprised of:
 WRFS—Alexander City WZOB—Fort Payne
 WNUZ—Tallapoosa WGYV—Greenville
 WETU—Wetumpka WGSV—Guntersville
 WATM—Atmore WJBB—Haleyville
 WAUD—Auburn WOZK—Ozark
 WPRN—Butler WPHK—Pell City
 WBYE—Calera WMHS—Sylacauga
 WEDJ—Dothan WJLD—Tuscaloosa
 WELB—Eldon WTBB—Troy

Media Code 4 201 0140 4.00
 Business office: Box 72, Alexander City, Ala. 35010. Adams 4-2566.

1. PERSONNEL
General Manager—Jim Whatley.
2. REPRESENTATIVES
Hal Walton Company, Inc.
New York, Detroit, Los Angeles, Chicago—Sears & Ayer, Inc.
4. AGENCY COMMISSION
15% on net time only due 20th of month following.
5. GENERAL RATE POLICY
Radio Alabama Network handles all availabilities, scheduling, traffic, and billing. Advertiser is furnished one statement and one affidavit covering all stations in network.

TIME RATES

Rates effective January 1, 1964.
 Revisions (Discounts) received February 6, 1961.

DISCOUNTS
 Contract for:
 13 weeks..... 5% 52 weeks..... 15%
 26 weeks..... 10%

Tri-W Network

Comprised of:
 WWWB—Jasper WWWR—Russellville
 WWWF—Fayette
 Media Code 4 201 0210 5.00
 Bankhead Broadcasting Co., Bankhead Long Bldg., Jasper, Ala. Fulton 4-3461.

1. PERSONNEL
President—J. H. Bankhead. Manager, WWWB—William C. Edgemon. Manager, WWWF—Hal Kirby. Manager, WWWR—Jack Black.
4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL RATE POLICY
Affiliated with Keystone Broadcasting System. Schedules are totaled at WWWF, Fayette, WWWB, Jasper, and WWWR, Russellville, Alabama, to arrive at proper discount bracket.

TIME RATES

Rates effective
 Rates received March 3, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

Per month:	hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	30 sec.
1 time.....	35.00	21.85	13.15	9.85	6.80	3.00 2.20
13 times.....	32.00	20.00	12.00	9.00	6.00	3.00 2.00
26 times.....	30.00	18.75	11.25	8.45	5.85	2.85 1.85
52 times.....	27.50	17.20	10.30	7.75	5.16	2.80 1.70
104 times.....	25.00	15.50	9.40	7.05	4.70	2.35 1.55
156 times.....	22.50	14.00	8.45	6.35	4.25	2.15 1.40
260 times.....	20.00	12.50	7.50	5.65	3.75	1.90 1.25
312 times.....	18.00	11.25	6.75	5.10	3.30	1.70 1.10

ABBEVILLE (1 AM; 1 FM)

Henry County—Map Location G-8
 See SRDS consumer market map and data at beginning of the State.

WARI

1961

American Entertainment Ntwk

Media Code 4 201 0280 8.00
 Abbeville Radio, Inc., Box 128, Hwy. 10, Abbeville, Ala. 36310. Phone 205-585-2274, 2275.

STATION'S PROGRAMMING DESCRIPTION
 WARI: Programmed for general interest to home, farm, business and commuter. Religious, country and western music for entertainment. Morning devotion, reports from country agent. VA and farm market news consisting of 15 min talk, gospel, country and western music for entertainment, vocal and instrumental. 7:30 pm sign-off, country and western music with closing hymn. NEWS: local, state, national and network, with news bulletin anytime. Music format considered gospel, country and western. SPORTS: live in season. Contact Representative for further details. Rec'd 5/7/60.

1. PERSONNEL
Gen'l Mgr. & Engr.—Dan Mizell. Assistant Manager—Al Goree. Commercial Manager—Ron Reeder.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1480 kc. Non-directional. Operating schedule: 5:30 am-local sunset. CST. Partial simulcast operation. Simulcast during all local newscasts 5 times daily and weekends. For non-simulcast facilities see WARI-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations. General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14a. Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 26, 27, 28c 20b, 30, 32a, 33d. Contracts: 40a, 43, 44a, 44b, 45, 46, 47a, 50, 51a. Comb.; Cont. Discounts: 60h, 60i, 61b 62b. Cancellation: 70a, 70b, 71a, 72, 73a. Prod. Services: 80, 82.

Affiliated with American Entertainment Network.
 TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 3/31/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS	1x	14x	26x	52x	100+
ROS:	2.00	1.80	1.50	1.25	1.00
1 min.....	2.00	1.80	1.50	1.25	1.00
20 sec.....	1.75	1.50	1.25	1.00	.75
10 sec.....	1.50	1.25	1.00	.75	.50

8. PROGRAM TIME RATES	1x	14x	26x	52x	100+
ROS:	40.00	35.00	32.00	30.00	25.00
1 hr.....	27.50	25.00	22.50	20.00	18.00
1/2 hr.....	12.50	10.00	9.00	8.00	7.00
10 min.....	7.50	7.00	6.00	5.50	4.75
5 min.....	5.00	4.00	3.50	3.00	2.50

AM/FM COMBINATION
 1 hr..... 52.00 46.00 41.00 36.00 31.00
 1/2 hr..... 38.00 32.00 27.00 22.00 19.00
 1/4 hr..... 21.00 18.00 13.00 11.00 10.00
 10 min..... 18.00 13.00 9.50 8.00 7.00
 5 min..... 11.00 8.00 6.50 4.50 4.00

WARI-FM

1968

Media Code 4 201 0281 6.00
 Abbeville Radio, Inc., Box 128, Hwy. 10, Abbeville, Ala. 36310. Phone 205-585-2274, 2275.

1. PERSONNEL
Gen'l Mgr. & Chief Engr.—Dan Mizell. Program Director—Ron Reeder. Sales Manager—Al Goree.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 94.3 mc. Operating schedule: 5 am-midnight. CST. Antenna ht.: 201 ft. above average terrain. Partial simulcast operation. Operated separately except during all local newscasts 5 times daily and weekends. For simulcast facilities see WARI.
4. AGENCY COMMISSION
15% time and talent.
5. GENERAL ADVERTISING See coded regulations. General: 1a, 2a, 2b, 3a, 4a, 5, 6a. Rate Protection: 10a, 11g, 12c, 13h, 14h, 15a, 15b, 16. Basic Rates: 20b, 21c, 22b, 23a, 24a, 25c, 26, 28a, 28c, 29a, 30, 31, 32a, 33d. Contracts: 40a, 42a, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b. Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 62b. Cancellation: 70a, 70c, 71b, 72, 73a, 73b. Prod. Services: 80, 82.

Affiliated with American Entertainment Network. Sold in combination with WARI. See that listing.
 TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 3/31/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS	1x	14x	26x	52x	100+
ROS:	2.50	2.25	2.00	1.50	1.25
1 min.....	2.50	2.25	2.00	1.50	1.25
20 sec.....	2.00	1.75	1.50	1.25	1.00
10 sec.....	1.75	1.50	1.25	1.00	.75

8. PROGRAM TIME RATES

ROS:	1x	14x	26x	52x	100+
1 hr.....	50.00	45.00	40.00	35.00	30.00
1/2 hr.....	35.00	31.00	28.00	21.00	18.00
1/4 hr.....	20.00	17.00	12.00	10.00	9.00
10 min.....	15.00	12.00	9.00	7.50	6.50
5 min.....	10.00	7.50	5.00	4.00	3.50

ALBERTVILLE (1 AM; 1 FM)

Marshall County—Map Location E-3
 See SRDS consumer market map and data at beginning of the State.

WAVU

1948

Subscriber to the NAB Radio Code
 Media Code 4 201 0350 5.00
 Sand Mountain Broadcasting Service, Box 190, Albertville, Ala. 35950. Phone 205-878-1311.

1. PERSONNEL
Operator—Pat M. Courington. Operational Manager—Bill Hagler. Program Director—Dale Johnson.
3. FACILITIES
1,000 w. days; 630 kc. Non-directional. Operating schedule: daytime only, CST.
4. AGENCY COMMISSION
15/0 within 10 days.
5. GENERAL ADVERTISING See coded regulations. General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8. Rate Protection: 15b. Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 23a, 23b, 24b, 25a, 28a, 28c, 29a, 30. Contracts: 40a, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 61c, 62b, 62d. Cancellation: 70a, 71a, 72, 73a, 73b. Prod. Services: 82.

Member: Alabama Community Network.
 TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 6 ET 8/67—Rec'd 11/30/67.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	156x	260x	312x
1 min 3.60 3.45 3.25 2.75 2.45 2.30 2.10 2.00								

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 x 30.00 18.00 12.00 9.00 7.50
 DISCOUNTS
 13x—5% 52x—15% 156x—25% 312x—35%
 26x—10% 104x—20% 260x—30%

WQSB (FM)

(formerly WAVU-FM)

Subscriber to the NAB Radio Code
 Media Code 4 201 0420 0.00
 Sand Mountain Broadcasting Service, Box 190, Albertville, Ala. 35950. Phone 205-878-1311.

1. PERSONNEL
Partner & Gen'l Mgr.—Pat M. Courington. Operations Manager—Bill Hagler.
3. FACILITIES
ERP 20,000 w.: 105.1 mc. Antenna ht.: 360 ft. above average terrain.
4. AGENCY COMMISSION
15/0: 10th of month.
5. GENERAL ADVERTISING See coded regulations. General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8. Rate Protection: 15b. Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 23a, 23b, 24b, 25a, 28a, 28c, 29a, 30. Contracts: 40a, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 61c, 62b, 62d. Cancellation: 70a, 71a, 72, 73a, 73b. Prod. Services: 82.

TIME RATES
 No. 1 ET 3/65—Rec'd 3/21/66.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	312x
1 min.....	3.25	3.00	2.75	2.50	2.25	2.00

8. PROGRAM TIME RATES
 1 hr..... 30.00 27.00 24.00 18.00 15.00
 1/2 hr..... 18.00 16.00 14.00 12.00 10.00 8.00
 1/4 hr..... 12.00 11.00 10.00 9.00 8.00 7.00
 10 min..... 9.00 8.00 7.00 6.00 5.00 4.00
 5 min..... 6.00 5.50 5.00 4.50 4.00 3.50

ALEXANDER CITY

(1 AM; 1 FM)

Tallapoosa County—Map Location F-6
 See SRDS consumer market map and data at beginning of the State.

WRFS

1947

Subscriber to the NAB Radio Code
 Media Code 4 201 0490 3.00
 Piedmont Service Corp., Box 72, Alexander City, Ala. 35010.

1. PERSONNEL
General Manager—Jim Whatley.
2. REPRESENTATIVES
New York, Chicago, Detroit, Los Angeles—Hal Walton & Company, Inc.
3. FACILITIES
ERP 4,600 w.: 106.1 mc. Antenna ht.: 110 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations. General: 4b, 4d. Basic Rates: 22a, 24b. Contracts: 40a. Comb.; Cont. Discounts: 60a. Affiliated with KBS and NAB Radio Networks. Member: Radio Alabama Network and Southeastern Key Market Network.

TIME RATES
 Rates effective April 1, 1954. (Card No. 3.)
 Card received January 25, 1960.
 Rev. (1-min. Ann.) rec'd. June 26, 1961.

ALABAMA

6. SPOT ANNOUNCEMENTS

1 minute.....	1	26	52	104	156	260
1 minute.....	4.00	3.90	3.80	3.70	3.60	3.50
30 seconds.....	4.00	3.80	3.60	3.40	3.20	3.10

7. PACKAGE PLANS
 WEEKLY SATURATION PACKAGE PLAN
 Per week 1 min. 30 sec. 1 min. 30 sec.
 5 times..... 20.00 15.00 20 times..... 65.00 45.00
 10 times..... 37.50 25.00 30 times..... 90.00 60.00
 15 times..... 52.50 35.00

8. PROGRAM TIME RATES

1 hour.....	1	26	52	104	156	260
1 hour.....	30.00	28.00	26.00	24.00	22.00	20.00
1/2 hour.....	25.00	23.00	21.00	19.00	17.00	15.00
1/4 hour.....	20.00	18.00	16.00	14.00	12.00	10.00
10 minutes.....	15.00	13.50	12.00	10.50	9.00	7.50
5 minutes.....	12.00	11.00	10.00	9.00	8.00	6.50

ANDALUSIA (2 AM; 1 FM)

Covington County—Map Location E-9
 See SRDS consumer market map and data at beginning of the State.

WAAO

1966

Subscriber to the NAB Radio Code
 Media Code 4 201 0525 8.00
 Companion Broadcasting Service, Inc., Box 987, Brantley Hwy., Andalusia, Ala. 36420. Phone 905-222-1166.

STATION'S PROGRAMMING DESCRIPTION
 WAAO: Programmed for general interest. Local information and audience participation. Local news every hour. Sign-on-9 am, community news, interviews, mayor report, weather, middle-of-the-road music. 9 am-noon women's program, guest, fashion discussions, telephone exchange, modern country music. Noon-sign-off, community features, country music, quips, national, international, area news. SPORTS: college football, live broadcast high school events. AIR PERSONALITIES handle all segments. Rec'd 10/21/66.

1. PERSONNEL
General Manager—Jim Williams. Program Director—Jimmy Scofield. Women's Director—Betty Williams.
3. FACILITIES
1,000 w. days; 1530 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations. General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16. Basic Rates: 20b, 21a, 22a, 23a, 24c, 25a, 26, 28b, 29b, 30. Contracts: 40a, 46. Prod. Services: 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 8/1/66—Rec'd 10/11/68.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x
1 min.....	2.00	1.80	1.50	1.30
30 sec. flat 1.10 (minimum 1.00)				

ALABAMA

Andalusia—WNBX (FM)—Continued

TIME RATES		Rec'd 4/29/68.				
ET		1x	2x	104x	260x	312x
1 min	2.50	2.40	5.20	2.20	2.00	1.90
30 sec or less; 80% of 1-min.						
8. PROGRAM TIME RATES		1x	2x	104x	260x	312x
1 hr	30.00	26.00	25.00	20.00	16.00	14.00
1/2 hr	20.00	17.00	15.00	12.00	10.00	9.00
1/4 hr	11.00	9.40	8.40	7.50	6.00	5.50
5 min	4.50	4.30	4.00	3.60	3.30	3.00

ANNISTON (3 AM; 1 FM)

Calhoun County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WANA

1954
Media Code 4 201 0700 3.00
Gadsden Radio Co., Box 609, 155 West 33rd St., Anniston, Ala. 36202. Phone Adams 7-1627.

- PERSONNEL**
Owner—C. L. Graham
Station Manager—Joe Burney
Program Director—Cathy Johnson.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
250 w.; 1490 kc. Non-directional.
Operating schedule: 5:00 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL RATE POLICY**
Affiliated with KBS Radio Network.

Time Rates received October 29, 1954.

TIME RATES		1 MINUTE				
6. SPOT ANNOUNCEMENTS		1 ti	15 ti	30 ti	150 ti	312 ti
1 ti	3.60	3.60	10.4 ti	2.80		
15 ti	36.00	22.80	15.20	7.60		
30 ti	34.00	20.40	13.60	6.80		
150 ti	3.20	2.60	2.40			
312 ti	3.00	3.12	3.20			
8. PROGRAM TIME RATES		1 hr	1/2 hr	1/4 hr	5 min	
1 hr	38.00	32.00	15.20	7.60		
15 ti	34.00	20.40	13.60	6.80		
30 ti	32.00	19.20	12.80	6.40		
104 ti	30.00	18.00	12.00	6.00		
150 ti	28.00	16.80	11.20	5.60		
260 ti	26.00	15.60	10.40	5.20		
312 ti	24.00	14.20	9.60	4.80		

WDNG

1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 0770 3.00
Potts Broadcasting Co., Inc., Box 1290, Anniston, Ala. 36201. Phone 205-236-8291.
STATION'S PROGRAMMING DESCRIPTION
WDNG: Programmed for young adults, 18-35 age group.
Active community involvement. NEWS: local news staff. Three 15 min local newscasts daily. 3 mobile news units, news on hour and half hour, followed by local and state news. Weather every quarter hour.
2 farm shows daily. MUSIC: popular. Best of charts, including some popular hits of yesterday and albums, 5 am-7 pm. All top hits 7 pm-12M. TALK: daily editorials, teen round table, public affairs, book reviews, daily sound off opinion questions. ENTERTAINMENT: contests, 1 min features, clips, quotes, mobile studio for remote broadcasts. SPORTS: 3 local sports shows daily, high school and college football. Contact Representative for further details. Rec'd 2/13/69.

- PERSONNEL**
General Manager—Thomas B. Potts.
Assistant General Manager—Robert M. Price.
Operations Director—William I. Giddens.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Facilities—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 24a, 25a, 26a, 28a, 29a.
Contracts: 50.
Comb.; Cont. Discounts: 60a, 60f.
Affiliated with MBS.

NATIONAL AND LOCAL RATES SAME
ET 9/1/69—Rec'd 7/28/69.

TIME RATES		AA—Mon thru Fri 6-9 am & 3:30-6:30 pm.				
6. SPOT ANNOUNCEMENTS		15 ti	20 ti	35 ti	50+	
PER WK:	CLASS AA	15 ti	20 ti	35 ti	50+	
1 min	4.50	4.10	3.70	3.35	3.00	
30 sec	3.60	3.30	3.00	2.70	2.40	
CLASS A						
1 min	4.00	3.85	3.30	3.00	2.65	
30 sec	3.20	2.90	2.65	2.45	2.20	

May be combined for best quantity price.

WHMA

WHMA-FM

1938

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 0840 9.00
Anniston Broadcasting Co., 14th and Noble Sts., Anniston, Ala. 36201. Phone 236-7545.

- PERSONNEL**
General Manager—Malcolm Street.
Sales Manager—Ralph Burgess.
Program Director—James Travis.

2. REPRESENTATIVES

- The Devney Organization Inc.
Southeast—David Carpenter Company.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1390 kc. Directional—night only.
Operating schedule: 5 am-11 pm. CST.
FM-ERP 3,650 w.; 100.5 mc.
Antenna ht.: 200 ft. above average terrain.
 - AGENCY COMMISSION**
15%; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 28c, 29a, 33c.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
ET 4/15/68—Rec'd 3/25/68.

7. PACKAGE PLANS		1 ti	5 ti	10 ti	15 ti	20+
PER WK:		1 ti	5 ti	10 ti	15 ti	20+
1 min	7.00	6.00	5.50	5.00	4.50	
30/20 sec: 75% of 1-min. 10 sec ID's: 50% of 1-min.						
8. PROGRAM TIME RATES		1/2 hr	1/4 hr	10 min	5 min	
1 hr	35	21	15	10		

ARAB

Marshall County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WRAB

1961

Media Code 4 201 0910 0.00
Marshall County Broadcasting Co., Inc., Box 646, Arab, Ala. 35016. Phone 586-4123.

- PERSONNEL**
President—J. B. Falt, Jr.
Sec'y-Treas.—John Garrison.
Station Manager—Bill McLain.
- FACILITIES**
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

NATIONAL AND LOCAL RATES SAME
No. 3 ERP 9/1/67—Rec'd 7/31/67.

TIME RATES		SPECIFIED TIME					
6. SPOT ANNOUNCEMENTS		PER MO:	Flat	25 ti	50 ti	100 ti	150 ti
1 min	2.75	2.55	2.40	2.25	2.15		
30 sec	2.25	2.05	1.90	1.75	1.65		
7. PACKAGE PLANS		15 ti	20 ti	30 ti	50 ti		
1 min	1.95	1.85	1.75	1.65			
30 sec	1.65	1.45	1.35	1.25			
BTA, PER MO:		60 ti	90 ti	120 ti	180 ti		
1 min	1.90	1.80	1.70	1.60			
30 sec	1.50	1.40	1.30	1.20			
8. PROGRAM TIME RATES		1/2 hr	26x	52x	104x	156x	
1/2 hr	17.00	15.00	13.00	12.00	11.00		
1/4 hr	10.00	9.00	8.00	7.50	7.00		
10 min	8.00	7.15	6.50	6.10	5.80		
5 min	5.50	5.00	4.75	4.60	4.50		
9. SPECIAL FEATURES		Weather Reports	Time Signals	Sports Highlights	Alabama Headlines	The Big Story	World Headlines
10. SPECIAL FEATURES		EA: 1 yr	6 mo				
Plain spot	.75	.85					
Production Spot	.85	.95					

ATHENS (2 AM; 1 FM)

Limestone County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WJMW

1948

Media Code 4 201 0980 3.00
Athens Broadcasting Co., Inc., Hine St., Athens, Ala. 35611. Phone 232-3911. 3912.

- PERSONNEL**
Pres. & Gen'l Mgr.—Homer F. Dumnivant.
Sec'y & Treas.—Mrs. W. Clinton Brown.
Program Director—Robert V. Dumnivant.
- FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 23a, 24a, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60d, 61a, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 82.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective January 1, 1960.
Rates received January 28, 1960.

6. SPOT ANNOUNCEMENTS		1 ti	5 ti	10 ti	15 ti	20+
1 ti	3.00	52 times	3.25			
13 ti	3.75	156 times	3.00			
26 ti	3.00	500 times	2.00			

WJOF (FM)

1959

Media Code 4 201 1050 4.00
Athens Broadcasting Co., Inc., Hine St., Athens, Ala. 35611. Phone 232-3911. 3912.

- PERSONNEL**
Pres. & Gen'l Mgr.—Homer F. Dumnivant.
Director of Operations—Robert V. Dumnivant.
Secretary-Treasurer—Mrs. W. Clinton Brown.
- FACILITIES**
ERP 60,000 w.; 104.3 mc.
Operating schedule: 6:00 am-midnight daily.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
See WJMW listing for coded regulations.

ET 4/1/66—Rec'd 4/4/66.

6. SPOT ANNOUNCEMENTS		1 ti	3 ti	3 ti
Per day		6	5	4

WKAC

1964

Subscriber to the NAB Radio Code
Media Code 4 201 1120 5.00
Limestone Broadcasting Company, Box 847, Elkton Hwy., Athens, Ala. 35611. Phone 205-232-6827.

- PERSONNEL**
Owner, Sta., Sales & Gen'l Mgr.—Kenneth A. Casey.
Program Director—Norma Casey.
- REPRESENTATIVES**
Continental Radio Sales.
Southern—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Cancellation: 70a.
Affiliated with KBS Radio Network.

NATIONAL AND LOCAL RATES SAME
ET 7/1/67—Rec'd 7/12/67.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	20 sec	10 sec
Per MO:		1.25	.90	.75	.50
7. PACKAGE PLANS		13 WEEK CONTRACT—7 DAYS PER WEEK			
PER MO:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
5 ti	150	100	10 ti	275	175

ATMORE (1 AM; 1 FM)

Escambia County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WATM

1949

Subscriber to the NAB Radio Code
Media Code 4 201 1190 8.00
Southland Broadcasting Co., Craig St., Atmore, Ala.

- PERSONNEL**
General Manager—Tom C. Miniard.
Program Director—Julia Miniard.
- REPRESENTATIVES**
Continental Radio Sales.
South, Southeast, Southwest—David Carpenter Company.
- FACILITIES**
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-6:30 am.
For non-simulcast facilities see WATM-FM.
- AGENCY COMMISSION**
15/0 time only when rendered.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 22a, 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 61b, 62b, 62c.
Cancellation: 70a, 70c.
Affiliated with NAB Radio Network.
Member: Radio Alabama Network, Southeastern Key Market Network.

TIME RATES
ET 7/1/53—Rec'd 7/6/53.

6. SPOT ANNOUNCEMENTS		1x	13x	26x	39x	52x	104x	156x	312x
1 min	2.50	2.35	2.25	2.15	2.05	2.00	1.85	1.75	
8. PROGRAM TIME RATES		1x	13x	26x	39x	52x	104x	156x	312x
1 hr	25.00	23.75	22.50	21.25	20.00	18.75	17.50	15.00	
1/2 hr	15.00	14.25	13.50	12.75	12.00	11.25	10.50	9.00	
1/4 hr	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.00	
10 min	7.50	7.15	6.75	6.25	6.00	5.00	5.25	4.50	
5 min	6.00	4.75	4.50	4.25	4.00	3.75	3.50	3.00	

WATM-FM

1966

Media Code 4 201 1191 6.00
Southland Broadcasting Co., Box 770, 810 E. Craig St., Atmore, Ala. 36502. Phone 205-868-2121.

- PERSONNEL**
General Manager—Tom C. Miniard.
Cont'l Mgr. & Prog. Dir.—Julia Miniard.
- REPRESENTATIVES**
Continental Radio Sales.
David Carpenter Company.
- FACILITIES**
ERP 29,000 w.; 104.1 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 182 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am and 6:30 am-midnight. For simulcast facilities see WATM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 25c, 28c.

Contracts: 40a, 43, 44a, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a.
Prod. Services: 81, 82.

TIME RATES

Rates are identical to WATM. See that listing.

AUBURN-OPELIKA

(3 AM; 1 FM)
Lee County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WAOA

1968

Media Code 4 201 1225 2.00
Faulkner Radio, Inc., Box 2329, Opelika, Ala. 36801.
Phone 205-745-4658.

- PERSONNEL**
General Manager—Bob Thorburn.
Program Director—Ron Altman.
News Director—Terry L. Rochester.
- REPRESENTATIVES**
Busby, Finch and Woods, Inc.
- FACILITIES**
5,000 w.; 1520 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See Coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 43, 44a, 45, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61c, 62a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WFXX (FM).

No. 1 ET 4/4/68—Rec'd 7/25/68.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	20 sec	10 sec
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Auburn-Opelika—Continued

WFRI (FM)

1968

AUBURN

Media Code 4 201 1295 5.00
Faulkner Radio, Inc., Box 2329, Opelika, Ala. 36801.
Phone 205-745-4658.

1. PERSONNEL
General Manager—Bob Thorburn.
Program Director—Ronald Altman.
News Director—Terry L. Rochester.
3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 97.7 mc.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% on spots only; all other rates are net.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 28a,
28c, 29a, 33a.
Contracts: 40a, 43, 44a, 45, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WAQA.

TIME RATES

ET 9/15/68—Rec'd 4/17/69.

7. PACKAGE PLANS
(1 spot 6 am-noon, 1 spot noon-6 pm, 1 spot
6 pm-midnight)
8 1-min spots per day, 7 days per wk, per mo. 120
Times run within time periods changed daily.
Minimum contract 1 mo; maximum contract 12 mo.
Contract time limited to 48 accounts.
10. SPECIAL FEATURES
NEWSCASTS
1x 26x 52x 104x 156x 260x
5 min. 6.50 6.00 5.50 4.50 4.00 3.00
Includes 20-second open and close, 1 minute spot.

WJHO

1940
OPELIKA

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 1310 2.00
Opelika-Auburn Broadcasting Co., 2009 Pepperell
Parkway, Opelika, Ala. 36801. Phone 205-745-
6485. TWX 205 745-6484.

1. PERSONNEL
General Manager—John E. Smollen.
Program Director—Lynn A. McCroskey.
Traffic Manager—Becky McGraw.
2. REPRESENTATIVES
Hal Walton & Company, Inc.
South—Harry J. Cannon Associates.
3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS and KBS.
Member: Southeastern Key Market Network.

TIME RATES

ET 9/15/68—Rec'd 4/25/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1x 5.00 156x 4.00
13x 4.80 280x 3.75
26x 4.60 312x 3.50
52x 4.40 500x 3.25
104x 4.20
30 sec or less: 80% of 1-min.
8. PROGRAM TIME RATES
1/2 hr 40.00 38.50 36.00 34.50 33.00 32.00
1/4 hr 30.00 27.50 25.00 22.50 20.00 17.50
10 min 20.00 17.50 16.00 14.50 12.00 10.50
5 min 15.00 13.50 12.00 11.00 10.00 9.50

BAY MINETTE (1 AM; 1 FM)

Baldwin County—Map Location C-10
See SRDS consumer market map and data at begin-
ning of the State.

WBCA WWSM (FM)

1957 1964

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 1330 0.00
Faulkner Radio, Inc., Box 426, Courthouse Sq., Bay
Minette, Ala. 36607. Phone 937-5595.

- STATION'S PROGRAMMING DESCRIPTION
WBCA: Air and news personalities. NEWS: on
hour, every hour 10 min & 15 min summaries in
drive time. 5 min summaries mid-day. 15 min news,
weather and farm news at noon M-Sat. Headlines
on half hour. Women's show 15 min on Mon. MUSIC:
gospel music 6-7 am, country music 7 am-sign-off.
Negro programs 7-8 am Sun. AIR PERSONALITIES
daily 7 am-8 pm. SPORTS: area high school, college
football, little league and major league baseball. 2
man news department, mobile news units plus remote
for on-the-scene broadcasting. Rec'd 6/28/68.

1. PERSONNEL
President—J. H. Faulkner.
General Manager—Elvin Stanton.
3. FACILITIES
10,000 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM FACILITIES
ERP 2,300 w.; 105.5 mc.
Operating schedule: 5:55 am-midnight daily. CST.
Antenna ht.: 337 ft. above average terrain.
4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11g, 12g, 13g, 15g.
Basic Rates: 20b, 21a, 22b, 24c, 25a, 28, 28c, 29b.
Contracts: 40a, 42b, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 9/15/68—Rec'd 8/3/68.

6. SPOT ANNOUNCEMENTS
PER MO: 1st 12 30 60 90 120+
1 min 3.50 3.00 2.75 2.50 2.25 2.00
8. PROGRAM TIME RATES
PER MO: 5 min 1/4 hr 1/2 hr 1 hr
5 11 15 30
13 11 13 25
25 11 12 22
28+ 4 6 11 20

BESSEMER

Jefferson County—Map Location D-4
See SRDS consumer market map and data at begin-
ning of the State.See Birmingham
(including Bessemer, Homewood, Irondale)

BIRMINGHAM (12 AM; 4 FM)

Jefferson County—Map Location D-4
See SRDS consumer market map and data at begin-
ning of the State.
Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply
that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the
time buying function to determine extent of indi-
vidual station coverage, audience delivered, etc. with-
in the area.

WAPI

1922
BIRMINGHAM

NAB

RAB

Media Code 4 201 1400 1.00
Radio station WAPI, Box 1310, Birmingham, Ala.
35201. Phone 205-323-6141.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald D. Wear.
Program Director—Charles Davis.
Sales Manager—Jack Warren.
2. REPRESENTATIVES
Henry I. Christal Co., Inc.
3. FACILITIES
50,000 w. days, 5,000 w. nights; 1070 kc.
Non-Directional days; 1 directional nights.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% net time; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 3b.
Basic Rates: 23a.
Contracts: 40c.
Comb.; Cont. Discounts: 61b, 62b, 62c.
Cancellation: 70a, 70e.
Prod. Services: 82.
TV Facilities: WAPI-TV.
Affiliated with NBC.

TIME RATES

No. 18 ET 9/15/68—Rec'd 1/20/69.

6. SPOT ANNOUNCEMENTS
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 9 pm-midnight; Sat
10 am-midnight; Sun 6:30 am-midnight.
B—Mon thru Sun 6-8 am; Mon thru Fri 7-9 pm.

CLASS AAA

- 1 MINUTE
Per wk
1x 30 28 26 24 22 20
100x 29 27 25 23 21
300x 28 26 24 22 20
500+ 27 25 23 21 19

80/20 SECONDS

- 1x 24 22 21 19 18
100x 23 21 20 18 17
300x 22 20 19 17 16
500+ 21 19 18 17 15

CLASS AA

- 1 MINUTE
1x 26 23 21 19 18
100x 24 22 20 18 17
300x 22 20 18 17 16
500+ 20 18 17 16 15

30/20 SECONDS

- 1x 20 18 17 15 14
100x 19 17 16 14 13
300x 18 16 15 13 12
500+ 17 15 14 12 11

CLASS A

- 1 MINUTE
1x 24 22 20 18 17
100x 22 20 18 16 15
300x 20 18 16 14 13
500+ 19 17 15 14 13

80/20 SECONDS

- 1x 18 16 15 14 13
100x 17 15 14 12 11
300x 15 14 12 11 10
500+ 14 13 11 10 9

CLASS B

- 1 MINUTE
1x 15 14 13 12 11
100x 14 13 12 11 10
300x 13 12 11 10 9
500+ 12 11 10 9 8

30/20 SECONDS

- 1x 12 11 10 9 8
100x 12 11 10 9 8
300x 11 10 9 8 7
500+ 10 9 8 7 6

- ID's may combine with other types of spots for fre-
quency discounts. Not subject to, nor included in
calculating, weekly discounts.

10 SECONDS

AAA	15	13	11	9
AA	13	11	9	7
A	12	10	8	6
B	10	8	6	4

AM/PM TRAFFIC PLAN

Advertiser may elect to divide his schedule of spots
equally between AAA and AA time. In this election
the AA rate will prevail provided the advertising is
for a single product; the spots are of the same length
and the AAA and AA schedules are running con-
currently.

7. PACKAGE PLANS

SOLD IN MULTIPLES OF 4 & SCHEDULED WITHIN A 7-DAY
PERIOD AS FOLLOWS: 1 spot—Mon thru Sat 6-10 am;
Mon thru Fri 3-7 pm, 2 spots—Mon thru Fri 10 am-
3 pm; Sat & Sun 10 am-7 pm, 1 spot—Mon thru Sun
5-6 am; Mon thru Fri 7 pm-midnight.
PER WK, EA: 4 8 12 16 20 24
1 min 10 18 17 16 15
30 sec 10 18 17 16 15
TAP discounts must be earned within 7 broadcast
days. TAP spots do not combine with any other spots
service for discounts.

8. PROGRAM TIME RATES

- A—Daily 6:30 am-10:30 pm.
B—Daily 10:30 pm-6:30 am.
- CLASS A
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 132 79 48 44 37
52x 114 69 43 38 31
156x 102 61 38 34 27
312+ 84 51 34 28 23
- CLASS B
1x 80 48 32 27 22
52x 68 41 26 23 19
156x 58 35 22 20 17
312+ 50 31 19 18 15

WAPI-FM

1946
BIRMINGHAM

NAB

Media Code 4 201 1401 9.00
Radio station WAPI, Box 1310, Birmingham, Ala.
35201. Phone 205-323-6141.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald D. Wear.
Sales Manager—Jack Warren.
Program Director—Charles Davis.
3. FACILITIES
ERP 100,000 w.; 94.5 mc.
Antenna ht.: 982 ft. above average terrain.
Operating schedule: 15 hours daily. CST.
4. AGENCY COMMISSION
15% on time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.
Contracts: 40c.
Comb.; Cont. Discounts: 62b, 62c.
Cancellation: 70a.
TV facilities: WAPI-TV.
Affiliated with NBC Radio Network.

TIME RATES

Rates effective July 1, 1954.

Rates received June 21, 1954.

8. PROGRAM TIME RATES "A"
(6:30 p.m. to 10:00 p.m.)
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 time 66.50 40.00 27.00 22.50 18.00
13 times 65.00 39.00 26.00 21.50 17.00
26 times 63.50 38.00 25.00 21.00 17.00
52 times 60.00 36.00 24.00 20.00 16.00
104 times 57.00 34.50 22.50 19.00 15.50
156 times 54.00 32.50 21.50 18.00 14.50
260 times 51.00 31.00 20.50 17.00 13.50
312 times 48.00 29.50 19.50 16.00 12.50

CLASS "B"

- (6:00 a.m. to 6:30 p.m. and 10:00 p.m. to
10:30 p.m.)
1 time 40.00 24.00 16.00 13.50 11.00
13 times 39.00 23.50 15.50 13.00 10.50
26 times 38.00 22.50 15.00 12.50 10.00
52 times 36.00 21.50 14.50 12.00 9.50
104 times 34.50 20.50 13.50 11.50 9.00
156 times 32.50 19.50 12.00 10.50 8.50
260 times 31.00 18.50 12.50 10.00 8.00
312 times 28.50 17.50 11.50 9.50 7.50

CLASS "C"

- (10:30 p.m. to 6:00 a.m.)
1 time 27.00 16.00 11.00 9.50 7.50
13 times 26.00 15.50 10.50 9.00 7.00
26 times 25.00 15.00 10.00 8.50 6.75
52 times 24.00 14.50 9.50 8.00 6.50
104 times 22.50 13.50 9.00 7.50 6.00
156 times 21.50 13.00 8.50 7.00 5.75
260 times 20.50 12.50 8.00 6.50 5.50
312 times 19.50 11.50 7.50 6.00 5.00

WAQY

1965
BIRMINGHAM

NAB

Media Code 4 201 1470 4.00
Radio Broadcasting Company of Birmingham, Inc.,
Post Office Bldg., 212 8th Ave. N., Birm-
ingham, Ala. 35203. Phone 205-252-9868.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tommy Charles.
Sales Manager—Linda Kennedy.
Program Director—Frank Lewis.
2. REPRESENTATIVES
Gibbons, Inc.
R. S. Crane Company, Inc.
3. FACILITIES
1,000 w.; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40c.
Cancellation: 70c.
Affiliated with American Contemporary Network.
- TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 ET 12/1/68—Rec'd 1/24/69.
AA—Mon thru Fri sign-on-10 am & 3 pm-sign-off;
Sat sign-on-noon.

- A—Mon thru Fri 10 am-3 pm.
Weekend—Sat noon-sign-off.
6. SPOT ANNOUNCEMENTS
Per wk Per mo Per 13 wk
1 MIN: AA A AA A
10 tl 17.50 13.50 16.50 12.50 14.00 11.50
15 tl 17.10 13.10 15.90 11.90 13.50 10.00
20 tl 16.10 12.10 14.50 10.50 12.00 10.50
40 tl 15.30 11.30 14.00 10.00 11.30 10.70
30 sec: 80% of earned 1-min.
10 sec: 60% of earned 1-min.
7. PACKAGE PLANS
SPECIAL PACKAGE PLANS
(must be used within 30 days)
Plan I, 1-min, 100 tl (200 A) 700
Plan II, 1-min, 50 tl (125 AA, 25 A) 650

WATV

1946
BIRMINGHAMMedia Code 4 201 1540 4.00
Satellite Broadcasting Co., Inc., Thomas Jefferson
Hotel, Birmingham, Ala. 35203. Phone 205-324-
2541.

1. PERSONNEL
President—Sam Holt.
Vice-Pres. & Gen'l Mgr.—Tom Whitley.
Sales Manager—G. W. P. Atkins.
2. REPRESENTATIVES
Hal Walton & Company, Inc.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a, 70c.
- TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/27/67.
6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1x 15.00 13.00 280x 12.25 11.25
26x 14.25 12.75 512x 12.00 10.75
52x 13.50 12.25 920x 11.75 10.50
104x 13.00 12.00 1040x 11.25 10.25
156x 12.75 11.50
10. SPECIAL FEATURES
NEWSCASTS—ALL TIMES
1/4 hr 10 min 5 min
Flat 30.00 24.00 18.75

WBRC

1925
BIRMINGHAM

A Taft Station

RAB

Media Code 4 201 1610 5.00
Taft Broadcasting Co., Box 2311, 1729 N. Second
Ave., Birmingham, Ala. 35203. Phone 205-252-
8172. TWX 205-328-3371.

1. PERSONNEL
General Manager—Paul Murphy.
General Sales Manager—Jesse Pevnar.
Program Director—Dick Deason.
2. REPRESENTATIVES
Katz Radio, East.
Taft Station Sales Offices: See Rep & S/O pages.
3. FACILITIES
5,000 w.; 960 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,
24c, 25a, 26, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a,
61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS and Katz Radio A.I.D. Plan.

- TIME RATES
No. 34A ET 4/1/69—Rec'd 3/26/69.
6. SPOT ANNOUNCEMENTS
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sat 10 am-3 pm;
Sun all day.
Midnight-6 am. Rates on request.
- PER WK, 1 MIN: 1 tl 6 tl 12 tl 18 tl 24 tl
AAA 34 33 32 28 26
AA 30 27 26 25 24
A 20 18 17 16 15
B 16 15 14 13 12
30/30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
Spots between time classifications take the rates of
the higher classification.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
PER WK: 12 tl 18 tl 24 tl
Tap 1—1/2 AAA or AA, 1/2 B or
1/3 AAA or AA, 1/3A, 1/3 B 216 306 384
Tap 2—1/2A, 1/2 B 168 234 288
- ADVERTISER SCHEDULING AT LEAST 1/2 hr combined AAA
and AA weekly spots in AA, earns AA rates on all
AAA and AA spots, provided all AAA and AA spots
are spread equally Mon thru Fri.
8. PROGRAM TIME RATES
PER WK: 1/2 hr 1/4 hr 10 min 5 min
1 tl 80 50 46 39
3 tl 72 47 43 37
5+ 64 42 39 35

COMBINABILITY
All spots regardless of length or classification may
be combined for discount purposes.
Spots and program units may not be combined for
discount purposes.

(Birmingham continued on next page)

ALABAMA

Birmingham—Continued

W B R C-FM

1959

BIRMINGHAM

Media Code 4 201 1611 3.00

Taft Broadcasting Co., Box 2311, 1729 N. Second Ave., Birmingham, Ala. 35203. Phone 205-252-3172. TWX 205-328-3371.

1. PERSONNEL

Division General Manager—John Lawrence, Jr.

General Sales Manager—Jesse Pevear.

Herbert E. Groskin & Co.

2. FACILITIES

ERP 16,000 w.; 108.9 mc.

Operating schedule: _____ CST.

4. AGENCY COMMISSION

15/0.

Affiliated with American FM Network.

Member: The Groskin Group.

TIME RATES

ET _____ Rec'd 3/12/68.

5. SPOT ANNOUNCEMENTS

1 min.	1x	15x	30x	60x	125x	250x	500x
	7.00	6.50	6.00	5.50	5.00	4.50	4.00

6. PROGRAM TIME RATES

1 hr.	50	47	45	43	41	29	27
1/2 hr.	38	36	34	32	30	28	26
5 min.	22	21	20	19	18	17	16

WCRT

1933

BIRMINGHAM

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 1680 3.00

Chapman Radio & Television Co., Box 3297, Town House Hotel, 2008 8th Ave., South, Birmingham, Ala. 35205. Phone 205-251-5117.

1. PERSONNEL

Co-Owners—W. A. Chapman, G. K. Chapman.

Gen'l & Com'l Mgr.—Bill Kennedy.

2. REPRESENTATIVES

Meeker Radio, Inc.

3. FACILITIES

5,000 w. days; 1320 kc. Non-directional.

Operating schedule: 6 am-local sunset Mon thru Sat; 7 am-local sunset Sun. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.

Basic Rates: 20b, 21d, 22b, 23a, 24c, 25a, 26, 28c, 30.

Contracts: 40a, 41, 46, 47a, 51a.

Comb.; Cont. Discounts: 60b, 60i, 62b.

Cancellation: 73a, 73b.

Prod. Services: 80, 82.

Affiliated with American Entertainment Network.

Affiliated with MBS.

TIME RATES

No. 6 ET 9/1/68—Rec'd 8/8/68.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6-9 am.

A—Mon thru Sat after 9 am; Sun all day.

CLASS AA

1 min. _____ 8 30 sec. _____ 6

No frequency discount allowed.

CLASS A

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti

1 min. 7.50 7.00 6.50 6.00 5.50 5.00

30 sec. 6.50 6.00 5.50 5.00 4.50 4.00

7. PACKAGE PLANS

ROS PACKAGES

PER MO: 1 min 30 sec 10 sec 1 min 30 sec 10 sec

Ea. 4.00 3.00 2.00 4.50 3.50 2.50

WCRT-FM

1961

BIRMINGHAM

Subscriber to the NAB Radio Code

Media Code 4 201 1681 6.00

Chapman Radio & Television Co., Box 3297, Town House Hotel, 2008 8th Ave., South Birmingham, Ala. 35205. Phone 205-251-5117.

1. PERSONNEL

President—W. A. Chapman.

General Manager—W. R. Kennedy.

2. REPRESENTATIVES

Meeker Radio, Inc.

3. FACILITIES

ERP 48,800 w.; 96.5 mc.

Operating schedule: 5:00 am-midnight daily. CST.

Antenna ht.: 584 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations

General: 1a.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 23a.

Contracts: 40a, 45.

Comb.; Cont. Discounts: 61b, 62b, 62c.

Cancellation: 70a, 70c.

TIME RATES

Rates effective May 1, 1961.

Rates received June 5, 1961.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	1 min.	30 sec.
1 time	8.00	15 times	6.50
5 times	7.50	20 times	6.00
10 times	7.00	25 times	5.50

8. PROGRAM TIME RATES

Per week: 1 hr. 1/2 hr.

1 time: 60.00 42.00 3 times: 40.00 28.00

2 times: 50.00 35.00 5 times: 30.00 21.00

WENN

1950

BIRMINGHAM

A McLendon Ebony Station

Independent Negro

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 1750 9.00

Jomac Birmingham Corp., Box 1469, Birmingham, Ala. 35201. Phone 205-324-1028.

1. PERSONNEL

President—John M. McLendon.

Vice-Pres. & Gen'l Mgr.—Joe Lackey.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

5,000 w. days; 1320 kc. Non-directional.

Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.

Contracts: 40a, 41, 42d, 44b, 45, 46, 47c.

Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.

Cancellation: 70d, 71a.

Prod. Services: 80, 81, 82.

TIME RATES

Rates effective May 1, 1964. (Card No. 7.)

Card received April 3, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	1 min 10 sec	1 min 10 sec
26 ti	14.50	9.50 312 ti 12.00 8.25
52 ti	14.00	9.25 520 ti 11.50 8.00
104 ti	13.50	9.00 780 ti 11.00 7.50
156 ti	13.00	8.75 1000 ti 10.50

10-second spots cannot be combined with 1-minute announcements at a lower rate.

7. PACKAGE PLANS

SATURATION PACKAGES

PER WK: ea 12.00 25 ti 10.50

15 ti 11.50 30 ti 10.00

20 ti 11.00

WJLD

1942

HOMEWOOD

Independent Negro

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 1820 0.00

Johnston Broadcasting Co., 109 No. 19th St., Birmingham, Alabama 35203. Phone 205-324-3468.

STATION'S PROGRAMMING DESCRIPTION

WJLD: Programmed for Negro listener. MUSIC: rhythm and blues and gospel. AIR PERSONALITIES handle all segments and taped commercials by air personalities are interchangeable. Weather at 10; news headlines at 25; sports at 40; and 5 min news, at 55. Station participates in fund drives for community activities, boys clubs, etc. Personalities available for remote broadcasts, store openings, shopping center sales day, etc. Contact Representative for further details. Rec'd 7/20/67.

1. PERSONNEL

Owner—Rose H. Johnston.

General Manager—George Johnston III.

Sales Manager—Dave Davis.

2. REPRESENTATIVES

Dore & Allen, Inc.

Southern—Bernard L. Ochs Co.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 24 hours daily. CST.

Partial simulcast operation. Simulcast 6-11 am & 3-10 pm. For non-simulcast facilities see WJLN (FM).

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60f, 60i, 61c.

Cancellation: 70a, 70c, 71a, 72.

Prod. Services: 80.

FM facilities: WJLN (FM).

Affiliated with American Contemporary Network.

TIME RATES

No. 9 ET 8/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK: 1 ti 10 ti 15 ti 20 ti 25 ti 30 ti

1 wk 16.00 12.00 11.50 11.00 10.50 10.00

13 wk 15.00 11.00 10.50 10.00 9.50 9.00

26-52 wk 14.00 10.00 9.50 9.00 8.50 8.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PLAN: Ea

12 (4 Traffic, 4 Housewife, 4 7-10 pm) 10

18 (6 Traffic, 6 Housewife, 6 7-10 pm) 9

24 (8 Traffic, 8 Housewife, 8 7-10 pm) 8

WJLN (FM)

1948

BIRMINGHAM

Media Code 4 201 1821 8.00

Johnston Broadcasting Co., 109 N. 19th St., Birmingham, Ala. 35203. Phone 205-324-3468.

1. PERSONNEL

President—Rose Hood Johnston.

Gen'l & Sta. Mgr.—George Johnston III.

Sales Manager—Dave Davis.

2. REPRESENTATIVES

New York—Dore & Allen, Inc.

Southeast, Southwest—Bernard I. Ochs Co.

3. FACILITIES

ERP 23,000 w.; 104.7 mc.

Operating schedule: _____ CST.

Partial simulcast operation. Operated separately 11 am-3 pm & 10 pm-5 am. For simulcast facilities see WJLD.

4. AGENCY COMMISSION

15/0 time & talent. Payable when rendered.

5. GENERAL ADVERTISING

See coded regulations

Contracts: 40a.

FM facilities: WJLD.

TIME RATES

ET _____ Rec'd 5/29/67.

7. PACKAGE PLANS

(9 am-5 pm)

PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti 100 ti

1 min 1.70 1.60 1.50 1.40 1.30 1.20 1.00

8. PROGRAM TIME RATES

(9 am-5 pm)

PER WK: 1/4 hr 1/2 hr 1 hr

1 ti 8.00 12.00 20.00

5 + 8.00 9.00 15.00

WLPH

1960

IRONDALE

ALABAMA

Butler—W P R N—Continued

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional
Operating schedule: 5 am-10 pm. CST.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3b, 3c, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network; Radio Alabama Network.

TIME RATES

No. 2 ET 2/1/68—Rec'd 3/28/68.

6. SPOT ANNOUNCEMENTS
PER MO: 1x 11x 41-100
1 min. (minimum 100) ea 1.00 2.75 2.50 2.25
10 sec (minimum 100) ea 1.00
30 sec ea 1.80. Package of 100, ea 1.50.

7. PACKAGE PLANS
PER MO: 200

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 40.00 21.00 14.00 8.25 5.75
11x 31.00 19.00 12.00 7.50 4.75
41-100 25.00 17.00 10.00 6.75 3.75

CALERA

Shelby County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WBYE

1958



Subscriber to the NAB Radio Code
Media Code 4 201 2520 5.00
Shelby County Advertising Corp., Box "E", Calera, Ala. 35040. Phone 205-668-0872.

1. PERSONNEL
President—Ralph W. Sears.
Gen'l Mgr. & Sec'y—Marion P. Jones.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 a.m. to local sunset.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4d, 5, 6a, 7b.
Basic Rates: 22b, 23a, 24c, 25a.
Contracts: 40a, 44a, 45a, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60h, 62d.
Cancellation: 70a.
Prod. Services: 80, 82.
Affiliated with MBS and NAB Radio Networks.
Member: Radio Alabama Network.

NATIONAL AND LOCAL RATES SAME

Rates effective October 1, 1965. (Card No. 2.)
Card received October 4, 1965.

6. SPOT ANNOUNCEMENTS
PER WK: 1 min 30 sec 10 sec
1 ti 2.00 1.60 1.00
6 ti 1.85 1.50 .95
10 ti 1.60 1.40 .90
20 ti 1.40 1.30 .85
40 or more ti 1.25 1.10 .80

8. PROGRAM TIME RATES
PER WK: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 32.00 15.00 8.00 6.50 4.05
6 ti 30.00 14.00 7.50 6.10 3.90
10 ti 28.00 13.00 7.00 5.70 3.75
20 ti 26.00 12.00 6.50 5.30 3.60
30 ti 24.00 11.00 6.00 4.90 3.45
40 or more ti 10.00 5.75 4.50 3.30

CARROLLTON

Pickens County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WRAG

1951



Subscriber to the NAB Radio Code
Media Code 4 201 2590 8.00
Pickens County Broadcasting Co., Box 71, Carrollton, Ala. 35447. Phone 205-887-8136.

1. PERSONNEL
President—R. E. Hook.
Commercial Manager—Samuel E. Spencer.
Program Director—Larry Parks.

3. FACILITIES
1,000 w. days; 590 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 5/13/66.

6. SPOT ANNOUNCEMENTS
1 min 3.50 3.00 2.75 2.50 2.25 2.00
30 seconds—75% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES
1/4 hr: 300% applicable 1-minute rate.
5 min: 150% applicable 1-minute rate.

10. SPECIAL FEATURES
Political programs, per minute 2

CENTRE (2 AM)

Cherokee County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WAGC

1962

Media Code 4 201 2660 9.00
Radio Centre, Box Q, 112 E. Main St., Centre, Ala. 35060. Phone 205-927-5353.

1. PERSONNEL
General Manager—Ralph A. Meade.
Program Director—M. Thibault.

2. REPRESENTATIVES
Hal Walton & Company, Inc.

3. FACILITIES
1,000 w. days; 1,560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15h.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60c, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 75a.

TIME RATES

Rates effective November 9, 1962.
Rates received December 3, 1962.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 ti 3.50 2.50 1.50 ti 2.70 2.00
25 ti 3.30 2.40 2.50 ti 2.35 1.75
50 ti 3.15 2.35 3.00 ti 2.20 1.50
100 ti 2.80 2.15

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 ti 40.00 22.00 14.00 7.50
25 ti 37.35 20.15 12.65 7.25
50 ti 36.00 19.50 12.35 7.00
100 ti 32.00 17.50 11.40 6.80
150 ti 31.75 17.35 11.25 6.75
250 ti 26.00 14.00 9.25 5.50
300 ti 23.50 12.65 8.50 5.00

WEIS

1961

Media Code 4 201 2730 0.00
Cherokee County Radio Station, Box 295, 477 S. Pratt St., Centre, Ala. 35060. Phone 205-927-5152.

1. PERSONNEL
President—Ruby Jo Clotfelter.
General Manager—Mac M. Thomas.
Program Director—Irene Wilbanks.

2. REPRESENTATIVES
Gene Hollex Company.

3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.
Contracts: 40a.
Comb.: Cont. Discounts: 61b, 62b, 62c.
Cancellation: 70a, 70c.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective April 1, 1963. (Card No. 2.)
Card received March 8, 1963.

6. SPOT ANNOUNCEMENTS
1 min 4.00
20/30 second spots—75% of applicable 1-minute rate.

7. PACKAGE PLANS
PER WK: ea ea
6 ti 3.75 20 ti 3.00
10 ti 3.50 30 ti 2.75
15 ti 3.25

8. PROGRAM TIME RATES
1/2 hr 22.50 5 min 8.00
1/4 hr 18.00

CENTREVILLE

Bibb County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WBIB

1964



Subscriber to the NAB Radio Code
Media Code 4 201 2600 1.00
Voice of The Mid-South Broadcasting Co., Box 217 Hwy. 5 and 82, Centreville, Ala. 35042. Phone 205-928-5691.

1. PERSONNEL
Manager—Norman Arnold.
Program Director—George Warren.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0; bills payable 10th month after billing.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 12b, 18b, 14a, 15b, 16.
Basic Rates: 21a, 22a, 22b, 23a, 23b, 24b, 25c, 26, 28a, 28c, 29b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 46, 48, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 2/26/63.

6. SPOT ANNOUNCEMENTS
10 sec 30 sec 1 min
1x .75 1.00 1.50
10x .65 .85 1.25
41+ .60 .80 1.00

7. PACKAGE PLANS

SPECIAL ANNOUNCEMENT PACKAGE 100

8. PROGRAM TIME RATES
5 min 10 min 1/4 hr 1/2 hr 1 hr
1x 2.80 5.50 8.00 15.00 32.00
10x 2.20 5.00 7.00 12.50 28.50
30x 2.00 4.00 6.00 11.00 25.00
120+ 1.80 3.50 5.00 10.00 21.00
Programs and spots may combine for frequency discounts.

CLANTON (1 AM; 1 FM)

Chilton County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WKLf WKLf-FM

1947

1952



Subscriber to the NAB Radio Code
Media Code 4 201 2870 0.00
Southeastern Broadcasting Co., Inc., Selma Hwy. North, Clanton, Ala. 35045. Phone 448.

1. PERSONNEL
General Manager—James H. Dennis.
Program Director—Mary C. Culp.

2. REPRESENTATIVES
Continental Radio Sales.
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

FM FACILITIES
ERP 370 w.; 100.9 mc.
Operating schedule: 5:00 am-9:00 pm. CST.
Antenna ht.: 302 ft. above average terrain.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 5, 6a, 7a, 8.
Rate Protection: 11b, 15b.
Basic Rates: 20b, 21a, 21c, 23a, 24a, 28b, 28c, 30.
Contracts: 40a, 41, 42b, 44a, 45, 47a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62b.
Cancellation: 70a, 70c, 72.
Prod. Services: 82.
FM operated in conjunction with AM during day; sold separately after AM sign-off.
Member: Southeastern Key Market Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 5/1/66—Rec'd 7/28/66.

6. SPOT ANNOUNCEMENTS
(Within 30 days)
1 MINUTE
1 ti 2.50 25 ti 1.40
10 ti .85 50+ 1.25

30 SECONDS
1 ti .85 50+ .70
50+ 10 SECONDS .35

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 32.50 21.50 15.00 10.00 5.00
13x 30.00 19.00 14.00 9.00 4.75
26x 27.50 17.00 10.00 8.00 4.50
53x 27.50 15.50 8.50 7.00 4.25
104x 22.50 12.50 7.50 6.00 4.00
158x 18.50 11.50 6.75 5.25 3.75
208x 17.00 10.25 6.50 4.75 3.00
280-312x 15.00 9.00 5.25 4.50 2.75
FM only: Sold alone after AM sign-off at 40% discount off regular rate.

10. SPECIAL FEATURES
Religious Programs: 20% discount.

CULLMAN (2 AM; 1 FM)

Cullman County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WFMH WFMH-FM

1949

1949

Media Code 4 201 2940 5.00
Voice of Cullman, 206 2nd Ave., E., Cullman, Ala. 35055. Phone 910.

1. PERSONNEL
General Manager—B. C. Eddins.
Commercial Manager—James Miller.

3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.

FM FACILITIES
ERP 5,300 w.; 101.1 mc.
Operating schedule: 5:00 a.m. to 9:00 p.m. CST.
Antenna ht.: 165 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.
FM operated in conjunction with AM during day; sold separately after sunset.
Following rates are for simultaneous broadcast on combined AM and FM facilities.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective August, 1949. (Card No. 2.)
Rates received July 19, 1951.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min (*)
1 time 30.00 16.60 9.55 8.35 6.50 2.85
13 times 26.57 14.96 8.56 7.49 5.94 2.30
26 times 24.15 13.48 7.89 6.73 5.34 2.15
52 times 21.05 12.02 6.92 6.08 4.75 1.90
104 times 19.49 10.92 6.23 5.45 4.27 1.75
158 times 17.83 9.82 5.80 4.91 3.95 1.65
208 times 15.75 8.85 5.00 4.40 3.45 1.55
312 times 14.00 8.00 4.40 3.45 1.40

(*) Announcements of 100 words or 1 minute.
FM Only: Sold alone after local sunset—at 40% off above rates.

10. SPECIAL FEATURES
Political Announcements—100 words 2.25. Per minute, in 5-minute multiples, 1.00. Cash in advance.

WKUL

1946

An Airmedia Station
Media Code 4 201 3010 6.00
Cullman Broadcasting Co., Drawer 988, Cullman, Ala. 35055. Phone 205-734-3171.

STATION'S PROGRAMMING DESCRIPTION
WKUL: Programmed for general appeal.
MUSIC: current hits and general popular music weekdays with gospel music on Sun. Religious programs on Sun. County farm agent 30 min on Sat. NEWS: wire service and local with 5 min on hour and headlines on quarter hour except for 6 am, 7 am, noon & 6 pm when 15 min summaries are presented including farm, weather and markets. 9-10 am devoted to local news via beeper telephone. SPORTS: college and high school football and basketball play-by-play. Scores included on newscasts. COMMERCIAL POLICY: occasional remote originations by announcers. Rec'd 3/6/68.

1. PERSONNEL
Pres. & Com'l Mgr.—Jordan Bullard.
Station Manager—Mel Smith.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
Interest of 1-1/2% per month charged on all balances not paid 10th following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 26, 28c.
Contracts: 40a, 41, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60f, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: National AirRadio Groups, Inc.

TIME RATES

ET 1/1/69—Rec'd 12/2/68.
A—Mon thru Sat 6:30-9 am, 11 am-1 pm & 4-6 pm;
Sun 7-9 am & 11 am-5 pm.
B—Mon thru Sat 5-6:30 am, 10-11 am, 1-4 pm & 6-10 pm; Sun 6-7 am, 9 am-1 pm & 5-10 pm.

7. PACKAGE PLANS

PER MO:	A		B	
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	3.00	2.40	2.40	2.00
11 ti	2.80	2.30	2.30	1.80
26 ti	2.70	2.20	2.20	1.70
30 ti	2.50	2.00	2.00	1.60
60 ti	2.40	1.90	1.90	1.50
90 ti	2.00	1.85	1.60	1.30
120 ti	1.75	1.45	1.45	1.20
150 ti	1.65	1.35	1.40	1.15
180 ti	1.60	1.30	1.35	1.10
210 ti	1.50	1.25	1.30	1.05
240 ti	1.45	1.20	1.25	1.00
270 ti	1.40	1.10	1.20	.95
300 ti	1.30	1.05	1.10	.90
10 ti	20 sec	10 sec	20 sec	10 sec
15 ti	1.80	1.70	1.80	1.45
30 ti	1.80	1.80	1.45	1.30
60 ti	1.70	1.65	1.25	1.20
90 ti	1.40	1.25	1.20	1.10
120 ti	1.30	1.20	1.00	.90
150 ti	1.20	1.10	.85	.85
180 ti	1.10	1.00	.80	.80
240 ti	1.00	.90	.85	.85
300 ti	.90	.80	.75	.60
420 ti	.80	.60	.60	.60

Rates are based on 1 month or 30 day period.

SATURDAY PACKAGES

PER DAY, MIN	A	B	(*)
20 ti (5 consec days)	159.50	136.50	149.00
14 ti (6 consec days)	149.50	122.50	138.00
10 ti (7 consec days)	138.00	110.00	123.00

(*) 1/2A, 1/2B

8. PROGRAM TIME RATES
CLASS A
PER MO: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 36.00 22.00 16.00 14.00 10.00
9 ti 19.00 12.00 8.80 7.10 5.85
13 ti 18.00 10.50 7.70 6.25 5.00
28+ 17.00 10.00 6.75 5.40 4.30

CLASS B
1 ti 30.00 20.00 12.00 10.00 8.00
9 ti 17.00 11.00 7.50 6.50 5.25
13 ti 16.00 10.00 6.75 5.75 4.50
28+ 15.00 9.00 6.00 5.00 4.00

SUNDAY AM

PER MO:	A	B	A	B
1/2 hr	18.00	16.00	1/4 hr	12.00 10.00

10. SPECIAL FEATURES

Beeper Show—Class AA Mon thru Sat 9-10 am.
Class A rate, plus 10%.

DECATUR (3 AM; 2 FM)

Morgan County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WAJF

1953

Media Code 4 201 3080 9.00
Fall Broadcasting Co., Inc., Box 1009, 112 Grant St., Decatur, Ala. 35601. Phone 205-353-9231.

1. PERSONNEL
General Manager—Lou Wagner.
Program Director—N. C. Milwee.

2. REPRESENTATIVES
Meeker Radio, Inc.
Southeast, Southwest—Busby,

Decatur—W A J F—Continued

TIME RATES
No. 6 ET 11/1/67—Rec'd 11/6/67.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
1 WEEK	1 1/2	12 1/2	18 1/2	24 1/2
AA	6.00	5.50	5.00	4.75
A	5.00	4.50	4.00	3.75

13 WEEKS

AA	5.50	5.00	4.50	4.25
A	4.50	4.00	3.50	3.25

26 WEEKS

AA	5.00	4.50	4.00	3.75
A	4.00	3.50	3.00	2.75

52 WEEKS

AA	4.50	4.00	3.50	3.25
A	3.50	3.00	2.50	2.50

8/10 sec: 65% of applicable 1-min.
20/30 sec: 80% of applicable 1-min.
All lengths of spots combine for frequency.

WDRM (FM)
1951



Media Code 4 201 3115 3.00
North Alabama Broadcasting Co., 408 Bank St.,
Decatur, Ala. 35601. Phone 205-353-1750.

1. PERSONNEL
General Manager—Louis Blizard.
Commercial Manager—James De Lones

2. REPRESENTATIVES
Burn-Smith Company, Inc.
Southeast—Harry J. Cannon Associates.

3. FACILITIES
ERP 100,000 w.; 102.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Cancellation: 70a.
Maximum contract 1 year.
AM facilities: WHOS.
Affiliated with American FM Network.

TIME RATES
No. 2-LC ET 1/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	104x	260x	312x	624x	940x	1238x
1 min	2.40	2.00	1.80	1.65	1.50	1.40	1.30
30 sec	2.20	1.85	1.85	1.50	1.40	1.30	1.20

7. PACKAGE PLANS

PER MO:	1 1/2	10 1/2	25 1/2	50 1/2	100 1/2	150+
1 min	2.40	2.00	1.75	1.60	1.50	1.30
30 sec	2.20	1.90	1.60	1.50	1.30	1.20

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 x	22.00	16.00	12.00
13 x	21.50	17.10	11.40
26 x	21.00	16.20	10.80
52 x	20.50	15.80	10.20
104 x	20.00	14.40	9.60
156 x	19.50	13.50	9.00
312 x	19.00	12.60	8.40
385 x	18.50	11.70	8.00
	18.00	10.80	7.20

WHOS
1948



Subscriber to the NAB Radio Code
Media Code 4 201 3150 0.00
North Alabama Broadcasting Co., 406 Bank St.,
Decatur, Ala. 35601. Phone 205-353-1810.

1. PERSONNEL
General Manager—Louis Blizard.

2. REPRESENTATIVES
Burn-Smith Company, Inc.
Southeast—Harry J. Cannon Associates.

3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43a, 44a, 45, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WDRM (FM).
Affiliated with American Entertainment Network.
Member: Southeastern Key Market Network.

TIME RATES
No. 3 ET 10/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.25	4.75	4.25	4.00	3.75	3.50
20 sec	4.50	3.90	3.50	3.20	2.90	2.60	2.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	23.50	15.00	12.50
13 x	38.00	22.50	14.00	11.75
26 x	34.00	21.50	13.00	10.25
52 x	32.00	20.00	12.00	9.75
104 x	30.00	18.50	11.00	9.25
156 x	28.00	17.00	10.00	8.75
260 x	26.00	15.50	9.00	8.25
312 x	24.00	14.00	8.75	7.75

WMSL

1935



Subscriber to the NAB Radio Code
Media Code 4 201 3220 1.00
Tennessee Valley Radio and Television Corp., 701
Bank St., Decatur, Ala. 35602. Phone 205-353-0341.

1. PERSONNEL
President & Manager—Frank Whisenant.

2. REPRESENTATIVES
Gill-Perma, Inc.
Southeast—David Carpenter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 13a, 14a, 15a.
Basic Rates: 21a, 22a, 25a, 28a.
Contracts: 40a, 43, 44b, 45, 47a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 81.
Affiliated with MBS and KBS Radio Networks.
TV Facilities: WMSL-TV.

TIME RATES

ET 5/1/68—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 1/2	6 1/2	12 1/2	16 1/2	24 1/2
1 wk	4.00	3.75	3.50	3.25	3.00
13 wk	3.75	3.50	3.25	3.00	2.75
26 wk	3.50	3.25	3.00	2.75	2.50
52 wk	3.25	3.00	2.75	2.50	2.25

20/30 sec: 75% of 1-min. 8/10 sec: 50% of 1-min.
All lengths of spots combine for frequency.

8. PROGRAM TIME RATES

1 hr	1x	26x	65x	130x	156x	260x
1/2 hr	40.00	38.00	37.00	36.00	34.00	32.00
1/4 hr	25.00	23.00	22.00	21.00	20.00	18.00
5 min	15.00	14.00	13.00	12.00	11.00	10.00
5 min	7.00	6.50	6.00	5.50	5.00	4.50

10. SPECIAL FEATURES
Political—Political spots accepted without party preferences. manuscript of talk must be left with station. Per minute 1.00 (in multiples of 5 minutes).

WRSA (FM)

1965



Media Code 4 201 3255 7.00
WRSA-FM Radio, Box 4144, Huntsville, Ala. 35802.
Phone 205-881-4144.

1. PERSONNEL
Licensee, Manager—Paul R. Nielsen.
Marketing Manager—Joe Boutte.

3. FACILITIES
ERP 25,000 w.; 98.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 277 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 25, 26, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.

TIME RATES

ET 5/1/68—Rec'd 3/31/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	30x	60x	90x
	4.25	3.75	3.25	2.75
30 sec	3.00	2.75	2.50	2.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	40	25	15

DEMOPOLIS

Madrengo County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WXAL

1947



Subscriber to the NAB Radio Code
Media Code 4 201 3290 4.00
Demopolis Broadcasting Co., Inc., Box X, Demopolis,
Ala. 36732. Phone 205-289-1400.

1. PERSONNEL
Pres. & Gen'l Manager—William M. Jordan.
Station Manager—Austin Caldwell.
Sales Manager—Henry J. Bicy.

2. REPRESENTATIVES
Harry J. Cannon Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 22b, 23a, 24a, 25a, 26.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.
Contract renewals subject to rates in effect at renewal.

TIME RATES

ET 10/13/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1-100, ea.	3.00	201+—20% discount.
101-200—10% discount.		

30 SECONDS

1-100, ea.	2.00	201+—20% discount.
101-200—10% discount.		

8. PROGRAM TIME RATES

5 and 10 minute 1/2, 1/3 and 1 hour programs 1.00 per minute. Frequency discount allowed on firm 13 week orders only.

DOTHAN (3 AM; 1 FM)

Houston County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WAGF

1932



Media Code 4 201 3360 5.00
Dothan Broadcasting Co., 204-1/2 E. Main St.,
Dothan, Ala. 36302. Phone 205-792-1101.

1. PERSONNEL
Manager—Fred C. Moseley.

2. REPRESENTATIVES
Hal Waiton & Company, Inc.

3. FACILITIES
1,000 w.; 1320 kc. Directional—night only.
Operating schedule: 5:00 am-11:00 pm. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NAB Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

ET 8/24/67.

6. SPOT ANNOUNCEMENTS

1 1/2	(*)	(†)	(*)	(†)
1 1/2	4.00	4.00	104 1/2	3.40
26 1/2	3.80	3.80	156 1/2	3.20
52 1/2	3.60	3.60	260 1/2	3.00

(*) Daytime spots—1 minute or less.
(†) Nighttime spots—1 minute or less.

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	156x	260x
1/2 hr	60	59	58	57	56	55
1/4 hr	15	14	13	12	11	10

WDIG

1947



Media Code 4 201 3430 6.00
Houston Broadcasters, Inc., Box 1828, 1600 S.
Traffic Circle, Dothan, Ala. 36302. Phone 205-792-2161.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jess Swicwood.
Commercial Manager—Arnold Walker.

2. REPRESENTATIVES
Southeast—Harry J. Cannon Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 a.m.-midnight. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 27, 28c, 29a, 33c.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS Radio Networks.

TIME RATES

Rates effective March 1, 1956.
Rates received February 20, 1956.

6. SPOT ANNOUNCEMENTS

1 min	1 min 10 sec	1 min 10 sec
1 1/2	4.75	4.40
13 1/2	4.30	4.40
26 1/2	3.50	1.40
52 1/2	3.25	1.20

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 1/2	35.00	18.00	9.00
13 1/2	34.00	17.60	8.75
26 1/2	33.00	17.10	8.50
52 1/2	32.00	16.70	8.25
104 1/2	31.00	16.30	8.00
156 1/2	30.00	15.90	7.75
260 1/2	29.00	15.50	7.50

WOOF

1947



Media Code 4 201 3500 6.00
WOOF Trust, Box 1427, Columbia Hwy., Dothan,
Ala. 36302. Phone 205-792-1149.

1. PERSONNEL
General Manager—Agnes Dowling Simpson.
Sales Manager—Max McGowan.
Program Director—Mrs. Betty Brown.

2. REPRESENTATIVES
Gill-Perma, Inc.
Atlanta—James S. Ayers Company, Inc.

3. FACILITIES
5,000 w. days; 560 kc. Non-directional.
Operating schedule: 4 am-local sunset. CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70b, 71b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

ALABAMA

TIME RATES

Rates effective January 1, 1966.
Rates received November 26, 1965.

6. SPOT ANNOUNCEMENTS

1 1/2	9.00	250 1/2	7.00
50 1/2	8.50	300 1/2	6.50
100 1/2	8.00	500 1/2	5.50
150 1/2	7.50	750 1/2	4.50

8. PROGRAM TIME RATES

1 1/2	1 hr	1/2 hr	1/4 hr	5 min
50 1/2	80.00	35.00	20.00	12.00
100 1/2	65.00	33.00	19.50	11.50
150 1/2	50.00	30.00	19.00	11.00
200 1/2	45.00	27.00	18.50	10.50
250 1/2	40.00	24.00	18.00	10.00
300 1/2	35.00	21.00	17.50	9.50
350 1/2	30.00	18.00	17.00	9.00

WOOF-FM

1964

Media Code 4 201 3501 4.00
The WOOF Trust, dba Radio Woof, Agnes W. (Dowling) Simpson, trustee, Box 1427, Columbia Highway,
Dothan, Ala. 36302. Phone 205-792-1149.

1. PERSONNEL
Pres. & Gen'l Mgr. Agnes W. Simpson, trustee.
Sales Manager—Aix McGowan.
Program Director—Mrs. Betty Brown.

2. REPRESENTATIVES
Gill-Perma, Inc.
Atlanta—James S. Ayers Company, Inc.

3. FACILITIES
ERP 100,000 w.; 99.7 mc.
Operating schedule: 5:00-1:30 am daily. CST.
Antenna ht.: 342 ft. above average terrain.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WOOF listing for coded regulations.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective November 1, 1961.
Rates received February 22, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
1 1/2	6.00	250 1/2	4.80	
50 1/2	5.00	300 1/2	4.50	
100 1/2	4.50	500 1/2	4.20	
150 1/2	4.00	750 1/2	3.90	

8. PROGRAM TIME RATES

1 1/2	1 hr	1/2 hr	1/4 hr	5 min
50 1/2	40.00	24.00	15.00	8.50
100 1/2	38.20	22.80	14.25	8.10
150 1/2	36.00	21.50	13.50	7.70
200 1/2	34.00	20.00	13.00	

ALABAMA

Enterprise—WIRB—Continued

6. SPOT ANNOUNCEMENTS					
1 min	1x	13x	26x	52x	104x
5.00	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES					
1 hr	1x	13x	26x	52x	104x
50.00	48.00	45.00	42.00	39.00	36.00
30.00	28.00	26.50	25.00	23.00	20.00
15.00	14.00	13.00	12.00	11.00	10.00
7.50	7.00	6.50	6.00	5.50	5.00

WIRB-FM

1968
Media Code 4 201 3641 8.00
Wiregrass Broadcasting Co., Box 191, Ouida Sta., Enterprise, Ala. 36530. Phone 205-347-8600.

1. PERSONNEL
Owner & Gen'l Mgr.—R. E. James.
Commercial Manager—Howard Quattlebaum.

3. FACILITIES
ERP 25,000 w.; 96.0 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 150 ft.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b.
Contracts: 44a, 51a, 51b.
Comb., Cont. Discounts: 60a, 60c.
Cancellation: 70c, 73a.
Prod. Services: 82.

TIME RATES

ET 7/15/68—Rec'd 7/25/68.

6. SPOT ANNOUNCEMENTS					
1 min	1x	13x	26x	52x	104x
3.75	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES					
1 hr	1x	13x	26x	52x	104x
37.50	35.00	32.50	30.00	27.50	25.00
22.00	20.00	19.00	18.00	17.00	15.00
15.00	13.00	11.50	10.00	9.00	8.00
7.50	6.75	6.00	5.50	5.00	4.75

EUFULA

Barbour County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WULA

1948
Media Code 4 201 3710 1.00
Dixie Radio, Inc., Box 531, Eufaula, Ala. 36027. Phone 687-2086.

1. PERSONNEL
President—C. A. McClure.
Station Manager—Cal Owens.
News & Womens Director—Mrs. Bette Clark.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 7 am-10 pm. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a, 29a.
Cancellation: 70c.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective February 1, 1958.
Rates received February 26, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 time	1/2 hr	1/4 hr	5 min	100 wds.	
30.00	20.00	10.00	5.00		
13 times	28.50	17.50	9.50		4.75
26 times	27.00	16.50	9.00		4.50
52 times	24.00	15.50	8.50		4.00
100 times	22.00	14.50	8.00		3.50
300 times	20.00	13.00	7.50		3.00

Weekly Announcement Packages

10 times	40.00	30 times	90.00
20 times	77.00	50 times	165.00

10. SPECIAL FEATURES

Dixie Radio News—5-min at 8 am and 6:15 pm, 10-min at noon. 1/4 hr rates apply to 10-min programs.

EVERGREEN

Conecuh County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WBLO

1957
Media Code 4 201 3780 4.00
Haskew Radio, Inc., Evergreen, Ala. 36401. Phone 500.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ben Haskew.
Sta. & Com'l Mgr.—Bill Moody.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21b, 21c, 24c.
Contracts: 40a, 47a, 48.
Comb., Cont. Discounts: 60h, 60i.
Cancellation: 70a, 70c.
Member: Southeastern Key Market Network.

TIME RATES

ET 8/1/67—Rec'd 3/2/67.

6. SPOT ANNOUNCEMENTS					
1 min	1x	10 ti	25 ti	50 ti	
1.00	2.00	1.50	1.25	1.00	
30 sec	1.50	1.25	1.00		

8. PROGRAM TIME RATES					
5 min	1 hr	1/2 hr	1/4 hr	5 min	
3.00	14.00				
1.50	7.50	1 hr			25.00

FAIRHOPE

Baldwin County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WABF

1961
Media Code 4 201 3850 5.00
Eastern Shore Broadcasters, Inc., Box AS, Section 4, Pecan Sts., Fairhope, Ala. 36532. Phone 205-928-2384.

1. PERSONNEL
President—J. D. Bishop.
General Manager—Robert H. Cowen.

3. FACILITIES
1,000 w. days; 1220 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL RATE POLICY
Affiliated with KBS and MBS.

TIME RATES

Rates effective June 1, 1965.
Rates received April 29, 1965.

6. SPOT ANNOUNCEMENTS					
1 min	1 ti	26 ti	52 ti	104 ti	260 ti
2.50	2.40	2.30	2.20	2.00	1.90

8. PROGRAM TIME RATES					
1 hr	1 ti	26 ti	52 ti	104 ti	260 ti
30.00	28.00	25.00	20.00	16.00	14.00
20.00	17.00	15.00	13.00	11.00	9.00
11.00	9.40	8.40	7.50	6.00	5.50
4.50	4.30	4.00	3.60	3.80	3.80

FAYETTE

Fayette County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WWWF

1949
Media Code 4 201 3920 6.00
Bankhead Broadcasting Co., 505 Temple Ave., Fayette, Ala. 35555.

STATION'S PROGRAMMING DESCRIPTION
WWWF: Sign-on-7 am middle-of-the-road music plus limited country and western. 7 am-7:35 am news, world, state, local and sports. 7:35-8 am gospel music. 8-9 am news, want ads of the air, religious talks. 9-11 am women's program with housewives' info, popular music, telephone games and give-aways. 11-12 noon gospel music. Noon-12:30 pm news and want ads of the air. 12:30-1 pm farm show. 1-3 pm middle of the road music. 3 pm-sign-off rock and roll with telephone requests. Rec'd 7/10/67.

1. PERSONNEL
General Manager—Jack Black.

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 28a, 29a.
Contracts: 41, 44a, 45, 47a, 51a.
Comb., Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 73a.
Prod. Services: 80, 82.
Member: Southeastern Key Market Network.

The following rates apply to WWWF, Jasper, Ala., and WWWH, Russellville, Ala. Schedules are totaled at the 3 stations to arrive at proper discount bracket.

TIME RATES
Rates effective June 1, 1964.
Rates received February 26, 1960.

6. SPOT ANNOUNCEMENTS					
PER YR:	1 min	30 sec	1 min	30 sec	
13 ti	3.30	2.20	1.04	1.15	2.35 1.55
26 ti	3.00	2.00	1.56	1.10	2.15 1.40
52 ti	2.85	1.85	2.80	1.90	1.25
26 ti	2.60	1.70	3.12	1.70	1.10

8. PROGRAM TIME RATES					
PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 ti	35.00	21.85	13.15	9.85	6.00
26 ti	32.00	20.00	12.00	9.00	6.00
52 ti	30.00	18.75	11.25	8.45	5.65
104 ti	27.50	17.20	10.50	7.75	5.15
156 ti	25.00	16.00	9.40	7.05	4.70
260 ti	22.50	15.00	8.45	6.35	4.25
312 ti	20.00	12.50	7.50	5.65	3.75
312 ti	18.00	11.25	6.75	5.10	3.30

FLOMATON

Escambia County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WTCB

1955
Media Code 4 201 3990 9.00
Tri-City Broadcasting Co., Box 490, Highway 31, Wetumpka, Ala. 36441.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ben Haskew.
Sta. & Com'l Mgr.—Bill Dykes.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
500 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 28a.
Contracts: 40a, 45, 46, 47a, 48.
Comb., Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: Southeastern Key Market Network.

TIME RATES

ET 3/1/67—Rec'd 3/2/67.

6. SPOT ANNOUNCEMENTS					
1 min	1 ti	10 ti	25 ti	50 ti	
1.00	2.00	1.50	1.25	1.00	
30 sec	1.50	1.25	1.00		

8. PROGRAM TIME RATES					
5 min	1 hr	1/2 hr	1/4 hr	5 min	
3.00	14.00				
1.50	7.50	1 hr			25.00

FLORENCE-SHEFFIELD

(6 AM; 3 FM)
(including Tusculumbia, Muscle Shoals)
Florence, Lauderdale County—Map Location C-2
Muscle Shoals, Colbert County—Map Location C-2
Sheffield, Colbert County—Map Location C-2
Tusculumbia, Colbert County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Station located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WJOI

1945
FLORENCE
Subscriber to the NAB Radio Code
Media Code 4 201 4060 0.00
WJOI Radio, Inc., 624 South Chestnut, Florence, Ala. 36530. Phone 205-764-8121.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Elliott.
Sales Manager—Phil Scoggin.
Program Director—George Manush.

2. REPRESENTATIVES
Gill-Perna, Inc.
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 18 hours daily.

4. AGENCY COMMISSION
15/0 if paid by 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a; 24b, 29a.
Contracts: 40a, 42b, 46, 48.
Comb., Cont. Discounts: 60b.
Cancellation: 70a, 73a.
FM facilities: WQLT (FM).
Affiliated with MBS and KBS.
Continuing discounts allowed.

TIME RATES

ET 7/1/68—Rec'd 6/7/68.

6. SPOT ANNOUNCEMENTS					
PER MO:	1 ti	15 ti	50 ti	100 ti	
1 min	7.00	6.00	4.00	3.00	
30 sec	5.00	3.75	3.00	2.25	

8. PROGRAM TIME RATES					
1/2 hr	1/4 hr	5 min			
80	20	10			

TIME RATES

ET 7/1/68—Rec'd 6/7/68.

6. SPOT ANNOUNCEMENTS					
PER MO:	1 ti	15 ti	50 ti	100 ti	
1 min	7.00	6.00	4.00	3.00	
30 sec	5.00	3.75	3.00	2.25	

8. PROGRAM TIME RATES					
1/2 hr	1/4 hr	5 min			
80	20	10			

WLYA

1933
MUSCLE SHOALS
Subscriber to the NAB Radio Code
Media Code 4 201 4190 1.00
Slatton-Quick Co., Inc., 620 E. Second St., Muscle Shoals, Ala., Box 220, Sheffield, Ala. 35660. Phone 205-383-2525.

STATION'S PROGRAMMING DESCRIPTION
WLYA: Popular music with 2 past hits hourly. NEWS: 5 min local, state and national on hour, 1 min highlights on half hour. 24 hours daily. Special sports reports at 7:30 am & 4:25 pm, 5 min, scores at 4:45 past hour in season. Weather reports hourly from local weather bureau at 1:15 past hour, community news reports daily at 7:45 am, 11:45 am, 4:15 pm & 8:45 pm & 5:15 pm. 3 mobile units cover local news and special events direct. Local football and basketball coverage. Broadcast editorials on local issues only. 1 hour daily of hits of past and local high school representative from different school hosts half hour weekly at 9:30 pm Thurs. Contact Representative for further details. Rec'd 3/18/68.

TIME RATES

ET 2/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS					
1 min	1 ti	10 ti	25 ti	50 ti	
1.00	2.00	1.50	1.25	1.00	
30 sec	1.50	1.25	1.00		

8. PROGRAM TIME RATES					
5 min	1 hr	1/2 hr	1/4 hr	5 min	
3.00	14.00				
1.50	7.50	1 hr			25.00

TIME RATES

ET 2/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS					
1 min	1 ti	10 ti	25 ti	50 ti	
1.00	2.00	1.50	1.25	1.00	
30 sec	1.50	1.25	1.00		

8. PROGRAM TIME RATES					
5 min	1 hr	1/2 hr	1/4 hr	5 min	
3.00	14.00				
1.50	7.50	1 hr			25.00

TIME RATES

ET 2/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS					
1 min	1 ti	10 ti	25 ti	50 ti	
1.00	2.00	1.50	1.25	1.00	
30 sec	1.50	1.25	1.00		

8. PROGRAM TIME RATES					
5 min	1 hr	1/2 hr	1/4 hr	5 min	
3.00	14.00				
1.50	7.50	1 hr			25.00

DISCOUNTS

13 wk—5%
26 wk—10%
52 wk—15%

PROGRAM TIME RATES
1/2 hr..... 25.
1/4 hr: 60% of 1/2 hr. 5 min: 25% of 1/2 hr.

DISCOUNTS
13x—5%
26x—10%
52x—12-1/2%
156x—20%
260x—25%

WLAY-FM

1964
MUSCLE SHOALS
Media Code 4 201 4131 9.00
Slatton Quick Co., Inc., Box 220, Sheffield, Ala., 620 E. Second St., Muscle Shoals, Ala. Phone 205-383-2525.

STATION'S PROGRAMMING DESCRIPTION
WLAY-FM: MUSIC: big band. News: 5 min at 7 am, 9 am, noon, 2 pm, 4 pm, 6 pm, 8 pm & 10 pm. Weather report on half hour 24 hours daily. Music features: big bands, popular vocalists, male, female and group. High school basketball and football in season. Contact Representative for further details. Rec'd 1/2/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. H. Quick.
Sales Manager—Mitchell Self.
Program Director—Oscar Peden.

2. REPRESENTATIVES
PRO Time Sales, Inc.
C. K. Beaver & Associates, Inc.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
See WLYA listing for coded regulations.

Florence-Sheffield—W Q L T (FM)—Cont'd

3. FACILITIES
ERP 25,000 w.; 107.3 mc.
Operating schedule: 6 am-midnight daily.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a.
Contracts: 40a, 42b, 46, 48.
Comb.: Cont. Discounts: 60b.
Cancellation: 71a.
AM facilities: WJOL

TIME RATES
ET 7/1/68—Rec'd 6/7/68.

6. SPOT ANNOUNCEMENTS
PER MO: 1 ti 15 ti 50 ti 100 ti
1 min 7.00 5.00 4.00 3.00
30 sec 5.00 3.75 3.00 2.25

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
Es 30 20 10

WRCK
1960
TUSCUMBIA

Media Code 4 201 4270 5.00
Ervin Parks, Jr., Box 62, 1570 Woodmont Dr., Tus-
cumbia, Ala. 35674. Phone 391-1862.

1. PERSONNEL
General Manager—Ervin Parks, Jr.
Sales Manager—Warren Kicker.
Program Director—Billy McMullins.

2. REPRESENTATIVES
Hal Walton & Company, Inc.
South, Southwest—R. S. Crane Company, Inc.

3. FACILITIES
5,000 w.; 1410 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 25a.
Contracts: 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a.
Comb.: Cont. Discounts: 61b, 62b, 62c.
Cancellation: 70a, 70c.

TIME RATES
NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER MO: 1 ti 100 ti 1.50
15 ti 2.25 150 ti 1.25
25 ti 2.00 200 ti 1.10

80 SECONDS OR LESS
75% of applicable 1-minute rate.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 ti 38.00 20.00 12.00 6.00
13 ti 36.00 18.00 11.50 5.75
26 ti 34.00 17.00 11.00 5.50
52 ti 30.00 16.00 9.75 5.00
156 ti 27.00 14.00 8.00 4.25
260 ti 22.00 12.00 7.00 4.00
312 ti 20.00 11.00 6.50 3.50

WSHF
1963
SHEFFIELD

Media Code 4 201 4340 6.00
J. B. Falt Jr., Box 606, 4421 Martin Ave., Sheffield,
Ala. 35660. Phone 205-383-1290.

1. PERSONNEL
General Manager—Robert E. Palmer.

2. REPRESENTATIVES
Meeker Radio, Inc.
Southeast, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES
1,000 w.; 1290 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%: no cash discount. Bills payable by 10th.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 26, 26b,
29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47c, 48, 51b.
Comb.: Cont. Discounts: 60f, 60i, 61b.
Cancellation: 72.
Prod. Services: 82.

TIME RATES
No. 2 ET 11/1/67—Rec'd 11/6/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 wk 5.00 4.50 4.00 3.75 3.50
13 wk 4.50 4.00 3.50 3.25 3.00
26 wk 4.00 3.50 3.00 2.75 2.50
52 wk 3.50 3.00 2.50 2.25 2.00

8/10 sec: 65% of applicable 1-min.
20/30 sec: 80% of applicable 1-min.
All lengths of spots combine for frequency.

WVNA
1955
TUSCUMBIA

CBS Radio Network

Media Code 4 201 4410 7.00
Elton H. Darby, 509 N. Main St., Tuscumbia, Ala.
35674. Phone 205-383-2727.
Other Office: Old Huntsville Rd., Box 748, Florence,
Ala. 35630.

STATION'S PROGRAMMING DESCRIPTION
WVNA: Programmed for family.
Local news at 7:30 am, 12:10 pm, 4:35 pm & 6 pm.
Network news on hour. Network programs, 2 farm
reports daily. Direct reports daily from state's
weather bureau, plus weather reporting from teletype.
radio-equipped mobile unit and helicopter for on-the-
scene broadcasting. Film music, showtimes, standards
and middle-of-the-road. Some dixieland and semi-
classic on weekends. 5 air personalities emcee entire

operation. SPORTS: pro football, college football,
college basketball, major league baseball, local high
school football and basketball, little league baseball.
COMMERCIAL POLICE: not more than five 1 minute
commercials per 15 minute segment. Contact Rep-
resentative for further details. Rec'd 8/2/67.

1. PERSONNEL
General Manager—Jimmy Hall.
Commercial Manager—Billy Banks.
Production Manager—Jack Voorhies.

2. REPRESENTATIVES
Hal Walton & Company, Inc.
South, Southwest—R. S. Crane Company, Inc.

3. FACILITIES
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 4:30 am-midnight. CST.
Partial simulcast operation. Simulcast 5:30-9 am. For
non-simulcast facilities see WVNA-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25c, 26, 28a,
28c, 29a, 32a, 33c.
Contracts: 40a, 42b, 44a, 47c.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70b, 71a.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.

TIME RATES
ET 1/1/68—Rec'd 12/7/66.

6. SPOT ANNOUNCEMENTS
PER YR: 1 min 1 min
1 x 6.00 156 x 4.75
13 x 5.75 280 x 4.25
26 x 5.50 312 x 4.00
52 x 5.25 400 x 3.75

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 10 min 5 min
1 x 36.00 24.00 20.00 16.00
13 x 33.00 22.00 18.30 14.50
26 x 30.00 20.00 16.80 13.60
52 x 27.00 18.00 15.00 12.00

WVNA-FM
1961
TUSCUMBIA

Media Code 4 201 4411 5.00
Elton H. Darby, 509 N. Main St., Tuscumbia, Ala.
35674. Phone 205-383-2721.
Other Office: Old Huntsville Rd., Box 748, Florence,
Ala. 35630.

STATION'S PROGRAMMING DESCRIPTION
WVNA-FM: Programmed for adults and young adults.
9 am-4:10 pm features general popular music, show-
times and standards. Network news on hour. 4:10
pm-7 pm M-F and 8:35 am-noon Sat. modern country
music and western music. Classical music 8:10 pm-
11 pm, Sun. Contact Representative for further de-
tails. Rec'd 5/15/69.

1. PERSONNEL
General Manager—Jimmy Hall.
Commercial Manager—Billy Banks.
Program Director—Mary Ann Franck.

2. REPRESENTATIVES
Hal Walton & Company, Inc.
South, Southwest—R. S. Crane Company, Inc.

3. FACILITIES
ERP 3,760 w.; 100.3 mc.
Operating schedule: 5:30 am-midnight. CST.
Partial simulcast operation. Operated separately 9
am-midnight. For simulcast facilities see WVNA.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
See WVNA listing for coded regulations.

TIME RATES
ET—Rec'd 4/10/69.

6. SPOT ANNOUNCEMENTS
1 min or less 15x 26x 52x 104x 312x
3.20 2.95 2.80 2.65 2.10

7. PACKAGE PLANS
100 1-minute spots per month, ea. 1.80

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x 50.00 44.00 40.00 37.00
1/2 hr 27.50 24.00 22.00 20.00
1/4 hr 15.00 13.00 12.00 10.25

FOLEY

Haldwin County—Map Location C-10
See BRDS consumer market map and data at begin-
ning of the State.

WHEP
1953

Subscriber to the NAB Radio Code
Media Code 4 201 4480 0.00
Stewart Broadcasting Co., Box F, Foley, Ala. 36535.
Wh 8-7181.

STATION'S PROGRAMMING DESCRIPTION
WHEP: Programmed for general interest. News and
gospel music 5-6 am & 11 am-noon. News, farm,
weather 6-7 am & noon-1 pm. News, weather, local
features and middle-of-road current hits 7-11 am.
Standards 11-12 pm. News, sports, weather, local fea-
tures, current hits 2-6 pm. NEWS: 15 min national,
state, local 6, 7, 7:45 am, & noon. SPORTS: college
and high school football, baseball. News and detailed
area weather every hour and half hour. Mobile news
unit available. Foreign language, Czech 90 min per
week on Sun. 90 min daily during spring. Rec'd
7/17/67.

1. PERSONNEL
Owner and Mgr.—Jim Stewart.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,
25c, 29a, 32a.
Contracts: 40a, 41, 44b, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 61c, 62d.

Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective June 1, 1953.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti 4.00 104 ti 3.20
13 ti 3.80 156 ti 3.00
26 ti 3.60 280 ti 2.90
52 ti 3.40 312 ti 2.80

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x 40 24 16 8

DISCOUNTS
13x-12% 52x-25% 156x-37% 312x-50%
26x-20% 104x-30% 260x-43%

FORT PAYNE (2 AM)

De Kalb County—Map Location F-3
See BRDS consumer market map and data at begin-
ning of the State.

WFPA
1950

Media Code 4 201 4550 0.00
WFPA Radio, Box 155, Fort Payne, Ala. 35967.
Phone 205-845-2620, 1.

1. PERSONNEL
Owner & Mgr.—Robert H. Johnson.
Comm'l Mgr. & Prog. Dir.—David W. Williams.

2. REPRESENTATIVES
South—David Carpenter Company.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 4:45 am-midnight Mon thru
Sat: 6:00 am-8:00 pm Sun. CST.

4. AGENCY COMMISSION
15/0 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 24c, 25a, 26,
28c, 29b, 30, 33.
Contracts: 40a, 44a, 44b, 45, 51b.
Comb.: Cont. Discounts: 62d.

TIME RATES
Rates effective June 1, 1961.
Rates received April 28, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1/2 hr. 1/4 hr. 5 min. 1 min.
Flat 25.00 14.75 7.50 5.00

7. PACKAGE PLANS
(1 minute)
Per week: Each Total Each Total
5 times 4.50 25.00 20 times 3.50 70.00
10 times 25 42.50 30 times 3.00 90.00
15 times 4.00 60.00

20 or 30 seconds—75% of applicable 1-minute rate.
8 or 10 seconds—50% of applicable 1-minute rate.

10. SPECIAL FEATURES
Newscasts: 38 times daily. Newsbreak each 1/2 hour
approximately 3 minutes alternating local, state, na-
tional and world news with weather and farm markets
at 5 minute rate.

WZOB
1950

Subscriber to the NAB Radio Code
Media Code 4 201 4620 1.00
Glenn M. Gravitt, Box 126, Fort Payne, Ala. 35967.
Phone 205-845-2810.

STATION'S PROGRAMMING DESCRIPTION
WZOB: Programmed for general interest. 6-8:30 am
country and western. News every 30 min with farm
markets, local news, weather, farm employment, news
of local interest, church, civic, school announcements.
8:30-9 am live panel discussions on current events.
9-11 am popular and standards. 11 am-1 pm country
and western. Interposed with news, markets. Live
reports from farm agencies, 1-2 pm popular stand-
ards. 2-3 pm gospel and spiritual. 3-8 pm country
and western with news each 30 min. Total news
broadcasts 14. Local news covered with 2 mobile
units. Programming to reach farm audiences 60%.
Rec'd 7/17/67.

1. PERSONNEL
General Manager—Glenn M. Gravitt.
Com'l Mgr. & Prog. Dir.—Willard L. Howell.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset week-
days; 6:00 a.m. to local sunset Sundays, CST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 21c, 22b, 23a, 24a, 25a, 28b,
28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 47c,
48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 61b, 62b,
62d.
Cancellation: 70a, 70d, 71b, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: Southeastern Key Market Network, Radio
Alabama Network, National AgRadio Groups, Inc.

TIME RATES
Rates effective January 1, 1954.
Rates received February 24, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr. 1/2 hr. 1/4 hr. 5 min. (*)
1 time 32.50 19.50 15.00 6.50 3.25
13 times 31.10 18.60 12.45 6.25 3.15
26 times 29.60 17.75 11.80 5.95 3.05
52 times 28.10 16.85 11.25 5.55 2.90
104 times 27.10 16.25 10.85 5.45 2.85
156 times 25.60 15.35 10.25 5.15 2.75
280 times 24.45 14.65 9.80 4.90 2.70
312 times 23.15 13.85 9.25 4.65 2.60

(*) Station breaks 100 words; participating spots
200 words.

ALABAMA

GADSDEN (3 AM; 1 FM)
Etowah County—Map Location F-3
See BRDS consumer market map and data at begin-
ning of the State.

WAAX
1947

Subscriber to the NAB Radio Code
Media Code 4 201 4690 4.00
Etowah Broadcasters, Inc., Box 517, Gadsden, Ala.
35902. Phone 205-546-6301.

STATION'S PROGRAMMING DESCRIPTION
WAAX: Programmed for general interest.
NEWS: hourly network, local and regional tie-in, 18
times daily. State besper network. 5 mobile units,
radio airplanes. SPORTS: professional football, college
and high school games selected tournament and bowl
games. Tournament baseball. US Weather Bureau
direct line. Weather scheduled 20 min after and
before hour. MUSIC: popular and middle-of-the-road
music, country and western. Personalities. Local and
regional farm coverage. Community discussion, tele-
phone interviews interspersed in schedule. 5-9 am:
music, news, sports, farm, traffic. 9 am-noon: swap
shop, talk, housewives, fun, music. Noon-2 pm: farm,
news, variety. 2-6 pm: traffic, personality, news,
music. 6-7 pm: interview in news. 7 pm-12M:
popular music and personality. Contact Representative
for further details. Rec'd 5/6/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mike H. McDougald.
Sec'y-Treas.—Charles Smithball.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Busby, Finch and Woods, Inc.

3. FACILITIES
5,000 w. days. 500 w. nights; 570 kc.
Directional—night only.
Operating schedule: 5:00 am-midnight.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a,
26, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 70a, 70c, 71a, 72.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Alabama AAA Buy.

TIME RATES
ET 12/1/68—Rec'd 11/6/68.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

PER WK: 1 MINUTE
Conseq wks
1 ti 4 13 26 39
AA 12.00 11.40 10.80 10.20 9.60
A 9.60 9.10 8.60 8.10 7.60 7.10

5 TT:
AA 11.40 10.80 10.20 9.60 9.00
A 9.10 8.60 8.10 7.60 7.10

10 TT:
AA 10.80 10.20 9.60 9.00 8.40
A 8.60 8.10 7.60 7.10 6.60

20+:
AA 10.20 9.60 9.00 8.40 7.80
A 8.10 7.60 7.10 6.60 6.10

30 SECONDS
1 TT:
AA 9.00 8.55 8.10 7.65 7.20
A 7.20 6.85 6.50 6.15 5.80

5 TT:
AA 8.55 8.10 7.65 7.20 6.75
A 6.85 6.50 6.15 5.80 5.45

10 TT:
AA 8.10 7.65 7.20 6.75 6.30
A 6.50 6.15 5.80 5.45 5.10

20+:
AA 7.65 7.20 6.75 6.30 5.85
A 6.15 5.80 5.45 5.10 4.75

10 sec: 50% of earned 1-min.
10-second spots may be combined with minute and 30
seconds to earn additional frequency discounts on 10-
second spots only.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 80 46 82 24 18

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

WGAD
1947

CBS Radio Network

Subscriber to the NAB Radio Code
Media Code 4 201 4760 5.00
Coosa Broadcasting Co., Inc., Box 770, Gadsden, Ala.
35902. Phone 205-54-1611.

STATION'S PROGRAMMING DESCRIPTION
WGAD: Programmed for general interest.
NEWS: network news on hour, state and local head-
lines at :27, information at half hour, sports at :45.
6 local newscasts daily, 5 mobile news units.
SPORTS: big league baseball, college and high school
football and basketball. MUSIC: screened popular
and modern country music, 5-6:30 am news, farm
market reports, weather and country music, 6:30 am-
3 pm news, sports, weather, information, audience
participation, fashions and household hints, popular
music, 3-10 pm popular and modern country music.
7-10 pm major league baseball in season. 10-12M:
standards, showtimes, modern country music. Contact
Representative for further details. Rec'd 2/17/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Z. Carroll.
Assistant Manager—Chris Chastain.
Program Director—Ricky Sisk.

(This listing continued on next page)

ALABAMA

Gadsden—W G A D—Continued

2. REPRESENTATIVES
Dorsey Organization
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/10 time only; remainder 1st of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32a, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
ET Rec'd 1/28/69.

6. SPOT ANNOUNCEMENTS
PER WK: 1-9 ti 10 ti 15 ti 25 ti
1 min 6.00 5.00 4.50 4.00
30 sec 4.80 4.00 3.80 3.20
10 sec 3.00 2.50 2.25 2.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 40 25 21 15

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

WJBY

1926



Subscriber to the NAB Radio Code
Media Code 4 201 4930 6.00
Gadsden Broadcasting Co., Box 1370, Life of Alabama Bldg., Gadsden, Ala. 35902. Phone 205-546-9201.

STATION'S PROGRAMMING DESCRIPTION
WJBY: Programmed for adults.
5-6 am farm news and interviews, country and western and gospel music. 6-11 am middle-of-the-road music, news, direct reports from D. S. Weather Bureau, obituaries, local news, want ads, 45 min. contests and quizzes. 11 am-1 pm gospel music. Tues 10 am city commission meeting. Wed 10 am county board of revenue meeting. 1:05-1:30 pm want ads of air audience participation. 1:30 pm sign-off middle-of-the-road music, every third record country and western. News on hour and half hour, weather and sports on quarter hour. Live and recorded sports, play-by-play, sports features. Live local news coverage. Contact Representative for further details.
Rec'd 11/2/67.

1. PERSONNEL
Owner & Gen'l Mgr.—Charles F. Boman.
Sales Manager—Reuben Jackson.
Program Director—Rick Heister.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 47a, 50.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70b, 71a, 72.
Prod. Services: 80, 82.
FM facilities: WJLM (FM).
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 ET 8/1/68—Rec'd 11/7/68.

6. SPOT ANNOUNCEMENTS
PER YR: 1 min 260 x 2.95
26 x 3.75 312 x 2.95
52 x 3.45 620 x 2.85
104 x 3.00 1000 x 2.50
208 x 3.15

PER MO: 10 ti 15 ti 30 ti 60 ti 90 ti 120 ti
1 min 4.00 3.50 3.00 2.70 2.50 2.50
1 hr WK: 4.00 3.50 3.00 2.70 2.50
30 sec: 70% of 1-min. 10 sec: 50% of 1-min.
20 sec: 60% of 1-min.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 35 22 18 10

DISCOUNTS
13 x-5% 52 x-15% 156 x-25%
26 x-10% 104 x-20% 260 x-30%

WLJM (FM)

1966



Subscriber to the NAB Radio Code
Media Code 4 201 4910 6.00
Gadsden Broadcasting Co., 308-1/2 Broad St., Life of Alabama Bldg., Gadsden, Ala. 35902. Phone 205-546-9201.

1. PERSONNEL
Owner & Gen'l Mgr.—Charles F. Boman.
Sales Manager—Reuben Jackson.
Program Director—Rick Heister.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
ERP 30,000 w.; 103.7 mc.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 26, 28c, 29a, 30, 32b.
Contracts: 44a, 44b, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61c, 62b, 62d, 62e, 61a, 61b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
AM facilities: WJBY.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 ET 9/1/66—Rec'd 1/26/67.

6. SPOT ANNOUNCEMENTS
ANNUAL PLAN
1 x 5.00 250 x 4.05
26 x 4.75 312 x 3.95
52 x 4.45 620 x 3.85
104 x 4.30 1000 x 3.50
208 x 4.15

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 60% of 1-min.

7. PACKAGE PLANS
MONTHLY PLAN
30 days 10 ti 15 ti 30 ti 60 ti 90 ti 120 ti
5.00 4.50 4.00 3.70 3.60 3.50

WEEKLY PLAN
Per wk 10 ti 15 ti 30 ti 60 ti
4.50 4.00 3.70 3.50
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 60% of 1-min.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 65 40 28 24 15

DISCOUNTS
13 x-5% 52 x-15% 156 x-25%
26 x-10% 104 x-20% 260 x-30%

GENEVA

Geneva County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WGEA

1953



Subscriber to the NAB Radio Code
Media Code 4 201 4980 9.00
Geneva County Broadcasting Co., Inc., Box 337, Geneva, Ala. 36340. Phone 205-684-2271.

1. PERSONNEL
President—Olin Johnson.
Vice-Pres. & Treas.—James Kelly.
Sec'y & Gen'l Mgr.—James C. Helms.

3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12d, 14d, 15b.
Basic Rates: 21c, 22b, 23a, 24c, 25c, 26, 28a, 29a, 30.
Contracts: 40a, 42c, 44a, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 71a, 73a.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 1/34/69.

AA—6-9 am & 3-6 pm.
A—9 am-3 pm.
B—6 pm-8 pm.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 x 3.15 1.25 156 x 1.90 .90
13 x 2.85 1.15 260 x 1.60 .85
26 x 2.70 1.10 312 x 1.50 .80
52 x 2.50 1.00 600 x 1.25 .75
104 x 2.20 .95

7. PACKAGE PLANS
SATURATION SCHEDULE
CLASS A
WKLY: 10 ti 20 ti
1 min 1.35 1.25
10 sec time signals, 20+ per wk ea. .50
Class AA, add 10% to Class A earned rate.
Class B, deduct 10% from earned Class A rate.

8. PROGRAM TIME RATES
1x 15x 26x 52x 104x 156x 260x 312x
1 hr 37.50 33.75 31.90 29.00 28.15 26.25 23.75
1/2 hr 20.00 17.50 16.25 15.00 12.50 11.90 11.25 10.00
1/4 hr 12.50 11.25 10.00 8.75 8.25 8.55 8.00
10 min 9.00 8.75 7.50 6.90 6.35 4.70 4.40 4.00
5 min 6.25 5.85 5.35 5.00 4.40 3.75 2.85 2.50

GREENVILLE

Butler County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WGYV

1948

Media Code 4 201 5050 0.00
Greenville Broadcasting Corp., Box 585, Greenville, Ala. 36037. Phone 205-382-4444.

1. PERSONNEL
Manager—W. H. Miller.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset weekdays; 7:00 am-5:00 pm Sun. CST.

4. AGENCY COMMISSION
15% on time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80.

Affiliated with KBS Radio Network.
Member: Radio Alabama Network and Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/68—Rec'd 2/19/68.

6. SPOT ANNOUNCEMENTS
PER YR: 1 min 3x 13x 26x 52x 104x 260x 312x
1.00 2.75 2.50 2.25 2.00 1.75 1.50
1x 1x 51x 200+

100 wds live or 30 sec trans. 1.50 1.35 1.25

7. PACKAGE PLANS
80 DAY PACKAGE
100 wds or 30 sec trans 225.00 240.00 125.00 67.50

8. PROGRAM TIME RATES
PER YR: 1x 13x 26x 52x 104x 260x 312x
1 hr 30.00 26.00 24.00 22.00 20.00 19.00 18.00
1/2 hr 18.00 14.00 13.00 12.00 11.00 10.50 10.00
1/4 hr 10.00 9.00 8.00 7.00 6.00 5.50 5.00
5 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50

GUNTERVILLE

Marshall County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WGSV

1950

Media Code 4 201 5120 1.00
Guntersville Broadcasting Co., Inc., Box 220, Guntersville, Ala. 35976. Phone 205-582-4131.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lavell Jackson.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15/10 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 28a, 28a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with KBS.
Affiliated with American Contemporary Network.
Member: National AgRadio Groups, Inc.

TIME RATES
ET 3/1/68—Rec'd 2/28/68.

6. SPOT ANNOUNCEMENTS
1x 15x 26x 52x 104x 156x 260x 312x
1 min 3.00 2.85 2.75 2.50 2.25 2.15 2.10 2.06

8. PROGRAM TIME RATES
1x 13x 26x 52x 104x 156x 260x 312x
1 hr 47.00 39.00 37.00 35.00 30.00 27.00 26.00 25.00
1/2 hr 25.00 20.00 19.00 18.00 17.00 15.50 14.00 13.00
1/4 hr 15.00 12.50 12.00 9.50 9.00 8.50 8.00 7.50
10 min 9.00 8.00 7.00 6.50 6.00 5.50 5.00 4.50
5 min 7.00 6.00 5.50 5.00 4.50 4.00 3.75 3.50

HALEYVILLE

Winston County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WJBB

1948



Subscriber to the NAB Radio Code
Media Code 4 201 5190 4.00
Haleyville Broadcasting Co., Inc., Box 370, Hwy. 5 South, Haleyville, Ala. 35565. Phone 202-486-2277
Studio: 2565 11th Ave.

1. PERSONNEL
President—John L. Slotton.
Gen'l & Comm'l Mgr.—J. Otis Williams.
Program Director—Mrs. Pat Slotton.

2. REPRESENTATIVES
South-C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 21a, 21b, 21d, 22b, 23a, 25a, 26, 28c.
Contracts: 40a, 45, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS and KBS Radio Networks.
Member: Radio Alabama Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 8/29/67—Rec'd 8/29/67.

6. SPOT ANNOUNCEMENTS
1 min (*) 1 min (*)
1 x 3.00 2.00 104 x 2.25 1.85
26 x 2.85 1.90 156 x 2.00 1.50
52 x 2.75 1.85 260 x 1.75 1.40
104 x 2.40 1.75 500 x 1.50 1.35
(*) 30 sec or 35 words.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x 30.00 18.00 10.00 6.00
13 x 26.00 18.00 9.50 5.75
26 x 24.00 15.00 9.00 5.50
52 x 22.00 13.00 8.50 5.25
104 x 20.00 12.00 8.00 5.00
156 x 19.00 11.00 7.50 4.75
260 x 18.00 10.00 7.00 4.50
500 x 17.00 9.00 6.00 3.75

Above rates apply when one or more spots are run on consecutive week-days; 5, 6, or 7 days per week. On smaller or run as directed schedules rate is .10 per spot additional.

HAMILTON (1 AM; 1 PM)

Marion County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WERH

1950



Media Code 4 201 5200 1.00
Kate F. Fite, Hwy. 78, half mile south of Hamilton, Ala. 35570. Phone 205-921-3481.

1. PERSONNEL
Owner—Kate F. Fite.
General Manager—James B. Fowler.
Sales—Kermit Mings.

3. FACILITIES
5,000 w. days; 970 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 28b, 28c.
Contracts: 40a, 43, 45, 46, 47a, 51a, 51b.
Cancellation: 70c, 73a.
Prod. Services: 81, 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network, National AgRadio Groups, Inc.

TIME RATES
No. 7 ET 8/1/67—Rec'd 2/27/67.

6. SPOT ANNOUNCEMENTS 1 min 30 sec 15 sec
Per mo. ea 1.50 1.00 .75

8. PROGRAM TIME RATES 5 min 1/4 hr
Per mo. ea 3 6

WERH-FM

1968

Media Code 4 201 5201 9.00
Kate F. Fite, Box 187, Hamilton, Ala. 35570. Phone 205-921-3481.

1. PERSONNEL
General Manager—James B. Fowler.
Sales Manager—Kermit Mings.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 182 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
See WERH listing for coded regulations.

TIME RATES
ET Rec'd 4/11/69.

6. SPOT ANNOUNCEMENTS 1
30 sec, 8 per hour

HARTSELLE

Morgan County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WHRT

1956

Media Code 4 201 5330 6.00
Gene Newman, Hartsville, Ala. 35640. Phone 773-2658.

1. PERSONNEL
President—Gene Newman.
Manager—Bill Taylor.
Sales—Jeanette Potts.

3. FACILITIES
250 w. days; 960 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.
Affiliated with NAB, CBS Radio Networks.

TIME RATES
Rates effective August 4, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1/2 1/4 5 1 30 10
hr. hr. min. min. sec. sec.
1 time 19.00 12.00 7.50 4.00 3.00 2.00
26 times 17.50 11.00 7.00 3.75 2.75 1.90
52 times 16.00 10.00 6.50 3.50 2.50 1.75
104 times 14.00 8.50 5.75 3.25 2.25 1.55
156 times 12.00 7.00 5.00 3.00 2.00 1.30
312 times 10.00 5.50 4.25 2.60 1.60 1.00

HOMWOOD

Jefferson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

See Birmingham

(including Bessemer, Homewood, Irondale)

HUNTSVILLE (5 AM; 2 FM)

Madison County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

WAAY

1946



Media Code 4 201 5400 7.00
Smith Broadcasting System, Box 3347, Huntsville, Ala. 35810. Phone 205-534-8471.

1. PERSONNEL
President—M. D. Smith, III.
General Manager—Henry G. Beam.

2. REPRESENTATIVES
Adam Young Radio, Inc.
South, Southwest—Dora-Clayton Agency.

(This listing continued on next page)

Huntsville—W A A Y—Continued

- 3. FACILITIES**
5,000 w. days, 500 w. nights; 1550 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0 net on time and talent; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 28c.
Contracts: 40a, 47a, 48.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 70a, 70c.
- TIME RATES**
ET 3/1/67—Rec'd 1/25/67.
- 6. SPOT ANNOUNCEMENTS**
WEEKLY VOLUME PLAN
1-MINUTE
- | | | |
|-------|-------|-------|
| 12 ti | 18 ti | 24 ti |
| 10 | 8 | 7 |
- Es 80% of 1-min. 10 sec: 85% of 1-min.
Not combinable for frequency discount.

W A H R (FM)

1959

R A B

N I A F I M B

- Media Code 4 201 5470 0.00
WAHR, Inc., 1108 Times Bldg., Huntsville, Ala. 35801. Phone 205-536-1568.
- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William R. Lane, Jr.
Program Director—Tony M. Campbell
- 2. REPRESENTATIVES**
Roger Coleman, Inc.
- 3. FACILITIES**
ERP 3200 w.; 99.1 mc.
Operating schedule: 6:00 am-midnight. CST.
Antenna ht.: 790 ft. above sea level.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
Basic Rates: 22a, 23a.
Contracts: 45.
Comb.: Cont. Discounts: 60a, 60c.
Affiliated with American FM Network.
- TIME RATES**
ET Rec'd 3/27/67.
- 6. SPOT ANNOUNCEMENTS**
1 min. fixed 5 1 min. BTA 4

W B H P

1957

- Subscriber to the NAB Radio Code
Media Code 4 201 5540 0.00
W. H. Pollard, Box 770, Huntsville, Ala. 35805.
Phone 205-534-3521.
- STATION'S PROGRAMMING DESCRIPTION**
WBHP: MUSIC: country, 25 local newscasts daily, plans for traffic control. Contact Representative for further details. Rec'd 10/23/67.
- 1. PERSONNEL**
Pres. & Owner—W. H. Pollard.
General Manager—Earl Johnson.
Program Director—Randy Towery.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
Southern—R. S. Crane Company, Inc.
- 3. FACILITIES**
1,000 w.; 1230 kc. Non-directional.
Operating schedule: unlimited time. CST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with KBS.
Affiliated with American Information Network.
Member: Southeastern Key Market Network.

- NATIONAL AND LOCAL RATES SAME**
ET 9/1/67—Rec'd 8/28/67.
- 7. PACKAGE PLANS**
(To be used in 30 days)
- | | | | |
|--------|--------|--------|--------|
| 1 min | 30 sec | 20 sec | 10 sec |
| 5.00 | 3.45 | 2.95 | 2.45 |
| 50 ti | 4.50 | 2.95 | 1.95 |
| 100 ti | 4.00 | 2.45 | 1.45 |
- DISCOUNT**
- | | | |
|-----------|-----------|----------|
| 52 wk—15% | 26 wk—10% | 13 wk—5% |
|-----------|-----------|----------|
- Preferred time, extra .50.
Exact time, extra 1.00.

WEUP

1958

Independent Negro

NAB

- Media Code 4 201 5610 1.00
Garrett Broadcasting Service, 2609 Jordan Lane
N. W., Huntsville, Ala. 35806. Phone 205-536-0713, 14, 15.
- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Leroy Garrett.
- 2. REPRESENTATIVES**
Greener, Hiken, Sears,
Bernard J. Ochs Co.
- 3. FACILITIES**
5,000 w. days; 1600 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 13c, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 47a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62d.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES

ET 9/1/69—Rec'd 8/5/69.

- 6. SPOT ANNOUNCEMENTS**
AA—6-9 am & 3 pm—sign-off.
A—All other times.
- | | | | | | |
|--------|------|------|------|------|------|
| 1x | 52x | 104x | 156x | 312x | 624x |
| 1 min | 7.00 | 6.80 | 6.20 | 5.80 | 5.40 |
| 30 sec | 5.90 | 5.90 | 5.00 | 4.70 | 4.35 |
| 10 sec | 4.20 | 4.00 | 3.75 | 3.50 | 3.25 |
- AA: per spot, extra 1.00.
- 7. PACKAGE PLANS**
WEEKLY VOLUME
(must be used within a week)
- | | | | |
|-------|------|-------|------|
| 10 ti | 5.80 | 25 ti | 5.00 |
|-------|------|-------|------|
- 8. PROGRAM TIME RATES**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1x | 52x | 104x | 156x | 260x | 512x |
| 1 hr | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 |
| 1/2 hr | 42.00 | 39.90 | 37.80 | 35.70 | 33.60 |
| 1/4 hr | 28.00 | 26.60 | 25.20 | 23.80 | 22.40 |
| 5 min | 14.00 | 13.30 | 12.60 | 11.90 | 10.20 |

W F I X

1945

R A B

- Media Code 4 201 5680 4.00
Huntsville Broadcasting Co., Box 7, 2305 W. Homes
Ave., Huntsville, Ala. 35804. Phone 205-534-5641.
- 1. PERSONNEL**
General Manager—J. B. Falt, Jr.
Station Manager—John Garrison.
Nat'l & Reg'l Sales Mgr.—J. B. Falt III.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
Southeast—Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00 am-midnight.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 2b, 4, 5, 8.
Basic Rates: 20a, 22a, 23a, 24a, 24b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 3 ET 11/1/67—Rec'd 10/5/67.

- AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
1 MINUTE
- | | | | | |
|-------|------|-------|-------|-------|
| 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 wk | 5.00 | 7.50 | 7.00 | 6.75 |
| 13 wk | 7.50 | 7.00 | 6.50 | 6.25 |
| 26 wk | 6.00 | 6.50 | 6.00 | 5.75 |
| 52 wk | 6.50 | 6.00 | 5.50 | 5.25 |
- A:
- | | | | | | |
|-------|------|------|------|------|------|
| 1 wk | 7.00 | 6.50 | 6.00 | 5.75 | 5.50 |
| 13 wk | 6.50 | 6.00 | 5.50 | 5.25 | 5.00 |
| 26 wk | 6.00 | 5.50 | 5.00 | 4.75 | 4.50 |
| 52 wk | 5.50 | 5.00 | 4.50 | 4.25 | 4.00 |
- 8/10 sec: 85% of 1-min. 20/30 sec: 80% of 1-min.
All lengths of spots combine for frequency.
Schedules need not run consecutive weeks to earn number-of-weeks frequency.

W N D A (FM)

1960

- Media Code 4 201 5750 5.00
Austin M. Hughey & Mitchell Jerome Hughey, 2409
9th Ave., S. W., Huntsville, Ala. 35805. Phone
534-2433 or 534-2434.
- 1. PERSONNEL**
Gen'l & Sales Mgr.—Mitchell Jerome Hughey.
Program Director—Ann Hughey.
- 2. FACILITIES**
ERP 3,100 w.; 95.1 mc.
Operating schedule: 6:00 am-midnight Mon thru Sat;
7:00 am-midnight Sun. CST.
Antenna ht.—108 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 26, 29a.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a.

TIME RATES

Rates effective October 5, 1965.

- Rates received October 6, 1965.
- 6. SPOT ANNOUNCEMENTS**
1 min 30 sec
- | | | | | | |
|----------|------|------|------------|------|------|
| 1-100 ti | 4.50 | 3.50 | 101-200 ti | 4.25 | 3.25 |
|----------|------|------|------------|------|------|
- 7. PACKAGE PLANS**
1000 1-minute spots 1950.
1000 30-second spots 1500.
- 8. PROGRAM TIME RATES**
- | | |
|---------------|-------------------|
| 1/4 hr 1/2 hr | 1/4 hr 1/2 hr |
| 26 ti | 12.00 15.00 52 ti |
| | 10.00 12.00 |

W V O V

1968

NAB

- Subscriber to the NAB Radio Code
Media Code 4 201 5785 1.00
Tennessee Valley Broadcasting Co., Inc., Box 5188,
6020 Springfield Rd., Huntsville, Ala. 35805. Phone
205-359-2111.
- 1. PERSONNEL**
General Manager—Barbara Durham.
Sales Manager—Mervin E. Couch.
Program Director—Dave McKay.
- 2. REPRESENTATIVES**
David Carpenter Company.
- 3. FACILITIES**
10,000 w.; 1,000 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 16th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24b, 24c, 26a, 26b, 28b, 28c, 29a, 29d.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48,
49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET Rec'd 5/27/68.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|--------|------|------|------|------|------|------|------|
| 1x | 26x | 52x | 104x | 156x | 208x | 312x | 624x |
| 1 min | 7.00 | 6.00 | 5.75 | 5.50 | 5.25 | 5.00 | 4.75 |
| 30 sec | 6.00 | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
| 10 sec | 5.00 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 |
- Preferred time, extra .50. Exact time, extra 1.00.
- 8. PROGRAM TIME RATES**
5 min—10.00. Each additional 1-min 2.00.
- 10. SPECIAL FEATURES**
5-MINUTE NEWSCAST—ROS
13 wk—10.00 28 wk—8.75 52 wk—7.50
WEATHER CAST—ROS
13 wk—4.00 26 wk—3.50 52 wk—3.00
GOSPEL SHOW—SUN 7-9 AM
1/4 hr—20.00 1/2 hr—35.00
SUNDAY SHOWTIME—9 AM-1 PM
1/4 hr—25.00 1/2 hr—45.00

IRONDALE

- Jefferson County—Map location D-4
See SRDS consumer market map and data at the beginning of the State.

See Birmingham

(including Bessemer, Homewood, Irondale)

JACKSON (1 AM; 1 FM)

- Clarke County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WHOD

1950

- Media Code 4 201 5820 6.00
The Vogel-Ellington Corp., Box 546, 1829 College
Ave., Jackson, Ala. 38545. Phone 205-246-4431.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Hugh Ellington.
Commercial Manager—Jerry Milligan.
- 3. FACILITIES**
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
FM-ERP 3,000 w.; 104.9 mc.
Operating schedule: 6:30 am-11 pm. CST.
Antenna ht.: 214 ft. above average terrain.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 3a, 3b, 5, 6a, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 24c, 26.
Contracts: 40a, 47e.
Comb.: Cont. Discounts: 60a.

WHOD-FM

1964

- TIME RATES**
ET 9/1/68—Rec'd 9/3/68.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|------|-------|-------|-------|---------|
| PER WK: | 1 ti | 10 ti | 25 ti | 50 ti | *125 ti |
| 1 min | 2.25 | 1.90 | 1.60 | 1.30 | 1.30 |
| 30 sec | 2.00 | 1.70 | 1.25 | — | 1.10 |
- (* Within 30-day period.)
- 8. PROGRAM TIME RATES**
- | | | | | |
|---------|-------|--------|--------|-------|
| PER WK: | 5 min | 1/4 hr | 1/2 hr | 1 hr |
| 1 ti | 4.00 | 10.80 | 17.00 | 31.40 |
| 5 ti | 3.15 | 6.00 | 11.00 | 20.00 |

JASPER (2 AM)

- Walker County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WARF

1956

NAB

R A B

- Subscriber to the NAB Radio Code
Media Code 4 201 5890 9.00
Radio South, Inc., Holiday Inn Bldg., 1301 78 Hwy.
W., Jasper, Ala. 35501. Phone 205-384-5577.
- 1. PERSONNEL**
Pres., Gen'l & Com'l Mgr.—Houston L. Pearce.
Station Manager—Sonny Posey.
- 2. REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-10 pm. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 21b, 22a, 23a, 24c, 25c, 26, 28c, 29b.
Contracts: 40a, 41, 42c, 44a, 44b, 46, 47a, 48, 51a,
51b.
Comb.: Cont. Discounts: 60b, 60h, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
ET 11/1/68—Rec'd 1/22/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|------|------|------|------|------|
| 1x | 26x | 52x | 104x | 260x | 312x |
| 1 min | 2.50 | 2.25 | 2.00 | 1.75 | 1.55 |
| 30 sec | 2.00 | 1.80 | 1.60 | 1.40 | 1.20 |
| 10 sec | 1.25 | 1.12 | 1.00 | .87 | .67 |

ALABAMA

7. PACKAGE PLANS

SPECIAL PACKAGE

- | | |
|--------|--------|
| 180 ti | 126.00 |
|--------|--------|
- 20. PROGRAM TIME RATES**
- | | | | | |
|-------|--------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 30.00 | 15.00 | 10.00 | 8.00 | 6.00 |
| 6 ti | 25.00 | 13.50 | 9.50 | 7.00 |
| 14 ti | 20.00 | 11.50 | 7.00 | 5.50 |
| 26+ | 16.00 | 9.00 | 5.50 | 4.50 |

W W W B

1946

NAB

- Media Code 4 201 5960 0.00
Bankhead Broadcasting Co., Box 622, Bankhead Long
Bldg., Jasper, Ala. 35501. Phone 205-384-3461.
- 1. PERSONNEL**
President—John H. Bankhead.
General Manager—William C. Edgemon.
Program Director—Marion B. Grant.
- 3. FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 a.m. to sunset.
- 4. AGENCY COMMISSION**
15/0; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b; 14b, 15b.
Basic Rates: 21b, 22a, 23a, 24c, 25c, 26, 28c, 29b.
Contracts: 40a, 41, 42c, 44a, 46, 47c, 48, 51a, 51b.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Member: Tri-W Network, Southeastern Key Market Network.

TIME RATES

- Rates effective November 1, 1962.
Rates received March 3, 1960.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | | | | |
|------------|-------|-------|-------|--------|-------|------|------|
| Per month: | hr. | hr. | hr. | 10 min | 1 min | min. | sec |
| 1 time | 35.00 | 21.85 | 15.15 | 9.85 | 6.80 | 3.80 | 2.25 |
| 13 times | 32.00 | 18.75 | 12.90 | 8.00 | 5.00 | 3.00 | 2.00 |
| 26 times | 30.00 | 18.75 | 11.25 | 8.45 | 5.85 | 2.85 | 1.85 |
| 52 times | 27.50 | 17.20 | 10.30 | 7.75 | 5.15 | 2.60 | 1.70 |
| 104 times | 25.00 | 15.50 | 9.40 | 7.05 | 4.70 | 2.35 | 1.55 |
| 156 times | 22.50 | 16.60 | 8.45 | 6.35 | 4.25 | 2.15 | 1.40 |
| 260 times | 20.00 | 12.50 | 7.50 | 5.65 | 3.75 | 1.90 | 1.25 |
| 312 times | 18.00 | 11.25 | 6.75 | 5.10 | 3.30 | 1.70 | 1.10 |

LANETT

- Chambers County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WRLD

Licensed as a Lanett, Ala.-West Point, Ga. station.
See listing under West Point, Ga.

LINEVILLE

- Clay County—Map Location F-5
See SR

ALABAMA

Marion—WJAM—Continued

- 3. FACILITIES**
5,000 w. days; 1310 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4d.
Basic Rates: 23a.
Contracts: 40a, 4b.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a, 70c.
Affiliated with KBB Radio Network.

TIME RATES
Rates effective November 1, 1960.
Rates received October 21, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	5 min.	1 min.
1 time	38.00	22.80	7.80	3.60
13 times	36.00	21.60	7.20	3.40
28 times	34.00	20.80	6.80	3.20
52 times	32.00	19.20	6.40	3.00
104 times	30.00	18.00	6.00	2.80
156 times	28.00	16.80	5.60	2.60
280 times	26.00	15.80	5.20	2.40
312 times	24.00	14.20	4.80	2.20

MOBILE (8 AM; 2 FM)

(including Prichard)

Mobile County—Map Location B-10
See SDDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

W A B B

1948
MOBILE

The Eastman Station

Media Code 4 201 6100 2.00
Voice of Mobile, 862 Government, Box 2148, Mobile, Ala. 36601. Phone 205-432-5572.

- 1. PERSONNEL**
Pres., Nat'l Sales & Gen'l Mgr.—Bernard Dittman.
Vice-President—J. W. Dittman.
- 2. REPRESENTATIVES**
Robert K. Eastman & Co., Inc.
- 3. FACILITIES**
5,000 w.; 1480 kc. Directional—night only.
Operating schedule: 24 hours daily.
- 4. AGENCY COMMISSION**
15/0 time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60l, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70b, 70d, 71a, 73b.
Prod. Services: 81, 82.
These rates entitle advertiser to best positions and preempt H.O.S. accounts other than national.
Affiliated with The Eastman Network.
Affiliated with American Contemporary Network.

TIME RATES
Rates effective April 1, 1964.
Rates received February 19, 1964.

6. SPOT ANNOUNCEMENTS

DRIVE TIME
(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)

PER WK:
Less than 6 ti..... 20.00 12 ti..... 14.00
6 ti..... 18.00 18 ti..... 12.00

HOUSEWIFE/NIGHTTIME
(9:00 am-4:00 pm Mon thru Sat; 7:00-9:00 pm Mon thru Fri)

Less than 6 ti..... 15.00 12 ti..... 11.00
6 ti..... 12.00 18 ti..... 10.00

ALL OTHER TIMES

Less than 6 ti..... 12.00 12 ti..... 9.00
6 ti..... 10.00 18 ti..... 7.00
30 seconds—50% of 1-minute rate.
10 seconds—50% of 1-minute rate.

DISCOUNTS
26 consec wk..... 4% 52 consec wk..... 8%
Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.

- 7. PACKAGE PLANS**
PERSONALITY PACKAGE
(Within 7 days)
- PER WK:
1 spot from 8:00-9:00 am.
1 spot from 9:00 am-noon.
1 spot from noon-3:00 pm.
1 spot from 3:00-6:00 pm.
1 spot from 6:00 pm-midnight.
1 spot from midnight-6:00 am.
42 1-minute personality sales messages per wk. (ea 7.00) 294.00.
- FAMILY PLAN**
6 spots from 6:00-9:00 am Mon thru Sat.
6 spots from 3:00-7:00 pm Mon thru Sat.
4 spots from 7:00-10:00 pm Mon thru Sat.
4 spots from 9:00 am-3:00 pm Sat.
4 spots from 10:00 am-6:00 pm Sun.
24 1-minute announcements per wk. (ea 9.00) 216.00.
All announcements and packages, except Family Plan and Personality Package, are cross-combinable for frequency discounts.

WGOK

1958

MOBILE

Independent Negro

An OK Group Station
Media Code 4 201 6170 5.00
WGOK, Inc., Foot of Gum Street, Mobile, Ala. 36603. Phone 205-432-8661.

- 1. PERSONNEL** President—Jules J. Paglin.
Executive Vice President—Stanley W. Ray, Jr.
Vice Pres. & Gen'l Mgr.—Gene Tibbett.
- 2. REPRESENTATIVES**
Dore & Allen, Inc.
- 3. FACILITIES**
1,000 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60l, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: OK Group.

TIME RATES
No. 3 ER 4/1/68—Rec'd 3/18/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	*10 sec
1 x	11.00	8.80	5.50
50 x	10.55	8.45	5.30
100 x	10.15	8.15	5.10
150 x	9.70	7.80	4.85
200 x	9.30	7.45	4.65
250 x	8.85	7.10	4.45
300 x	8.45	6.75	4.20
500 x	8.00	6.40	4.00
750 x	7.55	6.05	3.80
1000 x	7.15	5.70	3.55

(* Can be combined with 1-minute or 30-second spots to earn lower rates for 1D frequency only.

7. PACKAGE PLANS

1 MINUTE

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 wk	10.80	10.70	10.50	10.25	10.00	9.75
13 wk	9.85	9.25	8.75	8.35	8.15	8.05
26 wk	8.75	8.20	7.90	7.75	7.50	7.10
39 wk	8.20	7.85	7.50	7.10	7.00	6.85
52 wk	7.90	7.50	7.05	7.00	6.80	6.80

30 SECONDS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 wk	8.70	8.55	8.40	8.20	8.00	7.80
13 wk	7.80	7.40	7.00	6.70	6.50	6.45
26 wk	7.00	6.55	6.30	6.20	6.00	5.70
39 wk	6.55	6.20	5.90	5.70	5.60	5.55
52 wk	6.30	6.00	5.65	5.60	5.50	5.45

1-minute and 30-seconds cross-combine to earn maximum frequency. No ID's available.
Packages not combinable. However, advertisers may earn higher frequency on subsequent orders providing schedules continue without interruption, but no rebates are applicable on previous orders. Subject to short rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	68.00	43.00	26.00	22.00	13.00
50 x	63.00	41.05	24.80	21.00	12.40
100 x	60.00	39.10	23.60	20.00	11.80
150 x	57.00	37.15	22.40	19.00	11.20
200 x	54.00	35.20	21.20	18.00	10.60
250 x	51.00	33.25	20.00	17.00	10.00
300 x	48.00	31.30	18.80	16.00	9.40
500 x	45.00	29.35	17.60	15.00	8.80

WKRQ

1946

MOBILE

Subscriber to the NAB Radio Code
Media Code 4 201 6240 6.00
WKRQ-TV, Inc., Box 2367, 162 St. Louis St., Mobile, Ala. 36601. Phone 205-432-5501. TWX 205-342-7288.

- 1. PERSONNEL**
President—Kenneth Giddens.
General Manager—Charles E. Trainor.
Program Director—Jim Scott.
- 2. REPRESENTATIVES**
Katz Radio, East.
- 3. FACILITIES**
1,000 w. days, 500 w. nights; 710 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 22b, 23a, 25a, 27, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47c, 51c.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with CBS.
Affiliated with Katz Radio A.I.D. Plan.
TV facilities: WKRQ-TV.

TIME RATES
No. 2 ER 6/1/68—Rec'd 6/4/68.

AA—Mon thru Sat 5:30-9 am; Mon thru Fri 3:30-7 pm.
A—Mon thru Sat 11:35 am-1 pm.
B—All other times.

7. PACKAGE PLANS

1 MINUTE

PER WK:	(*) 6 ti	12 ti	18 ti	24 ti
AA	15.00	13.00	11.50	11.00
A	13.00	11.00	10.00	9.50
B	12.00	10.00	9.00	8.50

(* Fixed.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of length or classification, may be combined for discount purposes.

DISCOUNT
52 wks—10%.

8. PROGRAM TIME RATES
PER WK:
5 min..... 3x 5x 10x
42.50 55.00 95.00

WKRQ-FM

1947

MOBILE

Subscriber to the NAB Radio Code
Media Code 4 201 6241 4.00
WKRQ-TV, Inc., Box 2367, 162 St. Louis St., Mobile, Ala. 36601. Phone 205-432-5501. TWX 205-342-7288.

STATION'S PROGRAMMING DESCRIPTION
WKRQ-FM: Programmed for adults and young adults. (Hit Parade '69).
NEWS: hourly. MUSIC: hit parade '69. News: local, regional, national, international, weather. COMMER-CIAL POLICY: 12 minutes maximum per hour. Contact Representative for further details. Rec'd 7/31/69.

- 1. PERSONNEL**
Station Manager—John L. Harris, Jr.
- 2. REPRESENTATIVES**
Katz Radio, East.
- 3. FACILITIES**
ERP 100,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 850 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; bills payable 10th.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 16.
Basic Rates: 22b, 23a, 25a, 29a, 33a.
Contracts: 40a, 42d, 44a, 44b, 45, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60j, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80.
Affiliated with American FM Network.
Affiliated with Katz Radio A.I.D. Plan.
TV facilities: WKRQ-TV.

TIME RATES
ER 6/1/69—Rec'd 6/16/69.

6. SPOT ANNOUNCEMENTS

	1 min	6 ti	12 ti	18 ti	24 ti
1 min	6.50	6.00	5.50	5.00	4.50

30 sec: 80% of 1-min.
May be combined for frequency discount.

WLIQ

1960

MOBILE

Subscriber to the NAB Radio Code
Media Code 4 201 6310 7.00
Hartzog Broadcasting, Inc., Sheraton Battle House, Mobile, Ala. 36601. Phone 205-432-1844.

- 1. PERSONNEL**
President—Thomas S. Hartzog.
General Manager—Joe Vincent.
- 2. REPRESENTATIVES**
Piro-Tinta Sales, Inc.
Atlanta—Dora-Clayton Agency, Inc.
- 3. FACILITIES**
5,000 w. days; 1360 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a.
Basic Rates: 22a, 29a.
Contracts: 40a.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Affiliated with American Information Network.
Member: Alabama AAA Buy.

TIME RATES
ER 3/1/68—Rec'd 7/29/68.

AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

I MIN:	CLASS AA			
	10 ti	5 ti	10 ti	15 ti
1 wk	9.00	9.75	9.50	9.25
13 wk	9.50	9.25	9.00	8.75
26 wk	9.00	8.75	8.50	8.25
52 wk	8.50	8.25	8.00	7.75

I MIN:	CLASS A			
	10 ti	5 ti	10 ti	15 ti
1 wk	8.00	8.75	8.50	8.25
13 wk	8.50	8.25	8.00	7.75
26 wk	8.00	7.75	7.50	7.25
52 wk	7.50	7.25	7.00	6.75

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
All spots regardless of length combine for frequency; and schedules do not have to run consecutively to earn number-of-weeks frequency.

WLP R (FM)

1964

MOBILE

Media Code 4 201 6380 0.00
Mobile Broadcast Service, 1296 First National Bank Bldg., Mobile, Ala. 36602. Phone 205-433-9564.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Howard L. Smith.
Sales Promotion—Clay Locklin.
Program Director—Mrs. Sandi S. Smith.

- 3. FACILITIES**
ERP 40,000 w.; 96.1 mc. Stereo.
Operating schedule: 5:00-1:00 am. CST.
Antenna above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 30 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6b, 8.
Rate Protection: 10b, 11b, 13b, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 33b.
Contracts: 40a, 44b, 46, 47a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 72, 73b.
Prod. Services: 80.
Member: The Groskin Group.

TIME RATES
ER 12/1/65—Rec'd 4/15/68.

6. SPOT ANNOUNCEMENTS

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	10.00	9.50	9.00	8.50	7.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	45	35	32	26

GROSS MONTHLY BUY/DISCOUNT

1200.00—40%	500.00—25%
1000.00—35%	100.00—20%
750.00—30%	300.00—15%

WMOB

1947

MOBILE

Media Code 4 201 6415 4.00
Bellatre, Inc., 1509 Government St., Mobile, Ala. 36604. Phone 205-478-6345.

STATION'S PROGRAMMING DESCRIPTION
WMOB: Programmed for general interest.
AIR PERSONALITIES handle all segments, comedy, audience participation, interviews, telephone requests, NEWS: 5 minutes every hour on the half hour. Local headlines—1 hour, with network commentator twice daily. MUSIC: current hits. SPORTS: round-up daily, emphasis during football season on high school college and professional games. Personality endorsements permitted. Sun, 6:45-8:15 am and noon-1 pm religious programming. Contact Representative for further details. Rec'd 7/3/69.

- 1. PERSONNEL**
General Manager—John L. Vath, Jr.
Sales Manager—Robert O'Brien.
- 2. REPRESENTATIVES**
Alan Torbat Associates, Inc.
South—David Carpenter Company.
- 3. FACILITIES**
1,000 w. days; 840 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10g, 11h, 12e, 13e, 14e.
Basic Rates: 23a.
Contracts: 40a, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 62a.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
ER 11/1/68—Rec'd 10/4/68.

AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, I MIN:	1 ti	6 ti	10 ti	15 ti	20+
AAA	12.00	11.50	11.00	10.50	10.00
AA	11.00	10.50	10.00	9.50	9.00
A	10.00	9.50	9.00	8.50	8.00

30 sec/less: 80% of 1 min. 10 sec/less: 50% of 1-min.

10. SPECIAL FEATURES
5-min Newscasts—1-1/2 x applicable 1-min.
CONSECUTIVE WEEKS DISCOUNT
52 wk—10%

WMOO

1965

MOBILE

Media Code 4 201 645

WUNI
1930
MOBILE

NBC Radio Network



STONE REPRESENTATIVES, INC.

RAB

Media Code 4 201 6590 4.00

WUNI, Inc., 1257 Springhill Ave., Mobile, Ala. 36604. Phone 205-438-4514.

- PERSONNEL**
President—Peggy S. Gilbert
General Manager—Don "Rocky" Reich.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
5,000 w.; 1410 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% on national accounts only, none on talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 27, 28b, 28c, 29b, 30, 32b 33a.
Contracts: 40c, 41, 44a, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60b, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

No. 4 ET 7/1/69—Rec'd 6/18/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		CLASS AAA	
1x	52x	104x	156x
1 min	22.00	21.00	20.00
30/20	17.60	16.80	16.00
10 sec	11.00	10.50	10.00
CLASS AA		CLASS A	
1 min	10.00	18.00	17.00
30/20	7.50	14.40	13.60
10 sec	9.50	9.00	8.50
CLASS A		CLASS AA	
1 min	16.00	15.00	14.00
30/20	12.80	12.00	11.20
10 sec	8.00	7.50	7.00

7. PACKAGE PLANS

SATURATION PACKAGES

CLASS AAA		CLASS AA		CLASS A	
1 min	8.00	12.00	18.00	24.00	30.00
30/20	6.00	9.00	13.00	18.00	24.00
10 sec	10.50	10.00	9.50	9.00	8.50
1 min	18.00	17.00	16.00	15.00	14.00
30/20	14.40	13.60	12.80	12.00	11.20
10 sec	9.00	8.50	8.00	7.50	7.00
1 min	15.00	14.00	13.00	12.00	11.00
30/20	12.00	11.20	10.40	9.60	8.80
10 sec	7.50	7.00	6.50	6.00	5.50

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
6 ti (2AAA, 2AA, 2A)	102.00	81.60	51.00
12 ti (4AAA, 4AA, 4A)	192.00	153.60	96.00
18 ti (6AAA, 6AA, 6A)	270.00	216.00	135.00
24 ti (8AAA, 8AA, 8A)	358.00	288.00	180.00
30 ti (10AAA, 10AA, 10A)	300.00	312.00	195.00
36 ti (12AAA, 12AA, 12A)	432.00	345.60	216.00

10. SPECIAL FEATURES

Newscastrs—1-1/2x earned rate.

To the best of our ability, all service-ad copy regarding rating data has been checked for proper source lines

RT02F-3/6

WZAM
1954
PRICHARD
RAB

Media Code 4 201 6660 5.00

Duke Broadcasting Corporation, Box 10217, 815 North Craft Hwy., Mobile, Ala. 36610. Phone 205-456-6547.

STATION'S PROGRAMMING DESCRIPTION

WZAM: Programmed for country-western and gospel adult audience. Straight announcers handle all personality shows. ENTERTAINMENT: music and air personality. Information: 5-min NEWS at 5:55, weather forecasts, sports reports, besper farm reports, county agent reports, special interest reports. Thirty min public affairs program weekly. Equipment: telephone beepers, remote studio (mobile), 2 mobile units, airplane, recording studio. Remote pickups by FM radio. COMMERCIAL, CONTINUITY limited to 18 minutes per hour. Fifteen min clearance guaranteed. Personalities available for remote broadcasts. Rec'd 7/10/67.

- PERSONNEL**
President—Walter A. Duke.
Exec. Vice-Pres. & Gen'l Mgr.—Hubert J. "Pinky" Grant.
Operations Manager—Norris Mayberry.
- FACILITIES**
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 5 am-local sunset daily. CST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24a, 25a, 26, 28a, 28c, 29a, 29b, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c, 60f, 60i, 61a, 62d.
Comb.: Cont. Discounts: 80a, 80f, 80i, 81a, 82d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 2 ET 2/14/68—Rec'd 2/16/68.

6. SPOT ANNOUNCEMENTS		1 MINUTE							
1x	6.00	156x	4.25						
28x	5.65	280x	4.00						
52x	5.45	312x	3.85						
104x	5.20	620x	3.50						
104x	4.75	1040x	3.05						
30 sec: 80% of 1-min.									
8. PROGRAM TIME RATES		5 min		1/4 hr		1/2 hr		1 hr	
1x	9.90	21.00	40.00	65.00	13x	9.30	20.00	37.00	61.00
26x	8.70	19.00	34.00	57.00	52x	8.15	18.00	31.00	53.00
104x	7.55	17.00	28.00	49.00	156x	6.80	16.00	25.00	43.00
280x	6.35	15.00	22.00	38.00	312x	5.75	14.00	19.00	33.00

MONROEVILLE

Monroe County—Map Location D-8

See SRDS consumer market map and data at beginning of the State.

WMFC
1952
NAB

Media Code 4 201 6730 6.00

Monroe Broadcasting Co., Inc., Box 641, U. S. Hwy. 21, Monroeville, Ala. 36460. Phone 205-743-8281.

- PERSONNEL**
General Manager—W. M. Stewart.
Station Manager—Harold Harris.
Sales Manager—Bill Sky.
- FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 82.
Affiliated with KBBB Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

ET 9/5/65—Rec'd 10/13/66.

6. SPOT ANNOUNCEMENTS		1 MINUTE									
PER YR:	1x	13x	26x								
1 min	2.50	2.40	2.25								
2.00	1.75	1.50	1.35								
7. PACKAGE PLANS		1 MINUTE									
PER YR EA:	780	1,200	1,900								
1.00											
8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
PER YR:	1x	13x	26x	52x	104x	208x	416x	832x	1664x	3328x	6656x
1 hr	30.00	27.50	24.50	20.00	18.50	16.50	15.50	14.00	12.50	11.00	9.50
1/2 hr	16.00	14.00	13.00	11.00	10.00	9.00	8.50	7.50	7.00	6.00	5.50
1/4 hr	8.50	7.50	7.00	6.00	5.50	5.00	4.70	4.00	3.50	3.00	2.75
5 min	4.50	4.00	3.75	3.25	3.00	2.75	2.60	2.25	2.00	1.75	1.60

Users of 1 or more 1/4 hour programs weekly may purchase spots at 780x rate of 1.20 each.

MONTGOMERY (7 AM; 3 PM)

Montgomery County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

WJAM (FM)
1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 6800 7.00

MILLEU International, 647 S. Hull St., Montgomery, Ala. 36104. Phone 205-269-2506, 7.

- PERSONNEL**
President—Boyd E. Quate.
 - REPRESENTATIVES**
Herbert E. Groskin & Co.
 - FACILITIES**
ERP 29,700 w.; 103.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.—212 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; 10th of following month
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 48.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 78a.
Rates may be changed on 60 days' notice.
Affiliated with American FM Network.
Member: The Groskin Group.
- TIME RATES**
ET—Rec'd 12/81/68.
- | 6. SPOT ANNOUNCEMENTS | | 1x | | 15x | | 30x | | 60x | | 125x | | 250x | | 500x | |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 min | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 |
| 8. PROGRAM TIME RATES | | 1x | | 15x | | 30x | | 60x | | 125x | | 250x | | 500x | |
| 1 hr | 35.00 | 33.25 | 31.50 | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 | 19.50 | 18.00 | 16.50 | 15.00 | 13.50 |
| 1/2 hr | 20.25 | 19.00 | 17.75 | 16.50 | 15.25 | 14.00 | 12.75 | 11.50 | 10.25 | 9.00 | 7.75 | 6.50 | 5.25 | 4.00 | 2.75 |
| 5 min | 14.75 | 14.00 | 13.25 | 12.50 | 11.75 | 11.00 | 10.25 | 9.50 | 8.75 | 8.00 | 7.25 | 6.50 | 5.75 | 5.00 | 4.25 |

WAPX
1947

Media Code 4 201 6870 0.00

Sparting of Alabama, Inc., Box 2028, Montgomery, Ala. 36103. Phone 205-263-3459.

- PERSONNEL**
President—Larry R. Pious.
General Manager—Judd Sparling.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w.; 1600 kc. Directional night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Full time Negro programming.
Affiliated with MBS.

TIME RATES

Rates effective January 1, 1966.

Rates received January 6, 1966.

6. SPOT ANNOUNCEMENTS		1 ti		10		156 ti		7			
26 ti	10.156	9.312	8.468	7.624	6.780	5.936	5.092	4.248	3.404		
52 ti	8.8	8.0	7.2	6.4	5.6	4.8	4.0	3.2	2.4		
7. PACKAGE PLANS		(Consecutive weeks basis only)		1 wk		13 wk		26 wk		52 wk	
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti	54 ti	60 ti	66 ti
6 ti	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50
12 ti	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00
18 ti	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50
24 ti	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00
30 ti	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50
36 ti	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00
42 ti	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50
48 ti	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50	0.00
54 ti	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50	0.00	0.00
60 ti	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50	0.00	0.00	0.00

WBAM
1953

Edward Petry & Co., Inc.

Independent

Media Code 4 201 6940 1.00

Deep South Broadcasting Co., Box 1447, Montgomery-Troy Hwy. 231, Montgomery, Ala. 36102. Phone: 205-288-0150.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mrs. Frances Brennan.
General Sales Manager—Cyril G. Brennan.

ALABAMA

- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
50,000 w. days; 740 kc. Directional
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 24a, 24c.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a, 70c.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 ET 1/1/69—Rec'd 1/7/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	(*)	1 ti	6 ti
1 min	19.00	17.00	16.00
20/30 sec	15.50	13.50	12.00</

ALABAMA

Montgomery—Continued

WCOV
1939



Subscriber to the NAB Radio Code

Media Code 4 201 7010 2.00
WCOV, Inc., Box 2505, Montgomery, Ala. 36105.
Phone 205-268-7020, TVX 810-728-6246.

- PERSONNEL**
Station Manager—Karl Richards.
Program Director—Donald Markwell.
General Manager—Frank Ragsdale.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
10,000 w. days, 1,000 w. nights; 1170 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-midnight, CST.
- AGENCY COMMISSION**
15% on net station time; no cash discount. Rates otherwise are net. Bills payable 10th of month following broadcast.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 21d.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70a, 71a.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
ET 8/1/69—Rec'd 8/1/69.

6. SPOT ANNOUNCEMENTS	
AA—6-10 am & 3-7 pm.	
A—All other times.	
PER WK:	1 wk 5 11 10 11 20 11 25 11
AA	11.00 11.75 11.50 10.25 11.00 10.75
A	11.00 10.75 10.50 10.25 10.00 9.75
AA	11.00 10.75 10.50 10.25 10.00 9.75
A	10.00 9.75 9.50 9.25 9.00 8.75
AA	10.00 9.75 9.50 9.25 9.00 8.75
A	9.00 8.75 8.50 8.25 8.00 7.75
AA	9.00 8.75 8.50 8.25 8.00 7.75
A	8.00 7.75 7.50 7.25 7.00 6.75

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
Weeks need not be consecutive to earn cumulative weeks frequency. All lengths of spots combined to earn frequency.

8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80.00	56.00	37.50	28.00 18.50
13 x	76.50	53.00	35.00	26.50 17.75
26 x	73.00	50.00	32.50	25.00 17.00
39 x	69.50	47.00	30.00	23.50 16.25
52 x	66.00	44.00	29.50	22.50 15.50
104 x	62.50	41.00	28.00	22.50 14.75
260 x	59.00	38.00	26.50	19.00 14.00
260 x	55.50	35.00	25.00	17.50 13.25
312 x	52.00	32.00	23.50	16.00 12.50
500 x	48.50	29.00	22.00	14.50 11.75

WFMJ
1960

NOTE: The call letters of this station have been changed to:

WQTY

WFMJ (FM)

Media Code 4 201 7081 3.00
Rau Radio of the South, Inc., Box 748, Frank Leu Bldg., 79 Commerce St., Montgomery, Ala. 36109.
Phone 205-264-2218.

- PERSONNEL**
President—Henry Rau.
Executive Vice-President—Lloyd S. Smith.
Manager—Les Morgan.
 - REPRESENTATIVES**
Atlanta—David Carpenter Company.
New York, Chicago, Los Angeles, San Francisco—
UBC Sales, Inc.
Philadelphia—Dome-Messervy Co., Inc.
 - FACILITIES**
ERP 10,000 w.; 98.9 mc.
Operating schedule: 6 am-midnight, CST.
Antenna ht.: 200 ft. above average terrain.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
See WQTY listing for coded regulations.
AM facilities: WQTY.
- TIME RATES**
ET 5/1/68—Rec'd 5/31/68.

6. SPOT ANNOUNCEMENTS						
1x	13x	26x	52x	104x	208x	365x
1 min	8.50	3.15	2.85	2.55	2.30	2.10 1.85
30 sec	2.45	2.00	2.00	1.80	1.65	1.45 1.30
10 sec	1.75	1.55	1.40	1.25	1.15	1.05 .95

7. PACKAGE PLANS
1 MINUTE—ROS
1 tl per day, per mo. 85.30
500 x, yrly. 441.90 1000 x, yrly. 588.25

8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	44	39	35	32
1/2 hr	28	25	23	20
1/4 hr	18	16	14	12
5 min	10	9	8	7

WHYY **WHYY-FM**
1930 1965

Media Code 4 201 7150 6.00
Broadcast Service of Montgomery, Box 1841, Guaranty Savings Life Bldg., Montgomery, Ala. 36103.
Phone 205-264-2288.

- PERSONNEL**
Pres. & Gen'l. Mgr.—Bob Robinson.
Assistant Manager—Ann Collier.
Program Director—Jerry Douglas.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
5,000 w. days, 1,000 nights; 1440 kc.
Directional—night only.
Operating schedule: 24 hours, CST.
Cancellation: 71a.
ERP 31,400 w.; 101.9 mc.
Antenna ht.: 186 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 16.
Basic Rates: 21a, 22a, 24c, 25a, 28b, 28c, 29b, 30, 31, 33d.
Contracts: 40a, 44b, 46, 51b.
Comb.: Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.
Affiliated with American Contemporary Network.
Member: Alabama AAA Buy.

TIME RATES
ET 8/1/66—Rec'd 6/22/66.

6. SPOT ANNOUNCEMENTS					
PER WK:	8 tl	12 tl	18 tl	24 tl	30 tl
1 wk	9.50	9.25	9.00	8.75	8.50
13 wk	8.50	8.25	8.00	7.75	7.50
26 wk	7.50	7.25	7.00	6.75	6.50
52 wk	6.50	6.25	6.00	5.75	5.50

30 seconds—80% of 1-minute rate.
10 seconds—50% of 1-minute rate.

10. SPECIAL FEATURES
5 MINUTE NEWSCAST AT 3:30
Each 1x 26x 52x 104x 156x 260x 312x
15 14 13 12 11 10

WMGY
1946

Media Code 4 201 7220 7.00
Radio Montgomery, Inc., 358 N. Capitol Parkway, Montgomery, Ala. 36104. Phone 262-5245.

- PERSONNEL**
General Manager—Hollis D. Carlton.
Sales Manager—C. Morris South.
Program Director—June N. Phelps.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Atlanta—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 32a.
Contracts: 40c, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
ET 9/66—Rec'd 9/19/66.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	
1 x	7.00 104 x 6.00
1 wk	6.80 156 x 5.80
26 x	6.60 240 x 5.70
39 x	6.40 312 x 5.60
52 x	6.20 500 x 5.50

10 sec: 50% of minute.

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
1 x	60	36	20 12

DISCOUNTS
13x—5% 52x—10% 156x—25%
26x—10% 104x—20% 260x—30%

WQTY
(formerly WFMJ)
1963

CBS Radio Network

Media Code 4 201 7260 3.00
Rau Radio of the South, Inc., Box 748, Frank Leu Bldg., 79 Commerce St., Montgomery, Ala. 36109.
Phone 205-264-2218.

- PERSONNEL**
President—Henry Rau.
Executive Vice-President—Lloyd S. Smith.
Manager—Les Morgan.
- REPRESENTATIVES**
Atlanta—David Carpenter Company.
New York, Chicago, Los Angeles, San Francisco—
UBC Sales, Inc.
Philadelphia—Dome-Messervy Co., Inc.
- FACILITIES**
5,000 w. days; 1,000 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WFMJ (FM).
Affiliated with CBS.

TIME RATES
ET 4/1/69—Rec'd 4/2/69.

6. SPOT ANNOUNCEMENTS						
CLASS AA						
1x	26x	52x	104x	156x	260x	312x
1 min	11.00	10.25	9.50	8.75	8.00	7.50 7.00
30 sec	8.80	8.20	7.60	7.00	6.40	6.00 5.60
10 sec	5.50	5.15	4.75	4.30	4.00	3.75 3.50

CLASS A
1x 26x 52x 104x 156x 260x 312x
1 min 9.50 9.00 8.30 7.75 7.00 6.20 5.50
30 sec 7.00 7.20 6.65 6.20 5.60 4.95 4.40
10 sec 4.75 4.50 4.15 3.90 3.50 3.10 2.75

- PACKAGE PLANS**
SATURATION PACKAGES—ROS
1 min 125 180 230 275
30 sec 100 145 185 220

8. PROGRAM TIME RATES				
CLASS AA				
1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80	55	37	26 19

DISCOUNTS
13x—5% 52x—10% 156x—25%
26x—10% 104x—20% 260x—35%

Class A: AA rate less 10%.

WRMA
1953

Media Code 4 201 7290 0.00
WRMA Broadcasting Co., Inc., 185 Commerce St., Montgomery, Ala. 36104. Phone 205-264-6440, 264-6449.

- PERSONNEL**
President—V. O. Jones.
General Manager—Les Lunsford.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Capitol Bldg. Sales Office: See Rep 8/0 pages.
- FACILITIES**
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 5 am-local sunset, CST.
- AGENCY COMMISSION**
15% on time charges only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
ET 1/1/67—Rec'd 12/8/66.

6. SPOT ANNOUNCEMENTS					
1 min	1x	26x	156x	260x	312x
1 min	14	13	12	11	10

7. PACKAGE PLANS
CONSECUTIVE WEEKS BASIS ONLY
1 MINUTE
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl
1 wk 11.00 10.50 10.00 9.50 9.00
13 wk 10.50 10.00 9.50 9.00 8.50
26 wk 10.00 9.50 9.00 8.50 8.00
52 wk 9.50 9.00 8.50 8.00 7.50
20/30 sec: 80% of 1 min. ID's: 50% of 1 min.

MOULTON

Lawrence County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WLCB
1963

Media Code 4 201 7360 1.00
Moulton Broadcasting Co., Box 307, 3/4 mile W. of Moulton on Hwy. 24, Moulton, Ala. 36650.
Phone 205-974-2611, 205-974-2621.

- PERSONNEL**
General Manager—Hiram Goodman.
Station Manager—Ray Wallace.
Commercial Manager—Bill Hogan.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**
15/5 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES
ET 7/1/68—Rec'd 8/26/68.

6. SPOT ANNOUNCEMENTS						
1x	26x	52x	104x	156x	260x	312x
1 min	2.95	2.50	2.00	1.80	1.65	1.50
30 sec	1.75	1.55	1.30	1.20	1.10	1.00 .90
20 sec	1.40	1.25	1.05	.95	.90	.80 .70
10 sec	.85	.75	.65	.60	.55	.50 .40

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 tl 55 33 20 16 10

DISCOUNTS
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

MUSCLE SHOALS

Blount County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Florence-Sheffield

(including Tusculumbia-Muscle Shoals)

ONEONTA (1 AM; 1 FM)

Blount County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCRL
1952

Subscriber to the NAB Radio Code

Media Code 4 201 7430 2.00
Blount County Broadcasting Service, Inc., Box 490, Oneonta, Ala. 35121. Phone 205-274-2289.

- PERSONNEL**
Manager—L. D. Bentley.
Commercial Manager—Max G. Bynum.
Program Director—Jerry Hudson.
- FACILITIES**
1,000 w. days; 1,570 kc. Non-directional.
Operating schedule: Sunrise to local sunset, CST.
Partial simulcast operation. Simulcast Mon thru Sat sunrise-12:45 pm. For non-simulcast facilities see WKLD (FM).
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

- PERSONNEL**
Manager—L. D. Bentley.
Commercial Manager—Max G. Bynum.
Program Director—Jerry Hudson.
- FACILITIES**
1,000 w. days; 1,570 kc. Non-directional.
Operating schedule: Sunrise to local sunset, CST.
Partial simulcast operation. Simulcast Mon thru Sat sunrise-12:45 pm. For non-simulcast facilities see WKLD (FM).
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
ET 3/27/67—Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS	
1 x	1 min 30 sec 10 sec
1 x	2.50 1.75 1.00

DISCOUNTS
52 wk—20%

8. PROGRAM TIME RATES
5 min, flat 5.00 1/4 hr, flat 8.50

WKLD (FM)
1968

Media Code 4 201 7500 2.00
Blount County Broadcasting Service, Inc., Box 490, Oneonta, Ala. 35121. Phone 205-274-2289.

- PERSONNEL**
Owner, Gen'l Mgr.—L. D. Bentley, Jr.
Ass't Mgr. & Prog. Dir.—Jerry E. Hudson.
Chief Engineer—Thomas E. Baty.
 - REPRESENTATIVES**
David Carpenter Company.
- (This listing continued on next page)

Keep 'Em Covered in Montgomery with The Winner!

Audience Leadership

1st—Total adults during combined drivetimes, 6-10 am and 3-7 pm (avg. 1/4-hour)

1st—Weekly come households, adults and women

Pulse: Montgomery 2-County Metro, March '69

Adult Format

WCOV's programming

Oneonta—W K L D (FM)—Continued

3. FACILITIES
ERP 1,000 w.; 87.7 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 480 ft. above average terrain.
Partial simulcast operation. Operated separately 12:45-11 pm Mon thru Sat; all day Sun. For simulcast facilities see WCRL.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
See WCRL for coded regulations.
AM facilities: WCRL.

TIME RATES
Rates are identical to WCRL. See that listing.

OPELIKA

Lee County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

See Auburn-Opelika

OPP

Covington County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WAMI

1953
Media Code 4 201 7570 5.00
Opp Broadcasting Co., Inc., Box 169, Opp, Ala. 36467. Phone 493-8588.

1. PERSONNEL
President—Pate L. Gossett, Sr.
General Manager—Donald Cooke.
Program Director—James Heath.
Promotion Director—Buddy Pyron.

3. FACILITIES
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 61b, 62b, 62c.
Cancellation: 70a, 70c.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective July, 1953. (Card No. 3-A.)
Card received January 26, 1955

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
45.00	25.00	15.00	7.50	3.50
13 times.	42.50	22.50	14.00	7.00
52 times.	40.00	21.00	13.50	6.50
104 times.	37.50	20.00	12.50	6.00
208 times.	32.50	18.50	11.00	5.00
312 times.	22.50	12.50	7.50	3.75

7. PACKAGE PLANS
3 announcements a day: 30 consecutive days, 168.00.

OZARK (1 AM; 1 FM)

Dale County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WOAB (FM)

1967
Media Code 4 201 7800 6.00
Ozark Broadcasting Corp., Box 910, Ozark, Ala. 36360. Phone 205-774-5600.

1. PERSONNEL
General Manager—Howard Parrish, Jr.
Commercial Manager—Jimmy Jackson.
Program Director—Miriam Miller.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
ERP 2,850 w.; 104.9 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION
15% time & talent.

5. GENERAL ADVERTISING See coded regulations
See WOZK listing for coded regulations.
AM facilities: WOZK.

TIME RATES
Rates are identical to WOZK. See that listing.

WOZK

1953
Media Code 4 201 7640 6.00
Ozark Broadcasting Co., Inc., Box 742, Ozark, Ala. 36361. Phone 774-5600.

1. PERSONNEL
General Manager—Howard Parrish, Jr.
Commercial Manager—Jimmy Jackson.
Program Director—Miriam B. Miller.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/2 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b.
Contracts: 40a, 40, 47e.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WOAB (FM).
Member: Radio Alabama Network and Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME
ET 3/1/68—Rec'd 3/23/68.

6. SPOT ANNOUNCEMENTS

1 min	1 min	1 min
2.50	2.50	2.10
13 1/2	2.30	52 1/2
		1.90

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
44.00	22.00	12.50	7.50
13 1/2	41.40	20.70	11.50
26 1/2	37.80	18.90	10.50
52 1/2	34.20	17.10	9.50

WOZK/WOAB (FM) COMBINATION
Buy either station at regular rate; get same schedule on other station.
Per spot, extra: 1.00

PELL CITY

St. Clair County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WFHK

1956
Subscriber to the NAB Radio Code
Media Code 4 201 7710 7.00
St. Clair Broadcasting System, Box 606, Pell City, Alabama 35125. Phone 205-338-2238.

1. PERSONNEL
President—Pate L. Gossett, Sr.
General Manager—Fate L. Gossett.
Program Manager—Fred L. Kelley.

2. REPRESENTATIVES
Philadelphia, New York, Chicago—Continental Radio Sales.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15/2 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 25c, 26, 27, 28a, 28c, 29a, 29b, 30, 33a, 33b, 33c, 33d.
Contracts: 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 47b, 47c, 47d, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62b.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Radio Alabama Network and Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 12/28/67.

6. SPOT ANNOUNCEMENTS

1 x	2.50	2.60	1.55
26 x	2.25	312	1.45
52 x	1.95	520	1.35
104 x	1.80	1000	1.00
208 x		1.85	

7. PACKAGE PLANS

MONTHLY PLAN
(30 days)

10 ti	15 ti	30 ti	60 ti	90 ti	120 ti
2.50	2.25	2.00	1.75	1.50	1.25

WEEKLY PLAN
(7 days)

10 ti	15 ti	30 ti	60 ti
2.00	1.50	1.25	1.00

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	40.00	22.00	12.00	10.00	9.00
26 x	38.00	20.00	11.00	9.00	7.00
52 x	32.00	17.00	8.00	7.00	6.00
104 x	28.00	15.00	8.00	6.00	5.00
156 x	26.00	13.50	7.00	5.00	4.00
260 x	22.00	11.50	6.00	4.00	3.25
312 x	18.00	9.50	5.00	3.00	2.75

PHENIX CITY

Russell County—Map Location G-7

WPNX

Licensed as a Phenix City, Ala.—Columbus, Ga. station
See listing under Columbus, Ga.

PIEDMONT

Calhoun County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPID

1952
Subscriber to the NAB Radio Code
Media Code 4 201 7780 0.00
Terrance J. Gladden Enterprises, Box 223, Piedmont, Ala. 36272. Phone 205-447-2231.

1. PERSONNEL
Owner—Terrance J. Gladden.
Gen'l. Sta. & Sales Mgr.—Reeves Cook.

2. REPRESENTATIVES
Hal Walton & Company, Inc.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:00 am-sunset. CST.

4. AGENCY COMMISSION
15/0 net time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective
Rates received October 8, 1965.

6. SPOT ANNOUNCEMENTS
1 min 3.00

PRICHARD

Mobile County—Map Location R-10
See SRDS consumer market map and data at beginning of the State.

See Mobile

(including Prichard)

RAINSVILLE

De Kalb County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WWSM

1967
Subscriber to the NAB Radio Code
Media Code 4 201 7615 4.00
Sand Mountain Advertising Co., Inc., Box 161, Rainsville, Ala. 35988. Phone 205-638-2137.

1. PERSONNEL
Manager—Bill Huber.
Commercial Manager—Homer Monroe.
Program Director—Dan Kirtland.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 21c, 22b, 24c, 26, 28b, 28c.
Contracts: 40a, 42a, 43, 46, 47e, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 5/16/68—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

PER MO:	Open	10 ti	50+
1 min	2.50	2.00	1.50
30 sec	2.00	1.50	1.00

8. PROGRAM TIME RATES

PER MO:	5 min	1/4 hr	1/2 hr	1 hr
Ra	3.90	10.00	20.00	40.00

ROANOKE (1 AM; 1 FM)

Randolph County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WELR

1949
Subscriber to the NAB Radio Code
Media Code 4 201 7650 1.00
Earl E. Manning, Jr., 801 N. Main St., Roanoke, Ala. 36274.

1. PERSONNEL
Manager—Earl E. Manning, Jr.
News Director—Bernard Fuller.
Program Director—"Hooky" Young.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 4:00 a.m. to local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WELR-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 6a, 8.
Rate Protection: 10a, 11a, 15a, 15b.
Basic Rates: 21c, 24b, 25c, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 71a.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES
ET—Rec'd 6/27/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	25x	52x	156x	312x
	2.25	2.00	1.75	1.50	1.40

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	37.50	22.00	12.50	7.50	4.20

DISCOUNTS

13x—5%	52x—12%	156x—20%
26x—10%	104x—15%	260x—25%

WELR-FM

1968
Media Code 4 201 7851 9.00
Earl E. Manning, Jr., Box 709, N. Main St., Roanoke, Ala. 36274. Phone 205-863-4139.

1. PERSONNEL
Manager/Owner—Earl E. Manning, Jr.

3. FACILITIES
ERP 2,500 w. (horiz.), 1,250 w. (vert.); 85.3 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-6 am & local sunset-10 pm. For simulcast facilities see WELR.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
See WELR listing for coded regulations.

TIME RATES
Rates are identical to WELR. See that listing.

RUSSELLVILLE

Franklin County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WVWR

1949
Subscriber to the NAB Radio Code
Media Code 4 201 7920 2.00
Franklin Broadcasting, Inc., Box 518, Russellville, Ala. 35653. Phone 332-0214.

1. PERSONNEL
General Manager—Hal Kirby.
Program Director—Clay Terry.

2. REPRESENTATIVES
Harry J. Cannon Associates.

3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 25a, 29a.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b.
Affiliated with KBS.
Member: Tri-W Network and Southeastern Key Market Network.
The following rates apply to advertising on each station. Schedules are listed at WWVF, Fayette, WVWB, Jasper, and WVWV, Russellville, Alabama, to arrive at proper discount bracket. 30 announcements at all three stations would earn the ninety time rate.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/60—Rec'd 4/25/60.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.30	3.00	2.85	2.60	2.35	2.15	1.90
30 sec	2.20	2.00	1.75	1.70	1.55	1.40	1.25

6. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	104x	156x	260x	312x
1/2 hr	35.00	32.00	30.00	27.50	25.00	22.50	20.00	18.00
1/4 hr	21.50	20.00	18.75	17.50	16.60	15.50	12.50	11.25
10 min	13.15	12.00	11.25	10.30	9.40	8.45	7.50	6.55
5 min	9.85	9.00	8.45	7.75	7.05	6.35	5.65	5.10
10 min	6.80	6.00	5.65	5.15	4.70	4.25	3.75	3.30

SCOTTSBORO (2 AM)

Jackson County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WCRI

1950
Subscriber to the NAB Radio Code
Media Code 4 201 7990 5.00
Jackson County Broadcasting Service, Box 727, Scottsboro, Ala. 35768. Phone 574-1050.

1. PERSONNEL
General Manager—B. W. Kennamer.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4b, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Alabama Community Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/68—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

	7	6	5	4	3	2	1
days	days	days	days	days	days	days	days
52 wk	1.30	1.40	1.50	1.60	1.70	1.80	1.90
39 wk	1.40	1.50	1.60	1.70	1.80	1.90	2.00
26 wk	1.50	1.60	1.70	1.80	1.90	2.00	2.10
13 wk	1.60	1.70	1.80	1.90	2.00	2.10	2.20
4 wk	1.70	1.80	1.90	2.00	2.10	2.20	2.30
Open	1.80	1.90	2.00	2.10	2.20	2.30	2.40

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	25.00	23.50	21.70	20.05	18.40	16.75	15.00
1/2 hr	15.00	14.00	13.00	12.00	11.00	10.00	9.00
1/4 hr	10.00	9.50	8.70	8.05	7.40	6.75	6.00
10 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50
5 min	6.25	5.85	5.45	5.05	4.65	4.25	3.75

WROS

1952
Media Code 4 201 8000 2.00
Rose M. Kirby, 717 Scott St., Scottsboro, Ala. 35768. Phone 156.

1. PERSONNEL
Owner & Gen'l Mgr.—Rose M. Kirby.
Commercial Manager—Bill Prickett, Sr.

ALABAMA

SELMA (3 AM; 1 FM)

Dallas County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WAMA

(formerly WGWC)

1945

Subscriber to the NAB Radio Code
Media Code 4 201 8130 7.00
Vogel-Hendrix Corp., Box 305, Selma, Ala. 36701.
Phone 205-874-4608.

1. PERSONNEL
Manager—A. Dale Hendrix.
Program Director—George Swift, Jr.
Traffic—Jo Ann Pardue.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Southeastern—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5a.
Rate Protection: 10a, 11b, 13b, 14b, 15a.
Basic Rates: 21b, 21c, 24b, 24c, 25a, 26, 28c, 29a, 29b.

Contracts: 40a, 44b, 50.
Comb.; Cont. Discounts: 60d, 60g, 60i, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective February 25, 1960.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
1 hr.	4.00	156 times	3.20
13 times	3.80	156 times	3.00
26 times	3.60	260 times	2.80
52 times	3.40	312 times	2.60

8. PROGRAM TIME RATES		1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.	24.00	16.00	8.00	8.00	
13 times	38.00	22.80	15.20	7.60	
26 times	36.00	21.60	14.40	7.20	
52 times	34.00	20.40	13.60	6.80	
104 times	32.00	19.20	12.80	6.40	
156 times	30.00	18.00	12.00	6.00	
260 times	28.00	16.80	11.20	5.60	
312 times	26.00	15.60	10.40	5.20	

Any renewal contract for periods of 30 days or longer and 60 spots or more entitled to 10% discount if account paid in full, in advance.

WHBB

1955

Subscriber to the NAB Radio Code
Media Code 4 201 8200 8.00
Taiton Broadcasting Co., The People's Bank & Trust Co. Bldg., Selma, Ala. 36701. Phone 205-874-8296.

1. PERSONNEL
Pres. & Gen'l Mgr.—Julius E. Talton.
Station Manager—Dave Higdon.
Program Director—John Benz.

2. REPRESENTATIVES
Busby, Finch and Woods, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21c, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 30, 33b.

Contracts: 40a, 42b, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61a.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 82.

FM facilities: WTUN (FM).
Affiliated with KBSB.
Affiliated with American Information Network.

TIME RATES

Rates effective May 1, 1962.

6. SPOT ANNOUNCEMENTS		1 minute or less:	
1 time	3.40	156 times	2.72
13 times	3.23	260 times	2.55
26 times	3.06	312 times	2.38
52 times	2.89	624 times	2.21

8. PROGRAM TIME RATES		1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.	20.00	18.00	16.00		
1/4 hr.	12.00	10.00	9.00		
5 minutes	6.00	5.00	4.80		

WTQX

1955

Subscriber to the NAB Radio Code
Media Code 4 201 8270 1.00
WTQX Radio, 729 Dallas Ave., Selma, Ala. 36701.

1. PERSONNEL
General Manager—Samuel S. Everette, Jr.
Operations Manager—Dolores S. Everette.
Chief Engineer—James C. Rutledge.

2. REPRESENTATIVES
Harry Barkins, Inc.

3. FACILITIES
5,000 w. days; 1570 kc.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0; time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21c, 22a, 22b, 23a, 24b, 25b, 26, 28c, 29a, 30, 33b.
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48, 51c.

Comb.; Cont. Discounts: 60a, 60c, 60f, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES

ET 3/1/67—Rec'd 2/27/67.

6. SPOT ANNOUNCEMENTS		1x		2x		4x		8x		16x		260x	
1 min.	3.50	3.25	3.00	2.75	2.50	2.25							

8. PROGRAM TIME RATES		1x	2x	4x	8x	16x	260x
1/2 hr.	21.00	20.00	19.00	18.00	17.00	16.00	
1/4 hr.	12.75	12.00	11.25	10.50	9.75	9.00	
10 min.	10.25	9.50	8.75	8.00	7.25	6.50	
5 min.	7.50	7.00	6.50	6.00	5.50	5.00	

WTUN (FM)

1965



Media Code 4 201 8300 8.00
Taiton Broadcasting Co., The People's Bank & Trust Co. Bldg., Selma, Ala. 36701. Phone 205-874-8296.

1. PERSONNEL
Pres. & Gen'l Mgr.—Julius E. Talton.
Station Manager—Dave Higdon.
Program Director—Archibald Wade.

3. FACILITIES
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 123 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
See WHBB listing for coded regulations.
AM facilities: WHBB.
Affiliated with American FM Network.

TIME RATES

Rates are identical to WHBB. See that listing. May be combined for frequency discounts.

Any renewal contract for periods of 30 days or longer and 60 spots or more entitled to 10% discount if account paid in full, in advance.

5. GENERAL ADVERTISING See coded regulations
See WHBB listing for coded regulations.
AM facilities: WHBB.
Affiliated with American FM Network.

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AM facilities: WHBB.
Affiliated with American FM Network.

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Affiliated with American FM Network.

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See WHBB listing for coded regulations.
AM facilities: WHBB.
Affiliated with American FM Network.

6. SPOT ANNOUNCEMENTS
1 time 3.00 52 times 2.55
13 times 2.85 156 times 2.20
26 times 2.70 260 times 1.80

8. PROGRAM TIME RATES		1/2 hr.	1/4 hr.	5 min.
1 time	30.00	15.00	5.00	
13 times	25.00	12.50	3.75	
26 times	17.50	10.00	3.25	
52 times	12.50	6.25	3.00	
156 times	11.25	5.25	2.80	
260 times	10.00	5.00	2.40	

TALLADEGA (2 AM)

Talladega County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WEYY

1956



Media Code 4 201 8480 6.00
Talladega Broadcasting Co., Inc., Anniston Hwy., Talladega, Ala. 35160. Phone 205-362-9041.

1. PERSONNEL
General Manager—Jimmy E. Woodard.

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount. Net 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 25a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70c, 73a.
Affiliated with American Contemporary Network.

5. GENERAL ADVERTISING See coded regulations
See WHBB listing for coded regulations.
AM facilities: WHBB.
Affiliated with American FM Network.

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See WHBB listing for coded regulations.
AM facilities: WHBB.
Affiliated with American FM Network.

8. PROGRAM TIME RATES
1 hr. 1/2 hr. 1/4 hr. 5 min.
1 hr. 38.00 20.00 8.00 3.50
13 times 37.00 19.50 7.50 3.30
26 times 36.00 19.00 7.00 3.10
52 times 32.00 18.50 6.50 3.00
104 times 30.00 18.00 6.00 2.95
156 times 28.00 17.00 5.80 2.80
260 times 26.00 16.00 5.60 2.70
312 times 22.00 15.00 5.00 2.50

10. SPECIAL FEATURES	
Religious Programs—50% of 1-time rate.	

THOMASVILLE

Clarke County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WJDB

1958

Media Code 4 201 8690 0.00
WJDB Radio, Inc., Box 757, Thomasville, Ala. 36784.
Phone 205-336-4438.

1. PERSONNEL
Pres. & Gen'l Mgr.—Cecil Goodreau.

Tuscaloosa—WACT—Continued

6. SPOT ANNOUNCEMENTS

1 min.	1 min	20 sec	8 sec
28 ti	5.00	3.50	2.50
62 ti	4.75	3.25	2.30
104 ti	4.50	3.00	2.10
156 ti	4.25	2.75	1.90
280 ti	4.00	2.50	1.70
	3.75	2.25	1.50

7. PACKAGE PLANS

WEEKLY SATURATION RATES (ROS)

PER WK:	34	20 ti	64
10 ti	48	25 ti	75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
13x-5%	62x-15%	166x-30%		
26x-10%	104x-18%	260x-25%		

WJRD

Media Code 4 201 8900 3.00
Cooper Radio, Inc., Drawer 4, 2216-1/2 Broad St., Tuscaloosa, Ala. 35401. Phone 205-758-4464.

STATION'S PROGRAMMING DESCRIPTION
WJRD: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: network news every hour on hour, network features each half hour. Local and state news follows network at 8 am, noon & 5 pm. Sports profiles once hourly throughout day, plus network sports. MUSIC: middle-of-the-road, with some old standards featured from time to time. SPORTS: major college, professional football, high school football each season. Rec'd 2/28/69.

1. PERSONNEL
General Manager—Robert J. Martin.
Station Manager—Mrs. Jo Stephens.
Commercial Manager—Jean Phillips.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/10 of following month.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 23a, 30a, 44a, 5, 6a, 7b, 8.
Comb.: Cont. Discounts: 60a.
Contiguous rates only when time purchased is for same advertiser on programs only.
Affiliated with CBS.
Member: Radio Alabama Network.

6. SPOT ANNOUNCEMENTS
EM 2/1/69—Rec'd 2/28/69.

1 min.	1x	13x	26x	52x	104x	156x	260x	312x
30 sec.	8.00	7.00	7.20	6.80	6.40	6.00	5.60	5.20

8. PROGRAM TIME RATES

1 hr.	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00
1/2 hr.	36.00	34.20	32.40	30.60	28.80	27.00	25.20	23.40
1/4 hr.	24.00	22.80	21.60	20.40	19.20	18.00	16.80	15.60
5 min.	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80

WNPT

Subscriber to the NAB Radio Code
Media Code 4 201 8970 6.00
West Alabama Broadcasting Co., Inc., Box 487, Tuscaloosa, Ala. 35401. Phone 205-758-3311. TWX 7770.

STATION'S PROGRAMMING DESCRIPTION
WNPT: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: network on hour and half hour followed by 5 min state and local news. 5-7 am, middle-of-the-road music, farm, weather, sports news. 7-9 am, pop and middle-of-the-road music. 9-noon, happy house party, middle-of-the-road music, news, sports and weather. Noon news and commentary. Noon-3 pm, middle-of-the-road music, sports, news and weather. 3-6 pm, middle-of-the-road music, 10 min state, local and sports news. 6 pm-12M, middle-of-the-road music, news, sports and weather. Sat and Sun, middle-of-the-road music. SPORTS: live major college, professional and high school football each season. Sports news hourly weekends. Contact Representative for further details. Rec'd 7/2/69.

1. PERSONNEL
Pres. & Owner—Mrs. Ruth Harris.
Station Manager—Sam Minor, Jr.
Sales Manager—Don Sams.

2. REPRESENTATIVES
R. S. Crane Company, Inc.
New York, Chicago, San Francisco—Frederick W. Smith.

3. FACILITIES
5,000 w. days, 500 w. nights; 1280 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/10 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 44a, 44b, 46, 47a, 48.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prnd. Services: 81, 82.

6. SPOT ANNOUNCEMENTS
EM 8/10/69—Rec'd 8/11/69.

1 min.	1 min	15 sec	5.75
13 ti	6.75	208 ti	5.50
26 ti	6.50	280 ti	5.25
52 ti	6.25	312 ti	5.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	50.00	30.00	20.00
13 ti	48.00	29.00	19.00
20 ti	46.00	28.00	18.00
52 ti	44.00	27.00	17.00
104 ti	42.00	26.00	16.00
156 ti	40.00	25.00	15.00
280 ti	38.00	24.00	14.00
312 ti	36.00	23.00	13.00
	34.00	22.00	12.00

WTBC

1946

Subscriber to the NAB Radio Code
Media Code 4 201 9040 7.00
Tuscaloosa Broadcasting Co., Box 2149, 15th St. at Forest Lake, Tuscaloosa, Ala. 35401. Phone 205-758-5523.

1. PERSONNEL
Owner & Mgr.—Bert Bank.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/10 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 28b.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 73a.
FM facilities: WUOA (FM).
Affiliated with MBS and KBS.
Member: Southeastern Key Market Network.

6. SPOT ANNOUNCEMENTS
EM—Rec'd 7/14/69.

1 min.	1x	13x	26x	52x	150x	300x
30 sec.	5.00	4.75	4.50	4.25	4.00	3.75
	3.00	2.85	2.70	2.55	2.40	2.25

8. PROGRAM TIME RATES

1 hr.	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr.	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hr.	24.00	22.80	21.60	20.40	19.20	18.00
5 min.	10.00	9.50	9.00	8.50	8.00	7.50

10. SPECIAL FEATURES
Religious Programs—50% of 1x rate.
Political Programs—1.00 per min. in advance. 5.00 minimum.

WTUG

1958

Independent Negro
Media Code 4 201 9110 8.00
Tuscaloosa Broadcasting Co., Inc., Box 1896, Tuscaloosa, Ala. 35401. Phone 205-759-1204.

1. PERSONNEL
Vice-Pres. & Mgr.—U. J. Gilbert.

2. REPRESENTATIVES
Greener, Hilken, Sears.
Regional—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 790 kc.
Operating schedule: 4 am-local sunset. CST.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

6. SPOT ANNOUNCEMENTS
Rates effective October 1, 1958.
EM—Rec'd December 4, 1958.

1 min.	1 min	15 sec	4.50
13 ti	5.70	312 ti	4.20
26 ti	5.40	520 ti	3.90
52 ti	5.10	1040 ti	3.50

7. PACKAGE PLANS
WEEKLY PACKAGE PLANS

PER WK:	13 wk	26 wk	52 wk
6 ti	5.00	4.75	4.50
12 ti	4.75	4.50	4.25
24 ti	4.50	4.25	4.00
24 ti	4.25	4.00	3.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	60.00	36.00	24.00
13 ti	57.00	34.20	22.80
26 ti	54.00	32.40	21.60
52 ti	51.00	30.60	20.40
104 ti	48.00	28.80	19.20
280 ti	45.00	27.00	18.00
312 ti	42.00	25.20	16.80

WUOA (FM)

(formerly WTBC-FM)

Media Code 4 201 9145 4.00
Tuscaloosa Broadcasting Co., Box 2149, 15th St. at Forest Lake, Tuscaloosa, Ala. 35401. Phone 205-758-5523.

1. PERSONNEL
Manager—R. A. (Buddy) Hanson.
Program Director—Jack Garrett.

3. FACILITIES
ERP 17,500 w. (horiz.), 17,500 w. (vert.), 95.7 mc.
Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/10 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 5b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a.
Contracts: 40a, 46, 47a.
Prnd. Services: 82.
AM facilities: WTBC.
Affiliated with MBS and KBS.

TIME RATES

EM 7/1/69—Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS
1 min. ea. 2.00

8. PROGRAM TIME RATES

1 hr	45 min	1/2 hr	1/4 hr
26.50	20.50	14.00	7.50

10. SPECIAL FEATURES
2-min News, Sports, Weather, ea. 2.00
3-min News at :30, ea. 4.00

TUSCUMBIA

Colbert County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Florence-Sheffield
(including Tusculumbia-Muscle Shoals)

TUSKEGEE

Marion County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WABT

1952

Subscriber to the NAB Radio Code
Media Code 4 201 9180 1.00
Meco Broadcasting Co., Inc., Box 666, Union Springs Hwy., Tuskegee, Ala. 36083. Phone 205-727-2100.

STATION'S PROGRAMMING DESCRIPTION
WABT: Programmed for Negro and general adult audience.

MUSIC: general popular music 75%, gospel and spirituals; 25% 8-8:30 am & 12:15-1:15 pm gospel and spiritual blocks directed to farm and rural audience. Farm news programs at 6:30 am & 12:30 pm. NEWS: general 5 min on hour, 15 min at 7 am, noon & 4 pm. SPORTS: 7:30 am & 5 pm. Negro spiritual groups featured live Sun 8-10 am. Feature programs of general interest on half hour throughout week. Heavy emphasis on community activity, features and weather within all music programming. Contact Representative for further details. Rec'd 2/1/68.

1. PERSONNEL
Owner, Pres. & Nat'l Sales Mgr.—Madison Davis, Jr.
General Manager—Ed Hall.
Program Director—Julian Nichols.

2. REPRESENTATIVES
Regional—Bernard I. Ochs Co.

3. FACILITIES
500 w days; 580 kc. Non-directional.
Operating schedule: Sign-on 6 am.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 28c, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60e, 61a.
Cancellation: 70a, 70e, 71a, 72.

6. SPOT ANNOUNCEMENTS
EM—Rec'd 7/28/67.

1 min.	1 min	15 sec	2.90
28 x	3.80	824 x	2.60
52 x	3.60	936 x	2.30
104 x	3.40	1248 x	2.00
156 x	3.20		

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	40.00	25.00	15.00	11.00
13 ti	35.00	18.00	10.00	8.00
26 ti	30.00	16.00	9.00	7.25
52 ti	25.00	14.00	8.00	6.50
67 ti	20.00	12.00	7.00	5.75

VERNON
Lamar County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WWSA

1956

Media Code 4 201 9250 2.00
Lamar County Broadcasting Co., Box 525, Vernon, Ala. 35592. Phone 205-695-9191.

1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—H. D. Thompson.
Sales Manager—Gene Sisk.
Program Director—Inous Sisk.

3. FACILITIES
1,000 w.; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station; payable 10th of month.

5. GENERAL RATE POLICY
Affiliated with KBS.

TIME RATES
EM—Rec'd 2/13/67.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	2.00	1.75	1.65	1.50	1.25	1.00

8. PROGRAM TIME RATES

PER MO:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 hr.	30.00	27.00	25.00	22.50	20.00	15.00
1/2 hr.	18.00	15.00	14.00	11.00	9.00	8.00
1/4 hr.	7.00	6.50	6.00	5.50	5.00	4.50
5 min.	5.00	4.50	4.00	3.50	3.00	2.50

ALABAMA

WETUMPKA

Elmore County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WETU

Media Code 4 201 9320 3.00
Elmore Service Corp., Box 60, Wetumpka, Ala. 205-587-4351.

Montgomery—1005 Rosedale Dr., Montgomery, Ala. 36102. Phone 205-587-4351.

1. PERSONNEL
President—Lem Coley
Manager—Bob McKinnon.

2. REPRESENTATIVES
Hal Walton & Company, Inc.

3. FACILITIES
5,000 w. days; 1250 kc. Non-directional.
Operating schedule: 4:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 4b, 4d.
Basic Rates: 23a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70c.
Affiliated with KBS and NAS Radio Networks.
Member: Radio Alabama Network.

TIME RATES
Rates effective October 2, 1954.
Rates received October 18, 1954.
Rev. (1 hr. & 1/2 hr rates) rec'd August 21, 1961.

6. SPOT ANNOUNCEMENTS

1 min.	1 ti	26 ti	52 ti	104 ti	156 ti	260 ti
30 seconds	4.00	3.00	3.80	3.70	3.60	3.50
	4.00	3.80	3.60	3.40	3.20	2.80

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGE PLAN

Per week:	1 min.	30 sec.	1 min.	30 sec.
5 times	20.00	15.00	20 times	65.00
10 times	37.50	25.00	30 times	90.00
15 times	52.50	35.00		
10 seconds, each, day				2.00

8. PROGRAM TIME RATES

1 hour	1 ti	26 ti	52 ti	104 ti	156 ti	260 ti</
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ALASKA

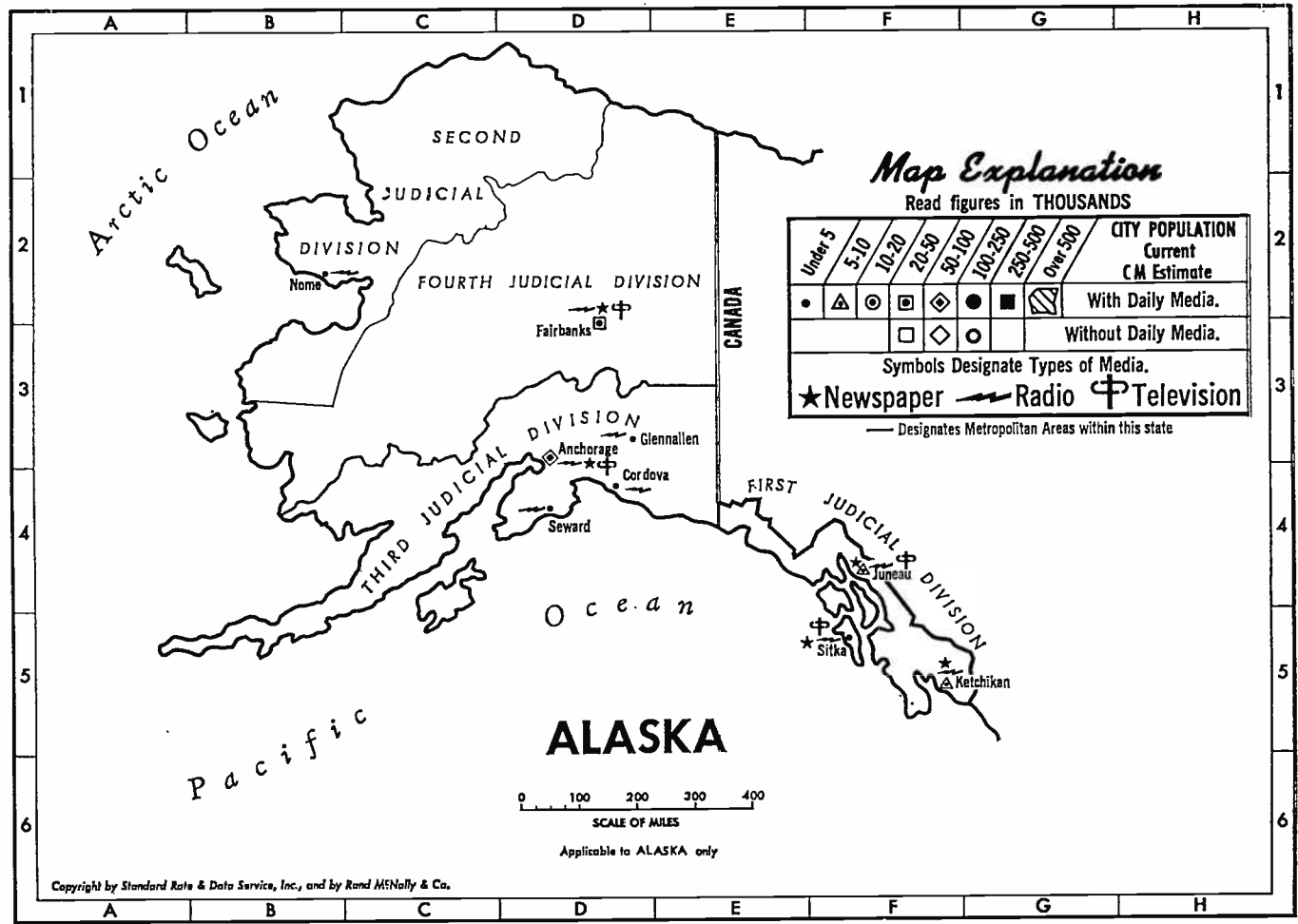
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL 8,500 Anchorage 2,400
METRO AREAS Total Metros 2,400



State, Judicial Division, City, Metro Area Data

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

CITIES AND JUDICIAL DIVISIONS — This list shows judicial divisions in which cities are located. Cities are first, judicial divisions next.

ESTIMATES FOR:	POPULATION		CONSUMER SPENDABLE INCOME—1968					TOTAL RETAIL SALES		RETAIL SALES—1968							PASSENGER CARS	FARM POPULATION	GROSS FARM INCOME		
	1/1/69	1/1/69	PER HOUSEHOLD	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	PER HOUSEHOLD	FOOD	DRUG	GENERAL MISC.	APPAREL	HOME FURN.	AUTOMOTIVE	SERVICE				1/1/69	1/1/69
ALASKA STATE TOTALS	279.6	71.06	932,655	13,125	20.5	17.5	14.1	15.0	9.0	368,716	5,189	82,706	16,074	51,163	14,863	10,975	63,561	19,922	78.23	-----	-----
FIRST F-4	43.3	12.35	157,455	12,749	7.5	20.0	13.7	25.6	28.2	65,588	5,311	18,356	3,421	9,364	4,361	2,137	6,930	1,936	10.15	-----	-----
Juneau	6.2	2.10	36,714	17,483	-----	-----	-----	-----	-----	18,236	8,684	6,233	1,018	541	1,816	1,449	2,137	234	-----	-----	-----
SECOND C-2	18.2	3.26	27,565	8,456	17.4	18.7	11.3	9.5	6.6	9,136	2,802	2,445	207	6,247	248	46	241	-----	23	-----	-----
THIRD C-4	149.9	38.70	529,316	13,677	9.7	18.3	14.3	23.8	31.3	217,662	5,624	42,102	9,154	25,404	6,664	6,314	43,310	13,171	53.37	-----	-----
Anchorage	46.1	13.97	297,617	21,304	-----	-----	-----	-----	-----	122,042	8,736	31,066	7,011	12,821	5,413	5,561	38,337	7,314	-----	-----	-----
Anchorage Metro Area	149.9	38.70	529,316	13,677	9.7	18.3	14.3	23.8	31.3	217,662	5,624	42,102	9,154	25,404	6,664	6,314	43,310	13,171	53.37	-----	-----
FOURTH D-2	68.2	16.75	218,319	13,034	10.8	17.5	14.5	23.3	28.2	76,330	4,557	19,803	3,292	10,148	3,590	2,478	13,080	4,815	14.48	-----	-----

ALASKA

See SRDS consumer market map and data at beginning of the State.

THIS STATE DOES NOT OBSERVE DAYLIGHT SAVING TIME.

STATE NETWORKS

Alaska Broadcasting System

- Comprised of:
- KBVR—Anchorage
 - KFRB—Fairbanks
 - KTNQ—Juneau
 - Media Code 4 202 0500 7.00
 - Business Office—Alaska Radio-TV Sales, 516 Security Bldg., Seattle, Wash. 98101.
1. PERSONNEL
Pres. & Gen'l Mgr.—A. G. Hiebert.
General Manager—Leonard J. Hansen.
Traffic Manager—Alma Wilson.
2. REPRESENTATIVES
Adam Young Radio, Inc.
Seattle, Portland—Alaska Radio-TV Sales.
4. AGENCY COMMISSION
15% on net time charges. No cash discounts.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 15b. Basic Rates: 23a, 24b, 25a, 26, 28a, 29a. Contracts: 40a, 45, 46, 47a. Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b. Cancellation: 70a, 70c, 71b, 73a. Affiliated with CBS. Combinations of stations, less than full network, may be purchased as a unit, subject to availabilities.

TIME RATES

No. 3 EM 7/1/67—Rec'd 7/5/67.

SIX-STATION GROUP

- 6-Station rate applies only when equal number of spots or programs are placed on each station. In determining frequency discount, each broadcast on all 6 stations counts as 1 broadcast.

6. SPOT ANNOUNCEMENTS

	1x	13x	25x	52x	104x	156x	260x
1 min.	39	37	34	32	29	26	24
30 sec.	33	31	28	26	23	20	18

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	20 tl	25 tl
1 min.	29	26	24	21
30 sec.	23	20	18	15

May not be combined with other services to obtain additional discounts.

8. PROGRAM TIME RATES

	1x	13x	25x	52x	104x	156x	260x
1 hr.	277	255	246	231	217	208	193
1/2 hr.	150	152	140	131	123	114	103
1/4 hr.	101	95	88	80	75	69	62
5 min.	65	55	50	45	40	34	29

Midnight Sun Broadcasters, Inc.

Comprised of:

KENI—Anchorage KTKN—Ketchikan
KFAR—Fairbanks KINY—Juneau

Media Code 4 202 1000 7.00
Midnight Sun Broadcasters, Inc., Box 1160, Anchorage, Alaska 99501. Phone 272-7481.
Other studio: 60 W. 46th St., New York 36, N. Y. Circle 6-4084.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alvin O. B-amstedt.
Vice-President—Don Andon.
Vice-President—R. D. Jensen.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—Del-Day, Incorporated.

4. AGENCY COMMISSION
15% on net time charges; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26.

28a, 29a.

Contracts: 40a, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with NBC and MBS.

TIME RATES

No. 6-A EM 7/1/67—Rec'd 5/9/67.

6. SPOT ANNOUNCEMENTS

- COMBINATION RATES
Combination rates apply only when identical schedules are placed. In estimating frequency rates, a program on both and/or all 4 stations counts as one broadcast.

KENI, KFAR (2 station combination)

	1 min	30 sec	1 min	30 sec
1 tl.	21.00	15.00	104 tl.	17.00
13 tl.	20.00	14.00	156 tl.	16.00
28 tl.	19.00	13.00	260 tl.	15.00
52 tl.	18.00	12.00	-----	-----

KINY, KTKN (2 station combination)

	1 min	30 sec	1 min	30 sec
1 tl.	14.00	9.00	104 tl.	11.00
13 tl.	13.50	8.50	156 tl.	10.00
28 tl.	13.00	8.00	260 tl.	9.00
52 tl.	12.00	7.50	-----	-----

KENI, KFAR, KINY, KTKN (4 station combination)

	1 min	30 sec	1 min	30 sec
1 tl.	37.00	24.00	104 tl.	28.00
13 tl.	33.50	22.50	156 tl.	26.00
28 tl.	32.00	21.00	260 tl.	24.00
52 tl.	30.00	19.50	-----	-----

7. PACKAGE PLANS

PER WK:	12 tl	20 tl	12 tl	20 tl
KENI	7.00	6.50	5.00	4.50
KFAR	6.00	5.50	4.00	3.75
KINY	4.00	3.50	3.00	2.50
KTKN	4.00	3.50	3.00	2.50

Spot Packages may not be combined with other services to gain additional discounts.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 tl.	138.	84.	54.	34.
13 tl.	130.	80.	52.	32.
28 tl.	124.	75.	50.	30.
52 tl.	115.	72.	48.	28.
104 tl.	110.	68.	45.	26.
156 tl.	105.	65.	43.	24.
260 tl.	100.	62.	40.	23.

(This listing continued on next page)

Night Sun Broadcasters, Inc.—Continued

Table with columns for station (KINY, KTKN), time slots (1 hr, 1/2 hr, 1/4 hr, 5 min), and rates. Includes 'SPECIAL FEATURES' and 'NEWSCAST SERVICE CHARGE'.

ANCHORAGE (5 AM; 3 FM) KAMU (FM)

Table for KAMU (FM) with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 10 min) and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

KBYR 1948 RAB

Table for KBYR with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

Table for KBYR with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

KENI 1948 RAB

Table for KENI with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

5. GENERAL ADVERTISING See coded regulations. General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b.

Table for KHFQ with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

Table for KHFQ with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

Table for KHFQ with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

Table for KHFQ with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

Table for KHFQ with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

Table for KHAR with columns for time slots and rates.

KHAR KHAR-FM 1961 RAB 1966

Media Code 4 202 3500 4.00. Bourdough Broadcasters, Inc., Pouch No. 7-016, 39th & Seward Hwy., Anchorage, Alaska 99501. Phone 272-8591.

STATION'S PROGRAMMING DESCRIPTION. KHAR: Programmed for adults and young adults. NEWS: headlines hourly, 15 min newscasts at 7 & 8 am, noon & 6 pm, 5 mobile units.

PERSONNEL. Pres. & Prog. Dir.—Patricia Harpel. Gen'l & Sales Mgr.—William B. Allen.

Table for KHAR with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

Table for KHAR with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

Table for KHAR with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

KNIK (FM) 1960 NAB

Table for KNIK (FM) with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

5. GENERAL ADVERTISING See coded regulations. General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.

Table for KHYR with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

Table for KHYR with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

Table for KHYR with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

KYAK 1967 HR

Media Code 4 202 4250 5.00. KYAK, Big Country Radio, Inc., Box 2480, 428 4th Ave., Anchorage, Alaska 99501. Phone 279-3494.

Table for KYAK with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

Table for KYAK with columns for time slots and rates. Includes 'SPOT ANNOUNCEMENTS' and 'PROGRAM TIME RATES'.

CORDOVA KLAM 1954

Table for KLAM with columns for time slots and rates. Includes 'PERSONNEL', 'FACILITIES', and 'AGENCY COMMISSION'.

ALASKA

Cordova—K L A M—Continued

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 28b.
Contracts: 40a, 42a, 44a, 46a, 48a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 73a.
Affiliated with CBS.

Member: Alaska Broadcasting System.

TIME RATES
No. 3 ET 7/1/87—Rec'd 7/5/87.

6. SPOT ANNOUNCEMENTS

1x	15x	25x	52x	104x	156x	260x
1 min 8.50	8.00	5.50	5.00	4.50	4.00	3.50
30 sec 5.50	5.00	4.50	4.00	3.50	3.00	2.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00

May not be combined with other services to obtain additional discounts.

8. PROGRAM TIME RATES

1x	15x	25x	52x	104x	156x	260x
1 hr	40	38	36	34	33	32
1/2 hr	23	22	21	20	19	18
1/4 hr	15	14	13	12	11	10
5 min	11	9	8	7	6	5

FAIRBANKS (2 AM)

KFRB

Media Code 4 202 5000 9.00
Midnight Sun Broadcasters, Inc., Lathrop Bldg., Fairbanks, Alaska 99701.

1. PERSONNEL
President—A. O. Bramstedt.
Station Manager—Donald G. Andon.

2. REPRESENTATIVES
New York—James C. Fletcher.
Pacific Coast—Del-Day, Incorporated.

3. FACILITIES
10,000 w.; 800 kc. Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.

Member: Midnight Sun Broadcasters, Inc.

TIME RATES
No. 6-A ET 7/1/87—Rec'd 9/1/87.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min	30 sec
13 ti	10.00	7.00
1 ti	9.50	6.50
28 ti	9.00	6.00
52 ti	8.50	5.50

7. PACKAGE PLANS

PER WK:	1 min 30 sec	1 min	30 sec
12 ti	6.00	4.00	2.00
20 ti	5.00	3.50	2.00

Spot packages may not be combined with other services to gain additional discounts.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 ti	66.00	40.00	28.00
28 ti	63.00	38.00	25.00
52 ti	60.00	35.00	23.00
104 ti	58.00	33.00	22.00
156 ti	56.00	31.00	21.00
260 ti	54.00	30.00	20.00

KFRB

1948



Media Code 4 202 5500 2.00
Northern Television, Inc., Box 950, Fairbanks, Alaska, 99711. Phone 452-5121.

1. PERSONNEL
President—A. G. Hiebert.
General Manager—Theodore Lebn.
Operations Manager—Bob Hamme.

2. REPRESENTATIVES
Adam Young-VTM, Inc.
Seattle, Portland—Alaska Radio-TV Sales.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES
10,000 w.; 900 kc. Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.

Comb.: Cont. Discounts: 60b, 60k, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.

Member: Alaska Broadcasting System.

TIME RATES
No. 3 ET 7/1/87—Rec'd 7/5/87.

6. SPOT ANNOUNCEMENTS

1x	15x	25x	52x	104x	156x	260x
1 min 8.50	8.00	7.50	7.00	6.50	6.00	5.50
30 sec 7.00	6.50	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00

May not be combined with other services to obtain additional discounts.

8. PROGRAM TIME RATES

1x	15x	25x	52x	104x	156x	260x
1 hr	40	38	36	34	33	32
1/2 hr	23	22	21	20	19	18
1/4 hr	15	14	13	12	11	10
5 min	14	12	11	10	9	8

GLENNALLEN

KCAM

Media Code 4 202 6000 2.00
Central Alaskan Missions, Inc., Box 125, Glennallen, Alaska 99588. Phone 822-3306.

1. PERSONNEL
Station Manager—Chit Miller.

3. FACILITIES
5,000 w.; 790 kc. Non-directional.
Operating schedule: 8 am-11 pm, AST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21c, 22a, 24b, 31, 33a.
Contracts: 4a, 45.

Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70e, 71b, 73a.
Member: Alaska Broadcasting System.

TIME RATES
No. 1 ET 3/16/84—Rec'd 4/24/87.

7. PACKAGE PLANS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	2.50	2.30	2.10	2.00	1.90
2 ti	2.40	2.20	2.00	1.90	1.75
3 ti	2.35	2.15	1.95	1.80	1.65
4 ti	2.30	2.10	1.90	1.75	1.60
5 ti	2.25	2.05	1.85	1.70	1.50
6 ti	2.20	2.00	1.80	1.65	1.40
12 ti	2.15	1.90	1.65	1.40	1.30
18 ti	2.05	1.85	1.55	1.35	1.20
24 ti	2.00	1.80	1.40	1.30	1.10
30 ti	1.95	1.75	1.35	1.25	1.00

8. PROGRAM TIME RATES

1x	15x	1/2 hr	1/4 hr	10 min	5 min
13 ti	20.00	12.00	8.00	6.50	5.00
28 ti	18.00	10.80	7.20	5.90	4.50
52 ti	17.00	10.20	6.80	5.60	4.25
104 ti	16.00	9.60	6.40	5.30	4.00
156 ti	15.00	9.00	6.00	5.00	3.75
168 ti	14.00	8.40	5.60	4.70	3.50
260 ti	13.00	7.80	5.20	4.40	3.25
312 ti	12.00	7.20	4.80	4.10	3.00

10. SPECIAL FEATURES
Time Signals—50% of above rates.

JUNEAU (2 AM)

KINY

Media Code 4 202 6500 1.00
Midnight Sun Broadcasters, Inc., 231 S. Franklin, Juneau, Alaska 99801. Phone 588-1800.

1. PERSONNEL
President—A. Bramstedt.
Station Manager—Bill Walley.
Program Director—Dennis Egan.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—William L. Simpson & Associates Company.

3. FACILITIES
5,000 w.; 800 kc. Non-directional.
Operating schedule: 6:00 a.m. to midnight.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
TV facilities: KINY-TV.

Member: Midnight Sun Broadcasters, Inc.

TIME RATES
Annls. & Prog. No. 6 ET 7/1/85—Rec'd 2/6/88.
Packages No. 6-A ET 7/1/87—Rec'd 2/6/88.

6. SPOT ANNOUNCEMENTS

1x	15x	25x	52x	104x	156x	260x
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75

7. PACKAGE PLANS

PER WK, EA:	1 min 30 sec	1 min	30 sec
12 ti	4.00	3.00	2.00
20 ti	3.50	2.50	1.50

8. PROGRAM TIME RATES

1x	15x	25x	52x	104x	156x	260x
1 hr	50.00	48.00	46.00	45.00	42.00	38.00
1/2 hr	32.00	30.00	28.00	27.00	25.00	22.00
1/4 hr	19.00	18.00	17.00	16.00	15.00	14.00
5 min	12.00	11.00	10.00	9.50	8.50	7.50

KJNO

Media Code 4 202 7000 1.00
Sitka Broadcasting Co., Inc., Box 209, 127 N. Franklin St., Juneau, Alaska 99801. Phone 586-3630.

1. PERSONNEL
President—Roy Paschal.
Station Manager—Neil Phelps-Munson.

2. REPRESENTATIVES
Adam Young-VTM, Inc.
Seattle, Portland—Alaska Radio-TV Sales.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES
1,000 w. days, 500 w. nights; 630 kc. Non-directional.
Operating schedule: 18 hours daily.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL RATE POLICY
Affiliated with CBS Radio Network.
Member: Alaska Broadcasting System.

TIME RATES
No. 3 ET 7/1/87—Rec'd 7/5/87.

6. SPOT ANNOUNCEMENTS

1x	15x	25x	52x	104x	156x	260x
1 min 7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec 6.50	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00

May not be combined with other services to obtain additional discounts.

8. PROGRAM TIME RATES

1x	15x	25x	52x	104x	156x	260x
1 hr	50	45	43	42	39	37
1/2 hr	29	27	25	24	22	20
1/4 hr	18	17	16	15	14	13
5 min	13	11	10	9	8	7

KETCHIKAN

KTKN

Media Code 4 202 7500 0.00
Midnight Sun Broadcasters, Inc., Box 2347, Ketchikan, Alaska 99901. Phone 225-2191.

1. PERSONNEL
President—A. O. Bramstedt.
Station Manager—R. D. "Chuck" Jensen.

2. REPRESENTATIVES
New York—James C. Fletcher.
Pacific Coast—William L. Simpson Associates Company.

3. FACILITIES
5,000 w.; 930 kc. Non-directional.
Operating schedule: 6:00 am-midnight.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.

Member: Midnight Sun Broadcasters, Inc.

TIME RATES
Rates effective June 1, 1983. (Card No. 5.)
Card received April 26, 1983.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min	30 sec
13 ti	8.00	5.00
28 ti	7.50	4.75
52 ti	7.00	4.50
104 ti	6.50	4.25

7. PACKAGE PLANS

PER WEEK:	1 min 30 sec	1 min	30 sec
12 spots, per spot	4.00	3.00	2.00
20 spots, per spot	3.50	2.50	1.50

NOTE: Spot Packages may not be combined with other services to gain additional discounts.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 ti	50.00	32.00	19.00
28 ti	48.00	30.00	18.00
52 ti	46.00	28.00	17.00
104 ti	45.00	27.00	16.00
156 ti	42.00	25.00	15.00
260 ti	40.00	23.00	14.00
312 ti	38.00	22.00	13.00

NOME

KICY

Media Code 4 202 8000 0.00
Arctic Broadcasting Ass'n., Box 820, Nome, Alaska 99762. Phone 443-2213.

1. PERSONNEL
Station Manager—Ralph V. Fond

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

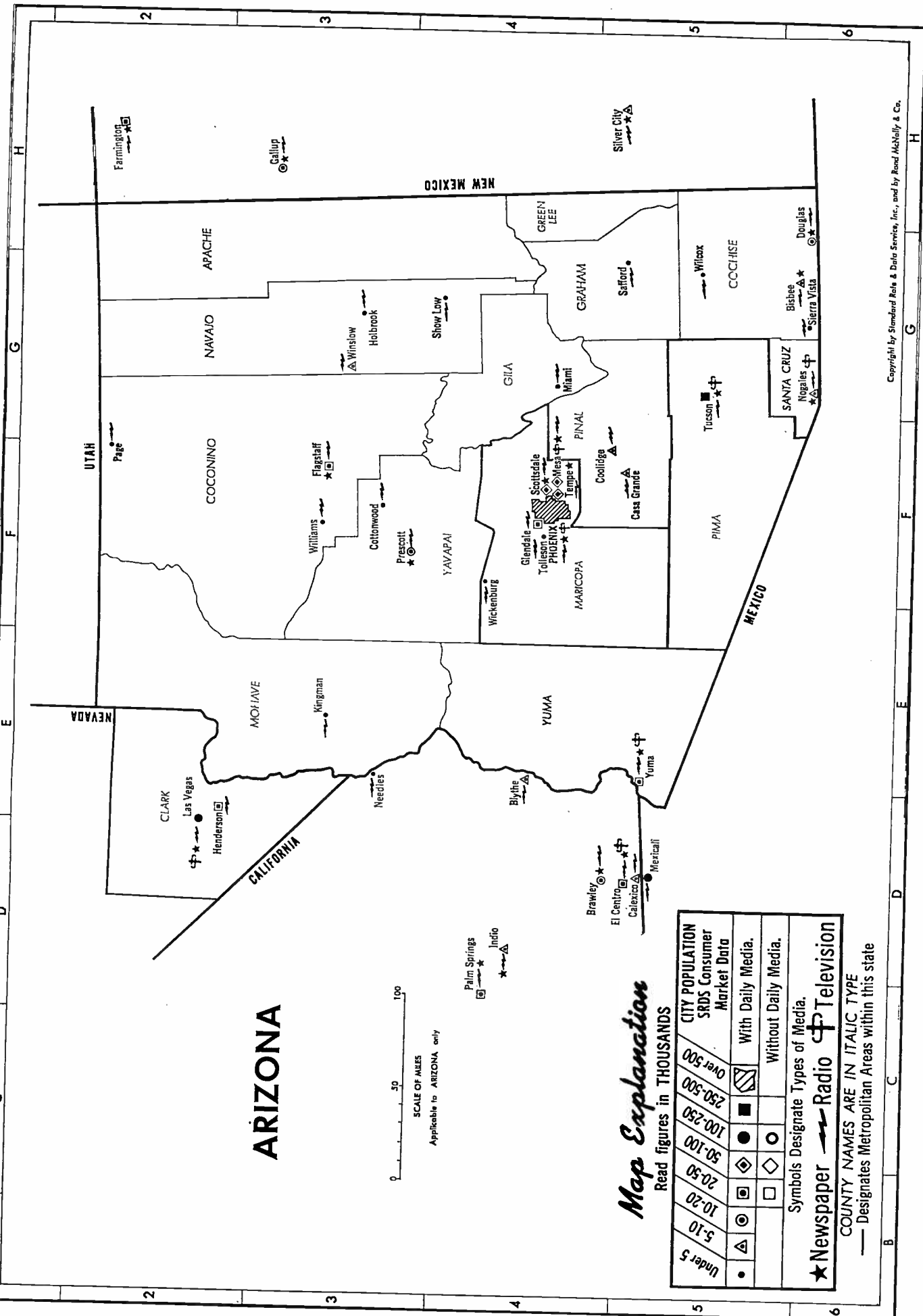
(January 1, 1969)

STATE TOTAL	58,900	Tucson	11,300
METRO AREAS		Total Metros	47,200
Phoenix	35,900		

Spanish Population Data

(July 1, 1969)

METRO AREAS		Greenlee	6,700
Phoenix	131,200	Maricopa	131,200
Tucson	118,900	Navajo	3,400
Total Metros	250,100	Pima	118,900
COUNTIES		Pinal	29,900
Cochise	18,400	Santa Cruz	11,800
Coconino	5,800	Yuma	15,200
Gila	7,700	Total Counties	349,000



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ARIZONA

SCALE OF MILES
Applicable to ARIZONA only

Map Explanation

Read figures in THOUSANDS

CITY POPULATION	With Daily Media.
SRDS Consumer Market Data	Without Daily Media.
Over 500	With Daily Media.
250-500	Without Daily Media.
100-250	With Daily Media.
50-100	Without Daily Media.
20-50	With Daily Media.
10-20	Without Daily Media.
5-10	With Daily Media.
Under 5	Without Daily Media.

Symbols Designate Types of Media.
★ Newspaper — Radio ☎ Television

COUNTY NAMES ARE IN ITALIC TYPE
— Designates Metropolitan Areas within this state

IF You Don't speak **SPANISH** ... Count on **US!**

KIFN
Phoenix, Arizona

WHY?

... because over 250,000* Southern Arizonans "hablan espanol" ... and we talk to them everyday! a sizeable market not even potential with the 28 other AM and FM stations "who don't speak the language".

*248,000 SPANISH SURNAMES IN PHOENIX METRO. 290,814 IN TOTAL MARKET.

8,000,000 yearly border crossings at Nogales, Sonora, deliver an additional market.

The Tichenor Group
GREAT 3 STATIONS
KUNO KIFN KGBI
Casper Christi Havilahas

KIFN

960 KC 1,000 WATTS
Contact SR. Willie Harris, V.P.
602/253-6155
P. O. Drawer 20644, Phoenix, Ariz. 85036
or SAVALLI/GATES, INC.

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Flagstaff—Coconino	Glendale—Maricopa	Mesa—Maricopa	Phoenix—Maricopa	Scottsdale—Maricopa	Tempe—Maricopa	Tucson—Pima	Yuma—Yuma														
ESTIMATES FOR:																					
STATE																					
COUNTY—Map Loc.	Population	Households	Consumer Spendable Income—1968					Total Retail Sales—					Retail Sales—1968					Passenger Cars	Popu-lation	Gross Farm	
City	1/1/69	1/1/69	Per Household	% Distribution of Families					Per Household	By Selected Store Types					1/1/69	1/1/69	Income				
Metropolitan Area	(000)	(000)	(\$000)	4999	7999	9999	14999	15000 and over	(\$000)	Food (\$000)	Drug (\$000)	General Mide. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	(000)	(000)	(\$000)		
ARIZONA STATE TOTALS	1,683.0	489.29	4,221,796	8,628	15.9	23.5	16.1	20.1	16.6	2,736,584	5,593	570,023	119,228	356,084	112,744	110,338	576,429	252,187	717.16	55.6	594,408
APACHE G-2	40.4	8.13	40,578	4,991	20.8	19.6	11.3	8.8	5.2	18,644	2,293	2,922	242	4,903	207	123	3,343	4,016	4.06	5.5	7,464
COCHISE G-5†	57.6	16.54	166,400	10,060	12.9	11.1	19.9	27.0	26.2	70,095	4,238	20,241	2,859	3,804	3,117	1,784	10,731	9,128	23.76	2.9	24,706
COCONINO F-2†	54.6	14.10	99,066	7,026	17.5	25.6	15.5	17.7	11.7	81,887	5,808	16,524	1,665	8,428	4,911	1,924	14,390	12,726	15.33	4.7	4,319
Flagstaff	27.3	7.30	46,730	6,401	17.7	23.1	15.7	21.0	16.5	52,787	7,231	10,678	982	3,934	1,299	1,743	12,467	7,523	10.60	3	3,482
GILA G-4	27.9	8.12	71,472	8,802	20.5	23.6	13.9	16.8	12.6	35,740	4,401	8,361	1,469	6,608	751	1,639	5,886	4,359	5.42	2.1	19,833
GRAHAM G-4	16.8	4.54	35,233	7,761	18.0	24.5	16.8	24.2	16.4	20,330	4,478	3,811	583	2,150	1,001	1,308	3,272	2,261	3.92	5	2,712
GREENLEE H-4	11.0	3.01	33,561	11,150	15.0	23.4	16.4	20.8	17.4	12,934	4,297	5,191	502	1,189	214	637	3,079	1,249	4.19	17.5	292,660
MARICOPA F-4†	894.4	266.22	2,354,596	8,845	15.9	23.4	16.4	20.8	17.4	1,590,348	5,974	322,954	70,198	226,307	59,548	67,879	358,225	126,004	419.95	5.5	1,025
Glendale	35.6	10.22	74,405	7,280	15.9	23.4	16.4	20.8	17.4	67,159	6,571	11,004	813	2,824	1,056	668	1,056	7,775	3.96	5.5	1,025
Mesa	58.4	16.96	140,833	8,304	15.9	23.4	16.4	20.8	17.4	156,732	9,241	22,823	4,999	10,014	4,451	5,769	17,295	8,680	5.5	5.5	1,025
Phoenix	521.6	161.05	1,558,903	9,680	15.9	23.4	16.4	20.8	17.4	1,145,725	7,114	231,315	52,699	201,238	42,897	57,190	234,902	83,972	419.95	5.5	1,025
Phoenix Metro Area	894.4	266.22	2,354,596	8,845	15.9	23.4	16.4	20.8	17.4	1,590,348	5,974	322,954	70,198	226,307	59,548	67,879	358,225	126,004	419.95	5.5	1,025
Scottsdale	70.2	21.27	160,913	7,565	15.9	23.4	16.4	20.8	17.4	116,415	5,473	28,494	5,996	9,586	11,295	2,186	13,240	10,625	5.5	5.5	1,025
Tempe	54.7	14.80	115,212	7,785	15.9	23.4	16.4	20.8	17.4	51,887	3,506	11,561	3,702	4,543	1,231	1,395	8,440	5,701	5.5	5.5	1,025
MOHAVE E-2	16.6	5.64	36,112	6,403	25.2	28.8	13.3	11.8	5.0	40,959	7,262	4,482	807	7,824	207	1,267	5,643	12,064	8.02	3	3,249
NAVAJO G-2	49.4	11.58	77,739	6,713	17.3	19.7	13.9	16.8	11.9	46,097	3,981	9,422	1,483	6,734	931	747	6,985	7,542	9.10	4.0	7,237
PIMA F-5†	339.9	101.85	879,725	8,637	17.0	25.9	15.6	19.3	16.0	547,996	5,380	115,120	29,312	67,387	27,699	26,466	119,776	41,876	150.69	3.2	30,164
Tucson	257.9	78.76	722,650	9,175	17.0	25.9	15.6	19.3	16.0	506,127	6,426	101,755	28,510	66,018	27,449	25,774	114,725	35,535	150.69	3.2	30,164
Tucson Metro Area	339.9	101.85	879,725	8,637	17.0	25.9	15.6	19.3	16.0	547,996	5,380	115,120	29,312	67,387	27,699	26,466	119,776	41,876	150.69	3.2	30,164
PINAL F-5	64.9	16.76	159,950	9,544	14.5	14.9	13.9	25.6	24.4	73,521	4,387	16,716	2,343	3,497	2,447	1,561	12,926	8,260	19.70	7.8	97,415
SANTA CRUZ G-6	14.2	3.96	29,878	7,545	20.9	22.0	13.9	16.0	11.7	39,344	9,935	10,126	1,679	7,154	8,400	1,117	3,056	2,597	6.09	8	5,568
YAVAPAI F-3	34.6	11.77	93,177	7,916	19.1	23.4	16.7	17.8	12.9	47,402	4,027	10,772	2,222	3,589	1,492	940	6,934	6,612	14.71	2.1	11,075
YUMA E-4†	60.7	17.07	144,309	8,454	17.2	26.4	14.5	19.4	16.0	111,287	6,519	23,381	3,864	6,510	5,239	2,946	21,183	13,493	25.81	3.9	84,524
Yuma	33.9	10.20	79,610	7,805	17.2	26.4	14.5	19.4	16.0	80,303	7,873	14,994	3,784	5,738	4,270	2,518	18,999	8,731	25.81	3.9	84,524

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

ARIZONA

See SRDS consumer market map and data at beginning of the State.

THIS STATE DOES NOT OBSERVE DAYLIGHT SAVING TIME.

STATE NETWORKS

Arizona Broadcasting System

NBC Radio Network

Comprised of

- KTAR—Phoenix
- KCEO, KCEE—FM—Tucson
- KCLS—Flagstaff
- KYUM—Yuma
- KYCA—Prescott
- KAAA—Kingman
- Media Code 4 203 0300 0.00

NOTE: Address correspondence to KTAR or Arizona Broadcasting System, Box 711, 1101 N. Central Ave., Phoenix, Ariz. 85001, Phone 802-258-7333. TWX 802-255-0465.

1. PERSONNEL

Manager—George Guyan.

Operations Manager—Jack Kelly.

2. REPRESENTATIVES

Avery-Knodel, Inc.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14b.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 25a, 28a, 29a, 30.

Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60b, 60c, 60e, 61c, 62b.

Cancellation: 70a, 70e, 71a, 73a.

Prod. Services: 80, 81, 82.

Affiliated with NBC Radio Network.

Network programs may originate from either Phoenix, Tucson or Yuma.

For other combination rates see National Broadcasting Company (Arizona Group—Pacific Coast Network).

TIME RATES

No. 12 ER 6/1/69—Rec'd 5/12/69.

A—Mon thru Sat 8-9 am; Mon thru Fri 4-7 pm.

B—Mon thru Sat 9 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.

C—All other times.

7. PACKAGE PLANS

CLASS A

2-STATION COMBINATION

PER WK, 1 MIN:

KTAR 18.00 18.50 15.00 13.50

KCEE 10.00 9.00 8.00 7.00

KYUM/KCLS/KHFF/KAAA 7.20 6.75 6.30 5.85

All other stations, ea. 5.40 4.95 4.50 4.05

30 SEC:

KTAR 14.40 13.20 12.00 10.80

KCEE 9.00 8.00 7.00 6.00

KYUM/KCLS/KHFF/KAAA 5.75 5.40 5.05 4.70

All other stations, ea. 4.30 3.95 3.60 3.25

4-STATION COMBINATION

1 MIN:

KTAR 16.80 15.40 14.00 12.60

KCEE 9.75 8.75 7.75 6.75

PER WK, 1 MIN:

KYUM/KCLS/KHFF/

KAAA 6.80 6.40 5.95 5.55

All other stations, ea. 5.10 4.70 4.25 3.85

30 SEC:

KTAR 13.45 12.30 11.20 10.10

KCEE 8.75 7.75 6.75 5.75

KYUM/KCLS/KHFF/

KAAA 5.45 5.10 4.75 4.40

All other stations, ea. 4.10 3.75 3.40 3.05

6-STATION COMBINATION

1 MIN:

KTAR 15.60 14.30 13.00 11.70

KCEE 9.50 8.50 7.50 6.50

KYUM/KCLS/KHFF/

KAAA 6.40 6.00 5.60 5.20

All other stations, ea. 4.80 4.40 4.00 3.60

30 SEC:

KTAR 12.50 11.45 10.40 9.35

KCEE 8.50 7.50 6.50 5.50

KYUM/KCLS/KHFF/

KAAA 5.10 4.80 4.50 4.15

All other stations, ea. 3.85 3.50 3.20 2.90

FULL NETWORK

1 MIN:

KTAR 14.40 13.20 12.00 10.80

KCEE 9.00 8.00 7.00 6.00

KYUM/KCLS/KHFF/

KAAA 6.00 5.65 5.25 4.90

All other stations, ea. 4.50 4.15 3.75 3.40

30 SEC:

KTAR 11.50 10.55 9.60 8.65

KCEE 8.00 7.00 6.00 5.00

KYUM/KCLS/KHFF/

KAAA 4.80 4.50 4.20 3.90

All other stations, ea. 3.60 3.30 3.00 2.07

CLASS B

2-STATION COMBINATION

1 MIN:

KTAR 13.50 12.00 10.50 9.00

KCEE 0.00 8.00 7.00 6.00

KYUM/KCLS/KHFF/

KAAA 6.30 5.85 5.40 4.95

All other stations, ea. 4.50 4.05 3.60 3.15

30 SEC:

KTAR 10.80 9.60 8.40 7.20

BISBEE

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KSUN

1933
Media Code 4 203 1200 1.00
Bisbee Broadcasters, Inc., dba, KSUN Radio, Lowell
Sta., Bisbee, Ariz. 85603. Phone 602-432-2277.

- PERSONNEL**
General Manager—Arlow Woolery.
Acting Manager—Joe Von Kanel.
Program Director—Charles H. Morris, Jr.
- REPRESENTATIVES**
Pacific Broadcast Sales.
- FACILITIES**
250 w.; 1230 kc. Non-directional.
Operating schedule: 8:00 am-11:00 pm. MST.
- AGENCY COMMISSION**
15/0 net time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28c.
Contracts: 40a, 4a.
Comb. Cont. Discounts: 60a.
Rates for 15-minute intervals are 3/4 of 15-min. rate.
News and other special services extra.
Affiliated with NBC.
Member: Arizona Broadcasting System.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1962.
Card received November 30, 1961.

6. SPOT ANNOUNCEMENTS 1 min. 30 sec. 10 sec.	
1 time	3.00 2.50 1.50
28 times	2.75 2.25 1.40
52 times	2.50 2.00 1.25
150 times	2.25 1.90 1.10
280 times	2.00 1.70 1.00
520 times	1.80 1.60 .95
960 times	1.80 1.50 .90
1,200 times	1.70 1.40 .85
1,800 times	1.60 1.30 .80
2,400 times	1.50 1.20 .75

7. PACKAGE PLANS

SATURATION PACKAGES	
30-30-second spots in 2 days	60.00
50 30-second spots in 3 days	90.00
50 10-second spots in 3 days	40.00

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	40.00	22.00	12.00
28 times	38.00	20.00	11.00
52 times	32.00	18.00	10.00
104 times	28.00	16.00	9.00
156 times	24.00	14.00	8.00
260 times	20.00	12.00	7.00
520 times	18.00	10.00	6.00

CASA GRANDE

Pinal County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KPIN

1956
Subscriber to the NAB Radio Code
Media Code 4 203 1850 4.00
Casa Grande Broadcasting Co., Box 409, Casa
Grande, Ariz. 85222. Phone 602-836-7427.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dale Bennett.
Sales Manager—Bob Huddleston.
- FACILITIES**
1,000 w. days; 1260 kc.
Operating schedule: 8 am-local sunset.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 23a, 24a, 25a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb. Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with MBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 8/1/66—Rec'd 10/27/66.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	
1 x	5.00 156 x 3.75
13 x	4.75 208 x 3.50
28 x	4.50 260 x 3.25
52 x	4.25 312 x 3.00
104 x	4.00 365 x 2.75

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
1 x	35.00	21.00	14.00	10.50
13 x	33.25	19.95	13.30	10.00
28 x	31.50	18.90	12.60	9.50
52 x	29.75	17.85	11.90	9.00
104 x	28.00	16.80	11.20	8.50
156 x	26.25	15.75	10.50	8.00
208 x	24.50	14.70	9.80	7.50
260 x	22.75	13.65	9.10	7.00
312 x	21.00	12.60	8.40	6.50
365 x	19.25	11.55	7.70	6.00

COOLIDGE

Pinal County—Map Location F-5.
See SRDS consumer market map and data at beginning of the State.

KCKY

1948
Media Code 4 203 1500 4.00
Pinal County Broadcasting System, Box 246, Coolidge,
Ariz. 85228. Phone 602-723-5448.
STATION'S PROGRAMMING DESCRIPTION
KCKY: MUSIC 100%: country and western music.
NEWS: UPI and local news every hour on hour,
headlines on half hour, bulletins when they happen,
Farm news and market data. Local and major league

September 1, 1969

sports. Contact Representative for further details.
Rec'd 9/10/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Craig E. Davids.
Sta. Mgr. & News Dir.—Kenneth Welch.
Sports & Farm News Dir.—Tom Smith.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
- FACILITIES**
1,000 w.; 1150 kc. Non-directional.
Operating schedule: 8 am-11 pm daily. MST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 9/1/69—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS	
1x	52x 104x 156x 208x 260x 312x
1 min	6.50 6.00 5.50 5.00 4.50 4.00 3.50
30 sec	5.50 5.00 4.50 4.00 3.50 3.00 2.50
10 sec	3.25 3.00 2.75 2.50 2.25 2.00 1.75

7. PACKAGE PLANS

PER WK.	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	38	25	18	13

COTTONWOOD

Yavapai County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KVIO

1983
Media Code 4 203 1650 7.00
K-M Broadcasting Co., Box 187, Cottonwood, Ariz.
86326. Phone 634-6921.

- PERSONNEL**
General Manager—Duane Kirby.
- FACILITIES**
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 23b, 24b, 24c, 25a, 26,
28b, 28c, 29a, 29b.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 51a.
Comb. Cont. Discounts: 60b, 60c, 60d, 61a, 62b.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 1/1/67—Rec'd 11/29/66.

6. SPOT ANNOUNCEMENTS	
1 min	5.00 4.00 3.00 2.50 2.00 1.50
30 sec	4.00 3.20 2.40 2.00 1.60 1.20
10 sec	3.00 2.40 1.80 1.50 1.20 .90

7. PACKAGE PLANS

1 min	10 ti	20 ti	30 ti
1 x	20	35	45

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	3 min
1 x	27.00	18.00	12.00	9.00
14 x	22.00	15.00	10.00	7.00
53-312 x	17.50	12.00	8.00	6.00

DOUGLAS (2 AM)

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KAPR

1958
Media Code 4 203 1800 8.00
Mor-Hart Corp., Drawer X, 948 F Ave., Douglas,
Ariz. 85607. Phone 834-9403.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ray E. Morgan.
Commercial Manager—Steve Spelbring.
Chief Engineer—Gene Glasscock.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES**
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. MST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 2/28/69.

6. SPOT ANNOUNCEMENTS	
1 x	1 min 30 sec 20 sec 10 sec
13 x	4.00 3.20 2.80 2.40
28 x	3.80 3.05 2.65 2.30
52 x	3.60 2.90 2.50 2.15
104 x	3.40 2.70 2.40 2.05
156 x	3.20 2.55 2.25 1.90
166 x	3.00 2.40 2.10 1.80
250 x	2.80 2.25 2.00 1.70
312 x	2.60 2.05 1.85 1.55
520 x	2.40 1.90 1.70 1.45

7. PACKAGE PLANS

WEEKLY—ROS	
EA:	20 ti 30 ti 40 ti 50 ti 60 ti 75 ti 100 ti
1 min	2.00 1.90 1.85 1.80 1.75 1.70 1.65
30 sec	1.65 1.60 1.55 1.50 1.45 1.40 1.35

(*) or less.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	24.00	16.00	12.00
13 x	38.00	22.80	15.20	11.40
28 x	36.00	21.60	14.40	10.80
52 x	34.00	20.40	13.60	10.20
104 x	32.00	19.20	12.80	9.60
156 x	30.00	18.00	12.00	9.00
200 x	28.00	16.80	11.20	8.40
312 x	26.00	15.60	10.40	7.80
520 x	24.00	14.40	9.60	7.20

KAWT

1948
Media Code 4 203 1950 1.00
KAWT Radio, Box 1179, Douglas, Ariz. 85697. Phone
802-364-3444
STATION'S PROGRAMMING DESCRIPTION
KAWT: NEWS: Local, regional, national and inter-
national. Live local news and network news. FARM
news and livestock market reports. RELIGIOUS ser-
vices and sermons. CONTINUITY POLICY, mechanical
reproduction. MUSICAL POLICY, current hits. General
popular music and country and western music.
SPORTS, live play-by-play and network play-by-play
status news, interviews and discussion. Programmed for
the entire family and commuters on the highway.
Rec'd 7/13/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Herb Newcomb.
Com'l Mgr. & Chief Engr.—Gary Duncan.
Program Manager—Gill Houston.
- FACILITIES**
250 w.; 1450 kc. Non-directional.
Operating schedule: 5:30 am-10:30 pm. MST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24b, 25a,
26, 28a, 28c, 29a, 32b.
Contracts: 40a, 44a, 47a, 48, 51a, 51c.
Comb. Cont. Discounts: 60d, 60e, 60b, 60f, 60i, 62d.
Cancellation: 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.
Member: Arizona Broadcasting System.

TIME RATES

ET—Rec'd 7/11/69.

A—Mon thru Sat 0-9 am; Mon thru Fri 4-7 pm.
B—Mon thru Sat 0 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.
C—Other times.

6. SPOT ANNOUNCEMENTS	
1 MIN, WKLY.	
A	6 ti 12 ti 18 ti 24 ti
B	6.00 5.50 5.00 4.50
C	5.00 4.50 4.00 3.50
30 sec	80% of 1-min. 4.00 3.50 3.00 2.50

CONSECUTIVE WEEK DISCOUNT
28 wk—10% 52 wk—20%

RATEHOLDER
Minimum use of 6 units per week.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	3 min
1 x	40.00	38.00	32.00	28.00
1/2 hr	22.00	20.00	18.00	14.00
1/4 hr	12.00	11.00	10.00	8.00
5 min	6.00	5.50	5.00	4.00

FLAGSTAFF (3 AM)

Cocconino County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KAFF

1962
Subscriber to the NAB Radio Code
Media Code 4 203 2100 2.00
Guy Christian, Box 1930, 1 mile W. on Hwy. 68,
Flagstaff, Ariz. 86002. Phone 802-774-6231.

- PERSONNEL**
Owner & Gen'l Mgr.—Guy Christian.
Traffic Manager—Ann Christian.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
5,000 w. days; 930 kc. Non-directional.
Operating schedule: 8 am-local sunset. MST.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,
10.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b,
24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Comb. Cont. Discounts: 60b, 60d, 60f, 60h, 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

No. 4 ET 4/22/68—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS	
1x	13x 26x 52x 104x 156x 312x
1 min	6.10 5.60 5.20 5.00 4.85 4.60 4.35
30 sec	5.10 4.60 4.20 4.00 3.85 3.70 3.60
10 sec	3.00 2.90 2.80 2.70 2.60 2.50 2.25

7. PACKAGE PLANS

15 ti used in 5 days	1 min	30 sec	10 sec
1 x	4.50	3.70	2.50
20 ti used in 5 days	4.25	3.50	2.25
30 ti used in 7 days	3.75	3.00	2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	45.00	37.00	35.00	32.00
1/2 hr	27.00	22.00	20.00	18.00
1/4 hr	15.50	15.50	15.00	14.00
5 min	8.25	7.75	7.25	7.00

KCLS

1950
Subscriber to the NAB Radio Code
Media Code 4 203 2250 5.00
Saunders Broadcasting Co., Box 640, Flagstaff, Ariz.
86002 Pr 4-2581.

- PERSONNEL**
Gen'l Mgr. Owner—Charles J. Saunders.
Station Manager—James C. Garchow.
- FACILITIES**
5,000 w. days; 500 w. nights; 600 kc.
Directional—night only.
500 w. pre-sunrise.
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**
15/0. Bills rendered 1st, payable 10th.

ARIZONA

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b,
16.
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 28c, 29a,
33c.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51a,
51c.
Comb. Cont. Discounts: 60c, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: Arizona Broadcasting System.

TIME RATES
ET—Rec'd 5/1/69.

A—Mon thru Sat 6-9 am; Mon thru Fri 4-7 pm.
B—Mon thru Sat 0 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	
PER WK:	6 ti 12 ti 18 ti 24 ti
A	8.00 7.50 7.00 6.50
B	7.00 6.50 6.00 5.50
C	5.00 4.50 4.00 3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
28 wk—10% 52 wk—20%

Rateholder: Minimum 6 per week.

KEOS

1958
Media Code 4 203 2400 6.00
KEOS Radio,

ARIZONA

Holbrook—KDJJ—Continued

2. REPRESENTATIVES

East & Midwest—Continental Radio Sales.
West Coast—Tracy Moore & Associates, Inc.

3. FACILITIES

5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 8 am-local sunset.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a.

Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61c, 62d.

Cancellation: 70b, 70d, 71a, 72, 73b.

Prod. Services: 81, 82.

Affiliated with KXBS.

TIME RATES

ET 8/31/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

1 min.	1-52x	260x	1000x
30 sec.	4.00	3.75	3.50
	3.25	3.00	2.75

8. PROGRAM TIME RATES

1 hr.	1x	15x	25x	52x	260x
1/2 hr.	40.00	38.00	35.00	31.00	28.00
1/4 hr.	20.00	18.00	15.00	14.00	13.00
5 min.	4.00	3.00	2.50	2.00	1.50

10. SPECIAL FEATURES

1 min only, English rate plus talent, per spot 2.00.

KINGMAN

Mohave County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KAAA

1949

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 203 2700 9.00

KAAA Broadcasting, Box 549, Kingman, Ariz. 86401.

Phone 753-2537.
Office, Studio—2500 Block on Margaret Ave., Kingman, Ariz. 86401.

1. PERSONNEL

Pres. & Gen'l Mgr.—Wallace E. Stone.
Operations—W. H. Chamberlain.
Sales—Robert Wiltzie.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights, 1230 kc.
Non-directional day and night.
Operating schedule: 6:30 am-10:30 pm.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.

Basic Rates: 22b, 23a, 24b, 26.
Contracts: 40a, 41, 45, 46, 47a, 51b.

Comb.; Cont. Discounts: 60b, 61, 61b.

Cancellation: 71a, 72.

Prod. Services: 80, 82.

Affiliated with NBC Radio Network.

Member: Arizona Broadcasting System.

Program rates are for fixed time. Announcement rates are not for guaranteed fixed time, unless specified.

Quantity discounts achieved through purchase of announcements may not be applied to program contracts.

Production expense in addition to following rates:

TIME RATES

Rates effective September 10, 1960.

Rates received August 5, 1960.

Rev. (5 min., 1 min., 30 sec.) rec'd Aug. 7, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	37.50	22.25	15.00	10.45	5.40	4.05
26 times	36.00	21.50	14.25	8.80	5.00	3.75
52 times	34.25	20.75	13.75	7.70	4.55	3.40
104 times	33.00	20.00	13.25	7.45	4.20	3.15
156 times	31.75	19.25	12.75	7.15	3.95	3.00
210 times	30.25	18.00	12.00	6.60	3.60	2.70
312 times	29.00	17.50	11.50	6.05	3.40	2.50

MESA

Maricopa County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

See Phoenix

(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

MIAMI

Gila County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

KIKO

1958

Media Code 4 203 2850 2.00

Willard Shecraft, Box 1540, Cooper Hills Motor Hotel, Globe, Ariz. 85501. Phone 602-425-4471; 473-4471.

1. PERSONNEL

Owner & Mgr.—Willard Shecraft.
Program Director—Gene Pearsall.

2. REPRESENTATIVES

Avery Knodel, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.

Operating schedule: 24 hours daily.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3b, 4a, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 22a, 22b, 23, 30, 33a.

Contracts: 42b, 44b, 45, 50, 51c, 51c.

Comb.; Cont. Discounts: 60a, 60l, 62d.

Cancellation: 70a, 71a, 72, 73a.

Prod. Services: 80, 82.

Maximum length of contract 3 years.

Affiliated with NBC Radio Network.

Member: Arizona Broadcasting System.

TIME RATES

Rates effective February 1, 1963.

Rates received February 4, 1962.

6. SPOT ANNOUNCEMENTS

1-MINUTE ANNOUNCEMENTS

1 ti	5.25	250 ti	8.75
25 ti	5.00	500 ti	8.50
50 ti	4.50	750 ti	8.25
100 ti	4.25	1000 ti	8.00
150 ti	4.00		

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	30.00	23.00	15.00
15 ti	28.50	21.00	13.00
30 ti	27.00	19.00	12.00
45 ti	25.50	17.50	11.50
60 ti	24.00	16.50	11.00
75 ti	22.50	15.00	10.50
90 ti	21.00	14.00	9.50
105 ti	20.00	13.00	8.50

10. SPECIAL FEATURES

La Hora Mexicana, Sr. Pedro Oviedo, 3:05-4:00 pm

Tues thru Sun, 1 minute or less, including translation into Spanish, 5.00; no frequency discount.

Apache Language Program with Phillip Cassadore, Sun 9:15-10 am, per spot 5.00.

NOGALES

Santa Cruz County—Map Location G-6

See SRDS consumer market map and data at beginning of the State.

KEVT

TUCSON

City of license, Tucson, Ariz.

Nogales office—1002 Grand Ave., Time Motel, Nogales, Ariz. 85621. Phone 602-287-4627.

See listing under Tucson, Ariz.

KFBR

1967

Media Code 4 203 2925 2.00

Frank Baranowski, Box 340, 1118 N. Grand Ave., Nogales, Ariz. 85621. Phone 602-287-5675.

1. PERSONNEL

President—Frank Baranowski.

Gen'l. Sales Mgr. & Prog. Dir.—Bernard Wilson.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

250 W.; 1340 kc. Non-directional.

Operating schedule: 6:30 am-11 pm. MST.

Antenna ht.: 155 ft. above average terrain.

15/0 time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.

Basic Rates: 21b, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28c, 29a.

Contracts: 40a, 41, 44a, 46, 47a, 51a.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61c, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Translation and adaptation of continuity from English to Spanish is free of charge.

Affiliated with NBC and KXBS.

Member: Arizona Broadcasting System.

TIME RATES

ET 9/7/67.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	312x
10 sec.	2.70	2.60	2.25	2.15	1.80
30 sec.	3.50	3.35	3.00	2.85	2.25
1 min.	5.25	5.00	4.50	4.25	4.00

8. PROGRAM TIME RATES

1x	5 min	1/4 hr	1/2 hr	1 hr
13x	10.50	15.75	25.00	30.00
26x	10.00	15.00	24.00	29.00
52x	8.65	13.50	23.00	28.00
104x	8.00	12.75	22.00	27.00
156x	7.50	12.00	21.00	26.00
210x	7.00	11.25	20.00	24.00
312x	6.75	10.50	19.00	23.00

KALF

1962

MESA

R A B

Media Code 4 203 3150 6.00

Maricopa County Broadcasters, Inc., Box 1510, Mesa, Ariz. 85201. Phone 602-964-5641.

Offices and studios—146 S. Country Club Dr., Mesa, Ariz.

STATION'S PROGRAMMING DESCRIPTION

KALF: Programmed to young marrieds and adults.

AIR PERSONALITIES handle all segments. NEWS: 4 min at 10 min before each hour. Includes sports wrap-up and weather information, plus instant news as it happens. 6-7 am news stresses news of interest to farmers and ranchers. UPI news source includes UPI audio. Beeper coverage of local news. 2 mobile units. 5 min sports feature replaces news at 4:50 pm.

5 hour personality show 10 am-3 pm Sun. MUSIC: current commercial hits sans hard rock and country plus commercially successful standards. Rec'd 5/28/69.

1. PERSONNEL

President—C. W. Pratt.

General Manager—Sheldon A. Engel.

Sta. & Com'l Mgr., Prog. Dir.—Wayne Vann.

3. FACILITIES

10,000 w.; 1510 kc. Non-directional.

Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15% on net time; 2% cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d.

Basic Rates: 20b, 21a, 23a, 24b, 24c, 25a, 28a, 29a.

Contracts: 40a, 41, 44a, 44b, 45, 46, 48.

Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i.

Cancellation: 71a, 72, 73b.

Prod. Services: 80.

FM facilities: KMND (FM).

Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective April 1, 1965.

Rates received March 2, 1965.

6. SPOT ANNOUNCEMENTS

1 min	52	260	500	1000
30 sec	6.00	5.50	5.00	4.50
10 sec	4.80	4.40	4.00	3.80
Announcement rates ROS	3.00	2.75	2.50	2.25

Announcement rates ROS best available basis—add 1/3 for guaranteed times.

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
10 ti	5.50	55.00	4.40
20 ti	5.00	100.00	4.00
30 ti	4.75	142.50	3.80
40 ti	4.50	180.00	3.60
50 ti	4.25	212.50	3.40
70 ti	4.00	280.00	3.20

8. PROGRAM TIME RATES

1 ti	1 hr	1/2 hr	1/4 hr	5 min
13 ti	100.00	75.00	50.00	25.00
26 ti	85.00	63.75	42.50	21.25
52 ti	7			

Phoenix—Continued

KCAC

1962
PHOENIX

Spanish Radio

Media Code 4 203 9600 0.00
ESH Co., Inc., 2505 N. Central Ave., Suite 3,
Phoenix, Ariz. 85004. Phone 802-254-5878.

STATION'S PROGRAMMING DESCRIPTION
KCAC: 100% Spanish.
MUSIC: rancheros 48%, corridos 10%, waltz slow 10%, bolero 4%, mariachi 10%, modern pop 5%, Latin 3%. Also, latest releases from Mexico City, UPI news on hour throughout broadcast day. Direct coverage of local events. Emphasis on personality programming. Commercials translated free. Contact Representative for further details. Rec'd 10/28/88.

1. PERSONNEL
President—George Soderquist.
General Manager—Mike Shew.
Sales Manager—Gene de la Pena.

2. REPRESENTATIVES
AAA Representatives.

3. FACILITIES
500 w. days; 1010 kc. Non-directional.

Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h.

Basic Rates: 20a, 24a, 25c, 28a, 29a, 31, 33b.
Contracts: 40a, 41, 42a, 43, 45, 46, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60d, 61a, 62a.
Cancellation: 70a, 70c, 71a.

Prod. Services: 82.

TIME RATES
No. 3 ET 7/1/69—Rec'd 7/2/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA: 5 ti 10 ti 15 ti 20 ti 30 ti
1 min..... 14.00 13.00 12.00 11.00 10.00
30 sec..... 11.20 10.40 9.60 8.80 8.00

KDOT

1958
SCOTTSDALE

Media Code 4 203 3750 3.00
Central Arizona Broadcasting, Inc., Box 1827, 4533
N. Scottsdale Rd., Scottsdale, Ariz. 85211. Phone
602-447-7355.

STATION'S PROGRAMMING DESCRIPTION
KDOT: Programmed for adults.

No air personalities. MUSIC: general popular, stand-

ards, film music, Broadway showtunes. Religious

music 1 hour Sun. All music is instrumental orches-

tra. News and weather twice per hour. 4 sportcasts

per day. 2 stock summaries per day. Bulletin board

twice daily. Daily book review. Never more than 5

min talk or any program. Flash and game report

daily. **COMMERCIAL POLICY:** 1 spot aired at a

time. Minimum 15 min product protection. Rec'd

1/27/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Sam E. Pendleton.

Chief Engineer—Roy Jenkins.

2. REPRESENTATIVES
Contact station direct.

3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.

Operating schedule: 5 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4b, 5, 6b, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.

Contracts: 40a, 41, 42d, 44e, 46, 48, 49, 50, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60i, 61a, 62a.

Cancellation: 70b, 70d, 71a, 73a, 73b.

Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME

ET 0/1/68—Rec'd 1/27/69.

AA—6-9 am & 4-7 pm.
A—9 am-4 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec

(*) 8.00 7.00 6.00 7.50 6.50 5.50

6 ti 7.50 6.50 5.50 7.00 6.00 5.00

12 ti 7.00 6.00 5.00 6.50 5.50 4.50

18 ti 6.50 5.50 4.50 6.00 5.00 4.00

24 ti 6.00 5.00 4.00 5.50 4.50 3.50

30 ti 5.50 4.50 3.50 5.00 4.00 3.00

30 ti 4.50 3.50 2.50

(*) Fixed position & less than 6 ti.

7. PACKAGE PLANS

PER WK, EA: 1 min 30 sec 10 sec 10 sec

30 ti 5 4 3

Half in each time period or may be bought on BTA

basis.

8. PROGRAM TIME RATES

PER WK: 5 MINUTES

AA 1 ti 5 ti 6 ti 10 ti 14 ti
A 20 15 14 12 10
A 15 12 11 9 7

KHAT

1958
PHOENIX

Media Code 4 203 3900 4.00
Radio KHAT, Inc., 2740 W. McDowell Rd., Phoenix,
Ariz. 85009. Phone 602-272-8655.

STATION'S PROGRAMMING DESCRIPTION
KHAT: Programmed for adult entertainment by air

personalities. 100% country music. 5 min newscasts,

including weather reports, twice hourly, 1 mobile

unit. SPORTS: bulletins, sportcasts during major

sporting events. Public service announcements. Audi-

ence participation. Advertising. Contact Representative

for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Ray Odom.

Sta. & Nat'l Sales Mgr.—Paul Adams.

Commercial Manager—Tim G. Marek.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
500 w. days; 1480 kc. Non-directional.

Operating schedule: 5 am-local sunset. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a.

Rate Protection: 15b.
Basic Rates: 20a, 22b, 24a.

Contracts: 40a.
Cancellation: 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME

No. 17 ET 5/1/69—Rec'd 5/1/69.

AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 1 min 30 sec

5 ti 8.50 7.50 7.50 6.50 6.50

10 ti 8.00 7.00 7.00 6.00 6.00

20 ti 7.50 6.50 6.50 5.50 5.50

20 ti 7.00 6.00 6.00 5.00 5.00

25 ti 6.50 5.50 5.50 4.50 4.50

30 ti 6.00 5.00 5.00 4.00 4.00

50 ti 5.50 4.50 4.50 3.50 3.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS

MONTHLY PACKAGE—ROS

1 min 50 ti 75 ti 100 ti

30 sec 6.00 5.50 5.00

30 sec 5.00 4.50 4.00

ANNUAL CONTRACT—ROS

1 min 250x 500x 1000x

30 sec 6.50 5.50 4.50

10 sec: 50% of 1-min.

25% of ROS spots guaranteed AA.

KHEP

1956
PHOENIX

Media Code 4 203 4050 7.00
Grand Canyon Broadcasters, Inc., 3883 N. 38th Ave.,
Phoenix, Ariz. 85019. Phone 802-278-5555.

STATION'S PROGRAMMING DESCRIPTION
KHEP: Programmed for entire family.

Varied general interest programs and features using

a religious format. NEWS: 5 min at :55, 15 min at

5 pm. Features: 10-10:15 am Phone-outlet; 12:45-

1:15 pm interview and spotlight pgm; 2-2:15 pm

poetry; 3-3:25 pm Women's show, fashions, inter-

views, cooking hints, etc.; 4-4:15 pm Serialized

drama; RELIGIOUS PROGRAMMING: Drama, emi-

drans programs, inspirational, discussion, sermons,

expository, and special holiday pgms and features.

MUSIC: Includes full spectrum of sacred and gospel.

ranges from symphony orchestra to vocal stylists, from

gospel quartets to pipe organ. Includes choral, in-

strumental, small vocal groups, hand, soloists,

anthems, cantatas, oratorios, and traditional and

modern hymn forms. Rec'd 4/5/68.

1. PERSONNEL
President—Dallas Reeves.

General Manager—Jack Willis.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.

Operating schedule: 5 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 4b, 5, 6, 7a, 8a.

Basic Rates: 20a, 23a.

Contracts: 40a, 45.

Comb.: Cont. Discounts: 61b, 62b, 62d, 62e.

Cancellation: 70a, 70c.

Tobacco advertising not accepted.

TIME RATES
NATIONAL AND LOCAL RATES SAME

No. 15 ET 7/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

1 x 6.00 4.50 3.00

26 x 5.25 3.95 2.65

52 x 4.50 3.40 2.25

104 x 4.00 3.00 2.00

156 x 3.60 2.70 1.80

260 x 3.30 2.50 1.65

312 x 3.00 2.25 1.50

520 x 2.75 2.05 1.35

1000 x 2.50 1.85 1.25

Guaranteed times, extra 10%.

7. PACKAGE PLANS

PER WK: 10 ti 20 ti 30 ti 40 ti

1 min 40.00 72.00 90.00 110.00

30 sec 30.00 54.00 67.50 82.00

10 sec 20.00 36.00 45.00 54.00

PER MO: 60 ti 90 ti 120 ti 150 ti

1 min 216.00 270.00 330.00 375.00

30 sec 182.00 229.50 246.00 277.50

10 sec 108.00 135.00 162.00 187.50

8. PROGRAM TIME RATES

55 1/2 25 1/4 10 5

1 x 70.00 48.00 42.50 32.00 24.00 16.00

13 x 62.00 42.00 37.50 28.00 21.00 14.00

28 x 54.00 36.00 24.00 18.00 12.00

52 x 50.00 33.00 30.00 22.00 18.50 11.00

104 x 46.00 30.00 27.50 20.00 15.00 10.00

156 x 43.00 27.00 25.00 18.00 13.50 9.00

260 x 38.00 24.00 22.50 16.00 12.00 8.00

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

TIME RATES
No. 1 ET 8/1/64—Rec'd 7/20/64.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec

1 ti 3.45 2.55 1.56 ti 2.50 2.10

26 ti 3.25 2.40 2.60 ti 2.85 1.95

52 ti 3.10 2.30 3.12 ti 2.30 1.75

104 ti 2.95 2.15 5.20 ti 2.00 1.50

Guaranteed time—add 10%.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr

1 ti 50.00 35.00 20.00

13 ti 42.00 31.00 18.00

26 ti 36.00 29.00 17.00

52 ti 34.00 27.00 15.00

104 ti 30.00 25.00 14.00

156 ti 28.00 23.00 13.00

260 ti 26.00 22.00 12.50

KIFN

1949
PHOENIX

Tichenor Spanish Group

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 203 4200 8.00

KIFN Radio, Inc., Drawer 20844, Phoenix, Ariz.
85038. Phone 802-253-6155.

STATION'S PROGRAMMING DESCRIPTION
KIFN: Programmed for Spanish speaking Mexican-

Americans and Latin-Americans.

Stress events of special appeal such as Mexican In-

dependence Day, Cinco de Mayo, local fairs and

festas with remote broadcasts, etc. NEWS: all news-

casts pre-translated, AP and Mexican wires and mo-

bile unit. 15 min newscasts in drive times, noon,

& 3 pm. 5 min newscasts hourly elsewhere. AIR

PERSONALITIES handle all segments and are avail-

able for special events, amateur shows, etc. MUSIC:

stress popular Mexican variety, mariachi, and por-

tena. Soap opera and audience participation shows

available. Commercial production and translation

free. Contact Representative for further details.

Rec'd 1/10/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Willie Harris, Jr.

ARIZONA

Phoenix—K M N D (FM)—Continued

7. PACKAGE PLANS

PER WK:	CLASS AA			
	26 ti	52 ti	78 ti	104 ti
1 min.....	7.50	6.50	6.00	5.50
30 sec or less.....	6.00	5.20	4.80	4.40
BEST TIMES AVAILABLE				
1 min.....	6.00	5.50	5.00	4.50
30 sec or less.....	4.80	4.40	4.00	3.80
COMMANDERS PACKAGES				
PER WK, EA:	1 min 30 sec			
Plan I, 12 ti (8AA, 8BTA).....	6.20 4.96			
Plan II, 18 ti (9AA, 9BTA).....	5.60 4.48			
Plan III, 24 ti (12AA, 12BTA).....	5.20 4.16			

8. PROGRAM TIME RATES

Basic unit is 20-minute segment. Includes 1-1/2 minutes of commercials. Open 156x 312x 20-minute segment. 25 15 12

KNIX (FM)

1969 PHOENIX



Media Code 4 203 4500 1.00
Aztec Radio, Inc., Box 15040, Phoenix, Ariz., 85018.
Phone 602-277-1928.

1. PERSONNEL

President—Buck Owens.
Vice-Pres. & Gen'l Mgr.—Joe Thompson.
Sales Manager—Wally Grant.

2. REPRESENTATIVES

John C. Butler & Co., Inc.

3. FACILITIES

ERP 100,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,610 ft. above average terrain.
Partial simulcast operation. Operated separately sunrise-local sunset. For simulcast facilities see KTUF.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KTUF.

TIME RATES

ET Rec'd 3/28/69.

B—Sunset-midnight.
C—Midnight-sunrise.

6. SPOT ANNOUNCEMENTS

1 min.....	CLASS B			
	50x	100x	250x	500x
7.50	6.50	6.00	5.00	4.50
6.00	5.50	5.00	4.00	3.50
CLASS C				
8.00	5.50	5.00	4.00	3.50
6.50	4.50	4.00	3.00	2.50

7. PACKAGE PLANS

WKLY:	CLASS B			
	10 ti	15 ti	20 ti	30 ti
1 min.....	6.00	5.50	5.00	4.50
30 sec.....	4.50	4.00	3.50	3.00
CLASS C				
1 min.....	5.00	4.50	4.00	3.50
30 sec.....	4.00	3.50	3.00	2.50

KOOL

1947 PHOENIX

CBS Radio Network

BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 203 4650 4.00

KOOL Radio Television, Inc., KOOL Bldg., 511 W. Adams St., Phoenix, Ariz. 85003. Phone 602-271-2345.

1. PERSONNEL

President—Tom Chauncey.
Station Manager—Bill Lester.
National Sales Manager—John C. McCloy.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w. 960 kc. Directional—night only.
Operating schedule: 24 hrs. daily. MST.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS and Blair Represented Network.
Member: CBS Radio Mountain Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 2/1/68—Rec'd 1/4/68.

AA—Mon thru Fri 6-10 am & 3-7 pm;
A—Mon thru Fri 5-8 am & 10-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

7. PACKAGE PLANS

WKLY:	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	25.00	22.00	20.00	18.00	17.00
20/30 sec.....	20.00	18.00	16.00	14.50	13.00
ID's.....	15.00	13.50	12.00	11.00	10.00
CLASS A					
1 min.....	16.00	15.00	14.00	13.00	12.00
20/30 sec.....	13.00	12.00	11.50	10.50	10.00
ID's.....	9.50	9.00	8.50	8.00	7.00
CLASS B					
1 min.....	8.00	7.50	7.00	6.50	6.00
20/30 sec.....	6.50	6.00	5.75	5.25	5.00
ID's.....	5.00	4.50	4.25	4.00	3.75
CLASS C					
1 min.....	6.00	5.00	4.50	4.00	3.50
20/30 sec.....	5.00	4.00	3.75	3.25	3.00
ID's.....	3.75	3.00	2.75	2.50	2.25

CONSECUTIVE WEEKS DISCOUNT

52 wk—8%.

KOOL-FM

1960 PHOENIX



Subscriber to the NAB Radio Code
Media Code 4 203 4651 2.00

KOOL Radio Television, Inc., KOOL Bldg., 511 W. Adams St., Phoenix, Ariz. 85003. Phone 602-271-2345.

1. PERSONNEL

President—Tom Chauncey.
Station Manager—Bill Lester.
National Sales Manager—John C. McCloy.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w.; 94.5 mc.
Operating schedule: 24 hours. MST.
Antenna ht.: 1,620 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
See KOOL listing for coded regulations.

TIME RATES

ET 4/15/68—Rec'd 4/29/68.

A—Daily 5-11 pm.
B—Mon thru Sat 5 am-4:59 pm; Sun 7 am-4:59 pm.
C—Mon thru Sat 11 pm-5 am.

6. SPOT ANNOUNCEMENTS

1 min, fixed position, flat..... 10.00

PER WK: (*) 6 ti 12 ti 18 ti 24 ti 30 ti 36+

1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00

1 min, fixed position, flat..... 8.00

1 min 6.00 5.50 5.00 4.50 4.00 3.50 3.00

(*) Less than 6 ti.

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

50 MIN-1 HR: 1 ti 4 ti 7 ti 10 ti 36+

A 30.00 27.50 25.00 22.50 20.00

B 20.00 18.50 17.00 15.00 12.50

C 13.25 10.25 8.75 7.50 6.25

CONTRACT DISCOUNTS

52 wk—8%

KOY

1922 PHOENIX

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 203 4800 5.00

Southern Broadcasting Co., 840 N. Central Ave., Phoenix, Ariz. 85004. Phone 602-258-8181.

1. PERSONNEL

President—John G. Johnson.
General Manager—William R. Bosse.
Program Director—Jim Heath.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 550 kc.
Non-directional.
Operating schedule: full time. MST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11i, 12i, 13g, 14g, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman.

TIME RATES

ET 5/1/68—Rec'd 4/29/68.

I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
IV—Mon thru Sun 7 pm-midnight.

7. PACKAGE PLANS

PER WK:	SECTION I			
	Fixed	1 ti	12 ti	18 ti
1 min.....	36.00	30.00	24.00	23.00
30/20 sec.....	28.80	24.00	19.20	18.40
10 sec.....	21.60	18.00	14.40	13.80
SECTION II				
1 min.....	26.00	24.00	22.00	21.00
30/20 sec.....	20.80	19.20	17.60	16.80
10 sec.....	15.60	14.40	13.20	12.60

PER WK:	SECTION III			
	Fixed	1 ti	12 ti	18 ti
1 min.....	18.00	16.00	15.00	14.00
30/20 sec.....	14.40	12.80	12.00	11.20
10 sec.....	10.80	9.60	9.00	8.40
SECTION IV				
1 min.....	12.00	10.00	9.00	8.00
30/20 sec.....	9.60	8.00	7.20	6.40
10 sec.....	7.20	6.00	5.40	4.80

CONSECUTIVE WEEK DISCOUNTS

52 wk—8%

CUMULATIVE PLAN A PLAN B PLAN C

Section I..... 4 ti 6 ti 8 ti

Section II..... 4 ti 6 ti 8 ti

Section III..... 5 ti 9 ti 14 ti

Section IV..... 2 ti 4 ti 5 ti

1 min..... 16 14 12

30 sec or less: 75% of applicable 1-min.

RATEHOLDER

Minimum wky sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consec wk advertising.

KPHO

1940 PHOENIX

A Meredith Owned Station



Mutual Network



Subscriber to the NAB Radio Code
Media Code 4 203 4950 8.00

Meredith Broadcasting Co., 1647 W. Bethany Home Rd., Phoenix, Ariz. 85015. Phone 602-264-2515.

1. PERSONNEL

General Manager—Ken Heady.
Station Manager—John H. Crowley.

2. REPRESENTATIVES

Katz Radio, West.

3. FACILITIES

5,000 w.; 910 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 8d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20a, 24a, 25a, 29a, 33a.
Contracts: 40a, 45, 46, 47a, 51c.

Comb.; Cont. Discounts: 60a, 60c, 60f, 60h, 60i.

Cancellation: 70a, 70e, 71a, 72, 73a.

Prod. Services: 82.

Affiliated with MBS Radio Network.

Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 21a ET 7/1/68—Rec'd 7/15/68.

A—Mon thru Sat 6-10 am & 4-7 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

A, PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti

1 wk..... 17.00 15.00 13.00 12.00 11.00

B, PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti

1 wk..... 10.00 9.00 8.00 7.00 6.00

20/30 second announcements—80% of minute rates.

10-second announcements—50% of minute rates.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PER WK: 12 ti 18 ti 24 ti

Plan I (2/3A, 1/3B)..... 108 153 192

Plan II (1/2A, 1/2B)..... 102 135 168

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ARIZONA

Phoenix—Continued

KXIV

1954

PHOENIX

Media Code 4 203 6150 3.00

KXIV, Inc., 3003 N. Central Ave., Suite 704, Phoenix, Ariz. 85012. Phone 602-264-9001.

STATION'S PROGRAMMING DESCRIPTION

KXIV: Programmed for adults and young adults. MUSIC: emphasis on middle-of-the-road music, hosted by personalities. Humor, music, news, sports, special air traffic and weather reports 6-10 am and 4-6 pm. Music, news, and features 10 am-4 pm and 6-8 pm. Talk show, controversy, 8 pm-12M. Music, news and sports 12M-8 am. NEWS: 5 min on hour, 3 min on half hour. Live coverage of local golf tournaments and professional football network coverage. Newcomer news average of 1 per hour throughout day, every day. Contact Representative for further details. Rec'd 7/29/68.

1. PERSONNEL
President—Dick Van Dyke.
Exec. Vice-Pres. & Gen'l Mgr.—Ira L. Lavin.

2. REPRESENTATIVES
Jack Masla & Company Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60l, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ER 7/1/68—Rec'd 6/5/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE
(Mon thru Fri 6-10 am & 4-7 pm)

PER WK:	11 ti	10 ti	20 ti	30 ti	40 ti
AM	14.00	13.50	13.00	—	—
PM	11.00	10.50	10.00	9.50	9.00

PER WK:	11 ti	10 ti	20 ti	30 ti	40 ti
AM	11.20	10.80	10.40	—	—
PM	8.80	8.40	8.00	7.60	7.20

PER WK:	7.00	6.75	6.50	—	—
AM	7.00	6.75	6.50	—	—
PM	5.50	5.25	5.00	4.75	4.50

PER WK:	9.00	8.50	8.00	7.50	7.00
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.20	6.80	6.40	6.00	5.60
10 sec	4.50	4.25	4.00	3.75	3.50

DISCOUNTS
28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
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28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
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Drive Time—6-9:30 am & 4-7 pm—19 16
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28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

4. AGENCY COMMISSION
15% on station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6h, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42c, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60l, 61a, 62a.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ER 8/1/69—Rec'd 7/28/69.

Traffic—Mon thru Fri 6-9 am & 4-7 pm.
ROS—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK:

PER WK:	6 ti	12 ti	18 ti	24 ti
A	6.00	5.50	5.00	4.50
B	5.00	4.50	4.00	3.50
C	4.00	3.50	3.00	2.50

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—20%
Rateholder: Minimum 8 spots per week.

7. PACKAGE PLANS
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 50 ti

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	3.50	3.25	3.00	2.75	2.50	2.00
30 sec	2.25	2.00	1.75	1.50	1.25	1.00
10 sec	1.75	1.50	1.25	1.00	.75	.50

Traffic per spot, extra .50.

8. PROGRAM TIME RATES
5 min (*) 5 min (*)

PER WK:	5 min (*)	5 min (*)	5 min (*)	5 min (*)	
280 x	5.25	4.25	3.96	4.00	3.00
312 x	5.00	4.00	3.75	3.75	2.75
520 x	4.75	3.75	3.50	3.50	2.50
624 x	4.50	3.50	3.25	3.25	2.25
780 x	4.25	3.25	3.00	3.00	2.00

Traffic per spot, extra .50.
Programs and spots may be combined for frequency discounts.

KNOT

1957

RAB

Media Code 4 203 6600 7.00

Parkland Broadcasting Inc., Box 151, 1102 Willow Creek Rd., Prescott, Ariz. 86301. Phone 602-445-5211.

STATION'S PROGRAMMING DESCRIPTION

KNOT: Programmed for adults, young adults and teens. Staff of 3 emcee record operation. MUSIC: daytime, middle-of-the-road, 6:30 pm-12M, rock format. NEWS: twice hourly on hour and half hour minimum. News hour: 7:45 am & 5-6:15 pm. Local News: 7:30 am & 5:15 pm. Local play-by-play sports events, national professional sports. Personalities available for remote special events, 2 man local news staff. Mobile units available for news, special events, etc. Telephone and mail contests. Contact Representative for further details. Rec'd 2/12/68.

1. PERSONNEL
General Manager—Robert E. Baker.
Station Manager—Mike Alan.

2. REPRESENTATIVES
New York, Chicago, Los Angeles, San Francisco—
F. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21b, 21c, 23a, 24a, 24b, 25a, 28c.
Contracts: 40a, 48, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ER 10/1/63—Rec'd 1/28/65.

Rec. ER 1/1/69—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec

PER WK:	1 min	30 sec	10 sec
1000 x	2.00	1.80	.85
750 x	2.50	1.95	1.05
520 x	3.00	2.40	1.25
312 x	3.50	3.00	1.50
260 x	4.00	3.20	1.75
156 x	4.25	3.40	1.95
62 x	4.50	3.80	2.10
26 x	4.75	3.80	2.35
1 x	5.00	4.00	2.50

7. PACKAGE PLANS
24 HOUR PERIOD
PER WK: 50 ti 40 ti 30 ti 25 ti 20 ti 10 ti

PER WK:	50 ti	40 ti	30 ti	25 ti	20 ti	10 ti
1 min	77.50	68.00	55.50	51.25	43.00	22.50
30 sec	65.00	54.00	43.50	40.00	33.00	17.50
10 sec	37.50	34.00	27.00	26.25	22.00	15.00

8. PROGRAM TIME RATES
1 hr 26x 52x 156x 312x

PER WK:	1 hr	1/2 hr	1/4 hr		
1 hr	35.00	31.50	28.00	24.50	21.00
1/2 hr	60% of hr.	5 min: 20% of hr.			
1/4 hr	40% of hr.				

KYCA

1940

RAB

Media Code 4 203 6750 0.00
Southwest Broadcasting Co., East Gurley St., Prescott, Ariz. 86301. Phone 602-445-1700.

1. PERSONNEL
General Manager—Don E. Jackson.

2. REPRESENTATIVES
Avery Knodel, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: unlimited, MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 22a, 23a, 24b.
Comb.: Cont. Discounts: 60a.
Affiliated with NBC.
Member: Arizona Broadcasting System.

TIME RATES
ER—Rec'd 3/26/69.

A—Mon thru Sat 6-9 am; Mon thru Fri 4-7 pm.
B—Mon thru Sat 9 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK:

PER WK:	6 ti	12 ti	18 ti	24 ti
A	6.00	5.50	5.00	4.50
B	5.00	4.50	4.00	3.50
C	4.00	3.50	3.00	2.50

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—20%
Rateholder: Minimum 8 spots per week.

7. PACKAGE PLANS
PER WK: 6 ti 12 ti 18 ti 24 ti

PER WK:	6 ti	12 ti	18 ti	24 ti		
1 min	3.50	3.25	3.00	2.75	2.50	2.00
30 sec	2.25	2.00	1.75	1.50	1.25	1.00
10 sec	1.75	1.50	1.25	1.00	.75	.50

Traffic per spot, extra .50.

8. PROGRAM TIME RATES
5 min (*) 5 min (*)

PER WK:	5 min (*)	5 min (*)	5 min (*)	5 min (*)	
280 x	5.25	4.25	3.96	4.00	3.00
312 x	5.00	4.00	3.75	3.75	2.75
520 x	4.75	3.75	3.50	3.50	2.50
624 x	4.50	3.50	3.25	3.25	2.25
780 x	4.25	3.25	3.00	3.00	2.00

Traffic per spot, extra .50.
Programs and spots may be combined for frequency discounts.

9. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

10. SPECIAL FEATURES
NEWS CONSTANT ON THE HOUR
5 min 3 min
Drive Time—6-9:30 am & 4-7 pm—19 16
ROS—10 am-3:30 pm—15 12
Combination 1 Drive, 1 ROS—25 22
Newscast contains 1 additional News Constant 50-sec actuality report at :45. Includes sponsor's ID plus advance promo for sponsored newscast on the hour or half.

28 wk or more—10%.
1-min and 30-sec spots may be combined for discounts.
10-sec spots may not be combined for discounts and are available only at the 1 week rate.

7. PARTICIPATING PROGRAMS
John Sage Controversy—Sun thru Fri 8 pm-midnight, minimum 5 per wk, 1 per day, 1 min, ea—10

SIERRA VISTA

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KHFH

1957



Subscriber to the NAB Radio Code
Media Code 4 203 7200 5.00
Huachuca Broadcasting Co., Box 1566, Sierra Vista,
Ariz., 85639. Phone 602-458-4313.

- PERSONNEL**
Pres. & Gen'l Mgr.—Kenneth Ferguson,
Vice-Pres. & Asst. Mgr.—Bobby J. Ferguson.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w. days; 500 w. nights; 1420 kc. Directional
nights only.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15a, 15b.
Basic Rates: 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c,
29a.

Contracts: 40a, 44a, 45, 46, 47a,
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

Member: Arizona Broadcasting System.
TIME RATES
ET 4/1/69—Rec'd 3/31/69.
A—Mon thru Sat 6-9 am; Mon thru Fri 4-7 pm.
B—Mon thru Sat 9 am-4 pm; Sat 4-7 pm; Sun noon-7
pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 tl	12 tl	18 tl	24 tl
A	8.00	7.50	7.00	6.50
B	7.00	6.50	6.00	5.50
C	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNTS
28 wk—10% 52 wk—20%
Rateholder: minimum 6 tl per wk.

TEMPE

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix

(including Glendale, Mesa, Scottsdale,
Tempe, Tolleson)

TOLLESON

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix

(including Glendale, Mesa, Scottsdale,
Tempe, Tolleson)

TUCSON (11 AM; 2 FM)

Pima County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KAIR

1956



Subscriber to the NAB Radio Code
Media Code 4 203 7350 6.00
KAIR Broadcasting Co., Inc., Box 951, Ramada
Inn, Tucson, Ariz. 85702. Phone 602-624-0401.

- PERSONNEL**
President—Edwin G. Richter, Jr.
Vice-President—Frank Kallil.
General Sales Manager—Ray Tempenny.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
250 w., 1490 kc. Non-directional.
Operating schedule: 24 hrs. daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b.
Basic Rates: 20b, 22a, 22b, 23a, 25a, 28c, 29a, 30,
33c.
Contracts: 40a, 44a, 45.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 71a, 73b.
Prod. Services: 82.
Total frequency earned within 12-month period is
retroactive.

TIME RATES

ET—Rec'd 2/28/68.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
A—Mon thru Sat 9:30 am-4 pm & 7-10 pm; Sun 6
am-10 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	CLASS AA	250x	500x	1000x
1 min.	9.00	8.50	8.00	7.50	7.00
30 sec/less.	7.25	6.75	6.50	6.00	5.50
1 min.	8.00	7.75	7.25	6.75	6.25
30 sec/less.	6.50	6.00	5.75	5.50	5.25

7. PACKAGE PLANS

Weekly:	CLASS AA	10 tl	20 tl	30 tl	40 tl	50 tl
1 min.	8.50	8.00	7.50	7.00	6.50	6.00
30 sec.	6.75	6.50	6.00	5.50	5.25	5.00
1 min.	CLASS A	7.75	7.25	6.75	6.25	5.75
30 sec.	6.00	5.75	5.50	5.00	4.75	4.50

CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—20%

KCEE and KCEE-FM

1956 1967

NBC Radio Network

NAFMB

Subscriber to the NAB Radio Code
Sold in Combination Only: Programmed Separately.
Media Code 4 203 7500 6.00
Strauss Broadcasting Company, Box 5803, Tucson,
Ariz. 85703. Phone 602-622-7788.

STATION'S PROGRAMMING DESCRIPTION
KCEE: Programmed for adult and young adult in-
terest.
Minimum talk. **MUSIC 85%:** includes standards,
popular middle-of-the-road, film music, showtunes.
Original cast Broadway musicals 11:05 am-noon each
Sun morning. Semi-classics each evening 8:05-9 pm.
NEWS 15%: national and international news on hour.
Local and regional coverage plus national and in-
ternational headlines on half hour under supervision
of news director with UP wire service and direct line
reports on stock market. Community awareness edi-
torials and regular program reports from NASA.
Contact Representative for further details. Rec'd
5/1/68.

- PERSONNEL**
President—Robert S. Strauss.
Exec. Vice-Pres. & Gen'l Mgr.—Dan Hayslett.
Station Manager—Jay Spurgeon.
- REPRESENTATIVES**
Avery-Knodel, Inc.
Strauss Broadcasting Company Stations: See Item 6
S/O Pages.
- FACILITIES**
5,000 w. days; 500 w. nights. 700 kc. Directional.
Operating schedule: (unlimited) 5-2 am.
FM-ERP 25,500 w.; 98.1 mc.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46.
Comb.: Cont. Discounts: 00b, 60e, 60l, 61a, 61b, 61c,
62b, 62d.
Cancellation: 70a, 70e, 71a.
Affiliated with NBC.
Member: Arizona Broadcasting System.

TIME RATES

KCEE and KCEE-FM COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 6 ET 3/1/69—Rec'd 2/28/69.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
KCEE AND KCEE-FM COMBINATION

YEARLY:

	1 min	30 sec	1 min	30 sec
1 x	14.00	12.00	12.00	10.00
28 x	11.00	10.00	10.00	9.50
52 x	10.00	9.00	9.00	8.50
104 x	9.50	8.50	8.50	8.00
156 x	9.00	8.00	8.00	7.50
208 x	7.00	6.00	6.00	5.50
312 x	6.50	5.50	5.50	5.00
420 x	6.00	5.00	5.00	4.50
790 x	5.50	4.50	4.50	4.00

10-sec ID's: 50% of earned 1-min.

7. PACKAGE PLANS
KCEE AND KCEE-FM COMBINATION

WEEKLY:

	1 min	30 sec	1 min	30 sec
10 Plan	10.00	9.00	9.00	8.50
20 Plan	8.50	7.50	7.50	7.00
30 Plan	7.00	6.00	6.00	5.50
*60 Plan	5.50	5.00	5.00	4.50

(* No more than 50% in AA time.
Specified time: per spot extra, AA 2.00, A 1.00.
Plans cannot be combined with yearly frequency.
Rebates given in time only.
10-sec ID's: 50% of earned 1-min.

- SPECIAL FEATURES**
KCEE and KCEE-FM COMBINATION
LOCAL-REGIONAL NEWSCASTS
- | | AA | A | AA | A |
|-------|-------|-------|-------|-------|
| 1 x | 17.00 | 14.00 | 15.00 | 12.00 |
| 28 x | 15.00 | 12.00 | 12.00 | 10.00 |
| 52 x | 14.00 | 11.00 | 11.00 | 9.00 |
| 104 x | 13.00 | 10.00 | 10.00 | 8.50 |
- Commercial Content: 1-min. plus open & close ID's.

KCEE-FM

1967

NAFMB

Sold in Combination Only: Programmed Separately.
Media Code 4 203 7501 6.00
Strauss Broadcasting Company, Box 5803, Tucson,
Ariz. 85703. Phone 602-622-7788.

STATION'S PROGRAMMING DESCRIPTION
KCEE-FM: Programmed for adults and young adults
in uninterrupted segments.
No ad lib. **MUSIC 90%:** includes showtunes, film
music, standards and popular middle-of-the-road.
NEWS 10%: news director supervises local and re-
gional news, plus national and international headlines
at each half hour, with UP wire service and direct
line stock market reports. Contact Representative for
further details. Rec'd 5/1/68.

- PERSONNEL**
President—Robert S. Strauss.
Exec. Vice-Pres. & Gen'l Mgr.—Dan Hayslett.
Station Manager—Jay Spurgeon.
- REPRESENTATIVES**
Avery-Knodel, Inc.
Strauss Broadcasting Company Stations: See Rep &
S/O Pages.
- FACILITIES**
FM-ERP 25,500 w.; 98.1 mc.
Operating schedule: 24 hours Mon thru Sat. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
See KCEE listing for coded regulations.

TIME RATES

Sold in combination with KCEE.
See that listing for rates.

KCUB

1929

Media Code 4 203 7650 1.00
Rex Broadcasting Corp., 80 S. Stone Ave., Tucson,
Ariz. 85701. Phone 602-623-4323.

STATION'S PROGRAMMING DESCRIPTION
KCUB: Programmed for adults.
NEWS: 5 min reports all hours 24 hours a day.
MUSIC: 75% current albums, general popular, 25%
current singles. Sports in every newscast. Traffic re-
ports by station helicopter. University football and
basketball schedule, live. **COMMERCIAL POLICY:**
18 commercial units per hour maximum. Contact
Representative for further details. Rec'd 8/1/69.

- PERSONNEL**
President—Arnold Schorr.
Vice-Pres. & Nat'l Sales Mgr.—Molly Low.
General Manager—Al Lucero.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w., 1290 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15% on time only, no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 15b, 15d.
Basic Rates: 20b, 21d, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47c, 61c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Length of commercial copy:
1 hr.....7 min 10 min.....2:30 min
1/2 hr.....4:15 min 5 min.....1:15 min
1/4 hr.....3:00 min

TIME RATES

No. 10 ET 8/1/68—Rec'd 7/8/68.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—Mon thru Fri 5-8 am, 9 am-3 pm & 7 pm-mid-
night; Sat 5 am-midnight; Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**
- | | 1x | 52x | 104x | 156x | 208x | 312x | 520x | 700x |
|----|-------|------|------|------|------|------|------|------|
| AA | 10.00 | 9.00 | 8.00 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| A | 9.00 | 8.00 | 7.00 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
- 30 SECONDS**
- | | AA | 8.00 | 7.00 | 6.00 | 5.50 | 5.00 | 4.50 | 4.25 | 4.00 |
|---|------|------|------|------|------|------|------|------|------|
| A | 7.50 | 6.50 | 5.50 | 5.00 | 4.50 | 4.00 | 3.75 | 3.50 | |

ARIZONA

7. PACKAGE PLANS

	1 MINUTE	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
AA	8.00	8.00	7.00	6.50	6.00	5.50	5.00
A	7.00	7.00	6.00	5.50	5.00	4.50	4.25

30 SECONDS

	AA	7.00	6.00	5.50	5.00	4.50	4.25
A	6.50	5.50	5.00	4.50	4.00	3.75	

CONTINUOUS WEEKLY DISCOUNTS
4 wk—5% 13 wk—10%
8. PARTICIPATING PROGRAMS
KCUB Nite Club—Midnight-5 am. 50% of earned
A rate.

10. SPECIAL FEATURES
WEEKLY NEWSCAST PACKAGE
5 MINUTES

	6 tl	12 tl	18 tl	24 tl
AA	13	12	11	10
A	11	10	9	8

CONTINUOUS WEEKLY DISCOUNTS
4 wk—5% 13 wk—10%

5-MINUTE NEWSCASTS

	1x	20x	52x	104x	156x	312x	624x
AA	15	14	13	12	11	10	9
A	13	12	11	10	9	8	7

KEVT

1953

All Spanish Network



Media Code 4 203 7800 2.00
Tucson Radio Inc., 48 E. Broadway, Tucson, Ariz.
85701. Phone 602-624-5588.
Other offices—1009 Grand Ave., Time Motel, Nogales,
Ariz. 85621. Phone 602-287-4827.

STATION'S PROGRAMMING DESCRIPTION
KEVT: Programmed 100% in Spanish for Mexican-
Americans and Mexican.
MUSIC: emphasis on Mexican and popular Latin
music. NEWS: all news in Spanish pre-translated by
AP. 15 min newscasts 8 am, noon, 5 pm. 5 min
newscasts hourly elsewhere. Bulletins as they occur.
Audience participation show 9 am, with swap shop,
Soap operas, produced in Mexico City, 9:30 am & 10
am. Women's program M-7 11 am-noon. Local per-
sonality brings daily greeting of birthdays, anniver-
saries, etc 1-2 pm. AIR PERSONALITIES handle
all segments including remotes and promotions. Gifts
and prizes to listeners. Participate in fund drives
and community projects. Sports broadcasts. Live cov-
erage of civic and social events, Commercials trans-
lated free. Contact Representative for further details.
Rec'd 3/28/68.

- PERSONNEL**
President—Arlin L. Korngold.
General Manager—Rob Townsend.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
250 w.; 690 kc. Clear channel. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15%. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 25a, 24a, 24b, 25a, 26,
28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 00a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Broadcast entirely in Spanish.
Member: Amigo Spanish Group, All Spanish Network.

TIME RATES

ET 10/1/67—Rec'd 8/24/67.
7. PACKAGE PLANS
PER WK: 1 tl 5 tl 10 tl 15 tl 20 tl 25 tl 30 tl
1 min.....7.00 6.65 6.30 5.95 5.60 5.25 4.90
30 sec: 75% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 wk	60	36	24	15

DISCOUNTS
26 wk—10% 52 wk—15% 104 wk—20% 260 wk—25%
Rates include translating from English to Spanish.
(CR)

KFMM (FM)

1954

Media Code 4 203 7950 5.00
Tucson Broadcasting Co., Box 4009, Tucson, Ariz.
85717. Phone 602-622-3347.

- PERSONNEL**
Manager—Thomas A. Maples.
Sales Manager—E. H. Kelly.
Program Director—James Neilson.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 7,200 w.; 99.5 mc.
Operating schedule: 6 am-midnight daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

ET—Rec'd 12/18/68.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min.	5.00	4.75	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	35.00	33.25	31.50	30.00	28.50	27.00	25.50
1/2 hr.	26.25	25.00	23.75	22.50	21.50	20.25	19.00
5 min.	14.75	14.00	13.25	12.75	12.00	11.50	10.75

(Tucson continued on next page)

GOOD MUSIC LISTENERS
ARE SOLD ON ...

The summer
sound of Tucson

KCEE
790 AM
96.1 FM

Represented by AVERY KNODEL

ARIZONA

Tucson—Continued

KHOS

1963



Media Code 4 203 8100 6.00

Grabet, Inc., Radio Enterprises, Box 5945, 8 Paseo Redondo, Tucson, Ariz. 85703. Phone 602-624-2431.

STATION'S PROGRAMMING DESCRIPTION
KHOS: Programmed for general interest.
MUSIC: country and western & air personalities handle all segments. **NEWS:** 5 min on half hour. Music 90%: 60% current singles, 40% albums. News 10%: local national and international. **COMMERCIAL POLICY:** 13 minutes maximum per hour. Personalities available for remotes from shopping centers, grand openings, special events, etc. Contact Representative for further details. Rec'd 2/28/68.

1. PERSONNEL

Station Manager—Jim Slone.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

250 w.; 940 kc. Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations.

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b. Rate Protection: 10c, 11c, 12c, 13c. Basic Rates: 22a, 22b, 23a, 25a, 28b, 29a. Contracts: 40a, 42b, 45, 46, 47a, 47b. Comb.; Cont. Discounts: 60b, 60c, 61a, 62b. Cancellation: 70a, 70c, 71a, 73a. Announcements contracted under weekly rates will count towards an annual plan and discounts will be paid retroactively if and when an annual discount is earned. Announcements contracted under annual rates will be short-rated to the appropriate rate earned each month if the annual contract is not fulfilled.

TIME RATES

ET 9/1/68—Rec'd 9/8/68.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6-9 am & 4-7 pm. A—Mon thru Sat 9 am-4 pm; Sun 8 am-7 pm.

PER WK. EA:	CLASS AA					
	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
1 min.....	12.00	11.00	10.00	9.00	8.00	-----
30 sec.....	10.00	8.50	7.50	6.50	5.50	-----
CLASS A						
1 min.....	10.00	9.00	8.00	7.00	6.00	-----
30 sec.....	8.00	7.00	6.00	5.00	4.50	-----

*PER YR. ROS:	6 AM—MIDNIGHT					
	50x	250x	500x	750x	1000x	-----
1 min.....	5.00	5.25	5.00	4.75	4.50	-----
30 sec.....	4.50	4.25	4.00	3.75	3.50	-----

7. PACKAGE PLANS

EA:	WEEKLY—ROS			
	10 tl	15 tl	20 tl	25 tl
1 min.....	6.50	6.00	5.50	5.00
30 sec.....	5.50	5.00	4.50	4.00

EA:	MONTHLY—ROS			
	50 tl	75 tl	100 tl	-----
1 min.....	5.50	5.25	5.00	-----
30 sec.....	4.50	4.25	4.00	-----

EA:	WEEKEND—SAT & SUN	
	10 tl	20 tl
1 min.....	5.00	4.50
30 sec.....	4.00	3.50

10 sec ID's: 50% of 1-min.

(†) 6 am-midnight.

KHYT

1957



Subscriber to the NAB Radio Code

Media Code 4 203 8175 8.00

Golden State Broadcasting Corp., Box 5084, Tucson, Ariz. 85703. Phone 602-623-7501.

STATION'S PROGRAMMING DESCRIPTION
KHYT: Programmed for adults.
MUSIC: 85% of total programming, general popular, middle-of-the-road music. News hourly with emphasis on local and state news. **COMMERCIAL POLICY:** Maximum of 15 minutes per hour. Personalities available for remotes with mobile studio. Contact Representative for further details. Rec'd 4/16/69.

1. PERSONNEL

President—Robert H. Scholz.
Vice-Pres. & Sales Mgr.—Jerry Jay.
Vice-Pres. & Prog. Dir.—Les Turpin.

2. REPRESENTATIVES

Burn-Smith Company, Inc.

3. FACILITIES

600 w. days; 1330 kc. Non-directional. Operating schedule: 5 am-local sunset. MST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 12c. Basic Rates: 20b, 22b, 24b, 25c, 28a, 29a, 33d. Contracts: 40a, 41, 42b, 44a, 45, 46, 50, 51b. Comb.; Cont. Discounts: 60b, 61a. Cancellation: 70c, 71a, 73a. Prod. Services: 80, 81, 82. Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 ET 2/1/69—Rec'd 3/26/69.

AA—6-10 am & 3 pm-sign-off. A—ROS/BTA.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				
	5 tl	10 tl	15 tl	20 tl	30 tl
1 min.....	6.50	6.00	5.50	5.00	4.50
30 sec.....	6.00	5.50	5.00	4.50	4.00
10 sec.....	3.25	3.00	2.75	2.50	2.25

1 min.....	CLASS A			
	8.00	5.50	6.00	4.50
30 sec.....	5.50	5.00	4.50	4.00
10 sec.....	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

PER YR:	BULK RATE CONTRACTS			
	250x	500x	1000x	1500x 2000x
1 min.....	4.50	4.00	3.50	3.00 2.50
30 sec.....	4.00	3.50	3.00	2.50 2.00
10 sec.....	2.25	2.00	1.75	1.50 1.25

PER MO:	DISCOUNTS			
	1 min	30 sec	10 sec	-----
1 min.....	5.00	4.00	3.50	3.00
30 sec.....	4.00	3.50	3.00	2.50
10 sec.....	2.25	2.00	1.75	1.50

13 wk—5% 28 wk—10% 52 wk—15%

Do not apply to Bulk Rate Contracts.

KIKX

1946

Media Code 4 203 6250 9.00
A John Walton Station, Box 5854, Tucson, Ariz. 85703. Phone 602-624-5553.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Bill Crawford.

Program Director—Charles W. Whitaker.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

5,000 w. days. 500 w. nights; 580 kc. Directional—

night only.

Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 11b, 12b, 13b, 14b, 15b, 16. Basic Rates: 20c, 21c, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29b, 30, 31, 32b, 33d. Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 51a, 51b, 51c. Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d. Cancellation: 70b, 70d, 71a, 73b. Prod. Services: 80, 81, 82. Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/68—Rec'd 4/11/68.

6. SPOT ANNOUNCEMENTS

GUARANTEED FIXED POSITION

PER YR:	RUN OF SCHEDULE			
	451-4	351	251x	151x 51x 1x
1 min.....	5.50	6.00	6.50	7.00 7.50 8.00

PER YR: 2000x 1500x 1000x 750x 500x 250x

1 min..... 2.75 3.00 3.25 3.50 3.75 4.00

30 sec less 20%. 10 sec: flat ea, 2.50.

1-minute and 30-second spots may be combined for frequency discount.

7. PACKAGE PLANS

RATEHOLDER PLANS—1 MINUTE

PER WK:	RATEHOLDER PLANS—1 MINUTE				
	70 tl	46 tl	28 tl	14 tl	7 tl
1-4 wk.....	4.75	5.00	5.25	5.50	5.75
16 wk.....	3.75	4.00	4.25	4.50	4.75
52 wk.....	2.75	3.00	3.25	3.50	3.75

30 sec less 20%. 10 sec: flat ea, 2.50.

1-minute and 30-second spots may be combined for frequency discount.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	5-MINUTE NEWSCASTS			
	12 tl	8	7	6
6 tl.....	9	8	7	6
3 tl.....	10	9	8	7

News-cast sponsors must confirm renewal contracts 3 weeks prior to expiration in order to retain first right of refusal. 1/3 of all schedules broadcast between 6-9 am and 3-7 pm, if available, except fixed position which are guaranteed times per advertiser's request. Rateholder: Minimum 1 spot per week.

KOPO

(formerly KOLD)

1947

GBS Radio Network

BLAIR RADIO

NAB

Subscriber to the NAB Radio Code

Media Code 4 203 8550 2.00
KOPO Broadcasting Co., Inc., Box 5037, Tucson, Ariz. 85703. Phone 602-623-5771.

1. PERSONNEL

President—Tom Chauncey.

General Manager—Joe Crystall.

Program Director—Joel Byars.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

250 w.; 1450 kc. Non-directional.

Operating schedule: Unlimited. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13c, 14c, 15a.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 29a, 30.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47b, 48, 50, 51a, 51b.

Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 61c, 62b.

Cancellation: 70a, 71a, 72, 73b.

Prod. Services: 80, 82.

Affiliated with CBS and Blair Representative Network.

TIME RATES

ET 8/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

BEST OF SCHEDULE

1 min.....	BEST OF SCHEDULE			
	Flat	100x	250x	500x 750x 1000x
1 min.....	5.50	3.50	2.95	2.65 2.50 2.35
30 sec.....	5.00	3.00	2.45	2.25 2.10 1.95
10 sec.....	3.00	2.20	1.85	1.75 1.60 1.45

Includes Traffic time placement as available.

7. PACKAGE PLANS

WEEKLY PROMOTION PACKAGES

EA:	WEEKLY PROMOTION PACKAGES				
	10 tl	15 tl	20 tl	30 tl	40 tl 50 tl
1 min.....	3.60	3.00	2.80	2.65	2.60 2.50
30 sec.....	3.10	2.50	2.40	2.25	2.20 2.15
10 sec.....	2.50	2.00	1.90	1.75	1.70 1.65

8. PROGRAM TIME RATES

Ea	PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr.....	50	24	15	11	7

10. SPECIAL FEATURES

Guaranteed News Alert & Party Line—7-10:30 am & 4-6 pm, BOS rate plus 1.00 ea.

KTKT

1949

Leland Bisbee Group

Media Code 4 203 8700 3.00
Leland Bisbee Broadcasting Co., Box 5585, Tucson, Ariz. 85717. Phone 602-622-6711.

1. PERSONNEL

Vice-Pres. & Sta. Mgr.—Phil Richardson.

Vice-Pres. & Nat'l Sales Mgr.—Robt. J. Zimmerman.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

10,000 w. days, 1,000 w. nights; 990 kc.

Directional.

Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5.

Rate Protection: 10b.

Basic Rates: 20a, 22a.

Contracts: 40a.

Comb.; Cont. Discounts: 60f.

Cancellation: 70a, 71a, 73b.</

WICKENBURG

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KSWW

1968

Media Code 4 203 9075 9.00
Wickenburg Radio Co., Inc., Box 1387, Wickenburg, Ariz. 85358. Phone 602-884-2182.

STATION'S PROGRAMMING DESCRIPTION
KSWW: Programmed for community interest. MUSIC: current hits 50%, modern country and western 30%, standards 20%. Weekends feature showtimes 10%, religious 30%. NEWS: 5 min summary hourly, headlines on half hour, emphasis on local area news using audio actualities, 15 min roundup, 7:30 am. School news and guest ranch reports weekly. Weather-rod conditions daily, 8:15 am. Stock market, M-F 5:30 pm. Weekly reports to people by mayor and city officials. Weather ends each newscast. Editorials as occasion demands. SPORTS: local sports. RELIGIOUS: Sundays religious music programs. Daily meditation with local ministers. Programming policy: community involvement takes priority over all other considerations. Rec'd 11/14/68.

- PERSONNEL**
President—Sky Thurber.
Vice-President—Mrs. Joyce Stirling.
Manager—Jack Hugs.
- FACILITIES**
500 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15/0; time only, 10 days following.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3c, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25c, 26, 27, 28b, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42d, 44b, 47b, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60f, 61b, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 4/1/68—Rec'd 8/27/68.

A—7-9 am & 4-6 pm.				
B—9 am-4 pm & 6-9 pm.				
6. SPOT ANNOUNCEMENTS				
PER WK:	CLASS A	5x	10x	25x
1 min.	3.30	3.00	2.90	2.75
30 sec.	2.47	2.25	2.17	2.08
10 sec.	1.65	1.50	1.45	1.38
CLASS B				
1 min.	2.75	2.50	2.25	2.00
30 sec.	2.06	1.88	1.68	1.50
10 sec.	1.38	1.25	1.13	1.00

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
A 60 40 26 9
B 45 30 15 7
- SPECIAL FEATURES**
News at :60 3.00 2.25 1.50 6.00
Headlines at :30 2.25 1.50 3.00
Weather at :15 2.25 2.75
Ask Dr. Welch (1/2 hr.) 2.90 2.17 1.45 9.00
Dan Jamison's China Shifters 1.50 1.50
Stock Market Wrap-up 3.00 2.25 1.50 4.75
(* Total sponsorship.)

WILLCOX

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KHIL

1959

Media Code 4 203 9150 0.00
Cochise Broadcasting Co., Box 830, 488 N. Haskell Ave., Willcox, Ariz. 85643. Phone 602-384-2780.

- PERSONNEL**
President—Harold E. Bruzeas.
Vice-President—Alan B. Bruzeas.
General Manager—James R. Saunders.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
5,000 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15% time only; 2% cash discount if paid by 10th.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 61b, 62b, 62c.
Cancellation: 70a, 70c.

TIME RATES

ET 8/15/68—Rec'd 8/6/69.									
6. SPOT ANNOUNCEMENTS									
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00
10 sec	4.00	3.70	3.40	3.10	2.80	2.70	2.50	2.00	2.00
7. PACKAGE PLANS									
SATURATION PACKAGES									
30 30-sec spots in 7 days	100								
50 30-sec spots in 7 days	150								
30 10-sec spots in 7 days	50								

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 hr	60.00	30.00	17.50	7.50
26 hr	55.00	27.50	16.50	7.25
52 hr	50.00	25.00	15.00	6.75
104 hr	45.00	22.50	13.25	6.00
156 hr	40.00	20.00	11.50	5.00
260 hr	37.50	18.75	10.00	4.00
520 hr	35.00	17.50	9.50	3.50

WILLIAMS

Cochise County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KCYN

1968

Media Code 4 203 9225 0.00
Grand Canyon Aircasters, Inc., Box 66, 138 W. Bill Williams Ave., Williams, Ariz. 86046. Phone 602-635-4488.

STATION'S PROGRAMMING DESCRIPTION
KCYN: Programmed for general interest. MUSIC: middle-of-the-road featuring standard pops, showtimes, film music, blended with country and western at 8-9 am, & 4-6 pm. NEWS: round-ups at 7 am, 8 am, 0 am, noon, 5 pm, 6 pm. Length and content determined by complexity of news. Participate in fund drives for community activities. SPORTS: covered live in area. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 0/24/68.

- PERSONNEL**
President—John Howard Connor.
Vice-President—Dick Gilbert.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**
15/2 time only, 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 31, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60b, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ET 5/1/68—Rec'd 4/25/68.

6. SPOT ANNOUNCEMENTS							
EA:	1 min	30 sec	10 sec				
1 x	4.00	3.00	2.00				
15 x	3.50	2.60	1.70				
30 x	3.20	2.40	1.60				
60 x	3.00	2.20	1.50				
100 x	2.80	2.00	1.40				
200 x	2.60	1.90	1.30				
500 x	2.40	1.70	1.20				
1000 x	2.20	1.60	1.10				
1500 x	2.00	1.50	1.00				
7. PACKAGE PLANS							
PER WK:	EA:	10 tl	20 tl	30 tl	50 tl	70 tl	100 tl
1 min.	3.00	2.80	2.60	2.40	2.20	2.00	
30 sec.	2.20	2.00	1.90	1.70	1.60	1.50	
10 sec.	1.50	1.40	1.30	1.20	1.10	1.00	
8. PROGRAM TIME RATES							
5 min.	3.00	3.50	4.00	4.50	5.00	5.50	6.00
1/4 hr.	6.00	7.00	8.00	9.00	10.00	11.00	12.00
1/2 hr.	10.00	12.00	14.00	16.00	18.00	20.00	22.00
1 hr.	18.00	20.00	24.00	28.00	32.00	36.00	40.00

WINSLOW

Navajo County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KINO

1962

Media Code 4 203 9300 1.00
Winslow Communications, Inc., Box K, Winslow, Ariz. 85501. Phone 602-289-3364, 3365.

- PERSONNEL**
General Manager—Bruce G. Normandin.
Chief Engineer—Eric Manola.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-11:30 pm. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10h, 11b, 12h, 13h, 14h.
Basic Rates: 20b, 25a, 25c, 30, 33a.
Contracts: 42b, 44b, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Maximum length of contract 3 years.
Affiliated with NBC.
Member: Arizona Broadcasting System.

TIME RATES

ET 5/5/69.			
A—Mon thru Sat 0-9 am; Mon thru Fri 4-7 pm.			
B—Mon thru Sat 0 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.			
C—All other times.			

6. SPOT ANNOUNCEMENTS

1 MINUTE				
PER WK:	6 tl	12 tl	18 tl	24 tl
A	6.00	5.50	5.00	4.50
B	5.00	4.50	4.00	3.50
C	4.00	3.50	3.00	2.50
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				
CONSECUTIVE WEEK DISCOUNT				
26 wk—10%	52 wk—20%			
Rateholder: Minimum use of 6 spots per week.				

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 37.50 26.25 20.50 18.50 11.25
- DISCOUNTS**
13x—5% 52x—12 1/2% 156x—20%
26x—10 1/2% 104x—15% 260x—25%
- SPECIAL FEATURES**
Sports and Special features. 50.00 per hour, plus line and talent charges.
Echoes of Navajoland—Mon thru Sat 5:30-6:30 am.
Per spot, flat 8.00.

YUMA (3 AM)

Yuma County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KBLU

1959

Subscriber to the NAB Radio Code
Media Code 4 203 9450 4.00
Eller Telecasting Co. of Ariz., Box 1501, 1322 4th Ave., Yuma, Ariz. 85364. Phone 602-782-3881.

- PERSONNEL**
General Manager—Robert W. Crites.
Sales Manager—Al Lobeck.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
500 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-6 pm. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 22a, 23a, 24b, 24c, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 ET 1/1/69—Rec'd 1/29/69.

A—7 am, noon-1 pm & 4-6 pm.					
B—All other times.					
6. SPOT ANNOUNCEMENTS					
GUARANTEED TIME					
PER YR:	1 min	30 sec	10 sec		
1 x	5.00	4.00	3.00		
520+	4.00	3.00	2.50		
7. PACKAGE PLANS					
PER YR:	ROS	ix	520+		
1 min.	3.00	2.00	1.50		
30 sec.	2.50	1.50	1.00		
PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min.	2.90	2.80	2.70	2.60	2.50
30 sec.	2.80	2.20	2.10	2.00	1.90
8. PROGRAM TIME RATES					
PER YR:	1 hr	1/2 hr	1/4 hr	5 min	
1 x	50.00	35.00	20.00	10.00	
13 x	45.00	31.50	18.00	9.00	
26 x	40.00	28.00	16.00	8.00	
52 x	35.00	24.50	14.00	7.00	
Programs and spots may not combine to earn a larger discount.					
10. SPECIAL FEATURES					
NEWSCASTS					
5-min—1-min guaranteed rate plus 1.00.					
1-1/2-min—30-sec guaranteed rate plus 1.00.					

- PERSONNEL**
General Manager—Chuck Mizner.
Sales Manager—Wally Kubiak.
Traffic—Annette Lewis.
- REPRESENTATIVES**
Avery Knodel, Inc.
- FACILITIES**
1,000 w. 560 kc. Directional—night only.
Operating schedule: 5:00-12:05 am Mon thru Sat 7:00-12:05 am Sun.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d.
Affiliated with NBC.
Member: Arizona Broadcasting System.

TIME RATES

ET 8/1/69.									
6. SPOT ANNOUNCEMENTS									
A—Mon thru Sat 6-8 am; Mon thru Fri 4-7 pm.									
B—Mon thru Sat 9 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.									
C—All other times.									
PER WK:	1 MINUTE	6 tl	12 tl	18 tl	24 tl				
A	8.00	7.50	7.00	6.50	6.00				
B	7.00	6.50	6.00	5.50	5.00				
C	4.00	3.50	3.00	2.50	2.00				
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.									
CONSECUTIVE WEEK DISCOUNT									
26 wk—10%	52 wk—20%								
RATEHOLDER									
Minimum use of 6 spots per week.									
8. PROGRAM TIME RATES									
1 tl	1 hr	1/2 hr	1/4 hr	5 min					
1 tl	45.00	35.00	25.00	12.00					
18 tl	43.50	33.00	23.00	11.00					
26 tl	42.00	31.50	21.50	10.00					
89 tl	37.00	27.00	17.00	9.50					
52 tl	35.50	25.00	16.00	9.00					
156 tl	33.00	24.00	14.00	8.50					
260 tl	31.50	22.00	13.00	8.00					
10. SPECIAL FEATURES									
Talks—when acceptable, handled and charged as program time, plus 50%.									
Serenata at Atardecer (Henry Casares)—Mon thru Fri 7:05-9 pm. Spot Announcement rates apply.									

ARIZONA

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i
62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 ET 7/1/67—Rec'd 3/6/69.

A—6:30-9:30 am & 4:30-6:30 pm.						
B—5:30-9 am; 9:31 am-4:29 pm & 6:31 pm-midnight.						
6. SPOT ANNOUNCEMENTS						
CLASS A						
1 min	520x	260x	130x			
1 min	2.50	2.75	3.00			
30 sec	2.00	2.20	2.40			
10 sec	1.80	2.00	2.20			
CLASS B						
1 min	2.00	2.50	3.00			
1 min	1.60	2.00	2.40			
30 sec	1.45	1.80	2.20			
10 sec	1.45	1.80	2.20			
7. PACKAGE PLANS						
ROS						
PER WK:	20 tl	35 tl	25 tl	10 tl	15 tl	10 tl
1 min.	2.50	2.60	2.70	2.80	2.90	3.00
30 sec.	2.00	2.10	2.20	2.35	2.35	2.45

ARKANSAS

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Augusta—Woodruff County
Heber Springs—Clebume County

TELEVISION

Fayetteville—Washington County

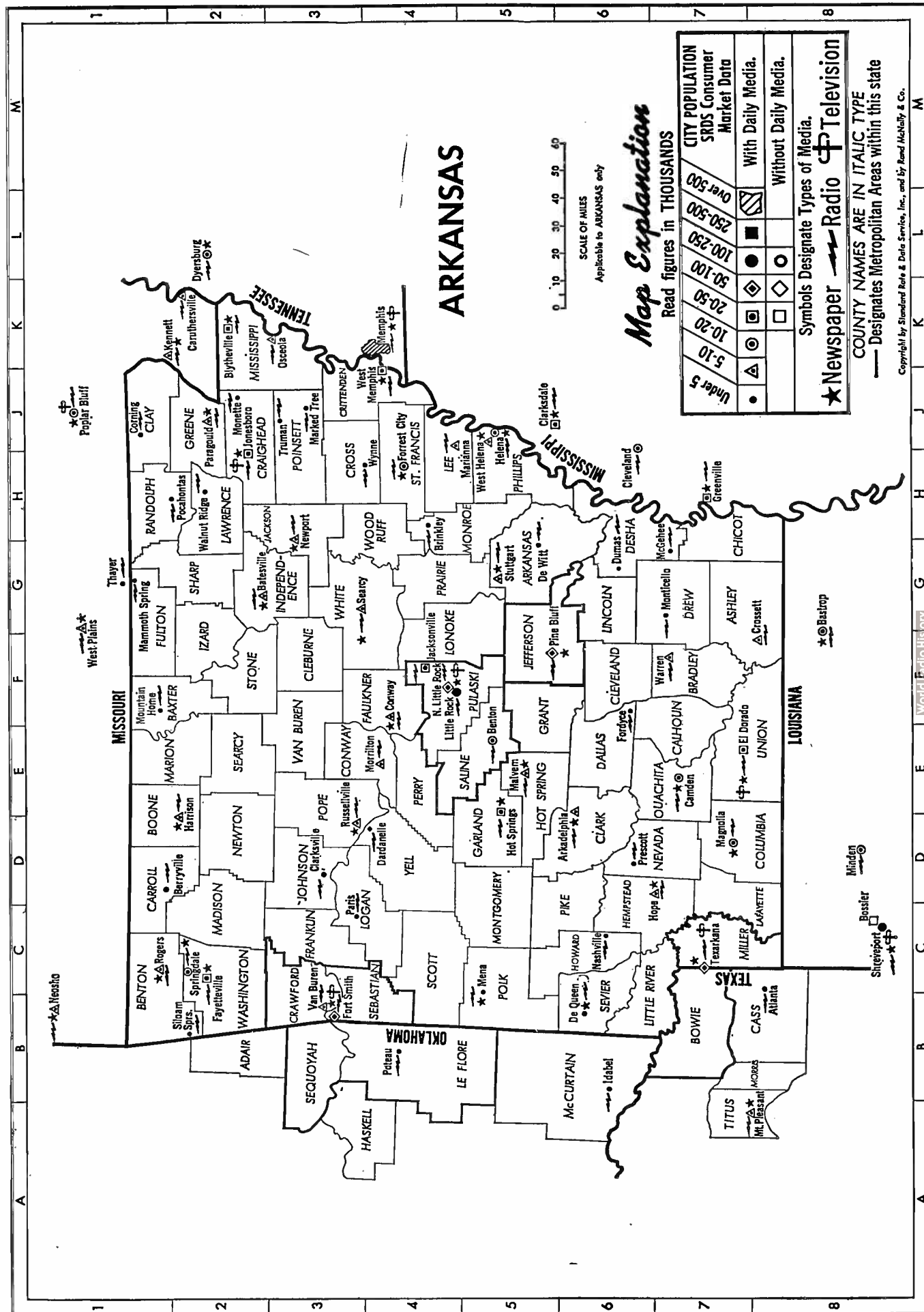
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	375,400	Crittenden	27,700
METRO AREAS		Jefferson	36,300
Fort Smith	7,300	Lee	12,300
Little Rock		Mississippi	20,000
North Little		Ouachita	11,900
Rock	54,900	Phillips	24,800
Pine Bluff	36,300	Pulaski	52,900
Texarkana	24,800	St. Francis	18,600
Total Metros	123,300	Union	15,000
COUNTIES		Total Counties	229,900
Chicot	10,400		



State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$)	% Distribution of Families					Total Retail Sales Per Household (\$)	By Selected Store Types												
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
ARKANSAS STATE TOTALS	2,004.4	606.11	3,958,000	6,530	20.5	17.5	14.1	15.0	9.0	2,727,104	4,499	480,310	82,657	288,937	135,251	131,955	625,692	216,867	692.01	241.3	1,165,342	
ARKANSAS G-5	27.6	8.38	50,419	6,017	22.6	17.3	16.9	11.3	7.3	51,894	6,193	9,255	1,571	3,115	1,332	2,006	8,282	4,042	9.39	3.2	40,628	
ASHLEY G-7	27.7	7.94	52,482	6,610	19.3	17.0	15.7	16.6	8.5	34,018	4,284	6,840	1,076	3,750	1,631	1,368	8,676	2,955	8.92	2.6	15,205	
BAXTER F-1	10.1	3.50	26,318	7,519	17.7	15.1	11.4	17.5	14.3	19,734	5,638	3,572	648	714	871	1,254	4,144	1,684	3.95	1.3	3,273	
BENTON C-1	42.3	14.38	95,141	6,616	23.6	15.5	14.9	16.1	7.8	63,677	4,428	13,211	2,176	5,837	2,932	3,363	12,405	5,158	15.74	6.2	44,542	
BOONE D-1	19.4	6.64	35,446	5,338	28.2	16.5	13.4	11.8	6.2	38,227	5,757	7,128	1,235	4,945	1,476	2,531	9,072	2,541	6.83	2.4	5,372	
BRADLEY F-7	15.2	4.62	23,667	5,123	26.9	20.3	13.0	8.4	3.7	16,342	3,537	3,132	502	1,507	765	1,203	5,262	1,203	5.33	1.5	3,040	
CALHOUN F-7	6.2	1.86	11,241	6,044	20.3	13.1	10.4	16.1	8.3	3,484	1,873	997	134	541	147	105	475	333	2.30	.8	2,504	
CARROLL D-1	12.3	4.39	20,089	4,576	27.1	16.0	9.6	7.3	2.5	17,329	3,947	3,372	589	752	1,005	1,393	1,198	1,193	4.85	3.0	13,984	
CHicot H-7	19.7	5.75	31,214	5,429	18.1	13.5	10.5	11.5	7.6	24,473	4,256	4,023	837	1,360	1,380	582	2,662	3,106	7.61	3.4	22,506	
CLARK D-6	23.5	6.96	48,234	6,930	18.4	16.4	15.0	18.0	10.3	31,319	4,500	6,890	1,072	2,317	1,349	1,305	7,648	2,831	8.00	1.7	3,724	
CLAY J-1	20.8	6.53	45,135	6,912	20.6	13.5	11.3	15.3	9.5	25,762	3,945	5,013	623	1,437	408	1,181	5,017	2,542	8.21	5.6	27,183	
CLUBBURNE F-3	8.0	2.60	13,663	5,255	22.3	13.3	10.3	11.3	4.0	12,012	4,620	2,252	372	560	293	341	4,000	1,101	3.52	2.1	5,985	
CLEVELAND F-6	5.5	1.64	11,415	6,960	19.8	12.2	10.1	20.0	10.5	2,575	1,570	733	26	252	19	166	330	248	1.2	4.189		
COLUMBIA D-7	29.1	8.88	59,961	6,752	18.3	14.7	15.0	19.3	11.5	30,523	3,437	6,105	935	2,262	3,064	1,284	7,616	2,858	10.07	1.6	4,548	
CONWAY E-3	15.7	4.75	34,699	7,305	20.2	14.6	12.4	16.9	11.6	23,928	5,037	4,630	711	938	1,878	1,554	4,337	762	5.80	2.2	7,448	
CRAIGHEAD J-2	53.5	15.93	110,542	6,939	21.7	17.1	14.4	14.2	9.4	72,882	4,575	11,151	2,563	4,185	6,242	3,146	17,509	5,645	17.66	9.4	52,697	
Jonesboro	27.7	8.80	62,247	7,074	58,860	6,689	8,371	2,326	2,623	6,100	3,009	15,826	4,168	
CRAWFORD C-3	26.3	8.24	44,262	5,372	24.3	17.9	14.7	12.7	3.5	22,104	2,683	4,701	722	1,082	948	291	5,989	3,063	8.39	2.1	7,153	
CRITTENDEN J-3	55.9	14.27	85,710	6,006	17.2	12.9	13.2	15.1	10.6	75,245	5,273	11,430	1,511	2,539	1,777	1,627	30,546	7,309	17.28	5.1	49,504	
West Memphis	26.3	7.09	48,348	6,819	60,246	8,497	7,565	1,303	1,242	1,468	1,067	29,156	6,191	
CROSS H-3	18.7	5.09	42,764	8,402	17.1	12.1	9.7	15.5	16.5	26,618	5,229	4,091	800	1,904	1,387	1,488	5,623	1,462	6.99	4.1	35,569	
DALLAS E-6	10.8	3.20	18,546	5,796	22.9	13.7	14.5	14.9	6.1	15,298	4,781	3,399	202	1,659	993	825	3,430	1,629	3.98	.7	1,454	
DESHA H-6	21.4	5.94	42,803	7,206	18.0	13.6	11.4	16.1	12.7	29,109	4,901	4,614	676	2,264	1,198	9,074	1,710	7.71	3.8	27,282		
DREW G-7	15.8	4.51	30,482	6,759	20.3	16.5	11.7	13.8	8.9	14,504	3,216	3,861	569	2,056	855	1,208	2,388	1,388	5.64	2.2	8,382	
FAULKNER F-4	27.9	8.26	45,710	5,534	22.0	16.3	13.7	14.5	5.4	36,865	4,463	7,875	1,336	2,937	2,693	1,399	7,080	4,444	9.19	3.1	7,327	
FRANKLIN C-3	10.2	3.30	19,673	5,962	22.8	13.1	12.7	15.5	6.5	13,078	3,963	2,274	396	1,224	285	841	3,047	1,586	4.06	1.7	5,736	
FULTON G-1	5.0	1.65	10,314	6,251	19.3	11.7	8.5	15.7	8.8	8,220	4,982	1,348	340	603	214	123	3,008	920	2.65	1.9	3,869	
GARLAND D-5	55.4	20.16	123,640	6,133	22.6	19.7	14.6	14.5	8.4	89,294	4,429	14,914	2,881	8,928	5,915	3,487	16,248	5,962	20.69	1.0	3,414	
Hot Springs	38.0	15.07	72,553	4,814	82,256	5,458	5,458	5,458	5,458	5,458	5,458	15,737	3,487	
GRANT F-5	9.0	2.81	17,122	6,093	21.0	14.8	14.7	18.8	9.1	5,814	2,069	914	210	904	85	164	1,525	1,044	3.16	.7	1,893	
GREENE J-2	26.5	8.25	46,530	5,640	22.2	16.6	12.2	10.9	5.4	30,542	3,702	4,905	712	1,636	1,450	1,585	7,121	1,636	9.66	6.7	23,097	
HEMPSTEAD C-6	18.6	5.97	39,203	6,567	19.5	11.8	13.8	18.0	12.1	24,841	4,161	5,273	691	1,273	1,346	1,478	7,821	1,256	7.73	2.3	9,291	
HOT SPRING E-5	26.2	7.97	51,902	6,512	20.7	21.6	15.6	13.6	8.7	24,162	3,032	3,731	797	5,738	876	797	942	5,738	8.55	1.2	2,893	
HOWARD C-6	10.9	3.49	25,022	7,170	20.9	14.4	14.6	18.1	10.5	16,176	4,635	3,817	759	1,785	1,015	511	3,032	1,109	4.35	1.2	10,564	
INDEPENDENCE G-3	20.7	6.75	42,538	6,302	20.6	12.3	11.8	16.1	9.4	32,886	4,672	4,588	872	3,147	2,328	1,194	6,790	3,136	7.94	2.9	13,754	
IZARD F-2	5.0	1.67	12,205	7,308	19.2	11.4	9.9	19.4	11.4	5,296	3,171	676	171	221	253	136	1,455	580	2.60	1.3	3,659	
JACKSON H-3	25.2	7.36	44,598	6,060	22.9	16.3	13.6	11.7	7.6	35,175	4,779	4,321	844	2,883	1,601	1,812	7,568	3,127	8.54	4.4	30,260	
JEFFERSON F-5†	97.9	28.14	191,621	6,810	17.9	17.1	13.9	17.2	12.2	116,042	4,124	22,887	3,367	16,294	5,991	7,063	23,933	10,337	32.24	5.6	35,915	
Pine Bluff	60.2	18.83	141,557	7,518	98,720	5,243	19,263	3,000	11,474	5,689	6,461	23,675	7,459	
Pine Bluff Metro Area	97.9	28.14	191,621	6,810	17.9	17.1	13.9	17.2	12.2	116,042	4,124	22,887	3,367	16,294	5,991	7,063	23,933	10,337	32.24	5.6	35,915	
JOHNSON D-3	11.3	3.71	23,497	6,333	20.5	14.3	11.5	16.1	8.8	13,773	3,712	3,334	313	996	313	813	3,580	1,383	4.96	1.5	5,913	
LAFAYETTE D-7	11.3	3.37	18,326	5,438	18.7	14.3	10.7	13.0	8.9	10,248	3,041	1,610	329	832	569	937	1,749	758	4.22	1.0	7,201	
LAWRENCE H-2	16.4	5.03	33,311	6,622	19.5	11.5	11.3	16.1	9.0	18,120	3,602	2,687	428	1,964	688	1,211	2,684	2,079	6.55	3.6	15,031	
LEE H-4	22.7	5.84	29,669	5,080	18.3	9.3	9.3	9.6	6.9	21,522	3,685	4,183	678	2,186	326	911	3,499	1,205	7.46	7.5	31,436	
LINCOLN G-6	15.0	3.55	17,315	4,877	18.3	12.7	11.6	12.5	5.6	9,770	2,752	2,203	226	634	77	73	2,607	848	4.96	3.1	22,463	
LITTLE RIVER B-6	8.2	2.52	16,462	6,533	20.5	12.8	15.7	15.9	8.4	9,810	3,893	2,478	364	171	765	49	3,017	1,307	3.66	1.3	4,533	
LOGAN C-4	15.0	4.66	32,571	6,989	20.2	11.7	13.4	15.1	8.9	19,189	4,118	3,234	568	1,439	497	984	6,969	2,122	5.96	2.5	9,363	
LONOKE G-4	27.1	7.75	45,489	5,870	22.0	15.6	12.7	13.9	7.8	36,931	4,757	6,577	631	2,280	707	597	10,636	2,813	9.28	5.7	36,538	
MADISON C-2																						

ARKANSAS

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Arkansas Radio Network

Comprised of:

- *KVRG—Arkadelphia
- *KMGW—Augusta
- *KTHS—Berryville
- *KCLN—Blytheville
- *KBRI, KBRI-FM—Brinkley
- *KWB—Camden
- *KCCB—Coring
- *KCAE, KCAE-FM—Dardanelle
- *KQDN—DeQueen
- *KDRW—DeWitt
- *KDMS, KBIL (FM)—El Dorado
- *KNVA (FM)—Fayetteville
- *KBJT—Fordyce
- *KXJT, KXJT-FM—Fayetteville
- *KHOZ, KHOZ-FM—Harrison
- *KAWW—Heber Springs
- *KFA—Helena
- *KXAR—Hope
- *KBBS, KBBS-FM—Hot Springs
- *KBOA, *KBOA-FM—Kennett, Mo.
- *KARK, KARK-FM—Little Rock
- *KYMA—Magnolia
- *KZOT—Marianna
- *KENA—Mena
- *KHEM, KHBM-FM—Monticello
- *KBHC—Nashville
- *KNBY, KNBY-FM—Newport
- *KDRS—Paragould
- *KCLL—Paris
- *KPEA—Pine Bluff
- *KCAT—Pine Bluff
- *KPOC, KPOC-FM—Pocahontas
- *KTPA—Prescott
- *KAMO—Rogers
- *KWCB—Searcy
- *KUOA, KUOA-FM—Siloam
- *KWAK—Stuttgart
- *KADO (FM)—Texarkana
- *KATQ—Texarkana
- *KTMN—Trumann
- *KSTW—Walnut Ridge
- *KSTW—West Memphis
- *KWYN, *KWYN-FM—Wynne

(*) Weekend Reports Listing.
(†) Delta Farm Network Line-up.
(‡) Regular newscasts plus Delta Farm Show.
Media Code 4 204 0050 9.00
Mullins Broadcasting Co., 1001 Spring Street, Little Rock, Ark. 72203. Phone 501-376-2481. TWX 501-721-8334.

- PERSONNEL**
President—John C. Mullins.
Manager—Tom Longfellow.
- REPRESENTATIVES**
Blair Radio.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL RATE POLICY**
TIME RATES
Er 6/1/69—Rec'd 7/7/69.

- SPECIAL FEATURES**
5-MINUTE NEWSCASTS—MON THRU FRI
FULL SPONSORSHIP: 6:55 am—pm 3:55
Es 110 110 100 100
Includes opening, 1-minute spot, 30-second spot & closing.
PARTICIPATIONS
PER WK: 3 ti 5 ti 10 ti 15 ti
1 min. 70 88 88 84
30 sec. 40 38 38 34
5-MINUTE NEWSCASTS—WEEKEND REPORTS
Sat at 9:30, 11:30 am, 12:30, 3:30, 6:30 pm.
Sun at 10:30 am, 2:30, 4:30 pm. Full sponsorship.
PER WK: 1 ti 3 ti 5 ti
Es 60 58 58
Includes opening, 1-minute spot, 30-second spot & closing.
PARTICIPATIONS
1 min. 40 38 38
30 sec. 25 24 23
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 28 wk—7% 52 wk—10%
Delta Farm Show with Bob Bulce—Mon thru Fri
6:15-6:30 am.
1 ti 3 ti 5 ti
Es 60 58 58
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 28 wk—7% 52 wk—10%

ARKADELPHIA

Clark County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KVRC

1947
Media Code 4 204 0110 1.00
Arkadelphia Broadcasting Company, South Third St., Arkadelphia, Ark. 71923.

- PERSONNEL**
General Manager—Bill Deaton.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
250 w., 1240 kc. Nondirectional.
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62a.
Cancellation: 73a.
Affiliated with NAB.
Member: Arkansas Radio Network.
- TIME RATES**
Rates effective January 31, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	22.50	15.00	11.00	7.50	4.00
13 times.....	21.50	14.25	10.50	7.10	3.80
36 times.....	20.20	13.50	10.00	6.70	3.60
52 times.....	19.00	12.75	9.50	6.30	3.40
104 times.....	17.90	12.00	9.00	5.90	3.20
156 times.....	16.75	11.25	8.50	5.50	3.00
260 times.....	14.50	9.75	7.50	4.70	2.60
312 times.....	13.30	9.00	7.00	4.30	2.40

AUGUSTA

Woodruff County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KMGW

1968
Subscriber to the NAB Radio Code
Media Code 4 204 0170 5.00
Service Communications, Inc., Box 519, 118 S. Second St., Augusta, Ark. 72008. Phone 501-347-2671.

- PERSONNEL**
General Manager—John W. Edwards.
- REPRESENTATIVES**
R. S. Crane Company, Inc.
- FACILITIES**
250 W.; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**
15% time only; payable 10th.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 4d, 5, 6a.
Basic Rates: 20a, 20b, 21c, 21d.
Contracts: 48.
Comb.: Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellation: 73a.
Prod. Services: 80, 82.
Member: Arkansas Radio Network.

- SPOT ANNOUNCEMENTS**
Per spot, flat (To be used in 1 year)
PER MO. EA: 1.75 100+ 1.50
50 ti 15 ti 25 ti 40 ti
Es 2.10 1.90 1.75
- PACKAGE PLANS**
WEEKLY SATURATION PACKAGE
1 WK: 15 ti 25 ti 40 ti
Es 2.10 1.90 1.75
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 x 35 20 18 10
156 x 20 13 9 6
312 x 15 10 8 4
(*) 7.50.

BATESVILLE

Independence County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KBTA

1950
Subscriber to the NAB Radio Code
Media Code 4 204 0220 8.00
White River Valley Broadcasters, Inc., Box 1112, Batesville, Ark. 72501. Phone 501-743-3861; 743-3862.

- PERSONNEL**
General Manager—J. F. Higginbottom.
Sta. & Com'l Mgr.—Roy Henderson.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m.
- AGENCY COMMISSION**
15/0 on time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24b, 28 28a, 29a.
Contracts: 40a, 41, 44a, 45, 47a, 50.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70c, 71a, 73a, 73b.

- SPOT ANNOUNCEMENTS**
No. 6 Er 5/1/66—Rec'd 4/11/66.
1 min. 3.00 2.75 2.50 2.25 2.00
30 sec. 2.00 1.85 1.65 1.50 1.35
Announcements and programs may not be combined to earn further discounts.
Programs take precedence over announcements.
Announcements adjacent to, or during any program specified by station as premium shows take the one-time open rate.
Rates are for station time only; talent and/or remote charges additional.

BENTON (2 AM)

Saline County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KBBA

1953
Media Code 4 204 0330 5.00
The Benton Broadcasting Company, Box 49 Hwy. 140, 2 miles N. E. of Benton, Ark. 72015. Phone 501-778-2690.

- PERSONNEL**
Station Manager—J. Winston Riddle.
- FACILITIES**
250 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b 10.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 43, 44a, 46.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective August 1, 1953.
Card received August 9, 1953.

- SPOT ANNOUNCEMENTS**
1 ti 28 ti 52 ti 104 ti 156 ti 260 ti
Spots..... 5.00 4.50 4.00 3.50 3.00 2.50
- PROGRAM TIME RATES**
1 ti 28 ti 52 ti 104 ti 156 ti 260 ti
1/2 hour..... 25.00 22.50 20.00 17.50 15.00 12.50
1/4 hour..... 20.00 18.00 16.00 14.00 12.00 10.00
5 minutes 10.00 9.00 8.00 7.00 6.00 5.00

KGKO

1963
Subscriber to the NAB Radio Code
Media Code 4 204 0440 2.00
Bridges Broadcasting Service, Box 369, Benton, Ark. 72015. Phone 907-778-3257.

- PERSONNEL**
Owner & Gen'l Mgr.—Preston Bridges.
- FACILITIES**
1,000 w.; 850 kc. Non-directional.
Operating schedule: 8:00 am to local sunset, CST.
- AGENCY COMMISSION**
15/0; bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20a, 21a, 23a, 30.
Contracts: 40a, 42, 45.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS 2
1+ 10 8 5
- PROGRAM TIME RATES**
1/4 hr 10 min 5 min
1+ 10 8 5

BERRYVILLE

Carroll County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTHS

1958
Subscriber to the NAB Radio Code
Media Code 4 204 0550 8.00
KTHS, Inc., Box 191, Berryville, Ark. 72618. Phone 501-423-2148.

- PERSONNEL**
General Manager—Charles C. Earls.
Station Manager—William C. Autry.
Sales Manager—Gary Hayhurst.
- FACILITIES**
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 5 am-local sunset, CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 25a, 28b, 28c, 28a, 30, 32a, 33d.
Contracts: 40a, 42a, 42c, 44a, 45, 49, 51a.
Comb.: Cont. Discounts: 60a, 60z, 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
Member: Arkansas Radio Network.

- SPOT ANNOUNCEMENTS**
No. 4 Er—Rec'd 6/30/69.
1 min. 3.00 2.5x 52x 104x 156x 260x 364x
(*) 2.80 2.35 3.45 9.25 3.05 2.00 2.80
(*) 30 sec or less.
10 sec any quantity 1.20.
- PACKAGE PLANS**
PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti 50 ti
1 min. 2.40 2.30 2.20 2.10 1.95 1.80
30 sec. 1.80 1.70 1.60 1.50 1.40 1.20
- PROGRAM TIME RATES**
1 hr. 30.00 29.25 28.50 27.00 25.50 24.00 22.50
1/2 hr. 18.00 17.55 17.10 16.20 15.30 14.40 13.50
1/4 hr. 11.00 10.75 10.45 9.90 9.35 8.80 7.25
10 min. 6.25 6.05 5.85 5.45 5.05 4.65 3.40
5 min. 6.20 6.05 5.90 5.50 5.10 4.70 3.40
Programs and spots may not be combined to earn discounts.
- SPECIAL FEATURES**
NEWS
7 & 7:15 am 30-sec ea, 3.00 or full sponsorship per 1/4-hr, 15.00.

BLYTHEVILLE (1 AM; 1 FM)

Mississippi County—Map Location K-2
See SRDS consumer market map and data at beginning of the State.

KLCN KLCN-FM

1922 1948
Media Code 4 204 0600 1.00
Harold L. Sudbury, Sudbury Bldg., Main St., Blytheville, Ark. 72316. Phone 501-762-2093.

- PERSONNEL**
General Manager—Harold L. Sudbury.
Promotion Manager—J. T. Sudbury.
Program Director—Carl Frama.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
5,000 w. days; 910 kc. Non-directional.
Operating schedule: 4:30 am-local sunset, CST.

FM FACILITIES:
ERP 21,000 w.; 96.1 mc.
Operating schedule: 4:30 am-local sunset, CST.
Antenna ht.—398 ft. above average terrain.

4. AGENCY COMMISSION
15%; no cash discount. Bills payable monthly.

5. GENERAL RATE POLICY
Member: Arkansas Radio Network.

TIME RATES
Rates received March 9, 1945.
Class A—11:59 am-1:01 pm.
Class B—All other times.

- SPOT ANNOUNCEMENTS**
CLASS A
100 words or less..... 5.00
CLASS B
100 words or less
1 ti..... 5.00 104 ti..... 3.75
13 ti..... 4.75 156 ti..... 3.50
26 ti..... 4.50 280 ti..... 3.00
52 ti..... 4.00

- PROGRAM TIME RATES**
CLASS A
1 hr 1/2 hr 1/4 hr 5 min
1 ti..... 50.00 30.00 20.00 10.00
CLASS B
1 ti..... 47.00 28.00 19.00 9.00
13 ti..... 42.50 26.00 18.00 8.50
26 ti..... 40.00 24.00 18.00 8.00
52 ti..... 35.00 22.00 15.00 7.50
156 ti..... 32.50 20.00 13.00 7.00
280 ti..... 30.00 18.00 12.00 6.50

BRINKLEY

Monroe County—Map Location H-b
See SRDS consumer market map and data at beginning of the State.

KBRI

1959
Media Code 4 204 0770 2.00
Tri-County Broadcasting Co., Box 711, 226 W. Cedar St., Brinkley, Ark. 72021. Phone 734-1570.

- PERSONNEL**
President—Mason W. Clifton.
Gen'l & Comm'l Mgr.—W. H. Mayo.
- REPRESENTATIVES**
George T. Hopewell, Inc.
South-C. K. Beaver & Associates.
- FACILITIES**
250 w. days; 1570 kc. Non-directional.
Operating schedule: 8:00 a.m. to local sunset week-days; 7:00 a.m. to local sunset Sunday, CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61c.
Cancellation: 73a.
Affiliated with KBS.
Member: Magic Circle Network, Arkansas Radio Network.

- SPOT ANNOUNCEMENTS**
No. 3 NL Er 4/1/67—Rec'd 6/28/67.
1 min..... 2.65 2.35 2.06 1.88 1.65 1.47
30 sec..... 2.00 1.76 1.59 1.41 1.29 1.18
- PROGRAM TIME RATES**
14 MINUTES
1-49 ti..... 15.00 150-299 ti..... 7.00
50-149 ti..... 12.00 300 or more ti..... 6.00
- SPECIAL FEATURES**
6 MINUTE NEWS
1-49 ti..... 8.00 150-299 ti..... 3.50
50-149 ti..... 6.00 300 or more ti..... 3.00
3 MINUTE WEATHER
150-299 ti..... 2.50 300 or more ti..... 2.00

CAMDEN (2 AM)

Ousehita County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KAMD

1946
Media Code 4 204 0880 9.00
Camden Radio, Inc., Box 957, Camden, Ark. 71701.
Phone 501-836-5091.
Studio: 1/4 mile N. E. City Limits, Hwy. 79 N.

- PERSONNEL**
Manager—Donald Cathey.
Program Director—Cal Carter.
- FACILITIES**
5,000 days, 500 w. nights; 910 kc.
Directional.
Operating schedule: Unlimited, CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a.
Contracts: 45, 47, 48.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 73a.
Affiliated with MBS.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
Rates effective February 1, 1952
Rates received February 28, 1952.
Revisions received February 9, 1955.
1 time..... hr. hr. hr. min. min. sec.
13 times..... 45.00 27.00 18.00 9.00 6.00 3.95
26 times..... 42.75 25.00 17.00 8.50 5.90 3.95
52 times..... 40.50 24.50 16.00 8.00 5.85 3.90
104 times..... 38.00 23.00 15.00 7.50 5.70 3.80
156 times..... 35.50 20.00 14.00 7.00 5.40 3.60
260 times..... 31.00 18.50 12.50 6.50 4.80 3.20
312 times..... 28.00 17.50 12.00 6.00 4.50 3.00
(Camden continued on next page)

Camden—Continued

KJWH

Media Code 4 204 0990 6.00
Ouachita Valley Radio Corporation, Box 606, 214 Van
Buren, Camden, Ark. 71701. Phone 501-836-8393.

- PERSONNEL**
Pres., Gen'l Mgr. & Prog. Dir.—J. W. Harrell.
Sales Manager—Alice Harrell.
- REPRESENTATIVES**
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15/0 time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 60b, 61c, 62a.
Cancellation: 73a.
Member: Arkansas Radio Network.

TIME RATES
Rates effective August 1, 1963.
Rates received September 6, 1963.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 hr. 3.25 156 hr. 2.80
26 hr. 3.10 260 hr. 2.30
52 hr. 2.95 312 hr. 2.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 hr 32.50 19.50 13.00 10.85 6.50
26 hr 30.88 18.63 12.35 10.35 6.20
52 hr 29.25 17.55 11.70 9.75 5.85
104 hr 27.63 16.58 11.05 9.25 5.55
156 hr 26.00 15.60 10.40 8.70 5.20
260 hr 24.38 14.65 9.10 7.60 4.55
312 hr 22.75 13.70 7.80 6.50 3.90

CLARKSVILLE

Johnson County—Map Location D-3
See SRDS consumer market map and data at begin-
ning of the State.

KLYR

Subscriber to the NAB Radio Code
Media Code 4 204 1100 1.00
Roy Forrester, Box 188, Clarksville, Ark. 72830.
Phone 501-754-3092.

- PERSONNEL**
General Manager—Roy Forrester.
- FACILITIES**
500 w. days; 1360 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 5, 6a, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20a, 21d, 23a, 24b, 25a.
Contracts: 44a, 50.
Comb.; Cont. Discounts: 60h, 60i.
Cancellation: 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET Rec'd 4/30/69.

- SPOT ANNOUNCEMENTS**
30 sec 1 min
Premium 2.00 3.00
Regular 1.45 2.00
Minimum 6 spots w/ky 52 wk non-cancelable con-
tract, ea 1.20
- PACKAGE PLANS**
10 spots daily for 10 days, ea. 1.20
- PROGRAM TIME RATES**
Regular 5 min 10 min 1/4 hr 1/2 hr
10. SPECIAL FEATURES
AAA News—Mon thru Sat 7:30 am.
30 sec. 4

CONWAY (2 AM; 1 FM)

Faulkner County—Map Location F-4
See SRDS consumer market map and data at begin-
ning of the State.

KCON

Media Code 4 204 1210 8.00
Conway Broadcasting Co., Box 310, Conway, Ark.
72032. Phone 501-327-7701.

STATION'S PROGRAMMING DESCRIPTION
KCON: Programmed for adults and young adults.
MUSIC: middle-of-the-road. News: 5 min on half
hour and :55. One 35 min news block 7:25-8 am
features local, state, and world news. 2 local 15
min newscasts daily. 1 mobile news unit. Heavy
emphasis on community involvement through special
events and sports programming. SPORTS: live high
school, and 2 colleges' football play-by-play and live
college basketball play-by-play. Taped interviews.
Music 55%, news 20%, sports 12%, public affairs
7%. Contact Representative for further details. Rec'd
6/30/69.

- PERSONNEL**
General Manager—Billy F. Johnson.
- REPRESENTATIVES**
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-10:15 pm. CST.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 25a, 26,
28a, 28c 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
ET Rec'd 6/30/69.

- SPOT ANNOUNCEMENTS**
1x 18x 26x 52x 104x 156x 260x 312x
1 min 2.70 2.45 2.25 2.15 1.95 1.80 1.85 1.70
30 sec 2.10 1.90 1.60 1.50 1.30 1.25 1.20 1.10
- PROGRAM TIME RATES**
1x 13x 26x 52x 104x 156x 260x 312x
1 hr 46.00 45.50 45.00 44.00 43.00 42.00 41.00 40.00
1/2 hr. 27.25 25.85 24.25 23.25 22.25 21.25 20.25 19.25
1/4 hr. 17.25 16.35 15.25 13.25 13.00 12.60 12.35 12.05
10 min 13.75 13.05 12.40 12.05 11.80 11.50 11.25 10.95
5 min 7.25 6.85 6.50 6.25 6.05 5.75 5.50 5.25

KVEE

1961
Subscriber to the NAB Radio Code
Media Code 4 204 1320 5.00
Central Arkansas Broadcasters, Box 462, Washington
Ave., Conway, Ark. 72032. Fa 9-3819.

STATION'S PROGRAMMING DESCRIPTION
KVEE: Programming country and western music for
adults and young adults.
AIR PERSONALITIES handle all segments. NEWS:
5 min every 55 min. Headlines on half hour, 6-8 am,
farm market, county agent reports, quips, weather
reports. 8 am-sign-off, air personalities, quips, in-
terviews. Live country and western band Sat. morning
8-9 am. 1 mobile news unit. Studio facility for live
broadcasts. News gathering facilities. Remote for on-
the-scene broadcasting. SPORTS: live play-by-play
college football. Live coverage of golf, horseracing,
etc. News 15%: local and regional 5%. farm news
1%, national and international 9%. MUSIC 77%:
country and western 70%, gospel music 7%. Sports
8%. TALK: 6%. Contact Representative for further
details. Rec'd 7/19/67.

- PERSONNEL**
General Manager—Jack Miller.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
500 w. days; 1330 kc. Non-directional.
Operating schedule: 4:55 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23b, 24b, 24c,
25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a,
61b, 62b, 62d.
Cancellation: 71b.
Member: Magic Circle Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET Rec'd 8/2/67.

- SPOT ANNOUNCEMENTS**
1 min 2.50 2.30 2.20 2.10 2.00 1.80

KVEE-FM

1967
Media Code 4 204 1321 3.00
Brown Broadcast Corp., Box 462, Conway, Ark.
72032. Phone 501-329-8871.

- PERSONNEL**
General Manager—James M. Futrell.
Program Director—Neal Wood.
Staff Announcer—Hollis Duncan.
- FACILITIES**
ERP 20,000 w.: 105.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 321 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
See KVEE listing for coded regulations.

TIME RATES
ET 6/68—Rec'd 7/18/69.

- SPOT ANNOUNCEMENTS**
AA—6 pm-midnight.
A—6 am-6 pm.
1 min 30 sec 1 min 30 sec
AA 3.00 2.00 A 2.00 1.50

CORNING

Clay County—Map Location J-1
See SRDS consumer market map and data at begin-
ning of the State.

KCCB

1959
Media Code 4 204 1430 2.00
Clay County Broadcasting Co., W. 2nd St., Corning
Ark. 72422. Ulster 7-2261.

- PERSONNEL**
Owner—E. W. Cochran.
Gen'l & Com'l Mgr.—Bob Cochran.
Program Director—Doll Cochran.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST
- AGENCY COMMISSION**
15% on time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21c, 22b, 23b, 24b, 25b, 26, 28c,
29b, 30, 33b.
Contracts: 40a, 42d, 42d, 44b.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 71b.
Prod. Services: 82.
Affiliated with KBS and NAS.
Member: Magic Circle Network, Arkansas Radio
Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1964.
June 17, 1964.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 time..... 28.00 14.00 7.00 6.00 4.00 2.00 1.50
52 times..... 24.00 12.00 6.50 5.50 3.50 1.75 1.35
156 times..... 22.00 11.00 6.00 5.00 3.00 1.50 1.25
312 times..... 20.00 10.00 5.00 4.00 2.50 1.25 1.00
936 times..... 4.00 3.00 2.00 1.00 .80
1248 times..... .75 .60

CROSSETT (1 AM; 1 FM)

Ashley County—Map Location G-7
See SRDS consumer market map and data at begin-
ning of the State.

KAGH

1951
Subscriber to the NAB Radio Code
Media Code 4 204 1540 8.00
Ashley County Broadcasters, Inc., 900 Main St.,
Crossett, Ark. 71635. Phone 364-2181.

- PERSONNEL**
President—Barry Medlin.
- REPRESENTATIVES**
Memphis, Dallas, Atlanta—C. K. Beaver & Associ-
ates, Inc.
- FACILITIES**
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
KAGH-FM.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 28a, 28c,
29a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 48,
49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective October 1, 1961.
Rates received October 13, 1961.

- SPOT ANNOUNCEMENTS**
1 min or less..... 1x 156x 260x
2.75 2.25 2.00

KAGH-FM

1967
Media Code 4 204 1541 6.00
Ashley County Broadcasters, Inc., 900 Main St.,
Crossett, Ark. 71635. Phone 364-2181.

- PERSONNEL**
President—Barry Medlin.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
ERP 3,000 w.: 104.9 mc.
Operating schedule: 6 am-10 pm daily except Sun.
CST.
Antenna ht.: 263 ft. above average terrain.
Partial simulcast operation. Operated separately local
sunset-10 pm except Sun. For simulcast facilities see
KAGH.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES
FM—65% of AM rates.

DARDANELLE (1 AM; 1 FM)

Yell County—Map Location D-4
See SRDS consumer market map and data at begin-
ning of the State.

KCAB

1964
Media Code 4 204 1650 5.00
Central Arkansas Broadcasting Co., Inc., Box 89,
Locust St., Dardanelle, Ark. 72834. Phone 501-
229-4660. Russellville phone 987-3534.

- PERSONNEL**
General Manager—Ralph McCormick
Program Director—Don Myers.
- REPRESENTATIVES**
Gill-Perma, Inc.
Memphis, Dallas, Atlanta—C. K. Beaver & Associ-
ates, Inc.
- FACILITIES**
1,000 w.; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
KCAB-FM listing.
- AGENCY COMMISSION**
None; all rates net to station; bills rendered monthly.

ARKANSAS

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b,
16.
Basic Rates: 20b, 21c, 21d, 22b, 23b, 24b, 24c, 25a,
26, 28b, 28c, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,
49, 50, 51a.
Comb.; Cont. Discounts: 60e, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 2/1/67—Rec'd 2/27/67.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 x 4.25 3.40 2.15
26 x 3.40 2.70 1.70
52 x 3.10 2.50 1.55
104 x 2.75 2.20 1.40
156 x 2.50 2.00 1.30
260 x 2.30 1.85 1.15
312 x 2.10 1.70 1.05
500 x 1.60 1.30 .85
1000 x 1.40 1.10

Specified time and adjacencies, extra 10%
8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 47.00 28.00 19.00 12.75 8.50
13 x 41.00 25.00 16.00 11.00 7.75
26 x 38.00 21.00 18.50 10.50 6.75
52 x 32.00 19.00 12.00 8.50 5.50
104 x 29.00 17.00 10.50 7.75 4.75
156 x 26.00 15.00 9.50 6.75 4.25
260 x 24.00 13.50 8.50 6.00 4.00
312 x 22.00 12.75 7.75 5.50 3.50
Specified time and adjacencies, extra 10%

KCAB-FM

1965
Media Code 4 204 1651 3.00
Central Arkansas Broadcasting Co., Inc., Box 89,
Locust St., Dardanelle, Ark. 72834. Phone 501-
229-4660. Russellville phone 987-3534.

- PERSONNEL**
General Manager—Ralph McCormick.
Program Director—Don Myers.
- REPRESENTATIVES**
Gill-Perma, Inc.
C.K. Beaver & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mc.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 260 ft. above average terrain.
Partial simulcast operation. Operated separately local
sunset-midnight. For simulcast facilities see KCAB.
- AGENCY COMMISSION**
None; all rates net to station; bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b,
16.
Basic Rates: 20b, 21c, 21d, 22b, 23b, 24b, 24c, 25a,
26, 28b, 28c, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 47a, 48, 49,
50, 51a.
Comb.; Cont. Discounts: 60e, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
Rates are identical to KCAB. See that listing.

DE QUEEN

Sevier County—Map Location B-6
See SRDS consumer market map and data at begin-
ning of the State.

KDQN

1956
Media Code 4 204 1760 2.00
Charles Mathis, Jr., 419 S. 4th St., De Queen, Ark.
71832. Phone 501-584-2446.

- PERSONNEL**
Owner—Charles Mathis, Jr.
Manager—Gall Mitchell.
Program Director—Mary Griggs.
- FACILITIES**
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 am-local sunset 7 days
weekly. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24a, 25b.
Contracts: 47a, 48.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective August 22, 1965.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 hr 1/2 hr 1/4 hr 5 min
1 hr 3.40 1.56 hr 2.50
2 hr 3.25 2.60 hr 2.30
2 hr 3.00 3.12 hr 2.15
104 hr 2.90
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 hr 50.00 35.00 18.00 9.00
26 hr 45.00 30.00 15.00 8.00
52 hr 42.00 28.00 14.00 7.50
104 hr 40.00 26.00 13.00 7.00
156 hr 38.00 24.00 12.00 6.50
260 hr 36.00 22.00 11.00 6.00
321 hr 35.00 20.00 10.00 5.50

ARKANSAS

DE WITT

Arkansas County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KDEW

1966
Media Code 4 204 1800 6.00
DeWitt Broadcasting Co., Inc., Box 328 Highway 152-A, De Witt, Ark. 72042, Phone 501-946-1470.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward Moore.
Program Director—Lester Pool.
Engineer—Kenneth Wayne Land.
- REPRESENTATIVES**
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
500 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% time only payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Comb. Cont. Discounts: 60a, 61c.
Cancellation: 73a.
Member: Arkansas Radio Network.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
ET 3/1/68—Rec'd 2/16/68.
- SPOT ANNOUNCEMENTS**
1 min. 2.65 2.35 2.12 1.94 1.76 1.59
30 sec. 2.35 2.12 1.94 1.76 1.47 1.35
 - PROGRAM TIME RATES**
50 min 29 min 14 min 6 min
1 x 35.30 20.69 14.12 7.06
52 x 30.88 17.00 11.77 5.88
156 x 28.47 14.70 8.24 4.12
300 x 23.53 13.24 7.06 3.53
 - SPECIAL FEATURES**
NEWS 1x 52x 156x 300+
6 min. 6.00 5.00 3.50 3.00

DUMAS

Desha County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KDDA

1966
Media Code 4 204 1870 9.00
Alan W. Eastham, Mrs. T. W. Eastham, Thomas O. Graves dba KDDA, Box 215, Dumas, Ark. 71839, Phone 501-582-5600.

- PERSONNEL**
Pres. & Sales Mgr.—Alan W. Eastham.
Station Manager—Thomas O. Graves.
Program Director—Bill Crawford.
- FACILITIES**
500 w.; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 29c, 29b, 30, 33a.
Contracts: 40a, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 62d.
Cancellation: 70b, 70d, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
ET 1/31/68—Rec'd 1/31/68.
- SPOT ANNOUNCEMENTS**
1 min. 3.00 1.56 x 2.80
13 x 3.00 2.60 x 2.40
26 x 3.00 3.12 x 2.20
52 x 2.80 625 x 1.50
104 x 2.60 1000 x 1.25
 - PROGRAM TIME RATES**
5 min 1/4 hr 1/2 hr 1 hr
1 x 7.00 14.00 27.00 40.00
13 x 6.00 12.00 22.50 35.00
26 x 5.00 10.00 19.50 32.50
52 x 4.00 8.00 15.50 27.50
Program sponsors with 3 or more segments weekly may buy additional spots at the lowest 1.25 rate.
 - SPECIAL FEATURES**
Quickies, Time and Weather checks (approx. 25 wds) sold with 1-min ratio, 1-min equals 2 Quickies: 50% of 1-min.
Churches, clubs, other non-profit special organizations—1.25 minimum of five.

EL DORADO (2 AM; 2 FM)

Union County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KDMS

1949
Subscriber to the NAB Radio Code
Media Code 4 204 1980 6.00
El Dorado Broadcasting Co., 1904 W. Hillsboro, El Dorado, Ark. 71730, Phone 501-863-5121.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. A. "Sonny" West, Jr.
Assistant General Manager—Bob Parks.
- REPRESENTATIVES**
M. A. Sales Co., Inc.
- FACILITIES**
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% to recognized agencies.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21d, 22b, 23a, 25a, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KRLL (FM).
Affiliated with American Information Network.
Member: Arkansas Radio Network.

TIME RATES

- No. 18 ET 9/1/68—Rec'd 9/28/66.
- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 x 4.70 3.55 1.56 x 3.55 2.70
26 x 4.30 3.25 280 x 3.20 2.40
52 x 3.90 2.95 312 x 3.00 2.25
 - PACKAGE PLANS**
SATURATION PLANS 12 ti 18 ti 24 ti
1 min 3.90 3.55 3.20
30 sec 2.95 2.70 2.40
 - PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 x 40.75 27.60 17.00 8.50
 - DISCOUNTS**
25x-5% 52x-10% 156x-20% 260x-30%

KELD

1935

KELD-FM

1963

Subscriber to the NAB Radio Code
Media Code 4 204 2090 3.00
Radio Enterprises, Inc., Box 610, 208-1/2 N. Washington, El Dorado, Ark. 71730, Phone 501-863-6128.

- PERSONNEL**
Pres. & Gen'l Mgr.—W. N. McKinney.
Assistant Manager—Jerome Ort.
National Sales Manager—Sarah Durrett.
- REPRESENTATIVES**
South, Southeast, Southwest—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 28a, 29a, 32b.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective February 1, 1968. (Card No. 9.)
Card received February 7, 1968.

SPOT ANNOUNCEMENTS

- 1 min 4.10 3.95 3.75 3.50 3.10 2.75
30 sec 2.75 2.65 2.50 2.35 2.25 2.05
10-second ID's, no discount 1.40

PROGRAM TIME RATES

- 1 hr 41.50 39.50 37.50 35.25 33.25 31.25
1/2 hr 27.75 28.25 25.00 23.50 22.25 20.75
1/4 hr 18.75 15.75 15.00 14.00 13.25 12.50
10 min 11.75 11.25 10.50 10.00 9.50 9.00
5 min 7.75 7.25 7.00 6.50 6.00 5.50

KRIL (FM)

1963

Media Code 4 204 2200 8.00
El Dorado Broadcasting Co., Inc., 1904 W. Hillsboro, El Dorado, Ark. 71730, Phone 501-863-5121.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. A. "Sonny" West, Jr.
Assistant General Manager—Bob Parks.
- REPRESENTATIVES**
M. A. Sales Co., Inc. (except S. E. & S. W.)
- FACILITIES**
ERP 3,000 w.; 99.3 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 330 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21d, 22b, 23a, 25a, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: KDMS.
Member: Arkansas Radio Network.

TIME RATES

ET 4/28/66—Rec'd 4/28/66.

SPOT ANNOUNCEMENTS

- 13 WEEK PLAN 1 ti 2 ti 4 ti
Per day, ea. 1.45 1.30 1.20

MONTHLY PLAN

- 1 ti 20 ti 50+
Per mo, ea. 1.60 1.50 1.40
All announcements minutes or less.

FAYETTEVILLE (2 AM; 2 FM)

Washington County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KFAY (FM)

1964
Media Code 4 204 2310 5.00
Stamps Radio Broadcasting Co., Inc., Box 1128, Fayetteville, Ark. 72701, Phone 501-521-1353.

- PERSONNEL**
General Manager—H. Weldon Stamps.
Station Manager—Mike Nail.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
ERP 800 w.; 92.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 530 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with American FM Network.

TIME RATES

ET 1/15/69—Rec'd 1/20/69.

SPOT ANNOUNCEMENTS

- PER WK, EA: 6 ti 12 ti 18 ti 24 ti 30 ti
1 wk 8.00 2.75 2.38 2.25 2.00
13 wk 2.85 2.63 2.25 2.13 1.90
28 wk 2.70 2.48 2.25 2.08 1.80
52 wk 2.65 2.35 2.13 1.90 1.70

PROGRAM TIME RATES

- 1 hr 40.00 30.00 24.00 20.00 18.00
1/2 hr 18.00 14.00 13.00 12.00 11.20
5 min 8.00 7.20 6.80 6.40 6.00 5.60

AGENCY COMMISSION

- 15/0; time and talent.

GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 29a.
Contracts: 40a, 42a, 44a, 44b, 45, 46, 48, 51a.
Comb. Cont. Discounts: 60c, 60e, 62b.
Cancellation: 70a, 70c, 71a, 73a 73b.

PERSONNEL

President—Jack Beasley.
Station Manager—Pat Demaree.

REPRESENTATIVES

Savall/Gates, Inc.

FACILITIES

1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

AGENCY COMMISSION

15/0; time and talent.

GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 29a.
Contracts: 40a, 42a, 44a, 44b, 45, 46, 48, 51a.
Comb. Cont. Discounts: 60c, 60e, 62b.
Cancellation: 70a, 70c, 71a, 73a 73b.

TIME RATES

ET 7/1/69—Rec'd 6/28/69.

SPOT ANNOUNCEMENTS

- 1 MINUTE 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 wk 5.50 5.30 5.10 4.90 4.70 4.50
13 wk 4.80 4.60 4.40 4.20 4.00 3.80
26 wk 4.50 4.30 4.10 3.90 3.70 3.60
52 wk 4.00 3.80 3.60 3.40 3.20 3.00

PROGRAM TIME RATES

- 1 wk 4.40 4.25 4.10 3.95 3.80 3.65
13 wk 4.10 3.95 3.80 3.65 3.50 3.35
26 wk 3.70 3.55 3.40 3.25 3.10 2.95
52 wk 3.30 3.15 3.00 2.85 2.70 2.55

AGENCY COMMISSION

15/0; time and talent.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 28a, 29a, 32b.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective February 1, 1968. (Card No. 9.)
Card received February 7, 1968.

SPOT ANNOUNCEMENTS

- 1 min 4.10 3.95 3.75 3.50 3.10 2.75
30 sec 2.75 2.65 2.50 2.35 2.25 2.05
10-second ID's, no discount 1.40

PROGRAM TIME RATES

- 1 hr 41.50 39.50 37.50 35.25 33.25 31.25
1/2 hr 27.75 28.25 25.00 23.50 22.25 20.75
1/4 hr 18.75 15.75 15.00 14.00 13.25 12.50
10 min 11.75 11.25 10.50 10.00 9.50 9.00
5 min 7.75 7.25 7.00 6.50 6.00 5.50

AGENCY COMMISSION

15% on time only; no cash discount.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 47, 48.
Comb. Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.

PERSONNEL

General Manager—Ed Gideon.

REPRESENTATIVES

Derney Organization, Inc.

FACILITIES

1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset daily.

AGENCY COMMISSION

15% on time only; no cash discount.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 47, 48.
Comb. Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective June 1, 1961.
Rates received May 15, 1961.

SPOT ANNOUNCEMENTS

- 1 MINUTE 6 ti 12 ti 18 ti 24 ti 48 ti
1 week 5.00 4.80 4.60 4.40 4.20
13 weeks 4.00 3.80 3.60 3.40 3.20
26 weeks 3.80 3.40 3.20 3.00 2.60
52 weeks 3.40 3.00 2.80 2.60 2.40

PROGRAM TIME RATES

- 1 week 3.75 3.60 3.45 3.30 3.15
13 weeks 3.00 2.85 2.70 2.55 2.25
26 weeks 2.85 2.55 2.40 2.25 1.95
52 weeks 2.55 2.25 2.10 1.95 1.80
10 seconds—50% of above 1 minute rate.

AGENCY COMMISSION

15% on time only; no cash discount.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 47, 48.
Comb. Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.

PERSONNEL

General Manager—William Fogg.
Commercial Manager—James A. Pearson, Jr.
Prog. Dir. & Chief Eng.—Jerry Christopher.

REPRESENTATIVES

Burn-Smith Company, Inc.
South—C. K. Beaver & Associates.

(This listing continued on next page)

KNWA (FM)

1966
Media Code 4 204 2590 2.00
Kessler Mt. Broadcasting Corp., Box 1192, Fayetteville, Ark. 72701, Phone 501-442-4215.

- PERSONNEL**
Sales Manager—Gordon Foster.
Chief Engineer—Harold Lindsey.
- FACILITIES**
ERP 800 w. (horiz.), 790 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 512 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; before 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 4c, 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a, 33d.
Contracts: 40a, 45, 46, 47a.
Comb. Cont. Discounts: 60a, 61a, 62a.
Cancellation: 71a.
Prod. Services: 81, 82.
Member: Arkansas Radio Network.

TIME RATES

ET 11/15/68—Rec'd 8/25/69.

SPOT ANNOUNCEMENTS

- 1 MINUTE 6 ti 12 ti 18 ti 24 ti 48 ti
1 wk 6.00 4.80 4.60 4.40 4.20
13 wk 4.00 3.80 3.60 3.40 3.20
26 wk 3.80 3.40 3.20 3.00 2.60
52 wk 3.4

Forrest City—KXJK, KXJK-FM—Cont'd

5. FACILITIES
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-7 pm. CST.
KAL-ERP 3,000 w.; 93.5 mc.
Operating schedule: _____

4. AGENCY COMMISSION
Notes: All rates not to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11a, 13a, 14a, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KDS.
Member: Arkansas Radio Network.

No. 5 Eff 4/1/69—Rec'd 2/26/69.

6. SPOT ANNOUNCEMENTS

1 min	4.50	3.00	3.50
15 x	4.25	3.60	3.10
28 x	4.00	3.40	2.80
52 x	3.75	3.20	2.70
100 x	3.50	3.00	2.50
156 x	3.25	2.75	2.25
200 x	3.00	2.55	1.90
312 x	2.75	2.30	1.60
365 x	2.50	2.00	1.50
520 x	2.25	1.75	1.40
1000 x	2.00	1.65	1.20

(*) or less.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
40.00	25.00	15.00	8.50

DISCOUNTS

13x-5%	52x-12-1/2%	156x-20%
28x-10%	104x-15%	260x-25%

FORT SMITH (5 AM; 2 FM)
(including Van Buren)

Fort Smith, Sebastian County—Map Location B-4
Van Buren, Crawford County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KDFD
1958
VAN BUREN
Media Code 4 204 2660 9.00
General: 4b, 5b, 5c, 5d, 5e, 5f, 5g, 5h, 5i, 5j, 5k, 5l, 5m, 5n, 5o, 5p, 5q, 5r, 5s, 5t, 5u, 5v, 5w, 5x, 5y, 5z, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z, 7a, 7b, 7c, 7d, 7e, 7f, 7g, 7h, 7i, 7j, 7k, 7l, 7m, 7n, 7o, 7p, 7q, 7r, 7s, 7t, 7u, 7v, 7w, 7x, 7y, 7z, 8a, 8b, 8c, 8d, 8e, 8f, 8g, 8h, 8i, 8j, 8k, 8l, 8m, 8n, 8o, 8p, 8q, 8r, 8s, 8t, 8u, 8v, 8w, 8x, 8y, 8z, 9a, 9b, 9c, 9d, 9e, 9f, 9g, 9h, 9i, 9j, 9k, 9l, 9m, 9n, 9o, 9p, 9q, 9r, 9s, 9t, 9u, 9v, 9w, 9x, 9y, 9z, 10a, 10b, 10c, 10d, 10e, 10f, 10g, 10h, 10i, 10j, 10k, 10l, 10m, 10n, 10o, 10p, 10q, 10r, 10s, 10t, 10u, 10v, 10w, 10x, 10y, 10z, 11a, 11b, 11c, 11d, 11e, 11f, 11g, 11h, 11i, 11j, 11k, 11l, 11m, 11n, 11o, 11p, 11q, 11r, 11s, 11t, 11u, 11v, 11w, 11x, 11y, 11z, 12a, 12b, 12c, 12d, 12e, 12f, 12g, 12h, 12i, 12j, 12k, 12l, 12m, 12n, 12o, 12p, 12q, 12r, 12s, 12t, 12u, 12v, 12w, 12x, 12y, 12z, 13a, 13b, 13c, 13d, 13e, 13f, 13g, 13h, 13i, 13j, 13k, 13l, 13m, 13n, 13o, 13p, 13q, 13r, 13s, 13t, 13u, 13v, 13w, 13x, 13y, 13z, 14a, 14b, 14c, 14d, 14e, 14f, 14g, 14h, 14i, 14j, 14k, 14l, 14m, 14n, 14o, 14p, 14q, 14r, 14s, 14t, 14u, 14v, 14w, 14x, 14y, 14z, 15a, 15b, 15c, 15d, 15e, 15f, 15g, 15h, 15i, 15j, 15k, 15l, 15m, 15n, 15o, 15p, 15q, 15r, 15s, 15t, 15u, 15v, 15w, 15x, 15y, 15z, 16a, 16b, 16c, 16d, 16e, 16f, 16g, 16h, 16i, 16j, 16k, 16l, 16m, 16n, 16o, 16p, 16q, 16r, 16s, 16t, 16u, 16v, 16w, 16x, 16y, 16z, 17a, 17b, 17c, 17d, 17e, 17f, 17g, 17h, 17i, 17j, 17k, 17l, 17m, 17n, 17o, 17p, 17q, 17r, 17s, 17t, 17u, 17v, 17w, 17x, 17y, 17z, 18a, 18b, 18c, 18d, 18e, 18f, 18g, 18h, 18i, 18j, 18k, 18l, 18m, 18n, 18o, 18p, 18q, 18r, 18s, 18t, 18u, 18v, 18w, 18x, 18y, 18z, 19a, 19b, 19c, 19d, 19e, 19f, 19g, 19h, 19i, 19j, 19k, 19l, 19m, 19n, 19o, 19p, 19q, 19r, 19s, 19t, 19u, 19v, 19w, 19x, 19y, 19z, 20a, 20b, 20c, 20d, 20e, 20f, 20g, 20h, 20i, 20j, 20k, 20l, 20m, 20n, 20o, 20p, 20q, 20r, 20s, 20t, 20u, 20v, 20w, 20x, 20y, 20z, 21a, 21b, 21c, 21d, 21e, 21f, 21g, 21h, 21i, 21j, 21k, 21l, 21m, 21n, 21o, 21p, 21q, 21r, 21s, 21t, 21u, 21v, 21w, 21x, 21y, 21z, 22a, 22b, 22c, 22d, 22e, 22f, 22g, 22h, 22i, 22j, 22k, 22l, 22m, 22n, 22o, 22p, 22q, 22r, 22s, 22t, 22u, 22v, 22w, 22x, 22y, 22z, 23a, 23b, 23c, 23d, 23e, 23f, 23g, 23h, 23i, 23j, 23k, 23l, 23m, 23n, 23o, 23p, 23q, 23r, 23s, 23t, 23u, 23v, 23w, 23x, 23y, 23z, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z, 25a, 25b, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h, 26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r, 26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b, 27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l, 27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v, 27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h, 31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r, 31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88

ARKANSAS

Heber Springs—KAWW—Continued

3. FACILITIES

500 w.; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 28a, 29a, 30, 32a, 33d.
Contracts: 40a, 44a, 45, 46, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(* or month.

If contract cancelled station may consider all previous spots under monthly plan and bill for the difference between the contract rate and monthly rate.
Member: Arkansas Radio Network.

TIME RATES

No. 1 ET 1/1/68—Rec'd 3/27/69.

6. SPOT ANNOUNCEMENTS					
	1x	13x	26x	100x	200x
1 min.	3.00	2.70	2.40	2.25	2.10
30 sec.	2.40	2.15	1.95	1.80	1.65
15 sec (5 or more x)					1.20

8. PROGRAM TIME RATES					
	1x	13x	26x	100x	200x
5 min.	7.10	6.50	5.90	5.30	4.75
1/4 hr.	15.00	14.00	12.00	11.00	10.00
1/2 hr.	24.00	22.00	20.00	18.00	17.00
1 hr.	45.00	42.00	38.00	35.00	30.00

HELENA

Phillips County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KFFA

1941



Subscriber to the NAB Radio Code

Media Code 4 204 3630 5.00
Helena Broadcasting Co., 5th Floor, Helena Nation-
Bank Bldg., Helena, Ark. 72342. 501-338-8361.

1. PERSONNEL

Owner & Mgr.—Sam Anderson.
Station Manager—Wendell Atchison.
Promotion—Katherine M. Kizer.

2. REPRESENTATIVES

George T. Hopewell, Inc.
South—C. K. Beaver & Associates.

3. FACILITIES

1,000 w.; 1360 kc. Directional—night only.
Operating schedule: 5:00 a.m. to midnight. CST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Southeastern Key Market Network, National
AgRadio Groups, Inc., Arkansas Radio Network.

TIME RATES

Rates effective September 1, 1956. (Card No. 6.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time	40.00	24.00	16.00	8.00	5.00
13 times	36.00	21.60	14.40	7.20	4.50
26 times	32.00	19.20	12.80	6.40	4.25
52 times	28.00	16.80	11.20	5.60	3.50
104 times	24.00	14.40	9.60	4.80	2.75
156 times	20.00	12.00	8.00	4.00	2.50
260 times	16.00	9.60	6.40	3.20	2.25
364 times	14.00	8.40	5.60	2.80	2.00
500 times				2.00	1.50

DISCOUNTS

Program sponsors may purchase announcements during life of program at frequency discount earned by programs. Night and day programs may be combined to earn frequency discounts. Likewise night and day announcements. Programs and announcements cannot be combined to earn larger discounts.

HOPE

Hempstead County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KXAR

1947



Media Code 4 204 3740 2.00
Hope Broadcasting Co., Box K, Hope, Ark. 71801.
Phone 777-3601.

STATION'S PROGRAMMING DESCRIPTION

KXAR: Aimed at audience above 25.
5:30-6:55 am country and western, news and farm.
7-9 am standards and jazz, news features. 9-11:30 am housewife oriented, features local news, standard music, showtimes. 11:30 am-1 pm news, weather, farm period. 1-3 pm show for housewife, standard music, features, showtimes. 3-4 pm gospel music. 4-6 pm country music, news, sports. All high school and university sports. Contact Representative for further details. Rec'd 8/4/67.

1. PERSONNEL

General Manager—Haskell Jones.
Commercial Manager—Robert M. Jones.

2. REPRESENTATIVES

Vic Piano Associates, Inc.

3. FACILITIES

1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5:30 am-6:30 pm weekdays; 6:45 am-6:30 pm Sun. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 46, 48, 51a.
Comb.; Cont. Discounts: 60b, 60h, 60i, 61c, 62c.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS and NAS.
Member: Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective May 1, 1964.

Rates received April 29, 1964.

6. SPOT ANNOUNCEMENTS

(To be used in 1 year)			
	ea	ea	ea
1 MIN:			
1 ti	2.50	101 ti	1.70
26 ti	2.00	201 ti	1.60
51 ti	1.80	300 or more ti	1.50
30 SEC:			
1 ti	1.40	51 ti	1.15
26 ti	1.30	76-100 ti	1.00

HOT SPRINGS (3 AM; 1 FM)

Garland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBHS

1953



Subscriber to the NAB Radio Code

Media Code 4 204 3850 9.00
Tim Timothy, Inc., 113 3rd St., Hot Springs, Ark.
71919. Phone 501-623-6661.

STATION'S PROGRAMMING DESCRIPTION

KBHS: Programmed primarily for adults.
NEWS: 5 min on hour and half hour plus emphasis on weathercasts at 15 min segments in drive time.
News 50% local and state. Mobile unit. MUSIC: latest albums, top ballads, and some old time favorites. Emphasis on big band sound. Sun afternoon and evening classic music played. FARM: programming prior to 6:30 am and at noon hour with emphasis on both cattle and poultry markets. COMMERCIAL POLICY: 15 minutes maximum between 6-9 am & 4-6 pm. All other times 18 minutes permitted. Contact Representative for further details. Rec'd 3/20/68.

1. PERSONNEL

Pres. & Mgr.—B. P. Timothy.
General Sales Manager—Jack Wolever.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

5,000 w. days; 590 kc.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 51c.
Comb.; Cont. Discounts: 60g, 61c, 62b.
Cancellation: 70a, 71a, 73a.
Prod. Services: 81, 82.
Member: Arkansas Radio Network.

TIME RATES

No. 3 ET 4/1/68—Rec'd 3/1/68.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—9 am-noon, 1-4 pm & 6-7 pm.
B—Mon thru Sat after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK. EA:					
	AA	A	B	A	B
	1 min	30 sec	1 min	30 sec	1 min
Fixed pos.	18.00	14.50			
(*)	18.00	13.00	14.00	11.00	12.00
6 ti	15.00	12.00	13.00	10.50	11.00
12 ti	14.00	11.00	12.00	9.50	10.00
18 ti	13.00	10.00	11.00	8.50	9.00
24 ti	12.00	9.50	10.00	8.00	8.00
36 ti	11.00	8.50	9.00	7.50	7.00
(*) Less than 6 ti.					
ID's: 50% of applicable 1-min.					
All spots may be combined for maximum frequency.					

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
PER WK: AA 6 ti 24.00 21.75 20.00 18.75 17.00 16.00
AA 20.00 18.25 17.00 16.00 14.00 13.00
B 16.00 14.00 13.00 12.00 10.75 9.25
(*) Less than 6 ti.
ROS—Flat 13.50
Bill Maddox Farm Programs—Mon thru Sat 5:30-5:40 am & 12:30-1 pm. 5 minute segments, including time and talent.
Open, Close, 1 minute commercial. 22.00
All live commercial spots by Bill Maddox, including time and talent.
1 min. 16.50

KBHS-FM

1964

Subscriber to the NAB Radio Code

Media Code 4 204 3851 7.00
Tim Timothy, Inc., Box 2279, 113 Third St., Hot Springs, Ark. 71919. Phone 501-623-6661.

STATION'S PROGRAMMING DESCRIPTION

KBHS-FM: Programmed for country western listening. MUSIC: modern country western tunes plus old time country western favorites. NEWS: capsules 5 min to hour and 5 min to half hour. Contact Representative for further details. Rec'd 3/20/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—B. P. Timothy.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

ERP 2,500 w.; 96.7 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 197 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 21a, 22a, 23a, 24b, 25a, 27, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 51c.
Comb.; Cont. Discounts: 60g, 61c, 62b.
Cancellation: 71a, 73a.
Member: Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 1/1/67—Rec'd 12/1/66.

6. SPOT ANNOUNCEMENTS			
	1x	13x	26x
1 min.	8.50	280 x	5.50
52 x	7.50	812 x	4.25
156 x	6.25	365 x	3.75

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x	365x
1 hr.	50.00	44.00	39.00	32.00	26.00	20.75
1/2 hr.	32.50	29.00	26.00	21.00	17.00	13.50

10. SPECIAL FEATURES

NEWSCASTS			
	1x	52x	156x
5 min.	10.00	8.50	7.00
			6.25
			5.12
			4.25

KXOW

1966

Media Code 4 204 3960 6.00
Christian Broadcasting Co., Box 579, Buena Vista Rd., Hot Springs, Ark. 71901. Phone 501-525-1301.

STATION'S PROGRAMMING DESCRIPTION

KXOW: Programmed for adults.
NEWS: regional, local, weather on hour. National, international network news on half hour. Stock market special events. 4 mobile units. ENTERTAINMENT: 6 am-noon standard and modern western music employing air personality, audience participation quizzes. 12:05-1 pm gospel music, news from church and civic groups. 1:05 pm sign-off standard and modern western music. SPORTS: network and live college football, Air personalities available for live remote broadcasts. 26% of time. Sun: all religious programming. Contact Representative for further details. Rec'd 10/30/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Forrest Eddy.
Exec. Vice-Pres.—Richard Bloor.
News Director—Bob Gipson.

2. REPRESENTATIVES

Grant Webb & Company, Inc.
Regional—H. S. Crans Company, Inc.

3. FACILITIES

5,000 w.; 1425 kc. Non-directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13c, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60h, 61a, 61b, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 80, 82.
Cigarette advertising not accepted.
Affiliated with MBS.

TIME RATES

ET—Rec'd 1/20/69.

*AA—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
†A—Mon thru Sat 9 am-4:30 pm & 5-6:30 am; Sun all day.

(*) Guaranteed times.

(†) ROS times.

6. SPOT ANNOUNCEMENTS					
	1 min	30 sec	10 sec	1 min	30 sec
1 x	8.25	6.80	4.13	7.50	6.00
52 x	7.25	5.80	3.63	6.50	5.20
156 x	6.25	5.00	3.13	5.50	4.40
312 x	5.25	4.20	2.63	4.50	3.60
624 x	4.25	3.40	2.13	3.50	2.80
1000 x	3.20	2.60	1.63	2.50	2.00
10-second spots only combine on a 2 for 1 basis with larger spots.					

7. PACKAGE PLANS

WEEKLY PACKAGES					
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JONESBORO (2 AM; 1 FM)

Craighead County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KBTM KBTM-FM

Media Code 4 204 4290 7.00
Patterson Brothers, KBTM Bldg., 603 Madison St., Jonesboro, Ark. 72104.

1. PERSONNEL

General Manager—Alan Patterson Jr.
Station Manager—Clarence Adams.
Program Director—Bill McCaughan.

2. REPRESENTATIVES

Burn-Smith Company, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.

FM FACILITIES

89.7, 90.0, 91.9 mc.
Operating schedule: 5:30 a.m. to 11:00 p.m. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION

15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Basic Rates: 22a, 28a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Affiliated with MBS and KBS.
FM operated in conjunction with AM.

TIME RATES

Eff 4/1/67—Rec'd 3/27/67.

6. SPOT ANNOUNCEMENTS

1 min.	7.00	5.50	6.00	5.50	5.00	4.50
30 sec.	5.60	5.20	4.80	4.40	4.00	3.60

10 sec: 50% of 1-min. Not combinable to earn lower frequency except on 2 for 1 basis.

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS

1 min. ea.	10 tl	15 tl	20 tl	30 tl
20/30 sec: 80% of 1-min.	5.00	4.50	4.00	3.75

ADDITIONAL DISCOUNTS

13 wks—5% 36+ wks—10%
Package spots not combinable with regular frequency spots to earn regular discount. Retroactive package discounts apply on continuous schedule only. Weeks need not be consecutive to earn cumulative weeks frequency.

8. PROGRAM TIME RATES

1/2 hr.	45	39	36	33	30	27
1/4 hr.	30	26	24	22	20	18
5 min.	15	13	12	11	10	9

KNEA

1950

Subscriber to the NAB Radio Code

Media Code 4 204 4400 2.00

Radio Jonesboro, Inc., Box 8, Washington & Madison Sts., Jonesboro, Ark. 72401. Phone 501-932-8381; 8382.

STATION'S PROGRAMMING DESCRIPTION

KNEA: Programmed for adults and young adults. 5 min news on hour, news headlines on half hour, and weather at 15 MUSIC 90%: 50% albums and 40% singles, featuring current selling general popular music, showtunes, standards. NEWS 10%: local, national, and international. 5 min sports news daily. 2 newsmen, mobile news studio with facilities for live reports or recording, also used for remote pickups from shopping centers, county fair, etc. COMMERCIAL POLICY: 15 minutes maximum 6-8 am, all other times 18 minutes permitted. Contact Representative for further details. Rec'd 8/4/67.

1. PERSONNEL

General Manager—Harold L. Baker.

2. REPRESENTATIVES

Gill-Perma, Inc.
South—C. K. Beaver & Associates.

3. FACILITIES

1,000 w. days, 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Basic Rates: 21c, 22a, 22b, 22c, 22d, 22e, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61b, 62b, 62a.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective October 1, 1964 (Card No. 4).
Card received September 30, 1964.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 min	5.00	4.00	33.00	22.00	10.00
13 x	25.00	20.00	19.00	9.00	
26 x	4.00	3.20	25.00	16.00	8.00
52 x	3.60	2.90	22.00	14.00	6.60
104 x	3.25	2.60	20.00	12.00	5.75
156 x	2.90	2.40	18.00	11.00	5.25
260 x	2.75	2.20	16.00	10.00	4.75
312 x	2.50	2.00	15.00	9.00	4.25
600 x	1.85	1.50			
1200 x	1.65	1.30			

Specified time and adjacencies 10% extra.

LITTLE ROCK (8 AM; 2 FM)

(including North Little Rock)

Pulaski County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAAY

1924

LITTLE ROCK

A LIN Owned Station



JOHN C. BUTLER & COMPANY, INC.

Media Code 4 204 4510 8.00

KAAY, Inc., a subsidiary of LIN Broadcasting Corp., Box 1790, 1423 W 7th St., Little Rock, Ark. 72203. Phone 561-375-5311.

STATION'S PROGRAMMING DESCRIPTION

KAAY: Programmed for general interest. NEWS: 3 man news staff broadcasts 5 min news on hour, headlines on half hour. Newscasts 65-75% local. Sportscasts at certain times in day. FARM: Programs at 8 am & noon handled by farm director. Material obtained in-person throughout state. MUSIC: current and past hits, hosted by 5 man air personality staff. Weekday and Sat religion and discussion block 5-6 am & 6:30-8 pm. Local satire program Sun 5:30 pm. Editorials as deemed necessary by management. Air personalities available for full-originated remotes. Contact Representative for further details. Rec'd 3/27/68.

1. PERSONNEL

Pres. (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Pat Walsh, Jr.
Program Director—Charles King.

2. REPRESENTATIVES

John C. Butler & Company, Inc.
LIN Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

50,000 w.; 1090 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0. Bill payable upon receipt.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

Eff 4/1/68—Rec'd 4/1/68.

AAA—Mon thru Sat 6-10 am, noon-12:30 pm & 3-7 pm.

AA—Mon thru Sat 10 am-noon, 12:30-3 pm; Sun noon-7 pm.

A—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

B—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AAA	1 min	20/30	ID's
52 x	6 tl	21.00	16.80	12.80
104 x	9 tl	20.60	16.40	12.30
156 x	12 tl	19.50	15.60	11.70
260 x	15 tl	19.00	15.20	11.40
312 x	18 tl	18.50	14.80	11.10
520 x	24 tl	18.00	14.40	10.80
780 x	30 tl	17.50	14.00	10.50
1040 x	30 tl	16.00	12.80	9.60

CLASS AA

1 x	1 tl	12.30
52 x	6 tl	18.50
104 x	9 tl	18.00
156 x	12 tl	17.50
260 x	15 tl	17.00
312 x	18 tl	16.50
520 x	24 tl	16.00
780 x	30 tl	15.50
1040 x	30 tl	15.00

CLASS A

52 x	6 tl	17.50	14.00	10.50
104 x	9 tl	17.00	13.60	10.20
156 x	12 tl	16.00	12.80	9.60
260 x	15 tl	15.50	12.40	9.30
312 x	18 tl	15.00	12.00	9.00
520 x	24 tl	14.50	11.60	8.70
780 x	30 tl	14.00	11.20	8.40
1040 x	30 tl	13.00	10.40	7.80

CLASS B

1 x	1 tl	10.50	8.40	6.30
260 x	15 tl	9.50	7.60	5.70
520 x	24 tl	8.50	6.80	5.10

All spots, regardless of length or time class, automatically combine to earn lowest frequency or package discounts, whichever applies.

8. PROGRAM TIME RATES

1/2 hr.	91.00	87.50	82.00	77.50	73.00
1/4 hr.	60.50	57.50	54.50	51.50	48.50
10 min.	48.50	46.00	43.50	41.00	39.00
5 min.	30.00	28.50	27.00	25.50	24.00

9. PARTICIPATING PROGRAMS

Marvin Vines Farm Program—Mon thru Sat 6-6:35 am & noon-12:35 pm
1-min participations—Applicable 1-min rate + 5.00 talent fee.
5-min segments—Open & close & 1-min spot, applicable 5-min rate + *9.00.
10-min segments—Open & close & 2 1-min spots, applicable 10-min rate + *12.00.
15-min segments—Open & close & 3 1-min spots, applicable 15-min rate + *15.00.
(* Talent fees; flat and commissionable.)
Ear On Arkansas—Sun 11:30 am-noon & 5:30-6 pm.
1-min participations (max 3 per program) 11:30 am bonus, 5:30 pm, flat 50.00.

10. SPECIAL FEATURES

NEWS PARTICIPATIONS

PER YR:	1x	25x	52x	156x	260x	520+
PER WK:	1 tl	5 tl	12 tl	15 tl	18 tl	18 tl
1 min.	24.00	23.50	23.00	21.50	21.00	20.00
30 sec.	19.20	18.80	18.40	17.20	16.80	16.00

CLASS AAA

1 min.	22.50	22.00	21.50	20.00	19.50	18.50
30 sec.	18.00	17.60	17.20	16.00	15.60	14.80

CLASS A

1 min.	20.50	20.00	19.50	18.00	17.50	16.50
30 sec.	16.40	16.00	15.60	14.40	14.00	13.20

CLASS B

1 min.	12.50				11.50	10.50
30 sec.	10.00				9.20	8.40

All rates include ID's.

SPORTS AND WEATHER VIGNETTES

Applicable 1-min spot rate, subject to weekly discount, plus 2.00 production charge; commissionable.

KALO

1927

LITTLE ROCK

Independent Negro

NAB

Subscriber to the NAB Radio Code

Media Code 4 204 4620 5.00

Arkansas Broadcasting Co., 2919 W. Markham, Little Rock, Ark. 72205. Phone 501-664-2525.

STATION'S PROGRAMMING DESCRIPTION

KALO: Programmed primarily for Negro listener with consideration for young married audience as well. MUSIC: popular, rhythm and blues, rock and roll, and gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: local on hour, network news on half hour. Local news staff mans mobile unit. SPORTS: coverage includes play-by-play of local colleges and sports news programs. Special interest programs centered on community organization activity. Participate in community activity. Air personalities available for personal appearances, remote broadcasts, in-store promotions. Contact Representative for further details. Rec'd 1/22/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Douglas J. Romine.
Station Manager—Edward Phelan.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 5:00 am-midnight daily.

4. AGENCY COMMISSION

15/0 net charges for facilities; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32a.
Contracts: 40a, 40c, 41, 42b, 42c, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60g, 60h, 60i, 61b, 62a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Station reserves the right to request cash in advance where advisable in the judgement of station management.
Blanket contracts accepted for the purpose of establishing an advertiser's contractual year and the calculating of frequency earned. Blanket contracts will not be accepted for the purpose of rate protection.

TIME RATES

Rates effective September 1, 1962. (Card No. 13.)
Rates received July 31, 1962.

AA—Mon thru Sat 7-9 am & 4-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS A	1 min	30 sec
Fixed position or less	ea	tot	ea
6 than 6 tl	12.00	9.00	48.00
12 tl	9.00	108.00	7.20
18 tl	9.00	144.00	6.40
24 tl	7.50	180.00	6.00
36 tl	7.00	252.00	5.60

CLASS A

Less than 6 tl	10.00	8.00
6 tl	9.00	7.20
12 tl	8.00	6.40
18 tl	7.00	5.60
24 tl	6.50	5.20
36 tl	6.00	4.80

8. PROGRAM TIME RATES

1 min	59	29	24	14	10
52 tl	98.00	60.00	50.00	38.00	30.00
104 tl	91.00	56.00	47.00	35.00	27.00
156 tl	86.00	52.00	44.00</		

ARKANSAS

Little Rock—K A R K—Continued

CLASS A	
1x 25x 52x 104x 156x 260x 312x	
1/4 hr.	38.00 35.00 34.00 33.00 32.00 30.00 28.00
10 min.	28.00 27.00 26.00 25.00 24.00 23.00 22.00
5 min.	22.00 21.00 20.00 19.00 18.00 17.00 16.00

CLASS B	
1/4 hr.	26.00 25.00 24.00 23.00 22.00 21.00 20.00
10 min.	21.00 19.50 18.00 18.50 18.00 17.00 16.00
5 min.	16.00 15.00 14.00 13.50 13.00 12.00 11.00

FARM PROGRAMS

Farm Fare—Mon thru Sat 5-8 am.

1/4 hr.	42.50 41.75 41.00 39.50 38.00 36.50 34.50
10 min.	34.75 34.15 33.50 32.25 31.00 29.75 28.50
5 min.	26.75 26.30 25.90 24.85 23.90 22.95 22.00

Bob Buice Show—Mon thru Sat 6-7 am & 12:15-12:30 pm.

1/4 hr.	52.50 51.50 50.50 48.50 48.50 44.50 42.50
10 min.	43.00 42.20 41.35 39.70 38.05 36.40 34.75
5 min.	33.00 32.40 31.75 30.50 29.25 28.00 26.75

K A R K-FM

1961

LITTLE ROCK

N A F M B

Media Code 4 204 4731 0.00
Mullins Broadcasting Co., 1001 Spring St., Little Rock, Ark. 72203. Phone 501-376-2481. TWX 601-721-8334.

- PERSONNEL**
President—John C. Mullins.
Executive Vice-President—Alvin G. Flanagan.
Assistant Manager—Tom Longfellow.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 29,000 w.; 103.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1,510 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See KARK listing for coded regulations.
FM operated separately from AM.
Member: Arkansas Radio Network.

TIME RATES
ET 4/1/68—Rec'd 4/1/68.

7. PACKAGE PLANS

WKLY:	6 ti	12 ti	18 ti	24 ti
1 min.	5.20	5.00	4.80	4.60
30 sec.	4.20	4.00	3.80	3.60

K D X E

1957

NORTH LITTLE ROCK

N A B

Media Code 4 204 4840 9.00
Capital Broadcasting Co., Inc., 1604 Main St., Little Rock, Ark. 72203. Phone 501-374-4829.

- STATION'S PROGRAMMING DESCRIPTION**
KDXE: AIR PERSONALITIES cover all segments.
NEWS: network on hour. Bulletins and local news headlines on half hour. FARM: news at 6:10 & 11:45 am. MUSIC: modern country and western.
COMMERCIAL POLICY: 15 minute separation on competitive products. Station personalities available with band for remote broadcasts. Mobile unit. Contact Representative for further details. Rec'd 4/7/69.

- PERSONNEL**
General Manager—Rodger May.
Farm Director—Bob Morgan.
Women's Director—Gwyn Gordon.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
Southwest—Riley Representatives.
Southeast—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1880 kc.
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
ET 5/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

ix	52x	104x	156x	208x	260x	312x
1 min.	16.00	15.00	14.00	13.00	12.00	11.00
30 sec.	11.50	11.00	10.50	10.00	9.50	9.00
10 sec.	8.00	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS

WKLY:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	13.00	12.00	11.00	10.00	9.00
30 sec.	10.00	9.50	9.00	8.50	8.00
10 sec.	6.50	6.00	5.50	5.00	4.50

8. PROGRAM TIME RATES

PER WK:	1 ti	26 ti	52 ti	104 ti
1 hr.	75	70	65	60
1/2 hr.	50	45	40	35
1/4 hr.	35	30	25	20
5 min.	25	20	15	10

(*) 17.50.

KLRA

1927

LITTLE ROCK

N A B

R A B

Subscriber to the NAB Radio Code

Media Code 4 204 4950 6.00
KLRA, Inc., 418 Union National Bank Bldg., Little Rock, Ark. 72201. Phone 501-375-7319.

- PERSONNEL**
Pres. & Gen'l Mgr.—Leonard Coe.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
10,000 w. days, 5,000 w. nights; 1010 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26a, 29a.
Contracts: 40a, 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 62b.
Cancellation: 70a, 71a, 73a.
Affiliated with CBS.

TIME RATES

No. 19 Rev. ET 3/1/69—Rec'd 3/6/69.
AAA—Mon thru Sat 6-11 am & 3-7 pm.
AA—Mon thru Sat 6-8 am & 11 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	12 ti	18 ti	24 ti
1 min.	24.00	21.00	20.00	19.00
20/30 sec.	19.00	18.00	17.00	16.00
10 sec.	14.50	13.00	12.50	11.50

CLASS AA	
1 min.	20.00 18.00 16.00 14.00 12.00 11.00
20/30 sec.	16.00 15.00 13.00 11.00 9.00 8.00
10 sec.	12.00 11.00 10.00 8.50 7.50 6.50

CLASS A	
1 min.	11.00 10.00 9.50 9.00 8.50
20/30 sec.	9.00 8.00 7.50 7.00 6.50
10 sec.	7.00 6.00 5.50 5.00 4.50

(*) Specified position.

- PACKAGE PLANS**
TOTAL AUDIENCE PLANS

12 Plan (AAAA, 5AA, 3A)	1 min 20/30	170	136
18 Plan (6AAA, 8AA, 4A)		226	181
24 Plan (8AAA, 10AA, 6A)		280	226

AAA equally divided between AM and PM Traffic.
Must be scheduled over 7-day period and rotate within time class. Combinable with all weekly spots and programs.

- SPECIAL FEATURES**
NEWSCASTS
CLASS AAA

PER WK:	5 min	10 min	1/4 hr
1 ti	34.70	48.25	62.35
3 ti	30.60	45.90	61.50
6 ti	29.45	42.95	58.25

CLASS AA

1 ti	29.45	38.85	47.10
3 ti	27.10	36.80	44.70
6 ti	25.88	33.00	40.00

CLASS A

1 ti	17.65	29.15	35.30
3 ti	15.50	27.65	33.55
6 ti	15.30	24.70	30.00

Minutes, 20/30-second spots, Newscasts and Features may combine to earn weekly frequency discount.
These, plus ID's, may combine on basis of 2 ID's equaling 1 longer spot.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned.

K M M K (FM)

1960

LITTLE ROCK

Media Code 4 204 5060 3.00
Hi-Fi Broadcasting Corp., Inc., 1795 Tower Bldg., Little Rock, Ark. 72201. Phone 501-375-2351.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Morris Nowland.
Sales Manager—Gerald Williams.
Program Director—Bob Walters.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 32,500 w.; 94.1 mc. Stereo.
Operating schedule: 6:45-1 am daily. CST.
Antenna height: 518 feet above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 24b.
Contracts: 40a.
Comb.; Cont. Discounts: 60b.
All program music scheduled in uninterrupted blocks of approximately 15 minutes duration, with the exception of news bulletins. No double spot placements accepted. Spot announcement availabilities limited to one per quarter hour.
Member: The Groskin Group.

TIME RATES

Rates effective August 2, 1963.
6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS	
1 ti	10.00 125 ti 8.00
15 ti	9.50 250 ti 7.50
30 ti	9.00 500 ti 7.00
60 ti	8.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	70.00	125 ti	57.00
15 ti	67.00	250 ti	54.00
30 ti	63.00	500 ti	51.00
60 ti	60.00		

- SPECIAL FEATURES**
NEWSCASTS
ix 39x 52x 156x 280x
5 min. 9.00 8.50 8.00 7.50 7.00
Includes 20-second open and close plus 1 1-minute spot.
- NEWS CAPSULE**
Headlines and Weather at :00—1:30-second spot, each 4.00.

K M Y O

1947

LITTLE ROCK

N A B

R A B

Subscriber to the NAB Radio Code

Media Code 4 204 5110 6.00
Victory Broadcasting Co., Inc., 4015 W. Capitol, Little Rock, Ark. 72203. Phone 501-686-2821.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Cliff B. Ford.
Commercial Manager—Alan Rothman.
Program Director—Len Day.
- REPRESENTATIVES**
Paul H. Raymer Company, Inc.
R. S. Crane Company, Inc.
- FACILITIES**
1,000 w. days, 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1964.
Rates received April 7, 1964.

6. SPOT ANNOUNCEMENTS

WEEK DAYS	
1 ti	5 min 1 min 5 min 1 min
13 ti	19.00 12.00 104 ti 15.50 8.25
26 ti	17.50 10.75 156 ti 12.25 7.50
52 ti	16.00 9.75 312 ti 11.00 6.75
62 ti	14.75 9.00 500 or more ti 9.75 6.00

Commercial time is sold in 1-minute and 5-minutes only.

- PROGRAM TIME RATES**

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min.
1 time.	60.00	35.00	20.00	15.00
26 times.	54.00	31.50	18.00	13.50
52 times.	48.50	28.25	17.25	12.25
104 times.	43.75	25.50	15.50	11.00
212 times.	39.50	23.00	13.75	9.75
516 times.	35.50	20.50	12.50	8.75

Programs are available during the Sunday broadcast day.

- PARTICIPATING PROGRAMS**
Cameo Traffic Watch—7-8:30 am and 4-5:30 pm Mon thru Fri.
- TRAFFIC WATCH TIME**
(Minimum 20 ti buy)

20 ti	5 min 1 min	5 min 1 min
65 ti	20.50 13.50 130 ti 15.50 9.50	18.00 11.00 260 or more ti 13.50 8.00

- SPECIAL FEATURES**
5-Minute Newscasts
6 times weekly, ea. 8.00
Newscast includes 10-second opening and closing billboard sponsor identification announcement and one 1-minute commercial announcement in each newscast.
Communicator hourly at :25; Communicator headline hourly on the hour; Skyline weather survey hourly at :15.

K O K Y

1956

LITTLE ROCK

Independent Negro

Media Code 4 204 5280 7.00
Midwest Broadcasting Corp., Box 1956, 723 W. 14th St., Little Rock, Ark. 72203. Phone 501-372-0391.

- PERSONNEL**
President—Eric Anderson.
Program Director—Larry Hayes.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 43, 44b, 45, 46, 47c, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Continuing discount allowed provided same weekly schedule is maintained for both contract years. Schedules of 2 or more products of same manufacturer may be combined to earn maximum discounts.

TIME RATES
Rates effective May 1, 1964. (Card No. 7.)
Card received April 7, 1964.

6. SPOT ANNOUNCEMENTS

1 min 10 sec	1 min 10 sec
1 ti	12.00 8.00 260 ti 9.50 6.50
26 ti	11.50 7.75 312 ti 9.00 6.25
52 ti	11.00 7.50 520 ti 8.50 6.00
104 ti	10.50 7.25 780 ti 8.00 5.75
156 ti	10.00 7.00 1000 ti 7.50

NOTE: 10-second spots cannot be combined with 1-minute announcements to earn lower rate.

7. PACKAGE PLANS SATURATION PACKAGE

PER WK:	9.00	25 ti	7.50
10 ti	8.50	30 ti	7.00
15 ti	8.00		
20 ti	8.00		

8. PROGRAM TIME RATES

1/2 hr	1/4 hr	5 min
1 ti	55.00	40.00 18.00
26 ti	52.50	38.00 17.00
52 ti	50.00	37.00 16.00
104 ti	47.50	35.00 15.00
156 ti	45.00	34.00 14.00
208 ti	42.50	32.00 13.00
312 ti	40.00	30.00 12.00

K X L R

1946

NORTH LITTLE ROCK

Media Code 4 204 5390 4.00
KXLR, Inc., Box 3014, Little Rock, Ark. 72203. Phone 501-945-4501.

- PERSONNEL**
President—Peter H. Starr.
Vice-Pres. & Gen'l Mgr.—John W. Doran.
Sales Manager—Phillip N. Harrold.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 2

MALVERN

Hot Spring County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KBOK

1951



Subscriber to the NAB Radio Code
Media Code 4 204 5610 5.00
Malvern Broadcasting Co., Inc. Highway 270 West,
Malvern, Ark. 72104. Ed 2-8981.

STATION'S PROGRAMMING DESCRIPTION
KBOK: Programmed for general interest local service. MUSIC: standard pops, balanced with 5 min news hourly, except six 15 min local flavored news daily. 4 mobile units, 2 beeper phones. Services, interviews, discussions, series. SPORTS: local football, baseball play-by-play. Listener participation via beeper phone, discussions, swap shop, etc. Weather news include direct reports from U. S. Weather Bureau. FARM: includes daily county ag news reports, market reports, editorials, local, regional, state. Rec'd 8/4/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kermit Richardson.
Sales Manager—Gerald Ponder.
Program Director—Jean Cox.

3. FACILITIES
1,000 w. days, 1310 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES
Rates effective July 1, 1964.
Rates received June 1, 1964.

6. SPOT ANNOUNCEMENTS
1-MINUTE OR LESS

1 ti	2.90	156 ti	2.40
26 ti	2.70	260 ti	2.30
52 ti	2.60	312 ti	2.20
104 ti	2.50	624 ti	1.90

7. PACKAGE PLANS
(Each weekly package to be used within a 7-day period. All spots are run-of-station, but may be specified within general time periods.)

PER WK:	tot	PER MO:	tot
15 ti	34.50	60 ti	138.00
25 ti	52.50	90 ti	189.00
35 ti	68.50	120 ti	228.00

8. PROGRAM TIME RATES

1 ti	35.00	1 1/2 hr	12.00	5 min	7.00
26 ti	33.50	23.50	12.00	6.50	
52 ti	32.00	21.00	11.00	6.00	
104 ti	29.50	18.50	9.50	5.50	
156 ti	28.00	17.00	9.00	5.00	
260 ti	26.50	15.50	8.50	4.50	
312 ti	25.00	14.00	8.00	4.00	
624 ti				3.00	

MAMMOTH SPRING

Fulton County—Map Location G-1
See SRDS consumer market map and data at beginning of the State.

KAMS (FM)

Media Code 4 204 5720 2.00
Robert F. Neathery, Box 193, Mammoth Spring, Ark. 72554.

1. PERSONNEL
President—Robert F. Neathery.
General Manager—Carla Hamilton.
Program Director—Kathy Phipps.

3. FACILITIES
ERP 8,700 w.; 95.1 mc.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a, 62a.
Member: Magic Circle Network.

TIME RATES
Rates received October 19, 1955

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	14.00	9.00	6.50	3.00	1 min.
52 times	13.25	8.00	6.00	2.90	2.25
104 times	12.50	7.00	5.50	2.75	2.00
312 times	10.00	6.00	4.00	2.50	1.90

MARIANNA

Lee County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KZOT

Media Code 4 204 5630 9.00
Marianna Broadcasting Co., Willey Bldg., Marianna, Ark. 72360. Phone 501-295-2195.

STATION'S PROGRAMMING DESCRIPTION
KZOT: MUSIC: country and western, 1 hour gospel music each day and in late evening middle-of-the-road music. NEWS: network news and features, 15 min local and state news 3 times a day, community bulletin board every 30 min. Weather broadcast on hour. SPORTS: local high school and university football, 15 min ladies program weekdays. Negro gospel quartets Sun morning, 1 hour rhythm and blues program on Sat, 15 min agricultural extension service program weekdays, 15 min trading post weekdays, 15 min morning devotions weekdays, 10 min farm market reports weekdays. Rec'd 1/5/68.

1. PERSONNEL
General Manager—Gene Hood.
Chief Engineer—Sylvester Huling.

3. FACILITIES

500 w. days, 1460 kc. Directional.
Operating schedule: 6 am-local sunset daily. CST.

4. AGENCY COMMISSION
Net. agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21b, 21c.
Contracts: 41, 44a, 46.
Comb.: Cont. Discounts: 60d, 60f, 61a.
Cancellation: 70a, 71a, 72.
Prod. Services: R2.
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 9/25/68.

6. SPOT ANNOUNCEMENTS
PER MO, EA: 1 ti 15 ti 40 ti 70 ti 100+

1 min or less	2.00	1.80	1.50	1.35	1.30
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8. PROGRAM TIME RATES
PER YR:

1 hr	50.00	15x	40x	70x	100+
1/2 hr	50.00	40.00	35.00	30.00	25.00
1/4 hr	25.00	24.00	23.00	22.00	21.00
15 min	12.50	11.50	10.50	10.00	9.50
5 min	5.50	4.50	3.50	3.00	2.50

CONTRACT DISCOUNT
52 wk—10%

MARKED TREE

Polkett County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

KPCA

Media Code 4 204 5940 6.00
Polkett County Radio Broadcasting Co., Box 550,
Marked Tree, Ark. 72365, Phone 358-2921.

1. PERSONNEL
General Manager—George Newcomb.
Chief Engineer—Mack Howerton.

2. REPRESENTATIVES
Continental Radio Sales,
South & Southwest—C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset weekdays;
7:00 am-local sunset Sunday. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 21a, 21b, 22b, 23a, 24a, 28b, 28c, 29a,
31, 32b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 48, 49, 51a,
51b.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Magic Circle Network.

TIME RATES
Rates effective January 1, 1959. (Card No. 3.)
Card received January 28, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr	1/2 hr	1/4 hr	5 min	(*)
13 times	30.00	25.00	21.00	15.00	8.00
26 times	28.00	23.00	19.00	15.00	5.75
52 times	26.00	21.00	17.00	12.50	5.50
104 times	23.00	18.00	14.00	11.00	4.25
156 times	21.00	16.00	12.00	9.00	3.75
260 times	19.50	13.50	11.00	7.00	3.50
260 times	17.00	11.00	8.00	5.00	3.00

7. PACKAGE PLANS
SATURATION PACKAGE PLAN
100 spots in a 5-week period, each _____ 3.50
1000 spots in a 52-week period, each _____ 2.00
1000 20-second spots in a 52-week period, each _____ 1.30

McGEHEE

Desha County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KVSA

Media Code 4 204 6050 5.00
Southeast Arkansas Broadcasters, Inc., P. O. Box
1220, U. S. Hwy. 65, between McGehee and Dermott,
Ark. 71654. Canal 2-4200.

STATION'S PROGRAMMING DESCRIPTION
KVSA: Programmed for general interest. MUSIC (top pops, country and western, popular music, standards, semi-classic, religious, request music time, birthday time). NEWS (local, state, national, international). Public affairs, Weather (special weather tele-type). FARM, RELIGIOUS, SPORTS. Contact Representative for further details. Rec'd 7/10/67.

1. PERSONNEL
Pres. and Gen'l Mgr.—Abbott F. Kinney.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days, 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 28b, 28c, 29a.
Contracts: 40a, 45, 47a.
Cancellation: 70a, 70c, 73a.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 9/25/68.

6. SPOT ANNOUNCEMENTS
PER MO, EA: 1 ti 15 ti 40 ti 70 ti 100+

1 min or less	2.00	1.80	1.50	1.35	1.30
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8. PROGRAM TIME RATES
PER YR:

1 hr	50.00	15x	40x	70x	100+
1/2 hr	50.00	40.00	35.00	30.00	25.00
1/4 hr	25.00	24.00	23.00	22.00	21.00
15 min	12.50	11.50	10.50	10.00	9.50
5 min	5.50	4.50	3.50	3.00	2.50

CONTRACT DISCOUNT
52 wk—10%

TIME RATES

Rates effective June 29, 1953. (Card No. 1.)
Card received January 27, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	70.00	38.50	21.00	9.10	3.50	1.89
13 times	47.60	26.60	15.40	7.00	3.15	1.75
26 times	43.40	23.80	12.60	6.30	2.80	1.61
52 times	38.50	21.00	11.80	5.80	2.59	1.40
104 times	35.00	19.60	11.20	4.90	2.45	1.26
156 times	32.60	18.20	10.50	4.62	2.31	1.19
208 times	32.20	17.50	9.80	4.48	2.24	1.12
260 times	31.50	16.80	9.10	4.20	2.10	1.05

8. PROGRAM TIME RATES

1 ti	59 min	29 min	14 min	6 min
26 ti	31.77	20.00	14.12	8.24
52 ti	28.24	18.47	10.59	6.88
104 ti	24.71	13.53	7.06	4.41
156 ti	22.35	12.35	6.47	4.12
208 ti	21.18	11.77	6.18	3.82
260 ti	20.00	11.18	5.88	3.53
312 ti	18.82	10.59	5.58	3.24
624 ti				2.94

MENA

Polk County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KENA

Media Code 4 204 6160 6.00
Mena Broadcasting Co., Box 150, Mena, Ark. 71953.
Phone 501-394-1450.

STATION'S PROGRAMMING DESCRIPTION
KENA: Programmed for general interest with emphasis on local news and events. MUSIC: standards and country and western. NEWS: state network with 5 min reports almost every hour. Station produced 10 & 15 min summaries 6 times a day. 3 local news programs daily during weekdays. SPORTS: local football, basketball and baseball and university football. Weather report direct and daily from Weather Bureau. Farm and ranch news feature programmed each weekday morning. Contact Representative for further details. Rec'd 7/24/69.

1. PERSONNEL
Gen'l & Com'l Mgr.—Jark R. Reeves.
Engineer—R. Gen't Truesdale.

2. REPRESENTATIVES
South, Southeast, Southwest—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 1450 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION
15%: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 21a, 21b, 22b, 23a, 24a, 28b, 28c, 29a,
31, 32b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 48, 49,
51a, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 7/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

Open	50x	100x	150x	200x	250x	300x
1 min	4.00	3.60	3.20	2.80	2.40	2.00
30 sec	3.00	2.70	2.50	2.30	2.00	1.70
10 sec	2.00	1.85	1.70	1.55	1.40	1.25

7. PACKAGE PLANS

SATURATION PACKAGES

EA:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	1.65	1.60	1.55	1.50	1.45	1.40

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
52 x	42.00	21.00	10.50	8.50	6.50
	40.00	20.00	9.00	7.00	5.00

9. PROGRAM TIME RATES

1 ti	59 min	29 min	14 min	6 min
26 ti	31.77	20.00	14.12	8.24
52 ti	28.24	18.47	10.59	6.88
104 ti	24.71	13.53	7.06	4.41
156 ti	22.35	12.35	6.47	4.12
208 ti	21.18	11.77	6.18	3.82
260 ti	20.00	11.18	5.88	3.53
312 ti	18.82	10.59	5.58	3.24
624 ti				2.94

10. PROGRAM TIME RATES

1 ti	59 min	29 min	14 min	6 min
26 ti	31.77	20.00	14.12	8.24
52 ti	28.24	18.47	10.59	6.88
104 ti	24.71	13.53	7.06	4.41
156 ti	22.35			

ARKANSAS

Morrilton—K V O M—Continued

TIME RATES

Rates effective July 1, 1954.
Rates received June 28, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	34.50	19.00	11.00	8.75
26 times.....	33.00	18.25	10.75	8.50
52 times.....	31.50	17.50	10.25	8.25
104 times.....	30.00	16.75	9.75	8.00
156 times.....	28.50	16.00	9.25	7.75
260 times.....	27.00	15.25	8.75	7.50
312 times.....	25.50	14.50	8.25	7.25
624 times.....	24.00	13.75	7.75	7.00

MOUNTAIN HOME

Baxter County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KTLO

1953



Subscriber to the NAB Radio Code

Media Code 4 204 6600 5.00
Mountain Home Broadcasting Corp., Box C, Hwy. 5, N.W., Mountain Home, Ark. 72653. Phone 425-3101.

- PERSONNEL:**
Pres. & Gen'l Mgr.—A. Stricklen.
Commercial Manager—L. E. Cranor.
- REPRESENTATIVES:**
Magic Circle Time Sales.
- FACILITIES:**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. CST.
- AGENCY COMMISSION:**
15%.
- GENERAL ADVERTISING:** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 24b, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Magic Circle Network.

TIME RATES

6. SPOT ANNOUNCEMENTS				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
30 sec	3.00	2.70	2.45	2.25
1 min	3.50	3.25	3.00	2.65

8. PROGRAM TIME RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 x	7.65	11.75	18.50	23.50
52 x	7.05	10.90	15.90	21.20
156 x	6.50	10.00	14.10	18.80
260 x	5.90	9.10	13.00	16.45
385 x	5.30	8.25	11.80	14.10
520 x	4.70	7.35	10.80	12.75
730 x	4.10	6.50	9.25	11.00
1200 x	3.50	5.75	7.75	9.25

NASHVILLE

Howard County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KBHC

1959

Media Code 4 204 6710 2.00
Robert G. McKeever, P. O. Box 236, Nashville, Ark. 71852. Phone 845-3601.

- PERSONNEL:**
Owner & Gen'l Mgr.—R. G. McKeever.
Manager—Annie Nell Castleberry.
Program Director—Dianne Thomas.
- REPRESENTATIVES:**
Hal Walton & Company, Inc.
- FACILITIES:**
500 w.; 1260 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION:**
15% time only; 10 days.
- GENERAL ADVERTISING:** See coded regulations
General: 4b, 4d, 5, 6a, 8.
Basic Rates: 20b, 21b.
Contracts: 40a, 46.
Prod. Services: 82.
Affiliated with NAS.
Member: Arkansas Radio Network.

TIME RATES

Rates effective September 10, 1962.
Rates received September 13, 1962.

6. SPOT ANNOUNCEMENTS	
1 minute	156 times
1 minute	3.40
26 times	3.25
52 times	3.00
104 times	2.90

8. PROGRAM TIME RATES			
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	50.00	35.00	18.00
26 times	45.00	30.00	15.00
52 times	42.00	28.00	14.00
104 times	40.00	26.00	13.00
156 times	38.00	24.00	12.00
260 times	36.00	22.00	11.00
312 times	35.00	20.00	10.00

NEWPORT (1 AM; 1 FM)

Jackson County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KNBY

1949

Media Code 4 204 6820 3.00
Newport Broadcasting Co., U. S. Hwy. 87, Newport, Ark. 72112.

- PERSONNEL:**
General Manager—Gene Howe.
Program Director—Jerry Grojean.
- REPRESENTATIVES:**
C. K. Beaver & Associates, Inc.
- FACILITIES:**
1,000 w. days, 1280 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KBNY-FM.
- AGENCY COMMISSION:**
15/0.
- GENERAL ADVERTISING:** See coded regulations
Contracts: 40a.
Member: Arkansas Radio Network.

TIME RATES

No. 3 Eff 9/1/49—Rec'd _____
A—11:59 am-1:01 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
100 wd/less	5.00	4.75	4.50	4.00

8. PROGRAM TIME RATES			
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.	50.00	47.00	42.50
1/2 hr.	30.00	28.00	24.00
1/4 hr.	20.00	19.00	18.00
5 min.	10.00	9.00	8.50

KNBY-FM

1967

Media Code 4 204 6921 7.00
Newport Broadcasting Co., Inc., Box 218, Hwy. 67, N., Newport, Ark. 72112. Phone 501-523-3190.

- PERSONNEL:**
Manager—Gene Howe.
Chief Engineer—Joe Long.
- REPRESENTATIVES:**
C. K. Beaver & Associates, Inc.
- FACILITIES:**
ERP 3,000 w.; 105.5 mc.
Operating schedule: 8 am-9 pm. CST.
Antenna ht.: 225 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-9 pm. For simulcast facilities see KBNY.
- AGENCY COMMISSION:**
15/0.
- GENERAL ADVERTISING:** See coded regulations
See KBNY listing for coded regulations.
Member: Arkansas Radio Network.

TIME RATES

Rates are identical to KBNY. See that listing.

NORTH LITTLE ROCK

Pulaski County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Little Rock
(including North Little Rock)

OSCEOLA (1 AM; 1 FM)

Mississippi County—Map Location K-2
See SRDS consumer market map and data at beginning of the State.

KOSE KOSE-FM

1949

1959

Subscriber to the NAB Radio Code
Media Code 4 204 6930 5.00
Osceola Broadcasting Corp., Box 249, Osceola, Ark. 72370. Phone 501-563-2641.

- PERSONNEL:**
Executive Vice-President—Don Whitney.
Program Director—Edythe Bandy.
- REPRESENTATIVES:**
H. S. Crane Company, Inc.
- FACILITIES:**
1,000 w. days, 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 2,200 w.; 98.1 mc.
Antenna ht.: 292 ft. above average terrain.
- AGENCY COMMISSION:**
15/0 time only; billed monthly.
- GENERAL ADVERTISING:** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14a, 15b.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Schedules must start within 60 days of contract date.

TIME RATES

No. 5 Eff 7/1/69—Rec'd 7/7/89.
Premium Time—6:30-8 am, 9-9:30 am (Woman's World), noon-1 pm & 4-5:30 pm.
Regular Time—All other times.

6. SPOT ANNOUNCEMENTS				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 minute	3.40	156 times	2.80	
26 times	3.25	260 times	2.90	
52 times	3.00	312 times	2.10	
104 times	2.90			

6. SPOT ANNOUNCEMENTS

	Premium—	Regular—
	30 sec 1 min	30 sec 1 min
Contract	2.00 3.00	1.35 2.00
Non-contract	3.00 4.00	2.00 3.00
52-wk contract, per wk	13.50	or annual contract 700.00.

7. PACKAGE PLANS

SATURATION PACKAGES	
1 day	1 wk
10 ti 20 ti 30 ti 40 ti 50 ti	
30 sec.....	1.90 1.80 1.70 1.70 1.60 1.50

8. PROGRAM TIME RATES

	Premium—	Regular—
	5 min 10 min 1/4 hr 5 min 10 min 1/4 hr	5 min 10 min 1/4 hr
Contract	6.00 7.50 9.00	4.00 5.50 7.00
(*) Non-contract	7.00 8.50 10.00	5.00 6.50 8.00
52-wk contract, per wk	13.50	or annual contract 700.00.

PARAGOULD.

Greene County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KDRS

1947



Subscriber to the NAB Radio Code

Media Code 4 204 7040 3.00
KDRS, Inc., Box 117, Paragould, Ark. 72450. Phone 501-235-7827.

- PERSONNEL:**
General Manager—Lloyd Emmert.
Sales Manager—Larry Coffman.
- REPRESENTATIVES:**
C. K. Beaver & Associates, Inc.
- FACILITIES:**
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:00 am-10:20 pm. CST.
- AGENCY COMMISSION:**
15% on time only; no cash discount.
- GENERAL ADVERTISING:** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 43, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/69—Rec'd 12/2/69.

6. SPOT ANNOUNCEMENTS	
1 min.	15 sec.
1 min.	2.94 2.59
15 sec.	2.29 2.06

8. PROGRAM TIME RATES			
1 hr.	1/2 hr.	1/4 hr.	5 min.
59 min.	47.08	38.53	33.53
29 min.	31.77	22.35	18.24
14 min.	23.53	15.88	9.71
6 min.	14.41	8.24	6.18

PARIS

Logan County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KCCCL

1959

Media Code 4 204 7150 0.00
Logan County Broadcasting Co., Box 432, Paris, Ark. 72355. Yo 3-3100.

- STATION'S PROGRAMMING DESCRIPTION:**
KCCCL: Programmed for general interest.
AIR PERSONALITIES handle all segments, NEWS: 5 min every 30 min. 6-7 am country and western music. 7-7:20 am sports, regional, and farm news and weather. 7:20-8 am country and western music. 8-8:10 am sports and national news. 8:10-8:45 am religious music. 8:45 am-noon country and western music. Noon-12:30 pm national, state, local news and trading post. 12:30-7 pm country and western music. SPORTS: live college football. All music featuring current hits. Contact Representative for further details. Rec'd 7/21/67.
- PERSONNEL:**
Owner—Gordon Hixson.
Program Director—Donald Hixson.
Adv. & Sales Mgr.—Junior C. Newman.
- FACILITIES:**
500 w.; 1460 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.
- AGENCY COMMISSION:**
15% on time only; no cash discount.
- GENERAL ADVERTISING:** See coded regulations
General: 1a, 2b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21c, 22a, 23a, 24c, 25a, 26, 27, 28b, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 44a, 47e, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 72.
Prod. Services: 81.
Affiliated with NAS and KBS Radio Networks.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective _____
Rates received April 1, 1963.

6. SPOT ANNOUNCEMENTS	
1 min.	156 times
1 min.	3.40
26 times	3.25
52 times	3.00
104 times	2.90

8. PROGRAM TIME RATES			
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.	50.00	35.00	18.00
1/2 hr.	30.00	28.00	24.00
1/4 hr.	20.00	19.00	18.00
5 min.	10.00	9.00	8.50

PINE BLUFF (5 AM; 1 FM)

Jefferson County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KADL

1960

Media Code 4 204 7260 7.00
Jefferson County Broadcasting Co., Box 1944, 111 W. 5th St., Pine Bluff, Ark. 71801. Phone 501-635-1275.

- PERSONNEL:**
General Manager—A. M. Smith.
Sta. & Com'l Mgr.—Chester Pierce.
- REPRESENTATIVES:**
Hurn-Smith Company, Inc.
Southern—C. K. Beaver & Associates, Inc.
- FACILITIES:**
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION:**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING:** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 20, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 43, 44a, 44b, 45, 40, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES

Rates effective January 1, 1964.
Rates received January 8, 1964.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec 10 sec
1 min.	7.00 5.20 3.50
13 ti	6.70 5.00 3.40
26 ti	6.50 4.90 3.20
52 ti	6.20 4.70 3.10
104 ti	6.00 4.50 3.00
312 ti	5.50 4.00 2.70

7. PACKAGE PLANS	
1 MINUTE	ea tot
PER WK:	ea tot
5 ti	6.00 30.00 20 ti 4.50 90.00
10 ti	5.50 55.00 30 ti 4.00 120.00
15 ti	5.00 75.00 50 ti 3.50 175.00
30 seconds—80% of minute rate.	
10 seconds—60% of minute rate.	

8. PROGRAM TIME RATES				
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 x	60	40	24	12

DISCOUNTS	
13x-10%	52x-12-1/2%
13x-10%	52x-12-1/2%
26x-10%	104x-15%
	260x-25%

KCLA
1947



Subscriber to the NAB Radio Code
Media Code 4 204 7480 1.00

KCLA, Inc., Box 7042, 3010 W. 28th Ave., Pine Bluff, Ark. 71601. Phone 501-535-1241.

1. PERSONNEL

President—Johnnie K. Hill.
General Manager—Thomas H. Riggs, Jr.
Program Director—Larry F. Monk.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70b, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ET 1/1/69—Rec'd 12/26/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	12.00	8.00	208 x	8.40
13 x	11.40	5.70	280 x	7.80
26 x	10.80	5.40	312 x	7.20
52 x	10.20	5.10	364 x	6.80
104 x	9.60	4.80	500 x	6.00
156 x	9.00	4.50		

8. PROGRAM TIME RATES

	1/2 hr	5 min	1/2 hr	5 min
1 x	30.00	18.00	208 x	21.00
13 x	28.50	17.10	280 x	19.50
26 x	27.00	16.20	312 x	18.00
52 x	25.50	15.30	364 x	16.50
104 x	24.00	14.40	500 x	15.00
156 x	22.50	13.50		

KOTN 1934 **KOTN-FM** 1959



Subscriber to the NAB Radio Code

Media Code 4 204 7590 7.00
Joellen Broadcasting Corp., Broadcast House, 920 Commerce Rd., Pine Bluff, Ark. 71601. Phone 501-534-8732.

1. PERSONNEL

President—V. J. (Buddy) Deane.
Commercial Manager—Guy J. Wilcox.
Operations Manager—Larry Hart.

2. REPRESENTATIVES

Hai Waiton & Company, Inc.
Southwest—Mario Messina Company.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERI 3,200 w.; 62.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 25a, 26, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective November 1, 1962.
Rates received October 24, 1962.

7. PACKAGE PLANS

PER WK:	ea	tot	ea	tot
5 ti	6.25	31.25	30 ti	4.25
10 ti	5.50	55.00	40 ti	4.00
15 ti	4.50	90.00	50 ti	3.75
20 ti	4.50	90.00		

8. PROGRAM TIME RATES

1/2 hr	40.00	10 min	25.00
1/4 hr	30.00	5 min	15.00

KPBA

1957

Media Code 4 204 7700 2.00
Radio Pine Bluff, Inc., Box 5086, 1807 W. 6th St., Pine Bluff, Ark. 71601. Phones 501-534-1523, 2586.

1. PERSONNEL

General Manager—Bruce Gresham.
Station Manager—J. W. "Dub" Koenig.

2. REPRESENTATIVES

PRO Time Sales, Inc.
R. S. Crane Company, Inc.

3. FACILITIES

1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40b, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: Arkansas Radio Network.

TIME RATES

Rates effective June 1, 1964.
Rates received June 10, 1964.

6. SPOT ANNOUNCEMENTS

1 min	4.00	30 sec	3.00
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7. PACKAGE PLANS

PER WK:	ea	tot	ea	tot
5 ti	6.00	30.00	20 ti	4.00
10 ti	5.00	50.00	30 ti	3.00
15 ti	4.50	67.50		

8. PROGRAM TIME RATES

1/2 hr	80.	5 min	10.
1/4 hr	20.		

POCAHONTAS

Handolph County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KPOC

1950



Subscriber to the NAB Radio Code

Media Code 4 204 7810 9.00
Adrian L. White, Inc., Box 508, Pocahontas, Ark. 72455. Phone 501-892-5234.

1. PERSONNEL

Pres. & Gen'l Mgr.—Adrian L. White.

2. REPRESENTATIVES

R. S. Crane Company, Inc.

3. FACILITIES

1,000 w. days, 1420 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 13b, 14b.
Basic Rates: 21d, 22a, 23a, 24b, 25a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KPB.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES

ET 4/1/67—Rec'd 10/4/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	500x	1000x
1 min	2.50	2.00	1.80	1.70	1.80	1.50	1.40
30 sec	2.00	1.80	1.60	1.50	1.40	1.20	1.00
15 sec	1.50	1.40	1.30	1.20	1.00	.80	.70

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x	500x
1 hr	45.00	27.50	—	—	—	—
1/2 hr	25.00	14.00	—	—	—	—
1/4 hr	14.00	8.00	7.00	6.50	6.00	—
5 min	8.00	6.00	4.00	3.00	2.50	2.25

PRESCOTT

Nevada County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

KTPA

1960

Media Code 4 204 7920 6.00
Newport Broadcasting Co., Box 782, Prescott, Ark. 71857. Phone 501-857-2261.

1. PERSONNEL

President—Harold Sudbury.
Station Manager—Al Evans.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

500 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION

15% on time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40c, 45.
Comb.: Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70a, 70c, 71b, 73a.
Member: Arkansas Radio Network.

TIME RATES

No. 3 ET 5/14/68—Rec'd 5/26/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	104x	156x	260x
1 min	3.75	3.55	3.35	2.80	2.60	2.25

8. PROGRAM TIME RATES

	1x	13x	26x	104x	156x	260x
1 hr	45.00	42.00	40.00	32.50	30.00	26.00
1/2 hr	22.50	21.00	20.00	16.50	15.00	13.50
1/4 hr	15.00	14.00	13.50	11.25	9.75	9.00
5 min	7.50	6.85	6.35	5.65	5.25	4.90

ROGERS

Benton County—Map Location C-1

See SRDS consumer market map and data at beginning of the State.

KAMO

1954

Subscriber to the NAB Radio Code
Media Code 4 204 8030 3.00
KAMO, Inc., 114-1/2 S. First, Rogers, Ark. 72756.
Phone 501-636-4611.
Other Studio: Bentonville.

STATION'S PROGRAMMING DESCRIPTION

KAMO: Programmed for general interest.
5 min news every hour, 15 min news, sports, weather at 7 am, noon & 5 pm. Farm oriented sign-on-7 am with c and w. gospel music, 7-9 am middle-of-the-road, 9 am-noon for housewife with standards, swing, dixieland. Noon-1 pm rural with c and w, gospel, 1-3 pm c and w, 3 pm sign-off popular, current hits, showtunes, popular jazz. **COMMERCIAL POLICY:** maximum 9 minutes per 15-minute program and 18-minute participating segments. Personalities available for remote pick-ups from shopping centers, fairs, celebrations, etc. Contact Representative for further details. Rec'd 7/20/67.

1. PERSONNEL

General Manager—W. E. Dacus.

2. REPRESENTATIVES

The Denvy Organization, Inc.

3. FACILITIES

1,000 w. days, 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 22a, 23a, 24c, 25a, 28a, 28c, 29a, 32b.
Contracts: 40a, 44a, 45, 47c, 48.
Comb.: Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70a, 70c, 71a, 72.
Member: Magic Circle Network, Southeastern Key Market Network, Arkansas Radio Network.

TIME RATES

Rates effective April 1, 1955.
Rates received March 7, 1955.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	156 x	260 x	312 x	500 x
1 x	4.50	3.50	1.56	3.50	3.25	2.25
26 x	4.25	3.25	2.60	3.25	3.00	2.25
52 x	4.00	3.00	3.12	3.00	3.00	2.00
104 x	3.75	2.75	3.64	2.75	2.75	1.75

RUSSELLVILLE

Pope County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

KARV

(formerly KXRJ)

Subscriber to the NAB Radio Code
Media Code 4 204 8140 0.00
Horne Industries, Inc., 2nd & Boulder, Russellville, Ark. 72801. Phone 501-668-1184.

1. PERSONNEL

President—Michael Horne.
Sales Manager—Lloyd Stone.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 a.m. to midnight. CST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.

Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
Announcement copy will be broadcast as submitted, if approved, and charges made at next higher rate if number of words exceed limit in any class.

TIME RATES

ARKANSAS

Siloam Springs—Continued K U O A, K U O A-FM—Continued

Comb.; Cont. Discounts: 60b, 61b, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
No tobacco advertising accepted.
Net time costs after deduction of all applicable discounts.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES
Rates effective May 3, 1965.
2M is 1/2 All rate.

6. SPOT ANNOUNCEMENTS
1 min. 4.00 30 sec. 2.50

8. PROGRAM TIME RATES
1 hr. 50. 10 min. 15.
1/2 hr. 30. 5 min. 10.
1/4 hr. 20.

FREQUENCY DISCOUNTS
(Includes commissions)
26 ft. 10% 156 ft. 25%
52 ft. 15% 208 ft. 30%
104 ft. 20% 416 ft. 30%
10 seconds—1.50 any frequency.
2M is 1/2 All rate.

Each order carries its own discount unless covered by blanket contract guaranteeing minimum order for the year.
Each order carries its own discount unless covered by blanket contract guaranteeing minimum order for the year.

10. SPECIAL FEATURES
All religious accounts are allowed 50% discount.

SPRINGDALE (2 AM; 1 FM)

Washington County—Map Location C-2
See SIDS consumer market map and data at beginning of the State.

K BRS

1949

Media Code 4 204 8470 1.00

Northwest Arkansas Broadcasting and Telecasting Co., Inc., Box 891, Hwy. 71, 1/2 m. N. of Springdale, Ark. 72704. Phone 501-751-4675, TWX 501-751-7421.

1. PERSONNEL
General Manager—Phil Phillips.
Commercial Manager—C. C. Hornor, Jr.
Program Director—Howard Cook.

2. REPRESENTATIVES
Messer Radio, Inc.
Southwest—Lyde Melville Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 24a, 24b, 26, 28a, 29a.
Contracts: 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a, 73a.
Member: Magic Circle Network, National AdRadio Groups, Inc.

TIME RATES
Rates effective January 1, 1963.
Rates received March 29, 1963.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 ft. 4.50 3.00 156 ft. 3.50 2.30
26 ft. 4.25 2.80 280 ft. 3.25 2.20
52 ft. 4.00 2.60 312 ft. 3.00 2.00
104 ft. 3.75 2.40

10 seconds 2.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 ft. 48.00 24.00 15.00 8.00
26 ft. 42.50 22.50 12.25 7.50
52 ft. 40.00 22.00 11.50 7.00
104 ft. 37.50 19.25 10.75 6.50
280 ft. 33.50 17.50 10.00 6.00
312 ft. 30.00 15.00 8.00 5.00

10. SPECIAL FEATURES
AP and local news service. Extra, 20% of 1-time rate.

KSPR

1966

Media Code 4 204 8580 7.00

Johnson Communications, Inc., Box 168, Springdale, Ark. 72704. Phone 501-750-6121.

STATION'S PROGRAMMING DESCRIPTION
KSPR: Programmed for adults and young adults. MUSIC 70%: consisting of popular and country and western. NEWS: 15 min at 7:25 am, 12:15 pm & 5:10 pm. Weather: at 10 & 40. SPORTS: 5 min at 8 am & 2 min at 4:45. Local public service 12:30-12:55 pm M-F featuring local civic leaders and happenings. RELIGION: Sun only sign-on-noon, rest of day as weekdays. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 7/24/67.

1. PERSONNEL
Manager—Dewey Johnson.
Sales—Gordon Foster.

2. REPRESENTATIVES
George T. Hopewell, Inc.
R. S. Crane Company, Inc.

3. FACILITIES
500 w., 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KSPR-FM.

4. AGENCY COMMISSION
15/0 time only; payable 10th month following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 15b.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 28c.
Contracts: 40a, 41, 44a, 45, 40, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rec'd 3/8/67.

PACKAGE PLANS - MONTHLY PACKAGES		WEEKLY PACKAGES		YEARLY BULK RATES	
1 min.	3.00	2.50	2.35	1.05	1.00
30 sec.	2.40	2.10	1.80	1.00	1.00
1 min.	20 ft.	75 ft.	20 ft.	2.85	1.05
30 sec.	1.80	1.60	1.80	1.80	1.60
1 min.	2.10	1.80	2.10	1.80	1.60
30 sec.	1.70	1.50	1.70	1.50	1.50

10 sec: 70% of monthly 1-min rate.

KSPR-FM

1968

Media Code 4 204 8581 5.00
Johnson Communications, Inc., Box 168, Springdale, Ark. 72704. Phone 501-756-6121.

1. PERSONNEL
Manager—Dewey Johnson.
Sales—Gordon Foster.

2. REPRESENTATIVES
George T. Hopewell, Inc.
R. S. Crane Company, Inc.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see KSPR.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See KSPR listing for coded regulations.

TIME RATES

Rates are identical to KSPR. See that listing.

STUTTGART

Arkansas County—Map Location G-5
See SIDS consumer market map and data at beginning of the State.

KWAK

1948

Subscriber to the NAB Radio Code
Media Code 4 204 8690 4.00
Stuttgart Broadcasting Corp., Box 907, Stuttgart, Ark. 72160. Phone 922-5212.

1. PERSONNEL
Executive Vice-President—Melvin P. Spann.
Station Manager—C. H. Sandline.
Vice-President—June S. Spann.

2. REPRESENTATIVES
George T. Hopewell, Inc.
South-C. K. Beaver & Associates.

3. FACILITIES
250 w., 1240 kc. Non-directional.
Operating schedule: 5:30 a.m. to 10:00 p.m. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 32a.

Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 61a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.

Member: Magic Circle Network, Southeastern Key Market Network, Arkansas Radio Network.

TIME RATES
Rates effective March 1, 1958. (Card No. 2)
Card received March 24, 1958.

6. SPOT ANNOUNCEMENTS
Rev. (5 min. Rates) received April 25, 1960.

SPOTS
1 x 5.00 156 x 3.75
13 x 4.85 260 x 3.10
26 x 4.75 312 x 2.80
52 x 4.60 384 x 2.50
104 x 4.40

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 46.00 32.50 20.75 13.75 10.50

DISCOUNTS
13x-5% 52x-15% 156x-45%
26x-10% 104x-40% 260x-49%

TEXARKANA (1 AM; 2 FM)

Ark.—Miller County—Map Location C-7
Tex.—Dewey County—Map Location C-7
See SIDS consumer market map and data at beginning of the State.

KADO (FM)

1968

Media Code 4 204 8745 6.00
KADO Radio, Box 53, Texarkana, Ark. 75501. Phone 501-773-5791.

STATION'S PROGRAMMING DESCRIPTION
KADO (FM): Country and western music with air personalities. NEWS: at 2:25 and weather at 3:55 hourly. Religious programs Sun am only. Contact Representative for further details. Rec'd 5/26/69.

1. PERSONNEL
General Manager—Floyd Bell.
Commercial Manager—O. T. Mabray.
Program Director—Doug Davis.

2. REPRESENTATIVES
M. A. Sales Co., Inc.
Southwest—Lyde Melville Company.

3. FACILITIES
1,000 w.; 740 kc. Directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

2. REPRESENTATIVES
Burn-Smith Company, Inc.

3. FACILITIES
ERP 3,000 w.; 107.1 mc.
Operating schedule: 0 am-11 pm. CST.
Antenna ht.: 160 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a.

Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 62a, 62u.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM Facilities: KATQ.
Member: Arkansas Radio Network.

TIME RATES
ET 8/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 260x
1 min. 4.00 3.50 3.00 2.75 2.50
30 sec. 3.00 2.50 2.25 2.00 1.75

7. PACKAGE PLANS
PER WK: ROS 10 ft 20 ft 30 ft
1 min. 30 54 72
30 sec. 25 40 54

8. PROGRAM TIME RATES
1/2 hr. 20 18 15
1/4 hr. 15 14 12
5 min. 8 7 6 (D)

KATQ
1961
CITY OF LICENSE
TEXARKANA, TEXAS

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7825 0.00
KATQ Radio Inc., 903 W. Broad St., Texarkana, Tex. 75501. Phone 793-4671.

STATION'S PROGRAMMING DESCRIPTION
KATQ: Programmed for adults and young adults. NEWS: 5 min news on hour. Local news at 7:25 am & 5:25 pm, also in hourly newscasts. Weather at 3:30. Agricultural weather wire. Sports headlines at 1:15. News headlines at 4:55. MUSIC: general popular music, standards 40%, middle-of-the-road, new singles 20%, showtunes 20%, jazz oriented 20%. 1 man news department. Business man's news 5-5:35 pm including national news, bowling report, sports final, market news, local news, feature report, and agricultural weather 5 min each. RELIGIOUS: programs Sun am only. Contact representative for further details. Rec'd 8/27/67.

1. PERSONNEL
General Manager—Floyd Bell.
Commercial Manager—Jim LeFan.
Program Director—James N. Mason.

2. REPRESENTATIVES
Burn-Smith Company, Inc.

3. FACILITIES
1,000 w. days; 940 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a.

Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KADO (FM).
Member: Arkansas Radio Network.

TIME RATES
ET 0/1/68—Rec'd 8/3/68.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 260x
1 min. 6.00 5.50 5.00 4.50 4.00
30 sec. 5.00 4.50 4.00 3.50 3.00
1 sec. 4.00 3.50 3.00 2.50 2.00

7. PACKAGE PLANS
PER WK: ROS 10 ft 20 ft 30 ft
1 min. 50 90 120
30 sec. 40 72 96
10 sec ID 30 54 72

8. PROGRAM TIME RATES
1/2 hr. 36 34 32
1/4 hr. 24 22 20
5 min. 12 11 10 (D)

KCMC
1932
CITY OF LICENSE
TEXARKANA, TEXAS

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7850 8.00
KCMC, Inc., Box 521, 3227 Summerhill Rd., Texarkana, Texas 75501.

STATION'S PROGRAMMING DESCRIPTION
KCMC: MUSIC: country and western. Contact Representative for further details. Rec'd 7/31/68.

1. PERSONNEL
General Manager—B. L. Wood.

2. REPRESENTATIVES
M. A. Sales Co., Inc.
Southwest—Lyde Melville Company.

3. FACILITIES
1,000 w.; 740 kc. Directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 60l, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with KHS.

TIME RATES
Rates effective November 1, 1961.
Rates received August 4, 1961.

Class A—0:00 am-0:00 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A
1 ft. 1 min 30 sec 1 min 30 sec
10 ft. 10.00 8.00 156 ft. 8.50 6.75
20 ft. 9.75 7.75 280 ft. 8.00 6.50
52 ft. 9.50 7.50 312 ft. 7.50 5.00
104 ft. 9.00 7.25

CLASS B
1 ft. 8.00 6.00 156 ft. 6.75 5.00
26 ft. 7.75 7.75 280 ft. 6.50 4.75
52 ft. 7.50 5.50 312 ft. 5.75 4.25
104 ft. 7.25 5.25

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 5 min
1 ft. 75.00 45.00 30.00 18.00
26 ft. 73.00 44.00 29.00 17.50
52 ft. 71.00 42.50 28.50 17.00
104 ft. 67.50 40.00 27.00 16.00
156 ft. 63.50 38.00 25.50 15.25
280 ft. 60.00 38.00 24.00 14.50
312 ft. 56.00 33.00 22.00 13.50

CLASS B
1 ft. 50.00 30.00 20.00 12.00
26 ft. 48.00 30.00 19.50 11.75
52 ft. 47.50 28.50 19.00 11.50
104 ft. 45.00 20.00 18.00 10.75
156 ft. 42.25 24.25 17.00 10.25
280 ft. 30.50 23.00 18.00 9.50
312 ft. 37.00 22.00 15.00 8.50 (D)

KOSY
1951
TEXARKANA, ARK.

Subscriber to the NAB Radio Code
Media Code 4 204 9020 3.00
Gateway Broadcasting Co., Box 1318, 111 E. 6th St., Texarkana, Tex. 75501. Phone 501-772-3771.

STATION'S PROGRAMMING DESCRIPTION
KOSY: Programmed for mass appeal.
AIR PERSONALITIES: all segments. NEWS: network hourly, local, Arkansas and Texas wire service half hour. Business: stock markets, special edition M-F. Interviews. MUSIC: general popular music, standards. FARM: 5-7 am county agent report M-Sat, news and market reports M-F. Weather, interviews, 7 am-noon music, audience participation, quips & comedy. Noon-12:30 pm news, national, local, regional, weather. 12:30-2 pm music, comedy, variety. 2-3 pm audience participation call in show for selling or trading items. 3 pm-12M entertainment, music, news, sports. College, high school football, pro baseball, 2 local roundups daily, 2 hunting and fishing reports M-F. Contact Representative for further details. Rec'd 7/31/67.

1. PERSONNEL
President—W. Decker Smith.
General Manager—J. K. Smith.
Program Director—Marvin Propes.

2. REPRESENTATIVES
Sevall/Gates, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 790 kc.
Directional—night only.
Operating schedule: 5:00 am-midnight. CST.
Partial simulcast operation. For non-simulcast facilities see KOSY-FM.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 41, 44, 46, 47a.
Comb.; Cont. Discounts: 61c.
Cancellation: 70a, 71a, 73a.

TIME RATES
Rates effective June 1, 1964.
Rates received May 18, 1965.

Class A—8:00 am-6:00 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A
1 ft. 1 min 30 sec 1 min 30 sec
10 ft. 10.00 8.00 156 ft. 8.50 6.75
26 ft. 9.75 7.75 280 ft. 8.00 6.50
52 ft. 9.50 7.50 312 ft. 7.50 5.00
104 ft. 9.00 7.25

CLASS B
1 ft. 8.00

KOSY-FM

1965

TEXARKANA, ARK.

Media Code 4 204 9021 1.00

Gateway Broadcasting Co., Box 1318, 111 E. 6th St., Texarkana, Tex. 75501. Phone 501-772-3771

STATION'S PROGRAMMING DESCRIPTION

KOSY-FM: Programmed to adults. MUSIC: standards, NEWS: at :55, 5 min every hour, Arkansas and Texas wire service, network reports, programs, interviews, 9 am-12M entertainment. SPORTS: college football. Contact Representative for further details. Rec'd 7/31/67.

1. PERSONNEL

President—W. Decker Smith.
Gen'l. Sta. & Sales Mgr.—James K. Smith.
Program Director—Marvin Propes.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

ERP 35,000 w.; 102.5 mc. Stereo.
Operating schedule: 5 am-midnight Mon thru Sat; 6:30 am-11 pm Sun. CST.
Antenna ht.: 265 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight Mon thru Sat; 8:30 am-11 pm Sun. For simulcast facilities see KOSY, KOSY-FM.

4. AGENCY COMMISSION

15% time only; due when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4a, 5, 8
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20b, 21a, 22a, 24c, 25a, 33b.
Contracts: 40a, 41, 42a, 43a, 44a, 45a, 46a, 47a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 71a.

TIME RATES

ET 1/1/69—Rec'd 10/31/66.

6. SPOT ANNOUNCEMENTS

1 min.	5.00	5.00	5.10	4.90	4.75	4.50	4.25
30 sec.	5.00	4.50	4.10	3.90	3.75	3.60	3.50

8. PROGRAM TIME RATES

1 hr.	37.50	35.50	35.50	33.50	31.50	30.00	28.00
1/2 hr.	22.50	22.00	21.50	20.00	19.50	18.00	16.00
1/4 hr.	15.00	14.50	14.00	13.50	13.00	12.00	11.00

30 sec: 80% of program used 1-2 minute commercials.
1-minute or 30-second spots run only in programs, either 1/4, 1/2 or 1 hour in length (D)

KTAL (FM)

Licensed as a Texarkana, Tex.—Shreveport, La. station.
See listing under Shreveport, La.

KTFS

1946

CITY OF LICENSE
TEXARKANA, TEXAS



Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7900 1.00

KTFS Radio, Inc., Box 1260, 4305 N. Stateline Ave., Texarkana, Tex. 75501. Phone 703-1109.

1. PERSONNEL

Pres. & Gen'l Mgr.—Hugh D. Frizzell.
Station Manager—Tom Alford.
Program Director—Jim Cooper.

2. REPRESENTATIVES

The Davey Organization, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.

3. FACILITIES

1,000 w. days, 250 w. nights, 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%: no cash discount. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 24b, 29a, 30.
Contracts: 41, 44a, 45, 47e, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network, Inc., Southeastern Key Market Network.

TIME RATES

ET 1/1/69—Rec'd 1/0/69.

6. SPOT ANNOUNCEMENTS

1 min.	8.00	104 ti	7.29
15 ti	7.90	156 ti	6.80
26 ti	7.80	260 ti	6.40
52 ti	7.60	312 ti	6.00

8. PROGRAM TIME RATES

1 ti	65.00	89.00	26.00	14.00
13 ti	61.75	37.00	24.00	13.00
26 ti	58.50	35.00	23.00	12.00
52 ti	55.25	33.00	22.00	11.00
104 ti	52.00	31.00	20.00	10.50
156 ti	48.75	29.00	19.00	10.00
260 ti	45.50	27.00	18.00	9.50
312 ti	42.00	25.00	17.00	9.00

(D)

TRUMANN

Polkett County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

KTMM

1963



Media Code 4 204 9350 4.00

Trumann Broadcasting, Inc., Box 141, Trumann, Ark., 72472. Phone 488-6314.

1. PERSONNEL

Manager—Carlton Garner.

2. REPRESENTATIVES

Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.

3. FACILITIES

250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% net time

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 13b, 14b.
Basic Rates: 21d, 22a, 23a, 24b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: Arkansas Radio Network.

TIME RATES

No. 3 ET 1/1/69—Rec'd 12/26/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	52x	104x	156x	260x	312x
30 sec.	3.25	5.00	2.75	2.50	2.25	1.90
	2.90	2.55	2.30	2.00	1.85	1.60

8. PROGRAM TIME RATES

1 hr.	35.00	32.00	30.00	25.00	20.00	18.00
1/2 hr.	20.00	18.00	16.00	15.00	12.00	10.00
1/4 hr.	15.00	13.50	12.00	10.50	9.00	7.00
5 min.	11.00	9.00	7.50	6.00	4.00	

VAN BUREN

Crawford County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Fort Smith

(including Van Buren)

WALNUT RIDGE

Lawrence County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

KRLW

1951



Subscriber to the NAB Radio Code
Media Code 4 204 9460 1.00

Lawrence County Broadcasting Co., Box 30, Walnut Ridge, Ark. 72476. Phones 501-886-3131, 6166.

1. PERSONNEL

General Manager—William H. Cate.
Sta. & Com'l Mgr.—William M. Cate.

2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 42a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62t.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 ET 5/69—Rec'd 5/1/69.

Premium—5:30-7:30 am, 8:30-9:30 am, 11:45 am-1 pm & 5-6 pm.
Regular—All other times.

6. SPOT ANNOUNCEMENTS

1 x	2.00	1.50
1 x	3.00	2.00

8. PROGRAM TIME RATES

1 x	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	5	7	12	25	
1 x	5	8	8	15	30

WARREN

Bradley County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KWRF

1953



Subscriber to the NAB Radio Code
Media Code 4 204 9570 7.00

Pines Broadcasting Co., Warren, Ark. 71671. Phones 501-228-2653, 2654.

1. PERSONNEL

General Manager—Veldon Sledge.
Commercial Manager—Jimmy Kelley.
Program Director—Brenda Halligan.

2. REPRESENTATIVES

George T. Howarth, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES

250 w. days, 860 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4b, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 24c, 25a, 26, 28c, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS.
Member: Southeastern Key Market Network.

ARKANSAS

TIME RATES

Rates effective April 30, 1959. (Card No. 3.)

Card received April 27, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	5	1	(*)
1 time	32.50	17.25	9.75	6.50	3.00	2.50
52 times	23.60	14.65	8.15	5.55	2.80	2.00
104 times	26.00	13.00	7.15	4.90	2.60	1.75
260 times	23.40	11.70	6.50	3.55	2.40	1.80
364 times	20.80	10.40	5.85	4.35	2.20	1.35

(*) Less than 1 minute.

WEST MEMPHIS

Crittenden County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

See Memphis, Tenn.

(including West Memphis, Ark.)

WYNNE (1 AM; 1 FM)

Cross County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KWYN

1956



Media Code 4 204 9790 1.00

East Arkansas Broadcasters, Inc., Box 789, Hwy. No. 1, N., Wynne, Ark. 72396. Phone 501-238-8141.

1. PERSONNEL

Manager—Harry Fondren, Jr.
Program Director—(Miss) Onalee Brawner.
News Dir. & Chief Eng.—Art Rogers.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 25a, 28b, 28c.
Contracts: 40b, 42a, 42c, 49, 51c.
Comb.: Cont. Discounts: 60c, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Member: Arkansas Radio Network.

TIME RATES

ET 12/1/69—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	25 ti	40 ti	60 ti	80 ti	100 ti	200 ti
1 min	3.00	2.75	2.25	2.00	1.00	1.85	1.75	1.50

8. PROGRAM TIME RATES

PER MO:	1 ti	5 ti	10 ti	20 ti	30+
1 hr.	55.00	45.00	37.00	33.00	29.00
1/2 hr.	30.00	25.00	21.00	19.00	17.00
10 min.	15.00	14.00	13.00	12.00	11.00
5 min.	10.00	9.00	8.00	7.00	6.00
	7.50	6.50	6.00	5.50	5.25

KWYN-FM

1969



Media Code 4 204 9791 9.00

East Arkansas Broadcasters, Inc., Box 225, Hwy. 1 N., Wynne, Ark. 72396. Phone 501-238-8141.

1. PERSONNEL

Manager—Harry Fondren, Jr.
Program Director—Miss Onalee Brawner.
News Dir. & Chief Eng.—Art Rogers.

3. FACILITIES

ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 5:30 am-11 pm.
Antenna ht.: 336 ft. above average terrain.

CALIFORNIA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Livermore—Alameda County

NEWSPAPER

Brea—Orange County

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

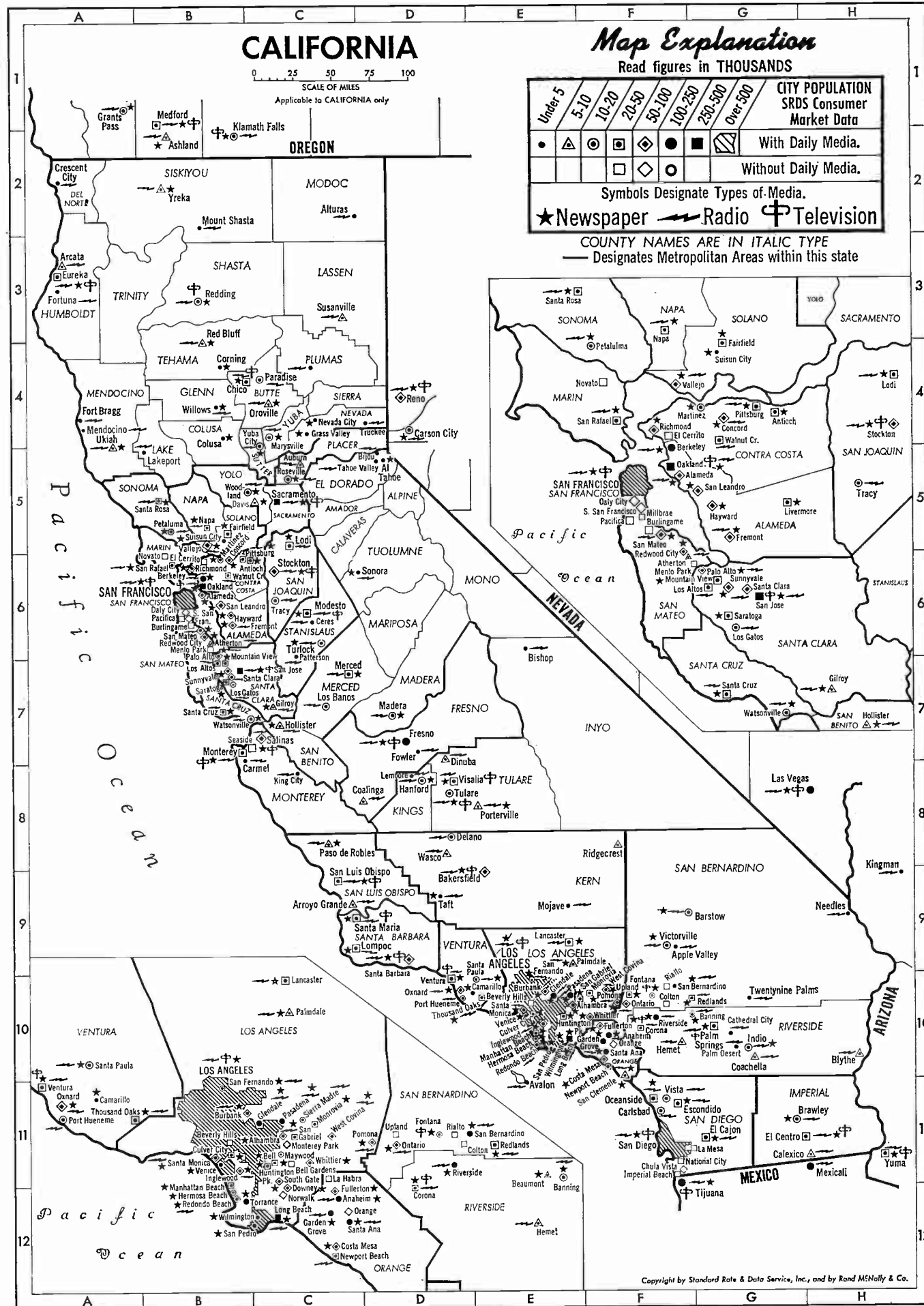
(January 1, 1969)

STATE TOTAL	1,295,800	Salinas-Monterey	9,800
METRO AREAS			
Anaheim-Santa Ana-Garden	5,100	San Bernardino-Riverside	43,100
Grove	23,900	San Diego	57,600
Bakersfield	25,100	San Francisco-Oakland	284,100
Fresno	613,200	San Jose	6,400
Los Angeles-Long Beach	1,400	Santa Barbara	3,900
Modesto	7,000	Santa Rosa	1,200
Oxnard-Ventura	31,200	Stockton	16,900
Sacramento		Vallejo-Napa	22,500
		Total Metros	1,152,400

Spanish Population Data

(July 1, 1969)

METRO AREAS		Kern	64,700
Anaheim-Santa Ana-Garden	115,600	Kings	16,700
Grove	64,700	Los Angeles	905,500
Bakersfield	101,300	Madera	7,900
Fresno	31,800	Marin	12,300
Los Angeles-Long Beach	4,700	Merced	24,500
Modesto	17,500	Monterey	31,800
Oxnard-Ventura	64,100	Napa	4,700
Sacramento	76,400	Orange	115,600
Salinas-Monterey	31,800	Placer	7,800
San Bernardino-Riverside-Ontario	151,500	Riverside	58,000
San Diego	119,000	Sacramento	56,100
San Francisco	74,900	San Benito	6,800
San Francisco-Oakland	53,200	San Bernardino	93,500
Oakland	291,500	San Diego	119,000
San Jose	145,800	San Francisco	74,900
Santa Barbara	39,300	San Joaquin	53,200
Santa Rosa	10,700	San Luis Obispo	10,500
Stockton	53,200	San Mateo	39,100
Vallejo-Napa	20,100	Santa Barbara	39,300
Total Metros	2,208,000	Santa Clara	145,800
COUNTIES			
Alameda	118,300	Santa Cruz	9,300
Contra Costa	46,900	Solano	15,400
Fresno	101,300	Sonoma	10,700
Imperial	36,000	Stanislaus	17,500
Inyo	500	Tulare	41,900
		Ventura	64,100
		Yolo	12,500
		Total Counties	2,362,100



State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Alameda—Alameda	Chula Vista—San Diego	Fremont—Alameda	Lawndale—Los Angeles	Monterey Park—Los Angeles	Petaluma—Sonoma	San Francisco—San Francisco	Saratoga—Santa Clara
Alhambra—Los Angeles	Claremont—Los Angeles	Fresno—Fresno	Livermore—Alameda	Mountain View—Santa Clara	Pico Rivera—Los Angeles	Seaside—Monterey	Seaside—Monterey
Anaheim—Orange	Colton—San Bernardino	Fullerton—Orange	Lodi—San Joaquin	Napa—Napa	Pittsburg—Contra Costa	South Gate—Los Angeles	South Gate—Los Angeles
Antioch—Contra Costa	Compton—Los Angeles	Gardena—Los Angeles	Lompoc—Santa Barbara	National City—San Diego	Pomona—Los Angeles	South Pasadena—Los Angeles	South Pasadena—Los Angeles
Arcadia—Los Angeles	Concord—Contra Costa	Garden Grove—Orange	Long Beach—Los Angeles	Newark—Alameda	Redlands—San Bernardino	South San Francisco—San Mateo	South San Francisco—San Mateo
Azusa—Los Angeles	Corona—Riverside	Glendale—Los Angeles	Los Altos—Santa Clara	Newport Beach—Orange	Redondo Beach—Los Angeles	Stockton—San Joaquin	Stockton—San Joaquin
Bakersfield—Kern	Coronado—San Diego	Glendora—Los Angeles	Los Angeles—Los Angeles	Norwalk—Los Angeles	Redwood City—San Mateo	Sunnyvale—Santa Clara	Sunnyvale—Santa Clara
Baldwin Park—Los Angeles	Costa Mesa—Orange	Hawthorne—Los Angeles	Lynwood—Los Angeles	Novato—Marin	Rialto—San Bernardino	Torrance—Los Angeles	Torrance—Los Angeles
Bell—Los Angeles	Covina—Los Angeles	Hayward—Alameda	Manhattan Beach—Los Angeles	Oakland—Alameda	Richmond—Contra Costa	Upland—San Bernardino	Upland—San Bernardino
Bellflower—Los Angeles	Culver City—Los Angeles	Huntington Beach—Orange	Menlo Park—San Mateo	Oceanside—San Diego	Riverside—Riverside	Vallejo—Solano	Vallejo—Solano
Bell Gardens—Los Angeles	Daly City—San Mateo	Huntington Park—Los Angeles	Merced—Merced	Ontario—San Bernardino	Rosemead—Los Angeles	Ventura—Ventura	Ventura—Ventura
Belmont—San Mateo	Downey—Los Angeles	Imperial Beach—San Diego	Millbrae—San Mateo	Orange—Orange	Sacramento—Sacramento	Visalia—Tulare	Visalia—Tulare
Berkeley—Alameda	El Cajon—San Diego	Inglewood—Los Angeles	Modesto—Stanislaus	Oxnard—Ventura	Salinas—Monterey	Walnut Creek—Contra Costa	Walnut Creek—Contra Costa
Beverly Hills—Los Angeles	El Centro—Imperial	La Habra—Orange	Monrovia—Los Angeles	Pacificia—San Mateo	San Bernardino—San Bernardino	West Covina—Los Angeles	West Covina—Los Angeles
Buena Park—Orange	El Cerrito—Contra Costa	Lakewood—Los Angeles	Montclair—San Bernardino	Palm Springs—Riverside	San Bruno—San Mateo	Westminster—Orange	Westminster—Orange
Burbank—Los Angeles	El Monte—Los Angeles	La Mesa—San Diego	Montebello—Los Angeles	Palo Alto—Santa Clara	San Carlos—San Mateo	Whittier—Los Angeles	Whittier—Los Angeles
Burlingame—San Mateo	Escondido—San Diego	La Mirada—Los Angeles	Monterey—Monterey	Pasadena—Los Angeles	San Diego—San Diego		
Campbell—Santa Clara	Eureka—Humboldt	La Puente—Los Angeles					
Chico—Butte	Fairfield—Solano						

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population (1/1/69) (000)	Households (1/1/69) (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968					Passenger Cars (1/1/69) (000)	Farm Population (1/1/69) (000)	Gross Farm Income (1968) (\$100)				
			(\$000)	Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	By Selected Store Types									
					3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over			General Mds.	Apparel	Home Furn.				Auto-motive	Service Station		
CALIFORNIA STATE TOTALS	19,527.9	6,331.57	65,275,899	10,310	11.6	22.9	17.0	22.7	20.9	37,674,000	5,950	8,493,546	1,395,934	5,493,078	2,120,606	1,902,548	7,462,880	2,778,589	10,137.85	285.9	4,541,940
ALAMEDA B-6†	1,061.0	363.07	3,677,079	10,128	11.6	22.5	19.3	23.1	18.5	2,041,340	5,622	465,652	68,368	313,756	123,892	96,756	434,125	124,957	533.43	2.9	41,324
Alameda	82.7	24.38	232,150	9,522	88,334	3,623	23,846	4,446	5,756	4,590	2,853	18,402	6,219
Berkeley	121.0	44.31	526,194	11,875	232,929	5,257	60,228	9,790	28,485	16,611	12,791	52,330	19,772
Fremont	95.9	24.95	126,547	5,072	132,586	5,314	37,296	6,786	8,259	4,724	5,339	32,707	11,870
Hayward	97.4	26.78	246,851	9,218	258,150	9,640	50,614	11,397	60,488	18,238	11,346	65,162	14,770
Livermore	33.0	9.87	50,584	5,125	61,936	6,275	16,066	1,984	4,632	2,340	2,149	13,983	5,711
Newark	25.0	6.04
Oakland	387.2	144.87	1,508,095	10,410	917,645	6,334	178,407	25,376	166,805	72,900	55,669	201,979	56,059
San Francisco-Oakland Metro Area	3,081.2	1,056.48	12,208,820	11,556	9.2	21.6	17.2	24.1	24.3	6,227,308	5,894	1,475,908	219,610	924,759	440,760	311,971	1,153,802	384,496	1,571.48
San Leandro	76.0	23.75	266,919	11,239	189,143	7,964	40,713	3,956	54,239	11,864	8,816	45,625	13,758
ALPINE D-5	4.8	1.1	1,232	11,200	11.6	18.2	13.4	29.3	9.8	289	2,627	408	2.0	169
AMADOR C-5	10.4	3.46	30,252	8,743	17.5	21.5	18.9	22.4	14.1	16,981	4,908	4,780	358	856	472	120	4,084	1,796	6.01	2,347
BUTTE C-4	101.2	34.59	269,253	7,784	19.2	26.2	16.8	17.4	11.1	182,902	5,288	46,952	9,270	21,811	6,849	9,665	37,651	13,338	54.71	5.3	58,982
Chico	20.5	6.99	49,741	7,116	75,197	10,378	20,372	3,265	10,758	4,588	5,490	15,692	5,490
CALAVAS C-5	10.2	3.50	33,558	9,588	14.2	21.0	19.1	23.9	14.6	17,401	4,972	4,688	616	1,943	19	172	4,342	2,034	6.70	3,472
COLUSA B-4	11.9	3.94	46,121	11,706	14.3	16.2	15.8	26.4	23.7	29,197	7,410	6,177	1,052	989	975	836	5,736	3,436	7.06	1.4	45,457
CONTRA COSTA B-6†	535.7	158.91	1,612,146	10,145	10.5	28.0	19.5	21.6	16.0	936,533	5,893	246,433	39,659	158,658	43,670	38,066	181,414	67,290	284.29	3.8	16,657
Antioch	24.9	7.63	57,380	7,520	55,855	7,320	14,689	2,270	8,194	3,384	1,714	13,886	3,353
Concord	84.0	23.02	114,477	4,973	141,208	6,134	25,276	4,836	30,253	5,734	9,506	31,562	10,694
El Cerrito	29.3	9.65	136,014	14,095	70,772	7,334	16,105	4,184	14,690	10,393	10,393	3,675
Pittsburg	21.0	6.48	67,098	10,355	38,445	5,933	10,832	1,580	4,755	3,021	3,265	7,875	3,291
Richmond	84.3	26.64	252,374	9,473	185,517	6,964	43,553	4,414	40,172	8,184	10,238	48,195	14,194
San Pablo	22.6	6.85	62,675	9,150	40,126	5,858	15,096	6,502	3,412	1,491	800	1,489	4,263
Walnut Creek	34.0	10.82	92,835	8,580	155,947	14,413	21,255	2,435	43,581	9,919	7,706	42,961	10,757
DEL NORTE A-2	20.4	6.15	54,224	8,817	14.5	21.6	21.5	23.4	15.3	33,846	5,503	10,805	1,059	837	1,213	982	5,779	2,495	7.75	3,948
EL DORADO C-5	45.5	15.57	107,076	6,877	20.0	45.4	6.4	11.4	6.1	78,658	5,052	22,163	3,889	3,266	3,158	1,973	10,166	9,782	22.13	7,393
FRESNO D-7	418.7	125.59	1,151,001	9,165	16.0	20.4	18.4	20.8	16.2	834,038	6,641	185,996	29,819	99,269	43,413	39,990	171,190	63,825	210.56	28.6	444,218
Fresno	163.3	53.21	443,179	8,329	518,117	9,737	91,384	17,105	85,637	38,734	33,444	125,434	33,647
Fresno Metro Area	418.7	125.59	1,151,001	9,165	16.0	20.4	18.4	20.8	16.2	834,038	6,641	185,996	29,819	99,269	43,413	39,990	171,190	63,825	210.56
GLENN B-4	17.7	5.60	51,058	9,118	18.2	17.5	21.1	21.6	12.5	38,041	6,793	8,571	983	2,121	874	460	7,088	2,930	9.89	3.5	45,804
HUMBOLDT A-3	109.3	33.73	354,958	10,820	11.7	11.1	23.3	29.0	22.5	211,967	6,284	59,975	6,919	19,700	9,283	6,306	38,307	16,318	50.93	2.9	17,966
Eureka	29.3	10.16	106,939	10,525	106,324	10,465	22,436	2,604	14,126	8,331	4,546	24,165	6,619
IMPERIAL H-11†	80.0	21.09	202,336	9,594	17.7	23.9	16.6	19.0	15.8	187,391	8,885	41,502	3,866	20,640	14,355	4,265	29,650	13,640	36.54	5.7	274,317
El Centro	22.0	6.36	57,242	9,000	74,049	11,643	14,718	1,830	8,648	6,638	16,656	4,806
INYO F-7	14.4	5.11	37,416	7,322	11.4	18.0	19.3	28.7	17.4	43,232	8,460	10,222	979	2,866	565	8,255	7,656	7.93	3,825
KERN E-9†	336.0	101.25	953,378	9,416	14.4	21.1	18.4	22.6	17.1	621,224	6,136	130,286	19,465	71,314	27,924	25,114	126,101	53,305	165.27	10.8	354,330
Bakersfield	70.3	23.02	224,616	9,757	300,295	13,045	38,881	7,791	52,468	19,015	17,753	79,646	18,024
Bakersfield Metro Area	336.0	101.25	953,378	9,416	14.4	21.1	18.4	22.6	17.1	621,224	6,136	130,286	19,465	71,314	27,924	25,114	126,101	53,305	165.27
KINGS D-8†	66.3	19.39	130,618	6,736	22.3	44.1	7.2	5.9	4.5	111,566	5,754	20,866	3,717	7,524	4,612	4,603	7,106	28.72	6.7	123,933
LAKE B-4	15.9	6.17	44,296	7,179	20.6	21.0	16.3	16.1	10.6	34,279	5,556	12,538	866	621	829	908	3,270	3,114	11.44	1.5	9,399
LASSEN C-3†	9.1	2.97	50,228	16,912	8.3	10.8	11.8	31.0	38.0	32,971	11,101	11,842	1,064	1,518	1,031	679	5,910	2,681	7.94	7,627
LOS ANGELES E-10†	7,023.4	2,																			

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$000)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types				Service Station (\$000)					
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over				General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)						
Manhattan Beach.....	36.1	11.99	178,162	14,559	---	---	---	---	50,272	4,193	14,641	3,535	448	2,522	2,023	11,203	5,007	---	---	---	
Monrovia.....	31.9	11.55	112,025	9,699	---	---	---	---	79,313	6,867	12,843	3,558	5,092	3,040	2,922	38,687	5,098	---	---	---	
Montebello.....	44.4	14.60	133,638	7,153	---	---	---	---	76,267	5,224	23,188	2,653	2,521	4,287	5,220	13,760	9,581	---	---	---	
Monterey Park.....	51.8	17.19	164,442	9,566	---	---	---	---	58,730	3,417	19,473	4,393	3,798	7,682	3,191	2,558	9,242	---	---	---	
Norwalk.....	94.7	22.91	286,063	12,486	---	---	---	---	145,993	6,372	34,647	4,545	22,351	7,073	5,408	30,909	12,018	---	---	---	
Paramount.....	36.4	11.12	83,472	7,506	---	---	---	---	43,970	3,954	8,797	592	1,364	612	2,678	15,397	4,159	---	---	---	
Pasadena.....	123.9	47.94	655,791	13,679	---	---	---	---	425,654	8,879	62,828	12,739	129,005	38,078	30,530	96,077	24,448	---	---	---	
Pico Rivera.....	52.9	14.42	211,737	14,684	---	---	---	---	40,855	2,833	15,570	1,557	545	1,600	1,777	914	6,986	---	---	---	
Pomona.....	88.4	28.34	225,660	7,953	---	---	---	---	247,466	8,732	42,291	8,643	67,101	12,424	11,010	59,385	15,382	---	---	---	
Redondo Beach.....	58.3	18.51	179,960	9,722	---	---	---	---	149,417	8,072	30,344	4,677	45,097	9,180	8,604	28,517	10,496	---	---	---	
Rosemead.....	25.0	8.31	55,134	6,635	---	---	---	---	25,254	3,039	4,166	220	420	1,478	2,245	1,266	2,855	---	---	---	
San Gabriel.....	31.7	11.08	104,652	9,445	---	---	---	---	92,220	8,323	27,856	2,289	1,445	1,720	2,646	24,617	8,239	---	---	---	
Santa Monica.....	89.3	38.70	447,981	11,576	---	---	---	---	264,713	6,840	44,752	11,513	45,469	20,590	16,273	63,943	15,119	---	---	---	
South Gate.....	22.0	22.44	247,960	11,050	---	---	---	---	115,076	5,128	22,275	3,852	1,746	4,786	5,436	51,698	10,286	---	---	---	
South Pasadena.....	22.0	9.00	124,678	13,853	---	---	---	---	32,555	3,728	11,672	2,873	354	1,147	1,234	2,914	---	---	---	---	
Torrance.....	139.8	39.27	386,048	9,831	---	---	---	---	336,274	8,563	84,078	9,422	140,221	12,963	9,618	33,501	21,956	---	---	---	
West Covina.....	68.4	18.33	223,270	12,181	---	---	---	---	160,755	8,770	26,392	4,624	68,534	13,792	8,038	15,951	12,498	---	---	---	
Whittier.....	83.7	31.12	223,384	7,178	---	---	---	---	250,580	8,052	43,714	7,422	53,641	16,149	17,374	69,175	16,892	---	---	---	
MADERA D-7.....	43.4	12.82	106,787	8,330	20.7	22.3	15.4	15.9	11.9	73,408	5,726	16,127	2,044	3,135	2,528	8,844	13,225	6,867	20.25	6.2	85,879
MARIN B-5f.....	195.4	60.47	764,636	12,645	20.7	22.1	15.8	23.9	28.0	354,700	5,866	100,100	18,234	33,493	20,941	17,325	65,163	27,099	107.91	.9	23,222
Novato.....	28.3	6.96	58,577	8,416	---	---	---	---	32,289	4,639	10,645	1,492	1,741	1,732	1,386	4,820	3,609	---	---	---	---
San Rafael.....	33.5	11.58	107,623	9,294	---	---	---	---	170,560	14,729	31,511	6,431	16,080	12,287	13,029	49,752	10,775	---	---	---	---
MARIPOSA D-6.....	5.9	2.08	16,037	7,710	23.9	40.3	11.9	2.8	4.4	9,797	4,710	3,400	437	399	217	501	2,655	3.27	.6	---	5,800
MENDOCINO A-4f.....	52.7	15.83	161,172	10,181	14.1	14.3	18.9	28.0	20.7	92,426	5,839	24,648	2,929	9,198	3,018	2,542	18,963	9,599	25.29	3.6	14,888
MERCED C-7f.....	108.5	31.41	246,799	7,857	21.8	28.8	12.3	14.0	10.4	150,372	4,787	32,348	7,565	10,996	7,871	7,543	31,002	15,611	48.29	10.9	152,010
Merced.....	23.9	7.73	70,618	9,136	---	---	---	---	78,082	10,101	14,519	4,485	9,072	6,235	5,981	19,721	7,164	---	---	---	---
MODOC C-2.....	7.4	2.43	30,354	12,491	13.2	20.8	14.8	23.5	22.1	15,635	5,611	2,814	408	670	397	607	3,099	1,496	3.79	1.5	21,629
MONO E-6f.....	4.6	1.81	8,796	4,860	19.8	56.8	0.1	7.4	1.0	11,070	6,116	1,450	---	2,043	154	---	1,970	1,699	2	---	1,097
MONTREY C-8f.....	237.6	64.24	761,282	11,851	14.8	18.6	17.8	23.6	21.4	432,277	6,729	92,774	14,092	42,298	27,995	25,292	81,994	34,967	114.10	6.5	136,581
Monterey.....	27.5	8.75	90,609	10,355	---	---	---	---	96,227	10,997	17,980	1,721	6,445	4,755	3,713	6,225	36,991	13,411	---	---	---
Salinas.....	57.0	17.27	167,812	9,717	---	---	---	---	168,911	9,781	24,563	5,121	24,187	12,001	9,725	36,991	13,411	---	---	---	---
Salinas-Monterey Metro Area.....	237.6	64.24	761,282	11,851	14.8	18.6	17.8	23.6	21.4	432,277	6,729	92,774	14,092	42,298	27,995	25,292	81,994	34,967	114.10	6.5	136,581
Seaside.....	23.5	6.85	55,765	8,141	---	---	---	---	39,424	5,755	10,687	1,057	1,845	973	3,784	2,942	---	---	---	---	---
NAPA B-5.....	77.3	22.77	236,681	10,394	10.5	20.1	19.0	25.9	20.1	136,270	5,985	39,334	3,626	10,144	8,497	6,075	29,552	11,003	40.22	3.3	23,048
Napa.....	35.0	11.87	80,435	6,776	---	---	---	---	97,028	8,174	26,333	2,854	9,822	8,461	5,509	21,191	8,550	---	---	---	---
Vallejo-Napa Metro Area.....	243.6	71.52	712,175	9,958	12.6	23.3	18.0	23.8	17.5	429,910	6,011	96,694	11,856	45,862	23,632	20,748	99,280	36,873	121.76	---	---
NEVADA C-4.....	26.0	9.50	68,613	7,222	21.4	44.0	4.1	11.4	6.3	44,111	4,643	12,135	1,714	1,622	2,177	1,459	8,364	4,743	13.92	.7	4,632
ORANGE F-10f.....	1,322.3	393.32	3,366,256	8,559	11.5	29.3	17.8	20.9	15.7	2,320,180	5,899	504,325	94,192	394,181	109,818	120,989	461,291	170,475	688.68	6.5	135,812
Anaheim.....	161.5	46.99	539,200	11,475	---	---	---	---	458,976	9,768	65,127	13,553	145,843	23,246	30,299	71,003	36,749	---	---	---	---
Anaheim-Santa Ana- Garden Grove Metro Area.....	1,322.3	393.32	3,366,256	8,559	11.5	29.3	17.8	20.9	15.7	2,320,180	5,899	504,325	94,192	394,181	109,818	120,989	461,291	170,475	688.68	6.5	135,812
Buena Park.....	66.8	17.34	206,512	11,910	---	---	---	---	164,708	9,499	28,084	5,494	84,103	10,026	3,632	21,675	8,647	---	---	---	---
Costa Mesa.....	73.1	22.92	206,523	9,011	---	---	---	---	139,159	6,072	44,199	8,237	8,459	10,992	8,747	22,280	12,316	---	---	---	---
Fullerton.....	82.7	24.51	310,932	12,686	---	---	---	---	171,117	6,982	38,744	9,299	13,094	6,610	9,836	66,268	14,074	---	---	---	---
Garden Grove.....	126.1	33.50	369,624	11,034	---	---	---	---	216,369	2,455	54,316	12,154	21,882	11,437	11,799	63,501	17,883	---	---	---	---
Huntington Beach.....	107.7	36.08	303,425	8,410	---	---	---	---	88,562	5,784	25,618	3,470	1,644	1,703	2,325	11,104	7,746	---	---	---	---
La Habra.....	42.0	11.99	114,292	9,532	---	---	---	---	69,356	2,455	22,477	2,891	4,218	1,881	1,742	25,787	8,242	---	---	---	---
Newport Beach.....	42.4	16.32	229,350	10,453	---	---	---	---	92,798	5,886	17,102	3,213	1,159	4,620	3,320	33,311	7,906	---	---	---	---
Orange.....	76.6	24.93	255,279	10,240	---	---	---	---	132,346	9,545	35,444	5,653	2,125	6,193	7,094	33,623	13,052	---	---	---	---
Santa Ana.....	149.1	47.57	457,067	9,608	---	---	---	---	454,521	9,545	69,691	13,630	123,178	33,277	36,690	111,893	25,311	---	---	---	---
Westminster.....	56.6	14.81	88,068	5,447	---	---	---	---	55,214	3,728	25,271	4,090	5,124	1,575	1,209	2,353	6,706	---	---	---	---
PLACER C-4.....	78.0	24.23	202,214	8,346	16.3	31.4	15.5	18.4	11.8	137,931	5,693	33,057	5,938	6,578	5,111	34,422	15,692	39.13	3.6	20,852	
PLUMAS C-4.....	12.2	4.18	39,520	9,455	17.5	37.7	13.4	16.1	10.8	22,949	5,490	6,079	1,001	1,545	856	333	4,506	2,549	6.32	.3	2,419
RIVERSIDE G-10f.....	442.0	140.96	1,073,682	7,617	18.6	27.1	16.3	16.7	11.6	794,082	5,633	186,854	31,522	76,182	48,982						

State, County, City, Metro Area Data

CALIFORNIA

Estimates for:		Consumer Spendable Income—1968										Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)
STATE	City	Population 1/1/69 (000)	Households (000)	Per Household (\$)	% Distribution of Families to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales (\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)						
SAN LUIS OBISPO C-9.	San Luis Obispo	104.9	33.92	247,700	7,302	19.2	27.2	17.9	15.7	9.3	182,741	5,387	44,030	9,398	14,942	7,833	6,655	30,212	19,900	51.34	3.9	52,640		
SAN MATEO B-6.	San Mateo	552.7	172.82	2,504,564	14,492	3.8	15.3	14.7	27.9	36.8	1,053,158	6,094	297,528	37,207	131,736	51,042	63,673	201,186	81,496	311.67	7	15,004		
SANTA BARBARA	D-9†	256.4	81.09	653,679	8,051	16.4	29.6	17.7	17.1	12.3	511,465	6,307	108,179	20,403	44,573	30,945	48,214	109,488	40,132	138.19	4.3	61,932		
SANTA CLARA C-7†	Campbell	977.5	285.13	2,881,038	10,104	9.3	24.3	18.2	23.8	20.7	1,911,301	6,703	411,193	69,080	332,029	126,496	107,807	388,531	143,354	516.95	13.6	120,276		
SANTA CRUZ B-7	Santa Cruz	112.6	36.08	1,033,593	8,568	20.3	33.2	9.7	12.4	9.6	690,560	6,140	86,144	16,448	34,988	23,236	18,924	73,121	24,164	103.23	11.9	94,579		
SISKIYOU B-2	Siskiyou	34.1	11.57	106,944	9,243	18.4	19.8	19.7	24.0	14.2	69,560	6,012	18,612	1,513	4,155	1,698	1,689	10,456	8,239	17.20	2.3	18,489		
SOLANO B-5†	Fairfield	166.3	48.75	475,494	9,754	13.6	24.4	17.7	22.9	16.4	293,640	6,023	57,360	8,230	35,718	15,135	14,673	69,728	25,870	81.54	3.8	53,607		
SONOMA B-5†	Petaluma	181.8	59.79	498,710	8,341	15.6	24.5	17.3	19.3	13.9	367,106	6,140	86,144	16,448	34,988	23,236	18,924	73,121	24,164	103.23	11.9	94,579		
STANISLAUS C-6	Modesto	178.9	56.07	504,773	9,003	16.0	17.9	17.1	23.4	17.1	407,458	7,267	85,952	18,582	44,193	18,748	16,558	81,730	30,262	99.51	13.5	185,103		
SUTTER C-5	Sutter	40.4	12.40	115,216	9,292	17.8	25.8	16.2	18.8	14.7	77,426	6,244	20,021	2,025	3,709	4,384	2,012	4,953	5,306	21.08	4.7	84,165		
TULARE E-B	Visalia	193.4	57.33	482,043	8,408	20.1	20.7	23.4	27.4	15.2	311,809	5,439	74,346	11,965	33,516	12,978	14,895	67,789	26,613	89.82	19.8	320,259		
VENTURA D-9†	Oxnard	340.2	96.05	795,866	8,286	14.5	29.0	17.3	19.6	13.6	519,045	5,404	125,108	24,339	59,250	27,781	25,428	111,245	42,103	166.37	7.4	148,600		
YUBA C-4†	Yuba	41.6	12.42	101,431	8,167	21.4	24.5	16.2	18.8	11.7	82,341	6,630	14,453	2,281	10,793	4,368	4,335	20,941	6,038	22.47	1.9	26,119		

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

CALIFORNIA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

AAA California Spanish Network

Comprised of:

- KOXR—Oxnard
- KXEX—Fresno
- XED—Calexico
- XEHG—Mexicali
- XESU—Mexicali
- XECB—Yuma
- KWAC—Bakersfield

Media Code 4 205 0020 9.00
Business Office—2012 E. 59th St., Brooklyn, N. Y. 11234. Phone 212-253-4875.

- PERSONNEL**
Henry Cohen (New York).
Hooper Jones (Chicago).
- REPRESENTATIVES**
AAA Representatives.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10s, 12s, 15s, 16.
Basic Rates: 22s.
Contracts: 41, 44s, 44b, 45, 40, 51s, 51c.
Comb.; Cont. Discounts: 80b, 80c.
Cancellation: 70b, 71s, 75s.
- TIME RATES**
Eff. Rec'd 7/22/69.
- PACKAGE PLANS**
DISCOUNT
4 stations..... 2% All stations..... 5%
5 stations..... 3%

A-BUY Radio Group

A-BUY Radio Group

Comprised of:

- KIDD—Monterey
- KINS—Eureka
- KPAX—Chico
- KSRO—Santa Rosa
- Media Code 4 205 0030 8.00
- Business Office—105 Montgomery St., San Francisco, Calif. 94104.

- PERSONNEL**
Chairman—John Groom, KSMA.
Vice-Chairman—Harry Barker, KQMS.
Sec'y & Treas.—Maeva Ryan, A-BUY Radio Group.
- REPRESENTATIVES**
John C. Butler Co., Inc.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL RATE POLICY**
See individual listings for coded information.
- TIME RATES**
Eff. Rec'd 1/23/67.
- PACKAGE PLANS**
DISCOUNTS
3 stations—5% 6+ stations—10%
4 or 5 stations—7-1/2%
Discounts off individual Package Plan rates—see individual stations for applicable rates.
- Beeline, McClatchy**
Comprised of:
KMJ—Fresno
KFBK—Sacramento
plus
KBEE—Modesto and/or KOH—Reno
Media Code 4 205 0090 2.00
Send all communications to 21st and Q, Sacramento, Calif. 95804. Phone 916-442-5011. TWX 916-444-7355.

- PERSONNEL**
President—Eleanor McClatchy.
Director of Sales—Keith B. Collins.
- REPRESENTATIVES**
Katz Radio West.
McClatchy Sta. Sales Office: See Rep & s/o pages.
- AGENCY COMMISSION**
15/0 time only. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
NAB Radio Code Advertising Standards apply.
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20s, 20b, 22s, 22b, 23s, 24b, 24c, 25a, 26, 27, 28s, 29s, 30, 32s, 33b.
Contracts: 40s, 41, 42s, 44s, 44b, 45, 46, 47s, 48, 51s, 51c.
Comb. Cont. Discounts: 00s, 80f, 81s, 61b, 62b.
Cancellation: 70b, 70d, 71s, 72, 73b.
Prod. Services: 80, 82.
These rates are for 3 or 4-station buys consisting of KFBK and KMJ plus KBEE and/or KOH.
Spot advertiser must purchase minimum of 6 1-minute, 30 or 20-second or 12 10-second spots on each of KFBK and KMJ as well as on KBEE and/or KOH during each week for which Group rates are to be earned.
Advertiser units need not run in same time classification on each station.
Qualifier need not run same number of spots and/or program units on each qualifying station. Once weekly qualifying conditions are met, each station's schedule treated as a separate entity for determining per-week or per-year rate break discount levels.
- TIME RATES**
No. 20B Eff 3/1/69—Rec'd 3/6/69.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri noon-1 pm & 3:30-7 pm; *Sat 6-10 am.
A—Mon thru Fri 10 am-noon, 1-3:30 pm & 7-8 pm; Sat 10 am-6 pm.
B—All other times.
(* Choice of 6-9 am or 7-10 am.

- SPOT ANNOUNCEMENTS**
KFBK
PER WK, 1 MIN:
AAA 31.00 30.00 28.00 28.00
AA 28.00 28.00 27.00 28.00
A 20.00 18.00 18.00 17.00
B 17.00 15.00 15.00 14.00
KMB
AAA 30.00 28.00 28.00 27.00
AA 27.00 25.00 24.00 23.00
A 18.00 17.00 16.00 15.00
B 16.00 15.00 14.00 13.00
KBEE or KOH
AAA 8.00 8.00 7.00 7.00
AA 8.00 8.00 7.00 7.00
A 8.00 8.00 5.00 5.00
B 5.50 5.00 4.50 4.00
20/30 sec: 80% of 1-min, 10 sec: 50% of 1-min.
- PACKAGE PLANS**
50/50 TRAFFIC PLAN
Advertisers who schedule at least 1/2 their combined AAA and AA spots in AA will earn AA rates on all AAA and AA spots.
TOTAL AUDIENCE PLANS
TAP I (1/3AAA and/or AA, 1/2A and/or B).
TAP II (1/3AAA and/or AA, 2/3A and/or B).
TAP I TAP II
PER WK: 12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
KFBK 225 324 408 210 287 372
KMJ 204 288 386 189 270 336
KBEE or KOH 70 98 122 63 87 106
20/30 sec: 80% of 1-min, 10 sec: 50% of 1-min.
Qualifying units need not all be same length, but TAP and 50/50 Traffic Plan spots of each length must be properly distributed by time classifications.
- PROGRAM TIME RATES**
(8 am-8 pm)
KFBK
PER YR: 1x 26x 52x 104x 156x 200x 312x
1 hr. 184 168 150 140 125 110 100
1/2 hr. 110 100 98 72 68 64 60
1/4 hr. 64 58 55 52 50 48 44
10 min. 50 48 44 42 39 37 36
5 min. 36 35 33 30 29 28 27
(This listing continued on next page)

CALIFORNIA

Beeline, McClatchy—Continued

PER YR:	1x	26x	KMJ	104x	156x	260x	312x
1 hr.	184	173	161	144	130	120	110
1/2 hr.	110	100	90	85	80	75	70
1/4 hr.	64	58	55	52	50	48	45
10 min.	50	46	44	42	39	37	36
5 min.	35	33	32	30	29	28	27

1 hr.	KBEF or KOH
60	54
1/2 hr.	38
1/4 hr.	19
10 min.	15
5 min.	10

(*) 6.50.

Program units: Only those weeks in which an aggregate of at least a 1/4 hour is running on each of the 3 or 4 stations will count toward Group annual frequency rates.

NEWS & FARM CHARGES

Commissionable. See individual station rate cards. **COMBINABILITY—INDIVIDUAL STATIONS**

All spots, regardless of length or classification, may be combined for discount purposes as long as TAP and 50/50 Traffic Plan spots of each length are properly distributed by time classification.

Spots and programs may be combined to earn number-of-weeks discounts, but may not be combined to earn times-per-week discounts.

5-minute programs, broadcast on same day for same sponsor, may be combined for contiguous rates only in A and B spot time, 10-minute or longer programs, broadcast on same day for same sponsor, may be combined for contiguous rates in all time periods.

Beeline Group schedules may be used to earn discounts on non-Beeline Group schedules.

California Farm Network

Comprised of:
KFBK—Sacramento **KX—El Centro**
KMJ—Fresno **KOMY—Watsonville**
KBEF—Modesto **KCHV—Coachella**
KFI—Los Angeles **KRNO—San Bernardino**
KPMC—Bakersfield **KNBA—Vallejo**
KTOB—Petaluma **KBLC—Lakeport**
 Media Code 4 205 0120 7.00
 Business Office—California Service Agency, California Farm Bureau Bldg., 2855 Telegraph Ave., Berkeley, Calif. 94705.

1. PERSONNEL

Executive Vice-President—Milton L. Levy.
 Radio Director—George Green.

3. FACILITIES

See individual stations for details.
 Operating schedule: KFI at 5:15-5:25 am Tues thru Sat; KPHK, KTOB, KRNO at 6:45-6 am Mon thru Fri; KPMC, KBEF, KXO at 6:30-6:45 am Mon thru Fri; KOMY at 6:35-6:50 am Mon thru Fri; KCHV at 12:35 pm Mon thru Fri; KMJ at 6 am Mon thru Fri; KNBA at 12:05-12:20 pm, KBLC at 12:00 am Mon thru Fri.

4. AGENCY COMMISSION

15%; no cash discount. Bills payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 4b, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b.
 Basic Rates: 20a, 21b, 22a.
 Contracts: 40a, 42a, 44a, 45, 46.

TIME RATES

Rates effective February, 1963.

Rates received June 22, 1964.

6. SPOT ANNOUNCEMENTS

3 1-minute announcements available in each program. Announcements may originate in Berkeley and feed to the full network or may be given by individual stations as local cut-in. Advertiser may take 1 or more announcements per program with 1 per week minimum. 175.00

California Low Desert Buy

Comprised of:
KAMP—El Centro **XESU—Mexicali**
XED—Calxico **XEBG—Yuma**
XEBG—Mexicali
 Media Code 4 205 0135 5.00
 Business Office—1650 N. Vine St., Los Angeles, Calif. 90028, Phone 213-484-7395.

2. REPRESENTATIVES

West Coast—Harlan G. Oakes, Inc.
 East, Midwest—Burn-Smith Company, Inc.
 Texas—Riley Representatives.

4. AGENCY COMMISSION

15%.

5. GENERAL RATE POLICY

Allow 72 hours for translation of copy on Spanish language stations.

TIME RATES

No. 1 RT 7/1/68—Rec'd 7/15/68.

6. SPOT ANNOUNCEMENTS

PER WK: 10 ti 20 ti 30 ti
 1 min. 13.00 11.85 10.70
 30 sec. 10.55 9.40 8.30

Calif-Ore Radio Duo

Comprised of:
KRFD—Eureka, Calif. **KAGI—Grants Pass, Ore.**
 Media Code 4 205 0160 4.00
 Business Office—Radio Station KRFD, Box 3E3E, Eureka, Calif. 95501, Phone 707-443-1821.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr., Network Sales—Paul Hoff,
 Vice-Pres. & Tech. Dir.—Edward A. Malone.

2. REPRESENTATIVES

Adam Young Radio, Inc.
 Northwest—A. J. Moore and Associates.

4. AGENCY COMMISSION

15/0 net time and talent; 20th of following month.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 3h, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 15c.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b.
 Contracts: 40a, 42b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective February 1, 1959.

7. PACKAGE PLANS

DUO PLAN RATE		Each Per wk.	
5 times.....	10.00	50.00	30 times..... 7.00
10 times.....	9.00	90.00	40 times..... 6.60
20 times.....	8.00	160.00	50 times..... 6.00
Each Per mo.		Each Per mo.	
25 times.....	9.50	237.50	75 times..... 8.50
50 times.....	9.00	450.00	100 times..... 8.00

Run-of-schedule—Station break and time signal discounts do not apply to combination rates.

Jalco—No/Cal Group

Comprised of:

KIRS—Bishop **KERR (FM)—Salinas**
KIRV—Fresno **KONG—Ysabella**
KAOR—Oroville **KUBA—Yuba City**
KCTY—Salinas
 Media Code 4 205 0210 6.00
 Business Office—J. A. Lucas Co., 6725 Sunset Blvd., Suite 406, Los Angeles, Calif. 90028, Phone 213-466-7279.

2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 8.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 20a, 23a, 24a, 29a.
 Contracts: 40a, 42a, 46.
 Cancellation: 70a, 70c, 71a, 73a.
 Single contract and bill. Advertiser may purchase any combination of 3 or more stations. Advertiser may combine Jalco—No/Cal and Jalco—So/Cal stations for single contract and billing.

TIME RATES

ER—Rec'd 7/25/69.

CLASS AA		CLASS AB	
AA—Mon thru Fri 7-9 am & 4-6 pm (KIRS, KAOR, KCTY).	10 ti 20 ti 30 ti 40 ti	10 ti 18 ti 24 ti 30 ti 36 ti	10 ti 18 ti 24 ti 30 ti 36 ti
AA—Mon thru Fri 8-10 am & 4-6 pm (KIRV, KUBA).	4.25 4.00 3.75 3.50	5.00 4.50 4.00 3.50	5.00 4.50 4.00 3.50
AA—Mon thru Fri 7-9 am & 4-7 pm (KERR).	6.00 5.50 5.00 4.50	6.00 5.50 5.00 4.50	6.00 5.50 5.00 4.50
AA—Mon thru Fri 8:30-9 am, noon-1 pm & 4-6 pm (KONG).	8.00 7.50 7.00 6.50	8.00 7.50 7.00 6.50	8.00 7.50 7.00 6.50
A—All other times (all stations).	6.00 4.50 4.00 3.50	6.00 4.50 4.00 3.50	6.00 4.50 4.00 3.50

7. PACKAGE PLANS

CLASS AA		CLASS AB	
1 MIN:	10 ti 20 ti 30 ti 40 ti	10 ti 18 ti 24 ti 30 ti 36 ti	10 ti 18 ti 24 ti 30 ti 36 ti
KIRS	4.25 4.00 3.75 3.50	5.00 4.50 4.00 3.50	5.00 4.50 4.00 3.50
KIRV	6.00 5.50 5.00 4.50	6.00 5.50 5.00 4.50	6.00 5.50 5.00 4.50
KAOR	8.00 7.50 7.00 6.50	8.00 7.50 7.00 6.50	8.00 7.50 7.00 6.50
KCTY	6.00 5.50 5.00 4.50	6.00 5.50 5.00 4.50	6.00 5.50 5.00 4.50
KERR	5.50 5.00 4.50 4.00	5.50 5.00 4.50 4.00	5.50 5.00 4.50 4.00
KONG	8.00 7.50 7.00 6.50	8.00 7.50 7.00 6.50	8.00 7.50 7.00 6.50
KUBA	6.00 4.50 4.00 3.50	6.00 4.50 4.00 3.50	6.00 4.50 4.00 3.50
7 stations	39.75 38.00 36.00 35.25	39.75 38.00 36.00 35.25	39.75 38.00 36.00 35.25

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 28 wk—7-1/2% 52 wk—10%

Jalco—So/Cal Group

Comprised of:

KWAC—Bakersfield **KCMJ—Palm Springs**
KWTC—Barstow **KKAR—Pomona**
KYOR—Blythe **KRCR—Ridgecrest**
KROB—Brawley **KRON—San Diego**
KROX—Indio **KKOK—Lompoc**
KOXR—Oxnard **KCIN—Victorville**
 Media Code 4 205 0240 3.00
 Business Office—J. A. Lucas Co., 6725 Sunset Blvd., Suite 406, Los Angeles, Calif. 90028, Phone 213-466-7279.

2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 8.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 20a, 23a, 24a, 29a.
 Contracts: 40a, 42a, 46.
 Cancellation: 70a, 70c, 71a, 73a.
 Single contract and invoice. Advertiser may purchase any combination of 3 or more stations. Advertiser may combine Jalco—So/Cal and Jalco—No/Cal stations for single contract and billing.

TIME RATES

ER—Rec'd 7/25/69.

CLASS AA		CLASS AB	
AA—Mon thru Fri 7-9 am & 4-6 pm (KWAC, KYOR, KREO, KOXR, KWTC, KROP, KKOK, KRCK, KCIN).	10 ti 20 ti 30 ti 40 ti	10 ti 18 ti 24 ti 30 ti 36 ti	10 ti 18 ti 24 ti 30 ti 36 ti
AA—Mon thru Fri 6:30-9:30 am & 4-6:30 pm; Sat & Sun all day (KCMJ).	5.75 5.50 5.00 4.50	6.50 6.00 5.50 5.00	6.50 6.00 5.50 5.00
AA—Mon thru Sat 6:30-9:30 am & 3:30-6:30 pm (KKAR).	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25
AA—Mon thru Fri 6-10 am & 3-7 pm (KSON).	22.00 18.00 15.00 14.00	22.00 18.00 15.00 14.00	22.00 18.00 15.00 14.00
A—All other times (all stations).	3.50 3.15 3.05 2.90	3.50 3.15 3.05 2.90	3.50 3.15 3.05 2.90

7. PACKAGE PLANS

CLASS AA		CLASS AB	
1 MIN:	10 ti 20 ti 30 ti 40 ti	10 ti 18 ti 24 ti 30 ti 36 ti	10 ti 18 ti 24 ti 30 ti 36 ti
KWAC	5.75 5.50 5.00 4.50	6.50 6.00 5.50 5.00	6.50 6.00 5.50 5.00
KWTC	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25
KYOR	3.75 3.60 3.25 3.00	3.75 3.60 3.25 3.00	3.75 3.60 3.25 3.00
KROP	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25
KREO	5.50 5.00 4.50 4.00	5.50 5.00 4.50 4.00	5.50 5.00 4.50 4.00
KKOK	2.50 2.50 2.40 2.40	2.50 2.50 2.40 2.40	2.50 2.50 2.40 2.40
KOXR	5.75 5.25 4.75 4.25	5.75 5.25 4.75 4.25	5.75 5.25 4.75 4.25
KCMJ	8.10 5.55 4.95 4.40	8.10 5.55 4.95 4.40	8.10 5.55 4.95 4.40
KKAR	5.50 5.20 4.80 4.40	5.50 5.20 4.80 4.40	5.50 5.20 4.80 4.40
KRCR	4.25 4.00 3.75 3.50	4.25 4.00 3.75 3.50	4.25 4.00 3.75 3.50
KRON	22.00 18.00 15.00 14.00	22.00 18.00 15.00 14.00	22.00 18.00 15.00 14.00
KCIN	3.50 3.15 3.05 2.90	3.50 3.15 3.05 2.90	3.50 3.15 3.05 2.90
12 stations	73.90 65.00 58.05 54.80	73.90 65.00 58.05 54.80	73.90 65.00 58.05 54.80

CLASS A		CLASS B	
1 MIN:	10 ti 20 ti 30 ti 40 ti	10 ti 18 ti 24 ti 30 ti 36 ti	10 ti 18 ti 24 ti 30 ti 36 ti
KWAC	5.75 5.25 5.00 4.50	6.50 6.00 5.50 5.00	6.50 6.00 5.50 5.00
KWTC	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25	4.50 4.00 3.50 3.25
KYOR	2.75 2.50 2.25 2.00	2.75 2.50 2.25 2.00	2.75 2.50 2.25 2.00
KROP	3.85 3.50 3.15 2.80	3.85 3.50 3.15 2.80	3.85 3.50 3.15 2.80
KREO	4.10 3.75 3.35 3.00	4.10 3.75 3.35 3.00	4.10 3.75 3.35 3.00
KKOK	2.50 2.50 2.40 2.40	2.50 2.50 2.40 2.40	2.50 2.50 2.40 2.40
KOXR	5.75 5.25 4.75 4.25	5.75 5.25 4.75 4.25	5.75 5.25 4.75 4.25
KCMJ	5.55 4.95 4.40 3.80	5.55 4.95 4.40 3.80	5.55 4.95 4.40 3.80
KKAR	4.20 3.90 3.60 3.30	4.20 3.90 3.60 3.30	4.20 3.90 3.60 3.30
KRCR	3.25 3.00 2.75 2.50	3.25 3.00 2.75 2.50	3.25 3.00 2.75 2.50
KSON	19.00 15.00 13.00 12.25	19.00 15.00 13.00 12.25	19.00 15.00 13.00 12.25
KCIN	3.30 3.15 3.05 2.90	3.30 3.15 3.05 2.90	3.30 3.15 3.05 2.90
12 stations	62.50 57.25 51.20 47.45	62.50 57.25 51.20 47.45	62.50 57.25 51.20 47.45

CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 28 wk—7-1/2% 52 wk—10%

Los Angeles Metropolitan Country Combination, The

Comprised of:
KFOK—Long Beach **KBBQ—Burbank**
 Media Code 4 205 0255 1.00
 Business Office—c/o KBBQ, 191 E. Magnolia Blvd., Burbank, Calif. 91502.
 Sales Office—1258 N. Highland Ave., Suite 302, Los Angeles, Calif. 90038, Phone 213-463-2107.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL RATE POLICY

NATIONAL AND LOCAL RATES SAME

No. B—ER 9/1/63—Rec'd 8/5/68.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS AB	
1 min.	50 45 43 40 37 35	50 45 43 40 37 35	50 45 43 40 37 35
30 sec.	40 36		

K T B T (FM)

1961
GARDEN GROVE



Media Code 4 205 0330 2.00
Audio International, Inc., 9920 Chapman Ave., Garden Grove, Calif. 92641. Phone 714-530-5100.

1. **PERSONNEL**
President—Oliver Berlinger.
Station Manager—Gerald Longden.
Program Director—Don Oliver.

2. **REPRESENTATIVES**
National Time Sales.

3. **FACILITIES**
ERP 4,000 w. (horiz.), 4,000 w. (vert.); 94.3 mc. Stereo.

Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
15% time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Late Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28c, 29a, 30, 31, 33c.

Contracts: 40c, 41, 42b, 44b, 45, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.

6. **SPOT ANNOUNCEMENTS**
6 AM-6 PM—ROS
PER WK: 1 11 5 11 10 11 15 11 20 11 25 11 30+
1 min. 10.00 9.00 8.50 8.00 7.50 7.25 7.00
30 sec. 6.00 5.75 5.50 5.25 5.00 4.75 4.50

6 PM-9 AM—ROS
1 min. 0.00 8.00 7.50 7.00 6.50 6.25 6.00
30 sec. 5.00 4.75 4.50 4.25 4.00 3.75 3.50

7. **PROGRAM TIME RATES**
14 min 29 min 59 min
1 hr. 20 35 50
Bulk time. No frequency or multi-insertion discounts. Live studio broadcasts—per hr. extra 25.00.

KWIZ

1926
SANTA ANA

Media Code 4 205 0360 9.00
Voice of the Orange Empire, Inc., Ltd., 3101 W. Fifth St., Santa Ana, Calif. 92703. Phone 714-830-4220.

STATION'S PROGRAMMING DESCRIPTION
KWIZ: Programmed for adults roughly 18-49.

MUSIC: mixes selected popular singles, current albums and standards and oldies. 8-10 weekdays features boy and girl tenor, above musical mix, com- tests 10 min news traffic reports, DJF audio and wire services. Adult oriented musical mix, air personalities, contests, and 5 min news hourly throughout day. Traffic reports also in pm drive time. Additional 5 min news on half hour 7:30 pm-5:30 am. Contact Representative for further details. Rec'd 10/29/68.

1. **PERSONNEL**
Exec. V.-P. & Gen'l Mgr.—Bill Weaver.
Pres. & Sales Mgr.—Phillip C. Davis.

2. **REPRESENTATIVES**
Los Angeles 90005—Jack Bell, 3932 Wilshire Blvd. Phone 213-388-0588.
San Francisco 94133—Sonny Mitchell, 843 Montgomery. Phone 415-391-0286.
Jack Masla & Co., Inc.

3. **FACILITIES**
5,000 w. days; 1,000 w. nights; 1480 kc. Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
15/0; time only. Bills rendered and payable monthly. Payments after 60 days, extra 2%.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Late Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.

Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 60k, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
(*) Except for 52 week advertisers.

6. **SPOT ANNOUNCEMENTS**
1 WK: 1 min. 45.00 42.00 33.00 18.00 37.00 34.00 27.00 14.50
12 11 43.00 40.00 32.00 17.00 35.00 32.00 26.00 14.00
18 11 41.00 38.00 30.00 16.00 34.00 31.00 24.00 13.50
24 11 39.00 36.00 28.50 15.00 32.00 29.00 23.00 12.50
30 11 37.00 34.00 27.00 14.00 30.00 28.00 22.00 12.00
36 11 35.00 32.00 25.00 13.00 28.00 27.00 21.00 11.50

13 WK: 6 11 43.00 40.00 31.00 17.00 35.00 32.00 25.00 13.50
12 11 41.00 38.00 30.00 16.00 33.50 30.50 24.00 13.00
18 11 39.00 36.00 28.00 15.00 32.50 29.00 22.50 12.50
24 11 37.00 34.00 27.00 14.00 30.50 27.50 21.50 12.00
30 11 35.00 32.00 25.50 13.00 28.00 26.00 20.50 11.50
36 11 33.00 30.00 23.50 12.00 26.50 24.50 19.50 11.00

30 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

15 WK: 6 11 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00
12 11 39.00 36.00 29.00 15.00 31.50 29.00 23.00 12.50
18 11 37.00 34.00 27.00 14.50 30.00 28.00 21.50 12.00
24 11 35.00 32.00 26.00 13.50 28.50 26.00 20.50 11.50
30 11 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00
36 11 31.00 29.00 22.50 11.50 25.00 23.00 19.00 10.50

7. **PACKAGE PLANS**

TOTAL AUDIENCE PLAN
(1/4AAA, 1/4AA, 1/4A, 1/4B or B & C)
PER WK: 1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr 28 hr 29 hr 30 hr 31 hr 32 hr 33 hr 34 hr 35 hr 36 hr 37 hr 38 hr 39 hr 40 hr 41 hr 42 hr 43 hr 44 hr 45 hr 46 hr 47 hr 48 hr 49 hr 50 hr 51 hr 52 hr 53 hr 54 hr 55 hr 56 hr 57 hr 58 hr 59 hr 60 hr 61 hr 62 hr 63 hr 64 hr 65 hr 66 hr 67 hr 68 hr 69 hr 70 hr 71 hr 72 hr 73 hr 74 hr 75 hr 76 hr 77 hr 78 hr 79 hr 80 hr 81 hr 82 hr 83 hr 84 hr 85 hr 86 hr 87 hr 88 hr 89 hr 90 hr 91 hr 92 hr 93 hr 94 hr 95 hr 96 hr 97 hr 98 hr 99 hr 100 hr

10. **SPECIAL FEATURES**
5-MINUTE NEWSCASTS
PER YR: 5 min 10 min 15 min 20 min 25 min 30 min 35 min 40 min 45 min 50 min 55 min 60 min 65 min 70 min 75 min 80 min 85 min 90 min 95 min 100 min 105 min 110 min 115 min 120 min 125 min 130 min 135 min 140 min 145 min 150 min 155 min 160 min 165 min 170 min 175 min 180 min 185 min 190 min 195 min 200 min 205 min 210 min 215 min 220 min 225 min 230 min 235 min 240 min 245 min 250 min 255 min 260 min 265 min 270 min 275 min 280 min 285 min 290 min 295 min 300 min 305 min 310 min 315 min 320 min 325 min 330 min 335 min 340 min 345 min 350 min 355 min 360 min 365 min 370 min 375 min 380 min 385 min 390 min 395 min 400 min 405 min 410 min 415 min 420 min 425 min 430 min 435 min 440 min 445 min 450 min 455 min 460 min 465 min 470 min 475 min 480 min 485 min 490 min 495 min 500 min 505 min 510 min 515 min 520 min 525 min 530 min 535 min 540 min 545 min 550 min 555 min 560 min 565 min 570 min 575 min 580 min 585 min 590 min 595 min 600 min 605 min 610 min 615 min 620 min 625 min 630 min 635 min 640 min 645 min 650 min 655 min 660 min 665 min 670 min 675 min 680 min 685 min 690 min 695 min 700 min 705 min 710 min 715 min 720 min 725 min 730 min 735 min 740 min 745 min 750 min 755 min 760 min 765 min 770 min 775 min 780 min 785 min 790 min 795 min 800 min 805 min 810 min 815 min 820 min 825 min 830 min 835 min 840 min 845 min 850 min 855 min 860 min 865 min 870 min 875 min 880 min 885 min 890 min 895 min 900 min 905 min 910 min 915 min 920 min 925 min 930 min 935 min 940 min 945 min 950 min 955 min 960 min 965 min 970 min 975 min 980 min 985 min 990 min 995 min 1000 min

11. **AGENCY COMMISSION**
15% time only; payable when rendered.

12. **GENERAL ADVERTISING** See coded regulations
See KWIZ listing for coded regulations.

13. **SPOT ANNOUNCEMENTS**
1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr 28 hr 29 hr 30 hr 31 hr 32 hr 33 hr 34 hr 35 hr 36 hr 37 hr 38 hr 39 hr 40 hr 41 hr 42 hr 43 hr 44 hr 45 hr 46 hr 47 hr 48 hr 49 hr 50 hr 51 hr 52 hr 53 hr 54 hr 55 hr 56 hr 57 hr 58 hr 59 hr 60 hr 61 hr 62 hr 63 hr 64 hr 65 hr 66 hr 67 hr 68 hr 69 hr 70 hr 71 hr 72 hr 73 hr 74 hr 75 hr 76 hr 77 hr 78 hr 79 hr 80 hr 81 hr 82 hr 83 hr 84 hr 85 hr 86 hr 87 hr 88 hr 89 hr 90 hr 91 hr 92 hr 93 hr 94 hr 95 hr 96 hr 97 hr 98 hr 99 hr 100 hr

14. **AGENCY COMMISSION**
15% time only; payable when rendered.

15. **GENERAL ADVERTISING** See coded regulations
See KWIZ listing for coded regulations.

16. **SPOT ANNOUNCEMENTS**
1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr 28 hr 29 hr 30 hr 31 hr 32 hr 33 hr 34 hr 35 hr 36 hr 37 hr 38 hr 39 hr 40 hr 41 hr 42 hr 43 hr 44 hr 45 hr 46 hr 47 hr 48 hr 49 hr 50 hr 51 hr 52 hr 53 hr 54 hr 55 hr 56 hr 57 hr 58 hr 59 hr 60 hr 61 hr 62 hr 63 hr 64 hr 65 hr 66 hr 67 hr 68 hr 69 hr 70 hr 71 hr 72 hr 73 hr 74 hr 75 hr 76 hr 77 hr 78 hr 79 hr 80 hr 81 hr 82 hr 83 hr 84 hr 85 hr 86 hr 87 hr 88 hr 89 hr 90 hr 91 hr 92 hr 93 hr 94 hr 95 hr 96 hr 97 hr 98 hr 99 hr 100 hr

17. **AGENCY COMMISSION**
15% time only; payable when rendered.

18. **GENERAL ADVERTISING** See coded regulations
See KWIZ listing for coded regulations.

19. **SPOT ANNOUNCEMENTS**
1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr 28 hr 29 hr 30 hr 31 hr 32 hr 33 hr 34 hr 35 hr 36 hr 37 hr 38 hr 39 hr 40 hr 41 hr 42 hr 43 hr 44 hr 45 hr 46 hr 47 hr 48 hr 49 hr 50 hr 51 hr 52 hr 53 hr 54 hr 55 hr 56 hr 57 hr 58 hr 59 hr 60 hr 61 hr 62 hr 63 hr 64 hr 65 hr 66 hr 67 hr 68 hr 69 hr 70 hr 71 hr 72 hr 73 hr 74 hr 75 hr 76 hr 77 hr 78 hr 79 hr 80 hr 81 hr 82 hr 83 hr 84 hr 85 hr 86 hr 87 hr 88 hr 89 hr 90 hr 91 hr 92 hr 93 hr 94 hr 95 hr 96 hr 97 hr 98 hr 99 hr 100 hr

20. **AGENCY COMMISSION**
15% time only; payable when rendered.

21. **GENERAL ADVERTISING** See coded regulations
See KWIZ listing for coded regulations.

22. **SPOT ANNOUNCEMENTS**
1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr 28 hr 29 hr 30 hr 31 hr 32 hr 33 hr 34 hr 35 hr 36 hr 37 hr 38 hr 39 hr 40 hr 41 hr 42 hr 43 hr 44 hr 45 hr 46 hr 47 hr 48 hr 49 hr 50 hr 51 hr 52 hr 53 hr 54 hr 55 hr 56 hr 57 hr 58 hr 59 hr 60 hr 61 hr 62 hr 63 hr 64 hr 65 hr 66 hr 67 hr 68 hr 69 hr 70 hr 71 hr 72 hr 73 hr 74 hr 75 hr 76 hr 77 hr 78 hr 79 hr 80 hr 81 hr 82 hr 83 hr 84 hr 85 hr 86 hr 87 hr 88 hr 89 hr 90 hr 91 hr 92 hr 93 hr 94 hr 95 hr 96 hr 97 hr 98 hr 99 hr 100 hr

23. **AGENCY COMMISSION**
15% time only; payable when rendered.

24. **GENERAL ADVERTISING** See coded regulations
See KWIZ listing for coded regulations.

25. **SPOT ANNOUNCEMENTS**
1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr 28 hr 29 hr 30 hr 31 hr 32 hr 33 hr 34 hr 35 hr 36 hr 37 hr 38 hr 39 hr 40 hr 41 hr 42 hr 43 hr 44 hr 45 hr 46 hr 47 hr 48 hr 49 hr 50 hr 51 hr 52 hr 53 hr 54 hr 55 hr 56 hr 57 hr 58 hr 59 hr 60 hr 61 hr 62 hr 63 hr 64 hr 65 hr 66 hr 67 hr 68 hr 69 hr 70 hr 71 hr 72 hr 73 hr 74 hr 75 hr 76 hr 77 hr 78 hr 79 hr 80 hr 81 hr 82 hr 83 hr 84 hr 85 hr 86 hr 87 hr 88 hr 89 hr 90 hr 91 hr 92 hr 93 hr 94 hr 95 hr 96 hr 97 hr 98 hr 99 hr 100 hr

26. **AGENCY COMMISSION**
15% time only; payable when rendered.

27. **GENERAL ADVERTISING** See coded regulations
See KWIZ listing for coded regulations.

28. **SPOT ANNOUNCEMENTS**
1 min 30 sec 1 hr 1 1/2 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr 9 hr 10 hr 11 hr 12 hr 13 hr 14 hr 15 hr 16 hr 17 hr 18 hr 19 hr 20 hr 21 hr 22 hr 23 hr 24 hr 25 hr 26 hr 27 hr

CALIFORNIA

AVALON (Catalina Island)

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

BAKERSFIELD (8 AM; 4 FM)

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KAFY
1946

The Eastman Station

RAB

Media Code 4 205 0570 3.00
KAFY, Inc., Box 6128, Bakersfield, Calif. 93306.
Phone 805-368-4411.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary Lewis.
Operations Director—Gary R. Fuller.
Music Director—Jerry Clifton.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w.; 550 kc. Non-directional, day; directional, night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with The Eastman Network.

TIME RATES

ET 3/1/69—Rec'd 2/4/69.

I—Mon thru Sat 6-10 am & 3-7 pm.	II—Mon thru Sat 10 am-3 pm & 7-10 pm.	III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.
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SECTION I				
PER WK:	1 t	12 t	18 t	24 t
1 min	24.00	20.00	18.00	16.00
30/20 sec	10.20	10.00	14.40	12.80
10 sec	12.00	10.00	9.00	8.00
SECTION II				
1 min	20.00	17.00	15.00	13.00
30/20 sec	10.00	13.60	12.00	10.40
10 sec	10.00	8.50	7.50	6.50
SECTION III				
1 min	16.00	14.00	13.00	12.00
30/20 sec	12.80	11.20	10.40	9.60
10 sec	8.00	7.00	6.50	6.00

- PACKAGE PLANS**
BEST BUY PLANS
1 min EA: 12
30 t (10I, 10II, 5III)
15 t (7I, 5II, 3III)
30/20 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
Not combinable with other weekly plans for added frequency.
- CONSECUTIVE WEEK DISCOUNT**
26 wk—4% 52 wk—8%

- PROGRAM TIME RATES**
5 min—1-1/2x 1-minute rate.
Rateholder: Minimum weekly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

KB BY (FM)

NOTE: The call letters of this station have been changed to:

KUZZ-FM

KBIS

1950

Media Code 4 205 0600 8.00
Radio Station KBIS, 225 Chester Ave., Bakersfield, Calif. 93301. Phone 805-324-6093.

- STATION'S PROGRAMMING DESCRIPTION**
KBIS: Programmed for audience 18 years and over. NEWS: local news and sports 15 min 7:30 am, noon, 5:30 pm. Network news, 10 min, hourly. Network information features, 5 min. one half hour. SPORTS: year 'round sports, live and direct, professional baseball, football, basketball, racing. College football and basketball. Local seasonal sports fishing, hunting, skiing programs. Sports results, briefs, bulletins as they break. UPI news wire service. AIR PERSONALITIES with popular music and features between network and local news and information services. Contact Representative for further details. Rec'd 11/27/67.

- PERSONNEL**
General Manager—Herb Wilsson.
- REPRESENTATIVES**
John A. Fottler & Company.
- FACILITIES** 1,000 w.; 970 kc.
Directional—separate patterns day and night.
Operating schedule: 6:00 am-midnight. PST.
- AGENCY COMMISSION**
15%; no cash discount. Bills payable when rendered.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Late Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 44a, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 61b, 62b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Member: CBS Radio Pacific Network.

TIME RATES

ET 1/1/69—Rec'd 3/1/67.
I—Mon thru Fri 6-9 am & 3-6 pm.
II—Mon thru Fri 9 am-3 pm & 6-8 pm; Sat & Sun all day.
III—All other times.

7. SPOT ANNOUNCEMENTS					
PER WK:	5 t	12 t	18 t	24 t	30 t
I	8.00	7.00	6.00	5.00	5.00
II	7.00	6.00	5.50	5.00	5.00
III	6.00	5.00	4.50	4.00	3.50

(*) Fixed position or less than 6 t.
30/20 sec: 80% of 1-min.; 10 sec: 50% of 1-min.

DISCOUNTS

13 wk—5% 26 wk—10%
Minimum weekly schedule of 5 1-min spots, 6 am-8 pm, daily necessary to earn consecutive week discounts specified above.

- PACKAGE PLANS**
KBISPECIAL
1 MINUTE—SUN THRU SAT
14 Class I spots (2 per day), 21 Class II spots (3 per day) 7 Class III spots (1 per day):
42 t per wk, Sat. 185
30/20 sec: 80% of 1-min.
Not combinable with other weekly plans for added frequency or discounts.

- SPECIAL FEATURES**
5 MINUTE NEWS
1-1/2x 1-min plus 1.50 news announcer charge.

KERN

1932

KERN-FM

1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 0630 5.00
Urnor Broadcasting Co., Box 2700, 5600 Fraser Rd., Bakersfield, Calif. 93303. Phone 805-832-1410.

- STATION'S PROGRAMMING DESCRIPTION**
KERN: 6 am-8 pm, Programmed for adults. 3 air personalities emerge daily operation. NEWS: network hourly at half hour on local news on hour.
MUSIC: general popular 70% and standards 30%.
KERN-FM: Hit Parade '69, popular music of today and yesterday programmed hourly on 24 hour basis. 6 pm-8 am, Hit Parade '69 simulcast on AM. Contact Representative for further details. Rec'd 4/25/69.

- PERSONNEL**
General Manager—Ed Urner.
Station Manager—Ernie Winn.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w.; 1410 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 4,500 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60g, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

No. 32 ET 8/1/60—Rec'd 4/25/60.

7. PACKAGE PLANS						
AA—6-9 am & 3-30-8 pm.	CLASS AA—AM & FM					
A—9 am-3:30 pm & 6 pm-midnight.	1 MINUTE					
PER WK:	1 t	5 t	10 t	15 t	20 t	25 t
1 min	12.50	11.50	10.50	9.50	8.50	7.50
30 sec	8.75	8.05	7.35	6.65	5.95	5.25
CLASS A—AM & FM						
1 min	9.00	8.00	7.50	7.00	6.50	6.00
30 sec	6.30	5.60	5.25	4.90	4.55	4.20

Midnight-6 am: 50% of regular rates.

8. PROGRAM TIME RATES						
5-MINUTE NEWS						
1x	52x	104x	156x	208x	312x	520x 1000x
AM	13.50	12.50	11.50	11.00	10.50	9.50 9.00
FM	9.45	8.75	8.05	7.70	7.35	7.00 6.85 6.30

KGEE

1946

NAB

Media Code 4 205 0660 2.00
KGEE Inc., Box 937, 207 Truxtun Ave., Bakersfield, Calif. 93302. Phone 805-327-3587.

- STATION'S PROGRAMMING DESCRIPTION**
KGEE: Programmed for adults.
News and telephone conversation format with air personalities using open telephone lines. 10 min network and local weather every hour. 4:30-7 am. Spanish program. 7 am-5 pm audience participation features debates, discussions, and interviews, stock market reports, guests. Baseball and many sporting events, including college football. All Star baseball, bowl games, pro football games, World Series. Sat and Sun 8 am-6 pm network news and local news reports, discussions, debates, interviews and music. 6-10 pm talk. 10 pm-4:30 am standards showtunes, film music and current recordings. Contact Representative for further details. Rec'd 8/28/67.

- PERSONNEL**
Owner, Vice-President—C. Dexter Haymond.
Vice-Pres. & Gen'l Mgr.—Dan B. Speare.
Sales Manager—Cliff E. Ball.

- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Late Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 62a, 62b.
Cancellation 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGFM (FM).
Affiliated with NBC.

TIME RATES

ET 1/1/69—Rec'd 1/10/69.

AA—7-9:30 am & 4-7 pm; 1/2 hr before & after Dodger baseball games.
A—All other times except specific time in talk shows. (see Participating Programs).

- PACKAGE PLANS**
WEEKLY—WITHIN 7-DAY PERIOD

CLASS AA				
PER WK:	5 t	10 t	20 t	30 t
1 min	8.00	7.00	6.50	6.00
30 sec	7.00	6.00	5.50	5.00
15 sec	4.75	4.25	4.00	3.75
CLASS A				
1 min	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50
15 sec	4.00	3.75	3.25	2.75

- MONTHLY—WITHIN 7-DAY PERIOD**

CLASS AA				
PER MO:	50 t	75 t	100 t	150 t
1 min	6.50	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00
15 sec	4.25	4.00	3.75	3.25
CLASS A				
1 min	5.00	4.50	4.00	3.50
30 sec	4.00	3.50	3.00	2.50
15 sec	2.75	2.50	2.25	2.00

- DISCOUNTS**
13 wk—5% 26 wk—7-1/2% 52 wk—10%

KGEE/KGFM (FM) COMBINATION
Both stations purchased in combination use KGEE applicable rate plus KGEE Class A rate. This latter rate serves as KGFM (FM)'s rate when sold in combination.

- PROGRAM TIME RATES**
1 hr..... 80.00 65.00 55.00 50.00 45.00 40.00
1/2 hr..... 45.00 38.00 32.00 28.00 25.00 23.00
1/4 hr..... 25.00 24.00 23.00 22.50 18.50 17.50
10 min..... 21.00 18.00 16.00 14.50 13.00 12.00
5 min..... 15.00 13.50 12.50 11.00 9.50 8.00

- PARTICIPATING PROGRAMS**
Open Line—Mon thru Fri 10:30 am-1 pm.
Black Viewpoint—Mon thru Fri 1-2 pm.
Private Line—Mon thru Fri 2-5 pm.

- PER DAY:**
Per wk..... 43.50 65.00
*Roberto Spanish Show—Mon thru Fri 4:30-7 am; Sat 4:30-7:30 am.
PER WK: 6 t 12 t 18 t
EA..... 4.50 4.00 3.75
52 wk—10%

- SPECIAL FEATURES**
Hourly Weather Forecasts—Mon thru Fri 12 per day.
PER DAY: 1 t 2/3 t 4/5 t 6 t
EA..... 7.00 6.75 6.50 6.00
Includes opening and closing plus 30 second copy.
Minimum contract 13 weeks.
News advisories—10 seconds prior to news and 40 seconds immediately following newscast.
PER DAY, EA:
1 feature..... 7.00 2 or 3 features..... 6.75
Minimum contract 13 weeks.

KGFM (FM)

1964

NAB

Media Code 4 205 0661 0.00
KGEE Inc., Box 937, 207 Truxtun Ave., Bakersfield, Calif. 93302. Phone 805-327-3587.

- STATION'S PROGRAMMING DESCRIPTION**
KGFM (FM): Programmed for adult general interest.
MUSIC: popular music 24 hours daily excepting classical music 8-10 pm nightly. 15 min featurettes broadcast throughout day. Nightly news program M-F. All commercial breaks on quarter hour. Contact Representative for further details. Rec'd 10/20/67.

- PERSONNEL**
Owner—Dexter Haymond.
General Manager—Dan Speare.
Director of Operations—Vic Ives.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
ERP 33,500 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 165 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 62a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGEE.
Affiliated with NBC.
Sold in combination with KGEE. See that listing for rates.

TIME RATES

Rates effective _____
Bates received October 14, 1964.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS
1 t..... 6.00 52 t..... 4.50
13 t..... 5.50 165 t..... 4.00
26 t..... 5.00 368 t..... 3.50
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr
1 t..... 64.00 30.00 20.00
13 t..... 62.50 28.50 19.00
26 t..... 49.50 27.00 18.00
52 t..... 46.50 25.50 17.00
104 t..... 45.00 24.00 16.00
250 t..... 42.00 22.50 15.00

KIFM (FM)

1963

NAB

Media Code 4 205 0690 0.00
Kern International Communications, Inc., 46 Valley Plaza, 2701 Ming Ave., Bakersfield, Calif. 93304.
Phone 805-832-5721.

- STATION'S PROGRAMMING DESCRIPTION**
KIFM (FM): Pop, standard music, 24 hours daily. NEWS: network at 55 hourly. Weather, sports, local news and PSA announcements throughout the hours. COMMERCIAL POLICY: no double spotting. Rec'd 12/0/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Guy Salema.
Commercial Manager—Frank S. Lewis.
- FACILITIES**
ERP 30,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
15%. Payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 20c, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 27, 28c, 29a, 30a, 33a.
Contracts: 40a, 41, 46, 47a, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Market 1 Network.
Affiliated with American FM Network.

TIME RATES

No. 4 ET 12/1/68—Rec'd 12/9/68.
AA—Mon thru Fri noon-9 pm; Sat & Sun 1-9 pm.
A—All other times.
B—Mon thru Sat midnight-6 am.

- SPOT ANNOUNCEMENTS**

1 MIN:	1x	26x	104x	208x	500x	1000x
AA	5.00	4.65	4.30	3.95	3.60	3.05
A	4.00	3.70	3.35	3.00	2.65	2.00
30 SEC:						
A	3.75	3.40	3.05	2.70	2.35	2.00
A	3.00	2.65	2.30	1.95	1.60	1.25

- PACKAGE PLANS**
SPECIAL 7-DAY PACKAGE
(ROS—30% AA, 70% BTA)
EA: 10 t 20 t 30 t 40 t 50 t 60 t 70 t
1 min 3.50 3.30 3.10 2.90 2.70 2.50 2.25
30 sec 2.70 2.60 2.50 2.40 2.30 2.20 2.10
10/15 sec: 50% of 1-min.

KPMC

1933

Media Code 4 205 0750 1.00

Pioneer Mercantile Co., Box 1709, Bakersfield, Calif. 93302. Phone 805-327-5121; 325-8438.

STATION'S PROGRAMMING DESCRIPTION

KPMC: Adult oriented with news emphasis and voice features from both network and other sources. FAIR: programming 7 hours weekly. Play-by-play of professional, college and local football and basketball. Adult appeal music generally middle-of-the-road with early evening LP standards and late evening c and w. NEWS: feature blocks 6-8:30 am, noon-1:30 pm, 4:25-6:20 pm M-F. RELIGION: Sun only. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL
Manager—L. A. Schamblin.
Sales Mgr. & Prog. Dir.—Paul R. Biermann.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
Bob Hix Co., Inc.

3. FACILITIES
10,000 w. 1560 kc. Directional.
Operating schedule: Full time. PST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28b, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61b, 62b, 62d.

Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

Affiliated with American Information Network.
Member: California Farm Network.

TIME RATES
No. 16 ET 7/17/67—Rec'd 7/18/67.

AA—Mon thru Sat 8-10 am & 4-7 pm.
All other times including Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA		1 MINUTE	
PER WK:	1 wk	13 wk	25 wk
1 t	6.50	6.00	5.75
10 t	6.00	5.50	5.25
20 t	5.50	5.00	4.75
30 t	5.00	4.50	4.25

30 SECONDS		1 MINUTE	
1 t	4.88	4.50	4.31
10 t	4.50	4.13	3.94
20 t	4.13	3.75	3.56
30 t	3.75	3.38	3.19

ALL OTHER TIMES		1 MINUTE	
1 t	5.25	5.00	4.85
10 t	4.75	4.50	4.35
20 t	4.25	4.00	3.90
30 t	3.75	3.50	3.45

30 SECONDS		1 MINUTE	
1 t	3.94	3.75	3.64
10 t	3.56	3.38	3.28
20 t	3.19	3.00	2.93
30 t	2.81	2.63	2.59

ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	52x	104x	208x	312x
1 hr.	80	50	45	40	35
1/2 hr.	50	30	27	24	21
1/4 hr.	24	20	18	16	14
5 min.	12	11	10	9	8

KUZZ

1958

Country and Western

NAB

Media Code 4 205 0780 8.00

Thunderbird Broadcasting Co., 333 Union Ave., Bakersfield, Calif. 93307. Phone 805-327-4401.

1. PERSONNEL
President—Buck Owens.
Vice-Pres. & Gen'l Mgr.—Joe Thompson.
Program Director—John Kirschner.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15d.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61a, 62d.

Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 ET 12/1/68—Rec'd 11/25/68.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am & 3-7 pm.
A—After 7 pm: 8a & Sun all day.

6. SPOT ANNOUNCEMENTS

1 MIN:	Fixed	1x	6x	12x	18x	24x	30x
AAA	18	15	13	11	10	9	8
AA	14	13	11	9	8	7	6
A	12	11	10	8	7	6	5

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
ROS
(AAA 25%, AA 50%, A 25%)
PER WK: 12 t 18 t 24 t 30 t
Ea 8 7 6 5

BULK ROS
500x 1000x
3.00 2.75

To earn must be contracted for in advance.
No retroactive cash discounts.
Can be moved without notice, no affidavits.

KUZZ-FM

(formerly KBBY (FM))

1968

NAB

Media Code 4 205 0781 6.00

Chaparral Broadcasting Co., 333 Union Ave., Bakersfield, Calif. 93307. Phone 805-327-4401.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jos Thompson.
Station Manager—Mel Owens.

2. REPRESENTATIVES
Program Director—John Kirschner.
Adam Young Radio, Inc.

3. FACILITIES
ERP 350 w. (horiz. & vert.): 107.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,850 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See KUZZ listing for coded regulations.

TIME RATES
No. 8 ET 6/1/68—Rec'd 6/20/68.

6. SPOT ANNOUNCEMENTS

Fixed	1x	6x	12x	18x	24x	30x
1 min.	11	10	9	8	7	6
20/30 sec:	80% of 1-min.	10 sec:	50% of 1-min.			

KWAC

1955

NAB

Media Code 4 205 0810 3.00

KMAP, Inc., 5200 Standard Rd., Bakersfield, Calif. 93308. Phone 805-327-9711.

1. PERSONNEL
President—Edwards R. Hoppie.
General Manager—Robert J. Duffy.

2. REPRESENTATIVES
Los Angeles—J. A. Lucas & Co., Inc./JALCO.
San Francisco—Advertising Sales West.
New York City—AAA Representatives.
Chicago, Detroit, St. Louis, Kansas City—Jack Masia & Co., Inc.
Atlanta—Bernard I. Ochs Co.
Dallas—Mario Messina Company.
Denver—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 4b, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 22b, 23a, 24b, 25a, 26, 28c, 29a, 29b.
Contracts: 40a, 40c, 44a, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.
Member: Jalco-So/Cal Group, AAA California Spanish Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 3/1/68—Rec'd 2/23/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		1 MINUTE	
1 min.	6.00	5.75	5.50
30 sec.	4.50	4.30	4.15
ID's	3.50	3.25	3.10

7. PACKAGE PLANS

FIXED POSITION WITHIN HOURS		1 MINUTE	
PER WK:	5 t	10 t	15 t
1 min.	6.00	5.75	5.50
30 sec.	4.50	4.30	4.15
ID's	3.50	3.25	3.10

After 7 pm—20% discount. After 11 pm—50% discount.

8. PROGRAM TIME RATES

	1x	200x	500x	1000x
1 min.	6.00	5.75	5.50	5.00
30 sec.	4.50	4.30	4.15	4.00
ID's	3.50	3.25	3.10	3.00

DISCOUNTS
250x—30%
100x—20%

5. GENERAL ADVERTISING See coded regulations
See KUZZ listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 ET 3/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS

1 MIN:	Fixed	1x	6x	12x	18x	24x	30x
A	4.50	4.00	3.75	3.50	3.25	3.00	2.75
B	3.00	2.90	2.75	2.60	2.45	2.30	2.15

30 sec: 50% of 1-min. 10 sec: 25% of 1-min.

7. PACKAGE PLANS
ROS
(AAA 25%, AA 50%, A 25%)
PER WK: 12 t 18 t 24 t 30 t
Ea 8 7 6 5

BULK ROS
500x 1000x
3.00 2.75

To earn must be contracted for in advance.
No retroactive cash discounts.
Can be moved without notice, no affidavits.

8. PROGRAM TIME RATES

CLASS A		1 MINUTE	
1 hr.	45.00	42.50	40.00
1/2 hr.	30.00	28.50	26.00
1/4 hr.	20.00	19.00	18.00
10 min.	15.00	14.20	13.40
5 min.	9.00	8.50	8.00

CLASS B		1 MINUTE	
1 hr.	36.00	34.00	32.00
1/2 hr.	24.00	22.00	20.00
1/4 hr.	15.00	14.25	13.40
10 min.	12.00	11.35	10.70
5 min.	6.00	5.75	5.40

10. SPECIAL FEATURES
News—add 10% to 1-minute rate.

BARSTOW (2AM)

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KIOT

1960

Subscriber to the NAB Radio Code
Media Code 4 205 0870 7.00

Prudential Broadcasting Co., 29501 W. Hwy. 58, Barstow, Calif. 92311. Phone 714-256-2175, 2176.

1. PERSONNEL
President—John Parker.
Vice-Pres. & Gen'l Mgr.—Les Nelson.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
5,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24g, 25a, 26, 27, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47e, 51b.
Comb.: Cont. Discounts: 60f, 60i, 60j, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1P ET 2/1/68—Rec'd 2/22/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec
1 x	6.00	4.50	3.25
13 x	5.75	4.05	2.90
26 x	5.50	3.85	2.75
104 x	5.00	3.50	2.50
208 x	4.50	3.35	2.35
312 x	4.25	3.15	2.20
624 x	3.80	2.95	2.10
1000 x	3.40	2.40	2.00

7. PACKAGE PLANS
1-MINUTE—ROS—FLAT
Try-it Special (10 in 1 wk)..... 50
Early Bird Special (25 in 1 wk)..... 100
Economy Special (50 in 2 wk)..... 175
Blackout Special (100 in 1 mo)..... 300
Front Page Special (4 an hr for entire day)..... 125

8. PROGRAM TIME RATES

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 hr.	82.00	55.80	47.60	43.40	37.20
1/2 hr.	44.00	39.60	35.20	30.80	26.40
1/4 hr.	36.00	32.40	28.80	25.20	21.60
5 min.	18.00	16.20	14.40	12.60	10.80

KWTC

1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 0900 2.00

Mojave Valley Broadcasting, Inc., Box 1230, 29000 Radio Rd., Barstow, Calif. 92311. Phone 714-256-8484.

1. PERSONNEL
General Manager—W. T. Brown.
Sales Manager—Fred L. Mull.

2. REPRESENTATIVES
Program Director—R. Ralph Fletcher.
New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w. days; 250 w. nights; 1280 kc.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61c.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Member: Jalco-So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12B ET 3/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1000x	1500x	2000x
1 min.	4.00	3.75	3.50	3.25	3.00
30 sec.	3.00	2.80	2.60	2.40	2.20

7. PACKAGE PLANS

PER WK:	10 t	15 t	20 t	25 t	30 t	35 t</
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CALIFORNIA

Blythe—K Y O R—Continued

6. SPOT ANNOUNCEMENTS

CLASS AA		250 tl	500 tl	1000 tl
1 min.	4.00	3.75	3.50	2.75
30 sec.	2.00	2.80	2.60	2.25
CLASS A		2.25	2.50	2.00
1 min.	3.00	2.75	2.50	2.00
30 sec.	2.25	2.05	1.85	1.50

7. PACKAGE PLANS

WEEKLY PACKAGES		Class AA		Class A	
	1 min	30 sec	1 min	30 sec	1 min
10 tl	3.75	2.80	2.75	2.05	2.05
20 tl	3.50	2.60	2.50	1.85	1.85
30 tl	3.25	2.40	2.25	1.70	1.70
40 tl	3.00	2.25	2.00	1.50	1.50
DISCOUNTS		5% 52 wk		10%	
13 wk	2.25	2.05	1.85	1.50	1.50
26 wk	1.75	1.50	1.25	1.00	1.00

BRAWLEY

Imperial County—Map Location H-11
See SRDS consumer market map and data at beginning of the State.

KROP

1946



Media Code 4 205 1020 8.00
KROP Inc., Box 238, Brawley, Calif. 92227. Phone 714-344-1300.

- PERSONNEL
General Manager—Glenn A. Weber.
- REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
- FACILITIES
1,000 w. days, 500 w. nights; 1300 kc.
Non-directional.
Operating schedule: 5 am-11:05 pm Mon thru Sat;
7 am-11 pm. PST.
- AGENCY COMMISSION
15% on net time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a.
Affiliated with MBS Radio Network.
Member: Jalco-Soc/Cal Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME		ET		Rec'd 8/15/66.	
AA—8-9 am & 3:30-6:30 pm. Weekends included.		A—All other times.			
6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A	
	1 min	30 sec	1 min	30 sec	1 min
1 min	6.00	5.50	5.00	4.50	3.75
30 sec	4.80	4.40	4.00	3.60	3.20
7. PACKAGE PLANS		WEEKLY PACKAGES		PER WK, AA:	
	1 min	30 sec	10 tl	20 tl	30 tl
1 min	4.25	3.85	3.50	3.15	2.75
30 sec	3.40	3.10	2.70	2.50	2.20
8. PROGRAM TIME RATES		1x		26x	
1/4 hr.	15.00	13.25	12.25	11.00	
1/2 hr.	28.00	25.00	23.50	20.00	
10. SPECIAL FEATURES		5 MINUTE NEWS		DISCOUNTS	
AA	8.50	8.00	7.50	6.50	5.50
A	6.50	6.00	5.50	5.00	4.50
13 wk—5%.		26 wk—10%.			

BURBANK

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

CALEXICO

Imperial County—Map Location H-11
See SRDS consumer market map and data at beginning of the State

KICO

1947



Media Code 4 205 1050 5.00
Charles R. Love, Box 861, Broadcast House, El Centro, Calif. 92244. Phone 714-352-1490.
Calexico Studio—Hwy. 99, 6 miles south of El Centro, Calif. Elliott 7-1490; Brawley, Planters Hotel, Fieldbrook 4-1490.

- PERSONNEL
Owner—Charles R. Love.
General Manager—W. L. Gleason.
- REPRESENTATIVES
Savalli/Gates, Inc.
- FACILITIES
250 w. 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. PST.
- AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 4a, 6a, 7a.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.
Member: National Advertising Council, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS		ET		Rec'd 3/27/68.	
	1 min	30 sec	10 tl	20 tl	30 tl
1 min	4.00	3.75	5.2x	5.2x	2.75
30 sec	2.40	2.25	2.10	1.85	1.80
7. PACKAGE PLANS		WEEKLY—ROS		SATURATION PACKAGE	
	1 min	30 sec	10 tl	20 tl	30 tl
1 min	6.00	5.75	4.70	4.25	3.50
PER WK:		10 tl		20 tl	
30 sec	2.25	2.10	30.00	55.00	100.00
90 sec.		22.50		41.25	
50 words 30 sec.		22.50		41.25	
50 words 30 sec.		22.50		41.25	
25% off 100 word rate.					
8. PROGRAM TIME RATES		1x		13x	
1 hr.	45.00	42.75	40.50	40.25	38.00
1/2 hr.	27.00	25.50	24.50	22.90	20.61
1/4 hr.	18.00	17.10	16.20	15.30	13.87
10 min.	13.50	12.83	12.15	11.48	10.34
5 min.	9.00	8.50	8.10	7.65	6.57

XECB

SAN LUIS RIO COLORADO, MEXICO

City of license, San Luis Rio Colorado, Sonora, Mexico.
Box 84, Calexico, Calif. 92231
U. S. Representatives:
East, Middle West U. S.—AAA Representatives.
Western U. S.—Harlan G. Oakes, Inc.
See listing in Medios Publicitarios Mexicanos under San Luis Rio Colorado, Sonora.

XECL

1963

MEXICALI, MEX.

All Spanish Network

(This is a paid listing.)
Media Code 4 205 1125 5.00
U. S. Sales Office—48 E. Broadway, Tucson, Ariz. 85701. Phone 602-624-5588.

STATION'S PROGRAMMING DESCRIPTION
XECL: Programmed 100% in Spanish for Mexicans and Mexican-Americans.
MUSIC: emphasis on current standard hits of Mexico, middle-of-the-road format. NEWS: at 8 am, 12:30 pm, 5 pm, 9 pm. Soap operas: produced in Mexico City 8-10:30 am daily. Audience participation program 7-8 pm. Live coverage of civic and social events, air personalities handle all live programming. Commercials transcribed free. Rec'd 4/15/68.

- PERSONNEL
U. S. Sales Office—Alvin L. Korngold.
Owner—Miguel Villalobos.
- REPRESENTATIVES
Savalli/Gates, Inc.
- FACILITIES
5,000 w.; 990 kc. Non-directional.
Operating schedule: 5-1 am. PST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Member: All Spanish Network.
Rates include translating from English to Spanish.

TIME RATES

6. SPOT ANNOUNCEMENTS		ET		Rec'd 5/22/69.	
	1 min	30 sec	10 tl	20 tl	30 tl
1 min	6.00	5.00	5.50	5.00	5.00
30 sec	4.00	3.50	4.00	3.50	3.50
8. PROGRAM TIME RATES		1 hr		1/2 hr	
1 wk	45	25	15	9	(S)

XED

MEXICALI, MEXICO

City of license, Mexicali, Baja California, Mexico.
Box 84, Calexico, Calif. 92231
U. S. Representatives:
East, Middle West U. S.—AAA Representatives.
Western U. S.—Harlan G. Oakes, Inc.
See listing in Medios Publicitarios Mexicanos under Mexicali, Baja California, Mexico.

XEHG

MEXICALI, MEXICO

City of license, Mexicali, Baja California, Mexico.
Box 84, Calexico, Calif. 92231
U. S. Representatives:
East, Middle West U. S.—AAA Representatives.
Western U. S.—Harlan G. Oakes, Inc.
See listing in Medios Publicitarios Mexicanos under Mexicali, Baja California, Mexico.

XESU

MEXICALI, MEXICO

City of license, Mexicali, Baja California, Mexico.
Box 84, Calexico, Calif. 92231
U. S. Representatives:
East, Middle West U. S.—AAA Representatives.
Western U. S.—Harlan G. Oakes, Inc.
See listing in Medios Publicitarios Mexicanos under Mexicali, Baja California, Mexico.

CARLSBAD

San Diego County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

KARL (FM)

Media Code 4 205 1230 3.00
Radio KARL, Inc., Box 1277, Carlsbad, Calif. 92008.
Phone 714-729-7955.

- PERSONNEL
Owner—Gene Boss.
- REPRESENTATIVES
National Time Sales.
- FACILITIES
ERP 3,000 (horiz.), 3,000 (vert.); 95.9 mc. Stereo.
Operating schedule: 6 am-10:30 pm daily. PST.
Antenna ht.: 94 ft. above average terrain.
- AGENCY COMMISSION
15%: payable 30 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46, 47b, 48.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME		No. 2 ET 7/1/66—Rec'd 10/4/66.	
7. PACKAGE PLANS		26-52 WEEKS	
	1 min	30 sec	10 tl
1 min	2.75	2.45	2.25
30 sec	1.85	1.65	1.50
13-25 WEEKS		1-12 WEEKS	
1 min	3.25	3.75	5.00
30 sec	2.45	2.80	3.75
1 min	3.00	4.50	5.50
30 sec	2.00	3.40	4.15
8. PROGRAM TIME RATES		1/4 HOUR	
	1 min	2 tl	3 tl
13 wk	19.00	18.00	15.50
26 wk	17.25	16.25	13.50
52 wk	15.00	14.00	11.50
1/2 HOUR		1 HOUR	
13 wk	34.20	32.40	29.70
26 wk	31.00	29.20	26.40
52 wk	27.00	25.20	22.50
13 wk	65.00	61.60	56.40
26 wk	59.90	55.50	50.20
52 wk	51.30	47.90	42.70

CARMEL

Monterey County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KRML

1960

Subscriber to the NAB Radio Code
Media Code 4 205 1260 0.00
KRML, Inc., Drawer 6478, Carmel, Calif. 93921.
Phone 408-624-6431.

- PERSONNEL
Owner & Manager—Sam Salerno.
Office Manager—D. R. Salerno.
Program Director—Johnny Adams.
The Sandeberg—Glenn Company.
- REPRESENTATIVES
The Sandeberg—Glenn Company.
- FACILITIES
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION
15/0: 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11i, 12i, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24a, 24b, 25a, 25, 28a, 28c, 29a, 30, 33b, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56

CHICO (2 AM; 1 FM)

Butte County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KEQR (FM)

1967

Media Code 4 205 1330 1.00

Butte Broadcasting Co., Inc., Box 937, Chico, Calif. 95926. Phone 916-877-3872.
Studio: 8451 Skyway, Paradise, Calif. 95969.

STATION'S PROGRAMMING DESCRIPTION

KEQR (FM): Programmed for adults.
MUSIC: country & western. News and information features 4 times each hour, plus telephone opinion programs with toll-free telephone lines. SPORTS: at 14 min past each hour. FARM: daily agricultural and stock market reports at 16 min before each hour. COMMERCIAL POLICY single spotting only permitted. Rec'd 11/16/67.

1. PERSONNEL

President—Carl J. Auel.
Sec'y/Treas. & Sales Mgr.—Scott L. Smith.
Station Manager—Daniel L. Barnett.

2. FACILITIES

ERP 5,100 w.; 93.7 mc.
Operating schedule: 6 am-midnight daily. PST.
Antenna ht.: 290 ft. above average terrain.

3. AGENCY COMMISSION

15/0 net time; 10 days.

4. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21b, 22a, 23a, 24b, 25a, 26, 30.
Contracts: 40a, 42b, 45, 49.
Comb.; Cont. Discounts: 60a, 60l, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not accepted.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ET 9/1/69—Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	260x	520x	1000x
30 sec	3.80	3.30	3.00	2.70	2.40
20 sec	2.40	2.20	2.00	1.80	1.60
10 sec	1.80	1.65	1.50	1.35	1.20
10 sec	1.20	1.10	1.00	.90	.80

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	36	66	96	126	160
30 sec	24	44	64	84	100
20 sec	18	33	48	63	75
10 sec	12	22	32	42	50

Guaranteed fixed time, 1x rate.

8. PROGRAM TIME RATES

1 hr	1 mo	2 mo	3 mo	4+
	30	60	90	120

Includes 5 spots open, at :15, at :30, at :45 and close.
Maximum length 1-minute.

KHSL

1955

CBS Radio Network

Subscriber to the NAB Radio Code

Media Code 4 205 1350 9.00
The Golden Empire Broadcasting Co., Inc., Box 1041, 4th and Wall Sts., Chico, Calif. 95927.
Phone 916-342-0141.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mrs. Hugh McClung.
Station Manager—Charles H. Kinsey, Jr.
Operations Manager—Bob Gheller.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 6:00 a.m. to midnight. PST.

4. AGENCY COMMISSION

15/0 net on time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.
Member: CBS Radio Pacific Network.

TIME RATES

ET 7/1/67—Rec'd 7/3/67.

7. PACKAGE PLANS

Drive Time—7-9 am & 4-6 pm	5 ti	10 ti	20 ti	30 ti
PER WK:	8.00	7.25	6.75	6.25

All Other Times
1 min..... 7.00 6.25 5.75 5.25
20/30 sec: 80% of 1 min 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

10. SPECIAL FEATURES

5-Minute News—150% of 1-min.

KPAY

1949

A-Buy Radio Group



JOHN C. BUTLER & COMPANY, INC.



Subscriber to the NAB Radio Code
Media Code 4 205 1360 6.00
Ned Richardson, Box 369, Chico, Calif. 95926. Phone 916-342-4211.

1. PERSONNEL

General Manager—Ned Richardson.
Station Manager—Frank J. Mertz.

2. REPRESENTATIVES

John C. Butler & Company, Inc.

3. FACILITIES

10,000 w.; 1060 kc. Directional—night only.
Operating schedule: 5:30 a.m. to midnight. PST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 33b.
Contracts: 40a, 41, 45, 40, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60r, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: A-Buy Radio Group.

TIME RATES

No. 8 ET 1/1/68—Rec'd 12/4/67.

7. PACKAGE PLANS

AA—Mon thru Sat 6-9 am & 4-6 pm.
A—Mon thru Sat 9 am-4 pm & 6-8 pm; Sun 7 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

WKLY:	1 min	20/30	1 min	20/30	1 min	20/30
1 ti	10.00	8.00	7.50	6.00	5.50	4.40
5 ti	6.50	7.60	7.00	5.60	5.00	4.00
10 ti	9.00	7.20	6.50	5.20	4.60	3.70
20 ti	8.50	6.80	6.00	4.80	4.30	3.45
30 ti	8.00	6.40	5.50	4.40	4.00	3.20

CONSECUTIVE 52 WEEK RATE HOLDER

(ROS A Time)
WKLY: 3 ti 5 ti 10 ti 20 ti 30 ti
1 min..... 5.50 5.00 4.60 4.30 4.00
20/30 sec..... 4.40 4.00 3.70 3.45 3.20

8. PROGRAM TIME RATES

1/4 hr	1x	52x	104x	156x	260x	312x
5 min	30	28	24	22	20	18
15 min	15	14	13	12	11	10

9. PARTICIPATING PROGRAMS

Morris Taylor—Mon thru Fri 5:30-7 am; Sat 5:30-8 am. AA rates.
K-PAY Farm Journal—Mon thru Fri noon-1 pm, AA rates.

10. SPECIAL FEATURES

5 MINUTE NEWSCASTS
PER WK 13 wks 52 wks
3 12.50 12.00
6 ti 12.00 11.50

COACHELLA

Riverside County—Map Location G-10

See SRDS consumer market map and data at beginning of the State.

KCHV

1954

NBC Radio Network

Media Code 4 205 1410 1.00
Coachella Broadcasting Co., Drawer II, Indio, Calif. 92202. Phone 768-5524, 5699.
Studios: Palm Springs, Calif.; Palm Desert, Calif.
Palm Springs office—Palm Springs Tramway, P. O. Drawer FF, Phone 714-324-4732.

STATION'S PROGRAMMING DESCRIPTION

KCHV: Adult programming.
SPORTS: pro baseball, football, basketball. AIR PERSONALITIES with time segments. NEWS: telephone 2-way radio 9 am-noon, 2 mobile units, stock market reports. Spanish 4-7 am. Farm network 12:30-12:45 pm. Middle-of-the-road, showtunes, film music, etc. Contact Representative for further details. Rec'd 8/3/67.

1. PERSONNEL

Owner—Edward Gorges.
Manager—Ike Staples.
Farm Director—Don Bishop.

2. REPRESENTATIVES

San Francisco—The Sandberg-Glenn Company.
Chicago, New York—Burn-Smith Company, Inc.
Los Angeles—Call station direct.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 970 kc.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 24a, 26.
Contracts: 40c, 42a, 45, 46.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c.

Affiliated with NBC and KBS.
Member: California Farm Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME	1 min	5x	10x	15x	20x	30x
No. 8 ET 10/1/67—Rec'd 10/2/67.	10.80	8.10	6.70	5.70	4.80	3.35
6. SPOT ANNOUNCEMENTS	7.00	5.95	4.95	4.20	3.35	2.85
GUARANTEED TIMES	5.95	4.40	3.70	3.15	2.65	2.15

Spanish spots sold at guaranteed time rate.

ROS

1 min	8.70	6.25	5.50	4.55	3.45
30 sec	6.40	4.55	3.85	3.30	2.50
20 sec	4.80	3.40	2.90	2.50	1.90
10 sec	2.85	2.05	1.75	1.50	1.30

(CR-D)

COALINGA

Fresno County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KOLI

1950

Subscriber to the NAB Radio Code
Media Code 4 205 1440 6.00
James M. Strain, Box 1164, Coalinga, Calif. 93210.
Phone 209-935-0735.

STATION'S PROGRAMMING DESCRIPTION

KOLI: Programmed for adults.
MUSIC: middle-of-the-road with some latin, country and western and comedy. NEWS: every hour on hour.
SPORTS: locally oriented to recreation department, college and high school with live or tape broadcasts of out of town games. Public affairs programs cover issues of community interest, including political, civic, business, academic. Maximum 3 commercials per quarter hour. Product protection minimum 20 minutes. Contact Representative for further details. Rec'd 7/31/60.

1. PERSONNEL

General Manager—James M. Strain.
Assistant Manager—Janet Strain

2. REPRESENTATIVES

Grant Webb & Company.

3. FACILITIES

500 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. PST.

4. AGENCY COMMISSION

15% on recognized agencies.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 28a, 29a, 30, 32a.

Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60l, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 2 ET 8/1/67—Rec'd 8/11/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1x	4.00	2.60	3.35
26x	4.75	4.00	3.20
52x	4.30	3.70	2.80
104x	3.85	3.15	2.60
156x	3.65	2.95	2.60

Guaranteed Anchored Spots—30 seconds only take 1-minute.

7. PACKAGE PLANS

SATURATION PACKAGES
(10 days or less)

1 min	20 ti	30 ti	40 ti	50 ti	100 ti
30 sec	77.00	109.50	134.00	160.00	280.00
20 sec	65.00	89.50	106.00	125.00	205.00

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	156x	260x	312x
1/2 hr	40.00	37.50	35.00	32.50	30.00	27.50	25.00
1/4 hr	25.00	22.50	20.00	18.50	16.00	14.00	12.00
5 min	15.00	12.50	11.00	10.00	9.00	8.00	7.00
10 sec	8.00	5.60	5.20	4.80	4.40	4.00	4.00

10. SPECIAL FEATURES

Local News—On the even hour. Earned 5-minute rate plus 2.00 news charge.
Weather & Airs—Club news, hospital report, local news & interviews. Mon thru Fri 10-minutes at 9:35 am & 4 pm. 10-minute earned rate plus 4.00 news charge.

CONCORD

Contra Costa County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

KWUN

1961

Media Code 4 205 1470 5.00
Concord Radio Broadcasters, Inc., Box 1480, Concord, Calif. 94520. Phone 415-685-1480.
Studio: Kirker Pass Rd., Concord, Calif. 94520.

STATION'S PROGRAMMING DESCRIPTION

KWUN: Programmed for adults, young adults, housewives & commuters.
News, sports, traffic, weather, comedy contests, stocks, local features. 10 am-noon popular music, contests, personality. Noon-1 pm local interviews, news and comment. 1 pm-sign-off popular music, sports, contests, personality. NEWS: 5 min before hour, headlines on half hour. Local sports. Contact Representative for further details. Rec'd 2/27/69.

1. PERSONNEL

President—Norman Kestner.
Vice-Pres. & Gen'l Mgr.—Fred Pfeiffer.

2. REPRESENTATIVES

Advertising Sales West.

3. FACILITIES

500 w. days; 1480 kc. Directional.
Operating schedule: 5:00 am-local sunset. PST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12a, 13d, 14a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 25b, 25c, 29a, 30, 33c.
Contracts: 40a, 41, 44b, 45, 46, 47, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60l, 61c.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 11/1/67—Rec'd 10/9/67.

CALIFORNIA

6. SPOT ANNOUNCEMENTS

PER WK:	1x	26x	51x	101x	301x	501x	1000+
1 min	8.00	7.50	7.00	6.00	5.00	4.50	4.00
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	4.00	3.50	3.00	2.50	2.25	2.00	1.75

Specified times per

CALIFORNIA

Crescent City—K PLY—Continued

7. PACKAGE PLANS			
PER WK:	12 tl	24 tl	36 tl
1 min	42.00	72.00	99.00
30 sec	31.50	54.00	67.50

8. PROGRAM TIME RATES						
	1 hr	1 1/2 hr	2 hr	3 hr	4 hr	5 hr
1 time	100.00	80.00	32.00	14.00	14.00	14.00
12 times	35.00	55.00	23.00	10.00	10.00	10.00
24 times	30.00	50.00	20.00	9.00	9.00	9.00
52 times	25.00	45.00	24.00	13.00	13.00	13.00
104 times	20.00	40.00	22.00	18.00	18.00	18.00
156 times	15.00	37.50	20.00	11.00	11.00	11.00
280 times	10.00	35.00	18.00	10.00	10.00	10.00
212 times	8.00	33.00	16.00	9.00	9.00	9.00

KPOD

Media Code 4 205 1560 3.00
 William E. Stamps, Box 666, 267 I Street, Crescent City, Calif. 95531. Phone 707-464-3183.

- PERSONNEL**
 General Manager & Owner—William E. Stamps.
 Commercial Manager—Fred Andrews.
 Traffic & Prog. Dir.—Gail Maciel.
- REPRESENTATIVES**
 The Sandberg-Glenn Company.
- FACILITIES**
 1,000 w. days; 1310 kc.
 Operating schedule: 6:00 a.m. to 7:00 p.m. or local sunset. PST.
- AGENCY COMMISSION**
 15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 61a.
 Cancellation: 71a, 73a.
 All rates run-of-schedule with no additional charge for guaranteed times, subject to availability.

TIME RATES

Rates effective August 1, 1961. (Card No. 3.)
 Class received July 5, 1961.

6. SPOT ANNOUNCEMENTS			
30 sec.	1 min.	30 sec.	1 min.
1 time	3.15	3.80	156 times—2.65
13 times	2.95	3.55	260 times—2.60
26 times	2.90	3.50	312 times—2.45
52 times	2.85	3.48	364 times—2.35
104 times	2.75	3.39	624 times—2.05

7. PACKAGE PLANS

Plan "A"—Weekly Package			
Per week:	30 sec.	1 min.	30 sec.
10 spots	2.35	2.80	25 spots—1.90
15 spots	2.20	2.65	50 spots—1.75
20 spots	2.05	2.50	

Plan "B"—Daily Package

5 per day—10 per day—			
30 sec.	1 min.	30 sec.	1 min.
1 day	2.30	2.75	2.10
2 days	2.15	2.60	2.00
3 days	2.10	2.59	1.95
4 days	2.05	2.45	1.90
5 days	2.00	2.40	1.85
6 days	1.95	2.35	1.80
7 or more days	1.90	2.30	1.75

Consecutive Days—may skip any 1 day in week.

DELANO (1 AM; 1 FM)

Kern County—Map Location E-9
 See SHDS consumer market map and data at beginning of the State.

KCHJ

Media Code 4 205 1590 1.50
 Charles E. Johns, Box 1000, Avenue 12, Road 112, Tulare County, Delano, Calif. 93215. Phone 805-725-8070.

- PERSONNEL**
 General Manager—Jean G. Johns.
 Program Director—Joe McFollin.
- REPRESENTATIVES**
 Los Angeles—Harlan G. Oakes & Associates, Inc.
 San Francisco—The Sandberg-Glenn Company.
 Chicago, New York—Burn-Smith Company, Inc.
- FACILITIES**
 5,000 w. days; 1,000 w. nights; 1010 kc.
 Directional.
 Operating schedule: 6:00 a.m. to 1:00 a.m. PST.
- AGENCY COMMISSION**
 15/2 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 32a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

Rates effective August 20, 1960.
 Rates received August 20, 1960.

6. SPOT ANNOUNCEMENTS			
1 min.	30 sec.	20 sec.	10 sec.
1 time	10.00	7.50	5.00
13 times	9.50	7.00	5.00
26 times	9.00	6.50	5.00
52 times	8.50	6.00	5.00
104 times	8.00	5.50	4.50
156 times	7.50	5.00	4.00
280 times	7.00	4.50	3.50
312 times	6.50	4.00	3.00
500 times	6.00	3.50	2.50
1000 times	4.50	3.00	1.00

7. PACKAGE PLANS

SPOT SATURATION PACKAGES			
PER DAY, EA:	1 min	30 sec	20 sec
6 tl	6.50	4.00	3.00
10 tl	6.00	3.50	2.50
20 tl	4.50	3.00	2.00

WEEKLY PACKAGES

10 tl	7.00	4.50	3.50	2.50
25 tl	6.50	4.00	3.00	2.00
50 tl	6.00	3.50	2.50	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 time	100.00	80.00	32.00	14.00
12 times	35.00	55.00	23.00	10.00
24 times	30.00	50.00	20.00	9.00
52 times	25.00	45.00	24.00	13.00
104 times	20.00	40.00	22.00	18.00
156 times	15.00	37.50	20.00	11.00
280 times	10.00	35.00	18.00	10.00
212 times	8.00	33.00	16.00	9.00

KDNO (FM)

Media Code 4 205 1600 7.00
 KDNO-FM, Inc., Box 90, 1120 Kensington Dr., Delano, Calif. 93215. Phone 805-725-0492.

- PERSONNEL**
 President—E. J. Haley.
 Chief Engineer—Jack Koonce.
- FACILITIES**
 ERP 12,500 w. (horiz.), 6,200 w. (vert.); 98.5 mc.
 Operating schedule: 24 hours daily. PST.
 Antenna ht.: 620 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only; 1% cash discount. Payable 1% 10th, net 30 days from date of invoice.
- GENERAL ADVERTISING** See coded regulations
 General: 3d, 4a, 4d, 5.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 21c, 21d, 25a, 28b, 28c, 29a, 32a.
 Contracts: 41, 50, 51a, 51b.
 Comb.; Cont. Discounts: 60k, 61a, 62d, 62e.
 Cancellation: 70d, 71a.

TIME RATES

No. 3 EXT 9/1/60—Rec'd 7/22/60.

6. SPOT ANNOUNCEMENTS

(6 am-midnight)
 1 MINUTE

PER DAY: WK:	1 wk	2 wk	4 wk	13 wk	26 wk	52 wk
1 tl	7 tl 5.00	4.60	4.20	3.80	3.40	3.00
2 tl	14 tl 4.50	4.15	3.85	3.50	3.20	2.87
3 tl	21 tl 4.00	3.75	3.50	3.25	3.00	2.75
4 tl	28 tl 3.50	3.30	3.10	2.95	2.80	2.62
5 tl	35 tl 3.00	2.90	2.80	2.70	2.60	2.50

30 SECONDS

1 tl	7 tl 4.00	3.70	3.40	3.10	2.80	2.50
2 tl	14 tl 3.60	3.35	3.10	2.85	2.60	2.35
3 tl	21 tl 3.25	3.05	2.85	2.65	2.45	2.25
4 tl	28 tl 2.85	2.70	2.55	2.40	2.25	2.10
5 tl	35 tl 2.50	2.40	2.30	2.20	2.10	2.00

Less 50%.
 Schedule must be completed within 1 year from date of first broadcast. Scheduled weeks need not be consecutive.

Frequency per day may be changed weekly (with 2 weeks notice). Frequency and length of spot may be mixed for maximum discounts.

Position may be specified within 1 hour.

DINUBA

Tulare County—Map Location E-8
 See SHDS consumer market map and data at beginning of the State.

KRDU

Media Code 4 205 1620 5.00
 Radio Dinuba Co., 110 No. "L" St., Box 157, Dinuba, Calif. 93618. Phone 209-581-1130.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Egon Hofer.
 Sta. & Sales Mgr.—Dave Hofer, Jr.
- REPRESENTATIVES**
 San Francisco—The Sandberg-Glenn Company.
- FACILITIES**
 1,000 w.; 1130 kc. Directional—same pattern day and night.
 Operating schedule: 5 am-12 pm, PST.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 4b, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 22b, 23a, 24b, 25a, 28, 28c.
 Contracts: 45, 46, 48.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 EXT 2/1/60—Rec'd 1/27/60.

6. SPOT ANNOUNCEMENTS

PLACED

PER YR:	1x	15x	26x	52x	130x	260x
1 min.	6.00	5.00	4.50	4.00	3.75	3.50
30 sec.	5.00	4.00	3.75	3.50	3.25	3.00

FLOATER

1 min.	5.00	4.00	3.75	3.50	3.25	3.00
30 sec.	4.00	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS

1 MINUTE
 (To be run within 1 month)

Floater	250	100	75
Placed	250	125	100

30 SECONDS

Floater	150	75	50
Placed	200	100	70

10 sec floater minimum 30 per mo

8. PROGRAM TIME RATES

PER YR:	1x	15x	26x	52x	130x	260x
1 hr.	50	48	46	44	40	38
1/2 hr.	30	28	26	25	23	20
1/4 hr.	20	18	16	15	14	13
5 min.	10	9	8	7	6	5

(*) 8.50.

10. SPECIAL FEATURES

ROTATING NEWS
 (1 per day)

Mon thru Fri	65	75
Mon thru Sat	75	85

PER YR: 1x 15x 26x 52x 130x 260x

(*) 8.00 6.00 5.00 4.50 4.00 3.00

(*) Personalities.

EL CAJON

San Diego County—Map Location G-11
 See SHDS consumer market map and data at beginning of the State.

See San Diego Area (including El Cajon)

EL CENTRO (2 AM)

Imperial County—Map Location H-11
 See SHDS consumer market map and data at beginning of the State.

KAMP

RAB

Media Code 4 205 1650 2.00
 El Centro Radio Inc., KAMP Bldg., Box 1018, Sixth & Main Sts., El Centro, Calif. 92248. Phone 714-352-2277.

STATION'S PROGRAMMING DESCRIPTION
 KAMP: Programmed for mature adults and young adults.
 RAB: 8 am-7 am combined with country music. 12:30 pm second farm report and weather M-Sat. 8 hours farm per week plus farm weather report. NEWS: at :45. Sports at :15. Stock market report 2 times daily, open and closing. SPORTS: horse racing reports, high school basketball and football, college games and golfing reports. Road conditions. Highway travel. Women's programs. MUSIC: top 40. Religion on Sun. Member of AP wire service. Contact Representative for further details. Rec'd 3/21/69.

- PERSONNEL**
 President—Andrew Andreotti.
 General Manager—Bob Weaver.
 General Sales Manager—Robert Holland.
- REPRESENTATIVES**
 Los Angeles—Harlan G. Oakes, Inc.
 San Francisco—The Sandberg-Glenn Company.
 New York, Chicago—Burn-Smith Company, Inc.
 Dallas—Riley Representatives.

3. FACILITIES

1,000 w. days; 1430 kc. Non-directional.

Operating schedule: 5 am-local sunset.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
 General: 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 42b, 46, 48.
 Comb.; Cont. Discounts: 60b, 60k, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Member: California Low Desert Buy.

6. SPOT ANNOUNCEMENTS

EXT Rec'd 5/1/69.

1 min.	ix	28x	52x	156x	260x	520x
30 sec.	6.00	7.75	7.50	7.00	6.50	5.50
10 sec.	50%	6.40	6.20	6.00	5.80	4.40

10 sec: 50% of 1-min. Not combinable with other spots for frequency except on 2 for 1 basis.

7. PACKAGE PLANS

AA—Mon thru Fri 8:30-9 am & 4:30-6:30 pm.
 A—All other times.

1-12 WEEKS

CLASS AA	5 tl	10 tl	20 tl	30 tl	50 tl
1 min.	7.50	7.00	6.50	6.00	5.00
30 sec.	6.00	5.60	5.20	4.80	4.00

CLASS A

1 min.	7.00	6.50	6.00	5.50	4.50
3					

Escondido—KOWN—Continued

TIME RATES

No. 6A ET 9/1/68—Rec'd 11/20/68.
 AAA—Mon thru Fri 6-9 am & 3-6 pm.
 AA—Mon thru Fri 9 am-3 pm; Sat 6 am-8 pm.
 A—Mon thru Sat 6 pm-midnight; Sun all day.
 B—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA		CLASS AA		CLASS A		CLASS B	
PER WK:	1 tl 10 tl 15 tl 20 tl 30 tl 50 tl 70 tl	1 min 10 min 15 min 20 min 30 min 50 min 70 min	1 min 10 min 15 min 20 min 30 min 50 min 70 min	1 min 10 min 15 min 20 min 30 min 50 min 70 min	1 min 10 min 15 min 20 min 30 min 50 min 70 min	1 min 10 min 15 min 20 min 30 min 50 min 70 min	1 min 10 min 15 min 20 min 30 min 50 min 70 min
1 min	12.85 10.00 9.85 9.00 8.25 7.90 7.60	11.45 9.30 8.25 7.85 7.15 6.80 6.45	11.70 9.15 8.75 8.15 7.50 7.15 6.90	10.40 8.45 7.50 7.15 6.50 6.20 5.85	9.35 7.25 7.00 6.50 6.00 5.75 5.50	8.30 6.75 6.00 5.75 5.20 4.95 4.65	9.00 7.75 6.25 5.75 5.50 5.25
30 sec	11.45 9.30 8.25 7.85 7.15 6.80 6.45	11.70 9.15 8.75 8.15 7.50 7.15 6.90	10.40 8.45 7.50 7.15 6.50 6.20 5.85	9.35 7.25 7.00 6.50 6.00 5.75 5.50	8.30 6.75 6.00 5.75 5.20 4.95 4.65	9.00 7.75 6.25 5.75 5.50 5.25	8.30 6.75 6.00 5.75 5.20 4.95 4.65

Spots combine for frequency
 Rateholder: 10 10-second spots per week.

DISCOUNTS

13 wk—10% 26 wk—15% 39 wk—20% 52 wk—25%

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS AT :55
 Ea 1x 52x 260x 365x 520x
 Includes 1-minute spot plus 10-second open and close.
 Headlines—At :28 with billboards, 1-min/13 wk rate.

KOWN-FM

1966

Media Code 4 205 1711 2.00
 Palomar Broadcasting Co., 1217-A E. Valley Pkwy.,
 Escondido, Calif. 92025. Phone 714-745-8511.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Alan B. Skuba.
 Sales Manager—D. H. Sullivan.

2. REPRESENTATIVES
 Call station collect.

3. FACILITIES
 ERP 3,000 w.; 92.1 mc. Stereo.
 Operating schedule: 6 am-midnight, PST.
 Antenna ht.: 56 ft. below average terrain.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, *18b.
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26b, 28b,
 28c, 29b, 30, 33c.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b.
 Comb.: Cont. Discounts: 60a, 80c, 61b, 62b, 62d.
 Cancellation: 70b, 70c, 71a, 73b.
 Prod. Services: 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

(*) All rate protection prevails so long as a frequency of not less than 5 broadcasts per week is maintained.
 (†) Contact station for rates for periods longer than 1 hour.

TIME RATES

No. 7 ET 6/1/69—Rec'd 5/19/69.
 A—8 pm-midnight.
 B—6 am-6 pm.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
PER MO:	1 wk 13 wk 26 wk 52 wk	1 min 10 min 15 min 20 min 30 min 50 min 70 min	1 min 10 min 15 min 20 min 30 min 50 min 70 min
25 tl	4.75 4.50 4.00 3.50	4.75 4.50 4.00 3.50	4.75 4.50 4.00 3.50
40 tl	4.50 4.25 3.75 3.25	4.50 4.25 3.75 3.25	4.50 4.25 3.75 3.25
80 tl	4.25 4.00 3.50 3.00	4.25 4.00 3.50 3.00	4.25 4.00 3.50 3.00
100 tl	4.00 3.75 3.25 2.75	4.00 3.75 3.25 2.75	4.00 3.75 3.25 2.75

CLASS B

25 tl	3.00 3.50 3.25 2.75
40 tl	3.75 3.25 3.00 2.50
80 tl	3.25 3.00 2.75 2.25
100 tl	3.00 2.75 2.50 2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	39.00	23.50	17.50	7.75
13 x	37.00	22.00	16.50	7.50
26 x	35.00	20.75	15.50	7.25
52 x	20.25	19.50	13.00	6.50
104 x	26.00	15.50	11.75	6.00
156 x	24.50	14.50	11.00	5.50
260 x	21.00	12.50	9.75	5.00
312 x	19.50	11.75	8.75	4.50
365 x	18.00	10.75	7.75	4.25

6. SPOT ANNOUNCEMENTS

30 min	4.50	10 sec	2.50
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8. PROGRAM TIME RATES

1 hr	30.00	1/4 hr	12.50
1/2 hr	20.00	5 min	7.50

KINS

1946

A-Buy Radio Group

JOHN C. BUTLER & COMPANY, INC.

RAB

Subscriber to the NAB Radio Code
 Media Code 4 205 1740 1.00
 Eureka Broadcasting Co., Inc., Box "O," Eureka,
 Calif. 95501. Phone 707-442-5744.

STATION'S PROGRAMMING DESCRIPTION

KINS: Programmed for adult and mature young adult.
MUSIC: 80% of middle-of-the-road, film music, showtunes, standards, dixieland, swing, serious music Sun evening one and one half hours. **NEWS:** 25% of network news, 10 min on hour, 5 min features on half hour, plus 25 min public affairs program daily. **SPORTS:** 15% of major league baseball and football, college football. **RELIGIOUS:** programs Sun morning and late evening only. Contact Representative for further details. Rec'd 8/15/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Wendell Adams.
 Sales Manager—Hugo Papstein.
 Program Director—Len Andersen.

2. REPRESENTATIVES
 John C. Butler & Company, Inc.

3. FACILITIES
 5,000 w. days, 500 w. nights; 980 kc.
 Directional—night only.
 Operating schedule: 6 am-midnight, PST.
 Partial simulcast operation. Simulcast 10 min news at :50, 7 am-8 pm. Local news, weather & sports 12-12:30 pm; local news 5:50-6 pm. For non-simulcast facilities see KINS-FM.

4. AGENCY COMMISSION
 15% on net time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 24c, 25a.
 Contracts: 40a, 45, 46.
 Comb.: Cont. Discounts: 60a, 60g, 62d.
 National rates after commission are the same as local rates which are non-commissionable.
 Affiliated with CBS.
 Member: A-Buy Radio Group.

TIME RATES

ET 8/1/69—Rec'd 3/26/69.
 AA—Mon thru Fri 9:30-9 am & 4-6:30 pm.
 A—All other times.

7. PACKAGE PLANS

AA		A	
PER WK:	1 min 30 sec 10 sec	1 min 30 sec 10 sec	1 min 30 sec 10 sec
1 tl	8.00 6.40 4.00 6.40 5.12 3.20	5.00 4.00 2.50 4.00 3.20 2.00	5.00 4.00 2.50 4.00 3.20 2.00
10 tl	5.83 5.48 3.42 5.42 4.37 2.73	3.60 2.88 1.80 3.60 2.88 1.80	3.60 2.88 1.80 3.60 2.88 1.80
15 tl	5.04 4.03 2.62 4.02 3.22 2.01	2.80 2.24 1.40 2.80 2.24 1.40	2.80 2.24 1.40 2.80 2.24 1.40
20 tl	4.86 3.89 2.43 3.89 3.11 1.95	2.64 2.11 1.36 2.64 2.11 1.36	2.64 2.11 1.36 2.64 2.11 1.36
30 tl	4.68 3.75 2.34 3.75 3.00 1.88	2.50 2.00 1.25 2.50 2.00 1.25	2.50 2.00 1.25 2.50 2.00 1.25
35 tl	4.62 3.70 2.31 3.70 2.96 1.85	2.45 1.95 1.20 2.45 1.95 1.20	2.45 1.95 1.20 2.45 1.95 1.20
40 tl	4.55 3.63 2.28 3.63 2.91 1.82	2.40 1.90 1.15 2.40 1.90 1.15	2.40 1.90 1.15 2.40 1.90 1.15
50 tl	4.39 3.51 2.20 3.51 2.80 1.78	2.30 1.80 1.10 2.30 1.80 1.10	2.30 1.80 1.10 2.30 1.80 1.10

10 seconds cannot be combined for frequency.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	60	36	27
13x—3%	26x—7%	52x—10%	104x—18%

KINS-FM

1966

Media Code 4 205 1741 8.00
 Eureka Broadcasting Co., Inc., Box "O," Eureka,
 Calif. 95501. Phone 707-442-5744.

STATION'S PROGRAMMING DESCRIPTION
KINS-FM: Programmed for adults.
MUSIC: film music, showtunes, standards, 3 hours per week classical. **NEWS:** 10 min on hour, 7 am-8 pm. **COMMERCIAL POLICY:** maximum 12 commercials per hour. Contact Representative for further details. Rec'd 4/4/69.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Wendell Adams.
 Sales Manager—Hugo Papstein.
 Program Director—Leonard Andersen.

2. REPRESENTATIVES
 John C. Butler & Company, Inc.

3. FACILITIES
 ERP 30,000 w. (horiz.), 30,000 w. (vert.); 98.3 mc. Stereo.
 Operating schedule: 7 am-midnight, PST.
 Antenna ht.: 2830 ft. above average terrain.
 Partial simulcast operation. Operated separately except during news, weather and sports. For simulcast facilities see KINS.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 See KINS listing for coded regulations.

TIME RATES
 No. 1 ET 5/1/69—Rec'd 4/4/69.

6. SPOT ANNOUNCEMENTS

PER WK:	5 tl 10 tl 20 tl 30 tl
1 min	2.82 2.59 2.35 2.12
30 sec	2.26 2.07 1.88 1.70

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
Ea	30	18	14
13x—3%	26x—7%	52x—10%	104x—18%

KRED

1933

Media Code 4 205 1770 8.00
 California Oregon Radio Co., Radio Center, Box
 3E3E, "E" at 6th St., Eureka, Calif. 95501.
 Phone 707-443-1621.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Paul Hoff.

2. REPRESENTATIVES
 Adam Young-VTM, Inc.
 Northwest—Art Moore & Associates, Inc.

3. FACILITIES
 5,000 w.; 1480 kc. Directional—night only.
 Operating schedule: 6 am-11:10 pm weekdays; 6:25 am-10:10 pm Sun. PST.

4. AGENCY COMMISSION
 15% net time and talent; 20th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12c, 13c, 14b, 15a, 16.
 Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b,
 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a,
 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47a, 48, 49, 51a,
 51b, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a,
 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.
 Affiliated with MBS Radio Network.
 Member: Calif.-Ore. Radio Duo.

TIME RATES

Rates effective February 1, 1959. (Card No. 14.)
 Card received February 25, 1959.

6. SPOT ANNOUNCEMENTS

1 min		10 sec	
1 tl	10.00	280 tl	1 min
26 tl	9.50	520 tl	7.00
156 tl	8.50	1040 tl	6.00
		2000 tl	5.30

7. PACKAGE PLANS
 —Fixed Position—

ROS		ROS	
PER WK:	1 min 30 sec	1 min 30 sec	10 sec
1 tl	10.00 8.00 5.00 8.00 6.40 4.00	10.00 8.00 5.00 8.00 6.40 4.00	10.00 8.00 5.00 8.00 6.40 4.00
5 tl	8.50 6.80 4.25 6.80 5.44 3.40	8.50 6.80 4.25 6.80 5.44 3.40	8.50 6.80 4.25 6.80 5.44 3.40
10 tl	7.65 6.12 3.63 6.12 4.90 3.06	7.65 6.12 3.63 6.12 4.90 3.06	7.65 6.12 3.63 6.12 4.90 3.06
20 tl	6.80 5.44 3.40 5.44 4.35 2.72	6.80 5.44 3.40 5.44 4.35 2.72	6.80 5.44 3.40 5.44 4.35 2.72
30 tl	6.40 5.12 3.20 5.12 4.10 2.56	6.40 5.12 3.20 5.12 4.10 2.56	6.40 5.12 3.20 5.12 4.10 2.56
40 tl	6.00 4.80 3.00 4.80 3.84 2.40	6.00 4.80 3.00 4.80 3.84 2.40	6.00 4.80 3.00 4.80 3.84 2.40
50 tl	5.50 4.40 2.75 4.40 3.52 2.20	5.50 4.40 2.75 4.40 3.52 2.20	5.50 4.40 2.75 4.40 3.52 2.20
Per month:	Each	Each	Each
25 times	8.10	75 times	7.30
50 times	7.65	100 times	6.80

R.O.S.—30% of fixed position minute rate.
 Station breaks: 20-30 seconds—30% of minute rate.
 Time signals, 10 seconds—50% of minute rate.
 ID's may not be combined with other broadcasting services for the purposes of establishing frequency discounts on either the ID's or the other broadcasting service.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	50.00	30.00	20.00	16.00
26 tl	47.50	28.50	19.00	15.20
152 tl	45.00	27.00	18.00	14.40
52 tl	42.50	25.50	17.00	13.60
260 tl	40.00	24.00	16.00	12.80
520 tl	37.50	22.50	15.00	12.00

FORT BRAGG

Mendocino County—Map Location A-4
 See SRDS consumer market map and data at beginning of the State.

KDAC

1948

Media Code 4 205 1800 3.00
 Charles W. Stone, Box 1164, Fort Bragg, Calif. 95437
 Phone 964-3250.

1. PERSONNEL
 Owner—Charles W. Stone.

2. REPRESENTATIVES
 Advertising Sales West.

3. FACILITIES
 250 w.; 1230 kc. Non-directional.
 Operating schedule: 6 am-11 pm, PST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 5.
 Contracts: 40a.
 Affiliated with KBS.
 Affiliated with American Information Network.

TIME RATES

Rates effective April 1, 1961.
 Rates received May 4, 1961.

7. PACKAGE PLANS

1-MINUTE WEEKLY ANNOUNCEMENT PACKAGES

Per week:	1 wk	13 wks	26 wks	52 wks
1-6 times	4.00	3.75	3.25	3.00
7-13 times	3.50	3.25	2.75	2.50
14-20 times	3.35	3.10	2.60	2.35
21-26 times	3.00	2.75	2.25	2.00

1-MINUTE PACKAGES

10 announcements in 7 days	35.00
25 announcements in 7 days	75.00
40 announcements in 7 days	100.00
1,000 announcements in 52 weeks, each	2.25
30 seconds—80% of applicable 1-minute rate.	
10 seconds—50% of applicable 1-minute rate.	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	30.00	20.00	11.50	9.50
13 times	29.00	19.00	11.00	9.00
26 times	27.50	18.50	11.00	9.00
52 times	25.00	17.50	10.00	8.50
104 times	23.50	16.50	9.50	8.00
260 times	22.00	16.00	9.00	7.50
512 times	20.00	15.00	8.00	7.00

FORTUNA

Humboldt County—Map Location A-3
 See SRDS consumer market map and data at beginning of the State.

KIXF

1966

Subscriber to the NAB Radio Code
 Media Code 4 205 1815 1.00
 Dale A. Owens, Box 236, Fortuna, Calif. 95540.
 Phone 707-725-2525.

STATION'S PROGRAMMING DESCRIPTION
KIXF: Programmed for general interest with adult appeal emphasized.
 Air personalities feature middle-of-the-road music. **NEWS:** 5 min network news each hour, local and regional news highlights twice hourly. Expanded news, sports, weather and informational subjects 7-8:15 am and noon hour. **TALK:** program 9-10 am. Sports features, weather, interviews, discussions, calendar of area events, throughout entire broadcast schedule. National and regional sports programming. Personalities available for remote pickups anywhere. Contact Representative for further details. Rec'd 2/1/68.

1. PERSONNEL
 General Manager—Dale A. Owens.
 Program Director—Dave Godinho.

2. REPRESENTATIVES
 John A. Potter & Company.

3. FACILITIES
 1,000 w.; 1280 kc. Non-directional.
 Operating schedule: 6 am-local sunset, PST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 4a, 4c, 5, 6a, 8.
 Rate

CALIFORNIA

FREMONT

Alameda County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

K F M R (FM)
1981

RAB

Media Code 4 205 1860 7.00
Group IV Broadcasting, Inc., Box 443, Fremont, Calif. 94537. Phone 415-792-2555.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ken Weiss.
2. **REPRESENTATIVES**
Radio Time Sales/International.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Operating schedule: 24 hours daily. PST. Antenna ht.: 115 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 4a, 5a, 6a, 7a. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a. Contracts: 40a, 41a, 42a. Prod. Services: 80, 82.

TIME RATES

ET 2/1/69—Rec'd 1/24/69.

7. PACKAGE PLANS

PER WK. EA:	7 1/2	14 1/2	21 1/2	35 1/2	49 1/2
1 min.	7.00	8.75	8.50	8.00	5.50
30 sec.	10.75	5.50	5.25	4.75	4.00
Midnight-6 am, less 25%.					
10 sec: 50% of 1-min.					
1-minute and 30-second may be combined for frequency discount.					

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	1 hr	1 hr
5 min	12	18	24	42
13 wk—5%				
25 wk—10%				
52 wk—20%				

10. SPECIAL FEATURES

INTERNATIONAL, NATIONAL, STATE & LOCAL NEWS

PER WK: 5 1/2 25-40
5 min: 15.00 12.00

Includes 10-second open, 1-minute spot and 10-second close.

CLOSING STOCK MARKET REPORTS—PM ONLY

PER WK: 5 1/2 10-20
3 min: 7.00 8.00

Includes 10-second open, 30-second spot and 10-second close.

SPOTLIGHT ON SPORTS

International, National and Bay Area sports.

PER WK: 5 1/2 25-40
2-3 min: 8.50 8.00

Includes 10-second open, 30-second spot and 10-second close.

FRESNO (10 AM; 5 FM)

Fresno County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KARM KARM-FM
1938 1948

AVCO RADIO SALES
RAB

Media Code 4 205 1890 4.00
KARM Corp., Box 689, Suite 400, Del Webb Center, 2220 Tulare St., Fresno, Calif. 93721. Phone 209-237-4791.

STATION'S PROGRAMMING DESCRIPTION

KARM: Programmed for adults.

MUSIC: preselected by music director consisting of familiar, film music, standards and middle-of-the-road. Must be alternately instrumental and vocal, emceed by 6 air personalities under strict limitations.

Commercials clustered at quarter hour but never run back-to-back and limited to 16 per hour. NEWS: 5 min network news on hour preceded by 2 min local news headlines and followed by local weather, 2 mobile units, regional audio reports; statewide network and airplane available. Contact Representative for further details. Rec'd 1/27/69.

1. **PERSONNEL**
General Manager—Roger Larson.
Sales Manager—Mel Vierra.

2. **REPRESENTATIVES**
Avco Radio Sales.

3. **FACILITIES**
5,000 w. 1430 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. PST.
FM FACILITIES
ERP 7,400 w.; 101.9 mc.
Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
15% on net station charges.

5. **GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 3b, 4a, 5a, 6b, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a. Contracts: 40a, 42a, 45, 46, 48, 49a, 50a, 51a. Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62c. Cancellation: 70a, 70b, 71a, 73a. FM operated separately from AM. Affiliated with American FM Network. Affiliated with American Information Network.

TIME RATES
No. 3 ET 8/1/68—Rec'd 8/1/68.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm.

A—Mon thru Fri 10-13 pm; Sat & Sun 6 am-7 pm.

B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	B
1 1/2 hr	Open	24	25	20
6 1/2 hr	52x	26	21	18
12 1/2 hr	158x	24	20	17
18 1/2 hr	312x	22	19	16
24 1/2 hr	520x	20	18	15
30 1/2 hr	1040x	18	17	14

30/20 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS

PER WK:	1-2 AAA, 2AA, 2A)	120
12 1/2 (3AAA, 3AA, 5A, 1B)	205	
18 1/2 (4AAA, 4AA, 8A, 2B)	285	
24 1/2 (5AAA, 5AA, 11A, 3B)	350	
30 1/2 (6AAA, 6AA, 14A, 4B)	400	

Convertible Debenture Plans convert as follows:
Higher to Lower: each traffic time (AAA and/or AA) spot equal to 2 of the next lower (A) classification.
Each A spot equal to 2 B spots.
Lower to Higher: 3 spots of a lower classification equal to 2 of the next higher classification.

COMBINABILITY
Weekly Frequency Plan spots can be added to Convertible Debenture Plans at applicable Weekly Frequency Plan rates and are fully convertible.

KBIF

1947

Media Code 4 205 1920 9.00
KBIF, Inc., 261 N. Broadway, Fresno, Calif. 93701. Phone 209-266-0791.

1. PERSONNEL

President—Norwood J. Patterson.
Manager—Bill LeTourneau.

3. FACILITIES

1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING

See coded regulations. General: 1a, 2a, 3a, 4a, 4b, 5a, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a. Contracts: 41, 42a, 43, 47a, 51b. Comb.; Cont. Discounts: 60a, 62d. Cancellation: 70a, 70b, 71a. Prod. Services: 80, 81, 82.

TIME RATES
ET 2/10/69—Rec'd 2/10/69.

5. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 x	7.70	6.05
13 x	7.45	5.80
26 x	6.80	5.50
52 x	6.80	5.25
104 x	6.25	4.95
208 x	5.95	4.70
260 x	5.50	4.40
325 x	5.15	4.15
625 x	4.80	3.85
1000 x	4.15	3.30

5. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 x	7.70	6.05
13 x	7.45	5.80
26 x	6.80	5.50
52 x	6.80	5.25
104 x	6.25	4.95
208 x	5.95	4.70
260 x	5.50	4.40
325 x	5.15	4.15
625 x	4.80	3.85
1000 x	4.15	3.30

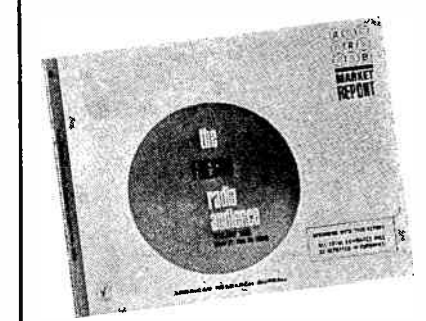
5. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 x	7.70	6.05
13 x	7.45	5.80
26 x	6.80	5.50
52 x	6.80	5.25
104 x	6.25	4.95
208 x	5.95	4.70
260 x	5.50	4.40
325 x	5.15	4.15
625 x	4.80	3.85
1000 x	4.15	3.30

5. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 x	7.70	6.05
13 x	7.45	5.80
26 x	6.80	5.50
52 x	6.80	5.25
104 x	6.25	4.95
208 x	5.95	4.70
260 x	5.50	4.40
325 x	5.15	4.15
625 x	4.80	3.85
1000 x	4.15	3.30

ADULT BEST SELLER!



April-May 1969 Metro
AVERAGE QUARTER HOUR RATINGS, MONDAY THROUGH SUNDAY, 6 AM-12 MID.

Women, 25-49 Combined	FIRST!
Women, 25-34	FIRST!
Women, 25-34	SECOND!
Women, 18-24	SECOND!
Men, 25-49 Combined	SECOND!
Men, 25-49	SECOND!
Men, 25-34	FIRST!
Men, 18-24	SECOND!

NEVER LOWER THAN THIRD IN ANY TOTAL WEEK CATEGORY! CONSISTENTLY BEST BUY!

WHO? KARM! (KARM???) YES, KARM!

(AVCO Radio Sales sells Fresno's ADULT BEST SELLER)
(Subject to published limitations . . . estimates only!)

7. PACKAGE PLANS

PER WK:	10 1/2	15 1/2	20 1/2	25 1/2	30 1/2	35 1/2	40 1/2	50 1/2	100 1/2
Ea	6.80	6.35	5.80	5.50	5.25	4.95	4.70	4.40	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 MINUTES
71.50	69.25	67.25	66.00
37.50	36.85	36.25	35.75
19.00	18.75	18.50	18.15

1 x 11.00 208 x 8.75
13 x 10.50 260 x 8.25
26 x 10.00 425 x 7.75
52 x 9.50 825 x 7.40
104 x 9.25 1000 x 7.15

KEAP

1957

Country & Western

Media Code 4 205 1980 3.00
H.B.C. Broadcasters, Inc., 3324 N. Blackstone Ave., Manchester Center, Fresno, Calif. 93755. Phone 209-222-7741.

1. PERSONNEL

Pres. & Gen'l Mgr.—John M. Hooker.
Vice-President—Don Cens.
Program Manager—Bob Adams.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

500 w. days; 990 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. PST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations. General: 1a, 2a, 3a, 4a, 4b, 5a, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a. Contracts: 40a, 42b, 45, 46, 47a. Comb.; Cont. Discounts: 60a, 60k, 61c. Cancellation: 70a, 70b, 71a, 73a. Announcement packages cannot be combined to earn frequency rates. Member: National AgriRadio Groups, Inc.

TIME RATES
No. 1 ET 7/1/67—Rec'd 6/28/67.

AA—Mon thru Sat 6-10 am & 3-7 pm.

7. PACKAGE PLANS

PER WK. EA:	CLASS AA	6 1/2	12 1/2	18 1/2	24 1/2
1 min	12.00	10.00	9.00	8.00	7.00
30 sec	9.50	8.00	7.00	6.50	5.50
10 sec	6.00	5.00	4.50	4.00	3.50

PER WK. EA: CLASS A

1 min 9.00 8.00 7.00 6.00 5.50 5.00

30 sec 7.00 6.50 5.50 5.00 4.50 4.00

10 sec 4.50 4.00 3.50 3.00 2.75 2.50

10. SPECIAL FEATURES

NEWSCASTS AND SPORTS

5 min DISCOUNTS ON PROGRAMS ONLY

26 wk—10% 52 wks—20%

Rates include talent and news service charge.

K FIG (FM)

1961

Media Code 4 205 2000 9.00

Universal Broadcasting Co., Inc., Del Webb Cir., Suite 402, 2220 Tulare St., Fresno, Calif. 93721. Phone 209-290-2511.

STATION'S PROGRAMMING DESCRIPTION

KFIG (FM): Programmed for adults 20-45 years of age.

MUSIC: current middle-of-the-road. Features today's popular hits, current standards and original hit versions of past few years. 50% vocal, 50% instrumental. Selections announced in sequences of 3.

COMMERCIAL POLICY: 8 minutes maximum every hour. Contact Representative for further details. Rec'd 9/30/68.

1. PERSONNEL

General Manager—Stephen P. Snell.
National Sales Manager—Len C. Smith.
Sales Manager—Tom Jones.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP 22,000 w. (horiz.), 22,000 w. (vert.); 94.5 mc. Stereo.

Operating schedule: 6 am-midnight. PST.

Antenna ht.: 204 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations. General: 1a, 2a, 3a, 3b, 4a, 4b, 5a, 6b, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 22a, 23b, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a. Contracts: 40a, 44a, 45, 46, 48, 49, 50, 51a. Comb.; Cont. Discounts: 61a.

Cancellation: 70a, 70b, 71a.

Member: The Groskin Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 ET 9/1/69—Rec'd 8/7/69.

Fresno—K F R E-FM—Continued

4. AGENCY COMMISSION
15% of time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40x
TV facilities: KFRE-TV.
TIME RATES
Rates effective January 1, 1963. (Card No. 4.)
Rates received February 6, 1963.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 hr	10.00
15 hr	9.00
30 hr	8.00
60 hr	8.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	5 min
1 hr	70.00	42.00
15 hr	65.00	39.00
30 hr	60.00	36.00
60 hr	55.00	33.00
125 hr	50.00	30.00
250 hr	45.00	27.00
500 hr	40.00	24.00

KGST
1949

Spanish Language

RAB

Media Code 4 205 2040 5.00
International Radio, Inc., Box 1007, Fresno, Calif.
93714. Phone 209-266-9901.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard E. Ryan.
Sales Manager—Jim Pollan.
Operations Manager—Ben Gutierrez.
2. REPRESENTATIVES
New York, Chicago, Atlanta, Dallas—Savalli/Gates, Inc.
San Francisco—Don R. Pickens Co.
Los Angeles—Harlan G. Oakes & Associates.

3. FACILITIES
8,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See Coded Regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 29a, 32a, 33b.
Contracts: 40a, 41, 44b, 45, 47e.
Comb.: Cont. Discounts: 60c, 60d, 60e, 60f, 60g, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Amigo Spanish Group.

TIME RATES
No. 7 ET 9/1/67—Rec'd 9/11/67.
6. SPOT ANNOUNCEMENTS

1x	26x	52x	156x	312x	624x	1040x
1 min 9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec 6.75	6.40	6.00	5.60	5.25	4.85	4.50
10 sec 4.50	4.25	4.00	3.75	3.50	3.25	3.00

May be combined to earn rate and frequency.

7. PACKAGE PLANS

PER WK:	10	15	20	25	30
1 min	7.50	7.25	7.00	6.75	6.50
30 sec	5.60	5.45	5.30	5.15	5.00
10 sec	3.75	3.65	3.50	3.40	3.25

May be combined to earn rate and frequency.

8. PROGRAM TIME RATES

1 hr	1/2 hr	5 min
1 hr	85	60
1/2 hr	39	33
1/4 hr	26	22
5 min	13	11

DISCOUNTS
13 wk—5% 26 wk—7-1/2% 52 wk—10%

KIRV
1962

Media Code 4 205 2070 2.00
KIRV Radio, Inc., Box 2373, 1615 N. Blackstone Ave., Fresno, Calif. 93723. Phone 209-233-0786.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Ulrich.
Station Manager—William B. Dallas.
2. REPRESENTATIVES
Los Angeles, San Francisco, Chicago, New York—J. A. Lucas & Company/JALCO.
3. FACILITIES
500 w. days; 1510 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60c, 60h, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.
Member: Jalco-No/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 9/1/67—Rec'd 7/31/67.
AA—Guaranteed Time Mon thru Fri 6-9 am & 4-6 pm.
A—ROS, all other times.

6. SPOT ANNOUNCEMENTS

1 min	250x	500x	1000x
1 min	5.00	4.50	4.00
30 sec	4.00	3.80	3.20

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	1 min 30 sec	1 min 30 sec
10 hr	6.50	6.00
20 hr	6.00	5.50
30 hr	5.50	5.00
40 hr	5.00	4.50
50 hr	4.00	3.20

MONTHLY PACKAGES
(ROS—within 1 month or less)

PER MO:	10 hr	30 hr	60 hr	90 hr	120 hr	150 hr
1 min	5.50	5.00	4.50	4.20	3.90	3.60
30 sec	4.40	4.00	3.60	3.40	3.10	2.90

CONSECUTIVE WEEKS DISCOUNT
13 wks—5% 26 wks—10% 52 wks—15%

10. SPECIAL FEATURES
NEWSCASTS
(5 min on the hour)

PER DAY:	1 hr	2 hr	3 hr	1 hr	2 hr	3 hr
1 hr	8	7	6	7	6	5

CONSECUTIVE WEEKS DISCOUNT
13 wks—5% 26 wks—10% 52 wks—15%

K K N U (FM)
(formerly KXQR (FM)
1962

NIA FIM B

Media Code 4 205 2085 0.00
KXQR, Box 5176, Fresno, Calif. 93755. Phone 290-2129.

STATION'S PROGRAMMING DESCRIPTION
KXQR(FM): MUSIC: middle-of-the-road popular music. Contact Representative for further details.
Rec'd 11/22/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Elbert H. Dean.
2. REPRESENTATIVES
John A. Potter & Company.
3. FACILITIES
ERP 37,000 w.; 102.7 mc.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25b, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60h, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Commercial time available limited to 6 minutes per hour.

TIME RATES
Rates effective May 1, 1964. (Card No. 4.)
Card received May 20, 1964.

6. SPOT ANNOUNCEMENTS

1 hr	1 min 30 sec	1 min 30 sec
1 hr	8.00	5.75
13 hr	7.00	5.25
26 hr	6.25	5.00

7. PACKAGE PLANS

PER WK:	1 min 30 sec	1 min 30 sec
7 hr	7.00	5.25
14 hr	6.25	5.00
21 hr	5.75	5.00

DISCOUNTS
13 wk—5% 5% 52 wk—20% 26 wk—10%

1 FIRST in FRESNO for 13 STRAIGHT YEARS

KYNO

Dominates the 5 County Central California Market in every time period with more adult men and women. Your MUST Buy Station!

*Pulse—5 County Oct.-Nov., 1966
Pulse—Metro — February, 1969
ARB — Metro — October, 1968 —
Avg. 1/4 hour audience

Robert E. Eastman & Co., Inc.
William L. Simpson & Assoc.

CALIFORNIA

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr
1 hr	45	30

DISCOUNTS
13x—10% 52x—30%
26x—20% 104x—35%

KMAK
1953

Media Code 4 205 2100 7.00
Fresno Broadcasters, Inc., 2020 E. McKinley Ave., Fresno, Calif. 93703. Phone 209-266-9448.

STATION'S PROGRAMMING DESCRIPTION
KMAK: MUSIC: modern country. NEWS: at :15 and :45 past hour. 3 mobiles and 2 porta-mobile units. Plus network and state audio. Contact Representative for further details. Rec'd 12/27/68.

1. PERSONNEL
President—Ralph Guild.
Manager—John Ogden.
2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30c.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with American Entertainment Network

TIME RATES
Eff 6/1/65—Rec'd 4/29/68.
A—Mon thru Fri 6-9:30 am & 4-7 pm.
B—Mon thru Fri 9:30 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm.
C—Daily 10 pm-6 am.

8. SPOT ANNOUNCEMENTS

PER WK:	1 hr	6 hr	12 hr	18 hr	24 hr	36 hr
AA	30	26	24	22	21	20
A	26	22	20	18	17	16
B	18	14	13	12	11	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK ROS:	12 hr	18 hr	24 hr	30 hr	36 hr
1 min	156	216	264	300	324
30 sec	117	162	198	225	243

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr
1 hr	100	75

DISCOUNTS
26 wks (in year) 5% 52 wks 10%

KMJ

A McClatchy Beeline Station

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 2130 4.00
McClatchy Broadcasting Company, 1515 Van Ness Ave., Fresno, Calif. 93721. Phone 209-268-5771.
TWX 209-481-1372.

1. PERSONNEL
Manager—Jeff Nagle.
2. REPRESENTATIVES
Katz Radio, West.
McClatchy Sales Office: See Rep & S/O Group.
3. FACILITIES
5,000 w.; 590 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Affiliated with Katz Radio A.I.D. Plan.
Member: Beeline, McClatchy; California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 43B Eff 3/15/60—Rec'd 3/14/69.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10a-11 pm & 3:30-7 pm; Sat 6-10 am.
A—Mon thru Fri 10 am-noon, 1-3:30 pm & 7-8 pm; Sat 10 am-6 pm.
M—All other times.
(c) Advertiser may choose 6-9 am or 7-10 am.

8. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 hr	6 hr	12 hr	18 hr	24 hr
AAA	35	33	31	30	29
AA	31	29	27	26	25
A	22	20	18	17	16
B	18	17	16	15	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
50/50 TRAFFIC PLAN

Schedules of at least 1/2 combined AAA and AA spots in AA will earn AA rates on all AAA and AA spots.

7. PACKAGE PLANS

PER WK, 1 MIN:	12 hr	18 hr	24 hr
1/2AAA/AA, 12A/B	232.00	315.00	396.00
TAP I:			
1/3AAA/AA, 2/3A/B	204.00	288.00	360.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(This listing continued on next page)

Beeline
Radio

KMJ
AGAIN No. 1
IN FRESNO
RADIO

The April 17-May 14, 1969
Fresno ARB 9 county total survey
area again shows KMJ the top
station with the adult listeners.

Total Cumulative Listeners 18+ 6 AM-Midnight Monday-Sunday

KMJ	Total Listeners		
	Men	Women	
Station A	201,900	112,100	89,800
Station B	156,400	77,700	78,700
	147,300	67,000	80,300

KMJ No. 1 Average Number of Listeners 18+ 6:00 AM-Midnight Monday-Sunday

- No. 1 6-10 AM Monday-Friday
- No. 1 10 AM-3 PM Monday-Friday
- No. 2 3-7 PM Monday-Friday
- No. 1 3-7 PM Monday-Friday (25+)
- No. 1 7PM-Midnight Monday-Friday

Ask your Katz man for the full story on KMJ's more than 40 years of broadcast service that produces sales results in inland central California.

Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

KMJ

FRESNO, CALIFORNIA

KATZ RADIO
NATIONAL REPRESENTATIVE

McClatchy
Broadcasting

CALIFORNIA

Fresno—K M J—Continued

8. PROGRAM TIME RATES

PER WK. EA.	(Mon thru Fri 6-10 am)	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100	84	50	35	25	20
26 ti	180	100	62	48	33	28
52 ti	160	90	60	44	32	26
104 ti	140	85	54	42	30	24
156 ti	130	80	53	39	29	23
260 ti	120	75	52	37	28	22
312 ti	110	70	46	36	27	21
520 ti	100	60	44	34	25	20

All other times to 8 pm: 15% discount.
After 8 pm: rates on request.

10. SPECIAL FEATURES

NEWS AND FARM CHARGES (Commissionable)	1/2 hr	1/4 hr	10 min	5 min
News	15.00	10.00	6.00	4.00
Farm	20.00	15.00	10.00	7.50

COMBINABILITY

Programs and spots may not be combined to earn times-per-week discounts.
5-minute programs broadcast on same day for same sponsor may be combined for contiguous rates only in A and B spot time, 10-minute, or longer, programs broadcast on same day for same sponsor may be combined for contiguous rates in all time periods.

K M J-FM

1949



Subscriber to the NAB Radio Code

Media Code 4 205 2131 2.00
McClatchy Broadcasting, 1515 Van Ness Ave., Fresno, Calif. 93721. Phone 209-283-5771. TWX 209-491-1372.

- PERSONNEL**
Manager—Jeff Nagle.
- REPRESENTATIVES**
Katz Radio, West.
McClatchy Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
ERP 7,300 w.; 97.9 mc.
Operating schedule: 4:00 pm-midnight, PST.
Antenna ht.: 630 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
See K M J listing for time rates.

Rates effective December 1, 1965. (Card No. 1.)
Card received December 6, 1965.

6. SPOT ANNOUNCEMENTS	PER WK:	1 min	Chain-per year
1 ti	5	5.00	4.50
52 ti	3	4.50	4.00
156 ti	10	4.00	3.50
260 ti	10	3.50	3.00
312 ti	15	3.00	2.50
520 ti	20	2.50	2.00
1040 ti	25	2.00	1.50

8. PROGRAM TIME RATES	1 hr	1/2 hr	1 hr	1/2 hr
1 ti	20.00	12.00	280 ti	14.00
13 ti	19.00	11.00	312 ti	12.00
26 ti	18.00	10.00	520 ti	10.00
52 ti	16.00	9.00		

1/4 hr—50% of 1-hour rates.
10. SPECIAL FEATURES
Newcasts: 1-minute rate plus 50%.

KXEX

1962

Media Code 4 205 2160 1.00
Atlas Broadcasting Co., Box 1613, Fresno, Calif. 93717. Phone 209-233-8803.

- PERSONNEL**
General Manager—John W. Sonder.
- REPRESENTATIVES**
AAA Representatives.
San Francisco, Los Angeles—Call collect 283-8803, Fresno.
- FACILITIES**
500 w.; 1,550 kc. Non-directional.
Operating schedule: 6 am-local sunset, PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20a, 22b, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61b, 61c, 62b.
Cancellation: 70a, 70c, 73a.
Member: AAA California Spanish Network.

No. 3 ET 1/1/69—Rec'd 1/8/69.

6. SPOT ANNOUNCEMENTS	1x	15x	30x	60x	156x	312x	624x	1040x
1 min	9.50	8.50	8.25	8.00	7.50	7.00	6.75	6.50
30 sec	7.15	6.40	6.20	6.00	5.65	5.25	5.10	4.90
10 sec	4.75	4.25	4.15	4.00	3.75	3.50	3.40	3.25

7. PACKAGE PLANS	PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti
1 min	80.00	112.50	145.00	175.00	202.50	260.00	300.00
30 sec	60.00	84.75	109.00	131.25	153.00	198.00	230.00
10 sec	40.00	56.25	73.00	87.50	102.00	130.00	150.00

8. PROGRAM TIME RATES	1x	26x	56x	156x	312x
1 hr	70	65	60	55	50
1/2 hr	38	35	32	29	27
1/4 hr	25	23	22	20	(*)

(*) 17.50.

10. SPECIAL FEATURES

NEWS
1x 26x 56x 156x 312x
5 min. 17.50 16.50 15.00 13.75 13.50

KXQR (FM)

NOTE: The call letters of this station have been changed to:

KKNU (FM)

KYNO

1947

The Eastman Station



Subscriber to the NAB Radio Code

Media Code 4 205 2220 3.00
Radio KYNO, Voice of Fresno, KYNO Bldg., 2125 N. Barton Ave., Fresno, Calif. 93703. Phone 209-255-8383.

- PERSONNEL**
President—Gene Chenuauil.
Vice-Pres. & Gen'l Mgr.—Wayne Decker.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Portland-Seattle—William L. Simpson & Associates.
- FACILITIES**
5,000 w. day, 1,000 w. nights; 1300 kc.
Directional—night only.
Operating schedule: 24 hours daily, PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 25b, 25c, 29a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with Eastman Radio Network.

TIME RATES

No. 17 ET 9/1/68—Rec'd 8/26/68.

- Mon thru Sat 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
- Mon thru Sun 7-10 pm; Mon thru Fri 10 am-3 pm; Sat 10 am-noon.
- Mon thru Sun 5-6 am & 10 pm-midnight; Sun 6 am-noon.
- Mon thru Sun midnight-5 am.

7. PACKAGE PLANS	PLAN I	1 ti	12 ti	18 ti	24 ti
1 min	35.00	32.00	31.00	30.00	30.00
30/20 sec	28.00	25.80	24.80	24.00	24.00
10 sec	17.50	16.00	15.50	15.00	15.00

PLAN II	1 min	30.00	28.00	26.00	25.00
30/20 sec	24.00	22.40	20.80	20.00	20.00
10 sec	15.00	14.00	13.00	12.50	12.50

PLAN III	1 min	20.00	23.00	21.00	20.00
30/20 sec	20.00	18.40	16.80	16.00	16.00
10 sec	12.50	11.50	10.50	10.00	10.00

1 min. 10.00 8.00 7.00 6.00
30/20 sec 8.00 6.40 5.80 4.80
10 sec 5.00 4.00 3.50 3.00

ROS PLAN—BTA
Applicable rates less 20%. Movable or preemptible without notice.

CONSECUTIVE WEEKS DISCOUNT
26 wk—5% 52 wk—10%

Ratemaker. Minimum wky sched of 8 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

10. SPECIAL FEATURES

News participation—1 min spot within newcasts, extra 20%.

GARDEN GROVE

Orange County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

See Anaheim-Santa Ana-Garden Grove

GILROY

Santa Clara County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KAZA

1957

Media Code 4 205 2250 0.00
South Valley Broadcasters, 63 W. San Fernando St., San Jose, Calif. 95113. Phone 282-5737, 5739.

Main Studio: 59 N. Monterey St., Gilroy, Calif. 95020. Phone 842-3155.

- PERSONNEL**
General Manager—Richard E. Ryan.
Sales Manager—Eugene Hogan.
Program Director—Enid Eldridge.
- REPRESENTATIVES**
New York, Chicago, Atlanta, Dallas—Savalli/Gates, Inc.
San Francisco—Don R. Pickens Co.
Los Angeles—Harlan G. Oakes, Inc.

5,000 w. days; 1200 kc. Directional.
Operating schedule: 5:00 am-local sunset, PST.

- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: The American Spanish Group.

TIME RATES

ET 12/1/66—Rec'd 1/26/67.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
1 x	9.50	7.10	4.75
13 x	9.25	6.80	4.60
26 x	9.00	6.75	4.50
52 x	8.75	6.50	4.40
104 x	8.50	6.30	4.25
156 x	8.25	6.20	4.10
260 x	8.00	6.00	4.00
520 x	7.50	5.75	3.75

7. PACKAGE PLANS	1-MINUTE SPOT PACKAGES	PER WK:	1 wk	13 wk	26 wk	52 wk
10 ti	8.50	8.25	8.00	7.75	7.50	7.25
15 ti	8.25	8.00	7.75	7.50	7.25	7.00
20 ti	8.00	7.75	7.50	7.25	7.00	6.75
25 ti	7.75	7.50	7.25	7.00	6.75	6.50

8. PROGRAM TIME RATES	1/2 hr	1 hr	1 1/2 hr	2 hr	3 hr	4 hr
1/2 hr	50.00	47.50	45.00	42.50	40.00	37.50
1 hr	30.00	28.50	27.00	25.50	24.00	22.50
1 1/2 hr	15.00	14.25	13.50	12.75	12.00	11.25

GLENDALE

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

HANFORD

Kings County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KNGS

1948

The Eastman Station

Media Code 4 205 2310 2.00
Central California Communications Corp., Box 49, 4 miles east of Hanford, Calif. 93230, on Hwy. 198. Phone 209-582-0361.

- PERSONNEL**
Manager—Forrest A. Howard.
Adm. Asst. Pres. Staff—Jack Rivers.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w.; 620 kc. Directional—night only.
Operating schedule: 24 hours daily, PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

ET 12/1/67—Rec'd 11/2/67.

- Mon thru Sat 6-9 am & 3-7 pm.
- Mon thru Sat 9 am-3 pm.
- All other times.

7. PACKAGE PLANS	SECTION I	1 ti	12 ti	18 ti	24 ti
1 min	8.00	7.00	6.50	6.00	6.00
30/20 sec	6.40	5.60	5.20	4.80	4.80
10 sec	4.00	3.50	3.25	3.00	3.00

SECTION II	1 min <th>6.00</th> <th>5.50</th> <th>5.00</th>	6.00	5.50	5.00
30/20 sec	5.80	4.80	4.40	4.00
10 sec	3.50	3.00	2.75	2.50

SECTION III	1 min <th>6.00</th> <th>5.00</th> <th>4.50</th> <th>4.00</th>	6.00	5.00	4.50	4.00
30/20 sec	4.80	4.00	3.80	3.20	3.00
10 sec	3.00	2.50	2.25	2.00	2.00

BEST BUY PLAN
30 ti (12I, 12II, 6III), ea. 4.00
15 ti (6I, 6II, 3III), ea. 5.50
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
Not applicable to Best Buy Plan.

RATEHOLDER
Minimum wky sched of 8 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

10. SPECIAL FEATURES

News participation—1 min spot within newcasts, extra 20%.

HEMET (1 AM; 1 FM)

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

KHSJ

1959

Subscriber to the NAB Radio Code

Media Code 4 205 2340 9.00
Ramona Broadcasting Corp., Box 1076, Kirby & Devonshire Aves., Hemet, Calif. 92343. Phone 714-658-3208.

- PERSONNEL**
President—Herndon Hughes.
General Manager—Larry Shields.
Assistant Manager—Garet Hughes.
- REPRESENTATIVES**
Harlan G. Oakes, Inc.
Chicago, New York—Burn-Smith Company, Inc.
- FACILITIES**
500 w. days; 1320 kc. Directional.
Operating schedule: Sunrise-local sunset, PST.
Partial simulcast operation. Simulcast sunrise-8:30 am; all day Sun. For non-simulcast facilities see KHSJ-FM listing.
- AGENCY COMMISSION**
15/0 time only.

ET 3/1/68—Rec'd 3/24/68.

6. SPOT ANNOUNCEMENTS	1 min	30
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Hollister—KMPG—Continued

8. PROGRAM TIME RATES	
1x	25x 50x 100x 200x 300x 400x
1 hr.....	50.00 40.00 35.00 30.00 28.00 26.00 24.00
1/2 hr.....	25.00 24.00 23.00 22.00 21.00 20.00 19.00
1/4 hr.....	15.00 14.00 13.00 12.00 11.00 10.00 9.00
10 min.....	10.00 9.00 8.00 7.50 7.00 6.50 6.00
5 min.....	6.50 6.00 5.50 5.00 4.50 4.00 3.50

INDIO

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

KCHV

1934
CITY OF LICENSE
COACHELLA

NBC Radio Network

(This is a paid duplicate of the listing appearing under Coaches, Calif.)
Media Code 4 205 1410 1.00
Coachella Broadcasting Co., Drawer II, Indio, Calif. 92202. Phone 714-398-5534, 5698.
Studios: Palm Springs, Calif.; Palm Desert, Calif. Palm Springs office—Palm Springs Tramway, P. O. Dravery FF. Phone 714-324-4732.

STATION'S PROGRAMMING DESCRIPTION

KCHV: Adult program.
SPORTS: pro baseball, football, basketball. AIR PERSONALITIES with time segments. NEWS: tele-phones 2-way radio 9 am-noon, 2 mobile units, stock market reports. Spanish 4-7 am. Farm network 12:30-12:45 pm. Middle-of-the-road, showtimes, film music, etc. Contact Representative for further details. Rec'd 8/3/67.

1. PERSONNEL
Owner—Edward Gorges.
Manager—Ike Staples.
Farm Director—Don Rish.
2. REPRESENTATIVES
San Francisco—The Sandberg-Glenn Company.
Chicago, New York—Burn-Smith Company, Inc.
Los Angeles—Call station direct.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 970 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20b, 21a, 22b, 23a, 28.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c.
Affiliated with NBC and KBS.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 10/1/67—Rec'd 10/2/67.

6. SPOT ANNOUNCEMENTS
GUARANTEED TIMES

1x	52x	156x	500x	1000x
1 min.....	1.80	8.10	6.70	4.60
30 sec.....	7.90	5.95	4.95	3.85
20 sec.....	5.95	4.40	3.70	3.15
Spanish spots sold at guaranteed time rate.				
ROB				
1 min.....	8.70	6.25	5.50	4.55
30 sec.....	6.40	4.55	3.95	3.30
20 sec.....	4.80	3.40	2.90	2.50
10 sec.....	2.85	2.05	1.75	1.50

KREO

1946

Media Code 4 205 2430 3.00
KREO, Inc., Drawer K, Indio, Calif. 92201, Phone 714-347-3403

STATION'S PROGRAMMING DESCRIPTION

KREO: Programmed for adults and young adults.
MUSIC: current hits, general popular music and standards. SPORTS: professional and high school baseball, football and basketball, college football.
NEWS: 15 min local and state news at 8 am, noon, 8 pm & 10 pm. 10 min local and national news at 10 am, 2 pm, 4 pm, 8 pm & 12M. Mobile reports featured. Highway patrol reports from district office included. FARM: agricultural news, 6:30 am M-Sat. Editorials periodically on local interest items. Spanish: M-Sat 5:30-6:30 am, Sun 6-7:45 am. Contact Representative for further details. Rec'd 10/28/68.

1. PERSONNEL
President—Jack Latham.
General Manager—Kenneth C. Delp.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./ALCO.
Portland, Seattle—Art Moore & Assoc., Inc.
3. FACILITIES
350 w.; 1400 kc. Non-directional.
Operating schedule: 6:00 am-midnight. PST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25b, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47c, 49, 51c.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
Member: Jalco—So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 8/5/68.
AA—Mon thru Sat 5:30-9 am & 4-6 pm.
A—Mon thru Sat 9 am-4 pm; Sun 6 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

A		B	
1 min	30 sec	1 min	30 sec
1 x.....	6.00	4.50	3.35
50 x.....	5.50	4.10	3.10
100 x.....	5.00	3.75	2.80
250 x.....	4.50	3.35	2.50
500 x.....	4.00	3.00	2.25
1000 x.....	3.50	2.60	1.85
2000 x.....	3.00	2.25	1.70

7. PACKAGE PLANS

A		B	
30 sec	1 min	30 sec	1 min
10 tl.....	5.50	4.10	3.10
20 tl.....	5.00	3.75	2.80
30 tl.....	4.50	3.35	2.50
40 tl.....	4.00	3.00	2.25
50 tl.....	3.75	2.80	2.10

8. PROGRAM TIME RATES

A		AA	
1 hr	1/2 hr	1/4 hr	5 min
Open.....	50.00	27.00	14.50
28 x.....	48.00	26.00	14.00
52 x.....	46.00	25.00	13.50
104 x.....	24.00	13.00	6.00
260 x.....	12.50	5.75	8.00
365 x.....	5.50	5.50	7.50

INGLEWOOD

Los Angeles County—Map Location K-10.
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

KING CITY

Monterey County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KRKC

1958

RAB

Media Code 4 205 2460 5.00
KRKC, Inc., Box 625, King City, Calif. 93930.
Phone 385-5421.

1. PERSONNEL
General Manager—Robert T. McVay.
2. REPRESENTATIVES
The Sandberg-Glenn Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
4. AGENCY COMMISSION
15%; bills payable 10th of month following service
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a.
Contracts: 40a.
Cancellation: 71a, 73a.
Affiliated with MRS Radio Network.
Member: National AgRadio Groups, Inc.

TIME RATES
Rates effective June 1, 1963. (Card No. 4.)
Card received May 20, 1963.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 tl.....	3.00	2.25
156 tl.....	2.80	2.10
260 tl.....	2.60	1.95
364 tl.....	2.40	1.80
520 tl.....	2.20	1.65
726 tl.....	2.00	1.50

7. PACKAGE PLANS

WEEKLY PACKAGES

1 min	30 sec	10 sec
10 tl.....	2.80	2.10
15 tl.....	2.60	1.95
20 tl.....	2.40	1.80
25 tl.....	2.20	1.65
30 tl.....	2.00	1.50

MONTHLY PACKAGES

20 tl.....	2.80	2.10	1.40
40 tl.....	2.40	1.95	1.30
60 tl.....	2.40	1.80	1.20
80 tl.....	2.20	1.65	1.10
100 tl.....	2.00	1.50	1.00
150 tl.....	1.80	1.35	.90
200 tl.....	1.60	1.20	.80

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 tl.....	32.00	20.00	12.00
52 tl.....	30.40	18.80	11.20
104 tl.....	28.80	17.60	10.40
156 tl.....	27.20	16.40	9.60
260 tl.....	25.60	15.20	8.80
364 tl.....	24.00	14.00	8.00

LAKEPORT

Lake County—Map Location B-4
See SRDS consumer market map and data at beginning of the state.

KBLC

Subscriber to the NAB Radio Code
Media Code 4 205 2490 2.00
Lake County Broadcasting Company, 405 N. Main St., Lakeport, Calif. 95453. Phone 707-623-6113.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hugh Turner.
Station Manager—Richard Turner.
2. REPRESENTATIVES
The Sandberg-Glenn Company.
3. FACILITIES
500 w.; 1,270 kc. Daytime non-directional.
Operating schedule: 6:30 am-8 pm.
4. AGENCY COMMISSION
15/0 on time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 1a.
Basic Rates: 20a, 21a, 22a, 24b, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff—Rec'd 3/6/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec
1 x.....	6.00	4.50
13 x.....	5.70	4.55
26 x.....	5.40	4.30
52 x.....	4.80	3.85
104 x.....	4.50	3.80
156 x.....	4.20	3.35
260 x.....	3.90	3.10
312 x.....	3.60	2.90
624 x.....	3.20	2.50

7. PACKAGE PLANS

15 tl	20 tl	25 tl	30 tl
1 min.....	5.00	4.75	4.50
30 sec.....	4.00	3.75	3.50

10 seconds—50% of 1-minute rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 hr.....	45.00	42.00	38.00
1/2 hr.....	26.00	25.00	23.00
1/4 hr.....	18.00	17.00	16.00
5 min.....	8.50	7.50	6.75

LANCASTER-PALMDALE

(3 AM)
Los Angeles County—Map Location K-10
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAVL

1930

LANCASTER

Mutual Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 2520 6.00
Antelope Broadcasting Co., Inc., 2501 W. Avenue 1, Lancaster, Calif. 93534. Whitehall 2-1121.

1. PERSONNEL
President—Whitford B. Carter.
Secretary/General Manager—Herbert L. Comstock.
2. REPRESENTATIVES
Savill/Gates, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 610 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30 am-10:15 pm. PST.
4. AGENCY COMMISSION
15/0 time only; rendered and payable on 1st.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 60i, 61a, 61d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBR Radio Network.

TIME RATES
No. 4A Eff 6/1/63—Rec'd 6/27/63.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 x.....	5.00	4.00
26 x.....	4.75	3.80
52 x.....	4.50	3.80
104 x.....	4.25	3.40
156 x.....	4.00	3.20
260 x.....	3.75	3.00
312 x.....	3.50	2.80
*425 x.....	3.25	2.60
*600 x.....	3.00	2.40
*1,000 x.....	2.75	2.20

(*) Run-of-schedule.

7. PACKAGE PLANS

WEEKLY PACKAGE RATES—ROS

10 tl	20 tl	35 tl	50 tl
1 min.....	40.00	75.00	122.50
30 sec.....	32.00	60.00	98.00
10 sec.....	21.00	39.00	63.00

MONTHLY PACKAGE RATES—ROS

PER MO:	40 tl	80 tl	140 tl	200 tl
PER WK:	10 tl	20 tl	35 tl	50 tl
1 min.....	140.00	280.00	420.00	550.00
30 sec.....	112.00	208.00	338.00	440.00
10 sec.....	72.00	136.00	224.00	290.00

1. PERSONNEL
Pres. & Gen'l Mgr.—W. H. Sadler, Jr.
Vice-Pres. & Sales Mgr.—Joe Fischer.
Program Director—Casey Jones.
2. REPRESENTATIVES
Radio Time Sales/International.
San Francisco—The Albert Chance Company.
3. FACILITIES
1,000 w. days; 1320 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 25c, 28a, 29a.
Contracts: 40a, 42b, 42d, 44a, 45, 47a, 48, 51a.
Comb.: Cont. Discounts: 60h, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES
No. G-1 Eff 4/1/69—Rec'd 4/2/69.
AA—8-10 am & 3-7 pm.
A—10 am-3 pm & after 7 pm.
(This listing continued on next page)

2. REPRESENTATIVES
The Sandberg-Glenn Company.
Los Angeles—Marion G. Oakes & Associates.
3. FACILITIES
1,000 w. days; 1320 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60b, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff 9/1/68—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS

1x	27x	53x	105x	261x	521x	1040+
1 min	4.00	3.50	3.00	2.75	2.50	2.25
30 sec or less 75% of 1-min.						

7. PACKAGE PLANS

PER WK:	20 tl	30 tl	40 tl	50 tl
1 min.....	75.00	105.00	180.00	150.00
30 sec or less.....	56.25	78.75	97.88	112.50

10. SPECIAL FEATURES
Local news at 3:55. Sold on dual-sponsor basis; each sponsor receives open & close credit in every newscast Sun thru Sat plus 1-minute spot in every 2nd newscast, per mo..... 225
Party-Line 2-way radio with Paul Harvey and ABC News Hour, per participation..... 5

KUTY

CALIFORNIA

Lemoore—KLAN—Continued

6. SPOT ANNOUNCEMENTS					
PER WK:	CLASS AA	12 ti	18 ti	24 ti	30 ti
1 min.	7.00	6.25	5.75	5.25	5.00
30 sec.	5.50	5.00	4.80	4.20	4.00
10 sec.	3.50	3.10	2.90	2.60	2.50

7. PACKAGE PLANS					
PER YR:	100x	250x	500x	700x	1000x
1 min.	5.50	4.00	3.75	3.50	3.00
30 sec.	4.45	3.20	3.00	2.80	2.40
10 sec.	2.75	2.00	1.90	1.75	1.50

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	5 min		
13 x	70	50	35	25	
26 x	60	40	30	20	
52 x	50	35	25	15	
104 x	40	30	20	15	

KOAD

Media Code 4 205 2835 2.00
Golden Broadcasting Systems, Inc., 15279 Hanford-Armona Rd., Lemoore, Calif. 93245, Phone 209-582-0058

STATION'S PROGRAMMING DESCRIPTION
KOAD: Programmed for adults and young adults. MUSIC: 70% middle-of-the-road format, featuring current selling general popular music. News, sports and weather 10%, featuring local, national, international and regional news happenings. COMMERCIAL POLICY: 15 minutes maximum permitted. Personalities for remote pickups from shopping centers, state fairs, etc. PHRMS: featuring interviews with county agents and livestock shippers. Contact Representative for further details. Rec'd 7/14/69.

1. PERSONNEL
Manager—Leroy Hurts.
Sales Manager—Jim Peterson.
President—Clark R. Parker.

2. REPRESENTATIVES
John A. Potter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional nights, directional days.
Operating schedule: 8 am-midnight. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23b, 24b, 25a, 28a, 28c, 29a.

Contracts: 40a, 42b, 42d, 44a, 45, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES					
ET—Rec'd 7/14/69.					
AAA—Mon thru Sat 8-10 am & 3-7 pm.					
AA—Mon thru Sun 10 am-4 pm.					
A—All other times.					
1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	7.25	6.50	6.00	5.50	5.25
AA	6.25	5.50	5.00	4.50	4.25
A	5.00	4.25	3.75	3.25	3.00

DISCOUNT					
26 wk—5%					
52 wk—10%					
10 ti (5AAA, 5AA)	80				
15 ti (5AAA, 5AA, 5A)	85				
20 ti (8AAA, 7AA, 5A)	110				
25 ti (8AAA, 7AA, 10A)	135				
50 ti (20AAA, 15AA, 15A)	210				

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	5 min		
13 x	75	55	40	30	
26 x	65	45	35	25	
52 x	55	35	30	20	

10. SPECIAL FEATURES
Time/Temperature reports—50% of 1-min.

LIVERMORE

Alameda County—Map Location B-8
See SRDS consumer market map and data at beginning of the State.

KYTE (FM)

1968
Subscriber to the NAB Radio Code
Media Code 4 205 2865 9.00
Peer Broadcasting Corp., Box 284, 1744 First St., Livermore, Calif. 94550. Phone 415-447-7272.

1. PERSONNEL
President—Ralph Peer.
Station Manager—Susan Reed.

3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 150 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 24a, 25a, 28, 28b, 28c.
Contracts: 40a, 42b, 42d, 44a, 44b, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60i.
Cancellation: 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES					
NATIONAL AND LOCAL RATES SAME					
No. 100 Eff 1/1/69—Rec'd 4/14/69.					

6. SPOT ANNOUNCEMENTS						
SPECIFIED TIME						
1 min.	30 sec.	10/20 sec.	7.00	4.75	4.00	3.75
1x	14x	28x	42x	56x	112x	224x
7.00	6.00	5.50	5.00	4.75	4.50	4.25
7.00	4.75	4.00	3.75	3.50	3.25	3.00
7.00	4.50	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES						
SPECIFIED TIME						
1 hr	1/2 hr	1/4 hr	5 min			
1x	14x	28x	42x	56x	112x	224x
35.00	23.75	22.50	22.50	21.00	20.00	18.75
17.50	13.75	11.85	11.85	11.25	10.80	10.00

LODI (1 AM; 1 FM)

San Joaquin County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KCVR

1946
Subscriber to the NAB Radio Code
Media Code 4 205 2700 4.00
B. Floyd Farr, George D. Snell and George M. Marikian, KCVR Radio, Box 800, Lodi, Calif. 95240. 209-368-0826.

STATION'S PROGRAMMING DESCRIPTION
KCVR: Audience: religious 50%, Spanish 49%, Portuguese 5%, German 5%.
RELIGIOUS: M-F, sign-on-1 pm. Sat, sign-on-11 am. Sun, sign-on-3 pm. Sacred 40% local, 60% national religious broadcasters. Music programmed and emceed by area's pastors. NEWS: press service and religious source. Spanish: M-F, 1 pm-sign-off. Sat, 11 am-sign-off. General for Spanish speaking with 6 air personalities and news staff. Popular Latin American music mostly by request. Heavy emphasis on community involvement through sports and rodeo coverage, dances, fiestas, beauty contests. News and public service in Spanish language. Personalities available for remote pickup. COMMERCIAL POLICY: commercials translated free. Contact Representative for further details. Rec'd 7/24/67.

1. PERSONNEL
General Manager—George L. Sampson.
Chief Engineer—Orson Leam.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
5,000 w. days; 1570 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.

Contracts: 40a, 41, 44a, 46, 47b, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KXXX (FM).
KCVR and KXXX (FM) schedules may be combined for frequency discount.

TIME RATES						
NATIONAL AND LOCAL RATES SAME						
5 Eff 5/1/68—Rec'd 5/27/68.						

7. PACKAGE PLANS						
PER WK, ROS:	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 ti	5.75	4.30	50 ti	4.50	3.40	4.30
10 ti	5.50	4.10	60 ti	4.00	3.20	4.00
20 ti	5.30	4.00	70 ti	3.80	3.00	3.80
30 ti	5.00	3.75	80 ti	3.80	2.85	3.80
40 ti	4.70	3.50				

8. PROGRAM TIME RATES						
ROS:	1x	52x	156x	260x	312x	
1 hr	85.00	59.00	55.00	49.00	45.00	42.00
1/2 hr	39.00	35.00	33.00	29.00	27.00	25.00
1/4 hr	26.00	23.00	22.00	19.50	18.00	17.00
5 min	13.00	12.00	11.00	10.00	9.00	8.50

9. ADDITIONAL DISCOUNTS						
5 wk—5%						
13 wk—10%						
26 wk—15%						
52 wk—20%						

KXXX (FM)

(formerly KCVR-FM)
1959
Subscriber to the NAB Radio Code
Media Code 4 205 2700 2.00
George Snell, B. Floyd Farr & George Marikian dba KCVR Radio, Box 800, Lodi, Calif. 95240. Phone 209-368-0826.

STATION'S PROGRAMMING DESCRIPTION
KXXX (FM): Programmed for adults and young adults. AIR PERSONALITIES identify all music played. MUSIC: general popular with emphasis on current hits from trade magazine charts. Requests 10 pm-

12M, M-T, NEWS: 5 min newscasts 2 am, 5 am, 7:30 am, 10 am, noon, 4 pm, 8 pm & 10 pm. No more than 8 commercial minutes in any 1 hour. Remote pickups from local fairs, stores, etc. Contact Representative for further details. Rec'd 3/27/68.

1. PERSONNEL
General Manager—George L. Sampson.
Chief Engineer—Orson Leam.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 46, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KCVR.
Sold in combination with KCVR. See that listing for rates.

TIME RATES						
NATIONAL AND LOCAL RATES SAME						
5 Eff 5/1/68—Rec'd 5/27/68.						

7. PACKAGE PLANS						
PER WK, ROS:	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 ti	5.00	3.75	50 ti	3.90	2.90	2.90
10 ti	4.80	3.60	60 ti	3.70	2.80	2.80
20 ti	4.60	3.45	70 ti	3.50	2.80	2.80
30 ti	4.40	3.20	80 ti	3.30	2.50	2.50
40 ti	4.10	3.10				

8. PROGRAM TIME RATES						
ROS:	1x	52x	156x	260x	312x	
1 hr	58.00	52.00	49.00	43.00	40.00	37.00
1/2 hr	35.00	31.00	29.00	26.00	24.00	22.00
1/4 hr	23.00	21.00	20.00	17.00	16.00	15.00
5 min	11.50	10.50	10.00	8.50	8.00	7.50

Specified times, extra 10%.
Midnight-8 am, less 75%.
ADDITIONAL DISCOUNTS
5 wk—5% 13 wk—10% 26 wk—15% 52 wk—20%

LOMPOC (3 AM; 1 FM)

Santa Barbara County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

KKOK

1963
Media Code 4 205 2730 1.00
John W. Parham, 3640 Buellton Rd., Lompoc, Calif. 93438. Phone 805-736-5858.

STATION'S PROGRAMMING DESCRIPTION
KKOK: MUSIC: standard, pop. NEWS: UPI and local news staff. Contact Representative for further details. Rec'd 7/2/68.

1. PERSONNEL
General Manager—John W. Parham.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
500 w. days; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
Antenna ht.: 170 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 28, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KCBP.
Member: Jalco—So/Cal Group.

TIME RATES						
No. 2 Eff 6/13/68—Rec'd 7/2/68.						

6. SPOT ANNOUNCEMENTS						
1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 ti	2.50	2.00	1.80	1.60	1.40	1.30
2 ti	2.40	1.90	1.70	1.50	1.30	1.20
3 ti	2.30	1.80	1.60	1.40	1.20	1.10
4 ti	2.20	1.70	1.50	1.30	1.10	1.00
5 ti	2.10	1.60	1.40	1.20	1.00	0.90
6 ti	2.00	1.50	1.30	1.10	0.90	0.80
7 ti	1.90	1.40	1.20	1.00	0.80	0.70
1000 +	1.80	1.30				

8. PROGRAM TIME RATES						
1 x	1/2 hr	1/4 hr	5 min			
1 x	35.00	18.00	10.00	3.50		
14 x	35.50	17.00	9.50	3.40		
28 x	32.00	16.00	8.50	3.30		
40-52 x	30.00	15.00	7.50	3.20		

KLOM

1962
Media Code 4 205 2760 8.00
Communications Corp. of America, Box 697, 605 Bodger Rd., Lompoc, Calif. 93436. Phone 805-736-3429.

STATION'S PROGRAMMING DESCRIPTION
KLOM: Programmed for adults and young adults. MUSIC: emphasis on current hits and standards and always playing 3 in a row before any commercial interruption. NEWS: network on hour and half hour, supplemented with local news on hour following network news. COMMERCIAL POLICY: air 16 commercial minutes per hour. SPORTS: network local coverage on sports, but no play-by-play. Religion and foreign language programmed on Sun only. Contact Representative for further details. Rec'd 3/6/68.

1. PERSONNEL
President—Mike Gold.
Vice-Pres. & Gen'l Mgr.—Dave Jacob.
Program Director—Norm Nelson.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES 1,000 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KLOM-FM.

4. AGENCY COMMISSION
15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 60, 61a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with MBS Radio Network.

TIME RATES						
No. 3 Eff 1/15/68—Rec'd 3/6/68.						

6. SPOT ANNOUNCEMENTS						
1 min	30 sec	10 sec	10 sec	5 sec	10 sec	10 sec
1 x	6.00	5.25	5.00	4.50	4.25	3.50
26 x	5.50	4.75	4.50	4.25	3.75	3.25
52 x	5.00	4.				

Lompoc—KNEZ—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b,
29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

No. 1 Eff 6/1/68—Rec'd 9/30/68.

6. SPOT ANNOUNCEMENTS

A—7-9 am, noon-1 pm & 4-6 pm. Guaranteed firm times.
1x 52x 104x 156x 208x 260x 312x
1 min 5.30 4.70 4.10 3.50 3.00 2.50
30 sec 4.10 3.50 3.20 2.95 2.65 2.35 2.10
All other times, 20 sec or less.

8. PROGRAM TIME RATES

1x 13x 25x 52x 104x 156x 208x 260x
1 hr..... 65 80 55 50 45 40 35 30
1/2 hr..... 40 37 35 32 30 28 23 20
1/4 hr..... 25 23 22 20 18 16 15 12
5 min..... 15 13 12 11 10 8 7 6
Programs and spots cannot be combined to earn larger frequency discount.

LONG BEACH

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KFOX KFOX-FM

See listing under Los Angeles Urban Area.

KGER

1926



Subscriber to the NAB Radio Code
Media Code 4 205 2820 6.00
John Brown Schools of Calif., 3759 Atlantic Ave.,
Long Beach, Calif. 90807. Phone: 213-427-7907,
636-4774.

1. PERSONNEL

President—Dr. John E. Brown.
Vice-Pres. & Gen'l Mgr.—Clinton H. Fowler.

3. FACILITIES

5,000 w.; 1390 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26,
28b, 28c, 29a, 29b, 30.
Contracts: 40a, 42b, 45, 46, 47e, 51a.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Following rates show net costs after deduction of all applicable discounts.

TIME RATES

No. 30 Eff 1/1/69—Rec'd 11/29/68.

A—Sun 7 am-midnight.
B—Mon thru Sat 6 am-10 pm.
C—Mon thru Sat sign-on-6 am & 10 pm-sign-off;
Sun sign-on-7 am.

6. SPOT ANNOUNCEMENTS

CLASS A, B, C
1x 26x 52x 104x 156x 260x 312x
1 min 8.00 7.80 7.60 7.40 7.00 6.75 6.50
30 sec 6.25 6.00 5.80 5.60 5.30 5.00 4.70

8. PROGRAM TIME RATES

CLASS A
1x 26x 52x 104x 156x 260x 312x
1 hr..... 125 120 115 110 105 100 95
1/2 hr..... 86 84 82 79 76 72 68
1/4 hr..... 59 57 55 53 51 49 47
10 min..... 44 42 40 38 36 34 33
5 min..... 30 29 28 27 26 25 24

CLASS B
1 hr..... 120 115 110 105 100 95 90
1/2 hr..... 74 71 68 65 62 59 56
1/4 hr..... 49 47 45 43 41 39 37
10 min..... 35 33 31 29 28 27 26
5 min..... 25 23 22 21 20 19

CLASS C
1 hr..... 92 88 84 80 76 72 69
1/2 hr..... 58 55 52 50 47 45 42
1/4 hr..... 40 38 36 34 32 30 28
10 min..... 28 27 26 25 24 23 22
5 min..... 20 19 18 17 16 15 14

KJLH (FM)

See listing under Los Angeles Urban Area.

KNAC (FM)

See listing under Los Angeles Urban Area.

KNOB (FM)

See listing under Los Angeles Urban Area.

LOS ALTOS

Santa Clara County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KPGM (FM)

1880



Media Code 4 205 2850 7.00
Peninsula Broadcasting Corp., 2550 El Camino Real,
Mountain View, Calif. 94040. Phone 415-948-0555.

STATION'S PROGRAMMING DESCRIPTION

KPGM (FM): Programmed for adult audience.
Popular music format with emphasis on standards and middle-of-the-road. MUSIC: general popular 6 am-8 pm, instrumental arrangements of standards emphasized after 5 pm. Serious music, 8-10 pm, full length opera on Fri. Semi-classical and general popular, instrumental only, 10 pm-12M. NEWS: headlines on quarter hour, 6-9 am, local interest and stocks on half hour, 9 am-5 pm. Regular programs frequently carried from remote locations. COMMERCIAL POLICY: no more than 10 commercial minutes per hour, 6 am-8 pm, nor more than 4, 8 pm-12M. Rec'd 9/25/67.

1. PERSONNEL

Co-General Managers—J. N. Christensen, Lawrence Gahagan.

3. FACILITIES

ERP 3,000 w.; 97.7 mc. Stereo.
Operating schedule: 6:00 am-midnight Mon thru Sat.; 10:00 am-midnight Sun. PST. DST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 28b,
29a.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Length of commercial copy:
5 min 1:00 30 min 2:30
15 min 1:30 60 min 5:00

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 1/3/67—Rec'd 6/30/67.

6. SPOT ANNOUNCEMENTS

1x 25x 52x 104x 208x
1 min 7.00 6.50 6.00 5.50 5.25 5.00
30 sec 5.00 4.50 4.00 3.50 3.25 3.00
15/20 sec 4.00 3.50 3.00 2.50 2.25 2.00

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min
13 ti..... 65.00 35.00 22.00 13.50
13 ti..... 60.00 33.00 20.00 13.00
26 ti..... 55.00 30.00 18.00 12.00
52 ti..... 50.00 27.00 17.00 11.00
104 ti..... 45.00 26.00 16.00 10.50
208 ti..... 40.00 25.00 15.00 10.00

**LOS ANGELES (and)
LOS ANGELES URBAN AREA**

STATIONS IN LOS ANGELES:

KABC, KABC-FM KGFJ
KBBI (FM) KHJ, KHJ-FM
KBCA (FM) KHOF (FM)
KBIG, KBIG (FM) KLAC
KBNS (FM) KMGW (FM)
KCBH (FM) KMPC
KFAC, KMET-FM KNX, KNX-FM
KFI KOST (FM)
KFWB KPOL, KPOL-FM
KGBS KRHM (FM)
KGBS-FM KRKD

STATIONS IN LOS ANGELES URBAN AREA:

Los Angeles Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Los Angeles stations.

KALI, San Gabriel KNOB (FM), Long Beach
KBBQ, Burbank KPFC, KPFC-FM, Pasadena
KBI, Arden KNSD (FM), San Diego
KBOB (FM), West Covina KRLA, Pasadena
KDAY, Santa Monica KSFV (FM), San Fernando
KFOX, KFOX-FM, Long Beach KSFR (FM), Santa Monica
KGER, Long Beach KTYM, KTYM-FM, Los Angeles
KGLI, San Fernando KTVB, West Covina
KGRB, West Covina KUEV (FM), Glendale
KIEV, Glendale KUEV (FM), Glendale
KJLH (FM), Long Beach KVFM (FM), San Bernardino
KKAR, Pomona KWKW, Pasadena
KKOP (FM), Redondo KWOW, Pomona
KNOB (FM), Long Beach
KNOB (FM), Long Beach

(*) See listing under city of license.

CALIFORNIA

STATIONS IN LOS ANGELES

(12 AM; 17 FM)

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

GROUP/L. A.

Comprised of:
KBBI (FM) KNOB (FM)
KBIG (FM) KRHM (FM)
KMET (FM) KUTE (FM)

Media Code 4 205 2880 4.00
Los Angeles—1717 N. Highland Ave., Suite 806,
Hollywood, Calif. 90028. Alex Stein, Tom Papich,
Phone 213-462-8676.

TIME RATES

Eff 10/6/66—Rec'd 10/31/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE Stations
PER WK: YR: 9 8 7 6 5 4
10 ti 130 x 85.00 80.00 74.00 67.00 59.00 50.00
20 ti 260 x 82.00 77.50 72.00 65.00 57.50 48.50
30 ti 400 x 79.00 75.00 70.00 63.00 56.00 47.00
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

KABC

1929

LOS ANGELES

An ABC Owned Station



News and Conversation



Subscriber to the NAB Radio Code
Media Code 4 205 2910 5.00
American Broadcasting Co. A Division of American
Broadcasting Companies, Inc., 3321 S. LaCienega
Bldg., Los Angeles, Calif. 90016. Phone 213-663-
3311.

STATION'S PROGRAMMING DESCRIPTION

KABC: Programmed for adults.
News and open line telephone conversation format.
NEWS: 4 hour morning news block. 2 hour evening news block, with overall hosts. Network and local news on hour, 6-9 am world, regional and local news, sports, helicopter reports, commentary, stock market reports, 9 am-noon telephone discussions. Noon-4 pm telephone discussions, guests, interviews. 4-8 pm news block, 6 pm-5 am telephone discussions, guests, interviews. Sun 5-9 am news and public affairs. 9 am-4 pm telephone discussions, guests, interviews. 1-7 pm news block. 7 pm-12M public affairs. 28 man news staff, 6 mobile units, helicopter. Contact Representative for further details. Rec'd 3/3/69.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ben Hoberman.
General Sales Manager—George Green.
Program Manager—Jack Meyers.

2. REPRESENTATIVES

Katz Radio, West.

3. FACILITIES

5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
Partial simulcast operation. Simulcast 3-9 am & 5:30 pm-midnight Sun. For non-simulcast facilities see KABC-FM.

4. AGENCY COMMISSION

15/0 rates shown; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 22a, 24a, 25a, 27, 28a, 20a, 30,
33a.
Contracts: 40b, 42a, 44a, 45, 51c.
Comb.; Cont. Discounts: 60b, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with American Information Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 40 Eff 8/1/69—Rec'd 7/28/69.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-8 pm; Sun sign-on-8 pm.
B—Sun thru Sat 8 pm-midnight & 5-6 am.
C—Sun thru Sat midnight-5 am. Rates on request.

7. PACKAGE PLANS

1-MINUTE MULTI-SPOT PLANS
PER WK: 1 ti 5 ti 12 ti 18 ti 24 ti
AAA 105 100 95 90 85
AA 95 85 80 75 70
A 80 70 65 60 55
B 60 50 45 43 40

(This listing continued on next page)

If we delivered the best results... wouldn't we have the most advertisers?*

We do.

KABC RADIO LOS ANGELES

represented nationally by Katz Agency, Inc.
*Crest Moritor, monthly average
January 1968 thru June 1969

XERB
1090 KC.
50,000 WATTS
SERVING THE 700,000 SOUTHERN CALIFORNIA NEGRO MARKET
... FULL TIME — 24 HOURS

**ONE STATION SELLS ALL OF SOUTHERN CALIFORNIA • LOS ANGELES
LONG BEACH • SAN DIEGO • SAN BERNARDINO & ORANGE COUNTY**

No. 1* Negro Station in 5 Counties:
San Diego • Riverside • Orange • San Bernardino • Kern

TIME	XERB	"B"	"C"	"D"
ALL DAY 7 AM-6 PM	31.0	10.3	8.0	7.7

XERB reaches 742,900 Negroes in this multi-metro market — which also includes the Bakersfield, Riverside and Ontario metros.
SRDS CM Data 1-1-69
XERB • 4007 W. Sixth St., Los Angeles, Cal. 90005
Phone (213) 385-5117

Represented by
GREENER, HIKEN, SEARS

*Source: Pulse 6 County Negro Survey, April-May-June-July, 1967.

CALIFORNIA

Los Angeles—KABC—Continued

50/50 TRAFFIC PLAN
An advertiser who schedules at least half his combined AAA and AA weekly spots in AA, earns AA rates on all AAA and AA spots, provided all AAA and AA spots in his schedule are spread equally Monday thru Saturday.

TOTAL AUDIENCE PLANS

PLAN I
(1/3 each AAA, AA, *B)

WKS PER YR:	12 ti	18 ti	24 ti	30 ti	36 ti
780	1098	1368	1650	1944	
13 wk.....	744	1044	1296	1560	1836
26 wk.....	720	1008	1272	1530	1800
52 wk.....	708	990	1224	1500	1764

PLAN II
(1/8AAA, 1/8AA, 1/3A, *1/3B)

WKS PER YR:	6 ti	12 ti	18 ti	24 ti
780	1098	1368	1650	1944
13 wk.....	624	954	1176	1440
26 wk.....	672	936	1152	1380
52 wk.....	648	900	1128	1350

PLAN III
(1/2 each A, *B)

WKS PER YR:	6 ti	12 ti	18 ti	24 ti
780	1098	1368	1650	1944
13 wk.....	576	794	980	1140
26 wk.....	552	774	936	1110
52 wk.....	540	738	912	1080

(* Subject to availability, up to half of B spots may be scheduled ROS Sat, Sun & Mon.

EXTENDED WEEKEND PLAN
(1/3 Sat, 1/3 Sun, 1/3 Mon or 1/2 Sun, 1/2 Mon or 1/2 Sat, 1/2 Sun)

WKS PER YR:	6 ti	12 ti	18 ti	24 ti
780	1098	1368	1650	1944
13 wk.....	270	492	702	864
26 wk.....	258	480	684	840
52 wk.....	252	468	666	816

30 sec: 80% of 1-min.
Multi-Spot and Total Audience Plans: AAA spots must rotate 6-10 am, AA 3-7 pm A, B & C spots may be specified within 1-hour segments.
Minute and 20/30-second spots may be cross-combined to determine times per week.
2 10-second spots count as 1 unit when combined with longer spots to determine times per week for longer spots.
Program and spots may be combined for discounts on spots only.

Rateholder: 100.00 per week, applicable to entire card, including rate protection, but not including 52-week guarantee.

10. SPECIAL FEATURES
NEWS & SPORTS

	AAA	AA	A	B
5 min.....	135	125	100	75
10 min.....	225	190	150	120
1/4 hr.....	300	240	180	150

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Applies to spots and programs.

HELICOPTER TRAFFIC REPORTS
Suppl. A Sat 2/10/69—Rec'd 3/26/69.

FIXED POSITION
1-12 TI PER WK: 1 wk 26 wk 52 wk
1 min..... 105 100 95
30 sec..... 84 80 76

KABC-FM

1957
LOS ANGELES

An ABC Owned Station



Media Code 4 205 2811 7.00

American Broadcasting Company, 3331 S. LaCienega Blvd., Los Angeles, Calif. 90016. Phone 213-863-3311.

STATION'S PROGRAMMING DESCRIPTION
KABC-FM MUSIC: progressive rock. PROGRAMMING: one continuous program, 24 hours per day, employing progressive rock music, interspersed with topical comment and thought. Contact Representative for further details. Rec'd 5/1/69.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ben Hoberman.
Sales Manager—George Green.
Program Director—Jack Meyers.

2. REPRESENTATIVES
Katz Radio, West.

3. FACILITIES
ERP 74,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,183 ft. above average terrain.
Partial simulcast operation. Operated separately 24 hours daily Mon thru Sat; midnight-3 am & 9 am-5:30 pm Sun. For simulcast facilities see KABC.

4. AGENCY COMMISSION
16/0 time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 5a, 5.
Rate Protection: 12g, 16.
Basic Rates: 20b, 22a, 25a, 26, 27, 28a, 30, 33d.
Contracts: 40a, 42a, 42c, 43, 44, 45, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60d, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a.
Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. II ET 7/15/69—Rec'd 6/30/69.

AA—3 pm-midnight.
A—6 am-3 pm.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	24 ti	36 ti	50 ti
AA.....	20	18	16	14	13
A.....	16	14	12	10	9
B.....	12	10	8	6	5

30 sec: 80% of 1-min.
DISCOUNTS
13 wk—5% 26 wk—7-1/2% 52 wk—10%

KALI

SAN GABRIEL

City of license, San Gabriel, Calif.
Los Angeles office: 5725 Wilshire Ave., Hollywood, Calif. 90038. Phone 213-466-8181.
See listing under Los Angeles Urban Area.

KBBI (FM)

1959
LOS ANGELES



Media Code 4 205 2970 3.00
BIOLA, Inc., Box 551, La Mirada, Calif. 90638.
Phone 213-723-7310.

1. PERSONNEL
Sta. & Prog. Mgr.—Donald W. Hanson.
Promotional Manager—Ralph Samford.
Sales Manager—Richard T. Bemiller.

2. REPRESENTATIVES
Group/L.A.

3. FACILITIES
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 5,800 ft. above Los Angeles.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations 7b, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 62d, 62d.

Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Maximum of 8 commercial minutes per hour. No product will be placed adjacent to a competitive product.
Advertising of tobacco or tobacco products not acceptable.
Member: FM Group Sales, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 11/1/63—Rec'd 11/18/63.

AA—Mon thru Sat 6-10 pm.
A—Mon thru Sat 10 am-6 pm.
B—Mon thru Sat 10 pm-10 am; Sun 6 am thru Mon 6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 min	30 sec	1 min	30 sec
1 ti.....	17.00	12.00	104 ti	15.00
13 ti.....	16.50	11.60	208 ti	14.50
26 ti.....	16.00	11.20	312 ti	14.00
52 ti.....	15.50	10.80		9.80

CLASS B

1 ti.....	14.00	10.00	104 ti	12.00
13 ti.....	13.50	9.60	208 ti	11.50
26 ti.....	13.00	9.20	312 ti	11.00
52 ti.....	12.50	8.80		7.60

CLASS C

1 ti.....	12.00	8.00	104 ti	10.00
13 ti.....	11.50	7.70	208 ti	9.50
26 ti.....	11.00	7.40	312 ti	9.00
52 ti.....	10.50	7.10		6.20

CONSECUTIVE WEEKS DISCOUNTS
13 weeks..... 5% 39 weeks..... 15%
26 weeks..... 10% 52 or more weeks..... 20%
Discounts apply to programs and newcasts only.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti.....	84.00	56.00	40.00	25.00
2 ti.....	78.00	54.00	38.50	24.25
3 ti.....	72.00	52.00	37.00	23.50
4 ti.....	75.00	50.00	35.50	22.75
5 ti.....	72.00	48.00	34.00	22.00

CLASS A

1 ti.....	72.00	48.00	34.00	20.60
2 ti.....	69.00	46.00	32.50	19.25
3 ti.....	66.00	44.00	31.00	18.50
4 ti.....	63.00	42.00	29.50	17.75
5 ti.....	60.00	40.00	28.00	17.00

CLASS B

1 ti.....	60.00	40.00	28.00	15.00
2 ti.....	57.00	38.00	26.50	14.25
3 ti.....	54.00	36.00	25.00	13.50
4 ti.....	51.00	34.00	23.50	12.75
5 ti.....	48.00	32.00	22.00	12.00

10. SPECIAL FEATURES
Newcasts: Rates same as Class AA, A and B, 1/4 hour and 5 minute Program Time Rates.
Newcast rates include service and editing fees.

KBCA (FM)

1958
LOS ANGELES

subscriber to the NAB Radio Code
Media Code 4 205 3000 8.00
Mt. Wilson FM Broadcasters, Inc., 8505 Wilshire Blvd., Los Angeles, Calif. 90048. Phone 213-853-7870.

Station—8380 Wilshire Blvd., Los Angeles, Calif. 90048. Phone 213-853-3940.
STATION'S PROGRAMMING DESCRIPTION
KBCA (FM): Integrated programming for adults and young adults. MUSIC: jazz 24 hours a day. NEWS: daily at 8 am, 10 am, noon, 3 pm, 6 pm, & 11 pm.
Contact Representative for further details. Rec'd 7/11/68.

1. PERSONNEL
President—Saul R. Levine.

2. REPRESENTATIVES
Los Angeles, San Francisco—John A. Potter & Company.
New York, Chicago, Atlanta, Detroit—Dore & Allen, Inc.

3. FACILITIES
ERP 18,000 w. (horiz.), 18,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,800 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4d, 5, 6a, 8.
Basic Rates: 23a.
Contracts: 40a.

TIME RATES
No. 11 ET 6/1/69—Rec'd 4/30/69.
AA—3 pm-midnight.
A—6 am-3 pm.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
50 x.....	23.75	19.00	19.00	15.25	15.25	12.25
100 x.....	22.50	18.00	18.00	14.50	14.50	11.50
250 x.....	21.50	17.25	17.25	13.75	13.75	11.00
500 x.....	20.50	16.50	16.50	13.25	13.00	10.50
1000 x.....	19.75	15.75	15.75	12.50	12.25	9.75

7. PACKAGE PLANS

WKLY:	1 min	30 sec	1 min	30 sec	1 min	30 sec
10 ti.....	24.50	18.75	18.50	15.00	15.00	12.50
20 ti.....	23.75	18.00	18.00	14.50	14.50	12.00
30 ti.....	23.00	17.50	17.50	14.00	14.00	11.50
40 ti.....	22.50	17.00	17.00	13.50	13.50	11.00

8. PROGRAM TIME RATES
5-minutes—1-1/2 x 1-min.

KBIG
1952
AVALON

KBIG-FM
1959
LOS ANGELES

Subscriber to the NAB Radio Code
(This is a paid listing.)
Media Code 4 205 8030 5.00
A Division of Bonneville International Corp., 6540 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-483-3205.
Studio: Catalina Island and Hollywood, Calif.

STATION'S PROGRAMMING DESCRIPTION
KBIG: See KBIG listing in Los Angeles urban area for station's programming description. See KBIG-FM listing in Los Angeles for station's programming description.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arthur M. Mortensen.
Vice-Pres. & Sta. Mgr.—Gordon Mason.
Program Director—Jon A. Holliday.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
10,000 w. days; 740 kc. Directional.
Operating schedule: 8-11 am. PST.
FM-ERP 104,000 w. (horiz.), 58,000 w. (vert.); 104.3 mc.
Operating schedule: 24 hours.
Antenna ht.: 5400 ft. above average terrain.
Partial simulcast operation. Simulcast 8-10 am Mon thru Fri. For non-simulcast facilities see KBIG-FM.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 29b, 30, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 ET 7/1/67—Rec'd 5/18/67.

7. PACKAGE PLANS
KBIG AM/FM COMBINATION RATES
ANNUAL VOLUME PLAN

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.....	12.00	11.00	10.00	9.00
30 sec.....	10.00	9.00	8.00	7.00
10 sec.....	6.00	5.50	5.00	4.50

All package plan spots are best times available but are not guaranteed. They may be moved without prior notice to advertiser.
Fixed position—ad 25%.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	150.00	85.00	50.00	25.00
13 x.....	145.00	83.00	49.00	24.50
26 x.....	140.00	81.00	48.00	24.00
52 x.....	135.00	79.00	47.00	23.50
104 x.....	130.00	77.00	46.00	23.00
208 x.....	125.00	75.00	45.00	22.00
312 x.....	120.00	73.00	44.00	21.00

10. SPECIAL FEATURES
NEWS HIGHLIGHTS
Broadcast 10 times daily, Mon thru Fri, 9 times on Sat and Sun. Total commercial time 90 sec, including opening and closing. Cost per broadcast no frequency, 12.50.

KBMS (FM)
NOTE: The call letters of this station have been changed to:

KWST (FM)

KCBH (FM)
1954
LOS ANGELES

Media Code 4 205 3090 9.00
A. A. Crawford dba KCBH (FM), Box 987, Beverly Hills, Calif. 90213. Phone 213-272-5224, 274-5224.
STATION'S PROGRAMMING DESCRIPTION
KCBH (FM): Programmed for adults.
M-F, 6 am-6 pm general popular music. 6 pm-12M serious music progressing from light works to complete concertos and symphonies. 8 pm Fri a complete opera. Weekends specialty shows: Sat folk music 8 am-noon, pm after Broadway show Great hour, Hawaiian show, organ music. Sat evening, serious music till 12M. Sun am: Italian hour, light opera, British humor. PM: general popular music till evening, serious music till 12M. All serious works are complete. Contact Representative for further details. Rec'd 11/8/67.

Los Angeles—KCBH (FM)—Continued

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
ERP 75,000 w.; 98.7 mc. Stereo.
Operating schedule: 6:00 a.m. to midnight, Monday through Friday. 8:00 a.m. to midnight, Saturday and Sunday, PST.
Antenna ht.: 1,280 ft. above average terrain.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b, 18.
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
No jingles, loud sound effects or other attention-getting devices accepted in classical programming.
Maximum of 145 words accepted in 1-minute live commercials.
Maximum of 3 commercials per 1/2 hour program: 6 per 1 hour program.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1961. (Card No. 61-1.)
Card received November 25, 1960.

AA—6 pm-midnight.
A—Noon-8 pm.
B—Mon thru Fri 8 am-noon.

6. SPOT ANNOUNCEMENTS

	Class AA		Class A		Class B	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
13 times	25.00	20.00	20.00	15.00	17.50	12.50
26 times	24.50	19.50	19.50	14.50	17.00	12.00
39 times	24.00	19.00	19.00	14.00	16.50	11.50
52 times	23.50	18.50	18.50	13.50	16.00	11.00
104 times	23.00	18.00	18.00	13.00	15.50	10.50
208 times	22.50	17.50	17.50	12.50	15.00	10.00
312 times	22.00	17.00	17.00	12.00	14.50	9.50
500 times	21.50	16.50	16.50	11.50	14.00	9.00
1,000 times	21.00	16.00	16.00	11.00	13.50	8.50
A-10 sec flat	7.50	B-10 sec flat	5.00			

B. PROGRAM TIME RATES

	Class AA		Class A		Class B	
	1 hr. 1/2 hr.	1 hr. 1/2 hr.	1 hr. 1/2 hr.	1 hr. 1/2 hr.	1 hr. 1/2 hr.	1 hr. 1/2 hr.
1 time	100.00	60.00	85.00	40.00	60.00	35.00
13 times	85.00	57.00	82.00	38.00	57.00	33.00
26 times	80.00	54.00	59.00	36.00	54.00	31.00
52 times	85.00	51.00	56.00	34.00	51.00	29.00
104 times	80.00	48.00	53.00	32.00	48.00	27.00
208 times	75.00	45.00	50.00	30.00	45.00	25.00
312 times	70.00	42.00	47.00	28.00	42.00	23.00

KDAY

1947
CITY OF LICENSE
SANTA MONICA
A Rollins' Group Station
(This is a paid duplicate of the listing appearing under Los Angeles Urban Area, Calif.)
Media Code 4 205 3780 5.00
Continental Broadcasting of California, Inc., Box 28907, 1700 N. Alvarado, Los Angeles, Calif. 90026. Phone 213-651-4511.
STATION'S PROGRAMMING DESCRIPTION
KDAY: Programmed for young adults and adults, 20-40.
MUSIC policy: top 40, 75% current top hit singles, 20% hits of years gone by, 5% album cuts. AIR PERSONALITIES handle all segments. News and sports at 20 after hour. Weather at 30 after hour and at 47 to hour. 6 daily harbor reports with swimming and surfing and fishing conditions. Community events throughout day. COMMERCIAL POLICY: no double spotting. Contact Representative for further details. Rec'd 7/3/60.

1. PERSONNEL
Sr. Exec. Vice-Pres.—R. Randall Rollins.
General Manager—Cliff W. Davis.
Sales Manager—Bob Kaufman.

2. REPRESENTATIVES
Rollins Broadcasting.

3. FACILITIES
10,000 w.; 1580 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Rollins Broadcasting, Inc.

TIME RATES
ET 5/1/69—Rec'd 6/23/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm; Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 7 am-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA		CLASS A		CLASS B	
	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE
1 wk	14	7	13	11	25	17
13 wk	28	14	26	22	50	34
27-52 wk	25	13	21	19	45	31

30 SECONDS

1 wk	24	12	21	18	17	16
13 wk	48	24	42	36	34	32
27-52 wk	42	21	36	31	29	28

CLASS A

1 wk	27	25	23	21	19	17
13 wk	54	50	46	42	38	34
27-52 wk	47	44	41	38	35	32

30 SECONDS

1 wk	21	18	17	15	13	11
13 wk	42	36	34	30	27	24
27-52 wk	36	31	29	26	23	20

CLASS B

PER WK:	1 MINUTE	13 TI	19 TI	25 TI	37+
1 wk	23	21	19	17	15
13 wk	46	42	38	34	30
27-52 wk	40	36	32	28	24

30 SECONDS

1 wk	17	15	13	12	11
13 wk	34	30	26	24	21
27-52 wk	29	25	22	19	17

CLASS C

1 min. flat	5	30 sec. flat	3
10 sec: 50% of applicable 1-min.			

7. PACKAGE PLANS
(1/3AA, 1/3A, 1/3B)

PER WK:	1 MINUTE	12 TI	24 TI	36 TI
1 wk	288	528	684	
13 wk	252	456	612	
27-52 wk	228	408	504	

30 SECONDS

1 wk	240	432	540	
13 wk	192	336	396	
27-52 wk	168	288	324	

10. SPECIAL FEATURES
News/Weather—6 per wk 120 (D)

KFAC KFAC-FM

1931 1948
LOS ANGELES

Edward Petry & Co., Inc.
Media Code 4 205 3150 1.00
Cleveland Broadcasting, Inc., 5773 Wilshire Blvd., Prudential Square, Los Angeles, Calif. 90036. Phone 213-938-0161. TWX 010-321-3862.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Edwin J. Stevens.
Program Director—Howard Rhines.
Operations Director—Ernest Holling.
Edward Petry & Co., Inc.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
5,000 w.; 1330 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
Prod. Services: 81, 82.
Operating schedule: 24 hrs. daily. PST.
Antenna ht.: 2,335 ft. above average terrain.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 25a, 29a.
Contracts: 40a, 42a, 46, 47b, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70c, 71a, 73a.
Station reserves right to edit copy to comply with station policy on length and good taste.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 28 ET 6/1/69—Rec'd 4/7/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun 6 am-11 pm.
A—Mon thru Sun 5-6 am & 11 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A	
	1 min	20/30 sec	1 min	20/30 sec	1 min	20/30 sec
1 x	120	90	60	105	80	50
13 x	105	75	56	90	64	48
26 x	90	60	52	76	50	44
52 x	75	54	48	64	46	41
104 x	60	44	44	50	42	37
208 x	55	46	40	48	40	34
312 x	50	42	36	42	36	32
500 x	48	39	32	41	33	30
1000 x	45	36	30	40	32	28

7. PACKAGE PLANS
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat & Sun 6 am-11 pm.
A—Mon thru Sun 11 pm-1 am & 5-6 am.

PER WK:

CLASS AAA	8 TI	12 TI	18 TI	24 TI	36 TI
1 min	70	64	56	56	54
20/30 sec	58	48	46	45	43
10 sec	35	32	29	28	27

CLASS AA

1 min	50	46	44	42	38
20/30 sec	40	38	36	34	33
10 sec	25	23	22	21	19

CLASS A

1 min	40	38	36	34	32
20/30 sec	32	30	29	27	26
10 sec	20	19	18	17	16

TOTAL AUDIENCE PLANS
TAP does not combine for weekly frequency.
During a 52 week period packages may be converted to frequency if lower rate applies, but no retroactive discount will be given.

6. PROGRAM TIME RATES

PER WK:	5 MINUTES		104x		260x		312x	
	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	
AAA	150	130	110	90	70	85	80	
AA	120	105	90	75	60	55	50	
A	90	75	60	54	50	48	42	

CLASS A

AAA	180	156	132	105	95	88	81
AA	144	125	108	90	77	73	68
A	108	90	80	72	65	60	54

25 MINUTES

AAA	200	188	176	164	150	140	130
AA	170	163	154	148	138	120	119
A	135	130	125	119	113	108	98

55 MINUTES

AAA	380	340	310	280	255	230	200
AA	290	266	250	237	223	196	183
A	190	181	170	160	150	140	130

10. SPECIAL FEATURES
15-minute Newscasts—Regular rates apply plus 8.00 news fee.

KFI

1922
LOS ANGELES

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 205 3180 8.00
Earle C. Anthony, Inc., Box 3459, 141 N. Vermont Ave., Los Angeles, Calif. 90064. Phone 213-382-2121. TWX 910-321-3570.

STATION'S PROGRAMMING DESCRIPTION
KFI: Programmed for general interest.
Excluding 12M-5 am phone stint, time split about 50-50 between talk and music. FARM: 4:30-6 am. Personality strips thereafter, interspersed with or separated by news periods of 5, 10, or 15 min half local origin, half network. General popular music in personality strips, 8-10 am, 10 am-noon, 2-5 pm, 8-10 pm. Some mixed music and talk strips in random periods. Discussions, news background, live popular music remotes, weekly symphony, 3 hour polka program, coverage of western, rural and metropolitan weather, traffic, and recreation, major league baseball home and away. COMMERCIAL POLICY: no ad-lib, fact-sheet, or personalized commercial copy. Contact Representative for further details. Rec'd 10/21/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edmund C. Bunker.
Vice-Pres. & Gen'l Sales Mgr.—Ralph Pettit.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
50,000 w.; 640 kc. Non-directional, 1A clear channel.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0: bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 24b, 24c, 25a, 26, 28a, 29a, 32b.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 48, 40, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
AM/IB with NBC.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 38 ET 6/1/69—Rec'd 3/3/69.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 7-11 am.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 11 am-3 pm; Sun 7 am-8 pm.
B—Mon thru Fri 10 pm-midnight & 5-6 am; Week-ends 5-7 am & 8 pm-midnight.
C—Daily midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA		CLASS A		CLASS B	
	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE
1 x	140	120	123	116	112	108
6 x	134	124	118	111	108	102
12 x	129	119	113	107	103	98
18 x	123	114	108	102	99	93
24 x	115	108	101	95	92	87
30 +	89	89	85	81	78	74

7. PACKAGE PLANS
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun 6 am-11 pm.
A—Mon thru Sun 5-6 am & 11 pm-1 am.

PER WK:

CLASS AAA	1x	13x	26x	52x	104x	156x	312x	468+
1 min	140	120	123	116	112	108	102	98
6 TI	134	124	118	111	108	103	98	93
12 TI	129	119	113	107	103	98	93	88
18 TI	123	114	108	102	99	94	89	84
24 TI	115	108	101	95	92	87	82	77
30 +	89	89	85	81	78	74	70	66

10-second Traffic time spots subject to availabilities. ID's may combine with other spots for yearly and weekly discounts.

CLASS A

1 min	85	79	75	72	68
6 TI	86	80	76	72	69
12 TI	83	76	73	69	66
18 TI	79	73	70	66	63

CALIFORNIA

Los Angeles—KFWB—Continued

CLASS AA/A	CONTINUOUS WEEK DISCOUNT		Plan
	28 wk—5%	52 wk—10%	
1 min.	40	38	20
30/20 sec.	32	30	28

ROS PLAN
10 15 20
40 38 36
32 30 28

ROS plan spots will be scheduled in Class AA and A time at the stations discretion throughout the broadcast week. The ROS plan is not combinable with other spots or plans for weekly frequency discounts. The plans may count toward continuous weeks discounts, but do not earn any further discount themselves. Subject to preemption without notice.

10. SPECIAL FEATURES

ALL NIGHT NEWS PACKAGE
(11:30 pm-6 am)
PER WK: 7 14 21 28 35 42
Each 7 14 21 28 35 42
Rotating basis throughout week; does not combine for further discount.
Feature reports available on a rotating basis at applicable spot rate plus 20%.

KGBS

1925
LOS ANGELES

A Storer Station



Subscriber to the NAB Radio Code

Media Code 4 205 3240 0.00
Storer Broadcasting Company, 338 S. Western Ave., Los Angeles, Calif. 90005, Phone 213-388-2345, TWX 213-380-8907.

STATION'S PROGRAMMING DESCRIPTION
KGBS: Programming important popular music and personalities directed to adults 18 to 40.
NEWS: 1 min, 3 times an hour 6-8 am and twice per hour all other times, utilizing UPI, city news wire, beeper reports and sig alert traffic. MUSIC: Songs of today, yesterday and tomorrow programmed from important singles and LPs with maximum of 1 min between songs. Contact Representative for further details. Rec'd 3/31/69.

1. PERSONNEL

General Manager—Roy M. Schwartz,
General Sales Manager—George Gilbreath.

2. REPRESENTATIVES

John C. Butler & Company, Inc.
Storer Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

50,000 w.; 1020 kc. Directional.
Operating schedule: 5 am-local sunset, PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KGBS-FM.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 51a, 51b.
Comb.; Cont. Discounts: 60c, 60e, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

MULTIPLE PRODUCT ANNOUNCEMENTS
Piggyback: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min period, unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.

TIME RATES NATIONAL AND LOCAL RATES SAME No. 9 ET 8/1/69—Rec'd 5/28/69.

7. PACKAGE PLANS

WKLY:	FIXED POSITION			
	1 1/1	5 1/1	10 1/1	15 1/1 30 1/1
1 min.	55	50	40	85 80

ROS
10 1/1 20 1/1 30 1/1
25 22 20

ANNUAL—ROS
50x 100x 300x 500x 700x 1000x
40 35 30 25 22 20

1 min. 40 35 30 25 22 20
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr. 300 1/2 hr. 240

KGBS-FM

1954
LOS ANGELES



A Storer Station

Media Code 4 205 3241 8.00
Storer Broadcasting Co., 338 S. Western Ave., Los Angeles, Calif. 90005, Phone 213-388-2345, TWX 213-380-8907.

1. PERSONNEL

General Manager—Roy M. Schwartz,
General Sales Manager—George Gilbreath.

2. REPRESENTATIVES

John C. Butler & Company, Inc.
Storer Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

ERP 58,000 w.; 07.1 mc.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 2,000 ft., above sea level.
Partial simulcast operation. Operated separately local sunset-5 am. For simulcast facilities see KGBS.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
See KGBS listing for coded regulations.
Member: FM Group Sales, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 6/1/69—Rec'd 5/28/69.

7. PACKAGE PLANS

WKLY:	FIXED POSITION			
	1 1/1	5 1/1	10 1/1	15 1/1 30 1/1
1 min.	22.00	20.00	16.00	14.00 12.00

ROS
10 1/1 20 1/1 30 1/1
10.00 8.80 8.00

ANNUAL—ROS
50x 100x 300x 500x 700x 1000x
18.00 14.00 12.00 10.00 8.80 8.00

1 min. 18.00 14.00 12.00 10.00 8.80 8.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr. 120 1/2 hr. 06

KGFFJ

1928
LOS ANGELES

Independent Negro

Media Code 4 205 3270 7.00

Tracy Broadcasting Co., 4550 Melrose Ave., Los Angeles, Calif. 90029, Normandy 3-3181.

STATION'S PROGRAMMING DESCRIPTION

KGFFJ: Programmed for Negro community.
8 air personalities feature Rhythm and Blues music, except gospel and spirituals 5-6:30 am. 4 newsmen prepare 170 community oriented rewritten newscasts weekly, using frequent actualities, beepers and mobile unit reports. Many contests and promotions, along with active involvements in community public affairs featured. Negro history programs presented

3 times daily. SPORTS: 6 capsules daily. Editorials regularly. Community public service hourly. COMMERCIAL POLICY: personalty endorsements not permitted. Contact Representative for further details. Rec'd 8/10/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Arnold Schorr,
National Sales Manager—Molly C. Low,
Group Operations Manager—Cal Miller.

2. REPRESENTATIVES

Bernard Howard and Co., Inc.

3. FACILITIES

1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a.

Length of commercial copy:
1 hour.....7:00 min. 10 minutes.....2:30 min.
1/2 hour.....4:15 min. 5 minutes.....1:15 min.
1/4 hour.....3:00 min.

TIME RATES

No. 33 ET 7/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				24 1/1 36 1/1 48 1/1			
	1x	2x	3x	4x	1x	2x	3x	4x
AA	58	44	36	34	32	31	30	29
A	52	40	32	30	28	27	26	25

20/30 SECONDS
AA 46 35 29 27 28 25 24 23
A 42 32 26 24 25 22 21 20

7. PACKAGE PLANS

PER WK:	1 MINUTE				24 1/1 36 1/1 48 1/1			
	1x	2x	3x	4x	1x	2x	3x	4x
AA	36	34	32	31	30	29	28	27
A	32	30	28	27	26	25	24	23

20/30 SECONDS
AA 28 27 26 25 24
A 28 24 23 22 21

8. PROGRAM TIME RATES

CLASS AA	1 MINUTE				24 1/1 36 1/1 48 1/1			
	1x	2x	3x	4x	1x	2x	3x	4x
1 hr.	320	300	290	280	270	260	250	240
1/2 hr.	192	184	177	170	163	156	150	143
1/4 hr.	144	137	132	127	122	117	112	107
10 min.	120	114	110	106	102	98	94	90
5 min.	80	77	74	71	68	65	62	59

CLASS A
1 hr. 270 260 250 240 230 220
1/2 hr. 162 159 152 146 139 132
1/4 hr. 112 108 106 104 102 100
10 min. 92 90 88 86 84 82
5 min. 67 64 61 59 57 55

KGIL

1947
CITY OF LICENSE
SAN FERNANDO



mcgavren-guild
pgw radio, inc.

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)

Media Code 4 205 3840 7.00

Buckley Broadcasting Corp. of California, 14800 Lassen St., San Fernando, Calif. 91343, Phones 213-894-9181; 213-877-3466.

1. PERSONNEL

General Manager—Stanley G. Warwick,
Director of Sales—Alvin D. Ostrin,
National Sales Manager—Duffy Blabon.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w.; 1260 kc. Directional.
Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

Operating schedule: 24 hours daily, PST.

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Operating schedule: 24 hours daily, PST.

Los Angeles—KHJ—Continued

10. SPECIAL FEATURES
 News participations—Applicable rate plus 20%.
CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%
 All time classes combine for frequency and consecutive week discounts.
RATEHOLDER
 6 spots per week, any length, in AA and A.

KHJ-FM

1941
LOS ANGELES

Media Code 4 205 3331 7.00
 KHJ Division, RKO General Broadcasting, 5901 Venice Blvd., Los Angeles, Calif. 90034, Phone 213-462-2133. TELEX 674824.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Warren Earl.
 General Sales Manager—N. Arthur Astor.
- REPRESENTATIVES**
 RKO Radio Representatives, Inc.
 Toronto—RKO Distributing Corp. of Canada, Ltd.
- FACILITIES**
 ERP 58,300 w.; 101.1 mc.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15/0; time only.
- GENERAL ADVERTISING** See coded regulations See KHJ listing for coded regulations.

TIME RATES

No. 5 Eff 11/1/68—Rec'd 10/3/68.
 AA—Mon thru Fri 3 pm-midnight; Sat 9 am-midnight; Sun noon-midnight.
 A—Mon thru Fri 6 am-3 pm; Sat 6-9 am; Sun 6 am-noon.
 B—Mon thru Sun Midnight-6 am.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	28.00	29.00	24.00	20.00	18.00	18.00
A	24.00	22.00	20.00	18.00	16.00	15.00
B	8.00	7.50	7.00	6.50	6.00	5.50

30 SECONDS						
AA	22.00	20.00	18.00	16.00	15.00	14.00
A	18.00	16.00	15.00	14.00	13.00	12.00
B	6.50	6.00	5.50	5.00	4.50	4.00

10 sec: 50% of 1-min.
 Less than 6 ti, extra 10%.
 Fixed position, extra 10%.

10. SPECIAL FEATURES
 News participations—Applicable rate plus 10%.
CONSECUTIVE WEEK DISCOUNTS
 26 wk—5% 52 wk—10%
 Rateholder: 6 1-minute or 30-second spots per week in AA or A only.
 Only AA, A or B only combine for frequency and consecutive week discounts.

KHOF (FM)

1956
LOS ANGELES

Media Code 4 205 3360 6.00
 Faith Center, Inc., 1615 S. Glendale Ave., Glendale, Calif. 91205. Phone 213-245-7575.

STATION'S PROGRAMMING DESCRIPTION
 KHOF (FM): Programmed for general and religious interest. MUSIC 48%; 4 men. Gospel and inspirational 12M-5:30 am, 10 am-noon, 1-5 pm. PERFORMANCE MEDIA: chorus, vocal group, solo, orchestra, combo, organ, piano. NEWS 4%: 3 men. 7:15 am, noon, 5:45 pm for 15 min international, national, religious, stocks, local, weather. Afternoon one half hour headlines and weather. TALK 12%: 3 men. 9 pm-12M telephone question, answer and call-in. Daily 15 min and one half hour interviews. ENTERTAINMENT 6%: 2 men, 1 woman. Daily children's program. Weekly quiz. COMMERCIAL POLICY: station does not sell time for spots. CONTINUITY POLICY: no tobacco ads permitted. Rec'd 3/3/69.

1. PERSONNEL
 President—Raymond A. Schoch.
 General Manager—Jack G. French.
 Program Director—Mike Randall.

3. FACILITIES
 ERP 100,000 w.; 99.5 mc.
 Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
 15% time only; 3% if paid by 10th.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 26, 27, 28c, 29b, 30, 32a, 33d.
 Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 48, 51a. Comb.: Cont. Discounts: 60f, 61c.
 Cancellation: 70c, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Station reserves right to edit copy to comply with station policy on length and good taste.

TIME RATES

Eff—Rec'd 3/3/69.
 A—6 am-11 pm.
 B—11 pm-6 am.

CLASS A						
1 hr	1x	13x	26x	52x	104x	260x 312x
1 hr	80.00	82.00	70.00	72.00	68.00	64.00 60.00
1/2 hr	58.00	56.00	54.00	50.00	48.00	46.00
1/4 hr	42.00	40.50	39.00	37.50	36.00	34.50 33.00
5 min	21.00	20.50	20.00	19.50	19.00	18.50 18.00

CLASS B						
1 hr	74.00	70.00	66.00	62.00	58.00	54.00 50.00
1/2 hr	50.00	48.00	46.00	44.00	42.00	40.00 38.00
1/4 hr	36.00	34.50	33.00	31.50	30.00	28.50 27.00
5 min	16.00	15.50	15.00	14.50	14.00	13.50 13.00

KLAC
 1924
LOS ANGELES
Metromedia Radio



METRO RADIO SALES



Media Code 4 205 3390 3.00
 Metromedia Radio, a Metromedia Company, 5828 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-0110. TELEX 674-917.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Richard Janssen.
 Director of Sales—James F. Mergen.
 Program Director—Ron Martin.
- REPRESENTATIVES**
 Metro Radio Sales.
- FACILITIES**
 5,000 w. days; 5,000 w. nights directional; 570 kc.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15/0 net time. Bills payable as rendered.
- GENERAL ADVERTISING** See coded regulations

General: 2a, 4a, 4d, 5.
 Basic Rates: 20a, 23a.
 Cancellation: 70c.
 Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and provided that these broadcasts continue without interruption during rate protection period.
FM Facilities: KMET (FM)

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. D Eff 4/1/69—Rec'd 4/3/69.
 AA—Mon thru Fri 6-10 am.
 A—Mon thru Fri 3-7 pm; Sat 6-10 am.
 B—Mon thru Fri 10 am-3 pm; Sun 8 am-7 pm; Sat 10 am-7 pm.
 C—Mon thru Sun 7 pm-1 am.
 D—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA						
PER WK, ROTATING:	1 ti	6 ti	12 ti	18 ti	24 ti	24 ti
1 min	100	90	80	70	60	60
20/30 sec	80	72	64	56	48	48
10 sec	50	45	40	35	30	30

CLASS A						
PER WK, ROTATING:	1 ti	6 ti	12 ti	18 ti	24 ti	24 ti
1 min	90	80	70	60	54	54
20/30 sec	72	64	56	48	43	43
10 sec	45	40	35	30	27	27

CLASS B						
1 min	70	60	58	54	50	50
20/30 sec	56	48	46	43	40	40
10 sec	35	30	29	27	25	25

CLASS C						
1 min	60	50	48	44	40	40
20/30 sec	48	40	38	35	32	32
10 sec	30	25	24	22	20	20

YEARLY CONTRACT

(1/6AA, 1/6A, 1/3B, 1/3C)
PER YR. EA:
 1000 x, flat 35 1500 x, flat 33

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS—PREEMPTIBLE
PER WK: 1 min 20/30 10 sec
 Plan A, 12 ti (2AA, 2A, 4B, 4C) 576 468 288
 Plan B, 18 ti (3AA, 3A, 6B, 6C) 792 648 396
 Plan C, 24 ti (4AA, 4A 8B, 8C) 960 768 480
 Plan D, 36 ti (6AA, 6A, 12B, 12C) 1296 1044 648
 Must be scheduled equally over a 7-day period and rotate within time classes.
 In the event of preemption spots will be made good in comparable or better time periods at the earliest possible convenience and prior to expiration of schedule.

ALL NIGHT SHOW

(Mon thru Sun 1-6 am)
Rotating 1/4 Hr Sponsorship: 26 wk 52 wk
 Firm contract per wk, flat 350 300
 Includes open and close plus 2 1-minutes each 1/4 hour.

WEEKEND SPECIAL

(Fri 7 pm-Sun midnight)
ROTATING, PER WK, FLAT: 10 ti 20 ti 30 ti
 1 min 400 700 900

10. SPECIAL FEATURES

5-MINUTE NEWSCAST AND SPORTS

EA:	AA	A	B	C
5 ti	100	95	75	65
10 ti	95	85	65	55
15 ti	85	75	60	53
20 ti	80	65	55	50

CHUCK BENEDICT SPORTS

(6:35, 7:35, 8:35 am, 4:35, 5:35, 6:35 pm)
EA: 5 ti 10 ti 15 ti 20 ti
 AA 100 95 85 80
 A 95 85 75 65

CALIFORNIA

FREQUENCY COMBINATION

1-minute, Newscasts, 20/30-seconds and ID's may combine to earn weekly frequency discounts. Weekly Circulation Plans may combine with 1-minute, Newscasts, 20/30-seconds and ID's to earn weekly frequency discounts on the face of card rates only. Weekly Circulation Plans do not combine with Weekly Circulation Plans for further weekly frequency.

FREQUENCY DISCOUNT

52 consec wk—10%
 Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

KMET (FM)

1961
LOS ANGELES



Media Code 4 205 3420 8.00
 Motromedia Stereo, Division of Metromedia, Inc., 5828 Wilshire Blvd., Los Angeles, Calif. 90036. Phones 213-937-0110, 2394. Telex: 674-917.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Richard Janssen.
 Director of Sales—James F. Mergen.
 Program Director—David Moorhead.
- REPRESENTATIVES**
 Metro Radio Sales.
- FACILITIES**
 ERP 58,000 w.; 94.7 mc.
 Operating schedule: 24 hours daily.
 Antenna ht.: 2835 ft. above average terrain.
- AGENCY COMMISSION**
 15% net time. Bills payable as rendered.
- GENERAL ADVERTISING** See coded regulations
 Cancellation: 70c.
 Maximum of 8 commercial minutes per hour. 15 minutes minimum separation from competitive advertisers. 10-second ID's not acceptable.
 Rate Protection: Rates herein guaranteed for 13 weeks from effective date of any rate increase, provided advertiser maintains minimum 50.00 per week expenditure during period of rate protection.
 AM facilities: KLAC.

TIME RATES

No. 2 Eff 9/1/68—Rec'd 9/16/68.
 AA—Daily 6 pm-midnight.
 A—Daily 6 am-6 pm.
 B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti 36 ti
1 min	22	18	17	16	15	14
20/30 sec	17	16	15	14	13	12 11

CLASS A						
1 min	18	16	14	13	12	11
20/30 sec	14	13	12	11	10	9 8

CLASS B						
1 min	9	8	7	6	5	4
20/30 sec	7	6	5	(*)	4	3

(*) 4.50.

7. PACKAGE PLANS

1,000 X, PER YR:	AA	A	B
1 min	15	12	4
20/30 sec	12	9	3

FREQUENCY COMBINATION AND DISCOUNTS
 Minutes combine with 20/30 for weekly frequency discounts.
 Advertisers maintaining a minimum 50.00 weekly expenditure for 52 consecutive weeks earn additional 10% discounts from all rates quoted.

KMPC

1928
LOS ANGELES



MAJOR MARKET RADIO, INC.



Subscriber to the NAB Radio Code
 Media Code 4 205 3450 8.00
 KMPC—Golden West Broadcasters, 5858 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-469-5341.

STATION'S PROGRAMMING DESCRIPTION

KMPC: Programmed for an audience 18 years upward.
 Middle-of-the-road music, news and sports featuring music personalities. NEWS: hourly 5 min news, half hour headlines. SPORTS: play-by-play includes major league baseball, professional football, and college football and basketball. Additional news facilities: 2 helicopters, 2 fixed wing airplanes, and 6 radio-equipped mobile units. 8-8:30 am, M-F, news, business, sports. 6-6:30 pm sports and news. Editorials and documentaries frequently. Contact Representative for further details. Rec'd 12/8/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Stanley L. Spero.
 General Sales Manager—George E. Lindman.
 Program Director—Russ Barnett.

2. REPRESENTATIVES

Major Market Radio, Inc.
 (This listing continued on next page)

Can
 a van line
 move
 with today's
 kind of music?



They'd better. Because the people who listen to that kind of music are the decision-making executives and brand-choosing young marrieds of today. The people who do most of the moving. KHJ plays nothing but today's kind of music. And it's made us No. 1 with the 18 to 49 group* (And we have been for the past three years.) What's more, our share of this fast-moving, need-everything crowd keeps growing. So get that rubber on the road. In L.A. it's KHJ that delivers.

5515 Melrose, Hollywood, Cal. 90038
 (213) 462-2133 * TWX910-321-2345
 Represented by: RKO Radio Reps. Division of RKO General, Inc.
 *Radio Pulse, Jan.-Feb. 1969 Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

93/KHJ
BOSS RADIO IN LOS ANGELES



An RKO Radio Station

CALIFORNIA

Los Angeles—K M P C—Continued

5. FACILITIES

50,000 w. days, 10,000 w. nights; 710 kc. Directional—right only. Operating schedule: full time. PST.

4. AGENCY COMMISSION

15/0 time, talent and other; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 27, 28a, 29a, 33b. Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49, 51a, 51b, 51c. Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

Advertisers cooperating in group broadcasts required to make individual contracts.

All concurrent station contracts for same advertiser at gross rates in same rate classification for 15 minutes or more may be combined to earn 1/2, 3/4 or hour rate. Such programs may be scheduled contiguously at station's option.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 28 Eff 10/1/68—Rec'd 8/19/68.
AA—Mon thru Fri 0:05-10 am & 3:05-7 pm; Sat 7:05-10 am.
A—Mon thru Fri 6:05-10 am, 10 am-3:05 pm & 7-10 pm; Sat 10 am-10 pm; Sun 7 am-10 pm.
B—Sun thru Sat 10 pm-midnight; Sat 6-7:05 am; Sun 6-7 am.
C—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE		30 SECONDS	
	AA	A	B	A
1 x	135	95	70	110
52 x	120	80	65	100
104 x	115	78	60	95
150 x	110	75	58	90
200 x	105	72	54	85
312 x	98	66	50	80
520 x	84	60	46	68
780 x	80	55	43	66
1040 x	78	53	40	64
1800 x	76	51	38	62

1 min. CLASS C 15 30 sec. 12
No discounts.

7. PACKAGE PLANS

PER WK:	ROS		10 tl		20 tl		30+	
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
AA	110	90	105	85	96	80	80	80
A	75	65	72	60	60	58	58	58
B	58	48	54	43	50	40	40	40
C	15	12	15	12	15	12	15	12

Spots must run within a period of 7 consecutive days to qualify for package plans. All package plans are to include 20% of the spots in nighttime, after 7 pm.

8. PROGRAM TIME RATES

PER WK:	CLASS AA				
	1 tl	2 tl	3 tl	4 tl	5 tl
1/4 hr.	287	273	268	244	230
10 min.	207	196	186	175	165
5 min.	149	142	134	127	119

PER WK:	CLASS A				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	550	522	495	467	440
1/2 hr.	341	323	308	289	272
1/4 hr.	220	209	198	187	170
10 min.	155	148	140	132	122
5 min.	118	112	106	101	94

PER WK:	CLASS B				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	330	313	297	280	264
1/2 hr.	188	188	178	168	158
1/4 hr.	132	125	118	112	105
10 min.	88	84	80	76	72
5 min.	68	62	59	56	52

10. SPECIAL FEATURES

News casts—additional service charge as follows.
News service charges are commissionable.
5 min. 10 1/4 hr. 20
10 min. 15

KNX
1920
LOS ANGELES
CBS Owned

Represented by **CBS RADIO SPOT SALES**

All News / Information



Subscriber to the NAB Radio Code
Media Code 4 205 3480 2.00
CBS Radio, a Division of Columbia Broadcasting System, Inc., 6121 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-489-1212.
Address all program and advertising copy to the Sales Service Manager.

STATION'S PROGRAMMING DESCRIPTION
KNX: Programmed for adult.
All news, information, daytime, plus network entertainment 10:30-11 am, music night time 11:30 pm-5:30 am. NEWS: network and local news featuring different anchors 5:30-10 am, noon-4 pm, 4-7:30 pm & 7:30 pm-11:30 pm, includes sports, financial and business news, field reports, computerized traffic

reports, entertainment news, weather scene, analysis and commentary. All news on weekend 6:30 am-11:30 pm. Telephone cooking news program 11:10 am-noon. Sports specials: feature horse racing, golf tournaments, college football and Indy 500 reports. MUSIC: semi-classical to classical 11:30 pm-5:30 pm. Facilities include 4 mobile units and out-of-town news bureaus. Station editorializes. Contact Representative for further details. Rec'd 6/2/69.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—George Nicholaw. Sales Manager—Ray Barnett. National Sales Manager—Rich Sinclair.

2. REPRESENTATIVES

CBS Radio Spot Sales

3. FACILITIES

50,000 w. 1070 kc. Non-directional. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 net time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a. Contracts: 40b, 41, 44b, 45, 46, 48, 51d. Comb.: Cont. Discounts: 60i, 60j, 61b, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Affiliated with CBS. Member: CBS Radio Pacific Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 21 Eff 7/30/69—Rec'd 7/31/69.
Morning Drive—6-10 am.
Afternoon Drive—3-7 pm.
Daytime—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
Nighttime—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I 1 MINUTE		SECTION II 30/20 SECONDS	
	1 tl	6 tl	1 tl	6 tl
MORNING DRIVE:	140	125	130	115
1 x	130	115	120	110
300 x	120	110	105	105

PER WK:	SECTION II-B—MIKE ROY	
	8x	130x
MORNING DRIVE:	112	100
1 x	104	96
300 x	104	92

KNX is the NUMBER 1 news station in Southern California!

Fact. KNX delivers more people than any other news station in the greater Los Angeles market. This is an impressive audience—well-informed, well-salaried, affluent and 98% adults.

...another sound reason you should be advertising with

KNX/CBS Newsradio

Source: Jan/Feb 1969 AAR & Jan 12 AEC. Avg. 12.5% Listening Estimates. Mon-Sun, Total Persons, Total Area. Subject to qualifications which NAB or CBS Radio Spot Sales will supply on request.

AFTERNOON DRIVE:

PER YR:	Per wk			
	1 tl	6 tl	12+ 4	12+ 4
1 x	104	92	88	84
300 x	96	88	84	84

DAYTIME:

PER YR:	Per wk			
	1 tl	6 tl	12+ 4	12+ 4
1 x	76	68	60	60
300 x	74	66	58	58
500 x	72	64	56	56

NIGHTTIME:

PER YR:	Per wk			
	1 tl	6 tl	12+ 4	12+ 4
1 x	60	52	44	44
300 x	58	50	42	42
500 x	56	48	40	40

10 sec: 60% of 1-min. Fixed position, extra 20%. Combinable with Section II for all frequency discounts.

7. PACKAGE PLANS
SECTION II—A
MAXIMUM IMPACT PLANS
(1/6 Morning Drive, 1/8 Afternoon Drive, 1/3 Daytime, 1/3 Nighttime)
1 MINUTE
Per wk
PER YR: 6 tl 12 tl 18 tl 24 tl 30 tl
1 x 474 888 1242 1536 1770
150 x 468 876 1224 1512 1740
300 x 458 852 1188 1484 1680
500 x 438 816 1134 1392 1620
30/20 SECONDS
1 x 384 720 1008 1248 1440
150 x 378 708 990 1224 1410
300 x 368 684 954 1176 1350
500 x 348 648 900 1104 1290
10 sec: 60% of 1-min. Fixed position, extra 20%. Can be combined for frequency discounts on all other sections, but do not themselves receive frequency from other sections.

CONSECUTIVE WEEK DISCOUNT
SECTION II—B—MIKE ROY
PER YR: 8x 130x 250+
3+ per wk. 100 95 90
Minimum 3 participations per week.

KNX-FM
1948
LOS ANGELES

CBS Owned
Subscriber to the NAB Radio Code
Media Code 4 205 3481 0.00
CBS/FM Broadcasting, A Service of CBS Radio, a Division of Columbia Broadcasting System, Inc., 6121 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-489-1212.

STATION'S PROGRAMMING DESCRIPTION
KNX-FM: Programmed for young adults. MUSIC: popular trend music. All music selected for recognizability and continuing popularity. Contact Representative for further details. Rec'd 6/10/68.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—George Nicholaw. General Sales Manager—Ray Barnett. National Sales—William Codrus, CBS/FM, New York.

2. REPRESENTATIVES
CBS/FM National Sales: See Reps. & S/O pages.

3. FACILITIES
ERP 87,000 w.; 93.1 mc. Stereo. Operating schedule: 0 am-midnight daily. PST. Antenna ht.: 2,870 ft. above average terrain.

4. AGENCY COMMISSION
16% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5b, 7b, 8. Rate Protection: 15b. Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 31. Contracts: 40b, 41. Comb.: Cont. Discounts: 60e, 60i, 62d. Cancellation: 73a. All rates quoted are dollar cost per unit. Member: CBS/FM Broadcasting.

TIME RATES
No. 3 Eff 5/1/68—Rec'd 5/2/68.

6. SPOT ANNOUNCEMENTS
PER YR: 1 tl 150x 300x 500x 750x 1000x
PER WK: 1 tl 7 tl 14 tl 21 tl 28 tl 35 tl
1 min. 14 13 12 11 10 9
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min. ROS preemptible by fixed position. Fixed position, extra 3.00.

KOST (FM)
1957
LOS ANGELES

AVCO RADIO SALES
Good Music

Media Code 4 205 3490 1.00
The McLendon-Pacific Corp., Suite 940, California Federal Plaza, 5670 Wilshire Blvd., Los Angeles, Calif. 90038. Phone 213-937-1035. TWX 910-321-8841.
Send copy to: Program Coordinator, Ticky Hendricks, above address.

1. PERSONNEL
Chairman of the Board—Barton R. McLendon. President—Gordon B. McLendon. General Manager—Norman M. Epstein.

2. REPRESENTATIVES
Avco Radio Sales. Northwest—William L. Simpson Associates Company. McLendon Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
ERP 12,500 w. (horiz.), 12,600 w. (vert.); 103.5 mc. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 6,100 ft. above sea level.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33c. Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c. Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 62b, 62d. Cancellation: 70c, 71a, 73a, 73b. Prod. Services: 80. Member: McLendon Stations. Sold in combination with XETRA, San Diego Area. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 12/1/68—Rec'd 11/29/68.
AAA—Mon thru Sun 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & 7 pm-midnight.

PER YR:	1 MINUTE				
	1 tl	6 tl	12+ 4	12+ 4	12+ 4
AAA	45	41	37	33	29
AA	40	36	32	28	24
A	30	27	24	21	18

KPOL 1952
KPOL-FM 1957
LOS ANGELES

BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 205 3510 6.00
Capital Cities Broadcasting Corp., 6700 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-466-4123. TWX 910-321-4202.

STATION'S PROGRAMMING DESCRIPTION
KPOL: Programmed for adults. General popular music (standards, showtunes, film music, and middle-of-the-road) featured all times except Sun morning which features religious (sacred) music. NEWS: 15 min news and commentary M-F 8 am, noon, & 6 pm, 5 min news on hour at all other times from 6 am-12M. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—C. W. Bill Weaver. National Sales Manager—Robert E. Sharon. Program Director—Robert Scott.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1540 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. PST. FM-ERP 100,000 w.; 93.9 mc. Antenna ht.: 670 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e. Basic Rates: 20a, 21b, 22a, 24a, 28c. Contracts: 40c, 45. Comb.: Cont. Discounts: 60b, 60c, 60i, 61a, 62a. Cancellation: 70a, 70e, 71a, 73b. Minimum Rate Holder: Class A 1-minute spots per week. Affiliated with Blair Represented Network.

MULTIPLE PRODUCT ANNOUNCEMENTS
Surcharge of 50% of the appropriate minute rate is required for all non-integrated piggy-back commercials.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 18 Eff 9/1/68—Rec'd 8/19/68.
AAA—Mon thru Sat 8-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-8 pm; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-midnight; Tues thru Sun 5-8 am; Sun 6-8 am.
B—Tues thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA
PER WK: 1 min 28 wk 52 wk 1 wk 28 wk 52 wk
(*) 135 129 123 108 103 98
(†) 132 126 120 106 101 96
6 tl 129 123 117 104 99 94
12 tl 124 118 112 100 95 90
18 tl 119 113 107 96 91 86
24 tl 114 108 102 92 87 82

CLASS AA
(*) 100 95 90 80 76 72
(†) 98 93 88 78 74 70
6 tl 96 91 86 78 72 68
12 tl 92 87 82 73 69 65
18 tl 88 83 78 70 66 62
24 tl 84 79 74 67 63 59

CLASS A
(*) 58 53 50 45 43 41
(†) 55 52 49 44 42 40
6 tl 54 51 48 43 41 39
12 tl 52 49 46 41 39 37
18 tl 50 47 44 39 37 35
24 tl 48 45 42 37 35 33

(*) Specified position.
(†) Less than 6 tl.
Spots staggered on daily basis. Will not be rotated.

7. PACKAGE PLANS
Total Plan: 1/3 AAA, 1/3 AA, 1/3 A.
Man Plan: 1/2 AAA, 1/2 A.
Total Plan and Man Plan spots will be scheduled on a minimum of any 6 days weekly. All schedules must be consecutive.

1 MINUTE
PER WK: 6 tl 12 tl 18 tl 24 tl
1 wk 84 81 78 75
28 wk 80 77 74 71
52 wk 76 73 70 67

30 SECONDS OR LESS
1 wk 87 85 83 81

Los Angeles—KPOL, KPOL-FM—Cont'd
MIDNIGHT TILL DAWN PLAN
(All Class B)

Specified position	1 min	30 sec
12 ti (2 per night)	15.00	13.00
18 ti (8 per night)	18.50	11.50
24 ti (4 per night)	13.00	11.00

DISCOUNTS

25 wk—5%	52 wk—10%
Not combinable with other plans for frequency discounts	

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	162	164	150	146	142	183
AA	126	120	116	112	108	103
A	67	64	62	60	58	55
B	27	25	24	23	22	20

1/4 HOUR NEWS AND COMMENTARY

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
Mon thru Fri 8-8:15 am & 6-6:15 pm	330	315	805	295	280
Mon thru Fri noon-12:15	245	235	230	225	215

CONSECUTIVE WEEK DISCOUNTS

26 wk—5%	52 wk—10%
The above discounts apply only to Newscasts and Commentaries.	

NEWS HEADLINES
(At :30 every hour 6 am-midnight)
CLASS AAA

1 ti	153	138	130
6 ti	146	131	124
12 ti	138	124	117

CLASS AA

1 ti	116	105	99
6 ti	109	98	93
12 ti	102	92	87

CLASS A

1 ti	82	66	53
6 ti	65	50	46
12 ti	48	43	41

K R H M (FM)
1948
LOS ANGELES



Media Code 4 205 3540 3.00
KRHM Enterprises, 301 S. Kingsley Dr., Los Angeles, Calif. 90005. Phone 213-385-7421.

STATION'S PROGRAMMING DESCRIPTION
KRHM (FM): Programmed for adults.
MUSIC: general popular music, middle-of-the-road, including current hits, film music, show tunes, standards and jazz oriented popular music. AIR PERSONALITIES handle all segments. NEWS: 5 min news, national and international, 9 times daily. Other programs: 5-6 pm M-Sat. dixieland jazz. 8-11

pm M-Sat. popular, folk music, and folk and jazz oriented. 3-7 am M-Sat. Latin music. 3-5 pm Sun. comedy albums. 5-6 pm Sun. discussion of public issues. 8-7 pm Sun. Broadway show. 9 pm-12M. music documentaries, or spoken word and plays. Contact Representative for further details. Rec'd 5/2/69.

- PERSONNEL**
President—Robert E. Short.
General Manager—Benson Curtis.
- REPRESENTATIVES**
East of Mississippi—Quality Media Incorporated.
West of Mississippi—Group/L. A.
- FACILITIES**
ERP 8,300 w.; 102.7 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 2790 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 50, 51a. Comb.: Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 61b. Cancellation: 70a, 70e, 71a, 72, 73b. Prod. Services: 80, 81, 82.
Station features music recorded for high fidelity reproduction only.

TIME RATES

Rates effective November 1, 1963. (Card No. 7.)
Card received September 27, 1963.
A—Mon thru Fri 5-11 pm; Sat & Sun noon-11 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A

1 ti	1 min 30 sec	1 min 30 sec
13 ti	30.00	24.00
26 ti	28.00	22.50
52 ti	24.00	21.00
104 ti	23.00	19.00
156 ti	22.00	18.00
208 ti	21.00	17.00

CLASS B

1 ti	24.00	19.00
13 ti	22.50	18.00
26 ti	21.00	17.00
52 ti	20.00	16.00
104 ti	19.00	15.00
156 ti	18.00	14.25
208 ti	17.00	13.50

7. PACKAGE PLANS

WEEKLY PACKAGES

PER WK. EA:	1 min	30 sec	1 min 30 sec
10 ti	16.00	12.50	12.50
14 ti	15.00	12.00	9.50
21 ti	14.00	11.00	9.00
28 ti	13.00	10.00	8.50
35 ti	12.00	9.00	8.00

DISCOUNTS

13 wk—5%	26 wk—10%	52 wk—15%
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8. PROGRAM TIME RATES
CLASS A

1 ti	1 hr	1 1/2 hr	1 1/4 hr
13 ti	150.00	90.00	60.00
26 ti	140.00	84.00	56.00
52 ti	130.00	78.00	52.00
104 ti	115.00	69.00	46.00
156 ti	110.00	66.00	44.00
208 ti	105.00	63.00	42.00
260 ti	100.00	60.00	40.00
312 ti	95.00	57.00	38.00
364 ti	90.00	54.00	36.50

CLASS B

1 ti	120.00	72.00	48.00
13 ti	112.00	67.00	45.00
26 ti	104.00	62.00	42.00
52 ti	98.00	58.00	39.00
104 ti	92.00	55.50	36.50
156 ti	88.00	53.00	35.00
208 ti	84.00	50.50	33.50
260 ti	80.00	48.00	32.00
312 ti	76.00	45.50	30.50
364 ti	72.00	43.00	29.00

K R K D
1927
LOS ANGELES



Media Code 4 205 3570 0.00
I.C.O.F.G., Inc., 1050 Montecito Dr., Los Angeles, Calif. 90031. Phone 213-225-4118.

STATION'S PROGRAMMING DESCRIPTION
KRKD: Programmed for general interest, adults 25 years and older.
MUSIC: general popular, standard and showtunes. NEWS: 5 min every 30 min. Contact Representative for further details. Rec'd 10/27/67.

- PERSONNEL**
General Manager—Alan Bowles.
Sales Director—Clarke R. Brown.
Chief Engineer—George Riggs.
- REPRESENTATIVES**
J. A. Lucas & Co., Inc./ALCO.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1150 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a, 32a.
Contracts: 40a, 42a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 82.
Spot and program rates include talent fees.
Affiliated with MBS.

CALIFORNIA

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 13A ET 4/22/68—Rec'd 6/3/68.
AAA—Mon thru Sat 6-10 am & 8-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE—FIXED POSITION

CLASS AAA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 wk	27	25	23	21	20	19
13 wk	25	23	21	20	19	18
26 wk	23	21	20	19	18	17
52+	21	20	19	18	17	16

CLASS AA

1 wk	25	23	21	19	18	17
13 wk	23	21	19	18	17	16
26 wk	21	19	18	17	16	15
52+	19	18	17	16	15	14

CLASS AA

1 wk	25	23	21	19	18	17
13 wk	23	21	19	18	17	16
26 wk	21	19	18	17	16	15
52+	19	18	17	16	15	14

ROTATING

1-minute or 30-second spots may be rotated within AAA, AA, and A times—applicable rate less 10%.

30 SECONDS

Applicable fixed position 1-minute rate less 20%.

7. PACKAGE PLANS

ROS

1 min or less—applicable fixed AAA 1-min rate less 50%.

8. PROGRAM TIME RATES

CLASS AAA

1 hr	180	200	210	220	230	240
1/2 hr	105	110	120	125	130	135
1/4 hr	55	65	75	85	90	100
5 min	30	35	40	45	50	55

CLASS AA

1 hr	140	150	165	180	190	200
1/2 hr	95	100	110	115	120	125
1/4 hr	50	55	60	65	70	75
5 min	25	30	35	40	45	50

VIGNETTE SPONSORSHIP

All programs less than 5 minutes in length—applicable 1-minute rate plus 10%.

SEGMENT SPONSORSHIP

2x applicable 1-minute rate. Available in AA only.

10. SPECIAL FEATURES

News headlines at 6:30, 7:30, 8:30 am and 3:30, 4:30, 5:30 pm. Rotated throughout AAA time. Applicable 1-min rate plus 10%. Includes open and close sponsor identification.

TIME SIGNALS

10 sec: 50% of applicable fixed 1-min. Preemptible. (Los Angeles continued on next page)



The word's spreading.
We hate to hang up
the "sold out" shingle.
Of course, THE "good
music" buy,
blanketing almost all
of California's coast,
is ours. And why
not? We started it
all years ago.

U.S. SALES

X-TRA / KOST

Los Angeles

San Diego

KABL Music

San Francisco

Oakland

THE McLendon STATIONS IN CALIFORNIA: KOST REPRESENTED BY AVCO RADIO SALES; KABL, BY KATZ RADIO WEST

CALIFORNIA

Los Angeles—Continued

KRLA

1941
CITY OF LICENSE
PASADENA

HR Representatives, Inc.

NAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)

Media Code 4 203 4110 4.00
Oak Knoll Broadcasting Corp., 1401 South Oak Knoll, Pasadena, Calif. 91109. Phone 213-681-2591.

National Sales Office: 277 Park Ave., New York, N. Y. 10017. Phone 212-922-2900.

STATION'S PROGRAMMING DESCRIPTION

KRLA: Programmed for young adults.

MUSIC: mix includes albums, folk-rock, pop singles.

NEWS: 14 man news department. Contact Representative for further details. Rec'd 7/28/69.

1. PERSONNEL President—Dr. Kenneth Harwood.

General Manager—Lawrence Webb.

2. REPRESENTATIVES H-R Representatives, Inc.

Station Manager—Hal Mathews.

3. FACILITIES

50,000 w. days, 10,000 w. nights; 1110 kc.

Directional—separate patterns day and night.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%; 2% cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b.

Basic Rates: 22a, 22b, 23a, 24a, 26, 28a, 29a.

Contracts: 40a, 42a, 45, 46, 47a.

Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Rate Protection: 6 months for 52-week advertisers.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 7/1/69—Rec'd 6/16/69.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm; Sun noon-6 pm.

A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6-10 am & 6-10 pm; Sun 6 am-noon & 6-10 pm.

B—Mon thru Sat 10 pm-1 am; Sun 10 pm-midnight.

C—Mon thru Sun 1-6 am. Rates on request.

6. SPOT ANNOUNCEMENTS

1 min 50 sec 40 sec 30 sec 20 sec 10 sec

AA 65 55 50 45 40 35

A 55 50 45 40 35 30

B 45 40 35 30 20

26 wk—5% DISCOUNTS 52 wk—10% (D)

KWIZ

SANTA ANA

City of license—Santa Ana, Calif.
San Francisco—843 Montgomery, San Francisco 94133.
Phone 415-391-0286.
See listing under Anaheim—Santa Ana—Garden Grove.

Advertisement

1. PERSONNEL

Exec. V.-P. & Gen'l Mgr.—Bill Weaver.

Pres. & Sales Mgr.—Phillip C. Davis.

2. REPRESENTATIVES

Los Angeles 90005—Jack Bell, 3932 Wilshire Blvd.

Phone 213-388-0568.

San Francisco 94133—Sonny Mitchell, 843 Montgomery.

Phone 415-391-0288.

Jack Masia & Co., Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1460 kc.

Operating schedule: 24 hours daily. PST.

TIME RATES

No. 19-A Eff 8/1/69—Rec'd 7/9/69.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.

A—Mon thru Fri 5-8 am; 10 am-3 pm & 7-9 pm;

Sun 6 am-7 pm; Sat 6-10 am & 3-7 pm.

B—Mon thru Fri 9 pm-midnight; Sat & Sun 5-6 am & 7 pm-midnight.

C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 WK: AAA AA A B AAA AA A B

6 tl..... 45.00 42.00 33.00 18.00 37.00 34.00 27.00 14.50

12 tl..... 43.00 40.00 32.00 17.00 35.00 32.00 25.00 14.00

18 tl..... 41.00 38.00 30.00 16.00 34.00 31.00 24.00 13.50

24 tl..... 39.00 36.00 28.50 15.00 32.00 29.00 23.00 12.50

30 tl..... 37.00 34.00 27.00 14.00 30.00 28.00 22.00 12.00

36 tl..... 35.00 32.00 25.00 13.00 28.00 27.00 21.00 11.50

13 WK:

6 tl..... 43.00 40.00 31.00 17.00 35.00 32.00 25.00 13.50

12 tl..... 41.00 38.00 30.00 16.00 33.50 30.50 24.00 13.00

18 tl..... 39.00 36.00 28.00 15.00 32.50 29.50 22.50 12.50

24 tl..... 37.00 34.00 27.00 14.00 30.50 27.50 21.50 12.00

30 tl..... 35.00 32.00 25.00 13.00 28.00 26.00 20.50 11.50

36 tl..... 33.00 30.00 23.50 12.00 26.50 24.50 19.50 10.50

52 WK:

6 tl..... 41.00 38.00 30.00 16.00 33.00 31.00 24.00 13.00

12 tl..... 39.00 36.00 29.00 15.00 31.50 29.50 23.00 12.50

18 tl..... 37.00 34.00 27.00 14.00 30.50 28.50 22.50 12.00

24 tl..... 35.00 32.00 25.00 13.00 28.50 26.50 20.50 11.50

30 tl..... 33.00 30.00 24.50 12.50 26.50 25.00 20.00 11.00

36 tl..... 31.00 29.00 22.50 11.50 25.00 23.50 19.00 10.00

10 sec: 50% of 1-min.

C: 50% of B.

1-minute and 30-seconds may be combined to earn maximum frequency discounts.

10-seconds may be added on a 2 for 1 basis.

KWKW

PASADENA

City of license—Pasadena, Calif.
Los Angeles—8777 Hollywood Blvd., Hollywood, Calif.
90028. Phone 213-465-6171.

See listing under Los Angeles Urban Area.

KWST (FM)

(formerly KBMS (FM))

LOS ANGELES

Media Code 4 203 4125 2.00

Century Broadcasting Corp., 8833 W. Sunset Blvd.,

Los Angeles, Calif. 90069. Phone 213-657-6180.

STATION'S PROGRAMMING DESCRIPTION

KBMS (FM): Programmed for adults.

MUSIC 89%: standards, film music, showtunes,

middle-of-the-road. Arrangements 50% instrumental.

20% group vocal. NEWS 15%: headlines on half

hour. COMMERCIAL POLICY 10%: 6 commercial

minutes hourly maximum, 1 hour separation between

competitive accounts for product protection. Contact

Representative for further details. Rec'd 6/20/68.

1. PERSONNEL

President—Howard Grafman.

General Manager—Gordon Potter.

Program Director—Charles Salerno.

2. REPRESENTATIVES

Group/L. A.

Eastern—John C. Butler & Company, Inc.

3. FACILITIES

ERP 72,000 w. (horiz.), 72,000 w. (vert.); 105.9 mc.

Stereo.

Operating schedule: 24 hours daily. PST.

Antenna ht.: 2,000 ft. above sea level.

4. AGENCY COMMISSION

15/0; payable 10 days following invoice date.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 21b, 21d, 22a, 22b, 23a, 24b, 28a, 28c,

29a.

Contracts: 40a, 41, 44a, 45, 46, 48.

Comb.: Cont. Discounts: 60a, 60c, 60g, 61c.

Cancellation: 70c, 72, 73a.

Prod. Services: 80, 81, 82.

TIME RATES

No. 7G Eff 12/1/68—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS

1x 2x 3x 10x 20x 50x

1 min..... 27.00 25.00 23.00 21.00 20.00 18.00

(*) 20.25 18.75 17.25 15.75 15.00 13.50

1/2 hr or less.

7. PACKAGE PLANS

PER WK: 10 tl 15 tl 20 tl 25 tl

1 min..... 220.00 332.50 420.00 512.50

8. PROGRAM TIME RATES

1x 2x 5x 10x 20x 50x

5 min..... 54 50 46 42 38 34

XERB

1937
CITY OF LICENSE
TIJUANA, MEXICO

gls greener, hiken, sears
Independent Negro

(This is a paid duplicate of the listing appearing

under San Diego, Calif.)

Media Code 4 205 7260 4.00

Interamericana de Radio.

Los Angeles Sales Office—XERB Bldg., 4007 W. 6th

St., Los Angeles, Calif. 90005. Phone 213-388-

5117. TWX 877-490.

STATION'S PROGRAMMING DESCRIPTION

XERB: Programmed for Negro and young adult.

MUSIC: rhythm and blues, 7 days per week. AIR

PERSONALITIES handle all segments. Race results

direct from tracks, 15 times daily on hour and half

hour. Personalities available for public appearance

broadcasts and remotes. Contact Representative for

further details. Rec'd 7/2/68.

1. PERSONNEL

Gen'l & Sales Mgr. (LA)—Robert W. Smith.

2. REPRESENTATIVES

New York, Chicago, Atlanta—Greener, Hiken, Sears.

Los Angeles, San Francisco—Advertising Sales West.

3. FACILITIES

50,000 w.; 1090 kc. Directional.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 15b.

Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27,

28c, 29b, 33c.

Contracts: 40a, 41, 42a, 43, 44a, 45, 47c, 48, 51a.

Comb.: Cont. Discounts: 60a, 61c, 62a.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 9/1/68—Rec'd 7/13/68.

AAA—6-10 am & 3-7 pm.

AA—10 am-3 pm.

A—7 pm-midnight.

B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK: 1 tl 1 MINUTE

AAA 85 80 75 70 65 60 55 50

AA 80 75 70 65 60 55 50 45

A 75 70 65 60 55 50 45 40

B 65 60 55 50 45 40 35 30

30 sec: 75% of 1-min. 10 sec: 60% of 1-min.

9. PARTICIPATING PROGRAMS

Wolfman Jack Show..... 15 min 30 sec 10 sec

CONSECUTIVE WEEK DISCOUNTS

13 wk—5% 26 wk—10% 39 wk—15% 52 wk—25% (D)

XETRA

1934

CITY OF LICENSE

TIJUANA, MEXICO

AVCO RADIO SALES
Good Music

(This is a paid duplicate of the listing appearing under San Diego, Calif.)

Media Code 4 203 7290 1.00

United States Sales Office—Texas Triangle, Inc.,

Suite 940, California Federal Bldg., 5670 Wilshire

Bld., Los Angeles, Calif. 90036. Phone 213-937-

1095. TWX 910-321-2844.

Send copy to: Program Director, Paul Wexler, above

address.

1. PERSONNEL

General Sales Manager—Norman M. Epstein.

Station Manager—Luis Carrillo.

National Sales Coordinator—Penny Bailey.

2. REPRESENTATIVES

Arco Radio Sales.

Northwest—William L. Simpson & Associates Com-

pany.

McLendon Sls. Sales Office: See Rep & S/O pages.

3. FACILITIES

50,000 w.; 6

KDAY
1947
SANTA MONICA

RAB

A Rollin's Group Station

Media Code 4 205 3780 5.00
Continental Broadcasting of California, Inc., Box 26907, 1700 N. Alvarado, Los Angeles, Calif. 90028. Phones 213-665-1105, 451-5656.
STATION'S PROGRAMMING DESCRIPTION
KDAY: Programmed for young adults and adults, 30-40.
MUSIC policy: top 40, 75% current top hit singles, 20% hits of years gone by, 5% album cuts. AIR PERSONALITIES handle all segments. News and sports at :20 after hour. Weather at :07 after hour and at :47 to hour. 6 daily harbor reports with swimming and surfing and fishing conditions. Community events throughout day. COMMERCIAL POLICY: no double spotting. Contact Representative for further details. Rec'd 7/3/69.

1. PERSONNEL
Sr. Exec. Vice-Pres.—R. Randall Rollins.
General Manager—Clark W. Davis.
Sales Manager—Bob Kaufman.
2. REPRESENTATIVES
Rollins Broadcasting.
3. FACILITIES
10,000 w.; 1590 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Rollins, Inc.

TIME RATES

ET 5/1/69—Rec'd 6/23/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm; Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	32	30	29	27	26	24	
13 wk	28	26	25	23	22	20	
27-52 wk	25	23	21	19	17	16	

PER WK:	CLASS A				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	24	22	21	18	17	16	
13 wk	21	19	17	15	14	13	
27-52 wk	18	16	14	13	12	11	

PER WK:	CLASS A				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	27	25	23	21	19	17	
13 wk	24	22	20	18	16	14	
27-52 wk	22	20	18	16	14	12	

PER WK:	CLASS B				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	21	19	18	17	15	13	
13 wk	18	17	15	14	12	10	
27-52 wk	16	14	13	12	10	8	

PER WK:	CLASS B				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	23	21	19	17	15	13	
13 wk	20	18	16	14	12	11	
27-52 wk	18	16	14	12	11	10	

PER WK:	CLASS C				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	17	15	13	12	11	10	
13 wk	15	13	11	9	8	7	
27-52 wk	14	12	10	8	7	6	

PER WK:	CLASS C				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	28	26	24	22	20	18	
13 wk	25	23	21	19	17	16	
27-52 wk	22	20	18	16	14	13	

PER WK:	CLASS C				19 21	25 27	37+
	1 1/2	1	1/2	1/4			
1 wk	24	22	20	18	16	14	
13 wk	21	19	17	15	14	12	
27-52 wk	18	16	14	12	11	10	

10. SPECIAL FEATURES
News/Weather—6 per wk..... 120 (D)

KFOX 1924 LONG BEACH
KFOX-FM 1946 LOS ANGELES

Country & Western

NAB

RAB

A Sounding Station
Media Code 4 205 3610 0.00
KFOX, Inc. 686 E. Ocean Blvd., Long Beach, Calif. 90802. Phones Long Beach 213-436-7281; Los Angeles 213-775-2387.

1. PERSONNEL
President—Ezra Sounding.
Vice-Pres. & Gen'l Mgr.—Dick Schofield.
Program Director—Jim Harrison.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
FM FACILITIES:
ERP 60,000 w.; 100.3 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 1,190 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
(This listing continued on next page)

WEEKLY PACKAGE PLAN
PER WK: 10 1/2 20 30 40 50
1 min..... 20.00 18.00 16.00 14.00
30 sec..... 16.00 15.00 13.00 11.00
10 sec..... 10.00 9.00 8.00 7.00
All package plan spots are best times available, but are not guaranteed. They may be moved without prior notice to the advertiser. If fixed position spots are desired, add 25% to above cost.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 250.00 160.00 110.00 90.00 55.00
18 x..... 240.00 155.00 105.00 85.00 52.50
28 x..... 230.00 145.00 100.00 80.00 50.00
52 x..... 210.00 135.00 95.00 75.00 47.50
104 x..... 200.00 105.00 90.00 70.00 45.00
208 x..... 190.00 100.00 85.00 65.00 42.50
312 x..... 180.00 95.00 80.00 60.00 40.00

10. SPECIAL FEATURES
5 PER WK. STRIP:
13 wks, per day..... 60 39 wks+, per day..... 45
28 wks, per day..... 50
Total commercial time 3 min.
5 MINUTE NEWSCASTS
13 wks, per day..... 35 39 wks+, per day..... 25
28 wks, per day..... 30
Total commercial time 90 sec.

NEWS HIGHLIGHTS 25
No frequency, flat.
Commercial time 1 min plus opening and closing.
SEAWATCH WEATHER REPORTS
Broadcast 5 times daily, Mon thru Fri and hourly on Sat and Sun.
Annual Volume Plan or Weekly Package Plan applied, plus an additional 3.00 per broadcast. Sat and Sun Seawatch Weather Reports earned rate plus 5.00 per broadcast.

KBOB (FM)
1964
WEST COVINA

Media Code 4 205 3760 7.00
Robert Burdette Investments, Inc., 751 Echelon Ave., City of Industry, Calif. 91744. Phones 213-330-5211, 330-5212, Los Angeles 688-0300.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert Burdette.
Program Director—Gloria Burdette.

3. FACILITIES
ERP 810 w.; 98.3 mc.
Operating schedule: 6 am-midnight daily. PST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 61a, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
ET 1/1/67—Rec'd 11/27/67.
AA—6:30-9:30 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				260x	312x
	1x	2x	5x	15x		
1 min	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.50	3.25	3.00

PER WK:	CLASS A				260x	312x
	1x	2x	5x	15x		
1 min	5.50	5.00	4.50	4.00	3.75	3.50
30 sec	4.50	4.00	3.50	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	CLASS AA				50 1/2	75 1/2	100 1/2
	10 1/2	20 1/2	35 1/2	50 1/2			
1 min	4.50	4.00	3.50	3.25	3.00	2.75	
30 sec	3.50	3.15	2.75	2.60	2.40	2.20	

PER WK:	CLASS A				50 1/2	75 1/2	100 1/2
	10 1/2	20 1/2	35 1/2	50 1/2			
1 min	4.25	3.75	3.25	3.00	2.75	2.50	
30 sec	3.25	2.80	2.50	2.35	2.15	1.95	

PER WK:	CLASS B				50 1/2	75 1/2	100 1/2
	10 1/2	20 1/2	35 1/2	50 1/2			
1 min	4.00	3.50	3.00	2.75	2.50	2.25	
30 sec	3.00	2.75	2.50	2.40	2.25	2.15	

PER WK:	CLASS C				50 1/2	75 1/2	100 1/2
	10 1/2	20 1/2	35 1/2	50 1/2			
1 min	3.75	3.25	2.75	2.50	2.25	2.00	
30 sec	2.75	2.50	2.25	2.15	2.00	1.90	

PER WK:	CLASS C				50 1/2	75 1/2	100 1/2
	10 1/2	20 1/2	35 1/2	50 1/2			
1 min	3.50	3.00	2.50	2.25	2.00	1.75	
30 sec	2.50	2.25	2.00	1.90	1.75	1.65	

SHORT TERM WEEKLY PACKAGE—ROS

PER WK:	CLASS AA				156x	260x	312x
	1x	2x	5x	15x			
1 hr	60.00	55.00	50.00	47.00	44.00	41.00	
1/2 hr	37.00	34.00	32.00	31.00	29.50	28.00	
1/4 hr	10.75	10.25	10.00	9.75	9.50	9.25	
10 min	15.00	14.00	13.50	13.00	12.50	12.00	
5 min	9.00	8.50	8.25	8.00	7.75	7.50	

PER WK:	CLASS A				156x	260x	312x
	1x	2x	5x	15x			
1 hr	49.00	45.00	40.00	37.00	34.00	31.00	
1/2 hr	30.50	27.50	26.00	24.50	23.00	21.50	
1/4 hr	16.25	14.75	14.00	13.25	12.50	11.75	
10 min	12.00	11.00	10.50	10.00	9.50	9.00	
5 min	7.50	7.00	6.75	6.50	6.25	6.00	

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
1x 26x 52x 156x 260x 312x
AA 10.00 9.75 9.50 9.25 9.00 8.75
A 8.50 8.25 8.00 7.75 7.50 7.25
2-MINUTE NEWSCASTS
AA 7.50 7.25 7.00 6.75 6.50 6.25
A 6.25 6.00 5.75 5.50 5.25 5.00

Los Angeles—XETRA—Continued

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
(1/3 AAA, 1/3 AA, 1/3 A)
PER WK: 12 1/2 18 24 30 36
1 min..... 468 612 864 1116 1368
30 sec..... 420 540 720 900 1080
ID's not acceptable
COMBINATION XETRA San Diego Area/KBST (FM) Los Angeles No. 8 ET 1/1/69—Rec'd 11/29/68

6. SPOT ANNOUNCEMENTS
PER WK: 1x 52x 156x 312x 500x 1000x
PER WK: 1 1/2 1 1/2 1 1/2 1 1/2 1 1/2 1 1/2
AAA..... 80 75 70 65 60 55
AA..... 70 65 60 55 50 45
A..... 40 35 30 25 20 15
30 sec: 90% of 1-min. 10 sec: 80% of 1-min.
DISCOUNT
52 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
(1/3 AAA, 1/3 AA, 1/3 A)
PER WK: 12 1/2 18 24 30 36
1 min..... 660 900 1080 1260 1440
30 sec..... 594 810 972 1134 1296 (D)

STATIONS IN LOS ANGELES URBAN AREA

KALI
1950
SAN GABRIEL
A Tele-Broadcasters Station
Media Code 4 205 3690 6.00
Tele-Broadcasters of California, Inc., 5723 Melrose Ave., Hollywood, Calif. 90038. Phone 213-466-8161.

STATION'S PROGRAMMING DESCRIPTION
KALI: Programmed 100% Spanish with emphasis on popular music, news, weather and sports with helicopter reports during traffic times. AIR PERSONALITIES handle all segments. Women's feature 9:30-10:30 am, M-Sat. NEWS: every half hour and on hour. Sports 5-5:15 pm, M-Sat. Big news 6-6:15 pm, M-F. Copter reports 5:30-9:30 am & 8:30-8:45 pm at 15 min intervals. Remote broadcasts for special events such as boxing and soccer and parades. Commercials translated free. Contact Representative for further details. Rec'd 3/11/68.

1. PERSONNEL
President—Richard Easton.
Vice-Pres. & Gen'l Mgr.—Phillip A. Malkin.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
5,000 w.; 1480 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 11a, 14a.
Basic Rates: 20b, 22b, 23a, 24a, 25a, 28b, 29b, 32b, 33b.

Contracts: 40a, 41, 42c, 44b, 45, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60c, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Latin Network.
Entire schedule in Spanish.
Rates include translation of copy from English to Spanish.

TIME RATES
No. 15 ET 2/1/69—Rec'd 1/20/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				12 1/2	18 1/2	24 1/2	30 1/2
	1 1/2	1	1/2	1/4				
1 wk	35	32	30	28	26	24		
13 wk	30	28	26	25	24	23		
27-52 wk	26	24	23	22	21	20		

CALIFORNIA

Los Angeles Urban Area—KFOX, KFOV-FM—Continued

5. GENERAL ADVERTISING See coded regulations
General: 4s.
Contracts: 40s.
FM operated in conjunction with AM except Sun 6:00 am-Mon 6:00 am.
Affiliated with American Entertainment Network.
Member: Los Angeles Metropolitan County Combination.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. B ET 9/1/68—Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS

BULK PURCHASE

1000 x	1 min 30 sec	20	18
7. PACKAGE PLANS			
AA—Mon thru Fri 6-10 am & 3-7 pm.			
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.			
B—Mon thru Sun 7 pm-midnight.			

PER WK:	11	12	18	18	24	30	31	36	41
1 min.	36	33	31	29	27	25	23	22	20
30 sec.	20	26	25	23	22	20	18	17	16

CLASS A		1 min	20	25	23	22	20
CLASS B		30 sec.	23	21	20	18	17
CLASS C		1 min.	23	21	20	18	17
CLASS D		30 sec.	19	17	16	15	14

TOTAL AUDIENCE PLANS							
Plan I—1/3AA, 1/3A, 1/3B.							
WCLY:	12	18	18	24	30	31	36
1 min.	24	23	21	20	18	17	16
30 sec.	19	18	17	16	15	14	13

Plan II—1/2AA, 1/2A.							
1 min.	28	26	25	23	22	20	18
30 sec.	22	21	20	19	18	17	16

CONTINUING WEEK DISCOUNT
26 wk—5% 52 wk—10%

KGER LONG BEACH

See listing under Long Beach, Calif.

KGIL

1947
SAN FERNANDO

mcgavren-guild
pgw radio, inc.

Media Code 4 205 3840 7.00
Buckley Broadcasting Corp. of California, 14800 Lassen St., San Fernando, Calif. 91343. Phones 213-894-9191; 213-877-3466.

- PERSONNEL
General Manager—Stanley G. Warwick.
Director of Sales—Alvin D. Ostrin.
National Sales Manager—Duffy Bishop.
- REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
- FACILITIES 5,000 w.; 1260 kc. Directional.
Operating schedule: 24 hrs. daily. PST.
- AGENCY COMMISSION
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. E ET 1/1/69—Rec'd 11/7/68.

AA—Mon thru Fri 6-10 am & 3-7 pm.					
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 6 am-8 am.					
B—Mon thru Sun 8 pm-midnight.					
C—Mon thru Sun midnight-6 am.					

PER WK:	1	13x	25x	52x	104x	312x	624x	900x
AA	65	60	55	50	45	42	40	38
A	52	48	44	40	36	34	32	30
B	39	36	33	30	27	25	24	23

30 SECONDS							
AA	42	48	44	40	36	34	32
A	32	38	35	32	30	28	26
B	32	30	28	26	24	22	20

10 SECONDS							
AA	40	37	34	32	30	28	26
A	32	30	28	26	24	22	21
B	24	23	22	21	20	19	18

All spots broadcast within contract year are combined to earn maximum discounts.

- PACKAGE PLANS
- WEEKLY PACKAGE PLANS
(Maximum of 60% on Wed-Thur-Fri-Sat)
Plan I—30% AA, 50% A, 20% B.
Plan II—All class A.
Plan III—50% AA, 50% B.
Plan IV—Sat & Sun.

PER WK:	10	20	30	40	50
1 min.	33.00	32.00	31.00	30.00	29.00
30 sec.	27.00	26.00	25.00	24.00	23.00
10 sec.	20.00	19.50	19.00	18.00	17.00

13 WEEKS							
1 min.	31.00	30.00	29.00	28.00	27.00	26.00	25.00
30 sec.	25.00	24.00	23.00	22.00	21.00	20.00	19.00
10 sec.	18.00	17.00	16.00	15.00	14.00	13.00	12.00

52 WEEKS
1 min. 29.00 28.00 27.00 26.00 25.00
30 sec. 23.00 22.00 21.00 20.00 19.00
10 sec. 17.00 16.00 15.00 14.00 13.00
Presumptible for schedules bought at Annual Frequency Rates. All spots rotate through full broadcast day. Each contract earns its own rate within contract year.

10. SPECIAL FEATURES

NEWSCASTS & CAPSULE FEATURES					
PER YR:	1x	25x	52x	104x	312x
AA	70	65	60	55	51
A	55	51	47	43	40
B	40	37	34	32	30

NOTE: 20% of above amounts is for news costs other than charges for radio broadcasting facilities. (D)

KGRB

1963
WEST COVINA

Media Code 4 205 3870 4.00
Robert Burnett & Associates, Inc., 751 Echelon Ave., City of Industry, Calif. 91744. Phone 330-5211, 330-5212. Los Angeles 686-0300.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert Burdette.
Program Director—Gloria Burdette.
- FACILITIES
250 w.; 900 kc. Directional.
Operating schedule: Sunrise to local sunset. PST.
- AGENCY COMMISSION
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES

ET 7/1/65—Rec'd 7/13/65.
Class AA—6:30-9:30 am and 3:30-6:30 pm.
Class A—All other times.

6. SPOT ANNOUNCEMENTS					
—Class AA—		1 min 30 sec	1 min 30 sec		
11	11	12.00	10.00	9.00	8.00
26	26	10.00	9.00	8.00	7.00
52	52	9.00	8.00	7.00	6.00
104	104	8.50	7.50	6.50	5.50
312	312	8.00	6.00	5.00	4.00

10 seconds—50% of 30-second rates					
11	11	6.00	5.00	4.00	3.00
26	26	5.00	4.00	3.00	2.00
52	52	4.50	3.50	2.50	1.50
104	104	4.00	3.00	2.00	1.00
312	312	3.50	2.50	1.50	0.50

7. PACKAGE PLANS					
—Class AA—		1 min 30 sec	1 min 30 sec		
1-4 WKS:	10	9.00	7.00	6.00	5.00
10	10	8.00	6.25	5.00	4.00
20	20	7.00	5.50	4.00	3.00
35	35	6.50	5.15	4.00	3.00
50	50	6.00	4.75	3.50	2.50
75	75	5.50	4.40	3.00	2.00
100	100	5.00	4.00	3.00	2.00

5-13 WKS:					
10	10	8.50	6.50	5.50	4.50
20	20	7.50	5.75	4.50	3.50
35	35	6.50	5.00	4.00	3.00
50	50	6.00	4.65	3.50	2.50
75	75	5.50	4.25	3.00	2.00
100	100	5.00	3.90	3.00	2.00

14-26 WKS:					
10	10	8.00	6.00	5.00	4.00
20	20	7.00	5.25	4.00	3.00
35	35	6.00	4.50	3.50	2.50
50	50	5.50	4.15	3.00	2.00
75	75	5.00	3.75	2.50	1.50
100	100	4.50	3.40	2.50	1.50

27-52 WKS:					
10	10	7.50	5.50	4.50	3.50
20	20	6.50	4.75	3.50	2.50
35	35	5.50	4.00	3.00	2.00
50	50	5.00	3.65	2.50	1.50
75	75	4.50	3.25	2.00	1.00
100	100	4.00	2.90	2.00	1.00

SHORT TERM WEEKLY PACKAGE					
ROS 20-SECONDS ANNOUNCEMENTS					
PER WK:	10	15	20	25	30
10	10	5.00	5.00	5.00	5.00
15	15	4.75	4.75	4.75	4.75
20	20	4.50	4.50	4.50	4.50
25	25	4.25	4.25	4.25	4.25

8. PROGRAM TIME RATES					
CLASS AA					
1 hr	1/2 hr	1/4 hr	10 min	5 min	
11	11	11	11	11	11
26	26	26	26	26	26
52	52	52	52	52	52
104	104	104	104	104	104
158	158	158	158	158	158
280	280	280	280	280	280
312	312	312	312	312	312

CLASS A					
11	11	98.00	61.00	32.50	24.00
26	26	85.00	55.00	29.50	22.00
52	52	80.00	52.00	28.00	21.00
104	104	74.00	49.00	26.50	20.00
158	158	68.00	46.00	25.00	19.00
280	280	62.00	43.00	23.50	18.00
312	312	60.00	42.00	23.00	18.00

10. SPECIAL FEATURES					
Newscasts on the hour. Headlines at :30.					
5-MINUTE NEWSCASTS					
Class	Class	Class	Class	Class	Class
AA	AA	AA	AA	AA	AA
11	11	20.00	17.00	15.50	14.00
26	26	19.50	16.50	15.00	13.50
52	52	19.00	16.00	14.50	13.00

2-MINUTE NEWSCASTS					
11	11	15.00	12.50	11.50	10.00
26	26	14.50	12.00	11.00	9.50
52	52	14.00	11.50	10.50	9.00

KIEV					
1931					
GLENDALE					

Country & Western

Media Code 4 205 3900 9.00
Southern California Broadcasting Co., 108 N. Glendale Ave., Glendale, Calif. 91206. Phones 213-245-2388, 244-8483.

- PERSONNEL
Pres. & Gen'l Mgr.—William J. Beaton.
Sales Manager—Donald W. Beaton.
Program Manager—Ed Perry.
- REPRESENTATIVES
National Times Sales.
- FACILITIES
500 w. days; 870 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION
15% on time and talent; no cash discount.

5-MINUTE NEWSCASTS					
Class	Class	Class	Class	Class	Class
AA	AA	AA	AA	AA	AA
11	11	20.00	17.00	15.50	14.00
26	26	19.50	16.50	15.00	13.50
52	52	19.00	16.00	14.50	13.00

2-MINUTE NEWSCASTS					
11	11	15.00	12.50	11.50	10.00
26	26	14.50	12.00	11.00	9.50
52	52	14.00	11.50	10.50	9.00

KJLH (FM)					
1965					

Los Angeles Urban Area—
KNAC (FM)—Continued

6. SPOT ANNOUNCEMENTS
AA—4 pm-midnight.
A—Midnight-4 pm.

PER WK:	1 MINUTE	7 ti	14 ti	21 ti	28 ti
AA	14	12	10	8	7
A	9	8	7	6	5
	30 SECONDS	8	7	6	5
AA	10	8	7	6	5
A	8	7	6	5	4

All time classifications combine to earn frequency discounts.
DISCOUNT
13 wk—15% 26 wk—20%
8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 75 50 30 25 15

KNOB (FM)

1949
LONG BEACH
Media Code 4 205 4050 2.00

KNOB Broadcasting Company, 1700 Harbor Blvd., Anaheim, Calif. 92802. Phone 714-772-1270. Other office: 5670 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-931-1005. Studio: Charter House Hotel, Orange County, Calif.

STATION'S PROGRAMMING DESCRIPTION
KNOB (FM): Programmed for adults and young adults. 5 min news on hour with semi-personality format. General popular music, showtunes, film music and standards. COMMERCIAL POLICY: Three 1 minute announcements permitted in 15 minute segments. Contact Representative for further details. Rec'd 7/20/67.

1. PERSONNEL
President—(Mrs.) Jeannette B. Banoczi.
General Manager—John R. Banoczi.

2. REPRESENTATIVES
Group/L. A.

3. FACILITIES
ERP 79,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28, 29b, 30, 33c.
Contracts: 40a, 42b, 44a, 45, 47b, 49, 51c.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 6/2/69.
AA—5-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	52x	156x	312x
1 min	18.00	17.00	16.50	16.00	15.50
30 sec	15.00	14.80	14.40	14.00	13.50

CLASS A

1 min	16.00	15.00	14.50	14.00	13.50
30 sec	14.00	13.20	12.80	12.40	12.00

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 ti	150.00	90.00	50.00	90.00	54.00	30.00
2 ti	120.00	75.00	42.50	72.00	45.00	25.50
3 ti	110.00	70.00	40.00	68.00	42.00	24.00
4 ti	105.00	65.00	37.00	63.00	39.00	22.50
5 ti	100.00	60.00	35.00	60.00	36.00	21.00
6 ti	95.00	55.00	32.50	57.00	33.00	19.50

10. SPECIAL FEATURES
NEWSCASTS
(Mon thru Sat at :55 7:55 am-11:55 pm)

AA	30.00	25.00	17.50	15.00	12.50
A	18.00	15.00	12.00	10.50	9.00

(* Less than 6 ti.

KPPC

1924
PASADENA
Media Code 4 205 4075 9.00

Crosby-Avery Broadcasting Co., 585 E. Colorado Blvd., Pasadena, Calif. 91101. Phone 213-681-0447.

1. PERSONNEL
General Manager—Allen P. Herion.
National Sales Manager—Lex Diamond.
Prog./Public Relations Dir.—Andy Wilson.

2. REPRESENTATIVES
The Progressive Rock Media Company.

3. FACILITIES
100 w.; 1240 kc. Non-directional.
Operating schedule: 7 am-midnight Sun; 7-11 pm Wed. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 5 ET 2/1/69—Rec'd 1/22/69.
6. SPOT ANNOUNCEMENTS
1 min/30 sec, flat, ea.

KPPC-FM

1982
PASADENA



Media Code 4 205 4076 7.00
Crosby-Avery Broadcasting Co., 585 E. Colorado Blvd., Pasadena, Calif. 91101. Phone 213-681-0447.

1. PERSONNEL
General Manager—Allen P. Herion.
National Sales Manager—Lex Diamond.

2. REPRESENTATIVES
The Progressive Rock Media Company.

3. FACILITIES
ERP 22,500 w.; 106.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only, payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 18c, 14c, 15c, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 28a, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 44b, 45, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 5 ET 2/1/69—Rec'd 1/13/69.
AA—Mon thru Sun 6 pm-midnight.
A—Mon thru Sun 6 am-6 pm.
B—Mon thru Sun 6 pm-11:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	28	26	24	22	20	18	16
A	21	19	17	15	14	12	12
B	10	9	8	7	6	5	4

30 SECONDS

AA	22	20	18	16	14	12	10
A	17	15	13	12	10	8	7
B	7	6	5	5	4	4	3

All time classifications combine to earn frequency discounts.
DISCOUNT
13 wk—10% 26 wk—15%

KRLA

1941
PASADENA



Representatives, Inc.

Subscriber to the NAB Radio Code
Media Code 4 205 4110 4.00

Oak Knoll Broadcasting Corp., 1401 South Oak Knoll, Pasadena, Calif. 91109. Phone 213-681-2591.
National Sales Office: 27 Park Ave., New York, N. Y. 10017. Phone 212-922-2900.

STATION'S PROGRAMMING DESCRIPTION
KRLA: mix includes albums, folk-rock, pop singles.
NEWS: 14 man news department. Contact Representative for further details. Rec'd 7/28/69.

1. PERSONNEL
President—Dr. Kenneth Harwood.
General Manager—Lawrence Webb.
Station Manager—Hal Mathews.

2. REPRESENTATIVES
H-R Representatives, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1110 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% 2% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 8b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Rate Protection: 6 months for 52-week advertisers.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/69—Rec'd 6/16/69.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm; Sun noon-6 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6-10 am & 6-10 pm; Sun 6 am-noon & 6-10 pm.
B—Mon thru Sat 10 pm-1 am; Sun 10 pm-midnight.
C—Mon thru Sun 1-6 am. Rates on request.

6. SPOT ANNOUNCEMENTS

AA	55	55	50	45	40	85
A	55	50	45	40	35	80
B	45	40	35	30	30	20

DISCOUNT
26 wk—5% 52 wk—10% (D)

KSFV (FM)

1984
SAN FERNANDO

Media Code 4 205 4140 1.00
San Fernando Broadcasting Co., 816 San Fernando Rd., San Fernando, Calif. 91340. Phone 365-6101.

1. PERSONNEL
General Manager—M. G. Martinez.

3. FACILITIES
ERP 1,000 w.; 106.3 mc.
Antenna ht.: 1,330 ft. above sea level.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 8d, 4a, 4d, 5, 6a, 7a.
Basic Rates: 21a, 23b, 24b, 28b.
Contracts: 40c, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70c, 73a.

TIME RATES

No. 5 ET 2/1/69—Rec'd 1/22/69.
6. SPOT ANNOUNCEMENTS
1 min/30 sec, flat, ea.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective August 15, 1964.
Rates received August 24, 1964.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	10 sec
1 ti	14.00	9.80	7.00
2 ti	13.00	9.10	6.50
26 ti	12.00	8.40	6.00
52 ti	11.00	7.70	5.50
104 ti	10.00	7.00	5.00
208 ti	9.00	6.30	4.50
416 ti	8.00	5.60	4.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 ti	75.00	52.50	36.75
13 ti	70.00	49.00	34.30
26 ti	65.00	45.50	31.80
52 ti	60.00	42.00	29.40
104 ti	55.00	38.50	26.95
208 ti	50.00	35.00	24.50

KSRF (FM)

1960
SANTA MONICA



Media Code 4 205 4200 3.00
Santa Monica Broadcasting, Inc., Box 5218, Pacific Ocean Park, Santa Monica, Calif. 90405. Phone 213-399-9265. Los Angeles phone 213-870-6181.

STATION'S PROGRAMMING DESCRIPTION
KSRF (FM): Programmed for adults.
All music format, with exception of newcasts and weather. MUSIC: primarily standards and general popular music. Trend music featuring big bands and dance bands also incorporated. All instrumental with exception of choral every half hour, single vocals after 10 pm every quarter hour. Contact Representative for further details. Rec'd 8/23/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—George A. Baron.
Asst. to Pres.—Carolyn C. Reynolds.
Operations Director—Terry Williams.

2. REPRESENTATIVES
Advertising Sales West.
New York, Chicago—Dore & Allen, Inc.

3. FACILITIES
ERP 2,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25c, 26, 28a, 29a, 31, 33d.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61a, 61b, 62c.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 3/15/69—Rec'd 4/11/69.

7. PACKAGE PLANS
PER WK:

1 ti	6 ti	11 ti	16 ti	21 ti	31 ti	(*)	(†)
1 min	15.00	14.00	13.00	12.00	11.00	10.50	10.00
30 sec	12.00	10.00	9.00	8.00	7.00	6.50	6.00

(*) 51-70 ti.
(†) 71-100 ti.

15 sec..... 5.00 4.50 4.00 3.50

SPECIAL PACKAGES
EA: 5 per day 10 per day.....
1 min..... 13.00 12.00 11.90 12.00 11.00 10.00 10.00
30 sec..... 7.80 6.95 6.84 6.90 6.60 6.20
Must be scheduled within 1 week.

8. PROGRAM TIME RATES
PER WK:

EA:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	75	73	71	68	65	60	57
1/2 hr	45	43	41	39	36	32	30

Includes 1-minute each open and close plus 1-minute each at :15, :30 (station ID), and :45.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
PER WK:

EA	1 ti	7 ti	14 ti	21+
1 min	15.00	14.00	13.00	12.00

Includes 15-second open, 45-second insert and 30-second close.

NEWS HEADLINES AND LOCAL WEATHER
Per wk..... 50.00 90.00 127.50 160.00 187.50
Includes 10-second open, 30-second weather or news headlines and 30-second close.

KTYM

1958
INGLEWOOD

Media Code 4 205 4230 0.00
Trans-American Broadcasting, 6803 West Blvd., Inglewood, Calif. 90302. Phone 213-678-3731.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. J. Williams.
Manager—Claire Reis. (KTYM-FM)
Sales Director—E. L. Brooks.

3. FACILITIES
5,000 w. days; 1460 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 10c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 27.
Contracts: 40a, 41, 45, 47a, 48, 49.
Comb.; Cont. Discounts: 61a, 62a.
Cancellation: 70b, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/66—Rec'd 5/26/66.

AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm.
A—Mon thru Fri—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	10 ti	26 ti	52 ti
AA	10.00	9.50	8.50	8.00
A	9.50	8.75	8.00	7.50
20/30 SEC:	9.00	8.50	8.00	7.50
AA	8.50	8.25	7.50	7.00

8. PROGRAM TIME RATES
1 HR: 1x 5x 20x 180x 360x
AA 105 102 100 98 95
A 100 98 95 92 90

1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

9. PARTICIPATING PROGRAMS
Violet Schram—Mon thru Fri 2:30-3:00 pm. Women's show. Add 3.00 net per spot.

10. SPECIAL FEATURES
News Headlines on the hour—1-1/4 applicable minute rate.
Weather Reports at :30—1-1/4 applicable minute rate.
News Program Service for 1/4 hr 5.00; 5 min 3.00.

KTYM-FM

195

CALIFORNIA

Los Angeles Urban Area—Continued

KVFM (FM)

1058

SAN FERNANDO

Media Code 4 205 4290 4.00
Spectra Broadcasting Inc., 8155 Van Nuys Blvd.,
Panorama City, Calif. 91402. Phones 213-787-
6000, 873-6000.

- PERSONNEL President—John Stroud.
Sec'y & Treas.—Vernie Vang.
Vice-Pres. & Chief Eng.—Don Pedretti.
- FACILITIES ERP 4,000 w.; 94.3 mc.
Antenna ht.: 1,025 ft. above sea level.
- OPERATING SCHEDULE: 24 hours daily. PST.
- AGENCY COMMISSION 15% time only; monthly.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26a, 29a.
Contracts: 40a, 42b, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73.

TIME RATES

No. 3 ET 0/1/65—Rec'd 4/8/66.
AA—7-10 am & 5-10 pm.
A—All other times.
All rate groups are complete contracts and cannot be
combined for additional discount except for uninter-
rupted schedules within the same group which earn
retroactive discounts.

6. SPOT ANNOUNCEMENTS

1 MIN:	AA	A	ROS
1 x	8.00	6.00	7.00
13 x	7.00	5.50	6.00
26 x	6.50	5.00	5.50
52 x	6.00	4.50	5.00
104 x	5.50	4.25	4.50
168 x	5.25	4.00	4.25
208 x	5.00	3.75	4.00
260 x	4.75	3.50	3.75
312 x	4.50	3.25	3.50
364 x	4.25	3.00	3.25
428 x	4.00	2.75	3.00

30 seconds—75% of 1-minute rate.
ROS includes approximately 50-50 Class AA and A.

7. PACKAGE PLANS

1 WK:	AA	A	ROS
14 tl	6.00	4.50	5.00
28 tl	5.00	3.75	4.00
42 tl	4.50	3.50	3.75

4 WK: 5.50 4.00 4.50
112 tl 4.50 3.25 3.50
168 tl 4.00 3.00 3.25
13 WK: 182 tl 5.00 3.75 4.00
364 tl 4.00 3.00 3.25
546 tl 3.50 2.75 3.00

8. PROGRAM TIME RATES

1-hour rate is 5 times 1-minute rate.

KWKW

1942

PASADENA

Independent Spanish

Media Code 4 205 4320 9.00
Lotus Theater Corp., 6777 Hollywood Blvd., Holly-
wood, Calif. 90028. Phone 213-465-6171.

- PERSONNEL President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Larry Mazurky.
National Sales Director—Norman Posen.
- REPRESENTATIVES Jack Mann & Co., Inc.
Atlanta—Dora-Clayton Agency, Inc.
- FACILITIES 5,000 w. days, 1,000 w. nights; 1300 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PDT.
- AGENCY COMMISSION 15% on net time; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60l.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 10 ET 1/1/69—Rec'd 11/20/68.
AA—5 am-11 pm.
A—11 pm-5 am.

PER WK:	1 MIN	30 SEC	1 MIN	30 SEC	1 MIN	30 SEC
AA	35.00	30.00	25.00	22.00	20.00	18.00
A	28.00	24.00	20.00	18.00	16.00	14.00

7. PACKAGE PLANS SATURATION PACKAGES—CLASS AA

PER WK:	1 MIN	30 SEC	1 MIN	30 SEC
18 tl (3 per day) ea	25	20	20	18
24 tl (4 per day) ea	22	18	18	16
30 tl (5 per day) ea	20	16	16	14
36 tl (6 per day) ea	18	15	15	13
42 tl (7 per day) ea	17	14	14	12
48 tl (8 per day) ea	16	13	13	11

Spots in Package Plans may combine with other
broadcasts for earned rates, but rebates do not apply
to packages.

8. PROGRAM TIME RATES

CLASS A	1x	52x	156x	260x	520x	780x
1 hr.	225.00	185.00	170.00	160.00	150.00	140.00
1/2 hr.	125.00	110.00	100.00	90.00	80.00	70.00
1/4 hr.	75.00	70.00	65.00	60.00	58.00	55.00
5 min.	45.00	38.50	35.00	30.00	27.00	25.00

CLASS A
1 hr. 111.00 99.00 90.00 84.00
1/2 hr. 69.00 61.00 55.00 51.00
1/4 hr. 39.00 35.00 33.00 30.00 29.00
5 min. 21.00 18.00 16.25 15.00 14.50 13.25

Programs and spots may be combined for earned rate.

10. SPECIAL FEATURES

5-minute News each hour. Regular rates plus 1.25
per program.
All rates include translation from English to Spanish.
(CR)

KWOW

1947

POMONA

RAB

Media Code 4 205 4330 8.00
KWOW, South Mills & Olive Rds., Pomona, Calif.
91766. Phone 714-828-5541.

- PERSONNEL General Manager—Dean H. Wickstrom.
- REPRESENTATIVES Los Angeles—Hugh Wallace Company.
N. Y., Chgo., Detroit, San Francisco—Gill-Perna,
Inc.
Dallas—Mario Messina Company.
- FACILITIES 5,000 w. days, 500 w. nights; 1600 kc.
Non-directional.
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION 15/0 on net time.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28a,
28c, 29a.
Comb.: Cont. Discounts: 62d.
Cancellation: 70c, 71a, 72, 73a.

TIME RATES

ET 3/1/69—Rec'd 2/10/69.
AA—Mon thru Fri 8-9 am & 3:30-6:30 pm.
A—Mon thru Fri 5-6 am, 9 am-3:30 pm & 6:30-
8 pm; Sat 7 am-8 pm; Sun 8 am-8 pm.
B—All other times.
Midnight-5 am. Rates on request.

6. SPOT ANNOUNCEMENTS

1 MIN	AA	A	B	AA	A	B
1 x	12.00	8.40	6.00	9.80	6.70	4.80
52 x	10.80	7.55	5.40	8.65	6.05	4.30
104 x	10.20	7.15	5.10	8.15	5.70	4.10
156 x	9.60	6.70	4.80	7.70	5.35	3.85
260 x	9.00	6.30	4.50	7.20	5.05	3.60
312 x	8.40	5.85	4.20	6.70	4.70	3.35
364 x	7.80	5.45	3.80	6.25	4.35	3.10
428 x	7.20	5.05	3.40	5.75	4.05	2.80
1248 x	6.60	4.60	3.20	5.30	3.70	2.65

PER WK:	1 MIN	30 SEC	1 MIN	30 SEC	1 MIN	30 SEC
AA	9.80	9.00	8.40	7.20	6.70	6.00
A	6.70	6.30	5.85	5.05	4.70	4.10
B	4.80	4.50	4.20	3.60	3.35	2.80

AA 7.70 7.20 6.70 5.75
A 5.35 5.05 4.70 4.05
B 3.85 3.60 3.35 2.90

May be combined for discount.

LOS BANOS (1 AM; 1 FM)

Merced County—Map Location C-7
See SRDS consumer market map and data at begin-
ning of the State.

KLBS

1961

Media Code 4 205 4350 6.00
Los Banos Broadcasting Co., Box 672, Los Banos,
Calif. 93635. Phone 926-4996.
Other Office and Studio—North Mercy Springs and
Henry Miller Rd., Los Banos, Calif. Phone 826-
4996.

- PERSONNEL Owner and Mgr.—John R. McAdam, Edwin Cordelro.
President & Gen'l Mgr.—John R. McAdam.

2. REPRESENTATIVES

- National Time Sales.
- FACILITIES 500 w. days; 1330 kc. Non-directional.
Operating schedule: 7:00 am-local sunset. PST. PDT.
Simulcast during AM operational hours. For non-
simulcast facilities see KLBS-FM.
- AGENCY COMMISSION None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: National AGRadio Groups, Inc.

TIME RATES NATIONAL AND LOCAL RATES SAME

Rates effective July 6, 1965.
Rates received August 30, 1967.

6. SPOT ANNOUNCEMENTS (Scheduled within 1 year)

1 tl	1 min 30 sec	10 sec
1 tl	3.00	2.25 1.50
52 tl	2.80	2.10 1.44
104 tl	2.60	1.95 1.30
156 tl	2.40	1.80 1.20
364 tl	2.00	1.50 1.00

7. PACKAGE PLANS SATURATION CAMPAIGNS (Scheduled within 1 month)

PER MO:	1 min 30 sec	10 sec
10 tl	3.00	2.25 1.50
20 tl	2.80	2.10 1.40
30 tl	2.60	1.95 1.30
40 tl	2.40	1.80 1.20
50 tl	2.20	1.65 1.10
60 tl	2.00	1.50 1.00
75 tl	1.80	1.35 1.00
100 tl	1.60	1.20 1.00

8. PROGRAM TIME RATES

15 minute minimum, per minute. 1.00

10. SPECIAL FEATURES NEWSCASTS OR SPORTSCASTS

(1 minute commercial and name credit at
start and end)

1 tl, per broadcast	PER WK:	ea
1 tl, per broadcast	5.00	
52 tl	4.80	
156 tl	4.60	
260 tl	4.40	
312 tl	4.20	
364 tl	4.00	

NEWS STORY PACKAGE

PER DAY: 12.00 10 tl 22.00

5 tl

KLBS-FM

1966

NAB

Media Code 4 205 4351 4.00
Los Banos Broadcasting Co., Box 672, Los Banos,
Calif. Phone 209-828-4996.

- PERSONNEL Pres. & Gen'l Mgr.—John R. McAdam.
Program Director—Michael McAdam.
- REPRESENTATIVES National Time Sales.
- FACILITIES ERP 5,000 w.; 95.9 mc.
Operating schedule: 7:00 am-midnight.
Simulcast operation with KLBS-AM. For simulcast
rates, see KLBS. KLBS-FM.
- AGENCY COMMISSION None; agencies add commission to rates shown.
See KLBS listing for coded regulations.
- GENERAL ADVERTISING See coded regulations
Member: National Spanish Language Network.

TIME RATES

Rates are identical to KLBS. See that listing.

LOS GATOS

Santa Clara County—Map Location C-7
See SRDS consumer market map and data at begin-
ning of the State.

See San Jose (including Santa Clara; Los Gatos)

MADERA

Madera County—Map Location D-7
See SRDS consumer market map and data at begin-
ning of the State

KHOT

1956

Media Code 4 205 4410 8.00
Glamor, Box 87, Madera, Calif. 93637. Phone 674-
8887.

- PERSONNEL Owner and Mgr.—Bob L. Moran.
- REPRESENTATIVES Grant Webb & Company, Inc.

3. FACILITIES

- 300 w. days, 1250 kc.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION 15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,
26, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 44a, 45, 49, 51a.
Comb.: Cont. Discounts: 60d, 60l, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective January 1, 1957.
Rates received August 30, 1957.

6. SPOT ANNOUNCEMENTS

To be scheduled anytime within one year; regular contract:	1 time	5.00	156 times, each	3.50
52 times, each	4.50	312 times, each	3.25	2.50
104 times, each	4.00			

7. PACKAGE PLANS SATURATION PLAN

Short Term—to be scheduled within any two week
period:

Each	Total	Each	Total		
20 spots	3.90	78.00	50 spots	3.25	162.50
30 spots	3.75	112.00	100 spots	2.50	250.00

MONTHLY SATURATION CAMPAIGNS:

Per day:	Each Mthly.	5 spots	Each Mthly.		
1 spot	1.00	120.00	3.00	450.00	
2 spots	3.75	225.00	10 spots	2.20	680.00
3 spots	3.40	306.00			

Time Signals
15-seconds: 50% of spot announcement rates; may be
purchased on regular contract, Short Term Saturation
or Monthly Saturation.

8. PROGRAM TIME RATES

1 time	30.00	1 1/4 hr.	10 min.	5 min.	
1 time	36.00	20.25	11.50	0.75	6.25
13 times	34.25	19.25	11.00	9.80	6.00
26 times	32.50	18.25	10.50	8.85	5.75
52 times	30.75	17.25	10.00	8.40	5.50
104 times	29.00	16.25	9.50	7.95	5.25
156 times	27.25	15.25	9.00	7.50	5.00
312 times	25.50	14.25	8.50	7.05	4.75

10. SPECIAL FEATURES

10% extra for news programs.

MARYSVILLE (1 AM; 1 FM)

Yuba County—Map Location C-4
See SRDS consumer market map and data at begin-
ning of the State.

KMYC

1940

NAB

Media Code 4 205 4440 5.00
California First Broadcasting Corp., Box 631, Marys-
ville, Calif. 95902. Phone 916-742-2396.

- PERSONNEL President—Sam Craig.
Vice-Pres. & Gen'l Mgr.—Lloyd "Dutch" Klemp.
Program Director—Sam Craig.
- REPRESENTATIVES Grant Webb & Company.
- FACILITIES 5,000 w. days, 1,000 w. nights; 1410 kc.
Directional—separate patterns day and night.
Operating schedule: 6:00 am-midnight. PST.
- AGENCY COMMISSION 15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KRFD (FM)
Affiliated with American Contemporary Network.

MENDOCINO (1 AM; 1 FM)

Mendocino County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KMFB

1966



Media Code 4 205 4485 0.00
Mathew V. and Maria J. Huber dba KMFB Radio,
Box 666, Mendocino, Calif. 95460. Phone 707-964-5308.

- PERSONNEL**
Owner & Gen'l Mgr.—Mathew V. Huber.
Sales Manager—Ida Mchlian.
Program Director—Kay Formislag.
- REPRESENTATIVES**
Radio Time Sales/International.
- FACILITIES**
1,000 w.; 1300 kc. Non-directional.
Operating schedule: 6 am local sunset. PST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
KMFB-FM.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24b, 28b, 28c, 29a.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.

TIME RATES
ET 10/1/68—Rec'd 4/29/68.

PER WK:	1x	50x	100x	200x	300x	500x	1000+
1 min	4.15	8.90	8.65	3.40	3.20	2.80	2.45
30 sec	3.70	3.05	2.95	2.80	2.70	2.45	2.25

PACKAGE PLANS

PER WK:	10 ti	20 ti	40 ti
1 min	3.65	3.40	3.20
30 sec	2.95	2.80	2.70

KMFB-FM

1966



Media Code 4 205 4488 0.00
Mathew V. and Maria J. Huber, Box 666, 409 County
Rd., Mendocino, Calif. 95460. Phone 707-964-5308.

- PERSONNEL**
Owner & Gen'l Mgr.—Mathew V. Huber.
Sales Manager—Ida Mchlian.
Program Director—Kay Formislag.
 - REPRESENTATIVES**
Radio Time Sales/International.
 - FACILITIES**
ERP 3,000 w.; 92.7 mc.
Operating schedule: 6 am-11 pm. PST.
Antenna ht.: 165 ft. above average terrain.
Partial simulcast operation. Operated separately local
sunset-11 pm. For simulcast facilities see KMFB.
 - AGENCY COMMISSION**
15% time only.
 - GENERAL ADVERTISING** See coded regulations
See KMFB listing for coded regulations.
- TIME RATES**
Rates are identical to KMFB. See that listing.

MERCED (2 AM)

Merced County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KCEY

TURLOCK

City of License, Turlock, Calif. Considered by ABC
Radio Network as their Merced outlet.
See listing under Turlock, Calif.

KWIP

1955

Media Code 4 205 4530 3.00
KWIP Broadcasting, Inc., Box 1100, Merced, Calif.
95340. Phone 209-722-3838.

- PERSONNEL**
Pres. & Prog. Dir.—Glenn H. Hillmer.
Vice-Pres. & Sales Manager—Keith L. Stone.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: day time only. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 25a, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 61a, 61b, 61c.
Cancellation: 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 3/27/69.

SPOT ANNOUNCEMENTS

PER WK:	1x	50x	100x	250x	500x
1 min	8.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

PACKAGE PLANS

PER WK, WITHIN 7 DAYS:	10 ti	25 ti	50 ti
1 min	50	100	150
30 sec	40	80	120

PROGRAM TIME RATES

PER YR:	1x	50x	100x	250x	500x
1/2 hr	60	55	50	45	40
1/4 hr	40	35	30	25	20
5 min	25	20	15	10	5

KYOS

1956



Media Code 4 205 4560 0.00
Radio One, Inc., Box 717, 1744 G St., Merced,
Calif. 95341. Phone 209-722-6251.

- PERSONNEL**
Pres. & Gen'l Mgr.—Maurice Hill.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
5,000 w.; 1490 kc. Directional—night only.
Operating schedule: 5:00 am-midnight daily and Sun.
PST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24b,
24c, 25a, 25b, 25c, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 42c, 44a, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60d, 61c, 62d.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
Rates effective January 1, 1966. (Card No. 1.)
Card received January 31, 1966.
Class AA—6:00-9:00 am and 3:30-6:00 pm.
Class A—All other times.

SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
50 ti	8.50	8.80	8.50	8.20
100 ti	8.00	6.40	6.00	4.80
250 ti	7.50	6.00	5.50	4.40
500 ti	7.00	5.80	5.00	4.00
750 ti	6.50	5.20	4.75	3.80
1000 ti	6.00	4.80	4.50	3.60

PACKAGE PLANS

PER WK:	1 min	30 sec	1 min	30 sec
6 ti	3.00	6.40	6.25	5.00
12 ti	2.75	6.20	6.00	4.80
18 ti	2.50	6.00	5.75	4.60
24 ti	2.25	5.80	5.50	4.40
30 ti	2.00	5.60	5.25	4.20
36 ti	1.75	5.40	5.00	4.00
42 ti	1.50	5.20	4.75	3.80

- SPECIAL FEATURES**
- NEWS**
- WEATHER HOUR-SPORTSLINE**
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21b, 23a, 24b, 24c, 25a, 27,
28c, 29a, 30, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49,
51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Jalco—No/Cal Group.

MODESTO (3 AM; 2 FM)

Stanislaus County—Map Location U-2
See SRDS consumer market map and data at beginning of the State.

KBEE

1951



A McClatchy BeeLine Station

Subscriber to the NAB Radio Code
Media Code 4 205 4590 7.00
McClatchy Broadcasting, Box 3131, 14th & "I,"
Modesto, Calif. 95353. Phone 209-523-7756.

- PERSONNEL**
Manager—Roy Swanson.
- REPRESENTATIVES**
Katz Radio, West.
McClatchy Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
1,000 w.; 970 kc. Directional.
Operating schedule: 5 am-midnight. PST.
FM FACILITIES
ERP 10,500 w.; 103.3 mc.
Operating schedule: 5 am-midnight. PST.
Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a,
25, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48,
51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with Katz Radio A.I.D. Plan.
Member: McClatchy BeeLine, California Farm Net-
work, CBS Radio Pacific Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10D ET 3/15/69—Rec'd 3/18/69.

AA—*Mon thru Sat 6-10 am; Mon thru Fri noon-1
pm & 3:30-7 pm.
A—Mon thru Fri 10 am-noon, 1-3:30 pm & 7-8 pm.
B—All other times.
(* Choice of 8-9 am or 7-10 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	12 ti	18 ti	24 ti
AA	9.00	8.50	8.25	7.75
A	7.50	7.00	6.75	6.25
B	6.50	6.25	6.00	5.75

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
TAP I, 12 ti (8AA, 8B)	108	108	108	108	108
TAP I, 18 ti (9AA, 9B)	108	108	108	108	108
TAP I, 24 ti (12AA, 12B)	108	108	108	108	108
TAP II, 12 ti (4AA, 4A, 4B)	68	68	68	68	68
TAP II, 18 ti (6AA, 6A, 6B)	98	98	98	98	98
TAP II, 24 ti (8AA, 8A, 8B)	112	112	112	112	112

8. PROGRAM TIME RATES
(6 am-8 pm)

PER YR:	1x	25x	52x	104x	156x	260x	312x
1 hr	80.00	54.00	51.00	45.00	42.00	39.00	36.00
1/2 hr	30.00	28.00	26.00	24.00	23.00	21.00	20.00
1/4 hr	19.00	18.00	17.00	15.00	14.00	12.00	11.00
10 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 min	10.00	9.50	9.00	8.50	7.50	6.50	6.00

- SPECIAL FEATURES**
- NEWS & FARM CHARGES**
(fully commissionable)
- COMBINABILITY**
All spots, regardless of length or classification, may
be combined for discounts.
Spots and programs may not be combined for dis-
counts. 5-minute programs broadcast on the same day
for the same sponsor may be combined for continuous
rates only in Class A spots time; 10-minute or longer
programs broadcast on the same day for the same
sponsor may be combined for contiguous rates in all
time periods.

KCEY

1949

CITY OF LICENSE

TURLOCK



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing
under Turlock, Calif.)
Media Code 4 205 9360 0.00
Hen-Cal Corporation, Box 170, Quincy Id., Turlock,
Calif. 95380.

- PERSONNEL**
President—Paul Henning.
Vice-Pres. & Gen'l Mgr.—Rick Jerome.
- REPRESENTATIVES**
J. A. Lucas & Co./JALCO.
- FACILITIES**
5,000 w.; 1390 kc. Directional—separate patterns
day and night.
Operating schedule: 5:30-midnight Mon-Sat; 6:30
am-10:30 pm Sun. PST. PDT.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21b, 23a, 24b, 24c, 25a, 27,
28c, 29a, 30, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49,
51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Jalco—No/Cal Group.

- PERSONNEL**
President—Paul Henning.
Vice-Pres. & Gen'l Mgr.—Rick Jerome.
- REPRESENTATIVES**
J. A. Lucas & Co./JALCO.
- FACILITIES**
5,000 w.; 1390 kc. Directional—separate patterns
day and night.
Operating schedule: 5:30-midnight Mon-Sat; 6:30
am-10:30 pm Sun. PST. PDT.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21b, 23a, 24b, 24c, 25a, 27,
28c, 29a, 30, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49,
51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Jalco—No/Cal Group.

TIME RATES
Rates effective February 1, 1964.
Rates received February 13, 1964.

SPOT ANNOUNCEMENTS

PER CONSEC WK., EA:	1 wk	5 wk	10 wk
5 ti	5.30	4.90	4.70
10 ti	5.00	4.70	4.60
20 ti	4.70	4.60	4.50
30 ti	4.60	4.50	4.30
40 ti	4.30	4.20	4.10
50 ti	4.20	4.10	3.90
70 ti	4.20	4.10	3.80
100 ti	4.10	3.90	3.80

30 sec: 80% of 1-min. 10 sec ID's: 50% of 1-min.

- PERSONNEL**
Manager—Roy Swanson.
- REPRESENTATIVES**
Katz Radio, West.
McClatchy Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: day time only. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21b, 23a.
Contracts: 40a.
TV facility KLOC-TV.

TIME RATES
ET 1/1/67—Rec'd 12/5/66.

SPOT ANNOUNCEMENTS

PER CONSEC WK., EA:	1 wk	5 wk	10 wk
5 ti	5.40	5.00	4.90
10 ti	5.20	4.70	4.60
20 ti	5.00	4.60	4.50
30 ti	4.80	4.50	4.30
40 ti	4.60	4.30	4.20
50 ti	4.40	4.10	4.00
70 ti	4.30	4.00	3.90
100 ti	4.10	3.80	3.80

30 sec: 80% of 1-min. 10 sec ID's: 50% of 1-min.

- PERSONNEL**
General Manager—Michael Beeson.
Vice-President—John B. Markovitch.
Sec'y Treas.—Ronald L. LaForce.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES**
ERP 1,100 w.; 93.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 3,200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent.
(This listing continued on next page)

CALIFORNIA

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a,
24b, 24c, 25a, 25b, 25c, 29a, 29b, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KCBS.

TIME RATES
ET 10/1/68—Rec'd 9/3/68.

SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE—FIXED	12.00
1 x	13.00	10.4 x
13 x	12.75	166 x
26 x	12.50	260 x
52 x	12.25	812 x

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	9.00	8.50	7.75	7.25	7.00	6.75

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

CALIFORNIA

Modesto-KOSO (FM)—Continued

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 3/1/69—Rec'd 2/7/69.

6. SPOT ANNOUNCEMENTS
1 WEEK
PER WK: 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

7. PACKAGE PLANS
EA: 10-DAY SATURATION PACKAGE—ROS
1 min. 5.35 5.00 4.75 4.50 4.25
30 sec. 4.30 4.00 3.80 3.60 3.40 3.20

MONTHLY PLAN—ROS
EA: 90 120 150 180 210 240 270 300 330 360 390 420 450 480 510 540 570 600 630 660 690 720 750 780 810 840 870 900 930 960 990 1020 1050 1080 1110 1140 1170 1200 1230 1260 1290 1320 1350 1380 1410 1440 1470 1500 1530 1560 1590 1620 1650 1680 1710 1740 1770 1800 1830 1860 1890 1920 1950 1980 2010 2040 2070 2100 2130 2160 2190 2220 2250 2280 2310 2340 2370 2400 2430 2460 2490 2520 2550 2580 2610 2640 2670 2700 2730 2760 2790 2820 2850 2880 2910 2940 2970 3000 3030 3060 3090 3120 3150 3180 3210 3240 3270 3300 3330 3360 3390 3420 3450 3480 3510 3540 3570 3600 3630 3660 3690 3720 3750 3780 3810 3840 3870 3900 3930 3960 3990 4020 4050 4080 4110 4140 4170 4200 4230 4260 4290 4320 4350 4380 4410 4440 4470 4500 4530 4560 4590 4620 4650 4680 4710 4740 4770 4800 4830 4860 4890 4920 4950 4980 5010 5040 5070 5100 5130 5160 5190 5220 5250 5280 5310 5340 5370 5400 5430 5460 5490 5520 5550 5580 5610 5640 5670 5700 5730 5760 5790 5820 5850 5880 5910 5940 5970 6000 6030 6060 6090 6120 6150 6180 6210 6240 6270 6300 6330 6360 6390 6420 6450 6480 6510 6540 6570 6600 6630 6660 6690 6720 6750 6780 6810 6840 6870 6900 6930 6960 6990 7020 7050 7080 7110 7140 7170 7200 7230 7260 7290 7320 7350 7380 7410 7440 7470 7500 7530 7560 7590 7620 7650 7680 7710 7740 7770 7800 7830 7860 7890 7920 7950 7980 8010 8040 8070 8100 8130 8160 8190 8220 8250 8280 8310 8340 8370 8400 8430 8460 8490 8520 8550 8580 8610 8640 8670 8700 8730 8760 8790 8820 8850 8880 8910 8940 8970 9000 9030 9060 9090 9120 9150 9180 9210 9240 9270 9300 9330 9360 9390 9420 9450 9480 9510 9540 9570 9600 9630 9660 9690 9720 9750 9780 9810 9840 9870 9900 9930 9960 9990 10020 10050 10080 10110 10140 10170 10200 10230 10260 10290 10320 10350 10380 10410 10440 10470 10500 10530 10560 10590 10620 10650 10680 10710 10740 10770 10800 10830 10860 10890 10920 10950 10980 11010 11040 11070 11100 11130 11160 11190 11220 11250 11280 11310 11340 11370 11400 11430 11460 11490 11520 11550 11580 11610 11640 11670 11700 11730 11760 11790 11820 11850 11880 11910 11940 11970 12000 12030 12060 12090 12120 12150 12180 12210 12240 12270 12300 12330 12360 12390 12420 12450 12480 12510 12540 12570 12600 12630 12660 12690 12720 12750 12780 12810 12840 12870 12900 12930 12960 12990 13020 13050 13080 13110 13140 13170 13200 13230 13260 13290 13320 13350 13380 13410 13440 13470 13500 13530 13560 13590 13620 13650 13680 13710 13740 13770 13800 13830 13860 13890 13920 13950 13980 14010 14040 14070 14100 14130 14160 14190 14220 14250 14280 14310 14340 14370 14400 14430 14460 14490 14520 14550 14580 14610 14640 14670 14700 14730 14760 14790 14820 14850 14880 14910 14940 14970 15000 15030 15060 15090 15120 15150 15180 15210 15240 15270 15300 15330 15360 15390 15420 15450 15480 15510 15540 15570 15600 15630 15660 15690 15720 15750 15780 15810 15840 15870 15900 15930 15960 15990 16020 16050 16080 16110 16140 16170 16200 16230 16260 16290 16320 16350 16380 16410 16440 16470 16500 16530 16560 16590 16620 16650 16680 16710 16740 16770 16800 16830 16860 16890 16920 16950 16980 17010 17040 17070 17100 17130 17160 17190 17220 17250 17280 17310 17340 17370 17400 17430 17460 17490 17520 17550 17580 17610 17640 17670 17700 17730 17760 17790 17820 17850 17880 17910 17940 17970 18000 18030 18060 18090 18120 18150 18180 18210 18240 18270 18300 18330 18360 18390 18420 18450 18480 18510 18540 18570 18600 18630 18660 18690 18720 18750 18780 18810 18840 18870 18900 18930 18960 18990 19020 19050 19080 19110 19140 19170 19200 19230 19260 19290 19320 19350 19380 19410 19440 19470 19500 19530 19560 19590 19620 19650 19680 19710 19740 19770 19800 19830 19860 19890 19920 19950 19980 20010 20040 20070 20100 20130 20160 20190 20220 20250 20280 20310 20340 20370 20400 20430 20460 20490 20520 20550 20580 20610 20640 20670 20700 20730 20760 20790 20820 20850 20880 20910 20940 20970 21000 21030 21060 21090 21120 21150 21180 21210 21240 21270 21300 21330 21360 21390 21420 21450 21480 21510 21540 21570 21600 21630 21660 21690 21720 21750 21780 21810 21840 21870 21900 21930 21960 21990 22020 22050 22080 22110 22140 22170 22200 22230 22260 22290 22320 22350 22380 22410 22440 22470 22500 22530 22560 22590 22620 22650 22680 22710 22740 22770 22800 22830 22860 22890 22920 22950 22980 23010 23040 23070 23100 23130 23160 23190 23220 23250 23280 23310 23340 23370 23400 23430 23460 23490 23520 23550 23580 23610 23640 23670 23700 23730 23760 23790 23820 23850 23880 23910 23940 23970 24000 24030 24060 24090 24120 24150 24180 24210 24240 24270 24300 24330 24360 24390 24420 24450 24480 24510 24540 24570 24600 24630 24660 24690 24720 24750 24780 24810 24840 24870 24900 24930 24960 24990 25020 25050 25080 25110 25140 25170 25200 25230 25260 25290 25320 25350 25380 25410 25440 25470 25500 25530 25560 25590 25620 25650 25680 25710 25740 25770 25800 25830 25860 25890 25920 25950 25980 26010 26040 26070 26100 26130 26160 26190 26220 26250 26280 26310 26340 26370 26400 26430 26460 26490 26520 26550 26580 26610 26640 26670 26700 26730 26760 26790 26820 26850 26880 26910 26940 26970 27000 27030 27060 27090 27120 27150 27180 27210 27240 27270 27300 27330 27360 27390 27420 27450 27480 27510 27540 27570 27600 27630 27660 27690 27720 27750 27780 27810 27840 27870 27900 27930 27960 27990 28020 28050 28080 28110 28140 28170 28200 28230 28260 28290 28320 28350 28380 28410 28440 28470 28500 28530 28560 28590 28620 28650 28680 28710 28740 28770 28800 28830 28860 28890 28920 28950 28980 29010 29040 29070 29100 29130 29160 29190 29220 29250 29280 29310 29340 29370 29400 29430 29460 29490 29520 29550 29580 29610 29640 29670 29700 29730 29760 29790 29820 29850 29880 29910 29940 29970 30000

8. PROGRAM TIME RATES
1 hr. 26x 52x 104x
1/2 hr. 18 17 16

KTRB

KTRB-FM

Media Code 4 205 4710 1.00
KTRB Broadcasting Co., Inc., Norwegian Ave., Modesto, Calif. 95352. Phone 209-523-0737.

STATION'S PROGRAMMING DESCRIPTION
KTRB: Programmed for general interest.
Farm reports and news 5-9 am. MUSIC: standards and semi-classical throughout day. 7 am-5 pm. NEWS: mobile unit with local and regional coverage. State and national news flashes on hour. 5 min news on half hour. 15 min news resume morning, noon and evening. Weather: in all newscasts. Temp reports hourly. SPORTS: college and Jr. college football, auto races and Calif. relays, all live. Religious broadcasts: week days from 8:20 pm-sign-off and all day Sunday. Contact Representative for further details. Rec'd 11/18/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hilda Higbee.
Prog. Dir. & Chief Eng.—Cal Furviance.
Commercial Manager—Dick Brown.

2. REPRESENTATIVES
New York—Chicago—Burn-Smith Company, Inc.
Detroit—Pearse Sales.
Kansas City, St. Louis—Eugene F. Gray Co.
Los Angeles—Harlan G. Oakes, Inc.
San Francisco—The Sandberg-Glenn Company.

3. FACILITIES
10,000 w. days, 1,000 w. nights; 800 kc.
Directional—separate patterns night and day.
Operating schedule: 24 hours daily. PST.
FM-ERP 4,700 w.; 104.1 mc.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a.
Contracts: 40a, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Affiliated with KTRB.
Member: A-Buy Radio Group.

TIME RATES
Rates effective December 1, 1953. (Card No. 6.)
Rates received October 2, 1953.
Rev. (Ann. Pack. rates) received June 6, 1960.

6. SPOT ANNOUNCEMENTS
10 WORDS
11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 34

Napa—K V O N—Continued

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	15 sec	
1 x	8.00	7.00	4.75
60 x	6.50	5.50	3.75
130 x	6.00	5.00	3.50
260 x	5.50	4.50	3.25
500 x	5.00	4.00	3.00
750 x	4.75	3.75	2.90
1000 x	4.50	3.50	2.75
1500 x	4.25	3.25	2.55
2000 x	4.00	3.00	2.50
7. PACKAGE PLANS			
10 ti	20 ti	40 ti	100 ti
1 min	70	130	275
30 sec	60	110	225
15 sec	40	65	165
8. PROGRAM TIME RATES			
1 hr	1x	52x	104x 260x
1/2 hr	100	85	75
1/4 hr	60	40	35
10. SPECIAL FEATURES			
NEWS PROGRAMS			
1x	13x	26x	52x 104x 260x
1/4 hr	35.00	30.00	27.50 25.00 22.50 20.00 15.00
5 min	12.00	10.00	9.00 8.00 7.50 7.00 6.00

MARINE WEATHER
Participation with 70 reports per mo, 13 wk mini-
mum, 10-sec ID Open/Close & 50-sec spot.
Ea 210x 420x 840x
5a 250x 500x 700x 600x
All spots ROS/BTA; fixed position add 20%.

OAKLAND

Alameda County—Map Location B-6
See SRDS consumer market map and data at begin-
ning of the State.
See San Francisco-Oakland
(including Alameda, Berkely, San Mateo)

OCEANSIDE (1 AM; 1 FM)

San Diego County—Map Location G-11.
See SRDS consumer market map and data at begin-
ning of the State.

KMLO

1967

CITY OF LICENSE
VISTA

(This is a paid duplicate of the listing appearing
under Vista, Calif.)
Media Code 4 205 9585 2.00
North County Broadcasting Co., Inc., Box 1000, 2766
N. Santa Fe, Vista, Calif. 92083. Phone 714-724-
8335.

- PERSONNEL
Pres. & Gen'l Mgr.—Gene Alfrad.
Sales Manager—Joe Orwall.
Program Director—Frank Mangio.
- REPRESENTATIVES
Radio Time Sales/International.
Los Angeles—Leo F. O'Connell Company.
- FACILITIES
1,000 w.; 1000 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6, 7b, 8.
Rate Protection: 10b, 11b, 13a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 28a,
30, 31.
Contracts: 40a.

TIME RATES

No. 1 ER 10/1/67—Rec'd 11/20/67.

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
1 x	6.50	5.30	312 x 4.70 3.50
13 x	6.20	5.00	416 x 4.40 3.30
26 x	5.80	4.70	520 x 4.10 3.10
52 x	5.60	4.40	750 x 3.80 3.00
104 x	5.30	4.10	1000 x 3.50 2.90
208 x	5.00	3.80	
10 sec: 50% of 1-min. Fixed position, extra 5%.			

- PACKAGE PLANS
PER WK, ROS: 10 ti 20 ti 30 ti 40+
1 min 5.30 5.00 4.70 4.40
30 sec 4.10 3.80 3.50 3.30
PER MO, ROS: 50 ti 100 ti 150 ti 200 ti
1 min 4.70 4.40 4.10 3.80
30 sec 3.50 3.30 3.10 3.00
10 sec: 50% of 1-min.
Fixed position, extra 5%.
- SPECIAL FEATURES
5-MINUTE NEWSCASTS
(Hourly at :30)
Ea 12x 11.30 9.00 8.20 7.00
(D)

KUDE

1958

Subscriber to the NAB Radio Code
Media Code 4 205 4950 3.00
Dolph-Petty Broadcasting Co., Box K1320, 2950
Oceanside Blvd., Oceanside, Calif. 92054. Phone
714-757-1320.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lyle R. Richardson.
- REPRESENTATIVES
Savalli/Gates, Inc.
- FACILITIES
500 w.; 1320 kc. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b,
24c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49,
50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
1 x	7.40	280 ti	5.40
52 ti	7.00	312 ti	5.00
104 ti	6.80	365 ti	4.80
156 ti	6.20		

7. PACKAGE PLANS

ROS WEEKLY SATURATION PACKAGES			
PER WK:	ea	tot	ea
10 ti	6.50	65.00	5.50 55.00
20 ti	6.00	120.00	5.00 100.00
30 ti	5.50	165.00	4.50 135.00
40 ti	5.00	200.00	4.00 180.00
50 ti	4.50	225.00	3.50 175.00

ROS MONTHLY SATURATION PACKAGES			
100 ti	5.50	550.00	4.25 425.00
150 ti	5.00	750.00	3.75 625.00
200 ti	4.50	900.00	3.25 650.00

- SPECIAL FEATURES
Newscasts: 5 minutes at :55, 2-minute headlines
at :30.

NEWS PROGRAMS			
1 ti	5 min	2 min	5 min 2 min
52 ti	14.00	10.50	12 ti 10.80 8.10
104 ti	13.20	9.90	365 ti 9.60 7.20
156 ti	12.40	9.30	

KUDE-FM

1961

Media Code 4 205 4951 1.00
Dolph-Petty Broadcasting Co., Box K1320, 2950
Oceanside Blvd., Oceanside, Calif. 92054. Phone
714-757-1320.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lyle R. Richardson.
- REPRESENTATIVES
Savalli/Gates, Inc.
- FACILITIES
ERP 2,000 w. (horiz.), 50,000 w. (vert.); 102.1 mc.
Stereo.
Operating schedule: 7 am-midnight. PST.
Antenna ht.: 373 ft. above average terrain.
- AGENCY COMMISSION
15% or time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24b,
24c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM sold and programmed separately from AM.

TIME RATES

NATIONAL AND LOCAL RATES SAME			
ER 1/1/67—Rec'd 1/3/67.			
6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
1 x	52x	104x	156x 260x 312x 362x
6.00	5.70	5.40	5.10 4.50 4.20 3.90
8. PROGRAM TIME RATES			
1 hr	1x	52x	104x 156x 260x 312x 362x
1/2 hr	60.00	57.00	54.00 51.00 45.00 42.00 39.00
1/4 hr	48.00	45.00	42.00 39.00 36.00 33.00 31.20
15 min	34.20	32.40	30.60 27.00 25.20 23.40
10 min	24.00	22.80	21.60 20.40 18.00 16.80 15.60
5 min	12.00	11.40	10.80 10.20 9.00 8.40 7.80

ONTARIO (1 AM; 1 FM)

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at begin-
ning of the State.

KSOM

1946

Media Code 4 205 4980 0.00
Pacific Broadcasting Corp., Box 1510, Ontario, Calif.
91762. Phone 714-982-8888, 624-1480.

- STATION'S PROGRAMMING DESCRIPTION
MUSIC 00%: features general popular music, show-
tunes, standards, light classics, in 15 min blocks.
NEWS: 5 min international, national, regional, local
news on hour. Features length reports 8 am, noon,
6 pm, 5 min commentaries 8:10 am, 12:10 pm, 6:10
pm. News headlines on half hour during traffic hour.
Financial newscasts M-F 8:45 am, 1:45 pm, 5:30 pm.
Short religious meditations 7 times daily. Sun 7-11
am sacred music and gospel songs. COMMERCIAL
POLICY: 15 commercials allowed per hour, in 15
minute clusters. Rec'd 12/4/68.

- PERSONNEL
General Manager—Conrad G. Sprenger.
Station Manager—Donald J. Maloney.
Program Director—Gil Boucher.
- FACILITIES
10,000 w.; 1510 kc. Directional.
Operating schedule: 24 hours daily. PST.
FM—ERP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: Same as AM.
- AGENCY COMMISSION
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 23a, 24a, 25a, 28b.
Contracts: 40a, 42b, 46, 48.
Comb.; Cont. Discounts: 60b, 60i, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Tobacco advertising not accepted.

TIME RATES

NATIONAL AND LOCAL RATES SAME			
ER—Rec'd 12/4/68.			
AA—Mon thru Fri	6-10 am	& 3-7 pm.	
A—Mon thru Fri	5-6 am	& 10 am-3 pm; Sat & Sun 5 am-7 pm.	
B—Mon thru Sun	7 pm-midnight.		

6. SPOT ANNOUNCEMENTS

PER WK:					
Fixed pos.	1 min	30 sec	1 min	30 sec	1 min
5 x	14.00	11.50	12.00	11.00	9.00
10 x	13.50	11.00	11.50	9.50	7.00
20 x	13.00	10.50	11.00	9.00	6.50
30 x	12.50	10.00	10.50	8.50	6.00

- PACKAGE PLANS
I Total Plan (30% AA, 50% A, 20% B).
II Man Plan (50% AA, 50% B).
III Housewife Plan (100% A).
Subject to avail. Preemptible for schedules pur-
chased on open rates. Maximum 50% on Wed thru
Fri.

PER WEEK					
1 WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	10.00	9.75	9.50	9.25	9.00
30 sec or less	8.00	7.75	7.50	7.25	7.00
1 min	9.50	9.25	9.00	8.75	8.50
30 sec or less	7.50	7.25	7.00	6.75	6.50
26 WK:	9.00	8.75	8.50	8.25	8.00
30 sec or less	7.00	6.75	6.50	6.25	6.00
1 min	8.50	8.25	8.00	7.75	7.50
30 sec or less	6.50	6.25	6.00	5.75	5.50

- SPECIAL FEATURES
5-MINUTE NEWSCASTS
AA 1x 26x 52x 104x 260x 520x
A 25 25 25 25 25 25
B 20 18 18 14 12 10
- 15-MINUTE NEWSCASTS
AA 60 56 52 48 44 40
A 50 42 38 36 33 30

OROVILLE

Butte County—Map Location C-4
See SRDS consumer market map and data at begin-
ning of the State.

KAOR

Media Code 4 205 5040 2.00
KAOR, Prospectors Village, 580 Oro-Dam Blvd.,
Oroville, Calif. 95965. Phone 916-533-9161.

- STATION'S PROGRAMMING DESCRIPTION
KAOR: Programmed for adults and young adults.
News and farm reports 6-8:30 am. Entertainment 7-
10:30 am. Local, regional news 7:30-8 am & 7 min
of each hour throughout day. Open line audience
participation discussion show 10:30-11 am. Local
items of interest and market reports 11 am-noon.
Round up news noon-12:30 pm with weather and
sports. Emphasis on traffic 3:30-5:30 pm. Extended
news summary 5:30-6 pm with sports wrap-up and
weather. Entertainment 6-7 pm. Serious music enter-
tainment aimed at businessmen and women of pro-
fessional nature 7-9:45 pm. Religious music and
sermonettes 9:45-10 pm. Personality endorsement not
permitted. Contact Representative for further details.
Rec'd 12/4/67.

- PERSONNEL
General Manager—Duane E. Hill.
Program Director—Curt Nelson.
Sales Manager—Larry Peterson.
- REPRESENTATIVES
New York, Chicago, Los Angeles—J. A. Lucas & Co.,
Inc./JALCO.
San Francisco—Radio Time Sales/International.

- FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL RATE POLICY
Affiliated with American Information Network.
Member: Jalco—No/Cal Group.

TIME RATES					
ER—Rec'd 7/28/69.					
6. SPOT ANNOUNCEMENTS					
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	7.00	6.50	6.00	5.50	5.00
5 x	6.00	5.50	5.00	4.50	4.00

- PACKAGE PLANS
1 MINUTE—ROS
PER WK: 7 ti 14 ti 28 ti 42 ti 56 ti 70+
1 wk 7.00 6.50 6.00 5.00 4.50 4.00
5 wk 6.00 5.50 5.00 4.50 4.00 3.50
10 wk 5.00 4.50 4.00 3.50 3.00 2.50
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.



Work Wonders
the UNITED way

CALIFORNIA

OXNARD-VENTURA

(5 AM; 3 PM)
(including Port Hueme; Santa Paula)

Ventura County—Map Location D-9
See SPOT Announcements market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KACY

1958

PORT HUENEME

Subscriber to the NAB Radio Code
Media Code 4 205 5070 9.00
KACY, Inc., Box 1520, Oxnard, Calif. 93030. Phone 805-483-3551.

- PERSONNEL**
President—Lincoln Dellar.
General Manager—Ronald Thompson.
Sales Manager—Don Davis.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
10,000 w. days; 1,000 w. nights; 1520 kc.
Directional—different pattern day and night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% Gross billings less applicable discounts.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.

TIME RATES

ET 11/1/68—Rec'd 11/11/68.
AA—6-9 am & 4-7 pm.
A—9 am-4 pm.
B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS				
CLASS	AA			
	5x	12x	18x	24x
1 min.	14.00	13.00	12.00	11.00
30 sec.	11.00	10.20	9.40	8.60
CLASS A				
1 min.	11.00	10.00	9.00	8.00
30 sec.	8.50	7.80	7.00	6.20
CLASS B				
1 min.	8.60	7.80	7.00	6.20
30 sec.	6.68	6.04	5.40	4.76

7. PACKAGE PLANS				
TOTAL AUDIENCE PENETRATION (1/3 AA, 1/3 A, 1/3 B)				
1 min.	12.11	18.11	24.11	30.11
30 sec.	9.00	8.00	7.00	6.00
30 sec.	7.00	6.20	5.40	4.60

CONSECUTIVE WEEK DISCOUNTS	
26 wk—5%	52 wk—10%

KBBY (FM)

(formerly KUDU-FM)

1962

VENTURA

- Media Code 4 205 5085 7.00
Tri-Counties Public Service, Inc., Box 5151, Ventura, Calif. 93003. Phone 805-642-3239, 485-3239.
- PERSONNEL** President—Russell Furse.
Vice-Pres. & Gen'l Mgr.—Mike Thomas.
 - REPRESENTATIVES**
Advertising Sales West.
 - FACILITIES**
ERP 28,000 w.; 95.1 mc.
Operating schedule: 24 hours. PST.
Antenna ht.: 315 ft. above average terrain.
 - AGENCY COMMISSION**
15% net time; 10 days.
 - GENERAL RATE POLICY**
AM facilities: KUDU.

TIME RATES

No. 5 ET 4/1/69—Rec'd 3/4/69.
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS				
PER WK:	1 min.			
	10	30	60	120
1 min.	7.00	6.00	5.50	4.50
30 sec.	5.80	4.80	4.40	3.80

8. PROGRAM TIME RATES				
PER WK:	1 min.			
	1	3	5	10
1 hr.	60.00	56.00	52.00	48.00
1/2 hr.	45.00	42.00	39.00	36.00
1/4 hr.	30.00	28.00	26.00	24.00
10 min.	22.50	21.00	19.50	18.00
5 min.	15.00	14.00	13.00	12.00

CONSECUTIVE WEEK DISCOUNT	
26 wk—5%	52 wk—10%

KOXR

1955

OXNARD

- Media Code 4 205 5100 4.00
Oxnard Broadcasting Corp., 1280 S. Oxnard Blvd., Oxnard, Calif. 93030. Phone 805-483-2303.
- PERSONNEL**
Gen'l Mgr. & Nat'l Sales Dir.—Paul R. Schneider.
Vice-Pres. & Gen'l Mgr.—M. Fursee.
 - REPRESENTATIVES**
West—J. A. Lucas Co., Inc./JALCO.
East—AAA Representatives
Southern—Mario Messina Company.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 910 kc.
Directional.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 28c, 29a.
Contracts: 40a, 42b, 43, 45, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 71a, 73a.
Prod. Services: 82.
All Spanish-language broadcasting.
Member: Jalco-Sp/Cal-Group, AAA California Spanish Network.

TIME RATES

No. 8 ET 6/1/67—Rec'd 5/16/67.

7. PACKAGE PLANS

WEEKLY PACKAGES

PER WK:	Selected wks—		13 consec wks—	
	1 min	30 sec	1 min	30 sec
5 times	6.00	5.00	4.00	3.50
10 times	5.75	4.75	3.75	3.25
15 times	5.50	4.50	3.50	3.00
20 times	5.25	4.25	3.25	2.75
25 times	5.00	4.00	3.00	2.50
30 times	4.75	3.75	2.75	2.25
35 times	4.50	3.50	2.50	2.00
40 times	4.25	3.25	2.25	1.75
45 times	4.00	3.00	2.00	1.50

13 consec wks—

PER WK:	1 hr.		1/2 hr.		1/4 hr.		5 min	
	1	3	1	3	1	3	1	3
1 x	50.00	37.50	25.00	15.00	10.00	9.50	9.00	8.50
18 x	58.00	36.00	21.50	12.50	8.00	7.50	7.00	
26 x	56.00	34.50	20.50	11.50	7.50	7.00	6.50	
34 x	54.00	33.00	19.50	10.50	7.00	6.50	6.00	
42 x	52.00	31.50	18.50	9.50	6.50	6.00	5.50	
50 x	50.00	30.00	17.50	8.50	6.00	5.50	5.00	
58 x	48.00	28.50	16.50	7.50	5.50	5.00	4.50	
66 x	46.00	27.00	15.50	6.50	5.00	4.50	4.00	
74 x	44.00	25.50	14.50	5.50	4.50	4.00	3.50	
82 x	42.00	24.00	13.50	4.50	4.00	3.50	3.00	

5-Minute Newscastrs—Program rates apply.

KPMJ (FM)

1958

OXNARD

Media Code 4 205 5130 1.00
Oxnard Broadcasting Corp., 1280 S. Oxnard Blvd., Oxnard, Calif. 93030. Phone 805-483-2303.

- PERSONNEL**
Gen'l Mgr. & Nat'l Sales Dir.—Paul R. Schneider.
- REPRESENTATIVES**
J. A. Lucas Co., Inc./JALCO.
- FACILITIES**
ERP 10,000 w.; 104.7 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 14 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 28c, 29a.
Contracts: 40a, 42b, 43, 45, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 71a, 73a.
Prod. Services: 82.

TIME RATES

Rates effective January 1, 1961.

Rates received January 13, 1961.

7. PACKAGE PLANS

(Weekly Packages)

5 times	1 min.		30 sec.		10 sec.	
	1	3	1	3	1	3
10 times	5.00	4.00	3.00	2.50	2.00	1.50
15 times	4.75	3.75	2.75	2.25	1.75	1.25
20 times	4.50	3.50	2.50	2.00	1.50	1.00
25 times	4.25	3.25	2.25	1.75	1.25	0.75
30 times	4.00	3.00	2.00	1.50	1.00	0.50
35 times	3.75	2.75	1.75	1.25	0.75	0.25
40 times	3.50	2.50	1.50	1.00	0.50	0.00
45 times	3.25	2.25	1.25	0.75	0.25	0.00
50 times	3.00	2.00	1.00	0.50	0.00	0.00

10 Minute News Package

Per week:	Each	Per week:	Each
3 times	8.50	10 times	7.50
5 times	8.00	30 times	7.00

8. PROGRAM TIME RATES

1 time	1 hr.		1/2 hr.		1/4 hr.		10 min.		5 min.	
	1	3	1	3	1	3	1	3	1	3
18 times	50.00	30.00	20.00	15.00	10.00	9.50	9.00	8.50	8.00	7.50
18 times	47.50	28.50	19.00	14.25	9.50	9.00	8.50	8.00	7.50	7.00
24 times	45.00	27.00	18.00	13.50	9.00	8.50	8.00	7.50	7.00	6.50
30 times	42.50	25.50	17.00	12.75	8.50	8.00	7.50	7.00	6.50	6.00
36 times	40.00	24.00	16.00	12.00	8.00	7.50	7.00	6.50	6.00	5.50
42 times	37.50	22.50	15.00	11.25	7.50	7.00	6.50	6.00	5.50	5.00
48 times	35.00	21.00	14.00	10.50	7.00	6.50	6.00	5.50	5.00	4.50

KQIQ

1948

SANTA PAULA

Media Code 4 205 5160 8.00
Rancho Broadcasting, Inc., 110 Cameron St., Santa Paula, Calif. 93060. Phone 805-647-1400, 487-1400, 535-6811.

STATION'S PROGRAMMING DESCRIPTION

- KQIQ: Programmed for adults and young adults. Country music formatted 5 am-12M featuring current top selling singles and albums integrated with country standards and classics. Religion and gospel music Sun 6 am-noon. NEWS: UPI and local programmed report. FARM: report M-F 6:50-7 am. COMMERCIAL POLICY: 18 minutes maximum. Air Personalities available for sport remote pickups, shopping centers and fairs. Contact Representative for further details. Rec'd 7/27/67.
- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—M. Fursee.
 - REPRESENTATIVES**
Savall/Gates, Inc.
 - FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule—5 am-midnight.
 - AGENCY COMMISSION**
15/0; time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 25a, 28c.
Contracts: 40a, 41, 44a, 44b, 46, 49, 51c.
Comb. Cont. Discounts: 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES

ET 5/1/68—Rec'd 4/15/68.

AA—Mon thru Sat 6-9 am & 4-7 pm.

A—All other times.

7. PACKAGE PLANS

1 WEEK

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
10 times	7.05	6.15	5.30	4.45
10 times	6.20	5.00	4.05	3.95
15 times	5.90	4.70	3.85	3.75
20 times	5.60	4.45	3.60	3.60
25 times	5.30	4.15	3.35	3.45

13 WEEKS

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
5 times	5.90	4.70	4.70	3.55
10 times	5.65	4.50	4.50	3.35
15 times	5.45	4.25	4.25	3.20
20 times	5.20	4.00	4.00	3.00
25 times	4.95	3.75	3.75	2.80

28-52 WEEKS

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
5 times	5.60	4.50	4.30	3.20
10 times	5.40	4.15	4.00	2.90
15 times	5.20	3.75	3.65	2.70
20 times	5.00	3.40	3.30	2.55
25 times	4.75	3.05	2.95	2.35

15 sec or less: 80% of applicable 30-sec rate.

10. SPECIAL FEATURES

- 1400 NEWSCASTS
5-min News Summary: 1-1/2x applicable 1-min rate.
9 min News Headlines: 1-1/2x applicable 30 sec rate.

WEATHER

Ventura County Weather: 1-1/2x applicable 30-sec rate.

FEATURES

- KQIQ County Calendar: 1-1/2x applicable 30-sec rate.
Sports Highlights: 1-1/2x applicable 1-min rate.
Today In Agribusiness: 1-1/2x applicable 30-sec or 1-min AA rate.

KUDU

1947

VENTURA

Subscriber to the NAB Radio Code

Media Code 4 205 5190 5.00

Tri-Counties Public Service, Inc., Box 5151, Ventura, Calif. 93003. Phone 805-642-3239, 485-3239.

- PERSONNEL**
President—Russell Furse.
Vice-Pres. & Gen'l Mgr.—Mike Thomas.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES**
1,000 w.; 1590 kc. Directional—same pattern day and night.
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION**
15/0 net time; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 23a, 24

PALMDALE

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Lancaster-Palmdale

PALM DESERT

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

KGOL

Media Code 4 205 5280 4.00
The Dugway Corp., Box 1063, Palm Desert, Calif. 92260. Phone 714-346-1270.

- PERSONNEL**
President—Harry Trenner.
Vice-President—Salic—C. Ostrup.
General Manager—Robert C. Avery.
- REPRESENTATIVES**
Blair Radio
- FACILITIES**
500 w.; 1270 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15/0 net time; rendered on lat.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
Member: Jalco-So/Cal Group, CBS Radio Pacific Network.

NATIONAL AND LOCAL RATES SAME

Rates received October 13, 1965.

6. SPOT ANNOUNCEMENTS		1 min 30 sec			
1 tl.....	8.00	4.75	120 tl.....	4.00	3.00
15 tl.....	5.50	4.50	500 tl.....	3.00	2.00
30 tl.....	5.00	4.00	1000 tl.....	2.00	1.00
60 tl.....	4.50	3.50			

7. PACKAGE PLANS

15 spots within 3 days.....	3.00
30 spots within 5 days.....	2.50
40 spots within 5 days.....	2.25
50 spots within 5 days.....	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 tl.....	50.	35.	20.
50 tl.....	40.	25.	18.

PALM SPRINGS (2 AM; 1 FM)

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

KCHV

COACHELLA

NBC Radio Network

City of license, Coachella, Calif.
Palm Springs Office—Palm Springs Aerial Tramway,
P. O. Drawer FF, Phone 714-824-4732.
See listing under Coachella, Calif.

Advertisement

- PERSONNEL**
Owner—Edward Gorges.
General Manager—Ike Staples.
Spanish Language—Ben Salz.
Farm News Director—Don Blah.
- REPRESENTATIVES**
Los Angeles—Call station collect 714-398-5534—Bette Ward.

- FACILITIES**
5,000 w. days, 1,000 w. nights; 970 kc. Operating schedule: 24 hours.
- RATES**

Frequency	GUARANTEED TIMES			
	1 min	30 sec	20 sec	10 sec
1.....	10.80	7.90	5.95	—
52.....	8.10	5.95	4.40	—
156.....	6.70	4.95	3.70	—
500.....	5.70	4.20	3.15	—
1,000.....	4.60	3.35	2.65	—

RUN OF SCHEDULE TIMES				
1.....	8.70	6.40	4.80	2.85
52.....	6.25	4.55	3.40	2.05
156.....	5.50	3.95	2.90	1.75
500.....	4.55	3.30	2.50	1.50
1,000.....	3.45	2.50	1.90	1.30

KCMJ

1946

Media Code 4 205 5310 9.00
Westminster Broadcasting Corp., Box KK, 300 Radio Rd., Palm Springs, Calif. 92263. Phone 714-825-2253.

- PERSONNEL**
President—Morris Bergreen.
Vice-President—Bernard Bergreen.
General Manager—William Hesson.
- REPRESENTATIVES**
New York, Chicago, Los Angeles, San Francisco—
J. A. Lucas & Co., Inc./JALCO.

- FACILITIES**
1,000 w. days, 500 w. nights; 1010 kc. Directional.
Operating schedule: 6 am-midnight daily. PST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
Member: Jalco-So/Cal Group, CBS Radio Pacific Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 ET 12/1/68—Rec'd 5/16/69.

AA—Mon thru Fri 6-10 am & 4-7 pm; Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

YR/LY:	1 MINUTE			
	1x	50x	100x	250x
AA 7.25	6.70	6.10	5.55	4.95
A 6.70	6.10	5.55	4.95	4.40

7. PACKAGE PLANS

PER WK:	1 MINUTE			
	10 tl	20 tl	30 tl	40 tl
AA	6.10	5.55	4.95	4.40
A	5.55	4.95	4.40	3.80

8. PROGRAM TIME RATES

PER WK:	1 MINUTE			
	10 tl	20 tl	30 tl	40 tl
AA	6.10	5.55	4.95	4.40
A	5.55	4.95	4.40	3.80

9. PROGRAM TIME RATES

1 hr	15x				26x	52x	100x	250x
	1x	13x	26x	52x				
1 hr.....	83	78	74	69	—	—	—	—
1/2 hr.....	48	45	41	38	32	—	—	—
1/4 hr.....	33	32	31	30	26	23	—	—
5 min.....	14	13	12	11	10	—	—	—

(*) 12.60.

KDES

SAVALLI/GATES INCORPORATED

Media Code 4 205 5340 6.00
Cameron Broadcasting Co., 611 S. Palm Canyon Dr., Palm Springs, Calif. 92262. Phone 714-324-1211.

STATION'S PROGRAMMING DESCRIPTION
KDES: Programmed for mass audience-adults and young adults 6 am-6 pm, young adults and teens 6 pm-12M.
MUSIC: General popular, including standards, current singles, albums, and past hits of a compatible nature. Music programming balance changed to suit target audience, based on time of day. Music during daytime hours is adult-oriented, 6 air personalities whose comments deal in areas of community involvement. NEWS: 6 min each hour at :54, plus weekly hour documentary and other event-related programs. COMMERCIAL POLICY: Maximum 4 commercials per quarter hour, 10 minute product separation guaranteed. Complete mobile facilities and air personalities for remote broadcasts. Contact Representative for further details. Rec'd 7/30/69.

- PERSONNEL**
President—George E. Cameron, Jr.
Vice-Pres. & Gen'l Mgr.—Norman W. Lofthus.
Sales Manager—Kirk Hans.
- REPRESENTATIVES** Savalli/Gates, Inc.
Washington, Oregon—William L. Simpson & Associates Company.

- FACILITIES**
5,000 w. days, 500 w. nights; 920 kc. Directional.
Operating schedule: 5:55 am-midnight daily. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KGEC (FM).
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rev. No. 11 ET 1/1/67—Rec'd 11/28/68.

6. SPOT ANNOUNCEMENTS

1 min	GUARANTEED TIME			
	1x	100x	200x	400x
1 min 5.00	4.70	4.40	4.10	3.75
30 sec 3.80	3.60	3.40	3.20	3.00

7. PACKAGE PLANS

PER WK:	GUARANTEED TIME			
	7 tl	14 tl	21 tl	30 tl
1 min 4.80	4.40	4.20	4.00	3.80
30 sec 3.50	3.35	3.20	3.05	2.90

8. PROGRAM TIME RATES

1 hr	15x				26x	52x	104x	208x
	1x	13x	26x	52x				
1 hr.....	30.00	27.50	25.00	22.50	20.00	17.50	15.00	12.50
1/2 hr.....	20.00	18.00	16.00	14.00	12.00	10.00	8.00	6.00
1/4 hr.....	15.00	13.50	12.00	10.50	9.00	7.50	6.00	4.50
5 min.....	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50

10. SPECIAL FEATURES
News Service—commissionable, per program 1.00.

6. SPOT ANNOUNCEMENTS

1 min	GUARANTEED TIME			
	1x	100x	200x	400x
1 min 8.00	7.50	7.00	6.50	6.00
30 sec 6.00	5.65	5.30	4.90	4.50

7. PACKAGE PLANS

PER WK:	GUARANTEED TIME			
	7 tl	14 tl	21 tl	30 tl
1 min 6.50	6.10	5.70	5.30	4.90
30 sec 5.00	4.70	4.40	4.10	3.80

8. PROGRAM TIME RATES

1 hr	15x				26x	52x	104x	208x
	1x	13x	26x	52x				
1 hr.....	60	55	50	45	40	35	30	25
1/2 hr.....	40	36	32	28	24	20	16	12
1/4 hr.....	30	27	24	21	18	15	12	9
5 min.....	12	11	10	9	8	7	6	5

10. SPECIAL FEATURES
News Service—commissionable, per program 1.00.

KGEC (FM)

1963

Media Code 4 205 5370 3.00
Cameron Broadcasting Co., 611 S. Palm Canyon Dr., Palm Springs, Calif. 92262. Phone 714-352-5046.

STATION'S PROGRAMMING DESCRIPTION
KGEC (FM): Programmed for adult audiences.
MUSIC: Middle-of-the-road employing two-thirds instrumental hits, one-third vocals and standards. Weekly Broadway showtunes programs. NEWS: 6 min newscasts in key hours plus weekly hour documentary and other event-related specials. COMMERCIAL POLICY: Maximum 2 commercials per quarter-hour, 10 minute product separation guaranteed. Complete mobile facilities and air personalities for remote broadcasts. Contact Representative for further details. Rec'd 7/30/69.

- PERSONNEL**
President—George E. Cameron, Jr.
Vice-Pres. & Gen'l Mgr.—Norman W. Lofthus.
Sales Manager—Kirk Hans.
- REPRESENTATIVES** Savalli/Gates, Inc.
Washington, Oregon—William L. Simpson & Associates Company.

- FACILITIES**
ERP 20,000 w.; 104.7 mc. Stereo.
Operating schedule: 7 am-midnight daily. PST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 24b, 25a, 28a, 28c, 29b, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 47a, 49, 51c.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80.
AM facilities: KDES.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 7/1/68—Rec'd 6/21/68.

6. SPOT ANNOUNCEMENTS

1 min	GUARANTEED TIME			
	1x	100x	200x	400x
1 min 5.00	4.70	4.40	4.10	3.75
30 sec 3.80	3.60	3.40	3.20	3.00

7. PACKAGE PLANS

PER WK:	GUARANTEED TIME			
	7 tl	14 tl	21 tl	30 tl
1 min 4.80	4.40	4.20	4.00	3.80
30 sec 3.50	3.35	3.20	3.05	2.90

8. PROGRAM TIME RATES

1 hr	15x				26x	52x	104x	208x
	1x	13x	26x	52x				
1 hr.....	30.00	27.50	25.00	22.50	20.00	17.50	15.00	12.50
1/2 hr.....	20.00	18.00	16.00	14.00	12.00	10.00	8.00	6.00
1/4 hr.....	15.00	13.50	12.00	10.50	9.00	7.50	6.00	4.50
5 min.....	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50

10. SPECIAL FEATURES
News Service—commissionable, per program 1.00.

CALIFORNIA

KWXY K WXY-FM

CATHEDRAL CITY
REPRESENTED BY
ADVERTISING SALES WEST
Fine Music

City of license—Cathedral City, Calif.
Broadcast Center, Avenue 34 at Via Altamira, Palm Springs, Calif. Phone 714-328-1104.
See listing under Cathedral City, Calif.

PALO ALTO

Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KIBE K DFC (FM)

1949 PALO ALTO 1948 SAN FRANCISCO

(This is a paid listing.)
Media Code 4 205 5430 5.00
Sundial Broadcasting Corp., 495 Beach St., San Francisco, Calif. 94133. Phone 415-776-4720.

STATION'S PROGRAMMING DESCRIPTION
KIBE: Programmed for adults.
MUSIC: concert music programmed exclusively. All periods represented from pre-Baroque to contemporary. Tempo and character vary with time of day. Special programs: complete operas, campus concerts, recorded premier performances, virtuoso concerts, request programs. Broadcast Foundation of America releases, featured orchestra programs and 15 min news summary at 7 am with bulletins throughout day. COMMERCIAL POLICY: 6 minutes per hour, no double spotting, no interruptions of performances of symphonies, concerts, or operas. Scheduled announcements run immediately on conclusion of selection. Contact Representative for further details. Rec'd 10/9/67.

- PERSONNEL**
General Manager—Edward Davis.
Program Director—Harold Owen.
- REPRESENTATIVES**
Roger Coleman, Inc.

- FACILITIES**
5,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
Daytime simulcast.
FM FACILITIES
ERP 33,000 w.; 102.1 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1260 ft. above average terrain.

- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Symphonic, operatic and other long concert works not interrupted for commercial announcements. Announcements run immediately after conclusion of performance approximating time ordered as closely as possible.

6. SPOT ANNOUNCEMENTS

1 min	GUARANTEED TIME			
	1x	100x	200x	400x
1 min 5.00	4.70	4.40	4.10	3.75
30 sec 3.80	3.60	3.40	3.20	3.00

7. PACKAGE PLANS

PER WK:	GUARANTEED TIME			
	7 tl	14 tl	21 tl	30 tl
1 min 4.80	4.40	4.20	4.00	3.80
30 sec 3.50	3.35	3.20	3.05	2.90

8. PROGRAM TIME RATES

1 hr	15x				26x	5
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CALIFORNIA

PARADISE

Butte County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KEWQ

1960
Media Code 4 205 5460 2.00
Butte Broadcasting Company, Inc., Box KEWQ,
Paradise, Calif. 95669. Phone 916-877-3872.
STATION'S PROGRAMMING DESCRIPTION
KEWQ: Programmed for adults.
Predominantly religious, featuring religious instrumental music 3-1/2 hours daily each afternoon. News summary, 15 min., daily at 6 am, head-
line including sports and weather report and stocks twice each hour throughout day. Teletype wire service, local news, discussions and interviews. FARM: news daily within 6 am news summary. COMMERCIAL POLICY: single spotting only is permitted. CONTINUITY POLICY: tobacco commercials unacceptable. Rec'd 4/24/69.

- PERSONNEL**
President—Carl J. Auel.
Sec'y, Treas. & Sales Mgr.—Scott L. Smith.
Station Manager—Daniel L. Barnett.
- FACILITIES**
500 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-sunset. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21b, 22a, 23a, 24b, 25a, 26, 30.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
50% discount on spots to bona-fide, non-profit religious organizations.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

ET 5/1/69—Rec'd 4/24/69.

6. SPOT ANNOUNCEMENTS	
1 min.	5.00
30 sec.	3.50
15 sec.	2.00
10 sec.	1.50
5 sec.	1.00

7. PACKAGE PLANS	
PER WK:	10 20 30 40 50 60
1 min.	50 100 150 200 250 300
30 sec.	35 70 105 140 175 210
15 sec.	20 40 60 80 100 120
10 sec.	15 30 45 60 75 90

8. PROGRAM TIME RATES	
1 hr.	15.00
1/2 hr.	10.00
15 min.	5.00
10 min.	3.50
5 min.	2.00

PASADENA

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

PASO ROBLES

San Luis Obispo County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KPRL

1946
Media Code 4 205 5490 9.00
KPRL, 32nd and Oak Sts., Box 96, Paso Robles,
Calif. 93424. Phone 805-238-1800.
1. PERSONNEL
Owner & Gen'l Mgr.—F. Ray Bryant.
Program Director—Joe Aleman.
2. REPRESENTATIVES
Don R. Pickens Co.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m. week-
days; 7:30 a.m. to 11:00 p.m. Sundays. PST.
4. AGENCY COMMISSION
15% time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: National Aerial Radio Groups, Inc.

NATIONAL AND LOCAL RATES SAME

ET 4/1/68—Rec'd 2/20/68.

6. SPOT ANNOUNCEMENTS	
1 min.	6.25
30 sec.	4.50
15 sec.	3.15
10 sec.	2.25
5 sec.	1.50

7. PACKAGE PLANS	
PER WK:	10 20 30 40 50 60
1 hr.	62.50 125.00 187.50 250.00 312.50 375.00
1/2 hr.	42.50 85.00 127.50 170.00 212.50 255.00
15 min.	21.25 42.50 63.75 85.00 106.25 127.50
10 min.	14.17 28.33 42.50 56.67 70.83 85.00
5 min.	7.08 14.17 21.25 28.33 35.42 42.50

8. PROGRAM TIME RATES	
1 hr.	15.00
1/2 hr.	10.00
15 min.	5.00
10 min.	3.50
5 min.	2.00

10. SPECIAL FEATURES
NEWSCASTS, SPORTS, WEATHER, SOUND OFF
(Minimum 156 times)
1 min. 4.85 30 sec. 3.50

PATTERSON

Stanislaus County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KOSO (FM)

1966
Media Code 4 205 5520 3.00
Sierra-Pacific Radio Corp., Box 171, Modesto, Calif.
95353. Phone 209-529-7740.
1. PERSONNEL
General Manager—Michael Beeson.
Vice-President—John B. Markovitch.
Sec'y Treas.—Donald L. LaForce.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
ERP 1.100 w.; 93.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 3,200 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

NATIONAL AND LOCAL RATES SAME

No. 4 ET 3/1/69—Rec'd 2/7/69.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 6 11 16 21 26 31
1 min.	8.50 17.00 25.50 34.00 42.50 51.00
30 sec.	5.20 10.40 15.60 20.80 26.00 31.20
15 sec.	2.60 5.20 7.80 10.40 13.00 15.60
10 sec.	1.73 3.47 5.20 6.93 8.67 10.40
5 sec.	0.87 1.73 2.60 3.47 4.33 5.20

7. PACKAGE PLANS	
EA:	20 40 60 80 100 120
1 min.	5.25 10.50 15.75 21.00 26.25 31.50
30 sec.	3.50 7.00 10.50 14.00 17.50 21.00
15 sec.	1.75 3.50 5.25 7.00 8.75 10.50
10 sec.	1.17 2.33 3.50 4.67 5.83 7.00
5 sec.	0.58 1.17 1.75 2.33 3.00 3.58

8. PROGRAM TIME RATES	
1 hr.	15.00
1/2 hr.	10.00
15 min.	5.00
10 min.	3.50
5 min.	2.00

PETALUMA

Sonoma County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KTOB

1949
Media Code 4 205 5550 0.00
KTOB Broadcasting Co., 207 Washington St., Petaluma,
Calif. 94952. Phone 707-763-1505.
1. PERSONNEL
Owners—Joseph H. McGilvra, Agnes I. McGilvra.
General Manager—Joseph H. McGilvra.
2. REPRESENTATIVES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. PST.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28b, 29a, 30, 32b, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Cigarette advertising not acceptable.
Member: California Farm Network.

NATIONAL AND LOCAL RATES SAME

No. 4 ET 2/15/69—Rec'd 2/24/69.

6. SPOT ANNOUNCEMENTS	
1 min.	8.00
30 sec.	5.50
15 sec.	4.00
10 sec.	3.00
5 sec.	2.00

7. PACKAGE PLANS	
EA:	10 20 30 40 50 60
1 hr.	80.00 160.00 240.00 320.00 400.00 480.00
1/2 hr.	53.33 106.67 160.00 213.33 266.67 320.00
15 min.	26.67 53.33 80.00 106.67 133.33 160.00
10 min.	17.78 35.56 53.33 71.11 88.89 106.67
5 min.	8.89 17.78 26.67 35.56 44.44 53.33

PITTSBURG

Contra Costa County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KKIS

1949
Media Code 4 205 5580 7.00
Norcal Broadcasting Corp., Box 891, 230 E. 4th St.,
Pittsburg, Calif. 94565. Phone 415-432-3200.
Concord, Calif. Phone 415-682-2832.
1. PERSONNEL
President—Don Johnston.
General Manager—Tom Wallace.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
5,000 w.; 990 kc. Directional.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES
No. 6 ET 5/1/69—Rec'd 4/4/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun before 7 pm.
B—Mon thru Sun after 7 pm.

6. SPOT ANNOUNCEMENTS	
PER WK:	Fixed 6 11 16 21 26 31 36 41 46 51 56 61
1 min.	15.00 30.00 45.00 60.00 75.00 90.00 105.00 120.00 135.00 150.00 165.00 180.00
30 sec.	10.00 20.00 30.00 40.00 50.00 60.00 70.00 80.00 90.00 100.00 110.00 120.00
15 sec.	5.00 10.00 15.00 20.00 25.00 30.00 35.00 40.00 45.00 50.00 55.00 60.00

7. PACKAGE PLANS	
EA:	10 20 30 40 50 60
1 min.	150.00 300.00 450.00 600.00 750.00 900.00
30 sec.	100.00 200.00 300.00 400.00 500.00 600.00
15 sec.	50.00 100.00 150.00 200.00 250.00 300.00
10 sec.	33.33 66.67 100.00 133.33 166.67 200.00
5 sec.	16.67 33.33 50.00 66.67 83.33 100.00

CONSECUTIVE WEEK DISCOUNT
4 wk—5% 13 wk—10% 52 wk—15%

POMONA (2 AM)

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

PORTERVILLE

Tulare County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KTIP

1947
Media Code 4 205 5640 9.00
Gateway Broadcasters, Inc., Box 1450, Porterville,
Calif. 93257. Phone 209-784-1450.
1. PERSONNEL
Pres. & Gen'l Mgr.—Garret H. Garland.
Vice-Pres. & Ass't Mgr.—Lawrence D. Cotta.
2. REPRESENTATIVES
Call station direct and collect.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15c.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 61i, 61a, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: National Spanish Language Network.

NATIONAL AND LOCAL RATES SAME

ET 2/28/69.
A—6:30-9 am & 5-8 pm (Fiesta Hours—Spanish & Sports)
B—6:30 am & D am-8 pm
C—8:30 pm-5 am (Nightwatch). Rates on request.

6. SPOT ANNOUNCEMENTS	
15 sec.	1.50
30 sec.	1.00
1 min.	0.50

7. PACKAGE PLANS	
EA:	10 20 30 40 50 60
15 sec.	1.50 3.00 4.50 6.00 7.50 9.00
30 sec.	1.00 2.00 3.00 4.00 5.00 6.00
1 min.	0.50 1.00 1.50 2.00 2.50 3.00

8. PROGRAM TIME RATES	
1 hr.	1.00
1/2 hr.	0.75
15 min.	0.50
10 min.	0.35
5 min.	0.25

9. SPECIAL FEATURES	
15 sec.	1.50
30 sec.	1.00
1 min.	0.50

PORT HUENEME

Ventura County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura (including Port Huemene; Santa Paula)

QUINCY

Plumas County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KPCO

1963
Media Code 4 205 5669 8.00
Plumas Broadcasting Co., Box 1370, Pioneer Plaza,
Quincy, Calif. 95971. Phone 916-283-1370.
1. PERSONNEL
Manager—Edward J. Neill.
Prog. Dir. & News Ed.—Larry Lawson.
Engineer in Charge—Larry Oliphant.
2. REPRESENTATIVES
The Sandberg-Gleason Company.
3. FACILITIES
500 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

NATIONAL AND LOCAL RATES SAME

ET 3/1/68—Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS	
1 min.	8.50
30 sec.	6.00
15 sec/less.	4.50

7. PACKAGE PLANS	
PER WK:	1 6 11 16 21 26 31 36 41 46 51 56 61
1 min.	85.00 170.00 255.00 340.00 425.00 510.00
30 sec.	56.67 113.33 170.00 226.67 283.33 340.00
15 sec/less.	28.33 56.67 85.00 113.33 141.67 170.00

CONTRACT DISCOUNTS
13 wk—7-1/2% 28 wk—15% 52 wk—25%
ROS—applicable rates less 10%.
1 minute, 30 and 15 second spots may be combined to earn lower rates.

RED BLUFF

Tehama County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KBLF

1948
Media Code 4 205 5700 1.00
North Sacramento Valley Broadcasting Co., Inc.,
Box 1010, 405 Walnut, Red Bluff, Calif. 96080.
Phone 916-527-8511.
1. PERSONNEL
President—Robert F. Dennis.
General Manager—Don Caplan.
2. REPRESENTATIVES
Savalli/Gates, Inc.
San Francisco—Radio Time Sales/International.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:30 am-8:30 pm Sun. PST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 28c, 32b, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

NATIONAL AND LOCAL RATES SAME

ET 9/1/68—Rec'd 11/1/68.
Class AA—6:00-9:00 am and 4:00-7:00 pm.
Class A—All other times.

6. SPOT ANNOUNCEMENTS	
1 min.	5.00
30 sec.	3.50
15 sec.	2.00

7. PACKAGE PLANS	
PER WK:	1 6 11 16 21 26 31 36 41 46 51 56 61
1 min.	50.00 100.00 150.00 200.00 250.00 300.00
30 sec.	33.33 66.67 100.00 133.33 16

REDDING (5 AM; 1 PM)

Shasta County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KCLM

(formerly KAHR)

1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 5790 8.00
California Northwest Broadcasting Co., Box 2378,
Redding, Calif. 96001. Phone 916-246-1380.

1. PERSONNEL
Sta. Mgr. & Nat'l Sales Dir.—Jim Wade.
Operations Manager—Tann Teeples.
Program Director—Jim Dowell.

2. REPRESENTATIVES
Grant Webb & Company.
Portland, Seattle—William L. Simpson & Associates Co.

3. FACILITIES
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-Local sunset, PST.
4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 26, 28b, 28c, 20a,
20b, 32b, 33a

Contracts: 40a, 41, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70d, 71a, 72.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 3/1/67—Rec'd 2/3/67.

6. SPOT ANNOUNCEMENTS
PER WK: 1x 25x 365x 500x 1000x 2000x
1 min 5.00 4.00 3.50 3.25 3.00 2.65
30 sec 3.75 3.00 2.65 2.50 2.50 2.00
10 sec 50% of 1-min.

7. PACKAGE PLANS
PER WK: 1 11 7 14 21 35 56 70 11
1 min 5.00 4.75 4.50 4.00 3.50 3.00 2.85
30 sec 3.75 3.50 3.25 3.00 2.65 2.25 2.00

DISCOUNTS
26 consec wks. 5% 52 consec wks. 10%

10. SPECIAL FEATURES
JETLINE NEWS
1 1/2 hr per day, per mo. 125.00
26 wk contract, per mo. 112.50
52 wk contract, per mo. 100.00

KEWB (FM)

1967

NAB

RAB

NIAFIMB

Media Code 4 205 5745 6.00
Shasta Intercom, Inc., 775 E. Cypress Ave., Redding,
Calif. 96001. Phone 916-246-1043.

1. PERSONNEL
Station Manager—Richard Seltzer.
Sales Manager—Betty Savercon.
Traffic Manager—Donna Russell.

2. REPRESENTATIVES
Advertising Sales West.

3. FACILITIES
ERP 78,000 w.; 104.3 mc. Stereo.
Operating schedule: 6 am-midnight daily.
Antenna ht.: 225 ft. above average terrain.

4. AGENCY COMMISSION
15/10.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 26, 27,
28b, 20a

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 60i,
61c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
Affiliated with American PM Network.

TIME RATES
ET 1/1/68—Rec'd 9/5/68.

6. SPOT ANNOUNCEMENTS
WKLY: 1 1 6 12 18 24 1
1 min 5.40 5.20 5.00 4.75 4.55
30 sec 4.20 4.00 3.80 3.50 3.25

DISCOUNTS
12 mo—10% 6 mo—5%

7. PACKAGE PLANS
SATURATION PLANS
(Must be used in 30-day period)
100 spot package 1 min 30 sec 275 175

10. SPECIAL FEATURES
NEWSCASTS
PER MO. ROTATING, 6 DAYS PER WK: 30 sec 125
2 125
4 200

KQMS

1954

NBC Radio Network A-Buy Radio Group

NAB

Media Code 4 205 5760 5.00
Radio Redding, Inc., Box 1400, Redding, Calif.
96001. Phone 916-246-1400.

1. PERSONNEL
General Manager—Harry Barker.
National Sales Manager—Art Chipman.

2. REPRESENTATIVES
John C. Butler & Company, Inc.
Portland, Seattle—Charles L. Burrow Company.

3. FACILITIES

250 w.; 1400 kc. Non-directional.
Operating schedule: 5:30 am-midnight Mon thru Sat:
7:00 am-11:00 pm Sun. PST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 5a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 25a, 26,
27, 28a, 29a, 30.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a,
51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 60i,
61c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
Affiliated with NBC Radio Network.

Member: A-Buy Radio Group.

TIME RATES
No. 2 Eff 8/1/67—Rec'd 7/13/67.

6. SPOT ANNOUNCEMENTS
1x 13x 25x 52x 78x 156x 260x 312x
1 min 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20
30 sec 5.50 5.25 4.95 4.65 4.40 4.15 3.85 3.50

7. PACKAGE PLANS
AA—6-0 am, Noon-1 pm & 4-6 pm (Drive Time).
A—ROS.

PER WK. EA. CLASS AA
10 11 15 20 25 30 40 50 100 11
1 min 7.15 6.80 6.70 5.25 4.85 4.40 3.95 3.50
30 sec 5.10 4.50 4.00 3.65 3.80 3.00 2.75 2.40
10 sec 3.60 3.30 2.85 2.60 2.40 2.20 2.00 1.75

CLASS A
1 min 6.50 6.00 5.20 4.60 4.40 4.00 3.60 3.20
30 sec 4.65 4.10 3.60 3.30 3.00 2.75 2.50 2.20
10 sec 3.25 3.00 2.60 2.40 2.20 2.00 1.80 1.60

Subject to availability—can be combined with Ros
to earn maximum discount.

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min
1x 5x 7x 10x 15x 20x 30x 40x 50x 100x
13x—5% 78x—20% 260x—30%
26x—10% 156x—25% 312x—35%

10. SPECIAL FEATURES
News—Service charge 25% of net station time.

KRDG

1956

Media Code 4 205 5790 2.00
Redding Broadcasting Co., Box 1017, Redding, Calif.
96001. Phone 916-243-0343.

1. PERSONNEL
Manager—Howard N. Martineau.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
250 w.; 1230 kc. Non-directional.
Operating schedule: 5:00 am-midnight Mon thru Sat:
7:00 am-11:00 pm Sun. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 24c, 25a,
28b, 28c.

Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71b, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Rates effective July 20, 1961.

7. PACKAGE PLANS
WEEKLY ANNOUNCEMENT PACKAGES
PER WK: ea tot ea tot
1 11 15 20 25 30 40 50 100
1 min 6.00 6.00 10 11 15 20 25 30 40 50 100
3 11 15 20 25 30 40 50 100 11
5 11 15 20 25 30 40 50 100 11
30 seconds—75% of 1-minute rate.
10 programs—50% of 1-minute rate.

8. PROGRAM TIME RATES
1 1/2 hr 1/4 hr 5 min
1 11 15 20 25 30 40 50 100
13 11 15 20 25 30 40 50 100
26 11 15 20 25 30 40 50 100
52 11 15 20 25 30 40 50 100
104 11 15 20 25 30 40 50 100
156 11 15 20 25 30 40 50 100
312 11 15 20 25 30 40 50 100

KVCV

1939

Subscriber to the NAB Radio Code
Media Code 4 205 5820 7.00
Golden Empire Broadcasting Co., Box 511, Redding,
Calif. 96002. Redding 1646. Chestnut 3-1615.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Hugh McClung.
Manager—Pat McCarty.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Portland—Seattle Area—Art Moore & Associates.

3. FACILITIES
1,000 w.; 600 kc. Directional.
Operating schedule: 6:00 a.m. to 10:00 p.m. week-
days; 7:00 a.m. to 11:00 p.m. Sundays. PST.

4. AGENCY COMMISSION
15% on net time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28b, 20a,
28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m,
28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x,
28y, 28z.

Contracts: 40a, 45, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.
Member: CBS Radio Pacific Network.

TIME RATES
Rates effective November 1, 1962.
Rates revised September 26, 1962.

6. SPOT ANNOUNCEMENTS
1-MINUTE ANNOUNCEMENTS
GUARANTEED TIMES:
1 11 15 20 25 30 40 50 100
1 11 15 20 25 30 40 50 100
2 11 15 20 25 30 40 50 100
3 11 15 20 25 30 40 50 100
4 11 15 20 25 30 40 50 100
5 11 15 20 25 30 40 50 100
6 11 15 20 25 30 40 50 100
7 11 15 20 25 30 40 50 100
8 11 15 20 25 30 40 50 100
9 11 15 20 25 30 40 50 100
10 11 15 20 25 30 40 50 100
11 11 15 20 25 30 40 50 100
12 11 15 20 25 30 40 50 100
13 11 15 20 25 30 40 50 100
14 11 15 20 25 30 40 50 100
15 11 15 20 25 30 40 50 100
16 11 15 20 25 30 40 50 100
17 11 15 20 25 30 40 50 100
18 11 15 20 25 30 40 50 100
19 11 15 20 25 30 40 50 100
20 11 15 20 25 30 40 50 100

DISCOUNTS
30 sec. 20% 8 sec. 50%

7. PACKAGE PLANS

SATURATION PLANS
(7-Day Period)
50 11 15 20 25 30 40 50 100 11
30 11 15 20 25 30 40 50 100 11

(30-Day Period)
100 11 15 20 25 30 40 50 100 11
70 11 15 20 25 30 40 50 100 11
50 11 15 20 25 30 40 50 100 11

REDLANDS

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See San Bernardino-Riverside
(including Redlands)

REDONDO BEACH

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

RIDGECREST (2AM)

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KLOA

1956

Media Code 4 205 5880 1.00
Glenn E. Shoblon, Box 696, Ridgecrest, Calif. 93555.
Phone 714-375-8888.

1. PERSONNEL
General Manager—Glenn E. Shoblon.
Program Director—Edward Bessillon.
Chief Engineer—Harry Knapp.

2. REPRESENTATIVES
San Francisco—The Sandberg-Glenn Company.
Los Angeles—Harlen G. Oakes & Associates, Inc.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 5:35 am-midnight. PST.

4. AGENCY COMMISSION
15/10 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 28b, 29a,
30, 31, 33a.

Contracts: 40a, 41, 42b, 43, 44a, 46, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71b, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 5/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec 1 min 30 sec 10 sec
1 11 15 20 25 30 40 50 100 11
2 11 15 20 25 30 40 50 100 11
3 11 15 20 25 30 40 50 100 11
4 11 15 20 25 30 40 50 100 11
5 11 15 20 25 30 40 50 100 11
6 11 15 20 25 30 40 50 100 11
7 11 15 20 25 30 40 50 100 11
8 11 15 20 25 30 40 50 100 11
9 11 15 20 25 30 40 50 100 11
10 11 15 20 25 30 40 50 100 11
11 11 15 20 25 30 40 50 100 11
12 11 15 20 25 30 40 50 100 11
13 11 15 20 25 30 40 50 100 11
14 11 15 20 25 30 40 50 100 11
15 11 15 20 25 30 40 50 100 11
16 11 15 20 25 30 40 50 100 11
17 11 15 20 25 30 40 50 100 11
18 11 15 20 25 30 40 50 100 11
19 11 15 20 25 30 40 50 100 11
20 11 15 20 25 30 40 50 100 11

7. PACKAGE PLANS
PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec
10 11 15 20 25 30 40 50 100 11
15 11 15 20 25 30 40 50 100 11
20 11 15 20 25 30 40 50 100 11

8. PROGRAM TIME RATES
1 1/2 hr 1/4 hr 5 min 10 min 5 min
1 11 15 20 25 30 40 50 100 11
13 11 15 20 25 30 40 50 100 11
26 11 15 20 25 30 40 50 100 11
52 11 15 20 25 30 40 50 100 11
104 11 15 20 25 30 40 50 100 11
156 11 15 20 25 30 40 50 100 11
312 11 15 20 25 30 40 50 100 11

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
On the hour and half-hour.
PER WK: 1 wk 13 wk 26 wk 52 wk
6 11 15 20 25 30 40 50 100 11
12 11 15 20 25 30 40 50 100 11
18 11 15 20 25 30 40 50 100 11

KRCK

1956

Media Code 4 205 5910 6.00
Unlimited Services Organization, 801 W. Ridgecrest
Bldg., Ridgecrest, Calif. 93555. Phone 714-375-
0332.

STATION'S PROGRAMMING DESCRIPTION
KRCK: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS:
5 min every 30 min including sports and weather.
MUSIC: primarily country and western M-F, rock
show 6 pm-sun-off. Country and western Sat. country
and western Sun until 8:30 pm. Jazz—Sun only.
SPORTS: pro baseball and football, college football,
high school football and basketball, auto racing. Special
events: live and tape coverage of local interest.
FARM: 6:05 am segments Sat am consumer news.
Contact Representative for further details. Rec'd
5/19/60.

1. PERSONNEL
Pres. & Prog. Dir.—Mike Clayton.
General Manager—John Brown.
Sales Director—Gary Petersen.

2. REPRESENTATIVES
Los Angeles, San Francisco, Chicago, New York—
J. A. Lucas & Company/JALCO.

3. FACILITIES
1,000 w.; 1360 kc. Non-directional.
Operating schedule: Daytime, PST.

4. AGENCY COMMISSION
15/10 time only; payable when rendered.

CALIFORNIA

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a, 26,
28a, 28c, 30a, 30b.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60i, 60k, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 81.
Affiliated with KBSB.
Member: Jalco-So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/69—Rec'd 5/19/69.

AA—Mon thru Fri 7-9 am, 11:30 am-1 pm & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1x 50x 100x 250x 500x 1000x
1 min 4.50 3.25 4.00 3.50 3.25 3.00
30 sec 3.40 3.25 3.00 2.60 2.40 2.25

CLASS A
1 min 3.50 3.25 3.00 2.50 2.25 2.00
30 sec 2.60 2.40 2.25 1.85 1.65 1.50

7. PACKAGE PLANS
PER WK: CLASS AA CLASS A CLASS A
1 min 30 sec 1 min 30 sec
10 11 15 20 25 30 40 50 100 11
20 11 15 20 25 30 40 50 100 11
30 11 15 20 25 30 40 50 100 11
40 11 15 20 25 30 40 50 100 11

8. PROGRAM TIME RATES
CLASS AA CLASS A CLASS A
1 hr 37.00 34.00 31.00
1/2 hr 24.50 22.50 20.50 18.50
1/4 hr 16.50 15.00 13.75 12.50
5 min 8.25 7.50 6.75 6.25 5.75

CLASS A
1 hr 34.00 30.00 28.00
1/2 hr 22.75 20.00 17.25 14.50
1/4 hr 15.25 13.50 11.50 9.75
5 min 7.75 6.75 5.75 4.75 3.75

RIVERSIDE

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See San Bernardino-Riverside
(including Redlands)

ROSEVILLE

Placer County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KPOP

1968

Media Code 4 2



SACRAMENTO'S
KFBK
INSTALLS NEW
HIGH FIDELITY
50,000 WATT
TRANSMITTER

In its continuing effort to provide the best radio listening possible for the 1.6 million people in its 18 county market, KFBK has installed the very latest and finest 50,000 watt high fidelity transmitting equipment available.

Smart advertisers know KFBK produces sales results in a market with an effective buying income of \$4.7 billion. See your Katz man for the full story on KFBK's more than 40 years of broadcast service to inland Northern California.

Data Source: Sales Management's Survey of Buying Power, June, 1969.

KFBK

Sacramento, California

KATZ RADIO
NATIONAL REPRESENTATIVE



CALIFORNIA

SACRAMENTO (7 AM; 7 FM)

Sacramento County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KCRA
1945

NBC Radio Network

Media Code 4 205 5940 3.00
Kelly Broadcasting Co., 310 10th St., Sacramento, Calif. 95814. Phone 916-444-7300. TWX 916-367-2433.

- PERSONNEL**
Partner—Jon S. Kelly.
Partner—Robert E. Kelly.
General Manager—Virgil Clemons.
- REPRESENTATIVES**
Edward Petry & Company, Inc.
- FACILITIES**
ERP 50,000 w. days, 1,000 w. nights; 1320 kc. Directional—separate patterns day and night. Operating schedule: 5:30 am-midnight. PST.
- AGENCY COMMISSION**
15% time only: 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KCTC (FM).
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME

No. 1 ET 8/1/67—Rec'd 7/26/67.
AA—Mon thru Fri 5:30-8 am & 9:30 am-3:30 pm & 7-8 pm Sat & Sun 6 am-8 pm.
B—Sun thru Sat 8 am-5:30 am.

6. SPOT ANNOUNCEMENTS

CLASS AA		1 wk	13 wk	26 wk	52 wk
1 MIN:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 wk	26 24 22 20 18 16 14 12 10 8	26 24 22 20 18 16 14 12 10 8	26 24 22 20 18 16 14 12 10 8	26 24 22 20 18 16 14 12 10 8	26 24 22 20 18 16 14 12 10 8
13 wk	18 16 14 13 11 10 8 6 5	18 16 14 13 11 10 8 6 5	18 16 14 13 11 10 8 6 5	18 16 14 13 11 10 8 6 5	18 16 14 13 11 10 8 6 5
26 wk	13 11 10 8 6 5	13 11 10 8 6 5	13 11 10 8 6 5	13 11 10 8 6 5	13 11 10 8 6 5
52 wk	8 6 5	8 6 5	8 6 5	8 6 5	8 6 5

CONSECUTIVE WEEK DISCOUNT
A minimum expenditure of 60.00 per wk is required to earn a CWD.

FLOATING SPOTS
1-minute or 30-second spots may be floated within AA, A and B times by taking a 10% discount from the applicable rate.

ROS
Spots of 1-minute or less may be scheduled on an ROS basis by taking 50% discount from the applicable AA rates.

ID SPOTS
10-second spots available in A and B times only on a preemptible basis at 50% of the applicable fixed 1-minute rate.

8. PROGRAM TIME RATES

CLASS AA		1 wk	13 wk	26 wk	52 wk
1/4 HR:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
10 MIN:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
5 MIN:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 3/4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
2 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
3 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
3 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
4 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
5 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
5 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
6 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
6 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
7 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
7 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
8 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
8 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
9 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
9 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
10 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
10 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
11 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
11 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
12 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
12 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11

CLASS A

CLASS A		1 wk	13 wk	26 wk	52 wk
1/4 HR:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
10 MIN:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
5 MIN:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 3/4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
2 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
3 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
3 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
4 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
5 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
5 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
6 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
6 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
7 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
7 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
8 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
8 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
9 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
9 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
10 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
10 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
11 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
11 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
12 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
12 1/2 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11

CLASS B

CLASS B		1 wk	13 wk	26 wk	52 wk
1/4 HR:	1 6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11
1 1/4 HR:	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11 12 11 24 11 30 11	6 11

CLASS A		5 ti		6 ti		11 ti		21 ti	
1 MINUTE									
1 wk	23	20	19	18	18	18	18	18	18
13 wk	22	19	18	17	16	16	16	16	16
26 wk	21	18	17	16	16	16	16	16	16
52 wk	20	17	16	15	15	15	15	15	15
20/30 SECONDS									
1 wk	20	17	16	15	15	15	15	15	15
13 wk	19	16	15	14	14	14	14	14	14
26 wk	18	15	14	13	13	13	13	13	13
52 wk	17	14	13	12	12	12	12	12	12

10 sec: 60% of 1-min.
50/50 combination of AAA and AA earns AA rate for both classes.

K H I Q (FM)

1959



Media Code 4 205 6030 2.00
Ericsson, Spaulding and Stiltgenbauer, 2600 Auburn Blvd., Sacramento, Calif. 95821. Phone 916-483-5469.

STATION'S PROGRAMMING DESCRIPTION
KHIQ (FM): Programmed for adults.
NEWS: 5 min newscasts 17 times daily. MUSIC: 6 am-10 pm general popular music featuring standard, showtunes, film music, middle-of-the-road, played by string orchestras with occasional choruses, utilizing air personalities 6-9 am, 5-7 pm. Serious music 10 pm-12M employing air personalities. Complete opera Sun. COMMERCIAL POLICY: 2 commercials per 15 minutes. Singing commercials not accepted. Personalities available for remote broadcasts for special sales and community events. Contact representative for further details. Rec'd 9/26/88.

- PERSONNEL**
General Manager—Jim Hodges.
- REPRESENTATIVES**
Roger Coleman, Inc.
Albert Chance Company.
- FACILITIES**
ERP 17,800 w.; 105.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 130 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 20b, 21a, 24b, 28, 28a, 29a, 33a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 61a, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 2 Eff 9/1/67—Rec'd 7/3/67.

6. SPOT ANNOUNCEMENTS		1 MINUTE		30 sec	
1 x	10.00	7.50	8.00	5.40	4.20
25 x	9.50	7.15	9.00	5.40	4.05
50 x	9.00	6.75	10.00	5.00	3.75
100 x	8.50	6.40	12.50	4.80	3.60
200 x	8.00	6.00	15.00	4.60	3.45
300 x	7.50	5.65	20.00	4.40	3.30
400 x	7.00	5.25	25.00	4.20	3.15
500 x	6.50	4.85	30.00	4.00	3.00
600 x	6.00	4.50	40.00	3.80	2.70
700 x	5.80	4.35			

7. PACKAGE PLANS 7 DAYS

1 min, 75 ti, ea.	6.66	30 sec, 75 ti, ea.	5.00
30 DAYS			
1 min, 300 ti, ea.	4.80	30 sec, 300 ti, ea.	3.60

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	15.00	20.00	30.00	50.00
25 x	14.25	19.00	28.50	47.50
50 x	13.50	18.00	27.00	45.00
100 x	12.75	17.00	25.50	42.50
200 x	12.00	16.00	24.00	40.00
300 x	11.25	15.00	22.50	37.50
400 x	10.50	14.00	21.00	35.00
500 x	9.75	13.00	19.50	32.50
600 x	9.00	12.00	18.00	30.00
700 x	8.25	11.00	17.00	29.00
800 x	8.40	11.20	16.80	28.00
900 x	8.10	10.80	16.20	27.00
1000 x	7.80	10.40	15.60	26.00
1250 x	7.50	10.00	15.00	25.00
1500 x	7.20			

K J A Y

1963

Media Code 4 205 6060 9.00
Bohlerick, Inc., 1431 Arden Way, Sacramento, Calif. 95815. Phone 916-922-7191.

- PERSONNEL**
Pres., Gen'l Mgr. & Sales Mgr.—Jack L. Powell.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
500 w. days; 1430 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 71a, 73a.
Affiliated with MDS Radio Network.

TIME RATES

Rates effective January 1, 1966.
Rates received January 5, 1966.

7. PACKAGE PLANS		500x		1000x	
PER WK:	1 min 30 sec	25 ti	18.50	10.50	
10 ti	15.50	12.00	30 ti	12.50	9.75
20 ti	14.50	11.25			

Media Code 4 205 6090 6.00
Town and Country Broadcasters, Inc., 2912 Auburn Blvd., Sacramento, Calif. 95821. Phone 916-487-0364.

- PERSONNEL**
General Manager—Frank Ambrose.
Production Director—J. Hind.
- REPRESENTATIVES**
United Advertising Merchandising, Marketing & Management.
- FACILITIES**
ERP 20,000 w.; 106.5 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 158 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 26, 28a, 29a.
Contracts: 40c, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60c, 61a, 61b, 62b, 62e.
Cancellation: 73a.

TIME RATES

Rates effective April 1, 1965. (Card No. 8.)
Card received April 27, 1965.

CLASS AA—8:30 pm-2:00 am Mon thru Fri; noon-midnight Sat and Sun.		CLASS A—7:00 am-6:30 pm Mon thru Fri; 7:00 am-noon Sat and Sun.		CLASS B—All other times.	
1 ti	12.00	9.00	250 ti	8.50	7.00
25 ti	11.00	8.00	500 ti	8.00	6.00
100 ti	9.00	7.50	1000 ti	7.50	5.00

5. GENERAL ADVERTISING

CLASS AA		CLASS A		CLASS B	
1 ti	10.00	8.00	250 ti	7.00	5.50
25 ti	8.50	6.50	500 ti	6.50	4.80
100 ti	7.50	6.00	1000 ti	5.50	4.40

7. PACKAGE PLANS

1 MINUTE ROS PACKAGE		1 MINUTE ROS PACKAGE	
10 ti	8.00	50 ti	6.40
20 ti	7.60	100 ti	5.60
30 ti	7.20	200 ti	5.20

8. PROGRAM TIME RATES

CLASS AA		CLASS A	
1 hr	70	1/4 hr	30
1/2 hr	45		

10. SPECIAL FEATURES

NEWSCASTS		NEWSCASTS			
1-5 ti	22.50	15.50	65-129 ti	20.50	13.50
6-11 ti	22.00	15.00	130-259 ti	20.00	13.00
12-23 ti	21.50	14.50	259-519 ti	19.50	12.50
24-64 ti	21.00	14.00			

K P O P

ROSEVILLE

City of license, Roseville, Calif.
Considered by the American Information Network as their Sacramento outlet.
See listing under Roseville, Calif.

K R A K

1926

Media Code 4 205 6120 1.00
Hercules Broadcasting Co., Box 6347, Sacramento, Calif. 95860. Phone 916-482-7100.

- PERSONNEL**
Pres. & Gen'l Mgr.—Manning Slater.
Vice-President/Sales—John M. McRae.
Vice-President/Programming—Jay Hoffer.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
50,000 w.; 1140 kc. Directional.
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION**
15% on net time and insert.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60z, 60i, 61a, 62d.
Cancellation: 70a, 70z, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES

No. 69A Eff 1/1/69—Rec'd 11/27/68.

AA—Mon thru Sat 6-10 am & 3:30-7 pm.		A—Mon thru Sat 10 am-3:30 pm; Sun 7 am-7 pm.		B—Mon thru Sun 7 pm-midnight.	
PER YR:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
500x	26	21	1000 x	22	18

7. PACKAGE PLANS

AA		A		B	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1-6 ti	40	32	32	28	22
12 ti	38	31	31	24	20
18 ti	37	30	30	23	19
24 ti	35	28	28	22	18
30 ti	33	26	26	21	17

10. SPECIAL FEATURES

SPOT ANNOUNCEMENTS		SPOT ANNOUNCEMENTS	
1 x	12.00	260 x	9.00
26 x	11.75	312 x	8.50
52 x	11.50	624 x	7.50
104 x	11.00	1000 x	7.00
156 x	10.00		

7. PACKAGE PLANS

AA		A		B	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1-6 ti	40	32	32	28	22
12 ti	38	31	31	24	20
18 ti	37	30	30	23	19
24 ti	35	28	28	22	18
30 ti	33	26	26	21	17

SPOT DISTRIBUTION PLAN
10% discount on earned rate selected from Weekly Packages. Schedule must be equally distributed over 5 days or more within the week. SDP plans do not combine for frequency with any other packages or programs. No additional discounts.

10. SPECIAL FEATURES
5-MINUTE NEWS PACKAGES
Earned rate plus 10% of Weekly Package rate for 1 minute spots.
Maximum contract: 52 weeks.

K R O Y
1937

Mg mcgavren-guild
pgw radio, inc.

Media Code 4 205 6150 8.00
KROY, Box 15557, Sacramento, Calif. 95815. Phone 916-927-4274.

- PERSONNEL**
President—Ralph Guild.
Vice-Pres. & Gen'l Mgr.—Dwight L. Case.
Program Director—John Hyde.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
1,000 w. days. 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 45, 46, 49, 51c.
Comb.: Cont. Discounts: 60d, 60i, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

AA—Mon thru Sat 6-10 am & 3-7 pm.		A—Mon thru Sat 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sun 8 am-7 pm.		B—Midnight-6 am rates on request.	
1 ti	10.00	8.00	250 ti	7.00	5.50
25 ti	8.50	6.50	500 ti	6.50	4.80
100 ti	7.50	6.00	1000 ti	5.50	4.40

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN		TOTAL AUDIENCE PLAN		
PER WK, EA:	1 ti	12 ti	18 ti	24 ti
1 ti (AAA, BA)	40	39	37	34
18 ti (BA, BA)	30	29	27	25
24 ti (8AA, 16A)	30	29	27	25
30 sec: 80% of 1-min.		10 sec: 50% of 1-min.		

10. SPECIAL FEATURES

NEWSCASTS		NEWSCASTS	
5 min	5.00	1x	52x
3 min	3.00	2x	25x
2 min	2.00	2x	20x

DISCOUNTS

26 wk—4%	52 wk—8%
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K S F M (FM)

1959

Media Code 4 205 6180 5.00
KSFM, Inc., 5331 Rosebud Lane, Sacramento, Calif. 95841. Phone 916-331-3501.

- PERSONNEL**
General Manager—Logan T. Waterman.
- REPRESENTATIVES**
Los Angeles, New York—Frederick W. Smith.
San Francisco, Chicago—The Sandberg-Glenn Company.
- FACILITIES**
ERP 64,000 w.; 98.6 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 276 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14f.
Basic Rates: 20a, 21a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 42a, 43, 60.
Comb.: Cont. Discounts: 60b, 60e, 62a.
Cancellation: 70a, 70d, 71a, 72.
Prod. Services: 80, 82.
Affiliated with Major Market FM Network.

TIME RATES

AA—Mon thru Sat 6-10 am & 3:30-7 pm.		A—Mon thru Sat 10 am-3:30 pm; Sun 7 am-7 pm.		B—Midnight-6 am.	
1 x	12.00	260 x	9.00		
26 x	11.75	312 x	8.50		
52 x	11.50	624 x	7.50		
104 x	11.00	1000 x	7.00		
156 x	10.00				

7. PACKAGE PLANS

AA		A		B	
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
Per wk	11.00	10.00	9.00	8.50	7.50

10. SPECIAL FEATURES

NEWS		NEWS	
5 min	22.00	20.00	19.00
10 min	11.00	10.00	9.50

K X O A K X O A-FM

1945

Media Code 4 205 6210 0.00
Cal-Vai

CALIFORNIA

SALINAS (4 AM; 3 FM)

Monterey County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KCTY

1963

Spanish

Media Code 4 205 6270 4.00
KCTY Radio, Jeco Inc., Box 1939, Salinas Calif.
93901. Phone 408-449-2421.

- PERSONNEL
Pres. & Gen'l Mgr.—James Coyle.
- REPRESENTATIVES
West Coast, Texas—J. A. Lucas & Co., Inc./JALCO.
New York, East Coast—Doro & Miller.
- FACILITIES
1,000 w.; 980 kc. Directional—daytime.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c.
25a, 25b, 25c, 26a, 26b, 26c, 27a, 27b, 27c, 28a, 28b, 28c.
Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 50.
Comb.; Cont. Discounts: 60a, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 80.
Member: Jalco—No/Cal Group.

TIME RATES

- SPOT ANNOUNCEMENTS
No. 4 ET 3/15/69—Rec'd 3/17/69.

PER YR:	1x	26x	52x	78x	156x	312x	1000+
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

PACKAGE PLANS

SATURATION SPOT PACKAGES

(4 week minimum—Mon thru Sat)

PER DAY, ROS:	3 ti	4 ti	5 ti	6 ti
1 min, ea.	4.25	4.00	3.75	3.50

1 wk only—add 20% 2 wk only—add 10%

PROGRAM TIME RATES

PER YR:	1x	26x	52x	78x	156x	312x	1000+
5 min	9.00	8.00	7.50	7.00	6.50	6.00	5.50

SPECIAL FEATURES

5-Minute News—5-min rate plus .75, per program.

KDON

1947

Media Code 4 205 6300 9.00
M. C. Broadcasting Co., 8 E. Alisal St., Suite 510,
Salinas, Calif. 93901. Phone 408-422-5363.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dave Williams.
Sales Manager—Gordon Jacobs.
Program Director—Larry Williams.
- REPRESENTATIVES
Bernard Howard & Co., Inc.
- FACILITIES
5,000 w.; 1460 kc. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 25b, 25c, 26a, 26b, 26c, 27a, 27b, 27c, 28a, 28b, 28c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a.
Prod. Services: 80, 82.

TIME RATES

No. 2 ET 12/1/66—Rec'd 2/1/67.

AA—8-9 am & 4-6 pm.
A—9 am-4 pm & 6 pm-midnight.

SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 ti	10.00	8.00	8.50	6.75
2 ti	9.50	7.50	8.00	6.50
52 ti	9.00	7.25	7.50	6.00
156 ti	8.75	7.00	7.00	5.75
260 ti	8.50	6.75	6.75	5.50
312 ti	8.00	6.50	6.25	5.00
580 ti	7.50	6.00	5.75	4.50
780 ti	7.00	5.50	5.00	4.00
1040 ti	6.00	4.75	4.50	3.50

PACKAGE PLANS

WEEKLY PACKAGES

	1 min	30 sec	1 min	30 sec
12 ti	6.00	6.50	6.00	5.00
18 ti	7.50	6.00	5.50	4.50
24 ti	7.00	5.50	5.00	4.00
36 ti	6.50	5.25	4.50	3.50
48 ti	6.50	4.50	4.00	3.00

PROGRAM TIME RATES

(6 am-noon Sun only)

	1x	15x	26x	52x
1 hr	125	95	85	75
1/2 hr	70	60	50	40
1/4 hr	50	40	30	25

SPECIAL FEATURES

NEWSCASTS

AA	12.00	10.50	10.00	9.50	9.00	8.00
A	11.00	9.50	9.00	8.50	8.00	7.00

Includes open & close billboards plus 1 1-minute spot.

KERR (FM)

1966

American FM Network

Media Code 4 205 6315 7.00
Lloyd M. Marks Broadcasting Co., Box 1812, Salinas,
Calif. 93901. Phone 408-758-0909.

- PERSONNEL
Owner/Manager—Lloyd M. Marks.
Ass't & Com'l Mgr.—Mark Rogers.

- REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
- FACILITIES
ERP 3,000 w.; 103.9 mc. Stereo.
Operating schedule: 6 am-11 pm Mon thru Fri; 6 am-midnight Sat; 6 am-10 pm Sun. PST.
Antenna ht.: 225 ft.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21, 22b, 23a, 24a, 24b, 25b, 29b, 30, 33c.
Contracts: 40a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60j, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Member: Jalco—No/Cal Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/68—Rec'd 12/4/67.

AA—Mon thru Sat 7-9 am & 4-7 pm.
A—All other times.

SPOT ANNOUNCEMENTS

FIXED TIMES

PER YR:	1x	26x	52x	104x	156x	208x	312x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.40	4.15	3.90	3.65	3.40	3.15	2.90

CLASS A

1 min	4.50	4.25	4.10	3.95	3.80	3.50	3.25
30 sec	3.80	3.60	3.40	3.20	3.00	2.70	2.10

PACKAGE PLANS

(Used in 1 month—ROS)

PER MO:	10 ti	15 ti	20 ti	30 ti	60 ti	90 ti	120 ti
1 min	3.50	3.25	3.00	2.75	2.65	2.50	2.40
30 sec	2.90	2.70	2.50	2.30	2.25	2.10	1.95

(Used in more than 1 month—ROS)

1 min	3.25	3.00	2.75	2.50	2.40	2.25	2.10
30 sec	2.70	2.50	2.30	2.10	1.90	1.75	1.60

PROGRAM TIME RATES

NEWSCASTS

1 hr	30.00	28.50	27.00	26.25	25.50	23.00	22.50
1/2 hr	30.00	19.00	18.00	17.50	17.00	16.00	15.00
1/4 hr	12.00	11.40	10.80	10.50	10.20	9.60	9.00
5 min	8.00	7.60	7.20	7.00	6.80	6.40	6.00

CLASS AA

1/4 hr	17.00	16.60	16.20	16.00	15.80	15.40	15.00
5 min	12.25	11.95	11.65	11.50	11.35	11.05	10.75

CLASS A

1/4 hr	16.00	15.60	15.20	15.00	14.80	14.40	14.00
5 min	11.25	10.95	10.65	10.50	10.35	10.05	9.75

May be combined to earn annual rate frequency on spots.

KMBY

MONTEREY

The Eastman Station

City of license, Monterey, Calif.

Salinas office—408 Main St., Salinas, Calif. Phone 408-422-3456.

See listing under Monterey, Calif.

Advertisement

West Coast Broadcasters, Inc., Box KMBY, 651 Cannery Row, Monterey, Calif. 93940. Phone 408-373-1234.

Address all copy, copy instructions, etc. to Operations Desk, at the above address.

PERSONNEL

President—James L. Saphier.

General Manager—Galen "Doc" Hammond.

Program Director—Eric G. Norberg.

REPRESENTATIVES

Robert E. Eastman & Co., Inc.

FACILITIES

1,000 w. days, 250 w. nights; 1340 kc. Non-directional. 24 hours daily. PST.

AGENCY COMMISSION

15% on time only; no cash discount.

GENERAL ADVERTISING

TIME RATES

ET 5/1/69—Rec'd 4/2/69.

AA—Mon thru Sat 8-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

PACKAGE PLANS

CLASS AA

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	10.00	9.00	8.50	8.00
30 sec	8.00	7.20	6.80	6.40
10 sec	5.00	4.50	4.25	4.00

CLASS A

1 min	9.00	8.00	7.50	7.00
30 sec	7.20	6.40	6.00	5.80
10 sec	4.50	4.00	3.75	3.50

CLASS B

1 min	8.00	7.00	6.50	6.00
30 sec	6.40	5.80	5.20	4.80
10 sec	4.00	3.50	3.25	3.00

BEST BUY PLAN

30 ti (12AA, 12A, 6B), oa.	6.00
15 ti (6AA, 6A, 3B), ea.	7.50

SPECIAL FEATURES

NEWSCASTS

10 min at 7, 8 am & noon Mon thru Sat—2x applicable 1-min.

5 min hourly at :40, also 4:20 & 5:20 pm—1-1/2x applicable 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—4% 52 wk—8%
Not applicable to Best Buy Plan.

RATEHOLDER

Minimum wkly sched of 6 1-min spots 6 am-mid Mon thru Sun necessary to maintain consec wk advertising.

KRSA

1963

RAB

Media Code 4 205 6360 3.00
KRSA Broadcasters, Inc. Box 2138, Salinas, Calif.
93904. Phone 408-424-1428.

STATION'S PROGRAMMING DESCRIPTION

KRSA: Programmed for listeners of all ages.

MUSIC: modern country, News, sports, weather and civic-religious announcements every hour. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 12/7/67.

PERSONNEL

General Manager—Nels E. Bjerke.
Program Director—Gil Shaw.

REPRESENTATIVES

John A. Potter & Company.

FACILITIES

250 w.; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
Partial simulcast operation. Simulcast 6:30 am-7 pm. For non-simulcast facilities see KRSA-FM.

AGENCY COMMISSION

15/0 time and talent; 10th of following month.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with American Information Network.
Member: KRSB.

Advertisers purchasing a schedule on KRSA may get the same schedule on KRKC for an additional 50% of the KRSA rate.

TIME RATES

No. 2 ET 10/1/67—Rec'd 12/7/67.

SPOT ANNOUNCEMENTS

1 min	1x	156x	260x	364x	520x	728x
1 min	6.00	5.10	4.80	4.50	4.25	4.00
30 sec	4.50	3.85	3.60	3.35	3.10	3.00
10 sec	2.65	2.50	2.35	2.25	2.10	2.00

PACKAGE PLANS

WKLY:

SAN BERNARDINO- RIVERSIDE (7 AM; 5 FM)

(including Redlands)

San Bernardino, San Bernardino County—Map Location G-3
Riverside, Riverside County—Map Location G-10
See SIBS consumer market map and data at beginning of the issue.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KACE

1957
RIVERSIDE

Media Code 4 205 6420 5.00
KACE Radio, Inc., Box 2185, 7351 Lincoln Ave.,
Riverside, Calif. 92504. Phone 714-688-1570.

STATION'S PROGRAMMING DESCRIPTION

KACE: Expanded news in traffic times, 7:30-9 am, noon-1 pm, 4-8 pm with world, national, state and local news, sports, editorials, business, stock market, weather and road reports. Two-way talk radio 3-4 pm. Women's page 12:30-12:45 pm. Celebrity spotlight live panel show 12:30-1:30 pm Thursday. Negro show 12:30-5 pm Saturday. 6 high school and college programs with rock 9-noon Saturday. Music all other times; showtunes, standards, semi-classic. Remote showtune broadcast equipment. Contact Representative for further details. Rec'd 12/23/68.

1. PERSONNEL

President—Ray Lapica.
General Manager—Olive L. Sherban.
Vice-President—Helen C. Lapica.

2. REPRESENTATIVES

Burn-Smith Company, Inc.
Los Angeles, San Francisco—Harlan G. Oakes & Associates, Inc.

3. FACILITIES

1,000 w.; 1570 kc. Directional.

Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION

15/0 net time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 Eff 1/1/69—Rec'd 12/9/68.

6. SPOT ANNOUNCEMENTS

GUARANTEED POSITION

1x 15x 25x 52x 104x 156x 260x 312x

1 min..... 8.00 7.50 7.00 6.80 6.60 6.40 6.20 6.00

20/30 sec..... 6.00 5.70 5.50 5.30 5.10 4.90 4.70 4.50

10/15 sec..... 4.00 3.60 3.50 3.40 3.30 3.20 3.10 3.00

7. PACKAGE PLANS

ROS WEEKLY SATURATION PACKAGE

PER WK, EA:

10 tl 20 tl 30 tl 40 tl 50 tl 60 tl

1 min..... 7.00 6.80 6.60 6.40 6.20 6.00

20/30 sec..... 5.50 5.30 5.10 4.90 4.70 4.50

10/15 sec..... 3.50 3.40 3.30 3.20 3.10 3.00

8. PROGRAM TIME RATES

GUARANTEED POSITION

1x 15x 25x 52x 104x 156x 260x 312x

1 hr..... 100.00 95.00 90.00 88.00 86.00 84.00 82.00 80.00

1/2 hr..... 60.00 57.00 55.00 53.00 51.00 49.00 47.00 45.00

1/4 hr..... 40.00 38.00 37.00 36.00 35.00 34.00 33.00 32.00

5 min..... 10.00 9.50 9.00 8.80 8.60 8.40 8.20 8.00

10. SPECIAL FEATURES

NEWS PACKAGES

5-minute wire, sports and local newscasts on the hour, 6 days per week.

Newshour—Mon thru Fri 8-9 am, noon-1 pm & 5-6 pm, 5-minute participation.

Radio Newspaper—Mon thru Sat 6:50-7:05 am, 4:30-4:45 pm, 6-6:15 pm & 11-11:15 pm; Sun noon-12:15 pm & 4:30-4:45 pm. 5-minute pages consist of world, local and sports news each.

1 mo 3 mo 6 mo 12 mo

Per mo..... 288 273 247 234

KACE-FM

1955
RIVERSIDE

Media Code 4 205 6421 5.00
KACE Radio, Inc., Box 2185, 7351 Lincoln Ave.,
Riverside, Calif. 92504. Phone 714-688-1570.

STATION'S PROGRAMMING DESCRIPTION

KACE-FM: MUSIC: showtunes, standards, semi-classic. News headlines hourly. Contact Representative for further details. Rec'd 12/23/68.

1. PERSONNEL

President—Ray Lapica.
General Manager—Olive L. Sherban.

2. REPRESENTATIVES

Burn-Smith Company, Inc.
Los Angeles, San Francisco—Harlan G. Oakes, Inc.

3. FACILITIES

ERP 2,000 w.; 92.7 mc.

Operating schedule: 6 am-midnight. PST.

Antenna ht.: 243 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

See KACE listing for coded regulations.

Member: Western Radio Network.

TIME RATES

Rates are identical to KACE. See that listing.

K B B L (FM)

1985
RIVERSIDE

Media Code 4 205 6456 9.00
C. Edwin Goad, Box 292, 4324 Lime St., Riverside,
Calif. 92501. Phone 714-684-1820, 686-8991.

1. PERSONNEL

Owner & Gen'l Mgr.—C. Edwin Goad.
Program Director—Charles R. Brown.

3. FACILITIES

ERP 24,500 w.; 90.1 mc. Stereo.

Operating schedule: 5:30 am-midnight. PST.

Antenna ht.: 165 ft. above average terrain.

4. AGENCY COMMISSION

15/0 on time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

Cancellation: 70e.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 3/1/69—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS

1 min 30 sec

1 x..... 5.60 4.38 2.60 x..... 3.80 3.55

28 x..... 5.30 4.06 3.12 x..... 3.55 3.20

52 x..... 4.70 4.45 3.65 x..... 3.40 3.15

104 x..... 4.40 4.15 500 x..... 3.30 3.05

156 x..... 4.10 3.85 1000 x..... 3.20 2.95

7. PACKAGE PLANS

5 PER DAY:

1 min..... 42.25 52.00 60.75 70.50 80.25

80 sec..... 38.50 47.00 54.50 63.00 71.50

10 PER DAY:

1 min..... 50.00 68.50 90.00 110.00 120.00

80 sec..... 45.00 61.00 80.00 98.00 110.00

15 PER DAY:

1 day 2 days 3 days 4 days 5 days 6 days 7 days

1 min..... 40.25 67.50 95.75 121.00 141.25 156.50

30 sec..... 36.50 60.00 84.50 108.00 122.00 134.00

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min

1 x..... 43.40 31.10 24.10 17.05

15x-30% 52x-40% 156x-40%

26x-40% 104x-40% 280x-40%

KCAL

1954
REDLANDS

Spanish Language

Media Code 4 205 6480 9.00
Southwest Broadcasting Co., Inc., Box 390, Redlands,
Calif. 92373. Phone 714-793-2358.

STATION'S PROGRAMMING DESCRIPTION

KCAL: Programming in Spanish language sign-on-12M.
Emphasis on events of interest to Mexican Americans such as Cinco de Mayo, Mexican Independence Day, parades, fiesta, etc. Features local, national, international news, sports, 3 dramas daily, weekly English lessons. MUSIC: boleros and rancheras. Remote for store openings and church fiestas, etc. 5 personalities. Commercials and public service translations. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL

President—Andy James.
General Manager—Sterling Zimmerman.
Assistant Manager—Lawrence Hooker.

2. REPRESENTATIVES

Los Angeles-San Francisco—Call station collect.

Atlanta-Dora-Clayton Agency, Inc.

New York, Chicago-Dore & Allen, Inc.

3. FACILITIES

5,000 w. days, 500 w. nights; 1410 kc. Directional.

Operating schedule: 7 am-midnight. PST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 23a, 24a, 25a.

Contracts: 40a, 42a, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.

Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

No. 5 Eff 12/1/65—Rec'd 5/12/66.

6. SPOT ANNOUNCEMENTS

1x 52x 156x 260x 312x 624x 1000x

1 min 9.00 8.00 7.50 7.00 6.50 6.00 5.55

7. PACKAGE PLANS

WEEKLY PACKAGES

Per wk, ea..... 6.50 6.25 6.00 5.75 5.55

30 seconds—80% of minute rate.

Minimum 4 consecutive weeks.

8. PROGRAM TIME RATES

1x 52x 156x 260x 312x 624x 1000x

1 hr..... 69.00 67.00 65.00 64.00 62.00

1/2 hr..... 40.00 37.00 36.00 35.00 34.00

1/4 hr..... 26.00 25.00 24.00 23.00 22.00

5 min..... 13.00 12.50 12.00 11.50 11.00 10.50 10.00

KCAL-FM

1963
REDLANDS

Media Code 4 205 6481 7.00
Southwest Broadcasting Co., Inc., Box 390, Redlands,
Calif. 92373. Phone 714-793-2358; 862-4041.

STATION'S PROGRAMMING DESCRIPTION

KCAL-FM: Programmed for adults.
MUSIC: standard popular. NEWS: 10 min hourly at 4:55. Emphasis on local news and community events. 4 air personalities. Contact Representative for further details. Rec'd 10/18/67.

1. PERSONNEL

President—Andy James.
General Manager—Sterling Zimmerman.
Manager—Norman Palmer.

2. REPRESENTATIVES

New York, Chicago-Dore & Allen, Inc.

Regional—Call collect.

3. FACILITIES

ERP 3,000 w.; 96.7 mc.

Operating schedule: 6 am-11 pm. PST.

Antenna ht.: 217 ft. above average terrain.

4. AGENCY COMMISSION

15% on time; payable 10th of month.

5. GENERAL RATE POLICY

TIME RATES

Eff 10/1/65—Rec'd 6/13/66.

8. PROGRAM TIME RATES

1 hr 2 tl 3 tl 4 tl 5 tl

1/4 hr..... 5.00 4.75 4.50 4.25 4.00

Includes 1 1-minute spot every 1/4 hour with 10-second open and close.

KCKC

1947
SAN BERNARDINO

BLAIR RADIO

NAB

Media Code 4 205 6510 8.00
DIMARC Broadcasting Corp. 770 W. Mill St., San Bernardino, Calif. 92410. Phone (San Bernardino) 714-885-0245. (Riverside) 714-683-4545. (Los Angeles) 213-877-2115.

STATION'S PROGRAMMING DESCRIPTION

KCKC: Programmed for adults and young adults. MUSIC: 100% modern country. AIR PERSONALITIES handle all segments. NEWS: network and local. FAIRM: M-Sat 5-6 am, RELIGIOUS: programs Sun 6-11 am & 7 pm. COMMERCIAL POLICY: maximum of 18 minutes an hour. Contact Representative for further details. Rec'd 5/27/68.

1. PERSONNEL

President—Harry Trenner.
General Manager—Walter Detwiler.

Vice President—Sales—Cy Ostrup.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w. days, 500 w. nights; 1350 kc. Directional.

Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION

15% GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 3d, 4, 4d, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 29b, 33d.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 62b.

Cancellation: 70b, 70d, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with MBS and Blair Represented Network.

TIME RATES

No. 21 Eff 10/1/67—Rec'd 9/5/67.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

B—All other times.

7. PACKAGE PLANS

CLASS AA

1 min..... (*) 1 tl 6 tl 12 tl 18 tl 24 tl 30 tl

10 min..... 30.00 25.00 23.00 20.00 18.00 17.00

20/30 sec..... 24.00 20.00 18.50 18.00 15.00 14.50 13.60

ID's..... 18.00 15.00 14.00 12.00 11.50 11.00 10.00

CLASS A

1 min..... 20.00 17.00 16.00 15.00 14.00 12.00

20/30 sec..... 16.00 13.50 13.00 12.00

CALIFORNIA

San Bernardino-Riverside-K F X M-Cont'd

PER WK:	11	12	13	24
1 min	11.00	9.00	8.00	7.00
30/20 sec	8.80	7.20	6.40	5.80
10 sec	5.50	4.50	4.00	3.50

DISCOUNTS
25 consec wk 4%
52 consec wk 8%
Not applicable to Best Buy Plan.
RATEHOLDER
Minimum wkly schedule of 6 1-min spots 6 am-mid Mon-Sun, necessary to maintain consec wk advertising.

7. PACKAGE PLANS
BEST BUY PLAN

Section I	15	30
Section II	8	15
Section III	7	15
30 spots, ea.	14.00	15 spots, ea. 16.00
Non-combinable with other weekly or combination plans for added frequency.		

8. PROGRAM TIME RATES
5 min-1-1/2 x applicable 1-min rate.

KMEN

1947
SAN BERNARDINO
A Colarone Station
Media Code 4 205 6630 9.00
Radio Associates, Inc., Box 1290, San Bernardino, Calif. 92402. Phone 714-889-2651.
Riverside address—Box 1290.

1. PERSONNEL
Executive Vice-President—Albert Heit.
General Manager—Jerry A. Jolstead.
Sales Manager—Norman Keats.

2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
5,000 w. 1,200 kc. Directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0: all bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30c.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

ET 7/1/68—Rec'd 5/31/66.

7. PACKAGE PLANS
A—Mon thru Fri 6-9:30 am & 4-7 pm.
B—Mon thru Fri 9:30 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm.
C—Daily 10 pm-6 am.

PER WK:	11	5	10	20	30	40
A	18.00	17.50	17.00	16.50	16.00	15.50
B	14.00	13.50	13.00	12.50	12.00	11.50
C	10.00	9.75	9.50	9.25	9.00	8.75

20/30 seconds—75% of 1-minute rate.
10 seconds—50% of 1-minute rate.

DISCOUNTS

26 wk (in year) 5% 52 wk 10%

ROS PLANS
(30% A, 40% B, 50% C)

PER WK:	10	20	30
1 min	120.00	210.00	300.00
30 sec	90.00	157.50	225.00

8. PROGRAM TIME RATES
(Sun 6-8 am) 1 hr 1/2 hr 1/4 hr

1 x	120	90	60
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10. SPECIAL FEATURES
Newcasts: At :20, 1-1/2 times applicable 1-minute rate.
Headlines: At :40, 1-1/4 times applicable 1-minute rate.

KPRO

1941
RIVERSIDE

Alan Torbet Associates, Inc.

1. PERSONNEL
President—Dick Clark.
Vice-President—Richard A. Clark.
General Manager—Dave Taylor.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. 1,440 kc. Non-directional.
Operating schedule: 20 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.

Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 ET 7/1/68—Rec'd 5/28/69.

Traffic	Mon thru Sun 6-9:30 am & 3-9:7 pm.
Midday	Mon thru Sun 9:30 am-3:30 pm.
Night	All other times.

6. SPOT ANNOUNCEMENTS
BULK SPOTS
1 MINUTE

PER YR:	500x	1000x	1500x
Traffic	8.75	7.50	7.00
Midday	7.25	6.25	5.50
Night	6.25	4.75	4.25

30 SECONDS

Traffic	7.00	6.00	5.50
Midday	6.25	5.25	4.50
Night	6.25	4.00	3.50

10 sec: 70% of applicable 1-min.

7. PACKAGE PLANS

SATURATION PLANS
TRAFFIC

PER WK:	1 min	30 sec	1 min	30 sec
1 ti	15.00	12.00	13.50	11.00
5 ti	12.50	10.00	10.25	8.00
10 ti	10.50	8.50	9.00	7.25
15 ti	9.75	7.75	8.50	6.75
20 ti	9.00	7.25	8.00	6.50
30 ti	8.25	6.75	7.75	6.25
40 ti	7.75	6.50	7.50	6.00

MIDDAY

1 ti	12.00	9.50	11.00	8.50
5 ti	9.00	7.50	8.50	7.00
10 ti	8.00	7.00	7.50	6.50
15 ti	7.50	6.50	7.25	6.25
20 ti	7.00	6.00	6.75	5.75
30 ti	6.50	5.50	6.25	5.25
40 ti	6.25	5.25	6.00	5.00

NIGHT

1 ti	10.00	8.00	9.50	7.25
5 ti	7.50	6.25	7.00	6.00
10 ti	6.75	5.75	6.50	5.50
15 ti	6.25	5.25	6.00	5.00
20 ti	5.50	4.75	5.25	4.50
30 ti	5.25	4.50	5.00	4.25
40 ti	5.00	4.25	4.75	4.00

10 sec: 70% of applicable 1-min.
ROS use night rates: 25% Traffic, 25% Night, 50% Midday. No fixed position.

10. SPECIAL FEATURES

NEWS
Traffic 6:30-9:30 am & 3:30-6:30 pm.
Night—All other times.
5 Min: 1x 13x 26x 52x 104x 156x 260x 312x
Traffic 20.00 18.00 18.50 17.00 16.50 15.50 15.00
Night 15.00 14.50 14.00 13.50 13.00 12.50 12.00 11.00

KRNO

1947
SAN BERNARDINO

Edward Petry & Co., Inc.

1. PERSONNEL
President—Nelson Doubleday.
Vice-Pres. & Gen'l Mgr.—H. George Carroll.
Sales Manager—Allen Berg.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. 425, 250 w. nights and Sunday: 1240 kc.
Non-directional.
Operating schedule: 5:30-1 am. PST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network
Member: California Farm Network.

STATION'S PROGRAMMING DESCRIPTION
KRNO: Programmed for adults and young adults. Personalities with pop standards which come up from middle-of-the-road class interspersed with pop of adult appeal 80%. NEWS 15%: 10 min at 6:55 am, 7:55 am, 11:55 am, 4:55 pm, 6:55 pm, plus hourly 5 min. all other times and half hourly 5 min. Mayor in telephone talk, Wed am. SPORTS 7%: national football and basketball, local sports and reports. Active in community affairs, including polls to assist in solving city government problems. Flying traffic service reports, morning and evening. Contact Representative for further details. Rec'd 10/28/68.

1. PERSONNEL
President—Nelson Doubleday.
Vice-Pres. & Gen'l Mgr.—H. George Carroll.
Sales Manager—Allen Berg.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. 425, 250 w. nights and Sunday: 1240 kc.
Non-directional.
Operating schedule: 5:30-1 am. PST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network
Member: California Farm Network.

TIME RATES
No. 3 ET 1/1/69—Rec'd 1/9/69.

AA—Mon thru Fri 6-10 am & 3-7 pm.	BB—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.	CC—All other times.
1 min	18.00	14.50

6. SPOT ANNOUNCEMENTS

AA (specified position)	1 min	20/30
1 MINUTE	18.00	14.50

WKLY:

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	16.00	14.00	12.00	10.00	9.00
A	14.00	12.00	10.00	8.00	7.00
B	9.00	8.00	7.00	6.00	5.00

20/30 SECONDS

AA	13.00	10.00	8.50	7.00	6.50
A	11.00	9.50	8.00	6.50	5.50
B	7.00	6.50	5.50	4.50	3.00

10 sec ID: 50% of 1-min.
Minutes, Newcasts, Features and 20/30 spots may be combined to earn weekly frequency discount, with 2 ID's equaling 1 longer spot.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

WKLY:	1 min	20/30
12 ti (6 AA, 4 A, 2 B)	120	95
18 ti (10 AA, 5 A, 3 B)	150	120
24 ti (14 AA, 7 A, 3 B)	185	150

Spots must be scheduled equally over 7 day period and rotate within time classification. TAP combinable with all weekly spots and programs.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Discount applied as earned.

YEARLY CONTRACTS

FLAT:	AA	A	B
500 x	9	7	7
1000 x	8	6	6

10. SPECIAL FEATURES
5 MINUTE NEWCASTS:

1 x	AA	A	B
1	22	18	13
2	20	16	11
6 x	18	14	10

SAN DIEGO (7 AM; 11 PM)

(including El Cajon)
San Diego County—Map Location G-11
See SBDS consumer market map and data at beginning of this issue.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBBW (FM)

1983
SAN DIEGO
Media Code 4 205 6720 8.00
Biola, Inc., Suite 707, 707 Broadway, San Diego, Calif. 92101. Phone 714-233-7551.

1. PERSONNEL
General Manager—Donald W. Ranson.
Program Director—L. M. Stallo.
Account Executive—Earl Johnson.

3. FACILITIES
ERP 70,000; 102.9 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a.
Rate Protection: 10h, 11h, 14e.
Basic Rates: 21a, 21c, 21d, 22b, 23a, 23b, 24a, 26, 28b, 29c, 30c, 33c.
Contracts: 40b, 44a, 50, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70c, 73b.
Prod. Services: 80, 82.
Maximum of 6 commercial minutes per hour.

TIME RATES
No. 2 ET 6/1/69—Rec'd 5/1/69.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	208x	312x
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.75	3.50	3.25

8. PROGRAM TIME RATES

PER WK:	1 hr	2 ti	3 ti	4 ti	5 ti
1/2 hr	45.00	43.00	40.00	38.00	36.00
1/4 hr	22.00	20.00	18.00	17.00	16.00
5 min	15.00	13.50	12.50	11.00	10.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52+—10%

KBBK (FM)

1959
SAN DIEGO
Media Code 4 205 6730 7.00
KGB, Inc., Box 2089, 4141 Pacific Highway, San Diego, Calif. 92110. Phone 714-297-2201. TWX 291-0703.

1. PERSONNEL
President—Willet H. Brown.
Vice-President—Michael J. Brown.
General Manager—William J. McDowell.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
ERP 74,000 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 454 ft. above mean sea level.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23b, 23c, 24b, 25a, 29a.
Comb.: Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Maximum 8 commercials per hour.
AM facilities: KGB.
Sold in combination with KGB. See that listing for rates.

TIME RATES
No. 1 ET 2/1/69—Rec'd 2/28/69.

6. SPOT ANNOUNCEMENTS
1 min/less, flat 5.00

KCBQ

1946
SAN DIEGO

Blair Radio

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Casper.
Sales Manager—Eap Trout.
Program Director—Gary Allyn.

TIME RATES
No. 3 ET 1/1/69—Rec'd 1/9/69.

AA—Mon thru Fri 6-10 am & 3-7 pm.	BB—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.	CC—All other times.
1 min	18.00	14.50

6. SPOT ANNOUNCEMENTS

AA (specified position)	1 min	20/30
1 MINUTE	18.00	14.50

WKLY:

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	16.00	14.00	12.00	10.00	9.00
A	14.00	12.00	10.00	8.00	7.00
B	9.00	8.00	7.00	6.00	5.00

20/30 SECONDS

AA	13.00	10.00	8.50	7.00	6.50
A	11.00	9.50	8.00	6.50	5.50
B	7.00	6.50	5.50	4.50	3.00

Subscriber to the NAB Radio Code
Media Code 4 205 6750 5.00
KCBQ, Inc., Box 1829, San Diego, Calif. 92112.
Phone 714-232-7182.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Casper.
Sales Manager—Eap Trout.
Program Director—Gary Allyn.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w. days, 5,000 w. nights; 1170 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 gross billing; non-applicable discounts.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 25a, 20a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 61a, 73a.
Cancellation: 70a, 70c, 73a.
Affiliated with Blair Represented Network.

TIME RATES
No. 14 ET 7/1/69—Rec'd 6/30/69.

AA—Mon thru Fri 6-10 am & 3-7 pm.	A—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat & Sun all day.	B—All other times.
1 min	18.00	14.50

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	44.00	41.50	37.50	35.00	30.00	27.50

Son Diego—K D E O—Continued

10. SPECIAL FEATURES
ABC News—Participations (fixed), 1-1/4 earned rate.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
No retroactive discounts.

KDIG (FM)

1959
SAN DIEGO
NAB FMB

Media Code 4 205 6810 7.00
E. Edward Jacobson, El Patio Bldg., Box D., 7946
Ivanhoe, La Jolla, Calif. 92037. Glencourt 9-2809,
459-4107.

STATION'S PROGRAMMING DESCRIPTION
KDIG (FM): Programmed for 80-40 year olds.
Stock market reports twice daily, business days. Re-
mote broadcasts of music and interviews periodically.
MUSIC: middle-of-the-road 5-1 vocal to instrumental
ratio. 9-9 am entertainment with music and air
personality. 9-11 am Broadway and movie themes
mixed 1 in every 4 selections. 11 am-1 pm enter-
tainment with music and air personalities. 1-3 pm
entertainment with music and air personalities in-
corporating Latin music mixed 1 in every 3 selections.
3-5:30 pm featured artists: 5:30-7 pm instrumental
music. 7-11 pm entertainment with music and air
personality. 11 pm-6 am entertainment with music
and air personality incorporating mainly jazz. COM-
MERCIAL POLICY: 8 minutes per hour. Rec'd
6/24/68.

1. PERSONNEL
General Manager—Bill Gruber.
Program Director—Doug Neufeld.

3. FACILITIES
ERP 18,500 w.; 98.1 mc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% of time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11h, 12b, 13b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 48.
Comb. Cont. Discounts: 60f, 61a, 61c, 62b.
Cancellation: 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME.
ET 4/15/68—Rec'd 6/10/68.

6. SPOT ANNOUNCEMENTS

CLASS AA	11	6t	12t	18t	24t	30t
1x	28.00	26.40	24.00	22.40	20.80	19.20
100x	26.40	24.00	22.40	20.80	19.20	17.60
200x	24.00	22.40	20.80	19.20	17.60	16.00
500x	22.40	20.80	19.20	17.60	16.00	14.40

DISCOUNTS
13 wk—5% 26 wk—10% 52 consec wk—15%

KFMB
1941
SAN DIEGO
CBS Radio Network
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 6840 4.00
Midwest Television, Inc., 1405 Fifth Ave., San
Diego, Calif. 92112. Phone 714-232-2114. TWX
714-231-0838.

1. PERSONNEL
Director of Radio—Edward J. Peters.
Operation Manager—Don Ross.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
5,000 w.; 780 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 22a, 25a, 28c, 29a, 33a.
Contracts: 40a, 42a, 44b, 46, 50, 51c.
Comb. Cont. Discounts: 60b, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Member: CBS Radio Pacific Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 4/6/69—Rec'd 3/17/69.

AA—Mon thru Sat—6-10 am.
A—Mon thru Fri—3-7 pm.
B—Mon thru Fri—10 am-3 pm; Sat & Sun 10 am-
3 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	11	6t	12t	18t	24t	30t
1x	35	33	30	28	26	24
100x	33	30	28	26	24	22
200x	30	28	26	24	22	20
500x	28	26	24	22	20	18

CLASS AA Per wk

1 MIN:	11	6t	12t	18t	24t	30t
1x	35	33	30	28	26	24
100x	33	30	28	26	24	22
200x	30	28	26	24	22	20
500x	28	26	24	22	20	18

CLASS B

1 MIN:	11	6t	12t	18t	24t	30t
1x	27	25	23	21	19	17
100x	25	23	21	19	17	15
200x	23	21	19	17	15	13
500x	21	19	17	15	13	11

CLASS C

1 MIN:	11	6t	12t	18t	24t	30t
1x	24	22	20	18	16	14
100x	22	20	18	16	14	12
200x	20	18	16	14	12	10
500x	18	16	14	12	10	8

CLASS AA Per wk

30 SEC:	11	6t	12t	18t	24t	30t
1x	28.00	26.40	24.00	22.40	20.80	19.20
100x	26.40	24.00	22.40	20.80	19.20	17.60
200x	24.00	22.40	20.80	19.20	17.60	16.00
500x	22.40	20.80	19.20	17.60	16.00	14.40

CLASS A

1x	6t	12t	18t	24t	30t
24.00	22.40	20.80	19.20	17.60	16.00
22.40	20.80	19.20	17.60	16.00	14.40
20.80	19.20	17.60	16.00	14.40	12.80
19.20	17.60	16.00	14.40	12.80	11.20

CLASS B

1x	6t	12t	18t	24t	30t
21.60	20.00	18.40	16.80	15.20	13.60
20.00	18.40	16.80	15.20	13.60	12.00
18.40	16.80	15.20	13.60	12.00	10.40
16.80	15.20	13.60	12.00	10.40	8.80

CLASS C

1x	6t	12t	18t	24t	30t
19.20	17.60	16.00	14.40	12.80	11.20
17.60	16.00	14.40	12.80	11.20	9.60
16.00	14.40	12.80	11.20	9.60	8.00
14.40	12.80	11.20	9.60	8.00	6.40

Fixed Position: 1-min/30 sec add 10%.

Spots of 1 minute or less may be scheduled on an
ROS basis by taking 50% discount from applicable
Class AA 1 minute rate 10 am-midnight only.
ID ANNOUNCEMENTS
10 second spots available in A, B, C time only, on
preemptible basis of 50% of 1 minute rate.
COMBINABILITY
1 minute/80 second spots may be combined with
10 second spots to earn frequency for 10 second spots
only.
50/50 TRAFFIC PLAN
Any schedule divided equally between Class AA and
Class A will assume the Class A rate for all spots.
AM/FM COMBINATION
No. B ET 4/6/69—Rec'd 3/17/69.

6. SPOT ANNOUNCEMENTS

CLASS AA	11	6t	12t	18t	24t	30t
OR LESS:	44	41	38	35	33	30
1x	44	41	38	35	33	30
100x	41	38	35	33	30	27
200x	38	35	33	30	27	25
500x	35	33	30	27	25	22

CLASS B

1x	6t	12t	18t	24t	30t
37	34	32	29	26	24
34	32	29	26	24	21
32	29	26	24	21	18
29	26	24	21	18	16

CLASS C

1x	6t	12t	18t	24t	30t
33	31	28	26	23	19
31	28	26	23	19	16
28	26	23	19	16	13
26	23	19	16	13	10

CLASS C

1x	6t	12t	18t	24t	30t
50	27	25	22	19	17
27	25	22	19	17	14
25	22	19	17	14	11
23	19	17	14	11	9

AA & A spots may be scheduled in any time area
on FM.

6. PROGRAM TIME RATES

CLASS AA	1 wk	13 wk	26 wk	52 wk
PER WK, 1/4 HR:	75	70	65	60
11	75	70	65	60
6t	70	65	60	55
12t	65	60	55	50

CLASS B

11	6t	12t	18t	24t	30t
65	60	55	50	45	40
60	55	50	45	40	35
55	50	45	40	35	30
50	45	40	35	30	25

CLASS C

11	6t	12t	18t	24t	30t
50	45	40	35	30	25
45	40	35	30	25	20
40	35	30	25	20	15
35	30	25	20	15	10

10 MIN:

CLASS AA	11	6t	12t	18t	24t	30t
60	56	52	48	44	40	
56	52	48	44	40	36	
52	48	44	40	36	32	
48	44	40	36	32	28	

CLASS B

11	6t	12t	18t	24t	30t
48	46	42	38	35	31
46	42	38	35	31	27
42	38	35	31	27	23
38	35	31	27	23	19

CLASS C

11	6t	12t	18t	24t	30t
42	38	35	31	27	23
38	35	31	27	23	19
35	31	27	23	19	15
31	27	23	19	15	11

5 MIN:

CLASS AA	11	6t	12t	18t	24t	30t
50	47	44	40	38	35	
47	44	40	38	35	32	
44	40	38	35	32	28	
40	37	34	30	28	25	

CLASS B

11	6t	12t	18t	24t	30t
40	37	34	30	28	25
37	34	30	28	25	22
34	30	28	25	22	18
30	28	25	22	18	15

CLASS C

11	6t	12t	18t	24t	30t
30	28	25	22	18	15
28	25	22	18	15	12
25	22	18	15	12	9
22	18	15	12	9	6

CLASS AA Per wk

1 MIN:	11	6t	12t	18t	24t	30t
1x	35	33	30	28	26	24
100x	33	30	28	26	24	22
200x	30	28	26	24	22	20
500x	28	26	24	22	20	18

CLASS B

1 MIN:	11	6t	12t	18t	24t	30t
1x	27	25	23	21	19	17
100x	25	23	21	19	17	15
200x	23	21	19	17	15	13
500x	21	19	17	15	13	11

CLASS C

1 MIN:	11	6t	12t	18t	24t	30t
1x	24	22	20	18	16	14
100x	22	20	18	16	14	12
200x	20	18	16	14	12	10
500x	18	16	14	12	10	8

KFMB-FM
1959
SAN DIEGO
Media Code 4 205 6855 2.00
Midwest Television, Inc., 1405 Fifth Ave., San
Diego, Calif. 92112. Phone 714-232-2114. TWX
714-231-0838.

1. PERSONNEL
Director of Radio—Edward J. Peters.
Operations Manager—Don Ross.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
ERP 30,000 w.; 100.7 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
See KFMB listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 ET 4/6/69—Rec'd 3/17/69.

AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sat 8-10 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	11	6t	12t	18t	24t	30t
OR LESS:	15	14	13	12	11	10
1x	15	14	13	12	11	10
100x	14	13	12	11	10	9
200x	13	12	11	10	9	8
500x	12	11	10	9	8	7

CLASS B

1x	6t	12t	18t	24t	30t
12	11	10	9	8	7
11	10	9	8	7	6
10	9	8	7	6	5
9	8	7	6	5	4

CLASS C

1x	6t	12t	18t	24t	30t
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CALIFORNIA

San Diego—Continued

KLRO (FM)

1960
SAN DIEGO
Media Code 4 205 6960 0.00
Multi Casting Corp., 823 U. S. Grant Hotel, San Diego, Calif. 92101. Phone 714-234-4181.
STATION'S PROGRAMMING DESCRIPTION
KLRO (FM): Programmed for adults.

100% music. 8 am-6 pm & 7 pm-12M popular music middle-of-the-road, also current hits, film music, jazz oriented music, popular music, Broadway show-tunes, standards. 6-7 pm Hawaiian music. All commercials played in clusters on hour, at :15, on half hour and at :45. All commercials pre-recorded. Music selected from LP albums and singles. No live or personality shows. Rec'd 8/19/68.

- PERSONNEL
General Manager—Jerry Neeler.
Office Manager—Elsaine Rinner.
- FACILITIES
ERP 40,000 w.; 94.9 mc. Stereo.
Operating schedule: 8:00 am-midnight. PST.
Antenna ht.: 185 ft. above average terrain.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24c, 25c, 26, 27, 28b, 29c, 30, 32b, 35a.
Contracts: 42b, 42d, 44a, 44b, 45, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective June 1, 1964.
Card received April 3, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
EA	6.00	5.70	5.40	5.10	4.80	4.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr
1 ti	40.00	24.00
13 ti	38.00	22.00
26 ti	36.00	21.00

KOGO

1925
SAN DIEGO

NBC Radio Network

KATZ RADIO WEST

NAB RAB

A Time-Life Broadcast Station
Subscriber to the NAB Radio Code
Media Code 4 205 6990 7.00
Time-Life Broadcast, Inc., Box 628, Hwy. 94 at 47th St., San Diego, Calif. 92112. Phone 714-262-2421.
TWX 910-335-1265.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Clayton H. Brace.
Station Manager—Wilson Edwards.
Program Director—Dick Roberts.
- REPRESENTATIVES
Katz Radio West.
- FACILITIES
5,000 w.; 800 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15/0 time.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 29a, 32d, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
(*) Except ROS Spots may be combined with other spots only to earn ROS discounts.
Program contracts subject to cancellation on 28 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.
Affiliated with NBC.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
No. 9 ET 8/1/68—Rec'd 7/7/69.

AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-8 pm.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-8 pm.
C—Sun thru Sat 8 pm-midnight.
D—Midnight-8 am.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	45	44	41	40	39
A	35	33	31	30	28
B	31	29	25	24	23
C	23	21	18	17	17
D	16	14	13	12	11

ROS
(10 am-midnight, 2/3 may run
10 am-8 pm or wknds)

PER WK:	12 ti	16 ti	24 ti
1 min, ea	24	23	22

2/30 sec: 80% of 1-min.
10 sec: 50% of 1-min (not applicable to ROS).
Spots scheduled between 2 time classifications take the rates of the higher classification.

8. PROGRAM TIME RATES

PER YR, EA:	1x	52x	104x	156x	260x
1/2 hr	115	110	105	100	95
1 hr	85	82	80	78	75
1/4 hr	65	63	61	59	57
All other times	58	56	54	52	50

(*) Talent & production charges included.

RATEHOLDER
6 per wk. Flight advertisers with current contracts will not need rateholder to protect current rates.
COMBINABILITY
All spots, regardless of length, may be cross-combined for discount purposes, except that ROS spots may be combined with other spots only to earn ROS discounts. Spots and program units may be combined to earn discounts on spots only.

KOGO-FM

1949
SAN DIEGO

NAB RAB

A Time-Life Broadcast Station
Subscriber to the NAB Radio Code
Media Code 4 205 6991 5.00
Time-Life Broadcast, Inc., Box 628, Hwy. 94 at 47th St., San Diego, Calif. 92112. Phone 714-262-2421.
TWX 910-335-1247.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Clayton H. Brace.
Station Manager—Wilson Edwards.
- FACILITIES
ERP 100,000 w.; 94.1 mc.
Operating schedule: noon-midnight Sun thru Mon. PST.
Antenna ht.: 641 ft. above average terrain, atop Mt. Soledad.
- AGENCY COMMISSION
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
See KOGO listing for coded regulations.
Affiliated with Market 1 Network.

TIME RATES
Rates effective July 1, 1964. (Card No. 5.)
Card received August 3, 1964.

Class A—6:00-11:00 pm daily.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

	Class A	Class B
1 ti	8.00	6.00
52 ti	7.50	5.50
280 ti	7.00	5.00
520 ti	6.00	4.00

8. PROGRAM TIME RATES

	Class A	Class B
1 hr	50.00	45.00
1/2 hr	30.00	27.00
1/4 hr	20.00	18.00
5 min	15.00	11.00

Class B

1 hr	35.00	30.00
1/2 hr	21.00	18.00
1/4 hr	14.00	12.00
5 min	10.00	9.00

KPRI (FM)

1960
SAN DIEGO

NAB RAB

Media Code 4 205 7020 2.00
Southwestern Broadcasters, Inc., 845 Ash St., San Diego, Calif. 92101. Phone 714-239-1385.

- STATION'S PROGRAMMING DESCRIPTION
KPRI (FM): Programs music, rock during day time hours, 6 am-9 pm and at night 8 pm-6 am progressive rock format, with concentration on LP cuts and more involvement with music. Air personalities stressed during day time hours, Contact Representative for further details. Rec'd 3/14/69.
- PERSONNEL
General Manager—Jack Barnard.
Sales Manager—Paul True.
 - REPRESENTATIVES
Bernard Howard & Co., Inc.
 - FACILITIES
ERP 25,000 w.; 106.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 413 ft. above average terrain.
 - AGENCY COMMISSION
15/0 time only; 10th of following month.
 - GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 29a, 29b, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 45, 44a, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 3 ET 5/15/69—Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 MINUTE	13 wk	26 wk	52 wk
6 ti	10.00	9.50	9.00	8.50
12 ti	9.50	9.00	8.50	8.00
18 ti	9.00	8.50	8.00	7.50
30 ti	8.50	8.00	7.50	7.00
42 ti	8.00	7.50	7.00	6.50

30 SECONDS

6 ti	7.00	6.65	6.30	5.95
12 ti	6.65	6.30	5.95	5.60
18 ti	6.30	5.95	5.60	5.25
30 ti	5.95	5.60	5.25	4.90
42 ti	5.60	5.25	4.90	4.55

ROS/BTA

PER WK, EA:	1 MINUTE	7.50	7.00	6.50
6 ti	8.50	8.00	7.50	7.00
12 ti	8.00	7.50	7.00	6.50
18 ti	7.50	7.00	6.50	6.00
30 ti	7.00	6.50	6.00	5.50
42 ti	6.50	6.00	5.50	5.00

30 SECONDS

6 ti	5.05	5.60	5.25	4.90
12 ti	5.60	5.25	4.90	4.55
18 ti	5.25	4.90	4.55	4.20
30 ti	4.90	4.55	4.20	3.85
42 ti	4.55	4.20	3.85	3.50

10 sec: 50% of 1-min.

KSDO

1947
SAN DIEGO

NAB RAB

Media Code 4 205 7050 9.00
The Gordon Broadcasting Co., Box 3146, San Diego, Calif. 92103. Phone 714-234-8361.
STATION'S PROGRAMMING DESCRIPTION
KSDO: Programmed for adults.
MUSIC 80%: general popular music emphasizing film music, showtunes, standards balanced to include instrumental, vocal combo performances. NEWS 18%: major 15 min newscasts, 7 am, 8 am, noon, 4 pm, 5 pm. Hourly 5 min all other hours. Headlines on half hour. Editorials and information features 2%: 12 times daily. COMMERCIAL POLICY: 16 minute maximum per hour. Contact Representative for further details. Rec'd 9/25/67.

- PERSONNEL
Pres. & Gen'l Mgr.—Sherwood R. Gordon.
Vice-Pres., Research & Sales—David Feldman, Ph.D.
Vice-Pres., Mgr. & Prom.—Arthur Plaut.
- REPRESENTATIVES
McGavren-Guild—FGW Radio, Inc.
- FACILITIES
5,000 w. days, 1,000 w. nights; 1130 kc.
Directional separate patterns day and night.
Operating schedule: 21 hours daily. PST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with MBS.

TIME RATES
No. 9 ET 2/1/69—Rec'd 1/2/69.

AA—Mon thru Fri 6 am & 7 pm.
A—Mon thru Fri 5:30-6 am & 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	20/30	1 min	20/30	1 min	20/30
1 ti	33.00	25.50	24.00	19.00	14.00	11.00
6 ti	30.00	24.00	22.00	18.00	13.00	10.50
12 ti	28.00	22.00	21.00	17.00	12.00	9.50
18 ti	26.00	21.00	20.00	16.00	11.00	9.00
24 ti	25.00	20.00	19.00	15.00	10.00	8.00

10 sec: 50% of 1-min.
Fixed position, extr. 10%.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	18.50	17.50	17.00	18.00
20/30 sec	15.00	14.00	13.50	12.50

Cannot combine with spots or programs for frequency discounts.

10. SPECIAL FEATURES
15-min newscasts—3x applicable 1-min. Includes open & close plus 2 1-min spots.
5-min newscasts—1-1/2x applicable 1-min. Includes open & close plus 1 1-min spot.
News headlines—applicable 1-min plus 10%. Includes ID open & close plus 1 1-min spot.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—7-1/2% 52 wk—10%

KSDO-FM

1965
SAN DIEGO

Media Code 4 205 7051 7.00
The Gordon Broadcasting Co., Box 3146, San Diego, Calif. 92103. Phone 714-232-2181.

- STATION'S PROGRAMMING DESCRIPTION
KSDO-FM: Programmed for adults.
Serious music. By period: classical and romantic 70%, Baroque 20%, modern 10%. By type: orchestral 49%, concert 20%, chamber 15%, operatic 10%, oratorios, madrigals, songs and arias 6%. Overtures, ballet suites, waltzes and other lighter classical works programmed 8-10 am & 8-10 pm.
COMMERCIAL POLICY 4 per hour at appropriate times. Contact Representative for further details. Rec'd 10/11/67.
- PERSONNEL
Pres. & Gen'l Mgr.—Sherwood R. Gordon.
Vice-Pres. & Sls. Mgr.—Lawrence E. Gordon.
Operations Manager—John C. Edgington.
 - REPRESENTATIVES
Herbert E. Groskin & Co.
 - FACILITIES
ERP 56,000 w.; 103.7 mc.
Operating schedule: 7:00-1:00 am.
Antenna ht.: 450 ft. above average terrain.
 - AGENCY COMMISSION
15% on time only; no cash discount.
 - GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 62d, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Commercial limit: 6 1-minute spots or 12 30-second spots per hour; sponsored programs limited to 4 per hr.
Member: The Groskin Group.

TIME RATES
ET 6/1/68—Rec'd 4/26/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	15x	30x	60x	125x	250x	500x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr	70	64	61	58	55	52	52
1/2 hr	53	50	48	46	44	42	40
5 min	30	29	28	27	26	25	24

SECTION II
BTA

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.50	11.00
30 sec	13.50	12.75	12.00	11.25	10.50	9.75	9.25	8.75
Spots scheduled at station's discretion, 6 am-midnight on specified dates. No advance time supplied.								

*PER 52 WK: 500x 1000x 1500x 2000x
1 min..... 18.00 12.50 12.00 11.25 10.50 9.75 9.00
30 sec..... 15.00 10.50 10.00 9.25 8.50 7.75 7.25

(*) 50% must be used within first 6 months.

KSON-IC PACKAGE
Subject to availabilities. No additional discounts. Not combinable with other rates.
27 1-min spots, 1 every other hour 6 am-midnight, any 3 consecutive days.
1 min. flat..... 270 30 sec, flat..... 216

8. PROGRAM TIME RATES

5 MIN:
1 ti per wk—150% of 1x rate.
6 ti per wk—150% of 12x rate.
10 ti per wk—150% of 18x rate.
(San Diego continued on next page)

- REPRESENTATIVES
Call station collect.
- FACILITIES
FM 89,500 w.; 97.3 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 445 ft. above average terrain.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
See KSON listing for coded regulations.
AM facilities: KSON.
Affiliated with American FM Network.

TIME RATES
No. 1A ET 8/1/68—Rec'd 7/1/68.

AA—Daily 6-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	260x	520x	1000x
AA	6.00	5.50	5.00	4.50	4.00
A	5.50	5.00	4.50	4.00	3.50
ROS	5.00	4.50	4.00	3.50	3.00

8. PROGRAM TIME RATES

	CLASS AA	1 hr	1/2 hr	1/4 hr	5 min
1 x	50	30	20	15	
52 x	45	27	18	13	
260 x	40	24	16	11	

CLASS A

1 x	35	21	14	10
52 x	30	18	12	9
260 x	25	15	10	8

KSON

1946
SAN DIEGO

NAB

A McKinnon Enterprise
Subscriber to the NAB Radio Code
Media Code 4 205 7110 1.00
Broadmoor Broadcasting Corp., College Grove Center, Hwy. 94 at College Ave., San Diego, Calif. 92115.
Phone 714-286-1240.
STATION'S PROGRAMMING DESCRIPTION
KSON: MUSIC: top 50 modern country music primarily for adults. Type of country music is more recent and orchestrated country music. NEWS: every 30 min, network on hour and local on half hour. Editorials by management on community and national events. Involved in community public service projects. News coverage includes 2 mobile units, walkie talkie, airplanes, boat and beeper telephones. Feature personalities within format. Mobile remote studio facilities. FARM: program 6-5:30 am. Contact Representative for further details. Rec'd 2/28/68.

- PERSONNEL
Pres. & Gen'l Mgr.—Dan McKinnon.
National Sales—Dan McKinnon.
Program Director—Michael N. Larsen.
- REPRESENTATIVES
Midwest, East—Alan Torbet Associates, Inc.
West—J. A. Lucas & Company/JALCO.
- FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70a, 70e,

San Diego—Continued

XEAZ

1948
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7140 8.00
Fernando Sanchez Mayans, Box 233, San Ysidro,
Calif. Michoacan 785, Tijuana B. C., Mex. Phone
5-46-64

STATION'S PROGRAMMING DESCRIPTION
XEAZ: Programmed for adult and older listeners.
1 hour of dramatized series, programs of advice for
women. Thirty 1 min programs, horoscope, vocabulary,
mini olympics etc. NEWS: on hour. MUSIC: all
popular romantic music, international. Contact Repre-
sentative for further details. Rec'd 3/22/68.

1. PERSONNEL
President—Fernando Sanchez Ayala.
General Manager—Xavier Sanchez Mayans.
Program Director—Enrique Sanchez Mayans.

2. REPRESENTATIVES
National Time Sales,
California—Tracy Moore and Associates.

3. FACILITIES
500 w.; 1270 kc. Non-directional.
Operating schedule: 6 am-midnight, PST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 5.
Contracts: 40a.

Member: National Spanish Language Network.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S)

XEGM
1941
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7200 0.00
Spanish Advertising System, 7001 San Fernando Rd.,
Sun Valley, Calif. 91353. Phone 213-982-2882.

1. PERSONNEL
General Manager—Jose Liberman.

2. REPRESENTATIVES
AAA Representatives,
San Francisco—Don R. Pickens Co.
Los Angeles—Harley G. Oakes & Associates.
Atlanta—David Carpenter Company.

3. FACILITIES
3,500 w. days, 2,500 w. nights; 950 kc.
Directional—night only.
Operating schedule: 5:00-1:00 am. PST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 28c, 29a,
30.
Contracts: 40a, 41, 42b, 42d, 44a, 46, 47c, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.

6. SPOT ANNOUNCEMENTS
NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1961.
Rates received October 25, 1961.

1 MINUTE
1 ti..... 6.00 260 ti..... 3.50
54 ti..... 5.00 312 ti..... 3.25
144 ti..... 4.50 624 ti..... 3.00
156 ti..... 4.00

30 SECONDS OR LESS
85% of 1-minute rate.

7. PACKAGE PLAYS
ROS PACKAGE RATES
(1 minute or less)
PER WK: ca ca
10 ti..... 4.50 30 ti..... 3.50
20 ti..... 4.00 40 ti..... 3.00

8. PROGRAM TIME RATES
1/2 hr 1/4 hr
1 x..... 30 25
DISCOUNTS
52x-15% 104x-20% 156x-25% 260x-33%

10. SPECIAL FEATURES
Newscast talent charge—1/4 hour 3.50; 5 minutes
1.50 (S)

XEMO
1932
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7230 7.00
Mecanico, U. S. Grant Hotel, San Diego, Calif.
9210 Phone 714-239-1217.

1. PERSONNEL
General Sales Manager—James C. Gates.
San Diego Sales Manager—Lucille T. Chase.
Station Manager—Gustavo Astiazaran.

2. REPRESENTATIVES
Los Angeles, San Diego—J. C. Gates & Company.
San Francisco, Chicago, New York, Atlanta, Dallas—
Savall/Gates, Inc.

3. FACILITIES
5,000 w.; 860 kc. Directional.
Operating schedule: 5:30 am-midnight daily, PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a,
28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60c, 60f, 60h, 60i,
62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80.

6. SPOT ANNOUNCEMENTS
NATIONAL AND LOCAL RATES SAME
No. 1967-10 ET 10/67—Rec'd 2/23/68.
A—5 am-8 pm.
B—5-8 am & 8-11 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S)

XERB
1937
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7260 4.00
Interamericana de Radio,
Los Angeles Sales Office, XERB Bldg., 4007 W. 6th
St., Los Angeles, Calif. 90005. Phone 213-885-
5117. TWX 677459.

STATION'S PROGRAMMING DESCRIPTION
XERB: Programmed for Negro and young adult.
MUSIC: rhythm and blues, 7 days per week. AIR
PERSONALITIES handle all segments. Race results
direct from tracks, 15 times daily on hour and half
hour. Personalities available for public appearance
broadcasts and remotes. Contact Representative for
further details. Rec'd 7/16/68.

1. PERSONNEL
Gen'l & Sales Mgr. (LA)—Robert W. Smith.

2. REPRESENTATIVES
New York, Chicago, Atlanta—Greener, Hiken, Sears,
Los Angeles, San Francisco—Advertising Sales West.

3. FACILITIES
50,000 w.; 1090 kc. Directional.
Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27,
28c, 29b, 33c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47c, 48, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70c, 71c, 72, 73b.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S)

XEXX
1946
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7320 6.00
Operadora de Radio y Television, S. A., Box 648 San
Ysidro, Calif. 92073. Other Ofc: Box 469
Tijuana, Mex.

STATION'S PROGRAMMING DESCRIPTION
XEXX: Programmed for young and young adult
listeners.
Live programs every day from studio, 1 hour daily.
Sports broadcast baseball box, remote. Editorials and
news on hour. MUSIC: Mexican romantic. Contact
Representative for further details. Rec'd 3/22/68.

1. PERSONNEL
General Manager—Xavier Sanchez Mayans.
Manager—Fernando Fernandez A.
News & Program Director—Gustavo Lopez Moreno.

2. REPRESENTATIVES
National Time Sales,
California—Tracy Moore and Associates.

3. FACILITIES
2,000 w.; 1420 kc. Non-directional.
Operating schedule: 6a-1:00 am. PST.

4. AGENCY COMMISSION
15% to agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 7a, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 22a, 28b, 31.
Contracts: 44b, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70b, 70d.
No charge for translation from English to Spanish.
Member: Spanish Key Market Group, National Span-
ish Language Network, Latin Network.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S/D)

XETRA
1934
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7290 1.00
United States Sales Office—Texas Triangle, Inc.,
Suite 940, California Federal Bldg., 5670 Wilshire
Blvd., Los Angeles, Calif. 90036. Phone 213-937-
1035. TWX 910-321-2844.
Send copy to: Program Director, Paul Wexler, above
address.

1. PERSONNEL
General Sales Manager—Norman M. Epstein.
Station Manager—Luis Carrillo.
National Sales Coordinator—Penny Bailey.

2. REPRESENTATIVES
Avco Radio Sales,
Northwest—William L. Simpson & Associates Com-
pany.
McLendon Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
50,000 w.; 690 kc.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a,
28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60c, 60f, 60h, 60i,
62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80 and in combination with KOST
(FM).
Member: The McLendon Stations.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S/D)

XETRA
1934
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7290 1.00
United States Sales Office—Texas Triangle, Inc.,
Suite 940, California Federal Bldg., 5670 Wilshire
Blvd., Los Angeles, Calif. 90036. Phone 213-937-
1035. TWX 910-321-2844.
Send copy to: Program Director, Paul Wexler, above
address.

1. PERSONNEL
General Sales Manager—Norman M. Epstein.
Station Manager—Luis Carrillo.
National Sales Coordinator—Penny Bailey.

2. REPRESENTATIVES
Avco Radio Sales,
Northwest—William L. Simpson & Associates Com-
pany.
McLendon Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
50,000 w.; 690 kc.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a,
28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60c, 60f, 60h, 60i,
62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80 and in combination with KOST
(FM).
Member: The McLendon Stations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 1/1/69—Rec'd 11/29/68.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-
7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S)

XEXX
1946
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7320 6.00
Operadora de Radio y Television, S. A., Box 648 San
Ysidro, Calif. 92073. Other Ofc: Box 469
Tijuana, Mex.

STATION'S PROGRAMMING DESCRIPTION
XEXX: Programmed for young and young adult
listeners.
Live programs every day from studio, 1 hour daily.
Sports broadcast baseball box, remote. Editorials and
news on hour. MUSIC: Mexican romantic. Contact
Representative for further details. Rec'd 3/22/68.

1. PERSONNEL
General Manager—Xavier Sanchez Mayans.
Manager—Fernando Fernandez A.
News & Program Director—Gustavo Lopez Moreno.

2. REPRESENTATIVES
National Time Sales,
California—Tracy Moore and Associates.

3. FACILITIES
2,000 w.; 1420 kc. Non-directional.
Operating schedule: 6a-1:00 am. PST.

4. AGENCY COMMISSION
15% to agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 7a, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 22a, 28b, 31.
Contracts: 44b, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70b, 70d.
No charge for translation from English to Spanish.
Member: Spanish Key Market Group, National Span-
ish Language Network, Latin Network.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr
1 x..... 134.84 89.94 58.69 112.44 61.19 47.44
52 x..... 89.94 57.44 42.44 87.44 49.94 36.19
260 x..... 87.44 47.44 33.69 74.94 37.44 26.19
312 x..... 82.44 44.94 31.19 88.69 34.94 24.94
385 x..... 76.19 42.44 28.69 83.69 32.44 23.69
Class C-B rates less 10%.
Programs and spots may not be combined for
discounts. (S/D)

XEXX
1946
TIJUANA, MEXICO

(This is a paid listing.)
Media Code 4 205 7320 6.00
Operadora de Radio y Television, S. A., Box 648 San
Ysidro, Calif. 92073. Other Ofc: Box 469
Tijuana, Mex.

STATION'S PROGRAMMING DESCRIPTION
XEXX: Programmed for young and young adult
listeners.
Live programs every day from studio, 1 hour daily.
Sports broadcast baseball box, remote. Editorials and
news on hour. MUSIC: Mexican romantic. Contact
Representative for further details. Rec'd 3/22/68.

1. PERSONNEL
General Manager—Xavier Sanchez Mayans.
Manager—Fernando Fernandez A.
News & Program Director—Gustavo Lopez Moreno.

2. REPRESENTATIVES
National Time Sales,
California—Tracy Moore and Associates.

3. FACILITIES
2,000 w.; 1420 kc. Non-directional.
Operating schedule: 6a-1:00 am. PST.

4. AGENCY COMMISSION
15% to agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 7a, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 22a, 28b, 31.
Contracts: 44b, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70b, 70d.
No charge for translation from English to Spanish.
Member: Spanish Key Market Group, National Span-
ish Language Network, Latin Network.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 30 sec 1 min 30 sec
1 ti..... 11.70 8.45 104 ti..... 8.45 5.60
13 ti..... 11.05 7.80 156 ti..... 8.35 5.20
26 ti..... 10.40 7.15 260 ti..... 7.95 5.10
39 ti..... 9.50 6.90 312 ti..... 7.45 5.00
52 ti..... 9.10 5.85 385 ti..... 6.05 4.90
Spots of all lengths may be cross-combined in all
time periods.

8. PROGRAM TIME RATES
CLASS A
1 hr 1/2 hr 1/4 hr 1 hr 1/

CALIFORNIA

San Francisco-Oakland—
K B R G (FM)—Continued

- PERSONNEL**
Station Manager—Kenneth R. Carey.
- REPRESENTATIVES**
Weed Radio Corporation.
- FACILITIES**
Emit 50,000 w.; 105.3 mc.
Operating schedule: 24 hours. PST.
Antenna ht.: 830 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 43, 44a, 45, 47e, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70c, 72.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 11/1/66—Rec'd 6/24/68.

- SPOT ANNOUNCEMENTS**

	1x	15x	26x	52x	104x	260x
1 min.	8.00	7.75	7.50	7.25	7.00	6.75
30 sec.	6.00	5.75	5.50	5.25	5.00	4.75
10 sec.	3.00	2.75	2.50	2.25	2.15	2.00
- PROGRAM TIME RATES**

	1x	13x	26x	52x	104x	260x
1 hr.	60.00	56.25	52.50	48.75	45.00	41.25
1/2 hr.	36.00	33.75	31.50	29.25	27.00	24.75
1/4 hr.	24.00	22.50	21.00	19.50	18.00	16.50
10 min.	16.00	15.25	14.50	13.75	13.00	12.25
5 min.	12.00	11.25	10.50	9.75	9.50	9.00
- SPECIAL FEATURES**
Rates apply to Spanish, Portuguese, Greek and English. All other languages, talent plus 5.00. Chinese, talent plus 10.00. News 40.00.

KCBS
1909

SAN FRANCISCO
CBS Owned

CBS

RADIO SPOT SALES

All News

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 205 7410 5.00

CBS Radio, a division of Columbia Broadcasting System, Inc., 140 Jessie St., San Francisco, Calif. 94105. Phone 415-982-7000.
Send all program and advertising copy to the Continuity Editor.

STATION'S PROGRAMMING DESCRIPTION
KCBS: Continuous news and information format 7 days a week. Local, regional, national and international reports and features. Traffic alerts utilizing helicopter service and AAA road reports. Sports, weather, business and financial news. 25 newscasters, 3 mobile units, direct monitoring facilities of police department, fire department, highway patrol. Contact Representative for further details. Rec'd 5/24/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Neil E. Derrough.
Sales Manager—Ollie Hayden.
News Director—Charles James.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
50,000 w.; 740 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION**
15% net time, annis and part.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: CBS Radio Pacific Network.
Complete program production services are available including production, talent, music library and script writing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 5/1/69—Rec'd 4/7/69.

- Prime I—Mon thru Fri *7-8 am.
Prime II—Mon thru Fri *8-9 am.
Prime III—Mon thru Fri †6-10 am, *6-7 am & *6-8 pm.
Prime IV—Mon thru Fri *9-10 am, *noon-1 pm, *3-5 pm & *6-7 pm.
Prime V—Mon thru Fri †3-7 pm; Sat *8 am-noon.
Prime VI—Mon thru Fri *10 am-noon & *1-3 pm; Sat †6 am-noon & *noon-7 pm; Sun *6 am-7 pm.
Prime VII—Sun thru Sat *7 pm-midnight; Mon thru Sat *5:30-8 am; Mon thru Fri †10 am-3 pm; Sat †noon-7 pm; Sun †6 am-7 pm.
Prime VIII—Sun thru Sat †7 pm-midnight; Mon thru Sat †5:30-8 am.
(*) Fixed position.
(†) Best Times Available.

6. SPOT ANNOUNCEMENTS

PER WK:	PRIME I 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	120	117	114	108	99
5 tl.	117	114	108	99	80
10 tl.	114	111	105	96	87
20 tl.	108	105	99	90	81
35 tl.	99	96	90	81	72

KCBS Newsradio 74 in San Francisco has Long Listeners

Listeners listening to KCBS Newsradio listen longer. According to ARB April/May 1969 data, KCBS News is being listened to longer on the average than any other regularly scheduled programming in the market during combined drive time (6-10 AM and 3-7 PM, Monday-Friday). It adds up to an average total weekday tune-in of 4 hours and 22 minutes per person—when it counts most. So, when our ubiquitous news staff (backed by CBS news-at-large) sets out to prepare and present the news, we know well what length listeners will listen. For further information on what makes KCBS Newsradio the Bay Area's leading station for news and for listeners (who listen longer) call your KCBS or CBS Radio Spot Sales Representative.

KCBS NEWSRADIO 74



Estimates subject to qualifications which KCBS Newsradio will supply on request.

PER WK:	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	96	94	91	86	79
5 tl.	94	91	86	79	72
10 tl.	91	88	84	77	70
20 tl.	86	84	79	72	65
35 tl.	79	77	72	65	58

1 tl.	PRIME II 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	90	88	86	81	74
5 tl.	88	86	81	74	68
10 tl.	86	82	77	72	65
20 tl.	81	77	74	68	61
35 tl.	75	72	68	61	54

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	72	70	68	65	61
5 tl.	70	68	65	61	58
10 tl.	68	65	61	58	54
20 tl.	65	61	59	54	49
35 tl.	59	58	54	49	43

1 tl.	PRIME III 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	75	73	71	68	62
5 tl.	73	71	68	64	59
10 tl.	71	69	65	61	58
20 tl.	67	65	61	57	52
35 tl.	62	60	56	52	45

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	60	59	57	54	50
5 tl.	59	57	54	51	48
10 tl.	57	54	51	48	45
20 tl.	54	51	48	45	41
35 tl.	50	48	45	41	36

1 tl.	PRIME IV 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	60	59	57	54	51
5 tl.	59	57	55	52	48
10 tl.	57	55	52	40	45
20 tl.	54	52	49	45	41
35 tl.	50	48	45	41	36

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	48	47	40	43	40
5 tl.	47	46	44	40	38
10 tl.	46	44	42	38	36
20 tl.	43	41	39	36	33
35 tl.	40	38	30	33	29

1 tl.	PRIME V 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	50	49	48	45	41
5 tl.	49	48	46	43	39
10 tl.	47	46	44	41	37
20 tl.	45	43	41	38	34
35 tl.	41	39	37	34	30

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	40	39	38	36	33
5 tl.	39	38	37	34	31
10 tl.	38	37	35	32	29
20 tl.	36	34	33	30	27
35 tl.	33	32	30	27	24

1 tl.	PRIME VI 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	44	43	42	40	38
5 tl.	43	42	41	38	36
10 tl.	42	41	39	36	33
20 tl.	40	39	37	34	30
35 tl.	36	35	33	30	26

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	35	34	33	32	30
5 tl.	34	33	32	31	28
10 tl.	33	32	31	29	26
20 tl.	32	30	29	27	24
35 tl.	29	28	20	24	21

1 tl.	PRIME VII 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	35	34	33	32	30
5 tl.	34	33	32	31	28
10 tl.	33	32	31	29	26
20 tl.	32	30	20	27	24
35 tl.	29	28	26	24	21

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	29	27	20	25	23
5 tl.	27	26	25	24	22
10 tl.	26	25	24	23	21
20 tl.	25	24	23	21	20
35 tl.	23	22	21	19	17

1 tl.	PRIME VIII 1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
1 tl.	20	19	18	17	15
5 tl.	19	18	17	15	14
10 tl.	19	19	17	10	15
20 tl.	18	17	17	15	14
35 tl.	17	16	15	14	12

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	18	15	15	14	13
5 tl.	15	15	14	13	12
10 tl.	15	15	14	13	12
20 tl.	14	14	13	12	11
35 tl.	13	13	12	11	10

10 sec: 50% of 1-min. Preemptible without notice.
Prices rounded upward to nearest dollar.

7. PACKAGE PLANS

PER WK, EA:	MAN PLAN (1/4 Prime III, 1/4 Prime V, 1/4 Prime VI, 1/4 Prime VIII)				Per yr
	1x	150x	300x	500x 900+	
8 tl.	37	35	35	34	32
16 tl.	36	35	34	33	31
24 tl.	35	34	33	32	30
36 tl.	33	32	31	30	28

1 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
1 tl.	30	20	28	27	28
16 tl.	29	28	27	26	25
24 tl.	28	27	26	25	24
36 tl.	26	26	25	24	22

8 tl.	10 SECONDS—PREEMPTIBLE				Per yr
	1x	150x	300x	500x 900+	
8 tl.	20	19	18	17	16
16 tl.	19	18	17	16	15
24 tl.	18	17	16	15	14
36 tl.	17	16	15	14	13

WOMAN PLAN
(1/4 Prime III, 1/4 Prime VI, 1/4 Prime VII,
1/4 Prime VIII)

8 tl.	1 MINUTE				Per yr
	1x	150x	300x	500x 900+	
8 tl.	35	34	33	32	30
16 tl.	34	33	32	31	29
24 tl.	33	32	31	30	28
36 tl.	31	30	29	28	26

8 tl.	20/30 SECONDS				Per yr
	1x	150x	300x	500x 900+	
8 tl.	28	27	26	26	24
16 tl.	27	26	26	25	23
24 tl.	26	26	25	24	22
36 tl.	25	24	23	22	21

KFRC

1924

SAN FRANCISCO



An RKO General Station
Media Code 4 205 7530 0.00
RKO General, Inc., 415 Bush St., San Francisco, Calif. 94108. Phone 415-982-9200. TWX 910-372-7756

1. PERSONNEL
General Manager—John H. Wrath.
General Sales Manager—Mark Hurd.
Program Director—Ted Atkins.
2. REPRESENTATIVES
RKO Radio Representatives, Inc.
3. FACILITIES
5,000 w.; 610 kc. Non-directional. Day and night.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51b.
Comb.; Cont. Discounts: 60d, 60f, 62b.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80.
FM facilities: KFMS (FM).

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
AA 78 75 72 68 63
A 64 61 58 55 50
B 48 45 42 39 35
C 25 22 19 16 12
10 sec: 50% of 1-min.
ROS PLAN
20% on applicable rate. Moveable & preemptible without notice.
Fixed position: applicable rate plus 20%.

7. PACKAGE PLANS
1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
AA 20.00 19.00 18.00 17.00 16.00 15.00
A 16.00 15.00 14.00 13.00 12.00 11.00
B 7.00 6.50 6.00 5.50 5.00 4.50
C 16.00 15.00 14.00 13.00 12.00 11.00
A 12.00 11.00 10.00 9.00 8.00 7.00
B 7.00 6.50 6.00 5.50 5.00 4.50
10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KGO KGO-FM
1924 SAN FRANCISCO 1947

An ABC Owned Station

BLAIR RADIO
News and Conversation



Subscriber to the NAB Radio Code
Media Code 4 205 7560 7.00
American Broadcasting Co., a division of American Broadcasting Companies, Inc., 277 Golden Gate Ave., San Francisco, Calif. 94102. Phone 415-863-0077. TWX 415-393-7317.

1. PERSONNEL
General Manager—Edward McLaughlin.
General Sales Manager—Al Rocco.
Program Director—Paul Carroll.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
50,000 w.; 810 kc.
Operating schedule: 5:30-1 am. PST.
FM FACILITIES: ERP 23,600 w.; 103.7 mc.
Operating schedule: 24 hours. PST.
Antenna ht.: 1,180 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 42a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73b.
Affiliated with American Information Network.
Affiliated with Blair Represented Network.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
Fixed position: 113 92 74 51
1 ti 97 79 48 35
6 ti 90 73 46 30
12 ti 79 65 44 28
(This listing continued on next page)

San Francisco-Oakland—KCBS—Continued
10 SECONDS—PREEMPTIBLE

PER WK, EA:	1x	150x	300x	500x	900+
8 ti	18	17	16	15	14
16 ti	17	16	15	14	13
24 ti	17	16	15	14	13
32 ti	16	15	14	13	12

10. SPECIAL FEATURES
FEATURE SPONSORSHIPS
Regional weather forecasts, business and stock reports, sportsline reports, traffic alert reports, parking spot reports and 841 reports.
Includes 10-second spot opening plus 1-minute spot. Average length 2-3 minutes.

FIXED POSITION ONLY
PRIME I

PER WK:	1x	150x	300x	500x	900+
1 ti	182	129	125	119	109
5 ti	129	125	119	116	106
10 ti	125	122	116	109	99
20 ti	119	116	109	99	89
35 ti	109	106	99	89	79

PRIME II

1 ti	97	97	95	89	81
5 ti	97	95	91	86	79
10 ti	95	91	86	81	75
20 ti	91	86	81	75	68
35 ti	83	79	75	68	59

PRIME III

1 ti	84	80	78	75	68
5 ti	80	78	75	72	66
10 ti	78	76	73	68	62
20 ti	74	72	68	63	57
35 ti	68	66	62	57	50

PRIME IV

1 ti	86	84	82	59	55
5 ti	84	82	60	57	52
10 ti	82	80	58	54	49
20 ti	59	57	55	50	45
35 ti	55	53	50	45	40

PRIME V

1 ti	55	54	52	49	45
5 ti	54	53	51	48	43
10 ti	52	51	49	44	41
20 ti	49	48	46	41	38
35 ti	45	44	42	37	33

PRIME VI

1 ti	48	47	46	44	40
5 ti	47	46	45	42	38
10 ti	46	45	43	40	36
20 ti	44	43	40	37	33
35 ti	40	39	36	33	29

PRIME VII

1 ti	39	38	37	35	32
5 ti	38	37	36	34	31
10 ti	37	36	34	32	29
20 ti	35	34	32	29	27
35 ti	32	31	29	26	23

KCBS-FM

1948

SAN FRANCISCO



Subscriber to the NAB Radio Code
Media Code 4 205 7411 3.00
CBS/FM Broadcasting, A Service of CBS Radio, a division of Columbia Broadcasting System, Inc., 140 Jessie St., San Francisco, Calif. 94105. Phone 415-982-7000.

Send all program and advertising copy to Continuity Editor.

1. PERSONNEL
General Sales Manager—Ollie Hayden.
2. REPRESENTATIVES
CBS/FM National Sales Office: See Reprs. & S/O pages.
3. FACILITIES
ERP 35,000 w.; 98.9 mc.
Operating schedule: 6-2 am daily. PST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 31.
Contracts: 40b, 41.
Comb.; Cont. Discounts: 60e, 60i, 62d.
Cancellation: 73a.
All rates quoted are dollar cost per unit.
Member: CBS/FM Broadcasting.

TIME RATES
No. 3 Eff 9/1/68—Rec'd 8/29/68.

7. PACKAGE PLANS
PER WK, MIN: 1 ti 5 ti 10 ti 20 ti 35 ti
Fixed position: 11.00 10.50 10.00 9.00 8.00
Preemptible: 8.00 7.00 6.50
20/30 sec: 75% of 1-min. 10 sec: 60% of 1-min.
Combinaible for frequency discount.

10. SPECIAL FEATURES
LOCAL NEWS
1 min 15.00 14.50 14.00 13.00 12.00
Includes 10-second, each, open and close spots.

KDFC (FM)

1946

SAN FRANCISCO

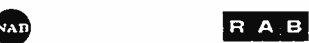
Simulcast. See KIBE, KDFC (FM) listing.

KDIA

1920

OAKLAND

Independent Negro



A Sonderling Station
Media Code 4 205 7440 2.00
KDIA, Box 8432, Oakland, Calif. 94608. Phone 415-884-4262.

STATION'S PROGRAMMING DESCRIPTION
KDIA: Programmed completely for Negro.
MUSIC: 90% rhythm and blues, remainder gospel.

NEWS: 4 man local news staff plus state news service, sportscaster and 1 mobile news unit. 5 min news, 20 min past hour, 5 min sports at 6:55 pm, 2 min Negro history dramatized vignettes 6 times daily. Air personalities also make up production staff for commercials, contests and station promotions. Heavy involvement in community affairs thru actual participation by air personalities cooperating with social and civic organizations. Editorials 5 days a week, Sat, 11 pm-1 am, telephone talk program with guests. Sun, live remote church broadcasts, rhythm and blues music noon-4 pm, 2 hours informational and discussion programs. Contact Representative for further details. Rec'd 7/31/69.

1. PERSONNEL
President—Egmont Sonderling.
Executive Vice-President—Walter Conway.
Vice-President/Sales—J. Walter Carroll.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w.; 1310 kc. Directional.
Operating schedule: 24 hours daily. PST.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 9/1/69—Rec'd 7/23/69.

- AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Fri 6-10 am; Sat 8 am-7 pm.
A—Mon thru Fri 6-8 am, 10 am-3 pm & 7 pm-midnight; Sat 6-8 am & 7 pm-1 am; Sun 5 am-midnight.
B—Wed thru Sat midnight-6 am; Sun 1-5 am.

6. SPOT ANNOUNCEMENTS
CLASS A
1 min 20/30 1 min 20/30 1 min 20/30
1 x 26.00 24.00 24.50 22.50 22.00 20.00
52 x 25.00 23.00 23.50 21.50 21.00 19.00
104 x 24.00 22.00 22.50 20.50 19.50 17.50
312 x 22.50 20.50 21.00 19.00 18.00 16.00
625+ 21.00 19.00 19.50 17.50 17.00 15.00
B: Flat, per spot 7.50.
All Night Program, Wed thru Sun midnight-5 am—Class B 1-min, flat 7.50.

7. PACKAGE PLANS
TRAFFIC COMBO
AAA and AA divided equally upon availability. If higher proportion of specific traffic block desired spot rates apply for those additional spots. Subject to change on 30 days notice.
PER WK: 12 ti 18 ti 24 ti 36 ti
1 min 21 20 19 17
20/30 sec 19 18 17 15

- SATURATION PACKAGE
Distributed over Traffic Combo and Class A may be combined to obtain package rates of total number of spots used.
CLASS A
PER WK: 12 ti 18 ti 24 ti 36 ti
1 min 19.00 18.00 17.00 15.00
20/30 sec 17.50 16.50 15.50 14.00
Class B flat, ea 7.50.
10 sec: 50% of 1-min.
1-minute, 30 and 10-seconds may be combined for either earned frequency or saturation plans. 2 10-seconds equal 1-min.

- CONSECUTIVE WEEK DISCOUNT
FOR SATURATION PACKAGES
26 wk—5% 52 wk—10%
Rate based on earned frequency.

10. SPECIAL FEATURES
NEWSCASTS
PER WK: 1 ti 12+
5 min (4-1/2 min) 40 35
Newcasts and spots may be combined for frequency discount or determination of weekly package plans for spots only.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KFAX

1925

SAN FRANCISCO

Subscriber to the NAB Radio Code
Media Code 4 205 7470 9.00
Argonaut Broadcasting Co., 1470 Pine St., San Francisco, Calif. 94109. Phone 415-673-4148.

STATION'S PROGRAMMING DESCRIPTION
KFAX: Religious, inspirational and philosophical format consisting primarily of 15 min and half hour tapes. Programs of all faiths and opinions accepted. Adult audience. MUSIC: representative of programming policy offered in 15 min blocks, open for participation, when available. Production facilities available. Rec'd 8/7/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Judd Sturtevant.
2. REPRESENTATIVES
Quality Media Incorporated.
3. FACILITIES
50,000 w. days, 1,000 w. nights. Non-directional.
1100 kc. Directional—days.
Operating schedule: 5 am-local sunset; 10 pm-3 am. PST.

4. AGENCY COMMISSION
15% on net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 22a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 47a, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES
No. 7 Eff 8/11/69—Rec'd 11/30/67.

6. SPOT ANNOUNCEMENTS
PER WK, EA: 1 min 30 sec 20 sec
1 ti 17 12 9
11+ 15 10 8

8. PROGRAM TIME RATES
AA—Mon thru Fri 6:30 am-1 pm & 3:30-6 pm;
Sat & Sun 6:30 am-sign-off.
A—Daily 5-6:30 am; Mon thru Fri 1-3:30 pm & 6 pm-sign-off.
B—Sun thru Fri 10 pm-3 am.

CLASS AA

1x	26x	52x	104x	156x	260x	312x
1 hr	157.00	147.00	142.00	131.00	126.00	116.00 105.00
1/2 hr	95.00	88.00	84.00	76.00	71.00	67.00 63.00

1x	26x	52x	104x	156x	260x	312x
1/4 hr	63.00	59.00	56.00	53.00	50.00	46.00 42.00
10 min	53.00	49.00	46.00	43.00	41.00	39.00 36.00
5 min	32.00	30.00	28.00	26.00	24.00	22.00 20.00

CLASS A

1 hr	110.00	103.00	98.50	92.00	88.00	81.00 73.50
1/2 hr	66.50	61.50	59.00	53.00	50.00	47.00 44.00
1/4 hr	44.00	41.50	39.50	37.00	35.00	32.00 29.50
10 min	37.00	34.50	32.00	30.00	29.00	27.00 25.00
5 min	22.50	21.00	19.50	18.00	17.00	15.50 14.00

CLASS B

1 hr	61	52x	260x
1/2 hr	40	33	30
10 min	30	22	20

10. SPECIAL FEATURES
Foreign Language programs—1-min participation. 25.
FOREIGN LANGUAGE
Chinese, Japanese, Greek, Spanish, Italian,
1-min participation 25

KFMS (FM)

1960

SAN FRANCISCO



An RKO General Station
Media Code 4 205 7480 6.00
RKO General, Inc., 415 Bush St., San Francisco, Calif. 94108. Phone 415-982-9200. TELEX 84703.

1. PERSONNEL
General Manager—John H. Wrath.
Sales Manager—Wes Gregory.
Operations—Gregg Jordan.
2. REPRESENTATIVES
RKO Radio Representatives, Inc.
3. FACILITIES
ERP 70,000 w.; 106.1 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,450 ft. above average terrain.

4. AGENCY COMMISSION
15% on net time.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 13c.
Basic Rates: 20a, 23a, 33d.
Contracts: 40c.
AM facilities: KFRC.

TIME RATES
No. 1 Eff 12/1/68—Rec'd 6/2/69.
AA—Mon thru Sun 8-10 pm.
A—Mon thru Sun 6 am-3 pm.
B—Mon thru Sun 10 pm-2 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK, EA: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
AA 20.00 19.00 18.00 17.00 16.00 15.00
A 16.00 15.00 14.00 13.00 12.00 11.00
B 7.00 6.50 6.00 5.50 5.00 4.50

- 30 SECONDS
AA 16.00 15.00 14.00 13.00 12.00 11.00
A 12.00 11.00 10.00 9.00 8.00 7.00
B 7.00 6.50 6.00 5.50 5.00 4.50
10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KFOG (FM)

1960

SAN FRANCISCO

A Kaiser Station

CALIFORNIA

San Francisco-Oakland— KGO, KGO-FM—Continued

PER WK:	AAA	AA	A	B
18 ti.....	76	61	42	25
24 ti.....	72	58	40	23
30 ti.....	70	55	38	22
36 ti.....	65	52	36	21

30 SECONDS				
Fixed position.....	90	74	59	41
1 ti.....	76	63	38	25
6 ti.....	72	58	37	24
12 ti.....	63	52	35	22
18 ti.....	61	49	34	20
24 ti.....	58	46	32	19
30 ti.....	56	44	30	18
36 ti.....	52	42	29	17

10 SECONDS				
Fixed position.....	88	55	44	31
1 ti.....	58	47	30	21
6 ti.....	54	44	28	18
12 ti.....	47	39	26	17
18 ti.....	46	37	25	15
24 ti.....	43	35	24	14
30 ti.....	42	33	23	13
36 ti.....	39	31	22	12

52 wks—10% applies to spots only, must be consecutive. Minimum 50.00 weekly expenditure is required to earn 10%-52 wk discount.

10. SPECIAL FEATURES

Hurleybird Copter Traffic Reports—Mon thru Fri 7-9 am & 4-6 pm.
PER WK: 1 ti 5 ti 10+
 AM 109 101 97
 PM 95 88 86
 Rates include opening billboard, copter reports combine with all other spots for frequency and 10%-52 wk discount.
 Marine Cruiser Reports—Sat & Sun 10 am-5 pm.
PER WK:
 1 Plan, 2 ea..... 51 4 Plan, 8 ea..... 46
 2 Plan, 4 ea..... 50 5 Plan, 10 ea..... 44
 3 Plan, 6 ea..... 48 6 Plan, 12 ea..... 43
 Rates include opening billboard, Marine Cruiser reports combine with all other spots for frequency and 10%-52 wk discount.
 Ira On The Town, Ira Blue—Mon thru Fri 10 pm-1 am.
 Fixed 63 18 ti..... 34
 1 ti..... 42 24 ti..... 32
 6 ti..... 38 30 ti..... 30
 12 ti..... 36 36 ti..... 29
 1-minute only. Ira Blue spots combine with all other spots for frequency and a 10%-52 wk discount.

KIBE KDFC (FM)

1949 PALO ALTO 1948 SAN FRANCISCO

(This is a paid listing.)
 Media Code 4 205 7590 4.00
 Sundial Broadcasting Corp., 495 Beach St., San Francisco, Calif. 94133. Phone 415-776-4720.

STATION'S PROGRAMMING DESCRIPTION
KIBE: Programmed for adults.
MUSIC: concert music programmed exclusively. All periods represented from pre-Baroque to contemporary. Tempo and character vary with time of day. Special programs: complete operas, campus concerts, recorded premier performances, virtuoso concerts, request programs, Broadcast Foundation of America releases, featured orchestra programs and 15 min news summary at 7 am with bulletins throughout day. **COMMERCIAL POLICY:** 6 minutes per hour, no double spotting, no interruptions of performances of symphonies, concertos or operas. Sequences announcements run immediately on conclusion of selection. Contact Representative for further details. Rec'd 10/9/67.

- PERSONNEL**
 General Manager—Edward Davis.
 Program Director—Harold Owen.
- REPRESENTATIVES**
 Roger Coleman, Inc.
- FACILITIES**
 5,000 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. PST.
 Daytime simulcast.
FM FACILITIES
 ERP 50,000 w., 102.1 mc.
 Operating schedule: 6 am-midnight. PST.
 Antenna ht.: 1260 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30.
 Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.
 Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 62a.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Symphonic, operatic and other long concert works not interrupted for commercial announcements. Announcements run immediately after conclusion of performance approximating time ordered as closely as possible.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Rates effective July 1, 1965. (Card No. 9.)
 Card received June 25, 1965.

6. SPOT ANNOUNCEMENTS				
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti.....	25	15	104	13
13 ti.....	20	14	260	13
26 ti.....	15	11	312	12
52 ti.....	15	12	624	9

7. PACKAGE PLANS				
SATURATION PACKAGES (1 minute)				
PER WK:	ea	ea	ea	ea
10 ti.....	14	30	11	10
20 ti.....	12	26	10	9

8. PROGRAM TIME RATES				
1 x.....	1 hr 1/2 hr 1/4 hr 10 min 5 min	150.00 100.00 75.00 50.00 37.50	DISCOUNTS	
13x-5%	52x-12-1/2%	156x-20%		
26x-10%	104x-15%	260x-25%		

KIOI (FM)

1957 SAN FRANCISCO



NAB

NIAFMB

Media Code 4 205 7605 0.00
 Pacific FM, Inc., 1001 California St., San Francisco, Calif. 94108. Phone 415-885-5101.

STATION'S PROGRAMMING DESCRIPTION
KIOI (FM): Programmed for adults and young adults. **MUSIC:** general popular music with emphasis on current hits, standards, film music, showtunes. Presented in varied group of 2 and 3 uninterrupted selections by 7 personalities. Music 50% instrumental, 50% vocal, except 12M-6 am when it is 70% instrumental, 30% vocal. M-F, 9-11 pm, emphasis on stereo demonstration recordings. Sun, 7-9 pm, serious music. **NEWS:** 5 min newscasts hourly on hour, except M-F, 6-8:30 am when broadcast every 15 min, and 4-6 pm when broadcast every 30 min. After 8 pm, news presented every 2 hours. News department consists of 3 newsmen, mobile news unit and airplane for morning commute and weather reports. Contact Representative for further details. Rec'd 1/6/69.

- PERSONNEL**
 General Manager—James Gabbert.
 Station Manager—Michael Lincoln.
 Sales Manager—Graham Wallace.
 Edward Petry & Co., Inc.
- REPRESENTATIVES**
 Edward Petry & Co., Inc.
- FACILITIES**
 ERP 125,000 w.; 101.3 mc. Stereo.
 Operating schedule: 24 hours daily. PST.
 Antenna ht.: 1220 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a, 26, 28a, 29a, 33a.
 Contracts: 40a, 44b, 45, 46.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61a.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Commercial limit of 7 1-minute spots per hour. No commercials longer than 1-minute.
 1-hour program sponsorships are limited to 4 1-minute commercials during the program; 1/2 hour program sponsorships are limited to 2 1-minute commercials during the program.
 Affiliated with American Entertainment Network

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 101B Eff 8/1/68—Rec'd 8/4/68

6. SPOT ANNOUNCEMENTS				
PER WK:	Fixed 1 ti	5 ti	10 ti	15 ti 20 ti
1 AAA.....	60	50	45	40 35 30
AA.....	50	45	40	35 30 25
A.....	45	40	35	30 25 20

CONSECUTIVE WEEK DISCOUNT	
26 wk-5%	52 wk-10%

7. PACKAGE PLANS				
TOTAL AUDIENCE PLAN				
10 Plan (AAAA, 4AA, 3A).....	335			
15 Plan (AAAA, 6AA, 5A).....	426			
20 Plan (AAAA, 8AA, 7A).....	465			
25 Plan (AAAA, 10AA, 9A).....	580			

8. PROGRAM TIME RATES				
1 hr-2x applicable 1-min rate plus 10.00.				
15% no cash discount. Bills payable 15th of month.				

10. SPECIAL FEATURES				
News-casts—applicable 1-min rate plus 10.00.				
Includes open and closing ID and 1-minute spot.				

KJAZ (FM)

1959 ALAMEDA

Media Code 4 205 7620 9.00
 Patrick Henry, 1509-1/2 Webster St., Alameda, Calif. 94601. Phone 415-523-9300.

STATION'S PROGRAMMING DESCRIPTION
KJAZ (FM): Programmed for adults.
MUSIC: 100% jazz. 70% modern jazz with 30% traditional, swing, mainstream, folk and blues and jazz oriented music from Europe, India and Japan. **AIR PERSONALITIES** program own show and handle all live and taped commercials. Contact Representative for further details. Rec'd 10/16/67.

- PERSONNEL**
 Gen'l & Com'l Mgr.—Patrick Henry.
 Program Director—Gene Miller.
- REPRESENTATIVES**
 Radio Time Sales/International.
 San Francisco—Albert Chance Company.
- FACILITIES**
 ERP 1,850 w. (horiz.), 1,850 w. (vert.); 92.7 mc. Stereo.
 Operating schedule: 7:00-1:00 am daily. PST.
 Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25c, 26, 27, 28a, 28c, 29a, 30.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51b.
 Comb.: Cont. Discounts: 60c, 60e, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 6 Eff 1/1/67—Rec'd 12/19/66.

8. PROGRAM TIME RATES				
1 x.....	1 hr 1/2 hr 1/4 hr 10 min 5 min	150.00 100.00 75.00 50.00 37.50	DISCOUNTS	
13x-5%	52x-12-1/2%	156x-20%		
26x-10%	104x-15%	260x-25%		

6. SPOT ANNOUNCEMENTS				
PER WK:	1 wk	13 wk	26 wk	52 wk
1 AA.....	30	28	26	24
A.....	20	19	18	17
B.....	13	12	11	10

7. TI:				
AA.....	26	24	22	20
A.....	18	17	16	15
B.....	11	10	9	8

14 TI:				
AA.....	22	20	18	16
A.....	16	15	14	13
B.....	9	8	7	6

21 TI:				
AA.....	18	16	14	12
A.....	14	13	12	11
B.....	7	6	5	4

7. PACKAGE PLANS				
ROS				
PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti.....	17	16	15	14
5 ti.....	15	14	13	12
15 ti.....	11	10	9	8
20 ti.....	9	8	7	6

8. PROGRAM TIME RATES				
1 hr 1/2 hr 1/4 hr				
1 ti.....	12	90		
Class A-70% of Class AA. Class B-50% of Class AA.				

DISCOUNTS				
13x-5%	52x-12-1/2%	156x-20%		
26x-10%	104x-15%	260x-25%		

KKHI KKHI-FM

1947 SAN FRANCISCO 1959

Classical

Media Code 4 205 7650 6.00
 Buckley Broadcasting Corp., St. Francis Hotel, Union Square, San Francisco, Calif. 94119. Phone 415-986-2151.

STATION'S PROGRAMMING DESCRIPTION
KKHI: Programmed for over 18 group.
MUSIC: serious music, from Renaissance to present. Music types range from operatic to grand opera, chamber ensembles to symphonies, European folk songs to cantatas. Music selected to suit time of day and audience availability. 6-9 am & 3-6 pm feature dances, overtures, encores. Also stock market and weather reports. Other daytime programs are telephone music quiz, arias, symphonies, concertos, plus vignettes on composers and artists. Evening hours, 6 pm-sign-off, feature concertos, traditional and art songs, classic and romantic music. Sun 9 pm-12M complete opera. Live broadcasts during symphony and opera season. News at :55 hourly. Contact Representative for further details. Rec'd 4/7/69.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Elmer O. Wayne.
 Operations Manager—Keith Lockhart.
 General Sales Manager—James P. Hickey.
- REPRESENTATIVES**
 McGavron-Gullid-PGW Radio, Inc.
- FACILITIES**
 10,000 w.; 1550 kc. Directional—separate patterns day and night.
 Operating schedule: 6 am-midnight daily.
FM FACILITIES
 ERP 5,600 (horiz.), 5,600 (vert.); 95.7 mc. Stereo.
 Antenna ht.: 1,473 ft. above average terrain.
- AGENCY COMMISSION**
 15% no cash discount. Bills payable 15th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
 Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47e, 50, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 7 Eff 7/1/69—Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS				
PER WK:	1 MINUTE	1 MINUTE	1 MINUTE	1 MINUTE
I.....	42	40	38	34 31 29 28
Commute.....	36	34	32	29 27 26 25
II.....	30	29	28	26 24 23 22

7. PACKAGE PLANS				
1 MINUTE ROS—BTA				
PER WK:	1x	13x	26x	52x
1 ti.....	20	20	215	200 185 160
(+)	145	140	135	130 120 110 100
1/4 hr.....	105	100	95	90 78 70 65

8. PROGRAM TIME RATES				
PER WK:	1x	13x	26x	52x
(*).....	185	180	155	145 135 125 115
(+)	105	100	95	87 79 71 65
1/4 hr.....	70	65	60	56 52 46 42

10. SPECIAL FEATURES				
5-minutes newscasts—1x 1-min rate in Class I, II or Commute.				
ANNUAL DISCOUNTS				
52 consec wk-8%.				

KLOK

SAN JOSE

City of license, San Jose, Calif.
 San Francisco office—843 Montgomery St., San Francisco, Calif. 94133. Phone 415-391-0286.
 See listing under San Jose, Calif.

Advertisement

STATION'S PROGRAMMING DESCRIPTION
 Program for adults 18-49.
MUSIC: A mix of contemporary, standard, pop, oldies, and selected new releases. 6-10 a.m. Weekdays features boy and girl team; music-contests. Six additional air personalities throughout the day. **NEWS:** 5 minutes news hourly throughout the day; 10 minutes at 10 p.m. UPI audio and wire services. Contact representative for further details.

- PERSONNEL**
 Exec. Vice-Pres., Gen. Mgr. & Program Dir.—Wm. H. Weaver.
 Station Mgr. & Gen. Sales Mgr.—Wm. R. Spendlove.
- REPRESENTATIVES**
 H-R Representatives, Inc.
- FACILITIES**
 10,000 w. days, 5,000 w. night; 1170 kc. Directional—separate patterns day and night.
 Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
 15/0 net time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
 Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 29a, 33d.
 Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60i, 60k, 61c, 62d.
 Cancellation: 70c, 71a, 72, 73a, 73b.

TIME RATES

No. 132 Eff 8/1/69—Rec'd 7/21/69.

6. SPOT ANNOUNCEMENTS				
PER WK:	1 min	30 sec	30 sec	30 sec
6 ti.....	45	41	31	41 37 27
12 ti.....	43	39	29	39 35 25
18 ti.....	41	37	27	37 33 23
24 ti.....	39	35	25	35 31 21
30 ti.....	37	33	23	33 29 19
36 ti.....	35	31	21	31 27 17

13 WEEKS				
6 ti.....	42	38	28	38 34 24
12 ti.....	40	36	26</	

San Francisco-Oakland—
KMPX (FM)—Continued

DISCOUNTS

13 wks—3% 26 wks—6% 39 wks—9% 52 wks—12%

7. PACKAGE PLANS

1 min.	Per wk
Pkg 1—12 tl (3AAA, 3AA, 3A, 3B)	140
Pkg 2—24 tl (7AAA, 7AA, 7A, 7B)	250
Pkg 3—58 tl (18AAA, 18AA, 18A, 18B)	500

ROB PLANS

Plan 1—20 tl 10 am-7 pm	200
Plan 2—30 tl 7 am-7 pm	300
Plan 3—20 tl wknd	180

All spots preemptible by fixed position. 2 week maximum contract with renewal option.

KNBR KNBR-FM

1922 1949
SAN FRANCISCO
An NBC Owned Station
NBC Radio Network
The Eastman Station

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 7710 8.00
National Broadcasting Company, Inc., Fox Plaza,
The Civic Center, San Francisco, Calif. 94102.
Phone 415-628-6700.

1. PERSONNEL
Station Manager—Dale Moudy,
Manager Sales—Doty Edouarde.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
50,000 w. clear channel; 680 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
FM—ERP 45,000 w.; 99.7 mc.
Operating schedule: 18 hours daily. PST.
More than 50% of the schedule is non-duplicating.
Antenna ht.: 1,244 ft. above average terrain.

4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Contracts: 40b, 41, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60b, 60h, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and Eastman Radio Networks.
Rates and discounts based on cumulative week of
broadcasting within contract period.
Contracts for announcements, participations, and station
breaks accepted 30 days before initial broadcast.

TIME RATES
No. 24 ET 10/1/68—Rec'd 10/21/68.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl	30 tl
AAA	75	68	60	55	50	45
AA	60	55	50	45	40	35
A	50	45	41	37	33	30
B	28	24	22	20	18	16

20/30 SECONDS

AAA	60	55	50	45	40	35
AA	48	44	40	36	32	28
A	40	37	34	31	28	24
B	28	24	22	20	18	16

10 SECONDS

A	30	26	24	22	20	18
B	21	17	16	15	14	13

All spots rotate in time classes. Limited rotation, extra 15%. All spots combinable for frequency.

CUMULATIVE WEEKLY DISCOUNTS—CONTRACT YEAR

13 wk—9-1/2%	39 wk—7-1/2%
26 wk—6%	52 wk—10%

7. PACKAGE PLANS

SIX PACKAGE

1 SPOT PER DAY, MON THRU FRI:
Morning Drive with Frank Dilll 6-10 am.
Housewife Time with Dave Niles & Don Clark—10 am-3 pm.
Afternoon Drive with Don Clark & Les Williams—3-7 pm.
Evening with Les Williams & Joe Gillespie—7 pm-midnight.

4 SPOTS PER DAY, SAT:
Saturday with Les Williams 9 am-1 pm.

PER WK: 1 min 30 sec 603 550
If baseball preempts, spots rescheduled in best available positions.

KNEW
1922
OAKLAND-SAN FRANCISCO
Metromedia Radio

METRO RADIO SALES
NAB RAB

Media Code 4 205 7740 5.00
Metromedia Radio, A Metromedia Company, Box
910, 66 Jack London Square, Oakland, Calif. 94607.
Phone 415-836-0910.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Verner Paulsen,
General Sales Manager—Robert Klein,
Program Director—Ron Reynolds.

2. REPRESENTATIVES
Metromedia Sales.

3. FACILITIES
5,000 w. 110 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10a, 12b, 14a, 15a.
Basic Rates: 20b, 21a, 22, 24a, 24c, 27, 30, 32b.
Contracts: 40b, 41, 44b, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Rates include 20% talent and production charge.
(* Rates quoted, herein, are guaranteed for period of 13 weeks from effective date of any increase in these rates, provided that advertising equalling weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.)

NATIONAL AND LOCAL RATES SAME
No. C ET 3/31/69—Rec'd 3/31/69.

AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 4-7 pm.
B—Mon thru Fri 10 am-4 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-2 am.
D—Mon thru Sun 3-7 pm.

6. SPOT ANNOUNCEMENTS

WEEKLY—ROTATING

CLASS AA

PER WK: (*)	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.	70	60	55	50	—	—
20/30 sec.	55	48	44	40	—	—
10 sec.	35	30	28	25	—	—

CLASS A

1 min.	50	45	40	35	30	—
20/30 sec.	40	36	32	28	24	—
10 sec.	25	23	20	18	15	—

CLASS B

1 min.	40	36	30	28	24	20
20/30 sec.	32	29	24	22	19	16
10 sec.	20	18	15	14	12	10

CLASS C

1 min.	20	18	15	14	12	10
20/30 sec.	16	14	11	10	8	7
10 sec.	10	9	8	7	6	5

(* Specified hour or day.)

CLASS D
50% of Class C 1-min.
Class AA counts as two spots to earn Weekly Frequency Discounts in all time classifications except Class AA.

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS

PER WK:	1 min	20/30	10 sec
Plan A 12 (2AA, 2A, 4B, 4C)	312	250	156
Plan B 18 (3AA, 3A, 6B, 6C)	452	346	216
Plan C 24 (4AA, 4A, 8B, 8C)	528	422	264
Plan D 36 (6AA, 6A, 12B, 12C)	720	576	360

Spots must be scheduled equally over 7-day period and rotate within time classifications.
Weekly Circulation Plans are offered on a preemptible basis at station's discretion for a full rate card advertiser.
In the event of preemption, spots will be made good in comparable or better time periods at the earliest possible convenience and prior to expiration of schedule.
Weekly Circulation Plans earn 52 consecutive weeks discount. Weekly Circulation Plans do not contribute to Weekly Circulation Plans for further Weekly Frequency.
Weekly Circulation Plans may combine with Minutes, Newscasts, 20/30-seconds and ID's to earn Weekly Frequency Discounts on face of card rates only.

8. MINUTE NEWSCASTS

PER WK, ROTATING

PER WK:	AA	A	B	C
1 tl	70	55	40	25
5 tl	65	48	36	20

FREQUENCY COMBINATION
Minutes, Newscasts, 20/30-seconds and ID's may combine to earn Weekly Frequency Discounts.
Weekly Circulation Plans may combine with Minutes, Newscasts, 20/30-seconds and ID's to earn Weekly Frequency Discounts on the face of card rates only.
Weekly Circulation Plans do not combine with Weekly Circulation Plans for further Weekly Frequency.

FREQUENCY DISCOUNT
52 consec wk 10%
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

KOFY
1946
SAN MATEO
Spanish

Media Code 4 205 7770 2.00
Spanish Broadcasting System, Inc., 100 California St., San Francisco, Calif. 94111. Phone 415-982-9933.
Other office: 401 S. King Rd., San Jose, Calif. Phone 408-251-0854.
New York Sales Office: 565 5th Ave., New York, N. Y. 10017. Phone 212-687-8436.

1. PERSONNEL
President—H. Scott Killgore.
General Manager—F. T. Brennan.
Program Manager—Jes Carlos.

2. REPRESENTATIVES
New York, Chicago, Atlanta—UBC Sales, Inc.
Los Angeles—Tracy Moore and Associates.
San Francisco—Call station collect.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20b.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c.
Prod. Services: 80.

TIME RATES
No. 8A ET 1/1/69—Rec'd 12/6/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	312x	624x	1024x
1 min	13.00	12.50	12.00	11.50	11.00	10.50	10.00
30 sec	10.00	9.50	9.25	9.00	8.75	8.50	8.00

827.700
SPANISH SPEAKING PEOPLE
LIVE IN
NORTHERN CALIFORNIA



BUY
KAZA-KCVR-KGST
AND YOU'LL REACH
ALL OF THEM!

CALL NOW

KAZA — (408) 295-5739
KCVR — (209) 466-0626
KGST — (209) 266-9901

*Compare to 905,550
in Los Angeles County

7. PACKAGE PLANS

WEEKLY SPOT PACKAGES—ROS
(Minimum 4 weeks)

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.	11.00	10.50	10.00	9.50	9.00
30 sec.	7.75	7.50	7.25	7.00	6.75

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	156x	260x	312x
1/2 hr.	53	50	47	43	40	37
1 hr.	98	96	94	92	91	90
5 min.	20	19	18	17	16	15

(* 17.50.) (CR)

KOIT (FM)
1959
SAN FRANCISCO

AVCO RADIO SALES

Media Code 4 205 7800 7.00
Avco Radio Corporation, 1 Nob Hill Circle, San Francisco, Calif. 94108. Phone 415-397-2500, TWX 910-372-6585.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Howard S. Kester.
General Sales Manager—Gilbert L. Bond.
Program Director—Dick Starr.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
ERP 25,100 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 660 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
See KYA listing for coded regulations.
AM facilities: KYA.
Sold in combination with KYA. See that listing for rates.

TIME RATES
No. 2 ET 5/15/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS

AAA—Mon thru Sun 4 pm-midnight; Sat & Sun noon-4 pm.
AA—Mon thru Fri noon-4 pm.
A—Mon thru Sun 6 am-noon.

1 MINUTE

PER YR:	PER WK:	AAA	AA	A
1 tl	1 tl	15.50	13.50	12.00
3 tl	3 tl	15.00	13.00	11.00
6 tl	6 tl	14.50	12.50	10.75
9 tl	9 tl	14.25	12.00	10.50
12 tl	12 tl	14.00	11.50	10.25
15 tl	15 tl	13.75	11.00	10.00
18 tl	18 tl	13.50	10.75	9.60
21 tl	21 tl	13.00	10.50	9.00
24 tl	24 tl	12.50	10.00	8.50
30 tl	30 tl	11.50	9.50	8.00
36 tl	36 tl	11.00	9.00	7.50
48 tl	48 tl	10.50	8.00	7.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(* Fixed position and news participations (ID news open and first 1-min spot; or second 1-min spot and ID close.
10% discount on Annuplan for consecutive 52 weeks; minimum rate holder 3 spots per week.

KPAT
1923
BERKELEY

Media Code 4 205 7830 4.00

KPAT, Inc., an affiliate of The Wright Broadcasting Co. 801 Ashby Ave., Berkeley, Calif. 94710.
(Mailing address for all copy.) Phone 415-848-7713.

STATION'S PROGRAMMING DESCRIPTION
KPAT: programmed for adults.
MUSIC: runs in uninterrupted 10 minute segments. General popular music (emphasis on middle of the road standards, showtunes, current hits).
NEWS: 5 minutes on the hour. News, sports, or weather headlines on half hour. SPORTS: during skiing and boating seasons, ski resort road, weather and skiing conditions and San Francisco Bay marine weather, wind and tide conditions are scheduled 6 times daily. Ski/boat news scheduled once daily. Remote coverages of ski/boat races and events. Commercials limited to 12 per hour. Contact Representative for further details. Rec'd 9/28/68.

1. PERSONNEL
President—Dickens J. Wright.
Vice-Pres. & Gen'l Mgr.—Howard J. Haman.
Vice-Pres. & Gen'l Sales Mgr.—John D. Hamilton.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 19 hours daily PST.
Partial simulcast operation. Simulcast 5:30-10 am Mon thru Fri; 5:30-6 pm Sat & Sun. For non-simulcast facilities see KPAT-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 29a, 33a.
Contracts: 40a, 41, 47a.
Comb.: Cont. Discounts: 60f, 60h, 61a.
Cancellation: 70d, 71a.

TIME RATES
AM/PM COMBINATION RATES
No. 11 ET 1/1/69—Rec'd 12/23/68.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 7 pm-midnight.

7. PACKAGE PLANS

WEEKLY PLANS

(*)	1 tl	3 tl	6 tl	12 tl	18 tl	24 tl	36 tl
AAA	45.00	35.00	28.00	23.00	21.00	19.00	17.00
AA	35.00	30.00	25.00	20.00	18.00	16.00	14.00
A	25.00	22.00	20.00	18.00	16.00	14.00	12.00

(This listing continued on next page)

CALIFORNIA

San Francisco-Oakland—K P A T—Cont'd

30 SECONDS

AAA	35.00	30.00	22.50	18.50	16.75	15.25	14.50	13.50
AA	30.00	25.00	20.00	16.00	14.50	12.75	12.00	11.25
A	20.00	17.50	16.00	14.50	12.75	11.25	10.50	9.50

(*) Fixed.
Class B: 60% of A rate.
10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
BULK PACKAGES
104x 208x 312x 520x 1040x
1 min..... 19.00 18.00 17.00 16.00 14.00
30 sec..... 15.25 14.50 13.50 12.75 11.25

10. SPECIAL FEATURES
3-5 min feature—applicable 1-min plus 10.00.
1-1/2-3 min feature—applicable 1-min plus 5.00

K P A T-FM

1949
BERKELEY

Media Code 4 205 7831 2.00
KPAT, Inc., an affiliate of The Wright Broadcasting Co., 501 Ashby Ave., Berkeley, Calif. 94710. (Mailing address for all copy). Phone 415-848-7713.
STATION'S PROGRAMMING DESCRIPTION
KPAT-FM: programmed for adults.
MUSIC: runs in uninterrupted 10 minute segments. General popular music (emphasis on middle of the road, standard, showtunes, film music, current hits).
NEWS: 5 minutes on the hour. News, sports, or weather headlines on half hour. SPORTS: during skiing and boating seasons, ski resort road, weather and skiing conditions and San Francisco Bay marine weather, wind and tide conditions are scheduled 6 times daily. Ski-boat news scheduled once daily. Remote coverage of ski/boat races and events. Commercials limited to 12 per hour. Contact Representative for further details. Rec'd 9/28/68.

- PERSONNEL**
President—Dickens J. Wright.
Vice-Pres. & Gen'l Mgr.—Howard J. Haman.
Vice-Pres. & Gen'l Sales Mgr.—John D. Hamilton.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES** ERP 50,000 w.; 102.9 mc. Stereo. Operating schedule: 19 hours daily. PST. Partial simulcast operation. Operated separately 10 am-sign-off Mon thru Fri; 8 pm-sign-off Sat & Sun. For simulcast facilities see KPAT.
- AGENCY COMMISSION** 15/0 time only.
- GENERAL ADVERTISING** See coded regulations. See KPAT listing for coded regulations.

TIME RATES

No. 3 ET 3/1/68—Rec'd 3/4/68.

6. SPOT ANNOUNCEMENTS
(9 am-midnight Mon thru Fri)

PER WK:	5 ti	10 ti	15 ti	25 ti
1 min.....	8.00	7.50	7.00	6.00
30 sec.....	6.50	6.00	5.50	5.00

All FM only schedules preemptible and scheduled BTA. Preempted spots made up in next closest availability.

CONSECUTIVE WEEK DISCOUNTS

26 wk—5%	52 wk—10%
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8. PROGRAM TIME RATES
PER WK, 1/2 HR:

13 wk.....	80	75	70
26 wk.....	75	70	65
52 wk.....	70	65	60

KRON (FM)

1959
SAN FRANCISCO

Subscriber to the NAB Radio Code
Media Code 4 205 7890 8.00
Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, Calif. 94119. Phone 415-441-4444. TWX 415-393-7632.

STATION'S PROGRAMMING DESCRIPTION
KRON (FM): Programmed for general interest. NEWS: 5 min at 6:55 am, 7:55 am, 9:55 am, 10:55 am, & 11:55 am. 5-5:30 pm discussion and educational programs, 6:30-8 pm light ballet and other dance music. 6-6:55 pm standards, 7-7:55 pm showtunes, 8-9:55 pm serious orchestra and vocal music of all periods with complete opera Mon. 10-10:55 pm miscellaneous light classics, film music, novelties, old standards and new release samplings. 11-11:55 pm serious chamber and solo forms. Rec'd 7/31/67.

- PERSONNEL**
President—Harold P. See.
Vice-Pres. & Gen'l Mgr.—Al Constant.
General Sales Manager—C. E. Cooney.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES** ERP 13,500 w.; 96.5 mc. Operating schedule: 5:00 p.m. to midnight Monday through Saturday. PST. Antenna ht.—1,231 ft. above average terrain.
- AGENCY COMMISSION** 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 4a, 5, 8. Basic Rates: 20a, 22a, 22b, 23a, 24a, 26, 28a. Contracts: 40a, 42a, 43, 45, 48. Comb.: Cont. Discounts: 60a, 61a, 61b. Cancellation: 70a, 70c, 71a, 73a. TV facilities: KRON-TV. Current advertisers receive 12 months' protection on programs, 6 months' on announcements under current rate card.

TIME RATES

Rev 9/15/68—Rec'd 9/12/66.

6. SPOT ANNOUNCEMENTS
1 min or 20 sec. flat..... 5

8. PROGRAM TIME RATES
1 hr. flat..... 80

K S A N (FM)

1958
SAN FRANCISCO

Media Code 4 205 7900 5.00
Metromedia Stereo—A Division of Metromedia, Inc., 211 Sutter St., San Francisco, Calif. 94108. Phone 415-988-2825.

STATION'S PROGRAMMING DESCRIPTION
KSAN (FM): Programmed for young adults.
MUSIC: albums, mixing rock, folk rock, classical, jazz. Periodic specials featuring well known musicians or groups. NEWS: dramatized and produced, occasionally using satirical techniques. 5 min at 8:30 am, 11:30 am, 1:30 pm, 3:30 pm, 5:30 pm, 8 pm, 10:30 pm & 1:30 am. Contact Representative for further details. Rec'd 6/2/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Willis Duff.
Prom. & Mdsgr.—Mary Turner.
Sales Manager—Whitney Harris.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES** ERP 35,000 w. (horiz.), 35,000 w. (vert.); 94.9 mc. Stereo. Operating schedule: 24 hrs. daily. PST. Antenna ht.: 1140 ft. above average terrain.
- AGENCY COMMISSION** 15/0.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 11b, 14c. Basic Rates: 22a, 23a, 33c. Contracts: 40a, 45, 46. Comb.: Cont. Discounts: 60f.

TIME RATES

No. 10 ET 8/15/69—Rec'd 7/18/69.

AA—Mon thru Sun 4 pm-midnight.
A—Mon thru Sun 6 am-4 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	36 ti	24 ti	18 ti	12 ti	6 ti	1 ti
AA.....	14	18	20	22	24	
A.....	10	11	12	14	16	18

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION PLANS—ROS
PER WK: 36 ti 24 ti 18 ti 12 ti 6 ti 1 ti
1 min..... 350 270 220 180

1-YEAR FIRM—ROS
1-min. 1000x per spot..... 9.50
Rate protection 28 weeks from date of any rate increase.

CONSECUTIVE WEEK DISCOUNTS

13 wk—5%	26 wk—10%	52 wk—15%
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(*) Applied as earned.

COMMITMENT RATEHOLDER
All spots combine for frequency discounts.
Minimum 40.00 weekly.

K S A Y

1957
SAN FRANCISCO

Subscriber to the NAB Radio Code
Media Code 4 205 7920 3.00
KSAY Broadcasting Co., 433 Natoma St., San Francisco, Calif. 94103. Phone 415-391-0558.

STATION'S PROGRAMMING DESCRIPTION
KSAY: MUSIC, modern country and western. Maximum music minimum talk. NEWS: Network on hour and half hour. SPORTS: Northern California races direct from track. Roller derby direct reports, college football. Contact Representative for further details. Rec'd 4/4/68.

- PERSONNEL**
President—Grant R. Wrathall.
General Manager—Stanley Breyer.
Sta. & Sales Mgr.—Clair Balverson.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES** ERP 10,000 w. days; 101.0 kc. Directional. Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION** 15/0 time only. All bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16. Basic Rates: 20b, 21b, 22b, 23a, 24a, 24b, 24c, 26, 28a, 28c, 28a, 32a, 33a. Contracts: 40a, 41a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a. Comb.: Cont. Discounts: 60a, 60d, 60e, 60g, 60h, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Limit of 15 spots per day to single advertisers. Affiliated with MBS. Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 18 ET 10/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS
10 sec. flat..... 7

7. PACKAGE PLANS
WEEKLY PACKAGE
PER WK: 1 ti 15 ti 25 ti 36+
1 min..... 17.50 16.50 15.50 14.00
30 sec..... 14.50 13.50 12.50 11.00

MONTHLY PACKAGE
(4-12 consec wks)
1 min..... 18.50 15.50 14.00 13.00
30 sec..... 13.50 12.50 11.50 10.50

(13+ consec wks)
1 min..... 15.50 14.50 13.50 12.00
30 sec..... 12.50 11.50 10.50 9.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	140	85	45	35
52 x.....	130	80	40	30
312 x.....	120	75	38	28
312 x.....	110	70	35	25

Sunday programs charged at open rate.

KSFO

1925
SAN FRANCISCO

MAJOR MARKET RADIO, INC.

Subscriber to the NAB Radio Code
Media Code 4 205 7950 0.00
Golden West Broadcasters, 950 California St., San Francisco, Calif. 94108. Phone 415-982-5500. TWX SF 5-393-9917.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bert S. West.
Vice-Pres. Sales—James A. Brown.
Program Director—Alan M. Newman.
- REPRESENTATIVES**
Major Market Radio, Inc.
- FACILITIES** 5,000 w. days, 1,000 w. nights; 560 kc. Non-directional. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION** 15/0 net time and talent; payable when rendered.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10b, 11b, 12b, 15b. Basic Rates: 20a, 21a, 21b, 22a, 23a, 28b, 28c, 29a, 30, 33b. Contracts: 40a, 41, 45, 46, 48, 51c. Cancellation: 71a, 72, 73b. Prod. Services: 82. Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 29 ET 11/1/68—Rec'd 10/24/68.

Morning Commute (MC)—Mon thru Fri 6:05-10:05 am. Rotating.
Commute Club (CC)—Mon thru Fri 8-7 pm. Rotating.

A—Mon thru Fri 10:05 am-3 pm & 7-9 pm; Sat & Sun 6 am-8 pm. Rotating Sat 6:05-9:05 am.
B—Sun thru Sat 8 pm-midnight. Rotating.
C—Sun thru Sat midnight-8 am. Rates on request.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	MC	CC	A	B	MC	CC	A
1 x.....	120	110	80	40	96	88	64
52 x.....	110	100	70	35	90	80	56
312 x.....	100	90	60	30	80	72	48
312 x.....	95	85	55	27	76	68	44
520 x.....	90	80	51	25	72	64	40
780 x.....	85	75	48	23	68	60	37
1040 x.....	80	70	45	21	65	56	34
1300 x.....	75	65	42	20	60	52	33

CONSECUTIVE WEEK DISCOUNTS

13 wk—5%	26 wk—10%	52 wk—15%
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(*) 1 min or less.

30 SECONDS

MC	80	80	80	80	80
CC	65	65	65	65	65
A	55	52	48	45	42

- PERSONNEL**
President—Grant R. Wrathall.
General Manager—Stanley Breyer.
Sta. & Sales Mgr.—Clair Balverson.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES** ERP 10,000 w. days; 101.0 kc. Directional. Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION** 15/0 time only. All bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16. Basic Rates: 20b, 21b, 22b, 23a, 24a, 24b, 24c, 26, 28a, 28c, 28a, 32a, 33a. Contracts: 40a, 41a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a. Comb.: Cont. Discounts: 60a, 60d, 60e, 60g, 60h, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Limit of 15 spots per day to single advertisers. Affiliated with MBS. Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 18 ET 10/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS
10 sec. flat..... 7

7. PACKAGE PLANS
WEEKLY PACKAGE
PER WK: 1 ti 15 ti 25 ti 36+
1 min..... 17.50 16.50 15.50 14.00
30 sec..... 14.50 13.50 12.50 11.00

MONTHLY PACKAGE
(4-12 consec wks)
1 min..... 18.50 15.50 14.00 13.00
30 sec..... 13.50 12.50 11.50 10.50

(13+ consec wks)
1 min..... 15.50 14.50 13.50 12.00
30 sec..... 12.50 11.50 10.50 9.50

- PERSONNEL**
President—Grant R. Wrathall.
General Manager—Stanley Breyer.
Sta. & Sales Mgr.—Clair Balverson.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES** ERP 10,000 w. days; 101.0 kc. Directional. Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION** 15/0 time only. All bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16. Basic Rates: 20b, 21b, 22b, 23a, 24a, 24b, 24c, 26, 28a, 28c, 28a, 32a, 33a. Contracts: 40a, 41a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a. Comb.: Cont. Discounts: 60a, 60d, 60e, 60g, 60h, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Limit of 15 spots per day to single advertisers. Affiliated with MBS. Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 18 ET 10/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS
10 sec. flat..... 7

7. PACKAGE PLANS
WEEKLY PACKAGE
PER WK: 1 ti 15 ti 25 ti 36+
1 min..... 17.50 16.50 15.50 14.00
30 sec..... 14.50 13.50 12.50 11.00

MONTHLY PACKAGE
(4-12 consec wks)
1 min..... 18.50 15.50 14.00 13.00
30 sec..... 13.50 12.50 11.50 10.50

(13+ consec wks)
1 min..... 15.50 14.50 13.50 12.00
30 sec..... 12.50 11.50 10.50 9.50

- PERSONNEL**
President—Grant R. Wrathall.
General Manager—Stanley Breyer.
Sta. & Sales Mgr.—Clair Balverson.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES** ERP 10,000 w. days; 101.0 kc. Directional. Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION** 15/0 time only. All bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16. Basic Rates: 20b, 21b, 22b, 23a, 24a, 24b, 24c, 26, 28a, 28c, 28a, 32a, 33a. Contracts: 40a, 41a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a. Comb.: Cont. Discounts: 60a, 60d, 60e, 60g, 60h, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80. FM facilities: KOIT (FM).

KSOL

1922
SAN FRANCISCO

Independent Negro

Media Code 4 205 8010 2.00
KSAN, Inc., 150 8th St., San Francisco, Calif. 94103. Phone 415-826-5585.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Alan Schultz.
Operations Manager—Herb Campbell.
Program Manager—Tom Johnson.
- REPRESENTATIVES**
New York, Chicago—Greener, Hiken, Sears.
Atlanta, Dallas—Dora-Clayton Agency, Inc.
Los Angeles—Advertising Sales West.
- FACILITIES** 1,000 w. days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION** 15/0 time only.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5a, 7a, 8. Rate Protection: 10a, 11b, 12b, 15b. Basic Rates: 20a, 21a, 21b, 22a, 23a, 28b, 28c, 29a, 30, 33b. Contracts: 40a, 41, 45, 46, 48, 51c. Cancellation: 71a, 72, 73b. Prod. Services: 82. Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 4/14/69—Rec'd 5/2/69.

AA—6-10 am & 3-7 pm.
A—ROS

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
312 x.....	20.00	18.00	18.50	16.00
624 x.....	17.00	15.00	15.50	13.50
1248 x.....	16.00	14.00	14.50	12.50

- PERSONNEL**
President—Richard Eaton.
General Manager—Genevieve Garcia.
- REPRESENTATIVES**
UBC Sales, Inc.
- FACILITIES** ERP 3,800 w. (horiz.), 3,800 (vert.); 107.7 mc. Operating schedule: 6 am-2 am daily. PST. Antenna ht.: 1,588 ft. above average terrain.
- AGENCY COMMISSION** 15%.
- GENERAL ADVERTISING** See coded regulations. General: 1b, 2b, 3a, 4a, 5, 6a, 7a. Rate Protection: 10a, 15a. Basic Rates: 20b. Contracts: 40a, 45. Comb.: Cont. Discounts: 60f. Cancellation: 70a, 70c. Prod. Services: 80. Spanish language broadcasts. Member: Latin Network.

KVEZ (FM)

1962

SAN MATEO

A Tele-Broadcasters Station
Media Code 4 205 8040 9.00
Intercontinental Radio, Inc., 600 S. Bayshore Blvd., San Mateo, Calif. 94401. Phone 415-847-6638.

- PERSONNEL**
President—Richard Eaton.
General Manager—Genevieve Garcia.
- REPRESENTATIVES**
UBC Sales, Inc.
- FACILITIES** ERP 3,800 w. (horiz.), 3,800 (vert.); 107.7 mc. Operating schedule: 6 am-2 am daily. PST. Antenna ht.: 1,588 ft. above average terrain.
- AGENCY COMMISSION** 15%.
- GENERAL ADVERTISING** See coded regulations. General: 1b, 2b, 3a, 4a, 5, 6a, 7a. Rate Protection: 10a, 15a. Basic Rates: 20b. Contracts: 40a, 45. Comb.: Cont. Discounts: 60f. Cancellation: 70a, 70c. Prod. Services: 80. Spanish language broadcasts. Member: Latin Network.

TIME RATES

ET 8/1/67—Rec'd 8/10/67.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.....	6.50	6.00	5.50	5.00
30 sec.....	4.50	4.00	3.50	3.00

KYA

1926
SAN FRANCISCO

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/15/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS

KYA
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Sun 7-10 pm; Sat & Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 10 pm-1 am.

KOIT (FM)
AAA—Mon thru Sun 4 pm-midnight; Sat & Sun noon-4 pm.
AA—Mon thru Fri—noon-4 pm.
A—Mon thru Sun 6 am-noon.

PER YR:	PER WK:	AAA	AA	A
52 x	1 t	88	56	50
52 x	3 t	84	54	48
78 x	6 t	82	52	46
104 x	9 t	81	50	44
156 x	12 t	80	47	42
260 x	15 t	79	46	40
312 x	18 t	78	45	39
520 x	21 t	76	44	38
780 x	24 t	74	42	36
1040 x	30 t	72	41	35
1300 x	36 t	70	39	33
1560 x	42 t	68	38	30

PER YR:	PER WK:	AAA	AA	A
52 x	1 t	78	66	59
52 x	3 t	75	64	56
78 x	6 t	73	71	54
104 x	9 t	72	59	52
156 x	12 t	71	55	49
260 x	16 t	69	54	47
312 x	18 t	68	53	46
520 x	21 t	66	52	45
780 x	24 t	65	50	42
1040 x	30 t	63	48	41
1300 x	36 t	62	46	39
1560 x	42 t	61	44	35

KYA/KOIT (FM) COMBINATION
10 sec: 50% of 1-min. 10 sec: 50% of 1-min.
(*) Fixed Position and News participations (ID News open and first 3-min spot; or second 1-min spot and ID close; All KYA newscast 10 min. 10% discount on Annuplan for 52 consecutive weeks; minimum rate holder 3 spots per week.

7. PACKAGE PLANS

SECTION II
CONVERTIBLE GRID PLANS/ROS
KYA
RED—Mon thru Fri 3-10 pm; Sat & Sun 10 am-7 pm.
WHITE—Mon thru Sun 6-10 am.
BLUE—Mon thru Fri 10 am-3 pm; Mon thru Sat 10 pm-1 am; Sat & Sun 7-10 pm.
KAIT (FM)
BTA—Mon thru Sun 6 am-midnight.

PER WK:	RED	WHITE	BLUE	COST
3 t	2	0	1	175
6 t	2	1	3	295
9 t	4	2	3	485
12 t	6	3	3	640
15 t	8	4	6	875
18 t	8	4	6	875
21 t	8	7	6	990
24 t	10	8	6	1160
30 t	12	9	9	1360

PER WK:	RED	WHITE	BLUE	COST
3 t	2	0	1	205
6 t	2	1	3	350
9 t	4	2	3	570
12 t	6	3	3	750
15 t	8	4	6	950
18 t	8	4	6	1030
21 t	8	7	6	1165
24 t	10	8	6	1365
30 t	12	9	9	1600

KYA/KOIT (FM) COMBINATION
30/20 sec: 80% of Grid package.
10 sec: 50% of Grid package.
Higher to lower—(Red to White; White to Blue)
2 Red convert to 3 White; 2 White convert to 3 Blue.
Lower to higher—(Blue to White; White to Red)
3 Blue convert to 2 White; 3 White convert to 2 Red.
Two-way Conversions—(Red to White and Blue to White only); 2 Red convert to 3 White; 3 Blue convert to 2 White.
KOIT (FM) spots do not convert.
Combinability—Weekly frequency/Annuplan spots in designated time class may be added to Convertible Grid Plans at applicable rates, but do not convert.
Section II Convertible Grid Plan advertisers may switch to Section I Annuplan rates at any time during contract year at earned Annuplan rates (CGP spots before conversion) on non-retroactive basis for balance of contract.

SAN GABRIEL

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

SAN JOSE (5 AM; 6 FM)

(including Santa Clara; Los Gatos)
2 Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city listing. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

K A Z A
1957
CITY OF LICENSE
GILROY

Spanish Language

(This is a paid duplicate of the listing appearing under Gilroy.)
Media Code 4 205 2250 0.00
South Valley Broadcasters, 53 W. San Fernando St., San Jose, Calif. 95113. Phone 285-8737, 8739.
Main Studio: 59 N. Monterey St., Gilroy, Calif. 95020. Phone 842-3155.

- PERSONNEL
General Manager—Richard E. Ryan.
Sales Manager—Eugene Hogan.
Program Director—Enid Eldridge.
- REPRESENTATIVES
New York, Chicago, Atlanta, Dallas—Savall/Gates, Inc.
San Francisco—Don R. Pickens Co.
Los Angeles—Harlan G. Oakes, Inc.
- FACILITIES
5,000 w. days; 1290 kc. Directional.
Operating schedule: 5:00 am-local sunset. PST.
- AGENCY COMMISSION
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47e, 48, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group.

TIME RATES
Eff 12/1/68—Rec'd 1/26/67.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
1 x	9.50	7.10	4.75
13 x	9.25	6.90	4.60
26 x	9.00	6.75	4.50
52 x	8.75	6.50	4.40
104 x	8.50	6.30	4.25
260 x	8.25	6.20	4.10
312 x	8.00	6.00	4.00
624 x	7.50	5.75	3.75

7. PACKAGE PLANS	1-MINUTE SPOT PACKAGES	1 wk	13 wk	26 wk	52 wk
PER WK:	1 wk	13 wk	26 wk	52 wk	
10 t	8.50	8.25	8.00	7.75	
15 t	8.25	8.00	7.75	7.50	
20 t	8.00	7.75	7.50	7.25	
25 t	7.75	7.50	7.25	7.00	

80/20 sec: 75% of above rates.
8. PROGRAM TIME RATES
1/2 hr..... 50.00 47.50 45.00 42.50 40.00 37.50 35.00
1/4 hr..... 30.00 28.50 27.00 25.50 24.00 22.50 21.00
5 min..... 15.00 14.25 13.50 12.75 12.00 11.25 10.50 (D)

K B A Y (FM)
1963
SAN JOSE

(Subscriber to the NAB Radio Code)
Media Code 4 205 6130 8.00
United Broadcasting Company, Hotel De Anza, San Jose, Calif. 95113. Phone 408-298-2983.

STATION'S PROGRAMMING DESCRIPTION
KBAY (FM): Programmed for adults.
MUSIC: pop-standards new and old. COMMERCIAL POLICY: 2 minutes each 10 minute segment. No other talk except time signals and station breaks.
Contact Representative for further details. Rec'd 11/4/68.

- PERSONNEL
General Manager—Floyd Farr.
Station Manager—Ray Hollingsworth.
National Sales Manager—Len C. Smith.
- REPRESENTATIVES
Herbert E. Groskins & Co.
- FACILITIES
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. PST, DST.
Antenna ht.: 2580 ft. above average terrain.
- AGENCY COMMISSION
15%. All bills payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a, 73b.
Member: The Groskins Group.

TIME RATES
Eff 12/1/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS	1x	15x	30x	60x	125x	250x	500x
1 min.....	25	23	22	21	20	19	18

8. PROGRAM TIME RATES

1 hr.....	15x	30x	60x	125x	250x	500x	
1 hr.....	150	143	138	129	123	117	111
1/2 hr.....	113	107	102	97	92	87	83
5 min.....	64	61	58	55	52	49	47

9. PARTICIPATING PROGRAMS
Doug Pledger—Mon thru Fri 10 pm-midnight, add 15%.

KEEN
1947
SAN JOSE

Country and Western

(Subscriber to the NAB Radio Code)
Media Code 4 205 8160 5.00
United Broadcasting Co., Hotel De Anza, San Jose, Calif. 95113. Phone 408-287-8222.
STATION'S PROGRAMMING DESCRIPTION
KEEN: Programmed for general audience. MUSIC: country and western 100%. NEWS: network on half hour, local news headlines on hour. Traffic reports by hot line at intervals 6-9 am & 8-7 pm. Time signals and area weather reports frequently throughout broadcast day. RELIGIOUS: programs Sun 10%. SPORTS: all five major college football and basketball weekends and evenings. Public affairs: Sun 6-7:30 pm & 10-11 pm. FARM: Sun 6-6:30 am. AIR PERSONALITIES handle all segments, and taped commercials by them are interchangeable. Personalities available for remote broadcasts, store openings, shopping center sales, etc. Contact Representative for further details. Rec'd 10/30/68.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—B. Floyd Farr.
Sec'y-Treas. & Station Mgr.—George D. Snell.
National Sales Manager—Robert J. Blum.
- REPRESENTATIVES
Bernard Howard & Co., Inc.
- FACILITIES
1,000 w.; 1376 kc.
Directional—separate patterns day and night
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15% on net time; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70c, 71a, 73a.
Member: MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 1/1/68—Rec'd 11/17/67.

7. PACKAGE PLANS	TRAFFIC TIMES—6-9 AM & 9-7 PM	PER WK:	5 t	10 t	20 t	30 t	40 t	50 t
1 min.....	23.00	21.00	10.50	18.00	16.50	15.00	13.50	12.00
30 sec.....	18.00	16.75	15.50	14.00	13.00	11.75	10.50	9.00
15 sec.....	13.00	12.50	12.00	11.00	10.00	9.00	8.00	7.00

WESTERN STAR TIMES—11 PM-6 AM
PER WK: 5 t 10 t 20 t 30 t
1 min..... 6.00 5.00 4.50 4.25
30 sec..... 4.50 4.00 3.50 3.25

8. PROGRAM TIME RATES
1/2 hr..... 9x 52x 260x 500x
1/4 hr..... 55 50 25 21
5 min..... 80 28 23 21

KEGL
(formerly KGNU)
1963
SANTA CLARA

Media Code 4 205 8190 2.00
Barnes Enterprises, Inc., 1241 Franklin Mall, Santa Clara, Calif. 95052. Phone 408-248-1430.

STATION'S PROGRAMMING DESCRIPTION
KEGL: Programmed for community interest.
NEWS: network news on half hour, local 30 min.
MUSIC: popular and middle-of-the-road for 21 year and older group. SPORTS: 1 sports report per hour, of local and national interest. Major PGA golf tournaments, auto races, university and college football. Air traffic reports. Short comments by personalities who take part in community affairs. Actualities, local news and public service. Contact Representative for further details. Rec'd 10/2/68.

- PERSONNEL
President—Robert J. Hoth.
Station Manager—Mel Peterson.
National Program Director—Chris Lane.
- REPRESENTATIVES
Advertising Sales West.
Jack Masia & Co., Inc.
- FACILITIES
1,000 w.; 1430 kc. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24c, 25c, 28a, 29a, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f.
Cancellation: 70c, 71a, 73b.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/69—Rec'd 8/7/66.

6. SPOT ANNOUNCEMENTS	50x	150x	300x	500x	750x	1000x
AAA.....	22	21	20	19	18	17
AA.....	19	18	17	16	15	14

7. PACKAGE PLANS
PER MO: 5 t 10 t 25 t 50 t 75 t 100 t
AAA..... 21 20 19 18 17 16
AA..... 18 17 16 15 14 13

A: flat, ea 10.00.
Must be used within 31 days.
PER WK: 7 t 14 t 28 t 35 t 42 t 49 t
AAA..... 20 19 18 17 16 15
AA..... 17 16 15 14 13 12
A: flat, ea 9.00.

CALIFORNIA

CONSECUTIVE WEEK DISCOUNT
14 wk—5% 27 wk—10%

8. PROGRAM TIME RATES

	1x	26x	52x	104x
1 hr or 55 min.....	150	145	140	136
1/2 hr or 25 min.....	80	80	80	75
4 hr.....	80	87	84	81
5 min.....	80	28	28	24

KLGS (FM)

NOTE: The call letters of this station have been changed to:

KTAO (FM)

KLIV
1946
SAN JOSE

(Subscriber to the NAB Radio Code)
Media Code 4 205 8220 7.00
Empire Broadcasting Corporation, Box 995, San Jose, Calif. 95108. Phone 408-293-8030.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert S. Kleve.
Vice Pres. & Dir. of Sales—James M. Trayhern, Jr.
Sales Manager—Max Reedor.
- REPRESENTATIVES
Avery-Knodel, Inc.
- FACILITIES
5,000 w. days, 500 w. nights; 1590 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60c.
Cancellation: 70d, 71a, 73b.

TIME RATES
Eff 6/23/69.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	5 t	10 t	15 t	20 t	25 t	30 t
1 min.....	31.00	30.50	30.00	29.50	29.00	28.50
13 wk.....	30.00	29.50	29.00	28.50	28.00	27.50
26 wk.....	29.50	28.00	27.50	27.00	26.50	26.00
52 wk.....	28.50	26.00	25.50	25.00	24.50	24.00

(This listing continued on next page)

Go Get 'Em
on KEEN*

*the BIG western music audience in the San Francisco Bay Area

WE REACH AND
SELL THEM 24 HOURS
A DAY WITH THE
PIONEER STATION

RADIO

KEEN

6,000 WATTS

represented by Bernard Howard Co.

CALIFORNIA

San Jose—KLIV—Continued

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	24.80	24.40	24.00	23.60	23.20	22.80
13 wk.	24.00	23.60	23.20	22.80	22.40	22.00
26 wk.	23.00	22.60	22.20	21.80	21.40	21.00
52 wk.	21.20	20.80	20.40	20.00	19.60	19.20

CLASS A						
1 MINUTE						
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	26.00	25.50	25.00	24.50	24.00	23.50
13 wk.	25.00	24.50	24.00	23.50	23.00	22.50
26 wk.	23.50	23.00	22.50	22.00	21.50	21.00
52 wk.	21.50	21.00	20.50	20.00	19.50	19.00

CLASS AA						
30 SECONDS						
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	20.80	20.40	20.00	19.60	19.20	18.80
13 wk.	20.00	19.60	19.20	18.80	18.40	18.00
26 wk.	18.80	18.40	18.00	17.60	17.20	16.80
52 wk.	17.20	16.80	16.40	16.00	15.60	15.20

Minutes and 30-seconds may be combined to earn maximum frequency discounts. Newscasts and Sports Headlines may be combined with spots to earn maximum discounts for spots only.

10. SPECIAL FEATURES						
5-MINUTE NEWSCASTS						
PER WK:	3 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk.	35.00	34.50	34.00	33.50	33.00	32.50
13 wk.	34.00	33.50	33.00	32.50	32.00	31.50
26 wk.	32.50	32.00	31.50	31.00	30.50	30.00
52 wk.	30.50	30.00	29.50	29.00	28.50	28.00

CLASS A						
1 MINUTE						
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	28.00	27.60	27.20	26.80	26.40	26.00
13 wk.	27.20	26.80	26.40	26.00	25.60	25.20
26 wk.	26.00	25.60	25.20	24.80	24.40	24.00
52 wk.	24.40	24.00	23.60	23.20	22.80	22.40

Includes 10-second open and close and 1-minute spot.

SPORTS HEADLINES						
CLASS AA						
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	32.00	31.50	31.00	30.50	30.00	29.50
13 wk.	31.00	30.50	30.00	29.50	29.00	28.50
26 wk.	30.00	29.50	29.00	28.50	28.00	27.50
52 wk.	28.00	27.50	27.00	26.50	26.00	25.50

CLASS A						
1 MINUTE						
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	26.80	26.40	26.00	25.60	25.20	24.80
13 wk.	25.80	25.40	25.00	24.60	24.20	23.80
26 wk.	24.80	24.40	24.00	23.60	23.20	22.80
52 wk.	23.20	22.80	22.40	22.00	21.60	21.20

Includes 10-second open and close and 1-minute spot. Newscasts and Sports Headlines may be combined to earn maximum discounts.

KLOK
1945
SAN JOSE

HR Representatives, Inc.

NAB

Media Code 4 205 8250 4.00
Radio KLOK, Inc., Box 6177, 2905 S. King Rd., San Jose, Calif. 95150. Phone 408-272-0222.
San Francisco Sales Office: 843 Montgomery St. Phone 415-391-0288.
Los Angeles Sales Office: 3932 Wilshire Blvd. Phone 213-388-0568.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Bill Weaver.
Sta. & Gen'l Sales Mgr.—Wm. R. Spindlove.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
10,000 w. days, 5,000 w. night; 1170 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours, EST.
- AGENCY COMMISSION**
15/10 net time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33a.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60l, 60k, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
(* Except for 52 week advertisers.

TIME RATES

No. 132 Eff 8/1/69—Rec'd 7/21/69.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat & Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 5-8 am; Mon thru Fri 9 pm-midnight; Sat & Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS						
1 WEEK						
PER WK:	AA	A	B	AA	A	B
6 ti.	45	41	31	41	37	27
12 ti.	43	39	29	39	35	25
18 ti.	41	37	27	37	33	23
24 ti.	39	35	25	35	31	21
30 ti.	37	33	23	33	29	19
36 ti.	35	31	21	31	27	17

13 WEEKS						
PER WK:	AA	A	B	AA	A	B
6 ti.	42	38	28	38	34	24
12 ti.	40	36	26	36	32	22
18 ti.	38	34	24	34	30	20
24 ti.	36	32	22	32	28	18
30 ti.	34	30	20	30	26	16
36 ti.	32	28	18	28	24	14

52 WEEKS						
PER WK:	AA	A	B	AA	A	B
6 ti.	39	35	25	35	31	21
12 ti.	37	33	23	33	29	19
18 ti.	35	31	21	31	27	17
24 ti.	33	29	19	29	25	15
30 ti.	31	27	17	27	23	13
36 ti.	29	25	15	25	21	11
Fixed	50	45	35	45	40	30

C: 50% of B.

10 sec: 50% of 1-min.
1-minute and 30-second spots may be combined to earn frequency discounts.

10-second spots may be combined to earn a maximum frequency discount on a 2 to 1 basis except for fixed positions, spots to rotate within time classifications.

10. SPECIAL FEATURES						
5-MINUTE NEWS						
PER YR:	50x	100x	200x	300x	500x	1000x
AA	60	58	54	50	47	44
B	48	47	45	43	41	39
B	37	37	35	33	31	29

Minimum schedule of 6 spots per week including Class C time. (CR)

KOFY

SAN MATEO
City of license San Mateo, Calif.
San Jose office and studio: 401 S. King Rd., San Jose, Calif. Phone 408-251-0854.
See listing under San Francisco, Calif.

KPER

NOTE: The call letters of this station have been changed to:

KAZA

KPLX (FM)
1967
SAN JOSE
Media Code 4 205 8265 2.00
KPLX, Inc., Sainte Claire Hotel, San Jose, Calif. 95113. Phone 408-293-1065.

STATION'S PROGRAMMING DESCRIPTION
KPLX (FM): MUSIC: middle-of-the-road with personality announcers. Network newscast on hour and a maximum of 10 minutes of commercial content per hour. Contact Representative for further details. Rec'd 3/31/69.

- PERSONNEL**
President—Malloy.
General Manager—Charles R. Gardner.
Program Director—Ken Baggett.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES** ERP 29,000 w.; 106.5 mc. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,700 ft. above average terrain.
- AGENCY COMMISSION**
15/10; time only.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10a, 12a, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 28b, 28c, 31, 33a.
Contracts: 40a, 41, 43, 45, 46, 48.
Comb.: Cont. Discounts: 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

No. 1 Eff 6/15/67—Rec'd 8/28/67.
AA—Mon thru Sun 4 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS						
CLASS AA						
1 min.	1x	312x	520x	1040x	1500x	
1 min.	11.00	9.00	8.25	7.00	6.50	6.00
30 sec.	9.00	7.40	6.80	5.80	5.50	5.40

CLASS A						
1 MINUTE						
1 min.	1x	10 ti	20 ti	30 ti		
1 min.	9.50	8.25	7.00	6.50	6.00	5.00
30 sec.	7.80	6.80	5.80	5.40	5.00	4.00

7. PACKAGE PLANS
PER WK: CLASS AA 5 ti 10 ti 20 ti 30 ti
1 min. 9.50 8.25 7.00 6.50
30 sec. 7.80 6.80 5.80 5.40

CLASS A
1 min. 8.75 7.50 7.00 6.50
30 sec. 7.20 6.20 5.80 5.40

SATURATION—RUN-OF-STATION
60 spots per week (5 1-minute and 5 30-seconds per day), per month. 1000

KREP (FM)

1964
SANTA CLARA
Media Code 4 205 8280 1.00
Marcella & Robert E. Podesta, 2775 Park Ave., Santa Clara, Calif. 95050. Phone 408-243-4232.

STATION'S PROGRAMMING DESCRIPTION
KREP (FM): Programmed for young adults and commuters.
NEWS: community, state, national, world news and sports headlines every 30 min. Telephonic commute traffic reports. Weather. Stock market reports every hour each market day. Campus news headlines 10:30 pm-12M from universities as well as 5 junior colleges. UPI headline news on hour and half hour, plus local news by news director's telephonic reports.
MUSIC: middle-of-the-road, current best seller lists and new releases. 10 min uninterrupted segment with 4 records per 10 min segment, show opener, vocal, solo or group instrumental, and a new release. Rec'd 8/1/68.

- PERSONNEL**
Manager—Robert Podesta.
Sales Manager—Robert Alexander.
Chief Engineer—Frank Glass.
- REPRESENTATIVES**
KREP Collect.
- FACILITIES**
ERP 35,000 w.; 105.7 mc. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1860 ft. above average terrain.
- AGENCY COMMISSION**
15% payable by 15th.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60l, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/68—Rec'd 2/2/68.

AA—6-9 am, 4-10 pm; Sat & Sun 10 am-10 pm.
A—9 am-4 pm & 10 pm-midnight.
B—midnight-5 am.

6. SPOT ANNOUNCEMENTS						
1 MINUTE						
AA	1x	312x	520x	1040x	1500x	
AA	18.00	15.00	12.00	10.00	8.40	8.40
A	15.00	12.00	10.00	8.40	7.20	7.20
B	7.50	6.00	5.40	4.20	3.60	3.60

30 SECONDS						
AA	1x	10 ti	20 ti	30 ti		
AA	15.00	12.00	9.60	8.70	7.20	7.20
A	12.00	9.60	8.70	7.20	6.80	6.80
B	6.00	4.80	4.50	3.60	3.30	3.30

7. PACKAGE PLANS						
CLASS AA						
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 ti.	15.50	11.40	12.00	9.60	6.00	4.80
10 ti.	12.50	9.00	10.20	8.15	5.10	4.10
20 ti.	10.20	8.15	9.30	7.45	4.80	3.70
30 ti.	9.30	7.45	8.40	6.70	4.20	3.35

AA and A 1 minute and 30-second spots may be combined to earn maximum frequency. Consecutive weeks of broadcasting must be used to earn weekly discounts.

8. PROGRAM TIME RATES						
1 HR:	1x	15x	25x	52x	104x	260x
AA	120	102	95	90	84	78
A	102	98	90	84	78	72
B	51	48	45	42	39	30

1/2 hr: 60% of hour.

10. SPECIAL FEATURES						
2-MINUTE NEWSCASTS						
PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk	
2-5 ti.	25.00	22.50	20.00	17.50	15.00	15.00
10 ti.	20.00	17.50	15.00	14.00	13.00	13.00
15 ti.	17.50	15.00	14.00	13.00	12.00	12.00

CLASS A						
1 MINUTE						
2-5 ti.	10 ti.	15 ti.	20 ti.	30 ti.		
2-5 ti.	18.00	17.00	16.00	15.00	14.00	14.00
10 ti.	14.00	13.00	12.00	11.00	10.00	10.00
15 ti.	12.00	11.00	10.00	9.00	8.00	8.00
20 ti.	10.00	9.00	8.00	7.00	6.00	6.00

Programs may be combined with spots to earn

Son Jose—K X R X—Continued

ment, state and national audio service, 5 mobile units, 1 airplane. Stock market news hourly each market day, 3 min. CONTINUITY POLICY: no staff personality endorsements. Contact Representative for further details. Rec'd 11/1/67.

- PERSONNEL**
General Manager—Joe E. Levitt.
Sales Manager—Chuck H. Christianson.
Program Director—Dave Smith.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Seattle & Portland—Art Moore & Assoc., Inc.
- FACILITIES**
10,000 w. days, 5,000 w. nights; 1500 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily, PST.
- AGENCY COMMISSION**
15% U time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11a, 12, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 2/1/68—Rec'd 12/31/68.
AA—Mon thru Fri 6-9 am & 3:30-7 pm.
A—All other times except midnight-5 am.
B—Midnight-5 am.

7. PACKAGE PLANS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	27.50	23.00	20.75	18.50	13.75
10 tl	26.00	21.50	19.25	17.25	13.00
15 tl	24.50	20.50	18.50	16.50	12.25

30 SECONDS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	22.00	18.50	16.50	14.75	11.00
10 tl	21.00	17.25	15.50	13.75	10.50
15 tl	19.50	16.50	14.75	13.25	9.75

1 MINUTE

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	19.50	16.00	14.50	12.75	9.75
10 tl	18.50	15.50	14.00	12.50	9.25
15 tl	18.00	15.00	13.50	12.00	9.00

5 MINUTES

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	17.00	14.00	12.50	11.25	8.50
10 tl	16.00	13.50	12.25	10.75	8.00
15 tl	15.00	13.00	11.25	10.00	7.50

15 MINUTES

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	14.00	11.50	10.25	9.25	7.00
10 tl	13.00	11.00	9.75	8.75	6.50
15 tl	12.00	10.00	8.75	7.75	5.75

30 SECONDS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	15.50	12.75	11.50	10.25	7.75
10 tl	15.00	12.50	11.25	10.00	7.50
15 tl	14.50	12.00	10.75	9.50	7.25

1 MINUTE

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	13.50	11.25	10.00	9.00	6.75
10 tl	13.00	10.75	9.25	8.50	6.50
15 tl	12.00	10.00	8.00	8.00	6.00

5 MINUTES

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
5 tl	11.50	9.25	8.25	7.50	5.75
10 tl	11.00	9.00	8.00	7.50	5.75
15 tl	10.00	8.00	7.00	6.50	5.00

Class B: 50% of applicable A rate.
AA, A, B minutes, 30 and 15-seconds may be combined to earn maximum frequency.
Consecutive weeks not necessary to earn weekly discounts.
Programs and spots may be combined to earn maximum frequency on spots only.

10. SPECIAL FEATURES

NEWS & SPORTS

CLASS A

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
2-5 tl	35.00	28.50	27.00	25.50	24.00
10 tl	33.25	27.00	25.75	24.25	22.75
15 tl	31.50	25.50	24.50	23.00	21.50

5 MINUTES

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
2-5 tl	28.25	21.50	20.25	19.25	18.00
10 tl	25.00	20.25	19.50	18.25	17.00
15 tl	23.50	19.25	18.50	17.25	16.00

1 MINUTE

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
2-5 tl	25.50	19.50	17.50	16.50	15.50
10 tl	24.00	17.50	16.75	15.75	14.75
15 tl	21.00	16.50	15.75	14.75	14.00

3 MINUTES

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
2-5 tl	18.75	13.75	13.00	12.25	11.50
10 tl	17.25	13.00	12.50	11.75	11.00
15 tl	16.75	12.25	11.75	11.00	10.50

Programs and spots may be combined to earn maximum frequency on spots only.

FREQUENCY RATES

CLASS A

PER YR:	1x	50x	100x	250x	500x	750x
1 min	27.50	24.50	23.00	17.00	13.00	14.00
30 sec	22.00	19.50	18.50	13.75	12.75	11.50

CLASS A

PER YR:	1 min	30 sec	1 min	30 sec
1 x	19.50	15.50	7.50	10.75
50 x	18.00	14.50	10.00	9.75
100 x	18.00	12.75	12.50	8.50
250 x	19.25	9.75	15.00	8.75
500 x	11.25	9.00		

Class B: 50% of applicable A rate.
AA, A, B minutes and 30-seconds may be combined for frequency.

SAN LUIS OBISPO (3 AM; 2 FM)

San Luis Obispo County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KATY KATY-FM
1949 1959

CBS Radio Network

Media Code 4 205 8370 0.00
Grandy Broadcasting Co., Inc., Box 841, 1146 Montecorey St., San Luis Obispo Calif. 93401. Phone 805-543-1340.

- PERSONNEL**
President—John Grandy.
Sales Manager—Darrill Tucker.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Minneapolis—Harry S. Hyett Co., Inc.

September 1, 1969

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.
Non-directional.
Operating schedule: 5:30-1 am. PST.
FM-ERP 3,800 w. 96.1 mc.
4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29b, 29b.
Contracts: 40a, 41, 44a, 46, 51a.
Comb.; Cont. Discounts: 60i.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 4A Eff 1/1/69—Rec'd 12/9/68.
AA—6:30-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 tl	7 tl	13 tl	19 tl	25 tl	30 tl
AA	10	9	8	7	6	5
A	9	8	7	6	5	4

(*) 4.50.
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	42	25	22
52 x	60	36	22	18
136 x	48	30	18	15
280 x	42	25	15	12

KOAG
ARROYO GRANDE
City of license Arroyo Grande, Calif.
Considered by Mutual Broadcasting Systems as their Arroyo Grande—San Luis Obispo outlet.
See listing under Arroyo Grande, Calif.

KSLY
1960
Media Code 4 205 8400 5.00
Ben B. Wickham, Box 1400, Sinsheimer Trust Bldg., March St. at Ocas, San Luis Obispo, Calif. 93401. Phone 805-543-9400.

- PERSONNEL**
General Manager—Dan Clarkson.
Program Director—Frank Potter.
- REPRESENTATIVES**
New York, Chicago, Los Angeles—Grant Webb & Company.
San Francisco—Radio Time Sales/International.

3. **FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. **AGENCY COMMISSION**
15% on time only; no comb discount.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/68—Rec'd 10/2/67.
AA—7-9 am & 4-6 pm.
A—6-7 am & 9 am-4 pm.
B—6 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	7.00	5.00	5.00	3.50	3.15
100 x	5.00	3.50	4.00	2.80	2.45
200 x	4.75	3.50	3.75	2.65	2.30
400 x	4.00	2.80	3.00	2.10	1.75
600 x	3.75	2.65	2.75	1.95	1.75
1000 x	3.50	2.45	2.50	1.75	1.75

To be scheduled within 1 year.

7. PACKAGE PLANS

SHORT-TERM SATURATION PACKAGES

1 min	30 sec	1 min	30 sec	1 min	30 sec
12 tl	5.00	3.50	4.00	2.80	2.45
18 tl	4.90	3.40	3.90	2.75	2.40
24 tl	4.80	3.40	3.80	2.70	2.35
30 tl	4.75	3.35	3.70	2.60	2.30
36 tl	4.60	3.25	3.60	2.55	2.25
42 tl	4.50	3.15	3.55	2.50	2.20
48 tl	4.35	3.05	3.50	2.45	2.15
70 tl	4.00	2.80	3.00	2.10	2.50

To be used within 1 week.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	45.00	40.00	35.00
1/2 hr	30.00	29.00	28.50	27.50
1/4 hr	17.00	16.50	16.00	15.00
5 min	7.50	7.00	6.50	6.00

10. **SPECIAL FEATURES**
Sports Shorts—Every hour at :14, 30-sec spot combined with 30-sec Late Sports News, ea. 2.50
Time Signals—10 seconds, 15 words ea. 1.50

KVEC
1937

The Eastman Station

Media Code 4 205 8430 2.00
West Coast Broadcasters, Inc., Box 787, 2223 Montecorey St., San Luis Obispo, Calif. 93402. Phone 805-543-9885.

- PERSONNEL**
President—James L. Saphier.
Vice-Pres., Gen'l. St. & Sales Mgr.—Bob Brown.
Program Director—Daryl G. Kruse.
- REPRESENTATIVES**
Robert Eastman & Co., Inc.

3. **FACILITIES**
1,000 w. days; 500 w. nights. 920 kc.
Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 6:00 am-11:00 pm Sun. PST, DST.

TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 75 45 35 16
DISCOUNTS
13x-8% 26x-14% 52x-20%

4. AGENCY COMMISSION
15/0 time only; 10 days.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 13b.
Basic Rates: 22a, 23a, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 71a.
Affiliated with American Information Network.

TIME RATES
Eff 12/1/67—Rec'd 11/2/67.
I—Mon thru Sat 6-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm.
III—All other times.

7. PACKAGE PLANS

PER WK:	1 tl	12 tl	18 tl	24 tl
1 min	9.00	8.00	7.50	7.00
30/20 sec	7.20	6.40	6.00	5.80
10 sec	4.50	4.00	3.75	3.50

SECTION II

1 min <th>30/20 sec</th> <th>10 sec</th>	30/20 sec	10 sec
8.00	7.00	6.50
6.40	5.60	5.20
4.00	3.50	3.25

SECTION III

1 min	30/20 sec	10 sec
7.00	6.00	5.50
5.80	4.80	4.40
3.50	3.00	2.75

BEST BUY PLAN
30 tl (12I, 12II, 6III), ea. 5.00
15 tl (6I, 6II, 3III), ea. 6.50
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min-1 1/2 applicable 1 min.
CONSECUTIVE WEEK DISCOUNTS
26 wk-4% 52 wk-8%
Not applicable to Best Buy Plan.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 13b.
Basic Rates: 22a, 23a, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 71a.
Affiliated with American Information Network.

TIME RATES
Eff 12/1/67—Rec'd 11/2/67.
I—Mon thru Sat 6-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm.
III—All other times.

7. PACKAGE PLANS

PER WK:	1 tl	12 tl	18 tl	24 tl
1 min	9.00	8.00	7.50	7.00

CALIFORNIA

Santa Barbara—KDB, KDB-FM—Continued

Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman.
Affiliated with American Information Network.

TIME RATES

No. 11 Err 9/1/68—Rec'd 7/24/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.	12.00	10.00	9.00	8.00
30 sec.	9.80	8.00	7.20	6.40
10 sec.	6.00	5.00	4.50	4.00
SECTION II				
1 min.	11.00	9.00	8.00	7.00
30 sec.	8.80	7.20	6.40	5.60
10 sec.	5.50	4.50	4.00	3.50
SECTION III				
1 min.	9.00	7.00	6.00	5.00
30 sec.	7.20	5.80	4.80	4.00
10 sec.	4.50	3.50	3.00	2.50

7. PACKAGE PLANS

BEST BUY PLANS
PER WK, EA: 1 min
Plan A, 30 ti (12I, 12II, 6III) 8
Plan B, 15 ti (6I, 6II, 3III) 6
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—4% 52 wk—8%

8. PROGRAM TIME RATES

5 min—1-1/2x applicable 1 min rate.
RATEHOLDER
Minimum wky sched of 6 1-min spots 6 am-midnight
Mon-Sun, necessary to maintain consec wk advertising.

KGUD

1962



Media Code 4 205 8550 7.00

KGUD, Inc., Granada Bldg., 1216 State St., Santa Barbara, Calif. 93104. Phone 805-963-1601.

STATION'S PROGRAMMING DESCRIPTION

KGUD: MUSIC: modern country and western.
NEWS: featuring UPI audio voice reports. Headline news, 2 min on hour, 20 min past and 20 min before hour. Mobile news unit. Public service features. Sun morning church service each week. Contact Representative for further details. Rec'd 5/7/69.

1. PERSONNEL

General Manager—Lyle E. Davis.
Prom. Dir. & Mdsq.—Peggy Rogers.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

1,000 w. days; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KGUD-FM.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 23a, 24a, 24b, 25a, 26, 28c, 29a, 31, 33c.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

Err. Rec'd 6/2/69.
6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti
1 min. 9.50 9.00 8.50 8.00 7.50 7.00 6.50
30 sec. 7.60 7.20 6.80 6.40 6.00 5.60 5.20
Fixed position extra 20%.

DISCOUNT

12 wk—10% 52 wk—15%

7. PACKAGE PLANS

ANNUAL VOLUME
1 min. 250x 500x 750x 1000x 1250x
30 sec. 7.50 6.50 5.50 4.50 3.50
6.00 5.20 4.40 3.60 2.80
1-minute and 30-second may be combined for frequency.

10. SPECIAL FEATURES

20/20 news—1-1/2x applicable 30-second rate. Includes open and close billboard.

KGUD-FM

1962



Media Code 4 205 8551 5.00

KGUD Inc., Granada Bldg., 1216 State St., Santa Barbara, Calif. 93104. Phone 805-963-1601.

STATION'S PROGRAMMING DESCRIPTION

KGUD-FM: MUSIC: modern country and western, 6 am-11 pm. NEWS: 2 min on hour, 20 min past and 20 min before hour. Contact Representative for further details. Rec'd 5/7/69.

1. PERSONNEL

General Manager—Lyle E. Davis.
Prom. Dir. & Mdsq.—Peggy Rogers.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

ERP 34,000 w.; 99.9 mc.
Operating schedule: 6 am-11 pm daily. PST.
Antenna ht.: 2,550 ft. above average terrain.
Partial simulcast operation. Operated separately after sunset daily. For simulcast facilities see KGUD.

4. AGENCY COMMISSION

15% time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
See KGUD listing for coded regulations.

TIME RATES

Err. Rec'd 5/7/69.
6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 x 2.50 2.00

KIST

1946



Independent

Subscriber to the NAB Radio Code

Media Code 4 205 8580 4.00

Western States Radio, Inc., 735 State St., Santa Barbara, Calif. 93101. Phone 805-966-3981, 2, 3.
News Department-962-0515.

STATION'S PROGRAMMING DESCRIPTION

KIST: Programmed for adults 18-49. AIR PERSONALITIES all segments. NEWS 15%: 75% local, 11 mobile units, land, sea, air, 3 newsmen, wire, monitoring, dispatching facilities. 5 min news on half hour expanded to 10 min plus additional 5 min news on hour in traffic. Headlines hourly. Daily editorials. MUSIC 80%: 6-10 am middle-of-road and current hits, comedy, live mobile traffic and sea reports. 10 am-3 pm current hits and general popular. 3-8 pm current hits, mobile traffic reports. 8 pm-6 am current hits. Features 5%: heavy emphasis on local community service. SPORTSCASTS: half hourly plus instant sports. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Patt Wardlaw.
Station Manager—Bob Jones.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% on time and talent charges.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 25b, 25c, 26a, 26b, 26c, 27a, 27b, 27c, 28a, 28b, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1-9 Err 2/1/69—Rec'd 1/24/69.

AA—Mon thru Sat 6-9:30 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

Spec. pos.	CLASS AA			CLASS A		
	1 min	20/30 sec	10 sec	1 min	20/30 sec	10 sec
15	12	11	13	11	10	10
CLASS AA						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	1x	52x	104x	208x	312x	365x
1 min.	14	13	12	11	10	10
20/30 sec.	10	9	8	7	6	6
10 sec.	9	8	7	6	5	5
CLASS A						
1 min.	12	11	10	9	8	8
20/30 sec.	10	9	8	7	6	6
10 sec.	9	8	7	6	5	5

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 120 80 50 35 20

10. SPECIAL FEATURES

PER WK: 1 ti 3 ti 5 ti 6 ti 7 ti 10 ti 12 ti
12 wk 20 19 18 17 16 15 14
26 wk 19 18 17 16 15 14 13
52 wk 18 17 16 15 14 13 12
Weathercasts/Sportscasts—1-1/4x applicable spot rate.

KMUZ (FM)

1961



Media Code 4 205 8610 9.00

Tri-Counties Communications, Inc., Hotel Carrillo, Chapala and Carrillo Sts., Santa Barbara, Calif. 93101. Phone 805-963-1831.

1. PERSONNEL

President—D. W. Shand, Jr.
General Manager—D. Keith Larkin.

2. REPRESENTATIVES

John A. Potter & Company.

3. FACILITIES

ERP 105,000 w.; 103.3 mc. Stere.o.
Operating schedule: 24 hours daily. PST.
Antenna ht.—3210 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 24b, 24c, 25a, 28a.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES

No. 2 Err 11/1/68—Rec'd 10/3/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			CLASS A		
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk.	10.00	9.00	8.00	7.50	7.00	6.50
13 wk.	9.50	8.50	7.50	7.00	6.50	6.00
26 wk.	9.00	8.00	7.00	6.50	6.00	5.50
52 wk.	8.50	7.50	6.50	6.00	5.50	5.00
CLASS A						
1 wk.	8.00	7.00	6.00	5.50	5.00	4.50
13 wk.	7.50	6.50	5.50	5.00	4.50	4.00
26 wk.	7.00	6.00	5.00	4.50	4.00	3.50
52 wk.	6.50	5.50	4.50	4.00	3.50	3.00
20/30 sec.	80% of 1-min.	8/10 sec.	50% of 1-min.			

KTMS

1937

NBC Radio Network



Media Code 4 205 8640 6.00

Santa Barbara News-Press, Drawer NN, News-Press Bldg., Santa Barbara, Calif. 93102. Phone 805-963-1975.

STATION'S PROGRAMMING DESCRIPTION

KTMS: Programmed for adults.
News 21%, information 6%, sports 16%, entertainment, middle-of-the-road music and interviews 57%.
NEWS: network on hour local following network news. Additional local and network news during commute. 3 newsmen plus reports from 26 members of daily newspaper. Mobile unit. Entertainment. 6-9 am, network, local news, business, sports, middle-of-the-road music. AIR PERSONALITIES 9 am-4 pm, middle-of-the-road music, news, information. Entertainment 4:30-6:15 pm, network news, sports. SPORTS: all year play-by-play pro baseball, football, basketball, national, local university, high school football and basketball. 5 man sports staff. Contact Representative for further details. Rec'd 10/18/67.

1. PERSONNEL

President—Stuart S. Taylor.
General Manager—Malcolm G. Morehouse.
Sales Manager—Albert H. Meyer.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

1,000 w.; 1250 kc. Directional—same pattern day and night.
Operating schedule: 5 am-midnight. PST.
Simulcast during AM operational hours. For non-simulcast facilities see KTMS-FM.

4. AGENCY COMMISSION

15% to recognized agencies.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES

No. 23 Err 1/1/69—Rec'd 1/24/69.
AA—6-9:30 am, 4-7 pm & 1/2 hr adjacency to sports events.
A—All other times to 10 pm.

6. SPOT ANNOUNCEMENTS

1 min.	CLASS AA			CLASS A		
	6 ti	10 ti	20 ti	25 ti	30 ti	40 ti
12.00	10.00	9.00	8.00	7.00	6.00	5.00
9.00	8.00	7.50	6.60	5.80	5.00	4.20
CLASS A						
1 min.	10.00	8.40	7.60	6.80	6.00	5.20
30 sec.	8.00	6.70	6.20	5.40	4.80	4.20
10 sec Time Signal	50% of 1-min.					
DISCOUNTS						
13 wk—5%	26 wk—7%			52 wk—10%		

7. PACKAGE PLANS

PER WK: 10 ti 20 ti 25 ti 50 ti
1 min. 7.00 6.60 6.20 5.80
30 sec. 6.40 5.60 5.00 4.40

8. PROGRAM TIME RATES

PER YR: 1x 104x 156x 260x 312x
1 hr. 56 54 52 50 48
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.

KTMS-FM

1957

Media Code 4 205 8641 4.00
Santa Barbara News-Press, Drawer NN, News-Press Bldg., Santa Barbara, Calif. 93102. Phone 805-963-1975.

1. PERSONNEL

President—Stuart S. Taylor.
General Manager—Malcolm G. Morehouse.
Sales Manager—Albert H. Meyer.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

ERP 18,000 w.; 97.5 mc.
Operating schedule: 6:00 pm-2:30 am. PST.
Antenna ht.: 2,888 ft. above average terrain.
Simulcast operation with KTMS-AM until 6:00 pm.
For non-simulcast facilities see KTMS.

4. AGENCY COMMISSION

15% to recognized agencies.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11d, 12d,

SANTA MARIA (4 AM; 2 FM)

K SMA
1945

K SMA-FM
1952

Santa Barbara County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

KCOY

1946

Media Code 4 205 8700 8.00

Arenza Broadcasters, Rancho Bowl, Box 166, Santa Maria, Calif. 93454. Phone 805-925-2233.

- PERSONNEL**
President—Ed. J. Zuchelli.
General Manager—Bernard F. Nelson.
Sales Manager—Dick Lichtenfels.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Seattle—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w.; 1440 kc. Directional—night only.
Operating schedule: 18-1/2 hours daily. PST.
- AGENCY COMMISSION**
15% on time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b.
Basic Rates: 20a, 22a, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60g, 61c, 62a.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

Eff 7/64—Rec'd 2/1/68.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 65x 130x 260x 400x
1 min..... 7.00 6.75 6.50 6.00 5.75 5.25 4.75 4.00
30 sec..... 5.00 4.75 4.50 4.25 4.00 3.70 3.40 3.00
10 sec: 50% of 1-min.
- PACKAGE PLANS**
MONTHLY PACKAGE
PER WK: 10 tl..... 8.00 35 tl..... 4.75
15 tl..... 5.75 40 tl..... 4.50
20 tl..... 5.50 45 tl..... 4.25
25 tl..... 5.25 50 tl..... 4.00
30 tl..... 5.00

- PROGRAM TIME RATES**
1x 1/2 hr 1/4 hr 10 min 5 min
1x..... 50.00 40.00 25.00 18.00 12.00
13x..... 37.00 33.00 24.00 18.50 11.50
26x..... 34.00 30.00 23.00 15.00 11.00
52x..... 50.00 33.00 21.00 13.50 10.50
65x..... 47.00 31.00 20.00 12.50 10.00
130x..... 43.00 27.00 18.00 12.00 9.50
260x..... 38.00 24.00 16.00 11.00 9.00
400x..... 35.00 21.00 14.00 10.00 8.00

KSEE

1961

Media Code 4 205 8730 5.00

Macomber Enterprises, 106 S. Lincoln St., Santa Maria, Calif. 93456. Phone 805-922-1777.

STATION'S PROGRAMMING DESCRIPTION
KSEE: Programmed for young adults, commuters and housewives.

News 20%, information 6%, entertainment 74%.
MUSIC: popular music, current hits, concentration on hits from 1950-1965. AIR PERSONALITIES all day, comedy, audience participation, contests, editorials, traffic reports. NEWS: 5 min at 1:15 & 4:45, 2 min on hour. 2 mobile news cruisers, news service, UPI, UPI audio. COMMERCIAL POLICY: 18 commercial minutes per hour. 15 minutes product protection. Continuity policy: laxative commercials unacceptable. Personalities available for remote broadcasts. Spanish show 9 am-noon on Sun only. Commercials translated free. Contact Representative for further details. Rec'd 3/1/68.

- PERSONNEL**
President—Frank G. Macomber, IV.
General Manager—Ralph N. Doe.
Traffic—Linda Sweeney.
- REPRESENTATIVES**
Radio Time Sales/International.
- FACILITIES**
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 5 am-local sunset. PST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 25a, 28b, 28c, 29b, 30, 33c.
Contracts: 40c, 41, 44b, 46, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff 4/1/68—Rec'd 4/1/68.

- SPOT ANNOUNCEMENTS**
AA—0-9 am & 3-6 pm.
A—9 am-3 pm.
1 MIN: AA A
1x..... 10.00 9.00 260 x..... 8.25 7.25
15x..... 9.75 8.75 312 x..... 8.00 7.00
26x..... 9.50 8.50 418 x..... 7.75 6.75
52x..... 9.25 8.25 520 x..... 7.50 6.50
104x..... 9.00 8.00 780 x..... 7.25 6.25
156x..... 8.75 7.75 1000 x..... 7.00 6.00
208x..... 8.50 7.50
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**
PER WK, EA: 1 min..... 8.00 40 tl..... 7.00
15 tl..... 6.00 40 tl..... 6.75
20 tl..... 7.75 45 tl..... 6.50
25 tl..... 7.50 50 tl..... 6.25
30 tl..... 7.25 60 tl..... 6.00

- PROGRAM TIME RATES**
1x 52x 104x 156x 260x 312x 624x
5 min..... 15.00 14.00 13.50 13.00 12.50 12.00 11.50



JOHN C. BUTLER & COMPANY, INC.

Media Code 4 205 8760 2.00
James M. Hagerman and John I. Groom, Box 1240, 110 W. Cypress, Santa Maria, Calif. 93456. Phone 805-925-2562.

- PERSONNEL**
Managers—James (Joe) Hagerman & John I. Groom.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:00-12:05 am weekdays; 6:00 am-10:35 pm Sun. PST.
FM FACILITIES
ERP 27,000 w.; 102.5 mc.
Operating schedule: same as AM.
- AGENCY COMMISSION**
15% net time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62e.
Cancellation: 71a, 73a.
Member: A-Buy Radio Group.

TIME RATES

Eff 12/1/68—Rec'd 12/5/68.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Fri 6-9 am & 4-6 pm.
A—All other times.
1 min..... 11.00 8.80 10.00 8.00
26 x..... 10.45 8.35 9.50 7.60
65 x..... 9.90 7.90 9.00 7.20
130 x..... 9.35 7.45 8.50 6.80
195 x..... 8.80 7.00 8.00 6.40
260 x..... 8.25 6.55 7.50 6.00
325 x..... 7.70 6.10 7.00 5.60
390 x..... 7.15 5.65 6.50 5.20
450 x..... 6.60 5.20 6.00 4.80
520 x..... 6.05 4.75 5.50 4.40
- PACKAGE PLANS**
CLASS AA CLASS A
PER WK, EA: 10 tl..... 15 tl..... 20 tl..... 25 tl.....
1 min..... 9.35 8.80 8.25 7.70
30 sec..... 7.45 7.00 6.55 6.10

- PROGRAM TIME RATES**
13 wk—5% 26 wk—10% 52 wk—15%
Rateholder: minimum five spots per week.

KXFM (FM)

(formerly KEYM (FM))

1958

Media Code 4 205 8790 5.00
KXFM Inc., Box 991, 114 W. Church St., Santa Maria, Calif. 93456. Phone 805-925-8806.

- PERSONNEL**
Pres. & Mgr.—Clark B. Smith.
- FACILITIES**
ERP 3,200 w.; 99.1 mc.
Operating schedule: 6 am-midnight Mon thru Sat; 8 am-11 pm Sun. PST.
- AGENCY COMMISSION**
15% of 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23b, 25a, 28b, 29b, 30, 33b.
Contracts: 40c, 41, 42b, 42d, 44b, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Rates effective December 1, 1964.
Rates received April 19, 1965.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 tl..... 5.00 3.00 65 tl..... 3.80 2.00
13 tl..... 4.50 2.75 130 tl..... 3.25 1.75
26 tl..... 4.25 2.50 260 tl..... 2.75 1.45
52 tl..... 3.75 2.25 400 tl..... 2.50 1.25
- PACKAGE PLANS**
PER WK: 20 tl..... 3.25 50 tl..... 2.75
35 tl..... 3.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 tl..... 50.00 35.00 22.50 18.00 12.00
13 tl..... 48.00 32.00 21.50 16.50 11.50
26 tl..... 46.00 30.00 20.50 15.00 11.00
52 tl..... 44.00 28.00 18.50 13.50 10.50
65 tl..... 41.00 26.00 17.50 12.50 10.00
130 tl..... 37.00 22.00 15.50 12.00 9.50
260 tl..... 33.00 19.00 13.50 11.00 9.00
400 tl..... 29.00 16.00 11.50 10.00 8.00

KZON

1962

Subscriber to the NAB Radio Code
Media Code 4 205 8820 4.00
Hospitality Broadcasters, Inc., Box 1116, Santa Maria, Calif. 93454. Phone 805-922-2181.

- STATION'S PROGRAMMING DESCRIPTION**
KZON: Programmed for all ages.
MUSIC: Popular and modern country music. Requests all day. NEWS: on hour and half hour. 2 mobile

units for local news staff and remotes. SPORTS: news at 1:15. Spanish 4 hours on weekends, Sun am, Spanish, religion and public affairs until noon. Normal format Sun pm. Contact Representative for further details. Rec'd 9/19/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Stan Saueressig.
Mutual Director—Des Corby.
Traffic—Susan Combs.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES**
500 w. Jays; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24a, 26, 27, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 42c, 44a, 44b, 47b, 49, 51b, 51c.
Comb.; Cont. Discounts: 62a.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 7 Eff 10/1/68—Rec'd 9/19/68.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1x..... 9.00 7.00 208 x..... 7.50 5.50
13x..... 8.75 6.75 280 x..... 7.25 5.25
26x..... 8.50 6.50 312 x..... 7.00 5.00
52x..... 8.25 6.25 418 x..... 6.75 4.75
104x..... 8.00 6.00 520 x..... 6.50 4.50
156x..... 7.75 5.75 650 x..... 6.25 4.25
10 sec: 50% of 1-min.
- PACKAGE PLANS**
PER WK, EA: 10 tl..... 15 tl..... 20 tl..... 25 tl.....
1 min..... 7.50 7.00 6.50 6.00
30 sec..... 6.00 5.50 5.00 4.50

DISCOUNTS

13 wk—5% 26 wk—10% 52 wk—15%
Rateholder: minimum 5 spots per week.

SANTA MONICA

Los Angeles County—Map Location E-10

See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

SANTA PAULA

Ventura County—Map Location D-9

See SRDS Consumer Markets map and data at beginning of the State.

SANTA ROSA (3 AM)

Sonoma County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

KPLS

1964

Media Code 4 205 8880 8.00
KPLS, 1150 Coddington Center, Santa Rosa, Calif. 95401. Phone 707-544-1150.

- PERSONNEL**
Pres., Gen'l Mgr. & Prog. Dir.—Joseph Stampler.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
San Francisco, Los Angeles—Advertising Sales West.
- FACILITIES**
5,000 w. days, 500 w. nights; 1150 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Eff 8/1/69—Rec'd 5/12/69.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—All other times.
1 WEEK
PER WK: 1 min 30 sec 1 min 30 sec
1 tl..... 11.00 8.80 9.00 7.20
5 tl..... 9.00 7.20 8.00 6.40
10 tl..... 8.75 7.00 7.75 6.20
20 tl..... 8.50 6.80 7.50 6.00
30+..... 8.25 6.80 7.25 5.80
- PROGRAM TIME RATES**
13 WEEKS
1 tl..... 10.00 8.00 8.00 6.40
5 tl..... 8.50 6.80 7.50 6.00
10 tl..... 7.75 6.20 6.75 5.40
20 tl..... 7.25 5.80 6.50 5.20
30+..... 7.00 5.80 6.00 4.80
- PROGRAM TIME RATES**
26 WEEKS
1 tl..... 9.00 7.20 7.00 5.60
5 tl..... 8.00 6.40 6.75 5.40
10 tl..... 7.50 6.00 6.50 5.20
20 tl..... 7.25 5.80 6.25 5.00
30+..... 7.00 5.80 6.00 4.80
- PROGRAM TIME RATES**
52 WEEKS
1 tl..... 8.00 6.40 6.50 5.20
5 tl..... 7.50 6.00 6.25 5.00
10 tl..... 7.25 5.80 6.00 4.80
20 tl..... 7.00 5.80 6.00 4.80
30+..... 6.75 5.40 5.50 4.40
- PROGRAM TIME RATES**
1x 52x 156x 312x
5 min..... 18 15 13 12

CALIFORNIA

K SRO
1937



JOHN C. BUTLER & COMPANY, INC.

A-Buy Radio Group

RAB

Subscriber to the NAB Radio Code
Media Code 4 205 8910 3.00
Kinley Broadcasting Co., Box 1597, Flamingo Hotel, Santa Rosa, Calif. 95403. Phone 707-545-3313.

- PERSONNEL**
General Manager—Frank McLaughlin.
Sales Manager—Gordon Lofgren.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15% net time; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 23a, 24a, 24b, 28b, 28c, 29a, 33c.
Contracts: 40a, 43, 44a, 45, 46, 47e, 49, 51a.
Comb.; Cont. Discounts: 60b, 60c, 61c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Member: A-Buy Radio Group.

TIME RATES

No. 30 Eff 2/1/69—Rec'd 1/6/69.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.
CLASS AA CLASS A
1x 26x 52x 104x 260x 500x 1000x
1 min..... 10.00 9.75 9.25 8.50 7.50 5.25 4.00
30 sec..... 8.00 7.80 7.40 6.80 6.00 5.80 5.00
- PACKAGE PLANS**
CLASS AA CLASS A
PER WK: 5 tl..... 10 tl..... 20 tl..... 30 tl.....
1 min..... 7.75 8.50
30 sec..... 7.00 6.80

KVRE

1962

Media Code 4 205 8940 0.00
KVRE, Inc., Box 1712, Santa Rosa, Calif. 95403.
Phone 707-545-2024.

- PERSONNEL**
General Manager—William H. Colclough.
Station Manager—Edward LaFrance.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,000 w. days; 1480 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15% net time; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21a, 22a, 22b, 25a, 24a, 24b, 25a, 26, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 7 Eff 3/1/69—Rec'd 1/31/69.

- SPOT ANNOUNCEMENTS**
TRAFFIC
(6-0 am & 4-7 pm)
1x 26x 52x 156x 260x 312x 624x 1248x
1 min 6.80 6.30 5.70 5.50 5.25 5.00 4.90 4.80
30 sec 5.45 4.95 4.65 4.40 4.20 4.00 3.90 3.85
10 sec 3.40 3.15 2.80 2.75 2.60 2.50 2.45 2.40
- PACKAGE PLANS**
ROSE
WKLY: 5 tl 10 tl 20 tl 30 tl 40 tl 50 tl
1 min..... 5.60 5.00 4.65 4.40 4.25 4.00
30 sec..... 4.40 4.00 3.70 3.50 3.40 3.20
10 sec..... 2.75 2.50 2.40 2.30 2.10 2.00
- PROGRAM TIME RATES**
1x 52x 104x 156x 260x 312x 624x
1/2 hr..... 45.00 37.50
1/4 hr..... 25.00 21.50 18.00 16.00
5 min..... 10.50 9.75 9.00 8.25 8.00 7.75 7.50

SIERRA MADRE

Los Angeles County—Map Location E-10

See SRDS consumer market map and data at beginning of the State.

KMAX (FM)

1960

Media Code 4 205 8970 7.00
Sierra Madre Broadcasting Co., 87 W. Huntington Dr., Arcadia, Calif. 91006. Phone 213-445-1605.

- PERSONNEL**
Pres. & Gen'l Mgr.—Max H. Isard.
Program Director—Mary Ellen Isard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating schedule: 6 am-11 pm. PST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent. Bills payable weekly.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

Rates effective September 11, 1964.
Card received August 3, 1964.

Class AA—4:00-9:00 pm.
Class A—All other times.
(This listing continued on next page)

CALIFORNIA

Sierra Madre—KMAX (FM)—Continued

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
13 ti	13.50	10.00	26 ti
13 ti	13.50	9.00	52 ti
13 ti	12.00	8.00	26 ti
13 ti	10.50	7.00	52 ti

8. PROGRAM TIME RATES

Class AA		Class A	
2 hr	1 1/2 hr	2 hr	1 1/2 hr
1 ti	110.00	60.00	40.00
2 ti	108.00	58.00	39.00
3 ti	105.00	57.00	38.00
4 ti	103.00	55.00	37.00
5 ti	100.00	53.00	35.00
6 ti	97.50	51.00	34.00
7 ti	95.00	50.00	32.00

10. SPECIAL FEATURES
 Newscastrs: 5 minutes on the hour.
 Newscastrs: 5 minutes on the hour.

NEWSCASTS

Class AA		Class A	
1 1/4 hr	5 min	1 1/4 hr	5 min
1 ti	25.00	15.00	30.00
7 ti	23.00	13.00	19.00
14 ti	21.00	12.00	18.00
21 ti	19.00	11.00	17.00
28 ti	17.50	10.00	15.00

SONORA

Tuolumne County—Map Location D-6
 See SRDS consumer market map and data at beginning of the State.

KVML
 1949

Media Code 4 205 9000 2.00
 Herald Broadcasting Co., Box 006, Mono Highway,
 Sonora, Calif. 95370. Phone 209-532-7426.

- PERSONNEL**
 Gen'l & Sales Mgr.—Joseph L. Herald.
- REPRESENTATIVES**
 Radio Time Sales/International.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
 Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11f, 12c, 13c, 14b, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 29a,
 30, 31, 32a, 33a.
 Contracts: 40a, 41, 44a, 45, 46, 49.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60k, 61a.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Entertainment Network.
 Affiliated with American Information Network.

TIME RATES
 No. 1 ER 12/1/68—Rec'd 11/8/68.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 min	4.75	4.25	3.75
20 ti	4.75	4.25	3.75
30 ti	4.25	3.75	3.25
40 ti	4.25	3.75	3.25
50 ti	4.25	3.75	3.25
60 ti	4.25	3.75	3.25

SOUTH LAKE TAHOE

(2 AM; 1 FM)
 El Dorado County—Map location C-5
 See SRDS consumer market map and data at beginning of the State.

KOWL
 1956

Media Code 4 205 9015 0.00
 KOWL, Inc., Box 4100, S. Lake Tahoe, Calif.
 95705. Phone 702-588-6881.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Ken Hildebrandt.
 Station Manager—Jack Gregory.
 Sales Manager—Lew Shank.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10a, 11b, 12b, 13b, 14a.
 Basic Rates: 20a, 21a, 24a, 24b, 24c, 28c, 29a.
 Contracts: 40a, 41, 43a, 44b, 45, 47a.
 Comb.; Cont. Discounts: 60a, 61b.
 Cancellation: 70c, 71a, 73a.
 Prod. Services: 80, 82.

TIME RATES
 No. 5 ER 6/1/67—Rec'd 4/27/67.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	7.00	6.00	5.00
13 x	6.80	5.80	5.50
26 x	6.60	5.60	5.25
52 x	6.40	5.40	5.00
104 x	6.20	5.20	4.80

8. PROGRAM TIME RATES

1/2 hr	1x	15x	26x	52x	104x	260x
1/2 hr	20	19	18	17	16	15
5 min	15	14	13	12	11	10

9. PARTICIPATING PROGRAMS
 "KOVL Big Show"—midnight-6:00 am.
 Per mo
 1 hr nightly..... 300, 1/2 hr nightly..... 150,
 Minimum buy, 13 weeks; no frequency discount.

KTHO

1963
 Media Code 4 205 9020 0.00
 Emerald Broadcasting Co., Inc., Box AM, South
 Lake Tahoe, Calif. 95705. Phone 916-544-6471.

Studios and offices: Tahoe Keys Penthouse on the
 Beach, South Lake Tahoe, Calif.
STATION'S PROGRAMMING DESCRIPTION
 KTHO—Programmed for adults.
AIR PERSONALITIES handle all segments. NEWS:
 5 min at :00, 2 min at :30, 15 min at 7 am & noon.
 Remote facilities. Stocks at :32 & :05 from 8:32
 am-6 pm, M-F. Weather 4 times hourly. Snow, road,
 school closings 24 hours. MUSIC: middle-of-the-road,
 SPORTS: at :40, World Series. Public affairs: city
 manager answers questions 7:30-8 am, Wed. Inter-
 views with top stars appearing locally. Daily live
 and direct news reports from mobile units located
 in automobiles, boat, airplane. Rec'd 7/1/68.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Norm Hankoff.
 Sales Manager—Dave Wakeman.
- FACILITIES**
 1,000 w. days; 590 kc. Non-directional.
 500 w. pre-sunrise.
 Operating schedule: 6 am-local sunset. PST.
 Partial simulcast operation. Simulcast during AM
 operational hours. For non-simulcast facilities see
 KTHO-FM.
- AGENCY COMMISSION**
 15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
 7b, 8.
 Rate Protection: 10b, 11i, 12i, 13b, 14b.
 Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 24c, 28b,
 28c, 29a, 29b, 30.
 Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47c, 51b.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 Rates effective January 1, 1966. (Card No. 6.)
 Card received January 24, 1966.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	6.25	5.05	3.85
13 ti	6.10	4.90	3.70
26 ti	6.00	4.80	3.60
52 ti	5.90	4.70	3.50
104 ti	5.80	4.60	3.40
156 ti	5.70	4.50	3.30
208 ti	5.60	4.40	3.10
260 ti	5.40	4.20	3.00
520 ti	5.20	4.00	2.80
1040 ti	5.05	3.85	2.65

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
 (Earned frequency applies)

PER WK:	Less	PER WK:	Less
20 ti	per spot	70 ti	per spot
30 ti	.30	80 ti	.70
40 ti	.40	90 ti	.90
50 ti	.50	100 ti	1.00
60 ti	.60		

8. PROGRAM TIME RATES

1 hr	1x	15x	26x	52x	104x	156x	260x	520x
1 hr	48	47	46	44	43	42	41	40
1/2 hr	30	29	28	26	25	24	23	22
1/4 hr	24	23	22	20	19	18	17	16
5 min	18	17	16	14	13	12	11	10

KTHO-FM

1966
 Media Code 4 205 9021 8.00
 Emerald Broadcasting Co., Inc. Box AM, South Lake
 Tahoe, Calif. 95705. Phone 916-544-6471.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Norm Hankoff.
 Sales Manager—Dave Wakeman.
 - FACILITIES**
 ERP 1,600 w.; 103.1 mc.
 Operating schedule: 6 am-midnight. PST.
 Antenna ht.: 50 ft. above average terrain.
 Partial simulcast operation. Operated separately local
 sunset-midnight. For simulcast facilities see KTHO.
 - AGENCY COMMISSION**
 15/0 time only; payable 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
 See KTHO listing for coded regulations.
- TIME RATES**
 ER—Rec'd 0/11/68.
- 9. PARTICIPATING PROGRAMS**
 Tahoe After Dark—7 days per wk, rotating 7:30 pm-
 midnight, 25-30 min:
 240 ti, per mo. on one half-hour each evening until
 11:30-midnight and goes back to 8:30-9 pm and
 begins the cycle again. Each program contains a 10
 second open, 10 second close and 3 1-minute spots
 within. Also, includes 8 15-second sponsor-promo
 spots per day on AM and FM for an extra of 90
 15-second exposures per month.

STOCKTON (3 AM; 3 FM)

San Joaquin County—Map Location C-6
 See SRDS consumer market map and data at beginning of the State.

KCVR
 LODI

City of license, Lodi, Calif.
 Stockton office—1808 Elmwood, Stockton, Calif. 95204.
 Phone 209-468-0826.
 See listing under Lodi, Calif.

KJAX (FM)

1968
 Media Code 4 205 9026 7.00
 Joseph Gamble Stations, Inc., 110 N. El Dorado St.,
 Stockton, Calif. 95202. Phone 209-948-9292.

- PERSONNEL**
 President—Ort J. Lofthus.
 Sales Manager—Jack E. Mitchell.
- REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.
 Operating schedule: 6 am-midnight. PST.
 Antenna ht.: 186 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 See KJOY listing for coded regulations.
 AM facilities: KJOY.

TIME RATES
 ER 6/15/68—Rec'd 10/9/68.

AA—Mon thru Sat 5-11 pm; Sat & Sun 9 am-11 pm.
 A—All other times.

7. PACKAGE PLANS

CLASS AA		CLASS A	
PER WK, EA:	3 ti	7 ti	14 ti
1 min	8.00	7.00	6.50
30 sec	7.00	6.50	6.00
1 min	6.00	5.50	5.00
30 sec	5.00	4.50	4.00

CONSECUTIVE WEEK DISCOUNTS
 26 wk—10% 52 wk—15%
 Must be signed for in advance to earn discounts.
 AA and A spots may be combined to earn discount.

KJOY

1947
 mcgavren-guild
 pgw radio, inc.

Subscriber to the NAB Radio Code
 Media Code 4 205 9030 9.00
 Joseph Gamble Stations, Inc., 110 North El Dorado
 St., Stockton, Calif. 95202. Phone 209-466-2844.
 Mailing address: Drawer Y, Stockton, Calif. 95201.

- PERSONNEL**
 Gen'l & Nat'l Sales Mgr.—Ort J. Lofthus.
- REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
 1,000 w.; 1280 kc. Directional—night only.
 Operating schedule: 6:25 am-midnight. PST.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
 28b, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60c, 60k, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities: KJAX (FM).
 Affiliated with American Entertainment Network.

TIME RATES
 Rates effective March 1, 1962.
 Rates received February 6, 1962.

6. SPOT ANNOUNCEMENTS

CLASS "AA"		CLASS "A"	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1-5 times	15.00	10.00	7.50
6 or more times	13.00	8.50	6.50

CLASS "A"
 (All other times)
 (*) 10 sec.
 12 times..... 12.00 8.00 24 times..... (*) 10 sec.
 18 times..... 11.00 7.50 36 times..... 9.00 4.50
 (*) 1 minute or less.
 30 seconds—80% of 1-minute rates.
 Discounts for Class "A"
 13 weeks..... 5% 52 weeks..... 15%
 26 weeks..... 10%

8. PROGRAM TIME RATES

1 time	10 min	5 min	10 min	5 min
1 time	36.00	18.00	312 times	30.00
52 times	33.00	16.80	624 times	27.60
104 times	32.40	16.20	1,000 times	25.20
156 times	31.20	15.60		

10. SPECIAL FEATURES
 Newscastrs: at :30; news fee, per program 2.50.

KSTN KSTN-FM

1949
 Media Code 4 205 9060 6.00
 San Joaquin Broadcasting Co., 2171 Ralph Ave.,
 Stockton, Calif. 95206. Phone 209-464-7338.

- PERSONNEL**
 President—Knox LaRue.
- REPRESENTATIVES**
 John C. Butler & Company, Inc.
- FACILITIES**
 ERP 1,000 w.; 107.3 mc.
 Operating schedule: 24 hours daily. PST.
 Antenna ht.—2,250 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; payable by 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 21d, 22a, 23a, 24b, 25a, 28a, 29a, 32c.
 Contracts: 40a, 41, 45, 46, 47e, 48.
 Comb.; Cont. Discounts: 60a, 60g, 60i.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 No. G-6 ER 2/1/67—Rec'd 1/6/67.
 AA—Mon thru Sat 6-9:30 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 min	17.00	15.00	13.00
30/20 sec	14.45	12.75	11.05
ID's	8.50	7.50	6.50

7. PACKAGE PLANS
 PER WK, EA:
 15 ti..... 8 50 ti..... 6
 25 ti..... 7

All Package Plan spots are broadcast ROS in best
 times available between 6 am & 10 pm. No fixed
 position spots allowed in this rate bracket. Advertisers
 and billing will show only number of spots run in a
 given day.

DISCOUNT
 52 wk—10%
10. SPECIAL FEATURES
 5 MINUTE NEWSCASTS

CLASS AA		CLASS A	
AA	1x	26x	52x
AA	20	19	17
A	18	17	15

Spanish:
 "Maria"—5:00-6:00 am Mon thru Sat and
 6:30-7:30 am Sun
 Participations..... 6.50

KWG

1921
 Media Code 4 205 9090 3.00
 Barnes Enterprises, Inc., 5635 Stratford Circle,
 Stockton, Calif. 95207. Phone 209-478-6453.

- PERSONNEL**
 President—Robert J. Hoth.
 General Manager—Martin Glaim.
 National Program Director—Chris Lane.
- REPRESENTATIVES**
 Jack Mssla & Co., Inc.
 Los Angeles, San Francisco—Advertising Sales West.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
 Operating schedule: 5:30 am-midnight. PST.
- AGENCY COMMISSION**
 15% net time only; 2% cash discount.

GENERAL ADVERTISING See coded regulations
 General: 1a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12f, 13f, 14b, 15a, 15b.
 Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23a,
 24a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32a, 33a.
 Contracts: 40a, 41, 42a, 42b, 44a, 44b, 45, 46, 47e
 48, 50, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 61a,
 61b,

TAFT

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KTKR

Media Code 4 205 9150 5.00
Mann Broadcasting Co., Box "WV", Taft, Calif.
93268, Roger 5-6101.

- PERSONNEL**
Owner & Gen'l Mgr.—Louise E. Mann.
- FACILITIES**
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

All discounts are predicated upon the fulfillment of contracts within a 12-month period.

TIME RATES
Rates effective September 1, 1959.
Rates received September 16, 1959.
Rev. (30 sec. & 10 sec.) rec'd August 31, 1961.

6. SPOT ANNOUNCEMENTS

	(*)	30 sec	10 sec
1 min	5.00	3.75	2.50
13 min	4.75	3.55	2.40
26 min	4.50	3.40	2.25
52 min	4.25	3.20	2.15
104 min	4.00	3.00	2.00
156 min	3.75	2.80	1.85
208 min	3.50	2.60	1.75
312 min	3.25	2.40	1.65

(*) 1 minute or less.

7. PACKAGE PLANS

ANNOUNCEMENT PACKAGES

PER WK:	1 min	30 sec	10 sec
1 min	5.00	3.75	2.50
5 min	4.75	3.50	2.25
10 min	4.50	3.25	2.00
15 min	4.25	3.00	1.75

10 seconds—50% of 1-minute rate.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 hr	30.00	20.00	12.00
13 hr	28.50	19.00	11.90
26 hr	27.00	18.00	11.25
52 hr	25.50	17.00	10.60
104 hr	24.00	16.00	10.00
156 hr	22.50	15.00	9.40
208 hr	21.00	14.00	8.75
312 hr	19.50	13.00	8.10

THOUSAND OAKS

Ventura County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KNJO (FM)

Media Code 4 205 9210 7.00
Thousand Oaks Broadcasting, 1776 Moorpark Rd.,
Thousand Oaks, Calif. 91380. Phone 805-495-2124,
2125.

- PERSONNEL**
President—Dr. Irving Schaffner.
General & Sales Mgr.—Carol Hoffins.
 - FACILITIES**
ERP 3000 w.; 92.7 mc.
Operating schedule: 18 hours daily. PST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
- TIME RATES**
No. 4 ET 7/1/69—Rec'd 8/4/69.
AAA—Mon thru Fri 6-9 am & 3-7:30 pm; Sat 8 am-noon; Sun 8-11 am & 1-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat noon-6 pm; Sun 11 am-1 pm.
A—Mon thru Fri 7:30 pm-midnight; Sat 6-8 am & 6 pm-midnight; Sun 6-8 am & 7 pm-midnight.
B—Mon thru Sun midnight-6 am. Rates on request.
- 6. SPOT ANNOUNCEMENTS**
- | | 1 MINUTE | 30 SECONDS | 10 SECONDS |
|-----|----------|------------|------------|
| AAA | 11.00 | 10.50 | 10.00 |
| AA | 8.50 | 8.00 | 7.50 |
| A | 7.00 | 6.50 | 6.00 |
| AAA | 9.00 | 8.50 | 8.00 |
| AA | 6.50 | 6.00 | 5.50 |
| A | 6.00 | 5.50 | 5.00 |
- 8. PROGRAM TIME RATES**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|---------|------|--------|--------|-------|
| AAA | 62 | 50 | 38 | 27 |
| AA | 52 | 40 | 30 | 22 |
| A | 42 | 32 | 24 | 18 |

10. SPECIAL FEATURES

NEWSCASTS
1/4 HOUR

1x	15x	25x	52x	104x	208x	312x
AAA	30.00	28.00	27.00	26.00	25.00	24.00
AA	27.00	25.00	24.00	23.00	22.00	21.00
A	25.00	24.00	23.00	22.00	21.00	20.00

5 MINUTES

AAA	AA	A
15.00	14.50	14.00
12.50	12.00	11.50
11.00	10.50	10.00

CONSECUTIVE WEEK DISCOUNT
(newscastrs and programs only)

13 wk-5%	28 wk-10%	39 wk-15%	52 wk-20%
13.00	12.50	12.00	11.50

- PERSONNEL**
President—Mike Pappas.
Vice-Pres. & Gen'l Mgr.—Pete Pappas.
Sec. & Treas.—Harry Pappas.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
ERP 850 w. (horiz), 850 w. (vert); 94.9 mc. Stereo.
Operating schedule: 6:00 a.m.-midnight. EST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.

Partial simulcast operation. Newscastrs only. For simulcast facilities see KGEN.

KSRT (FM)

Media Code 4 205 9240 4.00
KSRT Broadcasting, Inc., 1024 W. Robinhood Dr.,
Stockton, Calif. 95207. Phone 209-478-5172.

September 1, 1969

- PERSONNEL**
Pres. & Gen'l Mgr.—A. Soto.
Sales Manager—Glenn Rinker.
 - FACILITIES**
ERP 2,500 w.; 100.9 mc. Stereo.
Operating schedule: 6 am-midnight Mon thru Sat;
7 am-midnight Sun. PST.
Antenna ht.: 350 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; 15th of month.
 - GENERAL RATE POLICY**
No. 1 ET 12/1/68—Rec'd 4/13/67.
 - SPOT ANNOUNCEMENTS**
- | | 1 min | 30 sec | 10 sec |
|---------|-------|--------|--------|
| 1 min | 6.00 | 4.50 | 3.00 |
| 26 min | 5.40 | 4.00 | 3.12 |
| 52 min | 5.10 | 3.80 | 2.84 |
| 156 min | 4.50 | 3.50 | 2.60 |
- 10 sec: 50% of 1-min.
- 7. PACKAGE PLANS**
- WEEKLY PACKAGES**
- | PER WK: | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min | 4.20 | 4.00 | 3.80 | 3.60 | 3.40 |
| 30 sec | 3.00 | 2.80 | 2.75 | 2.60 | 2.40 |
- MONTHLY PACKAGES**
- | PER DAY: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|----------|------|--------|--------|-------|
| 1 min | 4.00 | 3.00 | 2.00 | 1.50 |
| 30 sec | 2.90 | 2.75 | 2.80 | 2.50 |
- 10 sec: 50% of 1-min.
- 8. PROGRAM TIME RATES**
- | | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|--------|-------|--------|--------|-------|
| 1 hr | 50.00 | 45.00 | 42.50 | 37.50 |
| 1/2 hr | 30.00 | 27.00 | 25.50 | 22.50 |
| 1/4 hr | 20.00 | 18.00 | 17.00 | 15.00 |
| 5 min | 10.00 | 9.00 | 8.50 | 7.50 |

TRUCKEE

Nevada County—Map Location C-4.
See SRDS consumer market map and data at beginning of the State.

KTRT

Media Code 4 205 9270 1.00
Trans-Sierra Broadcasters, Box 1400, Truckee, Calif.
95734. Phone 916-587-3332.

- PERSONNEL**
Pres. & Gen'l Mgr.—Melvin J. Querio.
Vice-President—Frank Livermore.
Vice-Pres. & Sales Mgr.—Herbert G. Crenshaw.
- REPRESENTATIVES**
Radio Time Sales/International.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10 pm. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12c, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 22b, 24a, 24b, 24c, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42b, 43, 44a, 44b, 45, 47c, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 1 ET 7/29/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 min	5.80	4.80	2.90
13 min	5.60	4.60	2.80
26 min	5.40	4.40	2.70
52 min	5.20	4.20	2.60
104 min	5.00	4.00	2.50
156 min	4.80	3.80	2.40
208 min	4.60	3.60	2.25
500 min	4.00	3.00	2.00
1000 min	3.75	2.75	1.75

7. PACKAGE PLANS

SATURATION PLAN

PER WK:	10 ti	20 ti	25 ti	30 ti	50 ti
1 min	5.50	5.25	5.00	4.75	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 hr	48	47	46	44
1/2 hr	30	29	28	26
1/4 hr	24	23	22	20
5 min	18	17	16	14

TULARE (2 AM; 2 FM)

Tulare County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KBOS (FM)

Media Code 4 205 9285 9.00
Pappas Electronics, Inc., Box 444, Tulare, Calif.
93274. Phone 209-688-3408. Visalia 209-734-1370.

- PERSONNEL**
President—Mike Pappas.
Vice-Pres. & Gen'l Mgr.—Pete Pappas.
Sec. & Treas.—Harry Pappas.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
ERP 850 w. (horiz), 850 w. (vert); 94.9 mc. Stereo.
Operating schedule: 6:00 a.m.-midnight. EST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.

Partial simulcast operation. Newscastrs only. For simulcast facilities see KGEN.

- GENERAL ADVERTISING** See coded regulations
See KGEN listing for coded regulations.
AM facilities: KGEN.
Affiliated with American Information Network.
 - TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 3 ET 9-1-67—Rec'd 7/17/67.
 - SPOT ANNOUNCEMENTS**
- | | 1 min | 30 sec | 10 sec |
|---------|-------|--------|--------|
| 1 min | 5.75 | 4.80 | 3.50 |
| 13 min | 5.60 | 4.40 | 3.25 |
| 26 min | 5.00 | 4.00 | 3.00 |
| 52 min | 4.50 | 3.80 | 2.75 |
| 104 min | 4.25 | 3.50 | 2.50 |
- 10 sec: 50% of 1-min (double the frequency).
20 sec: 30-sec rate (double the frequency).
- 20 ti per day, 5 days, end rate 275 220
Bulk buys: 13, 26 and 52 weeks.
- 7. PACKAGE PLANS**
- OPERATION SUPER SELL**
(10-day Saturation Package)
- | | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti | 70 ti | 100 ti |
|--------|-------|-------|-------|-------|-------|-------|--------|
| 1 min | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | 3.00 | 2.75 |
| 30 sec | 3.40 | 3.20 | 3.00 | 2.80 | 2.60 | 2.40 | 2.20 |
- OPERATION SELL OUT**
(30-day Saturation Package)
- | | 1 min | 30 sec | 10 sec |
|--------|-------|--------|--------|
| 1 min | 4.25 | 4.00 | 3.75 |
| 30 sec | 3.40 | 3.20 | 3.00 |

KCOK

Subscriber to the NAB Radio Code
Media Code 4 205 9300 6.00
KCOK, Inc., Box 119, Tulare, Calif. 93274. Phone
209-686-2866; Visalia 209-732-3750.

- PERSONNEL**
Pres. & Gen'l Mgr.—Keith Munger.
- REPRESENTATIVES**
San Francisco—The Sandberg-Glenn Company.
Los Angeles—Harlan G. Oakes & Associates, Inc.
New York, Chicago—Burn-Smith Company, Inc.
- FACILITIES**
5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 6:00 a.m.-11:00 pm weekdays;
7:00 am-11:00 pm Sun. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20b.
Contracts: 40a, 41, 44a, 45.
Cancellation: 71a.
Affiliated with MBS Radio Network.

TIME RATES
ET 1/1/69—Rec'd 1/2/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Flat	6.00	4.50	3.00

FREQUENCY

	1 hr	1/2 hr	1/4 hr	5 min
13 ti	6.50	5.00	3.25	2.50
26 ti	6.00	4.50	3.00	2.25
52 ti	5.50	4.00	2.75	2.00
104 ti	5.00	3.75	2.50	1.75
156 ti	4.75	3.50	2.25	1.50
208 ti	4.50	3.25	2.00	1.25
312 ti	4.25	3.00	1.75	1.00

7. PACKAGE PLANS

SATURATION PACKAGES

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	6.50	6.00	5.50	5.00	4.75	4.00
30 sec	5.00	4.50	4.00	3.75	3.50	3.00
10 sec	3.25	3.00	2.75	2.50	2.25	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 hr	50.00	47.00	44.00	41.00
1/2 hr	30.00	28.00	26.00	24.00
1/4 hr	20.00	18.00	16.50	15.00
5 min	8.00	7.50	7.00	6.50

- SPECIAL FEATURES**
Ken Clifford Local News—5 minutes Mon thru Fri.
Per mo. 150 Every other day—85 (CR)

KGEM

Media Code 4 205 9330 3.00
Pappas Electronics, Inc., Box 444, Tulare, Calif.
93274. Phone 209-688-3408. Visalia 209-734-1370.

- PERSONNEL**
President—Mike J. Pappas.
Vice-Pres. & Gen'l Mgr.—Pete Pappas.
Secy-Treas.—Harry Pappas.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
ERP 850 w. (horiz), 850 w. (vert); 94.9 mc. Stereo.
Operating schedule: 6:00 a.m.-midnight. EST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.

Partial simulcast operation. Newscastrs only. For simulcast facilities see KGEN.

CALIFORNIA

- GENERAL ADVERTISING** See coded regulations
See KGEN listing for coded regulations.
AM facilities: KGEN.
Affiliated with American Information Network.
 - TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 3 ET 9-1-67—Rec'd 7/17/67.
 - SPOT ANNOUNCEMENTS**
- | | 1 min | 30 sec | 10 sec |
|---------|-------|--------|--------|
| 1 min | 5.75 | 4.80 | 3.50 |
| 13 min | 5.60 | 4.40 | 3.25 |
| 26 min | 5.00 | 4.00 | 3.00 |
| 52 min | 4.50 | 3.80 | 2.75 |
| 104 min | 4.25 | 3.50 | 2.50 |
- 10 sec: 50% of 1-min (double the frequency).
20 sec: 30-sec rate (double the frequency).
- 20 ti per day, 5 days, end rate 275 220
Bulk buys: 13, 26 and 52 weeks.
- 7. PACKAGE PLANS**
- OPERATION SUPER SELL**
(10-day Saturation Package)
- | | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti | 70 ti | 100 ti |
|--------|-------|-------|-------|-------|-------|-------|--------|
| 1 min | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | 3.00 | 2.75 |
| 30 sec | 3.40 | 3.20 | 3.00 | 2.80 | 2.60 | 2.40 | 2.20 |
- OPERATION SELL OUT**
(30-day Saturation Package)
- | | 1 min | 30 sec | 10 sec |
|--------|-------|--------|--------|
| 1 min | 4.25 | 4.00 | 3.75 |
| 30 sec | 3.40 | 3.20 | 3.00 |

KCOK

Subscriber to the NAB Radio Code
Media Code 4

CALIFORNIA

Turlock—KCEY—Continued

years and selected current releases of adult appeal. NEWS: min network national news, regional and local news each hour. 5 major local newscasts daily. 2 man news staff, 2 mobile news cruisers. SPORTS: professional football, local high school play-by-play, daily local sports broadcast. FARM: 2 agricultural reports daily with local interviews and direct weather reports. Contact Representative for further details. Rec'd 12/30/68.

- PERSONNEL**
President—Paul Henning.
Vice-Pres. & Gen'l Mgr.—Rick Jerome.
- REPRESENTATIVES**
J. A. Lucas & Company/JALCO.
- FACILITIES**
5,000 w.; 1590 kc. Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 24b, 24c, 25a, 27, 28c, 29a, 30, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

Rates effective February 1, 1964.
Rates received January 13, 1964.

- SPOT ANNOUNCEMENTS**
TRAFFIC TIME
5:00-9:00 am and 4:00-7:00 pm Mon thru Fri... 5.00
DAYTIME
9:00 am-4:00 pm Mon thru Fri; 6:00 am-7:00 pm Sat and Sun... 4.00
EVENING
7:00 pm-midnight Mon thru Sun... 3.00
30 seconds—1 minute rate.
10 seconds—50% of 1-minute rate.
- PACKAGE PLANS**
DISCOUNTS
PER WK: 10% PER YR: 10%
25 ti 600 ti 15%
50 ti 1000 ti 15%
75 ti 1500 ti 20%
100 ti 2000 ti 25%
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
200% of 1-minute rate. (D&CR)

TWENTYNINE PALMS

(1 AM; 1 FM)

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KDHI

1961

Media Code 4 205 9390 7.00
Hi-Desert Broadcasting Corp., Box 908, Twentynine Palms, Calif. 92277. Phone 714-367-3535.

- PERSONNEL**
Pres. & Gen'l Mgr.—Art Sipherd.
- REPRESENTATIVES**
Call collect 714-367-3535.
- FACILITIES**
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST, DST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1964. (Card No. 2.)
Card received September 8, 1964.

- PACKAGE PLANS**
ROS
1 min 30 sec 1 min 30 sec
1 ti 4.20 3.50 208 ti 8.30 2.75
28 ti 4.02 3.35 400 ti 2.88 2.40
52 ti 3.84 3.20 750 ti 2.58 2.15
104 ti 3.60 3.00 1000 or more ti 2.16 1.80
- SATURATION PACKAGES**
15 spots within 3 days... 1 min 30 sec 54.00 45.00
30 spots within 5 days... 90.00 75.00
40 spots within 5 days... 108.00 90.00
50 spots within 5 days... 120.00 100.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 ti 60.00 42.00 24.00 9.00
2 ti 54.00 38.00 22.80 8.00
52 ti 48.00 30.00 21.60 7.00
104 ti 40.80 22.80 18.00 6.00

KDHI-FM

1965

Media Code 4 205 9391 5.00
Hi-Desert Broadcasting Corp., Box 908, Twentynine Palms, Calif. 92277. Phone 714-367-3535.

- PERSONNEL**
Pres. & Gen'l Mgr.—Art Sipherd.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
ERP 5,000 w.; 95.7 mc.
Operating schedule: 5:45 am-10:15 pm. PST.
Simulcast 6 am-10 pm; programmed separately 6:00-10:15 pm.
Antenna ht.: 190 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.
GENERAL ADVERTISING See coded regulations
See KDHI listing for coded regulations.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective April 1, 1965. (Card No. 1.)
Card received March 23, 1965.

- PACKAGE PLANS**
1/4 HOUR PROGRAMS
3 MONTH CONTRACTS (13 wks)
PER WK: PER MO: PER WK:
1 ti 71.94 5 ti 260.00
2 ti 133.47 6 ti 312.00
3 ti 200.00 7 ti 364.00
4 ti 238.34
- 6 MONTH CONTRACTS (26 wks)**
1 ti 86.73 5 ti 284.00
2 ti 104.00 6 ti 273.00
3 ti 156.00 7 ti 303.34
4 ti 187.20
- 1 YEAR CONTRACTS**
1 ti 52.00 5 ti 195.00
2 ti 15.40 6 ti 208.30
3 ti 136.50 7 ti 219.85
4 ti 171.60
- PROGRAM TIME RATES**
1/4 HOUR
(6:00 pm-sign-off)
1 ti 16.60 104 ti 10.80
28 ti 15.40 104 ti 10.50
52 ti 12.00 182 ti 10.00
Applicable rates for unfulfilled contracts.

UKIAH

Mendocino County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KUKI

1950

A-Buy Radio Group



Subscriber to the NAB Radio Code

Media Code 4 205 9450 9.00
Daniel S. & Elma J. Cumberly, Box 638, Ukiah, Calif. 95482. Phone 707-462-4771.

- PERSONNEL**
Owner & Gen'l Mgr.—Dan Cumberly.
Station Manager—Gladys Johnson.
Com'l & Ass't Mgr.—Rod Paclini.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: A-BUY Radio Group.
- TIME RATES**
ET 1/1/66—Rec'd 4/14/66.
SPOT ANNOUNCEMENTS
1x 13x 25x 52x 104x 156x 312x
1 min 5.50 8.25 4.95 4.70 4.40 4.15 3.85
30 sec 4.40 4.25 4.00 3.75 3.55 3.30 3.10
- PROGRAM TIME RATES**
1 hr 1x 13x 25x 52x 104x 156x 312x
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.
- SPECIAL FEATURES**
NEWSCASTS
PER WK, 52 WK: 2 ti 3 ti 5 ti
5 min 8.35 7.80 7.30
10 min 12.90 12.00 11.40
1/4 hr 16.80 16.20 15.00

VALLEJO

Solano County—Map Location B-5
See SRDS Consumer Markets map and data at beginning of the State.

KNBA

1947

Media Code 4 205 9480 6.00
KNBA, Inc., Box 1112, 3267 Sonoma Blvd., Vallejo, Calif. 94591. Midway 4-8944.

- PERSONNEL**
Pres. & Gen'l Mgr.—Louis J. Ripa.
- REPRESENTATIVES**
San Francisco, Los Angeles—Advertising Sales West.
- FACILITIES**
250 w.; 1190 kc. Non-directional.
Operating schedule: 6:30 a.m. to local sunset. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 5.
Contracts: 40, 46.
Member: California Farm Network.
- TIME RATES**
Rates effective April 1, 1960.
Rates received March 7, 1960.
SPOT ANNOUNCEMENTS
(1 minute and/or Station Breaks)
1 time 7.50 100 times 6.80
28 times 7.30 300 times 6.50
52 times 7.10 600 or more times 6.00
30 seconds—75% of earned minute rate.
10 seconds—50% of earned minute rate.
Announcements—1 minute transcribed or 100 words.
Station breaks—20 seconds transcribed or 85 words.

7. PACKAGE PLANS

10 announcements... 85.00 20 announcements... 105.00
15 announcements... 90.00 25 announcements... 125.00

- PACKAGE RATE ANNOUNCEMENTS**
Per month: 3 mos. 6 mos. (*)
2 times daily, 7 days per wk. 325.00 310.00 280.00
3 times daily, 7 days per wk. 480.00 450.00 400.00
4 times daily, 7 days per wk. 610.00 560.00 500.00
(*) 1 year or longer.
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr.
1 time 60.00 30.00 20.00
13 times 47.50 28.50 19.00
26 times 45.00 27.00 18.00
52 times 42.50 25.50 17.00
100 times 38.50 23.00 15.25
300 or more times 34.50 20.50 13.50

VENTURA

Ventura County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura

(including Port Huemene; Santa Paula)

VICTORVILLE

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KAVR CITY OF LICENSE APPLE VALLEY



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Apple Valley, Cal.)
Media Code 4 205 0420 1.00
BHA Enterprises, Inc., Box 960, Apple Valley Inn, Apple Valley, Calif. 92307. Phone 714-241-7251, 7252.

- PERSONNEL**
Pres. & Gen'l Mgr.—Alan F. Beach.
General Sales Manager—Thomas Frostig.
Program Director—William Comb.
- REPRESENTATIVES**
New York, Chicago, Los Angeles, San Francisco—Grant Webb & Company.
- FACILITIES**
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KAVR-FM.
- AGENCY COMMISSION**
15%: no cash discount. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11, 12, 13, 14g.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 28c, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 42c, 42d, 43, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

- TIME RATES**
No. 9 ET 1/1/66—Rec'd 6/23/66.
SPOT ANNOUNCEMENTS
1-12 CONSECUTIVE WEEKS
PER WK: 1 min 30 sec 1 min 30 sec
Less than 10 ti 7.50 7.00 25 ti 5.50 5.00
10 ti 6.50 6.00 40 ti 4.50 4.00
15 ti 6.25 5.75 50 ti 5.00 4.50
20 ti 6.00 5.50 70 ti 4.50 4.00
- 13-25 CONSECUTIVE WEEKS**
Less than 10 ti 7.00 6.50 25 ti 4.75 4.25
10 ti 6.00 5.50 30 ti 4.50 4.00
15 ti 5.50 5.00 50 ti 4.25 3.75
20 ti 5.25 4.75 100 ti 4.00 3.50
- 26-51 CONSECUTIVE WEEKS**
Less than 10 ti 6.25 5.75 25 ti 4.25 3.75
10 ti 5.25 4.75 30 ti 4.00 3.50
15 ti 4.75 4.25 50 ti 3.50 3.00
20 ti 4.50 4.00 70 ti 3.25 2.75
- 52 CONSECUTIVE WEEKS**
Less than 10 ti 5.50 5.00 25 ti 3.75 3.25
10 ti 4.50 4.00 30 ti 3.50 3.00
15 ti 4.25 3.75 50 ti 3.25 2.75
20 ti 4.00 3.50 70 ti 2.75 2.25
10 seconds or less—50% of applicable 1-minute rate.
Fixed position—additional 5%.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 x 78.00 47.00 35.00 15.50
- DISCOUNTS**
13x—5% 52x—12-1/2% 156x—37% 312x—50%
26x—10% 104x—33% 260x—46% 365x—54% (D)

KCIN

1961

Media Code 4 205 9540 7.00
Top Dial Broadcasting Corp., Green Tree Inn, Victorville, Calif. 92392. Phone 714-245-8835.

- PERSONNEL**
President—Clifton Paxson.
Vice-Pres. & Gen'l Mgr.—Vic Meriani.
Sales Manager—Wynne Smith.
- REPRESENTATIVES**
J. A. Lucas & Co., Inc./JALCO.
- FACILITIES**
500 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22b, 24b, 30, 33d.
Contracts: 40a, 42b, 45, 46, 51a.

Comb.: Cont. Discounts: 62d.
Cancellation: 70b, 70c, 71b.
Prod. Services: 80, 82.
Member: Jalco-So/Cal Group.

- TIME RATES**
ET 7/14/69.
SPOT ANNOUNCEMENTS
1 min 5.00 5.0x 100x 250x 500x 1000x
30 sec 3.80 3.80 3.40 3.20 3.00 2.80
15 sec 2.50 2.40 2.25 2.15 2.00 1.75
- PACKAGE PLANS**
WKLY: 10 ti 20 ti 30 ti 40 ti
1 min 4.75 4.50 4.25 4.00
30 sec 3.80 3.40 3.20 3.00
May be converted to frequency to achieve lower unit costs.
- PROGRAM TIME RATES**
1x 50x 100x 250x 500x
5 min 7.50 7.10 6.70 6.35 6.00
10 min 11.00 10.25 9.75 9.00 8.75
1/4 hr 15.00 14.25 13.50 12.75 12.00
1/2 hr 25.00 24.00 23.00
1 hr 45.00 43.50

VISALIA (1 AM; 1 FM)

Tulare County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KCOK

TULARE

City of license, Tulare, Calif.
Considered by the MBS Radio Network as their Tulare-Visalia, Calif. 93277. Phone 209-734-5811.
See listing under Tulare, Calif.

KONG

1946

Media Code 4 205 9570 4.00
Air Waves, Inc., Box 3329, Walnut Ave. at Mooney Blvd., Visalia, Calif. 93277. Phone 209-734-5811.
STATION'S PROGRAMMING DESCRIPTION

- PERSONNEL**
General Manager—Harry E. Layman.
Sales Manager—Carl L. Switzer.
- REPRESENTATIVES**
J. A. Lucas Company, Inc./JALCO.
- FACILITIES**
5,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
- AGENCY COMMISSION**
Operating schedule: 5:00 am-midnight. PST.
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11, 12, 13, 14g.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60i, 61c.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 82.
Member: Jalco-So/Cal Group.

- TIME RATES**
ET 5/1/69—Rec'd 4/17/69.
AA—6:30-9 am, noon-1 pm & 4-6 pm.
A—All other times.
SPOT ANNOUNCEMENTS
CLASS AA
1x 50x 100x 250x 500x 750x 1000x 1500x
1 min 6.00 5.50 5.00 4.50 4.00 3.75 3.50 3.00
30 sec 4.50 4.15 3.75 3.40 3.00 2.85 2.65 2.25
- CLASS A**
1 min 4.75 4.40 4.00 3.60 3.20 3.00 2.80 2.40
30 sec 3.55 3.30 3.00 2.70 2.40 2.30 2.10 2.00
10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
1 hr 1x 13x 26x 52x 104x 156x 260x 312x
1 hr 48 48 44 44 44 44 44 44
1/2 hr 30 28 27 26 25 24 23 22
1/4 hr 22 20 19 18 17 16 15 14
10 min 18 16 15 14 13 12 11 10
5 min 14 12 11 10 9 8 7 6

COMBINABILITY
Programs and 1-min and 30-sec spots combinable to earn discounts. Any 2 or more program units of 5 minutes or more, broadcast on same day for same sponsor, may be combined to earn frequency discount. (D)

KONG-FM

1961

Media Code 4 205 9571 2.00
Air Waves, Inc., Box 3329, Walnut Ave. at Mooney Blvd., Visalia, Calif. 93277. Phone 209-732-1350.

- STATION'S PROGRAMMING DESCRIPTION**
KONG-FM: Programmed for general interest and mass appeal.
MUSIC: standard 40%, pop 40%, music is designed to appeal to audience group 20-55 years of age. Feature shows daily 5-7 pm semi classic. Mon, 7-8 pm dixieland jazz. T-Th, Broadway showtunes, Wed, folk music. Fri, various ethnic music. Sun, 7:30 am-noon religious, 7 pm-10:30 pm, classics and semi classics. Minimum interruptions with 3 min infocast on quarter hour. Sports and weather on half hour. Format approximately 90% music, 10% news, weather and information. COMMERCIAL POLICY: Limited to 8 minutes per hour. Contact Representative for further details. Rec'd 5/22/69.
(This listing continued on next page)

Visalia-KONG-FM-Continued

1. PERSONNEL
General Manager—Harry E. Layman.
Sales Manager—Carl L. Switzer.

2. REPRESENTATIVES
San Francisco, Los Angeles, Chicago, New York—
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 7 am-midnight. PST.
Antenna ht.: 960 ft. above average terrain.

4. AGENCY COMMISSION
15% net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 10a, 11a, 14a, 15a, 15b.
Basic Rates: 21a, 22a, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e, 71a, 73a.
Prod. Services: 82.
Maximum 8 commercial minutes per hour, maximum length 1 minute.

TIME RATES
No. 2 ET—Rec'd 11/15/68.

6. SPOT ANNOUNCEMENTS

1 min.	5.00	4.75	4.50	4.00	3.50	3.00	2.75
30 sec.	4.00	3.75	3.50	3.00	2.75	2.50	2.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	60	45	35
13 x	58	43	33
28 x	54	40	31
52 x	50	37	29
104 x	46	34	27
156 x	42	32	25
208 x	38	28	23
260 x	34	24	20
312 x	30	22	18

CONSECUTIVE WEEK DISCOUNTS

13 wk—5%	26 wk—10%	52 wk—20%
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VISTA

San Diego County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

KMLO
1967
Media Code 4 205 9585 2.00
North County Broadcasting Co., Inc., Box 1000, 2766 N. Santa Fe, Vista Calif. 92083. Phone 714-724-8335.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene Alfred.
Sales Manager—Joe Orvail.
Program Director—Frank Mangio.

2. REPRESENTATIVES
Radio Time Sales/International.
Los Angeles—Lee F. O'Connell Company.

3. FACILITIES
1,000 w.; 1000 kc. Directional days.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/10 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 10a, 11a, 13a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 29a, 30, 31.
Contracts: 40a.
Cancellation: 70e.

TIME RATES
No. 1 ET 10/16/67—Rec'd 11/20/67.

6. SPOT ANNOUNCEMENTS

1 min	6.50	5.30	312 x	4.70	3.50
13 x	6.20	5.00	416 x	4.40	3.30
28 x	5.90	4.70	520 x	4.10	3.10
52 x	5.60	4.40	750 x	3.80	3.00
104 x	5.30	4.10	1000 x	3.50	2.90
208 x	5.00	3.80			

10 sec: 50% of 1-min.
Fixed position, extra 5%.

7. PACKAGE PLANS

PER WK. ROS:	10 ti	20 ti	30 ti	40+
1 min.	5.30	5.00	4.70	4.40
30 sec.	4.10	3.80	3.50	3.30
PER MO. ROS:	50 ti	100 ti	150 ti	200 ti
1 min.	4.70	4.40	4.10	3.80
30 sec.	3.50	3.30	3.10	3.00

10 sec: 50% of 1-min.
Fixed position, extra 5%.
Plans not combinable with spots to earn lower frequency rates.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
(Hourly at 5:00)

Ea	12.00	11.30	9.00	8.20	7.00
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WALNUT CREEK

Contra Costa County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KDFM (FM)
1959
Media Code 4 205 9600 9.00
Stereophonic Broadcasters, Inc., Box 633, 1245 S. Main St., Walnut Creek, Calif. 94597. Phone 415-934-5300.

1. PERSONNEL
General Manager—Alfred M. Pettler.
Station Manager—Douglas E. Lauen.
Dir. of Public Affairs—Ronald Dayton Wolfe, Jr.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 5-11 pm. PST.
Antenna ht.: 97 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30.

Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 8 ET 2/1/69—Rec'd 2/17/69.
A—Mon thru Fri 6-8 am & 5-11 pm; Sat & Sun noon-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

7 x	10.00	9.00	8.50	7.50	6.25	5.25
14 x	9.50	8.50	8.00	7.00	6.00	5.00
21 x	9.00	8.00	7.50	6.50	5.75	4.75
28 x	8.50	7.50	7.00	6.00	5.50	4.50
56 x	8.00	7.00	6.50	5.50	5.25	4.25
104 x	7.50	6.50	6.00	5.00	5.00	4.00
500 x	7.00	6.00	5.50	4.50	4.75	3.75
1000 x	6.50	5.50	5.00	4.00	4.50	3.50

52-week contracts of 1,000.00 or more, 10% discount.
Non-cancellable.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	85	45	28
18 x	80	40	25
28 x	75	35	23
52 x	70	30	20

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

EA: 6, 9 am, noon, 3, 6, 9 pm, midnight 13x 26x 52x
Minimum 13-week contract.

TIME & WEATHER ID'S
Minimum 13-week contract.

NEWS HEADLINES
At :60, 1-min immediately following News—1-min A or B time plus 1.00.

WASCO

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KWSO
1950
Media Code 4 205 9630 6.00
Maple Leaf Broadcasting Co., Bin E, Wasco, Calif.
Day phone: 805-758-8423. Night phone: 805-758-6575. Bakerfield phone: 805-326-5777.
Other Office: 217 Central Ave., Shafter, Calif. Phone 805-746-4931.

1. PERSONNEL
President—E. J. Peters.
Station Manager—Robert T. Bann.

3. FACILITIES
1,000 w.; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION
15/10 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 46, 47a, 49.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62e.
Cancellation: 71a, 73a.

TIME RATES
Rates effective January 1, 1964. (Card No. 4A.)
Card received January 29, 1964.

6. SPOT ANNOUNCEMENTS

1 MIN:	1-5 wk	6-11 wk	12-17 wk	18-23 wk	(*)
1 ti	5.20	4.95	4.45	4.00	3.45
10 ti	4.65	4.20	3.75	3.45	3.30
25 ti	4.10	3.75	3.55	3.30	3.10
100 ti	3.90	3.45	3.30	3.10	2.90
400 ti	3.25	3.10	2.90	2.70	2.60
800 ti	2.55	2.35	2.20	2.05	1.95
1200 ti	2.20	2.05	1.95	1.80	1.70

Package combinations available.
(*) 24 or more per week.

8. PROGRAM TIME RATES
(7:00 am-5:00 pm)

1 ti	33.80	20.10	12.20
13 ti	30.40	18.25	10.95
28 ti	27.05	16.25	9.75
39 ti	23.85	14.25	8.55
52 ti	20.30	12.50	7.30
104 ti	16.90	10.50	6.05
156 ti	15.25	9.10	5.45
208 ti	13.55	8.10	4.90
260 ti	11.80	7.10	4.25
312 ti	10.90	6.80	3.95
364 ti	9.95	6.00	3.60
416 ti	9.05	5.45	3.25
1092 ti	8.10	4.95	2.90

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 25c, 26, 27, 28a, 28c, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with the KBSB Radio Network.

WATSONVILLE

Santa Cruz County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

KOMY
1937
Media Code 4 205 9650 3.00
Frontier Broadcasting Co. of California, 40 Atkinson Lane, Watsonville, Calif. 95076. Parkway 4-5641.

STATION'S PROGRAMMING DESCRIPTION
KOMY: Programmed for adults.
Featured programming: featuring local, network, farm, sports, and financial news incorporated in air personality shows. NEWS: on hour and half hour. Two 15 min newscasts daily 7:30 am, noon. Two 10 min newscasts 8 & 8:30 am. 45 min news 5:30-6:15 pm. Incorporating local, regional, national, sports, financial and commentary. Other newscasts 6 min. PERSONALITY shows: 7 am-5:30 pm featuring general popular music, middle-of-the-road, film music, jazz oriented, country oriented. Spanish language programming. M-S, 7 pm-12M featuring general popular ethnic music, air personalities. SPORTS: college and professional football, high school sports. COMMERCIAL POLICY: personality endorsements accepted in Spanish, 1 min announcements only. English and Spanish 18 cumulative min per hour. Contact representative for further details. Rec'd 10/30/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Phil Rath.
Sales Manager—Lloyd Evert.
Program Director—Jim Workman.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight Mon thru Sat, 5 am-11 pm Sun. PST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4d, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with MBS Radio Network.
Member: California Farm Network.

TIME RATES
Rates effective February 5, 1962.

6. SPOT ANNOUNCEMENTS

1 time	36.00	28.50	14.25	6.00	4.50
13 times	34.00	26.50	13.25	5.75	4.25
26 times	32.00	24.50	12.25	5.50	4.00
52 times	30.00	22.50	11.25	5.25	3.75
104 times	28.50	20.50	10.25	4.75	3.50
156 times	26.50	18.50	9.25	4.50	3.25
260 times	16.50	8.25	4.00	3.00	

7. PACKAGE PLANS

Per day	1 min.	30 sec.
10 times	5.00	3.75
15 times	4.75	3.50
20 times	4.50	3.25
25 times	4.25	3.00
50 times	4.00	

10 times..... 4.00 2.75
10 times..... 3.75 2.50

WEST COVINA

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

WILLOWS
Glenn County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KIQS
1961
Subscriber to the NAB Radio Code
Media Code 4 205 9690 0.00
KIQS Radio, Box 7, Willows, Calif. 95988. Phone 916-034-4854.

STATION'S PROGRAMMING DESCRIPTION
KIQS: Programs local-regional news on half hour with national-world news on hour. Weather and sports at :45. Middle-of-the-road music with country western afternoons. Farm programming and personality throughout broadcasting day. Contact Representative for further details. Rec'd 3/28/69.

1. PERSONNEL
Owner & Mgr.—Harry Lando.
Program Director—Don Schreir.
Sales Manager—Patricia Begrin.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
250 w. days; 1560 kc. Non-directional.
Operating schedule: Sunrise to local sunset.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 25c, 26, 27, 28a, 28c, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with the KBSB Radio Network.

CALIFORNIA

TIME RATES
ET—Rec'd 1/24/69.

6. SPOT ANNOUNCEMENTS

1 min	4.00	3.80	3.70	3.50	3.40
30 sec	3.00	2.90	2.80	2.70	2.60

7. PACKAGE PLANS
BOS WEEKLY PACKAGES
(1/3 in Traffic Times)

15 ti	1 min	30 sec	15 ti	30 ti
	3.50	3.00	2.70	2.40

8. PROGRAM TIME RATES

1 hr	45.00	43.00	41.50	40x	104x	156x	260+
1/2 hr	26.00	25.00	24.00	23.00	22.00	21.00	20.00
1/4 hr	17.50	17.00	16.50	15.50	15.00	14.00	13.50
5 min	7.25	7.00	6.75	6.50	6.25	6.00	5.75

WOODLAND

Yolo County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KRBT (FM)
1961
Media Code 4 205 9720 5.00
Tiger Broadcasting, Inc., 1212 Kentucky Ave., Woodland, Calif. 95695. Phone 916-682-0241.

1. PERSONNEL
President—William B. Elliott.

2. REPRESENTATIVES
San Francisco, Los Angeles—Advertising Sales West.

3. FACILITIES
ERP 35,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hrs daily.
Antenna ht.—210 ft. above average terrain.

4. AGENCY COMMISSION
15/10 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 33c.
Contracts: 40a, 42d, 44b, 46, 47e, 51a, 51b.
Comb.; Cont. Discounts: 60e, 60f, 61b.
Prod. Services: 82.

TIME RATES
ET—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

1 min	9.50	30 sec	7.50
-------	------	--------	------

10. SPECIAL FEATURES
Newscasts 12 Fun Time..... 11

YREKA CITY

Shasta County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KSYC
1947
Subscriber to the NAB Radio Code
Media Code 4 205 9750 2.00
Northern Broadcasting Co., Lawrence Lane, Yreka, Calif. 96097. Phone 916-842-4158.

1. PERSONNEL
President—R. W. Lake.
Vice-Pres. & Station Mgr.—Holt C. Wardrip.

2. REPRESENTATIVES
The Sandberg-Glenn Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 a.m. to 10:00 p.m. week-days; 8:00 a.m. to 9:00 p.m. Sunday. PST.

4. AGENCY COMMISSION
15/10 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33c.
Contracts: 42d, 44a, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective August 1, 1958. (Card No. 4.)
Card received July 28, 1958.
Rev. (Spot Announcements) rec'd April 23, 1965.

6. SPOT ANNOUNCEMENTS

1 min/1a.	6.00	5.50	5.00	4.50	4.00	3.50
30 sec or less	4.50	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

1 time	45.00	30.00	20.00	15.00	10.00
13 times	40.50	27.00	18.00		

CALIFORNIA

YUBA CITY (2 AM)

Sutter County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

KOBO

(formerly KZIN)
1953

RAB

Media Code 4 205 9760 1.00

General Broadcasting Corp., 700 A Onstott Rd., Yuba City, Calif. 95991. Phone 916-873-7877.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jerry McLevis.
General Sales Manager—Tom Morgan.
Program Director—Bill Tate.

2. REPRESENTATIVES

Radio Time Sales/International.

3. FACILITIES

100 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 7.
Rate Protection: 12b, 14b.

Basic Rates: 20a, 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

No. 1A Eff 7/15/69—Rec'd 7/17/69.

6. SPOT ANNOUNCEMENTS

ROS:	Flat	10 tl	20 tl	30 tl	40 tl	50+
1 min.	7.80	7.00	6.30	5.65	5.00	4.55
30 sec.	6.25	5.60	5.00	4.55	4.00	3.65
15 sec.	3.90	3.50	3.15	2.80	2.50	2.25

Fixed position, extra 10%.

CONSECUTIVE WEEK DISCOUNT

4 wk—5% 13 wk—10% 52 wk—20%

KUBA

1947

Media Code 4 205 9765 0.00

Grayson Broadcasting, Inc., Box 309, Yuba City, Calif. 95991. Phone 916-873-7344.

1. PERSONNEL

President—Sid A. Grayson,
General Manager—Stu Klein.

2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO:

3. FACILITIES

5,000 w., non-directional days; 500 w. nights; 1600 kc.
Operating schedule: 8 am-10 pm. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15d.

Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Member: Jalco—No/Cal Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 8/1/69—Rec'd 7/7/69.

AA—Mon thru Fri 7-9 am & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	AA		A	
	1 min	30 sec	1 min	30 sec
1 x	6.50	5.00	5.00	3.75
50 x	6.25	4.75	4.75	3.55
100 x	6.00	4.50	4.50	3.35
250 x	5.75	4.25	4.25	3.15
500 x	5.50	4.00	4.00	3.00
1000 x	5.00	3.75	3.75	2.80
1500 x	4.00	3.00	3.00	2.25

7. PACKAGE PLANS

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
10 tl	6.25	4.75	4.75	3.55
20 tl	6.00	4.50	4.50	3.35
30 tl	5.75	4.25	4.25	3.15
40 tl	5.50	4.00	4.00	3.00

May be converted to yearly frequency when earned.

TOTAL AUDIENCE PLAN

Mon thru Fri only: 1 spot in each day part—6-9 am, 9 am-noon, noon-3 pm, 3-6 pm & 6-10 pm.

PER WK: 1 min 30 sec
TAP, 25 tl 120.00 92.50
Do not combine with any other packages or frequencies for additional discounts.

8. PROGRAM TIME RATES

PER YR:	CLASS A				
	1x	26x	52x	104x	156x 260x
1 hr.	65.00	62.00	59.00	56.00	53.00
1/2 hr.	39.00	37.50	36.00	34.50	33.00
1/4 hr.	27.00	26.25	25.50	24.75	24.00 22.00
5 min	10.00	9.50	9.00	8.50	8.00 7.50

10. SPECIAL FEATURES

5-minute news—news fee, extra 1.00. Non-commissionable.

SPANISH

Sat 10 am-5 pm; Sun 5-11 am.
Flat 1/2 hr 1/4 hr 1 min 30 sec
35.00 17.50 8.00 4.00

CATALINA ISLAND

AVALON

KBIG

Listing for Avalon (Catalina Island) appears alphabetically according to city under California listings. The KBIG listing appears under both Los Angeles and Los Angeles Urban Area.

**ADDITIONAL
DAILY MEDIA CITIES
NOT SHOWN ON STATE MAP
NEWSPAPER**
Golden—Jefferson County

Radio Household Data

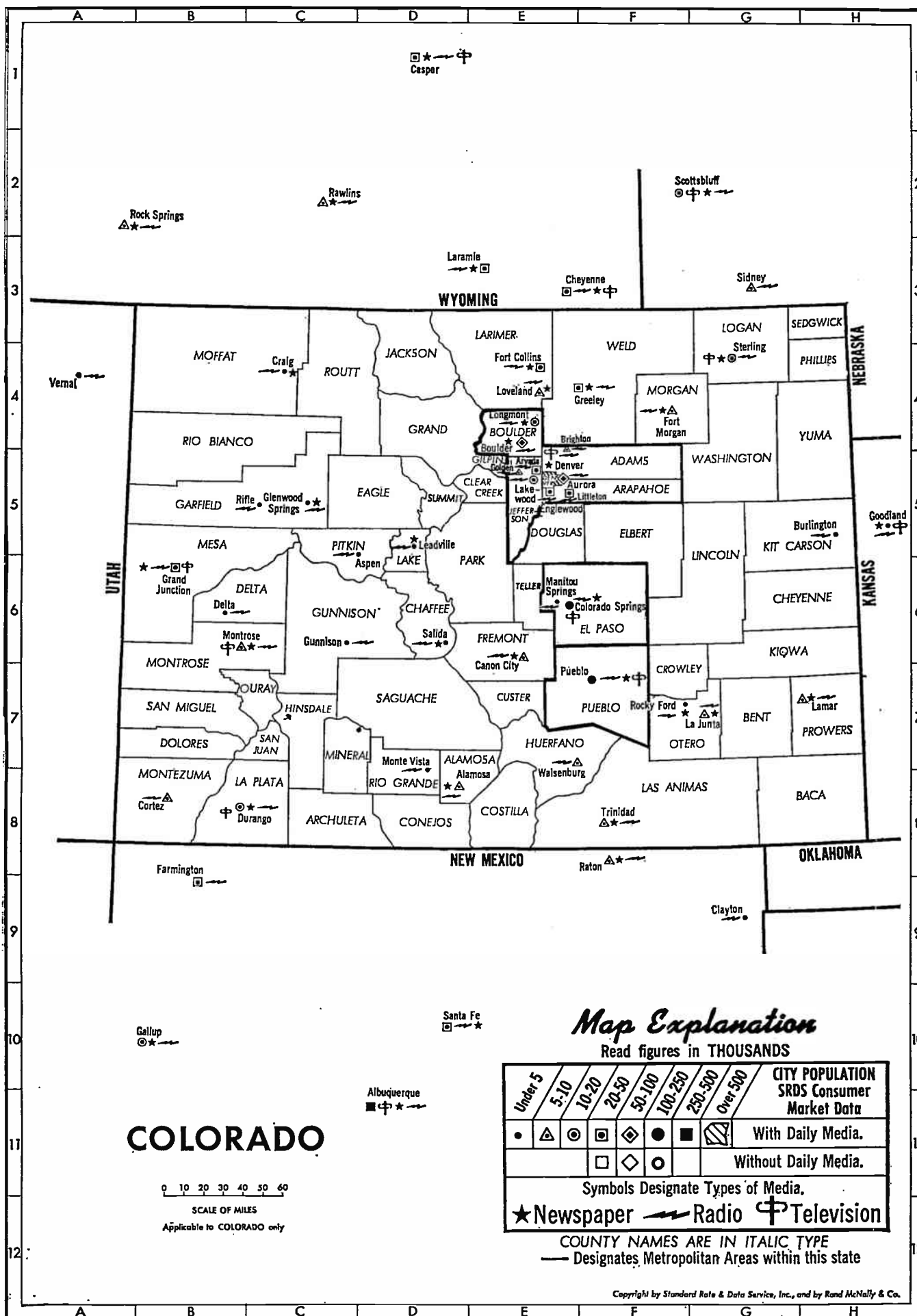
NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)
STATE TOTAL 72,500 Denver 60,200
METRO AREAS 72,500 Pueblo 3,100
Colorado Springs 7,200 Total Metros 70,500

Spanish Population Data

(July 1, 1969)
METRO AREAS Denver 69,300
Denver 104,800 El Paso 12,900
Colorado Springs 12,900 Huerfano 4,300
Pueblo 43,200 Jefferson 5,100
Total Metros 160,900 Los Animas 7,200
COUNTIES Mesa 5,000
Adams 18,500 Otero 6,300
Arapahoe 5,700 Pueblo 43,200
Boulder 6,200 Rio Grande 3,300
Conejos 4,600 Weld 11,600
Costilla 3,000 Total Counties 206,200



COLORADO

0 10 20 30 40 50 60
SCALE OF MILES
Applicable to COLORADO only

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	⊙	□	◇	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.

Symbols Designate Types of Media.
★ Newspaper ⚡ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
— Designates Metropolitan Areas within this state

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State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Arvada—Jefferson Aurora—Arapahoe		Boulder—Boulder Colorado Springs—El Paso		Denver—Denver Englewood—Arapahoe		Fort Collins—Larimer Grand Junction—Mesa		Greeley—Weld		Littleton—Arapahoe		Pueblo—Pueblo Thornton—Adams		Westminster—Adams								
Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area		Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968 Per Household (\$)					Total Retail Sales— Per Household (\$)		Retail Sales—1968 By Selected Store Types						Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
		(000)	(000)	(000)	4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(000)	(000)	Food (\$000)	Drug (\$000)	General Mdis. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)				
COLORADO STATE TOTALS																						
		2,051.4	639.90	5,829,732	9,110	16.3	25.5	16.7	20.1	15.2	3,742,525	5,849	732,447	149,885	436,710	158,894	146,032	687,863	260,234	976.04	71.0	1,063,839
ADAMS F-51																						
		166.1	44.16	357,758	8,101	14.8	27.3	20.8	23.6	12.1	154,960	3,509	54,391	6,972	13,471	4,303	3,146	12,664	14,493	80.04	2.3	50,556
ALAMOSA D-7																						
		10.2	2.95	25,504	8,645	18.8	26.7	14.4	16.7	11.4	24,501	8,305	11,438	1,036	7,826	1,042	951	1,864				
ARAPAHOE F-51																						
		146.9	42.08	445,294	10,582	10.0	21.4	18.1	25.4	22.9	286,862	6,817	61,261	10,469	30,607	7,142	10,997	74,044	19,685	4.24	.8	7,336
ARCHULETA C-8																						
		2.6	.76	5,246	6,903	24.7	26.7	9.9	8.3	7.5	2,790	3,671	110	63	168	24	758	476		1.14	.3	2,860
BACA H-8																						
		6.2	2.00	16,318	8,159	22.7	24.7	10.8	12.3	10.6	10,684	3,842	2,087	346	290	348	133	1,589	733	2.74	1.4	26,160
BENT G-7																						
		7.1	2.01	18,303	9,106	20.8	31.6	10.9	9.8	10.4	220,907	6,350	44,918	8,894	14,733	11,566	8,381	45,749	13,210	55.18	1.9	35,766
BOULDER E-4																						
		111.7	34.79	239,126	6,876	21.3	31.6	17.9	12.6	6.3	124,897	7,253	23,605	5,697	9,942	6,856	4,466	6,789				
BOULDER E-4																						
		57.3	17.22	150,762	8,755						17,159	5,958	3,949	565	497	556	368	3,883	1,962	4.94	.4	2,081
CHAFFEE D-6																						
		8.9	2.88	21,449	7,448	22.2	22.3	16.8	19.7	10.3	22,800	5,007	618	275	20	452	378	2,193	1,125	1.12	.5	11,846
CHEYENNE G-6																						
		1.9	.58	10,407	17,943	22.9	39.5	12.8	10.2	10.2	6,977	6,521	1,320	242	129	147	64	271	942	2.27	1.1	33
CLEAR CREEK E-5																						
		2.9	1.07	9,330	8,720	21.9	23.6	10.3	10.6	6.3	5,770	2,959	1,318	326	52	780	920	2,471	1.1	1.1	10,270	
CONEJOS D-8																						
		7.9	1.95	13,021	6,677	15.4	31.8	9.2	4.2	1.3	1,807	1,844	402	366	65	44	272	1,025	5	5	6,862	
COSTILLA E-8																						
		4.0	.98	5,214	5,220	21.0	42.0	12.0	5.4	1.7	2,113	1,854	342	47	36	11	883	219	1.54	.6	8,127	
CROWLEY F-7																						
		3.7	1.14	8,005	7,022	18.0	35.1	8.6	3.0	1.1	869	2,069	254	51	11	11	883	219	1.54	.6	8,127	
CUSTER E-7																						
		1.2	.42	3,747	6,991	23.4	22.4	12.5	14.9	8.8	22,318	4,491	5,203	1,006	1,401	715	467	3,792	2,193	7.19	2.3	16,832
DELTA B-6																						
		14.6	4.97	32,518	11,087	10.9	22.2	15.1	23.5	24.6	1,150,239	6,401	186,814	47,644	177,694	58,840	53,015	198,059	58,658	237.67		5,698
DENVER E-51																						
		514.9	179.69	1,992,205	11,087						1,150,239	6,401	186,814	47,644	177,694	58,840	53,015	198,059	58,658	237.67		5,698
DENVER E-51																						
		1,147.1	362.99	3,524,958	9,711	13.1	26.0	17.2	21.5	18.1	2,205,146	6,075	427,362	92,626	306,326	92,318	87,932	410,509	133,127	558.30		
DOLORES B-7																						
		2.2	.65	5,942	9,142	15.6	17.2	15.5	25.3	20.6	2,197	3,380	448	208	167	291	291	75	2	2	1,678	
DOUGLAS E-5																						
		6.3	1.96	12,399	6,321	25.0	27.8	17.9	15.3	4.9	6,676	3,406	1,121	274	215	229	61	1,590	609	3.60	5	7,144
EAGLE D-5																						
		4.9	1.45	10,304	7,106	24.4	18.7	18.0	22.8	8.5	5,344	3,686	1,135	162	134	126	939	825	2.87	4	3,529	
ELBERT F-5																						
		2.3	.77	8,438	10,958	17.1	14.2	13.7	26.5	12.9	2,402	3,119	647	65	65	245	166	166	1.75	1.2	16,422	
EL PASO F-61																						
		197.2	60.57	453,661	7,490	21.5	26.8	17.6	16.9	10.7	330,217	5,452	60,413	11,347	34,972	18,911	16,662	59,363	26,164	89.19	.6	16,880
EL PASO F-61																						
		110.6	38.00	220,044	5,791						252,741	6,651	48,059	6,062	24,398	16,304	15,252	50,662	18,232			
EL PASO F-61																						
		197.2	60.57	453,661	7,490	21.5	26.8	17.6	16.9	10.7	330,217	5,452	60,413	11,347	34,972	18,911	16,662	59,363	26,164	89.19	.6	16,880
FREMONT E-6																						
		21.3	6.78	47,640	7,027	20.9	19.2	17.4	21.7	10.6	27,110	3,999	6,511	1,180	2,179	791	1,270	2,588	2,588	9.27	.6	5,083
GARFIELD B-5																						
		12.6	4.25	35,111	8,261	18.4	22.9	17.5	21.8	12.8	25,225	5,935	5,385	1,067	648	1,354	735	3,118	7.43	1.2	8,607	
GILPIN E-5																						
		7	.28	6,950	6,950	28.4	25.3	15.9	17.7	8.1	1,687	6,025	192	62	62	93	93	76	.76	.39	39	
GRAND D-4																						
		2.8	.93	10,672	11,475	14.1	15.8	13.4	28.2	27.6	7,372	7,927	1,300	430	190	45	43	1,053	1,050	2.30	.3	3,917
GUNNISON C-6																						
		5.0	1.44	16,819	11,680	16.4	19.5	14.5	22.6	19.4	11,781	8,181	2,494	289	448	243	501	1,369	1,431	2.88	5	5,251
HINSDALE C-7																						
		2	.08	6,575	8,438	14.3	13.0	8.3	19.9	37.1	448	5,600						125	.22	.1	344	
HUERFANO E-7																						
		5.8	1.81	16,576	9,158	19.4	18.0	11.3	20.6	16.3	7,633	4,217	1,913	330	186	298	181	1,115	1,200	2.61	.6	4,593
JACKSON D-4																						
		1.0	.31	5,643	18,203	14.4	15.4	12.8	30.9	26.5	2,595	8,371	442	211	84	45	42	309	491	.82	.3	6,737
JEFFERSON E-5																						
		207.5	62.27	490,575	7,878	15.2	33.1	19.6	17.0	9.7	392,178	6,298	79,978	18,647	69,821	10,467	12,393	79,993	27,081	110.15	1.0	10,593
JEFFERSON E-5																						
		31.5	8.94	74,338	8,315						35,296	3,948	1,981	1,025	630	1,444	4,179	3,443				
KIOWA G-6																						
		1.6	.52	7,173	13,794	13.2	16.4	10.4	25.1	32.8	8,812	7,331	436	208	275	143	611	844	.99	.5	11,464	
KIT CARSON G-5																						
		5.5	1.73	19,864	11,482	20.1	19.4	13.1	22.4	20.0	16,239	9,387	2,205	580	535	374	247	2,477	2,129	3.39	1.2	28,631
LAKE D-5																						
		8.0	2.34	20,790	8,885	19.8	26.8	18.8	21.9	11.7	10,360	4,427	2,450	692	826	465	544	1,412	916	3.96	.1	1,931
LA PLATA C-3																						
		17.0	5.05	66,080	13,085	17.3	23.7	15.6	19.4	14.5	31,191	6,176	6,461	861	4,944	1,301	976	4,832	1,993	8.41	1.5	7,427
LARIMER E-3																						
		42.0	13.31	144,613	6,337	25.7	26.7	16.0	11.9	5.4	134,760	5,905	24,784	5,562	9,543	5,263	6,332	25,972	9,087	36.46	3.1	40,826
LARIMER E-3																						
		42.0	13.31	144,613	6,337	25.7	26.7	16.0	11.9	5.4	134,760	5,905	24,784	5,562	9,543	5,263	6,332	25,972	9,087	36.46	3.1	40,826
LAS ANIMAS F-8																						
		15.3	4.68	43,428	9,279	18.4	18.2	12.5	23.2	16.6	21,087	4,506	4,701	684	2,494	3,919	530	3,919	6.38	1.2	11,860	
LINCOLN G-6																						
		4.8	1.59	16,055	10,097	21.0	19.4	13.7	19.1	17.3	8,992	5,655	1,097	229	182	44	1,671	1,886	2.41	1.2	21,655	
LOGAN G-3																						
		19.3	5.88	67,755	11,523	20.5	24.1	16.3	18.4	13.6	45,654	7,764	8,032	1,183	1,988	2,784	1,224	11,565	3,010	9.38	2.8	50,351
MESA B-5																						
		54.7	17.27	160,629	9,301	14.7	22.0	13.8	26.0	18.1	82,648	4,786	17,558	3,189	8,271	2,8						

Alamosa—KGIW—Continued

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm.

4. AGENCY COMMISSION
15% on time; no cash discount. Bills due monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21c, 21d, 22a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 33a.
Contracts: 43, 44a, 44b, 45, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61a, 61c, 62a, 62d.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
EX 3/1/68—Rec'd 7/27/68.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 260x 312x
*1 min..... 3.90 3.37 3.74 3.60 3.59 3.44 3.28
(*) 100 words or less.

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 260x 312x
1 hr..... 30.00 29.40 28.80 28.20 27.60 26.40 25.20
1/2 hr..... 18.00 17.64 17.28 16.92 16.56 15.84 15.12
1/4 hr..... 12.00 11.76 11.52 11.28 11.04 10.56 10.08
10 min..... 9.00 8.82 8.64 8.46 8.28 7.92 7.56
5 min..... 6.00 5.88 5.76 5.64 5.52 5.28 5.04
10 spots in 1 week take the 15% rate.
25 spots in 1 week take the 25% rate.
30 or more spots in 1 week take the 31% rate.

ARVADA

Jefferson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Denver

(including Arvada, Aurora, Englewood, Golden, Lakewood, Littleton)

ASPEN

Fitzhugh County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KSNO

1964
Subscriber to the NAB Radio Code
Media Code 4 205 0420 9.00
Aspen Broadcasting Co., Inc., Box E, 310 East Main St., Aspen, Colo. 81611. Phone 303-925-7383.
STATION'S PROGRAMMING DESCRIPTION
KSNO: Programmed for adults.
Dec-Apr: winter sports area, June-Sept: serious music festival. MUSIC: popular music, standards, middle-of-the-road, mainstream jazz, popular jazz.
Commentary: 11:30 am-noon. M-F. Serious music 1-2 pm. M-F. NEWS 15%: local news twice daily M-F 10:30-11 am & 6:10-6:15 pm. Sat 9-10 am folk music. 10-11 am rock and roll. Sun religious music 9 am-noon, serious music noon-5 pm. Personalities available for remote pickups. News gathering facilities. Contact Representative for further details. Rec'd 10/31/67.

1. PERSONNEL
Pres. & Sta. Mgr.—William R. Dunaway.
Sales—Steve Herron.
Traffic Manager—Betty J. Harvey.

2. REPRESENTATIVES
John L. McGuire & Co.

3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11g.
Basic Rates: 20b.
Contracts: 44a, 46.
Comb.; Cont. Discounts: 60d, 62a, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 81, 82.

TIME RATES
EX 1/3/69.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 260x 312x
1 min 5.75 5.50 5.25 5.05 4.80 4.55 4.35 4.10

8. PROGRAM TIME RATES
1x 13x 26x 52x 104x 156x
1 hr..... 40.00 40.00 44.00 42.00 40.00 38.00
1/2 hr..... 28.80 27.60 26.40 25.20 24.00 22.80
1/4 hr..... 19.20 18.40 17.60 16.80 16.00 15.20
10 min..... 14.40 13.80 13.20 12.60 12.00 11.40
5 min..... 9.60 9.20 8.80 8.40 8.00 7.60

AURORA

Arapahoe County—Map Location F-5
Adams County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Denver

(including Arvada, Aurora, Englewood, Golden, Lakewood, Littleton)

BOULDER

Boulder County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KBOL

1947
Subscriber to the NAB Radio Code
Media Code 4 206 0560 2.00
KBOL, Inc., Box 145, 2928 Pearl St., Boulder, Colo. 80301. Phone 303-444-1490.

1. PERSONNEL

Pres. & Gen'l Mgr.—Russel Shaffer.
Vice-Pres. & Sales Mgr.—Gene Palm.
Secretary-Treasurer—Ann L. Shaffer.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. MST, MDT.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25c, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
No. 3 EX 1/1/69—Rec'd 1/24/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE—100 WORDS OR LESS
1x 26x 52x 104x 156x 250x 312x 624x
1 min 7.00 6.90 6.80 6.70 6.60 6.25 6.00 5.50
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
A—6:30-9 am, noon-1 pm, 4:30-7:30 pm.
B—All other times.

PER WK EA:

A		B	
1 min	30 sec	1 min	30 sec
12 tl.....	2.93	2.34	1.47
18 tl.....	2.73	2.20	1.37
24 tl.....	2.54	2.00	1.27
30 tl.....	2.84	1.98	1.17
36 tl.....	2.15	1.72	1.08

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 250x 312x 624x
1/2 hr..... 35.00 32.50 32.00 31.00 27.50 28.00 24.50 22.50
1/4 hr..... 22.50 20.50 20.00 19.00 17.00 14.00 13.00 12.00
10 min..... 18.50 17.50 17.00 16.00 14.00 12.50 12.00 9.50
5 min..... 14.50 13.50 12.50 12.00 11.00 10.00 9.00 7.50

BRIGHTON

Adams County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KBRN

1956
Media Code 4 205 0700 4.00
The Mile High Broadcasting Co., Box 428, 77 S. 4th Ave., Brighton, Colo. 80601. Phone 303-659-0831.

1. PERSONNEL
General Manager—Virgile E. Craig.
Bus. & Sales Mgr.—Harold V. Pelrice.
Program Director—Virginia J. Craig.

2. REPRESENTATIVES
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70d, 71a, 73b.
Prod. Services: 80.
Affiliated with KBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1966. (Card No. 3.)
Card received December 13, 1965.

6. SPOT ANNOUNCEMENTS

20/30 10/15	
1 min	sec
1 tl.....	3.00 2.10
12 tl.....	3.80 2.85
24 tl.....	3.60 2.70
30 tl.....	3.40 2.55
36 tl.....	3.20 2.40
42 tl.....	3.00 2.25
48 tl.....	2.80 2.10
54 tl.....	2.60 1.95
60 tl.....	2.40 1.80
66 tl.....	2.20 1.65
72 tl.....	2.00 1.50
78 tl.....	1.80 1.35

7. PACKAGE PLANS
ROS WEEKLY PACKAGE PLANS

20/30 10/15	
PER WK:	1 min sec
5 tl.....	2.50 1.50
10 tl.....	2.30 1.85
20 tl.....	2.10 1.70
30 tl.....	1.90 1.55
40 tl.....	1.70 1.40
50 tl.....	1.50 1.25

Package plans must be completed in 7-day period.
No additional discounts.

BURLINGTON

Kit Carson County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KNAB

1967
Subscriber to the NAB Radio Code
Media Code 4 206 0770 4.00
Al Ross, dba/Burlington Radio Co., Box 518, Burlington, Colo. 80807. Phone 303-346-8600.

1. PERSONNEL
Owner/Manager—Al Ross.
Sales Manager—Norman Travis.
Chief Engineer—Stine Bailey.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w.; 1140 kc. Non-directional.
Operating schedule: MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21d, 22b, 23b, 24b, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Affiliated with KBS.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 EX 4/15/67—Rec'd 9/16/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE—100 WORDS OR LESS
1x 26x 52x 104x 156x 260x 312x 624x
Ea..... 8.90 8.83 8.74 8.60 8.59 8.44 8.28 8.12

7. PACKAGE PLANS
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

TIME RATES

A		B	
1 min	30 sec	1 min	30 sec
12 tl.....	2.93	2.34	1.47
18 tl.....	2.73	2.20	1.37
24 tl.....	2.54	2.00	1.27
30 tl.....	2.84	1.98	1.17
36 tl.....	2.15	1.72	1.08

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 260x 312x 624x
1 hr..... 30.00 18.00 12.00 9.00 6.00
1/2 hr..... 28.40 17.64 11.76 8.82 5.98
1/4 hr..... 28.80 17.28 11.52 8.64 5.76
10 min..... 28.20 18.92 11.28 8.48 5.64
5 min..... 27.60 16.56 11.04 8.28 5.52
10 spots in 1 week take the 15% rate.
25 spots in 1 week take the 25% rate.
30 or more spots in 1 week take the 31% rate.

CANON CITY

Fremont County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KRLN

1947
Subscriber to the NAB Radio Code
Media Code 4 205 0840 6.00
KRLN, Inc., Box 511, Canon City, Colo. 81212.

1. PERSONNEL
President—Norton Warner.
General Manager—Ed Wittrock.

2. REPRESENTATIVES
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 1,400 kc. Non-directional.
Operating schedule: 5:45 am-7:00 pm.

4. AGENCY COMMISSION
15%: no cash discount. Bills payable within 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES
Rates effective January 1, 1965.
Rates received April 19, 1965.

7. PACKAGE PLANS
WEEKLY ANNOUNCEMENT PLAN
(Within 7 days)

1 min		30 sec		10 sec	
ea	tot	ea	tot	ea	tot
5 tl.....	3.50 17.50	2.70 13.50	1.75 8.75		
10 tl.....	3.00 30.00	2.40 24.00	1.50 15.00		
15 tl.....	2.80 42.00	2.20 33.00	1.40 21.00		
20 tl.....	2.60 52.00	2.10 42.00	1.30 26.00		
25 tl.....	2.40 60.00	1.90 47.50	1.20 30.00		
30 tl.....	2.20 66.00	1.80 54.00	1.10 33.00		
36 tl.....	2.00 100.00	1.60 80.00	1.00 50.00		

MONTHLY ANNOUNCEMENT PLAN
(Within 1 month)

PER MO:		1 min		30 sec		10 sec	
ea	tot	ea	tot	ea	tot	ea	tot
40 tl.....	2.80 112.00	2.20 88.00	1.40 56.00				
60 tl.....	2.60 156.00	2.10 126.00	1.30 78.00				
80 tl.....	2.40 192.00	2.00 160.00	1.20 96.00				
100 tl.....	2.20 220.00	1.80 180.00	1.10 110.00				
120 tl.....	2.00 240.00	1.60 192.00	1.00 120.00				

YEARLY ANNOUNCEMENT PLAN
(Within 1 year)

PER YR:		1 min		30 sec		10 sec	
ea	tot	ea	tot	ea	tot	ea	tot
156 tl.....	3.00 500.00	3.00 250.00	1.50 225.00				
280 tl.....	2.80 784.00	2.80 224.00	1.40 252.00				
312 tl.....	2.60 816.00	2.50 225.00	1.20 270.00				
624 tl.....	2.20 1376.00	2.20 180.00	1.00 110.00				
1000 tl.....	2.00 2000.00	2.00 160.00	1.00 100.00				

All announcements, regardless of length, may be combined to earn greater frequency.

COLORADO SPRINGS

(7 AM; 6 FM)
(Including Manitou Springs)
El Paso County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KCMS KCMS-FM

1955
Media Code 4 206 0980 2.00
Mr. & Mrs. C. M. Edmonds, Box 592, 68 Minnehaha, Manitou Springs, Colo. 80829. Phone 303-685-5776.

1. PERSONNEL
President—C. M. Edmonds.
Commercial Manager—Mrs. C. M. Edmonds.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
500 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30-12:30 am. MST.
FM-ERP 51,000 w. (hcriz.), 11,000 w. (vert.); 102.7 mc. Stereo.
Antenna ht.: 2,080 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4c, 5, 6b, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22b, 25, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Member: Fine Music Group.

TIME RATES
EX 7/1/68—Rec'd 8/22/68.

6. SPOT ANNOUNCEMENTS
WEEKLY: 5 tl 10 tl 20 tl 30 tl
1 min..... 7.00 6.75 6.50 6.25
30 sec..... 5.25 5.00 4.75 4.50
MONTHLY: 30 tl 60 tl 90 tl 120 tl
1 min..... 6.25 6.00 5.75 5.50
30 sec..... 4.50 4.35 4.20 4.00
PER YR: 360x 720x 1080x 1440x
1 min..... 6.00 5.50 5.25 5.00
30 sec..... 4.25 4.00 3.75 3.50
10 sec ID: 50% of applicable 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:		15 WK		21 WK		52 WK	
ea	tot	ea	tot	ea	tot	ea	tot
3 tl.....	24.00	6.50	6.15	5.85	5.50	5.20	4.85
6 tl.....	48.00	5.85	5.50	5.20	4.85	4.55	

KKFM (FM)

1958
COLORADO SPRINGS
Subscriber to the NAB Radio Code
Media Code 4 206 1120 4.10
KKFM, Inc., Box 2110, 3200 N. Nevada Ave., Colorado Springs, Colo. 80901. Phone 303-634-2844.

1. PERSONNEL
President—Harvey Childers.
Vice-Pres. & Gen'l Mgr.—George W. Jeffrey.

3. FACILITIES ERP 23,000 w.; 96.5 mc.
Operating schedule: 7 am-11 pm Mon thru Sat; 9 am-10 pm Sun. MST.
Antenna ht.: 2,300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 13g, 14d, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 28a, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
All products or services and the advertising continuity thereof are subject to KKFM acceptance before broadcast.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 EX 10/1/68—Rec'd 9/28/68.

6. SPOT ANNOUNCEMENTS
BUY IT BY THE HOUR

20 1-min.		5 hr per wk.		ea		tot	
16 1-min.	4 hr per wk.	ea	tot	16 1-min.	3 hr per wk.	ea	tot
8 1-min.	2 hr per wk.	ea	tot	4 1-min.	1 hr per wk.	ea	tot

1 MINUTE NIGHT SPOTS
(Mon thru Fri 6-11 pm)
1 per day, ea..... 2.50
2 per day, ea..... 2.25
Minimum 1 contract month.

7. PACKAGE PLANS
BUY IT BY THE MINUTE—ROS

PER WK:		105 20 1 min		55	
50 1 min	100 10 1 min	30			
40 1 min	90 Open	30			
30 1 min	75				

8. PROGRAM TIME RATES
PER WK: 1 hr 1/2 hr 1 hr 1/2 hr
1 tl..... 184 184
2 tl..... 230 230
3 tl..... 252 252
Rates are per month, based on 4 programs per month.

KPIK

1957
COLORADO SPRINGS
Media Code 4 206 1260 8.00
Western Broadcasting Co., Box 2440, Mayfair Hotel, Colorado Springs, Colo. 80901. Phone 303-634-1503.

1. PERSONNEL
Partner & Gen'l Mgr.—Donald L. Drennan.
Sales Manager—Everett Murray.
Program Director—Stine Scott.

2. REPRESENTATIVES
National—Grant Webb & Company.
Southwest—Mario Messina Company.
Southeast—Busby, Finch and Woods, Inc.

3. FACILITIES
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
Partial simultaneous operation. Simultaneous during AM operations hours. For non-simultaneous see KPIK-FM listing.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30.
(This listing continued on next page)

COLORADO

Colorado Springs—K P I K—Continued

Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 601, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80.

TIME RATES
Rates effective January 1, 1965. (Card No. 2)
Card received February 25, 1965.

6. SPOT ANNOUNCEMENTS

1 min	1 min 30 sec	1 min 30 sec	1 min 30 sec
104 ti.....	7.00 5.60 260 ti.....	5.30 4.25	
156 ti.....	6.40 5.20 312 ti.....	4.95 4.00	
10 second ID's—rates available on request.	5.80 4.70 500 ti.....	4.60 3.70	

7. PACKAGE PLANS

WEEKLY ANNOUNCEMENT PLANS

PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
15 ti.....	95.00 78.00 40 ti.....	198.00 160.00	
30 ti.....	116.00 94.00 50 ti.....	230.00 185.00	
30 ti.....	159.00 127.50		

K P I K-FM

1966
Media Code 4 206 1261 6.00
D. P. Pinkston and Donald L. Drennan, tr/sa Western Broadcasting Co., Box 2440, 120 E. Platte Ave., Colorado Springs, Colo. 80901. Phone 303-634-1503.

- PERSONNEL**
Partner & Gen'l Mgr.—Donald L. Drennan.
Sales Manager—Everett Murray.
Program Director—Stine Scott.
- REPRESENTATIVES**
Grant Webb & Co.
- FACILITIES**
ERP 1,500 w.; 94.3 mc.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset to midnight. For simulcast facilities see KPIK, KPIK-FM listing.
- AGENCY COMMISSION**
15/0 on time; payable 10th of each month.
- GENERAL ADVERTISING** See coded regulations See KPIK listing for coded regulations.

TIME RATES
ET 1/1/67—Rec'd 2/23/67.

7. PACKAGE PLANS

WEEKLY PACKAGES

10 ti.....	1 min 30 sec	20 sec	10 sec
20 ti.....	2.00 2.50 1.00	1.50	
30 ti.....	2.90 2.40 1.90 1.40		
40 ti.....	2.80 2.30 1.80 1.30		
50 ti.....	2.70 2.20 1.70 1.20		
60 ti.....	2.60 2.10 1.60 1.10		
60 ti.....	2.50 2.00 1.50 1.00		

MONTHLY PACKAGES

25 ti.....	2.90 2.40 1.90 1.40		
50 ti.....	2.80 2.30 1.80 1.30		
100 ti.....	2.70 2.20 1.70 1.20		
150 ti.....	2.60 2.10 1.60 1.10		
200 ti.....	2.50 2.00 1.50 1.00		
300 ti.....	2.40 1.90 1.40 1.00		

MONTHLY DISCOUNTS
25%—10%
300 x..... 2.50 2.00 1.50 1.00
600 x..... 2.45 1.95 1.45 1.00
900 x..... 2.40 1.90 1.40 .95
1200 x..... 2.35 1.85 1.35 .90
1500 x..... 2.30 1.80 1.30 .85
1800 x..... 2.25 1.75 1.25 .80
2400 x..... 2.20 1.70 1.20 .75

KRDO

1947
Media Code 4 206 1400 0.00
Pikes Peak Broadcasting Co., Box 1457, 399 S. 8th St., Colorado Springs, Colo. 80901. Phone 303-632-1515.

- PERSONNEL**
President—Harry Hoth.
General Manager—Jay Gardner.
Radio Manager—Al Thernes.
 - REPRESENTATIVES**
The Derner Organization, Inc.
John L. McGuire & Co.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5-12:05 am. MST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
- TIME RATES**
ET 6/1/69—Rec'd 4/30/69
- 7. PACKAGE PLANS**
- PER WK:**
- | | | | | | |
|-------------|------|--------|---------|-------|--------|
| 1 min | 5 ti | 10 ti | 15 ti | 20 ti | 25+ |
| 1 min..... | 12 | 11 | 10 | 9 | 8 |
| 30 sec..... | 75% | 1 min. | 10 sec: | 50% | 1 min. |
- 8. PROGRAM TIME RATES**
- | | | | |
|----------|--------|--------|-------|
| 1 x..... | 1/2 hr | 1/4 hr | 5 min |
| 1 x..... | 70 | 40 | 15 |

KRYT

1964
Media Code 4 206 1540 3.00
Business Office and Studio—847 S. Circle Dr., Colorado Springs, Colo. 80910. Phone 303-634-4118.

- PERSONNEL**
Owner & Gen'l Mgr.—William S. Cook.
Station Manager—Donald J. Tucker.
Program Director—John Harding.

- REPRESENTATIVES**
Herbert E. Groskin & Co.
 - FACILITIES**
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: 5:00-1:00 am. MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRYT-FM.
 - AGENCY COMMISSION**
15/0.
 - GENERAL RATE POLICY**
Member: The Groskin Group.
- TIME RATES**
AM/PM COMBINATION
NATIONAL AND LOCAL RATES SAME
ET..... Rec'd 8/6/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|-------------|-------|------|------|------|------|------|------|
| 1 min..... | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 1 hr..... | 15x | 30x | 60x | 125x | 250x | 500x | |
| 1 hr..... | 70 | 67 | 64 | 61 | 58 | 55 | 52 |
| 1/2 hr..... | 53 | 50 | 48 | 46 | 44 | 42 | 40 |
| 5 min..... | 30 | 29 | 28 | 27 | 26 | 25 | 24 |
- 8. PROGRAM TIME RATES**
- | | | | | | | |
|-------------|-----|-----|-----|------|------|------|
| 1 x..... | 15x | 30x | 60x | 125x | 250x | 500x |
| 1 hr..... | 70 | 67 | 64 | 61 | 58 | 55 |
| 1/2 hr..... | 53 | 50 | 48 | 46 | 44 | 42 |
| 5 min..... | 30 | 29 | 28 | 27 | 26 | 25 |

KRYT-FM

1967
Media Code 4 206 1541 1.00
William S. Cook, 847 S. Circle Dr., Colorado Springs, Colo. 80910. Phone 303-634-4118.

- PERSONNEL**
Owner & Gen'l Mgr.—William S. Cook.
Station Manager—Donald J. Tucker.
Program Director—Edward Stabler.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 28,000 w.; 101.9 mc. Stereo.
Operating schedule: 6-2 am. MST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-2 am. For simulcast facilities see KRYT.
- AGENCY COMMISSION**
15/0 time only. 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24b, 25a, 26, 29a, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60c, 601, 61a, 62.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: The Groskin Group.
Sold in combination with KRYT-FM. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET..... Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS

1 min.....	15x	30x	60x	125x	250x	500x
1 hr.....	5.00	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

1 hr.....	15x	30x	60x	125x	250x	500x
1/2 hr.....	35.00	33.50	32.00	30.50	29.00	27.50
1/2 hr.....	26.50	25.00	24.00	23.00	22.00	21.00

KSSS

1955
Media Code 4 206 1680 7.00
Northwest Publications, Inc., Box 2589, 3939 E. San Miguel, Colorado Springs, Colo. 80901. Phone 303-596-6000.

- PERSONNEL**
General Manager—Wes Bradley.
Prog. & Chief Eng.—Charles Wane.
- REPRESENTATIVES**
Adam Young—VTM, Inc.
Denver—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 740 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours MST/MDST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 29a, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 601, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES
No. 6 ET 7/15/68—Rec'd 7/11/68.

AA—Mon thru Sat 6-9 am & 3-6 pm.
A—Mon thru Sat 5-6 am, 9-10 am, 11 am-2 pm, 6-7 pm; Sun 8 am-7 pm.
B—All other times except Special Programming.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 min	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min 7.00	6.00	5.00	4.50	4.00	3.50	3.00	2.50	2.25
30 sec 6.00	5.00	4.50	4.00	3.50	3.00	2.50	2.25	
10 sec 3.50	3.00	2.75	2.50	2.25	2.00	1.75	1.50	

CLASS A

1 min 5.00	4.00	3.50	3.25	3.00	2.75	2.50		
30 sec 3.50	3.00	2.75	2.50	2.25	2.00	1.75		
10 sec 2.50	2.00	1.75	1.65	1.50	1.40	1.25		

CLASS B

1 min 3.50	3.00	2.75	2.50	2.25	2.00	1.75		
30 sec 2.50	2.00	1.75	1.65	1.50	1.40	1.25		
10 sec 1.75	1.50	1.40	1.25	1.15	1.00	.90		

Time periods may be combined to earn the frequency rate.

8. PROGRAM TIME RATES

CLASS AA

1 x.....	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x.....	9.00	12.00	14.00	26.00	50.00
3 x.....	8.00	11.00	13.00	25.00	49.00
1 x.....	7.00	10.00	12.00	24.00	47.00

CLASS A

1 x.....	7.00	10.00	12.00	22.00	40.00
3 x.....	6.00	9.00	11.00	21.00	39.00
6 x.....	5.00	8.00	10.00	20.00	38.00

CLASS B

1 x.....	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x.....	5.00	8.00	10.00	16.00	30.00
3 x.....	4.50	7.00	9.00	15.00	29.00
6 x.....	4.00	6.00	8.00	14.00	28.00

6 wks minimum.

9. PARTICIPATING PROGRAMS
Party Line—Mon thru Fri 10-11 am & 2-3 pm.
PER WK: 1 wk 13wk 52wk
2 ti Tues & Thurs 11.00 10.00 9.00
3 ti Mon, Wed, Fri 10.00 9.00 8.00
5 ti Mon-Fri 9.00 8.00 7.00
Swap Shop—Sat 10-11 am.
1 min..... 1x 13x 52x
5.00 4.50 4.00

KVOR KVOR-FM

1921 1980
Subscriber to the NAB Radio Code
Media Code 4 206 1820 9.00
Wolverine Broadcasting Corp., Box 966, 615 East Brookside, Colorado Springs, Colo. 80901. Phone 303-632-3538.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jim Vinall.
General Sales Manager—"Bus" Oaks.
 - REPRESENTATIVES**
Edward Peiry & Co., Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 1300 kc.
Non-directional.
Operating schedule: 5:00-1:00 am. MST.
ERP—ERP 1,350 w.; 92.9 mc.
Antenna ht.: 150 ft. below average terrain.
 - AGENCY COMMISSION**
15/0 on time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 25a, 28b, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 73a.
Affiliated with CBS.
Member: Intermountain Network.
- TIME RATES**
No. 28 ET 7/1/68—Rec'd 4/17/69.
- AA—Mon thru Sat 6:30-9:30 am.**
A—Mon thru Sat 6-8:30 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 9:30 am-noon, 1-4 pm & 7-8 pm;
Sun 6 am-8 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

1 min.....	12x	26x	52x	104x	156x	260x
1 min.....	10.00	11.75	11.50	11.25	11.00	10.75

Class A: 80% of AA. Class C: 40% of AA.
Class B: 70% of AA.

7. PACKAGE PLANS

SATURATION PLAN

PER WK:	min	sec	min	sec	min	sec
12 ti.....	11.00	8.25	9.00	6.75	7.50	6.80 3.75
18 ti.....	10.50	8.00	8.50	6.35	7.20	6.40 3.60
24 ti.....	10.00	7.50	8.00	6.00	6.90	6.15 3.45
30 ti.....	9.50	7.10	7.50	5.80	6.60	4.95 3.30

Class C: 50% of B.

- PROGRAM TIME RATES**
- CLASS AA**

1 hr.....	1x	52x	104x	156x	260x
1 hr.....	90.00	87.00	85.25	83.50	81.50 79.75
1/2 hr.....	53.00	51.80	50.80	49.70	48.50 47.50
1/4 hr.....	35.00	34.20	33.50	32.80	32.00 31.30
10 min.....	27.00	26.40	26.00	25.35	24.75 24.25
5 min.....	18.00	17.60	17.25	16.90	16.50 16.15

Class A: 80% of AA. Class C: 40% of AA.
Class B: 70% of AA.

- PARTICIPATING PROGRAMS**
On The Carpet—Mon thru Fri 8:15-8:55 am.
1 MIN, PER WK, EA: 13 wk 26 wk 52 wk
3 ti..... 15.00 14.00 12.00
5 ti..... 14.00 13.00 11.00
Open Circuit with Maggie Houston—Mon thru Fri 12:15 pm-1:30 am.
1 MIN, PER WK, EA: 13 wk 26 wk 39 wk 52 wk
3 ti..... 14.00 12.50 11.75 11.00
5 ti..... 13.00 12.00 11.00 10.50
6 ti..... 12.00 11.00 10.50 10.00

KYSN

1956
Media Code 4 206 1980 3.00
Business Office and Studio—Box 1715, 146 W. Arvada, Colorado Springs, Colo. 80901. Phone 303-634-1511.

- PERSONNEL**
President—Donald T. Harding, Jr.
Vice-Pres. & Gen'l Mgr.—John H. Lambert.
- REPRESENTATIVES**
McGavren-Guild-PGW Radio, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1460 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 23b, 24a, 24c, 25c, 26, 28c, 29b, 30, 31.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 10/1/68—Rec'd 11/7/68.

AA—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-noon & 7-10 pm.
B—Mon thru Sat 10 pm-6 am.

7. PACKAGE PLANS

1 MINUTE

CLASS AA

PER WK:	1 min	12 ti	18 ti	24 ti	30 ti	36 ti
13 wk.....	9.00	8.00	7.50	7.00	6.50	6.00
26 wk.....	8.00	7.00	6.50	6.00	5.50	5.00
52 wk.....	7.50	6.50	6.00	5.50	5.00	4.50

CLASS A

PER WK:	6 ti	12 ti	16 ti	24 ti
1 wk.....	8.00	7.00	6.50	6.00 5.50
13 wk.....	7.50	6.50	6.00	5.50 5.00
26 wk.....	7.00	6.00	5.50	5.00 4.50
52 wk.....	6.50	5.50	5.00	4.50 4.00

CLASS B

1 wk.....	6.50	5.75	5.25	4.75 4.25
13 wk.....	6.00	5.25	4.75	4.25 3.75

Craig-KRA I-Continued

8. PROGRAM TIME RATES

PER WK, EA:	1 1/2	3 1/2	6 1/2
1/4 hr.	7.80	6.30	5.60
10 min.	6.80	5.40	4.80
5 min.	4.20	3.60	3.20

13-week minimum.

DELTA

Delta County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KDTA

1955
Media Code 4 206 2380 3.00
Monarch Broadcasting Co., Box 452, Delta, Colo.
81416. Phone 303-874-4644.

- PERSONNEL**
President & Gen'l Mgr.—D. E. Towne.
Station Manager—Dana Towne.
- REPRESENTATIVES**
George T. Hoppewell, Inc.
- FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule: 5:55 a.m. to 10:00 p.m. week-days; 6:55 a.m. to 6:00 p.m. Sunday. MST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12c, 13b, 14a, 15b, 16.
Basic Rates: 20a, 21a, 24b, 25a, 27, 29a.
Contracts: 40a, 41, 42c, 44b, 45, 46, 47b, 48, 51a, 51b.

Comb.; Cont. Discounts: 60c, 60d, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NAS and MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 15, 1955.
Rates received February 11, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time	20.00	12.00	7.00	4.00	2.50	2.00
13 times	19.00	11.40	6.85	3.80	2.35	1.90
26 times	18.00	10.80	6.30	3.80	2.25	1.80
52 times	17.00	10.20	5.95	3.40	2.10	1.70
104 times	16.00	9.60	5.60	3.20	2.00	1.60
156 times	15.00	9.00	5.25	3.00	1.85	1.50
260 times				2.80	1.75	1.40
312 or more times					1.70	1.35

DENVER (16 AM; 10 FM)

(including Arvada, Aurora, Englewood, Golden, Lakewood, Littleton)
Denver, Denver County—Map Location E-5
Aurora, Adams County—Map Location F-5
Englewood, Arapahoe County—Map Location F-5
Golden, Jefferson County—Map Location E-5
Lakewood, Jefferson County—Map Location E-5
Littleton, Arapahoe County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

Denver Metro Market Group Intermountain Network

Comprised of:
KTLN—Denver
KVCN—Colorado Springs
KGHF—Pueblo
Denver: See Intermountain Network under Regional Radio Networks and Groups.

KADX (FM)

1956
DENVER
Subscriber to the NAB Radio Code
Media Code 4 206 2450 4.00

Sound Corporation of Colorado, 9805 E. 111st Ave., Denver, Colo. 80222. Phone 303-755-1213.

- PERSONNEL**
Pres. & Gen'l Mgr.—John J. McGuinness.
- FACILITIES**
ERP 50,000 w.; 105.1 mc. Stereo.
Operating schedule: 24 hours. MST.
Antenna ht.—175 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 11d, 12d, 13d, 14d, 15b, 28c, 29b.
Basic Rates: 20a, 21b, 22a, 23b, 24a, 25a, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60b, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.

TIME RATES

Rec'd 3/24/67.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55	52
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

KBPI (FM)

1965
DENVER
Media Code 4 206 2520 4.00
Signal Broadcast Productions, Inc., 2314 Broadway, Denver, Colo. 80205. Phone 303-255-8687.

STATION'S PROGRAMMING DESCRIPTION
KBPI (FM): Programmed primarily for housewives, but of general interest.

MUSIC: 8 am-12M 80% middle-of-the-road music. Some popular jazz after 10 pm. **NEWS:** network regional news at 12:30 pm. Local, national, international news summaries at 5 pm & 10 pm. Weather on half hour every hour until 9:30 pm. Live interviews and discussions 9:30-10 pm. remote pickups Thur and Fri. Topics of public affairs and entertainment. No more than 10 minutes commercial time in any hour programming. 20 min separation protection for competing sponsors. Informational features throughout day, but programmed 1-1/2 to 3 min in length. All such program material in vignette form. Rec'd 10/23/67.

- PERSONNEL**
Pres., Sta. Mgr. & Sales Mgr.—William S. Pierson.
Program Director—John Miller.
- FACILITIES**
ERP 30,300 w.; 105.9 mc.
Operating schedule: 8 am-midnight. MST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a, 23a, 25a, 28a, 29a, 29b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 61a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
All competitive advertisers will be guaranteed a minimum of 30 minutes of air time. There will be no more than 12 minutes of commercial time in any hour of broadcasting. Any saturation schedule must allow for no more than 4 commercials per hour, in any hour, unless such a contract calls for purchase of a 15 minute segment or greater, in such case providing exclusive sponsorship of that time segment.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 ET 10/1/68—Rec'd 11/27/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	312x
10 sec.	3.60	3.15	2.70	2.15
30 sec.	4.85	4.30	3.80	2.70
1 min.	8.00	7.10	5.75	4.85

FAMILY RECREATION
(Saturation Same-Day Campaign)

PER DAY:	6 1/2	12 1/2	24 1/2
1 min.	1.25	2.25	2.55
30 sec.	1.85	1.45	1.00

8. PROGRAM TIME RATES

	1x	52x	260x	312x
5 min.	11.80	10.25	8.90	7.10
1/4 hr.	20.50	19.70	17.00	16.10

15-MINUTE NEWSCASTS
(At noon & 10 pm)

PER SHOW:
5 days per wk. 21.15 Over 13 wk. 19.80
Includes 2 1-minute spots in news with 30-second open and 30-second close commercial message. Sold on minimum 13-week contract, 5 days per week.

FOUR WINDS WEATHER PACKAGE
(On the half-hour 9:30 am-9:30 pm)
0-12 per day, 13 wk minimum, ea. 4.05
Includes sponsor intro and close plus 30-second spot.

POLITICAL

PER WK:	1 min	30 sec	10 sec
6 1/2	2.25	1.40	1.00
12-24 1/2	1.85	1.10	.85

KBTR

1961
DENVER
Subscriber to the NAB Radio Code
Media Code 4 206 2650 8.00

Mullins Broadcasting Co., Box 5667, 1089 Bannock St., Denver, Colo. 80217. Phone 303-266-8601.

STATION'S PROGRAMMING DESCRIPTION
KBTR: Programmed for adults.
All news format, 24 hours daily. Local, regional, national, international, sports, weather, time, network, political, interpretive, on-the-spot reports, analysis, traffic, business, stock market and network commentators. 22 man news department, 3 mobile units, 8 wire machines, UPI and AP, WU sports ticker tape, weather wire, 6 channel monitor of police and fire department, 4 direct lines into news central. Contact Representative for further details. Rec'd 8/28/68.

- PERSONNEL**
President—John C. Mullins.
Executive Vice-President—Alvin G. Flanagan.
General Manager—W. Mac Crystall.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 710 kc. Directional—same pattern day and night.
Operating schedule: 24 hours.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28a, 29a, 30, 31, 33d.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
Rateholder: 1 spot per week qualifies advertiser for

TIME RATES

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55	52
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

consecutive week discounts, but is not combinable for frequency discount.
Affiliated with American Information Network.
Affiliated with Blair Represented Network.

TIME RATES
No. 37 ET 7/1/69—Rec'd 8/20/69.
AA—Mon thru Fri 6-10 am
A—Mon thru Fri 3-7 pm; Sat 6 am-7 pm
B—Mon thru Fri 10 am-3 pm; Sun noon-7 pm
C—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

7. PACKAGE PLANS

CLASS AA

PER WK:	30	1 1/2	6 1/2	12 1/2	18 1/2	24 1/2	30 1/2
1 min.	25.00	25.00	24.00	23.00	22.00	21.00	20.00
30 sec.	24.00	20.00	19.00	18.50	17.50	17.00	16.00
10 sec.	18.00	15.00	14.50	14.00	13.50	12.50	12.00

CLASS A

1 min.	25.00	22.00	21.00	19.00	18.00	17.00	16.00
30 sec.	20.00	17.50	17.00	16.00	14.50	13.50	13.00
10 sec.	15.00	13.00	12.50	11.50	11.00	10.00	9.50

CLASS B

1 min.	23.00	20.00	18.00	15.00	14.00	13.00	11.00
30 sec.	18.00	16.00	14.50	12.00	11.00	10.50	9.00
10 sec.	14.00	12.00	11.00	9.00	8.50	8.00	6.50

CLASS C

1 min.	20.00	18.00	16.00	14.00	12.00	10.00	8.00
30 sec.	18.00	14.50	13.00	11.00	9.50	8.00	6.50
10 sec.	12.00	11.00	9.50	8.50	7.00	6.00	5.00

(* Specified position.)

150-50 PLAN
Advertisers who place no more than 50% of their drive time spots in Class AA will earn Class A rates for all drive time spots provided the schedule is spread equally Mon thru Fri.

TOTAL AUDIENCE PLAN

PER WK, EA:	1 min
12 1/2 (8-10 am, 3-7 pm, 4-10 am-3 pm, 7-10 pm-midnight)	170
18 (5-8-10 am, 4-8-7 pm, 6-10 am-3 pm, 7-10 pm-midnight)	235
24 (6-8-10 am, 6-8-7 pm, 8-10 am-3 pm, 4-7 pm-midnight)	290
30 (8-8-10 am, 7-3-7 pm, 10-10 am-3 pm, 7-10 pm-midnight)	325
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.	
Overnight rate midnight-6 am, flat ea.	4
Annual bulk rate	DISCOUNTS
52 wk—10%	

DISCOUNTS

8. PROGRAM TIME RATES

	1x	52x	260x	312x
5 min.	11.80	10.25	8.90	7.10
1/4 hr.	20.50	19.70	17.00	16.10

15-MINUTE NEWSCASTS
(At noon & 10 pm)

PER SHOW:
5 days per wk. 21.15 Over 13 wk. 19.80
Includes 2 1-minute spots in news with 30-second open and 30-second close commercial message. Sold on minimum 13-week contract, 5 days per week.

FOUR WINDS WEATHER PACKAGE
(On the half-hour 9:30 am-9:30 pm)
0-12 per day, 13 wk minimum, ea. 4.05
Includes sponsor intro and close plus 30-second spot.

POLITICAL

PER WK:	1 min	30 sec	10 sec
6 1/2	2.25	1.40	1.00
12-24 1/2	1.85	1.10	.85

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 ET 7/1/67—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55	52
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

15-MINUTE NEWSCASTS
(At noon & 10 pm)

PER SHOW:
5 days per wk. 21.15 Over 13 wk. 19.80
Includes 2 1-minute spots in news with 30-second open and 30-second close commercial message. Sold on minimum 13-week contract, 5 days per week.

FOUR WINDS WEATHER PACKAGE
(On the half-hour 9:30 am-9:30 pm)
0-12 per day, 13 wk minimum, ea. 4.05
Includes sponsor intro and close plus 30-second spot.

POLITICAL

PER WK:	1 min	30 sec	10 sec
6 1/2	2.25	1.40	1.00
12-24 1/2	1.85	1.10	.85

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 ET 7/1/67—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55	52
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

15-MINUTE NEWSCASTS
(At noon & 10 pm)

PER SHOW:
5 days per wk. 21.15 Over 13 wk. 19.80
Includes 2 1-minute spots in news with 30-second open and 30-second close commercial message. Sold on minimum 13-week contract, 5 days per week.

FOUR WINDS WEATHER PACKAGE
(On the half-hour 9:30 am-9:30 pm)
0-12 per day, 13 wk minimum, ea. 4.05
Includes sponsor intro and close plus 30-second spot.

POLITICAL

PER WK:	1 min	30 sec	10 sec
6 1/2	2.25	1.40	1.00
12-24 1/2	1.85	1.10	.85

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 ET 7/1/67—Rec'd 2/3/69.

COLORADO

Denver—KDKO—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10d, 11a, 12a, 13d, 14b, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 27, 28c, 29a, 29b, 30, 31.
 Contracts: 40a, 41, 43, 45, 46, 47a, 48, 49, 50, 51b, 51c.
 Comb.; Cont. Discounts: 60c, 60e, 61c, 62b.
 Cancellation: 70b, 70c, 71a, 73b.
 Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 ET 2/16/69—Rec'd 1/27/69.
 AA—Mon thru Sat 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS
YRLY, (1/3 In AA): 1 min 30 sec 10 sec
 1000 x (minimum 80 per mo)..... 9.00 6.00 4.50
 2000 x (minimum 160 per mo)..... 7.50 5.00 3.75
 Short rate applicable on bulk contracts.

7. PACKAGE PLANS
CLASS AA 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti
 1 min..... 20.00 18.00 10.00 14.00 19.00
 30 sec..... 15.00 13.50 12.00 10.50 9.80
 10 sec..... 10.00 9.00 8.00 7.50 6.50

CLASS A 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti
 1 min..... 15.00 14.00 12.00 11.00 10.00
 30 sec..... 10.00 9.25 8.50 7.75 7.25
 10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

FREQUENCY DISCOUNTS
 13 wk—10%
 AA and A may be combined for frequency.

8. PROGRAM TIME RATES
 1/2 hr 1/4 hr 5 min
 A & Sun all day..... 60 35 20

10. SPECIAL FEATURES
5-MINUTE NEWS & SPORTSCASTS
 PER WK, EA: Open 3 ti 6 ti 18 ti
 13 wk minimum..... 30 25 20 15

KFML
 1955
 DENVER



Media Code 4 206 3080 8.00
 O'Fallon-O'Connor Broadcasting, Inc., 290 Fillmore St., Denver, Colo. 80206. Phone 303-333-1509.

STATION'S PROGRAMMING DESCRIPTION
 KFML: Programmed for adults.
 Music 95%, news 5%, AIR PERSONALITIES all segments, 5 am sign-off serious music selection on hour, balance of hour semi-classical. Symphony concert Sat and Sun 1-5 pm. German program Sun noon. RELIGIOUS: 6 am-noon Sun. Financial: 9 am, 10 am, 5:05 pm, M-F. SPORTS: 8:10 am, 5:10 pm, M-S. NEWS: 8 am, 5 pm, headlines all other hours. Interviews 11:45 am-noon M-F. Concert, sports reports. Contact Representative for further details. Rec'd 5/23/68.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Timothy D. O'Connor.
 Operations Manager—John E. Morrill.

2. REPRESENTATIVES
 PRO Time Sales, Inc.

3. FACILITIES
 5,000 w. days; 1390 kc. Non-directional.
 Operating schedule: 6 am-local sunset. MST.
 Partial simulcast operation. Simulcast 5 am-local sunset Mon thru Sat; 6 am-3 pm & 6 pm-local sunset Sun. For non-simulcast facilities see KFML-FM.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 27, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 45, 46, 51a.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Admitted with Market 1 Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 1A ET 4/1/66—Rec'd 3/29/66.
 A—6 am-6 pm. (AM & FM).
 B—6 pm-midnight (FM only).

6. SPOT ANNOUNCEMENTS
CLASS A 1 min 30 sec 20 sec 10 sec
 1 x..... 8.50 6.50 5.20 4.10
 15 x..... 8.25 6.25 5.00 4.00
 25 x..... 8.00 6.00 4.80 3.80
 52 x..... 7.00 5.75 4.60 3.60
 104 x..... 6.75 5.50 4.40 3.40
 208 x..... 6.25 5.25 4.20 3.20
 260 x..... 6.00 5.00 4.00 3.00
 312 x..... 5.75 4.75 3.80 2.80
 520 x..... 5.50 4.50 3.60 2.60
 624 x..... 5.25 4.25 3.40 2.50
 824 x..... 5.00 4.00 3.20 2.30
 1000 x..... 4.50 3.50 2.75 2.00
 2000 x..... 4.00 3.00 2.00 1.50

CLASS B 1 min 30 sec 20 sec 10 sec
 1 x..... 6.00 5.00 4.00 3.00
 15 x..... 5.75 4.75 3.80 2.80
 25 x..... 5.50 4.50 3.60 2.60
 52 x..... 4.50 3.50 2.75 2.00
 104 x..... 4.00 3.00 2.00 1.50

75% of Class A rates.
 Class B rates (KFML-FM) may be combined with Class A rates to earn frequency discounts.

7. PACKAGE PLANS
CLASS A 1 min 30 sec 20 sec 10 sec
 5-15 ti..... 7.25 5.50 4.75 4.00
 15-25 ti..... 6.75 5.00 4.50 3.75
 25-50 ti..... 6.25 4.50 4.00 3.25
 50-100 ti..... 5.50 4.00 3.50 3.00

10. SPECIAL FEATURES
 Newscastrs: 5-minutes on the hour 6:00 am-midnight.
5-MINUTE NEWSCASTS
 5-15 ti..... 20. 26-50 ti..... 10.
 16-25 ti..... 15.

KFML-FM

1953
 DENVER



Media Code 4 206 3061 6.00
 O'Fallon-O'Connor Broadcasting, Inc., 290 Fillmore St., Denver, Colo. 80206. Phone 303-333-1509.

STATION'S PROGRAMMING DESCRIPTION
 KFML-FM: Simulcast with KFML. Serious music local sunset-12M. Rock 12M-5 am. Symphony concert Tues 7-9 pm. News headlines on hour. German program Sun 3-8 pm. Contact Representative for further details. Rec'd 8/17/68.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Timothy D. O'Connor.
 Operations Manager—John E. Morrill.

2. REPRESENTATIVES
 PRO Time Sales, Inc.

3. FACILITIES
 EHP 10,000 w.; 98.5 mc. Stereo.
 Operating schedule: 6 am-midnight. MST.
 Antenna ht.: 871 ft. above average terrain.
 Partial simulcast operation. Operated separately local sunset-6 am Mon thru Sat; 3-6 pm Sun. For simulcast facilities see KFML.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 See KFML listing for coded regulations.
 Admitted with Market 1 Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 Class B—6 pm-midnight.
 No. 1A ET 4/1/66—Rec'd 3/29/66.

6. SPOT ANNOUNCEMENTS
CLASS B 1 min 30 sec 10 sec
 1000 x..... 7.75 6.00 5.00
 2000 x..... 6.80 5.25 3.30
 500 x..... 6.00 4.80 3.00
 1000 x..... 5.50 4.40 2.75
 2000 x..... 4.50 4.00 2.50
 2400 x..... 4.50 3.60 2.25
 3000 x..... 4.25 3.40 2.15
 3600 x..... 4.00 3.20 2.00
 AA—Mon thru Fri 6-8:30 am & 3:30-7 pm extra 1.00 to above rates.

7. PACKAGE PLANS
CLASS A 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti
 1 min..... 15.00 14.00 12.00 11.00 10.00
 30 sec..... 10.00 9.25 8.50 7.75 7.25
 10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

10. SPECIAL FEATURES
 Newscastrs: 5 minutes on the hour 6:00 am-midnight.
5-MINUTE NEWSCASTS
 5-15 ti..... 20. 25-50 ti..... 10.
 15-25 ti..... 15.

KFSC
 1954
 DENVER



Subscriber to the NAB Radio Code
 Media Code 4 206 3220 0.00
 Francisco V. (Paco) Sanchez, 2185 Broadway, Denver, Colo. 80205. Phone 303-222-8935.

1. PERSONNEL
 Owner—Paco Sanchez.
 Station Manager—Levi J. Beall.
 General Sales Manager—Charles D. O'Fallon.

2. REPRESENTATIVES
 New York, Chicago—National Time Sales.
 Los Angeles—Harlan G. Oakes, Inc.
 San Francisco—Don R. Pickens Co.
 Atlanta—David Carpenter Company.

3. FACILITIES
 1,000 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
 15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
 Contracts: 40a, 45, 46.
 Comb.; Cont. Discounts: 60b, 60k, 61a, 62b, 62e.
 Cancellation: 70a, 70c, 71a, 73a.
 Copy translated into Spanish at no extra charge.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 11 ET 8/1/68—Rec'd 7/28/68.

6. SPOT ANNOUNCEMENTS
CLASS A 1 min 30 sec 10 sec
 1 x..... 6.00 5.00 280 x..... 5.40 4.50
 20 x..... 5.90 4.95 312 x..... 5.30 4.40
 52 x..... 5.80 4.90 365 x..... 5.20 4.30
 104 x..... 5.70 4.80 800 x..... 5.00 4.00
 158 x..... 5.60 4.70 750 x..... 5.00 4.00
 208 x..... 5.50 4.60 1000 x..... 4.00 3.00

7. PACKAGE PLANS 1 min 30 sec
 10 ti per day..... 50 40
 10 ti per wk..... 55 45
 100 ti per mo..... 525 425

8. PROGRAM TIME RATES 1/2 hr 1/4 hr 5 min
 1 x..... 38.50 20.00 10.00
 26 x..... 37.50 19.50 9.75
 52 x..... 36.50 19.00 9.50
 104 x..... 36.00 18.50 9.25
 156 x..... 35.75 18.00 9.00
 208 x..... 35.50 17.50 8.75
 260 x..... 35.00 17.00 8.50
 312 x..... 34.00 16.50 8.25
 365 x..... 33.00 16.00 8.00
 500 x..... 33.00 16.00 8.00

KGMC

1952
 ENGLEWOOD



Media Code 4 206 3360 4.00
 MacLee Radio Inc., Cinderella City, Unit C-3400 701 W. Hampden, Englewood, Colo. 80110. Phone 303-781-1150.

1. PERSONNEL
 Pres. & Prog. Dir.—Robert B. McWilliams.
 General Manager—Grady Franklin Maples.
 Music Director—Fred Abernathy.

2. REPRESENTATIVES
 PRO Time Sales, Inc.

3. FACILITIES
 1,000 w. days; 1150 kc. Non-directional.
 Operating schedule: 5:30 am-local sunset weekdays; 6:00 am-local sunset Sun. MDT.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28b, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60b, 60f, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 ET 5/8/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS 1 min 30 sec 10 sec
 1 x..... 8.75 7.00 4.40
 52 x..... 7.75 6.00 3.90
 260 x..... 6.80 5.25 3.30
 500 x..... 6.00 4.80 3.00
 1000 x..... 5.50 4.40 2.75
 2000 x..... 4.50 4.00 2.50
 2400 x..... 4.50 3.60 2.25
 3000 x..... 4.25 3.40 2.15
 3600 x..... 4.00 3.20 2.00
 AA—Mon thru Fri 6-8:30 am & 3:30-7 pm extra 1.00 to above rates.

7. PACKAGE PLANS
10-DAY PLAN—ROS
 EA: 10 ti 20 ti 40 ti 60 ti 80 ti 100 ti
 1 min..... 7.75 7.25 6.75 6.00 5.00 4.50
 30 sec..... 6.20 5.80 5.40 4.80 4.00 3.60
 10 sec..... 3.90 3.65 3.40 3.00 2.50 2.25

MONTHLY PLAN—ROS
 EA: 60 ti 100 ti 200 ti 300 ti
 1 min..... 6.85 6.50 6.00 4.50
 30 sec..... 5.50 5.20 4.00 3.80
 10 sec..... 3.45 3.25 2.50 2.25

8. PROGRAM TIME RATES
 PER WK, EA: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
 2-1/2 min 12.75 12.00 11.50 11.00 10.50 9.75 9.00

10. SPECIAL FEATURES
NEWSCASTS
 PER WK, EA: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
 10 min..... 22.50 21.00 20.00 19.00 18.00 17.00 16.00
 5 min..... 15.50 14.00 13.50 13.00 12.50 11.75 11.00

CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 25 wk—10% 52 wk—20%

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 11 ET 8/1/68—Rec'd 7/28/68.

6. SPOT ANNOUNCEMENTS 1 min 30 sec
 1 x..... 6.00 5.00 280 x..... 5.40 4.50
 20 x..... 5.90 4.95 312 x..... 5.30 4.40
 52 x..... 5.80 4.90 365 x..... 5.20 4.30
 104 x..... 5.70 4.80 800 x..... 5.00 4.00
 158 x..... 5.60 4.70 750 x..... 5.00 4.00
 208 x..... 5.50 4.60 1000 x..... 4.00 3.00

7. PACKAGE PLANS 1 min 30 sec
 10 ti per day..... 50 40
 10 ti per wk..... 55 45
 100 ti per mo..... 525 425

8. PROGRAM TIME RATES 1/2 hr 1/4 hr 5 min
 1 x..... 38.50 20.00 10.00
 26 x..... 37.50 19.50 9.75
 52 x..... 36.50 19.00 9.50
 104 x..... 36.00 18.50 9.25
 156 x..... 35.75 18.00 9.00
 208 x..... 35.50 17.50 8.75
 260 x..... 35.00 17.00 8.50
 312 x..... 34.00 16.50 8.25
 365 x..... 33.00 16.00 8.00
 500 x..... 33.00 16.00 8.00

10. SPECIAL FEATURES
NEWSCASTS
 PER WK, EA: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
 10 min..... 22.50 21.00 20.00 19.00 18.00 17.00 16.00
 5 min..... 15.50 14.00 13.50 13.00 12.50 11.75 11.00

CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 25 wk—10% 52 wk—20%

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 11 ET 8/1/68—Rec'd 7/28/68.

6. SPOT ANNOUNCEMENTS 1 min 30 sec
 1 x..... 6.00 5.00 280 x..... 5.40 4.50
 20 x..... 5.90 4.95 312 x..... 5.30 4.40
 52 x..... 5.80 4.90 365 x..... 5.20 4.30
 104 x..... 5.70 4.80 800 x..... 5.00 4.00
 158 x..... 5.60 4.70 750 x..... 5.00 4.00
 208 x..... 5.50 4.60 1000 x..... 4.00 3.00

7. PACKAGE PLANS 1 min 30 sec
 10 ti per day..... 50 40
 10 ti per wk..... 55 45
 100 ti per mo..... 525 425

8. PROGRAM TIME RATES 1/2 hr 1/4 hr 5 min
 1 x..... 38.50 20.00 10.00
 26 x..... 37.50 19.50 9.75
 52 x..... 36.50 19.00 9.50
 104 x..... 36.00 18.50 9.25
 156 x..... 35.75 18.00 9.00
 208 x..... 35.50 17.50 8.75
 260 x..... 35.00 17.00 8.50
 312 x..... 34.00 16.50 8.25
 365 x..... 33.00 16.00 8.00
 500 x..... 33.00 16.00 8.00

10. SPECIAL FEATURES
NEWSCASTS
 PER WK, EA: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
 10 min..... 22.50 21.00 20.00 19.00 18.00 17.00 16.00
 5 min..... 15.50 14.00 13.50 13.00 12.50 11.75 11.00

CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 25 wk—10% 52 wk—20%

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 12 ET 4/15/69—Rec'd 3/19/69.

6. SPOT ANNOUNCEMENTS 1 min 30 sec
 1 x..... 6.00 5.00 280 x..... 5.40 4.50
 20 x..... 5.90 4.95 312 x..... 5.30 4.40
 52 x..... 5.80 4.90 365 x..... 5.20 4.30
 104 x..... 5.70 4.80 800 x..... 5.00 4.00
 158 x..... 5.60 4.70 750 x..... 5.00 4.00
 208 x..... 5.50 4.60 1000 x..... 4.00 3.00

7. PACKAGE PLANS 1 min 30 sec
 10 ti per day..... 50 40
 10 ti per wk..... 55 45
 100 ti per mo..... 525 425

8. PROGRAM TIME RATES 1/2 hr 1/4 hr 5 min
 1 x..... 38.50 20.00 10.00
 26 x..... 37.50 19.50 9.75
 52 x..... 36.50 19.00 9.50
 104 x..... 36.00 18.50 9.25
 156 x..... 35.75 18.00 9.00
 208 x..... 35.50 17.50 8.75
 260 x..... 35.00 17.00 8.50
 312 x..... 34.00 16.50 8.25
 365 x..... 33.00 16.00 8.00
 500 x..... 33.00 16.00 8.00

10. SPECIAL FEATURES
NEWSCASTS
 PER WK, EA: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
 10 min..... 22.50 21.00 20.00 19.00 18.00 17.00 16.00
 5 min..... 15.50 14.00 13.50 13.00 12.50 11.75 11.00

30 SECONDS
 (*) 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
 PER WK: 1x 26x 52x 156x 312x 520x 1040x
 AM Prime..... 56 50 38 34 29 26 24
 PM Prime..... 48 40 36 32 28 25 22
 AA..... 40 34 28 26 23 21 19
 A..... 32 21 19 18 14 13 11
 (*) Specified position.
 Class B: 60% of A.
 10 sec: 60% of applicable 1-min.
 All spots rotate in specific time periods and combine in all time classes.
 Automotive 10-seconds not acceptable in AM and PM prime time.

7. PACKAGE PLANS
50% TRAFFIC/50% ROS
 PER WK: 12 ti 18 ti 24 ti 30 ti 40 ti
 1 min..... 33 31 29 26 24
 30 sec..... 26 25 23 21 20
 Fixed but preemptible.
 Weekly package plan spots may provide unit value toward weekly or annual frequency spots, not subject to rebates.

10. SPECIAL FEATURES
NEWSCASTS
 5 MIN: 1x 6x 12x 16x 24x 30x
 AM Drive..... 73 55 49 44 39 35
 PM Drive..... 59 53 47 41 36 33
 AA..... 49 41 38 34 31 27
 A..... 31 28 26 21 19 16

10 MIN: AM Drive..... 81 6

KIMN
1922
DENVER



METRO RADIO SALES

RAB

Subscriber to the NAB Radio Code

Media Code 4 206 3780 3.00
KIMN Broadcasting Co., Box 14008, 5350 W. 20th
Ave., Denver, Colo. 80214. Phone 303-237-2734.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth E. Palmer.
Vice-Pres. & Nat'l Sales Mgr.—Thomas P. Duggan.
Continuity Director—Danny Davis.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w.; 950 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60i, 61a, 61b, 61c.
Cancellation: 70a, 70e, 71a, 72, 73b.

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equating a weekly expenditure of 100.00 is actually running at the time of effective date of increase and providing that these contracts continue without interruption during rate protection period.

TIME RATES
No. 42 Eff 3/1/69—Rec'd 1/31/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-2 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA
Specified hour or day..... 1 min 20/30 10 sec
PER WK, ROTATING MON-SAT:
1 ti..... 61 49 37
6 ti (1 per day)..... 56 45 34
12 ti (2 per day)..... 51 41 31
18 ti (3 per day)..... 47 38 28

CLASS AA
Specified hour or day..... 56 45 34
PER WK, ROTATING MON-SAT:
1 ti..... 51 41 31
6 ti (1 per day)..... 46 37 27
12 ti (2 per day)..... 42 34 25
18 ti (3 per day)..... 39 31 23

CLASS A
Specified hour or day..... 45 36 27
PER WK, ROTATING MON-SUN:
1 ti..... 42 34 25
6 ti (1 per day any 6 days)..... 39 31 23
12 ti (2 per day any 6 days)..... 36 29 22
18 ti (3 per day any 6 days)..... 33 26 20
24 ti (4 per day any 6 days)..... 30 24 18

CLASS B
PER WK, ROTATING MON-SUN:
1 ti..... 36 29 22
6 ti (1 per day any 6 days)..... 32 26 19
12 ti (2 per day any 6 days)..... 30 24 18
18 ti (3 per day any 6 days)..... 28 22 17
24 ti (4 per day any 6 days)..... 26 21 16

DISCOUNTS
Applicable to weeks with expenditure of 100.00 or more. Discount applied as earned.
52 consec wk—10%

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS
PER WK: 1 min 20/30 10 sec
Plan A, 12 ti (SAAA, 3AA, 4A, 2B) 420 836 252
Plan B, 18 ti (4AAA, 5AA, 6A, 3B) 594 468 860
Plan C, 24 ti (6AAA, 6AA, 8A, 4B) 720 576 432
Plan D, 36 ti (9AAA, 9AA, 12A, 6B) 972 792 576
Must be scheduled equally over a 7-day period and rotate within time classification.
Offered on a preemptible basis at station's discretion for a full rate card advertiser.
In event of preemption, spots will be made good in comparable or better time periods at the earliest possible convenience and prior to expiration of schedule. Weekly Circulation Plans do not earn 52 consecutive week discounts. Do not contribute to Weekly Circulation Plans for further weekly frequency.

DRIVETIME SPECIALS
(30-day rate protection)
PER WK, EA, FLAT: 1 min 30 sec
15 Plan, (7AAA, 8AA)..... 40 82
20 Plan, (10AAA, 10AA)..... 38 80

HOUSEWIFE SPECIALS
(30-day rate protection)
(Rotating Mon thru Fri 10 am-3 pm)
15 ti..... 34 27
25 ti..... 28 22
Do not earn 52 consecutive week discounts.
Offered on a preemptible basis at station's discretion for full rate card advertisers.

8. PROGRAM TIME RATES
5-MINUTES
AAA..... 1x 26x 52x 104x 156x 260x
AA..... 75 37 81 56 53
A..... 67 61 55 50 47 44
B..... 54 59 48 45 43 40
C..... 45 43 40 37 35 33

10. SPECIAL FEATURES
AIR ALERT
Airborne traffic reports with Don Martin—Mon thru Fri 7:20-8:15 am; 4:15-5:45 pm. Spots scheduled to be within these periods take the specified position rate in time class indicated.

WEATHER REPORTS
At :20 and at :40. Sponsorship provides 30-second spots, opening and closing ID. 1 minute rates apply.
ALL NIGHT SHOW
Tues thru Sun midnight-6 am.
1 1-min spot each hour, per month 600.00. This may not be combined with spots in other time classifications for weekly frequency or consecutive week discount purposes.
FREQUENCY COMBINATION
Minutes, Newscasts, 20/30 seconds and ID's may combine to earn weekly frequency discounts. All face of card advertisers and plan advertisers combine to earn weekly frequency.

KJAE (FM)
1969
LAKEWOOD

NAB

RAB

Media Code 4 206 3850 4.00
Lakewood Broadcasting Service, Inc., 7075 W. Hampden Ave., Denver, Colo. 80227. Phone 303-988-1551.

STATION'S PROGRAMMING DESCRIPTION
KJAE (FM): Programmed for general interest.
MUSIC: general popular music. Live personalities available for in person attractions and remote broadcasting. **NEWS:** 5 min each hour with emphasis on local coverage. 2 mobile news cruisers. Mobile traffic reports morning and afternoon drive time M-F. Contact Representative for further details. Rec'd 6/30/69.

1. PERSONNEL
President—Ed Scott.
Vice-Pres. & Sales Mgr.—Robert Prangley.
Operations Manager—Robert Payne.

2. REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.

3. FACILITIES
ERP 27,000 w. (horiz.), 6,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 80 ft above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
See KLAK listing for coded regulations.
AM facilities: KLAK.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/69—Rec'd 6/30/69.
6. SPOT ANNOUNCEMENTS
(6 am-midnight)
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti
PER YR: 10x 50x 100x 150x 250x
1 min..... 6.00 5.75 5.50 5.25 5.00
30 sec..... 4.80 4.50 4.40 4.20 4.00
PER WK: 500x 800x 1000x
1 min..... 4.50 4.00 3.50 3.00
30 sec..... 3.60 3.20 2.80 2.40

7. PACKAGE PLANS
(6 am-midnight)
PER MO: 100 ti 200 ti 300 ti
1 min..... 5.00 4.50 4.00
30 sec..... 4.00 3.60 3.20
Midnight-6 am—42 per wk (6 per night), per wk..... 73.00

10. SPECIAL FEATURES
News, Weather, Sports—At :45, fixed position spot within, spot rate plus 50%.

KLAK
1955
LAKEWOOD



mcgavren-guild
pgw radio, inc.

Modern Country Music

NAB

RAB

Media Code 4 206 3920 5.00
Lakewood Broadcasting Service, Inc., 7075 W. Hampden Ave., Denver, Colo. 80227. Phone 303-988-8771.

STATION'S PROGRAMMING DESCRIPTION
KLAK: Personalities, country and western record hits 24 hours. Live jamboree show 8-9 pm Sat. **NEWS:** news, sports and weather 6 min. before each hour. 5 man local news staff and 2 way radio cruiser. Road and traffic reports, international wire and audio network. Live Weather Bureau direct teletype. **FARM:** news 4-8 am. Country and western hymns and religious news Sun 3-9 am. Personality appearances and remote broadcasts regularly. Contact Representative for further details. Rec'd 4/1/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Scott.
Vice-Pres. & Sales Mgr.—Robert Prangley.
Operations Manager—Bob Payne.

2. REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.

3. FACILITIES
5,000 w. days, 5,000 w. nights; 1600 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 32b.

Contracts: 40a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82
FM facilities: KJAE (FM).

TIME RATES
No. 2 Eff 5/1/69—Rec'd 4/7/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
Midnight-6 am rates on request.

7. PACKAGE PLANS
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti
AA..... 40 38 84 30 27
A..... 32 30 28 25 22
B..... 22 21 20 18 16
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

TOTAL AUDIENCE PLANS—1 MINUTE
PER WK: Ea
Plan I—12 ti (4AA, 5A, 3B)..... 24
Plan II—18 ti (8AA, 8A, 4B)..... 22
Plan III—24 ti (8AA, 10A, 6B)..... 20
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWS/WEATHER/SPORTS
PER WK: AA A B
3 ti..... 50 40 30
6 ti..... 45 35 25

DISCOUNTS
52 wk—10%

KLIR
1953
DENVER

Subscriber to the NAB Radio Code
Media Code 4 206 4060 9.00
KLIR, Inc., 6535 W. Jewell Ave., Denver, Colo.
80226. Phone 303-922-1189.

1. PERSONNEL
Pres. & Gen'l Mgr.—Geo. Basil Anderson.

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See Coded Regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29b, 33b.
Contracts: 40a, 42a, 43, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
Affiliated with KJAE.

TIME RATES
ET—Rec'd 11/25/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti..... 7.00 104 ti..... 5.50
28 ti..... 8.50 280 ti..... 5.00
52 ti..... 6.00 312 ti..... 4.50

8. PROGRAM TIME RATES
1x 26x 52x 104x 260x 312x
1 hr..... 60 58 56 54 52 50
1/2 hr..... 35 34 33 32 31 30
1/4 hr..... 24 22 20 19 18 17
5 min..... 12 11 10 9 8 7

KLIR-FM
1959
DENVER

NAB FM B

Subscriber to the NAB Radio Code
Media Code 4 206 4061 7.00
KLIR, Inc., 6535 W. Jewell Ave., Denver, Colo.
80226. Phone 303-922-1189.

1. PERSONNEL
General Manager—George Beall Anderson.
Business Manager—H. G. Kincaid.
Commercial Manager—Bert Tracy.

2. REPRESENTATIVES
Quality Media Incorporated.

3. FACILITIES
ERP 100,000 w.; 100.3 mc. Stereo.
Operating schedule: 24 hours a day.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29b, 33b.
Contracts: 40a, 42a, 43, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.

TIME RATES
ET—Rec'd 2/22/68.

AA—9 am-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti
AA..... 10.00 9.00 8.50 7.00 6.50
A..... 7.00 6.00 5.00 4.50 4.00

8. PROGRAM TIME RATES
1 hr..... 1hr 1/2 hr 1/4 hr 5 min
1 ti..... 60.00 45.00 35.00 15.00
28 ti..... 55.00 40.00 30.00 13.00
52 ti..... 50.00 35.00 25.00 11.00
78 ti..... 45.00 30.00 20.00 9.00

(Denver continued on next page)

KIMN

DENVER'S NUMBER 1 FAMILY RADIO STATION REACHES

34.8% OF MEN, 18-49

41.8% OF WOMEN, 18-49

Cumulative Audience Reach — Metro Area

	Men 18-49	Women 18-49
KIMN	34.8%	41.8%
Station A	15.9	12.2
Station B	29.5	26.4
Station C	19.4	17.5
Station D	15.2	14.5
Station E	17.0	16.3
Station F	18.8	18.1
Station G	9.5	7.3

This data is a summation of audience estimates based upon a survey conducted by ARB dated April-May 1969, Mon.-Sun., 6am-midnight. It is subject to the tolerances and limitations inherent in any statistical sampling approach to audience measurement.

COLORADO

Denver—Continued

KLZ
1822
DENVER

CBS Radio Network

NAB **RAB**

A Time-Life Broadcast Station

Subscriber to the NAB Radio Code

Media Code 4 205 4200 1.00

Time-Life Broadcast, Inc., 123 Speer Blvd., Denver, Colo. 80217. Phone 303-292-3456. TWX 910-931-2817.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hugh B. Terry.
Sta. Mgr. & Dir. of Sales—Lee Fondren.
Program Director—Charles Roberts.

2. REPRESENTATIVES
Katz Radio, West.

3. FACILITIES
5,000 w.; 560 kc. Directional.
Operating schedule: 5:00 am-midnight, MST, MDT.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: *15d.

Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 61b, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.
(*) Total of 3 program units rather than 15 minutes.

Affiliated with CBS.
Affiliated with Katz Radio A.I.D. Plan.
Similar schedules on AM and FM receive a 50% discount on all FM Spots.

TIME RATES

No. 34d EF 4/1/69—Rec'd 4/10/69.
AAA—Mon thru Fri 6-10 am (8-9 am or 7-10 am).
AA—Mon thru Fri 11:15 am-noon & 4-7 pm.
A—Mon thru Fri 10-11:15 am, noon-4 pm & 7-9 pm;
Sat & Sun 6 am-9 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE
PER WK: 1 ft 5 ft 12 ft 18 ft 24 ft
AAA 45 41 40 38 35
AA 40 37 35 34 32
A 35 30 27 24 22
B 23 17 16 15 14

7. PACKAGE PLANS

BULK RATES
PER YR. EA: AAA AA A B
52 x 38.00 35.00 25.00 17.00
104 x 37.00 34.00 24.00 16.00
156 x 36.00 33.00 23.00 15.00
208 x 35.00 32.00 22.00 14.00
260 x 34.50 31.50 21.75 13.75
312 x 34.00 31.00 21.50 13.50
364 x 33.50 30.50 21.25 13.25
416 x 33.00 30.00 21.00 13.00
468 x 32.50 29.50 20.75 12.75
520 x 31.50 28.75 19.75 12.60
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

TOTAL AUDIENCE PLANS

(Fixed, but preemptible)
TAP I—1/2 Mon thru Fri 6-10 am and/or 4-7 pm;
1/2 Mon thru Fri after 7 pm and/or wknd.
TAP II—1/3 Mon thru Fri 6-10 am and/or 4-7 pm;
1/3 Mon thru Fri 10 am-4 pm; 1/3 Mon thru Fri
after 7 pm and/or wknd.
TAP III—1/2 Mon thru Fri 10 am-4 pm; 1/2 Mon
thru Fri after 7 pm and/or wknd.

PER WK: 12 ft 18 ft 24 ft
TAP I 336.00 488.00 576.00
TAP II 312.00 432.00 528.00
TAP III 270.00 378.00 456.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

CLASS AAA
PER YR: 1/2 hr 1/4 hr 10 min 5 min
1 x 150 90 80 70
52 x 110 70 60 55
260 x 80 60 50 45
CLASS AA
1 x 130 85 75 65
52 x 105 65 55 50
260 x 75 55 45 40
CLASS A
1 x 120 80 70 60
52 x 100 60 50 45
260 x 70 50 40 35
CLASS B
1 x 90 70 55 50
52 x 80 50 40 35
260 x 50 35 25 20

10. SPECIAL FEATURES

FARM REPORTER
(30 sec/1 min participations: 5, 10, 15 min units)
Mon thru Sat 5-6 am—applicable B rates.
Mon thru Sat 6:15-6:30 am—applicable AAA rates.
Mon thru Sat 6:10-6:25 am—applicable AAA rates.
Plus program unit talent fees (commissable) per unit: 5 min, 10.00; 10/15 min, 15.00.

COMBINABILITY
All spots, regardless of length or classification, may be combined for discount purposes. Program sponsors may buy additional spots during contract year at frequencies earned by programs.

KLZ-FM

1962

DENVER

A Time-Life Broadcast Station

Subscriber to the NAB Radio Code

Media Code 4 205 4201 9.00

Time-Life Broadcast, Inc., 123 Speer Blvd., Denver, Colo. 80217. Phone 303-292-3456. TWX 910-931-2817.

STATION'S PROGRAMMING DESCRIPTION

KLZ-FM: Programmed for young adults, collegiates and teens.

MUSIC: pop rock. **NEWS:** 10 min before hour. Contact Representative for further details. Rec'd 6/11/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Hugh B. Terry.
Sta. Mgr. & Dir. of Sales—Lee Fondren.
Program Director—Max Floyd.

2. REPRESENTATIVES

Katz Radio, West.

3. FACILITIES

ERP 100,000 w.; 106.7 mc.
Operating schedule: 6 am-midnight, MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6b, 7b, 8.
Rate Protection: 11b, 15d.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 32b.
Contracts: 40a, 42b, 44b, 45, 46.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 73a.

Affiliated with Katz Radio A.I.D. Plan.
Similar schedules on AM and FM receive a 50% discount on all FM spots.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 23 EF 9/1/68—Rec'd 9/11/68.
1 MIN.
PER WK: 1 ft 5 ft 12 ft 18 ft 30 ft 60 ft 80 ft
Per mo: 12 9 8 7 6 6 4
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

All times scheduled in rotation.
All spots, regardless of length or class, may be combined for discount purposes. Program sponsors may buy additional spots during contract year at frequencies earned by programs.

KLZ/KLZ-FM COMBINABILITY
Similar schedules on AM and FM receive 50% discount on all FM spots.

KMYR (FM)

1965

DENVER

American FM Network

NAB

NAFMB

Media Code 4 205 4220 9.00

Karlo Broadcasting Ltd., 7200 W. Alameda Ave., Denver, Colo. 80226. Phone 303-930-3495.

1. PERSONNEL

Pres. Gen'l & Sta. Mgr.—Craig R. Bowers.
2. REPRESENTATIVES
Roger Coleman, Inc.

3. FACILITIES

ERP 51,000 w. (horiz. & vert.): 95.7 mc. Stereo.
Operating schedule: 24 hours daily, MST.
Antenna ht.: 725 ft. above average terrain.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15a, 15b, 15c, 16.

Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Major Market FM Network.

Affiliated with American FM Network.

TIME RATES

No. 3 EF 5/1/68—Rec'd 6/3/68.
6. SPOT ANNOUNCEMENTS
PER YR: 1x 52x 104x 312x 500x
1 min 14.00 13.00 12.00 11.00 10.00
30 sec 9.00 8.50 8.00 7.50 7.00

7. PACKAGE PLANS

SATURATION PACKAGES
PER WK: 6 ft 12 ft 18 ft 24 ft
1 min 10.00 9.00 8.00 7.00
30 sec 7.00 6.50 6.00 5.50

KOA

1924

DENVER

NBC Radio Network

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 205 4340 5.00

General Electric Broadcasting Co., Box 5012, 1044 Lincoln St., Denver, Colo. 80203. Phone 303-244-4141. TELEX 910-931-2558.

Address all copy and transcription material to Continuity Director, P. O. Box 5012, Terminal Annex, Denver 17, Colo.

STATION'S PROGRAMMING DESCRIPTION

KOA: Programmed for adults.
MUSIC: Middle-of-the-road with adult appeal. Air personalities. **NEWS:** on hour and half hour throughout day in 5, 8, 13 and 15 min blocks. 8 man news team, 6 mobile units, 2 sportscasters, 2 station meteorologists, Washington news bureau staff, backup facilities of 18 man TV news staff, network, UPI audio and 27 stringers supplement gathering of regional, national and international news. **FARM:**

KOA-FM

1961

DENVER

Media Code 4 205 4410 6.00
General Electric Broadcasting Co., Box 5012, 1044 Lincoln St., Denver, Colo. 80217. Phone 303-244-4141. TELEX 910-931-2558.

1. PERSONNEL

General Manager—Richard B. Belkin.
General Sales Manager—Mick Schafbuch.
Program Director—Dan Tucker.

2. REPRESENTATIVES

Henry I. Christal Co., Inc.

3. FACILITIES

ERP 67,000 w.; 103.5 mc.
Operating schedule: 6 am-midnight, MST.
Antenna ht.: 1,061 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see KOA.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations
See KOA listing for coded regulations.
Affiliated with NBC.

TIME RATES

No. 1 EF 12/15/66—Rec'd 9/27/67.
6. SPOT ANNOUNCEMENTS
1x 50x 100x 200x 300x
EA 5.00 4.50 4.25 4.00 3.00
Any length, maximum 1-minute.

7. PACKAGE PLANS

Balanced rotation, guaranteed 6 spots per day, 7 days per week, per month..... 300
Any length, maximum 1-minute.

KOSI

1954

AURORA

RAB

Subscriber to the NAB Radio Code

Media Code 4 205 4480 9.00
Armstrong Broadcasting Corp., Box 98, Aurora, Colo. 80010. Phone 303-343-1450.

STATION'S PROGRAMMING DESCRIPTION
KOSI: Programmed primarily for appeal to 25-50 age group, upper education.

MUSIC: programming, approximately 80%, spans range from serious music and semi-classical through general popular music, showtunes, film scores, standards and current hits by established artists. **NEWS:** coverage includes 3 daily 15 min roundups and hourly 5 min programs on world, national, local, business and sports news. Numerous entertainment service and public affairs features included in musical programs. Weekend programming includes local issue public affairs programming. Contact Representative for further details. Rec'd 9/25/67.

1. PERSONNEL

President—W. L. Armstrong.
Program Director—John Dawson.
Chief Engineer—Ray Doane.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

5,000 w.; 1430 kc. Directional—night only.
Operating schedule: 6:30 am-midnight, MST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

(This listing continued on next page)

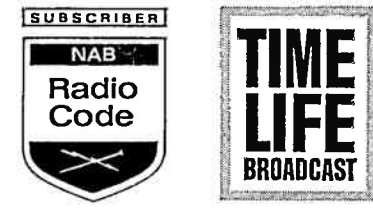


Ray Durkee

Presenting the newest addition to the list of KLZ's on-the-air personalities... RAY DURKEE. RAY comes to KLZ Radio with experience in radio broadcasting ranging from moderator of a talk show to music and production manager, disk jockey to pilot of a traffic report plane. He has the youthful exuberance and vitality to present a fast-paced, refreshing program, playing the music fitting today's listening moods.

KLZ listeners find RAY DURKEE's program just right for night time enjoyment on weeknights Monday through Thursday, as well as Saturday and Sunday afternoons. Advertisers are discovering that RAY can sell their products and services too.

KLZ
RADIO 560



CBS IN DENVER

CONTACT KATZ
OR
LEE FONDREN — DENVER

RAY DURKEE CAN SELL FOR YOU

Denver—KOSI—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20a, 29a.
 Contracts: 40a.
 Cancellation: 70a, 70c, 71a.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 8/1/69—Rec'd 7/7/69.
 AAA—Mon thru Sat 8-9 am & 3-6 pm.
 AA—Mon thru Sat 9 am-3 pm & 5:30-6 am; Sun
 8 am-6 pm.
 A—Sun thru Sat 6 pm-midnight.
 B—All other times.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
AAA	20 18 16 14 12				
AA	17 15 13 10 8				
A	11 10 8 6 4				
30 SEC:					
AAA	15 13 11 9 7				
AA	13 11 9 7 5				
A	9 8 7 5 3				
15 SEC:					
AAA	14 12 10 8 6				
AA	12 10 7 5 4				
A	8 7 5 4 2				

7. PACKAGE PLANS

DRIVETIME SPECIAL
 (All AAA)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	108 102 96 90				
12 TL	204 192 180 168				
24 TL	384 360 336 312				
30 SEC:					
6 TL	78 72 66 60				
12 TL	144 132 120 108				
24 TL	264 240 216 192				
15 SEC:					
6 TL	72 66 60 54				
12 TL	132 120 108 96				
24 TL	240 216 192 168				

SUNSHINE SPECIAL
 (1/2 AAA, 1/2 AA)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	96 90 84 78				
12 TL	180 168 156 144				
24 TL	336 312 288 264				
30 SEC:					
6 TL	72 66 60 54				
12 TL	132 120 108 96				
24 TL	240 216 192 168				

HOUSEWIFE PLAN
 (All AA)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	90 84 78 72				
12 TL	168 156 144 132				
24 TL	312 288 264 240				
30 SEC:					
6 TL	66 60 54 48				
12 TL	120 108 96 84				
24 TL	216 192 168 144				
15 SEC:					
6 TL	60 54 48 42				
12 TL	108 96 84 72				
24 TL	192 168 144 120				

ALL CLASS ROTATION
 (1/3 AAA, 1/3 AA, 1/3 A)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	72 66 60 54				
12 TL	132 120 108 96				
24 TL	240 216 192 168				
30 SEC:					
6 TL	60 54 48 42				
12 TL	108 96 84 72				
24 TL	192 168 144 120				
15 SEC:					
6 TL	54 48 42 36				
12 TL	96 84 72 60				
24 TL	168 144 120 96				

DAY-NIGHT ROTATION
 (1/2 AA and 1/2 A)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	66 60 54 48				
12 TL	120 108 96 84				
24 TL	216 192 168 144				
30 SEC:					
6 TL	54 48 42 36				
12 TL	96 84 72 60				
24 TL	168 144 120 96				
15 SEC:					
6 TL	48 42 36 30				
12 TL	84 72 60 48				
24 TL	144 120 96 72				

STARLIGHT PLAN
 (Class A)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	54 48 42 36				
12 TL	96 84 72 60				
24 TL	168 144 120 96				
30 SEC:					
6 TL	48 42 36 30				
12 TL	84 72 60 48				
24 TL	144 120 96 72				
15 SEC:					
6 TL	42 36 30 24				
12 TL	72 60 48 36				
24 TL	120 96 72 48				

WEEKEND ROTATION
 (Sat noon-Sun midnight)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
10 TL	100 90 80 70				
20 TL	180 160 140 120				
30 TL	240 210 180 150				
30 SEC:					
10 TL	90 80 70 60				
20 TL	160 140 120 100				
30 TL	210 180 150 120				
15 SEC:					
10 TL	80 70 60 50				
20 TL	140 120 100 80				
30 TL	180 150 120 90				

AM/FM COMBINATION
 TOTAL AUDIENCE PLAN
 (1/2 AM 1/3 AAA, 1/3 AA, 1/3 A, 1/2 FM-rotating)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
12 TL	96 90 84 78				
24 TL	174 162 150 138				
48 TL	312 288 264 240				

30 SEC:	1 wk	13 wk	26 wk	52 wk
12 TL	84 78 72 66			
24 TL	150 132 120 114			
48 TL	264 240 216 192			
15 SEC:				
12 TL	72 66 60 54			
24 TL	126 114 102 90			
48 TL	216 192 168 144			

8. PROGRAM TIME RATES
 1/4 HR: 1x 52x 260x 500x 1000x
 AAA: 45 42 39 36 35
 AA: 42 39 36 33 32
 A: 39 36 33 30 29
 5 MIN: 22 21 20 19 18
 AAA: 21 20 19 18 17
 AA: 20 19 18 17 16
 A: 19 18 17 16 15

KOSI-FM
 1968
 DENVER
 Media Code 4 206 4481 7.00
 Armstrong FM Broadcasting Corp., Box 98, Aurora, Colo. 80010, Phone 303-343-1480.

1. PERSONNEL
 President—W. L. Armstrong.
 Program Director—John Dawson.
 Chief Engineer—Ray Doane.

2. REPRESENTATIVES
 Alan Torbet Associates, Inc.

3. FACILITIES
 ERP 52,000 w.; 101.1 mc. Stereo.
 Operating schedule: 5:30 am-midnight, MST.

4. AGENCY COMMISSION
 15/0 time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 See KOSI listing for coded regulations.
 Sold in combination with KOSI. See that listing for rates.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 8/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
6 TL	10 9 7 6 4				
30 sec	8 7 5 4 3				
15 sec	7 6 4 3 2				

7. PACKAGE PLANS

FM STEREO PLAN
 (Rotating)

FIXED POSITION		1 wk	13 wk	26 wk	52 wk
1 MIN:	1x 52x 260x 500x 1000x				
7 TL	56 49 42 35				
14 TL	105 91 77 63				
28 TL	196 168 140 112				
30 SEC:					
7 TL	49 42 35 28				
14 TL	91 77 63 49				
28 TL	168 140 112 84				
15 SEC:					
7 TL	42 35 28 21				
14 TL	77 63 49 35				
28 TL	140 112 84 56				

8. PROGRAM TIME RATES
 1/4 hr: 1x 52x 260x 500x 1000x
 5 min: 18 16 12 11 9 8
 12 11 10 9 8

KQXI
 1961
 ARVADA
 Media Code 4 206 4620 0.00
 Radio Station KQXI, Box 1, 9334 W. 58th Ave., Arvada, Colo. 80002, Phone 303-421-1550.

STATION'S PROGRAMMING DESCRIPTION
 KQXI: Programmed for adults and young adult country and western fans from 8 am-sign-off.
 MUSIC: features top 50 country and western survey every week. Emphasis on current country and western hits. NEWS: 5 min international on half hour. Local news on hour. Religious segments available from 7 am-10 am. Remote equipment and talent available for remotes, civic events or entertainment purposes. Contact Representative for further details. Rec'd 6/10/69.

1. PERSONNEL
 General Manager—Mrs. Norma Behm.
 Program Manager—Bill Stevens.

2. REPRESENTATIVES
 New York, Los Angeles—Universal Broadcasting Corporation.
 Chicago—Harold S. Schwartz Associates, Inc.

3. FACILITIES
 10,000 w. days; 1550 kc. Non-directional.
 Operating schedule: 6 am-local sunset, MST.

4. AGENCY COMMISSION
 15/0 time only; 10th of month following.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Affiliated with American Entertainment Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 8/1/69—Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS

ROS

PER WK:	10 tl	15 tl	20 tl	25 tl	30 tl	40 tl	50 tl	60 tl
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.80	4.60	4.40	4.20	4.00	3.80	3.60	3.40
15 sec	3.00	2.85	2.75	2.60	2.50	2.35	2.25	2.10

Requested specific times honored at availabilities permit.

7. PACKAGE PLANS

PER MO, ROS:

PER MO, ROS:	1 min	30 sec	15 sec
100 TL	5.00	4.00	2.50
150 TL	7.50	6.00	3.75
200 TL	10.00	8.00	5.00

WEEKEND SMASH PLAN
 (Fri, Sat, Sun)

FIXED POSITION		1 min	30 sec
25 TL	80.00 80.00	50 tl	150.00 150.00

8. PROGRAM TIME RATES
 PER WK: *5 min tl/4 hr \$1/2 hr
 1 tl: 10 20 40
 3 tl: 9 18 36
 6 tl: 8 15 30
 (*) Includes open, close and 1 spot.
 (†) Includes open, close and 2 spots.
 (§) Includes open, close and 4 spots.

KTLK
 (formerly KTLN)
 1948
 DENVER

Media Code 4 206 4900 6.00
 Action Radio, Inc. 1165 Delaware St., Denver, Colo. 80204, Phone 303-222-4811.

1. PERSONNEL
 General Manager—John D. Chapman.
 General Sales Manager—Kenneth B. Lange.
 Program Manager—Joseph A. Finan.

2. REPRESENTATIVES
 Edward Petry & Co., Inc.

3. FACILITIES
 5,000 w.; 1280 kc. Directional—separate patterns day and night.
 Operating schedule: 24 hours daily, MST.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24a, 24c, 28a, 29a, 29b, 32b, 33a.
 Contracts: 40b, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Jerry Fitch.

2. REPRESENTATIVES
 The Devney Organization, Inc.
 Mountain States—Bob Hix Co., Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1240 kc.
 Non-directional.
 Operating schedule: 6 am-11 pm, MST.

4. AGENCY COMMISSION
 15% time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 14a, 15b.
 Basic Rates: 20b, 21b, 23a, 24b.
 Contracts: 40a, 41, 43, 45, 50.
 Comb.: Cont. Discounts: 80b.
 Cancellation: 70a.
 Prod. Services: 82.
 Affiliated with CBS.

TIME RATES
 No. 5 ET 7/1/69—Rec'd 6/10/69.

6. SPOT ANNOUNCEMENTS
 PER WK: 1 tl 5 tl 10 tl 15 tl 20 tl
 1 min: 7.00 6.50 6.00 5.50 5.00

8. PROGRAM TIME RATES
 1 x: 30 18 15 12
 (Durango continued on next page)

COLORADO

Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.
 Member: Intermountain Network.

TIME RATES
 No. 26 ET 7/1/69—Rec'd 6/12/69.
 AA—Mon thru Sat 6-10 am & 4-7 pm.
 A—Mon thru Sat 10 am-4 pm; Sun 6 am-7 pm.
 B—Mon thru Sun 7 pm-midnight.

7. PACKAGE PLANS

CLASS AA

FIXED POSITION		1 min	30 sec	15 sec
*Fixed 6 tl	12 tl 18 tl 24 tl 30 tl 36 tl	35.00	32.00	30.00
1 min	28.0			

COLORADO

Durango—Continued

KIUP

1935

Subscriber to the NAB Radio Code

Media Code 4 206 5180 4.00

Radio San Juan, Inc., Box 641, Durango, Colo. 81301.
Phone 303-247-4464.

- PERSONNEL**
President—Doug Morrison.
General Manager—Frank Toomey.
Sales Manager—Al Gare.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
1,000 w. days, 1,000 w. nights; 930 kc.
Directional—night only
Operating schedule: 5:45-10:15 pm Mon thru Sat.
- AGENCY COMMISSION**
15/0; time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,
26, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

A—Mon thru Sat 6:30-9:30 am, 11:30 am-1 pm &
4-7 pm.
B—All other times.

7. PACKAGE PLANS

1 MIN: 6 11 12 11 18 11 24 11 30 11 36 11
A 6.85 5.35 5.00 4.65 4.30 3.95
B 5.70 4.30 3.00 3.55 3.20 2.85

20/30 SEC:

A 5.70 4.30 4.00 3.70 3.40 3.15
B 4.80 3.40 3.15 2.85 2.55 2.30

10 SEC:

A 4.05 2.65 2.50 2.30 2.15 1.95
B 3.55 2.15 1.95 1.80 1.60 1.40

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 55.00 33.00 22.00 16.50 11.00

DISCOUNTS

13x-4% 52x-8% 156x-16%
26x-8% 104x-12% 260x-20%

9. PARTICIPATING PROGRAMS

"Coffee with Johnny"—10:00 am to 10:45 am.
Per minute, 6.00.
5 times per week, 5.55.

ENGLEWOOD

Arapahoe County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Denver

(including Arvada, Aurora, Englewood,
Golden, Lakewood, Littleton)

FORT COLLINS (2 AM, 1 FM)

Larimer County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KCOL

1946

Subscriber to the NAB Radio Code

Media Code 4 206 5320 6.00

Beef Empire Broadcasting Company, Box 574, 1614
Laporte Ave., Fort Collins, Colo. 80521. Phone
303-482-5991.

- PERSONNEL**
Manager—Don Grant.
Vice-President—Bob Thomas.
Operations Director—Mike Misel.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
1,000 w.; 1410 kc. Directional—night only.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 25a, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Intermountain Network, Beef Empire Station.

TIME RATES

No. 28 ET 9/15/68—Rec'd 10/1/68.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 156x 260x 312x 624x
1 min 6.50 6.37 6.24 6.11 5.98 5.72 5.46 5.20

7. PACKAGE PLANS

A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-7 pm.
B—All other times.

PER WK; EA: CLASS A 12 11 18 11 24 11 30 11 36 11
1 min 5.35 5.00 4.65 4.30 3.95
30 sec 4.30 4.00 3.70 3.45 3.15
10 sec 2.65 2.50 2.30 2.15 1.85

CLASS B
1 min 4.10 3.75 3.40 3.10 2.75
30 sec 3.30 3.00 2.70 2.50 2.20
10 sec 2.05 1.85 1.70 1.55 1.40

B. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x 50.00	30.00	20.00	15.00	10.00
26 x 49.00	29.40	19.60	14.70	9.80
52 x 48.00	28.80	19.20	14.40	9.60
104 x 47.00	28.20	18.80	14.10	9.40
156 x 46.00	27.60	18.40	13.80	9.20
260 x 44.00	26.40	17.60	13.20	8.80
312 x 42.00	25.20	16.80	12.60	8.40
624 x 40.00	24.00	16.00	12.00	8.00

KFMF (FM)

1965

NAB

Media Code 4 206 5460 0.00

Poudre Valley Broadcasting Co., Inc., Box 1636,
Fort Collins, Colo. 80521. Phone 303-484-0466.

STATION'S PROGRAMMING DESCRIPTION
KFMF (FM): Programmed for adults and college students.

NEWS: 5 min each half hour, national and International on half hour, local on hour, plus some longer, 7 am & noon. **MUSIC:** middle-of-the-road to jazz and classical. 6-7 pm. standards, show music. 7-8 pm, jazz. 8-10 pm classical concert music. 10 pm-12M aimed at college students and adults, standards, middle-of-the-road music, features from university campus, news features, give-aways of theater tickets, donuts, meals, etc. Contact Representative for further details. Rec'd 10/5/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lewis Pearce.
Antenna ht.: 37 ft. above average terrain.
- REPRESENTATIVES**
John L. McGuire & Co.
- FACILITIES**
ERP 25,000 w.; 93.3 mc.
Operating schedule: 6:45 am-midnight. MST.
Antenna ht.: 37 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 12b, 14a, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 24c, 26, 29a, 30.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. R-2 ET 9/1/67—Rec'd 9/1/67.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 312x
30 sec only 3.50 3.25 3.00 2.75 2.50 2.20

7. PACKAGE PLANS
PER WK: 10 11 20 11 30 11 40 11
30 sec 2.75 2.50 2.25 2.00

1-min: above rates plus 30%.

8. PROGRAM TIME RATES
1/2 hr 17.25 15.75 14.00 12.75 11.75 10.75
1/4 hr 11.50 10.25 9.00 8.50 7.75 6.75
10 min 8.75 7.75 7.25 7.00 6.75 5.75
5 min 6.00 5.50 5.25 5.10 4.80 4.00

10. SPECIAL FEATURES
Symphony Time, Jazz Hour—1 program per week,
per month 117.50.

KZIX

1959

NAB

Subscriber to the NAB Radio Code

Media Code 4 206 5600 1.00

Poudre Valley Broadcasting Co., Inc., Box 1636,
Fort Collins, Colo. 80521. Phone 303-484-0466.

STATION'S PROGRAMMING DESCRIPTION
KZIX: Programmed for general interest.

NEWS: 5 min each half hour, international and national, on half hour, local and regional on hour, plus some longer. 6-7 am country and western music with farm news. 6:55-7:05 am local news. 7:05-9 am music, news, sports, weather, community calendar of events. 9 am-noon general middle-of-the-road music features and news items. Noon-12:35 pm news, sports, weather, farm market news block. 12:35-6 pm middle-of-the-road and some current hits, local events as scheduled. **SPORTS:** Live college, high school, little league. Spanish music and voice program, Sat 9-9:30 am. Contact Representative for further details. Rec'd 10/6/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lewis Pearce.
Sales Manager—Robert Bell.
- REPRESENTATIVES**
John L. McGuire & Co.
- FACILITIES**
1,000 w. days; 800 kc. Directional.
Operating schedule: 6:00 am-local sunset. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 12b, 14a, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 24c, 26, 29a, 30.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

No. R-2 ET 9/1/67—Rec'd 9/1/67.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 312x
1 min-or
less 4.50 4.00 3.75 3.50 3.25 2.90

7. PACKAGE PLANS
PER WK: 10 11 20 11 30 11 40 11
30 sec 3.60 3.10 2.90 2.30
10 sec 2.10 1.90 1.70 1.50

8. PROGRAM TIME RATES
1/2 hr 23.00 20.50 18.50 17.00 15.50 14.00
1/4 hr 16.25 13.50 12.25 11.25 10.50 9.50
10 min 11.25 10.50 10.00 9.50 9.00 8.50
5 min 7.75 7.25 7.00 6.75 6.25 5.50

FORT MORGAN (1 AM; 1 FM)

Morgan County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KFTM

1949

NAB

Media Code 4 206 5740 5.00

Morgan County Broadcasting Corp., Box 430, Fort
Morgan, Colo. 80701. Phone 303-867-5674.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mason Dixon.
Program Director—Jane McLeynolds.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. MST.
Partial simulcast operation. Simulcast 3-11 pm Sun.
For non-simulcast facilities see KFTM-FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 33b.
Contracts: 40a, 42a, 43a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61a, 61b, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 25 ET 9/1/68—Rec'd 2/12/69.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 260x 312x 624x
1 min 4.68 4.58 4.49 4.40 4.30 4.11 3.93 3.74

7. PACKAGE PLANS
A—Mon thru Sat 7:49-9:30 am & 4:30-7 pm.
B—All other times.

SATURATION PLAN

PER WK, EA: CLASS A 12 11 18 11 24 11 30 11 36 11
1 min 3.51 3.27 3.04 2.80 2.57
30 sec 2.62 2.42 2.24 2.06
10 sec 1.76 1.64 1.52 1.40 1.29

CLASS B
1 min 2.80 2.57 2.34 2.10 1.87
30 sec 2.24 2.06 1.87 1.68 1.50
10 sec 1.40 1.29 1.17 1.05 .94

8. PROGRAM TIME RATES
1 hr 36.00 35.28 32.56 33.84 33.12 31.68 30.24 28.80
1/2 hr 21.60 21.16 20.73 20.30 19.87 19.00 18.14 17.28
1/4 hr 14.40 14.11 13.82 13.53 13.24 12.67 12.09 11.52
10 min 10.80 10.58 10.36 10.16 9.93 9.50 9.07 8.64
5 min 7.20 7.05 6.91 6.76 6.62 6.33 6.04 5.76

KFTM-FM

1968

Subscriber to the NAB Radio Code

Media Code 4 206 5741 3.00

Morgan County Broadcasting Co., Box 430, Fort
Morgan, Colo. 80701. Phone 303-867-5674.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mason Dixon.
Program Director—Jane McLeynolds.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 101.7 mc.
Stereo.
Operating schedule: 3-11 pm. MST.
Antenna ht.: 135 ft. above average terrain.
Partial simulcast operation. Operated separately 3-11 pm Mon thru Sat. For simulcast facilities see KFTM.
- AGENCY COMMISSION**
15/0; time and talent; 10th of month.
- GENERAL ADVERTISING** See coded regulations
See KFTM listing for coded regulations.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ET 7/1/68—Rec'd 12/12/69.

6. SPOT ANNOUNCEMENTS
1x 15x 26x 52x 156x+
1 min 3.00 2.70 2.40 1.90 1.50
30 sec 2.00 1.80 1.60 1.40 1.30

7. PACKAGE PLANS
ROS: 1 min 30 sec
10 spots per wk 18 15
Specified time, extra 10%.

10 spots per day 15 12

8. PROGRAM TIME RATES
1 hr 18.00 17.50 17.00 16.00 14.00
1/2 hr 12.00 11.50 10.00 8.00 7.00
1/4 hr 8.00 7.50 6.60 5.00 4.00

10. SPECIAL FEATURES
1x 15x 26x 52x 156x+
5 min 4.00 3.50 3.10 2.60 2.40
10 min 5.00 4.50 4.00 3.50 3.00
Low-end rate must be earned unless contracted for on specified agreement.

GLENWOOD SPRINGS

Garfield County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KGLN

1950

NAB

Subscriber to the NAB Radio Code

Media Code 4 206 5880 9.00

KGLN, Inc., Silver Spruce Lodge, Box 70, Glenwood
Springs, Colo. 81601. Phone 303-945-6501.

STATION'S PROGRAMMING DESCRIPTION
KGLN: Programmed for adults.
MUSIC: Popular, Agricultural 6-7 am with country

agent reports. Some country and western before 9
45% of news total in local. Balance in network,
wire service, special reports. Noon-1 pm solid news.
Afternoon: popular and showtime music, weather,
road reports. Evening news block 30 min prior to
sign-off. Mobile news van. Beeper and direct wire
remotes. Sat only: college report, high school show,
children's programs, 1 hour evening jazz. Sun, 1
hour concert; 1 am, local and network religion, hourly
news, sports, music. Community oriented week
long. **SPORTS:** national, state and local. Contact
Representative for further details. Rec'd 2/15/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jerry Fitch.
- REPRESENTATIVES**
National—The Devney Organization, Inc.
Colorado—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0; net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a,
28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 49, 50,
51b.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81.
Affiliated with MBS.

TIME RATES
No. 5 ET 7/1/69—Rec'd 6/10/69.

6. SPOT ANNOUNCEMENTS
PER WK: 1 11 5 11 10 11 15 11 20 11
1 min 7.00 6.50 6.00 5.50 5.00

8. PROGRAM TIME RATES 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 15 12

GOLDEN

Jefferson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Denver

(including Arvada, Aurora, Englewood,
Golden, Lakewood, Littleton)

GRAND JUNCTION

(4 AM; 1 FM)
Mesa County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KEXO

1947

Subscriber to the NAB Radio Code

Media Code 4 206 6020 1.00

Century Broadcasting Co., Inc., Box 1448, 557 Main
St., Grand Junction, Colo. 81501. Phone 303-243-
1230.

Grand Junction—KQIL—Continued

3. FACILITIES
250 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21b, 21d, 23a, 24b, 25a, 26, 27,
28a, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 51a,
51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a,
62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 4A Eff 11/1/68—Rec'd 7/31/69.

6. SPOT ANNOUNCEMENTS
PER WK.
EA: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti
1 min 2.60 2.50 2.40 2.30 2.20 2.10 2.00
30 sec 2.10 2.00 1.90 1.80 1.70 1.60 1.50
10 sec 1.30 1.25 1.20 1.15 1.10 1.05 1.00
All spots, regardless of length, may be combined to
earn frequency.

CONSECUTIVE WEEK DISCOUNT
4 wk—5% 13 wk—10% 28 wk—15% 52 wk—20%

7. PACKAGE PLANS
SUPER SATURATION—ROS
5,000 w. days; 620 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. MST.

4. AGENCY COMMISSION
15/0 net.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b,
25a, 26, 28a, 28c, 29b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 61b,
62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective May 1, 1961.
Rates received May 8, 1961.
Rev. (Pkg. Plans) effective April 1, 1963.

6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 ti 7.50 5.65 280 ti 5.75 4.30
28 ti 7.25 5.45 312 ti 5.50 4.10
62 ti 7.00 5.25 624 ti 5.00 3.75
104 ti 6.75 5.10 1008 ti 4.50 3.40
156 ti 6.25 4.70 2000 ti 3.50 2.50

10 seconds or less:
50% of 1-minute rate with frequency discounts as
earned. May not be combined with regular announce-
ments for larger discounts.

7. PACKAGE PLANS
620 PLAN
(To be used within 1 week)
10 ti, ea 8.25 4.70 3.15
15 ti, ea 5.75 4.30 2.90
20 ti, ea 5.25 3.95 2.65
25 ti, ea 4.75 3.55 2.35
30 ti, ea 4.25 3.20 2.15

KREX KREX-FM
1926 1960

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 206 6160 5.00
XYZ Television, Inc., Box 789, Grand Junction, Colo.
81501. Phone 303-242-5000. TWX 803-242-1209.

STATION'S PROGRAMMING DESCRIPTION
KREX: Programmed for general adult interest.
Network news on hour, features on half hour, 6-8:30
am news, farm news, state patrol road reports,
weather direct from weather bureau, middle-of-the-
road music. 9 am-noon network personalities, com-
munity bulletins, trading post, job listing, middle-
of-the-road music. Noon-1 pm, news block, interna-
tional, national, local, regional, farm market reports
from stockyards, sports commentary. 1 pm news, 5:45
pm middle-of-the-road, jazz oriented, pop jazz music.
5:46-7:30 pm evening network news block, middle-
of-the-road music. 7:30-12M jazz oriented standards,
dixieland, swing music. All high school and college
sports schedule, semi-pro baseball. College concerts
live. Contact Representative for further details. Rec'd
11/29/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank B. Palmer.
Sales Manager—Richard Maynard.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Colorado—John L. McGuire & Co.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w. days; 500 w. nights; 920 kc.
Non-directional.
Operating schedule: 5:45 am-midnight daily. MST.

FM FACILITIES
ERP 5,000 w.; 92.3 mc.
Operating schedule: 5:45 am-midnight. MST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 28a,
29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a,
51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

Affiliated with the CBS Radio Network.
Member: CBS Radio Mountain Network.

TIME RATES
Rates effective February 1, 1962. (Card No. 7.)
Card received February 5, 1962.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec
1 ti 7.80 5.85 3.90
26 ti 7.85 5.75 3.80
52 ti 7.50 5.60 3.75
104 ti 7.25 5.40 3.60
156 ti 7.20 5.40 3.60
212 ti 6.85 5.10 3.40
260 ti 6.55 4.90 3.30
324 ti 6.25 4.70 3.10
1248 ti 4.75 3.55 2.40
2000 ti 4.00 3.00 2.00

7. PACKAGE PLANS
ROS PACKAGE RATES
(To be used in 7 days)
PER WK: 1 min 30 sec 10 sec
10 ti 6.50 4.85 3.25
15 ti 6.00 4.50 3.00
20 ti 5.50 4.10 2.75
25 ti 5.00 3.75 2.50
30 ti 4.50 3.35 2.25

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 10 min 5 min
1 x 36 24 18 12

DISCOUNTS
26x—5% 104x—10% 260x—25%
52x—7-1/2% 156x—15%

KSTR

1957



Subscriber to the NAB Radio Code
Media Code 4 206 6300 7.00
Lincom, Inc., 900 Main St., Grand Junction, Colo.
81501. Phone 303-243-1722.

STATION'S PROGRAMMING DESCRIPTION
KSTR: Programmed for adult audience.
NEWS: news at :55, headlines at :25, weather at
:35, continuously with the exception of noon hour.
Early morning show 6-9 am, news, farm news and
markets, state patrol road reports, weather direct
from weather bureau, middle-of-the-road music.
9 am-noon, station personalities, woman's show, job
availabilities, bargain counter items, community bul-
letins, middle-of-the-road music. Noon-1 pm, local,
regional, national and international news blocks, farm
news and farm market reports from stockyards, sales
rings and other sources. 1 pm-sign-off, personality
shows, middle-of-the-road music, pop jazz music. Con-
tact Representative for further details. Rec'd 3/3/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Roy H. Adamson.
Vice-Pres. & Sales Mgr.—Robert A. Collins.

2. REPRESENTATIVES
The Dwyer Organization, Inc.
Kansas City, St. Louis—Call Chicago.

3. FACILITIES
5,000 w. days; 620 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. MST.

4. AGENCY COMMISSION
15/0 net.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b,
25a, 26, 28a, 28c, 29b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 61b,
62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective May 1, 1961.
Rates received May 8, 1961.
Rev. (Pkg. Plans) effective April 1, 1963.

6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 ti 7.50 5.65 280 ti 5.75 4.30
28 ti 7.25 5.45 312 ti 5.50 4.10
62 ti 7.00 5.25 624 ti 5.00 3.75
104 ti 6.75 5.10 1008 ti 4.50 3.40
156 ti 6.25 4.70 2000 ti 3.50 2.50

"Shorties"
10 seconds or less:
50% of 1-minute rate with frequency discounts as
earned. May not be combined with regular announce-
ments for larger discounts.

7. PACKAGE PLANS
620 PLAN
(To be used within 1 week)
10 ti, ea 8.25 4.70 3.15
15 ti, ea 5.75 4.30 2.90
20 ti, ea 5.25 3.95 2.65
25 ti, ea 4.75 3.55 2.35
30 ti, ea 4.25 3.20 2.15

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 36 24 18 12

DISCOUNTS
26x—5% 104x—10% 260x—25% 624x—35%
52x—10% 156x—20% 312x—30%

9. PARTICIPATING PROGRAMS
"June Lee Show"—10:00-10:30 am.
3 other popular personality shows. Regular 1-minute
announcement rates apply.

GREELEY (2 AM; 1 FM)
Weld County—Map Location F-4
See SRDS consumer market map and data at begin-
ning of the State.

KFKA
1921



Subscriber to the NAB Radio Code
Media Code 4 206 6580 4.00
Colorado R G, Inc., Box K, 1025 Ninth St., Greeley,
Colo. 80631. Phone 303-352-4421.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph J. Tennesen.
Sales Manager—Virginia L. Sears.

2. REPRESENTATIVES
Adam Young—VTM, Inc.
Regional—Bob Hix Co., Inc.

3. FACILITIES
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 5 am-11 pm. MST.

4. AGENCY COMMISSION
15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,
16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24b,
24c, 25a, 25, 28a, 29b, 32a, 33b.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49,
50, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i,
61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81.

TIME RATES
Eff Rec'd 2/23/68.

6. SPOT ANNOUNCEMENTS
1 min or less 6.00 5.60 5.40 5.20 5.00
10 sec: 50% of 1-min.

KGRE (FM)

1967

Media Code 4 206 6720 6.00
Merco Broadcasting Co., 816 9th St., Greeley, Colo.
80631. Phone 303-352-0641.

1. PERSONNEL
Manager—E. H. Meyer.
Commercial Manager—George W. Drew.

3. FACILITIES
ERP 27,000 w.; 92.3 mc. Stereo.
Operating schedule: 7 am-10 pm Mon thru Sat; noon-
9 pm Sun.

4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 26, 28b,
29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48,
49, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.

TIME RATES
Eff Rec'd 6/26/67.

6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 26 ti 52 ti
1 min 5.00 4.75 4.50
30 sec 4.00 3.75 3.50

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 17.50 10.00 7.50 6.00 5.00

Commercial copy on program limited to:
1 hr—3 1-min and 2 30-sec spots.
1/2 hr—1 1-min and 1 30-sec spot.
1/4 hr—1 1-min and 1 30-sec spot.
10 min—2 30-sec spots.
5 min—1 30-sec and 1 20-sec spot.

KYOU

1948



Media Code 4 206 6860 0.00
Merco Broadcasting Co., 816 9th St., Greeley, Colo.
80631. Phone 303-352-0262.

1. PERSONNEL
Pres. & Mgr.—E. H. Meyer.
Commercial Manager—George W. Drew.

2. REPRESENTATIVES
Edward Fetry & Co., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m.

4. AGENCY COMMISSION
15% on net time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a,
8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b,
24a, 25a, 26, 28b, 29a, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50.
Comb.; Cont. Discounts: 60f, 60h, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGRE (FM).
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
No. 26 Eff 7/15/68—Rec'd 7/11/66.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 260x 312x 624x
1 min 5.72 5.80 5.49 5.37 5.26 5.03 4.80 4.67

7. PACKAGE PLANS
A—Mon thru Sat 7:30 am & 4:30-7 pm.
B—All other times.

SATURATION ANNOUNCEMENT PLAN
PER WK, A: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 4.29 4.00 3.72 3.43 3.15
20 sec 3.43 3.20 2.98 2.74 2.52
10 sec 2.15 2.00 1.86 1.72 1.58

B:
1 min 3.43 3.15 2.86 2.57 2.29
30 sec 2.74 2.52 2.29 2.06 1.83
10 sec 1.72 1.58 1.43 1.29 1.15

8. PROGRAM TIME RATES
1 hr: 60% of hour 5 min: 20% of hour
1/2 hr: 40% of hour 1 min: 13% of hour

FREQUENCY DISCOUNTS
13x—4% 104x—12% 260x—20%
52x—8% 156x—16%

GUNNISON

Gunnison County—Map Location C-6
See SRDS consumer market map and data at begin-
ning of the State.

KGUC

Subscriber to the NAB Radio Code
Media Code 4 206 7000 2.00
Gunnison Broadcasting Co., 113 E. Georgia, Gunnison,
Colo. 81230. Phone 303-641-1780.

1. PERSONNEL
Co-owner, Gen'l & Sales Mgr.—Roger W. Peppard.
Co-owner, Traf. & Prog. Dir.—Emil C. Peppard.

3. FACILITIES
250 w.; 1490 kc. Non-directional.
Operating schedule: 7:00 am-7:00 pm Mon thru
Sat; 8:00 am-6:00 pm Sun.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62e.
Cancellation: 70e, 71a, 73a.
Affiliated with KDS Radio Network.
Member: Intermountain Network.

TIME RATES
Rates effective April 30, 1965.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec
1 ti 8.05 2.25 1.50

COLORADO

LA JUNTA

Otero County—Map Location F-7
See SRDS consumer market map and data at begin-
ning of the State.

KBZZ

Media Code 4 206 7140 5.00
Grady Franklin Maples, 117 W. 3rd St., La Junta,
Colo. 81050. Phone 303-284-2541.

1. PERSONNEL
Owner—Grady Franklin Maples.
General Manager—C. A. Denney.

2. REPRESENTATIVES
Edward Fetry & Co., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
Eff 2/15/67—Rec'd 12/10/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 x 3.50 2.75 300 x 2.90 2.25
25 x 2.40 2.70 500 x 2.70 2.10
50 x 8.30 2.65 1000 x 2.40 1.90
150 x 3.10 2.45 2000 x 2.00 1.50

7. PACKAGE PLANS
SATURATION PACKAGE PLAN
15 ti 30 ti 60 ti
1 min 41.35 59.00 120.00
30 sec 83.75 64.00 90.00

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 260x 312x
1 hr 50.00 45.00 40.00 35.00 30.00 27.50 25.00
1/2 hr 35.00 31.50 28.00 24.50 21.00 19.25 17.50
1/4 hr 20.00 17.50 15.00 14.00 13.00 12.00 11.00
5 min 12.00 10.50 9.00 8.50 7.75 7.25 6.50

LAKESWOOD

Jefferson County—Map Location E-5
See SRDS consumer market map and data at begin-
ning of the State.

See Denver
(including Arvada, Aurora, Englewood,
Golden, Lakewood, Littleton)

LAMAR

Prowers County—Map Location H-7
See SRDS consumer market map and data at begin-
ning of the State.

KLMR

Media Code 4 206 7280 0.00
KLMR, Inc., Box 890, Lamar, Colo. 81052. Phone
303-336-2208.

1. PERSONNEL
President—Doug Kahle,
Gen'l Mgr. & Sec'y-Treas.—Dennis Bohan.

3. FACILITIES
5,000 w. days; 500 w. nights; 920 kc.
Directional—night only.
Operating schedule: 6:00 am-11:00 pm. MST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 28b.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
Rates effective March 1, 1964.
Rates received April 13, 1964.

6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 ti 5.85 3.90 2.80 ti 3.65 2.75
10 ti 5.60 3.70 3.12 ti 3.40 2.60
20 ti 5.35 3.45 500 ti 3.05 2.40
50 ti 4.70 3.10 750 ti 2.85 2.35
156 ti 3.90 2.85 1000 ti 2.60 2.20

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 62.00 31.20 21.85 17.15 12.50
13 ti 19.50 15.60 10.75
26 ti 19.35 14.25 9.75
52 ti 17.15 12.70 9.10

LEADVILLE

Lake County—Map Location D-5
See SRDS consumer market map and data at begin-
ning of the State.

KBRR

Media Code 4 206 7420 2.00
Continental Divide Broadcasting Co., Inc., Box 968,
Leadville, Colo. 80461. Phone 486-1528.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack East.

2. REPRESENTATIVES
Radio Time Sales/International,
Chicago—National Time Sales.
Bob Hix Co., Inc.

(This listing continued on next page)

COLORADO

Leadville—K B R R—Continued

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20a, 21d, 22b, 24b, 25a, 26, 28c, 29a, 33.
Contracts: 40a, 44a, 44b, 45, 48.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES
No. 3A ET 11/1/67—Rec'd 7/2/68.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
1 x	6.50	4.90	3.25
28 x	6.25	4.70	3.15
52 x	6.00	4.50	3.00
104 x	5.75	4.30	2.85
156 x	5.50	4.10	2.75
260 x	5.00	3.75	2.50
312 x	4.75	3.55	2.35
500 x	4.00	3.00	2.00
1000 x	3.75	2.80	1.85
1800 x	3.40	2.55	1.70

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	5.00	4.75	4.00	3.75
30 sec.	2.75	2.75	3.00	2.80
10 sec.	2.50	2.35	2.00	1.85

8. PROGRAM TIME RATES

EA:	1x	26x	52x	104x	156x	260x	312x	500x
5 min.	9.00	8.00	7.00	6.00	5.50	5.00	4.75	4.50
10 min.	12.00	11.00	9.50	8.00	7.50	7.00	6.50	6.00
1/4 hr.	18.00	15.00	12.00	10.00	9.00	8.00	7.50	7.00

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
10 sec.	1.90	1.80	1.70	1.60	1.50	1.40	1.30
30 sec.	2.80	2.60	2.40	2.20	2.00	1.80	1.60
1 min.	3.80	3.60	3.40	3.20	3.00	2.80	2.60

8. PROGRAM TIME RATES

PER WK, EA:	1 ti	3 ti	6 ti
1/4 hr.	10	9	8
10 min.	8	7	6
5 min.	6	5	4

LITTLETON

Arapahoe County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Denver
(including Arvada, Aurora, Englewood, Golden, Lakewood, Littleton)

LONGMONT (1 AM; 1 FM)

Boulder County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KLMO
1949
Media Code 4 206 7560 5.00
Radio Longmont, Box 799, Imperial Hotel, Longmont, Colo. 80501. Phone 776-2323.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wm. G. Stewart.
Program Director—Jean Stewart.

2. REPRESENTATIVES
New York—Adam Young—VTM, Inc.
Southwest—Mario Messina Company.
Colorado—John L. McGuire & Co.

3. FACILITIES
10,000 w. days; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12a, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 42d, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 62a.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
ET—Rec'd 10/10/68.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
1 x	5.20	4.00	2.80
52 x	5.00	4.50	3.50
104 x	4.75	4.25	3.25

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	7.50	7.00	6.50	6.00	5.75	5.50

8. PROGRAM TIME RATES

1/4 hr. ea.	30
No frequency discount on 1/4 hour programs. 1/3 hour and hour programs, multiple of 1/4 hour rate.	

KLMO-FM

1964
Media Code 4 206 7561 5.00
Radio Longmont, Inc., Box 799, 301 Main St., Longmont, Colo. 80501. Phone 303-776-2323.

1. PERSONNEL
Pres. & Gen'l Mgr.—William G. Stewart.
Vice-Pres. & Women's Dir.—Jean Stewart.
Sales Manager—Bob Askey.

2. REPRESENTATIVES
Adam Young Radio, Inc.
Southwest—Mario Messina Company.
Colorado—John L. McGuire & Co.

3. FACILITIES
ERP 28,000 w.; 104.3 mc.
Operating schedule: 1-10 pm. MST.
Antenna ht.: 85 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month; agency 20th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33c.
Contracts: 40a, 42b, 43, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.

TIME RATES
ET 7/1/68—Rec'd 7/8/68.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
1 x	6.50	4.90	3.25
28 x	6.25	4.70	3.15
52 x	6.00	4.50	3.00
104 x	5.75	4.30	2.85
156 x	5.50	4.10	2.75
260 x	5.00	3.75	2.50
312 x	4.75	3.55	2.35
500 x	4.00	3.00	2.00
1000 x	3.75	2.80	1.85
1800 x	3.40	2.55	1.70

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	5.00	4.75	4.00	3.75
30 sec.	2.75	2.75	3.00	2.80
10 sec.	2.50	2.35	2.00	1.85

8. PROGRAM TIME RATES

EA:	1x	26x	52x	104x	156x	260x	312x	500x
5 min.	9.00	8.00	7.00	6.00	5.50	5.00	4.75	4.50
10 min.	12.00	11.00	9.50	8.00	7.50	7.00	6.50	6.00
1/4 hr.	18.00	15.00	12.00	10.00	9.00	8.00	7.50	7.00

LOVELAND

Larimer County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KLOV
1955

Subscriber to the NAB Radio Code
Media Code 4 206 7700 7.00
Evergreen Enterprises, Inc., Box 597, 308 E. 5th St., Loveland, Colo. 80537. Phone 667-1570.

1. PERSONNEL
Pres. & Gen'l Mgr.—William H. Green.
Sales Manager—Virgil Radtke.
Program Director—Howard Ruggles.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective March 1, 1962.
Rates received July 2, 1962.

6. SPOT ANNOUNCEMENTS
(To be used in 12 months)

1 minute:	25 times	4.00	260 times	3.20
52 times	3.80	500 times	3.00	
104 times	3.60	824 times	2.75	
156 times	3.40	936 times	2.60	
30-second rate—75% of applicable 1-minute rate.				
10-second rate—60% of applicable 1-minute rate.				

MANITOU SPRINGS

El Paso County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

See Colorado Springs
(including Manitou Springs)

MONTE VISTA

Rio Grande County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KSLV
1954
Media Code 4 206 7840 1.00
Colorado Radio Corp., Box 631, Monte Vista, Colo. 81144. Phone 303-852-3581.

1. PERSONNEL
President—George O. Cory.
Station Manager—David J. Watts.

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: Permitted to operate unlimited time.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Products advertised as cures or claiming to cure, not accepted.
Affiliated with KBS.

TIME RATES
No. 111-A ET 1/20/69—Rec'd 1/24/69.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
1 x	3.00	2.50	1.80
52 x	2.90	2.40	1.50
104 x	2.80	2.30	1.40
156 x	2.70	2.20	1.30
260 x	2.60	2.10	1.20
312 x	2.50	2.00	1.00
624 x	2.40	1.90	1.00
1000 x	2.30	1.80	1.00

8. PROGRAM TIME RATES

EA:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	35.00	20.00	10.00	6.50	4.50
52 x	30.00	18.00	7.00	6.20	4.30
104 x	28.00	15.00	6.50	5.90	4.10
156 x	27.00	14.00	5.90	5.80	3.90
260 x	26.00	13.00	5.50	5.30	3.70
312 x	25.00	12.00	5.30	5.00	3.50
624 x	24.00	11.00	5.00	4.70	3.30
1000 x	23.00	10.00	4.50	4.50	3.10

MONTROSE

Montrose County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KUBC
1947
Media Code 4 206 7980 5.00
Woodland Broadcasting Co., Box 870, Montrose, Colo. 81401. Phone 303-249-4566.

1. PERSONNEL
Pres. & Mgr.—Gerald R. Proctor.
Sales Manager—Garth T. Walker.

2. REPRESENTATIVES
Adam Young—VTM, Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days, 1,000 w. nights; 580 kc. Directional—night only.
Operating schedule: operates unlimited hours.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 4a, 4d.
Contracts: 42a.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3A Rev. et 6/1/68—Rec'd 3/31/69.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
1 x	3.50	3.40	3.30
30 sec.	2.90	2.80	2.70
10 sec.	2.30	2.20	2.10

ANNUAL PLAN
Contract advertisers using 156/260/312/624 spots within a 52-week period earns the 18/24/30/36 plan rate, regardless of number run in any one week. In event contract isn't fulfilled, schedules will be adjusted to rates earned each week.
All spots regardless of length may be combined to earn frequency.

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	3.50	3.40	3.30	3.20	3.10	3.00
30 sec.	2.90	2.80	2.70	2.60	2.50	2.40
10 sec.	2.30	2.20	2.10	2.00	1.90	1.80

8. PROGRAM TIME RATES

EA:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	42.00	40.00	38.00	36.00	34.00
1/2 hr.	20.00	19.00	18.00	17.00	16.00
1/4 hr.	9.00	8.40	8.10	7.50	7.00
10 min.	7.20	6.90	6.60	6.30	6.00
5 min.	5.00	4.80	4.40	4.20	4.00

PUEBLO (6 AM)

Pueblo County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KAPI
1958
Media Code 4 206 8120 7.00
Centennial Radio Corp., 2829 Lowell Blvd., Pueblo, Colo. 81003. Phone 303-545-2883.

1. PERSONNEL
Chairman of the Board—Del Kinkel.
Pres. & Gen'l Mgr.—George M. Sandoval.

2. REPRESENTATIVES
Savall/Gates, Inc.
Bob Hix Co., Inc.

3. FACILITIES
250 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 62d.
Cancellation: 71a, 73a.
Entire programming schedule in Spanish; no translation charge.
Member: The Amigo Spanish Group.

TIME RATES
ET—Rec'd 3/5/68.

7. PACKAGE PLANS

EA:	5	10	15	20	25	30
Open Plan	5.00	4.75	4.50	4.25	4.00	3.75
Plan Plan	5.00	4.75	4.50	4.25	4.00	3.75
10/30 sec.	75%	75%	75%	75%	75%	75%
10 sec.	50%	50%	50%	50%	50%	50%

KCSJ

1947
Subscriber to the NAB Radio Code
Media Code 4 206 8260 1.00
The Sangre de Cristo Broadcasting Corp., 2226 TV Lane, Pueblo, Colo. 81003. Phone 303-545-4106.

1. PERSONNEL
Station Mgr.—Cliff Hendrix.
Sales Mgr.—Howard Myers.

2. REPRESENTATIVES
Meeker Radio, Inc.
Denver—John L. McGuire & Co.
South. Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES
1,000 w.; 590 kc. Directional—same pattern day and night.
Operating schedule: 5:30 am-midnight weekdays; 7:00 am-midnight Sun. MST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 61b.
Cancellation: 71a.
Prod. Services: 82.

TIME RATES
Rates effective June 1, 1953. (Card No. 10.)
Rates received May 13, 1953.
Rev. rates rec'd September 24, 1963.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
1 ti	8.00	6.00	4.00
28 ti	7.00	5.70	3.80
52 ti	7.20	5.40	3.60
104 ti	6.80	5.10	3.40
156 ti	6.40	4.80	3.20
260 ti	6.00	4.50	3.00
312 ti	5.80	4.20	2.80
624 ti	5.20	3.90	2.60

Pueblo—K F E L—Continued

7. PACKAGE PLANS
PER WK:

10 ti	39.50	35 ti	116.00
15 ti	57.50	40 ti	128.00
20 ti	74.00	50 ti	153.00
25 ti	89.00	60 ti	170.00
30 ti	104.00		

30-second announcements—75% of above rates.
20-second announcements—60% of above rates.
10-second announcements—50% of above rates.

DISCOUNTS

13 wk	2-1/2%	52 wk	10%
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8. PROGRAM TIME RATES

1 ti	44.00	1 1/2 hr	24.20	1 1/4 hr	10 min	5 min
13 ti	42.00	23.10	13.86	10.90	7.85	
26 ti	40.00	22.55	13.53	10.50	7.85	
52 ti	39.00	22.00	13.20	9.90	6.93	
104 ti	38.00	21.45	12.87	9.70	6.79	
156 ti	37.00	20.90	12.54	9.50	6.65	
260 ti	36.00	20.35	12.21	9.30	6.51	
312 ti	35.00	19.80	11.88	9.00	6.30	

KKAM

(formerly KGHF)
1927



Media Code 4 206 8680 0.00
Southwestern Broadcasters, Inc., Box 293, U. S. Hwy. 50, 1-1/2 miles N. W. of Pueblo, Colo. 81002. Phone 303-542-5570.

1. PERSONNEL
President—J. Gordon Douglas.
General Manager—William H. Beck.
Station Manager—Dwight B. Shaw.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1350 kc. Directional—night only.
Operating schedule: 19 hours. MST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a, 32b, 32c, 33a, 33b, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z.

TIME RATES
No. 26-N ET 8/1/68—Rec'd 7/21/68.
A—Mon thru Sat 6-9 am, 11:45 am-1:15 pm, 3:30-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 HR	65
1/2 hr: 60% of hour.	5 min: 20% of hour.
1/4 hr: 40% of hour.	1 min: 13% of hour.
10 min: 30% of hour.	20/30 sec: 80% of min.

DISCOUNTS

13x-4%	104x-12%	260x-20%
52x-8%	166x-16%	

7. PACKAGE PLANS

1 MIN:	12 ti	18 ti	24 ti	30 ti	36 ti
A	6.35	5.90	5.50	5.10	4.65
B	5.10	4.70	4.25	3.85	3.40

20/30 SEC:

A	5.10	4.75	4.40	4.05	3.75
B	4.10	3.75	3.40	3.05	2.75

10 SEC:

A	3.20	2.95	2.75	2.55	2.35
B	2.55	2.35	2.15	1.95	1.75

9. PARTICIPATING PROGRAMS
Koffee With Karen—Mon thru Fri 9-10 am, 1-1/4 applicable minute rate.
Paul Harvey News—Mon thru Fri 12-12:15 pm, 1-1/2x applicable minute rate.

10. SPECIAL FEATURES
Salutes At :15—1-1/4x applicable minute rate.
Special Events & Sports Club—weekly, flat, per month 120.

KPUB

Media Code 4 206 8820 2.00
Quixote Broadcasting Co., 4211 N. Elizabeth, Pueblo, Colo. 81002. Phone 303-545-5970.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rex R. Miller.

2. REPRESENTATIVES
Vic Piano Associates, Inc.

3. FACILITIES
1,000 w. days; 1480 kc. Directional.
Operating schedule: 5 am-local sunset Mon thru Sat; 7:30 am-local sunset Sun. MST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Rates effective April 1, 1963.
Rates received March 27, 1963.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 ti	4.20
26 ti	4.00
52 ti	3.50
156 ti	3.00

7. PACKAGE PLANS
1 MINUTE OR LESS

PER WK:	ea	tot			
10 ti	50.00	30 ti	4.00	120.00	
20 ti	4.50	80.00	50 ti	3.00	150.00

8. PROGRAM TIME RATES

1 ti	1/2 hr	1/4 hr	5 min
13 ti	30.00	20.00	11.00
26 ti	28.50	19.00	10.00
52 ti	27.00	18.00	9.50
104 ti	25.50	17.00	9.00
156 ti	23.00	15.25	8.50
300 ti	20.50	13.50	8.00

RIFLE

Garfield County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KWSR
1967

Media Code 4 206 8870 7.00
Oil Shale Broadcasting Co., Inc., Box 266, Rifle, Colo. 81650. Phone 303-625-2200.

1. PERSONNEL
President—Dallas P. Boyd.
Vice-Pres. & Gen'l Mgr.—Jimm Seaney.
Program Director—Steve Straber.

2. REPRESENTATIVES
New York—Savall/Gates, Inc.
Denver—John L. McGuire & Co.

3. FACILITIES
1,000 w. days; 810 kc. Non-directional.
Operating schedule: 12.54. MST.

4. AGENCY COMMISSION
15/0. time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28b, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47c, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 1 ET 6/4/67—Rec'd 6/28/68.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	312x	624x	
1 min	2.50	2.35	2.20	2.05	1.90	1.75	1.60	1.45
30 sec	2.00	1.85	1.70	1.55	1.40	1.25	1.10	1.00
10 sec	1.50	1.40	1.30	1.20	1.10	1.00	.90	.80

All spots, regardless of length, may be combined to earn frequency on spot plan.

7. PACKAGE PLANS
ROS—WITHIN 7 DAYS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	20	30	40	50	60
30 sec	16	24	32	40	48
10 sec	12	18	24	30	36

Spot Plan may not count toward annual discounts on fixed spots.

8. PROGRAM TIME RATES

1x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	25.00	15.00	10.00	8.50	5.00
26x	23.75	14.25	9.50	8.05	4.75
52x	22.50	13.50	9.00	7.60	4.50
104x	21.25	12.75	8.50	7.15	4.25
156x	20.00	12.00	8.00	6.70	4.00
260x	18.75	11.25	7.50	6.25	3.75
312x	17.50	10.50	7.00	5.80	3.50
624x	16.25	9.75	6.50	5.35	3.25

ROCKY FORD (1 AM; 1 FM)

Otero County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KAVI
1955

Subscriber to the NAB Radio Code
Media Code 4 206 8960 6.00
Western Sun Broadcasting Co., Inc., Box 032, Rocky Ford, Colo. 81067. Phone 303-254-7427.

1. PERSONNEL
Pres., Gen'l Mgr. & Prog. Dir.—George R. Gregg.
Vice-Pres., Gen'l Sales Mgr. & Chief Engr.—Donald D. Teets.

2. REPRESENTATIVES
New York—Savall/Gates, Inc.
Denver—John L. McGuire & Co.

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 5:45 a.m. to local Sunset. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 21c, 23a, 24b, 25b, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 45, 47e.
Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 3/1/68—Rec'd 4/8/68.

6. SPOT ANNOUNCEMENTS
AA—6-9 am & noon-2 pm.
A—9:01-11:59 am & 3:30-6 pm.

1 MIN:	1x	50
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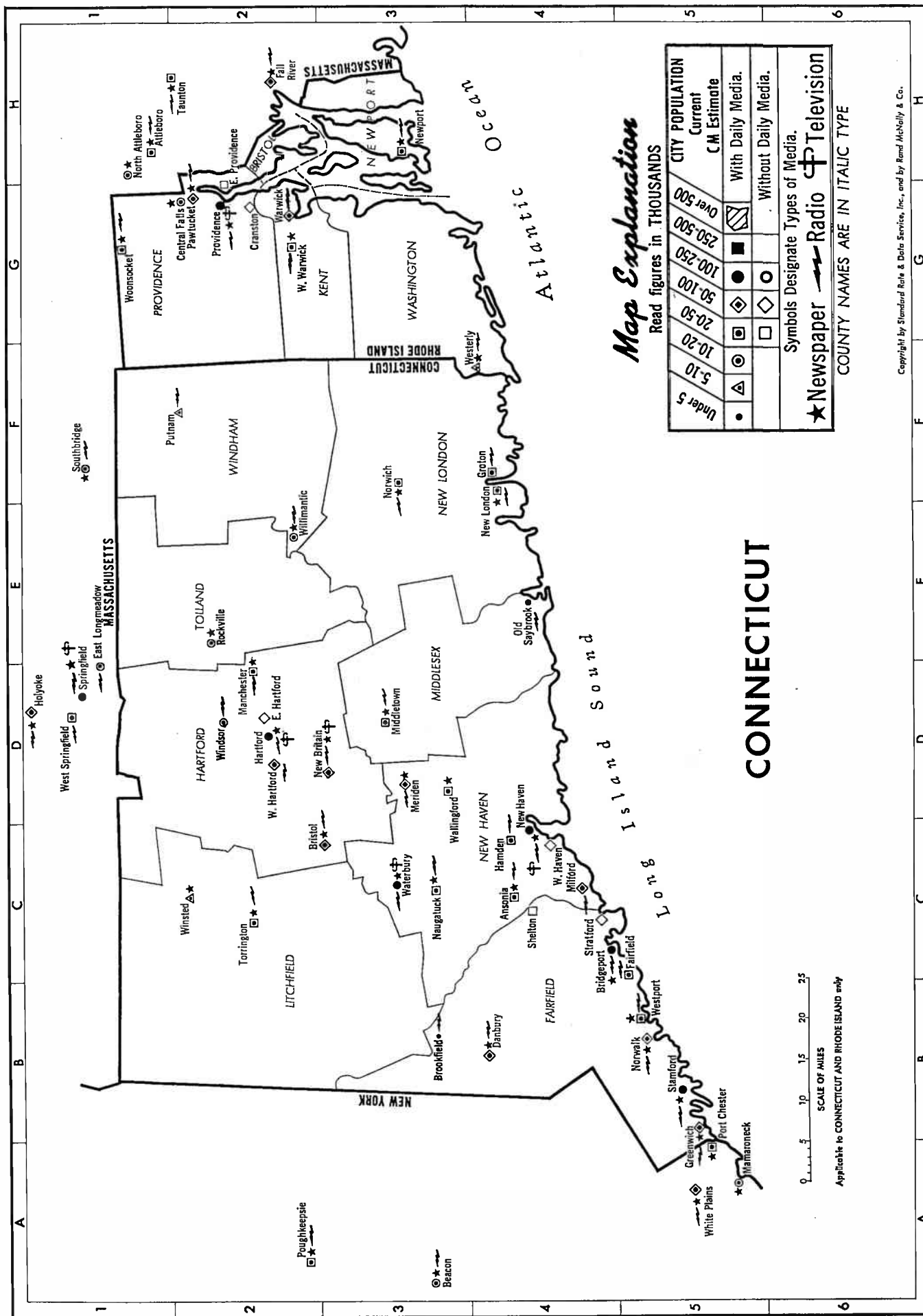
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	150,400	New Haven-	
METRO AREAS		Waterbury-	
Bridgeport		Meriden	
(S.M.S.A.)	23,500	(County Basis)....	46,000
Bridgeport-		New London-	
Stamford-		Groton-	
Norwalk		Norwich	
(County Basis)....	45,500	(S.M.S.A.)	5,900
Hartford		New London-	
(S.M.S.A.)	38,800	Groton-	
Hartford-		Norwich	
New Britain-		(County Basis)....	6,100
Bristol		Norwalk	
(County Basis)....	43,600	(S.M.S.A.)	7,400
Meriden		Stamford	
(S.M.S.A.)	1,100	(S.M.S.A.)	11,900
New Britain		Waterbury	
(S.M.S.A.)	3,800	(S.M.S.A.)	9,700
New Haven		Total Metros	
(S.M.S.A.)	38,700	(S.M.S.A.)	140,800
		Total Metros	
		(County Basis)....	141,200



State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Ansonia—New Haven	East Hartford Town—Hartford	Hartford—Hartford	Middletown—Middlesex	New Haven—New Haven	Norwich—New London	Torrington—Litchfield	West Hartford Town—Hartford
Bridgeport—Fairfield	Hartford	Manchester Town—Hartford	Milford—New Haven	New London—New London	Shelton—Fairfield	Wallingford Town—New Haven	Hartford
Bristol—Hartford	Greenwich Town—Fairfield	Meriden—New Haven	New Britain—Hartford	Norwalk—Fairfield	Stamford—Fairfield	Waterbury—New Haven	West Haven—New Haven
Danbury—Fairfield	Groton Town—New London				Stratford Town—Fairfield		

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968							Total Retail Sales—		Retail Sales—1968							Passen- ger Care 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			Per Household (\$000)	% Distribution of Families						Par Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types								
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 to and over	General Mtdsa (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto- otive (\$000)	Service Station (\$000)					
CONNECTICUT STATE TOTALS	2,971.3	890.70	10,795,762	12,121	10.6	22.3	17.2	24.3	23.9	5,406,772	6,070	1,329,745	188,706	709,786	344,053	304,530	1,023,583	369,214	1,425.31	18.5	174,448
FAIRFIELD B-4	774.4	232.59	3,306,753	14,217	9.3	19.6	15.2	23.1	30.9	1,527,667	6,568	387,148	50,379	171,243	114,015	87,419	286,928	103,525	389.27	.9	7,006
Bridgeport.....	159.5	50.94	573,485	11,258						323,431	6,349	76,798	13,504	45,857	30,735	24,489	50,371	17,227			
Bridgeport Metro Area (Official S.M.S.A.).....	400.6	119.55	1,343,736	11,240						710,004	5,939	180,760	27,069	91,390	54,714	46,417	129,931	47,525	110.76		
Bridgeport-Stamford-Norwalk Metro Area (county basis).....	774.4	232.59	3,306,753	14,217	9.3	19.6	15.2	23.1	30.9	1,527,667	6,568	387,148	50,379	171,243	114,015	87,419	286,928	103,525	389.27		
Danbury.....	50.3	16.22	80,231	4,946						117,595	7,250	29,715	2,425	16,264	7,202	7,870		6,875			
Greenwich Town.....	65.2	19.48	443,263	22,755						132,529	6,803	31,794	3,357	11,381	7,488	5,606	31,508	7,717			
Norwalk.....	82.7	25.27	316,305	12,517						133,207	5,271	35,341	3,283	12,589	12,350	7,500	22,429	12,177			
Norwalk Metro Area (Official S.M.S.A.).....	114.6	34.11	528,193	15,485						255,380	7,487	59,901	6,941	22,384	25,819	14,434	58,291	18,613	40.51		
Shelton.....	21.3	6.15	64,238	10,445						13,592	2,210	3,976	707	1,173	882	131	1,324	547			
Stamford.....	110.1	33.48	477,633	14,266						240,366	7,179	54,420	7,121	39,946	18,847	16,649	41,751	14,310			
Stamford Metro Area (Official S.M.S.A.).....	211.4	64.71	1,145,536	17,703						475,045	7,341	116,133	13,350	55,103	33,796	29,551	89,110	30,584	64.44		
Stratford Town.....	52.6	15.30	184,658	12,069						76,260	4,984	27,194	3,411	1,001	1,615	1,811	22,874	6,036			
HARTFORD D-2	801.8	241.82	2,937,747	12,148	9.2	21.5	17.5	26.1	24.5	1,622,338	6,709	378,192	63,177	293,921	77,046	86,246	287,617	107,123	358.42	3.5	49,161
Bristol.....	55.9	16.73	172,927	10,336						86,701	5,182	26,884	3,128	3,482	4,520	4,334	19,485	8,164			
East Hartford Town.....	54.6	15.87	168,484	10,617						110,199	6,944	25,952	4,374	13,117	7,652	2,976	31,183	8,414			
Hartford.....	164.0	55.82	637,437	11,420						427,739	7,663	70,736	18,386	123,135	22,328	23,413	70,270	18,281			
Hartford Metro Area (Official S.M.S.A.).....	637.8	190.27	2,394,705	12,586						1,331,690	6,999	308,598	54,582	260,313	53,236	67,513	240,567	82,137	179.53		
Hartford-New Britain-Bristol Metro Area (county basis).....	801.8	241.82	2,937,747	12,148	9.2	21.5	17.5	26.1	24.5	1,622,338	6,709	378,192	63,177	293,921	77,046	86,246	287,617	107,123	358.42		
Hartford; New Britain Metro Areas Combined.....	788.4	235.23	2,897,101	12,316						1,575,751	6,699	370,686	62,545	283,415	73,295	83,340	284,715	100,727	226.70		
Manchester Town.....	48.5	14.46	179,021	12,380						118,460	8,192	29,131	3,688	11,986	5,387	6,755	24,414	6,766			
New Britain.....	93.1	28.73	316,332	11,011						127,442	4,436	32,777	4,547	10,036	14,484	10,741	21,880	7,149			
New Britain Metro Area (Official S.M.S.A.).....	150.6	44.96	502,396	11,174						244,061	5,428	62,088	7,963	23,102	20,059	15,827	44,148	18,590	47.17		
West Hartford Town.....	75.9	23.13	419,412	18,133						187,914	8,124	41,646	7,943	49,044	12,557	13,333	33,550	10,162			
LITCHFIELD C-2	137.1	42.09	481,419	11,438	12.3	22.8	17.9	24.3	20.9	229,538	5,454	58,368	7,505	12,933	12,544	10,373	55,418	17,681	70.73	3.1	21,485
Torrington.....	32.2	10.41	115,691	11,113						77,519	7,447	20,202	1,889	7,409	8,580	4,314	13,128	4,896			
MIDDLESEX D-3	108.3	31.41	326,893	10,407	12.5	25.9	19.2	23.4	17.1	153,259	4,879	40,750	6,002	15,329	7,630	7,174	31,387	11,613	52.92	1.0	13,715
Middletown.....	37.3	10.18	122,466	12,030						65,219	6,407	14,991	1,968	10,861	5,695	3,743	12,168	4,273			
NEW HAVEN C-4	754.4	229.51	2,649,412	11,544	10.8	22.1	17.6	25.5	22.5	1,300,971	5,668	323,155	44,330	153,689	101,777	84,742	234,694	86,107	380.00	1.9	18,371
Ansonia.....	22.0	6.90	70,044	10,151						32,167	4,662	8,571	946	1,366	2,831	2,565	6,316	1,752			
Meriden.....	59.1	18.52	199,649	10,780						87,436	4,721	19,582	2,697	8,163	6,205	7,153	17,867	8,674	24.66		
Meriden Metro Area (Official S.M.S.A.).....	59.1	18.52	199,649	10,780						87,436	4,721	19,582	2,697	8,163	6,205	7,153	17,867	8,674	24.66		
Milford.....	50.6	14.34	155,421	10,838						110,570	7,711	20,967	2,220	22,018	10,382	11,738	22,818	8,316			
New Haven.....	142.8	46.65	560,304	12,011						252,998	5,423	51,851	8,819	29,304	25,887	21,622	43,714	12,531			
New Haven Metro Area (Official S.M.S.A.).....	359.5	109.94	1,298,027	11,807						623,964	5,675	159,333	24,491	75,264	51,250	37,269	93,746	38,798	129.95		
New Haven-Waterbury-Meriden Metro Area (county basis).....	754.4	229.51	2,649,412	11,544	10.8	22.1	17.6	25.5	22.5	1,300,971	5,668	323,155	44,330	153,689	101,777	84,742	234,694	86,107	380.00		
Wallingford Town.....	37.4	10.78	111,411	10,335						60,383	5,601	15,607	1,524	5,018	3,683	1,903	18,528	3,871			
Waterbury.....	117.9	36.60	410,224	11,208						210,471	5,751	53,311	6,477	28,548	18,984	15,768	37,642	11,421			
Waterbury Metro Area (Official S.M.S.A.).....	211.4	63.14	737,905	11,687						342,313	5,421	89,631	11,283	33,584	24,625	21,707	69,442	21,948	73.77		
West Haven.....	51.9	15.45	157,719	10,208						76,898	4,977	30,395	5,926	4,666	6,197	2,983	10,255	5,676			
NEW LONDON F-3	223.0	64.33	656,617	10,207	14.3	25.9	18.4	22.6	16.7	347,567	5,403	80,924	10,452	51,681	21,043	20,247	74,610	23,145	96.38	3.3	22,906
Groton Town.....	39.7	11.49	113,377	9,867						47,942	4,172	11,490	1,617	9,016	3,447	1,948	4,775	4,962			
New London.....	33.4	9.85	153,085	15,542						84,088	8,537	15,872	2,218	19,974	5,114	5,680	21,430	4,230			
New London; Groton Town Combined.....	73.1	21.34	266,462	12,487						132,030	6,187	27,362	3,835	28,990	8,561	7,628	26,205	9,192			
New London-Groton-Norwich Metro Area (Official S.M.S.A.).....	205.1	58.57	615,607	10,511						315,660	5,389	74,452	9,223	51,032	20,908	18,762	67,709	20,180	58.67		
New London-Groton-Norwich Metro Area (county basis).....	223.0	64.33	656,617	10,207	14.3	25.9	18.4	22.6	16.7	347,567	5,403	80,924	10,452	51,681	21,043	20,247	74,610	23,145	96.38		
Norwich.....	42.4	13.21	141,833	10,737						84,799	6,419	21,036	2,345	10,143	9,278	6,653	17,914	4,884			
YOLLAND E-2	92.1	24.25	218,506	9,011	14.6	30.1	20.6	20.6	11.3	82,409	3,398	24,594	3,796	3,156	2,011	2,005	20,289	9,753	41.89	1.7	16,777
WINDHAM F-2	80.2	24.70	218,415	8,843	17.5	27.4	19.9	19.8	10.7	143,029	5,791	36,614	3,065	7,834	7,987	6,324	32,640	10,267	35.70	3.1	25,027

(*) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

CONNECTICUT

CONNECTICUT

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORK

Connecticut State Network

Comprised of:

WTOR—Torrington
WATR—Waterbury
WSTC—Stamford
WICH—Norwich

WNLC—New London
WILL—Williamantic
WINY—Putnam

Media Code 4 207 0200 3.00
Executive Office & Mailing Address—c/o WILL, Box 496, Williamantic, Conn. 06228.

1. PERSONNEL

President—Herbert C. Rice.

2. REPRESENTATIVES—Jack Masla & Company, Inc. New England Spot Sales, Inc.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations General: 1a, 4a, 4d, 5, 8.

Rate Protection: 10b, 11b, 12b, 13b. Basic Rates: 23a, 24a.

Contracts: 40a, 45, 46, 47a. Comb.; Cont. Discounts: 60a.

Cancellation: 70a, 70c, 73a. Following rates are for identical programs or announcements on member stations.

Following rates do not apply when less than entire network is used. See individual listings for less than entire network.

TIME RATES

ER 9/1/66—Rec'd 9/1/66.

6. SPOT ANNOUNCEMENTS
1 min. flat..... 81.33
30 seconds—80% of 1-minute rate.

1-12 times..... net 26-51 times, less 10%
13-25 times, less 5% 52 or more times, less 15%

7. PACKAGE PLANS
1 min. flat..... 81.33
1 min. flat..... 81.33
20 & 30 second—80% of 1-minute rate.

1-12 times..... net 28-51 times, less 10%
13-25 times, less 5% 52 or more times, less 15%

ANSONIA

New Haven County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WADS

1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 0400 9.00
The Valley Broadcasting Co., 290 Main St., Ansonia, Conn. 06401. Phone 203-735-4006.

1. PERSONNEL

Sta. & Sales Mgr.—Donald E. Richeson.
Operations Manager—Brad Harris.
Chief Engineer—G. Sparks Lunney.

2. REPRESENTATIVES

New England Spot Sales, Inc.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8b, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 22b, 23a, 24a, 25a, 28a, 29a.

Contracts: 40a, 45, 46, 47a, 48. Comb.; Cont. Discounts: 60b. Cancellation: 71a, 73a. Affiliated with MBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1966.
Rates received August 2, 1966.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hour, flat..... 100.00
1/2 hour, flat..... 50.00

CLASS "A"
(6:30 a.m. to 9:00 a.m.; noon to 1:30 p.m.; 4:00 p.m. to 8:30 p.m.)

Time	12 ti.	18 ti.	24 ti.	30 ti.	50 ti.
25 minutes	49.00	48.75	47.50	45.15	42.40
1/4 hour	27.50	26.25	26.15	24.75	22.40
10 minutes	22.50	21.40	21.25	20.25	19.15
5 minutes	13.75	13.45	13.05	12.40	11.00
1 minute	8.75	8.15	7.50	6.90	6.25
30 seconds	5.65	5.35	5.00	4.70	4.40
20 seconds	3.00				

CLASS "B"
(8:00 a.m. to 8:30 a.m.; 9:00 a.m. to noon; 1:30 p.m. to 4:00 p.m.; 8:30 p.m. to sign-off)

Time	12 ti.	18 ti.	24 ti.	30 ti.	50 ti.
25 minutes	40.00	39.00	38.00	36.10	34.00
1/4 hour	22.00	21.00	20.80	19.80	18.70
10 minutes	18.00	17.10	17.00	16.20	15.30
5 minutes	11.00	10.75	10.45	9.90	9.35
1 minute	1.00	0.50	0.50	0.50	0.50
30 seconds	4.50	4.25	4.00	3.75	3.50
20 seconds	2.30				

7. PACKAGE PLANS
One Minute Saturation
Announcement Plan for Consecutive Weeks

CLASS "A"
Per week

Time	12 ti.	18 ti.	24 ti.	30 ti.	50 ti.
1 to 6 weeks	75.00	108.90	135.10	159.30	250.00
7 to 12 weeks	71.25	101.57	128.35	151.35	237.50
13 to 25 weeks	67.50	96.25	121.60	143.35	225.00
26 to 51 weeks	66.00	94.09	118.90	140.15	220.00
52 weeks	63.75	90.88	114.85	135.40	212.50

CLASS "B"
Per week

Time	12 ti.	18 ti.	24 ti.	30 ti.	50 ti.
1 to 6 weeks	75.00	108.90	135.10	159.30	250.00
7 to 12 weeks	71.25	101.57	128.35	151.35	237.50
13 to 25 weeks	67.50	96.25	121.60	143.35	225.00
26 to 51 weeks	66.00	94.09	118.90	140.15	220.00
52 weeks	63.75	90.88	114.85	135.40	212.50

CLASS "B"

Time	12 ti.	18 ti.	24 ti.	30 ti.	50 ti.
1 to 6 weeks	60.00	85.50	108.00	127.50	200.00
7 to 12 weeks	57.00	80.80	102.60	121.00	190.00
13 to 25 weeks	54.00	78.00	97.20	114.75	180.00
26 to 51 weeks	52.00	75.25	95.00	112.20	176.00
52 weeks	51.00	72.00	92.00	108.00	

BRIDGEPORT (2 AM; 1 FM)

Fairfield County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WFIF

MILFORD

City of license, Milford, Conn.
Bridgeport Office: 144 Golden Hill St., Rm. 509, Bridgeport, Conn. Phone 203-866-4451.
See listing under Milford, Conn.

WICC

1926

McGavren-Guild
pgw radio, inc.

NAB

Media Code 4 207 0600 4.00
Connecticut Broadcasting Co., Inc., 2190 Post Rd., Fairfield, Conn. 06430. Phone 203-255-0461.

New York office—220 E. 42nd St., New York, N. Y. 10017. Phone 887-8783.

STATION'S PROGRAMMING DESCRIPTION
WICC: Programmed for general interest.

Air personalities throughout plus 25 service features concerning skiing, decorating, boating, hunting, fashion, birds, sports, Shakespeare, photography, space, books, careers, money, physical fitness, word meanings, etc.

MUSIC: popular music with equal parts of middle-of-the-road, current hits and past favorites. News, weather and sports on hour and half-hour. 6 newsmen, 1 mobile bus, 1 boat and 1 airplane. Computer travel reports on airline, road and railway conditions 4 times per hour in drive periods. Maximum 18 commercial minutes per hour. Contact Representative for further details. Rec'd 6/10/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ray Colaneri.
National Sales Manager—William F. Abbott.
Comptroller—James Flynn.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.
New England—Bill Creed Associates, Inc.

3. FACILITIES

1,000 w.; 600 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 12a, 13a, 14a, 15a. Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 28b, 28c, 30, 31.

Contracts: 40a, 41, 45, 46, 49, 50, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 62a. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

TIME RATES

No. 12 ER 3/3/68—Rec'd 2/7/68.
AA—Mon thru Sat 6-10 am & 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 8 am-8 pm.
B—Mon thru Sun 8 pm-8 am.

6. SPOT ANNOUNCEMENTS

PER WK: AA A B AA A B
1 ti..... 40 36 26 32 29 21
6 ti..... 38 34 24 30 27 19
12 ti..... 36 32 20 28 25 16

10 sec ID's: 50% of applicable 1-min. Minutes and 30/20 second spots may be combined to determine number of times per week for minutes, 30/20 seconds and 10 seconds. However 10 second spots may not be combined to determine number of times per week for minutes and 30/20 seconds. All spots will be rotated within the time classification purchases.

CONSECUTIVE WEEK DISCOUNTS
28 wk—5% 52 wk—10%
Within a calendar year provided a minimum of 3 1-minute spots are scheduled each week. Multi-product advertisers may combine as indicated above for times per week rate. However, each product must individually earn its discount.

7. PACKAGE PLANS

COMBINATION PLAN
(1/3AA, 2/3A)

PER WK: 18 ti 24 ti 30 ti
1 min..... 28 28 21
30/20 sec..... 24 22 21

HOUSEWIFE PLAN

(All Class A)
1 min..... 26 24 22
30/20 sec..... 21 19 17

ECONOMY PLAN

(2/3A, 1/3B)
1 min..... 22 20 18
30/20 sec..... 17 16 14

NIGHT PLAN

(All Class B)
1 min..... 18 18 15
30/20 sec..... 14 13 12

10 sec ID's: 50% of applicable 1-min. All spots will be rotated within the time classification purchases. Multi-product advertisers may not combine for times per week plan rates.

10. SPECIAL FEATURES

10 min News..... 80 60
5 min News..... 60 40
Headlines..... 40 30
Weather..... 40 30
Features..... 40 30

(*) 8 am-8 pm.
(†) 8 pm-8 am.

(CR)

WJZZ (FM)

1960

Media Code 4 207 0800 0.00
Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06803. Phone 203-261-4308.

STATION'S PROGRAMMING DESCRIPTION
WJZZ (FM): Programmed for adults and young adults.

MUSIC: popular classics. Rec'd 9/3/68.

1. PERSONNEL

General Manager—Robert G. Pieger.

3. FACILITIES

ERP 25,000 w., 99.9 mc. Stereo.
Operating schedule: 6 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b. Rate Protection: 10b, 13b. Basic Rates: 20b, 22a.

Contracts: 40a, 45, 46, 48, 49.

6. SPOT ANNOUNCEMENTS

1 min. flat..... 15 30 sec. flat..... 12

WNAB

1941

The Eastman Station

Media Code 4 207 1000 6.00
WNAB, Inc., Broadcast Centre, Bridgeport, Conn. 06808. Phone 203-333-5551.

1. PERSONNEL

President—Lillian V. Thomas.
General Manager—Alton J. Lenoco.
Program Director—Phil Cutting.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 12b, 13b, 14b, 15a. Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 25a, 28c, 29a, 33a.

Contracts: 40a, 41, 42a, 46, 47a, 48, 49, 50, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 61c, 62a. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with Eastman.

Affiliated with American Information Network.

TIME RATES

ER 3/1/69—Rec'd 2/21/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK: SECTION I
1 ti..... 27.00 24.00 22.00 20.00
30 sec..... 21.80 19.20 17.80 16.00
10 sec..... 13.50 12.00 11.00 10.00

SECTION II

1 min..... 24.00 21.00 19.00 17.00
30/20 sec..... 19.20 16.80 15.20 13.80
10 sec..... 12.00 10.50 9.50 8.50

SECTION III

1 min..... 19.00 16.00 14.00 12.00
30/20 sec..... 15.20 12.80 11.20 9.80
10 sec..... 9.50 8.00 7.00 6.00

7. PACKAGE PLANS

BEST BUY PLANS—1 MINUTE
30 ti (151, 101, 511) ea..... 15
15 ti (81, 511, 111) ea..... 17
30/20 sec: 80% of 1 min. 10 sec: 50% of 1 min.

Not combinable with other weekly plans for frequency.

10. SPECIAL FEATURES

5-11 pm News, flat..... 40
Weathercast Sponsorship, flat..... 35

CONSECUTIVE WEEK DISCOUNT
28 wk—4%
RATHEOLDER
Minimum wky sched of 8 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

BRISTOL

Hartford County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WBIS

1948

Media Code 4 207 1200 2.00
Bristol Broadcasting Corp., P. O. Box 1440, Bristol, Conn. 06012. Phone 203-583-9285.

1. PERSONNEL

President—Erle Hatch.
Manager—R. C. Kilbourn.
Sales Manager—Val McCormack.

2. REPRESENTATIVES

New England—Eckels & Queen, Inc.

3. FACILITIES

500 w. days; 1440 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16. Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28, 28a, 29a, 30, 32a, 33a.

Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 51a. Comb.; Cont. Discounts: 60a, 60a, 61a, 62d. Cancellation: 71a, 73a. Prod. Services: 80, 82.

TIME RATES

Rates received August 4, 1958.
6. SPOT ANNOUNCEMENTS

Danbury—WINE—Continued

	1/4 hr	10 min	5 min	2 min	
	AA	AA	AA	AA	AA
260 x	28.00	26.00	18.50	17.00	11.50
312 x	28.00	24.00	17.00	15.50	10.50
324 x	24.00	22.00	15.50	14.00	9.50
620 x	22.00	20.00	14.00	12.50	8.50

WINE-FM

1957
BROOKFIELD
Media Code 4 207 1601 1.00
Housatonic Valley Broadcasting Co., Inc., Box 1335,
Danbury, Conn. 06810. Phone 203-775-9000.

- PERSONNEL**
Gen'l & Sales Mgr.—E. Murray Hahn,
Music Director—Peter Gregory Bateson.
- FACILITIES**
ERP 100,000 w.; 95.1 mc.
Operating schedule: 5:45 am-midnight, EST.
Antenna ht.—500 ft. above average terrain.
Partial simulcast operation. Operated separately after
AM sign-off. For simulcast facilities see WINE.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WINE listing for coded regulations.
Affiliated with MBS.

TIME RATES
ET 10/1/67—Rec'd 9/5/67.

6. SPOT ANNOUNCEMENTS

1 min	8.50	6.00	4.25
15 sec	8.00	5.50	4.00
30 sec	7.50	5.00	3.75
1 hr	7.00	4.75	3.50
15 min	6.50	4.50	3.25
30 min	6.00	4.25	3.00
1 hr	5.50	4.00	2.75
15 min	5.00	3.75	2.50
30 min	4.75	3.50	2.35
1 hr	4.50	3.25	2.25
15 min	4.25	3.00	2.15

7. PACKAGE PLANS

PER WK: 1 tt 6 tt 12 tt 18 tt 24 tt 30 tt

1 min	8.50	6.00	4.25	3.00	2.25
15 sec	8.00	5.50	4.00	2.75	2.00
30 sec	7.50	5.00	3.75	2.50	1.75

8. PROGRAM TIME RATES

1 x	1/4 hr	10 min	5 min	2 min
13 x	32.00	22.00	14.00	10.00
18 x	30.00	20.50	13.00	9.15
28 x	28.00	19.00	12.00	8.50
40 x	26.00	17.50	11.00	7.85
104 x	22.00	15.00	9.50	7.20
158 x	22.00	15.00	9.50	7.20
208 x	20.00	13.75	8.75	6.00
280 x	19.00	13.00	8.25	5.65
312 x	18.00	12.25	7.75	5.40
364 x	17.00	11.50	7.25	5.15
520 x	16.00	10.75	6.75	4.90

WLAD

1947
DANBURY
Media Code 4 207 1800 9.00
Berkshire Broadcasting Corp., 108 Main St., Danbury,
Conn. 06810. Phone 203-744-4800.
STATION'S PROGRAMMING DESCRIPTION
WLAD: Programmed for adults and young adults.
NEWS: Fourteen 5 min reports and three 15 min
summaries daily. 50% local and state, 50% national
and international. SPORTS: morning and evening
reports. Special reports on major league baseball, pro-
fessional football, scholastic football and basketball,
bowling, special events. MUSIC: popular showtunes,
standards. Local teenage groups, live, Mon 7-7:30
pm. Country and western Sat afternoons. Women's
program M-F 11:05 am-noon. Local public affairs
programs, M-Tues-TH evenings. Live audience par-
ticipation program Wed 1:15-10 am. Remotes: state
openings, state fairs, conventions, night clubs, service
clubs, theaters, churches. Contact Representative for
further details. Rec'd 8/21/67.

- PERSONNEL**
Manager—Sol Robinson,
Program Director—Paul Baker.
- REPRESENTATIVES**
Dore & Allen, Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
1,000 w. days; 800 kc. Non-directional.
Operating schedule: 5:00 am-local sunset daily. EST.
Simulcast program AM operational hours.
For non-simulcast facilities see WLAD-FM.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,
24c, 25a, 26, 28b, 28c, 30, 32a, 32b, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51b,
51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
All AM programs and announcements are broadcast
over WLAD-FM simulcast at no extra charge.

TIME RATES
ET 1/1/68—Rec'd 12/29/67.

7. PACKAGE PLANS

PER WK: 1 tt 5 tt 10 tt 15 tt 20 tt 30 tt

EA:	1 tt	5 tt	10 tt	15 tt	20 tt	30 tt
1 min	15.00	12.50	10.00	8.50	7.25	6.00
20-30 sec	75% of 1 min.					
30-45 sec	50% of 1 min.					

8. PROGRAM TIME RATES

1 hr	195	1/4 hr	75
1/2 hr	100	5 min	35

WLAD-FM

1954
DANBURY
Media Code 4 207 2000 5.00
Berkshire Broadcasting Corp., 108 Main St., Danbury,
Conn. 06810. Phone 203-744-4800.

- PERSONNEL**
General Manager—Sol Robinson.
- REPRESENTATIVES**
Bob Dore Associates
Boston—Eckels & Queen, Inc.

- FACILITIES**
ERP 340 w.; 98.3 mc.
Operating schedule: 6:00 am-midnight daily. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. For simulcast facilities
see WLAD-FM.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,
24c, 25a, 26, 28b, 28c, 30, 32a, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51b,
51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
ET 1/1/68—Rec'd 12/29/67.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	152x	206x	312x
5.00	4.75	4.50	4.25	4.00	3.75	3.50

(*) 100 words or less.

8. PROGRAM TIME RATES

1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hr	35.00	33.25	32.00	30.50	29.00	27.50
1 hr	50.00	47.50	45.00	42.75	40.50	38.50

GREENWICH

Fairfield County—Map Location B-5
See SRDS consumer market map and data at begin-
ning of the State.

WGCH

1964
Media Code 4 207 2200 1.00
Greenwich Broadcasting Corp., 122 E. Putnam Av.,
Greenwich, Conn. 06830. Phone 203-889-8850.
STATION'S PROGRAMMING DESCRIPTION
WGCH: Programmed generally for adults.
AIR PERSONALITIES handle all segments. NEWS:
15 min 8 am, 9 am, noon, 6 pm, 11 pm. 5 min
national on hour, local on half hour. MUSIC: general
popular, showtunes, standards, 6 am-noon entertain-
ment, sports, weather, traffic information, women's
shows, musical contest. 12:30-1 pm telephone talk
program, 1-8 pm entertainment. 6-7 pm news,
stocks, sports, weather. 7-7:30 pm standard and
showtunes. 8-9 pm serious music. SPORTS:
high school basketball, football play-by-play. Polo
play-by-play. Live broadcasts, town meetings, various
town boards, parades, soap box derby, religious, social
discussions. Sat, 12:30-2 pm, polka party. Sun, 1-3
pm, Italian-American show. Contact Representative
for further details. Rec'd 12/16/68.

- PERSONNEL**
President—George C. Stevens.
Gen'l & Sta. Mgr.—Henry S. Howland.
Asst' Gen'l Mgr. & Com'l Mgr.—Robert C. Rice.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
250 w. 1490 kc. Non-directional.
Operating schedule: 6 am-11:15 pm. EST.
15/0 time: 1st of month.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a,
7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47b,
48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60b, 60i, 61b, 62a,
62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising unacceptable.
Member: The New York City Suburban Group.

TIME RATES
ET 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 8-10 am & 4-7 pm.
A—All other times.

1 MINUTE

PER WK:	1 tt	6 tt	12 tt	18 tt	24 tt	30 tt
AA	15.00	14.00	13.00	12.50	12.00	11.50
A	13.00	12.00	11.00	10.50	10.00	9.50

20/30 sec: 75% applicable 1 min.
ID's: 50% applicable 1 min.

CONSECUTIVE WEEK DISCOUNTS

25 wk—5%	52 wk—10%
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Discounts apply to spots or program packages but
may not be combined for frequency discount purposes.

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr

1 x	125	75	50
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5 min: 150% applicable 1-min.

10. SPECIAL FEATURES
Special News rate (3-5 min length):
6 newscasts wkly, ea..... 18
12 newscasts wkly, ea..... 18
18 newscasts wkly, ea..... 14

GROTON

New London County—Map Location F-3
See SRDS consumer market map and data at begin-
ning of the State.

See New London-Groton

HAMDEN

New Haven County—Map Location C-4
See SRDS consumer market map and data at begin-
ning of the State.

See New Haven

(including Hamden)

HARTFORD-NEW BRITAIN

(9 AM; 7 FM)
(including Manchester, West Hartford,
Windsor)
Hartford County—Map Location D-2

See SRDS consumer market map and data at begin-
ning of the State.
Stations located within the combined city area are
consolidated under multiple city headings. This is
not to imply that all of the stations provide equal
coverage of the entire area or cities involved. It is
part of the time buying function to determine extent
of individual station coverage, audience delivered, etc.
within the area.

WBMI (FM)

1947
HARTFORD-MERIDEN
HERBERT E. GROSKIN.
& COMPANY



Media Code 4 207 2400 7.00
Business Music, Inc., 122 Charles St., Meriden, Conn.
06450. Phones 203-235-2707; Hartford 203-522-
4380.

STATION'S PROGRAMMING DESCRIPTION
WBMI (FM): MUSIC: middle-of-the-road with 30%
vocals. News and weather at :15 stock market week-
days, sports evenings. Contact Representative for
further details. Rec'd 3/6/68.

- PERSONNEL**
General Manager—Carl W. Schultz.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 50,000 w.; 95.7 mc. Stereo.
Operating schedule: 7:00-1:00 am Mon thru Sat;
noon-midnight Sun. EST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 24b, 29a, 28b.
Contracts: 40a, 42a, 42c, 43a, 44a, 46, 47e, 50, 51b,
51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES
ET ———— Rec'd 10/30/68.

6. SPOT ANNOUNCEMENTS

1x	15x	30x	60x	125x	250x	500x
1 min	15.00	14.00	13.00	12.00	11.00	10.00

8. PROGRAM TIME RATES

1 hr	105	100	95	90	86	82
1/2 hr	79	75	71	67	64	61
5 min	44	42	40	38	36	32

WCCC

1947
HARTFORD
Mort Bassett & Co., Inc.

Media Code 4 207 2600 2.00
Elektra Broadcasting Corp., 11 Asylum St., Hartford,
Conn. 06103. Phone 203-525-6648.
STATION'S PROGRAMMING DESCRIPTION
WCCC: Programmed for general interest listening,
with emphasis on 20-50 age spread. AIR PERSON-
ALITIES handle all segments. Station involved in
community. Each hour broadcast a 1 min interview
with someone doing something of interest in com-
munity. Also broadcast culture report and voice of
people calling station, inviting community to a spe-
cific event. MUSIC: features current hits, showtunes,
some jazz. No religion on Sun. There is never a lapse
of more than 2 min between records. Contact Repre-
sentative for further details. Rec'd 8/4/67.

- PERSONNEL**
President—Jac Holzman.
Vice-President—Irwin Schlusell.
General Manager—George A. Freeman.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
500 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am to local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11c, 18c, 14c.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61b.
Cancellation: 71a, 73a.
Member: National AgRadio Groups, Inc.

TIME RATES
ET 5/1/68—Rec'd 9/3/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	CLASS AA	6 tt	12 tt	18 tt	24 tt
1 min		18	16	14	12
1 min	CLASS A	16	14	12	10

7. PACKAGE PLANS

IMPACT PLAN
(1/2 AA & 1/2 A)

WKLY:	12 tt	24 tt
1 min	166	240

20/30 sec: 80% of applicabls 1-min.
ID's: 50% of applicabls 1-min.

CONSECUTIVE WEEKS DISCOUNT

50 wk—10%

CONNECTICUT

WCCC-FM

1950
HARTFORD
Subscriber to the NAB Radio Code
Media Code 4 207 2601 0.00
Elektra Broadcasting Corp., 11 Asylum St., Hartford,
Conn. 06103. Phone 203-525-6648.

- PERSONNEL**
President—Jac Holzman.
Vice-President—Irwin Schlusell.
General Manager—George A. Freeman.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
ERP 50,000 w.; 106.0 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 720 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See WCCC listing for coded regulations.
Member: National AgRadio Groups, Inc.

TIME RATES
ET 1/1/68—Rec'd 9/9/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other weeks.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tt	12 tt	18 tt	24 tt
AA	18	16	14	12
	18	14	12	10

7. PACKAGE PLANS

IMPACT PLAN
(1/2 AA, 1/2 A)

PER WK:	12 tt	24 tt
1 min	156	240

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT

52 wk—10%	DISCOUNTS	
25x—5%	104x—15%	260x—25%
52x—10%	156x—20%	

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min

1 x	90	54	36	18
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WDRG

1922
HARTFORD
Edward Petry & Co., Inc.

Media Code 4 207 2600 8.00
Buckley Broadcasting Corp. of Conn., 750 Main St.,
Hartford, Conn. 06103. Phone 203-278-1115.

- PERSONNEL**
Executive Vice-President—Richard S. Korzen.
Vice-President—Gen'l Mgr.—Mike Boudreau.
Vice-Pres. & Prog. Mgr.—Charles R. Parker.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 5-1:05 am. EST.
Partial simulcast operation. Simulcast 6-10 am & 8
pm-1 am. For non-simulcast facilities see WDRG-FM.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12e, 14g.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 48, 51b.
Comb.: Cont. Discounts: 60d, 60i, 61a, 61b, 61c.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES
AM/FM COMBINED
No. C ET 1/1/67—Rec'd 12/7/66.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 7-10 pm.
B—Mon thru Sat 7-10 pm; Sun 10 am-7 pm.
C—Mon thru Sat 10 pm-8 am; Sun before 10 am &
after 7 pm.

6. SPOT ANNOUNCEMENTS

STAGGERED	CLASS AA	1x	6x	12x	18x
20/30 sec		50	48	38	34
10 sec		33	32	30	29

STAGGERED	CLASS A	1x	5x	12x	18x	24x	30x
1 min		45	43	40	38	36	34
20/30 sec		3					

CONNECTICUT

Hartford-New Britain—W DRC—Continued

10. SPECIAL FEATURES								
PER WK: (*)	(1)	6 ti	12 ti	18 ti	24 ti	30 ti	11	
AA	80	58	54	52	50	—	—	
A	—	54	52	48	46	42	40	
B	—	44	40	38	34	30	28	
C	—	34	30	28	24	18	16	

(*) Specified position.
(1) Less than 6 times.
News service charge—20%.

W DRC-FM

1939
HARTFORD



Media Code 4 207 2801 6.00
Buckley Broadcasting Corp. of Conn., 750 Main St.,
Hartford, Conn. 06103. Phone 203-278-1115.

- PERSONNEL**
Executive Vice-President—Richard S. Korsen.
Vice-Pres. & Gen'l Mgr.—Mike Boudreau.
Vice-Pres. & Prog. Mgr.—Charles R. Parker.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 17,500 w. (horiz.), 17,500 w. (vert.), 102.9 mc.
Operating schedule: 6-11 am. EST.
Antenna ht.: 1500 ft. above average terrain.
Partial simulcast operation. Operated separately 10
am-8 pm. For simulcast facilities see WDRC.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
See WDRC listing for coded regulations.

TIME RATES

All advertisers receive the same schedules on both
WDRC-AM and WDRC-FM at no additional cost,
even when WDRC-FM is programmed separately.

WEHW

1961
WINDSOR

Media Code 4 207 3000 4.00
Robert I. Kimmel and Bessie W. Grad, Box 309,
Windsor, Conn. 06095. Phone 203-688-6222, 203-
247-2872.

- PERSONNEL**
General Manager—Robert I. Kimmel.
Station Manager—Paul W. Entress.
Chief Engineer—James Bunker.
- REPRESENTATIVES**
Grant Webb & Company,
Boston—Nona Kirby Co., Inc.
- FACILITIES** 600 w. days; 1480 kc. Directional
Operating schedule: 6:00 a.m. to local sunset.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 5, 6a, 7a.
Basic Rates: 24a, 24b, 25a, 29a.
Contracts: 40a, 47a.
Cancellation: 73a.

TIME RATES

ET 7/1/67—Rec'd 2/16/68.

6. SPOT ANNOUNCEMENTS		1 min 20 sec		1 min 20 sec	
1 x	10.00	7.50	280 x	7.00	5.25
15 x	9.50	7.15	312 x	6.50	4.90
23 x	9.00	6.75	500 x	6.00	4.50
52 x	8.50	6.40	750 x	5.50	4.10
104 x	8.00	6.00	1000 x	5.00	3.75
156 x	7.50	5.85			

WEST HARTFORD

1963

Media Code 4 207 3200 0.00
Grossco Inc., 998 Farmington Ave., West Hartford,
Conn. 06107. Phone 203-521-1550.

- PERSONNEL**
Station Manager—Michael Rumberg.
Sales Manager—Richard Groves.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: EST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c,
62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with MBS.
Member: French Program Group of New England.

TIME RATES

ET 3/20/69—Rec'd 2/24/69.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
Traffic—Mon thru Sat 6-9 am & 4-7 pm. Housewife Times—Mon thru Sat 9 am-4 pm; Sun all day.			
Best Times Available..... 9			
PER WK:	12 ti	18 ti	24 ti 36 ti
Traffic.....	20	19	18 17
Housewife Times.....	12	11	10 9

WHCN (FM)

1939
HARTFORD

Media Code 4 207 3400 6.00
WHCN, Inc., Box 943, Hartford, Conn. 06101. Phone
203-235-1466.
Studio—Radio Mountain, Meriden, Conn. Phone
203-238-1466.

STATION'S PROGRAMMING DESCRIPTION

WJCN (FM): Programmed for adults.
WJCN (AM): Interrupted segments of popular, trend,
general, showtunes, standards, film jazz-oriented,
semi-classic. COMMERCIAL POLICY maximum of 6
commercial minutes per hour. Rec'd 12/12/67.

- PERSONNEL**
General Manager—R. R. Riepen.
Sales Manager—John C. Towle.
Program Director—Steve Segal.
- FACILITIES**
ERP 7,000 w.; 105.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 750 feet above average terrain.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 5.
Basic Rates: 20a, 23a, 29a.
Contracts: 40a, 42a, 45.
Cancellation: 70a, 70c.
Maximum of 8 commercials scheduled in any hour.
Length of commercial including opening and closing.
1/2 hour—2 1/2 minutes including opening and
closing.
1/4 hour—1 1/2 minutes including opening and
closing.
Member: CN FM Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 ET 9/15/67—Rec'd 9/15/67.

6. SPOT ANNOUNCEMENTS		1x		15x		30x		60x		125x		250x		500x	
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00								

WINF

1958
MANCHESTER

CBS Radio Network

Media Code 4 207 3600 1.00
Profit Research, Inc., 878 R. Middle Turnpike W.,
Manchester, Conn. 06040. Phone 203-246-8828.

- STATION'S PROGRAMMING DESCRIPTION**
WINF: Programmed for adults.
Telephone conversation format with communicators
using open telephone lines. Network news every hour.
7:15 am-8 pm communicators with open phones,
visiting talk communicators, guests. 10:30-11 am
network show. 6-7:30 pm network and local news and
sports. 7:30-8:30 pm sports with audience participa-
tion on open phones. 8:30-12M open phone lines,
general interest guests and discussions. 15% News,
80% Talk. 5% Network originated entertainment.
Contact Representative for further details. Rec'd
1/30/69.
- PERSONNEL**
President—Sidney Walton.
Executive Vice-President—Ronald Wright.
General Manager—Philip Burgess.
- REPRESENTATIVES**
New York City—Gill Perms, Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 4:58-12:15 am. EST, DST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 24a, 24b, 24c,
25a, 29a, 30, 31, 33b.
Contracts: 40a, 42a, 43, 44a, 45, 46, 47a, 48, 49,
50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 61a,
62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

ET 7/1/67—Rec'd 5/29/67.

6. SPOT ANNOUNCEMENTS		A		B	
A—Daily 6 am-7 pm. B—Daily 6-8 am & 7 pm-12:15 am.					
1 x	40.00	32.00	20.00	1 min 30 sec	10 sec
26 x	39.00	31.20	19.50	32.50	26.00 18.25
52 x	38.00	30.40	19.00	31.50	25.20 17.75
104 x	36.00	29.50	18.00	30.00	24.00 16.90
156 x	34.00	27.50	17.00	29.50	22.80 14.25
280 x	32.00	25.60	16.00	27.50	22.00 13.75
312 x	30.00	24.00	15.00	25.00	20.00 12.60
520 x	28.00	22.40	14.00	23.50	18.80 11.75

- PACKAGE PLANS**
ROS WEEKLY PACKAGES
TRAFFIC TIMES
(Mon thru Fri 8-9 am & 3-6 pm)
1-6 ti 12 ti 18 ti 24 ti 36 ti

HOUSEWIFE TIME & WEEKENDS	
Per wk, ea.....	22 20 19 18 16

BFA ALL PERIODS	
Per wk, ea.....	18 15 13 12

QUANTITY DISCOUNTS	
10x-10%	20x-20%
15x-15%	25x-25%
30x-30%	

- PROGRAM TIME RATES**

CLASS A		CLASS B	
1 x	250.00	150.00	100.00 50.00
26 x	240.00	144.00	96.00 48.00
52 x	230.00	138.00	92.00 46.00
104 x	220.00	132.00	88.00 44.00
156 x	210.00	126.00	84.00 42.00
280 x	200.00	120.00	80.00 40.00
312 x	190.00	112.50	75.00 37.50
520 x	180.00	105.00	70.00 35.00

WLA E (FM)

1965
HARTFORD

Media Code 4 207 3800 7.00
Paulson Broadcasting Corp., Box 702, Meriden, Conn.
06450. Phone 203-238-1010, 246-8989, 201-334-
5310.

- STATION'S PROGRAMMING DESCRIPTION**
WLA E (FM): Programmed for adults.
All music, no talk. MUSIC: middle-of-the-road,
showtunes, standards, film music, novelty, foreign,
jazz, opera instrumentals, operetta, Latin. NEWS:
every hour on half hour, AP. Financial reports at
4 pm & 7 pm. Rec'd 8/30/67.
- PERSONNEL**
President—Paul C. DiSavino.
Program Director—Doris DiSavino.
- FACILITIES**
ERP 7,000 w.; 93.7 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b,
7b, 8.
Rate Protection: 10c 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22b, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60c, 60e, 61b, 62a.
Cancellation: 70b, 70d, 71a.

- PERSONNEL**
President—Paul C. DiSavino.
Program Director—Doris DiSavino.
- FACILITIES**
ERP 7,000 w.; 93.7 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b,
7b, 8.
Rate Protection: 10c 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22b, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60c, 60e, 61b, 62a.
Cancellation: 70b, 70d, 71a.

- SPOT ANNOUNCEMENTS**

No. 3 ET 7/1/67—Rec'd 8/4/67.

A-7-11 pm.		B-7 am-7 pm.		C-All other times.	
6. SPOT ANNOUNCEMENTS					
1 MINUTE					
1x	25x	52x	180x	360x	720x
A	13	11	10	8	8
B	10	9	8	7	6
C	9	8	7	6	5

20/30 sec: 75% of 1 min. 10 sec: 50% of 1-min.

- SPECIAL FEATURES**

NEWSCASTS	
26x	52x 180x 260x 360x 520x 720x
A	20.00 19.00 18.00 17.50 17.00 16.50 16.00
B	18.00 17.00 16.00 15.50 15.00 14.00 13.00
C	14.00 13.00 12.00 11.50 11.00 10.50 10.00

Newsast sponsorships include ID at open plus 1-
minute spot within newscast and closing ID.

WPOP

1935
HARTFORD

Media Code 4 207 4000 3.00
WPOP, Inc. Box 1410 Newington Branch, Hartford,
Conn. 06111. Phone 203-668-1412, 203-278-2775.

- PERSONNEL**
President—Louis A. Sokoloff.
Gen'l Mgr. & Sales Mgr.—Ralph H. Klein.
Operations Manager—Lester Ross.
- REPRESENTATIVES**
National—Vic Piano Associates, Inc.
New England—Nona Kirby Co., Inc.
- FACILITIES**
1,000 w. days; 840 kc.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25a, 27,
28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60d, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

- TIME RATES**

ET 8/1/68—Rec'd 7/22/68.

AAA—Mon thru Sat 8-10 am & 3-7 pm.		AA—Mon thru Sun 7-10 pm; Mon thru Sat 10 am- 3 pm.		A—Mon thru Sun 10 pm-6 am; Sun 6 am-noon.		B—Sun noon-7 pm.	
6. SPOT ANNOUNCEMENTS							
CLASS AAA							
PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	11
1 min	50	44	39	36	33	31	30
20/30 sec.	40	35	31	29	27	25	24
ID's	30	27	24	22	20	19	18

CLASS AA	
1 min	40 35 32 30 27 24
20/30 sec.	32 29 26 24 22 16
ID's	24 21 19 18 16 14

CLASS A	
1 min	30 27 24 21 17 15
20/30 sec.	24 22 19 17 14 12
ID's	18 16 14 12 10 9

CLASS B	
1 min	30 27 25 23 22 17
20/30 sec.	24 22 20 19 18 14
ID's	18 16 15 14 13 10

- SPECIAL FEATURES**
Newscasts: 5 minutes on the hour and half-hour from
6:00-9:00 am and 4:00-7:00 pm; on the half-hour all
other times. 5 minutes includes open and close ID
and 1-minute announcements.
(Based on 28 week contract)

Per week:	
6 times	81.00 18 times..... 220.00
12 times	153.00 24 times..... 288.00

- DISCOUNTS**
25 wk—4% 52 wk—8%

- WRCH**

1949
NEW BRITAIN
1968

McGavren-Guild
pgw radio, inc.

Media Code 4 207 4200 9.00
Central Connecticut Broadcasting Co., Box 910, Hart-
ford, Conn. 06101. Phone: Hartford. 203-877-
8521, New Britain 203-223-2721.

Subscriber to the NAB Radio Code
Broadcast Plaza, Inc., Broadcast House, 3 Constitu-
tion Plaza, Hartford, Conn. 06115. Phone 203-
525-0801

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Ernest H. Peterson.
General Sales Manager—Donald MacGovern.
Program Manager—Ross Miller.

(This listing continued on next page)

- PERSONNEL**
Sec'y-Treas.—Aldo DeDominicis.
General Manager—John L. Ellinger.
Executive Vice-President—Enzo De Dominicis.
New England, Boston—Bill Creed Associates, Inc.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
5,000 w.; 910 kc. Directional—separate patterns day
and night.
Operating schedule: 24 hours daily. EST.
FM-ERP 10,000 w. (horiz.), 10,000 w. (vert.); 100.5
mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11l, 12l, 13l, 15c, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 27, 28b, 29a,
30, 31, 32a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60d, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.

Hartford-New Britain—WTIC—Continued

- 2. REPRESENTATIVES**
Henry I. Christal Company, Inc.
- 3. FACILITIES**
50,000 w.; 1080 kc. Directional—night only.
Operating schedule: 24 hours daily.
Partial simulcast operation. Simulcast sign-on-1:00 am and 11:05 am-sign-off. For non-simulcast facilities see WTIC-FM.
- 4. AGENCY COMMISSION 15/10 time.**
5. GENERAL ADVERTISING See coded regulations General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 16. Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33a. Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a. Comb.; Cont. Discounts: 60a, 60i, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 82. Affiliated with NBC.

TIME RATES

No. 28 ET 2/3/69—Rec'd 2/3/69.
*AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-1 pm.

(*) Maximum Traffic Plan: All spots rotate Mon thru Sat, in all time periods. Minimum contract 3 spots per week, alternating Mon-Wed-Fri/Tues-Sat. Total schedule to be in multiples of 3. A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat 1:15-11 pm; Sun 6 am-11 pm.
B—Daily 5-8 am; Mon thru Fri 11-11:35 pm; Sat & Sun 11-11:30 pm.
C—Mon thru Fri 11:35 pm-5 am; Sat & Sun 11:30 pm-5 am.

SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B		CLASS C	
1 MINUTE		1 MINUTE		1 MINUTE		1 MINUTE	
PER WK:	1x 104x	156x	312x	650+	1x 104x	156x	312x
1 tt.....	80	84	81	75	70	70	70
12 tt.....	86	87	77	75	68	68	68
15 tt.....	81	75	73	67	61	61	61
20 tt.....	77	72	69	67	64	64	64
30+.....	72	67	65	63	60	60	60
30 SECONDS							
1 tt.....	77	71	70	68	66	66	66
12 tt.....	70	68	68	64	63	63	63
15 tt.....	70	64	63	61	59	59	59
20 tt.....	66	61	59	58	56	56	56
30+.....	62	58	56	55	53	53	53
20 SECONDS							
1 tt.....	66	61	59	58	56	56	56
12 tt.....	63	58	56	55	53	53	53
15 tt.....	56	55	53	52	50	50	50
20 tt.....	56	52	50	49	47	47	47
30+.....	53	49	47	46	44	44	44

CLASS A		CLASS B		CLASS C	
1 MINUTE		1 MINUTE		1 MINUTE	
1 tt.....	75	69	68	66	64
12 tt.....	71	66	64	62	61
15 tt.....	61	62	61	59	57
20 tt.....	64	59	57	56	54
30+.....	60	56	54	53	51
30 SECONDS					
1 tt.....	64	59	58	56	54
12 tt.....	61	56	55	53	52
15 tt.....	49	45	44	42	41
20 tt.....	54	50	49	48	46
30+.....	51	47	46	45	44
20 SECONDS					
1 tt.....	54	50	49	47	46
12 tt.....	51	47	46	44	44
15 tt.....	49	45	44	42	41
20 tt.....	48	42	41	40	39
30+.....	43	40	39	38	37

CLASS B		CLASS C	
1 MINUTE		1 MINUTE	
1 tt.....	38	35	34
12 tt.....	36	33	32
15 tt.....	34	32	31
20 tt.....	32	30	29
30+.....	30	28	27
30 SECONDS			
1 tt.....	32	30	29
12 tt.....	30	28	27
15 tt.....	29	27	26
20 tt.....	27	25	24
30+.....	26	24	23
20 SECONDS			
1 tt.....	23	22	21
12 tt.....	21	20	19
15 tt.....	21	20	19
20 tt.....	20	19	18
30+.....	19	18	17

CLASS C		CLASS D	
1 MINUTE		1 MINUTE	
1 tt.....	22	21	20
12 tt.....	21	20	19
15 tt.....	20	19	18
20 tt.....	19	18	17
30+.....	18	17	16
30 SECONDS			
1 tt.....	20	19	18
12 tt.....	19	18	17
15 tt.....	18	17	16
20 tt.....	17	16	15
30+.....	16	15	14
20 SECONDS			
1 tt.....	18	17	16
12 tt.....	17	16	15
15 tt.....	16	15	14
20 tt.....	15	14	13
30+.....	14	13	12

CLASS D		CLASS E	
1 MINUTE		1 MINUTE	
1 tt.....	23	21	20
12 tt.....	21	20	19
15 tt.....	20	19	18
20 tt.....	19	18	17
30+.....	18	17	16
30 SECONDS			
1 tt.....	21	20	19
12 tt.....	20	19	18
15 tt.....	19	18	17
20 tt.....	18	17	16
30+.....	17	16	15

CLASS E		CLASS F	
1 MINUTE		1 MINUTE	
1 tt.....	22	21	20
12 tt.....	21	20	19
15 tt.....	20	19	18
20 tt.....	19	18	17
30+.....	18	17	16
30 SECONDS			
1 tt.....	20	19	18
12 tt.....	19	18	17
15 tt.....	18	17	16
20 tt.....	17	16	15
30+.....	16	15	14

CLASS F		CLASS G	
1 MINUTE		1 MINUTE	
1 tt.....	21	20	19
12 tt.....	20	19	18
15 tt.....	19	18	17
20 tt.....	18	17	16
30+.....	17	16	15
30 SECONDS			
1 tt.....	19	18	17
12 tt.....	18	17	16
15 tt.....	17	16	15
20 tt.....	16	15	14
30+.....	15	14	13

CLASS G		CLASS H	
1 MINUTE		1 MINUTE	
1 tt.....	20	19	18
12 tt.....	19	18	17
15 tt.....	18	17	16
20 tt.....	17	16	15
30+.....	16	15	14
30 SECONDS			
1 tt.....	18	17	16
12 tt.....	17	16	15
15 tt.....	16	15	14
20 tt.....	15	14	13
30+.....	14	13	12

CLASS H		CLASS I	
1 MINUTE		1 MINUTE	
1 tt.....	19	18	17
12 tt.....	18	17	16
15 tt.....	17	16	15
20 tt.....	16	15	14
30+.....	15	14	13
30 SECONDS			
1 tt.....	17	16	15
12 tt.....	16	15	14
15 tt.....	15	14	13
20 tt.....	14	13	12
30+.....	13	12	11

CLASS I		CLASS J	
1 MINUTE		1 MINUTE	
1 tt.....	18	17	16
12 tt.....	17	16	15
15 tt.....	16	15	14
20 tt.....	15	14	13
30+.....	14	13	12
30 SECONDS			
1 tt.....	16	15	14
12 tt.....	15	14	13
15 tt.....	14	13	12
20 tt.....	13	12	11
30+.....	12	11	10

CLASS J		CLASS K	
1 MINUTE		1 MINUTE	
1 tt.....	17	16	15
12 tt.....	16	15	14
15 tt.....	15	14	13
20 tt.....	14	13	12
30+.....	13	12	11
30 SECONDS			
1 tt.....	15	14	13
12 tt.....	14	13	12
15 tt.....	13	12	11
20 tt.....	12	11	10
30+.....	11	10	9

CLASS K		CLASS L	
1 MINUTE		1 MINUTE	
1 tt.....	16	15	14
12 tt.....	15	14	13
15 tt.....	14	13	12
20 tt.....	13	12	11
30+.....	12	11	10
30 SECONDS			
1 tt.....	14	13	12
12 tt.....	13	12	11
15 tt.....	12	11	10
20 tt.....	11	10	9
30+.....	10	9	8

ID's do not combine with other spots for frequency or WQD. WQD do not apply to ID's. Spots adjacent to higher time class take rate of higher class. Spots and programs may not be combined for discount purposes.

7. PACKAGE PLANS
MAXIMUM TRAFFIC PLAN
The Bob Steele Show—Mon thru Sat 6-10 am.
TIC Afternoon Edition—Mon thru Fri 3:05-7 pm.
Saturday Showcase—Sat 10:30 am-1:15 pm.
Minimum buy of 3 1-minute or 30-second spots per week. All schedules sold in multiples of 3. Spots rotate vertically and horizontally. Plan sold on Mon-Wed-Fri, Tues-Thurs-Sat, or Mon thru Sat basis. All spots take AA rate. 20-second spots and ID's sold on fixed basis only.

8. PROGRAM TIME RATES
A—Daily 6 am-11 pm.
B—Daily 5-8 am; Mon thru Fri 11-11:35 pm; Sat & Sun 11-11:30 pm.
C—Mon thru Fri 11:35 pm-5 am; Sat & Sun 11:30 pm-5 am.

9. SPOT ANNOUNCEMENTS
PER WK: 1x 104x 156x 312x 650+
1 tt..... 80 84 81 75 70
12 tt..... 86 87 77 75 68
15 tt..... 81 75 73 67 61
20 tt..... 77 72 69 67 64
30+..... 72 67 65 63 60
30 SECONDS
1 tt..... 77 71 70 68 66
12 tt..... 70 68 68 64 63
15 tt..... 70 64 63 61 59
20 tt..... 66 61 59 58 56
30+..... 62 58 56 55 53
20 SECONDS
1 tt..... 66 61 59 58 56
12 tt..... 63 58 56 55 53
15 tt..... 56 55 53 52 50
20 tt..... 56 52 50 49 47
30+..... 53 49 47 46 44

10. SPECIAL FEATURES
NEWSCASTS
1/4 HOUR
AA..... 190 181 175 171 166
A..... 165 157 153 149 144
B..... 85 81 79 77 74
C..... 61 48 47 46 45
10 MINUTES
AA..... 160 152 148 144 140
A..... 145 138 134 131 127
B..... 75 71 69 68 66
C..... 45 43 42 41 39
5 MINUTES
AA..... 125 110 116 113 110
A..... 107 102 99 96 94
B..... 54 51 50 49 47
C..... 32 31 30 29 28
5-MINUTE WEATHER REPORTS
AA..... 112 107 105 102 100
A..... 102 07 94 92 89
B..... 48 46 44 43 42
C..... 30 29 28 27 26
Strictly Sports with George Ehrlich—Sponsorship of 10-minute sportscast, 6:25-6:35 pm Mon thru Fri; 6:20-6:30 pm Sat, minimum 3 weekly; Mon, Wed, Fri and/or Tues, Thurs, Sat, regular charge for time period plus 25.00 net program charge per broadcast.
Sports Final—11:05-11:35 pm Mon thru Fri; 11:20-11:30 pm, Sat & Sun. Complete sponsorship of sports news feature with scores and highlights, national and local. Minimum 3 weekly, Mon, Wed, Fri and/or Tues, Thurs, and Sat. Sunday may be added to either schedule. Regular charges for time period plus 8.50 net program charge per broadcast.
Sports Talk with Ed Anderson—Mon thru Fri 4:50-4:55 pm, 5-minute sportscast Mon, Wed & Fri or Tues & Thurs. Regular charge for time period plus 10.00 net program charge per broadcast.

WTIC-FM
1940
HARTFORD
Subscriber to the NAB Radio Code
Media Code 4 207 4601 8.00
Broadcast Plaza, Inc., Broadcast House, 3 Constitution Plaza, Hartford, Conn. 06115. Jackson 5-0801.

CLASS A		CLASS B		CLASS C	
1x 52x 104x 156x 312x 650x 1000+		1x 52x 104x 156x 312x 650x 1000+		1x 52x 104x 156x 312x 650x 1000+	
1 hr.....	400	370	360	340	320
1/2 hr.....	240	228	216	210	202
1/4 hr.....	180	152	144	140	136
10 min.....	140	133	126	123	119
5 min.....	100	95	90	88	85
CLASS B					
1 hr.....	177	168	164	159	155
1/2 hr.....	107	102	99	96	94
1/4 hr.....	70	67	65	63	61
10 min.....	62	58	57	55	54
5 min.....	48	43	42	41	40
CLASS C					
1 hr.....	100	95	90	88	85
1/2 hr.....	60	57	56	54	51
1/4 hr.....	40	38	37	36	35
10 min.....	35	34	33	32	31
5 min.....	25	24	23	22	21

Rates for periods longer than 1 hour in exact proportion to corresponding 1-hour rate. WQD do not apply. Programs and spots may not be combined for discount purposes.

CLASS A		CLASS B		CLASS C	
1 MINUTE		1 MINUTE		1 MINUTE	
1 tt.....	75	69	68	66	64
12 tt.....	71	66	64	62	61
15 tt.....	61	62	61	59	57
20 tt.....	64	5			

CONNECTICUT

New Haven—WAVZ—Continued

10. SPECIAL FEATURES

5-MINUTE EDITIONS
6-0:05 am, 7-7:05 am, 8-8:05 am, 9-9:05 am,
4-4:05 pm, 5-5:05 pm & 6-6:05 pm, Sat. 40
Every hour, 10 am-3 pm & 7-10 pm Mon thru Sat, 85
All other times, Sat. 80
Includes opening & closing credit, plus full 1-min spot.

WCDQ

1960
HAMDEN

Media Code 4 207 5500 9.00

The Southern New England Broadcasting Corp., 473
Denslow Hill Rd., Hamden, Conn. 06514. Phone
203-288-3581.

STATION'S PROGRAMMING DESCRIPTION
WCDQ: Programed for housewives and adults.
ALL PERSONALITIES play general popular music,
showtimes and standards. NEWS: local 5 min on top
of each hour, with national on bottom of each hour.
SPORTS: high school football every Sat in season.
Interviews with stars of stage, screen, TV and sum-
mer theatre, Fri 10:45 am. Club activities announce-
ment each hour. Public service programming. Contact
Representative for further details. Rec'd 11/20/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ted Quale.
Vice-Pres., Sales—Noel Cote.
Vice-Pres., Programming—Frank DeLino.

2. REPRESENTATIVES

Savill/Gates, Inc.
New England—Harold H. Segal & Company.

3. FACILITIES

1,000 w. days; 1220 kc. Directional.
Operating schedule: 8:00 am-local sunset.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 29a.
Contracts: 40a.

Comb.; Cont. Discounts: 60a, 60k.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 11/1/67—Rec'd 9/21/67.

AA—Mon thru Sat 8-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YEAR: 250+ 500+ 1000+
1/2 AA 1/2 A 9 8 7

7. PACKAGE PLANS

HOUSEWIFE PLAN—CLASS A
10 ti 20 ti 30 ti
Mon thru Thurs, ea 9 8 7

WEEKEND PLAN
(5 pm Fri—All Day Sat & Sun) 6 5

1-MINUTE SPOTS
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
AA 13.00 12.00 11.50 11.00 10.00 9.50
A 11.00 10.50 10.00 9.50 9.00 8.50
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

5-Minute Newscasts—Applicable 1-min rate plus 4.00.
Date Book, News Headlines, Weather—Applicable 1-min rate plus 2.00.

WELI

1935
NEW HAVEN

RAB

Media Code 4 207 5800 5.00
Connecticut Radio Foundation, Inc., Box 85, New
Haven, Conn. 06501. Phone 203-288-6405.

STATION'S PROGRAMMING DESCRIPTION

WELI: Programed for adults.
75% entertainment, 25% news and information.
MUSIC: middle-of-the-road of melodic nature. Daily
women's show. NEWS: 6 local newsmen. 5 min news-
casts on hour and 3 min news briefs on half hour.
4 daily major 15 min newscasts including sports,
weather and stock market. Daily 2 min information
features including editorial comments, maritime re-
ports, ski conditions, garden tips, book reviews,
religion, camping, travel, sports and community
events. Contact Representative for further details.
Rec'd 2/16/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Richard W. Davis

2. REPRESENTATIVES

H-R Representatives, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES

5,000 w.; 980 kc. Directional—night only.
Operating schedule: 5:15-11 am. EST.

4. AGENCY COMMISSION

15% net cash discount. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 26 ET 9/1/68—Rec'd 8/2/68.

AM Drive—Mon thru Fri 5:30-10 am.
PM Drive—Mon thru Fri 5-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-
8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YEAR: 1000x 750x 260x 104x 52x 1x
AM Drive—33 34 35 37 39 40
PM Drive—32 33 34 36 37 38
AA 24 25 26 27 29 30
A 16 17 18 19 20 21
30 sec: 80% of 1-min. 10 sec: 80% of 1-min.
Spots between 2-rate classifications take the higher
rate.
May not combine with any other rate categories for
frequency.

7. PACKAGE PLANS

1-MINUTE ROTATING PLANS

1 WEEK
PER WK: 30 ti 24 ti 18 ti 12 ti 6 ti
AM Drive—34 35 36 37 38
PM Drive—33 34 35 36 37
AA 25 26 27 28 29
A 15 16 17 18 19
30 sec: 80% of 1-min. 10 sec: 80% of 1-min.
May not combine with any other rate categories for
frequency.
Holder: Minimum of 6 1-min spots to run any
6 consec days.

DISCOUNT

52 wk—8%. Applies only to Rotating Plans.

SPECIAL 7-DAY PLAN—1 MINUTE

1 WEEK
PER WK: 35 ti 28 ti 21 ti 14 ti 7 ti
AM Drive—30 31 32 33 34
PM Drive—29 30 31 32 33
AA 22 23 24 25 26
A 14 15 16 17 18
30 sec: 80% of 1 min. 10 sec: 60% of 1 min.
May not combine with any other rate categories for
frequency.

TOTAL AUDIENCE PLANS

1-MINUTE
Plan
Mon thru Sat 5:30-10 am 1 6 11
Mon thru Sun 10 am-3 pm 4 6 6
Mon thru Sun 3-8 pm 12 6 5
All other times 4 6 2
PER WK: 36 ti 24 ti 18 ti
A 23.50 24.00 27.00
30 sec: 80% of applicable 1-min.
10 sec or less: 60% of applicable 1-min.
May not combine with any other rate categories for
frequency.

8. PROGRAM TIME RATES

Per hr
AM Drive 300
PM Drive 250
AA 220
A 170

1/2 hr—4-1/2x applicable annual frequency 1-min.
1/4 hr—3-1/4x applicable annual frequency 1-min.
10 min—2-3/4x applicable annual frequency 1-min.
5 min—1-3/4x applicable annual frequency 1-min.
1-minute and 30-seconds may be counted to help earn
frequency discounts on 10-second spots but 10-second
spots may not be combined to help earn frequency
on 1-minute and 30-seconds.

WKCI (FM)

1969
HAMDEN

American FM Network
The Eastman Station

Media Code 4 207 5900 3.00

WKCI, division of Kops-Monahan Communications,
Inc., Box 4388, Hamden, Conn. 06514. Phones 203-
249-9306, 288-1091.

1. PERSONNEL

President—Daniel W. Kops.
Executive Vice-President—Richard J. Monahan,
Station Manager—William F. Galvin.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

ERP 12,000 w.; 101.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 870 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,
7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 24a, 25a, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WAVZ.
Affiliated with American FM Network.

TIME RATES

ET 7/1/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

1 min. 8.00 30 sec. 5.00 5.00

WNHC

1944
NEW HAVEN

A Triangle Station

BLAIR RADIO

RAB

Subscriber to the NAB Radio Code

Media Code 4 207 6000 1.00

Triangle Publications, Inc., Radio and Television
Division, 135 College St., New Haven, Conn.
06510. Phone 203-777-3611. TWX 203-772-0459.

1. PERSONNEL

Division General Manager—George A. Koehler.
General Manager—Burt J. (Burt) Sherwood.
Sales Manager—Pat Conti.

2. REPRESENTATIVES

Blair Radio.
Triangle Sta. Sales Offices: See Rep & S/O pages.

3. FACILITIES

1,000 w. days; 250 w. nights; 1340 kc. Non-direc-
tional.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60f, 60k, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.

TIME RATES

No. 15 ET 8/1/69—Rec'd 7/11/69.

AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6
am-10 pm.
A—Mon thru Sun 10 pm-2 am.

5. SPOT ANNOUNCEMENTS

CLASS AAA
1 min. 14.00 12.00 18.00 24.00
20/30 sec. 20.00 21.50 20.00 18.00 18.00
10 sec. 18.00 16.50 15.00 14.50 14.00
CLASS AA
1 min. 24.00 22.00 20.00 19.00 18.00
20/30 sec. 19.00 17.00 16.00 15.00 14.50
10 sec. 14.50 13.00 12.00 11.50 11.00
CLASS A
1 min. 17.00 16.00 15.00 14.00 13.00
20/30 sec. 13.50 13.00 12.00 11.00 10.00
10 sec. 11.50 10.00 9.00 8.50 8.00

10. SPECIAL FEATURES

NEWSCASTS
Drivetime 55.00 50.00 45.50 40.00
All other times 42.00 37.50 32.50 25.00

WNHC-FM

1944
NEW HAVEN

A Triangle Station

RAB NAFIMB

Subscriber to the NAB Radio Code

Media Code 4 207 6001 9.00
Triangle Publications, Inc., Radio and Television
Division, 135 College St., New Haven, Conn.
06510. Phone 203-777-3611. TWX 203-772-0459.

1. PERSONNEL

Division General Manager—George A. Koehler.
General Manager—Robert G. Herpe.

2. REPRESENTATIVES

Blair Radio.
Triangle Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

ERP 10,000 w.; 99.1 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10d, 11d, 12d, 13d, 14d.
Contracts: 40a, 45.
TV facilities: WNHC-TV.

TIME RATES

No. 5 ET 7/14/69—Rec'd 6/27/69.

6. SPOT ANNOUNCEMENTS

1 min. 14.00 13.00 12.00 11.00 10.00 9.00 8.00
30 sec. 10.00 9.00 8.50 7.50 7.00 6.50 5.50

WYBC (FM)

1959
NEW HAVEN

RAB

Media Code 4 207 6100 9.00

Yale Broadcasting Co., Inc., Box 242-A Yale Station,
185 Elm St., New Haven, Conn. 06520. Phone
203-855-3451.

1. PERSONNEL

Commercial Manager—Sheldon Van Dolen.

2. REPRESENTATIVES

Progressive Rock Media Company.

3. FACILITIES

ERP 1,200 w.; 94.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 135 ft. above average terrain.

4. AGENCY COMMISSION

5% discount for payment in advance.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 28, 28b, 30, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 49, 50.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Member: Ivy Network Corporation.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 12 ET 9/1/68—Rec'd 9/18/68.

6. SPOT ANNOUNCEMENTS

PER YR: 1x 52x 104x 156x 208+
1 min. 7.50 7.15 6.75 6.40 6.00
30 sec. 6.00 5.80 5.55 5.35 5.10
10 sec. 3.75 3.55 3.40 3.15 3.00

7. PACKAGE PLANS

PER WK: 10 ti 20 ti 30 ti 40+
1 min. 5.40 5.10 4.80 4.50
30 sec. 4.35 4.15 3.85 3.60
10 sec. 2.70 2.55 2.40 2.25

8. PROGRAM TIME RATES

PER YR: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 75.00 52.50 30.00 18.00 12.00
13x 67.50 46.50 27.00 16.50 11.25
28x 60.00 40.50 24.00 15.00 10.50
104+ 45.00 28.50 18.00 12.00 9.00

NEW LONDON-GROTON

(2 AM)

New London County—Map Location F-3

See SDDS consumer market map and data at begin-
ning of the State.

Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply
that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the
time buying function to determine extent of indi-
vidual station coverage, audience delivered, etc. with-
in the area.

WNLC

1935
NEW LONDON

The Eastman Station

Media Code 4 207 6200 7.00

The Thames Broadcasting Corp., Box 1031, New
London, Conn. 06320. Phone 203-442-5328.

1. PERSONNEL

Pres. & Gen'l Mgr.—Gerald J. Morey.
Commercial Manager—John R. Small.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1510 kc.
Directional.

Operating schedule: 5:30-12:05 am. EST.

4. AGENCY COMMISSION

15%; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b, 8.
Rate Protection: 10b, 11b, 12f, 13f, 14b.
Basic Rates: 20b, 21b, 22b, 22b, 23a, 23b, 24a,
24b, 24c, 25a, 27a, 28a, 28c, 29a, 29b, 30, 32b.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46,
47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60l, 61b, 61c,
62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman.
Affiliated with American Information Network.
Member: Connecticut State Network.

TIME RATES

NORWALK (1 AM; 1 FM)

Fairfield County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WNLK WDRN (FM)

1947 1966

Subscriber to the NAB Radio Code

Media Code 4 207 6600 8.00

Norwalk Broadcasting Co., Wall St., Norwalk, Conn. 00850. Phone 838-5566.

- PERSONNEL**
Pres. & Gen'l Mgr.—James Stolez.
- FACILITIES**
1,000 w. days, 500 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 6:00 am-11:00 pm weekdays;
8:00 am-11:00 pm Sun. EST.
FM FACILITIES
ERP 3,000 w.; 65.9 kc.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24a, 26a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective January 1, 1966. (Card No. 7.)
Card received January 13, 1966.

6. SPOT ANNOUNCEMENTS					
1 min	20 sec	1 min	20 sec		
10 ti	10.00	7.00	300 ti	6.00	4.00
50 ti	9.00	6.00	500 ti	5.00	3.50
100 ti	8.00	5.25	1000 ti	4.00	2.75
200 ti	7.00	4.50			

7. PACKAGE PLANS			
1 DAY PACKAGE			
10 ti	40.00	5 ti	30.00
WEEKLY PACKAGE			
25 ti	150.00	100 ti	540.00
50 ti	280.00	187.50	380.00

8. PROGRAM TIME RATES					
5 min.	18.00	15.00	14.00	12.00	9.00
10 min.	25.00	23.00	21.00	18.00	15.00
1/4 hr.	30.00	27.00	25.00	23.00	20.00
1/2 hr.	45.00	40.00	37.00	36.00	34.00
1 hr.	80.00	75.00	70.00	65.00	60.00

NORWICH (1 AM; 1 FM)

New London County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WICH

1946

Mort Bassett & Co., Inc.

Subscriber to the NAB Radio Code

Media Code 4 207 6800 4.00

WICH, Inc., Box 551, Norwich, Conn. 06301. Phone 293-8877-1613.

- PERSONNEL**
President—Robert M. Hall.
Vice-Pres. & Gen'l Mgr.—Richard Reed.
Program Director—Rob Craig.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1310 kc. Directional.
Operating schedule: 6 am-11:15 pm. EST.
Partial simulcast operation. Simulcast 6-10 am. For non-simulcast facilities see WICH-FM.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Connecticut State Network.

TIME RATES
No. 20 ET 8/1/68—Rec'd 8/13/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	12.00	11.00	10.00	9.50	8.00
A	10.00	9.00	8.00	7.50	7.00

7. PACKAGE PLANS					
IMPACT PLAN (1/2 AA, 1/2 A)					
PER WK:	12 ti	18 ti	24 ti	30 ti	
Ea	9.00	8.00	7.50	7.00	
20/30 sec:	80%	1-min.	ID's:	50%	1-min.

WICH-FM

1968

Media Code 4 207 8801 2.00
WICH, Inc., Box 551, Norwich, Conn. 06360. Phone 293-8877-1613.

- PERSONNEL**
President—Robert M. Hall.
Vice-Pres. & Gen'l Mgr.—Richard Reed.
Program Director—Bill Potter.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht. _____
Partial simulcast operation. Operated separately 10 am-11 pm. For simulcast facilities see WICH.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Connecticut State Network.

TIME RATES
No. 2 ET 8/1/68—Rec'd 8/13/69.

6. SPOT ANNOUNCEMENTS			
30 SECONDS			
PER DAY, MON THRU SAT:	1 ti	2 ti	3 ti
Per mo.	90	180	230

OLD SAYBROOK

Middlesex County—Map Location D-3
See SRDS Consumer Markets map and data at beginning of the State.

WLIS

1956

Media Code 4 207 7000 0.00
Long Island Sound Radio Corp., Box 368, Old Saybrook, Conn. 06870. Phone 203-888-8546.

- PERSONNEL**
President—Joseph P. Trantino.
Station Manager—W. Richard Carlson.
Commercial Manager—Carroll Bagley.
- REPRESENTATIVES**
Boston—Eckels & Queen, Inc.
New York—George T. Hopewell, Inc.
- FACILITIES**
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-Local sunset. EST.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
Contracts: 45.
Minimum order 25.00 net.
Affiliated with MBS.

TIME RATES
ET 1/1/69—Rec'd 2/25/69.

6. SPOT ANNOUNCEMENTS					
GUARANTEED AND DRIVE TIMES					
1 x	8.00	5.00	78 x	4.50	3.75
13 x	5.70	4.75	104 x	4.30	3.50
28 x	5.40	4.50	156 x	4.00	3.25
39 x	5.10	4.25	260 x	3.70	3.00
52 x	4.90	4.00			

Rates apply to all time slots adjacent to all news-casts and program segments as AM & FM Drive Times. May be accumulated to earn discount within 1 calendar year.

7. PACKAGE PLANS			
WEEKLY ROS PACKAGES (Musical segments)			
1 MINUTE			
Less than 30 spots	per wk, ea. flat.	9.00	
30 ti	88.50	70 ti	192.50
40 ti	118.00	80 ti	218.00
50 ti	142.50	90 ti	238.50
60 ti	168.00	100 ti	260.00

30 SECONDS			
Less than 40 spots	per wk, ea. flat.	2.50	
40 ti	120.00	80 ti	180.00
50 ti	120.00	90 ti	198.00
60 ti	141.00	100 ti	215.00
70 ti	161.00		
15/20 sec:	70%	1-min.	
10 sec ID's:	50%	1-min.	

8. PROGRAM TIME RATES					
1 x	53.00	32.00	21.00	16.00	11.00
26 x	50.00	30.00	20.00	15.00	10.00
52 x	47.50	28.50	19.00	14.50	9.50
104 x	45.00	27.00	18.00	13.50	9.00
260 x	42.00	25.00	17.00	13.00	8.50
312 x	39.50	24.00	16.00	12.00	8.00

10. SPECIAL FEATURES			
TALK SHOW			
1-min-30 sec, ea. flat.	25	6 days per wk.	5

PUTNAM

Windham County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WINY

1953

Subscriber to the NAB Radio Code
Media Code 4 207 7200 6.00
WINY Broadcasting Co., Inc., 237 Kennedy Drive, Putnam, Conn. 06260. Phone 203-928-2721, 2722.

- PERSONNEL**
Chairman of the Board—Herbert C. Rice.
President—Edward C. Gerbic.
General Manager—Michael J. Gerard.
- REPRESENTATIVES**
Edward C. Gerbic, 605 Park Ave., N. Y., N. Y.
- FACILITIES**
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-Local sunset daily. EST.
- AGENCY COMMISSION**
15/0 net time only; monthly.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Discounts on time rates apply to total number of broadcasts for same sponsor in 1 year under original or renewed contract.
Affiliated with MBS.
Member: French Program Group of New England, Connecticut State Network.
Sold in combination with WIII, Willimantic, Conn. See that listing for rates and details.

TIME RATES
No. 9 ET 3/1/68—Rec'd 3/4/68.

6. SPOT ANNOUNCEMENTS					
1 min.	9.00	8.40	8.00	7.80	7.20
30 sec.	7.00	6.60	6.30	5.90	5.50
20 sec or less, bulk rate	4.00				

8. PROGRAM TIME RATES					
1/4 hr.	32.00	20.00	25.00	24.50	23.00
5 min.	18.00	17.00	15.00	13.75	13.00
				12.25	11.50

STAMFORD (1 AM; 1 FM)

Fairfield County—Map Location B-4
See SRDS Consumer Markets map and data at beginning of the State.

WSTC

1941

American Entertainment Ntwk American Information Network

Subscriber to the NAB Radio Code
Media Code 4 207 7400 2.00
The Western Connecticut Broadcasting Co., Box 1393, 270 Atlantic St., Stamford, Conn. 06904. Phone 203-327-1400.

- PERSONNEL**
President—Kingsley Gillespie.
General Manager—Julian Schwartz.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
ERP 3,000 w.; 98.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. Operated separately 7-11 pm Mon thru Sat. For simulcast facilities see WSTC.
- AGENCY COMMISSION**
15/0. No commission on talent.
- GENERAL ADVERTISING** See coded regulations
See WSTC listing for coded regulations.
Affiliated with American FM Network.

TIME RATES
ET 8/1/67—Rec'd 8/1/67.

- PERSONNEL**
President—Kingsley Gillespie.
General Manager—Julian Schwartz.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight daily. EST.
Partial simulcast operation. Simulcast 6 am-7 pm & 11 am-midnight Mon thru Sat. For non-simulcast facilities see WSTC-FM.
- AGENCY COMMISSION**
15%: no cash discount. No commission on talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61c, 62a, 62b, 62d.
Cancellations: 70b, 70d, 71a, 72, 73a, 73b.
Prog. Services: 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.
Member: Connecticut State Network, Masla New York Suburban Plan.

TIME RATES
ET 6/1/68—Rec'd 8/6/66.

6. SPOT ANNOUNCEMENTS					
1 MIN:	1x	25x	52x	104x	260x
AA	18.00	17.00	16.00	15.00	14.00
A	15.00	14.00	13.00	12.00	11.00
B	10.00	9.50	9.00	8.50	8.00
30 seconds—80%	of applicable 1-minute rate.				
20 seconds—70%	of applicable 1-minute rate.				
10 seconds—50%	of applicable 1-minute rate.				

7. PACKAGE PLANS					
ROS (minimum 21 per week)					
1 MIN:	AA	A	B		
130 seconds—80%	of applicable 1-minute rate.				
20 seconds—70%	of applicable 1-minute rate.				
10 seconds—50%	of applicable 1-minute rate.				

8. PROGRAM TIME RATES					
1 HR:	1x	25x	52x	104x	260x
AA	125	119	113	107	101
A	100	95	90	85	80
B	60	57	54	51	48
1/2 hr:	60%	of hour.	10 min:	30%	of hour.
1/4 hr:	40%	of hour.	5 min:	20%	of hour.

- PARTICIPATING PROGRAMS**
Flat 1x rate applies to the following programs:
Alice Edwards Show—Sat 8-8:30 pm.
Fishing & Hunting Show—Thurs 11:15-11:30 pm.
Spot—Mon thru Fri 9:20-6:30 pm.
Foot Health—Sat 9:25 am.
Italian Melodies—Sun 1-2 pm.
Making the Most of Maturity—Tues 11:05-11:30 am.
Point of View—Tues, Wed, Thurs 1-1:25 pm.
Polka Time—Sat 10-11:25 am.
Governor, Priest & Rabbi—Sat 11:30-11:45 am.
Winch to the Sky—Thurs 8-8:30 pm.
Good Cooking—Thurs 11-11:15 am.
Old Computer—Mon thru Fri 8-10 am.
Jay Johnson Show—Mon thru Fri 3-3:55 pm.
Music In The Night—Mon thru Fri 7:30 pm-midnight.

- SATURATION PLANS (ROS within 2 hour time segments)**
CLASS AA
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti
1 wk: 9.00 8.60 8.20 7.80 7.40
13 wk: 8.50 8.20 7.80 7.40 7.00
26 wk: 8.00 7.70 7.30 6.90 6.50
52 wk: 7.80 7.40 7.00 6.60 6.20
- CLASS A**
1 wk: 7.50 7.40 7.00 6.80 6.20
13 wk: 7.40 7.00 6.60 6.20 5.80
26 wk: 7.00 6.80 6.20 5.80 5.40
52 wk: 6.80 6.20 5.80 5.40 5.00
- 30 sec: 80% of 1-min.**
Must be consecutive to earn weekly discounts.
Rateholder: Minimum 6 spots per week.

8. PROGRAM TIME RATES					
CLASS AA					
1 hr.	120	115	110	100	80
1/2 hr.	90	85	80	75	70
1/4 hr.	60	57	54	51	48
5 min.	30	28	26	24	22
CLASS A					
1 hr.	100	95	90	85	80
1/2 hr.	80	77	74	71	68
1/4 hr.	60	58	56	54	52
5 min.	30	29	28	27	26

CONNECTICUT

WSTC-FM

1941

Media Code 4 207 7401 0.00
The Western Connecticut Broadcasting Co., Box 1393, 270 Atlantic St., Stamford, Conn. 06904. Phone 203-327-1400.

STATION'S PROGRAMMING DESCRIPTION
WSTC-FM: Programmed for community interest.
11 am-4 pm, country and western music, M-F. Sat 6 am-12M country and western music, local and world news and sports. Sun 6-9 am religious music, 9 am local religious, middle-of-the-road music, news and sports. Music of Broadway and classical. Local news at :30 world news at :15. Contact Representative for further details. Rec'd 6/10/69.

- PERSONNEL**
President—Kingsley Gillespie.
General Manager—Julian Schwartz.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
ERP 3,000 w.; 98.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. Operated separately 7-11 pm Mon thru Sat. For simulcast facilities see WSTC.
- AGENCY COMMISSION**
15/0. No commission on talent.
- GENERAL ADVERTISING** See coded regulations
See WSTC listing for coded regulations.
Affiliated with American FM Network.

TIME RATES					
ET	8/1/68	Rec'd	8/1/68		
6. SPOT ANNOUNCEMENTS					
1 MINUTE OR LESS					
Ea	9.00	8.50	8.00	7.50	6.50
					6.00

TORRINGTON

Litchfield County—Map Location C-2
See SRDS Consumer Market map and data at beginning of the State.

WTOR

1947

Media Code 4 207 7600 7.00
Torrington Broadcasting Co., Box 657, 52 S. Main St., Torrington, Conn. 06790. Phone 203-489-4181.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edmund W. Waller.
Sta. & Com'l Mgr.—Alfred G. Eyre.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
New England—Kottell-Carter, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 610 kc.
Directional.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15/0: payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b

CONNECTICUT

WATERBURY (4 AM; 2 FM)

(including Naugatuck)

New Haven County—Map Location C-4.
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WATR WATER-FM

1934 WATERBURY 1961



Media Code 4 207 7800 3.00
WATR Co., Inc., 440 Meadow St., Waterbury, Conn.
06702, Phone 208-755-1121.

STATION'S PROGRAMMING DESCRIPTION
WATR: Programmed for all ages.

MUSIC: popular and middle-of-the-road format. News every half hour. Programming includes some talk programs. Emphasis on local football and basketball. Sign-on with news, music and information throughout the day. Personalities emphasis. Contact Representative for further details. Rec'd 4/1/69.

1. PERSONNEL

Executive Vice-President—B. Preston Gilmore.
Sales Manager—Frederick J. Erwin.
Program Manager—James L. Sullivan, Jr.

2. REPRESENTATIVES

Jack Mania & Co., Inc.
Boston—Kaltell—O'Dermott, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1320 kc.
Directional.

Operating schedule: 5:00 am-midnight Mon thru Sat;
8:00 am-midnight Sun, EST.

FM FACILITIES

ERP 7.00 w., 1.025 mc.
Operating schedule: 10:45 am-11:15 pm Mon thru
Fri; 4:00-11:00 pm Sat; 2:00-11:00 pm Sun, EST.
Antenna ht.: 80 ft. above average terrain.

4. AGENCY COMMISSION

15% net time only; weekly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 25a, 26,
27, 28a, 28c, 29a, 30c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49,
50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g,
60h, 61a, 62a, 62b.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

Affiliated with American Information Network.

Member: Connecticut State Network, French Program
Group of New England.

Participations available—15 minutes—2-minute head-
line news—1-minute announcements.

Time Rates
ER 3/1/69—Rec'd 1/17/69.

A—5 am-8 am B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A

1x 26x 52x 104x 156x 260x

1 min. 16.00 15.00 14.00 13.00 12.00 11.00

30 sec. 12.80 12.00 11.20 10.40 9.60 8.80

CLASS B

1 min. 9.00 8.50 8.00 7.50 7.00 6.50

30 sec. 7.20 6.80 6.40 6.00 5.60 5.20

7. PACKAGE PLANS

VOLUME PLANS—ROS

1 MINUTE

6 ti 12 ti 24 ti 30 ti 40 ti

1 wk. 12.00 10.00 8.50 8.00 7.50 7.00

13 wk. 11.00 9.00 8.50 8.00 7.50 7.00

26 wk. 10.00 8.50 8.00 7.50 7.00 6.50

52 wk. 9.00 7.50 7.00 6.50 6.00 5.50

30 SECONDS

1 wk. 9.00 8.00 7.20 6.80 6.40 6.00

13 wk. 8.50 7.20 6.80 6.40 6.00 5.60

26 wk. 8.00 6.80 6.40 6.00 5.60 5.20

52 wk. 7.20 6.00 5.60 5.20 4.80 4.40

8. PROGRAM TIME RATES

1x 26x 52x 104x 156x 260x

1 hr. 80.00 76.00 70.00 66.00 64.00 60.00

1/2 hr. 40.00 37.50 35.00 32.50 30.00 27.50

1/4 hr. 20.00 18.75 17.50 16.25 15.00 13.75

5 min: 40% of hour. 10 min: 30% of hour.

1/4 hr: 40% of hour. 5 min: 25% of hour.

WOW

1961 NAUGATUCK



Media Code 4 207 8200 5.00
Naugatuck Valley Service, Inc., Red Carpet Rd.,
Studios: Naugatuck, Seymour and Prospect, Conn.

STATION'S PROGRAMMING DESCRIPTION
WOW: Programmed for adults.

MUSIC: light semi-classic. NEWS: emphasis on local
news. Contact Representative for further details.
Rec'd 7/10/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—John T. Parsons.
Commercial Manager—Rebecca Ginn.
Program Director—Bud Drawbridge.

2. REPRESENTATIVES

N. Y., Chicago, San Francisco—Frederick W. Smith.
Boston—New England Spot Sales, Inc.

3. FACILITIES

250 w. days; 860 kc. Directional.
Operating schedule: 6:00 am-12:00 pm EST.

4. AGENCY COMMISSION 15% on time only.

GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 14b, 15c.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 24a, 24c, 25a,
26, 28a, 29b, 32a.

Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 50,
51a.

Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 77.

TIME RATES

No. 2 ER 7/1/68—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS

PER WK: 1x 26x 52x 104x 156x 260x

1 min. 7.00 6.50 6.00 5.40 4.80 4.50

30 sec. 5.00 4.50 4.20 3.80 3.20 3.00

7. PACKAGE PLANS

PER WK: 20 ti 30 ti 40 ti

1 min. 85 115 145

30 sec or less 60 85 96

8. PROGRAM TIME RATES

5 min. 10.00 9.00 8.00 7.50 7.00 6.25

10 min. 15.00 13.25 12.00 11.00 10.00 9.50

1/4 hr. 21.00 20.00 17.50 16.00 15.00 13.50

1/2 hr. 32.50 28.50 25.00 24.00 22.00 21.00

1 hr. 50.00 45.00 40.00 38.00 36.00 33.00

WTBY

1934



A Trend Station

Subscriber to the NAB Radio Code

Media Code 4 207 8300 3.00
Trend Broadcasting, Inc., Box 190, Waterbury, Conn.
06702, Phone 207-753-1125

STATION'S PROGRAMMING DESCRIPTION
WTBY: Programmed for 18-49 age group including
young adults, college students and young attitude
listeners.

MUSIC: 90% current hits and past hits. NEWS:
network news—10:30 for 8 min. Local news at 8:05
am, 12:05 pm & 6:05 pm. Features: network features
at :20 before hour for 4 min. 24 hour constant music
format. Contact Representative for further details.
Rec'd 5/14/69.

1. PERSONNEL

President—Lowell W. Paxson.
General Manager—Richard R. Ferry.
Program Director—Spence Allen.

2. REPRESENTATIVES

Vic Plano Associates, Inc.
Boston—Bill Creed Associates, Inc.
Phila., Pitts.—Dome-Messervy Co., Inc.
Dallas—Mario Messina Company.

Atlanta, Memphis—C. K. Beaver & Associates, Inc.
Kansas City, St. Louis—Eugene F. Gray Co.
Denver—Bob M. Isaacs, Inc.

Omaha—Soderlund Company.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES

5,000 w.; 1590 kc. Directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION 15% time only.

5. GENERAL ADVERTISING See coded regulation

General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb. Cont. Discounts: 60a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

All rates quoted are dollar cost per unit unless other-
wise specified.

5-minute programs—1:40 minutes commercial limit.
Affiliated with CBS.

TIME RATES

ER 5/1/69—Rec'd 4/28/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.

AB—Mon thru Sat 10 am-3 pm; Mon thru Sun 7 pm-
midnight; 8 am-11:30 am.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

CLASS AA

PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti 40 ti

1 min. 15.00 13.00 12.00 11.00 10.00 9.00

30 sec. 10.00 9.00 8.00 7.50 7.00 6.50

10 sec. 7.50 6.50 6.00 5.50 5.00 4.50

CLASS A

1 min. 14.00 12.00 11.00 10.00 9.00 8.00

30 sec. 10.50 9.00 8.25 7.50 6.75 6.00

10 sec. 7.00 6.00 5.50 5.00 4.50 4.00

1-minute, 30-seconds, 10-seconds may be combined
for maximum frequency.

CONSECUTIVE WEEK DISCOUNT

Incentive Discount: minimum wkly, news or spots 100.
26 wk—5% 52 wk—10%

7. PACKAGE PLANS

TOTAL MARKET SATURATION PLAN

Mon thru Fri 30 1-minute spots (10 ti 5-9 am, 5 ti
9 am-noon, 5 ti noon-4 pm, 10 ti 4-7 pm) per wk
ea 7.50

*ROS PACKAGE PLAN

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti

1 min. 11.00 10.00 9.00 8.00 7.00 6.00

30 sec. 8.25 7.50 6.75 6.00 5.25 4.50

10 sec. 5.50 5.00 4.50 4.00 3.50 3.00

(* All spots staggered within time periods.

Minutes, 30 seconds, 10 seconds may be combined for
maximum frequency.

8. PROGRAM TIME RATES

1x 26x 52x 104x 156x 260x

1 hr. 100.00 95.00 90.00 85.00 80.00 75.00

1/2 hr. 75.00 70.00 65.00 60.00 55.00 50.00

1/4 hr. 50.00 47.50 45.00 42.50 40.00 37.50

10 min. 33.00 31.00 29.00 27.00 25.00 23.00

5 min. 25.00 23.75 22.50 21.25 20.00 18.75

9. PARTICIPATING PROGRAMS

FOREIGN LANGUAGE PROGRAMS

1 min, flat. 10 30 sec, flat. 7

Lithuanian Program—Sat 6:15-7 pm

Melodies of Portugal—Sun 10:15-11 am

Italian Festival—Sun 11:30-1:30 pm

NEGO PROGRAMMING

1 min, flat. 10 30 sec, flat. 7

Soul Session—Mon thru Sun midnight-1:30 am

Sam McKnight Show—Sun 9 pm-midnight

General 1 Time—Sun 7:30-9:30 am

10. SPECIAL FEATURES

LOCAL & NETWORK NEWSCASTS

MON THRU FRI: 65 ti 130 ti 260 ti

10 min. 28.00 26.00 23.00

5 min. 22.00 20.50 19.00

CONSECUTIVE WEEK DISCOUNT

Incentive Discount: minimum wkly, news or spots 100.
26 wk—5% 52 wk—10%

WWCO

1946 WATERBURY



A Merv Griffin Station

Media Code 4 207 8400 1.00
WWCO, a division of January Enterprises, Inc., 65
Bank St., Waterbury, Conn. 06702, Phone 203-764-
5141.

STATION'S PROGRAMMING DESCRIPTION
WWCO: Programmed for young adults.

MUSIC: modern country and western. NEWS: 5 min
every half hour. Sports, traffic and state weather
reports. Live on location shows. Contact Representative
for further details. Rec'd 5/22/68.

1. PERSONNEL

President—Merv Griffin.
Vice-President—Herb Bloomberg.
Executive Manager—Robert C. Ardrey.

2. REPRESENTATIVES

Mr. Garren-Guild—PGW Radio, Inc.
ERP 20,000 w.; 104.1 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 451 ft. above average terrain.

4. AGENCY COMMISSION

None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations

See WWCO listing for coded regulations.
Affiliated with American Entertainment Network

STATION'S PROGRAMMING DESCRIPTION

WWCO: Programmed for young adults.

MUSIC: modern country and western. NEWS: 5 min
every half hour. Sports, traffic and state weather
reports. Live on location shows. Contact Representative
for further details. Rec'd 5/22/68.

1. PERSONNEL

President—Merv Griffin.
Vice-President—Herb Bloomberg.
Executive Manager—Robert C. Ardrey.

2. REPRESENTATIVES

Mr. Garren-Guild—PGW Radio, Inc.
New England—Harold H. Segal & Company.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily, except off the
air 12:01-5:00 am Mon, EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.

Affiliated with American Contemporary Network.

TIME RATES

ER 11/1/67—Rec'd 10/27/67.

AA—Mon thru Fri 6-9 am & 4-7 pm.

A—All other times.

7. PACKAGE PLANS

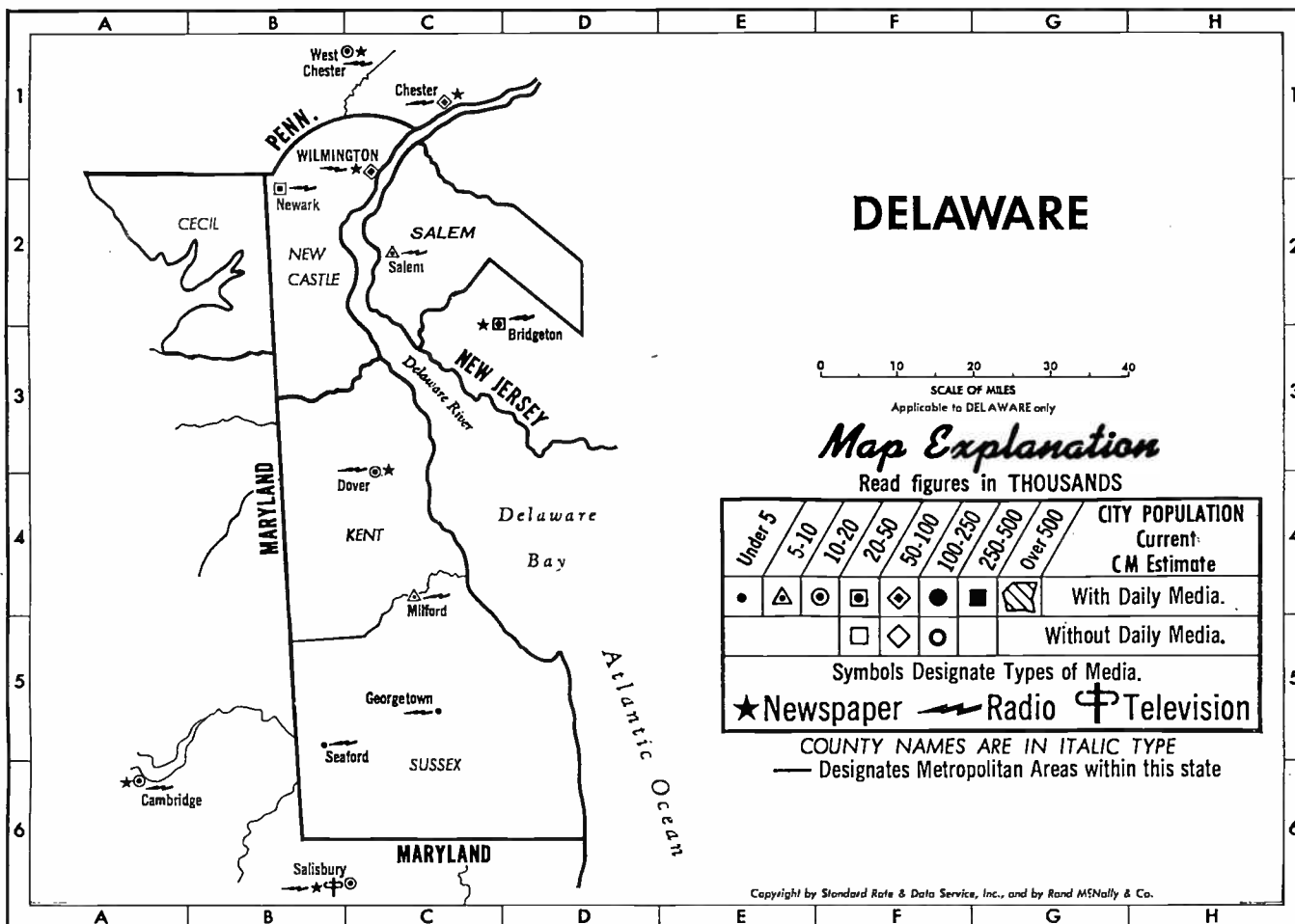
CLASS AA

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)
 STATE TOTAL..... 75,800 Wilmington 64,300
 METRO AREAS Total Metros..... 64,300



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.
 Dover—Kent Wilmington—New Castle

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales— Per Household (\$000)	Retail Sales—1968 By Selected Store Types							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			Per Household (\$000)	% to 4999	% to 7999	% to 9999	% to 14999 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
DELAWARE STATE TOTALS	539.3	155.45	1,689,133	10,866	18.2	27.9	17.0	16.1	13.1	1,082,663	6,965	234,340	34,398	194,745	59,410	67,964	210,581	81,408	237.04	21.8	140,929
KENT C-4†	84.7	23.35	201,998	8,651	23.9	29.1	14.1	12.8	7.4	152,487	6,530	28,641	3,550	19,394	7,039	7,836	46,878	9,445	45.09	6.5	28,266
Dover	16.9	5.27	25,420	4,824	74,071	14,055	14,978	2,464	13,062	4,264	4,848	19,911	4,076								
NEW CASTLE B-2	373.8	107.90	1,288,613	11,943	15.5	28.1	18.0	17.8	15.6	781,712	7,249	170,776	27,439	167,446	42,845	53,650	141,078	60,420	158.80	3.6	16,787
Wilmington	87.7	27.97	415,321	14,849	269,337	9,629	39,741	9,526	46,400	23,549	28,310	69,149	10,755								
Wilmington Metro Area	497.6	141.77	1,618,140	11,414	15.4	27.0	17.9	19.0	15.6	946,716	6,678	206,595	30,548	174,267	47,410	60,656	182,533	76,845	208.12		
SUSSEX C-5	80.8	24.20	198,522	8,203	148,464	6,135	34,923	3,409	7,905	9,526	6,478	22,625	11,543						33.15	11.7	95,876

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

DELAWARE

DELAWARE

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

DOVER (2 AM; 1 FM)

Kent County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WDOV
1948

Mutual Network

Media Code 4 208 0500 4.00
Dover Broadcasting Co., P. O. Drawer "B," Denny Rd. and Du Pont Hwy., Dover, Del. 19901. Phone 302-734-5816.

- 1. PERSONNEL**
President—Henry Rau.
Vice-Pres. & Gen'l Mgr.—Allen Hedgecock.
Vice-President—Lloyd S. Smith.
- 2. REPRESENTATIVES**
New York, Chicago, Los Angeles, San Francisco—
UBC Sales.
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervoy Co., Inc.
Atlanta—David Carpenter Company.

- 3. FACILITIES**
5,000 w.; 1410 kc.
Non-directional, days; directional, nights.
Operating schedule: 6:00 am-midnight, EST.

- 4. AGENCY COMMISSION**
15% on net time; no cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with MBS Radio Network.

TIME RATES
Rates effective May 1, 1965. (Card No. 4.)
Card received May 24, 1965.

- 6. SPOT ANNOUNCEMENTS**
- | | | | |
|-------|--------------|--------------|--------------|
| 1 ti | 1 min 30 sec | 1 min 30 sec | 1 min 30 sec |
| 13 ti | 10.80 | 7.10 | 158 ti |
| 26 ti | 9.70 | 6.85 | 200 ti |
| 52 ti | 0.10 | 6.50 | 312 ti |

- 8. PROGRAM TIME RATES**
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| 1 hr | 72.00 | 68.40 | 64.80 | 61.20 | 57.60 | 54.00 |
| 1/2 hr | 43.20 | 41.00 | 39.00 | 36.80 | 34.55 | 32.40 |
| 1/4 hr | 28.80 | 27.35 | 25.90 | 24.50 | 23.00 | 21.60 |
| 5 min | 14.40 | 13.70 | 12.95 | 12.25 | 11.50 | 10.80 |

WDOV-FM

Media Code 4 208 0501 2.00
Dover Broadcasting Co., Drawer B, Denny Rd.,
Dover, Del. 19901. Phone 302-734-5816.

- 1. PERSONNEL**
President—Henry Rau.
Vice-Pres. & Gen'l Mgr.—Allen Hedgecock.
Assistant Manager—Hugh Delaney.
- 2. REPRESENTATIVES**
New York, Chicago—UBC Sales.
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervoy Co., Inc.
Atlanta—David Carpenter Company.
- 3. FACILITIES**
EHP 10,000 w.; 94.7 mc.
Operating schedule: 6:00 am-midnight, EST.
Antenna ht.: 400 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with MBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1961. (Card No. 1.)
Card received June 14, 1961.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|------------|-------|-------|--------|--------|
| 1 ti | 13 ti | 52 ti | 156 ti | 364 ti |
| 1 minute | 2.50 | 2.00 | 1.75 | 1.40 |
| 30 seconds | 2.00 | 1.60 | 1.40 | 1.15 |
- 7. PACKAGE PLANS**
- | | | | | |
|-----------|--------|---------|----------|---------|
| Per week: | 1 min. | 30 sec. | 1 min. | 30 sec. |
| 7 times | 14.00 | 11.00 | 21 times | 29.00 |
| 14 times | 22.00 | 17.00 | 28 times | 35.00 |
- 8. PROGRAM TIME RATES**
- | | | | | |
|-----------|-------|-------|-------|-------|
| 1 hr | 25.00 | 23.00 | 21.50 | 20.00 |
| 1/2 hr | 15.00 | 14.00 | 13.00 | 12.00 |
| 5 minutes | 4.50 | 4.00 | 3.75 | 3.25 |

WKEN

1957
Media Code 4 208 1000 4.00
Capitol Broadcasting Corp., Box 553, Dover, Del.
19001. Phone 302-674-1234.

- 1. PERSONNEL**
General Manager—Tom Dutton.
Commercial Manager—J. H. Stayton.
- 3. FACILITIES**
500 w. days, 1,000 w. nights; 1000 kc.
Non-directional—days, directional—nights.
Operating schedule: 6 am-midnight, EST.
- 4. AGENCY COMMISSION**
None; all rates net to station. 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21b, 21d, 23a, 24a, 26, 28b, 28c,
20b, 33d.
Contracts: 40a, 44a, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 7 ET 12/1/68—Rec'd 10/21/68.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|------|------|------|------|
| 1x | 13x | 26x | 52x | 104x | 260x |
| 1 min | 11.50 | 0.20 | 8.25 | 7.35 | 0.90 |
| 30 sec | 8.60 | 6.50 | 6.20 | 5.50 | 6.10 |
- Fixed positions may be bought in 1-minute rates only.
- 7. PACKAGE PLANS**
- | | | | | | |
|--------------|------|-------|-------|-------|-------|
| PER WK. ROS: | 6 ti | 12 ti | 18 ti | 36 ti | 60 ti |
| 1 min | 4.60 | 3.85 | 3.45 | 2.95 | 2.50 |
| 30 sec/less | 3.45 | 2.95 | 2.75 | 2.50 | 2.30 |
- Weekly schedule provided 48 hours in advance.

- 8. PROGRAM TIME RATES**
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| 1 hr | 57.50 | 46.00 | 41.40 | 36.80 | 34.50 | 28.00 |
| 1/2 hr | 34.50 | 27.60 | 24.80 | 22.00 | 20.70 | 17.25 |
| 1/4 hr | 23.00 | 18.40 | 16.50 | 14.70 | 13.80 | 11.50 |
| 10 min | 20.10 | 16.10 | 14.40 | 12.80 | 12.00 | 8.90 |
| 5 min | 14.30 | 11.60 | 10.35 | 9.20 | 8.60 | 7.15 |

- 9. PARTICIPATING PROGRAMS**
Speak Your Piece—Mon thru Fri 12:15-1:30 pm, 5
10-min programs per wk, flat 54.00 (minimum 4
wks).
Going and Coming—Mon thru Fri, 2 spots per day
(1 am, 1 pm), flat ea 9.20. Mon thru Fri 4 spots per
day (2 am, 2 pm), flat ea 8.00.

- 10. SPECIAL FEATURES**
NEWS/STOCKS/WEATHER/SPORTS
PER WK. FLAT: 4 ti 12 ti 18 ti
5 min 42 66 88
1/4 hr, noon-12:15 pm, 5:45-6 pm, 6 ti, flat 68.00.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 28 wk—10% 52 wk—20%
Applied in advance, subject to short rate.

GEORGETOWN

Sussex County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WJWL

1951
Media Code 4 208 1500 3.00
Scott Broadcasting, Du Pont Hwy., Georgetown, Del.
19947. Phone 856-2567.

- 1. PERSONNEL**
General Manager—Edward Marzosa.
- 2. REPRESENTATIVES**
New York—Direc.
Chicago—Walton Broadcasting Sales Corporation.
- 3. FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset, EST.
- 4. AGENCY COMMISSION**
15% on net time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 73a.

- TIME RATES
Rates effective April 1, 1961. (Card No. N.)
Card received March 28, 1962.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | |
|-----------|--------|--------|-------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min | 1 min |
| 1 time | 100.00 | 60.00 | 35.00 | 20.00 |
| 13 times | 90.00 | 55.00 | 35.00 | 18.00 |
| 26 times | 80.00 | 50.00 | 32.00 | 17.00 |
| 52 times | 75.00 | 47.00 | 30.00 | 15.00 |
| 156 times | 70.00 | 40.00 | 28.00 | 14.00 |
| 280 times | 65.00 | 37.00 | 25.00 | 12.75 |
| 312 times | 60.00 | 30.00 | 23.00 | 11.00 |

- 7. PACKAGE PLANS**
- | | | |
|-------------------|--------------|--------------|
| 1-minute | Each Per wk. | Each Per wk. |
| 12 times | 7.50 | 90.00 |
| 18 times | 7.00 | 128.00 |
| 20 or 30 seconds: | | |
| 12 times | 6.60 | 67.20 |
| 18 times | 6.25 | 94.50 |
| 10-seconds: | | |
| 24 times | 3.75 | 90.00 |
| 36 times | 3.50 | 126.00 |
- 10-second announcements—50% applicable station 1-minute rate, may not be combined with other announcements for purposes of establishing frequency discounts.

MILFORD

Sussex County-Kent County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WTHD

1953
Media Code 4 208 1550 8.00
Broadcasters, Inc., Box 324, Milford, Del. 19983.
Phone 302-422-7575.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Thomas H. Draper.
Vice-President—Sid Shaw.
- 3. FACILITIES**
500 w.; 930 kc. Directional.
Operating schedule: 6 am-local sunset, EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21c, 22b, 24b, 28c.
Contracts: 61a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f.
Cancellation: 70a.

- TIME RATES
No. 2 ET 7/15/69—Rec'd 7/9/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | |
|-------|--------|--------|
| 1 min | 30 sec | 10 sec |
| 1 x | 7.50 | 6.00 |
| 500 x | 6.00 | 3.00 |

- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr | 75.00 | 68.00 | 65.00 | 60.00 | 55.00 | 50.00 | 45.00 |
| 1/2 hr | 45.00 | 43.00 | 41.00 | 39.00 | 37.00 | 35.00 | 33.00 |
| 1/4 hr | 25.00 | 23.00 | 21.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| 10 min | 20.00 | 17.00 | 15.50 | 14.00 | 12.00 | 11.00 | 10.00 |
| 5 min | 10.00 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |

NEWARK

New Castle County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WNRK

1964
Subscriber to the NAB Radio Code
Media Code 4 208 2000 3.00
Radio Newark, Inc., Box 425, Walther Rd. & Old
Baltimore Pike, Newark, Del. 19711. Phone 302-
737-5200.
Other office: 1217 King St., Wilmington, Del. Phone
302-656-7779.

American Contemporary Ntwk

STATION'S PROGRAMMING DESCRIPTION
WNRK: Programmed for young adults and adults.
MUSIC 70%: current hits handled by 3 air person-
alities. NEWS: emphasis on local news. Network
news at :55. Local summaries on hour. SPORTS:
7:30 am, 5:30 pm, handled by 4 man staff employ-
ing 1 mobile unit. Telephone talk show 9-9:55 am
M-F. Swap shop 2-2:55 pm, M-F. School news
3:30 pm, M-Sat. University news 12:10 pm M-Sat.
Stock market report 5:25 pm M-F. Live sports: high
school and professional football, little league base-
ball. Air personalities and mobile unit available for
remote broadcasts. Contact Representative for further
details. Rec'd 6/4/69.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—William S. Cook.
Sales Manager—Robert D. Butler.
Production Manager—Dan Casey.
- 2. REPRESENTATIVES**
Burn-Smith Company, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervoy Co., Inc.
Boston—Harold H. Segal & Company.
- 3. FACILITIES**
500 w. days; 1260 kc. Directional.
Operating schedule: 6 am-local sunset, EST.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

- TIME RATES
ET — Rec'd 11/20/67.
- 7. PACKAGE PLANS**
- | | | | | | | |
|----------|-------|-------|-------|-------|-------|-------|
| 1 MINUTE | 1 ti | 5 ti | 10 ti | 20 ti | 30 ti | 40 ti |
| 1 wk | 12.00 | 10.50 | 10.00 | 9.50 | 9.00 | 8.50 |
| 13 wk | 11.50 | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| 26 wk | 11.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 52 wk | 9.50 | 8.00 | 8.50 | 8.00 | 7.50 | 7.00 |
- 30 sec: 80% of 1-min.
10 sec: flat, 4.00.
1-min and 30 sec spots may be combined to earn frequency discount.
10 sec spots may not be combined with 1-min and 30 sec spots to earn frequency discount.

- 8. PROGRAM TIME RATES**
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| 1 hr | 70.00 | 65.50 | 64.75 | 63.00 | 61.25 | 59.50 |
| 1/2 hr | 42.00 | 40.00 | 39.00 | 37.50 | 36.00 | 34.50 |
| 1/4 hr | 28.00 | 26.75 | 26.00 | 25.00 | 24.00 | 23.00 |
| 10 min | 21.00 | 20.00 | 19.50 | 18.50 | 17.50 | 16.50 |
| 5 min | 14.00 | 13.25 | 13.00 | 12.50 | 11.25 | 10.50 |

- TIME RATES
ET 11/15/68—Rec'd 11/23/68.
Daytime—Mon thru Sun 8-9 am & 3-7 pm.
Nighttime—Mon thru Sun all other times.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|----|-----|------|------|------|
| DAYTIME | 1x | 52x | 156x | 260x | 500x |
| 1 min | 18 | 17 | 16 | 15 | 14 |
- NIGHTTIME
- | | | | | | |
|-------|----|-----|------|------|------|
| 1 min | 1x | 52x | 156x | 260x | 500x |
| 1 min | 14 | 13 | 12 | 11 | 10 |
- Fixed position: less than 12 per wk, flat ea 18
30 sec: 80% of 1 min. 10 sec: 50% of 1 min.
(This listing continued on next page)

8. PROGRAM TIME RATES
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| 1 hr | 70.00 | 65.50 | 64.75 | 63.00 | 61.25 | 59.50 |
| 1/2 hr | 42.00 | 40.00 | 39.00 | 37.50 | 36.00 | 34.50 |
| 1/4 hr | 28.00 | 26.75 | 26.00 | 25.00 | 24.00 | 23.00 |
| 10 min | 21.00 | 20.00 | 19.50 | 18.50 | 17.50 | 16.50 |
| 5 min | 14.00 | 13.25 | 13.00 | 12.50 | 11.25 | 10.50 |

SEAFORD

Sussex County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WSUX

1955
Media Code 4 208 2500 2.00
Elizabeth and W. Courtney Evans dba Sussex Broad-
casting Co., Box 689, Hwy. 13, Seaford, Del.
19973. Phone 302-628-7934.

- 1. PERSONNEL**
General Manager—Elizabeth Evans (Mrs.).
- 3. FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise to local sunset, EST.
- 4. AGENCY COMMISSION**
15/0 net time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

- TIME RATES
Rates received January 19, 1956.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | | |
|-----------|-------|-------|-------|-------|-------|
| 1 time | 1/2 | 1/4 | 10 | 5 | 1 |
| hr. | hr. | hr. | min. | min. | min. |
| 13 times | 53.50 | 33.50 | 23.50 | 16.50 | 13.50 |
| 26 times | 53.00 | 33.00 | 23.00 | 16.00 | 13.00 |
| 52 times | 51.50 | 31.50 | 22.50 | 15.50 | 12.50 |
| 104 times | 51.00 | 31.00 | 22.00 | 14.00 | 12.00 |
| 156 times | 48.50 | 29.50 | 21.50 | 13.00 | 10.00 |
| 260 times | 46.00 | 27.00 | 18.00 | 11.00 | 9.00 |
| 312 times | 45.00 | 26.00 | 17.00 | 9.00 | 7.00 |
- (*) Station break.

WILMINGTON

New Castle County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WAMS

1947
Media Code 4 208 3000 2.00
Rollins Broadcasting Co., Inc., Box 3677, Wilming-
ton, Del. 19807. Phone 302-654-8881.

- STATION'S PROGRAMMING DESCRIPTION
WAMS: Programmed for adults, young adults and
teens.
All PERSONALITIES handle all segments. MUSIC
80%: current hits and trend music. NEWS 15%:
5 min at :55 and headlines at :30, national, inter-
national, local area and community news. 5 min
sports report during am and pm drive times. 3 man
news department, 1 mobile unit, 5 min public affairs
program 3 times a day. School of the week feature
5 times a day. Sun: 6 hours religious programming,
90 min public affairs. Personalities available for re-
mote broadcasts, store openings, etc. Contact Repre-
sentative for further details. Rec'd 12/1/67.

- 1. PERSONNEL**
President—O. Wayne Rollins.
General Manager—

7. PACKAGE PLANS

Wkly Packages	DAYTIME				
	12-11	18-11	24-11	30-11	36-11
	15	15	14	13	12

Wkly Packages	NIGHTTIME				
	12	11	10	9	8
	30 sec: 80% of 1 min.	10 sec: 50% of 1 min.			

8. PROGRAM TIME RATES
5 minutes—1-1/2x the frequency discounted minute rate.

WDEL

1922

NBC Radio Network



A Steinman Station
Subscriber to the NAB Radio Code

Media Code 4 208 3500 1.00
Delmarva Broadcasting Co., 2727 Shipley Rd., Wilmington, Del. 19803. Phone 302-478-2700.

STATION'S PROGRAMMING DESCRIPTION
WDEL: Programmed for young adults 18-49 years old.

MUSIC: popular selected from current best selling singles and albums. NEWS: 5 min on hour network. Local every half hour. Extended summaries 8 am, 12:15 pm & 11 pm, information 90, 5-6:30 pm. 4 man news staff plus stringers. SPORTS: 2 reports per hour in am and pm drivetime. Live major league football and baseball, local live football and basketball. Business news and stock market reports 8:10 am & 5:50 pm. Telephone talk 6:30-8 pm, M-F. Contact Representative for further details. Rec'd 6/23/69.

1. PERSONNEL
Station Executive—Clair R. McCollough.
Station Manager—Harvey C. Smith.
National Sales Representative—E. Eugene Peters.

2. REPRESENTATIVES
Meeker Radio, Inc.
Steinman Radio Stations: See Rep & S/O pages.

3. FACILITIES
6,000 w., 1150 kc. Directional.
Operating schedule: 5-11 am. EST.

4. AGENCY COMMISSION
15/0 time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSTW (FM).
Affiliated with NBC.

TIME RATES
Est 7/1/68—Rec'd 5/29/68.

AA—Mon thru Sat 8:30-10 am.
A—Mon thru Sat 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti

AA	22	21	20	19	18
A	19	18	17	16	15
B	17	16	15	14	13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
1-MINUTE BULK RATES

PER YR:	250x	500x	1000x	2000x
AA	21	18	16	14
A	18	16	14	12
B	16	14	12	10

8. PROGRAM TIME RATES
1/2 hr. 72.00 68.50 65.00 61.75 58.75 55.25 52.50
1/4 hr. 48.00 45.50 43.25 41.00 39.00 37.25 35.50
5 min. 30.00 28.00 26.00 24.00 22.00 21.00 19.50

Programs to be used within 12 month period to earn discounts.

WDEL-FM

NOTE: The call letters of this station have been changed to:

WSTW (FM)

WILM

1922



Media Code 4 208 4000 1.00
Delaware Broadcasting Co., 920 King St., Wilmington, Del. 19801. Phone 302-654-7771.

1. PERSONNEL
General Manager—Ewing B. Hawkins.
Sales Director—Ewing B. Hawkins.
Program Director—Ray Freeman.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 24a, 24c, 25a, 33a.

Contracts: 40a, 41, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60e, 60f, 61a, 61b, 62c.

Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Est 11/1/66—Rec'd 1/11/67.

6. SPOT ANNOUNCEMENTS
PER WK: 1 wk 4 wk 13 wk 26 wk 52 wk

3 ti	10.00	9.50	9.00	8.50	8.00
5 ti	9.50	9.00	8.50	8.00	7.50
7 ti	9.00	8.50	8.00	7.50	7.00
10 ti	8.50	8.00	7.50	7.00	6.50
14 ti	8.00	7.50	7.00	6.50	6.00

30 sec (60 wds): 80% of discounted 1-min.
10 sec (15 wds): 60% of discounted 1-min.

8. PROGRAM TIME RATES
5 min: 1-1/2 ti frequency discounted 1-min.

9. PARTICIPATING PROGRAMS
It's Your Nickel: 1 wk 4 wk 13 wk 26 wk 52 wk

Full part.	130	120	113	103	96
1/2 part.	80	75	68	64	58
Bob Kelley Sports:					
6 per wk	120	113	103	96	86
3 per wk	75	68	64	58	52

10. SPECIAL FEATURES
NEWSCASTS
PER WK: 1 wk 4 wk 13 wk 26 wk 52 wk

3 ti	60	56	52	47	43
6 ti	100	93	86	79	72
12 ti	180	168	156	144	130

MBS NEWS
Rotation: 100 90 80 70 60

WJBR (FM)

1957



Media Code 4 208 4500 0.00
Reynolds Broadcasting Co., 2617 Ebright Road, Wilmington, Del. 19803. Phone 302-475-4000.

STATION'S PROGRAMMING DESCRIPTION
WJBR(FM): Programmed for adults.

MUSIC: instrumental popular standards with some film and showtunes, plus 1 vocal group or chorus per hour. NEWS: broadcast every 2 hours, and consists of 5 min and 1 min reports with emphasis on national and international news, plus important local and regional news. Special weather reports made 5 times daily. COMMERCIAL POLICY: double spot at :15, :30 & :45. Single spot before commercial news on hour. Contact Representative for further details. Rec'd 3/28/68.

1. PERSONNEL
Gen'l & Sales Mgr.—John B. Reynolds.
Sta. Mgr. & Prog. Dir.—John B. Reynolds, Jr.
Program Manager—Ed Hunt.

2. REPRESENTATIVES
Jack Maala & Co., Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.
Stereo.
Operating schedule: 24 hrs. daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28b, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a.

TIME RATES
Est 3/2/67.

6. SPOT ANNOUNCEMENTS
1x 13x 52x 104x 156x 260x 520x 1040x

1 min	25	24	23	21	19	18	16	15
-------	----	----	----	----	----	----	----	----

7. PACKAGE PLANS
PER WK, EA: 6 ti 12 ti 18 ti

1 min	23	18	15
-------	----	----	----

30 sec: 80% of 1-min rate.
Package Plans cannot be combined for frequency discounts.

WNRK

NEWARK

City of license, Newark, Delaware.
Wilmington—1010 Washington St., Wilmington, Delaware. Phone 302-654-2894.
See listing under Newark, Delaware.

WSER

ELKTON, MD.

City of license Elkton, Md.
Considered by the American Entertainment Network as their Wilmington, Del. outlet.
See listing under Elkton, Md.

WSTW (FM)

(formerly WDEL-FM)

1949

A Steinman Owned Station
Subscriber to the NAB Radio Code

Media Code 4 208 4700 6.00
Delmarva Broadcasting Co., 2727 Shipley Rd., Wilmington, Del. 19803. Phone 302-478-2700.

1. PERSONNEL
Station Executive—Clair R. McCollough.
Station Manager—Harvey C. Smith.
National Sales Representative—E. Eugene Peters.

2. REPRESENTATIVES
The Meeker Company, Inc.
Steinman Radio Stations: See Rep & S/O pages.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.7 mc.
Stereo.
Operating schedule: 5-1:05 am daily. EST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 20th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WDEL.

TIME RATES
Est 11/1/66—Rec'd 10/7/66.

6. SPOT ANNOUNCEMENTS
1-MINUTE AND 30-SECOND ANNOUNCEMENTS

PER WK:	10 or	10 or	10 or
1-12 wk:	1 ti	5 ti	more ti
ea	10.00	9.00	8.00
13-25 wk:	10.00	45.00	80.00
ea	9.50	8.50	7.60
26-51 wk:	9.50	43.50	76.00
ea	9.00	8.00	7.20
52 wk:	9.00	40.00	72.00
ea	8.50	7.60	6.85
tot	8.50	38.00	68.50

DELAWARE

8. PROGRAM TIME RATES

1 ti	71.00	65.00	61.00	57.00	53.00	49.00	45.00	41.00
2 ti	63.00	58.00	54.00	50.00	46.00	42.00	38.00	34.00
3 ti	59.50	55.50	51.50	47.50	43.50	39.50	35.50	31.50
4 or more	56.00	52.00	48.00	44.00	40.00	36.00	32.00	28.00

*1 hr 1/2 hr 5 min
(*) 1 hour or 55 minutes.
(†) 1/2 hour or 25 minutes.

WTUX

1947

Media Code 4 208 5000 0.00
Port Frere Broadcasting Co., Inc., 1400 Market St., Wilmington, Del. 19899. Phone 302-655-8821.

STATION'S PROGRAMMING DESCRIPTION
WTUX: Programmed for adults and young adults.

MUSIC: Instrumental film music, showtunes, standards, and middle-of-the-road. Limited chorus and small vocal groups. NEWS: 5 min news on hour, 1 min headlines on half hour. 10 min news 6:55 pm, 15 min noon news. Weather every half hour. 3 full weather reports, including marine and 5 day outlook, daily. 5 min sport program in both am and pm drive time. Beeper news from federal, state, county, and city. Weekly shopping tips. FBI program, state development program, community bulletin board, school report, news notes, agriculture report, salute to servicemen. Contact Representative for further details. Rec'd 1/31/68.

1. PERSONNEL
President—Gordon K. MacIntosh.
Vice-President—William S. Ewing.
Program Director—Charles H. Collins.

2. REPRESENTATIVES
Savill/Gates, Inc.

3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 5:30 am to local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 26, 27, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62a, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective March 15, 1947. (Card No. 1.)
Rev. (Sat. Pkg. Plan) rec'd May 25, 1964.

6. SPOT ANNOUNCEMENTS 1 min 30 sec ID

1 ti	10.00	7.50	5.00
2 ti	9.50	7.10	4.75
3 ti	9.00	6.75	4.50
4 ti	8.50	6.40	4.25
5 ti	8.00	6.00	4.00
6 ti	7.50	5.60	3.75
7 ti	7.00	5.25	3.50

7. PACKAGE PLANS
SATURATION PACKAGE PLAN

PER WK:	1 wk	7 wk	13 wk	26 wk
6 ti	8.00	7.75	7.50	7.25
12 ti	7.50	7.25	7.00	6.75
18 ti	7.00	6.75	6.50	6.25
24 ti	6.50	6.25	6.00	5.75
30 ti	6.00	5.75	5.50	5.25
36 ti	5.50	5.25	5.00	4.75

IDENTIFICATIONS
21 announcements—50.00 70 announcements—134.00
35 announcements—75.00

DISCOUNTS
Frequency discounts allowed as earned. All discounts allowed must be earned within 1 year from the starting date of contract. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed 1 year from date of 1st broadcast with or without interruption.

8. PROGRAM TIME RATES

1 ti	80.00	45.00	27.00	20.00	15.00
2 ti	76.00	42.75	25.65	19.00	14.25
3 ti	72.00	40.50	24.30	18.00	13.50
4 ti	68.00	38.25	22.95	17.00	12.75
5 ti	64.00	36.00	21.60	16.00	12.00
6 ti	60.00	33.75	20.25	15.00	11.25
7 ti	56.00	31.50	18.90	14.00	10.50

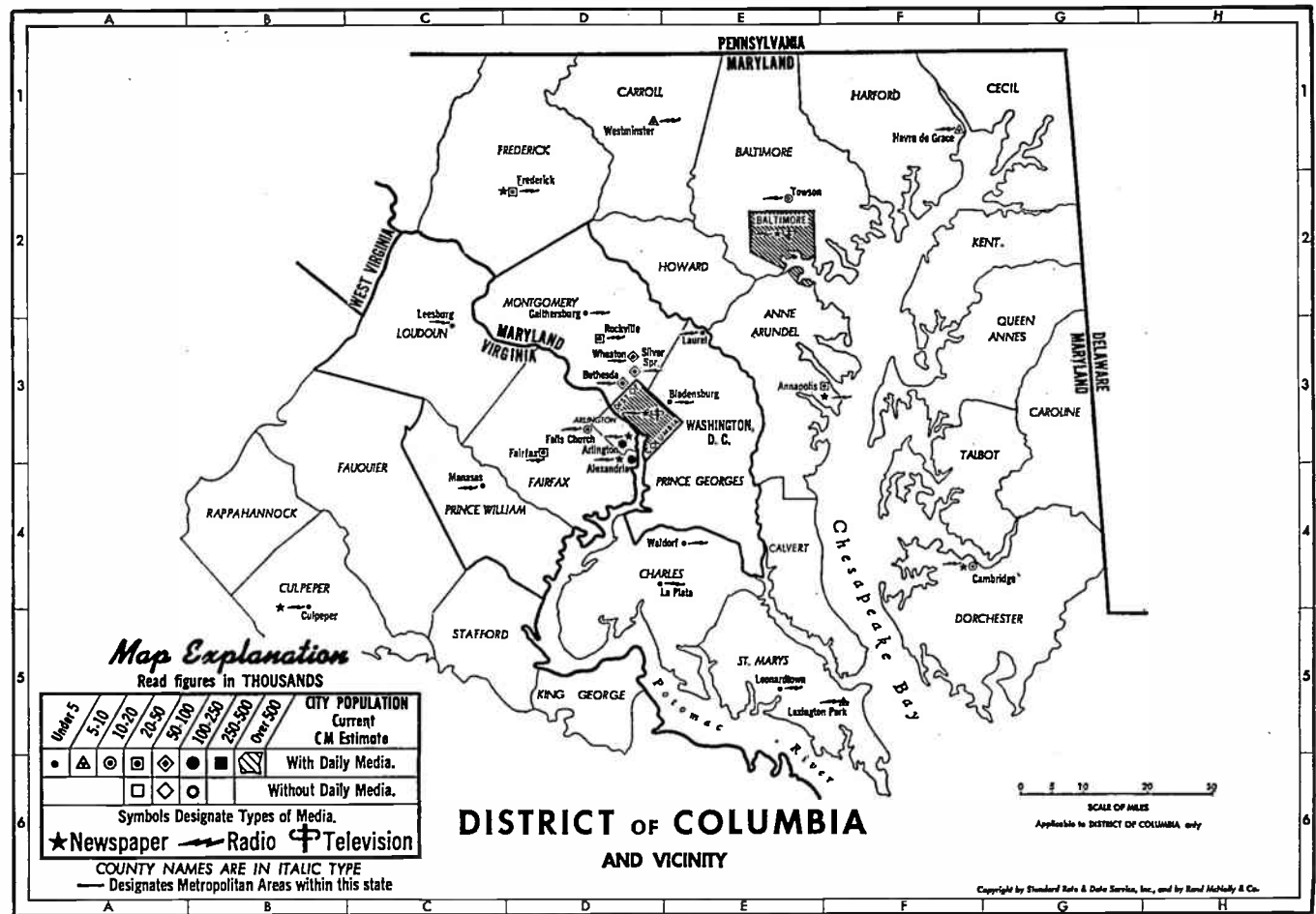
DISTRICT OF COLUMBIA

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the ardent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)
 DISTRICT TOTAL 634,500 Washington727,400
 METRO AREAS Total Metros727,400



District, Metro Area Data

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

Estimates for: DISTRICT	Population Households		Consumer Spendable Income—1968					—Total Retail Sales— Per Household (\$)	Retail Sales—1968 By Selected Store Types						Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
	1/1/69 (000)	1/1/69 (000)	Per Household (\$)	% Distribution of Families	3000 to 4999	5000 to 7999	8000 to 14999		15000 and over	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto-motive (\$000)	Service Station (\$000)		
Metropolitan Area	809.5	268.34	3,015,201	11,236	15.0	21.2	14.9	20.4	22.8	1,939,278	7,227	309,483	118,743	360,323	155,742	137,525	306,893	102,446	206.61
DISTRICT OF COLUMBIA TOTALS...	809.5	268.34	3,015,201	11,236	15.0	21.2	14.9	20.4	22.8	1,939,278	7,227	309,483	118,743	360,323	155,742	137,525	306,893	102,446	206.61
Washington, D. C.† Metro Area.....	2,692.9	789.21	9,403,912	11,916	10.0	22.5	13.9	22.6	27.7	5,215,398	6,608	1,050,762	268,910	879,389	300,575	265,419	985,379	324,380	960.69

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

DISTRICT OF COLUMBIA

See SRDS consumer market map and data at beginning of the District.

THE DISTRICT OF COLUMBIA OBSERVES DAYLIGHT SAVING TIME.

WASHINGTON (16 AM; 14 FM)

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Rockville, Silver Spring, Wheaton, Md.)

Alexandria, Arlington Co., Va.—Map Location J-3
Arlington, Arlington Co., Va.—Map Location J-3
Bladensburg, Prince Georges Co., Md.—Map Location H-5

Falls Church, Fairfax Co., Va.—Map Location J-3
Bethesda, Montgomery Co., Md.—Map Location G-4
Rockville, Montgomery Co., Md.—Map Location G-4
Silver Spring, Montgomery Co., Md.—Map Location G-4

See SRDS consumer market map and data at beginning of the District.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WASH (FM)

1945

WASHINGTON, D. C.



METRO RADIO SALES

Media Code 4 269 0400 5.00
Metromedia Stereo, A Division of Metromedia, Inc.,
5161 Wisconsin Ave., N. W., Washington, D. C.
20018. Phone 202-244-9700, Telex 80-612.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William Dalton.
Sales Manager—Sydney Abel.
Program Director—Michael Connors.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 50,000 w.; 97.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 gross time; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11c, 12c, 13c, 14c.
Basic Rates: 10b, 21d, 22b, 23a, 24a, 24c, 25c, 27, 30, 33d.

Contracts: 41, 44b, 46, 40.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

No. B ET 7/1/60—Rec'd 6/27/69.

6. SPOT ANNOUNCEMENTS
(Mon thru Sun 6-1 am—Specified)
PER WK, EA: 1 t 6 t 12 t 18 t 24 t
1 min..... 17 15 13 12 10
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. YEARLY CONTRACT
1 min. 1000 x..... 7
Scheduled ROS with representation in all available time periods. Number of spots per week, and weeks scheduled as requested by advertiser. Subject to ROS availabilities.

8. PACKAGE PLANS
PER WK, EA: 12 t 18 t 24 t 36 t 48 t
1 min..... 10 9 8 7 6
ROS with representation in all time periods.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

9. PROGRAM TIME RATES
2-5 min—1-min specified rate plus 10%.
All spots, features and programs combine for frequency combination discounts.

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15%
Applied as earned.

Rateholder: 25.00 minimum weekly expenditure.

WAVA

1948

ARLINGTON, VA.



Subscriber to the NAB Radio Code
Media Code 4 209 0800 5.00
United States Transdynamics Corp., 1901 Ft. Meyer Dr., Arlington, Va. 22209. Phone 703-522-1111.

STATION'S PROGRAMMING DESCRIPTION
WAVA: Programmed for adults.

NEWS: all news all the time with international, national, local, regional, sports, weather, time, on-the-spot reports, traffic, editorials, business, stock markets, women's world, and interpretive commentaries, programmed in half hour blocks. Interviews, conversation, audience participation Sun 2-4 pm. Weekend features within all news format, fishing reports, places to go, beach and boating features, water, temperature, etc. Contact Representative for further details. Rec'd 9/25/68.

1. PERSONNEL
President—Arthur W. Arundel.
Vice-Pres. & Gen'l Mgr.—Robert K. Zimmerman.
Vice-Pres./Sales—Tom Hoyt.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
1,000 w. days; 780 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAVA-FM.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 16.
Basic Rates: 22a, 24c, 25a, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 11 ET 5/1/69—Rec'd 5/8/69.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.
B—pm-4 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA
PER WK: 1 t 5 t 10 t 20 t 30 t
1 wk..... 24 22 21 20 19
13 wk..... 22 21 20 19 18
26 wk..... 21 20 19 18 17
52 wk..... 20 19 18 17 16

CLASS AA
1 wk..... 20 19 18 17 16
13 wk..... 19 18 17 16 15
26 wk..... 18 17 16 15 14
52 wk..... 17 16 15 14 13

CLASS A
1 wk..... 18 17 16 15 14
13 wk..... 17 16 15 14 13
26 wk..... 16 15 14 13 12
52 wk..... 15 14 13 12 11

Class B: 50% of A.
30 sec: 80% earned rate. 10 sec: 50% earned rate.

7. PACKAGE PLANS
TRAFFIC TEN PLAN
(Rotating Mon thru Fri 6-10 am & 3-7 pm)
2 PER DAY: 1 wk 13 wk 25 wk 52 wk
1 min..... 180 180 170 100
30 sec..... 152 144 136 128

TOTAL SCHEDULE PLAN
Drive Time..... 5 8 11 14
Daytime & Weekend..... 4 7 10 13
Evening & Night..... 3 5 7 9
PER WK: 12 t 20 t 28 t 38 t
1 min..... 175 250 315 380
30 sec..... 140 200 250 288

DAILY PLANS
(3 AAA, 3 AA, 8 A, 8 B)
PER DAY: 1 min 30 sec 10 sec
18 t..... 180 144 90

SAT & SUN: WEEKEND PLAN
1 min 30 sec
15 spots BTA..... 150 120
All rates combine for frequency discount.
Rateholder: 1 per week at 1-time rate.

WAVA-FM

1948

ARLINGTON, VA.

Subscriber to the NAB Radio Code

Media Code 4 209 0801 4.00
United States Transdynamics Corp., 1901 Ft. Meyer Dr., Arlington, Va. 22209. Phone 703-522-1111.

1. PERSONNEL
President—Arthur W. Arundel.
Vice-Pres. & Gen'l Mgr.—Robert K. Zimmerman.
Vice-Pres./Sales—Tom Hoyt.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
ERP 20,000 w.; 105.1 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 494 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-8 am. For simulcast facilities see WAVA.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL RATE POLICY
TIME RATES

Rates are identical to WAVA. See that listing.

WDON

1954

WHEATON, MD.



Subscriber to the NAB Radio Code
Media Code 4 209 1200 8.00
Everett L. Dillard, Prudential Bldg., 1334 G St., N. W., Suite 500, Washington, D. C. 20005.
Phone 202-347-1358.
Studios—1216 Georgia Ave., Wheaton, Md. 20902.
Phone 301-948-0900.

1. PERSONNEL
General Manager—Everett L. Dillard.
Operations Manager—Jean M. Dillard.

3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; 2% cash discount 10 days, net 20.

5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 27, 28b, 28c.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60i, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.

TIME RATES

ET Rec'd 12/5/68.

6. SPOT ANNOUNCEMENTS
1x 15x 25x 52x 78x 156x 312x 624x
1 min 20.00 18.00 16.00 15.00 14.00 13.50 13.00 12.50
30 sec 16.00 14.40 12.70 12.00 11.20 10.80 10.40 10.00
10 sec: 60% of 1-min.

7. PACKAGE PLANS
PER WK: ROS 12 t 18 t 24 t 36 t
1 min..... 204 270 350 500
30 sec..... 164 216 270 400

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x..... 100.00 70.00 40.00 20.00
13 x..... 97.20 68.25 39.00 19.50
26 x..... 94.30 66.55 37.85 19.00
52 x..... 91.40 64.80 37.00 18.45
78 x..... 88.80 63.05 36.00 18.00
150 x..... 85.80 61.30 35.00 17.50
312 x..... 82.90 59.50 34.00 17.00
624 x..... 80.00 57.75 32.00 16.50

WEAM

1947

ARLINGTON, VA.

A Thoms Station

HR Representatives, Inc.

NAB RAB

Media Code 4 209 1600 8.00
Thoms Radio-TV Enterprises, Box 589, Arlington, Va. 22216.
Offices and Studio—2131 Crimmins Lane, Falls Church, Va. 22216. Phone 703-534-8300.

1. PERSONNEL
President—Harold H. Thoms.
Vice-Pres. & Gen'l Mgr.—Harry H. Averill.

2. REPRESENTATIVES
H-R Representatives, Inc.
Thoms Radio-TV Enterprises, Inc.

3. FACILITIES
5,000 w.; 1390 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

ET 1/1/69—Rec'd 1/13/69.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm
A—Mon thru Fri 7 pm-midnight; Sat 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 6 t 12 t 18 t 24 t 36 t 48 t
AA..... 30 35 34 33 32 31
A..... 31 30 29 28 27 25
B..... 28 25 24 23 22 21
30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
ROS-BTA
PER WK: 6 t 12 t 18 t 24 t 36 t 48 t
Ea..... 29 28 27 26 25 24
Preemptible without notice.

10. SPECIAL FEATURES
5-minute Newscasts—1-1/2x applicable 1-minute rate.

WEEL

FAIRFAX, VA.

City of license, Fairfax, Va.
Considered by American Contemporary Network as their Washington, D. C. outlet.
See listing under Fairfax, Va.

WFAN (FM)

1949

WASHINGTON, D. C.



Media Code 4 209 2000 1.00
The United Broadcasting Co., 5321 First Pl., N. E., Washington, D. C. 20011.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard Eaton.
Vice-President—Bud Myers.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
ERP 18,400 w.; 100.3 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 320 ft. above average terrain.

DISTRICT OF COLUMBIA

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL RATE POLICY
Length of commercial copy: Programs News
5 minutes..... 1:45 min. 1:20 min.
10 minutes..... 2:00 min. 1:45 min.
15 minutes..... 2:30 min. 2:15 min.
25 minutes..... 3:45 min.
30 minutes..... 3:00 min.
60 minutes..... 6:00 min.

Member: Latin Network.

TIME RATES

ET Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS
1 min..... 6

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x..... 10 50 25 12

10. SPECIAL FEATURES
Political broadcasts of 5 minutes or longer acceptable at 1-minute rate payable in advance; no frequency discounts. Political copy must be delivered 48 hours in advance.

WFAX

1948

FALLS CHURCH, VA.



Subscriber to the NAB Radio Code
Media Code 4 209 2400 3.00
Lamar A. Newcomb, Tower Square, Falls Church, Va. 22046. Jefferson 2-1220.

STATION'S PROGRAMMING DESCRIPTION
WFAX: Programmed for adults. M-Sat news on hour starting at noon. Local news and weather on half hour. RELIGIOUS: programs 6:45-11:30 am. MUSIC: 11:30 am-sign-off general popular music featuring standards, showtunes, film music, middle-of-the-road. Civic calendar 5 min twice daily. Sun all religion, except 4-5 pm Greek language program. Personalities available for remote broadcasts from shopping centers, individual establishments, store openings, etc. Rec'd 8/4/67.

1. PERSONNEL
Pres. & Sales Mgr.—Lamar A. Newcomb.

3. FACILITIES
5,000 w.; 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3c, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24a, 25a, 28a, 29b, 30, 32a, 35d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
ET 2/1/68—Rec'd 1/23/68.

6. SPOT ANNOUNCEMENTS
1x 50x 150x 350x 500x 1000x
1 min..... 12.00 11.25 10.50 9.75 8.75 7.50
30 sec..... 9.00 8.50 8.00 7.50 6.75 6.00

10. SPECIAL FEATURES
1x 50x 150x 350x 500x 1000x
Newscasts..... 20.00 18.50 17.50 16.50 14.75 13.50

WGAY (FM)

1959

WASHINGTON, D. C.

alan Associates, Inc.



A Connie B. Gay Station
Media Code 4 209 2800 4.00
WGAY, Inc. World Bldg., 8121 Georgia Ave., Silver Spring, Md. 20910. Phone 301-587-4900.

STATION'S PROGRAMMING DESCRIPTION
WGAY (FM): Programmed for adults and young adults.

MUSIC: popular standards, showtunes, film music, light jazz. Music features 3 contrasting arrangements of same selection, group of songs related to central theme. Tempo appropriate to time of day. Music clustered in uninterrupted 15 min segments. Non-personality format. NEWS: on half hour, headlines on hour, 15 min news at 7:45 am. Weather feature at :15. Sports feature at :45. Government reports, also at :45, covering news of interest to government employees. Stock market report and news of entertainment world each weekday afternoon following 4:30 pm newscast. Contact Representative for further details. Rec'd 9/1/67.

1. PERSONNEL
Pres. & Chmn. of Bd.—Connie B. Gay.
Vice-Pres. & Gen'l Mgr.—Ted Dorf.
Program Director—Bob Chandler.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

(This listing continued on next page)

DISTRICT OF COLUMBIA

Washington—W G A Y (FM)—Continued

3. FACILITIES
ERP 50,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 372 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WQMR.

4. AGENCY COMMISSION
15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21c, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29b, 31, 32b, 23a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60g, 60i, 61c, 62a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WQMR.
Sold in combination with WQMR. See that listing for rates.

TIME RATES

EX 7/1/68—Rec'd 11/29/68.

AA—8 pm-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	15 sec	30 sec	45 sec	1 hr	15 min	30 min	45 min
AA	20.00	18.00	16.00	15.00	14.00	13.00		
A	10.00	9.00	8.00	7.50	7.00	6.50		

WGMS
1946

WGMS-FM
1945

BETHESDA, MD.



RKO RADIO REPRESENTATIVES, INC.



An RKO General Station

Media Code 4 209 3200 6.00
RKO General Inc., 5100 Wisconsin Ave. N. W., Washington, D. C. 20016. Phone 202-244-8600.

1. PERSONNEL

General Manager—Ronald L. Ruth.
General Sales Manager—Godfrey Lebar.
Program Director—Harry Ward.

2. REPRESENTATIVES

RKO Radio Representatives, Inc.
Toronto—RKO Distributing Corp. of Canada, Ltd.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 570 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. EST.
FM—ERP 20,000 w.; 103.5 mc. Stereo.
Antenna ht.: 435.4 ft. above average terrain.
Operating schedule: 24 hrs. daily.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 24a, 25a, 26, 27, 28b, 28c, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
RKO Broadcast Code applies. Commercial allowances may fall below stated maximum because of classical music format.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 13 EX 7/1/68—Rec'd 9/9/68.

AA—Mon thru Fri 6-10 am & 3-11 pm; Sat 6 am-11 pm; Sun noon-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	CLASS AA							
	6 ti	12 ti	18 ti	24 ti	30 ti	35 ti	40 ti	45 ti
1 min	30	29	28	27	26	25	24	
30 sec	24	23	22	21	20	19	18	

PER WK, EA:	CLASS A				
	25	24	23	22	21
1 min	26	25	24	23	22
30 sec	21	20	19	18	17
10 sec: 60% of 1-min.					

RATEHOLDERS

1 min. 35 30 sec. 30

7. PACKAGE PLANS

BULK RATE

PER WK, EA:	500x	1000x	1500x	2000x
Ea	24	21	18	16

TOTAL AUDIENCE PLANS

(2/3 AA, 1/3 A)

PER WK, EA:	15 ti	25 ti	35 ti	50 ti
1 min	24	22	20	18
30 sec: 80% of 1-min.				

10. SPECIAL FEATURES

NEWS/FEATURES

WKLY:	3 ti	5 ti	10 ti	15 ti	20 ti
Ea	50	40	35	30	25

FREQUENCY DISCOUNT

13 wk—5% 52 wk—10%

W H F S (FM)

1981
BETHESDA, MD.



Media Code 4 209 3600 7.00

High Fidelity Broadcasters, Inc., 4853 Cordell Ave., Bethesda, Md. 20014. Phone 301-656-0500.

1. PERSONNEL

Manager—J. Alvin Jeweler.
Sales Manager—Jacob Einstein.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP 2,500 w.; 102.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 24b, 28a, 28c, 29a, 33a.
Contracts: 40a, 45, 46, 47c, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.
Member: The Groskin Group.

TIME RATES

EX 1/3/67.

6. SPOT ANNOUNCEMENTS	EX 1/3/67.							
	1x	15x	30x	60x	125x	250x	500x	500x
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.50	

8. PROGRAM TIME RATES

8. PROGRAM TIME RATES	EX 1/3/67.								
	1x	15x	30x	60x	125x	250x	500x	500x	
	1 hr	105	100	95	90	86	82	78	
	1/2 hr	79	75	71	67	64	61	58	
	5 min	44	42	40	38	36	34	32	

WINX

1940
ROCKVILLE, MD.

Media Code 4 209 4000 9.00

Montgomery County Broadcasting Co., Inc., Radio Center, Rockville, Md. 20850. Phone 301-424-9292.

STATION'S PROGRAMMING DESCRIPTION

WINX: Programmed for young adults and teens. Air celebrities emcee entire operation. 80% music, 15% news and public service 6 am-12:30. Local on-the-spot news facilities. Network national and international news 5 min per hour on half hour. Detailed local and regional weather. 3 sports shows daily M-Sat, plus sports scores every 15 min 2:30 pm-12M M-Sun. Station participates in community activities, fund drives, school and civic events. Station basketball team available for charities. Personalities available for appearances. Studio facilities available for interviews and celebrity visits. 15 min local business news 6 pm Wed. Variety of contests and stunts. COMMERCIAL POLICY: 9 minutes per half hour segment. Contact Representative for further details. Rec'd 7/28/67.

1. PERSONNEL

President—Richard Eaton.
Vice-Pres. Sales—Pierre D. Eaton.
Sales Manager—Mark Zander.

2. REPRESENTATIVES

UBC Sales.

3. FACILITIES

1,000 w. days, 500 w. nights; 1600 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time and live charges.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 44, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES

EX 4/1/67—Rec'd 4/7/67.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-6 am; Sun all day.

7. PACKAGE PLANS

PER WK:	CLASS AA				CLASS A			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
10 ti	20	18	18	16	14	14	14	12
20 ti	18	16	16	14	12	12	12	10
30 ti	16	14	14	12	10	10	10	8
40 ti	14	12	12	10	8	8	8	6

CONTRACT DISCOUNTS

26 wk—5% 52 wk—10%

W J M D (FM)

1949
BETHESDA, MD.



Media Code 4 209 4400 1.00

Atlantic Broadcasting Co., Radio Music Hall, 815 Ves St. N. W., Washington, D. C. 20001. Phone 202-462-0011. (Auxiliary studios also located here.)

STATION'S PROGRAMMING DESCRIPTION

WJMD(FM): Programmed for adults.
MUSIC: 51 min of standard and semi-classical music in every hour. 1 commercial in every 15 min. NEWS: 5 min at 1:55. Weather and time checks 6-9 am, M-F. Stock market report 6:55 pm, M-F. RELIGIOUS: 1 hour inspirational music 8 am Sun. Contact Representative for further details. Rec'd 11/27/67.

1. PERSONNEL

President—Milton Diener.
Vice-President—Daniel Diener.
General Manager—Ferry Walders.

2. REPRESENTATIVES

Roger Coleman, Inc.

3. FACILITIES

ERP 20,000 w.; 94.7 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 475 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

EX—Rec'd 1/24/69.

6. SPOT ANNOUNCEMENTS	EX—Rec'd 1/24/69.				
	1x	25x	52x	104x	155x 360x
1 min	15	14	13	12	11
30 sec	12	11	10	9	8

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti
1 min	21	20	19
30 sec	15	14	13

8. PROGRAM TIME RATES

55 min 90, 5 min 25.

WMAL

1925
WASHINGTON, D. C.



mcgavren-guild
pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 209 4800 2.00

Evening Star Broadcasting Co., 4461 Connecticut Ave., N. W., Washington, D. C. 20008. Phone 202-537-1100. TWX 202-965-0802.

STATION'S PROGRAMMING DESCRIPTION

WMAL: Programmed for adult general interest.
AIR PERSONALITIES handle all segments. News, 5 min every 30 min. 6-10 am middle-of-the-road music, comedy, helicopter traffic reports. 10 am-2 pm middle-of-the-road music, information. 2-8 pm middle-of-the-road music, helicopter traffic reports. 6-7:30 pm news and commentary. 7:30-12M jazz oriented. 12M-6 am popular music, showtunes. SPORTS: professional, college and high school football, tennis, basketball golf. See condition reports. Contact Representative for further details. Rec'd 7/30/69.

1. PERSONNEL

Vice-President—Fred S. Houwink.
General Manager—Andrew M. Ockershausen.
National Sales Manager—Charles Macatee.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w.; 630 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16a.
Basic Rates: 20b, 21a, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

All rebates payable in additional time only. No rebates allowed to accumulate beyond contract year. Rateholder must be for at least 3 spots per week of the same length and category as regular schedule.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 28 EX 4/1/68—Rec'd 3/10/69.

6. SPOT ANNOUNCEMENTS

AAA—Mon thru Fri 6-10 am.	SECTION I				
	AAA	AA	A	B	C
12 ti	125	85	60	55	85
12 ti	115	75	55	50	31

1 MINUTE	SECTION I				
	AAA	AA	A	B	C
1 ti	100	88	48	44	28
12 ti	92	59	44	40	25

1 ti	SECTION II				
	AAA	AA	A	B	C
1 ti	63	43	30	28	

Washington—W M O D (FM)—Continued

4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42, 43, 44, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60c, 60h, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
AM facilities: WOL.

TIME RATES

No. 2-C Eff 8/1/69—Rec'd 7/7/69.

AA—Mon thru Fri 4 pm-midnight; Sat & Sun 6 am-midnight.

A—Mon thru Fri 6 am-4 pm.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	1 min	20/30 sec
1 min	21	20	18
20/30 sec	17	16	14

PER WK:	CLASS A	1 min	20/30 sec
1 min	10	18	10
20/30 sec	15	14	13

B, flat 5.
1 minutes, 20/30 seconds may combine to earn weekly frequency discounts.

7. PACKAGE PLANS

PER WK:	ROS PACKAGES	35 ti	45 ti	60 ti
1 min	385.00	450.00	540.00	
20/30 sec	308.00	360.00	452.00	

Weekly ROS plans may not combine with any other spots for further discount.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
AA—Mon thru Sat 0 am-midnight.
A—Noon-5 pm.

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti
AA	21	19	18	17	15
AA	10	17	16	15	13

Includes opening and closing billboards, plus 1-min spot.
Newscasts cannot combine with other spots for further discount.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

W O L

1924

WASHINGTON, D. C.



A Sonderling Station

Media Code 4 209 5200 4.00
WOL Inc., 1080 Wisconsin Ave., N. W., Washington, D. C. 20007. Phone 202-338-5600.

1. PERSONNEL
President—Egmont Sonderling.
Exec. Vice-Pres. & Gen'l Mgr.—John H. Pace.
Vice-Pres., Sales—Robert A. Fishman.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 43, 45, 46.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Rates quoted herein guaranteed for a period of 3 months from the effective date of any increase in these rates, and providing that these broadcasts continue without interruption during rate protection period.
FM facilities: WMOD (FM).

TIME RATES

No. 4-A Eff 9/68—Rec'd 8/29/68.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm; Sat 6-10 am.

A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.

B—Daily 7 pm-midnight.

C—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, ROTATING:	CLASS AAA	1 min	20/30 sec
Fixed position	64	51	35
Less than 6 ti	59	47	35
6 ti	54	43	32
12 ti	51	41	31
18 ti	48	38	29

PER WK, ROTATING:	CLASS AA	1 min	20/30 sec
Fixed position	57	46	34
Less than 6 ti	52	42	31
6 ti	49	39	29
12 ti	46	37	28
18 ti	43	34	26
24 ti	41	33	25

PER WK, ROTATING ANY 6 DAYS:	CLASS A	1 min	20/30 sec
Less than 6 ti	46	37	28
6 ti (1 per day)	41	33	26
12 ti (2 per day)	37	30	22
18 ti (3 per day)	34	27	20
24 ti (4 per day)	32	26	19
30 ti (5 per day)	31	25	19

NUMBER ONE in total share of audience 6 a.m. to 12 midnight Monday thru Friday in the 7 County Washington, D.C. Metro Area.

Pulse Estimate—Jan. Feb. Mar. '69

W O L
WASHINGTON, D. C.



Represented by Bernard Howard Company
New York • Chicago • Atlanta
Los Angeles • San Francisco

PER WK, ROTATING:	CLASS B	1 min	20/30 sec
Fixed position	50	31	23
Less than 6 ti	44	27	20
6 ti (1 per day)	39	23	17
12 ti (2 per day)	25	20	15
18 ti (3 per day)	22	18	13
24 ti (4 per day)	19	15	11
30 ti (5 per day)	18	14	11

PER WK, ROTATING ANY 6 DAYS:	CLASS C	12	10	7
Flat	12	10	7	

7. PACKAGE PLANS

PER WK:	WEEKLY CIRCULATION PLANS	1 min	20/30 sec
A, 12 ti (2AAA, 3AA, 4A, 3B)	403	322	242
B, 18 ti (4AAA, 5AA, 5A, 4B)	565	452	339
C, 24 ti (5AAA, 6AA, 6A, 5B)	695	556	417
D, 36 ti (7AAA, 8AA, 8A, 6B)	946	767	568

Spots must be scheduled equally over 7-day period and rotate within time classification. Immediately preemptible. No further discount. Rates subject to change on 30 days notice.

TRAFFIC PLANS

PER WK:	(Rotating 6-10 am & 3-7 pm)	1 min	20/30 sec
12 ti (5 in AM, 7 in PM)	537	430	322
18 ti (8 in AM, 10 in PM)	741	593	445
24 ti (10 in AM, 14 in PM)	938	750	563

ALL NIGHT SHOW

PER WK:	(Midnight-6 am Tues thru Sun)	1 min	20/30 sec
30 ti rotating wkly	125		
30 ti rotating wkly	195		

10. SPECIAL FEATURES

PER WK:	HEADLINE NEWS & SPORTS CAPSULE	AAA	AA	A	B
Less than 6 ti	63	56	50	36	
6 ti	67	62	43	31	
12 ti	53	47	40	26	
18 ti	50	44	36	23	

Includes 30-second spot, open and close.
ANNUAL FREQUENCY DISCOUNTS
36 consec wk—5% 52 consec wk—10%
Discounts applied as earned. Only consecutive week expenditures of 100.00 or more may combine to qualify for discounts indicated above.

FREQUENCY COMBINATIONS
Minutes, 20/30 seconds, and ID's may combine to earn weekly frequency discounts. Weekly Circulation Plans may not combine with minutes, newscasts, 20/30 seconds, and ID's to earn weekly frequency discounts. Weekly Circulation Plans can combine with other weekly circulation plans for further weekly frequency. Newscasts can only combine with other newscasts for frequency discounts.

RATEHOLDER
3 rateholder spots per week allow for consecutive week discounts, providing that spots are of the same length and category as regular schedule.

W O O K

1947

WASHINGTON, D. C.



Media Code 4 209 5600 5.00
United Broadcasting Co., Inc., 5321 First Place, N. E. Washington, D. C. 20011. Phone 202-882-2500.

1. PERSONNEL
President—Richard Eaton.
Vice-Pres. & Gen'l Mgr.—E. Carlton Myers.
Program Director—Cliff Holland.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 13c, 14c.
Basic Rates: 20a, 24a.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb.: Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Program units and announcements cannot be combined for frequency discounts. All rates unless otherwise noted apply from sign-on to sign-off. No commitment protection for more than 2 weeks.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective March 3, 1965.

Rates received March 8, 1965.

6. SPOT ANNOUNCEMENTS
Class AA—6:00-10:00 am and 4:00-7:00 pm Mon thru Sat.
Class A—10:30 am-4:00 pm and 7:00-10:00 pm Mon thru Sat; 6:00 am-10:00 pm Sun.
Class B—All other times.

PER WK:	CLASS AA	CLASS A	CLASS B
Less than 6 ti	30	24	20
6 ti	25	20	18
12 ti	23	19	16
18 ti	22	18	15
24 ti	21	17	14
30 ti	20	16	12

20/30 sec: 80% of 1-min. 8/10 sec: 60% of 1-min

W P G C

1954
BLADENSBURG, MD.

Mort Bassett & Co., Inc.



Media Code 4 209 6000 7.00
WPGC, Inc., Box 8550, Washington, D. C. 20027.
Phone 301-779-2100.

DISTRICT OF COLUMBIA

STATION'S PROGRAMMING DESCRIPTION
WPGC: Programming features popular music, current hits, plus liberal use of past hits all contained within a personality top 40 format. Emphasis on local news, broadcast twice each hour, featuring news, sports results 10 times daily, hourly views and opinions on local issues expressed by listeners. Heavy emphasis on community involvement placed through station initiated public service drives. Contact Representative for further details. Rec'd 9/25/67.

1. PERSONNEL
President—Maxwell E. Richmond.
Vice-Pres. & Gen'l Mgr.—Robert Howard.
Program Director—Charles Shoo.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
10,000 w. days; 1680 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WPGC-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16, 18.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 25a, 26, 27, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 9/1/65—Rec'd 7/14/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm & 7 pm-sign-off; Sun sign-on-sign-off.

6. SPOT ANNOUNCEMENTS
1 MINUTE
AM ONLY
PER WK: 6 ti 12 ti 16 ti 24 ti 30 ti 40 ti 50 ti
AA..... 45 43 41 40 38 36
A..... 43 41 40 39 38 30 34
20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

7. PACKAGE PLANS
AM ONLY
IMPACT PLAN
(1/2AA, 1/2A)
PER WK: 6 ti 12 ti 16 ti 24 ti 30 ti 40 ti 50 ti
1 min..... 40 39 38 37 36 34 33
1 min..... 35 34 33 32 31 29 28
20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

- CONSECUTIVE WEEK DISCOUNT
52 wk—10%

- AM/FM COMBINATION
ROS—(2/3 AM, 1/3 FM)
PER WK: 6 ti 12 ti 16 ti 24 ti 30 ti 40 ti 50 ti
1 min..... 28 27 20 25 24 23 22
20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

- CONSECUTIVE WEEK DISCOUNT
52 wk—10%

W P G C - F M

1957

BLADENSBURG, MD.

Media Code 4 209 6200 3.00
WPGC, Inc., Box 8550, Washington, D. C. 20027.
Phone 301-779-2100.

1. PERSONNEL
President—Maxwell E. Richmond.
Vice-Pres. & Gen'l Mgr.—Robert Howard.
Program Director—Charles Shoo.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
ERP: 15,700 w.; 95.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 360 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WPGC.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
See WPGC listing for coded regulations.
Sold in combination with WPGC. See that listing for rates.
TIME RATES
Eff 12/1/68—Rec'd 9/9/68.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti
1 min..... 15 14 13 12 11 10 9
20/30 sec: 80% of 1-min. ID's: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNTS
52 wk—10%

W P I K

1945

ALEXANDRIA, VA.

adam young inc.



Media Code 4 209 6400 9.00
The Potomac Broadcasting Corp., 523 1st St., Alexandria, Va. 22314. Phone 703-683-3000.

STATION'S PROGRAMMING DESCRIPTION
WPIK: Programmed for all ages.
MUSIC 85%: country and western, singles 75%, albums 25%. Singles intermixed with country and western standards during all hours excepting drive times, 7-0:30 am & 4-0:30 pm, when only top-rated singles are featured. Brief interviews with recording artists. NEWS: on hour and half hour, 15 min at 8 am, noon & 5 pm, 5 min at all other hours. Emphasis on time, temperature and weather. Live weather re- (This listing continued on next page)

DISTRICT OF COLUMBIA

Washington—W P I K—Continued

ports from US Weather Bureau, Washington, at 7:35 am & 12:10 pm. AAA traffic reports 10 min before and 20 min after hour during drive times. Contact Representative for further details. Rec'd 10/29/68.

1. PERSONNEL

President—Carl L. Lindberg.
Vice-Pres. & Gen'l Mgr.—Howard B. Hayes.
General Sales Manager—Marshall Ginsburg.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

5,000 w. days: 730 kc. Directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 25a, 26, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 44a, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Following national rates apply to all advertisers located outside Metropolitan Washington, D. C., and Baltimore, Md.

TIME RATES

ET 10/1/68—Rec'd 10/8/68.

AA—6-9 am & 3-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	28.00	25.00	22.00	20.00
30 sec	22.40	20.00	17.60	16.00
10 sec	14.00	12.50	11.00	10.00

CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	24.00	22.00	20.00	18.00	16.00
30 sec	19.20	17.60	16.00	14.40	12.80
10 sec	12.00	11.00	10.00	9.00	8.00

8. PROGRAM TIME RATES

1x	25x	52x	104x	260x	520x
5 min	36.00	34.50	33.00	31.00	27.00

Different classifications of spots may be combined for maximum discounts.

WQMR

1945
SILVER SPRING, MD.



Alan Torbet
Associates, Inc.



A Connie B. Gay Station

Media Code 4 209 6800 3.00
WGAY, Inc., World Bldg., 8121 Georgia Ave., Silver Spring, Md. 20910. Phone 301-587-4900.

STATION'S PROGRAMMING DESCRIPTION

WQMR: Programmed for adults and young adults.
MUSIC: popular standards, showtunes, film music, light jazz. Music features 3 contrasting arrangements of same selection, group of songs related to central theme. Tempo appropriate to time of day. Music clustered in uninterrupted 15 min segments. Non-personality format. NEWS: on half hour, headlines on hour. 15 min news at 7:45 am. Weather feature at :15. Sports feature at :45. Government reports, also at :45, covering news of interest to government employees. Stock market report and news of entertainment world each weekday afternoon following 4:30 pm newscast. Contact Representative for further details. Rec'd 9/1/67.

1. PERSONNEL

Pres. & Board Chairman—Connie B. Gay.
Vice-Pres. & Gen'l Mgr.—Ted Dorf.
Program Director—Bob Chandler.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

1,000 w. days: 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WGAY (FM).

4. AGENCY COMMISSION

15/0 net time; 11th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21c, 22a, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60g, 60i, 61c, 62a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81.
Minimum retainer: 1 minute.
FM facilities: WGAY (FM).

TIME RATES

WQMR/WGAY (FM) COMBINATION RATES
ET 1/1/69—Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 36+
1 min 30 28 26 24 23 22
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

CONSECUTIVE WEEKS DISCOUNT

52 wk—10%
13 wk 26 wk 52 wk
Music in the Air, Sun ea 1/4 hr. 90 85 80
Matinee at One, Sun 1-2 pm. 250 235 220
5-min Features 55 50 45
Bernie Harrison Show—Mon thru Fri 4:40 pm.
5 min (13 wk minimum), per wk. 350.00
Programs earn spot frequency discount.

9. PARTICIPATING PROGRAMS

Morning News Roundup—Mon thru Fri 7:45-8 am;
Sat 8:45-9 am;
PER WK: 13 wk 26 wk 52 wk
3 ti 270 234 222
6 ti 425 400 375
Includes 3 1-minute spots plus open and close.

10. SPECIAL FEATURES

NEWSCASTS

Morning News Roundup—Mon thru Fri 7:45-8 am;
Sat 8:45-9 am;
PER WK: 13 wk 26 wk 52 wk
3 ti 270 234 222
6 ti 425 400 375
Includes 3 1-minute spots plus open and close.

WRC

1923

WASHINGTON, D. C.
An NBC Owned Station
NBC Radio Network
The Eastman Station



Subscriber to the NAB Radio Code

Media Code 4 209 7200 2.00
National Broadcasting Co., Inc., 4001 Nebraska Ave., Washington, D. C. 20016. Phone 202-382-4000. TWX 202-965-0804.

STATION'S PROGRAMMING DESCRIPTION

WRC: Programmed for adults, housewives, commuters. NEWS: network on hour, local on half hour. 5:30-6 am farm. 12M-10 am general popular music. 9-10 am entertainment, 6-10 am entertainment, sport traffic reports, local public service, 10 am-8 pm all personalities, general popular music, market reports. Noon-1 pm interviews with celebrities, 4-6 pm entertainment, traffic reports, sports, 6-7 pm national local news, weather, sports. 7-8 pm trend music, news, 8 pm-12M general popular music, comedy. Sat: 12:30-3 pm fishing news, general popular music. 6-7 pm national, local news, sports, trend music. Sun: 7:45 am-2 pm religious programs, 10-11 pm religious, discussion. 11 pm-1:30 am classical music. Sat-Sun 18 hours network service: general popular music, news, sports, interviews. Contact Representative for further details. Rec'd 8/2/67.

1. PERSONNEL

General Manager—Harry A. Karr, Jr.
Manager, Sales—Arch McDonald.
Manager, Programs—Dick Denham.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w.: 980 kc. Directional—night only.
Operating schedule: 24 hours Mon thru Sat; 5:30-1:00 am Sun. EST.
Partial simulcast operation. Simulcast Mon thru Fri 5:30-10 am, 4-7:30 pm & 8-9 pm. For non-simulcast facilities see WRC-FM.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 13c, 14c, 15a.
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Affiliated with Eastman Radio Network.
Time of broadcasts of programs occurring in network optional time is subject to change to other periods on 28 days' notice to accommodate network broadcasts.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 24 ET 8/2/68—Rec'd 5/1/68.

A—Mon thru Fri 6-10 am.
B—Mon thru Fri 3-7 pm.
C—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
D—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

SECTION I

CLASS A		1x	5x	10x	15x	20x	30x
1 min	100	85	70	—	—	—	—
30 sec	80	68	56	—	—	—	—
10 sec	50	43	35	—	—	—	—

CLASS B		1 min	80	70	60	50	—	—
30 sec	64	56	48	40	—	—	—	—
10 sec	40	35	30	25	—	—	—	—

CLASS C		1 min	60	50	40	35	30	25
30 sec	48	40	32	28	24	20	20	20
10 sec	30	25	20	18	15	13	—	—

CLASS D		1 min	40	32	28	24	20	18
30 sec	30	25	22	19	16	14	—	—
10 sec	20	16	14	12	10	9	—	—

Fixed position—1x rate.
5:30-9 am daily—15
Midnight-5:30 am Tue-Sun—8
Spots in Section II can combine to earn frequency discounts for spots in Sections I and III. However, spots in Sections I and III cannot earn a lower rate for spots in Section II.

7. PACKAGE PLANS

SECTION II

PER WK, EA:	1 min	30 sec	10 sec
5 ti (1A, 1B, 2C, 1D)	40	32	20
10 ti (2A, 2B, 4C, 2D)	38	30	10
15 ti (3A, 3B, 6C, 3D)	36	29	18
20 ti (4A, 4B, 8C, 4D)	34	27	17
25 ti (5A, 5B, 10C, 5D)	33	26	17
30 ti (6A, 6B, 12C, 6D)	32	25	16

SECTION III

HOUSEWIFE AUDIENCE PLAN		(Mon thru Fri 10 am-3 pm & Sat & Sun 7 am-7 pm)		
EA:	1x	15x	20x	30x
1 min	35	30	26	24
30 sec	28	24	22	21
10 sec	17	15	14	13

NIGHTTIME AUDIENCE PLAN
(Daily 7 pm-midnight)

1 min	23	20	17	15	14
30 sec	18	16	14	12	11
10 sec	12	10	9	8	7

Spots in Section III can combine with Section I to earn frequency discounts for spots in Sections I and III.

WRC-FM

1947

WASHINGTON, D. C.

Media Code 4 209 7400 8.00
National Broadcasting Co., Inc., 4001 Nebraska Ave., N. W., Washington, D. C. 20016. Phone 202-382-4000. TWX 202-965-0804.

1. PERSONNEL

General Manager—Harry A. Karr, Jr.
Sales Manager—Arch McDonald.
Program Manager—Dick Denham.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

ERP 20,000 w.: 93.0 mc. Stereo.
Operating schedule: 5:30-1:30 am. EST.
Antenna ht.: 484 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 10 am-4 pm, 7:30-8 pm & 9 pm-1:30 am. For simulcast facilities see WRC.

4. AGENCY COMMISSION

15/0: time and talent. Payable 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 13c, 14c, 15a.
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Time of broadcasts of programs occurring in network optional time subject to change to other periods on 28 days' notice to accommodate network broadcasts.
Affiliated with NBC.

TIME RATES

No. 1-A ET 8/2/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

EA	1x	6x	11x	16x	21+
1 min	10	9	8	7	6

8. PROGRAM TIME RATES

EA	55 min	1/2 hr	25 min	20 min
	00	35	25	25

WTOP

1926

WASHINGTON, D. C.

CBS Radio Network

Represented by **CBS RADIO SPOT SALES**



Subscriber to the NAB Radio Code
Media Code 4 209 7600 3.00

Post-Newsweek Stations, Capital Area, Inc., A subsidiary of the Washington Post Co., Broadcast House, 40th & Grandview Sts., N. W., Washington, D. C. 20016. Phone 202-244-5678.

STATION'S PROGRAMMING DESCRIPTION

WTOP: Programmed for general information, 24 hours a day, 7 days a week. Basic format: anchorment working 4 hour shifts coordinate efforts of newscasters scheduled in 30 or 45 min cycles. Anchorment also integrate reports and features from local reporters, local, regional, national and foreign correspondents, as well as special investigative reports, sports, traffic and financial features. On air news staff over 50. 4 mobile units equipped with two-way radios and walkie-talkies. All major news services. Contact Representative for further details. Rec'd 5/5/69.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Peter V. O'Reilly.
General Sales Manager—Klee C. Dobbs.
Executive News Director—James Snyder.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

50,000 w.: 1500 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on net time after discounts.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c.
Basic Rates: 20b, 24a, 24c, 27, 33a.
Contracts: 40b, 41, 42a, 46, 51b.
Comb.: Cont. Discounts: 60d, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 36 ET 4/1/69—Rec'd 5/5/69.

AM Drive—Mon thru Fri 6-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Daytime/Nighttime/Weekend—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE—AM DRIVE	1 ti	3 ti	6 ti	12 ti	24 ti
1 wk	110	80	85	80	75	—
52 wk	80	75	70	65	—	—

1 MINUTE—PM DRIVE		1 wk	95	80	75	70	65	60
52 wk	75	70	65	60	55	—	—	—

1 MINUTE—DAYTIME/NIGHTTIME/WEK/END		1 wk	7
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Washington—W T O P—Continued

MAXIMUM IDENTIFICATION (Mon thru Sun—ROS)

10 sec (non-combinable)	60 tl	80 tl	100 tl
	660	840	1000
END OF WEEK SPECIAL			
	Number of Spots		
Fri 6-10 am	1	2	3
Fri 10 am-3 pm	3	5	10
Fri 3-7 pm	1	2	3
Fri 7-11:30 pm	2	3	4
Sat 6 am-11:30 pm	4	4	5
Sun 6 am-midnight	4	4	5
TOTAL	15 tl	20 tl	30 tl
1 min	440	590	840
30 sec	353	472	672
10 sec	250	292	420

10. SPECIAL FEATURES

ALL NIGHT NEWS PLAN
Spots in Sections I and II combine to frequency discounts with All Night News spots, but All Night News spots do not combine to earn frequency discounts in either Sections I or II.

(Mon thru Sun midnight-6 am)
5 tl 10 tl 20 tl 30 tl 40 tl 50 tl
1 min. 12 11 10 9 8 7
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

ALL NIGHT NEWS EXTRA
(Mon thru Sun midnight-6 am)

1 MINUTE
1 spot per hr. 42 tl 225 2 spots per hr. 84 tl 450
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

FEATURE PLANS
Do not combine with Sections I, II or III for CWD or frequency discounts.

HEADLINE NEWS PLAN
1 min.—110% of earned rate from Section I. Adjacent to news headlines on the hour and half hour, available 24 hours a day, 7 days a week.

WARNER WOLF SPORTS FEATURES
Mon thru Sat rotating—120% of earned rate from Section I.

Rotates thru AM and PM Drive Time as follows:
AM—6:45, 7:15, 7:45, 8:15, 8:45 & 9:15.
PM—4:45, 5:15, 5:45 & 6:15.

Includes opening billboard plus 1-minute spot.
BOB DALTON BUSINESS FEATURES
Mon thru Sat rotating—120% of earned rate from Section I.

Rotates thru AM and PM Drive Time as follows:
AM—6:20, 7:20 & 8:20.
PM—4:20, 5:20 & 6:20.

Includes opening billboard plus 1-minute spot.

W T O P-FM

1946

WASHINGTON, D. C.



Media Code 4 209 7601 1.00
Post-Newsweek Stations, Capital Area, Inc., Broadcast House, 40th & Branding Sta., N. W., Washington, D. C. 20016. Phone 202-244-5678.

- PERSONNEL**
Sta. & Sales Mgr.—W. L. Hedgpeth.
- REPRESENTATIVES**
CBS/FM National Sales: See Rep & S/O pages.
- FACILITIES**
ERP 20,000 w.; 96.3 mc.
Operating schedule: 6 pm-6 am daily. EST.
Antenna ht.: 500 ft above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 24a, 31.
Contracts: 40b, 41, 46, 51b.
Comb.; Cont. Discounts: 62b, 62d.
Cancellation: 70c, 73a.
Cigarette advertising unacceptable.

TIME RATES

No. 2 Eff 3/4/68—Rec'd 3/6/68.

6. SPOT ANNOUNCEMENTS

(Mon thru Fri 6-11 pm; Sat 10 am-11 pm;
Sun 8-1 am)
PER WK: 1 tl 10 tl 20 tl 30 tl 50 tl
1 min or less: 10 8 7 6 5

7. PACKAGE PLANS

SPECIAL PLANS
PER YR: 350x 720x 1080x 1440x
1 min.: 6.50 5.50 4.50 4.00
30 sec: 80% of 1-min.
Annual bulk plan available to any advertiser on acceptance of firm annual contract. Spots must be scheduled within 1 year of contract date, rotation subject to station approval.

WUST

1947

WASHINGTON, D. C.

Media Code 4 209 8000 5.00
Atlantic Broadcasting Co., Radio Music Hall, 815 Yee St. N. W., Washington, D. C. 20001. Hobart 2-0011. (Auxiliary studios also located here.)

1. PERSONNEL

President—Milton Diener.
General Manager—Daniel Diener.
Sales Manager—Perry Walders.

2. REPRESENTATIVES

Greener, Hiken, Sears.

3. FACILITIES

1,000 w.; 1120 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Eff 1/1/69—Rec'd 12/5/68.

6. SPOT ANNOUNCEMENTS

AA—6-10 am & 3-7 pm.
A—10 am-3 pm.

PER WK, 1 MIN:	CLASS AA	1 tl	10 tl	15 tl	20 tl	30 tl
1 wk	25	20	18	17	15	14
13 wk	22	19	17	16	14	13
26 wk	20	18	16	15	13	12
52 wk	18	17	15	14	12	11

7. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	CLASS A	1 tl	10 tl	15 tl	20 tl	30 tl
1 wk	20	18	17	16	14	13
13 wk	19	17	16	15	13	12
26 wk	18	16	15	14	12	11
52 wk	17	15	14	13	11	10

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES

5-MINUTE COMMUNITY NEWS
PER WK: 4 wk 13 wk 26 wk 52 wk
6 tl: 65 55 45 35
12 tl: 60 50 40 30

WWDC

1941
WASHINGTON, D. C.



Subscriber to the NAB Radio Code
Media Code 4 209 8400 7.00
Owned and operated by Avco Broadcasting Corporation, Box 4068, Washington, D. C. 20015. Phone 301-589-7100. TWX 710-825-0078.

1. PERSONNEL

General Manager—William S. Sanders.
Sales Manager—Max Sherman.
Program Director—Pat Whitley.

2. REPRESENTATIVES

Avco Radio Sales.

3. FACILITIES

5,000 w.; 1200 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 21d, 23a, 28a, 29a.
Contracts: 40c, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 62b.
Cancellation: 70e, 72, 73b.
Prod. Services: 81, 82.

TIME RATES

AM/FM COMBINATION
No. 1 Eff 5/1/69—Rec'd 5/29/69.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-midnight.
B—Mon thru Fri 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE
PER WK: 1 tl 6 tl 12 tl 18 tl 24 tl 30 tl
PER YR: Fixed 156x 312x 520x 780x 1040x
AAA 100 80 70 60 50 40
AA 75 65 55 45 35 25
A 60 50 40 30 20 15
B 40 30 20 15 10 8
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots combinable for frequency discounts. Programs may be combined to earn spot discounts but spots do not combine to earn further program discounts.

CONVERTIBLE DEBENTURE PLANS

(ROS within rate classifications)
PER WK: 1 min
6 tl (1AAA, 2AA, 2A, 1B) 300
12 tl (3AAA, 3AA, 3A, 3B) 535
18 tl (4AAA, 4AA, 4A, 4B) 760
24 tl (5AAA, 5AA, 5A, 5B) 940
30 tl (6AAA, 6AA, 6A, 6B) 1100
Convertible Debenture Plans convert as follows:
Higher to lower classifications—2 Traffic Time (AAA and/or AA) spots equal to 3 daytime (A) spots; 2 A spots equal to 3 B spots.
Lower to higher classifications—3 spots of a lower classification equal to 2 spots of the next higher classification. Consecutive weeks discounts do not apply.
Spots on FM are not convertible.

DISTRICT OF COLUMBIA

Combinability: Weekly frequency or Convertible Debenture Plans: Special feature spots and programs may count toward numerical requirements for Weekly Frequency or Convertible Debenture Plans but do not themselves earn further discounts under Weekly Frequency or Convertible Debenture Plans. Weekly Frequency spots in designated classifications may be added to Convertible Debenture Plans at applicable rates and are fully convertible.

8. PROGRAM TIME RATES

1 hr.—600% of 1-min. 1/4 hr.—250% of 1-min.
1/2 hr.—400% of 1-min. 10 min.—200% of 1-min.

9. PARTICIPATING PROGRAMS

Fred Gale Show—Mon thru Sat 10 pm-12:30 am, Sun 10 pm-midnight, applicable B rates. Min 4 wks.

10. SPECIAL FEATURES

NEWS/COPIER REPORTS/SPORTS
PER WK, EA: 1 tl 5 tl 10 tl
AM Drive 110 85 75
PM Drive 75 70 65
Daytime 65 60 55
Evening 40 35 30
1-1/2 to 5 minute programs include open and close plus middle spot.

DISCOUNT
26 wk—4% 52 wk—8%

AM ONLY
00% of applicable rates.

WWDC-FM

1947

WASHINGTON, D. C.



Subscriber to the NAB Radio Code
Media Code 4 209 8401 5.00

Avco Broadcasting Corp., Box 4068, Washington, D. C. 20015. Phone 301-589-7100. TWX 710-825-0078.

1. PERSONNEL

General Manager—William S. Sanders.
Director, FM—William Shaw.
Gen'l Sales Mgr.—Max Sherman.

2. REPRESENTATIVES

Quality Media Incorporated.
Avco Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

ERP 20,000 w.; 101.1 mc.
Operating schedule: 7-2 am. EST.
Antenna ht.: 500 ft above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24c, 29a.
Contracts: 40c, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60c.
Cancellation: 70e, 72, 73b.
Prod. Services: 81, 82.
Sold in combination with WWDC. See that listing for rates.

TIME RATES

FM only 30% of applicable AM/FM combination rates.

FLORIDA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Jupiter—Palm Beach County

Radio Household Data

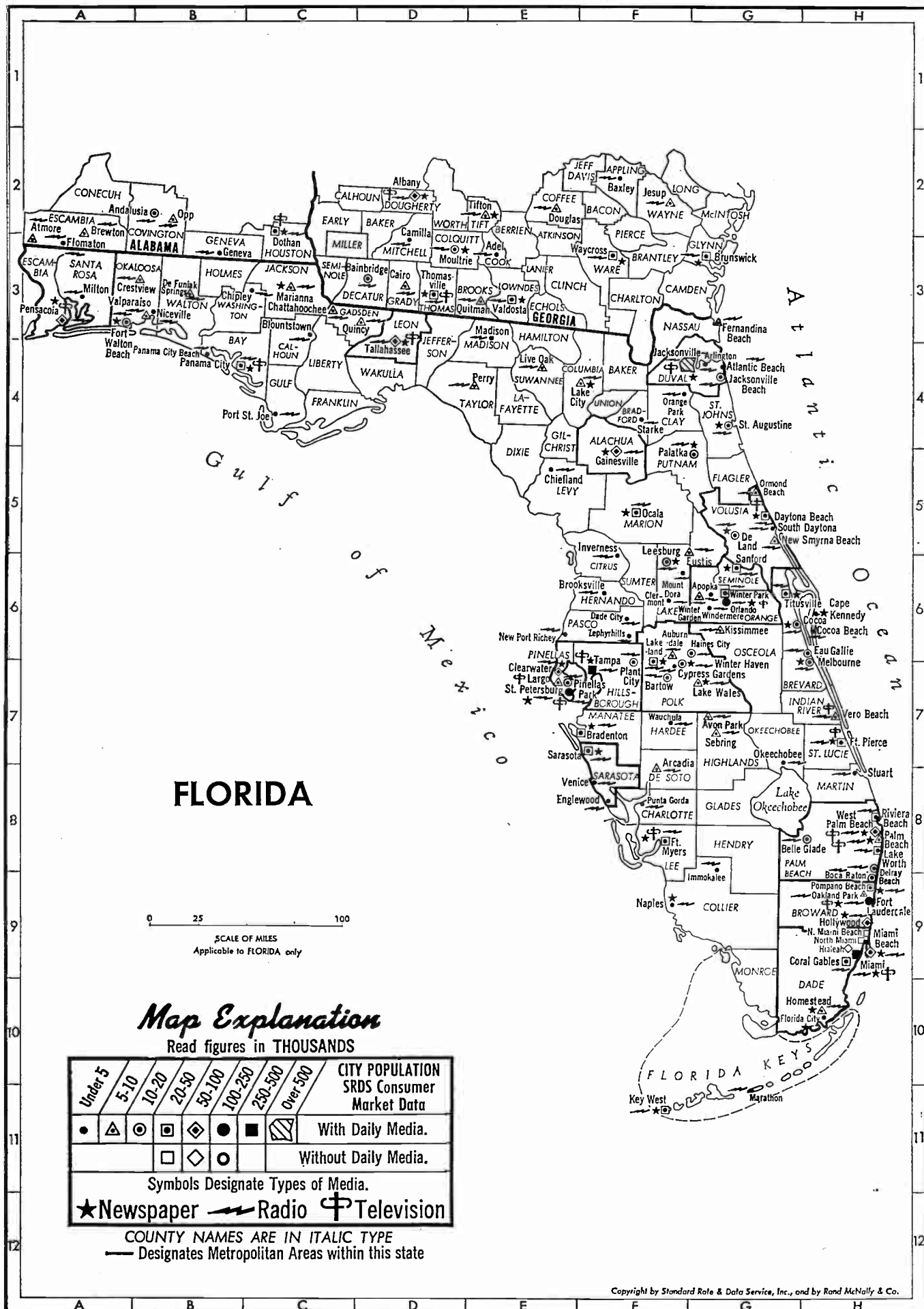
NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)	
STATE TOTAL	1,137,000
METRO AREAS	296,200
Daytona Beach ..	23,800
Fort Lauderdale ..	73,400
Hollywood ..	73,400
Gainesville ..	26,200
Jacksonville ..	121,600
Lakeland ..	40,800
Miami ..	175,100
Orlando	61,800
Pensacola	45,100
Sarasota	9,800
Tallahassee	27,600
Tampa-St. ..	103,800
Petersburg ..	103,800
West Palm ..	63,600
Beach ..	63,600
Total Metros.....	772,600

Spanish Population Data

(July 1, 1969)	
METRO AREAS	COUNTIES
Miami	296,200
Tampa-St. ..	68,200
Petersburg ..	41,700
Total Metros ..	406,100
Dade	296,200
Hillsborough ..	68,200
Pinellas	41,700
Total Counties ..	406,100



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Bradenton—Manatee	Fort Lauderdale—Broward	Hallandale—Broward	Key West—Monroe	Miami Beach—Dade	Orlando—Orange	St. Petersburg—Pinellas	Tampa—Hillsborough
Clearwater—Pinellas	Fort Myers—Lee	Hialeah—Dade	Lakeland—Polk	North Miami—Dade	Panama City—Bay	Sanford—Seminole	Titusville—Brevard
Coral Gables—Dade	Fort Pierce—St. Lucie	Hollywood—Broward	Lake Worth—Palm Beach	North Miami Beach—Dade	Pensacola—Escambia	Sarasota—Sarasota	West Palm Beach—Palm Beach
Daytona Beach—Volusia	Gainesville—Alachua	Jacksonville—Duval	Miami—Dade	Ocala—Marion	Pompano Beach—Broward	Tallahassee—Leon	Winter Park—Orange

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population (000)	Households (000)	Consumer Spendable Income—1968						Retail Sales—1968										Passenger Cars (000)	Farm Popu- lation (000)	Gross Farm Income (\$000)
			Per Household (\$)	% Distribution of Families					Total Retail Sales (\$000)	Per Household (\$)	By Selected Store Types					Service Station (\$000)					
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over			Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)		Auto- motive (\$000)				
FLORIDA	6,214.6	2,016.45	16,539,779	8,202	19.0	20.9	15.2	18.9	14.6	12,057,000	5,979	2,613,129	429,774	1,579,975	593,124	657,537	2,554,928	937,565	3,085.10	109.6	1,389,527
ALACHUA F-4	94.3	25.56	203,941	7,979	19.8	29.2	10.6	13.7	11.3	169,613	6,636	41,912	4,572	20,794	9,465	9,716	35,208	14,393	41.69	3.5	20,533
Gainesville Metro Area	68.2	18.36	150,600	8,203	19.8	29.2	10.6	13.7	11.3	140,489	7,652	32,542	3,857	19,339	8,675	9,024	31,752	9,709	41.69	3.5	20,533
BAKER F-4	7.9	1.92	12,337	6,426	23.2	15.5	14.3	13.6	9.1	8,091	4,214	2,809	339	274	205	101	2,055	551	3.94	.9	2,944
BAY B-4†	76.7	21.54	185,840	8,628	19.6	20.2	14.3	22.1	14.4	132,805	6,166	24,251	4,061	16,729	6,026	7,581	35,598	9,579	33.90	.6	1,380
BRADFORD F-4	37.0	10.98	100,030	9,110	25.4	22.2	14.4	12.7	6.5	115,370	10,507	19,103	3,693	16,059	5,448	7,311	34,937	6,746	5.51	.7	2,606
BREVARD G-7†	231.2	69.73	638,133	9,151	17.6	30.3	14.3	17.5	11.6	22,149	5,798	6,514	921	645	829	1,019	4,670	14,165	124.73	.8	15,944
BROWARD H-9	499.1	167.67	1,426,591	8,508	19.1	17.7	17.2	20.5	16.6	1,134,928	6,769	257,587	41,583	126,922	55,144	75,450	239,215	76,105	295.15	.7	33,881
Fort Lauderdale Metro Area	135.6	48.40	447,751	9,251	19.1	17.7	17.2	20.5	16.6	531,634	10,984	67,463	16,521	104,479	35,102	48,387	140,834	22,628	295.15	.7	33,881
Hallandale Metro Area	20.3	6.64	30,429	4,583	19.1	17.7	17.2	20.5	16.6	40,214	6,056	6,850	661	91	356	1,085	15,147	2,110	2.66	1.3	3,137
Hollywood Metro Area	99.8	37.40	149,375	3,994	19.1	17.7	17.2	20.5	16.6	165,106	4,415	30,413	11,190	6,040	12,647	5,834	22,442	7,918	2.66	1.3	3,137
Pompano Beach	25.4	8.62	66,956	7,768	19.1	17.7	17.2	20.5	16.6	150,405	17,448	27,848	4,263	7,463	7,300	7,758	49,121	8,929	2.66	1.3	3,137
CALHOUN C-3	7.4	2.10	12,030	5,729	24.0	14.1	12.6	12.3	6.1	8,533	4,063	2,118	385	662	445	155	1,692	1,097	2.66	1.3	3,137
CHARLOTTE F-8	20.3	7.79	33,009	4,237	34.0	32.0	2.6	4.2	3.6	30,823	3,957	9,328	920	2,239	406	2,408	6,160	2,919	11.94	.1	4,197
CITRUS F-5	13.1	4.55	20,994	4,614	27.2	19.0	15.3	4.9	3.3	16,160	3,552	4,612	691	482	325	448	1,121	3,387	7.30	.5	3,020
CLAY F-4	22.8	6.48	49,653	7,663	24.1	17.8	17.3	18.2	10.8	23,551	3,634	6,428	337	344	683	8,596	3,155	11.78	.7	9,038	
COLLIER G-9	29.3	9.25	59,108	6,390	20.5	20.3	16.0	14.1	15.6	61,997	6,702	17,683	1,689	3,318	2,664	5,028	6,459	6,695	15.96	.1	8,169
COLUMBIA F-4	25.3	7.28	40,731	5,595	23.4	24.1	13.9	9.0	2.7	48,236	6,626	9,236	1,103	2,742	3,223	2,121	10,187	5,463	10.14	2.9	6,761
DADE H-10†	1,153.5	397.61	3,688,221	9,276	16.0	19.0	15.4	22.6	19.6	2,627,334	6,608	555,232	96,194	401,119	177,318	134,231	527,432	159,536	582.12	2.0	72,745
Coral Gables	43.2	14.58	236,991	16,255	16.0	19.0	15.4	22.6	19.6	129,707	8,896	19,232	5,547	10,513	20,358	7,894	28,625	4,668	2.66	1.3	3,137
Hialeah	85.6	25.21	216,844	8,587	16.0	19.0	15.4	22.6	19.6	98,954	3,925	29,605	3,757	12,363	5,940	4,446	4,585	8,686	2.66	1.3	3,137
Miami Metro Area	355.0	135.04	1,101,888	8,160	16.0	19.0	15.4	22.6	19.6	1,131,229	8,377	199,247	38,565	224,080	60,747	76,457	239,843	57,865	2.66	1.3	3,137
Miami Beach	75.2	36.43	384,703	10,560	16.0	19.0	15.4	22.6	19.6	2,627,334	6,608	555,232	96,194	401,119	117,318	134,231	527,432	159,536	582.12	2.0	72,745
North Miami	35.6	11.94	120,830	10,120	16.0	19.0	15.4	22.6	19.6	266,212	7,307	46,982	17,996	17,653	47,024	3,171	21,617	10,454	2.66	1.3	3,137
North Miami Beach	30.5	10.33	86,853	8,408	16.0	19.0	15.4	22.6	19.6	62,240	5,213	16,156	2,628	1,240	1,926	3,482	8,265	4,743	2.66	1.3	3,137
DE SOTO F-8	13.1	3.53	22,503	6,375	26.4	25.3	10.8	9.6	6.8	15,824	4,483	4,737	659	866	378	759	3,120	1,533	5.02	1.1	12,344
DIXIE E-5	5.2	1.54	8,127	5,277	21.1	14.8	15.5	20.0	9.5	5,551	3,605	1,305	212	52	211	261	796	1,121	1.93	.2	859
DUVAL G-4†	516.3	153.31	1,440,057	9,393	16.8	20.9	17.2	22.2	16.4	1,098,809	7,167	220,444	40,409	144,564	52,382	60,360	253,237	103,450	234.73	1.5	17,217
Jacksonville Metro Area	516.3	153.31	1,440,057	9,393	16.8	20.9	17.2	22.2	16.4	1,098,809	7,167	220,444	40,409	144,564	52,382	60,360	253,237	103,450	234.73	1.5	17,217
ESCAMBIA A-3†	205.2	57.51	460,541	8,008	20.0	22.9	18.6	18.1	10.5	313,698	5,455	63,158	12,234	45,381	14,209	22,632	78,776	21,960	90.12	1.8	6,888
Pensacola Metro Area	62.7	19.23	167,334	8,702	20.0	22.9	18.6	18.1	10.5	163,051	8,479	22,261	5,941	25,917	11,188	15,744	50,892	8,277	104.90
FLAGLER G-5	5.4	1.59	8,065	5,072	22.7	19.6	13.3	8.4	4.9	6,473	4,071	1,030	211	111	73	148	1,662	1,520	2.56	.9	4,371
FRANKLIN C-4	7.3	2.43	11,688	4,810	24.7	18.9	11.3	11.3	2.0	9,233	3,800	2,755	908	538	247	1,429	599	555	2.37	104
GALDSTEN D-3	45.6	9.72	56,926	5,857	22.2	15.7	11.9	11.0	7.5	49,587	5,102	11,571	1,517	2,000	2,294	2,789	10,614	6,221	9.25	3.8	16,620
GILCHRIST E-4	3.5	1.01	4,013	3,973	20.2	19.6	3.9	4.3	1.2	3,894	3,855	651	121	121	299	351	1.39	1.0	3,024
GLADES G-8	4.0	1.08	5,797	5,368	18.8	14.4	15.9	25.1	13.2	1,727	1,599	605	115	105	395	351	1.04	.4	6,826
GULF C-4	9.6	2.77	27,288	9,851	14.5	13.5	16.8	30.3	15.2	9,764	3,525	3,160	378	640	707	659	1,226	771	3.79	196
HAMILTON E-3	8.2	2.25	11,126	4,945	21.4	15.6	12.2	10.9	1.3	9,440	4,196	2,745	374	802	117	221	2,924	2,425	2.45	2.1	8,304
HARDY F-7	13.8	4.18	27,601	6,603	24.4	15.9	17.1	12.5	8.6	25,589	6,122	5,828	696	1,918	542	730	4,045	2,251	6.21	2.4	26,170
HENDRY G-8	12.0	3.62	16,944	5,681	20.8	23.2	14.1	20.4	8.5	16,952	4,683	4,162	548	1,291	444	225	3,467	1,808	5.83	.8	37,667
HERNANDO F-6	13.2	4.31	22,771	5,283	25.1	16.9	13.2	11.8	7.7	15,931	3,696	5,020	472	487	461	454	2,617	1,888	7.06	.7	7,214
HIGHLANDS G-7	25.2	8.24	57,573	6,903	23.2	18.6	14.4	16.9	11.0	43,006	5,157	9,596	1,891	2,243	1,128	1,133	11,053	4,386	13.16	.7	32,127
HILLSBOROUGH F-7†	465.6	148.56	1,231,644	8,291	19.2	23.2	14.6	18.7	14.1	840,725	5,659	189,500	29,551	113,898	35,699	41,907	183,454	67,225	227.98	8.4	86,647
Tampa Metro Area	325.3	107.41	912,620	8,497	19.2	23.2	14.6	18.7	14.1	724,471	6,745	153,648	26,523	111,519	31,862	38,293	171,274	51,256	227.98	8.4	86,647
Tampa-St. Petersburg Metro Area	928.0	328.80	2,602,142	7,914	19.2	22.0	14.5	18.5	14.5	1,775,909	5,401	367,505	69,646	304,516	71,636	89,497	384,965	130,618	481.34
HOLMES B-3	11.2	3.34	14,189	4,248	20.1	13.1	9.6	13.9	6.5	9,481	2,839	2,393	307	607	291	238	2,337				

FLORIDA

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales— Per Household (\$)	Retail Sales—1968					Passen- ger Cars 1/1/69 (000)	Farm Produ- ction 1/1/69 (000)	Gross Farm Income 1968 (\$000)					
			(\$000)	Per Household (\$)	% Distribution of Families					Food (\$000)	Drug (\$000)	By Selected Store Types									
					5000 to 4999	5000 to 7999	8000 to 9999		10000 to 14999			15000 and over	General Merch. (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)	
PASCO F-6.....	45.5	15.63	85,483	5,469	24.6	20.7	11.6	11.5	6.7	66,570	4,259	20,770	2,422	3,658	1,784	2,882	8,588	7,392	27.36	2.9	35,642
PINELLAS E-7.....	462.4	180.24	1,370,498	7,604	19.3	20.5	14.4	18.4	15.0	935,184	5,189	178,005	39,913	190,618	35,937	47,590	201,511	63,393	253.36	.9	17,825
Clearwater.....	50.1	18.90	125,370	6,633	214,213	11,334	31,566	6,536	29,720	11,088	15,269	71,019	10,129
St. Petersburg.....	216.8	87.03	699,768	8,041	505,137	5,804	77,355	20,949	148,342	21,088	22,821	107,379	29,954
Tampa-St. Peters- burg Metro Area.....	928.0	328.80	2,602,142	7,914	19.2	22.0	14.5	18.5	14.5	1,775,909	5,401	367,505	69,464	304,516	71,636	89,497	384,965	130,618	481.34
POLK F-7.....	235.9	71.65	601,133	8,390	20.9	17.8	16.2	19.6	14.8	375,557	5,242	95,979	13,581	34,772	18,690	19,050	79,361	34,126	106.18	5.1	195,255
Lakeland.....	47.2	15.52	159,905	10,303	161,683	10,418	35,410	6,265	26,319	10,189	8,105	42,667	9,999
Lakeland Metro Area.....	235.9	71.65	601,133	8,390	20.9	17.8	16.2	19.6	14.8	375,557	5,242	95,979	13,581	34,772	18,690	19,050	79,361	34,126	106.18
PUTNAM F-5.....	34.0	10.19	74,010	7,263	18.5	18.9	12.8	20.0	13.8	46,946	4,607	13,249	1,748	5,277	1,482	2,938	9,020	4,597	14.45	1.2	11,086
ST. JOHNS G-4.....	31.4	9.62	86,431	8,985	18.4	19.0	13.6	19.3	16.0	45,789	4,760	10,681	1,891	1,985	2,058	1,878	7,113	7,349	12.31	1.0	11,958
ST. LUCIE H-7.....	50.3	15.92	108,445	6,812	22.6	20.6	17.0	14.4	10.2	92,929	5,837	20,488	2,544	9,163	4,039	4,869	23,515	7,304	23.50	1.0	34,658
Fort Pierce.....	35.0	10.77	64,814	6,018	76,890	7,139	17,212	2,544	6,823	3,565	4,869	22,515	5,384
SANTA ROSA A-31.....	35.3	9.36	67,538	7,216	21.8	23.1	16.7	16.0	7.6	34,556	3,692	9,255	1,543	2,245	777	2,202	7,082	4,202	14.78	2.8	6,720
SARASOTA F-8.....	102.3	37.93	301,600	7,951	19.9	23.1	14.0	15.9	15.9	247,067	6,514	49,346	6,700	37,526	10,773	16,661	50,957	16,466	65.23	.6	8,342
Sarasota Metro Area.....	44.0	16.44	147,837	8,993	155,098	9,434	21,409	4,080	30,839	7,948	8,749	40,967	7,767
SEMINOLE G-61.....	102.3	37.93	301,600	7,951	19.9	23.1	14.0	15.9	15.9	247,067	6,514	49,346	6,700	37,526	10,773	16,661	50,957	16,466	65.23
Sanford.....	72.7	21.65	142,169	6,567	21.1	22.9	16.3	15.5	8.6	82,350	3,804	25,649	3,053	4,815	1,778	4,355	14,323	8,800	32.09	.9	21,176
SUMTER F-6.....	22.5	6.68	55,624	8,327	58,355	8,736	17,234	2,144	4,199	1,547	3,080	13,321	4,419
SUWANNEE E-4.....	13.7	4.14	22,617	5,463	22.1	16.4	15.0	12.2	5.9	13,018	3,144	4,169	321	776	73	378	1,397	2,338	4.91	1.4	5,494
TAYLOR E-4.....	11.9	3.45	29,246	8,477	17.5	13.0	10.4	20.9	15.2	34,038	9,866	7,285	858	1,113	1,382	1,540	7,337	3,399	6.32	5.4	14,114
UNION F-4.....	14.3	4.10	30,432	7,422	17.5	16.6	13.6	20.1	14.5	24,075	5,872	5,590	620	1,510	907	1,381	3,627	4,468	4.94	.8	2,129
VOLUSIA G-5.....	3.6	.71	9,910	13,958	17.5	12.6	13.5	30.7	12.5	3,430	4,831	836	201	803	60	559	559	1.35	.8	2,952
Daytona Beach.....	158.0	58.48	427,192	7,305	20.0	20.0	15.2	17.2	13.2	306,022	5,233	66,212	11,045	36,634	13,938	16,255	64,904	23,157	84.78	1.5	18,192
Daytona Beach Metro Area.....	48.2	18.49	142,243	7,693	169,484	9,166	23,931	5,849	30,887	11,166	9,393	45,124	7,438
WAKULLA D-4.....	158.0	58.48	427,192	7,305	20.0	20.0	15.2	17.2	13.2	306,022	5,233	66,212	11,045	36,634	13,938	16,255	64,904	23,157	84.78
WALTON B-3.....	5.0	1.40	8,324	5,946	20.4	14.1	13.6	16.3	8.4	2,259	1,614	719	71	30	577	577	1.79	.1	731
WASHINGTON B-3.....	15.3	4.55	28,401	6,242	21.3	16.2	13.4	16.9	8.6	25,658	5,639	5,770	1,037	982	541	846	6,878	3,329	6.30	1.7	3,780
Washington B-3.....	10.1	2.96	18,460	6,236	20.1	16.3	11.8	16.4	8.3	9,631	3,254	2,578	395	684	427	476	1,534	1,209	3.53	1.6	2,438

(1) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

FLORIDA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

State Networks

Knight Quality Stations (Florida)

Comprised of:
WCKS (FM)—Cocoa **WVOS (FM)—Palm Beach**
WQXT—Palm Beach
 Media Code 4 210 0075 3.00
 Sales Office—Room 350, 400 Commonwealth Ave., Boston, Mass. 02215. Phone 617-262-1950.
1. PERSONNEL
 President—Norman Knight.
 Division Manager—Ralph H. Grover (Florida).
2. REPRESENTATIVES
 Miami—Advertising Representatives, Inc.
 Boston—Knight Quality Stations Sales Offices; See Rep & S/O pages.
4. AGENCY COMMISSION
 15% on net time only; no cash discount.
5. GENERAL RATE POLICY
TIME RATES
 ET 10/1/67—Rec'd 10/30/67.
GROUP DISCOUNTS
 Any 2 stations—25% All 3 stations—33-1/3%
 See individual station listings for rates.

Suwannee Group

Comprised of:
WDCE—Dade City **WMAF—Madison**
WNER—Live Oak **WINT—Winter Haven**
 Media Code 4 210 0090 2.00
 Suwannee Broadcasting Co., Box 130, Live Oak, Fla. 32060.
1. PERSONNEL
 President—Norman O. Protsman.
 Executive Vice-President—George R. Day, Jr.
 Vice-President—Ronald R. Brown.
2. REPRESENTATIVES
 Florida—Advertising Representatives, Inc.
4. AGENCY COMMISSION
 All rates net to station.
5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23b, 24b, 25a, 28a, 28c, 29a, 30, 32a.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60c, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
TIME RATES
 ET—Rec'd 8/8/66.

7. PACKAGE PLANS
4 STATION PACKAGE
 ALL STATIONS, PER WK: 1 min 30 sec 10 sec
 1 hr 6.80 5.20 4.00
 50 hr 5.70 4.30 3.40
 ALL STATIONS, PER YR:
 1000 x 4.90 3.70 2.80
 Rates for less than 4 stations—28% of above rates per station.

APOPKA (1 AM; 1 PM)

Orange County—Map Location G-6
 See SRDS consumer market map and data at beginning of the State.

WTLN

1964
 Media Code 4 210 0135 5.00
 Orange County Broadcasters, Box 2448, Orlando, Fla. 32802. Phone 305-889-2505.
1. PERSONNEL
 Pres. & Gen'l Mgr.—Thomas H. Mofitt.
 Station Manager—Tom Mofitt, Jr.
2. REPRESENTATIVES
 Frederick W. Smith.
3. FACILITIES
 5,000 w. days; 1520 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WTLN-FM.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3d, 4b, 4d, 5, 6a.
 Rate Protection: 10a, 11a, 12b, 13b, 14b, 16.
 Basic Rates: 21a, 21d, 23a, 25a, 26, 28a, 29a, 30.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 1/21/66—Rec'd 1/24/66.
7. PACKAGE PLANS
 PER WK: 1 hr 6 12 18 24
 1 min 7 8 5 4
 30 sec: 80% of 1-min. 10 sec ID's: 50% of 1-min.
CONTINUOUS WEEK DISCOUNT
 26 wk—5% 52 wk—10%
8. PROGRAM TIME RATES
 1 hr 60.00 54.00 50.00 46.00 40.00
 1/2 hr 38.00 34.00 30.00 26.00 22.00
 1/4 hr 25.00 21.00 18.00 15.00 12.50
 5 min 10.50 8.50 7.50 7.00 6.50

WTLN-FM

1969
 Media Code 4 210 0136 3.00
 Orange County Broadcasters, Box 2448, Orlando, Fla. 32802. Phone 305-889-2505.
1. PERSONNEL
 President—Thomas H. Mofitt.
 Station Manager—Thomas H. Mofitt, Jr.
2. REPRESENTATIVES
 Frederick W. Smith.
3. FACILITIES
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
 Operating schedule: 6 am-midnight. EST.
 Antenna ht.—
 Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WTLN.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL ADVERTISING See coded regulations
 See WTLN listing for coded regulations.
TIME RATES
 Rates are identical to WTLN. See that listing.

ARCADIA

De Soto County—Map Location F-8
 See SRDS consumer market map and data at beginning of the State.

WAPG

1955
 Subscriber to the NAB Radio Code
 Media Code 4 210 0180 1.00
 Arcadia-Punta Gorda Broadcasting Co., Inc., Box 632, Asbury St., Arcadia, Fla. 33821. Phone 928-6101.
1. PERSONNEL
 President—H. D. Ryals.
 General Manager—W. W. Benton.
 Program Director—M. G. Benton.
3. FACILITIES
 1,000 w. days; 1480 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 2b, 3b, 3c, 3d, 4a, 5, 6a, 8.
 Rate Protection: 10a, 12a, 14a, 15b.
 Basic Rates: 21c, 22b, 24b, 24c, 25a, 28c.
 Contracts: 40a, 42b, 45, 47a.
 Comb.: Cont. Discounts: 60a, 61b.
 Cancellation: 70a, 70c, 73a.
 Prod. Services: 80, 82.
 Affiliated with KBS.

TIME RATES
 ET—Rec'd 8/15/68.
6. SPOT ANNOUNCEMENTS
 *100+ 100x 75x 50x 30x 15x *1x
 1 min 1.50 160.00 131.25 92.50 60.00 31.50 2.25
 30 sec 1.00 110.00 93.75 67.50 45.00 24.00 1.75
 (*) Each.
10. SPECIAL FEATURES
 5-min newscast 4.50 2-min headlines 3.00

ARLINGTON

Duval County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

See Jacksonville (including Arlington)

ATLANTIC BEACH

Duval County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

WKTX

1958
 Media Code 4 210 0225 4.00
 WKTX, Inc., Box 608, Atlantic Beach, Fla. 32003. Phone 904-246-6459.
1. PERSONNEL
 President—Louis M. Neale.
 General Manager—Gerald Pellerin.
 Program Director—John Kennedy.
2. REPRESENTATIVES
 Broadcast Time Sales.
3. FACILITIES
 1,000 w. days; 1690 kc. Non-directional.
 Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION
 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3c, 5, 7b.
 Basic Rates: 20b, 21a, 22a, 23b, 24c, 25c, 26, 28c, 29b, 33c.

Contracts: 40a, 41, 42c, 43, 44b, 45, 48, 49, 51c.
 Comb.: Cont. Discounts: 60i, 61b, 62b.
 Cancellation: 70a, 70c, 71b, 72, 73b.
 Prod. Services: 80, 82.
 Rates protected for extent of contract or renewal to 1 year.
 Member: Better Music Broadcasters.

TIME RATES
 No. 1 ET 4/1/66—Rec'd 5/26/66.
7. PACKAGE PLANS
 PER WK: 6 hr 12 hr 18 hr 24 hr 30 hr
 1 min 5.60 5.20 4.80 4.40 4.00
 30 sec 3.90 3.60 3.40 3.10 2.80
 PER MO: 100 hr 120 hr 150 hr
 1 min 3.40 3.20 3.00
 30 sec 2.50 2.30 2.10
8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 x 120 60 30 25 15

AUBURNDALE

Polk County—Map Location F-7
 See SRDS consumer market map and data at beginning of the State.

Bartow—W B A R—Continued

1. PERSONNEL
 Assistant Manager—Mrs. Shirley Carroll.

2. REPRESENTATIVES
 Miami—Advertising Representatives, Inc.
 New York—Continental Radio Sales.

3. FACILITIES
 1,000 w. days; 1460 kc.
 Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 5a, 5c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20b, 22a, 23a, 24b, 25a, 28b, 28c, 32a, 33d.
 Contracts: 40b, 41, 42a, 42c, 44a, 45, 48, 49, 51a.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 73a.
 Member: Southeastern Key Market Network.

TIME RATES
 Rates effective November 1, 1963.
 Card received October 29, 1962.

6. SPOT ANNOUNCEMENTS
 1 min. ea. 2.60 30 sec. ea. 1.75
 1000 spots per year—deduct .50 from above rates.

8. PROGRAM TIME RATES

1-15 min.	1 hr.	1/2 hr.	1/4 hr.	5 min.
40.00	40.00	24.00	16.00	8.00
30.00	30.00	18.00	12.00	6.00
25.00	25.00	15.00	10.00	5.00
12.50	12.50	7.50	3.75	—
6.00	6.00	3.00	—	—
5.00	5.00	—	—	—

BELLE GLADE

Palm Beach County—Map Location H-8
 See SRDS consumer market map and data at beginning of the State.

WSWN

Media Code 4 210 0405 2.00
 Seminole Broadcasting Co., Inc., Box 786, State Rd. 715, Belle Glade, Fla. 33430.

1. PERSONNEL
 Chairman, Board Directors—E. D. Rivers, Jr.
 President—M. B. Rivers.
 General Manager—Martin Smith.

2. REPRESENTATIVES
 Gill-Perma, Inc.
 Stars, Inc.
 South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
 1,000 w. days; 900 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 Member: The Dee Rivers Group.

TIME RATES
 Rates effective July 1, 1963.
 Rates received June 28, 1963.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	76.50	45.90	25.50	12.75	8.95	6.40
26 times	72.70	43.65	24.25	12.05	8.65	6.25
52 times	68.85	41.20	22.45	11.00	8.30	5.90
65 times	64.95	39.00	21.70	10.00	8.00	5.65
130 times	61.20	36.75	20.40	10.40	7.70	5.30
156 times	57.35	34.40	19.00	9.95	7.35	4.95
260 times	53.55	33.00	17.65	9.40	7.00	4.60
312 times	49.70	29.85	16.10	8.90	6.65	4.25
520 times	45.90	27.55	15.30	8.45	6.30	3.95

7. PACKAGE PLANS

1 minute:	Per week
Weekly:	13 wks. 26 wks. 52 wks.
6 times	48.00 43.50 39.00
12 times	87.00 78.00 69.00
18 times	117.00 103.50 90.00
24 times	138.00 120.00 101.00
36 times	180.00 153.00 126.00

10. SPECIAL FEATURES
 5 minute newscasts:

Weekly:	13 wks.	26 wks.	52 wks.
15 times	165.00	146.25	127.50
25 times	243.75	212.60	181.25
50 times	425.00	362.50	300.00

Radio Shorts

1 time	2.55	156 times	1.95
26 times	2.45	280 times	1.80
52 times	2.35	312 times	1.85
65 times	2.25	520 times	1.50
130 times	2.10	—	—

7. PACKAGE PLANS

1 minute:	Per week
Weekly:	13 wks. 26 wks. 52 wks.
6 times	48.00 43.50 39.00
12 times	87.00 78.00 69.00
18 times	117.00 103.50 90.00
24 times	138.00 120.00 101.00
36 times	180.00 153.00 126.00

10. SPECIAL FEATURES
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50 times	425.00	362.50	300.00

Radio Shorts

1 time	2.55	156 times	1.95
26 times	2.45	280 times	1.80
52 times	2.35	312 times	1.85
65 times	2.25	520 times	1.50
130 times	2.10	—	—

BLOUNTSTOWN (1 AM; 1 FM)

Calhoun County—Map Location C-4
 See SRDS consumer market map and data at beginning of the State

WKMK

Media Code 4 210 0450 8.00
 The Maupin Broadcasting Co., Box 207, 419 N. Main St., Blountstown, Fla. 32424, Phone 904-874-5403.

1. PERSONNEL
 Owner & Gen'l Mgr.—Robert L. Maupin.
 Program Director—Robert L. Watson.
 Sales Manager—Peter L. Anderson.

2. REPRESENTATIVES
 National Time Sales.

3. FACILITIES
 1,000 w.; 1,000 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 5, 6a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 21b, 24b, 25a, 28a, 29a.
 Contracts: 40a, 41, 42, 43, 44, 45, 46, 47a, 48, 49, 50, 51a.
 Comb.; Cont. Discounts: 60a, 61a.

TIME RATES
 No. 11 ET 1/1/68—Rec'd 2/17/69.

6. SPOT ANNOUNCEMENTS

1x	39x	78x	156x	312x	624x
1 min.	4.75	4.25	4.00	3.75	3.50
30 sec.	3.10	2.85	2.70	2.50	2.35

7. PACKAGE PLANS

PER WK:	5 ti	15 ti	30 ti	60 ti
1 min.	4.25	8.75	17.25	34.50
30 sec.	2.85	8.50	17.00	34.00

8. PROGRAM TIME RATES

1 hr.	60	50	45	40	35	30
1/2 hr.	50	40	35	30	25	20
1/4 hr.	40	30	25	20	15	10
10 min.	30	20	18	16	12	8
5 min.	20	17	14	12	8	8

WVOG (FM)

Media Code 4 210 0540 6.00
 WVOG, Inc., Box 1207, Boca Raton, Fla. 33432, Phone 305-395-7515.

1. PERSONNEL
 Pres. & Sta. Mgr.—Homer Akers.
 Sales Manager—Frank A. Nagle.

3. FACILITIES
 ERP 100,000; 99.9 mc.
 Operating schedule: 6:00 am-midnight. EST.
 Antenna ht.: 280 ft. above average terrain.

Cancellation: 70a, 70c, 72.
 Prod. Services: 82.
 FM facilities: WRTM (FM).

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET—Rec'd 9/6/67.

AAA—Mon thru Sat 8:30-8:30 am & 11:30 am-1:30 pm
 AA—Mon thru Sat sign-on-8:30 am, 11-11:30 am, 1:30-2:30 pm & 5-6 pm; Sun all day.
 A—All other times.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	104x	260x	(*)
AAA	3.10	2.80	2.60	2.70	2.50	2.00
AA	2.80	2.50	2.40	2.30	2.10	1.60
A	2.50	2.45	2.30	2.10	2.00	1.50

30 SECONDS

AAA	2.75	2.65	2.55	2.45	2.25	1.95	1.70
AA	2.30	2.20	2.10	2.00	1.80	1.60	1.25
A	2.00	1.95	1.90	1.70	1.50	1.30	1.10

(*) 500-1000x

7. PACKAGE PLANS

1 MIN. EA:	AAA	AA	A
1 wk.	2.00	1.50	1.35
3 wk.	1.80	1.30	1.15
5 +	1.60	1.15	1.00

30 sec: 70% of 1-min.
 Minimum 70 per week, 10 per day.

8. PROGRAM TIME RATES

CLASS AAA

1x	15x	26x	52x	104x	260x	(*)
1/2 hr.	42.00	37.00	32.00	27.00	25.00	—
1 hr.	25.00	23.00	21.00	19.00	17.00	—
1/4 hr.	18.00	15.80	14.80	12.80	10.50	9.00
10 min.	10.00	10.20	9.70	9.20	8.70	8.30
5 min.	8.50	8.00	7.70	7.20	6.70	6.00

CLASS AA

1 hr.	35.00	30.00	25.00	20.00	18.00	—
1/2 hr.	20.00	18.00	16.00	14.00	12.00	—
1/4 hr.	14.00	13.00	12.00	11.00	9.00	8.00
10 min.	9.00	8.50	8.00	7.50	7.00	6.50
5 min.	7.00	6.50	6.20	5.80	5.20	4.50

CLASS A

1 hr.	30.00	28.00	24.00	18.00	16.00	—
1/2 hr.	18.00	16.80	13.20	10.80	9.80	—
1/4 hr.	12.00	10.40	8.80	7.20	6.40	—
10 min.	9.00	7.70	7.20	6.40	4.20	3.60
5 min.	6.00	5.60	5.20	4.00	3.60	3.20

(*) 500-1000x.
 Programs and spots may not be grouped in computing frequency discounts.

10. SPECIAL FEATURES
 News Service—Applicable rate plus 10%.

WRTM (FM)

Media Code 4 210 0470 6.00
 Mainline Broadcasting Co., Box 297, 419 N. Main St., Blountstown, Fla. 32424, Phone 904-674-5403.

1. PERSONNEL
 Owner & Gen'l Mgr.—Robert L. Maupin.
 Sales Manager—Peter L. Anderson.

3. FACILITIES
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
 Operating schedule: 5:30 am-11 pm. CST.
 Antenna ht.: —

4. AGENCY COMMISSION
 15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 See WKMK listing for coded regulations.
 AM facilities: WKMK.

TIME RATES
 Rates are identical to WKMK. See that listing.

BOCA RATON (1 AM; 1 FM)

Palm Beach County—Map Location H-8
 See SRDS consumer market map and data at beginning of the State.

WSBR

Media Code 4 210 0495 3.00
 Burbark Radio, Inc., Drawer WSBR, Boca Raton, Fla. 33432.
 Studio: U. S. 441, S. of Glades Rd. Phone 305-395-7401.

1. PERSONNEL
 President—John L. Laubach, Jr.
 General Manager—William G. Richards.
 Program Director—Charles E. Clarke.

2. REPRESENTATIVES
 Roger Coleman, Inc.

3. FACILITIES
 1,000 w.; 740 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.

TIME RATES
 No. 11 ET 1/1/68—Rec'd 2/17/69.

6. SPOT ANNOUNCEMENTS

1x	39x	78x	156x	312x	624x
1 min.	4.75	4.25	4.00	3.75	3.50
30 sec.	3.10	2.85	2.70	2.50	2.35

7. PACKAGE PLANS

PER WK:	5 ti	15 ti	30 ti	60 ti
1 min.	4.25	8.75	17.25	34.50
30 sec.	2.85	8.50	17.00	34.00

8. PROGRAM TIME RATES

1 hr.	60	50	45	40	35	30
1/2 hr.	50	40	35	30	25	20
1/4 hr.	40	30	25	20	15	10
10 min.	30	20	18	16	12	8
5 min.	20	17	14	12	8	8

WVOG (FM)

Media Code 4 210 0540 6.00
 WVOG, Inc., Box 1207, Boca Raton, Fla. 33432, Phone 305-395-7515.

1. PERSONNEL
 Pres. & Sta. Mgr.—Homer Akers.
 Sales Manager—Frank A. Nagle.

3. FACILITIES
 ERP 100,000; 99.9 mc.
 Operating schedule: 6:00 am-midnight. EST.
 Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time; 15th of month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20a, 21a, 21b, 22b, 23a, 28c.
 Contracts: 40c, 41, 42b, 42d, 46, 47a, 51a.
 Comb.; Cont. Discounts: 60a, 62b.
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 No. 4 ET 1/15/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS

1x	18x	36x	76x	156x	234x	312x
1 min.	4.10	3.90	3.70	3.50	3.10	2.85
30 sec.	3.10	2.95	2.80	2.65	2.50	2.35

7. PACKAGE PLANS

18 ti (special)	1 min	30 sec
36 ti (special)	61.50	45.50
72 ti (1 per day)	118.00	87.50
156 ti (2 per day)	260.00	184.00
234 ti (3 per day)	470.00	348.00
312 ti (4 per day)	680.00	495.00
390 ti (5 per day)	825.00	624.00
468 ti (6 per day)	1075.00	824.00

MUSIC THROUGH THE NIGHT
 (Mon thru Sat midnight-6 am)

SEGMENT: 2 hr. 3 hr. 4 hr. 6 hr.
 6 days per wk. 150.00 200.00 255.00 360.00

8. PROGRAM TIME RATES

1 hr.	65.00	60.00	55.00	50.00	45.00	40.00	35.00	30.00
1/2 hr.	34.50	31.80	29.15	26.50	23.85	21.20	18.55	15.90
1/4 hr.	19.20	17.70	16.25	14.75	13.30	11.80	10.35	8.85
5 min.	13.30	10.65	9.75	8.85	8.00	7.10	6.20	5.30

BRADENTON

Manatee County—Map Location E-7
 See SRDS consumer market map and data at beginning of the State.

See Sarasota-Bradenton

BROOKSVILLE

Hernando County—Map Location F-6
 See SRDS consumer market map and data at beginning of the State.

WWJB

Media Code 4 210 0583 8.00
 Brooksville Broadcasting Service, Inc., 31 S. Main St., Brooksville, Fla. 33512, Phone 904-708-2020.

1. PERSONNEL
 Pres. & Gen'l Mgr.—W. W. Johnson.
 Program Director—W. W. Johnson, Jr.

3. FACILITIES
 250 w

FLORIDA

Chipley—W B G C—Continued

Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS
ET 1/1/68—Rec'd 6/3/68.
1 min/less... 3.75 3.50 3.25 3.00 2.75 2.50
ROS same rate.

(*) No frequency discounts for time segments 6:30-8:30 am, 11:30 am-1:30 pm, 4-6:30 pm.

8. PROGRAM TIME RATES

1 hr.	37.50	35.00	32.50	30.00	27.50	25.00
1/2 hr.	22.50	21.00	19.50	18.00	16.50	15.00
1/4 hr.	15.00	14.00	13.00	12.00	11.00	10.00
10 min.	11.25	10.50	9.75	9.00	8.25	7.50
5 min.	7.50	7.00	6.50	6.00	5.50	5.00

(*) No frequency discounts for time segments 6:30-8:30 am, 11:30 am-1:30 pm, 4-6:30 pm.

CLEARWATER

Pinellas County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg.
(including Clearwater, Dunedin, Pinellas Park)

CLERMONT

Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

W S L C

1962



Subscriber to the NAB Radio Code
Media Code 4 210 0675 0.00
Dunne F. McConnell, Box 606, Hwy. 50 W., Clermont, Fla. 37211. Phone 305-394-2000.

1. PERSONNEL
Sales Manager—Mal Hayes.
Chief Engineer—Spencer Ivey.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
250 w.; 1340 kc. Non-directional.
Operating schedule: 5:45 am-6:30 pm weekdays; 8:00 am-6:30 pm Sun.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 62b.
Cancellation: 70a, 70c, 73a.
Affiliated with MBS.

TIME RATES

Rates effective November 22, 1965.

6. SPOT ANNOUNCEMENTS
(6:00-9:00 am)
1 min 30 sec 10 sec
1 ti 3.50 3.00 2.00
2 ti 3.25 2.65 1.80
52 ti 8.00 2.45 1.40
104 ti 8.50 2.20 1.45
156 ti 2.25 1.95 1.35
280 ti 2.00 1.65 1.30
385 ti 1.65 1.40 1.15
520 ti 1.40 1.25 1.00

ROS ANNOUNCEMENTS
1 ti 3.00 2.50 1.75
2 ti 2.75 2.35 1.60
52 ti 2.60 2.15 1.50
104 ti 2.00 1.85 1.35
156 ti 1.75 1.60 1.20
280 ti 1.60 1.40 1.05
385 ti 1.40 1.20 1.00
520 ti 1.15 1.00 .90

8. PROGRAM TIME RATES

5 MINUTES
(6:00-9:00 am)
1 ti 4.00 1.56 ti 3.75
2 ti 4.75 2.60 ti 3.50
52 ti 4.50 3.85 ti 3.00
104 ti 4.00 3.20 ti 2.50

5 MINUTE ROS ANNOUNCEMENTS
1 ti 4.60 1.56 ti 3.60
2 ti 4.35 2.60 ti 3.35
52 ti 4.10 3.65 ti 2.85
104 ti 3.85 3.20 ti 2.35

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
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520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
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280 ti 1.75 1.60 1.20
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104 ti 2.60 2.15 1.50
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280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
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385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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104 ti 2.60 2.15 1.50
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280 ti 1.75 1.60 1.20
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520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
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104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
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520 ti 1.40 1.20 1.00

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385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

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52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

28 ti 3.00 2.50 1.75
52 ti 2.75 2.35 1.60
104 ti 2.60 2.15 1.50
156 ti 2.00 1.85 1.35
280 ti 1.75 1.60 1.20
385 ti 1.60 1.40 1.05
520 ti 1.40 1.20 1.00

4. AGENCY COMMISSION

15% bills rendered last day of month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 27, 28c, 29b 30.
Contracts: 40b, 41, 42b, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1964. (Card No. 11.)
Card received May 27, 1964.
Class AA—5:00 am-7:00 pm.
Class A—7:00 pm-5:00 am.
ROS times—50% of Class AA time and 50% of Class A time.

6. SPOT ANNOUNCEMENTS

CLASS AA TRAFFIC TIMES
1 min 30 sec 10 sec
52 ti 4.50 3.70 3.12 ti 3.60 2.80
104 ti 4.20 3.40 2.80 ti 3.30 2.50
280 ti 3.90 3.10

CLASS A NON-TRAFFIC TIMES
1 min 30 sec 10 sec
52 ti 4.50 3.70 3.12 ti 2.80 1.95
104 ti 3.40 2.55 2.00 ti 2.50 1.65
280 ti 3.10 2.25

15 seconds—70% of appropriate 30-second rate.

7. PACKAGE PLANS

ROS
1 min 30 sec 10 sec
52 ti 4.10 3.20 3.12 ti 3.20 2.30
104 ti 3.80 2.90 2.90 ti 2.90 2.00
280 ti 3.50 2.60

1 MINUTE
(To be used in a 30-day period)

AA ROS A
10 ti 45.00 41.00 37.00
20 ti 84.00 78.00 68.00
50 ti 195.00 175.00 155.00
100 ti 360.00 320.00 280.00

30 SECONDS
(To be used in a 30-day period)

10 ti 37.00 32.00 28.50
20 ti 68.00 58.00 51.00
50 ti 155.00 130.00 112.50
100 ti 280.00 230.00 195.00

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 45 30 20 10

DISCOUNTS
52x—5%
104x—10%
156x—15%
280x—20%

10. SPECIAL FEATURES
Joe Pyne Show—Mon thru Fri 1 minute per month 84.00.

WKKO

1952

WCNU

1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 210 0990 3.00
Gulf Shores Broadcasting Co., Box 518, Crestview,
Fla. 32536. Mutual 2-2330.
Other Studios—De Funiak Springs and Fort Walton,
Fla.

3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15% of net station charges.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28a,
29a.

Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective May 1, 1948. (Card No. 1.)

8. SPOT ANNOUNCEMENTS/PROGRAM RATES
(To be used in 1 year)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	20.00	14.00	8.00	5.00
13 times.....	37.00	18.50	13.75	7.75	4.75
26 times.....	36.00	18.00	13.50	7.50	4.50
52 times.....	35.00	17.50	13.25	7.00	4.00
104 times.....	33.00	16.50	13.00	6.75	3.75
156 times.....	31.00	15.50	12.50	6.25	3.50
260 times.....	30.00	15.00	11.00	5.00	3.25

(*) 1 minute spots.

WJSB

1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 210 1035 6.00
Crestview Broadcasting Co., Box 287, W. 1st St.,
Crestview, Fla. 32536. Phone 305-682-3040.

1. PERSONNEL
Pres. & Gen'l Mgr.—Everett M. McCrary
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11c, 12f, 13f, 14f, 15a, 15b.
Basic Rates: 21a, 21b, 21c, 22b, 23a, 25a, 28b, 28c.
Contracts: 40a, 48, 47a, 49, 51c.
Comb.: Cont. Discounts: 60c, 60d, 60e, 60f, 60h.
Cancellation: 71a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 3/8/55—Rec'd 4/25/68.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	15 sec
300 ti.....	2.00	1.00	.60
180 ti.....	2.20	1.20	.75
150 ti.....	2.30	1.30	.80
120 ti.....	2.40	1.40	.85
90 ti.....	2.50	1.50	.90
60 ti.....	2.60	1.60	.95
30 ti.....	2.70	1.70	1.00
15 ti.....	2.80	1.80	1.10
7. PACKAGE PLANS	3.00	2.00	1.20

PER MO: 26 ti 21 ti 16 ti 12 ti 8 ti 1 ti
5 min..... 4.00 4.50 5.00 5.50 6.00 6.50
1/4 hr..... 7.50 8.00 8.50 9.00 9.50 10.00
1/2 hr..... 14.00 15.00 16.00 17.00 18.00 20.00

CYPRESS GARDENS

Polk County—Map Location F-7
See SRDS consumer market map and data at begin-
ning of the State.

WGTO

1955

NAB

Edward Petry & Co., Inc.

Independent

NAB RAB

A Hubbard Broadcasting, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 210 1080 2.00
Hubbard Broadcasting, Inc., Minneapolis-St. Paul,
Minn.
Business Office (and Studio):
Box 125, Cypress Gardens, Fla. 33880. Phone 813-
293-4101.
Tampa Business Office—Phone 813-229-1622.
Orlando Sales Office—Phone 305-425-9540.

1. PERSONNEL
President—Stanley E. Hubbard.
Vice-President—Marvin L. Rosens.
General Sales Manager—Robert J. Grossman.
2. REPRESENTATIVES
Edward Petry & Company, Inc.
3. FACILITIES
50,000 w. days; 540 kc. Directional.
Operating schedule: Sunrise to local sunset. EST.
4. AGENCY COMMISSION
15% net station charges; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 24a, 24b, 24c, 28a, 29a,
29b, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 47a, 48, 49,
50, 51a, 51c.

Comb.: Cont. Discounts: 60a, 60g, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/1/67—Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS

	1 min	20/30 sec	10 sec
1 time.....	25.00	17.00	9.00
26 times.....	23.75	16.15	8.55
52 times.....	22.50	15.30	8.10
104 times.....	21.25	14.45	7.65
156 times.....	19.75	13.75	7.20
260 times.....	18.25	11.05	6.30
312 times.....	13.75	9.35	5.40

7. PACKAGE PLANS
PACKAGE ANNOUNCEMENT PLANS
(Fixed but not guaranteed)

1-minute and 20/30-second announcements may be combined for discount purposes. 10-second and 6-second not combinable for discount purposes, but may be purchased at discount rate established through 1-minute and 20/30-second usage. Not combinable with other facilities for additional discounts.

Per week:	1 min.	20 sec.	10 sec.	6 sec.
10 times.....	160.00	100.00	60.00	40.00
15 times.....	228.00	142.50	85.50	57.00
20 times.....	288.00	180.00	108.00	72.00
25 times.....	340.00	212.50	127.50	85.00
30 times.....	384.00	240.00	144.00	96.00
35 times.....	420.00	262.50	157.50	105.00
50 times.....	560.00	350.00	210.00	140.00

Additional Discounts

13 weeks.....	5%	39 weeks.....	15%
26 weeks.....	10%	52 weeks.....	20%

Combinaible with week-day packages at applicable rate. Minimum package 10, R.O.B.
1 minute..... 10.00 10 seconds..... 4.00
20-30 seconds..... 7.50

8. PROGRAM TIME RATES

	1/2 hr.	10 min.	5 min.
1 time.....	100.00	65.00	55.00
26 times.....	95.00	61.75	52.25
52 times.....	90.00	58.50	49.50
104 times.....	85.00	55.25	46.75
156 times.....	80.00	52.00	44.00
260 times.....	75.00	48.75	41.25
312 times.....	70.00	45.50	38.50

DADE CITY

Pasco County—Map Location F-6
See SRDS consumer market map and data at begin-
ning of the State.

WD CF

1954

Media Code 4 210 1125 5.00
WDCF Radio, Inc., Box 1077, Hwy. 301 S. Dade
City, Fla. 32525. Phone 904-367-5045.

1. PERSONNEL
President—Norman O. Protzman.
Executive Vice-President—George R. Day, Jr.
General Manager—W. S. Bailey.
2. REPRESENTATIVES
Florida—Advertising Representatives, Inc.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%: time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 48.

Comb.: Cont. Discounts: 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: Southeastern Key Market Network; Suwanee
Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1963.
Rates received November 18, 1963.

6. SPOT ANNOUNCEMENTS

	1 ti	30 sec	10 sec
1 ti.....	2.20	1.90	1.60
13 ti.....	2.00	1.70	1.40
26 ti.....	1.85	1.55	1.25
52 ti.....	1.70	1.40	1.10
104 ti.....	1.55	1.25	.85
260 ti.....	1.45	1.15	.85
312 ti.....	1.35	1.00	.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti.....	38.00	20.00	14.50	10.75	7.00
13 ti.....	32.00	18.00	14.00	10.25	6.50
26 ti.....	28.00	16.50	13.50	9.75	6.00
52 ti.....	25.00	15.00	12.00	8.75	5.50
104 ti.....	23.00	14.00	10.75	7.75	5.00
260 ti.....	20.00	13.50	9.50	7.00	4.50
312 ti.....	18.50	13.00	8.50	6.75	4.00

DAYTONA BEACH (5 AM; 2 FM)

(Including Ormond Beach, South Daytona)
Volusia County—Map Location G-5
See SRDS consumer market map and data at begin-
ning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDAT

(formerly WQXQ)

1957

ORMOND BEACH

Subscriber to the NAB Radio Code
Media Code 4 210 1150 3.00
Morris Broadcasting Co., Inc., Box 5038, Daytona
Beach, Fla. 32020. Phone 904-877-4122.
STATION'S PROGRAMMING DESCRIPTION
WDAT: Top 40 music is programmed for adults,

young adults and teens. Mix includes albums, folk-rock, pop single. NEWS: network hourly on half hour. Community bulletin board, beach temperature throughout day. COMMERCIAL POLICY: 18 minutes per hour. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 6/30/69.

1. PERSONNEL
President—William E. Morris.
Vice-Pres. & Gen'l Mgr.—William Hunter.
Operations Manager—Lynn Younger.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b.
Cancellation: 71a, 73a.
Affiliated with American Entertainment Network

TIME RATES

ET—Rec'd 4/17/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	152x	312x	520x
1 min.....	10.00	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.....	9.00	8.50	8.00	7.50	7.00	6.50	6.00

7. PACKAGE PLANS
ROS PER WK: 12 ti 18 ti 24 ti 36 ti
1 min..... 8.00 7.50 7.00 6.50
30 sec..... 7.50 7.00 6.50 6.00

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
PER WK: 1 ti 3 ti 5 ti 10 ti
2a..... 15 13 11 9

WELE

1957

SOUTH DAYTONA

adam young inc.



Media Code 4 210 1170 1.00
WELE, Inc., Box 4006, Daytona Beach, Fla. 32021.
Phone 904-787-1131.

- STATION'S PROGRAMMING DESCRIPTION
WELE: MUSIC: modern country and western 100%.
Chart programming. Typical hourly cycle of programming: 5 min news at top of hour, followed by brief weather summary. Full weather report at 15. News headlines on half hour. Sports or community bulletin board at 45. Time and temperature throughout cycle. News includes local, state, national and global. Mobile news unit. Local motor racing sports: 5:25 pm, M-F. Telephone interviews and contests 7 days a week. COMMERCIAL POLICY: 18 minutes maximum per hour. AIR PERSONALITIES handle all segments. Personalities available for remote broadcasts, store openings, shopping centers, etc. Contact Representative for further details. Rec'd 4/22/68.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—E. T. McMahon.
2. REPRESENTATIVES
Adam Young Radio, Inc.
3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.
Basic Rates: 20b, 21a, 22a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 44b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.

TIME RATES

ET—Rec'd 1/5/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	520x
1 min.....	8.50	8.00	7.50	7.00	6.50	6.00	5.50
30 sec.....	7.50	7.00	6.50	6.00	5.50	5.00	4.50
10 sec.....	6.50	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS
WKLY: 12 ti 18 ti 24 ti 36 ti 48 ti
1 min..... 6.00 5.50 5.00 4.50 4.00
30 sec..... 4.50 4.00 3.50 3.00 2.50

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 10 min
1 x..... 65.00 38.50 20.50 15.00

10. SPECIAL FEATURES
NEWSCASTS
PER WK: 6 ti 5 ti 3 ti
5 min..... 48 43 33

WMFJ

1955

DAYTONA BEACH

Media Code 4 210 1215 4.00
WMFJ, Inc., Box 5606, Daytona Beach, Fla. 32020.
Phone 904-255-1458.

1. PERSONNEL
Chairman—James W. Walter.
President—Robert M. Weeks.
Vice-Pres. & Gen'l Mgr.—Richard Y. Clark.
2. REPRESENTATIVES
New York, Atlanta—Stone Representatives, Inc.
Dallas—Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1380 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.

FLORIDA

Comb.: Cont. Discounts: 60k, 61a, 61b.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

No. 1 ET 7/1/68—Rec'd 6/9/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x	1040x
1 min.....	15.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec.....	9.75	9.00	8.25	7.50	6.75	6.00	5.25
10 sec.....	6.50	6.00	5.50	5.00	4.50	4.00	3.50

CLASS AA

1 min.....	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec.....	8.00	7.50	7.00	6.50	6.00	5.25	4.50
10 sec.....	6.00	5.50	5.00	4.50	4.00	3.50	3.00

CLASS AA

1 min.....	11.00	10.00	9.00	8.00	7.00	6.00	5.00
30 sec.....	8.25	7.50	6.75	6.00	5.25	4.50	3.75
10 sec.....	5.50	5.00	4.50	4.00	3.50	3.00	2.50

7. PACKAGE PLANS
SATURATION PACKAGES

	12 ti	18 ti	24 ti	36 ti
1 min.....	10.00	9.00	8.00	7.00
30 sec.....	7.50	6.75	6.00	5.25
10 sec.....	5.00	4.50	4.00	3.50

CLASS AA

1 min.....	9.00	8.00	7.00	6.00
30 sec.....	6.75	6.00	5.25	4.50
10 sec.....	4.50	4.00	3.50	3.00

CLASS AA

1 min.....	8.00	7.00	6.00	5.00
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FLORIDA

Daytona Beach—Continued

WQXQ
WDAT
WROD

NOTE: The call letters of this station have been changed to:

1947
DAYTONA BEACH
Media Code 4 210 1350 9.00
WROD Radio, Div. of Elyria Lorain Broadcasting Co., Box 991, Wilder Blvd. & S. Beach St., Daytona Beach, Fla. 32015. Phone 904-252-4626.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
Station Manager—William A. Stipits.
1. **REPRESENTATIVES**
PRO Time Sales, Inc.
Southeast Florida—Advertising Representatives, Inc.

- FACILITIES**
1,000 w. days; 250 w. nighttime; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15% on time only; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

- AGENCY COMMISSION**
15% on time only; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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Rate Protection: 15b.
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Contracts: 40a, 45, 46, 47a.

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Basic Rates: 22a, 22b, 23a, 23a.
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Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
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Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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15% on time only; no cash discount.

- GENERAL ADVERTISING** See coded regulations
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Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

- AGENCY COMMISSION**
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General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

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15% on time only; no cash discount.

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Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

- AGENCY COMMISSION**
15% on time only; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 23a.
Contracts: 40a, 45, 46, 47a.

- AGENCY COMMISSION**
15% on time only; no cash discount.

Comb.; Cont. Discounts: 60b, 60k, 61b, 61c.
Cancellation: 70a, 70c, 71a.
Affiliated with NAB Radio Network
Member: Southeastern Key Market Network.

WJBS
1948
Media Code 4 210 1485 3.00
Cosmopolitan Communicators Group, Inc., Box 877,
220 E. Hubbard Ave., De Land, Fla. 32720. Phone
904-734-1725.

- PERSONNEL**
President—Walter Bonvic.
Resident Manager—Bill Lobortz.

- REPRESENTATIVES**
Call station collect.

- FACILITIES**
1,000 w.; 1490 kc.
Operating schedule: 6 am-midnight. EST.

- AGENCY COMMISSION**
15/0 time only; 10 days.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24b, 25, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h,
26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r,
26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b,
27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l,
27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v,
27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f,
28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p,
28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z,
29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j,
29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t,
29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d,
30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n,
30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x,
30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h,
31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r,
31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b,
32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l,
32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v,
32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f,
33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p,
33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z,
34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j,
34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t,
34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d,
35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n,
35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x,
35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h,
36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r,
36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b,
37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l,
37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v,
37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f,
38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p,
38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z,
39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j,
39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t,
39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d,
40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n,
40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x,
40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h,
41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r,
41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b,
42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l,
42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v,
42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f,
43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p,
43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z,
44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j,
44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t,
44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d,
45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n,
45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x,
45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h,
46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r,
46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b,
47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l,
47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v,
47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f,
48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p,
48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z,
49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j,
49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t,
49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d,
50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n,
50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x,
50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h,
51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r,
51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b,
52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l,
52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v,
52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f,
53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p,
53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z,
54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j,
54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t,
54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d,
55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n,
55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x,
55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h,
56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r,
56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b,
57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l,
57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v,
57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f,
58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p,
58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z,
59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j,
59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t,
59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d,
60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n,
60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x,
60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h,
61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r,
61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b,
62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l,
62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v,
62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f,
63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p,
63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z,
64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j,
64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t,
64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d,
65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n,
65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x,
65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h,
66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r,
66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b,
67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l,
67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v,
67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f,
68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p,
68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z,
69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j,
69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t,
69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d,
70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n,
70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x,
70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h,
71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r,
71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b,
72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l,
72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v,
72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f,
73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p,
73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z,
74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j,
74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t,
74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d,
75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n,
75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x,
75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h,
76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r,
76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b,
77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l,
77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v,
77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f,
78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p,
78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z,
79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j,
79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t,
79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d,
80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n,
80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x,
80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h,
81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r,
81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b,
82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l,
82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v,
82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f,
83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p,
83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z,
84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j,
84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t,
84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d,
85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n,
85o, 85p, 85

Equ Gallie-Melbourne—WTAI—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25b, 26, 27,
28b, 29a, 31, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 49, 50.
Comb.; Cont. Discounts: 60d, 60f, 60b, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 1/19/68

6. SPOT ANNOUNCEMENTS

1 min.	4.70	4.40	4.10	3.80
30 sec.	4.40	4.10	3.80	3.50
10 sec.	3.60	3.20	2.95	2.35

7. PACKAGE PLANS

SATURATION PLANS

PER WK. EA:

15 wk	20 wk	30 wk	40 wk	50 wk	52 wk	(*)
1 min.	3.50	3.25	2.95	2.75	2.85	2.35
30 sec.	2.95	2.65	2.50	2.30	2.15	2.10
10 sec.	1.75	1.65	1.60	1.50	1.50	1.40

(*) Must be used in 26 of 52 weeks.

8. PROGRAM TIME RATES

PER WK:	1 hr	2 hr	3 hr	5 hr	6 hr	12 hr
5 min.	71.00	50.00	53.00	—	—	—
1/2 hr.	47.00	41.00	35.00	—	—	—
1/4 hr.	24.00	22.00	19.00	16.00	14.75	—
5 min.	15.00	12.00	10.00	7.00	6.50	5.85
3 min.	7.00	5.00	4.70	4.00	3.80	3.50

DISCOUNTS

13 wk—5%	26 wk—7%	39 wk—10%	52 wk—15%
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ENGLEWOOD

Sarasota County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WENG

1964

Media Code 4 210 1665 0.00
Sarasota-Charlotte Broadcasting Corp., Box 908, Hwy. 777, Englewood, Fla. 33533, Phone 813-474-3251.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward J. Ewing.
Program Director—Dick Williams.

2. REPRESENTATIVES
National—Continental Radio Sales, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; payable when received.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 25b, 28a, 28c, 29a.
Contracts: 40c, 42b, 44b, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 2 ET 10/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec
1 x	5.00	4.00	3.00
13 x	4.50	3.80	2.70
20 x	4.00	3.20	2.40
52 x	3.75	3.00	2.25
104 x	3.50	2.80	2.10
156 x	3.25	2.60	1.95
200 x	3.00	2.40	1.80
380 x	2.75	2.20	1.65
500 x	2.50	2.00	1.50
1000 x	2.25	1.80	1.35

7. PACKAGE PLANS

1 MINUTE

PER WK. EA:	10 tl	20 tl	30 tl	50 tl
1 wk	8.25	8.00	2.75	2.50
4 wk	3.00	2.75	2.50	2.25
13-51 wk	2.75	2.50	2.25	—

30 SECONDS

1 wk	2.60	2.40	2.20	2.00
4 wk	2.40	2.20	2.00	1.80
13-51 wk	2.20	2.00	1.80	—

10 SECONDS

1 wk	1.95	1.80	1.65	1.50
4 wk	1.80	1.65	1.50	1.35
13-51 wk	1.65	1.50	1.35	—

8. PROGRAM TIME RATES

PER YR:	1x	13x	25x	52x	104x	156x	312x
1 hr.	50.00	45.00	40.00	35.00	30.00	25.00	20.00
1/2 hr.	38.00	34.00	30.00	26.00	22.00	18.00	14.00
1/4 hr.	25.00	22.00	19.00	16.00	14.00	12.00	10.00
10 min.	20.00	18.00	16.00	14.00	12.00	10.00	8.00
5 min.	12.00	11.00	10.00	9.00	7.50	6.00	4.50

Programs and spots may be combined for rate purposes.

10. SPECIAL FEATURES

5 SPOTS PER WK: Per mo.
Sponsoring News Headlines, Weather & Tides 85
Reports, 13 wks. 85
Hurricane Tips (during season) 35

EUSTIS

Lake County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WLBE
LEESBURG-EUSTIS
Licensed at a Leesburg-Eustis, Fla., station.
See listing under Leesburg, Florida.

WLCO
1955

Media Code 4 210 1710 4.00
Artimesa H. Barringer & Davis H. Barringer, Box AX, Eustis, Fla. 32726, Phone 904-357-4191.

WFTL

1955

Media Code 4 210 1755 9.00
Northeast Florida Radio, Inc., Box 891, Fernandina Beach, Fla. 32034, Phone 305-261-5480.

STATION'S PROGRAMMING DESCRIPTION
WFTL: Programs modern country music with a mid-morning gospel program. NEWS: local news includes 3 major reports daily at 8 am, 12:30 pm & 5 pm, with on air phone calls. World and state news hourly on hour. Civic and community announcements given every hour. Rec'd 3/10/69.

1. PERSONNEL
President—Harold J. Mann.
Manager—Carl Barnes.
Sec'y & Treas.—Inez Mann.

2. REPRESENTATIVES
National—Continental Radio Sales, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days: 1570 kc. Non-directional.
Operating Schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 12a, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 1/24/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	25x	50+
30 sec.	2.00	1.50	1.25
10 sec.	1.30	1.15	1.00

7. PACKAGE PLANS

SATURATION PLANS—WITHIN 30 DAYS

EA:	1 min 30 sec	1 min 30 sec
50 tl	1.10	.90
100+	1.00	.80

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
10 x	30.00	17.00	10.00	5.00
25+	25.00	14.00	8.50	4.00
	19.50	11.50	6.50	3.00

FERNANDINA BEACH

Nassau County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WFBF

1955

Media Code 4 210 1755 9.00
Northeast Florida Radio, Inc., Box 891, Fernandina Beach, Fla. 32034, Phone 305-261-5480.

STATION'S PROGRAMMING DESCRIPTION
WFBF: Programs modern country music with a mid-morning gospel program. NEWS: local news includes 3 major reports daily at 8 am, 12:30 pm & 5 pm, with on air phone calls. World and state news hourly on hour. Civic and community announcements given every hour. Rec'd 3/10/69.

1. PERSONNEL
President—Harold J. Mann.
Manager—Carl Barnes.
Sec'y & Treas.—Inez Mann.

2. REPRESENTATIVES
National—Continental Radio Sales, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days: 1570 kc. Non-directional.
Operating Schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 12a, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 1/24/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	25x	50+
30 sec.	2.00	1.50	1.25
10 sec.	1.30	1.15	1.00

7. PACKAGE PLANS

SATURATION PLANS—WITHIN 30 DAYS

EA:	1 min 30 sec	1 min 30 sec
50 tl	1.10	.90
100+	1.00	.80

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
10 x	30.00	17.00	10.00	5.00
25+	25.00	14.00	8.50	4.00
	19.50	11.50	6.50	3.00

FORT LAUDERDALE-HOLLYWOOD (6 AM; 4 FM)

(including Oakland Park, Pompano Beach)
Broward County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WFTL

1945

Media Code 4 210 1845 8.00
WFTL Broadcasting Co., Box 1400, 3000 N. Federal Hwy., Fort Lauderdale, Fla. 33302, Phone 305-568-9621.
Miami Office—Jacques Triplett, III, Phone 305-947-5555.
Coral Gables Office—431 Madeira Ave. Phone 305-443-7833.

STATION'S PROGRAMMING DESCRIPTION
WFTL: Programmed for general interest. M-Sat 6:45 am-8 pm six personalities. MUSIC: general popular, current hits, middle-of-the-road, NEWS: 5 min world news function to hour, local news follows, 4 man news staff, 7 editorials daily on local headlines, radar weather at :30. Local public affairs 4 times daily. Sports news and scores 4 times daily. Syndicated programs. Direct report market analysis. 6 pm-5:30 am: semi-classic music, standards, show-tunes primarily instrumental. Classical hour at 3 am. News on hour, 5:30-6:45 am Negro programming. Rhythm and blues, gospel. Sun: middle-of-the-road music, news on hour and at :30. Mobile unit. Contact Representative for further details. Rec'd 12/1/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Walter B. Dunn.
Commercial Manager—Bob Pegg.
Program Director—Bob Roberts.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:55 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 26, 28a, 28c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60b, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 81, 82.
Member: Southeastern Key Market Network.

TIME RATES
ET 11/1/68—Rec'd 12/11/68.

7. PACKAGE PLANS

1 min.	11	16	31	51	76+
30 sec.	11.50	10.50	9.50	9.00	8.75

30 sec: Same as next frequency 1-min rate.
10 sec: 75% of applicable 1-min.

8. PROGRAM TIME RATES

5 min.	14	12	10	9	8
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All programs of longer duration are exact multiples of the 5-minute rate.

WFTL-FM

1963

FORT LAUDERDALE

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 1845 8.00
WFTL Broadcasting Company, Box 1400, Fort Lauderdale, Fla. 33302, Phone 305-566-9621. Miami tie-line 805-947-5551.

1. PERSONNEL
President—Walter B. Dunn.
General Manager—Bob Miller.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 100,000 w.; 106.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 284 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 26, 28a, 28c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60b, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES
ET 7/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

24 x	1 min	30 sec	20 sec	10 sec
48 x	6.75	4.75	3.60	2.75
96 x	5.50	4.00	3.00	2.50
260 x	5.00	4.00	2.50	2.25

8. PROGRAM TIME RATES

5 min.	1x	26x	52x	104x
1/2 hr.	9.00	8.25	7.50	6.75
1 hr.	40.00	37.50	33.00	32.50
	60.00	56.50	52.50	48.00

WFLA

1963

FORT LAUDERDALE

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 1845 8.00
WFTL Broadcasting Company, Box 1400, Fort Lauderdale, Fla. 33302, Phone 305-566-9621. Miami tie-line 805-947-5551.

1. PERSONNEL
President—Walter B. Dunn.
General Manager—Bob Miller.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 100,000 w.; 106.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 284 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 26, 28a, 28c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60b, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES
ET 7/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

24 x	1 min	30 sec	20 sec	10 sec
48 x	6.75	4.75	3.60	2.75
96 x	5.50	4.00	3.00	2.50
260 x	5.00	4.00	2.50	2.25

8. PROGRAM TIME RATES

5 min.	1x	26x	52x	104x
1/2 hr.	9.00	8.25	7.50	6.75
1 hr.	40.00	37.50	33.00	32.50
	60.00	56.50	52.50	48.00

WGMA

1953

HOLLYWOOD

PRO time sales inc.

Modern Country Music

Media Code 4 210 1890 4.00
Hollywood Service Radio, Inc., Box WGMA, Hollywood Federal Bldg. U. E. 441 & Washington St., Hollywood, Fla. 33023, Phone 305-981-6200. (Miami) 305-825-2422. (Pompano) 305-523-6385.

STATION'S PROGRAMMING DESCRIPTION
WGMA: Programmed for general interest. MUSIC: modern country music programmed 24 hours, daily. Country classics and late release modern country music albums programmed as part of country music format. NEWS: news headlines 15 min after hour 24 hours daily. Local, regional, state and national news each hour on half hour. 5 man news staff. Mobile units. Marine and general weather 15 min before hour 6:45 am-6:45 pm M-Sun. Stock market reports live 4 times a day, 10:32 pm, 2:32 pm, & 4:32 pm, M-F. Pet patrol 4 times daily, 10:25 am, 1:25 pm, 7:25 pm, & 9:25 pm, M-Sat. Contact Representative for further details. Rec'd 9/24/68.

1. PERSONNEL
President—C. Edward Little.
General Sales Manager—Larry Willis.
Program Coordinator—Frank Willis.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
M-Sat 10:20 kc. Directional antenna, separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25c, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 42c, 43, 44a, 44b, 45, 46, 47a, 47c, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60b, 60i, 61b, 62a, 62c.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

WIXX

1963

OAKLAND PARK

American Entertainment Ntwk

Country Music Network

Media Code 4 210 1935 7.00
Broward County Broadcasting, Inc., 539 E. Oakland Park Blvd., Ft. Lauderdale, Fla. 33308, Phone 305-565-1841.

STATION'S PROGRAMMING DESCRIPTION
WIXX: Programmed for urban adults and young adults. MUSIC: 100% country and western music. Top 50 modern country music hits with a mixture of 1/4 albums of standard memory tunes. NEWS: on hour, headlines on half hour, 3 man department, 2 news cruises, 90% local news and 10% national, unless crisis. Emphasis on local peeper and city news. Feature personalities within program format, mobile remote studios. Personalities available for remote broadcasts. Heavy involvement in community affairs. Monthly contests on a station basis and minor personality contests daily. 6 shower of stars shows yearly, grand ole opry performers live. Contact Representative for further details. Rec'd 7/10/68.

1. PERSONNEL
President—Albert S. Tedesco.
General Manager—S. F. Rouser.
Production Manager—Bob Brown.

2. REPRESENTATIVES
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 23a, 24a, 25a, 28b, 29b, 33a.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
ET 12/1/68—Rec'd 12/17/68.

7. PACKAGE PLANS

DRIVE TIME—6:30-9:30 AM & 4-7 PM

PER WK:	1 min	30 sec	10 sec
6 tl	14.00	11.20	8.40
12 tl	12.00	9.80	7.20
18 tl	11.00	8.80	6.60

ALL OTHER TIMES

6 tl	11.50	9.20	6.90
12 tl	10.50	8.40	6.30
18 tl	9.50	7.50	5.70

WIXX-FM

1960

FORT LAUDERDALE

American Entertainment Ntwk

Media Code 4 210 1936 5.00
Broward County Broadcasting, Inc., 539 E. Oakland Park Blvd., Fort Lauderdale, Fla. 33308, Phone 305-565-1841.

1. PERSONNEL
President—Albert Tedesco.
General Manager

FLORIDA

Fort Lauderdale-Hollywood—WIXX-FM—Continued

3. FACILITIES
ERP 100,000 w.; 105.9 mc. Stereo.
Operating schedule: 7 am-midnight daily, EST.
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 49, 51b, 51c.
Comb. Cont. Discounts: 60f, 60i, 61c, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with American Entertainment Network.

TIME RATES

ET 7/15/68—Rec'd 7/28/68.

6. SPOT ANNOUNCEMENTS

1 min.	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec.	5.80	5.20	4.80	4.20	4.00	3.80	3.20

8. PROGRAM TIME RATES

1 hr.	35.00	32.50	30.00	27.50	25.00	22.50
1/2 hr.	21.00	19.50	18.00	16.50	15.00	13.50

WLRD

POMPANO BEACH

Mort Bassett & Co., Inc.

Subscriber to the NAB Radio Code
Media Code 4 210 1980 3.00
Sunrise Broadcasting Corp., 2801 E. Oakland Park Blvd., Suite 301, Fort Lauderdale, Fla. 33306.
Phone 305-568-8316.
Studio: 1000 Atlantic Blvd., Extension, Pompano Beach, Fla. 33060. Phone 305-972-0660.

STATION'S PROGRAMMING DESCRIPTION
WLRD: Programmed for adults.
Commercials limited to 3 minutes each quarter hour.
MUSIC: Album music combining standards with Broadway and film tunes. Includes current popular favorites with adult appeal. No personalities. M-Sat: news hourly 5 min. and national, ending on hour, plus 7:25 am, 8:25 am & 5:25 pm. News headlines 6 times daily. Local news 3 times daily. Beach market reports 3 times daily plus 4:30 pm & 5:15 pm analyses. M-F: Local public affairs 10 times daily. Sports 6 times daily. Marine weather and beach reports hourly at 4:1. Farm and garden reports starting at 6:03 am. M-F: Sun: regular programming starting 11 am following public affairs, educational and religious programs. Contact Representative for further details. Rec'd 11/5/68.

1. PERSONNEL
President—George T. Shupert.
Vice-Pres. & Gen'l Mgr.—George V. Liddy.
Program Director—Don Smith.

2. REPRESENTATIVES
Miami—Advertising Representatives, Inc. Atlanta—Busby, Finch and Woods, Inc. New York—Mort Bassett & Co., Inc.

3. FACILITIES 1,000 w. days; 980 kc. Directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 27, 29a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 51b.
Comb.: Cont. Discounts: 60e, 60f, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective January 1, 1968.
Rates received December 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min	18.00	9.30	6.50
51 ti	12.00	8.40	6.00
101 ti	11.00	7.75	5.50
251 ti	10.00	7.00	5.00
501 ti	9.00	6.30	4.50
1001 ti	8.00	5.60	4.00

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12	10	9	8	7

10. SPECIAL FEATURES
Newscasts: at :56, 1-minute rate plus 2.00; Features: 1-minute rate plus 1.00.

WMJR (FM)

FORT LAUDERDALE

Media Code 4 210 2025 6.00
WMJR, Inc. 3101 Federal Highway, Kennan Bldg., Fort Lauderdale, Fla. 33306. Phone 305-564-7618.
Executive Offices & Studios: 3101 N. Federal Hwy., Kennan Bldg., Fort Lauderdale, Fla. 33308.

1. PERSONNEL
General Manager—Robert A. Roberts.
Sales Manager—Jack R. Ivan.

3. FACILITIES
ERP 82,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 225 ft. above average terrain.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 14d, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 29b, 30, 32a.
Contracts: 42d, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 ET 3/1/68—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS

PER WK:

1 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.15	3.75	3.35	3.00
10 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

Priority position, per spot extra, 1.00.

7. PACKAGE PLANS

SATURATION PACKAGES

10 PER DAY:	1 min	30 sec	10 sec
A	399	299	200
B	135	100	—

9. PARTICIPATING PROGRAMS

Encore—Sun 6-7 pm.
Stage Door—Sun 7-8 pm.
Sound Track—Sun 8-9 pm.
13 week minimum, per week _____ 100

10. SPECIAL FEATURES
5-Minute News—Mon thru Sat, 1-min, per wk. _____ 50
New Headlines—Mon thru Sat, 30-sec, per wk. _____ 50

WRBD 1959 POMPANO BEACH

Independent Negro

Media Code 4 210 2070 2.00
Almardon, Inc. of Florida, Box 9447, Ft. Lauderdale, Fla. 33310. Phone 305-587-2700. Miami tie-line 305-949-3101. Palm Beach tie-line 305-833-1266.
Studios: Rock Island Rd., Ft. Lauderdale, Fla.

STATION'S PROGRAMMING DESCRIPTION
WRBD: Programmed 100% for Negro listener.
MUSIC: 75% rhythm and blues, jazz, and popular, 25% gospel. AIR PERSONALITIES handle all segments and taped commercials by air personalities are interchangeable. NEWS: 5 min on hour, community oriented. Headlines on half hour. Job opportunities program broadcast 8 times daily M-F. Community activity news program broadcast 8 times daily M-Sat. 2 religious news programs daily M-F. Station participates in community affairs, i.e. recreation department and school activities. Personalities available for remote broadcasts, store openings, etc. 2 sports news shows daily. Local issue discussion shows Sun. Teenage participation shows Sat. Contact Representative for further details. Rec'd 7/28/67.

1. PERSONNEL
President—Donald J. Owler.
Gen'l Mgr. & Sales Mgr.—Michael Korman.
Prog. & Prod. Mgr.—Robert Gaynor.

2. REPRESENTATIVES
South—Bernard I. Ochs Co.
North—Greener, Hiken, Sears.

3. FACILITIES
5,000 w. days; 1470 kc. Directional.
Operating schedule: 5 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 29b, 31, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.

TIME RATES
No. 11 ET 9/1/60—Rec'd 7/31/60.

7. PACKAGE PLANS

PER WK, ROS:	1 wk	13 wk	26 wk	52 wk
12 ti	13.00	12.50	12.00	11.00
24 ti	12.50	12.00	11.50	10.50
36 ti	12.00	11.50	11.00	10.00
48+ ti	11.50	11.00	10.50	9.50

30 SECONDS

12 ti	10.40	10.00	9.60	8.80
24 ti	10.00	9.60	9.20	8.40
36 ti	9.60	9.20	8.80	8.00
48+ ti	9.20	8.80	8.40	7.60

10 sec: 70% of 1-min.

CONSECUTIVE WEEK DISCOUNT
Firm, non-cancelable 52 week contract—10%.

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min

13 x	110	70	50	30
28 x	105	85	45	25
52 x	100	60	40	20

WSRF WSRF-FM 1955 1959 FORT LAUDERDALE

Mutual Broadcasting System

Media Code 4 210 2115 5.00
Van Patrick Broadcasting Company, Inc., Box 8067, 1580 N. Davie Rd., Ft. Lauderdale, Fla. 33310.
Phone 305-581-1580.

STATION'S PROGRAMMING DESCRIPTION
WSRF: Programmed for young adults and young marrieds.
MUSIC: pop rock. NEWS: at 3:30, 5 short wave mobile units. Boat with short wave. Marine weather throughout day, traffic reports as needed. Local sports and play-by-play college football. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 5/5/69.

1. PERSONNEL
President—Gene Milner.
Executive Vice-President—Van Patrick.
Program Director—Johnny Dark.

2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1580 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
FM-ERP 33,000 w.; 103.5 mc.
Antenna ht.: 187 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 35c.
Contracts: 40a, 41, 42b, 42c, 43a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
ET 6/1/69—Rec'd 5/16/69.
AA—Mon thru Sat 8-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	6 ti	12 ti	18 ti	24 ti
AA	20.00	18.00	16.00	14.00	12.00
A	18.00	14.00	12.00	10.00	8.00
B	10.00	9.00	8.00	7.00	6.00

30 SECONDS

AA	18.00	14.40	12.80	11.20	9.60
A	12.00	11.20	9.60	8.00	6.40
B	8.00	7.20	6.40	5.60	4.80

10 SECONDS

AA	10.00	9.00	8.00	7.00	6.00
A	8.00	7.00	6.00	5.00	4.00
B	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

PER WK, EA:	1 min
12 Plan (4AA, 6A, 2B)	11
18 Plan (6AA, 8B, 4B)	9
24 Plan (8AA, 10A, 6B)	8
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	1 min
12 Plan (4AA, 6A, 2B)	11
18 Plan (6AA, 8B, 4B)	9
24 Plan (8AA, 10A, 6B)	8
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	1 min
12 Plan (4AA, 6A, 2B)	11
18 Plan (6AA, 8B, 4B)	9
24 Plan (8AA, 10A, 6B)	8
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	1 min
12 Plan (4AA, 6A, 2B)	11
18 Plan (6AA, 8B, 4B)	9
24 Plan (8AA, 10A, 6B)	8
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	1 min
12 Plan (4AA, 6A, 2B)	11
18 Plan (6AA, 8B, 4B)	9
24 Plan (8AA, 10A, 6B)	8
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.

FORT MYERS (3 AM; 1 FM)
Lee County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WCAI
1964

Media Code 4 210 2160 1.00
Lee Broadcasting, Inc., Box 2121, Highland and Canal, Fort Myers, Fla. 33902. Phone 813-334-2391.

STATION'S PROGRAMMING DESCRIPTION
WCAI: Programmed for adults and young adults.
5 min news at :55, headlines at :27. MUSIC 90%: 60% albums, 30% singles, featuring current selling general popular music, showtunes, standards, jazz-oriented, middle-of-the-road, 5 air personalities emcee entire operation. NEWS 10%: local, national and international. 3 radio units, cat airplanes and boat. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Truman A. Morris.
General Manager—Ron E. Pierce.

2. REPRESENTATIVES
Vic Piano Associates, Inc. Miami—Edwin H. Cohen.

3. FACILITIES
1,000 w.; 1350 kc. Non-directional.
Operating schedule: sign-on-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent; available when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective
Carl received June 1, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	5.00	30 sec	10 sec
13 ti	4.60	3.35	2.30
26 ti	4.20	3.05	2.10
52 ti	3.80	2.75	1.90
104 ti	3.40	2.45	1.70
260 ti	3.00	2.15	1.50
520 ti	2.60	1.85	1.30
1040 ti	2.20	1.55	1.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	80.00	15.00	12.00	7.00
13 ti	28.00	17.00	12.00	9.50
26 ti	26.00	16.00	11.00	9.00
52 ti	24.00	15.00	10.00	8.50
104 ti	22.00	14.00	9.00	8.00
260 ti	13.00	8.00	7.00	4.00
520 ti	—	—	5.50	3.00

WINK
1940

CBS Radio Network

Subscriber to the NAB Radio Code
Media Code 4 210 2205 4.00
Fort Myers Broadcasting Co., Box 1060, Wink Studio Bldg., 2824 Palm Beach Blvd., Fort Myers, Fla. 33902. Phone 813-334-1131. TLEX 813-334-1770.

STATION'S PROGRAMMING DESCRIPTION
WINK: Programmed for adults and young adults.
NEWS: on hour 6 am-11 pm, 5 min. farm news at 6:10 am, 12:20 pm & 2:35 pm M-F. MUSIC: middle-of-the-road, with 1 hour concert-classic music 8:30-9:30 pm M-F. 5 min sports 7:20 am M-Sun, network sports Sun. Women's show 10:10-10:40 am M-F. 1 mobile news unit. COMMERCIAL POLICY: 18 minutes maximum. RELIGIOUS: programming Sun 7 am-news, 10 min weather news at 7:35 am, 8:20 am & 12:20 pm. Contact Representative for further details. Rec'd 7/19/67.

1. PERSONNEL
President—Edward J. McBride.
Vice Pres. & Gen'l Mgr.—A. Bauer.
Commercial Manager—R. Landefeld.

2. REPRESENTATIVES
Meeker Radio, Inc. Busby, Finch and Woods, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-11:30 pm. EST.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 73a.
Affiliated with CBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 6/28/68.

6. SPOT ANNOUNCEMENTS

1 min, flat	6.00	30 sec, flat	4.80
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7. PACKAGE PLANS

PER WK:	1 MINUTE
1 wk	5.00
13 wks	4.80
52 wks	4.40

15 SECONDS

1 wk	4.00	3.90	3.75	3.60	3.45	3.15	2.95	2.80
13 wks	3.85	3.80	3.65	3.50	3.30	2.95	2.80	2.65
52 wks	3.50	3.45	3.30	3.15	2.95	2.65	2.50	2.30

15 sec 50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.40	24.00	17.40	14.40
13 x	36.60	23.80	16.80	13.80
26 x	34.80	21.80	15.25</	

Fort Myers—W M Y R—Continued

6. PROGRAM TIME RATES	
1/4 hr 5 min	1/4 hr 5 min
1 tl.....	21.00 13.25 156 tl..... 15.30 10.60
26 tl.....	19.10 12.65 280 tl..... 14.10 9.40
52 tl.....	17.60 12.05 512 tl..... 12.95 8.80
104 tl.....	16.45 11.15 865 tl..... 11.75 8.25

Spots and programs cannot be combined to lower program rates. Programs may be combined to lower spot rates.

FORT PIERCE (2 AM; 2 FM)

St. Lucie County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WARN WARN-FM
1952 1961
American Entertainment Ntwk

Media Code 4 210 2295 5.00
The Ft. Pierce Broadcasting Co., Box 1330, Ft. Pierce, Fla. 33450. Phone 305-464-1330.

- PERSONNEL**
Pres. & Gen'l Mgr.—Stu Wayne.
Secretary—Joan Adams.
Commercial Manager—Bob Lyons.
- REPRESENTATIVES**
Gill-Perma, Inc.
South Southwest—Mario Messina Company.
Philadelphia—Dome-Messervy Co., Inc.
Miami, South Florida—Advertising Representatives, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1330 kc. Directional—night only.
Operating schedule: 6 am-midnight. EST.
FM-ERP 1,300 w.; 98.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 201 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 15a.
Basic Rates: 20b, 21b, 28b, 28c.
Contracts: 40a.
Cancellation: 70d, 71a, 73b.
Affiliated with American Entertainment Network.

ET—Rec'd 6/3/69.

6. SPOT ANNOUNCEMENTS

PER	1x	13x	26x	52x	104x	260x	512x
1 min	5.25	5.10	4.90	4.60	4.50	4.40	4.20
30 sec	4.00	3.85	3.75	3.60	3.45	3.35	3.20
15 sec	2.85	2.80	2.75	2.70	2.60	2.45	2.40

7. PACKAGE PLANS

WEEKLY PACKAGE—ROS
(Must be used in 7-day period)

PER	WK: 14 tl	21 tl	28 tl	35 tl	42 tl	56 tl	70 tl
1 min	3.60	3.55	3.45	3.40	3.35	3.20	3.05
30 sec	2.95	2.85	2.80	2.75	2.65	2.50	2.40
15 sec	2.45	2.40	2.35	2.30	2.20	2.10	2.05

MONTHLY PACKAGE—ROS
(Must be used in 30-day period)

PER MO:	120 tl	180 tl	240 tl	300 tl
1 min	2.85	2.85	2.85	2.25
30 sec	2.15	2.15	2.15	1.75
15 sec	1.60	1.55	1.45	1.40

WEEKEND PACKAGE—ROS
(Sat noon-Mon noon)

PER WKND:	10 tl	20 tl	30 tl
1 min	33.50	60.00	80.00
30 sec	26.50	48.00	54.00
15 sec	20.00	36.00	48.00

8. PROGRAM TIME RATES

5 min	1x	13x	26x	52x	104x	260x
.....	9.35	9.00	8.65	8.35	8.00	7.65

WIRA

1946
Media Code 4 210 2340 9.00
Indian River Broadcasting Co., Box 3032, Ft. Pierce, Fla. 33450. Phone 305-464-1400.

STATION'S PROGRAMMING DESCRIPTION
WIRA: Programmed for adults and young adults. Air personalities, talk and music entertainment. NEWS: local 7:50 am, 10:05 am, 12:10 pm, 2:55 pm, 6:10 pm, 10:50 pm. Local news announcements past each hour and 7:55 am, 5:55 pm. 50 min live local news 10:50 am. National news: network on hour headlines and weather each half hour. State news :55 before each hour. MUSIC: general popular middle-of-the-road standards, some film, showtunes, mainstream and popular jazz, 90% albums, 40% instrumentals. SPORTS: major league baseball, college and high school football, basketball. FARM: citrus frost warning county agent 2:05 pm. Women's shows, audience participations 11:30 am-noon & 12:45-12:55 pm. COMMERCIAL POLICY: 18 minutes per hour maximum, 15 minute separation. Rec'd 2/23/68.

- PERSONNEL**
President—Hudson C. Millar, Jr.
Commercial Manager—J. Kingsley Butt.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25b, 26, 28a, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 47e, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60i, 61c, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and KBS.

ET—Rec'd 2/13/69.

6. SPOT ANNOUNCEMENTS

PER	1 min	30 sec	20 sec	10 sec
AAA	3.85	3.15	2.80	2.55
AA	3.15	2.55	2.25	2.05
A	2.85	2.25	2.00	1.80

Specified times, extra 10%.

8. PROGRAM TIME RATES

CLASS AAA	
PER MO:	1 hr 1/2 hr 25 min 1/4 hr 10 min 5 min
1 tl.....	41.20 27.05 25.00 21.20 16.50 11.80
9 tl.....	34.10 20.80 18.85 15.90 11.80 9.45
13 tl.....	24.70 15.30 14.15 11.20 8.85 7.10
26+.....	21.20 12.95 11.80 8.85 7.65 5.90

CLASS AA	
1 tl.....	38.85 24.70 23.55 18.85 14.15 10.60
9 tl.....	37.30 18.60 18.05 12.70 9.45 7.55
13 tl.....	19.75 12.25 11.30 8.95 7.10 5.65
26+.....	16.95 10.35 9.40 7.10 6.15 4.70

CLASS A	
1 tl.....	37.65 23.55 22.35 17.65 12.95 9.40
9 tl.....	37.30 17.65 16.50 10.80 8.55 6.90
13 tl.....	17.65 14.10 12.95 8.50 7.05 4.70
26+.....	11.00 9.40 8.25 5.90 4.70 4.10

WOVY (FM)
1960
Independent Negro

Media Code 4 210 2360 7.00
AIRMEDIA, Inc., Box 3102, Ft. Pierce, Fla. 33450.
Phone: Studio: 305-464-6812; Offices 464-1402.

STATION'S PROGRAMMING DESCRIPTION
WOVY(FM): Complete ethnic programming, Negro. AIR PERSONALITIES: 3 male Negro DJ's entertain, conduct audience participation 7-8 am and request shows 5-7 pm. 1 Negro woman announcer runs spiritual and gospel music shows 8-10 am, 4-5 pm and Sun 7 am-noon. NEWS: local 7:05 am, 9:30-10 am, 6:05 pm. Network news 5 min each hour and half hour. State news and weather :55 before each hour. MUSIC: rhythm and blues, hard jazz, hard rock, pop rock, gospel and spiritual, 50% singles, 20% albums. SPORTS: high school football, basketball, network football, major league baseball. Special programs: telephone classified ad program 7:45-8 am. COMMERCIAL POLICY: 18 minutes per hour maximum, 15 minute separation. Contact Representative for further details. Rec'd 2/23/68.

- PERSONNEL**
President—Hudson C. Millar, Jr.
Assistant Manager—Lillian Ingram.
- REPRESENTATIVES**
Greener, Hiken, Sears, Florida—Edwin H. Cohen.
- FACILITIES**
ERP 2,500 w.; 95.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Cancellation: 70c.
Affiliated with NBC and KBS.

ET—Rec'd 2/5/69.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	20 sec	10 sec
1 tl.....	2.65	2.35	2.10	1.80
14 tl.....	2.05	1.90	1.70	1.50
46+.....	1.75	1.60	1.40	1.25

YEARLY VOLUME DISCOUNTS
(Based on 48 time rate)

500x—5%	1000x—10%	1500x—15%	2000x—20%
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FT. WALTON BEACH
(2 AM; 1 FM)

Ocalaosa County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WFTW
1953
NAB

Subscriber to the NAB Radio Code
Media Code 4 210 2385 4.00
Vacationland Broadcasting Co., Inc., Box 10, 225 W. Hollywood Blvd., Ft. Walton Beach, Fla. 32548. Phone 904-243-7676.

- PERSONNEL**
President—W. R. Powell.
General Manager—Richard P. Petermann.
Program Director—Boyd Parsons.
- FACILITIES**
1,000 w. days; 1260 kc. Non-directional. Operating schedule: 5:00 am-local sunset. Simultaneous during AM operational hours. For non-simultaneous facilities see WFTW-FM listing.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 28b, 28c.
Contracts: 40a.
Comb.: Cont. Discounts: 60d, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

ET—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

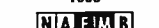
WFTW/WFTW-FM COMBINATION	
30 DAYS:	1 tl 25 tl 60 tl 100 tl 150+ 1 min 30 sec 20 sec 10 sec
.....	4.15 3.85 3.55 3.00 2.75
.....	3.25 3.00 2.75 2.45 2.10
.....	1.85 1.50 1.25

1-minute and 30-second spots may be combined to earn lower rates. Contract of 6 month minimum receives lowest applicable spot rate.

7. PACKAGE PLANS

WFTW/WFTW-FM COMBINATION	
30 30-second spots (15 simulcast AM/FM, 15 FM only) 55.00.	To be used in 3 consecutive days.
60 30-second spots (30 simulcast AM/FM, 30 FM only) 105.00.	To be used in 5 consecutive days.

WFTW-FM
1965



Subscriber to the NAB Radio Code
Media Code 4 210 2386 2.00
Vacationland Broadcasting Co., Inc., Box 10, 225 W. Hollywood Blvd., Ft. Walton Beach, Fla. 32548. Phone 904-243-7676.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Richard P. Petermann.
Program Director—Boyd Parsons.
- FACILITIES**
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 209 ft. above average terrain. Partial Simultaneous operation with WFTW-AM. For simulcast rates, see WFTW.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 28b, 28c.
Contracts: 40a.
Comb.: Cont. Discounts: 60d, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Sold in combination with WFTW. See that listing for rates.

ET—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME	
30 DAYS:	1 tl 50 tl 100+ 1 min 20 sec 10 sec
.....	2.30 2.00 1.70
.....	1.75 1.55 1.25

1-minute and 30-second spots may be combined to earn lower rates. Contract of 6 months minimum receives lowest applicable spot rate.

WNUE
1958
RAB

Media Code 4 210 2430 8.00
Smith Radio, Inc., Drawer 400, Wright Ave., Ft. Walton Beach, Fla. 32548. Phone 904-243-6138.

STATION'S PROGRAMMING DESCRIPTION
WNUE: Programmed for general interest. NEWS: 5 min sign-off, 10 min Farm market and weather reports. Top 40 music format with audience participation, promotion features. Operate 24 hours a day with sports and features including vacation weather information conditions every hour. Station editorializes daily. SPORTS: college, professional and high school football games. 6:15 am 5 min report on fishing news and sports, fishing results. Daily 30 min new tune music review show. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**
President—M. D. Smith III.
Sec'y & Treas.—Kirby J. Smith.
General Manager—Holley Rogers.
- REPRESENTATIVES**
Adams Young Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10d, 11d 12d, 13d, 14d, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 24c.
Contracts: 41, 46, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61b, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 85.

ET—Rec'd 8/5/68.

7. PACKAGE PLANS

NATIONAL AND LOCAL RATES SAME	
PER WK:	6 tl 12 tl 18 tl 1 min 30 sec 10 sec
.....	6.00 5.00 4.00
.....	4.50 3.50 3.00
.....	3.00 2.50 2.00

CLASS AA	
PER WK:	6 tl 12 tl 18 tl 24 tl 36 tl 1 min 30 sec 10 sec
.....	5.00 4.50 4.00 3.50 3.00
.....	3.00 2.25 2.00 1.75 1.50

GAINESVILLE (4 AM; 1 FM)

Alachua County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WDVH
1954

Media Code 4 210 2475 3.00
WDVH, Inc., Box 1088, Kincaid Rd., Gainesville, Fla. 32601. Phone 904-372-2528.

STATION'S PROGRAMMING DESCRIPTION
WDVH: Programmed for general interest, emphasis on young adults 18-35. ENTERTAINMENT: 6:30 am-sign-off, with air personalities, comedy quips, and current hits. NEWS: local, 2 man team 4 times daily, traffic. Network news at :55. Network news feature at 12:30 pm. Headlines & weather at :28. SPORTS: 1:25 pm & 5:25 pm. Weather 4 times hourly, specials on political issues, public questions and events. Remote studio available for on the spot broadcasts. Contact Representative for further details. Rec'd 1/27/69.

- PERSONNEL**
General Manager—Thomas R. Hanssen.
Sales Manager—Percy Ashbell.
Program Director—Steven R. Sullivan.
- REPRESENTATIVES**
Dora & Allen, Inc.
Florida—The Robinson Company, Inc.
Atlanta—Bernard I. Ochs Co.
Southwest—Mario Messina Company.

ET—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME	
DRIVE TIME—Mon thru Fri 7-10 am & 4-7 pm.	PER WK: 1 tl 5 tl 10 tl 15 tl 20 tl 30 tl 30 sec 10 sec
.....	6.00 5.00 4.00 3.50 3.00 2.75
.....	5.00 4.00 3.50 3.00 2.50 2.30
.....	4.00 3.50 3.00 2.50 2.00 1.80

ALL OTHER TIMES

PER WK:	1 tl 5 tl 10 tl 15 tl 20 tl 30 tl 30 sec 10 sec
.....	5.50 4.50 3.75 3.25 2.80 2.50
.....	4.50 3.50 3.25 2.75 2.40 2.20
.....	3.50 3.00 2.50 2.00 1.80 1.60

(This listing continued on next page)

FLORIDA

- FACILITIES**
5,000 w. days; 980 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 43, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 82.

ET—Rec'd 4/25/69.

6. SPOT ANNOUNCEMENTS

TIME RATES	
PER WK:	1 tl 3 tl 5 tl 10 tl 15 tl 30 sec 10 sec
.....	5.20 4.70 4.10 3.80
.....	4.70 4.40 3.80 3.25
.....	3.50 3.25 2.95 2.55

DISCOUNTS

13 wk—5%	26 wk—7%	39 wk—10%	52 wk—15%
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7. PACKAGE PLANS

SATURATION PACKAGES	
PER WK:	15 tl 20 tl 25 tl 30 tl 1 min 30 sec 10 sec
.....	3.55 2.95 2.80 2.60
.....	2.85 2.50 2.40 2.30
.....	1.95 1.80 1.65 1.50

8. PROGRAM TIME RATES

PER WK:	1 tl 2 tl 3 tl 5 tl 6 tl 12 tl 5 min 10 min 30 sec 10 sec
.....	14.75 12.00 10.00 7.00 6.50 5.90
.....	11.00 5.80 7.00 4.10 3.90 3.55

Spots, packages and programs may be combined for frequency discount:
5 min—2 units 3 min—1 unit

WGGG
1958

Media Code 4 210 2520 6.00
University Broadcasting Corp., Drawer G, Gainesville, Fla. 32601. Phone 904-376-1230.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert B. Brown.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
5 min program..... 1:15
Member: Southeastern Advertising Network.

ET—Rec'd 4/2/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1x 13x 26x 52x 104x 156x 312x 1000x 1 min 30 sec 10 sec
.....	7.90 7.70 7.50 7.25 7.00 6.85 6.65 6.20
.....	5.30 5.15 5.00 4.85 4.70 4.55 4.40 4.25

WRUF
1928

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 210 2565 1.00
State and

FLORIDA

Gainesville—W R U F—Continued

8. PROGRAM TIME RATES					
PER WK:	1 hr	2 hr	3 hr	5 hr	10 hr
1 hr.....	70	60	50	---	---
1/2 hr.....	50	40	35	---	---
1/4 hr.....	30	25	20	18	16
5 min.....	12	10	9	8	7

CONSECUTIVE WEEK DISCOUNT	
13 wk—10%	25 wk—15%
13 wk—10%	25 wk—15%

WRUF-FM

1946



Subscriber to the NAB Radio Code

Media Code 4 210 2586 9.00
W R U F Radio, Inc., Box 14-444, University Sta., Gainesville, Fla. 32601, Phone 904-392-0771.

- PERSONNEL**
General Director—Kenneth F. Small.
Sales Manager—W. B. McMullen.
Oper. & Prog. Mgr.—Robert Leach.
- REPRESENTATIVES**
Haver J. Cannon Associates.
- FACILITIES**
ERP 27,000 w.; 103.7 mc. Stereo.
Operating schedule: 8 a.m. to midnight. EST.
Antenna ht.—407 ft. above average terrain.
- AGENCY COMMISSION**
None; 2% cash discount, 15 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 28a.
Contracts: 40c, 44b, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Maximum commercial time per hour: 6 min.

NATIONAL AND LOCAL RATES SAME

ET 10/1/68—Rec'd 9/3/68.

- SPOT ANNOUNCEMENTS**
1 min or less, fixed flat. 2.50
- PACKAGE PLANS**
PER WK: 5 hr 10 hr 15 hr 20 hr
Ex 2.40 2.00 1.80 1.70
All package plan spots rotate.
- PROGRAM TIME RATES**
PER WK: 1 hr 1/2 hr 1/4 hr 5 min
1 hr..... 30 20 10 5
2 hr..... 20 15 8 4
3 hr..... 15 12 6 3
- FREQUENCY DISCOUNTS**
13 wk—10% 25 wk—15%

WUWU

1961

Media Code 4 210 2610 5.00
WUWU Radio, Inc., Box 1024, 2522 N. W. 13th St., Gainesville, Fla. 32601, Phone 904-378-2080.

- PERSONNEL**
President—Leon E. Mims.
Vice-President—Tina Combs.
General Manager—William Marr.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
5,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.

TIME RATES

ET 4/1/68—Rec'd 4/5/68.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 30 sec 10 sec
1 min..... 4.50 4.00 3.00
30 sec..... 3.50 3.00 2.20
- 10-14 hr**
3.20 2.75 2.00
- PACKAGE PLANS**
PER WK: 15 hr 20 hr 25 hr 30 hr
1 min..... 2.80 2.60 2.40 2.25
30 sec..... 2.30 2.20 2.10 2.00
10 sec..... 1.70 1.60 1.50 1.40
- PROGRAM TIME RATES**
PER WK: 1 hr 1/2 hr 1/4 hr 5 min 3 min
1 hr..... 45.00 27.50 17.50 8.00 5.00
2 hr..... 40.00 23.00 14.00 7.00 4.50
3 hr..... 36.00 20.00 12.00 6.50 4.00
5 hr..... 27.00 17.50 10.00 5.50 3.50
6 hr..... 25.00 15.00 9.00 5.00 3.00

HAINES CITY

Polk County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

WHAN

1960

Media Code 4 210 2655 0.00
WHAN, Inc., Box 495, Rt. 1, Haines City, Fla. 33844, Phone 813-422-1562.

- PERSONNEL**
Pres. & Gen'l Mgr.—Meyer (Mike) Layman.
Chief Engineer—Robert L. Shoopman.
Program Director—Jerry W. Wallace.
- REPRESENTATIVES**
Dome-Messervy Co., Inc.
Florida—The Robinson Company, Inc.
- FACILITIES**
500 w. days; 890 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

- GENERAL ADVERTISING** See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 60k.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 8/1/68—Rec'd 7/2/68.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 min..... 4.00 2.50 1.56 x..... 2.50 1.60
13 x..... 3.50 2.20 260 x..... 2.20 1.50
26 x..... 3.25 2.00 312 x..... 2.00 1.40
52 x..... 3.00 1.80 364 x..... 1.80 1.20
104 x..... 2.80 1.70

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 hr.....	24.00	12.00	6.00
13 x.....	23.00	11.25	5.75
26 x.....	21.50	10.50	5.50
52 x.....	20.00	9.75	5.25
104 x.....	19.00	9.25	5.00
156 x.....	18.00	8.75	4.75
260 x.....	16.50	8.25	4.50
312 x.....	15.00	7.25	4.25
364 x.....	14.00	6.25	4.00

HOLLYWOOD

Broward County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

- See Fort Lauderdale-Hollywood**
(Including Oakland Park, Pompano Beach)

HOMESTEAD

Dade County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

WIII

1957



- Subscriber to the NAB Radio Code
Media Code 4 210 2700 4.00
7 League Productions, Inc., 507 N. W. 2nd St., Homestead, Fla. 33030, Phone 905-247-8444.
STATION'S PROGRAMMING DESCRIPTION
WIII: MUSIC: middle-of-the-road, standard. Contact Representative for further details. Rec'd 4/7/69.

- PERSONNEL**
Gen'l Mgr. & Farm Dir.—Frank Cutshall.
Business Manager—Walter P. Seidl.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
500 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-6:30 pm. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 28b, 29a.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 ET 6/1/67—Rec'd 6/28/67.

- SPOT ANNOUNCEMENTS**
min 30 sec 1 min 30 sec
1 x..... 6.00 4.50 312 x..... 3.50 2.90
19 x..... 5.75 4.25 580 x..... 3.00 2.40
26 x..... 5.50 4.00 750 x..... 2.75 2.10
52 x..... 5.00 3.75 1000 x..... 2.50 2.00
104 x..... 4.50 3.50 1500 x..... 2.25 1.80
156 x..... 4.00 3.20
- PACKAGE PLANS**
3 DAY PACKAGE—RON
PER WK: 10 hr 20 hr 30 hr 40 hr
1 min..... 50.00 80.00 105.00 130.00
30 sec..... 37.50 64.00 87.00 110.00
- PROGRAM TIME RATES**
1 hr..... 45.00 40.00 38.50 36.00 33.00 30.00
1/2 hr..... 30.00 28.00 26.00 24.00 22.00 20.00
1/4 hr..... 23.00 21.00 20.00 19.00 17.50 15.00
5 min..... 8.00 7.50 7.00 6.50 6.00 5.50

IMMOKALEE (1 AM; 1 FM)

Collier County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WCOF

1964

Media Code 4 210 2745 9.00
Carl R. Buckner dba Immokalee Broadcasting Co., Box 520, Immokalee, Fla. 33934, Phone 813-657-2603.

- PERSONNEL**
Pres., Gen'l Mgr.—Carl R. Buckner.
Women's Program—Marilyn Buckner.
- FACILITIES**
250 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 am-9:15 pm Mon thru Sat; 7:55 am-8:35 pm Sun. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 28a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES

ET 12/4/67.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
10+ hr..... 4.00 3.00
10+ hr..... 3.50 2.70
- SPANISH SPOT ANNOUNCEMENTS**
1 min or less..... 5.00 3.50 3.00 2.50

7. PACKAGE PLANS

NON-SPANISH	
18 spots in 1 wk.....	1 min 30 sec 45.00 36.50
36 spots in 2 wks.....	86.50 70.00
72 spots in 3 wks.....	165.00 133.00
120 spots in 4 wks.....	264.00 210.00
240 spots in 8 wks.....	500.00 400.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min
1 hr.....	30.00	19.50	18.00	15.00	12.50 8.25
13 hr.....	27.00	17.55	16.20	13.50	11.25 7.42
26 hr.....	25.50	16.58	15.30	12.75	10.63 7.01
52 hr.....	24.00	15.60	14.40	12.00	10.00 6.60
156 hr.....	22.50	14.63	13.50	11.25	9.37 6.19
260 hr.....	19.50	12.68	11.70	9.75	8.13 5.36
312 hr.....	17.50	10.73	9.90	8.25	6.88 4.54

10. SPECIAL FEATURES

Religious rates (Sun only): 1/2 hr 1/4 hr
52 wk contract, ea..... 9.00 5.00

WCOF-FM

1967

Media Code 4 210 2746 7.00
Carl R. Buckner dba Immokalee Broadcasting Co., Box 520, Immokalee, Fla. 33934, Phone 813-657-2603.

- PERSONNEL**
Pres. & Gen'l Mgr.—Carl R. Buckner.
Women's Program—Marilyn Buckner.
- FACILITIES**
ERP 3,000 w.; 95.9 mc.
Operating schedule: 5 am-9:15 pm. EST.
Antenna ht.—140 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL RATE POLICY**
Affiliated with MBS.

TIME RATES

ET 12/4/67.

- SPOT ANNOUNCEMENTS**
ENGLISH/RELIGIOUS—9 AM-9 PM
1 min..... 8.00 2.50
30 sec..... 2.50 2.00
- SPANISH—5-9 AM**
1 min..... 3.50 3.00

7. PACKAGE PLANS

ENGLISH	
WKS:	18 hr 36 hr 72 hr 120 hr 240 hr
1 min.....	31 52 90 155 269
30 sec.....	27 49 80 135 249

8. PROGRAM TIME RATES

ENGLISH	
1 hr	1/2 hr 1/4 hr 1/4 hr
1 hr.....	25.00 16.00 10.00
52 x.....	12.00 9.00 5.90
312 x.....	7.50 4.80 3.20

Spanish, extra 25%.

INVERNESS

Citrus County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WYSE

1965

Media Code 4 210 2790 5.00
Citrus Broadcasting Co., Box 335, Inverness, Fla. 32850, Phone 305-720-1580.

- PERSONNEL**
General Manager—C. W. "Red" Wright.
- FACILITIES**
1,000 w.; 1580 kc.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 26, 28c, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60h, 60l, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 2/1/66—Rec'd 4/4/66.

- PACKAGE PLANS**
1 MINUTE
Per wk
Wkly..... 1 hr 5 hr 10 hr 15 hr 25 hr 50+
2.75 2.50 2.25 2.00 1.75 1.50 1.25
Yrly..... 2.50 2.25 2.00 1.75 1.50 1.25
- 30 SECONDS**
Wkly..... 2.25 2.00 1.75 1.50 1.25 1.10
Yrly..... 2.00 1.75 1.50 1.25 1.00 .80

8. PROGRAM TIME RATES

1/2 HOUR	
1 hr	Per wk
1 hr.....	1 hr 5 hr 10+ hr
Wkly.....	22.00 18.00 14.00
Yrly.....	18.00 14.00 10.00

10. SPECIAL FEATURES

- NEWS, SPORTS OR OTHER**
PER WK: 1 hr 5 min 1/4 hr
1 hr..... 6 5 12 10
5 hr..... 5 4 10 8
10+ hr..... 4 3 8 6

JACKSONVILLE (10 AM; 5 FM)

(including Arlington)
Duval County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

- STATIONS CONTIGUOUS TO THE MAJOR CITY ARE CONSOLIDATED UNDER THE MAJOR CITY HEADING. THIS IS NOT TO IMPLY THAT ALL OF THE STATIONS PROVIDE EQUAL COVERAGE OF THE ENTIRE AREA OR CITIES INVOLVED. IT IS PART OF THE TIME BUYING FUNCTION TO DETERMINE EXTENT OF INDIVIDUAL STATION COVERAGE, AUDIENCE DELIVERED, ETC. WITHIN THE AREA.**

W A P E

1958

JACKSONVILLE



Independent



Media Code 4 210 2635 8.00
Brennan Broadcasting Co., 1111 Prudential Bldg., Jacksonville, Fla. 32207, Phones 904-396-9000; 264-0555.

- PERSONNEL**
President—Mrs. Frances U. Brennan.
General Sales Manager—Jim Atkins.
- REPRESENTATIVES**
Edward Petty & Co., Inc.
- FACILITIES**
50,000 w. days; 10,000 w. nights; 890 kc.
Directional—night only.
Operational schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 7 ET 11/1/67—Rec'd 10/9/67.
AAA—Mon thru Sat 6-10 am & 4-7 pm
AA—Mon thru Sat 10 am-4 pm & 7-10 pm; Sun 6 am-7 pm.
A—Mon thru Sat 10 pm-6 am; Sun 7 pm-6 am.

7. PACKAGE PLANS

PER WK:	CLASS AAA	1 hr	5 hr	12 hr	18 hr	24 hr
1 min.....	23.00	20.00	19.00	18.00	17.00	16.00
20/30 sec.....	19.00					

TOTAL AUDIENCE PLAN

12 Plan—4AAA, 4AA, 4A	1 min	20/30
18 Plan—8AAA, 6AA, 6A	155.00	124.00
24 Plan—8AAA, 6AA, 6A	205.00	164.00
30 Plan—8AAA, 6AA, 6A	245.00	196.00

Spots must be actually equal over 7-day period and rotate within time class. TAP spots combinable with all weekly spots.

CONSECUTIVE WEEK DISCOUNT
52 wk—8%.

W A Q B (FM)
1967
JACKSONVILLE
Media Code 4 210 2850 7.00
LOUAC, Inc., Suite 1400, Universal Marlon Bldg., Jacksonville, Fla. 32202. Phone 904-354-6803.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lou M. Neale.

2. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 22a, 23a, 24b, 25a, 28b.
Contracts: 40a, 44a, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60f.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES
ET—Rec'd 8/25/67.

AA—6-11 pm.	1 min	30 sec	1 min	30 sec	1 min	30 sec
A—4-6 pm & 11 pm-midnight.	4.00	3.00	3.00	2.30	2.80	1.95
B—7 am-4 pm.	3.50	2.70	2.80	1.95	2.60	1.90

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec	1 min	30 sec
A	4.00	3.00	3.00	2.30	1.95
B	3.50	2.70	2.80	1.95	1.90
C	3.00	2.50	2.60	1.80	1.70
D	3.50	2.20	2.40	1.70	2.20
E	3.40	2.00	2.20	1.55	2.00

W D C J
1957
ARLINGTON
adam young inc.

Subscriber to the NAB Radio Code
Media Code 4 210 2880 4.00
Jones College, Riverton Tower, Jacksonville, Fla. 32211. Phone 904-725-2400.
STATION'S PROGRAMMING DESCRIPTION
WDCJ: Programmed for general interest, adults.
MUSIC: middle-of-the-road, standards, current hits, 90% instrumental, 10% vocal. Features: remotes, NEWS: including weather and time hourly. Length and content determined by complexity of news, maximum 5 min. SPORTS: live college football, golf, general sports news, 5 min, 7:06 am & 5:40 pm. COMMERCIAL POLICY: Limit 15 minutes 7-9 am, 11 am-1 pm, 4-6 pm. 12 minutes other hours. Contact Representative for further details. Rec'd 5/13/69.

1. PERSONNEL
General Manager—Don Ritter.
Commercial Manager—Wayne Mashburn.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WKTZ (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 28c, 29b, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 61h.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 81, 82.
FM facilities: WKTZ (FM).
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. AF-15 ET 6/1/66—Rec'd 6/13/69.

AA—Mon thru Fri 6-10 am & 4-7 pm.	1 min	30 sec	1 min	30 sec	1 min	30 sec
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.	10.00	14.00	12.00	10.00	14.00	12.00
B—All other times.	17.00	14.00	12.00	10.00	14.00	12.00

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	11	6	11	12	11	18	11	24	11	30	11
AA—	24.00	20.00	18.00	16.00	15.00	14.00	15.00	14.00	15.00	14.00	15.00	14.00
AB—	20.00	17.00	16.00	14.00	13.00	12.00	12.00	11.00	12.00	11.00	12.00	11.00
B—	17.00	14.00	12.00	10.00	9.00	8.00	8.00	7.00	8.00	7.00	8.00	7.00

30 SECONDS

AA—	20.00	16.00	14.00	12.00	11.00	10.00	9.00	8.00	9.00	8.00	9.00	8.00
AB—	17.00	14.00	13.00	11.00	10.00	9.00	8.00	7.00	8.00	7.00	8.00	7.00
B—	14.00	12.00	10.00	8.00	7.50	7.00	6.50	6.00	7.00	6.50	7.00	6.50

10 SECONDS

AA—	15.00	12.00	11.00	9.50	9.00	8.50	8.00	7.50	8.00	7.50	8.00	7.50
AB—	12.00	9.00	8.50	8.50	8.00	7.50	7.00	6.50	7.00	6.50	7.00	6.50
B—	10.00	7.00	6.50	6.50	6.00	5.50	5.00	4.50	5.00	4.50	5.00	4.50

Total units may be combined for lowest rate.
AM/FM duplication guaranteed during AM operational hours.

W I V Y
1948
JACKSONVILLE
Media Code 4 210 2925 7.00
Alumni Radio, Inc., 4343 Spring Grove Rd., Jacksonville, Fla. 32209. Phone 904-768-1515.

1. PERSONNEL
Sales Manager—James D. Barnes.

2. REPRESENTATIVES
Jack Masla & Company, Inc.
Dora-Clayton Agency, Inc.
Starr, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise local sunset, EST.

4. AGENCY COMMISSION
15/0 time only; 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
Affiliated with CBS.

TIME RATES
ET—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec	1 min	30 sec
A	10.00	10.00	10.00	10.00	10.00
B	10.00	10.00	10.00	10.00	10.00

6. PROGRAM TIME RATES

Ea	1 hr	1/2 hr	1/4 hr	10 min	5 min
	135	70	45	35	23

W I V Y - F M
1965
JACKSONVILLE
Media Code 4 210 2925 5.00
Alumni Radio, Inc., 4343 Spring Grove Rd., Jacksonville, Fla. 32209. Phone 904-768-1515.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Wheeler.

2. REPRESENTATIVES
Jack Masla & Company, Inc.
Dora-Clayton Agency, Inc.
Starr, Inc.

3. FACILITIES
ERP 30,000 w.; 102.9 mc.
Operating schedule: 6:00 am-midnight.
Antenna ht.: 322 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only, no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 29a.
Contracts: 42a, 46, 47, 48, 49, 50, 51.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 73a.
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 11/30/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec	1 min	30 sec
A	3.00	3.00	3.00	2.50	2.50

Time Signal—1.50.

W J A X **W J A X - F M**
1925 1948
JACKSONVILLE
NBC Radio Network
HR Representatives, Inc.

Subscriber to the NAB Radio Code
Media Code 4 210 2970 3.00
City of Jacksonville, Fla., Box 1740, No. 1 Broadcast Place, Jacksonville, Fla. 32201. Phone 904-354-1681.
STATION'S PROGRAMMING DESCRIPTION
WJAX: Programmed for adults and young adults.
MUSIC: M-F mostly standard tunes throughout broadcast day. NEWS: local 5 min at :30 & :55 6-9 am, 2 min at :58 9 am-midnight, 5 min at :30 4-6 pm. Taped weather reports every hour at :15. Live reports every 6 hours. Network news on hour. Sat and Sun network programming 5 min local news at :30. Sat only old standards noon-3 pm. Sun religious 7 am-2 pm. Heavy emphasis on public service and public affairs of local interest 7 days a week. Contact Representative for further details. Rec'd 9/13/67.

1. PERSONNEL
General Manager—Jack Strickland.
Billing/Traffic Director—Mildred Flowers.

2. REPRESENTATIVES
H-I Representatives, Inc.

3. FACILITIES
5,000 w.; 930 kc. Directional—night only.
Operating schedule: 5:30 am-midnight weekdays; 7:00 am-midnight Sun, EST.

FM FACILITIES
ERP 7,700 w.; 95.1 mc.
Operating schedule: 6:00 pm-midnight daily, EST.
Antenna ht.: 565 ft. above average terrain.

4. AGENCY COMMISSION
15%: no cash discount. Bills mailed 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
10 min product category separation.
Affiliated with NBC Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 ET 8/1/66—Rec'd 7/5/66.

AAA—Mon thru Sat 6-10 am.	1 min	30 sec	1 min	30 sec	1 min	30 sec
AA—Mon thru Fri 4-7 pm.	10.00	10.00	10.00	10.00	10.00	10.00
A—Mon thru Fri 10 am-4 pm; Sat 10 am-7 pm; all day Sun.	10.00	10.00	10.00	10.00	10.00	10.00
B—All other times.	10.00	10.00	10.00	10.00	10.00	10.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

6-10 am	5	4
10 am-4 pm	13	10
4-7 pm	8	5
7-10 pm and/or weekends.	10	6
	46	24

W K T Z (FM)
1949
JACKSONVILLE
adam young inc.

Subscriber to the NAB Radio Code
Media Code 4 210 3015 6.00
Jones College, Riverton Tower, Jacksonville, Fla. 32211. Phone 904-725-2400.
STATION'S PROGRAMMING DESCRIPTION
WKTZ (FM): Programmed for general interest, adults.

4. PERSONALITIES 24 hours. MUSIC: middle-of-the-road, standards, current hits, 90% instrumental 10% vocal. Features: remotes, NEWS: network, state and local, weather and time hourly. Length and content determined by complexity of news, maximum 5 min. SPORTS: live college football, auto racing, golf. General sports news, 5 min, 7:06 am & 5:40 pm. COMMERCIAL POLICY: Limit 15 minutes 7-9 am, 11 am-1 pm, 12 minutes other hours. Contact Representative for further details. Rec'd 5/13/69.

1. PERSONNEL
General Manager—Don Ritter.
Commercial Manager—Wayne Mashburn.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 832 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WDCJ.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 28c, 29b, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60h, 61b.
Cancellation: 70a, 71a, 72.
Prod. Services: 80, 81, 82.
AM facilities: WDCJ.
Affiliated with American FM Network.

W J A X **W J A X - F M**
1925 1948
JACKSONVILLE
NBC Radio Network
HR Representatives, Inc.

Plan I—36 1-minute sales messages per wk, ea 9.00
Plan II—24 1-minute sales messages per wk, ea 10.00
To be distributed over a 5 or 7 day period.
30 seconds or less—75% of applicable 1-minute rate.
1-MINUTE ROTATING PLAN PACKAGES

PER WK:	AAA	AA	A	B
30	15.00	13.00	9.00	7.00
24	15.00	14.00	10.00	7.50
12	17.00	15.00	11.00	8.00
6	17.00	16.00	11.00	8.00

30 seconds or less—75% of applicable minute rate.
10 seconds or less—50% of applicable minute rate.
52 consec wks—no rateholder's 8% discount.

FREQUENCY MINUTES

AAA	19.00	18.00	17.00	16.00	15.00
AA	17.00	16.00	15.00	14.00	13.00
A	15.00	14.00	13.00	12.00	11.00
B	13.00	12.00	11.00	10.00	9.00

80 seconds or less—75% of applicable minute rate.
10 seconds or less—50% of applicable minute rate.
Announcements between two rate classifications take higher rate.
Announcements and programs may not be combined for frequency discounts.
NOTE: NOS rates same as Class B in both Rotating Plan Packages and Frequency Plans. No exact time furnished.

W K T Z (FM)
1949
JACKSONVILLE
adam young inc.

Subscriber to the NAB Radio Code
Media Code 4 210 3015 6.00
Jones College, Riverton Tower, Jacksonville, Fla. 32211. Phone 904-725-2400.
STATION'S PROGRAMMING DESCRIPTION
WKTZ (FM): Programmed for general interest, adults.

4. PERSONALITIES 24 hours. MUSIC: middle-of-the-road, standards, current hits, 90% instrumental 10% vocal. Features: remotes, NEWS: network, state and local, weather and time hourly. Length and content determined by complexity of news, maximum 5 min. SPORTS: live college football, auto racing, golf. General sports news, 5 min, 7:06 am & 5:40 pm. COMMERCIAL POLICY: Limit 15 minutes 7-9 am, 11 am-1 pm, 12 minutes other hours. Contact Representative for further details. Rec'd 5/13/69.

1. PERSONNEL
General Manager—Don Ritter.
Commercial Manager—Wayne Mashburn.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 832 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WDCJ.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 28c, 29b, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60h, 61b.
Cancellation: 70a, 71a, 72.
Prod. Services: 80, 81, 82.
AM facilities: WDCJ.
Affiliated with American FM Network.

TIME RATES
Rates are identical to WDCJ. See that listing.

W M B R
1927
JACKSONVILLE
Mort Bassett & Co., Inc.

Media Code 4 210 3060 2.00
Smith's Broadcasting, Inc., Box 960, Jacksonville, Fla. 32201. Phone 904-355-9001.

1. PERSONNEL
President—Charles E. Smith.
General Manager—William Earman.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.
Southern—Harry Hawkins, Inc.
Florida—Edwin H. Cohen.

3. FACILITIES
5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0 net time; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Rates effective September 1, 1965.
Rates received September 9, 1965.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	10 sec
1	15.00	12.00	7.50
2	13.00	10.40	6.50
3	12.00	9.60	6.00
4	11.00	8.80	5.50
5	10.00	8.00	5.00

7. PACKAGE PLANS

DRIVETIME
(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)

PER WK:	1 min	30 sec	10 sec
1	15.00	12.00	7.50
2	13.00	10.40	6.50
3	12.00	9.60	6.00
4	11.00	8.80	5.50
5	10.00	8.00	5.00

W P D Q
1942
JACKSONVILLE
mgcavren-guild
pgw radio, inc.

Subscriber to the NAB Radio Code
Media Code 4 210 3150 1.00
Belk Broadcasting Co., 660 Laura St., Jacksonville, Fla. 32202. Phone 904-355-9507.

1. PERSONNEL
Mgr. & Sales Mgr.—Downey Hewey.

2. REPRESENTATIVES
McGarren-Guild—PGW Radio, Inc.

3. FACILITIES
5,000 w.; 600 kc. Directional—night only.
Operating schedule: 24 hours daily, EST.
(This listing continued on next page)

HOUSEWIFE TIME
(9:00 am-4:00 pm Mon thru Sat; all day Sun)

PER WK:	1 min	sec	10 sec
1	13.00	10.40	6.50
2	12.00	9.60	6.00
3	11.00	8.80	5.50
4	10.00	8.00	5.00
5	9.00	7.20	4.50

ALL OTHER TIMES

1	9.00	7.20	4.50
2	8.50	6.80	4.25
3	8.00	6.40	4.00
4	7.50	6.00	3.75
5	7.00	5.60	3.50

DISCOUNTS

26 consec wks—4%
52 consec wks—8%
Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

FAMILY PLAN

6 spots from 6:00-9:00 am Mon thru Sat.
4 spots from 9:00 am-12:00 pm Mon thru Sat.
4 spots from 6:00 pm-midnight Tues thru Fri.
4 spots from 9:00 am-3:00 pm Sat.
4 spots from noon-7:00 pm Sun.
24 1-minute announcements per wk—180.
30/20 seconds—80% of applicable 1-minute rate.
10 seconds—50% of applicable

FLORIDA

Jacksonville—WPDQ—Continued

4. AGENCY COMMISSION

15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32a, 33a.
 Contracts: 40a, 41, 42a, 44, 45, 46, 47a, 48, 49, 51a.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Contemporary Network.

TIME RATES

ET 9/1/65—Rec'd 8/6/65.
 AA—Mon thru Fri 6-10 am & 4-7 pm.
 A—Mon thru Fri 10 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm.
 B—Daily after 10 pm.

7. PACKAGE PLANS

CLASS AA	1 min	(*)	ID's
PER WK:	25.00	20.00	15.00
Specified position:	20.00	15.00	12.00
Less than 6 ti:	19.00	15.00	11.40
6 ti:	18.00	14.00	10.80
12 ti:	17.00	13.00	10.20
18 ti:	16.00	12.00	9.60
24 ti:	15.00	11.00	9.00
30 ti:	14.00	10.00	8.40

CLASS A	15.00	13.00	9.80
Less than 6 ti:	15.00	12.00	9.00
6 ti:	14.00	11.00	8.40
12 ti:	13.00	10.00	7.80
18 ti:	12.00	9.00	7.20
24 ti:	11.00	8.00	6.60
30 ti:	10.00	8.00	6.00

CLASS B	10.00	8.00	6.00
Less than 6 ti:	9.00	7.20	5.40
6 ti:	8.00	6.40	4.80
12 ti:	7.00	5.60	4.20
18 ti:	6.00	4.80	3.60
24 ti:	5.00	4.00	3.00
30 ti:	4.00	3.00	2.40

(*) Station breaks.
 DISCOUNTS
 28 wk. 4% 52 wk. 8%

WQIK

1955
 JACKSONVILLE



Media Code 4 210 3195 6.00
 Rowland Broadcasting Co., Inc., Box 6400, 5590 Rio Grande, Jacksonville, Fla. 32205. Phone 904-354-4501.

STATION'S PROGRAMMING DESCRIPTION
 WQIK: Programmed for adults. 3 min news every half hour. Country and western music 80%; current

WVOJ
 your key
 to
JACKSONVILLE

- 1st in avg. 1/4 hr. women during housewife time
 - 1st in share of women during housewife time (10AM-3PM, M-F)
 - 1st in cume men 18-49 during morning drive time (6-10AM, M-F)
 - 1st in cume men 25-49 during evening drive time (3-7PM, M-F)
 - 1st in cume total men Saturday-Sunday
 - 2nd in 1/4 hr. total adults (24 hrs. M-F)
- Pulse, Jacksonville Metro, April '69

WVOJ / DIAL 1320
 24 hours
 The Voice of Jacksonville
 Represented by Blair Radio

hits 70%. standards 30%. NEWS 10%: local, national, and international. Public affairs, farm programming, and occasional editorials 10%. 5 air personalities mc entire operation. COMMERCIAL POLICE: 18 minutes per hour maximum. Air personalities available for remote broadcasts, store openings, sale days, etc. Contact Representative for further details. Rec'd 7/31/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Marshall Howland.
 Commercial Manager—Robert T. Bowland.
2. REPRESENTATIVES
 Alan Torbet Associates, Inc.

3. FACILITIES

50,000 w. days, 10,000 w. during critical hours; 1090 kc. Directional.
 Operating schedule: sunrise-local sunset. EST. Simulcast during AM operational hours. For non-simulcast facilities see WQIK-FM listing.

4. AGENCY COMMISSION

15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Entertainment Network

TIME RATES

ET 9/1/68—Rec'd 9/4/68.
 AA—Mon thru Fri 6-10 am & 3-5 pm.
 A—Mon thru Fri 10 am-3 pm & after 6 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	25 wk	52 wk	1 wk	25 wk	52 wk
1 ti:	18	17	16	18	15	14
10 ti:	16	15	14	14	13	12
15 ti:	14	13	12	12	11	10
30+:	13	12	11	11	10	9

20/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
10. SPECIAL FEATURES
 5-min news—1-1/2x minute rate.

WQIK-FM

1965
 JACKSONVILLE

Media Code 4 210 3195 4.00

Rowland Broadcasting Co., Inc., Box 6400, 5590 Rio Grande, Jacksonville, Fla. 32205. Phone 904-354-4501.

1. PERSONNEL

President—Marshall W. Rowland.
 Commercial Manager—Robert T. Rowland.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

ERP 50,000 w.; 99.1 mc.
 Operating schedule: 24 hrs. daily. EST.
 Antenna ht.: 350 ft., above average terrain.
 Partial simulcast during AM operational hours. For non-simulcast facilities see WQIK listing.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.

TIME RATES

Rates effective
 Rates received April 13, 1965.

PER WK:	60 sec	30 sec	10 sec
1 ti:	4.50	3.50	2.75
10 ti:	4.00	3.25	2.50
20 ti:	3.75	3.00	2.25
30 ti:	3.50	2.75	2.00

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 ti:	60.00	36.00	18.00	12.00
25 ti:	57.50	33.00	17.00	10.50
50 ti:	52.50	30.00	15.50	9.00
100 ti:	48.00	28.00	14.00	7.50

DISCOUNTS
 13 wk. consecutive... 5% 52 wk. consecutive... 10%

WRHC

1950
 JACKSONVILLE

Independent Negro



Media Code 4 210 3240 0.00
 WRHC, Inc., Box 2467, Jacksonville, Fla. 32203.
 Phone 904-389-1111.

STATION'S PROGRAMMING DESCRIPTION
 WRHC: Programmed predominantly Negro, for adults and young adults.
 MUSIC: popular, rhythm and blues, gospel and jazz.
 AIR PERSONALITIES handle all segments. NEWS: 16 newscasts daily, local community oriented. Com-
 mercial format 5-7 pm. Job opportunities program
 broadcast 9 times daily. Heavy involvement in local
 public service efforts. Contact Representative for fur-
 ther details. Rec'd 2/17/69.

1. PERSONNEL

Vice-President—Harold S. Cohn, II.
 Vice-President—Ronald H. Cohn.

2. REPRESENTATIVES

AAA Representatives
 Southeast—Bernard I. Ochs Co.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
 Non-directional.
 Operating schedule: 24 hrs. daily. EST.

4. AGENCY COMMISSION

15/0 time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 23a, 24b, 28a.
 Contracts: 40a, 45, 46.
 Comb.: Cont. Discounts: 60b, 60k, 61a, 61b.
 Cancellation: 71a, 73a.

TIME RATES

ET 2/15/69—Rec'd 2/14/69.
 AA—Mon thru Sat 6-10 am & 3-10:30 pm; Sun all day.
 A—5-6 am & 10 am-3 pm.
 B—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	ix	52x	104x	156x	312x	624x	936x
AA	8.00	7.65	7.30	6.95	6.60	6.25	5.90
A	7.00	6.75	6.50	6.25	6.00	5.75	5.50
B	flat 3.00						

30 sec: 80% of 1-min.
 Rates are ROS/BTA.

WVOJ

1940
 JACKSONVILLE

BLAIR RADIO



Subscriber to the NAB Radio Code
 Media Code 4 210 3285 5.00
 Victory Broadcasting Corp., 1412 Universal Marion Bldg., Jacksonville, Fla. 32202. Phone 904-356-3445.

STATION'S PROGRAMMING DESCRIPTION
 WVOJ: Programming modern country music 100%.
 All programs emceed by air personalities. 6 air personalities available for remotes, special openings, etc. Frequent air interviews with recording artists. Audience participation contests are featured regularly. News headlines at 28 including fishing reports. 6 min news at 5:55. Emphasis on local and area news. 3 mobile news cruisers on duty 24 hours a day with direct on scene reports. 18 traffic reports daily during drive times. Public affairs and editorials are given prime consideration. Contact Representative for further details. Rec'd 3/31/69.

1. PERSONNEL

Vice-Pres.—Operations—R. T. Oldenburg.
 Sales Manager—Ed Epps.
 Program Director—Jim Mann.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 1320 kc. Directional—night only.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 45, 46, 48.
 Comb.: Cont. Discounts: 60k, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Blair Represented Network.

TIME RATES

No. 2 ET 4/1/69—Rec'd 7/21/69.
 AAA—Mon thru Sat 6-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

ix	52x	CLASS AAA	156x	260x	312x	520x	1040x
1 min	20.00	19.00	17.00	16.00	15.00	14.00	13.00
30 sec	18.00	15.00	14.50	13.50	13.00	12.00	11.00
10 sec	12.00	11.50	11.00	10.50	9.50	8.50	8.00

CLASS AA

1 min	18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00
30 sec	14.50	13.50	13.00	11.00	10.50	9.50	9.00	8.00
10 sec	11.00	10.00	9.50	8.50	8.00	7.00	6.50	6.00

CLASS A

1 min	16.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00
30 sec	13.00	11.00	10.50	9.50	9.00	8.00	7.00	6.00
10 sec	9.50	8.00	7.50	6.50	6.00	5.00	4.50	4.00

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min:	18.00	17.00	16.00	15.00	14.00
30 sec:	14.50	13.50	13.00	12.00	11.00
10 sec:	11.00	10.00	9.50	9.00	8.50

CLASS AAA

1 min:	18.00	15.00	14.00	13.00	12.00	11.00
30 sec:	13.00	12.00	11.00	10.50	9.50	9.00
10 sec:	9.50	9.00	8.50	8.00	7.00	6.50

CLASS AA

1 min:	16.00	15.00	14.00	13.00	12.00	11.00
30 sec:	13.00	12.00	11.00	10.50	9.50	9.00
10 sec:	9.50	8.00	7.50	7.00	6.50	6.00

CLASS A

1 min:	14.00	13.00	12.00	11.00	10.00	9.00
30 sec:	11.00	10.50	9.50	9.00	8.00	7.00
10 sec:	8.50	8.00	7.00	6.50	6.00	5.00

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
6 ti (2AAA, 2AA, 2A):	90.00	72.00	54.00
12 ti (4AAA, 4AA, 4A):	188.00	154.00	114.00
18 ti (6AAA, 6AA, 6A):	234.00	187.00	140.00
24 ti (8AAA, 8AA, 8A):	288.00	230.00	173.00
36 ti (12AAA, 12AA, 12A):	396.00	317.00	238.00

JACKSONVILLE BEACH

Duval County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

WBIX

1947

Key West—WFYN (FM)—Continued

6. SPOT ANNOUNCEMENTS

YEARLY			
1 x	3.00	104 x	2.60
13 x	2.90	158 x	2.50
26 x	2.80	280 x	2.40
52 x	2.70	312 x	2.30

30 seconds—75% of applicable 1-minute rate.
Maximum of 5 minutes commercial time per hour.

WKIZ
1959

Independent

NAB **RAB**

Subscriber to the NAB Radio Code
Media Code 4 210 3420 8.00
Florida Keys Broadcasting Corp., Box 1487, Key West, Fla. 33040. Phone 305-294-2523.

- 1. PERSONNEL**
President—R. E. Hook.
General Manager—Gayle Swafford.
- 2. REPRESENTATIVES**
Vic Plano Associates, Inc.
Miami—Advertising Representatives, Inc.
- 3. FACILITIES**
250 w.; 1500 kc. Directional.
Operating schedule: 5:30 a.m. to 1:00 a.m. weekdays; 7:00 a.m. to 1:00 a.m. Sundays.
- 4. AGENCY COMMISSION**
15% of time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 13a, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 30.
Contracts: 40a, 42b, 44b, 45, 46, 51b.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80.

TIME RATES
Rates effective September 15, 1962.
Rates received September 6, 1962.

7. PACKAGE PLANS
Yearly:

ANNOUNCEMENTS			
1 time	5.00	104 times	2.40
13 times	4.25	158 times	3.10
26 times	4.00	280 times	2.75
52 times	3.75	312 times	2.50

20/30-second announcements—75% of applicable 1-minute rate.
10-second ID's—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 41.50 24.50 16.60 12.45 10.35

DISCOUNTS
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 280x—25%

WKWF
1945

NAB

Media Code 4 210 3465 3.00
John M. Spottswood, Box 1300, Key West, Fla. 33040.
Phone 305-298-2222.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—John M. Spottswood.
Assistant General Manager—Mary S. Spottswood.
Sls. & Sales Mgr.—Ray A. Schoneck.
- 3. FACILITIES**
500 w.; 1000 kc. Non-directional.
Operating schedule: 24 hours daily.
- 4. AGENCY COMMISSION**
15/0 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 44a, 45, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS and KBS.

TIME RATES
Rates effective April 1, 1954. (Card No. 4.)
Card received March 11, 1954.

6. SPOT ANNOUNCEMENTS

CLASS A					
1 ti	(*)	(†)	(*)	(†)	
13 ti	5.00	4.25	104 ti	3.20	2.45
26 ti	4.50	3.75	158 ti	3.00	2.25
52 ti	4.00	3.25	280 ti	2.75	2.00

CLASS B

1 ti	3.00	2.50	78 ti	2.20	1.50
13 ti	2.80	1.95	104 ti	2.00	1.40
26 ti	2.60	1.80	156 ti	1.80	1.30
52 ti	2.40	1.65	280 ti	1.60	1.20

(*) 1-minute announcements—125 words.
(†) 30-second announcements—60 words.

8. PROGRAM TIME RATES

CLASS A
(6:00-9:00 am, noon-1:00 pm, 5:00-8:00 pm
Mon thru Sat; noon-8:00 pm Sun)

1 hr					
1 ti	32.00	26.00	20.00	14.00	11.50
13 ti	30.50	24.00	18.00	13.10	9.00
26 ti	29.00	23.00	18.00	12.20	8.50
52 ti	27.00	21.50	17.00	11.50	8.00
78 ti	26.00	20.00	16.00	10.40	7.50
104 ti	24.50	18.50	15.00	9.60	7.20
156 ti	23.00	17.00	14.00	8.80	7.00
280 or more ti	21.50	15.50	13.00	8.00	6.75

CLASS B
(9:00 am-noon, 1:00-5:00 pm Mon thru Sat;
7:00 am-noon Sun; 8:00-10:30 pm Mon thru Sun)

1 ti	30.00	24.00	18.00	12.00	9.50
13 ti	28.50	22.00	17.00	11.10	7.00
26 ti	27.00	21.00	16.00	10.20	6.50
52 ti	25.00	19.50	15.00	9.30	6.00
78 ti	24.00	18.00	14.00	8.40	5.50
104 ti	22.50	16.50	13.00	7.60	5.20
156 ti	21.00	15.00	12.00	6.80	5.00
280 or more ti	19.50	13.50	11.00	6.00	4.75

KISSIMMEE (2 AM)

Osceola County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WACY
1954

Media Code 4 210 3480 2.00
Opportunity Broadcasters, Inc., Drawer X, Kissimmee, Fla. 32741. Phone 305-847-5147.

- 1. PERSONNEL**
President—Robert W. Marlowe.
Vice-President—Sam B. Gilkey.
Program Director—Robert Amon.
- 3. FACILITIES**
1,000 w. days; 1,220 kc. Non-directional.
Operating schedule: sunrise to local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with KBS.

TIME RATES
No. 1 ER 5/1/68—Rec'd 9/30/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	52x	104x	500x
30 sec.	3.00	2.75	2.50	2.25
10 sec.	2.50	2.25	2.00	1.75

7. PACKAGE PLANS
PER MO:

50 ti	3.00	2.50	2.00
100 ti	2.50	2.00	1.50

8. PROGRAM TIME RATES

1 x	48.00	26.00	8.50
52 x	46.00	24.00	6.50

WFIV
1965

Country Music Network

Media Code 4 210 3510 6.00
Edward C. Allmon, Radio Florida Broadcasters, Box 5027, Orlando, Fla. 32805. Phones 305-847-4422, 773-2458. Orlando 305-425-0823.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Edward C. Allmon.
Farm News Director—Homer L. Rhoden.
Women's News Director—Carolyn Misrison.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
- 3. FACILITIES**
5,000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only. Bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 15c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70c, 71a, 73a.
Member: Country Music Network.

TIME RATES
ER 7/1/68—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	208x	260x	312x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	9.00	8.25	7.50	6.75	6.00	5.25
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

RON						
WKLY:	10 ti	15 ti	20 ti	25 ti	30 ti	
1 min.	10.00	9.00	8.00	7.00	6.00	
30 sec	7.50	6.75	6.00	5.25	4.50	
10 sec	5.00	4.50	4.00	3.50	3.00	

- 8. PROGRAM TIME RATES**
- | | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr. | 88.00 | 86.00 | 82.00 | 79.00 | 75.00 | 73.00 | 68.00 | 60.00 |
| 1/2 hr | 50.00 | 48.00 | 46.00 | 44.00 | 42.00 | 40.00 | 38.00 | 35.00 |
| 1/4 hr | 32.00 | 31.00 | 30.00 | 29.00 | 28.00 | 27.00 | 26.00 | 25.00 |
| 10 min | 23.00 | 22.00 | 21.00 | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| 5 min. | 16.00 | 15.00 | 15.00 | 14.50 | 14.00 | 13.50 | 13.00 | 12.50 |

LAKE CITY (2 AM)

Columbia County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WDSR
1946

Media Code 4 210 3600 5.00
Deep South Radioways, Inc., U. S. Hwy. 41, South Lake City, Fla. 32055. Phone 904-752-1340.

- 1. PERSONNEL**
President—Joe L. Duckett.
Manager—M. E. Schmucker.
Traffic—Becky Douglas.
- 3. FACILITIES**
1,000 w.; 1,340 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm. EST.
- 4. AGENCY COMMISSION**
15/0 net time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b, 16.
Basic Rates: 21a, 21b, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 25, 28a, 28c, 30, 31, 32a, 33d.
Contracts: 40a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective January 1, 1964.
Rates received January 10, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	4.00	156 ti	2.80
13 ti	3.70	260 ti	2.50
26 ti	3.40	312 ti	2.20
52 ti	3.10		

8. PROGRAM TIME RATES

1 x	40	24	16	12	10
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WGRO
1958

Subscriber to the NAB Radio Code
Media Code 4 210 3645 0.00
Columbia County Broadcasting Co., 30 N. Hernando St., Lake City, Fla. 32055. Phone 305-752-0960.

- 1. PERSONNEL**
Manager—Bob Dobelstein.
Program Director—Dean Blackwell.
Commercial Manager—Doug Cutts.
- 2. REPRESENTATIVES**
George T. Hopewell, Inc.
South—Harry J. Cannon Associates.
- 3. FACILITIES**
500 w. days; 960 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 42b, 44b, 47d.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
Rates effective November 14, 1964.
Rates received April 21, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	1 min	30 sec	20 sec	15 sec	10 sec
1 ti	2.75	1.75	1.45	1.30	1.20
13 ti	2.55	1.60	1.35	1.20	1.10
26 ti	2.20	1.50	1.25	1.10	1.00
52 ti	2.05	1.40	1.15	1.00	.90
104 ti	1.90	1.30	1.05	.90	.80
156 ti	1.75	1.20	.95	.80	.70
260 ti	1.60	1.10	.85	.70	.60
312 ti	1.50	1.00	.75	.60	.50

8. PROGRAM TIME RATES

1 ti	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 ti	30.00	18.00	10.00	8.00	6.60
26 ti	28.00	17.00	9.25	7.50	6.00
52 ti	26.00	16.00	8.50	7.00	5.50
104 ti	22.00	15.00	8.00	6.60	5.00
156 ti	20.00	13.00	7.00	5.80	4.50
260 ti	18.00	12.00	6.50	5.40	3.95
312 ti	16.00	11.00	6.00	5.00	3.60

LAKELAND (3 AM; 1 FM)

Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WLAK
1958

Media Code 4 210 3690 6.00
Sentinel Broadcasting Co., Box 827, 1412 E. Lime St., Lakeland, Fla. 33802. Phone 813-682-8143.

- 1. PERSONNEL**
President—Doris Brown Potter.
Executive Vice-President—Roland B. Potter.
Station Manager—Danny M. Shaver.
- 2. REPRESENTATIVES**
Savall/Gates, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 1430 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a.
Contracts: 45, 46, 47a.
Cancellation: 73a, 73b.
Prod. Services: 82.
Affiliated with NBC Radio Network.

TIME RATES
Rates effective October 1, 1960. (Card No. 7.)
Card received October 3, 1960.
Revisions received March 29, 1961.

6. SPOT ANNOUNCEMENTS
(Fixed Position)

CLASS A					
(8:00-10:00 am and 4:00-7:00 pm)		1 min.	30 sec.	20 sec.	10 sec.
1 time	10.00	8.00	7.00	6.00	
13 times	9.50	7.50	6.50	5.50	
26 times	9.00	7.00	6.00	5.00	
52 times	8.50	6.50	5.50	4.50	
104 times	8.25	6.25	5.25	4.25	
156 times	8.00	6.00	5.00	4.00	
260 times	7.75	5.75	4.75	3.75	
312 times	7.50	5.50	4.50	3.50	

CLASS B
(10:00 am-4:00 pm and 7:00 pm-midnight)

1 time	6.85	5.35	4.65	4.00
13 times	6.35	5.00	4.35	3.65
26 times	6.25	4.65	4.00	3.35
52 times	5.85	4.35	3.65	3.00
104 times	5.50	4.15	3.50	2.85
156 times	5.35	4.00	3.35	2.65
260 times	5.15	3.85	3.15	2.50
312 times	5.00	3.65	3.00	2.35

7. PACKAGE PLANS

PLAN A (1 minute)					
Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
7 times	8.50	6.50	5.00	4.50	4.00
14 times	8.25	6.40	5.00	4.50	4.00
21 times	8.00	6.30	5.00	4.50	4.00
28 times	7.75	6.20	5.00	4.50	4.00

FLORIDA

PLAN B
(30 seconds)

Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
7 times	6.75	6.50	5.30</		

FLORIDA

Lakeland—WVFM (FM)—Continued

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 x	5.00	156 x	3.75
13 x	4.75	280 x	3.50
26 x	4.50	356 x	3.00
52 x	4.25	500 x	2.50
104 x	4.00	1000 x	2.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 MINUTE					
5 min	10.00	9.00	8.00	7.50	7.00
1/4 hr	18.00	15.00	12.00	11.00	10.00
1/2 hr	30.00	28.00	22.00	20.00	18.00
1 hr	50.00	45.00	40.00	35.00	30.00

WWAB

1957

NAB

Media Code 4 210 3625 8.00
Box 85, Lakeland, Fla. 33802. Phone 813-686-8127.
STATION'S PROGRAMMING DESCRIPTION
WVAB: Country and western music. Network news on hour. Contact Representative for further details. Rec'd 3/27/69.

1. PERSONNEL
General Manager—Don W. Hughes.
Program Director—Marie Bingham.

2. REPRESENTATIVES
Vic Plano Associates, Inc.
Southeastern—Harry Harkins, Inc.

3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%: Bills payable 10th of each month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 28a, 29a, 29b.
Contracts: 40a, 42a, 43a, 44a, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 x	5.00	4.00	3.00
13 x	4.80	3.80	2.80
26 x	4.75	3.75	2.75
52 x	4.50	3.50	2.50
104 x	4.00	3.00	2.00
156 x	3.75	2.75	1.75
210 x	3.50	2.50	1.50
312 x	3.25	2.25	1.25
520 x	2.75	2.00	1.00
1000 x	2.25	1.50	.75

8. PROGRAM TIME RATES

5 min					1/4 hr					1/2 hr					1 hr				
1 x	9.00	18.00	30.00	45.00	8.00	17.50	28.00	42.00	7.00	15.00	24.00	36.00	6.00	12.00	20.00	30.00			
13 x	8.80	17.50	28.00	42.00	7.80	16.50	26.00	40.00	6.80	14.00	23.00	35.00	5.80	11.00	19.00	29.00			
26 x	8.00	17.00	27.00	42.00	8.00	16.50	26.00	41.00	7.00	15.00	24.00	36.00	6.00	12.00	21.00	32.00			
52 x	7.50	15.00	24.00	36.00	6.50	14.00	23.00	35.00	5.50	13.00	22.00	34.00	5.00	11.00	20.00	31.00			
104 x	6.00	12.00	21.00	32.00	5.00	10.00	19.00	28.00	4.00	9.00	18.00	27.00	3.00	8.00	17.00	26.00			

LAKE WALES

Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WIPC

1951

Subscriber to the NAB Radio Code
Media Code 4 210 3670 4.00
Imperial Polk Broadcasters, Box 712, Lake Wales, Fla. 33855. Phones 813-676-1486, 1487.

1. PERSONNEL
General Manager—Thomas N. Thornburg.
Program Director—Sue Thornburg.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%: 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 min	1.90	2.00	2.20
30 sec	1.50	1.60	1.70
10 sec	1.00	1.10	1.20

8. PROGRAM TIME RATES

1 MINUTE		1/2 hr		1 hr	
1 min	1.90	2.00	2.20	2.50	2.80
30 sec	1.50	1.60	1.70	2.00	2.30
10 sec	1.00	1.10	1.20	1.35	1.40

7. PACKAGE PLANS

PER WK, EA, ROS:							
PLAN:	100 H	75 H	50 H	30 H	25 H	15 H	10 H
1 min	1.90	2.00	2.20	2.30	2.50	2.80	2.70
30 sec	1.50	1.60	1.70	1.80	2.10	2.20	2.30
10 sec	1.00	1.10	1.20	1.25	1.35	1.40	1.40

8. PROGRAM TIME RATES

1 MINUTE		1/2 hr		1 hr	
1 min	1.90	2.00	2.20	2.50	2.80
30 sec	1.50	1.60	1.70	2.00	2.30
10 sec	1.00	1.10	1.20	1.35	1.40

LAKE WORTH

Palm Beach County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

See West Palm Beach

(including Lake Worth, Palm Beach and Riviera Beach)

LEESBURG (2 AM)

Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WLBE

1949

LEESBURG-EUSTIS

Media Code 4 210 3915 7.00
Heard Broadcasting, Inc. Box 799, Leesburg, Fla. 32748. Phone 904-787-2790; Box 790, Eustis, Fla. 32728. Phone 904-357-2790.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—H. James Sharp.
Assistant Manager—Charles N. Grant.

2. REPRESENTATIVES
Florida—The Robinson Company, Inc.

3. FACILITIES
5,000 w.; 790 kc. Non-directional.
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 22b, 23a, 24c, 25c, 26, 27, 28a, 28c, 29a, 32a, 33a, 34a, 44b, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60g, 61a, 62a.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 x	12.00	10.00	7.00
13 x	11.50	9.50	6.50
26 x	11.00	9.00	6.00
52 x	10.50	8.50	5.50
104 x	10.00	8.00	5.00
156 x	9.50	7.50	4.50
210 x	9.00	7.00	4.00
365 x	8.50	6.50	3.50
730 x	8.00	6.00	3.00
1000 x	7.50	5.50	2.50

8. PROGRAM TIME RATES

1 hr		1/2 hr		1/4 hr		15 min		10 min	
1 hr	130	120	110	100	95	90	85	75	65
1/2 hr	75	70	65	60	55	50	45	40	35
1/4 hr	46	43	40	37	34	31	28	25	22
10 min	29	27	25	23	21	19	17	15	13
5 min	17	16	15	14	13	12	11	10	9

Contracts 6 months or more—10% discount.

WZST

1957

Media Code 4 210 3950 3.00
WBIL, Drawer K, Corley Island, Leesburg, Fla. 32748. Phone 305-787-2313.
STATION'S PROGRAMMING DESCRIPTION
WZST: Country and western. One religious record each hour. Five min news each hour with 3 min news headlines each hour. Sun 3 hours of gospel music. Contact Representative for further details. Rec'd 7/19/67.

1. PERSONNEL
Owner—Alma B. Martin.
Gen'l & Prod. Mgr.—Elmo B. Kitts.

2. REPRESENTATIVES
Busby, Finch & Woods, Inc.

3. FACILITIES
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 71a.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 MINUTE		1/2 hr		1 hr	
1 min	4.00	24.00	14.00	11.00	8.50
13 times	38.00	22.85	13.45	10.50	6.20
26 times	36.00	21.70	12.80	10.00	5.90
52 times	34.00	20.55	12.15	9.50	5.60
104 times	32.00	19.40	11.50	9.00	5.30
156 times	30.00	18.25	10.85	8.50	5.00
210 times	28.00	17.10	10.20	8.00	4.70
312 times	26.00	15.95	9.55	7.50	4.40

Rates effective October 15, 1957. (Card No. 1.)
Card received February 28, 1958.

8. PROGRAM TIME RATES

1 MINUTE		1/2 hr		1 hr	
1 min	4.00	24.00	14.00	11.00	8.50
13 times	38.00	22.85	13.45	10.50	6.20
26 times	36.00	21.70	12.80	10.00	5.90
52 times	34.00	20.55	12.15	9.50	5.60
104 times	32.00	19.40	11.50	9.00	5.30
156 times	30.00	18.25	10.85	8.50	5.00
210 times	28.00	17.10	10.20	8.00	4.70
312 times	26.00	15.95	9.55	7.50	4.40

LIVE OAK

Suwannee County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNER

1949

Subscriber to the NAB Radio Code
Media Code 4 210 4005 6.00
Suwannee Broadcasting Co., Box 130, Live Oak, Fla. 32060. Phone 362-1250.

1. PERSONNEL
Owner & Gen'l Mgr.—Norman O. Protsman.
Station Manager—George R. "Puggy" Day, Jr.
Program Director—Bill Savitz.

2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00 a.m. to 7:00 p.m. week days; 7:00 a.m. to 6:00 p.m. Sunday. EST.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23b, 24b, 25a, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Suwannee Group and Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ERP 3/68—Rec'd 3/22/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 min	3.00	2.00	1.50
10 sec	2.00	1.75	1.00
5 sec	1.50	1.25	1.00

8. PROGRAM TIME RATES

1 MINUTE		1/4 hr		10 min		5 min		2 min	
1 min	3.00	2.00	1.50	1.00	0.75	0.50	0.30	0.20	0.15
10 sec	2.00	1.75	1.00	0.75	0.50	0.30	0.20	0.15	0.10
5 sec	1.50	1.25	1.00	0.75	0.50	0.30	0.20	0.15	0.10

52 week contract—25% discount.

MADISON

Madison County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WMAF

1956

Subscriber to the NAB Radio Code
Media Code 4 210 4050 2.00
Norman O. Protsman, P. O. Box 621, Madison, Fla. 32340. Phone 904-973-6333.

1. PERSONNEL
General Manager—Norman O. Protsman.
Business Manager—S. C. Welsenborn.

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 a.m. to 7:00 p.m. week days; 7:30 a.m. to 6:00 p.m. Sunday. EST.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23b, 24b, 25a, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Suwannee Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 3, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE		1/2 hr		1 hr	
1 min	2.90	1.56	1.10	0.80	0.60
26 times	2.50	2.80	1.65	1.15	0.85
52 times	2.10	3.12	1.45	1.00	0.75

7. PACKAGE PLANS

MONTHLY PACKAGES		
PER MO:	15 sec	30 sec
50 times	37.50	75.00
100 times	75.00	150.00

8. PROGRAM TIME RATES

1 MINUTE		1/2 hr		1 hr	
1 min	2.90	1.56	1.10	0.80	0.60
26 times	2.50	2.80	1.65	1.15	0.85
52 times	2.10	3.12	1.45	1.00	0.75

PER WK: 22.50 30.00 43.50

YEARLY CONTRACT RATES

1 MINUTE		1/2 hr		1 hr	
1 min	1.35	1.00	0.75	0.50	0.35
1000 times	1.35	1.00	0.75	0.50	0.35
1500 times	1.25	1.00	0.75	0.50	0.35

30 MINUTES

PER MO:
1 unit per day..... 2.50
2 units per day..... 4.80
3 units per day..... 6.90
4 units per day..... 8.50
All units are on a 7 day per week basis.
All units are on a monthly contract basis with a 30 day cancellation notice.
To give all advertisers equal coverage, all units are set up on a daily rotation basis. No competitive units will be placed within an hour of a unit.

WTYS

1946

Media Code 4 210 4165 6.00
James W. "Jim" Tate, P. O. Box 777, Marianna, Fla. 32446. Hudson 2-2131.

STATION'S PROGRAMMING DESCRIPTION
WTYS: Programmed for farm audience. Country and western music and farm news 5-6:30 am. Music and local news 6:30-8 am. Housewives appeal, network variety, home economics agent, popular music and weather breaks 8-11 am. Country and gospel music, network commentator, country agent, and farm-oriented programs 11 am-1 pm. Air personality, variety music 1-3 pm. Rock and roll, rhythm and blues 3-5:30 pm. Network news, market and sports block 5:30-6:30 pm. Audience participation, request music 7-10 pm. 5 local news and 4 farm news programs daily. Negro Disc Jockey. High school football, college basketball and little league baseball. Rec'd 8/4/67.

- PERSONNEL**
Owner & Gen'l Mgr.—Jim Tate.
Station Manager—Donald G. Milton.
Program Director—B. H. Tate.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-10 pm. CST.
- AGENCY COMMISSION**
15% no cash discount. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11e, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40c, 42b, 42d, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61a, 62c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NAB Radio Network.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective September 1, 1960.

Rates received October 3, 1960.

8. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	25.50	17.00	9.00	5.00	2.10
13 times	27.00	18.00	8.50	4.75	2.00
26 times	25.50	15.00	8.00	4.50	1.90
52 times	24.00	14.00	7.50	4.25	1.80
104 times	22.50	13.00	7.00	4.00	1.70
156 times	21.00	12.00	6.50	3.75	1.60
208 times	19.50	11.00	6.00	3.50	1.50
260 times	18.00	10.00	5.50	3.25	1.40
312 times	16.50	9.00	5.00	3.00	1.30

MELBOURNE

Brevard County—Map Location G-7
See BRDS consumer market map and data at beginning of the State.

See Eau Gallie-Melbourne

MIAMI-MIAMI BEACH

(14 AM; 8 FM)

(including Coral Gables)

Dade County—Map Location H-10

See BRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAME

NOTE: The call letters of this station have been changed to:

WWOK (Miami)

WBUS (FM)

1962

MIAMI BEACH

Media Code 4 210 4340 7.00
Community Service Broadcasters, Inc., 814 First St., Miami Beach, Fla. 33138. Phone 305-532-6347.

- PERSONNEL**
Pres. & Gen'l Mgr.—Allan B. Margolis.
Vice-Pres. & Sec'y—Joseph Liedman.
Comptroller—Rose Schwartz.
Greener, Hiken, Sears.
- REPRESENTATIVES**
- FACILITIES**
ERP 13,600 w.; 93.9 mc.
Operating schedule: 5:00 am-midnight Mon thru Sat; 6:00 am-midnight Sun.
Antenna ht.—200 ft. above average terrain.
- AGENCY COMMISSION**
15% no net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
AM facilities: WMBM.

TIME RATES

Est 7/1/68—Rec'd 7/5/68.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	1000x
1 min.	8.00	7.50	7.00	6.75	6.50	6.00
30 sec: 80% of 1-min.			10 sec: 60% of 1-min.			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	75.00	40.00	25.00	12.50

WEDR (FM)

1963

MIAMI

Media Code 4 210 4365 4.00
WEDR, Inc., 1448 N. W. 36th St., Miami, Fla. 33142. Phones 305-633-1487, 0896; 929-3252.

- PERSONNEL**
President—M. S. Wigley.
Program Director—John Turner.
Chief Engineer—Glynn Walden.
- REPRESENTATIVES**
Stars, Inc.
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 18,000 w.; 99.1 mc.
Operating schedule: 20 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b.
Contracts: 47a.
Comb.; Cont. Discounts: 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective April 6, 1964.

Rates received April 2, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 tl	7.50	5.65	5.2	4.80
13 tl	7.15	5.35	104 tl	6.00 4.50
26 tl	6.75	5.05	156 tl	5.65 4.30
260 tl	5.00	4.00	500 or more	4.50 3.40
312 tl	4.90	3.70		

15 seconds or less, live or transcribed—50% of 1-minute rate.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 tl	42.00	25.00	12.50
13 tl	39.90	23.90	11.90
26 tl	37.80	22.50	11.25
52 tl	35.70	21.25	10.15
104 tl	33.60	20.00	10.00
156 tl	31.50	18.75	9.40
260 tl	29.40	17.50	8.75
312 tl	27.30	16.25	8.15

WFAB

1962

MIAMI

Media Code 4 210 4410 6.00
WFAB, Inc., 1034 Biscayne Blvd., Miami, Fla. 33132. Phones 305-373-8366, 374-6588.

STATION'S PROGRAMMING DESCRIPTION
WFAB: Programmed for Spanish speaking listeners. NEWS: format daily M-Sat 5:30-9 am, 11:30 pm-1:30 am. AIR PERSONALITIES daily 9 am-noon, 1-5 pm, 6-10 pm. Housewives show daily, music, interviews, personality appearances. Live talk show nightly 10-11:30 pm. Daily sportscast 5:45-6 pm. 2 newsmobile units cover state and city with traffic reports, general information. MUSIC: Latin. Contact Representative for further details. Rec'd 8/18/67.

- PERSONNEL**
President—Richard Eaton.
Vice Pres. & Gen'l Mgr.—Arthur Gordon.
- REPRESENTATIVES**
UBC Sales, Inc.
- FACILITIES**
5,000 w.; 99.0 kc. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
NAB Radio Code Advertising Standards apply.
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 25b, 26a, 28c, 29b, 30, 31.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Latin Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Est 12/1/67—Rec'd 11/8/67.

AAA—Mon thru Sat 6-9 am.
AA—Mon thru Sat 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun all day.
B—Mon thru Sat 7 pm-midnight.
C—Mon thru Sat midnight-6 am.

7. PACKAGE PLANS

PER WK, 1 MIN:	AAA	AA	A	B	C
1 tl	22	18	16	13	12
6 tl	20	17	15	12	11
12 tl	19	16	14	11	10
18 tl	18	15	13	10	9
24 tl	17	14	12	9	8

Sta brk: 80% of 1-min. ID's 55% of 1-min.

CONSECUTIVE WEEKS DISCOUNT
26 wk—5% 52 wk—10%

WFTL

FORT LAUDERDALE

City of license, Ft. Lauderdale, Fla.
Coral Gables—431 Madelia Ave. Phone 305-443-7833.
See listing under Ft. Lauderdale-Hollywood, Fla.

WFUN

1947

MIAMI

RAB

The Eastman Station

Media Code 4 210 4455 3.00

Rounsville of Miami Beach, Inc., 6101 Sunset Dr., Miami, Fla. 33143. Phone 305-667-1601.
Home Office—Rounsville Radio Stations, 3220 Peachtree Rd., N. E., Atlanta 5, Ga.

- PERSONNEL**
Owner & Pres.—Robert W. Rounsville.
Vice-Pres. & Gen'l Mgr.—Arnold C. Kaufman.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w.; 790 kc. Directional. Separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 29c, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60g, 60i, 62d.
Cancellation: 70a; 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Eastman Network.
Affiliated with American Contemporary Network.

TIME RATES

No. 5 Est 9/1/68—Rec'd 9/5/68.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
III—Daily 5-8 am & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I			
	1 tl	12 tl	18 tl	24 tl
1 min	35.00	30.00	28.00	—
30 sec	28.00	24.00	22.40	—
10 sec	17.50	15.00	14.00	—

PER WK:	SECTION II			
	1 min	30 sec	10 sec	10 sec
1 min	27.00	24.00	22.00	20.00
30 sec	21.60	19.20	17.60	16.00
10 sec	13.50	12.00	11.00	10.00

PER WK:	SECTION III			
	1 min	30 sec	10 sec	10 sec
1 min	18.00	15.00	14.00	13.00
30 sec	14.40	12.00	11.20	10.40
10 sec	9.00	7.50	7.00	6.50

7. PACKAGE PLANS

PER WK, EA: BEST BUY PLANS
Plan A—30 tl (15I, 15II) 19
Plan B—15 tl (7I, 8II) 21
Not combinable with other weekly plans for added frequency. Two or more products may not be combined.

8. PROGRAM TIME RATES

5 min—1-1/2 x 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—5% 52 wk—10%
Not applicable to Best Buy Plan.
Rateholder: Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WGBS

1959

MIAMI

A Storer Station

MAJOR MARKET RADIO, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 4500 6.00
Storer Broadcasting Co., The 710 Bldg. on Brickell Ave., Miami, Fla. 33131. Phone 305-377-8811. TWX 810-848-6912.

STATION'S PROGRAMMING DESCRIPTION
WGBS: Programmed for adults and young adults. 5 air personalities 24 hours. MUSIC: 80%. Albums 50% singles 50%. Current selling general popular music. NEWS: 14 min local news, sports staff. 10 min on hour and half hour during peak traffic times.

FLORIDA

Elsewhere, 5 min news on hour. 24 hours. Network sports 6:10 pm. Local sports 6:20 pm. Weekends, 5 min sports at :30, editorial, traffic reports, college football, horse racing, pro golf, high school basketball. 3 mobile news units, 2 national wire services, sheriff's wire, US weather wire, Washington News Bureau, network voice feeds. Contact Representative for further details. Rec'd 1/2/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Reggie Martin.
General Sales Manager—E. E. "Jim" Eshleman.
- REPRESENTATIVES**
Major Market Radio, Inc.
- FACILITIES**
50,000 w.; 710 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15c.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WJHR (FM).
Affiliated with American Information Network.

MULTIPLE PRODUCT ANNOUNCEMENTS
Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to commercials for more than 2 products or services of the advertiser in 1-min period, unless fully integrated into a single complete spot. Piggybacks not entitled to product protection separation from either station or network commercials.

TIME RATES

No. 10 Est 5/15/69—Rec'd 4/30/69.
AA—Mon thru Fri 6-10 am & 3-7 pm. Rotating.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 min 30 sec		1 min 30 sec	
	1 min	30 sec	1 min	30 sec
*1 x	55.00	44.00	520 x	34.00 27.00
*2 x	50.00	40.00	780 x	32.00 26.00
156 x	45.00	36.00	1040 x	29.00 23.00
260 x	41.00	33.00	1300 x	27.00 22.00
312 x	36.00	29.00		

(This listing continued on next page)

WVCG / WYOR'S
Beautiful Music
is #1 With
Miami Adults
6am - 12Mid.,
Mon. - Sun.

WVCG 1080
WYOR-FM
Represented by
KATZ RADIO
Source: ARB, Miami, Apr.-May '69.
Avg. 1/4-hour audiences, Metro survey area.

FLORIDA

Miami-Miami Beach—WGBS—Continued

CLASS A		1 min 30 sec	
1 x	40.00	520 x	25.00
52 x	35.00	780 x	20.00
156 x	30.00	1040 x	18.00
280 x	28.00	1300 x	18.00
312 x	25.00		

CLASS B		1 min	
1 x	21.00	520 x	13.00
52 x	20.00	780 x	12.00
156 x	18.00	1040 x	10.00
280 x	15.00	1300 x	9.00
312 x	14.00		

CLASS C		1 min	
1 x	11.00	520 x	8.00
52 x	10.00	780 x	7.50
156 x	9.00	1040 x	7.00
280 x	8.50		

(* Specified position.
30 sec: 80% of 1-min.
10 sec: 50% of 1-min. Classes A, B & C only.
Spots scheduled between time classifications take rate of higher classification.

7. PACKAGE PLANS

1 MINUTE

PER WK:	5 ti	10 ti	15 ti
AA	42.00	38.00	34.00
A	28.00	26.00	22.00
B	18.00	17.00	16.00
C	9.00	8.50	8.00

30 SECONDS

PER WK:	30.00	31.00	27.00
AA	33.00	31.00	27.00
A	22.00	20.00	18.00

MAP PLANS

PER WK:	12 ti	24 ti
Plan A (1/2AA, 1/2A)	27	24
Plan B (1/3AA, 1/3A, 1/3B or 1/2A, 1/2B)	23	19
Plan C (1/4AA, 1/4A, 1/4B, 1/4C)	19	15

All spots regardless of length may be cross-combined to determine times per week so long as in a MAP Plan spots of each length are properly distributed by time classifications.

8. PROGRAM TIME RATES

A—Daily 6:30 am-1:30 pm.
B—All other times (Rates on request).

1 hr	1/2 hr	1/4 hr
1 x	390	200
52 x	250	150

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	5 ti	10 ti	15 ti	20 ti
AA	70	65	60	55
A	40	35	30	26
B	24	23	22	21

PACKAGES

PER WK:	1 wk	13 wk	26 wk	52 wk
3 ti	50	49	47	45
6 ti	44	42	40	38
12 ti	40	39	38	37

THE COUNTRY GIANT

5000 WATTS—24 HOURS

South Florida's only Country station with 24 hours continuous broadcasting. Largest, highly-rated,* Country station for the Greater Miami, Hollywood, Ft. Lauderdale Area. See complete listing under Ft. Lauderdale

*June-July-Aug. '68 Pulse 2 County Area; Special ARB Aug. 26-Aug. 30, '68 Broward County; Special ARB Sept. 12, '68 Broward County.

WGMA

RADIO 1320

HOLLYWOOD/MIAMI/FT. LAUDERDALE

Area Code 305-961-6200

Represented nationally by PRO TIME SALES, INC.

WGBS-FM

NOTE: The call letters of this station have been changed to:

WJHR (FM)

WINZ

1946
MIAMI

METRO RADIO SALES

Independent

A Rand Station
Media Code 4 210 4590 700
Rand Broadcasting Co., 100 Biscayne Tower, Miami, Fla. 33132, Phone 305-311-6641, TWX 305-696-4150.

- PERSONNEL**
President—Alex Rand.
Executive Vice-President—Frank Craig.
Vice-Pres. & Gen'l Mgr.—Dick Kelsey.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 940 kc. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 5a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 42b, 45.
Comb.: Cont. Discounts: 60a, 60k, 61b, 62b, 62c.
Cancellation: 70a, 70e, 71a.

TIME RATES

No. A Ent 1/1/68—Rec'd 1/20/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7-10 pm.
C—All other times except Mon thru Fri 10 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1	20/30	10
Specified hour or day		38	30	19
Less than 6 ti (rotating)		34	27	17
6 ti (1 per day)		30	24	15
12 ti (2 per day)		28	22	14
18 ti (3 per day)		26	20	13

CLASS A		1		20/30		10	
Less than 6 ti (rotating Mon thru Sun)		30	24	15			
ANY 6 DAYS:		28	22	14			
6 ti (1 per day)		26	20	13			
12 ti (2 per day)		24	19	11			
18 ti (3 per day)		22	18	11			
24 ti (4 per day)		20	16	10			
30 ti (5 per day)		10	10	5			

CLASS B		1		20/30		10	
Less than 6 ti (rotating Mon thru Sun)		16	13	8			
ANY 6 DAYS:		14	12	7			
6 ti (1 per day)		13	11	7			
12 ti (2 per day)		12	10	6			
18 ti (3 per day)		11	9	6			
24 ti (4 per day)		10	8	5			
30 ti (5 per day)		10	10	5			

FREQUENCY DISCOUNTS

Minutes, newcasts, features and 30/20 second announcements may combine to earn weekly frequency discount.

Minutes, newcasts, features and 30/20 second announcements may combine with Plans to earn weekly frequency discount.

Plans may not combine with Plans for further weekly frequency discounts.

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS

	Plan A	Plan B	Plan C	Plan D
(6:00-10:00 am Mon thru Sat)	3	5	6	9
3:00-7:00 pm Mon thru Sat	3	4	6	9
Class A	4	6	8	12
Class B	2	3	4	6
1 min	268	352	426	576
20/30 sec	214	282	341	461
10 sec	154	176	213	288

Announcements must be scheduled equally over 7-day period and rotate within time classification. Weekly Circulation Plans earn consecutive weeks discount. Package Plans are offered on a preemptible basis at station's discretion for full rate card advertisers. In the event of preemption, announcements will be made good in comparable or better time periods at the earliest possible convenience.

DRIVETIME SPECIALS

1 MINUTE

PER WK ROTATING, MON THRU SAT:

10 ti (5 ti 6-10 am & 5 ti 3-7 pm)	280
20 ti (10 ti 6-10 am & 10 ti 3-7 pm)	400

HOUSEWIFE SPECIALS

(Mon thru Sat 10 am-3 pm)

PER WK ROTATING:

15 ti	270	25 ti	375
Drive-time and Housewife specials combine only with each other. They do not combine with face of card rates or Weekly Circulation Plans. Flat rates no further discounts. Drive-time and Housewife specials are offered on a preemptible basis at station's discretion for a full rate card advertiser.			

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr
10. SPECIAL FEATURES	200	150
Newscasts 5 minutes every hour on the hour 24 hours daily plus every 1/2 hour from 6:00-9:00 am weekdays.		
5-MINUTE NEWSCASTS		
AA	40	35
A	35	30
B	20	18

WIOD

1926
MIAMI

NBC Radio Network

Edward Petry & Co., Inc.

A Cox Broadcasting Corp. Station
Subscriber to the NAB Radio-Code
Media Code 4 210 4635 000

Miami Valley Broadcasting Corp., Box 1177, 1401 N. Bay Causeway, Miami, Fla. 33138. Phone 305-759-4311. TWX 305-696-3450.

- PERSONNEL**
General Manager—James W. Wesley, Jr.
General Sales Manager—William L. Viands, Jr.
Program Manager—Elliott Nevins.
- REPRESENTATIVES**
Edward Petry Co., Inc.
- FACILITIES**
5,000 w.; 610 Directional—separate patterns day and night.
Operating schedule: 24 hours.
- AGENCY COMMISSION**
15/0 net time; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 27, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50.
Comb.: Cont. Discounts: 60b, 60c, 60i, 61a, 62b.
Cancellation: 70a, 70e, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

No. 11-G Ent 1/1/68—Rec'd 12/16/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-3 pm & 7-8 pm;
Sun 5 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1	6 ti	12 ti	18 ti	24 ti
1 min	40	38	37	36	—	—
20/30 sec	36	32	31	30	29	—
10 sec	23	21	20	19	18	—

CLASS A		1		20/30		10	
1 min	39	34	32	31	30	29	29
20/30 sec	31	27	26	25	24	23	23
10 sec	20	18	17	16	15	14	—

WINZ

WINS AGAIN

WINZ has more 1/4-hour women 25+, 6 am-12 Mid., Mon-Sun*

More 1/4-hour total women, 6 am-7 pm, M-F*

More 1/4-hour adults, 6 AM-7 pm, M-F*

More come women 25+, 6 AM-7 pm, M-F*

You can't do better than that.

Join the winner ...

WINZ/940kc

50,000 w

RAND BROADCASTING

Represented by Metro Radio Sales

*ARB, Miami, Apr.-May '69
Total Survey Area

Audience ratings subject to the usual statistical measurement limitations.

CLASS B

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	23	22	21	20	19
20/30 sec	19	18	17	16	15
10 sec	13	12	11	10	9

(* Specified position.)

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

Plan I—12 ti: 5AA (4 Mon thru Fri, 1 Sat) 5A, 2B	1 min	20/30
Plan II—18 ti: 8AA (6 Mon thru Fri, 2 Sat) 8A, 2B	85	76
Plan III—24 ti: 10AA (7 Mon thru Fri, 3 Sat) 10A, 4B	115	100
Must be scheduled over 7-day period and rotate within time classes. Combinable with all weekly spots and programs.		

TIME MENTION PACKAGE-RS

(7 days 6-1 am, 100 times per week)

10 sec	1 wk	27 wk
900	700	

5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
AA	47	46	45	44
A	42	41	40	39
B	27	26	25	24

SKY PATROL TRAFFIC REPORTS

PER WK:	5 ti	10 ti	15 ti	20 ti
Ea	45	42	41	39

CONSECUTIVE WEEK DISCOUNT

52 wk—10%
Applied as earned.
Minutes, newcasts, features and 20/30-second spots may combine to earn weekly frequency discount.
Minutes, newcasts, features, 20/30-second spots and ID's may combine on the basis of 2 ID's equaling 1 longer spot.
Rateholder: minimum expenditure 50.00 per week.

WIOD-FM

1946
MIAMI

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 210 4636 800

Miami Valley Broadcasting Corp., Box 1177, 1401 N. Bay Causeway, Miami, Fla. 33138. Phone 305-759-4311. TWX 305-696-3450.

TIME RATES

No. 11-G Ent 1/1/68—Rec'd 12/16/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-3 pm & 7-8 pm;
Sun 5 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1	6 ti	12 ti	18 ti	24 ti
1 min	40	38	37	36	—	—
20/30 sec	36	32	31	30	29	—
10 sec	23	21	20	19	18	—

CLASS A		1		20/30		10	
1 min	39	34	32	31	30	29	29
20/30 sec	31	27	26	25	24	23	23
10 sec	20	18	17	16	15	14	—

5. GENERAL ADVERTISING See coded regulations
See WIOD listing for coded regulations.

TIME RATES

No. 3 Ent 3/1/68—Rec'd 2/14/69.
AA—Mon thru Sat 6-10 am & 3-7 pm;
Sun 5 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1	6 ti	12 ti	18 ti	24 ti
1 min	12.00	10.00	9.50	9.00	8.50	—
20/30 sec	11.00	9.00	8.50	8.00	7.50	—
10 sec	10.00	8.00	7.50	7.00	6.50	—

CLASS A		1		20/30		10	
1 min	11.00	9.00	8.50	8.00	7.50	7.00	7.00
20/30 sec	10.00	8.00	7.50	7.00	6.50	6.00	6.00
10 sec	8.00	7.00	6.50	6.00	5.50	5.00	—

CLASS B		1		20/30		10	
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
20/30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	6.00	5.50	5.00	4.50	4.00	—	—

TOTAL AUDIENCE PLANS

Plan I, 12 ti (5AA, 5A, 2B)	1 min	20/30
Plan II, 18 ti (8AA, 8A, 2B)	85	76
Plan III, 24 ti (10AA, 10A, 4B)	115	100

8. PROGRAM TIME RATES

FIXED:	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x	15x	20x	25x	30x	35x	40x	45x	50x

Miami-Miami Beach—W J H R (FM)—Cont'd

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b,
 24c, 25a, 26, 28a, 29a, 30.
 Contracts: 40a, 41, 42b, 42c, 44a, 45, 46, 47a, 49,
 51a.
 Comb.: Cont. Discounts: 60b, 60i, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Four commercial interruptions per hour. Eight com-
 mercials per hour, scheduled in clusters of two an-
 nouncements in each 1/4 hour.
 AM facilities: WJHR.

TIME RATES
 Rec'd 10/3/66.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	30x	60x	125x	250x	500x
30 sec	11.25	10.50	9.75	9.00	8.25	7.50	7.13

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12	11	10	9	8
30 sec	9	8	7	6	5

8. PROGRAM TIME RATES

1 hr	1x	15x	30x	60x	125x	250x	500x
1/2 hr	105	100	95	90	86	82	78
5 min	44	42	40	38	36	34	32

WKAT
 1957
 MIAMI BEACH
CBS Radio Network
 Represented by **CBS RADIO SPOT SALES**
News - Talk - Information
RAB

Subscriber to the NAB Radio Code
 Media Code 4 210 4680 6.00
 WKAT, Inc., 1759 Bay Rd., Miami Beach, Fla.
 33139, Phone 305-531-8181.
STATION'S PROGRAMMING DESCRIPTION
 WKAT: Programmed for adults.
 News and conversation format with some air
 personalities using open telephone lines and some air
 personalities doing straight interviews. 15 min net-
 work and local news every hour 8 am-9 pm, frequent
 headline summaries at other times. 5:30-8 am &
 9-10 am open-phone, audience participation, humor
 and whimsy show. 9-9 am syndicated talk show.
 11 am-1 pm open-phone, audience participation pro-
 grams, 1/2 featuring guests. 1 pm-5 am recorded
 replays of previous day's shows. SPORTS: pro base-
 ball, high school and college football, college basket-
 ball, major races, all live. Contact Representative
 for further details. Rec'd 10/3/68.

1. PERSONNEL
 President—Mrs. A. Frank Katsentine.
 Vice-Pres. & Gen'l Mgr.—Sidney Levin.
 Sales Manager—Howard Jacobs.
2. REPRESENTATIVES
 CBS Radio Spot Sales.
3. FACILITIES
 5,000 w. days, 1,000 w. nights; 1360 kc.
 Non-directional.
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
 15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
 Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c,
 27a, 28a, 29a.
 Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.
 Comb.: Cont. Discounts: 60f, 60i, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81.
 Affiliated with CBS Radio Network.

TIME RATES
 No. 9 ET 7/1/69—Rec'd 7/2/69.

AM Drivetime—Mon thru Sat 6-10 am.
 PM Drivetime—Mon thru Sat 3-7 pm.
 Daytime—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
 Nighttime—Mon thru Sun 7 pm-midnight; Sun 6 am-
 noon.

6. SPOT ANNOUNCEMENTS

AM DRIVETIME		1 ti	6 ti	12 ti	18 ti	24 ti
1 min	40	35	32	30	30	30
30 sec	32	28	26	24	24	24
PM DRIVETIME		1 ti	6 ti	12 ti	18 ti	24 ti
1 min	36	32	29	27	27	27
30 sec	29	26	23	22	22	22
DAYTIME		1 min	33	29	26	24
30 sec	26	23	21	19	18	18
NIGHTTIME		1 min	21	18	15	14
30 sec	17	14	13	12	11	11

(Rounded off to nearest dollar)

7. PACKAGE PLANS
 MAXIMUM IMPACT PLANS
 (1/3 Drivetime, 1/3 Daytime, 1/3 Nighttime)
 WKLY: 6 ti 12 ti 18 ti 24 ti 30 ti
 1 min..... 146 268 378 480 678
 30 sec..... 116 214 303 384 540

DISCOUNT
 52 wk—10%.

MINIMUM EXPENDITURE PLANS
 (committed in advance during contract year)

	—1 min	1500x	500x	1000x	1500x
AM Drivetime	25	22	20	20	18
PM Drivetime	23	20	18	18	14
Daytime	20	18	17	16	10
Nighttime	12	11	10	10	9

Fixed position or personalized spots—add 20%.
 10 sec: 50% of 1-min rounded to nearest dollar.
 Spots and/or programs of varying lengths, may be
 combined for frequency discounts.
 Midnight-6 am—spots are 50% of applicable daytime
 rate, rounded to nearest dollar.

WKAT-FM
 1959
 MIAMI

HERBERT E. GROSKIN & COMPANY
NAB FM B

Media Code 4 210 4681 4.00
 WKAT, Inc., Congress Bldg., Miami, Fla. 33132.
 Phone 305-531-8181. TWX 305-896-3439.
STATION'S PROGRAMMING DESCRIPTION
 WKAT-FM: Programmed for adults. Classical music
 noon-12M, includes various serious music forms. Sat
 2 pm full-length operas, live in season, recorded
 balance of year. Contact Representative for further
 details. Rec'd 7/24/67.

1. PERSONNEL
 President—Mrs. A. Frank Katsentine.
 General Manager—Sidney Levin.
 Program Director—David Connor.
2. REPRESENTATIVES
 Herbert E. Groskin & Co.
3. FACILITIES
 ERP 17,500 w.; 93.1 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 270 ft. above average terrain.
4. AGENCY COMMISSION
 15/0.
5. GENERAL ADVERTISING See coded regulations
 See WKAT listing for coded regulations.
 Member: The Groskin Group.

TIME RATES
 Rec'd 5/22/69.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	30x	60x	125x	250x	500x
30 sec	15.00	14.00	13.00	12.00	11.00	10.00	9.50

8. PROGRAM TIME RATES

1 hr	1x	15x	30x	60x	125x	250x	500x
1/2 hr	105	100	95	90	86	82	78
5 min	44	42	40	38	36	34	32

WLTO
 1954
 MIAMI
National Spanish Language Network

Media Code 4 210 4705 1.00
 Dynamic Broadcasting, Inc., 350 N. E. 71st St.,
 Miami, Fla. 33138. Phone 305-751-9743.

1. PERSONNEL
 President—Leonard E. Walk.
 Exec. Vice-Pres. & Nat'l Sales Mgr.—Joe Bassett.
 Vice-Pres. & Gen'l Mgr.—Steve Martin.
2. REPRESENTATIVES
 AEA Representatives.
3. FACILITIES
 250 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
 15/0 time only; 10/0 of following month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 4a, 5, 6a, 7, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 24b, 24c,
 25a, 28c, 29a.
 Contracts: 40a, 42a, 43, 44b, 45, 46.
 Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i.
 Cancellation: 71a, 72.
 Prod. Services: 80, 82.
 Member: National Spanish Language Network.
 Sold in combination with WUFO—Buffalo, WILD—
 Boston and WAMO and WAMO-FM—Pittsburgh. See
 WAMO for discounts.

TIME RATES
 No. 2 ET 7/1/69—Rec'd 7/30/68.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	25x	52x	104x	156x	260x	312x
30 sec	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50

30 sec: 25% off 1-min. 10 sec: 50% off 1-min.

7. PACKAGE PLANS

6 wk—5%	13 wk—10%	26+ wk—15%
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WEEKLY SATURATION PACKAGE—ROS

PER WK:

60 ti	390	30 ti	237
52 ti	367	24 ti	195
48 ti	340	18 ti	150
42 ti	310	12 ti	105
36 ti	275		

8. PROGRAM TIME RATES

1 hr	150.00	90.00	60.00	45.00	30.00
1/2 hr	145.00	87.00	58.00	43.50	29.00
28 x	140.00	84.00	56.00	42.00	28.00
28 x	135.00	81.00	54.00	40.50	27.00
104 x	130.00	78.00	52.00	39.00	26.00
156 x	125.00	75.00	50.00	37.50	25.00
280 x	120.00	72.00	48.00	36.00	24.00
312 x	115.00	69.00	46.00	34.50	23.00

10. SPECIAL FEATURES
 5-MINUTE NEWSCASTS

12 ti	6 ti	
Per wk	160	90

WMBM

1949
MIAMI BEACH
 Media Code 4 210 4725 9.00
 Community Service Broadcasters, Inc., Box 1740, 814
 First St., Miami Beach, Fla. 33139. Phone 305-
 532-6347.
STATION'S PROGRAMMING DESCRIPTION
 WMBM: Programmed toward Negro and all young
 adults.
MUSIC: gospel programming 5-8 am M-F, 6 am-
 2 pm Sun. Ramona Broadcasting programs 12M-1:30
 am M-Sun, 9 pm-12M Sat and Sunday. NEWS: 5
 min before hour. Personalities available as talent for
 merchandising, grand openings, etc. Contact Repre-
 sentative for further details. Rec'd 11/1/68.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Allan B. Margolis.
 Vice-Pres. & Sec'y—Joseph Ledman.
 Program Director—Joseph Walker.
2. REPRESENTATIVES
 Greener, Hiken, Sears.
 Southern—Bernard I. Ochs Company.
3. FACILITIES
 250 w.; 1490 kc. Non-directional.
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
 15/0 not time only.
5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 FM facilities: WJHR (FM).

TIME RATES
 No. 26 ET 9/1/69—Rec'd 1/9/69.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	32x	250x	500x	1000x
30 sec	15.00	14.50	14.00	13.00	12.00	11.00

7. PACKAGE PLANS

AA—6 am-8 pm	1x	13x	26x	250x	500x	1000x
A—8 pm-midnight	12.00	10.50	9.50	9.50	8.50	8.50
B—midnight-8 am						

CLASS AA ROS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
12 ti	13.50	12.00	11.00	10.00
24 ti	13.00	11.50	10.50	9.50
36 ti	12.50	11.00	10.00	9.00
48 ti	12.00	10.50	9.50	8.50

A: 75% of AA rate. B: 60% of AA rate.
 30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

8. PROGRAM TIME RATES

5 min	1x	13x	26x	250x	500x	1000x
1/4 hr	30	29	28	26	24	20
1/2 hr	50	48	45	42	40	35
1 hr	75	73	70	68	64	58
1 hr	125	120	115	110	105	95

WOCN
 1947
 MIAMI
RAB

An Ed Winton Station
 Media Code 4 210 4660 4.00
 Ed Winton and Associates, Sheraton Four Ambassa-
 dors Hotel, Miami Fla. 33130. Phone 305-377-
 9505.
STATION'S PROGRAMMING DESCRIPTION
 WOCN: Programmed for adults.
MUSIC: 80% album music, 20% popular of adult
 appeal. Single play list combines standards, new
 tunes and original casts. 4 vocals each hour, music
 played in 12 min segments. Commercials are adja-
 cent to features of news, market reports or weather.
 Station subscribes to UP, Associated Press and Dow
 Jones Business Wire. Contact Representative for
 further details. Rec'd 11/4/68.

1. PERSONNEL
 Gen'l Mgr. & Dir. of Nat'l Sales—Ed Winton.
 Operations Manager—Kernie Anderson.
2. REPRESENTATIVES
 John C. Butler & Company, Inc.
3. FACILITIES
 250 w.; 1450 kc. Non-directional.
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
 15/0 on net time; payable 20th of following month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 28c,
 29a, 30, 33a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
 Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i.
 Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80.
 Affiliated with MBS.

TIME RATES
 No. B1 ET 9/1/69—Rec'd 8/7/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti
AA	40	30	25	20
A	35	25	20	15
B	28	18	15	12

30 sec: 80% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

10 ti (5AA, 5A)	1 min	250	15 ti (8AA, 7A)	300
30 sec: 80% of 1-min.				

Class B time earned as bonus.


WOCN-FM
 1981
 MIAMI BEACH
 An Ed Winton Station
 Media Code 4 210 4661 2.00
 Ed Winton and Associates, Sheraton Four Ambassa-
 dors Hotel, Miami, Fla. 33130. Phone 305-377-
 9505.

FLORIDA

STATION'S PROGRAMMING DESCRIPTION
 WOCN-FM: Programmed for adults.
MUSIC: 80% album music, 20% popular of adult
 appeal. Single play list combines standards, new
 tunes and original casts. 4 vocals each hour, music
 played in 12 min segments. Commercials are adja-
 cent to features of news, market reports or weather.
 Station subscribes to UP, Associated Press and Dow
 Jones Business Wire. Contact Representative for
 further details. Rec'd 11/4/68.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Ed Winton.
2. REPRESENTATIVES
 John C. Butler & Company, Inc.
3. FACILITIES
 ERP 81,000 w.; 94.9 mc. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 280 ft. above average terrain.
4. AGENCY COMMISSION
 15/0 time only; 20th of following month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 28c,
 29a, 30, 33a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
 Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i.
 Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80.

TIME RATES
 Rates are identical to WOCN. See that listing.

WQAM
 1920
 MIAMI

BLAIR RADIO
 Independent
RAB

A Storz Owned Station
 Subscriber to the NAB Radio Code
 Media Code 4 210 4905 7.00
 Storz Broadcasting Co., 767-41st St., Miami Beach,
 Fla. 33140. Phone 305-531-6651.
1. PERSONNEL
 Pres. & Chairman of the Board—Robert H. Storz.
 General Manager—Phillip W. Trammell.
 Program Director—Dan Chandler.
 (This listing continued on next page)

WVCG/WYOR'S
10-Man News Team
and Miami's ONLY
Traffic Copter
Service
are #1 with
Miami Men 25-49
Drivetimes, M-F

WVCG 1080
WYOR-FM
 Represented by

KATZ RADIO
 Source: ARB, Miami, Apr.-May '69.
 Avg. 1/4-hour audiences, 6-10 am & 3-7 pm,
 Total survey area.

FLORIDA

Miami-Miami Beach—W Q A M—Continued

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 560 kc. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time and talent; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20a, 21a, 21d, 22b, 23a, 24c, 27, 28a, 29a, 30a, 41, 42a, 45, 46, 47a, 48, 51a. Comb.: Cont. Discounts: 60f, 60i, 60j, 60k, 62b. Cancellation: 70a, 70b, 71a, 72, 73b. Prod. Services: 80, 82. Affiliated with Blair Represented Network.

TIME RATES

No. 10 EST 7/1/69—Rec'd 7/7/69.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7-11 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK: (*)	1 t	6 t	12 t	18 t	24 t	30 t
1 min.....	70	63	58	55	52	49
30 sec/less.....	56	50	46	44	42	40

CLASS AA

1 min.....	42	40	38	36	34	32
30 sec/less.....	36	34	32	30	28	26

CLASS A

1 min.....	40	38	36	34	32	30
30 sec/less.....	34	32	30	28	26	24

CLASS B

1 min.....	22	20	18	16	14	12
30 sec/less.....	18	17	15	14	12	10

(*) Specified position.

All spots and programs combine for frequency discounts.

10. SPECIAL FEATURES

5-min Newscasts—Class AAA, 6 per wk..... 408
All other times—Applicable 1-min rate.

WQBA

1947

MIAMI

The Amigo Network All Spanish

Media Code 4 210 4925 5.00
Susquehanna Broadcasting Co., 1448 N. W. 36th St.,
Miami, Fla. 33142. Phone 305-633-0161.

1. PERSONNEL

Vice-President—A. W. Carlson.
Managing Director—Herbert M. Levin.
Station Manager—Jack Nobles.

2. REPRESENTATIVES

Savalli/Gates, Inc.
Susquehanna Sta. Sales Office: See Rep. & S/O pages.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1140 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a. Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c. Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c. Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Member: The Amigo Spanish Group.

TIME RATES

EST—Rec'd 6/30/69.

AA—5-9 am & 4-7 pm.
A—9 am-4 pm & 7 pm-midnight.
B—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 t	6 t	12 t	18 t
AA.....	24	20	18	17
A.....	21	18	16	14
B.....	12	9	8	7

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
150.00	100.00	75.00	50.00
127.50	85.00	63.75	42.50
120.00	80.00	60.00	40.00
112.50	75.00	56.25	37.50

WRIZ

1956

CORAL GABLES

Subscriber to the NAB Radio Code
Media Code 4 210 4950 3.00
777 N. W. 54th St., Miami, Fla. 33127. Phone 305-757-5701.

1. PERSONNEL

President—W. R. Sudbrink.
Vice-Pres. & Gen'l Mgr.—Harold W. Gore.

3. FACILITIES

10,000 w. days; 1550 kc. Directional. Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

Time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 14a, 15d. Basic Rates: 20a, 23a, 23b, 25a, 29a. Contracts: 40a, 41, 43b, 45, 46. Comb.: Cont. Discounts: 60b, 60e, 60f, 61c. Cancellation: 70a, 70c, 71a, 72, 73a. Affiliated with American Entertainment Network.

TIME RATES

No. 3 EST 5/1/68—Rec'd 4/15/68.

AA—Mon thru Fri 7-9:30 am & 3:30-6 pm.
A—Mon thru Fri 6-7 am, 9:30 am-3:30 pm & 6-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 t	6 t	12 t	18 t	24 t
AA.....	30	20	18	18	17
A.....	27	17	16	15	14
B.....	24	14	13	12	11

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Spots between classifications take rates of higher classification.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PER WK:	12 t	18 t	24 t
Plan I (2/3AA, 1/3A).....	192	270	336
Plan II (1/3AA, 1/3A, 1/3B).....	188	254	288
Plan III (1/2A, 1/2B).....	158	216	264

BTA SPOTS

Ea (minimum 12 per week)..... 12

10. SPECIAL FEATURES

5-Minute Newscasts—150% of applicable 1-min rate.

ANNUAL DISCOUNT

All spots, regardless of length or classification, and program units may be cross-combined for discount purposes, as long as TAP spots of each length are properly distributed by time classifications. Each spot and program unit, regardless of length, counts as 1 unit for discount purposes.

WVCG and WYOR (FM)

1948

CORAL GABLES

KATZ RADIO
EAST

RAB

Subscriber to the NAB Radio Code
Sold in Combination only; Programmed Separately.
Media Code 4 210 4995 8.00
Independent Music Broadcasters, Inc., Box 1516, 377
Alhambra Circle, Coral Gables, Fla. 33134. Phone
305-445-5411.

STATION'S PROGRAMMING DESCRIPTION

WVCG: Adult album music. Standards, showtunes, current popular favorites when arrangements are of mass adult appeal. NEWS: 10 man local news team. 4 mobile units. AP, UP, UPT audio and metro-media news. News hourly. M-F features: helicopter traffic reports morning and afternoon drive, am-pm news blocks, 7:45-8:45 am, 5:15-6:15 pm. Stock market reports 10 times daily. Weekend weather service: airplanes for weekend fishing reports, hour and half-hour, 8 am-noon. Boat for marine weather information 15 mins before hour, 6:45 am-6:45 pm. Contact Representative for further details. Rec'd 5/28/69.

1. PERSONNEL

Pres. & Gen'l Sales Mgr.—Ted Niarhos.

2. REPRESENTATIVES

Katz Radio, East.

3. FACILITIES

10,000 w. days, 500 w. nights; 1080 kc. Directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; rendered on list.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30. Contracts: 40a, 41, 42b, 42c, 44a, 45, 46, 47a, 49, 51a. Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 62d. Cancellation: 70b, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. FM facilities: WYOR (FM). Affiliated with Katz Radio A.L.D. Plan.

TIME RATES

WVCG and WYOR (FM) COMBINATION

No. 2A EST 2/1/69—Rec'd 1/6/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 t	6 t	12 t	18 t	24 t
AA.....	45	42	40	38	36
A.....	35	32	30	28	26
B.....	25	22	20	18	16

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

1-minute and 20/30-second spots may be counted to help earn frequency discounts on 10-second spots, but 10-second spots may not be counted toward frequency discounts on 1-minute and 20/30-second spots.

7. PACKAGE PLANS

WVCG & WYOR (FM) COMBINATION

PER WK:	12 t	18 t	24 t
1/3 am drive time, Mon thru Sat.....	4	6	8
1/3 pm drive time, Mon thru Sat.....	4	6	8
1/3 eve & Sun.....	4	6	8

TAP I.....	360.00	504.00	624.00
2/3 daytime, Mon thru Sat.....	8	12	16
1/2 eve & Sun.....	4	6	8

TAP II..... 300.00 414.00 504.00

8. PROGRAM TIME RATES

WVCG & WYOR (FM) COMBINATION

5 min—1-1/2x applicable 1-min.

Spots and programs may be combined for discounts on both.

WVCG only, deduct 5.00 per spot.

WWOK

(formerly WAME)

1958

MIAMI

McGavren-Guild
pgw radio, inc.

Modern Country

A Mission Broadcasting Co. Station

Media Code 4 210 5022 0.00
Mission East Co., Box 577, Shenandoah Sta., Miami,
Fla. 33145. Phone 305-445-8821.
Studios: 1699 Coral Way, Miami, Fla.

1. PERSONNEL

President—Jack Roth.
Vice-Pres. & Gen'l Mgr.—Herbert S. Dolgoff.
General Sales Manager—Cy Russell.

2. REPRESENTATIVES

McGavren-Guild-PGW Radio, Inc.

3. FACILITIES

5,000 w.; 1260 kc. Directional.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only; 20th following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10b, 14b, 15d. Basic Rates: 20a, 23a, 23b, 25a, 29a. Contracts: 40a, 41, 44b, 45, 46. Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c. Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES

No. 1 EST 7/1/69—Rec'd 6/2/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

A—Daily 5-6 am & 7 pm-midnight.

B—Midnight-5 am. Rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:	1 t	6 t	12 t	18 t	24 t	30 t
1 min.....	30.00	26.00	24.00	22.00	20.00	19.00
30 sec.....	24.00	21.00	19.00	18.00	17.00	16.00

CLASS AA

1 min.....	26.00	22.00	20.00	18.00	17.00	16.00
30 sec.....	22.00	18.00	16.00	14.00	13.00	12.00

CLASS A

1 min.....	15.00	13.00	12.00	11.00	10.00	9.50
30 sec.....	12.50	10.50	9.50	8.50	8.00	7.50

ID's: 50% of 1-min.

Spots and programs may be combined for discounts on spots only.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—MON THRU SUN

PER WK:	12 t	18 t	24 t
Plan I (2/3AAA, 1/3 AA).....	21	19	17
Plan II (1/2AAA, 1/2AA).....	20	18	16
Plan III (1/3AAA, 1/3AA, 1/3A and/or wknd).....	18	16	14

30 RECONDS

Plan I (2/3AAA, 1/3AA).....	17	15	13
Plan II (1/2AAA, 1/2AA).....	16	14	12
Plan III (1/3AAA, 1/3AA, 1/3A and/or wknd).....	15	13	11

Must be ordered ROS in respective time class and scheduled equally over 7-day period. Preferences granted subject to time availability.

10. SPECIAL FEATURES

5-min Newscasts—1-1/2x applicable 1-min.

WWPB (FM)

1948

MIAMI

Media Code 4 210 5040 2.00
Paul Brake, 422 S. W. 2nd Ave., Miami, Fla. 33130.
Phone 305-373-7405.

1. PERSONNEL

Owner & Gen'l Mgr.—Paul Brake.

Sales Manager—Ed Rowley.

**Miami-Miami Beach—
W W P B (FM)—Continued**

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1	8.80	156	7.05
13	8.35	280	8.60
26	7.90	312	8.15
52	7.70	365+	5.30
104	7.50		

8. PROGRAM TIME RATES

1 HOUR			
1	44.00	156	35.20
13	41.80	280	33.00
26	39.60	312	30.80
52	38.50	365	26.40
104	37.40		

1/2 hr: 60% of 1 hr. 1/4 hr: 40% of 1 hr.

WYOR (FM)
(formerly WYCG-FM)
1958

**CORAL GABLES
KATZ RADIO
EAST**

Sold in Combination only: Programmed Separately.
Media Code 4 210 4995 5.00
Independent Music Broadcasters, Inc., Box 1516, 373
Alhambra Circle, Coral Gables, Fla. 33134. Phone
305-445-5416.
STATION'S PROGRAMMING DESCRIPTION
WYOR (FM): Programmed for adults.
MUSIC: album music combining standards with
Broadway, Hollywood showtunes, basically instru-
mental. Music format includes current popular fa-
vorites when performance has definite adult appeal.
Music varied for particular time of day. No person-
alities. Commercials broadcast on quarter-hours, hour
and half hour breaks. News at :15 before hour.
Stock market reports 5 times every weekday. Contact
Representative for further details. Rec'd 4/1/69.

- PERSONNEL**
President—Theodore M. Niarhos.
- REPRESENTATIVES**
Katz Radio, East.
- FACILITIES**
ERP 180,610 w.; 105.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0: bills rendered 1st of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24b, 24c, 25a,
26, 28a, 28b, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60l, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WYCG.

TIME RATES

Sold in combination with WYCG.
See that listing for rates.

MIAMI BEACH

Dade County—Map Location H-10
See SRDS consumer market map and data at begin-
ning of the State.

See Miami-Miami Beach
(including Coral Gables)

MILTON (2 AM; 1 FM)

Santa Rosa County—Map Location A-3
See SRDS consumer market map and data at begin-
ning of the State.

WEBY
1954

Media Code 4 210 5085 7.00
C. W. Mapoles, Ward Basin Rd., East Milton, Fla.
32570. Phones 904-994-6608, 623-3425.

- PERSONNEL**
Owner—C. W. Mapoles.
Gen'l Mgr. & Chief Engr.—H. Byrd Mapoles.
News Director—Doyle Cook.
- FACILITIES**
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
15%: 2% cash discount on bills paid by 15th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a,
29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective September 1, 1954.

Rates received October 7, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2							
1/4							
10							
1							
1	time	50.00	30.00	20.00	18.00	10.00	6.00
13	times	47.50	28.50	19.00	16.25	9.50	5.50
26	times	45.00	27.00	18.00	14.50	9.00	5.00
52	times	42.50	25.50	17.00	12.75	8.50	4.75
104	times	40.00	24.00	16.00	12.00	8.00	4.50
260	times	37.50	22.50	15.00	11.25	7.50	4.25
312	times		14.00	10.50	7.00	4.00	

- PARTICIPATING PROGRAMS**
"Party Line"—7:45-9:00 am Mon thru Fri. 1 minute
participation 6.00.
"Housewives Serenade"—9:00-11:00 am Mon thru
Fri. 1 minute participation 6.00.
"Best on Wax"—1:00-2:00 pm Mon thru Fri. 1
minute participation 6.00.

"Twin Power Sounds"—2:00-5:00 pm.
1 minute participation 4.50.
"Saturday Morning Show"—7:00-10:45 am Sat. 1
minute participation 6.00.
"Saturday Dance Parade"—1:00-5:00 pm Sat. 1
minute participation 6.00.
"Sunday Road Show"—1:00-5:00 pm Sun. 1 minute
participation 4.50.

WSRA
1958

Media Code 4 210 5130 1.00
Radio Milton, Inc., Box 645, Milton, Fla. 32570.
Phone 904-623-3408.

- PERSONNEL**
President—Curtis A. Golden.
Vice-Pres. & Gen'l Mgr.—Jim Howell.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-11 pm. EST.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 47a.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Southeastern Key Market Network.

TIME RATES

No. 4 EP Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

1 min	3x	15x	25x	52x	104x	156x	260x	312x
	3.50	3.20	2.90	2.60	2.30	2.00	1.75	1.50

7. PACKAGE PLANS

IMPACT PLAN					
(must be used in 1 week)					
1 min.	28 ti	42 ti	56 ti	70 ti	100 ti
	2.50	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

13								
52x								
104x								
156x								
260x								
312x								
1 hr.	35.00	33.00	31.00	29.00	27.00	25.00	23.00	21.00
1/2 hr.	20.00	18.75	17.50	16.25	15.00	13.75	12.50	11.25
1/4 hr.	12.00	11.50	11.00	10.50	10.00	9.75	9.50	9.25
5 min.	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20

W X B M (FM)

Subscriber to the NAB Radio Code
Media Code 4 210 5175 6.00
Mapoles Broadcasting Co., Box 588, Milton, Fla.
32570. Phone 904-994-6608, 623-3425.

- PERSONNEL**
Pres. & Gen'l Mgr.—H. Byrd Mapoles.
- FACILITIES**
ERP 3,000 w.; 102.3 mc.
Operating schedule: 5 am-midnight Mon thru Sat;
5 am-11 pm Sun.
Antenna ht.: 145 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Operated in conjunction with WEBY-AM.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective August 31, 1964.

6. SPOT ANNOUNCEMENTS

DAY TIME (AM-FM)	
1 min.	2.50
NIGHT TIME (FM Stereo)	
1 min.	2.00

10. SPECIAL FEATURES
Newscasts: 5 minutes on the hour; headlines as they occur.

NEWSCASTS

5 minutes at night, 1 time per week	4.50
3 minutes, 3 or more times per week	3.50
15 minutes, 1 time per week	10.00
15 minutes, 3 or more times per week	8.50

FM STEREO PROGRAMS

1/2 hr musical program	15.00
1/2 hr (3 or more) musical program	12.50

MOUNT DORA

Lake County—Map Location F-6
See SRDS consumer market map and data at begin-
ning of the State.

WVGT

Media Code 4 210 5220 0.00
David A. Rawley, Box 38, Mount Dora, Fla. 32757.
Phone 305-383-4216.

- PERSONNEL**
Owner & Pres.—David A. Rawley.
Station Manager—Jerry E. Phillips.
General Manager—H. Tom Durr.
- FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 16b.
Basic Rates: 22b, 23a, 26, 28b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.
Regularly scheduled announcements accounts earning
a maximum discount must conform to schedule or
be rebilled on actual discount earned by number of units
used on schedule.

TIME RATES

Rates effective July 1, 1962. (Card No. 1.)

6. SPOT ANNOUNCEMENTS

CLASS "A"

(7:30 a.m. to 8:30 a.m., 11:00 a.m. to 1:00 p.m. and 4:00 p.m. to 5:30 p.m.)			
1 min.			
30 sec.			
10 sec.			
1 time	4.00	2.80	1.60
26 times	3.80	2.50	1.55
52 times	3.60	2.40	1.45
104 times	3.40	2.10	1.30
260 times	2.80	1.85	1.15
500 times	2.40	1.55	.95
1,000 times	2.00	1.30	.85
2,000 times	1.60	1.15	.75

CLASS "B"

(8:31 a.m. to 10:59 a.m. and 1:01 p.m. to 3:59 p.m.)			
1 time	3.80	2.50	1.55
26 times	3.60	2.40	1.45
52 times	3.20	2.10	1.30
104 times	2.80	1.85	1.15
260 times	2.40	1.55	1.00
500 times	2.00	1.30	.85
1,000 times	1.60	1.05	.70
2,000 times	1.30	.85	.55

CLASS "C"
No nighttime broadcast available.

CLASS "D"

PART I

(*6:30 a.m. [or sign-on] to 7:29 a.m. and 5:31 p.m. to 7:00 p.m. [or sign-off])

1 time	2.60	1.60	
26 times	3.80	2.50	1.55
52 times	3.60	2.40	1.45
104 times	3.20	2.10	1.30
260 times	2.80	1.85	1.15
500 times	2.40	1.55	.95
1,000 times	2.00	1.30	.80
2,000 times	1.60	1.05	.65

(*) For earlier sign-on hours April through Sep-
tember, see Part II.
(†) For later sign-off hours May through July,
see Part II.

PART II

(Prior to 6:30 a.m. and after 7:00 p.m. de-
pending on sunrise and sunset hours)

1 time	3.80	2.50	1.55
26 times	3.60	2.40	1.45
52 times	3.20	2.10	1.30
104 times	2.80	1.85	1.15
260 times	2.40	1.55	1.00
500 times	2.00	1.30	.80
1,000 times	1.60	1.05	.65
2,000 times	1.30	.85	.60

7. PACKAGE PLANS

PLAN "A"
(Available for Class "A" time only.)

Per week:	(*)	(†)	(‡)	
1 time	101.00	65.00	157.00	204.00
13 times	948.00	601.00	1,488.00	1,947.00
26 times	1,874.00	1,058.00	2,593.00	3,458.00
39 times	2,860.00	1,365.00	3,163.00	4,314.00
52 times	2,184.00	1,602.00	3,597.00	4,950.00

(*) 28 1-minute spots.
(†) 28 30-second spots.
(‡) 28 1-minute and 28 30-second spots.
(§) 28 1-minute, 28 30-second and 28 10-second spots.

PLAN "B"

Per Wk:	(*)	(†)	(‡)
1 time	117.00	67.00	94.00
13 times	1,300.00	790.00	422.00
26 times	2,210.00	1,365.00	689.00
39 times	2,925.00	1,755.00	917.00
52 times	3,380.00	2,080.00	1,040.00

(*) 5 1/2-hour programs.
(†) 5 1/4-hour programs.
(‡) 5 5-minute programs.

Above Package Plans are combinable in any form.
Multiple product companies may combine products,
within any package rate.

8. PROGRAM TIME RATES

CLASS "A"

(7:30 a.m. to 8:30 a.m., 11:00 a.m. to 1:00 p.m. and 4:00 p.m. to 5:30 p.m.)							
1 hr.		1/2 hr.		10 min.		5 min.	
1 time	40.00	24.00	14.00	10.00	7.00		
26 times	38.00	22.80	13.30	9.50	6.85		
52 times	36.00	21.60	12.60	9.00	6.30		
104 times	32.00	19.20	11.20	8.00	5.60		
260 times	28.00	16.80	9.80	7.00	4.90		
500 times	24.00	14.40	8.40	6.00	4.20		

CLASS "B"

(8:31 a.m. to 10:59 a.m. and 1:01 p.m. to 3:59 p.m.)					
1 time	38.00	22.80	13.30	9.50	6.85
26 times	36.00	21.60	12.60	9.00	6.30
52 times	32.00	19.20	11.20	8.00	5.60
104 times	28.00	16.80	9.80	7.00	4.90
260 times	24.00	14.40	8.40	6.00	4.20
500 times	20.00	12.00	7.00	5.00	3.50

CLASS "C"
No nighttime broadcast available.

CLASS "D"

PART I

(*6:30 a.m. [or sign-on] to 7:29 a.m. and 5:31 p.m. to 7:00 p.m. [or sign-off])

1 time	40.00	24.00	14.00	10.00	7.00
26 times	38.00	22.80	13.30	9.50	6.85
52 times	36.00	21.60	12.60	9.00	6.30
104 times	32.00	19.20	11.20	8.00	5.60
260 times	28.00	16.80	9.80	7.00	4.90
500 times	24.00	14.40	8.40	6.00	4.20

(*) For earlier sign-on hours April through Sep-
tember, see Part II.
(†) For later sign-off hours May through July,
see Part II.

PART II

(Prior to 6:30 a.m. and after 7:00 p.m. de-
pending on sunrise and sunset hours)

1 time	38.00	22.80	13.30	9.50	6.85
26 times	36.00	21.60	12.60	9.00	6.30
52 times	32.00	19.20	11.20	8.00	5.60
104 times	28.00	16.80	9.80	7.00	4.90
260 times	24.00	14.40	8.40	6.00	4.20
500 times	20.00	12.00	7.00	5.00	3.50

- PARTICIPATING PROGRAMS**
"The Perculator Patrol"—6:00 am-moon Mon thru
Fri. 1-minute participation 4.00.
"Sharp's Shanri-La"—2:00-4:00 pm. 1-minute par-
ticipation 3.80.
"Sharp's Shennanigans"—4:00-5:00 pm. 1-minute
participation 4.00.
"The Road Show"—5:00-6:00 pm. 1-minute partici-
pation 4.00.

MISSION BROADCASTING CO.
proudly announces
the newly acquired ownership of

WVOK RADIO
(formerly WAME)
in MIAMI, FLORIDA
featuring Country Music
24 hours a day at 1260kc.
and
WAME Radio
(formerly WVOK)
in CHARLOTTE, N.C.
featuring Country Music
24 hours a day at 1480kc.

represented by **Mg** mcgavren-guild • pgw radio, inc.
(B-1-69 FOR WVOK)

MISSION BROADCASTING CO.
KONO/KITYfm—San Antonio, Texas
Represented by Metro Radio Sales

FLORIDA

NAPLES (1 AM; 1 FM)

Collier County—Map Location G-9
See SRDS consumer market map and data at beginning of the State

WNFM (FM)

1962



Subscriber to the NAB Radio Code
Media Code 4 210 5265 5.00
Palmer Broadcasting Co., Radio Rd., Naples, Fla.
33940. Phone 813-649-9191.

STATION'S PROGRAMMING DESCRIPTION
WNFM (FM): MUSIC: 2 instrumentals for each vocal. News on hour, 5 min local news and weather at 7:30, 8:30 & 9:30 am, M-Sat, 12:30 pm & 5:30 pm, M-F. Daily business trends 5:05 pm. Concert program 8:05 pm Tues, Thurs & Fri. Contact Representative for further details. Rec'd 4/7/69.

1. PERSONNEL
President—Dr. David D. Palmer.
2. REPRESENTATIVES
South, Southwest—Dora-Clayton Agency, Inc.
Florida—Edwin H. Cohen.

3. FACILITIES
ERP 5.420 w.; 94.5 mc.
Operating schedule: 6:30 am-midnight. EST.
Antenna ht.: 115 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only, 2% cash discount 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Fine Music Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 ET 1/1/68—Rec'd 5/2/68.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 1/2 min
1 wk	4.00
13 wk	3.70
26 wk	3.40
52 wk	3.10

8. PROGRAM TIME RATES

PER YR:	FIXED TIME				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	20.00	12.00	8.00	6.50	4.00
52 x	19.00	11.40	7.80	6.20	3.80
104 x	18.00	10.80	7.20	5.90	3.60
156 x	17.00	10.20	6.80	5.60	3.40
208 x	16.00	9.60	6.40	5.30	3.20
260 x	15.00	9.00	6.00	5.00	3.00
312 x	14.00	8.40	5.60	4.70	2.80
364 x	13.00	7.80	5.20	4.40	2.60
416 x	12.00	7.20	4.80	4.10	2.40

AM-FM DISCOUNTS

10% discount is applied to WNFM (FM) contract buys, when advertiser has contract with WNOG, Naples, Fla.

WNOG

1954



Subscriber to the NAB Radio Code
Media Code 4 210 5310 9.00
Palmer Broadcasting Co., Radio Rd., Naples, Fla.
33940. Phone 813-649-9191.

STATION'S PROGRAMMING DESCRIPTION
WNOG: Programmed for general interest.
NEWS: network news on hour followed by local news. Weather on half hour forecast by own meteorologist. Community calendar 1:15 am, 1:15 & 6:15 pm. Sports reports daily plus pro, college and local football. Stock reports at noon, 4:45 pm & repeat at 6:10 pm. MUSIC: format, 5:30-7 am, country and western. 7 am-10 pm, popular. 10 pm-12M, middle-of-the-road music. Evening programs include 5:40-6 pm interview show, 6:30-7 am, trader program and 7-8 pm audience telephone discussion program. Contact Representative for further details. Rec'd 5/1/69.

1. PERSONNEL
President—Dr. David D. Palmer.
General Manager—William J. Ryan.
Production Manager—Ed McKean.
2. REPRESENTATIVES
South, Southwest—Dora-Clayton Agency, Inc.
Florida—Edwin H. Cohen.

3. FACILITIES
500 w.; 1270 kc. Directional, night.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/2 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 ET 2/1/68—Rec'd 2/26/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
PER WK:	1 wk
1 t	5.00
6 t	4.80
12 t	4.60
30 t	4.20
48 t	3.80
100 t	3.40
200 t	3.00
300 t	2.60
400 t	2.20
500 t	1.80
600 t	1.40
700 t	1.00
800 t	0.60
900 t	0.20
1000 t	0.00

Premium Time 7-9 am & 4:30-6:30 pm add .50 per spot.

30 SECOND	
PER WK:	1 wk
1 t	3.75
6 t	3.45
18 t	3.15
30 t	2.85
48 t	2.55
100 t	2.25
200 t	1.95
300 t	1.65

10 SECOND	
PER WK:	1 wk
1 t	2.50
6 t	2.10
18 t	1.90
30 t	1.70
48 t	1.50
100 t	1.30
200 t	1.10
300 t	0.90
400 t	0.70
500 t	0.50
600 t	0.30
700 t	0.10
800 t	0.00
900 t	0.00
1000 t	0.00

Premium Time 7-9 am & 4:30-6:30 pm add .25 per spot. Program and spots can be combined to earn discounts on spots only.

8. PROGRAM TIME RATES

PER YR:	FIXED TIME				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	35.00	21.00	14.00	10.50	7.00
13 x	29.75	17.85	11.90	8.95	5.95
26 x	28.00	16.80	11.20	8.40	5.60
52 x	26.25	15.75	10.50	7.90	5.25
104 x	24.50	14.70	9.80	7.35	4.90
156 x	22.75	13.65	9.10	6.80	4.55
208 x	21.00	12.60	8.40	6.30	4.20
260 x	19.25	11.55	7.70	5.75	3.85
312 x	17.50	10.50	7.00	5.25	3.50
364 x	15.75	9.45	6.30	4.75	3.15
416 x	14.00	8.40	5.60	4.25	2.80
468 x	12.25	7.35	4.90	3.75	2.45
520 x	10.50	6.30	4.20	3.25	2.10

Premium Time 7-9 am & 4:30-6:30 pm add 1.00.

9. PARTICIPATING PROGRAMS

LYNN HALEY SHOW

PER YR: 1x 8x 26x 62x 104x 208x

10.00 8.95 8.60 8.25 7.90 7.55

NEW PORT RICHEY

Pasco County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WGUL

1963



Subscriber to the NAB Radio Code
Media Code 4 210 5355 4.00
Radio Airways, Inc., Box 1500, Hwy. 19 at Avery Rd., New Port Richey, Fla. 33552. Phone 813-649-2285.

1. PERSONNEL
President—Don Armstrong.
Station Manager—Thad Lowrey.

2. FACILITIES
250 w.; 1500 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29b, 31, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/1/67—Rec'd 5/31/67.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
PER WK:	1 wk
1 x	4.87
5 x	4.47
10 x	4.22
15 x	4.08
20 x	3.81
25 x	3.66
30 x	3.41
35 x	3.18
40 x	3.12
45 x	3.06
50 x	2.99
55 x	2.92
60 x	2.86

80 sec. (minimum 30), each 1.62

8. PROGRAM TIME RATES

13 wk minimum (1 sponsor only) 51.75 34.50 23.00

10. SPECIAL FEATURES
Special 5-minute News, Sports, Weather, etc. 4.14
Time & Temperature ID's: Name and address only, ea. .86 per day, 5 day minimum.

NEW SMYRNA BEACH (2 AM)

Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WOGO

1962

Media Code 4 210 5400 8.00
Radio New Smyrna, Inc., Smyrna Yacht Club, Box 159, New Smyrna Beach, Fla. 32069. Phone 904-428-5333. Other office—Starlight Room, Sun 'N Sand Motel, Box 2245, Daytona Beach, Fla. 32015. Phone 904-262-0933.

STATION'S PROGRAMMING DESCRIPTION
WOGO: Programmed for adults and young adults.

4 air personalities emcee entire operation. NEWS: 5 min local, state, national each hour. SPORTS: shorts on quarter hour. Weather 3 times hourly from UB Weather Bureau. MUSIC 90%: 40% albums, 50% singles featuring current selling popular music with a touch of country. Mobile equipment for remotes in service area, and on-spot news reports. Cut in reports from major sports events such as racing, football, etc. News, deeper reports from newspaper reporter. Rec'd 8/9/67.

1. PERSONNEL
Gen'l & Sales Mgr.—Jay Caldwell.

3. FACILITIES
250 w.; 1550 kc. Non-directional, clear channel.

Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3c, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11c, 12c, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 26a, 28c, 29a, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

7. PACKAGE PLANS

ET—Rec'd 8/31/69.

TIME RATES

1 MINUTE	
PER WK:	1 wk
10 t	3.00
20 t	2.70
40 t	2.60

30 SECONDS

10 t 2.50 2.30 2.10

20 t 2.30 2.10 1.90

40 t 2.10 1.90 1.70

15 SECONDS

10 t 1.80 1.60 1.40

20 t 1.60 1.40 1.20

40 t 1.40 1.20 1.00

8. SPECIAL FEATURES

5-MINUTE NEWSCASTS

News on the hour. Includes open, close and 1 1-min-ute spot.

Traffic—5.00 Non-traffic—4.00

News on the hour available for co-sponsor. Includes open, close and 30-second spot.

Traffic—3.00 Non-traffic—2.50

Headlines on the half-hour, sports, spotlight, weather, other features—10x 1-min.

WSBB

1951

Media Code 4 210 5445 3.00
Broadcaster's Inc., North Causeway, Box 130, New Smyrna Beach, Fla. 32069. Phone 305-428-9091.

1. PERSONNEL
Manager—L. Pruitt.

Station Owner—A. V. Tidmore.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.

Operating schedule: 5:00 a.m. to midnight. EST.

4. AGENCY COMMISSION
15/10 days.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a.

Basic Rates: 20a, 23a.

Contracts: 45.

Cancellation: 70c.

Affiliated with KBS and MBS Radio Networks.

Member: Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 1/30/67.

6. SPOT ANNOUNCEMENTS

1 min 3.40 3.20 3.05 2.90 2.75 2.55 2.40

30 sec 2.55 2.40 2.30 2.20 2.05 1.90 1.80

20 sec spot, ea. (any quantity) 1.45

100 1-min spot, ea. (used within a 30 day period) 2.00

100 30-sec spot, ea. (used within a 30 day period) 1.50

7. PACKAGE PLANS

1 MINUTE

(within 30 days, 130 words maximum)

10 plan, ea. 2.90 30 plan, ea. 2.55

20 plan, ea. 2.75

30 SECONDS

(within 30 days, 65 words maximum)

10 plan, ea. 2.20 30 plan, ea. 1.90

20 plan, ea. 2.05

SATURATION PLAN

(6 am-midnight on any 24 hour period)

News, weather, sports, highway bulletins:

10 5-minute programs, per day 37.50

Ocala—W T M C—Continued

B. PROGRAM TIME RATES

	1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min
1 x.....	45.00	30.00	25.00	17.00	12.00	8.00
18 x.....	40.00	25.00	22.00	15.00	11.00	7.50
26 x.....	38.00	23.00	20.00	13.50	10.00	6.50
52 x.....	30.00	21.00	18.00	12.00	9.00	5.50
176 x.....	27.00	17.50	15.00	10.00	7.50	5.00
156 x.....	25.00	16.25	13.50	9.00	6.25	4.75
212 x.....	24.00	14.75	12.50	8.50	6.00	4.50
280 x.....	23.00	13.75	11.75	7.75	5.75	4.25
812 x.....	22.00	12.50	10.75	7.25	5.50	4.00

WWKE

1957

R A B

Media Code 4 210 5580 7.00

Greater Ocala Broadcasting Corp., Box 1056, Suite 4, Legal Center, Ocala, Fla. 32670. Phone 904-622-6175.

STATION'S PROGRAMMING DESCRIPTION

WWKE: Programmed for mass appeal. MUSIC: features current hits 7 am-sign-off. ATR PERSONALITIES: handle all segments and taped commercials. FARM: 6-7 am country music, weather reports, interviews. ENTERTAINMENT: comedy, quiz. TALK: swap shop 9-9:15 am. NEWS: 5 min at :55. Community news at :40. 2 man news staff, 2 mobile units. SPORTS: at :15. 5 min at 7:50 am & 4:50 pm. Live car races, golf reports. Contact representative for further details. Rec'd 6/27/69.

- PERSONNEL**
President—O. W. Myers.
Executive Vice-President—Robert M. Hauck.
Sales Manager—Charles J. Evans.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Southern—David Carpenter Company.
- FACILITIES**
5,000 w.; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 4 ET 7/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x.....	5.20	4.20	2.60
13 x.....	4.60	3.70	2.30
26 x.....	3.90	3.10	1.95
52 x.....	3.70	3.00	1.85
104 x.....	3.40	2.70	1.70
208 x.....	2.90	2.30	1.45
416 x.....	2.50	2.00	1.25
1000+.....	2.30	1.85	1.15

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	60	35	25	12
13 x.....	50	30	20	10
26 x.....	40	25	15	8
52 x.....	30	20	10	5

10. SPECIAL FEATURES

PER WK:	6 ti	12 ti	18 ti
5 min News at :55.....	10	8	6
2 min News at :30.....	5	4	3

DISCOUNTS

26 wk—10% 52 wk—20%

OKEECHOBEE

Okeechobee County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WOKC

1962

Media Code 4 210 5625 0.00

Okeechobee Broadcasters, Inc., Box 1247, Okeechobee, Fla. 33472. Phone 813-763-3181, 3443.

- PERSONNEL**
President—Charles C. Castle.
Vice-Pres. & Gen'l Mgr.—William A. Stokes.
Sales Manager—Al Stokes.
- REPRESENTATIVES**
Southeast, Southwest—C. K. Deaver & Associates, Inc.
Miami—Edwin H. Cohen.
- FACILITIES**
1,000 w.; 1570 kc. Non-directional.
Operating schedule: 7:15 am-5:30 pm daily. EST.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 5.

TIME RATES

No. 5 ET 9/1/68—Rec'd 3/31/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	312x	624x
1 min	3.45	3.35	3.25	2.10	2.95	2.80	2.10	1.75
30 sec	2.30	2.25	2.20	2.10	1.95	1.85	1.75	1.40

8. PROGRAM TIME RATES

	1x	13x	52x	78x	156x	312x	624x
1 hr.....	41.00	39.24	36.25	34.20	30.20	24.15	20.00
1/2 hr.....	28.30	24.62	22.75	21.50	18.95	15.20	12.00
1/4 hr.....	13.80	13.45	12.45	11.75	10.35	8.50	6.95
5 min.....	9.20	9.00	8.30	7.85	6.90	5.55	4.25

ORANGE PARK

Clay County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

W AYR

1960

N A B

Media Code 4 210 5670 6.00

Dan Richardson, Box 398, Orange Park, Fla. 32073.
Phone 305-264-6855; 305-768-5504.

- PERSONNEL**
Owner—Dan Richardson.
Manager—T. J. Tidwell.
Production Manager—Ken Sparks.
- FACILITIES**
1,000 w. days; 550 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time and talent only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 4b, 4d, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a.
Contracts: 41, 42d.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 1/5/67.

6. SPOT ANNOUNCEMENTS

	1 45-sec spot
No more than 4 per day to any account. Only 50 per day available.	3

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti.....	55.00	35.00	22.00	14.00
13 ti.....	55.50	33.50	20.00	11.00
26 ti.....	51.00	32.00	19.00	10.00
52 ti.....	48.00	31.00	18.00	8.00
104 ti.....	46.00	30.00	17.00	8.00
156 ti.....	44.00	28.00	16.00	7.50
260 ti.....	42.00	27.00	15.00	7.00
312 ti.....	39.00	25.00	14.00	6.00

ORLANDO (7 AM; 5 PM)

(including Winter Park)

Orange County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

W A B R

1954

ORLANDO-WINTER PARK

Media Code 4 210 5715 9.00
Norfolk Broadcasting Corp., Box 7475, 222 Hazard St., Orlando, Fla. 32804. Phone 305-425-6631.

STATION'S PROGRAMMING DESCRIPTION
WABR: Programmed for adults.
3 min news every hour. Country and western music time: current hits 70%, standards 30%. NEWS: 10%; local, national and international. News, Weather & Sports 10%. 5 air personalities mc entire operation. COMMERCIAL POLICY: 18 minutes per hour maximum. Air personalities available for remote broadcasts, store openings, sales days, etc. Contact Representative for further details. Rec'd 4/8/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Paul H. Downs.
Sales Manager—A. L. Baker.
Program Director—Pete Lazar.
- REPRESENTATIVES**
Alan Torbat Associates, Inc.
- FACILITIES**
5,000 w. days; 1440 kc. Non-directional.
1,000 w. nights. Directional.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES

ET—Rec'd 9/9/66

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x	1040x
1 min.....	15.00	14.00	13.00	12.00	11.00	10.00	9.00
20/30 sec.....	11.25	10.50	9.75	9.00	8.25	7.50	6.75
10 sec.....	7.50	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

SATURATION PACKAGES

PER WK:	12 ti	18 ti	24 ti	30 ti
AAA.....	12.00	11.00	10.00	9.00
AA.....	11.00	10.00	9.00	8.00
A.....	7.00	6.00	5.00	4.00

PER WK:

	12 ti	18 ti	24 ti	30 ti
AAA.....	9.00	8.25	7.50	6.75
AA.....	8.25	7.50	6.75	6.00
A.....	5.25	4.50	3.75	3.00

10 SECONDS

	1 min	30 sec	10 sec
AAA.....	6.00	5.50	5.00
AA.....	5.50	5.00	4.50
A.....	3.50	3.00	2.50

May be cross combined to earn numerical frequency. Not subject to retro-active discounts.

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
12 ti (4 AAA, 4 AA, 4 A).....	108	81	54
18 ti (6 AAA, 6 AA, 6 A).....	144	108	72
24 ti (8 AAA, 8 AA, 8 A).....	180	136	90
30 ti (10 AAA, 10 AA, 10 A).....	180	135	90

30 seconds—75% earned minute rate.
10 seconds—50% earned minute rate.
All announcements and packages are combinable for frequency discount.

10. SPECIAL FEATURES
NEWSCASTS
1-1/2 x earned rate.

W D B O W D B O-FM

1924

1950

ORLANDO

BLAIR RADIO

CBS Radio Network

N A B

Subscriber to the NAB Radio Code

Media Code 4 210 5760 5.00
The Outlet Company, Box 1833, 30 S. Ivanhoe Blvd., Orlando, Fla. 32802. Phone 305-241-1491. TELEX 810-850-0141.

- PERSONNEL**
Chmn. of Bd.—Joseph S. Sinclair.
Vice-Pres. & Gen'l Mgr.—Carl F. Halberg.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 580 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
FM FACILITIES ERP 23,000 w.; 92.3 mc.
Operating schedule: 5:30-1:05 am daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21d, 22b, 23a, 24c, 26a, 26, 27, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS and Blair Represented Network.

TIME RATES

No. 16 ET 4/1/68—Rec'd 3/24/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
B—Mon thru Sat 7-10 pm; Sun noon-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min 30.00.....	27.00	25.00	23.00	21.00	20.00	19.00
30 sec 25.80.....	21.60	20.00	18.40	16.80	16.00	15.20
ID's.....	16.20	15.00	13.80	12.60	12.00	11.40

CLASS AA

	1 min	30 sec	ID's
1 min.....	23.00	20.00	18.00
30 sec.....	18.40	16.00	14.40
ID's.....	13.80	12.00	10.80

CLASS A

	1 min	30 sec	ID's
1 min.....	20.00	17.00	15.00
30 sec.....	16.00	13.80	12.00
ID's.....	12.00	10.20	9.00

ALL OTHER TIMES

	1 min	30 sec	ID's
1 min.....	15.00	13.00	11.00
30 sec.....	12.00	10.40	8.80
ID's.....	9.00	7.80	6.60

10. SPECIAL FEATURES

Newscastrs.....	AAA	AA	A	B	(?)
	30	23	20	15	12

(?) All other times.
Farm & Grove Report—Mon thru Sat 5:50-6 am;
Full sponsorship..... 20 1 min spot..... 12

DISCOUNTS
52 wk—8%

W H O O

1947

ORLANDO

American Information Ntwk
The Eastman Station

N A B

Media Code 4 210 5850 4.00
WHOO Radio, Inc., Radio WHOO Road, Orlando, Fla. 32808. Phone 305-295-3990.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert F. Hood.
General Sales Manager—Douglas Coombs.
Program Director—Mac Curtis.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.

FLORIDA

- FACILITIES**
50,000 w. days excepting 10,000 w. during critical sunrise and sunset hours. Programs Test Authorization (March 28, 1968), 5,000 w. nights; 990 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21c, 24b, 24c, 25a, 28c, 35d.
Contracts: 40a, 40c, 42a, 42c, 43, 44a, 45, 46, 47e, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70b, 70d.
Prod. Services: 80, 82.
Affiliated with American Information Network, WHOO and WHOO-FM schedules combine for frequency discounts.

TIME RATES

No. 11 ET 6/1/69—Rec'd 5/1/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.....	19.00	16.00	15.00	14.00
30 sec.....	15.20	12.80	12.00	11.2

FLORIDA

Orlando—W K I S, W K I S-FM—Continued

- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 740 kc.
Directional—night only.
Operating schedule: 4:45-1 am. EST.
FM-ERP 5,500 w.; 100.3 mc.
Operating schedule: 4:45-1 am. EST.
Antenna ht.: 337 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 net time; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.

TIME RATES

ET 8/1/68—Rec'd 6/24/68.
AA—8:30-9 am & 4-7 pm.
A—All other times.

CLASS AA		CLASS A			
PER WK:	11	6t	12t	18t	24t
1 min.	21	18	17	16	15
30 sec.	10	16	15	14	13
1 min.	19	16	15	14	13
30 sec.	17	14	13	12	11

- 9. PARTICIPATING PROGRAMS**
Women's World—Mon thru Fri 10:05-10:55 am. Per wk. 100.
Phone Contact—10 pm-1 am. Per wk. 100.

WLOF

1940
ORLANDO

Mg mcgavren-guild
pgw radio, inc.



Media Code 4 210 5940 3.00

Clarke Broadcasting Corp., Box 15746, Broadcast Park, Orlando, Fla. 32808. Phone 305-293-2431.

- 1. PERSONNEL**
Exec. Vice-Pres & Gen'l Mgr.—John T. Rutledge.
Vice-Pres. & Gen'l Sales Mgr.—Don Welsh.
Operations Manager—Jerry Thompson.
- 2. REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- 3. FACILITIES**
5,000 w.; 950 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 4/1/60—Rec'd 3/19/69.
AA—Mon thru Sat 8-10 am & 3-7 pm.
B—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
E—All other times.

1 MINUTE		20/30 SECONDS			
1 WK:	11	12t	18t	24t	
AA	22.00	21.00	20.00	19.00	
AA	18.00	17.00	16.00	15.00	
B	13.00	12.00	11.00	10.00	

26 WK:		52 WK:			
AA	21.00	20.00	19.00	18.00	
AA	17.00	16.00	15.00	14.00	
B	12.00	11.00	10.00	9.00	

52 WK:		10 SECONDS			
AA	20.00	19.00	18.00	17.00	
AA	16.00	15.00	14.00	13.00	
B	11.00	10.00	9.00	8.00	

26 WK:		52 WK:			
AA	16.80	16.00	15.20	14.40	
AA	13.60	12.80	12.00	11.20	
B	9.60	8.80	8.00	7.20	

52 WK:		10 SECONDS			
AA	16.00	15.20	14.40	13.60	
AA	12.80	12.00	11.20	10.40	
B	8.80	8.00	7.20	6.40	

1 WK:		26 WK:			
AA	11.00	10.50	10.00	9.50	
AA	9.00	8.50	8.00	7.50	
B	6.50	6.00	5.50	5.00	

26 WK:		52 WK:			
AA	10.50	10.00	9.50	9.00	
AA	8.50	8.00	7.50	7.00	
B	6.00	5.50	5.00	4.50	

52 WK:		10 SECONDS			
AA	10.00	9.50	9.00	8.50	
AA	8.00	7.50	7.00	6.50	
B	5.50	5.00	4.50	4.00	

WLOQ (FM)

1966
WINTER PARK

Media Code 4 210 5985 3.00
Clarke & Rutledge, Langford Hotel, Winter Park, Fla. 32787. Phone 305-647-5557.

- 1. PERSONNEL**
General Manager—John T. Rutledge.
Operations Manager—Jerry A. Reeves.

- 2. REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.

- 3. FACILITIES**
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 112 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 24a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a.
Cancellation: 73b.

TIME RATES

ET 7/14/69—Rec'd 7/14/69.

6. SPOT ANNOUNCEMENTS		1x	26x	52x	104x
1 min.	15	14	12	11	

WOKB

WINTER GARDEN
Independent Negro

City of license, Winter Garden, Fla.
Orlando—1011 South Division St., Orlando, Fla.
Phone 425-1632.
See listing under Winter Garden, Fla.

WORJ

1957

ORLANDO

adam young inc.



Media Code 4 210 5992 4.00

Orlando Radio and TV Broadcasting Corp., Box 2328, 1 N. Orange Bldg., Orlando, Fla. 32802. Phone 305-424-8581.

- 1. PERSONNEL**
President—Gordon Sherman.
Vice-Pres. & Gen'l Mgr.—Tom Doyle.
Vice-Pres. & Sales Mgr.—Hap Isen.
- 2. REPRESENTATIVES**
Adam Young Radio, Inc.
- 3. FACILITIES**
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0; bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22c, 23a, 26, 27, 31, 32b, 33a.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70b, 70d.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES

ET 8/1/66—Rec'd 5/5/66.

6. SPOT ANNOUNCEMENTS		1x	6t	12t	18t	24t
AA	16	14	13	12	11	10
A	14	13	12	11	10	9
30 SEC:	14	13	12	11	10	9

PER WK:		1 min 30 sec	
AA	13	12	11
A	11	10	9

PER WK:		1 min 30 sec	
AA	22	20	18
12 t	19	17	15
18 t	15	13	11
24 t	13	11	9

PER WK:		1 min 30 sec	
AA	17	15	13
12 t	15	13	11
18 t	13	11	9
24 t	11	9	7

PER WK:		1 min 30 sec	
AA	17	15	13
10 AA	17	15	13
20 AA	13	11	9

WTLN

APOPKA

City of license, Apopka, Fla.
Orlando—2701 E. Jackson St., Orlando, Fla.
See listing under Apopka, Fla.

WWQS (FM)

1967

ORLANDO

HERBERT E. GROSKIN & COMPANY

Media Code 4 210 6000 5.00

American Home Stations, Box 15550, Conroy Rd., Orlando, Fla. 32808. Phone 305-295-7853.

- 1. PERSONNEL**
President—Louis C. Christiansen.
General Manager—Forrest Thompson.
Dir. Eng. & Oper.—James Bruton.



- 2. REPRESENTATIVES**
Herbert E. Groskin & Co.

- 3. FACILITIES**
ERP 89,670 w.; 105.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 370 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21b, 23a, 24b, 28c, 29b.
Contracts: 40a, 42b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WVCF, Windemere.
Member: The Groskin Group.

TIME RATES

No. 1 N ET—Rec'd 12/6/67.

6. SPOT ANNOUNCEMENTS		1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00	

8. PROGRAM TIME RATES		1x	15x	30x	60x	125x	250x	500x
1 hr	70	67	64	61	58	55	52	
1/2 hr	53	50	48	46	44	42	40	
5 min	30	29	28	27	26	25	24	

ORMOND BEACH

Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

See Daytona Beach
(including Ormond Beach, South Daytona)

PALATKA (2 AM)

Putnam County—Map Location F-5
See SRDS consumer market map and data at beginning of the State

WSUZ

1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 210 6030 2.00
Wayne E. Bullock, Box 668, Palatka, Fla. 32077.
Phones 904-328-1177, 1434.

- 1. PERSONNEL**
Station Manager—Wayne E. Bullock.
Sales Manager—Ellis Bullock.
Program Director—Clifford Kirkland.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
- 3. FACILITIES**
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunset to local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; payable 30 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 29b.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS and NAB Radio Networks.

TIME RATES

Rates effective July 1, 1958. (Card No. 2.)
Card received July 21, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	36.00	18.00	11.00	7.20	2.80	
13 times	34.20	18.00	10.25	6.85	2.70	
26 times	32.40	17.80	9.70	6.45	2.60	
39 times	30.60	16.80	9.15	6.10	2.50	
184 times	28.80	16.00	8.60	5.75	2.40	
186 times	27.00	14.80	8.05	5.40	2.30	
360 times	25.20	13.80	7.50	5.05	2.20	
312 times	21.60	10.90	6.00	4.30	2.00	

7. PACKAGE PLANS		WEEKLY PACKAGES	
80 sec or less:		1x	15x
12 per week, each	1.40		
50 or more per week, each	1.15		

WPPF

1947

NAB

Media Code 4 210 6075 7.00
Hall Broadcasting Co., 900 River St., Palatka, Fla. 32077. Phone 904-325-4555.

- 1. PERSONNEL**
General Manager—William R. Terry.
Sales Manager—H. M. Young.
- 2. REPRESENTATIVES**
David Carpenter Company.
Florida—Edwin H. Cohen.
- 3. FACILITIES**
1,000 w. days, 800 w. nights; 1360 kc.
Directional—night only.
Operating schedule: 6:00 am-10:15 pm. EST.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective January 27, 1964.
Rates received January 27, 1964.

- 6. SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS

1 t	3.00	104 t	2.65
13 t	2.95	156 t	2.50
26 t	2.90	260 t	2.15
39 t	2.85	312 t	2.00
52 t	2.80		

7. PACKAGE PLANS

TIME SIGNALS OR ID'S		(10 Seconds or Less)	
1 t	1.50	104 t	1.33
13 t	1.48	156 t	1.25
26 t	1.45	260 t	1.08
39 t	1.38	312 t	1.00
52 t	1.40		

Panama City—Continued

WMAI (FM)

1964
PANAMA CITY



Media Code 4 210 6210 0.00
Mus-Air, Inc., Drawer 2116, Panama City, Fla. 32401. Phone 305-234-3412.

1. PERSONNEL
General Manager—Allyn Lambes.
Sales Manager—Jimmy Patrons.
Chief Engineer—Bob McNulty.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
ERP 89,300 w.; 107.9 mc.
Operating schedule: 6:00 am-midnight. CST.
Antenna ht.: 740 ft. above average terrain.

4. AGENCY COMMISSION
15/5 paid in advance; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 14b.
Basic Rates: 21a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 44a, 45, 46.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES

ET 10/1/68—Rec'd 10/9/68.	
1 min	2.75
30 sec	2.00

6. SPOT ANNOUNCEMENTS	
1 min	13x 26x 52x 78x 156x 312x
30 sec	8.5 5.90 5.75 5.60 5.45 5.30

8. PROGRAM TIME RATES	
1 hr	40
1/2 hr	30
5 min	10

WPCF
1949
PANAMA CITY



Subscriber to the NAB Radio Code
Media Code 4 210 6255 5.00
Bay County Broadcasting Co., Box 1430, Panama City, Fla. 32401. Phone 904-785-6176, 6177.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. L. Dukate.
Sales Mgr. & Prog. Dir.—G. T. DuKate.
Chief Engineer—Robert Byrum.

2. REPRESENTATIVES
The Denny Organization, Inc.
Florida—The Robinson Company, Inc.
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional—Separate pattern day and night.
Operating schedule: 5:30 am-midnight weekdays; 6:30 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION
15% time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 16.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z.

6. SPOT ANNOUNCEMENTS
A—7-8:30 am & 4:30-6:30 pm.
B—6-7 am & 8:30 am-4:30 pm.
C—5:30-6 am & 8:30 pm-sign-off.

1 MINUTE		20 SECONDS	
1 x	A B C	A B C	A B C
	5 6 7	5 6 7	5 6 7

DISCOUNTS	
13x-5%	52x-15%
26x-10%	78x-20%

7. PACKAGE PLANS	
ROS:	1 20
1 hr	min sec

ADDITIONAL DISCOUNTS	
1 WK or MORE:	10% 15% 20%
Earned frequency less	5% 10% 15%

WSCM
1958
PANAMA CITY

Media Code 4 210 6300 9.00
Community Services Broadcasting, Inc., Box 4398, Panama City, Fla. 32401. Phone 904-234-3128.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ted M. Nelson.

2. REPRESENTATIVES
Harry Hawkins, Inc.

3. FACILITIES
500 w.; 1290 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15a.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 28b, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z.

TIME RATES	
1 min	15.00
30 sec	12.00
10 sec	7.50

6. SPOT ANNOUNCEMENTS

1 min	2.75	2.55	2.35	2.15	1.95
30 sec	2.00	1.80	1.50	1.25	1.10

7. PACKAGE PLANS PROMOTION PACKAGES

100 tl, within 30 days	125.00	110.00
25 tl, within 7 days	37.50	32.50

8. PROGRAM TIME RATES

25 min	14.50	13.50	12.50	12.00	11.50
1/4 hr	9.00	8.10	7.60	7.20	6.80
10 min	8.00	7.75	7.25	6.40	6.00
5 min	5.00	4.75	4.24	4.00	3.75

PANAMA CITY BEACH

Bay County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

See Panama City (including Panama City Beach)

PENSACOLA (6 AM; 2 FM)

Escambia County—Map Location A-8
See SRDS consumer market map and data at beginning of the State.

WBOB
1956
Independent Negro



Media Code 4 210 6345 4.00
Tri-Cities Broadcasting Co., Inc., Box 1468, 111 N. Baylen, Pensacola, Fla. 32502. Phone 305-438-7543.

STATION'S PROGRAMMING DESCRIPTION
WBOP: Programmed for Negro listener. MUSIC: popular, rock and roll, jazz and gospel. RELIGIOUS: 20%, done by local ministers. NEWS: at 5:55. Weather on half hour. Station active in church life of community and activities involving schools. Remote studio available with all personalities for special events. Contact Representative for further details. Rec'd 7/10/67.

1. PERSONNEL
General Manager—Zane D. Roden.

2. REPRESENTATIVES
New York, Chicago—Genger, Hiken, Sears.
San Francisco—Advertising Sales West.
Southeast—Bernard I. Ochs Co.

3. FACILITIES
1,000 w.; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22a, 25a.
Contracts: 40, 41, 42b, 46.
Comb.: Cont. Discounts: 60c, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES	
AA—6-9 am & 3 pm-sign-off.	4/9/69.
AA—All other times.	

6. SPOT ANNOUNCEMENTS	
1 min	10.00 9.55 9.10 8.65 8.20 7.75 7.30
30 sec	8.10 7.75 7.40 7.05 6.70 6.35 6.00

CLASS A	
1 min	9.00 8.60 8.20 7.80 7.40 7.00 6.60
30 sec	7.30 7.00 6.70 6.40 6.10 5.75 5.40

WBSR
1946
The Eastman Station

Media Code 4 210 6390 0.00
WBSR, Inc., Box 5688, WBSR Bldg., Pace Blvd. and Moreno St., Pensacola, Fla. 32505. Phone 904-432-6173.

1. PERSONNEL
President—George P. Mooney.
General Manager—John A. Bomer.
Program Director—Bill Burkett.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c.
Contracts: 40a, 41, 44a, 44b, 46, 51a.
Comb.: Cont. Discounts: 60e, 60f, 60i, 61a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman and MBS.
Affiliated with American Contemporary Network.

TIME RATES	
I—Mon thru Sat 6-10 am & 3-7 pm.	5/21/69.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.	
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.	

6. SPOT ANNOUNCEMENTS	
PER WK:	1 12 18 24
1 min	15.00 12.00 11.00 10.00
30 sec	12.00 9.60 8.80 8.00
10 sec	7.50 6.00 5.50 5.00

PER WK: SECTION II

1 min	12.00	10.00	9.00	8.00
30 sec	8.60	8.00	7.20	6.40
10 sec	6.00	5.00	4.50	4.00

SECTION III

1 min	10.00	8.00	7.00	6.00
30 sec	8.00	6.40	5.60	4.80
10 sec	6.00	4.00	3.50	3.00

7. PACKAGE PLANS BEST BUY PLANS—1 MINUTE

PER WK:	EA
Plan A—30 tl (15I, 10II, 5III)	9.00
Plan B—15 tl (8I, 5II, 2III)	5.00
30 sec: 80% of 1-min.	50% of 1-min.

Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNT
28 wk—4% 52 wk—5%
Rateholder: Minimum weekly sched of 8 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WCOA
1925
NBC Radio Network



Media Code 4 210 6435 3.00
WCOA Radio, Inc., Box 1669, Lakewood Rd., Pensacola, Fla. 32502. Phone 904-456-5751. TWX PS 91.

STATION'S PROGRAMMING DESCRIPTION
WCOA: Programmed for general interest, with accent on adults.

General popular music. Station personalities tell jokes, comment on passing events, etc. Local telephone shows 2-2:30 pm and 7-7:30 pm weekdays. Local news produced by 4 man staff heard at 5:55, plus expanded 15 min reports 3 times daily. 2 mobile units, correspondent at state capital. Air traffic reports on holiday weekends. Sports, local high school football and basketball college basketball and local golf tournaments. Hourly program inserts include fun spot, sportsman of the hour, newsmaker of the hour, stock market report, town crier, golden oldie and network features. Contact Representative for further details. Rec'd 11/18/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. McCarthy Miller.
Mgr. & Comm'l Mgr.—Bill Towell.
Operations Manager—David Pavlock.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w.; 1370 kc. Directional—night only.
Operating schedule: 5-12:15 am Mon thru Thurs; 24 hours Fri thru Sun. CST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 6a, 7b, 8.
Rate Protection: 12b.
Basic Rates: 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 62b, 62e.
Cancellation: 70c, 71a, 73a.
Affiliated with NBC Radio Network.

TIME RATES	
AA—Mon thru Sat 6-9 am.	6/30/69.
A—Mon thru Sat 3-7 pm.	
B—All other times.	

7. PACKAGE PLANS 1-MINUTE WEEKLY PACKAGES	
PER WK:	6 tl 12 tl 18 tl 24 tl
AA	15.00 14.00 13.00 12.00
B	14.00 13.00 12.00 11.00
C	13.00 12.00 11.00 10.00

30-SECOND WEEKLY PACKAGES	
AA	12.00 11.00 10.00 9.00
B	11.00 10.00 9.00 8.00
C	10.00 9.00 8.00 7.00

10-SECOND WEEKLY PACKAGES	
AA	7.50 7.00 6.50 6.00
B	7.00 6.50 6.00 5.50
C	6.50 6.00 5.50 5.00

WCOA-FM
1968



Media Code 4 210 6436 1.00
WCOA Radio, Inc., Box 1669, Pensacola, Fla. 32502. Phone 904-456-5751.

1. PERSONNEL
President—J. McCarthy Miller.
General Manager—William Towell.
Sales Manager—Patrick J. Hayes.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
ERP 25,600 w.; 100.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 157 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with NBC Radio Network.

TIME RATES	
ET 8/1/69—Rec'd 6/30/69.	
SPOT FREQUENCY PLAN—GUARANTEED TIMES	
PER WK:	1 tl 25+
1 min	3.50
30 sec	3.00 2.50

ROTATING SPOTS	
(Each 2 weeks—11 am-5 pm)	
1 per day (5 per wk)	75

WMBL

Media Code 4 210 6480 9.00
Wheeler Broadcasting, Inc., Drawer 870, Hollywood Blvd., Pensacola, Fla. 32502. Phone 904-433-0062.

STATION'S PROGRAMMING DESCRIPTION
WMBL: Programmed for adults and young adults. MUSIC: country and western with 1 gospel musical selection featured hourly at 5:00. NEWS: 5 min newscast at 5:55 each hour. 5 air personalities emcee entire operation. Emphasis on remote broadcasts from shopping centers, grand openings, sponsor's stores featuring 5 piece country and western band. Open mike audience participation discussing items for sale or trade M-Sat 10-10:15 am. Sun programming: emphasis on religious broadcasts and gospel music. COMMERCIAL POLICY: maximum 18 minutes per hour. Rec'd 10/4/67.

1. PERSONNEL
General Manager—Ray Tolar.
Program Director—Tom Tolar.

2. REPRESENTATIVES
Savall/Gates, Inc.
C. K. Beaver & Associates, Inc.

3. FACILITIES
500 w.; 610 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 62b, 62e.
Cancellation: 71a, 73a.
Affiliated with American Information Network.

TIME RATES	
ET 3/1/69—Rec'd 2/17/69.	
PER MO:	1 tl 30 tl 60 tl 90 tl 120 tl 150+
1 min	5.25 5.00 4.75 4.50 4.25 4.00
30 sec	4.75 4.50 4.25 4.00 3.75 3.50

8. PROGRAM TIME RATES	
1 hr	1/2 hr 1/4 hr 5 min
1 tl	70.00 35.00 27.50 12.50
13 tl	60.00 40.00 25.00 10.00
26+	48.00 25.00 15.00 8.00

1 year contract 10% discount.

WNVY
1947



Media Code 4 210 6525 1.00
Pensacola Broadcasting Corp., Plaza Office Bldg., Box 8098, Pensacola, Fla. 32505. Phone 305-433-5669.

STATION'S PROGRAMMING DESCRIPTION
WNVY: Programmed for adults and young adults. MUSIC: general popular, composed of 30% middle-of-the-road and standards and 10% current hits, vocals and instrumentals, also comedy records. Air personalities, quips, and talk locally oriented. Personalities available for remote pickups. NEWS: 5 min local and 5 min network per hour. SPORTS: 3 min per hour local and network. Live college football, 7-9 am 2 men comedy discussions, interviews and music. 6-7 pm network news and sports. COMMERCIAL POLICY: 18 minutes maximum per hour. Contact Representative for further details. Rec'd 9/25/67.

1. PERSONNEL
General Manager—Cleve J. Brien.
Manager—David Nebel.
Program Director—Kenny Glenn.

2. REPRESENTATIVES
McGavren-Guidt—PGW Radio, Inc.

3. FACILITIES
1,000 w.; 1290 kc. Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15%: net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 25a, 28c, 29b, 30.
Contracts: 40a, 41, 42c, 43, 44a, 44b, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e

FLORIDA

Pensacola—Continued

W PEX-FM
1980



Subscriber to the NAB Radio Code

Media Code 4 210 6570 7.00

Fraderic T. C. Brewer, Town and Country Plaza, Pensacola, Fla. 32505. Phone 432-4775.

1. PERSONNEL

Owner—Fraderic T. C. Brewer.
Operating Manager—Bob Fliske.
Chief Engineer—Kenneth Ginther.

3. FACILITIES

ERP 2,460 w.; 94.1 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.—410 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING

See coded regulations
General: 2b, 3a, 4a, 4d, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21c, 22a.
Limit of 6 commercials per hour.
Affiliated with American FM Network.

TIME RATES

ET 11/28/66

8. PROGRAM TIME RATES

One hour per day, yearly contract, per hour 5

W PFA

1955

Media Code 4 210 6615 0.00

W PFA Radio, Inc., Box 8127, 4151 N. Pace Blvd., Pensacola, Fla. 32505. Phone 904-483-1141.

STATION'S PROGRAMMING DESCRIPTION
W PFA: MUSIC: 100% country and western. NEWS: at :55. Weather, including FAA flight forecast, at :20 past hour. SPORTS: 1 min sports vignettes with local flavor :30 min past hour. 30 min hunting, fishing and outdoor show each Thurs 4-4:30 pm. Interviews, coverage of special events, university football, remote broadcasts. Religion sign-on-noon Sun only. Contact Representative for further details. Rec'd 10/28/68.

1. PERSONNEL

General Manager—Don Griffith.
Operations Manager—Charles Dillard.
Traffic Manager—Jan Nelson.

2. REPRESENTATIVES

Adam Young Radio, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
South Florida—Edwin H. Cohen.

3. FACILITIES

1,000 w. days; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES

ET 9/1/68—Rec'd 10/7/68.

6. SPOT ANNOUNCEMENTS

1 min	8.00	1x 250x	500x	750x	1000x
30 sec	6.00	7.75	7.50	7.25	7.00
	6.00	5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
100	60	40	15

PERRY (2 AM)

Taylor County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WGKR

1963



Subscriber to the NAB Radio Code

Media Code 4 210 6660 6.00

Eugene Ketring, Box 779, Hwy. 27, E., Perry, Fla. 32347. Phone 305-457-1310.

1. PERSONNEL

General Manager—Eugene Ketring.
Station Manager—C. E. Royce.
Program Director—B. J. Royce.

2. REPRESENTATIVES

Atlanta—C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w.; 1310 kc. Non-directional.
Operating schedule: Sunrise-local sunset Mon thru Sun. EST.

4. AGENCY COMMISSION

15/0 time and talent only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
Contracts: 40a.

TIME RATES

Rates effective — (Card No. 1.)
Rates received February 26, 1964.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.60	104	1.95	1.55
13	2.70	2.30	156	1.80	1.40
26	2.40	2.00	260	1.65	1.25
52	2.10	1.70	312	1.50	1.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
30.00	21.00	13.00	9.00	6.00
27.00	18.90	10.80	8.10	5.40
24.00	16.80	9.60	7.20	4.80
21.00	14.70	8.40	6.30	4.20
19.50	13.65	7.80	5.85	3.90
18.00	12.60	7.20	5.40	3.60
16.50	11.55	6.60	4.95	3.30
15.00	10.50	6.00	4.50	3.00

W P R Y

1954

Subscriber to the NAB Radio Code

Media Code 4 210 6705 9.00

W P R Y Radio Broadcasters, Inc., Box 821, Perry, Fla. 32347. Phone 305-458-1400.

1. PERSONNEL

Gen'l Mgr. & Owner—Ira W. Brown.

2. REPRESENTATIVES

National Time Sales.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.

Operating schedule: 5:00 am-midnight. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations

Contracts: 40a, 45.

Affiliated with KBS.

Member: Southeastern Key Market Network.

TIME RATES

Rates effective January 19, 1965. (Card No. 2.)
Card received October 8, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec
1.50	1.25

8. PROGRAM TIME RATES

1x	2x	3x	5x	15x	TFM
1/2 hr	16.00	14.00	8.00	7.20	12.00
1/4 hr	12.00	10.00	8.00	7.20	7.00
5 min	5.20	4.80	4.40	3.60	2.80

PINELLAS PARK

Pinellas County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Pinellas Park)

PLANT CITY

Hillsborough County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

W P L A

1949



Subscriber to the NAB Radio Code

Media Code 4 210 6750 5.00

W P L A Broadcasting Co., Inc., Drawer "J," 1807 S. Collins St., Plant City, Fla. 33566. Phone 813-752-3123; 752-2476.

1. PERSONNEL

Gen'l & Comm'l Mgr.—Al Berry.

2. REPRESENTATIVES

New York, Chicago, Los Angeles, Detroit—George T. Hopewell, Inc.
Southeast—Atlanta—David Carpenter Company.
Florida, Miami—Advertising Representatives, Inc.

3. FACILITIES

1,000 w. days; 910 kc. Non-directional.

Operating schedule: 5 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 3d, 4c, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 33c.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51a.

Comb.: Cont. Discounts: 60a, 60c, 61c, 62d.

Cancellation: 70a, 71a, 73a, 73b.

Prod. Services: 81, 82.

Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 x	4.75	4.00	260 x	3.80
26 x	4.50	3.75	520 x	3.40
52 x	4.25	3.50	1040 x	3.20
104 x	4.00	3.25	1500 x	2.45
156 x	3.80	3.05		2.25

7. PACKAGE PLANS

WEEKLY SATURATION PLAN—ROS
PER WK. EA: 1 hr 11 hr 26 hr 66 hr
1 min 3.60 3.40 3.20 3.00
30 sec 2.85 2.65 2.45 2.25

POMPANO BEACH

Broward County—Map Location H-9

See SRDS consumer market map and data at beginning of the State.

See Fort Lauderdale-Hollywood
(including Oakland Park, Pompano Beach)

PORT ST. JOE

Gulf County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

W J O E

1956

Media Code 4 210 6785 0.00
Big Bend Broadcasting Corp., Box 310, Port St. Joe, Fla. 32456. Phone 904-226-2426, 904-229-2431.

1. PERSONNEL

President—W. S. Dodson.
General Manager—Bill Lyles.
Sales Manager—Frank Hoycraft.

3. FACILITIES

1,000 w. days; 1080 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28b.

Contracts: 40a, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.

Cancellation: 70a, 70c, 71a, 73a.

Sold in combination with WCNH-FM. See that listing for discount.

Affiliated with KBS.

TIME RATES

ET — Rec'd 1/30/67.

6. SPOT ANNOUNCEMENTS

1x	26x	76x	151x	260x	312x	480x
1 min	3.00	2.50	2.25	2.00	1.35	1.30

8. PROGRAM TIME RATES

1 hr	25.00	22.00	20.00	17.50	15.00
1/2 hr	15.00	14.00	13.00	12.00	11.00
1/4 hr	10.00	9.50	9.00	8.50	8.00
10 min	7.50	7.00	6.50	6.00	5.50
5 min	6.00	5.50	5.00	4.50	4.00

10. SPECIAL FEATURES

News Service—Local. Extra charge, 5%.

PUNTA GORDA

Charlotte County—Map Location F-8

See SRDS consumer market map and data at beginning of the State.

W C C F

1961



Subscriber to the NAB Radio Code

Media Code 4 210 6840 4.00

Charlotte County Broadcasting Corp., Box 277, Punta Gorda, Fla. 33950. Phone 813-639-1188.

Studio: Punta Gorda, Fla.

1. PERSONNEL

Pres. & Sales Mgr.—John C. Lotz.

2. REPRESENTATIVES

Gene Bolles Company.

3. FACILITIES

1,000 w. days; 1580 kc. Directional.

Operating schedule: Sunrise to local sunset.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b.

Rate Protection: 15b.

Basic Rates: 24b, 25a, 26, 28b, 29a, 30.

Contracts: 40a, 44a, 45, 47a, 51a.

Comb. Cont. Discounts: 60a, 60c, 61c.

Cancellation: 71a, 73a.

Prod. Services: 80, 82.

Affiliated with MBS.

TIME RATES

St. Augustine—WFOY—Continued

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-12:05 pm. EST.
Partial simulcast operation. Simulcast 9 am-noon & 3:30-5:30 pm. For non-simulcast facilities see WFOY-FM.

4. AGENCY COMMISSION

15/0; time only
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 26, 28b, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 46, 47a, 51c.
Comb.: Cont. Discounts: 60d, 60b, 60f, 60i, 62b.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS and KBS.

TIME RATES

ET Rec'd 8/28/68.
6. SPOT ANNOUNCEMENTS
1 min. first 2.50 1 min. ROS 2.15
30 sec. 2.50

7. PACKAGE PLANS

ROS, WITHIN 10 DAYS: 40 tl 80 tl
1 min. 80 152
ROS, WITHIN 5 DAYS: 10 sec 20 sec
50 tl 75

8. PROGRAM TIME RATES

1 x 55.00 27.50 15.00 7.50 4.50

WFOY-FM

1965
Media Code 4 210 6975 6.00
Ponce de Leon Broadcasting Co., Box 588, Magnolia Ave., St. Augustine, Fla. 32084. Phone 904-829-3416.

1. PERSONNEL

Pres. & Mgr.—John E. Bornhard, Jr.
Program Director—Mrs. Frankie C. Walker.
Sales Manager—Fred Schilling.

2. FACILITIES

ERP 2,650 w.; 97.7 mc. Stereo.
Operating schedule: 9 am-midnight daily. EST.
Antenna ht.: 178 ft. above average terrain.
Partial simulcast operation. Operated separately noon-3:30 pm & 5:30 pm-midnight. For simulcast facilities see WFOY.

4. AGENCY COMMISSION

15/0; time only
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21d, 22a, 22b, 23a, 24c, 26, 28b, 28c.
Contracts: 40a, 41, 46, 47a, 48.
Comb.: Cont. Discounts: 61b.
Cancellation: 71b, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS.

TIME RATES

Rates are identical to WFOY. See that listing.

ST. PETERSBURG

Pinellas County—Map Location E-7
See SIDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Pinellas Park)

SANFORD

Seminole County—Map Location G-6
See SIDS consumer market map and data at beginning of the State.

WTRR



1947
Subscriber to the NAB Radio Code
Media Code 4 210 7020 2.00
WTRR, Box 1568, Seminole Broadcasting Center, E. Celery Ave., Sanford, Fla. 32771. Phone 205-322-6112.

STATION'S PROGRAMMING DESCRIPTION
WTRR: Programmed for young adults and housewives, 25-45.
AIR PERSONALITIES handle all segments. NEWS: every 20 min and 5 min on hour. Headlines, weather, sports at :20. Civic news at :40. MUSIC: blend of general pop and middle-of-the-road. TALK: 11:30 am-12:30 pm weekdays. Interviews, civic news, commentaries. Ethnic: Negro request show and civic news 6:30-7:30 pm M-Sat. Sun 10:15-11 am recorded and live spirituals. SPORTS: local college and high school football. FARM: M-Sat. 12:05-12:15 pm county agent, home demo agent, local reports, interviews. COMMERCIAL POLICY: 10 minute separation all accounts. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL

General Manager—Myron A. Reek.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 7:00 am-10:00 pm Sun.
4. AGENCY COMMISSION
15/0; time only; 15 days
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12a, 14a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 25a, 28b, 28c.
Contracts: 40a, 41, 45, 46, 47a.
Comb. Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Rates and discounts based on volume ordered.
Affiliated with CBS and NAS Radio Networks.
Member: Southeastern Key Market Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 7/1/66—Rec'd 8/29/66.

6. SPOT ANNOUNCEMENTS

	1 tl	4 tl	WEEKLY	28 tl	56 tl	112 tl
1 min	4.00	3.50	5.00	2.40	2.10	1.80
30 sec	3.00	2.50	2.00	1.80	1.40	1.20

	30 tl	60 tl	100 tl	200 tl
1 min	2.70	2.40	2.10	1.80
30 sec	1.80	1.60	1.40	1.20

YEARLY

	300x	500x	1000x	2000x
1 min	2.70	2.40	2.10	1.80
30 sec	1.80	1.60	1.40	1.20

RUN OF SCHEDULE

(15/20 seconds)
10 per day, each..... 1.50
50 per month, each..... 1.85
100 per month, each..... 1.20

8. PROGRAM TIME RATES

1 hr 40.00 1/2 hr 24.00 1/4 hr 14.40 5 min 7.20

DISCOUNTS

15x-5% 52x-15% 156x-30%
26x-10% 104x-20% 260x-40%

SARASOTA-BRADENTON

(6 AM; 2 PM)
Sarasota, Sarasota County—Map Location F-8
Bradenton, Manatee County—Map Location F-7
See SIDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBRD

1957
Bradenton
Media Code 4 210 7065 7.00
Sunshine State Broadcasting Co., Inc., Box 1038, Bradenton, Fla. 33505. Phone 813-746-2183.

1. PERSONNEL

Pres. & Mgr.—Robert R. Nelson.
2. REPRESENTATIVES
Savall/Gates, Inc.
Miami—Advertising Representatives, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervoy Co., Inc.

3. FACILITIES

1,000 w. days; 1420 kc. Directional.
Operating schedule: 8 am-local sunset. EST.
4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Network Program Service Plan.

TIME RATES

No. 4 ET 1/1/69—Rec'd 12/30/68.

	1 min	30 sec	1 min	30 sec
1 x	5.15	4.65	2.60	2.65
26 x	3.85	3.05	3.12	3.60
52 x	4.50	2.95	3.65	2.95
104 x	4.20	2.35	624 x	2.75
156 x	3.95	2.75	1000 x	2.65
10-second ID's, ea.	1.65			

7. PACKAGE PLANS

SATURATION PACKAGES
PER WK: 1 min 36 tl 45 tl 60 tl 100 tl
1 min 52.00 98.00 140.00 175.00 200.00 325.00
30 sec 34.00 64.00 92.00 116.00 130.00 195.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.01	30.00	20.00	12.00	8.50
26 x	46.00	27.50	18.50	11.25	9.00
52 x	46.00	25.00	17.00	10.50	7.50
104 x	38.00	22.50	15.50	9.75	7.00
156 x	34.00	20.00	14.00	9.00	6.50
260 x	30.00	18.50	11.50	8.25	6.00
312 x	26.00	10.00	10.00	7.50	5.75
365 x	22.00	13.50	8.50	6.75	5.50
624 x	18.00	11.00	7.00	6.00	5.00

10. SPECIAL FEATURES

Newscastrs—5 minutes on the hour.
5 minutes NEWSCASTS 6.00

WBRD-FM

1963
Bradenton
Media Code 4 210 7066 5.00
Sunshine State Broadcasting Co., Inc., Box 1038, Bradenton, Fla. 33505. Phone 813-746-2183.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert R. Nelson.
2. REPRESENTATIVES
Frederick W. Smith.
Miami—Advertising Representatives, Inc.
3. FACILITIES
ERP 26,000 w.; 103.3 mc.
Operating schedule: 144 hours daily. EST.
Antenna ht.: 144 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
See WBRD listing for coded regulations.
Affiliated with MBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective (Card No. 1)
Card received April 22, 1968.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 tl	8.00	4.80	3.00
13 tl	4.60	5.85	4.70
27 tl	4.60	5.70	4.60
53 tl	4.60	5.55	4.50
105 tl	4.40	5.40	4.40
500 tl	4.20	5.25	4.30
750-1000 tl	4.00	5.00	4.00

7. PACKAGE PLANS

	1 min	30 sec	10 sec			
PER WK:	ea	tot	ea	tot	ea	tot
7 tl	5.90	41.30	4.75	33.25	2.90	20.30
14 tl	5.75	80.50	4.65	65.10	2.85	39.90
21 tl	5.60	117.60	4.55	95.55	2.80	58.80
28 tl	5.45	152.60	4.45	124.60	2.65	74.20
35 tl	5.30	185.50	4.35	152.25	2.60	91.00
42 tl	5.15	216.30	4.25	178.50	2.55	107.10
49 tl	5.00	245.00	4.15	203.35	2.50	122.50
100 tl	4.75	475.00	4.00	400.00	2.30	230.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	40.00	30.00	20.00	12.00	8.00
13 tl	48.00	27.50	18.50	11.25	7.75
27 tl	42.00	25.00	17.00	10.50	7.50
53 tl	38.00	22.50	15.50	9.75	7.25
105 tl	34.00	20.00	14.00	9.00	7.00
500 tl	30.00	18.50	11.50	8.25	6.75
750-1000 tl	26.00	16.00	10.00	7.25	6.00

WKXY

1949
SARASOTA



Media Code 4 210 7110 1.00
Sarasota Broadcasting Co., P. O. Box 2500, 2500 10th St., Sarasota, Fla. 33578. Phone 958-1151.

1. PERSONNEL

Pres. & Gen'l Mgr.—A. G. Fernandez.
Program Manager—Charles Fernandez.

2. REPRESENTATIVES

Harry J. Cannon Associates.
Miami—Edwin H. Cohen.

3. FACILITIES

1,000 w. days, 500 w. nights; 930 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION

15/0; time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.

Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24c, 25a, 26, 27, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

No. 11 ET 7/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS
PER YR:

	6.00	260 x	3.70
1 x	6.00	260 x	3.70
26 x	5.70	312 x	3.80
52 x	5.05	385 x	3.55
104 x	4.45	520 x	3.30
156 x	3.80	716 x	3.10
208 x	3.80	1000 x	3.00

7. PACKAGE PLANS

1 MINUTE OR LESS
PER WK:

	49.00	35 tl	150.50
10 tl	49.00	35 tl	150.50
12 tl	58.20	40 tl	168.00
14 tl	72.00	45 tl	200.00
20 tl	94.00	60 tl	234.00
25 tl	115.00	75 tl	268.25
30 tl	133.50	100 tl	325.00

PER MO:

	178	75 tl	300
45 tl	178	75 tl	300
50 tl	198	100 tl	385
150 tl	215	125 tl	450
252 tl	252	150 tl	495

8. PROGRAM TIME RATES

1 hr 54.00 1/2 hr 30.00 1/4 hr 19.00 10 min 12.00 5 min 7.50

DISCOUNTS

26x-10% 104x-15% 260x-25%
52x-12 1/2% 156x-20% 512x-30%

9. PARTICIPATING PROGRAMS

Sound Off—1 minute 6.00.
10. SPECIAL FEATURES
5-min newscasts 6

WSAF

1960
SARASOTA



Media Code 4 210 7155 6.00
Stewart Broadcasting Co., Box 338, Sarasota, Fla. 33578. Phone 813-955-3308.

1. PERSONNEL

Pres. & Gen'l Mgr.—Charles A. Stewart.
Station Manager—Charles B. Gilmore.
Program Director—Charles Davis.

2. REPRESENTATIVES

FLORIDA

Sarasota-Bradenton—WTR L—Continued

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS

1 x	4.85	3.12	3.40
2 x	4.85	3.65	3.20
52 x	4.45	3.70	2.85
104 x	4.15	3.00	2.55
150 x	3.90	2.00	2.30
280 x	2.65	3.00	2.10

7. PACKAGE PLANS

SATURATION PACKAGE

PER WK:	12 tl	24 tl	36 tl	48 tl	60 tl	100 tl
1 min.	52.15	99.00	140.60	174.25	201.30	324.50
30 sec.	34.35	63.35	91.10	116.15	132.00	198.00

8. PROGRAM TIME RATES

1 hr.	48.40	44.15	40.20	36.30	33.45	30.50	27.85	25.40
1/2 hr.	30.05	27.40	25.50	24.10	21.95	19.85	18.15	16.60
1/4 hr.	19.05	17.45	15.90	14.30	13.00	11.85	10.45	9.45
10 min.	11.80	11.30	10.65	10.05	9.45	8.90	8.35	7.70
5 min.	8.45	8.15	7.70	7.20	6.95	6.50	6.05	5.75

10. SPECIAL FEATURES

5-min newcasts, ca.	8.00
10-sec flashes, ca.	1.65

WYND

1961
SARASOTA
A Trend Station

Media Code 4 210 7290 1.00
Surf Row Radio, Box 3618, 2101 Hammock Pl., Sarasota, Fla. 33578. Phone 813-958-5581.

STATION'S PROGRAMMING DESCRIPTION
WYND: Programmed for all age groups with accent on young adults and community involvement. MUSIC: current hits, top 40 with limited rhythm and blues, accent on station's 6 air personalities. NEWS: emphasis on local news capsules 20 min before and after each hour. Weather, emphasis on marine weather 10 min before and after each hour. Vignettes, throughout day include community bulletin board, want-ads, pet patrol, stock reports, guest editorials, fishing news, computer reports, tourist tips, sports shorts, telephone contest. Special programs—Sat and Sun, headstart, 90 min featuring progressive rock music, Sun am religious services and music. Contact Representative for further details. Rec'd 4/3/68.

1. PERSONNEL
President—Lowell W. Paxson.
General Manager—Robert Lewis.
Sales Manager—James J. Rinehart.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
Florida—The Robinson Company, Inc.
Pennsylvania—Dome-Messervrey Co., Inc.

3. FACILITIES
500 w. days; 1280 kc. Directional.
Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station; 2% 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27, 28a, 28c, 29a, 33b.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 8/29/68.

6. SPOT ANNOUNCEMENTS

1x	11x	21x	26x	31x	36-40	
1 min.	6.00	5.30	4.80	4.30	3.80	3.30
30 sec.	4.75	4.25	3.75	3.25	2.75	2.25
15 sec.	2.75	2.50	2.25	2.00	1.75	1.50
10% ID*	2.25	2.00	1.75	1.50	1.25	1.00

8. PROGRAM TIME RATES

1 hr.	54.45	51.15	48.75	43.15	39.30	35.75	31.00
1/2 hr.	32.45	30.55	28.60	26.65	24.20	21.70	18.95
1/4 hr.	21.55	20.35	19.15	17.90	16.15	14.40	12.25
10 min.	16.20	14.85	13.50	12.10	10.85	9.45	8.10
5 min.	10.85	10.30	9.75	9.10	8.15	7.15	6.35

DISCOUNTS

13 wk—4%	26 wk—7%	52 wk—10%
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SEBRING (2 AM; 1 FM)

Highlands County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WANZ (FM)

1967
Media Code 4 210 7310 7.00
Erway Broadcasting Corp., 2500 S. Lakeview Dr., Sebring, Fla. 33870. Phone 813-385-5151.

1. PERSONNEL
President—Guy S. Erway.
General Manager—Dave Faust.

2. REPRESENTATIVES
Gill-Perna, Inc.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-noon & 1 pm-midnight Mon thru Fri; all day Sat & Sun. For simulcast facilities see WSEB.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 23b, 24b, 25a, 26, 28b, 29c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51b, 51c, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z.
Comb.: Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSEB.
Sold in combination with WSEB. See that listing.

TIME RATES
Rates are identical to WSEB. See that listing.

WJCM

1950
Subscriber to the NAB Radio Code
Media Code 4 210 7335 4.00
Community Enterprises, Inc., 105 S. Commerce St., Sebring, Fla. 33870. Phone 813-385-7140, 7140.

1. PERSONNEL
General Manager—C. Wesley Ward.
Program Director—Ron Wilson.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w.; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 26, 28b, 28c, 33b.
Contracts: 40a, 51a.
Comb.: Cont. Discounts: 62b, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 5/1/68—Rec'd 6/28/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec	
1 tl	4.00	3.00	1.25
4 tl	3.50	2.50	1.15
9-20 tl	3.00	2.00	1.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	3 min
50.00	30.00	15.00	5.00	3.50
40.00	20.00	10.00	4.00	3.00
30.00	15.00	6.00	3.00	2.50

26 wk—10% 52 wk—15%
Any combination of spot or program schedules may be combined to earn frequency and contract rate.

WSEB

1959
Media Code 4 210 7380 0.00
Erway Broadcasting Corp., 2500 S. Lakeview Dr. on Lake Jackson, Sebring, Fla. 33870. Phone 813-385-5151.

1. PERSONNEL
President—Guy S. Erway.
General Manager—Dave Faust.

2. REPRESENTATIVES
Gill-Perna, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast noon-1 pm Mon thru Fri. For non-simulcast facilities see WANZ (FM).

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b, 29a, 30, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WANZ (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 ET 11/1/68—Rec'd 11/14/68.

6. SPOT ANNOUNCEMENTS

6 tl	12 tl	24 tl	35+	
1 min	4.00	3.00	2.00	1.50
30 sec	3.00	2.00	1.50	1.00

DISCOUNTS

13 wk—5%	26 wk—10%	52 wk—15%
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
25.00	15.00	7.50	3.00	2.00
20.00	12.50	6.25	2.50	1.75
15.00	9.00	4.50	1.75	1.25
10.00	6.25	3.12	1.25	0.87
7.50	4.50	2.25	0.87	0.62
5.00	3.00	1.50	0.62	0.44
3.75	2.25	1.12	0.44	0.31
2.50	1.50	0.75	0.31	0.22
1.75	1.12	0.56	0.22	0.15
1.25	0.75	0.38	0.15	0.11

SOUTH DAYTONA

Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

See Daytona Beach

(including Ormond Beach, South Daytona)

STARKE

Bradford County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPXE

1957
A Sanders Station
Media Code 4 210 7425 3.00
Sanders Enterprises, Inc., Drawer 520, Starke, Fla. 32091. Phone 904-984-5001.

1. PERSONNEL
Pres. & Gen'l Mgr.—John Sanders.
Vice-Pres. & Women's Dir.—Lee (Mrs. John) Sanders.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5 am-10 pm. EST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 24b, 25a, 26b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS

1 min/less	1x	13x	26x	52x	156x	365x
1 min/less	3.75	3.50	3.25	3.00	2.75	2.50

(* No frequency discounts for time segments 6:30-8:30 am, 11:30 am-1:30 pm, 4-6:30 pm.)

8. PROGRAM TIME RATES

1 hr	37.50	35.00	32.50	30.00	27.50	25.00
1/2 hr	22.50	21.00	19.50	18.00	16.50	15.00
1/4 hr	15.00	14.00	13.00	12.00	11.00	10.00
10 min	11.25	10.50	9.75	9.00	8.25	7.50
5 min	7.50	7.00	6.50	6.00	5.50	5.00

(* No frequency discounts for time segments 6:30-8:30 am, 11:30 am-1:30 pm, 4-6:30 pm.)

STUART (1 AM; 1 FM)

Martin County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WMCF (FM)

1964
Subscriber to the NAB Radio Code
Blue Water Broadcasting Co., Inc., Drawer 417, Stuart, Fla. 33949. Phone 305-287-2020.
Media Code 4 210 7470 9.00

STATION'S PROGRAMMING DESCRIPTION
WMCF(FM): Programmed for adults.
Uninterrupted middle-of-road standard music 9-10:30 am, 3:30-5 pm, 8-9:30 pm. Classical music 7-8 pm M-F. Special events from network, commentaries. Rec'd 7/24/67.

1. PERSONNEL
Pres., Sta. Mgr. & Gen'l Mgr.—Lester M. Combs.

3. FACILITIES
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 6:30 am-11:15 pm. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast with WSTU. Programmed separately 9-10:30 am, 3:30-5 pm & 6:30-8:30 pm. For simulcast operation see WSTU.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 2, 1965.
(Card received February 2, 1965.)

6. SPOT ANNOUNCEMENTS

1 MINUTE OR 30 SECONDS			
1 tl	2.50	2.08	1.50
26 tl	2.30	2.00	1.40
52 tl	2.10	1.82	1.30
104 tl	1.90	1.65	1.20
156 tl	1.70	1.50	1.10

8. PROGRAM TIME RATES

1 tl	1 hr	1/2 hr	1/4 hr	10 min	5 min
25.00	15.00	10.00	7.50	5.00	3.50
20.00	12.50	8.50	6.25	4.25	3.00
15.00	10.00	7.00	5.00	3.50	2.50
10.00	7.00	5.00	3.50	2.50	1.75
7.50	5.25	3.75	2.75	1.94	1.40
5.00	3.50	2.50	1.75	1.25	0.87
3.75	2.62	1.87	1.37	0.94	0.67
2.50	1.75	1.25	0.87	0.62	0.44
1.75	1.25	0.87	0.62	0.44	0.31
1.25	0.87	0.62	0.44	0.31	0.22

10. SPECIAL FEATURES
Newcasts: At :60 and :30—10% on local newcasts.

WSTU

1954
Subscriber to the NAB Radio Code
Media Code 4 210 7515 1.00
Blue Water Broadcasting Co., Drawer 417, Hwy. 707, Stuart, Fla. 33949. Phone 305-287-2020.

STATION'S PROGRAMMING DESCRIPTION
WSTU: Programmed for adults except during tea requests 6:30-8:30 pm.
Heavy emphasis on local community. 5 local newcasts daily. Beach reports, fishing reports, woman personality, swap shop, stock markets. M-F. AIR PERSONALITIES handle all segments day and night. MUSIC: popular, middle-of-the-road. NEWS: network 5 min every 30 min with local weather tag. Sat: county agent, rhythm and blues music with Negro DJ 7-11:30 pm. Sports: includes all local high school football. Rec'd 12/11/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lester M. Combs.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 6:30 am-11:15 pm. EST.
Partial simulcast operation. Simulcast 6:30-9 am, 10:30 am-3:30 pm, 5:30-8 pm, 8:30 pm-sign-off. For non-simulcast facilities see WMCF (FM).

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 51b.
Comb.: Cont. Discounts: 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES
No. 9 ET 1/1/68—Rec'd 12/11/67.

6. SPOT ANNOUNCEMENTS

2000 x	1 min	20/30	15 sec
1000 x	2.35	2.10	1.65
730 x	2.70	2.50	1.85
520 x	2.85	2.60	2.00
365 x	3.00	2.70	2.10
312 x	3.40	3.00	2.35
260 x	3.75	3.40	2.55
156 x	4.10	3.70	2.80
104 x	4.45	4.00	3.00
52 x	4.80	4.30	3.30
26 x	5.15	4.65	3.60
7 x	5.50	5.00	3.75
1	5.75	5.25	4.00

7. PACKAGE PLANS

PER WK:

1 min	100 tl	75 tl	50 tl	25 tl	10 tl
30/20 sec	2.80	3.00	3.15	3.30	3.50
15 sec	2.50	2.70	2.85	3.00	3.15
	1.85	2.00	2.10	2.25	2.35

DISCOUNT

4 or more consec wk—5%

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min	
385 x	37.00	25.75	17.50	14.25	8.75
312 x	41.00	28.50	17.75	15.75	9.95
260 x	43.75	29.25	20.00	17.25	10.25
156 x	49.50	33.00	23.50	18.75	11.75
104 x	52.50	32.25	24.50	19.25	12.25
52 x	56.00	34.50	25.75	20.00	13.00
26 x	58.50	35.75	27.50	21.00	13.75
1 x	61.50				

Tallahassee—W M E N—Continued

3. FACILITIES
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with **KBBS**
Affiliated with American Information Network.
Member: Southeastern Key Market Network.

TIME RATES
ET 9/1/68—Rec'd 8/28/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA				
EA:	1 ti	8 ti	12 ti	24 ti
1 min.....	7.50	6.50	6.00	5.50 5.00
20/30 sec.....	5.50	4.50	4.25	4.00 3.75
10 sec.....	3.75	3.25	3.00	2.75 2.50
CLASS A				
1 min.....	6.50	5.50	5.00	4.50 4.00
20/30 sec.....	4.00	3.75	3.50	3.25 3.00
10 sec.....	3.25	2.75	2.50	2.25 2.00

WOMA (FM)

Media Code 4 210 7625 6.00
Tallahassee Appliance Corp., Duval Hotel, Tallahassee, Fla. 32302. Phone 904-222-1458.
STATION'S PROGRAMMING DESCRIPTION
WOMA (FM): MUSIC: 90% modern country and western. Contact Representative for further details. Rec'd 9/30/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—F. W. Hazelton.
Vice-Pres. & Sales Mgr.—Burlay W. Rudd.

2. REPRESENTATIVES
Meeker Radio, Inc.
Busby, Finch and Woods, Inc.
Florida—The Robinson Company, Inc.

3. FACILITIES
ERP 51,000 w.; 94.9 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 210 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 7/24/67—Rec'd 7/28/67.

7. PACKAGE PLANS

WKLY:	5 ti	10 ti	20 ti	30 ti
1 min.....	3.75	3.50	3.25	3.00
20/30 sec: 80% of 1-min.				

WONS

Media Code 4 210 7650 6.00
Publishers Broadcasting Corp., Box 3127, Tallahassee, Fla. 32303. Phone 904-385-1166.
STATION'S PROGRAMMING DESCRIPTION
WONS: Programmed for adults, general audience. MUSIC 80%; 75% albums, 25% singles. Primarily general popular with some folk, country and western. NEWS 10%; 30 min at 7 am & 5 pm, 15 min at 12:15 pm, 3 min capsules at :07. Utilize wire, network, local newsmen, state capitol correspondent, daily local commentary. Information features 10%, length determined by content, average 3-5 min, scheduled at :50. Local women personality plus current topics of general interest. Local and national stock reports, morning, noon, evening. FARM: report at 6:50 am. Sports and weather included in news summaries. Live coverage of local events. Contact Representative for further details. Rec'd 7/24/67.

1. PERSONNEL
President—Donald C. Price.
Station Manager—Jan G. Rogers.

2. REPRESENTATIVES
Southeast—V. O. Jones, Inc.

3. FACILITIES
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WJGM (FM).

TIME RATES
ET 10/1/68—Rec'd 10/31/68.

6. SPOT ANNOUNCEMENTS

SPECIAL TIME				
1 min.....	ix	13x	52x	156x 312x 500x
30 sec.....	6.00	5.75	5.00	4.50 4.00 3.50
10 sec.....	4.75	4.30	3.75	3.30 3.05 2.60
Traffic Time—8-9 am & 4-6 pm add 10%.				
WEEKLY PACKAGE/ROS				
PER WK:	10 ti	15 ti	20 ti	25 ti 30 ti
1 min.....	4.75	4.50	4.00	3.75 3.50
30 sec.....	3.80	3.60	3.20	3.00 2.80
PROGRAM TIME RATES				
1 hr.....	65.00	80.00	50.00	45.00 40.00
1/2 hr.....	37.50	35.00	30.00	27.50 25.00
1/4 hr.....	27.50	25.00	22.50	20.00 18.00
5 min.....	18.00	12.50	11.50	10.50 10.00

WTAL

Media Code 4 210 7695 1.00
Capitol City Broadcasting, Inc., Box 1989, 2341 Phillips Rd., Tallahassee, Fla. 32302. Phones 904-877-1108, 1109, 1110.
STATION'S PROGRAMMING DESCRIPTION
WTAL: Programmed for young adults. MUSIC 80%; featuring current hits from 12M-12M. NEWS and features 20%: network 15%, regional and local 5%. 8 air personalities and 1 remote broadcast unit available for remote broadcasts, store openings, shopping center sales days, etc. Contact Representative for further details. Rec'd 4/30/69.

1. PERSONNEL
Pres. & Mgr.—Wally Hoy.
Sales Manager—Clayton Wilkins.

2. REPRESENTATIVES
The Devney Organization, Inc. (St. Louis, Kansas City—Call Chicago Office.)
Southeast—David Carpenter & Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily except Sun and midnight-5:00 a.m. Mon. EST.

4. AGENCY COMMISSION
15% w. time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 12a, 14a, 15a, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60h, 61c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
ET 3/1/67—Rec'd 1/23/67.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.....	3.00	7.50	7.00	6.50	6.00	5.50
30 sec: 75% of 1-min.						
10 sec: 50% of 1-min.						
26 wk contract—5%.						
52 wk contract—10%.						

WTNT

Media Code 4 210 7740 5.00
Tallahassee Appliance Corp., Hotel Duval, Tallahassee, Fla. 32301. Phone 904-222-1450.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank W. Hazelton.
Vice-Pres. & Sales Mgr.—Burlay W. Rudd.

2. REPRESENTATIVES
Meeker Radio, Inc.
Busby, Finch and Woods, Inc.
Florida—The Robinson Company, Inc.

3. FACILITIES
5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES
ET 5/1/63—Rec'd 4/4/63.

7. PACKAGE PLANS

WKLY:	6 ti	12 ti	18 ti	24 ti
1 min.....	6.00	6.50	6.00	5.50
20/30 sec: 80% of 1-min.				

8. PROGRAM TIME RATES

1 x.....	1/2 hr	1/4 hr	5 min
	30	18	9

No further discounts.

TAMPA-ST. PETERSBURG

(16 AM; 7 FM)
(including Clearwater, Dunedin, Pinellas Park)

Tampa, Hillsborough County—Map Location F-7
Clearwater, Dunedin, Pinellas Park, St. Petersburg, Pinellas County—Map Location E-7
See **SILDS** consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WALT

Media Code 4 210 7705 0.00
Daytona Broadcasting, Inc., 1902 W. Kennedy Blvd., Tampa, Fla. 33606. Phone 813-253-0861.

1. PERSONNEL
President—Robert M. Weeks.
General Manager—George W. Fee.

2. REPRESENTATIVES
Stons Representatives, Inc.

3. FACILITIES
10,000 w. days; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on net charge for station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20b, 21b, 22b, 24a, 25c, 28b, 29c, 29a, 29b, 33d.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 6 ET 11/1/64—Rec'd 10/5/64.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA.....	14	13	12	11	10
A.....	13	11	10	9	8
30 sec: 75% of 1-min.					
ID's: 50% of 1-min.					

WAZE

Media Code 4 210 7830 4.00
Radio Clearwater, Inc., Gray Moss Inn Hotel, Box 350, 201 S. Ft. Harrison Ave., Clearwater, Fla. 33517. Phone 813-446-8575.

1. PERSONNEL
General Manager—Gene Allen Robinson.
Commercial Manager—Charles H. "Chuck" Adams.
Program Director—Fred Sanders.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
500 w.; 860 kc. Directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12i, 14i, 16b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.

TIME RATES

ET 1/1/69—Rec'd 3/27/69.

6. SPOT ANNOUNCEMENTS

1 x.....	1 min	30 sec	15 sec
13 x.....	12.00	11.25	10.50
26 x.....	9.75	9.00	8.00
52 x.....	9.00	8.25	5.50
104 x.....	8.25	7.50	5.25
156 x.....	7.50	6.75	---
260 x.....	6.75	6.00	---
520 x.....	6.00	5.50	---
1000 x.....	6.00	5.25	---

7. PACKAGE PLANS

PER WK:	14 ti	28 ti	35 ti	50 ti	70 ti
1 min.....	126.00	231.00	282.50	337.50	448.25
30 sec.....	110.25	210.00	236.25	300.00	393.75

8. PROGRAM TIME RATES

1 hr.....	1/2 hr	1/4 hr	10 min	5 min
1 x.....	200.00	112.50	75.00	60.00 30.00
13 x.....	150.00	90.00	67.50	42.50 27.75
26 x.....	112.50	75.00	45.00	32.50 26.25
52 x.....	112.50	75.00	32.50	30.00 22.50
104 x.....	---	---	30.00	22.50 18.75
260 x.....	---	---	18.75	15.00
520 x.....	---	---	12.00	11.25
1000 x.....	---	---	10.50	---

ATTENTION:

Buyers and Sellers of AM Network Time

National AM and TV network rates and data will be found in *Network rates and data*, a separate SRDS monthly catalog. *Network rates and data* includes all changes in rates, ownership, affiliations, and program times that have been announced since the original rate cards were issued. Copies of this small, easy-to-handle, easy-to-use book can be distributed to individuals, to members of a conference group; can be conveniently filed, or kept within easy reach for use whenever radio and television network information is needed or desired.

For your subscription to *Network rates and data*—only \$5.00 per year—write today to Subscription Department, Standard Rate & Data Service, 5201 Old Orchard Road, Skokie, Ill.

FLORIDA

WCWR

Media Code 4 210 7875 9.00
Peebles Communication Corp., Box 4606, Clearwater, Fla. 33518. Phone 813-784-1438.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Arthur S. Karp.
Program Director—John Anthony.
Sales Manager—Lee Gorman.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
5,000 w.; 1470 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a, 7a, 8.
Contracts: 40, 47a.

TIME RATES

ET 8/1/68—Rec'd 11/27/68.
DriveTime—Mon thru Sat 6-9 am & 4-7 pm.
ROS—Mon thru Sat 9 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

FIXED POS:	1x	52x	104x	156x	260x	312x
1 min.....	13.00	12.00	11.00	10.00	9.00	8.00
30 sec.....	10.80	10.00	9.20	8.40	7.60	6.80
10 sec.....	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

DRIVETIME—ROTATING	
PER WK:	10 ti 15 ti 20 ti 25 ti 30 ti 40 ti
1 min.....	6.00 7.50 9.00 10.50 12.00 13.50
30 sec.....	5.00 6.20 7.50 8.50 10.00 11.50
10 sec.....	4.50 4.25 4.00 3.75 3.87 3.62

50% DRIVE/50% ROS-BT

1 min.....	6.75	6.00	5.75	5.62	5.25	4.87
30 sec.....	5.60	5.00	4.83	4.70	4.40	4.10
10 sec.....	3.87	3.50	3.39	3.31	3.12	2.93

WEEKLY PLANS

5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	60 ti	80 ti
1 min.....	6.00	5.50	5.33	5.25	5.00	4.75	4.50
30 sec.....	5.40	5.00	4.60	4.46	4.40	4.20	4.00
10 sec.....	3.75	3.50	3.25	3.16	3.13	3.00	2.88

WDAE

Media Code 4 210 7920 3.00
Rounsaville of Tampa, Inc., 101 N. Tampa St., Tampa, Fla. 33602. Phone 813-229-0404.
STATION'S PROGRAMMING DESCRIPTION
WDAE: Programmed for adults. MUSIC: News, weather, local and national in each report. 5 or 10 min summaries at :55. MUSIC: All segments handled by six personalities. Familiar middle-of-the-road, standard and current hits 24 hours daily. Simulcasting on FM at 6 am-6 pm. Also, religious, educational and public service from 6 am-noon and 6-10 pm Sundays only. Carry live football. Three mobile news cars. One airplane traffic reports 4 hours daily. Other features: Official frost warning reports; stock market reports. Contact Representative for further details. Rec'd 12/31/68.

1. PERSONNEL

Owner & Pres.—Robert W. Rounsaville.
Vice-Pres. & Gen'l Mgr.—Donald K. Clark.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
5,000 w.; 1250 kc. Directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WDAE-FM.

4. AGENCY COMMISSION
15% time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43a, 44b, 45, 46, 47a, 50, 51b.
Comb. Cont. Discounts: 60a, 60e, 60g, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 31 ET 3/1/69—Rec'd 7/7/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
III—Daily 7 pm-midnight; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.....	27.00	24.00	23.00	22.00
30/20 sec.....	21.60	19.20	18.40	17.60
10 sec.....	16.20	14.40	13.80	13.20
SECTION II				
1 min.....	25.00	21.00	20.00	19.00
30/20 sec.....	20.00	18.80	18.00	16.20
10 sec.....	15.00	12.80	12.00	11.40
SECTION III				
1 min.....	22.00	18.00	17.00	16.00
30/20 sec.....	17.60	14.40	13.60	12.80
10 sec.....	13.20	10		

FLORIDA

Tampa-St. Petersburg—W D A E—Continued

PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—8%
RATEHOLDER
Minimum wkly sched of 6 1-12 min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

W D A E-FM

1947
TAMPA

Media Code 4 210 7921 1.00
Rounsville of Tampa, Inc., 101 N. Tampa St.,
Tampa, Fla. 33602. Phone 813-220-0404.

- PERSONNEL**
President—Robert W. Rounsaville.
General Manager—Donald K. Clark.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
ERP 32,000 w.; 100.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see WDAE.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
See WDAE listing for coded regulations.

TIME RATES

Rates are identical to WDAE. See that listing.

WFLA

1925
TAMPA

BLAIR RADIO

NBC Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 7985 8.00
The Tribune Co., P. O. Box 1410, WFLA-TV Bldg.,
905 Jackson St., Tampa, Fla. 33601. Phone 229-0131.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—George W. Harvey.
Station Manager—John Alexander.
Opr. & Prog. Mgr.—Bob Walters.
- REPRESENTATIVES**
Blair Radio.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
5,000 w.; 970 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25c, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC and Blair Represented Network.

TIME RATES

No. 12 Eff 12/20/68—Rec'd 2/14/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-10 pm; Sun noon-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA										
(*)	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti	54 ti
1 min	85.00	28.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00	17.00
30 sec	28.00	21.00	18.00	18.50	18.00	17.00	16.00	15.00	14.00	13.00
ID's	21.00	15.75	14.50	13.75	13.25	12.50	12.00	11.50	11.00	10.50
CLASS A										
1 min	24.00	20.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.50
30 sec	10.00	10.00	13.50	13.00	12.00	11.00	10.50	10.00	9.50	9.00
ID's	14.50	12.00	10.25	9.50	9.00	8.50	8.00	7.75	7.50	7.25
CLASS B										
1 min	17.00	14.00	10.00	9.00	8.00	7.00	6.00	5.00	4.50	4.00
30 sec	13.50	11.00	8.00	7.25	6.50	5.50	5.00	4.50	4.25	4.00
ID's	10.25	8.50	6.00	5.50	4.75	4.25	3.50	3.50	3.25	3.00
CLASS C										
1 min	13.00	10.00	7.00	6.00	5.00	4.00	3.00	2.50	2.25	2.00
30 sec	10.50	8.00	5.50	5.00	4.00	3.25	2.50	2.25	2.00	1.75
ID's	7.75	6.00	4.25	3.50	3.00	2.50	2.00	1.75	1.50	1.25

(*) Specified position.

DISCOUNT
52 wk—8%. Applies to spots only.
AM/FM COMBINATION
WFLA-FM, Sat. 5.00

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

	AA	B	C
Less than 6 ti	38.00	24.00	20.00
6 ti	30.00	22.00	15.00
12 ti	28.00	20.00	12.00
18 ti	26.00	18.00	11.00
24 ti	24.00	16.00	10.00

WFLA-FM

1948
TAMPA

BLAIR RADIO

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 210 7966 6.00
Tribune Co., Box 1410, 905 Jackson St., Tampa, Fla.
33601. Phone 813-224-7001.

- PERSONNEL**
General Manager—George W. Harvey.
Station Manager—John Alexander.
Sales Manager—Jerry Good.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 840 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25c, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Sold in combination with WFLA. See that listing for rates.

TIME RATES

No. 5 Eff 12/20/68—Rec'd 2/14/69.
AA—Mon thru Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA										
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti				
1 min	12.00	11.00	10.00	9.00	8.00	7.00				
30 sec	9.75	8.75	8.00	7.25	6.50	5.75				
10 sec	7.25	6.50	6.00	5.50	4.75	4.25				
CLASS A										
1 min	11.00	10.00	9.00	8.00	7.00	6.00				
30 sec	8.75	7.75	7.00	6.25	5.50	4.75				
10 sec	6.25	5.50	5.00	4.50	3.75	3.25				

Flat 4 3 2

WFSO

1966

Media Code 4 210 8010 2.00
Pinellas Radio Corp., Suite 11, 4930 Park Blvd.,
Pinellas Park, Fla. 33565. Phone 813-544-6871.

- STATION'S PROGRAMMING DESCRIPTION**
WFSO: Programmed for young adults.
NEWS: weather, sport and public service programs usually limited to 2 min or less. Sun mornings and daily news roundup excepted. MUSIC: general popular music—middle-of-the-road and current hits—pop rock in addition to standards. Sat and Sun noon-sign-off pop and hard rock. NEWS: 2 min of news at 2:00 & 5:00 past each hour. UPI audio and local staffs. Weather, radar forecasts and current conditions at :05 & :35 every hour. SPORTS: 1 min at :52 every hour. Contact Representative for further details. Rec'd 3/31/69.
- PERSONNEL**
President—William D. Mangold.
Gen'l & Sales Manager—Dan L. Johnson.
Opr. & Prog. Mgr.—John O. Burke.
 - REPRESENTATIVES**
National Time Sales.
 - FACILITIES**
500 w.; 570 kc. Directional.
Operating schedule: 8 am-local sunset. EST.
 - AGENCY COMMISSION**
15/0 time only; payable 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 2 Eff 8/1/67—Rec'd 7/19/67.
AA—Mon thru Sat 7-9 am & 3-6 pm.
A—Mon thru Sat 6-7 am, 9 am-3 pm & 6-7 pm;
Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 min	20/30	10 sec
Specified position	20.00	16.00	10.00
Less than 6 ti	18.00	14.40	9.00
6 ti	16.00	12.80	8.00
12 ti	14.00	11.20	7.00
18 ti	12.00	9.60	6.00
24 ti	10.00	8.00	5.50
30 ti	9.00	7.20	4.50
36 ti	8.00	6.40	4.00

CLASS A

PER WK:	1 min	20/30	10 sec
Less than 6 ti	16.00	12.80	8.00
6 ti	14.00	11.20	7.00
12 ti	12.00	9.60	6.00
18 ti	10.00	8.00	5.00
24 ti	9.00	7.20	4.50
30 ti	8.00	6.40	4.00
36 ti	7.00	5.60	3.50

CLASS B

PER WK:	1 min	20/30	10 sec
Less than 6 ti	10.00	8.00	5.00
6 ti	9.00	7.20	4.50
12 ti	8.00	6.40	4.00
18 ti	7.00	5.60	3.50
24 ti	6.00	4.80	3.00
30 ti	5.00	4.00	2.50
36 ti	4.00	3.20	2.00

28 wk—5%
7. PACKAGE PLANS 52 wk—10%

ROS

PER WK:	1 min	20/30	10 sec
Less than 6 ti	12.00	9.60	6.00
6 ti	10.00	8.00	5.00
12 ti	9.00	7.20	4.50
18 ti	8.00	6.40	4.00
24 ti	7.00	5.60	3.50
30 ti	6.00	4.80	3.00
36 ti	5.00	4.00	2.50

DISCOUNTS
52 wk—10%

28 wk—5%
8. PROGRAM TIME RATES

CLASS A

PER YR. EA:	1x	13x	26x	52x	260x
1 hr.	80	70	60	50	45
1/2 hr.	50	45	40	35	30
1/4 hr.	25	25	20	17	15

9. PARTICIPATING PROGRAMS

1 MIN: From The People—Sun 9:30-10 am. 18 12

10. SPECIAL FEATURES
W570 NEWS ROUNDUP
(Mon thru Sat 7:45-8 am & 5:15-5:30 pm;
Mon thru Fri noon-12:15 pm)

3 PER WK: 13 wk 26 wk 52 wk
5 min, ea 25 22 19

WHBO

1946

Media Code 4 210 8055 7.00
Floradio, Inc., P. O. Box 17156, 11011 Florida Ave.,
Tampa, Fla. 33612. Phone 936-3171.

- PERSONNEL**
Pres. & Gen'l Mgr.—B. A. Martin.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1969.
Rates received September 30, 1969.

6. SPOT ANNOUNCEMENTS

	(*)	(*)	(*)	(*)
1 time	4.70	3.70	156 times	3.95
13 times	4.25	3.50	208 times	2.80
26 times	4.40	3.40	280 times	3.65
52 times	4.25	3.25	312 times	3.50
104 times	4.10	3.10		2.50

(*) 1 minute (120 words).
(*) 1/2 minute (60 words).

WILZ

1957

Media Code 4 210 8100 1.00
Holiday Isles Broadcasting Co., 200 Madonna Blvd.,
Tierra Verde, Fla. 33715.

- PERSONNEL**
President—Charles W. Mackey.
Gen'l Mgr. & Treas.—Richard L. Marsh.
Program Director—Lawrence K. MacMillan.
- FACILITIES** 1,000 w. days; 1590 kc. Directional.
Operating schedule: 8:00 am-local sunset daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12c, 13c, 14a, 15b, 15c.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25b, 26, 28a, 28c, 29a, 33d.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective June 1, 1963.
Card received May 29, 1963.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	14.00	9.00	7.50
2 ti	13.00	8.50	7.00
52 ti	12.00	8.00	6.50
104 ti	11.00	7.50	6.00
156 ti	10.00	7.00	5.50
210 ti	9.00	6.50	5.00
312 ti	8.00	6.00	4.50
500 ti	7.00	5.50	4.00
1000 ti	6.00	5.00	3.50

7. PACKAGE PLANS

WEEKLY VOLUME RATES

PER WK:	1 min	30 sec	10 sec
10 ti	100.00	120.00	80.00
20 ti	200.00	140.00	110.00
30 ti	270.00	195.00	150.00
40 ti	320.00	240.00	180.00
50 ti	350.00	275.00	200.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	140.00	120.00	80.00	60.00
52 ti	150.00	112.50	65.00	18.80
260 ti	120.00	90.00	60.00	15.00

WINQ

1960

TAMPA

CBS Radio Network

News-Talk-Information

A Rand Station

Media Code 4 210 8145 6.00
Rand Broadcasting Co., Box 1010, Radio City, Hills-

Tampa-St. Petersburg—WLCY—Continued

Contracts: 40a, 41, 45, 46, 47a, 51c.
 Comb.: Cont. Discounts: 60a, 60g, 60i.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 ER 7/1/68—Rec'd 8/5/68.
 AAA—Mon thru Fri 6-10 am & 3-7 pm.
 AA—Mon thru Fri 7-10 pm.
 A—Mon thru Fri 10 am-3 pm., Sat & Sun 6 am-7 pm.
 B—All other times.

7. PACKAGE PLANS
 1 MINUTE ROTATING PLANS

PER WK:	24 ti	18 ti	12 ti	6 ti
AAA	28	20	30	33
AA	23	24	25	28
A	20	21	22	25
B	14	15	17	19

30 sec or less: 80% of 1-min.
 10 sec or less: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
 52 wk—10%. Minimum 6 spots per week.
TOTAL AUDIENCE PLAN

	Plan I	Plan II
6-10 am	8	6
10 am-3 pm	12	6
3-7 pm	8	6
7-10 pm and/or wknd	8	6
PER WK, EA:	36 ti	24 ti
1 min.	20.00	22.00

30 sec or less: 80% of 1-min.
8. PARTICIPATING PROGRAMS
 Open Mike—10 pm-12:30 am. AAA rate.
9. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	AAA	AA	A	B
12 ti	40	33	30	21
6 ti	42	35	33	23
1 ti	45	37	35	25

WPKM (FM)

1954
TAMPA



Roger Coleman, Inc.



Media Code 4 210 8280 1.00
 Tecnico Leasing Inc., Bayshore Royal Hotel, Box 18364, Tampa, Fla. 33609. Phone 813-253-3244.
STATION'S PROGRAMMING DESCRIPTION
 WPKM(FM): Programmed for adults and young adults.
 MUSIC: standards mixed with current popular music.
 Contact Representative for further details. Rec'd 4/12/69.

1. PERSONNEL
 President—Frederic T. C. Brewer.
 General Manager—Ted Brewer.
 Chief Engineer—Marcus Nounov.
2. REPRESENTATIVES
 Roger Coleman, Inc.
3. FACILITIES
 ERP 10,500 w.; 104.7 mc. Stereo.
 Antenna ht.: 192 ft. above average terrain.
 Operating schedule: 19 hours daily. EST.
4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 5, 7b.
 Rate Protection: 15b.
 Basic Rates: 20a, 21c, 22a.
 Limit of 6 commercials per hour.
 Affiliated with American FM Network.

6. SPOT ANNOUNCEMENTS
 No. 2 ER 5/1/69—Rec'd 4/14/69.

1 min.	1x	26x	52x	156x	520x	500x
30 sec.	14	13	12	11	10	9
15 sec.	12	11	10	9	8	7

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti
1 min.	10	9	8
30 sec.	8	7	6

WQXM (FM)

1968
CLEARWATER



Media Code 4 210 8300 7.00
 FM Enterprises, Inc., Box 4809, 8320 Starkey Rd., Clearwater, Fla. 33518. Phone 813-391-9988.

STATION'S PROGRAMMING DESCRIPTION
 WQXM (FM): Programmed for adults who enjoy fine music, ranging from popular music to semi-classics, light classics and full classics. Format approximately 2/3 popular music and 1/3 classical. NEWS: state, national and international news reports, frequent stock market reports. Community interest-talk, interview and panel programs also presented. Contact Representative for further details. Rec'd 2/14/69.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Michael J. Haddfield.
 Operations Manager—Robert Westhead.
 Chief Engineer—John K. Pringle.
2. REPRESENTATIVES
 Herbert E. Groskin & Co.
3. FACILITIES
 ERP 56,000 w. (horiz.), 56,000 w. (vert.); 97.9 mc. Stereo.
 Operating schedule: 6-1 am daily. EST.
 Antenna ht.: 439 ft. above average terrain.
4. AGENCY COMMISSION
 15/0 time only; net 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7a.
 Rate Protection: 10a, 11a, 13a, 14a, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25b, 26, 27, 28a, 28c, 29a, 33c.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Member: The Groskin Group.

TIME RATES
 ER 11/15/68—Rec'd 11/26/68.

6. SPOT ANNOUNCEMENTS

1x	15x	30x	60x	125x	250x	500x
1 min	10.00	9.50	9.00	8.50	8.00	7.50

8. PROGRAM TIME RATES

1 hr.	70	67	64	61	58	55	52
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

WSOL

1950
TAMPA



A Rust Craft Station

Media Code 4 210 8325 4.00
 WSOL, a division of Rust Craft Greeting Cards, Inc., 1711 W. Kennedy Blvd., Tampa, Fla. 33606. Phone 813-253-0135.
 Mailing address: Box 1077, Tampa, Fla. 33601.

STATION'S PROGRAMMING DESCRIPTION
 WSOL: Programmed for adult religious audience 6 am-1 pm weekdays and all Sun. Local and national religious programs with sacred and gospel music. Ethnic program of general interest conducted by local personality addressed to Spanish speaking audience in area 1 pm-sign-off weekdays. Music, news, sports reports, taped Spanish soap opera, taped Spanish comedy program, community interests, household interests. Contact Representative for further details. Rec'd 8/7/67.

1. PERSONNEL
 President—Jack N. Berkman.
 General Manager—Albert B. Gale.
 Program Manager—Bill Beatty.

2. REPRESENTATIVES
 New York: Chicago, Atlanta, Dallas, Hollywood, San Francisco—Savalli/Gates, Inc.
 Rust Craft Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
 5,000 w. days; 1300 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 11b, 12a, 14a, 15b.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 25c, 26, 27a, 33c.
 Contracts: 40a, 31, 42a, 44a, 46, 47a, 48, 49, 51c.
 Comb.: Cont. Discounts: 60b, 62a.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Prod. Services: 82.
 Member: Amigo Spanish Group.

TIME RATES
 ER—Rec'd 4/23/69.

6. SPOT ANNOUNCEMENTS

PLAN:	Open	5	10	15	20	25	30
1 min/less 10.00	9.50	9.00	8.50	8.00	7.50	7.00	

8. PROGRAM TIME RATES

1 hr.	1x	13x	25x	52x	104x	260x	312x
1/2 hr.	50	48	45	42	39	36	33
1/4 hr.	35	32	30	28	26	24	22
5 min.	18	17	16	15	14	13	12

Spots and programs cannot be combined to earn frequency discounts.

WSUN

1927
ST. PETERSBURG

Media Code 4 210 8370 0.00
 W-SUN, Inc., Second St. & Second Ave., N., St. Petersburg, Fla. 33701. Phone 813-894-0191.
 Tampa phone: 813-220-0522.
 Send commercial copy to Sales Service Department.

1. PERSONNEL
 General Manager—Stokes Gresham, Jr.
 Sales Service—Silvi Mitchell.

2. REPRESENTATIVES
 Avery-Knodel, Inc.

3. FACILITIES
 5,000 w.; 620 kc. Directional—night only.
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11a, 12d, 13d, 14d.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 31.
 Contracts: 41, 44b, 46.
 Comb.: Cont. Discounts: 60a, 62d.
 Cancellation: 73a.
 Prod. Services: 80, 81, 82.

Product Protection
 All reasonable care will be exercised to avoid the scheduling of advertising in an obviously competitive manner. It is the station's intent to provide at least 10 minutes separation between directly competitive products; however, liability for rebates, credits or makegoods is limited to those occasions when both commercials are originated by the station.
 Affiliated with American Entertainment Network.

TIME RATES
 No. G-44 ER 7/1/69—Rec'd 7/7/69.
 AA—Mon thru Fri 7-9 am & 4-6 pm.
 A—Mon thru Fri 9-7 am & 9 am-4 pm; Sat & Sun 7 am-6 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
Fixed	36	29	18	31	25	16
50 x	28	22	15	20	17	12
100 x	26	20	13	18	14	10
250 x	24	18	11	16	13	9
500	20	15	10	14	12	8

7. PACKAGE PLANS

PER WK:	CLASS AA	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	28	26	25	24	20	
30 sec	22	20	19	18	15	
10 sec	15	13	12	11	10	

CLASS A

1 min	20	18	17	16	14
30 sec	17	15	14	13	11
10 sec	12	10	9	8	7

CLASS B

1 min	14	13	12	11	10
30 sec	12	11	10	9	8
10 sec	9	8	7	6	5

Spots in all classes may be combined for lowest rate.

TOTAL AUDIENCE PLAN
 (1/3 AA, 1/3 A, 1/3 B)

PER MD:	1 min	30 sec	1 min	30 sec
50 x	18	13	100x	15

WTAN

1948
CLEARWATER



Media Code 4 210 8415 3.00
 Clearwater Radio, Inc., Box 1109, 200 Pierce Blvd., Clearwater, Fla. 33517. Phone 813-446-3084.

1. PERSONNEL
 Pres. & Gen'l Mgr.—H. Dennison Parker.
 Assistant Manager—Frank L. Reid.

3. FACILITIES
 250 w.; 1340 kc. Non-directional.
 Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
 15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.
 Cancellation: 71a, 73a.
 Affiliated with KBS.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ER 11/1/68—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

1 min	5.50	5.20	5.00	4.80	4.60	4.40	4.20	4.00
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ROS—BTA

1 min	5.00	4.70	4.50	4.10	3.90	3.70	3.50
30 sec	3.00	3.80	3.60	3.40	3.20	3.10	3.00
15 sec	3.00	2.90	2.70	2.60	2.50	2.50	2.50

7. PACKAGE PLANS

PER WK, EA:	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	4.70	4.50	4.30	4.10	3.90
3 wk	4.50	4.30	4.10	3.90	3.70
6 wk	4.30	4.10	3.90	3.70	3.50
10 wk	4.10	3.90	3.70	3.50	3.30

(*) Specified time.

FLORIDA

PER WK, EA:

5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	3.80	3.60	3.40	3.30
3 wk	3.60	3.40	3.20	3.10
6 wk	3.40	3.20	3.10	3.00
(*)	3.30	3.20	3.10	3.00

15 SECONDS

1 wk	3 wk	6 wk	(*)
10 ti	2.90	2.80	2.60
15 ti	2.80	2.70	2.50
25 ti	2.70	2.60	2.50

(*) 13 week minimum.

8. PROGRAM TIME RATES

1x	10x	25x	50x	100x	200x	300x
1 hr.	65.00	60.00	45.00	42.00	40.00	38.00
1/2 hr.	40.00	30.00	25.00	24.00	23.00	22.00
1/4 hr.	25.00	20.00	15.00	14.00	13.00	12.00
10 min.	20.00	16.00	13.00	12.00	11.00	10.00
5 min.	15.00	12.00	10.00	8.50	8.00	7.50

WTAN-FM

1953
CLEARWATER



Media Code 4 210 8416 1.00
 Clearwater Radio, Inc., Box 1109, 200 Pierce Blvd., Clearwater, Fla. 33517. Phone 813-446-3084.
 Studios & Offices: Clearwater Bayfront.

1. PERSONNEL
 Pres. & Gen'l Mgr.—H. Dennison Parker.
 Ass't Manager—Frank L. Reid.

3. FACILITIES
 ERP 18,250 w.; 95.7 mc.
 Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL RATE POLICY
TIME RATES
 ER 6/6/68—Rec'd 8/28/67.

6. SPOT ANNOUNCEMENTS

1x	10x	25x	50x	100x	200x	300x
ROS	4.00	3.70	3.50	3.30	3.20	3.10
(*)	4.50	4.20	4.00	3.80	3.70	3.60

(*) Specified time.

8. PROGRAM TIME RATES

1x	10x	25x	50x	100x	200x	300x
1 hr.	65	50	45	42	40	38
40 min.	45	35	31	29	27	26
20 min.	32	25	23	21	20	19

WTCX (FM)

1958
ST. PETERSBURG

Media Code 4 210 8460 9.00
 Trans-Chord Co., Inc., Box 11267, St. Petersburg, Fla. 33733. Phone 526-9138.

1. PERSONNEL
 General Manager—Murray Carpenter.
 Sales Manager—Mario Zoldis Carpenter.
 Business Manager—John Price.

2. REPRESENTATIVES
 Contact station.

3. FACILITIES
 ERP 31,000 w.; 99.5 mc. Stereo.
 Operating schedule: 6-7 am. EST.
 Antenna ht.:

FLORIDA

Tampa-St. Petersburg—W T M P—Continued

Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Member: Spielder Broadcasters, Inc.

TIME RATES

No. B1 ET 7/1/68—Rec'd 6/3/68.
AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 4-7 pm; Sat 6-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE		CLASS AAA	
PER WK:	11	6	12
1 wk	20.00	17.00	15.00
7 wk	18.50	16.50	14.50
13 wk	18.00	16.00	14.00
28 wk	18.25	15.25	13.50
52 wk	17.50	14.50	13.00

CLASS AA		CLASS A	
1 wk	6	12	18
1 wk	16.00	14.00	12.00
7 wk	15.50	13.50	11.50
13 wk	15.00	13.00	11.00
28 wk	14.50	12.50	10.50
52 wk	14.00	12.00	10.00

CLASS AAA		CLASS AA		CLASS A	
1 wk	6	12	18	24	30
1 wk	20.00	17.00	15.00	14.00	13.00
7 wk	18.50	16.50	14.50	13.50	12.50
13 wk	18.00	16.00	14.00	13.00	12.00
28 wk	18.25	15.25	13.50	12.50	11.50
52 wk	17.50	14.50	13.00	12.00	11.00

30 SECONDS		CLASS AAA	
1 wk	6	12	18
1 wk	16.00	14.00	12.00
7 wk	15.50	13.50	11.50
13 wk	15.00	13.00	11.00
28 wk	14.50	12.50	10.50
52 wk	14.00	11.60	10.40

CLASS AA		CLASS A	
1 wk	6	12	18
1 wk	12.80	11.20	9.80
7 wk	12.40	10.80	9.20
13 wk	12.00	10.40	8.80
28 wk	11.80	10.00	8.40
52 wk	11.20	9.60	8.00

CLASS A		CLASS AA	
1 wk	6	12	18
1 wk	10.40	9.20	8.00
7 wk	10.00	8.80	7.60
13 wk	9.60	8.40	7.20
28 wk	9.20	8.00	6.80
52 wk	8.80	7.60	6.40

8. PROGRAM TIME RATES

CLASS AAA		CLASS AA		CLASS A	
1/4 hr	5 min	1/2 hr	5 min	1/4 hr	5 min
60	55	45	44	44	40
40	37	34	31	28	25

CLASS AA		CLASS A	
1/2 hr	5 min	1/4 hr	5 min
75	68	65	60
45	41	37	33
30	27	25	19

CLASS A		CLASS AA	
1 hr	1/2 hr	1/4 hr	5 min
85	80	78	72
55	50	47	43
35	31	28	24
25	22	20	17

WWBA

1946

ST. PETERSBURG



An Ed Winton Station

Media Code 4 210 8525 9.00
Feldman & Winton, Broadcast House, 2787 62nd Ave. N., St. Petersburg, Fla. 33733. Phone 813-527-2111.

STATION'S PROGRAMMING DESCRIPTION
WWBA: Programmed for adults.
MUSIC: 80% album music, 20% popular of adult appeal. Single play list combines standards, new tunes and original casts. 4 vocals each hour, music played in 12 min segments. Commercials are adjacent to features of news, market reports or weather. Station subscribes to UP, Associated Press and Dow Jones Business Wire. Contact Representative for further details. Rec'd 11/4/68.

1. PERSONNEL
General Manager—Ed Winton.
Station Manager—W. Woodrow Wilson.
Operations Director—Ron Wilson.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
1,000 w.; 580 kc. Non-directional.
Operating schedule: 6 am-7:30 pm. EST.

4. AGENCY COMMISSION
15/0 time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i.
Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80.
Sold in combination with WOCN, Miami. See that listing for rates.

TIME RATES
No B1 ET 9/1/68—Rec'd 8/7/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS		1 MINUTE		CLASS AAA	
1 MIN:	AA	11	6	12	18
25	23	20	15	15	12
21	19	16	12	12	10
15	14	12	10	10	8

7. PACKAGE PLANS		TOTAL AUDIENCE PLANS	
10 ti	5A, 5A)	175	15 ti (8AA, 7A)
30 sec: 80% of 1-min.			240

Class B time earned as bonus.

W W B A-FM

1965

ST. PETERSBURG

An Ed Winton Station

Media Code 4 210 8526 7.00
Feldman & Winton, Broadcast House, 2787 62nd Ave. N., St. Petersburg, Fla. 33733. Phone 813-527-2111.

STATION'S PROGRAMMING DESCRIPTION
WWBA-FM: Programmed for adults.
MUSIC: 80% album music, 20% popular of adult appeal. Single play list combines standard, new tunes and original casts. 4 vocals each hour, music played in 12 min segments. Commercials are adjacent to features of news, market reports or weather. Station subscribes to UP, Associated Press and Dow Jones Business Wire. Contact Representative for further details. Rec'd 11/4/68.

1. PERSONNEL
General Manager—Ed Winton.
Station Manager—W. Woodrow Wilson.
Operations Director—Ron Wilson.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
ERP 75,000 w.; 107.3 mc.
Operating schedule: 12 hrs. EST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations
See WWBA listing for coded regulations.
Sold in combination with WOCN, Miami. See that listing for rates.

TIME RATES

Rates are identical to WWBA. See that listing.

WYOU

1965

TAMPA

Media Code 4 210 8550 7.00
WYOU Radio Inc., Box 1988, 1933 W. Cass St Tampa, Fla. 33601. Phone 813-253-6071.

1. PERSONNEL
Pres. & Gen'l Mgr.—Art Reuben.
Station Manager—Joe Gratz.
Program Director—Bill Polk.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
10,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11a.
Basic Rates: 20b, 22a, 22a, 25a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

No. 3 ET 9/1/68—Rec'd 1/22/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		1 MIN, WKLY:		1 ti		10 ti		20 ti		26 ti	
AA	A	18	16	14	12	11	9	9	9	9	9
18	16	14	12	11	9	9	9	9	9	9	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
8. PROGRAM TIME RATES
5-min—1-1/2x 1-min rate.
10. SPECIAL FEATURES
5-min news—1-1/2x 1-min rate.
26 wk in 52 wks—4% 52 consec wks—10%

TITUSVILLE (1 AM; 1 FM)

Brevard County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WRMF

1957

Subscriber to the NAB Radio Code
Media Code 4 210 8595 2.00
WRMF, Inc. Drawer J, Titusville, Fla. 32780. Phone 305-287-1121.

STATION'S PROGRAMMING DESCRIPTION
WRMF: Programmed for mass appeal.
AIR PERSONALITIES handle all segments. NEWS: 15 min at 8 am & noon. 5 min every hour on hour followed twice daily at 7 am & 5 pm by 5 min weather and 5 min sports. Headlines on half hour. Emphasis on local news, news editor. Sign-on: 9:30 am music, 9:30 am women's show, 10:05-10:30 am swap show, sheriff's report follows. Guests appear on most shows. Music leans to middle-of-the-road, some top pops and other tunes intermingled. SPORTS: carried live and taped locally originated and network. Contact Representative for further details. Rec'd 10/2/67.

1. PERSONNEL
President—R. M. Fairbanks.
General Manager—R. L. Bright.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Florida—The Robinson Company, Inc.
Miami—Advertising Representatives, Inc.
Atlanta, Dallas—Harry J. Cannon Associates.

3. FACILITIES
500 w.; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WRMF-FM.

4. AGENCY COMMISSION
15/0 time only; 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4f, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15d.
Basic Rates: 20b, 21b, 22a, 21a, 24b, 25a, 28a, 29a, 31.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 61b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES
No B1 ET 9/1/68—Rec'd 8/7/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS		1 MINUTE		CLASS AAA	
1 MIN:	AA	11	6	12	18
25	23	20	15	15	12
21	19	16	12	12	10
15	14	12	10	10	8

7. PACKAGE PLANS		TOTAL AUDIENCE PLANS	
10 ti	5A, 5A)	175	15 ti (8AA, 7A)
30 sec: 80% of 1-min.			240

Class B time earned as bonus.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 11/30/67—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS AA	
1 min	30 sec	10 sec	10 sec
6.00	4.80	3.10	3.10
5.75	4.60	2.90	2.90
5.50	4.40	2.75	2.75
5.25	4.20	2.65	2.65
5.00	4.00	2.50	2.50
4.75	3.80	2.40	2.40
4.25	3.40	2.15	2.15
3.75	3.00	1.95	1.95
3.15	2.55	1.75	1.75
2.75	2.25	1.65	1.65

7. PACKAGE PLANS

ROS WEEKLY PACKAGES		ROS 30 DAY PACKAGE	
20 ti	30 ti	2.50	300 ti
3.15	40 ti	2.75	2.55
2.95	50 ti	2.55	2.35

8. PROGRAM TIME RATES

CLASS A		CLASS AA	
1 hr	1/2 hr	1/4 hr	10 min
65	40	20	15
13x—10%	52x—20%	156x—30%	26x—15%
104x—25%	168x—35%	280x—35%	

WRMF-FM

1968

Media Code 4 210 8596 0.00
WRMF, Inc., Drawer J, 1050 Queen St., Titusville, Fla. 32780. Phone 305-287-1121, 2141.

1. PERSONNEL
President—R. M. Fairbanks.
Vice-President—M. Geiger.
Sec'y & Treas.—R. L. Bright.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Florida—The Robinson Company, Inc.
Atlanta, Dallas—Harry J. Cannon Associates.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 234 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-sunrise & local sunset-midnight. For simulcast facilities see WRMF.

4. AGENCY COMMISSION
15/0 time only. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

Rates are identical to WRMF. See that listing.

VALPARAISO-NICEVILLE

Okechobee County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WFSH

1959

Media Code 4 210 8640 6.00
Embury Broadcasting Co., Inc., Box 308, 90 E. Eastview Ave., Valparaiso, Fla. 32580. Phone 305-678-2141.

1. PERSONNEL
Pres. & Gen'l Mgr.—Audrey Embury.

2. REPRESENTATIVES
The Devney Organization, Inc.
Regional—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

WAUCHULA (2 AM)

Harden County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAUC

1958

Media Code 4 210 8820 4.00
WAUC Broadcasting Co., Box 936, Wauchula, Fla.
33875. Prospect 3-9453.

- PERSONNEL**
Owner—Royce D. & Sarah S. Plummer.
General Manager—Royce D. Plummer.
- REPRESENTATIVES**
Donald Cooke, Inc.
- FACILITIES**
500 w.; 1310 kc. Non-directional.
Operating schedule: 6:00 am-6:00 pm EST.
- AGENCY COMMISSION**
15/0 time and talent only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Beer advertising acceptable.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective June 1, 1964.
Card received August 6, 1964.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS
26 ti..... 4.10 280 ti..... 3.30
32 ti..... 3.90 312 ti..... 3.00
- PROGRAM TIME RATES**
26 ti..... 28 ti 52 ti 156 ti 260 ti 312 ti
1 hr..... 36.00 34.00 30.00 28.00 26.00
1/2 hr..... 22.50 21.25 18.75 17.50 16.25
1/4 hr..... 15.00 14.00 12.00 11.00 10.00
5 min..... 7.20 6.80 6.00 5.60 5.20

WPRV

1964

Media Code 4 210 8840 2.00
Brush Broadcasting Co., Box 1148, County Barn Rd.,
Wauchula, Fla. 33875. Phone 813-773-4270.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jerald A. Brush.
Commercial Manager—Georgia M. Brush.
Sales Manager—Luther W. Colbert.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
500 w.; 1800 kc. Non-directional.
Operating schedule: 6 am-local sunset EST.
- AGENCY COMMISSION**
15/0 time only; Payable 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 25a, 26.
Contracts: 40a, 42b, 45, 46, 47a.
Cancellation: 72.
Prod. Services: 80.

TIME RATES

No. 2 ET 1/1/68—Rec'd 6/21/68.

- SPOT ANNOUNCEMENTS**
PER DAY:
1 min..... 2.50 5 ti 10 ti 15 ti 20 ti
30 sec..... 1.50 1.30 1.25 1.15 1.05
30 sec or less..... 1.00 .90 .85 .80 .75
- PROGRAM TIME RATES**
1 hr..... 40.00 10 min..... 7.50
1/2 hr..... 20.00 5 min..... 4.00
25 min..... 17.00 4 min..... 3.50
20 min..... 13.50 3 min..... 3.25
1/4 hr..... 10.00 2 min..... 3.00
- SPECIAL FEATURES**
NEWS AND SPECIAL FEATURES
5-min news at :30..... Ea 4.00
10-min news (as available)..... Ea 6.00
Headline summary at :30..... Ea 2.50
Sports news, Wall Street report or
5-min farm news..... Ea 4.00
Weather or temp bulletin..... Ea 2.50
School lunch menus (3 ti)..... Ea 7.00
LaHora Latina-Americana (participation)..... Ea 4.00
Colored Gospel Show (participation)..... Ea 4.00

WEST PALM BEACH

(6 AM; 2 FM)
(including Lake Worth, Palm Beach and
Riviera Beach)

Palm Beach County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDBF

DELRAY BEACH

CBS Radio Network

City of license, Delray Beach, Fla.
Considered by CBS Radio Network as their West Palm Beach outlet.
See listing under Delray Beach, Fla.

WEAT

1946

- Subscriber to the NAB Radio Code
Media Code 4 210 8865 8.00
Gardens Broadcasting Co., Box 70, West Palm Beach,
Fla. 33402. Phone 305-842-1538.
- PERSONNEL**
General Sales Manager—James O'Rourke.
Operations Director—James E. Connor.
Comptroller—Anthony C. Krayer, Jr.

- REPRESENTATIVES**
Meeker Radio, Inc.
Detroit—Pearse Sales.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w.; 850 kc. Directional.
Operating schedule: 6-1 am EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15a, 16.
Basic Rates: 21a, 21b, 22a, 23a, 24a, 25a, 28c, 80,
33a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62a,
62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10 ET 5/1/69—Rec'd 5/1/69.

AA—Mon thru Sat 6-9 am & 3:30-7 pm.
A—Mon thru Sat 9 am-3:30 pm.
B—Mon thru Sat 7 pm-sign-off; Sun all day.

- SPOT ANNOUNCEMENTS**
CLASS AAA
PER WK: 1 ti 10 ti 15 ti 20 ti 25 ti 30+
1 min..... 12.00 10.00 8.00 7.00 6.00 5.00
30 sec..... 8.00 8.00 6.40 5.80 4.80 4.00
15 sec..... 6.00 5.00 4.00 3.50 3.00 2.50
- CLASS A**
1 min..... 10.00 8.00 7.00 6.00 5.00 4.00
30 sec..... 8.00 6.40 5.80 4.80 4.00 3.20
15 sec..... 5.00 4.00 3.50 3.00 2.50 2.00
- CLASS B**
1 min..... 8.00 7.00 6.00 5.00 4.00 3.00
30 sec..... 6.40 5.00 4.80 4.00 3.20 2.40
15 sec..... 4.00 3.50 3.00 2.50 2.00 1.75

FREQUENCY DISCOUNT

26 wk—5% 52 wk—10%

- PACKAGE PLANS**
BTA—1/2 AA, 1/2 A
PER WK, EA: 30 ti 40 ti 50 ti
1 min..... 4.50 4.00 3.50
30 sec..... 3.00 3.20 2.80
15 sec..... 2.25 2.00 1.75
To be used within 7-day period.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 100 60 40 30 20

WIRK

1947

WEST PALM BEACH

Jack Masla & Company, Inc.

- Media Code 4 210 8955 8.00
Ken-Sell, Inc., Box 2148, West Palm Beach, Fla.
33402. Phone 305-965-9211.

STATION'S PROGRAMMING DESCRIPTION
WIRK: Programmed for general interest.
All PERSONALITIES handle all segments. MUSIC:
current hits. NEWS: 5 min on hour, 2 min at half
hour. Local news on all newscasts. Editorials weekly.
3 man local news staff. Mobile unit includes 7 cars,
boat and airplane. Sports, stock reports, weather,
contests within musical segments. Contact Representative
for further details. Rec'd 5/12/69.

- PERSONNEL**
Owner & Gen'l Mgr.—Joseph S. Field, Jr.
Commercial Manager—Rome J. Hartman.
Program Director—Tom Reynolds.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Atlanta—W. O. Jones, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—night only
Operating schedule: 24 hours daily EST.
- AGENCY COMMISSION**
15/0 net time; rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 7/1/69—Rec'd 5/2/69.

- PACKAGE PLANS**
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
- CLASS AA**
PER WK:
1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti
1 min 18.00 15.00 14.00 13.00 12.00 11.00 10.00
30 sec 14.40 12.00 11.20 10.40 9.80 8.80 8.00
- CLASS AA**
1 min 15.00 12.00 11.00 10.00 9.00 8.00 7.00
30 sec 12.00 9.60 8.80 8.00 7.20 6.40 5.60

WJNO

1936

WEST PALM BEACH

RAB

- Media Code 4 210 9000 2.00
WJNO Radio, Box 189, 1500 N. Flagler Dr., West
Palm Beach, Fla. 33402. Phone 305-832-8638.
- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert L. Hoffer.
Regional Sales Manager—Bob Hundley.
Operations Director—Ron Beckey.

- REPRESENTATIVES**
Stons Representatives, Inc.
Florida—The Robinson Company, Inc.

- FACILITIES**
250 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily EST.

- AGENCY COMMISSION**
15/0 time only; 15th of following month.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62d, 62e.
Announcement Packages not combinable except when
renewed without interruption; cancellations subject
to short rate.
Affiliated with American Entertainment Network.

TIME RATES

No. 10 ET 7/1/68—Rec'd 5/23/68.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
1x 52x 104x 156x 260x 520x 1040x
1 min..... 17.00 16.00 15.00 14.00 13.00 12.00 11.00
20/30 sec..... 12.75 12.00 11.25 10.50 9.75 9.00 8.25
10 sec..... 8.50 8.00 7.50 7.00 6.50 6.00 5.50
- CLASS AA**
1 min..... 14.00 13.00 12.00 11.00 10.00 9.00 8.00
20/30 sec..... 10.50 9.75 9.00 8.25 7.50 6.75 6.00
10 sec..... 7.00 6.50 6.00 5.50 5.00 4.50 4.00
- CLASS A**
1 min..... 11.00 10.00 9.00 8.00 7.00 6.00 5.00
20/30 sec..... 8.25 7.50 6.75 6.00 5.25 4.50 3.75
10 sec..... 5.50 5.00 4.50 4.00 3.50 3.00 2.50

- PACKAGE PLANS**
SATURATION PACKAGES
CLASS AAA
12 ti 18 ti 24 ti 36 ti
1 min..... 14.00 13.00 12.00 11.00
20/30 sec..... 10.50 9.75 9.00 8.25
10 sec..... 7.00 6.50 6.00 5.50
- CLASS AA**
1 min..... 11.00 10.00 9.00 8.00
20/30 sec..... 8.25 7.50 6.75 6.00
10 sec..... 5.50 5.00 4.50 4.00
- CLASS A**
1 min..... 8.00 7.00 6.00 5.00
20/30 sec..... 6.00 5.25 4.50 3.75
10 sec..... 4.00 3.50 3.00 2.50
Saturation Packages may be cross combined to earn
numerical frequency. Not subject to retroactive dis-
count.

Put Your Message To

WIRK

For No. 1 Results
in the PALM BEACHES

WIRK dominates the Palm Beaches by a wide margin with No. 1 rankings almost any way you look at the new Pulse*!

No. 1 avg. 1/4-hr. estimates, M-F, in:

- home shares, total adults, and total persons during every day-part, 6 AM-Midnight
- Total women during the daytime day-parts, 6 AM-7 PM
- Total men during morning drive-time, 6-10 AM

No. 1, cumulative estimates in:

- daily households
- weekly households, men, women, and total persons

*Pulse, West Palm Beach Metro Area, Nov.-Dec '68

WIRK

1290 RADIO

5000 WATTS DAY—1000 WATTS NIGHT

WEST PALM BEACH, FLORIDA

Represented by Jack Masla & Co., Inc.

FLORIDA

WLIZ

1959

LAKE WORTH

Media Code 4 210 9045 7.00
Gold Coast Broadcasting Co., Box 71, 1939 7th Ave.
N., Lake Worth, Fla. 33460. Phone 305-585-5533.

- PERSONNEL**
President—Sam C. Phillips.
Gen'l Mgr. & Prog. Dir.—Dave Wobster.
- FACILITIES**
500 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21b, 22b, 23a, 25c, 28b, 28c, 33a.
Contracts: 40a, 41, 44a, 44b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70c, 71a, 72.
Prod. Services: 80.

TIME RATES

ET 12/1/67—Rec'd 12/20/67.

- SPOT ANNOUNCEMENTS**
1x 27x 53x 105x 209-
1 min..... 6.00 5.50 5.25 4.75 4.50
30 sec..... 4.50 4.00 3.75 3.25 3.00
- PROGRAM TIME RATES**
1x 13x 26x 52x 104x 156x 260x
1 hr..... 75.00 72.00 69.00 66.00 63.00 60.00 57.00
1/2 hr..... 42.00 39.75 37.50 36.00 34.50 33.00 31.50
1/4 hr..... 25.50 24.75 24.00 22.50 21.00 19.50 18.00
10 min..... 18.00 16.75 15.75 14.50 13.50 12.00 11.25
5 min..... 9.00 8.50 8.25 7.75 7.50 7.00 6.75
- PARTICIPATING PROGRAMS**
Breakfast For Two—Mon thru Sat 9-11 am.
Spanish Hour—Sat & Sun 6:05-7 am.
Finnish—Sun 8-9 am.
Flat..... 4.00

WPBF (FM)

1964

WEST PALM BEACH

Media Code 4 210 9090 3.00
Ken-Sell, Inc., Box 2148, West Palm Beach, Fla.
33402. Phone 305-965-9211.

- PERSONNEL**
Pres. & Gen'l Mgr.—Joseph S. Field, Jr.
Commercial Manager—Rome J. Hartman.
Program Director—Bob Monroe.
- REPRESENTATIVES**
Jack Masla & Company, Inc.
- FACILITIES**
ERP 27,000 w.; 107.9 mc.
Operating schedule: 24 hours daily EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with American FM Network.

TIME RATES

No. 2 ET 8/1/68—Rec'd 5/31/68.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Fri 3-11 pm; Sat & Sun noon-11 pm.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-midnight.
B—Sun thru Sat 11 pm-8 am.
1 MIN: 1x 6x 12x 18x
AA..... 10.00 7.50 6.00 5.00
A..... 8.00 6.00 5.00 4.50
Class B—flat, per minute, 4.00.

WQXT

1941

A KNIGHT QUALITY STATION

Media Code 4 210 9135 6.00
Palm Beach Broadcasting Corp., Box 2631, Palm
Beach, Fla. 33480. Phone 305-582-7041.

- STATION'S PROGRAMMING DESCRIPTION**
WQXT: Programmed for adults.
NEWS: network news feed, news on hour, news of world, hotline reports, etc. 6-9 am music and news.
10-11 am personality feature show. Topical discussion with 2 regular air personalities and special guests.
1-3 pm music. 3-5 pm drive time, music, news, business. 5-7 pm news, weather, sports, and feature programs with 5 min stock market report. 7 pm-1 am middle-of-the-road music, weather, boating and fishing reports used throughout day. Contact Representative for further details. Rec'd 5/9/68.

- PERSONNEL**
General Manager—Ralph H. Grover.
Station Manager—Ted Dela Court.
- REPRESENTATIVES**
Miami—Advertising Representatives Inc.
Boston—Knight Quality Stations Sales Offices: See Rep & S/O pages.
- FACILITIES**
500 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WVOX (FM)
Affiliated with NBC Radio Network.
Member: Knight Quality Stations (Florida).

TIME RATES

ET 1/1/69—Rec'd 4/11/69.

(This listing continued on next page)

FLORIDA

West Palm Beach—WQXT—Continued

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min.	15.00 14.00 13.00	12.00	11.00	10.00
30 sec.	12.00 11.20 10.60	9.80	9.00	8.20
10 sec.	7.50 7.00 6.50	6.00	5.50	5.00

7. PACKAGE PLANS

WEEKLY VOLUME PLANS/DRIVE TIMES		ROTATE 6-10 am or 4-8 pm	
PER WK, EA:	10 ti 20 ti	30 ti	40 ti
1 min.	10.00 9.00	8.50	8.00
30 sec.	8.00 7.20	6.80	6.40
10 sec.	5.00 4.00	4.25	4.00

HALF & HALF
(50% Drive Rotate, 50% ROS)

1 min.	9.00 8.00	7.50	7.00
30 sec.	7.20 6.40	6.00	5.60
10 sec.	4.50 4.00	3.75	3.50

VOLUME PLANS—ROS
(At station's discretion)

1 min.	8.00 7.00	6.50	6.00
30 sec.	6.00 5.60	5.20	4.80
10 sec.	4.00 3.50	3.25	3.00

8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr.	100	80	70	65
1/2 hr.	60	55	45	40
1/4 hr.	40	37	31	28
10 min.	30	28	24	22
5 min.	20	19	18	17

WWOS (FM)

1957
PALM BEACH
A Knight Quality Station
Media Code 4 210 9180 2.00
Palm Beach Broadcasting Corp., Box 2251, Palm Beach, Fla. 33480. Phone 305-582-7041.

STATION'S PROGRAMMING DESCRIPTION
WWOS (FM): Entire broadcast day devoted to general popular music, weather, boating reports, network news on hour, late stock market reports, 5 min stock market summary M-F, 2 hours of classical music nightly M-F, 8-10 pm. Contact Representative for further details. Rec'd 5/9/68.

- PERSONNEL**
General Manager—Ralph H. Grover.
Station Manager—Ted DeLa Court.
- REPRESENTATIVES**
Miami—Advertising Representatives, Inc.
Boston—Knight Quality Stations Sales Offices: See Rep & S/O pages.
- FACILITIES**
ERP 100,000 w.; 97.6 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WQXT
Affiliated with NBC Radio Network.
Member: Knight Quality Stations (Florida).

TIME RATES
ET 1/1/69—Rec'd 4/11/69.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min.	15.00 14.00 13.00	12.00	11.00	10.00
30 sec.	12.00 11.20 10.60	9.80	9.00	8.20
10 sec.	7.50 7.00 6.50	6.00	5.50	5.00

7. PACKAGE PLANS

WEEKLY VOLUME PLANS/DRIVE TIMES		ROTATE 6-10 am or 4-8 pm	
PER WK, EA:	10 ti 20 ti	30 ti	40 ti
1 min.	10.00 9.00	8.50	8.00
30 sec.	8.00 7.20	6.80	6.40
10 sec.	5.00 4.00	4.25	4.00

HALF & HALF
(50% Drive Rotate, 50% ROS)

1 min.	9.00 8.00	7.50	7.00
30 sec.	7.20 6.40	6.00	5.60
10 sec.	4.50 4.00	3.75	3.50

VOLUME PLANS—ROS
(At station's discretion)

1 min.	8.00 7.00	6.50	6.00
30 sec.	6.00 5.60	5.20	4.80
10 sec.	4.00 3.50	3.25	3.00

8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr.	100	80	70	65
1/2 hr.	60	55	45	40
1/4 hr.	40	37	31	28
10 min.	30	28	24	22
5 min.	20	19	18	17

WXVI

1959
RIVIERA BEACH
Media Code 4 210 9200 8.00
Beach Broadcasting Corp., Box 1800, West Palm Beach, Fla. 33402. Phone 305-683-1800.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bertram Lebar, Jr.
Vice-Pres. & Gen'l Sales Mgr.—Jay Solomon.
Comptroller—Vergie E. Boyd.
- REPRESENTATIVES**
Weed Radio Corporation.
David Carpenter Company.

- FACILITIES**
1,000 w.; 1600 kc.
Directional—night only.
Operating schedule: 8-3 am. EST.
- AGENCY COMMISSION**
15/0; rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 26, 28b, 29a.
Contracts: 40a, 42a, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
No. 16 ET 1/1/69—Rec'd 1/13/69.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min.	10.00 9.50 9.00	8.50	8.00	7.50
30 sec.	8.00 7.50 7.00	6.50	6.00	5.50
10 sec.	5.00 4.50 4.00	3.50	3.00	2.50

7. PACKAGE PLANS

WEEKLY VOLUME PLANS/DRIVE TIMES		ROTATE 6-10 am or 4-8 pm	
PER WK, EA:	10 ti 20 ti	30 ti	40 ti
1 min.	10.00 9.50	9.00	8.50
30 sec.	8.00 7.50	7.00	6.50
10 sec.	5.00 4.50	4.00	3.50

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	26 wk—10%	39 wk—15%	52 wk—20%
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8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr.	100	80	70	65
1/2 hr.	60	55	45	40
1/4 hr.	40	37	31	28
10 min.	30	28	24	22
5 min.	20	19	18	17

WINDERMERE

Orange County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WVCF

1961
Media Code 4 210 9225 5.00
American Homes Stations, Box 15550, Conroy Rd., Orlando, Fla. 32808. Phone 305-295-7853.

- PERSONNEL**
President—Louis C. Christiansen.
General Manager—Forrest Thompson.
Dir. Eng. & Oper.—James Bruton.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21b, 23a, 24b, 28b, 28c, 29b.
Contracts: 40a, 42b, 44a, 45, 47a, 51a.
Comb.: Cont. Discounts: 60a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES
No. 2 N ET—Rec'd 12/8/67.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min	5.00 4.75 4.50	4.25	4.00	3.75
30 sec	3.50 3.25 3.00	2.75	2.50	2.00

8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr.	50	47	44	41
1/2 hr.	30	27	24	21
1/4 hr.	20	18	16	15
5 min.	16	15	14	13

WINTER GARDEN

Orange County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WOKB

1958
Media Code 4 210 9270 1.00
Everbach Broadcasting Co., Inc., 1011 S. Division St., Orlando, Fla. 32805. Phone 305-425-1632.

STATION'S PROGRAMMING DESCRIPTION
WOKB: Programmed for Negro listener. MUSIC: rhythm and blues, light jazz and gospel. NEWS: 5 min at half hour. Community news and obituaries scheduled 20 min daily. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Everbach.
Station Manager—Bruce E. Webb.
- REPRESENTATIVES**
San Francisco—Advertising Sales West.
New York, Chicago—Greener, Hilken, Sears.
South—Bernard I. Ochs Co.
- FACILITIES**
5,000 w. days; 1600 kc. directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
15% on time charges only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b, 16b, 17b, 18b, 19b.
Basic Rates: 21d, 22a, 22b, 23a, 28a, 28c, 29a.
Contracts: 40a, 45, 46, 47e.
Comb.: Cont. Discounts: 60g, 60l, 62d.
Cancellation: 70a, 70c, 71a, 73b.

TIME RATES
ET 7/1/68—Rec'd 7/23/68.
AA—Mon thru Fri 6:30-9 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min.	8.00 7.60 7.20	6.80	6.40	6.00
30 sec.	6.00 5.60 5.20	4.80	4.40	4.00
10 sec.	4.00 3.60 3.20	2.80	2.40	2.00

7. PACKAGE PLANS

WEEKLY VOLUME PLANS/DRIVE TIMES		ROTATE 6-10 am or 4-8 pm	
PER WK, EA:	10 ti 20 ti	30 ti	40 ti
1 min.	8.00 7.60	7.20	6.80
30 sec.	6.00 5.60	5.20	4.80
10 sec.	4.00 3.60	3.20	2.80

8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr.	84.00	48.00	28.00	13.00
1/2 hr.	54.00	30.00	18.00	12.00
1/4 hr.	36.00	20.00	12.00	11.00
10 min.	27.00	15.00	10.00	10.00
5 min.	18.00	10.00	7.00	7.00

WINTER HAVEN (2 AM; 1 FM)

Polk County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WINT

1958
Media Code 4 210 9315 4.00
WINT Radio, Inc., Box 1458, Winter Haven, Fla. 33880. Phone 813-294-3597.

- PERSONNEL**
President—Norman O. Protzman.
Exec. Vice-Pres. & Gen'l Mgr.—Ronald R. Brown.
Sales Manager—Joseph C. Trivette.
- REPRESENTATIVES**
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1300 kc. Directional.
Operating schedule: 5:30 am-local sunset Mon thru Sat; 7:00 am-local sunset Sun. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 25a, 24b, 25a, 25a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: Suwannee Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 8/19/66.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min.	2.50 2.35 2.20	2.05	1.90	1.75
30 sec.	1.75 1.60 1.45	1.30	1.15	1.00
10 sec.	1.00 0.90 0.80	0.70	0.60	0.50

8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr.	1.80	1.70	1.60	1.50
1/2 hr.	1.20	1.10	1.00	0.90
1/4 hr.	0.80	0.70	0.60	0.50
10 min.	0.60	0.50	0.40	0.30
5 min.	0.40	0.30	0.20	0.10

7. PACKAGE PLANS

WEEKLY VOLUME PLANS/DRIVE TIMES		ROTATE 6-10 am or 4-8 pm	
PER WK, EA:	10 ti 20 ti	30 ti	40 ti
1 min.	2.50 2.35	2.20	2.05
30 sec.	1.75 1.60	1.45	1.30
10 sec.	1.00 0.90	0.80	0.70

WSIR

1947
Subscriber to the NAB Radio Code
Media Code 4 210 9360 0.00
Hundred Lakes Broadcasting Corp., Box 633, Lake Howard, Howard Drive, S.W., Winter Haven, Fla. 33880. Phone 813-294-1263.

STATION'S PROGRAMMING DESCRIPTION
WSIR: Programmed for adults until 8 pm, thereafter teen and general interest.
Information and community programs featured, such as live reports from sheriff's department, employment office, 3 live telephone swap shop programs daily. Bulletin board. Remotes on community activities. Frequent contests. MUSIC: 6-7 am country and western, 7 am-8 pm middle-of-road, 8-10 pm current hits, rock. NEWS: network 5 min on hour and half hour, local 7 times daily, 1 mobile unit. FARM: grove reports twice daily, Wall Street 3 times daily. Station editorializes 4 times daily M-F. SPORTS: 29 live college, 18 pro, and delayed high school football games, pro baseball, junior college and high school basketball. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**
General Manager—Larry Rollins.
Sta. & Sales Mgr.—Chuck Bishop.
Program Director—Richard Eyrich.
- REPRESENTATIVES**
Florida—Edwin H. Cohen.
- FACILITIES**
500 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-11:10 pm. EST.

TIME RATES
ET—Rec'd 3/28/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min or less, flat.	3.00	2.50	2.00	1.50
260 per yr, 40 per mo, 10 per wk	3.00	2.50	2.00	1.50
365 per year, 20 per wk, 5 per day	2.50	2.00	1.50	1.00
500+ per year	2.00	1.50	1.00	0.50

8. PROGRAM TIME RATES

FIXED POSITION		156x	260x	312x
1 hr	50	30	20	15
1/2 hr	30	20	15	10
1/4 hr	20	15	10	5
10 min	15	10	5	5
5 min	10	5	5	5

- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 ET 10/1/68—Rec'd 9/30/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		156x	260x	312x
1 min	3.50 2.85 2.30	2.65	2.10	1.90
30 sec	2.65 2.10 1.90	1.65	1.50	1.40
10 sec	1.65 1.50 1.40	1.10	1.05	1.00

7. PACKAGE PLANS

WEEKLY VOLUME PLANS/DRIVE TIMES		ROTATE 6-10 am or 4-8 pm	
PER WK, EA:	10 ti 20 ti	30 ti	40 ti
1 min.	2.70 2.50 2.35	2.20	2.00
30 sec.	2.00 1.85 1.70	1.55	1.40
10 sec.	1.50 1.35 1.15	1.10	1.05

8. PROGRAM TIME RATES

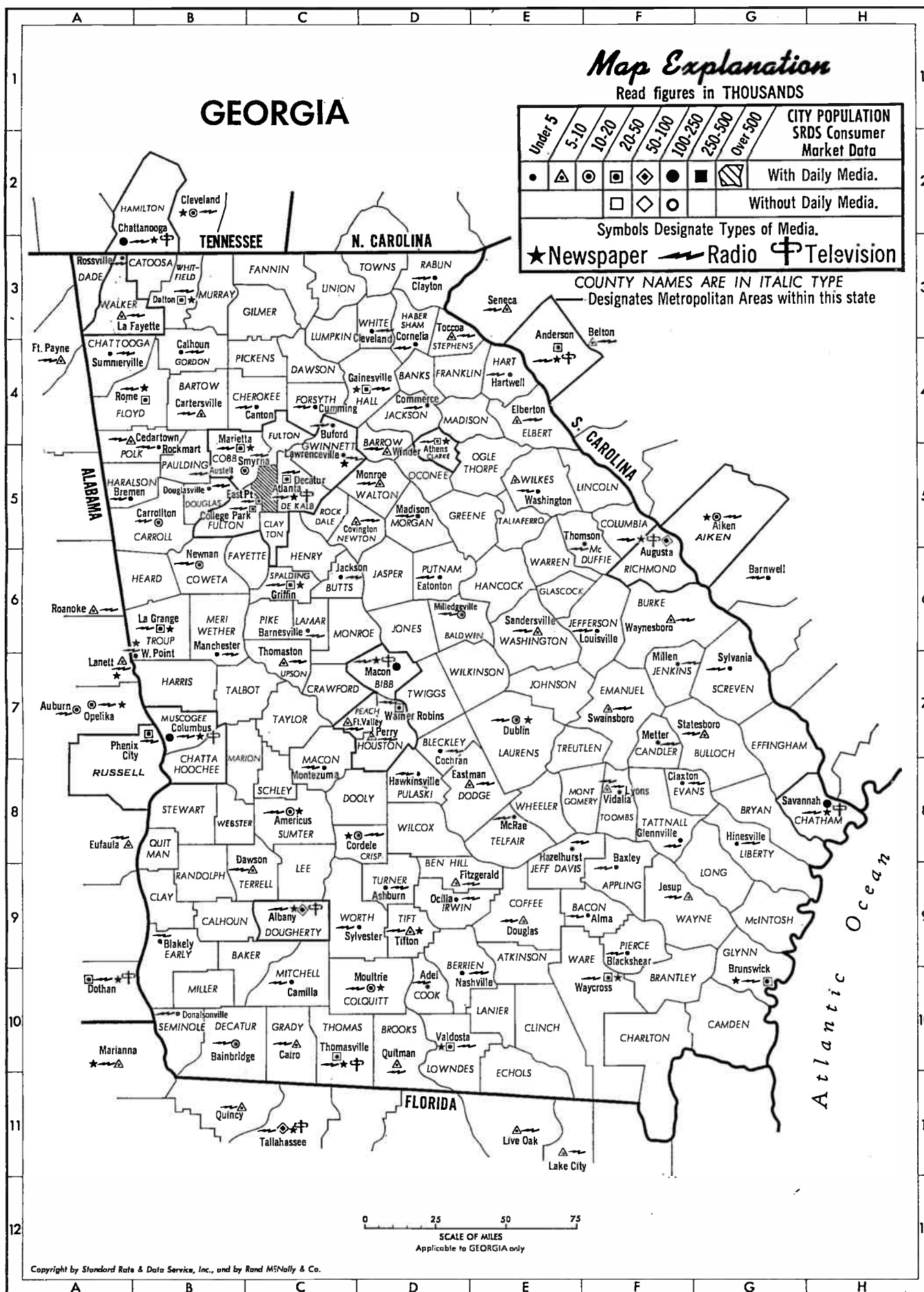
FIXED POSITION		156x	260x	312x
1 hr	15.00	13.50	10.00	7.50
1/2 hr	10.00	9.00	7.0	

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

STATE TOTAL		(January 1, 1969)	
STATE TOTAL	1,312,800	Coweta	11,100
METRO AREAS		Decatur	11,700
Albany	30,300	De Kalb	25,700
Athens	14,200	Dougherty	30,300
Atlanta	293,500	Fulton	245,700
Augusta	72,700	Glynn	13,700
Columbus	70,700	Laurens	12,900
Macon	67,600	Lowndes	17,900
Savannah	78,500	Mitchell	11,100
Total Metros	627,500	Muscogee	44,500
COUNTIES		Richmond	48,400
Baldwin	9,800	Sumter	14,100
Bibb	58,100	Thomas	16,500
Burke	14,700	Troup	17,900
Chatham	78,500	Washington	12,000
Clarke	14,200	Total Counties	708,800



State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1968						Retail Sales—1968										Passen-	Farm	Gross		
STATE	Map Loc.	Population	Households	Per	% Distribution of Families					Total Retail Sales—		By Selected Store Types						Car-	Production	Income		
COUNTY	City	(/1/69)	(/1/69)	Household	3000	5000	8000	10000	15000	Per Household		Food	Drug	General	Home	Auto-	Service	1/1/69	1/1/69	1968		
Metropolitan Area		(000)	(000)	(\$000)	4999	to 9999	10000	14999	15000	(\$000)	(\$)	(\$000)	(\$000)	Mids.	Furn.	(\$000)	(\$000)	(000)	(000)	(\$000)		
HARRIS B-7		11.3	2.93	24,842	8,478	18.0	13.3	12.6	17.2	12.6	6,811	2,325	1,868	199	862	236	1,495	1,059	4.20	.9	3,743	
HART E-4		17.2	4.79	30,758	6,421	21.1	18.4	13.0	16.9	7.5	14,293	2,984	4,336	656	1,239	489	922	2,783	2,588	6.83	3.0	9,797
HEAD B-6		3.8	1.08	10,474	9,698	15.3	12.6	8.6	21.6	20.0	2,617	2,423	471	18	1,627	154	455	2,073	455	2.04	.7	3,318
HENRY C-6		20.9	5.35	38,368	7,172	19.3	17.7	15.1	19.3	11.6	16,980	3,174	4,154	583	2,062	286	591	2,484	2,671	9.09	2.1	5,684
HOUSTON D-7		54.6	14.49	126,128	8,704	15.0	20.3	15.9	23.4	19.7	45,460	4,345	15,450	1,862	4,560	3,088	4,977	13,165	5,757	24.49	1.7	9,932
Warner Robins		30.5	8.72	64,079	7,349	41,593	4,770	10,091	1,237	4,033	2,546	3,793	9,066	3,768
IRWIN D-9		7.5	1.99	16,376	8,229	17.5	12.0	8.2	17.0	15.2	11,823	5,941	2,481	500	439	941	67	1,481	1,135	2.72	2.7	16,973
JACKSON D-4		19.2	5.53	45,035	8,144	20.7	17.8	14.1	18.6	11.7	27,073	4,896	6,881	710	3,261	1,152	823	4,863	1,776	8.58	2.4	15,517
JASPER D-6		4.5	1.24	11,170	9,008	17.9	10.9	9.3	20.2	15.6	6,352	5,123	874	198	831	255	388	2,056	939	1.93	.6	5,153
JEFF DAVIS E-9		9.0	2.33	18,876	8,101	18.5	15.5	11.2	18.5	13.4	16,074	6,899	2,990	546	896	487	642	2,512	787	3.41	1.4	5,264
JEFFERSON F-6		16.7	4.36	27,954	6,411	18.5	12.5	10.0	16.9	10.8	17,855	4,095	4,027	755	1,279	906	676	4,187	2,747	5.41	2.6	11,186
JENKINS F-7		7.9	2.16	17,412	8,061	18.0	12.3	10.2	18.2	14.1	13,702	6,344	2,837	344	464	1,069	510	3,159	1,853	2.71	2.3	8,034
JOHNSON E-7		6.5	1.85	16,659	9,005	17.1	14.9	10.7	20.2	17.3	8,045	4,349	2,140	360	759	161	816	2,199	996	2.99	1.6	5,681
JONES D-6		9.6	2.42	15,768	6,516	20.6	16.6	13.9	18.0	8.3	3,094	1,279	667	171	951	108	84	873	3.87	.7	3,782
LAMAR C-6		11.1	3.10	24,857	8,018	16.2	16.6	16.3	21.9	14.4	13,440	4,335	3,302	561	519	751	556	4,372	1,501	4.07	.8	3,110
LANIER E-10		4.5	1.19	7,852	6,598	20.8	13.4	11.3	16.4	9.2	6,024	5,062	1,233	235	284	303	2,193	789	1.77	1.0	3,035
LAURENS E-7		34.5	9.51	68,024	7,153	18.5	16.9	12.9	17.3	10.9	48,281	5,077	11,011	1,821	2,831	3,665	2,679	10,812	4,774	12.07	4.8	14,018
LEE C-9		6.1	1.42	8,571	6,036	22.8	15.3	11.4	10.9	5.7	2,786	1,962	721	168	90	164	655	684	2.12	2.1	8,964
LIBERTY G-8		20.5	5.00	28,010	5,602	29.5	24.1	11.5	7.9	2.5	13,757	2,751	3,365	260	1,588	495	522	1,761	2,109	5.06	.4	1,729
LINCOLN F-5		5.3	1.32	8,546	6,474	19.1	14.4	10.5	18.3	10.5	4,455	3,375	1,491	139	231	178	167	1,088	413	2.03	.7	3,180
LONG G-9		4.7	1.25	5,005	4,004	24.1	17.3	10.2	9.1	2.7	2,374	1,899	848	59	474	80	589	589	1.17	.6	1,285
LOWNDES D-10		59.9	16.53	133,202	8,058	18.1	14.1	16.1	21.1	15.3	86,785	5,250	18,431	2,680	7,291	6,679	4,616	19,357	8,252	20.55	3.3	12,123
Valdosta		36.0	10.51	97,496	9,276	77,306	7,355	15,697	2,373	7,025	6,304	4,612	18,521	6,801
LUMPKIN C-3		8.1	2.11	14,031	6,650	20.7	15.7	12.5	16.3	9.3	5,688	2,696	1,920	190	670	241	185	507	653	3.18	1.0	8,590
McDUFFIE F-5		15.1	4.17	25,567	6,131	20.6	15.9	15.0	12.5	8.4	20,228	4,851	5,108	689	1,793	840	1,346	4,911	2,696	5.13	1.5	3,024
McINTOSH G-9		7.3	1.95	10,370	5,318	17.2	16.6	9.6	11.5	7.5	6,237	3,198	1,747	235	278	46	140	1,668	1,426	2.21	754
MACON C-7		13.4	3.38	22,328	6,606	17.9	12.7	10.9	16.2	11.4	15,169	4,488	3,363	507	1,295	285	943	2,782	1,198	3.81	2.8	14,150
MADISON D-4		10.0	2.85	20,244	7,103	21.4	14.6	11.5	17.7	9.5	7,306	2,564	3,085	58	1,304	231	116	826	802	5.60	2.4	11,225
MARION B-7		4.6	1.14	7,630	6,693	19.0	10.8	8.8	15.5	12.1	6,454	5,661	1,606	136	372	44	2,704	418	1.51	.8	5,364
MERIWETHER B-6		19.8	5.20	42,189	8,113	16.1	13.0	12.4	19.7	16.0	18,699	3,596	4,743	774	2,078	827	1,469	2,834	1,921	6.40	2.5	7,700
MILLER B-10		5.2	1.46	10,675	7,312	18.9	13.3	7.9	16.3	11.8	9,031	6,186	1,591	327	355	277	722	1,894	964	2.16	2.4	9,743
MITCHELL C-10		18.7	4.83	39,224	8,121	16.7	12.1	11.5	17.9	15.4	31,430	6,507	6,137	884	7,783	847	1,412	4,051	5,584	5.89	4.7	20,316
MONROE C-6		11.4	2.97	21,165	7,126	18.1	14.8	13.8	18.2	12.8	11,237	3,784	3,164	462	942	633	379	3,365	954	3.73	.8	4,773
MONTGOMERY F-8		4.7	1.22	12,004	9,839	16.9	10.3	8.8	18.9	18.7	3,232	2,649	1,408	129	129	165	254	607	607	2.12	1.2	4,080
MORGAN D-5		9.1	2.42	18,912	7,815	18.5	12.6	12.1	18.5	12.7	12,996	5,370	3,236	307	1,071	598	856	1,616	1,606	3.38	2.5	9,339
MURRAY B-3		11.3	3.10	21,957	7,083	22.5	17.4	14.8	19.4	9.9	9,867	3,183	2,526	321	618	353	152	2,510	1,314	5.29	1.9	7,967
MUSCOGEE B-7		199.5	55.39	466,721	8,426	20.9	22.7	15.8	18.2	12.7	312,876	5,649	56,469	9,737	54,736	21,990	21,896	80,662	26,886	78.05	.4	1,117
Columbus		147.5	43.91	341,414	7,775	293,274	6,679	47,884	9,294	51,745	19,790	80,661	24,240
Columbus Metro Area		267.3	70.88	597,769	8,434	21.0	21.7	16.1	17.6	11.7	348,933	4,923	68,455	10,495	57,432	23,121	23,256	84,964	30,730	97.83
NEWTON D-5		23.9	6.66	50,212	7,539	22.2	20.1	14.6	18.9	10.5	34,341	5,156	9,783	1,148	3,500	1,679	2,324	7,236	3,869	9.60	1.5	7,235
OCONEE D-5		5.4	1.47	12,801	8,708	19.8	14.9	13.4	21.3	13.2	2,275	1,548	1,213	174	321	145	244	147	244	3.19	1.4	4,178
OGLETHORPE E-5		6.1	1.58	11,598	7,341	19.0	13.3	11.4	19.0	10.9	2,914	1,844	721	123	250	155	236	470	815	2.89	1.9	8,012
PAULDING B-5		15.6	4.41	29,905	6,781	24.4	22.9	14.3	14.6	7.6	12,891	2,923	3,625	492	451	979	413	4,119	1,220	6.15	.9	5,739
PEACH D-7		16.7	4.38	29,153	6,656	19.5	18.0	14.0	16.2	10.8	20,281	4,630	5,707	932	1,143	1,209	1,437	4,902	3,073	5.20	1.2	7,991
PICKENS C-4		9.8	2.82	19,143	6,788	21.3	17.4	13.5	17.4	10.3	10,870	3,365	2,204	747	1,393	303	510	1,363	1,198	3.88	.6	4,845
PIERCE F-9		8.5	2.23	17,933	8,042	18.5	12.8	11.3	18.9	13.1	13,342	5,983	4,007	429	348	197	222	2,318	1,111	3.39	3.1	11,206
PIKE C-6		5.5	1.48	13,047	8,816	16.7	11.0	11.9	22.4	15.3	2,654	1,793	985	39	932	101	79	65	267	2.61	1.5	4,374
POLK B-4		27.8	8.19	71,587	8,741	19.5	14.8	16.6	22.1	13.1	38,980	4,759	10,547	1,905	3,017	2,418	2,648	9,803	3,167	11.95	1.5	5,555
PULASKI D-8		8.2	2.33	17,822	7,649	17.1	15.6	13.0	18.3	12.9	15,146	6,500	3,117	312	959	561	823	3,134	928	3.30	1.6	5,565
PUTNAM D-6		7.8	2.01	17,572	8,742	16.7	14.0	12.7	19.9	14.5	13,172	6,553	2,754	329	409	249	484	1,202	1,800	2.66	.7	5,549
QUITMAN B-8		1.6	.41	3,430	8,366	24.8	9.6	7.3	16.9	15.1	695	1,695	370	129	266	66	58	1,729
RABUN D-3		8.2	2.25	13,406	5,958	17.7	16.8	13.6	13.4	7.3	10,220	4,542	2,209	316	728	489	533	2,193	1,230	3.19	.7	1,662
RANDOLPH B-9		9.5	2.55	19,414	7,613	18.2	12.0	9.8	13.9	11.3	10,447	4,097	2,846	513	768	611	620	2,190	612	2.75	2.4	7,914
RICHMOND F-6		165.9	45.22	396,403	8,764	17.8	16.5	17.4	20.2	15.3	299,584	6,625	52,434	8,966	63,195	17,752	15,860	68,508	21,201	60.54	.6	1,871
Augusta		76.4	22.95	210,285	8,163	224,310	9,774	3									

GEORGIA

GEORGIA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Dee Rivers Georgia Group

Comprised of:

WGUN—Atlanta WGOV—Valdosta

WEAS—Savannah
Media Code 4 211 0110 6.00
Mailing address: Box 1443, Valdosta, Ga. 31601.
Phone 912-244-1900.

1. PERSONNEL

Owner, Chrmn. of Board—E. D. Rivers, Jr.
President—John Fulton.
Regional Sales Manager—Daniel A. Haight.

2. REPRESENTATIVES

Starr, Inc.

4. AGENCY COMMISSION

None; all rates net.

5. GENERAL RATE POLICY

Single contract issued for Group buy with one invoice rendered per billing period. Checks payable to Starr, Inc.

Group package discounts applicable within a 52 week contract period. Rate earned during the 52 week contract period may be continued into subsequent contract period.

Rebates in the form of credit are applicable during any 52 week contract period.

Group package rates automatically subject to short rate.

Group rates applicable only for same schedule on all stations, selected, identical frequency and for same product.

TIME RATES

ET—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS

1 min. 26x 52x 156x 260x 312x

1 min. 35.00 31.50 30.40 28.50 27.75 22.25

Northeast Georgia Radio Network

Comprised of:

WDUN—Gainesville WJJC—Commerce

WLET—Toccoa WSNB—Cumming

WDYX—Buford WKVH—Cleveland

Media Code 4 211 0165 0.00

Executive Office—c/o Radio Station WDUN, Box 10, Gainesville, Ga. 30501.

1. PERSONNEL

General Manager—John W. Jacobs, Jr. (WDUN Radio)

2. REPRESENTATIVES

South, Southwest—Dora-Clayton Agency, Inc.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL RATE POLICY

Rates effective September 1, 1965.

Rates received October 5, 1965.

7. PACKAGE PLANS SATURATION SPOT PLAN

PER WK: 1 wk 7 wk 13 wk 26 wk 52 wk

3 ti 10.00 9.75 9.50 9.25 9.00

6 ti 9.75 9.50 9.25 9.00 8.75

10 ti 9.50 9.25 9.00 8.75 8.50

20 ti 9.25 9.00 8.75 8.50 8.25

30 ti 9.00 8.75 8.50 8.25 8.00

40 ti 8.75 8.50 8.25 8.00 7.75

Tobacco Radio Network, The

GEORGIA STATE GROUP

Comprised of:

WAAG—Adel WNGA—Nashville

WDEC—Americus WSIZ—Ocala

WMES—Ashburn WPGA—Perry

WBBK—Blakely WSPB—Quitman

WGRA—Cairo WSNB—Sandersville

WCLB—Camilla WWSN—Statesboro

WCLA—Claxton WIAT—Swainsboro

WMTM—Cordele WSYL—Sylvania

WDMG—Douglas WOGA—Sylvester

WMLT—Dublin WWGS—Tifton

WCEH—Hawkinsville WGOV—Valdosta

WPEH—Louisville WVOP—Valdosta

WDAX—Milledgeville WACL—Waycross

WMGA—Moultrie WBRO—Waynesboro

WGRS—Millen WYDK—Yadkinville

See The Tobacco Radio Network under Regional Radio Networks and Groups.

Woodall, Allen, Stations

Comprised of:

WDAK—Columbus WALG—Albany

Media Code 4 211 0275 7.00

Business Address—Box 1640, 1846 Buena Vista Rd., Columbus, Ga. 31902, Phone 404-322-5447.

1. PERSONNEL

Allen M. Woodall, Jr.

Bernie Barker.

3. FACILITIES

See individual listings.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations

General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.

Basic Rates: 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 28c, 29a.

Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.

Comb.; Cont. Discounts: 60a, 60f.

Cancellation: 70b, 70c, 71a, 72, 73a, 73b.

Prod. Services: 82

Stations may be bought in any combination on one contract—one billing basis.

TIME RATES

ET—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE

DRIVE TIME

(Mon thru Sat 6-9 am & 4-7 pm)

WDAK 18.00 16.00 15.00

WALG 10.00 0.00 8.00

HOUSEWIFE TIME

(Mon thru Sat 0 am-4 pm; all day Sun)

WDAK 6 ti 12 ti 18 ti

WALG 14.00 12.00 11.00

NIGHT TIME

(Mon thru Sun 7 pm-12:30 am)

WDAK 6 ti 12 ti 18 ti 24 ti

WALG 9.00 8.00 7.00 6.00

(*) Fixed position.

GROUP DISCOUNTS

2 stations 5%

ADEL

Cook County—Map Location D-10

See SRDS consumer market map and data at beginning of the State.

WAAG

1955

Media Code 4 211 0330 0.00
Timberland Communications, Inc., Box 508, Adel, Ga. 31820. Phone 912-896-3881.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ralph L. Deen.
Vice-President—W. George Deen, Sr.
Program Director—Terry Permenter.

3. FACILITIES

1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING

See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a.

Rate Protection: 10h, 11h, 12h, 13h, 14, 15a.

Basic Rates: 20b, 21a, 21c, 22a, 24b, 25a, 20, 28a, 33c.

Contracts: 40a, 41, 44a, 44b, 45, 46, 47c.

Comb.; Cont. Discounts: 60a, 60f.

Prod. Services: 80, 82.

Affiliated with KBS.

Member: The Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 6/20/69.

6. SPOT ANNOUNCEMENTS

1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.25 1.75

(*) 3.20 3.00 2.80 2.60 2.40 2.20 1.80 1.40

(*) 30 sec or less

1 hr. 40.00 37.50 35.00 32.50 30.00 27.50 25.00 22.50

1/2 hr. 24.00 22.75 21.00 20.00 18.95 17.50 15.65 14.70

1/4 hr. 16.00 15.10 14.20 13.00 12.50 11.20 9.50 8.25

10 min. 12.00 11.25 10.50 9.75 9.00 8.10 7.75 7.00

5 min. 8.00 7.50 7.00 6.50 6.10 5.50 4.75 3.50

8. PROGRAM TIME RATES

1 hr. 69.00 65.50 61.50 58.50

1/2 hr. 41.50 39.25 37.25 35.50 34.00 32.00 30.50 28.75

1/4 hr. 23.00 21.75 20.75 19.75 18.75 18.00 17.00 16.25

10 min 17.25 16.50 15.50 14.75 14.00 13.25 12.75 12.00

5 min. 12.25 12.00 11.50 11.00 10.50 10.00 9.50 9.00

CLASS A

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS B

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS C

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS D

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS E

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS F

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS G

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS H

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS I

1 hr. 57.50 54.50 51.75 49.25

1/2 hr. 34.50 32.75 30.00 28.50 27.00 25.50 24.50 23.00

1/4 hr. 20.75 19.60 18.75 17.75 17.00 16.25 15.25 14.50

10 min 15.50 14.75 14.00 13.25 12.75 12.00 11.50 11.00

5 min. 10.50 9.75 9.25 8.50 8.00 7.50 7.00

CLASS J

1 hr. 57.50 54.50 51.75 49.25

ALBANY (4 AM; 2 FM)

Dougherty County—Map Location C-9

See SRDS consumer market map and data at beginning of the State.

WALG

WLYB

1962

Media Code 4 211 0805 5.00
Lynne-Yvette Broadcasting Co., Inc., Box 1824,
Albany, Ga. 31702. Phone 912-436-0123.
STATION'S PROGRAMMING DESCRIPTION
WLYB: Programmed for adults. Farm interviews,
market reports, sign-on-8 am. Entertainment 8-10
am with air personalities, quips, time, weather,
traffic, country and western music, 10 am-noon reli-
gious programs, Noon-1:30 pm world, national,
state, and local news, farm market, devotion and
gospel music, 1:30 pm sign-off country and western
music, entertainment, air personalities, traffic reports,
weather, time, informative tidbits. NEWS: network
5 min on hour and half hour. Local area and com-
munity news as it happens. SPORTS: college foot-
ball and major auto races. Sun devoted to religious
programs and gospel music. Contact representative
for further details. Rec'd 7/10/67.

- 1. PERSONNEL**
Mgr. & Farm Dir.—David Fleagle.
Woman's Director—Rosalie L. Ward.
News & Sports Dir.—Bob Lewis.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
South—Henry Harkins, Inc.
- 3. FACILITIES**
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION** 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2h, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 26, 28b,
28c, 29a, 29b, 30, 33.
Contracts: 40a, 42c, 43, 44a, 45, 46, 47a, 48, 49,
51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62a.
Cancellation: 70a, 70d, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Country Music Network.

TIME RATES

ET	Rec'd 2/27/68.
1 min	5.00
30 sec	3.50
10 sec	2.75

- 7. PACKAGE PLANS**
WLYB: 1 min 30 sec 10 sec
10 min 5.00 4.00 3.00
20 min 4.50 3.75 2.25
30 min 4.00 3.35 2.00

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 55 35 22 15 10

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

ALMA

Hacon County—Map Location E-9
See SRDS consumer market map and data at begin-
ning of the State.

WULF

1957

Subscriber to the NAB Radio Code
Media Code 4 211 0660
Queen Broadcasting System, Inc., Drawer 40, U. S.
Hwy. 1, Alma, Ga. 31510. Phone 912-632-4271.

STATION'S PROGRAMMING DESCRIPTION
WULF: Programmed for general interest with slant
toward youth.

- 5** air personalities operate schedule. NEWS: fea-
sured at 20 min before and after each hour, 2-1/2
min each time. Sports and weather items included
on each newscast. Music formula: hit, oldie, hit,
country, hit, up and comer, and repeat. Exceptions:
11 am-noon gospel time and noon-2 pm country music.
Emphasis on local news with many interviews on
beeper, from studio and from three 2-way units.
- SPORTS:** state football, all local high school foot-
ball, baseball and basketball games. Active in broad-
casting many community events. Sun, religious pro-
gramming exclusively. Contact representative for
further details. Rec'd 9/27/68.

- 1. PERSONNEL**
President—Farnell O'Quinn.
General Manager—Bob Moss.
Program Director—Larry Ring.
- 2. REPRESENTATIVES**
Radio Time Sales/International,
Chicago—National Time Sales.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-7:30 pm. EST.
- 4. AGENCY COMMISSION**
None, all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4b, 4d, 5a, 6a, 8.
Basic Rates: 20b, 21a, 23a, 24b, 26, 28b, 28c, 29a,
29b.
Contracts: 40a, 45, 46, 47c.
Comb.: Cont. Discounts: 60a.
Cancellation: 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME			
ET Rec'd 11/11/68.			
6. SPOT ANNOUNCEMENTS	1 min (*)	1 min (*)	1 min (*)
1 x	4.00	3.20	3.12
26 x	3.80	3.05	2.80
52 x	3.60	2.85	2.60
156 x	3.40	2.70	2.40
280 x	3.20	2.55	2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 40.00 24.00 16.00 12.00 8.00

26 x	38.00	22.80	15.20	11.40	7.80
52 x	36.00	21.80	14.40	10.80	7.20
156 x	34.00	20.40	13.60	10.20	6.80
312 x	32.00	19.20	12.80	9.60	6.40
312 x	30.00	18.00	12.00	9.00	6.00
520 x	28.00	16.80	11.20	8.40	5.60
780 x	22.00	13.20	8.80	6.40	4.40
1040 x	20.00	10.50	5.50	4.45	3.00

AMERICUS (2 AM; 1 FM)

Sumter County—Map Location C-8
See SRDS consumer market map and data at begin-
ning of the State.

WDEC

1947

Media Code 4 211 0715 2.00
Americus Broadcasting Co., Box 1309, 605 McGarrath
St., Americus, Ga. 31709. Phone 912-924-3681.

STATION'S PROGRAMMING DESCRIPTION
WDEC: Programmed for adults, young adults with
emphasis on local news and sports. News twice each
hour. High school, college and professional football.
Negro programming daily and Sunday morning. Con-
tact representative for further details. Rec'd 11/4/68.

- 1. PERSONNEL**
Owner—Conway M. Smith.
General Manager—Wayne Moss.
Account Executive—Mary Popwell.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
- 3. FACILITIES**
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6:00-local sunset.
Simultaneous during AM operational hours. For non-
simultaneous facilities see WDEC-FM listing.
- 4. AGENCY COMMISSION**
None, all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 5, 6a,
7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 23b,
24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60c, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME			
ET 5/1/60—Rec'd 4/22/66.			
6. SPOT ANNOUNCEMENTS	1 min	2.50	2.00
	30 sec	2.70	2.20
	15 sec	2.40	1.98

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

WDEC-FM

1964

Media Code 4 211 0716 0.00
Americus Broadcasting Co., Box 1309, 605 McGarrath
St., Americus, Ga. 31709. Phone 912-924-3681.

- 1. PERSONNEL**
Owner—Conway M. Smith.
General Manager—Wayne Moss.
Account Executive—Mary Popwell.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-11 pm.
Antenna ht.: 300 ft. above average terrain.
Simultaneous with WDEC-AM during daytime hours.
For simultaneous rates see that listing.
- 4. AGENCY COMMISSION**
None, all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations.
See WDEC listing for coded regulations.

TIME RATES

Rates are identical to WDEC. See that listing.

WISK

1962

Media Code 4 211 0770 7.00
Sumter Broadcasting Co., Inc., Box 979, Americus
Ga. 31709. Phone 912-924-2778.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—R. E. Lashley, Jr.
- 2. REPRESENTATIVES**
Gene Bollen Company.
- 3. FACILITIES**
5,000 w.; 1,390 kc. Daytime only.
- 4. AGENCY COMMISSION**
15/0; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b,
14b, 15b.
Basic Rates: 20a, 22b, 24b, 25a, 26.
Contracts: 40a, 42a, 45, 46, 47c.
Comb.: Cont. Discounts: 61b, 62b.
Cancellation: 70a, 70c, 73a.

TIME RATES

ET 1/1/68—Rec'd 10/27/67.			
6. SPOT ANNOUNCEMENTS	1 min	4.00	3.70
	30 sec	3.80	3.50
	15 sec	3.60	3.30

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 35.00 30.00 27.00 24.00 20.00

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 28b.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73a.

- 6. SPOT ANNOUNCEMENTS**
5 FIXED SPOTS PER WEEK
1 wk 6 wk 13 wk 20 wk 26 wk
1 min 3.40 3.25 3.10 3.00 2.90
30 sec 3.00 2.85 2.75 2.60 2.40

- 10 FIXED SPOTS PER WEEK**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

- 6. SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

1. PERSONNEL

Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

- 6. SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

- 6. SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

- 6. SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

- 6. SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

- 6. SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.60 2.50 2.40 2.30 2.20

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 30 18 12 9 6

- 10. SPECIAL FEATURES**
Time Signals—ea. .95.
Minimum 10 per day, 5 days, per mo. 125

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Ray L. Mercer.
Traffic—Evelyn J. Mercer.
Sales Representative—Leo F. Mercer.

- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

- 4. AGENCY COMMISSION**
15% on time only; 3% cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a.
Contracts: 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b,
62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

GEORGIA

Athens—WNGC (FM)—Continued

country music and modern country music. Live local shows weekly. Remote facilities for grand openings, sales, shopping centers. Contact Representative for further details. Rec'd 5/26/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—H. Randolph Holder.
Station Manager—(Mrs.) Mary Betts.
Sales Manager—W. Tip Almond.
- REPRESENTATIVES**
Savall/Gates, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 5250 w.; 95.5 mc.
Operating schedule: 5-11 am. EST.
Antenna ht.: 280 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations AM facilities: WGVAU.
Sold in combination with WGVAU, Athens. See that listing for rates.

TIME RATES

ET 3/1/69—Rec'd 5/12/69.

6. SPOT ANNOUNCEMENTS	
1 min 30 sec	1 min 30 sec
1 x..... 4.25 3.75 3.65 x..... 3.00 2.50	
52 x..... 4.00 3.50 730 x..... 2.75 2.25	
104 x..... 3.75 3.25 1040 x..... 2.50 2.00	
156 x..... 3.50 3.00 1460 x..... 2.25 1.75	
280 x..... 3.25 2.75 1825 x..... 2.00 1.50	
10 sec or 20 words: 1.25.	
7. PACKAGE PLANS	
WKLY:	1 min 30 sec
30 tl..... 70 60	
50 tl..... 105 80	
8. PROGRAM TIME RATES	
1x 13x 26x 52x 104x 156x 260x 312x	
1 hr..... 45.00 40.00 35.00 30.00 27.50 25.00 22.50 20.00	
1/2 hr 27.00 24.50 22.00 19.50 17.00 14.50 13.00 9.50	
1/4 hr 17.50 16.00 14.50 13.00 11.50 10.00 8.50 7.00	
5 min..... 11.50 10.50 9.50 8.50 7.50 6.50 5.50 5.00	

WRFC

1948

NAB

Media Code 4 211 0990 1.00
Radio Athens, Inc., Box 1152, 255 S. Milledge,
Athens, Ga. 30601. Phone 404-543-3411.

STATION'S PROGRAMMING DESCRIPTION
WRFC: Programmed for adults, young adults and college.
MUSIC: popular. **NEWS:** emphasis on local news actualities, mobile news fleet with traffic and news reports, network and UPI wire service, news at :30. **SPORTS:** college football, basketball and baseball, selected sports features and regularly scheduled sports shows daily. **AIR PERSONALITIES** handle all segments. Special features: farm quotations, traffic reports from 3 mobile units, local features, remotes for grand openings, etc. Contact Representative for further details. Rec'd 3/7/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—L. H. Christian.
Manager—Charles E. Giddens.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
5,000 w. days; 500 w. nights. 960 kc.
Directional—night only.
Operating schedule: 4:55-2:05 am. EST.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. VI ET 6/1/68—Rec'd 6/7/68.

6. SPOT ANNOUNCEMENTS	
PER YR:	50x 100x 200x 500x 1000x 1500x
PER WK:	1 tl 6 tl 14 tl 21 tl 35 tl 49+
1 min..... 5.00 4.50 4.00 3.50 3.25 3.00	
30 sec..... 4.00 3.60 3.25 2.85 2.65 2.50	
15 sec..... 3.25 2.95 2.60 2.25 2.00 2.00	
100 or more spots per month earn minimum rate.	
Weekly Packages are not combinable to earn a discount for bulk frequency.	
8. PROGRAM TIME RATES	
1/2 hr 25 min 1/4 hr 10 min 5 min	
1 x..... 28.80 25.20 19.20 15.60 9.60	
13 x..... 27.40 24.00 18.25 15.10 9.10	
26 x..... 25.90 22.80 17.30 14.40 8.65	
52 x..... 24.50 21.60 16.30 13.55 8.15	
104 x..... 23.00 20.40 15.10 12.70 7.70	
156 x..... 21.60 19.20 14.40 12.00 7.20	
280 x..... 20.15 18.00 13.50 11.30 6.70	
312 x..... 18.70 16.80 12.50 10.45 6.25	
365 x..... 17.30 15.60 11.60 9.60 6.75	

ATLANTA (16 AM; 7 FM)

(including College Park, Decatur, East Point, North Atlanta, Smyrna)

Atlanta:
Fulton County—Map Location C-4
De Kalb County—Map Location C-5
East Point, Fulton County—Map Location C-4
Decatur, De Kalb County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAOK

1934

ATLANTA

NAB

RAB

Media Code 4 211 1045 3.00
A Capitol Station
WAOK Broadcasting Co., 110 Edgewood Ave., Atlanta, Ga. 30303. Phone 404-688-3773.

STATION'S PROGRAMMING DESCRIPTION
WAOK: Programmed for Negro listener.
MUSIC: popular, rhythm and blues, jazz and gospel. **AIR PERSONALITIES** handle all segments. Taped commercials by air personalities are interchangeable. **NEWS:** 5 min at :30, community oriented. Headlines on hour, 4 man news staff. Editorials 3 times each week 7 times during day. Audience participation, discussions, Sun 1-3 pm. Public affairs discussions and features Sun 3 am-5 pm. Sports capsules 7 times daily featuring local and professional sports personalities. Contact Representative for further details. Rec'd 11/7/67.

- PERSONNEL**
Pres. & Gen'l Sales Mgr.—Stan Raymond.
Vice-Pres. & Prog. Dir.—Zenas Sears.
Station Manager—Ken Goldblatt.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
Capitol Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60c.
Cancellation: 70d, 71a, 75a.
Prod. Services: 80, 81, 82.

TIME RATES

ET 4/1/69—Rec'd 3/5/69.

6. SPOT ANNOUNCEMENTS	
PER WK:	Fixed 6 tl 12 tl 18 tl 24 tl
AAA..... 36.00 34.00 32.00 30.00 28.00	
AA..... 30.00 28.00 26.00 24.00 22.00	
A..... 24.00 22.00 20.00 18.00 16.00	
B..... 15.00 14.00 13.00 12.00 10.00	
26 WEEKS	
AAA..... 34.00 32.00 30.00 28.00 26.00	
AA..... 28.00 26.00 24.00 22.00 20.00	
A..... 22.00 20.00 18.00 16.00 14.00	
B..... 14.00 13.00 12.00 11.00 9.00	
52 WEEKS	
AAA..... 32.00 30.00 28.00 26.00 24.00	
AA..... 26.00 24.00 22.00 20.00 18.00	
A..... 20.00 18.00 16.00 14.00 12.00	
B..... 13.00 12.00 10.00 9.00 8.00	
20/30 SECONDS	
PER WK:	1 WEEK
AAA..... 28.80 27.20 25.60 24.00 22.40	
AA..... 24.00 22.40 20.80 19.20 17.60	
A..... 18.20 17.60 16.00 14.40 12.80	
B..... 12.00 11.20 10.40 9.60 8.80	
26 WEEKS	
AAA..... 27.20 25.60 24.00 22.40 20.80	
AA..... 22.40 20.80 19.20 17.60 16.00	
A..... 17.60 16.00 14.40 12.80 11.20	
B..... 11.20 10.40 9.60 8.80 7.20	

52 WEEKS	
PER WK:	Fixed 6 tl 12 tl 18 tl 24 tl
AAA..... 25.60 24.00 22.40 20.80 19.20	
AA..... 20.80 19.20 17.60 16.00 14.40	
A..... 16.00 14.40 12.80 11.20 9.60	
B..... 10.40 9.60 8.80 7.20 6.40	
10 SECONDS	
PER WK:	1 WEEK
AAA..... 18.00 17.00 16.00 15.00 14.00	
AA..... 15.00 14.00 13.00 12.00 11.00	
A..... 12.00 11.00 10.00 9.00 8.00	
B..... 7.50 7.00 6.50 6.00 5.00	
26 WEEKS	
AAA..... 17.00 16.00 15.00 14.00 13.00	
AA..... 14.00 13.00 12.00 11.00 10.00	
A..... 11.00 10.00 9.00 8.00 7.00	
B..... 7.00 6.50 6.00 5.50 4.50	
52 WEEKS	
AAA..... 18.00 15.00 14.00 13.00 12.00	
AA..... 13.00 12.00 11.00 10.00 9.00	
A..... 10.00 9.00 8.00 7.00 6.00	
B..... 6.50 6.00 5.00 4.50 4.00	

7. PACKAGE PLANS

TAP PLANS	
6-10 am Mon-Sat.....	12 18 24 36
3-7 pm Mon-Sat.....	4 6 8 12
10 am-3 pm, 7 pm-midnight	4 6 8 12
Mon-Sat: Sun all day.....	4 6 8 12
PER WK, EA:	12 tl 18 tl 24 tl 36 tl
1 min.....	25 25 20 17
20/30 sec: 80% of 1 min 10 sec: 50% of 1 min.	

10. SPECIAL FEATURES
Sonny Jackson Special Sports Feature—2-1/2 min.
PM Drive, Sat, ea 40.00.

WAVO

1958

DECATUR

RAB

Media Code 4 211 1100 6.00
Bob Jones University, Greenville, S. C. Atlanta
Phone 404-378-8808.
Mailing address: Box 111, Decatur, Ga. 30031.
Studio: 3589 N. Decatur Rd., Decatur, Ga. 30031.

- PERSONNEL**
President—Dr. Bob Jones, Jr.
Station Manager—Elmer L. Rumminger.
Sales Manager—LaVoy Johnson.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
1,000 w. days; 1420 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAVO-FM.
- AGENCY COMMISSION**
15/0: 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21d, 22a, 23b, 24a, 25a, 28a, 28b, 29a, 29b, 30, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60t, 61a, 62a, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

ET 1/1/69—Rec'd 7/14/69.

6. SPOT ANNOUNCEMENTS	
PER YR:	1x 50x 100x 300x
1 min.....	3.95 3.50 3.25 3.00
30 sec.....	3.00 2.65 2.45 2.25
15 sec.....	2.00 1.75 1.65 1.50
7. PACKAGE PLANS	
PER WK:	10 tl 20 tl 30 tl 40 tl 50 tl 60 tl 90 tl 120 tl
1 min.....	35 65 95 120 135 150 200 240
30 sec.....	28 50 72 90 103 112 150 180
15 sec.....	18 33 48 60 68 75 100 120
DRIVE TIME	
(6:30-9:30 am & 4-6 pm)	
Specified position, extra, 1.00, per spot.	
8. PROGRAM TIME RATES	
PER YR:	3 min 5 min 10 min 1/4 hr 25 min 1/2 hr
1 x.....	13.00 20.00 30.00 40.00 60.00 70.00
52 x.....	6.50 10.00 15.00 20.00 30.00 35.00
156 x.....	6.00 9.00 14.00 19.00 28.00 33.00
280 x.....	5.50 8.00 13.00 18.00 26.00 31.00
312 x.....	5.00 7.50 12.50 17.50 25.00 30.00
FM ONLY	
1 x.....	10.00 15.00 25.00 30.00 50.00 60.00
52 x.....	5.00 7.50 12.50 15.00 25.00 30.00
156 x.....	4.50 7.00 11.50 14.00 23.00 28.00
280 x.....	4.25 6.50 10.50 13.00 21.00 26.00
312 x.....	4.00 6.00 10.00 12.50 20.00 25.00

AM ONLY
When available, 50% applicable FM/AM rate.
AM only time may be offered in periods when another client has purchased the same time for an FM only broadcast.

TFN CONTRACTS
(Minimum 12 months)

FM/AM	
PER MO:	10 min 1/4 hr 25 min 1/2 hr
1 per wk.....	65 85 130 150
5 wky.....	280 380 560 650
6 wky.....	320 440 650 750
FM ONLY	
1 per wk.....	54 65 115 130
5 wky.....	225 280 450 560
6 wky.....	260 320 520 650

WAVO-FM

1962

ATLANTA

Media Code 4 211 1101 4.00
Bob Jones University, Greenville, S. C. Atlanta
phone 404-378-8808.
Mailing address: Box 111, Decatur, Ga. 30031.
Studio: 3589 N. Decatur Rd., Decatur, Ga. 30031.

- PERSONNEL**
President—Dr. Bob Jones, Jr.
Station Manager—Elmer L. Rumminger.
Sales Manager—LaVoy Johnson.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES** ERP 95,600 w.; 94.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 167 ft. above average terrain.
Partial simulcast operation. Operated separately sunset-11 pm. For simulcast facilities see WAVO.
- AGENCY COMMISSION**
15/0: 10 days.
- GENERAL ADVERTISING** See coded regulations
See WAVO listing for coded regulations.

TIME RATES

Rates are identical to WAVO. See that listing.

WBAD

NOTE: The call letters of this station have been changed to:

WSSA

WBIE

MARIETTA

City of license, Marietta, Ga.
Considered by CBS as their Atlanta outlet.
See listing under Marietta, Ga.

WERD

1948

ATLANTA

Independent Negro

Media Code 4 211 1210 3.00
Madison, Inc., 580 Aviation Ave., N. E., Atlanta, Ga.
30303. Phone 404-524-0666.

STATION'S PROGRAMMING DESCRIPTION
WERD: Programmed for Negro listener.
MUSIC: 100% top 40 gospel. Carry programs by national and local ministers during week as well as on Sun. **AIR PERSONALITIES** handle all segments and taped commercials by air personalities are interchangeable. **NEWS:** on hour and church bulletins on half hour. News community oriented. Editorials aired regularly throughout day. Emphasis given to Negro history and culture, aired every second hour. Public affairs discussions held every Sat noon-1 pm. Contact Representative for further details. Rec'd 6/17/68.

- PERSONNEL**
President—Louis O. Hertz.
Vice-Pres. & Gen'l Mgr.—Bert Weiland.
- REPRESENTATIVES**
Greener, Hiken, Sears
Southern—Bernard I. Ochs Co.
- FACILITIES**
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b.
Contracts: 40a.
Cancellation: 70a, 70c, 73b.
Prod. Services: 80, 82.
Commercial content: 13a.

1 hr—58 min 1/2 hr—28 min 1/4 hr—13 min

TIME RATES
No. 5 ET 10/1/68—Rec'd 9/30/68.
AA—Mon thru Sat sign-on-10 am & 3 pm—sign-off: Sun all day.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 min	30 sec
6 wk 13 wk 26 wk 52 wk 6 wk 13 wk 26 wk 52 wk		
6 tl.....	20.00 18.00 16.00 14.00 16.00 14.00 12.80 11.20	
12 tl.....	18.00 16.00 14.00 12.00 14.00 12.80 11.20 9.60	
18 tl.....	17.00 15.00 13.00 11.00 13.00 12.00 10.40 8.80	
24 tl.....	16.00 14.00 12.00 10.00 12.00 11.00 9.60 8.00	
CLASS A		
6 tl.....	18.00 16.50 15.00 13.50 14.40 13.20 12.00 10.80	
12 tl.....	16.00 14.50 13.00 11.50 12.80 11.60 10.40 9.20	
18 tl.....	15.00 13.50 12.00 10.50 12.00 10.80 9.60 8.40	
24 tl.....	14.00 12.50 11.00 9.50 11.20 10.00 8.80 7.60	
8. PROGRAM TIME RATES		
1 hr.....	150.00 14	

WGKA and WGKA-FM
1955 ATLANTA 1955

Sold in Combination: Programmed Separately.

Media Code 4 211 1265 7.00

Strauss Broadcasting Company of Atlanta, 1910 Peachtree Center Bldg., Atlanta, Ga. 30303. Phone 404-521-1190

STATION'S PROGRAMMING DESCRIPTION
WGKA: Programmed for general interest to adult and young adult men and women.

No ad-libs or conversation other than news, sports, MUSIC 90%; includes only film music, showtunes, standards and popular middle-of-the-road. NEWS 10%; national, international, regional and local news under supervision of news director and staff. UPI news wire and UPI audio reports. Twice hourly 5 min news in AM-FM traffic periods, plus one 10 min summary in traffic times. Hourly other times at :25. Updated stock market reports twice hourly. Nationwide weather for air travelers twice daily. Sportscast at 5:55 pm daily. Contact Representative for further details. Rec'd 4/28/69.

1. PERSONNEL
Executive Vice-President—Dan Haylett.
Manager of Operations—Bill McCain.
Sales Manager—Nadene Gray.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Strauss Broadcasting Company Stations: See Rep. & S/O pages.

3. FACILITIES
1,000 w. days; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES: ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 590 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70b, 71a.

TIME RATES
WGKA and WGKA-FM COMBINATION
NATIONAL AND LOCAL RATES SAME
Eff 9/8/68—Rec'd 10/7/68.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	15 sec
1 X	10	14	14	12
26 X	15	13	13	12
52 X	14	12	12	11
104 X	13	11	11	10
156 X	12	10	10	9
250 X	11	9	9	8
312 X	10	8	8	7
520 X	9	7	7	6
1190 X	8	6	6	6

10 sec ID's: 50% of 1-min.

7. PACKAGE PLANS
WGKA and WGKA-FM COMBINATION

PER WK:	1 min	30/20	15/10
6 Plan	14	12	12
12 Plan	12	10	10
18 Plan	10	8	8

MONTHLY PACKAGES

50 Plan	100 Plan
10	9
9	8
8	7

(* 100 per month; no more than 5 per day.
Plans cannot be combined with yearly frequency.

10. SPECIAL FEATURES
WGKA and WGKA-FM COMBINATION
5-MINUTE NEWSCAST & SPORTSCASTS
1x 26x 104x 156x 250x 312x 520x
AA 23 22 21 19 17 15 13
A 21 20 19 17 15 13 11
Includes 1-minute spot, plus open and close ID.
5-MINUTE WEEKEND NEWS PACKAGE
(Divided equally Sat & Sun)
6 tl. 84 10 tl. 120
NEWS BRIEFS & WEATHER
Earned 1-min rate. Includes 30-second spot plus open & close.

WGKA-FM
1955 ATLANTA 1955

Sold in combination: Programmed separately.

Media Code 4 211 1265 5.00

Strauss Broadcasting Company of Atlanta, 1910 Peachtree Center Bldg., Atlanta, Ga. 30303. Phone 404-521-1190

STATION'S PROGRAMMING DESCRIPTION
WGKA-FM: Programmed for general interest to adult and young adult men and women.

No ad-libs or conversation other than news, sports, MUSIC 95%; includes film music, showtunes, standards and popular middle-of-the-road. NEWS 5%; national, international, regional and local under supervision of news director and staff. UPI news wire plus UPI audio reports. Twice hourly 5 min news in traffic AM-FM periods, except one 10 min summary in each traffic period. Hourly other times at :25. Updated stock market reports twice hourly. Weather reports for air travelers three daily. COMMERCIAL POLICY: no more than 2 clustered every 10 minutes. Some classical music in specified periods after 8 pm only. Contact Representative for further details. Rec'd 4/28/69.

1. PERSONNEL
Executive Vice-President—Dan Haylett.
Manager of Operations—Bill McCain.
Sales Manager—Nadene Gray.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Strauss Broadcasting Company Stations: See Rep. & S/O pages.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 590 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See WGKA listing for coded regulations.

TIME RATES
Sold in combination with WGKA.
See that listing for rates.

WGST
1922 ATLANTA

Mutual Broadcasting System



Media Code 4 211 1320 0.00
Georgia Institute of Technology, Box 7888, 165 8th St., N.W., Atlanta, Ga. 30309. Phone 404-875-8441.

1. PERSONNEL
General Manager—Jack Collins.
Commercial Manager—Bill Estes.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 920 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 1:00 a.m. daily. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 29a, 33c.
Contracts: 40a, 41, 44b, 45, 47a.
Comb.; Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70b, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS and Blair Represented Network.

TIME RATES
ER 4/1/67—Rec'd 3/6/67.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun after 7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	CLASS AA	5 tl	10 tl	24 tl	40 tl
1 min	40.00	32.00	28.00	26.00	24.00	22.00
20/30 sec	32.00	25.50	22.50	21.00	19.00	17.50
ID's	24.00	19.00	17.00	15.50	14.50	13.00

CLASS A	5 tl	10 tl	24 tl	40 tl
1 min	28.00	24.00	22.00	20.00
20/30 sec	22.50	19.00	17.50	16.00
ID's	17.00	14.50	13.00	11.00

CLASS B	5 tl	10 tl	24 tl	40 tl
1 min	18.00	16.00	14.00	13.00
20/30 sec	14.50	13.00	11.00	10.50
ID's	11.00	9.50	8.50	7.00

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
PER WK: AA 32.00 30.00 27.50
A 25.00 22.50 20.00
Newscasts, minutes, station breaks and ID's may be combined to earn frequency discounts.
DISCOUNT
52 wks: 10%

WGUN
1947 ATLANTA

Media Code 4 211 1375 4.00
WGUN, Inc., Box 67, A. Des Rivers Station, 217 Ponce de Leon Ave., Decatur, Ga. 30031. Phone 404-373-2521

1. PERSONNEL
President—John Fulton.
Chairman of the Board—E. D. Rivers, Jr.
Program Director—Dave Hill.

2. REPRESENTATIVES
Gill-Perna, Inc.
Stars, Inc.

3. FACILITIES
50,000 w. days; 1010 kc. Non-directional.
Operating Schedule: Sign-on to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 10.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Des Rivers Group and Dee Rivers Georgia Group.

TIME RATES
Rates effective January 1, 1963.
Rates received January 21, 1963.

6. SPOT ANNOUNCEMENTS

1 tl	1 min	30 sec	1 min	30 sec
1 tl	18.00	15.75	15.6	14.70
20 tl	17.10	15.00	15.0	14.00
52 tl	16.25	14.25	14.25	13.30
104 tl	15.45	13.55	13.50	12.65

7. PACKAGE PLANS
SATURATION PACKAGE PLANS

1 wk	13 wk	26 wk	39 wk	
ea	tot	ea	tot	
6 tl	15.00	90.00	14.00	84.00
12 tl	14.00	168.00	13.00	156.00
24 tl	13.00	312.00	12.00	288.00
36 tl	12.00	432.00	11.00	396.00

30 second announcements—75% of 1-minute rate.
10 second announcements—50% of 1-minute rate.
1/3 of spot schedule placed in traffic time when available.
Advertisers spending 156.00 per week for 13 weeks, or its equivalent, qualify for participation in special "Week of Emphasis" promotion.

8. PROGRAM TIME RATES

1 tl	1 hr	1/2 hr	1/4 hr	5 min
1 tl	195.00	81.00	48.60	29.70
26 tl	183.00	76.95	46.20	28.25
52 tl	172.85	73.15	43.90	26.80
104 tl	115.80	69.60	41.75	25.55
156 tl	111.20	66.00	39.85	24.30
260 tl	103.75	62.70	37.70	23.10
312 tl	100.50	59.55	35.80	22.05
520 tl	95.50	56.65	34.00	20.99

WIGO
1946 ATLANTA

Media Code 4 211 1430 7.00
Basic Communications, Inc., Georgian Terrace Hotel, Atlanta, Ga. 30383. Phone 404-875-8511.

STATION'S PROGRAMMING DESCRIPTION
WIGO: Programmed for Negro.
MUSIC: rhythm and blues, gospel and popular. AIR PERSONALITIES all Negro. Community oriented news, 5 min at :55, drive times. Editorials. Ministers 6-11 am Sun. Newsline, sports, horoscope, community news, every hour. Participants in all community activities, fund drives, etc. Remote facilities. Contact Representative for further details. Rec'd 11/9/67.

1. PERSONNEL
President—Emil Mogul.
General Manager—Al McMillan.
Sales Manager—Ken Bryan.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 gross billings less applicable discounts.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 7 ER 5/1/67—Rec'd 4/14/67.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight; Sun 5 am-midnight.
B—Mon thru Sat midnight-5 am.

7. PACKAGE PLANS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 wk	21.50	20.00	18.50	17.00	15.50	14.00
13 wk	20.50	19.00	17.50	16.00	14.50	13.00
26 wk	19.50	18.00	16.50	15.00	13.50	12.00
52 wk	18.00	16.50	15.00	13.50	12.00	10.50

CLASS AA

1 wk	13 wk	26 wk	52 wk
15.50	17.00	15.50	14.00
17.50	16.00	14.50	13.00
18.50	15.00	13.50	12.00
15.00	13.50	12.00	10.50

CLASS B

1 wk	13 wk	26 wk	52 wk
15.00	17.00	15.50	14.00
17.50	16.00	14.50	13.00
18.50	15.00	13.50	12.00
15.00	13.50	12.00	10.50

50% of Class A rate.
30 sec: 80% of 1-min.
MAXIMUM AUDIENCE SATURATION PLAN

PER WK, 1 MIN:	Ea
Plan 1, 12 tl (5AA, 5A, 2B*)	15
Plan 2, 18 tl (8AA, 6A, 4B*)	13
Plan 3, 24 tl (12AA, 8A, 6B*)	12
Plan 4, 30 tl (15AA, 10A, 8B*)	11

(*) or weekends.

WIIN
1949 ATLANTA

Media Code 4 211 1485 1.00
WIIN, Inc., 1365 Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-892-3777.

1. PERSONNEL
President—J. T. Cohen.
General Manager—Robert Powers.
Program Director—Buddy Moore.

2. REPRESENTATIVES
Mackey Radio, Inc.
Detroit—Pearce Sales.

3. FACILITIES
5,000 w. days; 970 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with American Entertainment Network.

TIME RATES
ER 10/14/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec
1 X	25.00	18.75
26 X	23.50	17.50
52 X	22.00	16.50
104 X	20.50	15.25
156 X	19.00	14.25
208 X	17.50	13.00
500 X	15.00	11.25
1000 X	12.50	9.50

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES

PER WK:	EA:	10 tl	15 tl	20 tl	25 tl	35 tl	50 tl
1 wk	20.00	18.00	17.00	16.00	15.00	14.00	13.00
7 wk	19.00	17.00	16.00	15.00	14.00	13.00	12.00
13 wk	18.00	16.00	15.00	14.00	13.00	12.00	11.00
26 wk	17.00	15.00	14.00	13.00	12.00	11.00	10.00
52 wk	16.00	14.00	13.00	12.00	11.00	10.00	9.00

80 SECONDS

1 wk	7 wk	13 wk	26 wk	52 wk
15.00	14.50	14.00	13.50	13.00
17.50	17.00	16.50	16.00	15.50
18.50	18.00	17.50	17.00	16.50
26 wk	13.00	12.50	12.00	11.50
52 wk	12.00	11.50	11.00	10.50

10 SECONDS

1 wk	7 wk	13 wk	26 wk	52 wk
10.00	9.50	9.00	8.50	8.00
7 wk	9.50	9.00	8.50	8.00
13 wk	9.00	8.50	8.00	7.50
26 wk	8.50	8.00	7.50	7.00
52 wk	8.00	7.50	7.00	

GEORGIA

Atlanta—W K L S (FM)—Continued

- 3. FACILITIES**
ERP 100,000 w. (horiz & vert); 96.1 mc. Stereo.
Operating schedule: 6-9 am. EST.
- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 28c, 29a.
Contracts: 40a, 45, 46, 50.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.

No. 8 ERP 5/1/69—Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	104x	260x	520x	1000x
1 min.	8.50	8.00	7.50	7.00	6.50
30 sec.	6.75	6.25	5.50	5.25	4.75
10 sec.	5.50	5.00	4.25	4.00	3.50

7. PACKAGE PLANS

PER WK:	ROS				
	1 wk	2 wk	4 wk	8 wk	13 wk
7 tl.	8.50	8.25	8.00	7.75	7.50
14 tl.	8.25	8.00	7.75	7.50	7.25
21 tl.	8.00	7.75	7.50	7.25	7.00
28 tl.	7.75	7.50	7.25	7.00	6.75
35 tl.	7.50	7.25	7.00	6.75	6.50
42 tl.	7.25	7.00	6.75	6.50	6.25

PER WK:	1 MINUTE				
	1 wk	2 wk	4 wk	8 wk	13 wk
7 tl.	8.50	8.25	8.00	7.75	7.50
14 tl.	8.25	8.00	7.75	7.50	7.25
21 tl.	8.00	7.75	7.50	7.25	7.00
28 tl.	7.75	7.50	7.25	7.00	6.75
35 tl.	7.50	7.25	7.00	6.75	6.50
42 tl.	7.25	7.00	6.75	6.50	6.25

PER WK:	80 SECONDS				
	1 wk	2 wk	4 wk	8 wk	13 wk
7 tl.	6.75	6.50	6.25	6.00	5.75
14 tl.	6.50	6.25	6.00	5.75	5.50
21 tl.	6.25	6.00	5.75	5.50	5.25
28 tl.	6.00	5.75	5.50	5.25	5.00
35 tl.	5.75	5.50	5.25	5.00	4.75
42 tl.	5.50	5.25	5.00	4.75	4.50

PER WK:	10 SECONDS				
	1 wk	2 wk	4 wk	8 wk	13 wk
7 tl.	5.50	5.25	5.00	4.75	4.50
14 tl.	5.25	5.00	4.75	4.50	4.25
21 tl.	5.00	4.75	4.50	4.25	4.00
28 tl.	4.75	4.50	4.25	4.00	3.75
35 tl.	4.50	4.25	4.00	3.75	3.50
42 tl.	4.25	4.00	3.75	3.50	3.25

WLTA (FM)

1963
ATLANTA



HERBERT E. GROSKIN & COMPANY

NAFMB

Media Code 4 211 1650 0.00
Atlanta FM Broadcasters, Box 10586, Station A,
Atlanta, Ga. 30310, Phone 404-755-5047.

- 1. PERSONNEL**
General Manager—Ethel Holley.
- 2. REPRESENTATIVES**
Herbert E. Groskin & Co.
- 3. FACILITIES** ERP 20,000 w.; 99.7 mc. Stereo.
Operating schedule: 7:00-1:00 am. EST.
- 4. AGENCY COMMISSION**
15%; no cash discounts.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Cancellation: 73a.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES
Rates effective May 1, 1965. (Card No. 2.)
Card received April 19, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE	10 sec	15 sec	30 sec	60 sec
1 min.	10.00	12.5	15.00	8.00
15 sec.	9.50	25.0	7.50	7.50
30 sec.	9.00	50.0	7.00	7.00
60 sec.	8.50			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	5 min
15 tl.	70.00	52.50	25.00
30 tl.	67.00	50.00	24.00
15 tl.	63.00	47.00	23.00
60 tl.	60.00	45.00	21.00
125 tl.	57.00	43.00	20.00
250 tl.	54.00	41.00	19.00
500 tl.	51.00	39.00	18.00

No more than 8 1-minute announcements will be scheduled in any 1 hour segment.

CAUTION:

It is inadvisable to use listing information from SRDS Catalogs for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with current information from the latest issue, because current information is safe information.

G02A-5/

WOMN

1964
DECATUR

Subscriber to the NAB Radio Code
Media Code 4 211 1705 2.00

WOMN Radio, 1051 First National Bank Bldg.,
Decatur, Ga. 30030. Phone 404-377-2676.

STATION'S PROGRAMMING DESCRIPTION
WOMN: Fine arts entertainment and news.
MUSIC: 100% classical, originates from live or taped sources. NEWS: national, local, business, cultural news. Morning and afternoon programs include frequent time and weather reports. 1 hour protection on commercials. Rec'd 1/6/60.

- 1. PERSONNEL**
President—Vassar Esslinger.
General Manager—Robert F. John.
Program Director—Joel M. Newman.
- 2. REPRESENTATIVES**
Contact station Sales Manager.
- 3. FACILITIES**
500 w.; 1310 kc. Non-directional.
Operating schedule: 6 am-8 pm. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ERP 1/1/69—Rec'd 1/6/69.

AA—Sun thru Sat 7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 MINUTE			30 sec			10 sec		
	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk
1 wk.	4.00	3.00	2.00	2.80	2.10	1.50			

CLASS A	1 MINUTE			30 sec			10 sec		
	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk
1 wk.	3.00	2.00	1.50	2.10	1.40	1.00			

WPLO

1957
ATLANTA



STONE REPRESENTATIVES, INC.

NAB

RAB

A Plough Inc. Station

Media Code 4 211 1760 7.00
Plough Broadcasting Co., Inc., 805 Peachtree St.
N. E., Atlanta, Ga. 30308, Phone 404-872-5851

- 1. PERSONNEL**
President—Harold R. Krelstein, Memphis.
Vice-Pres. & Gen'l Mgr.—Herb Golombek.
- 2. REPRESENTATIVES**
Stone Representatives, Inc.
- 3. FACILITIES**
5,000 w.; 590 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 on net time. Bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 14 ERP 1/1/69—Rec'd 1/24/60.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Daily 7 pm-midnight.
B—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

I MINUTE ROTATING—LIVE OR TRANSCRIBED	AAA			AA			A		
	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk
1 x	63	58	48	43	52	47	37	32	27
5 x	61	55	46	41	59	52	44	39	34
10 x	59	52	44	39	57	49	42	37	32
150 x	55	48	40	35	53	43	38	33	28
300 x	50	40	36	31	50	40	36	31	26
600 x	47	37	34	29	44	34	32	27	22
1040 x	44	34	32	27	69	57	49	39	34

7. PACKAGE PLANS

SATURATION PACKAGES	1 MINUTE				
	6 tl	12 tl	18 tl	24 tl	30 tl
PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
AAA	354	690	1026	1362	1698
AA	312	588	828	1052	1282
A	264	504	720	912	1082

Not combinable to earn frequency discounts. Multi-products do not combine unless purchased on 1 contract thru 1 agency. Not subject to retro-active discounts. May be cross-combined to earn numerical frequency.

TOTAL AUDIENCE PLAN
(1/3 AAA, 1/3 AA, 1/3 A)

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
Wkly Cost	298	564	804	1008	1170	1320

ROS SUN THRU SAT—BTA

PER WK:	10 tl	25 tl	50 tl
EA	53	48	38

30 sec: 80% of earned 1-min.
20 sec: 70% of earned 1-min.
10 sec: 50% of earned 1-min.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS	PER WK:				
	6 tl	7 tl	12 tl	14 tl	18 tl
AAA	486	541	888	980	1206
AA	426	462	756	854	972
A	324	364	600	658	810
B	294	329	528	588	720

CONSECUTIVE WEEK DISCOUNT

	13 wk—5%	26 wk—10%	52 wk—15%
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WPLO-FM

1946
ATLANTA

RAB

A Plough, Inc. Station
Media Code 4 211 1761 5.00

Plough Broadcasting Co., Inc., 805 Peachtree St.,
N. E., Atlanta, Ga. 30308, Phone 404-872-5851.

- 1. PERSONNEL**
President—Harold R. Krelstein, Memphis.
Vice-Pres. & Gen'l Mgr.—Herb Golombek.
- 3. FACILITIES**
ERP 25,000 w., 103.3 mc.
Antenna ht.: 960 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on net time. Bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
See WPLO listing for coded regulations.

TIME RATES
ERP 5/1/69—Rec'd 4/30/69.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	260x	312x	520x
1 min 15.00	14.00	13.00	12.00	11.00	10.00	9.00
30 sec 12.00	11.00	10.00	9.50	8.50	8.00	7.00

7. PACKAGE PLANS

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	14.00	13.00	12.00	11.00	10.00	9.00
30 sec.	11.00	10.00	0.50	8.00	7.00	6.00

8. PROGRAM TIME RATES

1x	52x	104x	156x	260x	312x	520x
5 min.	20	19	18	17	16	15
1/4 hr.	35	33	31	29	27	25
1/2 hr.	50	47	44	41	38	35
1 hr.	85	81	77	73	69	65

WQXI

1946
ATLANTA



METRO RADIO SALES

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 211 1615 9.00
Pacific & Southern Broadcasting Co., Inc., 2970
Peachtree Rd., N. W., Atlanta, Ga. 30305, Phones
404-261-2970, 404-233-6009.

- 1. PERSONNEL**
President—Arthur H. McCoy.
Vice-Pres. & Dir. of Radio—Kent Burkhardt.
General Manager—Gerald S. Blum.
- 2. REPRESENTATIVES**
Metro Radio Sales.
- 3. FACILITIES**
5,000 w. days; 1,000 w. nights. 790 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23b, 24c, 26a, 27.
Contracts: 40a, 45, 46, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60i.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80, 81, 82.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. A ERP 6/1/68—Rec'd 8/28/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight.
B—Mon thru Sat 10 am-3 pm; Sun 9 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, ROTATING MON-SAT:	1 MINUTE			30 sec			10 sec		
	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk	1 wk	2 wk	4 wk
AA:	60	48	36	58	45	34	54	43	32
Less than 6 tl.	58	45	34	54	43	32	52	42	31
6 tl (1 per day)	58	45	34	54	43	32	52	42	31
12 tl (2 per day)	54	43	32	52	42	31	50	40	30
18 tl (3 per day)	52	42	31	50	40	30	48	38	28

7. PACKAGE PLANS

AM DRIVETIME SPECIALS	PER WK:				
	6 tl	12 tl	18 tl	24 tl	30 tl
1 min 30 sec	40	30	20	15	10
15 tl, flat.	50	40	20	15	10
30 days, only, rate protection.	48	38	20	15	10

HOUSEWIFE SPECIALS
(Rotating Mon-Fri 10 am-3 pm)

PER WK:	10 tl	25 tl	50 tl
15 tl, flat.	40	30	20
20 tl, flat.	38	30	20

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WSB
1922
ATLANTA

NBC Radio Network



Subscriber to the NAB Radio Code
Media Code 4 211 1870 4.00
Cox Broadcasting Corp., White Columns, 1801 W.
Peachtree St. N. E., Atlanta, Ga. 30309. Phone
404-892-3456. TWX 404-527-0199.

- PERSONNEL**
General Manager—Elmo Ellis.
General Sales Manager—Lee Morris.
Program Director—Brent Hill.
- REPRESENTATIVES**
Edward Petry & Company, Inc.
- FACILITIES**
50,000 w.; 750 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 25b, 20a, 30,
33b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60a, 60f, 60i, 61a, 62b
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES
No. 18 Eff 1/1/68—Rec'd 11/4/68.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3:30-7:30 pm.
B—Mon thru Sat 5-6 am, 10 am-3:30 pm & 7:30-
9 pm; Sun 6 am-9 pm.
C—Mon thru Sat 9 pm-5 am; Sun 9 pm-6 am.

PER WK:	1 WEEK	6 TI	12 TI	18 TI	24 TI
AA	93	88	85	83	80
A	79	74	70	68	65
B	68	63	61	59	57
C	37	34	33	30	28

20/30 SEC:	1 WEEK	6 TI	12 TI	18 TI	24 TI
AA	93	88	85	83	80
A	68	63	61	59	57
B	53	50	48	47	45
C	32	29	28	27	25

10 SEC:	1 WEEK	6 TI	12 TI	18 TI	24 TI
AA	49	44	43	41	40
A	42	37	36	35	33
B	37	32	30	29	27
C	21	17	16	15	14

1 MIN:	52 CONSECUTIVE WEEKS	6 TI	12 TI	18 TI	24 TI
AA	84	79	76	75	72
A	71	67	63	61	58
B	61	57	55	53	51
C	33	31	30	27	25

20/30 SEC:	1 WEEK	6 TI	12 TI	18 TI	24 TI
AA	84	79	76	75	72
A	61	57	55	53	51
B	48	45	43	42	41
C	29	26	25	24	23

10 SEC:	1 WEEK	6 TI	12 TI	18 TI	24 TI
AA	44	40	39	37	35
A	38	33	32	31	30
B	33	29	27	26	25
C	19	15	14	13	12

(*) Specified position.
Spots of all lengths may combine to earn weekly frequency discounts. All discounts as earned. Applicable to consecutive week advertisers.
Rateholder: 3 C 1-minute spots weekly or dollar equivalent.

7. PACKAGE PLANS
ROS NIGHTTIME/WEEKEND SPOT PACKAGE
Available Mon thru Fri 9 am-midnight; Sat & Sun 6 am-midnight. Best available position.
PER WK: 6 TI 12 TI 18 TI 24 TI
1 min. 58 55 51 47
20/30 sec. 44 40 37

CLOCKWATCHER SPOT PACKAGE
Available midnight-5 am daily.
1 min. ea. flat. 10 20/30 sec. ea. flat. 8
TIME MENTION PACKAGE
7 days w/ky, ROS throughout 24 hour broadcast day, 9 words of commercial copy.
100 TI per wk. 650

10. SPECIAL FEATURES
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3:30-7:30 pm.
B—Mon thru Sat 5-6 am, 10 am-3:30 pm & 7:30-9 pm; Sun 6 am-9 pm.
C—Mon thru Sat 9 pm-5 am; Sun 9 pm-6 am.

NEWS SPONSORSHIP
1 WEEK

5 MIN, PER WK:	1 TI	3 TI	6 TI	12 TI
AA	132	130	128	124
A	95	92	89	84
B	70	67	64	59
C	53	49	47	45

3 MIN:	1 TI	3 TI	6 TI	12 TI
AA	110	108	105	102
A	79	77	74	70
B	58	56	53	49
C	50	47	45	43

5 MIN, PER WK:	1 TI	3 TI	6 TI	12 TI
AA	119	117	113	112
A	85	83	80	76
B	63	60	58	53
C	48	44	42	40

Programs and spots do not combine for frequency.
15-MINUTE NEWSCASTS
PER WK: 1 WEEK

AA	A	B	C
207	193	186	181
179	165	158	151
157	143	138	133
95	85	82	75

PER WK: 52 CONSECUTIVE WEEKS

AA	A	B	C
186	174	167	163
161	148	140	136
141	129	124	120
85	76	74	67

PER WK: 52 CONSECUTIVE WEEKS

AA	A	B	C
186	174	167	163
161	148	140	136
141	129	124	120
85	76	74	67

IF YOU'RE LOOKING FOR THE ATLANTA RADIO MARKET, YOU'RE LOOKING FOR WSB

More people 18 and older listen exclusively to WSB than listen exclusively to all other stations in the metro Atlanta area combined.

It's a fact. According to the latest ARB* figures, we've got the 18+ audience sewn up between 6 am and midnight, Monday through Sunday.

And that means that this sizable portion of the metro Atlanta audience can only be reached through WSB.

Of course that's not really surprising when you take a look at WSB's record. We reach more than three-quarters of a million different persons in an average week.† And in that number are twice as many adults (18+) as are reached by any other station in the market. And the second largest teen market as well.

Fact is, more people listen to WSB. More different people. And they listen longer.

And we're on top of things in the FM market, too. Because WSB-FM's cume audience is #4 out of all radio stations in the Atlanta market as surveyed by ARB.†

WSB. It's time well spent.

WSB RADIO

Atlanta/AM 750/FM 98.5
NBC Affiliate/Petry & Co. Inc.



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh

*ARB April, May 1969. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

†Total Survey Area.

SKYCOPTER REPORTS
Rotating 7-9 am & 4-6 pm Mon thru Fri. Flat. ea 70.

WSB-FM
1948
ATLANTA



Subscriber to the NAB Radio Code

Media Code 4 211 1871 2.00
Cox Broadcasting Corp., White Columns, 1801 W.
Peachtree St., N. E., Atlanta, Ga. 30309 Phone
404-892-3456.

- PERSONNEL**
General Manager—Elmo Ellis.
General Sales Manager—Lee Morris.
Edward Petry & Company, Inc.
- REPRESENTATIVES**
Edward Petry & Company, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mc.
Operating schedule: 6-1 am Mon thru Sun. EST.
Antenna ht.: 1,520 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 25b, 20a, 30,
33b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/68—Rec'd 11/5/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1 TI	6 TI	12 TI	18 TI	24 TI
1 min.	14	12	10	8	7
20/30 sec.	12	10	8	6	5
10 sec.	10	8	6	5	4

(*) Specified position.
7. PACKAGE PLANS
TIME MENTION PACKAGE
7 days w/ky, ROS throughout 24 hour broadcast day, 9 words of commercial copy.
100 TI per wk. 250

8. PROGRAM TIME RATES

PER WK:	1 TI	6 TI	12 TI	18 TI	24 TI
3/5 min.	20	18	17	16	15

Programs and spots may not be combined to earn weekly frequency.

WSSA
(formerly WBAD)
1959

COLLEGE PARK



Media Code 4 211 1900 9.00
Clayton Broadcasting Co., Inc., Box 752, Forest
Park, Ga. 30050. Phone 404-361-8843.

- PERSONNEL**
General Manager—Van Q. Temple.
Program Director—Jay West.
- REPRESENTATIVES**
Edward Petry & Company, Inc.
- FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25c.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60a, 61a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.

TIME RATES
ET 12/1/66—Rec'd 3/13/67.

6. SPOT ANNOUNCEMENTS

1 min.	1x	13x	26x	52x	104x	208x	312x	520x
5.75	5.50	5.25	5.00	4.50	4.25	4.00	3.50	3.00
3.50	3.40	3.30	3.20	3.00	2.90	2.80	2.80	2.80

7. PACKAGE PLANS

1 min.	5.00	4.85	4.75	4.50	4.00
30 sec.	3.50	3.40	3.30	3.20	3.00

8. PROGRAM TIME RATES

1 hr.	1x	13x	26x	52x	104x	208x	312x	520x
62.00	59.00	56.00	53.00	47.00	45.00	42.00	40.00	38.00
38.00	34.00	32.00	30.00	28.00	26.00	24.00	22.00	20.00
23.00	22.00	21.00	20.00	18.00	17.00	15.00	14.00	13.00
10.50	10.00	9.50	9.00	8.00	7.50	7.00	6.00	5.00

WTJH
1948

EAST POINT

Media Code 4 211 1925 6.00
Southeastern Broadcasting System, P. O. Box 72,
Duckhorn Drive, East Point, Ga. 30044. Diamond
4-2923.

- PERSONNEL**
President—James S. Rivera.
Station Manager—William D. Hill.
- REPRESENTATIVES**
Charles Bernard Co.
- FACILITIES**
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
28a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b,
62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective January 1, 1960.
Rates received February 15, 1960.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	10 sec.
1 time	10.00	7.50
52 times	9.50	7.00
104 times	9.00	6.50
156 times	8.50	6.00
280 times	8.00	5.50
312 times	7.50	5.00

WYNX
1962
SMYRNA

Media Code 4 211 1980 1.00
Jonquil Broadcasting Co., Inc., 2460-A Atlanta St.,
S. E., Smyrna, Ga. 30080. Phone 404-438-6171.
STATION'S PROGRAMMING DESCRIPTION
WYNX: Programmed for adults and young adults.
MUSIC: modern country and western. AIR PERSONALITIES handle all segments. NEWS 10%: local, national and international. Editorialization. SPORTS: each hour. FARM: regular reports. Rec'd 2/1/68.

- PERSONNEL**
President—L. N. Polk.
Sales Manager—Charles A. (Buddy) Barton.
- FACILITIES**
10,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 8.
Rate Protection: 10c, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 22b, 24b, 24c, 25a, 27, 29a,
29b.
Contracts: 46.
Comb.: Cont. Discounts: 60a, 60i, 61c.

TIME RATES
No. 1 ET 7/1/68—Rec'd 9/6/67.

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	52x	104x	208x	312x	520x	1000x
8.00	7.00	6.50	6.00	5.50	5.00	4.00	3.00	2.50
6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00

May be combined to increase frequency.
10 sec: 50% of 1-min.
7. PACKAGE PLANS
WEEKLY SPOT PACKAGE PLANS
Class A—Mon thru Fri sign-on-9 am & 3:30-7 pm.
PER WK: 10 TI 25 TI 50 TI
1 min. 6.50 5.50 5.00
30 sec. 5.50 4.50 4.00

ROS-BTA

1 min.	5.50	4.50	4.00
30 sec.	4.50	3.50	3.00

All Spot Packages may be combined to earn package frequency. ROS packages are subject to preemption by A and Fixed Time.
10 sec: 50% of 1-min.
TIME MENTION PACKAGE
10 times per day, 7 days per week, ROS throughout broadcast day, 8 words of commercial copy, 140.00. Only 2 packages available weekly.

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr
Flat 80 60 40

10. SPECIAL FEATURES
NEWSCASTS
Summary at :60 and :30-1-minute commercial.
*Class A—Mon thru Fri sign-on-9:05 am & 3:30-7:05 pm flat rate 8.00 plus 2.00 production.
ROS, BTA—Flat rate 6.00 plus 2.00 production.
(*) May be combined with Fixed Time spots to earn frequency.

WYZE
1956
ATLANTA

Media Code 4 211 2035 3.00
Atlanta Broadcasting Co., Inc., 1111 Boulevard S. E.,
Atlanta, Ga. 30312. Phone 404-622-1703.

- PERSONNEL**
Gen'l Mgr. & Farm Dir.—Warren Roberts.
News & Sports Director—Jim McRee.
Women's Director—Mary Ann Roberts.
- FACILITIES**
5,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 22a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Discounts on time rates apply to total number of broadcasts for same sponsor in 1 year under original or renewed contract.

TIME RATES
ET 1/1/68—

GEORGIA

Augusta—Continued

WAKN AIKEN, S. C.

City of license, Aiken, S. C.
Considered by ABC Information Network as their
Augusta, Ga. outlet.
See listing under Aiken, S. C.

WAUG 1952 AUGUSTA

Media Code 4 211 2090 8.00
Hunter Group, Inc., Drawer 3364, Augusta, Ga.

- PERSONNEL**
President—Robert W. Hunter, Jr.
30904. Phone 404-722-1302.
Manager—Thomas Doughty,
Program Director—Robert Gordon.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
5,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WAUG-FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b,
62a.
Cancellation: 71a, 73a.
Rates either contracted or earned retroactively. An-
nouncement contracts accepted 30 days before broad-
cast; program 60 days.
Length of commercial copy:
Newcasts: limited to 45 seconds opening/or close,
plus 1 minute copy per each 5 minutes of scheduled
time. No middle commercial breaks on 5 minute news.

TIME RATES
No. 4 ET 1/2/87—Rec'd 10/3/67.

6. SPOT ANNOUNCEMENTS	
1-MINUTE	
Time	Rate
6 ti	7.50 7.00 6.75 6.50 6.25
12 ti	7.25 6.75 6.50 6.25 6.00
20 ti	7.00 6.50 6.25 6.00 5.75
30 ti	6.75 6.25 6.00 5.75 5.50
1-5 announcements, wkly, ea 7.75.	
30 SECONDS	
6 ti	5.50 5.00 4.75 4.50 4.25
12 ti	5.25 4.75 4.50 4.25 4.00
18 ti	5.00 4.50 4.25 4.00 3.75
24 ti	4.75 4.25 4.00 3.75 3.50
30 ti	4.50 4.00 3.75 3.50 3.25
1-5 announcements, wkly, ea 7.75.	
15 SECONDS	
6 ti	3.75 3.25 3.00 2.75 2.50
12 ti	3.50 3.00 2.75 2.50 2.25
18 ti	3.25 2.75 2.50 2.25 2.00
24 ti	3.00 2.50 2.25 2.00 1.75
30 ti	2.75 2.25 2.00 1.75 1.50
1-5 announcements, wkly, ea 4.00.	

WAUG-FM 1952 AUGUSTA

Media Code 4 211 2091 6.00
Hunter Group, Inc., Drawer 3364, Augusta, Ga. 30904.
Phone 404-722-1302.

- PERSONNEL**
President—Robert W. Hunter, Jr.
Vice-Pres. & Mgr.—Thomas Doughty,
Program Director—Robert Gordon.
 - FACILITIES**
ERP 9,000 w.; 105.7 mc.
Operating schedule: 7 am-midnight daily. EST.
Partial simulcast operation. Operated separately local
sunset-midnight. For simulcast facilities see
WAUG.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
See WAUG listing for coded regulations.
- TIME RATES
Rates are identical to WAUG. See that listing.

WBBQ 1946 AUGUSTA



Subscriber to the NAB Radio Code
Media Code 4 211 2145 0.00
Savannah Valley Broadcasting Co., Box 1443, Augusta,
Ga. 30903.

Studio and Offices—1305 Georgia Ave., N. Augusta,
S. C. Phone 803-279-6610.
STATION'S PROGRAMMING DESCRIPTION
WBBQ: Programmed for adults, young adults and
teens.

MUSIC: current hits. **NEWS:** emphasis on local
news actualities with 2 way radio reports from 7
mobile units and 1 walkie talkie, averaging 9 reports
per day on 24 hour basis. 3 newsmen. Network news
and AP machine. Announcers use personality ap-
proach. Contact Representative for further details.
Rec'd 12/8/67.

- PERSONNEL**
President—George G. Weisa.
Exec. Vice-Pres. & Gen'l Mgr.—Edward H. Dunbar.
Commercial Manager—Frank J. Christian, Jr.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 1-5:30 am &
9 am-6 pm. For non-simulcast facilities see WBBQ-
FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
16.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b,
25a, 26, 28a, 29a, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,
40, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 10 ET 1/1/69—Rec'd 11/15/68.

6. SPOT ANNOUNCEMENTS	
CLASS AAA	
Time	Rate
1 min	11.00 10.50 10.00 9.50 9.00 8.50 8.00
20/30 sec	8.25 8.00 7.50 7.25 6.75 6.50 6.00
10 sec	5.50 5.25 5.00 4.75 4.50 4.25 4.00
CLASS AA	
1 min	9.50 9.00 8.00 7.50 7.00 6.50 6.00
20/30 sec	7.25 6.75 6.50 6.00 5.75 5.25 5.00
10 sec	4.75 4.50 4.25 4.00 3.75 3.50 3.25
CLASS A	
1 min	8.00 7.50 7.00 6.50 6.00 5.50 5.00
20/30 sec	6.00 5.75 5.25 5.00 4.50 4.25 3.75
10 sec	4.00 3.75 3.50 3.25 3.00 2.75 2.50

7. PACKAGE PLANS	
SATURATION PACKAGES	
CLASS AAA	
PER WK:	Rate
1 min	10.00 9.50 9.00 8.50
20/30 sec	7.50 7.25 6.75 6.50
10 sec	5.00 4.75 4.50 4.25
CLASS AA	
1 min	8.50 8.00 7.50 7.00
20/30 sec	6.50 6.00 5.75 5.25
10 sec	4.25 4.00 3.75 3.50
CLASS A	
1 min	7.00 6.50 6.00 5.50
20/30 sec	5.25 5.00 4.50 4.25
10 sec	3.50 3.25 3.00 2.75

May be cross-combined to earn numerical frequency.
Not subject to retroactive discounts.

TOTAL AUDIENCE PLAN

Time	Rate
12 ti (4AAA, 4AA, 4A)	92.30 73.00 46.00
18 ti (6AAA, 6AA, 6A)	135.00 102.00 67.00
24 ti (8AAA, 8AA, 8A)	188.00 128.00 84.00
36 ti (12AAA, 12AA, 12A)	234.00 177.00 117.00

WBBQ-FM 1958 AUGUSTA



Subscriber to the NAB Radio Code
Media Code 4 211 2146 8.00
Music of the South, Inc., Box 1443, Augusta, Ga.
30903.

Studio & Offices—1305 Georgia Ave., N. Augusta,
S. C. Phone 803-279-6610.
STATION'S PROGRAMMING DESCRIPTION
WBBQ-FM: Simulcast with WBBQ except Sun 6
am-12M. Sun, instrumental music designed for adult
appal. 2 way radio mobile reports on FM at all
times. Contact Representative for further details.
Rec'd 3/24/69.

- PERSONNEL**
President—George G. Weisa.
Vice-Pres. & Gen'l Mgr.—William D. Lenz, Jr.
Commercial Manager—Frank J. Christian.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 35,000 w. (vert.); 104.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.
Partial simulcast operation. Operated separately
5:30-9 am & 6 pm-1 am. For simulcast facilities
see WBBQ.
- AGENCY COMMISSION**
15% time only. No cash discount.
- GENERAL ADVERTISING** See coded regulations
See WBBQ listing for coded regulations.
Affiliated with MBS Radio Network.

TIME RATES
No. 2 ET 11/1/68—Rec'd 10/10/68.

6. SPOT ANNOUNCEMENTS	
Time	Rate
1 min	4.00 3.70 3.40 3.10 2.80
20/30 sec	2.50 2.40 2.20 2.00
10 sec	1.50 1.40 1.30 1.20 1.10

8. PROGRAM TIME RATES

Time	Rate
1 hr	40.00 37.00 34.00 31.00 28.00
1/2 hr: 60% of hour	10 min: 30% of hour
25 min: 50% of hour	5 min: 20% of hour
1/4 hr: 40% of hour	

WBIA 1946 AUGUSTA



Media Code 4 211 2200 3.00
Augusta Broadcasting Co., Box 129, 1534 Walton
Way, Augusta, Ga. 30904. Phone 404-724-2421.

- PERSONNEL**
Pres. & Gen'l Mgr.—W. Ray Ringston.
Vice-Pres. & Sta. Mgr.—J. R. Owens, Jr.
- REPRESENTATIVES**
The Devney Organization, Inc.
Southeast—James S. Ayers Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00-12:05 am weekdays; 7:00-
12:05 am Sun. EST.
- AGENCY COMMISSION**
15%; no cash discount. Hills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NAB Radio Network.
Member: Southeastern Key Market Network.
Rates for periods longer than 1/2 hour are in exact
proportion to the corresponding 1/2 hour rate.

TIME RATES
Rates effective October 1, 1963. (Card No. 7.)
Card received September 3, 1963.

7. PACKAGE PLANS

1-MINUTE OR 30 SECONDS	
PER WK:	Rate
1 ti	7.00 15 ti..... 5.50
5 ti	6.50 20 ti..... 5.00
10 ti	6.00 25 or more ti..... 4.50

8. PROGRAM TIME RATES

Time	Rate
1 ti	30.00 1/2 hr 1/4 hr 10 min 5 min 20.00 15.00 10.00

WFNL 1962 NORTH AUGUSTA, S. C.

Media Code 4 211 2255 7.00
Central Savannah Area Broadcasting Corp., Box 6306,
N. Augusta, S. C. 29841. Phone 738-4581.

- PERSONNEL**
Owner—Cecil Barnes.
 - REPRESENTATIVES**
Holler Company.
South—C. K. Beaver & Associates, Inc.
 - FACILITIES**
500 w. days; 1800 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
 - AGENCY COMMISSION**
15% - 2% cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Basic Rates: 22b, 23a, 24a, 24b, 28b, 29a.
Contracts: 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with KBS.
- TIME RATES
ET 2/22/69—Rec'd 2/26/69.
6. SPOT ANNOUNCEMENTS
- | Time | Rate |
|----------|------|
| 1 minute | 5.50 |

7. PACKAGE PLANS

Per week:	Each	20 times	Each
5 times	4.50	30 times	3.75
10 times	4.25	30 times	3.50
15 times	4.00	50 times	3.00
20/30 second spots—75% applicable	1-minute rate.		

8. PROGRAM TIME RATES

Time	Rate
1/2 hour	30.00 5 minutes..... 9.00
1/4 hour	20.00

WGAC 1940 AUGUSTA



AVERY-KNOEL, INC.

Subscriber to the NAB Radio Code
Media Code 4 211 2310 0.00
Twin States Broadcasting Co., Box 1131, Augusta,
Ga. 30903.
Studio and offices: Martinez, Ga. Phone 736-8404.
TWX AU 8072.

- PERSONNEL**
Pres. & Gen'l Mgr.—A. D. Willard, Jr.
Station Manager—Ben F. Mayo.
 - REPRESENTATIVES**
Avery-Knoel, Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 580 kc.
Directional—night only.
Operating schedule: 5:00 am-midnight. EST.
 - AGENCY COMMISSION**
15/0 payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.
- TIME RATES
Rates effective August 1, 1963.
Card received July 1, 1963.

6. SPOT ANNOUNCEMENTS

Time	Rate
1 ti	12.00 156 ti..... 8.50
25 ti	11.00 260 ti..... 8.00
62 ti	10.00 520 ti..... 7.50
104 ti	9.00

(*) 1 minute or station break.

7. PACKAGE PLANS

SATURATION PACKAGE	
(0:00 am-10:30 pm)	
PER WK:	Rate
10 ti	8.00 80.00 20 ti..... 7.00 140.00
15 ti	7.50 112.50 25 ti..... 6.50 162.50

8. PROGRAM TIME RATES

Time	Rate
1 ti	72.00 48.00 24.00
26 ti	67.00 45.00 22.00
52 ti	62.00 41.00 21.00
104 ti	57.00 38.00 19.00
156 ti	52.00 35.00 17.00
260 ti	47.00 31.00 15.00
520 ti	42.00 28.00 14.00

WGUS 1958 NORTH AUGUSTA, S. C.



Media Code 4 211 2365 4.00
Broadcasting Associates of America, Inc., Box 1475,
Augusta, Ga. 30903. Phone 803-822-3576.

- STATION'S PROGRAMMING DESCRIPTION**
WGUS: Programmed for general interest. **MUSIC:**
country and western. 6 air personalities, all available
for remote broadcasts from shopping centers, state
fairs, etc. Heavy emphasis on community participa-
tion in programs through personal appearances, two-
way special events, live string bands, etc. **NEWS:** 5
min every hour on hour, headlines every hour at :30,
weather at :15, public service bulletin board every
hour at :45. Gospel selection every hour at :55.
FARM: news aired each morning. Contact Representa-
tive for further details. Rec'd 7/13/67.
- PERSONNEL**
Owner & Pres.—H. C. (Cal) Young, Jr.
Owner & Vice-Pres.—Jesse Glasser.
General Manager—Dirk Warner.
 - REPRESENTATIVES**
Savalli/Gates, Inc.
 - FACILITIES**
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
Partial simulcast operation. Simulcast during AM
operational hours. For separate facilities see WGUS-
FM.
 - AGENCY COMMISSION**
15%; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21b, 22b, 23b, 24b, 25c, 26, 28a,
28c, 29a, 30, 31, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a,
49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Country Music Network.
Sold in combination with WENO, Nashville, Tenn.
10% discount on 2 station purchase.
- TIME RATES
ET 10/1/68—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

Time	Rate
1 min	8.00 7.70 7.35 7.00 6.65 6.30 6.00 5.70
30 sec	6.40 6.15 5.85 5.50 5.30 5.00 4.80 4.50
15 sec	4.00 3.85 3.65 3.50 3.30 3.15 3.00 2.85

8. PROGRAM TIME RATES

Time	Rate
1 hr	60.00 57.00 54.00 51.00 48.00 45.00 42.00 39.00
1/2 hr	40.00 38.00 36.00 34.00 32.00 30.00 28.00 26.00
1/4 hr	20.00 19.00 18.00 17.00 16.00 15.00 14.00 13.00
5 min.	12.00 11.40 10.80 10.20 9.60 9.00 8.40 7.80

(Augusta continued on next page)

GO WITH THE LEADER!

WBBQ

AM / FM AUGUSTA

FM — 100,000 HORIZ. 35,000 VERT. NAB CODE STATION

NO. 1 PULSE RATINGS

Time	Rate
6-10 AM	25%
10 AM-3 PM	26%
3-7 PM	27%
7 PM-12 MID	30%

Metro Pulse, Apr.-May, '69 Total Persons share
THE STATION WITH THE MOBILE NEWS FLEET



STONE REPRESENTATIVES, INC.

WGUS-FM

1967

NORTH AUGUSTA, S. C.

NAB

Media Code 4 211 2366 2.00
Broadcasting Associates of America, Inc., Box 1475,
Augusta, Ga. 30903. Phone 404-822-3576.

- PERSONNEL
President—Cal Young.
Executive Vice-President—Jerry Glaser.
General Manager—Dick Warner.
- REPRESENTATIVES
Bevall/Gates, Inc.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6-12:05 am. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. Operated separately local
sunset-12:05 am. For simulcast facilities see WGUS.
- AGENCY COMMISSION
15/0; time only.
- GENERAL ADVERTISING See coded regulations
See WGUS listing for coded regulations.

TIME RATES

Rates are identical to WGUS. See that listing.

WRDW

1930

AUGUSTA

Media Code 4 211 2420 7.00
J. B. Broadcasting of Augusta, Ltd., Box 1405, Au-
gusta, Ga. 30903. Phone 404-738-2513.
STATION'S PROGRAMMING DESCRIPTION
WRDW: MUSIC: rhythm and blues and gospel 24
hours a day. Contact Representative for further de-
tails. Rec'd 5/5/69.

- PERSONNEL
President—James Brown.
General Manager—Al Garner.
Station Manager—Mal Cook.
- REPRESENTATIVES
Greener, Hilken, Sears.
South—Bernard I. Ochs Co.
- FACILITIES
5,000 w.; 1490 kc. Directional—night only.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION
15%; no cash discount. Bill: payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
28a, 28b.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

- No. 1 ET—Rec'd 5/5/69.
AA—Mon thru Sat 9-9 am & 3-6 pm.
A—Mon thru Sat 9 am-3 pm & 6 pm-1 am; Sun all
day.
B—All other times.
- SPOT ANNOUNCEMENTS—AA
- | | 1 min | 30 sec | 1 min | 30 sec |
|--------|-------|--------|-------|--------|
| 1 x | 8.00 | 6.40 | 7.00 | 5.80 |
| 52 x | 7.60 | 6.10 | 6.65 | 5.35 |
| 104 x | 7.20 | 5.80 | 6.30 | 5.10 |
| 156 x | 6.80 | 5.50 | 5.95 | 4.85 |
| 312 x | 6.40 | 5.20 | 5.60 | 4.60 |
| 624 x | 6.00 | 4.90 | 5.25 | 4.35 |
| 936 x | 5.60 | 4.60 | 4.90 | 4.10 |
| 1248 x | 5.20 | 4.30 | 4.55 | 3.85 |

WTHB

1960

AUGUSTA

Independent Negro

Media Code 4 211 2475 1.00
North Augusta Broadcasting Co., Inc., Box 1584,
Augusta, Ga. 30903. Phone 803-822-3579.

- PERSONNEL
President—Frances B. Bennett.
Vice-President—Leon L. Bennett.
General Manager—Reese Vaughn.
- REPRESENTATIVES
Dore & Allen, Inc.
South, Midwest—Dora Clayton Agency, Inc.
- FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 24c, 25a.
Contracts: 40a, 44a, 44b, 45, 47a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80.
FM facilities: WZZV (FM).
Affiliated with American Entertainment Network.

TIME RATES

- No. N-1 ET 1/1/67—Rec'd 12/16/66.
- SPOT ANNOUNCEMENTS
- | | 1 min | 30 sec | 1 min | 30 sec |
|-------|-------|--------|--------|--------|
| 1 x | 5.50 | 5.20 | 3.12 | 2.80 |
| 52 x | 6.20 | 4.95 | 624 x | 4.90 |
| 104 x | 5.90 | 4.70 | 936 x | 4.55 |
| 156 x | 5.60 | 4.50 | 1248 x | 4.20 |

WZZW (FM)

1968

AUGUSTA

Subscriber to the NAB Radio Code
Media Code 4 211 2487 6.00
North Augusta Broadcasting Co., Inc., Box 1584,
Augusta, Ga. 30903. Phone 803-822-3579.

- STATION'S PROGRAMMING DESCRIPTION
WZZW (FM): Programmed for general interest.
MUSIC: 100% middle-of-the-road foreground music.
NEWS: network every hour, fifteen after hour. Em-
phasis on community affairs reports. Daily financial
reports including stock market quotations. COM-
MERCIAL POLICY: no double spotting, all spots
run alone. Maximum of under 8 commercials (one
minute or less) per hour. Rec'd 6/9/69.

1. PERSONNEL

President—Frances Bennett.
Vice-President—Leon Bennett.
General Manager—Reese J. Vaughn.

2. FACILITIES

ERP 3,000 w. (horiz. & vert.); 103.1 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations
See WTJB listing for coded regulations.
AM facilities: WTJB.
Affiliated with American FM Network.

TIME RATES

ET 7/1/69—Rec'd 7/29/68.

- SPOT ANNOUNCEMENTS

	1x	25x	52x	104x	208x	312x	500x	750+
1 min.	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.15	3.75	3.35	3.00
10 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

Priority position, per spot extra, 1.00.

7. PACKAGE PLANS

SATURATION PACKAGES—10 PER DAY

	1 min	30 sec	10 sec
10 consec. days	890	299	200
3 consec. days	185	100	—

AUSTELL

Cobb County—Map Location B-5
See SRDS consumer market map and data at begin-
ning of the State.

WAXC

1968

NAB

Media Code 4 211 2500 6.00
South Cobb Broadcasting Co., Inc., Box 748, West-
side Dr., Austell, Ga. 30001. Phone 941-8300.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—William G. Brown.
Account Executive—Dianne G. Chappell.
Program Director—Garry M. Kinsey.
- FACILITIES
1,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
None, agencies add commission to rates shown. Pay-
able 10th of month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 15a, 15b.
Basic Rates: 20b, 23a, 24c, 26.
Contracts: 40a, 44a, 51b.
Comb.: Cont. Discounts: 60L.
Cancellation: 71b, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 4/16/68—Rec'd 6/7/68.

- SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	30 ti	60 ti	90 ti	120+
1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

15-WEEK CAMPAIGN
(minimum 15 per wk)

	1 min.	2.00	30 sec.	1.50
SPECIAL SATURATION PACKAGE (3 consecutive days)	15 1-min spots per day, ea	1.85		

8. PROGRAM TIME RATES

(Based on 30-day period)

PER MO:	5 min	1/4 hr	1/2 hr	1 hr
1 ti	8	10	25	45
24+	5	7	20	40

BAINBRIDGE (2 AM; 1 FM)

Decatur County—Map Location B-10
See SRDS consumer market map and data at begin-
ning of the State.

WAZA

1958

Subscriber to the NAB Radio Code
Media Code 4 211 2530 3.00
Sowega Broadcasting, Inc., 110 E. Broughton St.,
Bainbridge, Ga. 31717. Phone 912-246-2035.

- STATION'S PROGRAMMING DESCRIPTION
WAZA: Programmed for adults and young adults.
NEWS: 15 min. 3 times daily, headlines on half
hour. Weather, 4 times each hour. MUSIC: 70%
country and western, 20% middle-of-the-road, 10%
rock. Member UPI. SPORTS: live college football,
local football and basketball. 2 local newsmen. Con-
tact Representative for further details. Rec'd 1/29/69.

- PERSONNEL
Pres. & Sales Mgr.—Glenn T. Williams.
Sec'y/Treas. & Gen'l Mgr.—Roy Simpson.
Station Manager—Ray Read.
- REPRESENTATIVES
David Carpenter Company.
- FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15/0.
- GENERAL RATE POLICY

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/69—Rec'd 2/18/69.

- SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	3.35	2.35	1.85
13 x	3.20	2.25	1.80
28 x	3.10	2.15	1.55
52 x	2.95	2.05	1.45
104 x	2.85	1.95	1.40
156 x	2.60	1.80	1.30
260 x	2.45	1.70	1.25
312 x	2.35	1.60	1.20
384 x	2.20	1.50	1.10

7. PACKAGE PLANS

VOLUME PLAN-ROS
1200 x used within 12 month period, 1-min. 1.75
30 sec: 70% of 1-min.
SATURATION PLAN-ROS
30 spots minimum, minimum of 10 per day must
be used in 7 days. 1.80
SHORTIES
10 second spots minimum of 10 per day 50% of 1-
minute rate.

8. PROGRAM TIME RATES

SPECIFIED TIMES

1 x	1/4 hr	1/2 hr	1 hr	
1 x	5 min	15.00	24.50	37.50
1 x	5 min	5.50	15.8	4.25
26 x	5 min	5.25	25.0	4.00
52 x	5 min	5.00	31.2	3.75
104 x	5 min	4.75	36.4	3.50

WMGR

1946

Media Code 4 211 2585 7.00
The Decatur Broadcasting Co., Box 706, 1609 E.
Shotwell St., Bainbridge, Ga. 31717. Phone 912-246-
1650, 1651.

- Other studios—Donalsonville, Ga.
STATION'S PROGRAMMING DESCRIPTION
WMGR: Programming of general interest.
AIR PERSONALITIES handle all segments. NEWS:
5 min on half hour, national, international, local area,
community. Mobile news units local any time.
FARM: news, market reports, county agent reports.
Guest interviews. SPORTS: football and basketball.
Block programming 5-7 am country and western,
gospel. 7 am-noon popular music. Noon-12:30 pm
national, state, local news. 12:30-1 pm country and
western. 1-3:30 pm old standards. 3:30-5 pm top 60.
5-8 pm popular. 8-11 pm rock and roll. Contact
Representative for further details. Rec'd 11/30/67.

- PERSONNEL
Owner—John A. Dowdy.
General Manager—Joe Hill.
- REPRESENTATIVES
Time Sales, Inc.
Southeastern—Harry J. Cannon Associates.
- FACILITIES
5,000 w. days, 500 w. nights; 930 kc.
Directional night; non-directional days.
Operating schedule: 5 am to 11 pm. EST.
- AGENCY COMMISSION
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 24a, 26b, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b, 62c.
Cancellation: 70a, 70c, 73a.
Affiliated with KBS and MBS Radio Networks.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective December 1, 1964.
Rates received February 28, 1955.

- SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/4	1/2	1/4	1/4	5	1
1 time	40.00	31.00	22.00	13.00	10.00	7.00
50 times	38.60	29.90	21.20	12.50	9.60	6.70
100 times	37.20	28.80	20.40	12.00	9.20	6.40
150 times	35.80	27.70	19.60	11.50	8.80	6.10
200 times	34.40	26.60	18.80	11.00	8.40	5.80
250 times	33.00	25.50	18.00	10.50	8.00	5.50
300 times	31.60	24.40	17.20	10.00	7.60	5.20
350 times	30.20	23.30	16.40	9.50	7.20	4.90

WMGR-FM

1967

Media Code 4 211 2586 5.00
The Decatur Broadcasting Co., Box 706, 1609 E.
Shotwell St., Bainbridge, Ga. 31717. Phone 912-
246-1650, 51.

- Other studios: Donalsonville, Georgia.
STATION'S PROGRAMMING DESCRIPTION
WMGR-FM: 5-7 am gospel music, 7-8 am modern
country music, 8-11 am pop music, 11 am-1 pm
modern country music, 1-11 pm pop music. Contact
Representative for further details. Rec'd 5/9/68.

- PERSONNEL
Owner—John A. Dowdy.
- REPRESENTATIVES
PRO Time Sales, Inc.
Southeastern—Harry J. Cannon Associates.
- FACILITIES
28,000 w.; 97.3 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations
See WMGR for coded regulations.

TIME RATES

ET—Rec'd 3/28/68.

- SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec
1 ti	3.75	2.75
60+	3.00	2.50

- PROGRAM TIME RATES

PER MO:	5 min	1/4 hr	1/2 hr	1 hr
1 ti	10.40	19.50	36.50	58.50
60+	8.50	17.00	32.50	52.00

BARNESVILLE

Lamar County—Map Location C-6
See SRDS consumer market map and data at beginning
of the State.

WBAF

1966

Media Code 4 211 2540 0.00
Barnesville Broadcasting Company, Barnesville, Ga.,
Phone 402-358-1090.

- PERSONNEL
Owner—Wimley Waters.
- Gen'l & Sales Mgr.—Bradley N. Paulson.
- FACILITIES
500 w.; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
20% on tunc; payable 10th of month.

GEORGIA

- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a.
Rate Protection: 11b, 12b, 13b, 14a, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 28b, 28c, 32a.
Contracts: 40a, 42c, 46, 47a, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.

TIME RATES

ET 7/23/66—Rec'd 7/21/66.

- SPOT ANNOUNCEMENTS

1 min	PROGRAM TIME RATES
1 min	2.00
5 min	3.50 1/4 hr. 6.80

BAXLEY

Appling County—Map Location F-9
See SRDS consumer market map and data at begin-
ning of the State.

WUFE

(formerly WHAB)

1954

Media Code 4 211 2695 4.00
WUFE Radio, Box 389, U. S. Hwy. 1, Baxley, Ga.
31513. Phone 367-3000, 3001.

- PERSONNEL
President—Warrnell O'Quinn.
General Manager—Al Graham.
Assistant Manager—Anna Lee Lightsey.
- REPRESENTATIVES
None; all rates net to station.
- FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 4b, 4d, 8a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 26b, 28a, 29a.
Contracts: 40a, 46, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62c.
Cancellation: 73a.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 12/1/66.

- SPOT ANNOUNCEMENTS

	1 MINUTE	8.00
1 x	4.00	3.12
26 x	3.80	520 x
152 x	3.60	780 x
500 x	3.40	1040 x
260	2.80	2.2c

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	24.00	16.00	12.00	8.00
26 x	38.00				

GEORGIA

Blackshear—W B S G—Continued

Consecutive weeks:	5 minutes					
	1	2	3	4	5	6
1-12 weeks	6.00	5.00	5.25	4.50	4.25	3.75
13-25 weeks	5.50	5.25	5.00	4.25	4.00	3.50
26-51 weeks	5.25	5.00	4.75	4.00	3.75	3.25
52 weeks	5.00	4.75	4.50	3.75	3.50	3.00

BLAKELY

Early County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WBBK

Media Code 4 211 2805 9.00
Radio Blakely, Box 568, Cedar Spring Rd., Blakely, Ga. 31723. Phone 912-725-4000.

STATION'S PROGRAMMING DESCRIPTION
WBBK: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min every hour. 6-7 am farm news, weather reports, country music. 7-10:30 am middle-of-the-road music, quips, women's news, homemaking, fashion, book reviews, swap show. 10:30-10:40 am ministerial association. 10:40-11 am gospel, spiritual music. 11 am-noon middle-of-the-road music, quips. Noon-1 pm information hour, news, international, national, state, area and local complete weather news, farm news, fishing reports. 1-3 pm country and western music. 3-6 pm current hits. 6-8 pm middle-of-the-road music. SPORTS: local high school football taped, college football live, pro football live, baseball reports, golf reports, sportscasts daily. Rec'd 7/17/67.

1. PERSONNEL
President—W. C. Woodall, Jr.
Gen'l & Sales Mgr.—Wayne B. Foster.
Program Director—Al Newberry.
2. REPRESENTATIVES
Southern—David Carpenter Company.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 60a, 61b, 62a.
Member: Tobacco Radio Network.

TIME RATES
Rates effective December 1, 1965. (Card No. 2.)
Card received November 1, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE GUARANTEED TIME

11 ti	4.00	3.00	2.75
26 ti	3.75	3.12	2.50
52 ti	3.50	3.00	2.25
104 ti	3.25	2.84	2.00
158 ti	3.00	2.60	1.75

1 MINUTE ROS

11 ti	3.50	2.60	2.25
26 ti	3.25	2.60	2.00
52 ti	3.00	2.50	1.75
104 ti	2.75	2.24	1.50
158 ti	2.50	2.00	1.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	20.00	10.00	5.50

DISCOUNTS

13x-10%	52x-15%	106x-25%
26x-12-1/2%	104x-20%	260x-30%

BREMEN

Haralson County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WWCC

1957

Media Code 4 211 2860 4.00
Bremen Broadcasting Co., WWCC Radio, Box 397, 111 Parkway Circle, Bremen, Ga. 30110. Phone 404-537-3275.

1. PERSONNEL
Pres. & Gen'l Mgr.—James Harold Shedd.
Commercial Manager—James H. Carlisle.
Station Manager—J. D. Shedd.
2. REPRESENTATIVES
Southern—David Carpenter Company.
3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a, 24a, 31.
Contracts: 40a, 45, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c.
Prod. Services: 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1964. (Card No. 3.)
Card received May 4, 1964.

6. SPOT ANNOUNCEMENTS

PER MO:	3.50	60 ti	3.00
11 ti	3.25	90 ti	2.75
30 ti	3.25	90 ti	2.75

Specified times: 20% additional—10-second ID's, 50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

	1/4 hr	10 min	5 min
15 ti	12.00	9.00	6.00
30 ti	10.00	8.00	5.50
60 ti	8.50	7.00	4.50
90 ti	7.50	6.00	4.00

BRUNSWICK (3 AM; 2 FM)

Glynn County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WGIG WGIG-FM

1949 1965
Media Code 4 211 2915 6.00
Golden Isles Broadcasting Corp., Box 10, 801 Mansfield St., Brunswick, Ga. 31520. Phone 912-265-3870.

STATION'S PROGRAMMING DESCRIPTION
WGIG: Programmed for adults and young adults 18-45.
NEWS: state and national networks, also weather network. 5 mobile units, local news 8 times daily. 6 air personalities who are available for remote pick-ups. Endorsements permitted. 5 min news at :30, headlines on hour, 15 min round-ups 3 times daily. MUSIC 85%; 50% current singles, 35% albums, all middle-of-the-road. News 10%. SPORTS: high school, college and professional football, major league baseball, auto races. COMMERCIAL POLICY: 18 minutes between 7-9 am. All others 20 minutes. Contact Representative for further details. Rec'd 7/21/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. J. Thornquest.
Program Director—Charles McPherson.
2. REPRESENTATIVES
Southern—David Carpenter Company.
South—David Carpenter Company.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1440 kc.
Directional—night only.
Operating schedule: 5 am-midnight. EST.
FM FACILITIES
ERP 26,400; 100.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15%; no cash discount. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11c, 12c, 13b, 14a, 18.
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 24b, 25b, 27, 28a, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60g, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABS Radio Network.

TIME RATES
Rates effective January 1, 1958.
Rates received January 2, 1958.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 ti	6.00	104 ti	5.20
13 ti	5.80	260 ti	5.00
26 ti	5.60	812 ti	4.80
52 ti	5.40		

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	40.00	25.00	15.00	10.00	7.50
13 ti	38.00	24.00	14.25	9.50	7.35
26 ti	36.00	23.00	13.00	9.00	7.20
52 ti	34.00	22.00	12.75	8.50	7.05
104 ti	32.00	21.00	11.00	8.00	6.90
260 ti	30.00	20.00	10.75	7.50	6.85
812 ti	28.00	19.00	10.00	7.00	6.70

WMOG

1940

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 211 2970 1.00
Radio Brunswick, Inc., Box 100, Torres Causeway, Brunswick, Ga. 31520. Phone 921-265-5880.

STATION'S PROGRAMMING DESCRIPTION
WMOG: Programmed for adults.
7 Air personalities are available for remote broadcasts. NEWS: network, also AP wire service. Mobile units, 5 major local newscasts daily. MUSIC: middle-of-the-road, featuring the big band sound. SPORTS: high school, college and university football, major league baseball, auto races. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 7/28/69.

1. PERSONNEL
General Manager—John Lane.
Sales Manager—Marvin Massey.
Program Director—Ben Whittle.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0; 10% of following month.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Contracts: 40a, 42d, 44b, 46, 47a, 49.
Comb.; Cont. Discounts: 80f, 80h.
Cancellation: 70b, 70d, 71a.
Prod. Services: 83.
Affiliated with CBS Radio Network.

TIME RATES
Est 11/1/68—Rec'd 9/20/66.

6. SPOT ANNOUNCEMENTS

DRIVE TIME	3.25	12 ti	5.50
PER WK:	ea		ea
Fixed position:	7.25	12 ti	5.50
6 ti	6.25		

HOUSEWIFE TIME

	(Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm)	ea	
PER WK:	5.20	18 ti	4.25
6 ti	4.75	24 ti	3.80

NIGHTTIME

	(Mon thru Sun 7 pm-midnight)	ea	
6 ti	4.25	18 ti	3.25
12 ti	3.80	24 ti	3.00

All spots and packages combinable for frequency.
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	56.25	33.75	20.00	15.80	10.65

WYNN

1966

Media Code 4 211 2999 0.00
Southland Radio, Inc., Box 797, Brunswick, Ga. 31520. Phone 912-264-3820.

STATION'S PROGRAMMING DESCRIPTION
WYNN: Programmed for adults and young adults. NEWS: 5 min roundups at :55, headline capsules at :25. Local news 5 times daily. 3 mobile units, 7 air personalities available for remote pick-ups. Endorsements permitted. MUSIC: 95% modern country western, 15% news, weather and sports. COMMERCIAL POLICY: 18 minutes between 7 am & 9 am, all others 20 minutes. Contact Representative for further details. Rec'd 6/25/68.

1. PERSONNEL
General Manager—James L. Wiggins.
Station Manager—Larry Dean.
Sales Manager—Wayne Stewart.
2. REPRESENTATIVES
South—David Carpenter Company.
Hal Walton & Company, Inc.
3. FACILITIES
500 w.; 790 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WYNN-FM.
4. AGENCY COMMISSION
15/0 time only; payable monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13b, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 30, 32b, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62a.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
Est—Rec'd 11/27/67.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	52x	104x	156x	312x
1 min	5.50	5.00	4.65	4.30	3.95	3.60	3.20
30 sec	4.50	4.00	3.65	3.30	2.95	2.60	2.20

7. PACKAGE PLANS
WEEKLY SATURATION DISCOUNT PACKAGES
10 ti per wk—earned frequency less 5%.
15 ti per wk—earned frequency less 10%.
20+ per wk—earned frequency less 15%.

8. PROGRAM TIME RATES

	1x	15x	25x	52x	104x	156x	312x
1/2 hr	32.00	30.00	28.00	25.75	23.50	21.50	19.25
1/4 hr	21.50	20.00	18.50	17.25	15.75	14.50	12.75
10 min	16.00	15.00	14.00	13.00	11.75	10.75	9.50
5 min.	13.25	12.50	11.50	10.75	9.75	9.00	8.00

WYNN-FM

1966

Media Code 4 211 3000 6.00
Southland Radio, Inc., Box 797, Brunswick, Ga. 31520. Phone 912-264-3820.

1. PERSONNEL
General Manager—James L. Wiggins.
Station Manager—Larry Dean.
Sales Manager—Wayne Stewart.
3. FACILITIES
ERP 35,000 w.; 101.5 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. Operated separately sunrise to 11 pm. For simulcast facilities see WYNN.
4. AGENCY COMMISSION
15/0 time only; payable monthly.
5. GENERAL ADVERTISING See coded regulations.
See WYNN listing for coded regulations.
Affiliated with KBS.

TIME RATES
Rates are identical to WYNN. See that listing.

BUFORD

Gwinnett County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WDYX

1956

Media Code 4 211 3025 3.00
Buford Broadcasting, Inc., Box 807, Buford, Ga. 30518. Phone 404-945-5555, 404-945-9953.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert P. Joseph.
Vice-President—Jacquelin A. Joseph.
News Director—Lewis O'Neal.
3. FACILITIES
5,000 w.; 1460 kc.
Operating schedule: 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25a, 28b, 29b, 33d.

Contracts: 40a, 42c, 44b, 46, 47c, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Northeast Georgia Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 EST 6/1/68—Rec'd 5/9/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 x	4.00	3.50	3.65	2.00

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti
1 min, ea	3.00	2.50	2.30	2.10	2.00

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	1 ti	52 ti	260 ti	365 ti
1/4 hr	13.80	10.20	8.40	7.80
10 min	10.20	8.70	6.90	6.00
5 min	7.20	6.00	4.80	4.20

CAIRO

Grady County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WGRA

1950

Subscriber to the NAB Radio Code
Media Code 4 211 3080 8.00
Grady-Mitchell Broadcasting Co., Brainbridge Rd., Cairo, Ga. 31728. Phone 2-4392.

1. PERSONNEL
General Manager—Lowell E. Takies.
Promotional Manager—Jane Takies.
2. REPRESENTATIVES
Hal Walton & Company, Inc.
Southern—Harry J. Cannon.
3. FACILITIES
1,000 w. days; 700 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 22b, 24b, 25b, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Tobacco Radio Network.

TIME RATES
Rates effective July 1, 1961.
Rates received July 8, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	40.00	22.50	12.50	9.00	4.00	2.75
26 times	27.50	15.00	9.75	6.50	3.75	2.50
52 times	26.00	14.00	8.75	6.00	3.50	2.25
104 times	25.00	13.00	7.75	5.50	3.25	2.00
156 times	24.00	12.00	7.00	5.25	3.00	1.75
312 times	23.00	11.00	6.00	5.00	2.75	1.50

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WEBS
1966



Media Code 4 211 3160 8.00

New Echota Broadcasting, Inc., Box 168, 203 Piedmont St., Calhoun, Ga. 30701. Phone 404-629-2238.

- PERSONNEL**
Manager—William E. Stocks.
Secretary—Emma Jo Stocks.
Program Director—Buddy Grant.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
250 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 25a, 26, 28b, 29c, 30, 33d.
Contracts: 40a, 42d, 45, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
ET Rec'd 5/27/68.

- SPOT ANNOUNCEMENTS**
1 min. 2.00 1.75 1.50 1.25
30 sec. 1.50 1.35 1.20 1.15
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
27.50 14.00 7.50 5.25 4.00

CAMILLA

Mitchell County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WCLB
1954



Media Code 4 211 3190 5.00

Capel Broadcasting Co., Inc., Drawer 113, Camilla, Ga. 31730. Phone 912-338-5614.

- PERSONNEL**
General Manager—R. W. Hilliard.
Sales Manager—Charles Browne.
- REPRESENTATIVES**
Continental Radio Sales.
Southeastern—Harry J. Cannon.
- FACILITIES**
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a.
Affiliated with KBS.
Member: Southeastern Key Market Network, Tobacco Radio Network.

TIME RATES
ET 11/1/67—Rec'd 11/10/67.

- SPOT ANNOUNCEMENTS**
1 min. 4.00 3.75 3.25 2.75 2.50 2.25
30 sec. 3.00 2.75 2.50 2.00 1.65 1.35
- PROGRAM TIME RATES**
1 hr. 40.00 35.00 30.00 27.50 25.00 23.50
1/2 hr. 27.50 25.00 22.00 19.00 16.00 14.50
1/4 hr. 15.00 14.00 13.00 11.00 10.50 10.00
5 min. 7.00 5.00 4.50 4.00 3.50 3.00

CANTON (1 AM; 1 FM)

Cherokee County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WCHK
1957

Media Code 4 211 3245 7.00
The Cherokee Broadcasting Co., Inc., Box 1290, Canton, Ga. 30114. Phone 404-479-2101.

- PERSONNEL**
General Manager—C. A. McClure.
Manager—Byron L. Dobbs.
Program Director—N. J. Tippens.
- FACILITIES**
1,000 w. days; 1200 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
Simultaneous during AM operational hours. For non-simultaneous facilities see WCHK-FM listing.
- AGENCY COMMISSION**
15/0 time only; 20 days.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 24b, 28a, 29a.
Contracts: 40a, 44a, 45.
Comb.; Cont. Discounts: 60a, 62d.
Prod. Services: 8z.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective
Rates received July 26, 1965.

6. SPOT ANNOUNCEMENTS

1 min.	4.75	260	4.50	312	4.25	624	4.00	936	3.80	1200 or more
1 min.	4.75	260	4.50	312	4.25	624	4.00	936	3.80	1200 or more
13 wk.	4.50	312	4.25	624	4.00	936	3.80	1200 or more	2.60	
26 wk.	4.25	624	4.00	936	3.80	1200 or more	2.60			
52 wk.	4.00	936	3.80	1200 or more	2.60					

7. PACKAGE PLANS

10% discount of earned rate for 30 or more announcements per week.

8. PROGRAM TIME RATES

1 hour	40.00					
5 minutes:	1 day	2 day	3 day	4 day	5 day	6 day
1-12 wks.	8.00	14.40	20.40	25.60	30.00	33.60
13-25 wks.	7.60	13.67	19.37	24.32	28.47	31.92
26-51 wks.	7.20	12.95	18.35	23.05	27.00	30.25
52 wks.	6.80	12.25	17.32	21.77	25.47	28.55
10 minutes:	1-12 wks.	12.50	22.50	31.87	40.00	46.87
13-25 wks.	11.87	21.37	30.27	38.00	45.00	49.87
26-51 wks.	11.25	20.25	28.67	36.00	42.18	47.25
52 wks.	10.62	19.12	27.07	34.00	39.83	44.62
1/4 hour:	1-12 wks.	16.00	28.80	40.80	51.20	60.00
13-25 wks.	15.20	27.35	38.77	48.65	57.00	63.85
26-51 wks.	14.40	25.92	36.72	46.07	54.00	60.47
52 wks.	13.60	24.47	34.67	43.32	51.00	57.12
1/2 hour:	1-12 wks.	24.00	43.20	61.20	76.80	90.00
13-25 wks.	21.60	38.87	55.07	69.12	81.00	90.72
26-51 wks.	20.40	36.72	52.00	65.27	76.47	85.67

WCHK-FM
1964

Media Code 4 211 3246 5.00
Cherokee Broadcasting Co., Inc., Box 1290, Canton, Ga. Phone 404-479-2101.

- PERSONNEL**
President—C. A. McClure.
Gen'l & Sta. Mgr.—Byron L. Dobbs.
Program Director—N. J. Tippens.
- FACILITIES**
ERP 3,000 w.; 105.6 mc.
Operating schedule: 5:00 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simultaneous operation with WCHK-AM. For simultaneous rates, see WCHK-AM, WCHK-FM listings.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See WCHK listing for coded regulations.

TIME RATES

Rates effective July 28, 1965.

1 min.	4.75	260	4.50	312	4.25	624	4.00	936	3.80	1200 or more
13 wk.	4.50	312	4.25	624	4.00	936	3.80	1200 or more	2.60	
26 wk.	4.25	624	4.00	936	3.80	1200 or more	2.60			
52 wk.	4.00	936	3.80	1200 or more	2.60					

Announcements are limited to 125 words or 1-minute transcribed. Rates are determined by the number of announcements contracted for in 12 months period.

7. PACKAGE PLANS
10% discount of earned rate for 30 or more announcements per week.

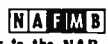
8. PROGRAM TIME RATES

1 hr.	40.00					
5 MIN:	1 day	2 day	3 day	4 day	5 day	6 day
1 wk.	8.00	14.40	20.40	25.60	30.00	33.60
13 wk.	7.50	13.67	19.37	24.32	28.47	31.92
26 wk.	7.20	12.95	18.35	23.05	27.00	30.25
52 wk.	6.80	12.25	17.32	21.77	25.47	28.55
10 MIN:	1 wk.	12.50	22.50	31.87	40.00	46.87
13 wk.	11.87	21.37	30.27	38.00	45.00	49.87
26 wk.	11.25	20.25	28.67	36.00	42.18	47.25
52 wk.	10.62	19.12	27.07	34.00	39.83	44.62
1/4 HR:	1 wk.	16.00	28.80	40.80	51.20	60.00
13 wk.	15.20	27.35	38.77	48.65	57.00	63.85
26 wk.	14.40	25.92	36.72	46.07	54.00	60.47
52 wk.	13.60	24.47	34.67	43.32	51.00	57.12
1/2 HR:	1 wk.	24.00	43.20	61.20	76.80	90.00
13 wk.	22.80	41.05	58.12	72.95	85.47	95.75
26 wk.	21.60	38.87	55.07	69.12	81.00	90.72
52 wk.	20.40	36.72	52.00	65.27	76.47	85.67

CARROLLTON (1 AM; 1 FM)

Carroll County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBTR (FM)
1964



Subscriber to the NAB Radio Code
Media Code 4 211 3300 0.00
Faulkner Radio, Inc., Box 569, Carrollton, Ga. 30117. Phone 832-9885.

- PERSONNEL**
Vice-Pres., Gen'l & Sales Mgr.—Bob Thorburn.
Program Director—Jack Kirk.
Commercial Manager—Rebecca Vandiver.
- FACILITIES**
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station. Bills payable by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 25c, 28b, 28c, 33a.
Contracts: 40a, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WLBB.

TIME RATES

Rates effective Card received October 9, 1964.

1-9	3.50	60-89	2.80
10-19	3.35	90-119	2.75
20-29	3.20	120 or more	2.65
30-59	3.00		

WLBB
1946

Subscriber to the NAB Radio Code
Media Code 4 211 3355 4.00
Faulkner Radio, Inc., Bremen Rd., Carrollton, Ga. 30117. Phone 404-832-7041.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—R. M. Thorburn.
Program Director—Jack Kirk.
- REPRESENTATIVES**
Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days; 1100 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 25c, 28b, 28c, 33a.
Contracts: 40a, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WBTR (FM).
Affiliated with KBS.

TIME RATES
ET 9/1/68—Rec'd 10/3/68.

- SPOT ANNOUNCEMENTS**
1 min. 3.75 3.50 3.25 3.00 2.75 2.50
30 sec. 3.25 3.00 2.75 2.50 2.25 2.00

CARTERSVILLE (2 AM)

Bartow County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBHF
1946

Subscriber to the NAB Radio Code
Media Code 4 211 3410 7.00
W. Ryan Frier, West Ave., Cartersville, Ga. 30120.

- PERSONNEL**
General Manager—Herchel Wisebram.
Program Director—Jack Miller.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 44b, 46, 47a, 51a, 51b.
Contracts: 40a, 44a, 44b, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b.
Cancellation: 72, 73a.
Prod. Services: 8z.
Affiliated with MBS and KBS.

TIME RATES
ET 1/1/69—Rec'd 7/28/69.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1.75 1.25 .80
- PROGRAM TIME RATES**
PER WK:
1 hr. 30.00 25.00 22.50 20.00
1/2 hr. 17.50 16.00 14.50 13.75
1/4 hr. 10.00 7.00 6.50 6.00
5 min. 6.00 4.25 3.75 3.50

WKRW
1961

Subscriber to the NAB Radio Code
Media Code 4 211 3465 1.00
Bartow Radio Corp., 1119 N. Tennessee Rd., Cartersville, Ga. 30120. Evergreen 2-1270.

- PERSONNEL**
Pres., & Gen'l Mgr.—Don Kordecki.
Sta. & Sales Mgr.—Don Ruff.
Program Director—Ollens Cornett.
- FACILITIES**
500 w. days; 1270 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 ET 10/1/67—Rec'd 10/2/67.

- SPOT ANNOUNCEMENTS**
1 min. 1.80 1.40 30 sec. 1.40 1.10
60x 1200x
1.80 1.40 1.00 1.00 1.50
1.80 1.40 1.20 1.10
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min
1 x. 38 20 14 8
52 x. 20 12 8 4

CEDARTOWN

Polk County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WGAA
1941

Subscriber to the NAB Radio Code
Media Code 4 211 3520 3.00
Faulkner Radio, Inc., Box 167, 413 Lakeview Dr., Cedartown, Ga. 30125. Phone 748-1340.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—R. M. Thorburn.
Sta. & Sales Mgr.—Robert H. Bond.
- REPRESENTATIVES**
Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6:00 a.m. to 10:00 p.m. EST.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING** See coded regulations
Comb.; Cont. Discounts: 60a.
Cancellation: 70c.
Affiliated with KBS Radio Network.

TIME RATES
ET 4/1/68—Rec'd 3/29/68.

- SPOT ANNOUNCEMENTS**
10 ti 20 ti 30 ti 60 ti 90 ti 120+
1 min. 4.12 3.53 3.24 2.84 2.65 2.35
30 sec. 3.24 2.84 2.65 2.35 2.18 2.08
Frequency based on number of spots scheduled in any given 30 day period.

CLAXTON

Evans County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WCLA
1958

Subscriber to the NAB Radio Code
Media Code 4 211 3575 7.00
The Evans County Broadcasting Co., Inc., Box 427, Claxton, Ga. 30417. Phone 912-739-3035.

- PERSONNEL**
Gen'l & Com'l Mgr.—Don Sports.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Southeast—Harry J. Cannon.
- FACILITIES**
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b.
Basic Rates: 21a, 22b, 23a, 24b, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 42d, 44a, 46.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/68—Rec'd 8/28/68.

GEORGIA

CLEVELAND

White County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WRWH
1958



Subscriber to the NAB Radio Code

Media Code 4 211 3665 4.00
Newsc. Inc., Box 181, Cleveland, Ga. 30528. Phone 805-2421.

- PERSONNEL**
General Manager—Alton C. Brown.
- FACILITIES**
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 75a.
An advertiser may cancel any contract except "Special Rate Contract" on 2 weeks' notice, by paying the difference between contract rate for the number of programs or announcements actually used.
Affiliated with KBS.
Member: Northeast Georgia Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1968.
Rates received August 5, 1968.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		
1 min	30 sec	1 min	30 sec	
1 ti	3.00	1.75	78 ti	1.95
13 ti	2.75	1.50	104 ti	1.80
26 ti	2.50	1.25	158 ti	1.75
39 ti	2.30	1.15	260 ti	1.65
52 ti	2.10		312 ti	1.50

7. PACKAGE PLANS		(To be used within 14 days)	
39 ti <th>1.25</th> <th>.90</th> <th>100 ti</th>	1.25	.90	100 ti
1.00	.80		

8. PROGRAM TIME RATES		1/2 hr	1/4 hr	10 min	5 min
1 ti	30.00	18.00	12.50	8.60	5.85
13 ti	28.50	17.10	11.50	8.10	5.40
26 ti	27.00	16.20	10.50	7.65	5.10
39 ti	25.50	15.20	10.00	7.20	4.80
52 ti	24.00	14.50	9.40	6.75	4.50
78 ti	22.50	13.50	7.80	6.30	4.20
104 ti	21.00	11.70	7.20	5.85	3.90
156 ti	18.00	10.80	6.60	5.40	3.60
260 ti	16.50	9.00	6.50	4.95	3.30
312 ti	16.00	8.50	6.30	4.25	3.00

10. SPECIAL FEATURES		RELIGIOUS PROGRAMS	
1 hr	18.00	1/4 hr	6.00
1/2 hr	10.80		

COCHRAN

Bleckley County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WVMG
1966

Subscriber to the NAB Radio Code
Media Code 4 211 3740 7.00
Bleckley County Broadcasting Co., Box 226, Cochran Industrial Park, Cochran, Ga. 31014. Phone 912-934-6682.

- PERSONNEL**
Owner—John Hulet.
General Manager—Andrew E. Nesmith.
- REPRESENTATIVES**
Harry J. Cannon Associates.
- FACILITIES**
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3c, 4b, 4d, 5a, 6a, 7b.
Rate Protection: 12a, 15b, 16.
Basic Rates: 20b, 21b, 21c, 23b.
Contracts: 40a, 44a, 46.
Comb.; Cont. Discounts: 60b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES

ET Rec'd 8/8/66.

6. SPOT ANNOUNCEMENTS		1 min	
1 min	2.25		
8. PROGRAM TIME RATES	5 min	1/4 hr	1/2 hr
1 x	6.50	19.50	35.00
			60.00

COLLEGE PARK

Fulton County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See Atlanta

(including College Park, Decatur, East Point, North Atlanta, Smyrna)

COLUMBUS (6 AM; 2 FM)

Muscogee County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WCLS
1955



Media Code 4 211 3795 1.00
Muscogee Broadcasting Co., Inc., Box 229, Columbus, Ga. 31902. Phone 404-327-3803.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charlie H. Parish, Jr.
Commercial Manager—Jim Sanders.
- REPRESENTATIVES**
Weed Radio Corporation.
South—David Carpenter Company.
Southwest—Mario Messina Company.
- FACILITIES**
1,000 w. days; 1580 kc. Directional—night only.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 6B ET 2/1/68—Rec'd 6/11/69.

AA—Mon thru Fri 6:30-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm & 7-10 pm.
B—Mon thru Sun 10 pm-6:30 am.

6. SPOT ANNOUNCEMENTS		1 MIN	
1 min	1x	52x	104x
AA	14.00	18.50	12.50
A	12.80	12.15	11.25
B	11.20	10.80	10.00
20/30 sec	80% of 1-min.	10 sec:	60% of 1-min.

7. PACKAGE PLANS		ROS	
PER WK	1 ti	10 ti	20 ti
1 min.	11.00	10.50	10.00
30/20 sec.	8.80	8.40	8.00
10 sec.	6.80	6.30	6.00

All spots combinable for frequency on either annual or weekly plan, but ROS cannot be counted toward frequency on annual plan.

10. SPECIAL FEATURES

NEWS FEATURES
5:30, 6:30, 7:30, 8:30 am & 12:30, 4:30, 5:30, 6:30, 7:30 pm, per broadcast.
Headlines hourly at :54, ABC Contemporary News hourly at :55.
1-minute fixed position rate applies.
Consell Sports—8:25 am & 5:25 pm daily.
Fixed position rate applies.

WDAK
1940

The Eastman Station



Media Code 4 211 3850 4.00
Radio Columbus, Inc., Box 1640, 1846 Buena Vista Rd., Columbus, Ga. 31902. Phone 404-322-5447.

- PERSONNEL**
President—Allen M. Woodall, Jr.
General Manager—Bernie Barker.
Program Director—Alan Boyd.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days; 500 w. nights; 540 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 (time only); 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC Radio Network and The Eastman Network.
Member: Allen Woodall Stations Network.

TIME RATES

ET 8/1/68—Rec'd 7/8/68.

I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm & 7-10 pm.
IV—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS		SECTION I	
PER WK	1 ti	12 ti	18 ti
1 min.	13.00	16.00	15.00
30/20 sec.	14.40	12.80	12.00
10 sec.	9.00	8.00	7.50

SECTION II		SECTION III	
1 min.	15.00	14.00	12.00
30/20 sec.	12.00	10.40	9.80
10 sec.	7.50	6.50	6.00

SECTION IV		SECTION V	
1 min.	10.00	8.00	7.00
30/20 sec.	8.00	6.40	5.80
10 sec.	5.00	4.00	3.50

7. PACKAGE PLANS		BEST BUY PLANS	
		Plan A	Plan B
6-10 am Mon thru Sat	8	4	4
3-7 pm Mon thru Sat	7	4	4
10 am-3 pm & 7-10 pm Mon thru Sat	10	4	4
5-6 am & 10 pm-midnight Mon thru Sat	5	2	2
Sun all day	6	2	2
WKLY:	10	15	15
1 min, ea	10	12	12

Non-combinable with other weekly plans for added frequency.

- PROGRAM TIME RATES**
5 min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk 4% 52 wk 8%
Not applicable to Best Buy Plans.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid.
Mon-Sun necessary to maintain consec wk advertising.

WGBA (FM)

1966

Media Code 4 211 3905 6.00
WGBA, Inc., Box 1537, 1415 Wynnton Rd., Columbus, Ga. 31902. Phone 404-323-3603.

STATION'S PROGRAMMING DESCRIPTION
WGBA (FM): Programmed for mature teens, college set and adults.
MUSIC: middle-of-the-road interspersed with standards, both old and new arrangements. Some jazz-oriented. Film music, Broadway showtunes, dance band, big band, combo, vocal groups. Time lady gives correct time often during drive times as well as weather information. NEWS: world news on half hour, local news inserted when important events. Minimum of talk, maximum of music. Personalities available for remote pick-ups from shopping centers, ball games, state fairs, etc. Contact Representative for further details. Rec'd 4/28/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—C. A. McClure.
Sales Manager—Louise Morris.
Program Director—Bill Bowlick.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 40,000 w.; 107.3 mc.
Operating schedule: 6 am-midnight daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with WHYD.
Affiliated with MBS.

TIME RATES

Rates are identical to WHYD. See that listing.

WHYD

1947

Media Code 4 211 3960 1.00
WGBA Inc., Box 1537, 1415 Wynnton Rd., Columbus, Ga. 31902. Phone 404-323-3603.

STATION'S PROGRAMMING DESCRIPTION
WHYD: Programmed for late teens and adults. 6 personalities. Country and western and gospel music 85%. News and personalities for 15%. World news 9%. Farm and local 6%. World news on half hour. Local and farm news on hour. Extra farm news where farmer information is desired. Local news 4%. Farm 2%. Music 80% current country and western singles, 20% current and older albums. Gospel song each hour. Church remotes, religious programs and gospel albums Sun 6:30 am-noon. College football, auto races, local sports mainly on weekends. Contact Representative for further details. Rec'd 4/4/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—C. A. McClure.
Sales Manager—Louise Morris.
Program Director—Jimmy Deer.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with WHYD.
FM facilities: WGBA (FM).
Affiliated with MBS.

TIME RATES

No. 5 ET 11/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS		1 ti		12 ti		16 ti		30+ ti	
1 min	10.00	8.60	9.00	8.50	20/30 sec.	8.00	7.60	7.20	6.80
10 sec:	50% of 1-min								

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	60	36	24	18	12	6	4	3	2	1	
13x-5%	52x-12-1/2%	158x-20%									
26x-10%	104x-15%	260x-25%									

- SPECIAL FEATURES**
News and weather—regular rates plus 10%.

WOKS

1959

Independent Negro



Subscriber to the NAB Radio Code
Media Code 4 211 4015 3.00
WOKS Broadcasting Company, Box 1998, Columbus, Ga. 31902. Phone 404-323-6660.

STATION'S PROGRAMMING DESCRIPTION
WOKS: Programmed for Negro.
MUSIC: rhythm and blues, top 40, jazz and gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min at :55 regional and national, 2 min capsule at :28 after hour regional and national, 10 min community news 3 times daily, at 6:50 am, 9:50 am, & 8:50 pm. Daily housewife program features household hints, recipes, health tips and guests. Subjects of interest to listeners are discussed. Participate in fun drives and community activities, etc. SPORTS: local high school football, basketball, baseball, etc. Contact Representative for further details. Rec'd 10/12/67.

(This listing continued on next page)

WDAK Covers more than any three other stations

IT TAKES A GIANT TO DELIVER COLUMBUS . . . and 72 Counties As Well

Big Johnny Reb Stands Tall in Circulation & Ratings

	CIRCULATION PULSE '68*	
	WDAK	"A" "B"
Homes	36,500	24,400 21,000
Men	36,200	19,400 13,400
Women	34,500	24,900 14,000
Total	89,700	50,800 47,300

15-County Composite — weekly estimate for Columbus Stations

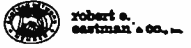
SRDS 1-1-69
*Interviewing conducted in 1967

Pulse Jan.-Feb. 1969, 3-County Area Cume
Delivers more cume households, total men, total women, and total persons 24-hours-a-day, Mon-Sun., than any other station serving Columbus — leading the next station in cume total persons by 19%.

WDAK Dominates Georgia's No. 2 Metro
Columbus is Georgia's second largest metro — a market with bigger spending power than Pensacola, Macon, Montgomery or Raleigh.

WDAK
COLUMBUS, GEORGIA

5,000 watts
540 Kc. NBC Radio



Columbus—W O K S—Continued

- PERSONNEL**
Pres. & Gen'l Mgr.—Ken Woodfin.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
Southeastern—Bernard I. Ochs Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours Tues thru Sun; 18 hours Mon. EST.
- AGENCY COMMISSION**
15%: no cash discount. Payable 10th of month
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 24b, 25a, 26, 27, 29a, 32b.
Contracts: 40a, 45, 46, 48, 51a.
(Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70a, 71a, 73a, 75b.
Prod. Services: 80, 82.

TIME RATES
No. 5 ET 2/1/68—Rec'd 1/6/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x	12.00	10.50	260 x
52 x	11.50	10.00	312 x
104 x	11.00	9.50	520 x
156 x	10.50	9.00	1040 x

7. PACKAGE PLANS

ORBIT SATURATION PACKAGES

PER WK:	1 min	1 min
12 hr	10.00	24 hr
18 hr	9.00	30 hr

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	104.00	65.00	45.50
52 x	97.50	61.75	42.25
104 x	84.50	58.80	39.00
156 x	78.00	52.00	32.50
260 x	65.00	45.50	28.00

- SPECIAL FEATURES**
5 MINUTE ROCKET NEWS IN DEPTH
(Fixed position—5 minutes before the hour)
5-minute rate plus 2.00, per newscast.
ROCKET NEWS CAPSULES
(2 minutes before the half hour)
1-minute rate plus 2.00, per newscast.

WPNX

1952
PHENIX CITY, ALA.—COLUMBUS, GA.
Media Code 4 211 4070 8.00
BI-City Broadcasting Co., Box 687, 322 Martin Bldg., Columbus, Ga. 31902. Phone 404-322-2270.
Studio: Airport Dr., Box 1287, Phenix City, Ala. 36867. Phone 204-208-2535.

- STATION'S PROGRAMMING DESCRIPTION**
WPNX: Programmed for adults of all ages. 6 personalities plus 1 local news and public affairs, 1 sports personality. MUSIC: modern country, western and gospel music 75%. News 12%, sports and personality talk 10%, religious programs 3%. NEWS: national 5 min on hour, local news at 7 am, 7:30 am, 8:05 am, 9:05 am, 5 pm & 5:30 pm. Sports news 5:35 pm. News at 8 am, 12:55 pm. Personality shows 5-7 am, noon-2 pm, 6 pm & network commentary 12:30 pm. SPORTS: college and high school football. RELIGIOUS: Sun church 11 am-noon & 6:30-8:30 pm. Commercial limit: 18 minutes per hour. Contact Representative for further details. Rec'd 5/26/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward Wein.
Program Director—Tom O'Neill.
Commercial Manager—Jerry Northington.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.

- FACILITIES**
5,000 w. days, 1,000 w. nights; 1460 kc.
Directional—night only.
Operating schedule: 24 hrs. daily. EST.

- AGENCY COMMISSION**
15%. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 28b, 29a.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Maximum length of commercial copy:
60 minute program..... 7:00
Affiliated with American Information Network.

TIME RATES
ET Rec'd 8/31/69.

6. SPOT ANNOUNCEMENTS

Drive Time—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-6 pm.	1 MINUTE
Housewife Times—Mon thru Sat 10 am-3 pm.	6 ti
Night Time—Mon thru Sat 7 pm-1 am.	12 ti
	18 ti
	24 ti

PER WK:

Drive Times	10	9	7	7
Housewife Times	9	8	7	6
Night Time	8	7	6	5
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.			

- PACKAGE PLANS**
- WEEKLY SATURATION PLAN**
9 spots 6-10 am Mon thru Sat.
9 spots 8-7 pm Mon thru Sat.
5 spots 7-10 pm Mon thru Fri.
5 spots 10 am-3 pm Mon thru Fri.
4 spots noon-6 pm Sun.
32 spots per wk, ea..... 6

COUNTRY WIDE PLAN

PER DAY:	1 spot 6-10 am Mon thru Sat.
	1 spot 3-7 pm Mon thru Sat.
	2 spots 10 am Mon thru Sat.
	2 spots noon-3 pm Mon thru Sat.
	2 spots 7 pm-midnight Mon thru Sat.
	1 spot midnight-6 am Tues thru Sat.
	3 spots noon-6 pm Sun.
	56 spots per wk, ea..... 5

CONSECUTIVE WEEK DISCOUNT

26 wk—5%	52 wk—10%
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8. PROGRAM TIME RATES

1 hr:	10 min:	5 min:
1/2 hr: 60% of hour.	10 min: 30% of hour.	5 min: 20% of hour.
1/4 hr: 40% of hour.		

WRBL

1928



JOHN C. BUTLER & COMPANY, INC.
Subscriber to the NAB Radio Code
Media Code 4 211 4125 0.00
Columbus Broadcasting Co., Inc., 1327 Warren Williams Rd., Columbus, Ga. 31902. Phone 404-324-2441.

- STATION'S PROGRAMMING DESCRIPTION**
WRBL: Programmed for adults and young adults by 6 air personalities. MUSIC 86%: middle-of-the-road, standards, jazz-oriented, showtunes, and trend music proportionately programmed. NEWS 22%: 8% regional and local, 15 min at 7 am, 30 min at noon & 6:30 pm, 10 min hourly, 5 min at half hour, 10 man news staff also provides mobile reports, editorials and business news, 3 mobile units, 1 plane, 1 boat, regional news network. SPORTS: live major league baseball, college, high school football and basketball, racing, 15 min M-F sports roundup, twelve 5 min weekend sports reports. Features: 30 min Sat farm report, weatherials, morning inspirational, 9:30-10 pm public affairs type programming. COMMERCIAL POLICY: 18 minutes of commercials per hour. Contact Representative for further details. Rec'd 8/2/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. W. Woodruff, Jr.
Station Manager—David G. Lea.
Program Director—Wade H. Scaffa, Jr.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w.; 1420 kc. Directional—night only.
Operating schedule: 5:00-12:05 am. EST.
Simulcast: Sat 6 am-5 pm; Sun 7 am-1 pm. For non-simulcast rates see WRBL-FM.

- AGENCY COMMISSION**
15% time only, 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 50, 51a.
Comb. Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
TV Facilities: WRBL-TV.

TIME RATES
ET Rec'd 12/30/68.

AA—Mon thru Sat 6-10 am & 3-7 pm;
A—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun 7 am-noon.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	156x	208x	260x	312x
AA	15.00	12.75	12.00	11.25	10.50	9.75	9.00
A	10.00	8.50	8.00	7.50	7.00	6.50	6.00
B	8.00	6.80	6.40	6.00	5.60	5.20	4.80

20/30 SEC:

AA	11.25	9.55	9.00	8.44	7.90	7.30	6.75
A	7.50	6.40	6.00	5.83	5.25	4.88	4.50
B	6.00	5.10	4.80	4.50	4.20	3.90	3.60

10 SEC:

AA	7.50	6.35	6.00	5.65	5.25	4.90	4.50
A	5.00	4.25	4.00	3.75	3.50	3.25	3.00
B	4.00	3.40	3.20	3.00	2.80	2.60	2.40

7. PACKAGE PLANS

PER WK, ROS:	1 ti	5 ti	10 ti	20 ti	30 ti
1 min	15.00	12.50	10.00	9.00	8.00
20/30 sec	11.25	9.40	7.50	6.75	6.00
10 sec	7.50	6.25	5.00	4.50	4.00

8. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	156x	260x	312x
AA	100.00	99.00	85.00	80.00	75.00	70.00	65.00
A	70.00	63.00	59.50	58.00	52.50	49.00	45.50
B	60.00	45.00	42.00	40.00	37.50	35.00	32.50

- SPECIAL FEATURES**
Newscares: regular rates plus 10%; subject to agency commission.

WRBL-FM

1946

Subscriber to the NAB Radio Code
Media Code 4 211 4125 8.00
Columbus Broadcasting Co., Inc., 1327 Warren Williams Rd., Columbus, Ga. 31902. Phone 404-324-2442.

- STATION'S PROGRAMMING DESCRIPTION**
WRBL-FM: Programmed for adults. NEWS 13%: national, international, regional, local, business, finance, sports, and weather. News each 30 min sign-on 10 am & 3-6:15 pm, others at noon, 8 pm, 9 pm, 11 pm & 12M. TALK 4%: music-artists calendar of events twice daily, book reviews M-F, discussion and educational Sun. MUSIC 83%: middle-of-the-road 29%, standards 23%, showtunes and film music 10%, jazz-oriented, swing and dixieland 9%, classic and light classic 12%. 10 man local news staff, 2 mobile news and land units, 1 boat equipped for news and safety reports. Tape broadcasts of area music presentations. COMMERCIAL POLICY: 6 minutes per hour, 1/4 hour competitive separation. Contact Representative for further details. Rec'd 5/2/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. W. Woodruff, Jr.
Station Manager—David G. Lea.

- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
ERP 100,000 w.; 102.9 mc.
Operating schedule: 8-1 am.
Antenna ht.: 1,521 ft. above average terrain.
Simulcast: Sat 6 am-5 pm; Sun 7 am-1 pm. For simulcast rates see WRBL.

- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Full hour program unit will be charged where 5 or 10 minute sustaining network news intervenes and sponsor receives identification preceding news.
Affiliated with CBS Radio Network.
TV facilities: WRBL-TV.

TIME RATES
ET Rec'd 8/1/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	104x	156x	260x	312x
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00
	8.00	7.60	7.20	6.80	6.40	6.00	5.60

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min

1x	80	20	15
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DISCOUNTS

26x-5%	104x-15%	260x-25%
52x-10%	156x-20%	312x-30%

- SPECIAL FEATURES**
Newscares: regular rates plus 10%; subject to agency commission.

COMMERCE

Jackson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WJJC

1957

Media Code 4 211 4180 5.00
Jackson County Broadcasting Co., Inc., Box 379 Commerce, Ga. 30529. Phone 335-3155.
Studio—1 mile from Commerce on Old Carusville Rd.

- STATION'S PROGRAMMING DESCRIPTION**
WJJC: Programmed for general interest. General popular music. NEWS 5 min before the hour, regional-state news every hour, local news 7:30 am, 12:30, 1 & 6:30 pm. Two hours country music & popular hits 3 pm-sign off. Middle-of-road for housewives 9:05-11:30 am. Top tunes 7:05-8:55 am. Contact Representatives for further details. Rec'd 7/10/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—O. Grady Cooper.
Program Director—Elizabeth Layton.
- REPRESENTATIVES**
Harry J. Cannon Associates.

- FACILITIES**
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

- AGENCY COMMISSION**
None; all rates net to station. 5% discount if paid by 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24a, 25a, 28b, 28c, 28a, 33d.
Member: Northeast Georgia Radio Network

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/1/67—Rec'd 11/1/67.

7. PACKAGE PLANS

PER WK:	1 ti	16 ti	26+
1 min	2.00	1.80	1.60
30 sec	1.75	1.50	1.30

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	30.00	15.00	10.00
13 ti	28.50		4.50
16 ti		12.50	8.50
26+	24.50	10.00	7.00

CORDELE

Crisp County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WMJM

1940

Subscriber to the NAB Radio Code
Media Code 4 211 4235 7.00
Southeastern Broadcasting System, Inc., 20th Ave. E., Cordele, Ga. 31015. Phone 278-1404, 5.

- PERSONNEL**
President—James S. Rivers.
Vice-Pres., Mgr.—William B. Goodson.
Secretary-Treasurer—Sara J. Howell.
- REPRESENTATIVES**
Contact station direct.

- FACILITIES**
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6:00 a.m. to midnight EST.

- AGENCY COMMISSION**
None; all rates net to station.

GEORGIA

- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with KBS and MBS.
Member: Southeastern Key Market Network, Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/1/68—Rec'd 2/6/68.

6. SPOT ANNOUNCEMENTS

1 min	2.75	2.50	2.25	2.10	2.00	1.85	1.75
30 sec	2.25	2.10	1.85	1.70	1.55	1.40	1.25

8. PROGRAM TIME RATES

5 min	4.75	4.50	4.35	4.10	3.90	3.75	3.50
1/4 hr	9.00	8.75	8.40	8.00	7.75	7.50	7.00
1/2 hr	17.50	16.00	14.75	14.50	13.90	13.50	13.00
1 hr	35.00	30.00	29.50	28.25	27.75	27.00	26.00

CORNELIA (1 AM; 1 FM)

Habersham County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WCON

1953

Media Code 4 211 4290 2.00
Habersham Broadcasting Co., Inc. Box 100, 1 Burrill St., Cornelia, Ga. 30531. Phone 404-778-2241.

- PERSONNEL**
Pres. & Gen'l Mgr.—John C. Foster.
Station Manager—Harrison Alley.
Vice-Pres. & Ofc. Mgr.—Bobbie C. Foster.

- FACILITIES**
1,000 w. 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-9:30 pm. EST.

- AGENCY COMMISSION**
None; rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 28b.
Contracts: 40a, 42a, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61c, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Length of commercial copy:
5 minutes—2 1-minute spots.
10 minutes—2 1-minute and 1 30-second spot.
1/4 hour—3 1-minute spots.
1/2 hour—5 1-minute spots.
1 hour—7 1-minute spots.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 8/1/67—Rec'd 8/7/67.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	15 sec
15 ti	2.25	1.75	1.25
16 ti	2.00	1.50	1.00
B	1.75	1.25	.75

GEORGIA

COVINGTON

Newton County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WGFS

1953

Subscriber to the NAB Radio Code
Media Code 4 211 4345 4.00
R. William Hoffman & Betty Jean Hoffman, Box 869,
Covington, Ga. 30209, Phone 404-786-2337.

- PERSONNEL**
General Manager—Bill Hoffman.
Program Director—Dave Thompson.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-6:00 pm weekdays; 7:00 am-6:00 pm Sun. EST.
- AGENCY COMMISSION**
None; all rates net to station. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23b, 24b, 25a, 26b, 28b, 29b.
Contracts: 40a, 45, 4E.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 82

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/67—Rec'd 5/31/67.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		10 sec	
EA:							
1 x	2.20	1.70	1.20				
13 x	2.15	1.65	1.15				
26 x	2.10	1.60	1.10				
52 x	2.05	1.55	1.05				
78 x	2.00	1.50	1.00				
104 x	1.95	1.45	.95				
156 x	1.90	1.40	.90				
208 x	1.85	1.35	.85				
260 x	1.80	1.30	.80				
312 x	1.75	1.25	.75				
958	1.50						

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	34.00	18.00	10.00	8.00	6.45						
13 x	32.00	17.00	9.40	7.50	6.15						
26 x	30.00	16.00	8.85	7.05	5.85						
52 x	28.00	15.00	8.30	6.85	5.65						
78 x	26.00	14.00	7.75	6.25	5.25						
104 x	24.00	13.00	7.20	5.85	4.95						
156 x	22.00	12.00	6.65	5.45	4.65						
208 x	20.00	11.00	6.10	5.05	4.35						
260 x	18.00	10.00	5.55	4.65	4.05						
312 x	16.00	9.00	5.00	4.25	3.75						

CUMMING

Forsyth County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WSNE

1961

NAB

Media Code 4 211 4400 7.00
Howard M. Iwowe & Assoc., Box 608, Cumming, Ga.
30130, Phone 404-887-3136, 3137.

STATION'S PROGRAMMING DESCRIPTION
WSNE: Programmed primarily for rural and resort area adults and teens.
MUSIC: 80%: country and western, sign-on-3 p.m. rock 3-5 p.m. top hits 5-6 p.m. gospel, 6 p.m. sign-off. NEWS: 10%: network, wire and local. 15 min at 7:30 am & noon. Newscasts on hour, headlines on half hour. Features 10%: farm news and market programs daily, school news, hospital reports and obituaries. SPORTS: professional football play-by-play, local high school football and softball. Heavy emphasis on community activity. Personalities available for remote pickups. Rec'd 10/14/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Howard M. Iwowe.
Station Manager—Phil Castleberry.
Chief Engineer—Pete Woodham.

- FACILITIES**
1,000 w.; 1410 kc. Directional.
Operating schedule: 6 am-local sunset daily. EST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.

- GENERAL ADVERTISING** See coded regulations;
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Member: Northeast Georgia Radio Network

TIME RATES

ET—Rec'd 10/14/68.

6. SPOT ANNOUNCEMENTS		1 ti		5 ti		10+	
PER WK:							
1 min	5.00	4.00	3.00				
30 sec	4.00	3.00	2.40				
10 sec: 50% of 1-min.							

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		5 min	
PER WK:									
1 ti	80	35	25	10					
3 ti	31	22	9						
4 ti	45	28	18	8					
5 ti	40	25	15	7					
(*) 52.50.									

DISCOUNTS	
52 wk—15%	(programs only).

DALTON (3 AM)

Whitfield County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WBLJ

1940

Media Code 4 211 4455 1.00
North Georgia Radio, Inc., Box 809, River Bend Rd., Dalton, Ga. 30720, Phone 278-3300.

- PERSONNEL**
Pres. & Gen'l Mgr.—Werner Workman.
Commercial Manager—Vic McConkey.
Program Director—Doris Brown.
- REPRESENTATIVES**
Southeast—Harry J. Cannon.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 11:05 p.m. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 5.
Basic Rates: 23a.
Contracts: 40a.
Affiliated with KBS and MBS Radio Networks.

TIME RATES

Rates effective April 1, 1963.
Rates received February 25, 1963.

6. SPOT ANNOUNCEMENTS		Any length up to 1 minute, each		2.50	
8. PROGRAM TIME RATES					
	Per Week				
	1 ti	2 ti	3 ti	4 ti	*5 ti
1 hr	33.00	31.00	29.00	27.00	25.00
1/2 hr	18.50	17.50	16.50	15.50	14.50
1/4 hr	11.00	10.50	10.00	9.50	9.00
10 min	9.00	8.75	8.50	8.25	8.00
5 min	6.50	6.25	6.00	5.75	5.50

- SPECIAL FEATURES**
News Service—add 10% to time charges.

WRCD

1954

Media Code 4 211 4510 3.00
Whitfield Broadcasting Co., 104 Pentz St., Dalton, Ga. 30720, Broadway 8-5511.

- PERSONNEL** General Manager—Jim Honey.
Program Director—Hilda Robertson.
Commercial Manager—Hugh Birdsong.
- FACILITIES**
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 26, 28b.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

Rates effective June 1, 1957.
Rates received May 1, 1957.

6. SPOT ANNOUNCEMENTS		Any length up to 60 seconds, live, transcribed or tape, each		3.50	
8. PROGRAM TIME RATES					
	1 ti	2 ti	3 ti	4 ti	5 ti or more
1 hour:					
1-13 weeks	30.00	28.50	26.50	24.50	22.50
14-26 weeks	27.50	26.50	24.50	22.50	20.50
27-52 weeks	24.50	22.50	20.50	18.50	16.50
1/2 hour:					
1-13 weeks	16.50	16.25	16.00	15.50	15.25
14-26 weeks	15.00	14.75	14.50	14.25	14.00
27-52 weeks	13.75	13.50	13.25	13.00	12.75
1/4 hour:					
1-13 weeks	7.50	7.45	7.40	7.35	7.30
14-26 weeks	7.25	7.20	7.15	7.10	7.05
27-52 weeks	7.00	6.95	6.90	6.85	6.80
5 minutes:					
1-13 weeks	5.20	5.15	5.10	5.05	5.00
14-26 weeks	4.95	4.90	4.85	4.80	4.75
27-52 weeks	4.70	4.65	4.60	4.55	4.50

- SPECIAL FEATURES**
News service fee of 10% added to time charge. 5-minute newscasts hourly, available at 5-minute rates, plus 10% service fee.

WTTI

1965

Media Code 4 211 4565 7.00
WTTI Broadcasters, Inc., Box 216, Dalton, Ga. 30720, Phone 404-226-2700.

- PERSONNEL**
President—Morton C. Lloyd.
Sec'y/Treas.—Marilyn L. Lloyd.
General Manager—Ron Arnold.
- FACILITIES**
10,000 w.; 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% to recognized agencies.
- GENERAL RATE POLICY**

6. SPOT ANNOUNCEMENTS		10 ti		20 ti		30 ti		50 ti	
1 min	7.00	6.50	6.00	5.00					
30 sec					1 ti	21-50			
							3.50	3.25	3.00

8. PROGRAM TIME RATES		No further discounts.	
	26x	52x	156x 260x 365x 520x
1 hr	70	68	63 59 56 52 49
1/2 hr	42	40	38 36 33 31 29
1/4 hr	28	27	26 25 24 23 22
10 min	21	20	19 18 17 16 15
5 min	14	13	12 11 10 9 8

DAWSON

Terrill County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WDWD

1948

Media Code 4 211 4620 0.00
Dawson Broadcasting Co., Box 390, 110 N. Main St., Dawson, Ga. 31742, Wv 5-5846.

- PERSONNEL**
General Manager—W. C. Woodall, Jr.
Program Director—Barney Parmacott.
- FACILITIES**
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21a, 21b, 24b, 25c, 26, 28b, 28c, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70c, 71a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

Rates effective May 1, 1961.
Rates received March 31, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1 hr		1/2 hr		1/4 hr		5 min	
1 time	40.00	22.50	12.50	9.00	4.00				
20 times	27.50	16.00	9.75	6.50	3.75				
52 times	26.00	14.00	8.75	6.00	3.50				
104 times	25.00	13.00	7.75	5.50	3.40				
156 times	24.00	12.50	7.00	5.25	3.25				
312 times	23.00	11.50	6.00	5.00	3.00				

DECATUR

De Kalb County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

See Atlanta

(including College Park, Decatur, East Point, North Atlanta, Smyrna)

DONALSONVILLE

Seminole County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

WSEM

1963

Subscriber to the NAB Radio Code
Media Code 4 211 4675 4.00
Seminole Broadcasting Co., Inc., Box 87, Ga. Hwy. 91, Donalsonville, Ga. 31745, Phone 912-524-5123.

- PERSONNEL**
Gen'l Mgr. & Chief Eng.—Ray Wesley.
Program Director—Craig Palmer.
News Director—Don Alay.
- REPRESENTATIVES**
Atlanta—Harry J. Cannon Associates.
- FACILITIES**
1,000 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
Cancellation: 70c.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS		1 min		15x		32x		53x		94+	
30 sec	4.00	3.75	3.50	3.25	3.00						
	3.00	2.80	2.60	2.40	2.00						

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		5 min	
1 hr	60	55	50	45	40				
1/2 hr	40	35	30	25	20				
1/4 hr	20	18	16	14	10				
5 min	10	9	8	7	5				

DOUGLAS (2 AM)

Coffee County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WDMG

1946

Media Code 4 211 4730 7.00
WDMG, Inc., 620 E. Ward St., Douglas, Ga. 31533, Phone 912-384-3250.

DUBLIN (2 AM; 1 FM)

Laurens County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WMLT

1945

Media Code 4 211 4895 8.00
Dublin Broadcasting Co., Box 130, Dublin, Ga. 31021.
Broad. 2-422-23. TWX 272-4422.

- PERSONNEL**
President—W. Newton Morris.
Gen'l Mgr.—Ed Hilliard.
Sales Manager—Ann Everly.
- REPRESENTATIVES**
Harry J. Cannon Associates.
- FACILITIES**
5,000 w. days non-directional, 500 w. nights directional: 1330 kc.
Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**
None. All rates net to station. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c, 16.
Basic Rates: 20a, 20b, 22a, 28b, 28c, 33d.
Contracts: 40a, 44b.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71b, 72.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Southeastern Key Market Network, Tobacco Radio Network.

TIME RATES**NATIONAL AND LOCAL RATES SAME**

ET 10/1/66—Rec'd 10/31/66.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK:
1 hr. 3.85 5 tl. 2.35
2 hr. 2.05 8 tl. 2.15
3 hr. 2.75 7 tl. 1.95
4 hr. 2.50 10+ 1.80
30-seconds (20+ per wk) 1.55
- PROGRAM TIME RATES**
PER WK: 1 tl 2 tl 3 tl 4 tl 5 tl 6 tl
1 hr. 35.00 32.50 30.00
1/2 hr. 20.00 18.00 16.00 14.00 13.00 12.50
1/4 hr. 12.00 10.50 10.00 9.50 9.00 8.50
10 min. 9.50 9.00 8.50 8.00 7.50 7.00
5 min. 7.00 6.50 6.00 5.50 5.00 4.50

WXLJ

1958

WXLJ-FM

1967

NAB

Media Code 4 211 4950 1.00
Laurens County Broadcasting Co., Box 967, Glenwood Ave., Dublin, Ga. 31021. Phone 272-4282, 4283.

- PERSONNEL**
Owner & Manager—Ted Kirby.
Commercial Manager—Jessie Ingler.
Station Manager—Frances Starley.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
Southeast—Bernard I. Ochs, Co.
- FACILITIES**
1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. EST.
FM-ERP 3,000 w.: 92.7 mc.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c.
Basic Rates: 20a, 20b, 22a, 30.
Contracts: 40a, 42a, 45, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.

TIME RATES**NATIONAL AND LOCAL RATES SAME**

No. 3 ET 1/1/67—Rec'd 1/30/67.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS
1 x. 5.00 15x. 2.60
15 x. 4.50 20x. 2.40
20 x. 4.00 26x. 2.20
26 x. 3.50 31x. 2.00
104 x. 2.80
1000+ spots, ea. 1.75
- PROGRAM TIME RATES**
1 hr. 48.00
1/2 hr. 42.00
1/4 hr. 36.00
10 min. 28.00
5 min. 15.00
1 hr. 14.00
1/2 hr. 12.00
1/4 hr. 10.00
10 min. 8.00
5 min. 6.00

EASTMAN

Dodge County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WUFF

1961

Media Code 4 211 5005 3.00
Farnell O'Quinn, Box 626, 731 College, Eastman, Ga. 31023. Phones 912-374-3437, 3438. McRae 868-9905; Cochran 934-7625.

- PERSONNEL**
President—Farnell O'Quinn.
Sales & Gen'l Mgr.—Gene Rogers.

- REPRESENTATIVES**
Radio Time Sales/International.
Southern—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w.; 710 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None. All rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 22a, 25b, 26, 28b, 28c.
Contracts: 40a, 42d, 45, 51b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 82.

TIME RATES

ET—Rec'd 5/27/69.

- SPOT ANNOUNCEMENTS**
1x 26x 52x 156x 260x 312x 520x 780x
1 min 4.25 4.10 3.95 3.80 3.45 3.25 2.75 2.25
- PROGRAM TIME RATES**
1 hr. 50.00 45.50 45.00 44.00 48.00 42.00 41.00 40.00
1/2 hr. 27.00 24.50 22.50 21.00 19.20 18.75 18.25 18.00
1/4 hr. 18.00 14.00 12.75 12.50 12.00 11.25 11.00 10.50
5 min. 8.50 7.50 7.00 6.95 6.20 5.70 5.20 5.10

EAST POINT

Fulton County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See Atlanta

(including College Park, Decatur, East Point, North Atlanta, Smyrna)

EATONTON

Putnam County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WXPQ

1965

Subscriber to the NAB Radio Code
Media Code 4 211 5060 8.00
Eatonton Broadcasting Co., Box 88, 202A Jefferson St., Eatonton, Ga. 31024. Phones 485-2471, 485-2311.

- PERSONNEL**
Program Director—Terry Burgamy.
Co-Managers—Paul J. Wolfe, Larry S. Lane.
Women's Director—Ethel Hooten (Mrs).
- FACILITIES**
1,000 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None. All rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 10.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 28, 28a, 29a, 32b.
Contracts: 40, 41, 42a, 44a, 45, 46, 47a, 48, 40, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60f, 61a, 62b.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

ET—Rec'd 11/25/68.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 208x
1 min. 3.00 2.75 2.50 2.00 1.75 1.50
30 sec. less .50 per spot from 1-min rate.
- PROGRAM TIME RATES**
1 hr. 30.00
1/2 hr. 15.00
1/4 hr. 10.00
5 min. 7.50

ELBERTON

Elbert County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WSGC

1946

Media Code 4 211 5115 0.00
Elberton Broadcasting Co., Box 638, Elberton, Ga. 30635. Phone 404-283-1703.

- PERSONNEL**
Manager—Lewis Shurbutt.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-11:15 pm weekdays; 7:30 am-11:00 pm Sun. EST.
- AGENCY COMMISSION**
None; all rates net to station. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4b, 4d, 5, 6a.
Basic Rates: 20a, 28b.
Cancellation: 73a.

TIME RATES

ET—Rec'd 9/12/67.

- SPOT ANNOUNCEMENTS**
1x 10x 30x 60x+
1 min. 3.00 2.50 2.00 1.75
30 sec. 2.15 1.75 1.45 1.20

FITZGERALD

Ben Hill County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WBHB

1946

Media Code 4 211 5170 5.00
Ben Hill Broadcasting Corp., Fitzgerald, Ga. 31750.
Phone 912-423-2077.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul E. Reid.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 5:30 a.m. to 11:15 pm. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20b, 21a, 22a, 24b, 25a, 26, 20b, 30.
Contracts: 40a, 44b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c.
Affiliated with MBS and KBS Radio Networks.
Member: Tobacco Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective

Rates received March 1, 1962.

- SPOT ANNOUNCEMENTS**
1 time 2.50 2.00 1.75
26 times 2.35 1.85 1.50
52 times 2.25 1.75 1.35
104 times 2.10 1.50 1.25
156 times 1.85 1.25 1.00
312 times 1.50 1.25 1.00
(*) 1 minute, 125 words.
(†) Station breaks, 35 words, live or transcribed.
(‡) Station breaks, up to 20 words.
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min.
1 time 35.00 17.50 10.00 5.00
13 times 32.50 16.00 9.00 4.75
26 times 30.00 14.00 8.00 4.50
52 times 27.50 12.00 7.00 4.25
104 times 25.00 10.00 6.00 4.00
156 times 22.50 9.00 5.50 3.75
312 times 20.00 8.00 5.00 3.50
- SPECIAL FEATURES**
Newscasts: 5 minutes on the hour. 5-minute rates apply.

FORT VALLEY

Peach County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WFPM

1951

Subscriber to the NAB Radio Code
Media Code 4 211 5225 7.00
Rocket Radio, Inc., Box 934, Fort Valley, Ga. 31030. Phone 012-825-5547.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul Reehling.
Assistant Manager—Mary Jo Reehling.
Commercial Manager—Bob Daye.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
None. All rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24b, 25c, 26, 28b, 28c, 20a, 30, 33a.
Contracts: 40a, 42a, 42d, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i, 61c.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 4/16/65.

- SPOT ANNOUNCEMENTS**
26 tl. 2.90 2.80 tl. 2.00
52 tl. 2.80 500 tl. 1.80
104 tl. 2.60
Specified time extra 20%.
30 sec: 80% of 1-min.

GAINESVILLE (3 AM; 1 FM)

Hall County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WDUN

1949

Subscriber to the NAB Radio Code
Media Code 4 211 5280 2.00
Northeast Georgia Broadcasting Co., Box 25, 1102 Thompson Bridge Rd., N. E., Gainesville, Ga. 30501. Phone 404-534-7331.

- PERSONNEL**
Pres. & Gen'l Mgr.—John W. Jacobs, Jr.
Station Manager—Jim Martin.
- REPRESENTATIVES**
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 14,300 w.: 106.7 mc.
Operating schedule: 5:45 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 26, 27, 28a, 20a, 30, 32a, 33a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

80% of WDUN rates. See that listing.

(Gainesville continued on next page)

GEORGIA

- PERSONNEL**
Pres. & Gen'l Mgr.—John W. Jacobs, Jr.
Station Manager—Jim Martin.
- REPRESENTATIVES**
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Directional.
Operating schedule: 5:45 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Northeast Georgia Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/1/68—Rec'd 4/29/68.

- SPOT ANNOUNCEMENTS**
Plan A: Based on number of times in any 30-day contract period.
1 tl 13 tl 26 tl 52 tl 78 tl 104 tl
5 sec. 2.00 1.75 1.60 1.45 1.30 1.15
10 sec. 2.40 2.20 2.00 1.80 1.60 1.40
30 sec. 4.00 3.50 3.20 2.90 2.60 2.30
1 min. 4.80 4.40 4.00 3.60 3.20 2.80
Plan B: Based on number of times in any 13-week contract period.
26 tl 52 tl 104 tl 156 tl 260 tl 312 tl
5 sec. 1.75 1.60 1.45 1.30 1.15 1.00
10 sec. 2.20 2.00 1.80 1.60 1.40 1.25
30 sec. 3.60 3.20 2.90 2.60 2.30 2.00
1 min. 4.40 4.00 3.60 3.20 2.80 2.50
Plan C: Based on number of times in any 12-month contract period.
52x 156x 312x 624x 936x 1248x
5 sec. 1.60 1.45 1.30 1.15 1.00 .90
10 sec. 2.00 1.80 1.60 1.40 1.25 1.15
30 sec. 3.20 2.80 2.60 2.30 2.00 1.80
1 min. 4.00 3.60 3.20 2.80 2.50 2.25

- PROGRAM TIME RATES**
Plan A: Based on number of times in any 30-day contract period.
1 tl 13 tl 26 tl 52 tl 78 tl 104 tl
3 min. 7.00 6.00 5.50 5.00 4.50 4.00
5 min. 10.00 8.00 7.50 7.00 6.50 6.00
10 min. 15.00 12.00 11.50 11.00 10.50 10.00
1/4 hr. 17.00 16.00 15.00 14.00 13.00 12.00
1/2 hr. 30.00 27.00 26.00 25.00 24.00 23.00
1 hr. 50.00 47.00 46.00 45.00 44.00 43.00
Plan B: Based on number of times in any 13-week contract period.
26 tl 52 tl 104 tl 156 tl 260 tl 312 tl
3 min. 8.00 5.50 5.00 4.50 4.00 3.50
5 min. 8.00 7.50 7.00 6.50 6.00 5.50
10 min. 12.00 11.50 11.00 10.50 10.00 9.50
1/4 hr. 17.00 16.00 15.00 14.00 13.00 12.00
1/2 hr. 27.00 26.00 25.00 24.00 23.00 22.00
1 hr. 47.00 46.00 45.00 44.00 43.00 42.00
Plan C: Based on number of times in any 12-month contract period.
52x 156x 312x 624x 936x 1248x
3 min. 5.50 5.00 4.50 4.00 3.50 3.00
5 min. 7.50 7.00 6.50 6.00 5.50 5.00
10 min. 11.50 11.00 10.50 10.00 9.50 9.00
1/4 hr. 18.00 15.00 14.00 13.00 12.00 11.00
1/2 hr. 26.00 25.00 24.00 23.00 22.00 21.00
1 hr. 46.00 45.00 44.00 43.00 42.00 41.00

WDUN-FM

1949

NAB

NAB FM B

Subscriber to the NAB Radio Code
Media Code 4 211 5281 0.00
Northeast Georgia Broadcasting Co., Box 25, 1102 Thompson Bridge Rd., N. E., Gainesville, Ga. 30501. Phone 404-534-7331.

- STATION'S PROGRAMMING DESCRIPTION**
WDUN-FM: Programmed for adults.
Middle-of-the-road popular music, including film, showtunes, and standards. No announcer. Music segued with 1 minute commercials every 10 minutes.
National news at :55 followed by local and state news. Contact Representative for further details.
Rec'd 8/4/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—John W. Jacobs, Jr.
Station Manager—Jim Martin.
- REPRESENTATIVES**
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 14,300 w.: 106.7 mc.
Operating schedule: 5:45 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 26, 27, 28a, 20a, 30, 32a, 33a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

80% of WDUN rates. See that listing.

(Gainesville continued on next page)

GEORGIA

Gainesville—Continued

WGGA

1941



Subscriber to the NAB Radio Code

Media Code 4 211 5335 4.00
WGGA, Inc., Box 1818, 226 Main St., S. E., Gainesville, Ga. 30501. Phone 404-532-6211.

STATION'S PROGRAMMING DESCRIPTION
WGGA: Programmed for general interest. Emphasis on local news and audience participation features. 2 extended newscasts daily, 7:45 am, 12:15 pm & 5:45 pm. Network and local news hourly at other times. 6-7 am country music, farm market and weather reports. 7-9 am current hits and standards, interviews, comedy. 9-10 am telephone call-ins. 10-11 am network variety. 11 am-1 pm farm market reports, weather, country and gospel music. 1-4:30 pm current hits, standards, information, swap shows. 4:30-6:30 pm current hits and standards, traffic reports, weather, time. 6:30-8 pm standards, school news, special events, forums. 8-11 pm rock rhythm and blues, telephone call-ins. 11 pm-12M standards. **SPORTS:** live high school and college football and basketball, little league baseball. Contact Representative for further details. Rec'd 2/1/68.

1. PERSONNEL
President—James L. Kirk, II.
General Manager—A. O. Henlan.
Operations Manager—James Hartley.

2. REPRESENTATIVES
Meeker Radio, Inc.
Southeastern—Busby, Finch and Woods, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 550 kc.
Directional—night only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective February 21, 1960. (Card No. 6.)
Card received September 1, 1950.

6. SPOT ANNOUNCEMENTS

1 time	1 min.	20 sec.	1 min.	20 sec.
26 times	7.00	6.00	156 times	5.50
52 times	6.70	5.80	312 times	4.60
104 times	6.00	4.80		

8. PROGRAM TIME RATES

1 time	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
13 times	65.00	40.00	27.00	20.00	13.00
26 times	61.75	38.00	25.65	19.00	12.35
52 times	58.50	36.00	24.30	18.00	11.70
78 times	55.25	34.00	22.95	17.00	11.05
104 times	52.00	32.00	20.25	15.00	10.40
156 times	48.75	30.00	18.50	14.00	9.75
260 times	45.50	28.00	16.20	12.60	9.10
312 times	42.25	26.00	13.50	11.00	8.45
	39.00	24.00	12.95	10.60	8.20

9. PARTICIPATING PROGRAMS
Talent and production rates for all the above participating programs: 1.50 per 5-minute program; 2.50 per 10-minute and 1/4-hour programs. Announcements at regular card rates shown above.

10. SPECIAL FEATURES
News Service Charge—1/4 hour, 2.00.
Talent charges: 10- or 15-minute program..... 3.00

WNRJ

1957



Media Code 4 211 5390 9.00
WLBA, Inc., Box 1398, 303 W. Washington St., Gainesville, Ga. 30501. Phone 404-532-6331.

STATION'S PROGRAMMING DESCRIPTION
WNRJ: MUSIC: modern country and western music format with 1 gospel selection each hour. NEWS: 5 min of news on hour and on half hour. Features local and national news. Air personalities available for remote broadcast. **SPORTS:** live high school and college football and basketball games. Contact Representative for further details. Rec'd 5/26/68.

1. PERSONNEL
General Manager—Billy R. Barker.
News Director—Carl Briggs.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Atlanta—David Carpenter Company.

3. FACILITIES
10,000 w. days; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 29a.
Contracts: 40c, 46.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 71a.
Affiliated with KBS and MBS.

TIME RATES

No. 1 ER 5/1/69—Rec'd 5/26/68.

6. SPOT ANNOUNCEMENTS

FIXED

1 min	4.50	4.00	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.60	3.20	2.80	2.60	2.40	2.20	2.00	1.80

***ROS**

1 min	4.00	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.20	2.80	2.60	2.40	2.20	2.00	1.80	1.60

15 sec: 60% of 1-min.
(*) 6 month or yearly contract.

7. PACKAGE PLANS

PER WK. EA:

10 ti	15 ti	20 ti	25 ti	30 ti
1 min	3.00	2.75	2.50	2.25
30 sec	2.40	2.20	2.00	1.80

15 sec: 60% of 1-min.
Minute and 30-second spots may be combined to earn package frequency.

TIME MENTION PACKAGE—ROS

PER WK:

60 ti	2 packages available weekly.
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8. PROGRAM TIME RATES

1 x 1 hr 1/2 hr 1/4 hr

45	33	25
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10. SPECIAL FEATURES

NEWSCASTS AT :60
Class A—Mon thru Sat sign-on 9:05 am & 4-8:05 pm, 4:00 plus .50 production.
ROS/BTA—3:00 plus .50 production.
Includes 1 1-minute and 1 30-second spot.

GARDEN CITY

Chatham County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

See Savannah

(including Garden City)

GLENNVILLE

Taittnall County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WKIG

1961

Media Code 4 211 5445 1.00
Taittnall County Broadcasting Co., Inc., Box 98, 226 E. Bolton St., Glennville, Ga. 30427. Phone 01 4-3580, 3581.

STATION'S PROGRAMMING DESCRIPTION
WKIG: MUSIC: country and western 45%, current hits 45%, gospel music 10%.
NEWS: on hour featuring local interest, state, national and international, with 3 local newscasts daily.
SPORTS: news throughout day with 30 min sports-cast on Fri and Sat, highlighting weekend sports.
Contact Representative for further details. Rec'd 11/20/67.

1. PERSONNEL
Pres. Gen'l Mgr.—Don P. Cobb.
Program Director—Andy Perkins.
Bookkeeper—Judy Cobb.

3. FACILITIES
1,000 w. 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL RATE POLICY
NATIONAL AND LOCAL RATES SAME
ET 4/1/68—Rec'd 3/31/66.

6. SPOT ANNOUNCEMENTS

1 min	ix	13x	25x	52x	104x	260x	300x
	3.20	2.95	2.70	2.20	1.95	1.70	1.50

8. PROGRAM TIME RATES

1 hr	ix	13x	25x	52x	104x	260x	300x
1 hr	45.00	40.00	35.00	30.00	25.00	22.50	20.00
1/2 hr	31.00	23.50	18.50	15.00	12.00	11.50	11.00
1/4 hr	15.50	12.50	9.00	8.00	6.00	5.75	5.50
5 min	6.25	5.75	5.25	4.75	4.00	3.75	3.25

GRIFFIN (3 AM; 1 FM)

Spalding County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WGRI

1960

Subscriber to the NAB Radio Code
Media Code 4 211 5500 3.00
Mid West Georgia Broadcasting Corp., Box 156, 110-1/2 North Hill St., Griffin, Ga. 30223. Phone 228-8496.

STATION'S PROGRAMMING DESCRIPTION
WGRI: Programmed for general interest.
MUSIC: country and western 95%, gospel 5%. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 9 min on hour, 2 min on half hour, features local 40%, state 40%, and national and international 20%. 15 min news at 5:30 am, 8 am, noon & 5 pm. Ladies' show at 11 am featuring homemaking, fashion information, etc. Show at 12:15 pm features tips on suburban living. **SPORTS:** 7:45 am & 5:15 pm daily. Air personalities available for remote broadcasts. Active in community affairs. Contact Representative for further details. Rec'd 7/19/67.

1. PERSONNEL
General Manager—John F. Biery.
Program Director—Stanley Watson.
Commercial Manager—Thomas Nixon.

2. REPRESENTATIVES
Don Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates not to station.

5. GENERAL ADVERTISING See coded regulations
General: 3d, 6a.
Basic Rates: 22a, 94c.
Comb.; Cont. Discounts: 60a.
ET 4/1/68—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS

1 min	1 ti	5 ti	10 ti	20 ti	30+
30 sec, stat.	2.50	2.25	2.00	1.65	1.40

10 sec or 20 words (minimum 10 per wk)..... .75

1. PERSONNEL

General Manager—John F. Biery.
Program Director—Stanley Watson.
Commercial Manager—Thomas Nixon.

2. REPRESENTATIVES
Don Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates not to station.

5. GENERAL ADVERTISING See coded regulations
General: 3d, 6a.
Basic Rates: 22a, 94c.
Comb.; Cont. Discounts: 60a.
ET 4/1/68—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS

1 min	1 ti	5 ti	10 ti	20 ti	30+
30 sec, stat.	2.50	2.25	2.00	1.65	1.40

10 sec or 20 words (minimum 10 per wk)..... .75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
32.35	17.65	9.41	5.88
14.12	7.65	4.71	
9.41	6.47	4.12	

WHIE

1952

Media Code 4 211 5555 7.00
Teletrad, Inc., Box 971, Newnan Hwy., Griffin, Ga. 30223. Phone 227-9451.

1. PERSONNEL
General Manager—Fred L. Watkins.

2. REPRESENTATIVES
Continental Radio Sales.
Southeastern—Bernard I. Ochs Co.

3. FACILITIES
5,000 w. days; 1320 kc.
Operating schedule: 5:00 a.m. to local sunset daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21b, 22b, 23a, 24b, 26, 28a, 28c, 29a, 32a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective June 30, 1956.
Rates received July 26, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	hr.	hr.	hr.	min.	min.	min.	sec.
26 times	45.00	27.00	13.50	9.00	7.85	4.50	3.35
52 times	43.00	25.25	13.00	8.75	7.60	4.30	3.15
78 times	41.00	23.50	12.50	8.50	7.35	4.10	2.95
104 times	39.00	21.75	12.00	8.25	7.15	3.90	2.75
156 times	37.00	20.00	11.50	8.00	6.85	3.70	2.55
260 times	35.00	18.75	11.00	7.75	6.60	3.50	2.35
312 times	33.00	17.00	10.50	7.50	6.35	3.30	2.15
520 times	30.00	15.25	10.00	7.25	6.15	3.10	1.95
780 times	28.25	13.50	9.50	7.00	5.85	2.90	1.75

Transcriptions, announcements or programs, accepted at no additional charge.

WKEU

1934

Media Code 4 211 5610 0.00
Radio Station WKEU, Box 1001, Griffin, Ga. 30223.
Phone 404-277-5507.

1. PERSONNEL
Manager—A. W. Marshall, Jr.
Commercial Manager—W. F. Westmoreland.
Program Director—Allen W. Marshall, III.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Simulcast at night. For non-simulcast facilities see WKEU-FM.

4. AGENCY COMMISSION
None; agencies add commission to rate shown.

5. GENERAL RATE POLICY
Affiliated with KBS and MBS Radio Networks.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 1/10/69.

6. SPOT ANNOUNCEMENTS

100 wds or sta brk	260x	312x	520x	1040x
30 sec	1.70	1.60	1.50	1.45
	1.35	1.30	1.20	1.15

7. PACKAGE PLANS

WKLY: Open	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	2.50	2.25	1.80	1.70	1.65
PER WK:	100 ti	75 ti	50 ti	25 ti	
30 sec (limit 50 words)	100.00	82.50	60.00	32.50	
PER WK:	100 ti	50 ti			
10 sec (limit 15 word)			80.00	50.00	

WKEU-FM

1966

Media Code 4 211 5811 8.00
Radio Station WKEU, Box 1001, Griffin, Ga. 30223.
Phone 404-277-5507.

1. PERSONNEL
Manager—A. W. Marshall, Jr.
Commercial Manager—W. F. Westmoreland.
Program Director—Allen W. Marshall, III.

3. FACILITIES
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 97.7 mc.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Operated separately day-time. For simulcast facilities see WKEU.

4. AGENCY COMMISSION

None; agencies add commission to rate shown.

5. GENERAL RATE POLICY
Affiliated with KBS and MBS Radio Networks.

TIME RATES
Rates are identical to WKEU. See that listing.

HARTWELL

Hart County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WKLY

1947

Subscriber to the NAB Radio Code
Media Code 4 211 5665 4.00
WKLY Broadcasting Co., P. O. Box 666, Hartwell, Ga. 30449. Franklin 6-2233.

1. PERSONNEL
Owner & President—Max G. Pfander.
Gen'l Mgr. & Salesman—Burch T. Griffin.
Assistant Manager—Jean Vickery.

3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

Hazlehurst—WVOH—Continued

3. FACILITIES
500 w.; 920 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5a, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24, 28b.
Contracts: 40a, 42a, 46.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 73a.

TIME RATES
ET 2/1/68—Rec'd 2/28/68.

6. SPOT ANNOUNCEMENTS
1 min. Sat. 2

8. PROGRAM TIME RATES
1/2 hr. 18.00 10 min. 5.00
1/4 hr. 8.60 5 min. 3.00

HINESVILLE

Liberty County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WGML

1958
Media Code 4 211 5830 4.00
Liberty Broadcasting Co., Inc., Box 15, Hinesville, Ga. 31813. Tr 6-3509.

STATION'S PROGRAMMING DESCRIPTION
WGML: Program middle-of-the-road music combined with block presentation of country and western, religious, and ethnic topics. AP news and local news. Contact Representative for further details. Rec'd 12/12/67.

1. PERSONNEL
General Manager—Charles J. White.
Program Director—Martha White.

3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 24a, 24b, 28a, 29a.
Contracts: 40a, 46, 47a, 50a, 51a, 51b.
Comb.; Cont. Discounts: 60k, 61a, 61b.
Cancellation: 70e, 73a.
Affiliated with NAS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 8/1/66—Rec'd 8/29/66

6. SPOT ANNOUNCEMENTS
1-MINUTE ANNOUNCEMENTS
1 x 4.00 104 x 3.00
13 x 3.75 280 x 2.00
62 x 3.50
30-second spots 1.00

10. SPECIAL FEATURES
Network News—1 min. non-commissioned. 2.50

JACKSON (1 AM; 1 FM)

Butts County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WJGA

1967
Media Code 4 211 5850 2.00
Central G. A. Broadcasting Corp., Box 3878, Jackson, Ga. 30233. Phone 404-775-3161.

1. PERSONNEL
President—R. P. Shapard, Jr.
Gen'l & Sta. Mgr.—Herbert Shapard.

3. FACILITIES
ERP 1,540 w. (horiz. & vert.); 1,000 w. days; 1540 kc. Non-directional.
Operating schedule: sign-on-local sunset. EST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WJGA-FM.

4. AGENCY COMMISSION
15/0 time only; net 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3b, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 44a, 47a, 51a, 51b.
Comb.; Cont. Discount: 60a, 61c.
Cancellation: 70a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 3/87—Rec'd 11/16/67.

6. SPOT ANNOUNCEMENTS
PER WK: 10 ti 20 ti 35 ti 50 ti
1 min. 2.00 1.75 1.50 1.30 1.20
30 sec. 1.50 1.30 1.15 1.00 .80
15 sec. 1.00 .80 .70 .60 .50
PER YR: 260x 520x 1040x 1560x
1 min. 1.50 1.35 1.20 1.00
30 sec. 1.15 1.00 .90 .75
15 sec. .80 .70 .60 .50

8. PROGRAM TIME RATES
1 hr. 30.00 25.00 22.60 20.00
1/2 hr. 20.00 17.00 15.00 12.00
1/4 hr. 12.50 10.00 7.00 5.50
5 min. 4.50 3.75 3.00 2.50

WJGA-FM

1968
Media Code 4 211 5851 0.00
Central G. A. Broadcasting Corp., Box 3878, Jackson, Ga. 30233. Phone 404-775-3151.

1. PERSONNEL
President—R. P. Shapard, Jr.
Gen'l & Sta. Mgr.—Herbert Shapard.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 92.1 mc.
Operating schedule: 6 am-10 pm. EST.
Partial simulcast operation. Operated separately local sunsets. For non-simulcast facilities see WJGA.

4. AGENCY COMMISSION
15/0 time only; net 30 days.

5. GENERAL ADVERTISING See coded regulations
See WJGA listing for coded regulations.
Affiliated with MBS.

TIME RATES
Rates are identical to WJGA. See that listing.

JESUP (1 AM; 1 FM)

Wayne County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WLOP

1949
Media Code 4 211 5865 8.00
Wayne Broadcasting, Inc., Jesup, Ga. 31645. Phone 912-427-3711.

STATION'S PROGRAMMING DESCRIPTION
WLOP: MUSIC: basic country and western with blocks of gospel and rhythm and blues. Rec'd 7/25/68.

1. PERSONNEL
General Manager—Emery T. Evans, Jr.
Commercial Manager—Charles W. Hubbard.
Prom. Mgr. & Sports Dir.—David Bailey.

2. REPRESENTATIVES
Contact Station Manager direct.

3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/60—Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 312x
1 min 6.00 4.50 4.00 3.50 3.30 3.20 3.10
30 sec 4.00 3.25 2.90 2.50 2.30 2.20 2.10

7. PACKAGE PLANS
1 min 30 sec 1 min 30 sec
1000 x 2.50 1.75 2000 x 2.10 1.50

8. PROGRAM TIME RATES
1 hr. 65 52 45 40 35 30
1/2 hr. 40 32 27 24 21 18
1/4 hr. 26 20 16 14 12 10
10 min. 20 16 14 10 9 8
5 min. 14 11 9 8 7 6

WLOP-FM

1966
Media Code 4 211 5868 6.00
Wayne Broadcasting, Inc., Box 647, U. S. Hwy. 82, S. Jesup, Ga. 31645. Phone 912-427-3711.

STATION'S PROGRAMMING DESCRIPTION
WLOP-FM: MUSIC: middle-of-the-road with adult appeal daytime. Top 100 teen appeal nighttime. Rec'd 6/2/69.

1. PERSONNEL
President—Lem Jay Clark, Jr.
Vice-Pres. & Gen'l Mgr.—Emery T. Evans, Jr.
Commercial Manager—Charles W. Hubbard.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0, 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See WLOP listing for coded regulations.
Affiliated with American Entertainment Network.

TIME RATES
Rates are identical to WLOP. See that listing.

LA FAYETTE

Walker County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

WLFA

1954
Media Code 4 211 5940 1.00
Radio Dixie, Inc., Box 629, LaFayette, Ga. 30728. Phone 404-638-3276.

STATION'S PROGRAMMING DESCRIPTION
WLFA: Programmed for general interest. General popular music all segments except as otherwise stated. Network news on hour and half-hour. Local news 5 times daily. Specialty segments: 6-7 am (except Sun), agriculture news and markets, gospel, country and western music, Noon-1 pm (except Sun) agriculture news and markets, farm and home features, stock market news; organ music 25 min preceding sign-off; 1:05-1:30 pm M-Sat gospel music. 1:35-3 pm M-Sat country and western music. 3:05-4 pm M-Sat semi-classical music. Sun 7 hours live gospel programs. Taped high school football and live college football. Announcements of area interest, weather information and time broadcast throughout the day. Rec'd 7/17/67.

1. PERSONNEL
President—J. A. Gallimore.
General Manager—C. W. Gwyn.

2. REPRESENTATIVES
Contact Station Manager direct.

3. FACILITIES
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset.

4. AGENCY COMMISSION
15% on cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47c, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60c, 61a.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES
Rates effective January 1, 1964.
Rates received January 7, 1964.

6. SPOT ANNOUNCEMENTS
1 min (*)
1 ti 5.00 4.00 78 ti 4.10 3.10
13 ti 4.75 3.75 104 ti 4.00 3.00
26 ti 4.50 3.50 156 ti 3.90 2.90
39 ti 4.40 3.40 280 ti 3.80 2.80
52 ti 4.30 3.30 312 ti 3.50 2.50
65 ti 4.20 3.20 624 ti 3.25 2.25
(*) 30-seconds or less

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 ti 60.00 32.50 17.50 10.00
13 ti 57.50 31.25 16.50 9.00
26 ti 55.00 30.00 15.50 8.50
39 ti 52.50 28.75 14.50 8.00
52 ti 50.00 27.50 14.00 7.50
65 ti 47.50 26.25 13.50 7.00
78 ti 45.00 25.00 13.00 6.75
104 ti 42.50 23.75 12.50 6.50
136 ti 40.00 22.50 12.00 6.25
200 ti 37.50 21.25 11.00 6.00
312 ti 35.00 20.00 10.00 5.50
624 ti 30.00 15.00 8.00 5.00

LA GRANGE (2 AM; 1 FM)
Troup County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WLAG

1941
Subscriber to the NAB Radio Code
Media Code 4 211 5995 5.00
La Grange Broadcasting Co., Box 1429, WLAG Bldg., 304 Broome St., La Grange, Ga. 30240. Phone 404-882-3505.

STATION'S PROGRAMMING DESCRIPTION
WLAG: Programmed for general interest.
5-9 am local news coverage, variety music, time, weather, 9 am-noon for housewives, with woman's show at 1:15 pm. Noon-1 pm farm features and news. 1-2 pm news, standard music. 2-3 pm country and western. 3-4 pm middle-of-the-road music. 4-6 pm top rock music. 6 pm-12M news and music, with major league baseball and college and high school football and basketball. NEWS: hourly and on half hour, except during sports events. Rec'd 8/1/67.

1. PERSONNEL
General Manager—Edwin Mullinax.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. EST.
Partial simulcast operation. Simulcast 5:30 am-noon. For non-simulcast facilities see WLAG-FM.

4. AGENCY COMMISSION
15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 43, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70d, 71a, 72.
Prod. Services: 82.
Affiliated with MBS and KBS.

TIME RATES
ET 3/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENT
1x 13x 26x 52x 104x 156x 312x 624x
(*) 4.00 3.90 3.80 3.70 3.60 3.50 3.40 3.30
(*) 1-min or less.

6. PROGRAM TIME RATES
Ea 1 hr 1/2 hr 1/4 hr 5 min
DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 280x-30%

LA GRANGE (2 AM; 1 FM)
Troup County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WLAG-FM

1947
Media Code 4 211 5996 3.00
La Grange Broadcasting Co., Inc., Box 1429, 304 Broome St., La Grange, Ga. 30240. Phone 404-884-8222.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edwin G. Mullinax.
Program Director—Faye Scarborough.

3. FACILITIES
ERP 29,500 w. (horiz.), 29,500 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 222 ft. above average terrain.
Partial simulcast operation. Operated separately noon-midnight. For simulcast facilities see WLAG.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21a, 23a, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 48, 49b.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 82.
Affiliated with MBS.

LA GRANGE (2 AM; 1 FM)
Troup County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WPEH

1960
Subscriber to the NAB Radio Code
Media Code 4 211 6160 5.00
Peach Broadcasting Co., Inc., Box 147, Louisville, Ga. 30434. Main 5-7248.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ottis G. Stephens.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
(This listing continued on next page)

TIME RATES
ET 3/1/68—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 312x 624x
(*) 3.00 2.90 2.80 2.70 2.60 2.50 2.40 2.30
(*) 1-min or less.

6. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 40 24 16 12 8
DISCOUNTS
13x-5% 52x-15% 156x-25%
28x-10% 104x-20% 280x-30%

WTRP

1953
Subscriber to the NAB Radio Code
Media Code 4 211 6050 8.00
Chattahoochee Broadcasting Co., Ltd., New Franklin Rd., LaGrange, Ga. 30240. Phone 404-884-9877.

1. PERSONNEL
Gen. Mgr. & Partner—Byron H. Hurst.
Bus. Mgr. & Partner—Frank E. Hurst.
Gen'l Mgr. & Partner—Julian P. Hurst.

2. REPRESENTATIVES
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 620 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44b, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70d, 71a, 72.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 4/1/69—Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS
1 x 9.50 156 x 2.70
13 x 3.20 312 x 2.80
26 x 3.05 624 x 2.45
52 x 2.95 1040 x 2.35
104 x 2.80

6. PROGRAM TIME RATES
1x 13x 26x 52x 104x 156x 312x 624x
1 hr. 50.00 46.00 42.00 38.00 34.00
1/2 hr. 30.00 28.00 26.00 24.00 22.00 20.00 18.00
1/4 hr. 18.00 17.00 16.00 15.00 14.00 13.00 12.00
5 min. 9.00 8.50 8.00 7.50 7.00 6.50 6.00 5.50

LA GRANGE (2 AM; 1 FM)
Troup County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

LAWRENCEVILLE

Gwinnett County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WLAW

1959
Subscriber to the NAB Radio Code
Media Code 4 211 6105 0.00
Radio Gwinnett, Inc., 829 Crogan St., N. E., Lawrenceville, Ga. 30245. Phone 843-2222.

1. PERSONNEL
President—Stephens B. McGarity.
Vice-Pres. & Gen'l Mgr.—Robert J. McGarity.
Secretary—Mrs. Jean Gradick.

3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 5.
Contracts: 40a.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective January 8, 1959.
Rates received January 23, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr 1/2 1/4 10 min 5 min 1 min
1 time 45.00 27.00 15.00 13.00 8.00 3.50
13 times 43.00 25.50 14.00 12.00 7.50 3.25
26 times 41.00 24.00 13.00 11.00 7.00 3.00
52 times 38.00 22.00 12.00 10.00 6.50 2.75
104 times 35.00 19.50 11.00 9.00 6.00 2.50
156 times 30.00 17.00 10.00 8.00 5.50 2.25
260 times 25.00 14.50 9.00 7.00 5.00 2.00
312 times 20.00 12.00 8.00 6.00 4.50 1.75

LOUISVILLE

Jefferson County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WPEH

1960
Subscriber to the NAB Radio Code
Media Code 4 211 6160 5.00
Peach Broadcasting Co., Inc., Box 147, Louisville, Ga. 30434. Main 5-7248.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ottis G. Stephens.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
(This listing continued on next page)

GEORGIA

Louisville—W P E H—Continued

Contracts: 40s, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: Tobacco Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective
Rates received May 26, 1961.
Rev. (Ann.) rec'd November 6, 1961.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	Time or less	Signals
1 time	3.00	2.50	2.00	2.00
26 times	3.50	2.20	1.75	
52 times	3.00	1.90	1.45	
104 times	2.60	1.65	1.20	
156 times	2.20	1.45	1.05	
260 times	1.90	1.25	.85	
312 times	1.60	1.15	.70	
524 times	1.50	1.05	.65	
1,000 times	1.35	1.00	.35	

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	30.00	18.00	10.00	6.00
26 times	28.50	17.10	9.50	5.70
52 times	27.00	16.20	9.00	5.40
104 times	25.50	15.30	8.50	5.10
156 times	24.00	14.40	8.00	4.80
260 times	21.00	12.60	7.00	4.20
312 times	18.00	10.80	6.00	3.60
624 times	15.00	9.00	5.00	3.10
1,000 times	12.00	8.00	4.00	2.50

LYONS

Tombs County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WB BT

1959

Subscriber to the NAB Radio Code
Media Code 4 211 6215 7.00

Collins Corporation of Georgia, 389 N. Victory Drive,
Lyons, Ga. 30456. Phones 526-8122 & 8123.
Studio: North Victory Drive, 1/2 mile NW of U. S.
Highway No. 1 and 280, Lyons, Ga.

1. PERSONNEL

President—Frank K. Graham.
Vice-Pres. & Gen'l Mgr.—Joe Duggan.
Commercial Manager—Millard Ganey, Jr.

2. REPRESENTATIVES

Regional—C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-11:05 p.m. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
Contracts: 40a.
Affiliated with MBS Radio Network.

NATIONAL AND LOCAL RATES SAME

ET 1/1/67—Rec'd 11/11/66.

6. SPOT ANNOUNCEMENTS

PER WK: 1x 30x 60x 100x 200x 300+
1 min. 3.00 2.50 2.25 2.00 1.75 1.50
Limited to 100 words live copy or 1 minute transcribed.

8. PROGRAM TIME RATES

PER WK:	1 tl	12 tl	25 tl	50+
5 min.	6	5	4	3
1/4 hr.	9	8	7	6
1/2 hr.	15	14	13	12

Consecutive and uninterrupted.

MACON (6 AM; 2 FM)

Bibb County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WB ML

1940

The Eastman Station

Media Code 4 211 6270 2.00
Middle South Broadcasting Co., Drawer B, 847 River-
side Dr., Macon, Ga. 31202. Phone 912-743-5454.

1. PERSONNEL

Gen'l & Com'l. Mgr.—George W. Patton.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/2 time only (10 days).

5. GENERAL ADVERTISING

See coded regulations
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28a, 29a,
32a, 33a.
Contracts: 40a, 42b, 43d, 44a, 45, 46, 47a, 48, 49,
50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman Network.

TIME RATES

No. 3 ET 6/15/69—Rec'd 5/14/69.
I—Mon thru Sat 6:30 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-0 am & 10 pm-midnight; Sun
all day.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	1 tl	12 tl	18 tl	24 tl
1 min.	15.00	12.00	11.00	10.00
30 sec.	12.00	9.00	8.00	8.00
10 sec.	7.50	6.00	5.50	5.00

SECTION II

1 min.	13.00	11.00	10.00	9.00
30 sec.	10.40	8.80	8.00	7.20
10 sec.	5.50	5.50	5.00	4.50

SECTION III

1 min.	11.00	10.00	9.00	8.00
30 sec.	8.80	8.00	7.20	6.40
10 sec.	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

BEST BUY PLANS

PER WK, EA: (15 I, 10 II, 5 III)..... 8
Plan B, 15 tl (8 I, 5 II, 2 III)..... 10
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.

RATEHOLDER

Minimum wkly sched of 8 1-min spots 6 am-mid Mon
thru Sun necessary to maintain consec wk advertising.

8. PROGRAM TIME RATES

5 minutes—1-1/2x applicable 1-min rate.
CONSECUTIVE WEEK DISCOUNT
26 wks—4% 52 wks—8%

WCRY

1957

Media Code 4 211 6325 4.00
Middle Georgia Broadcasting Company, Lanier Plaza,
Drawer 900, Macon, Ga. 31202. Phone 912-746-
6286.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ben G. Porter, Jr.
Commercial Manager—Robert L. Spiller.

2. REPRESENTATIVES

Hal Walton & Company, Inc.

3. FACILITIES

250 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network and NAS Radio
Network.

TIME RATES

Rates effective January 27, 1964.
Rates received June 19, 1964.

6. SPOT ANNOUNCEMENTS

1-minute:	1 time	7.50	104 times	6.75
	26 times	7.25	280 times	6.25
	52 times	7.00	312 times <td>6.00</td>	6.00
	20-seconds—70% of 1-minute rate.			
	10-seconds—50% of 1-minute rate.			

7. PACKAGE PLANS

(1-minute)

Per week:
10 announcements 60.00 20 announcements 100.00
15 announcements 82.50
Additional Discounts
13 weeks 10% 52 weeks 20%
26 weeks 15%

WDEN

1967

Media Code 4 211 6350 2.00
Radio Macon, Inc., 127 First St., Macon, Ga. 31201.
Phone 912-745-3383.

STATION'S PROGRAMMING DESCRIPTION

WDEN: Programmed for adults.
3 min news every half hour. MUSIC: country music
80%, current hits 70% and standards 30%. NEWS
10%: local, national, and international. Public af-
fairs, farm programming, and occasional editorials
10%. 4 air personalities emcee entire operation.
COMMERCIAL POLICY: 18 minutes per hour max-
imum. Air personalities available for remote broad-
casts, store openings, sale days, etc. Contact Repre-
sentative for further details. Rec'd 2/15/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Charles R. Witt.
Commercial Manager—Fred Newton.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

1,000 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WOEN-FM.

4. AGENCY COMMISSION

15% time only; payable 10th of month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,
16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a,
29a, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a,
62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

ET 8/28/67—Rec'd 2/23/68.

6. SPOT ANNOUNCEMENTS

1x 6x 13x 26x 52x 104x 312x
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

5-Minute Newscastrs—1-1/2x 1-min.

WDEN-FM

1968

Media Code 4 211 6351 0.00
Radio Macon, Inc., 127 First St., Macon, Ga. 31201.
Phone 912-745-3383.

STATION'S PROGRAMMING DESCRIPTION

WDEN-FM: For programming from sunset-sign-off
see WDEN programming description.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Charles R. Witt.
Commercial Manager—Fred Newton.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

ERP 27,700 w.; 105.3 mc.
Operating schedule: 6 am-midnight, EST.
Antenna ht.:
Partial simulcast operation. Operated separately local
sunset-midnight. For simulcast facilities see WDEN.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
See WDEN listing for coded regulations.

6. SPOT ANNOUNCEMENTS

1x 6x 13x 26x 52x 104x 312x
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

5 min—1-1/2x 1-min. 1/2 hr—7x 1-min.
1/4 hr—4x 1-min. 1 hr—12x 1-min.

WIBB

1948

Independent Negro

Media Code 4 211 6380 9.00
Peach State Broadcasting Co., Inc., 830 Mulberry
St., Macon, Ga. 31201. Phone 912-742-2505.

STATION'S PROGRAMMING DESCRIPTION

WIBB: Programmed for middle Georgia Negro.
MUSIC: rhythm and blues, gospel, popular and jazz.
Summary of local Negro activities during community
news 5 times daily. AD national and world news.
Local air personalities all segments. Live, tape and
et commercials interchangeable. SPORTS: twice daily
M-Sat, plus occasional live sports coverage. Live
educational programs of local area schools. Personality
endorsements not permitted. Contact Representative
for further details. Rec'd 7/17/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Thomas H. Maxwell.
Vice-Pres. & Sta. Mgr.—Donald C. Frost.

2. REPRESENTATIVES

Gili-Perma, Inc.

3. FACILITIES

South, Southwest—Dora-Clayton Agency.
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 am-local sunset, EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 25a,
26, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS

ET 3/1/67—Rec'd 2/1/67.
1 min 1x 9.50 156 x 7.50
26 x 9.00 280 x 7.00
52 x 8.50 312 x 6.50
104 x 8.00 500 x 6.00
30 sec: 80% of 1-min. 20-sec: 70% of 1-min.
Different length spots not combinable to earn lower
rate.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hour	75.00	45.00	30.00	20.00
1/2 hour	45.00	28.00	18.00	12.00
1/4 hour	30.00	18.00	12.00	8.00
5 min.	18.00	17.00	16.00	15.00

WMAZ

1922

Subscriber to the NAB Radio Code
Media Code 4 211 6435 1.00
Multimedia Broadcasting Co., Box 5008, Macon, Ga.
31208. Phone 912-746-7311.

STATION'S PROGRAMMING DESCRIPTION

WMAZ: Programmed for general interest.
AIR PERSONALITIES handle music, telephone au-
dience, participation games 5:30-11:45 am, 2:30-6
pm, 7:50 pm-12M. MUSIC: current hits 50% inter-
mixed with middle and high school football. Sports
news 6:20-6:30 pm & 7:15-7:30 pm. Community in-
volvement includes salute and awards to institutions,
civic leaders and students. Contact Representative for
further details. Rec'd 4/28/69.

1. PERSONNEL

General Manager—Albert H. Sanders, Jr.
General Sales Manager—Elmo Simmons.
Director of Administration—Richard Johnson.

2. REPRESENTATIVES

Avery-Knodel, Inc.

Macon—W NEX—Continued

A: 1 wk. 11 6 11 13 11 18 11 24 11
 1 wk. 9.00 7.25 7.00 6.75 6.50
 13 wks. 8.50 6.75 6.50 6.25 6.00
 26 wks. 8.00 6.25 6.00 5.75 5.50
 52 wks. 7.50 5.75 5.50 5.25 5.00
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
 Weeks do not have to be consecutive to earn discount.
 All lengths of spots are combinable.
10. SPECIAL FEATURES
 News Capsules: Same rate applies as 1-minute spot announcement.

MADISON

Morgan County—Map Location D-5
 See SRDS consumer market map and data at beginning of the State.

WYTH

1955
 Media Code 4 211 6545 7.00
 Central Georgia Broadcasting Co., Box 29, Beacon Heights, Madison, Ga. 30650. Phone 404-842-1752

1. PERSONNEL
 Pres. & Sales Mgr.—James F. Small.
 General Manager—Annie Lee Small.
 Chief Engineer—Victor Leroy Johnson.
3. FACILITIES
 1,000 w. days; 1250 kc. Non-directional.
 Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
 None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 22a, 23a, 25a, 26, 28c, 29a.
 Contracts: 40a, 44a, 46, 47a.
 Comb.; Cont. Discounts: 60a.
 Cancellation: 71a, 72.
 Prod. Services: 82.
 Affiliated with KBS Radio Network.
 Member: Southeastern Key Market Network.

TIME RATES

Rates effective October 1, 1964.
 Rates received October 2, 1964.
6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec
11	52	2.00
13	52	1.75
26	2.50	2.00

8. PROGRAM TIME RATES

1 1/2 hr	1 1/4 hr	5 min
13	30.00	15.00
13	28.00	14.00
26	26.00	13.00
52	24.00	12.00
104	22.00	11.00
206 or more	20.00	10.00

MANCHESTER (1 AM; 1 FM)

Marietta County—Map Location B-6
 See SRDS consumer market map and data at beginning of the State.

WFDR

1957
 Media Code 4 211 6500 0.00
 Radio Manchester, Inc., Box 510, Hwy. 85, Manchester, Ga. 31816. Phone 404-846-3115. TWX 7551-35.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Jack Whitehorn.
 Sta. & Sales Mgr.—C. Fred McCurdy.
 Program Director—Mrs. Bonnie Gray.
2. REPRESENTATIVES
 David Carpenter Company.
3. FACILITIES
 1,000 w. days; 1370 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 30, 33b.
 Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47c, 49, 51b.
 Comb.; Cont. Discounts: 60a, 60c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 82.
 Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Rec'd 1/17/68.
5. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	512x
1 min.	3.00	2.75	2.60	2.40	2.25	2.00

7. PACKAGE PLANS

1000 x	1.60	1500 x	1.50
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8. PROGRAM TIME RATES

5 min.	10.00	9.00	7.50	6.00	5.00	4.00	3.50
1/4 hr.	17.50	16.00	14.50	12.50	10.00	8.00	6.00
1/2 hr.	25.00	22.50	20.00	17.50	15.00	13.50	12.50
1 hr.	40.00	35.00	30.00	25.00	20.00	17.50	15.50

WFDR-FM

1967
 Media Code 4 211 6501 6.00
 Radio Manchester, Inc., Box 510, Manchester, Ga. 31816. Phone 404-846-3115. TWX 7551-35.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Jack Whitehorn.
 Sta. & Sales Mgr.—C. Fred McCurdy.
 Program Director—Mrs. Bonnie Gray.
2. REPRESENTATIVES
 David Carpenter Company.
3. FACILITIES
 ERP 29,290 w.; 93.3 mc. Stereo.
 Operating schedule: 6 am-midnight. EST.
 Antenna ht.: 488 ft. above average terrain.
4. AGENCY COMMISSION
 15/0 time only; 20th of month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 23b, 24b.

25a, 26, 28a, 28c.
 Contracts: 40a, 42a, 42d, 43, 45, 46, 47c, 49, 51a, 51b.
 Com.; Cont. Discounts: 60a, 60c, 60i, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
TIME RATES
 Rates are identical to WFDR. See that listing.

MARIETTA (2 AM; 1 FM)

Cobb County—Map Location B-5
 See SRDS consumer market map and data at beginning of the State.

WBIE

1955
 Media Code 4 211 6655 4.00
 Marietta Broadcasting Co., Inc., Box 491, 112-1/2 Atlanta St., Marietta, Ga. 30061. Phone 404-428-0469.

STATION'S PROGRAMMING DESCRIPTION
 WBIE: Local news staff makes use of 3 two way radio equipped vehicles for on scene reporting. Voice actualities received from newsmen across state on reciprocal basis. Weather information received from ESSA weather bureau wire. Editorials broadcast daily. SPORTS: coverage includes sportscaats, high school and college football, high school basketball, pro soccer, and major stock car and Indianapolis auto races. Stock exchange reports broadcast twice daily. M-F MUSIC: middle-of-the-road. Household vignettes broadcast regularly in mornings and afternoons. Contact Representative for further details. Rec'd 7/19/67.

1. PERSONNEL
 General Manager—James M. Wilder.
 Station Manager—Roger F. Allison.
2. REPRESENTATIVES
 C. Otis Rawalt, Inc.
3. FACILITIES
 10,000 w. days; 1080 kc. Directional.
 Operating schedule: Variable. EST.
4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10c, 1c, 12c, 13c, 14c, 15a, 15b.
 Basic Rates: 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 30, 32b, 33d.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51a, 51c.
 Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS.

TIME RATES

No. 4 ER 7/1/66—Rec'd 7/18/66.
6. SPOT ANNOUNCEMENTS

1 min.	1.75	30 sec.	1.50
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 Bought in combination earns frequency rate.
7. PACKAGE PLANS

WEEKLY DISCOUNT PLAN

(Mon thru Sun)

5	10	15	20	25
Plan	Plan	Plan	Plan	Plan
7.00	6.75	6.50	6.25	6.00

 Per wk. ea. 20/30 seconds—75% of minute rate.
 10 seconds—50% of minute rate.
 Six months rate protection for continuous advertisers.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	75.00	45.00	30.00	22.50

DISCOUNTS

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

 (CR)

WBIE-FM

1959
 Media Code 4 211 6656 2.00
 Marietta Broadcasting Co., Inc., P. O. Box 491, 112-1/2 Atlanta St., Marietta, Ga. 30061. Phone 404-428-0469.

1. PERSONNEL
 General Manager—James M. Wilder.
 Station Manager—Roger F. Allison.
3. FACILITIES
 ERP 3,500 w.; 101.5 mc.
 Operating schedule: 6 am-11 pm. EST.
 Antenna ht.—100 ft. above average terrain.
4. AGENCY COMMISSION
 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 See WBIE listing for coded regulations.
 Sold in combination with WBIE. See that listing for rates.

TIME RATES

Rates effective September 26, 1959. (Card No. 1)
 Card received December 2, 1959.
6. SPOT ANNOUNCEMENTS

1 minute.	1.75	30 sec.	1.50
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min
11	20.00	12.50	7.50

 No time or frequency discounts. Minimum musical programs accepted 15 minutes; minimum announcements accepted 1 minute.
10. SPECIAL FEATURES
 5 MINUTE NEWS

1 1/2 min.	4.50
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WFOM

1946
 Media Code 4 211 6710 7.00
 Wofoom, Inc., 165 S. Cobb Dr., Marietta, Ga. 30060. Phone 404-428-3306.

STATION'S PROGRAMMING DESCRIPTION
 WFOM: MUSIC: top 40. Rec'd 10/19/67.
1. PERSONNEL
 President—Albert L. Jones.
 Vice-Pres. & Gen'l Mgr.—J. A. Davenport III.
3. FACILITIES
 1,000 w. days, 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15% on cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 25a, 25b, 26c.
 Contracts: 40a, 42c, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a.
 Cancellation: 73a.
 Affiliated with American Contemporary Network.
 Affiliated with KBS.

TIME RATES

ER—Rec'd 9/26/67.
 AA—Mon thru Fri 6-9 am & 3:30-7 pm; Sat 6 am-2 pm.
 A—all other times.
6. SPOT ANNOUNCEMENTS

1 min 30 sec	5.00	3.00
A	4.40	3.20

8. PROGRAM TIME RATES

1 hr.	120	10 min.	20
1/2 hr.	60	5 min.	10
1/4 hr.	30		

McRAE

Telfair County—Map Location E-5
 See SRDS consumer market map and data at beginning of the State.

WDAX

1957
 Media Code 4 211 6765 1.00
 Radio Telfair, Inc., Box 247, Lumber City Hwy., McRae, Ga. 31055. Phone 912-867-6006, 867-6781.

1. PERSONNEL
 Manager—Ernest Hatchelor.
 Engineer—James Clegg, Sr.
2. REPRESENTATIVES
 Hal Walton & Company, Inc.
 South—Harry J. Cannon Associates.
3. FACILITIES
 1,000 w. days; 1410 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
 None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3b, 4b, 4d, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 23a, 24b, 26a.
 Contracts: 40a, 45, 48.
 Comb.; Cont. Discounts: 60c, 60k.
 Cancellation: 73a.
 Affiliated with KBS.
 Member: Tobacco Radio Network.

TIME RATES

ER 1/1/68—Rec'd 1/12/68.
6. SPOT ANNOUNCEMENTS

PER MO. EA:	1 min	30 sec	10 sec
1 1/2	1.50	1.00	.75
100+	1.30	.80	.50

8. PROGRAM TIME RATES

PER MO. EA:	1 hr	1/2 hr	1/4 hr	5 min
1 1/2	35.00	25.00	12.50	5.00
4 1/2	25.00	20.00	10.00	4.75
25+				3.00

METTER

Candler County—Map Location F-7
 See SRDS consumer market map and data at beginning of the State.

WMAC

1961
 Media Code 4 211 6820 4.00
 Howard C. Gilreath dba Radio Metter, Box 238, S. Broad St., Metter, Ga. 30439. Phone 685-2136.

1. PERSONNEL
 General Manager—Jimmy Page.
 Program Director—Tommy Palmer.
2. REPRESENTATIVES
 Hal Walton & Co., Inc.
3. FACILITIES
 500 w. days; 1360 kc. Non-directional.
 Operating schedule: 5:30 a.m. to local sunset. EST.
4. AGENCY COMMISSION
 None; all rates net to station.
5. GENERAL RATE POLICY
 Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Rates effective September 15, 1961.
 Card received February 5, 1962.
6. SPOT ANNOUNCEMENTS

1 time.	3.00	52 times	2.00
13 times.	2.75	104 times.	1.75
26 times.	2.50	260 times.	1.50

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.	45.00	30.00	15.00
13 times.	40.00	22.50	12.00
26 times.	35.00	15.50	8.50
52 times.	30.00	14.00	7.50
104 times.	25.00	11.00	5.50
260 times.	22.50	10.50	5.25

MILLEDGEVILLE (1 AM; 1 FM)

Baldwin County—Map Location D-6
 See SRDS consumer market map and data at beginning of the State.

WMVG

1946
 Subscriber to the NAB Radio Code
 Media Code 4 211 6675 6.00
 Michael T. Landy, Box 519, 1250 W. Charlton St., Milledgeville, Ga. 31061. Phone 452-2250, 452-2250.

1. PERSONNEL
 Station Manager—Joe Rooms.
 Commercial Manager—M. T. Landy.

2. REPRESENTATIVES
 Southeast—Harry J. Cannon.
3. FACILITIES
 1,000 w. days, 250 w. nights; 1450 kc.
 Non-directional.
 Operating schedule: 5:45 am-11:15 pm Mon thru Fri; 6:00 am-11:05 pm Sat; 7:00 am-11:15 pm Sun. EST.
4. AGENCY COMMISSION
 15/0 time only; rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a.
 Contracts: 40a, 47a.
 Cancellation: 72, 73a.
 Prod. Services: 82.
 Affiliated with KBS and MBS Radio Networks.
 Member: Southeastern Key Market Network.

TIME RATES

ER—Rec'd 9/5/68.
6. SPOT ANNOUNCEMENTS

1 x	1.85
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WMVG-FM

1966
 Media Code 4 211 6676 6.00
 Michael T. Landy, Box 519, Milledgeville, Ga. 31061.
 Phone 452-2250, 452-2250.
 Studio: 1250 W. Charlton St., Milledgeville, Ga.

1. PERSONNEL
 Commercial Manager—Michael T. Landy.
 Station Manager—Joe S. Boone.
2. REPRESENTATIVES
 Harry J. Cannon Associates.
3. FACILITIES
 ERP 3,000 w.; 102.3 mc. Stereo.
 Operating schedule: 8:45 am-11:15 pm Mon thru Fri; noon-11:15 pm Sat & Sun. EST.
 Antenna ht.: 165 ft. above average terrain.
4. AGENCY COMMISSION
 15% on time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 22a, 25a.
 Contracts: 40a, 47a.
 Comb.; Cont. Discounts: 62d.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 82.
 Affiliated with MBS Radio Network.

TIME RATES

ER—Rec'd 8/12/66.
6. SPOT ANNOUNCEMENTS

1x	14x	27x	51x	101x	301x	501x
1 min	3.85	3.75	3.60	3.40	3.00	2.75
1 x		50.00	35.00	22.50	17.75	10.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	35.00	22.50	17.75

DISCOUNT
 52 or more programs..... 10%

MILLEN

Jenkins County—Map Location F-7
 See SRDS consumer market map and data at beginning of the State.

WGSR

1958
 Media Code 4 211 6530 1.00
 Jenkins Broadcasting System, Inc., Box 908, Millen, Ga. 30442. Phone 982-4142.

STATION'S PROGRAMMING DESCRIPTION
 WGSR: Programmed for adults. Farm audience 6:30-7:30 am & 12:30-1 pm includes market reports, farm news, county agent reports. Entertainment 7:30-11:15 am includes 5 min newscast, popular and country music. Religious 11:15-noon. Includes taped religious broadcasts, gospel music. Entertainment 1-6 pm includes two 15 min newscast, three 5 min newscast and country, popular and rock and roll music. All block programs one hour each. Last 45 min of broadcast day feature of country and popular standard music, sports news, local news, etc. Rec'd 7/13/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Jack LoPresti.
 Commercial Manager—Edwin H. Baas.
3. FACILITIES
 250 w. days; 1570 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
 15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15c, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a, 33a

GEORGIA

MONROE

Walton County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WMRE

1954

Media Code 4 211 6985 5.00

Walton Broadcasting Co., Box 101, 1133 W. Spring St., Monroe, Ga. 30655. Phone 404-287-2545.

STATION'S PROGRAMMING DESCRIPTION

WMRE: 6 am-7:30 am program to rural and working audience with county agent, market reports, extension news and general farm information. 7:30 am-11 am air personalities with popular music, housewife news and community information. 11 am-1 pm farm news and country music. 1 pm-3 pm country music and community news. 3 pm-6 pm country music and community news. 6-7 pm gospel music program. 7-8 pm semi-classical. 8-10:30 pm rock and roll all with air personalities serving rural market. Contact Representative for further details. Rec'd 6/4/69.

- PERSONNEL**
President—Warren G. Gilpin.
Station Manager—Joy E. Dial.
Sales Manager—Verlyn Deaton.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-10:30 pm. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 6b, 8.
Rate Protection: 15b.
Contracts: 40a, 46.
Cancellation: 70c.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 7/1/69—Rec'd 6/4/69.

- SPOT ANNOUNCEMENTS**
SPECIFIED TIME
1 min. 5.00 4.00 3.75 3.65 3.45 3.25
30 sec. 4.00 3.20 3.00 2.90 2.75 2.60
10 sec: 50% of 1-min.
- PACKAGE PLANS**
PER WK. EA: ROS 10 ti 20 ti 30 ti 40 ti
1 min. 4.00 3.75 3.65 3.45
30 sec. 3.20 3.00 2.90 2.75
10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min 5 min
1 x. 50.00 27.00 15.00 12.00 7.50
52 x. 45.00 25.00 11.50 7.50 6.00

MONTEZUMA

Macon County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WMNZ

1954

Media Code 4 211 7040 5.00

Macon County Broadcasting Co., Box 511, Montezuma, Ga. 31083. Phone 912-472-8386.

- PERSONNEL**
Station Manager—Phillip R. Jones.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23, 24b, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective November 1, 1962. (Card No. 2.)

Rates received October 26, 1962.

- SPOT ANNOUNCEMENTS**
1 min. 13 ti 26 ti 39 ti 52 ti 104 ti
1 min. 2.50 2.25 2.00 1.75 1.50 1.25
30 sec. 1.50 1.40 1.30 1.20 1.10 1.00
- PACKAGE PLANS** —PLAN A— —PLAN B—
PER WK: Ea Tot Ea Tot
5 ti. 1.75 8.75 1.30 6.50
10 ti. 1.25 12.50 1.00 10.00
24 ti. 1.12 26.88 .90 21.60
Above packages may not be combined with regular spot purchases for frequency discounts. Package PLAN A and PLAN B do not qualify for discounts offered under Discounts.
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min
1 ti. 30.00 20.00 10.00 5.00
13 ti. 28.00 18.00 9.00 4.50
26 ti. 26.00 16.00 8.00 4.00
39 ti. 24.00 14.00 7.00 3.50
52 ti. 22.00 12.00 6.00 3.00
104 ti. 20.00 10.00 5.00 2.50

MOULTRIE (2 AM; 1 FM)

Colquitt County—Map Location D-13
See SRDS consumer market map and data at beginning of the State.

WMGA

1939

American Information Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 211 7095 2.00
John F. Pidcock and Roy F. Zess, Box 549, Moultrie, Ga. 31708. Phone 912-985-1130.

- PERSONNEL**
General Manager—John F. Pidcock.
Station Manager—Roy F. Zess.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Southeast—W. O. Jones, Inc.
- FACILITIES**
10,000 w. days; 250 w. nights; 1130 kc. Non-directional days, directional nights.
Operating schedule: 5:30 am-11:05 pm. EST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 2/1/69—Rec'd 4/28/69.

- SPOT ANNOUNCEMENTS**
AAA—6-9:30 am, noon-1:30 pm & 4-8:30 pm.
AA—All other times.
- PROGRAM TIME RATES**
1 MINUTE—FIXED
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
PER YR: 1x 26x 52x 156x 312x 500x 1000x
AAA 8.00 7.00 6.00 5.00 4.50 4.00 3.50
AA 7.00 6.00 5.00 4.00 3.50 3.00 2.50
30 SECONDS—FIXED
AAA 6.00 5.25 4.50 4.00 3.50 3.00 2.50
AA 5.25 4.50 4.00 3.50 3.00 2.50 2.00
20 sec: 60% of 1-min. 10 sec: 45% of 1-min.
- PACKAGE PLANS**
ROS MONTHLY—95%AAA, 75AA
1 min 30 sec 20 sec 10 sec
100 ti. 300 250 180 135
ROS WEEKLY—25%AAA, 75%AA
50 ti. 180 150 110 80
LONG WEEKEND—SAT, SUN, MON, TUES
40 ti. 100 75 60 45
- PROGRAM TIME RATES**
CLASS AAA
1 hr. 65.00 60.00 50.00 40.00 30.00
1/2 hr. 50.00 35.00 30.00 25.00 20.00
1/4 hr. 25.00 20.00 18.00 16.00 13.50
5 min. 18.50 15.25 12.25 10.50 9.00
CLASS AA
1 hr. 45.00 40.00 32.50 25.00 20.00
1/2 hr. 42.50 30.00 25.00 21.25 17.50
1/4 hr. 20.00 17.00 15.00 13.50 11.50
5 min. 14.00 11.25 10.00 9.00 7.75

WMTM

1953

NAB

Subscriber to the NAB Radio Code

Media Code 4 211 7150 5.00
Colquitt Broadcasting Co., Box 788, 2 miles S. E., Hwy. 33, Moultrie, Ga. 31708. Phone 985-1300.

- PERSONNEL**
Owner—Douglas J. Turner.
Commercial Manager—N. B. Mills.
- REPRESENTATIVES**
Gene Bolles Company,
Atlanta—Busby, Finch and Woods, Inc.
- FACILITIES**
5,000 w. days; 1380 kc.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-2 pm.
For non-simulcast facilities see WMTM-FM.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 21d, 22b, 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 44a, 46.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a.
Affiliated with MBS.

TIME RATES

Rates effective January 1, 1968.

Rates received February 3, 1968.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 ti. 4.50 104 ti. 3.00
26 ti. 4.00 208 ti. 2.50
52 ti. 3.50 312 ti. 2.00
- PROGRAM TIME RATES**
1/4 hr 5 min 1/4 hr 5 min
1 ti. 12.00 7.50 104 ti. 10.00 5.25
26 ti. 12.00 6.75 208 ti. 9.00 4.50
52 ti. 11.00 6.00 312 ti. 8.00 3.75

WMTM-FM

1964

NAB

Subscriber to the NAB Radio Code

Media Code 4 211 7151 3.00
Colquitt Broadcasting Co., Box 788, Moultrie, Ga. 31708. Phone 985-1300.

- PERSONNEL**
Owner—Douglas J. Turner.
Commercial Manager—N. B. Mills.

- REPRESENTATIVES**
Gene Bolles Company,
Atlanta—Busby, Finch and Woods, Inc.
 - FACILITIES**
ERP 28,500 w.; 93.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 210 ft. above average terrain.
Partial simulcast operation. Operated separately 2 pm-midnight. For simulcast facilities see WMTM.
 - AGENCY COMMISSION**
15/0 time only; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 21d, 22b, 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a.
Affiliated with Mutual Radio Network.
- TIME RATES**
Rates effective January 1, 1968.
Rates received February 3, 1968.
- SPOT ANNOUNCEMENTS**
1 MINUTE
1 ti. 4.50 104 ti. 3.00
26 ti. 4.00 208 ti. 2.50
52 ti. 3.50 312 ti. 2.00
 - PROGRAM TIME RATES**
1/4 hr 5 min 1/4 hr 5 min
1 ti. 12.50 7.50 104 ti. 10.00 5.25
26 ti. 12.50 7.50 208 ti. 9.00 4.50
52 ti. 11.00 6.00 312 ti. 8.00 3.75
 - SPECIAL FEATURES**
Newcasts: 5-minutes on the hour, 2.30 ea; headlines at :30.

NASHVILLE

Berrien County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WNGA

1960

Media Code 4 211 7205 7.00
Hanson R. Carter, Box 645, State Hwy. 168, Nashville, Ga. 31639. Phone 912-686-2001.

- PERSONNEL**
Pres. & Gen'l Mgr.—Hanson R. Carter.
- FACILITIES**
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.: Cont. Discounts: 61a, 61b, 61c, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective November 1, 1960.

Card received December 28, 1961.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 hr. 1/2 hr. 1/4 hr. 1 min. 30 sec.
1 time. 30.00 15.50 9.25 4.65 3.00 2.25
13 times. 29.25 15.05 8.80 4.45 2.95 2.20
26 times. 27.50 14.70 8.65 4.40 2.85 2.15
39 times. 26.75 14.35 8.40 4.35 2.75 2.10
52 times. 26.00 14.00 8.25 4.25 2.65 2.00
65 times. 25.25 13.65 8.00 4.15 2.55 1.85
78 times. 24.50 13.32 7.85 4.05 2.45 1.65
104 times. 23.75 12.67 7.45 3.85 2.35 1.45
156 times. 22.00 11.40 6.75 3.60 2.25 1.35
208 times. 20.00 10.10 6.00 3.30 2.10 1.25
260 times. 17.00 8.80 5.25 3.00 1.95 1.15
312 times. 14.50 7.50 4.50 2.85 1.75 1.00

NEWNAN (2 AM; 1 FM)

Coweta County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WCOH

1947

WCOH-FM

1946

Media Code 4 211 7260 2.00
Newnan Broadcasting Co., Box 581, Boone Drive, Newnan, Ga. 30263.

- PERSONNEL**
Gen'l & Com'l Mgr.—James O. Hardin, Jr.
 - REPRESENTATIVES**
Southeast—Bernard I. Ochs Company.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-11:15 pm weekdays; 7:00 am-11:15 pm Sun. EST.
 - AGENCY COMMISSION**
15%; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 25c, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
- TIME RATES**
ET 8/1/67—Rec'd 7/7/67.
AA—Mon thru Sat 6:30-9 am.
A—All other times.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 208x 312x 500x
AA 5.00 4.80 4.65 4.50 4.35 4.20 4.00 3.85 3.75
A 4.00 3.80 3.65 3.50 3.35 3.20 3.00 2.85 2.75
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min
1 ti. 40.00 22.50 12.50 7.50
13 ti. 38.00 21.28 11.78 7.13
26 ti. 36.10 20.22 11.19 6.87
52 ti. 34.30 19.21 10.63 6.24
104 ti. 32.59 18.25 10.09 5.93

WNEA

1961

Media Code 4 211 7315 4.00
Radio Newnan, Box 405, 4 Jefferson St., Newnan, Ga. 30283. Phone 404-253-4711.

- PERSONNEL**
General Manager—Johnny Brown.
Traffic Manager—Judy Gillian.
- FACILITIES**
500 w. days; 1300 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 40c, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 Eff—Rec'd 9/9/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 x. 2.50 260 x. 1.75
13 x. 2.40 312 x. 1.65
26 x. 2.25 520 x. 1.50
52 x. 2.15 750 x. 1.40
104 x. 2.00 1000 x. 1.25
156 x. 1.90
- PACKAGE PLANS**
VOLUME PLANS—ROS
100 ti per 1 mo. 1.25 35 ti. per 1 wk. 1.75
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min
1 x. 20.00 15.00 10.00 4.00
13 x. 19.00 14.00 9.50 3.90
26 x. 18.00 13.00 8.00 3.75
17.00 12.00 8.50 3.50
104 x. 16.00 11.00 8.00 3.35
156 x. 15.00 10.00 7.50 3.30
280 x. 14.00 9.00 7.00 3.20
312 x. 13.00 8.00 6.50 3.00

NORTH ATLANTA

Fulton County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See Atlanta

(including College Park, Decatur, East Point, North Atlanta, Smyrna)

OCILLA

Irwin County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WSIZ

1961

RAB

Subscriber to the NAB Radio Code
Media Code 4 211 7370 9.00
Sizzland Broadcasting Co., Inc., Box 186, Ocilla, Ga. 31774. Phone 912-468-7427.

- PERSONNEL**
Manager—Charles R. Ridgeway, Jr.
Operations Manager—Richard F. Cargile.
Chief Engineer—E. F. Mitchell, Jr.
- REPRESENTATIVES**
Yic Plano Associates, Inc.
Harry J. Cannon Associates.
- FACILITIES**
5,000 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% net; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 18b, 14b.
Basic Rates: 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective January 1, 1963. (Card No. 1.)

Card received March 4, 1963.

- SPOT ANNOUNCEMENTS**
1 min 30 sec
1 ti. 3.35 2.75 312 ti. 1.85 1.45
26 ti. 3.20 2.55 365 ti. 1.75 1.35
52 ti. 3.00 2.40 624 ti. 1.65 1.25
104 ti. 2.80 2.10 936 ti. 1.55 1.20
156 ti. 2.65 1.90 1248 ti. 1.50 1.15
260 ti. 1.85 1.60 1560 ti. 1.40 1.10
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min
1 ti. 35.00 18.25 10.50 5.45
13 ti. 34.10 17.50 10.30 5.15
26 ti. 33.40 16.85 10.10 4.95
52 ti. 31.75 15.75 9.55 4.60
104 ti. 30.00 15.75 9.20 4.15
156 ti. 27.30 12.50 7.20 3.95
208 ti. 20.75 10.25 5.75 3.85
312 ti. 16.00 9.75 5.40 3.00

PERRY

Houston County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WPGA

1956



Media Code 4 211 7425 1.00

Radio Perry, Inc., Box 109, Perry, Ga. 31069. Phone 912-987-2980.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lowell L. Register.
Commercial Manager—John Lynn.
- REPRESENTATIVES**
Bushy, Finch & Woods, Inc.
- FACILITIES**
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24a, 26, 28b.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 70a, 73a.
Member: Tobacco Radio Network.

TIME RATES

Rates received July 30, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	
1 time...	60.00	30.00	15.00	7.00	4.00
13 times...	55.00	27.00	14.00	6.75	3.95
25 times...	50.00	25.00	13.00	6.50	3.90
52 times...	47.00	23.50	12.00	6.00	3.80
104 times...	45.00	22.50	11.00	5.75	3.40
156 times...	40.00	20.00	10.00	5.50	3.40
260 times...	30.00	17.50	9.00	5.35	3.20
312 times...	25.00	15.00	8.00	5.00	3.00

QUITMAN

Brooks County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WSFB

1955



Subscriber to the NAB Radio Code

Media Code 4 211 7480 6.00
RBH Broadcasting Co., Inc., Box 632, Quitman, Ga. 31843.

- PERSONNEL**
Pres. & Gen'l Mgr.—William F. Hoopes.
Prog. Dir. & Bookkeeper—Martha J. Holloway.
- FACILITIES**
250 w. days; 1490 kc. Non-directional.
Operating schedule: 6:00 a.m. to 7:00 p.m. EST.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: Tobacco Radio Network.

TIME RATES

Rates effective November 9, 1961.

Rates received September 30, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Spot
1 time...	50.00	30.00	17.00	8.50	5.00
52 times...	40.00	25.00	14.00	6.50	4.50
104 times...	35.00	21.00	12.00	6.00	4.25
156 times...	30.00	17.00	10.00	5.50	4.00
260 times...	26.00	14.00	8.50	5.00	3.75
312 times...	23.00	12.00	7.50	4.50	3.50

ROCKMART

Polk County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WPLK

1959



Media Code 4 211 7535 7.00
Georgia Radio, Inc., Box 192, Rockmart, Ga. 30153.
Phone 404-884-7848.

- STATION'S PROGRAMMING DESCRIPTION**
WPLK: Programmed for adults and young adults.
AIP PERSONALITIES handle all segments. MUSIC: middle-of-the-road 60%; country 33%; religious 7%.
NEWS: 5 min on hour and half hour. Newsbrief and weather at :15 & :45, community news at :20 & :40, 7:25-8 am, noon-1 pm, 5-5:30 pm local, state, national and international. SPORTS: 3 local and 2 network each day. Emphasis on local football, basketball, and baseball plus little league and pony league baseball. TALK: telephone trade days 10:05-10:20 am M-F. Rec'd 3/11/68.
- PERSONNEL**
President—L. E. Gradick.
Program Director—Bob Humphries.
Commercial Manager—Cliff Williams.
- FACILITIES**
500 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a.
Affiliated with KBS Radio Network.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

NATIONAL AND LOCAL RATES SAME

ET 5/8/68—Rec'd 5/13/68.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 52x 260x 520x 1000x
1 min..... 3.00 2.75 2.50 2.25 1.75
30 sec..... 2.25 2.20 1.75 1.50 1.25
- PACKAGE PLANS**
PER WK: 20 tl 40 tl 60 tl
1 min..... 41.25 75.00 90.00
30 sec..... 30.00 54.00 67.50
Per mo—150 30-sec spots (to be used within 30 days), 187.50.
- PROGRAM TIME RATES**
1 hr..... 30.00 28.50 27.00 25.50 24.00 22.50 21.00
1/2 hr..... 17.00 16.00 15.00 14.00 13.00 12.00 11.00
1/4 hr..... 9.25 8.75 7.75 7.25 6.75 6.25
5 min..... 5.75 5.50 5.25 5.00 4.75 4.50 4.25

ROME (4 AM; 1 FM)

Floyd County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WIYN

1962



Media Code 4 211 7590 2.00
WIYN Radio, Inc., Box 1811, Rome, Ga. 30161.
Phones 404-234-8277, 0824.

- STATION'S PROGRAMMING DESCRIPTION**
WIYN: Programmed for adults and young adults.
AIP PERSONALITIES handle all segments. MUSIC: middle-of-the-road 48%, country 48%, religious 8%.
NEWS: network on hour and half hour. Headlines and weather at quarter hour. Local, state and network news at 8:45 am & 7:45 pm. Noon-1 pm commentary, local, state, sports, M-S, 7 mobile units. SPORTS: network at 10 weekends, college football. TALK: talk programming with audience participation 2 hours daily, M-S. RELIGIOUS: Sun sign-on-noon & 1-2 pm. Rec'd 2/27/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—L. E. Gradick.
Sales Manager—Terry Holderfield.
News Director—Robert Scruton.
- FACILITIES**
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a.
Affiliated with ABC Network Program Service Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 3/1/68—Rec'd 2/27/68.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 52x 260x 520x 1000x
1 min..... 3.00 2.75 2.50 2.25 1.75
30 sec..... 2.25 2.20 2.00 1.80 1.50
- PACKAGE PLANS**
PER WK: 20 tl 40 tl 60 tl
1 min..... 55.00 100.00 120.00
30 sec..... 40.00 72.00 90.00
Per mo—150 10-second spots, to be used within 30 days, 187.50.
- PROGRAM TIME RATES**
1 hr..... 40.00 22.50 12.50 7.50
1/2 hr..... 38.00 21.25 11.75 7.00
1/4 hr..... 36.00 20.00 11.25 6.50
5 min..... 34.00 18.75 10.25 6.00
104 x..... 32.00 17.50 9.50 5.50
156 x..... 30.00 16.50 9.00 5.25
260 x..... 28.00 15.50 8.50 5.00
312 x..... 26.00 14.50 8.00 4.75

WLAQ

1947



Media Code 4 211 7645 4.00
Clark Broadcasting Corp., Box 228, Rome, Ga. 30161. Phone 404-232-7787.

- STATION'S PROGRAMMING DESCRIPTION**
WLAQ: Programmed for adult and general audiences.
MUSIC: 100% modern country music. NEWS: network news and local headlines on hour with network feature on half hour. Emphasis placed on local news with broadcasts at 7 am, 8 am, noon, and 6 pm. Also have special events and local public service. SPORTS: major league baseball, 25 college and local high school football games in fall, with coverage reports at 7:30 am, 12:15 pm, and 6:30 pm, with network sports on weekend. Contact Representative for further details. Rec'd 7/10/69.

- PERSONNEL**
General Manager—Tom Lloyd.
Sales Manager—John Adams.
News Director—Tony Gilleland.
- REPRESENTATIVES**
Savall/Gates, Inc.
Southeast—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w.; 1410 kc. Directional—night only.
Operating schedule: 5:00-1:00 am. EST.
- AGENCY COMMISSION**
15/0; payable when rendered.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 29b.
Contracts: 40a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Sold in combination with WGAU, Athens, 2 stations discount 5%.

TIME RATES

ET 4/11/66.

- SPOT ANNOUNCEMENTS**
1 min 30 sec
1 x..... 8.00 6.00 208 x..... 5.60 4.20
13 x..... 7.60 5.70 260 x..... 5.20 3.90
26 x..... 7.20 5.40 312 x..... 4.80 3.80
52 x..... 6.80 5.10 364 x..... 4.40 3.80
104 x..... 6.40 4.80 624 x..... 4.00 3.00
156 x..... 6.00 4.60 1040 x..... 3.00 2.60
- PACKAGE PLANS**
PER WK: 1 min 30 sec
10 tl..... 5.00 4.50 25 tl..... 3.25 2.75
15 tl..... 4.00 3.50 30 tl..... 3.00 2.50
20 tl..... 3.50 3.00
- PROGRAM TIME RATES**
1 hr..... 75.00 45.00 30.00 18.00 12.00
1/2 hr..... 71.25 42.75 28.50 17.10 11.40
26 tl..... 67.50 40.50 27.00 16.20 10.80
52 tl..... 63.75 38.25 25.50 15.30 10.20
104 tl..... 60.00 36.00 24.00 14.40 9.60
156 tl..... 55.25 33.75 22.50 13.50 9.00
208 tl..... 52.50 31.50 21.00 12.60 8.40
260 tl..... 48.75 29.25 19.50 11.70 7.80
312 tl..... 45.00 27.00 18.00 11.00 7.40

GEORGIA

WRGA

1929



Subscriber to the NAB Radio Code
Media Code 4 211 7700 7.00
Rome Broadcasting Corp., Box 1187, Rome, Ga. 30161. Phone 404-282-9742.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mather Payne.
Secretary—Charles Smithall.
Sales Manager—"Cap" Hicks.
- REPRESENTATIVES**
The Devney Organization, Inc.
Atlanta—Bernard I. Ochs, Co.
- FACILITIES**
5,000 w.; 1470 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

ET 10/1/68—Rec'd 10/7/68.

AA—6-9 am, noon-1 pm, 4-6 pm & within news programs.

A—All other times.

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	1x	52x	CLASS AA	CLASS A
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.00	4.75	4.50	4.25	4.00

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 hr	75.00	70.00	65.00	60.00	55.00
1/2 hr	45.00	42.00	39.00	36.00	33.00
1/4 hr	30.00	27.50	25.00	22.50	20.00
5 min	12.00	11.00	10.50	10.00	9.50

CLASS AA					
1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 hr	60.00	55.00	50.00	45.00	40.00
1/2 hr	40.00	37.00	34.00	31.00	28.00
1/4 hr	25.00	22.50	20.00	17.50	15.00
5 min	10.00	9.50	9.00	8.50	8.00

WROM

1946



Subscriber to the NAB Radio Code
Media Code 4 211 7755 1.00
Cocoa Valley Radio Co., Box 1646, Rome, Ga. 30161.
Phone 404-532-0833.

- STATION'S PROGRAMMING DESCRIPTION**
WROM: Programmed for adults and young adults.
Emphasis on local news and public affairs. NEWS: 20% local and area, 8% national and international, 2% business and weather. Editorials, discussion programs. News on hour, 30 min at noon, 15 min at 7 am, 8 am, 5 pm. 5 min other times. Headlines on half hour, 2 newsmen, 2 mobile units, wire and audio services, state network. MUSIC: 75% popular music, current hits, middle-of-the-road, novelties, standards. SPORTS: 3 capsules daily, weekend wrap-up, college football, golf, auto races. FARM: 1 hour daily M-F features markets, county and state reports, local farm news. Features include weather, interviews, household, community, calendars, contests. Contact Representative for further details. Rec'd 8/17/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charles Doss.
Sta. & Sales Mgr.—Ben Lucas.
- REPRESENTATIVES**
Vic Perno Associates, Inc.

- FACILITIES**
1,000 w. days; 710 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WROM-FM.

- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a, 15a.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60l, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 ET 5/1/69—Rec'd 6/30/69.

AM/FM COMBINATION

AA—Mon thru Sat 7-9 am; Mon thru Fri 3:30-5:30 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	1x	52x	CLASS AA	CLASS A
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.50	3.40	3.25	3.00	2.75

CLASS A					
1 min	30 sec	1x	52x	260x	520x
1 min	3.50	3.40	3.25	3.00	2.75
30 sec	3.00	2.90	2.70	2.50	2.25

- PACKAGE PLANS**
MONTHLY PACKAGE
(to be used within 30-days)
100 tl—260x rate. 150 tl—1000x rate.
50 tl—520x rate.

- WEEKEND PACKAGE**
(Noon Sat-11 pm Sun)
10 tl—520x rate. 20 tl—1000x rate.

(This listing continued on next page)

Media Director

Says SRDS

Catalogs Are

"Timely and Accurate"

An agency media director writes:

"The tremendous scope and changing nature of the information required for media selection places severe limitations on the usefulness of personal media files.

"Every day my desk is swamped with new literature. I can't possibly read all of it or file it away. And in some cases within a month the literature may be old and not usable.

"That is why I'm a regular subscriber to SRDS catalogs. I constantly use the SRDS catalogs and keep them here on my desk at all times. They are timely and accurate, well organized and concise. The hundreds of Service-Ads in the SRDS catalogs are factual and current, they give me the information I need, when I need it most.

"Just imagine the confusion that would result if all the information in the SRDS catalogs was sent individually to the media buyers—the time consumed in looking for what I had to know would start me wondering whether it DID pay to advertise."

G30B-5/5

GEORGIA

Rome—WROM—Continued

8. PROGRAM TIME RATES		CLASS AA				
PER YR:	1x	52x	104x	260x	520x	1000x
1/4 hr.	18.00	17.00	16.00	15.00	14.00	12.00
5 min.	9.00	8.50	8.00	7.50	7.00	6.00
2 min.	6.75	6.40	6.00	5.65	5.25	4.50

CLASS A		CLASS AA				
PER YR:	1x	52x	104x	260x	520x	1000x
1 hr.	35.00	34.00	32.50	30.00	27.50	25.00
1/2 hr.	21.00	20.40	19.50	18.00	16.50	15.00
1/4 hr.	14.00	13.60	13.00	12.00	11.00	10.00
5 min.	7.00	6.80	6.50	6.00	5.50	5.00
2 min.	5.25	5.10	4.90	4.50	4.10	3.75

WROM-FM

1966

Subscriber to the NAB Radio Code

Media Code 4 211 7756 9.00
Coosa Valley Radio Co., Box 1546, Rome, Ga. 30161,
Phone 404-232-0833.

STATION'S PROGRAMMING DESCRIPTION
WROM-FM: Programmed for adults and young adults. Simulcast until AM sign-off. Music continues with popular music until 7 pm. M-F request program primarily of general popular music, rock until 11 pm with 2 min local, national and international news every 30 min. Sat night music; popular, standards, swing, big bands until sign-off. Sun night music: general popular music, film music, showtunes, standards with 2 min news every 30 min. Contact Representative for further details. Rec'd 2/19/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charles Doss.
Sls. & Sales Mgr.—Ben Lucas.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 97.7 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WROM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations See WROM listing for coded regulations. Sold in combination with WROM. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 ET 5/1/68—Rec'd 6/30/69.

B-7 pm-midnight.

6. SPOT ANNOUNCEMENTS		CLASS AA				
PER YR:	1x	52x	104x	260x	520x	1000x
1 min.	3.00	2.90	2.70	2.50	2.25	2.00
30 sec.	2.25	2.20	2.05	1.85	1.70	1.50
10 sec.	1/2	30-sec 1x rate.				

6. PROGRAM TIME RATES		CLASS AA				
PER YR:	1x	52x	104x	260x	520x	1000x
1 hr.	30.00	29.00	27.00	25.00	22.50	20.00
1/2 hr.	18.00	17.40	16.20	15.00	13.50	12.00
1/4 hr.	12.00	11.80	10.80	10.00	9.00	8.00
5 min.	6.00	5.80	5.40	5.00	4.50	4.00
2 min.	4.50	4.35	4.05	3.75	3.40	3.00

ROSSVILLE

Walker County—Map Location A-3

See BRDS consumer market map and data at beginning of the State.

See Chattanooga, Tenn.
(including Lookout Mountain, Tenn., and Rossville, Ga.)

SANDERSVILLE

Washington County—Map Location E-6

See BRDS consumer market map and data at beginning of the State.

WSNT

1956

Media Code 4 211 7810 4.00
Radio Station WSNT, Inc., Box 150, Sandersville, Ga. 31082. Phone 552-5182, 3.

- PERSONNEL**
Manager—James Whaley.
Program Director—Ray Smith.
Engineer—Bill Evans.
- REPRESENTATIVES**
Gene Holles Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 26, 28b, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NAB Radio Network.
Member: Southeastern Key Market Network, Tobacco Radio Network.

TIME RATES

Rates effective December 1, 1960.
Rates received November 21, 1960.

6. SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	1 min	30 sec	15 sec	10 sec	5 sec	10 sec
5 times	5.00	2.00	1.50	1.00	0.75	0.50
10 times	4.75	3.00	2.25	1.50	1.00	0.75
15 times	4.50	3.00	2.25	1.50	1.00	0.75
20 or 30 seconds—75% of applicable 1-minute rate.						
8 or 10 second ID's—50% of applicable 1-minute rate.						

SAVANNAH (7 AM; 2 PM)

(including Garden City)

Chatham County—Map Location H-8

See BRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBYG

1946

SAVANNAH

Media Code 4 211 7865 8.00
Space Broadcasting, Inc., Box 943, DeSoto Hotel, Savannah, Ga. 31402. Phone 912-232-4182.

- PERSONNEL**
Pres. & Gen'l Mgr.—Carter C. Peterson.
Commercial Manager—Robert W. Ward.
Operations Manager—Al Jennings.
- FACILITIES**
1,000 w. days; 1450 kc. Non-directional.
Operating schedule: 5:45-12:10 am weekdays; 7:30-12:10 am Sun. EST.
- AGENCY COMMISSION**
15%, no cash discount. No commission on talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b, 16c.
Basic Rates: 20b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 29, 31, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective May 1, 1956.
Rates received April 30, 1956.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS

1 ti	5.50	104 ti	4.50
26 ti	5.00	260 ti	4.25
52 ti	4.75	512 ti	4.00

- PACKAGE PLANS**
SATURATION ANNOUNCEMENT PLAN
(Run of Schedule)

12 ti	18 ti	24 ti	30 ti	
Per wk.	48.00	67.50	84.00	97.50

- PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	60.00	36.00	24.00	12.00
26 ti	54.00	32.00	21.00	10.50
52 ti	51.00	30.00	20.00	10.00
104 ti	48.00	28.00	19.00	9.60
260 ti	45.00	27.00	18.00	9.00
512 ti	42.00	25.00	16.00	8.50

WEAS

1950

SAVANNAH

Media Code 4 211 7920 1.00
WEAS, Inc., P. O. Box 8346, 128 W. Taylor St., Savannah, Ga. 31402. Ad 4-7264.

- PERSONNEL**
Chairman of the Board—E. D. Rivers, Jr.
General Manager—N. H. (Lefty) Lindsey.
Chief Engineer—J. Allen Brimmer.
- REPRESENTATIVES**
Gill-Perna, Inc.
Stars, Inc.
- FACILITIES**
5,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28a, 29a, 30, 31, 32a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Member: The Dee Rivers Group and Dee Rivers Georgia Group.

TIME RATES

Rates received January 31, 1951.
Revisions received April 3, 1953.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	35 sec.
1 time	75.00	45.00	25.50	12.75	8.95
26 times	72.00	43.50	24.25	12.05	8.65
52 times	68.50	41.20	22.45	11.50	8.30
65 times	64.95	39.00	21.70	11.00	8.00
130 times	61.20	36.75	20.40	10.40	7.70
156 times	57.35	34.40	19.00	9.95	7.35
260 times	53.55	33.00	17.65	9.40	7.00
312 times	49.70	29.85	16.10	8.90	6.65
520 times	45.90	27.55	15.30	8.45	6.30

- PACKAGE PLANS**

1 minute:	Per week:	13 wks.	26 wks.	52 wks.
8 times	48.00	43.50	39.00	
12 times	87.00	78.00	69.00	
18 times	117.00	103.50	90.00	
24 times	138.00	120.00	101.00	
36 times	180.00	153.00	126.00	

- SPECIAL FEATURES**

5 minute newscasts:	13 wks.	26 wks.	52 wks.
15 times	165.00	148.25	127.50
25 times	243.75	212.50	181.25
50 times	425.00	382.50	300.00

WNMT

1968

GARDEN CITY

RAB

Media Code 4 211 7950 8.00
WNMT Radio, Box 7042, Garden City, Ga. 31408.
Phone 912-234-5124.

- PERSONNEL**
Pres. & Gen'l Mgr.—Christopher F. Watkins.
Vice-President—Paul Fred Woods, Sr.
Program Director—Maurice E. Watkins.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24b, 25c, 28a, 28c, 29b, 30, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET Rec'd 5/13/69.

- | AA—Mon thru Fri 6-10 am & 3-6 pm. | CLASS AA | CLASS A |
|-----------------------------------|------------|---------|
| A—All other times. | 1 ti | 10 ti |
| | 1 min | 15 ti |
| | 10.00 | 10.00 |
| | 20/30 sec. | 9.00 |
| | | 7.20 |
| | | 6.40 |
| | | 5.80 |
-
- | PER WK, EA: | 1 ti | 10 ti | 15 ti | 25 ti | 35 ti |
|-------------|-------|-------|-------|-------|-------|
| 1 min. | 12.00 | 10.00 | 9.00 | 8.00 | 7.00 |
| 20/30 sec. | 9.60 | 8.00 | 7.20 | 6.40 | 5.80 |
-
- | CLASS A | CLASS AA |
|------------|----------|
| 1 min. | 10.00 |
| 20/30 sec. | 7.50 |
| | 5.00 |
| | 4.00 |
| | 3.00 |
-
- | DISCOUNT | CLASS AA |
|----------|-----------|
| 26 wk—4% | 52 wk—10% |

WSAV

1959

SAVANNAH

The Eastman Station

Media Code 4 211 7975 5.00
WSAV, Inc., Broadcasting Center, 1430 East Victory Dr., Savannah, Ga. 31404. Phone 912-236-0303.
TWX 912-354-7829.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harben Daniel.
Vice-Pres. & Oper. Mgr.—Meredith E. Thompson.
Commercial Manager—Duane A. Hatch.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w.; 830 kc. Directional—night only.
Operating schedule: 5:30-12:05 am EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) Five minute program units 30 seconds.
Political broadcasts: Regular rates apply. WSAV does not sell commercial spot announcements, as such, for political broadcasts. Contact station for detailed policy outline.
Affiliated with NBC Radio Network and The Eastman Network.
These national rates entitle advertiser to best positions and preempt local accounts.
One-year contracts will be accepted for the purpose of earning frequency or term discounts.

TIME RATES

No. 8 ET 6/1/68—Rec'd 5/1/68.

- SPOT ANNOUNCEMENTS**

I—Mon thru Sat 5:30-9:30 am.	SECTION I	1 ti	12 ti	18 ti	24 ti
II—Mon thru Sat 9:37 pm.		20.00	17.00	15.00	
III—Mon thru Sat 9:30 am-3 pm; Sun all day.		15.00	13.00	12.00	
IV—Daily 7 pm-midnight.		10.00	8.50	7.50	

PER WK:	SECTION II	SECTION III	SECTION IV
1 min.	18.00	14.00	12.00
30/20 sec.	14.40	12.00	10.40
10 sec.	9.00	7.50	6.50

1 min.	SECTION IV	10.00	9.00	8.00	7.00
30/20 sec.		8.00	7.20	6.40	5.60
10 sec.		5.00	4.50	4.00	3.50

- PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	5 min	260x	520x	1000x
1 hr.	125.00	75.00	50.00	25.00	105.00	100.00	100.00
1/2 hr.	75.00	45.00	30.00	15.00	63.00	60.00	60.00
1/4 hr.	50.00	30.00	20.00	10.00	42.00	40.00	40.00
10 min.	37.50	22.50	15.00	7.50	31.50	30.00	30.00
5 min.	25.00	15.00	10.00	5.00	21.00	20.00	20.00

1 hr.	1/2 hr.	1/4 hr.	5 min.
80.			

Savannah—W S O K—Continued

PER WK:	10	CLASS AA	16	24	30
1 wk.....	1.00	8.00	12.00	16.00	20.00
7 wk.....	9.50	8.50	7.50	7.00	6.50
13 wk.....	9.00	8.00	7.00	6.50	6.25
28 wk.....	8.50	7.50	6.50	6.25	6.00
52 wk.....	8.00	7.00	6.25	6.00	5.75

1 wk.....	8.00	CLASS A	6.25	6.00	5.75
7 wk.....	7.50	6.50	6.00	5.75	5.50
13 wk.....	7.00	6.50	5.75	5.50	5.25
28 wk.....	6.50	6.00	5.50	5.25	5.00
52 wk.....	6.00	5.50	5.25	5.00	4.75

1 wk.....	10.40	CLASS AAA	7.60	7.20	6.80
7 wk.....	10.00	8.80	7.80	7.20	6.80
13 wk.....	9.60	8.40	7.20	6.80	6.40
28 wk.....	9.20	8.00	6.80	6.40	6.00
52 wk.....	8.80	7.60	6.40	6.00	5.60


1 wk.....	8.00	CLASS AA	6.00	5.60	5.20
7 wk.....	7.80	6.80	5.80	5.20	5.00
13 wk.....	7.30	6.40	5.60	5.00	4.80
28 wk.....	6.80	6.00	5.20	4.80	4.60
52 wk.....	6.40	5.80	5.00	4.60	4.40

1 wk.....	6.40	CLASS A	5.00	4.80	4.60
7 wk.....	6.00	5.60	4.60	4.40	4.20
13 wk.....	5.80	5.20	4.40	4.20	4.00
28 wk.....	5.20	4.80	4.20	4.00	3.80
52 wk.....	4.80	4.40	4.20	4.00	3.80

1/4 hr.....	40.00	CLASS AAA	37.00	35.00	32.00
5 min.....	30.00	28.00	26.00	24.00	22.00

1/2 hr.....	45.00	CLASS AAA	40.00	39.00	36.00
1/4 hr.....	29.00	26.00	24.00	21.00	19.00
5 min.....	21.00	18.00	16.00	14.50	13.00

1 hr.....	80.00	CLASS A	56.00	54.00	50.00
1/2 hr.....	37.00	34.00	32.50	29.50	28.00
5 min.....	17.50	15.20	14.00	11.75	10.50

WTOC 1929 **WTOC-FM** 1948
SAVANNAH
CBS Radio Network

AVERY-KNODEL, INC.

NAB **NIA FIMB**
 Media Code 4 211 8140 5.00
 Savannah Broadcasting Co., Incorporated, Box 8086,
 516 Abercorn St., Savannah, Ga. 31402. Phone
 912-232-0121. TWX 810-784-5619.

1. PERSONNEL
 Chairman of the Board—W. T. Knight, Jr.
 President—F. Schley Knight.
 Exec. Vice-Pres. & Sales Mgr.—Ben Williams.

2. REPRESENTATIVES
 Avery-Knodel, Inc.
 Roger Coleman, Inc. (FM).

3. FACILITIES
 5,000 w.; 1290 kc. Directional—night only.
 Operating Schedule: 5:30 a.m. to 12:15 a.m. week-
 days; 6:30 a.m. to 12:15 a.m. Sundays. EST.
 FM FACILITIES:
 ERP 97,250 w.; 94.1 mc.
 Antenna ht.: 372 ft.

4. AGENCY COMMISSION
 15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
 Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26,
 28a, 28b, 29a, 29b, 30, 32, 33, 34, 35, 36, 37, 38, 39,
 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49,
 51c.
 Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60l, 61b,
 62b, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.
 AM-FM duplex on 7:00 am-noon.
 Separate FM Stereo programming noon-midnight.
 Affiliated with CBS Radio Network.

TIME RATES
 Rates effective May 15, 1955. (Card No. 18.)
 Card received May 13, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
CLASS "A"					
(6:30 a.m. to 11:00 p.m.)	1/2	1/4	5	1	Sta.
hr.	hr.	hr.	min.	brk.	
1 time	94.00	56.00	37.50	21.50	12.50
26 times	89.30	53.20	35.65	20.45	11.90
52 times	84.60	50.40	33.75	19.35	11.25
104 times	79.90	47.60	31.90	18.30	10.65
156 times	75.20	44.80	30.00	17.20	10.00
210 times	70.50	42.00	28.15	16.15	9.40
312 times	65.80	39.20	26.25	15.05	8.75
520 times	61.10	36.40	24.40	14.00	8.15
1,000 times					7.80

CLASS "B"					
(All Other Times)	1	1/2	1/4	5	1
hr.	hr.	hr.	min.	brk.	
1 time	52.00	31.00	21.00	12.00	7.00
26 times	48.40	29.45	19.55	11.40	6.65
52 times	46.80	27.90	18.90	10.80	6.30
104 times	44.20	26.35	17.85	10.20	5.95
156 times	41.60	24.80	16.80	9.60	5.60
210 times	39.00	23.25	15.75	9.00	5.25
312 times	36.40	21.70	14.70	8.40	4.90
520 times	33.80	20.15	13.65	7.80	4.55
1,000 times					4.40

Share Announcement Rate
 10-second announcement rate: 50% of earned station
 break rate.
 10-second announcements not combinable with longer
 announcements for frequency discounts.

7. PACKAGE PLANS
MULTI-SPOT PLAN
 (Fixed Positions)
 Per week
 7 Ann. 12 Ann. 18 Ann.
 1-26 weeks..... 60.00 90.00 120.00
 27-52 weeks..... 55.00 80.00 110.00
 Announcements bought as part of a Multi-Spot Plan
 cannot be combined with other announcements for fre-
 quency discounts.

WXL M (FM)
 Subscriber to the NAB Radio Code
 Media Code 4 211 6150 4.00
 Regency Broadcasting, Inc., Box 9705, Realty Bldg.,
 24 Drayton St., Suite 07, Savannah, Ga. 31402.
 Phone 912-233-9211.

1. PERSONNEL
 Pres. & Gen'l Mgr.—J. Fred Pierce.
 General Sales Manager—Russell L. Fredrich.
 Program Director—Mrs. Jerra F. Unglesbee.

3. FACILITIES
 ERP 100,000 w.; 97.3 mc. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
 None; all rates net to station, 10th of month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28b, 28c,
 29a, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 51a.
 Comb.: Cont. Discounts: 61a, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 82.

TIME RATES
 No. 2 Eff 5/1/60—Rec'd 5/26/60.

6. SPOT ANNOUNCEMENTS					
CLASS AA	1 min	30 sec	15 sec	10 sec	5 sec
1 min.....	6.60	6.00	5.50	5.00	4.50

7. PACKAGE PLANS					
BUDGET PLANS					
PER WK, EA:	7 dt	14 dt	21 dt	28 dt	50 dt
1 wk.....	5.00	4.75	4.50	4.25	4.00
13 wk.....	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES					
CLASS AA	1x	13x	26x	52x	104x
1 hr.....	40	38	36	33	30
1/2 hr 28	26	24	22	20	18

SMYRNA
 Cobb County—Map Location B-5
 See SRDS consumer market map and data at begin-
 ning of the State.
See Atlanta
 (including College Park, Decatur, East
 Point, North Atlanta, Smyrna)

STATESBORO (1 AM; 1 FM)
 Bulloch County—Map Location G-7
 See SRDS consumer market map and data at begin-
 ning of the State.

WMCD (FM)
 1967
 Media Code 4 211 8167 6.00
 WVNS, Inc., Box 958, E. Olin St., Statesboro, Ga.
 30458. Phone 912-764-5446.

STATION'S PROGRAMMING DESCRIPTION
 WMCD(FM): Programmed for adults.
MUSIC: middle-of-the-road. **SPORTS:** major league
 baseball, college football, interviews. **NEWS:** net-
 work, 4:35 each hour. Contact Representative for
 further details. Rec'd 8/8/67.

1. PERSONNEL
 Pres., Gen'l & Sta. Mgr.—Donald O. McDougald.
 Sales Manager—Joseph McGlamery.
 Program Director—W. Worth McDougald.

2. REPRESENTATIVES
 Atlanta—Busby Finch and Woods, Inc.
 Raleigh—T. N. Spot Sales.

3. FACILITIES ERP 3,000 w.; 100.1 mc.
 Operating schedule: 8:15 am-midnight. EST.
 Antenna ht.: 153 ft. above average terrain.
 Partial simulcast operation. Operated separately 8:15
 am-midnight. For simulcast facilities see WVNS.

4. AGENCY COMMISSION
 15/0 time only. Net 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 14a.
 Basic Rates: 20b, 21c, 24c, 25a, 28b, 28c.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60d.
 Prod. Services: 80, 82.
 AM facilities: WVNS.

TIME RATES
 Rates are identical to WVNS. See that listing.

WWNS
 1948
 Media Code 4 211 8195 9.00
 WVNS, Inc., Box 958, Statesboro, Ga. 30458. Phone
 912-764-5446.

STATION'S PROGRAMMING DESCRIPTION
 WWNS: Programmed for general interest.
 5:30-8:15 am primarily farming, news, sports, mid-
 dle-of-road music. 8:15 am-noon top 100 format.
 Target audience: housewife, business, college. Net-
 work news, state news network, local news coverage.
 Major league baseball, college football, local sports
 coverage. Contact Representative for further details.
 Rec'd 8/7/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Donald McDougald.
 Vice-President—Worth McDougald.

2. REPRESENTATIVES
 Southeastern—Busby, Finch and Woods, Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1240 kc.
 Non-directional.
 Operating schedule: 5:30 a.m. to 11:05 p.m., week-
 days 5:30 a.m. to 10:05 p.m. Sunday. EST.
 Partial simulcast operation. Simulcast 5:30-8:15 am.
 For non-simulcast facilities, see WMCD (FM).

4. AGENCY COMMISSION
 None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 14a, 15b.
 Basic Rates: 20b, 21b, 21c, 23b, 24c, 25c, 27, 28b,
 28c, 35c.
 Contracts: 40a, 41, 46, 47a, 51a, 51b.
 Comb.: Cont. Discounts: 60a, 60e, 62d.
 Cancellation: 72, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WMCD (FM).
 Member: Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 5 Eff 5/1/68—Rec'd 5/27/68.
 AA—7-9 am & noon-1 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
Flat, ea	1 min	30 sec	15 sec	10 sec	5 sec
	4.00	3.00	2.25		

PER WK, EA:					
CLASS A	5 dt	10 dt	20 dt	35 dt	50 dt
1 min.....	3.50	3.25	2.75	2.40	2.00
30 sec.....	2.50	2.25	1.90	1.75	1.50
15 sec.....	1.50	1.25	1.00	0.75	0.50

8. PROGRAM TIME RATES					
CLASS AA	5 min	10 min	1/4 hr	1 hr	1/2 hr
1 hr.....	8.00	15.00	20.00		
3 hr.....	6.50	12.50	17.50		
5 hr.....	5.00	10.00	15.00		

SUMMERVILLE
 Chattooga County—Map Location A-4
 See SRDS consumer market map and data at begin-
 ning of the State.

WGTA
 1950
 Subscriber to the NAB Radio Code
 Media Code 4 211 8250 2.00
 The State Broadcasting Co., Inc., Box 200, Bolling
 Rd., Summerville, Ga. 30747. Phone 404-857-2466.
 Other office: 705 Macclain Bldg., Chattanooga, Tenn.
 37402.

STATION'S PROGRAMMING DESCRIPTION
 WGTA: Programmed for general interest.
AIR PERSONALITIES handle all segments. **NEWS:**
 5 min before hour. **SPORTS:** local baseball live,
 college football live, 6-7 am country and western
 music, farm, market, weather, 7-8:30 am general
 popular music, computers, local news, weather, road
 conditions. 8:30-10 am religious music, religious
 news, ministerial groups, 10 am-12:30 pm general
 popular music, housewife, local news, fashions, local
 weather, 12:30-1:30 pm country and western music,
 farm, market, weather, 1:30-4:30 pm general popular
 music, last hour computer, local news, weather, road
 conditions, 4:30 pm sign-off current hits. Contact
 Representative for further details. Rec'd 8/29/67.

1. PERSONNEL
 General Manager—William B. Farrar.
 Commercial Manager—Charles C. Farrar.
 Sales Manager—John A. Nutter.

2. REPRESENTATIVES
 Hal Walton & Company, Inc.
 South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
 5,000 w. days; 950 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 25b.
 Contracts: 40a, 41a, 42, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60a, 60e, 60f, 62d.
 Cancellation: 70a, 70e, 71a, 73a, 73b.
 Prod. Services: 80, 82.

TIME RATES
 No. 7 Eff 4/1/6—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS					
CLASS AA	1 min	30 sec	15 sec	10 sec	5 sec
1 min 4.00	3.80	3.60	3.50	3.40	3.30
30 sec 3.00	2.85	2.70	2.65	2.55	2.25

8. PROGRAM TIME RATES					
CLASS AA	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr.....	40	24	16	12	10

DISCOUNTS		
13x—5%	52x—12-1/2%	156x—20%
26x—10%	104x—15%	260x—25%

SWAINSBORO (1 AM; 1 FM)
 Emanuel County—Map Location F-7
 See SRDS consumer market map and data at begin-
 ning of the State.

WJAT
 1950
 Media Code 4 211 8305 4.00
 Radio Station WJAT, Inc., Box 289, Covena Rd.,
 Swainsboro, Ga. 30401. Phone 237-2011.

1. PERSONNEL
 General Manager—John J. Bailes.
 Manager—Mrs. Doris M. Lewis.
 Sales Manager—H. E. Buffington.

2. REPRESENTATIVES
 Gene Hollis Company.

3. FACILITIES
 1,000 w. days; 800 kc. Non-directional.
 Operating schedule: Sunrise to local sunset. EST.
 Partial simulcast operation. For non-simulcast facil-
 ities see WJAT-FM.

4. AGENCY COMMISSION
 15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21d, 22a, 22b, 23a, 24c, 26, 28b,
 28c, 29a, 30, 33a.
 Contracts: 40c, 42b, 42d, 44b, 45, 46, 47a, 48,
 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

GEORGIA

Prod. Services: 80, 81, 82.
 Affiliated with NAB Radio Network.
 Member: Tobacco Radio Network.

TIME RATES

GEORGIA

SYLVESTER

Worth County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WOGA

Subscriber to the NAB Radio Code
Media Code 4 211 8415 1.00
Worth County—Broadcasters, Inc., Box 85, 102 Isthia St., Sylvester, Ga. 31791. Phone 912-776-3421.

- PERSONNEL**
President—Dr. J. M. Sutton.
General Manager—Dewey R. (Ron) Hannon, Sr.
Chief Engineer—Joel Smith.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25b, 26, 28a, 29a, 30, 33d.
Contracts: 40c, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60h, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
No. 4 Eff 7/1/67—Rec'd 8/28/67.

SPOT ANNOUNCEMENTS					
1x	5x	15x	30x	50x	85x
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	1.90	1.75	1.60	1.45	1.25
20 sec	1.75	1.60	1.45	1.25	1.10
10 sec	1.60	1.45	1.25	1.10	.95
5 sec	1.45	1.25	1.10	.95	.80

7. PACKAGE PLANS
SPECIAL PACKAGES
(Must be used in 7 consecutive days)
70 1-min spots..... 60

8. PROGRAM TIME RATES

1 hr	1x	15x	26x	39x	52x
1/2 hr	44.00	38.50	33.00	27.50	22.00
1 hr	28.50	23.00	20.00	16.50	13.00
1/4 hr	17.50	15.00	13.00	11.00	9.00
5 min	11.00	10.00	8.75	7.75	6.50

WEEKLY PROGRAMS

1/4 HR:	1 wk	13 wk	26 wk	39 wk	52 wk
2 x	28.50	25.50	22.00	18.75	15.50
3 x	32.00	28.50	25.50	22.00	18.75
4 x	35.00	32.00	28.50	25.50	22.00
5 x	38.50	35.00	32.00	28.50	25.50
6 x	42.00	38.50	35.00	32.00	28.50

5 MIN:

2 x	22.00	18.75	15.50	12.00	9.00
3 x	25.50	22.00	18.75	15.50	12.00
4 x	28.50	25.50	22.00	18.75	15.50
5 x	32.00	28.50	25.50	22.00	18.75
6 x	35.00	32.00	28.50	25.50	22.00

THOMASTON (2 AM)

Upson County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WSFT

1947



Media Code 4 211 8470 6.00
Thomaston Broadcasting Co., Inc., Box 889, South Hwy., Thomaston, Ga. 30286. Phone 404-647-5421.

- PERSONNEL**
General Manager—S. J. Carwell.
Program Director—Bill Heule.
Commercial Manager—Claude Thames.
- REPRESENTATIVES**
Atlanta—David Carpenter Company.
- FACILITIES**
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3c, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12a, 13a, 14c, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 24b, 25c, 28a, 29a.
Contracts: 40a, 45, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70c, 72, 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1965. (Card No. 7.)
Card received September 3, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1 ti	2.50	260 ti	1.45
13 ti	2.25	312 ti	1.35
26 ti	2.00	750 ti	1.30
52 ti	1.85	1,000 ti	1.20
104 ti	1.65	1,500 ti	1.16
156 ti	1.55		

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	30.00	18.00	8.00	6.00
13 ti	29.25	17.55	7.40	5.60
26 ti	28.50	17.10	7.00	5.20
52 ti	27.00	16.20	6.80	5.25
104 ti	25.50	15.30	6.20	4.60
156 ti	24.75	14.85	5.80	4.30
260 ti	22.50	13.50	5.40	4.00
312 ti	21.00	12.60	5.00	3.75

WTGA

1962

Subscriber to the NAB Radio Code
Media Code 4 211 8525 7.00
Radio Georgia, Inc., Box 853, Thomaston, Ga. 30286. Phone 404-647-7121.

- PERSONNEL**
Pres. & Gen'l Mgr.—Herbert Strickland.
Sec'y-Treas.—Mrs. Herbert Strickland.
Commercial Manager—Gene Lewis.

- REPRESENTATIVES**
Gene Bolles Company.
Atlanta—Busby, Finch and Woods, Inc.
- FACILITIES**
500 w. days; 1590 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25b, 26, 28a, 29a, 30, 33d.
Contracts: 40c, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60h, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective June 1, 1964. (Card No. 3.)
Card received March 18, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1-13	14-26	27-52
1 ti	2.50	2.25	2.00
3 ti	2.25	2.00	1.80
5 ti	2.00	1.80	1.60
7 ti	1.80	1.60	1.45
10 ti	1.60	1.45	1.30
16 ti	1.45	1.30	1.15
26 or more	1.30	1.15	1.00

30 seconds spots—3/4 of regular 1-minute rate.
10 seconds spots—1/2 of 1-minute rate.

8. PROGRAM TIME RATES

13 WEEKS OR MORE

PER WK:	1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min
1 ti	30.00	18.00	17.00	10.00	6.00	3.80
2 ti	28.20	17.00	16.00	9.40	5.55	3.55
3 ti	26.40	16.00	15.00	8.80	5.10	3.30
4 ti	24.60	15.00	14.00	8.20	4.65	3.05
5 ti	22.80	14.00	13.00	7.60	4.20	2.80
6 ti	21.00	12.60	12.00	7.00	3.75	2.50

THOMASVILLE (2 AM)

Thomas County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WLOR

1947

Media Code 4 211 8580 2.00
Triple C Broadcasting Corp., Box 45, Tallahassee Rd., Thomasville, Ga. 31702. Phone 912-228-7911.

- PERSONNEL**
General Manager—Lem Jay Clark, Jr.
Sta. & Com'l Mgr.—Wendell Lovett.
- REPRESENTATIVES**
W. O. Jones, Inc.
- FACILITIES**
5000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Contracts: 45.
Comb.: Cont. Discounts: 60a.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/69—Rec'd 12/18/68.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	104x	156x	312x
1 min	7.10	6.10	5.10	4.60	3.60	3.10
30 sec	5.10	4.60	4.10	3.10	2.60	1.85
10 sec	3.00	3.10	2.60	2.10	1.60	1.10

7. PACKAGE PLANS

PER YR. ROS:

500x	1000x	2000x
1 min	1.70	1.60
30 sec	1.45	1.35
10 sec	1.00	.80

PER WK:

1 min	4.50	3.50	3.00	2.25
30 sec	3.00	2.50	1.75	1.50
10 sec	2.00	1.50	1.25	1.00

Must be run during 7 consecutive days.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	60	40	25

WPAX

1934

Subscriber to the NAB Radio Code
Media Code 4 211 8635 4.00
Olive Broadcasting Co., 117 Remington Ave., Thomasville, Ga. 31792. Phone 912-226-1240.

- PERSONNEL**
General Manager—W. Keyes Perrin.
- REPRESENTATIVES**
Meeker Radio, Inc.
South—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12a, 13a, 14c, 15b.
Basic Rates: 20b, 21a, 24a, 25a, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60d, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES
ET—Rec'd 1/23/67.

7. PACKAGE PLANS

WEEKLY PACKAGE PLAN

1 ti	5.00	10 ti	4.50
5 ti	4.75	20 ti	4.00

8. PROGRAM TIME RATES

1/2 hr	30 min	5 min	
1/2 hr	30	5 min	7
1/4 hr	16		

THOMSON

McDuffie County—Map Location F-5.
See SRDS consumer market map and data at beginning of the State.

WTWA

1947

Media Code 4 211 8690 9.00
Hickory Hill Broadcasting Co., Inc., Box 501, 215 Lumpkin St., Thomson, Ga. 30824. Phone 404-505-1561.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gene D. Harden.
Commercial Manager—Bill McConnell.
- FACILITIES**
250 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12b, 13c, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 25a, 26, 28a, 29b, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60h, 61b, 62d.
Cancellation: 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and KBS.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 4/1/69—Rec'd 2/7/69.

6. SPOT ANNOUNCEMENTS

1 min	30-day period	1 ti	20 ti	30+
1 min	(No minimum required)	2.50	2.25	2.00
30 sec	1.70	10 sec		1.15

7. PACKAGE PLANS
BUDGET PLANS:

No. 1, 100 spots	Ea	1.30
No. 2, 60 spots	Ea	1.50
No. 3, 30 spots	Ea	1.70

8. PROGRAM TIME RATES

PER MD:

5 min	10 min	1/4 hr	1/2 hr	1 hr
1 ti	6.00	10.00	13.25	21.50
2 ti	5.00	8.50	11.00	16.75
4 ti	4.25	7.00	8.50	12.00
20+	3.75	5.50	7.00	10.00

TIFTON (2 AM)

Tift County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WTIF

1957

Media Code 4 211 8745 1.00
WTIF, Inc., Box 968, West 7th St., Tifton, Ga. 31794. Phone 912-382-4044.

- PERSONNEL**
Manager—Jimmy Miller.
Engineer—Gene Payne.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
Southeastern—Dora Clayton Agency, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 pm-midnight daily. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 28a, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61a, 61b.
Cancellation: 71a, 73a.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective June 1, 1961.
Rates received June 30, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	10 min	5 min	1	80
1 time	30.00	15.40	9.00	6.40	3.20
13 times	29.63	15.20	8.88	6.32	3.18
26 times	29.25	15.01	8.77	6.24	3.12
39 times	28.88	14.82	8.66	6.18	3.08
52 times	28.50	14.63	8.55	6.08	3.04
65 times	28.13	14.43	8.43	6.00	3.00
78 times	27.75	14.24	8.32	5.92	2.96
104 times	27.00	13.88	8.10	5.76	2.88
130 times	26.25	13.47	7.87	5.60	2.80
156 times	25.50	13.09	7.65	5.44	2.72
208 times	24.00	12.32	7.20	5.12	3.08
260 times	22.50	11.55	6.75	4.80	3.20
312 times	21.00	10.78	6.30	4.48	3.36
520 times	15.00	7.70	4.50	3.20	2.40

WWGS

1946

Media Code 4 211 8800 4.00
Tifton Broadcasting Corp., Drawer A, 800 S. Main St., Tifton, Ga. 31794. Phone 912-382-1430.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ralph N. Edwards
- REPRESENTATIVES**
Atlanta—Harry J. Cannon.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1430 kc.
Directional—night only.
Operating schedule: 5:30 am-midnight daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.

Basic Rates: 21b, 24b, 24c, 25a, 26, 20a.
Contracts: 40a, 45, 47c.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with KBS.
Member: Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12/1/68—Rec'd 12/6/68.

6. SPOT ANNOUNCEMENTS

1000x	750x	520x	312x	260x	120x	1x
1 min	1.00	2.15	2.35	2.55	3.00	4.00
30 sec	1.40	1.00	1.75	1.00	2.25	3.50

7. PACKAGE PLANS
7-DAY PLAN

1 min	30 sec	50 ti	40 ti	20 ti	10 ti
1 min	30 sec	100	86	51	31
1 hr		75	64	38	23

8. PROGRAM TIME RATES

1 hr	30 min	15 min	1/2 hr	10 min	5 min
1 hr	60.00	1/2 hr			35.00
PER WK:		5 min	10 min	1/4 hr	
1 ti		6.00	8.00	12.00	
3 ti		4.50	6.80	9.50	
5 ti		3.75	5.75	8.00	

TOCCOA (2 AM; 1 PM)

Stephens County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WLET WLET-FM

1941 1947

Media Code 4 211 8855 8.00
WLET, Inc., 423 Prather Bridge Rd., Toccoa, Ga

WNEG

1956



Subscriber to the NAB Radio Code

Media Code 4 211 8910 1.00

Stephens County Broadcasting Co., Box 907, 100

Boulevard, Toccoa, Ga. 30577. Phone 404-888-3131.

STATION'S PROGRAMMING DESCRIPTION

WNEG: Programmed for adult and young adult listeners

NEWS: emphasis on regional and local. 4 two-way

equipped mobile units cover local news and special

events. News, weather and sports blocks 7:30-8 am,

noon-12:30 pm & 5-5:30 pm. Briefs and headlines

scheduled between. AIR PERSONALITIES conduct

all program segments. Daily homemaker show run by

woman staff member. MUSIC: blocks of country and

western, gospel, middle-of-the-road, showtunes and

standards. Hard top 40 confined to 1 hour, 4-5 pm

weekdays. Sun: showtunes and standards except for

early morning gospel music hour. Contact Representative

for further details. Rec'd 12/22/67.

1. PERSONNEL

Co-Owners & Co-Mgrs.—Roy E. Gaines and Charles

H. Gaines.

2. REPRESENTATIVES

David Carpenter Company.

3. FACILITIES

500 w. days; 630 kc. Non-directional.

Operating schedule: 6 a.m. to local sunset. EST.

4. AGENCY COMMISSION

None on all station. No cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6b, 7b, 8.

Rate Protection: 15b.

Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26,

28b, 28c, 32b.

Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 51a,

51b.

Comb.; Cont. Discounts: 60a, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with NAB Radio Network.

NATIONAL AND LOCAL RATES SAME

ET Rec'd 8/29/66.

6. SPOT ANNOUNCEMENTS

1x 6x 11x 21x 51x 151x \$51+

1 min 3.00 2.50 2.25 2.00 1.90 1.80 1.75

30 sec 2.50 2.00 1.75 1.50 1.40 1.30 1.25

15 sec 1.00 .95 .90 .85 .80 .75 .70

Maximum discount rate for 3000

or more spot announcements run

in 52 week period 1.50 1.00 .50

7. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x 40 24 16 12 8

DISCOUNTS

13x-10% 52x-30% 158x-50%

28x-20% 104x-40% 280x-60%

Member: The Doe Rivers Group, Doe Rivers Georgia

Company, Tobacco Radio Network.

TIME RATES

Rates effective September 1, 1952. (Card No. 2.)

Revisions received October 1, 1956.

6. SPOT ANNOUNCEMENTS

1 min. 30 sec. 10 sec.

1 time 12.00 6.00 3.50

13 times 11.75 7.35 3.40

26 times 11.50 7.67 3.25

39 times 11.25 7.50 3.15

52 times 11.00 7.34 3.00

65 times 10.75 7.17 2.85

78 times 10.50 7.00 2.75

104 times 10.00 6.66 2.50

156 times 9.00 6.00 2.40

208 times 8.00 5.33 2.25

260 times 7.00 4.66 2.00

312 times 6.00 4.00 1.75

520 times 5.00 3.50 1.50

WGOV-FM

1966

Media Code 4 211 9045 5.00

WGOV, Inc., Box 1182, Valdosta, Ga. 31601, Phone

012-24-6816.

1. PERSONNEL

Chairman of the Board—E. D. Rivers, Jr.

General Manager—Paul "Buck" E. Paulsen.

Regional Sales Manager—D. A. Haight.

2. REPRESENTATIVES

Starr, Inc.

Dora-Clayton Agency, Inc.

3. FACILITIES

ERP 100,000 w.; 92.9 mc. Stereo.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b,

16.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,

26, 27, 28a, 29a, 30, 33a.

Contracts: 40a, 41, 42c, 42d, 43, 44a, 44b, 45, 46,

47a, 48, 49, 50, 51a, 51c.

Comb.; Cont. Discounts: 60a, 61a, 62a.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Member: Doe Rivers Georgia Group, Doe Rivers Group.

TIME RATES

ET Rec'd 4/28/68.

1 min. 6.50 5.85 5.20 4.50 3.90 3.25

30 sec. 5.85 5.25 4.50 3.90 3.25 2.60

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x 52.00 45.00 39.00 32.50 28.00 19.50

1/2 hr 39.00 33.75 28.75 25.00 18.25 13.00

1/4 hr 14.50 13.35 12.35 11.35 10.50 9.45

WJEM

1955

Media Code 4 211 0075 2.00

Lowndes County Broadcasting Co., Box 368, Valdosta,

Ga. 31601. Phone 912-242-1655.

STATION'S PROGRAMMING DESCRIPTION

WJEM: Programmed for adults and general interest

with segments of news coverage.

Country music with air personalities. 8 mobile news

units plus station airplane. Personality DJ's handle

all segments all day long. Contact Representative for

further details. Rec'd 8/2/67.

1. PERSONNEL

President—J. C. Johnson.

Gen'l Mgr. & Prog. Dir.—Vernon Arnold.

2. REPRESENTATIVES

David Carpenter Company.

3. FACILITIES

1,000 w. days; 1150 kc. Non-directional.

Operating schedule: 6:00 a.m. to local sunset week-

days; 7:00 a.m. to local sunset Sundays. EST.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4b, 4d, 5, 6a, 7b.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,

24b, 25a, 26, 28b, 28c.

Contracts: 40a, 49.

Cancellation: 70b, 71a.

Prod. Services: 81, 82.

NATIONAL AND LOCAL RATES SAME

ET 9/20/66—Rec'd 10/10/66.

6. SPOT ANNOUNCEMENTS

1x 52x 104x 260x 312x

1 min. 6.00 5.50 5.00 4.00 3.50

30 sec. 4.80 4.40 4.00 3.20 2.80

7. PACKAGE PLANS

ROS WEEKLY PACKAGE PLANS

PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti

1 min. 4.00 3.50 3.00 2.75 2.50

30 sec. 3.20 2.80 2.40 2.20 2.00

WVLD

1959

Media Code 4 211 9130 5.00

Al H. Evans, Box 1529, Valdosta, Ga. 31601. Phone

912-242-4821.

STATION'S PROGRAMMING DESCRIPTION

WVLD: Programmed for adults 15%, young adults

30%, teen 30%, Negro 25%.

AIR PERSONALITIES emcee entire operation.

MUSIC 80%: 50% current hits, 25% rhythm and

blues, 4% standards, 1% gospel and spiritual. Negro

personality gospel and spiritual show Sun 8:30-11 am.

NEWS 16%: 8% national and international, 8% state

and local. Mobile news unit and local news director.

FAIRM 1%: agricultural weather. SPORTS 3%:

scores and briefs plus college basketball and high

school football. 3 min sports at :25, 2 min

community activities at :45, 3 min state and local news

at :52, 5 min network news at :55, agricultural

weather and mobile news reports throughout day.

COMMERCIAL POLICY: 18 minutes maximum any

hour. CONTINUITY POLICY: fact sheets accepted.

Contact Representatives for further details. Rec'd

5/10/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Al H. Evans.

Commercial Manager—Danny Dee.

Program Director—Pete Stone.

2. REPRESENTATIVES

Vic Plano Associates, Inc.

Southeastern—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 4450 kc.

Non-directional.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 45, 46, 47a, 48.

Comb.; Cont. Discounts: 60a, 60k, 61a.

Cancellation: 70a, 70c, 71a.

Affiliated with American Contemporary Network.

TIME RATES

ET 3/1/67—Rec'd 4/28/67.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 260x 520x 1000x

1 min 6.00 5.50 5.00 4.50 4.00 3.50 3.00

20/30

sec. 5.00 4.50 4.00 3.50 3.00 2.50 2.00

10 sec: 50% of 1-min. May not be combined with

other spots for purposes of frequency discount.

7. PACKAGE PLANS

ROS WEEKLY PACKAGES

PER WK, EA: 10 ti 15 ti 20 ti 30 ti 50 ti

1 min. 5.00 4.50 4.00 3.50 3.00

8. PROGRAM TIME RATES

1/4 hr 10 min 5 min

Flat 18 12 7

VIDALIA

Toombs County—Map Location F-8

See SRDS consumer market map and data at begin-

ning of the State.

WVOP

1946



Media Code 4 211 9185 9.00

The Vidalia Broadcasting Co., Vidalia, Ga. 30474.

Phones 912-537-7029 & 537-3905.

1. PERSONNEL

General Manager—H. L. Dorrough.

Commercial Manager—Fred Tippet.

2. REPRESENTATIVES

Continental Radio Sales.

Southeastern—Harry J. Cannon.

3. FACILITIES

5,000 w. days; 970 kc. Non-directional.

Operating schedule: 5:00 am-local sunset weekdays;

6:00 am-local sunset Sun. EST.

GEORGIA—GUAM

(See Guam listing following Wyoming)

WAYCROSS (2 AM)

Ware County—Map Location F-9

See SRDS consumer market map and data at beginning of the State.

WACL

1951

Media Code 4 211 9405 1.00

Teletronics, Inc., Box 858, Memorial Dr., Waycross, Ga. 31501. Phone 912-283-4660.

STATION'S PROGRAMMING DESCRIPTION

WACL: Programmed for general interest. AIR PERSONALITIES handle all segments and taped commercials by personalities are interchangeable. Network news 5 min at 5:55, regional and local news 5 min at 7:25, 15 min news at 8 am & 12:30 pm, network block 6-6:30 pm. On-scene local news by 6 mobile news units. Community activity reports spread throughout day. FARM: 5-7 am & noon-3 pm M-F. General popular music 7-10:40 am M-Sat. Gospel music 11 am-noon M-Sat. Current hits 3-6 pm & 7 pm-12M everyday. High school news at 7 pm M-W. College and high school football and basketball. Semi-classic 6:30-6:55 pm daily. COMMERCIAL POLICY: 18 minutes maximum any hour. All air personalities available for remote broadcasts. Contact Representative for further details. Rec'd 1/31/68.

1. PERSONNEL

Sales Manager—W. T. Parker.

2. REPRESENTATIVES

Gill-Perma, Inc. (except for Southeast.)
Southwest—Mario Messina Company.

3. FACILITIES

5,000 w.; 570 kc. Directional—night only.
Operating schedule: 5:00 am-midnight.

4. AGENCY COMMISSION

15/0 time and talent; payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12g, 13a, 14g, 15c.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30, 32a, 33a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60f, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/60—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec	8-
1 x	4.40	3.30	2.20	
13 x	4.20	3.15	2.10	
26 x	4.00	3.00	2.00	
52 x	3.75	2.80	1.90	
104 x	3.55	2.65	1.80	
156 x	3.30	2.50	1.65	
260 x	3.10	2.35	1.55	
312 x	2.90	2.20	1.45	
365 x	2.65	2.00	1.35	

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	58.85	29.55	15.00	8.80

WAYX

1936

NAB

Media Code 4 211 9460 6.00

WAYX, Inc., Box 683, 1800 Carwell Ave., Waycross, Ga. 31501. Phone 912-283-7100.

STATION'S PROGRAMMING DESCRIPTION

WAYX: Programmed for general interest. 7 air personalities emcee entire operation. NEWS: network news on hour. Network programming on half hour. 4 mobile news units, 25 min national, regional, local news 8-8:25 am. Network news noon-12:10 pm. Stock market report direct from brokers office by beeper 12:10-12:15 pm. Local news 12:35-12:50 pm, 5:50-6 pm national, regional, local news, newsmen. SPORTS: high school football, basketball, baseball and track. College football and basketball, major league baseball, World Series, all major auto races. Sports director. MUSIC: block programming covering top 100, country and western and gospel, sign-on sign-off. Negro personality Sun 5 am-noon, Sat, 6 am-12:30 am. Contact Representative for further details. Rec'd 3/10/69.

1. PERSONNEL

President—Charles N. Mayo.
General Manager—Al Morris.
Program Director—Butch Guest.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5-12:30 am. EST.

4. AGENCY COMMISSION

None; all rates net to station. Payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15c.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES

ET 1/1/68—Rec'd 3/10/60.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	4.10	3.30	2.50
13 x	3.80	3.15	2.35
26 x	3.70	2.95	2.25
52 x	3.50	2.80	2.10
104 x	3.30	2.65	1.95
156 x	3.10	2.50	1.85
260 x	2.75	2.20	1.65
312 x	2.25	1.80	1.35
500 x	2.00	1.60	1.25
1000 x	1.75	1.50	1.10

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	35.00	24.00	15.00	7.50

WAYNESBORO

Burke County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WBRO

1954

Media Code 4 211 9515 7.00

WBRO, Inc., P. O. Box 151, McBean Rd., Waynesboro, Ga. 30830. Phone 554-2139.

1. PERSONNEL

President—Webb Pierce.
General Manager—John J. Balles.
Manager—Earl Lauderdale.

2. REPRESENTATIVES

Gene Bolles Company.

3. FACILITIES

1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NAB Radio Network.
Member: Southeastern Key Market Network, Tobacco Radio Network.

TIME RATES

ET 4/1/66—Rec'd 2/3/67.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2 hour	30.00	5 minutes	9.00
1/4 hour	18.00	1 minute	5.50

7. PACKAGE PLANS

Per week:	5 times	10 times	15 times	20 or 30 seconds—75% of applicable 1-minute rate.	8 or 10-second ID's—50% of applicable 1-minute rate.
5 times	5.00	20 times	4.00		
10 times	4.75	30 times	3.50		
15 times	4.50	50 times	2.50		

WEST POINT (2 AM; 1 PM)

Troup County—Map Location B-8

See SRDS consumer market map and data at beginning of the State.

WBMK

1958

NAB

Media Code 4 211 9570 2.00

Radio Valley, Inc., 705 W. 4th Ave., West Point, Ga. 31833. Phone 404-645-2991.

STATION'S PROGRAMMING DESCRIPTION

WBMK: Programmed for adults and teens. MUSIC: 80% country and western, 10% rock and roll. Gospel quartet music featured sign-on-7 am M-S & 6-11 am Sun. NEWS: 5 min world and state on hour. Continuous news 7-8:30 am M-F. 2 min weather on half hour, 7 local newscasts daily M-S. 2 man news staff, 5 air personalities. Community activity involvement, 1 mobile unit. Live reports. SPORTS: professional, college and high school play-by-play. Rec'd 8/9/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—C. Jim Murphy.
Program Director—Mrs. Barbara Hinkle.

3. FACILITIES

1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 23a, 24b, 26, 28a, 28c, 29a, 30, 32a, 33a.

Contracts: 40a, 44a, 44b, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61b, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.

Affiliated with KBS Radio Network.

Affiliated with American Entertainment Network.

TIME RATES

ET 3/30/66.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.85	2.70	2.20	1.80	1.50
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8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	40	25	10	6

DISCOUNTS

13x—10%	52x—20%	156x—30%
26x—15%	104x—25%	260x—35%

WCJM (FM)

1965

NAB

Media Code 4 211 9525 4.00

Radio Valley, Inc., 704 4th Ave., West Point, Ga. 31833. Phone 404-645-2991.

1. PERSONNEL

Pres. & Gen'l Mgr.—C. Jim Murphy.
Program Director—Vinson Smith.

3. FACILITIES

ERP 3,000 w.; 100.9 mc.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 258 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 23a, 24b, 26, 28a, 28c, 29a, 30, 32a, 33a.

Contracts: 40a, 44a, 44b, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61b, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.

Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective January 1, 1962.

Card received October 25, 1965.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.85	2.70	2.40	2.10	1.80	1.50
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8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	40	25	10	6

DISCOUNTS

13x—10%	52x—20%	156x—30%
26x—15%	104x—25%	260x—35%

WRLD

1940

LANETT, ALA.—WEST POINT, GA.

Media Code 4 211 9680 9.00
Valley Broadcasting Co., Inc., Box 812, West Point, Ga. 31833. Phone 404-644-1170.

1. PERSONNEL

President—Miles Ferguson.
General Manager—E. L. Pearce, Jr.
Program Director—Al Pearce.

2. REPRESENTATIVES

Harry J. Cannon Associates.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:00 am-11:00 pm weekdays; 6:00-10:30 am Sun. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 32b.

Contracts: 40a, 41, 44a, 45, 46, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61e, 62d.
Cancellation: 70a, 70c, 71a, 73b.

Affiliated with American Contemporary Network.

Member: Southeastern Key Market Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 ET 8/1/66—Rec'd 8/12/66.

6. SPOT ANNOUNCEMENTS

100 wds or less:	1 x	13 x	26 x	52 x
	3.00	104 x	2.10	1.80
		2.85	156 x	1.65
		2.70	260 x	1.50
		2.40	312 x	

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	40	25	10	6
13x—10%	52x—20%	156x—30%		
26x—15%	104x—25%	260x—35%		

WINDER

Barrow County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

WIMO

1952

Media Code 4 211 9735 1.00
Winder-Monroe Broadcasting Co., Box 526, Monroe Hwy., Winder, Ga. 30690. Phone 404-887-9138.

1. PERSONNEL

General Manager—C. H. Grider.
Program Director—Kathleen Rhodes.
Prod. & Sales Mgr.—H. L. Curry, Jr.

3. FACILITIES

1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 29a.

Contracts: 40a, 41, 44a, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

Member: Southeastern Key Market Network, National AgRadio Groups, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

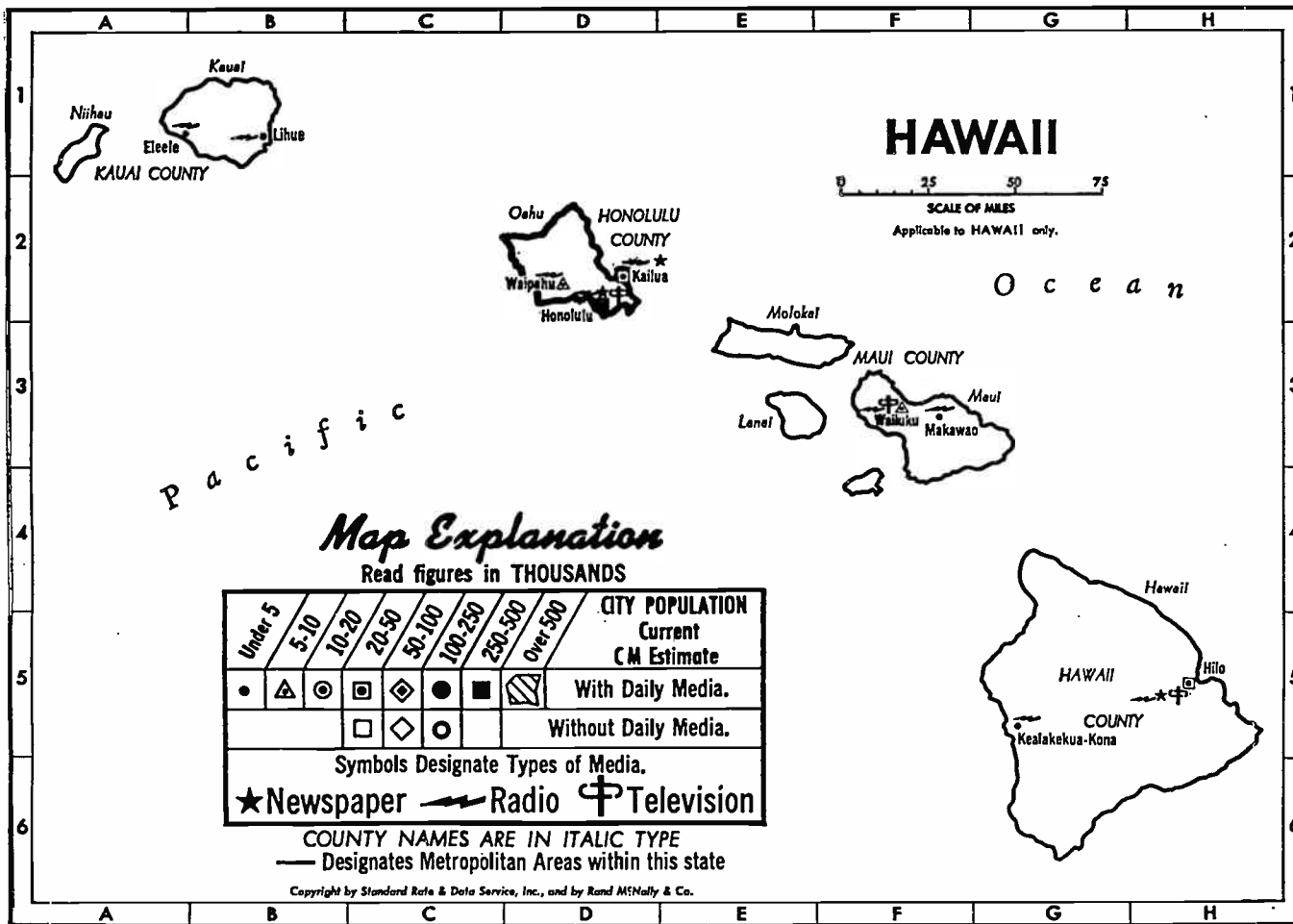
ET 8/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

1 min	3.50	30 sec	2.30
		DISCOUNT	
13x—5%	52x—15%	156x—25%	
26x—10%	104x—20%	312x—30%	

GUAM

For listed radio stations, see Guam-Virgin Islands following Wyoming.



Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)
 STATE TOTAL..... 7,100 Honolulu 7,000
 METRO AREAS Total Metros..... 7,000

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-200	200-500	Over 500	CITY POPULATION Current CM Estimate
•	△	⊙	◻	◇	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.
 Hilo—Hawaii Honolulu—Honolulu

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968 By Selected Store Types					Passen- gar Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (000)				
			Per Household (\$)	3000	5000	8000	10000	15000 to to to and 4999 7999 9999 14999 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdee. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)	
HAWAII STATE TOTALS.....	780.1	193.69	2,271,486	11,727	16.3	25.5	16.7	20.1	15.2	1,020,480	5,269	254,512	34,801	172,570	59,814	40,143	174,912	74,720	307.05
HAWAII G-5†.....	60.9	16.15	170,205	10,539	18.0	14.8	18.4	25.7	19.8	82,737	5,123	22,608	2,508	12,229	3,681	3,911	16,897	6,064	27.27
Hilo.....	29.0	7.32	111,779	15,270	59,571	8,138	14,641	2,142	5,373	3,251	3,245	16,368	2,705
HONOLULU D-2†.....	640.7	155.51	1,909,749	12,281	11.2	16.7	16.9	25.0	28.2	853,607	5,489	200,778	31,234	147,967	52,941	32,889	143,814	62,028	244.93
Honolulu.....	385.9	103.63	1,821,513	17,577	696,576	6,722	136,949	26,394	124,126	50,055	29,696	124,628	44,922
Honolulu Metro Area.....	640.7	155.51	1,909,749	12,281	11.2	16.7	16.9	25.0	28.2	853,607	5,489	200,778	31,234	147,967	52,941	32,889	143,814	62,028	244.93
KAUAI B-1.....	28.4	8.36	83,106	9,941	17.2	17.5	17.6	27.2	19.9	35,225	4,214	14,339	399	5,746	775	981	6,291	2,261	13.57
MAUI F-3.....	50.1	13.67	108,426	7,932	22.8	23.4	19.8	18.9	8.5	48,911	3,578	16,787	660	6,628	2,417	2,362	7,910	4,367	21.28

(†) Kalawao county data included in Maui county. Separate statistics for Kalawao county are not available.

(f) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

HAWAII

THIS STATE DOES NOT OBSERVE
DAYLIGHT SAVING TIME

STATE NETWORKS

Coconut Wireless Network

Comprised of:

KGMB—Honolulu KMVI—Maui
 KPUA—Hilo
 Media Code 4 212 0500 6.00
 Business Office—Box 581, 1534 Kapiolani Blvd.,
 Honolulu, Hawaii 96809. Phone 941-8011.

- PERSONNEL
General Manager—Gene Erger.
- REPRESENTATIVES
Edward Potry & Co., Inc.
- AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60a, 60c, 61a, 61b, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TAX ON ADVERTISING: 4% State Tax applicable to all billing.
TIME RATES
 Rates effective September 27, 1965.
 For all rates see listing of KGMB, Honolulu, Hawaii.
 For Aku on KPUA, KMVI, add 1.00 per station to KGMB prices.

Hukilau Net, The

Comprised of:

KGU—Honolulu KNUI—Maui
 KTAI—Kauai KEHO—Hilo
 Media Code 4 212 0700 2.00
 Business Address—605 Kapiolani Blvd., Honolulu,
 Hawaii 96813.

- PERSONNEL
President—Jack Heintz.
Vice-Pres. & Gen'l Mgr.—James Hawthorne.
Sales Manager—Don Metzger.

2. REPRESENTATIVES

Avco Radio Television Sales, Inc.
 Canada—Andy McDermott Sales Ltd.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
 Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 29a, 32a, 33a.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 60l, 61a, 61b, 62d.
 Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.
 TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

For all rates see listing of KGU, Honolulu.
 KIMO, Hilo; KUA1, Kauai; KNU1, Maui, Hawaii,
 may be added to KGU buy for an additional 2.25 per spot per station.

ELEELE

(Kauai County)

See SRDS consumer market map and data at beginning of the State.

KUAI

1965

Media Code 4 212 0900 8.00
 American Islands Broadcasting Corp., Box 720, Eleele,
 Kauai, Hawaii 96705. Phone 335-3171.

STATION'S PROGRAMMING DESCRIPTION
 KUA1: Programmed for adults and young adults. General popular music middle-of-the-road. NEWS: local, state, national, international, UPI service plus local staff. News broadcasts every 30 min. Expanded news 8 am. noon, 5:45 pm. Filipino language program M-F 5-6 am, Sat 6-7 am. Japanese program Sun 9:30 am-noon. Rec'd 2-10-69.

- PERSONNEL
General Manager—Roland L. Gay, Jr.
Sales Manager—John S. Short.
Program Director—William Dable.

- FACILITIES
5,000 w.; 720 kc. Non-directional.
Operating schedule: 5 am-midnight. HST.

- AGENCY COMMISSION
15/0 time only; monthly.

(This listing continued on next page)

HAWAII

Eleele—K U A I—Continued

5. GENERAL RATE POLICY

Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State tax applicable to all net billing.

TIME RATES

No. 3 Eff 1/1/69—Rec'd 2/10/69.

AA—Mon thru Sat 5-9 am & 3-7:30 pm.
A—Mon thru Sat 9 am-8 pm.
B—Mon thru Sat 7:30 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE		30 SECONDS	
ROS: 1x	15x	27x	53x
AA	6.50	6.25	6.00
A	5.75	5.50	5.00
B	4.75	4.50	4.25
AA	5.25	5.00	4.75
A	4.50	4.25	4.00
B	3.50	3.25	2.75

10/15 sec: 50% of 30-sec.
Fixed position: AA, extra 25%, A & B, extra 10%.

7. PACKAGE PLANS

CLASS A—ROS	6 days per wk			
	1 hr	2 hr	3 hr	4 hr
PER DAY:	26	52	78	104
PER MO:	5.00	4.33	3.84	3.25
1 min.	5.00	4.33	3.84	3.25
30 sec.	3.50	2.89	2.30	2.00

8. PROGRAM TIME RATES

CLASS A—FIXED POSITION	5 min				10 min		1/4 hr		1 hr	
	1 hr	1/2 hr	1/4 hr	10 min	5 min	1 hr	1/2 hr	1/4 hr	10 min	
Ea	12	15	25	40	75					
AA: extra 10%.										

HILO (3 AM)

(Hawaii County)
See SRDS consumer market map and data at beginning of the State.

KHLO

(formerly KIMO)
1950

Media Code 4 212 1200 2.00
Kerby Scott Productions, Inc., Box 1497, Nalei Hotel, Hilo, Hawaii 98720. Phone 935-6372.

1. PERSONNEL

General Manager—John C. Hooker, Jr.
Sales Manager—Lillian Cunningham.
Production Director—Bob Hilton.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

1,000 w.; 850 kc.
Operating schedule: 6-11 am. HST.

4. AGENCY COMMISSION

15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 49, 51a, 51b, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and KBS.
Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

ET 7/5/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

1 x	1 min		30 sec		ID
	4.00	3.00	4.00	3.00	
15 x	3.75	2.75	1.50	1.45	
25 x	3.50	2.50	1.45	1.40	
32 x	3.25	2.25	1.40	1.35	
104 x	3.00	2.00	1.35	1.30	
156 x	2.75	1.90	1.30	1.25	
260 x	2.50	1.80	1.25	1.20	
312 x	2.25	1.70	1.20	1.15	
624 x	2.00	1.50	1.10	1.05	

On any 52 week contract of at least 13 spots per week, plus one bonus spot per week—15%.

On any 26 week contract of at least 26 spots per week, plus two bonus spots per week—10%.

7. PACKAGE PLANS

DAYS:	10 hr		35 hr		70 hr		100 hr		200 hr		300 hr	
	2	7	14	30	60	90	180	270	540	810	1080	
1 min.	20	95	185	230	400	550						
30 sec.	20	60	115	170	300	400						
ID's	10	30	55	95	180	240						

10. SPECIAL FEATURES

PER MO: 4-MINUTE NEWSCASTS
5 hr per wk. 150 6 hr per wk. 160

KIPA

1947

Media Code 4 212 1500 5.00
Big Island Broadcasting Co., Ltd., Box 1802, 140 Hall St., Hilo, Hawaii 98720. Phone 51-168.

1. PERSONNEL

President—William O. Paine.
Vice-Pres. & Gen'l Mgr.—Hugh Gordon.

2. REPRESENTATIVES
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES

1,000 w.; 1110 kc.
Operating schedule: 5-12:30 am. HST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 28a, 29a.
Contracts: 40a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective February 15, 1963.

Rates received February 27, 1965.

6. SPOT ANNOUNCEMENTS

1 hr	30 sec		20 sec		10 sec	
	4.85	3.80	2.80	1.80	1.50	1.40
26 hr	4.50	3.65	2.85	1.50		
52 hr	4.15	3.45	2.60	1.40		
104 hr	3.80	3.30	2.40	1.35		
156 hr	3.45	3.15	2.25	1.30		
260 hr	3.35	3.00	2.10	1.20		
312 hr	3.15	2.80	2.00	1.15		
624 hr	2.90	2.45	1.85	1.05		
1000 hr	2.80	2.10	1.70	1.00		
2000 or more hr	2.45	1.70	1.40	.90		

(9:00 pm-midnight Mon thru Fri)
50% of above rates.

8. PROGRAM TIME RATES

1 hr	1/2 hr		1/4 hr		10 min		5 min	
	46.00	23.00	14.00	12.00	7.00	6.75	6.75	6.75
26 hr	45.00	22.00	13.00	11.00	6.50			
52 hr	44.00	21.00	12.00	10.50	6.50			
104 hr	41.00	18.00	11.00	9.50	6.25			
260 hr	38.00	17.00	10.00	8.50	5.75			
312 hr	37.00	14.00	8.00	7.50	4.75			

KPUA

1930

Media Code 4 212 1800 9.00
Pacific Broadcasting Co., Inc., Box 937, Piikoi, Hilo, Hawaii 98720. Phone 935-5461.

1. PERSONNEL

General Manager—Gene Erger.
Station Manager—Hal Boudreau.
Chief Engineer—Harold Marques.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

5,000 w.; 970 kc.
Operating schedule: 5:00 am-midnight. HST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 23b, 24b, 25a, 28b, 29a, 30, 31.
Contracts: 40a, 42b, 42d, 43, 44a, 47e, 48, 49, 51a, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
15% charge for translation into foreign language.
Member: Coconut Wireless Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/68—Rec'd 1/24/69.

6. SPOT ANNOUNCEMENTS

1x	26x		51x		76x		101x		151x		250+	
	8.00	7.00	6.00	5.50	5.00	4.50	4.50	4.50	4.50	4.50	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00					
ID	8.00	2.50	2.00	1.75	1.50	1.25	1.00					

7. PACKAGE PLANS

PLAN:	KOKUA PACKAGE PLANS (must be used within 7 days)				
	30 hr	24 hr	18 hr	12 hr	6 hr
PER WK:	30	24	18	12	6
1 min.	78.75	72.00	60.75	45.00	27.00
30 sec.	52.50	48.00	40.50	30.00	18.00

SATURATION PLAN (must be used within 1 month)
30 sec, 100 hr per mo. ea. 1.50

FIXED POSITION
1 min, extra .75 30 sec, extra .50

8. PROGRAM TIME RATES

1 hr	26x		51x		101x		150x		250+	
	100.00	85.00	75.00	60.00	50.00	45.00	45.00	45.00	45.00	45.00
1/2 hr	85.00	60.00	52.00	48.00	40.00	35.00				
1/4 hr	50.00	45.00	40.00	35.00	30.00	25.00				
10 min	35.00	30.00	25.00	20.00	18.50	15.00				
5 min	25.00	22.50	20.00	18.00	14.00	12.00				

10. SPECIAL FEATURES

AKU news at 6, 6:30, 7, 7:30 & 8 am, per mo. 200
Includes opening and closing billboards and 1 1-minute spot. Minimum contract 13 weeks.
News at 6:09 am sign-off, per mo. 150
Includes opening and closing billboards and 1 1-minute spot. Minimum contract 13 weeks.
Echoes of Japan 5-6 am daily, 7-10 am Sun. Rates same as English rates plus 15% translation charge.
Mynah Bird Show—extra 25%.

HONOLULU (15 AM; 4 FM)

(including Waipahu)

(Honolulu County)

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAHU

1950

WAIPAHU

(NAB)

Media Code 4 212 2100 3.00

Royal Hawaiian Radio Co., Inc., Waipahu, Hawaii.
Phone 675-867. TWX 2V4V0.

Mailing address: Box 1007, Waipahu, Oahu, Hawaii 98797.

1. PERSONNEL

General Manager—Harry En Chu.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

10,000 w.; 940 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 5, 6a.
Basic Rates: 21a, 21c, 22a, 23a, 24b.
Contracts: 40a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60i.
Cancellation: 73a.
Prod. Services: 82.
Affiliated with KBS.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

No. 12 Eff 1/69—Rec'd 11/11/68.

6. SPOT ANNOUNCEMENTS

PER MO:	1 MINUTE					
	30 hr	60 hr	90 hr	120 hr	150 hr	180 hr
Ea	10.00	9.50	9.00	8.50	8.00	7.50
*3 mo.	9.00	8.50	8.00	7.50	7.00	6.50
*6 mo.	8.00	7.50	7.00	6.50	6.00	5.50
*12 mo.	7.00	6.50	6.00	5.50	5.00	4.50

30 SECONDS
Ea: 6.50 6.00 5.50 5.00 4.50 4.00
*3 mo.: 6.00 5.50 5.00 4.50 4.00 3.50
*6 mo.: 5.50 5.00 4.50 4.00 3.50 3.00
*12 mo.: 5.00 4.50 4.00 3.50 3.00 2.50
(*) Contract.

KAIM

1955

HONOLULU

(NAB)

Media Code 4 212 2400 7.00

Christian Broadcasting Assoc., Box 375, 3555 Harding Ave., Honolulu, Hawaii 96809. Phone 734-1985.
Cable address—Chriscad, Honolulu, Hawaii.

1. PERSONNEL

Managing Consultant—Loren F. Bridges.

3. FACILITIES

5,000 w.; 870 kc. Non-directional.
Operating schedule: 4:

Honolulu—KCCN—Continued

46-52 CONSECUTIVE WEEKS										
PER WK:	1 1/2	6 1/2	12 1/2	18 1/2	24 1/2	30 1/2	36 1/2	42 1/2	48 1/2	54 1/2
1 min.	9.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec.	6.65	5.80	5.25	4.70	4.15	3.60	3.05	2.50	1.95	1.40

CLASS A										
1-12 CONSECUTIVE WEEKS										
1 min.	7.50	6.50	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec.	5.25	4.55	4.20	4.00	3.85	3.70	3.55	3.40	3.25	3.10

13-25 CONSECUTIVE WEEKS										
1 min.	7.00	6.25	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec.	4.90	4.40	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95

26-45 CONSECUTIVE WEEKS										
1 min.	6.50	6.00	5.50	5.25	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	4.55	4.20	3.85	3.70	3.55	3.40	3.25	3.10	2.95	2.80

46-52 CONSECUTIVE WEEKS										
1 min.	6.25	5.75	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec.	4.40	4.00	3.70	3.50	3.35	3.20	3.05	2.90	2.75	2.60

CLASS B										
1-12 CONSECUTIVE WEEKS										
1 min.	3.75	3.50	3.35	3.25	3.20	3.15	3.10	3.05	3.00	2.95
30 sec.	2.60	2.45	2.30	2.25	2.20	2.15	2.10	2.05	2.00	1.95

13-25 CONSECUTIVE WEEKS										
1 min.	3.50	3.25	3.10	3.00	2.90	2.85	2.80	2.75	2.70	2.65
30 sec.	2.45	2.30	2.20	2.10	2.05	2.00	1.95	1.90	1.85	1.80

26-45 CONSECUTIVE WEEKS										
1 min.	3.25	3.00	2.85	2.75	2.65	2.60	2.55	2.50	2.45	2.40
30 sec.	2.30	2.15	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00

46-52 CONSECUTIVE WEEKS										
1 min.	3.00	2.75	2.60	2.50	2.40	2.35	2.30	2.25	2.20	2.15
30 sec.	2.10	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00

Fixed position—applicable rate plus 10%.
Spots, except fixed, staggered within time classifications on a 6 per week spread. Discounts shown apply to consecutive weeks.

7. PACKAGE PLANS
WEEKEND PACKAGES (Fri 8 pm-midnight Sun)
PER WKND. EA: 9 1/2 18 1/2 30 1/2
1 min. 5.00 4.75 4.50
30 sec. 3.50 3.35 3.20
Spots scheduled at station's discretion and cannot be combined with other spots to earn further discounts.

10. SPECIAL FEATURES
Newscasts—hourly at :00 & :30, 6-9 am & 3-6 pm; at :00 9 am-3 pm & 6 pm-6 am; 4-1/2 min with opening & closing commercial Billboards & 1-min middle commercial—1-minute plus 25%.
Expanded News in Depth—15 minutes 7-7:15 am, noon-12:15 pm & 5-5:15 pm. 11-1/2 minutes with opening and closing commercial billboards and 1-minute commercials. 3 1-minute spots earned rate plus 25% or participation 1-minute rate plus 10%.
Sports—hourly at :15—1-minute plus 15%.
Weather—hourly at :45—1-minute plus 15%.
Hawaiian Legend—2-minutes; hillboard open & close with 1-minute middle commercial—1-minute plus 15%.
Time Signals—10-sec or less available at 50% of 1-min. Not combinable for frequency discounts.

KFOA (FM)

1967
HONOLULU



Media Code 4 212 3000 4.00
Royal Hawaiian Radio Co., Inc., Hilton Hawaiian Village Hotel, Honolulu, Hawaii 96815. Phone 941-0591.

STATION'S PROGRAMMING DESCRIPTION
KFOA (FM): Programmed for adults.
Popular music, standards, film music, showtunes, 100%. Polkas, ragtime piano, marches, banjo, 6-9 am. Popular music, new and old, 9 am-6 pm. Strings 6-10 pm. Big bands 10 pm-12M. COMMERCIAL POLICY: 2 minutes commercial grouped every 10 minute segment. No other talk except time signals, station breaks. Contact Representative for further details. Rec'd 8/15/67.

1. PERSONNEL
President—George Mardikian.
Vice-President—John Ward.
Station Manager—Joseph Gregory.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 6-1 am. HST.

4. AGENCY COMMISSION
15/0 time only; net 30 days.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: The Groskin Group.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

ET—Rec'd 12/4/67.
6. SPOT ANNOUNCEMENTS
1 min. 10.00 0.50 9.00 6.0x 125x 250x 500x

8. PROGRAM TIME RATES
1 hr. 70 67 64 61 58 55 52
1/2 hr. 53 50 48 46 44 42 40
5 min. 30 29 28 27 26 25 24

KGMB

1929
HONOLULU



Media Code 4 212 3300 8.00
Pacific Broadcasting Co., Inc., Box 581, 1534 Kapiolani Blvd., Honolulu, Hawaii 96809. Phone 941-3011.

STATION'S PROGRAMMING DESCRIPTION
KGMB Programmed for Hawaii. AIR PERSONALITIES 24 hours. 5 min news 31 times per day, 8 man news staff, 5 mobile units. General popular music, middle-of-the-road, current hits, film music, showtunes, standards. Personalities use humor, telephone interviews, traffic reports, sports reports, weather and surf conditions and quizzes. Contact Representative for further details. Rec'd 7/21/67.

1. PERSONNEL
President—Cecil Heftel.
Gen'l & Sales Mgr.—Gene Erger.
Program Director—Earl McDaniel.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w.; 590 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5.
Rate Protection: 10h, 11h, 12h, 14h.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Member: Coconut Wireless Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 ET 5/15/69—Rec'd 5/26/69.
6. SPOT ANNOUNCEMENTS
AKU
(Mon thru Sat 5:00-10 am)

PER WK. EA:	1 wk	13 wk	26 wk	52 wk
1 MIN:	37.50	36.00	34.50	32.50
30 SEC:	32.50	31.00	29.00	27.50
6 TI:	27.50	26.00	24.50	22.50
12 TI:	22.00	21.00	19.00	17.50

(* Mon, Wed, Fri or Tues, Thurs, Sat.
All fixed times, extra 25%.
Maui and Hawaii, extra 3.00

KIM CHEE SHOW
(Mon thru Fri 10 am-noon)
GEORGE KENNEDY SHOW
(Mon thru Sat noon-3 pm)

1 MIN:	12.50	11.00	10.00	9.50
30 SEC:	8.00	7.50	7.00	6.00
6 TI:	7.50	7.00	6.50	6.00

(* Mon, Wed, Fri or Tues, Thurs, Sat.
All fixed times, extra 25%.
Maui and Hawaii, extra 3.00

GRANNY GOOSE SHOW
(Mon thru Sat 3-8 pm)

1 MIN:	18.00	14.50	12.00	11.50
30 SEC:	11.00	9.00	8.50	8.00

(* Mon, Wed, Fri or Tues, Thurs, Sat.
All fixed times, extra 25%.
Maui and Hawaii, extra 3.00

THE AKU PLAN
5 spots per day—1 spot in each: Aku, Kim Chee, George Kennedy, Ted Sax, Angelle B. Smythe.
1 MIN: PER DAY: 51.00 49.00 46.00 42.00
30 TI (6 days per wk): 45.00 43.00 41.00 37.00
30 SEC:
15 TI (*3 days per wk): 38.00 33.00 31.00 29.00
30 TI (6 days per wk): 29.00 27.00 25.00 23.00
(* Mon, Wed, Fri or Tues, Thurs, Sat.
Maui and Hawaii, extra 3.00.

KGMB-FM

1967

Media Code 4 212 3301 6.00
Pacific Broadcasting Co., Inc., Box 581, 1534 Kapiolani Blvd., Honolulu, Hawaii 96809. Phone 941-3011.

1. PERSONNEL
President—Cecil Heftel.
General Manager—Gene Erger.
Sales Manager—Richard Cramer.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
ERP 55,200 (horiz.), 55,200 (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a.
Rate Protection: 10h, 11h, 12h, 14h.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28b, 28c, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 51b.
Comb.: Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ET 4/1/68—Rec'd 3/8/68.
AA—Mon thru Sat 4-10 pm; Sun 9 am-10 pm.
A—Mon thru Sat 10 am-4 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR 30 SECONDS ONLY					
PER WK:	1 1/2	5 1/2	10 1/2	15 1/2	20 1/2
AA	7.50	7.00	6.50	6.00	5.50
A	6.00	5.50	5.00	4.50	4.00
B	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS
(Minimum 1 spot per day guaranteed in AA)
PER MO: 450 300 240 120 60 30
PER DAY: 15 10 8 4 2 1
ROS: 450 375 350 200 110

KGU

1922
HONOLULU



Media Code 4 212 3500 1.00
Communications Hawaii, Inc., 605 Kapiolani Blvd., Honolulu, Hawaii 96813. Phone 536-3626.

STATION'S PROGRAMMING DESCRIPTION
KGU: Programmed for general interest.
Featuring middle-of-the-road music and sports. NEWS: headlines on hour, 5 min at :30 in drive times. Mobile actualities 24 hrs a day. Half hour length news and commentary at 8 pm and 10 pm. SPORTS: local pro baseball. Local high school and college football and basketball. Major league baseball and football. Other major sports events. Contact Representative for further details. Rec'd 2/20/69.

1. PERSONNEL
President—Jack Heints.
Vice-Pres. & Gen'l Mgr.—James Hawthorne.
Sales & Ass't Gen'l Mgr.—Don Metzger.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
10,000 w.; 780 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 29a, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

No. 38 ET 2/1/69—Rec'd 1/30/69.
AA—Mon thru Sat 6-9 am.
A—Mon thru Sat 9 am-6 pm; Sun 5 am-midnight.
B—Mon thru Sat 6 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 min.	12.50	12.50	12.00	12.00	11.50
30 sec.	7.50	7.50	7.00	7.00	6.50
6 TI:	12.00	11.80	11.50	11.30	11.00
12 TI:	11.50	11.50	11.00	10.00	9.50
30 SEC:	7.00	7.00	7.00	6.50	6.25

CLASS A
1 min. 8.00 8.00 7.50 7.50 7.00
30 sec. 5.00 5.00 4.50 4.50 4.00
6 TI: 11.50 11.50 11.00 10.00 9.50
12 TI: 10.50 10.50 10.00 10.00 9.50
30 SEC: 6.50 6.00 6.00 6.00 6.00

CLASS B
1 min. 5.00 5.00 4.50 4.50 4.00
30 sec. 3.00 3.00 3.00 2.50 2.50
6 TI: 4.50 4.25 4.00 4.00 3.50
12 TI: 4.00 4.00 3.50 3.00 3.00
30 SEC: 2.00 2.00 2.00 1.50 1.50

8. SPECIAL FEATURES
News Participation—1-minute spots within Newscasts extra 20%.

KHVV

1957
HONOLULU



Subscriber to the NAB Radio Code
Media Code 4 212 4200 9.00
Western Telestations, Inc., 1290 Ala Moana, Honolulu, Hawaii 96814. Phone 573-991. Cable address—KHVV, TWX KHVV-TV 723387.

HAWAII

STATION'S PROGRAMMING DESCRIPTION

KHVV: All news format—morning, afternoon and evening.
Information central news 5:30 am-12M, 7 days a week. 16 man local news staff. Hawaiian airwatch helicopter, 7 mobile units, mainland network news and news features. SPORTS: live coverage throughout the year of various local and national sports. Contact Representative for further details. Rec'd 4/1/69.

1. PERSONNEL
President—Lawrence S. Herger.
News Director—Norman Reyes.
Program Director—Dick Cook.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w.; 1040 kc. Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0; 15th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26, 27, 28a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 47e, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: CBS Radio Network.
TAX ON ADVERTISING: 4% Sales Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 17 ET 5/1/69—Rec'd 6/30/69.
AA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-6 pm.
A—Mon thru Fri 10 am-3 pm & 6-8 pm; Sat 10 am-8 pm; Sun 6:30 am-8 pm.
B—Daily 8 pm-5:30 am.

7. PACKAGE PLANS
CLASS AA

1 min	17.00	13.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.25
30 sec	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.50	4.25

CLASS A
1 min 14.00 8.00 7.00 6.50 6.00 5.75 5.25 4.75
30 sec 10.50 6.50 6.25 5.75 5.25 5.00 4.50 4.25

CLASS B
1 min 8.50 4.50 4.00 3.50 3.25 3.00 2.75 2.50
30 sec 6.50 3.75 3.50 3.25 3.00 2.75 2.50 2.00
10-second spots are 60% of applicable 30-second rate, except within Class AA, which is 50% of applicable 1-minute rate.

HAWAII

Honolulu—Continued

KKUA

1947

HONOLULU

Media Code 4 212 4600 6.00

Hercules Broadcasting Co. of Hawaii Ltd., 830 Ala Moana Blvd., Honolulu, Hawaii 96813, Phone 808-563-666.

STATION'S PROGRAMMING DESCRIPTION

KKUA: Programmed for young adults and teens. MUSIC: current top 40 hits and standards, Sun 12M to Fri 3 pm. All time top 40 hits Fri 3 pm to Sun 12M. NEWS: 5 min 20/20 drive time news 6-9 am & 3-6 pm M-F. All other news at 20 min after hour. Feature international, national, local and regional with actualities depending on news-worthy events. SPORTS: surf reports 20 min to hour daily, sports scoreboard featuring local college and high school scores 20 min before hour Fri 4:40 pm to Sat 10:40 pm. Contact Representative for further details. Rec'd 11/8/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—H. G. Fearnhead.
National Sales Manager—Jack Burnott.

2. REPRESENTATIVES
H-R Representatives, Inc.

3. FACILITIES
10,000 w.; 690 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 times only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 69B ET 1/1/68—Rec'd 12/23/68.

AA—6-9 am & 3-6 pm.
A—9 am-3 pm & 6-9 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: CLASS AA

5 ti	10 ti	20 ti	25 ti	40 ti	50 ti	75 ti	100 ti
1 min 9.20	8.00	6.60	6.20	6.00	5.80	5.60	5.40
30 sec 6.80	5.80	5.00	4.60	4.40	4.20	4.00	3.80

CLASS A

1 min	7.20	6.00	5.20	5.00	4.80	4.60	4.40	4.20
30 sec	5.40	4.80	4.20	4.00	3.80	3.60	3.20	3.00

CLASS B

1 min	5.76	4.80	4.16	4.00	3.84	3.68	3.52	3.36
30 sec	4.32	3.84	3.36	3.20	2.88	2.72	2.56	2.40

10 sec: 50% of 1-min.

KNDI

1960

HONOLULU

Media Code 4 212 5100 0.00

James T. Ownby, Box 1516, Honolulu, Hawaii 96806.
Phone 938-409.
Office & Studio: 2310 Kuhlo, Waikiki, Honolulu, Hawaii. Phone 931-223.

1. PERSONNEL
Owner & Gen'l Mgr.—Jim Ownby.

3. FACILITIES
5,000 w.; 1270 kc.
Operating schedule: 6 am-11 pm Mon thru Sat; 7am-10 pm Sun.

4. AGENCY COMMISSION
15/2; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 12 ET 12/1/68—Rec'd 11/28/68.

6. SPOT ANNOUNCEMENTS

1 min (specified time)	5.00
1 min (ROS)	2.50
30 sec (ROS)	2.00
15 sec (ROS)	1.60

No discounts on number used.

8. PROGRAM TIME RATES

1 hr	22
1/2 hr	80
10 min	18
1/4 hr	8

Discount: 10% each 15 times used. Not to exceed 40%.

LANGUAGE PROGRAMS

6. SPOT ANNOUNCEMENTS
JAPANESE VARIETIES—Mon thru Fri 9 am-noon; Sat 9 am-1 pm.

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x..... 8.50	5.00	104 x..... 6.50
13 x..... 8.00	4.75	158 x..... 6.00
26 x..... 7.50	4.25	260 x..... 5.50
52 x..... 7.00	3.75	312 x..... 5.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x..... 60.00	35.00	24.00	18.00	13.00
13 x..... 57.50	33.50	23.00	17.20	12.80
26 x..... 55.00	32.00	22.00	16.40	11.60
52 x..... 52.00	30.00	20.80	15.40	10.80
104 x..... 49.00	28.00	19.50	14.40	10.00

1 hr	1/2 hr	1/4 hr	10 min	5 min
156 x..... 46.00	26.00	18.20	13.40	9.20
240 x..... 43.00	24.00	16.90	12.40	8.40
312 x..... 41.00	22.00	15.60	11.40	7.60

KOREAN—Sat 3:30-4 pm.

FILIPINO—Sat 4-5 pm.

GERMAN—Sun 1-2 pm.

CHINESE—Mon thru Fri 7-9 pm.

1 ti (minimum 2 ti per mo), Sat 5.00.

KOHO

1959

HONOLULU

Media Code 4 212 5400 4.00

Cosmopolitan Broadcasting Corp., 1140-A 12th Ave., Honolulu, Hawaii 96816. Phone 737-5511.

1. PERSONNEL
General Manager—Hideo Sato.
National Sales—Gerald T. Kuramoto.

2. REPRESENTATIVES
AAA Representatives.

3. FACILITIES
5,000 w.; 1170 kc.

Operating schedule: 4:30 am-midnight. HST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7a.

Rate Protection: 15b.

Basic Rates: 20b, 21a, 22a, 22b, 24b, 24c, 25a, 25b, 28b, 28c, 30, 33a.

Contracts: 40b, 41, 44a, 44b, 47a, 49, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60b, 60d, 60f, 61b, 61c, 62b, 62d.

Cancellation: 71a, 73a, 73b.

Prod. Services: 80, 82.

4% State Tax applicable to all net billing.

TIME RATES

ET—Rec'd 6/1/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x..... 10.20	7.80	156 x..... 6.90
13 x..... 9.00	6.00	260 x..... 6.60
26 x..... 8.40	5.70	312 x..... 6.30
52 x..... 7.80	5.40	364 x..... 6.00
104 x..... 7.50	5.10	384 x..... 5.80

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x..... 86.00	57.60	38.40	28.80	24.00

DISCOUNTS

13x-5% 52x-12-1/2% 156x-20%
26x-10% 104x-15% 260x-25%

KORL

1946

HONOLULU

Media Code 4 212 5700 7.00

Radio Hawaii, Inc. Box 8250, Waikiki Business Plaza, Honolulu, Hawaii 96815. Phone 922-1650, associated in ownership with WFBL, Syracuse, N. Y.; WSMB, New Orleans, La. Founders Corporation, 90 Park Avenue, New York, N. Y.

STATION'S PROGRAMMING DESCRIPTION

KORL: Programmed for adults and mature teenagers. Cluster format with separators between all commercials. MUSIC: instrumentals and vocals, including standards, memory music and popular tunes of the day. During traffic periods, time checks given after every musical selection. NEWS: every hour on hour, 24 hours a day. News reported by news man with voice cut-ins with local stories and voices in the national and world news. Mid-day music. Rec'd 6/7/68.

1. PERSONNEL
V.P., Gen'l Mgr. & Nat'l Sales—Milton L. Hibdon.
Station Manager—C. Bryson Bush.
Operations Manager—Jack McCoy.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
10,000 w.; 650 kc. Non-directional.

Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.

Basic Rates: 20b, 21a, 22a, 22a, 24b, 25a, 28, 27, 28a, 29a, 33c.

Contracts: 40, 41, 42b, 44b, 46, 47a, 48, 49, 50, 51a.

Comb.; Cont. Discounts: 60a, 60f, 61b, 62d.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 80, 81, 82.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

Rates effective November 1, 1965.

Rate received September 27, 1965.

7. PACKAGE PLANS

Class AA—6:00-9:00 am and 3:00-6:00 pm Mon thru Fri.
Class A—9:00 am-3:00 pm Mon thru Fri; 6:00 am-6:00 pm Sat.
Class B—All other times.

PER WK:	Class AA	Class A	Class B
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti..... 9.50	7.50	8.00	5.50
6 ti..... 9.00	7.20	7.00	5.00
12 ti..... 8.50	6.80	6.50	5.20
18 ti..... 8.00	6.40	6.00	4.80
24 ti..... 7.50	6.00	5.50	4.40
30 ti..... 7.00	5.60	5.00	4.00
36 ti..... 6.50	5.20	4.00	3.25
42 ti..... 6.00	4.80	3.20	3.00

15 second ID's—50% applicable 1-minute rate.

CONSECUTIVE WEEKS DISCOUNTS

8 wk..... 1%	39 wk..... 6%
13 wk..... 2%	52 wk..... 8%
26 wk..... 4%	

10. SPECIAL FEATURES

News casts at :30 and :30—1-1/2x applicable 1-min rate.

KPOI

1946

HONOLULU

A Colgrove Station

Media Code 4 212 6000 1.00

KPOI Broadcasting Co., Inc., 1701 Ala Wai Blvd., Honolulu, Hawaii 96815. Phone 808-941-6644.

STATION'S PROGRAMMING DESCRIPTION

KPOI: Programmed for mass appeal. AIR PERSONALITIES hold 3 hour shifts daily. MUSIC 80%: combines current hits, pop rock, standards. NEWS 20%: features national, international and local, including all islands with actualities. 6 man news staff. 1 mobile unit, 2 porta-mobile units, 1 airplane. Complete traffic reports 6-9 am periodically thereafter. 10 min casts at 6:45 am, 7:45 am, 8:45 am. Free form (news anytime) 9 am-6 am. Scheduled casts 15 min at 11:45 am, 2:45 pm, 5:45 pm, 8:45 pm, 11:45 pm, 2:45 pm, 5:45 pm. SPORTS: complete scoreboard included in casts, surf report hourly at :35 and in casts. Personalities participate in fund drives for charity or community organizations and live entertainment shows. Sun: 6-7 am religious programming. Contact Representative for further details. Rec'd 10/23/68.

1. PERSONNEL
General Manager—Tom Moffatt.
Sales Manager—Hector Hamilton.
Program Director—Steve Nicolet.

2. REPRESENTATIVES
McGavren-Guld—PGW Radio, Inc.

3. FACILITIES
5,000 w.; 1380 kc. Non-directional.

Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 33c.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.

Comb.; Cont. Discounts: 60a, 60f, 61b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

ET 7/1/66—Rec'd 5/31/68.

A—Mon thru Fri 6-9 am & 3:30-6:30 pm.

B—Mon thru Fri 9 am-3:30 pm & 6:30-10 pm; Sat & Sun 6 am-10 pm.

C—Daily 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	30 ti	40 ti
A.....	25.00	24.00	23.00	22.00	21.00	20.00
B.....	18.00	17.00	16.00	15.00	14.00	13.00
C.....	12.00	11.00	10.00	9.00	8.00	7.50

20/30 seconds—75% of 1-minute rate.

10 seconds—50% of 1-minute rate.

26 wk (per yr)..... 5% 52 wk..... 10%

7. PACKAGE PLANS

(30% A, 40% B, 30% C)
PER WK, ROS: 10 ti 20 ti 30 ti
1 min..... 180 280 400
30 sec..... 120 210 300

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr
150	110	75

26 wk (per yr)..... 5% 52 wk..... 10%

10. SPECIAL FEATURES

News casts at :30: 5 min 1-1/2 ti applicable 1-minute rate.

Headlines at :30: 3 min 1-1/4 ti applicable 1-minute rate.

KPOI-FM

1963

HONOLULU

A Colgrove Station

Media Code 4 212 6001 9.00

KPOI Broadcasting Co., Inc., 1701 Ala Wai Blvd., Honolulu, Hawaii 96815. Phone 808-941-6644.

Honolulu—KUMU—Continued

3. FACILITIES

5,000 w.; 1500 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION

15/2 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44b, 46, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60b, 62d.
Cancellation: 70c, 71a.
Prod. Services: 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 18 ET 4/29/68—Rec'd 12/23/68.
AA—6-9 am & 3-6 pm.
A—Prime day & evening, with 25% traffic.

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
12 ti	12.00	10.00	8.00	6.50
24 ti	11.50	9.50	7.50	6.00
36 ti	11.25	9.25	7.25	5.75
48 ti	11.00	9.00	7.00	5.50

10 sec: 50% of 30 sec.

DISCOUNTS

13 wk—5%	28 wk—10%	52 wk—15%
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10. SPECIAL FEATURES

Hourly newscasts: AA 1-1/2x 1-min; A 1-1/4x 1-min.
1/2 hr headlines: AA 1-1/2x 30-sec; A 1-1/4x 30 sec.

KZOO

1963

HONOLULU

Media Code 4 212 6900 2.00
Polynesian Broadcasting, Inc., 250 Ward Ave., Honolulu, Hawaii 96814. Phone 538-7817, 533-3785, 533-7573, 536-5832.

STATION'S PROGRAMMING DESCRIPTION

KZOO: Programmed 100% Japanese language.
Format includes news on hour, drama, comedy and variety programs from Japan networks, telephone participation, local events augmented by radio remote newscast, music, news analysis and commentary, home-makers show. Programming in English, directed to Japanese audience, on occasional basis. Tokyo stock reports via Jiji Press wire. Less than 50% of format based on music. Rec'd 11/20/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Torso Kobayashi.

3. FACILITIES

1,000 w.; 1210 kc.
Operating schedule: 5 am-midnight Mon thru Sun.

4. AGENCY COMMISSION

15% on time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 5, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 25c, 26, 29a.
Contracts: 40a, 44a, 46, 47a, 48.
Cancellation: 70a, 70c.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

ET 6/15/66—Rec'd 5/31/66.

6. SPOT ANNOUNCEMENTS

1 ti	(*)		ROS	
	1 min	30 sec	1 min	30 sec
1 ti	7.00	4.75	6.25	4.25
26 ti	6.50	4.50	5.75	4.00
52 ti (1 per wk)	6.25	4.25	5.50	3.75
104 ti (2 per wk)	6.00	4.00	5.25	3.50
156 ti (3 per wk)	5.75	3.75	5.00	3.25
260 ti (5 per wk)	5.50	3.50	4.75	3.00
312 ti (6 per wk)	5.25	3.25	4.50	2.75

(*) Preferred Time Rates (Class A)—Any time specified by sponsor.

8. PROGRAM TIME RATES

PREFERRED TIME RATES (Class A)

(Time specified by sponsor)

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	55.00	45.00	20.00	14.00
26 ti	50.00	40.00	18.00	13.00
52 ti (1 per wk)	45.00	35.00	16.00	12.00
104 ti (2 per wk)	40.00	30.00	15.00	11.00
156 ti (3 per wk)	35.00	25.00	14.00	10.00
260 ti (5 per wk)	30.00	20.00	13.00	9.00
312 ti (6 per wk)	25.00	15.00	12.00	8.00

RUN OF STATION

1 ti	50.00	40.00	25.00	12.50
26 ti	45.00	35.00	20.00	11.00
52 ti (1 per wk)	40.00	30.00	18.50	10.50
104 ti (2 per wk)	35.00	25.00	15.00	10.00
156 ti (3 per wk)	30.00	20.00	13.50	9.00
260 ti (5 per wk)	25.00	15.00	12.00	7.00
312 ti (6 per wk)	20.00	12.50	10.00	6.50

KAILUA

(Honolulu County)

See SRDS consumer market map and data at beginning of the State.

KLEI

1953

RAB

Media Code 4 212 7200 6.00

Egal Radio, 502 Kailua Rd., Suite 207, Kailua, Hawaii, 96734. Phone 261-0811.

STATION'S PROGRAMMING DESCRIPTION

KLEI: Programmed for adults.
MUSIC: all Hawaiian format. Personality announcements.
NEWS: 5 min newscasts from AP and local sources. Contact Representative for further details.
Rec'd 8/21/67.

1. PERSONNEL

President—Roger Kent.
Vice-Pres. & Gen'l Mgr.—Jack Irvine.
Vice-President—Alice Cooke Kent.

2. REPRESENTATIVES

Gill-Perna, Inc.

3. FACILITIES

10,000 w.; 1130 kc. Non-directional.
Operating schedule: 5:30 am-midnight.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 27, 28a, 29a, 33c.
Contracts: 40c, 41, 42b, 44a, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 ET 6/1/68—Rec'd 8/8/68.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6-9 am & 3:30-6:30 pm.
A—All other times. Guaranteed.

PER MO:	CLASS AA					
	10 ti	25 ti	50 ti	75 ti	100 ti	150 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.25	4.00	3.75	3.50	3.25	3.00
10 sec	2.60	2.45	2.30	2.15	2.00	1.85

1 min	CLASS A					
	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.25	3.00	2.75	2.50	2.25	2.00
10 sec	2.25	2.10	1.95	1.80	1.65	1.50

1 min	ROS					
	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00	1.75
10 sec	2.00	1.85	1.70	1.55	1.40	1.25

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
PER MO: 1 ti 20 ti 40 ti 60 ti
AA 5.50 5.25 5.00 4.75
All other times 4.50 4.25 4.00 3.75

20 wk—5%	DISCOUNTS	
	52 wk—15%	

LIHUE

(Kauai County)

See SRDS consumer market map and data at beginning of the State.

KTOH

1940

Media Code 4 212 7800 3.00

Kauai Broadcasting Co., Box 1748, Lihue, Kauai, Hawaii 96764. Phone 23681.

1. PERSONNEL

President—Duane B. Hagadone.
Station Manager—Charles G. Pettit.

2. REPRESENTATIVES

San Francisco—Radio Time Sales/International.

3. FACILITIES

5,000 w.; 1350 kc.
Operating schedule: 5 am-midnight.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

Basic Rates: 22a.
Cancellation: 70e.
Sundays included in schedule only on request and are included or added to contract on pro-rata basis.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

ET 1/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

1 min	CLASS A—ENGLISH					
	1x	2x	52x	104x	156x	260x
30 sec	4.50	4.28	4.10	3.83	3.60	3.37
	3.75	3.57	3.37	3.18	3.00	2.82

MAKAWAO

(Maui County)

See SRDS consumer market map and data at beginning of the State.

KNUI

1962

Media Code 4 212 8100 7.00

KNUI Broadcasting Co. (A Div. of Qualitron Aero. Inc.), Box 1310, Makawao, Maui, Hawaii 96768. Phone 424-6445.

Business Office & Studio—73-8 Puunene Ave., Suite 8, Kahului, Maui, Hawaii 96762. Phone 75-441.
Executive Offices—2777 Hollywood Way, Burbank, Calif. 91502. Phone 213-877-0031.

1. PERSONNEL

President—E. G. Panlissidi.
General Manager—Ronald D. Vaught.

2. REPRESENTATIVES

Advertising Sales West.

3. FACILITIES

1,000 w.; 1310 kc. Non-directional.
Operating schedule: 5 am-10 pm Mon thru Sat; 6 am-10 pm Sun. HST.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28b.
Contracts: 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with NBC Radio Network.
Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

No. 6 ET 5/1/67—Rec'd 6/30/67.

6. SPOT ANNOUNCEMENTS

1 x	ENGLISH LANGUAGE			1 min 30 sec
	1 min 30 sec	104 x	1 min 30 sec	
13 x	5.50	3.80	156 x	4.25
26 x	5.20	3.60	260 x	4.00
52 x	4.85	3.50	450 x	3.65

1 x	JAPANESE AND FILIPINO LANGUAGE			1 min 30 sec
	1 min 30 sec	104 x	1 min 30 sec	
13 x	7.75	6.55	156 x	5.70
26 x	6.85	6.30	156 x	5.60
52 x	6.45	5.95	260 x	5.00
	6.10	5.80	450 x	4.50

HAWAII

WAILUKU

(Maui County)

See SRDS consumer market map and data at beginning of the State.

KMVI

1946

NAB

Subscriber to the NAB Radio Code

Media Code 4 212 8400 1.00
Maui Publishing Co., Ltd., Box 550, Kaunapali, Maui, Hawaii, 96793. Phone 5-5951.

1. PERSONNEL

Station Manager—Nora I. Cooper.

2. REPRESENTATIVES

Chicago—Harley Ward, Inc.
Los Angeles—Harlan G. Oakes & Associates.

3. FACILITIES

5,000 w.; 550 kc.
Operating schedule: 4:55 am-11 pm Mon thru Sat; 6:55 am-11 pm Sun. HST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 14a, 15b.
Basic Rates: 20b, 21a, 22a, 24b, 25a, 28b, 28c, 29a.
Contracts: 44a, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60o, 61a, 61h, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Member: Coconut Wireless Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

No. 5 ET 8/1/67—Rec'd 8/11/67.

A—6-9 am (Aku Show); Spot adjacencies to noon & 6 pm Newscasts; Sun 7-10 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 x	CLASS A—ENGLISH			1 min 30 sec
	1 min 30 sec	156 x	1 min 30 sec	
13 x	8.03	5.63	156 x	6.04
26 x	7.63	5.39	260 x	5.63
52 x	7.24	5.15	312 x	5.22
104 x	6.83	4.91	624 x	4.81
	6.42	4.67		4.37

CLASS B—ENGLISH

||
||
||

IDAHO

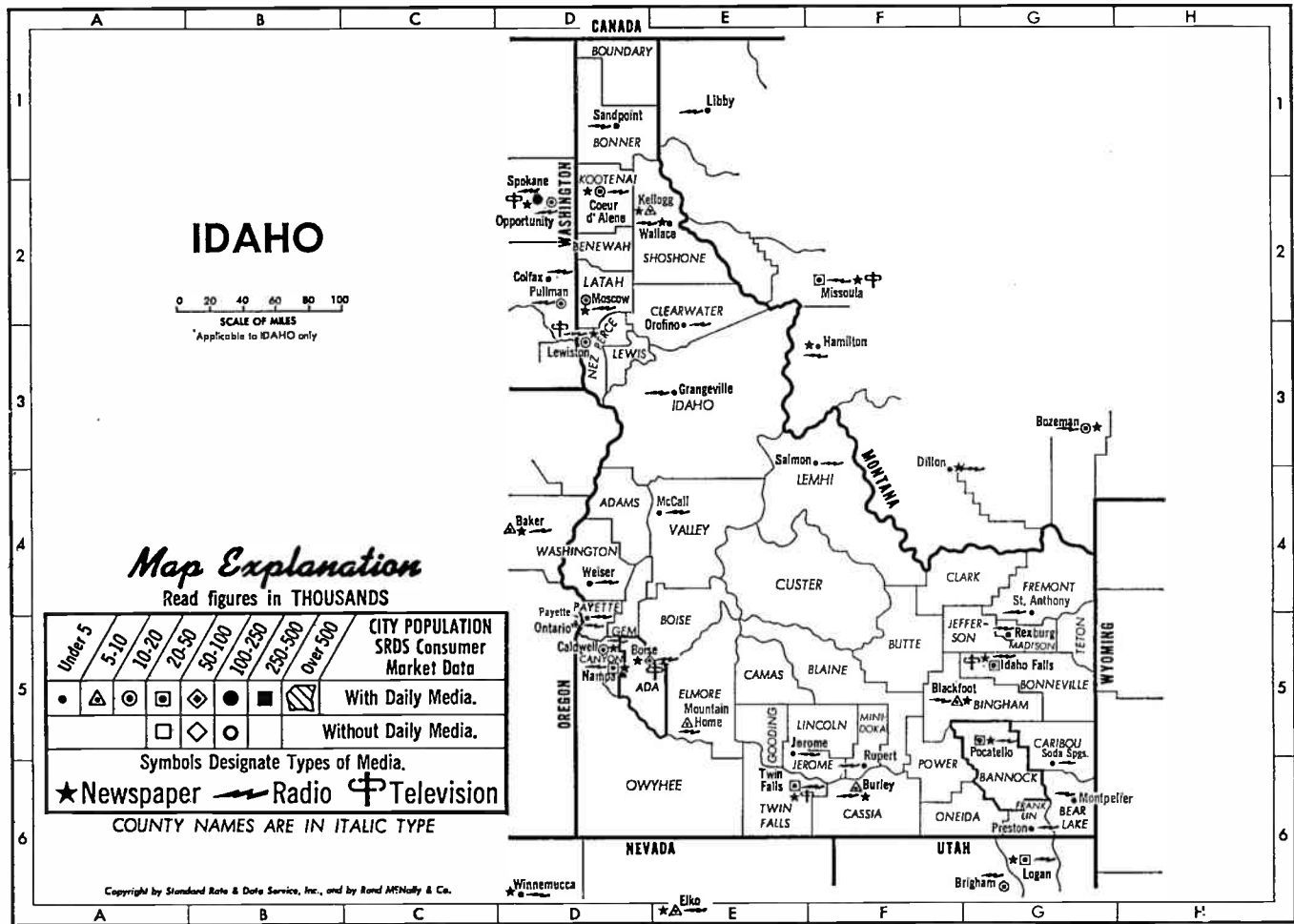
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL..... 1,800 Pocatello..... 600
 METRO AREAS..... Total Metros..... 1,100
 Boise City..... 500



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Boise City—Ada Idaho Falls—Bonneville
 Nampa—Canyon Pocatello—Bannock Twin Falls—Twin Falls

ESTIMATES FOR: STATE COUNTY—Map Loc. CITY Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$)	% Distribution of Families 9000 5000 8000 10000 15000 to to to to to and 4999 7999 9999 14999 over					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types			Service Station (\$000)						
			(\$000)					(\$000)	Per Household (\$)			General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)						
IDAHO STATE	709.3	217.94	1,682,927	7,722	19.4	17.2	21.2	23.2	12.4	1,282,980	5,887	271,949	54,763	120,231	48,766	48,519	270,975	106,014	395.51	91.6	610,337
ADA D-5	106.9	34.72	276,642	7,968	16.4	17.1	22.2	24.7	14.9	202,672	5,837	40,169	10,523	25,711	9,261	9,786	44,070	15,404	59.70	4.7	22,646
Boise City	76.5	28.87	115,730	4,009						138,811	4,808	23,642	8,470	20,784	8,518	7,080	38,737	8,100			
Boise City Metro Area	106.9	34.72	276,642	7,968	16.4	17.1	22.2	24.7	14.9	202,672	5,837	40,169	10,523	25,711	9,261	9,786	44,070	15,404	59.70		
ADAMS D-4	2.8	.92	7,503	8,155	18.7	10.7	22.4	28.5	13.3	3,208	3,487	121	181	1,272	132	433	735	1,98		.6	3,805
BANNOCK G-6	55.3	16.39	125,873	7,680	17.5	19.7	25.1	22.5	11.3	99,292	6,058	22,983	4,350	10,692	4,139	4,546	19,973	10,829	27.36	2.0	12,743
Pocatello	48.4	15.05	97,058	6,449						90,374	6,005	20,824	4,148	9,975	4,084	4,272	18,053	8,801			
Pocatello Metro Area	55.3	16.39	125,873	7,680	17.5	19.7	25.1	22.5	11.3	99,292	6,058	22,983	4,350	10,692	4,139	4,546	19,973	10,829	27.36		
BEAR LAKE G-6	6.8	2.00	15,484	7,742	23.8	19.8	21.5	22.7	8.7	13,873	6,937	2,637	356	875	156	3,891	1,829	3.53	.8		5,869
BENEWAH D-2	5.4	1.85	14,378	7,772	18.4	12.7	20.1	28.8	13.7	9,200	4,973	2,562	566	125	601	214	2,021	1,251	4.03	.6	3,350
BINGHAM G-5	30.6	8.13	59,473	7,315	20.2	15.9	23.7	22.6	10.2	41,448	5,098	8,743	1,414	3,277	1,083	1,227	7,567	3,120	14.71	6.1	48,529
BLAINE F-5	4.2	1.35	12,677	9,390	15.2	12.1	19.2	30.1	17.5	10,724	7,944	1,105	573	2,093	281	205	1,787	1,107	3.66	.8	6,279
BOISE E-4	1.6	.54	3,961	7,335	18.9	16.4	24.5	23.6	8.6	889	1,646	344					133	1.56	.2		1,139
BONNER D-1	15.9	5.20	37,407	7,194	22.8	16.7	18.5	23.7	10.8	23,582	4,535	7,221	941	741	1,437	657	3,830	1,961	9.05	1.6	4,440
BONNEVILLE G-5	57.5	16.42	130,972	7,976	14.9	22.0	23.0	22.3	13.2	120,265	7,324	21,469	4,258	15,947	4,294	5,203	29,381	8,868	26.70	4.1	28,741
Idaho Falls	37.9	11.29	106,473	9,431						112,671	9,980	18,571	4,258	14,457	4,294	5,203	27,965	8,518			
BOUNDARY D-1	5.4	1.64	12,794	7,801	20.8	14.8	17.4	26.6	12.1	9,336	5,693	2,372	418	349	450	97	2,838	648	3.00	1.1	3,920
BUTTE F-5	4.2	1.22	8,433	6,912	20.2	21.3	24.4	19.1	4.3	5,197	4,260	1,411	240	259	62	64	747	1.81	.8		4,293
CAMAS E-5	.9	.29	2,234	7,703	28.6	19.3	19.6	19.1	4.3	672	1,628	185	137				127	.60	.3		2,625
CANYON D-5	61.6	19.39	134,149	6,918	22.5	15.4	21.7	20.7	8.8	115,654	5,965	22,573	4,895	9,340	4,485	5,484	24,413	6,735	33.80	10.1	66,140
Nampa	21.3	7.24	48,444	6,691						15,159	8,033	13,446	2,653	3,651	2,813	14,720	3,184				
CARIBOU G-5	5.7	1.62	15,284	9,435	16.2	12.9	22.4	27.4	17.0	10,151	6,266	2,129	629	607	237	479	1,590	577	4.46	1.4	10,427
CASSIA F-6	17.7	5.07	34,350	6,775	24.2	18.8	23.2	18.7	7.8	42,315	8,346	7,699	1,605	2,645	1,821	1,904	7,300	3,480	10.31	3.6	30,894
CLARK F-4	.9	.28	1,680	6,000	29.2	17.4	19.6	17.3	5.0	1,380	4,929	70		202			659	200	.56	.3	1,627
CLEARWATER E-2	8.1	2.60	24,696	9,498	14.6	11.5	17.4	32.3	22.8	10,824	4,163	3,600	474	661	285	462	2,672	655	5.93	.8	28,556
CUSTER E-4	2.8	.86	6,743	7,841	21.7	11.1	16.7	25.2	13.7	3,788	4,405	912	261	190		92	925	494	1.76	.8	3,956
ELMORE E-51	21.1	5.73	35,230	6,148	25.0	15.9	22.9	19.1	7.1	18,459	3,221	4,027	647	1,368	414	644	5,177	2,478	8.09	.9	5,878
FRANKLIN G-6	7.0	1.94	17,492	9,016	20.1	14.5	13.9	29.0	15.8	14,304	7,373	2,295	558	929	540	1,090	3,512	979	4.30	2.3	10,672
FREMONT G-4	7.8	2.25	18,962	8,428	22.0	13.3	18.9	27.7	12.8	13,424	5,966	1,959	684	780	305	1,95	4,025	1,216	4.82	2.1	16,228
GEM D-4	8.7	2.84	19,274	7,672	23.9	16.0	19.2	22.1	8.6	15,028	5,292	1,080	604	628	569	653	3,511	1,473	5.50	2.3	11,001
GODDING E-5	7.9	2.44	22,310	9,143	19.1	10.1	17.9	26.8	15.5	14,580	5,975	2,692	697	516	681	353	3,480	1,601	5.37	2.6	14,202
IDAHO E-3	15.3	4.63	30,145	6,511	22.2	19.2	23.1	18.1	7.9	22,775	4,919	5,975	1,605	2,267	381	518	4,412	1,712	7.16	2.3	13,184
JEFFERSON F-5	12.4	3.30	24,893	7,543	21.5	15.2	21.3	24.5	11.3	14,709	4,457	2,777	564	950	288	222	1,400	1,956	6.25	3.6	22,382
JEROME E-6	11.0	3.31	22,714	6,862	24.3	12.8	23.9	20.5	7.9	17,561	5,305	3,496	508	499	875	1,023	4,780	1,378	6.32	3.6	28,556

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
 (‡) Includes portion in Power County.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$)	% Distribution of Families					Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				4999	5000	8000	10000	15000 to and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
KOOTENAI D-2	32.6	10.80	78,028	7,225	19.2	18.5	21.0	24.0	10.8	49,601	4,593	13,783	2,068	4,285	1,352	1,148	10,096	4,084	19.92	1.9	6,615	
LATAH D-2	20.9	6.48	60,165	9,285	17.3	14.2	19.0	29.1	17.4	41,980	6,478	9,913	1,805	4,191	723	1,324	8,060	3,155	11.93	2.3	13,751	
LEMHI D-4	5.4	1.75	14,053	8,030	20.2	11.4	13.1	27.4	16.6	8,685	4,963	1,744	294	509	490	320	1,692	1,040	3.61	1.1	6,701	
LEWIS D-3	4.2	1.37	13,178	9,619	14.5	14.8	18.5	27.6	22.3	6,578	4,801	1,361	338	167	299	80	276	576	2.33	1.7	8,708	
LINCOLN E-5	3.4	1.03	8,340	8,097	19.9	12.8	24.8	25.8	10.7	4,220	4,097	1,484	128	283	89	612	674	1.96	1.1	6,899	
MADISON G-5	8.7	2.29	26,197	11,440	13.3	9.8	14.1	27.8	31.4	17,787	7,767	3,320	763	1,141	1,285	481	2,765	2,694	5.15	2.2	14,644	
MINIDOKA F-5	17.8	4.98	32,195	6,465	24.8	21.3	17.8	19.7	9.2	25,271	5,074	6,139	771	892	653	381	6,183	1,990	8.77	4.0	32,638	
NEZ PERCE D-3	29.6	9.81	74,718	7,617	17.9	19.2	21.9	21.4	14.0	78,158	7,967	17,318	4,757	9,514	3,691	3,071	18,656	5,305	17.70	1.3	14,149	
ONEIDA F-6	3.3	1.02	8,342	8,178	21.3	12.7	21.7	19.2	13.8	4,171	4,089	1,305	251	365	89	88	594	592	2.03	1.1	7,435	
OWYHEE D-6	6.0	1.84	13,083	7,110	22.7	11.4	20.1	22.1	9.0	7,551	4,104	1,450	191	1,083	67	229	739	4.33	2.3	14,024		
PAYETTE D-4	12.9	4.23	26,671	6,305	23.9	18.8	17.3	20.5	7.2	15,983	3,778	3,506	558	1,254	286	528	3,870	1,435	7.25	2.3	12,410	
POWER F-5	4.0	1.21	14,208	11,742	16.5	11.4	18.9	26.4	23.4	10,274	8,491	1,942	297	210	107	1,632	802	3.12	1.0	10,375	
SHOSHONE E-2	18.9	6.05	60,571	10,012	14.9	13.8	22.2	30.0	19.0	29,757	4,919	10,003	1,158	1,215	1,330	834	6,239	2,659	10.69	2.2	240	
TETON G-5	2.5	.67	4,271	6,375	26.9	19.1	17.2	22.4	6.5	3,063	4,572	400	233	317	83	1,029	108	1.42	1.9	4,805	
TWIN FALLS E-6	42.4	13.80	105,868	7,672	21.2	18.3	19.8	21.5	11.7	100,829	7,306	18,426	3,996	10,820	4,764	3,920	19,491	6,622	25.80	6.9	58,139	
Twin Falls	21.4	7.26	54,523	7,510	100,871	13,880	18,426	3,996	10,820	4,764	3,920	19,491	6,622	
VALLEY E-4	3.4	1.11	10,205	9,194	21.3	15.7	20.5	26.9	15.3	6,762	6,092	2,735	106	311	152	252	760	926	2.59	3	2,197	
WASHINGTON D-4	7.8	2.57	17,081	6,646	21.8	15.3	17.6	20.0	9.1	17,200	6,693	3,211	375	961	420	429	4,383	920	4.59	1.6	11,511	

IDAHO

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Idaho Big Buy

Comprised of:

KIDO—Boise KSEI—Pocatello
KTFI—Twin Falls
Media Code 4 213 0200 1.00
Business Office: Radio Station KIDO, Box 8087, Boise, Idaho 83707.

- PERSONNEL**
Sales Manager—James M. Davidson.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Detroit—Pearse Sales.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective October 1, 1963. (Card No. 2.)
Card received September 19, 1963.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
16 1/2	19.15	15.75	12.35
26 1/2	18.35	15.00	11.85
52 1/2	17.65	14.45	11.40
104 1/2	16.95	13.85	10.75
156 1/2	15.75	12.85	9.95
260 1/2	15.00	12.15	9.40
312 1/2	14.25	11.20	8.85
624 1/2	13.25	10.55	8.05

7. PACKAGE PLANS	1 min	30 sec	10 sec
PER WK:	14.75	12.00	8.45
10 1/2	14.00	11.15	7.70
20 1/2	13.20	10.50	7.25
25 1/2	12.25	9.80	6.70
30 1/2	11.50	9.15	6.25
50 1/2	10.75	8.60	5.80

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	153.00	91.80	61.20	45.90	30.60

DISCOUNTS		
26x—5%	104x—15%	260x—25%
52x—10%	156x—20%	312x—30%

Rates quoted above are for all 3 stations of Idaho Big Buy. When any 2 stations are bought, use applicable single station rates and deduct 10%.

Intermountain Network Idaho State Group

Comprised of:

KWIK—Pocatello KBRV—Soda Springs
KGEM—Boise KRLX—Twin Falls
KYBE—Idaho Falls KBAR—Burley
Rates: See Intermountain Network under Regional Radio Networks and Groups.

BLACKFOOT

Bingham County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

KBLI
1951



AVERY-KNODEL, INC.

NAB

Media Code 4 213 0400 7.00
KBLI Inc., Radio Village, Box 192, Blackfoot, Idaho 83221. Phone 208-785-1400.

STATION'S PROGRAMMING DESCRIPTION
KBLI: Programmed for community interest.
5 am-5 pm middle-of-the-road music, local news, farm news, weather reports, on-the-spot mobile reports, network news 5 min before every hour, headline news on half hour, stock market news and sports 5 pm-12:30 am 40 show for young adults, Sun 6-10 am religious shows, Sat. Spanish show 7-8 am and Sun noon-1 pm. Contact Representative for further details. Rec'd 6/14/68.

- PERSONNEL**
General Manager—Dean Jones.
Asst. Gen'l Mgr. & Sales—Tom Thompson.
Program Director—Richard K. Stoddart.
- REPRESENTATIVES**
Avery-Knodel, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days; 890 kc. Non-directional.
Operating Schedule: Sunrise to local sunset. MST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25c, 26, 28c, 33c.
Contracts: 40a, 42b, 42d, 44b, 45, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 82.

TIME RATES

Rates received June 28, 1957.

6. SPOT ANNOUNCEMENTS	(Sunrise to sunset)
1 minute, 100 words or station break, transcribed or live:	
1 time	5.00 156 times
13 times	4.75 260 times
26 times	4.50 312 times
52 times	4.25

BOISE (6 AM; 2 FM)

Ada County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

KATN
1961

Media Code 4 213 0600 2.00
Ralph F. Frazer, dba Treasure Valley Broadcasting Co., 9400 Fairview Ave., Boise, Idaho 83704. Phone 208-375-1111, 888-0010.

STATION'S PROGRAMMING DESCRIPTION
KATN: Programmed for young adults through senior citizens. Music format and station personality based on country and western music. Air salesmen are individual personalities handling all segments. 6-9 am country and western music. 9 am-noon local, live telephone conversation show (listener participation) with emphasis on well-known guests. Noon-2 pm country and western music. 2-6 pm country music. All above programming M-F. Sat and Sun programming excludes telephone conversation program. NEWS: 5 min at :45. Weather: 2 min at :15. Throughout day programming includes audience participation, music requests, local news, covered by 4 remotes, mobile units. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ralph F. Frazer.
Sales Mgr. & Asst. Mgr.—Arne B. Bahr.
Asst. Sta. Mgr. & Prog. Dir.—Paul Rider.

- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—Hugh Felts & Associates.
- FACILITIES**
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KBBK (FM).
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 28c, 32a, 33a.
Contracts: 40a, 41, 42b, 44b, 46, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: KBBK (FM).
Member: Country Music Network; Western States Radio Empire.

TIME RATES

ET 11/68—Rec'd 10/15/68.

- SPOT ANNOUNCEMENTS**
PER WK: EA: 52x 104x 156x 260x 312x
PER WK, EA: 6 11 12 11 18 11 24 11 30 11
1 min..... 5.00 4.75 4.50 4.25 4.00
30 sec..... 4.00 3.80 3.60 3.40 3.20
10 sec ID's: 50% of 1-min.
- PROGRAM TIME RATES**
PER WK: EA: 52x 104x 156x 260x
PER WK, EA: 6 11 12 11 18 11 24 11
5 min..... 10.00 9.50 9.00 8.50
1/2 hr—3x 5-min. 1/4 hr—2x 5-min.
- SPECIAL FEATURES**
News and Weathercasts 5 min at :60 and :30—5-min rate plus 2.00.

KBBK (FM)

Media Code 4 213-0700 0.00
Ralph F. W. Frazer, dba Treasure Valley Broadcasting Co., 9400 Fairview, Boise, Idaho, 83702. Phone 208-375-1111, 2, 3 or 888-0010.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ralph F. Frazer.
Sta. & Sales Mgr.—Arnet Bates.
Asst. Sta. Mgr. & Prog. Dir.—Paul Rider.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, West Coast—Felts/Dove/Croghan, Inc.
- FACILITIES**
EHP 29,000 w.; 92.3 mc. Stereo.
Operating schedule: 6-11 am daily. MST.
Antenna ht.: 16 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-1 am. For simulcast facilities see KATN.
- AGENCY COMMISSION**
15/0 time only; payable 30 days.
- GENERAL ADVERTISING** See coded regulations.
AM facilities: KATN.
Member: Country Music Network, Western States Radio Empire.

TIME RATES

Rates are identical to KATN. See that listing.

KBOI KBOI-FM
1947 1960

CBS Radio Network

mcgavren-guild
pgw radio, inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 213 0800 8.00
Boise Valley Broadcasters, Inc., Box 2600, 1007 W. Jefferson, Boise, Idaho 83701. Phone 208-342-9331. TWX 208-375-4455.

- PERSONNEL**
Pres. & Gen'l Mgr.—H. W. Whillcock.
Vice-Pres. & Asst. Gen'l Mgr.—James A. Johnitz, Jr.
Sales Manager—Jerry Sorman.

- REPRESENTATIVES**
McGavren-Guild-PGW Radio, Inc.
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
50,000 w. days—non-directional, 25,000 w. nights—directional: 870 kc.
Operating schedule: 5:30-12:30 am. MST.
FM-RFP 17,500 w.; 97.9 mc.
Operating schedule: 7 am-midnight. MST.
Antenna ht.: 2,510 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 15b, 15d.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43a, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
No. 9 ET 5/1/68—Rec'd 4/22/68.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other time.
- PACKAGE PLANS**
1 MINUTE
PER WK: 11 11 12 11 10
AAA..... 14 13 12 11 10
AA..... 10 9 8 7 6
A..... 8 7 6 5 4
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- TOTAL AUDIENCE PLANS**
PER WK: 12 11 18 11 24 11
1/2AAA, 1/2A, or 1/3AAA, 1/3AA, 1/3A..... 96 128 144
1/2A, 1/2A..... 9 8 7 6
30 sec, 80% of 1-min. 10 sec, 50% of 1-min.
All spots, regardless of length or classification, may be combined for discount purposes as long as TAP spots of each length are properly distributed by time classifications.
- PROGRAM TIME RATES**
PER WK: 1x 25x 52x 156x 260x 312x
1/2 hr..... 75.00 71.25 67.50 60.00 58.75 52.50
1/4 hr..... 48.00 45.80 43.20 38.40 36.00 33.80
5 min..... 25.00 23.75 22.50 20.00 18.75 17.50
Spots and programs may not be combined for discount purposes.

IDAHO

Boise—K E S T—Continued

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61c, 62a, 62d.
 Cancellation: 70a, 70b, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network

TIME RATES
 Rates effective July 1, 1965.
 Rates received July 27, 1965.

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
10	5.50	4.20	3.12
15	5.40	4.15	3.00
20	5.35	4.05	2.90
25	5.25	4.00	2.85
30	5.05	3.85	2.70
35	4.80	3.70	2.65
40	4.60	3.50	2.50

7. PACKAGE PLANS			
PER WK:	1 min	30 sec	10 sec
10	5.25	4.00	2.90
15	5.05	3.80	2.70
20	4.80	3.60	2.50
25	4.60	3.45	2.35
30	4.35	3.30	2.20
35	4.15	3.10	2.00
40	3.90	2.85	1.80
45	3.70	2.70	1.65
50	3.40	2.55	1.50

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	10 min
1	9.00	4.00	3.00
13	8.80	3.90	2.90
26	8.40	3.80	2.80
39	8.10	3.70	2.70
52	7.80	3.60	2.60
65	7.50	3.50	2.50
78	7.10	3.40	2.40

10. SPECIAL FEATURES
 Newscaats: 5-minutes at :25; 10-minutes 3 times per day.
 5-minute newscaats—3 times applicable 1-minute rate.
 10-minute newscaats—3 times applicable 1-minute rate.

KFXD

1922

CITY OF LICENSE
 NAMPA



Subscriber to the NAB Radio Code
 (This is a paid duplicate of the listing appearing under Nampa, Idaho.)
 Media Code 4 213 5200 6.00
 Idaho Broadcasting Co., Box 160, Amity Rd., S., Nampa, Idaho 83851. Phones 208-466-8812.

1. PERSONNEL
 General Manager—Wayne C. Corliss.
 Station Manager—Richard Kersting.
 2. REPRESENTATIVES
 Stone Representatives, Inc.
 Canada—Andy McDermott Sales Ltd.
 3. FACILITIES
 5,000 w.; 580 kc. Directional—night only.
 Operating schedule: 5:00 am-midnight. MST.
 4. AGENCY COMMISSION
 15% on time only.
 5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 4a, 4d, 5, 6a.
 Rate Protection: 20b, 21b, 24a, 29a.
 Contracts: 40a, 42b, 44a, 49.
 Comb.: Cont. Discounts: 60a, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.

TIME RATES
 Rates effective June 1, 1963. (Card No. 25.)
 Card received May 8, 1963.

6. SPOT ANNOUNCEMENTS			
1x	2x	104x	260x
1 min 6.00	5.70	5.40	5.10
30 sec 4.80	4.55	4.30	4.05
10 sec 3.00	2.85	2.70	2.55

7. PACKAGE PLANS			
PER WK:	10 ti	15 ti	20 ti
1 min	4.50	4.25	4.00
30 sec	3.60	3.30	3.00

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	10 min
1	4.5	2.7	1.8
13	4.25	2.5	1.6
26	4.0	2.3	1.4
39	3.75	2.1	1.2
52	3.5	1.9	1.0

KGEM

1946



Subscriber to the NAB Radio Code
 Media Code 4 213 1400 6.00
 Gem State Broadcasting Corp., Box 4278, 5601 Cassia, Boise, Idaho 83705. Phone 208-344-3511.
 Studios—Boise and Nampa, Idaho. Phone 466-2421.

STATION'S PROGRAMMING DESCRIPTION
 KGEM: Programmed for adults and young adults. 24 hour modern country music. Top 30, old and new, country selections. Network news. High school sports in season, live play-by-play. 5-6 am farm programming. 6 am-noon general. Noon-1 pm news, weather, farm markets. 1-2 pm general. 2-5 pm, M-F, personality show. 5 pm-6 am general, music, news, weather, sports. Sat and Sun general. Sun 5 pm-6 am religious, public affairs, educational, news. 15 minute protection for conflicting sponsors. Contact Representative for further details. Rec'd 9/29/67.

1. PERSONNEL
 President—George C. Hatch.
 Director—Homer K. Peterson.
 Station Manager—B. C. Weisenburger.
 2. REPRESENTATIVES
 Edward Petry & Co., Inc.
 3. FACILITIES
 10,000 w.; 1140 kc. Directional—same pattern day and night.
 Operating Schedule: 24 hours daily. MST.
 4. AGENCY COMMISSION
 15/0; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10b, 12b, 13b, 14b, 15a, 16.
 Basic Rates: 20b, 21a, 22b, 24a, 24b, 24c, 25a, 26, 28b, 29a, 29b, 30a, 33b.
 Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 49, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60b, 60f, 61a, 62d.
 Cancellation: 70c, 71a, 72, 73a, 73b.
 Prod. Services: 82.
 Affiliated with American Information Network.
 Member: Intermountain Network.

TIME RATES
 Rates effective July 1, 1965. (Card No. 25.)
 Card received August 24, 1969.

7. PACKAGE PLANS			
SATURATION ANNOUNCEMENT PLAN			
CLASS "A"			
(7:00 a.m. to 9:30 a.m. and 4:30 p.m. to 7:00 p.m. Monday through Saturday)			
Per week:	Each	Total	Each
12 times	8.34	78.08	5.07
18 times	5.92	106.56	4.74
24 times	5.23	131.76	4.39
30 times	5.07	131.76	4.08
36 times	4.65	167.40	3.73

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	10 min
1	39.00	26.00	19.50
13	38.22	25.48	19.11
26	37.44	24.96	18.72
39	36.66	24.44	18.33
52	35.88	23.92	17.94
65	34.32	23.28	17.16
78	32.76	21.84	16.38
91	31.20	20.80	15.60

9. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
10	5.50	4.50	26
13	5.00	4.00	52

(To be used within 30 days)

10. SPECIAL FEATURES			
1 min	30 sec	1 min	30 sec
1	240.00	30	200.00
1 min	192.00	30 sec	162.00
1 min	104.00	30 sec	87.00

12 month firm contract—10% discount on Plan Package only.

8. PROGRAM TIME RATES
 Class B 1/4 hr: 45% of hour.

1 hr	1/2 hr	1/4 hr	5 min
1	52	32	23

Subscriber to the NAB Radio Code
 Media Code 4 213 1609 1.00
 A Division of Mesabi Western Corp., Box 8087, 5th Ave. S., Owyhee Plaza 1109 Main, Boise, Idaho 83707.
 Phone 208-344-8681.
 STATION'S PROGRAMMING DESCRIPTION
 KIDO: Programmed for adult general interest.
 AIR PERSONALITIES handle all segments. NEWS: 5 min, network and local, on hour. 5-7 am farm market, weather reports, agriculture. Interviews by farm director, county agent. Information. 7-9 am commuter programmed with frequent news, weather, sports, and middle-of-the-road music. 7:30-8 am news block. 9 am-noon middle-of-the-road music, comedy, local interviews. Noon-12:30 pm news, weather farm information block. 12:30-4 pm middle-of-the-road music, local interviews. 4-7 pm commuter programmed news, sports, weather, middle-of-the-road music. 5-5:45 pm news block. 7 pm-5 am middle-of-the-road music, news, features and sports. College football, basketball. 3 mobile units for local news coverage. Weekend network plus above features. Contact Representative for further details. Rec'd 1/31/68.

1. PERSONNEL
 President—William E. Roelins, Jr.
 General Manager—Jack Link.
 Station Mgr.—James M. Davidson.
 2. REPRESENTATIVES
 Savalli/Gates, Inc.
 Michigan—Pearse Sales, Portland, Seattle—The Tacher Company.
 Denver—John L. McGuire Co.
 3. FACILITIES
 5,000 w.; 630 kc. Directional—separate patterns day and night.
 Operating schedule: 24 hours daily. MST.
 4. AGENCY COMMISSION
 15% on time only; no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61a, 61b, 62d.
 Cancellation: 70a, 70b, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC.
 Member: Idaho Big Buy.

TIME RATES
 Rates effective October 1, 1963. (Card No. 9.)
 Card received September 30, 1963.

6. SPOT ANNOUNCEMENTS			
FIXED POSITIONS			
1 min	30 sec	1 min	30 sec
1	8.00	7.00	6.00
13	7.50	6.50	5.75
26	7.25	6.25	5.50
39	7.00	6.00	5.00
52	6.50	5.50	4.50
65	6.25	5.25	4.25
78	6.00	4.75	4.00
91	5.50	4.50	3.50

Minutes, 30 seconds and 10 seconds may be combined for frequency discount.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	6.25	6.00	5.75	5.25	5.00	4.75
30/20 sec	5.25	5.00	4.75	4.50	4.25	3.75
10 sec	4.25	4.00	3.75	3.50	3.25	2.75

Minutes, 30 seconds and 10 seconds may be combined for frequency discount.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1	18	12	8	5

DISCOUNTS

26x—5%	104x—15%	260x—25%
52x—10%	156x—20%	812x—30%

KYME

1955



Subscriber to the NAB Radio Code
 Media Code 4 213 1800 7.00
 KYME Broadcasters, Inc., Hillcrest Plaza, Box 2794, Boise, Idaho 83701. Phone 208-342-3575.

1. PERSONNEL
 General Manager—J. Steve Gilbert.
 Commercial Manager—Ron Bash.
 Program Director—Dick Stott.
 2. REPRESENTATIVES
 New York, Chicago, Hollywood, San Francisco, Detroit—The Sandberg-Giann Company.
 3. FACILITIES
 500 w. days; 740 kc. Non-directional.
 Operating schedule: 6 am-local sunset. MST.
 4. AGENCY COMMISSION
 15/0 time only. 30 days net.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 23b, 24b, 25a, 26, 28b, 30.
 Contracts: 40a, 42b, 44a, 45, 46, 47a, 49, 51a, 51c.
 Comb.: Cont. Discounts: 60c, 60f, 60i, 61b, 62d.
 Cancellation: 70b, 70d, 71a, 73b.
 Prod. Services: 81, 82.

TIME RATES
 Rates effective October 1, 1965.
 Rates received October 4, 1965.

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
1	5.50	4.50	26
13	5.00	4.00	52

7. PACKAGE PLANS

SATURATION ANNOUNCEMENT PLAN			
CLASS "A"			
(7:00 a.m. to 9:30 a.m. and 4:30 p.m. to 7:00 p.m. Monday through Saturday)			
Per week:	Each	Total	Each
12 times	8.34	78.08	5.07
18 times	5.92	106.56	4.74
24 times	5.23	131.76	4.39
30 times	5.07	131.76	4.08
36 times	4.65	167.40	3.73

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1	52	32	23

Subscriber to the NAB Radio Code
 Media Code 4 213 2000 3.00
 Minn. Cassia Broadcasting, Inc., Box 430, Burley, Idaho, 83318. Phone 208-678-2244.

1. PERSONNEL
 General Manager—Robert W. Sarvik.
 Sales Manager—Marc Hayes.
 2. REPRESENTATIVES
 Edward Petry & Co., Inc.
 3. FACILITIES
 1,000 w. days. 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 6:00 am-midnight. MST.
 4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10e, 11e, 12e, 13e, 14e.
 Basic Rates: 21a, 22b, 23b, 24b, 25a, 29a, 33b.
 Contracts: 40a, 40c, 43, 44a, 45, 47a, 51a, 51b.
 Comb.: Cont. Discounts: 60a, 62a.
 Cancellation: 70a, 70c, 73a.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.
 Member: Intermountain Network.

TIME RATES
 Rates effective February 1, 1964.
 Rates received July 20, 1965.

6. SPOT ANNOUNCEMENTS			
1 MINUTE/100 WORDS OR LESS			
1 min	30 sec	1 min	30 sec
1	4.55	3.50	4.19
25	4.37	3.12	3.82
52	4.23	2.84	3.64

7. PACKAGE PLANS

SATURATION ANNOUNCEMENT PLAN			
Class A—7:00-9:30 am and 4:30-7:00 pm Mon thru Sat			
Class B—All other times.			
PER WK:	1 min	30 sec	10 sec
12	3.41	2.73	1.71
18	3.19	2.55	1.60
24	2.96	2.37	1.48
30	2.73	2.18	1.37
36	2.50	2.00	1.26

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1	35.00	21.00	14.00	10.50
13	34.30	20.58	13.72	10.29
26	33.60	20.16	13.44	10.08
39	32.90	19.74	13.16	9.87
52	32.20	19.32	12.88	9.66
65	30.80	18.48	12.32	9.24
78	29.40	17.64	11.76	8.82
91	28.00	16.80	11.20	8.40

CALDWELL (2 AM; 1 FM)

Canyon County—Map Location D-5
 See SRDS consumer market map and data at beginning of the State.

KBGN KBGN-FM

Subscriber to the NAB Radio Code
 Media Code 4 213 2200 9.00
 Christian Broadcasting Company of Idaho, 3303 E. Chicago St., Caldwell, Ida. 83605. Phone 459-3635.

Caldwell—KCID—Continued

6. SPOT ANNOUNCEMENTS					
Per Mo. Ea:	30 sec	60 sec	90 sec	120 sec	150 sec
1 min.	4.50	5.80	6.50	8.05	8.25
20 sec.	3.35	2.70	2.45	2.20	1.95
30 sec.	2.25	2.10	2.00	1.85	1.65

7. PACKAGE PLANS					
PER DAY, EA:	1 min	30 sec	20 sec	10 sec	5 min
10 +	2.85	1.95	1.65	1.10	
PER YR:	5 min	1 min	30 sec	20 sec	10 sec
1000 +	4.45	2.85	1.95	1.65	

SATURATION RATE	
30 sec. 10+ in 1 day, ROS, ea	1.95

8. PROGRAM TIME RATES					
(Within 30 days)					
PER MO. EA:	1 hr	1/2 hr	1/4 hr	10 min	5 min
Base	30.00	21.00	15.50	10.00	6.75
4 hr.	28.00	20.00	12.30	9.10	6.20
13 hr.	27.00	18.90	11.00	8.10	5.40
26 hr.	25.00	17.50	10.00	7.75	4.90

COEUR d' ALENE

Kootenai County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KVNI

1946

Media Code 4 213 2600 0.00
North Idaho Broadcasting Co., Press Bldg. Coeur d'Alene, Idaho, 83814. Phone 208-684-9271.

- PERSONNEL**
President—Dusane B. Hagadone.
General Manager—Vernon M. James.
Sales Manager—Bernard V. Merriman.
- REPRESENTATIVES**
Grant Webb & Company.
Seattle—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm Mon thru Sat; 7:00 am-11:00 pm Sun. PST.
- AGENCY COMMISSION**
15/0 net time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25b, 26, 28b, 28c, 29a, 32a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 75b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

Rates effective
Rates received March 23, 1965.

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	10 sec	5 min	10 min	15 min
1 min.	4.00	3.00	2.00		
15 hr.	3.85	2.90	1.90		
26 hr.	3.65	2.75	1.80		
52 hr.	3.40	2.55	1.70		
104 hr.	3.20	2.40	1.60		
156 hr.	3.00	2.25	1.50		
260 hr.	2.85	2.15	1.40		
312 hr.	2.75	2.05	1.30		
500 hr.	2.50	1.85	1.20		

7. PACKAGE PLANS					
PER WK:	1 min	30 sec	10 sec	5 min	10 min
15	3.80	3.00	2.70	1.80	18.00
20	3.40	51.00	2.55	38.25	1.70 25.50
25	3.20	64.00	2.40	48.00	1.60 32.00
30	3.00	75.00	2.25	56.25	1.50 37.50
35	2.80	84.00	2.10	63.00	1.40 42.00
40	2.60	104.00	1.95	78.00	1.30 52.00
50	2.40	120.00	1.80	90.00	1.20 60.00

8. PROGRAM TIME RATES					
PER MO. EA:	1 hr	1/2 hr	1/4 hr	10 min	5 min
25	3.40	85.00	2.55	63.75	1.70 42.50
30	3.00	150.00	2.25	112.50	1.50 75.00
75	2.60	195.00	1.95	146.25	1.30 97.50
100	2.20	220.00	1.65	165.00	1.10 110.00

GRANGEVILLE

Idaho County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KORT

1954

Media Code 4 213 2600 6.00
Clearwater Broadcasting Co., Box 72, Grangeville, Idaho, 83530. Phone 208-983-1230.

- PERSONNEL**
Co-owners—John H. Matlock & Eugene A. Hamblin.
Operations Manager—Gary Ball.
- REPRESENTATIVES**
New York, Chicago—Walton Broadcasting Sales Corp., San Francisco, Los Angeles—Radio Time Sales/International.
Seattle, Portland—Simpson & Associates Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. Nondirectional.
Operating schedule: 6 am-10 pm. PST.

4. AGENCY COMMISSION

- 15%.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 28b, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60k, 61a, 61b.
Cancellation: 71b, 73a.
Affiliated with ABC Network Program Service Plan.
Sold in combination with KOZE, Lewiston and KLER, Orofino. See KOZE listing for rates.

TIME RATES

ET 4/1/66—Rec'd 4/14/66.

6. SPOT ANNOUNCEMENTS					
PER WK:	1 min	30 sec	10 sec	5 min	15 min
5 hr.	50	3.00	2.60		
15 hr.	150	2.85	2.50		
30 hr.	300	2.75	2.25		
50 hr.	500	2.65	2.15		
75 hr.	750	2.50	2.00		

8. PROGRAM TIME RATES					
5 min	4	15 min	12		

IDAHO FALLS (3 AM)

Bonneville County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KID

1928

CBS Radio Network



Subscriber to the NAB Radio Code

Media Code 4 213 3000 2.00
Idaho Radio Corp., Box 2008, East 17th St., Idaho Falls, Idaho 83401. Phone 208-522-6100. TWX Idaho Falls Ida 277.

- STATION'S PROGRAMMING DESCRIPTION**
KID: Varied format. Farm director. News; network schedule of news, features and sports, plus local news department with 4 men. SPORTS: play-by-play of most sports, high school and university. MUSIC: primarily light, middle-of-the-road in am, to pop standards and top pop tunes as day progresses. Night time devoted to young audience with a top 50 format. Sat morning devoted to country and western music. 1-1/2 hours of classical aired each Sun at 12:30 pm. Special features aired throughout week, i.e. big fish contests, skiing reports, hunting and fishing information in season, daily baby report, scholastic tournament, coaches corner. Contact Representative for further details. Rec'd 11/29/68.

- PERSONNEL**
General Manager—J. Allen Jensen.
Sta. Mgr. & Nat'l Sales Dir.—Roy Southwick.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Pacific Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 590 kc.
Directional—night only.
Operating schedule: 5:30 am-midnight weekdays; 6 am-11 pm Sun. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.
Member: CBS Radio Mountain Network.

TIME RATES

ET 10/1/66—Rec'd 6/1/66.

6. SPOT ANNOUNCEMENTS							
1 MIN:	1x	25x	52x	104x	156x	260x	520x
A	8.00	7.85	7.70	7.55	7.40	7.25	7.05
B	6.50	6.35	6.25	6.10	5.95	5.85	5.70
C	4.80	4.70	4.60	4.50	4.40	4.30	4.10

20/30					
A	B	C	D	E	F
6.50	6.35	6.25	6.10	5.95	5.85
5.25	5.15	5.05	4.95	4.85	4.65
3.90	3.80	3.70	3.60	3.50	3.40

10 SEC:					
A	B	C	D	E	F
4.20	4.10	4.00	3.90	3.80	3.70
3.60	3.40	3.30	3.20	3.10	3.00
2.40	2.35	2.30	2.25	2.20	2.15

- PACKAGE PLANS**
PER WK, ROS:
5 hr 10 hr 15 hr 20 hr 25 hr 30 hr 35 hr
1 min 7.50 7.00 6.70 6.40 6.10 5.80 5.60
30 sec 5.90 5.60 5.35 5.10 4.90 4.65 4.50
10 sec 3.75 3.50 3.35 3.25 3.05 2.90 2.80
- PROGRAM TIME RATES**
1 HR: 1x 26x 52x 104x 156x 260x 520x
A 80 76 74 72 70 68 66
B 60 58 57 56 54 52 50
1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.
- SPECIAL FEATURES**
News broadcasts service fee, add 10% (commissionable).

KTEE

1950

Media Code 4 213 3200 8.00
Benay Corporation, Box 1896, Idaho Falls, Idaho, 83401. Phone 208-523-3710.

- STATION'S PROGRAMMING DESCRIPTION**
KTEE: Programmed for general interest.
2 min 6-10:30 am with farm reports, network news, middle-of-the-road music, sports news, weather, contests, ad libs on news, 10:30 am-2 pm man and woman with telephone talk format, network news, local news and editorials during noon hour, 3-5 pm current music, 5:30-6 pm network news broadcast, 6 pm sign-off country and western music. Sat and Sun network and local news and music. Middle-of-the-road except Sat 9:30 am-1:30 pm, when music is country and western. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
General Manager—Leo Higham.
Program Director—Keith Clarke.
General Sales Manager—Melvin L. Erickson.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5:00 am-local sunset weekdays; 6:00 am-local sunset Sun. MST.
- AGENCY COMMISSION**
15/0 net time; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with MBS Radio Network.
Member: Intermountain Network.

TIME RATES

ET 2/1/67—Rec'd 1/20/67.

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	10 sec	5 min	15 min	30 min
1 min.	6.40	6.25	6.10	5.90	5.85
15 hr.	4.88	3.94	2.44	3.90	3.12
18 hr.	4.55	3.64	2.25	3.58	2.86
22 hr.	4.23	3.38	2.12	3.25	2.60
30 hr.	3.90	3.12	1.95	2.93	2.34
36 hr.	3.58	2.86	1.79	2.60	2.08

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	15 min
1 x	50.00	30.00	20.00	15.00	10.00
26 x	49.00	29.40	19.60	14.70	9.80
52 x	48.00	28.80	19.20	14.40	9.60
104 x	47.00	28.20	18.80	14.10	9.40
156 x	46.00	27.60	18.40	13.80	9.20
212 x	44.00	26.40	17.60	13.20	8.80
280 x	42.00	25.20	16.80	12.60	8.40
624 x	40.00	24.00	16.00	12.00	8.00

KUPI

1957

Media Code 4 213 3400 4.00
Idaho Broadcasters, Inc., dba KUPI, Inc., N. Yellowstone Hwy., Idaho Falls, Idaho, 83402. Phone 208-522-1101.

- PERSONNEL**
President—Charles Saunders.
Vice-Pres. & Gen'l Mgr.—Robert P. Osterberg.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Felts & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. MST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Western States Radio Empire.

TIME RATES

Rates effective March 1, 1966.
Rates received January 31, 1966.

7. PACKAGE PLANS					
6 per wk or 52 hr. ea.	1 min	30 sec	10 sec	5 min	15 min
12 per wk or 104 hr. ea.	6.00	4.80			
18 per wk or 156 hr. ea.	5.70	4.56			
24 per wk or 208 hr. ea.	5.40	4.32			
30 per wk or 312 hr. ea.	5.10	4.08			

8. PROGRAM TIME RATES					
6 per wk or 52 hr. ea.	5 min	12 min	15 min	20 min	30 min
12 per wk or 104 hr. ea.	12.00				
18 per wk or 156 hr. ea.	11.40				
24 per wk or 208 hr. ea.	10.80				
30 per wk or 312 hr. ea.	10.20				

JEROME

Jerome County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KART

1956

Media Code 4 213 3600 9.00
Allen D. Lee, 901 N. Lincoln, Jerome, Idaho 83338.

- PERSONNEL**
Owner and Manager—Allen D. Lee.

IDAHO

- FACILITIES**
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 6:00 am-7:00 pm.
- AGENCY COMMISSION**
15% time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 22b, 29a.
Contracts: 40a, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62a.
Cancellation: 71b, 73a.
Affiliated with KRS.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	15x	26x	52x	156x
1 min.	3.90	3.60	3.30	2.70	2.10
30 sec.	3.00	2.70	2.30	2.00	1.80

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	15 min
1 x	30.00	19.20	12.00	8.70	5.70
26 x	28.80	18.60	11.40	7.90	5.10
52 x	28.00				

IDAHO

McCALL

Valley County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KMCL

1955
Media Code 4 213 4200 7.00
Valley County Broadcasting Co., Box 943, McCall, Idaho 83638. Phone 208-634-2248.

- PERSONNEL**
General Manager—Thomas A. Hill
Station Manager—Sammy Fisher.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES**
500 w. days, 250 w. nights; 1240 kc. MST.
Operating schedule: daily 6 am-10 pm.
- AGENCY COMMISSION**
15/0 on days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 6a.
Rate Protection: 15b.
Contracts: 40a.

TIME RATES

ET	Rec'd 8/2/67.
6. SPOT ANNOUNCEMENTS	30 sec..... 2 1 min..... 3
8. PROGRAM TIME RATES	1 hr 1/2 hr 1/4 hr
1 x.....	25.00 15.00 7.50

MONTPELIER

Bear Lake County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KVSI

1965
Subscriber to the NAB Radio Code
Media Code 4 213 4400 3.00
Tri-State Broadcasting Co., Inc., Box 340, Montpelier, Idaho 83254. Phone 208-847-4500.

- STATION'S PROGRAMMING DESCRIPTION**
KVSI: Programmed for general interest.
NEWS: on hour, headlines on half hour. MUSIC: M-Sat 6-8:30 am country and western, 8:30 am-7 pm middle-of-road, 7 pm-12M rock and roll request. Business report noon-12:05 pm. 12:05-1 pm farm reports and news. Fri live county agent, SPORTS-CAST: 4 daily. Editorials M-8 8:30-9. Social calendar 3 daily. Local and regional sports, live home and away. Telephone interviews, audience discussions 9:05-9:30 am. Participation show 8:25 am. Tourist information daily. On spot broadcasting. Sat teen party 10 pm-12M. Sun religious and middle-of-road. Contact Representative for further details. Rec'd 7/20/67.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Keith Martindale.
Program Director—Leonard Banks.
- REPRESENTATIVES**
Continental Radio Sales.
Sanderberg-Glenn Company.

- FACILITIES**
1,000 w. daytime; 250 w. nighttime; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight. MST.
- AGENCY COMMISSION**
15/0; payable when rendered.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25b, 26, 28b, 28c, 29b, 30, 33c.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 50b, 60d, 60e, 60f, 60h, 60i, 61c, 62a.
Cancellation: 70b, 70d, 71b, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS and KBS Radio Networks.

TIME RATES

ET	Rec'd 4/1/68.
6. SPOT ANNOUNCEMENTS	1x 104x 255x 500x 1000x
1 min.....	3.75 3.50 3.25 3.00 2.75 2.50
30 sec.....	3.00 2.90 2.65 2.50 2.25 2.00
7. PACKAGE PLANS	
PER WK, EA:	12 tl 18 tl 24 tl 30 tl 36 tl
1 min.....	3.40 3.10 2.90 2.75 2.50
30 sec.....	3.00 2.90 2.75 2.50 2.00
10 sec.....	1.90 1.70 1.50 1.40 1.25

MOSCOW

Latah County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KPUL

1950
CITY OF LICENSE
PULLMAN, WASHINGTON

Mutual Broadcasting System

(This is a paid duplicate of the listing appearing under Pullman, Washington.)
Media Code 4 249 8990 1.00
Robert Lloyd Hoover, Box 1, Pullman, Wash. 99163.
Phone 208-882-0100.
Other office: Box 11, Moscow, Idaho 83843. Phone 208-882-0100.

STATION'S PROGRAMMING DESCRIPTION

KPUL: Programmed for adults.
MUSIC: modern country and western format. NEWS: half hour farm news plus 3/4 hour local news daily. Stock market and commodities reports following hourly network news. Each program has title and theme. Special introduction to shows with human elements of conversation during shows. Remotes available. Contact Representative for further details. Rec'd 11/28/68.

- PERSONNEL**
Manager—Robert Lloyd Hoover.
Program Director—John Ready.
Chief Engineer—Jerry Fisher.
- REPRESENTATIVES**
Adm Young—Western States Radio Empire Division, Seattle—Hugh Feltis & Associates.
Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities, see KPUL-FM.

- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b.
Basic Rates: 28b.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 60f, 60g, 60h, 60i, 61c.
Cancellation: 73a.
Prod. Services: 80.
Affiliated with MBS.
Member: Western States Radio Empire.

TIME RATES

Rates effective	March 4, 1966.
7. PACKAGE PLANS	1 min 30 sec
6 per wk or 104 tl.....	5.00 4.00
12 per wk or 104 tl.....	4.75 3.80
18 per wk or 156 tl.....	4.50 3.60
24 per wk or 208 tl.....	4.25 3.40
30 per wk or 312 tl.....	4.00 3.20
8. PROGRAM TIME RATES	5 min
6 per wk or 104 tl.....	10.00
12 per wk or 104 tl.....	9.50
18 per wk or 156 tl.....	9.00
24 per wk or 208 tl.....	8.50
1/4 hour—2 times 5-minute rate.	
1/2 hour—3 times 5-minute rate.	(D)

KRPL

1947
Media Code 4 213 4500 8.00
KRPL, Inc. Box 396, 1328 Pullman Rd., Moscow, Idaho 83843. Phone 208-882-2511.

- PERSONNEL**
Pres. & Gen'l Mgr.—John P. Mix II.
Station Manager—Tom Neal.
Regional Sales Manager—Jim Sanberg.
- REPRESENTATIVES**
San Francisco, Los Angeles, Chicago, New York—The Sanderberg-Glenn Company.
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30-1 am. MST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 22b, 23a, 25a, 26, 28b, 28c, 32a, 32b.
Contracts: 40a, 42a, 42c, 44a, 44b, 46, 47a, 47e, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME	ET 9/1/69—Rec'd 8/1/69.
6. SPOT ANNOUNCEMENTS	1 min 30 sec 10 sec
*1 x.....	5.50 4.00 2.75
*PER WK: *PER YR:	
5 tl.....	5.00 3.75 2.50
10 tl.....	1.50 x..... 4.75 3.50 2.40
15 tl.....	1.50 x..... 4.40 3.30 2.20
20 tl.....	2.00 x..... 4.20 3.00 2.00
25 tl.....	2.50 x..... 3.80 2.75 1.90
30 tl.....	3.00 x..... 3.40 2.50 1.70
40 tl.....	4.00 x..... 3.10 2.20 1.55
50 tl.....	5.00 x..... 2.85 2.00 1.45
Special End Rate:	
1000 x 2 yr/1.....	2.55 1.85 1.30
(*) Guaranteed position.	
(†) ROS.	

- PROGRAM TIME RATES**
1x 10x 25x 50x 100x 150x 250x
1/2 hr..... 22.50 22.20 21.60 21.00 19.50 18.00 16.00
1/4 hr..... 15.00 14.80 14.40 14.00 13.00 12.00 11.00
5 min..... 7.50 7.40 7.20 7.00 6.30 6.00 5.00
- SPECIAL FEATURES**
News, extra 10%.

MOUNTAIN HOME

Elmore County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KFLI

1982
Media Code 4 213 4800 4.00
Mountain States Broadcasters, Inc., Box 472, Bl. 1, Mountain Home, Idaho 83647. Phone 208-587-4425.

- PERSONNEL**
Station Manager—Gale Ruff.
- FACILITIES**
250 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of month.

GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11, 12b, 13b, 14b.
Basic Rates: 20b, 21, 22b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

- SPOT ANNOUNCEMENTS**
1x 15x 25x 104x 156x 260x 312x
1 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50
30 sec 4.25 4.00 3.75 3.50 3.25 3.00 2.50 2.00
- PROGRAM TIME RATES**
1x 13x 26x 52x 104x 156x 260x 312x
1 hr..... 38.00 37.00 36.00 35.00 34.00 33.00 32.00 31.00
1/2 hr 21.50 21.00 20.50 20.00 19.50 19.00 18.50 18.00
1/4 hr 14.50 14.00 13.50 13.00 12.50 12.00 11.50 11.00
10 min 11.00 10.50 10.00 9.50 9.00 8.50 8.00 7.50
5 min..... 6.15 6.00 5.85 5.70 5.55 5.30 5.00 4.75

NAMPA (2 AM)

Canyon County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KAIN

1961
Subscriber to the NAB Radio Code
Media Code 4 213 5000 0.00
KAIN, Inc. Box 27, 111 Third St. S., Nampa, Idaho 83851. Phone 466-7871.

- STATION'S PROGRAMMING DESCRIPTION**
KAIN: Programmed for adults.
MUSIC: standard popular. SPORTS: programming with all local broadcast live, interviews with coaches and athletes, daily rodeo programs, 3 sports shows daily. NEWS: on hour, headlines on half hour. Farm features, women's features, weekly report from city officials, local happenings covered by short wave mobile unit. Daily local employment report, 5 min religion in news M-F, daily 10 min devotional program. Contact Representative for further details. Rec'd 7/18/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mrs. Doyle Cain.
Program Director—William Shiril Black.
Sales Manager—Larry Doyle Cain.
- REPRESENTATIVES**
Advertising Sales West.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Operating schedule: 6:00 am-10:00 pm.

- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b.
Cancellation: 71b, 73a.
Cigarette advertising not accepted.
Member: National AgRadio Groups, Inc.

- SPOT ANNOUNCEMENTS**
1x 26 tl 52 tl 156 tl 260 tl 1000 tl
1 min..... 5.00 4.50 4.00 3.50 3.00 2.50
30 sec..... 4.00 3.50 3.00 2.50 2.25 2.00
10 sec..... 3.00 2.75 2.50 2.00 1.75 1.50
- PACKAGE PLANS**
PER WK: 1 tl 5 tl 10 tl 20 tl 30 tl 50 tl
1 min..... 5.00 4.00 4.00 3.50 2.50 2.50
30 sec..... 4.00 3.50 3.00 2.50 2.25 2.00
10 sec..... 3.00 2.75 2.50 2.00 1.75 1.50

- PROGRAM TIME RATES**
1x 25x 52x 104x 260x 312x
1 hr..... 40 35 20 18 16 14
1/2 hr..... 24 22 20 18 16 14
1/4 hr..... 16 14 13 12 11 10
10 min..... 13 12 11 10 9 8
5 min..... 10 9 8 7 6 5

KFXD

1922
Subscriber to the NAB Radio Code
Media Code 4 213 5200 6.00
Idaho Broadcasting Co., Box 160, Amity Rd., S., Nampa, Idaho 83851. Phone 208-466-8812.

- PERSONNEL**
General Manager—Wayne C. Correll.
Program Director—Jay Eubanks.
- REPRESENTATIVES**
Stone Representatives, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
3,000 w. r. 850 kc. Directional—night only.
Operating schedule: 5:00 am-midnight. MST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24a, 29a.
Contracts: 40a, 42b, 44a, 49.
Comb.: Cont. Discounts: 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 tl..... 6.00 4.80 3.00
26 tl..... 5.70 4.55 2.85
52 tl..... 5.40 4.30 2.70
104 tl..... 5.10 4.05 2.55
156 tl..... 4.80 3.80 2.40
260 tl..... 4.50 3.50 2.30
312 tl..... 4.20 3.50 2.10

PACKAGE PLANS

PER WK:	SATURATION PACKAGES	1 min 30 sec
10 tl.....	4.50 3.80	30 tl..... 3.75 3.00
15 tl.....	4.25 3.50	50 or more tl 3.50 2.80
20 tl.....	4.00 3.20	

Saturation Packages do not combine to earn frequency discounts; multi-products do not combine unless purchased on one contract through one agency.

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 27 18 14 10
- DISCOUNTS**
28x—2% 104x—10% 260x—18%
52x—5% 156x—15% 312x—20% (D)

OROFINO

Clearwater County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KLER

1958
Media Code 4 213 5400 2.00
Clearwater Broadcasting Co., Box 32, Orofino, Idaho 83544. Phone 208-472-6011.

- PERSONNEL**
Co-owners—John H. Matlock & Eugene A. Hamblin.
Operations Manager—Mike Ripley.
- REPRESENTATIVES**
New York, Chicago—Walt Broadcasting Sales Corp.
San Francisco, Los Angeles—Radio Time Sales/International.
Seattle, Portland—Simpson & Associates Co.
- FACILITIES**
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 71a, 73a.
Affiliated with ABC Network Program Service Plan.
Sold in combination with KOZE, Lewiston and KORT, Grangeville. See KOZE listing for rates.

TIME RATES

ET 4/1/66—Rec'd 4/14/66.	
6. SPOT ANNOUNCEMENTS	1 min 30 sec
*PER WK: *PER YR:	
5 tl.....	5.00 x..... 3.00 2.60
15 tl.....	4.50 x..... 2.85 2.50
30 tl.....	4.00 x..... 2.75 2.25
50 tl.....	3.50 x..... 2.65 2.15
75 tl.....	3.00 x..... 2.50 2.00
(*) ROS.	
(†) Guaranteed position.	

- PROGRAM TIME RATES**
5 min..... 4 15 min..... 12

PAYETTE

Payette County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KYET

1965
Subscriber to the NAB Radio Code
Media Code 4 213 5500 9.00
Payette Radio, Inc., Box 57, 35 S. 8th St., Payette, Idaho 83861. 208-642-3351.

- STATION'S PROGRAMMING DESCRIPTION**
KYET: MUSIC: modern country. SPORTS: coverage of local area high school football, basketball and baseball, interviews with coaches and athletes, two 15 min sports programs daily. NEWS: local news department, AP wire. Emphasis on local and regional news 7 am, 11:45 am, 6 pm. 5 min news at :55, headlines at :25. Local farm news, market reports. Women's features with woman's 15 min show daily 10:30 am M-S. Contact Representative for further details. Rec'd 5/23/68.

- PERSONNEL**
General Manager—Clinton H. Bellows.
Program Director—George Duncan.
- REPRESENTATIVES**
Seattle, Portland—Hugh Feltis & Associates.
- FACILITIES**
250 w.; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
15% time only. Payable 10th of following month.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12b, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22a, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 42a, 42c, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Rates and discounts based on number of broadcasts per month.

- SPOT ANNOUNCEMENTS**
1x 15x 30x 60x 90x 120x
1 min..... 3.50 3.25 3.00 2.75 2.50 2.25
30 sec..... 2.75 2.50 2.25 2.00 1.75 1.50
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 x..... 24.00 16.50 10.50 7.00
13 x..... 21.00 14.50 6.75 5.00
26 x..... 18.00 12.00 6.00 4.00
- DISCOUNTS**
6 mo—10% 12 mo—20%

POCATELLO (3 AM)

Bannock County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KSEI 1926

NBC--Idaho Big Buy Group

NAB **RAB**

Subscriber to the NAB Radio Code
Media Code 4 213 5500 7.00
Pioneer Broadcasters Corp., Box 31, Pocatello, Idaho 83201. Phone 208-233-2121.

1. PERSONNEL

Pres. & Gen'l Mgr.—Henry H. Fietcher.

2. REPRESENTATIVES

Savalli/Gates, Inc.
Detroit—Pearse Sales.
Denver—John L. McQuire & Co.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

5,000 w.; 930 kc. Directional—night only.
Operating schedule: 6:00 am-midnight. MST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.

Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with NBC Radio Network.

Member: Idaho Big Buy.

TIME RATES

Rates effective October 1, 1963. (Card No. 22-A.)
Card received September 19, 1963.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	7.50	6.00	4.50
26 ti	7.15	5.70	4.30
52 ti	6.75	5.40	4.05
104 ti	6.40	5.10	3.85
156 ti	6.00	4.80	3.60
260 ti	5.65	4.50	3.40
312 ti	5.25	4.20	3.15
624 ti	4.90	3.90	2.95
1000 ti	4.50	3.60	2.70

7. PACKAGE PLANS

PER WK:	ROS SATURATION		-10 sec-	
	ea tot	sa tot	ea tot	sa tot
10 ti	6.30	63.00	5.00	50.00
15 ti	5.95	89.25	4.75	71.25
20 ti	5.60	112.00	4.45	89.00
25 ti	5.25	131.25	4.15	103.75
30 ti	4.90	147.00	3.90	117.00
50 ti	4.55	227.50	3.60	180.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1	60	36	24	18

DISCOUNTS

20x-5%	104x-15%	260-25%
31x-10%	156x-20%	312x-30%

KSNN

1956

Media Code 4 213 5800 3.00
Pocatello Broadcasting Co., Inc., 538 S. Main, Pocatello, Idaho 83201. Phone 208-232-6565.

STATION'S PROGRAMMING DESCRIPTION

KSNN: Programmed for young adults.
MUSIC: current hits and hits of past 15 years.
NEWS: 5 min at 5:55, headlines at 2:15, 15 min noon-12:15 pm. College news M-S, local and area high school news on Sat. Emphasis on interviews, besper phone, 2 radio equipped mobile units, 10 min farm report 6:25-6:30 am. Market reports at noon. 5 min community bulletin 3 times daily. SPORTS: 20 after each hour, remote coverage of major events. US weather teletype 15 before and 10 after each hour. Three 5 min road conditions, farm warnings more frequently as needed. Contests, promotions, public service, personality DJ's, remote broadcasts. Sun Mexican program. Weekly hunting and fishing report. Woman's program weekly. Contact Representative for further details. Rec'd 1/30/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Daniel C. Libeg.
Asst. & Sales Mgr.—Frank Sachse.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES

1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6a, 8.

Rate Protection: 16b.

Basic Rates: 20b, 24b, 24c, 25a.

Contracts: 40a, 44a, 45, 46, 51b.

Comb.; Cont. Discounts: 60g, 61c.

Cancellation: 70c, 71a, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with Western States Radio Empire.

TIME RATES

Rates effective March 1, 1966.
Rates received January 31, 1966.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti, ea	8.75	5.90
12 per wk or 104 ti, ea	8.40	5.10
18 per wk or 156 ti, ea	6.05	4.85
24 per wk or 260 ti, ea	5.70	4.55
30 per wk or 312 ti, ea	5.40	4.20

8. PROGRAM TIME RATES

	5 min
6 per wk or 52 ti, ea	13.50
12 per wk or 104 ti, ea	12.80
18 per wk or 156 ti, ea	11.40
24 per wk or 260 ti, ea	11.40
30 per wk or 312 ti, ea	10.80

1/4 hour is twice the 5 minute rate.
1/2 hour is 3 times the 5 minute rate.

KWIK

1946

RAB

Media Code 4 213 6000 9.00

KWIK Broadcasting Co., Inc., 936 Yellowstone Ave., Pocatello, Idaho 83201. Phone 208-233-1133.
Send all correspondence to Box 2005, Alameda Br., Pocatello, Idaho 83201.

STATION'S PROGRAMMING DESCRIPTION

KWIK: MUSIC: combines top thirty country with top twenty modern and folk sounds 6 am-7 pm. Accent on personality 6 am-12M with network news. Phone in contests and many audience participation contests. Rock and roll 7 pm-12M interspersed with network 5 min news and many contests. High school and college football and basketball. Same format Sat and Sun with local stock car, drag and horse racing reports interspersed. Contact Representative for further details. Rec'd 1/27/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert E. Davis.

2. REPRESENTATIVES

Edward Patry & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sun. MST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.

Basic Rates: 20b, 21a, 21d, 22a, 23a, 25a, 26, 28c.

Contracts: 40a, 44a, 44b, 45.

Comb.; Cont. Discounts: 61a.

Cancellation: 70a, 70c, 71a, 72, 73a.

Prod. Services: 81, 82.

Affiliated with American Information Network.

Member: Intermountain Network.

TIME RATES

Rates effective May 1, 1955.
Rates received April 27, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	40.00	24.00	16.00	8.00
26 times	39.20	23.52	15.68	7.84
52 times	38.40	23.04	15.36	7.68
104 times	37.60	22.56	15.04	7.52
156 times	36.80	22.08	14.72	7.36
260 times	35.20	21.12	14.08	7.04
312 times	33.60	20.16	13.44	6.72
624 times	32.00	19.20	12.80	6.40

(*) 1 minute, 100 words or less.

PRESTON

Franklin County—Map Location G-6

See SRDS consumer market map and data at beginning of the State.

KPST

1948

Media Code 4 213 6200 5.00

Voice of the Rockies, Inc., Box 235, Preston, Idaho 83263. Phone 208-852-1345.

1. PERSONNEL

President—Rulen Dunn.
Gen'l & Sales Mgr.—D. A. Nash, Jr.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Feltis & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES

250 w.; 1340 kc. Non-directional.
Operating schedule: 6:00 am-7:00 pm. MST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.

Basic Rates: 20b, 21a, 23b, 25c, 26, 28b.

Contracts: 40a, 44a, 48.

Comb.; Cont. Discounts: 60g, 61b.

Cancellation: 73b.

Prod. Services: 80, 82.

Affiliated with KES Radio Network.

Member: Western States Radio Empire.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 4/1/68—Rec'd 3/13/68.

6. SPOT ANNOUNCEMENTS

(10 pm-sign-off-ROS)

100 wds.	1x	52x	156x	260+
	3.00	2.40	2.10	1.80
50 wds.	2.40	2.00	1.70	1.50

8. PROGRAM TIME RATES

6 AM-NOON, ROS:

1 hr.	1x	52x	156x	260+
	30.00	24.00	21.00	18.00
1/2 hr.	18.00	14.40	12.60	10.80

1/2 PM, ROS:

1/4 hr.	1x	52x	156x	260+
	12.00	9.60	8.40	7.20
5 min.	6.00	4.80	4.20	3.60

REXBURG

Madison County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

KRXX

1951

NAB

Media Code 4 213 6400 1.00
Don T. Ellis, 45 College Ave., Rexburg, Idaho 83440.
Phone 208-358-5488.

STATION'S PROGRAMMING DESCRIPTION

KRXX: Programmed with emphasis on information, with entertainment programs as bridges between information features. 32 daily 5 min segments of straight news, weather, markets and features. SPORTS: play-by-play high school and college football and basketball games. 3 college staffed, 6 county extension agent, and 5 religious leader programs. Broadcast weekly. MUSIC: 85% middle-of-the-road with 8% early morning country and western and 7% evening rock and roll. Contact Representative for further details. Rec'd 7/1/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Don Ellis.
Sales Manager—Weston Lawrence.
Program Director—John Haebler.

2. REPRESENTATIVES

Y. A. Lucas & Co., Inc./YALCO.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES

1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.

Operating schedule: 5:30 am-10:00 pm. MST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a.

Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24c, 25a, 27, 28b, 28c, 32a.

Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 61c, 62d.

Cancellation: 71a, 72, 73a, 73b.

Prod. Services: 82.

Affiliated with KES Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/15/67—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

1 per month..... 2.00 1,000 per year (by

50 per month..... 1.50 signed contract)..... 1.25

100 per month..... 1.25 10 per day..... 1.25

200 or more..... 1.00

8. PROGRAM TIME RATES

5 min..... 3.50

RUPERT

Mintoka County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

KAYT

1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 213 6500 6.00
Inland Broadcast Co., Rupert, Idaho 83350. Phone 208-436-4757.

STATION'S PROGRAMMING DESCRIPTION

KAYT: Programmed for general interest.
Staff announcers handle all segments. NEWS:

IDAHO

Sandpoint—K S P T—Continued

2. REPRESENTATIVES

National—J. A. Lucas & Company/IALCO.
Seattle & Portland—Art Moore & Assoc., Inc.

3. FACILITIES

250 w.; 1400 kc.
Operating schedule: 6:00 a.m. to 10:05 p.m. week-days; 8:00 a.m. to 8:05 p.m. Sunday, PST.

4. AGENCY COMMISSION

15% Bill rendered 1st; payable 20th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBB Radio Network.

TIME RATES

Rates effective January 1, 1959.
Rates received December 29, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time	15.00	9.00	4.00	3.00	2.00
13 times	14.25	8.55	3.80	2.85	1.90
26 times	13.50	8.10	2.60	2.70	1.85
52 times	12.75	7.65	3.40	2.55	1.70
104 times	12.00	7.20	3.20	2.40	1.60
156 times	11.25	6.75	3.00	2.25	1.50
312 times	10.50	6.30	2.80	2.10	1.40
624 times	9.75	5.85	2.60	1.95	1.30
1,248 times	9.00	5.40	2.40	1.80	1.20

10. SPECIAL FEATURES

News—regular rates plus 10%.

SODA SPRINGS

Caribou County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KBRV

1957

Media Code 4 213 7400 000

KBRV Radio, Inc., 98 West Second South, Soda Springs, Idaho 83276. Phone 208-547-3307.
Send all commercial copy to: KBRV, Soda Springs, Idaho.

1. PERSONNEL

Gen'l & Sta. Mgr.—J. C. Wallentine.

2. REPRESENTATIVES

Edward Peiry & Co., Inc.

3. FACILITIES

5,000 w.; 750 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15/0 time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.
Affiliated with MBS Radio Network.
Member: Intermountain Network.

NATIONAL AND LOCAL RATES SAME

No. 26 ET 1/1/67—Rec'd 8/21/67.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	100 WORDS OR LESS	
1 x	3.90	156 x	3.59
26 x	3.82	260 x	3.43
52 x	3.74	312 x	3.28
104 x	3.67	624 x	3.12

7. PACKAGE PLANS

A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

PER WK. EA:	CLASS A	CLASS B	CLASS C	CLASS D	CLASS E
1 min.	2.93	2.73	2.54	2.34	2.15
30 sec.	2.34	2.20	2.02	1.88	1.72
10 sec.	1.47	1.37	1.27	1.17	1.08
1 min.	2.34	2.15	1.95	1.76	1.58
30 sec.	1.88	1.72	1.58	1.40	1.24
10 sec.	1.17	1.08	.98	.88	.78

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	30.00	18.00	12.00	9.00	6.00
26 x	29.40	17.64	11.76	8.82	5.88
52 x	28.80	17.28	11.52	8.64	5.76
104 x	28.20	16.92	11.28	8.46	5.64
156 x	27.60	16.56	11.04	8.28	5.52
260 x	26.40	15.84	10.56	7.92	5.28
312 x	25.20	15.12	10.08	7.56	5.04
624 x	24.00	14.40	9.60	7.20	4.80

TWIN FALLS (3AM)

Twin Falls County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KEEP

1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 213 7600 500
KEEP Radio, Box 346, Blue Lakes Blvd., Twin Falls, Idaho, 83301. Phone 208-733-7512.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Holland L. Houffburg.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—Hugh Felts & Associates.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00-1:00 am. MST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 20a, 21a, 21d, 23a, 24b, 24c, 25a, 29b.
Contracts: 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 62a.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Western States Radio Empire.

TIME RATES

Rates effective March 1, 1966.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti. ea.	4.50	3.60
12 per wk or 104 ti. ea.	4.25	3.40
18 per wk or 156 ti. ea.	4.05	3.24
24 per wk or 260 ti. ea.	3.80	3.04
30 per wk or 312 ti. ea.	3.60	2.88

8. PROGRAM TIME RATES

	5 min
6 per wk or 52 ti. ea.	9.00
12 per wk or 104 ti. ea.	8.50
18 per wk or 156 ti. ea.	8.10
24 per wk or 260 ti. ea.	7.60

1/4 hour is twice the 5 minute rate.
1/2 hour is 3 times the 5 minute rate.

KLIX

1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 213 7600 100
Sawtooth Radio Corp., Box 1259 Elizabeth Blvd., Twin Falls, Idaho 83301. Phone 208-733-3364.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—(Rosy) C. N. Layne.

Sales Manager—R. M. Gillespie.

2. REPRESENTATIVES

Edward Peiry & Co., Inc.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1810 kc.
Directional—night only.
Operating schedule: 5 am-midnight, MST.

4. AGENCY COMMISSION

15/0 on time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Mail order business not accepted.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

ET 7/1/66—Rec'd 6/20/66.

7. PACKAGE PLANS

A—Mon thru Fri 6:30-9:30 am & 4-7 pm.
B—All other times.

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
A	5.15	4.85	4.55	4.20	3.90	3.55
B	4.25	3.90	3.55	3.25	2.90	2.60
20/30 SEC:						
A	4.25	3.90	3.65	3.40	3.10	2.85
B	3.40	3.10	2.85	2.60	2.35	2.10
10 SEC:						
A	2.75	2.45	2.25	2.10	1.95	1.80
B	2.15	1.95	1.80	1.65	1.45	1.30

8. PROGRAM TIME RATES

1 hr	5 min	20%	50%
1/2 hr: 60% of hour.	1 min: 20% of hour.		
1/4 hr: 40% of hour.	1 min: 13% of hour.		

DISCOUNTS

13x—4% 104x—12% 260x—20%

52x—8% 156x—16%

KTFI

1928

NAB

RAB

Media Code 4 213 8000 700
KTFI Broadcasters, Inc., Box 65, 241 Main Ave., West, Twin Falls, Idaho 83301. Phone 208-733-3381.

1. PERSONNEL

President—Dale G. Moore.

Vice-Pres. & Gen'l Mgr.—Lynn H. Koch.

2. REPRESENTATIVES

Savall/Gates, Inc.
Seattle & Portland—Art Moore & Assoc., Inc.
Michigan—Pearse Sales.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1370 kc.
Non-directional.
Operating schedule: 5-12:30 am. MST.

4. AGENCY COMMISSION

15/0 net time only; 1st month following.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Idaho Big Buy, National AgRadio Groups, Inc.

TIME RATES

Rates effective November 1, 1960.

Rates received September 6, 1960.

6. SPOT ANNOUNCEMENTS

	CLASS A	CLASS B	CLASS C	CLASS D
Fixed position.				
1 min	7.00	5.50	156 x	6.00 4.75
30 sec	6.90	5.40	260 x	5.75 4.50
104 x	6.75	5.35	312 x	5.50 4.25
104 x	6.50	5.15	624 x	5.25 4.00

CLASS B
(7:00 pm-5:58 am)
Class A rates less 20%.

7. PACKAGE PLANS

SATURATION PACKAGES

Per week:	1 min.	30 sec.	30 sec.	10 sec.
10 times	4.80	3.90	3.25	2.50
15 times	4.50	3.60	3.05	2.30
20 times	4.20	3.35	2.90	2.30
25 times	3.90	3.10	2.70	2.00
30 times	3.60	2.90	2.50	1.85
40 times	3.45	2.80	2.40	1.80
50 times	3.35	2.75	2.35	1.75

26 weeks Additional Saturation Discounts 5% 52 weeks 10%

8. PROGRAM TIME RATES

	CLASS A	CLASS B	CLASS C	CLASS D
1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	36	24	18
26x—5%	104x—15%	260x—25%		
52x—10%	156x—20%	312x—30%		

WEISER

Washington County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KWEI

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 213 8400 900
Oxbow Broadcast Co., Box 791, Weiser, Idaho 83472.
Phone 208-549-0886.

1. PERSONNEL

Pres. & Gen'l Mgr.—Edwin C. Miller.

Station Manager—Robert R. Cooper.

2. REPRESENTATIVES

George T. Hopewell, Inc.
Seattle and Portland—Art Moore & Assoc., Inc.

3. FACILITIES

1,000 w. days; 1260 kc. Non-directional.

Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 22a, 25b, 29a.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62a, 62d.
Cancellation: 72, 73b.
Prod. Services: 82.

TIME RATES

**ADDITIONAL
DAILY MEDIA CITIES
NOT SHOWN ON STATE MAP**

TELEVISION
Aurora—Kane County

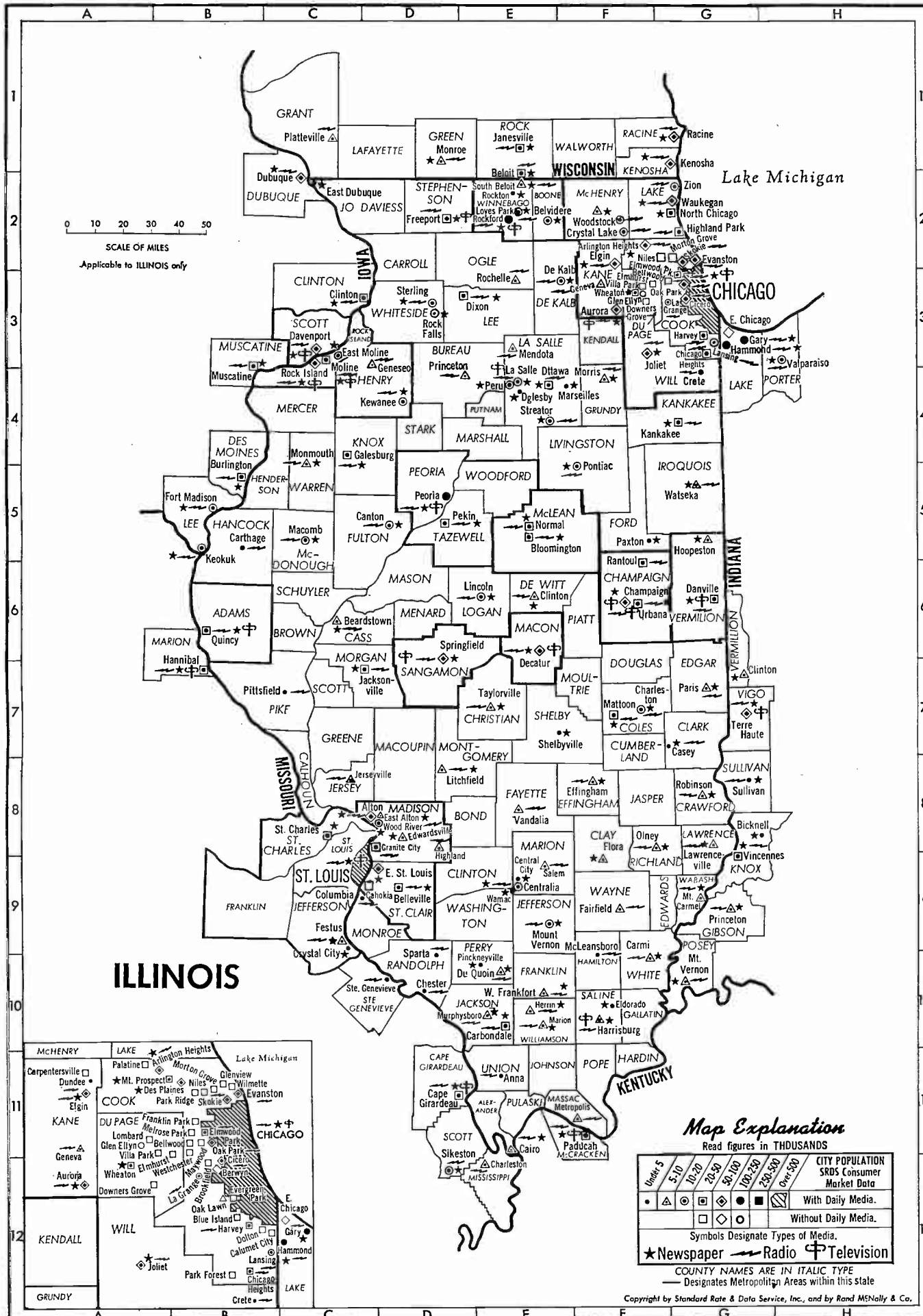
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	1,345,900	Danville.....	6,400
METRO AREAS		Davenport-Rock Island-Moline.....	7,500
Bloomington-Normal.....	1,300	Decatur.....	7,500
Champaign-Urbana.....	8,700	Peoria.....	13,200
Chicago.....	1,136,300	Quincy.....	1,700
Chicago, Ill-Northwestern, Ind. (Consolidated).....	1,248,200	Rockford.....	11,100
		Springfield.....	7,000
		Total Metros.....	1,200,700



ILLINOIS

Map Explanation

Read figures in THUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	□	○	●	■	◆	◆	With Daily Media.
○	○	○	○	○	○	○	○	Without Daily Media.

Symbols Designate Types of Media.
★ Newspaper □ Radio ○ Television

COUNTY NAMES ARE IN ITALIC TYPE
— Designates Metropolitan Areas within this state

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ILLINOIS

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Addison—Du Page	Brookfield—Cook	Decatur—Macon	Elmhurst—Du Page	Granite City—Madison	Melrose Park—Cook	Oak Park—Cook	Rock Island—Rock Island
Aiton—Madison	Cahokia—St. Clair	DeKalb—DeKalb	Elmwood Park—Cook	Harvey—Cook	Moline—Rock Island	Palatine—Cook	Skokie—Cook
Arlington Heights—Cook	Calumet City—Cook	Des Plaines—Cook	Evanston—Cook	Highland Park—Lake	Morton Grove—Cook	Park Forest—Cook	Springfield—Sangamon
Aurora—Kane	Carpentersville—Kane	Dixon—Lee	Evergreen Park—Cook	Jacksonville—Morgan	Mount Prospect—Cook	Park Ridge—Cook	Urbana—Champaign
Belleville—Saint Clair	Champaign—Champaign	Dolton—Cook	Franklin Park—Cook	Joliet—Will	Niles—Cook	Peekin—Tazewell	Villa Park—Du Page
Bellwood—Cook	Chicago—Cook	Downers Grove—Du Page	Freeport—Stephenson	Kankakee—Kankakee	Normal—McLean	Peoria—Peoria	Waukegan—Lake
Berwyn—Cook	Chicago Heights—Cook	East Moline—Rock Island	Galesburg—Knox	Lansing—Cook	Northbrook—Cook	Quincy—Adams	Westchester—Cook
Bloomington—McLean	Cicero—Cook	East St. Louis—St. Clair	Glen Ellyn—DuPage	Lombard—Du Page	North Chicago—Lake	Rantoul—Champaign	Wheaton—Du Page
Blue Island—Cook	Danville—Vermilion	Elgin—Kane	Glenview—Cook	Maywood—Cook	Oak Lawn—Cook	Rockford—Winnebago	Wilmette—Cook

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population (1/1/69) (000)	Households (1/1/69) (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968					Passenger Cars (1/1/69) (000)	Farm Popu- lation (1/1/69) (000)	Gross Farm Income (1968) (\$000)				
			Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 16000 4999 7999 8999 14999 over					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
			(\$000)							General Mdsse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)							
ILLINOIS STATE TOTALS.....	11,004.6	3,415.78	37,961,598	11,114	11.1	19.9	18.0	24.5	22.3	20,735,342	6,070	4,049,983	741,970	3,057,512	1,213,678	952,839	3,572,947	1,225,567	4,325.11	461.8	2,960,220
ADAMS B-6.....	71.9	23.16	205,686	8,881	18.5	19.9	17.1	21.9	15.2	131,089	5,660	22,526	4,221	24,763	5,862	6,981	25,732	6,839	31.49	7.1	36,824
Quincy.....	49.7	16.68	136,394	8,177	108,086	6,480	20,213	4,221	21,030	6,595	6,602	21,651	5,270
Quincy Metro Area.....	71.9	23.16	205,686	8,881	18.5	19.9	17.1	21.9	15.2	131,089	5,660	22,526	4,221	24,763	5,862	6,981	25,732	6,839	31.49
ALEXANDER E-11.....	12.5	4.23	35,520	8,397	17.5	16.3	11.5	18.9	16.0	24,394	5,767	4,665	771	1,188	1,041	1,041	4,561	2,844	4.55	1.8	3,901
BOND D-8.....	14.1	4.56	32,787	7,190	20.9	18.3	15.9	18.9	11.3	21,034	4,613	3,847	347	1,207	569	522	5,577	1,583	6.11	3.2	15,869
BOONE E-2.....	22.3	6.77	68,711	10,149	13.6	16.9	17.7	26.6	21.4	45,933	6,785	7,440	875	957	1,269	1,264	7,978	5,108	11.51	3.2	23,932
BROWN C-6.....	5.5	1.91	11,639	6,094	21.4	12.6	14.0	18.8	9.7	10,889	5,701	1,524	161	643	184	86	1,809	1,316	2.76	2.1	9,520
BUREAU D-3.....	37.1	12.02	124,485	10,356	14.9	16.2	15.6	24.7	23.1	65,270	5,430	11,749	1,396	2,809	2,115	4,173	10,841	5,267	17.78	7.1	73,343
CALHOUN C-8.....	4.9	1.56	16,005	10,260	15.3	13.2	14.3	23.3	21.1	6,913	4,431	1,326	136	1,259	53	138	1,766	323	2.52	2.7	7,390
CARROLL D-2f.....	19.5	6.24	59,706	9,568	14.7	14.9	16.2	26.4	19.8	31,023	4,972	5,369	417	1,195	590	720	4,938	2,766	8.69	3.8	39,066
CASS C-6.....	12.9	4.30	36,115	8,399	20.5	14.6	18.8	21.7	14.1	25,484	5,927	5,614	674	637	833	990	3,885	1,941	7.44	2.9	17,851
CHAMPAIGN F-5f.....	151.3	42.15	481,660	11,427	14.7	18.9	17.3	23.2	22.1	265,939	6,309	49,518	9,707	52,109	14,250	14,259	51,449	16,450	60.25	7.3	59,560
Champaign.....	62.2	17.48	190,232	10,883	170,530	9,756	25,199	6,027	43,701	12,830	10,386	38,002	7,778
Champaign-Urbana Metro Area.....	151.3	42.15	481,660	11,427	14.7	18.9	17.3	23.2	22.1	265,939	6,309	49,518	9,707	52,109	14,250	14,259	51,449	16,450	60.25
Rantoul.....	32.6	6.68	93,507	9,507	35,308	5,286	7,626	673	3,108	1,942	1,942	13,296	2,435
Urbana.....	33.9	10.33	96,430	9,335	45,354	4,391	12,925	3,155	6,741	2,633	2,633	13,695	4,433
CHRISTIAN E-7.....	35.1	11.44	111,500	9,747	16.3	17.8	16.2	24.0	18.5	69,864	6,107	12,130	1,441	4,166	3,482	2,795	11,835	4,209	15.61	5.6	40,683
CLARK G-7.....	14.9	5.07	42,924	8,466	17.0	13.2	16.2	23.7	17.2	26,900	5,306	4,838	495	848	752	357	6,141	2,635	7.56	4.1	19,520
CLAY F-8.....	13.7	4.59	39,461	8,597	20.5	16.8	17.5	21.9	13.3	27,798	6,056	4,856	432	1,577	984	1,198	5,909	2,365	7.61	4.0	12,886
CLINTON E-9.....	25.1	7.21	60,038	8,227	19.3	16.0	19.4	23.3	15.0	37,841	5,248	7,026	286	1,160	1,120	1,076	7,248	2,052	10.49	4.3	21,702
COLES F-7.....	44.9	14.47	118,674	8,201	19.5	22.6	18.1	18.7	12.5	87,114	6,020	17,231	2,625	10,907	6,198	4,629	21,653	7,537	24.09	4.4	24,840
COOK G-3f.....	5,548.5	1,763.14	21,020,328	11,922	9.1	19.7	18.2	25.0	24.7	10,996,747	6,237	2,102,157	424,987	1,821,113	774,846	505,578	1,635,753	498,451	1,938.15	4.7	33,253
Arlington Heights.....	57.3	14.64	135,845	9,279	122,751	8,385	19,124	6,848	2,070	2,639	4,071	45,116	6,428
Bellwood.....	24.3	6.72	82,203	12,233	19,095	8,842	6,827	1,235	1,511	339	663	1,120	4,251
Berwyn.....	57.0	20.22	245,168	12,125	134,736	6,664	35,757	7,094	23,714	11,005	9,667	33,084	8,152
Blue Island.....	23.4	7.35	69,641	9,475	84,878	11,548	12,606	2,920	9,258	4,866	1,206	33,728	3,158
Brookfield.....	22.9	6.91	87,002	12,958	30,453	4,407	9,264	1,184	3,434	205	1,469	8,386	2,075
Calumet City.....	31.4	9.26	87,341	9,432	23,741	2,564	4,646	1,414	691	557	181	75	3,648
Chicago.....	3,585.1	1,189.81	13,002,968	10,929	7,276,311	6,116	1,472,252	277,736	1,161,561	633,027	418,744	1,101,737	332,058
Chicago Metro Area.....	6,951.4	2,153.17	25,819,900	11,992	8.7	20.0	17.9	25.2	25.1	13,578,647	6,306	2,645,844	528,522	2,211,457	913,166	612,606	2,176,092	701,577	2,536.75
Chicago, Ill.- Northwestern, Ind. Consolidated Area.....	7,615.9	2,343.84	27,648,171	11,796	9.1	20.4	18.1	25.0	24.4	14,560,809	6,212	2,887,981	560,895	2,384,171	970,885	662,240	2,347,246	779,470	2,782.78
Chicago Heights.....	41.3	11.69	115,611	9,890	118,761	10,159	20,925	3,699	20,902	9,165	5,288	33,431	7,196
Cicero.....	71.7	24.53	282,053	11,498	116,953	4,768	29,683	3,687	9,642	6,776	3,921	24,339	9,924
Des Plaines.....	58.5	16.49	129,140	7,831	105,445	6,394	21,798	5,343	10,616	5,350	2,599	19,425	7,631
Dolton.....	25.8	6.63	60,506	9,126	22,192	3,947	10,445	247	2,010	2,197	397	9,527	1,074
Elmwood Park.....	27.5	8.39	112,581	13,418	46,847	5,584	11,656	2,086	6,664	5,641	1,540	9,527	2,250
Evanston.....	85.1	28.19	495,982	17,594	189,744	6,731	32,388	5,156	38,711	19,219	13,172	58,999	10,335
Evergreen Park.....	27.2	7.16	103,073	14,396	11,917	11,696	3,663	44,666	13,709	2,498	4,382	2,479	4,382
Franklin Park.....	21.6	6.04	61,082	10,113	23,384	3,872	9,125	1,384	644	1,072	192	4,385	3,380
Glenview.....	25.9	7.03	145,602	20,712	36,637	5,496	11,629	2,287	1,197	1,813	1,364	4,385	3,380
Harvey.....	35.8	11.02	104,030	9,440	87,138	7,907	21,106	2,420	9,496	4,330	4,002	25,340	4,750
Lansing.....	24.8	6.64	71,448	10,760	55,478	5,343	5,309	943	886	1,512	2,288	8,074	3,953
Maywood.....	29.6	8.91	105,360	11,825	55,832	6,266	7,956	1,612	3,016	976	1,834	30,841	3,376
Melrose Park.....	26.9	7.89	92,671	11,745	70,608	8,949	16,035	3,881	12,595	9,122	1,687	1,986	4,121
Morton Grove.....	28.0	7.41	117,167	15,812	54,764	7,391	11,762	3,326	19,268	3,286	5,325	1,784	3,793			

State, County, City, Metro Area Data

ILLINOIS

Estimates for:		Consumer Spendable Income—1968										Retail Sales—1968										Passenger Cars		Farm Population		Gross Farm Income
STATE	COUNTY—Map Loc.	Population 1/1/69	Households 1/1/69	Per Household (\$)		% Distribution of Families					Total Retail Sales—Per Household (\$)	By Selected Store Types					1/1/69 (000)	1/1/69 (000)	1968 (\$000)							
Metropolitan Area	(000)	(000)	(000)	(000)	(000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(000)	Food (\$000)	Drug (\$000)	General Mde. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Serv. Station (\$000)	(000)	(000)	(000)					
IRROQUOIS G-5	34.6	10.98	93,618	8,526	18.8	16.5	18.6	22.3	15.2	58,656	5,342	9,127	820	1,573	1,464	1,679	8,021	5,377	15.09	7.8	61,018					
JACKSON D-10	46.3	14.11	126,918	8,995	16.3	17.4	17.4	20.9	16.7	87,728	6,217	16,100	2,093	7,313	5,306	3,300	23,048	6,121	18.96	4.7	12,954					
JASPER F-8	9.7	3.13	25,584	8,174	17.1	15.9	12.9	21.8	17.3	17,939	5,731	2,704	88	748	435	391	4,265	1,697	4.94	4.3	18,679					
JEFFERSON E-9	28.8	9.61	86,630	9,015	16.7	15.7	15.7	22.7	17.1	56,241	5,852	9,957	1,498	7,786	2,461	2,570	12,119	4,755	13.46	6.5	14,899					
JERRY C-8	18.0	5.30	45,836	8,648	19.0	18.8	17.7	22.0	14.9	27,038	5,102	5,587	806	687	1,268	674	6,164	1,591	7.12	3.1	17,252					
JO DAVENESS D-2	21.9	6.66	52,755	7,921	19.3	18.2	17.9	22.1	13.5	30,492	4,578	6,080	732	614	307	586	3,552	2,542	9.15	5.1	26,644					
JOHNSON E-11	4.5	1.48	14,521	9,811	15.4	11.1	10.9	25.0	22.7	9,369	6,330	2,594	285	911	130	145	2,086	1,255	3.07	2.8	3,702					
KANE F-3	259.0	74.72	750,425	10,043	11.3	27.7	19.9	22.6	15.5	489,995	6,558	103,761	21,632	77,830	23,985	24,435	87,666	35,414	108.22	6.2	53,984					
Aurora	73.4	22.94	324,927	14,164	163,827	7,142	38,990	8,369	35,190	12,287	10,852	36,024	11,987					
Carpentersville	23.4	5.38	44,786	8,325	25,989	4,831	7,004	565	10,129	2,691	1,200	174					
Elgin	62.0	18.24	176,528	9,678	144,082	7,899	29,498	7,413	30,963	4,137	7,455	31,539	9,505					
KANKAKEE G-4	106.0	27.80	274,478	9,873	13.4	21.7	18.9	24.2	18.0	173,667	6,247	36,085	5,464	29,000	7,568	9,685	34,072	12,676	41.55	6.0	38,786					
Kankakee	31.9	10.03	100,658	10,036	163,038	16,255	36,010	5,396	28,491	7,560	9,591	33,988	10,893					
KENDALL F-3	21.1	6.14	58,286	9,493	12.2	18.8	20.6	25.6	17.9	25,611	4,171	7,240	587	406	873	2,868	2,868	2,868	11.00	3.0	30,402					
KNOX C-4	66.3	20.77	216,771	10,437	13.5	17.6	18.3	26.5	21.1	121,035	5,827	21,031	4,777	17,423	5,018	5,918	23,971	7,108	27.26	6.2	49,356					
Galesburg	42.2	13.27	141,467	10,661	88,758	6,689	18,786	4,490	17,361	4,992	5,897	21,871	5,616					
LAKE G-21	369.9	98.58	1,374,867	13,947	7.4	18.4	16.5	26.0	29.8	658,865	6,684	137,305	37,859	76,626	41,049	33,608	131,464	53,925	152.94	4.2	16,289					
Highland Park	33.9	9.59	249,942	26,063	83,417	8,698	17,865	2,942	8,506	8,041	6,107	23,920	5,905					
North Chicago	27.7	6.92	64,207	9,278	13,264	1,917	2,776	308	194	787	915	1,035	1,134					
Waukegan	68.5	21.01	232,706	11,076	190,282	9,057	40,212	7,980	53,532	19,106	16,902	36,678	12,697					
LA SALLE E-3	119.7	37.38	370,259	9,905	14.6	22.3	19.0	24.3	16.8	226,531	6,060	46,651	6,836	23,590	13,231	9,597	39,390	14,975	49.32	9.3	84,284					
LAWRENCE G-8	15.8	5.23	51,961	9,935	14.5	15.5	15.1	25.4	20.5	23,060	4,409	5,232	581	1,007	1,144	3,881	2,874	2,874	8.45	3.0	9,369					
LEE E-3	40.1	11.08	115,585	10,432	15.9	19.9	17.8	23.5	17.7	57,508	5,190	10,422	1,256	5,218	3,408	1,634	8,673	4,135	16.19	6.1	61,981					
Dixon	23.7	6.00	55,022	9,170	36,924	6,154	7,940	990	4,567	3,321	2,255	7,113	2,595					
LIVINGSTON F-4	42.3	12.55	123,009	9,802	16.6	19.6	16.0	23.2	19.8	75,148	5,988	13,900	841	5,595	3,170	2,778	12,196	6,295	17.53	7.9	62,807					
LOGAN E-6	36.3	9.96	85,005	8,535	19.0	22.8	17.7	21.0	13.0	55,439	5,566	9,712	772	3,588	2,861	1,480	10,709	4,638	16.78	4.5	36,203					
McDONOUGH C-5	29.5	9.47	83,358	8,802	19.2	17.3	16.2	23.0	16.3	70,366	7,430	11,242	1,785	8,294	2,677	2,857	12,564	3,457	13.32	4.9	39,811					
McHENRY F-2	104.6	30.62	328,037	10,713	8.7	18.2	19.1	26.7	23.5	188,184	6,146	40,862	6,201	9,269	6,267	6,616	46,714	15,415	48.18	6.6	41,238					
McLEAN E-5	91.1	28.63	290,616	10,151	15.4	22.8	16.0	22.3	18.9	185,795	6,490	34,101	6,208	29,133	8,843	8,657	30,039	17,546	42.20	7.5	80,623					
Bloomington	39.0	13.30	144,221	10,844	121,081	9,104	26,632	5,315	29,771	8,620	24,380	9,053					
Bloomington-Normal Metro Area	91.1	28.63	290,616	10,151	15.4	22.8	16.0	22.3	18.9	185,795	6,490	34,101	6,208	29,133	8,843	8,657	30,039	17,546	42.20					
Normal	24.9	6.53	56,223	8,610	16,792	2,572	5,645	399	263	1,531	1,433	2,849					
MACON E-6	131.3	41.92	439,469	10,484	13.6	18.3	18.9	25.6	20.9	243,564	5,810	42,574	7,502	42,274	10,187	13,580	55,231	14,313	51.85	4.3	32,157					
Ucaatur	91.0	30.39	299,741	9,863	222,960	7,337	41,772	7,502	42,274	10,006	13,501	54,545	12,267					
Ucaatur Metro Area	131.3	41.92	439,469	10,484	13.6	18.3	18.9	25.6	20.9	243,564	5,810	42,574	7,502	42,274	10,187	13,580	55,231	14,313	51.85					
MACOUPIN D-7	42.3	14.06	133,284	9,480	15.6	16.0	16.5	24.9	20.2	66,543	4,733	14,020	1,420	3,848	2,847	2,369	15,563	5,385	22.19	6.9	44,051					
MADISON D-8†	254.9	77.16	733,573	9,507	13.2	23.9	20.2	23.4	14.9	374,422	4,853	86,730	14,444	34,932	16,866	21,267	82,150	27,837	104.35	6.8	29,608					
Alton	50.0	15.85	151,529	9,560	92,976	5,866	17,623	3,535	12,162	5,657	8,672	26,240	5,464					
Granite City	40.0	12.25	112,050	9,147	58,409	4,768	18,641	1,220	4,732	3,334	3,432	14,010	5,210					
MARION E-9	36.3	12.21	108,376	8,876	17.9	18.3	16.6	21.3	15.7	71,410	5,848	14,398	2,140	11,619	3,243	3,908	13,861	5,990	18.34	5.6	14,949					
MARSHALL E-4	13.3	4.27	37,346	8,746	17.9	18.6	16.9	23.2	16.0	20,810	4,874	3,986	542	1,220	300	361	2,976	1,431	6.26	3.1	23,754					
MASON D-6	14.6	4.93	49,116	9,963	15.0	14.6	16.3	25.4	22.6	31,674	6,425	6,531	707	1,193	817	938	5,175	1,722	7.33	2.8	19,628					
MASSAC F-11	14.4	4.79	35,295	7,368	17.0	18.8	15.3	21.2	12.9	19,773	4,128	4,195	679	1,493	1,046	776	4,431	2,019	6.13	2.3	4,914					
MENARD D-6	9.4	3.09	29,391	9,512	18.8	18.2	16.8	21.5	18.1	14,694	4,755	2,450	278	253	426	76	2,175	860	4.56	2.4	21,915					
MERCER C-4	16.4	5.23	44,665	8,540	18.0	16.4	17.1	21.6	16.2	27,224	5,205	5,553	625	678	679	657	5,229	1,517	7.76	4.9	41,391					
MONROE C-9	16.7	5.06	44,174	8,730	16.5	21.5	18.3	23.0	15.5	24,621	4,866	4,630	332	2,778	452	470	6,050	1,333	7.85	3.5	14,300					
MONTGOMERY D-8	29.2	9.89	85,112	8,606	17.9	17.7	15.4	21.7	16.3	52,647	5,323	9,990	1,079	3,765	2,776	2,535	10,335	4,856	13.35	5.9	34,262					
MORGAN C-7	37.3	10.86	111,958	10,309	15.0	16.3	16.6	24.4	21.9	76,699	7,063	13,735	1,949	10,366	3,888	4,087	19,343	5,184	15.73	4.0	32,028					
Jacksonville	22.7	6.27	68,729	10,962	59,994	5,568	11,618	1,220	4,732	3,334	3,432	14,010	5,210					
MOULTRIE F-7	13.7	4.33	36,756	8,489	19.4	16.6	19.6	23.2	14.0	22,330	5,157	4,902	635	412	687	590										

ILLINOIS

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Illinois Radio Network

Comprised of:

WMRO—Aurora
 WMS—Beardstown
 WHOW—Clinton
 WCLB—Crystal Lake
 WITY—Danville
 WLBK—DeKalb
 WIXN—Dixon
 WFR—Freeport
 WGLB—Galesburg
 WINU—Highland
 WSMI—Litchfield
 WLBH—Mattton
 WLOK—Normal
 WOLN—Olney
 WPEO—Peoria
 WPOK—Pontiac
 WZOE—Princeton
 WZEM—Quincy
 WYFE—Rockford
 WYIM—Taylorville
 WGFA—Watsoka

Media Code 4 214 0055 7.00
 Business Office—20 N. Wacker Drive, Chicago, Ill. 00606. Phone 312-236-8887.
 Other office—347 Madison Ave., New York, N. Y. 10017. Phone 212-680-8970.

- PERSONNEL**
 Manager—Robert J. Walton.
 - REPRESENTATIVES**
 Walton Broadcasting Sales Corporation.
 - AGENCY COMMISSION**
 15% on time; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
- General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Contracts: 40a.
 Stations may be bought in any combination on one contract-one billing basis.
 Programs may originate from any of stations comprising group.

TIME RATES

ET 10/1/68—Rec'd 10/4/68.
 A—Mon thru Sat 6-7:30 am & 11:45 am-1 pm (in Farm Hour)

6. SPOT ANNOUNCEMENTS (Member Stations)			
PER WK:	1 hr	6 hr	12 hr
1 min	135	125	115
DISCOUNTS			
13 wk—5%	26 wk—8%	39 wk—10%	

ALTON (2 AM; 1 FM)

(incl. Wood River)

Madison County—Map Location D-8
 See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WOKZ WOKZ-FM

1948 1961

Media Code 4 214 0110 6.00
 Morrell Broadcasting Co., Godfrey Rd., Alton, Ill. 62004. Phone 618-468-3535.

- PERSONNEL**
 President—A. R. Ellman.
 General Manager—Walter Brink.
- REPRESENTATIVES**
 Vic Plans Associates, Inc.
- FACILITIES**
 1,000 w. days; 1570 kc. Non-directional.
 FM FACILITIES
 ERP 20,000 w.; 100.3 mc.
 Operating schedule: 6:00 a.m. to midnight.
- AGENCY COMMISSION**
 15/0 time only; 1st of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22b, 23a, 24b, 28a, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 60k, 61b, 61c.
 Cancellation: 70a, 70c, 71a, 73a.
 FM operated in conjunction with AM until local sunset when AM signs off.

TIME RATES

Rates effective April 1, 1958. (Card No. 4.)
 Card received April 23, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES									
	1 hr	1/2 hr	1/4 hr	10 min	5 min	30 sec	15 sec	10 sec	5 sec
1 time	75.00	45.00	30.00	22.50	15.00	7.50	6.00		
13 times	71.30	42.80	28.50	21.40	14.30	7.20	5.80		
52 times	63.80	38.30	25.50	19.20	12.80	6.60	5.20		
104 times	60.00	36.00	24.00	18.00	12.00	6.20	4.80		
260 times	52.50	31.50	21.00	15.80	10.50	5.80	4.20		
312 times	45.00	27.00	18.00	13.50	9.00	5.00	3.80		

WRTH

1961

WOOD RIVER



Media Code 4 214 0165 4.00
 Avco Radio Corp., Lennox Hotel, 825 Washington Blvd., St. Louis, Mo. 63101. Phone 314-821-5995.

STATION'S PROGRAMMING DESCRIPTION

WRTII: Programmed for young adults, adults and teens.
 MUSIC: 85%: popular music 100%. NEWS 15%: local, regional, international and national. 5 min of news 5 min before each hour and 5 min at 6:25 am, 7:25 am, 8:25 am & 5:25 pm. Stock market reports 5 min at 4:25 pm & 8:25 pm plus capsules throughout day. Public service. Special programs of local interest Sun 6-9 am & 7-10 pm. Daily salutes to local personalities and organizations. Promote various attractions of area. COMMERCIAL POLICY: commercials clustered every 15 minutes 5 am-8 pm, every 30 minutes 8 pm-5 am. Contact Representative for further details. Rec'd 2/26/68.

- PERSONNEL**
 General Manager—Robert Howe.
 General Sales Manager—Wally Ranck.
 Operations Director—Jerry Irvine.
- REPRESENTATIVES**
 Avco Radio Sales.
- FACILITIES**
 500 w. days; 1,000 w. nights; 590 kc. Directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0 on station time.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10c, 11c.
 Basic Rates: 22a, 22b, 23a, 25a, 28a.
 Contracts: 40a, 42b, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 61a, 61b, 61c, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 75a.

TIME RATES

No. 5 ET 3/1/69—Rec'd 1/20/69.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm & 7-8 pm; Sun 7 am-8 pm.
 B—Gaslight Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
	1 wk	52 wks		1 wk	52 wks
*1 hr	70	50	42	05	52
0 hr	54	43	32	49	39
12 hr	50	40	30	45	38

Gaslight, flat, ea. 50
 Combinable with other classes for frequency discount.

- PACKAGE PLANS**
 TOTAL AUDIENCE PLANS
 6 hr (3AA, 2A, 1B), ea. 44
 12 hr (6AA, 4A, 2B), ea. 41
 18 hr (9AA, 6A, 3B), ea. 37
 24 hr (12AA, 8A, 4B), ea. 34
 TAP's do not combine with spots for frequency discounts.
 30 sec: 80% of 1-min. Combinable.
 Minimum rate holder: 3 per week. (D)

ANNA (1 AM; 1 FM)

Union County—Map Location E-11

See SRDS consumer market map and data at beginning of the State

WRAJ WRAJ-FM

1957 1958



A Laskey Station

Subscriber to the NAB Radio Code
 Media Code 4 214 0220 7.00
 Anna Broadcasting Co., Inc., Box 120, Anna, Ill. 62906. Phone 618-833-2148.

- PERSONNEL**
 Pres. & Mgr.—Donald C. Michel.
 Vice-President—F. E. Lackey.
- FACILITIES**
 500 w. days; 1440 kc. Non-directional.
 Operating schedule: 5:00 a.m. to local sunset.
 FM FACILITIES
 ERP 3,000 w.; 92.7 mc.
 Operating schedule: 5:00 am-10:30 pm; 5:00-8:30 am and 4:00-10:30 pm for Dec.
- AGENCY COMMISSION**
 15% on net charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 21b, 21d, 22b, 24a, 25a, 28c, 30.
 Contracts: 40a, 41, 46, 47a.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 82.
 Tobacco advertising not accepted.

TIME RATES

Rates effective January 10, 1957. (Card No. 1.)
 Card rec'd August 30, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES									
	1 hr	1/2 hr	1/4 hr	10 min	5 min	30 sec	15 sec	10 sec	5 sec
1 time	42.00	23.00	14.00	10.00	7.50	6.00	3.00		
13 times	40.50	23.00	13.00	9.50	7.25	5.90	2.95		
26 times	39.00	22.00	12.75	9.25	7.00	5.75	2.85		
52 times	36.00	21.00	12.25	9.00	6.75	5.60	2.80		
104 times	33.00	18.50	11.25	8.25	6.25	5.30	2.65		
156 times	30.25	17.25	10.25	7.75	5.90	5.00	2.50		
208 times	27.50	16.00	9.00	7.00	5.60	4.70	2.35		
260 times	24.75	14.50	8.75	6.00	5.30	4.40	2.20		
312 times	22.00	13.00	7.50	6.25	5.00	4.00	2.00		

(* 30-second to 1-minute.
 (†) 16 words or 8-second spots.

ARLINGTON HEIGHTS

Cook County—Map Location G-3.
 See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

AURORA (2 AM; 2 FM)

Kane County—Map Location F-3
 See SRDS consumer market map and data at beginning of the State.

WAUR (FM)

(formerly WMRO-FM)

1965
 Media Code 4 214 0255 8.00
 Vincent G. Coffey, Box 906, Aurora, Ill. 60507. Phone 312-897-3559.

- PERSONNEL**
 President—Vincent G. Coffey.
 General Manager—Marjorie Ustada.
 Sales Manager—Charles O'Malley.
- FACILITIES**
 31,000 w. (horiz.), 31,000 w. (vert.); 107.9 mc. Stereo.
 Operating schedule: 6 am-midnight, CST.
 Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 4b, 4d.
 Rate Protection: 15b.
 Basic Rates: 21c, 23a.
 Commercial copy is limited to 5 45-second commercials per hour.

TIME RATES

ET—Rec'd 11/16/67.

6. PROGRAM TIME RATES
 1 hr. 80

WKKD

1960



Media Code 4 214 0275 1.00
 Salter Broadcasting Co., 1880 Plain Ave., Aurora, Ill. 60505. Phone 312-898-1580.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Russell G. Salter.
 Vice-President—Robert O. Moran.
- REPRESENTATIVES**
 Gill-Perma, Inc.
 South—Mario Messina Company.
- FACILITIES**
 250 w. days; 1580 kc. Directional.
 Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**
 15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
 Comb.: Cont. Discounts: 60a, 60b, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80.

TIME RATES

Rates effective September 1, 1964. (Card No. 1.)
 Card received July 7, 1964.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
1 hr	7.50	104 hr	6.00
13 hr	7.00	156 hr	5.75
26 hr	6.75	260 hr	5.50
52 hr	6.50	312 hr	5.25

- PACKAGE PLANS**
 ROS
 (60 sec or less; to be used in 7 days)
 ea tot ea tot
 20 hr 6.00 120.00 40 or more 5.00 200.00
 30 hr 5.50 165.00

8. PROGRAM TIME RATES						
	59 min	1/2 hr	1/4 hr	5 min	1 min	30 sec
1 hr	35.00	30.00	19.00	11.00		
13 hr	49.50	27.50	17.50	10.00		
26 hr	45.00	26.25	16.25	9.25		
52 hr	40.50	25.00	15.50	8.50		
104 hr	36.00	23.00	13.75	8.00		
156 hr	32.00	21.50	13.00	7.50		
260 hr	27.50	20.00	12.50	7.00		
312 hr	25.00	18.50	11.50	6.50		

WKKD-FM

1961

Media Code 4 214 0330 4.00
 Salter Broadcasting Co., 1880 Plain Ave., Aurora, Ill. 60505. Phone 312-898-1580.

- PERSONNEL**
 President & Gen'l Mgr.—Russell G. Salter.
 Production Manager—Rusty Tym.
- FACILITIES**
 ERP 3,000 w.; 95.9 mc.
 Operating schedule: 6:00 am-approx. 10:30 pm.
- AGENCY COMMISSION**
 15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
 Comb.: Cont. Discounts: 60a, 60b, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80.

TIME RATES

60% of AM rates.

WMRO

1958



Media Code 4 214 0385 6.00
 WMRO, Inc., 184 S. River St., Aurora, Ill. 60506.
 Phone 312-897-4215.

- PERSONNEL**
 President—Dale W. Stevens.
 General Manager—Harold L. Brokaw.
 Sports & News Dir.—Robert L. Locke.
- FACILITIES**
 1,000 w. days; 500 w. nights; 1280 kc.
 Directional—separate patterns day and night.
 Operating schedule: 6:00 am-midnight.
- AGENCY COMMISSION**
 15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 3d, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 14b.
 Basic Rates: 21a, 25a, 29a.
 Contracts: 40a, 45.
 Comb.: Cont. Discounts: 60b, 60c, 61a, 62b.
 Cancellation: 70a, 70c, 71a.
 Prod. Services: 82.
 Member: Midwest Farm Network, Inc. National Ag-Radio Groups, Inc. Illinois Radio Network.

TIME RATES

Rates effective January 1, 1963.
 Rates received March 5, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1/2 hr	1/4 hr	5 min	1 min	30 sec
1 time	42.00	27.00	13.50	7.50	6.00
15 times	40.00	26.00	13.00	7.25	5.75
26 times	38.00	25.00	12.50	7.00	5.50
52 times	36.00	24.00	12.00	6.75	5.25
104 times	34.00	23.00	11.50	6.50	5.00
156 times	32.00	22.00	11.00	6.25	4.75
260 times	30.00	21.00	10.50	6.00	4.50

BEARDSTOWN

Cass County—Map Location C-6
 See SRDS consumer market map and data at beginning of the State.

WRMS

1959



Media Code 4 214 0440 1.00
 R. V. Sudbrink & Margaret S. Sudbrink, 108 E. Main St., Beardstown, Ill. 62618. Phone 323-1790.

- PERSONNEL**
 President—Robert W. Sudbrink.
 General Manager—Don L. Chipman.
- REPRESENTATIVES**
 Walton Broadcasting Sales Corporation.
- FACILITIES**
 500 w. days; 790 kc. Directional.
 Operating schedule: 6:00 am-local sunset weekdays;
 7:30 am-5:00 pm Sun. CST.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 1

CARBONDALE (1 AM; 1 FM)

Jackson County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WCIL
1946

Media Code 4 214 0825 3.00
Radio Station WCIL, Drawer 801, 211 W. Main St.,
Carbondale, Ill. 62901. Phone 618-457-8114.

STATION'S PROGRAMMING DESCRIPTION

WCIL: Programmed for young adults and adults.
NEWS: 15 min at 7:30 am & 5:15 pm, 60 min noon-1 pm, 5 min local news at :25, network news at :55, additional local and network sports news, FAIRM: programming 6-7 am includes grain and livestock market reports and university farm news, MUSIC: country and western 6-7 am, general popular music during remainder of day, emphasis shifted slightly to jazz and rock 3-5 pm for university and high school audience, SPORTS: carry high school, university and professional football, high school and university basketball. Rec'd 8/10/67.

- PERSONNEL
Gen'l & Com'l Mgr.—Paul F. McRoy.
- REPRESENTATIVES
Wire or call station direct.
- FACILITIES
1,000 w. days; 1020 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WCIL-FM.
- AGENCY COMMISSION
15/10 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

ET 1/1/67—Rec'd 12/1/66.

- SPOT ANNOUNCEMENTS
CLASS AA
1 min 30 sec
Flat 13.50 11.00
- PACKAGE PLANS
CLASS A
1 min 13 1x 26x 52x 100x 200x
5 min 17.50 241.00 325.00 482.00 698.00
10 sec 117.00 162.00 221.00 324.00 467.00
30 sec 95.20 131.75 182.00 265.50 346.50
20 sec 82.50 114.25 156.00 228.50 312.00
10 sec 58.50 81.00 110.50 162.00 203.50
- PROGRAM TIME RATES
CLASS AA
1/2 hr 1/4 hr 10 min 5 min
Flat 30.00 27.50 20.00
- CLASS A
1x 15x 26x 52x 100x 200x
1/2 hr 75.00 71.50 67.25 62.25 56.50 50.00
10 min 48.00 45.00 41.50 37.50 33.00 28.00
5 min 29.50 27.50 25.00 22.00 19.00 15.00
5 min 21.00 20.00 18.75 17.25 15.50 13.50

WCIL-FM
1968

Media Code 4 214 0825 1.00
Paul F. McRoy, Drawer 801, 211 W. Main St.,
Carbondale, Ill. 62901. Phone 618-457-8114.

- PERSONNEL
Mgr. & Sales Mgr.—Paul F. McRoy.
Program Director—Paul H. McRoy.
- REPRESENTATIVES
Contact station direct.
- FACILITIES
ERP 28,000 w. (horiz.), 28,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCIL.
- AGENCY COMMISSION
15/10 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations
See WCIL listing for coded regulations.
Affiliated with American Contemporary Network.

TIME RATES

- Rates are identical to WCIL. See that listing.

CARMi (1 AM; 1 FM)

White County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WROY

WROY-FM



Subscriber to the NAB Radio Code
Media Code 4 214 0880 8.00
Carmel Broadcasting Co., Box 31, Carmel, Ill. 62821.
Phone 618-382-4181.

- PERSONNEL
General Manager—Ken E. Hamilton.
- REPRESENTATIVES
Hal Walton & Company, Inc.
- FACILITIES
1,000 w. days; 1480 kc.
Operating schedule: 6:00 a.m. to local sunset. CST.
FM FACILITIES
ERP 11,200 w.; 97.3 mc.
Operating schedule: same as AM.
Antenna ht.—205 ft. above average terrain.
- AGENCY COMMISSION
15/10 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 44a, 45, 46, 51a.
(This listing continued on next page)

Belleville—WIBV—Continued

- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22a, 24b, 25a, 26, 27, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET Rec'd 9/30/68.
AA—7-8:30 am, 11:30 am-12:30 pm & 4:30-5:30 pm.
A—All other times.

- SPOT ANNOUNCEMENTS
CLASS AA
1 min 30 sec 20 sec
Flat 13.50 11.00
- PACKAGE PLANS
CLASS A
1 min 13 1x 26x 52x 100x 200x
5 min 17.50 241.00 325.00 482.00 698.00
10 sec 117.00 162.00 221.00 324.00 467.00
30 sec 95.20 131.75 182.00 265.50 346.50
20 sec 82.50 114.25 156.00 228.50 312.00
10 sec 58.50 81.00 110.50 162.00 203.50

- PROGRAM TIME RATES
CLASS AA
1/2 hr 1/4 hr 10 min 5 min
Flat 30.00 27.50 20.00
- CLASS A
1x 15x 26x 52x 100x 200x
1/2 hr 75.00 71.50 67.25 62.25 56.50 50.00
10 min 48.00 45.00 41.50 37.50 33.00 28.00
5 min 29.50 27.50 25.00 22.00 19.00 15.00
5 min 21.00 20.00 18.75 17.25 15.50 13.50

- SPOT ANNOUNCEMENTS
CLASS AA
1 min 30 sec 20 sec
Flat 13.50 11.00
- PACKAGE PLANS
CLASS A
1 min 13 1x 26x 52x 100x 200x
5 min 17.50 241.00 325.00 482.00 698.00
10 sec 117.00 162.00 221.00 324.00 467.00
30 sec 95.20 131.75 182.00 265.50 346.50
20 sec 82.50 114.25 156.00 228.50 312.00
10 sec 58.50 81.00 110.50 162.00 203.50

BLOOMINGTON (2 AM; 1 FM)

(including Normal)

McLean County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBNQ (FM)

1947

BLOOMINGTON



RAB

NAB FM

- Subscriber to the NAB Radio Code
Media Code 4 214 0525 9.00
Bloomington Broadcasting Corp., 209 E. Washington St., Bloomington, Ill. 61701. Phone 309-829-1221.
- STATION'S PROGRAMMING DESCRIPTION
WBNQ (FM): Programmed for adults.
MUSIC: at least 80% of every hour devoted to music. 6-11 am includes standard, showtunes, swing, folk, middle-of-the-road, semi-classic and serious music (symphony). NEWS: 5 min at :15 either network or locally originated. FAIRM: M-F 30 min at 6:30 am. RELIGIOUS: 15 min M-SAT at 5:15 am and Sun 7 am. News personalities, sports or talk programs. Rec'd 1/24/69.

- PERSONNEL
Station Manager—Timothy R. Ives.
Sales Manager—Robert McKinley.
- FACILITIES
ERP 50,000 w.; 101.5 mc. Stereo.
Operating schedule: 6-11 am. CST.
Antenna ht.: 460 ft. above average terrain.
Partial simulcast operation. Operated separately 6-11 am daily. For simulcast facilities see WJBC.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
See WJBC listing for coded regulations.
AM facilities: WJBC.
Affiliated with American FM Network.

- TIME RATES
No. 3 ET 8/1/69—Rec'd 8/4/69.
- SPOT ANNOUNCEMENTS
PER WK: 1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
 - PACKAGE PLANS
10-SECOND SATURATION PACKAGE
PER WK: 1 wk 13 wk 26 wk
248 ti (2 per hr) 85 80 75
Maximum of 25 non-consecutive weeks within 1 year.
 - PROGRAM TIME RATES
PER WK, 5 MIN: 1 wk 13 wk 52 wk
8 ti 3.50 3.00 2.50
 - SPECIAL FEATURES
1/2 HOUR MUSIC PROGRAMS
PER WK: 1 mo 3 mo 12 mo
7 ti 220 200 180
New Programs—Extra 1.00.

WIOK

1962

NORMAL

Media Code 4 214 0550 7.00
McLean County Broadcasting, Inc., 1218 S. Main St.,
Normal, Ill. 61761. Phone 309-967-9521.

- PERSONNEL
President—John R. Livingston.
Vice-Pres. & Gen'l Mgr.—Robert L. Harris.
- REPRESENTATIVES
Stones Representatives, Inc.
Illinois Radio Network.
- FACILITIES
1,000 w. days, 500 w. nights; 1440 kc. Directional.
Operating schedule: 5 am-1 am. CST.

- AGENCY COMMISSION
15/10 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21b, 22a, 23b, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Illinois Radio Network.

TIME RATES
ET Rec'd 7/24/67.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun 8 am-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS
FIXED POSITION
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PACKAGE PLANS
1 MIN PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
AAA 9.00 8.50 8.00 7.50 7.00
AA 8.00 7.50 7.00 6.50 6.00
A 4.50 4.25 4.00 3.75 3.50
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Not combinable to earn frequency discounts, but may be cross-combined to earn minimum frequency. Multiple products do not combine unless purchased on 1 contract thru 1 agency. Not subject to retro-active discounts.
- PROGRAM TIME RATES
CLASS AA
1x 26x 52x 130x 260x 520x 1040x
1/2 hr 82.50 69.80 56.25 53.10 50.00 46.80
1/4 hr 37.20 35.70 33.75 31.80 30.00 28.10
10 min 22.50 21.30 20.25 19.10 18.00 16.80
5 min 15.00 14.25 13.50 12.75 12.00 11.25
AA: 80% of AAA. A: 60% of AAA.
- SPECIAL FEATURES
Farm Journal & Farm Hour—1-minute fixed spot rate.

- SPOT ANNOUNCEMENTS
FIXED POSITION
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PACKAGE PLANS
1 MIN PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
AAA 9.00 8.50 8.00 7.50 7.00
AA 8.00 7.50 7.00 6.50 6.00
A 4.50 4.25 4.00 3.75 3.50
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Not combinable to earn frequency discounts, but may be cross-combined to earn minimum frequency. Multiple products do not combine unless purchased on 1 contract thru 1 agency. Not subject to retro-active discounts.
- PROGRAM TIME RATES
CLASS AA
1x 26x 52x 130x 260x 520x 1040x
1/2 hr 82.50 69.80 56.25 53.10 50.00 46.80
1/4 hr 37.20 35.70 33.75 31.80 30.00 28.10
10 min 22.50 21.30 20.25 19.10 18.00 16.80
5 min 15.00 14.25 13.50 12.75 12.00 11.25
AA: 80% of AAA. A: 60% of AAA.
- SPECIAL FEATURES
Farm Journal & Farm Hour—1-minute fixed spot rate.

- SPOT ANNOUNCEMENTS
FIXED POSITION
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PACKAGE PLANS
1 MIN PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
AAA 9.00 8.50 8.00 7.50 7.00
AA 8.00 7.50 7.00 6.50 6.00
A 4.50 4.25 4.00 3.75 3.50
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Not combinable to earn frequency discounts, but may be cross-combined to earn minimum frequency. Multiple products do not combine unless purchased on 1 contract thru 1 agency. Not subject to retro-active discounts.
- PROGRAM TIME RATES
CLASS AA
1x 26x 52x 130x 260x 520x 1040x
1/2 hr 82.50 69.80 56.25 53.10 50.00 46.80
1/4 hr 37.20 35.70 33.75 31.80 30.00 28.10
10 min 22.50 21.30 20.25 19.10 18.00 16.80
5 min 15.00 14.25 13.50 12.75 12.00 11.25
AA: 80% of AAA. A: 60% of AAA.
- SPECIAL FEATURES
Farm Journal & Farm Hour—1-minute fixed spot rate.

WJBC

1925

BLOOMINGTON

K

AVERY-KNODEL, INC.



- Subscriber to the NAB Radio Code
Media Code 4 214 0605 9.00
Bloomington Broadcasting Corp., 209 E. Washington St., Bloomington, Ill. 61701. Phone 309-829-1221.
- STATION'S PROGRAMMING DESCRIPTION
WJBC: Programmed for adults and young adults.
NEWS: 5:30-6:30 am & 12:30-12:55 pm M-F.
News: 5 min local at :25 and expanded local news at 7:30 am & 8:05 am, 12:15 pm & 6 pm, 3 am news staff and 2 mobile units. Network news 5 min at :55. TALK: open line programs 1-2:30 pm & 5:30-6 pm M-F, 9-9:55 am Sat. MUSIC: current releases. RELIGIOUS: live 15 min program 5:15 am daily & Sun mornings 7 am-noon. SPORTS: high school and college basketball and football and live pro football and baseball. Contact Representative for further details. Rec'd 4/28/69.

- PERSONNEL
Station Manager—Timothy H. Ives.
Sales Manager—John H. McDermott.
Program Director—Donald Newberg.
- REPRESENTATIVES
Avery-Knodel, Inc.
- FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:15-11 am. CST.
Partial simulcast operation. Simulcast 5:15-6 am.
For non-simulcast facilities see WBNQ (FM).
- AGENCY COMMISSION
15/10 time and talent.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 29a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WBNQ (FM).
Affiliated with American Contemporary Network.

- TIME RATES
No. 24N ET 12/31/68—Rec'd 12/28/68.
AA—Mon thru Sat 6-9 am, 1-2:30 pm & 4-7 pm.
A—Mon thru Sat sign-on-8 am, 9 am-1 pm & 2:30-4 pm; Sun sign-on-7 pm.
B—Mon thru Sun 7 pm-sign-off.

- SPOT ANNOUNCEMENTS
1 MINUTE
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PACKAGE PLANS
1 MINUTE
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PROGRAM TIME RATES
CLASS AA
1 wk 9.75 9.45 9.20 9.00 8.75 8.70
13 wk 9.65 9.40 9.20 8.45 8.25 8.25
26 wk 9.45 9.00 7.85 7.25 6.90 6.15
52 wk 9.20 7.85 7.25 6.55 5.95 5.80
- CLASS B
1 wk 5.10 4.95 4.85 4.80 4.70 4.80
13 wk 5.05 4.85 4.80 4.45 4.30 4.90
26 wk 4.95 4.70 4.15 3.80 3.65 3.25
52 wk 4.85 4.15 3.80 3.45 3.10 2.75
- 30 SECONDS
CLASS AA
1 wk 10.15 9.70 9.45 9.25 9.05 8.75
13 wk 10.00 9.45 9.00 8.65 8.30 7.50
26 wk 9.70 9.05 7.85 7.15 6.80 6.00
52 wk 9.45 7.85 7.15 6.35 5.65 4.95
- CLASS A
1 wk 8.45 8.10 7.85 7.70 7.50 7.35
13 wk 8.35 7.85 7.50 7.25 6.80 6.25
26 wk 8.10 7.50 6.85 6.05 5.75 5.05
52 wk 7.85 6.80 6.05 5.40 4.85 4.40

- SPOT ANNOUNCEMENTS
1 MINUTE
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PACKAGE PLANS
1 MINUTE
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PROGRAM TIME RATES
CLASS AA
1 wk 9.75 9.45 9.20 9.00 8.75 8.70
13 wk 9.65 9.40 9.20 8.45 8.25 8.25
26 wk 9.45 9.00 7.85 7.25 6.90 6.15
52 wk 9.20 7.85 7.25 6.55 5.95 5.80
- CLASS B
1 wk 5.10 4.95 4.85 4.80 4.70 4.80
13 wk 5.05 4.85 4.80 4.45 4.30 4.90
26 wk 4.95 4.70 4.15 3.80 3.65 3.25
52 wk 4.85 4.15 3.80 3.45 3.10 2.75
- 30 SECONDS
CLASS AA
1 wk 10.15 9.70 9.45 9.25 9.05 8.75
13 wk 10.00 9.45 9.00 8.65 8.30 7.50
26 wk 9.70 9.05 7.85 7.15 6.80 6.00
52 wk 9.45 7.85 7.15 6.35 5.65 4.95
- CLASS A
1 wk 8.45 8.10 7.85 7.70 7.50 7.35
13 wk 8.35 7.85 7.50 7.25 6.80 6.25
26 wk 8.10 7.50 6.85 6.05 5.75 5.05
52 wk 7.85 6.80 6.05 5.40 4.85 4.40

- SPOT ANNOUNCEMENTS
1 MINUTE
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PACKAGE PLANS
1 MINUTE
CLASS AA
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
EA: 3.00 2.75 2.30 2.40 2.05 1.70
7 ti 2.90 2.65 2.20 2.30 2.00 1.60
21 ti 2.80 2.55 2.10 2.20 1.95 1.50
28 ti 2.70 2.45 2.00 2.10 1.90 1.40
- PROGRAM TIME RATES
CLASS AA
1 wk 9.75 9.45 9.20 9.00 8.75 8.70
13 wk 9.65 9.40 9.20 8.45 8.25 8.25
26 wk 9.45 9.00 7.85 7.25 6.90 6.15
52 wk 9.20 7.85 7.25 6.55 5.95 5.80
- CLASS B
1 wk 5.10 4.95 4.85 4.80 4.70 4.80
13 wk 5.05 4.85 4.80 4.45 4.30 4.90
26 wk 4.95 4.70 4.15 3.80 3.65 3.25
52 wk 4.85 4.15 3.80 3.45 3.10 2.75
- 30 SECONDS
CLASS AA
1 wk 10.15 9.70 9.45 9.25 9.05 8.75
13 wk 10.00 9.45 9.00 8.65 8.30 7.50
26 wk 9.70 9.05 7.85 7.15 6.80 6.00
52 wk 9.45 7.85 7.15 6.35 5.65 4.95
- CLASS A
1 wk 8.45 8.10 7.85 7.70

ILLINOIS

Carmi—WROY, WROY-FM—Continued

Comb.: Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 7/1/67—Rec'd 8/5/67.
A—Mon thru Sat 6:29-8:30 am, 11:29 am-1 pm & 4-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
	1x	25x	104x	208x	812x
A	7.50	6.50	5.90	5.40	5.10
B	5.80	4.90	4.40	4.10	3.90
30 SECONDS					
A	6.10	4.80	4.40	4.20	3.90
B	4.40	3.80	3.40	3.10	2.90

8. PROGRAM TIME RATES					
1/2 HR:					
	1x	25x	104x	208x	812x
A	47.50	40.30	35.50	32.90	30.60
B	31.10	20.00	25.60	23.70	22.00
1/4 hr: 65%					
	10 min:	50%	5 min:	40%	

CARTHAGE

Hancock County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

WCAZ

1921



Media Code 4 214 0935 0.00
Superior Broadcasting Service, Inc., 502 Wahash Ave., Carthage, Ill. 62321. Phone 217-357-3128.

- PERSONNEL**
Manager—Jerry Nutt, Jr.
- FACILITIES**
1,000 w. days: 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset weekdays; 7:30 am-local sunset Sun. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 22a, 24a, 25a, 28a, 29a.
Contracts: 40a, 42a, 44a, 46a, 47a, 48a.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 71a, 73a.
Prod. Services: 81.

TIME RATES
ET 2/1/64—Rec'd 1/27/64.

6. SPOT ANNOUNCEMENTS					
FIXED POSITION—DRIVE TIME					
	1x	15x	25x	52x	104x
1 min	5.00	5.25	5.00	4.75	4.50
30 sec	3.95	3.75	3.55	3.35	3.15
20 sec	2.50	2.60	2.40	2.30	2.10

7. PACKAGE PLANS					
SPOT PACKAGES					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	48.00	70.20	91.20	111.00	129.60
30 sec	33.00	47.70	61.20	73.50	84.60
20 sec	24.00	34.20	43.20	51.00	57.60

8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	23.00	16.50	11.50	9.50	8.00

DISCOUNTS					
	13x-5%	52x-12 1/2%	158x-20%	260x-25%	

CASEY

Clark County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

WKZI

1959



Subscriber to the NAB Radio Code
Media Code 4 214 0990 4.00
Ford F. M., Inc., Box 428, 409 N. Central, Casey, Ill. 62420. Phone 217-932-4061.

- STATION'S PROGRAMMING DESCRIPTION**
WKZI: Programmed for country and western music audience.
MUSIC 90%: currently popular country songs and country standards featuring country greats. Country gospel on Sun mornings. 1 mobile unit. Personalities available for remote broadcasts. NEWS: local and UP wire news 5%. Farm news and senator reports 5%. Rec'd 1/31/68.
- PERSONNEL**
President—Paul Dean Ford.
Commercial Manager—R. R. Haddon.
- FACILITIES**
250 W. days: 800 kc.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time and talent: 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 28a, 29a, 30a, 33a.
Contracts: 40a, 42a, 44a, 47a, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 1 ET 1/1/65—Rec'd 3/4/64.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
	1 ti	104 ti	208 ti	408 ti	812 ti
	4.00	3.75	3.50	3.25	3.00
13 ti	3.75	3.50	3.25	3.00	2.75
26 ti	3.50	3.25	3.00	2.75	2.50
52 ti	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS					
30-SECOND PACKAGE RATES					
(Must be used in 7 days)					
	10 ti	15 ti	25 ti	50 ti	100 ti
	2.75	2.50	2.25	2.00	1.75
10 ti	2.75	2.50	2.25	2.00	1.75
15 ti	2.50	2.25	2.00	1.75	1.50
25 ti	2.25	2.00	1.75	1.50	1.25
50 ti	2.00	1.75	1.50	1.25	1.00

8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	50.00	30.00	17.00	14.00	7.50

DISCOUNTS					
	13x-7%	52x-20%	158x-40%	260x-42%	

CENTRALIA (1 AM; 1 FM)

Clinton County—Map Location E-9
Marion County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WILY WILY-FM

1946

1964



- Media Code 4 214 1045 7.00
PrairieLand Broadcasters, Inc., 328 E. Broadway, Centralia, Ill. 62801. Phone 618-532-1855.
- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Samuel A. Hassan.
Operations Manager—Dan Parker.
Chief Engineer—Jerry Hardin.
 - REPRESENTATIVES**
Grant Webb & Company, Inc.
 - FACILITIES**
1,000 w. days: 1210 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
FM FACILITIES
ERP 1,470 w.; 95.3 mc.
Operating schedule: 6 am-10:00 pm. CST.
Antenna ht.: 225 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

No. 2 ET 2/1/68—Rec'd 4/20/68.

6. SPOT ANNOUNCEMENTS					
1 MIN 30 SEC					
	1x	15x	25x	52x	104x
1 min	4.50	4.25	4.00	3.75	3.50
26 x	4.75	4.25	3.65	3.50	3.00
52 x	4.50	4.00	3.50	3.25	2.75
104 x	4.25	3.75	3.50	3.00	2.50
158 x	4.00	3.50	3.25	2.75	2.50

7. PACKAGE PLANS					
PER WK:					
	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	4.50	4.25	4.00	3.50	3.00
30 sec	4.00	3.75	3.50	3.00	2.50

8. PROGRAM TIME RATES					
	1x	13x	25x	52x	104x
1 hr	45.00	40.00	35.00	30.00	25.00
1/2 hr	30.00	25.00	20.00	18.00	15.00
1/4 hr	20.00	17.50	15.00	12.50	10.00
10 min	15.00	13.50	12.00	10.50	8.00
5 min	8.00	7.50	6.00	5.50	5.00

10. SPECIAL FEATURES					
1-MINUTE HOTLINE					
(7:30 & 10:30 am)					
	13 week minimum	5	1 ti		

CHAMPAIGN-URBANA

(2 AM; 3 FM)

(Champaign County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCCR

(formerly WKID)

1948

URBANA



- Subscriber to the NAB Radio Code
Media Code 4 214 1075 4.00
Stewart Electronics, 1580 Philo Rd., Urbana, Ill. 61801. Phone 217-367-5431.
- STATION'S PROGRAMMING DESCRIPTION**
WCCR: Programmed as 100% news from sign-on-8:30 am & 4:30-5:30 pm daily. All other operations 100% modern country music with 4 personalities. Sat am, ethnic type folk music, gospel singing and instrumental appealing to negro population. Gospel and religious Sun am. 4 mobile units and sports director for news department. Contact Representative for further details. Rec'd 5/29/69.
 - PERSONNEL**
Owner—Frank Stewart.
Mgr. & Sales Dir.—Robert F. Meskill.
 - REPRESENTATIVES**
New York, Chicago—Adam Young Radio, Inc.

3. FACILITIES

250 w. days: 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

- AGENCY COMMISSION**
15/0; 10th following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

ET 7/5/69.

- SPOT ANNOUNCEMENTS**
Open 9.10 7.28 4.55
- PACKAGE PLANS**
BTA—MUST BE USED IN 7 DAYS
PLAN 6 12 18 24 30 36 50
1 min 8.40 7.55 7.15 6.70 6.30 5.90 5.00
30/20 sec 6.70 6.00 5.75 5.40 5.10 4.70 4.00
8/10 sec 4.20 3.75 3.55 3.35 3.15 2.95 2.50
- PROGRAM TIME RATES**
PER YR: 1x 52x 158x 260x 812x 520x
5 min 11.90 11.20 10.50 9.80 9.10 8.40
- YEARLY DISCOUNTS**
13 wk—10% 28 wk—15% 52 wk—20%
- SPECIAL FEATURES**
Chicago White Sox Baseball—1-min participation 12.00.

WDWS

1937

CHAMPAIGN

CBS Radio Network



- Subscriber to the NAB Radio Code
Media Code 4 214 1100 0.00
Champaign News-Gazette, Inc., 48 Main St., Champaign, Ill. 61820. Phone 217-356-1855.
- PERSONNEL**
Station Manager—Larry Stewart.
 - REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
 - FACILITIES**
1,000 w. days: 250 w. nights: 1400 kc.
Operating schedule: 5-12:15 am weekdays; 7-12:15 am Sun. CST.
 - AGENCY COMMISSION**
15/0 net time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

ET 10/1/68—Rec'd 8/30/68.

- AA—Mon thru Fri 6:30 am-9 am & 4-7 pm.
A—All other times.
- | 6. SPOT ANNOUNCEMENTS | | | | | |
|-----------------------|-------|-------|-------|-------|-------|
| CLASS AA | | | | | |
| | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 15.40 | 14.30 | 13.20 | 12.10 | 11.00 |
| 20/30 sec | 13.10 | 12.15 | 11.25 | 10.30 | 9.35 |
| ID's | 9.25 | 8.60 | 7.90 | 7.25 | 6.60 |
- | CLASS A | | | | | |
|-----------|-------|-----------|-------|------|------|
| | 1 min | 20/30 sec | ID's | 1x | 13x |
| 1 min | 13.20 | 12.10 | 11.00 | 9.90 | 8.80 |
| 20/30 sec | 11.25 | 10.30 | 9.35 | 8.40 | 7.50 |
| ID's | 7.90 | 7.25 | 6.60 | 5.95 | 5.30 |
- | 8. PROGRAM TIME RATES | | | | | |
|-----------------------|-------|-------|-------|-------|-------|
| | 1x | 13x | 26x | 52x | 158x |
| 1/4 hr | 40.70 | 39.80 | 38.50 | 37.40 | 36.30 |
| 5 min | 20.90 | 20.35 | 19.80 | 19.25 | 18.70 |

WDWS-FM

1946

CHAMPAIGN

- Subscriber to the NAB Radio Code
Media Code 4 214 1155 4.00
Champaign News-Gazette, Inc., 48 Main St., Champaign, Ill. 61820. Phone 217-356-1855.
- PERSONNEL**
President—Marjorie S. Chinggo.
Station Manager—Larry Stewart.
 - REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
 - FACILITIES**
ERP 97,000 w.; 97.5 mc.
Operating schedule: 9 am-midnight Mon thru Sun. CST.
Antenna ht.: 424 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 42a, 44a, 45, 47a, 48.
Comb.: Cont. Discounts: 60c, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Station also simulcasts to University of Illinois campus on closed circuit at 640 kc. AM.
Affiliated with American Entertainment Network.
- | TIME RATES | | | | | |
|-------------------------------|-------|------|------|------|------|
| NATIONAL AND LOCAL RATES SAME | | | | | |
| ET 1/1/65—Rec'd 4/10/67. | | | | | |
| 6. SPOT ANNOUNCEMENTS | | | | | |
| | 1 min | 13x | 25x | 104x | 812x |
| 20 sec | 8.90 | 7.60 | 7.20 | 6.40 | 5.60 |
| 20 sec | 5.20 | 4.80 | 4.58 | 4.81 | 4.50 |
- | 8. PROGRAM TIME RATES | | | | | |
|-----------------------|-------|-------|-------|-------|-------|
| | 1x | 13x | 25x | 52x | 104x |
| 1 hr | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 |
| 1/2 hr | 24.00 | 23.00 | 22.00 | 21.00 | 20.00 |
| 1/4 hr | 14.50 | 14.00 | 13.50 | 13.00 | 12.50 |
| 5 min | 10.00 | 9.75 | 9.50 | 9.25 | 9.00 |

WLRW (FM)

1962

CHAMPAIGN



Champaign-Urbana—WPGU (FM)—Cont'd

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	500x
1 min.	3.25	3.05	2.85	2.65	2.45
30 sec.	2.15	2.05	1.95	1.85	1.75
10 sec.	1.35	1.30	1.25	1.20	1.15

7. PACKAGE PLANS

WEEKLY IMPACT—ROS

	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti
Per wk.	30.00	51.00	68.00	20.00	34.50	47.00

Not combinable with spots to earn frequency discounts.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	22.50	13.50	8.50	6.00	4.00
28 x	21.50	13.00	8.00	5.75	3.75
104 x	20.50	12.50	7.50	5.50	3.50
280 x	19.50	12.00	7.00	5.25	3.25
500 x	18.50	11.50	6.50	5.00	3.00

10. SPECIAL FEATURES

News Headlines on the half-hour—70% of 5-min.
2 minutes include 30-second spot.
All newscasts and sportscasts include open and close.

CHARLESTON (1 AM; 1 FM)

Coles County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

WEIC

1954



Subscriber to the NAB Radio Code

Media Code 4 214 1375 6.00

Community Communications Associates, Inc., Box 188,
Charleston, Ill. 61920. Phone 217-345-2149.

Other Office: Hwy. 316, Charleston, Ill. 61920.

1. PERSONNEL

President—John F. Hurlbut.
Mgr. & Sales Mgr.—Thomas N. Ehlke.

2. REPRESENTATIVES

Vic Plano Associates, Inc.

3. FACILITIES

1,000 w. days; 1270 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WEIC-FM.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26a.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.: Cont. Discounts: 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81, 82.
Affiliated with MBS and KBS.

TIME RATES

ET 1/1/68—Rec'd 1/5/68.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	10 ti	20 ti	30 ti
1 min.	5.00	4.60	4.20	3.80
30 sec.	3.50	3.25	3.00	2.75
10 sec.	2.50	2.30	2.10	1.90

8. PROGRAM TIME RATES

PER WK, EA:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	50.00	25.00	16.00	14.00	8.00
5 ti	45.00	22.50	16.50	13.00	7.50
5 ti	40.00	22.50	15.00	12.00	7.00
6 ti	40.00	22.50	15.50	11.00	6.50

(D)

WEIC-FM

1965



Subscriber to the NAB Radio Code

Media Code 4 214 1376 6.00
Community Communications Associates, Inc., Box 188,
Charleston, Ill. 61920. Phone 217-345-2149.

1. PERSONNEL

President—John F. Hurlbut.
Mgr. & Sales Mgr.—Thomas N. Ehlke.

2. REPRESENTATIVES

Vic Plano Associates, Inc.

3. FACILITIES

ERP 2,220 w.: 92.1 mc.
Operating schedule: 6 am-11:30 pm. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:30 pm. For simulcast facilities see WEIC.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

September 1, 1969

5. GENERAL ADVERTISING See coded regulation

See WEIC listing for coded regulations.

Affiliated with MBS.

TIME RATES

60% of AM rates.

CHESTER

Randolph County—Map Location D-10

See SRDS consumer market map and data at beginning of the State.

KSGM

1947

Media Code 4 214 1485 5.00

Donze Enterprises, Inc., Box 428, Ste. Genevieve,
Mo. 63670. Phone 314-883-2980.

1. PERSONNEL

General Manager—Elmer L. Donze.
Program Director—Art Schwent.

3. FACILITIES

1,000 w. days; 500 w. nights; 980 kc.
Directional—night only.
Operating schedule: 6:00 am-10:00 pm weekdays;
7:00 am-10:00 pm Sun.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective November 1, 1952.
Rates received November 5, 1952.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1 ti	5.20	4.20
13 ti	4.90	4.10
26 ti	4.70	3.95
52 ti	4.40	3.70

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 ti	50.00	26.00	11.00
13 ti	47.50	25.00	10.50
26 ti	45.00	24.00	10.00
52 ti	42.50	23.00	9.50
104 ti	40.00	22.00	9.00
156 ti	37.50	21.00	8.50
260 ti	35.00	19.00	8.00
312 ti	32.50	17.00	7.50

CHICAGO (and) CHICAGO URBAN AREA

STATIONS IN CHICAGO:

WAIT	WGRT
WBBM, WBBM-FM	WIND
WCRW	WJLD, WJLD-FM
WDHF (FM)	WKF (FM)
WBBH (FM)	WLS, WLS-FM
WEDC	WMAQ, WMAQ-FM
WEFM (FM)	WNUS, WNUS-FM
WFMT (FM)	WSBC
WGN	WSDM (FM)
	WXRT (FM)

STATIONS IN CHICAGO URBAN AREA:

Chicago Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Chicago stations.

WBEH, Harvey, Ill.	WMPP, Chicago Heights, Ill.
WCGO, Chicago Heights, Ill.	WNMP, Evanston, Ill.
WEAW, WEAW-FM, Evanston, Ill.	WOPA, Oak Park, Ill.
WEEF, WEEF-FM, Highland Park, Ill.	WRSV (FM), Skokie, Ill.
WEXI (FM), Arlington Heights, Ill.	WTAQ, La Grange, Ill.
WGLD (FM), Oak Park, Ill.	WTAS (FM), Crete, Ill.
	WVON, Clearv., Ill.
*WJOB, Hammond, Ind.	*WVCA, Gary, Ind.
WLNR (FM), Lansing	WXFM (FM), Elmwood Park, Ill.
*WLTH, Gary, Ind.	WYCA (FM), Hammond Ind.

(*) See listing under city of license.

STATIONS IN CHICAGO

(13 AM; 13 FM)

Cook County—Map Location G-3

See SRDS consumer market map and data at beginning of the State.

WAIT

1941



MAJOR MARKET
RADIO, INC.



Media Code 4 214 1595 1.00

WAIT, 679 N. Michigan Ave., Chicago, Ill. 60611.
Phone 512-944-6100.
Send only copy, transcriptions and instructions, air-mail/special delivery to: WAIT Radio, 899 Church
Ave., Elmhurst, Ill. 60126.

ILLINOIS

1. PERSONNEL

Executive Director—Maurice Rosenfield.
General Manager—Frederick G. Harm.
General Sales Manager—Charles B. Bishop.

2. REPRESENTATIVES

Major Market Radio, Inc.

3. FACILITIES

5,000 w. days: 820 kc. Non-directional.
Operating schedule: Sunrise Chicago—sunset Grapevine, Tex. CST.

4. AGENCY COMMISSION

15/0; payabla when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 16.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24c, 27, 32a.
Contracts: 40a, 41, 46, 47b.
Comb.: Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spots missed due to late arrival, commercial messages will be billed as ordered.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 12 ET 6/1/67—Rec'd 5/3/67.

Rev. Rec'd 1/30/68.

Drive Time—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
Drive Time	70	65	60	57	54
Other Times	65	60	55	53	50

30 sec or less: 80% of 1-min.

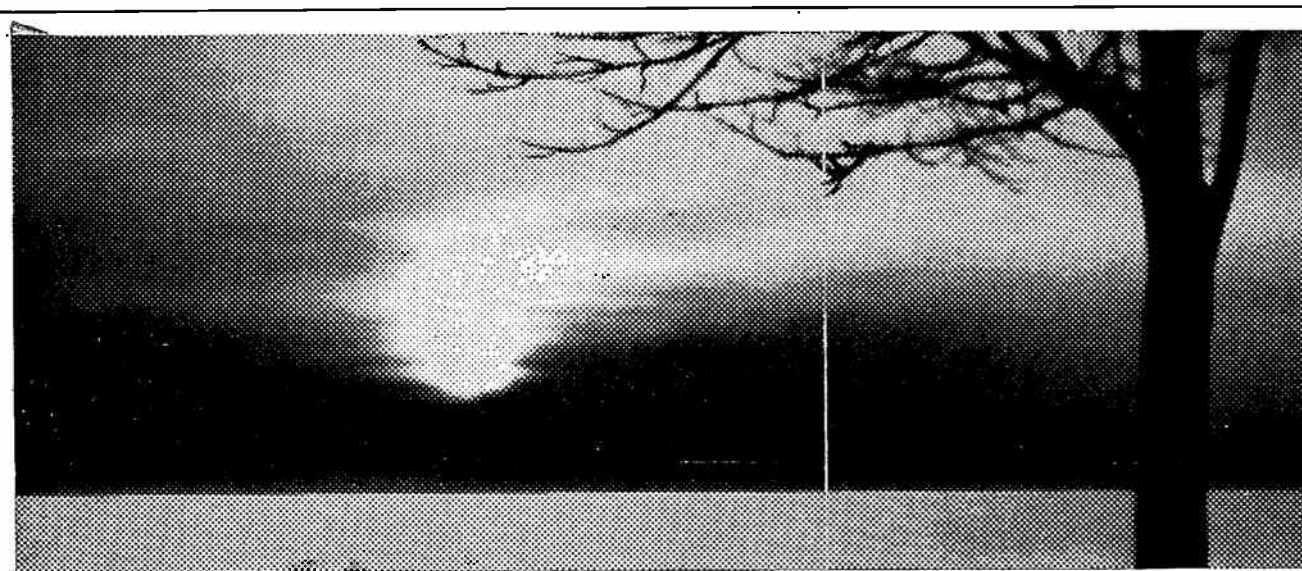
7. PACKAGE PLANS

20 1-min spots, per wk. 1000.00
8 AM and PM Drive Times and 12 all other times
Mon thru Sun.

10. SPECIAL FEATURES

Drive Time Traffic Reports and Five Minute Newsbreaks—1-1/2x applicable 1-min.

(Chicago continued on next page)



try a little tenderness . . . it works!

#1 in adult women 18+, 10 AM to 3 PM, Mon-Fri. ARB Total and Metro Areas, April/May 1969 survey, avg. 1/4-hr. audiences.

wait 820 radio

Represented nationally by Major Market Radio, Inc.

Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.

ILLINOIS

Chicago—Continued

WBBM

1923

CBS Owned

Represented by **CBS RADIO SPOT SALES**

News - Information

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 1650 4.00

CBS owned; operated by CBS Radio Division.
Business Office and Studio—630 N. McClurg Court,
Chicago, Ill. 60611. Phone 312-944-6000.
Address all programs and advertising copy to:
Continuity Editor, WBBM Radio 630 N. McClurg
Court, Chicago, Ill. 60611.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Wm. C. O'Donnell.
General Sales Manager—John Lauer.
National Sales Manager—Hal Fredericks.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

50,000 w.; 750 kc. Non-directional Clear channel.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c.
Basic Rates: 30a, 31b, 21c, 21d, 22a, 22b, 24b, 24c,
25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

Advertisers are entitled to continue the Times Per
Year discount earned in previous contract year only
with a commitment that a similar number of spots
will be used during the new contract year.
Application of earned rate at end of contract: If the
period at end of the contract is 6 days or less, adver-
tisers earning times per week rates will be charged
for facilities, announcements, and/or participations
covered by such contracts at the rate earned during
the 7 day period immediately preceding.
Programs and announcements may be combined to
earn lower rates.

Except as indicated all rates quoted are dollar cost
per unit.
Affiliated with CBS Radio Network.

TIME RATES

No. 58 ER 9/1/69—Rec'd 8/5/69.

AM Drive—Mon thru Fri 6-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Weekday—Mon thru Fri 10 am-3 pm.
Weekend—Sat & Sun 6 am-7 pm.
Nighttime—Daily 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE
AM DRIVE

PER YR:	1 ti	6 ti	12 ti	24+
1 x	175	150	125	125
52 x	125	120	115	115
156 x	120	110	105	105
812+	110	105	100	100

PER YR:	1 ti	6 ti	12 ti	24+
1 x	145	130	110	110
52 x	120	110	100	100
156 x	110	100	95	95
812+	105	95	90	90

PER YR:	1 ti	6 ti	12 ti	24+
1 x	110	95	80	75
52 x	90	80	75	70
156 x	80	75	70	65
812+	75	70	65	60

NIGHTTIME

PER YR:	1 ti	6 ti	12 ti	24+
1 x	60	50	45	40
52 x	50	45	40	35
156 x	45	40	35	30
812+	40	35	30	25

PER YR:	1 ti	6 ti	12 ti	24+
1 x	150	125	105	105
52 x	100	95	90	90
156 x	95	90	85	85
812+	90	85	80	80

PER YR:	1 ti	6 ti	12 ti	24+
1 x	125	110	100	100
52 x	95	90	85	85
156 x	90	85	80	80
812+	85	80	75	75

PER YR:	1 ti	6 ti	12 ti	24+
1 x	95	80	65	60
52 x	70	65	60	55
156 x	65	60	55	50
812+	60	55	50	45

PER YR:	1 ti	6 ti	12 ti	24+
1 x	50	45	40	35
52 x	45	40	35	30
156 x	40	35	30	25
812+	35	30	25	20

7. PACKAGE PLANS

WEEKEND PLAN

10 spots Fri 7 pm-Sun midnight 1 min 80 sec 600 500

MAXIMUM IMPACT PLANS

12 Plan—2 AM Drive, 2 PM Drive, 4 Weekday or Weekends, 4 Nighttime.

18 Plan—3 AM Drive, 3 PM Drive, 5 Weekday or Weekend, 7 Nighttime.

24 Plan—4 AM Drive, 4 PM Drive, 6 Weekday or Weekend, 10 Nighttime.

1 MINUTE

12 Plan 900 850 800 750

18 Plan 1170 1080 1005 965

24 Plan 1350 1240 1180 1110

30/20 SECONDS

12 Plan 750 700 650 600

18 Plan 955 880 805 770

24 Plan 1080 1000 950 870

10 SECONDS

12 Plan 550 500 450 420

18 Plan 705 710 645 590

24 Plan 855 800 750 670

Selected substitutions and/or additional spots may be had at applicable unit price. If so, at least 50% must be scheduled within 3 or more different time classes. No more than 1/3 may be in any 1 time class.

10. SPECIAL FEATURES

Time Signals—12 wds live or 6 sec trans, flat each 30.00.

Time Mention Packages—5 wds ROS daily 5-30 am-11:30 pm, 100 ti per wk 950.00.

All rates may combine for discounts except Time Mention Packages.

WBBM-FM

1941

NAB

NAB FM D

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 214 1705 5.00

CBS-FM Broadcasting, a service of CBS Radio, a division of Columbia Broadcasting System, Inc., 630 N. McClurg Court, Chicago, Ill. 60611. Phone 312-944-6000.

Address all programs and advertising copy to:
Continuity Editor, WBBM Radio, 630 N. McClurg Court, Chicago, Ill. 60611.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Wm. C. O'Donnell.
General Sales Manager—John Lauer.
National Sales Manager—Hal Fredericks.

2. REPRESENTATIVES

CBS/FM National Sales: See Repr. & S/O pages.

3. FACILITIES

ERP 10,500 w.; 96.3 mc.
Operating schedule: 6-2 am daily, CST.
Antenna ht.; 560 ft. above average terrain.

4. AGENCY COMMISSION

15% net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 30a, 31b, 21d, 22a, 22b, 24a, 24c, 24c, 31.
Contracts: 40b, 41.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 73a.
All rates quoted are dollar cost per unit.
Member: CBS/FM Broadcasting.

TIME RATES

No. 5 ER 6/1/69—Rec'd 5/14/69.

AA—Mon thru Fri 6 pm-midnight; Sat & Sun noon-midnight.

A—Mon thru Fri 6 am-6 pm; Fri & Sat midnight-2 am; Sat & Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 1 ti 6 ti 12 ti 24 ti

AA 30 28 24 20

A 20 18 16 14

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

MAXIMUM IMPACT PLAN

12 Plan, 6AA, 6A, 200 24 Plan, 12AA, 12A, 240

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

WBEE

HARVEY

City of license, Harvey, Ill.
Business Office—Lincoln Tower, 75 E. Wacker Drive,
Chicago 37, Ill. Phone 312-728-6842.
See listing under Chicago Urban Area, Ill.

WCFL

1920



METRO RADIO SALES

Subscriber to the NAB Radio Code

Media Code 4 214 1780 1.00

Chicago Federation of Labor, Industrial Union Council, Marina City Commercial Bldg., 800 N. State St., Chicago, Ill. 60610. Phone 312-222-1000.

1. PERSONNEL

Pres. & Gen'l Mgr.—William A. Lee.
Station Manager—Law M. Witt.
Program Director—Joel Sebastian.

2. REPRESENTATIVES

Metro Radio Sales.

3. FACILITIES

50,000 w.; 1000 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION

15/0 time and amount only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: (*)
Basic Rates: 20a, 22a, 25a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a
Cancellation: 73a.

*RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ER 4/1/69—Rec'd 3/27/69.

AA—Mon thru Fri 6-10 am.

A—Mon thru Fri 3-10 pm; Sat 6 am-10 pm.

B—Mon thru Sat 5:30-8 am & 10 pm-1 am; Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.

C—Tues thru Sun 11-30 am.

6. SPOT ANNOUNCEMENTS

AA: 1 min 20/30 10 sec 150 129 75

PER WK, ROTATING MON-FRI: 1 ti 140 112 70

6 ti 130 104 65

A: Specified hour or day 110 88 55

PER WK, ROTATING MON-SAT: 1 ti 100 80 50

6 ti (1 per day) 95 78 48

12 ti (2 per day) 90 72 45

18 ti (3 per day) 80 64 40

24 ti (4 per day) 70 56 35

B: Specified hour or day 75 60 38

PER WK, ANY 6 DAYS ROTATING: 1 ti 65 52 33

6 ti (1 per day) 60 48 30

12 ti (2 per day) 55 44 28

18 ti (3 per day) 50 40 25

24 ti (4 per day) 45 36 23

30 ti (5 per day) 40 32 20

C: Flat 15 12 8

10. SPECIAL FEATURES

NEWSCASTS

PER WK: (5-minutes at :30 & :60) A B C

1 ti 163 120 85 18

5+ 158 102 75 18

All regularly scheduled newscasts daily in AA, A and B time will combine to earn frequency with regularly scheduled spots.

FREQUENCY COMBINATION

Minutes, newscasts, 20/30 second and 10" may combine to earn weekly frequency discount.

FREQUENCY DISCOUNT

52 consecutive wks—10%.
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated.

WCRW

1928

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 1818 3.00

WCRW, Inc., Embassy Hotel, 2756 Pine Grove Ave., Chicago, Ill. 60614. Phone 312-327-8860.

STATION'S PROGRAMMING DESCRIPTION

WCRW: Programmed for Spanish and German speaking ethnic groups.
Heavy emphasis on local community affairs. Sporting events include soccer, local and foreign via delayed broadcasting. MUSIC: general popular. Spanish daily 11 am-2 pm and 5-8 pm Sat and Sun 6-7 pm. German M-F 6-7 pm. Rec'd 10/30/68.

1. PERSONNEL

Pres. & Treas.—Josephine A. White.
Vice-Pres. & Gen'l Mgr.—Edward W. Jacker.

2. FACILITIES

1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
1,000 watts:

11:00 am-2:00 pm; also 5:00-7:00 pm in May, June, July, August and September.

250 watts:

At sunset in fall, winter, early spring.
Divides time with WBBM and WEDC.
Operating schedule: 11 am-2 pm & 5-7 pm daily, CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20b, 23a.

TIME RATES

Rates effective May 1, 1964.

Rates received May 1, 1964.

6. SPOT ANNOUNCEMENTS

10/30

520 ti 10.50 3.40 26 ti 13.50 10.80

104 ti 12.00 9.60 18 ti 14.25 11.40

52 ti 12.75 10.20

(Chicago continued on next page)

SOMETHING NEW EVERY MINUTE

W D H F (FM)
1939

M Jack Masla & Company, Inc.

Media Code 4 214 1870 8.00
The National Science Network, Inc., Stan Gurell, 2
W. 45th St., New York, N. Y. 10036. Phone 212-
867-6171.
Chicago Office: 108 N. State St. 60602. Phone 312-
726-8282.

STATION'S PROGRAMMING DESCRIPTION
WDHF (FM): Programmed for adults.
MUSIC: music of big bands, showtunes, semi-classical and other well known favorites, 6:30 am-12:30 pm big bands, 12:30-4 pm bands of the 1930's, 1940's, 1950's, 4-8 pm selections of well known favorites from the past and present, 8-11 pm songs and music from the 1930's and 1940's as played then and now, 11 pm-12M mixture of light classics, semi-classics and showtunes. **NEWS:** 3 min news broadcasts before each hour. **Meditation:** inspirational message 2-1/2 min long daily at 11:30 am & 11:35 pm. **COMMERCIAL POLICY:** 12 spots per hour. Contact Representative for further details. Rec'd 9/6/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Stan Gurell.
Program Director—Robert E. Longbons.
- REPRESENTATIVES**
Jack Masla & Company, Inc.
- FACILITIES**
ERP 52,000 w.; 95.5 mc. Stereo.
Operating schedule: 6:30 am-midnight daily and Sun. CAT.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24c, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Member: Fine Music Group, The National Science Network, Inc.

TIME RATES

No. 7 ET 10/1/66—Rec'd 10/12/66.
AA—Mon thru Fri 4-11 pm; Sat & Sun 9 am-11 pm.
A—Mon thru Fri 9 am-4 pm.
B—Mon thru Fri 6:30-9 am; Mon thru Sun 11 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	260x	520x	1040+
1 min.	85.00	30.00	25.00	20.00	18.00	16.00
20/30 sec.	28.00	24.00	20.00	16.00	15.00	13.00
10 sec.	17.50	15.00	12.50	10.00	9.00	8.00

CLASS A

1 min.	30.00	25.00	20.00	18.00	16.00	14.00
20/30 sec.	24.00	20.00	16.00	15.00	13.00	11.00
10 sec.	15.00	12.50	10.00	9.00	8.00	7.00

CLASS B

1 min.	25.00	20.00	15.00	14.00	12.00	12.00
20/30 sec.	20.00	16.00	12.00	11.00	10.00	9.00
10 sec.	12.50	10.00	8.50	7.00	6.50	6.00

Less 20% for ROS.

7. PACKAGE PLANS

PER WK:	1 tl	6 tl	12 tl	20 tl	25 tl	30+
1 min.	35	28	21	17	16	15
30/20 sec.	28	22	17	14	13	12
10 sec.	18	14	11	9	8	7

CLASS A

1 min.	30	24	18	14	13	12
30/20 sec.	24	19	15	11	10	9
10 sec.	15	12	9	7	6.50	6

CLASS B

1 min.	22	18	16	12	11	10
30/20 sec.	18	14	13	10	9	8
10 sec.	11	9	8	7	6	5

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 tl.	150.00	120.00	75.00	55.00
2 tl.	145.00	116.00	72.50	50.00
3 tl.	140.00	112.00	70.00	45.00
4 tl.	135.00	108.00	67.50	40.00
5 tl.	130.00	104.00	65.00	35.00
6 tl.	125.00	100.00	62.50	30.00
7 tl.	120.00	96.00	60.00	25.00

Class A—AA less 10%.
Class B—AA less 20%.
CONSECUTIVE WEEK DISCOUNTS
18 wk—5% 28 wk—10% 39 wk—15% 52 wk—20%

WEAW
EVANSTON

City of License, Evanston, Ill.
Chicago Office—Rm. 2022, Prudential Plaza. Phone
812-273-3330.
See listing under Chicago Urban Area.

WEAW-FM
1948
CITY OF LICENSE
EVANSTON

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)
Media Code 4 214 2971 3.00
North Shore Broadcasting Co., Inc., 2425 Main St.,
Evanston, Ill. 60202. Phone 812-869-8900.
STATION'S PROGRAMMING DESCRIPTION
WEAW-FM: **MUSIC:** middle-of-the-road, showtunes, old tunes, segments featuring well known vocalists. Network news and commentary programs. Nighttime university and high school football and basketball games. Late night and early morning religious block. Contact Representatives for further details. Rec'd 11/7/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward A. Wheeler.
Station Manager—Bill Adler.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Los Angeles—Hugh Wallace Company.
- FACILITIES**
ERP 180,000 w.; 105.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 295 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21c, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
10% discount to advertisers utilizing both WEAW and KMO, Tacoma, Washington.

TIME RATES

No. 7 ET 1/3/67.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec
1 x	20.00	15.00	10.00
13 x	18.00	13.50	9.00
52 x	16.00	12.00	8.00
260 x	12.00	9.00	6.00

6. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
1 x	150.00	90.00	60.00	30.00
13 x	142.50	85.50	57.00	28.50
52 x	127.50	76.50	51.00	25.50
260 x	112.50	67.50	45.00	22.50

STELLA WHITE PROGRAM RATES

PER WK:	1 tl	5 tl	85.00
1 tl	19.50	5 tl	85.00
3 tl	57.00		

WEBH (FM)

1939
Media Code 4 214 1925 0.00
Buddy Black Broadcasting Co., Pick-Congress Hotel,
520 S. Michigan Ave., Chicago, Ill. 60605. Phones
312-922-7151; 312-427-3800.

- PERSONNEL**
Pres., Gen'l Mgr. & Prog. Dir.—Buddy Black.
- FACILITIES**
ERP 85,000 w.; 93.9 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent; 2% cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 8b, 4a, 4c, 5, 6b, 7a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40a, 47e.
Comb.; Cont. Discounts: 60c, 60k.
Member: Fine Music Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET Rec'd 6/28/68.

6. SPOT ANNOUNCEMENTS

1 min. flat	1 hr	1/2 hr	1/4 hr
1 min. flat	125	75	50

6. PROGRAM TIME RATES

1 x	5-minute Newscast
1 x	25

WEDC
1926

Media Code 4 214 1980 5.00
Foreign Language Broadcasts, Inc., 5475 N. Mil-
waukee Ave., Chicago, Ill. 60630. Phone 812-621-
0700.

- PERSONNEL**
Mgr. & Prog. Dir.—A. B. Pucinski.
- FACILITIES**
250 w.; 1240 kc. Non-directional
Divides time with WCRV and WIBC.
Operating schedule: 8:30 a.m. to 10:00 a.m.; 3:30

ILLINOIS

p.m. to 5:00 p.m.; 7:00 p.m. to 8:00 p.m.; 10:00
p.m. to 11:00 p.m. and midnight to 6:00 a.m.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24a.
Contracts: 42a.
Comb.; Cont. Discounts: 61b.
Cancellation: 73a.

TIME RATES

ET 1/68—Rec'd 5/24/68.

6. SPOT ANNOUNCEMENTS

1x	18x	26x	52x	104x	260x
1 min.	18.00	16.80	15.00	13.50	10.50
30 sec.	12.50	11.50	10.50	9.50	7.50

6. PROGRAM TIME RATES

1x	18x	26x	52x	104x	260x
1/4 hr.	40.00	37.00	35.00	32.50	30.00
5 min.	80.00	37.00	25.00	23.00	21.25

(Chicago continued on next page)



A NEW **S** EDITION EVERY MINUTE

WBBM NEWSRADIO 78

50,000 WATTS/CLEAR CHANNEL/CHICAGO'S ONLY ALL-NEWS STATION/CBS OWNED

ILLINOIS

Chicago—Continued

W E F M (FM)
1940

NAB

NAFMB

Subscriber to the NAB Radio Code

Media Code 4 214 2035 7.00
Zenith Radio Corp., 120 W. Madison St., Chicago, Ill. 60602. Phone 312-263-0445.

STATION'S PROGRAMMING DESCRIPTION
WEFM (FM): 126 hours weekly serious music, discussions, news.

MUSIC: 102 hours, emphasis variety of musical forms and styles, including 8 hours taped foreign concerts and festivals, 3 hours full length opera and 1 hour of American composers works, 14 hours per week showtunes and standards at noon and evening drive times. **TALK:** 10 hours weekly discussion format including preview of works performed by local symphony orchestra, reviews of recent recordings and frequent interviews with prominent musicians. 5 min newscasts 9 times daily plus stock market reports and inspirational message. Contact Representative for further details. Rec'd 12/3/68.

1. PERSONNEL

General Manager—Jules Herbeux.
Sales Manager—Floyd E. Beaton.
Program Director—George Stone.

2. FACILITIES

ERP 42,000 w. (horiz.); 35,000 w. (vert.); 99.5 mc. Operating schedule: 6:00 am-midnight, CST. Antenna ht.: 590 ft. above average terrain.

3. AGENCY COMMISSION

15% on net time only; no cash discount.

4. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 6b, 7b, 8. Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 27, 29a.
Contracts: 40a, 41, 44, 47a, 48, 49, 51c. Comb.; Cont. Discounts: 60c, 60i, 62a. Cancellation: 70a, 71a, 73a, 73b. Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 6/15/66—Rec'd 8/2/66.

A—Mon thru Fri 6-9 am & 5 pm-midnight; Sat & Sun 6 am-midnight.
B—Mon thru Fri 9 am-5 pm.

5. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	260x	364x	520x	726x
A	50	47	44	41	38	35	32
B	35	33	31	29	27	25	23

30/20 SEC:	35	33	31	29	27	25	23
A	25	24	22	21	19	17	16

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
A	45	42	39	36	33	30
B	31	29	27	25	23	20

PER WK:	30/20 SECONDS	25	23	20
A	31	29	27	25
B	22	20	19	17

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr
1 x	220	150
13 x	210	145
26 x	200	138
52 x	190	131
104 x	180	125
156 x	170	117
280 x	160	110
364 x	150	103
520 x	140	95

Programs and newscasts may be combined for frequency discounts.

10. SPECIAL FEATURES

PER YR:	5-MINUTE NEWSCASTS	1x	52x	104x	156x	260x	364x	520x
A	75	70	65	60	55	50	45	40
B	65	60	55	50	45	40	35	30

Newscasts and programs may be combined for frequency discounts.

Advertisement

WEFM — Chicago's First FM Station

99.5 FM/Stereo
Zenith Radio Corporation's WEFM has presented the world's finest music to Chicago area listeners for over 27 years. Zenith has introduced a distinctive new FM format—retaining the best features of past programming and augmenting them with many innovations in FM service. WEFM is equipped with the most modern, new technical facilities designed to enhance its superior coverage and broadcast quality. WEFM's new studios are equipped to provide the most advanced stereo FM operation in the country. An advanced new transmitter and a new antenna is installed which is the first in this area both vertically and horizontally polarized to bring top quality reception to the full FM audience, especially the growing number of FM auto radio listeners. WEFM has on its staff some of the best-known names in Chicago broadcasting. In addition to musical programs, WEFM presents a schedule of capsule news, financial reports and other features.

W F M F (FM)

1947

NAB

RAB

Media Code 4 214 2090 2.00
Century Broadcasting Corp., 230 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-373-7333.

STATION'S PROGRAMMING DESCRIPTION
WFMF (FM): Basic program format comprised of showtunes, pop standards, film themes, folk melodies and current musical hits. Rec'd 8/10/67.

1. PERSONNEL

President—Howard Grafman.
General Manager—Darrel Peters.

2. FACILITIES

ERP 33,000 w. (horiz.); 16,000 w. (vert.); 100.3 mc. Operating schedule: 24 hours daily, CST. Antenna ht.: 560 ft. above average terrain.

3. AGENCY COMMISSION

15% time only.

4. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 22a, 23a. Contracts: 40a, 41. Comb.; Cont. Discounts: 60d. Cancellation: 71a, 72, 73a. Prod. Services: 80, 81, 82. Member: The Century Network.

TIME RATES

No. 7 Eff 7/11/66—Rec'd 7/11/66.
AA—9 am-10 pm.
A—6-9 am & 10 pm-midnight.
B—Midnight-6 am.

5. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	260x	364x	520x	726x
AA	24	22	20	18	16	14	12
A	22	20	18	16	14	12	10
B	15	13	11	9	7	5	4

7. PACKAGE PLANS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
A	25	20	21	16	12	8
B	18	15	16	11	7	5
C	14	11	12	8	5	4

PER WK:	30/20 SECONDS	25	23	20
A	19	18	17	15
B	13	12	11	9

8. PROGRAM TIME RATES

1 HR:	1x	12x	26x	52x	104x	260x	312x
A	175	160	155	150	145	140	130
B	100	95	90	80	75	70	60

1/3 hr: 60% of hour. 1/4 hr: 40% of hour.

W F M T (FM)

1051

NAB

Media Code 4 214 2145 4.00
WGN Continental FM Co., 500 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-644-1900.

STATION'S PROGRAMMING DESCRIPTION
WFMT (FM): Devoted to fine arts entertainment and news. **MUSIC:** 80%: 95% serious music, 5% folk music and showtunes. 25% of music originates from live or taped sources, including concerts of 6 symphony orchestras and 30 international music festivals. **TALK:** 10%: 50% interviews, discussions, 50% drama, prose, poetry, humor, criticism, documentaries. **NEWS:** 10%: international, national, local, business, cultural news. 10-13 daily newscasts vary in length with amount and complexity of news. Morning program, 6-9 am includes frequent time and weather reports. **COMMERCIAL POLICY:** maximum of 4 minutes of advertising in any hour. 1 hour protection. Contact Representative for further details. Rec'd 6/5/68.

1. PERSONNEL

President—Ward L. Quaal.
Vice-Pres. & Sales Mgr.—Ray Nordstrand.
Vice-Pres. & Prog. Dir.—Norman Pellegrini.

2. REPRESENTATIVES

John C. Butler & Company, Inc.

3. FACILITIES

ERP 45,000 w.: 98.7 mc. Operating schedule: 24 hours daily, CST. Antenna ht.: 815 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 7b, 8. Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16. Basic Rates: 20a, 20b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a. Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51a. Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 60j, 61a, 61b, 62d. Cancellation: 70b, 70c, 71e, 72, 73b. Prod. Services: 80, 82.

One hour programs include 3 minutes of commercial time plus 3 IDs. Newscasts include one sixty-second commercial plus two IDs. Newscasts vary in length with the amount and complexity of significant news but average 12 minutes. Maximum of 4 minutes of advertising in any hour; average for any day: 3 minutes per hour. 1-minute announcements are never counted. 30-second and 10-second announcements may be placed next to 30-second institutional (cultural and educational) announcements. Guaranteed 1-hour separation between competitive advertising. 1-hour programs may be counted as 3 announcements and newscasts as one announcement to earn larger frequency discounts on announcements. Political advertising not acceptable.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1964. (Card No. 9.)
Card received April 8, 1964.

Class A—6:00-9:00 am and 5:00 pm-midnight Mon thru Fri; 6:00 am-midnight Sat and Sun.
Class B—9:00-5:00 am Mon thru Fri.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	50.00	35.00	25.00	20.00
52 ti	47.00	33.00	23.00	24.00	
104 ti	44.00	31.00	21.00	22.00	
156 ti	41.00	29.00	20.00	21.00	
260 ti	38.00	27.00	20.00	19.00	
364 ti	35.00	25.00	20.00	17.00	
520 ti	32.00	23.00	20.00	16.00	
726 ti	29.00	21.00	20.00	14.00	
1040 ti	25.00	18.00	18.00	12.00	

10 seconds. ea. ROS 20.00

7. PACKAGE PLANS

PER WK:	1 min	30 sec	1 min	30 sec
6 ti	47.00	33.00	33.00	24.00
12 ti	44.00	31.00	31.00	23.00
18 ti	41.00	29.00	29.00	21.00
24 ti	38.00	27.00	27.00	19.00
30 ti	35.00	25.00	25.00	17.00

PER WK:	30/20 SECONDS	25	23	20
6 ti	18.00	17.00	16.00	15.00
12 ti	17.00	16.00	15.00	14.00
18 ti	16.00	15.00	14.00	13.00

8. PROGRAM TIME RATES

PER HR:	Class A	Class B	PER HR:	Class A	Class B
1 ti	230.00	154.00	260 ti	180.00	112.00
13 ti	210.00	147.00	364 ti	150.00	105.00
26 ti	200.00	140.00	520 ti	140.00	98.00
52 ti	190.00	133.00	728 ti	130.00	91.00
104 ti	180.00	126.00	1040 ti	120.00	84.00
156 ti	170.00	119.00			

9. PARTICIPATING PROGRAMS

"Studs Terkel"—Mon thru Fri 10 am. Interviews and special features, per minute 40.00.
"Midnight Special"—Sat 10:15 pm; Wed 1 pm. Folk music, rare show tunes, satire, per minute 75.00.

10. SPECIAL FEATURES

"Sunday Opera"—Sun 3:30 pm 400.00 full sponsorship; 210.00 half sponsorship.
Full length symphony orchestra concerts in stereo: Boston Symphony Orchestra—Wed 8 pm. Cleveland Orchestra—Sun 1 pm. Philadelphia Orchestra—Mon 8 pm. Boston Pops Orchestra—Sat 8 pm, 500.00 for full sponsorship, 280.00 for half sponsorship.
"Studs Terkel"—Mon thru Fri 10 am, per hour 172.00.
"Studs Terkel"—Thurs 8 pm 235.00.
"Critics Choice with Harry Bouras, Claudia Cassidy, William Russo—Mon, Tues, Wed 10:30 pm, 160.00.
"Midnight Special"—Sat 10:15, Wed 1 pm, per hour 275.00.
"The First Fifty Years" with Marty Robinson—Sat 7:30 pm 130.00.
"The New Releases"—Sat 7 pm 120.00.
"Tuesday Afternoon Opera"—Tues 1 pm 210.00.
"Aaron Copland Comments"—Tues 8 pm 260.00.
"Music in Chicago—Sun 8 pm 490.00.
"Music from Marlboro"—Sun 7 pm 240.00.
"Dinner Hour Stereo Concert"—Daily 6 pm 120.00. All rates apply to 13 week schedules.

NEWSCASTS

Class A	Class B	Class A	Class B		
1 ti	90.00	63.00	260 ti	62.00	45.00
13 ti	85.00	60.00	364 ti	58.00	42.00
26 ti	80.00	57.00	520 ti	54.00	39.00
52 ti	75.00	54.00	728 ti	50.00	36.00
104 ti	70.00	51.00	1040 ti	45.00	32.00
156 ti	66.00	48.00			

WGN

1922

NAB

RAB

A WGN Continental Station
Subscriber to the NAB Radio Code

Media Code 4 214 2200 7.00
WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago, Ill. 60618. Phone 312-528-2311.

STATION'S PROGRAMMING DESCRIPTION
WGN: middle-of-the-road music featuring personalities, 6-10 am music, service, contests, quizzes, audience phone, 10 am-noon music, interviews, 4-6 pm music, service, 1-4 pm music, occasional interviews. 11 pm-5:30 am standards and mood music. Programming to adult interests with sports for mass. Professional baseball, football, hockey, basketball, college football. Special programming: 16 traffic reports, meteorologist, talk program with telephone audience participation, early morning and exclusive noon hour farm, opera, hourly stock market programs, 5 to 30 min hourly news with all services including Washington Bureau and UPI audio. Contact Representatives for further details. Rec'd 10/14/68.

1. PERSONNEL

President—Ward L. Quaal.
Vice-Pres. & Gen'l Mgr.—Charles Gatas.
Vice-Pres. & Gen'l Sales Mgr.—Marvin Astrin.

2. REPRESENTATIVES

New York, Philadelphia—Edward Gerken, Mgr. WGN, Continental Sales Company, 220 E. 42nd St., New York, N. Y. 10017. Phone 212-682-7845.

(This listing continued on next page)

WFMF
CHICAGO
FIRST*
AGAIN!

#1 FM Total Persons

10 am-3 pm, M-F
Average ¼-hour

#1 FM Total Men

3 pm-Midnight, M-F

#1 FM Total Men

6 am-6 pm, Saturdays

#1 FM Away-From-Home Total Persons

6-10 am & 3-7 pm, M-F

#2 ALL CHICAGO RADIO Men 35-49

7 pm-Midnight, M-F
Average ¼-hour

WFMF
STEREO 100

Chicago's First 24 Hour FM

*ARB, Chicago, Apr-May '69.
Metro and Total Areas.

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Chicago—WGN—Continued

Minneapolis—Harry S. Hyett & Co.
Atlanta, Dallas, Detroit, Los Angeles, St. Louis, San Francisco—Edward Peiry & Co., Inc.
Boston—Bill Creed Associates, Inc.
Canada—Andy McDermott Sales Ltd.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23b, 28, 27, 28c, 29a, 30.

Contracts: 40b, 41, 42a, 42c, 43, 44b, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 80c, 60c, 60f, 61b, 62b.

Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

(*) 55 min. 6:35
5 min. 1:10

21. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1x	15x	30x	50x	75x	100x
AAA	215	200	180	165	155	140
AA	180	145	133	121	113	109
A	110	99	91	83	77	74
B	85	77	71	64	60	58
C	75	68	63	58	55	53

90 SECONDS

PER WK:	1x	15x	30x	50x	75x	100x
AAA	175	165	150	135	130	125
AA	131	110	109	93	89	86
A	94	84	77	70	65	61
B	71	65	60	55	52	48
C	63	57	53	49	46	43

10 SECONDS

PER WK:	1x	15x	30x	50x	75x	100x
AAA	110	100	90	85	80	75
AA	80	75	70	65	60	57
A	57	52	47	43	41	40
B	43	39	36	33	31	30
C	38	35	32	29	27	25

Spot rates are based on the number used during an established 12-month period, and become effective from the beginning of service on firm contracts or as earned.

7. PACKAGE PLANS
Weekly package rates apply to number of spots broadcast for 1 product within a consecutive 7-day period on ROS schedules. Such spots are subject to rescheduling but not elimination when rescheduling is required.

1 MINUTE

PER WK:	AAA	AA	A	B	C
10 tl	170	125	85	70	60
15 tl	165	120	80	65	45
20 tl	160	115	75	60	40
30 tl	155	110	70	55	35
40 tl	150	105	65	50	30

80 SECONDS

PER WK:	AAA	AA	A	B	C
10 tl	140	103	72	60	43
15 tl	135	98	68	55	40
20 tl	130	94	61	50	36
30 tl	125	90	55	45	32
40 tl	120	86	50	40	28

10 SECONDS

PER WK:	AAA	AA	A	B	C
10 tl	85	63	45	38	26
15 tl	83	60	42	33	24
20 tl	80	58	37	30	22
30 tl	78	55	33	27	20
40 tl	76	53	29	24	18

Frequency spots may be combined with plan spots to earn lower plan rates, but plan spots may not be combined with frequency spots to earn lower frequency rates.

10. SPECIAL FEATURES
5-MINUTE NEWS AT :80

PER WK:	AAA	AA	A	B	C
5 tl	200	150	100	80	60
10 tl	190	135	85	75	55
20 tl	180	120	90	70	50

(*) Less than 5 per week extra 10%.

Commercial time—1:10 including open and close.

May not be combined with any other spots to earn lower rates either for the News spots or the other spots.

2-MINUTE NEWS AT :30

PLAN 1 (morning drive)

Rotating by weeks: 1st week—6:30 am; 2nd week—7:30 am; 3rd week—8:30 am; 4th week—9:30 am.
Per wk. 850

PLAN 2 (afternoon drive)

Rotating by weeks: 1st week—4:30 pm; 2nd week—5:30 pm; 3rd week—6:30 pm.
Per wk. 600

PLAN 3 (other times)

WEEKLY: 5:28-5:30 am. 400 7:30-7:32 pm. 400

Commercial time—30 including open and close. 7 per week, Mon thru Sun.

May be combined with frequency and/or plan spots to earn lower rates for frequency and/or plan spots only.

TIME SIGNALS (12 words of commercial copy or 6 seconds transcribed)

1 x	A	B	C
	35	50	25

TIME MENTION PACKAGE-ROS (5 words of commercial copy)

Per 7 day wk, 5:30 am-11 pm. 950

100 tl, per wk.

TRAFFIC/PTER REPORTS (5:55-9:08 am & 4:15-8:35 pm (rotates AM and PM))

5 tl, per wk, Mon thru Fri. 900

Includes open and close and 1 1-minute spot.

STOCK MARKET REPORTS (Mon thru Fri)

Rotating by weeks at: 10:30, 11:30 am, 12:30, 1:30, 2:30 and 3:30 pm. 500

Includes open and close and 1 1-minute spot.

WGR T 1922

Subscriber to the NAB Radio Code

Media Code 4 214 2225 4.00

Atlas Communications, Inc., 221 N. La Salle, Chicago, Ill. 60601. Phone 312-720-1932.

1. PERSONNEL
President—Ralph L. Atlas.
General Manager—J. Herman Strick.

2. REPRESENTATIVES
Dore & Allen, Inc.
South—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 6:00 am-local sunset daily. CST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Cancellation: 70c.

TIME RATES
No. 2 Eff 10/1/68—Rec'd 9/30/68.

AA—Mon thru Sat (rotation) 8-10 am.

A—Mon thru Sat 10 am-sign-off; Sun 6 am-sign-off.

7. PACKAGE PLANS
WEEKLY PACKAGES

CLASS AA

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	35.00	34.00	32.00	32.00	31.00	30.00	28.00
30 sec.	28.00	27.00	26.50	25.50	24.50	24.00	22.50

CLASS A

1 min.	27.00	26.00	25.00	24.00	23.00	22.00	20.00
30 sec.	22.00	21.00	20.00	19.50	18.50	17.50	16.00

1 minute and 30 second spots and Newcasts combine for weekly frequency.

10. SPECIAL FEATURES
5-min Newcasts—base minute rate plus 50% per unit.

Daddy-O-Daylie—10 am-noon (talent 1 min 30 sec charge) 8.00 3.00

WIND

1927

A Group W Station



RADIO ADVERTISING REPRESENTATIVES, INC.



Subscriber to the NAB Radio Code

Media Code 4 214 2255 1.00

Westinghouse Broadcasting Co., Inc., 400 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-527-2170. TWX 312-222-0737.

NOTE: Address all advertising copy and transcriptions to continuity editor.

STATION'S PROGRAMMING DESCRIPTION

WIND: Programmed for general mass appeal. 7 personalities: 8-10 am, 10 am-2 pm, 2-8 pm, 6-10 pm, 10 pm-12M, 12M-6 am. NEWS: 5 min on hour and half hour. Extended newcasts at noon, 6 pm & 10 pm. Public affairs: 11:35 pm-12M weekdays, 8 pm-12M Sun. Frequent news specials and vertical documentaries. MUSIC: 80% popular singles, 40% popular albums. Contact Representative for further details. Rec'd 8/29/68.

1. PERSONNEL
General Manager—Philip E. Nolan.
General Sales Manager—Peter A. Lund.
Research Director—Dr. Hugh T. Martin.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.

3. FACILITIES
5,000 w.; 560 kc. Directional—separate patterns day and night.

Operating schedule: 24 hours daily, except Mon 12:05-5 am CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 18.

Basic Rates: 29a.

Contracts: 40c, 45.

Cancellation: 73a.

Announcement schedules accepted by station subject to change within same rate classification.

Contracts for announcements and station breaks may be accepted 30 days in advance of initial broadcast.

Firm contracts, for program periods of 19 weeks or more, may be accepted 60 days in advance of initial broadcast; otherwise, 30 days.

Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will be binding on station.

Program Commercial Content:

5-minutes—1:15 15-minutes—3:00

10-minutes—2:10 25-minutes—4:30

TIME RATES
NATIONAL AND LOCAL RATES SAME

No. 31 Eff 12/30/68—Rec'd 1/7/69.

AAA—Mon thru Sat 6-10 am, rotating.

AA—Mon thru Fri 3-7 pm, rotating; Sat 10 am-noon.

A—Mon thru Sat 6-8 am, rotating; Mon thru Fri 10 am-3 pm; Sat noon-7 pm; Sun 8 am-7 pm.

B—Mon thru Sun 7 pm-midnight; Sun 6-8 am.

Nite Watch—Mon thru Sat midnight-5 am; Sun midnight-8 am.

8. SPOT ANNOUNCEMENTS

PER YR:

1 x	1 min 30 sec	1 min 30 sec
160	120	90
52 x	152	114
156 x	144	108
250 x	136	102
312 x	128	96
520 x	120	90
780 x	112	84
1040 x	104	78
1560 x	96	72

CLASS A

1 x	80	60	40	30
52 x	76	57	38	29
156 x	72	54	36	27
260 x	68	51	34	26
312 x	64	48	32	24
520 x	60	45	30	23
780 x	56	42	28	21
1040 x	52	39	26	20
1560 x	48	36	24	18

10 sec: 60% of 1-min. Subject to preemption without notice.

ILLINOIS

7. PACKAGE PLANS

CLASS AAA

PER WK:	5 tl	10 tl	20 tl	30 tl	40 tl
1 min.	136	128	120	112	104
30 sec.	102	96	90	84	78

CLASS AA

1 min.	102	96	90	84	78
30 sec.	77	72	68	63	59

CLASS A

1 min.	68	64	60	56	52
30 sec.	51	48	45	42	39

CLASS B

1 min.	34	32	30	28	26
30 sec.	26	24	23	21	20

TAP PLANS

PLAN, EA: 1 min 30 sec

8 (2AAA, 2AA, 3A, 1B)	80	80
12 (3AAA, 3AA, 4A, 2B)	74	56
20 (5AAA, 5AA, 6A, 4B)	68	51
32 (8AAA, 8AA, 9A, 7B)	64	48
40 (10AAA, 10AA, 11A, 8B)	60	45

Additional spots may be added to TAP Plans at pre-rate unit cost and in equal time class proportions.

Subject to availability. Spots in B may be converted to Sat noon-7 pm; Sun 8 am-7 pm and/or Mon thru Sat 5-8 am. Subject to preemption without notice.

B spots may be converted to A at 2 for 1 ratio.

Weekly frequency and TAP Plans contribute toward contract year frequency.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

1-Mon thru Sat 7, 7:05, 7:30, 8, 8:05 & 8:30 am.	80	80
2-Mon thru Sat 6:30 & 9 am; Mon thru Fri 4:30, 5 & 5:30 pm.	190	155
3-Mon thru Sat 6 & 9:30 am; Mon thru Fri 3, 3:30 & 4 pm, Sat 10, 10:30, 11 & 11:30 am.	190	155
4-Mon thru Sat 6 & 9:30 am; Mon thru Fri 3, 3:30 & 4 pm, Sat 10, 10:30, 11 & 11:30 am.	105	100
5-Mon thru Sat 6 & 9:30 am; Mon thru Fri 3, 3:30 & 4 pm, Sat 10, 10:30, 11 & 11:30 am.	80	75
6-Mon thru Sat 6 & 9:30 am; Mon thru Fri 3, 3:30 & 4 pm, Sat 10, 10:30, 11 & 11:30 am.	45	40

SPECIAL NEWSCASTS

News at Noon—Mon thru Fri	100
News at 10—Mon thru Sat	130
3 tl—Mon thru Sat	50
Rotating Mon, Wed, Fri; Tues, Thurs, Sat	40

NEWSCASTS DISCOUNTS

26 wk—5%	52 wk—10%
Newscasts contribute toward Frequency and Plan discounts, and combine in class 1, 2, 3, A and B for frequency.	

Spots contribute toward 5-minute Newscast rates in A and B only.

TIME SIGNAL PACKAGE—ROS

ILLINOIS

Chicago—W J J D, W J J D-FM—Continued

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AAA	474	900	1260	1560	1800	1980
AA	308	720	990	1200	1350	1440
A	246	444	612	774	870	972

1-MINUTE TOTAL AUDIENCE PLAN

6 ti (2AAA, 2AA, 2A)	842
12 ti (4AAA, 4AA, 4A)	624
18 ti (6AAA, 6AA, 6A)	846
24 ti (8AAA, 8AA, 8A)	1008
30 ti (10AAA, 10AA, 10A)	1170
36 ti (12AAA, 12AA, 12A)	1332

ROS SUN THRU SAT
(Best times available—preemptible)

PER WK:	50 ti, ea	35
30 sec:	80% of 1-min.	
20 sec:	70% of 1-min.	
10 sec:	50% of 1-min.	

8. PROGRAM TIME RATES

RELIGIOUS RATES		1 hr	1/2 hr	1/4 hr
1 x		720	450	275
26 x		675	400	237
52 x		625	375	200

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	6 ti	7 ti	12 ti	14 ti	18 ti	21 ti
AAA	570	651	1080	1232	1548	1784
AA	480	548	900	1022	1260	1407
A	342	392	660	766	954	1092

CONSECUTIVE WEEK DISCOUNTS
(Apply to Newscasts only)

13 wk—5%	26 wk—10%	52 wk—15%
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WKFM (FM)
1957

Mg mcgavren-guild
pgw radio, inc.

All Stereo

Media Code 4 214 2365 8.00
WKFM, 188 W. Randolph St., Chicago, Ill. 60601.
Phone 312-726-2141.

STATION'S PROGRAMMING DESCRIPTION
WKFM (FM): Programmed for general interest.
MUSIC: middle-of-the-road foreground music. **NEWS:** on hour. **Weather on half hour.** Traffic reports between 6-10 am. **COMMERCIAL POLICY:** no double spotting, all spots run alone. 8 commercials per hour. Jingles accepted. Local retailers unacceptable. Contact Representative for further details. Rec'd 8/21/68.

- PERSONNEL**
General Manager—Frank S. Kovas.
Station Manager—Earl W. Stell.
Sales Manager—Frank A. Leyva.
- REPRESENTATIVES**
McGavren-Guild-PGW Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.—584 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time charges.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4c, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 25c.
Contracts: 45.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80.
Affiliated with American Information Network.

NATIONAL AND LOCAL RATES SAME
No. 8 ER 7/1/68—Rec'd 6/4/69.

AA—3-8 pm.
A—6 am-3 pm & 3 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		54	52	47	42	37	32
1 min.		48	41	37	35	29	25
20/30 sec.		30	26	23	21	18	16
10 sec.							

CLASS A		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		44	42	37	32	27	22
1 min.		40	33	30	25	22	17
20/30 sec.		22	21	18	16	13	11
10 sec.							

CLASS B		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		20	19	18	17	16	15
1 min.		16	15	14	13	12	11
20/30 sec.		10	9	8	7	6	5
10 sec.							

8. PROGRAM TIME RATES

CLASS AAA		1x	25x	50x	100x	150x	200x
PER YR:		160	150	140	130	120	110
1/2 hr.		110	105	100	95	90	80
1/4 hr.		130	120	110	100	90	80
1/4 hr.		90	85	80	75	70	65

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WLS
1924

An ABC Owned Station

BLAIR RADIO

- Subscriber to the NAB Radio Code
Media Code 4 214 2420 1.00
- American Broadcasting Co., a division of American Broadcasting Companies, Inc., 360 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-782-2002. TWX 312-222-0171.
- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gene Taylor.
General Sales Manager—Robert M. Williams.
Operations Director—John Rook.
 - REPRESENTATIVES**
Blair Radio.
 - FACILITIES**
50,000 w.; 890 kc. Non-directional. Clear channel.
Operating schedule: 24 hours. CST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with American Contemporary Network.
Affiliated with Blair Represented Network.

TIME RATES
No. 9-A ER 2/1/69—Rec'd 1/2/69.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat noon-7 pm.
A—Mon thru Sat 7 pm-midnight.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-noon; Sun 10 am-9 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		190	180	165	150	135	125
1 min.		152	144	132	120	108	100
20/30 sec.		95	90	82	75	67	62
10 sec.							

CLASS AA		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		175	165	155	145	130	120
1 min.		140	132	124	116	104	96
20/30 sec.		97	82	77	72	65	60
10 sec.							

CLASS A		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		120	105	95	90	85	80
1 min.		88	84	78	72	68	64
20/30 sec.		60	52	47	45	42	40
10 sec.							

CLASS B		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:		115	100	90	85	80	75
1 min.		92	80	72	68	64	60
20/30 sec.		57	50	45	42	40	37
10 sec.							

*ARB, April/May 1969: avg. 1/4-hr., Mon-Sun, 6 AM-Midnight Total Adults — Total Persons 12+ in Metro and Total Survey Areas.

Rep: McGavren-Guild-PGW Radio, Inc.
In Chicago: Earl W. Stell, Station Manager
Phone: 312/RA 6-2141

MIDNIGHT-5 AM

1 ti	1 min	20/30	10 sec
20	16	10	

ID's: 50% of 1-min.
Spots, except ID's, in all time classes combinable for lower frequency rate.

7. PACKAGE PLANS

MIDNIGHT-5 AM

Per wk, 6 nights, rotating:
30 ti (5 per night) 500 60 ti (10 per night) 900

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS AT :25 & :55

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
AAA (rotate 6-10 am)	200	190	175	160	150
AA (rotate 3-7 pm)	185	175	165	150	140
A	125	110	100	95	90
B	120	105	95	90	85

Different time classes combine for lower frequency.

FAIRM SPECIAL—5-6 AM

1 ti	1 min	20/30	10 sec
50	40	25	

Count toward frequency discounts for other time classes.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WLS-FM
1946

An ABC Owned Station

- Subscriber to the NAB Radio Code
Media Code 4 214 2421 9.00
- American Broadcasting Co., Inc., a division of American Broadcasting Companies, Inc., 360 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-782-2002. TWX 312-222-0171.
- STATION'S PROGRAMMING DESCRIPTION**
WLS-FM MUSIC: progressive rock. **PROGRAMMING:** one continuous program employing progressive rock music, interspersed with topical comment and thought. Contact Representative for further details. Rec'd 5/1/69.
- PERSONNEL**
General Manager—Harvey Wittenberg.
 - REPRESENTATIVES**
Blair Radio.
 - FACILITIES**
ERP 30,000 w.; 94.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 720 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
See WLS listing for coded regulations.
Maximum advertising time: 10 minutes per hour.
Affiliated with American FM Network.

NATIONAL AND LOCAL RATES SAME
No. 2 ER 9/16/68—Rec'd 11/1/68.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	10 ti	20 ti	30 ti	50 ti
1 min.	20	19	18	17	15
20/30 sec.	18	17	16	15	13

7. PACKAGE PLANS

SPECIAL PLANS

PER MO:	1 min	30 sec
100 ti	1200	1000

Must be broadcast within 30 days.

8. PROGRAM TIME RATES

55 min.	100	25 min.	60
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10. SPECIAL FEATURES

WKLY, EA:	1 ti	5 ti	25 ti	50 ti
5 min.	30	28	25	20

CONSECUTIVE WEEKS DISCOUNT
26 wk—5% 52 wk—10%

Does not apply to newscasts.

TRAFFIC/WEATHER/SPORTS FEATURES

PER WK:	AAA	AA	A	B
5 ti	110	90	70	50
10 ti	100	80	60	45
20 ti	85	70	55	40

PER YR:

1 x	110	90	70	50
260 x	100	80	65	45
520 x	90	70	55	40
1040 x	80	65	45	35

JACK EIGEN SHOW
(Mon thru Sat 10:30 pm-1 am)

PER WK:	1 ti	6 ti
1 min or less	30	150

52 consecutive weeks discount: 10%. Jack Eigen show only.
May apply toward weekly or yearly frequency on other spots.

WNIB (FM)
1955

Media Code 4 214 2585 1.00

Northern Illinois Broadcasting Co., Inc., 400 W. Madison St., Chicago, Ill. 60606. Phone 312-263-5252.

- PERSONNEL**
Manager—William C. Florian.
Program Director—Sonia Atseff.
- FACILITIES**
ERP 11,000 w.; 97.1 mc.
Antenna ht.: 690 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective August 15, 1963.
Rates received August 2, 1963.

6. SPOT ANNOUNCEMENTS

1 MINUTE		1 hr <th>1/2 hr</th>	1/2 hr
1 ti	208 ti	22.50	
26 ti	27.00	312 ti	21.00
52 ti	25.00	520 ti	19.50
104 ti	24.00	728 ti	18.00

30 seconds or less announcements, 70% of 1-minute rate.

8. PROGRAM TIME RATES

1 hr		1/2 hr
1 ti	150.00	90.00
26 ti	142.50	85.50
52 ti	135.00	81.00
104 ti	127.50	76.50
156 ti	120.00	72.00

(Chicago continued on next page)

NO. 1 FM in Chicago* (CONSISTENTLY) #1

WKFM THE BIG K

Leadership With Popular Foreground Music
ALL STEREO 24 HOURS A DAY

ABC American Information Network News



Rep: McGavren-Guild-PGW Radio, Inc.
In Chicago: Earl W. Stell, Station Manager
Phone: 312/RA 6-2141

WNUS WNUS-FM

1924 [formerly WFMQ (FM)] 1965

A McLendon Station

Good Music

Media Code 4 214 2640 4.00

McLendon Corp., McLendon Building, 24 W. Erie St., Chicago, Ill. 60610. Phone 312-943-8400. TWX 910-221-1403.

- 1. PERSONNEL**
Chairman of the Board—Barton R. McLendon.
President—Gordon B. McLendon.
General Manager—James F. Mackin.
- 2. REPRESENTATIVES**
Katz Radio, West.
- 3. FACILITIES**
5,000 w.; 1390 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
FM-ERP 36,000 w. (horiz.), 36,000 w. (vert.); 107.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 578 ft. above average terrain.
Partial simulcast all hours excepting 7 pm-6 am Mon thru Fri.; 6 pm-6 am Sat & 11-6 am Sun.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40c, 45, 40, 48.
Comb.; Cont. Discounts: 60a, 60k, 61c, 62b.
Cancellation: 70a, 70b, 71a, 73a.
Retrospective discounts are payable in air time only.
Affiliated with Katz Radio A.I.D. Plan.
Member: The McLendon Stations.

TIME RATES

AM/FM COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 9 ET 7/1/69—Rec'd 8/8/69.

- AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Sun thru Sat 7 pm-midnight.
C—Sun thru Sat midnight-6 am. Rates on request.

- 6. SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: Fixed 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
PER YR: 1x 52x 156x 312x 500x 1000x 1500x
AAA 75 65 60 55 50 45 40
AA 70 60 55 50 45 40 35
A 55 50 45 40 35 30 25
B 40 35 30 25 20 15 10
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- 7. PACKAGE PLANS**
TOTAL AUDIENCE/CONVERTIBLE PLANS
PER WK: 10 ti 15 ti 20 ti 30 ti
Sat & Sun 8 am-midnight..... 350 450 540 695
CHICAGO/LAND AT NIGHT—BTA
Mon thru Sun 7 pm-1 am..... 295 395 465 625
84 per wk. ROS. 24 hrs per day, guaranteed
1/4 traffic 3/4 6 am-midnight..... 1390
- 10. SPECIAL FEATURES**
News—1-sec spot plus open ID, applicable 1-min plus 5.00.
Nighttime News—Mon thru Sun, 5 min 12:45-12:50; 1:55-2; 5:55-6 am, flat 18.00, strip 95.00.

- AM or FM available individually in non-duplicated times at 80% of above rates.

WRSV (FM)

1961

CITY OF LICENSE

SKOKIE

NAB FM B

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)
Media Code 4 214 3465 5.00
Radio Skokie Valley, Inc., 3611 Oakton St., Skokie, Ill. 60076. Phone 312-877-5900.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Mrs. Russell Stebbins.
Manager—Ed Lucht.
- 3. FACILITIES**
ERP 12,000 w.; 101.8 mc.
Operating schedule: 6:00 a.m. to midnight Monday through Friday; 8:00 a.m. to midnight Saturday; 9:00 a.m. to midnight Sunday. CST.
Antenna ht.: 561 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b.
Basic Rates: 21a, 24b.
Comb.; Cont. Discounts: 60g, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 2 ET 3/1/67—Rec'd 2/14/67.

- 6. SPOT ANNOUNCEMENTS**
1x 50x 100x 200x 300x 500x
1 min..... 15.00 13.80 12.60 11.40 10.20 9.20
30 sec..... 11.25 10.35 9.45 8.55 7.65 6.75
- 8. PROGRAM TIME RATES**
1x 13x 26x 52x 104x 156x
1 hr..... 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hr..... 40.00 38.00 36.00 34.00 32.00 30.00
25 min..... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hr..... 24.00 22.80 21.60 20.40 19.20 18.00
5 min..... 25.50 24.70 23.90 23.10 22.30 21.50

- 10. SPECIAL FEATURES**
DEL CLARK INTERVIEWS
(Mon thru Fri 7-8 pm)
—Full sponsorship— /2 sponsorship—
13 wk 26 wk 52 wk 13 wk 26 wk 52 wk
Per wk..... 375.00 368.00 359.00 225.00 200.00 213.00
1 min, when available, 18.00
- STOCK MARKET REPORT**
(6-8:05 pm)
Per wk..... 120.00 115.00 105.00 60.00 57.50 52.50 (D)

WSBC

1925

- Media Code 4 214 2695 8.00
WSBC Broadcasting Co., Inc., 2400 W. Madison St., Chicago, Ill. 60612. Phone 312-866-9060.
- 1. PERSONNEL**
Manager—Louis B. Lee.
Commercial Manager—Margaret Strasser.
- 2. REPRESENTATIVES**
National Time Sales.
Atlanta—David Carpenter & Co.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Divides time with WEDC and WCRW.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 61b.
Cancellation: 73a.
FM facilities: WXRT (FM).

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
ET 6/1/62—Rec'd 4/25/66.
- 6. SPOT ANNOUNCEMENTS**
100 WORD ANNOUNCEMENTS 10.00
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 100.00 60.00 36.00 27.00 18.50
13 ti 90.00 54.00 32.00 24.50 14.75
26 ti 82.50 49.50 30.00 22.50 13.50
52 ti 80.00 48.00 29.00 21.75 13.00
100 ti 75.00 45.00 27.00 20.25 12.25

WSDM (FM)

1942

- RC**
Roger Coleman, Inc.
All Stereo

Media Code 4 214 2750 1.00
L & P Broadcasting Corp., 3350 S. Kedzie Ave., Chicago, Ill. 60623. Phone 312-847-2600.

- STATION'S PROGRAMMING DESCRIPTION**
WSDM (FM): Programmed for adults and young adults. M-F 2 min news capsule every half hour 8 am-10 pm, on hour 2-11 pm & Sat 8 am-6 pm. AIR PERSONALITIES: girl announcers M-F. 85% live and records, tape and automation. MUSIC: jazz oriented. Popular jazz, instrumental and vocal. ENTERTAINMENT: comedy albums and station produced comedy bits. CONTINUITY POLICY: humorous commercials especially preferred and produced. Contact Representative for further details. Rec'd 7/10/67.

- 1. PERSONNEL**
General Manager—Robert Bell.
Program Director—Burt Burdenn.
Station Manager—Terry Chess.
- 2. REPRESENTATIVES**
Roger Coleman, Inc.
- 3. FACILITIES**
ERP 75,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 on time.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 61d, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

- TIME RATES**
Rates effective March 8, 1965. (Card No. 1.)
Card received March 22, 1965.
Class A—6:00-1:00 am and 6:00-11:00 pm.
Class B—11:00 pm-6:00 am and 10:00 am-6:00 pm.
- 6. SPOT ANNOUNCEMENTS**—Class A—Class B—
1 30 1 30
min sec min sec
1 ti 25.00 20.00 16.00 12.00
2 ti 23.00 19.00 15.00 11.00
52 ti 22.00 18.00 14.00 10.00
104 ti 21.00 17.00 13.00 9.00
156 ti 20.00 16.00 12.00 8.00
312 ti 19.00 15.00 11.00 7.00
624 ti 18.00 14.00 10.00 6.00
780 ti 15.00 12.00 8.00 5.00

- 7. PACKAGE PLANS**
WEEKLY SATURATION PLANS
(Combinaile)
Class A—Class B—
1 30 1 30
min sec min sec
PER WK: 18.00 15.00 12.00 9.00
10 ti 17.00 14.00 11.00 8.00
20 ti 16.00 13.00 10.00 7.00
40 ti 15.00 12.00 9.00 6.00

- 8. PROGRAM TIME RATES**
Class A—Class B—
1 1/2 5 1 1/2 5
hr hr min hr hr min
1 ti 150.00 100.00 38.00 105.00 70.00 30.00
13 ti 145.00 95.00 35.00 100.00 65.00 27.00
26 ti 135.00 90.00 35.00 95.00 60.00 27.00
52 ti 130.00 85.00 33.00 90.00 55.00 26.00
104 ti 125.00 80.00 31.00 85.00 50.00 25.00
156 ti 120.00 75.00 30.00 80.00 45.00 23.00
312 ti 115.00 70.00 27.00 75.00 40.00 22.00

WWCA

GARY

City of License, Gary, Ind.
Chicago—75 E. Wacker Dr., Phone 312-346-9393.
See listing under Gary, Ind.

WXFM (FM)

1947

CITY OF LICENSE

ELMWOOD PARK

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)
Media Code 4 214 3685 8.00
WXFM, Inc., 353 North Michigan Ave., Chicago, Ill. 60601. Phone 312-943-7474.

- STATION'S PROGRAMMING DESCRIPTION**
WXFM (FM): Programmed for adults and young adults.
MUSIC: 90%: 60% classical, 30% general popular music, predominantly showtunes standards. All night show 100% classical music. News and special features 10%. Limited commercial policy, 8 minutes per hour. Contact Representative for further details. Rec'd 12/4/68.
- 1. PERSONNEL**
Pres. & Gen'l Sales Mgr.—Robert C. Victor.
Ass't Gen'l Mgr.—H. Rogett.
Station Manager—L. Paizet.
- 2. REPRESENTATIVES**
Herbert E. Groskin & Co.
- 3. FACILITIES**
ERP 50,000 w.; 105.9 mc.
Operating schedule: 24 hours.
Antenna ht.: 500 ft. above average terrain.

- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 20a, 21a, 23a.
Contracts: 40b.
Complete productions, programs, and miscellaneous talent available.

- TIME RATES**
No. 9 ET 6/1/67—Rec'd 5/22/67.
- 6. SPOT ANNOUNCEMENTS**
1x 15x 30x 60x 125x 250x 500x
1 min..... 28 24 23 22 21 20 19
- 8. PROGRAM TIME RATES**
1x 15x 30x 60x 125x 250x 500x
1 hr..... 175 168 158 150 143 136 129
1/2 hr..... 131 124 118 112 108 101 96
5/2 hr..... 74 70 67 64 61 58 55 (D)

WXRT (FM)

1959

Media Code 4 214 2805 3.00
WSBC Broadcasting Co., Inc., 2400 W. Madison St., Chicago, Ill. 60612. Phones 312-866-9060, 733-5055.

- 1. PERSONNEL**
Station Manager—Louis B. Lee.
Commercial Manager—Margaret Strasser.
- 3. FACILITIES**
ERP 55,000 w.; 93.1 mc.
Operating schedule: 7 am-midnight daily. CST.
Antenna ht.: 299.5 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 61b.
Cancellation: 73a.
AM facilities: WSBC.
FM programming completely separate from AM.

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
ET 6/1/62—Rec'd 4/25/66.
- 8. PROGRAM TIME RATES**
1 HOUR
PER WK: 1 wk 13 wk 26 wk 39 wk 52 wk
1 ti 108.00 102.00 96.00 90.00 84.00
2 ti 102.00 96.00 90.00 84.00 81.00
3 ti 96.00 90.00 84.00 81.00 78.00
4 ti 90.00 84.00 81.00 78.00 75.00
5 ti 84.00 81.00 78.00 75.00 72.00
6-7 ti 84.00 78.00 75.00 72.00 69.00
- 1/2 HOUR
1 ti 68.00 63.00 60.00 57.00 54.00
2 ti 63.00 60.00 57.00 54.00 51.00
3 ti 60.00 57.00 54.00 51.00 48.00
4 ti 57.00 54.00 51.00 48.00 45.00
5 ti 54.00 51.00 48.00 45.00 42.00
6-7 ti 51.00 48.00 45.00 42.00 39.00
- 1/4 HOUR
1 ti 39.00 36.00 33.00 31.50 30.00
2 ti 36.00 33.00 31.50 30.00 28.50
3 ti 33.00 31.50 30.00 28.50 27.00
4 ti 31.50 30.00 28.50 27.00 25.50
5 ti 30.00 28.50 27.00 25.50 24.00
6-7 ti 28.50 27.00 25.50 24.00 22.50

STATIONS IN CHICAGO URBAN AREA

WBEE

1935

HARVEY
A Rollins' Group Station
Media Code 4 214 2860 8.00
Continental Broadcasting, Lincoln Towers, 75 E. Wacker Dr., Chicago, Ill. 60601. Phone 312-726-6842.

- STATION'S PROGRAMMING DESCRIPTION**
WBEE: Programmed for Negro listener, concentrating on adults.
MUSIC: jazz sign-on-11 am, gospel 11 am-12:30 pm, Opinion interviews and open line telephone 12:30-2 pm. Jazz 2 pm-sign-off. NEWS: at :25 & :55. News at :55, 8:55 am-2:55 pm community oriented. Station participates in fund drives, membership campaigns, chamber of commerce and other public service activities in local community. Station produces quick shows in different supermarkets at least 6 times a week. Contact Representative for further details. Rec'd 6/5/69.

- 1. PERSONNEL**
Executive Vice-President—R. Randall Rollins.
General Manager—John R. Wilson.
Operations Manager—O. Lawton Wilkerson.
- 2. REPRESENTATIVES**
Rollins Broadcasting.
- 3. FACILITIES**
1,000 w. days; 1570 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60h, 60i, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Rollins Inc.

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 2 ET 1/1/68—Rec'd 1/26/68.

- 7. PACKAGE PLANS**
1 MINUTE
PER WK: 1 ti 7 ti 14 ti 21 ti 28 ti 35+
1 wk 20.00 19.25 18.50 17.75 17.00 16.00
13 wk 19.25 18.50 17.80 17.00 16.25 15.50
26 wk 18.50 17.75 17.00 16.25 15.50 14.75
52 wk 17.50 16.75 16.00 15.50 14.75 14.50
- 30 SECONDS
1 wk 13.75 13.25 12.75 12.00 11.50 11.00
13 wk 13.25 12.50 12.00 11.50 11.00 10.80
26 wk 12.50 12.00 11.50 11.00 10.50 10.00
52 wk 12.00 11.50 11.00 10.50 10.00 9.50
10 sec. flat..... 10.00 10.00 10.00 10.00 9.50 9.50

- 6. PROGRAM TIME RATES**
(Sign-on to sign-off daily)
1x 25x 52x 104x 156x 312x 624x
1 hr 175 169 162 156 150 144 137
1/2 hr 125 120 116 111 107 103 96
1/4 hr 87 84 81 77 75 69 65
10 min 65 62 60 57 55 50 47
5 min 47 45 43 41 40 36 34

- 9. PARTICIPATING PROGRAMS**
Devotions in Music with Rev. W. N. Daniel—12:15-1 pm.
PER WK: 1 min 5 min 10 min
5 ti 22 43 60
10 ti 20 40 55
15 ti 19 39 54
Opinion with Vince Sanders—5 min segments only.
PER WK: 1 ti 3 ti 6 ti 12 ti
Es 47 41 40 36
1 min, flat..... 30
- MARTY FAYE SHOW
1 min, flat 5 ti 6 ti
10 min, flat 70 85 1/4 hr 95 87
WILK'S WORLD OR MERRI DEE SHOW
1 min, flat 30 30 sec, flat 25
10 min, flat 55 50 1/4 hr 75 69

- 10. SPECIAL FEATURES**
NEWS
At :25 and :55 applicable 5 minute rate.
1-MINUTE WEATHER REPORTS
(Throughout the day)
30 ti 180 50 ti 450
3-MINUTE SPORTS FEATURE 6 ti 12 ti
Per wk, es 34 30
Cost based on 28 week contract.
10-SECOND TIME REPORTS
(Throughout the day)
30 ti 180 60 ti 300 (CR)

WCGO

1959

Subscriber to the NAB Radio Code
Media Code 4 214 2915 0.00
South Cook Broadcasting, Inc. 119 Olympia Plaza, Chicago Heights, Ill. 60411. Phone 312-756-6100.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—A. V. Santucci.
Oper. & Sales Mgr.—W. G. Beindorf.
- 2. REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**
1,000 w. days; 1800 kc. Directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
Simulcast during AM operational hours. For non-simulcast facilities see WTAS (FM) under Chicago Urban Area.
(This listing continued on next page)

ILLINOIS

Chicago Urban Area—WCGO—Continued

- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 8.
Rate Protection: 10a, 11f, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 25a, 26, 28b, 29a, 29b, 31.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WTAS (FM).
Affiliated with NAS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective October 1, 1963. (Card No. 6.)
Card received September 5, 1963.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec			
1 t	10.00	7.00	7.25 t	6.40	4.50
52 t	9.00	6.30	572 t	6.00	4.30
104 t	8.20	5.70	884 t	5.70	4.20
260 t	7.50	5.20	1040 t	5.50	4.10
416 t	6.90	4.80			

7. PACKAGE PLANS

HOS SATURATION CAMPAIGNS
(Weekly)

PER WK:	1 min 30 sec	40 t	1 min 30 sec	200 t	
20 t	150.00	104.00	40 t	256.00	200.00
40 t	207.00	153.00	50 t	300.00	245.00
2 WKS:					
40 t	276.00	204.00	80 t	480.00	392.00
60 t	384.00	300.00	100 t	590.00	480.00
3 WKS:					
60 t	384.00	300.00	120 t	708.00	576.00
80 t	540.00	401.00	150 t	870.00	705.00
4 WKS:					
80 t	480.00	392.00	160 t	928.00	752.00
120 t	708.00	576.00	200 t	1140.00	920.00

(Daily)

min	30 sec	20 sec	10 sec		
5 t	31.50	45.00	31.50	22.50	17.50
10 t	82.00	57.00	42.50	32.50	
20 t	150.00	104.00	80.00	60.00	

10. SPECIAL FEATURES

News casts at :55 and :25.

NEWS SIMULCASTS—WTAS (FM)

	1x	7x	15x	23x	31x	62x+
1/2 hr.	70.00	67.00	64.00	61.00	58.00	55.00
1/4 hr.	45.00	43.00	41.00	39.00	37.00	35.00
5 min.	29.10	21.95	20.80	19.65	18.50	16.90

News casts or programs cannot be combined with spot announcements to earn discounts.
WTAS (FM) and WCGO spot schedules may be combined to earn a cumulative discount.

WEAW

1953
EVANSTON



Media Code 4 214 2970 5.00
North Shore Broadcasting Co., Inc., 2425 Main St., Evanston, Ill. 60202. Phone 312-869-8000.

STATION'S PROGRAMMING DESCRIPTION
WEAW: Programmed for adults.
News and commentary, middle-of-the-road-music, network news and commentary programs, informational and religious programs. Women's news and music 10:30 am-noon. SPORTS: university and high school football and basketball games. Hourly 5 min news. Contact Representative for further details. Rec'd 11/7/67.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Edward A. Wheeler.
Station Manager—Bill Adler.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
Los Angeles—Hugh Wallace Company.
- 3. FACILITIES**
5,000 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21c, 22b, 23b, 24a, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective
Card received July 23, 1964.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	
1 t	15.00	10.00	10.00
13 t	18.00	13.50	9.00
52 t	16.00	12.00	8.00
260 t	12.00	9.00	8.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
1 t	150.00	90.00	80.00	30.00
13 t	142.50	85.50	87.00	28.50
52 t	127.50	78.50	51.00	25.50
260 t	112.50	67.50	45.00	22.50

STELLA WHITE PROGRAM RATES

PER WK:	1 t	5 t	85.00
1 t	19.50	5 t	85.00
3 t	57.00		(CR)

WEAW-FM

1946

EVANSTON

Media Code 4 214 2971 3.00
North Shore Broadcasting Co., Inc., 2425 Main St., Evanston, Ill. 60202. Phone 312-869-8000.

STATION'S PROGRAMMING DESCRIPTION
WEAW-FM: MUSIC: middle-of-the-road, showtunes, old tunes, segments featuring well known vocalists. Network news and commentary programs. Nighttime university and high school football and basketball games. Late night and early morning religious block. Contact Representative for further details. Rec'd 11/7/67.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Edward A. Wheeler.
Station Manager—Bill Adler.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
Los Angeles—Hugh Wallace Company.
- 3. FACILITIES**
ERP 130,000 w.; 105.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 295 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21c, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
10% discount to advertisers utilizing both WEAW and KMO, Tacoma, Washington.

TIME RATES

ERP 130,000 w.; 105.1 mc.
Rec'd 1/3/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	
1 x	20.00	15.00	10.00
13 x	18.00	13.50	9.00
52 x	16.00	12.00	8.00
260 x	12.00	9.00	6.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
1 x	150.00	90.00	60.00	30.00
13 x	142.50	85.50	57.00	28.50
52 x	127.50	78.50	51.00	25.50
260 x	112.50	67.50	45.00	22.50

STELLA WHITE PROGRAM RATES

PER WK:	1 t	5 t	85.00
1 t	19.50	5 t	85.00
3 t	57.00		(D)

WEFF WEFF-FM

1963

1963

HIGHLAND PARK



Subscriber to the NAB Radio Code

Media Code 4 214 3080 2.00
WEFF Radio, 443 Central Ave., Highland Park, Ill. 60055. Phone 312-432-1430.

STATION'S PROGRAMMING DESCRIPTION
WEFF: Programmed for adults.
MUSIC: middle-of-the-road. NEWS: local and UPI audio on hour and half hour with business news throughout day. SPORTS: local high school football and basketball, professional football and soccer. Midwest Central States League Baseball. Women's features. Interview programs mid-morning on Sat. Local and regional civic participation. Rec'd 10/3/68.

- 1. PERSONNEL**
General Manager—Arthur Thorsen.
- 3. FACILITIES**
1,000 w. days; 1430 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
FM FACILITIES: ERP 1,000 w.; 103.1 mc.
Operating schedule: 6:00 am-midnight.
- 4. AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 22a, 23c, 24c, 25c, 26b, 29b.
Contracts: 40a, 41, 42b, 44b, 45, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Simulcast AM-FM except certain time periods.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 1/68—Rec'd 4/4/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE	Per wk			
1 t	7 t	12 t	25+	
1 x	12.00	10.50	9.00	8.25
52 x	10.00	9.00	8.25	7.50
261-520 x	9.50	8.75	8.00	7.25

30 SECONDS

1 x	10.00	9.00	8.00	7.00
52 x	8.00	7.50	6.75	6.25
261-520 x	7.50	7.00	6.50	6.00

15 SECONDS

1 x	6.00	5.25	4.50	4.25
52 x	5.00	4.50	4.25	4.00
261-520 x	4.75	4.25	4.00	3.75

8. PROGRAM TIME RATES

PER WK:	1 t	3 t	6+
55 min	100	90	85
25 min	70	60	55
10 min	45	35	30
5 min	25	22	20

DISCOUNTS

(On program time only)

25 wk.	5%	52 wk	10%
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WEXI (FM)

1950

ARLINGTON HEIGHTS

Media Code 4 214 3100 8.00

WEXI, Inc., 120 W. University Dr., Arlington Heights, Ill. 60004. Phone 312-259-1030.

STATION'S PROGRAMMING DESCRIPTION
WEXI (FM): Programmed for young adults: 18-49 years old.
NEWS: news and stock market reports each half hour, 24 hours per day. Local news staff and mobile news reporting. UPI, AP, UPI audio, sports and special events programs. MUSIC: current hits of young adult appeal over last 3 years. Rec'd 9/28/68.

- 1. PERSONNEL** President—Walter Mack.
Gen'l Mgr. & Chief Eng.—Wayne H. Smith.
Sales Manager—Martin Burke.
- 2. REPRESENTATIVES**
National Time Sales
Michigan, Illinois—Gelderman & Company.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 feet above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 29a, 30, 33a.
Contracts: 40a, 41, 42d, 43, 45.
Comb.: Cont. Discounts: 60f, 61a.
Cancellation: 70d, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3 Eff 7/1/68—Rec'd 7/14/69.

AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am;
B—Mon thru Sun midnight-1 am.
M—1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 t	12 t	18 t	24 t	30 t	36 t
1 min.	28	24	22	20	18	16
30 sec.	22	20	18	16	14	12

1 min.	30 sec.	15 sec.	10 sec.			
1 min.	23	21	19	17	15	13
30 sec.	20	18	16	14	12	10

1 min. flat. 11 30 sec. flat. 9
10 sec: 60% of 1-min.
1-minute, 30 & 10-seconds may combine for frequency.

7. PACKAGE PLANS

COMBINATION PACKAGE
(1/4AA Mon thru Fri 3 pm-midnight, 1/4AA Sat & Sun 10 am-midnight; 1/4A Mon thru Fri 6 am-3 pm, 1/4A Sat & Sun 6-10 am)

PER WK, EA:	12 t	18 t	24 t	30 t	36 t
1 min.	23	21	19	17	15
30 sec.	20	18	16	14	12

10 sec: 60% of 1-min.
1-minute, 30 & 10-seconds may combine for frequency.

10. SPECIAL FEATURES

News—extra 20%.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

RATEHOLDER

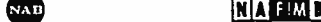
6 spots any length in AA, A or combination time, per week.

WGLD (FM)

(formerly WOPA-FM)

1950

OAK PARK



A Sounding Station
Media Code 4 214 3120 6.00
Sonderling Broadcasting Corp., 408 S. Oak Park Ave., Oak Park, Ill. 60302. Phone 312-848-5700; Chicago 312-378-4853.

STATION'S PROGRAMMING DESCRIPTION
WGLD (FM): Programmed for young adults.
MUSIC: popular music M-Sat, 6 am-4 pm. Hard rock M-Sat, 10 pm-3 am. NEWS: local news RMT and UPI. Air personality, M-Sat 6 am-4 pm & 10 pm-3 am. Contact Representative for further details. Rec'd 3/17/69.

- 1. PERSONNEL**
President—Egmont Sonderling.
General Manager—Chuck Manson.
Program Director—Bob Peacock.
- 2. REPRESENTATIVES**
AAA Representatives.
The Progressive Rock Media Company.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 266 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time and spots only.
- 5. GENERAL RATE POLICY**
AM facilities: WOPA.

TIME RATES

Eff 5/5/69—Rec'd 4/30/69.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec	10 sec	
1 min	14	12	10	8
30 sec	12	10	8	6

WJOB

HAMMOND, IND.

See listing under Hammond, Ind.

WLNR (FM)

1958

LANSING

Subscriber to the NAB Radio Code
Media Code 4 214 3135 4.00
Illiana FM Broadcasters Inc., 2915 Bernice Rd., Lansing, Ill. 60438. Phone 312-474-7626.

- 1. PERSONNEL**
President—Gordon D. Boss.
Station Manager—Richard K. Maltby.
- 3. FACILITIES**
3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 3:00 p.m. to 11:00 p.m. week-days; 8:00 a.m. to 11:00 p.m. Sunday. CST.
Antenna ht.: 260 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations.
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 25a, 26a, 28c, 33b.

ILLINOIS

Chicago Urban Area— W X FM (FM)—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 20a, 21a, 23a.
Contracts: 40b.
Complete productions, programs, and miscellaneous talent available.
Member: The Groskin Group.

TIME RATES

No. 9 Eff 6/1/67—Rec'd 5/22/67.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	500x
1 min.	26	24	23	22	21	20
8. PROGRAM TIME RATES						
1 hr.	1 1/2 hr.	30x	60x	125x	250x	500x
175	186	158	150	143	136	129
1/2 hr.	131	124	118	112	106	101
5 min.	74	70	67	64	61	58

WYCA (FM)

1959

HAMMOND, IND.



A Crawford Owned Station
Media Code 4 214 3740 1.00
Crawford Broadcasting Co. 6336 Calumet Ave., Hammond, Ind. 46324. Chicago phone 312-734-0923, Hammond phone 210-933-0923.

STATION'S PROGRAMMING DESCRIPTION
WYCA (FM): Programmed for religious audience.
6-10:30 am religious music and sermons. 10:30-11 am women's show, religious music, household hints, bargain counter, devotional. 11 am-1 pm religious music and sermons. 1-3 pm telephone call-ins. News at 5 min before hour all afternoon. 3-6 pm personality program with religious music, chatter, special events, home and garden tips. 6-8 pm religious music and sermons. 8-9:30 pm southern gospel music program. 9:30-10:30 pm music and sermons. 10:30 pm-1 am sacred music and news. Sat.: religious music, sermons, children and youth entertainment, news. Sun.: religious music and sermons. Rec'd 10/30/67.

1. PERSONNEL
Station Manager—Wendell H. Borriuk.
2. REPRESENTATIVES
Contact station direct.
3. FACILITIES
ERP 31,000 w.; 92.3 mc.
Operating schedule: 5:55-1:05 am. CST.
Antenna ht.—405 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25c, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 47a, 50.
Comb.: Cont. Discounts: 60f, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Maximum length of contract 1 year.
Cigarette advertising unacceptable.

NATIONAL AND LOCAL RATES SAME

Eff 4/28/68.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	500x
1 min.	7.00	6.30	5.75	5.10	4.50	4.00
30 sec.	4.50	4.20	3.80	3.40	3.00	2.60
20 sec.	3.40	3.15	2.90	2.70	2.50	2.30
10 sec.	3.00	2.60	2.40	2.20	2.00	1.80
8. PROGRAM TIME RATES						
1x	15x	30x	60x	125x	250x	500x
1 hr.	60.00	56.00	54.00	48.00	39.00	35.00
1/2 hr.	35.00	32.00	30.00	26.00	22.00	20.00
1/4 hr.	22.00	20.00	18.00	16.00	15.00	13.00
5 min.	12.00	10.50	9.50	8.50	8.00	7.00

CHICAGO HEIGHTS

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

CICERO

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

CLINTON

DeWitt County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHOW

1947



Media Code 4 214 3795 5.00.
Cornbelt Broadcasting Co., 401-1/2 South Side Sq., Clinton, Ill. 61727. Phone 217-935-2161.

STATION'S PROGRAMMING DESCRIPTION
WHOW: Programming country and western music. Live c and w groups provide segments 11:30 am-1 pm. C and w record programs throughout morning and afternoon. Religious block 9:30-10:30 am. FARM: network 8:05-8:30 am & noon segment. NEWS: local area, world, and weather in 15 min segments at 7 am, 8 am & noon. Sun: religion and gospel music programming morning, afternoon top 50 c and w record show. Rec'd 7/20/67.

1. PERSONNEL
President—J. R. Livsey.
Station Manager—Robert O. Veach.

2. REPRESENTATIVES

Contact station direct.
3. FACILITIES
5,000 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10d, 13d, 14d, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 26, 27, 28b, 28c, 40a, 43a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Illinois Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1963. (Card No. 8.)
Card received October 7, 1963.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	500x
1 min.	8.50	8.00	7.50	7.00	6.50	6.00
30 sec.	5.50	5.00	4.50	4.00	3.50	3.00
20 sec.	4.50	4.00	3.50	3.00	2.50	2.00
10 sec.	3.50	3.00	2.50	2.00	1.50	1.00
1 hr.	10.00	9.00	8.00	7.00	6.00	5.00
1/2 hr.	6.50	6.00	5.50	5.00	4.50	4.00
15/0 time only.	5.00	4.50	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

1x	15x	30x	60x	125x	250x	500x
1 min.	55.00	50.00	45.00	40.00	35.00	30.00
30 sec.	32.00	30.00	28.00	26.00	24.00	22.00
20 sec.	22.00	20.00	18.00	16.00	14.00	12.00
10 sec.	16.00	14.00	12.00	10.00	9.00	8.00
1 hr.	10.00	9.00	8.00	7.00	6.00	5.00
1/2 hr.	6.50	6.00	5.50	5.00	4.50	4.00
15/0 time only.	5.00	4.50	4.00	3.50	3.00	2.50

COLUMBIA

Monroe County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WCBW (FM)

1964



Subscriber to the NAB Radio Code
Media Code 4 214 3850 8.00
Joseph L. Lepp Inc., 221 Beaird St., Columbia, Ill., 62236. Phone 618-281-5031.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph L. Lepp.
Program Director—Joyce Lepp.
2. REPRESENTATIVES
Gelderman & Company.
3. FACILITIES
ERP 2,700 w.; 104.9 mc.
Operating schedule: 9 am-11 pm. CST.
Antenna ht.: 784 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 6.
Basic Rates: 23a.
Contracts: 40a, 45.
Beer advertising acceptable.

TIME RATES

Eff 1/2/68—Rec'd 1/6/68.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	500x
1 min.	5.00	4.00	3.50	3.00	2.50	2.00
30 sec.	4.00	3.00	2.50	2.00	1.50	1.00
20 sec.	3.00	2.50	2.00	1.50	1.00	0.75
10 sec.	2.00	1.50	1.00	0.75	0.50	0.25
1 hr.	29.00	26.00	23.00	20.00	17.00	14.00
1/2 hr.	19.00	17.00	15.00	13.00	11.00	9.00
15/0 time only.	14.00	12.00	10.00	8.00	7.00	6.00

CRETE

Will County—Map location G-4
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

CRYSTAL LAKE

McHenry County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WCLR

1965



Media Code 4 214 3905 0.00
Lake-Valley Broadcasters, Inc., 145 Virginia St., Crystal Lake, Ill. 60014. Phone 815-459-7000.

STATION'S PROGRAMMING DESCRIPTION
WCLR: Programmed for adults.
NEWS: 15 min 7 am, 9 am, noon & 5 pm. Headlines on hour thereafter. 6-7 am news, farm markets, stocks, sports, weather, middle-of-the-road music. 7:15-9 am classical and semi-classical daily & 2-3 pm Sun. 9:15 am-5:15 pm middle-of-the-road music. 11:15 am sports feature daily & 10:10-10:40 am Sat only. 1:30-1:45 pm women's show. 1:45-5 pm news, commentary, discussion, special features, public affairs. 5-7 pm trend music. SPORTS: all live football home and away, Sat and Sun. RELIGIOUS: 9 am-noon Sun. Mobile unit for on spot reporting. Weather wire, 5 min summary, 3 times daily. Contact Representative for details. Rec'd 10/11/67.

1. PERSONNEL

President—Lynn W. Renne.
Chief Engineer—Bernard A. Carlson.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w.; 850 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 25c, 26, 27, 28a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Illinois Radio Network.

TIME RATES

Eff 3/5/69—Rec'd 3/7/69.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	500x
1 min.	11.00	10.50	10.00	9.50	9.00	8.50
30 sec.	7.50	7.00	6.50	6.00	5.50	5.00
20 sec.	5.50	5.00	4.50	4.00	3.50	3.00
10 sec.	4.00	3.50	3.00	2.50	2.00	1.50
1 hr.	15.00	14.00	13.00	12.00	11.00	10.00
1/2 hr.	10.00	9.00	8.00	7.00	6.00	5.00
15/0 time only.	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

SATURATION PLAN
PER WK, ROS: 40 hr 26 hr 51 hr 76 hr 101+
1 min. 7.00 6.50 6.00 5.50 5.00
20/30 sec. 4.00 3.50 3.00 2.50 2.00
Run at station's discretion. Must be used within 7 consecutive days. Maximum 20 spots per day.

8. PROGRAM TIME RATES

1x	15x	30x	60x	125x	250x	500x
1 min.	150.00	135.00	120.00	105.00	90.00	75.00
30 sec.	100.00	90.00	80.00	70.00	60.00	50.00
20 sec.	75.00	67.50	60.00	52.50	45.00	37.50
10 sec.	50.00	45.00	40.00	35.00	30.00	25.00

DANVILLE (2 AM; 1 FM)

Vermillion County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WDAN

1938



A Gannett-Owned Station
Subscriber to the NAB Radio Code
Media Code 4 214 3960 5.00
Northwestern Publishing Co., 17 W. North St., Danville, Ill. 61832. Phone 217-442-1700.

1. PERSONNEL

General Manager—Robert J. Burow.
Sales Manager—John Eckert.
Station Manager—Max Shaffer.
2. REPRESENTATIVES
Meeker Radio, Inc.
Detroit—Pearse Sales.
South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:25-12:05 am Mon thru Fri; 5:55 am-12:05 am Sat; 6:55 am-11:05 pm Sun.

4. AGENCY COMMISSION

15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(**) Not effective until 28 days after start of broadcast under said contract.

Affiliated with CBS Radio Network.
Advertisers with different products may combine the number of products in 1 package plan.
Member: Illinois Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective August 1, 1965. (Card No. 6.)
Card received September 15, 1965.
Class A—6:00 am-7:00 pm Mon thru Sat.
Class B—After 7:00 pm Mon thru Sat and Sun.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	500x
1 min.	7.00	6.50	6.00	5.50	5.00	4.50
30 sec.	4.50	4.00	3.50	3.00	2.50	2.00
20 sec.	3.50	3.00	2.50	2.00	1.50	1.00
10 sec.	2.50	2.00	1.50	1.00	0.75	0.50
1 hr.	10.00	9.00	8.00	7.00	6.00	5.00
1/2 hr.	6.50	6.00	5.50	5.00	4.50	4.00
15/0 time only.	5.00	4.50	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

1x	15x	30x	60x	125x	250x	500x
1 min.	7.00	6.50	6.00	5.50	5.00	4.50
30 sec.	4.50	4.00	3.50	3.00	2.50	2.00
20 sec.	3.50	3.00	2.50	2.00	1.50	1.00
10 sec.	2.50	2.00	1.50	1.00	0.75	0.50
1 hr.	10.00	9.00	8.00	7.00	6.00	5.00
1/2 hr.	6.50	6.00	5.50	5.00	4.50	4.00
15/0 time only.	5.00	4.50	4.00	3.50	3.00	2.50

WEEKEND

(7:00 pm Sat-midnight Sun)
Class B rates apply.

7. PACKAGE PLANS						
(2 weeks or less)						
5 min.	10 min.	15 min.	20 min.	30 min.		

DECATUR (2AM; 1FM)

Macon County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

W D Z

1921

American Information Network



mcgavren-guild
pgw radio, inc.

R A E

A Prairieland Station
Media Code 4 214 4125 4.00
Prairieland Broadcasters, 265 S. Park St., Decatur, Ill. 62523. Phone 217-423-9744.

- PERSONNEL**
General Manager—Stephen P. Bellinger.
Sales Manager—Ron Fischmann.
Chief Engineer—Ben Orr.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 71a, 73a.
Affiliated with American Information Network.

TIME RATES

No. 21 ET 7/1/69—Rec'd 6/13/69.

- SPOT ANNOUNCEMENTS**
Drive Time—6-9 am & 3-6 pm.
1 min..... 1x 26x 52x 156x 260x 520x
1 min..... 14.50 13.50 12.50 11.50 10.50 9.50
30 sec..... 11.50 10.75 9.50 8.75 8.00 7.25

- PACKAGE PLANS**
BEST TIMES AVAILABLE
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti
1 min..... 11.00 10.25 9.50 8.75 8.00
30 sec..... 8.00 7.50 7.00 6.50 6.00

CUMULATIVE DISCOUNT

13 consec wk—5%

HOTLINE

(8:30-10 am & 1-3 pm)

- PER WK: 1 ti 5+
1 min. ea..... 13.00 11.00

Balanced rotation plan. 13 weeks minimum. Guaranteed total exposure.

W S O Y

1925

CBS Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 4160 9.00
Illinois Broadcasting Co., Box 2250, Decatur, Ill. 62520. Phone 217-877-5371.

- PERSONNEL**
General Manager—C. R. Griggs.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Detroit—Pears Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:00-1:00 am Mon thru Fri; 5:00-2:00 am Sat; 7:00 am-midnight Sun.
Simulcast 5-7:20 am, noon-12:30 pm, 5:30-6 pm & 7:30 pm-sign-off Mon thru Sat; 7 am-6 pm & 8 pm-sign-off Sun.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a.
Comb.; Cont. Discounts: 60b, 60l, 61b.
Cancellation: 71a, 73a.
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 7/1/69—Rec'd 7/8/68.

- AA—Mon thru Fri 6-9 am.
- A—Mon thru Fri 5:30-6 am & 9 am-6 pm.
- B—Mon thru Fri 5:30-6 am, 6-7 pm; Sat am-5 pm.
- C—Mon thru Fri 7 pm-1 am; Sat 5 pm-2 am; Sun 7 am-midnight.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 x..... AA A B C
52 x..... 12.75 11.50 9.80 7.50
156 x..... 12.10 10.90 9.10 7.10
280 x..... 11.50 10.85 8.85 6.75
500 x..... 10.80 9.85 8.20 6.40
1000 x..... 10.40 9.35 7.80 6.05
1500 x..... 9.85 8.85 7.40 5.75
2000 x..... 8.35 8.40 7.00 5.45
2500 x..... 8.85 7.95 6.65 5.15

- 80 SECONDS**
1 x..... 8.90 8.95 7.35 5.75
52 x..... 9.40 8.50 7.00 5.45
156 x..... 8.90 8.10 6.85 5.15
280 x..... 8.35 7.70 6.80 4.90
500 x..... 7.90 7.30 6.00 4.65
1000 x..... 7.40 6.95 6.00 4.40
1500 x..... 7.00 6.55 5.40 4.15
2000 x..... 6.85 6.20 5.10 3.95

- DISCOUNT**
20 or more times wky 10%
10 SECONDS
(Minimum 10 per week)
Flat..... 8.40 2.95 2.65 1.95

- PROGRAM TIME RATES**
CLASS A
5 min..... 1x 52x 104x 156x 250x 500x
15.00 14.30 13.70 13.10 12.55 11.00
10 min..... 21.20 20.25 19.35 18.50 18.60 15.85
1/4 hr..... 27.40 26.15 24.95 23.85 22.75 20.65
1/2 hr..... 36.65 35.00 33.45 31.95 30.55 29.10

- SPECIAL FEATURES**
DISCOUNTS C—50%
NEWSCASTS
10 min+..... AA A B C
5 min..... 17.50 15.00 11.25 7.50

W S O Y-FM

1946

Media Code 4 214 4181 7.00
Illinois Broadcasting Co., Box 2250, Decatur, Ill. 62520. Phone 217-877-5371.

- PERSONNEL**
General Manager—C. R. Griggs.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Detroit—Pears Sales.
- FACILITIES**
ERP 54,000 w.; 102.9 mc. Stereo.
Operating schedule: 5:00-1:00 am Mon thru Fri; 5:00-2:00 am Sat; 7:00 am-midnight Sun.
Antenna ht.: 450 ft. above average terrain.
Partial simulcast operation. Operated separately 7:20 am-noon, 12:30-5:30 pm, 5:30-7:30 pm Mon thru Fri; 7:20 am-7 pm Sat; 6-8 pm Sun.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
See WSOY listing for coded regulations.
- SPOT ANNOUNCEMENTS**
ET 10/30/67—Rec'd 11/28/67.
PER WK: 5 ti 10 ti 15 ti 20 ti
1 min..... 15.00 22.50 30.00 35.00

DE KALB (1 AM; 1 FM)

De Kalb County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

W L B K

1947

Subscriber to the NAB Radio Code
Media Code 4 214 4230 6.00
DeKalb Radio Studios, Inc., 711 N. First St., DeKalb, Ill. 60115. Phone 815-758-8888.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. F. Cerny.
Sales Manager—Joe Barrie.
Prog. & Farm Dir.—Bob Brown.
- REPRESENTATIVES**
Call or wire direct to sales manager.
- FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-9 am & 4 pm-sign-off. For non-simulcast facilities see WLBK-FM.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 22b, 28c, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 61a.
Cancellation: 71a.
Prod. Services: 80, 82.
Member: National AgrRadio Groups, Inc., Illinois Radio Network.

TIME RATES

No. 9 ET 1/1/69—Rec'd 10/30/68.

- SPOT ANNOUNCEMENTS**
FIXED POSITION
1 min..... 1x 52x 156x 312x 1000x
8.45 7.40 6.75 6.00 5.00
30 sec..... 6.50 5.45 4.80 4.10 3.00

- PACKAGE PLANS**
SATURATION PLAN-RS
(within 1-week)
1 min..... 10 ti 25 ti 50 ti
1 min..... 7.75 7.40 7.15
30 sec..... 5.80 5.45 5.20

- PROGRAM TIME RATES**
Flat..... 1/4 hr 10 min 5 min
21 18 10
- SPECIAL FEATURES**
Midday Report—noon-1 pm per spot, 8.45.

W L B K-FM

1961

Media Code 4 214 4291 4.00
DeKalb Radio Studios, Inc., 711 N. First St., DeKalb, Ill. 60115. Phone 815-758-8888.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. F. Cerny.
Sales Manager—Joe Barrie.
- REPRESENTATIVES**
Call or wire direct to sales manager.

- FACILITIES**
ERP 5140 w.; 92.5 mc.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 159.4 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-6 am; 9 am-4 pm & AM sign-off-midnight. For simulcast facilities see WLBK.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
See WLBK listing for coded regulations.

50% of AM rates.

DIXON (1 AM; 1 FM)

Lee County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

W I X N W I X N-FM

1961

1963

Mutual Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 4345 8.00
Farm Belt Radio, Inc., 1460 College Ave., Dixon, Ill. 61021. Phone 815-288-3341.

- STATION'S PROGRAMMING DESCRIPTION**
WIXN: Programmed for general interest.
6-7 am farm news, markets, weather, guests, interviews, 7-9 am entertainment, air personalities, 9-9:30 am talk, audience participation, 9:35-10 am talk, woman's show, 10 am-noon entertainment, air personalities, Noon-1 pm farm news, markets, weather, guests, interviews, remotes, 1-2 pm talk, audience participation, telephone, 2-3 pm general popular music, middle-of-the-road, 3-4 pm country and western music, 4-5 pm general popular music, middle-of-the-road, 5-6:15 pm news, 6:15-7 pm general popular music, middle-of-the-road, 7-11 pm country and western music, NEWS; 5 min every hour and half hour, 15 min 6:30 am, 7:30 am, 8:30 am, noon & 6 pm, SPORTS; 10 min 7:15 am, 15 min 5:15 pm, plus live local and area high school sports and pro baseball. Contact Representative for further details. Rec'd 4/25/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harry Campbell.
Assistant Manager—John Edmunds.
Program Director—Andrew Jaxon.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
1,000 w. days; 1460 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
ERP—51,000 w.; 101.7 mc.
Operating schedule: 6 am-11 pm.
Antenna ht.: 175 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60g, 61a, 61b.
Cancellation: 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Mutual Network.
Member: Illinois Radio Network.

TIME RATES

Rates effective July 12, 1961. (Card No. 1.)

Rates received September 26, 1961.

- SPOT ANNOUNCEMENTS**
1 min..... 1 30 sec. 1 30 sec.
1 time..... 3.00 2.75 156 times 3.35 4.35
13 times..... 7.75 6.75 *260 times 5.00 4.00
28 times..... 7.15 6.15 *312 times 4.65 3.65
52 times..... 6.50 5.50 *520 times 4.30 3.30
104 times..... 5.75 4.75 *1040 times 3.90 2.90

(* 5% discount for regular schedule of 5 or more per week for 3 weeks.

- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 time..... 65.00 45.00 25.00 18.00 11.00
13 times..... 62.50 41.00 23.00 17.15 10.80
26 times..... 60.00 38.00 20.75 16.20 10.00
52 times..... 56.00 34.00 18.80 14.50 9.35
104 times..... 52.00 32.00 17.85 13.60 8.95
156 times..... 50.00 30.00 17.15 13.20 8.50
*260 times..... 47.50 27.50 16.45 12.75 8.30
*312 times..... 45.00 25.00 15.75 11.80 7.90
*520 times..... 14.30 11.10 7.15
*1040 times..... 13.00 10.00 6.30

(* 5% discount for regular schedule of 5 or more per week for 52 weeks.

W S D R

STERLING

City of License—Sterling, Ill.
Studios—Dixon, Ill., 112 W. First St. Phone 2-7501.
See listing under Sterling, Ill.

DUNDEE

Kane County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

W V F V (FM)

1967

Media Code 4 214 4400 1.00
James C. French Tr/As Fox Valley Radio, Box 235, Dundee, Ill. 60118. Phone 312-428-4421.

- STATION'S PROGRAMMING DESCRIPTION**
WVFF (FM): Programmed for local general interest.
NEWS; 5-6 am on hour 2 min on half hour 'til 8 pm. Weather, local and national news. Local sports. MUSIC: middle-of-the-road, standards, showtunes, country and western 4 hrs. nightly. Rec'd 1/31/68.
- PERSONNEL**
Pres. & Gen'l Mgr.—James C. French.
Program Director—Fred Johnson.
Sports Director—James Rumas.

ILLINOIS

- FACILITIES**
ERP 3,000 w.; 103.9 mc.
Operating schedule: 10 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21a, 22a, 23a, 24b.
Contracts: 40a, 46, 47b.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
Tobacco advertising not acceptable.
Affiliated with MBS.

- SPOT ANNOUNCEMENTS**
No. 1 ET Rec'd 2/16/67.
1 min..... 1x 15x 26x 52x 104+
4.00 3.50 3.00 2.75 2.50
30 sec..... 2.50 2.40 2.30 2.30 2.10
- PROGRAM TIME RATES**
1 hr. 1x 15x 26x 52x 104+
60.00 47.50 45.00 42.50 40.00
1/2 hr. 30.00 29.00 27.50 26.00 24.00
1/4 hr. 18.00 17.00 16.00 15.00 14.00
10 min. 15.00 14.00 13.00 12.00 11.00
5 min. 8.00 7.50 7.00 6.50 6.00

DU QUOIN

Ferry County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

W D Q N

1951

Media Code 4 214 4455 5.00
Du Quoin Broadcasting Co., Music Center, Box 190, Du Quoin, Ill. 62832. Phone 618-542-5894.

- PERSONNEL**
Owner—M. R. Lankford.
Manager—Gene Showalter.
Sales Manager—Jake Gobin.
- REPRESENTATIVES**
The Deway Organization, Inc.
- FACILITIES**
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 25a, 28c.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with MBS.

- SPOT ANNOUNCEMENTS**
No. 4 ET 7/1/69—Rec'd 6/30/69.
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti
1 min..... 8.00 7.50 7.00 6.50 6.00
30/20 sec: 80% of 1-min.
- PROGRAM TIME RATES**
1/2 hr 1/4 hr 10 min 5 min
Ea..... 30 24 15 12

EFFINGHAM (1 AM; 1 FM)

Effingham County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

W C R A

1947

Media Code 4 214 4510 7.00
Effingham Broadcasting Co., 110 N. Banker St., Effingham, Ill. 62401.

- PERSONNEL**
General Manager—Ed Howard.
Sales Manager—Lee Having.
Program Director—Larry Wilson.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
1,000 w. days; 1090 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
Partial simulcast operation. Simulcast 6-8 am.
Separate 8 am-12 pm. For non-simulcast facilities, see WCRA-FM.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10l, 11l, 12l, 13l, 14l.
Basic Rates: 20b, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80.

- PACKAGE PLANS**
1-minute or less, each..... 5.50
Package of 10 announcements per week, each..... 5.25
Package of 15 or more announcements per week, each..... 5.00
- PROGRAM TIME RATES**
1 minute or less, each..... 5.50
1 hour..... 53.00 26 ti. 52 ti. 156 ti. 312 ti.
1/2 hour..... 33.50 30.50 30.00 31.75 33.80
1/4 hour..... 18.00 16.75 15.50 15.00 14.75
10 minutes..... 14.25 13.75 12.75 12.00 11.80
5 minutes..... 9.50 8.50 8.00 7.50 7.00

(Effingham continued on next page)

ILLINOIS

Effingham—Continued

WCRA-FM

1963
Media Code 4 214 4511 5.00
Effingham Broadcasting Co., Box 568, 110 N. Banker St., Effingham, Ill. 62401. Phone 217-842-4141.

- PERSONNEL**
President—Joseph E. McNaughton.
Gen'l & Sta. Mgr.—Ed Howard.
Sales Manager—Lee Hoving.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
ERP 50,000 w.; 95.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 405 ft. above average terrain.
Partial simulcast operation. Separate operation 8 am-midnight. For simulcast facilities see WCRA.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40s.

TIME RATES

ET 3/22/58—Rec'd 10/25/66.
PROGRAM TIME RATES
WONDERFUL WORLD OF MUSIC
PER MO: Per hr Per hr Per hr
1 hr..... 10 12 hr..... 5
4 hr..... 8 20 hr..... 4
8 hr..... 6
Sold only by the year on firm 52 week contract.
Sponsors receive open and close for each hour plus 4 1-minute commercials.

ELGIN (1 AM; 1 FM)

Kane County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WRMN

1949
Media Code 4 214 4620 4.00
Elgin Broadcasting Co., Box 117, 18-1/2 Douglas Ave., Elgin, Ill. 60120. Sherwood 1-7700.

- STATION'S PROGRAMMING DESCRIPTION**
WRMN: Programmed for adults.
NEWS 25%: 5 min on hour with major newscasts at 6:30 am, 7:30 am, noon & 5 pm. Remote news from suburban communities 12:30-1 pm. MUSIC 50%: albums only including film showtimes and standards. TALK 25%: including telephone call-ins, and information. 6-9 am news, public affairs, music. 9-10 am music standards. 10 am-noon women's show, audience discussion. Noon-1 pm news. 1-2 pm women's show. 2-3 pm telephone call-ins and public interest. 3-5 pm showtimes. 5-5:30 pm news. 5:30 pm sign-off standards. 6 pm Fri to sign-off Sun. weekend broadcasting service, featuring 15 min segments of uninterrupted music standards. Contact Representative for further details. Rec'd 8/3/67.
- PERSONNEL**
Managing Owner—Richard Jakle.
Sales Manager—Roger Bierman.
Program Director—Dave Fisher.
 - REPRESENTATIVES**
Jack Masla & Co., Inc.
 - FACILITIES**
ERP 1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
 - AGENCY COMMISSION**
15/0 time and talent.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 25a, 29a.
Contracts: 40a.
Cancellation: 71a, 73a.

TIME RATES

ET 11/1/63—Rec'd 9/25/68.
A—6-9 am & 4-6 pm.
B—9 am-4 pm.
PACKAGE PLANS
PER WK. 1 MIN: 5 tl 10 tl 20 tl
A..... 9 8 7
B..... 8 7 6
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x..... 55 35 17

WRMN-FM

1961
Media Code 4 214 4621 2.00
Elgin Broadcasting Co., Box 117, 18-1/2 Douglas Ave., Elgin, Ill. 60120. Phone 312-741-7700.

- PERSONNEL**
Managing Owner—Richard Jakle.
Operations Director—Pam Backey.
Sales Manager—Roger Bierman.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 6 am-11 pm daily. CST.
Antenna ht.: 115 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month. 2% service charge after 30 days.
- GENERAL ADVERTISING** See coded regulations
See WRMN listing for coded regulations.

TIME RATES

ET 6/2/69—Rec'd 6/5/69.
SPOT ANNOUNCEMENTS
(6-9 AM)
PER WK. EA: 10 tl 25 tl 50 tl 100 tl
1 min..... 4.00 3.50 3.00 2.50
PROGRAM TIME RATES
YEARLY CONTRACT
PER WK: 7 day 3 day 2 day 1 day
1 hr..... 11 14 16 19
1/2 hr..... 8 11 13 15
4 per hour, 2 per 1/2 hour.

ELMWOOD PARK

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

EVANSTON

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

FAIRFIELD (1 AM; 1 FM)

Wayne County—Map Location 9-F
See SRDS consumer market map and data at beginning of the State.

WFIW WFIW-FM

1953 1965
Subscriber to the NAB Radio Code
Media Code 4 214 4675 8.00
Wayne County Broadcasting Co., Box 310, Hwy. 15 East, Fairfield, Ill. 62837. Phone 618-842-2159.

- PERSONNEL**
Co-Owners—Thomas S. Land and Bryan Davidson.
General Manager—Thomas S. Land.
Sales Manager—Garnet Williams.
- REPRESENTATIVES**
Grant Wehll & Company.
- FACILITIES**
ERP 1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-9 pm.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28b, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60d, *60e, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
(* Exception: 20-second and ID announcements may not be combined.)
Affiliated with KBS Radio Network.

Rates effective June 1, 1965. (Card No. 3.)
Card received April 29, 1965.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
15 tl..... 5.50 4.00 208 tl..... 3.50 2.75
18 tl..... 5.00 3.75 312 tl..... 3.25 2.50
26 tl..... 4.50 3.50 500 tl..... 3.00 2.25
52 tl..... 4.00 3.25 1000 tl..... 2.75 2.00
104 tl..... 3.75 3.00
- PACKAGE PLANS**
SHORT SPOT
Weekly Package rates apply.
20 SECONDS
PER WK: 15 tl..... 37.50 60 tl..... 105.00
30 tl..... 63.00
10 SECONDS
PER WK: 30 tl..... 52.50 120 tl..... 150.00
60 tl..... 99.00
- PROGRAM TIME RATES**
1/2 hr 1/4 hr 10 min 5 min
1 x..... 30 18 14 10
15x-5% 52x-15% 208x-25%
26x-10% 104x-20% 312x-30%

FREEPORT (1 AM; 1 FM)

Stephenson County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WELL (FM)

1965
Media Code 4 214 4730 1.00
Trid Stations, Inc., Box 200, 9-1/2 N. Chicago, Freeport, Ill. 61038. Phone 815-233-4113.

- PERSONNEL**
President—C. Wayne Wright.
General Manager—Richard A. Carroll.
Station Manager—Rick Edwards.
- REPRESENTATIVES**
Gill-Perma, Inc.
- FACILITIES**
ERP 30,400 w.; 98.5 mc.
Operating schedule: 3:00-10:00 pm. CST.
Antenna ht.: 165 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60d, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WFRL.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1965. (Card No. 1.)
Card received January 5, 1966.

- SPOT ANNOUNCEMENTS**
1 min 20 sec 1 min 20 sec
1 tl..... 3.50 2.75 104 tl..... 2.95 2.30
13 tl..... 3.25 2.50 156 tl..... 2.85 2.10
26 tl..... 3.05 2.30 260 tl..... 2.80 2.05
52 tl..... 3.00 2.25 312 tl..... 2.75 2.00

WFRL

1947
Media Code 4 214 4785 5.00
Trid Stations, Inc., 9 N. Chicago Ave., Freeport, Ill. 61033. Phone 815-233-4113.

- PERSONNEL**
General Manager—Richard Carroll.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- FACILITIES**
5,000 w. days; 1570 kc.
Operating schedule: CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60d, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WELI (FM).
Member: Illinois Radio Network.

Member: Illinois Radio Network.

TIME RATES
Rates effective October 1, 1957. (Card No. 8.)
Rates received September 3, 1957.

- SPOT ANNOUNCEMENTS**
A—11:29 am-1 pm and 5:29 pm-sign-off.
B—All other times.
- CLASS A**
Ann. (*) Ann. (*)
1 x..... 11.35 260 x..... 8.10
13 x..... 9.70 312 x..... 7.85
26 x..... 9.45 624 x..... 6.30
52 x..... 9.30 936 x..... 5.04
104 x..... 9.00 1248 x..... 4.03
156 x..... 8.70
- CLASS B**
1 x..... 7.65 260 x..... 5.40
13 x..... 6.45 312 x..... 5.25
26 x..... 6.30 624 x..... 4.20
52 x..... 6.25 936 x..... 3.36
104 x..... 6.00 1248 x..... 2.69
156 x..... 5.80

(*) Bulk spot rates.

GALESBURG (2 AM; 1 FM)

Knox County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WAIK

1957
Subscriber to the NAB Radio Code
Media Code 4 214 4840 8.00
Webster Broadcasting Co., 36 Park Plaza, Galesburg, Ill. 61401. Phone 309-342-3161, 3162. TVX 309-342-3161.

- PERSONNEL**
Pres. & Gen'l Mgr.—F. C. Webster, Jr.
- REPRESENTATIVES**
Jack Masla & Company, Inc.
- FACILITIES**
5,000 w. days; 1590 kc. Directional.
Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**
15% on net time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60d, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc.

TIME RATES
Rates effective April 1, 1962.
Rates received February 28, 1962.

- SPOT ANNOUNCEMENTS**
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00
30 sec 6.00 5.50 5.00 4.50 4.00 3.50 3.00
10 sec 4.00 3.75 3.50 3.25 3.00 2.75 2.50
- PACKAGE PLANS**
WEEKLY PACKAGES
1 minute
Per week: 1 wk. 13 wks. 26 wks. 52 wks.
6 times..... 39.00 36.00 33.00 30.00
12 times..... 72.00 66.00 60.00 57.00
24 times..... 132.00 120.00 108.00 102.00
36 times..... 180.00 162.00 144.00 135.00
30 seconds
6 times..... 27.00 24.00 21.00 18.00
12 times..... 51.00 42.00 39.00 33.00
24 times..... 96.00 78.00 72.00 60.00
36 times..... 126.00 108.00 99.00 81.00

WGIL

1938
Subscriber to the NAB Radio Code
Media Code 4 214 4895 2.00
Galesburg Broadcasting Co., 60 S. Kellogg St., Galesburg, Ill. 61401. Phone 309-342-5131.

- STATION'S PROGRAMMING DESCRIPTION**
WGIL: FAIR 5-7 am; 10:05-10:10 am; 11:50 am-1 pm markets and farm news. NEWS from the hour and half hour with major newscasts at 7:30 am, 12:30 pm, 5 pm & 10 pm. SPORTS includes local high school and college football and basketball games plus major league baseball and football. Morning programming housewife oriented with telephone call in shows and interviews interspersed with popular music. Early evening music rock with school news and activities featured during school year. Contact Representative for further details. Rec'd 7/10/67.
- PERSONNEL**
General Manager—Roger Coleman.
 - REPRESENTATIVES**
Walton Broadcasting Sales Corporation.

- FACILITIES**
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 5-9:30 am. For non-simulcast facilities, see WGL-FM.
- AGENCY COMMISSION**
15% on net charges for facilities; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5.
Affiliated with NBS.
Member: Illinois Radio Network.

TIME RATES
Rates received May 17, 1960.
Rates effective June 1, 1960.

- SPOT ANNOUNCEMENTS**
1 min..... 26x 52x 104x 156x 260x 512x
4 min..... 8.00 7.50 7.00 6.50 6.00 5.50
10 sec..... 4.00 3.75 3.50 3.25 3.00 2.75
- PACKAGE PLANS**
Per week: 1 wk. 13 wks. 26 wks. 52 wks.
10 times..... 65.00 60.00 55.00 50.00
20 times..... 120.00 110.00 100.00 90.00
40 times..... 165.00 150.00 135.00 120.00
- 5-MINUTE NEWS WEATHER, SPORTS**
Per week: Each Total Each Total
1 time..... 15.00 15.00 5 times..... 12.00 60.00
2 times..... 14.00 28.00 6 times..... 11.00 66.00
3 times..... 13.00 39.00 7 times..... 10.00 70.00
13 week minimum contract.

Advertisement

WGIL is located in one of the world's richest agricultural areas, Knox County, which is where Galesburg is located, is one of the top 20 counties in the country in production of hogs. Knox County is the second largest county in the state of Illinois in the production of cattle. Knox County ranks 15th in the amount of agricultural products marketed. Each year over 150,000 acres of corn and 80,000 acres of soybeans are raised in Knox County. Admtral, Outboard Marine, Gates Rubber Co., and Butler have major manufacturing facilities in Galesburg. Radio Station WGIL enjoys a listenership dominance few stations enjoy in their home county. Mostlist gives WGIL 67.8 of the day-time audience. The next closest station has an 8.2. Other surveys reveal similar statistics.

WGIL-FM

1967
Media Code 4 214 4896 0.00
Galesburg Broadcasting Co., 60 S. Kellogg St., Galesburg, Ill. 61401. Phone 309-342-5131.

- STATION'S PROGRAMMING DESCRIPTION**
WGIL-FM: MUSIC policy: general popular music with all selections either introduced or back announced. 1 min weather summary on hour and 2 min news report on half hour. COMMERCIAL POLICY: during periods of non duplication is a maximum of 6 minutes per hour. Contact Representative for further details. Rec'd 8/8/67.
- PERSONNEL**
General Manager—Roger Coleman.
 - REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
 - FACILITIES**
ERP 27,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.
Partial simulcast operation. Operated separately 9:30-10 pm. For simulcast facilities see WGIL.
 - AGENCY COMMISSION**
15% time only; 15th of following month.
 - GENERAL ADVERTISING** See coded regulations
Affiliated with American FM Network.

TIME RATES
ET 5/1/67—Rec'd 4/28/67.

- SPOT ANNOUNCEMENTS**
5 tl 10 tl 30 tl 60 tl
1 min..... 20 35 75 125

GENESEO

Henry County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WGEN

1963
Media Code 4 214 5005 7.00
Geneseo Broadcasting Co., Box 67, Geneseo, Ill. 61254. Phone 309-044-4633.

- PERSONNEL**
President—Ernest G. Swint.
Gen'l Mgr. & Sales Mgr.—Bill Prenevost.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
ERP 3,000 w.; 1500 kc. Non-directional.
Operating schedule: Sunless-local sunset. CST, DST.
None; all rates net to station.
- AGENCY COMMISSION**
15% on net time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21c, 24b, 25a, 26, 28b, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 44a, 46, 47e, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/69—Rec'd 8/3/69.

- SPOT ANNOUNCEMENTS**
1 min..... 4 30 sec..... 3
- PACKAGE PLANS**
SATURATION PLANS
PER MO: 1 min 30 sec
50 tl, ea..... 3.50 2.50
FULL PAGE PLAN
15 spots, per day for 5 days, plus 1 hr broadcast from your store..... 150
CONTRACT RATES
PER YR: 150x 300x 450x 600x
1 min..... 2.15 3.10 3.05 3.00
30 sec..... 2.15 2.10 2.05 2.00
(This listing continued on next page)

Geneseo—WGEN—Continued

8. PROGRAM TIME RATES
 10 min 1/4 hr 20 min 25 min 1/2 hr 3/4 hr 1 hr
 1 x..... 1.00 13.50 18.00 22.50 27.00 40.50 57.00

10. SPECIAL FEATURES
 Farm weather, Farm news reports, per mo..... 125
 1/2 hr station breaks, per mo..... 225
 2 Time Signals per hr, per mo..... 225
 1 Time Signal per hr, per mo..... 125
 Clearing House Ads, minimum 10 per wk, 25 word maximum, ea..... 1.50

GENEVA

Kane County—Map Location F-3
 See SRDS consumer market map and data at beginning of the State.

WGSB

1981

Media Code 4 214 5060 2.00
 Fox Valley Broadcasting Corp., 1215 Fern Ave., St. Charles, Ill. 60174. Phone 312-584-1460.

STATION'S PROGRAMMING DESCRIPTION
 WGSB: Programmed for adults. Emphasis on community events and local public service. Sign-on at 6 am, middle-of-the-road music, local news on hour and network on half hour. 10 min local news reports at 6:35, 7:35 & 8:35 am, 15 min news at noon & 5 pm, M-Sat. 6 pm-1 am, 7 days a week, country and western music, air personality, phone requests and personality endorsement permitted. **SPORTS:** local sports all seasons, college football, 3 sports shows daily M-Sat. Weather: reports every 15 min. **FARM:** 5:30-6 am & 11:35-noon, M-F. Rec'd 6/30/69.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Dolph Hewitt.
 Assistant Manager—Rusty Tym.
 Senior Account Executive—Allen Verachtert.
- FACILITIES**
 1,000 w. days, 500 w. nights; 1480 kc.
 Directional—separate patterns day and night.
 Operating schedule: 5:30-1 am. CST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 22b, 23a, 24a, 25a, 26, 28b.
 Contracts: 40a, 42b, 44a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 ET 1/1/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

1 min. flat.....	6.25	30 sec. flat.....	4.25
PER YR:	250x	500x	1000x
1 min. flat.....	4.50	4.25	4.00
30 sec.....	3.00	2.75	2.50

7. PACKAGE PLANS

1 MINUTE

PER WK, ROS:	10 tl	20 tl	30 tl	40 tl	50 tl
1 wk.....	8.00	5.50	5.00	4.50	4.00
2+.....	5.50	5.00	4.50	4.00	3.50

30 SECONDS

1 wk.....	4.00	3.75	3.50	3.25	3.00
2+.....	3.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

PER WK, FIXED:

1/4 hr.....	16.00	14.50	13.00	12.25
10 min.....	11.00	10.50	9.50	9.00
5 min.....	6.00	5.50	5.00	4.75

GRANITE CITY

Madison County—Map Location D-8
 See SRDS consumer market map and data at beginning of the State.

See St. Louis

(including Clayton, Mo.; Granite City, Ill.)

HARRISBURG (1 AM; 1 FM)

Saline County—Map Location F-10
 See SRDS consumer market map and data at beginning of the State.

WEBQ

1923

Media Code 4 214 5225 1.00
 WEBQ, Harrisburg National Bank Bldg., Box 390, 100 E. Poplar St., Harrisburg, Ill. 62946. Phone 618-253-7032.

STATION'S PROGRAMMING DESCRIPTION
 WEBQ: Programmed for general interest. **NEWS:** 5 min every hour, headlines on half hour. Weather forecasts every quarter hour. 6-7 am, noon-1 pm & 6-8:30 pm farm programming and market reports. 8-10 am country and western music. 10 am-10 pm middle-of-the-road music except 4:30-6 pm rock and roll music programmed for teenage listening. **SPORTS:** live major league baseball home and away, high school and college football and basketball 11:30 am-noon & 7-10 pm, public service programming. **RELIGIOUS:** programs Sun 7 am-noon & 4-10 pm. **COMMERCIAL POLICY:** personality endorsements not permitted. Rec'd 5/1/68.

- PERSONNEL**
 General Manager—Ingalls M. Taylor.
 Farm Director—Ed Topper.
 News & Sports Dir.—Ron Dunn.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1240 kc.
 Non-directional.
 Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
 15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 21e, 23a, 24c, 25a, 27, 28b, 28c, 29b.
 Contracts: 40a, 43, 46, 47a, 61c.
 Comb.: Cont. Discounts: 60a, 62a.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Affiliated with Keystone Network.

September 1, 1969

TIME RATES

Rates effective January 1, 1965. (Card No. 8.)
 Card received March 25, 1965.

6. SPOT ANNOUNCEMENTS

1 min.....	1 tl	26 tl	76 tl	156 tl
30 sec or less.....	8.50	7.25	6.00	4.75
7.00	5.75	4.50	3.25	

8. PROGRAM TIME RATES

1 hr.....	1 tl	26 tl	76 tl	156 tl
1/2 hr.....	80.00	57.00	54.00	51.00
1/4 hr.....	35.00	33.25	31.50	29.75
5 min.....	10.00	9.50	9.00	8.50

WEBQ-FM

1947

Media Code 4 214 5225 9.00
 WEBQ-FM, 100 E. Poplar St., Harrisburg, Ill. 62946. Phone 618-253-7032.

- PERSONNEL**
 General Manager—Ingalls M. Taylor.
 Farm Director—Ed Topper.
 News & Sports Dir.—Ron Dunn.
- FACILITIES**
 Ekt: 4,200 w.; 99.9 mc.
 Operating schedule: 6:00 am-midnight. CST.
 Antenna ht.: 335 ft. above average terrain.
- AGENCY COMMISSION**
 15/10 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 23a, 24c, 25a, 27, 28b, 28c, 29b.
 Contracts: 40a, 43, 46, 47a, 51c.
 Comb.: Cont. Discounts: 60a, 62a.
 Cancellation: 70a, 70c, 71a, 73b.

TIME RATES

Rates effective January 1, 1969.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2	1/4	5	1	Station
hr.	hr.	min.	min.	break
1 time.....	23.50	13.00	8.75	3.50
13 times.....	22.25	12.75	8.50	3.00
26 times.....	21.00	12.00	6.00	2.75
52 times.....	20.00	11.50	5.75	2.50
104 times.....	18.75	10.75	5.50	2.00
156 times.....	17.50	10.00	5.00	1.75

HARVEY

Cook County—Map Location G-3
 See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

HERRIN

Williamson County—Map Location E-10
 See SRDS consumer market map and data at beginning of the State.

WJPF

1940

Subscriber to the NAB Radio Code
 Media Code 4 214 5335 8.00
 Egyptian Broadcasting Inc., Box 550, Herrin, Ill. 62948. Phone 618-642-2181.

STATION'S PROGRAMMING DESCRIPTION
 WJPF: Programmed for adults. Local news director and assistant. 70 newscasts per 24 hours. Sports director. All games live, football and basketball, local high school and college. Public affairs talk shows weekly. Regularly scheduled phone call shows each week. Early morning country and western show by air personality. Music shows by air personality. Women's show by staff women personality. National League baseball. Total information program 8 days per week 7-8:05 am. Contact Representative for further details. Rec'd 7/29/68.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Robert A. Ferrari.
 Assistant Manager—Joe Browning.
 Sales Manager—Walter Schaefer.
- REPRESENTATIVES**
 Walton Broadcasting Sales Corporation.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1340 kc.
 Non-directional.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with MBS Radio Network.

TIME RATES

Rates effective April 1, 1963.

6. SPOT ANNOUNCEMENTS

1-12 tl.....	5.65	4.50	52-103 tl.....	1 min (*)	4.90	3.90
13-25 tl.....	5.45	4.35	104-155 tl.....	1 min (*)	4.70	3.75
26-38 tl.....	5.25	4.20	156-207 tl.....	1 min (*)	4.50	3.60
39-51 tl.....	5.10	4.05	208-312 tl.....	1 min (*)	4.15	3.30

(*) Station breaks.

6. PROGRAM TIME RATES

1-12 tl.....	1 hr	1/2 hr	1/4 hr	5 min
13-25 tl.....	57.00	33.25	19.00	9.50
26-38 tl.....	54.00	31.50	18.00	9.00
39-51 tl.....	52.00	30.75	17.50	8.75
52-103 tl.....	51.00	29.75	17.00	8.50
104-155 tl.....	48.00	28.00	16.00	8.00
156-207 tl.....	45.00	26.25	15.00	7.50
208-312 tl.....	42.00	24.50	14.50	7.25
	39.00	22.75	13.00	6.50

HIGHLAND

Madison County—Map Location D-8.
 See SRDS consumer market map and data at beginning of the State.

WINU

1963

Subscriber to the NAB Radio Code
 Media Code 4 214 5390 3.00
 Progressive Broadcasting Corp., Box 303, Highland, Ill. 62249. Phone 618-654-4161.

STATION'S PROGRAMMING DESCRIPTION
 WINU: Programmed for adults, housewives and commuters. Heavy emphasis on community involvement including fund drives for community activities and projects. M-Sat middle-of-the-road music 6-11 am. 11 am-noon birthday, anniversary request program, ethnic music, German and Swiss. 12:10-12:45 pm farm and markets. 12:45-3 pm & 3-6 pm middle-of-the-road music. **NEWS:** 10 min local, regional and national on hour. Mobile news cruiser. Remote equipment available Sun 7 am-noon, non-commercial, religious music, church services. Noon-6 pm middle-of-the-road music. 10 min local, regional and national news on hour, local sports play-by-play in season. Contact Representative for further details. Rec'd 11/17/67.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Glenn F. Bircher.
 Traffic Manager—Eather Von Hatlen.
- REPRESENTATIVES**
 Walton Broadcasting Sales Corporation.
- FACILITIES**
 250 w. 1510 kc. Directional.
 Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
 15% on time; no cash discount. Bills payable monthly.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10a.
 Basic Rates: 20a.
 Contracts: 40a, 41, 43, 44b, 45, 46.
 Cancellation: 71a, 73b.
 Member: National AirRadio Groups, Inc., Illinois Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 ET 1/1/68—Rec'd 1/17/68.

AA—Mon thru Sat 6-9 am, 11 am-1 pm; 4-7 pm.
 A—Mon thru Sat 9-11 am, 1-4 pm, after 7 pm: Sun all day.

6. SPOT ANNOUNCEMENTS

WKLY:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min 9.00	8.75	8.50	8.25	8.00	7.50	7.00	6.50
30 sec 7.00	6.75	6.50	6.25	6.00	5.50	5.00	4.50

CLASS

1 min 7.00	7.25	7.00	6.75	6.50	6.25	6.00
30 sec 5.50	5.25	5.00	4.75	4.50	4.25	4.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

WKLY: 1 tl 6 tl 12 tl 18 tl 24 tl 30 tl 36 tl
AA 12.00 11.75 11.50 11.25 11.00 10.75 10.50
A 10.50 10.25 10.00 9.75 9.50 9.25 9.00

HIGHLAND PARK

Lake County—Map Location G-3
 See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

JACKSONVILLE (2 AM; 1 FM)

Morgan County—Map Location C-7
 See SRDS consumer market map and data at beginning of the State.

WJIL

1961

Subscriber to the NAB Radio Code
 Media Code 4 214 5445 5.00
 Morgan County Broadcasting Co., Inc., East Morton Rd., Jacksonville, Ill. 62650. Phone 245-5119.

STATION'S PROGRAMMING DESCRIPTION
 WJIL: Programmed for general interest. All segments handled by air personnel. **NEWS:** network and local news on hour, local and state news on half hour. 2 newsmen and mobile units. Capitol information bureau capitol correspondent. Live mobile reports, network and local stock analysis. **FARM:** 6-7 am, noon-1 pm, market reports, agricultural news, weather from U. S. weather bureau and wire. **Farm interviews, SPORTS:** national league and pro football, local high school and college football and basketball. 2 sports shows daily. **MUSIC:** popular, middle-of-the-road. **TALK:** radio classified, woman's interest show, including interviews on hobbies, home-making. **ENTERTAINMENT:** continuous audience participation shows and promotions. Contact Representative for further details. Rec'd 3/20/60.

- PERSONNEL**
 General Manager—Ronald E. Gray.
 Station Manager—Gordon Fish.
- REPRESENTATIVES**
 Hal Walton & Company, Inc.
- FACILITIES**
 1,000 w. days; 1550 kc. Directional.
 Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
 None; all rates net to station. No cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27a, 28c, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62a.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

ILLINOIS

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/69—Rec'd 1/7/69.

AA—Mon thru Sat 6:30-9 am, noon-1 pm & 4-6 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	100x	200x	500x	800x	1200x
AA.....	5.25	5.00	4.75	4.50	4.25	4.00
A.....	4.25	4.05	3.85	3.65	3.45	3.25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WLDS

1941

Subscriber to the NAB Radio Code
 Media Code 4 214 5500 7.00
 Jacksonville Radio & Television Broadcasting Corp., Box 477, Jacksonville, Ill. 62850. Phone 217-245-7171.

STATION'S PROGRAMMING DESCRIPTION
 WLDS: Programmed for adults. Local news and community events. **NEWS:** 35% local and area, 65% national and international. News director and 3 assistants. Mobile unit. Public affairs, 8% including hour telephone program daily. **FARM:** 5:30-7 am & 11:45 am-1 pm, markets, weather and news. **MUSIC:** popular and standards. **AIR PERSONALITIES** on all musical programs. Rock and roll for teenagers 2-4 pm Sat. **RELIGIOUS:** daily hymn time and Sun services. Rec'd 8/18/67.

- PERSONNEL**
 President—Robert A. Fay.
 General Manager—Gerald J. Cassens.
 Commercial Manager—Barney Lewis.
- FACILITIES**
 1,000 w. days; 1180 kc. Non-directional.
 Operating schedule: Sunrise-sunset weekdays.
- AGENCY COMMISSION**
 15% net time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 22a, 24c, 28b, 28c.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60f, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with KBS Radio Network.

TIME RATES

ET 8/1/66—Rec'd 5/27/66.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	11 tl	16 tl	20+
1 min or less, ea.....	7.00	6.50	6.00	5.50	5.00

10 seconds—50% of above rate.

WLDS-FM

1948

Subscriber to the NAB Radio Code
 Media Code 4 214 5501 5.00
 Jacksonville Radio & Television Broadcasting Corp., Box 477, Jacksonville, Ill. 62850. Phone 217-245-7171.

STATION'S PROGRAMMING DESCRIPTION
 WLDS-FM: Programmed for adults. **NEWS:** 10% half local and

ILLINOIS

Jerseyville—WJBM—Continued

4. AGENCY COMMISSION

15%
GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21c, 22a, 23b, 24b, 26, 28b, 28c, 30, 33a.
 Contracts: 40a, 41, 42b, 46, 47a, 51a.
 Comb.: Cont. Discounts: 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 82.
 Affiliated with KBB and NAB Radio Networks.

TIME RATES

ET 10/1/59—Rec'd 1/14/60.

6. SPOT ANNOUNCEMENTS	
1x	14x
120 wd.....	5.75 5.20 4.50 4.20 3.90 3.60
60 wd.....	4.55 3.80 2.75 2.95 2.60 2.30

8. PROGRAM TIME RATES					
1x	14x	27x	53x	260x	312x
1 hr.....	50.70	46.50	40.30	37.70	35.10 32.50
1/2 hr.....	31.20	29.25	26.00	23.40	21.45 19.50
1/4 hr.....	19.50	17.50	16.30	15.00	13.85 12.85
5 min.....	11.05	10.40	9.10	7.80	7.15 6.50

WJBM-FM

1967

Media Code 4 214 5811 2.00
 Tri-County Broadcasting Co., Jerseyville, Ill. 62052.
 Phone 498-2185.

1. PERSONNEL

Station Manager—Robert P. Skibbe.
 Program Director—Jeffery D. Pinkerton.
 Sales Manager—Paul E. Long.
3. FACILITIES
 ERP 15,200 w.; 104.1 mc.
 Operating schedule: 6 am-10 pm.
 Partial simulcast operating. Operated separately 8-10 pm. For simulcast facilities see WJBM.

4. AGENCY COMMISSION

15%
GENERAL ADVERTISING See coded regulations
 See WJBM listing for coded regulations.

TIME RATES

ET 11/67—Rec'd 10/10/67.

6. SPOT ANNOUNCEMENTS				
1x	14x	27x	53x	105x 261-312
30 sec.....	3.50	3.25	2.75	2.50 2.25 2.00
1 min.....	4.50	4.25	3.75	3.50 3.25 3.00

7. PACKAGE PLANS			
PER WK:	10 ti	20 ti	50 ti
30 sec.....	25.00	45.00	90.00
1 min.....	35.00	65.00	150.00

8. PROGRAM TIME RATES				
1x	14x	27x	53x	105x 261-312
5 min.....	8.50	8.00	7.00	6.00 5.50 5.00
1/4 hr.....	15.00	13.50	12.50	11.50 10.50 9.00
1/2 hr.....	24.00	22.00	20.00	18.00 16.50 15.00
1 hr.....	39.00	35.00	31.00	29.00 27.00 25.00

JOLIET (2 AM; 1 FM)

Will County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

WJOL

1924

Subscriber to the NAB Radio Code
 Media Code 4 214 5665 8.00
 WJOL, 601 Walnut St., Joliet, Ill. 60434. Phone 815-726-4761.

1. PERSONNEL

General Manager—William W. Hansen.
 Chief Engineer—Howard Dybedock.
 Program Director—Wally Nelson.

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
 Basic Rates: 20a, 21a, 21b, 22a, 23a, 24c, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61b, 62b, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.

TIME RATES

ET 5/1/69—Rec'd 5/26/69.

AA—Mon thru Sat 6-0 am; Mon thru Fri 3-7 pm.
 A—Mon thru Sat 5-6 am & 9 am-3 pm; Sat 8-7 pm.
 B—Sun thru Sat 7 pm-midnight; Sun 6 am-7 pm.
 C—Sun thru Sat midnight-5 am.

6. SPOT ANNOUNCEMENTS						
1 MINUTE						
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk.....	15.00	14.50	14.00	13.00	12.00	11.00
13 wk.....	14.50	14.00	13.00	12.00	11.00	10.00
52 wk.....	14.00	13.00	12.00	11.00	10.00	9.00

CLASS A		
1 wk.....	13 wk.....	52 wk.....
14.00	12.50	12.00
13.00	12.00	11.00
12.00	11.00	10.00
11.00	10.00	9.00

CLASS B		
1 wk.....	13 wk.....	52 wk.....
10.00	9.50	9.00
9.50	9.00	8.00
8.50	8.00	7.00
8.00	7.00	6.00
7.00	6.00	5.00
6.00	5.00	4.50
5.00	4.50	4.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WJOL-FM

1959



Subscriber to the NAB Radio Code
 Media Code 4 214 5666 6.00
 WJOL, Inc., 601 Walnut St., Joliet, Ill. 60434.
 Phone 815-726-4761.

1. PERSONNEL

General Manager—William W. Hansen.
 Chief Engineer—Howard Dybedock.
 Program Director—Wally Nelson.

3. FACILITIES

ERP 1,000 w.; 96.7 mc.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 See WJOL listing for coded regulations.

TIME RATES

Rates effective May 1, 1962.
 Rates received March 23, 1962.

6. SPOT ANNOUNCEMENTS	
1 min. flat	5.00

WJRC

1964

Subscriber to the NAB Radio Code
 Media Code 4 214 5775 5.00
 WJRC, Box 014, 57 W. Jefferson St., Suite 400,
 Joliet, Ill. 60431. Phone 815-727-5176.

1. PERSONNEL

General Manager—J. Robert Whesler.
 Program Director—Tedd Ostrem Jr.
 Sales Manager—Robert Costello.

3. FACILITIES

300 w.; 1510 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28c, 29a, 30c.
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62a.
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS.

TIME RATES

No. 8 ET 6/15/69—Rec'd 7/7/69.
 Prime Time—Mon thru Fri 7-9 am, noon-1 pm & 4-6 pm; Sat 7-9 am.
 Other—After 6 pm.
 Standard—All other times.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 x.....	6.50 6.00 3.50 5.00 4.80 3.00
26 x.....	6.00 5.50 3.25 4.50 4.00 2.75
52 x.....	5.50 5.00 3.00 4.25 3.75 2.50
156 x.....	5.00 4.50 2.75 4.00 3.50 2.25
280 x.....	4.50 4.00 2.50 3.75 3.25 2.00
312 x.....	4.00 3.50 2.25 3.50 3.00 1.75
524 x.....	3.75 3.25 2.00 3.25 2.75 1.50
780 x.....	3.50 3.00 1.75 3.00 2.50 1.25
1000 x.....	3.25 2.75 1.50 2.75 2.25 1.00

7. PACKAGE PLANS

15 sec: 80% of 30-sec.
 10 CONSEC DAYS: 100 ti 50 ti 25 ti 10 ti
 30 sec..... 3.00 3.25 3.50 4.00
 1 min..... 4.00 4.25 4.50 5.00
 ROS between 7 am and 6 pm and are subject to re-scheduling within same period.

10. SPECIAL FEATURES

NEWS AT 10:00
 5 min..... 6.75 6.00 5.25 4.75
 Includes open and close and 1 1-minute spot.

WEATHER REPORTS
 (4 times hourly)
 Prime..... 6.50 6.00 5.50 5.00 4.50
 Standard..... 6.00 5.50 5.00 4.50 4.00
 Other..... 3.50 3.25 3.00 2.75 2.50
 Includes open and close and 1 1-minute spot.

KANKAKEE (1 AM; 1 FM)

Kankakee County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

WKAK (FM)

1962

Subscriber to the NAB Radio Code
 Media Code 4 214 5830 6.00
 WKAK, Inc., Box 183, Rt. 54 North, Kankakee,
 Ill. 60901. Phone 815-930-4541.

1. PERSONNEL

General Manager—Arthur De Marco.
 Chief Engineer—Kenneth C. Baker.
 Sales Manager—Dean Alexander.

3. FACILITIES

ERP 6,600 w.; 99.9 mc.
 Operating schedule: 6 am-midnight. CST.
 Antenna ht.: 220 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3b, 3c, 3d, 4c, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 23a, 23b, 24b, 28a, 30, 31, 33a, 33b, 33c, 33d.
 Contracts: 40a, 44a.
 Cancellation: 70a, 72.
 Member: National A-Radio Groups, Inc.
 Affiliated with American FM Network.

TIME RATES

ET 6/15/69—Rec'd 6/27/69.

6. SPOT ANNOUNCEMENTS				
1x	50x	400x	965x	1000x
1 min.....	15.00	6.50	6.00	5.75 5.50 5.00
30 sec, 50+ 4.00.				

7. PACKAGE PLANS		
25 ti	50 ti	100 ti
Ea.....	6.00	5.75 5.50

Must be used in 7 days.

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	30
Ea.....	60	40	30

10. SPECIAL FEATURES				
NEWS				
1x	10x	50x	100x	365x
5 min.....	25.00	15.00	12.50	12.00 10.00

WKAN

1947

Media Code 4 214 5885 2.00
 Mid-America Audio-Video, Inc., 150 S. Dearborn,
 Kankakee, Ill. 60901. Phone 815-933-6633.

1. PERSONNEL

President—Burrell L. Small.
 Executive Vice-President—Len H. Small.
 Station Manager—Don Hoover.

2. REPRESENTATIVES

John C. Butler & Company, Inc.
3. FACILITIES
 1,000 w. days; 500 w. nights; 1320 kc.
 Directional.
 Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15/0 net charge.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25c, 28a, 28c, 29a, 29b.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 62d.
 Cancellation: 70c, 71a.
 Prod. Services: 80, 81, 82.

TIME RATES

ET 8/1/68—Rec'd 6/27/68.

A—Mon thru Sat 6-9 am, 11:30 am-1:30 pm & 4-6:30 pm; Sun 11:30 am-1:30 pm & 4-6:30 pm.
 B—Mon thru Sun 9-11:30 am, 1:30-4 pm & 6:30 pm-sig-off; Sun 7:30-9 am.

6. SPOT ANNOUNCEMENTS							
1 MIN/LESS:	1x	26x	52x	156x	260x	312x	520x
A	10.50	9.50	9.00	8.50	8.00	7.50	7.00
B	9.50	8.50	8.00	7.50	7.00	6.50	6.00

7. PACKAGE PLANS

1-MINUTE OR LESS
 PER WK, EA:
 A..... 10.00 9.75 9.50 9.25 9.00 8.75
 B..... 9.00 8.75 8.50 8.25 8.00 7.75

8. PROGRAM TIME RATES

CLASS A						
1x	26x	52x	156x	260x	312x	520x
1 hr.....	84.00	80.00	76.00	72.00	68.00	64.00 60.00
1/2 hr.....	47.00	44.75	42.50	40.25	38.00	35.75 33.50
1/4 hr.....	31.25	29.25	28.20	26.80	25.80	23.80 22.85
5 min.....	18.50	17.25	16.00	14.75	15.50	12.25 11.00

CLASS B						
1x	26x	52x	156x	260x	312x	520x
1 hr.....	63.50	60.50	57.50	54.50	51.50	48.50 45.50
1/2 hr.....	38.00	34.25	32.50	30.75	29.00	27.25 25.50
1/4 hr.....	23.50	22.40	21.80	20.20	19.10	18.00 16.90
5 min.....	16.50	15.25	14.00	12.75	11.50	10.25 9.00

KEWANEE (1 AM; 1 FM)

Henry County—Map Location D-4
 See SRDS consumer market map and data at beginning of the State.

WKEI

1952

Media Code 4 214 5940 5.00
 Kewanee Broadcasting Company, Inc., Hotel Kewanee,
 125 N. Chestnut St., Kewanee, Ill. 61443. Phone
 309-853-4471.

1. PERSONNEL

Managing Owner—George Walker.
 Sales Manager—John Klingner.

3. FACILITIES

500 w. days, 250 w. nights; 1450 kc.
 Non-directional.
 Operating schedule: 5:30 am-10 pm. CST.
 Partial simulcast operation. Simulcast 8 am-1 pm.
 For non-simulcast facilities see WKEI-FM.

4. AGENCY COMMISSION

None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b.

La Salle—W L P O-FM—Continued.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 4/1/67—Rec'd 4/6/67.

6. SPOT ANNOUNCEMENTS	
1 min 30 sec	1 min 30 sec
1 x..... 5.90 3.95 865 x..... 3.95 2.85	
52 x..... 5.30 3.70 500 x..... 3.75 2.65	
156 x..... 4.95 3.45 1000 x..... 3.50 2.40	
250 x..... 4.40 3.10 2000 x..... 3.10 2.00	

7. PACKAGE PLANS	
1 WEEK	
PER WK:	
1 min..... 21 tl 35 tl 70 tl	
30 sec..... 4.95 4.40 3.95	
50 sec..... 3.45 3.20 2.85	
2 WEEKS	
1 min..... 4.40 4.25 3.75	
30 sec..... 3.20 3.05 2.65	
13 WEEKS	
1 min..... 3.95 4.10	
30 sec..... 2.85 2.85	

8. PROGRAM TIME RATES				
1/2 hr	1/4 hr	10 min	5 min	3 min
1 x..... 29.50 19.70 14.75 9.85 7.40				
52 x..... 25.50 17.25 12.75 8.65 6.90				
104 x..... 22.90 15.40 11.45 7.70 6.15				
156 x..... 19.70 13.20 9.85 6.60 5.35				
260 x..... 18.75 12.70 9.85 6.40 5.10				
312 x..... 18.20 12.90 9.10 6.15 4.85				
395 x..... 15.85 10.80 7.90 5.40 4.30				
500 x..... 15.85 10.80 7.90 5.40 4.30				

LAWRENCEVILLE (1 AM; 1 FM)

Lawrence County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WAKO

Media Code 4 214 6160 9.00
Lawrenceville Broadcasting Company, Box 210, Lawrenceville, Ill. 62439. Phone 943-3354.

- PERSONNEL
Manager—Stuart K. Lankford.
- REPRESENTATIVES
The Denvy Organization, Inc.
- FACILITIES
500 w. days; 910 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAKO-FM.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21d, 23b, 24b, 28a, 29a.
Contracts: 41, 44a, 47a, 51h.
Comb.; Cont. Discounts: 61c.
Cancellation: 71a.
Amiliated with MBS.

TIME RATES				
Rates effective June 1, 1959.				
Rates received May 25, 1959.				
6. SPOT ANNOUNCEMENTS/PROGRAM RATES				
1 hr	1/2 hr	1/4 hr	5 min	1 min
1 time..... 50.00 30.00 16.00 12.50 7.75				
26 times..... 47.00 28.00 15.75 11.50 7.50				
52 times..... 26.00 15.50 11.00 7.25				
104 times..... 43.00 25.00 15.25 10.50 7.00				
156 times..... 39.00 23.00 15.00 10.00 6.50				
156 times..... 37.00 22.00 14.50 9.50 6.00				
240 times..... 36.00 21.00 14.00 8.75 5.00				
312 times..... 34.00 20.00 13.00 8.00 4.25				

WAKO-FM

Media Code 4 214 6161 7.00
Lawrenceville Broadcasting Company, Box 210, Lawrenceville, Ill. 62439. Phone 618-943-3354.

- PERSONNEL
Pres. & Gen'l Mgr.—Stuart K. Lankford.
Program Director—Hubert C. Davis.
- REPRESENTATIVES
The Denvy Organization, Inc.
- FACILITIES
ERP 8,000 w. (vert.); 2,250 w. (horiz.); 103.1 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 248 ft. above average terrain.
Partial simulcast operation. Operated separately sunset-midnight. For simulcast facilities see WAKO.
- AGENCY COMMISSION
15/0 time only; payable monthly.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21c, 22a, 24b, 25b, 26, 28a, 29a, 33a.
Contracts: 40a, 44a, 47a, 51b.
Comb.; Cont. Discounts: 60i, 61c, 62d.
Cancellation: 71a.
Prod. Services: 80.

TIME RATES
Rates are identical to WAKO. See that listing.

LINCOLN

Logan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WPRC

Media Code 4 214 6215 1.00
Prairie Radio Corp., Box 37, Lincoln, Ill. 62456.
Phone 1370.

- PERSONNEL
Pres. & Gen'l Mgr.—Ray F. Knochen.
Station Manager—Earle W. Layman.

- FACILITIES
500 w. days; 1370 kc. Non-directional.
Operating schedule: 5:00 a.m. to 7:00 p.m. week-days; 8:00 a.m. to 8:00 p.m. Sundays. CST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
Basic Rates: 22a, 26, 29a.
Comb.; Cont. Discounts: 60a.
Cancellation: 71b.
Length of commercial copy:
5 minutes..... 1:45 30 minutes..... 4:15
10 minutes..... 2:15 45 minutes..... 5:45
15 minutes..... 3:00 60 minutes..... 7:00
Amiliated with MBS Radio Network.

TIME RATES					
Rates effective January 1, 1953. (Card No. 4.)					
Rates received January 6, 1953.					
6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	312 tl.
1 hour..... 40.00 38.00 36.00 34.00 32.00 30.00					
1/2 hour..... 25.00 23.75 22.50 21.25 20.00 18.75					
1/4 hour..... 15.00 14.25 13.50 12.75 12.00 11.25					
10 minutes..... 12.00 11.40 10.80 10.20 9.60 9.00					
5 minutes..... 8.00 7.60 7.20 6.80 6.40 6.00					
*1 minute..... 5.00 4.75 4.50 4.25 4.00 3.75					
*Station brk..... 4.00 3.80 3.60 3.40 3.20 3.00					

(*) 120 words or 60 seconds transcription.
(†) 35 words or 20 seconds transcription.

- SPECIAL FEATURES
Time Signals—(hourly) 20 words maximum) 6 announcements daily, days weekly, run of schedule, per week—100.00. Minimum 4 weeks.

LITCHFIELD (1 AM; 1 FM)

Montgomery County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WSMI

Media Code 4 214 6270 6.00
Mid-Tillinois Broadcasting Co., Box 10, Litchfield, Ill. 62556. Phone 217-324-2345. Hillsboro, Ill.: Phone 217-532-2068.

- PERSONNEL
Pres. & Gen'l Mgr.—Hayward L. Talley.
Traffic Manager—Tom Finkle.
- REPRESENTATIVES
Grant Webb & Company.
Missouri and downstate Illinois—Call station collect.
- FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26b, 29c, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60g.
Cancellation: 71a, 72.
Prod. Services: 82.
Amiliated with MBS Radio Network.
Member: Illinois Radio Network.

TIME RATES	
ET 4/1/68—Rec'd 3/26/68.	
AAA—Mon thru Sat 9-11 am	
AA—Weekdays 6:44-7 am, 9-9:15 am, 11:15 am-1:15 pm, 3:55-5:30 pm; Sun 11:59 am-5:30 pm.	
A—All other times.	
6. SPOT ANNOUNCEMENTS	
1 MIN:	
AAA..... 10.00 9.41 8.24 7.05 6.12	
AA..... 8.00 7.50 7.00 5.55 5.00	
A..... 5.00 4.75 4.50 4.00 3.50	
30 SEC:	
AAA & AA..... 6.00 5.50 5.00 4.50 4.00	
A..... 4.00 3.80 3.60 3.20 2.80	
20 SEC:	
AAA & AA..... 5.00 4.50 4.00 3.50 3.00	
A..... 3.50 3.33 3.15 2.80 2.45	
10 sec: 50% of 1-min.	

8. PROGRAM TIME RATES					
1 x	10 min	5 min	1/4 hr	10 min	5 min
1 x..... 23.50 14.25 17.70 14.15 9.20					
52 x..... 17.70 8.85 11.80 10.00 8.25					
78 x..... 10.00 8.85 7.07					
156 x..... 10.00 8.25 5.90					
260 x..... 14.75 7.38					
312 +..... 14.15 7.08 9.50 7.68 5.30					

WSMI-FM

Media Code 4 214 6271 4.00
Mid-Tillinois Broadcasting Co., Box 10, Litchfield, Ill. 62556. Phone 217-324-2345. Hillsboro, Ill.: Phone 217-532-2068.

- PERSONNEL
Pres. & Gen'l Mgr.—Hayward L. Talley.
Operations Manager—David Hamblin.
- FACILITIES
ERP 17,500 w.; 106.1 mc.
Operating schedule: 6:00 a.m. to 10:15 p.m. CST.
Antenna height—200 feet above average terrain.
- AGENCY COMMISSION
15% on time only.
- GENERAL ADVERTISING See coded regulations
See WSMI listing for coded regulations.

TIME RATES		
ET 5/1/67—Rec'd 5/15/67.		
6. SPOT ANNOUNCEMENTS		
1 min	30 sec	
1 min..... 5.00 4.75 4.75 4.50 4.00		
30 sec..... 4.00 3.80 3.80 3.60 3.20		
8. PROGRAM TIME RATES		
1/4 hr	10 min	5 min

1/4 hr..... 17.00 11.80 10.60 10.00 9.50		
10 min..... 14.15 10.00 8.85 8.25 7.68		
5 min..... 9.20 8.25 7.07 5.90 5.30		

LOVES PARK

Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

See Rockford
(including Loves Park)

MACOMB (1 AM; 1 FM)

McDonough County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WKAI

Media Code 4 214 6380 3.00
WKAI Broadcasting Co., 119 W. Carroll St., Macomb, Ill. 61455. Phone 809-833-5561.

- PERSONNEL
President—William H. Rudolph.
General Manager—Bob Wille.
Commercial Manager—Billie Pilling.
- FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: 7 am-4:45 pm. CST.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 29a, 29b, 31.
Contracts: 40a, 41, 44b, 45, 47e.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a, 72.
Prod. Services: 80, 81, 82.
Frequency discounts may be earned when AM and FM are bought under same or concurrent contracts. Frequency discount program eligibility earns corresponding spot discount. Spot eligibility earned in any combination of guaranteed time, ROS spots and/or programs.

TIME RATES				
NATIONAL AND LOCAL RATES SAME				
ET 10/15/68—Rec'd 10/30/68.				
6. SPOT ANNOUNCEMENTS				
ROS:				
1 min..... 4.00 3.40 3.20 3.00 2.75 2.50				
30 sec..... 3.10 2.50 2.30 2.10 1.90 1.75				
GUARANTEED:				
1 min..... 5.80 4.75 4.45 4.20 3.95 3.50				
30 sec..... 4.30 3.50 3.15 2.95 2.65 2.45				
8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	10 min	5 min

1 hr..... 40.00 38.00 36.00 34.00 32.00 30.00 28.00 26.00				
1/2 hr..... 24.00 22.80 21.60 20.40 19.20 18.00 16.80 15.60				
1/4 hr..... 16.00 15.20 14.40 13.60 12.80 12.00 11.20 10.40				
10 min..... 13.00 12.35 11.70 11.05 10.40 9.75 9.10 8.45				
5 min..... 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20				

WKAI-FM

Media Code 4 214 6381 1.00
WKAI Broadcasting Co., 119 W. Carroll St., Macomb, Ill. 61455. Phone 309-833-5561.

- PERSONNEL
President—William H. Rudolph.
General Manager—Bob Wille.
Commercial Manager—Billie Pilling.
- FACILITIES
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.—500 ft. above average terrain.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates are identical to WKAI. See that listing.

MARION

Williamson County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WGGH

Media Code 4 214 6490 0.00
Marion Broadcasting Co., Box 340, Route 13 east, Marion, Ill. 62959. Phone 618-993-8102, 8103.

- PERSONNEL
President—George W. Dodds.
General Manager—Jim Duncan.
Commercial Manager—Jns S. Trammell.
- REPRESENTATIVES
Bernard Howard & Co., Inc.
- FACILITIES
5,000 w. days; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 49.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES	
Rates effective February 22, 1956.	
Rates received June 4, 1956.	

6. SPOT ANNOUNCEMENTS

1 minute:				
1 time.....	10.00	156 times.....	7.50	
13 times.....	9.50	260 times.....	7.00	
26 times.....	9.00	312 times.....	6.50	
42 times.....	8.50	624 times.....	6.00	
104 times.....	8.00	936 times.....	5.50	

8. PROGRAM TIME RATES

1 hr.....	90.00
1/2 hr: 60% of hour.....	10 min: 28% of hour.....
1/4 hr: 40% of hour.....	5 min: 21% of hour.....

DISCOUNTS

13x—5%	52x—15%	156x—25%	312x—35%
26x—10%	104x—20%	260x—30%	

MATTOON (1 AM; 1 FM)

Coles County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WEIC

Media Code 4 214 6375 8.00
Community Communications Associates, Inc., Box 168, Charleston, Ill. 61920. Phone 217-345-2145.
Other office: Hwy. 316, Charleston, Ill. 61920.

- PERSONNEL
President—John F. Huribut.
Mgr. & Sales Mgr.—Thomas N. Ehke.
- REPRESENTATIVES
Vic Piano Associates, Inc.
- FACILITIES
1,000 w. days; 1270 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WEIC-FM.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.; Cont. Discounts: 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81, 82.
Amiliated with MBS and KBB.

TIME RATES	
ET 1/1/68—Rec'd 1/5/68.	
6. SPOT ANNOUNCEMENTS	
PER WK, EA:	
1 min.....	5.00 4.60 4.20 3.80
30 sec.....	3.50 3.25 3.00 2.75
10 sec.....	2.50 2.30 2.10 1.90
8. PROGRAM TIME RATES	
PER WK, EA:	1 hr

ILLINOIS

Mattoon—Continued

WLBH-FM

1949



Subscriber to the NAB Radio Code
Media Code 4 214 6601 2.00
Mattoon Broadcasting Co., 1632-1/2 Broadway, Mattoon, Ill. 61938. Phone 217-234-6464.

STATION'S PROGRAMMING DESCRIPTION
WLBH-FM: 6-8:30 am. 83% consists of talk with locally originated news, mainly local; farm director with news, markets, interviews, and weather; commentaries by management; sports news, 37% consists of music with middle-of-the-road. 8:30 am-6 pm, 91.7% consists of music programmed for offices, businesses, and homes featuring standards, showtunes, and middle-of-the-road. 8.3% consists of spot announcements, spot news, and weather. 6-7 pm, news; public affairs interviews, commentaries, and middle-of-the-road music. 7-11 pm, stereo music consisting of variety of trend music, film music, showtunes, standards, middle-of-the-road, and popular jazz. Contact Representative for further details. Rec'd 7/11/67.

1. PERSONNEL
President—J. R. Livesay.
Vice-Pres. & Mgr.—Ken Wooddell.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Illinois Radio Network.

3. FACILITIES
ERP 23,000 w.; 06.9 mc. Stereo.
Operating schedule: 5:45 am-11 pm daily. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 29a.
Contracts: 40a, 42c, 44b, 45, 46, 47b, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective October 1, 1949. (Card No. 1.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 min.	30 sec.
1 hour..... 22.00 21.00 20.00 19.00 18.00 17.00 16.50	11 10 9 8 7 6 5
1/2 hour..... 13.00 13.50 12.00 11.50 11.00 10.50 10.00	11 10 9 8 7 6 5
1/4 hour..... 7.50 7.25 7.00 6.75 6.50 6.25 6.00	11 10 9 8 7 6 5
15 minutes..... 6.00 5.70 5.40 5.10 4.80 4.50 4.20	11 10 9 8 7 6 5
5 minutes..... 4.00 3.80 3.60 3.40 3.20 3.00 2.80	11 10 9 8 7 6 5
1 minute..... 3.00 2.85 2.70 2.55 2.40 2.25 2.10	11 10 9 8 7 6 5

(* 1 minute or 160 words.)

McLEANSBORO

Hamilton County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WMCL

1968



Media Code 4 214 6680 6.00
Hamilton County Broadcasting Corp., Box 282, McLeansboro, Ill. 62859. Phone 618-643-2311.

1. PERSONNEL
President—Phillip Kane.
General Manager—Lawrence R. Elliott.
Sales Manager—Codie Guthrie.

3. FACILITIES
250 w.; 1080 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 5, 6a.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21b, 22a, 22b, 24b, 28c, 30.
Contracts: 42a, 43, 46.
Comb.: Cont. Discounts: 60a, 60i, 60k, 61a, 62b.
Cancellation: 70b, 70d, 82.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/1/68—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
1 min..... 3 30 sec..... 2	15 11 30 11 60 11
30 sec..... 21 42 84	21 42 84

7. PACKAGE PLANS

PER WK:	15 11 30 11 60 11
30 sec..... 21 42 84	21 42 84

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	5 min
30.00	15.00	7.50	7.50
27.50	13.50	6.25	6.25
22.50	12.00	6.00	6.00

MENDOTA (1 AM; 1 FM)

La Salle County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WGCL

1964



Media Code 4 214 6710 1.00
Joi-Co Radio, Inc., Box 65, 706 Washington St., Mendota, Ill. 61752. Phone (815) 2751.

STATION'S PROGRAMMING DESCRIPTION
WGCL: Programming is middle-of-the-road music with farm reports, information and entertainment. Over 15 farm market reports daily. Direct Chicago stock market reports twice daily. Local livestock reports. Direct Chicago Board of Trade reports twice daily. NEWS: on hour, headlines on half hour. Daily farmers salutes. Farmer's telephone quiz. 4-H and FFA programs. Contact Representative for further details. Rec'd 8/16/67.

1. PERSONNEL
President—John F. Hurlbut.
Sales & Mgr.—James K. Withers.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES

250 w. days; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operating hours. For non-simulcast facilities see W-C-FM.

4. AGENCY COMMISSION
15/0: due and payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a, 26, 27, 28b, 29c, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with Keystone Broadcasting System, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/1/67—Rec'd 11/6/67.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 11 10 11 20 11 30 11
1 min..... 3.75 3.30 2.85 2.60	11 10 9 8 7 6 5
30 sec..... 2.75 2.40 2.20 2.00	11 10 9 8 7 6 5
20 sec..... 2.35 2.05 1.90 1.75	11 10 9 8 7 6 5
10 sec..... 1.90 1.60 1.40 1.25	11 10 9 8 7 6 5

8. PROGRAM TIME RATES

PER YR:	1x 52x 104x 156x 208x 312x
1 hr..... 40.00 37.50 37.50 37.50 37.50 37.50	11 10 9 8 7 6 5
1/2 hr..... 25.00 22.75 20.50 20.50 20.50 20.50	11 10 9 8 7 6 5
1/4 hr..... 15.00 13.75 12.50 11.25 10.00 9.00	11 10 9 8 7 6 5
5 min..... 8.50 7.75 7.00 6.25 5.50 4.75	11 10 9 8 7 6 5

WGCL-FM

1965



Media Code 4 214 6711 9.00
Joi-Co Radio, Inc., Box 65, 706 Washington St., Mendota, Ill. 61752. Phone (815) 2751.

STATION'S PROGRAMMING DESCRIPTION
WGCL-FM: See WGCL for programming description.

1. PERSONNEL
President—John F. Hurlbut.
Manager—James K. Withers.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
ERP 3,000 w.; 100.9 mc.
Operating schedule: 6 am-10 pm.
Antenna ht.: 107 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-sunrise & sunset-10 pm. For simulcast facilities see WGCL.

4. AGENCY COMMISSION
15/0: due and payable when rendered.

5. GENERAL ADVERTISING See coded regulations
See WGCL listing for coded regulations.
Affiliated with American Entertainment Network.
Affiliated with Keystone Broadcasting System, Inc.

TIME RATES
60% of applicable AM rates.

METROPOLIS

Massac County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

WMOK

1950



Subscriber to the NAB Radio Code
Media Code 4 214 6820 6.00
Fort Massac Broadcasting Company, 409 Ferry St., Metropolis, Ill. 62960. Phone 2106.

1. PERSONNEL
Sales & Sta. Mgr.—V. E. Smith.

3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 5:30 am-local sunset weekdays; 7:00 am-sunset Sundays. CST.

4. AGENCY COMMISSION
15% on time only; 15 days rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 21b, 21c, 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 71a, 73a.
Prod. Services: 82.

TIME RATES
Rates effective April 1, 1962. (Card No. 7.)
Card received July 2, 1962.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
1 time..... 4.75 4.00 280 times..... 2.85 2.40	11 10 9 8 7 6 5
13 times..... 4.25 3.60 312 times..... 2.50 2.10	11 10 9 8 7 6 5
26 times..... 3.90 3.35 605 times..... 2.15 1.80	11 10 9 8 7 6 5
52 times..... 3.55 3.05 730 times..... 1.80 1.50	11 10 9 8 7 6 5
156 times..... 3.20 2.70	11 10 9 8 7 6 5

Time Signals (20 words). 200 minimum, each—1.40

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..... 42.00 28.00 20.00 16.00 10.00	11 10 9 8 7 6 5			
13 times..... 40.00 27.00 18.00 14.00 9.00	11 10 9 8 7 6 5			
26 times..... 38.00 26.00 18.50 13.25 8.25	11 10 9 8 7 6 5			
52 times..... 36.00 25.00 15.00 12.00 7.50	11 10 9 8 7 6 5			
156 times..... 32.00 23.00 13.50 10.75 6.75	11 10 9 8 7 6 5			
280 times..... 30.00 22.00 12.00 9.50 6.00	11 10 9 8 7 6 5			
312 times..... 28.00 21.00 10.50 8.25 5.25	11 10 9 8 7 6 5			
365 times..... 26.00 19.00 9.00 7.00 4.50	11 10 9 8 7 6 5			
730 times..... 22.00 18.00 8.00 6.75 4.75	11 10 9 8 7 6 5			

MOLINE

Rock Island County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Davenport (Iowa)-Rock Island (Ill.)-Moline (Ill.) under Iowa

MONMOUTH

Warren County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WRAM

1957



A Prairieland Station
Media Code 4 214 6875 2.00
Prairieland Broadcasters, Box 367, 200 S. Main, Monmouth, Ill. 61462. Phone 309-734-2111.

1. PERSONNEL
General Manager—Phillip T. Zenl.
Commercial Manager—Dennis Boyer.

2. REPRESENTATIVES
Grant Webb & Company.

3. FACILITIES
1,000 w. days; 1330 kc. Directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
ET 8/8/67—Rec'd 8/8/67.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
1 min 5.30 5.00 4.71 4.41 4.12 3.82 3.53	11 10 9 8 7 6 5
30 sec 4.41 4.12 3.82 3.53 3.24 2.94 2.65	11 10 9 8 7 6 5

10. SPECIAL FEATURES
HOTLINE

PER WK: 1 11 5 11
Ea..... 6.00 5.00
Balanced rotation plan.

MORRIS (1 AM; 1 FM)

Grundy County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCSJ

1964



Subscriber to the NAB Radio Code
Media Code 4 214 6980 5.00
Grundy County Broadcasters, Inc., Box 167, 303-1/2 Liberty St., Morris, Ill. 60450. Phone 815-942-0022.

1. PERSONNEL
Pres. & Gen'l Mgr.—M. H. Stuckwisch.

3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 13b, 14b.
Basic Rates: 20b, 21a, 21c, 22c, 24b, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/66—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
1 min..... 5.20 4.70 4.45 4.20 4.00 3.80	11 10 9 8 7 6 5

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
28x-5% 104x-12-1/2% 280x-20% 52x-10% 156x-15% 312x-25%	27 17 13 9	11 10 9 8 7 6 5		

WRMI (FM)

1962



Media Code 4 214 6985 9.00
Ottie E. Greiner, dba Radio Morris, Box 288, Church Rd., Morris, Ill. 60450. Phone 815-942-2424.

1. PERSONNEL
General Manager—Ottie E. Greiner.
Station Manager—W. B. Greiner.

3. FACILITIES
ERP 3,400 w.; 104.7 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 107 ft. above average terrain.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 8.
Basic Rates: 20a.
Contracts: 40.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/15/67—Rec'd 10/14/68.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 11 6 11 12 11 24 11
1 min..... 5.00 4.74 4.50 4.25 4.00	11 10 9 8 7 6 5
30 sec..... 4.00 3.75 3.50 3.25 3.00	11 10 9 8 7 6 5

CONTRACT DISCOUNTS

13 wk-5%	25 wk-10%	52 wk-15%
1/4 HR:	13 wk	26 wk 52 wk
1 11	10.00 9.75 9.50	11 10 9 8 7 6 5
3 11	9.25 9.00 8.75	11 10 9 8 7 6 5
7 11	8.50 8.25 8.00	11 10 9 8 7 6 5

MOUNT CARMEL (1 AM; 1 FM)

Wabash County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WSAB (FM)

1960



Subscriber to the NAB Radio Code
Media Code 4 214 7042 2.00
WSAB, Inc., Box 210, 318 Market St., Mount Carmel, Ill. 62863. Phone 618-262-5151.

1. PERSONNEL
President—Leonard M. Koger, Jr.
Exec. Vice-Pres. & Gen'l Mgr.—Louise B. Williams.

3. FACILITIES
ERP 37,400 w.; 94.9 mc.
Operating schedule: 24 hour daily. CST.
Antenna ht.: 410 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d.
Rate Protection: 15, 15b.
Basic Rates: 20b, 24a, 26.
Contracts: 49.
Cancellation: 71b, 72, 73a, 73b.

TIME RATES
Rates effective November 15, 1963. (Card No. 2.)
Rates effective 4 received November 27, 1963.

6. SPOT ANNOUNCEMENTS	
1 min 30 sec	1 min 30 sec
100 11..... 2.40 1.55 520 11..... 2.00 1.25	11 10 9 8 7 6 5
150 11..... 2.25 1.45 521 or more..... 1.90 1.15	11 10 9 8 7 6 5
260 11..... 2.15 1.35	11 10 9 8 7 6 5

7. PACKAGE PLANS
WEEKLY PACKAGES
(Minimum 13 weeks)

PER WK:	13 wk	26 wk	52 wk
40 1-min spots.....	62.00	58.00	56.00
20 1-min spots.....	34.00	31.00	29.00
40 30-sec spots.....	34.00	32.00	30.00
20 30-sec spots.....	20.00	19.00	18.00

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER

PER PROGRAM:

13 11	6.50 156 11	6.00
52 11	6.35 260 or more 11	5.00
104 11	6.10	5.00

WVMC

1949



Subscriber to the NAB Radio Code
Media Code 4 214 7095 6.00
Joi-Co Radio, Inc., Box 553, Outer N. Cherry St., Mt. Carmel, Ill. 62863. Phone 618-262-5111.

1. PERSONNEL
Pres. & Gen'l Mgr.—John F. Hurlbut.
Sta. & Sales Mgr.—Ken Kessler.
Secretary-Treasurer—Emmy Lou Hurlbut.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
500 w. days; 1360 kc.
Operating schedule: 5:55 am-local sunset weekdays; 7:00 am-local sunset Sunday. CST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 25a, 27, 28b, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60x, 60i, 61a, 62b.
Cancellation: 70a, 70b, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
No. 6 ET 10/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS	
PER WK, EA:	1 11 6 11 12 11 24 11 30 11
1 min..... 3.75 3.60 3.45 3.25 3.00 2.75	11 10 9 8 7 6 5
30 sec..... 3.00 2.90 2.80 2.60 2.40 2.20	11 10 9 8 7 6 5
10 sec..... 2.25 2.10 1.95 1.80 1.65 1.50	11 10 9 8 7 6 5

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
13 x-10% 26 x-15% 52 x-20% 104 x-25% 156 x-30% 260 x-35%	30 25 18 14 9	11 1		

Mount Vernon—W.M.I.X.—Continued

road, swing, NEWS: on hour, eight 5 min national, world news, eight 10 & 15 min local, world, national news, 3 min headlines on half hour. FARM: programming sign-on-7 am & 11:30 am-1 pm features market reports, weather conditions and interviews. Morning and afternoon programs feature music, phone quiz. Sat & Sun programs regionally oriented. Contact Representative for further details, Rec'd 1/29/69.

- PERSONNEL**
President—John R. Mitchell.
Vice-President—Don Wealer.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
5,000 w. days; 940 kc.
Operating schedule: Sunrise-local sunset. CST.
Simulcast during AM operational hours. For non-simulcast facilities, see WMIX-FM.
- AGENCY COMMISSION**
15/0 time; payable last day of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47c, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
AM and FM programs may be combined for frequency rate.

TIME RATES

ET—Rec'd 1/29/68.
AA—6-9 am, 11 am-1 pm & 4-6 pm.
A—9-11 am, 1-4 pm & 6 pm-sign-off.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	7.50	5.00	2.60
26 x	7.50	5.00	3.12 x
52 x	7.50	5.40	5.00 x
156 x	7.20	5.10	10.00 x

CLASS AA

1x	26x	52x	156x	260x	312x	500x
1/4 hr.	30	28	26	25	24	23
10 min.	25	23	21	20	19	18
5 min.	20	18	16	15	14	13

CLASS A

1x	26x	52x	156x	260x	312x	500x
1/2 hr.	43	40	37	36	34	32
1/4 hr.	28	26	24	23	22	20
10 min.	23	21	19	18	17	16
5 min.	18	16	14	13	12	11

WMIX-FM
1946

Media Code 4-214 7151 7.00
Mount Vernon Radio & Television Co., Mitchell Bldg., Mount Vernon, Ill. 62864. Phone 618-242-3500.
STATION'S PROGRAMMING DESCRIPTION
WMIX-FM: Programed for general interest.
AIR PERSONALITIES handle all segments. **MUSIC:** country and western, gospel. **NEWS:** 5 min before hour, national, local and regional. **FARM:** programming 6-8 am, 11 am-1 pm features market reports, weather conditions and interviews. **SPORTS:** local high school football and basketball. Morning and afternoon programs feature country and western music and audience participation shows. Sun programs regionally oriented. Contact Representative for further details, Rec'd 1/29/69.

- PERSONNEL**
President—John R. Mitchell.
Vice-President—Don Wealer.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 50,000 w.; 94.1 mc.
Operating schedule: 5:45 am-10 pm. CST.
Antenna ht.: 612 ft. above average terrain.
Simulcast operation with WMIX-AM. For simulcast rates see WMIX.
- AGENCY COMMISSION**
15/0 time; rendered last of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47c, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

ET—Rec'd 1/29/68.
AA—6-9 am, 11 am-1 pm & 4-6 pm.
A—9-11 am, 1-4 pm & 6 pm-sign-off.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	5.70	4.30	2.60
13 x	5.50	4.00	2.60 x
26 x	5.20	3.90	3.12 x
52 x	4.70	3.70	5.00 x

CLASS A

1x	13x	26x	52x	104x	156x	260x
1/2 hr.	25.00	24.00	23.00	22.00	21.00	20.00
1/4 hr.	18.00	17.00	16.50	16.00	15.50	15.00
10 min.	14.00	13.00	12.50	12.00	11.50	11.00
5 min.	10.00	9.00	8.50	8.00	7.50	7.00

CLASS AA

1x	13x	26x	52x	104x	156x	260x
1/4 hr.	20.00	18.00	16.50	15.00	14.00	13.00
10 min.	16.00	14.00	12.50	11.00	10.00	9.00
5 min.	10.00	8.00	6.70	6.40	6.00	5.50

MURPHYSBORO

Jackson County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WINI
1954

Media Code 4 214 7260 6.00
WINI, Box 678, Old Rt. 13, N. of Murphysboro, Ill. 62968. Phone 618-984-2128.
STATION'S PROGRAMMING DESCRIPTION
WINI: Programed for adults and young adults.
MUSIC: middle-of-the-road. **FARM:** regional network farm program 6-8:30 am. Farm show 12:30-1 pm. **NEWS:** on hour, 15 min local news 7-10 am, noon-5 pm. Women's show 9-10 am, fashions, discussions, homemaking hints. Talk program 10:30-11:30 am using open telephone lines. 1-7 pm air personalities handle all segments. **COMMERCIAL POLICY:** 16 minutes maximum any hour. **SPORTS:** all live major league baseball and football, college basketball and football. Personalities available for remote pickups. Direct teletype service US Weather Bureau. Rec'd 10/24/67.

- PERSONNEL**
General Manager—Dale W. Adkins.
Customer Service Director—Nancy J. Adkins.
- FACILITIES**
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 33d.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Magic Circle Network.

TIME RATES

ET—Rec'd 3/30/67.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	7.50	5.10	3.12 x
26 x	7.30	5.00	5.00 x
52 x	7.20	4.90	7.50 x
156 x	7.00	4.70	10.00 x
260 x	6.70	4.50	

CLASS AA

1x	26x	52x	156x	260x	312x	500x
1/4 hr.	30	28	26	25	24	23
10 min.	25	23	21	20	19	18
5 min.	20	18	16	15	14	13

CLASS A

1x	26x	52x	156x	260x	312x	500x
1/2 hr.	43	40	37	36	34	32
1/4 hr.	28	26	24	23	22	20
10 min.	23	21	19	18	17	16
5 min.	18	16	14	13	12	11

NORMAL

McLean County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Bloomington
(including Normal)

OAK PARK

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

OLNEY (1 AM; 1 FM)

Richland County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WSEI (FM)
1953

Media Code 4 214 7315 8.00
Illinois Broadcasting Co., Inc., Radio Tower Rd., Olney, Ill. 62450. Phone 618-393-2156.

- PERSONNEL**
Gen'l & Sales Mgr.—Lawrence W. Beabout.
Program Director—Joseph E. Kosack.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- FACILITIES**
ERP 50,000 w.; 92.9 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 290 ft. above average terrain.
- AGENCY COMMISSION**
15% net time; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b.
Cancellation: 71a, 73a.
AM facilities: WVLN.

TIME RATES

Rates effective February 1, 1963.
Rates received September 10, 1963.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	5.70	4.30	2.60
13 x	5.50	4.00	2.60 x
26 x	5.20	3.90	3.12 x
52 x	4.70	3.70	5.00 x

CLASS A

1x	13x	26x	52x	104x	156x	260x
1/2 hr.	25.00	24.00	23.00	22.00	21.00	20.00
1/4 hr.	18.00	17.00	16.50	16.00	15.50	15.00
10 min.	14.00	13.00	12.50	12.00	11.50	11.00
5 min.	10.00	9.00	8.50	8.00	7.50	7.00

CLASS AA

1x	13x	26x	52x	104x	156x	260x
1/4 hr.	20.00	18.00	16.50	15.00	14.00	13.00
10 min.	16.00	14.00	12.50	11.00	10.00	9.00
5 min.	10.00	8.00	6.70	6.40	6.00	5.50

WVLN
1947

Media Code 4 214 7370 3.00
Illinois Broadcasting Co., Inc., Radio Tower Rd., Olney, Ill. 62450. Phone 618-393-2156.
PERSONNEL
Gen'l & Sales Mgr.—Lawrence W. Beabout.
Program Director—Joseph E. Kosack.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on net time; Bills rendered 1st., payable 19th.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 21a, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WSEI (FM).
Affiliated with MBS and KDS.
Member: Illinois Radio Network.

TIME RATES

Rates effective January 1, 1953.
Rates received December 29, 1952.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	45.00	27.00	18.00
13 x	43.00	25.85	17.25
26 x	41.00	24.30	16.50
52 x	39.00	22.95	15.75
104 x	37.00	21.80	15.00
156 x	35.00	20.55	14.25
260 x	33.00	19.30	13.50
312 x	31.00	17.55	12.75

WVLN spot rates earned may apply on WSEI purchases.

OTTAWA (1 AM; 1 FM)

La Salle County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCMY
1952

Subscriber to the NAB Radio Code
Media Code 4 214 7425 5.00
Carl H. Meyer, Box 430, 417 W. Madison St., Ottawa, Ill. 61350. Phone 815-433-1430.

- PERSONNEL**
Gen'l & Sales Mgr.—Joseph M. Donohue.
Assistant Sales Manager—H. Lee Jackson.
- FACILITIES**
500 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 4 ET 7/1/67—Rec'd 6/19/67.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	5.70	4.30	2.60
13 x	5.50	4.00	2.60 x
26 x	5.20	3.90	3.12 x
52 x	4.70	3.70	5.00 x

CLASS A

1x	13x	26x	52x	104x	156x	260x
1/4 hr.	20.00	18.00	16.50	15.00	14.00	13.00
10 min.	16.00	14.00	12.50	11.00	10.00	9.00
5 min.	10.00	8.00	6.70	6.40	6.00	5.50

- SPOT ANNOUNCEMENTS**
1 min 30 sec 20 sec 10 sec
1 x 5.70 4.30 3.12 2.60
- FREQUENCY DISCOUNTS**
10%—5% 50%—20% 500%—30%
20%—10% 100%—25% 1000%—35%
30%—15%
Based on number of spots used in 12 month period, beginning with 1st date used. Discounts cumulative but not retroactive. Contracts cancelled before completion short rated to discounts earned.
- PACKAGE PLANS**
10 tl (within 1 wk) 50 40
50 tl (within 2 wk) 220 180
100 tl (within 3 wk) 400 300
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 40 25 16 12 7
No frequency discount on program rates.

WOLI (FM)
1964

Media Code 4 214 7480 0.00
WOLI Broadcasting Corp., Box 763, Hitt St., Ottawa, Ill. 61350. Phone 815-434-0000.

- PERSONNEL**
President—Dolph Hewitt.
General Manager—Robert L. Harris.
- FACILITIES**
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL RATE POLICY**
Affiliated with MBS.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 2 ET 8/1/68—Rec'd 7/29/68.

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1 x	5.70	4.30	2.60
13 x	5.50	4.00	2.60 x
26 x	5.20	3.90	3.12 x
52 x	4.70	3.70	5.00 x

CLASS A

1x	13x	26x	52x	104x	156x	260x
1/2 hr.	27.00	25.00	24.00	22.50	21.50	19.50
1/4 hr.	15.00	13.50	13.00	12.50	12.00	11.00
10 min.	11.00	10.50	10.00	9.50	9.00	8.50
5 min.	7.00	6.75	6.25	6.00	5.75	5.25

ILLINOIS

PARIS (1 AM; 1 FM)

Edgar County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WPRS
1951

Media Code 4 214 7535 1.00
Paris Broadcasting Corp., Box 398, Paris, Ill. 61944. Phone 465-0153.
Studio: State Route 133, 2 miles West of Paris, Ill.
STATION'S PROGRAMMING DESCRIPTION
WPRS: Programed for housewives, farmers, and commuters:
5-6:30 am country and western music. 6:30-7:30 am middle-of-the-road music with 5 min news on hour and half hour. 11:30-noon top 20. 7 grain and stock market reports each day. M-F. Noon-3:30 pm general popular music. 3:30-4 pm top 20. 4-7 pm general popular music with 5 min news on hour and headlines on half hour. Rec'd 10-27-67.

- PERSONNEL**
Pres. &

ILLINOIS

Pekin—WSIV, WSIV-FM—Continued

- 2. REPRESENTATIVES**
Meeber Radio, Inc.
South & Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**
5,000 w. days; 1140 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
FM—ERP 780 w.; 95.3 mc.
Operating schedule: 5:45 am-11:00 pm. CST.
Antenna ht.: 85 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a.
Basic Rates: 20a, 21b, 22a, 25a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 71.
Prod. Services: 82.
FM operated in conjunction with AM days; separately local sunset-11:00 pm.

TIME RATES

Rates effective November, 1968. (Card No. 9.)
Card received November 22, 1968.

7. PACKAGE PLANS

WEEKLY PACKAGES

1 min or less	1 tl	5 tl	10 tl	15 tl	20 tl
	3.00	8.00	7.00	8.00	5.00

8. PROGRAM TIME RATES

1 hr.	50.00	1/4 hr.	22.00
1/2 hr.	30.00	5 min.	12.00

Flat, no further discounts.

PEORIA (4 AM; 2 FM)

Peoria County—Map Location D-5
See SIBS consumer market map and data at beginning of the State.

WIRL 1947

The Eastman Station



Subscriber to the NAB Radio Code

Media Code 4 214 7700 1.00
Mid-America Media, Inc., 121 N. E. Jefferson Ave.,
Peoria, Ill. 61602. Phone 309-676-8911.

STATION'S PROGRAMMING DESCRIPTION
WIRL: Programmed for adults and teens. MUSIC 78%. AIR PERSONALITIES feature current hits and standards from 5 am-3 pm and current hits from 3 pm-5 am. NEWS 15%; 5 min on hour and 2 min on half hour. 7 man news team with 5 mobile news units. News features national, international, state and local. Numerous mobile news reports daily. Editorials daily. SPORTS: high school and college basketball and football play-by-play. Audience participation contests run continually. Contact Representative for further details. Rec'd 7/21/67.

- 1. PERSONNEL**
President—D. L. Small.
Vice-Pres. & Gen'l Mgr.—Howard H. Frederick.
Station Manager—Morton Cantor.
- 2. REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**
5,000 w.; 1290 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 22b, 23a, 24a, 28c, 29a, 31.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60d, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Network.

TIME RATES

Eff 11/1/67—Rec'd 10/19/67.
Rev. 1/1/69—Rec'd 12/28/68.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 5-8 am & 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

PER WK:		1 tl	12 tl	18 tl	24 tl
Section I	36.00	34.00	32.00	28.00	26.00
Section II	32.00	30.00	28.00	24.00	22.00
Section III	28.00	26.00	24.00	20.00	18.00

30 SECONDS

Section I	28.80	27.20	25.60	20.80	19.20
Section II	25.60	24.00	22.40	19.20	17.60
Section III	22.40	20.80	19.20	16.00	14.40

10 SECONDS

Section I	18.00	17.00	16.00	13.00	12.00
Section II	16.00	15.00	14.00	12.00	11.00
Section III	14.00	13.00	12.00	10.00	9.00

BEST BUY PLAN
Plan A—12 tl (61, 61L, 211L), ea. 25
Plan B—18 tl (61, 61L, 311L), ea. 23
Plan C—24 tl (12L, 81L, 411L), ea. 20
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES

5 min: 1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%
Not applicable to Best Buy Plan.
Minimum wky sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wky advertising.

WIVC (FM)

1966



GERT BUNCHEZ
& ASSOCIATES



Media Code 4 214 7755 5.00
Illinois Valley Communications, Inc., Box 3335,
West Glen Sta., Peoria, Ill. 61614. Phone 309-
694-1441.

- 1. PERSONNEL**
President—H. P. Slane.
General Manager—F. P. Nugent.
Sales Manager—Harold O. Bastian.
- 2. REPRESENTATIVES**
Gert Bunchez and Associates.
- 3. FACILITIES**
ERP 50,000 w. (vert.), 50,000 w. (horiz.); 106.9 mc.
Operating schedule: 6:30-1 am. CST.
Antenna ht.: 450 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 24b, 25c, 26, 28c,
29b, 33a.
Contracts: 40a, 43, 47a.
Comb.: Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72b.
Prod. Services: 80.
Affiliated with American FM Network.
Affiliated with American Information Network.
Member: Gert Bunchez & Associates Group.

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 8/1/66—Rec'd 10/14/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec	
1 x	9.00	6.00	156 x 6.00
13 x	8.00	5.50	280 x 5.50
26 x	7.50	5.00	312 x 5.00
52 x	7.00	4.50	365 x 4.50
104 x	6.50	4.00	

8. PROGRAM TIME RATES

1 HOUR		1 tl	2 tl	3 tl	4 tl	5 tl	60.00
PER WK:		54.00	50.00	47.50	45.00	40.00	40.00
13 wk		60.00	45.00	42.50	40.00	35.00	35.00
26 wk		45.00	40.00	37.50	35.00	30.00	30.00

WMBD

1927

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 214 7810 8.00
Midwest Television, Inc., 212 S. W. Jefferson Ave.,
Peoria, Ill. 61602. Phone 309-676-0711. TWX 810-
652-3954.

1. PERSONNEL

- President—August C. Meyer.
General Manager—William L. Brown.
Sales Manager—Thomas I. Greer.
- 2. REPRESENTATIVES**
Henry I. Christal Co., Inc.
- 3. FACILITIES**
5,000 w.; 1470 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0 time and talent; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a, 26, 27,
28a, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 50,
51b.
Comb.: Cont. Discounts: 60b, 60g, 60I, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 28 Eff 8/1/67—Rec'd 7/31/67.
AA—Mon thru Sat 6:30-10 am; 8:30-10 pm & 3-7 pm.
A—Mon thru Sat 9:30-6:30 am, noon-1 pm & 3-7 pm.
B—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-6 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B	
1 MINUTE		1 MINUTE		1 MINUTE	
PER WK:	1 tl	6 tl	12 tl	18 tl	24+
1 wk	28.00	25.00	22.00	18.00	15.00
13 wk	24.00	21.00	19.00	16.00	14.00
26 wk	20.00	18.00	15.00	14.00	12.00
52 wk	15.00	14.00	13.00	12.00	11.00

30 SECONDS

1 wk	18.00	16.80	14.80	12.40	12.40
13 wk	16.80	15.60	14.80	12.80	11.20
26 wk	15.40	14.40	12.60	11.40	10.00
52 wk	12.40	11.60	10.40	9.80	8.80

CLASS A		CLASS B		CLASS C	
1 MINUTE		1 MINUTE		1 MINUTE	
1 wk	25.00	22.00	19.00	16.00	14.00
13 wk	21.00	18.00	16.00	14.00	12.00
26 wk	18.00	15.00	13.00	12.00	11.00
52 wk	14.00	13.00	12.00	11.00	10.00

30 SECONDS

1 wk	20.00	17.80	15.20	12.80	11.20
13 wk	17.00	15.20	13.20	11.40	10.20
26 wk	14.00	13.00	11.20	10.20	9.20
52 wk	11.20	10.40	9.60	8.80	8.00

CLASS B		CLASS C		CLASS D	
1 MINUTE		1 MINUTE		1 MINUTE	
1 wk	22.00	19.00	16.00	14.00	13.00
13 wk	19.00	16.00	14.00	12.00	11.00
26 wk	15.00	13.00	12.00	11.00	10.00
52 wk	13.00	12.00	11.00	10.00	9.00

30 SECONDS

1 wk	17.00	15.20	12.80	11.20	10.40
13 wk	15.20	13.20	11.40	10.20	9.40
26 wk	13.00	11.20	10.20	9.20	8.20
52 wk	10.40	9.60	8.80	8.00	7.20

CLASS C		CLASS D		CLASS E	
1 MINUTE		1 MINUTE		1 MINUTE	
1 wk	19.00	16.00	14.00	13.00	12.00
13 wk	16.00	14.00	12.00	11.00	10.00
26 wk	13.00	12.00	11.00	10.00	9.00
52 wk	12.00	11.00	10.00	9.00	8.00

30 SECONDS

1 wk	15.20	13.80	11.20	10.40	9.60
13 wk	13.20	11.40	10.20	9.40	8.60
26 wk	11.20	10.20	9.20	8.20	7.60
52 wk	9.60	8.80	8.00	7.20	6.40

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN		1 wk	13 wk	26 wk
CONSEC WKS:		194	168	150
12 tl (3AA, 3A, 4B, 2C)		247	215	192
18 tl (4AA, 5A, 5B, 4C)		293	265	228
24 tl (6AA, 6A, 7B, 5C)				

TAP spots may be combined to earn consecutive week and times-per-week discount but are not subject to lower rate themselves.

FLOATING ANNOUNCEMENTS
1-minute or 30-second announcements may be floated within Class "A", "B", and "C" times by taking a 10% discount from the applicable rate.

RUN OF SCHEDULE
Announcements of 1-minute or less may be scheduled on a ROS basis by taking 50% discount from the applicable fixed Class "A" 1-minute rate.

Quickie Announcements
Available on pre-emptible basis at 50% of applicable 30-second rate.

Combinability
Fixed, floating, and ROS announcements may be combined. Rateholders will be fixed position Class A, B or C minutes or 30 seconds only.

8. PROGRAM TIME RATES

A—5:30-10 am, noon-1 pm & 3-7 pm.		B—10 am-noon & 1-3 pm.		C—All other times.	
1-2 TL PER WK:		1-12	13-25	26-51	52
1/4 HR:		wk	wk	wk	wk
Class A		40.	38.	36.	32.
Class B		36.	34.	32.	30.
Class C		32.	30.	28.	26.

10 MIN:		26 WEEKS		52 WEEKS	
Class A		30.	28.	26.	22.
Class B		26.	24.	23.	20.
Class C		24.	22.	21.	17.

5 MIN:		1/4 HR:		1/2 HR:	
Class A		22.	21.	19.	17.
Class B		20.	19.	18.	16.
Class C		18.	17.	15.	14.

5 MIN:		1/4 HR:		1/2 HR:	
Class A		38.	36.	32.	30.
Class B		34.	32.	30.	28.
Class C		30.	28.	26.	24.

10 MIN:		1/4 HR:		1/2 HR:	
Class A		28.	26.	22.	20.
Class B		24.	23.	20.	18.
Class C		22.	21.	17.	16.

5 MIN:		1/4 HR:		1/2 HR:	
Class A		19.	17.	16.	14.
Class B		18.	16.	15.	13.
Class C		15.	14.	13.	11.

10. SPECIAL FEATURES		NOON FARM BLOCK	
TOWN & COUNTRY TIME (5:30-6:30 am)		Class A rate applies.	

WMBD-FM

1946



Subscriber to the NAB Radio Code

Media Code 4 214 7865 2.00
Midwest Television, Inc., 212 S. W. Jefferson Ave.,
Peoria, Ill. 61602. Phone 309-676-0711. TWX
910-652-3954.

- 1. PERSONNEL**
President—August Meyer.
General Manager—William L. Brown.
Sales Manager—Thomas I. Greer.
- 2. REPRESENTATIVES**
Henry I. Christal Co., Inc.

- 3. FACILITIES**
ERP 27,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 570 ft. above average terrain.

- 4. AGENCY COMMISSION**
15% on time; no cash discount.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 20b, 22a, 23a, 24b, 24c, 25a, 27,
28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 50, 51b.
Comb.: Cont. Discounts: 60b, 60g, 60I, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES

WPEO
1946



DEVNEY ORGANIZATION

Media Code 4 214 7920 5.00
Winter Broadcasting, Inc., Jefferson Hotel & Motor Inn, Peoria, Ill. 61602. Phone 309-874-9249.
STATION'S PROGRAMMING DESCRIPTION
WPEO: Programmed for adults.
Farm 6-6:30 am, interviews, market reports, country agent reports and weather. Entertainment 6:30-9 am featuring air personality. Local news on hour and network news on half hour, featuring country and western music. Talk programs 9 am-noon. Farm noon-12:30 pm with weather, Chicago grain reports, news, market reports direct from stockyards. Talk programs 12:30-1:30 pm. Entertainment 1:30 pm sign-off employing air personality featuring country and western music. Contact Representative for further details. Rec'd 11/2/67.

- PERSONNEL**
Manager—Edwin A. Pancost, Jr.
- REPRESENTATIVES**
The Devney Organization, Inc.
Kansas City, St. Louis—Contact Chicago office of Devney.

- FACILITIES**
1,000 w. days; 1020 kc. Non-directional. Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 41, 42a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MRS Radio Network.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 ET 11/1/66—Rec'd 10/27/66.
Class AA—5:00-7:00 am and noon-1:00 pm Mon thru Sat.
Class A—7:00-9:30 am and 3:00-6:00 pm Mon thru Sat.
Class B—9:30 am-3:00 pm and 6:00 pm sign-off Mon thru Sat: all day Sun.

6. SPOT ANNOUNCEMENTS
ANNOUNCEMENTS—1 MINUTE

PER WK:	1 wk	13 wk	52 wk
1 ti	12.00	11.00	10.00
6 ti	11.50	10.50	9.50
12 ti	11.00	10.00	9.00

CLASS A

1 ti	6 ti	12 ti
10.00	9.00	8.00
9.50	8.50	7.50
9.00	8.00	7.00

CLASS B

1 ti	6 ti	12 ti
8.00	7.00	6.00
7.50	6.50	5.50
7.00	6.00	5.00

30 seconds—80% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min
1 wk	105	65	45	30
13 wk	100	60	40	25
52 wk	95	50	30	20

5 minutes—1 1/2 times applicable minute rate.

WXCL
1946

NBC Radio Network

adam young inc.



Media Code 4 214 7975 9.00
Peoria Valley Broadcasting, Inc., 3641 Meadowbrook Rd., Peoria, Ill. 61604. Phone 309-685-5975.

- PERSONNEL**
President—Mel Feldman.
Vice-Pres. & Gen'l Mgr.—Syl Binklin.
Sales Manager—Mike Thatcher.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,000 w.; 1350 kc. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

No. 3 ET 10/1/68—Rec'd 8/29/68.

7. PACKAGE PLANS
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 8 am-6 pm; Sun noon-8 pm.
B—All other times.

PER WK:	AA	A	B	AA	A	B
1 ti	25.00	22.00	16.00	20.00	17.50	13.00
6 ti	22.00	18.00	14.00	17.50	14.50	11.00
12 ti	19.00	16.00	12.00	15.00	13.00	9.50
18 ti	17.00	14.00	10.00	13.50	11.00	8.00
24 ti	15.00	12.00	8.00	12.00	9.50	6.50

10' 50% of 1-min.
Fixed position: 1x rate.

TOTAL AUDIENCE PLANS

PER WK:	1 min	30 sec
Plan I—18 ti (4AA, 4A, 4*B)	192.00	166.00
Plan II—18 ti (6 AA, 7A, 5*B)	252.00	198.00
Plan III—24 ti (8AA, 10A, 6*B)	288.00	228.00
Plan IV—36 ti (15AA, 14A, 7*B)	360.00	288.00

(* Can be used on weekends when available.
Do not combine with weekly packages for additional discounts.

CONSECUTIVE WEEK DISCOUNTS

	13 wk—10%	26 wk—12 1/2%	52 wk—15%
13 wk	10%	12 1/2%	15%

8. PROGRAM TIME RATES
A—Daily 6 am-6 pm.
B—All other times.

	1/2 hr	1 hr	5 min	1/2 hr	1/4 hr	5 min
1 x	70	38	20	50	28	15
13 x	66	36	19	47	26	14
26 x	63	34	18	44	27	14
52 x	61	33	17	42	26	13

PITTSFIELD (1 AM; 1 FM)

Mike County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WBBA

Media Code 4 214 8030 2.00
Pike Broadcasting Co., Pittsfield, Ill. 62363. Phone 285-2157.

- PERSONNEL**
Pres. & Station Mgr.—G. B. Meyer.
- FACILITIES**
250 w. days; 1580 kc. Non-directional. Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 22b, 23a, 28b, 28c.
Contracts: 40a, 51b.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET Rec'd 2/13/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec
1 min	30 sec

8. PROGRAM TIME RATES

	5 minutes	6.00	1/2 hour	22.40
1/4 hour	14.40	1 hour	45.00	

WBBA-FM

Media Code 4 214 8085 6.00
Pike Broadcasting Co., Radio Park, Pittsfield, Ill. 62363. Phone 285-2157.

- PERSONNEL**
Pres., Gen'l. Sta. & Sales Mgr.—G. B. Meyer.
- FACILITIES**
ERP 3,000 w.; 97.7 mc. Stereo. Operating schedule: 6 am-10 pm. Antenna ht.: 268 ft. above average terrain.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 22b, 23a, 28b, 28c.
Contracts: 40a, 51b.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a.

TIME RATES
Rates are identical to WBBA. See that listing.

PONTIAC

Livingston County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPOK

Media Code 4 214 8140 9.00
Livingston County Broadcasting Co., Box 740, Pontiac, Ill. 61764. Phone 844-6101.

- STATION'S PROGRAMMING DESCRIPTION**
WPOK: Programmed for general interest.
MUSIC: 50% current middle-of-the-road hits, 40% standards, 10% country and western each hour.
NEWS: 5 min on hour, local news summaries at 7:30 am, 10 am, noon, 5:45 pm. Weather 5 per hour, summaries at 7:50 am, & 12:15 pm. SPORTS: selected local live play-by-play, news 7:45 am, 12:20 pm, 5:15 pm. FARM: 6-7 am & 11:30 am-noon, markets, news, weather, interviews, discussion. RELIGION: 8 am-1 pm Sun, live services, syndicated services and drama. TALK: swap show, 2:05 daily, editorials periodically. Fashion and homemaking features daily 8-10 am. Contact Representative for further details. Rec'd 7/28/67.
- PERSONNEL**
General Manager—M. O. Simundson.
 - REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
 - FACILITIES**
1,000 w. days; 1080 kc. Directional. Operating schedule: Sunrise-local sunset. CST.
 - AGENCY COMMISSION**
None: all rates net to station.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 14d, 15a, 15d, 16.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: National Ag Radio Groups, Inc., Illinois Radio Network.

No. 2 ET 7/1/68—Rec'd 7/2/69.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10x	25x	50x	100x
1 min	30 sec	10x	25x	50x	100x
30 sec	5.00	4.50	4.25	4.00	3.50
10 sec	3.00	2.75	2.65	2.50	2.20

7. PACKAGE PLANS

SATURATION PLANS—ROS—BTA

	1 MINUTE	12 ti	18 ti	24 ti
1 wk	6.00	5.25	5.00	4.75
13 wk	5.50	5.00	4.75	4.50
26 wk	5.00	4.75	4.50	4.25

30 SECONDS

	1 wk	13 wk	26 wk
1 wk	4.75	4.00	3.75
13 wk	4.50	3.75	3.50
26 wk	4.00	3.50	3.25

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	8.00	16.00	20.00	30.00	40.00
52 x	7.50	15.00	17.50	25.00	35.00

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS

	1x	52x	156x	260x	\$12x
*1/4 hr	9.50	9.25	9.00	8.50	8.00
1/4 hr	16.50	16.00	14.50	13.50	12.50
10 min	13.50	12.50	11.50	10.50	9.50
75 min	9.50	8.75	8.00	7.00	6.50

(* Co-sponsorship.
(†) Full sponsorship.

PRINCETON

Bureau County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WZOE

1961
Subscriber to the NAB Radio Code
Media Code 4 214 8195 3.00
Bureau Broadcasting Co., Inc., Hotel Clerk, Princeton, Ill. 61356. Phone 2-1013. TWX 3-7871.

- PERSONNEL**
General Manager—Russell Holcomb.
Station Manager—Dan Strong.
- FACILITIES**
1,000 w.; 1490 kc. Non-directional. Operating schedule: 5 am-10 pm. CST.
- AGENCY COMMISSION**
15/0: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 73a.
Member: National Ag Radio Groups, Inc., Illinois Radio Network.

TIME RATES
ET Rec'd 12/5/68.

6. SPOT ANNOUNCEMENTS

1x	20x	50x	100x	200x	350+
10 sec	2.25	2.00	1.50	1.25	1.00
20 sec	2.50	2.25	2.00	1.75	1.50
30 sec	3.75	3.25	3.00	2.75	2.25
1 min	4.50	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

SPECIAL FEATURE, PROMOTION PACKAGES

10 ti (in 1 day)	20 ti (in 2 days)	30 ti (in 3 days)
20.00	35.00	50.00
21.00	37.50	55.00
22.00	40.00	60.00

SATURATION FEATURES
(daily for 6 days)

5 ti	10 sec	30 sec	1 min
45	70	90	115
10 ti <td>75</td> <td>125</td> <td>175</td>	75	125	175

10. SPECIAL FEATURES

5-MINUTE SPORT OR NEWS

PER WK:	52 wk	26 wk	13 wk
1 ti, ea	5.25	6.50	7.00
6 ti, ea	27.00	33.00	39.00

BUSINESS BRIEFS
1 line for .45, .25 if used with Feature Commercials.

QUINCY (2 AM; 2 FM)

Adams County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KHMO

HANNIBAL
City of license, Hannibal, Mo.
Considered by MRS Radio Network as their Hannibal, Mo. Quincy, Ill. outlet.
See listing under Hannibal, Mo.

WGEM WGEM-FM

1947
Subscriber to the NAB Radio Code
Media Code 4 214 8250 6.00
Quincy Broadcasting Co., Hotel Quincy, Quincy, Ill. 62301. Phone 217-222-5840. TWX 910-246-3209.

- PERSONNEL**
General Manager—Joseph S. Bonanasinga.
Commercial Mgr.—Ben Stewart.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
8,000 w.; 1440 kc. Directional—Separate patterns day and night.
Operating schedule: 5:30-12:30 am Mon thru Sat; 6:15-12:30 am Sun. CST.
- AGENCY COMMISSION**
15/0: time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: Illinois Radio Network.

ILLINOIS

TIME RATES
Rates effective March 1, 1964.
Rates received April 6, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	10.00	260 ti	8.40
26 ti	9.60	620 ti	8.00
52 ti	9.20	1040 ti	7.60

156 ti..... 8.80
30 seconds—75% of 1-minute rate.
10 seconds—50% of 1-minute rate.

7. PACKAGE PLANS

1 MINUTE SATURATION ANNOUNCEMENTS
1 hr (9:30 am-7:00 pm Sun thru Sat)

PER WK:	ea	tot	ea	tot
12 ti	7.00	84.00	24 ti	6.00
18 ti	6.50	117.00	48 ti	5.50

Specific times may be selected when available.

8. PROGRAM TIME RATES
(6:30 am-7:00 pm)

1 ti	6.00	56.00	30.00	30.00	20.00
26 ti	5.40	54.00	27.00	27.00	18.00
52 ti	4.80	52.00	36.00	22.00	15.00
156 ti	4.20	50.00	35.00	20.00	13.00
260 ti	3.60	48.00	34.00	17.00	12.00

(All other times)
75% of above rates. (CR)

WTAD

1926
CBS Radio Network
HR Representatives, Inc.

Subscriber to the NAB Radio Code
Media Code 4 214 8305 8.00
Lee Enterprises, Inc. (Lee Broadcasting Div.), 10th Fl., W. C. O' Bldg., Quincy, Ill. 62301. Phone 217-222-8200. TWX 910-246-3504.

STATION'S PROGRAMMING DESCRIPTION
WTAD: Middle-of-the-road type music, plus 5 hours country and western, 2 hours rock, 1 hour classic per week.
RELIGIOUS: 45 min daily, religious schedule Sun. NEWS: network on hour, local news 3 times early morning, once mid-day and twice evening, plus 1 community, national and weather roundup 10 pm. SPORTS: coverage includes major league baseball, 2 high schools and 1 college football, soccer, basketball. FARM: programs include capsule reports, interviews, and market summaries morning, noon and evening. Contact Representative for further details. Rec'd 8/2/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr. (Lee Broadcasting Div.)—Walter J. Rothchild.
National Sales Manager

ILLINOIS

Quincy—W T A D—Continued

8. PROGRAM TIME RATES

(Mon thru Sat 6 am-7 pm; Sun 6 am-6 pm)

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	110.00	60.00	44.00	33.00	22.00
13 x	104.50	62.70	41.80	31.35	20.90
26 x	99.00	59.40	39.60	29.70	19.80
39 x	95.00	57.00	38.00	28.40	17.60
52 x	85.80	51.60	34.35	25.75	17.15
104 x	79.20	47.50	31.70	23.75	15.85
156 x	74.80	44.00	29.90	22.45	14.95
260+	63.70	38.25	25.50	19.10	12.75

All other times: 65% of above.
Programs and spots cannot be combined for discount purposes.

W T A D-FM

1946

Media Code 4 214 8360 3.00

Lee Enterprises, Inc. (Lee Broadcasting Div.), 10th fl., W. C. U. Bldg., Quincy, Ill. 62301. Phone 217-222-6200. TWX 910-248-3204.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr. (Lee Broadcasting Div.)—Walter J. Rothchild.
National Sales Manager—Wayne W. Cribb.
Station Manager—Merritt Milligan.

2. REPRESENTATIVES

H-R Representatives, Inc.

3. FACILITIES

ERP 27,000 w.; 99.5 mc. Stereo.
Operating schedule: 5:30-12:05 am Mon thru Sat; 5:55 am-midnight Sun, CST.
Antenna ht.: 750 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-10:15 pm. For simulcast facilities see WTAD.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations See WTAD listing for coded regulations.

TIME RATES

No. 1 Eff 5/1/67—Rec'd 4/20/67.

6. SPOT ANNOUNCEMENTS

(Sun thru Sat)

	1 min.	30 sec	20 sec	10 sec
1 min. per mo.	70	130	190	
Minimum contract 3 months; maximum 1 year.				
Spots rotated 8 am-10 pm, 1 copy change per month, additional copy changes, ea 2.50.				

10. SPECIAL FEATURES

5-minute news on the hour 8 am-10 pm;
1 strip Sun thru Sat, fixed, per mo. 125
Minimum contract 3 months; maximum 1 year.

RANTOUL

Champaign County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WRTL

1962

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 8415 5.00

Regional Radio Service, Box 115, Rantoul, Ill. 61866. Phone 217-893-1460.

1. PERSONNEL

Co-Owner & Sales Mgr.—Donald R. Williams.
Co-Owner, Gen'l Mgr. & Prog. Dir.—William R. Brown.

3. FACILITIES

500 w. days; 1460 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60a, 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 2/1/69—Rec'd 2/5/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	5.00	3.20	2.80	1.90
13 x	4.75	3.10	2.70	1.85
26 x	4.50	3.00	2.60	1.80
52 x	4.00	2.80	2.50	1.75
104 x	3.80	2.50	2.20	1.60
156 x	3.40	2.40	2.10	1.55
260 x	3.20	2.30	2.00	1.50
312 x	3.00	2.20	1.90	1.45
520 x	2.80	2.00	1.70	1.30
1040 x	2.20	1.80	1.40	1.10

7. PACKAGE PLANS

PER MO. ROS:	1 min	30 sec	20 sec	10 sec
10 tl	3.50	3.75	2.25	1.75
20 tl	3.25	2.50	2.00	1.50
30 tl	3.00	2.25	1.75	1.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	30.00	18.00	8.00
13 x	55.00	27.50	17.00	7.50
26 x	50.00	25.00	16.00	7.00
52 x	45.00	22.00	14.50	6.50
104 x	38.00	18.00	13.00	5.75
156 x	35.00	16.00	12.50	5.50
260 x	32.00	14.00	12.00	5.25
312 x	30.00	14.00	11.50	5.00
520 x	26.00	14.00	10.50	4.75
1040 x	22.00	12.00	9.00	4.25

ROBINSON (1 AM; 1 FM)

Crawford County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

WTAY WTAY-FM

1956

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 8470 0.00

Ann Broadcasting Co., Inc., Box 266, Outer W. Main St., Robinson, Ill. 62454. Phone 618-544-2191, 2.

1. PERSONNEL

General Manager—Kathryn A. Duncan (Miss).
Sales Manager—Carl L. Bayer.
Traffic Manager—Dave Dasch.

2. REPRESENTATIVES

Vic Plano Associates, Inc.

3. FACILITIES

250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
FM FACILITIES
ERP 2,800 w.; 101.7 mc.
Operating schedule: 5:00 am-sunrise and 4:45-11:00 pm daily; 4:45-10:00 pm Sun, CST.
Antenna ht.: 154 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15c.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.
Contracts: 40b, 42a, 45, 46, 48.
Comb. Cont. Discounts: 60a, 61a, 61b, 61c, 62a.
Cancellation: 71a, 73a.
FM sold and programmed separately.

TIME RATES

Rates effective June 1, 1962.

Rates received August 6, 1962.

6. SPOT ANNOUNCEMENTS

(1 minute or less)

1 time	6.00	52 times	5.45
13 times	5.80	101 times	5.25
26 times	5.65	261 times	5.00

8. PROGRAM TIME RATES

	1/4 hr.	5 min.	1/4 hr.	5 min.
1 time	20.00	10.50	52 times	17.50
13 times	19.50	0.85	101 times	16.50
26 times	18.50	0.25	261 times	15.00

ROCHELLE

Ogle County—Map Location E-2

See SRDS consumer market map and data at beginning of the State.

WRHL

1966

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 8525 1.00

Tilton Publications, Inc., Box 177, 200 E. Fourth Ave., Rochelle, Ill. 61068. Phone 815-562-7001.

STATION'S PROGRAMMING DESCRIPTION

WRHL: Programmed for adults and young adults.
MUSIC: middle-of-the-road 80%, standards 20%, country and western 10%, AIR PERSONALITIES handle all segments. NEWS: 8 local newscasts, 15 national and international network newscasts per day, 10 market reports daily including farm, stock markets and live reports from regional grain and livestock elevators. 7 local and network spotcasts per day. Audience participation: 4 different features daily, a homemakers show, swap shop, telephone discussion program, 1:30-3 pm music, news, weather and talk. SPORTS: college football, local high school football and basketball, local junior tackle football, little league baseball, all live play-by-play. Contact Representative for further details. Rec'd 5/26/69.

1. PERSONNEL

President—John W. Tilton.
General Manager—Stuart A. Kovar.
Business Manager—Gordon Nicklaus.

2. REPRESENTATIVES

Vic Plano Associates, Inc.

3. FACILITIES

250 w.; 1080 kc. Directional.
120 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25b, 25c, 30.
Contracts: 40a, 42a, 44a, 45, 46, 47a, 51a.
Comb. Cont. Discounts: 60b, 60c, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC National Program Service Plan.

TIME RATES

Eff 12/2/68—Rec'd 12/3/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	56x	104x	312x
30 sec	6.85	6.40	6.20	6.00	5.80
10 sec, ea	4.75	4.30	4.10	3.90	3.70

8. PROGRAM TIME RATES

	1 hr.	26x	56x	104x	312x
1 hr.	52.70	52.50	52.30	52.10	51.90
1/2 hr.	20.25	25.85	25.60	25.40	25.20
1/4 hr.	21.00	20.80	20.40	20.20	20.00
10 min.	15.75	15.35	15.10	14.90	14.70

ROCKFORD (4 AM; 2 FM)

(including Loves Park)

Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WLUV

1962

LOVES PARK

NAB

Media Code 4 214 8580 6.00

Loves Park Broadcasting Company, Box 2201, Loves Park, Ill. 61111. Phone 876-2337.

STATION'S PROGRAMMING DESCRIPTION

WLUV: Programs country and western music for an adult audience. AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. National news from network on half hour, local news on hour. Trading post program 10:05-10:15 am. FARM: noon-12:30 pm includes area livestock and grain reports; farm trend analysis, etc. SPORTS: local high school football and basketball; college and professional football, major league baseball. Contact Representative for further details. Rec'd 3/28/69.

1. PERSONNEL

President—A. Joseph Salv. News Director—Gary Hubbard.
Farm & Sports Dir.—Bill Moylan.

2. REPRESENTATIVES

Jack Masla & Co., Inc.

3. FACILITIES

500 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WLUV-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 25a.
Contracts: 40a, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with MBS.

TIME RATES

No. 3 Eff 5/1/69. Rec'd 3/28/69.

6. SPOT ANNOUNCEMENTS

1 MINUTE

	1 tl	10 tl	20 tl	30 tl	40 tl
1 wk	11.00	10.50	10.00	9.50	9.00
13 wk	10.50	10.00	9.50	9.00	8.50
26 wk	10.00	9.50	9.00	8.50	8.00
52 wk	9.50	9.00	8.50	8.00	7.50
30 sec:	80% of 1-min.	10 sec:	50% of 1-min.		

AM/FM simulcast—1-1/2x applicable rate.

WLUV-FM

1964

LOVES PARK

Media Code 4 214 8635 8.00

Loves Park Broadcasting Co., Box 2201, Loves Park, Ill. 61111. Phone 876-2337.

1. PERSONNEL

President—A. J. Salv. Sports Director—Bill Moylan.
Women's Editor—Marcheta Roberts.

2. REPRESENTATIVES

Jack Masla & Co., Inc.

3. FACILITIES

ERP 3,000 w.; 98.7 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 295 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WLUV.

4. AGENCY COMMISSION

15/0 time; payable on 1st.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

TIME RATES

Rates are identical to WLUV. See that listing.

WROK

1923

WROK-FM

1948
ROCKFORD

RAB

NAB

Media Code 4 214 8745 5.00

WROK, Inc., 1100 Tamarack Ln., Rockford, Ill. 61105. Phone 815-399-2233.

STATION'S PROGRAMMING DESCRIPTION

WROK-FM: Programmed for adults.
MUSIC: middle-of-the-road, film, show, and standard programmed in quarter hour segments from 5:30 am-12M. NEWS: 5 min before hour, 3 mobile unit department, 5:30-6 am morning farm show, 5:25-5:30 pm stock market report. Classical programming Sun. Contact Representative for further details. Rec'd 4/28/69.

1. PERSONNEL
President—Vernon A. Nolte.
General Manager—David W. Salisbury.

2. REPRESENTATIVES
McGavern-Guild—PGW Radio, Inc.

3. FACILITIES
ERP 50,000 w.; 97.5 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 235 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62d.

Cancellation: 70a, 72a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
ET—Rec'd 6/25/69.

6. SPOT ANNOUNCEMENTS
1 min, flat..... 8 30 sec, flat..... 6

WRRR

1953
ROCKFORD

The Eastman Station

Subscriber to the NAB Radio Code

Media Code 4 214 8800 8.00

Radio Rockford, Inc., 113 S. Court St., Rockford, Ill. 61101. Phone 815-968-2263.

STATION'S PROGRAMMING DESCRIPTION

WRRR: Programming for adults and young adults. NEWS: 5 min every 30 min. Three 15 min newscasts daily 6 am, 7:30 am and noon. Talk show daily 9-10 pm. News content, approx 70% local, 30% regional and national. UPI wire and UPI audio, 3 newsmen, 4 personalities. MUSIC: middle-of-the-road. Commercial times, 18 minutes per hour, no double spotting of minute commercials. Contact Representative for further details. Rec'd 1/5/68.

1. PERSONNEL President—Burrell L. Small.
General Manager—Deane D. Osborne.
Commercial Manager—Ward W. Hartman.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
1,000 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset or 8:00 pm, whichever is earlier. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a.

Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 61b, 62a, 62d.

Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Eastman Network.

TIME RATES
ET 6/1/68—Rec'd 4/30/68.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 5:30-8 am, 10 am-3 pm & after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK: 1 t 12 t 18 t 24 t
1 min..... 14.00 13.00 12.00 11.00
30/20 sec..... 11.20 10.40 9.80 8.80
10 sec..... 7.00 6.50 6.00 5.50

SECTION II

1 min..... 10.00 9.00 8.00
30/20 sec..... 9.60 8.00 7.20 6.40
10 sec..... 6.00 5.00 4.50 4.00

DISCOUNTS
28 consec wk..... 4% 52 consec wk..... 8%
Not applicable to Best Buy Plan.

RATEHOLDER
Minimum wkly sched of 8 1-min spots Mon thru Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

BEST BUY PLAN

Mon thru Sat 6-10 am..... A B
Mon thru Fri 10 am-3 pm..... 7 4
Mon thru Sat 3-7 pm..... 8 4
All other times..... 7 3
30 1-min spots, ea..... 8
15 1-min spots, ea..... 10
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.

WYFE

1960
ROCKFORD

Media Code 4 214 8950 5.00
Town & Country Radio, Inc., 125 N. Church St., Rockford Ill. 61101. Phone 815-968-5821.

STATION'S PROGRAMMING DESCRIPTION

WYFE: Programmed for adult and young adults. MUSIC: current hits 80%, albums 15%, western 5%. 7 air personalities, audience participation contests and quizzes. NEWS: 5 min of network and 5 min of local news every hour. Editorials 5 times a day, 7 days a week. FARM: 6-7:30 am & noon-1 pm, market reports, interviews, county agent reports, shipment estimates, detailed weather information and livestock auction reports. SPORTS: 2 min every hour, 8 times each weekend, 5 min network sports features. Contact Representative for further details. Rec'd 6/25/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Greg Rouleau.
Vice-President—Duane Daniels.

2. REPRESENTATIVES
Stone Representatives.

3. FACILITIES
500 w. days; 1150 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 net time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 25a, 28a, 29a.

Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61b, 61c, 62b, 62e.

Cancellation: 70a, 70c, 71a, 73a.
Member: Illinois Radio Network.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective January 1, 1968. (Card No. 5-N.)
Card received November 23, 1965.

Class AA—6:15 am, 9:00 am, noon-1:00 pm and 3:00-6:00 pm Mon thru Sat.
Class A—All other times; all day Sun.

6. SPOT ANNOUNCEMENTS

FIXED POSITION (1 minute)

Class Class Class Class
AA A AA A
1 t..... 12.00 10.00 260 t..... 9.50 7.50
26 t..... 11.00 9.00 312 t..... 8.75 7.00
104 t..... 10.50 8.50 500 t..... 7.75 6.50
156 t..... 10.00 8.00 1090 t+..... 7.00 6.00
30 seconds—75% of earned 1-minute rate.
10 seconds—50% of earned 1-minute rate.

7. PACKAGE PLANS

SATURATION PACKAGES (Fixed Position; 1 day or more)

DAILY, EA:

3-5 t..... 9.50 7.50
5-8 t..... 8.75 7.00
8 t+..... 7.75 6.50

BULK SATURATION PLAN (Scheduled at station's option)

CLASS AA

PER WK, EA: 4 wk 13 wk 26 wk 52 wk
10 t..... 10.50 9.90 9.20 7.35
15 t..... 10.00 9.25 8.35 7.00
26 t..... 9.50 8.55 7.50 6.65
30 t..... 8.75 8.10 7.20 6.10
40 t..... 7.50 6.90 6.25 5.30

CLASS A

10 t..... 8.00 7.50 7.00 5.75
15 t..... 7.50 7.00 6.25 5.25
26 t..... 7.25 6.50 5.75 5.00
30 t..... 6.50 6.00 5.50 4.50
40 t..... 6.00 5.50 5.00 4.25

8. PROGRAM TIME RATES

1/2 hour..... 62.50 10 minutes..... 22.50
1/4 hour..... 37.50 5 minutes..... 15.00

Consecutive Program Discount

26 times..... 5% 260 times..... 20%
52 times..... 10% 512 times..... 25%
130 times..... 15%

9. PARTICIPATING PROGRAMS

Farm Journal—6-7 am Mon thru Sat.
Farm Hour—noon-1 pm Mon thru Sat.
Participation 1-minute announcements at fixed position rates.

ROCK ISLAND

Rock Island County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Davenport (Iowa)-Rock Island (Ill.)-Moline (Ill.) under Iowa

SALEM

Marion County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WJBD

1955

Subscriber to the NAB Radio Code

Media Code 4 214 8965 9.00
Salem Broadcasting Company, 310 W. McMackin St., Salem, Ill. 62881. Phone 618-548-2000.

1. PERSONNEL
Co-owner, Gen'l & Sales Mgr.—Bryan Davidson.
Co-owner—Thomas S. Land.
Program Director—Claudine Rush.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
500 w. days; 1350 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10f, 11, 12f, 13f, 14f.
Basic Rates: 23a, 24b, 25a, 26, 28a.

Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 73b.
Affiliated with KBS Radio Network.

TIME RATES
No. 3 ET 5/1/67—Rec'd 4/24/67.

6. SPOT ANNOUNCEMENTS

1 min 5x 13x 26x 52x 104x 208x 312x
1 min 5.75 5.25 4.75 4.00 4.25 3.75 3.50
30 sec 5.00 4.50 4.00 3.75 3.60 3.00 2.75

8. PROGRAM TIME RATES

1 x..... 51.00 29.00 20.50 15.00 11.25
13 x..... 48.50 27.50 19.50 14.00 10.60
1 x..... 45.00 26.50 18.25 13.25 9.75
26 x..... 41.50 25.00 17.25 12.50 9.00
134 x..... 38.00 23.50 16.00 11.75 8.25
208 x..... 34.00 22.00 15.00 11.00 7.50
312 x..... 31.00 20.50 12.50 10.50 7.00

SKOKIE

Cook County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

SOUTH BELOIT

Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

See Beloit, Wis.

(including South Beloit, Ill.)

SPARTA

Randolph County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WHCO

1955

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 9020 2.00
Hirsch Communication Engineering Corp., 324 Broadway, Cape Girardeau, Mo. Phone 5-5511.
Offices and Studios—Highway 154 west of Sparta, Ill. 62286. Phone 618-443-2121.

1. PERSONNEL
President—Robert O. Hirsch.
General Manager—Oscar C. Hirsch.
Station Manager—Jack L. Scheper.

2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
250 w.; 1230 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 29a, 30, 31, 33b.

Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60f, 62b.

Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective August 28, 1959.
Rates received August 28, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 1/2 1/4 10 5 1
hr. hr. hr. min. min. min.
1 time..... 60.00 36.00 24.00 18.00 12.00 6.00
12 times..... 57.00 34.50 22.75 17.25 11.50 5.75
26 times..... 54.00 32.75 21.00 16.50 10.75 5.50
52 times..... 48.75 29.50 18.75 14.75 9.50 5.00
104 times..... 44.00 26.50 16.75 13.50 8.00 4.50
156 times..... 39.50 23.75 15.00 12.00 7.00 4.00
312 times..... 35.00 21.25 13.50 10.75 6.00 3.50

SPRINGFIELD (3 AM; 3 FM)

Sangamon County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WCVS

1922

American Contemporary Ntwk

NAB

Media Code 4 214 9075 6.00
Eastern Broadcasting, Box 2697, 3055 S. 4th St., Springfield, Ill. 62708. Phone 217-544-9856.

STATION'S PROGRAMMING DESCRIPTION
WCVS: Programmed primarily for urban and rural audiences.

FARM: agriculture news, markets, university reports 5-6:30 am, noon-1 pm. Weather: U.S. Weather Bureau, local and area reports, weather wire. Country and western hits. MUSIC: approximately 75%, featuring current hits, 6 air personalities emcee entire operation. NEWS: network at 5:55, local at 25. Telephone discussion period 9-10 am. Livestock and grain outlook included, noon-1 pm. 5 min SPORTS wrap-ups on weekends, and various sports play-by-play in season. Personalities available for remote pickups from shopping centers, stores, etc. Four man news department, 2 mobile units. Contact representative for further details. Rec'd 7/12/67.

1. PERSONNEL
President—Roger Neuhoff.
Vice-Pres. & Gen'l Mgr.—Ken Spangler.
Program Director—Jim Palmer.

2. REPRESENTATIVES
Stone Representatives, Inc.
St. Louis—Call Station Direct.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily.

ILLINOIS

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24c, 25a, 29a, 29b, 33a.

Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70b, 70e, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

ET 3/15/69—Rec'd 3/3/69.

AA—Mon thru Sat 6:30-10 am & 3-7 pm.
Farm—Mon thru Sat 5-6:30 am & noon-1 pm.
A—Mon thru Sat 10 am-noon, 1-3 pm & 7-10 pm; Sun all day.

R—Mon thru Sat 10 pm-5 am.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK: 6 t 12 t 18 t 24 t 36 t
1 min..... 17 16 14 12 11
30 sec..... 14 13 11 10 9

CLASS A

PER WK: 6 t 12 t 18 t 24 t 36 t
1 min..... 15 14 13 11 10
30 sec..... 12 11 10 9 8

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT

52 wk—10%
7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

8 AA (4 in AM, 4 in PM)
8 A (4 in AM, 4 in PM)
8 A/B (7 pm-midnight)
PER WK: 1 min 30 sec 24 t, ea..... 10 8

WFMB (FM)

1965

Media Code 4 214 9130 9.00
Capital Broadcasting Co., Penthouse, First Nat'l Bank Bldg., Springfield, Ill. 62701. Phone 217-528-3033.

1. PERSONNEL
Station Manager—William R. Wheeler.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 10,500 w.; 104.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht

ILLINOIS

Springfield—W M A Y—Continued

- 4. AGENCY COMMISSION**
15/0 net time.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Stuart Broadcasting Company.

TIME RATES

- No. 9 ER 5/1/69—Rec'd 6/4/69.
AA—5:30-10 am, noon-1 pm & 3-7 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|--------|----|-----|------|------|------|------|------|
| 1 MIN: | 1x | 52x | 104x | 156x | 260x | 312x | 520x |
| AA | 18 | 17 | 16 | 15 | 14 | 13 | 12 |
| A | 18 | 15 | 14 | 13 | 12 | 11 | 10 |
- 20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
- 7. PACKAGE PLANS**
- SATURATION PACKAGE**
- | | | | | | |
|----------------|------|-------|-------|-------|-------|
| 1 MIN, PER WK: | 6 tl | 12 tl | 18 tl | 24 tl | 36 tl |
| AA | 16 | 15 | 14 | 13 | 12 |
| A | 14 | 13 | 12 | 11 | 10 |
- 20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
- 10. SPECIAL FEATURES**

- NEWSCASTS**
10-minutes at 7 am, 7:30 am-noon & 6 pm—1-minute or 30-second rate plus 3.00. Includes participations, two 1-minute spots, 1 30-second spot.
5-minutes at 8 am & every half hour—30-second rate plus 2.00. Includes open or close and two 30-second spots.
- SPORTS**
Mon thru Fri 6 am & 8:35 pm—30-second rate plus 2.00. Includes open or close and two 30-second spots.
- WEATHER**
U. S. Weather Bureau Summary 8:35 am & 12:10 pm—30-second rate plus 2.00. Includes open or close and two 30-second spots.
- FARM**
Market summary 6:30 am & 12:35 pm—30-second rate plus 2.00. Includes open or close and two 30-second spots.

WTAX

1930

CBS Radio Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 9240 6.00
WTAX, Inc., U.S. 68 at E. Cook St., Springfield, Ill. 62705. Phone 217-522-4441.

STATION'S PROGRAMMING DESCRIPTION
WTAX: Programmed for general interest.
AIR PERSONALITIES All segments. MUSIC: popular music blend of standards, middle-of-the-road, jazz-oriented, current hits. NEWS: network on hour, local or features on half hour. Statehouse correspondent. 2 mobile units, daily editorials. SPORTS: 4 daily sports shows. Pro, college, and high school football play-by-play. College and high school basketball play-by-play plus special events. TALK: swap shop 9:30-10 am. Open line telephone program with guests 2-3 pm & 10:15-11 pm. FARM: livestock, grain reports, farm news. US Weather Bureau reports, and IAA program 5-6:30 am & noon hour. Contact Representative for further details. Rec'd 5/6/68.

- 1. PERSONNEL**
General Manager—Shelby T. Harbison.
Sales Manager—Edward J. Mahoney.
- 2. REPRESENTATIVES**
Grant Webb & Company, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5-1 am. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60d, 61a.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

- Er 8/1/69—Rec'd 6/24/69.
AM Drive—Mon thru Sat 6-9 am.
PM Drive—Mon thru Sat noon-1 pm & 3:30-7 pm.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|----------|-------|-------|-------|-------|
| | AM DRIVE | | | | |
| 1 MIN: | 1x | 6 tl | 12 tl | 18 tl | 24 tl |
| 1 wk | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| 13 wk | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
| 26 wk | 13.00 | 12.00 | 11.00 | 10.00 | 9.00 |
| 52 wk | 12.50 | 11.50 | 10.50 | 9.50 | 8.50 |
| | PM DRIVE | | | | |
| 1 wk | 11.00 | 10.50 | 10.00 | 9.50 | 9.00 |
| 13 wk | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| 26 wk | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 52 wk | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
- ALL OTHER TIMES**
- | | | | | | |
|-------|------|------|------|------|------|
| 1 wk | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 13 wk | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |
| 26 wk | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| 52 wk | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|--------|----|-----|-----|------|------|
| 1/2 hr | 1x | 25x | 52x | 156x | 260x |
| 1/4 hr | 30 | 38 | 38 | 34 | 32 |
| 1/4 hr | 30 | 28 | 28 | 24 | 22 |
| 5 min | 20 | 18 | 18 | 14 | 12 |
- 10 min: 75% of 1/4 hr.

WTAX-FM

1948

NAB

Media Code 4 214 9295 0.00
WTAX, Inc., U.S. 68 at E. Cook St., Springfield, Ill. 62705. Phone 217-522-4441.

- 1. PERSONNEL**
General Manager—Shelby T. Harbison.
Sales Manager—Edward J. Mahoney.
- 3. FACILITIES**
ERP 17,000 w.; 103.7 mc.
Operating schedule: 5:00 am-midnight, CST.
Antenna ht.: 318 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60d, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- Rates effective January 1, 1964.
Rates received December 30, 1963.
- 6. SPOT ANNOUNCEMENTS**
- PER MO:
1 30-sec spot daily 50.00
- 8. PROGRAM TIME RATES**
1 hr 20.00
Commercials limited to 1/4 hour breaks; music format.

WVEM (FM)

1965

NAB

Media Code 4 214 9268 7.00
Dan Menghini, 1313 S. 9th St., Springfield, Ill. 62703. Phone 217-544-3544.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Dan Menghini.
Station Manager—Len Stone.
- 2. REPRESENTATIVES**
Gert Bunchez and Associates.
- 3. FACILITIES**
ERP 50,000 w.; 101.9 mc.
Operating schedule: 6 am-midnight weekdays; 8 am-midnight Sun.
Antenna ht.: 372 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% net. time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 22b, 23a, 25a, 26a, 28a, 29a.
Contracts: 40a, 42a, 44a, 45, 47a, 48.
Prod. Services: 82.
Member: Gert Bunchez & Associates Group.

TIME RATES

- Er 7/17/67.
- 7. PACKAGE PLANS**
- ROS:
- | | | | |
|--------|---------------|----------------------------|--------|
| 13 tl | 26 tl | 52 tl | 104 tl |
| 1 min | 6.00 | 5.50 | 4.50 |
| 30 sec | 75% of 1-min. | Fixed position: extra 20%. | |

STERLING (1 AM; 1 FM)

Whiteside County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WJVM (FM)

1965

NAB

NAFIMB

Media Code 4 214 9350 3.00
Communitron, Inc., Box 658, Route 88 N., Sterling, Ill. 61081. Phone 815-825-2100.

- STATION'S PROGRAMMING DESCRIPTION**
WJVM (FM): Program emphasis, young marrieds, AM: DJ format 6-9 am. Music and news to noon. Noon-1 pm farm, stock, news, features. 1-5 pm music with news hourly. 5-6 pm markets, weather, sports, news. 6-7 pm telephone discussion. Music to sign-off, with classics 8:30-9:30 pm. News at 10:15 pm. Play-by-play high school sports during season. Music format, showtimes, pops. Commercials limited to 1 every 10 minutes during music periods. All newscasts contain local news. Rec'd 9/6/67.

- 1. PERSONNEL**
Pres., Gen'l & Sta. Mgr.—John E. Rohwer.
Sales Manager—Jack Haddock.
Program Director—Voigt Smith.
- 3. FACILITIES**
ERP 3,000 (horiz.), 3,000 (vert.); 94.3 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/2 time only; payable 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29c, 29a.
Contracts: 40a, 43, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

- Er 5/1/69—Rec'd 5/26/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|-------|-------|------|------|------|------|
| 1 min | 1000x | 500x | 300x | 100x | Open |
| | 9.00 | 9.30 | 8.60 | 4.20 | 4.80 |
- 7. PACKAGE PLANS**
- PER WK:
- | | |
|------------------------------------|------|
| 20 tl (minimum 44 wks in any year) | 2.75 |
| 15 tl (minimum 44 wks in any year) | 3.00 |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1/4 hr | 52x | 104x | 156x | 260x | Open |
| 1/4 hr | 15.50 | 14.40 | 13.20 | 12.00 | 19.20 |
| 5 min | 9.60 | 8.40 | 7.20 | 6.00 | 12.00 |

WSDR

1949

Media Code 4 214 9405 5.00
Blackhawk Broadcasting Co., Lawrence Bldg., Sterling, Ill. 61081. Phone 815-625-3400. TWX 815-625-3400.
Other Studio—112 W. 1st St., Dixon, Ill. 61021. Phone 815-288-3400.

- 1. PERSONNEL**
General Manager—Sam Bartlett.
Program Director—H. Irving Tingley.
Sales Manager—G. W. Gamel.
- 3. FACILITIES**
500 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 18-1/2 hours daily. CST.
- 4. AGENCY COMMISSION**
15% 2% cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 24a, 24b, 25a, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- Rates effective July 1, 1965. (Card No. 2.)
Card received April 14, 1965.
- 6. SPOT ANNOUNCEMENTS**
- | | | | |
|--------|------|---------|------|
| 100 tl | 4.80 | 500 tl | 3.70 |
| 200 tl | 4.30 | 1000 tl | 3.30 |
| 300 tl | 4.00 | 1500 tl | 3.00 |
- 7. PACKAGE PLANS**
- WEEKLY PACKAGE**
(Within 1 year)
- | | | | |
|---------|------------------|-----------------|------|
| PER WK: | 3.00 | 15 yr | 3.30 |
| 20 tl | (Within 1 month) | | |
| PER WK: | 5.30 | Less than 10 tl | 6.80 |
| 10 tl | 5.95 | | |
- 8. PROGRAM TIME RATES**
- | | | | | |
|----------|--------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| Per year | 52.80 | 29.05 | 15.80 | 11.90 |
| 6 months | 59.40 | 32.70 | 17.80 | 13.90 |
| 1 time | 66.00 | 36.30 | 19.80 | 15.85 |
- (CR)

STREATOR (1 AM; 1 FM)

La Salle County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WIZZ

1953

RAB

A Prairieland Station
Subscriber to the NAB Radio Code
Media Code 4 214 9460 0.00
Streator Broadcasting Company, Box 377, Streator, Ill. 61364. Phone 815-672-2947.

- 1. PERSONNEL**
General Manager—John R. Hallstrom.
Assistant Manager—Bill Dahlstén.
Commercial Manager—Jay K. Holloway.
- 2. REPRESENTATIVES**
Grant Webb & Company Inc.
- 3. FACILITIES**
500 w. days; 1250 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0; rendered 25th, due 10th.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 23a, 23b, 24b, 25c, 29a.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 60a, 60c, 60f.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

- No. 8 ER 6/2/69—Rec'd 8/7/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | | | | |
|--------|----------------|------|------|------|------|------|------|------|------|------|
| | FIXED POSITION | | | | | | | | | |
| 1 min | 6.50 | 6.25 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 |
| 30 sec | 5.00 | 4.75 | 4.50 | 4.00 | 3.50 | 3.00 | 2.75 | 2.50 | | |
| 10 sec | 3.25 | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 | | |
- 7. PACKAGE PLANS**
- PER WK:
- | | | | | |
|--------|-------|-------|-------|-------|
| 1 min | 10 tl | 15 tl | 25 tl | 50 tl |
| 1 min | 5.50 | 5.00 | 4.50 | 4.00 |
| 30 sec | 4.25 | 3.75 | 3.25 | 3.00 |
- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|-------|------|------|------|------|------|------|-------|
| 1x | 28x | 52x | 156x | 260x | 312x | 520x | 1000x |
| 5 min | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 | 6.25 | 6.00 |
- 10. SPECIAL FEATURES**
- HOTLINE
(7:30-10:40 am)
- | | | |
|-------|------|------|
| EA: | 5+ | (*) |
| 1 min | 5.50 | 6.50 |
- (*) four or less.

WIZZ-FM

1964

RAB

NAFIMB

Subscriber to the NAB Radio Code
Media Code 4 214 9515 1.00
Streator Broadcasting Co., Box 377, 2-1/2 North St., Ill. 23, Rt. No. 4, Streator, Ill. 61364. Phone 815-672-2947.

- 1. PERSONNEL**
General Manager—John R. Hallstrom.
Commercial Manager—Jay K. Holloway.
Assistant Manager—Bill Dahlstén.
- 2. REPRESENTATIVES**
Grant Webb & Company Inc.
- 3. FACILITIES**
ERP 2,950 w.; 97.7 mc.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 140 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
See WIZZ listing for coded regulations.
Affiliated with American FM Network.

TIME RATES

- No. 3 ER 6/2/69—Rec'd 8/7/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|----------------|------|------|------|------|
| | FIXED POSITION | | | | |
| 1 min | 1x | 26x | 52x | 156x | 260x |
| 30 sec | 3.25 | 3.00 | 2.75 | 2.50 | 2.25 |
| 10 sec | 2.50 | 2.00 | 1.75 | 1.50 | 1.25 |
| 10 sec | 1.75 | 1.50 | 1.25 | 1.00 | .75 |
- 7. PACKAGE PLANS**
- PER WK:
- | | | | | |
|--------|-------|-------|-------|-------|
| 1 min | 10 tl | 15 tl | 25 tl | 50 tl |
| 1 min | 2.75 | 2.50 | 2.25 | 2.00 |
| 30 sec | 2.00 | 1.75 | 1.50 | 1.25 |
| 10 sec | 1.75 | 1.50 | 1.25 | 1.00 |
- 8. PROGRAM TIME RATES**
- | | | | | |
|--------|-------|------|------|------|
| 1x | 26x | 52x | 156x | 260x |
| 5 min | 4.00 | 3.75 | 3.50 | 3.25 |
| 1/2 hr | 10.00 | 9.00 | 8.00 | 7.00 |

TAYLORVILLE

Christian County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WTIM

1952

Subscriber to the NAB Radio Code
Media Code 4 214 9570 6.00
Public Service Broadcasters, Inc., Frisina Motor Hotel, Taylorville, Ill. 62568. Phone 217-824-3866, 7.
Tri County Studio—Ambling Bldg., 123 E. 3rd St., Pana, Ill. 62557. Phone 562-2841.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Donald G. Jones.
- 3. FACILITIES**
1,000 w. days; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21a, 21c, 22a, 24b, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network
Member: National AgRadio Groups, Inc., Illinois Radio Network.

ZION

Lake County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WZBN

1967



Subscriber to the NAB Radio Code
Media Code 4 214 9950 0.00
Zion-Benton Broadcasting Corp., 2700 Sheridan Rd.,
Zion, Ill. 60099. Phone 312-746-1484.

STATION'S PROGRAMMING DESCRIPTION
WZBN: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, headlines every half hour. Weather-vane 7:35 am & 10 min before sign-off. Sign-on-10 am, middle-of-the-road music. 10 am-noon, middle-of-the-road music, 15 min ladies program M-F 10:15 am. Noon-12:30 pm, news in depth, national, international, regional, local, sports, business, 12:30 pm sign-off, middle-of-the-road music. Hymn of hour throughout day. Sun mornings: sacred music, religious programs, including half hour Negro broadcast. Short news 7 am, 7:30 am, 8:30 am, noon, 2 pm, 3 pm, 5 pm, 6 pm. SPOBTS: 5 min sportcast 7:25 am, 8:25 am, 3:25 pm, 4:25 pm, 5:25 pm if sign-off time permits. Live play-by-play coverage as applicable. **COMMERCIAL POLICY:** no commercials Sun. Rec'd 10/29/68.

1. PERSONNEL
President—William J. Bicket.
Vice-President—W. James Bicket.
Commercial Manager—Walter E. Stare.

2. FACILITIES
250 w.; 1500 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station. 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40b, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Service: 80, 82.
Affiliated with KHS.

TIME RATES

No. 3 ET 8/1/69—Rec'd 7/29/69.

6. SPOT ANNOUNCEMENTS

FIXED POSITION		1 min	30 sec	10 sec
1 x	8.00	7.00	4.00
26 x	7.00	6.50	3.75
52 x	7.00	6.00	3.50
104 x	6.50	5.50	3.25
158 x	6.00	5.00	3.00
260 x	5.50	4.50	2.75
312 x	5.25	4.25	2.65
520 x	5.00	4.00	2.50
780 x	4.50	3.50	2.25
1580 x	4.00	3.00	2.00

7. PACKAGE PLANS

PER YR, EA:	BULK RATES		
	1 min	30 sec	10 sec
300 x	5.40	4.40
500 x	5.00	4.00
1000 x	4.00	3.00

(Maximum 7 commercial days)

PER WK, EA:	1 min	30 sec	10 sec
10 x	6.00	5.00
20 x	5.70	4.70
30 x	5.40	4.40
40 x	5.20	4.20
50 x	5.00	4.00
60 x	4.80	3.80
70 x	4.60	3.60
80 x	4.40	3.40
90 x	4.20	3.20
100 x	4.00	3.00

6. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	96.00	48.00	24.00	18.00
26 x	90.00	45.00	22.50	17.00
52 x	84.00	42.00	21.00	15.75
104 x	78.00	39.00	19.50	14.75
158 x	72.00	36.00	18.00	13.50
260 x	66.00	33.00	16.50	12.50
312 x	64.00	32.00	16.00	12.00
520 x	60.00	30.00	15.00	11.25
780 x	58.00	29.00	14.50	10.75
1580 x	56.00	28.00	14.00	10.25

10. SPECIAL FEATURES

1 x	NEWSCASTS			
	15 min	10 min	5 min	(*)
1 x	30.00	24.00	14.00
26 x	28.50	21.00	13.25
52 x	27.00	19.75	12.50
104 x	25.50	18.75	11.75
158 x	24.00	17.50	11.00
260 x	22.50	16.50	10.25
312 x	22.00	16.00	10.00
520 x	21.00	15.25	9.50
780 x	20.50	14.75	9.00
1580 x	20.00	14.25	8.50

(*) Headlines
News fee included.
TIME SIGNALS
ID only 1.00.
Minimum 3x per day, 5 days per wk, 13 wk contract, 200 ID's..... 200.00

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
10 x	11.75	9.40
20 x	11.20	8.85
30 x	10.60	8.45
40 x	10.00	8.00
50 x	9.40	7.55
60 x	8.80	7.05
70 x	8.25	6.60
80 x	7.65	6.10
90 x	7.05	5.65
100 x	6.45	5.20

Must be used within 7 day period. Scheduled BTA at station's discretion.

8. PROGRAM TIME RATES

1/4 hr	1/2 hr	1 hr	15 min	30 sec	10 sec
1/4 hr	58.45	52.50	46.55	42.35
1/2 hr	28.20	24.45	24.70	22.95
1/4 hr	42.35	39.70	37.05	34.40
1/2 hr	21.20	19.85	18.55	17.20
1/4 hr	28.25	26.45	24.70	22.95
1/2 hr	14.10	13.85	12.35	11.45

WEST FRANKFORT

Franklin County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WFRX

1951



Media Code 4 214 9900 5.00
Pyramid Radio Broadcasting and Television Co.,
Box 128, West Frankfort, Ill. 62896. Phone 618-932-6615.

STATION'S PROGRAMMING DESCRIPTION
WFRX: Programmed for adults.
NEWS: 6 am, 7 am, 9 am, 10 am, noon, 2 pm, 4 pm & sign-off, varies 5-30 min. ENTERTAINMENT: employing air personalities 6:15-11 am, 12:30 pm sign-off with general popular music, standards, showtunes and middle-of-the-road. SPORTS: pro and college football, high school football, basketball, baseball. Contact Representative for further details. Rec'd 4/24/68.

1. PERSONNEL

General Manager—Ardis G. (Art) Smith.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

3. FACILITIES

1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 23b, 24c, 24e, 28c, 28e, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51b, 51c, 62d.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62h, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Keystone Network.

TIME RATES

ET 9/1/68—Rec'd 8/1/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	6x	11x	16x	21+
1 min or less	7	6	5	4
10 sec—50% of 1-minute rate.	7	6	5	4

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75.00	45.00	25.00	20.00
13 x	73.00	42.00	23.00	18.50
26 x	70.00	40.00	21.00	17.50
52 x	67.50	37.50	20.00	17.00
158 x	65.00	35.00	18.50	16.50
260 x	60.00	32.50	18.00	16.00
312 x	57.50	30.00	17.50	15.00

WOOD RIVER

Madison County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

See Alton

(incl. Wood River)

TIME RATES

ET 4/1/62—Rec'd 3/19/62.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1 1/2	1/4	10	5	1	30
		hr.	hr.	min.	min.	min.	sec.
1 time	25.00	15.00	10.00	7.50	5.00	2.50
13 times	24.00	14.50	9.75	7.25	4.75	2.40
26 times	23.00	14.00	9.50	7.00	4.50	2.30
52 times	22.00	13.50	9.25	6.75	4.25	2.20
104 times	21.00	13.00	9.00	6.50	4.00	2.10
260 times	20.00	12.50	8.75	6.25	3.75	2.00
312 times	19.00	12.00	8.50	6.00	3.50	1.90
365 times	18.00	11.50	8.25	5.75	3.25	1.80

WAUKEGAN (1 AM; 1 FM)

Lake County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WEFA (FM)

1963

Subscriber to the NAB Radio Code
Media Code 4 214 9790 0.00
WEFA, Inc., 4 S. Genesee St., Waukegan, Ill.
60085. Phone 312-662-0540.

1. PERSONNEL

General Manager—Bruce Bachmann.

3. FACILITIES

ERP 1,000 w.; 102.3 mc.
Operating schedule: 6:00 am-midnight.
Antenna ht.: 191 ft. above average terrain.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 4a, 4d, 5, 6a, 7a.
Basic Rates: 20a, 23a.
Contracts: 40b, 46.
Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective June 1, 1963.
Rates received April 29, 1963.

6. SPOT ANNOUNCEMENTS

(13 Weeks or Times)		1 min	30 sec	10 sec
(6:30 am-5:00 pm and 10:00 pm-12:30 am)	9.00	8.00	4.00
(5:00-10:00 pm)	16.00	14.00	7.00

8. PROGRAM TIME RATES

(13 Weeks or Times)		1/2 hr	1 hr	1/4 hr
(6:30 am-5:00 pm and 10:00 pm-12:30 am)	16.00	16.00	16.00
(5:00-10:00 pm)	30.00	30.00	30.00
1 hr	90.00	90.00	90.00
1/2 hr	56.00	56.00	56.00

For firm 26 weeks or times less..... 10%
For firm 39 weeks or times less..... 15%
For firm 62 weeks or times less..... 20%

WKRS

1949

Media Code 4 214 9845 2.00
News-Sun Broadcasting Co., Inc., Box 500, Waukegan,
Ill. 60085. Phone 312-336-7900.
Studio—W. Belvidere Rd., Waukegan, Ill.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Alfred F. Sorenson.
Sta. & Sales Mgr.—Jerry Cray.

3. FACILITIES

1,000 w. days; 1220 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21b, 23b, 24b, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44b, 45, 47d, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MDS.

TIME RATES

No. 14 ET 9/23/68—Rec'd 9/16/68.
AAA—Mon thru Sat 6-9 am; Viewpoint, all times.
AA—Mon thru Sat noon-2 pm & 5-6 pm; Sun all day (except Viewpoint).
A—Mon thru Sat 9 am-noon, 2-3:30 pm & 6-7 pm (except Viewpoint).

6. SPOT ANNOUNCEMENTS

CLASS AAA		1x	52x	156x	260x	365x	730x	1560x
1 min	18.80	17.65	16.45	15.30	14.10	12.95	11.75
30 sec	16.45	15.30	14.10	12.95	11.75	10.60	

INDIANA

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)	
STATE TOTAL	344,200
METRO AREAS	344,200
Anderson	6,100
Bloomington	1,100
Elkhart	3,100
Evansville	16,000
Fort Wayne	14,300
Gary-Hammond	111,900
East Chicago	127,900
Indianapolis	127,900
Kokomo	3,100
Lafayette-West	1,000
Lafayette	4,000
Marion	7,200
Muncie	4,400
Richmond	17,300
South Bend	6,200
Terre Haute	323,600
Total Metros	323,600



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

State, County, City, Metro Area Data

INDIANA

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Anderson—Madison	Elkhart—Elkhart	Hammond—Lake	Jeffersonville—Clark	La Porte—La Porte	Michigan City—La Porte	New Albany—Floyd	South Bend—St. Joseph
Bloomington—Monroe	Evansville—Vanderburgh	Highland—Lake	Kokomo—Howard	Logansport—Cass	Mishawaka—St. Joseph	New Castle—Henry	Terre Haute—Vigo
Columbus—Bartholomew	Fort Wayne—Allen	Hobart—Lake	Lafayette—Tippecanoe	Marion—Grant	Muncie—Delaware	Richmond—Wayne	West Lafayette—Tippecanoe
East Chicago—Lake	Gary—Lake	Indianapolis—Marion					

STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
	1/1/69 (000)	Households 1/1/69 (000)	% Distribution of Families \$000 \$500 \$800 \$1000 \$1500 to to to to and 4999 7999 9999 14999 over					Household (\$000)	Food (\$000)	By Selected Store Types											
			Per Household (\$)	Per Household (\$)	Per Household (\$)	Per Household (\$)	Per Household (\$)	Household (\$)	Food (\$000)	Drug (\$000)	General Mdrse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
INDIANA STATE TOTALS	5,086.6	1,554.77	15,035,662	9,671	14.7	20.3	18.7	23.7	17.7	8,525,477	5,483	1,743,300	308,365	1,283,013	419,775	411,795	1,750,642	656,399	2,199.08	395.2	1,547,912
ADAMS G-4	24.9	7.27	71,983	9,901	14.3	19.5	16.6	24.5	20.9	49,844	6,856	8,701	838	1,871	1,830	2,460	12,064	3,083	11.29	5.5	20,676
ALLEN G-3	270.1	82.11	821,684	10,007	12.7	23.5	19.2	23.7	17.5	480,891	5,857	94,588	17,380	92,760	32,566	24,133	100,942	33,200	120.29	10.9	29,791
Fort Wayne	184.0	58.53	598,276	10,222						409,833	7,002	82,385	15,687	90,633	30,313	19,827	90,064	22,205			
Fort Wayne Metro Area	270.1	82.11	821,684	10,007	12.7	23.5	19.2	23.7	17.5	480,891	5,857	94,588	17,380	92,760	32,566	24,133	100,942	33,200	120.29		
BARTHOLOMEW E-8	56.3	17.12	171,524	10,019	15.7	21.6	19.8	22.2	15.6	98,694	5,765	20,440	3,633	11,396	5,795	5,284	24,510	6,298	25.91	4.0	14,694
Columbus	30.6	10.03	78,488	7,825						90,723	9,045	18,056	3,304	11,082	5,558	5,069	23,181	5,045			
BENTON C-5	11.0	3.26	34,538	10,594	14.2	13.4	14.8	24.6	26.6	27,640	8,479	2,648	552	472	363	783	5,272	2,483	5.08	2.9	25,569
BLACKFORD F-5	15.0	4.81	46,717	9,712	16.1	19.3	20.3	24.2	16.3	27,141	5,643	6,239	689	3,680	1,080	911	6,272	2,169	7.24	2.3	6,396
BOONE D-6	29.7	9.48	80,499	8,491	16.6	19.2	18.0	22.9	16.8	51,275	5,409	9,940	1,762	4,200	1,781	1,086	12,785	3,475	13.76	5.5	24,648
Brown E-8	7.1	2.10	17,665	8,412	15.1	14.8	16.9	25.3	19.3	5,128	2,442	1,551	195	158	45	210	659	464	3.80	1.7	1,622
CARROLL D-5	17.0	5.45	44,602	8,184	18.9	18.5	17.6	21.8	15.6	28,077	5,152	3,247	685	845	560	755	10,728	1,988	8.45	3.8	26,986
CASS D-4	42.4	13.14	123,426	9,393	16.3	24.4	16.6	21.7	16.0	74,583	5,676	12,730	2,736	12,698	3,481	3,323	16,026	4,541	18.43	4.8	24,559
Logansport	21.7	7.52	74,979	9,971						62,088	8,256	10,779	2,594	12,277	3,461	3,115	13,484	3,570			
CLARK F-10	71.2	20.73	204,752	9,877	13.7	19.4	18.9	25.6	18.6	86,819	4,188	24,363	3,413	7,857	2,229	2,734	16,998	10,760	29.98	5.2	8,897
Jeffersonville	20.8	6.48	71,504	11,035						55,295	8,533	17,601	2,215	6,970	2,066	2,333	11,574	4,878			
CLAY C-7	23.7	8.12	62,568	7,705	20.2	18.3	19.1	20.6	11.3	34,491	4,248	7,522	1,331	3,551	1,062	963	8,864	2,639	10.34	3.8	13,033
CLINTON D-5	31.8	10.41	86,687	8,327	19.1	23.1	18.1	20.5	12.2	51,283	4,926	10,079	1,776	5,524	3,050	2,401	9,856	3,815	14.24	4.5	28,154
CRAWFORD D-10	6.7	2.15	18,476	8,593	14.7	12.2	8.2	26.8	24.6	8,995	4,184	2,509	93	777	188	260	1,484	1,067	3.30	3.2	5,909
DAVISS C-9	26.3	8.14	70,823	8,701	19.1	23.0	14.4	19.6	14.8	39,190	4,814	6,137	1,437	5,976	2,282	2,364	8,483	3,038	10.76	5.7	20,861
DEARBORN G-8	33.3	9.95	75,462	7,584	18.2	23.5	20.4	20.6	8.5	39,692	3,989	11,067	1,516	2,461	2,075	1,741	5,507	3,366	12.59	4.3	6,679
DECATUR F-8	22.0	6.74	53,673	7,963	18.6	19.4	18.9	21.3	10.9	36,778	5,382	7,120	961	1,686	2,233	998	6,791	4,422	9.20	4.0	22,094
DE KALB G-3	29.6	9.08	93,480	10,295	12.5	18.2	19.2	25.0	20.1	41,791	4,603	8,479	824	1,746	2,728	1,993	11,911	3,659	14.28	4.7	16,985
DELAWARE F-5	122.3	37.49	343,930	9,174	16.7	19.9	21.4	22.7	14.5	200,462	5,347	37,747	7,826	32,814	11,998	13,880	39,028	13,685	54.76	4.7	16,808
Muncie	73.4	22.99	219,924	9,566						162,940	7,087	33,311	6,943	32,523	10,924	12,432	28,072	9,150			
Muncie Metro Area	122.3	37.49	343,930	9,174	16.7	19.9	21.4	22.7	14.5	200,462	5,347	37,747	7,826	32,814	11,998	13,880	39,028	13,685	54.76		
DUBOIS C-10	29.5	8.08	71,579	8,859	20.2	17.9	19.8	23.7	14.4	52,255	6,467	8,150	1,243	3,965	1,717	1,697	12,372	3,491	11.61	4.9	19,480
ELKHART E-2	118.3	36.37	436,383	11,998	10.6	17.2	17.9	26.7	25.8	217,704	5,986	44,814	8,214	29,709	10,236	10,652	53,921	15,928	57.20	7.4	31,321
Elkhart	45.5	14.85	185,414	12,486						107,049	7,209	23,556	5,144	22,003	4,384	3,960	23,387	5,828			
Elkhart Metro Area	118.3	36.37	436,383	11,998	10.6	17.2	17.9	26.7	25.8	217,704	5,986	44,814	8,214	29,709	10,236	10,652	53,921	15,928	57.20		
FAYETTE G-7	23.0	7.10	79,860	11,248	14.3	13.7	16.3	28.4	25.3	37,513	5,284	9,179	1,571	2,058	2,744	2,061	6,345	2,796	11.72	2.2	8,566
FLOYD E-10	55.9	17.16	143,886	8,385	19.1	20.3	21.0	21.7	12.0	80,305	4,680	19,058	2,904	9,279	5,207	5,659	17,024	6,342	22.92	3.0	3,324
New Albany	40.1	12.80	116,355	9,090						76,625	5,986	18,329	2,904	9,120	5,102	5,659	17,024	5,253			
FOUNTAIN C-6	18.6	6.12	51,356	8,392	18.3	19.0	18.9	21.6	14.3	32,983	5,389	8,101	1,124	1,185	1,050	1,249	7,565	3,000	8.55	3.2	16,442
FRANKLIN G-7	17.1	4.64	35,489	7,648	18.6	16.2	17.0	22.7	14.8	17,973	3,873	4,900	391	686	532	546	4,107	1,178	6.86	5.0	13,959
FULTON D-4	16.1	5.30	54,672	10,315	16.0	16.2	17.2	23.9	21.4	29,177	5,505	6,562	752	1,676	961	496	4,697	2,826	8.16	4.0	19,507
GIBSON B-10	26.9	8.77	82,521	9,409	17.4	16.5	17.4	23.4	17.2	46,402	5,291	9,459	1,192	5,725	2,854	1,934	8,158	3,332	13.16	4.9	19,536
GRANT F-5	82.3	24.95	227,915	9,135	15.7	19.1	21.3	24.6	15.1	139,357	5,585	27,221	6,615	14,424	9,005	8,173	34,641	10,626	36.51	4.9	22,064
Marion	43.0	13.19	121,566	9,217						107,628	8,160	23,449	5,825	14,345	8,735	6,298	25,325	7,480			
Marion Metro Area	82.3	24.95	227,915	9,135	15.7	19.1	21.3	24.6	15.1	139,357	5,585	27,221	6,615	14,424	9,005	8,173	34,641	10,626	36.51		
GREENE C-8	25.2	8.81	67,581	7,671	19.0	18.4	16.4	19.4	13.1	43,796	4,971	8,686	1,042	2,817	1,936	2,035	8,853	3,910	11.80	5.1	13,153
HAMILTON E-6	48.0	14.68	142,369	9,698	13.6	19.8	18.7	23.5	19.5	58,759	4,003	11,503	1,887	3,346	2,317	3,449	13,472	6,161	23.34	4.9	21,208
HANCOCK E-6	33.7	10.40	93,162	8,958	14.2	20.5	19.1	25.3	15.4	47,440	4,562	8,270	1,577	3,047	1,196	1,986	14,702	3,805	14.71	3.4	16,683
HARRISON E-10	19.2	5.66	47,441	8,382	17.6	15.7	17.5	24.1	17.5	20,391	3,603	3,596	536	2,032	739	1,186	4,376	1,345	8.40	6.5	15,179
HENDRICKS D-6	50.9	15.22	133,787	8,790	11.8	21.0	19.0	25.6	18.6	52,754	3,466	13,129	2,284	1,862	1,235	773	13,291	5,289	23.37	5.7	22,214
HENRY F-6	51.0	15.84	151,787	9,583	15.2	17.4	19.4	24.3	18.1	86,703	5,474	17,166	2,417	8,249	3,609	4,117	22,031	7,664	23.21	5.4	21,677
New Castle	24.0	8.03	69,837	8,697						57,911	7,212	12,379	1,848	7,601	2,961	1,835	14,150	4,225			
HOWARD E-5	80.0	24.59	263,884	10,731	13.6	19.9															

INDIANA

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales		Retail Sales—1968						Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$000)	% Distribution of Families \$000 \$500 \$800 \$1000 \$1500 to to to to to and 4999 7999 9999 14999 over					Per Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- mobile (\$000)	Service Station (\$000)													
ORANGE D-9.....	17.3	5.38	36,790	6,838	23.2	25.9	13.5	14.1	7.3	24,412	4,538	5,774	746	759	971	787	6,842	2,514	6.93	4.0	7,170
OWEN D-7.....	11.4	3.77	25,943	6,881	20.7	19.1	15.3	19.3	12.1	14,094	3,738	3,498	418	803	155	805	3,459	1,991	5.30	3.2	6,894
PARKE C-6.....	14.2	4.68	37,275	7,965	18.3	23.1	13.5	17.3	13.8	18,664	3,988	4,061	313	1,659	128	281	2,729	2,087	6.43	3.4	14,752
PERRY D-11.....	18.1	5.34	40,596	7,602	22.0	25.2	17.4	15.7	7.7	22,112	4,141	6,628	686	1,732	1,315	1,671	5,172	1,390	7.35	3.0	4,307
PIKE C-10.....	11.7	3.94	30,068	7,631	19.6	19.7	17.5	19.5	8.9	17,016	4,319	2,988	278	1,215	381	462	4,659	1,223	5.48	2.9	7,828
PORTER C-2.....	78.5	22.30	223,196	10,009	13.6	24.1	19.3	22.6	17.8	97,488	4,372	19,475	3,260	9,708	4,047	6,054	20,020	10,640	34.98	4.4	21,141
POSEY B-10.....	21.6	6.77	68,835	10,168	13.5	13.1	14.5	26.7	26.7	31,020	4,582	5,796	757	1,092	1,183	550	8,207	1,703	9.23	3.9	15,621
PULASKI D-3.....	12.1	3.70	33,561	9,071	16.2	14.3	16.4	24.9	19.5	26,807	7,245	3,554	480	696	515	6,059	1,477	5.75	3.8	19,344	
PUTNAM C-7.....	25.1	7.09	69,456	9,796	17.0	18.5	18.6	23.9	15.4	39,834	5,618	6,409	1,113	4,907	1,675	1,450	7,408	4,052	10.25	4.6	20,864
RANDOLPH G-6.....	28.8	9.41	80,141	8,517	16.2	17.5	19.9	22.6	15.6	43,110	4,581	7,933	1,160	3,030	1,482	2,278	9,783	4,274	13.38	6.2	20,864
RIPLEY F-8.....	20.7	6.18	50,169	8,118	18.5	15.9	18.6	22.7	15.0	34,127	5,522	8,252	929	1,255	686	1,165	7,938	2,288	9.07	5.8	14,103
RUSH F-7.....	18.8	5.75	50,971	8,865	17.0	15.9	16.7	22.9	17.3	36,400	6,330	6,133	803	899	895	1,378	8,418	1,949	8.35	4.1	24,641
ST. JOSEPH D-2.....	257.4	77.97	825,432	10,587	12.2	20.1	20.7	26.3	17.9	450,044	5,772	88,278	16,658	88,098	29,510	23,774	96,761	32,026	107.50	5.2	20,359
Mishawaka.....	35.0	11.40	116,459	10,216	88,609	7,773	17,972	2,787	15,464	5,666	2,451	27,408	4,836
South Bend.....	142.1	45.05	487,795	10,828	274,757	6,099	50,884	11,511	62,092	20,422	16,882	56,789	15,278
South Bend Metro Area.....	293.6	89.15	920,610	10,327	12.8	20.9	20.2	25.6	17.3	507,541	5,693	100,186	17,975	93,126	31,488	25,988	107,869	37,610	122.90
SCOTT F-9.....	16.5	4.83	33,831	7,004	21.5	19.1	18.4	18.8	11.1	20,010	4,143	5,778	597	1,150	1,221	971	3,541	2,110	6.73	2.6	4,562
SHELBY E-7.....	37.6	11.84	98,949	8,357	17.7	23.2	17.2	21.0	14.4	58,324	4,926	11,978	1,782	5,080	3,060	4,039	11,236	4,225	16.46	4.4	22,155
SPENCER C-11.....	16.0	4.73	34,565	7,308	21.0	16.4	18.5	20.1	12.2	21,047	4,450	5,798	291	798	345	539	5,086	2,404	6.53	3.9	13,624
STARKE D-3.....	18.2	5.45	40,153	7,368	19.5	16.6	15.4	26.0	14.7	27,627	5,069	4,811	370	5,629	760	387	5,087	2,930	8.23	3.4	12,487
STUBEN G-2.....	16.6	5.25	57,393	10,932	14.7	14.0	17.5	26.1	20.8	46,811	8,916	9,871	1,068	2,548	1,090	937	7,773	7,514	8.85	3.4	11,866
SULLIVAN B-8.....	21.3	7.35	52,300	7,116	20.7	16.3	17.8	21.3	9.8	27,410	3,729	6,184	753	2,037	1,090	978	4,338	2,773	9.20	4.7	14,318
SWITZERLAND G-9.....	5.6	1.83	15,628	8,540	15.3	14.4	12.5	23.5	19.8	5,891	3,219	1,446	211	373	268	288	693	585	2.76	3.2	6,344
TIPPECANOE C-5.....	97.5	28.20	310,080	10,996	13.8	18.4	19.2	25.2	20.4	196,284	6,960	36,970	9,152	46,101	9,616	9,474	35,410	12,572	42.08	4.5	26,781
Lafayette.....	46.8	14.93	158,126	10,591	134,662	9,020	28,043	7,125	33,238	8,980	8,323	26,264	5,846
Lafayette-West Lafayette Metro Area.....	97.5	28.20	310,080	10,996	13.8	18.4	19.2	25.2	20.4	196,284	6,960	36,970	9,152	46,101	9,616	9,474	35,410	12,572	42.08
West Lafayette.....	20.9	5.73	57,121	9,969	34,122	5,955	7,592	1,092	6,741	733	328	6,299	2,609
TIPTON E-5.....	15.1	4.78	49,583	10,373	13.9	16.0	16.5	24.6	23.0	22,429	4,692	4,734	569	1,533	482	835	4,023	1,788	8.05	3.4	17,347
UNION G-7.....	5.6	1.70	17,699	10,411	11.9	12.8	13.9	26.9	27.5	9,517	5,598	1,877	291	472	305	407	1,091	883	3.03	1.6	8,464
VANDERBURGH B-11.....	170.5	54.48	542,162	9,952	15.5	18.6	17.7	23.9	19.1	310,775	5,704	62,857	13,918	62,079	26,421	16,482	53,825	23,793	76.43	2.8	9,648
Evansville.....	147.5	47.09	456,214	9,688	292,986	6,222	57,070	13,829	58,743	25,758	14,828	53,255	21,467
Evansville Metro Area.....	231.6	73.27	694,636	9,480	16.2	18.0	17.6	23.7	17.9	392,822	5,361	82,777	16,163	66,195	30,359	20,093	71,277	32,481	105.30
VERMILION B-6.....	15.6	5.42	45,005	8,304	19.8	15.3	19.0	25.9	11.9	24,788	4,573	6,104	456	1,395	717	800	7,328	1,895	7.64	2.0	9,857
VIGO B-7.....	111.4	36.68	328,329	8,951	16.3	18.9	18.3	23.9	16.2	258,692	7,053	42,399	9,064	47,407	8,810	10,956	41,300	15,841	45.45	4.2	13,445
Terre Haute.....	75.5	25.91	220,297	8,502	243,079	9,382	38,418	8,353	46,921	8,185	10,964	40,293	11,432
Terre Haute Metro Area.....	172.0	57.57	488,202	8,480	17.7	18.3	18.4	23.2	14.2	345,381	5,999	62,209	11,604	54,390	11,679	13,697	61,830	23,148	72.63
WABASH E-4.....	34.7	10.77	94,792	8,801	15.5	20.3	19.0	22.4	15.8	60,963	5,660	12,965	1,696	4,402	3,190	2,446	10,544	5,092	15.54	4.7	25,638
WARREN B-5.....	7.7	2.40	20,303	8,460	16.5	17.8	17.9	24.7	16.0	5,646	2,353	895	61	133	30	207	307	434	4.08	2.7	16,740
WARRICK C-10.....	24.9	7.52	63,632	8,462	17.5	16.6	19.4	22.0	15.8	26,726	3,554	6,037	681	1,479	598	1,190	6,429	2,499	11.47	3.4	8,637
WASHINGTON E-9.....	19.0	5.85	41,919	7,166	20.3	17.4	18.7	19.0	11.1	25,841	4,417	4,813	186	2,572	842	941	7,632	1,944	7.84	5.6	18,542
WAYNE G-6.....	78.9	24.33	217,332	8,933	18.6	20.4	19.8	22.7	13.1	156,857	6,447	29,121	4,965	22,443	9,098	7,099	34,294	13,393	35.06	4.9	23,814
Richmond.....	48.0	15.53	145,914	9,396	117,277	7,552	11,277	4,046	16,711	8,352	6,004	25,747	8,952
Richmond Metro Area.....	78.9	24.33	217,332	8,933	18.6	20.4	19.8	22.7	13.1	156,857	6,447	29,121	4,965	22,443	9,098	7,099	34,294	13,393	35.06
WELLS F-4.....	21.2	6.68	68,840	10,305	14.2	15.1	17.5	25.4	23.5	34,412	5,451	7,386	444	2,489	1,412	2,133	7,232	2,493	11.09	5.4	18,972
WHITE D-4.....	19.8	6.36	59,269	9,319	15.6	16.5	17.8	24.5	20.2	39,400	6,195	8,453	1,083	2,401	1,125	1,257	7,197	3,893	10.36	3.8	28,640
WHITLEY F-3.....	21.1	6.47	65,004	10,047	12.3	16.7	17.7	26.2	22.8	34,260	5,295	7,534	952	1,990	1,564	1,072	7,728	3,798	10.66	4.0	15,061

INDIANA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME

STATE NETWORKS

Indiana Radio Network

Comprised of:

WBUR—Anderson	WIOU—Kokomo
WBUR—Centerville	WMRI—Marion
WBUR—Richmond	WABU—Peru
WCVL—Crawfordsville	WTCA—Plymouth
WADM—Decatur	WPGW—Portland
WGFB—Evansville	WRIN—Bensenville
WILQ—Frankfort	WSYL—Shelbyville
WKAM—Goshen	WKQV—Sullivan

Media Code 4 215 0045 5.00
Business office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
Other office—347 Madison Ave., New York, N. Y. 10017. Phone 212-686-8970.

- PERSONNEL**
Manager—Robert J. Walton.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- GENERAL RATE POLICY**
TIME RATES
ET—Rec'd 1/24/69.
- SPOT ANNOUNCEMENTS**
(15 stations)

WKLY:	1 tl	6 tl	12 tl
1 min. ea.	90	85	80

DISCOUNTS

13 wks—5%	26 wks—8%	39-52 wks—10%
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Auburn—WIFF—Continued

4. AGENCY COMMISSION
15% Net 30 days EOM. 5% Int. overdue acct.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 73a.
Alcoholic beverage or tobacco advertising not acceptable.

TIME RATES

No. 4 Eff. 1/20/69	1 min	30 sec	20 sec
7 x, 1 per day for 1 wk	4.37	2.83	2.87
14 x, 1 per day for 2 wk	4.16	3.63	3.09
28 x, 1 per day for 4 wk	3.97	2.43	2.90
365 x, 1 per day for 1 yr	3.16	2.59	2.08
730 x, 2 per day for 1 yr	2.76	2.22	1.68

SPECIAL SATURATION RATE	1 min	30 sec	20 sec
PER WK:	3.97	3.43	2.90
30 tl	3.16	2.59	2.08
50 tl	2.70	2.22	1.68

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 tl	46.50	27.60	18.40	9.20
5 days or more	36.98	20.03	13.80	7.71

10. SPECIAL FEATURES
Weathercast & News Headlines—1 minute rate applies.
Weather Forecast—5-minute rate applies.

WIFF-FM

1967



Subscriber to the NAB Radio Code
Media Code 4 215 0285 7.00
C. P. Broadcasters Inc., Box 551, Auburn, Ind.
46708. Phone 210-925-1055.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne H. Paradise.
2. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 5:25 am-midnight daily. EST.
Antenna ht.: 311 ft. above average terrain.
Partial simulcast operation. Operated separately 5:25-8 am and local sunset-midnight. For simulcast facilities see WIFF.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 73a.

TIME RATES

Rates are identical to WIFF. See that listing.

BEDFORD

Lawrence County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WBIW

1948



Subscriber to the NAB Radio Code
Media Code 4 215 0380 6.00
Bedford Broadcasting Co., Box 857, Heltonville Rd.,
Bedford, Ind. 47421. Phone 812-275-7555.

1. PERSONNEL
President—Lester G. Spencer.
General Manager—William M. Quigg.
2. REPRESENTATIVES
Meeker Radio, Inc.
Detroit, Cleveland—Pearse Sales.
Regional—Kentucky Radio Sales—South.
South & Southwest—Busby, Finch and Woods, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight weekdays;
7:00 am-11:00 pm Sun. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 8.
Basic Rates: 22a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.
Affiliated with American Information Network.

TIME RATES

No. 7 Eff. 1/1/69—Rec'd 12/20/68.	1x	13x	26x	52x	104x	156x	260x	312x
1 min	6.10	5.75	5.40	5.25	5.05	4.70	4.40	4.05

7. PACKAGE PLANS
- | PER WK: | 5 tl | 11 tl | 20+ |
|---------|------|-------|------|
| 1 min | 4.80 | 4.25 | 3.05 |
| 30 sec | 3.70 | 3.45 | 3.20 |
| 10 sec | 2.75 | 2.55 | 2.35 |

BLOOMINGTON (1 AM; 1 FM)
Monroe County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WTTT

1949



Subscriber to the NAB Radio Code
Media Code 4 215 0475 4.00
Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington,
Ind. 47401. Phone 812-332-3366. TWX 317-
434-3922.

1. PERSONNEL
President—Sarkes Tarzian.
General Manager—Glenn Van Horn.
Station Manager—Ray Bartlett.

2. REPRESENTATIVES

- Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
Regional Reps Corp.
3. FACILITIES
5,000 w. days, 500 w. nights; 1370 kc.
Directional—separate patterns day and night.
Operating schedule: 5-1 am. EST.
Partial simulcast operation. Simulcast 5-7 am & 10
pm-1 am Mon thru Fri; 5-7 am & 6 pm-midnight
Sat; 6 pm-1 am Sun. For non-simulcast facilities see
WTTV-FM.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 26,
29a, 30, 32b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51a
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTTV-FM.
Affiliated with American Entertainment Network.

TIME RATES

No. 7 Eff. 4/25/69—Rec'd 4/25/69.	1 min	30 sec	10 sec
1 x	6.80	5.10	3.40
5 x	6.35	4.75	3.20
10 x	5.90	4.40	2.95
15 x	5.65	4.25	2.85
20 x	5.40	4.05	2.70
26 x	5.20	3.90	2.60
31 x	4.95	3.70	2.50
62 x	4.45	3.35	2.25
93 x	4.00	3.00	2.00
124 x	3.75	2.80	1.90
158 x	3.55	2.65	1.80

- Consecutive Weeks' Usage. Fixed position in terms
of 1/2 hour segments.
7. PACKAGE PLANS
- | PER WK: | 1 min | 30 sec | 1 min | 30 sec |
|---------|-------|--------|-------|--------|
| 10 tl | 6.80 | 4.95 | 4.05 | 3.70 |
| 15 tl | 6.35 | 4.75 | 4.05 | 3.35 |
| 20 tl | 6.10 | 4.60 | 4.25 | 3.20 |
| 25 tl | 5.90 | 4.40 | 4.00 | 3.00 |
| 30 tl | 5.40 | 4.05 | 3.50 | 3.00 |

YRLY. ROS:	1 min	30 sec	1 min	30 sec
100 x	6.10	4.60	6.00	3.50
150 x	5.90	4.40	6.00	3.15
200 x	5.65	4.20	6.00	2.95
250 x	5.40	4.05	6.00	2.80
300 x	5.05	3.80	6.00	2.65

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	61.45	38.80	23.30	17.80	12.30
26 x	58.25	36.90	22.00	16.80	11.65
52 x	55.00	34.95	20.70	15.90	11.00
104 x	51.75	33.00	19.40	14.80	10.35
156 x	48.55	31.05	18.10	13.95	9.70
208 x	45.30	29.10	16.80	12.95	9.05
260 x	42.05	27.20	15.55	12.00	8.40
312 x	38.80	25.25	14.25	11.00	7.75
624 x	12.95	10.05	7.10	5.05	3.45
936 x	9.05	6.45	3.75	2.65	1.80

WTTV-FM

1959



Subscriber to the NAB Radio Code
Media Code 4 215 0570 2.00
Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington,
Ind. 47401. Phone 812-332-3366.

1. PERSONNEL
President—Sarkes Tarzian.
General Manager—Glenn Van Horn.
Sales Manager—James Hall.
2. REPRESENTATIVES
The Meeker Company, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
Regional Reps Corp.
3. FACILITIES
ERP 37,200 w.; 92.3 mc.
Operating schedule: 5-1 am. EST.
Partial simulcast operation. Operated separately 7
am-10 pm Mon thru Fri; 7 am-6 pm Sat & Sun.
For simulcast facilities see WTTT.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
See WTTT listing for coded regulations.
AM facilities: WTTT.
Affiliated with American FM Network.

TIME RATES

Rates effective November 10, 1962, Rates received November 5, 1962.	1 min	25 sec	1 min	25 sec
1 tl	3.00	2.30	1.04	1.80
13 tl	2.90	2.15	1.56	1.75
26 tl	2.75	2.10	2.08	1.75
39 tl	2.65	2.00	2.60	1.65
52 tl	1.80	1.60	3.12	1.90

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	24.00	14.40	9.60	7.20	4.80
13 tl	22.80	13.70	9.10	6.85	4.55
26 tl	21.60	12.95	8.65	6.50	4.30
39 tl	20.40	12.25	8.15	6.10	4.10
52 tl	19.20	11.50	7.70	5.75	3.85
104 tl	18.00	10.80	7.20	5.40	3.60
156 tl	16.80	10.10	6.70	5.05	3.35
208 tl	15.60	9.35	6.25	4.70	3.10
260 tl	14.40	8.65	5.75	4.30	2.94
312 tl	13.20	7.90	5.30	3.95	2.69

BLUFFTON

Wells County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCRD (FM)

1963

Subscriber to the NAB Radio Code
Media Code 4 215 0665 0.00
Wells County Radio Corporation, Box 321, 217-1/2
W. Market, Bluffton, Ind. 46714. Phone 824-2804.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herman Zepp.
Program Director—Paul Kennedy.

2. REPRESENTATIVES

- Gelderman & Company.
3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6:00 am-10:00 pm. CST.
Antenna ht.: 90 ft. above average terrain.
4. AGENCY COMMISSION
Net/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 61b.
Advertisers co-operating in group broadcasts are
required to make individual contracts. Should adver-
tiser fail to use the total time contracted for the
advertiser will be billed for the difference in rate
earned and the rate contracted for. If more time is
used than contracted for, a rebate will be issued for
the difference between the rate earned and the rate
contracted for.
The rates quoted herein are subject to change upon
30 days' notice.

TIME RATES

Rates effective received April 14, 1965.

6. SPOT ANNOUNCEMENTS	SPOTS	Base	1st	2nd	3rd
10 tl	3.25	260 tl	2.25	1.75	1.50
12 tl	3.00	365 tl	2.25	1.75	1.50
15 tl	2.75	750 tl	2.25	1.75	1.50
18 tl	2.50	1460 tl	2.25	1.75	1.50

- 30-second spot is 75% of 1-minute spot rate.
30-second spot is 50% of 1-minute spot rate.
10-second spot is 37-1/2% of 1-minute spot rate.
Announcements and programs cannot be combined to
earn lower rates.
7. PACKAGE PLANS
1-MINUTE SPOT SATURATION
(ROS)
- | 3 MO: | PER MO: | PER WK: | PER DAY: |
|--------|---------|---------|----------|
| 90 tl | 60 tl | 21 tl | 6 tl |
| 180 tl | 90 tl | 28 tl | 8 tl |
| 270 tl | 120 tl | 35 tl | 10 tl |
| 360 tl | 150 tl | 42 tl | 12 tl |
| 450 tl | 180 tl | 49 tl | 14 tl |

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
Base	41.00	22.50	12.50	6.75
13 tl	37.00	20.50	11.50	6.25
15 tl	33.00	18.50	10.50	5.75
18 tl	29.00	16.50	9.50	5.25
26 tl	25.00	14.50	8.50	4.75
36 tl	21.00	12.50	7.50	4.25
730 tl	17.00	10.50	6.50	3.75
1460 tl	13.00	8.50	5.50	3.25

BOONVILLE (1 AM; 1 FM)

Warrior County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WBNI

1950



Subscriber to the NAB Radio Code
Media Code 4 215 0760 9.00
Boonville Broadcasting Co., Boonville, Ind. 47601.
Phone 812-897-2080.

1. PERSONNEL
President—Henry C. Sanders.
Gen'l & Sales Mgr.—Norman Hall.
3. FACILITIES
250 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WBNI-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a,
26, 28b, 29c.
Contracts: 42a, 43, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72.
Affiliated with MBS and KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME	No. 6 Eff. 7/1/69—Rec'd 6/27/69.
10 tl	within 10 days..... 4.00
30 tl	within 30 days..... 3.75
60 tl	within 60 days..... 3.50
90 tl	within 90 days..... 3.25
30 sec	12 per wk..... 24.00
10 sec	groups of 50 within 2 wks..... 55.00

7. PACKAGE PLANS
1-MINUTE SPOT SATURATION PACKAGE
30 spots (100 wds same copy) within 60 days..... 82.50

WBNI-L-FM

1967



Subscriber to the NAB Radio Code
Media Code 4 215 0761 7.00
Boonville Broadcasting Co., Inc., Hwy. 61, N.,
Boonville, Ind. 47601. Phone 897-2080.

1. PERSONNEL
President—H. C. Sanders.
Gen'l. Sta. & Sales Mgr.—Norman Hall.
Program Director—George McCoy.
3. FACILITIES
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local
sunset-midnight. For simulcast facilities see WBNI-L.
4. AGENCY COMMISSION
15% on time only; monthly.
5. GENERAL ADVERTISING See coded regulations
See WBNI listing for coded regulations.
Affiliated with MBS and KBS.

TIME RATES

Rates are identical to WBNI. See that listing.

BRAZIL

Clay County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WWCM

1959

Media Code 4 215 0855 7.00
Albert R. Tedesco, Box 227, White Rock Rd., Brazil,
Ind. 47334. Phone 812-446-2317.

1. PERSONNEL
General Manager—Walter Ter Meer.
2. REPRESENTATIVES
PRO Time Sales, Inc.
3. FACILITIES
500 w. days; 1380 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time only. No cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21d, 22a, 22b, 24b, 24c, 25a, 26,
28a, 28c, 29a, 31, 33a.
Contracts: 40a, 42d, 44b, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60g, 60i, 61c.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 82.

INDIANA

Columbus—WCSI—Continued

note facilities. 2 mobile units. Contact Representative for further details. Rec'd 3/13/68.

- PERSONNEL**
General Manager—Jim Kauper.
Sales Manager—Bill Williamson.
- REPRESENTATIVES**
Regional Rep. Corp.
- FACILITIES**
500 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24c, 25c, 25d, 26a, 30.
Contracts: 40a, 41, 45, 46, 47e.
Comb.: Cont. Discounts: 80a.

TIME RATES
ET 10/1/68—Rec'd 9/16/68.

6. SPOT ANNOUNCEMENTS

PER WK:	11	71	14	21	28	35+
1 min.....	8.25	7.25	5.70	5.30	4.95	4.70
30 sec: 80% of 1-min.						
10 sec: 50% of 1-min.						

- SPECIAL FEATURES**
Fixed position spots adjacent to feature programs—add 5% to applicable rate.

WCSI-FM

1958



Media Code 4 215 1046 2.00
White Hitter Broadcasting Co., Inc., 501-1/2 Washington St., Columbus, Ind. 47201. Phone 812-372-4448.

STATION'S PROGRAMMING DESCRIPTION
WCSI-FM: See WCSI for simulcast programming description. Music 6-11 pm film music, showtunes, old standards, 90% instrumental. Commercials limited to 12 per hour. Contact Representative for further details. Rec'd 3/13/68.

- PERSONNEL**
General Manager—Jim Kauper.
Sales Manager—Bill Williamson.
- REPRESENTATIVES**
Regional Rep. Corp.
- FACILITIES**
ERP 15,000 w.; 101.5 mc.
Antenna ht.: 300 ft. above average terrain.
Operating schedule: 6:00 am-11:00 pm. EST.
WCSI-FM operates independently after sunset; dup. WCSI-AM during daytime hours.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WCSI listing for coded regulations.

TIME RATES
ET 8/15/68—Rec'd 10/5/68.

6. SPOT ANNOUNCEMENTS

EVENING RATES

PER WK:	11	20	21	22	23	24	25	26	27	28	29	30
1 min.....	8.80	20	21	22	23	24	25	26	27	28	29	2.80
5 min.....	3.50	25	26	27	28	29	30	31	32	33	34	2.75
10 min.....	3.20											

MORNING RATES

PER WK:	11	15	20	25	30	35	40	45	50	55	60	65	70	75	80
1 min.....	8.20	15	20	25	30	35	40	45	50	55	60	65	70	75	8.00
3 min.....	5.80	25	30	35	40	45	50	55	60	65	70	75	80	85	4.12
5 min.....	5.55	30	35	40	45	50	55	60	65	70	75	80	85	90	4.00
7 min.....	5.25	40	45	50	55	60	65	70	75	80	85	90	95	100	3.88
10 min.....	5.08														

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Fixed position spots adjacent to feature programs—add 5% to applicable rate.

CONNERSVILLE (1 AM; 1 FM)

Fayette County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WCNB WCNB-FM

1948



Media Code 4 215 1140 3.00
News-Examiner Company, 406 Central Ave., Connersville, Ind. 47331. Phone 825-6411.

- PERSONNEL**
Station Mgr. & Com'l Mgr.—E. M. Jackson.
Program Director—Francis E. Chomel.
- REPRESENTATIVES**
Gill-Perin, Inc.
- FACILITIES**
250 w. days; 1580 kc. Non-directional.
Operating schedule: 7:00 a.m. to local sunset. EST.
FM-ERP 6,700 w.; 100.3 mc.
Operating schedule: Programmed separately 1:30-7:30
- AGENCY COMMISSION**
15% on time only; no cash discount. Billed monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 80a, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z.

TIME RATES
No. 6 ET 1/1/68—Rec'd 3/28/68.

6. SPOT ANNOUNCEMENTS

1 min.....	1x	15x	25x	52x	100x	260x	900x
1 min.....	8.80	21	25	5.35	5.25	5.10	5.05
30 sec.....	3.30	3.14	2.97	2.81	2.51	2.31	2.15
10 sec.....	2.48	2.36	2.22	2.11	1.86	1.74	1.61

7. PACKAGE PLANS

	11	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
1 min.....	5.75	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
31 sec.....	4.60	4.40	4.00	3.60	3.20	2.80	2.40	2.00	1.60	1.20	0.80	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10 sec.....	2.90	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

- PROGRAM TIME RATES**
1 hr..... 56.00 33.00 22.00 16.50 11.00
1 1/2 hr..... 56.00 33.00 22.00 16.50 11.00
- DISCOUNTS**
13x—5% 52x—15% 260x—30%
26x—10% 100x—25% 300x—35%

CORYDON

Harrison County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WPDF

1964

Subscriber to the NAB Radio Code
Media Code 4 215 1235 1.00
Harrison Radio, Inc., Box 327, 228 Elm St., Corydon, Ind. 47112. Phone 812-738-3241.

- PERSONNEL**
Pres. & Gen'l Mgr.—Herbert L. Arms.
- FACILITIES**
250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 46, 47a, 49, 50, 51a.
Comb.: Cont. Discounts: 80a, 80f, 80g, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1964. (Card No. 1)
Card rec'd April 27, 1964.

6. SPOT ANNOUNCEMENTS

1 min (*)	1 min (*)
11..... 4.00 3.00 15a..... 3.25 2.25	11..... 3.85 2.85 260..... 3.10 2.10
13..... 3.70 2.70 312..... 3.00 2.00	26..... 3.65 2.65 500..... 2.70 1.90
14..... 3.40 2.40	104..... 3.40 2.40

(*) 25 word Shorties.
10. SPECIAL FEATURES
Newscasts: 5 minutes on the hour, add 1.00 per program; Headlines at :30.

CRAWFORDSVILLE

Montgomery County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCVL

1964



Subscriber to the NAB Radio Code
Media Code 4 215 1330 0.00
WCVL, Inc., Box 503, 101-1/2 E. Main St., Crawfordsville, Ind. 47933. Phone 817-362-8200.

- STATION'S PROGRAMMING DESCRIPTION**
WCVL: Programmed for general adult interest, 6 am-6:30 pm, young adults, 6:30 pm-12M. MUSIC: middle-of-the-road daily-current hits and general rock, 6:30 pm-sign-off. NEWS: network news, local news throughout day, featuring direct reports from local and neighboring towns. FARM: 2 vignettes an hour, 6-9 am. Farm show, 11 am-1 pm. SPORTS: live coverage of local high school and college football and basketball. Contact Representative for further details. Rec'd 1/30/69.

- PERSONNEL**
President—John L. Sinclair, Jr.
Station Manager—Jack L. Cunningham.
Sales Manager—Robert L. Sinclair.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
Regional Rep. Corp.
- FACILITIES**
250 w.; 1550 kc. Directional—night only.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15% on time only; variable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21b, 22a, 23b, 24a, 25a, 26, 33a.
Contracts: 40a, 41, 45, 47a.
Comb.: Cont. Discounts: 80h, 81b.
Prod. Services: 80.

TIME RATES
ET 1/30/69.

6. SPOT ANNOUNCEMENTS

PER WK:	11	51	101	151	201	251	351	451
1 min.....	6.20	5.80	5.70	5.55	5.35	5.25	5.10	5.05
30 sec.....	4.40	4.30	4.10	3.90	3.75	3.70	3.60	3.55

CONTRACT DISCOUNT

13 wk—5%	26 wk—10%	52 wk—15%	
13 wk.....	5.00	4.50	4.00
26 wk.....	4.75	4.25	3.75
52 wk.....	4.50	4.00	3.50

ET 5 min 10 min 1/4 hr 1/2 hr
Ea..... 11 15 21 85

DECATUR (1 AM; 1 FM)

Adams County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WADM

1964

Subscriber to the NAB Radio Code
Media Code 4 215 1425 8.04
Alron, Inc., 233 N. 2nd St., Decatur, Ind. 46733.
Phone 724-7161.

- PERSONNEL**
General Manager—Kenneth F. Pehlke.
Sales Manager—Clyde A. Moser.
Program Director—Larry F. Arnold.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Update New York, Pennsylvania—Regional Reps
- FACILITIES**
250 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
Partial simulcast operation. For non-simulcast facilities see WADM-FM.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 23b, 24a, 25a, 28b, 28c, 30, 33b.
Contracts: 40a, 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 80a, 80e, 80f, 80g, 80i, 81b, 82a.

- SPOT ANNOUNCEMENTS**
1x 15x 26x 52x 104x 156x 312x
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50
- PACKAGE PLANS**
Plan A—5 per day..... 15
Plan B—10 per week..... 25
20 per week..... 45
30 per week..... 65
Plan C—80 per 2 weeks..... 110
*Plan D—90 per month..... 160
*Plan E—120 per month..... 200
(* 52-week contract, additional 10% discount.)
- PROGRAM TIME RATES**
1 hr..... 35.00 33.00 31.00 29.00 27.00 25.00 23.00
1/2 hr..... 24.00 22.00 20.00 19.00 18.00 17.00 16.00
15 min..... 16.00 15.00 14.00 13.00 12.00 11.00 10.00
10 min..... 12.00 11.50 11.00 10.50 10.00 9.00 8.00
5 min..... 6.50 6.25 6.00 5.75 5.50 5.25 4.50

WADM-FM

1966



Media Code 4 215 1426 6.00
Alron Inc., 233 N. 2nd St., Decatur, Ind. 46733.
Phone 724-7161.

- PERSONNEL**
General Manager—Kenneth F. Pehlke.
Sales Manager—Clyde A. Moser.
Program Director—Larry F. Arnold.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Regional Rep. Corp.
- FACILITIES**
ERP 3,000 w.; 92.7 mc.
Operating schedule: 6 am-10 pm Mon thru Sat; 7 am-10 pm Sun. EST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see WADM.
- AGENCY COMMISSION**
15% time and talent
- GENERAL ADVERTISING** See coded regulations
See WADM listing for coded regulations.
Affiliated with MBS.

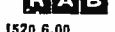
TIME RATES
Rates are identical to WADM. See that listing.

ELKHART (2 AM; 2 FM)

Elkhart County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WCMR

1956



Media Code 4 215 1520 6.00
Progressive Broadcasting System, Inc., Elkhart, Ind. 46514. Phone 219-523-4667, 875-5166.

- STATION'S PROGRAMMING DESCRIPTION**
WCMR: Programmed for adults.
FARM 10%: weekdays 6-6:30 am & 12:15-1 pm, agricultural director, agricultural business analysis, 4 county agents' reports, interviews, feature stories. Over 25 min daily local, regional and national market details emphasizing local farm-community involvement. NEWS: 28% network news 5 min every 30 min and world summary 6:30-7 pm. Local news department with 4 mobile units, live on-location broadcasting from community events, 25 national and international newscasts daily, 12 local, area and community newscasts, 25 weathercasts, 6 commentary and feature programs. AIR PERSONALITIES handle all portions. Women's show daily 10-10:30 am. SPORTS: 2 sportscasters, live local high school and college football and basketball, 5 sportscasts daily. MUSIC 33% weekdays: general popular 64%, semi-classic 13%, inspirational religious 23%. Contact Representative for further details. Rec'd 5/29/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Clarence C. Moore.
Vice-Pres. & Sta. Mgr.—Edwin C. Moore.
National Sales Manager—James V. Hummel.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1270 kc. Directional.
Operating schedule: 5:45 am-11:10 pm. EST.
- AGENCY COMMISSION**
15%: Billed 1st of month, payable 15th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 30, 32a, 33a.
Contracts: 40a, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.

Comb.: Cont. Discounts: 80a, 80g, 80i, 81c, 82b, 82d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WXAX (FM).
Affiliated with MBS.

TIME RATES
No. 9 ET 11/6/67—Rec'd 12/4/67.
AA—Mon thru Fri 11:45 am-1:15 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

1x	25x	52x	104x	156x	260x	520x
1 min.....	12.00	11.00	10.50	9.50	9.00	8.25 7.40
30 sec.....	9.50	8.25	7.80	6.80	6.50	5.80 5.20
15 sec.....	7.00	6.10	5.80	5.20	5.00	4.75 4.30 3.50

Regional Agricultural programming.

CLASS A

1 min.....	9.70	9.00	8.30	7.60	7.25	6.80	5.90
30 sec.....	7.60	6.80	6.25	5.50	5.20	4.70	4.15
15 sec.....	5.55	4.85	4.50	4.15	3.80	3.45	2.75

6. PROGRAM TIME RATES

CLASS AA

1/4 hr.....	1x	25x	52x	104x	156x	260x	520x
1/4 hr.....	41.00	38.00	36.00	32.50	31.00	29.50	25.00
10 min.....	31.00	27.50	26.00	25.00	24.00	22.50	21.50
5 min.....	22.50	20.00	17.25	16.50	15.50	14.75	14.00

Regional Agricultural programming.

CLASS A

1/2 hr.....	53.00	47.00	45.00	41.50	40.00	39.00	35.00
1/4 hr.....	33.00	30.00	29.00	28.00	25.00		

Elkhart—WTRC—Continued

Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
 Contracts: 40a, 41, 43, 44a, 45, 46, 49, 51c.
 Comb.: Cont. Discounts: 60a, 60b, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 81, 82.
 FM facilities: WTRM (FM).
 Affiliated with NAB.

TIME RATES

No. 14 Eff 6/1/68—Rec'd 5/23/68.
 AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 3-6:30 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	12.50	12.00	11.50	11.00	10.50
6 ti	11.50	11.00	10.50	10.00	9.50
12 ti	10.50	10.00	9.50	9.00	8.50
24+	9.50	9.00	8.50	8.00	7.50

PER WK:	CLASS AA				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	11.50	11.00	10.50	10.00	9.50
6 ti	10.50	10.00	9.50	9.00	8.50
12 ti	9.50	9.00	8.50	8.00	7.50
24+	8.50	8.00	7.50	7.00	6.50

PER WK:	20/30 SECONDS				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	10.50	10.00	9.75	9.25	9.00
6 ti	9.75	9.25	9.00	8.50	8.00
12 ti	9.00	8.50	8.00	7.75	7.25
24+	8.00	7.75	7.25	7.00	6.50

PER WK:	CLASS A				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	8.75	9.25	9.00	8.50	8.00
6 ti	8.00	8.50	8.00	7.75	7.25
12 ti	8.00	7.75	7.25	7.00	6.50
24+	7.25	7.00	6.50	6.00	5.75

PER WK:	CLASS A				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	8.75	9.25	9.00	8.50	8.00
6 ti	8.00	8.50	8.00	7.75	7.25
12 ti	8.00	7.75	7.25	7.00	6.50
24+	7.25	7.00	6.50	6.00	5.75

WXAX (FM)

1963
RAB
 Media Code 4 215 1710 3.00
 Progressive Broadcasting System, Inc., Elkhart, Ind.
 8514; Phones 219-523-4567, 875-5168.

1. PERSONNEL
 Owner & Gen'l Mgr.—Clarence C. Moore.
 Station Manager—Edwin C. Moore.
 Sales Manager—James V. Hummel.
 2. REPRESENTATIVES
 John C. Butler & Company, Inc.
 3. FACILITIES
 ERP 20,000 w.; 104.7 mc.
 Operating schedule: 5:45 am-11:10 pm. EST.
 Antenna ht.: 170 ft. above average terrain.

4. AGENCY COMMISSION
 15/0; billed 1st, payable 15th.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
 Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a,
 26, 27, 28a, 30, 32a, 33a.
 Contracts: 40a, 42a, 42d, 44a, 45, 46, 47a, 48, 50,
 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WCMR.
 Affiliated with MBS.

TIME RATES
 Rates effective June 15, 1965.
 Rates received September 6, 1963.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 1 min 30 sec
 1 ti 5.00 3.50 104 ti 4.25 2.75
 26 ti 4.75 3.25 156 ti 4.00 2.50
 52 ti 4.50 3.00 260 ti 3.50 2.00

8. PROGRAM TIME RATES
 5 MINUTE
 1 ti 7.50 104 ti 6.75
 26 ti 7.25 156 ti 6.50
 52 ti 7.00 260 ti 6.00

ELWOOD

Madison County—Map Location E-5
 See SRDS consumer market map and data at beginning of the State.

WBMP (FM)

1964
NAB
 Media Code 4 215 1805 1.00
 Heart of Hoosierland, Inc., 342 County Line Rd.,
 Elwood, Ind. 46036. Phone 317-552-5043.

1. PERSONNEL
 General Manager—Scott Ridener.
 3. FACILITIES
 ERP 3,000 w.; 101.7 mc.
 Operating schedule: 5:30 am-midnight daily. EST.
 Antenna ht.: 140 ft. above average terrain.
 4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20b, 23a, 24b, 24c, 25a, 29a, 30.
 Contracts: 40a, 43, 44a, 45, 49.
 Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61c, 62a.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 80, 82.

TIME RATES
 Eff 9/11/67—Rec'd 2/5/68.

6. SPOT ANNOUNCEMENTS
 1 min 1x 26x 52x 156x 312x
 5.80 5.20 4.60 4.00 3.30

7. PACKAGE PLANS
 25 ti in 3 days 75
 50 ti in 1 wk 150
 100 ti in 1 mo 300

8. PROGRAM TIME RATES
 1/2 hr 1/4 hr 10 min 5 min
 1 x 58.00 31.00 18.00 15.00 9.00
 26 x 48.00 28.00 18.00 13.00 8.00
 52 x 44.00 25.00 14.00 11.00 7.00
 156 x 40.00 22.00 12.00 9.00 6.00
 312 x 38.00 19.50 10.00 7.00 5.00

EVANSVILLE (4 AM; 2 FM)

Vanderburgh County—Map Location B-11
 See SRDS consumer market map and data at beginning of the State.

WGBF

NBC Radio Network

Subscriber to the NAB Radio Code
 Media Code 4 215 1900 0.00
 Radio Station WGBF, Inc., Box 3486, Evansville,
 Ind. 47701. Phone 812-477-8811.

STATION'S PROGRAMMING DESCRIPTION
 WGBF: Programmed for adults.
 NEWS: 2 local newsmen, 15 min local newscast 7:30
 am M-F, 5 min local 8:30 am, 10 min 11:45 am,
 5:20 pm, 10:05 pm. Local news highlights 10:05 am,
 2:05 pm, 4:05 pm, 6:05 pm. Network 5 min news
 on hour daily, news of world 6:30-6:45 pm M-F.
 Wire news 7-7:15 am M-F, 11:55 pm-12M daily.
 SPORTS: director broadcasts 15 min sportscast daily
 M-F 5:45-6 pm, 100 high school, college football
 and basketball games annually. Major league base-
 ball carried. FARM: 6:05-6:15 am, 11:30 am-12:45
 pm M-F, farm director. MUSIC: general popular
 6 am-2 pm. General popular, jazz 2-6 pm. Film,
 showtimes, serious 6-10 pm. Standards, middle-of-
 the-road, jazz-oriented, jazz 10 pm-12M. Contact
 Representative for further details. Rec'd 5/28/60.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Martin L. Leitch.
 Program Director—Gene Crawford.

2. REPRESENTATIVES
 Weed Radio Corporation,
 Kansas City St. Louis—Mid-West Time Sales.
 South—David Carpenter Company.
 Canada—Andy McDermott Sales Ltd.

3. FACILITIES
 5,000 w. days, 1,000 w. nights; 1280 kc. Directional-
 night only.
 Operating schedule: 6:00 am-midnight. CST.

4. AGENCY COMMISSION
 15% on net time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
 Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a,
 26, 27, 28a, 30, 32a, 33a.
 Contracts: 40a, 42a, 42d, 44a, 45, 46, 47a, 48, 50,
 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WCMR.
 Affiliated with MBS.

TIME RATES
 Rates effective June 15, 1965.
 Rates received September 6, 1963.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 1 min 30 sec
 1 ti 5.00 3.50 104 ti 4.25 2.75
 26 ti 4.75 3.25 156 ti 4.00 2.50
 52 ti 4.50 3.00 260 ti 3.50 2.00

8. PROGRAM TIME RATES
 5 MINUTE
 1 ti 7.50 104 ti 6.75
 26 ti 7.25 156 ti 6.50
 52 ti 7.00 260 ti 6.00

9. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24b,
 24c, 25a, 26, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a,
 50, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM programmed separately after AM sign-off.

TIME RATES
 Rates effective January 1, 1964.
 Rates received October 3, 1963.

6. SPOT ANNOUNCEMENTS
 1 min (*) 1 min (*)
 1 ti 5.00 5.00 156 ti 4.80 4.00
 26 ti 5.70 4.75 260 ti 4.50 3.75
 52 ti 5.40 4.50 312 ti 4.20 3.50
 104 ti 5.10 4.25 1000 ti 3.90 3.25
 (*) Station break

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1 hr 1/2 hr
 1 ti 60.00 36.00 156 ti 48.00 28.80
 26 ti 57.00 34.20 260 ti 45.00 27.00
 52 ti 54.00 32.40 312 ti 42.00 25.20
 104 ti 51.00 30.60

(Evansville continued on next page)

We're Evansville's "VOICE OF AUTHORITY!"

A March, '69 MEDIASTAT survey queried,
 "If someone were to ask you for the
 name of the radio station in Evansville
 whose broadcasts of news and informa-
 tion are the most accurate and reliable,
 which station would you name?" WGBF
 led all five other Evansville radio stations
 in adult response by a full SIX percentage
 points or more. We can frame your mes-
 sage with reliability too. Call WEED, MID-
 WEST TIME SALES, or DAVID CARPENTER
 CO. (South) for details.

1. PERSONNEL
 Pres. & Gen'l Mgr.—John A. Engelbrecht.
 Station Manager—Charles Blake.

2. REPRESENTATIVES
 Savall/Gates, Inc.
 Regional Reps Corp.

3. FACILITIES
 250 w. days; 820 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15% net time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24b,
 24c, 25a, 25b, 26, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a,
 50, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM operated in conjunction with AM until sign-off.

TIME RATES
 No. 4 Eff 9/1/66—Rec'd 8/3/66.

6. SPOT ANNOUNCEMENTS
 1 min 20/30 1 min 20/30
 1 x 10.00 9.50 156 x 8.00 6.40
 26 x 9.50 7.60 260 x 7.50 6.00
 52 x 8.00 7.20 312 x 7.00 5.60
 104 x 8.50 6.80 1000 x 6.50 5.20

EVANSVILLE, INDIANA
 5000 w. Days, 1000 w. Nights, NBC

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b,
 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50,
 51a.
 Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.

Tables below show rates after deduction of all ap-
 plicable discounts.

Announcements purchased on the weekly rate basis
 may be combined with the announcements purchased
 on the annual rate basis to earn lower rates on the
 latter and vice versa.
 Member: Indiana Radio Network.

TIME RATES
 Rates effective September 1, 1960. (Card No. 10.)
 Card received August 5, 1960.

Class "A"—6:00 a.m. to 7:00 p.m. daily.
 Class "B"—7:00 p.m. to midnight daily.

6. SPOT ANNOUNCEMENTS

CLASS "A"
 1 time 1 min. 30 sec. 10 sec.
 1 ti 12.00 9.00 6.00
 52 times 11.50 8.65 5.75
 104 times 11.00 8.25 5.50
 156 times 10.50 7.85 5.25
 200 times 9.80 7.35 4.90
 520 times 9.10 6.85 4.55
 1,040 times 8.40 6.30 4.20

CLASS "B"
 1 time 9.00 6.75 4.50
 52 times 8.65 6.50 4.30
 104 times 8.25 6.20 4.10
 156 times 7.85 5.90 3.90
 200 times 7.35 5.50 3.65
 520 times 6.85 5.10 3.40
 1,040 times 6.30 4.70 3.15

7. PACKAGE PLANS
 WEEKLY PACKAGE PLAN
 CLASS "A"
 5 per week 10.00 7.50 5.00
 10 per week 9.50 7.10 4.75
 15 per week 9.00 6.75 4.50
 20 per week 8.50 6.40 4.25
 25 per week 8.00 6.00 4.00
 30 per week 7.50 5.60 3.75

CLASS "B"
 5 per week 7.50 5.60 3.75
 10 per week 7.10 5.30 3.55
 15 per week 6.75 5.10 3.40
 20 per week 6.40 4.80 3.20
 25 per week 6.00 4.50 3.00
 30 per week 5.60 4.20 2.80

8. PROGRAM TIME RATES
 1/4 hr: 1x 26x 52x 156x 260x 520x 1040x
 A. 48.00 43.20 40.80 36.00 33.60 31.20 28.80
 B. 36.00 32.40 30.60 27.00 25.20 23.40 21.60
 10 min: 75% of 1/4 hour, 5 min: 50% of 1/4 hour.

9. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24b,
 24c, 25a, 26, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a,
 50, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM programmed separately after AM sign-off.

TIME RATES
 Rates effective January 1, 1964.
 Rates received October 3, 1963.

6. SPOT ANNOUNCEMENTS
 1 min (*) 1 min (*)
 1 ti 5.00 5.00 156 ti 4.80 4.00
 26 ti 5.70 4.75 260 ti 4.50 3.75
 52 ti 5.40 4.50 312 ti 4.20 3.50
 104 ti 5.10 4.25 1000 ti 3.90 3.25
 (*) Station break

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1 hr 1/2 hr
 1 ti 60.00 36.00 156 ti 48.00 28.80
 26 ti 57.00 34.20 260 ti 45.00 27.00
 52 ti 54.00 32.40 312 ti 42.00 25.20
 104 ti 51.00 30.60

(Evansville continued on next page)

9. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24b,
 24c, 25a, 26, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a,
 50, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM operated in conjunction with AM until sign-off.

TIME RATES
 No. 4 Eff 9/1/66—Rec'd 8/3/66.

6. SPOT ANNOUNCEMENTS
 1 min 20/30 1 min 20/30
 1 x 10.00 9.50 156 x 8.00 6.40
 26 x 9.50 7.60 260 x 7.50 6.00
 52 x 8.00 7.20 312 x 7.00 5.60
 104 x 8.50 6.80 1000 x 6.50 5.20

EVANSVILLE, INDIANA
 5000 w. Days, 1000 w. Nights, NBC

1. PERSONNEL
 Pres. & Gen'l Mgr.—John A. Engelbrecht.
 Station Manager—Charles Blake.

2. REPRESENTATIVES
 Savall/Gates, Inc.
 Regional Reps Corp.

3. FACILITIES
 250 w. days; 820 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15% net time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d

INDIANA

Evansville—Continued

WJPS
1948

The Eastman Station

Media Code 4 215 2090 9.00

Geyer Broadcasting Co., Inc., Box 3636, Evansville, Ind. 47701. Phone 812-425-2221.

- PERSONNEL**
President—Wayne W. Geyer.
Operations Manager—Dave Wood.
Program Director—Jim Staggs.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Kentucky Radio Sales—South.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1330 kc.
Non-directional days, directional nights.
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**
15/0 net time; rendered weekly or monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

No. 3 ET 5/1/69—Rec'd 5/2/69.

- I—Mon thru Sat 6-10 am & 3-7 pm.
- II—Mon thru Sat 10 am-3 pm & 7-10 pm.
- III—Mon thru Sat 5-8 am & 10 pm-midnight; Sun all day.

PER WK:	CLASS I					CLASS II					CLASS III				
	1 t	12 t	18 t	24 t	30 t	1 t	12 t	18 t	24 t	30 t	1 t	12 t	18 t	24 t	30 t
1 min.	24	21	20	19	18	17	16	15	14	13	12	11	10	9	8
1 min.	21	18	17	16	15	14	13	12	11	10	9	8	7	6	5
30 sec.	15	13	12	11	10	9	8	7	6	5	4	3	2	1	0

- PACKAGE PLANS**
BEST BUY PLAN
Plan A, 30 t (15 I, 10 II, 5 III), ea. 14
Plan B, 15 t (8 I, 5 II, 2 III), ea. 18
Not combinable with other weekly plans for added frequency.

CONSECUTIVE WEEK DISCOUNT

26 wk—5%
52 wk—10%
RATEHOLDER
Minimum wky sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

WROZ

1938



Media Code 4 215 2185 7.00
FUQUA Communications, Inc., Box 441, Evansville, Ind. 47703. Phone 812-422-4171.

STATION'S PROGRAMMING DESCRIPTION

WROZ: Programmed for adults.
MUSIC: Modern country music 5 am-1 am. NEWS: farm news 5:30 am. network news on hour. Local news 7:30, 8:30 & 11:55 am. 4:30 & 5:20 pm. Network commentator news 8 am & noon. SPORTS: local high school and university football and basketball, Major League baseball. Our personalities available for remote broadcasts. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 6/19/69.

- PERSONNEL**
President—Aza Stallworth, Jr.
Vice-Pres. & Gen'l Mgr.—Wilbur Walker.
Program Director—Jim Embry, Sr.
- REPRESENTATIVES**
McGavren-Guuld—PGW Radio, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**
15% on time charges.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Basic Rates: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21b, 21d, 23a, 24a, 24b, 24c, 28b, 28c, 30.
Contracts: 40a, 44a, 44b, 45, 46, 49, 51b, 51c.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

No. 3 ET 9/1/68—Rec'd 8/5/68.

- AA—Mon thru Sat 6-9 am & 3-7 pm.
- A—Mon thru Sat 9 am-3 pm; Sun 6 am-6 pm.
- B—All other times.

PER WK:	CLASS AA					CLASS A					CLASS B				
	1 t	6 t	12 t	18 t	24 t	1 t	6 t	12 t	18 t	24 t	1 t	6 t	12 t	18 t	24 t
1 min.	20	19	18	17	14	17	16	15	14	13	12	11	10	9	8
30 sec.	17	16	15	14	10	14	13	12	11	10	9	8	7	6	5
1 min.	19	18	17	16	13	12	11	10	9	8	7	6	5	4	3
30 sec.	16	15	14	13	11	10	9	8	7	6	5	4	3	2	1
1 min.	13	12	11	10	7	6	5	4	3	2	1	0	0	0	0
30 sec.	12	11	10	9	6	5	4	3	2	1	0	0	0	0	0
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B	12 t	18 t	24 t	36 t											
1 min.	16	12	10	9											
30 sec.	12	10	8	7											
ID's: 50% of 1-min.															

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

WSON

HENDERSON, KY.

City of license, Henderson, Ky.
Considered by CBS Radio Network as their Evansville, Ind., outlet.
See listing under Henderson, Ky.

WVHI (FM)

1954

Media Code 4 215 2280 6.00
Valley-Hi Broadcasting Corp., Southern Securities Bldg., Evansville, Ind. 47708. Phone 812-425-4226.

- PERSONNEL**
Pres. & Sta. Mgr.—Samuel M. Angel.
Director of Sales—Don Hart.
Program Director—John Trimble.
- FACILITIES**
ERP 50,000 w. (horiz.); 17,000 w. (vert.); 10b.3 mc.
Operating schedule: 6-1 am daily. CST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 2% cash discount. Payable by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2c, 4a, 5, 6a, 7b.
Basic Rates: 10b, 11b, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25c.
Contracts: 40a, 41, 45, 49, 51c.
Comb.; Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES

PER WK:	No. 1 ET 12/22/68—Rec'd 4/21/67.				
	1 wk	4 wk	13 wk	26 wk	39 wk
1 t	8.00	7.60	7.20	6.85	6.50
1 t	7.20	6.80	6.50	6.15	5.85
15 t	6.50	6.10	5.85	5.55	5.25
25 t	5.85	5.50	5.25	5.00	4.75
45 t	5.25	4.95	4.75	4.50	4.25
50 t	4.75	4.45	4.25	4.05	3.85
30 sec:	65% of 1-min.	10 sec:	50% of 1-min.		

- PROGRAM TIME RATES**
1 hr. 91
1/2 hr. 55
Frequency discounts applicable.
- SPECIAL FEATURES**
5-MINUTE NEWS, WEATHER, SPORTS

PER WK:	No. 1 ET 12/22/68—Rec'd 4/21/67.				
	1 wk	4 wk	13 wk	26 wk	39 wk
1 t	17.00	16.10	15.30	14.55	13.85
5 t	15.30	14.50	13.80	13.10	12.45
10 t	13.80	13.05	12.40	11.80	11.20
20 t	12.40	11.75	11.15	10.60	10.10

FORT WAYNE (5 AM; 2 FM)

Allen County—Map Location G-3
See NRDS consumer market map and data at beginning of the State.

WFWR

1968



Media Code 4 215 2325 9.00
Fort Wayne Broadcasting Co., 424 Reed Rd., Fort Wayne, Ind. 46805. Phone 219-749-0404.

PERSONNEL

- Owner—Clarence C. Moore.
General Manager—Gordon L. Beck.
Program Director—Gary G. Beck.
- FACILITIES**
1,000 w. days; 1090 kc. Directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15/0 time and talent; 1st of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4d, 5, 6a, 8.
Rate Protection: 10c, 12c, 13, 14c.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24b, 28c, 29a, 30, 33a.
Contracts: 41, 44a, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70c, 71a.
Prod. Services: 80.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES

No. 3 ET	Rec'd 9/3/68.				
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	8.30	8.10	260 x	8.10	5.75
26 x	8.50	7.75	312 x	8.50	5.10
52 x	7.75	7.10	365 x	5.10	4.75
104 x	7.10	6.50	730 x	4.75	4.50
156 x	6.75	6.10	1005 x	4.50	4.10

1-MINUTE OR LESS

EA:	100x	150x	200+
1 mo.	8.10	6.75	5.40
EA:	40x	50x	60x
6 days	8.50	7.50	6.75
EA:	13x	30x	50x
6 days	8.10	7.75	7.50
EA:	5x	10x	15x
1 day		9.00	8.10

PROGRAM TIME RATES

1 x	1 hr 1/2 hr 1/4 hr 10 min 5 min				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	68.00	49.00	30.00	24.00	20.00
26 x	65.00	44.00	27.00	21.00	19.00
52 x	48.00	42.00	25.00	20.00	17.50
104 x	57.00	40.00	24.00	19.00	16.50
156 x	54.00	38.00	23.00	18.00	15.50
260 x	54.00	37.00	22.00	17.00	15.00
312 x	53.00	36.00	21.00	16.00	14.50
365 x	52.00	35.00	20.00	15.00	13.00
730 x	50.00	34.00	19.00	14.00	12.00
1095 x	48.00	33.00	18.00	13.50	10.00

SPECIAL FEATURES

20 sec. 10x 50x 100x
Mike Tag—10 sec. ea 2.70.

WGL

1924

American Entertainment Ntwk



Subscriber to the NAB Radio Code

Media Code 4 215 2375 4.00
News-Seasonal Broadcasting Co., Inc., 201 W. Jefferson St., Fort Wayne, Ind. 46802. Phone 743-3366.

- STATION'S PROGRAMMING DESCRIPTION**
WGL: Programmed for general interest.
Air personalities, MUSIC: varied mixture of middle-of-the-road. Music and features 5:35-9:30 am. Women's show 9:35-10 am. Music 11:05 am-12:30 pm. Music 12:45-2 pm. Telephone call-in 2:05-3 pm. Music and features 3:05-8 pm. Public service 8:05-9 pm. Music and features 9:05 pm-12:35 am. NEWS: more than 35 newscasts daily. Local news 5 min or hour. Network news 5 min on half hour. SPORTS: major league baseball, college football, local high school and college basketball. Weekend features include 3 hour, 2 man comedy on Sat. Contact Representative for further details. Rec'd 1/29/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Leonard E. Davis.
Program Director—James Carpenter.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
1,000 w.; 1250 kc. Directional—separate patterns day and night.
Operating schedule: 5:35 am to 12:35 am. EST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

- ANNOUNCEMENTS:**
1-minute transcription or 160 words live.
30-second transcription or 75 words live.
10-second transcription or 25 words live.

TIME RATES

No. 1 ET	Rates effective July 1, 1961. Rates received May 26, 1961.				
	1/20/80	10	10	10	10
1 time	10.00	8.00	5.00	5.00	5.00
26 times	9.00	7.20	4.50	4.50	4.50
52 times	8.40	6.75	4.20	4.20	4.20
156 times	7.80	6.25	3.90	3.90	3.90
260 times	7.20	5.75	3.60	3.60	3.60

WEEKLY SATURATION PLANS

Per week:	1 (minute)				
	1 wk	13 wks	26 wks	39 wks	52 wks
5 times	6.50	6.20	5.85	5.55	5.20
10 times	6.25	5.95	5.60	5.30	5.00
15 times	6.00	5.70	5.40	5.10	4.80
20 times	5.75	5.45	5.20	4.90	4.60
25 times	5.50	5.25	4.95	4.70	4.40
35 times	5.25	5.00	4.75	4.45	4.20
5 times	5.20	4.95	4.70	4.40	4.15
10 times	5.00	4.75	4.45	4.25	4.00
15 times	4.80	4.55	4.30	4.10	3.85
20 times	4.60	4.35	4.15	3.90	3.70

Per week: 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
25 times. 4.40 4.20 3.95 3.75 3.50
35 times. 4.20 4.00 3.80 3.55 3.35
10-seconds—50% of applicable 1-minute rate.

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 70 42 21 14
DISCOUNTS
25x—7% 52x—14% 156x—21% 260x—23%
- PARTICIPATING PROGRAMS**
Welcome In—9:35-10 a.m. Monday through Friday.
Music and home service program.
1st participation: 10.00 156 times 8.50
26 times 8.50 260 times 8.00
52 times 9.00
Participations, live or transcribed—up to 1-1/2 minutes accepted.

WKJG

1947



Subscriber to the NAB Radio Code
Media Code 4 215 2470 5.00
WKJG, Inc., 2633 W. State Blvd., Fort Wayne, Ind. 46808. Phone 219-422-7474.

- STATION'S PROGRAMMING DESCRIPTION**
WKJG: Audience primarily adult.
Each week 28 hours network news, 14 hours local news, 12 hours sports play-by-play, 3 hours sports broadcasts, 20 hours public service and telephone talk. News out 7:30-8:30 a.m. information, 61%
MUSIC: middle-of-the-road, except 92 hours a week country

Fort Wayne—W K J G-FM—Continued

TIME RATES
Rates effective February, 1965.
Rates effective February 26, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 11..... 6.00	4.50	156 11..... 4.80
13 11..... 5.70	4.25	280 11..... 4.50
28 11..... 5.40	4.05	500 11..... 3.50
52 11..... 5.10	3.85	245 11..... 3.50

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr
1 11.....	60.	36.	24.
5 11.....	57.	34.	22.
7 11.....	54.	32.	20.

DISCOUNTS

13 wk.....	5%	52 wk.....	15%
26 wk.....	10%		

WLYV
1948

A Shepherd Broadcasting Station
Subscriber to the NAB Radio Code
Media Code 4 215 2565 0.00
Shepherd Broadcasting Corp. of Indiana, 925 Anthony
Wayne Bank Bldg., Fort Wayne, Ind. 46802, Phone
743-3443.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Herbert J. Weber, Jr.
Assistant Program Director—Gary Lookwood.
Music Director—Rick Hughes.
- 2. REPRESENTATIVES**
McGavran-Gullid-PGW Radio, Inc.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11c, 12c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 20a.
Contracts: 40a, 45, 46, 47.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES

No. 3 Eff 11/17/67—Rec'd 11/8/67.

AA—Mon thru Sat 6-10 am & 8-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

1 MINUTE	52x	104x	156x	200x	520x	1000x
AA.....	38.00	28.00	24.00	22.00	20.00	17.00
A.....	23.00	21.00	18.00	17.00	15.00	13.00
B.....	15.00	13.00	12.00	11.00	11.00	11.00

20/30 SECONDS

AA.....	22.40	20.80	19.20	17.60	16.00	13.60
A.....	18.40	16.80	15.20	13.60	12.00	10.40
B.....	12.00	10.40	10.00	8.80	8.80	8.80

7. PACKAGE PLANS

1 MINUTE	12 11	12 11	18 11	24 11
AA.....	21.00	20.00	19.00	18.00
A.....	20.00	18.00	16.00	14.00
B.....	14.50	14.00	13.00	12.00

30 SECONDS

AA.....	16.80	16.00	15.20	14.40
A.....	16.00	14.40	12.80	11.20
B.....	11.60	11.20	10.40	9.80

10 sec—80% of spot rate.
DISCOUNTS
26 wk—4% 52 wk—8%

WOWO
1925

A Group W Station

WOWO
RADIO ADVERTISING REPRESENTATIVES, INC.

Subscriber to the NAB Radio Code
Media Code 4 215 2660 9.00
Westinghouse Broadcasting Co., Inc., 128 W. Wash-
ington Blvd., Ft. Wayne, Ind. 46802, Phone 219-
742-8373. TWX 219-241-1999.

- STATION'S PROGRAMMING DESCRIPTION**
WOWO: Programmed for general interest.
MUSIC: popular. NEWS: programming includes 5
min on hour newscasts, 10 min news at 7 am, 15 min
news at 8 am, noon & 10 pm. Half hour news and
sports 6-8:30 pm. Farm director conducts 2 hour farm
programming 5-7 am. Specialized programming in-
cludes news documentary, sports specials, community
service reports, International Hockey League broad-
cast of home and away games, play-by-play coverage
of high school basketball tournaments. Contact Repre-
sentative for further details. Rec'd 1/22/68.
- 1. PERSONNEL**
General Manager—C. W. Vandagriff.
Gen'l Sales Manager—H. D. Longworth.
Program Manager—Tom Brown.
- 2. REPRESENTATIVES**
Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**
50,000 w.; 1190 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: *1a, 2a, 3a, 31a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40b, 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c,
62b.
Cancellation: 70a, 70c, 71a, 73a.
(* 5 minute news program—1:15 min commercial
limitation.)

TIME RATES

No. 16 Eff 1/1/69—Rec'd 12/0/68.

AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3:30-7 pm; Sat 10 am-noon.

B—Mon thru Fri 10 am-3:30 pm & 7-8 pm; Sat
noon-8 pm; Sun 6 am-8 pm.
C—Mon thru Sat 5-6 am.
D—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1x	100x	150x	250x	500x	1000x
AA.....	50	46	44	41	36	32
A.....	38	36	34	32	30	28
B.....	36	34	32	30	28	26
C.....	20	19	18	17	16	15
D.....	15	14	13	12	11	10

30 SECONDS

AA.....	40	37	34	32	20	26
A.....	40	29	28	26	24	22
B.....	29	27	26	24	22	20
C.....	14	13	12	11	10	10
D.....	10	9	8	7	6	6

7. PACKAGE PLANS

1 MINUTE

PER WK:	AA	A	B	C	D
10 11.....	49	37	35	19	14
15 11.....	48	36	34	18	13
20+.....	47	35	33	17	12

30 SECONDS

10 11.....	39	29	28	13	9
15 11.....	38	28	27	12	8
20+.....	37	27	26	11	7

10 sec: 50% of 1-min
Package plan spots may convert to frequency dis-
counts, but earned rate will not be retroactive on
package plans.

8. PROGRAM TIME RATES

5-MINUTE

1x	52x	104x	156x	260x
AA.....	80	57	54	51
A.....	46	45	44	43
B.....	40	38	36	35
C.....	25	24	23	22
D.....	20	19	18	17

9. PARTICIPATING PROGRAMS

All Night Show—midnight-5 am. 1 min
1 11, per wk, ea..... 6
10+ ea..... 4

10. SPECIAL FEATURES

WEEKDAY NEWS PLAN
5-min newscasts at 10 am, 11 am, 1 pm, 2 pm, 3
pm, 7 pm. One of each time period, 1 newscast per
day Mon thru Fri. Minimum of 5 newscasts weekly.
Per program:
1 wks..... 38 28 wks..... 34
13 wks..... 35 52 wks..... 32

WEEK-END NEWS PLAN
5-min newscasts, Sat and Sun on the hour, 0 am
thru 7 pm (excluding Sat noon). One of each time
period, Minimum of 5 newscasts weekly. Rates same
as week-day news plan.

EVENING NEWS PLAN
8 pm, 9 pm, 11 pm, 1 per night, Mon thru Sat,
minimum 6 per wk, 00.
All newscasts earn frequency discounts for spots.
Spots do not earn frequency discounts for newscasts.

WPTH (FM)
1959

Subscriber to the NAB Radio Code
Media Code 4 215 2755 7.00
Sarkes Tarzian, Inc., 3333 Rutler Rd., Ft. Wayne,
Ind. 46808. Phone 219-483-0584. TWX 210-241-
4394.

- 1. PERSONNEL**
President—Sarkes Tarzian.
General Manager—David D. Miller.
- 3. FACILITIES**
ERP 44,400 w.; 05.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 680 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 20a.
Contracts: 40a, 42a, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 min	30 sec	10 sec
10 11, fixed.....	8.50	6.75	4.25
15 11, ROS.....	7.00	5.50	

8. PROGRAM TIME RATES

1 hr.....	36	1/2 hr.....	20
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5-MINUTE NEWS

PER WK:	5 11	10 11	15 11
Ea.....	8	7	6

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

FRANKFORT (1 AM; 1 FM)

Clinton County—Map Location D-5
See SRDS consumer market map and data at begin-
ning of the State.

WIL0 WIL0-FM
1953 1962

Media Code 4 215 2850 6.00
Kaspar Broadcasting Co., 52-1/2 E. Washington St.,
Frankfort, Ind. 46041. Phone 317-659-3338.

- 1. PERSONNEL**
General Manager—V. J. Kaspar.
National Adv. Manager—Lillian Kaspar
Sales Manager—Ken McGeath.
- 2. REPRESENTATIVES**
George T. Hopewell, Inc.
- 3. FACILITIES**
250 w. days; 1570 kc. Non-directional.
Operating schedule: maximum daylight hours. EST.
FM FACILITIES
ERP 5,940 w. 99.7 mc.
Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays,
7:30 a.m. to 5:00 p.m. Sundays.
- 4. AGENCY COMMISSION**
None; all rates net to station.

- 5. GENERAL ADVERTISING** See coded regulations
General: 5.
Contracts: 40a.
FM operated in conjunction with AM, during daylight
hours, independently all other hours. Rates are for
combined operation; same rates apply for FM only.
Member: Indiana Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 5/1/67—Rec'd 4/17/67.

6. SPOT ANNOUNCEMENTS

1x	25x	52x	104x	156x	260x	512x
(*).....	4.50	4.20	4.10	3.65	3.55	3.40
(*) 1 min or less.....						

7. PACKAGE PLANS

SPOT PACKAGES
(To be used in 1 wk)

1 min or less.....	10 11	20 11	30 11
	37.50	71.00	100.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	46.00	29.00	17.25	13.00
26 x.....	42.00	26.00	15.20	11.60
52 x.....	38.00	25.00	15.00	11.20
104 x.....	36.00	24.00	14.50	10.90
156 x.....	34.00	23.00	14.00	10.50
260 x.....	32.50	21.50	13.00	9.80
512 x.....	30.25	18.95	12.00	9.00

FRANKLIN

Johnson County—Map Location E-7
See SRDS consumer market map and data at begin-
ning of the State.

WIFN (FM)
1981

Media Code 4 215 2945 4.00
Voice of Johnson County, Inc., Box 194, Hwy. 31 N.,
Franklin, Ind. 46131. Phone 317-736-9114.
Indianapolis phone: 317-631-7013.

- 1. PERSONNEL**
Pres. & Com'l Mgr.—Howell B. Phillips.
General Manager—Ron Douglas.
- 3. FACILITIES**
ERP 3,000 w.; 95.9 mc.
Operating schedule: 5:00 am-11:00 pm daily. EST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 21b, 21c, 23a, 24b, 24c, 25a, 28b,
29a.
Contracts: 41, 44a, 51b.
Comb.: Cont. Discounts: 60d, 61b, 62d.
Cancellation: 72.
Prod. Services: 80, 82.

TIME RATES
ET Rec'd 4/1/68.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	312x
1 min.....	3.75	2.75	2.55

7. PACKAGE PLANS

PER WK:	50 11	25 11
1 min.....	87.50	46.25
PER MO:	100 11	165.00

GARY (2 AM)

Lake County—Map Location B-3
See SRDS consumer market map and data at begin-
ning of the State.

WLTH
1950

Subscriber to the NAB Radio Code
Media Code 4 215 3040 3.00
Northwestern Indiana Broadcasting Corp., 3669
Broadway, Gary, Ind. 46409. Phone 219-884-9409.

- STATION'S PROGRAMMING DESCRIPTION**
WLTH: Programmed for general interest.
MUSIC: current general popular music and modern
country music with adult appeal for bulk of broadcast
day. Aimed more at teens after 2 pm, and all day
Sat & Sun. 5 regular air personalities. Program-
ming-heavy emphasis is placed on community involve-
ment. NEWS: on hour and half hour. 15 min news-
cast at noon. Foreign programming—Spanish, Polish,
Puerto Rican, Romanian and Serbian, Sun mornings
6 am-noon. Contact Representative for further details.
Rec'd 5/26/69.
- 1. PERSONNEL**
President—H. B. Snyder, Jr.
General Manager—Dale Z. Dawson.
Sales Manager—Allen C. Evans.
- 2. REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 22a, 23a, 24c, 28b, 28c, 30.
Contracts: 40a, 41, 45.
Comb.: Cont. Discounts: 60a, 60h, 61a, 62a.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
No. 2 Eff 9/15/68—Rec'd 9/30/68.

Drive Time—6-9 am & 3-6 pm.
Day Time—9 am-3 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

1000x	500x	312x	156x	52x	26x	1x
1 min 6.75	7.75	8.25	8.75	9.25	9.50	10.00
30 sec 5.25	6.20	6.60	7.00	7.40	7.60	8.00

DAY TIME

1 min 5.25	5.75	6.25	6.75	7.25	7.50	8.00
30 sec 4.25	4.80	5.20	5.60	6.00	6.20	6.60

INDIANA

WWCA
1949

American Entertainment Ntwk

Subscriber to the NAB Radio Code
Media Code 4 215 3135 1.00
Lake Broadcasting Co., Inc., 545 Broadway, Gary,
Ind. 46402. Phone 210-888-9171. Chicago phone
312-734-5400.

- STATION'S PROGRAMMING DESCRIPTION**
WWCA: Community-active programming with em-
phasis on local news and editorials, plus telephone
talk shows and interviews on topics of area concern.
Special events programming, with play-by-play cov-
erage of high school and college sports. MUSIC: cur-
rent hits and standards. Pop 6-9 am, 9:30-11:45 am,
2:35-4:45 pm. City court 9:05-9:30 am, labor news
4:45-5 pm. News on hour and half hour. Extended
news at 7 am, 8 am, noon & 5 pm. Telephone con-
versation with guests and audience participation
12:15-1:30 pm and 6:05-6:30 pm. Contact Repre-
sentative for further details. Rec'd 6/21/69.

- 1. PERSONNEL**
President—Des O. Coe.
General Manager—Joseph A. Haas.
- 2. REPRESENTATIVES**
Adam Young Radio, Inc.
Chicago—Contact station.
- 3. FACILITIES**
1,000 w.; 1270 kc. Directional—same pattern all
hours.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 23a, 24a, 24c, 25a,
25b, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 9/1/68—Rec'd 9/3/68.

AAA—Mon thru Fri 9-11 am, noon-1:30 pm & 3-6
pm.
AA—Mon thru Fri 9 am-noon, 1:30-3 pm & 6-7 pm;
Sat 6 am-7 pm; Sun all day.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA	AA	A
1 min 20/30	1 min 20/30	1 min 20/30	1 min 20/30
1 x.....	15.00	12.60	9.60
13 x.....	14.60	12.30	9.30
26 x.....	14.40	12.15	9.15
52 x.....	14.00	11.80	8.80
104 x.....	13.80	11.60	8.60

INDIANA

Goshen—W K A M—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 24b, 25a.
 Contracts: 40a, 41, 45, 46, 47a.
 Comb.: Cont. Discounts: 60f, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.
 Afiliated with KBS Radio Network.
 Member: Indiana Radio Network.

TIME RATES
 Eff 4/11/66—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS
 1 min 1x 15x 26x 52x 104x 260x
 30 sec 5.00 4.85 4.75 4.50 4.00 3.75
 90 sec 3.50 3.35 3.25 3.00 2.75 2.50

8. PROGRAM TIME RATES
 1x 13x 26x 52x 104x 260x
 1/2 hr 35.00 34.00 31.50 29.75 28.00 26.25
 1/4 hr 20.00 19.00 18.00 17.00 16.00 15.00
 10 min 15.00 14.50 14.00 12.75 12.00 11.25
 5 min 8.00 7.75 7.50 6.50 6.00

10. SPECIAL FEATURES
 Time Signals, Temperature and Weather Reports—half regular announcement rates.

GREENCASTLE

Putnam County—Map Location C-7
 See SRDS consumer market map and data at beginning of the State.

W X T A (FM)

Subscriber to the NAB Radio Code
 Media Code 4 215 3325 8.00
 Charles R. Banks, Box 245, 21 S. Indiana St.,
 Greencastle, Ind. 46135. Phone 317-653-9717.

1. PERSONNEL
 General Manager—Will Burt.

3. FACILITIES
 ERP 3,000 w.; 94.3 mc.
 Operating schedule: 6 am-11 pm daily. EST.
 Antenna ht.: 160 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 Afiliated with MBS.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 3 Eff 12/1/65—Rec'd 4/28/67.

6. SPOT ANNOUNCEMENTS
 1x 52x 156x 260x 312x 624x 936x 1248x
 1 min 4.00 3.60 3.20 2.80 2.50 2.20 2.05 1.95

7. PACKAGE PLANS
 (ROB—Within 10 days)
 1 min 30 tl 50 tl 100 tl
 2.80 2.40 2.20
 30 sec 2.20 2.05 1.95
 10 sec 1.95 1.85 1.75

8. PROGRAM TIME RATES
 1x 52x 156x 260x 312x
 1 hr 35.70 32.95 30.20 27.45 24.70
 1/2 hr 19.25 17.80 16.35 14.85 13.35
 1/4 hr 11.50 10.45 9.35 8.25 7.15

1x 52x 156x 260x 312x 624x 936x 1248x
 5 min 5.40 5.00 4.60 4.20 3.80 3.40 3.45 3.35

DISCOUNT
 10% on yearly contract.

GREENFIELD

Hancock County—Map Location E-6
 See SRDS consumer market map and data at beginning of the State.

W S M J (FM)

Media Code 4 215 3420 7.00
 WPPB, Inc., 640 W. 9th St., Greenfield, Ind. 46140.
 Phone 317-462-5511.

STATION'S PROGRAMMING DESCRIPTION
 WSMJ (FM): Programmed primarily for general adult interest.
 12M-6 am, pop music and news, 6-10 am, pop music, news, weather, sports, farm reports, local and regional live coverage, 10-11 am, woman's show with woman personality and studio guests, 11 am-5 pm, middle-of-the-road music with news, sports news, stocks and weather, 5 stock market reports from competing brokerage houses during market hours, 6-7 pm, romantic music, 7-12M, middle-of-the-road music, sports remotes (in season), college football and basketball, big car races, horse racing results and mutuels, Sun: religion, German language show and hymns. Contact Representative for further details. Rec'd 8/19/69.

1. PERSONNEL
 President—Paul F. Braden.
 Gen'l & Sales Mgr.—Roy P. Whitton.
 Station Manager—Sam Wade.

2. REPRESENTATIVES
 New York—Frederick W. Smith.

3. FACILITIES
 ERP 60,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22b, 23a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b.
 Cancellation: 70a, 70c, 73a.
 Afiliated with Major Market FM network.

TIME RATES
 Rates effective June 1, 1965.
 Rates received May 3, 1965.

7. PACKAGE PLANS

WEEKLY PACKAGES
 (1 minute or less)
 1 tl 7.00 15 tl 5.50
 5 tl 6.50 20 or more tl 5.00
 10 tl 6.00

8. PROGRAM TIME RATES
 PER WK: 1/2 hr 1/4 hr 5 min
 1 tl 27.05 19.85 9.25
 2 tl 24.70 17.05 7.95
 3 tl 22.35 15.30 7.65
 5 or more tl 19.40 12.95 7.05

All rates are flat, no further discounts.
9. PARTICIPATING PROGRAMS
 Morning News Roundup—7:30-8 am.
 Fortville Area News—10 am.
 Visit with Vivian—10-11 am.
 Midday News Roundup—12:05-12:30 pm.
 Evening News Roundup—5-5:30 pm.
 1 min spots, ea. 8.00

10. SPECIAL FEATURES
 Beeper Phone Report and Activities, ea. 10
 Indiana University Sports (Football, Basketball)—75.00 per quarter (every 4th commercial) exclusively to product or service category.
 Big Car Races—2.00 per mile of race, commercial format on request. (D)

GREENSBURG (1 AM; 1 FM)

Decatur County—Map Location F-8
 See SRDS consumer market map and data at beginning of the State.

W T R E

Media Code 4 215 3514 7.00
 T-Mobile Broadcasting Corp., 1011 Park Rd.,
 Greensburg, Ind. 47240. Phone 812-663-8000.

STATION'S PROGRAMMING DESCRIPTION
 WTRE: See WTRE-FM listing for programming prior to 3 pm. From 3 pm on station features top 40 music.

1. PERSONNEL
 President—Lloyd Kanouse.
 General Manager—Gibbert Young.
 Program Director—Jerry Johnston.

2. REPRESENTATIVES
 Regional Reps Corp.

3. FACILITIES
 500 w. days; 1330 kc. Directional.
 Operating schedule: 8 am-local sunset. EST.
 Partial simulcast operation. Simulcast 6 am-3 pm.
 For non-simulcast facilities see WTRE-FM.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4c, 5, 6a, 7a.
 Rate Protection: 15b.
 Basic Rates: 20b, 21b, 24b, 25a, 26, 28c, 29b.
 Contracts: 40a, 44a, 45.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 82.
 Afiliated with MBS.

TIME RATES
 No. 3 Eff 12/1/67—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS
 AM/FM COMBINATION
 SPECIFIED TIME
 1 min 100x 500x 1000x
 Open 2.00 4.50 4.25 4.00 8.50
 30/20 sec 4.00 3.50 3.25 3.00 2.60
 10 sec 3.00 2.50 2.25 2.00 1.75

ROB
 1 min 4.00 3.50 3.25 3.00 2.50
 30/20 sec 3.00 2.50 2.25 2.00 1.50
 10 sec 2.00 1.50 1.25 1.00 .75

8. PROGRAM TIME RATES
 5 min 10 min 1/4 hr 1/2 hr 1 hr
 Open 6.00 9.00 12.00 24.00 48.00
 26 x 5.00 7.50 10.00 20.00 40.00
 10 x 4.50 6.75 9.00 18.00 36.00
 312 x 4.00 6.00 8.00 16.00 32.00
 1000 x 3.00 5.00 6.50

10. SPECIAL FEATURES
HEADLINES
 Open 26x 104x 312x 1000x
 30 sec 5.00 4.00 3.00 2.50 2.00

W T R E-FM
 Media Code 4 215 3515 4.00
 Clear Tone Broadcasting Corp., 1011 Park Rd.,
 Greensburg, Ind. 47240. Phone 663-3000.

STATION'S PROGRAMMING DESCRIPTION
 WTRE-FM: Programmed for general interest.
 Country and western music 5-7 am. General popular music 7:30-9:30 am, 11 am-noon, 1-3 pm. RELIGIOUS devotional 4:45-10 am featuring sacred music and sermon. Women's program 10-11 am, telephone conversations and want ads. Open line discussion of current news events 6-6:30 pm. Music 7:15-11 pm, featuring film music, showtunes and standards.
 NEWS: 30 min at am, noon, 5:30 & 6:30 pm, 5 min on hour and half hour SPORTS events high school football, basketball, baseball, college football and basketball, professional football and baseball. Contact Representative for further details. Rec'd 11/7/68.

1. PERSONNEL
 President—Lloyd Kanouse.
 General Manager—Bob Ballittas.
 Program Director—Allen Kent.

3. FACILITIES
 ERP 3,500 w. (horiz.), 3,500 w. (vert.); 107.3 mc.
 Operating schedule: 5 am-11 pm. EST.
 Antenna ht.: 180 ft. above average terrain.
 Partial simulcast operation. Operated separately 3-11 pm. For simulcast facilities see WTRE.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 See WTRE listing for coded regulations.
 Afiliated with MBS.
 Member: Pine Music Group.
 Sold in combination with WTRE. See that listing for rates.

TIME RATES
 50% of AM rate, provided same copy is used; 75% of AM rate with new copy.

HAMMOND (1 AM; 1 FM)

Lake County—Map Location B-3
 See SRDS consumer market map and data at beginning of the State.

W J O B

Media Code 4 215 3610 3.00
 Colby Broadcasting Corporation, Radio Center, 6408
 Olcott Ave., Hammond, Ind. 46320. Phone 219-844-
 1290. (Chicago line: 312-375-4220.)

1. PERSONNEL
 Pres. & Gen'l Mgr.—Julian Colby.
 Vice-President—Judith Grambo.
 Sales Manager—Roy F. Tobin.

2. REPRESENTATIVES
 Michigan, Ohio, Pittsburgh—Pearse Sales.

3. FACILITIES
 1,000 w. days; 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
 15%; bills due and payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3b, 4a, 4c, 5a, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 25a, 28b.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.
 Cancellation: 71a, 73a.
 Length of commercial copy:
 1 minute—400 words 5 minutes—150 words
 10 minutes—250 words

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 11/1/68—Rec'd 11/5/68.

AA—Mon thru Sat 6-9 am, noon-1 pm & 3:30-7 pm;
 Sun all day.
 A—Mon thru Sat 9 am-noon & 1-3:30 pm.
 B—Mon thru Sat 7 pm-8 am.

6. SPOT ANNOUNCEMENTS
CLASS AA
 1 min 520x 312x 260x 104x 52x 26x 1x
 9.00 10.00 11.00 12.00 13.00 14.00 15.00
 30 sec 6.75 7.50 8.25 9.00 9.75 11.00 11.25

CLASS B
 1 min 7.50 8.25 9.00 9.75 10.50 11.25 12.00
 30 sec 6.00 6.50 7.00 7.50 8.00 8.50 9.00

CLASS B
 1 min 6.00 6.50 7.00 7.50 8.00 8.50 9.00
 30 sec 4.50 5.00 5.25 5.75 6.00 6.50 6.75

Spots may be combined from varied time segments
 to earn frequency discounts.
 Spots may not be combined with programs or weekly
 saturation packages for frequency discounts.

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES
CLASS A
 EA: 50 tl 30 tl 20 tl 10 tl
 1 min 10.00 11.00 12.00 13.00
 20/30 sec 7.50 8.25 9.00 9.75

CLASS A
 1 min 8.25 9.00 9.75 10.50 11.25 12.00
 20/30 sec 6.50 7.00 7.50 8.00

CLASS B
 1 min 6.50 7.00 7.50 8.00
 20/30 sec 5.00 5.25 5.75 6.00

8. PROGRAM TIME RATES
 5 min 14.00 15.00 16.00 17.00 18.00 19.00 20.00
 10 min 21.00 22.00 23.00 24.00 25.00 26.00 27.00
 1/4 hr 24.00 26.00 28.00 30.00 32.00 34.00 36.00
 25 min 30.00 32.00 35.00 37.50 40.00 42.50 45.00
 1/2 hr 36.00 39.00 42.00 45.00 48.00 51.00 54.00
 1 hr 42.00 45.00 48.00 51.00 54.00 57.00

10. SPECIAL FEATURES
5-MINUTE NEWS
 AA 520x 312x 260x 104x 52x 26x 1x
 A 13.50 15.00 16.50 18.00 19.50 21.00 22.50
 B 11.50 12.75 13.50 14.75 15.75 17.00 18.00

NEWS
 1/4 hr 312x 260x 156x 104x 52x 26x 1x
 28 30 32 34 36 38 40

W Y C A (FM)
 See listing under Chicago Urban Area.

HARTFORD CITY
 Blackfoot County—Map Location F-5
 See SRDS consumer market map and data at beginning of the State.

W W H C (FM)

Media Code 4 215 3705 1.00
 Three J Radio Corp., Box 185, 211 W. Main St.,
 Hartford City, Ind. 47348. Phone 348-2665.

1. PERSONNEL
 President—John R. Maddox.
 Gen'l & Sales Mgr.—Robert A. Hardley.
 Program Director—William Morris.

2. REPRESENTATIVES
 Gelderman & Company.

3. FACILITIES
 ERP 3,000 w.; 104.9 mc.
 Operating schedule: 6 am-midnight.
 Antenna ht.: 155 ft. above average terrain.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
 Basic Rates: 20b, 21a, 24b, 25a, 28b, 29a, 29b.
 Contracts: 40a, 42b, 42d, 44a, 47a, 48, 51a.
 Comb.: Cont. Discounts: 61a, 62a.
 Cancellation: 70a, 70c, 71a.
 Prod. Services: 82.

TIME RATES
 Eff 4/7/66—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS
 500x 256x 104x 52x 26x 13x 1x
 1 min 3.00 3.20 3.50 3.75 4.25 4.60 5.00
 30 sec 2.25 2.40 2.65 2.80 3.15 3.40 3.75

10. SPECIAL FEATURES
5-MINUTE NEWSCAPS
 (2 1-minute @ 30-second interval)
 26 x, ea. 7.50 52 x or more, ea. 5.00

HUNTINGTON (1 AM; 1 FM)

Huntington County—Map Location F-4
 See SRDS consumer market map and data at beginning of the State.

W H L T W H L T-FM

Media Code 4 215 3800 0.00
 Radio Huntington, Inc., Hotel LaFontaine, Hunting-
 ton, Ind. 46750. Phone 356-1640.
 Other studios—Columbia City, Ind. Phone 244-7561.

1. PERSONNEL
 President—William J. Warren.
 General Manager—Ron Clark.

3. FACILITIES
 500 w. days; 1300 kc. Directional.
 Operating schedule: 6:00 a.m. to local sunset week-
 days; 8:00 a.m. to local sunset Sunday. EST.
 FM FACILITIES ERP 3,000 w.; 103.1 mc.
 Operating schedule: 6:00 am-10:00 pm Mon thru Fri;
 6:00 am-8:00 pm Sat; 7:30 am-8:00 pm Sun.
 Antenna ht.: 91 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
 Basic Rates: 20a, 20b, 21a, 22b, 23a, 24b, 25a, 26,
 28a, 29a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 50,
 51a.
 Comb.: Cont. Discounts: 60a, 60c, 60f, 61a.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Afiliated with KBS Radio Network.

TIME RATES
 Eff 9/1/65—Rec'd 8/22/66.

6. SPOT ANNOUNCEMENTS
 1 MINUTE OR LESS
 1 tl 8.00 78 tl 4.50
 26 tl 5.50 156 tl 4.00
 52 tl 5.00 312 tl 3.50

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 tl 60.00 36.00 20.00 15.00 10.00
 26 tl 57.00 35.00 19.00 14.00 9.50
 52 tl 54.00 33.00 18.00 13.00 9.00
 78 tl 48.00 29.00 15.00 12.00 8.50
 156 tl 42.00 25.00 14.00 10.00 8.00
 312 tl 36.00 22.00 12.00 9.00 7.00

INDIANAPOLIS (8 AM; 6 FM)
 Marion County—Map Location E-6
 See SRDS consumer market map and data at beginning of the State.

W A T I

Media Code 4 215 3990 9.00
 Sarkes Tarzian, Inc., 8490 Bluff Rd., Indianapolis,
 Ind. 46217. Phone 317-231-2211.

STATION'S PROGRAMMING DESCRIPTION
 WATI: Programmed for adults 25-59.
 MUSIC 85%; orchestrated arrangements of standard
 selections including recently established ones. Large
 string orchestras 42%, instrumental groups and solo-
 lists accompanied by large string orchestra 22%, vocal
 arrangements (choruses, small groups, soloists) 21%.
 NEWS 15%; national-international 8%, local-state-
 regional 7%. Programming consistent hour-by-hour.
 Emphasis on music. Air personnel subordinate to
 music. COMMERCIAL POLICY: 12 commercials per
 hour. Features cultural, semi-cultural and informative
 capsules. Contact Representative for further details.
 Rec'd 7/12/67.

1. PERSONNEL President—Sarkes Tarzian.
 Broadcast Division Manager—Elmer Snow.
 General Manager—Bob Flynn.

2. REPRESENTATIVES
 Jack Masla & Co., Inc.

3. FACILITIES
 250 w. days; 810 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15% on time only; no rush discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28c, 29a.
 Contracts: 40a, 41, 42b, 45, 46.
 Comb.: Cont. Discounts: 60f.
 Cancellation: 70d, 71b, 72, 73a.

TIME RATES
 Rates effective June 1, 1965.
 Rates received May 3, 1965.

6. SPOT ANNOUNCEMENTS
CLASS AA
 PER WK: 1 min 1 min
 1 tl 17 14 15 tl 14 11
 5 tl 16 13 20 tl 13 10
 10 tl 15 12

CLASS A
 1 tl 14 11 15 tl 11 8
 5 tl 13 10 20 tl 10 7
 10 tl 12 9

(*) 30 seconds or less.
10. SPECIAL FEATURES
 2-1/2 MINUTE NEWS CAPSULES
 (Includes 30-second commercial plus billboard)

PER WK: AA Class AA Class
 5 tl 21 17 15 tl 17 13
 10 tl 19 15 20 tl 15 11

(This listing continued on next page)

Indianapolis—W A T I—Continued

1-MINUTE FEATURTTES
(Weather-Sports-Stock Reports)
—Class— —Class—
PER WK: AA A AA A
5 u. 17. 14. 15 u. 13. 10.
10 u. 15. 12. 20 u. 11. 8.
Includes 30-second commercial, 30-second feature, plus billboard.

WBRI

1963
Media Code 4 215 4085 7.00
Radio One Five Hundred, Inc., 4802 E. 62nd St., Indianapolis, Ind. 46220. Phone 317-255-6484.

STATION'S PROGRAMMING DESCRIPTION
WBRI: Programmed for religious listening. Nationally released tapes daily and weekly. Local church productions daily and weekly. Sermons and music. Primarily Evangelical and fundamental Christian. TALK: telephone call-in 2-3 pm M-F including studio guest answers. Telephone call-in swap-shop 4-4:30 pm M-F. NEWS: 5 min 6 am, 7 am, 8 am, 4:30 pm, 6:25 pm, 7 pm, 15 min 1 pm. Local religious activities announcements scheduled in music program. MUSIC: sacred and gospel sign-on 7:30 am, 8-4 pm, 4:30 pm-sign-off. Childrens programs 9-9:30 am Sat. Religious drama 4-5 pm Sat. Rec'd 9/17/68.

- PERSONNEL
President—Douglas D. Kahle.
General Manager—Vernon D. Kuehn.
- FACILITIES
5,000 w. days; 1500 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15/0 time and talent: 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 73a.
Affiliated with KRB.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 9/68—Rec'd 9/17/68.

7. PACKAGE PLANS

	1 MINUTE					
	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 wk	10.00	9.75	9.50	9.25	9.00	8.75
4 wk	9.50	9.25	9.00	8.75	8.50	8.25
13 wk	9.00	8.75	8.50	8.25	8.00	7.75
52 wk	8.00	7.75	7.50	7.25	7.00	6.75

	30 SECONDS					
	1 wk	4 wk	13 wk	52 wk	10 sec.	50% of 1-min.
1 wk	8.00	7.75	7.50	7.25	7.00	6.75
4 wk	7.50	7.25	7.00	6.75	6.50	6.25
13 wk	7.00	6.75	6.50	6.25	6.00	5.75
52 wk	6.00	5.75	5.50	5.25	5.00	4.75

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr.	110.00	104.50	99.00	93.50	88.00	82.50
1/2 hr.	66.00	62.50	59.50	56.00	53.00	49.50
1/4 hr.	44.00	41.50	39.50	37.50	35.00	33.00
10 min.	33.00	31.50	30.00	28.00	26.50	25.00
5 min.	22.00	21.00	20.00	19.00	17.50	16.50

WFBM

1924

A Time-Life Broadcast Station



Subscriber to the NAB Radio Code

Media Code 4 215 4180 6.00
Time-Life Broadcast, Inc., 1330 N. Meridian St., Indianapolis, Ind. 46202. Phone 317-635-9326.
TWX 810-341-3339.

- PERSONNEL
Vice Pres. & Gen. Mgr.—Eldon Campbell.
Station Manager—Jerry Chapman.
General Sales Manager—Robert Berry.
- REPRESENTATIVES
Katz Radio, East.
Canada—Andy McDermott.
- FACILITIES
5,000 w.; 1260 kc. Directional—night only.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION
15/0 net time: payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 33a.
Contracts: 40a, 42a, 43, 45, 46.
Comb.: Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 70c, 71a, 72a, 73a.
Affiliated with NBC.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
No. 34 ET 5/1/69—Rec'd 4/17/69.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 10 am-7 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION
1 MINUTE

PER WK:	1 tl	12 tl	18 tl	24 tl
AAA	60	45	45	41
AA	43	33	38	34
A	28	25	23	21

20/30 sec: 80% of 1-min. 10/15 sec: 50% of 1-min.

7. PACKAGE PLANS
AM/FM COMBINATION
1-MINUTE BULK RATE

PER YR. EA:	260x	312x	500x	750x	1000x	1250x	1500x
AAA	41.00	40.50	40.00	39.25	38.50	37.75	37.00
AA	34.00	33.50	33.00	32.50	32.00	31.25	30.50
A	21.00	20.75	20.50	20.25	20.00	19.50	19.00

TOTAL AUDIENCE PLANS

PER WK:	12 tl	18 tl	24 tl
Plan I (2/3AA, 1/3A*)	360	486	576

(*) Up to 1/2 of these Class A spots may be scheduled subject to availability on weekends.

AM ONLY

PER WK:	1-12 tl	18 tl	24 tl
Deduct	10	9	8

20/30 sec: 80% of 1-min. 10/15 sec: 50% of 1-min.

8. PROGRAM TIME RATES

AM ONLY
(Mon thru Fri 6 am-7 pm)

PER YR:	1x	39x	52x	104x	156x	260x	312x
1 hr.	252	248	247	246	245	242	240
1/2 hr.	139	134	133	132	131	128	127
1/4 hr.	82	78	77	76	75	71	70
10 min.	69	65	64	63	62	59	58
5 min.	55	50	49	48	47	46	45

All other times: 70% of above program rates.
2 or more program units per day earn continuous rates.

10. SPECIAL FEATURES

- AM ONLY
FULLY COMMISSIONABLE
Coffee at the Marrot—Mon thru Fri 9:45-10 am.
AAA rates apply.
Tell It Like It Is—Mon thru Sun 1-min rate plus 5.00 per spot. (Includes 1-minute spot plus billboard.)
- NEWS-WEATHER-SPORTS
2-min capsules—1-min rate plus 4.00 per capsule.
- COMBINABILITY
All spots, regardless of length, are combinable for discounts. AM only schedules neither combine nor contribute for higher earned frequency on FM only schedules and vice-versa. AM/FM Combinations contribute to higher earned frequency on AM only or FM only, but not vice-versa. Programs & spots may not be combined for discounts.
TAP's contribute to weekly plans but not vice-versa.

WFBM-FM

1939



A Time-Life Broadcast Station
Subscriber to the NAB Radio Code
Media Code 4 215 4181 4.00
Time-Life Broadcast, Inc., 1330 N. Meridian St., Indianapolis, Ind. 46202. Phone 317-635-9326.
TWX 810-341-3330.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Eldon Campbell.
Station Manager—Jerry Chapman.
Sales Manager—Robert Berry.
- REPRESENTATIVES
Katz Radio, East.
- FACILITIES ERP 52,000 w.; 94.7 mc.
Operating schedule: 24 hours Mon thru Sun. EST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21b, 22a, 27, 28a, 29a, 33a.
Contracts: 40a, 42a, 43, 45, 47a.
Comb.: Cont. Discounts: 60a, 60k, 60f.
Cancellation: 70c, 71a, 73b.
Prod. Services: 81, 82.
Contract in operation may not be altered in any way unless by mutual consent of advertiser and station.

INDIANA

TIME RATES

FM only identical to AM deduction. See WFBM listing for rates.

WFMS (FM)

1937



Media Code 4 215 4275 4.00
Williams FM Service, 2255 N. Hawthorne Ln., Indianapolis, Ind. 46218. Phone 317-359-5511.

STATION'S PROGRAMMING DESCRIPTION
WFMS (FM): Programmed for adults and young adults.
75% old standards, predominately instrumental. 10% classical. 5% semi religious. 10% news and talk. NEWS: 5 min each hour, other or longer period as warranted. Abbreviated temperature and weather forecast at :00 & at :30. Remote features: addresses and talks before local groups. Concerts of local musical groups, including foreign groups with vocals and announcements in native language. Studios and facilities available for live broadcasts, including theatre organ, piano, other musical shows or interview features with audience observing. COMMERCIAL POLICY: 12 commercials maximum per hour. Major national symphony orchestra concert, their tape and commentary 8-10 pm daily. Contact Representative for further details. Rec'd 2/3/60.

- PERSONNEL
Sta. & Comm'l Mgr.—Martin R. Williams.
General Sales Manager—John Doran.
- REPRESENTATIVES
Herbert E. Groskin & Company.
- FACILITIES
EMI 5,000 w.; 05.5 mc. Stereo.
Operating schedule: 8-2 am. EST.
- AGENCY COMMISSION
15/0 time and talent: 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24c, 25a, 26, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47e, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 1/1/60—Rec'd 12/4/68.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55	52
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

WGEE

1955

A Rollins Owned Station
Media Code 4 215 4370 3.00
Rollins Broadcasting, Inc., 4800 E. Raymond St., Indianapolis, Ind. 46203. Phone 317-359-5591.

- PERSONNEL
President—O. Wayne Rollins.
Vice-President—James C. Roddey.
General Manager—Edward A. Neilson.
- REPRESENTATIVES
Rollins Broadcasting.
- FACILITIES
5,000 w. days; 1590 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WGEE-FM.
- AGENCY COMMISSION
15/0 of 10th of month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 26, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47e, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60h, 60l, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: Rollins Inc.

TIME RATES

AM/FM COMBINATION RATES
ET 10/1/68—Rec'd 10/14/68.

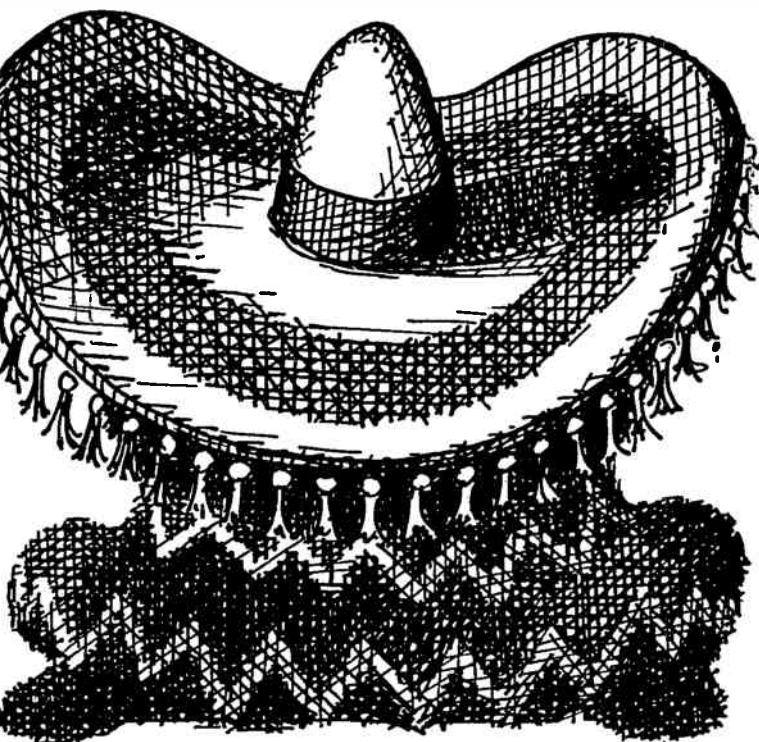
AA—Mon thru Fri 8-9:30 am & 9-7 pm.
A—Mon thru Fri 9:30 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK. EA:	CLASS AA					
	1 tl	15 tl	20 tl	25 tl	30 tl	30 tl
1 wk	20.00	19.50	19.00	18.50	18.00	17.50
4 wk	19.00	18.50	18.00	17.50	17.00	16.50
13 wk	18.00	17.50	17.00	16.50	16.00	15.50
26 wk	17.00	16.50	16.00	15.50	15.00	14.50
39 wk	16.00	15.50	15.00	14.50	14.00	13.50
52 wk	15.00	14.50	14.00	13.50	13.00	12.50

	30 SECONDS					
	1 wk	4 wk	13 wk	26 wk	39 wk	52 wk
1 wk	18.00	15.50	15.00	14.50	14.00	13.50
4 wk	15.00	14.50	14.00	13.50	13.00	12.50
13 wk	14.00	13.50	13.00	12.50	12.00	11.50
26 wk	13.00	12.50	12.00	11.50	11.00	10.50
39 wk	12.00	11.50	11.00	10.50	10.00	9.50
52 wk	11.00	10.50	10.00	9.50	9.00	8.50

	CLASS A					
	1 tl	15 tl	20 tl	25 tl	30 tl	30 tl
1 wk	18.00	15.50	15.00	14.50	14.00	13.50
4 wk	15.00	14.50	14.00	13.50	13.00	12.50
13 wk	14.00	13.50	13.00	12.50	12.00	11.50
26 wk	13.00	12.50	12.00	11.50	11.00	10.50
39 wk	12.00	11.50	11.00	10.50	10.00	9.50
52 wk	11.00	10.50	10.00	9.50	9.00	8.50



It's a wrap-up

Three billion dollars' worth of market gets complete coverage when you blanket it with WFBM Radio in Indianapolis.

WFBM Radio ranks first in adults 18 and over, 6 a.m. 'til midnight, Monday through Sunday.* That's total area, as well as metro!

Come on under our blanket!



*A.R.B. — Oct. 1968 — Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

INDIANA

Indianapolis—WGEE—Continued

PER WK. EA:		30 SECONDS					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	13.00	12.50	12.00	11.50	11.00	10.50	
4 wk	12.00	11.50	11.00	10.50	10.00	9.50	
13 wk	11.00	10.50	10.00	9.50	9.00	8.50	
26 wk	10.00	9.50	9.00	8.50	8.00	7.50	
39 wk	9.00	8.50	8.00	7.50	7.00	6.50	
52 wk	8.00	7.50	7.00	6.50	6.00	5.50	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	12.00	11.50	11.00	10.50	10.00	9.50	
4 wk	11.00	10.50	10.00	9.50	9.00	8.50	
13 wk	10.00	9.50	9.00	8.50	8.00	7.50	
26 wk	9.00	8.50	8.00	7.50	7.00	6.50	
39 wk	8.00	7.50	7.00	6.50	6.00	5.50	
52 wk	7.00	6.50	6.00	5.50	5.00	4.50	

PER WK. EA:		30 SECONDS					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	10.00	9.50	9.00	8.50	8.00	7.50	
4 wk	9.00	8.50	8.00	7.50	7.00	6.50	
13 wk	8.00	7.50	7.00	6.50	6.00	5.50	
26 wk	7.00	6.50	6.00	5.50	5.00	4.50	
39 wk	6.00	5.50	5.00	4.50	4.00	3.50	
52 wk	5.00	4.50	4.00	3.50	3.00	2.50	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	9.00	8.50	8.00	7.50	7.00	6.50	
4 wk	8.00	7.50	7.00	6.50	6.00	5.50	
13 wk	7.00	6.50	6.00	5.50	5.00	4.50	
26 wk	6.00	5.50	5.00	4.50	4.00	3.50	
39 wk	5.00	4.50	4.00	3.50	3.00	2.50	
52 wk	4.00	3.50	3.00	2.50	2.00	1.50	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	8.00	7.50	7.00	6.50	6.00	5.50	
4 wk	7.00	6.50	6.00	5.50	5.00	4.50	
13 wk	6.00	5.50	5.00	4.50	4.00	3.50	
26 wk	5.00	4.50	4.00	3.50	3.00	2.50	
39 wk	4.00	3.50	3.00	2.50	2.00	1.50	
52 wk	3.00	2.50	2.00	1.50	1.00	0.50	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	7.00	6.50	6.00	5.50	5.00	4.50	
4 wk	6.00	5.50	5.00	4.50	4.00	3.50	
13 wk	5.00	4.50	4.00	3.50	3.00	2.50	
26 wk	4.00	3.50	3.00	2.50	2.00	1.50	
39 wk	3.00	2.50	2.00	1.50	1.00	0.50	
52 wk	2.00	1.50	1.00	0.50	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	6.00	5.50	5.00	4.50	4.00	3.50	
4 wk	5.00	4.50	4.00	3.50	3.00	2.50	
13 wk	4.00	3.50	3.00	2.50	2.00	1.50	
26 wk	3.00	2.50	2.00	1.50	1.00	0.50	
39 wk	2.00	1.50	1.00	0.50	0.00	0.00	
52 wk	1.00	0.50	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	5.00	4.50	4.00	3.50	3.00	2.50	
4 wk	4.00	3.50	3.00	2.50	2.00	1.50	
13 wk	3.00	2.50	2.00	1.50	1.00	0.50	
26 wk	2.00	1.50	1.00	0.50	0.00	0.00	
39 wk	1.00	0.50	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	4.00	3.50	3.00	2.50	2.00	1.50	
4 wk	3.00	2.50	2.00	1.50	1.00	0.50	
13 wk	2.00	1.50	1.00	0.50	0.00	0.00	
26 wk	1.00	0.50	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	3.00	2.50	2.00	1.50	1.00	0.50	
4 wk	2.00	1.50	1.00	0.50	0.00	0.00	
13 wk	1.00	0.50	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	2.00	1.50	1.00	0.50	0.00	0.00	
4 wk	1.00	0.50	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	1.00	0.50	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

PER WK. EA:		1 MINUTE					
	1 hr	10 ti	15 ti	20 ti	25 ti	30 ti	
1 wk	0.00	0.00	0.00	0.00	0.00	0.00	
4 wk	0.00	0.00	0.00	0.00	0.00	0.00	
13 wk	0.00	0.00	0.00	0.00	0.00	0.00	
26 wk	0.00	0.00	0.00	0.00	0.00	0.00	
39 wk	0.00	0.00	0.00	0.00	0.00	0.00	
52 wk	0.00	0.00	0.00	0.00	0.00	0.00	

of public affairs and religious programming. Contact Representative for further details. Rec'd 12/23/68.

- PERSONNEL**
President—Richard M. Fairbanks.
Vice-Pres. & Gen'l Mgr.—James Hilliard.
Vice-Pres. & Gen'l Sales Mgr.—Gilbert I. Berry.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w. days, 10,000 w. nights; 1070 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 26, 27, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60d, 61a, 61b, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

- SPOT ANNOUNCEMENTS**
A—Mon thru Sat 6-10 am & 3-7 pm; Mon thru Fri noon-1 pm.
B—Mon thru Sat 1-3 pm; Mon thru Fri 10 am-noon; Sat 10 am-3 pm; Sun 6 am-7 pm.
C—Daily 5-6 am & 7-10 pm.
D—Daily 10 pm-5 am.

INDIANA

Indianapolis—W S M J (FM)—Continued

Live coverage, 10-11 am, woman's show with woman personality and studio guests. 11 am-5 pm, middle-of-the-road music with news, sports news, stocks and weather. 5 stock market reports from competing brokerage houses during market hours. 6-7 pm, romantic music. 7-12M, middle-of-the-road music, sports remotes (in season), college football and basketball, big car races, horse racing results and mutuals. Sun religion, German language show and hymns. Contact Representative for further details. Rec'd 6/19/69.

1. PERSONNEL

President—Paul F. Braden.
General Manager—Roy F. Whitton.
Station Manager—Sam Wade.

2. REPRESENTATIVES

New York—Frederick W. Smith.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a.
Affiliated with Major Market FM Network.

TIME RATES

Rates effective June 1, 1965.
Rates received May 3, 1965.

7. PACKAGE PLANS

WEEKLY PACKAGES

(1 minute or less)

1 tl.....	7.00	15 tl.....	5.50
5 tl.....	6.50	20 or more tl.....	5.00
10 tl.....	6.00		

8. PROGRAM TIME RATES

PER WK:	1/2 hr	1/4 hr	5 min
1 tl.....	27.05	19.85	8.25
2 tl.....	24.70	17.95	7.95
3 tl.....	22.35	15.30	7.65
5 or more tl.....	19.40	12.95	7.05

All rates are flat, no further discounts.

9. PARTICIPATING PROGRAMS

Morning News Roundup—7:30-8 am.
Fortville Area News—9 am.
Visit with Vivian—10-11 am.
Midday News Roundup—12:05-12:30 pm.
Evening News Roundup—5-5:30 pm.
1 min spots, ea..... 9.00

10. SPECIAL FEATURES

Beeper Phone Report and Actualities, ea..... 10
Indiana University Sports (Football, Basketball)—
75.00 per quarter (every 4th commercial) exclusively
to product or service category.
Big Car Races—2.00 per mile of race, commercial
format on request. (D)

WTLC (FM)

1981

ghs greener, hiken, sears

NAB

Media Code 4 215 4820 7.00

Calojoy Enterprises, Inc., 1734 Villa Ave., Indian-
apolis, Ind. 46201. Phone 317-784-4471.

STATION'S PROGRAMMING DESCRIPTION

WTLC (FM) Programmed for the Negro listener.
MUSIC: Rhythm and blues, jazz and gospel. NEWS:
5 min at :45 and 2 min at :15 is community
oriented. Participates in community activities. Per-
sonalities available for remote broadcasts, store open-
ings, shopping center sales days, etc. Contact Repre-
sentative for further details. Rec'd 4/15/68.

1. PERSONNEL

President—Dr. Frank Lloyd.
Station Manager—Thomas W. Mathis.

2. REPRESENTATIVES

Greener, Hiken, Sears.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 160 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60f.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 2 Eff 9/1/68—Rec'd 8/14/68.

AAA—6-10 am.
AA—3-7 pm.
A—10 am-3 pm & 7-10 pm.
B—10 pm-midnight.
C—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
AAA.....	17.50	17.00	16.00	15.00	14.00	13.00
AA.....	15.50	15.00	14.00	13.00	12.00	11.00
A.....	13.50	13.00	12.00	11.00	10.00	9.00
B.....	11.50	11.00	10.00	9.00	8.00	7.00
C.....	9.50	9.00	8.00	7.00	6.00	5.00

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

(Indianapolis continued on next page)

INDIANAPOLIS ADULTS

YOU'RE ON TARGET

WITH

WIRE

ARB Indianapolis, April/May '69 Avg. 1/4 hr. Persons

#1 WITH MEN

Combined Drive Times
(6-10 AM & 3-7 PM, M-F)
Metro & Total Area

6 AM-Mid., M-F
Metro & Total Area

6 AM-Mid., M-S
Metro & Total Area

#1 WITH WOMEN

Housewife Time
(10 AM-3 PM, M-F)
Metro & Total Area

6 AM-Mid., M-F
Metro & Total Area

6 AM-Mid., M-S
Metro & Total Area

#1 in TOTAL ADULTS

Combined Drive Times
(6-10 AM & 3-7 PM, M-F)
Metro & Total Area

6 AM-Mid., M-F
20,766 adults Metro
23,550 adults Total Area

6 AM-Mid., M-S
19,400 adults Metro
22,000 adults Total Area

PULSE Indianapolis 8 Co. Metro, April/May '69 Avg. 1/4 hr. Persons

#1 WITH MEN

Combined Drive Times
(6-10 AM & 3-7 PM, M-F)

6 AM-Mid., M-F

24 Hrs. a day, M-F

#1 WITH WOMEN

Combined Drive Times
(6-10 AM & 3-7 PM, M-F)

6 AM-Mid., M-F

24 Hrs. a day, M-F

HOUSEWIFE TIME
(10 AM-3 PM, M-F)

#1 in TOTAL ADULTS

Combined Drive Times
(6-10 AM & 3-7 PM, M-F)

6 AM-Mid., M-F

24 Hrs. a day, M-F

1st in Avg. 1/4 hr. Ratings 6 AM-3 PM, M-F

Automobiles, Food, Drugs, Apparel,
no matter what you're selling
... WIRE reaches more of your
prospective buyers.

WIRE

5000 W

1430 KC

The Eastman Station
Indianapolis, Indiana

INDIANA

Indianapolis—Continued

WXLW

1948



Subscriber to the NAB Radio Code

Media Code 4 215 4845 4.00
Greater Indianapolis Broadcasting Co., Inc., 3003
Kessler Blvd., Indianapolis, Ind. 46222. Phone 317-
925-6494.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert D. Enoch.
Exec. Vice-Pres. & Station Mgr.—Eugene W. Strack.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
5,000 w.; 950 kc. days. Directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time and talent: monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 16.
Basic Rates: 20b, 21b, 21c, 22a, 24a, 24c, 25a, 26,
27, 28a, 28b, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a,
62b.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 82.
Contract may be signed and confirmed not more than
90 days before starting date for a maximum of 53
consecutive weeks.
Rateholder Contract—1 announcement per week, either
1-minute or 1/2-minute, scheduled for firm 3-month,
6-month or 12-month period (yet subject to usual
2-week notice of termination and short rate) guarantees
advertiser maximum horizontal discount (length of
contract in weeks or months) for term of contract.
Vertical discounts (number of announcements used
per week) then can be achieved allowing maximum
total discounts immediately.
Affiliated with CBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
No. 10-G ET 5/1/68—Rec'd 5/24/68.
DRIVE TIME
(Mon thru Fri 6-9:30 am & 3:30-6:30 pm)
PER WK: 11 5 10 15 20 25 30 40
1 min. 22 21 20 19 18 17 16
ALL OTHER TIMES
(Daily)
1 min. 18 17 16 15 14 13 12
CONSECUTIVE WEEK DISCOUNTS
13 wk—2-12% 26 wk—5% 52 wk—10%
- PACKAGE PLANS**
1 MINUTE ROS-BTA
(Daily 6 am-8 pm)
PER WK, EA: 12 11 10 9 8 7
30/20 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
- PROGRAM TIME RATES**
5 min 1/4 hr 1/2 hr 1 hr
Ea 30.00 45.00 67.50 101.25
DIRCUNTNTS
104 11—5% 280 11—10%
- SPECIAL FEATURES**
Headline Highlights—125% applicable 1-min.

JASPER (1 AM; 1 FM)

Dubois County—Map Location C-10
See SRDS consumer market map and data at begin-
ning of the State.

WITZ WITZ-FM

1948

1954



Subscriber to the NAB Radio Code

Media Code 4 215 4940 3.00
Jasper On The Air, Inc., State Hwy. 45, 3 miles
south of Jasper, Ind.
Address correspondence to Box 167, Jasper, Ind.
47546. Phone 812-482-2131.

- STATION'S PROGRAMMING DESCRIPTION**
WITZ: Programmed for wide audience appeal.
Basic music policy middle-of-the-road. NEWS: in
3 major blocks daily at 7:30 am noon & 4 pm with
world and regional news, local news, sports and
weather. FARM: news and farm interest program-
ming 11:30 am-noon 6 days, with market and live-
stock reports, county agent reports, and other farm
news. Women's interest shows 10-10:30 am 6 days.
SPORTS: play-by-play high school sports, college
football and basketball, major league baseball.
RELIGION: Sun morning 8-11 am. Top 40 music
Sun afternoon 1-5 pm, with youth participation and
school news. Facilities available for remote broad-
casts from shopping centers, fairs, store openings,
etc. Rec'd 7/13/67.

- PERSONNEL**
Manager—Jack T. Brandt.
- FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: sunrise to local sunset. CST.
FM FACILITIES
ERP 5,100 w.; 104.7 mc.
Antenna ht.: 280 ft. above average terrain.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 16.
Basic Rates: 22a, 24b, 28c.
Contracts: 40a, 42a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a.
Cancellation: 70b, 70d, 71a.

NATIONAL AND LOCAL RATES SAME

No. 9 ET 9/1/68—Rec'd 7/25/68.

A—Mon thru Sat 6-8 am, 11:30 am-1 pm & 4-6 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B			
1 min	30 sec	1 min	30 sec		
1 x	7.70	5.40	156 x	5.50	3.85
13 x	7.30	5.10	280 x	5.00	3.65
26 x	6.80	4.70	312 x	4.50	3.25
52 x	6.40	4.40	365+	4.00	2.90
104 x	6.00	4.20			

8. PROGRAM TIME RATES

CLASS A		CLASS B		
5 min	1/4 hr	1/2 hr	1 hr	
1 x	11.00	22.00	38.50	57.00
13 x	10.40	20.50	36.50	54.00
26 x	9.80	19.50	33.00	51.00
52 x	9.00	18.00	31.00	48.00
104 x	8.70	17.50	28.50	44.00
156 x	7.70	16.00	26.50	41.00
280 x	6.80	15.00	24.00	38.00
312 x	6.40	13.50	22.00	34.00
365 x	6.00	12.50	20.00	30.00

CLASS B

1 x	8.80	16.50	31.00	46.00
13 x	8.00	15.50	29.00	43.00
26 x	7.40	15.00	27.50	41.00
52 x	7.00	14.50	25.50	38.50
104 x	6.80	13.50	24.00	36.50
156 x	6.20	12.50	22.00	34.00
280 x	5.80	11.50	20.00	30.00
312 x	5.40	10.50	18.00	28.00
365 x	4.80	9.50	16.50	26.00

JEFFERSONVILLE

Clark County—Map Location F-10
See SRDS consumer market map and data at begin-
ning of the State.

See Louisville, Kentucky
(including New Albany, Ind.; Jeffersonville,
Ind.)

KENDALLVILLE (1 AM; 1 FM)

Noble County—Map Location F-3
See SRDS consumer market map and data at begin-
ning of the State.

WAWK

1955



- Subscriber to the NAB Radio Code
Media Code 4 215 5035 1.00
Noble DeKaib Broadcasting Co., Inc., Box 47, Ken-
dallville, Ind. 46755. Phone 347-2400.
- STATION'S PROGRAMMING DESCRIPTION**
WAWK: Programmed for general interest with some
adult emphasis.
6-10 am middle-of-the-road music, personality, 10
am-noon housewives interest plus two 5 min farm
interest programs. Middle-of-the-road and standards
noon-6 pm. SPORTS: local basketball play-by-play
sports and daily sports at 6:30 am & 4:25 pm.
NEWS: hourly 5 min news with 15 min at 8 am
noon & 5 pm. News, 35% community and area, 30%
state and regional, 35% national and international.
18 minute commercials hourly maximum. Rec'd
10/16/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul L. King.
Vice-Pres. & Prog. Dir.—Fred A. Manahan.
- FACILITIES**
250 w. days; 1140 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WAWK-FM.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 25c, 28b, 28c.
Contracts: 40a, 45, 46, 47e, 50.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
ET 7/28/67.

6. SPOT ANNOUNCEMENTS

1 MIN: 1x	13x	26x	52x	104x	156x	260x	312x
(*)	6.00	5.70	5.40	5.10	4.80	4.50	4.30
BTA	5.70	5.40	5.10	4.80	4.50	4.20	3.90

(*) Fixed position features middle-of-the-road music.
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION PLANS—BTA
10 11 20 30 40-
Ea 5.00 4.40 3.80 3.20
Not subject to further frequency discount. No fixed
position times.

WAWK-FM

1964



- Subscriber to the NAB Radio Code
Media Code 4 215 5036 9.00
Noble DeKaib Broadcasting Co., Inc., Box 47, North-
east Ave., Kendallville, Ind. 46755. Phone 347-
2400.
- STATION'S PROGRAMMING DESCRIPTION**
WAWK-FM: Programmed for general interest with
some adult emphasis.
6 pm-9 pm features middle-of-the-road music.
Local basketball play-by-play sports, 5 minute com-
mercials hourly. See WAWK for simulcast program-
ming information.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul L. King.
Vice-Pres. & Prog. Dir.—Fred Manahan.
 - FACILITIES**
ERP 37,000 w.; 93.3 mc. Stereo.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately from
local sunset to midnight. For simulcast facilities see
WAWK.
 - AGENCY COMMISSION**
15/0 time only; 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 25c, 28b, 28c.
Contracts: 40a, 45, 46, 47e, 50.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
- TIME RATES**
Rates are identical to WAWK. See that listing.

KNOX

Starke County—Map Location D-3
See SRDS consumer market map and data at beginning
of the State.

WKVI (FM)

1969



- Subscriber to the NAB Radio Code
Media Code 4 215 5100 3.00
Kankakee Valley Broadcasting Co., Inc., Box 12,
204 N. Main St., Knox, Ind. 46534. Phone 219-
772-6241.
- PERSONNEL**
President—Tom Bell.
Secretary—Aime Smith.
Manager—Harold A. Welter.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 90.3 mc.
Stereo.
Operating schedule: 6 am-6 pm. CST.
Antenna ht.: 305 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,
6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b,
25a, 28a, 29.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. E ET—Rec'd 6/20/69.

6. SPOT ANNOUNCEMENTS

GUARANTEED TIME		1 min 30 sec		1 min 30 sec	
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	4.25	3.25	156 x	3.00	2.00
13 x	4.00	3.00	280 x	2.75	1.75
26 x	3.75	2.75	312 x	2.50	1.50
52 x	3.50	2.50	520 x	2.25	1.25
104 x	3.25	2.25			

- PACKAGE PLANS**
SATURATION PLAN—ROS
PER WK: 10 11 15 20 25 30 40 50 60
1 min. 4.15 3.85 3.60 3.30 3.00 2.70
30 sec. 2.95 2.75 2.55 2.35 2.15 1.95
10 sec: minimum 10 spots, sat 2.00.
- PROGRAM TIME RATES**
PER WK: 1 min 1/2 hr 1/4 hr 10 min 5 min
1 11 30 12 9 8
3 11 75 48 27 21 15
5 11 125 80 45 35 25
7 11 175 112 63 49 35
- DISCOUNT**
13 wk—10% 26 wk—15% 39 wk—17-1/2% 52 wk—20%
- SPECIAL FEATURES**
News—guaranteed time plus 10%.

KOKOMO (1 AM; 1 FM)

Howard County—Map Location E-5
See SRDS consumer market map and data at begin-
ning of the State.

WIOW

1948

CBS Radio Network

- A Booth Owned Station
Media Code 4 215 5225 8.00
Booth Broadcasting Company, Box 732, State Rd. 26,
Kokomo, Ind. 46901. Phone 317-453-1212.
- PERSONNEL**
President—John L. Booth.
General Manager—John Carl Jeffrey.
 - REPRESENTATIVES**
Alan Torbet Associates, Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 1350 kc.
Directional—separate patterns day and night.
Operating schedule: 5:15 a.m. to 12:15 a.m. week-
days; 6:30 a.m. to 12:15 a.m. Sunday EST.
 - AGENCY COMMISSION**
15% on time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: Indiana Radio Network.
- TIME RATES**
ET 2/1/65—Rec'd 1/27/65.
- A—Daily 6 am-6:30 pm.
B—Daily 6:30-6 am & 6:30-12:05 am.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| PER YR: | 1x | 26x | 52x | 104x | 260x | 312x |
| A | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| B | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 |
- 20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

- PACKAGE PLANS**
PER WK:
1 wk. 16.50 15.50 15.00 14.50
27 wks. 15.00 14.00 13.50 13.00
63 wks. 14.00 13.00 12.50 12.00
- PROGRAM TIME RATES**
1 HR: 1x 26x 52x 104x 156x 260x 312x
A—105.00 98.70 93.45 88.20 82.95 77.70 72.45
B—80.85 76.65 72.70 68.75 64.65 60.60 56.70
1/2 hr: 60% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

WWKI (FM)

1962

Subscriber to the NAB Radio Code
Media Code 4 215 5250 6.00
BGS Broadcasting Co., Inc., Box 989, Union Bank
Bldg., Kokomo, Ind. 46901. Phone 317-452-9845.

STATION'S PROGRAMMING DESCRIPTION
WWKI (FM): Programs country music 24 hours a
day. Rec'd 6/30/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—James L. Gregg.
 - FACILITIES**
ERP 5,300 w.; 100.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 120 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Cancellation: 71a.
- TIME RATES**
ET 8/1/68—Rec'd 12/24/68.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|--------|------|------|------|------|------|-------|
| 1x | 26x | 52x | 104x | 260x | 500x | 1000+ |
| 1 min | 6.40 | 5.90 | 5.40 | 5.05 | 4.65 | 4.25 |
| 30 sec | 5.15 | 4.70 | 4.40 | 4.05 | 4.25 | 3.85 |
| 10 sec | 3.85 | 3.50 | 3.25 | 3.05 | 2.80 | 2.55 |
- Guaranteed times 1.00 per spot additional.
- 7. PACKAGE PLANS**
BLOCK BUSTER PACKAGES
(within 30 days)
- | | | | | | |
|---------|-----|-----|-----|-----|-----|
| 1 min. | 135 | 255 | 345 | 420 | 875 |
| 30 sec. | 110 | 200 | 280 | 340 | 540 |
| 10 sec. | 80 | 150 | 200 | 240 | 405 |
- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1x | 26x | 52x | 104x | 260x | 312x | 500x | 1000x |
| 1/4 hr. | 20.25 | 18.25 | 16.75 | 15.50 | 14.00 | 12.75 | — |
| 5 min. | 10.80 | 9.80 | 9.00 | 8.10 | 7.40 | 6.80 | 5.20 |

LAFAYETTE (2 AM; 2 FM)

Tiptecan County—Map Location C-5
See SRDS consumer market map and data at begin-
ning of the State.

WASK

1942



- Subscriber to the NAB Radio Code
Media Code 4 215 5320 7.00
Lafayette Broadcasting Inc., McCarty Lane, Lafayette,
Ind. 47902. Phone 317-447-2186.
- STATION'S PROGRAMMING DESCRIPTION**
WASK: Programmed for adults.
MUSIC: basic middle-of-the-road music during day-
time. 7:35-10 pm rock music, aimed at young adults
and university students. Farm 5:30-7 am & 11:45
am-noon, M-F. Emphasize local news with 8 local
newscasts daily. 3 man staff for local news. Live
broadcasts monthly of city council meetings and
mobile reports of news as it happens with 2 mobile
units. Editorialize on local issues of importance.
Originate broadcasts of all local university plus local
high schools' football and basketball games and
Indianapolis 500, state and county basketball tournaments.
Rec'd 4/3/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Henry Rosenthal.
Sales Manager—Bill Kniesly.
Program Director—Jerry Collins.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30-1 am. EST.
- AGENCY COMMISSION**
15%; 2% cash discount; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24b, 25a, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

Lafayette—W A S K—Continued

8. PROGRAM TIME RATES

1 HR:	1x	104x	260x	312x	624x
AA	100.00	91.00	72.80	63.70	54.80
A	72.80	61.88	54.60	51.00	43.70
B	54.60	46.40	41.00	38.20	32.75

1/4 HR:

AA	45.00	39.00	31.20	27.80	23.40
A	31.20	26.50	23.40	21.85	18.75
B	23.40	19.90	17.55	16.40	14.05

5 MIN:

AA	24.50	19.50	15.90	13.95	11.70
A	16.60	13.25	11.70	10.95	9.35
B	11.70	10.00	8.80	8.20	7.00

W A S K-FM

Media Code 4 215 5321 5.00
Lafayette Broadcasting, Inc., Box 880, McCarty Lane, Lafayette, Ind. 47902. Phone 317-447-2186.

1. PERSONNEL
Pres. & Gen'l Mgr.—Henry Rosenthal.
Sales Manager—Bill Kinley.
Program Manager—Jerry Collins.

3. FACILITIES
ERP 42,200 w. (horiz.), 4,200 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 5:30-1 a.m. EST.
Antenna ht.: 375 ft. above average terrain.

4. AGENCY COMMISSION
15% time only. 2% cash disc.; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24b, 25a, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 12 Eff 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS

1 min.	624x	312x	156x	52x	1x
	2.80	3.25	4.05	4.70	5.50

7. PACKAGE PLANS
(Must be run in 7 consecutive days)

1 min, ROS (non-combinable)	35	55	80
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8. PROGRAM TIME RATES

1/4 hr.	312x	156x	104x	52x	1x
	7.80	11.70	14.30	15.80	18.50
1/2 hr.	13.00	16.50	20.80	25.40	28.00
1 hr.	19.50	25.40	32.00	32.50	36.50

WAZY

1959



Subscriber to the NAB Radio Code
Media Code 4 215 5415 5.00

WAZY Radio Inc., Radio Central, Box 1410, S. 18th St. Rd., Lafayette, Ind. 47902. Phone 474-1410.

STATION'S PROGRAMMING DESCRIPTION
WAZY: Programmed for adults, young adults. Heavy emphasis on community involvement, audience participation contests, prize awards, remotes at community activities. Editorials on local issues. Audience targets: farm 6-8:30 am, family and drive 6:30-9 am, in-home housewife 9 am-3 pm, drive 3-6 pm. Popular music, current hits 40%, middle-of-the-road 40%, film 10%, contemporary folk 10%. NEWS: 5 min at :55, 2 min at :25. Exceptions: local newscasts 5 min at 7:25 am, 10 min at 7:55 am & 11:55 am, 15 min at 4:55 pm. Local news staff, 2 mobile news units.

SPORTS: play-by-play college football, major league baseball, high school football and basketball. Sports-casts: 5 min at 7:25 am & 5:10 pm. Stock market flash 5 min at 5:15 pm. Contact Representative for further details. Rec'd 8/3/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. E. Willis.
Program Director—Karl Anderson.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
1,000 w. days; 1410 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAZY-FM.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 23a, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60c, 61c, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
(* Package-plan announcements are not combinable with non package-plan announcements to earn frequency discounts.)
Affiliated with American Entertainment Network.

TIME RATES
Eff 4/1/69—Rec'd 4/11/69.

AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other hours.

6. SPOT ANNOUNCEMENTS

1 x	1 min	20/30	10 sec	1 min	20/30	10 sec
	14.00	10.50	5.25	9.50	7.00	3.50
52 x	12.95	9.70	4.80	8.80	6.60	3.30
156 x	10.55	7.95	3.95	8.25	6.15	3.05
280 x	8.25	6.15	3.05	7.05	5.30	2.65
312 x	7.95	5.85	2.95	6.75	5.05	2.55
620 x	7.05	5.30	2.65	5.85	4.40	2.15

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS
(To be used within 7 consecutive days or less)

PER WK:

	AA			A		
	1 min	20/30	10 sec	1 min	20/30	10 sec
10 tl.	8.50	7.00	3.50	7.85	5.85	2.85
20 tl.	8.00	6.50	3.25	7.05	5.30	2.65
30 tl.	7.50	6.00	3.00	6.85	4.70	2.35
40 tl.	7.00	5.50	2.75	6.55	4.40	2.15

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
	47	28	23	15

DISCOUNTS

13x-5%	52x-15%	156x-25%
26x-10%	104x-20%	280x-30%

WAZY-FM

1964

Media Code 4 215 5416 3.00
WAZY Radio, Inc., Radio Central, Box 1410, S. 18th St. Rd., Lafayette, Ind. 47902. Phone 219-474-1410.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. E. Willis.
Program Director—Karl Anderson.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-midnight Mon thru Sat; 7 am-10 pm Sun. EST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. Simulcast during AM operational hours. For simulcast facilities see WAZY.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See WAZY listing for coded regulations.

TIME RATES
Rates are identical to WAZY. See that listing.

LA PORTE (1 AM; 1 FM)

La Porte County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WLOI

1948

Subscriber to the NAB Radio Code
Media Code 4 215 5510 3.00
La Porte County Broadcasting Co., Box 385, Penthouse Studios, 6th Fl., Hotel Rumley, La Porte, Ind. 46350. Phone 219-382-6144.

1. PERSONNEL
President—Dee O. Coe.
Sales & Gen'l Mgr.—Walter H. Olson.

2. REPRESENTATIVES
Gill-Perna, Inc.

3. FACILITIES
250 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-8 am. For non-simulcast facilities see WLOI-FM.

4. AGENCY COMMISSION
15%: no cash discount. Payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 4/1/68—Rec'd 4/22/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

1 x	1 min	20/30	1 min	20/30
	5.50	4.10	2.80	4.40
13 x	5.25	4.25	3.12	4.25
26 x	5.20	4.10	3.00	3.75
52 x	5.00	3.90	2.80	3.45
104 x	4.85	3.75	2.60	3.15
156 x	4.70	3.60	2.50	2.45

10 sec or less: 50% of 1-min.

7. PACKAGE PLANS
SATURATION PLAN—ROS WITHIN HOUR

PER WK:	10 tl	15 tl	20 tl	30 tl	40 tl	50 tl	100 tl
1 min	4.70	4.40	4.15	3.85	3.60	3.30	3.00
30 sec	3.80	3.60	3.45	3.25	3.10	2.90	2.80

10 sec or less: 50% of 1-min.

DISCOUNTS

13 wk-10%	39 wk-17-1/2%
26 wk-15%	52 wk-20%

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	50	30	18	14	9
3 tl	138	81	48	39	24
5 tl	220	125	75	60	35
6 tl	240	144	84	66	42

DISCOUNTS

13 wk-10%	39 wk-17-1/2%
26 wk-15%	52 wk-20%

WLOI-FM

1964

Media Code 4 215 5511 1.00
La Porte County Broadcasting Co., Box 385, Penthouse Studios, 6th Fl., Hotel Rumley, La Porte, Ind. 46350. Phone 219-382-6144.

STATION'S PROGRAMMING DESCRIPTION
WLOI-FM: Middle-of-the-road music played back to back in sets of 3 or 4 selections. Network news on half hour followed by local news. Announcers all female. Contact Representative for further details. Rec'd 5/28/69.

1. PERSONNEL
President—Dee O. Coe.
Gen'l & Sales Mgr.—Walter H. Olson.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-10:05 pm. CST.
Partial simulcast operation. Operated separately 8 am-10 pm. For simulcast facilities see WLOI.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 1 Eff 6/1/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

1 x	1 min	20/30	1 min	20/30
	4.50	3.50	2.50	3.25
13 x	4.25	3.25	2.20	3.00
26 x	4.00	3.00	2.12	2.75
52 x	3.75	2.75	2.00	2.50
104 x	3.50	2.50		

10 sec or less: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	30	20	11	9	6
3 tl	90	55	30	24	15
5 tl	138	80	50	35	24
6 tl	158	95	55	45	27

DISCOUNTS

13 wk-10%	39 wk-17-1/2%
26 wk-15%	52 wk-20%

10. SPECIAL FEATURES
News—fixed position earned rate plus 10%

LEBANON

Boone County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WNON (FM)

Media Code 4 215 5555 8.00
Charles R. Banks, Box 227, Ransdell Rd., Lebanon, Ind. 46052. Phone 317-482-4427.

1. PERSONNEL
General Manager—Greg Smith.

3. FACILITIES
ERP 3,000 w.; 100.9 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.

INDIANA

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 44a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff 5/1/69—Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl	7 tl
15 sec	2.50	2.25	2.00	1.75	1.50	*1.25	*1.00
30 sec	3.20	2.85	2.70	2.45	2.20	1.95	1.70
1 min	3.60	3.35	3.10	2.85	2.60	2.35	2.10

(* Available on 52-week contract only.)

8. PROGRAM TIME RATES

PER WK, EA:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl	7 tl
5 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00
1/4 hr	11.00	10.50	10.00	9.50	9.00	8.50	8.00
1/2 hr	20.50	19.75	19.00	18.25	17.50	16.75	16.00
1 hr	38.00	37.00	36.00	35.00	34.00	33.00	32.00

DISCOUNTS

26 wk-5%	52 wk-10%
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LINTON

Greene County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WBTO

1953



Subscriber to the NAB Radio Code
Media Code 4 215 5605 1.00
Linton Broadcasting Co., Inc., State Hwy. 54, Linton, Ind. 47441. Phone 812-847-4474.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. D. Boardman.

3. FACILITIES
500 w. days;
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%: no cash discount. Payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 25a, 24a, 25a, 28b.
Contracts: 40c, 46.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

INDIANA

Logansport—W S A L, W S A L-FM—Cont'd

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a, 46.
Affiliated with MBS Radio Network.

TIME RATES
No. 8 ET 11/1/68—Rec'd 11/1/68.

6. SPOT ANNOUNCEMENTS
1 min. 13x 26x 52x 104x 156x 260x 312x
0.10 0.20 0.40 0.80 1.60 3.20 4.80

8. PROGRAM TIME RATES
1 hr. 91.10 86.55 82.00 77.40 72.85 68.30 63.75 59.25
1/2 hr. 54.65 51.80 49.20 46.45 43.75 41.00 38.25 35.55
1/4 hr. 36.45 34.00 32.80 31.00 29.10 27.30 25.55 23.70
5 min. 18.25 17.30 16.45 15.45 14.55 13.70 12.80 11.85

MADISON (1 AM; 1 FM)

Jefferson County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WORX WORX-FM

1953 1950

Subscriber to the NAB Radio Code
Media Code 4 215 5795 0.00
WORX, Division Electronic Laboratories, Inc., 405
Jefferson St., Madison, Ind. 47250, Phone 265-3322.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Wittly.
2. REPRESENTATIVES
Ohio, Indiana, Kentucky, Western Penn., Upstate
N. Y.—Regional Reps. Corp.
3. FACILITIES
1,000 w. days; 1270 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
FM FACILITIES
ERP 350 w. 86.7 kc.
Operating schedule: 6:00 am-11:00 pm. EST.
Antenna ht.: 290 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 14b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 50.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 ET 7/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 6.00 4.95 156 x 4.10 3.10
13 x 6.00 4.50 260 x 3.75 2.80
26 x 5.45 4.10 312 x 3.40 2.55
156 x 4.95 3.75 500 x 3.10 2.30
104 x 4.50 3.40 1000 x 2.40 2.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
11 ti 55.00 33.00 22.00 16.50 11.00
13 ti 50.05 30.05 20.00 15.00 10.00
16 ti 45.55 27.35 18.20 13.65 9.10
24 ti 41.45 24.70 16.55 12.25 8.30
52 ti 37.70 22.55 15.05 11.35 7.55
104 ti 34.30 20.50 13.70 10.35 6.85
156 ti 31.20 18.65 12.45 9.40 6.25
312 ti 28.40 16.90 11.35 8.55 5.90

MARION (2 AM; 1 FM)

Grant County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WBAT

1947

Subscriber to the NAB Radio Code
Media Code 4 215 5890 0.00
Marion Radio Corp., Box 830, Marion, Ind. 46952.
Phone 317-664-6239.

1. PERSONNEL
President—Lester G. Spencer.
Vice-Pres. & Sta. Mgr.—William C. Fowler.
2. REPRESENTATIVES
Meeker Radio, Inc.
Detroit, Cleveland—Pearse Sales.
South, Southwest—Busby, Finch and Woods, Inc.
Regional—Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-midnight weekdays;
7:00 am-midnight Sun. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 25a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 71a, 73a.
Affiliated with CBS.

TIME RATES
No. 10 ET 12/1/67—Rec'd 11/27/67.
AAA—Mon thru Fri 6-10 am & 4-7 pm; Sat 6-9 am.
AA—Mon thru Fri 10 am-4 pm; Sat 9 am-6 pm.
Sun noon-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
1 MINUTE
6 ti 12 ti 18 ti 24 ti
AAA 10.00 9.00 8.00 7.00
AA 9.00 8.00 7.00 6.00
A 7.50 6.50 6.00 5.50
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WMRI

1955



Subscriber to the NAB Radio Code
Media Code 4 215 5985 7.00
WMRI, Inc., 820 S. Pennsylvania St., Marion, Ind.
46952. Phone 317-664-7396.

1. PERSONNEL
President—Frank Bove.
General Manager—Ira C. Smith.
2. REPRESENTATIVES
Regional Reps Corp.
Golderman & Company.
3. FACILITIES
250 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WMRI-FM.
4. AGENCY COMMISSION
15/0 time only; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11g, 12g, 13a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 25a, 28b, 28c,
33a.
Contracts: 40c, 44a, 44b, 45, 47e, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60b, 61c, 62d.
Cancellation: 70b, 70c, 71a, 75a, 73b.
Prod. Services: 81, 82.
Affiliated with KBS.
Affiliated with American Entertainment Network.
Member: Indiana Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 7/18/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 5.90 4.70
52 x 5.55 4.45
156 x 5.30 4.20
260 x 5.05 4.00
312 x 4.80 3.75
520 x 4.60 3.50
780 x 4.35 3.25
1000 x 4.10 3.00

10 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES
1 hr 52x 104x 156x 260x 312x
1 hr 59.00 56.00 52.00 50.00 47.00 44.00
1/2 hr 36.00 34.00 32.00 30.00 28.00 26.00
1/4 hr 20.50 19.00 17.50 16.00 14.50 13.00
10 min 15.30 14.20 13.10 12.00 10.90 9.80
5 min 10.80 10.10 9.40 8.70 8.00 7.30

AM/FM COMBINATION
20% of AM rate.

WMRI-FM

1948



Subscriber to the NAB Radio Code
Media Code 4 215 5986 5.00
WMRI, Inc., 820 S. Pennsylvania St., Marion, Ind.
46952. Phone 317-664-7396.

1. PERSONNEL
President—Frank Bove.
General Manager—Ira C. Smith.
2. REPRESENTATIVES
Regional Reps Corp.
Golderman & Company.
3. FACILITIES
ERP 31,000 w.; 108.9 mc. Stereo.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately
local sunset-midnight. For simulcast facilities see
WMRI.
4. AGENCY COMMISSION
15/0 time only; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
See WMRI listing for coded regulations.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
ET 7/1/68—Rec'd 7/18/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 4.20 3.35
52 x 3.90 3.10
156 x 3.70 2.95
260 x 3.45 2.75
312 x 3.10 2.50
520 x 2.90 2.30
780 x 2.65 2.10
1000 x 2.40 1.90

8. PROGRAM TIME RATES
Stereo FM—2/3 of AM Program rates.

MARTINSVILLE (1 AM; 1 FM)

Morgan County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WCBK

1967



Subscriber to the NAB Radio Code
Media Code 4 215 6080 6.00
Morgan County Broadcasters, Inc., 217 E. Washington
St., Martinsville, Ind. 46151. Phone 317-342-3394

1. PERSONNEL
Pres., Gen'l & Sales Mgr.—David Kelster.
Program Director—Phil Deckard.
2. FACILITIES
250 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WCBK-FM.
4. AGENCY COMMISSION
15/0 on time, payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a,
26, 28a, 28a, 32a.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a,
48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 61b, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 3/1/67—Rec'd 2/22/67.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 4.50 3.50 416 x 3.30 2.30
52 x 4.25 3.25 624 x 3.20 2.20
104 x 4.00 3.00 728 x 3.00 2.00
156 x 3.75 2.75 1040 x 2.85 1.85
208 x 3.50 2.50 1300 x 2.65 1.65

7. PACKAGE PLANS
SHORT SATURATION
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 39.00 88.00 97.00 120.00 137.50
30 sec 45.00 87.00 80.00 87.50

FLASH FLOOD ROSE
10 sec spots, minimum 10 per day ea. 1.50

8. PROGRAM TIME RATES
1 hr 1/4 hr 5 min
1 x 50.00 20.00 11.50
52 x 47.50 18.00 9.50
104 x 45.00 16.00 7.50
156 x 43.00 15.00 6.50
208 x 42.50 14.00 6.00
416 x 40.00 13.00 5.00
624 x 38.50 12.00 4.80
728 x 35.00 11.00 4.60
1040 x 32.50 10.00 4.40
1300 x 30.00 9.00 4.00

WCBK-FM

1968



Media Code 4 215 6081 4.00
Morgan County Broadcasters, Inc., 217 E. Washing-
ton St., Martinsville, Ind. 46151. Phone 317-342-
3394.

1. PERSONNEL
Pres. Gen'l & Sales Mgr.—David Kelster.
Program Director—Jerry Holmes.
Operations Director—Phil Deckard.
2. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6
am-sunrise & local sunset-11 pm. For simulcast
facilities see WCBK.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
See WCBK listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/15/69—Rec'd 12/31/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 4.25 3.25 416 x 3.10 2.10
52 x 4.00 3.00 624 x 3.00 2.00
104 x 3.75 2.75 728 x 2.80 1.80
156 x 3.50 2.50 1040 x 2.60 1.60
208 x 3.25 2.25 1300 x 2.40 1.40

8. PROGRAM TIME RATES
1 hr 1/4 hr 5 min
1 x 50.00 20.00 11.50
52 x 47.50 18.00 9.50
104 x 45.00 16.00 7.50
156 x 43.00 15.00 6.50
208 x 42.50 14.00 6.00
416 x 40.00 13.00 5.00
624 x 38.50 12.00 4.80
728 x 35.00 11.00 4.60
1040 x 32.50 10.00 4.40
1300 x 30.00 9.00 4.00

MICHIGAN CITY (1 AM; 1 FM)

La Porte County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WIMS

1947

Subscriber to the NAB Radio Code
Media Code 4 215 6175 4.00
Northern Indiana Broadcasters, Inc., Old Chicago
Rd., Michigan City, Ind. 46360. Phone 219-
874-5245.
Other Office:
La Porte, Ind. Phone 219-362-2591.

1. PERSONNEL
Pres. & Gen'l Mgr.—William N. Udell.
2. FACILITIES
5,000 w. days, 500 w. nights; 1420 kc.
Directional.
Operating schedule: 5:50 a.m. to 11:05 p.m. CST,
DST.
4. AGENCY COMMISSION
15/0 net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Member: National AgRadio Groups, Inc.

TIME RATES
Rates effective May 1, 1952. (Card No. 2.)
Card received April 15, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr	hr	min.	min.	(*)	(†)
1 time	36.00	24.00	18.00	12.00	8.00	7.00
13 times	34.20	22.80	17.10	11.40	7.50	6.50
26 times	32.40	21.60	16.20	10.80	7.00	6.00
52 times	30.60	20.40	15.30	10.20	6.50	5.50
104 times	28.80	19.20	14.40	9.60	6.00	5.00
156 times	27.00	18.00	13.50	9.00	5.75	4.75
208 times	25.20	16.80	12.60	8.40	—	—
260 times	23.40	15.60	11.70	7.80	—	—
312 times	21.60	14.40	10.80	7.20	—	—

(*) 100 word spot announcement.
(†) 50 word spot announcement.

WMCB (FM)

1966

Media Code 4 215 6270 3.00
Michigan City FM Broadcasters, Inc., Box 519, 1903
Springland Ave., Michigan City, Ind. 46360. Phone
317-879-8201.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas Burns.
2. FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 6:50 am-9:10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b,
25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Rev 3/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS
PER YR: Open 100x 250x 500x 1000x
1 min 6.50 4.80 3.80 3.30
30 sec 3.90 3.10 2.80 2.50 2.30

7. PACKAGE PLANS
1 MINUTE
15 per wk 3.30 20+ per wk 3.10
Minimum 46 weeks.

8. PROGRAM TIME RATES
PER YR: 1 hr 1/2 hr 25 min 1/4 hr 10 min 5 min
Open 78.00 46.80 42.10 27.30 10.50 10.10
26 x 60.70 36.40 32.80 21.20 15.90 8.30
52 x 53.00 32.20 29.00 17.70 13.20 7.30
156 x 49.70 28.80 25.90 16.60 12.20 6.60
156 x 49.70 28.80 25.90 16.60 12.20 6.60

10. SPECIAL FEATURES
DAILY TIME/WEATHER ADVISORY
1 mo 2 mo 3 mo 4 mo 6 mo 12 mo
10 sec 3.10 2.90 2.60 2.30 2.10 1.80
12 mo 2 per day 1.70 12 mo 3 per day 1.60

MONTICELLO

White County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WVTL (FM)

1967

Media Code 4 215 6300 8.00
Fidelity Broadcasting Co., Inc., Monticello, Ind.
47960.

1. PERSONNEL
President—Joseph P. Sweeney.
Gen'l & Sales Mgr.—Jess Spurgin.
2. REPRESENTATIVES
Golderman & Company.
3. FACILITIES
ERP 370 w.; 95.3 mc.
Operating schedule: 6 am-6 pm. EST.
Antenna ht.: 57 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28,
27, 28b, 28c, 29b, 31, 33c.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47e, 48,
49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70d, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 10/30/67.

6. SPOT ANNOUNCEMENTS
Base 26x 52x 156x 312x
1 min 2.90 2.75 2.25 2.15 1.85

7. PACKAGE PLANS
SPOTS PER DAY, YRLY: 3 2 1
Per wk 86.50 25.00 12.50

SATURATION PACKAGE
15 ti (3 days) 25.00 50 ti (7 days) 75.00
25 ti (3 days) 37.50 100 ti (30 days) 150.00

8. PROGRAM TIME RATES
26x 52x 156x 312x
1 hr 35.00 29.00 27.00 25.00 23.00
1/2 hr 17.50 18.75 15.25 13.75 12.25
1/4 hr 10.00 9.50 8.50 7.50 6.50
5 min 5.50 5.25 4.75 4.25 3.75

MOUNT VERNON

Posey County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

WPCO

1955

Subscriber to the NAB Radio Code
Media Code 4 215 6365 1.00
Mount Vernon Broadcasting Co., Inc., Box 526, Mt.
Vernon, Ind. 47620. Phone 812-838-4484.

1. PERSONNEL
President—H. G. Sanders.
Gen'l. Sta. & Comm. Mgr.—F. Courtney Smith.
(This listing continued on next page)

Mount Vernon—WPCO—Continued

3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3b, 3d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 26, 28b, 29c.
Contracts: 42a, 43, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 7/1/69—Rec'd 6/27/69.

7. PACKAGE PLANS
1 MINUTE

10 tl	within 10 days	4.00
30 tl	within 30 days	3.75
60 tl	within 60 days	3.50
90 tl	within 90 days	3.25
30 sec.	12 per wk.	24.00
10 sec.	groups of 50 within 2 wks.	55.00

SATURATION PACKAGE
30 spots (100 wds same copy) within 60 days... 82.50

MUNCIE (2 AM; 1 FM)

Delaware County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WERK
1965



Media Code 4 215 5460 0.00
Muncie Broadcasting Corp., Box 443, Rt. 4, Muncie, Ind. 47302. Phone 317-289-3311.

1. PERSONNEL
President—Robert J. Poorman.
General Manager—William Sbirik Poorman.
Sales & Comm. Mgr.—Armin Ludwig.
3. FACILITIES
250 w.; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 62b.
Cancellation: 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/69—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS
FREQUENCY SCHEDULE—12 MONTHS

1 min.	1x	13x	52x	104x	200x	500x	1000x
30	0.90	9.00	8.00	7.25	6.85	6.25	5.75
30	7.80	6.75	5.85	5.25	4.90	4.50	4.15
15 sec.	5.45	4.70	4.10	3.65	3.40	3.15	2.90

7. PACKAGE PLANS
CAMPAIGN SCHEDULE

CONSEC WKS:		1 MINUTE	2 wk	3 wk	4 wk	13 wk
15 tl	7.10	6.80	6.60	6.30	5.70
30 tl	6.45	6.20	5.95	5.65	5.15
45 tl	5.75	5.50	5.20	4.90	4.45

30 SECONDS

15 tl	5.20	5.00	4.85	4.70	4.35
30 tl	4.85	4.45	4.30	4.20	3.85
45 tl	4.30	4.10	3.85	3.65	3.30

15 SECONDS

15 tl	3.85	3.75	3.65	3.50	3.20
30 tl	3.40	3.25	3.15	3.05	2.80
45 tl	3.10	2.95	2.80	2.65	2.40

FREQUENCY AND CAMPAIGN SCHEDULE CONTRACTS
1/3 of the spots will be broadcast during drive time at no extra charge. However, if additional spots are desired during drive time and are available, there will be an extra charge for these additional spots only as follows:
EA: 1 min 30 sec 15 sec
Extra 1.00 .75 .50
Drive Time—6-9 am & 3-7 pm.

WLBC
1926

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 215 6555 7.00
Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind. 47302. Phone 317-288-4403.

1. PERSONNEL
Commercial Manager—J. M. Craig.
2. REPRESENTATIVES
The Devney Organization, Inc.
Regional Reps Corp.
South—David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47c, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMUN (FM).
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 ET 8/1/69—Rec'd 6/4/69.

AA—Mon thru Fri 5:30-9 am & 3-7 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 5:30 am-7 pm.
B—Daily 7 pm-5:30 am.

7. PACKAGE PLANS
Weeks must be consecutive to qualify advertising for package plan.

CLASS AA
1-MINUTE

PER WK:	1 wk	2 wk	4 wk	13 wk	26 wk	52 wk
1 tl	15.00	14.50	14.00	13.50	13.00	12.50
6 tl	12.00	11.75	11.25	11.00	10.50	9.00
12 tl	10.00	9.50	9.00	8.50	8.00	7.50
24 tl	8.00	7.50	7.00	6.50	6.00	5.50
30 tl	7.50	7.00	6.50	6.00	5.50	5.00
36 tl	7.00	6.50	6.00	5.50	5.00	4.50

30-SECONDS

1 tl	12.00	11.75	11.00	10.75	10.50	10.25
6 tl	9.50	9.25	9.00	8.50	8.00	7.00
12 tl	8.00	7.75	7.50	7.00	6.50	6.00
24 tl	6.50	6.25	6.00	5.50	5.00	4.50
30 tl	6.00	5.75	5.50	5.00	4.50	4.00
36 tl	5.50	5.25	5.00	4.50	4.00	3.50

CLASS A
1-MINUTE

1 tl	12.00	11.75	11.00	10.75	10.50	10.25
6 tl	9.50	9.25	9.00	8.50	8.00	7.00
12 tl	8.00	7.75	7.50	7.00	6.50	6.00
24 tl	6.50	6.25	6.00	5.50	5.00	4.50
30 tl	6.00	5.75	5.50	5.00	4.50	4.00
36 tl	5.50	5.25	5.00	4.50	4.00	3.50

30-SECONDS

1 tl	8.50	8.25	8.00	7.75	7.50	7.25
6 tl	7.00	6.75	6.50	6.25	6.00	5.75
12 tl	6.50	6.25	6.00	5.75	5.50	5.25
24 tl	5.25	5.00	4.75	4.50	4.25	4.00
30 tl	4.75	4.50	4.25	4.00	3.75	3.50
36 tl	4.50	4.25	4.00	3.80	3.50	3.20

CLASS B
1-MINUTE

1 tl	7.50	7.25	7.00	6.75	6.50	6.25
6 tl	6.00	5.85	5.60	5.35	5.00	4.50
12 tl	5.00	4.75	4.50	4.25	4.00	3.75
24 tl	4.00	3.75	3.50	3.25	3.00	2.75
30 tl	3.75	3.50	3.25	3.00	2.75	2.50
36 tl	3.50	3.25	3.00	2.75	2.50	2.25

30-SECONDS

1 tl	6.00	5.80	5.60	5.40	5.20	5.00
6 tl	4.80	4.60	4.40	4.20	4.00	3.80
12 tl	4.00	3.80	3.60	3.40	3.20	3.00
24 tl	3.20	3.00	2.80	2.60	2.40	2.20
30 tl	3.00	2.80	2.60	2.40	2.20	2.00
36 tl	2.80	2.60	2.40	2.20	2.00	1.80

Rates are for a maximum of 6 spots per day on Thurs and Fri. Additional spots Thurs and Fri:
1 min 30 sec 10 sec
Extra 2.00 1.60 1.00

PULSE & ARB RATE WERK NO. 1 IN MUNCIE

DELAWARE COUNTY	PULSE AUDIENCE SHARES* BEFORE 7 PM	ARB NET WEEKLY CIRC. RATING** BEFORE 6 PM
WERK	38%	53.8
Sta. A	17%	31.8
Sta. B	26%	38.4

*PULSE CIRC. REPORT MAY-JUNE 1969
**ARB CIRC. REPORT APR./MAY & OCT. 1968
(Subject to qualifications described therein)

Get the full story on The Muncie 120,000 Metro area. We'll WERK with you to do the complete job.

WERK RADIO
RR #4, MUNCIE, INDIANA 47302
"Always WERKing for you"

8. PROGRAM TIME RATES

CLASS AA

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80.00	48.00	32.00	24.00
13 x	75.00	45.00	30.00	22.50
26 x	70.00	42.00	28.00	21.00
52 x	65.00	40.00	27.00	20.25
104 x	60.00	38.00	26.00	19.50
156 x	60.00	38.00	26.00	19.50
260 x	60.00	38.00	26.00	19.50

CLASS A

1 x	72.00	43.00	29.00	21.50	14.50
13 x	64.00	38.00	26.00	19.00	13.00
26 x	60.00	36.00	24.00	18.00	12.00
52 x	56.00	34.00	23.00	17.00	11.50
104 x	54.00	32.50	22.00	16.25	11.00
156 x	52.00	31.00	21.00	15.50	10.50
260 x	50.00	30.00	20.00	15.00	10.00

50% of AA rate. CLASS B

1 x	72.00	43.00	29.00	21.50	14.50
13 x	64.00	38.00	26.00	19.00	13.00
26 x	60.00	36.00	24.00	18.00	12.00
52 x	56.00	34.00	23.00	17.00	11.50
104 x	54.00	32.50	22.00	16.25	11.00
156 x	52.00	31.00	21.00	15.50	10.50
260 x	50.00	30.00	20.00	15.00	10.00

10. SPECIAL FEATURES

NEWS 1/4-HOUR

AA	40.00	35.00	32.00	30.00	28.00	26.00	24.00
A	30.00	27.00	25.00	24.00	23.00	22.00	21.00
B	20.00	17.50	16.00	15.00	14.00	13.00	12.00

10-MINUTES

AA	30.00	27.00	25.00	24.00	22.00	21.00	20.00
A	24.00	22.00	20.00	19.00	18.00	17.00	16.00
B	15.00	14.00	13.00	12.00	11.00	10.50	10.00

5-MINUTES

AA	19.00	17.00	16.00	15.00	14.50	14.00	13.00
A	15.50	14.00	13.00	12.50	12.00	11.50	11.00
B	9.50	8.50	8.00	7.50	7.25	7.00	6.50

2-MINUTES NEWS HEADLINES

AA	16.00	14.00	13.00	12.00	11.50	11.00	10.00
A	13.00	11.20	10.40	10.00	9.50	9.00	8.80
B	8.00	7.00	6.50	6.00	5.75	5.50	5.00

WMUN (FM)



Media Code 4 215 6650 6.00
Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind. 47302. Phone 317-288-4403.

1. PERSONNEL
Vice-Pres. & Com'l Mgr.—J. M. Craig.
2. REPRESENTATIVES
Chicago, New York—The Devney Organization, Inc.
South—David Carpenter Company.
3. FACILITIES
ERP 9,300 w.; 104.1 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 287 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
See WLBC listing for coded regulations.
AM facilities: WLBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 8/1/69—Rec'd 6/4/69.

6. SPOT ANNOUNCEMENTS
CONSEC WK, PER WK:

1 min	13 wk	26 wk	52 wk
30 sec	32	28	25
15 sec	26	23	20
10 sec	16	14	10

1 per day, each day of week, to rotate thruout day.
No more than 4 units per week sold to any 1 advertiser or brand. Spots must be run daily, and cannot be accumulated.

NEW ALBANY

Floyd County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Louisville Kentucky
(including New Albany, Ind.; Jeffersonville, Ind.)

NEW CASTLE (1 AM; 1 FM)

Henry County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCTW 1960 WCTW-FM 1947

Subscriber to the NAB Radio Code
Media Code 4 215 6245 4.00
WCTW, Inc., Rural Route 1, New Castle, Ind. 47362.
Phone 317-529-2600.

1. PERSONNEL
Manager—Arno Walker.
Commercial Manager—Miles Marshall.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w.; 1550 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30 am-10:15 pm. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11d, 14d, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 33b.
Contracts: 40a, 41, 44a, 45, 47a, 49, 51b.
Comb.: Cont. Discounts: 60h, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS—Rin Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1965.
Card received October 4, 1965.

INDIANA

6. SPOT ANNOUNCEMENTS

1 min	30 sec	20 sec	10 sec
Open	8.00	6.00	5.00
28 tl	7.00	5.50	4.50
52 tl	6.00	4.75	3.75
104 tl	5.00	4.00	3.00
500 tl	4.25	3.25	2.50
1000 tl	3.50	2.50	1.75

7. PACKAGE PLANS
SATURATION PACKAGES
50 spots in 7 days or 100 spots in 30 days—1000 time rate.

NORTH VERNON (AM; 1 FM)

Jennings County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WOCH 1955 WOCH-FM 1963

Subscriber to the NAB Radio Code
Media Code 4 215 6840 3.00.
Dorrell Ochs, Box 46, Hwy 50, North Vernon, Ind. 47265. Phone 812-349-8421.

STATION'S PROGRAMMING DESCRIPTION
WOCH: 6-7:30 am popular, standard, but primarily country and western music, 5 min news at 6:55, weather at 7:30-8 am local, regional, national, international news, 8-10 am religious, sermons, gospel music, 10-10:05 am local news, 10:05-10:55 am swap shop program, 10:55-11 am middle-of-the-road music, Noon-12:15 pm local, regional national, international news, 12:15-12:30 pm farm news, interviews, 12:30-5 pm popular, standard, country and western music, but primarily popular, 5 min news on hour, weather at 1:55, sport news at 2:20, news at 3:30, 5-5:15 pm local, regional, national, international news, 5:15-5:30 pm gospel music, 5:45-6 pm religious sermon, NEWS: on hour and at :30 Contact Representative for further details. Rec'd 8/3/67.

1. PERSONNEL
Owner—Dorrell Ochs.
Manager—Charles H. Plummer.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w.; 1460 kc. Non-directional.
Operating schedule: 0 am to local sunset. EST.
FM FACILITIES ERP 3,800 w.; 106.1 mc.
Operating schedule: 0 am-10:30 pm. Simulcast. 6 am-local sunset; Sun 7 am-5 pm. EST.
Antenna ht.: 175 ft. above average terrain.
(This listing continued on next page)

Cover Muncie Effectively
with
WLBC
Local Impact

INDIANA

North Vernon—WOCH,
WOCH-FM—Continued

- 4. AGENCY COMMISSION**
15/0 time and talent; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20b, 24b, 25a, 28c, 29a, 33a.
Contracts: 40a, 44a, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Tobacco advertising not accepted.

TIME RATES

ET Rec'd 5/18/66.

- 6. SPOT ANNOUNCEMENTS** 1 min
1 x 4.00

- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 x 50 30 20 8

DISCOUNTS

13x—5% 52x—13% 156x—20%
26x—10% 104x—15% 312x—25%

PAOLI

Orange County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WVAK

1963

Subscriber to the NAB Radio Code

Media Code 4 215 6935 1.00
King & King Broadcasters, Box 83, R. R. 3, Paoli,
Ind. 47454. Phone 812-723-3600.

- 1. PERSONNEL**
Owner—Z. Denzel King.
Sta. & Com'l Mgr.—Zelbert "Bud" King.
Sales Manager—Virginia A. King.
- 2. REPRESENTATIVES**
Regional Reps Corp.
- 3. FACILITIES**
250 w. days; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See Coded Regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 21a, 23a, 24a, 25a, 27, 30, 33a.
Contracts: 42b, 42d, 43, 44a, 48, 49.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 81, 82.
Affiliated with KBS Radio Network.

TIME RATES

No. 2 ET 5/1/68—Rec'd 5/8/68.

- 6. SPOT ANNOUNCEMENTS**
1 min 7.25 6.50 5.25 5.90 5.25 5.00
30 sec 6.25 5.50 5.25 4.90 4.25 4.00
10 sec 4.10 3.90 3.60 3.30 3.00 2.80

- 7. PACKAGE PLANS**
(Must be used within 14 days or less)
1 min 150 280 405 550

- 8. PROGRAM TIME RATES**
1 hr 51.40 48.75 45.95 42.90 40.00 35.75
1/2 hr 30.90 29.25 27.95 26.00 23.40 21.45
1/4 hr 22.75 21.45 19.20 17.25 15.60 14.30
10 min 17.25 15.60 14.30 13.00 12.05 10.75
5 min 11.40 10.75 10.10 9.10 8.45 7.80

PERU (1 AM; 1 FM)

Miami County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WARU

1954

Subscriber to the NAB Radio Code

Media Code 4 215 7030 0.00
The Wabash-Peru Broadcasting Co., Inc. Box 461,
Hwy. 24, 1/3 mi. east of Peru, Ind. 46970.
Other Studios—Hwys. 13 & 15, 1/4 mi. south of
Wabash, Ind.

- 1. PERSONNEL**
Manager—R. W. Schultz.
- 2. REPRESENTATIVES**
The Devney Organization, Inc.
Regional Reps Corp.
- 3. FACILITIES**
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 5:30 am-local sunset weekdays;
6:00 am-local sunset Sun. CST.
Simulcast during AM operational hours. For non-
simulcast facilities see WARU-FM listing.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a.
Member: Indiana Radio Network.
- TIME RATES**
Rates effective October 1, 1964.
Rates received September 25, 1964.

6. SPOT ANNOUNCEMENTS

Fixed Position/Drive Time

- | | | | |
|--------|-------|--------|--------|
| 1 hr | 1 min | 30 sec | 10 sec |
| 1 hr | 7.25 | 6.25 | 4.10 |
| 26 hr | 6.50 | 5.50 | 3.90 |
| 52 hr | 6.25 | 5.25 | 3.60 |
| 104 hr | 5.90 | 4.90 | 3.30 |
| 156 hr | 5.25 | 4.25 | 3.00 |
| 260 hr | 5.00 | 4.00 | 2.80 |

8. PROGRAM TIME RATES

- | | | | | |
|--------|--------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 1 hr | 30.90 | 22.75 | 17.25 | 11.40 |
| 26 hr | 48.75 | 29.25 | 21.45 | 15.60 |
| 52 hr | 45.85 | 27.95 | 19.20 | 14.30 |
| 104 hr | 42.90 | 26.00 | 17.25 | 13.00 |
| 156 hr | 40.00 | 23.40 | 15.60 | 12.05 |
| 260 hr | 35.75 | 21.45 | 14.30 | 10.75 |

WARU-FM

1965

Media Code 4 215 7031 8.00
Wabash-Peru Broadcasting Co., Inc., Box A, Peru,
Ind. 46970. Phone 219-478-4448.

- 1. PERSONNEL**
President—Mrs. Geneva Gee.
Gen'l & Sta. Mgr.—Richard W. Schultz.
- 2. REPRESENTATIVES**
The Devney Organization, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 98.3 mc.
Operating schedule: 5:30 am-midnight, EST.
Antenna ht.: 43 ft. above average terrain.
Partial simulcast operation with WARU-AM. For
simulcast rates, see WARU-AM.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
- TIME RATES**
Rates effective
Rates received October 7, 1965.
- 6. SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 hr 7.25 6.25 4.10
26 hr 6.50 5.50 3.90
52 hr 6.25 5.25 3.60
104 hr 5.90 4.90 3.30
156 hr 5.25 4.25 3.00
260 hr 5.00 4.00 2.80
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 hr 51.40 30.90 22.75 17.25 11.40
26 hr 48.75 29.25 21.45 15.60 10.75
52 hr 45.85 27.95 19.20 14.30 10.10
104 hr 42.90 26.00 17.25 13.00 9.10
156 hr 40.00 23.40 15.60 12.05 8.45
260 hr 35.75 21.45 14.30 10.75 7.80
- 10. SPECIAL FEATURES**
Newscasts: On the hour; headlines at :30.
Service charge extra 10%.

PLAINFIELD

Hendricks County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WJMK (FM)

1964

Subscriber to the NAB Radio Code
Media Code 4 215 7075 5.00

- James T. Barlow, Box 5, 863 Walton Dr., Plainfield,
Ind. 46168. Phone 317-830-2368.
- STATION'S PROGRAMMING DESCRIPTION**
WJMK (FM): Adult programming. 5 min newscasts
primarily on hour, weather forecasts on half hour in-
cluding 4 programs daily, and community calendar at
:15 (daytime). Farm market, sports, trading post and
big band programs weekdays. ENTERTAINMENT:
basically standards mixed with showtunes, jazz-orient-
ed and middle-of-the-road. SPORTS: include
scoreboards, high school and college play-by-play.
RELIGIOUS: programming includes music and ser-
mons. Rec'd 7/13/67.
- 1. PERSONNEL**
Pres. & Sales Mgr.—James T. Barlow.
Gen'l Mgr. & Prog. Dir.—Mabel A. Barlow.
- 3. FACILITIES**
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 200 ft. above average terrain.
- 4. AGENCY COMMISSION**
Net. agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations
General: 5.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
ET 9/18/67—Rec'd 9/22/67.
- 6. SPOT ANNOUNCEMENTS**
1 min 8.00 2.50 2.25 2.10 1.85 1.70
30 sec 2.00 1.70 1.55 1.45 1.30 1.20
PER MO. EA. 30 sec 1 min
1 day 33.00 48.00
2 days 60.00 84.00
- 7. PACKAGE PLANS**
1x 20 25 30 40 50 60 80
30 SEC: 20 25 30 40 50 60 80
10 days 31.00 39.00 60.00 110.00
30 days 34.00 43.50 65.00 120.00
1 MTH: 10 days 45.00 55.50 85.00 160.00
30 days 50.00 63.00 92.50 170.00
- 8. PROGRAM TIME RATES**
1/2 hr 1/4 hr 10 min 5 min
1x 20 12 10 7
12x—10% 52x—20% 156x—35%
26x—15% 104x—25% 260x—50%
- 10. SPECIAL FEATURES**
1 time hack daily, per month 18
Two for 33.00.
1 program open and close daily 80
On either of the above a short slogan, motto or
product ID may be added for 5.00 per month (two
for 8.00). Spot programs with one spot, open and
close, but no promotional spot at 3.00 each (mini-
mum 25 programs).
Weather—all day 4 programs including open and
close spot, and 5 weather briefs with open only. Any
particular day, 40.00 per month.

PLYMOUTH (1 AM; 1 FM)

Marshall County—Map Location E-3.
See SRDS consumer market map and data at beginning
of the State.

WTCA

1964

WTCA-FM

1966

Subscriber to the NAB Radio Code
Media Code 4 215 7125 8.00
Community Service Broadcasters, 208 N. Water St.,
Plymouth, Ind. 46563. Phone 219-936-4096.

- STATION'S PROGRAMMING DESCRIPTION**
WTCA: Programmed for general interest.
NEWS 18%; 12% national and international, 6%
local and regional, 2% weather. Facilities include:
mobile unit; beepers; tapes. Also special events, elec-
tion coverage, parades, fairs, etc. Farm 11%.
SPORTS: football and basketball, live and tape
coverage of 2 schools completely and 6 schools partly
and 1 university. MUSIC 67%; 50% middle-of-
the-road, 17% rock and roll, RELIGIOUS: live
services and tapes on Sun, devotional material daily.
Air personalities: various celebrities with women's
news, food, fashion, etc. TALK: women's program
daily. CONTINUITY POLICY studio identification,
musical transition, jingles, mechanical reproduction.
Rec'd 8/25/67.
- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Kenneth E. Kunze.
Sales Manager—R. S. (Sid) Smith.
Program Director—Roger Wellman.
- 3. FACILITIES**
250 w.; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 235 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0: 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b,
25a, 28, 28a, 28c, 29a, 29b.
Contracts: 40a, 42b, 42c, 42d, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h,
60i, 61a, 61b, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Indiana Radio Network.
- TIME RATES**
Rates effective January 1, 1965.
Rates received January 28, 1965.
- 6. SPOT ANNOUNCEMENTS**
1 min 250 1 min 1 min
52 hr 4.85 500 1 min 3.20
156 hr 3.90 1000 1 min 2.90
80 seconds—75% of 1-minute rate.
10 seconds—50% of 1-minute rate.
- 7. PACKAGE PLANS**
25 50 75 100 1 min 1 min
50 100 150 200 1 min 270
50 100 150 200 1 min 320
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 hr 63.00 41.50 23.00 15.50 11.60
13 hr 60.00 38.50 21.50 15.00 10.50
26 hr 58.00 38.00 20.00 14.00 10.00
52 hr 52.00 33.00 18.50 13.50 9.50
104 hr 17.00 13.00 8.50
156 hr 16.50 12.00 8.00
260 hr 14.00 11.50 7.00
312 hr 13.00 11.00 6.50

PORTLAND

Jay County—Map Location G-5
See SRDS consumer market map and data at begin-
ning of the State.

WPGW

1950

Media Code 4 215 7220 7.00
Glenn West, Box 608, Portland, Ind. 47371. Phone
317-726-8780.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Glenn West
- 3. FACILITIES**
500 w. days, 1440 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a,
29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Keystone Network.
Member: Indiana Radio Network.
- TIME RATES**
Rates effective August 1, 1959. (Card No. 2.)
Card received August 3, 1959.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 time 50.00 30.00 21.90 10.00 5.00
13 times 47.50 28.50 19.95 9.50 4.75
26 times 45.15 27.50 18.95 9.05 4.51
39 times 42.87 26.63 18.00 8.58 4.27
52 times 40.73 24.35 17.10 8.15 4.07
104 times 38.69 23.13 16.25 7.74 3.87
156 times 36.86 21.97 15.44 7.35 3.66
208 times 35.92 20.87 14.87 6.98 3.50
260 times 33.27 19.83 13.84 6.63 3.33
312 times 31.61 18.84 13.16 6.30 3.15
364 times 30.03 17.90 12.49 5.99 2.80

PRINCETON (1 AM; 1 FM)

Gibson County—Map Location B-10
See SRDS consumer market map and data at begin-
ning of the State.

WRAY

1950

WRAY-FM

1960

Media Code 4 215 7315 5.00
M. R. Lankford, dba Princeton Broadcasting Co.,
P. O. Box 8, Princeton, Ind. 47370. Fulton 5-4851.

- STATION'S PROGRAMMING DESCRIPTION**
WRAY: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS:
local news 7 times daily at 8 am, 9 am, 10 am, 11
am, 11:55 am, 12:10 pm & 4 pm. 4 mobile units for
on-spot live coverage. World news on half hour.
MUSIC: 5-6 am country and western music, 6 am-3
pm middle-of-the-road music, 3-4 pm country and
western music, 4 pm-sign-off top 40 music. FARM:
Interviews and markets 6:45 am, local farm markets
11:30 am, agriculture agent show 12:45 pm.
SPORTS: all live major league baseball. Live high
school and college football and basketball plus uni-
versity football. Contact Representative for further
details. Rec'd 8/25/67.

- 1. PERSONNEL**
General Manager—M. R. Lankford.
Station Manager—Ray J. Lankford.
Commercial Manager—D. T. Critchfield.
- 2. REPRESENTATIVES**
The Devney Organization, Inc.
- 3. FACILITIES**
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset weekdays;
6:30 am-local sunset Sunday. CST.
FM-ERP 50,000 w.; 98.1 mc.
Antenna height—425 feet above average terrain.
Operating schedule: 5:00 a.m. to midnight Monday
through Saturday; 6:30 a.m. to midnight Sunday.
CST.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b.
Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
2 or more units in 15 minutes or more, broadcast
on same day, within same time bracket, combinable
to earn 1/2-hour, 3/4-hour, 1-hour rate, whichever
applies.
Affiliated with MBS.

TIME RATES

Rates effective April 1, 1966. (Card No. 4.)
Card received May 29, 1966.

- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 hr 1/2 hr 1/4 hr 5 min 1 min
1 time 50.00 30.00 16.00 12.50 7.75
13 times 47.00 28.00 15.75 11.50 7.50
26 times 45.00 26.00 15.50 11.00 7.25
52 times 39.00 25.00 15.25 10.50 7.00
104 times 37.00 23.00 14.50 10.00 6.50
156 times 36.00 21.00 14.00 9.75 6.00
312 times 34.00 20.00 13.00 8.00 4.25

RENSELAER

Jasper County—Map Location C-3
See SRDS consumer market map and data at begin-
ning of the State.

WRIN

1963

Media Code 4 215 7410 4.00
Jasper County Broadcasting Corp., Box 282, Hwy. 53,
Rensselaer, Ind. 47978. Phone 219-866-5105.

- 1. PERSONNEL**
President—James Caparelli, Sr.
Gen'l & Sta. Mgr.—Robert R. Becker.
Sales Manager—Bob Conley.
- 3. FACILITIES**
1,000 w.; 1560 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time and talent; monthly.
- 5. GENERAL RATE POLICY**
Member: Indiana Radio Network.
- TIME RATES**
Rates effective August 14, 1964.
- 6. SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 hr 3.50 2.90 104 1 min 2.65 2.00
13 1 min 3.25 2.60 156 1 min 2.45 1.80
26 1 min 3.05 2.40 260 1 min 2.25 1.60
52 1 min 2.85 2.20 312 1 min 2.05 1.40
- 7. PACKAGE PLANS**
TOTAL AUDIENCE X-POSURE
(To Be Used in 1 Week)
30 1 min 30 sec 1 min 30 sec
60 1 min 30 sec 60.00 67.50
90 1 min 30 sec 150.00 157.50
90 1 min 30 sec 202.50 157.50
This package will not combine with any other
schedule to earn further discounts.
- 8. PROGRAM TIME RATES**
1 hr 25 min 1/4 hr 10 min 5 min
1 hr 30.00 18.00 12.00 9.50 7.50
13 1 min 28.50 17.10 11.40 9.10 7.20
26 1 min 27.00 16.20 10.80 8.70 6.90
52 1 min 25.50 15.30 10.20 8.30 6.60
104 1 min 24.00 14.40 9.60 7.80 6.30
156 1 min 22.50 13.50 9.00 7.50 6.00
260 1 min 21.00 12.60 8.40 7.10 5.70
312 1 min 19.50 11.70 7.80 6.70 5.40

RICHMOND (1 AM; 2 FM)

Wayne County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WGLM (FM)

Media Code 4 715 7505 1.00
Broadcasting Services, Inc., First Federal Bldg., 18 N. 9th St., Richmond, Ind. 47374. Phone 517-982-2538.

STATION'S PROGRAMMING DESCRIPTION
WGLM (FM): Programmed for adults and young adults. MUSIC: modern country and western 8-11:30 a.m. remainder middle-of-the-road and current hits of adult appeal with current country and western hits featured each hour. AIR PERSONALITIES handle all segments. NEWS: every 30 mins, headlines on hour, 5 min on half hour. 30 min news blocks at 11:30 a.m., 5:30 & 9:30 p.m. Stock market live remotes 5 times daily. SPORTS: sports news reported 11 times daily, including 15 min summary at 5:45 p.m. Professional, college, local and area high school live play-by-play coverage. Equipment and personnel available for on-location remotes. COMMERCIAL POLICY: 8 minutes per hour, except during remotes 12 minutes. Contact Representative for further details. Rec'd 4/1/69.

- PERSONNEL**
President—C. Thomas Garten.
General Manager—Richard N. Williams.
Commercial Manager—James D. Dempsey.
- REPRESENTATIVES**
New York—Frederick W. Smith.
- FACILITIES** ERP 32,000 w.; 98.1 mc.
Operating schedule: 5:55-12:15 am Mon thru Sat;
8:55-12:15 am Sun. EST.
Antenna ht.—200 ft. above average terrain.
- AGENCY COMMISSION**
15/0-15 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 32a.
Contracts: 40a, 41, 44a, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 Eff 6/1/68—Rec'd 6/3/68.

- SPOT ANNOUNCEMENTS**

1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	4.00	3.50	3.00	2.75	2.50
10 sec.	3.00	2.75	2.50	2.25	2.00
- PACKAGE PLANS**

1 hr.	10.00	20.00	30.00	40.00
1 min.	4.50	4.25	4.00	3.75
30 sec.	3.50	3.40	3.20	3.00
10 sec.	2.70	2.55	2.40	2.25
- DISCOUNTS**

7 wk—20%	28 wk—30%	52 wk—40%
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- PROGRAM TIME RATES**

1 hr.	39x	78x	156x	312x
1/2 hr.	30.00	30.00	27.50	25.00
1/4 hr.	25.00	22.50	20.00	17.50
10 min.	12.00	10.50	9.00	8.00
5 min.	8.00	7.00	6.00	5.50

WKBV

1926

Subscriber to the NAB Radio Code
Media Code 4 215 7695 0.00
Central Broadcasting Corp., 2301 W. Main St., Richmond, Ind. 47374. Phone 982-6533.

- PERSONNEL**
Pres. & General Manager—Lester G. Spence
Comm'l & Sales Mgr.—J. F. Wickemeyer.
- REPRESENTATIVES**
Meeker Radio, Inc.
Detroit, Cleveland—Pearse Sales.
Regional—Kentucky Radio Sales—South.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 28c, 33a.
Contracts: 40a, 41, 44b, 47a, 48, 51c.
Comb.: Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

No. 10 Eff 12/1/67—Rec'd 11/27/67.

- AAA—Mon thru Fri 6-10 am & 4-7 pm; Sat 6-9 am.
AA—Mon thru Fri 10 am-4 pm; Sat 9 am-6 pm;
Sun noon-6 pm.
A—All other times except midnight-5 am.
- SPOT ANNOUNCEMENTS**

1 min.	6.00	12.00	18.00	24.00
30 sec.	4.50	9.00	13.50	18.00
10 sec.	3.00	6.00	9.00	12.00

WKBV-FM

1960



Subscriber to the NAB Radio Code
Media Code 4 215 7696 8.00
Central Broadcasting Corp., 2301 W. Main St., Richmond, Ind. 47374. Phone 982-6533.

- PERSONNEL**
President—L. G. Spencer.
Sales Manager—J. F. Wickemeyer.
- REPRESENTATIVES**
Meeker Radio, Inc.
Detroit, Cleveland—Pearse Sales.
Regional—Kentucky Radio Sales—South.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
ERP 23,000 w.; 101.3 mc.
Operating schedule: 8 am-midnight, EST.
- AGENCY COMMISSION**
15%—if paid by 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 3 Eff 12/1/67—Rec'd 11/29/67.

- SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	156x	260x
10 sec	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	4.00	3.75	3.50	3.00	2.75	2.50
1 min	4.25	4.00	3.75	3.50	3.25	3.00
- PACKAGE PLANS**

1 hr.	10.00	20.00	30.00	40.00
1 min.	4.25	4.00	3.75	3.50
30 sec.	3.25	3.00	2.75	2.50
10 sec.	2.50	2.25	2.00	1.75
- PROGRAM TIME RATES**

1 hr.	37.75	36.00	34.00	31.25	20.00	27.75	22.50
1/2 hr.	23.00	22.00	21.00	19.00	18.00	16.50	14.00
1/4 hr.	17.00	16.50	15.50	14.50	13.50	12.50	10.00
- SPECIAL FEATURES**

1x	13x	26x	52x	104x	156x	260x
1 min	4.75	4.50	4.25	4.00	3.75	3.50

SALEM (1 AM; 1 FM)

Washington County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WSLM

1952

Subscriber to the NAB Radio Code
Media Code 4 215 7790 9.00
Don H. Martin, Box 472, Salem, Ind. 47167. Phone 812-883-5750.

- STATION'S PROGRAMMING DESCRIPTION**
WSLM: Programmed for adults and young adults. Blocked feature programming in 15 min segments. FARM: markets with farm director 6-7 am & noon-1 pm. NEWS: national, state and local 7 am, 9 am, 10 am, 12:30 pm & 5:15 pm. Drive time: pop hits 8:55, 7-8 am & 4:30-6 pm. RELIGIOUS: Sun 8:00, weekdays 0:30 am, 11:30 am & 1:30 pm. Country music and air personalities 2-5 pm. Rock music and air personalities 5:30-8 pm. SPORTS: live high school and college basketball. Use college football, most major auto races live. Facilities: 5 mobile units, 2 mobile studios, 2 planes, 1 gyrocopter, 3 sound trucks, sound equipment. COMMERCIAL POLICY: three 1-minute announcements permitted in 15-minute segments. One 1-minute announcement permitted between 15-minute programs. Contact Representative for further details. Rec'd 8/4/67.

- PERSONNEL**
Owner—Don H. Martin.
General Manager—J. R. Martin.
Sales Manager—Herb S. Taylor.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Kentucky Radio Sales—South.
R. S. Crane Company, Inc.
- FACILITIES**
5,000 w. days; 1220 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25b, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 6 Eff 9/1/68—Rec'd 8/12/68.

- SPOT ANNOUNCEMENTS**

1 min	15.00	14.00	13.00	12.00	11.00	10.00
1/2 min	12.50	11.50	11.00	10.50	10.00	9.00
10 sec	13.00	10.50	10.00	9.50	9.00	8.50
15 sec	11.50	10.00	9.50	9.00	8.50	8.00
20 sec	10.00	9.50	9.00	8.50	8.00	7.50
25 sec	10.50	9.00	8.50	8.00	7.50	7.00
30 sec	10.00	8.50	8.00	7.50	7.00	6.50
- 30 SECONDS**

1 min	12.00	11.00	10.00	9.00	8.00	7.00
1/2 min	11.00	10.50	9.50	8.50	7.50	6.50
10 sec	10.50	10.00	9.00	8.00	7.00	6.00
15 sec	10.00	9.50	8.50	7.50	6.50	5.50
20 sec	9.50	9.00	8.00	7.00	6.00	5.00
25 sec	9.00	8.50	7.50	6.50	5.50	4.50
30 sec	8.50	8.00	7.00	6.00	5.00	4.00
- 10-sec quickies, flat, ea**
- SPECIAL FEATURES**
Erwin Elbert's Farm Family Program—card rate plus 10% talent charge.

WSLM-FM

Subscriber to the NAB Radio Code
Media Code 4 215 777 7.00
Don H. Martin, Box 472, Salem, Ind. 47167. Phone 812-883-5750.

- PERSONNEL**
Owner & Manager—Don H. Martin.
Sales Manager—Herb S. Taylor.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Kentucky Radio Sales—South.
R. S. Crane Company, Inc.
- FACILITIES**
ERP 19,500 w. day and night; 08.0 mc.
Operating schedule: 8 am-midnight, EST.
Antenna ht.: 100 ft. above average terrain.
- AGENCY COMMISSION**
15%: 5% if paid by 15th of following month.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

Rates effective March 15, 1964.

- SPOT ANNOUNCEMENTS**

1-4 min	6.00	5.50	5.00	4.50	4.00	3.50
5-9 min	5.00	4.50	4.25	3.50	3.25	3.00
10-14 min	4.75	4.00	3.75	3.00	2.75	2.50
15-19 min	4.50	3.75	3.50	2.75	2.50	2.25
20-24 min	4.25	3.50	3.00	2.50	2.25	2.00
25-29 min	4.00	3.25	2.75	2.25	2.00	1.75
30 or more min	3.25	2.75	2.25	2.00	1.75	1.50
- PROGRAM TIME RATES**

1-4 min	6.00	5.50	5.00	4.50	4.00	3.50
5-9 min	5.00	4.50	4.25	3.50	3.25	3.00
10-14 min	4.75	4.00	3.75	3.00	2.75	2.50
15-19 min	4.50	3.75	3.50	2.75	2.50	2.25
20-24 min	4.25	3.50	3.00	2.50	2.25	2.00
25-29 min	4.00	3.25	2.75	2.25	2.00	1.75
30 or more min	3.25	2.75	2.25	2.00	1.75	1.50
- PARTICIPATING PROGRAMS**
"Farm Family" with Erwin Elbert—6:00-7:05 am and noon-1:00 pm daily. Rate card per participation plus 10% talent charge.

SEYMOUR

Jackson County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WJCD

1949

Subscriber to the NAB Radio Code
Media Code 4 215 7885 7.00
Dr. A. C. Baker, 1554 Ewing St., Seymour, Ind. 47374. Ja 2-1390.

- STATION'S PROGRAMMING DESCRIPTION**
WJCD: Programmed for general interest. MUSIC: middle-of-the-road, except country and western 6-7 am. Direct livestock markets, 4 times daily, noon farm news, 9:30-10 am social activities, women's features. NEWS: on hour, headlines half hour. SPORTS: 7:40 am, 6 pm. Rec'd 7/28/67.

- PERSONNEL**
Mgr. & Prog. Dir.—Bob Shippee.
- FACILITIES**
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 46, 48, 50, 51a.
Comb.: Cont. Discounts: 60d, 60f, 61a, 62d.
Cancellation: 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective July 1, 1953. (Card No. 3.)

Card received September 10, 1953.

Rev. rec'd May 24, 1954.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 time	45.00	25.00	15.00	6.00	4.15	3.25
2 times	38.25	21.25	12.75	5.10	3.50	2.75
32 times	36.00	20.00	12.00	4.80	3.30	2.60
104 times	33.75	18.75	11.25	4.50	3.10	2.45
156 times	31.50	17.50	10.50	4.20	2.90	2.30
260 times	27.00	15.00	9.00	3.60	2.50	1.85
312 times	22.50	12.50	7.50	3.00	2.10	1.65

SHELBYVILLE (1 AM; 1 FM)

Shelby County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WSVL

1961

Subscriber to the NAB Radio Code
Media Code 4 215 7980 6.00
Shelby County Broadcasting Co., Inc., Morristown Rd., Shelbyville, Ind. 46176.

- PERSONNEL**
General Manager—John A. Hartnett.
Commercial Manager—George Lambert.
Program Director—Jack Boyce.
- REPRESENTATIVES**
Regional Rep. Corp.
- FACILITIES**
1,000 w. days, 250 w. nights; 1520 kc.
Directional.
Operating schedule: 5 am-11 pm. EST.
- AGENCY COMMISSION**
15/0 time only.

INDIANA

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 28c.
Contracts: 40a, 46, 47a, 49.
Comb.: Cont. Discounts: 60d.
Cancellation: 71a.
Prod. Services: 82.
Member: Indiana Radio Network.

TIME RATES

Eff 7/1/69—Rec'd 5/28/69.

- SPOT ANNOUNCEMENTS**

1 min	5.00	4.00	156 x	3.75	3.00
15 sec	4.70	3.75	260 x	3.60	2.90
28 x	4.40	3.55	312 x	3.40	2.70
52 x	4.10	3.30	500 x	3.30	2.65
104 x	3.95	3.20			
- PACKAGE PLANS**

1 min	3.75	3.60	3.40	3.25
30 sec	2.75	2.60	2.40	2.25

WSVL-FM

1954

Subscriber to the NAB Radio Code
Media Code 4 215 7981 4.00
Shelby County Broadcasting Co., Inc., Box 385, Morristown Rd., Shelbyville, Ind. 46176. Phone 317-898-0757.

- PERSONNEL**
General Manager—John A. Hartnett.
Station Manager—Ed Rollings.
Program Director—Dave Coons.
- REPRESENTATIVES**
Ohio Station Representatives, Inc.
- FACILITIES**
ERP 34,000 w.; 97.1 mc.
Operating schedule: 9:00 am-11:00 pm. EST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
See WSVL listing for coded regulations.

NATIONAL AND LOCAL RATES SAME

Rates effective March 2, 1965.

- PACKAGE PLANS**

1 hr.	12.00	24.00	36.00	48.00
1 min.	4.50	3.20	2.75	2.50
30 sec.	4.55	3.12	2.65	2.35
10 sec.	4.25	3.00	2.50	2.20
- PROGRAM TIME RATES**

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
13	60.00	30.00	21.00	

INDIANA

South Bend—Continued

WJVA

1947

A Booth Owned Station
Media Code 4 215 8076 4.00
Booth Broadcasting Co., North Hickory Rd., South Bend, Ind. 46624. Phone 210-234-1111. TWX 219-282-8262.

- PERSONNEL**
President—John L. Booth.
Station Manager—Frank E. Crosiar.
Sales Manager—Michael Young.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Mid-West Time Sales.
South, Southeast, Southwest—Mario Messina Company.
- FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Daytime, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 25, 20a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60k, 61b.
FM facilities: WRBR (FM).

TIME RATES

ER Rec'd 8/13/68.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 260x
1 min..... 20.25 19.25 18.35 17.10 16.15 15.20 14.20
30 sec..... 15.20 14.55 13.65 12.95 12.00 11.40 10.75

7. PACKAGE PLANS

SATURATION PLAN		1 MINUTE		13 wk		26 wk		39 wk	
PER WK:		1x	13x	26x	52x	104x	156x	260x	
10 ti.....	16.10	14.55	13.65	12.95	12.00	11.40			
15 ti.....	12.30	12.00	11.40	10.75	10.10				
25 ti.....	12.00	11.40	10.75	10.10					
40 ti.....	10.75	10.00	9.50	8.85					
		30 SECONDS							
10 ti.....	11.40	10.95	10.40	10.10					
15 ti.....	10.10	9.50	9.00	8.60					
25 ti.....	9.00	8.60	8.10	7.60					
40 ti.....	8.10	7.60	7.10	6.60					

WNDU

1944

American Entertainment Ntwk
American Information Network
adam young inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 260x
1 min..... 20.25 19.25 18.35 17.10 16.15 15.20 14.20
30 sec..... 15.20 14.55 13.65 12.95 12.00 11.40 10.75

7. PACKAGE PLANS

SATURATION PLAN		1 MINUTE		13 wk		26 wk		39 wk	
PER WK:		1x	13x	26x	52x	104x	156x	260x	
10 ti.....	16.10	14.55	13.65	12.95	12.00	11.40			
15 ti.....	12.30	12.00	11.40	10.75	10.10				
25 ti.....	12.00	11.40	10.75	10.10					
40 ti.....	10.75	10.00	9.50	8.85					
		30 SECONDS							
10 ti.....	11.40	10.95	10.40	10.10					
15 ti.....	10.10	9.50	9.00	8.60					
25 ti.....	9.00	8.60	8.10	7.60					
40 ti.....	8.10	7.60	7.10	6.60					

8. AGENCY COMMISSION
15/0 net time; 10th of following month.

9. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS AT :60
1x 13x 26x 52x 104x 156x 260x
Ea..... 14 13 12 11 10 9 8

11. AGENCY COMMISSION
15/0 net time; 10th of following month.

12. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

13. AGENCY COMMISSION
15/0 net time; 10th of following month.

14. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

15. AGENCY COMMISSION
15/0 net time; 10th of following month.

16. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

17. AGENCY COMMISSION
15/0 net time; 10th of following month.

18. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

19. AGENCY COMMISSION
15/0 net time; 10th of following month.

20. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

21. AGENCY COMMISSION
15/0 net time; 10th of following month.

22. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

23. AGENCY COMMISSION
15/0 net time; 10th of following month.

24. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

25. AGENCY COMMISSION
15/0 net time; 10th of following month.

26. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

27. AGENCY COMMISSION
15/0 net time; 10th of following month.

28. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

CLASS A		13 wk		26 wk	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
24 ti.....	11.	9.	10.	8.	9.
18 ti.....	13.	10.	12.	9.	11.
12 ti.....	14.	12.	14.	11.	13.
6 ti.....	17.	14.	16.	13.	15.
Less than 6 ti	19.	15.	18.	14.	17.

CLASS B		13 wk		26 wk	
24 ti.....	9.	7.	8.	6.	7.
18 ti.....	10.	8.	9.	7.	8.
12 ti.....	12.	10.	11.	9.	10.
6 ti.....	14.	11.	13.	10.	12.
Less than 6 ti	16.	13.	15.	12.	14.

1D's—50% of applicable minute rate.
All announcements may be combined to earn highest discounts in each classification.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti..... 100.00 75.00 50.00 35.00 25.00
13 ti..... 05.00 71.00 47.50 33.50 24.00
28 ti..... 30.00 67.00 45.00 32.00 23.00
52 ti..... 85.00 63.00 42.50 30.50 22.00
104 ti..... 80.00 59.00 40.00 29.00 21.00
156 ti..... 75.00 55.00 37.50 27.50 20.00

WNDU-FM
1962

GERT BUNCHEZ & ASSOCIATES

Subscriber to the NAB Radio Code
Media Code 4 215 8171 1.00
Michiana Telecasting Corp., Box 16, South Bend, Ind. 46624. Phone 219-233-7111. TWX 219-282-8265.

- PERSONNEL**
General Manager—Wm. Thomas Hamilton.
Station Manager—Daniel E. Martin.
Sales Manager—Robert Nowicki.

- REPRESENTATIVES**
Gert Bunchez and Associates.

- FACILITIES**
ERP 20,000 w.; 02.0 mc. Stereo.
Operating schedule: 7:00-12:05 am Mon thru Fri; 0:30-12:05 am Sat; noon-12:05 am Sun, EST.
Antenna ht.: 431 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see WNDU.

- AGENCY COMMISSION**
15/0 net time only; 10th of following month.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Gert Bunchez & Associates Group.
TV facilities: WNDU-TV.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ER 11/1/68—Rec'd 9/30/68.

- SPOT ANNOUNCEMENTS**
1x 26x 52x 104x 260x 520x
1 min..... 7.00 6.50 6.00 5.50 5.00 4.50
30 sec..... 5.00 4.75 4.50 4.25 4.00 3.50

- PACKAGE PLANS**
PER WK: EA: 5 ti 10 ti 20 ti 30 ti 50 ti
1 min..... 5.00 4.50 4.25 4.00 3.50
30 sec..... 4.00 3.50 3.25 3.00 2.50

- SPECIAL FEATURES**
5-MINUTE NEWSCASTS AT :60
1x 13x 26x 52x 104x 156x 260x
Ea..... 14 13 12 11 10 9 8

WRBR (FM)
1964

A Booth Owned Station
Subscriber to the NAB Radio Code
Media Code 4 215 8216 4.00
Booth Broadcasting Co., Box 170, North Hickory Rd., South Bend, Ind. 46624. Phone 210-234-1111. TWX 219-282-8262.

- PERSONNEL**
President—John L. Booth.
Station Manager—Frank E. Crosiar.
Program Director—Roger Minnick.

- REPRESENTATIVES**
Gill-Perma, Inc.

- FACILITIES**
ERP 3,000 w.; 103.9 mc.
Operating schedule: 7:00 am-midnight Sun; 5:30 am-midnight Mon thru Sat, EST.
Antenna ht.: 183 ft. above average terrain.

- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WJVA listing for coded regulations.
FM programming separate from AM except for certain sports programs such as basketball, auto racing, etc.
AM facilities: WJVA.

TIME RATES
Rates effective April 1, 1964.
Rates received March 30, 1964.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 ti..... 4.00 156 ti..... 9.25
52 ti..... 3.75 365 ti..... 3.00
104 ti..... 3.50 520 ti..... 2.75

- PACKAGE PLANS**
PER WK: ea tot ea tot
15 ti..... 3.00 45.00 25 ti..... 2.00 50.00
20 ti..... 2.75 55.00

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti..... 35.00 30.00 15.00 10.00
13 ti..... 33.00 18.00 14.00 9.00
26 ti..... 31.00 18.00 13.00 8.00
52 ti..... 29.00 17.00 12.00 7.00
104 ti..... 27.00 16.00 11.0

TELL CITY

Perry County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.

WTCJ

1948



Subscriber to the NAB Radio Code

Media Code 4 215 8455 8.00

James R. Brewer, Tell City, Ind. 47586. Phone 812-547-2345.

- PERSONNEL**
Owner—James R. Brewer.
General Manager—James L. Brewer.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm EST.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 8.
Basic Rates: 22a, 23a, 24a.
Cancellation: 73a.

TIME RATES

No. 4 Eff 5/1/68—Rec'd 4/18/68.

7. PACKAGE PLANS	Under				
	10	20	40	60	Plan
PER MO:	4.00	3.50	3.00	2.50	2.00
Each	4.00	3.50	3.00	2.50	2.00

TERRE HAUTE (3 AM; 4 FM)

Vigo County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WAAC

1958

CBS Radio Network

Subscriber to the NAB Radio Code

Media Code 4 215 8550 6.00

The Citizens Broadcasting Co., Inc., 641 Ohio St., Terre Haute, Ind. 47808. Phone 234-3791.

STATION'S PROGRAMMING DESCRIPTION
WAAC: Programmed for general interest, mature listener.
MUSIC: middle-of-the-road, popular and standard. Music segments 6-6:30 am, 8:30-10 am, 2:15 pm sign-off, with air personality. NEWS: news blocks 6:30-8:35 am, noon-12:30 pm, 4:30-5:35 pm, with national, regional, local, sports, weather, farm and market news. Business, news and stock market reports. Daily editorials. Mobile news reports. Airplane traffic reports morning and evening drive times. Local headlines at :58. Network on hour. TALK & Information: network feature programs at 10. Home-maker phone-in show, 10:15-11 am. Phone-in classified ad program, 11:10-11:30 am. Network entertainment program, 11:30-noon. Guest interview with telephone participation, 12:30-1 pm. Telephone discussion program 1:10-2 pm. Sun: religious, am, music & news, pm. Contact Representative for further details. Rec'd 1/31/60.

- PERSONNEL**
Pres. & Gen'l Mgr.—George A. Foulkes.
Sales Manager—Tom Lawrence.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
500 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

No. 3 Eff 9/1/68—Rec'd 8/5/68.

AA—Mon thru Sat 6:30-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS	1x	36x	52x	104x	158x
AA	9.00	8.50	8.00	7.50	7.00
A	8.25	7.75	7.25	6.75	6.25

7. PACKAGE PLANS	1 MINUTE				
	CLASS AA	CLASS A	CLASS B	CLASS C	CLASS D
PER WK:	11	5	10	15	20
1 wk	8.00	7.50	7.25	7.00	6.75
15 wk	7.50	7.25	7.00	6.75	6.50
26 wk	7.25	7.00	6.75	6.50	6.25
39 wk	7.00	6.75	6.50	6.25	6.00
52 wk	6.75	6.50	6.25	6.00	5.75

13. PROGRAM TIME RATES	CLASS A				
	1 wk	15 wk	26 wk	39 wk	52 wk
1 wk	7.00	6.75	6.50	6.25	6.00
15 wk	6.75	6.50	6.25	6.00	5.75
26 wk	6.50	6.25	6.00	5.75	5.50
39 wk	6.25	6.00	5.75	5.50	5.25
52 wk	6.00	5.75	5.50	5.25	5.00

2 10-second spots equal 1 toward frequency.
Rates do not apply to availabilities in specific local and network programs.

B. PROGRAM TIME RATES
5 min, flat 13.00

WBOW WBOW-FM

1927

1967

American Contemporary Ntwk

Media Code 4 215 8645 4.00

Radio WBOW, Inc., 1301 Ohio St., Terre Haute, Ind. 47807. Phone 812-232-5034.

STATION'S PROGRAMMING DESCRIPTION
WBOW: MUSIC: top 100 best selling records plus golden oldies. NEWS: at :25. Network news at :55. Mobile news reports from the scene, 4-8 am country and western music. Party line telephone discussion program. Sports news, weather summary, market reports. University football and basketball schedule, 500 mile race qualifications. Contact Representative for further details. Rec'd 1/29/69.

- PERSONNEL**
President—J. W. O'Connor.
General Manager—Robert G. Froemming.
- REPRESENTATIVES**
McGarran-Guid—POW Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 48,000 w.; 107.5 mc.
Operating schedule: Nighttime only. EST.
Antenna ht.: 268 ft. above average terrain.
- AGENCY COMMISSION**
15/2 net time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3c, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a.
Contracts: 40a, 41, 44b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Affiliated with American Contemporary Network.

TIME RATES

Eff 6/1/69—Rec'd 5/28/69.

AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
6 tl	15	14	14	13
12 tl	15	13	13	11
18 tl	14	12	12	10
24 tl	14	11	11	9

10 sec: 50% of 1-min.
Minutes and 30-seconds, only, combinable for discount.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

1/3 6-10 am & 3-7 pm, 1/3 Mon thru Fri 10 am-3 pm; Sat & Sun all day, 1/3 7-10 pm.

	1 min	18 tl	24 tl	36 tl
1 min	11	10	9	9
30 sec	9	8	7	7

10 sec: 50% of 1-min.
Minutes and 30-seconds, only, combinable for discount.

DISCOUNT

52 wk—10%

WPFR (FM)

1962

Media Code 4 215 8740 3.00

Ford FM, Inc., Rural Route 2, Box 50, West Terre Haute, Ind. 47885. Phone 812-533-1661.

STATION'S PROGRAMMING DESCRIPTION
WPFR(FM): Programmed for country and western music audience.
MUSIC 95%; currently popular country songs, hill-billy, blue grass, grand ole opry stars, and country standards featuring country greats. Country gospel on Sun. Live announcer takes requests all day. 1 mobile unit. Personalities available for remote broadcasts. Local news, farm news, senator and congressman reports 5%. National baseball league. Contact Representative for further details. Rec'd 8/26/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul Dean Ford.
Program Director—Eleanor J. Ford.
- REPRESENTATIVES**
Golderman & Company.
- FACILITIES**
ERP 9,500 w.; 102.7 mc.
Operating schedule: noon-10:00 pm Mon thru Sat; 9:00 am-9:00 pm Sun. CST.
Antenna ht.: 190 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 26, 27, 28c, 29a, 32b, 33d.
Contracts: 40a, 43, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 1/20/68.

6. SPOT ANNOUNCEMENTS

	1 min	1 min	1 min
1 x	3.00	104	2.08
13 x	2.81	156	1.88
26 x	2.63	260	1.69
52 x	2.25	385	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	37.50	22.50	12.75	5.63
13 x	34.50	21.00	11.25	5.25
26 x	30.00	19.50	9.75	4.88
52 x	26.25	18.00	9.00	4.60
104 x	24.00	16.75	8.25	4.13
156 x	22.50	15.50	7.50	3.75
260 x	21.38	13.13	6.75	3.58
365 x	20.25	11.25	6.00	3.38

WTHI

1947



SAVALL/GATES INCORPORATED



Subscriber to the NAB Radio Code

Media Code 4 215 8835 1.00

Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind. 47808. Phone 812-232-9481. TWX 812-232-2315.

- PERSONNEL**
Pres. & Gen'l Mgr.—Anton Hulman, Jr.
Vice-Pres. & Dir. of Oper.—Ben Falber, Jr.
Sales Manager—Don J. Tucker.
- REPRESENTATIVES** Savall/Gates, Inc., Ohio, Ind., Ky. & Detroit—Ohio Stations Representatives, Inc.
Pennsylvania (except Philadelphia) & Upstate New York—Penn State Hops, Inc.
- FACILITIES**
1,000 w.; 1480 kc. Directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60b, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
TV facilities: WTHI-TV.

TIME RATES

No. 5 Eff 6/1/69—Rec'd 5/14/69.

6. SPOT ANNOUNCEMENTS

FIXED					
PDS:	1x	26x	52x	104x	156x
1 min	10.00	0.50	9.00	8.50	8.00
30 sec	8.00	7.60	7.20	6.80	6.40

10 sec: 50% of 1-min.
Fixed position, non-preemptible.

7. PACKAGE PLANS

(Traffic times 6-9 am & 4-7 pm)

PER WK, ROS:	1 min	30 sec	18 tl	24 tl
1 min	8.00	7.75	7.50	6.00
30 sec	6.40	6.20	5.85	5.50

(Non-traffic times)

1 min	30 sec	6.80	6.20	5.80
30 sec	5.50	5.30	4.95	4.65

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

ALL TIMES:	1 hr	1/2 hr	1/4 hr	5 min
1 hr	63.50	61.50	59.50	57.50
1/2 hr	47.50	46.50	45.50	44.50
1/4 hr	33.25	32.25	31.25	30.25
5 min	23.25	22.25	21.25	20.25

INDIANA

WTHI-FM

1947



Subscriber to the NAB Radio Code
Media Code 4 215 8836 9.00
Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind. 47808. Phone 812-232-9481.

- PERSONNEL**
Vice-Pres. & Dir. of Oper.—Ben Falber, Jr.
Sales Manager—Charles L. Lintgen.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
ERP 20,000 w.; 89.9 mc. Stereo.
Operating schedule: 7:30 am-midnight. CST.
Antenna ht.: 419 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See WTHI listing for coded regulations.
TV facilities: WTHI-TV.
Affiliated with American FM Network.

TIME RATES

Rates effective July 1, 1963. (Card No. SB.)

Card received December 26, 1963.

6. SPOT ANNOUNCEMENTS

MINUTE ANNOUNCEMENTS		
PER WK:	1 hr	1/2 hr
3-9	5.00	10 or more tl
20-SECOND ANNOUNCEMENTS		
3-9	3.80	10 or more tl

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 tl	35.00	22.80	14.70	9.45
26 tl	33.25	21.80	14.05	9.15
52 tl	31.60	20.80	13.35	8.65
104 tl	30.00	19.80	12.70	8.25
156 tl	28.50	18.80	12.05	7.85
260 tl	27.00	17.80	11.45	7.45
312 tl	25.65	16.80	10.75	7.10

WVTS (FM)

1960

Media Code 4 215 8930 0.00

William J. Kulinski, Box 433, Terre Haute, Ind. 47808. Phone 812-533-2141.

STATION'S PROGRAMMING DESCRIPTION
WVTS(FM): Programmed for adults and young adults. Entire operation automated with music and news summaries. MUSIC 95%; albums only pre-recorded on tape, featuring current selling general popular music, big bands, string orchestra and standards. NEWS 5%; 15 min commentary once a day. COMMERCIAL POLICY: 12 minutes maximum permitted per hour 7 am-1 pm. All other periods, zero. Contact Representative for further details. Rec'd 5/22/68.

- PERSONNEL**
President—William John Kulinski.
Gen'l & Sta. Mgr.—Jerry W. Kulinski.
Program Director—Greg Martin.
- REPRESENTATIVES**
Fine Music HI-FI Broadcasters, Inc.
- FACILITIES**
ERP 50,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Fine Music Group.

TIME RATES

Eff 1/1/68—Rec'd 5/11/65.

6. SPOT ANNOUNCEMENTS

	1x	15x</
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INDIANA

Valparaiso—W A K E—Continued

- 3. FACILITIES**
1000 w.; 1500 kc. Directional.
Operating schedule: Sunrise—local sunset. CST.
- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 61b.
Cancellation: 71a, 73b.
Prod. Services: 82.
AM and FM may be combined for frequency discounts.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/69—Rec'd 12/11/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	
1000 x	5.50	3.50	1.85
520 x	8.00	3.85	2.00
812 x	6.45	4.25	2.15
260 x	8.80	4.40	2.25
156 x	8.85	4.65	2.35
104 x	7.00	4.85	2.45
52 x	7.25	5.00	2.55
26 x	7.35	5.20	2.60
13 x	7.65	5.35	2.85
1 x	7.70	5.50	2.75

8. PROGRAM TIME RATES

1 hr.	80.00	58.00	56.00	54.00	52.00	50.00	48.00	46.00
1/2 hr.	36.00	34.00	33.00	32.00	31.00	30.00	28.00	27.00
1/4 hr.	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00
10 min.	17.00	16.00	15.50	15.00	14.50	14.00	13.50	13.00
5 min.	12.00	11.00	10.50	10.00	9.50	9.00	8.50	8.00

10. SPECIAL FEATURES
News—Rate card plus 10%.

W A K E-FM

1967



Porter County Broadcasting Corp., Box 149, Sager Rd., Valparaiso, Ind. 46383. Phone 219-462-6111.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Leonard J. Ellis.
Production Manager—Tom Higgins.
Chief Engineer—Gary Schroeder.
- 3. FACILITIES**
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-10 pm CST.
Antenna ht.: 200 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING** See coded regulations
See WAKE listing for coded regulations.
AM and FM may be combined for frequency discounts.

TIME RATES
No. 3 ET 1/1/69—Rec'd 12/11/68.

6. SPOT ANNOUNCEMENTS

45 sec	104 x	45 sec
1000 x	5.00	5.00
520 x	6.25	6.05
312 x	5.40	6.20
260 x	5.80	6.35
156 x	5.75	6.50

6. PROGRAM TIME RATES

1 hr.	80.00	58.00	56.00	54.00	52.00	50.00	48.00	46.00
1/2 hr.	36.00	34.00	33.00	32.00	31.00	30.00	28.00	27.00
1/4 hr.	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00
10 min.	17.00	16.00	15.50	15.00	14.50	14.00	13.50	13.00
5 min.	12.00	11.00	10.50	10.00	9.50	9.00	8.50	8.00

10. SPECIAL FEATURES
News—Rate card plus 10%.

WNWI

1966



Subscriber to the NAB Radio Code
Media Code 4 215 9120 7.00
Northwestern Indiana Radio Co., Inc., Center St., Valparaiso, Ind. 46383. Phones 219-462-1080, 219-462-2155.

STATION'S PROGRAMMING DESCRIPTION
WNWI: Programmed for adults and young adults, community oriented.
NEWS: 5 min on hour, half hour with news headlines, blocks of 15 min news at 7:30 am, noon, 5-6 pm. Emphasis of local news. MUSIC: middle-of-the-road, solid instrumental format, featuring standards, show-tunes, and film music. 6-8 am drive time, 3-6 pm same. 9 am-noon for housewife with trading post and telephone participation programs. M-F, farm reports 12:15-12:30 pm. Drive time 3-6 pm sports show, scores, traffic reports, 3 mobile units, and news. Sun am until noon public affairs, and church programs. Afternoon concert music, until 3 pm then popular music for remainder of day. Rec'd 10/29/68.

- 1. PERSONNEL**
President—G. E. Hershman.
General Manager—John Michaels.
- 3. FACILITIES**
250 w.; 1080 kc; non-directional.
Operating schedule: Sunrise—local sunset. CST.
- 4. AGENCY COMMISSION**
15%. Bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 3b.
Basic Rates: 23a.

TIME RATES
No. 2 ET 4/1/67—Rec'd 8/31/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	
1 x	7.00	5.00	2.50
13 x	6.75	4.95	2.43
26 x	6.50	4.70	2.35
52 x	6.25	4.55	2.27
104 x	6.00	4.40	2.20
156 x	5.75	4.25	2.12
260 x	5.50	4.00	2.00
312 x	5.25	3.80	1.90
400 x	5.00	3.60	1.80
500 x	4.75	3.40	1.70

7. PACKAGE PLANS

1 min	30 sec	15 sec	
1080 x, ea.	2.00	1.50	1.00

(*) Not to station.
SPECIAL PACKAGE RATES

PER 7 CONSEC DAY:

10 tl	15 tl	20 tl	25 tl	50 tl	
1 min	30.00	42.75	54.00	61.25	107.50
30 sec	24.00	33.75	43.00	48.75	85.00
20 sec	20.00	27.75	34.00	36.25	65.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	36.00	23.00	17.00
13 x	58.00	34.00	22.00	16.00
26 x	56.00	33.00	21.00	15.50
52 x	54.00	32.00	20.00	15.00
104 x	52.00	31.00	19.00	14.50
156 x	50.00	30.00	18.00	14.00
260 x	48.00	29.00	17.00	13.50
312 x	46.00	27.00	16.00	13.00

VINCENNES (1 AM; 1 FM)

Knox County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WAOV

1940



Subscriber to the NAB Radio Code
Media Code 4 215 9215 5.00
Vincennes Sun Co., 302 Main St., 611-627 American Bank Bldg., Vincennes, Ind. 47591. Phone 812-882-6060, 6061.

- 1. PERSONNEL**
General Manager—Howard N. Greenlee.
Station Manager—W. B. Kepler.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
Regional Reprs Corp.
- 3. FACILITIES**
ERP 3,000 w., days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- 4. AGENCY COMMISSION**
15% payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 26, 28b, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Network.

TIME RATES
Rates effective June 1, 1962.
Card received August 1, 1962.

6. SPOT ANNOUNCEMENTS

1 min	1 MINUTE OR LESS		
13 tl	4.95	52 tl	4.25
26 tl	4.75	100 tl	3.95
52 tl	4.45	300 tl	3.85

7. PACKAGE PLANS

WEEKLY RATES

PER WK:	25 spots	87.50	10 spots	38.50
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
13 tl	32.60	28.40	19.80	13.20
26 tl	37.80	25.10	18.80	12.55
52 tl	35.65	23.75	17.80	11.90
104 tl	33.65	22.45	16.85	11.25
156 tl	29.70	19.80	14.85	9.90
300 tl	25.75	17.15	11.90	8.80

10. SPECIAL FEATURES
News: 1/4-hour news broadcasts—add 1.50 per program to regular rates for leased wire service.

WAOV-FM

1955

Subscriber to the NAB Radio Code
Media Code 4 215 9262 7.00
Vincennes Sun Co., 302 Main St., 611-627 American Bank Bldg., Vincennes, Ind. 47591. Phone 812-882-6060, 6061.

- 1. PERSONNEL**
General Manager—Howard N. Greenlee.
Station Manager—Howard N. Greenlee, Jr.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
Regional Reprs Corp.
- 3. FACILITIES**
ERP 2,800 w.; 98.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 155 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
See WAOV listing for coded regulations.

TIME RATES
ET 6/1/68—Rec'd 6/5/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS	5 x, flat	10
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WABASH

Wabash County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WKUZ (FM)

1956
Media Code 4 215 9310 4.00
Upper Wabash Valley Broadcasting Co., Box 342, Hotel Indiana, Wabash, Ind. 46992. Phone 563-4111.

STATION'S PROGRAMMING DESCRIPTION
WKUZ (FM): Local news and editorials. MUSIC: rock and roll, country and western, pop, gospel, every Sun am. Weather: ESSA Weather Bureau Ticker. Remote: local, regional sports live. Live 5 hour country music show Sat nights. Shows, festivals and fairs live and taped. Contact Representative for further details. Rec'd 7/29/68.

- 1. PERSONNEL**
President—Mrs. Paul G. Adams.
General Manager—Paul G. Adams.
Sports & Prog. Dir.—Jeff Blocker.
- 2. REPRESENTATIVES**
Frederick W. Smith.
- 3. FACILITIES**
ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL RATE POLICY
Member: National AdRadio Groups, Inc.

NATIONAL AND LOCAL RATES SAME
No. 1 ET 4/68—Rec'd 5/25/68.

6. SPOT ANNOUNCEMENTS

1 min	ix	26x	52x	104x	156x	260x	312x
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00
15 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS

SATURATION

PER DAY	1 min	30 sec	1 min	30 sec
13 tl	12.50	10.00	10.00	20.00
26 tl	12.50	10.00	10.00	20.00

8. PROGRAM TIME RATES

1 hr	ix	26x	52x	104x	156x	260x	312x
1/2 hr	40.00	37.50	36.00	34.50	33.00	31.50	30.00
1/4 hr	22.00	21.00	20.00	18.50	17.50	16.75	16.00
10 min	14.00	13.50	13.00	12.50	12.00	11.50	11.00
5 min	11.00	10.50	10.00	9.50	9.00	8.50	8.00
15 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

10. SPECIAL FEATURES

ix	26x	52x	104x	156x	260x	312x	
News	6.00	5.75	5.50	5.25	5.00	4.75	4.50

WARSAW (1 AM; 1 FM)

Kosciusko County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WRSW

1952

Media Code 4 215 9405 2.00
Reub Williams & Sons, Inc., Warsaw Times-Union Newspaper Bldg., Warsaw, Ind. 46580.
Phone 219-267-3111.

- 1. PERSONNEL**
Station Manager—Fred Gresso.
Commercial Manager—Jack Enderburg.
Program Director—Marie Snyder.
- 3. FACILITIES**
1,000 w. days, 500 w. nights; 1480 kc. Directional—separate patterns day and night.
Operating schedule: 6 am-midnight daily. EST.
FM FACILITIES
ERP 50,000 w.; 107.3 mc. Stereo.
Antenna ht.—312 ft. above average terrain.

4. AGENCY COMMISSION

15/0 no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10h, 14h, 15b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47e, 49, 51b.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
All programs referred to daily in Warsaw Times Union at no cost to client.

TIME RATES
No. 3 ET 9/1/68—Rec'd 7/27/68.

6. SPOT ANNOUNCEMENTS

1 min	1 MINUTE OR LESS		
13 x	6.00	156 x	3.00
26 x	6.00	208 x	2.75
52 x	4.00	280 x	2.50
104 x	3.50	312 x	2.25
156 x	3.25		

7. PACKAGE PLANS

(ROS—used within a 7 day period)

1 min	10 tl	15 tl	20 tl	30 tl	50 tl
30 sec	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	60.00	40.00	20.00	10.00
26 x	50.00	35.00	18.00	10.00
52 x	40.00	30.00	16.50	12.00
104 x	35.00	25.00	14.00	10.00
156 x	30.00	20.00	10.50	8.00
208 x	27.50	18.00	9.00	7.50
260 x	25.00	16.00	8.00	7.00
312 x	22.50	14.00	7.50	6.50
500 x	20.00	11.00	7.00	

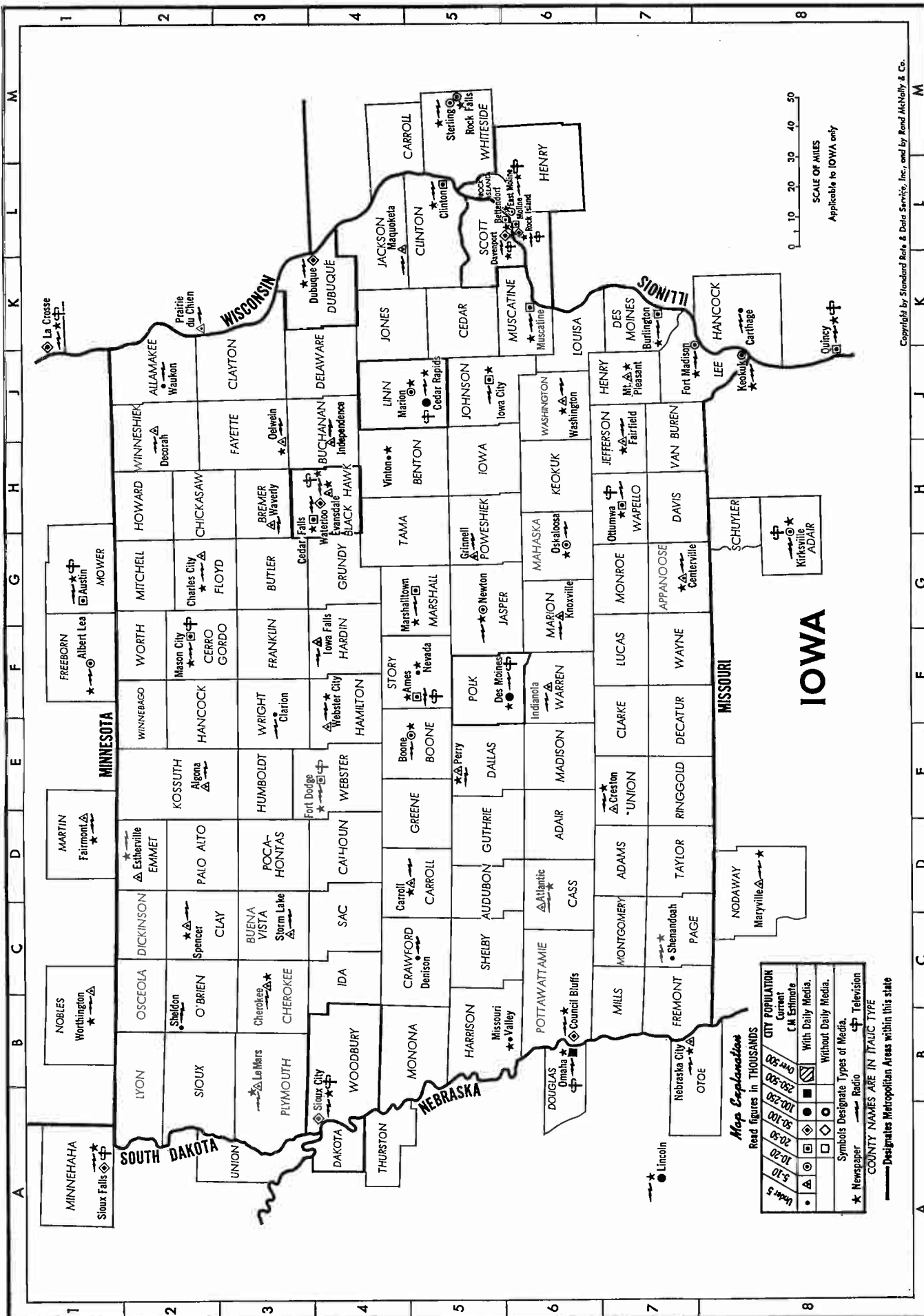
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	28,100	Des Moines.....	11,300
METRO AREAS		Dubuque.....	100
Cedar Rapids.....	1,200	Sioux City.....	1,600
Davenport-Rock		Waterloo.....	5,600
Island-Moline	7,500	Total Metros.....	27,300



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State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Ames—Story Burlington—Des Moines Cedar Falls—Black Hawk		Cedar Rapids—Linn Clinton—Clinton		Council Bluffs—Pottawattamie		Davenport—Scott Des Moines—Polk		Dubuque—Dubuque Fort Dodge—Webster		Iowa City—Johnson Marshalltown—Marshall		Mason City—Cerro Gordo Muscatine—Muscatine		Ottumwa—Wapello Sioux City—Woodbury Waterloo—Black Hawk								
Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area		Population 1/1/69 (000)		Households 1/1/69 (000)		Consumer Spendable Income—1968 % Distribution of Families to to to to to and 4999 7999 9999 14999 over (\$000)						Total Retail Sales Per Household (\$000)		Retail Sales—1968 By Selected Store Types Food Drug General Mdse. Apparel Home Furn. Auto- Seryice (\$000) (\$000) (\$000) (\$000) (\$000) (\$000) (\$000)					Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
IOWA STATE TOTALS...		2,750.9	869.02	7,922,271	9,116	16.4	17.2	17.9	24.5	16.1	5,162,119	5,940	870,627	149,198	617,020	223,253	230,632	890,983	435,438	1,322.94	493.3	3,736,783
ADAIR D-6.....	8.3	2.83	24,174	8,542	17.3	12.6	11.3	24.7	17.0	15,927	5,628	2,849	390	880	186	599	2,656	1,514	4.70	4.7	26,532	
ADAMS D-7.....	5.9	1.98	16,369	8,267	17.3	11.1	12.4	25.0	16.7	7,897	3,968	1,222	181	483	270	109	1,105	811	3.08	3.0	16,718	
ALLAMAKEE J-2.....	15.1	4.43	29,377	6,631	21.5	13.8	14.6	20.4	10.7	24,799	5,598	4,279	366	2,264	879	621	4,761	1,980	6.50	5.5	24,257	
APPANOOSE G-7.....	14.2	5.12	35,317	6,898	21.5	21.6	12.5	14.8	8.5	22,522	4,399	4,469	646	1,383	1,769	1,337	2,981	2,169	6.95	3.8	12,115	
AUDUBON D-5.....	9.3	2.97	24,075	8,106	19.2	13.2	12.9	23.0	15.1	15,945	5,369	2,440	392	392	520	307	2,980	2,386	4.68	4.2	35,211	
BENTON H-4.....	22.4	7.13	60,951	8,549	17.5	14.7	17.4	24.9	15.0	37,973	5,326	6,941	649	1,728	739	1,491	6,111	2,978	10.72	6.0	67,221	
BLACK HAWK H-4.....	135.0	40.45	408,978	10,111	12.4	20.4	20.9	26.4	17.0	220,773	5,458	37,693	8,408	36,494	11,428	13,283	45,746	18,146	61.73	5.4	46,935	
Cedar Falls.....	28.8	8.22	75,681	8,964	47,293	5,753	10,134	1,807	3,073	1,893	1,993	4,524	
Waterloo.....	78.5	24.82	251,846	10,147	150,704	6,072	23,928	6,645	33,006	9,416	9,730	31,883	11,365	
Waterloo Metro Area.....	135.0	40.45	408,978	10,111	12.4	20.4	20.9	26.4	17.0	220,773	5,458	37,693	8,408	36,494	11,428	13,283	45,746	18,146	61.73	5.4	46,935	
BOONE E-5.....	26.7	8.36	75,045	8,977	17.8	15.3	17.9	25.8	15.5	37,261	4,457	7,488	1,320	2,073	1,479	820	6,463	3,520	12.56	5.1	46,156	
BREMER H-3.....	22.4	6.71	57,752	8,607	17.4	16.6	17.1	21.2	16.2	38,583	5,750	5,663	602	2,112	1,018	825	6,624	3,214	10.56	5.2	29,266	
BUCHANAN J-4.....	21.2	5.94	50,005	8,418	18.7	14.6	17.0	24.3	15.2	32,951	5,547	6,290	463	1,477	547	629	5,634	3,226	9.07	6.4	39,221	
BUENA VISTA C-3.....	20.2	6.54	55,841	8,538	17.4	14.8	17.3	24.7	14.8	41,279	5,312	5,629	1,153	2,461	1,846	2,258	6,929	4,061	10.54	5.4	51,884	
BUTLER G-3.....	16.6	5.30	41,799	7,887	19.5	14.2	15.7	24.7	14.7	30,496	5,754	4,264	511	2,470	336	433	6,203	1,981	9.18	5.9	41,165	
CALHOUN D-4.....	14.7	4.82	40,680	8,440	19.3	15.2	15.6	23.4	15.0	24,802	5,146	4,091	581	339	535	959	3,146	1,805	7.30	5.0	38,503	
CARROLL D-5.....	23.3	6.81	58,040	8,523	21.3	17.5	17.3	21.8	14.1	46,471	6,824	6,277	682	2,336	2,652	1,660	7,182	4,211	10.14	6.1	48,628	
CASS D-6.....	16.8	5.81	47,225	8,128	18.6	16.2	15.4	21.5	14.0	42,244	7,271	6,625	1,165	4,122	1,698	1,675	6,181	3,411	8.60	4.7	38,071	
CEDAR K-5.....	17.8	5.66	49,007	7,598	20.6	16.8	16.3	21.2	12.0	36,252	6,405	4,063	382	1,174	520	556	6,350	3,411	8.48	5.8	59,515	
CERRO GORDO F-2.....	31.9	16.45	154,488	9,391	16.9	18.9	19.6	24.0	15.4	112,364	6,831	17,497	4,080	16,790	8,238	5,547	20,717	7,281	24.60	5.1	41,087	
Mason City.....	32.9	10.59	100,753	9,514	83,392	7,875	11,462	3,307	16,969	7,716	5,547	18,196	5,133	
CHEROKEE C-3.....	17.6	5.17	41,600	8,046	20.0	14.7	16.4	22.7	13.0	36,211	7,004	6,799	1,227	3,207	1,699	1,547	6,884	2,632	8.66	4.9	63,906	
THICKSAW H-2.....	14.1	4.19	35,203	8,402	18.6	13.9	15.3	23.0	15.9	24,396	5,822	2,763	517	1,108	891	503	6,824	1,932	6.66	5.1	27,539	
CLARKE F-7.....	6.3	2.24	20,602	9,197	17.4	12.3	13.0	24.3	19.1	13,516	6,034	6,215	568	701	548	440	2,153	2,565	3.82	2.7	13,443	
CLAY C-2.....	17.6	5.60	51,267	9,155	17.7	14.4	16.6	23.9	16.3	45,530	8,130	6,720	981	4,874	3,098	1,840	7,476	4,571	9.32	5.0	41,885	
CLAYTON J-3.....	21.2	6.65	45,813	6,889	21.9	16.5	14.4	19.0	10.1	30,422	4,575	4,259	600	1,572	1,094	1,438	4,485	2,376	9.51	6.1	42,869	
CLINTON L-5.....	58.5	18.17	163,332	8,989	15.6	19.7	20.1	24.8	14.4	120,588	6,637	20,975	3,435	14,556	5,057	6,349	22,501	9,157	26.18	6.6	76,484	
Clinton.....	35.8	11.52	109,641	9,517	86,966	7,549	16,682	3,185	14,047	5,026	5,301	18,155	9,267	
CRAWFORD C-5.....	17.6	5.54	45,226	8,164	19.6	17.4	13.8	18.9	15.5	32,167	5,806	4,551	694	3,881	1,636	1,086	4,347	2,798	8.58	6.4	43,876	
DALLAS E-5.....	23.8	7.93	69,969	8,823	18.3	16.6	17.8	23.9	14.7	41,037	5,175	7,125	1,202	2,614	1,559	1,136	7,196	4,433	12.91	5.0	34,544	
DAVIS H-7.....	8.1	2.67	20,104	7,530	21.1	13.5	16.1	22.9	12.1	11,672	4,372	1,841	119	733	400	517	2,949	1,636	4.00	3.6	12,492	
DECATUR E-7.....	7.8	2.56	20,739	8,101	18.1	11.3	11.0	23.3	15.9	14,768	5,769	2,298	418	612	493	520	4,938	1,682	4.09	3.7	13,322	
DELAWARE J-4.....	17.7	5.11	36,462	7,135	20.3	13.8	15.9	22.0	10.6	24,687	4,831	3,997	510	1,184	826	430	6,260	2,260	7.93	6.4	39,766	
DES MOINES K-7.....	45.3	15.00	146,930	9,795	15.5	18.5	19.2	25.7	17.7	87,236	5,816	16,694	2,660	18,089	2,794	6,757	14,205	6,810	23.92	3.6	25,693	
Burlington.....	33.3	11.40	110,857	9,724	72,892	6,394	14,220	2,347	16,676	2,598	5,898	13,112	5,305	
DICKINSON C-2.....	11.9	3.88	31,378	8,087	19.4	13.6	14.9	23.0	16.2	24,977	6,437	3,522	835	691	823	1,123	4,007	2,954	6.91	3.0	23,096	
DUBUQUE K-4.....	92.1	25.53	240,763	9,431	14.0	20.2	20.1	24.4	16.0	153,981	6,031	27,400	4,882	35,299	5,111	6,928	22,394	10,854	34.08	6.1	43,370	
Dubuque.....	64.2	18.19	191,663	10,537	115,895	6,371	22,891	4,110	32,137	4,347	5,184	17,899	7,961	
Dubuque Metro Area.....	92.1	25.53	240,763	9,431	14.0	20.2	20.1	24.4	16.0	153,981	6,031	27,400	4,882	35,299	5,111	6,928	22,394	10,854	34.08	6.1	43,370	
EMMET D-2.....	14.3	4.38	38,429	8,774	17.2	14.6	17.2	24.1	16.6	29,407	6,714	5,673	790	2,633	1,272	859	4,437	2,646	6.98	3.4	25,421	
FAYETTE J-3.....	28.2	8.68	69,515	8,009	19.5	16.9	16.4	22.0	13.4	47,808	5,508	7,970	991	3,534	2,612	1,696	8,196	4,262	12.51	6.9	44,421	
FLOYD G-2.....	19.9	6.36	60,106	9,451	17.6	15.9	17.4	25.0	18.1	33,379	5,248	6,727	389	1,062	1,465	1,131	6,800	3,092	10.54	4.7	37,806	
FRANKLIN F-3.....	13.5	4.41	41,702	9,456	17.6	13.3	15.3	25.8	18.4	36,525	8,282	5,178	619	958	943	400	4,400	2,071	7.02	5.1	51,031	
FREMONT B-7.....	7.5	2.54	25,847	10,176	17.8	12.2	12.8	27.9	19.2	13,756	5,416	1,949	456	553	396	306	1,725	1,567	6.87	4.5	29,096	
GREENE E-5.....	12.0	4.08	38,097	9,338	19.8	12.9	13.9	26.3	18.9	23,239	5,696	3,790	508	1,083	955	755	613	4,595	2,344	7.07	4.7	47,468
GRUNDY G-4.....	13.4	4.37	35,312	8,081	19.8	14.9	16.5	25.1	13.7	27,092	6,200	4,618	742	401	401	456	3,696	1,704	5.79	5.0	27,583	
GUTHRIE D-5.....	11.2	3.80	29,303	7,711	19.3	12.7	12.8	24.8	14.3	18,325	4,822	3,601	332	524	1,941	1,684	5,818	3,550	9.30	5.2	55,521	
HAMILTON F-4.....	19.1	6.21	55,040	8,863	19.7	1																

State, County, City, Metro Area Data

IOWA

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Pop. (000)	Households (000)	Consumer Spendable Income—1968						—Total Retail Sales—		Retail Sales—1968							Passen- ger 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$000)	% Distribution of Families					Per Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				3000 4999	5000 7999	8000 8999	10000 14999	15000 over				General Mksg. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- otive (\$000)	Service Station (\$000)					
POLK F-51	287.1	96.11	982,883	10,227	11.8	19.1	19.8	26.2	20.0	582,787	6,064	108,063	19,375	113,695	29,672	31,360	114,573	42,617	136.80	5.9	31,122
Des Moines	209.4	70.71	819,223	11,586	482,919	6,830	81,083	16,990	106,071	26,909	26,964	98,894	31,964
Des Moines Metro Area	287.1	96.11	982,883	10,227	11.8	19.1	19.8	26.2	20.0	582,787	6,064	108,063	19,375	113,695	29,672	31,360	114,573	42,617	136.80	5.9	31,122
POTTAWATTAMIE C-6	88.9	27.54	258,873	9,400	14.9	18.1	20.0	26.2	16.8	115,240	4,184	23,407	3,915	8,749	4,480	4,308	22,460	12,776	39.07	7.2	87,991
Council Bluffs	56.6	18.27	177,244	9,701	83,491	4,570	18,965	3,303	8,334	3,816	3,816	16,954	7,927
POWESHIEK H-5	18.4	5.67	47,669	8,407	19.3	14.7	16.9	23.8	14.5	38,626	6,812	5,772	1,157	1,577	1,384	1,876	6,579	3,541	8.56	5.0	35,618
RINGGOLD E-7	5.9	2.02	14,079	6,970	20.0	11.6	10.6	20.1	11.6	11,388	5,638	1,465	299	654	106	292	1,508	1,434	3.26	3.5	18,354
SAC C-4	16.1	5.16	42,604	8,257	20.7	15.1	16.4	23.4	14.1	28,989	5,618	4,243	586	781	711	1,188	5,640	2,751	7.72	5.0	53,747
SCOTT L-5	127.1	39.35	414,784	10,541	11.4	18.3	20.2	27.2	19.8	258,801	6,577	45,328	9,097	60,550	12,010	18,968	46,352	17,814	68.43	5.1	40,421
Davenport	97.4	30.96	314,066	10,144	209,013	6,751	36,455	7,264	51,845	11,002	14,843	41,408	13,525
Davenport-Rock Island-Moline Metro Area	342.6	106.98	1,183,572	11,063	11.1	19.2	18.0	26.5	22.4	678,922	6,346	121,369	23,477	125,466	25,285	38,521	129,311	46,405	168.19
SHELBY C-5	14.9	4.37	33,796	7,734	20.2	13.9	14.5	21.2	14.9	28,592	6,543	3,600	479	1,703	580	606	5,166	1,945	7.06	5.4	47,268
SIOUX B-2	25.2	7.35	55,491	7,550	21.3	14.7	16.1	23.0	12.8	52,111	7,090	7,578	1,108	1,646	1,324	2,795	8,599	3,565	12.38	7.7	82,127
STORY F-4	52.1	15.51	156,139	10,067	17.0	18.6	18.1	22.8	17.9	96,738	6,237	18,512	3,303	8,985	5,155	5,210	15,228	8,781	24.89	6.3	48,074
Ames	37.7	10.51	88,671	8,437	62,686	5,964	13,032	2,484	8,795	3,739	4,083	10,543	5,353
TAMA H-4	20.4	6.61	49,915	7,551	19.7	14.5	16.3	23.5	12.8	40,279	6,094	5,222	513	991	636	1,312	6,237	4,096	9.38	6.0	50,557
TAYLOR D-7	7.5	2.62	19,836	7,571	18.4	11.2	11.3	24.3	13.7	13,439	5,129	2,192	298	499	377	87	1,583	1,210	4.25	4.2	18,703
UNION E-7	11.1	3.89	33,876	8,708	17.5	12.7	13.7	25.6	16.4	25,966	6,675	4,952	945	1,925	452	516	2,321	6.50	3.2	15,262	
VAN BUREN H-7	8.6	2.93	19,829	6,768	21.0	13.9	14.1	22.5	10.6	11,557	3,944	1,848	170	1,015	106	274	1,958	1,723	4.16	3.5	12,779
WAPELLO H-7	44.4	14.62	139,609	9,549	16.1	18.2	18.5	25.2	16.3	66,285	4,534	12,500	3,394	8,987	4,123	4,789	10,743	5,362	20.06	4.3	16,229
Ottumwa	33.0	11.10	107,929	9,723	57,936	5,219	11,477	3,101	8,705	4,027	4,112	9,804	4,422
WARREN F-6	22.4	6.80	55,437	8,153	16.3	16.6	19.6	24.8	13.4	26,777	3,938	6,256	520	729	1,449	672	6,232	2,766	12.11	5.1	21,205
WASHINGTON J16	18.4	5.91	48,448	8,198	19.5	14.7	16.5	23.6	15.4	48,579	8,250	5,353	966	3,443	1,631	1,764	7,539	3,438	9.37	5.4	41,584
WAYNE F-7	7.4	2.69	21,340	7,933	18.2	11.5	10.9	23.0	16.2	13,423	4,990	2,567	353	767	214	396	2,188	1,079	4.35	3.7	15,420
WEBSTER E-4	48.3	15.59	149,717	9,603	16.1	16.8	19.4	25.8	17.6	104,805	6,723	16,607	3,922	17,503	5,230	5,039	15,635	8,050	22.98	5.8	46,727
Fort Dodge	30.4	10.32	100,523	9,741	79,333	7,687	14,441	3,749	5,166	4,227	12,880	5,833
WINNEBAGO F-2	12.4	3.92	35,256	8,994	19.3	14.6	16.2	24.3	16.0	25,738	6,566	4,537	659	988	846	1,062	4,186	1,614	6.39	4.5	27,239
WINNESHIEK J-2	20.5	5.81	46,743	8,045	21.0	14.2	16.2	22.2	12.2	28,038	4,826	4,849	734	2,105	1,072	1,080	3,920	2,911	8.82	6.7	34,483
WOODBURY B-4f	109.8	35.01	341,008	9,740	16.2	18.2	19.1	24.2	16.7	207,508	5,927	38,753	6,392	49,960	11,260	9,177	33,599	13,735	47.82	6.6	56,189
Sioux City	92.5	29.82	297,094	9,963	186,404	6,251	36,086	6,012	49,485	11,160	8,999	28,821	11,789
Sioux City Metro Area	123.5	39.02	372,475	9,546	16.6	18.6	19.4	24.0	15.8	228,643	5,860	43,921	7,004	50,258	11,507	10,996	35,874	15,800	53.24
WORTH F-2	8.7	2.73	25,346	9,284	17.6	13.6	14.1	27.1	18.0	12,791	4,685	2,267	153	892	292	141	1,047	598	4.61	4.0	26,201
WRIGHT F-3	18.4	5.97	54,225	9,083	18.1	14.8	16.9	24.5	17.6	34,073	5,707	5,517	831	926	1,209	853	4,890	2,645	8.77	5.0	40,521

(t) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

IOWA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Iowa Radio Network

Comprised of:

KASI-AM, FM—Ames
KROB—Clinton
KSIB—Creston
KCBQ—Des Moines
WDBQ—Dubuque
KVPD—Fort Dodge
KXIC-AM, FM—
Iowa City
KAYL—Storm Lake
Media Code 4 216 0120 4.00
Mailing Address: 1000 Grand Ave., Suite 1, Des Moines, Ia. 50309. Phone 515-244-2115.

1. PERSONNEL
President—Dale Cowle. (KASI).
Nat'l Sales Mgr. & Treas.—C. Ross Martin.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Midwest—Iowa Radio Network.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 71a, 73a.
Stations can be bought in any combination desired.
Programs may originate from any one of the 12 stations.
Production services of each of the stations available to advertisers for programs and specialized spot announcements.
Uniform Product Surveys and Merchandising assistance available on all accounts.

TIME RATES

No. 16 ERP 8/1/68—Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS
7 OR MORE STATIONS
(ROS or availabilities on request)
PER WK: 1 hr 6 hr 12 hr 18 hr 24 hr 30 hr 50 hr
1 wk..... 5.60 5.25 5.00 4.75 4.50 4.25 4.00
13 wk..... 5.40 5.15 4.90 4.75 4.50 4.25 4.00
26 wk..... 5.30 5.05 4.80 4.65 4.50 4.25 4.00
39-52 wk..... 5.20 4.95 4.70 4.55 4.40 4.25 3.95
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

DISCOUNTS

All stations, 5%.
8. PROGRAM TIME RATES
7 OR MORE STATIONS
1 hr..... 55.00
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.
DISCOUNTS
13x-10% 52x-12-15% 156x-20%
22x-10% 105x-15% 280x-25%
10% off earned rate for all stations.

Iowa Town and Country Network

Comprised of:

KLGA—Algona
KJAN—Atlantic
KJAN-FM—Atlantic
KVBG—Boone
KCOG—Cedarville
KCHA—Charles City
KCLN—Clinton
KDEC—Decorah
KDSN—Denison
KGRN—Grinnell
Media Code 4 216 0240 0.00
Mailing address: KCHA, 300-1/2 N. Main St., Charles City, Iowa 50816.

1. PERSONNEL
Pres.—Verne J. Bromberg. (KCHA, Charles City).
Vice-Pres.—Verne Koenig. (KDEC, Decoras).
Treasurer—John Raibott (KWVY, Waverly).
2. REPRESENTATIVES
PRO Time Sales, Inc.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Stations can be bought in any combination desired.
Programs may originate from any station. Merchandising available to all accounts.

TIME RATES

ERP—Rec'd 2/7/69.

See individual station rates and use following discount: 8 stations 10%, 13 stations 15%, all stations 20% discount.

ALGONA

Kossuth County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KLGA

1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 0360 6.00
KLGA, Inc., Box 160, Algona, Iowa 50511. Phone 515-295-2475.
Other Studios: Emmetsburg, Iowa.
STATION'S PROGRAMMING DESCRIPTION
KLGA: Programmed for general adult interest with emphasis to farmer.
FARM markets, 6:40-10:05 am, 12:20, 3:30 & 5:50 pm. 6-7 am farm news, weather, meeting calendar. 11:30 am-Noon, reports from local agriculture officials, county agents, 4-H leaders. NEWS: Local 6:30, 7:30 & 8 am. 12:15, 12:30 & 5:40 pm. World & national, 7:05 & 8:05 am, noon & 5:45 pm. World, national, local headlines on hour. Extended weathercasts, 6:40 & 8:15 am, 12:10 & 5:55 pm. Social, church, school news 10:30-11:30 am. Remote broadcasts from neighboring towns 2 hours daily. SPORTS: high school events live & taped, football, basketball, wrestling, baseball, track, also college football. Community problems: Tues 4:15 pm and

Sun 12:15 pm. MUSIC: middle-of-the-road, mixture of pop, country and western. Contact Representative for further details. Rec'd 1/29/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Allen.
2. REPRESENTATIVES
PRO Time Sales, Inc.
Omaha—L. Larson.
3. FACILITIES
5,000 w. days: 1600 kc. Directional.
Operating schedule: 8:00 am-local sunset. CST.
4. AGENCY COMMISSION
15/0. Bills payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Iowa Town and Country Network.

7. PACKAGE PLANS
PER WK, EA:
1 min..... 3.00 7.75 7.00 6.50 6.00
30 sec—80% of 1-min. 10 sec—60% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
10. SPECIAL FEATURES
Hawkeye Farm Revue—6-7 am.
Mid-Morning Markets—10:05 am.
Farm Reporter—11:30 am-noon.
Noon Markets—12:20-12:30 pm.
Closing Markets—5:50-5:55 pm.
Essa Extended Weather—6:40 & 8:15 am; 12:10 & 5:55 pm.
Applicable rate plus 10%.

2. REPRESENTATIVES
Iowa Radio Network.
3. FACILITIES
1,000 w. days: 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 22a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b,

IOWA

Ames—Continued

KLFM (FM)

1967

Media Code 4 216 0600 5.00
Lunde Corporation, Box 595, 304-1/2 Main St.,
Ames, Iowa 50010. Phone 515-232-0104.

STATION'S PROGRAMMING DESCRIPTION
KLFM (FM): Programmed for adults and young adults.
Music 80% news and sports 20%. NEWS: major
news at 7-15 min at 7 am, 8 am, 8 pm, 11 pm.
Short newscasts, 2-5 min hourly. Business news,
University and high school football and basketball
broadcasts. MUSIC: film, showtunes, standards,
middle-of-the-road, jazz, folk music, semi-classic,
general orchestral music. COMMERCIAL POLICY:
8 minutes per hour. Contact Representative for further
details. Rec'd 8/6/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul D. Lunde.
Operations Manager—Mark R. Lunde.
Vice-President—Barbara K. Lunde.

2. REPRESENTATIVES
Roger Coleman, Inc.

3. FACILITIES
ERP 100,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/10 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 15b.

Basic Rates: 20b, 21a, 22b, 23a, 24b, 25b, 26, 28a,
29a.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 82.
Tobacco advertising not acceptable.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 Eff 9/1/69—Rec'd 5/5/69.
A—Mon thru Sat 6 am-midnight; Sun 7 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A: 1x 50x 150x 250x 500x 1000x 1500x
1 min..... 5.00 4.70 4.50 4.00 3.50 3.00 2.50
30 sec..... 4.00 3.80 3.60 3.20 2.40 2.00
15 sec..... 3.00 2.80 2.50 2.20 1.90 1.60 1.30

CLASS B: 60% of A.

7. PACKAGE PLANS
CLASS A—ROS SATURATION PLANS
DAYS: 5 7 10 15 20
EA: 10 tl 20 tl 30 tl 50 tl 100 tl
1 min..... 4.50 4.00 3.50 3.00 2.50
30 sec..... 3.60 3.20 2.80 2.40 2.00
15 sec..... 2.50 2.20 1.90 1.60 1.30

8. PROGRAM TIME RATES
CLASS A: 1 hr 1/2 hr 1/4 hr 10 min 5 min
Flat: 40 24 14 12 10

CLASS B: 60% of A.

10. SPECIAL FEATURES
NEWSCASTS
CLASS A, PER WK: 1/4 hr 10 min 5 min
1 tl..... 9 7 6
3 tl..... 8 7 6
5 tl..... 7 6 5

CLASS B: 60% of A.
Sat and Sun Newscasts deduct 1.00. (D)

ATLANTIC (1 AM; 1 FM)

Case County—Map Location D-6
See SRDS consumer market map and data at begin-
ning of the State.

KJAN

1950



Subscriber to the NAB Radio Code
Media Code 4 216 0720 1.00

Nishna Valley Broadcasting Co., Inc., Box 389,
Atlantic, Ia. 50022. Phone 712-243-3920.

STATION'S PROGRAMMING DESCRIPTION
KJAN: Programmed for general interest. FARM 6-7
am, 2 men, weather, market reports, county agent
reports, country and western music. ENTERTAIN-
MENT, 7-noon, news, hospital reports, homemaker
show, telephone audience participation, middle-of-
the-road music, Noon-1 pm farm news, markets,
weather, national and local news. NEWS, 1-5 pm,
general popular music, standards, middle-of-the-road,
5-6 pm, grain & livestock markets, news, sports,
weather. SPORTS: College football, area high school
football, basketball, track, baseball. Weekends:
some as weekdays, except more emphasis on current
hits Sat. RELIGIOUS programs and music Sun
mornings. Contact representative for further details.
Rec'd 12/3/68.

1. PERSONNEL
President—E. G. (Red) Faust.
Manager—Frank G. Miller.
Program Director—Robert Einhaus.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: sunsets to local sunset. CST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
KJAN-FM.

4. AGENCY COMMISSION
15%: no cash discount. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15a, 16b,
16.

Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24b, 24c, 25a, 28a, 28c, 29a.

Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,
48, 49, 50, 51a, 51b.

Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

Member: Iowa Town and Country Network.
TIME RATES
No. 7 Eff 11/1/68—Rec'd 12/3/68.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 260x 312x 520x
1 min 7.00 6.00 5.50 5.00 4.75 4.50 4.25 4.00
20/30..... 4.50 4.25 4.00 3.75 3.50 3.25 3.00

7. PACKAGE PLANS
SATURATION PACKAGES—ROS
PER WK: 6 tl 12 tl 18 tl 24 tl 48 tl
1 min..... 5.00 4.75 4.50 4.25 4.00
30 sec or less..... 4.00 3.75 3.50 3.25 3.00

KJAN-FM

1968



Subscriber to the NAB Radio Code
Media Code 4 216 0721 9.00

Nishna Valley Broadcasting Co., Inc., Box 389, At-
lantic, Ia. 50022. Phone 712-243-3920.

STATION'S PROGRAMMING DESCRIPTION
KJAN-FM: See KJAN listing for programming prior
to 6 pm.

ENTERTAINMENT: 6-11 pm, news 5 min on hour,
music, middle-of-the-road, current hits, showtunes.
Contact Representative for further details. Rec'd
12/3/68.

1. PERSONNEL
President—E. G. (Red) Faust.
Manager—Frank G. Miller.
Program Director—Robert Einhaus.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
ERP 26,000 w.; 103.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 265 ft. above average terrain.

Partial simulcast operation. Operated separately local
sunset-10 pm. For simulcast facilities see KJAN.

4. AGENCY COMMISSION
15/10: bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
See KJAN listing for coded regulations.
Member: Iowa Town and Country Network.

TIME RATES

Rates are identical to KJAN. See that listing.

BOONE

Boone County—Map Location E-5
See SRDS consumer market map and data at begin-
ning of the State.

KWBG

1950

Subscriber to the NAB Radio Code
Media Code 4 216 0840 7.00

Boone Broadcasting Co., Box 36, 813 Keeler St.,
Boone, Iowa 50038. Phone 515-432-1590.

STATION'S PROGRAMMING DESCRIPTION
KWBG: Programmed for general interest.

FARM: special interview between 6-7 am & 11:30
am-1 pm agricultural news, weather, markets, country
and western music. Daily program featuring univer-
sity agricultural experts and daily programs by county
extension people and representatives of federal agen-
cies. General audience-remainder of day. Middle-of-
the-road music, 5 min news on half hour, weather,
homemaker features, interview sports. Community
service-half hour interview program daily, weekly
legislative report, weekly chamber of commerce report,
swap shop, emphasis on local news, hospital reports.
Contact Representative for further details. Rec'd
6/30/69.

1. PERSONNEL
President—M. G. Garvey.
Vice-President—Harold Garvey.
General Manager—Morris D. (Mo) Kelley.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1590 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/10 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.

Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 71a, 73a.

Member: Iowa Town and Country Network.
TIME RATES
Eff 3/27/69—Rec'd 4/2/69.

7. PACKAGE PLANS
PER WK: 1 tl 5 tl 10 tl 15 tl 20 tl 25 tl
1 min..... 7.00 6.75 6.50 6.00 5.50 5.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 208x 260x 312x
1 hr..... 36.00 29.00 27.00 26.00 24.00 22.00 20.00 18.00
1/2 hr 21.00 19.00 17.00 16.00 14.00 12.00 11.00 10.00
1/4 hr 13.00 12.00 11.00 10.00 9.00 8.00 7.00 6.00
5 min, 10.00 9.50 8.75 8.00 7.25 6.50 5.75 4.25

10. SPECIAL FEATURES
Farm Facts—Mon thru Sat 6:40-6:45 am.
Extension Service Report—Mon, Wed, Fri 11:50 am-noon.
Farm Progress Report—Mon thru Sat 12:35-12:40 pm.
Markets—Mon thru Sat 8:30-8:35 am & 12:30-12:35 pm.
Applicable rates plus 10%.

BURLINGTON (2 AM; 1 FM)

Des Moines County—Map Location K-7
See SRDS consumer market map and data at begin-
ning of the State.

KBUR

1941

Subscriber to the NAB Radio Code
Media Code 4 216 0960 3.00

R. B. Co., Inc., Roosevelt Ave., Burlington, Ia.
52601. Phone 319-752-2701.

1. PERSONNEL
Pres. & Gen'l Mgr.—David H. Steins.
Sales Manager—Willis E. Schwartz.
Assistant Sales Manager—James M. Livengood.

2. REPRESENTATIVES
Grant Webb & Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Simulcast 5:45-8 am.
For non-simulcast facilities see KBUR-FM.

4. AGENCY COMMISSION
15/10 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c,
Basic Rates: 20a, 21b, 22a, 24a, 25b, 27, 28a, 28c,
29a, 31.

Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

Affiliated with American Contemporary Network.
TIME RATES
No. 9 Eff 6/1/67—Rec'd 4/25/67.

AA—6-9 am, 11:30 am-1 pm & 4-7 pm.
A—5-6 am, 9-11:30 am, 1-4 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS AA
1x 26x 52x 156x 260x 312x 500x
1 min..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00
30 sec..... 8.00 7.90 7.20 6.80 6.40 6.00 5.60

CLASS A
1 min..... 8.00 7.50 7.00 6.50 6.00 5.50 5.00
30 sec..... 6.00 6.00 5.60 5.20 4.80 4.40 4.00

7. PACKAGE PLANS
1 MINUTE—ROS
PER WK: 75.00 30 tl..... 180.00
20 tl..... 140.00

8. PROGRAM TIME RATES
CLASS AA
1x 26x 52x 156x 260x 312x 500x
1/4 hr..... 40.00 38.50 37.00 35.50 34.00 32.50 31.00
5 min..... 21.00 19.50 18.00 16.50 15.00 13.50 11.00

CLASS A
1/4 hr..... 30.00 27.75 25.50 23.25 21.00 18.75 16.50
5 min..... 12.00 11.25 10.50 9.75 9.00 8.25 7.50

KBUR-FM

1967

Media Code 4 216 0961 1.00
R. B., Inc., Roosevelt Ave., Burlington, Iowa 52601.
Phone 319-752-2701.

1. PERSONNEL
Manager—James M. Livengood.
Program Director—Rick Sampson.

3. FACILITIES
ERP 53,140 w. (horiz.), 11,380 w. (vert.); 107.3 mc.
Operating schedule: 5:45 am-midnight.
Partial simulcast operation. Operated separately 8
am-midnight. For simulcast facilities see KBUR.

4. AGENCY COMMISSION
15/10 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
See KBUR listing for coded regulations.
Affiliated with American FM Network.

TIME RATES
Eff 12/1/67—Rec'd 1/30/68.

6. SPOT ANNOUNCEMENTS
PER YR: 30 sec 1 min
1x..... 3.35 4.00
122 x..... 2.65 3.35

KYND

1965

Media Code 4 216 1040 3.00
Des Moines County Broadcasters, Inc., 408 N. Main
St., Burlington, Iowa 52601. Phone 319-754-7665.

STATION'S PROGRAMMING DESCRIPTION
KYND: Programmed for general interest.

ALL PERSONALITIES handle all segments. NEWS:
on hour, weather at :15 and :45. MUSIC: blend of
current and standard music plus 50 hours of country
and western music. Telephone interviews, audience
participation contests, topical discussions. Sports
coverage. Local news involvement, featuring use of
actualities. 3-9 am & 3-9 pm heavier concentration
of current hits. School news featured each morning
at 8:30 am. Community events, interspersed through-
out day. Contact Representative for further details.
Rec'd 3/24/69.

1. PERSONNEL
General Manager—James Edwin Smith.
Sales Manager—William T. Burghart.
Program Director—Bill Schelen.

2. REPRESENTATIVES
McGavren-Guttlid-PGW Radio, Inc.

3. FACILITIES
500 w. t.; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%: no cash discount. Bills rendered 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 12, 13c, 14c, 15b.

Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24b,
25a, 28b, 28c, 29a, 33b.

Contracts: 40a, 42a, 43, 44b, 45, 51b.
Comb.: Cont. Discounts: 60b, 60g, 60i, 62d.
Cancellation: 70a, 70c, 71b, 73a, 73b.
Affiliated with KBS Radio Network.

TIME RATES
Eff 12/1/67—Rec'd 10/30/67.
A—6:30-9 am noon-1 pm & 4-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A
1x 26x 52x 156x 312x
1 min..... 8.50 8.00 7.00 6.25 5.50
30 sec..... 7.50 7.00 6.25 5.50 4.75

CLASS B
1 min..... 6.50 6.00 5.50 4.50 4.00
30 sec..... 5.80 5.40 4.80 3.80 3.40

7. PACKAGE PLANS
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl
1 min..... 7.00 6.50 6.00 5.50 5.00
30 sec..... 5.80 5.20 4.80 4.40 4.00
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1/2 HR: 26x 52x 156x 312x
A..... 61.00 58.50 56.00 48.50 45.00
B..... 54.00 52.50 49.00 41.00 38.00

10. SPECIAL FEATURES

CAPSULE REPORTS
(5 or 6 per wk)
1 wk..... 12.50 11.00 26 wk..... 11.00 9.50
13 wk..... 11.50 10.00 52 wk..... 10.50 9.00

CARROLL (1 AM; 1 FM)

Carroll County—Map Location J-5
See SRDS consumer market map and data at begin-
ning of the State.

KCIM

1950

Subscriber to the NAB Radio Code
Media Code 4 216 1200 3.00

Carroll Broadcasting Co., Box 431, Carroll, Iowa
51401. Phone 792-4321, 792-4322.

1. PERSONNEL
General Manager—Paul Collison.
Com'l Mgr. & Pro. Dir.—Lee Sandberg.

2. REPRESENTATIVES
Grant Webb & Company.
Regional—Soderlund Company.

3. FACILITIES
1,000 w.; 1380 kc. Directional—separate patterns,
day and night.

Operating schedule: 6:00 am-10:00 pm weekdays; 7:30
am-10:00 pm Sun. CST.

4. AGENCY COMMISSION
15/10; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,
24c, 25a, 26, 28a, 28c, 20a, 30.

Contracts: 40a, 42b, 42d, 43, 44a, 45, 46, 47a, 48,
49, 51b.

Comb.: Cont. Discounts: 60a, 61b, 62a, 62c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

Use of more than 15 programs or announcements per
day by any one advertiser not permitted.
TIME RATES
Rates effective December 1, 1964. (Card No. 6.)
Rates received October 28, 1964.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 tl..... 5.00 3.25 104 tl..... 4.40 2.70
13 tl..... 4.70 3.00 156 tl..... 4.10 2.60
26 tl..... 4.65 2.9

Cedar Rapids—KCRG—Continued

3. FACILITIES
5,000 w.; 1600 kc. Directional—night only.
Operating schedule: 5:00 am-midnight Mon thru Sat;
7:00 am-midnight Sun. CST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 26, 28c,
29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 49, 51c.
Comb. Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 19 ET 6/1/67—Rec'd 1/10/67.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—Mon thru Sat 9 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7-10 pm.
C—Mon thru Sun 10 pm-6 am.

MARKET BUSTER PLAN

PER WK:	CLASS AA	11 ti	12 ti	18 ti	24 ti
1 min.	15.00	14.00	13.00	12.00	11.00
30 sec.	8.00	7.00	6.00	5.00	4.00
1 min.	13.00	12.00	11.00	10.00	9.00
30 sec.	7.00	6.00	5.00	4.00	3.00
1 min.	8.00	7.00	6.00	5.00	4.00
30 sec.	4.00	3.00	2.00	1.00	1.00

DRIVE TIME SPECIALS

PER WK:	AA am	AA pm	1 min	30/20
Plan I:	5	5	12.50	9.50
Plan II:	10	10	11.50	8.50
Plan III:	18	12	6	7.00
86 ti	18	12	6	7.00

2. PACKAGE PLANS
- PER WK: CLASS AA 11 ti 12 ti 18 ti 24 ti
- 1 min. 15.00 14.00 13.00 12.00 11.00
- 30 sec. 8.00 7.00 6.00 5.00 4.00
- 1 min. 13.00 12.00 11.00 10.00 9.00
- 30 sec. 7.00 6.00 5.00 4.00 3.00
- 1 min. 8.00 7.00 6.00 5.00 4.00
- 30 sec. 4.00 3.00 2.00 1.00 1.00
- 1 min. flat. 6.00 30 sec. flat. 4.00
- (*) Fixed or less than 6 ti.
- PER WK: SOUND VALUE PLANS
- Plan I: AA A B 1 min 30/20
- 18 ti 8 6 4 9.00 7.00
- 24 ti 12 8 4 8.00 6.00
- 86 ti 18 12 6 7.00 5.00
- (*) Or weekends
- PER WK: DRIVE TIME SPECIALS
- Plan I: AA am AA pm 1 min 30/20
- 10 ti 5 5 12.50 9.50
- Plan II: 20 ti 10 10 11.50 8.50
- ID's: 50% of 1-min. (any plan).
- ID's combine at rate of 2 ID's 1 minute for greater discounts.
- Sound Value Plan and spots do not combine with Market Buster Plan for greater discounts.
- CONSECUTIVE WEEK DISCOUNTS
- 26 wk 5% 52 wk 10%
- Do not apply to Sound Value Plans.
8. PROGRAM TIME RATES
- 1/2 hr 39 26
- 5 min rate 1-1/2x minute rate.
- DISCOUNTS
- 13x-5% 52x-15% 260x-25%
- 25x-10% 104x-20%

KHAK

1961
Subscriber to the NAB Radio Code
Media Code 4 216 1440 5.00
Agrus Broadcasting Company, 202 SGA Bldg., Cedar
Rapids, Iowa 52401. Phone 319-385-9431.

1. PERSONNEL
General Manager—Robert D. Kindervag.
2. REPRESENTATIVES
Adam Young Radio, Inc.
3. FACILITIES
1,000 w. days; 1360 kc. Directional.
Operating schedule: 6 am-8 pm. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46.
Comb. Cont. Discounts: 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: National Agridio Groups, Inc.
Also in combination on extended discount plan, with
KCCR, Pierre, S. D.

TIME RATES
No. 8 ET 6/1/69—Rec'd 6/30/69.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	11 ti	12 ti	18 ti	24 ti	35 ti
1 min.	11.00	10.50	10.00	9.50	9.00	8.50
30 sec.	5.00	4.50	4.00	3.50	3.00	2.50
1 min.	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	4.00	3.50	3.00	2.50	2.00	1.50
10 sec ID's	5.00	4.00	3.00	2.00	1.00	1.00

KLWW

1949
AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code
Media Code 4 216 1580 0.00
Black Hawk Broadcasting Co., 1225 1st Ave., S. E.,
Cedar Rapids, Ia. 52408. Phone 319-363-8265.

1. PERSONNEL
General Manager—Don J. Weir.
Sales Manager—Tom Cornica.
Program Director—John Long.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis—Wayne-Evans & Associates.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 27.
Contracts: 40a, 41, 44a, 44b, 45.
Comb. Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with MBS.
Talent charges included in time costs and are 20% thereof.
Announcements on KLWW and KWWL may be added together to earn most favorable package rate for both stations. Schedules do not have to be identical.

TIME RATES
No. 19 ET 6/1/69—Rec'd 6/2/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	11 ti	12 ti	24 ti	35 ti
1 min.	15.50	14.00	11.50	10.50	9.50
30 sec.	8.50	7.00	6.00	5.00	4.00
1 min.	13.50	12.00	10.00	9.00	8.00
30 sec.	7.50	6.00	5.00	4.00	3.00
AA	6 A	5	4	3	2

KOMBO RADIO Ranks No. 1

In Selling Iowa's No. 1 Market

CEDAR RAPIDS-WATERLOO

33 Half-Hour Firsts

Pulse figures* show Kombo Radio's High-Powered KWWL in Waterloo and KLWW in Cedar Rapids score 33 half-hour firsts in the combination double metro Cedar Rapids and Waterloo, 6 AM-Midnight, Mon.-Fri.

Leads in All Time Segments

Pulse figures indicate Kombo Radio leads in household shares and total persons during every major day-part — 6-10 AM, 10 AM-3 PM, 3-7 PM, and 7 PM-Mid., M-F — and Kombo Radio strengthens its lead by delivering:

- more total men and more men 18-49, 6 AM-7 PM
- more women 18-49, 6 AM-Midnight
- more total women, 10 AM-7 PM
- more men 18-24 6 AM-Midnight
- more daily and weekly household cumes
- more weekly person cumes

*Pulse Cedar Rapids-Waterloo, 2 county area report, avg. 1/4-hr. audience, Jan-Feb, 1968

KLWW

KWWL

1,000 W. Days
250 W. Nights 1450 Kc. Cedar Rapids

5,000 Watts 1330 Kc. Waterloo

Represented by AVERY-KNODEL, INC.

WMT and WMT-FM

1922

CBS Radio Network

KATZ RADIO
WEST



A WMT Station
Subscriber to the NAB Radio Code
Media Code 4 216 1680 6.00
Paramount Theatre Bldg., 5th floor, Cedar Rapids, Ia.
52406. Phone Empire 4-0171. TWX 319-221-1862.

1. PERSONNEL
General Manager—Low Van Nostrand.
Station Manager—Kenneth L. Hastie.
National Sales Manager—Jerry Bretey.
2. REPRESENTATIVES
Katz Radio, West.
3. FACILITIES
5,000 w. 600 kc. Directional—night only.
Operating schedule: 24 hours daily; 17 hours Sunday
CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
15d, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a,
29a, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a,
48, 50, 51a.
Comb. Cont. Discounts: 60d, 60e, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
WMT and WMT-FM COMBINATION
No. 28A ET 8/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	11 ti	12 ti	18 ti	24 ti
1 min.	55	52	48	45	41
30 sec.	40	37	34	31	29
1 min.	30	27	24	21	20

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
WMT-AM only; Deduct 5.00 per spot.

7. PACKAGE PLANS
WMT & WMT-FM COMBINATION
WEEKEND PLAN
(Fri after 7 pm; Sat except 6-10 am & noon-1 pm;
Sun all day)

12 spots per wk, no more than 6 on Sat;
Before 7 pm 26 After 7 pm 19

THE OVERNIGHT SHOW—AM ONLY
(Mon thru Sat 10:30 pm-5 am)

PER WK:	CLASS AA	11 ti	12 ti	18 ti	24 ti	30 ti
1 min.	6.00	5.00	4.75	4.50	4.25	4.00

May not be combined for other spots for frequency.
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
AA—Mon thru Sat 6-10 am & noon-1 pm.
A—Mon thru Sat 5:30-6 am, 10 am-noon & 1-7 pm;
Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-5:30 am; Sun 5:30-6 am.

AM ONLY

PER YR:	1x	25x	52x	104x	156x	260x
1/2 hr.	124	115	111	105	100	94
1/4 hr.	84	80	76	72	68	64
10 min.	64	61	58	55	52	49
5 min.	55	52	49	46	43	40

CLASS A

1/2 hr.	106	101	96	90	85	79
1/4 hr.	70	67	64	61	57	53
10 min.	53	51	48	45	43	40
5 min.	42	41	39	36	34	32

CLASS B

1 hr.	145	138	131	124	118	109
1/2 hr.	85	81	77	73	68	64
1/4 hr.	57	55	52	49	46	43
10 min.	43	41	39	37	34	32
5 min.	31	30	28	27	25	24

TALENT AND PRODUCTION
(Commissionable)

15 min. 10.00 5 min. 5.00
10 min. 7.50

COMBINABILITY
All spots, regardless of length or classification, may be combined for discounts (except Overnight Show). Spots and programs may be combined for discounts on

- WMT AM & FM/KWMT COMBINATION
No. 8 ET 8/1/69—Rec'd 8/6/69.
- AA—WMT: Mon thru Sat 6-10 am & noon-1 pm;
KWMT: Sun 10:30 am-noon-1 pm.
A—WMT: Mon thru Sat 5:30-6 am, 10 am-noon,
1-3 pm & 3-7 pm; Sun 6 am-7 pm. KWMT: Mon
thru Sat 10 am-noon, 1-3 pm & 3-7 pm; Sun sign-
on-7 pm.
B—WMT: Mon thru Sat 5-5:30 am & 7-10:30 pm;
Sun 10:30 pm-midnight. KWMT: Mon thru Sun
7 pm-sign-off

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	11 ti	12 ti	18 ti	24 ti
AA	70	66	62	57	52
A	52	48	44	40	37
B	40	36	32	28	26

Deduct 5.00 per spot if WMT-FM is not included.
20/30 sec: 50% of 1-min. 10 sec: 50% of 1-min.
Spots between classifications take the rates of the higher classification.

8. PROGRAM TIMES RATES
AM ONLY

PER YR:	1x	25x	52x	104x	156x	260x
1/2 hr.	176	168	160	151	142	134
1/4 hr.	119	114	108	102	97	91
10 min.	90	87	83	79	75	71
5 min.	74	70	67	63	59	55

CLASS A

1/2 hr.	152	146	140	132	126	117
1/4 hr.	101	97	93	88	83	77
10 min.	74	71	67	63	61	57
5 min.	57	55	53	48	45	42

CLASS B

1 hr.	227	218	208	198	189	179
1/2 hr.	138	133	127	120	114	107
1/4 hr.	92	88	84	80	76	70
10 min.	67	64	62	58	55	51
5 min.	52	50	47	44	41	39

TALENT AND PRODUCTION
(Commissionable)

15 min. 17.50 5 min. 7.50
10 min. 12.50

All announcements, regardless of length or classification, may be cross-combined for discounts, unless otherwise noted.
Announcements may not be combined with programs for discounts.

WMT-FM

1963
Subscriber to the NAB Radio Code
Media Code 4 216 1681 4.00
WMT-TV, Inc., Paramount Theatre Bldg., 5th fl.,
Cedar Rapids, Iowa 52406. Phone 319-384-0171.
TWX 319-221-1862.

1. PERSONNEL
President—Ralph S. Jackson.
Vice-Pres. & Gen'l Mgr.—Low Van Nostrand.
(This listing continued on next page)

IOWA

Cedar Rapids—WMT-FM—Continued

5. **FACILITIES** ERP 32,000 w.; 96.5 mc.
Station Manager—Kenneth L. Hastie.
Operating schedule: 6 am-midnight Mon thru Sun.
CST.
Antenna ht.—540 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only; 10 days.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14b.
Basic Rates: 20a, 23a, 24b, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 46.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70a, 70c, 72.

TIME RATES

Sold in combination with WMT. See that listing for rates.

CENTERVILLE

Appanoose County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KCOG

1949



Subscriber to the NAB Radio Code
Media Code 4 216 1800 0.00
Hope Co., Inc., 317-1/2 N. 13th, Centerville, Iowa
52544, Phone 856-3241.

STATION'S PROGRAMMING DESCRIPTION
KCOG: Programmed for adults with emphasis to farmers.

FARM: farm director and early morning announcer, features agricultural news, markets, weather and barnyard gossip. Farm news and markets in noon hour and again in evening. Special farm hour from 8-7 pm.
MUSIC: middle-of-the-road, some country. **NEWS:** emphasis on local news by 2 man staff, 1 mobile unit plus AP wire and Essa weather wire. **SPORTS:** prep and junior college live. **TALK:** 10 min at 7:30 am M-F, interview, 5 min at 9:30, 10:30 & 11:30 am, women's feature. Contact Representative for further details. Rec'd 1/15/69.

1. PERSONNEL

General Manager—John Carl.
President—R. K. Red Faust.
Sales Manager—Larry Lund.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

500 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:45 am-10 pm. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 61a, 61b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Iowa Town and Country Network.

TIME RATES

No. 7 ET 12/1/68—Rec'd 4/10/69.

6. SPOT ANNOUNCEMENTS

1 min	7.00	6.00	5.50	5.00	4.75	4.50	4.25	4.00
20/30 sec	5.00	4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

SPOT SATURATION PACKAGES—ROS
WKLY, EA: 1 10 12 14 18 24 48 60
1 min. 5.00 4.75 4.50 4.25 4.00
30 sec. 4.00 3.75 3.50 3.25 3.00

CHARLES CITY

Floyd County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KCHA

1949

Media Code 4 216 1920 6.00
Radio Incorporated, 207 N. Main St., Charles City, Iowa 50816. Phone 515-228-1321.

STATION'S PROGRAMMING DESCRIPTION
KCHA: Programmed for adults with special attention to farmers.

Farm director and news director do agriculture news, markets, interviews and reports. 6:35 am markets, 6:40, 7:40, 8:40 am, 12:10 & 5:10 pm, 5 min weather, 11:10 am morning markets, 12:05 pm mid day markets, 12:30 pm local markets, 5:15 pm closing markets. Egg and poultry markets every hour on hour. County agents report daily 12:45-1 pm, M-F.
MUSIC: middle-of-the-road, some country. **NEWS:** emphasis on local news, newsmen, AP and direct wire to weather bureau. Contact Representative for further details. Rec'd 1/3/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—LuVerne J. Bromberg.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

500 w. days; 1580 kc. Non-directional.
Operating schedule: sunrise to local sunset. CST.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 24a, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a.
Member: Iowa Town and Country Network.

TIME RATES

ET 2/1/69—Rec'd 1/2/69.

7. PACKAGE PLANS

PER WK:	1 t	5 t	10 t	15 t	20 t	25 t
1 min.	5.50	5.25	5.00	4.75	4.50	4.25
30 sec.	80% of 1-min.	10 sec.	50% of 1-min.			

26 WK CONSECUTIVE WEEK DISCOUNT

1 x	DISCOUNTS	1/2 hr	1/4 hr	10 min	5 min
52x-5%	104x-10%	150x-15%	260x-20%		

CHEROKEE

Cherokee County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KCHE

1952



Subscriber to the NAB Radio Code
Media Code 4 216 2040 2.00
C & H Broadcasting, Inc., Box 496, 201 S. 5th St., Cherokee, Iowa 51012. Phone 712-225-2511.

1. PERSONNEL

President—J. Alan Cramer.
Sec'y-Treas. & Gen'l Mgr.—Charles Kay Hutchinson.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

500 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% time only

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14a.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: National AgRadio Groups, Inc.

TIME RATES

No. 2 ET 12/1/67—Rec'd 12/7/67.

AA—Mon thru Sat 6-9 am; noon-1 pm & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

	30 sec	1 min	30 sec	1 min
624 x	2.60	4.20	52 x	4.10
312 x	2.80	4.50	26 x	4.40
260 x	3.20	4.80	13 x	4.70
156 x	3.50	5.10	1 x	5.00
104 x	3.80	5.40		

CLASS AA

	30 sec	1 min	30 sec	1 min
624 x	2.05	3.60	52 x	3.60
312 x	2.40	3.90	26 x	3.90
260 x	2.70	4.20	13 x	4.20
156 x	3.00	4.50	1 x	4.50
104 x	3.30	4.80		

CLASS A

10 sec 1D's: 50% of 1-min.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	5 min	10 min	1/4 hr
624 x	6.10	10.30	14.50	5.85	9.20	13.00
312 x	8.90	11.10	15.30	8.10	9.95	13.80
260 x	7.65	11.85	16.10	6.90	10.70	14.50
156 x	8.40	12.60	16.80	7.65	11.45	15.30
104 x	9.20	13.40	17.60	8.40	12.25	16.05
52 x	9.95	14.15	18.35	9.20	13.00	16.80
26 x	10.70	14.90	19.10	9.95	13.75	17.60
13 x	11.50	15.70	19.90	10.70	14.55	18.35
1 x	12.25	16.45	20.65	11.45	15.30	19.10

9. PARTICIPATING PROGRAMS

Swap Shop—Daily 9:30-10 am 1-min. rate plus 1.50.
Quips, Quotes and Handl Notes—(Daily 10:10-10:30 am)—1-min plus 1.50.

10. SPECIAL FEATURES

Newscastrs—earned rate plus 1.50.
Weather (1-min at :15 and :45)—30-sec rate plus 1.50.
Markets—5-min rate plus 1.50.
Big Minute—(news and weather headlines at :30)—1-min rate plus 1.50.

CLARION

Wright County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KRIT (FM)

1964

Subscriber to the NAB Radio Code
Media Code 4 216 2160 8.00
Wright County Radio Co., Box 233, 215-6th St., S.W., Clarion, Iowa 50525, Phone 532-2154.

STATION'S PROGRAMMING DESCRIPTION
KRIT (FM): Programmed for general interest.

FARM: 5:30-7:20 am interviews, market reports, agricultural reports. Radio devotionals with local ministers 7:30 am-1:10 pm, M-F. **NEWS:** 8 am, 12:15 pm, 6:10 pm, local, state, national and international with mobile unit and beeper telephone reports. **ENTERTAINMENT:** music features albums with middle-of-the-road sound 8:15 am-10 pm. Country and western music early morning. **SPORTS:** live major league baseball, college basketball and football, high school football, basketball and wrestling. Rec'd 5/12/69.

1. PERSONNEL

General Manager—Marvin L. Hull.
Program Director—Jerry McLaughlin.

3. FACILITIES

ERP 93,000 w.; 96.0 mc.
Operating schedule: 5:30 am-10:15 pm. CST.
Antenna height: 266 ft. above average terrain.

4. AGENCY COMMISSION

15%; no cash discount. Bills payable 10th of month.

6. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25c, 26, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: National AgRadio Groups, Inc.

TIME RATES

ET 7/28/67—Rec'd 7/31/67.

6. **SPOT ANNOUNCEMENTS**

1x	13x	52x	104x	156x	260x	312x
1 min	4.15	3.60	3.30	3.05	2.75	2.50
30 sec	3.05	2.85	2.60	2.35	2.10	1.95

8. PROGRAM TIME RATES

	1x	13x	52x	104x	156x	260x	312x
1 hr	35.00	30.00	25.00	20.00	18.00	16.50	15.00
1/2 hr	20.00	18.00	16.50	15.00	13.50	12.00	11.00
1/4 hr	15.00	12.00	10.00	9.00	8.00	7.50	7.00
5 min	9.00	8.00	7.50	7.00	6.00	5.75	5.25

CLINTON (2 AM; 1 FM)

Clinton County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

KCLN

1956

American Entertainment Ntwk



Subscriber to the NAB Radio Code

Media Code 4 216 2280 4.00

Valley Broadcasting Co., Box 875, 124 4th Ave. S., Clinton, Iowa 52732. Phone 319-243-1390.

STATION'S PROGRAMMING DESCRIPTION
KCLN: Programmed for adult audience, housewives and commuters. **FARM:** 6-7 am, interviews, market reports, county agent reports, news. **AIR PERSONALITIES** handle all segments. **MUSIC:** popular featuring standards, country and western and some rock. **NEWS:** 7 am, noon & 5 pm major news blocks. Local news on hour, network on half hour, 5 min throughout rest of day. **SPORTS:** live play-by-play college football. Taped play-by-play of area high school football.
(This listing continued on next page)

PROTECTING YOUR MEDIA SELECTION, SRDS HOLDS FIRM ON A POLICY OF ACCEPTING ONLY VERIFIED RATING INFORMATION

Our responsibility to present objective, authentic rating information, which in no way misleads or misrepresents, has resulted in a strictly enforced copy acceptance policy.

For all copy referring to or incorporating ratings . . .

- 1) rating claims must be fully identified as to rating service, title and date of report.
- 2) exact market areas of the rating service must be identified, and
- 3) competing stations must be referred to as stations "A," "B," and "C," not by call letters.

Trained SRDS personnel carefully check all advertising copy submitted, and reserve the right to turn down any advertising which doesn't meet these rigid requirements.

Buyers are assured of truthful statements to back their station evaluations. Therefore, every station is encouraged to use current and authoritative data as a valuable service to buyers of time.

RT03F-4/4

Clinton—K C L N—Continued

schools. Live discussion show weekly with area high school coaches throughout football and basketball seasons. Live play-by-play high school basketball in summer. Contact Representative for further details. Rec'd 3/31/69.

- PERSONNEL**
President—Robert Z. Morrison.
Vice-Pres. & Gen'l Mgr.—Cecil H. Hamilton, Jr.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w. days; 1390 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 24b, 25c, 29a.
Contracts: 40c, 44a, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Iowa Town and Country Radio Network.

TIME RATES
Eff 2/10/69—Rec'd 2/7/69.

7. PACKAGE PLANS
PER WK: 1 hr 5 hr 10 hr 15 hr 20 hr 25 hr
1 min..... 6.50 6.25 6.00 5.75 5.50 5.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
28 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
42.50	32.50	18.00	10.50
209 x	38.50	28.50	16.50 9.50
417-832 x	35.00	25.00	15.00 8.00

KROS KROS-FM

1941 1947

Media Code 4 216 2400 8.00
Clinton Broadcasting Corp., Jacobsen Bldg., Clinton, Ia. 52732. Phone 319-242-1252.

STATION'S PROGRAMMING DESCRIPTION:
KROS: Programmed for general interest.
Music segments handled by air personalities. MUSIC: 60% middle-of-the-road albums and 40% current hits, singles. NEWS: 3 man local news staff, with six 15 min newscasts plus live and network news on half hours. FARM: 7 hours of programming every week, local and regional-origination. SPORTS: Play-by-play includes local high school basketball and football, minor league national farm team. Also Big 10 university football and basketball. Women's program call in show 1:35 pm. Evening programming features play-by-play sports and network sports as scheduled. Other evenings music mix as above, plus network half hour news segments and talk shows. Contact Representative for further details. Rec'd 8/14/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bernard M. Jacobsen.
Assistant Manager—Gerald A. Parker.
- REPRESENTATIVES**
Iowa Radio Network.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:45 am-midnight Mon thru Sat. 7:00 am-midnight Sun. CST.
FM FACILITIES
ERP 100,000 w.; 96.1 mc.
Operating schedule: Same as AM. (Non-duplicated 9 am-9 pm Mon thru Sat.)
Antenna ht.—400 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 23a, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Member: Iowa Radio Network.

TIME RATES
Rates effective February 1, 1965. (Card No. 17.)
Card received December 23, 1964.

6. SPOT ANNOUNCEMENTS

Flat	1 min	30 sec or less	20 sec
	7.00	6.00	3.50

DISCOUNTS
3 ti per wk or more...5% 6 ti per wk or more...10%

7. PACKAGE PLANS
WEEKLY BULK PLAN

PER WK.	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
EA.	5.75	5.50	5.00	4.75	4.50	4.25
30 sec	4.25	4.00	3.75	3.50	3.25	3.00

Best available position.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50.00	40.00	25.00	20.00	15.00

DISCOUNTS
13x—5% 52x—12% 156x—20%
26x—10% 104x—15% 260x—25%

COUNCIL BLUFFS

Pottawattamie County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Omaha, Neb.
(including Council Bluffs, Iowa)

CRESTON (1 AM; 1 FM)

Union County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KSIB

1946

NAB

Media Code 4 216 2520 3.00
Southwest Iowa Broadcasting Company, Radio Center, Creston, Ia. 50801. Phone 782-2155.

STATION'S PROGRAMMING DESCRIPTION
KSIB: Programmed for both rural and urban audiences of all ages.
Farm and market programs early morning and noon hour, including live Chicago and area markets and feeder reports. Official weather station with weather information aired several times each hour. NEWS: on hour and half hour. MUSIC: all types played throughout day with special teen program 4-5 pm daily. Employ stringers for local news in area plus shortwave, mobile telephone and beeper. Contact Representative for further details. Rec'd 10/12/67.

- PERSONNEL**
General Manager—E. M. Hornine.
- REPRESENTATIVES**
Iowa Radio Network.
- FACILITIES**
1,000 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21d, 23a, 24b, 28a, 28c, 29c.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Iowa Radio Network.

TIME RATES
No. 12 ET 5/1/67—Rec'd 6/29/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	20 sec
6.50	5.00	3.60
13 x	6.15	4.75 3.40
26 x	6.10	4.50 3.25
52 x	5.50	4.20 3.15
104 x	5.15	3.95 2.95
156 x	4.80	3.60 2.75
260 x	4.40	3.35 2.55
312 x	4.00	3.10 2.40

7. PACKAGE PLANS
SATURATION PACKAGE
(Must be used in week)

PER WK:	ea	tot	ea	tot
6 ti	5.50	33.00	4.20	25.20
12 ti	5.10	61.20	3.90	46.80
18 ti	4.70	84.60	3.60	64.80
24 ti	4.30	103.20	3.30	79.20
30 ti	3.90	117.00	3.00	90.00
50 ti	3.50	175.00	2.70	135.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50	30	22	18	13

DISCOUNTS
13x—1% 52x—5% 156x—15%
26x—2-1/2% 104x—10% 260x—25%

KSIB-FM

1966

NAB

Media Code 4 216 2521 1.00
Southwest Iowa Broadcasting Co., Box 457, Hwy. 34, Creston, Iowa 50801. Phone 515-782-2155.

STATION'S PROGRAMMING DESCRIPTION
KSIB-FM: NEWS: on hour. MUSIC: standards, showtunes and middle-of-the-road. SPORTS: evening sports programs, include live broadcasts of professional baseball, college football, area and high school football and basketball games. Contact Representative for further details. Rec'd 10/12/67.

- PERSONNEL**
President—Arden D. McKee.
Gen'l & Sta. Mgr.—E. M. Horning.
Sales Manager—Wayne Hatchett.
- REPRESENTATIVES**
Iowa Radio Network.
- FACILITIES**
ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 252 ft. above average terrain.
- AGENCY COMMISSION**
15/0, net time only.
- GENERAL ADVERTISING** See coded regulations
See KSIB listing for coded regulations.

TIME RATES
No. FM-1 ET 3/15/67—Rec'd 1/10/67

6. SPOT ANNOUNCEMENTS

Flat	1 min	30 sec	20 sec
	4.30	3.25	2.35
13 x	4.10	3.10	2.25
26 x	3.90	2.95	2.15
52 x	3.70	2.80	2.05
104 x	3.65	2.85	1.95
156 x	3.30	2.50	1.90
260 x	3.05	2.30	1.85
312 x	2.80	2.10	1.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
37.50	21.50	16.50	13.50	9.95
13 x	35.90	20.70	15.85	12.95 9.35
26 x	34.30	19.90	15.15	12.40 8.95
52 x	32.70	19.10	14.45	11.80 8.55
104 x	31.10	18.30	13.75	11.20 8.10
156 x	29.50	17.45	13.05	10.60 7.65
260 x	27.90	16.60	12.35	10.00 7.20
312 x	26.25	15.75	11.65	9.40 6.75

DAVENPORT (Iowa)-ROCK ISLAND-MOLINE (Illinois)

(5 AM; 3 FM)

Davenport-Scott County, Iowa—Map Location L-5
Rock Island-Rock County, Ill.—Map Location C-3
Moline-Rock Island County, Ill.—Map Location C-3
See SRDS consumer market map and data at beginning of the State.
stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KSTT

1948
DAVENPORT, IOWA

mcgavren-guild
pgw radio, inc.

NAB

RAB

Media Code 4 216 2690 4.00
KSTT, Inc., 1111 East River Dr., Davenport, Iowa 52803. Phone 319-326-2541.

- PERSONNEL**
President—Frederick Epstein.
Vice-Pres. & Nat'l Sales Mgr.—James M. Watt.
Program Director—Bobby Rich.
- REPRESENTATIVES**
McGavren-Guild-PGW Radio, Inc.
- FACILITIES**
1,000 w.; 1170 kc. Directional—separate patterns day and night.
Operating schedule: 5:00-1:00 am. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28c, 29b, 30, 39d.
Contracts: 40a, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
(* Applies to minutes and 30 seconds only.
Affiliated with American Contemporary Network.

TIME RATES
No. 15 ET 10/1/67—Rec'd 10/9/67.
AAA—Mon thru Sat 6-9 am & 4-7 pm.
AA—Mon thru Sat 9 am-4 pm & 7-10 pm.
A—All other times.

FIRST IN 18-49 ADULTS

CUME AUDIENCE ESTIMATE*

All Day Mon.-Sun.	Age 18-49 Adults
KSTT	50,000
Station A	22,300
Station B	30,100
Station C	25,800
Station D	34,700

KSTT is first in 18-49 adults reached in every time period*

*Source: Pulse, Inc. 3-county metro survey, April, 1969. Subject to limitations therein.

KSTT

DAVENPORT / ROCK ISLAND / MOLINE
represented by mcgavren-guild-pgw radio, inc.

IOWA

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	22	20	19	18	17
AA	20	18	17	16	15
A	17	14	13	12	11

30 sec or less: 80% of 1-min.
10 sec or less: 50% of 1-min.
1-min and 30-sec combinable for frequency earned rate.

CONSECUTIVE WEEK DISCOUNT
52 wk—8%
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

1 MIN:		1	11
6-9 am Mon thru Sat	6	4
9 am-4 pm Mon thru Sat	6	5
4-7 pm Mon thru Sat	6	4
7 pm-midnight Mon thru Sat; all day Sun	6	5

Plan I—24 spots per week, ea 14.00.
Plan II—18 spots per week, ea 15.00.
30 sec or less: 80% of 1-min.
10 sec or less: 50% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWS
(At :25 & :55—31 times daily)
1-1/2 x applicable 1-min rate; 1-min commercial time plus open and close billboard.

KWNT

1952
DAVENPORT, IOWA

RAB

Media Code 4 216 2760 5.00
Robert W. Schmidt, 1019 Mound St., Davenport, Iowa 52803. Phone 319-326-4407.

STATION'S PROGRAMMING DESCRIPTION
KWNT: Programmed for young adults, with emphasis on country and western music fans.
MUSIC: current hits in country or folk category. Personalities handle all segments. NEWS: network news on half hour, plus farm market reports and frequent weather checks. Direct weather wire. SPORTS: limited high school football and basketball, university football in season, NASCAR racing in season. Class A Midwest League baseball. Contact Representative for further details. Rec'd 9/12/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert W. Schmidt.
General Sales Manager—Charles Lintgen.
Prog. & Farm Dir.—Hal Rayburn.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
500 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KWNT-FM.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 15b.
Basic Rates: 20b, 21b, 21d, 23b, 24c, 25a, 28c, 29a, 33c.
Contracts: 40a, 42a, 42c, 44a, 45, 47c, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62a, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
No. 8 ET 10/1/68—Rec'd 9/11/68.

6. SPOT ANNOUNCEMENTS

1 min	15	30 sec	12
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CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
RATEHOLDER

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15.00	14.50	13.50	12.50	11.50
30 sec	12.00	11.50	10.50	9.50	8.50

Minimum wkly sched of 5 1-min spots Mon thru Fri necessary to maintain consec wk advertising.

KWNT-FM

1966

DAVENPORT, IOWA

Media Code 4 216 2800 9.00
Robert W. Schmidt, 1019 Mound St., Davenport, Iowa 52803. Phone 319-326-4407.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert W. Schmidt.
General Sales Manager—Charles Lintgen.
Prog. & Farm Dir.—Hal Rayburn.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 27,000 w.; 108.5 mc.
Operating schedule: 5 am-10 pm daily. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-sunrise & local sunset-10 pm. For simulcast facilities see KWNT.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
See KWNT listing for coded regulations.

TIME RATES
Rates are identical to KWNT. See that listing.
(Davenport (Iowa)-Rock Island-Moline (Illinois) continued on next page)

ADULT
LEADER
in the
**QUAD
CITIES**

#1 Adults 25 and over

6 AM-Mid., M-F
24 hrs. a day, M-F

#1 Men 25 and over

6 AM-Mid., M-F
24 hrs. a day, M-F

#1 Women 25 and over

24 hrs. a day, M-F

#1 Total Men

Combined Drive Times
6-10 AM & 3-7 PM, M-F
Share of Men 6 AM-Mid.,
M-F

#1 Total Adults

Morning Drive Time
6-10 AM, M-F

Pulse, Davenport-Rock Island-Moline, 3 Co.
Metro April 1969. Avg. 1/4 hr. au-
diences.

IOWA

Davenport (Iowa)-Rock Island-Moline
(Illinois)—Continued

W H B F
1925
ROCK ISLAND, ILL.
CBS Radio Network

Edward Petry & Co., Inc.



Subscriber to the NAB Radio Code
Media Code 4 216 2880 1.00
The Rock Island Broadcasting Co., Telco Bldg., Rock
Island, Ill. 61201. Phone 309-788-5441. TWX
910-853-1508.

STATION'S PROGRAMMING DESCRIPTION

WHBF: Programmed for general interest.
MUSIC: Latest popular music and modern standards
with six personalities handling all segments. NEWS:
local, regional, national and international, nine man
news staff plus correspondents at both state capitals,
Illinois and Iowa and 26 stringers. AP wire and
network news. Radar Weather Reports. Contact Repre-
sentative for further details. Rec'd 3/21/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Maurice J. Corken.
Vice-Pres. & Dir., Sales—Ted Arnold.
National Sales Manager—Dewey L. Nelson.

2. REPRESENTATIVES

Edward Petry & Co., Inc.
Minneapolis—Harry S. Hyett Co., Inc.

3. FACILITIES

5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 14c, 18.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 26, 28c, 30.
Contracts: 40a, 41, 42a, 43, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60l.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Dual sponsorship not permitted in commercial ad-
vertisements.

TIME RATES

No. 19 EXT 4/1/69—Rec'd 2/10/69.

AA—Mon thru Sat 6-10 am.

A—Mon thru Sat 10 am-7 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: CLASS AA

1 min. 25.00 23.00 22.00 21.00 20.00

20/30 sec. 20.00 18.50 17.50 17.00 16.00

PER WK: CLASS A

1 min. 22.00 20.00 19.00 18.00 17.00

20/30 sec. 17.50 16.00 15.00 14.50 13.50

PER WK: CLASS B

1 min. 18.00 14.00 13.00 12.00 11.00

20/30 sec. 13.00 11.00 10.50 9.50 9.00

ID's: 60% of 1-min.

Spots may be applied toward frequency discounts on
WHBF-FM spot schedule, but not vice-versa.

7. PACKAGE PLANS

AM ONLY

TOTAL AUDIENCE PLAN 1

12 tl (5AA, 5A, 2B) 1 min 20/30 216 174

18 tl (8AA, 8A, 2B) 306 243

24 tl (10AA, 10A, 4B) 384 300

10 sec: 50% of 1-min.

AM/FM COMBINATION

TOTAL AUDIENCE PLAN 2

12 tl (5AA, 5A, 2B) 264 216

18 tl (8AA, 8A, 2B) 369 287

24 tl (10AA, 10A, 4B) 456 360

8. PROGRAM TIME RATES

(6 am-7 pm)

1 hr. 150.00 135.00 130.00 125.00 120.00 110.00

1/2 hr. 80.00 80.00 75.00 70.00 65.00 60.00

1/4 hr. 50.00 47.50 45.00 40.00 35.00 30.00

5 min. 35.00 30.00 25.00 20.00 17.50 15.00

All other times: 75% of above.

10. SPECIAL FEATURES

15-min News—Time plus 7.50 per time news service.

W H B F-FM
1947
ROCK ISLAND, ILL.



Media Code 4 216 2881 9.00
The Rock Island Broadcasting Co., Telco Bldg., Rock
Island, Ill. 61201. Phone 309-788-5441. TWX
910-853-1508.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Maurice J. Corken.
Vice-Pres. & Dir., Sales—Ted Arnold.
National Sales Manager—Dewey L. Nelson.

2. REPRESENTATIVES

Edward Petry & Co., Inc.
Minneapolis—Harry S. Hyett Co., Inc.

3. FACILITIES

ERP 39,000 w.; 98.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 900 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; rendered on 1st.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 14c, 18.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 28c, 30.

Contracts: 40a, 41, 42a, 43, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60l.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
TV facilities—WHBF-TV.
Sold in combination with WHBF. See that listing
for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 EXT 4/1/69—Rec'd 2/10/69.

6. SPOT ANNOUNCEMENTS

PER WK: 1 tl 6 tl 12 tl 18 tl 24 tl

1 min. 6.00 5.50 5.00 4.50 4.00

20/30 sec. 5.00 4.50 4.00 3.50 3.00

8. PROGRAM TIME RATES

PER WK: 1 tl 2 tl 3 tl 4 tl 5 tl 6 tl 7 tl

1 wk. 40 38 36 34 32 30 28

13 wk. 38 36 34 32 30 28 26

26 wk. 36 34 32 30 28 26 24

52 wk. 34 32 30 28 26 24 22

10. SPECIAL FEATURES

PER WK: NEWS

5 min. 15 13 11 9 7

W O C
1922

W O C-FM
1948

DAVENPORT, IOWA

NBC Radio Network
BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 216 3000 5.00
WOC Broadcasting Co., 805 Brady St., Davenport,
Iowa 52808. Phone 319-324-1861. TWX 910-525-1189.

STATION'S PROGRAMMING DESCRIPTION

WOC: Programmed for young adults.
Middle-of-the-road music in a personality oriented
format. NEWS: world at :60 and local at :30
throughout schedule. Conference call type phone show
10:30 pm-12M, M-F, 10 man news department, 3
mobile units and plane. 2 nightly sports shows plus
major league baseball high school and college bas-
ketball and football in season. Farm market news
6:30-8 am & noon-12:30 pm. Contact Representative
for further details. Rec'd 11/27/67.

1. PERSONNEL

General Manager—Robert H. Kreighoff.
Sales Manager—Don Green.
Program Director—Don Hanley.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 1420 kc. Directional—separate patterns day
and night.

Operating schedule: 4:55 am-midnight. CST.

FM FACILITIES

ERP 47,000 w., 103.7 mc.

Antenna ht.—800 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.

Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 24c, 25a.

28a, 28a, 32b, 33a.

Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50,

51b.

Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b,

62d.

Cancellation: 70a, 70e, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with NBC and Blair Represented Network.

Beer advertising acceptable subject to certain restric-
tions—details on request.

Following tables show rates after deduction of all
applicable discounts.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 22 EXT 5/1/68—Rec'd 4/4/68.

Rev. rec'd 8/9/68.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.

A—Mon thru Sat 5-8 am, 10 am-noon & 1-3 pm; Sun
sign-on-7 pm.

B—Daily 7 pm-midnight.

CLASS AA

1 min. 25.00 23.00 21.00 18.00 17.00

20/30 sec. 20.00 18.50 16.75 15.25 13.75

10 sec. 12.50 11.50 10.50 9.50 8.50

CLASS A

1 min. 22.00 20.00 18.00 16.00 14.00

20/30 sec. 17.75 16.00 14.50 12.75 11.25

10 sec. 11.00 10.00 9.00 8.00 7.00

CLASS B

1 min. 16.00 14.00 12.00 10.00 8.00

20/30 sec. 12.75 11.25 9.50 8.00 6.50

10 sec. 8.00 7.00 6.00 5.00 4.00

7. PACKAGE PLANS

BEST TOTAL AUDIENCE

PER WK: Specified 5 tl 10 tl 15 tl 20 tl 30 tl

6-10 am & 3-7 pm 7 10 15

10 am-3 pm 5 5 10

7 pm-sign-off 3 5 5

EA 15 14 13

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNTS

28 consec wk—5% 52 consec wk—10%

Rateholder: 3 wk minimum in previously used cate-
gory.

8. PROGRAM TIME RATES

1x 13x 52x 156x 260x 312x

1 hr. 75 --- --- --- ---

1/2 hr. 50 --- --- --- ---

1/4 hr. 40 37 34 31 28 25

5 min. 25 23 21 19 17 15

(This listing continued on next page)

WHBF reaches the adults
with buying power;
more adults (25 plus) than
any other Quad-City station

check these facts:

Monday thru Sunday, 24 hrs

WHBF is No. 1 in Women (25 plus) reached

WHBF is No. 1 in Men (25 plus) reached

Monday-Friday, drive times 6-10 am & 3-7 pm

WHBF is No. 1 in Women (25 plus) reached

WHBF is No. 1 in Men (25 plus) reached

* cumulative audience estimates. The Pulse, Inc., April 1969

QUAD CITIES ADULT RADIO SINCE 1925

WHBF NO. 2 metro
market
in Iowa &
Illinois

CBS for the Quad-Cities, Western Illinois and Eastern Iowa.

Edward Petry & Co. has more detail;

also, Harry S. Hyett & Co. in Minneapolis... call them!



MOLINE

The Eastman Station

Davenport (Iowa)-Rock Island-Moline
(Illinois)—WOC, WOC-FM—Continued

10. SPECIAL FEATURES

NEWS PROGRAMS
(6-9 am & noon-1 pm)

PER WK:	6 11	5 11	3 11	2 11	1 11
10 min.	120	105	69	46	24
5 min.	90	80	51	36	19

(9 am-noon & 1-7 pm)

10 min.	84	75	48	34	18
5 min.	66	60	39	28	15

(7 pm-sign-off)

10 min.	66	60	39	28	15
5 min.	54	50	33	24	13

EVERY SUNDAY MORNING
Includes 45 minutes of music.
Each segment contains 5-minutes news & weather-cast. 8-8:45 am, 8:45-9:30 am, 9:30-10:15 am & 10:15-11 am.
Flat rate, fully commissionable. 60

WQUA

1946
MOLINE, ILL.

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 216 3120 1.00
Radio Moline, Inc., Radio Center, Moline, Ill. 61265.
Phone 309-764-6727.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—G. LaVerne Flambo.
Assistant Manager—Kenneth A. Buel.
National Sales Manager—Donald K. Wiese.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours, CST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61c, 62b.
Cancellation: 70a, 71a, 73a.
At station's option, cancellation of contracts cannot become effective until 2 weeks after contractual starting date.
Affiliated with Eastman Network.

TIME RATES
Eff 11/1/67—Rec'd 10/4/67.
Section I—Mon thru Sat 6-10 am & 3-7 pm.
Section II—Mon thru Sat 10 am-3 pm.
Section III—Mon thru Sat 5-8 am & 7 pm-midnight;
Sunday all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 11	12 11	18 11	24 11
I	26	23	21	20
II	16	14	13	12
III	16	14	13	12

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

BEST BUY PLANS

WKLY:	Full	Split
I	15 11	8 11
II	10 11	5 11
III	5 11	2 11

1 min. ea. 15.00 17.00
Not combinable with other weekly plans for added frequency.
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Minimum wkly sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

CONSECUTIVE WEEK DISCOUNTS
26 wks—5% 52 wks—10%

8. PROGRAM TIME RATES
5-minutes—1-1/2 x applicable 1-min rate.

DECORAH

Winnebago County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

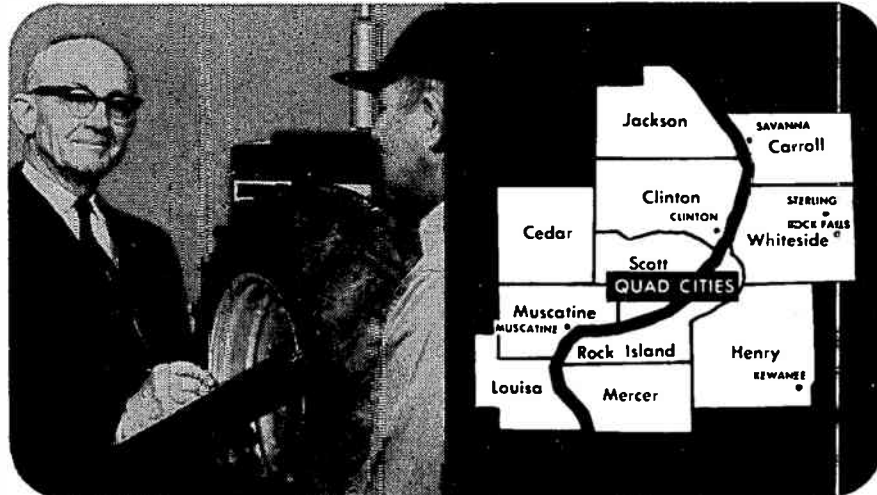
KDEC

1947
MOLINE, ILL.

Subscriber to the NAB Radio Code
Media Code 4 216 3240 7.00
Scenic Broadcasting Co., Inc., Locust Rd., Decorah, Iowa, 52101. Phone 319-382-4251.

STATION'S PROGRAMMING DESCRIPTION
KDEC: Programmed for adults with emphasis to farmers.
FARM: daily interviews or comments with local and area agricultural specialists, county extension director, ASCS office, home economist, vo-ag dept, instructor, farm bureau, etc. South St. Paul markets twice a day. Auction news programs and wire farm news and markets. Weather news 6:45 am & 7:55 am, M-Sat. **MUSIC:** middle-of-the-road, country and some rock. **NEWS:** 11 daily, emphasis on local news and weather. **SPORTS:** local college and high school remotes. Community service: community action news several times daily, area high school activity programs Sat afternoons and special programs as needed. Contact Representative for further details. Rec'd 3/3/60.

- PERSONNEL**
General Manager—Verne Koenig.
Sales Manager—Kenneth L. Bjerke.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Shares time with KWLC, Luther College, Decorah. Operating schedule: 6:00-9:00 am and 11:45 am-midnight, CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.



J. R. Underwood
WOC Farm Director

The rich 11-county area of
WOC-LAND... a \$411 million
farm income market*

Are you getting your share of the rich farm market served by WOC Radio? If you sell **TRUCKS • TIRES • IMPLEMENTS • TOOLS • FEED • SEED • FERTILIZERS • INSECTICIDES** you should consider investing your advertising dollars in programs and announcements on the station that talks the farmer's language... WOC Radio!

J. R. Underwood, former Scott County Extension Director, keeps farmers abreast of what's happening locally as well as nationally. For availabilities in and around J. R.'s farm news and market trend broadcasts, call your WOC Salesman or Blair Representative. Let WOC Radio help you get your share of this rich market.

WOC RADIO covers all areas of interest and interests all people of the area.

*SR & D



RADIO
1420



Exclusive National Representative — Blair Radio

IOWA

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a.
Cancellation: 70a, 70c, 71a.
Rates cover only station time and facilities from studio. Contract renewal subject to rates in effect at time of renewal. All discounts paid at completion of contract.
Member: Iowa Town and Country Network.

TIME RATES
Eff 4/1/69—Rec'd 3/3/69.

7. PACKAGE PLANS

PER WK:	1 11	5 11	10 11	15 11	20 11	25 11
1 min.	5.50	5.25	5.00	4.75	4.50	4.25
30 sec:	80% of 1-min.	10 sec:	60% of 1-min.			

CONSECUTIVE WEEK DISCOUNT
26 wks—5% 52 wks—10%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 11	40.00	24.00	15.00	11.00	8.00
26 11	35.00	20.00	14.00	10.00	7.50
52 11	33.00	18.00	13.00	9.50	7.00
104 11	30.00	16.00	12.00	8.00	6.50
156 11	28.00	15.00	11.00	8.50	6.00
260 11	26.00	15.00	10.50	8.00	5.50

9. PARTICIPATING PROGRAMS
South St. Paul Markets—Mon thru Sat 6:55 am & 6:30 pm.
Trading Post—Mon thru Sat 7 am & 12:35 pm.
Farm News and Markets—Mon thru Sat 12:20 pm.
Applicable rate plus 10%.

DENISON (1 AM; 1 FM)

Crawford County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KDSN

1956
MOLINE, ILL.

Subscriber to the NAB Radio Code
Media Code 4 216 3360 3.00
Denison Broadcasting Co., Box 337, Denison, Ia. 51442. Phone 712-263-3141.
Studio—1/2 mile northeast on Ridge Rd.

STATION'S PROGRAMMING DESCRIPTION
KDSN: Programmed for adults and oriented towards farmers and agri-businessmen.
FARM: farm director does agricultural news, markets, interviews and covers agricultural events, 11:45 am-1 pm daily. Guest county agents and university ag show daily. Community service programming: area events, daily area school and athletic programs, daily public affairs program 2-3 pm, with guest interviews and discussion. **NEWS:** local news with staffed and equipped news room. 3 local daily news programs 9 am, 2:30 & 5 pm. **MUSIC:** middle-of-the-road, some classics, one hour country and half hour polka. Contact Representative for further details. Rec'd 7/5/69.

- PERSONNEL**
General Manager—Don Uker.
Sales Manager—Walt Morrison.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
500 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
Partial simulcast operation, Simulcast 6 am-local sunset. For non-simulcast facilities see KDSN-FM.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11g, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23b, 24b, 25a, 26, 28b, 29b, 30, 32a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 49, 51b.
Comb.: Cont. Discounts: 60h, 61b, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Iowa Town and Country Network.

TIME RATES
Eff 3/1/69—Rec'd 2/5/69.

7. PACKAGE PLANS

PER WK:	1 11	5 11	10 11	15 11	20 11	25 11
1 min.	6.00	5.75	5.50	5.25	5.00	4.75
30 sec:	80% of 1-min.	10 sec:	60% of 1-min.			

CONSECUTIVE WEEK DISCOUNT
26 wks—5% 52 wks—10%

8. PROGRAM TIME RATES

	26x	52x	104x	156x	260x	312x
1/4 hr.	17.50	16.50	15.50	14.50	13.50	12.50
5 min.	7.00	6.75	6.50	6.25	6.00	5.75

KDSN-FM

1968
MOLINE, ILL.

Media Code 4 216 3361 1.00
Denison Broadcasting Co., Box 337, Denison, Iowa 51442. Phone 712-263-3141.

- PERSONNEL**
General Manager—Don Uker.
Sales Manager—Walt Morrison.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz. & vert.); 107.1 mc.
Operating schedule: 6 am-11 pm, CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KDSN.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See KDSN for coded regulations.

TIME RATES
Rates are identical to KDSN. See that listing.

KIOA

AGAIN Dominates the Des Moines Market

ALL DAY LEADER

1st with Men 18-49,
Women 18-49, Adults 18-49,
Teens, Total Persons
6AM-Mid., M-S Avg. 1/4 Hr. and Cumes

DRIVE TIME LEADER

1st with Men 18-49,
Women 18-49, Adults 18-49,
Teens, Total Persons
6-10AM & 3-7PM, M-F Avg. 1/4 Hr. and
Cumes

1st CHOICE OF HOUSEWIVES

1st with Women 18-64
10AM-3PM, M-F Avg. 1/4 Hr.
ARB: Des Moines, April/May 1969

Extensive Coverage

... 10,000 Watts on 940 kc

Bold Impact

... An Exclusive Modern
Sound in Central Iowa

KIOA

Des Moines
Ask your friendly EASTMAN

IOWA

DES MOINES (6 AM; 4 FM)

Polk County—Map Location F-5
See SIDS consumer market map and data at beginning of the State.

KCBC

1947
Media Code 4 216 3480 9.00
Allied Broadcasting Co., Box 1404, Des Moines, Ia.
50305, Phone 515-277-4485.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert D. Bunce.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w.; 1390 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily, CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28c, 29a, 30.
Contracts: 40a, 42c, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellations: 70b, 70c, 71a, 72, 73b.
Prod. Services: 81.
Affiliated with MBS Radio Network.
Member: Iowa Radio Network.

TIME RATES
ET 2/1/69—Rec'd 1/6/69.
AA—8-9 am & 4-7 pm.
A—9 am-4 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
PER YR: 260x 520x 1040x 260x 520x 1040x
AA 7.00 6.50 6.00 5.50 5.00 4.50
A 6.00 5.50 5.00 4.50 4.00 3.50
15 sec or less: 50% of earned 1-min rate.
7. PACKAGE PLANS
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec
12 ti 7.00 5.50 6.00 4.50 5.50 4.50
24 ti 6.50 5.00 5.50 4.00 5.00 4.00
36 ti 6.00 4.50 5.00 3.50 4.50 3.50
48 ti 5.40 4.00 4.50 3.00 4.00 3.00
15 sec or less: 50% of earned 1-min.

10. SPECIAL FEATURES
5 MINUTE NEWS
WKLY: 3 ti 6 ti 9 ti 12 ti 18 ti 24 ti 30 ti 36 ti
AA 12.00 11.50 11.00 10.00
A 11.00 10.50 10.00 9.00 8.00 7.00 6.00 5.00

KDMI (FM)

1961
Media Code 4 216 3600 2.00
Richards and Associates, 4440 N.E. 23rd St., Des Moines, Iowa, 50317, Phone 515-243-7135.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Vance.
Program Director—A. Richard Bloomberg.
2. REPRESENTATIVES
Roger Coleman, Inc.
3. FACILITIES
ERP 115,000; 97.3 mc.
Operating schedule: 6:00-2:00 am, CST.
Antenna ht.: 350 ft. above average terrain.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 25a, 28b, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62a, 62d.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 81, 82.

- TIME RATES
Rates effective
Rates received July 1, 1964.
6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 ti 10.00 7.00
13 ti 9.50 6.50
52 ti 9.00 6.01
312 ti 8.00 5.5c
385 ti 7.50 5.00

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
(Must be used in a 7 day period)

	ea	tot	ea	tot
10 ti	9.00	90.00	6.50	65.00
15 ti	8.50	127.00	6.30	94.50
25 ti	8.00	200.00	6.00	150.00
50 ti	7.00	350.00	5.50	275.00
75 ti	6.00	450.00	5.00	375.00

 8. PROGRAM TIME RATES
1 hr 1/2 hr 30 sec
1 ti 70.00 48.00 20.00 15.00
13 ti 68.00 46.00 19.00 14.00
52 ti 65.00 44.00 18.50 12.50
312 ti 62.50 42.00 17.00 11.50
385 ti 60.00 40.00 16.00 10.00

KFMG (FM)

1964
Media Code 4 216 3720 8.00
Iowa Fine Music Broadcasters, Inc. (a subsidiary of Woodland Corp.), Brown Hotel, Suite 1108-10, Des Moines, Iowa, 50302, Phone 515-288-0157.

- STATION'S PROGRAMMING DESCRIPTION
KFMG (FM): Programmed for adults and young adults.
MUSIC 95%: complete range of serious, classical and light classical in all performance categories. Listener's requests, 1-8 pm, M-Sat, Symphony concerts, 8-10 pm, Sun. Popular and progressive jazz, Broadway sound tracks, popular folk and progressive rock during late evening hours. Latest record releases featured. Weather hourly. Chamber of Commerce reports and public news interviews. Live remote coverage of special conferences. Previews of university fine arts, symphony and civil music association events. Community calendar, peace news and views, problems in alcoholism. Contact Representative for further details. Rec'd 7/7/69.

1. PERSONNEL
President—Harold Y. Castle.
General Manager—Mrs. Wm. N. Plymat.
2. REPRESENTATIVES
General: E. Groskin & Co.
3. FACILITIES
ERP 5,000 w.; 94.9 mc.
Operating schedule: 9-1 am daily, CST.
Antenna ht.: 208 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 48.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a, 70f, 71a, 73a.
For 60 minute programs maximum length of commercial continuity is limited to 6:00 minutes.
Member: The Groskin Group.

- TIME RATES
ET 10/1/67—Rec'd 10/5/67.
6. SPOT ANNOUNCEMENTS
1x 15x 30x 60x 125x 250x 500x
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00
 8. PROGRAM TIME RATES
1x 15x 30x 60x 125x 250x 500x
1 hr 55 52 50 48 46 44 42
1/2 hr 41 39 37 35 33 31 29
5 min 23 22 21 20 19 18 17

KIOA The Eastman Station

- Subscriber to the NAB Radio Code
Media Code 4 216 3940 4.00
Mid-America Broadcasting Inc., 215 Kew Way, Des Moines, Iowa 50300, Phone 515-282-9191.
1. PERSONNEL
President—Burrell Small.
General Manager—Paul Jay Jacobson.
 2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.
 3. FACILITIES
10,000 w. days, 5,000 w. nights; 940 kc.
Directional—separate pattern day and night.
Operating schedule: 21 hours daily, CST.
 4. AGENCY COMMISSION
15%; no cash discount. Bills payable when rendered.
 5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70f, 71a, 73a.
Affiliated with The Eastman Network.
Beer advertising exemptable.

- TIME RATES
ET 10/1/68—Rec'd 9/5/68.
- I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-8 am & 10 pm-midnight; Sun all day.
 6. SPOT ANNOUNCEMENTS
PER WK: SECTION I
1 ti 12 ti 18 ti 24 ti
1 min 42.00 38.00 36.00 35.00
30 sec 33.60 30.40 28.80 28.00
10 sec 21.00 19.00 18.00 17.50
SECTION II
1 min 34.00 30.00 29.00 28.00
30 sec 27.20 24.00 23.20 22.40
10 sec 17.00 15.00 14.50 14.00
SECTION III
1 min 28.00 23.00 22.00 21.00
30 sec 20.80 18.40 17.80 16.80
10 sec 13.00 11.50 11.00 10.50
 7. PACKAGE PLANS
BEST BUY PLANS
30 ti (12 I, 12 II, 6 III) 1 min, ea 23
15 ti (6 I, 6 II, 3 III) 1 min, ea 26
Not combinable with other weekly plans for added frequency.

- CONSECUTIVE WEEKS DISCOUNT
(Not applicable to Best Buy Plan)
28 wks—4% 52 wks—8%
Minimum wkly sched of 6 1-min spots 6am-12m
Mon-Sun necessary to maintain consec wk advertising.
All spots and packages cross-combinable for frequency discount except Best Buy Plan.
8. PROGRAM TIME RATES
5 minutes—1-1/2 x applicable 1-min rate.

KLFM (FM)

- 1967
CITY OF LICENSE
AMES
Roger Coleman, Inc.
- Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Ames, Iowa.)
Media Code 4 216 0800 5.00
Lunde Corporation, Box 395, 304-1/2 Main St., Ames, Iowa 50010, Phone 515-232-0104.

- STATION'S PROGRAMMING DESCRIPTION
KLFM (FM): Programmed for adults and young adults.
MUSIC 80%: news and sports 20%. NEWS: major newscasts 10-15 min at 7 am, 8 am, 6 pm, 11 pm. Short newscasts, 2-5 min hourly. Business news. University and high school football and basketball broadcasts. MUSIC: film, showtunes, standards, middle-of-the-road, jazz, folk music, semi-classic, general orchestral music.
COMMERCIAL POLICY:
8 minutes per hour. Contact Representative for further details. Rec'd 8/6/68.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul D. Lunde.
Operations Manager—Mark R. Lunde.
Vice-President—Barbara K. Lunde.

2. REPRESENTATIVES
Roger Coleman, Inc.
3. FACILITIES
ERP 100,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 450 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25b, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Tobacco advertising not exemptable.
Affiliated with American FM Network.

- TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 6/1/69—Rec'd 5/5/69.
- A—Mon thru Sat 6 am-midnight; Sun 7 am-midnight.
B—All other times.
6. SPOT ANNOUNCEMENTS
CLASS A: 1x 150x 150x 250x 500x 1000x 1500x
1 min 5.00 4.70 4.50 4.00 3.50 3.00 2.50
30 sec 4.00 3.80 3.60 3.20 2.80 2.40 2.00
10 sec 3.00 2.80 2.50 2.20 1.90 1.60 1.30
CLASS B: 60% of A.
 7. PACKAGE PLANS
CLASS A—ROS SATURATION PLANS
DAYS: 5 7 10 15 20
EA: 10 ti 20 ti 30 ti 50 ti 100 ti
1 min 4.50 4.00 3.50 3.00 2.50
30 sec 3.60 3.20 2.80 2.40 2.00
10 sec 2.50 2.20 1.90 1.60 1.30
 8. PROGRAM TIME RATES
CLASS A: 1 hr 1/2 hr 1/4 hr 10 min 5 min
Flat 40 24 14 12 10
CLASS B: 60% of A.
 10. SPECIAL FEATURES
NEWSCASTS
CLASS A, PER WK: 1/4 hr 10 min 5 min
1 ti 9 9 7
3 ti 8 7 6
5 ti 7 6 5
CLASS B: 60% of A.
Sat and Sun Newscasts deduct 1.00. (D)

KRNT 1935 CBS Radio Network

- Subscriber to the NAB Radio Code
Media Code 4 216 4080 6.00
Covales Communications, Inc., KRNT Center, 8th and Pleasant Sts., Des Moines, Iowa 50309, Phone 515-243-4141, TWX 515-285-4767.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert Dillon.
General Sales Manager—Bill Hippee.
Program Director—Joe Hudgens.
2. REPRESENTATIVES
Katz Radio, West.
3. FACILITIES
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 5:30 am-midnight weekdays; 7:00 am-midnight Sun, CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio A.I.D. Plan.

- TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 24 ET 5/1/68—Rec'd 4/17/68.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-9:30 am.
A—Mon thru Fri 4-7 pm.
B—Mon thru Fri 9:30 am-4 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-6 am.
 - PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
AA 40 35 34 33 32
A 35 32 31 30 29
B 29 28 25 24 23
C 20 17 16 15 14
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of length or classification, may be cross combined for discounts. Programs and spots, however, may not be combined.

- 50/50 TRAFFIC IMPACT PLAN
An advertiser who schedules at least half his combined AA and A weekly spots in A time earns A rates on all his AA and A spots.
7. PACKAGE PLANS
WEEKEND PLAN
PER WKND: 10 ti 15 ti 20 ti
1 min 220 300 380
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
VIP PLAN
PER WK, EA: 15 ti 30 ti
1/3 8-10 am, 1/3 4-7 pm, 1/3 all other ti 25 22

8. PROGRAM TIME RATES
A—Mon thru Fri 6-9:30 am & 4-7 pm.
B—Mon thru Fri 9:30 am-4 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-6 am.
- CLASS A
1 hr 100.00 95.00 90.00 85.00 80.00 75.00
1/2 hr 65.00 62.00 59.00 56.00 53.00 50.00
1/4 hr 40.00 48.00 46.00 44.00 42.00 40.00
10 min 45.00 43.00 41.00 39.00 37.00 35.00
5 min 40.00 38.00 36.00 34.00 32.00 30.00
CLASS B
1 hr 90.00 86.00 82.00 78.00 74.00 72.00
1/2 hr 58.00 55.00 50.00 47.00 44.00 41.00
1/4 hr 40.00 37.50 35.00 32.50 30.00 27.50
10 min 35.00 33.00 31.00 29.00 27.00 25.00
5 min 30.00 28.50 27.00 25.50 24.00 22.50
CLASS C
1 hr 75.00 71.25 67.50 63.75 60.00 56.25
1/2 hr 45.00 42.75 40.50 38.25 36.00 33.75
1/4 hr 30.00 28.50 27.00 25.50 24.00 22.50
10 min 24.00 22.80 21.60 20.40 19.20 18.00
5 min 18.00 17.10 16.20 15.30 14.40 13.50

(Des Moines continued on next page)

KSO

1921

Media Code 4 216 4200 6.00
Stoner Broadcasting System, Inc., 3900 N. E. Broad-
way, Des Moines, Iowa, 50317. Phone 515-265-
4251.

- PERSONNEL General Manager—Glenn Beil.
Sales Manager—James Stowe.
Program Manager—Robert Beers.
- REPRESENTATIVES Edward Peay & Co., Inc.
- FACILITIES 5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION 15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a,
24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,
48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h,
61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

- ET 5/1/69—Rec'd 4/28/69.
- AAA—Mon thru Fri 6:30-10 am.
A—Sat 8-10 am; Mon thru Sat 3:30-7:30 pm.
A—Mon thru Sat 10 am-3:30 pm; Sun 7 am-7:30 pm.
B—Mon thru Sun 7:30 pm-midnight.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

	AAA	AA	A	B
1 min 30 sec	1	10	10	30
1 min	13	12	10	9
104 x 11	10	8	7	6
280 x 10	9	7	6	5

7. PACKAGE PLANS

- WEEKLY EQUAL DISTRIBUTION PLANS—ROS
- | | EA | 1 min | 30 sec |
|-----------------------|------|-------|--------|
| 1 min | 6.11 | 12.11 | 18.11 |
| 30 sec | 7.50 | 7.00 | 6.50 |
| Does not include AAA. | 6.50 | 6.00 | 5.50 |

KWDM (FM)

1964

Media Code 4 216 4320 6.00
SEA Corp. Inc., 2401-1/2 University, Des Moines
Iowa 50311. Phone 515-277-6168.

- PERSONNEL Pres. & Gen'l Mgr.—George W. Webber.
Head Engineer—Bob Calderon.
Program—Edith L. Webber.
- FACILITIES ERP 35,000 w.; 93.3 mc. Stereo.
Operating schedule: 7 am-11 pm daily. CST.
Antenna ht.: 410 ft. above average terrain.
- AGENCY COMMISSION 15% on time; no cash discount.
- GENERAL ADVERTISING See coded regulations
Basic Rates: 23a.

TIME RATES

- ET 7/1/66—Rec'd 8/9/66.
- 1 min. ea. 4.

6. SPOT ANNOUNCEMENTS

7. PARTICIPATING PROGRAMS
- | Each | 1 hr | 1/2 hr | 1/4 hr |
|------|------|--------|--------|
| 42 | 24 | 16 | |
- Above rates apply to the following:
Morning Voices—7:30-9 am, weekly.
Melody Time—8:30-10 am, weekly.
Listen While You Work—Mon thru Fri 10-12 pm.
Musical Stars—Sat 10-12 pm.
Noontime Varieties—noon-1:30 pm, weekly.
World Concert—1:30-3 pm, weekly.
Serenade—3-4:30 pm, weekly.
Vocal Roundup—4:30-6 pm, weekly.
Great Orchest. & Great Voices—6-7:30 pm, weekly.
International Music—7:30-9 pm, weekly.
Friendly Music Time—9-11 pm, weekly.

KWKY

1948

Media Code 4 216 4440 2.00
Norseman Broadcasting Inc., 419 Locust St., Des
Moines, Iowa 50309. Phone 515-244-7122.

- STATION'S PROGRAMMING DESCRIPTION
KWKY: Programmed for adults and young adults.
KWYC: country and western exclusively. AIR PER-
SONALITIES 5:30-7:40 am, 10 am-2 pm, 2-6 pm.
NEWS: 5 min on hour, headlines on half hour. Con-
tact Representative for further details. Rec'd 8/16/61.
- PERSONNEL President—Frank Marzittelli.
General Manager—Walter Martell.
 - REPRESENTATIVES Burn-Smith Company, Inc.
 - FACILITIES 1,000 w.; 1160 kc. Directional—separate patterns
day and night.
Operating schedule: 5:45 am-midnight. CST.
 - AGENCY COMMISSION 15/0 time only; rendered weekly or monthly.
 - GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a,
28a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c,
62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Country Music Network.

TIME RATES

- Rates effective
Rates received January 21, 1966.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min	30 sec
13 ti	8.50	7.50	5.75
26 ti	9.00	6.75	5.25
52 ti	8.50	6.50	5.00
	8.00	6.00	5.50

7. PACKAGE PLANS

- WEEKLY PACKAGES—ROS
- | PER WK: | 1 min 30 sec | 1 min | 30 sec |
|------------|--------------|-------|--------|
| 10 ti | 8.00 | 6.00 | 5.50 |
| 15 ti | 7.50 | 5.75 | 5.00 |
| 20 ti | 7.00 | 5.25 | 4.50 |
| DD's—3.00. | | | |

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	10 min.	5 min.
1 time	90.00	54.00	40.00	30.00
52 times	85.50	51.30	37.50	28.50
104 times	81.00	43.60	35.00	27.00
156 times	76.50	45.90	32.50	25.50
260 times	72.00	43.20	30.00	24.00
500 times	67.50	40.50	27.50	22.50

WHO 1924 WHO-FM 1948

NBC Radio Network

BLAIR RADIO

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 216 4560 7.00
WHO Broadcasting Co., 1100 Walnut St., Des
Moines, Ia. 50308. Phone 515-288-6511. TWX 910-
520-2549.

1. PERSONNEL

Pres. & Treas.—Dr. D. D. Palmer.
Vice-Pres. & Gen'l Mgr.—Robert H. Harter.
Sales Manager—Abe Barron.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w.; 1040 kc. Non-directional.
Operating schedule: 24 hours. CST.
FM FACILITIES ERP 24,000 w.; 100.9 mc.
Antenna ht.: 690 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time and talent; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24b, 25a, 26,
28a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 80i, 81a, 81b, 82b, 82a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Affiliated with NBC and Blair Represented Network.
All accounts are subject to same rate.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 26 ET 8/1/68—Rec'd 7/3/68.

WHO Prime Market Area

RANKS AMONG THE NATION'S TOP 20 MARKETS

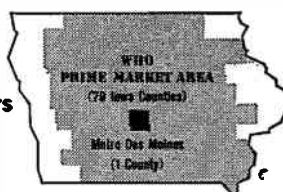
WHO's Prime Market Area covers 79 of Iowa's 99 counties — not just the Des Moines 1-county metro. When combined, these 79 counties* form a market comparable to the highest ranking national markets.

POPULATION	SRDS Metro Rank	Des Moines Metro
Baltimore	12	2,066,100
WHO Prime Market Area		2,010,100
Newark, N. J.	13	1,909,700
CSI		
Baltimore	13	\$6,530,029,000
WHO Prime Market Area		\$5,846,415,000
Minneapolis-St. Paul	14	\$5,796,686,000
FOOD		
Baltimore	13	\$654,903,000
WHO Prime Market Area		\$637,238,000
Houston	14	\$611,597,000
DRUG		
Minneapolis-St. Paul	13	\$114,974,000
WHO Prime Market Area		\$110,117,000
Kansas City, Mo.-Kan.	14	\$107,605,000
AUTOMOTIVE		
Dallas	12	\$665,351,000
WHO Prime Market Area		\$661,783,000
Newark, N. J.	13	\$643,287,000
FILLING STATION		
San Francisco-Oakland	6	394,496,000
WHO Prime Market Area		328,281,000
Washington, D. C.-Md.-Va.	7	324,380,000
PASS. CAR REGIS.		
San Francisco-Oakland	6	1,571,480
WHO Prime Market Area		978,020
St. Louis, Mo.-Ill.	7	965,310

* As defined in Circulation Pulse 1968.

Source: SRDS CM Data 1-1-69

WHO covers this entire area in ONE buy.



WHO Des Moines, Iowa
1-A Clear Channel • 50,000 Watts •
BLAIR RADIO National Representatives

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6-10 am & noon-1 pm.
A—Mon thru Sat 11:30 am-noon 4-7 pm.
B—Mon thru Sat 8:30-8 am 10-11:30 am & 1-4 pm.
C—Mon thru Sat 5-5:30 am & 7 pm-midnight; Sun
dgn-on-midnight.
D—Mon thru Sat midnight-5 am. Rates on request.

PER WK, I TI:	1 MINUTE	1 wk	5 wk	13 wk	26 wk	39-52
AA	74	70	66	62	58	58
A	57	53	50	47	44	44
B	53	49	46	43	40	40
C	32	29	27	25	23	23

7 TI:	AA	A	B	C
AA	70	66	62	58
A	53	50	46	43
B	49	46	42	39
C	28	26	24	22

14 TI:	AA	A	B	C
AA	66	62	58	54
A	46	43	40	37
B	42	39	36	33
C	25	23	21	20

21 TI:	AA	A	B	C
AA	62	58	54	50
A	40	37	33	30
B	36	35	29	28
C	22	20	19	18

25+:	AA	A	B	C
AA	58	54	50	46
A	34	33	32	31
B	28	27	27	26
C	19	18	17	16

30 SECONDS

1 TI:	AA	A	B	C
AA	55	52	49	46
A	43	40	37	35
B	40	37	35	33
C	24	22	20	19

7 TI:	AA	A	B	C
AA	52	49	46	43
A	40	37	35	33
B	37	35	32	30
C	22	20	18	17

14 TI:	AA	A	B	C
AA	49	46	43	40
A	35	33	30	28
B	32	30	28	26
C	18	17	16	15

21 TI:	AA	A	B	C
AA	46	43	40	36
A	30	28	25	24
B	28	26	24	23
C	17	16	15	14

25+:	AA	A	B	C
AA	43	40	36	33
A	28	25	24	23
B	24	23	22	21
C	16	15	14	13

*10 SECONDS

1 TI:	AA	A	B	C
AA	28	26	25	23
A	22	20	19	17
B	20	18	17	16
C	13	12	11	10

7 TI:	AA	A	B	C
AA	26	25	23	22
A	20	19	17	16
B	18	17	16	15
C	12	11	10	9

14 TI:	AA	A	B	C
AA	25	23	22	20
A	17	16	15	14
B	16	15	14	13
C	11	10	9	8

21 TI:	AA	A	B	C
AA	23	22	20	18
A	15	14	13	12
B	14	13	12	11
C	10	9	8	7

25+:	AA	A	B	C
AA	22	20	18	17
A	14	13	12	11
B	12	11	10	9
C	9	8	7	6

(* Minimum 6 per week unless combined with other spot services.)

Programs and 1-minute and 30-second spots may be combined to earn discounts on spots only. All spots may be combined to earn discounts. Multiple products of same parent company may combine for all applicable discounts. Non-plan spots may be scheduled on fixed position basis.

7. PACKAGE PLANS

FLOAT PLANS

Daytime—Mon thru Sat 8:30-11:30 am & 1-7 pm.
Night/Sunday—Mon thru Sat 7 pm-midnight; Sun 8 am-midnight.

PER WK, I TI:	DAYTIME	1 wk	5 wk	13 wk	26 wk	39-52
1 min	37	35	33	30	28	28
30 sec	28	26	25	23	21	21
10 sec	14	13	12	11	10	10

7 TI:	1 min	30 sec	10 sec
1 min	35	33	30
30 sec	26	25	23
10 sec	13	12	11

14 TI:	1 min	30 sec
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IOWA

Des Moines—W H O, W H O-FM—Continued

PER WK, 21 TI:	1 wk	5 wk	13 wk	26 wk	39-52
1 min.	15	14	13	12	11
30 sec.	12	11	10	10	9
10 sec.	6	6	6	5	5
25+:					
1 min.	13	12	12	11	11
30 sec.	11	10	9	9	8
10 sec.	6	6	6	5	5

Advertiser may set up schedule within a specified 3 hour time segment.
All spots may be combined for frequency discounts. Both plans are combinable for earned frequencies. No weekly minimum number of spots required. However, minimum of 8 10-second spots is required unless combined with 1-minute or 30-second spots. Most plans combinable with other spot services for earned frequency.
May be withdrawn on 30 days written notice.
Rateholders: Weekly minimum of 2 1-minute or 30-second spots required. 10-second spots cannot be used as rateholders.

TEN-FORTY PLAN
I—Mon thru Sat 8-8:30 am.
II—Mon thru Sat 8:30 am-noon & 1-7 pm.
III—Mon thru Sat 7 pm-midnight; Sun all day.
1040 spots to be scheduled within 52 broadcast weeks.

I	40	28	15
II	17	12	6
III	10	7	4

Can be scheduled within requested 1/2-hour segment during applicable Plan hours, depending upon availability. No weekly minimum number of spots required, but quantity in any given week depends upon available time.
All times are combinable.
Spots already broadcast at non-plan rates in same 52-week period can be counted toward number required for Ten-Forty Plan, but will earn their own frequency rates. No rebates or credits granted for those spots broadcast prior to conversion to Ten-Forty Plan.
May be withdrawn on 30 days written notice.

8. MAYBE WITHDRAWN ON 30 DAYS WRITTEN NOTICE.
8. PROGRAM TIME RATES
A—Mon thru Sat 7-9 am & noon-1 pm.
B—Mon thru Sat 6-7 am, 9 am-noon & 1-7 pm; Sun sign-on-noon.
C—Mon thru Sat 5:30-8 am & 7 pm-midnight; Sun noon-midnight.
D—Mon thru Sat midnight-5:30 am. Rates on request.

PER WK, 1 TI:	1 wk	5 wk	13 wk	26 wk	39-52
A	180	154	149	143	138
B	122	117	113	108	104
C	62	60	58	56	54
8 TI:					
A	154	149	143	138	132
B	117	113	108	104	99
C	60	58	56	54	52
4 TI:					
A	149	143	138	132	127
B	118	108	104	99	95
C	58	56	54	52	50
6+:					
A	143	138	132	127	121
B	108	104	99	95	90
C	56	54	52	50	48

PER WK, 1 TI:	1 wk	5 wk	13 wk	26 wk	39-52
A	128	123	119	114	110
B	98	94	91	87	84
C	50	48	47	45	44
3 TI:					
A	123	119	114	110	105
B	94	91	87	84	80
C	48	47	45	44	42
4 TI:					
A	119	114	110	105	101
B	91	87	84	80	77
C	47	45	44	42	41
6+:					
A	114	110	105	101	98
B	87	84	80	77	73
C	45	44	42	41	39
1 TI:					
A	96	92	89	85	82
B	74	71	68	64	61
C	38	36	35	33	32
3 TI:					
A	92	89	85	82	78
B	71	69	66	64	61
C	36	35	33	32	31
4 TI:					
A	89	85	82	78	75
B	69	66	64	61	59
C	35	33	32	31	29
6+:					
A	85	82	78	75	71
B	66	64	61	59	56
C	33	32	30	29	27

DUBUQUE (2 AM; 1 FM)

Dubuque County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

KDTH 1941

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 216 4680 3.00
The Telegraph-Herald, Bluff St. and 8th Ave., Dubuque, Ia. 52008. Phone 319-589-5700.
STATION'S PROGRAMMING DESCRIPTION
KDTH: Programmed for general interest.
15 min 2 man news 6 am, 7 am, 8 am. FARM: markets and detailed regional and local weather 5:30-7 am. Housewife phone show 9-10 am guests, problems, recipes. Noon news, weather, and obits noon-12:40 pm. General popular music, interviews, phone quizzes with personalities between 10 am-noon & 1-8 pm. Network news 5 min on each hour. Major evening news and sports 6-6:30 pm & 10-10:30 pm.

High school and college play-by-play sports. MUSIC: country music Sat 8:15 am-noon. Other weekend hours middle-of-the-road music, interviews and features. Contact Representative for further details. Rec'd 2/12/68.

- PERSONNEL**
General Manager—F. Robert Woodward, Jr.
Sales Manager—Robert Mikkalson.
Program Director—Bob Gribben.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1370 kc.
Directional—night only
Operating schedule: 5:30 am-midnight weekdays; 7:00 am-midnight Sun. CST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24b, 25c, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.

TIME RATES
Rates effective February 1, 1965. (Card No. N-65.)
Card received March 2, 1965.

6. SPOT ANNOUNCEMENTS

CLASS AA
(6:30-9:00 am, noon-1:00 pm, 4:00-6:30 pm Mon thru Sat)

		1 MINUTE					
			Per week				
		(*)	6	12	18	24	48
1-12 wks.	11.00	11.00	10.50	10.00	9.50	9.00	8.50
13-25 wks.	11.00	10.50	10.00	9.50	9.00	8.50	8.00
26-51 wks.	10.50	10.00	9.50	9.00	8.50	8.00	7.50
52 wks.	10.00	9.50	9.00	8.50	8.00	7.50	

CLASS A
(All other times)

		1 MINUTE					
			Per week				
1-12 wks.	9.50	9.00	8.50	8.00	7.50	7.00	6.50
13-25 wks.	9.00	8.50	8.00	7.50	7.00	6.50	6.00
26-51 wks.	8.50	8.00	7.50	7.00	6.50	6.00	5.50
52 wks.	8.00	7.50	7.00	6.50	6.00	5.50	

Announcements scheduled between time classifications take the rate of the higher classification. Position protection in non-AA time periods takes the Class A rate.
10-second announcements—50% of earned minute rate.

CLASS A
(All other times)

		1 MINUTE					
			Per week				
1-12 wks.	10.20	9.80	9.20	8.80	8.20	7.80	7.20
13-25 wks.	9.80	9.20	8.80	8.20	7.80	7.20	6.80
26-51 wks.	9.20	8.80	8.20	7.80	7.20	6.80	6.20
52 wks.	8.80	8.20	7.80	7.20	6.80	6.20	

CLASS B
(All other times)

		1 MINUTE					
			Per week				
1-12 wks.	8.20	7.80	7.20	6.80	6.20	5.80	5.20
13-25 wks.	7.80	7.20	6.80	6.20	5.80	5.20	4.80
26-51 wks.	7.20	6.80	6.20	5.80	5.20	4.80	4.20
52 wks.	6.80	6.20	5.80	5.20	4.80	4.20	

(* Less than 6 per week.
Class AA announcements earn frequency discounts for Class A time. Frequency discount may be earned by combining announcements in time classifications.
10 second announcements—50% of earned 1-minute rate.

KFMD (FM) 1967

Subscriber to the NAB Radio Code
Media Code 4 216 4800 7.00
Telegraph-Herald, Inc., 8th & Bluff St., Dubuque, Ia. 52001. Phone 319-588-3635.

- PERSONNEL**
Gen'l & Sales Mgr.—Larry J. McMahon.
Dir. of Oper. & Prog.—Martin S. Jacobs.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
ERP 76,000 w. (horiz.), 76,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 6 am-midnight Mon thru Sat; 10 am-midnight Sun. CST.
Antenna ht.: 465 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28b, 29a, 33d.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62b, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Er 3/67—Rec'd 4/25/67.

7. PACKAGE PLANS
(7-day wk)

PER DAY:	1 ti	3 ti	5 ti	10 ti
Per wk.	3.25	3.10	2.90	2.80

8. PROGRAM TIME RATES

PER WK	1 hr	3 hr	5 hr	6 hr
Per hr.	14	12	10	9

10. SPECIAL FEATURES
NEWS, WEATHER, TIME VIGNETTES

PER WK	1 ti	3 ti	5 ti	6 ti
Er	4.00	3.80	3.60	3.50

RATE HOLDER DISCOUNT PLAN
13 consec wks—5%; 26 consec wks—10%; 52 consec wks—15%.

WDBQ 1933

American Information Network

Subscriber to the NAB Radio Code
Media Code 4 216 4920 3.00
Communications Properties, Inc., 1170 Iowa St., Dubuque, Iowa. 52001. Phone 319-583-6471.

- PERSONNEL**
President—Hart N. Cardozo.
General Manager—Phillip T. Kelly.
Program Director—Paul Hemmer.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation, Minneapolis, St. Paul—Communications Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30-1 am.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 44b, 45, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Iowa Radio Network.

TIME RATES
Er 7/1/68—Rec'd 5/11/68.

A—Mon thru Sun sign-on-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN	1x	26x	52x	104x	156x	260x	520x	1000x
A	8.00	8.25	8.00	7.50	7.00	6.75	5.75	4.50
B	5.95	5.75	5.60	5.25	4.90	4.75	4.00	3.15

20/30 SEC:
A. 6.80 6.60 6.40 6.00 5.60 5.40 4.60 3.60
B. 4.75 4.60 4.50 4.20 3.90 3.75 3.20 2.50

10 SEC:
A. 4.25 4.15 4.00 3.75 3.50 3.40 3.00 2.25
B. 3.00 2.90 2.80 2.60 2.45 2.40 2.10 2.00

8. PROGRAM TIME RATES

1 HR:	1x	15x	26x	52x	104x	260x	520x
A.	49.00	46.00	44.00	42.00	41.00	39.00	37.00
B.	34.00	32.00	31.00	30.00	29.00	28.00	26.00

1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour

ESTHERVILLE

Emmet County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KILR 1967

Subscriber to the NAB Radio Code
Media Code 4 216 4980 7.00
Emmet Radio Corp., Box 708, Hwy. 4, N., Estherville, Iowa, 51334. Phone 712-362-2644.

- PERSONNEL**
President—Daniel D. Sanderson.
Sta. & Sales Mgr.—Barry Hunsinger.
Program Director—Robert Gundersen.
 - REPRESENTATIVES**
Iowa Radio Network.
 - FACILITIES**
250 w.; 1070 kc. Directional days.
Operating schedule: 6 am-6 pm. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 23b, 25a.
Contracts: 40a, 45, 46.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with MBS.
Member: Iowa Radio Network.
- TIME RATES**
Er—Rec'd 6/2/60.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | | |
|--------|------|------|------|------|------|------|------|------|
| 1 min | 5x | 15x | 26x | 52x | 104x | 156x | 260x | 520x |
| 1 min | 5.75 | 5.50 | 5.25 | 4.95 | 4.65 | 4.35 | 4.05 | 3.75 |
| 30 sec | 4.30 | 4.10 | 3.90 | 3.70 | 3.50 | 3.30 | 3.05 | 2.80 |
| 15 sec | 2.10 | 2.05 | 2.00 | 1.95 | 1.90 | 1.85 | 1.75 | 1.65 |
- 7. PACKAGE PLANS**
- | | | | | | | |
|---------|------|-------|-------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 50 ti |
| 1 min. | 5.50 | 5.50 | 5.25 | 5.00 | 4.85 | 4.70 |
| 30 sec. | 4.40 | 4.40 | 4.00 | 3.85 | 3.75 | 3.65 |
| 15 sec. | 3.30 | 3.10 | 3.00 | 2.90 | 2.85 | 2.75 |
- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr. | 55.00 | 54.50 | 53.75 | 52.50 | 50.00 | 47.50 | 45.00 |
| 1/2 hr | 33.00 | 32.75 | 32.50 | 31.75 | 30.25 | 28.75 | 25.75 |
| 1/4 hr | 22.00 | 21.75 | 21.50 | 21.00 | 20.25 | 18.75 | 16.50 |
| 10 min | 16.50 | 16.25 | 16.00 | 15.50 | 14.75 | 13.75 | 12.00 |
| 5 min. | 13.75 | 13.50 | 13.25 | 13.00 | 12.50 | 11.75 | 10.50 |

FAIRFIELD

Jefferson County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

KMCD 1953

Subscriber to the NAB Radio Code
Media Code 4 216 5040 9.00
BF, Inc. Box 548, 57-1/2 S. Court St., Fairfield, Iowa 52556. Phone 515-472-4191.

STATION'S PROGRAMMING DESCRIPTION
KMCD: Programmed for general interest.
NEWS: network at 5:55, local and state on hour, headlines on half hour, 15 min local newscasts 7:45 am, 12:30 pm, 4:30 pm. MUSIC: sign-on-9 am middle-of-the-road with sprinkling of country and western. Middle-of-the-road music 11 noon with woman personality and features. Middle-of-the-road through 4 pm, then addition of popular tunes. AIR PERSONALITIES on all programs, woman hostess 10 am-noon. TALK: feature show 1-2 pm. FARM: early morning markets and feature interviews, farm vignettes with extended directors during day, markets at noon. SPORTS: local high school and college sports, network sports coverage. Contact Representative for further details. Rec'd 1/3/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Thomas C. Holmquist.
Sales Manager—E. Reed.
- REPRESENTATIVES**
The Dayney Organization, Inc.
- FACILITIES**
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3d, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11e, 12e, 13e, 14a.
Basic Rates: 20b.
Contracts: 40a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71b.
Affiliated with American Contemporary Network.

Fort Dodge—KVF D—Continued

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 x 60 30 25 20
 PER WEEK DISCOUNT
 3 ti or more—5% 6 ti or more—10%
 10. SPECIAL FEATURES
 NEWS ON THE HOUR
 5-min rate and discounts apply.

KWMT

1956



A WMT Station

Subscriber to the NAB Radio Code
 Media Code 4 216 5280 1.00
 K-WMT, Inc., Box 958, Fort Dodge, Iowa 50501.
 Phone 515-955-8533.

1. PERSONNEL
 Pres. & Gen'l Mgr.—James W. Maurer.
 Chairman of the Board—William B. Quarton.
 2. REPRESENTATIVES
 Katz Radio, West.
 3. FACILITIES
 5,000 w. days; 540 kc. Directional.
 Operating schedule: Sunrises-local sunset. CST.
 Partial simulcast operation. Simulcast 6-9 am, For
 not-simulcast facilities see KWMT-FM.
 4. AGENCY COMMISSION
 15/0 net charges for time.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a,
 29a, 32a.
 Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a,
 48, 50, 51a.
 Comb.: Cont. Discounts: 60d, 60e, 61a, 62a.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Sold in combination with WMT, Cedar Rapids, Iowa.
 See that listing for rates.
 Affiliated with American Entertainment Network.
 Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 12 Eff 7/1/69—Rec'd 7/14/69.
 AA—Mon thru Sat sign-on 10 am & noon-1 pm.
 A—Mon thru Sat 10 am-noon & 1-7 pm; Sun sign-
 on-7 pm.
 B—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	18	17	16	15	14
A	14	12	11	10	9
B	12	11	10	9	8

20/30 sec: 75% of applicable 1-min.
 10 sec: 50% of applicable 1-min.
 Spots scheduled between classifications take the rates
 of the higher classifications.
 All spots regardless of length or classification, may
 be combined for discount purposes.

8. PROGRAM TIME RATES

PER YR, EA:	1x	25x	52x	104x	156x	260x
1/2 hr	65	62	60	58	55	50
1/4 hr	44	42	40	38	35	34
10 min	38	36	34	32	29	28
5 min	24	22	22	21	20	19

CLASS A

1/2 hr	67	66	65	63	61	48
1/4 hr	39	37	36	34	32	30
10 min	26	25	24	23	22	21
5 min	19	18	17	16	14	13

CLASS B

1 hr	84	82	80	78	76	74
1/2 hr	52	51	50	48	46	44
1/4 hr	35	34	33	31	29	27
10 min	24	23	22	21	20	19
5 min	17	16	15	14	13	12

Spots and programs may be combined for discount
 purposes on spots only.

10. SPECIAL FEATURES

NEWS SERVICE
 (Commissionable)
 10 min 5.00 5 min 2.50
 FARM PROGRAMS
 (5-7 am & 11:30 am-1 pm)
 Minute participations and programs take applicable
 card rates plus talent charges (commissionable) of
 from 2.50 to 5.00.

KWMT-FM

1966



Media Code 4 216 5261 9.00
 K-WMT, Inc., 540 A St., Fort Dodge, Ia. 50501.
 Phone 515-955-8533.

1. PERSONNEL
 Pres. & Gen'l Mgr.—James W. Maurer.
 Chairman of the Board—William B. Quarton.
 3. FACILITIES
 ERP 50,000 w.; 94.5 mc.
 Operating schedule: 6 am-midnight. CST.
 Antenna ht.: 290 ft. above average terrain.
 Partial simulcast operation. Operated separately 9
 am-midnight. For simulcast facilities see KWMT.
 4. AGENCY COMMISSION
 15/0 time and talent; 10th of following month.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a,
 15b, 16.
 Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a,
 29a, 33a.
 Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a,
 48, 50, 51a.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 61a, 62a.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Maximum of 6 commercial minutes per hour.

TIME RATES

Eff Rec'd 4/3/69.
 6. SPOT ANNOUNCEMENTS
 PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
 1 min/less 6.25 5.75 5.50 5.35 5.00

FORT MADISON

Lee County—Map Location J-8
 See BRDS consumer market map and data at begin-
 ning of the State.

KXGI

1947



Subscriber to the NAB Radio Code
 Media Code 4 216 5400 5.00
 Talley Broadcasting Co., Marquette Bldg., Fort
 Madison, Iowa 52627. Phone 319-372-1241, TWX
 319-1241.

1. PERSONNEL
 President—Hayward L. Talley.
 Vice-Pres. & Gen'l Mgr.—Michael Finger, Jr.
 2. REPRESENTATIVES
 Wire or call station collect.
 3. FACILITIES
 1,000 w. days; 1960 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
 4. AGENCY COMMISSION
 15/0 net time only.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
 24b, 25a, 26, 28b, 28c, 29a, 30, 32a.
 Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49,
 50, 51b.
 Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62a.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS.

TIME RATES

No. 4 Eff 5/1/67—Rec'd 3/29/67.
 6. SPOT ANNOUNCEMENTS
 1 min 30 sec 10 sec
 1 x 6.50 5.00 3.50
 52 x 5.90 4.70 2.94
 156 x 5.00 4.12 2.70
 260 x 4.25 3.54 2.48
 312 x 3.82 3.25 2.24
 500 x 3.54 2.82 2.00
 1000 x 2.82 2.48 1.77
 2000 x 2.36 2.00 1.47

8. PROGRAM TIME RATES
 1/2 hr 40.00 31.75 28.00 24.80 23.60
 1/4 hr 25.00 21.80 20.00 19.40 17.70
 5 min 13.00 11.75 11.20 10.00 8.85

10. SPECIAL FEATURES

Local news—5 minutes, extra 1.25; 15 minutes, extra
 2.50

GRINNELL

Poweshiek County—Map Location H-5
 See BRDS consumer market map and data at begin-
 ning of the State.

KGRN

1957



Subscriber to the NAB Radio Code
 Media Code 4 216 5520 0.00
 Mitchell Broadcasting Co., Box 565, 909-1/2 Main
 St., Grinnell, Ia. 50112. Phone 515-236-6105.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Forrest "Frosty" Mitchell.
 Sales Manager—Barry Turner.
 Program Director—Rich Dean.
 2. REPRESENTATIVES
 PRO Time Sales, Inc.
 3. FACILITIES
 500 w.; 1410 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
 4. AGENCY COMMISSION
 15% on time only.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 5, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b,
 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60k, 61b.
 Cancellation: 71a.
 Member: Iowa Town and Country Network.

TIME RATES

Eff 2/1/69—Rec'd 2/5/69.
 7. PACKAGE PLANS
 PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti
 1 min 5.50 5.25 5.00 4.75 4.50 4.25
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
 CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES
 1/2 hr 1/4 hr 5 min
 1 x 28.00 21.50 11.50
 13 x 24.30 19.75 10.25
 26 x 23.00 17.90 9.25
 52 x 21.70 16.50 8.40
 104 x 19.50 14.75 7.70
 156 x 18.25 13.65 6.90
 208 x 16.50 12.10 6.25
 280 x 11.00 5.50

INDEPENDENCE

Buchanan County—Map Location J-4
 See BRDS consumer market map and data at begin-
 ning of the State.

KOUR

1959

Subscriber to the NAB Radio Code
 Media Code 4 216 5640 6.00
 Leighton Enterprises, 207-209 First St., East, Inde-
 pendence, Iowa 50644. Phone 319-334-2549.

1. PERSONNEL
 President—Al Leighton.
 General Manager—John Molline.
 3. FACILITIES
 250 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrises-local sunset. CST.
 4. AGENCY COMMISSION
 15/0. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
 16a, 16b, 17a, 18a, 19a, 20a, 21a, 22a, 22b, 23a, 25b,
 26, 27, 28b, 28c, 33c.
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,
 49, 50, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i,
 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s,
 51t, 51u, 51v, 51w, 51x, 51y, 51z.
 Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a,
 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b,
 73c, 73d.
 Prod. Services: 80, 82.

TIME RATES

Eff Rec'd 1/2/69.
 6. SPOT ANNOUNCEMENTS
 1 min 6.00 5.00 4.75 5.50 5.25 5.00 4.75
 30 sec or less: 80% of 1-min.

6. PROGRAM TIME RATES
 1 hr 80.00 57.50 28x 52x 156x 260x
 1/2 hr 86.00 34.50 33.00 31.50 80.00 28.50
 1/4 hr 24.00 23.00 22.00 21.00 20.00 19.00
 5 min 12.00 11.50 11.00 10.50 10.00 9.50

INDIANOLA

Warren County—Map Location F-6
 See BRDS consumer market map and data at beginning
 of the State.

KBAB

1963

Subscriber to the NAB Radio Code
 Media Code 4 216 5760 2.00
 Town & Country Broadcasters, Inc., Box B, Indian-
 ola, Iowa 50125. Phone 515-961-5500.

1. PERSONNEL
 President—Olen Olson.
 General Manager—Jim Spoerl.
 Sales Manager—Mel Meyer.
 3. FACILITIES
 500 w. daytime, 250 w. nights; 1490 kc. Non-dir-
 ectional.
 Operating schedule: 6 am-midnight. CST.
 4. AGENCY COMMISSION
 15% on time. No cash discounts.
 5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b,
 24b, 25a, 25a, 28c, 30, 33a.
 Contracts: 40a, 44a, 45, 46, 47a, 49, 50, 51a.
 Comb.: Cont. Discounts: 60b, 60e, 62b.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 81.
 Affiliated with KBS.

TIME RATES

Eff 7/1/68—Rec'd 5/20/68.
 A—8:30-9 am, 11:30 am-1 pm & 4-7 pm.
 B—Other times.

6. SPOT ANNOUNCEMENTS
 CLASS A
 1 min 8.00 7.50 7.25 7.00 6.50 6.00 5.50 5.25
 30 sec 6.00 5.50 5.25 5.00 4.75 4.50 4.25 4.00

CLASS B
 1 min 0.00 5.75 5.25 5.00 4.75 4.00 3.75
 30 sec 4.00 4.00 3.60 3.40 3.20 3.00 2.80 2.80

CLASS A
 1 hr 80.00 75.00 73.00 87.00 80.00 58.00 52.00
 1/2 hr 45.00 43.00 41.00 39.00 36.00 34.00 30.00 28.00
 1/4 hr 30.00 28.00 26.00 24.00 22.00 19.00 17.00
 10 min 23.00 20.00 19.00 18.00 17.00 16.00 14.00 13.00
 5 min 16.00 15.00 14.00 13.00 12.00 11.00 10.00 9.00

CLASS B
 1 hr 60.00 57.00 55.00 50.00 48.00 46.50 43.00 39.00
 1/2 hr 36.00 34.50 33.00 31.50 29.00 28.00 25.00 23.00
 1/4 hr 24.00 22.50 20.00 18.50 17.00 16.50 13.00 15.00
 10 min 18.00 17.00 16.00 15.00 14.00 13.50 12.50 11.50
 5 min 12.00 11.50 11.00 10.00 9.00 8.50 8.00 7.00

IOWA CITY (1 AM; 1 FM)

Johnson County—Map Location J-5
 See BRDS consumer market map and data at begin-
 ning of the State.

KXIC

1948



Subscriber to the NAB Radio Code
 Media Code 4 216 5880 8.00
 Johnson County Broadcasting Corp., North Dubuque
 St. at Hwy 80, Iowa City, Iowa 52240. Phone
 319-338-1181.

STATION'S PROGRAMMING DESCRIPTION
 KXIC is programmed for general interest, young adults
 and university audiences.
 Emphasis on news, sports, women's shows, farm mar-
 kets, contemporary middle-of-the-road music. Sat
 afternoon rock show. News until 9 am, music and
 homemaker features rest of am. News noon-1 pm,
 afternoon music and news. Hour of news, sports,
 markets, 5-6 pm. University football and basketball.
 Network farm market report, 18 newscasts daily.
 Sun music emphasis on middle-of-the-road, light
 classics, showtunes and news features. Area news
 correspondents, 4 local reporters and UPI audio. Con-
 tact Representative for further details. Rec'd 8/2/67.

1. PERSONNEL
 General Manager—Gene Clausen.
 Sales Manager—F. M. Broders.
 Program Director—Robert Shellady.
 2. REPRESENTATIVES
 Walton Broadcasting Sales Corporation.
 Iowa Radio Network.
 3. FACILITIES
 1,000 w. days; 800 kc. Directional.
 Operating schedule: Sunrises-local sunset. CST.
 4. AGENCY COMMISSION
 15/0; 10th of following month.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b, 16.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26b, 28c,
 29a, 30, 33b.

IOWA

Contracts: 40a, 42c, 43, 44a, 45, 46, 47e, 48, 49,
 50, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.
 Member: Iowa Radio Network.

TIME RATES

No. 17 Eff 1/1/69—Rec'd 1/2/69.
 6. SPOT ANNOUNCEMENTS
 1 min 30 sec 15 sec
 1 x 8 7 6

7. PACKAGE PLANS
 10x 50x 100x 300x 500x 1000x 2000x
 1 min 7.50 6.00 5.50 5.00 4.00 3.00
 30 sec 5.50 4.00 3.50 3.25 3.00 2.75
 15 sec 4.50 3.50 2.50 2.00 1.75 1.50

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 x 50.00 40.00 17.50 15.00 10.00

KXIC-FM

1965

Media Code 4 216 5881 6.00
 Johnson County Broadcasting Corp., Box 751, Iowa
 City, Iowa 52240. Phone 319-338-1181.

1. PERSONNEL
 General Manager—Gene Clausen.
 Sales Manager—F. M. Broders.
 2. REPRESENTATIVES
 Walton Broadcasting Sales Corporation.
 Iowa Radio Network.
 3. FACILITIES
 ERP 27,380 w.; 100.7 mc.
 Operating schedule: 8 am-midnight. CST.
 Antenna ht.: 200 ft. above average terrain.
 4. AGENCY COMMISSION
 15/0 on time. Bills payable 30 days after receipt.
 5. GENERAL ADVERTISING See coded regulations
 See KXIC listing for coded regulations.
 Member: Iowa Radio Network.

TIME RATES

No. 17 Eff 1/1/69—Rec'd 1/2/69.
 6. SPOT ANNOUNCEMENTS
 1 min 4.50 30 sec 3.50

7. PACKAGE PLANS
 10 ti 50 ti 100 ti 500 ti 500 ti
 1 min 30.00 125.00 225.00 895.00
 30 sec 25.00 112.50 200.00 775.00

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr
 1 x 40.00 25.00 12.50

IOWA FALLS (1 AM; 1 FM)

Hardin County—Map Location F-4
 See BRDS consumer market map and data at begin-
 ning of the State.

IOWA

KEOKUK

Lee County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

KOKX

1947

Media Code 4 216 6120 6.00

KOKX, Inc., Eppers Hotel, Keokuk, Iowa 52632.
Phone 319-524-5410.

1. PERSONNEL

General Manager—Ronald D. Westly.
Sales Manager—Don McKee.
Program Director—Art Mann.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

1,000 w. days, 500 w. nights; 1310 kc. Directional—night only.
Operating schedule: 6 am-11:05 pm. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 26, 28c, 30, 32b, 33a.

Contracts: 40c, 45, 47e, 48, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

Affiliated with American Information Network.
Member: Iowa Radio Network.

TIME RATES

No. 11 ET 2/1/69—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec
1 x..... 5.90 4.70 3.55

7. PACKAGE PLANS

IMPACT PLANS—FIRM PLACEMENT

PER WK. EA: 5 ti 12 ti 18 ti 24 ti 30 ti

1 min..... 5.00 4.75 4.50 4.25 4.00

30 sec..... 4.00 3.80 3.60 3.40 3.20

15 sec..... 3.00 2.85 2.70 2.55 2.40

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x..... 59.00 35.00 18.80 14.00 9.40

DISCOUNT

3+ per wk—5% 6+ per wk—10%

KNOXVILLE

Marion County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KNIA

1960

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 6240 4.00

Stevens Broadcasting Company, Inc., Box 31, 1602 N. Lincoln, Knoxville, Iowa 50138. Phone 515-842-3161.

STATION'S PROGRAMMING DESCRIPTION

KNIA: Programmed for general interest.
Extended newscast 7:30-7:45 am, 8:30-8:40 am, 12:15-12:30 pm, & 5:45-6 pm. Other news 5 min on half hour. Sports coverage: 8 am, noon, & 5-5:15 pm extended sports coverage. AIR PERSONALITIES handle all shows. 3 newsmen plus 1 mobile news unit. MUSIC: country 6-10 am, middle-of-the-road 10:05 am-3:15 pm, rock and roll 8:15-5 pm. Broadcast of local sporting events in season: football basketball, and baseball. Extended live coverage of auto racing events, plus coverage of university football. Farm markets 6:18 am, 7:45 am, 12:45 pm M-Sat. Personalities available for remote broadcast for commercial advertisers. Contact Representative for further details. Rec'd 11/13/67.

1. PERSONNEL

President & General Manager—F. Max Stevens.
Vice-Pres. & Prog. Dir.—James Dennis Stevens.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

500 w. days; 1320 kc. Directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 47a.

Comb.: Cont. Discounts: 60b, 60c, 61b, 61c, 62e.
Cancellation: 71a, 73a.
Member: Iowa Town and Country Network.

TIME RATES

ET 2/5/69—Rec'd 2/6/69.

7. PACKAGE PLANS

WLY: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti

1 min..... 5.50 5.25 5.00 4.75 4.50 4.25

10 sec: 50% of 1-min. 30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

1 x 13x 26x 52x 104x 156x 206x 250x

1/2 hr 28.00 25.00 23.00 20.00 18.00 17.00 16.50

1/4 hr 21.00 18.25 17.50 16.00 15.00 13.00 12.00 11.50

5 min 11.00 10.00 8.50 7.50 7.00 6.50 6.00 5.50

10. SPECIAL FEATURES

1. News—Mon thru Fri min at 8:18 am.
Collins Market Report—Mon thru Sat 1/4 hr at 7:45 am. Noon Market Report—Mon thru Sat 5 min at 12:45 pm. Applicable rate plus 10%.

LE MARS (1 AM; 1 FM)

Plymouth County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KLEM

1954

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 6360 0.00

KLEM, Inc., Box 1410, Le Mars, Iowa 51031. Phone 712-546-4121.

STATION'S PROGRAMMING DESCRIPTION

KLEM: Programmed for general interest.
Farm markets and news totals 1 3/4 hours. Extended newscasts 7:30-7:45 am, 10-10:30 am, 12:30-12:45 pm & 5:35-5:50 pm. Other news 5 min at 5:55. FM news 6-6:10 pm, 9:45-10 pm & 12M. MUSIC: country and western sign-on-7:30 am, middle-of-the-road 8 am-1 pm, rock and roll 1 pm-sign-off. Taped music on FM: popular 8 am-12M. Broadcasts of local sporting events in season. Major league baseball. Women's show 10:30-11 am. 3 mobile units. Contact Representative for further details. Rec'd 8/4/67.

1. PERSONNEL

Manager—Paul W. Olson.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 30, 33d.

Contracts: 40a, 40c, 41, 42c, 43, 44b, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61b, 62b, Cancellation: 70a, 70c, 71a, 73b.
Member: Iowa Radio Network.

TIME RATES

ET 9/1/61—Rec'd 8/7/61.

6. SPOT ANNOUNCEMENTS

1 min, flat..... 6

7. PACKAGE PLANS

PER WK. EA: 5 ti 10 ti 15 ti 20 ti 30 ti 50 ti

1 min..... 5.50 5.00 4.50 4.00 3.50 3.00

20/30 sec: 75% of 1-min. 8/10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1/2 hr 1/4 hr 5 min
Flat..... 28.80 17.50 12.00

KLEM-FM

1967

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 6361 0.00

KLEM, Inc., Box 1410, Le Mars, Iowa 51031. Phone 712-546-4121.

1. PERSONNEL

Pres. & Gen'l Mgr.—Paul W. Olson.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

ERP 47,000 w.; 89.5 mc.
Operating schedule: 5:45 am-midnight.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING See coded regulations

See KLEM listing for coded regulations.

TIME RATES

ET 1/1/67—Rec'd 2/1/67.

6. SPOT ANNOUNCEMENTS

1 min..... 3.30 30 sec..... 2.30

7. PACKAGE PLANS

PER WK: 5 ti 10 ti 15 ti

1 min..... 3.10 2.90 2.70

30 sec..... 2.10 2.00 1.90

MAQUOKETA (1 AM; 1 FM)

Jackson County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

KMAQ

1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 6460 6.00

Maquoketa Broadcasting Co., Box 941, 136-1/2 S. Main St., Maquoketa, Iowa 52060. Phone 319-652-2428.

STATION'S PROGRAMMING DESCRIPTION

KMAQ: Programmed for adults.
Country music 6:00-7:30 am. Middle-of-the-road music rest of day, with current hits 4-5 pm each afternoon. Polka music 11:30 am-noon. 15 min farm show at 6:45 am featuring markets, interviews and farm news. Also, market reports at 10:30 am & 12:30 pm. 5 min newscast hourly throughout day and three 15 min newscasts daily with emphasis on local news. Daily sports show and all high school football and basketball games are broadcast. M-F 30 min interview and discussion show from 1:05 pm. Contact Representative for further details. Rec'd 7/10/67.

1. PERSONNEL

Owner & Gen'l Mgr.—Dennis W. Voy.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

500 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-11 am & noon-sunset. For non-simulcast facilities see KMAQ-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 24b, 25c, 26, 28b, 28c, 33a.

Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60c, 60d, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80.

Member: Iowa Town and Country Network.

TIME RATES

ET 1/1/69—Rec'd 1/27/69.

7. PACKAGE PLANS

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti

1 min..... 6.60 6.25 6.00 5.75 5.50 5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

10. SPECIAL FEATURES

RED 1320—Mon thru Fri 6:45-7 am.
Mid-Morning Markets—Mon thru Fri 10:30-10:35 am.
Mid-Day Markets—Mon thru Sat 12:30-12:35 pm.
Final Farm Markets—Mon thru Fri 5:55-6 pm.
Extension Show—Sat 6:35-7 am.
Farm & Home Show—Mon thru Sat 12:35-1 pm.
Applicable rate plus 10%.

KMAQ-FM

1967

NAB

Media Code 4 216 6461 4.00
Dennis W. Voy, dha The Maquoketa Broadcasting Co., Box 941, 136-1/2 S. Main, Maquoketa, Iowa 52060. Phone 319-652-2428.

1. PERSONNEL

Owner, Gen'l Mgr. & Prog. Dir.—Dennis W. Voy.
Sales Manager—Earl Saunders.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

ERP 3,000 w.; 95.3 mc.
Operating schedule: 6 am-7 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 11 am-noon & sunset-7 pm. For simulcast facilities see KMAQ.

4. AGENCY COMMISSION

15% time only. Payable in 30 days.

5. GENERAL ADVERTISING See coded regulations

See KMAQ listing for coded regulations.
Member: Iowa Town and Country Network.

TIME RATES

Rates are identical to KMAQ. See that listing.

MARSHALLTOWN (1 AM; 1 FM)

Marshall County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KFJB

1923

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 6600 9.00

Marshall Electric Co., Inc., 133 E. Main St., Marshalltown, Iowa 50158. Phone 515-753-3361

Marshalltown, Iowa 50158. Phone 3361.

1. PERSONNEL

President—John W. Norris.
General Manager—William P. White.
Sales Manager—William C. Doll.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See Coded Regulations

General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21b, 22a, 24c, 28b.
Contracts: 40a, 45, 46, 47b.

Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 71b, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Iowa Radio Network.

TIME RATES

No. 11 ET 5/1/67—Rec'd 5/26/67.

7. PACKAGE PLANS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti

1 wk..... 5.75 5.50 5.35 5.10 5.00 4.90

13 wk..... 5.65 5.40 5.25 5.00 4.90 4.80

26 wk..... 5.55 5.30 5.15 4.90 4.80 4.70

89-92 wk..... 5.45 5.20 5.05 4.80 4.70 4.60

ROS PACKAGES

(any 7 consecutive days)

30 ti..... 4.75 50 ti..... 4.25

Mason City—K G L O—Continued

PER WK, EA:	12 11	18 11	24 11
9-11:44 am Mon thru Sat	2	3	4
1:15-3:59 pm Mon thru Fri	2	3	4
3:59-7 pm Mon thru Fri	3	4	5
7 pm-midnight and/or wknds Sun thru Sat	2	3	5
1 min	11.00	10.00	9.00
30 sec: 75% of 1-min.			
Minutes and 30-seconds may be combined for plan rate.			

8. PROGRAM TIME RATES

Media Code 4 216 6775 9.00				
North Central Iowa Broadcasting Co., Box 1446, State at Federal, Mason City, Iowa 50401. Phone 515-424-5582.				
1. PERSONNEL				
President—Hayward L. Talley, General Manager—Dale S. Low, Sales Manager—Peter E. Farrell.				
2. REPRESENTATIVES				
Walton Broadcasting Sales Corporation, Midwest—Iowa Radio Network.				
3. FACILITIES				
ERP 100,000 w.; 106.1 mc. Stereo. Operating schedule: 5:30 am-midnight daily. CST. Antenna ht.: 282 ft. above average terrain. Partial simulcast operation. Operated separately 9 am-midnight Mon thru Sat; all day Sun. For simultaneous facilities see KSMN.				
4. AGENCY COMMISSION				
None; agencies add commission to rates shown.				
5. GENERAL ADVERTISING See coded regulations, General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8. Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h, 16h. Basic Rates: 20b, 21d, 22a, 23a. Contracts: 40a, 44b, 45, 46, 47e. Comb.; Cont. Discounts: 60a, 61c, 62d. Cancellation: 72, 73a. Prod. Services: 80, 82. AM facilities: KSMN. Hold in combination with KSMN. See that listing for rates.				
TIME RATES				
NATIONAL AND LOCAL RATES SAME				
ET 11/17/67—Rec'd 10/20/67.				

All other times: 65% of above. Programs and spots cannot be combined for discount purposes.

KLSS (FM)

1967
Media Code 4 216 6775 9.00
North Central Iowa Broadcasting Co., Box 1446, State at Federal, Mason City, Iowa 50401. Phone 515-424-5582.

1. PERSONNEL
President—Hayward L. Talley, General Manager—Dale S. Low, Sales Manager—Peter E. Farrell.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation, Midwest—Iowa Radio Network.

3. FACILITIES
ERP 100,000 w.; 106.1 mc. Stereo. Operating schedule: 5:30 am-midnight daily. CST. Antenna ht.: 282 ft. above average terrain. Partial simulcast operation. Operated separately 9 am-midnight Mon thru Sat; all day Sun. For simultaneous facilities see KSMN.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations, General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.

Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h, 16h.

Basic Rates: 20b, 21d, 22a, 23a.

Contracts: 40a, 44b, 45, 46, 47e.

Comb.; Cont. Discounts: 60a, 61c, 62d.

Cancellation: 72, 73a.

Prod. Services: 80, 82.

AM facilities: KSMN.

Hold in combination with KSMN. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 11/17/67—Rec'd 10/20/67.

J. PACKAGE PLANS

(Mon thru Sat 9 am-sign-off: Sun all day)

1 MINUTE (KLS)

PER DAY: 1 wk 4 wk 13 wk 26 wk 52 wk

1 t..... 6.50 6.00 5.00 4.00 3.00

2 t..... 5.50 5.00 4.25 3.00 2.50

3 t..... 4.66 4.00 3.50 3.00 2.50

4 t..... 4.00 3.50 3.00 2.66 2.25

5 t..... 3.50 3.00 2.66 2.33 2.00

PER WK: 3 t..... 7.00 6.50 5.50 4.50 3.50

8. PROGRAM TIME RATES

PER YR: 1 hr 1/2 hr 1/4 hr 5 min

1 x..... 80.00 45.00 30.00 15.00

52 x..... 40.00 22.50 15.00 9.00

365+..... 25.00 15.00 10.00 6.00

KRIB

1948

Subscriber to the NAB Radio Code
Media Code 4 216 6840 1.00
Mason City Broadcasting Corp., 402 19th St., S. W., Mason City, Iowa 50401. Phone 515-424-1276

STATION'S PROGRAMMING DESCRIPTION

KRIB: Programmed for young adults and teens. 5 personally D.J.'s handle entire operation. FARM 5-7 am—market reports; county agent reports; news; country western music; features for farm listeners.

7 am-noon—general popular music; news; network entertainment; housewife quiz. Noon-2 pm—country western music; network and local news; markets. 2-3 pm—general popular music; news. 3-6 pm—top 40 (rock-pop-rock) news. 6-7 pm—network and local news.

7 pm-12:40 (rock-pop-rock) requests; contests, etc. SPORST—approximately 2 min each hour, national and local, depending on amount happening. Personalities available for remote broadcasts for commercial advertisers. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL

Pres. & Sta. Mgr.—D. Bryce Ekberg.

Program Director—Bob Cody.

Sales Manager—D. B. Ekberg.

2. REPRESENTATIVES

Grant Webb & Company, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.

Non-directional.

Operating schedule: 19 hours daily. CST.

4. AGENCY COMMISSION

15/0; payable by 10th of each month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 22a, 22b, 24a, 24b, 26.

Contracts: 40c.

Comb.; Cont. Discounts: 60a, 61a, 61b, 62a.

Cancellation: 73a.

Affiliated with American Contemporary Network.

TIME RATES

Effective May 1, 1964.

Rates received March 2, 1964.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec

1 t..... 7.00 5.00 104 t..... 6.00 4.30

13 t..... 6.75 4.85 156 t..... 5.70 4.10

28 t..... 6.50 4.70 260 t..... 5.35 3.95

52 t..... 6.25 4.50 312 t..... 5.00 3.80

7. PACKAGE PLANS

PER WK: 1 min 30 sec 1 min 30 sec

15 t..... 6.25 4.50 25 t..... 5.50 4.00

15 t..... 6.00 4.30 50 t..... 5.00 3.80

20 t..... 5.75 4.10

4. PROGRAM TIME RATES

1/2 hr	1/4 hr	10 min	5 min
1 t..... 40.00	28.00	24.00	15.00
13 t..... 38.00	26.75	22.00	14.00
28 t..... 36.00	24.00	20.00	13.00
52 t..... 34.00	22.00	18.00	12.00
104 t..... 32.00	20.00	16.00	11.00
156 t..... 30.00	18.00	14.00	10.00
260 t..... 28.00	16.00	12.00	9.00
312 t..... 26.00	14.00	10.00	8.00

KSMN

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 6960 7.00
North Central Iowa Broadcasting Company, Box 1446, Mason City, Iowa 50401. Phone 515-423-8634.

STATION'S PROGRAMMING DESCRIPTION

KSMN: Programmed for both rural and urban audiences.

MUSIC: country and western. FARM: farm director.

Markets, news, interviews 8 times daily. Auction programs twice daily. NEWS: local and area block 8:30-9:05 am by 3 newsmen. Area correspondents.

Direct weather bureau wire. Numerous weather programs area oriented by staff meteorologist. Road reports direct from area check points. Station editorials twice weekly. Expanded sports play by play. Religious programs and music Sun am. Information programs 50%. Music 50%. Contact Representative for further details. Rec'd 2/11/69.

1. PERSONNEL

President—Hayward L. Talley.

Gen'l & Sales Mgr.—Dale S. Low.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation, Midwest—Iowa Radio Network.

3. FACILITIES

1,000 w. days; 1010 kc. Non-directional.

Operating schedule: 5:30 am-midnight daily. CST.

Partial simulcast operation. Simulcast sign-on-9 am Mon thru Sat. For non-simulcast facilities see KLSS (FM).

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 21c, 22a, 22b, 24b, 25a, 26, 29a.

Contracts: 40a, 44a, 45, 46, 47c.

Comb.; Cont. Discounts: 60a, 60c, 62d.

Cancellation: 71a, 72, 73a.

FM facilities: KLSS (FM).

Member: Iowa Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 11/17/67—Rec'd 11/14/68.

AA—Mon thru Sat 5:30-9 am.

A—Mon thru Sat 9 am-sign-off: Sun all day.

6. SPOT ANNOUNCEMENTS

KSMN/KLSS (FM) COMBINATION—CLASS AA

PER WK, 1 MIN: 1 wk 13 wk 26 wk 52 wk

2 t..... 8.25 8.15 8.00 7.10

3 t..... 7.65 7.55 7.40 6.50

6+..... 7.05 6.95 6.80 5.90

30 sec: 1-min rate less 2.35.

KSMN ONLY—CLASS A

2 t..... 5.90 5.80 5.65 4.75

4 t..... 5.30 5.20 5.10 4.15

25 t..... 4.75 4.60 4.50 3.55

50+..... 4.10 4.05 3.80 2.95

30 sec: 1-min rate less 1.15.

7. PACKAGE PLANS

SATURATION PACKAGES—ROS

(KLS (FM) sign-on-KSMN sign-off)

WITHIN 7 DAYS: 25 t 50 t 100 t

1 min..... 4.40 4.10 2.95

30 sec..... 3.25 2.95 2.40

8. PROGRAM TIME RATES

KSMN/KLSS (FM) COMBINATION—CLASS AA

PER WK, 1/4 HR: 1 wk 13 wk 26 wk 52 wk

1 t..... 40.00 35.00 30.00 24.00

2 t..... 31.00 28.00 26.00 22.00

4 t..... 26.00 24.00 22.00 19.00

6 t..... 22.00 20.00 19.00 17.00

10 min: 75% of 1/4 hr. 5 min: 50% of 1/4 hr.

KSMN ONLY—CLASS A

1 t..... 24.00 22.00 22.00 18.00

2 t..... 18.00 17.50 17.20 16.50

4 t..... 17.00 16.25 16.00 15.30

6+..... 16.00 15.10 14.90 14.20

10 min: 75% of 1/4 hr. 5 min: 50% of 1/4 hr.

MUSCATINE (1 AM; 1 FM)

Muscatine County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

KWPC

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 7080 3.00
Muscatine Broadcasting Co., Inc., Mulberry and Houser Sts., Muscatine, Iowa 52761. Phone 319-263-2442.

STATION'S PROGRAMMING DESCRIPTION

KWPC: Programmed for general audience. NEWS: every 30 min and six 15 min on hour. National and regional network, and 2 man local department. Mobile transmitter for on-spot news, special events. Weather wire. FARM: local extension, other farm offices, regional network. 6-7 am & 11:30 am-1:15 pm markets, home economist, county fairs. SPORST: local plus university play-by-play. Sportscast, interviews 7:45-8 am. Fishing, hunting, reports. Major league baseball, golfing, swimming. TALK: home-making, gardening, open mike local discussion. Local, state, national government representatives. Foreign travel features. MUSIC: c and w 6-7:30 am. Middle-of-the-road, showtunes, standards, current hits, dixieland, folk music. RELIGIOUS: news, church schedules, live remotes. Contact Representative for further details. Rec'd 7/20/67.

1. PERSONNEL

General Manager—Richard C. Brandt.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

1,000 w. days; 1280 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL RATE POLICY

Member: Iowa Town and Country Network.

1. PERSONNEL

General Manager—George J. Volger.

Sales Manager—Vince Beckey.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 860 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h, 16h.

Basic Rates: 21b, 21d, 22a, 22b, 23b, 24c, 25a, 28b, 28c, 29a, 33a.

Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60f, 60i, 62b, 62d.

Cancellation: 70a, 70b, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with MRS.

Member: Iowa Radio Network.

TIME RATES

ET—Rec'd 6/30/67.

6. SPOT ANNOUNCEMENTS

1 min..... 6.25 30 sec..... 5.00

7. PACKAGE PLANS

PER WK: 6 t 12 t 18 t 24 t 30 t

1 min..... 6.05 5.85 5.65 5.45 5.25

30 sec..... 4.80 4.60 4.40 4.20 4.00

8. PROGRAM TIME RATES

1 x..... 1/4 hr 10 min 5 min

PER WK, EA: 20.00 15.00 10.00

3 t..... 17.75 11.50 9.20

6 t..... 15.00 10.50 8.00

IOWA

Oelwein—KOE—Continued

CLASS A (specified position)										
30 sec	624x	312x	260x	156x	104x	52x	26x	1x		
1 min	8.00	6.40	6.40	6.40	6.75	6.75	7.10	7.50		
1 min	8.10	8.40	8.90	9.35	9.80	10.20	10.55	11.25		

7. PACKAGE PLANS

SATURATION PACKAGE CLASS A										
ROS:	624x	312x	260x	156x	104x	52x	26x	1x		
30 sec	8.00	6.20	6.40	6.50	6.55	6.75	6.90	7.20		
1 min	7.80	8.00	8.50	8.05	8.40	8.70	10.10	10.50		

8. PROGRAM TIME RATES

CLASS A										
5 MIN:	312x	260x	156x	104x	52x	26x	1x			
AA	11.90	12.30	13.00	13.50	14.10	15.30	18.60			
AA	10.70	11.10	11.70	12.15	12.70	13.80	14.95			

10. SPECIAL FEATURES

News—extra 1.00.

OSKALOOSA (1 AM; 1 PM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE **KBOE-FM**
1950 1964



Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaaloosa Broadcasting Co., Inc., Box 380, Rt. 1,
Oskaaloosa, Iowa 52577. Phone 515-673-3493.

1. PERSONNEL

Sin. & Gen'l Mgr.—Glen Stanley.
Assistant Manager—Pat Flaherty.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 33a.

Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

FM simulcasts with AM 3:30-local sunset.
Affiliated with MBS Radio Network.

Member: Iowa Radio Network.

TIME RATES

Rates effective January 1, 1965.
Rates received May 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min. 5.75 15 sec. 4.50
28 ti. 5.25 260 ti. 4.00
52 ti. 5.00

7. PACKAGE PLANS

SPECIAL PACKAGE RATES
30-second Spots—floating schedules
(Schedules must run on consecutive days)

PER WK:
6 ti. 24. 24 ti. 72.
12 ti. 42. 30 ti. 88.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti. 50.00 30.00 20.00 16.00 11.00
26 ti. 48.00 29.00 19.50 15.00 10.25
52 ti. 45.00 28.00 18.50 14.00 9.75
156 ti. 38.00 25.00 17.50 13.00 9.25
260 ti. 36.00 23.00 16.00 12.00 8.50

OSKALOOSA (1 AM; 1 PM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE **KBOE-FM**
1950 1964



Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaaloosa Broadcasting Co., Inc., Box 380, Rt. 1,
Oskaaloosa, Iowa 52577. Phone 515-673-3493.

1. PERSONNEL

Sin. & Gen'l Mgr.—Glen Stanley.
Assistant Manager—Pat Flaherty.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 33a.

Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

FM simulcasts with AM 3:30-local sunset.
Affiliated with MBS Radio Network.

Member: Iowa Radio Network.

TIME RATES

Rates effective January 1, 1965.
Rates received May 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min. 5.75 15 sec. 4.50
28 ti. 5.25 260 ti. 4.00
52 ti. 5.00

7. PACKAGE PLANS

SPECIAL PACKAGE RATES
30-second Spots—floating schedules
(Schedules must run on consecutive days)

PER WK:
6 ti. 24. 24 ti. 72.
12 ti. 42. 30 ti. 88.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti. 50.00 30.00 20.00 16.00 11.00
26 ti. 48.00 29.00 19.50 15.00 10.25
52 ti. 45.00 28.00 18.50 14.00 9.75
156 ti. 38.00 25.00 17.50 13.00 9.25
260 ti. 36.00 23.00 16.00 12.00 8.50

OSKALOOSA (1 AM; 1 PM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE **KBOE-FM**
1950 1964



Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaaloosa Broadcasting Co., Inc., Box 380, Rt. 1,
Oskaaloosa, Iowa 52577. Phone 515-673-3493.

1. PERSONNEL

Sin. & Gen'l Mgr.—Glen Stanley.
Assistant Manager—Pat Flaherty.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 33a.

Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

FM simulcasts with AM 3:30-local sunset.
Affiliated with MBS Radio Network.

Member: Iowa Radio Network.

TIME RATES

Rates effective January 1, 1965.
Rates received May 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min. 5.75 15 sec. 4.50
28 ti. 5.25 260 ti. 4.00
52 ti. 5.00

7. PACKAGE PLANS

SPECIAL PACKAGE RATES
30-second Spots—floating schedules
(Schedules must run on consecutive days)

PER WK:
6 ti. 24. 24 ti. 72.
12 ti. 42. 30 ti. 88.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti. 50.00 30.00 20.00 16.00 11.00
26 ti. 48.00 29.00 19.50 15.00 10.25
52 ti. 45.00 28.00 18.50 14.00 9.75
156 ti. 38.00 25.00 17.50 13.00 9.25
260 ti. 36.00 23.00 16.00 12.00 8.50

OSKALOOSA (1 AM; 1 PM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE **KBOE-FM**
1950 1964

Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaaloosa Broadcasting Co., Inc., Box 380, Rt. 1,
Oskaaloosa, Iowa 52577. Phone 515-673-3493.

1. PERSONNEL

Sin. & Gen'l Mgr.—Glen Stanley.
Assistant Manager—Pat Flaherty.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 33a.

Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

FM simulcasts with AM 3:30-local sunset.
Affiliated with MBS Radio Network.

Member: Iowa Radio Network.

TIME RATES

Rates effective January 1, 1965.
Rates received May 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min. 5.75 15 sec. 4.50
28 ti. 5.25 260 ti. 4.00
52 ti. 5.00

7. PACKAGE PLANS

SPECIAL PACKAGE RATES
30-second Spots—floating schedules
(Schedules must run on consecutive days)

PER WK:
6 ti. 24. 24 ti. 72.
12 ti. 42. 30 ti. 88.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti. 50.00 30.00 20.00 16.00 11.00
26 ti. 48.00 29.00 19.50 15.00 10.25
52 ti. 45.00 28.00 18.50 14.00 9.75
156 ti. 38.00 25.00 17.50 13.00 9.25
260 ti. 36.00 23.00 16.00 12.00 8.50

OSKALOOSA (1 AM; 1 PM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE **KBOE-FM**
1950 1964

Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaaloosa Broadcasting Co., Inc., Box 380, Rt. 1,
Oskaaloosa, Iowa 52577. Phone 515-673-3493.

1. PERSONNEL

Sin. & Gen'l Mgr.—Glen Stanley.
Assistant Manager—Pat Flaherty.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 33a.

Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

FM simulcasts with AM 3:30-local sunset.
Affiliated with MBS Radio Network.

Member: Iowa Radio Network.

TIME RATES

Rates effective January 1, 1965.
Rates received May 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min. 5.75 15 sec. 4.50
28 ti. 5.25 260 ti. 4.00
52 ti. 5.00

7. PACKAGE PLANS

SPECIAL PACKAGE RATES
30-second Spots—floating schedules
(Schedules must run on consecutive days)

PER WK:
6 ti. 24. 24 ti. 72.
12 ti. 42. 30 ti. 88.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti. 50.00 30.00 20.00 16.00 11.00
26 ti. 48.00 29.00 19.50 15.00 10.25
52 ti. 45.00 28.00 18.50 14.00 9.75
156 ti. 38.00 25.00 17.50 13.00 9.25
260 ti. 36.00 23.00 16.00 12.00 8.50

OSKALOOSA (1 AM; 1 PM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE **KBOE-FM**
1950 1964

Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaaloosa Broadcasting Co., Inc., Box 380, Rt. 1,
Oskaaloosa, Iowa 52577. Phone 515-673-3493.

1. PERSONNEL

Sin. & Gen'l Mgr.—Glen Stanley.
Assistant Manager—Pat Flaherty.

2. REPRESENTATIVES

Iowa Radio Network.

3. FACILITIES

250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time only. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 33a.

Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

FM simulcasts with AM 3:30-local sunset.
Affiliated with MBS Radio Network.

Member: Iowa Radio Network.

KMNS
1949



KTRI
1938



Media Code 4 216 8640 3.00
Sioux City Broadcasting, Commerce Bldg., 6th and
Nebraska St., Sioux City, Ia. 51101, Phone 712-
258-0165.

- PERSONNEL**
Station Manager—Lennon Kelly.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
5,000 w.; 1470 kc. Directional—separate patterns
day and night.
Operating schedule: 6:00 am-midnight weekdays;
8:00 am-midnight Sundays. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 24c,
26, 29a.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 48, 50, 51a,
52a; Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 62b,
62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

Rates received November 30, 1953.

- SPOT ANNOUNCEMENTS**
(20-seconds station break or 1-minute)
1 time..... 9.00 156 times..... 7.20
26 times..... 8.10 260 times..... 6.75
52 times..... 7.65 312 times..... 6.30

7. PACKAGE PLANS

Weekly Packages

- 1 minute or less:
10 announcements weekly..... 6.00
15 announcements weekly..... 5.50
20 announcements weekly..... 5.00

8. PROGRAM TIME RATES

- 1 hour..... 40.00 1/4 hour..... 15.00
1/2 hour..... 25.00 *5 minutes..... 10.00
(* All 5-minute segments include an opening
announcement and one 1-minute commercial.
NOTE: All block time rates are quoted and available
on a daily basis 6 or 7 times weekly only, and
for a minimum term of 4 weeks.

WNAX

YANKTON

City of license, Yankton, S. D.
Considered by CBS Radio Network as their Sioux
City-Sioux Falls-Yankton outlet.
See listing under Yankton, S. D.

SPENCER (1 AM; 1 FM)

Clay County—Map Location C-2

See SRDS consumer market map and data at begin-
ning of the State.

KICD

1942



Subscriber to the NAB Radio Code
Media Code 4 216 8760 9.00
Iowa Great Lakes Broadcasting Co., Box 631, Spencer,
Iowa 51301, Phone 712-262-1240.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ben B. Sanders.
Resident Manager—Jack Wedel.
Nat'l Adv. Mgr.—Dorothy Wilson.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
Simulcast during AM operational hours. For non-
simulcast facilities see KICD-FM listing.
- AGENCY COMMISSION**
15/0; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
15c, 16.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24b,
25a, 26, 28a, 29b, 47b, 48, 49, 51a.
Contracts: 40a, 42b, 42d, 45, 46, 47c, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a,
61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective August 15, 1965. (Card No. 26.)
Card received October 13, 1965.

- Class A—7:00-9:00 am; noon-1:00 pm and 6:00-7:00
pm.
Class B—5:30-7:00 am; 9:00 am-noon; 1:00-2:00 pm
and 5:00-6:00 pm daily.
Class C—2:00-5:00 pm and 7:00 pm-midnight.

6. SPOT ANNOUNCEMENTS

- CLASS A**
1 min 30 sec 1 min 30 sec
1 ti..... 8.25 5.90 260 ti..... 5.90 4.70
52 ti..... 7.00 5.30 365 ti..... 5.60 4.60
156 ti..... 6.45 5.00 520 ti..... 5.30 4.40

- CLASS B**
1 ti..... 7.00 4.70 260 ti..... 4.70 3.85
52 ti..... 5.90 4.15 365 ti..... 4.55 3.45
156 ti..... 5.30 3.95 520 ti..... 4.40 3.25

- CLASS C**
1 ti..... 5.90 3.85 260 ti..... 4.55 3.25
52 ti..... 5.30 3.45 365 ti..... 4.35 3.20
156 ti..... 4.70 3.30 520 ti..... 4.10 3.00

- QUICKIES**
(15 words or 10 seconds)
10 per day..... 19.50 20 per day..... 33.00
Available Saturday, Sunday, Monday and Tuesday.

7. PACKAGE PLANS
(Minimum 7 days)

PER DAY	30 WORD	1 wk	13 wk	26 wk	52 wk
3 ti.....	3.20	2.90	2.85	2.45	2.45
6 ti.....	2.80	2.60	2.35	2.15	2.15
10 ti.....	2.60	2.35	2.20	2.00	2.00
50 WORD					
3 ti.....	3.85	3.55	3.25	2.95	2.95
6 ti.....	3.30	3.10	2.85	2.60	2.60
10 ti.....	3.15	2.90	2.65	2.45	2.45
75 WORD					
3 ti.....	4.30	3.95	3.65	3.30	3.30
6 ti.....	4.10	3.45	3.15	2.85	2.85
10 ti.....	3.55	3.25	2.95	2.75	2.75
120 WORD					
3 ti.....	5.20	4.75	4.45	4.00	4.00
6 ti.....	4.90	4.15	3.80	3.45	3.45
10 ti.....	4.25	3.90	3.55	3.25	3.25

8. PROGRAM TIME RATES

PER DAY	CLASS A				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti.....	47.00	29.40	17.65	12.95	9.40
52 ti.....	29.40	18.30	14.15	11.75	8.25
156 ti.....	35.30	20.60	11.75	10.00	7.00
260 ti.....	32.35	19.10	10.55	8.25	6.45
365 ti.....	29.40	17.65	10.00	7.65	5.90
520 ti.....	26.45	16.45	9.40	7.00	5.60
CLASS B					
1 ti.....	35.30	23.55	14.10	10.60	8.25
52 ti.....	23.55	15.90	10.00	7.90	6.00
156 ti.....	28.50	18.80	10.00	7.35	5.90
260 ti.....	25.00	17.65	9.10	6.75	5.00
365 ti.....	23.55	15.90	8.25	6.20	4.70
520 ti.....	22.35	14.10	7.65	5.90	4.55
CLASS C					
1 ti.....	29.40	20.60	11.75	9.40	7.00
52 ti.....	20.60	14.15	10.00	8.25	6.00
156 ti.....	25.00	16.45	8.80	7.00	5.30
260 ti.....	23.55	14.10	7.95	5.90	4.70
365 ti.....	22.35	12.95	7.35	5.60	4.45
520 ti.....	21.15	11.75	7.00	5.30	4.25

KICD-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 216 8761 7.00
Iowa Great Lake Broadcasting Co., Box 631, Spencer,
Iowa 51301, Phone 712-262-1240.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ben B. Sanders.
Station Manager—Jack V. Wedel.
National Sales Manager—Dorothy Wilson.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
ERP 100,000 w.; 107.7 mc.
Operating schedule: 5:30 am-midnight.
Antenna ht.: 395 ft. above average terrain.
Partial simulcast operation with KICD-AM. For
simulcast rates, see KICD-AM, KICD-FM listing.
- AGENCY COMMISSION**
15% on time. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
See KICD listing for coded regulations.

TIME RATES

Rates effective August 15, 1965. (Card No. 26.)
Card received October 13, 1965.

- Class A—7:00-9:00 am; noon-1:00 pm and 6:00-7:00
pm.
Class B—5:30-7:00 am; 9:00 am-noon; 1:00-2:00 pm
and 5:00-6:00 pm daily.
Class C—2:00-5:00 pm and 7:00 pm-midnight.

6. SPOT ANNOUNCEMENTS

- CLASS A**
1 min 30 sec 1 min 30 sec
1 ti..... 8.25 5.90 260 ti..... 5.90 4.70
52 ti..... 7.00 5.30 365 ti..... 5.60 4.60
156 ti..... 6.45 5.00 520 ti..... 5.30 4.40

- CLASS B**
1 ti..... 7.00 4.70 260 ti..... 4.70 3.85
52 ti..... 5.90 4.15 365 ti..... 4.55 3.45
156 ti..... 5.30 3.95 520 ti..... 4.40 3.25

- CLASS C**
1 ti..... 5.90 3.85 260 ti..... 4.55 3.25
52 ti..... 5.30 3.45 365 ti..... 4.35 3.20
156 ti..... 4.70 3.30 520 ti..... 4.10 3.00

- QUICKIES**
(15 words or 10 seconds)
10 per day..... 19.50 20 per day..... 33.00
Available Saturday, Sunday, Monday and Tuesday.

7. PACKAGE PLANS
(Minimum 7 days)

PER DAY	30 WORD	1 wk	13 wk	26 wk	52 wk
3 ti.....	3.20	2.90	2.65	2.45	2.45
6 ti.....	2.80	2.60	2.35	2.15	2.15
10 ti.....	2.60	2.35	2.20	2.00	2.00
50 WORD					
3 ti.....	3.85	3.55	3.25	2.95	2.95
6 ti.....	3.30	3.10	2.85	2.60	2.60
10 ti.....	3.15	2.90	2.65	2.45	2.45
75 WORD					
3 ti.....	4.30	3.95	3.65	3.30	3.30
6 ti.....	4.10	3.45	3.15	2.85	2.85
10 ti.....	3.55	3.25	2.95	2.75	2.75
120 WORD					
3 ti.....	5.20	4.75	4.45	4.00	4.00
6 ti.....	4.90	4.15	3.80	3.45	3.45
10 ti.....	4.25	3.90	3.55	3.25	3.25

8. PROGRAM TIME RATES

PER DAY	CLASS A				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti.....	47.00	29.40	17.65	12.95	9.40
52 ti.....	41.15	23.50	14.15	11.75	8.25
156 ti.....	35.30	20.60	11.75	10.00	7.00
260 ti.....	32.35	19.10	10.55	8.25	6.45
365 ti.....	29.40	17.65	10.00	7.65	5.90
520 ti.....	26.45	16.45	9.40	7.00	5.60
CLASS B					
1 ti.....	35.30	23.55	14.10	10.60	8.25
52 ti.....	23.55	15.90	10.00	7.90	6.00
156 ti.....	28.50	18.80	10.00	7.35	5.90
260 ti.....	25.00	17.65	9.10	6.75	5.00
365 ti.....	23.55	15.90	8.25	6.20	4.70
520 ti.....	22.35	14.10	7.65	5.90	4.55
CLASS C					
1 ti.....	29.40	20.60	11.75	9.40	7.00
52 ti.....	20.60	14.15	10.00	8.25	6.00
156 ti.....	25.00	16.45	8.80	7.00	5.30
260 ti.....	23.55	14.10	7.95	5.90	4.70
365 ti.....	22.35	12.95	7.35	5.60	4.45
520 ti.....	21.15	11.75	7.00	5.30	4.25

STORM LAKE (1 AM; 1 FM)

Buena Vista County—Map Location C-3
See SRDS consumer market map and data at begin-
ning of the State.

KAYL

1948



Media Code 4 216 8880 5.00
Cornbelt Broadcasting Co., Park Bldg., Storm Lake,
Ia. 50588, Phone 712-732-3520.

STATION'S PROGRAMMING DESCRIPTION
KAYL: Programmed for general interest.
NEWS: every hour, local editorials daily. Weather
on every news, plus 4 weather shows daily, 5 sports
news daily, 5 market reports daily. Live broadcast
of 100 local sports events yearly, plus major league
baseball. MUSIC: morning includes general popular
music, mixed with interviews, discussion programs.
1-5 pm general popular music, featuring standards,
middle-of-the-road tunes, country and western 4-5
pm. Sat afternoon, top 40 tunes for teens. Sun after-
noon, showtunes, some classics. Rec'd 12/27/68.

- PERSONNEL**
President—Oscar J. Grau.
Sales Manager—Paul Benson.
National Sales—Aleda Horner.
- FACILITIES**
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-8:20
am & 5 pm-local sunset. For non-simulcast facilities
see KAYL-FM.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 24a, 24b, 25a, 28c.
Contracts: 40a, 44a, 44b, 45, 47a, 51b.
Comb. Cont. Discounts: 60b, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with KBS.
Member: Iowa Radio Network.

TIME RATES

No. 6 Eff 4/69—Rec'd 4/7/69.

- A—Daily noon-1 pm.
B—All other times.
- 6. SPOT ANNOUNCEMENTS**
1 MIN: 1x 26x 156x 260x 520x
A..... 6.50 6.50 6.50 6.50 6.50
B..... 6.00 5.90 5.80 5.60 5.30 5.20
- 20/30 SEC:**
A..... 4.80 4.80 4.70 4.50 4.20 4.00
- 7. PACKAGE PLANS**
1 ti 6 ti 10 ti 20 ti 30 ti 50 ti 100 ti
1 min 6.00 5.35 5.20 4.75 4.30 3.20 2.75
30 sec 4.00 4.60 4.20 3.80 3.00 2.60 2.25
- 8. PROGRAM TIME RATES**
1/4 hr: 1x 28x 52x 104x 156x 312x
A..... 16.10 16.10 16.10 16.10 16.10 16.10
B..... 13.80 13.80 13.25 12.65 12.10 10.65
10 min: 75% of 1/4 hr. 5 min: 50% of 1/4 hr.

KAYL-FM

1949

Media Code 4 216 8881 3.00
Cornbelt Broadcasting Co., 820 Lake Ave., Storm
Lake, Iowa 50588, Phone 712-732-3520.

- PERSONNEL**
President—Oscar Grau.
Sales Manager—Paul B. Benson.
- FACILITIES**
ERP 18,000 w., 101.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 387 ft. above average terrain.
Simulcast with KAYL. Non-simulcast 8:20 am-5 pm.
See KAYL, KAYL-FM for simulcast facilities.
- AGENCY COMMISSION**
15/0 on time. Bills payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See KAYL listing for Coded Regulations.

TIME RATES

Eff 4/68—Rec'd 4/18/68.

- 6. SPOT ANNOUNCEMENTS**
1x 26x 156x 260x 520x
1 min..... 4.00 3.50 3.00 2.50 2.00
20/30 sec..... 3.00 2.50 2.00 1.50 1.25
- 8. PROGRAM TIME RATES**
1 hr..... 1x 26x 156x 520x
1/2 hr: 75% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

WASHINGTON

Washington County—Map Location J-6
See SRDS consumer market map and data at begin-
ning of the State.

KCII

1961

Subscriber to the NAB Radio Code
Media Code 4 216 9000 9.00
Washington Home and Farm Radio, Inc., P. O. Box
370, 105-1/2 E. Main St., Washington, Iowa 52385.
Phone 319-653-21

IOWA

Washington—K C I—Continued

music. News of nation, state, local 7-7:15 am, 8-8:15 am. Telephone show 9:35-10 am. Noon hour 30 min. News and farm market report 15 min. Sports 5 min. 1-2:15 pm country and western music show. 2:30-4 pm middle-of-road popular music. 4-5 pm & 6-6:30 pm big bands. 6:30 pm sign-off general popular music. NEWS: 6-5:15 pm, and on hour and half hour throughout day. Rec'd 7/31/67.

- PERSONNEL
 - President—George Volger.
 - Station Manager—Roy A. Hodges.
- FACILITIES
 - 500 w. days; 1380 kc. Non-directional.
 - Operating schedule: 6:00 a.m. to local sunset. CST.
- AGENCY COMMISSION
 - 15% on time and talent; no cash discount.
- GENERAL ADVERTISING See coded regulations
 - General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 - Rate Protection: 10a, 11f, 12b, 13e, 14b, 15a, 15b, 15c.
 - Basic Rates: 20b, 21d, 21d, 22a, 23a, 24a, 24c, 25a, 25b, 25c, 29a, 30, 32a.
 - Contracts: 40a, 41, 44a, 44b, 45, 46, 47b, 49, 51a, 51b.
 - Comb.; Cont. Discounts: 60b, 60g, 61a, 61b, 62a, 62d.
 - Cancellation: 70c, 71a, 72, 73a, 73b.
 - Prod. Services: 80, 81, 82.
 - Affiliated with MBS Radio Network.
 - Member: National A&R Radio Groups, Inc.

TIME RATES
ET—Rec'd 1/9/67.

AA—6-8 am & noon-1 pm.

6. SPOT ANNOUNCEMENTS

	1 ti	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	3.25	3.20	3.10	2.70	2.60	2.50	2.35
Per wk	5.30	5.20	5.10	4.85	4.70	4.55	4.20

120 WORDS

	1 ti	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	5.30	5.10	4.85	4.30	4.10	3.90	3.60
Per wk	4.90	4.80	4.65	4.60	4.30	4.10	3.90

180 WORDS

	1 ti	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	5.60	5.45	5.25	4.80	4.65	4.45	4.20
Per wk	5.30	5.20	5.00	4.80	4.65	4.45	4.20

8. PROGRAM TIME RATES

	1/2 hr	1 hr	10 min	5 min
1 ti	25.00	16.00	14.00	10.00
3 ti	23.00	15.00	13.00	9.00
6 ti	20.00	14.00	11.00	7.50

WATERLOO (3 AM; 2 FM)

(including Cedar Falls)
Black Hawk County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KCFI 1958 CEDAR FALLS

Subscriber to the NAB Radio Code
Media Code 4 216 9120 5.00
KCFI, Inc., Box 157, Cedar Falls, Iowa, 50613.
Phone 319-266-7564.
STATION'S PROGRAMMING DESCRIPTION
KCFI: Programmed for adults. MUSIC: selected middle-of-the-road and standards 80% of day. NEWS: 5 min segments on hour, actual voices of news makers every half hour. Telephone swap programs, world weather reports, local weather reports, area school hot lunch menus, social notes, highway patrol road reports, frequent temperature. SPORTS: weekend major league baseball, pro and university football, local, state and national. Contact Representative for further details. Rec'd 7/24/67.

- PERSONNEL
 - President—Robert F. Goodwin.
 - General Manager—Lou Greco.
 - Sales Manager—Bud Lynnott.
- REPRESENTATIVES
 - Gilli-Perma, Inc.
- FACILITIES
 - 500 w. days; 1250 kc. Directional.
 - Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION
 - 15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
 - General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 - Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 - Basic Rates: 20a, 21a, 21c, 22a, 22b, 24b, 26, 28c, 29a, 30, 33a.
 - Contracts: 40a, 44a, 45, 47a, 48, 51c.
 - Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61b, 62a.
 - Cancellation: 70a, 70c, 71a, 72, 73a.
 - Prod. Services: 80, 82.

TIME RATES
Rates effective May 1, 1964. (Card No. 4)
Card received May 27, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 ti	7.00	4.90	4.25	3.55
13 ti	6.75	4.75	4.15	3.45
26 ti	6.50	4.55	3.95	3.35
52 ti	6.25	4.35	3.80	3.20
156 ti	6.00	4.15	3.65	3.10
260 ti	5.75	3.90	3.50	2.95
312 ti	5.50	3.65	3.20	2.70

7. PACKAGE PLANS
1-MINUTE SATURATION PACKAGES
(Must be used in 1 week)

PER WK:	ea
1-5 ti	7.00
6 ti	6.50
12 ti	6.00
18 ti	5.50
24 ti	5.00

30 seconds—15% discount.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	50	40	20	13

DISCOUNTS

	13x-4%	52x-12%	156x-28%	312x-50%
26x-8%		104x-20%	260x-36%	

KWWL 1947 WATERLOO

EVERY-KNODL, INC.

Subscriber to the NAB Radio Code
Media Code 4 216 9240 1.00
Blackhawk Broadcasting Co., Inc., E. 4th & Franklin Sts., Waterloo, Iowa, 50703. Phone 319-234-4404.
TWX 319-235-1716.

- PERSONNEL
 - Vice-Pres. & Gen'l Mgr.—Burns Nugent.
 - Station Manager—Gail Keeble.
- REPRESENTATIVES
 - Avery-Knodel, Inc.
 - Minneapolis-St. Paul—Wayne-Evans & Associates.
- FACILITIES
 - 5,000 w.; 1330 kc. Directional.
 - Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION
 - 15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
 - General: 1a, 3a, 4a, 5, 6b, 7b, 8.
 - Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.
 - Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 27.
 - Contracts: 40a, 41, 44a, 44b, 45.
 - Comb.; Cont. Discounts: 60b, 60f, 61a, 62b.
 - Cancellation: 70a, 70c, 71a, 72, 73b.
 - Affiliated with MBS.
 - Announcements on KWWL and KLLW Cedar Rapids, Iowa, may be added together to earn most favorable package rate for both stations. Schedules do not have to be identical.

TIME RATES
No. 19 ET 6/1/69—Rec'd 6/2/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti	36 ti
1 min	23.00	17.00	14.00	12.00	11.00
30 sec	18.50	14.00	11.50	10.00	9.00

CLASS A

	1 min	18.00	15.00	12.00	11.00	10.00
30 sec	13.50	12.00	10.00	9.00	8.00	

10 SECOND ID'S

	8 A	7
AA		

KWWL-FM 1968

Media Code 4 216 9241 9.00
Blackhawk Broadcasting Co., Inc., E. 4th & Franklin Sts., Waterloo, Iowa, 50703. Phone 319-234-4401.
TWX 319-235-1716.

- PERSONNEL
 - Vice-Pres. & Gen'l Mgr.—Burns Nugent.
 - Station Manager—Gail Keeble.
- REPRESENTATIVES
 - Avery-Knodel, Inc.
 - Minneapolis-St. Paul—Wayne-Evans & Associates.
- FACILITIES
 - ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mc. Stereo.
 - Operating schedule: 6 am-midnight.
 - Antenna ht.: 1,800 ft. above average terrain.
- AGENCY COMMISSION
 - 15% on time.
- GENERAL ADVERTISING See coded regulations
 - See KWWL listing for coded regulations.

TIME RATES
No. 1 ET 6/1/69—Rec'd 1/3/69.

6. SPOT ANNOUNCEMENTS

	1 hr	30 1/4 hr	12 1/2 hr
1 hr	30	1/4 hr	12

8. PROGRAM TIME RATES

	10 min	10 5 min	8
10 min	10	5 min	8

10. SPECIAL FEATURES

	13 wk-10%	26 wk-15%	52 wk-20%
13 wk	10%	15%	20%

KXEL 1942 WATERLOO

Media Code 4 216 9360 7.00
KXEL Broadcasting Company, Box 2395, Highway 281 East, Waterloo, Ia. 50705. Phone 319-233-3371.

- STATION'S PROGRAMMING DESCRIPTION**
KXEL: Programmed for adults and young adults. 15 min news 5 am. Polkas, waltzes, schottisches, etc., 5:15-5:55 am. Farm 6-7 am. News block 7-8 am. Five 15 min newscasts daily. News at 12:45 & 5:55. Air personality 8:10-11:30 am. Polkas, waltzes, schottisches, etc., 11:30 am-noon. News noon-12:30 pm. Farm 12:30-1 pm. Air personality until 3 pm. Country and western 3-5 pm. Sports and news block 5-6 pm. News and farm 6-7 pm. 7-8:30 pm country and western. After 8:30 pm news and public affairs. All music 6 am-3 pm middle-of-the-road. 2 local sportscasts. Sports play-by-play. College football and professional hockey. 3 min commodity market and stock exchange reports 5 times daily. 3 mobile units. Contact Representative for further details. Rec'd 10/16/67.
- PERSONNEL
 - President—Cy N. Bahakel.
 - Vice-Pres. & Gen'l Mgr.—Al Laval.

- REPRESENTATIVES
 - Sarah/Gates, Inc.
 - Kansas City, St. Louis—Eugene F. Gray Co.
- FACILITIES
 - 50,000 w.; 1540 kc. Directional—night.
 - Operating schedule: 24 hours daily except midnight Sat-6:30 am Sun. CST.
- AGENCY COMMISSION
 - 15% time only.
- GENERAL ADVERTISING See coded regulations
 - General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 - Rate Protection: 10b, 11b, 12b, 13b, 14b.
 - Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
 - Contracts: 40a, 42a, 45, 46, 47a, 51c.
 - Comb.; Cont. Discounts: 60a, 60f, 61a.
 - Cancellation: 70a, 71a, 72, 73a, 73b.
 - Prod. Services: 80, 81, 82.
 - Affiliated with American Entertainment Network.
 - Affiliated with American Information Network.

TIME RATES
No. 9 ET 10/1/68—Rec'd 9/13/68.

6. SPOT ANNOUNCEMENTS

	1 hr	30 1/4 hr	12 1/2 hr
1 hr	30	1/4 hr	12

A—All other times.

1 MINUTE CLASS AA

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	18.00	16.00	15.25	14.50	13.75	13.00
13 wk	17.50	15.50	14.75	14.00	13.25	12.50
26 wk	17.00	15.00	14.25	13.50	12.75	12.00
52 wk	16.50	14.50	13.75	13.00	12.25	11.50

CLASS B

	1 wk <th>13 wk <th>26 wk <th>52 wk </th></th></th>	13 wk <th>26 wk <th>52 wk </th></th>	26 wk <th>52 wk </th>	52 wk
1 wk	16.00	14.50	13.75	13.00
13 wk	15.50	14.00	13.25	12.50
26 wk	15.00	13.50	12.75	12.00
52 wk	14.50	13.00	12.25	11.50

20/30 sec: 80% of earned 1-min.
8/10 sec: 50% of earned 1-min.
All spots, regardless of length, combine for frequency. Schedules do not have to run consecutively to earn number of weeks frequency.

8. PROGRAM TIME RATES

	1x	25x	52x	104x	260x	512x
1/2 hr	100.00	95.00	90.00	85.00	80.00	75.00
1/4 hr	68.00	63.00	60.00	57.00	54.00	51.00
10 min	50.00	48.50	45.00	42.50	40.00	37.50
5 min	33.00	32.00	31.00	29.00	27.00	25.00

KXEL-FM 1962 WATERLOO

Media Code 4 216 9361 5.00
KXEL Broadcasting Company, Inc., Box 2395, Waterloo, Ia. 50705. Phone 319-233-3371.

- PERSONNEL
 - President—Cy N. Bahakel.
 - Vice-Pres. & Gen'l Mgr.—Al Laval.
- FACILITIES
 - ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mc. Stereo.
 - Operating schedule: 6 am-midnight. CST.
 - Antenna ht.: 569 ft. above average terrain.
- AGENCY COMMISSION
 - 15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations
 - General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
 - Rate Protection: 10b, 11b, 12b, 13b, 14b.
 - Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
 - Contracts: 40a, 42a, 45, 46, 47a, 51c.
 - Comb.; Cont. Discounts: 60a, 60f, 61a.
 - Cancellation: 70a, 71a, 72, 73a, 73b.
 - Prod. Services: 80, 81, 82.
 - Affiliated with American FM Network.

TIME RATES
ET 5/1/69—Rec'd 6/2/69.

AA—Daily 5 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	80% of 1-min.
1 min	7	7	6
30 sec	7	7	6

DISCOUNTS

	13x-5%	52x-15%	312x-25%
26x-10%		156x-20%	

8. PROGRAM TIME RATES

	1 hr	1x	13x	26x	52x	156x
AA	38	34	32	30	26	26
A	30	28	24	22	18	18

10. SPECIAL FEATURES

	5-min News
5-min News	12

WAUKON

Allamakee County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KNEI KNEI-FM 1967 1968

Media Code 4 216 9400 1.00
Ralph M. Sweeney, Box 111, Waukon, Ia. 52172.
Phone 568-3476.

- PERSONNEL
 - Station Manager—David H. Hogendorn.
 - Advertising Manager—Chuck E. Pettigill.
 - Program Director—James Jure.
- FACILITIES
 - 250 w.; 1140 kc. Non-directional.
 - Operating schedule: Sunrise-local sunset. CST.
 - FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc.
 - Operating schedule: 6 am-midnight. CST.
 - Antenna ht.: 208 ft. above average terrain.
- AGENCY COMMISSION
 - None; all rates net to station.

- GENERAL ADVERTISING See coded regulations
 - General: 1a, 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b.
 - Rate Protection: 10b, 11b, 12b, 13b.
 - Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32a.
 - Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 47c, 49, 51a, 51b, 51c.
 - Comb.; Cont. Discounts: 60b, 60f, 60i, 61b, 61c, 62b, 62d.
 - Cancellation: 70c, 71a, 72.

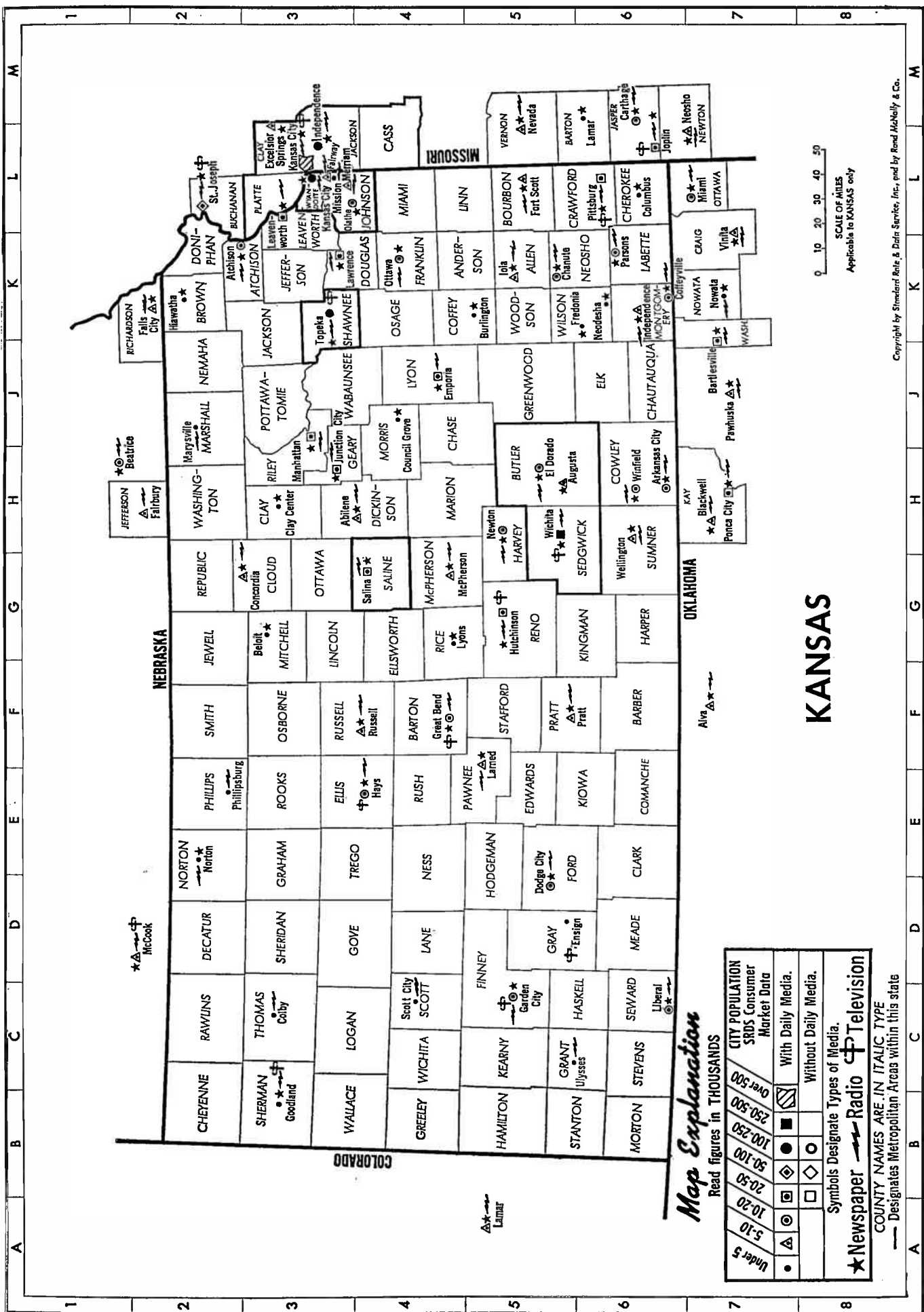
TIME RATES
ET—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

	1 x	5.25	3.25	156 x	1 min 30 sec	1 min 30 sec
1 x	5.25	3.25	156 x	1 min 30 sec	1 min 30 sec	1 min 30 sec
13 x	5.00	3.00	260 x	1 min 30 sec	1 min 30 sec	1 min 30 sec
26 x	4.75	2.75	312 x	1 min 30 sec	1 min 30 sec	1 min 30 sec
52 x	4.50	2.50	730+	1 min 30 sec	1 min 30 sec	1 min 30 sec
104 x	4.25	2.25		1 min 30 sec	1 min 30 sec	1 min 30 sec

8. PROGRAM TIME RATES

	1 hr	1x	15x	26x	52x	104x	156x	260x	312x
1 hr	40.00	42.00	35.00	30.00	32.00	30.00	27.00	24.00	24.00
1/2 hr	27.00	25.00	20.00	18.00	18.00	18.00	16.00	14.00	14.00
1/4 hr	18.00	16.00	15.00	14.00	13.00	12.00	10.00	9.00	9.00
5 min	9.00	8.40	7.80	7.20	6.80	6.00	5.		



Map Explanation
Read figures in THOUSANDS

Under 5	●	Without Daily Media.
5-10	○	Without Daily Media.
10-20	◇	Without Daily Media.
20-50	◇	Without Daily Media.
50-100	◇	Without Daily Media.
100-250	■	With Daily Media.
250-500	■	With Daily Media.
Over 500	■	With Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ↗ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

KANSAS

0 10 20 30 40 50
 SCALE OF MILES
 Applicable to KANSAS only

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State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Emporia—Lyon Hutchinson—Reno		Junction City—Geary Kansas City—Wyandotte		Lawrence—Douglas Leavenworth—Leavenworth		Manhattan—Riley		Prairie Village City—Johnson		Salina—Saline		Topeka—Shawnee		Wichita—Sedgwick													
ESTIMATES FOR:		Consumer Spendable Income—1968								Total Retail Sales—		Retail Sales—1968					Passen-ger		Farm Popu-lation		Gross Farm Income						
STATE		% Distribution of Families								Per Household		By Selected Store Types					1/1/69		1/1/69		1968						
COUNTY—Map Loc.		Population Households		Per Household		3000 to 5000		5000 to 8000		8000 to 10000		10000 to 15000		15000 and over		(\$000)		(\$)		(\$000)		(\$000)		(\$000)		(\$000)	
City		1/1/69		1/1/69		4999		7999		9999		14999		over		(\$000)		(\$)		(\$000)		(\$000)		(\$000)		(\$000)	
Metropolitan Area		(000)		(000)		(\$000)		(\$)		(\$)		(\$)		(\$)		(\$)		(\$)		(\$)		(\$)		(\$)		(\$)	
KANSAS STATE TOTALS		2,312.2	737.96	6,556,263	8,884	16.4	18.2	18.1	24.2	16.8	3,937,913	5,336	714,229	137,388	462,009	174,752	202,839	864,496	374,366	1,063.06	188.9	1,816,030					
ALLEN K-5	16.1	5.70	39,413	6,915	20.5	14.7	17.6	21.4	11.5	24,950	4,377	4,088	460	2,451	791	716	4,684	2,565	7.34	2.1	12,379						
ANDERSON K-4	8.2	2.81	19,459	6,925	20.3	15.5	17.3	23.6	8.5	13,865	4,934	2,555	430	611	401	387	3,282	1,092	4.05	2.3	14,402						
ATCHISON K-2	19.6	6.09	54,961	9,025	18.4	15.3	17.7	26.4	17.0	26,685	4,382	6,545	1,434	3,163	1,224	1,028	4,854	1,434	8.25	2.1	15,409						
BARBER F-6	7.8	2.64	26,861	10,175	18.1	14.5	16.3	25.3	21.1	15,772	5,974	2,541	623	502	339	636	2,549	2,040	3.66	1.1	21,223						
BARTON F-4	33.8	10.71	99,236	9,266	16.0	17.2	20.2	26.5	17.0	63,740	5,951	10,026	1,591	9,247	3,982	4,254	15,278	6,175	15.98	2.3	18,489						
BORRISON L-5	15.6	5.78	37,335	6,459	21.8	16.3	16.9	18.5	5.2	28,785	4,980	5,640	537	1,974	1,563	1,861	6,088	3,231	7.72	2.6	14,338						
BROWN K-2	13.8	4.93	27,622	5,603	18.4	12.3	13.0	24.7	17.8	26,421	5,359	3,840	795	1,118	317	860	4,744	2,407	6.02	3.0	28,159						
BUTLER H-5	41.3	13.28	115,709	8,713	15.5	16.8	19.3	26.9	16.7	56,738	4,272	9,798	1,559	3,339	1,977	2,428	16,739	7,955	19.39	3.3	36,667						
CHASE J-4	2.9	1.05	9,003	8,574	17.0	12.4	12.0	27.3	20.4	5,147	4,902	954	193	324	103	140	732	759	1.71	1.0	21,429						
CHAUTAUQUA J-6	5.1	1.90	14,145	7,445	15.8	11.8	8.1	25.3	25.8	9,252	4,869	1,377	372	246	78	72	2,120	1,802	2.50	1.0	8,532						
CHEROKEE L-6	20.8	7.38	53,408	7,237	18.2	14.0	16.1	24.1	14.1	25,382	3,439	899	1,686	569	1,266	5,197	2,842	10.34	2.3	12,198							
CHEYENNE B-2	4.1	1.39	11,795	8,486	13.3	10.2	9.3	29.7	31.3	8,284	5,960	1,112	205	232	298	360	1,862	929	2.11	1.5	17,853						
CLARK E-6	2.6	.94	9,494	10,100	15.3	12.3	12.0	29.3	26.1	5,541	5,895	1,024	230	189	202	168	1,168	732	1.52	.6	15,800						
CLAY H-3	10.0	3.58	27,266	7,616	21.3	15.6	18.3	22.7	10.2	22,919	6,402	3,267	364	2,069	827	587	5,439	1,582	4.87	2.1	20,113						
CLOUD G-3	14.6	4.97	33,396	6,720	21.5	17.0	19.1	22.4	9.4	26,535	5,339	4,165	897	2,900	819	907	4,879	2,506	6.32	2.1	16,899						
COFFEY K-4	6.6	2.38	19,419	8,159	17.7	11.9	11.6	23.9	19.1	10,705	4,998	1,890	447	410	176	483	2,723	1,478	3.60	2.1	17,599						
COMANCHE E-6	2.5	.91	8,557	9,403	14.7	11.7	11.5	28.6	25.5	4,188	4,602	934	190	244	97	167	496	739	1.51	.7	10,855						
COWLEY H-6	35.0	11.73	110,720	9,439	17.8	15.8	18.2	25.3	16.6	61,089	5,208	10,893	2,414	6,180	2,202	3,726	14,592	5,892	16.88	3.2	23,695						
CRAWFORD L-6	39.2	14.44	93,565	6,480	22.5	19.7	15.7	17.7	10.1	60,149	4,165	12,432	2,104	8,113	3,184	5,306	9,299	5,272	17.45	2.7	14,011						
DECATUR D-2	4.9	1.67	14,201	8,504	16.8	12.9	14.5	27.0	19.8	9,783	5,858	1,613	225	379	405	286	1,781	2,051	2.62	1.5	16,451						
DICKINSON H-4	21.6	7.42	58,233	7,848	20.3	15.6	17.8	23.5	15.1	34,684	4,674	5,021	913	4,136	1,122	1,451	7,389	3,612	9.77	3.0	28,292						
DONIPHAN K-2	10.0	3.25	19,944	6,137	18.1	13.0	14.3	27.6	16.5	9,078	2,793	1,731	273	501	105	333	880	1,318	4.16	2.1	20,866						
DOUGLAS K-3	48.4	14.28	125,726	8,804	17.8	17.4	17.8	24.3	16.4	87,843	6,151	16,884	3,405	7,185	5,910	5,158	14,860	9,028	21.68	2.6	15,885						
Lawrence	44.0	12.80	85,782	6,702	17.0	13.0	13.5	27.7	23.7	75,994	5,625	15,350	2,988	6,627	5,583	4,871	13,587	6,317	25.90	.9	11,190						
EDWARDS E-5	4.0	1.35	13,235	9,804	17.0	10.9	9.8	25.3	23.1	5,181	4,080	1,048	189	420	52	72	1,527	461	2.14	1.1	7,552						
ELK J-6	3.3	1.27	12,050	9,488	19.1	17.6	20.0	23.5	13.8	49,405	7,756	8,667	934	3,736	3,309	3,399	11,814	4,456	9.67	1.9	10,548						
ELLIS E-3	23.0	6.37	54,294	8,523	19.7	13.9	15.4	26.1	16.4	10,947	4,505	2,153	457	268	279	642	3,094	1,473	3.28	1.5	12,447						
ELLSWORTH G-4	7.0	2.43	19,500	8,025	19.1	13.9	15.4	26.1	16.4	10,947	4,505	2,153	457	268	279	642	3,094	1,473	3.28	1.5	12,447						
FINNEY D-5	19.3	5.80	43,498	7,500	22.0	20.3	19.6	16.6	9.8	51,687	8,912	5,974	1,425	6,763	3,419	2,938	10,836	3,353	8.57	1.3	36,517						
FORD E-5	21.9	6.96	59,758	8,586	17.0	16.9	19.3	25.0	16.9	59,935	8,611	8,578	1,523	7,466	2,209	4,927	12,175	4,126	10.65	1.6	32,741						
FRANKLIN K-4	20.8	7.27	45,662	6,281	23.6	17.0	19.1	17.7	6.6	39,534	5,438	6,451	1,146	2,666	2,139	1,420	9,345	3,244	9.43	2.7	19,347						
GEARY H-3	28.4	7.98	82,519	10,341	25.1	18.7	19.1	19.1	9.0	45,173	5,661	7,583	1,166	5,940	2,083	3,243	9,897	4,849	12.18	1.0	7,369						
Junction City	22.0	7.36	42,200	5,734	25.1	18.7	19.1	19.1	9.0	44,140	5,997	7,577	1,166	5,526	2,081	3,243	9,889	4,093	12.18	1.0	7,369						
GOVE D-3	4.1	1.21	10,002	8,266	19.3	14.9	16.7	25.7	17.5	6,113	5,052	1,497	252	652	136	602	711	539	1.74	1.1	14,816						
GRAHAM E-3	5.9	1.81	17,171	9,487	15.9	13.6	15.9	24.0	21.6	9,400	5,193	1,320	150	391	233	650	1,980	971	2.38	1.1	9,584						
GRANT C-6	5.5	1.55	17,319	11,174	15.8	15.5	19.7	29.3	19.6	14,858	9,586	2,337	512	757	408	897	2,525	853	2.57	.6	11,571						
GRAY D-5	3.4	1.08	10,835	10,032	16.5	12.8	12.5	27.0	20.0	10,454	9,680	1,245	395	332	136	166	1,025	645	2.03	1.1	14,920						
GREELEY B-4	2.1	.64	6,394	9,991	13.0	14.5	17.5	30.0	24.9	3,877	6,058	939	95	162	133	69	233	543	.93	.4	13,710						
GREENWOOD J-5	8.9	3.21	33,319	10,380	15.3	12.1	12.8	27.8	24.1	14,869	4,632	2,825	636	887	612	547	3,406	2,011	4.81	1.6	17,942						
HAMILTON B-5	2.3	.75	10,276	13,701	12.7	11.2	10.8	27.2	35.8	6,302	4,403	990	226	189	274	166	2,092	616	1.43	.6	15,775						
HARPER G-6	7.9	2.83	28,863	10,199	14.0	12.8	15.4	20.6	24.3	18,370	6,491	2,974	666	1,078	495	599	3,387	2,000	4.37	1.9	22,660						
HARVEY H-5	27.9	8.96	73,537	8,207	18.8	17.5	18.6	26.2	15.8	45,447	5,072	8,883	1,109	4,890	1,700	2,011	10,315	4,654	12.79	2.5	22,597						

State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968					Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)						
STATE	COUNTY—Map Loc.	Population 1/1/69 (000)	Households 1/1/69 (000)	Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce (\$000)	By Selected Store Types											
City	Metropolitan Area									Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)									
RUSSELL F-3		8.9	2.99	36,096	12,072	14.8	13.1	14.8	31.3	25.4	16,730	5,595	3,097	603	1,224	1,056	968	4,017	2,190	5.37	1.3	10,392
SALINE G-4†		59.5	18.34	167,422	9,129	18.2	18.7	19.8	24.3	17.0	112,854	6,153	16,182	2,274	31,581	4,766	4,653	22,703	9,016	22.07	1.6	18,733
Salina		45.1	14.62	140,443	9,620						107,738	7,369	15,598	2,197	31,555	4,763	4,598	21,842	8,269			
Salina Metro Area		59.5	18.34	167,422	9,129	18.2	18.7	19.8	24.3	17.0	112,854	6,153	16,182	2,274	31,581	4,766	4,653	22,703	9,016	22.07		
SCOTT C-4		5.3	1.63	14,572	8,940	20.0	17.3	20.3	24.0	15.3	12,731	7,810	2,849	311	784	383	555	2,559	622	2.52	.7	22,205
SEDGWICK G-5†		385.4	121.36	1,183,661	9,753	14.3	17.6	20.2	26.1	19.3	699,561	5,764	125,030	24,894	110,215	36,783	35,561	174,826	57,750	178.58	3.1	38,219
Wichita		290.9	95.60	910,219	9,521						608,384	6,364	106,123	22,137	105,918	35,634	30,456	154,677	41,194			
Wichita Metro Area		426.7	134.64	1,299,370	9,651	14.3	17.8	20.1	26.1	19.0	756,299	5,617	134,828	26,453	113,554	38,760	37,989	191,565	65,705	197.97		
SEWARD C-6		18.5	5.67	52,541	9,266	20.9	29.4	22.4	16.1	6.4	40,519	7,146	6,567	1,154	4,746	1,893	2,835	11,997	2,883	7.92	.5	9,111
SHAWNEE K-3†		162.1	52.06	477,463	9,171	15.5	18.4	20.3	24.9	16.6	287,850	5,529	52,793	13,418	46,230	17,029	19,104	56,610	25,073	72.30	2.5	17,749
Topeka		134.6	44.49	416,066	9,352						269,462	6,057	49,451	13,418	41,357	14,896	18,824	54,964	21,720			
Topeka Metro Area		162.1	52.06	477,463	9,171	15.5	18.4	20.3	24.9	16.6	287,850	5,529	52,793	13,418	46,230	17,029	19,104	56,610	25,073	72.30		
SHERIDAN D-3		4.3	1.25	9,132	7,306	20.3	14.7	16.5	24.7	14.4	5,038	4,030	233	117	410	22	362	868	393	1.78	1.5	13,109
SHERMAN B-3		7.8	2.60	17,569	6,757	15.4	14.8	17.0	27.6	21.3	23,486	9,033	3,039	547	1,644	986	3,125	7,893	1,536	3.66	1.0	18,970
SMITH F-2		7.2	2.58	16,890	6,547	16.4	13.1	11.7	24.1	20.1	10,683	4,141	1,946	293	741	243	516	1,746	1,196	3.52	2.1	18,228
STAFFORD F-5		6.9	2.45	19,525	7,969	15.7	12.6	12.8	29.5	22.5	9,568	3,905	1,947	123	348	170	301	1,853	1,326	3.42	1.4	13,380
STANTON B-6		2.1	.60	6,799	11,332	6.1	7.0	6.4	25.7	54.5	4,865	8,108	566	98		53		805	849	1.09	.6	20,237
STEVENS C-6		4.4	1.36	14,788	10,874	13.0	15.1	17.0	25.9	27.0	9,899	7,279	1,282	302	526	234	312	3,484	891	2.16	.6	11,133
SUMNER G-6		26.5	8.98	70,056	7,801	18.7	16.3	18.9	25.3	14.9	40,429	4,502	7,841	1,310	2,622	950	2,799	8,475	4,361	11.94	3.5	36,891
THOMAS C-3		7.5	2.38	23,939	10,058	17.1	15.6	17.4	24.0	21.8	18,677	7,595	2,678	641	1,166	637	1,225	3,141	1,992	3.63	1.1	22,492
TREGO E-3		4.8	1.47	13,557	9,222	16.7	13.0	15.2	28.2	20.0	8,266	5,623	1,398	288	488	192	211	1,578	1,219	2.37	1.3	9,359
WABAUNSEE J-3		6.7	2.29	14,293	6,241	16.6	12.3	13.1	24.8	18.0	7,468	3,261	1,265	193	238	63	217	1,106	903	3.01	1.8	17,252
WALLACE B-3		2.1	.60	4,334	7,223	10.3	8.7	7.9	33.0	35.9	4,329	7,215	487	172	123	184	127	918	64	1.05	.6	9,144
WASHINGTON H-2		10.4	3.56	20,806	5,844	17.4	11.5	11.1	24.6	18.1	14,255	4,004	2,124	263	161	160	1,195	1,734	1,413	4.68	3.3	25,382
WICHITA C-4		2.8	.82	7,999	9,755	15.6	13.6	15.4	24.7	24.0	7,883	9,613	1,306	154		163	116	1,858	786	1.36	.7	16,124
WILSON K-6		12.7	4.50	31,267	6,948	17.9	14.0	16.4	24.6	14.8	15,912	3,536	3,338	540	660	600	676	3,687	1,870	5.85	2.1	13,332
WOODSON K-5		3.5	1.27	11,845	9,327	16.6	11.8	10.6	29.8	19.2	7,569	5,960	1,450	155	517	125	255	1,562	1,008	2.38	1.4	8,942
WYANDOTTE L-3		209.0	65.51	548,796	8,377	17.1	24.1	20.3	22.6	11.9	269,237	4,110	55,923	12,361	22,215	11,527	15,829	74,590	26,941	86.49	.6	3,502
Kansas City		165.7	54.75	344,832	6,298						196,516	3,589	31,749	9,044	16,977	8,582	13,634	67,254	16,217			

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

KANSAS

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	109,700	Topeka	11,200
METRO AREAS		Wichita	23,700
Salina	1,900	Total Metros	36,800

KANSAS

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Greater Kansas Radio Network

Comprised of:
KAKE—Wichita
KLOE—Goodland
KUPR—Garden City
KAYS—Hays
 Media Code 4 217 0075 8.00
 Business Office: Box 1240, Wichita, Kan. 67203
 Phone 316-943-9397.

- PERSONNEL
Regional Manager—Randy Landis.
- REPRESENTATIVES
McGarren-Guild—PGW Radio, Inc.
- AGENCY COMMISSION
15/0 time only.
- GENERAL RATE POLICY

TIME RATES

DISCOUNT

(Per station)

- 2 station buy—5%
 3 station buy—10%
 4 station buy—15%

ABILENE

Dickinson County—Map Location H-3
 See SRDS consumer market map and data at beginning of the State.

KABI

1953



Subscriber to the NAB Radio Code

Media Code 4 217 0150 9.00
KABI, Inc., Box 455, Abilene, Kan. 67410. Phone 913-263-1590.

- PERSONNEL
General Manager—Doug Lyon.
- FACILITIES
250 w. days; 1560 kc. Non-directional. Operating schedule: 6 am-7 pm. CST.
- AGENCY COMMISSION
15% on time only.
- GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30. Contracts: 49, 51c. Comb.: Cont. Discounts: 60b, 60i, 61a. Cancellation: 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82.

TIME RATES

ET 4/1/67—Rec'd 6/12/67.

6. SPOT ANNOUNCEMENTS									
PER YR:									
	156x	260x	312x	365x	500x	1000x	1500x		
1 min	2.60	2.40	2.10	2.00	1.80	1.70	1.60		
30 sec	1.60	1.90	1.70	1.60	1.50	1.30	1.25		
15 sec	1.40	1.30	1.20	1.15	1.10	1.00			

7. PACKAGE PLANS									
PER WK:									
	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti		
1 min	3.00	2.70	2.60	2.40	2.20	2.10	2.00		
30 sec	2.40	2.20	2.10	1.90	1.80	1.70	1.60		
15 sec	1.60	1.40	1.30	1.20	1.10	1.00			

PER MO:									
	40 ti	60 ti	80 ti	100 ti	120 ti	150 ti			
1 min	2.60	2.40	2.20	2.00	1.90	1.70			
30 sec	2.10	1.90	1.80	1.60	1.50	1.30			
15 sec	1.40	1.30	1.20	1.10	1.00				

All spots, regardless of length, may be combined to earn frequency.

B. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	35.00	28.00	20.00	18.00	10.00
13 x	23.00	14.40	10.00	7.60	5.80
26 x	21.50	13.70	9.60	7.20	5.50
52 x	20.00	13.00	9.20	6.80	5.20
104 x	18.50	12.30	8.80	6.40	4.90
156 x	17.00	11.60	8.40	6.00	4.60
280 x	15.50	10.90	8.00	5.60	4.30
312 x	14.00	10.20	7.60	5.20	4.00

ARKANSAS CITY

Cowley County—Map Location H-6
 See SRDS consumer market map and data at beginning of the State.

KSOK

1946



Subscriber to the NAB Radio Code

Media Code 4 217 0300 0.00
KSOK Broadcasting Co., Inc., Drawer 917, Arkansas Kan. 67005. Phone 316-442-5400.

STATION'S PROGRAMMING DESCRIPTION

KSOK: Programmed for adults.

FARM: 6-7 am, county agent, local and national markets, news, weather. NEWS: 7:30-8 am, noon, 12:40 pm, 5:30-6:15 pm. News on hour, weather half hour. 2 mobile units, 2 city local news. SPORTS: local high school, junior college football, basketball, wrestling and golf. Big 8 football, basketball, pro baseball, football. MUSIC: middle-of-the-road music, country, popular, semi-classical. Commercial production department, all commercials, pre-recorded. Emphasis on local public service, active participation in community affairs. 2-1/2 hours daily from remote studios. Rec'd 8/14/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—S. C. Thompson.

3. FACILITIES

1,000 w. days, 100 w. nights; 1280 kc. Non-directional.

Operating schedule: 6:00 am-10:00 pm. CST.

4. AGENCY COMMISSION

15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16. Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29a, 30, 33c. Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a, 62d. Cancellation: 70b, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 ET 3/1/61—Rec'd 5/4/67.

6. SPOT ANNOUNCEMENTS			
PER YR:			
	1 min 30 sec	1 min 30 sec	
52 x	3.50	2.75	316 x
104 x	3.30	2.80	520 x
156 x	3.10	2.40	780 x
280 x	3.00	2.30	1000 x

7. PACKAGE PLANS

PER MO: 10 ti 25 ti 50 ti 75 ti 100 ti 200 ti
 1 min 3.50 3.25 3.00 2.50 2.00 1.75
 30 sec 2.75 2.50 2.35 2.20 1.75 1.50

B. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
28 ti	23.00	14.00	10.50	7.50
65 ti	22.00	13.00	10.00	7.00
130 ti	20.00	12.00	9.50	6.50
195 ti	18.00	11.00	9.00	6.00
260 ti	16.00	10.00	8.25	5.75
312 ti	15.00	9.00	8.00	5.25

ATCHISON

Atchison County—Map Location K-2
 See SRDS consumer market map and data at beginning of the State.

KARE

1939



Subscriber to the NAB Radio Code

Media Code 4 217 0450 3.00
KARE, Inc., Fifth and Kansas Ave., Atchison, Kan. (913) Em 7-1470.

1. PERSONNEL

Pres. & Gen'l Mgr.—James M. Griffith.

2. REPRESENTATIVES
Hal Walton & Company, Inc.

3. FACILITIES

1,000 w.; 1470 kc. Directional—same pattern all hours.

Operating schedule: 5:45 a.m. to midnight. CST.

4. AGENCY COMMISSION

15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20b, 21a, 22b, 23a, 24b, 25, 28a, 29a. Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a. Comb.: Cont. Discounts: 60a, 61a, 62d. Cancellation: 70a, 70c, 71a, 72. Prod. Services: 80, 82. Affiliated with NBC.

TIME RATES

Rates effective March 1, 1953. (Card No. 2.)

Card received March 6, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	40.00	27.00	18.00	10.00	6.00
13 times	38.20	25.80	17.20	9.55	5.80
26 times	36.40	24.55	16.40	9.10	5.50
52 times	34.20	23.10	15.40	8.55	5.25
104 times	32.60	22.00	14.65	8.15	5.00
156 times	31.60	20.65	13.75	7.85	4.85
280 times	29.00	19.55	13.05	7.25	4.65

CHANUTE

Neosho County—Map Location K-6
 See SRDS consumer market map and data at beginning of the State.

KCRB

1952



Subscriber to the NAB Radio Code

Media Code 4 217 0600 3.00
Neosho County Broadcasting, Inc., Box 132, Plummer & Beech, Chanute, Kan. 68720. Phone 316-431-8700.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dale W. McCoy, Jr.
 Sales Manager—Jerry Fryer.
 Prog. & News Dir.—Jim Fehr.

2. REPRESENTATIVES

Gill-Perna, Inc.

3. FACILITIES

1,000 w. days; 1460 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time and talent; payable 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 15b. Basic Rates: 20a, 22a, 23a, 24b, 25a, 28b, 29a. Contracts: 40a, 45, 46, 48. Comb.: Cont. Discounts: 60b, 61a, 61b. Cancellation: 70e, 71a, 73a. Member: National Spanish Language Network. Magic Circle Network.

TIME RATES

No. 3 ET 6/1/68—Rec'd 5/13/68.

6. SPOT ANNOUNCEMENTS			
	1 min 30 sec	1 min 30 sec	
1 x	3.40	2.70	800 x
50 x	3.20	2.60	800 x
100 x	3.00	2.40	750 x
150 x	2.80	2.20	1000 x
250 x	2.60	2.10	

7. PACKAGE PLANS

PER WK, EA: 30 ti 40 ti 50 ti
 1 min 2.50 2.40 2.20
 30 sec 2.00 1.90 1.70

B. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.	25.00	27.00	29.00	31.00
1/2 hr.	15.00	16.00	17.50	19.00
1/4 hr.	10.00	10.50	11.20	12.00
10 min.	7.00	7.80	8.40	9.00
5 min.	5.00	5.20	5.60	6.00

Includes 1.00 news charge.

COFFEYVILLE

Montgomery County—Map Location K-6
 See SRDS consumer market map and data at beginning of the State.

KGGF

1930



Subscriber to the NAB Radio Code

Media Code 4 217 0750 6.00
Midwest Broadcasting Co., Inc., 8th and Elm Sts., Coffeyville, Kan. 67337. Phone 316-251-3800.
 Main Studio: 306 W. 8th St., Coffeyville, Kan. 67337.

STATION'S PROGRAMMING DESCRIPTION

KGGF: Programmed for general interest. 5:45-6:30 am farm service, markets, news, weather. Interviews, 6:30-11:30 am middle-of-the-road music, news, weather, sports reports, features. 11:30 am-12:45 pm farm service, weather, news. 12:45-4 pm country and western music, news at :55, weather, sports reports, features. 4-5:30 pm current music, news at :55, weather, sports reports, features. 5:30-7 pm talk block, news, weather, sports reports, features, public affairs, 7-11 pm top 40 music, concerts, news at :55, 11 pm-12M middle-of-the-road music. SPORTS: major league baseball, Big 8 Conference football and basketball, junior college conference football and basketball, Southeast Conference high school football. Contact Representative for further details. Rec'd 12/29/67.

1. PERSONNEL

Manager—Robert L. Pratt.

2. REPRESENTATIVES

Grant Webb & Company, Inc.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 690 kc.

Directional—separate patterns day and night.

Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b. Basic Rates: 21a, 22a, 23a, 24b, 28a, 29a, 32a. Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a. Comb.: Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 61b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with American Contemporary Network.

2 or more programs of 15 minutes or longer presented on same day by same sponsor within same time classifications are combinable to earn 1/2-hour or 1-hour rate, whichever applies.

TIME RATES

Rates effective November 1, 1957. (Card No. 6.)

Card received November 4, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann
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CONCORDIA

Cloud County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KNCK

1954

Media Code 4 217 1050 0.0

General Broadcasting Co., Concordia, Kan. 68901.
Phone 1414.

- PERSONNEL**
Pres. & Gen'l Mgr.—W. F. Danenberger.
Sales Manager—Oscar W. Allen.
- FACILITIES**
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays (to 6:30 p.m. in summer months); 7:00 a.m. to 5:00 p.m. Sundays.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 22a, 24b, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70a.
Prod. Services: 82.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective February 8, 1954.

Rates received September 27, 1954.

Rev. (Spec. Pkg.) rec'd March 28, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1	2
1/2 hr.	1/4 hr.
1 time—52.50	34.50
13 times—51.00	33.30
26 times—48.00	30.00
52 times—45.00	28.50
104 times—42.00	26.10
156 times—39.00	23.70
280 times—34.50	20.10
512 times—30.00	16.50

7. PACKAGE PLANS	
SPECIAL PACKAGE RATES	
1 min.	30 sec.
100 spots in 30 days	3.45
50 spots in 30 days	3.90
25 spots in 7 days	4.35

DODGE CITY (2 AM; 1 FM)

Ford County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KEDD

1961

Subscriber to the NAB Radio Code
Media Code 4 217 1200 1.00

Seward County Broadcasting Co., Inc., Route No. 2,
Dodge City, Kan. 67801. Phone 316-483-7151.

- STATION'S PROGRAMMING DESCRIPTION**
KEDD: Programmed for adults age 18-45. NEWS: heavy emphasis on local-regional news with 5 min local regional news at :25 every 2 hours, 15 min local-regional news at 8 a.m. 12:15 pm, 5 pm, 5 min network news at :55 every hour. Mobile news units. FARM: 12:30-1 pm with farm director, interviews, market reports, county agent reports from all adjacent counties. farm weather. SPORTS: Little league baseball, college football, network sport broadcasts. MUSIC: 40% middle-of-the-road, 50% general popular, 30% country and western, playing 50% from albums, 50% from 45's. RELIGIOUS: programs Sun morning. COMMERCIAL POLICY: 15 minute competitive production. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
President—Alf M. Landon.
Station Manager—J. R. "Jim" Hewes.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
- FACILITIES**
1,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61a, 61c, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with American Information Network.
Affiliated with KBS.
Sold in combination with WREN, Topeka. See that listing for discount.

TIME RATES

Rates effective _____ (Card No. 2,)

Card received August 30, 1965.

6. SPOT ANNOUNCEMENTS	
(*)	(†)
1 min.	30 sec.
1-12 times—6.00	4.25
13-25 times—5.70	3.90
26-51 times—5.15	3.50
52-103 times—4.80	3.15
104-155 times—4.15	2.80

(*) 1 min or 100 words.
(†) 30 sec or 50 words.
ID's, 15 seconds—1/2 of 1-minute rate.

7. PACKAGE PLANS

1 DAY:	1 min	30 sec
10 times—	41.50	28.00
3 DAYS:		
20 times—	75.00	51.00
6 DAYS:		
50 times—	170.00	115.00
3 WEEKS:		
100 times—	300.00	210.00

KGNO

1930



SAVALLI/GATES INCORPORATED

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 1350 4.00
Dodge City Broadcasting Co., Inc., North Ave. A,
Dodge City, Kan. 67801. Phone 316-227-3151.

- PERSONNEL**
President—J. C. Delouis, Jr.
General Manager—Sherwood R. Parks.
Program Director—Bob Hermes.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Missouri—Eugene F. Gray Co.
Intermountain States—Bob Hix Co., Inc.
Nebraska—Soderlund Company.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1370 kc.
Directional—night only.
Operating schedule: 6 am-11 pm. CST.
FM ERP 25,000 w. 9.5 mc.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 23a, 25a, 28c, 29a, 32b.
Contracts: 40a, 41, 48, 50.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 9 ET 1/1/66—Rec'd 1/3/66.

A—6-9 am & 11:30 am-1 pm.

B—9-11:30 am & 1-7 pm.

C—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS	
A:	B:
1 min	30 sec
1 x	15.00
26 x	14.25
52 x	13.50
156 x	12.75
280 x	12.00
312 x	11.25
520 x	10.50
624 x	9.75
1 x	10.00
26 x	9.80
52 x	9.60
156 x	9.40
280 x	9.20
312 x	9.00
520 x	8.80
624 x	8.60

7. PACKAGE PLANS	
Per Week	
7 ti	14 ti
1 min. ea.	7.00
30 sec. ea.	6.50
19 sec. ea.	5.50
10 sec. ea.	3.50
Minutes, 30 sec. and 0 sec. may be combined for maximum discount. Availabilities under the package plans will be quoted in time brackets. If requested, Client's time preferences will be observed as nearly as possible, but any time is preemptible.	

- PERSONNEL**
General Manager—Jim Piatt.
- FACILITIES**
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to 5:00 p.m. Sundays. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: Magic Circle Network, National AgRadio Group, Inc.

TIME RATES

Rates effective July 1, 1957. (Card No. N-2.)

Card received June 28, 1957.

EL DORADO

Butler County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KBTO

1953

Media Code 4 217 1500 4.00
El Dorado Broadcasting Company, 205-1/2 S. Main
St., El Dorado, Kan. 67042. Phone 321-1360.

- PERSONNEL**
General Manager—Jim Piatt.
- FACILITIES**
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to 5:00 p.m. Sundays. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: Magic Circle Network, National AgRadio Group, Inc.

TIME RATES

Rates effective July 1, 1957. (Card No. N-2.)

Card received June 28, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time—	50.00	32.00	18.00	9.00	6.00
26 times—	47.50	30.00	17.00	8.50	5.85
52 times—	45.00	28.00	16.00	8.00	5.70
104 times—	42.50	26.00	15.00	7.50	5.40
156 times—	40.00	24.00	14.00	7.00	5.10
280 times—	37.50	22.00	13.00	6.50	4.80
312 times—	35.00	20.00	12.00	6.00	4.50

(*) 1-minute or less.

7. PACKAGE PLANS

Saturation Spots
10 or more used in 1 day, 25% discount.

EMPORIA (1 AM; 1 FM)

Lyon County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

KVOE

1939

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 1650 7.00
Bluestem Broadcasting Co., Inc., Box 369, Emporia,
Kan. 66801. Phone 316-342-1400.

- PERSONNEL**
Bluestem Broadcasting Co., Inc., Box 369, Emporia,
Kan. 66801. Phone 316-342-1400.
- STATION'S PROGRAMMING DESCRIPTION**
KVOE: Programmed for general interest.
NEWS: Emphasis on local and regional news with 5 min local, regional news on hour, headline news and weather on half hour, 15 min local, regional and national news at 7 am, 12:15 pm, 3 pm, 6 pm, 10 pm. FARM: 6-7:30 am, 12:35 pm, 1:20 pm, 4 & 5:35 pm with farm director, interviews, market reports, county agent reports, farm weather, 20 hours per week. SPORTS: play-by-play of local high school, 2 local colleges, state universities and professional football. Average over 150 games a year. MUSIC: 75% middle-of-the-road, 20% rock and roll, 5% country and western. RELIGIOUS: 30 min a day and Sun morning. COMMERCIAL POLICY: 15 min competitive production. Contact Representative for further details. Rec'd 10/11/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward J. McKernan, Jr.
Operations Manager—R. Lyle Brown.
Sales Manager—M. R. "Dick" Kline.

- REPRESENTATIVES**
Weed Radio Corporation.

- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-11 pm. CST.
Partial simulcast operation. Simulcast 5:45 am-6:15 pm. For non-simulcast facilities see KVOE-FM.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward J. McKernan, Jr.
Operations Manager—R. Lyle Brown.
Sales Manager—M. R. "Dick" Kline.
- REPRESENTATIVES**
Weed Radio Corporation.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-11 pm. CST.
Partial simulcast operation. Simulcast 5:45 am-6:15 pm. For non-simulcast facilities see KVOE-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward J. McKernan, Jr.
Operations Manager—R. Lyle Brown.
Sales Manager—M. R. "Dick" Kline.

- REPRESENTATIVES**
Weed Radio Corporation.

- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-11 pm. CST.
Partial simulcast operation. Simulcast 5:45 am-6:15 pm. For non-simulcast facilities see KVOE-FM.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward J. McKernan, Jr.
Operations Manager—R. Lyle Brown.
Sales Manager—M. R. "Dick" Kline.

- REPRESENTATIVES**
Weed Radio Corporation.

- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-11 pm. CST.
Partial simulcast operation. Simulcast 5:45 am-6:15 pm. For non-simulcast facilities see KVOE-FM.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. J. McKernan, Jr.
Station Manager—E. J. McKernan, III.
Sales Manager—M. R. "Dick" Kline.

- REPRESENTATIVES**
Weed Radio Corporation.

- FACILITIES**
ERP 5000 w. 104.9 mc. Stereo.
Operating schedule: 5:45 am-11 pm. CST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation. Operated separately 6:15-11 pm. For simulcast facilities see KVOE.

- AGENCY COMMISSION**
15/0 time only; 10th of month.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. J. McKernan, Jr.
Station Manager—E. J. McKernan, III.
Sales Manager—M. R. "Dick" Kline.

- REPRESENTATIVES**
Weed Radio Corporation.

- FACILITIES**
ERP 5000 w. 104.9 mc. Stereo.
Operating schedule: 5:45 am-11 pm. CST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation. Operated separately 6:15-11 pm. For simulcast facilities see KVOE.

- AGENCY COMMISSION**
15/0 time only; 10th of month.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23b, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

KANSAS

6. SPOT ANNOUNCEMENTS	
PER YR:	30x
1 min.	2.65
2.35	2.16
2.04	1.89
1.76	

7. PACKAGE PLANS

PER MO, ROS: 1 mo 3 mo 6 mo 12 mo

1 min. 70.59 63.18 51.18 46.47

1 per day, 7 days per week, consecutive.

FAIRWAY

Johnson County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

KANSAS

Garden City—Continued

KUPK **KUPK-FM**
1949 1952



Subscriber to the NAB Radio Code
Media Code 4 217 2100 2.00

KUP-K Radio, Box 798, Garden City, Kans. 67846.
Phone 316-276-2356.

1. PERSONNEL

Station Manager—Jim Throneberry.
Sales Manager—Wayne LaMunyon,
Farm Director—Frank Morgan.

2. REPRESENTATIVES

McGarran-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w. days; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
FM FACILITIES

ERP 10,900 w. 97.3 mc.
Operating schedule: 8:00 am-11:00 pm.

4. AGENCY COMMISSION

15/10 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b,
25c, 28c, 29a.

Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.

Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 82.

FM operated in conjunction with AM days

Member: Greater Kansas Radio Network.

TIME RATES

ET Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

Fixed 1 min 30 sec ID 10 8 5

8. PROGRAM TIME RATES

1/2 hr. 20.00 10 min. 16.00
1/4 hr. 17.50 5 min. 11.00

GOODLAND

Sherman County—Map Location B-3

See SRDS consumer market map and data at beginning of the State.

KLOE
1947



Subscriber to the NAB Radio Code

Media Code 4 217 2250 5.00

KLOE, Inc., Box 252, Goodland, Kans. 67735. Phone
913-899-2309.

1. PERSONNEL

General Manager—Kay Melia.
Commercial Manager—Gilbert LaPorte.
Prog. & Farm Dir.—Jack Everton.

2. REPRESENTATIVES

The Devney Organization, Inc.

3. FACILITIES

1,000 w. days; 730 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/10: 10th of month

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
28a, 29a.

Contracts: 40a, 42a, 45, 46, 47a.

Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.

Cancellation: 70a, 70c, 71a.

Member: Greater Kansas Radio Network.

TIME RATES

No. 2 ET 5/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 260x 312x

1 min 5.75 5.50 5.25 5.00 4.75 4.50 4.00 3.50

30 sec 5.25 5.00 4.75 4.50 4.25 4.00 3.50 3.00

10 sec 2.85 2.75 2.65 2.55 2.40 2.25 2.00 1.75

Spots may not be combined with programs to earn
greater frequency rate for programs.

QUANTITY DISCOUNTS

5 or more spots per day—10%.

500 spots per year—5%.

1000 spots per year—10%.

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 260x 312x

1 hr. 58 54 52 49 46 43 39 35

1/2 hr. 35 34 32 30 28 26 24 22

1/4 hr. 24 23 22 21 20 19 17 15

10 min. 18 17 16 15 14 13 12 11

5 min. 14 13 12 11 10 9 8 7

GREAT BEND

Barton County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

KVGB
1937



Subscriber to the NAB Radio Code

Media Code 4 217 2400 6.00

KVGB, Inc., 2007 17th St., Great Bend, Kans. 67530.
Phone 316-792-4317.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Grover C. Cobb.
Station Manager—Robert D. Hilgendorf.

2. REPRESENTATIVES

Meeker Radio, Inc.

3. FACILITIES

5,000 w.; 1500 kc. Directional—night only.
Operating schedule: 6:00 a.m. to 11:15 p.m. week-
days; 7:30 a.m. to 11:15 p.m. Sunday. CST.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b, 16.

Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 24c, 25a,
28a, 28c, 29a, 30, 32b, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a,
48, 49, 51c.

Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61b, 62b,
62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with NBC Radio Network.

Additional 10% discount when bought in combination
with KLSI, Salina, Kansas.

TIME RATES

Rates effective July 15, 1965.

Rates received July 20, 1965.

6. SPOT ANNOUNCEMENTS

Class AA—6:30-9:00 am, noon-1:00 pm and 5:00-
7:00 pm.

Class A—9:00 am-noon and 1:00-5:00 pm.

Class B—All other times.

PER YR: 1 min 30 sec 1 min 30 sec 1 min 30 sec

1872 tl. 4.00 3.20 3.40 2.70 2.65 2.10

1248 tl. 4.35 3.50 3.70 2.95 2.90 2.30

936 tl. 4.70 3.75 4.00 3.20 3.10 2.50

624 tl. 5.05 4.05 4.30 3.45 3.35 2.70

312 tl. 5.85 4.50 4.80 3.85 3.75 3.00

156 tl. 6.20 5.00 5.30 4.25 4.15 3.25

52 tl. 6.80 5.45 5.80 4.65 4.55 3.65

1 tl. 7.40 5.95 6.30 5.05 4.95 3.95

10 second announcements—50% of 1-minute rate.

7. PACKAGE PLANS

SPOT SATURATIONS

(For regular and semi-regular advertisers)

Spot are ROS between 6:30 am and 11:00 pm. Station
guarantees 80% of spots in 6:30 am-7:00 pm time
bracket.

Spots earn frequency discount.

Package discounts are based on Class A rates and
appropriate frequency.

WEEKLY PACKAGE PLAN

PER WK: 10% 52 tl. 20%

24 tl. 15% 80 tl. 25%

36 tl. 20% 80 tl. 30%

72 HOUR PLAN

(Any 72 hr period Sun thru Wed)

24 tl. 15% 82 tl. 25%

36 tl. 20% 80 tl. 30%

WEEKEND WAILOP

(Noon Sat-noon Mon)

18 tl. 15% 36 tl. 25%

24 tl. 20% 36 tl. 30%

WEEKLY PACKAGE PLANS

(ROS)

These plans do not earn frequency.

No fixed times guaranteed in ROS plan, although
80% of spots will be run between 6:30 am and 7:00
pm with maximum of 20% to be run 7:00-11:00 pm.

Plans may be combined for weekly frequency and rate.

PER WK: 1 min 30 sec 1 min 30 sec

12 tl. 5.40 4.35 36 tl. 4.85 3.80

18 tl. 5.15 4.10 52 tl. 4.60 3.65

24 tl. 5.00 4.00

DRIVE TIMES

(6:30-9:00 am, noon and 5:00-7:00 pm)

12 tl. 6.80 5.25 36 tl. 5.70 4.75

18 tl. 6.05 5.00 56 tl. 5.45 4.55

24 tl. 5.90 4.85

8. PROGRAM TIME RATES

Class AA—6:30 am-7:00 pm daily; 7:30 am-1:00 pm
Sun.

Class A—All other times.

PER YR: 1 hr 1/2 hr 1/4 hr 10 min 5 min

590 tl. 10.25 10.25 8.15 6.00

312 tl. 11.75 11.25 9.00 6.75

900 tl. 11.40 10.05 10.35 7.70

186 tl. 36.00 24.05 14.90 11.70 8.60

104 tl. 40.00 28.70 16.85 13.05 9.45

52 tl. 44.00 29.35 18.45 14.40 10.35

1 tl. 48.00 32.00 20.25 15.75 11.25

Class A—20% discount off above rates.

10. SPECIAL FEATURE SERVICE CHARGES

EXTRA WIRE SERVICE CHARGES

NEWS AND SPORTS

1/4 hr 10 min 5 min

1 tl. 1.20 .90 .60

WEATHER

1 tl. 1.50

HAYS

Hills County—Map Location E-3

See SRDS consumer market map and data at beginning
of the State.

KAYS
1948



Subscriber to the NAB Radio Code

Media Code 4 217 2550 8.00

KAYS, Inc., Box 817, 2450 Hall St., Hays, Kans. 67801.

1. PERSONNEL

General Manager—Robert E. Schmidt.

Station Manager—R. K. Churchill.

Program Director—Mike Cooper.

2. REPRESENTATIVES

The Devney Organization, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 6:00 a.m. to midnight weekdays;
7:00 a.m. to 11:00 p.m. Sundays. CST.

4. AGENCY COMMISSION

15/10 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 5, 6a.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,
15c, 16.

Basic Rates: 21a, 21b, 21d, 22b, 23b, 24b, 24c, 25a,
27, 28a, 29a, 30.

Contracts: 40a, 41, 42c, 44a, 44b, 45, 46, 47a, 49,
50, 51a, 51c.

Comb.: Cont. Discounts: 60b, 60g, 61b, 62b, 62d.

Cancellation: 70a, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

TV facilities: KA 28-TV.

Member: Greater Kansas Radio Network.

TIME RATES

Rates effective September 1, 1955. (Card No. 4)

Dates received September 23, 1955.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 312x

1 min. 6.00 5.70 5.40 5.10 4.80 4.20 3.80

30 seconds—80% of 1-minute rate.

10 seconds—50% of 1-minute rate.

7. PACKAGE PLANS

Quantity Discounts

5 announcements or more per day—10%

500 announcements per year—5%

1,000 announcements per year—10%

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 312x

1 hr. 40.00 38.00 36.00 34.00 32.00 28.00 22.00

1/2 hr. 24.00 22.80 21.60 20.40 19.20 16.80 15.20

1/4 hr. 16.00 15.20 14.40 13.60 12.80 11.20 8.80

5 min. 8.00 7.60 7.20 6.80 6.40 5.60 4.40

HUTCHINSON (2AM)

Iola—KALN—Continued

TIME RATES
No. 2 ET 9/1/68—Rec'd 10/30/68.

6. SPOT ANNOUNCEMENTS (ROS)

1 min	52x	260x
	3.00	2.70

PER DAY: 1 min 30 sec 20 sec 10 sec
10 11 2.00 1.50 1.25 1.00

7. PACKAGE PLANS

SATURATION PACKAGES

20 or more a wk	5%	40 or more a wk	15%
30 or more a wk	10%		

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	2.00	1.50	1.25	1.00	

PER 13

11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																				
27.60	24.85	16.55	12.40	8.80	13.70	18.30	11.04	8.65	6.20	17.55	14.00	9.20	6.95	4.80	15.95	12.75	8.50	6.65	4.25	14.25	11.95	7.95	6.00	4.00	13.05	11.45	7.65	5.75	3.80	11.95	11.05	7.50	5.45	3.55	11.10	10.65	7.25	5.30	3.40

Minimum 13 wk.
Specified time—7-8 am & Noon-1 pm, add 20%.

JUNCTION CITY (1 AM; 1 FM)

Geary County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KJCK
1949

Media Code 4 217 3300 7.00
Junction City Broadcasting Co., Inc., West 8th St. at Garfield, Box 789 Junction City, Kans. 66441. Phone 913-238-3165.

STATION'S PROGRAMMING DESCRIPTION
KJCK: Programmed for adults and young adults. MUSIC: general popular 80%, current hits 10%, modern country 5%, folk 5%. NEWS: 5 min hourly on hour, local, regional, national, international 15 min summary 7 am, 8 am, noon, 5 pm, 3 mobile news units. SPORTS: 5 min 6:30 am, 7:25 am, 5:15 pm plus special sports coverage and area coach interviews. F.A.I.M.: agricultural news 6:35 am, farmer buy, sell, trade listing 6:55 am, farm oriented weather 7:20 am, noon livestock and grain markets 12:25 pm, various local farm agency reports 12:30 pm. All farm programs 5 min. Remote military report from nearby military base daily 6:50 am & 11:55 am, telephone call-in programs 9:15 am & 2:05 pm daily, editorials 4 times daily, women's shows, local news interviews. Rec'd 1/31/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Halp H. Weir, Jr. Vice-Pres. & Sta. Mgr.—H. Pat Powers. News Director—Bruce Karns.

2. FACILITIES
1,000 w. days; 1420 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Simulcast during AM operational hours. For non-simulcast facilities see KJCK-FM listing.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8. Rate Protection: 10c, 11c, 12c, 13c, 15c. Basic Rates: 20b, 21a, 22a, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44b, 46, 47e, 51a. Comb.: Cont. Discounts: 60f, 60i, 60j, 62b. Cancellation: 70a, 71a, 73b. Prod. Services: 80, 82. Affiliated with NAB and KBS.

TIME RATES
ET 3/30/68 Rec'd 3/30/68.

6. SPOT ANNOUNCEMENTS

1 min	Ann. (*)	5.95	4.40
13	7.00	6.00	5.24
26	8.65	4.80	104
	6.30	4.60	312
	6.30	4.60	312

(*) Station break—20 seconds or 30 words.

7. PACKAGE PLANS

SATURATION PACKAGES

20 or more a wk	5%	40 or more a wk	15%
30 or more a wk	10%		

Includes spots and station breaks.

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	2.00	1.50	1.25	1.00	

DISCOUNTS

13x-5%	52x-15%	156x-25%	26x-10%	104x-20%	260x-30%
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KJCK-FM
1965

Media Code 4 217 3301 5.00
Junction City Broadcasting, Inc., West 8th at Garfield, Box 789 Junction City, Kans. 66441. Phone 913-238-3165.

STATION'S PROGRAMMING DESCRIPTION
KJCK-FM: Programmed for adults and young adults. MUSIC: general popular 80%, jazz 10%, folk 10%. NEWS: 10 min international, national, regional and local on hour each hour. Interviews and discussions on local events daily at 10 pm. Telephone conversation program featuring guests, panels and audience participation 11 pm-12M. M-F. Daily editorial. SPORTS: extensive coverage of major state college play-by-play football, basketball, etc plus broadcast sports events from local area high schools, approximately 65%. Rec'd 1/31/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—R. L. Weir, Jr. Vice-Pres. & Sta. Mgr.—H. Pat Powers. News Director—Bruce Karns.

2. FACILITIES
ERP 88,500 w.: 94.5 mc. Operating schedule: 6 am-midnight Mon thru Fri; 6 am-11 pm Sat; 7-11 pm Sun. CST. Partial simulcast operation with KJCK-AM. For simulcast rates see KJCK-AM, KJCK-FM listing.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See KJCK listing for coded regulations.

TIME RATES
ET 8/1/65—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

11	7.00	52	5.95
13	6.65	104	5.60
26	6.20	312	5.25

7. PACKAGE PLANS

SATURATION PACKAGES

20 or more a wk	5%	40 or more a wk	15%
30 or more a wk	10%		

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	2.00	1.50	1.25	1.00	

DISCOUNTS

13x-5%	52x-15%	156x-25%	26x-10%	104x-20%	260x-30%
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KANSAS CITY

Wyandotte County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.
(including Kansas City, Kans.; Independence, Mo.; Liberty, Mo.; Fairway, Kans.; Merriam, Kans.; Mission, Kans.)

LARNED (1 AM; 1 FM)

Pawnee County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KANS
1963

Subscriber to the NAB Radio Code
Media Code 4 217 3450 0.00
Hillis F. Bell, Jr., 414 Broadway, Larned, Kan. 67550. Phone 285-2127.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hillis F. Bell, Jr. Sales Manager—Ronald Carrier. Program Director—Gaylon Pankratz.

2. REPRESENTATIVES
R & R Representatives, Inc.

3. FACILITIES
1,000 w.: 1510 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST. Simulcast during AM operational hours. For non-simulcast facilities see KANS-FM listing.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 5. Contracts: 40a. Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective December 1, 1965.
Card received December 29, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
11	4.50	3.50	250
13	4.10	3.20	500
100	3.90	2.90	750
150	3.85	2.70	1000

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
30.00	20.00	15.00	7.50
26	29.00	18.00	14.00
52	27.00	18.00	13.00
150	25.00	15.00	12.00
312	22.00	14.00	10.00
352	17.50	12.50	8.00

KANS-FM
1963

Subscriber to the NAB Radio Code
Media Code 4 217 3451 8.00
Hillis F. Bell, Jr., 414 Broadway, Larned, Kan. 67550. Phone 285-2127.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hillis F. Bell, Jr. Sales Manager—Ronald Carrier. Program Director—Gaylon Pankratz.

2. REPRESENTATIVES
R & R Representatives, Inc.

3. FACILITIES
ERP 910 w.: 96.7 mc. Operating schedule: 8:00 am-11:00 pm. CST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation with KANS-AM. For simulcast rates see KANS, KANS-FM listing.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a. Member: National AgRadio Groups, Inc.

TIME RATES
Rates effective December 20, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
11	3.30	2.80	250
13	3.15	2.65	500
100	3.00	2.50	750
150	2.85	2.35	1000

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
30.00	20.00	15.00	7.50
26	28.00	18.00	13.00
52	26.00	15.00	11.00
150	24.00	14.50	10.00
312	20.00	12.50	8.00
352	15.00	10.00	7.00

LAWRENCE (1 AM; 1 FM)

Douglas County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

KLWN 1951
KLWN-FM 1963

Subscriber to the NAB Radio Code
Media Code 4 217 3600 0.00

Lawrence Broadcasters, Inc., R-5, Lawrence, Kan. 66044. Phone 913-843-1320.

1. PERSONNEL
General Manager—Ardon Booth. Operations Manager—Celia Pattil.

2. REPRESENTATIVES
Grant Webb & Company, Inc. Missouri—Kansas, Nebraska—Eugene F. Gray Co.

3. FACILITIES
500 w. days; 1320 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 17,000 w.; 105.0 mc. Operating schedule: 6 am-midnight daily. CST. Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 15b. Basic Rates: 20a, 22b, 23a, 25a, 27, 28b, 28c, 29a. Contracts: 40a, 41, 44b, 45, 46, 51a. Comb.: Cont. Discounts: 60b, 60c, 60i, 62d. Cancellation: 70e, 71a. Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 ET 8/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

ROS, PER WK:	6 tl	12 tl	30 tl
1 min	6.00	5.60	4.80
30 sec	4.50	4.20	3.60
15 sec	3.00	2.80	2.40
1000 per yr	4.00	3.00	2.00

1 year spot contract at fixed position additional 15% discount.

8. PROGRAM TIME RATES

1 hr	10 min	5 min
18.75	15.00	10.00

Per mo 287.50
5 min daily 180.00
5 min, 3 per wk 100.00
5 min, 1 per wk 37.50

LEAVENWORTH (1 AM; 1 FM)

Leavenworth County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

KCLO
1948

Subscriber to the NAB Radio Code
Media Code 4 217 3750 3.00
KCLO, Inc., 335 Muncie Rd., Leavenworth, Kan. 66048. Mu 2-1410.

1. PERSONNEL
President—George Basil Anderson. Business Manager—Leo Pemberton.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
5,000 w. days; 1410 kc. Directional. Operating schedule: 6:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8. Rate Protection: 10f, 11f, 12f, 13f, 14f. Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33b. Contracts: 40a, 41, 42d, 44a, 45, 46, 50, 51a. Comb.: Cont. Discounts: 60b, 60c, 61a, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82.

TIME RATES
Rates effective November 18, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2 hr	5 min	1 min
35.00	20.00	12.00
34.00	19.00	11.00
33.00	18.00	10.00
32.00	17.00	9.00
31.00	16.00	8.00

KCLO-FM
1962

Subscriber to the NAB Radio Code
Media Code 4 217 3751 1.00
KCLO, Inc., 335 Muncie Road, Leavenworth, Kan. 66048. Phone 913-682-1410.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Basil Anderson. Sta. & Sales Mgr.—Leo Pemberton. Program Director—Art Pemberton.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
ERP 100,000 w.: 98.9 mc. Stereo. Operating schedule: 6 am-11 pm. CST. Antenna ht.: 187 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable by 10th of month.

5. GENERAL ADVERTISING See coded regulations
See KCLO listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 5/5/69.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	156x	312x
	6.00	4.50	4.25	3.00
30 sec		3.75	3.50	2.25

8. PROGRAM TIME RATES

1/2 hr	1x	52x	156x	312x
	28.00	25.00	23.50	20.00
1/4 hr		17.00	15.00	14.00
5 min		10.00	8.00	7.00

KANSAS

LIBERAL (2 AM)

Seward County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KLIB
1960

Subscriber to the NAB Radio Code
Media Code 4 217 3900 4.00
Communications Enterprises, Inc., Box 856, Liberal, Kan. 67001. Phone 316-624-2556.

1. PERSONNEL
President—J. Robert Wooten. General Manager—Hal Harbuck.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 5, 6a, 8. Rate Protection: 15b. Basic Rates: 22a, 22b, 25a. Contracts: 40a, 41, 45, 46. Comb.: Cont. Discounts: 60a, 60c, 60i. Prod. Services: 82. Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/14/69.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	20 sec
	2.25	1.75	1.25

8. PROGRAM TIME RATES

1x	26x	52x	104x	156x	260x	312x
1 hour	35.00	31.00	27.00	25.00	22.00	20.00
1/2 hour	22.00	19.24	15.00	14.50	13.00	12.50
1/4 hour	12.50	10.88	9.80	8.64	7.78	7.00
5 min	7.00	6.00	5.40	4.86	4.40	3.98

KSCB
1948

Subscriber to the NAB Radio Code
Media Code 4 217 4050 7.00
Seward County Broadcasting Co., Inc., Box K, E. 8th St., Liberal, Kan. 67001. Phone 316-624-3891.

1. PERSONNEL
President—Aif M. Landon. General Manager—Stuart Melchert.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1270 kc. Directional nights. Operating schedule: 8 am-midnight. CST.

4. AGENCY COMMISSION
15% time only. Payable 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 8. Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a. Contracts: 40b, 46, 47a. Comb.: Cont. Discounts: 60k, 60l, 61a, 61b. Cancellation: 70e, 71a. 30 days' notice on cancellation. Sold in combination with WRN, Topeka. See that listing for discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 7/1/69—Rec'd 7/1/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl	36 tl
1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.00	2.50	2.00	1.75	1.50

10 sec: 50% of 1-min.
CONTINUOUS WEEK DISCOUNT
13 wk—3% 26 wk—10% 52 wk—20%

MANHATTAN

Hiley County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

KMAN
1950

Media Code 4 217 4200 8.00
Manhattan Broadcasting Co., Box 1350, 114 N. 4th St., Manhattan, Kan. 66502. Phone 913-778-4851.

STATION'S PROGRAMMING DESCRIPTION
KMAN: Programmed for adults and young adults. MUSIC: middle-of-the-road, contemporary folk, show-tunes, standards, and swing jazz. NEWS: at 5:05. Local, regional, national, world reports at 7:45 am, noon, 5:15 pm. Editorials and news 12:35 pm & 5 pm M-F. News in review 8:05 am Sat. Weather :15 & :55. Lake reports :10 & :40. Mobile unit camper interviews, mobile boat interviews at random Sat and Sun. SPORTS: 8 am, 12:30 pm, 6 pm. Scoreboard 4:45 pm. College and pro football. College baseball. F.A.M.: university specialists' reports and market reports, 6:15 am, 8:45 am. Stock markets, 4 pm. Military report, 5:05 pm. Open line 11-11:30 am. Rec'd 8/14/67.

1. PERSONNEL
President—Fred A. Seaton. General Manager—Lowell E. Jack. Commercial Manager—Tom Ites.

3. FACILITIES
500 w. days; 1350 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only; bills payable in 10 days.
(This listing continued on next page)

KANSAS

Manhattan—K M A N—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 3d, 4a, 4d, 5, 6a, 7b, 8.
 Late Protection: 15b.
 Basic Rates: 20b, 22a, 22b, 24b, 25a, 29a.
 Contracts: 40a, 43a, 45, 46, 47e, 51a.
 Comb.: Cont. Discounts: 61c, 61d, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.

TIME RATES		Rec'd 4/7/66.	
ET	1x	2x	500x
1 min.	5.50	5.00	4.50
30 sec.	4.50	4.00	3.50

PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		5 min	
1 x	10	5	10	5	10	5	10	5	10
13x-5%	52x-8 1/2%	15x-20%	28x-10%	104x-15%	280x-25%				

MARYSVILLE

Marshall County—Map Location J-2
 See SRDS consumer market map and data at beginning of the State.

KNDY

1958

Subscriber to the NAB Radio Code
 Media Code 4 217 4300 6.00
 Rainbow Broadcasters, Inc., 803-1/2 Broadway, Marysville, Kans. 66508. Phone 013-562-2361.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Arthur F. Stanley.
 2. FACILITIES
 250 w. days; 1570 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.
 4. AGENCY COMMISSION
 15% on time only, no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
 Late Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23c, 28b, 28c.
 Contracts: 40a, 41, 44a, 46, 47e, 48.
 Comb.: Cont. Discounts: 60a, 60d, 60e, 60f.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES		Rates effective May 1, 1963.		Rates received March 2, 1964.	
1 min	30 sec	1 min	30 sec	1 min	30 sec
13 1/2	10	104	4.50	4.50	3.60
26	5.00	4.00	3.12	4.00	3.00
52	4.75	3.75			

Less than 30 seconds—70% of 1-minute rate.

McPHERSON

McPherson County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

KNEX

1948

Media Code 4 217 4500 1.00
 K. H. Krehbiel, Box 186, Hwy. 81, McPherson, Kan. 67460. Phone 316-241-1504.

1. PERSONNEL
 General Manager—Claude Hughes.
 2. REPRESENTATIVES
 George T. Hopewell, Inc.
 3. FACILITIES
 250 w. days; 1540 kc. Non-directional.
 Operating schedule: Sunrise to local sunset. CST.
 4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
 5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4b, 4d, 5, 6a, 8.
 Late Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22b, 23a, 24b, 25a, 29a.
 Contracts: 40a, 46, 48.
 Comb.: Cont. Discounts: 60b.
 Cancellation: 71a, 73a.
 Affiliated with KBS Radio Network.
 Member: National AgRadio Groups, Inc.

TIME RATES		Rates received May 27, 1949.					
6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1/2 hr		1/4 hr		5 min	
1 hr	hr.	hr.	min.	min.	sec.	1 min	30 sec
13	45.50	27.80	15.80	9.10	4.35	3.25	
26	43.85	26.05	14.80	8.65	4.15	3.10	
52	41.20	24.80	14.00	8.20	3.95	2.95	
104	38.90	22.55	13.20	7.75	3.75	2.80	
156	34.75	20.95	11.60	6.85	3.55	2.65	
260	33.60	19.70	10.80	6.40	3.15	2.35	
312	30.45	18.55	10.00	5.95	2.95	2.20	

8:30 a.m. to 8:00 a.m. and noon to 1:00 p.m. add 10% to regular rates.

MERRIAM

Johnson County—Map Location L-3
 See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.

(including Kansas City, Kans.; Independence, Mo.; Liberty, Mo.; Fairway, Kans.; Merriam, Kans.; Mission, Kans.)

MISSION

Johnson County—Map Location L-3
 See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.
 (including Kansas City, Kans.; Independence, Mo.; Liberty, Mo.; Fairway, Kans.; Merriam, Kans.; Mission, Kans.)

NEWTON (1 AM; 1 FM)

Harvey County—Map Location H-5
 See SRDS consumer market map and data at beginning of the State.

KJRG

1953

Subscriber to the NAB Radio Code
 Media Code 4 217 4650 4.00
 KJRG, Inc., Box 567, Newton, Kan. 67114. Phone 316-283-5150.

1. PERSONNEL
 President—George Basil Anderson.
 Vice-President—Milo Kincaid.
 Business Manager—Ben Weis.
 2. REPRESENTATIVES
 George T. Hopewell, Inc.
 West Coast—Walter Biddick Co.
 3. FACILITIES
 500 w. days; 950 kc. Non-directional.
 Operating schedule: 8 am-local sunset. CST.
 4. AGENCY COMMISSION
 15/0 time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Late Protection: 10f, 11f, 12f, 13f, 14f.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33b.
 Contracts: 40a, 41, 42d, 44a, 45, 46, 50, 51a.
 Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES		Rates received May 13, 1957.					
6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1/2 hr		1/4 hr		5 min	
1 time	26 times	52 times	104 times	156 times	1 min	30 sec	1 min
1	30.00	18.00	9.00	5.00			
26	28.50	17.00	8.00	4.50			
52	27.00	15.00	7.00	4.00			
104	25.00	14.00	6.00	3.75			
156	22.00	13.00	5.00	3.50			

KJRG-FM

1959

Media Code 4 217 4651 2.00
 KJRG, Inc., Box 567, Newton, Kans. 67114. Phone 316-283-5150.

1. PERSONNEL
 President—George Basil Anderson.
 Business Manager—Ben Weis.
 Sales Manager—Roy Lichtenberger.
 2. REPRESENTATIVES
 George T. Hopewell, Inc.
 3. FACILITIES
 ERP 100,000 w.; 92.3 mc. Stereo.
 Operating schedule: 6 am-midnight. CST.
 Antenna ht.:
 Partial simulcast operation. Operated separately 6:30 am-midnight. For simulcast facilities see KJRG.
 4. AGENCY COMMISSION
 15/0 time only; 10th of following month.
 5. GENERAL ADVERTISING See coded regulations
 See KJRG listing for coded regulations.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
6. SPOT ANNOUNCEMENTS		ET Rec'd 11/29/58.	
1x	52x	156x	312x
1 min	4.00	3.00	2.75
30 sec	2.50	2.25	2.00

NORTON

Norton County—Map Location E-2
 See SRDS consumer market map and data at beginning of the State.

KNBI

1963

Subscriber to the NAB Radio Code
 Media Code 4 217 4800 5.00
 Norton Broadcasting, Box 230, Country Club Rd., Norton, Kans. 67554. Phone 927-3378.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Stanley F. Chapin.
 Sales Manager—Dennis J. Baird.
 3. FACILITIES
 1000 w.; 1530 kc. Non-directional.
 Operating schedule: 5:15 am—8:15 pm local sunset. CST.
 4. AGENCY COMMISSION
 15/0, payable 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 5.
 Contracts: 40a.
 Cancellation: 70a.
 Affiliated with KBS.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
6. SPOT ANNOUNCEMENTS		ET Rec'd 4/29/68.	
PER YR:	1 min	30 sec	15 sec
1 x	3.85	3.10	2.00
26 x	3.65	2.95	1.85
52 x	3.25	2.60	1.65
104 x	3.00	2.45	1.50
156 x	2.70	2.15	1.35
312 x	2.50	2.00	1.25
365 x	2.30	1.85	1.15
500 x	2.15	1.70	1.05
1000 x	1.85	1.55	1.00

PER YR:	1 min	30 sec	15 sec
1600 x	1.71	1.32	.95
2000 x	1.00	1.21	.90
2500 x	1.38	1.16	.85

AA 7-8:30 am & noon-1 pm: extra 20%.

7. PACKAGE PLANS		BTA		(within 7 day period)	
PER WK. EA:	12 ti	24 ti	36 ti	48 ti	72 ti
1 min.	3.00	2.75	2.50	2.30	2.10
30 sec.	2.50	2.20	2.00	1.85	1.70
15 sec.	1.80	1.70	1.60	1.50	1.30

8. PROGRAM TIME RATES		1x		2x		3x		4x		5x		6x	
PER YR:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.	15 sec.	1 min.	30 sec.	15 sec.	1 min.	30 sec.
1 hr.	38.50	32.75	28.90	26.00	23.10	19.25	17.35						
1/2 hr.	23.00	19.65	17.35	15.60	13.85	11.55	10.40						
1/4 hr.	15.00	13.00	11.00	10.50	8.25	6.50	6.00						
10 min.	12.70	10.50	9.50	8.50	7.50	6.00	5.50						
5 min.	8.50	7.25	6.35	5.65	5.10	4.25	3.85						

Spots may not be combined with programs to earn greater frequency for programs.

OTTAWA (1 AM; 1 FM)

Franklin County—Map Location K-4
 See SRDS consumer market map and data at beginning of the State.

KOFO

1949

Subscriber to the NAB Radio Code
 Media Code 4 217 4950 6.00
 Ottawa Broadcasting Co., Box 16, Ottawa, Kan. 66067. Phone 913-242-1220.

1. PERSONNEL
 Gen'l & Nat'l Sales Mgr.—Roderick B. Cupp.
 2. REPRESENTATIVES
 Grant Webb & Company.
 3. FACILITIES
 250 w. days; 1220 kc. Non-directional.
 Operating schedule: 8 am-local sunset. CST.
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KOFO-FM.
 4. AGENCY COMMISSION
 15% time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
 Rate Protection: 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 25a, 26, 30.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 81, 82.

TIME RATES		ET 5/1/68—Rec'd 3/22/68.									
7. PACKAGE PLANS		1 hr		1/2 hr		1/4 hr		10 min		5 min	
PER WK:	6 ti	12 ti	18 ti	24 ti	48 ti	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 min.	4.10	3.80	3.55	3.25	2.95						
30 sec.	3.30	3.05	2.85	2.50	2.35						
15 sec.	2.45	2.30	2.15	1.95	1.75						

12+ per day 10% discount from applicable rate.

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	10	5	10	5	10	5	10	5	10	5	10
1	44.00	26.40	17.60	13.20	8.80						

KOFO-FM

1962

Media Code 4 217 4951 6.00
 Ottawa Broadcasting Co., Box 16, Ottawa, Kan. 66067. Phone 913-242-1220.

1. PERSONNEL
 Gen'l & Nat'l Sales Mgr.—Roderick B. Cupp.
 2. REPRESENTATIVES
 Grant Webb & Company, Inc.
 3. FACILITIES
 ERP 6,700 w.; 95.7 mc.
 Operating schedule: 6 am-10 pm. CST.
 Antenna ht.: 340 ft. above average terrain.
 Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KOFO.
 4. AGENCY COMMISSION
 15% time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 See KOFO listing for coded regulations.

TIME RATES		Rates are identical to KOFO. See that listing.	
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PARSONS

Labette County—Map Location K-6
 See SRDS consumer market map and data at beginning of the State.

KLKC

1948

Subscriber to the NAB Radio Code
 Media Code 4 217 5100 5.00
 Community Broadcasting Co., Box 696, 109 S. Central, Parsons, Kans. 67357. Phone 316-421-6400.

1. PERSONNEL
 Station Manager—Richard R. Combs.
 Commercial Manager—Gene Joilin.
 3. FACILITIES
 250 w. days; 1540 kc. Non-directional.
 Operating schedule: Sunrise to local sunset. CST.
 4. AGENCY COMMISSION
 15/0 time and talent; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 4b, 4d, 5.
 Basic Rates: 22a.
 Affiliated with KBS.
 Member: Magic Circle Network.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
6. SPOT ANNOUNCEMENTS/PROGRAM RATES		ET Rec'd 4/1/58.	
PER YR:	1 min	30 sec	15 sec
1 x	3.25	2.75	1.75
26 x	3.00	2.50	1.65
52 x	2.70	2.15	1.35
104 x	2.50	2.00	1.25
156 x	2.30	1.85	1.15
312 x	2.15	1.70	1.05
365 x	1.95	1.55	1.00

Rates effective April 1, 1958.
 (Rates received June 4, 1958.)

PHILLIPSBURG

Phillips County—Map Location E-2
 See SRDS consumer market map and data at beginning of the State.

KKAN

1959

Subscriber to the NAB Radio Code
 Media Code 4 217 5250 2.00
 KKAN Radio, Inc., Box 337, 383 F St., Phillipsburg, Kan. 67061. Phone 913-543-4151.

1. PERSONNEL
 Manager—Dwight C. Look.
 2. REPRESENTATIVES
 George T. Hopewell, Inc.
 3. FACILITIES
 1,000 w. days, 250 w. nights; 1490 kc.
 Non-directional.
 Operating schedule: 5:45 am-7 pm. CST.
 4. AGENCY COMMISSION
 15% on time; no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 5, 6a, 7b, 8.
 Late Protection: 10a, 11a.
 Basic Rates: 20a, 21a, 22a, 24b, 24c, 25a, 28a, 28c, 29a, 33b.
 Contracts: 40a, 44a, 45, 46, 48, 49, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS Radio Network.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
6. SPOT ANNOUNCE			

Pittsburg—K O A M—Continued

A:	1 min	30 sec	10 sec
104 x	8.40	6.30	4.20
156 x	7.80	5.85	3.90
260 x	7.20	5.40	3.60
312 x	6.60	4.95	3.30
1000 x	6.00	4.50	3.00
1000	5.40	4.05	2.70

7. PACKAGE PLANS

PER WK:	12 tl	18 tl	24 tl	30 tl	42 tl
1 min	90.00	126.00	182.00	195.00	282.50
30 sec	67.50	94.50	121.50	146.25	187.00

8. PROGRAM TIME RATES

1/2 hr:	1x	25x	52x	104x	156x	260x	312x
A:	61.20	57.60	54.00	50.40	46.80	43.20	39.60

1/4 hr: 56% of 1/2 hour, 5 min: 34% of 1/2 hour. (CR)

KSEK

1947



Subscriber to the NAB Radio Code
Media Code 4 217 5550 5.00
Stauffer Publications, Inc., Box 610, 1340 E. Quincey St., Pittsburg, Kan. 66762. Phone 316-231-2800.
STATION'S PROGRAMMING DESCRIPTION
KSEK: Programmed for adults.
MUSIC: big band, middle-of-the-road with 6 air personalities. NEWS: every hour on hour utilizing network and local news department with 4 mobile units. Extensive play-by-play sports coverage with local high schools and college also major league professional baseball and football. Contact Representative for further details. Rec'd 6/20/68.

1. PERSONNEL
President—Oscar S. Stauffer.
Vice-President/Broadcasting—Thad M. Sandstrom.
Station Manager—Edwin J. O'Donnell.

2. REPRESENTATIVES
Avery Knodel, Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days: 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS and KBS.
Member: Magic Circle Network.

TIME RATES
Rates effective October 1, 1958. (Card No. 4.)
Card received October 15, 1958.

6. SPOT ANNOUNCEMENTS

	1 min	1 min
1 tl	4.00	156 tl
26 tl	3.91	260 tl
52 tl	3.80	312 tl
104 tl	3.60	

7. PACKAGE PLANS
Within 1 week

30 spots	90.00	50 spots	137.50
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
40.00	24.00	16.00	12.50	10.00

DISCOUNTS

25x-2-1/2%	104x-10%	260x-20.4%
52x-5%	156x-15%	

PRATT (1 AM; 1 FM)

Pratt County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KWNS

1962

Media Code 4 217 5700 6.00
Wilmer E. Huffman, Box 486, E. Highway 54, Pratt, Kan. 67124. Phone 316-472-5581.

1. PERSONNEL
General Manager—William J. Young.
Sales Manager—Lee M. Eneff.
Farm Director—Dan Freely.

2. REPRESENTATIVES
Walker Broadcasting Sales Corporation.

3. FACILITIES
5,000 w. days. 600 w. nights; 1200 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-11 pm, CST.
Partial simulcast operation. Simulcast sign-on-7 pm.
For non-simulcast facilities see KWNS-FM.

4. AGENCY COMMISSION
15/2 if paid by 5th

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 24b, 25c, 28c, 29a.
Contracts: 41, 44a, 44h.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a.
Prml. Services: R2.
Affiliated with MBS.
Member: Magic Circle Network.

TIME RATES
Rec'd 4/1/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 x	6.00	4.00
13 x	5.00	3.75
26 x	4.50	3.50
52 x	4.00	3.25
104 x	3.75	3.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
45.00	30.00	22.50	15.00
13 x	41.25	26.25	20.50
26 x	37.50	22.50	18.75
52 x	33.75	20.50	16.75
104 x	30.00	18.75	15.00
156 x	28.00	16.75	13.00
260 x	26.25	15.00	11.25
312 x	24.75	13.50	9.25
365 x	23.50	11.25	7.50

"ALWAYS PLANNING AND BUYING TIME"

...says an Agency Time Buyer

In the next breath, he qualified his statement. "We are always planning any buying opportunities to sell our products over the airways."

The difference between these two statements is the difference between life and death to the time buyer. He will have no trouble buying time—every station is eager to sell it. But, when he endeavors to plan and buy opportunities for his product, he needs help.

Help such as how many sets are in use . . . who is listening . . . what type of program is involved . . . what precedes the program . . . what follows it . . . what sort of listening audience has it developed . . . and other qualitative information that will help him judge whether or not the opportunity for his product is there or in another station.

Help that is readily available when he needs it. Help that is current and factual with a minimum of trade "puffs." Help that he needs WHEN he has a specific interest in some area or station.

This time buyer, and many others like him, have cultivated the habit of looking at *Spot Radio Rates and Data Service-Ads* for such qualitative information because of previous pleasant, profitable contacts.

Quoting this particular agency time buyer, "I read the Service-Ads in *Spot Radio Rates and Data*. I look at them when I'm buying; that is, when I'm looking for stations in PARTICULAR markets.

"I don't mean to imply that I idle through the book looking for ads. That I don't do. What happens is this: I will be interested in a particular market. Say Denver. When I am in the Denver section I check all the ads that appear. I see them and read them when I'm getting the technical data I need before I can make my selection of stations."

Next time, and every time, you are planning and buying opportunities for your product via the ether waves, check *Spot Radio Rates and Data Service-Ads* as a preliminary step. Often your search for qualitative information will end there. If further steps are necessary Service-Ads will provide definite guidance on where to look and for what. Saving time, money, and wear-and-tear on you.

Check Service-Ads for faster, more factual "Opportunity" time buying.

KWNS-FM
1965
Media Code 4 217 5701 4.00
KWNS, Inc., Box 486, 2 miles W. Pratt on US 54, Pratt, Kan. 67124. Phone 316-472-5581.

1. PERSONNEL
Sales Manager—Lee M. Eneff.
Farm Director—Dan Freely.
General Manager—William J. Young.

2. REPRESENTATIVES
Walker Broadcasting Sales Corporation.

3. FACILITIES
ERP 29,000 w.; 93.1 mc.
Operating schedule: 11 am-11 pm, CST.
Antenna ht.: 214 ft. above average terrain.
Partial simulcast operation. Operated separately 7-11 pm. For simulcast facilities see KWNS.

4. AGENCY COMMISSION
15/2 if paid by 5th.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
Rec'd 4/13/66.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr
20	15	10

DISCOUNTS

52x-33-1/3%	156x-20%
104x-25%	260x-15%

RUSSELL (1 AM; 1 FM)

Russell County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KRSL

1958



Subscriber to the NAB Radio Code
Media Code 4 217 5850 9.00
Kilo Broadcasting Co., Box 666, Russell, Kan. 67065.
Phone 913-483-3121.

STATION'S PROGRAMMING DESCRIPTION
KRSL: Programmed for general interest.
MUSIC: 6-11:30 am, 2-6 pm middle-of-the-road general popular, standards. 11:30 am-noon & 12:40-1 pm polka music. 1-2 pm country and western.
Features: 6-11 am on hour, 5 min commentaries, hospital reports, swap shop, lake report, women's show. NEWS: 10 min, 7:30 am, 12:30 pm, 5 min on half hour, national, international, local area and community news. 4 stock market reports daily, 2 farm shows daily. SPORTS: live local baseball, football and basketball, pro football. Weather: 4 major reports daily, direct weather wire. Rec'd 8/24/67.

1. PERSONNEL
Station Manager—Richard Dumler.
Owner & Gen'l Mgr.—Fred L. Thompson.
Continuity Director—Norma Baiding.

3. FACILITIES
250 w. days: 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRSL-FM.

4. AGENCY COMMISSION
15/10 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21b, 22a, 22a, 24b, 24c, 25c, 26, 28a, 29b.
Contracts: 40a, 42d, 43, 44a, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, R2.

TIME RATES
No. 2 ERP 7/1/69—Rec'd 6/2/69.

AA—Mon thru Sat 6:45-8:30 am, 11:30 am-1 pm & 5-5:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	1x	156x	260x	520x	624x
AA	3.25	3.00	2.80	2.60	2.60	2.60
A	2.75	2.50	2.30	2.10	2.10	2.00

30 SECONDS

AA	3.00	2.50	2.30	2.10	2.00
A	2.50	2.00	1.80	1.60	1.50

7. PACKAGE PLANS
30 SECONDS

PER WK:	10 tl	15 tl	20 tl	25 tl	50 tl
A	24.00	34.50	44.00	52.50	100.00

1 min: Per spot extra .50.
Class AA: Per spot extra .50.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
40	24	16	12	8

DISCOUNTS

26x-2-1/2%	104x-12-1/2%	260x-20%
52x-10%	156x-15%	312x-25%

9. PARTICIPATING PROGRAMS
Ed Collins Farm Commentary—Mon thru Sat 6:50-7 am, per spot 3.25.
Phone Forum—Sat 10:05-10:35 am, per spot 6.00.
Coffee-time—Sat 8:30-9:30 am, per spot 5.00.

10. SPECIAL FEATURES
News Block Participations—News, Weather, Sports at 7:15, 7:45 am, 12:15, 12:45, 5 and 5:30 pm, 30 sec each.
52-wk contract: 10% discount.

KRSL-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 217 5851 7.00
Kilo Broadcasting Co., Box 666, N. Main St., Russell, Kan. 67065. Phone 913-483-3121.

STATION'S PROGRAMMING DESCRIPTION
KRSL-FM: See KRSL for programming description.

1. PERSONNEL Station Manager—Richard Dumler.
Owner & Gen'l Mgr.—Fred L. Thompson.
Continuity Director—Norma Baiding.

3. FACILITIES ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-10:30 pm daily, CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10:30 pm. For simulcast facilities see KRSL.
(This listing continued on next page)

KANSAS

Russell—K R S L-FM—Continued

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
See KRSL listing for coded regulations.
TIME RATES

Rates are identical to KRSL. See that listing.

SALINA (3 AM; 1 FM)

Salina County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

K A F M (FM)

1960



GERT BUNCHEZ & ASSOCIATES

Media Code 4 217 6000 0.00

Salina F-M, Inc., Box 995, United Bldg., Salina, Kan. 67401. Phone 913-825-4631.

STATION'S PROGRAMMING DESCRIPTION
KAFM (FM): MUSIC: popular top 40.
Contact Representative for further details. Rec'd 3/17/69.

- PERSONNEL
General Manager—Chuck Nichols.
- REPRESENTATIVES
Gert Bunchez and Associates.
- FACILITIES
ERP 5,000 w.; 99.9 mc.
Operating schedule: 6:30 am-midnight daily. CST.
Antenna ht.: 183 ft. above average terrain.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40a.
Cancellation: 70a, 71a, 72a, 73a.
Affiliated with American FM Network.
Member: Gert Bunchez & Associates Group.

TIME RATES

Eff — Rec'd 3/17/69.

6. SPOT ANNOUNCEMENTS
- | | | | | | | |
|---------|------|------|------|------|------|-------|
| 1 min. | 1x | 52x | 104x | 260x | 500x | 1000x |
| 30 sec. | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.75 |
7. PACKAGE PLANS
- | | | | |
|-----------------------------------|--------|--------|--------|
| PER WK: | 1 min. | 30 ti | 50 ti |
| To be used in 7 consecutive days. | 2.90 | 2.75 | 2.60 |
| PER MO: | 60 ti | 100 ti | 180 ti |
| PER DAY: | 2 ti | 3 ti | 6 ti |
| 1 min. ea. | 2.50 | 2.40 | 2.25 |
10. SPECIAL FEATURES
Newscast—4.00.

KFRM

1947

Media Code 4 217 6150 3.00
JACO, Inc., 208 W. Cloud, Salina, Kan. 67402.
Phone 913-825-4611.
Exec. Office & Studio: 737 N. West St., Wichita, Kan. 67212. Phone 316-942-7981.

STATION'S PROGRAMMING DESCRIPTION
KFRM: Programmed for adult interest.
FARM: market reports at 6:30 am-8 am & noon-1 pm, with farm news and weather. MUSIC: modern country and western. NEWS: network news on half hour, regional news on hour with 15 min major newscasts at 7 am, noon & 5 pm. Aviation weather twice daily. Contact Representative for further details. Rec'd 11/29/68.

- PERSONNEL
President—Mack Sanders.
Vice-Pres. & Gen'l Mgr.—M. Crawford Clark.
General Sales Manager—Faye Graves.
- REPRESENTATIVES
Vic Planno Associates, Inc.
- FACILITIES
5,000 w. days; 550 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 24b, 25c, 28a, 29b, 30.
Contracts: 40b, 43, 44a, 44b, 45, 47a, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60h, 61a, 62a, 62b.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Contiguous rates applicable within broadcast day.
Affiliated with MBS.

TIME RATES

I—6:30-8 am and noon-1 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS
- | | | | | | |
|---------|-------|-------|-------|-------|-------|
| PER WK: | I ti | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min. | 23.00 | 20.00 | 18.00 | 16.00 | 14.00 |
| 30 sec. | 18.40 | 16.00 | 14.40 | 12.80 | 11.20 |
- SECTION II
- | | | | | | |
|---------|-------|-------|-------|-------|-------|
| 1 min. | 18.00 | 16.00 | 14.00 | 12.00 | 10.00 |
| 30 sec. | 14.40 | 12.80 | 11.20 | 9.60 | 8.00 |
- ID's: 50% of 1-min when available.
CONSECUTIVE WEEK DISCOUNTS
26 wk—52 wk—10%
10. SPECIAL FEATURES
5-MINUTE SEGMENTS
Farm reports, news, weather and sports—1-1/2x applicable 1-min.
(CR)

KLSI

1954

NBC Radio Network

Subscriber to the NAB Radio Code

Media Code 4 217 6300 4.00
Salina Radio, Inc., Box 778, Salina, Kan. 67401.
Phone 913-825-0226.

- Other office and studio—110 E. Walnut, Salina, Kan.
- PERSONNEL
Pres. & Gen'l Mgr.—Samuel D. Bradley.
Sales Manager—Wally Storey, Jr.
 - REPRESENTATIVES
Grant Webb & Company.
St. Louis, Kansas City, Omaha—Eugene F. Gray Co.
 - FACILITIES
500 w. days; 910 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
 - AGENCY COMMISSION
15% on time; no cash discount.
 - GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 23b, 24a, 24c, 25a, 27, 33a.
Contracts: 40a, 41, 45, 46, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with NBC.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
No. 3 Eff 2/1/69—Rec'd 1/6/69.
- AA—Mon thru Sat 6-10 am
A—Mon thru Sat 3:30-6 pm; Sun 6 am-6 pm.
B—Mon thru Sat 10 am-3:30 pm.
C—Mon thru Sun after 6 am.
6. SPOT ANNOUNCEMENTS 1 MINUTE
- | | | | | | | | |
|-------|------|------|------|-------|-------|-------|-------|
| WKLY: | (*) | 1 ti | 6 ti | 12 ti | 24 ti | 36 ti | 48 ti |
| AA | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| A | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
| B | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 |
| C | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 |
- 30 SECONDS
- | | | | | | | | |
|----|------|------|------|------|------|------|------|
| AA | 6.00 | 5.60 | 5.25 | 4.90 | 4.50 | 4.15 | 3.80 |
| A | 5.25 | 4.90 | 4.55 | 4.15 | 3.75 | 3.40 | 3.00 |
| B | 4.50 | 4.15 | 3.75 | 3.40 | 3.00 | 2.65 | 2.25 |
| C | 3.75 | 3.40 | 3.00 | 2.65 | 2.25 | 1.90 | 1.50 |
- (*) Picked position.
10 sec ID's: 50% of applicable 1-min.
ROS
Spots scheduled ROS from 6 am-6 pm at A rate.
ROS schedules distributed throughout the day.
CONSECUTIVE WEEK DISCOUNTS
13 wk—10% 26 wk—15% 52 wk—20%

KSAL

1937

American Information Network



Subscriber to the NAB Radio Code

Media Code 4 217 6450 7.00
Stuart Broadcasting Company
Box 180, 625 E. Crawford, Salina, Kan. 67401.
Phone 913-825-5701.

STATION'S PROGRAMMING DESCRIPTION
KSAL: Programmed for general interest.
FARM: agriculture news, markets, auction sales, 5:30-6:30 am. Weather: US Weather Bureau local, area reports, radar weather warning service, weather wire. NEWS: network, local news every hour and half hour, live mobile reports, 6-7 pm news block. Editorials. SPORTS: 2 daily sports shows, play-by-play college, high school football, basketball, etc. TALK: program features sports, hobbies, human interest, business. ENTERTAINMENT: major and minor contests, promotions, audience participation games.
MUSIC: general popular featuring current hits, middle-of-the-road. Symphony, Sun 7-9 pm. Contact Representative for further details. Rec'd 2/26/68.

- PERSONNEL
Executive Vice-President—R. W. Chapin.
General Manager—Kenneth J. Jennison.
Operations Manager—James G. Robertson.
- REPRESENTATIVES
McGavren-Guild—PGV Radio, Inc.
Lincoln, Omaha—Paul "Red" Abels.
Mountain States—Bob Hill Co., Inc.
- FACILITIES
5,000 watts; 1150 kc. Directional—right only. Operating schedule: Mon thru Sat 5:30 am-midnight; Sun 6:52 am-midnight. EST.
- AGENCY COMMISSION
15/0 net time and talent; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Stuart Broadcasting Company.

TIME RATES

- Eff 8/1/69—Rec'd 7/30/69.
- AA—6-9 am, noon-1 pm & 4-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
- | | | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|
| PER WK: | 1 | 13 | 26 | 52 | 1 | 13 | 26 | 52 |
| 1 ti | 14.25 | 13.50 | 12.75 | 12.25 | 12.50 | 11.75 | 11.50 | 10.75 |
| 5 ti | 14.00 | 13.25 | 12.50 | 12.00 | 12.25 | 11.50 | 11.25 | 10.50 |
| 10 ti | 13.75 | 13.00 | 12.25 | 11.75 | 12.00 | 11.25 | 11.00 | 10.25 |
| 15 ti | 13.50 | 12.75 | 12.00 | 11.25 | 11.75 | 11.00 | 10.75 | 10.00 |
| 20 ti | 13.00 | 12.50 | 11.75 | 11.00 | 11.25 | 10.75 | 10.25 | 9.75 |
| 25 ti | 12.75 | 12.25 | 11.50 | 10.75 | 11.00 | 10.50 | 10.00 | 9.50 |
- 20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
Schedules do not have to run consecutively to earn number of weeks frequency.

8. PROGRAM TIME RATES

- CLASS AA
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| 1x | 20x | 52x | 104x | 156x | 260x | 312x |
| 5 min. | 25.25 | 24.50 | 23.75 | 23.00 | 22.25 | 21.50 |
| 1/4 hr. | 40.50 | 38.85 | 37.20 | 35.55 | 33.90 | 32.25 |
- CLASS A
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| 5 min. | 21.75 | 20.85 | 19.95 | 19.05 | 18.15 | 17.25 |
| 1/4 hr. | 36.00 | 31.65 | 30.30 | 28.95 | 27.60 | 26.25 |
10. SPECIAL FEATURES
ALERT CENTER NEWS
1/4 hr 5 min 1 min
Ea 5 3 1
Sports Mon thru Fri 7:35-7:40 am & 6:30-6:35 pm.
Farm Markets Mon thru Fri 6:37-6:42 am & 12:35-12:40 pm.
County Agents Mon thru Sat 6:10-6:25 am.
Program rates plus 1.00.

SCOTT CITY (1 AM; 1 FM)

Scott County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KFLA

1964

Subscriber to the NAB Radio Code

Media Code 4 217 6600 7.00
Broadcasters of Scott City, Rt. 1, Box 6, Scott City, Kansas 67871. Tremont 2-2570.

- PERSONNEL
Station & Gen'l Mgr.—Basil Anderson.
Sales Mgr. & Prog. Dir.—Bill Fry.
- FACILITIES
500 w. 1310 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-8 am, 11 am-1 pm & 5-6:05 pm. For non-simulcast facilities see KFLA-FM.
- AGENCY COMMISSION
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28b, 29c, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

- Eff — Rec'd 3/17/69.
6. SPOT ANNOUNCEMENTS
- | | | | | | | |
|--------------|------|------|------|------|------|------|
| 1 min. | 1x | 26x | 52x | 100x | 250x | 500x |
| 30 sec. | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 | 2.75 |
| 1 min 30 sec | 3.00 | 2.50 | 2.25 | 2.00 | 1.75 | 1.60 |
7. PACKAGE PLANS
- | | | | | | |
|--------------|-----|----|-------|-----|-----|
| 1 min 30 sec | 125 | 77 | 100 x | 246 | 135 |
|--------------|-----|----|-------|-----|-----|
8. PROGRAM TIME RATES
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| 1/2 hr. | 25.00 | 23.50 | 21.00 | 19.00 | 17.00 | 15.00 |
| 1/4 hr. | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
| 10 min. | 10.00 | 9.25 | 8.50 | 7.75 | 7.00 | 6.00 |
| 5 min. | 7.00 | 6.00 | 5.00 | 4.25 | 3.75 | 3.50 |

KFLA-FM

1964

Subscriber to the NAB Radio Code

Media Code 4 217 6601 5.00
Broadcasters of Scott City, Rt. 1, Box 6, Scott City, Kansas 67871. Tremont 2-2570.

- PERSONNEL
Station & Gen'l Mgr.—Basil Anderson.
Sales Mgr. & Prog. Dir.—Bill Fry.
 - FACILITIES
ERP 57,000 w.; 94.5 mc.
Operating schedule: 6 am-10 pm. CST.
Partial simulcast operation. Operated separately sunrise-6 am, 8-11 am, 1-5 pm & 6:05-10 pm. For simulcast facilities see KFLA.
 - AGENCY COMMISSION
15/0 time only; 10th of month.
 - GENERAL ADVERTISING See coded regulations
See KFLA listing for coded regulations.
- TIME RATES
- Eff — Rec'd 3/17/69.
6. SPOT ANNOUNCEMENTS
When equal number of AM spot purchased, AM rates less 60%.
FM only, AM rate less 40%. Minimum 1.25.
8. PROGRAM TIME RATES
- | | | |
|--------|--------|--------|
| 1 hr | 1/2 hr | 1/4 hr |
| 125.00 | 75.00 | 42.50 |
- Block purchase, 6 month contract.
10. SPECIAL FEATURES
5-min News, Sports, Weather, Features—6 days per wk, per mo 90.00, 6 mo contract.

TOPEKA (4 AM; 2 FM)

Shawnee County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

KEWI

1947

Subscriber to the NAB Radio Code

Media Code 4 217 6750 0.00
Midland Broadcasters, Inc., 700 Kansas Ave., Topeka, Kan. 66603. Phone 913-235-5393.

- STATION'S PROGRAMMING DESCRIPTION
KEWI: Programmed for mass appeal, emphasis 15-50 years.
Music with air personalities 75%. MUSIC: feature current hits with blend of some country rock oriented artists 12M-6 am & 3 pm-12M. Some middle-of-the-road selections added 6 am-3 pm. Information and public service announcements 10%. NEWS 15%: 5 min every hour at :55, headlines and weather at :20 & :40, weathercasts at :10 & :50. Breaking news occurs. Direct connection with weather bureau, highway patrol, ambulance services, AP and AF audio. Emphasis on local news with on-the-spot reports from radio-telephone equipped cars. Edi-

torialize when subjects occur. Contact Representative for further details. Rec'd 8/18/67.

- PERSONNEL
President—Fred P. Reynolds.
Vice-Pres. & Mgr.—Bert F. Russell.
Sales Manager—Gene Rohlfelder.
- REPRESENTATIVES
Alan Torbet Associates, Inc.
- FACILITIES
5,000 w. days, 1,000 w. nights; 1440 kc.
Directional—day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 26, 27, 28c, 29b, 31, 33a.
Contracts: 40a, 44b, 45, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Purchase of time on KEWI, Topeka, Kans. & KUSN, St. Joseph, Mo. can be combined to gain frequency discount.

TIME RATES

- No. 3 Eff 3/1/68—Rec'd 3/1/68.
- AA—6-10 am & 3-7 pm.
A—5-6 am, 10 am-3 pm & 7 pm-midnight.
B—Midnight-6 am.
7. PACKAGE PLANS
- CLASS AA
1 MINUTE
- | | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 48 ti |
| Less than 6 wky, 11.00 | 10.50 | 10.00 | 9.50 | 9.00 | 8.50 |
| 1 wk | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| 13 wk | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 26 wk | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 52 wk | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
- 30 SECONDS
- | | | | | |
|-----------------------|------|------|------|------|
| Less than 6 wky, 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
| 1 wk | 7.50 | 7.00 | 6.50 | 6.00 |
| 13 wk | 7.00 | 6.50 | 6.00 | 5.50 |
| 26 wk | 6.50 | 6.00 | 5.50 | 5.00 |
| 52 wk | 6.00 | 5.50 | 5.00 | 4.50 |
- CLASS B
1 MINUTE
- | | | | | | |
|------------------------|------|------|------|------|------|
| Less than 6 wky, 10.50 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 1 wk | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 13 wk | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
| 26 wk | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |
| 52 wk | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 |
- 30 SECONDS
- | | | | | | |
|-----------------------|------|------|------|------|------|
| Less than 6 wky, 8.50 | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 |
| 1 wk | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| 13 wk | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 |
| 26 wk | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
- CLASS B
1 MINUTE
- Deduct 50% of A earned rate, minimum 1.50.
10 sec ID's: 50% of applicable 1-min rate.
8. PROGRAM TIME RATES
- | | | | | | |
|------|------|--------|--------|----|---|
| 1 x | 1 hr | 1/2 hr | 1/4 hr | AA | A |
| 13 x | | | | | |

Topeka—K T O P—Continued

Contracts: 40a, 41, 44a, 46, 47c, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80.
Affiliated with NBC.

TIME RATES

Rates effective March 1, 1966.
Rates received February 2, 1966.
Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class A—9:00 am-4:00 pm Mon thru Sat and 6:00 am-7:00 pm Sun.
Class B—7:00 pm-midnight Mon thru Sun.
Class C—midnight-6:00 am Mon thru Sun.

7. PACKAGE PLANS

CLASS AA—KTOP AM-FM

30 sec	10 sec
1-8 per wk	7.80 8.60 3.00
7-12 per wk	7.00 8.00 3.00
13 or more per wk	6.60 5.60 2.50

CLASS A—KTOP AM

1-6 per wk	6.00 5.00 2.50
7-12 per wk	5.40 4.40 2.50
13 or more per wk	4.80 3.80 2.25

CLASS B—KTOP AM

1-6 per wk	4.40 3.40 2.25
7-12 per wk	3.80 2.80 2.25
13 or more per wk	3.20 2.20 2.00

CLASS C—KTOP AM-FM

Midnight-2:00 am	20.00
5:00-6:00 am	15.00

8. PROGRAM TIME RATES

PER WK:	Class AA	Class A	Class B	Class C
Less than 6 ti	14.	13.	12.	5.
6 ti	13.	12.	11.	4.
12 ti	11.	10.	9.	4.
18 ti	10.	9.	8.	4.

KTOP-FM

1959



Subscriber to the NAB Radio Code

Media Code 4 217 8901 9.00
KTOP Broadcasting Co., Inc., Box 1490, Topeka, Kan. 66601. Phone 913-234-3444.

STATION'S PROGRAMMING DESCRIPTION
KTOP-FM: Programmed for adults.
MUSIC: General popular, 75% standards and show-tunes, 15 min uninterrupted music segments 9 am-4 pm & 6 pm-8 am. **COMMERCIAL POLICY:** not to exceed 3 minutes per half hour in non-simulcast times. Not to exceed 6 minutes per half hour in simulcast times. **NEWS:** 5 min network on hour 9 am-4 pm & 7 pm-12M. All other news programs and facilities same as KTOP. **SPORTS:** college football and basketball play-by-play. Sun morning and evenings 8 am-noon & 8 pm-12M, air personality with music, standards, showtunes, and celebrity interviews. Contact Representative for further details. Rec'd 9/30/68.

1. PERSONNEL
General Manager—Merle Blair.
Station & Sales Mgr.—Ken Willard.
2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
ERP 3,500 w.; 100.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 181 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-4 pm & 6 pm-midnight. For simulcast facilities see KTOP.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations See KTOP listing for coded regulations.
Maximum five 1-minute announcements per hour in music programs. No more than 1 spot per location between shows in news segments. Minutes on FM only. AM/FM contracts may be combined for frequency discounts.
Affiliated with MBS.

TIME RATES

ET 3/1/69—Rec'd 3/3/69.
AA—6 am-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER MO, 1 MIN:	1 ti	2 ti	3 ti
AA	100	140	185
A	65	105	145

7. PACKAGE PLANS
Combination 1AA, 1A, per mo. 120.00
Weekend 5 per day Thurs thru Sat, per wk. 37.50

8. PROGRAM TIME RATES

PER MO:	AA	A
1 hr per day	250	210

WIBW

1924

CBS Radio Network



AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code

Media Code 4 217 7050 4.00
Stauffer Publications, Box 119, Topeka, Kan. 66601.
Phone 913-272-3456-7. TWX 913-323-6151.

STATION'S PROGRAMMING DESCRIPTION
WIBW: Agricultural programs featured 20 hours per week. Remainder of broadcast week taken up by talk features, news, and information type formats. Music, when used, is big band type. Emphasis on news and

September 1, 1969

play-by-play sports featuring high school and college football and basketball, as well as major league, professional baseball and football. Contact Representative for further details. Rec'd 10/25/67.

1. PERSONNEL
Vice-President/Broadcasting—Thad M. Sandstrom.
Sta. & Nat'l Sales Mgr.—Jerry Holley.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Divides time with KSAC.
Operating schedule: 24 hours daily except KSAC hours. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 12c, 14b.
Basic Rates: 20a, 21b, 23a, 25a.
Contracts: 40a, 41, 42a, 42c, 45.
Comb.; Cont. Discounts: 60b, 60f, 61b.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80.
Affiliated with CBS.

TIME RATES

No. 25 ET 6/1/69—Rec'd 7/29/69.
AA—Mon thru Sat 7-8:30 am.
A—Mon thru Sat 8:30-11:45 am.
B—All other times excluding Special Features.

7. PACKAGE PLANS

IMPACT PACKAGES

CLASS AA—FIXED POSITION	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:	30	28	26	24	22	21
30/20 sec	24	22	20	19	18	17
10 sec	18	14	13	12	11	10

CLASS A

1 min	15	14	15	14	13	12
30/20 sec	14	12	11	10	9	8
10 sec	10	8	7	6	5	---

CLASS B

1 min	13	11	10	9	8	7
30/20 sec	10	9	8	7	6	5
10 sec	7	6	5	4	---	---

DISCOUNTS
26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	156x	260x	312x
1 hr	200.00	180.00	180.00	170.00	160.00	150.00	140.00
1/2 hr	120.00	114.00	108.00	102.00	96.00	90.00	84.00
10 min	60.00	57.00	54.00	51.00	48.00	45.00	42.00
5 min	50.00	47.50	45.00	42.50	40.00	37.50	35.00

10. SPECIAL FEATURES
Pleasant Valley Gang—Mon thru Sat 6, 6:16, 6:45 am.
Farm Calendar & Weather—Mon thru Sat 6:10 am.
Weather Report—Mon thru Sat 6:25, 6:55 am, 12:15 pm.
Fence Rider—Sat 6:30 am.
Farm Markets & News—Mon thru Sat 6:35 am, 12:20 pm.
Farm Report & Calendar—Mon thru Sat 11:45 am.
News—Mon thru Sat noon-0 pm.
Farm Roundup—Sat 12:35 pm.

PER WK:

1 ti	6 ti	12 ti	
1 min	35	30	28
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.	5, 10, 15-minute programs, talent and production extra 10.00. Commissionable.	

Farm Roundup—Mon thru Sat 5:30 am.
Farmer's Forum—Sun 8:10 am.
Opening Farm Markets—Mon thru Fri 10:35 am.
Weather Report—Sun 12:15 pm.

PER WK:

1 ti	6 ti	12 ti	
1 min	20	18	10

WIBW-FM

1961



Subscriber to the NAB Radio Code

Media Code 4 217 7051 2.00
Stauffer Publications, Box 119, Topeka, Kan. 66601.
Phone 913-272-3456. TWX 913-323-6151.

STATION'S PROGRAMMING DESCRIPTION
WIBW-FM: NEWS: network and local on hour plus information features on half hour. MUSIC: country and western 6 am-12M, M-Sat and 7 am-11 pm Sun. SPORTS: local high school and college play-by-play, some major league baseball and football. Contact Representative for further details. Rec'd 8/28/67.

1. PERSONNEL
Vice-President/Broadcasting—Thad M. Sandstrom.
Sta. & Nat'l Sales Mgr.—Jerry Holley.

2. REPRESENTATIVES
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
ERP 47,000 w.; 97.3 mc.
Operating schedule: 7:00 am-midnight daily. CST.
Antenna ht.: 1217 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM sold and programmed separately from AM.
TV Facilities: WIBW-TV.

TIME RATES

Rates effective April 15, 1963. (Card No. 2.)
Card received April 16, 1963.

6. SPOT ANNOUNCEMENTS

1 ti	6 ti	12 ti	
1 min	6.00	104 ti	4.00
13 ti	5.50	156 ti	3.50
26 ti	5.00	208 ti	3.00
52 ti	4.50	312 ti	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	nr
1 hr	25.00	15.00	10.00
13 ti	24.00	14.00	9.00
26 ti	23.00	13.00	8.00
52 ti	22.00	12.50	7.00
104 ti	21.00	12.00	6.50
156 ti	20.00	11.00	6.00
208 ti	19.00	10.00	5.50
312 ti	18.00	9.50	5.00

WREN

1926



Subscriber to the NAB Radio Code

Media Code 4 217 7200 5.00
WREN Broadcasting Co., Inc., Box 206, Topeka, Kan. 66601. Phone 913-232-0505.
Send all program material, commercial copy, transcription and promotion material to General Manager, WREN, Topeka, Kan.

STATION'S PROGRAMMING DESCRIPTION
WREN: Programmed for adults, target audience ages 21-49.
8 air personalities 24 hours daily hosting middle-of-the-road music shows, general popular music, 5 min news, sports and weather on hour, 1 min weather on half hour. Extended half hour news blocks at 7 am, noon, 6 pm & 10 pm. 5 man news department, 4 mobile units, Associated Press and weather bureau wires. SPORTS: play-by-play, local and area high school football and basketball, Big 8 Conference university basketball and football, major league baseball, RELIGIOUS: 6-10 am Sun block. COMMERCIAL POLICY: not to exceed 9 minutes per half hour. Contact Representative for further details. Rec'd 3/28/68.

1. PERSONNEL
Gen'l Mgr. & Nat'l Sales Mgr.—Robert D. Fromme.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
2,000 w.; 1250 kc. Directional—night only.
Divides time with KFKU 1 hour daily Monday through Friday.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 22a, 24b, 26c, 33c.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60g, 61h.
Cancellation: 70c.
Affiliated with American Information Network.

1. PERSONNEL
Gen'l Mgr. & Nat'l Sales Mgr.—Robert D. Fromme.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
2,000 w.; 1250 kc. Directional—night only.
Divides time with KFKU 1 hour daily Monday through Friday.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 22a, 24b, 26c, 33c.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60g, 61h.
Cancellation: 70c.
Affiliated with American Information Network.

WREN

- Ratings
- Adults
- Households
- Sound

Avg. 1/4-hr. estimates* give WREN the edge.

■ #1 Total Men—30% MORE than Sta. A
61% MORE than Sta. B

■ #1 Total Women—4% MORE than Sta. A
93% MORE than Sta. B

WREN . . . ahead of the rest during morning (6-10 AM) and evening drive time (3-7 PM) with total men and with women 25-64.

WREN ranks first in men and women shares* . . . reaches more different households per day* and more unduplicated men and women per week than any other Topeka Station!

Let WREN sing for you!

Robert D. Fromme, Gen. Mgr.

Represented by Grant Webb & Company, Inc.
*Pulse, Topeka Metro, 6 AM-Mid., M-F, Oct. 1968

KANSAS

Additional 10% discount when bought in combination with KSCB, Liberal or KEDD, Dodge City.

TIME RATES

ET 1/1/69—Rec'd 11/27/68:
AAA—Mon thru Sat 6:01-9 am.
AA—Mon thru Fri 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 min	30 sec	10 sec
1 x	12	9	6

7. PACKAGE PLANS

CLASS AAA	1 min	30 sec	10 sec
1 x	9.00	7.00	5.75
500 x	8.55	6.65	5.48
1000 x	8.10	6.30	5.17
2000+	7.20	5.60	4.60

10 sec 10% of 1-min.
10-second spots not combinable with other spots for discount purposes.

YEARLY DISCOUNTS

500x-5%	1000x-10%	2000x-20%	
1 min	30 sec	1 min	30 sec
9.00	7.00	7.50	5.75
8.55	6.65	7.12	5.48
8.10	6.30	6.75	5.17
7.20	5.60	6.00	4.60

ULYSSES

Grant County—Map Location C-5.
See SRDS consumer market map and data at beginning of the State.

KULY

1964



Subscriber to the NAB Radio Code

Media Code 4 217 7350 8.00
Grant County Broadcasting Co., Inc., Box 686, U. S. 270, 2 mi. South of Ulysses, Ulysses, Kan. 67880.
Phone 316-350-1420.

1. PERSONNEL
Sta. & Sales Mgr.—Sam Elliott.

3. FACILITIES
1,000 w. days, 500 w. nights; 1420 kc. Directional
Operating schedule: 6:00 am-12:00 pm. CST.

4. AGENCY COMMISSION
Net: agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7c.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 32a.

Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62b.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 82.

TIME RATES

ET 11/1/64—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	100x	250x	500x	1000x
1 min	2.50	2.25	2.00	2.75	2.00
30 sec	2.50	2.25	2.15	2.00	1.60

8. PROGRAM TIME RATES

1 hr	1x	50x	100x	250x	500x	1000x
1 hr	20.00	18.00	18.40	17.80	---	---
1/2 hr	13.50	12.80	12.50	12.25	---	---
1/4 hr	9.50					

SPOT RADIO SELECTION SIMPLIFIED

...BY CITY

Every commercially-licensed AM and FM radio station in the U. S. is listed in *SRDS Spot Radio Rates and Data*. Stations are listed alphabetically according to the city or metro area they serve.

...BY FOREIGN LANGUAGE PROGRAMMING

Stations with at least one program are listed by state, alphabetically showing the language and number of weekly hours of foreign language programming, in the monthly edition.

...BY NEGRO PROGRAMMING

Stations listed alphabetically by state, city and call letters. Stations having at least one regularly scheduled program are shown with total weekly hours of Negro programming, in the monthly edition.

...BY FARM PROGRAMMING

Stations are listed alphabetically by state, showing station's total weekly farm broadcast hours, in the monthly edition.

These special features are kept current monthly. Check the contents page for the location of these and other feature bonuses to aid your media selection.

1105A-3/3

KANSAS

WICHITA (6 AM; 4 FM)

Sedgwick County—Map Location G-5
See *SRDS* consumer market map and data at beginning of the State.

KAKE

1947



Subscriber to the NAB Radio Code
Media Code 4 217 7650 1.00
KAKE Radio & T. V., Inc., Box 1240, 1500 N. West St., Wichita, Kan. 67203. Phone 316-943-4221. TWX 516-554-9452.

STATION'S PROGRAMMING DESCRIPTION
KAKE: Programmed for adults.
NEWS: on hour, network news on half hour. Weather every hour. SPORTS: 3 times daily. MUSIC: Standard arrangements of film music, showtunes, swing, semi-classic, jazz. Commercials, limit 18 minutes per hour. Live coverage of significant events takes precedence over all programming. News department. Contact Representative for further details. Rec'd 3/29/68.

- PERSONNEL**
Station Manager—Bill McLean.
Sales Manager—G. A. Willes.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.

- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily except 1:00-5:00 am Mon. CST.
- AGENCY COMMISSION**
15% cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Greater Kansas Radio Network.

TIME RATES
Rates eff. Nov. 1, 1965. (Card No. 1N & 1CN.)
Card received November 29, 1965.
Class AA—5:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class A—9:00 am-4:00 pm Mon thru Sat.
Class B—All other times.

6. SPOT ANNOUNCEMENTS			
CLASS AA			
(*)	1 min	30 sec	ID's
6 ti	18.00	14.40	9.00
12 ti	16.00	12.80	8.00
18 ti	14.00	11.20	7.00
24 ti	13.00	10.40	6.50
24 ti	11.00	8.80	5.50
(*) Fixed position.			

CLASS A			
6 ti	14.00	11.20	7.00
12 ti	12.00	9.60	6.00
18 ti	11.00	8.80	5.50
24 ti	9.00	7.20	4.50

CLASS B			
6 ti	12.00	9.60	6.00
12 ti	10.00	8.00	5.00
18 ti	9.00	7.20	4.50
24 ti	7.00	5.60	3.50

10. SPECIAL FEATURES					
NEWS, WEATHER, SPORTS					
1 ti	35.00	20.00	104 ti	1/4 hr	5.00
26 ti	33.00	18.00	156 ti	29.00	15.50
52 ti	32.00	17.00	260 ti	28.00	15.00
78 ti	31.00	16.50	312 ti	27.00	14.50

KARD (FM)

1960



GERT BUNCHEZ & ASSOCIATES



Media Code 4 217 7800 2.00
Kansas State Network, Inc., 833 N. Main, Wichita, Kan. 67203. Phone 316-265-5633. TWX 910-741-6787.

- PERSONNEL**
President—Don Sbarra.
Manager—Don Hoover.
Program Director—Bill Moore.
- REPRESENTATIVES**
Gert Bunchez and Associates.
- FACILITIES**
ERP 27,600 (horiz.), 27,500 (vert.); 107.3 mc. Stereo.
Operating schedule: 6-12:30 am. CST.
Antenna ht.: 884 ft. above average terrain.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 14c, 15b, 16.
Basic Rates: 20b, 24b, 24c, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES

No. 2 ER 9/1/69—Rec'd 8/7/69.

6. SPOT ANNOUNCEMENTS					
1 min	1x	52x	104x	260x	500x 1000x
30 sec	7.00	6.50	6.00	5.50	5.00 4.00
10 sec	8.00	5.50	5.00	4.50	4.00 3.00
		5.00	4.50	4.00	3.50 3.00 2.00

7. PACKAGE PLANS						
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	42 ti
1 min	33.00	60.00	85.50	108.00	144.00	157.50
30 sec	27.00	48.00	67.50	84.00	108.00	115.50
10 sec	21.00	36.00	49.50	60.00	72.00	73.50

8. PROGRAM TIME RATES					
1 hr	1x	52x	104x	260x	500x 1000x
1/2 hr	30	28	27	25	23 20
1/4 hr	20	19	18	15	15 13
5 min	13	12	11	10	9 8

KEYN

1958



Media Code 4 217 7950 3.00
Mr. D's Radio, Inc., 3357 W. Central, Wichita, Kan. 67203. Phone 316-942-3208.

STATION'S PROGRAMMING DESCRIPTION
KEYN: Programmed for young premarried and young marrieds, college age and up, age 17-35.
MUSIC: top 40, rhythm and blues and albums, formatted M-Sat, Sun only; programmed for ethnic and college with 3 Negro DJ's playing rhythm and blues and pop jazz. Features: college news reports from 3 local universities, college employment news, news at :20 till, weather every 20 min, club calendar and syndicated humor programs. Facilities: remote news cruiser, 2 way radio equipped, remote studio for live remote programs anywhere. Contact Representative for further details. Rec'd 3/13/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert D. Freeman.
Program Director—Greg Dean.
Commercial Manager—Gary Richards.

- REPRESENTATIVES**
AAA Representatives.

- FACILITIES**
250 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KEYN-FM.

- AGENCY COMMISSION**
15/0 time only. Payable 10th following month. 6% added on unpaid balance after 60 days.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 61a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES

ER 5/26/69.

6. SPOT ANNOUNCEMENTS							
AM ONLY							
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	15.00	14.00	13.00	12.00	11.00	10.50	10.00
30 sec:	75% of 1-min.	10 sec/less: 50% of 1-min.					

AM/FM COMBINATION						
1 min	1 ti	6 ti	12 ti	18 ti	24 ti	30+
30 sec	10.00	9.50	9.00	8.50	8.00	7.50
	8.00	7.50	7.25	6.75	6.50	6.00

8. PROGRAM TIME RATES							
1 hr	1x	26x	52x	104x	156x	260x	312x
1/2 hr	125	120	110	105	100	95	85
1/4 hr	75	70	65	60	55	50	45
5 min	30	45	40	35	30	25	20

KEYN-FM

1958

Media Code 4 217 7951 3.00
Mr. D's Radio, Inc., 3357 W. Central, Wichita, Kan. 67203. Phone 316-942-3206.

STATION'S PROGRAMMING DESCRIPTION
KEYN-FM: See KEYN listing for programming description.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert D. Freeman.
Program Director—Greg Dean.
Commercial Manager—Gary Richards.

- REPRESENTATIVES**
AAA Representatives.

- FACILITIES**
ERP 58,300 w.; 103.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 305 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see KEYN.

- AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See KEYN listing for coded regulations.
Sold in combination with KEYN. See that listing for rates.

TIME RATES

6. SPOT ANNOUNCEMENTS							
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec:	75% of 1-min.	10 sec/less: 50% of 1-min.					

KFDI

1923



Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code
Media Code 4 217 8100 6.00
Wichita Great Empire Broadcasting Inc., Box 1402, 42nd and Broadway, Wichita, Kan. 67201. Phone 316-838-3377.

STATION'S PROGRAMMING DESCRIPTION
KFDI: Programmed for young adults 18 to 49.
FARM: 5 am-7 am, 10:30 am & 11:50 am-1:30 pm. 90 sec and 5 min interviews, market reports, county agents reports and market analysis. 2 man department. NEWS: 7 man news department, 5 min on hour, 2 min on half hour, 15 min at 7 am, noon & 5 pm. ENTERTAINMENT: air personalities handle all segments. MUSIC: modern country 24 hours per day. SPORTS: capsule reports every hour. COM-MEDICAL POLICY: personality endorsements permitted. Contact Representative for further details. Rec'd 1/8/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—F. F. "Mike" Lynch.
Commercial Manager—Mike Ontman.
Chief Announcer—Don Walton.

- REPRESENTATIVES**
Alan Torbet Associates, Inc.

- FACILITIES**
10,000 w. days, 1,000 w. nights; 1070 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
15/0 time and talent.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ER 1/8/69.
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS						
PER WK:	AA	A	B	AA	A	B
1 ti	20.00	19.00	13.00	16.00	15.20	10.40
10 ti	18.00	17.00	11.00	14.40	13.60	8.80
15 ti	17.00	16.00	10.00	13.80	12.80	8.00
25+	16.00	15.00	9.00	12.80	12.00	7.20
10 sec:	50% of 1-min.	Spots may be combined in all classifications.				

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—10%

8. PROGRAM TIME RATES						
5 min	CLASS AA	1x	26x	52x	104x	260x
1/4 hr	31.25	29.75	28.25	27.00	25.65	24.30
1/2 hr	46.95	44.70	42.55	40.50	38.45	37.00
	70.95	67.00	63.80	60.75	57.70	

CLASS A					
5 min	29.65	28.25	26.95	25.65	24.35
1/4 hr	42.25	40.25	38.30	36.45	34.60
1/2 hr	63.30	60.30	57.45	54.65	51.95

CLASS B					
5 min	21.85	20.80	19.85	18.90	17.95
1/4 hr	32.85	30.30	29.80	28.35	26.90
1/2 hr	49.25	46.90	44.65	42.50	40.40

KFH

1922



CBS Radio Network



Media Code 4 217 8250 9.00
Radio Station KFHF Co., 1025 Wichita Plaza Bldg., Wichita, Kan. 67202. Phone 316-262-4491.

STATION'S PROGRAMMING DESCRIPTION
KFHF: Programmed for adults, 25-60.
60% talk, sports, news, 50% music, middle-of-the-road. FARM: M-Sat 5:45-6 am & 6:10-6:30 am. Air personality M-Sat 6:30 am-10:30 am, middle-of-the-road and current hits, news, weather, sports. Network, 10:30-11 am. Talk 11 am-noon, guests, telephone forum. News, editorials, weather, sports, noon-12:30 pm. Air personalities, middle-of-the-road, current hits 12:30-5:30 pm. News, weather, sports, 5:30-6 pm. Sports, in season 7 & 10 pm, high school football.
(This listing continued on next page)

Wichita—K FH—Continued

ball, basketball, college football, basketball, professional football, major league baseball. Talk, 10:30 pm-2 am, telephone forum, interviews, debates. Air personality, middle-of-the-road, current hits, 9-5:45 am. 5 man news department, 2 man farm department, 2 man sports department. Contact Representative for further details. Rec'd 5/28/60.

- PERSONNEL**
General Manager—Thomas P. Bashaw.
Sales Manager—Bob Adams.
Operations Director—Dick Rippey.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1330 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Late Protection: 10b, 14b.
Basic Rates: 20a, 21b, 22a, 24a, 25a, 28c, 30, 32b, 33b.
Contracts: 40a, 41, 44b, 45, 47a, 49, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 12 ET 8/1/69—Rec'd 7/28/69.
AAA—Mon thru Sat 5:45-10 am & noon-1 pm.
AA—Mon thru Sun 5:45-9 am, 10 am-noon & 1-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	1 t	6 t	12 t	18 t	24 t	30 t
1 min.	30.00	26.00	24.00	22.00	20.00	19.00	18.00
30 sec.	20.00	21.00	18.50	18.00	16.50	15.50	14.50
10 sec.	15.00	13.00	12.00	11.00	10.00	0.50	9.00

CLASS AAA	1 min.	30 sec.	10 sec.
20.00	22.00	18.00	17.00
21.50	19.00	17.50	14.50
13.50	12.00	11.00	10.00

CLASS AA	1 min.	(t)
18.00	16.00	15.00
14.50	13.00	12.00

CLASS B	1 min.	(t)
12.00	11.00	10.00
9.50	9.00	8.00

(* Specified Position.
(t) 30 sec or less.

RATE HOLDER
Minimum 6 spots weekly.

CONSECUTIVE WEEK DISCOUNT
52 wk—8%

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	15 min.	10 min.	5 min.
150.00	140.00	135.00	130.00	125.00
100.00	90.00	85.00	80.00	75.00
75.00	65.00	60.00	55.00	50.00
60.00	50.00	47.50	42.50	40.00
40.00	37.50	35.00	32.50	30.00

10. SPECIAL FEATURES

NEWS

PER WK:	3 t	6 t	3 t	6 t	3 t	6 t
13 wks.	40.00	37.50	53.50	51.00	70.00	65.00
28 wks.	37.50	35.00	51.00	47.50	65.00	60.00
52 wks.	35.00	32.50	47.50	44.00	60.00	55.00

NEWS PRODUCTION COST

Net	5 min	10 min	15 min
	2.50	3.50	5.00

K FH-FM

1948
Media Code 4 217 8251 7.00
Radio Station KFH Co., Suite 1025, 125 N. Market, Wichita, Kans. 67202. Phone 316-262-4491.

- PERSONNEL**
General Manager—Thomas P. Bashaw.
Sales Manager—Robert Adams.
Operations Director—Dick Rippey.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 31,000 w.; 87.9 mc. CST.
Operating schedule: 6-1 am.
Antenna ht.: 475 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 15th of following month.
- GENERAL ADVERTISING** See coded regulations
See KFH listing for coded regulations.
Affiliated with CBS Radio Network.

TIME RATES
ET 1/1/68—Rec'd 12/28/67.

7. PACKAGE PLANS

PER WK:	EA:	3 t	6 t	12 t	18 t	24 t	30 t
1 min.	10.00	9.75	9.50	9.25	9.00	8.75	

ROS	1 min.	30 sec.	15 min.	10 min.	5 min.
6.00	5.75	5.50	5.25	5.00	4.75
5.00	4.75	4.50	4.25	4.00	3.75

1D's: 50% of earned 1-min.
1 minute and 30 seconds spots combine for frequency.

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	15 min.	10 min.	5 min.
12	13	25x	52x	104x
1/2 hr.	40	35	33	31
1/3 hr.	32	28	26	24
1/4 hr.	20	18	16	14

K FRM

1948
City of License, Salina, Kan.
Wichita office: 737 N. West St., Wichita, Kan. 67212. Phone 316-942-7081.
See listing under Salina, Kan.

KLEO

The Eastman Station

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 8400 0.00
Swanco Broadcasting of Kansas, Inc., 6610 W. 13th St., Wichita, Kan. 67212. Phone 316-943-0255.

- PERSONNEL**
General Manager—Don O'Malley.
Commercial Manager—Rod Rademacher.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1480 kc. Directional.
Operating schedule: 24 hours daily except midnight-5:00 am Mon. CST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Late Protection: 10b, 11b, 12i, 13i, 14a.
Basic Rates: 20a, 21a, 22b, 23a, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with The Eastman Radio Network.

TIME RATES
ET 7/1/68—Rec'd 5/31/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1 t	1 min	30 sec	10 sec
1 t	23.00	18.40	11.50	
15 t	21.00	16.80	10.50	
18 t	20.00	16.00	10.00	

SECTION I	1 t	12 t	18 t
20.00	16.00	10.00	
18.00	14.40	9.00	
17.00	13.80	8.50	

SECTION II	1 t	12 t	18 t
17.00	13.60	8.50	
15.00	12.00	7.50	
14.00	11.20	7.00	

SECTION III	1 t	12 t	18 t
17.00	13.60	8.50	
15.00	12.00	7.50	
14.00	11.20	7.00	

CONSECUTIVE WEEK DISCOUNTS
26 wk—4%
52 wk—8%
Not applicable to Best Buy Plan.

RATE HOLDER
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun, necessary to maintain consec wk advertising (or spots equivalent in length and wkly frequency to the existing sched.

- BEST BUY PLAN**
30 t (121, 1211, 6111), ea. 16
15 t (61, 611, 3111), ea. 17
Not combinable with other weekly plans for added frequency.
- 7. PACKAGE PLANS**
30 t (121, 1211, 6111), ea. 16
15 t (61, 611, 3111), ea. 17
Not combinable with other weekly plans for added frequency.
- 8. PROGRAM TIME RATES**
5 min—1-1/2x applicable 1-min.

K QTY (FM)

1963
Subscriber to the NAB Radio Code
Media Code 4 217 8550 2.00
Wichita Broadcasting, Inc., Box 486, 2829 Salina Ave., Wichita, Kansas 67201. Phone 316-838-3331.

- STATION'S PROGRAMMING DESCRIPTION**
KQTY (FM): Programmed for adults.
MUSIC 80%: 5:45 am-12:30 am all albums, featuring general popular, showtunes, standards, middle-of-the-road. AIR PERSONALITIES handle 60% NEWS 20%: featuring national, international, state, local area and community news. 6 man news department, 4 mobile units. Sun 5:45-7 am religious, music, drama. 1-6 pm serious music, classic, romantic, and general orchestra music. Remainder of Sun general popular music, news. Contact Representative for further details. Rec'd 8/3/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Dale Wood.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES** ERP 100,000 w.; 101.3 mc.
Operating schedule: 5:30-1 am. CST.
Antenna ht.: 444 ft. above average terrain.
- AGENCY COMMISSION** 15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11a, 12a, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 43, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Identical schedules or equal expenditures placed concurrently with KWBB earn a 20% discount on both stations from regularly published rates.

TIME RATES
Rates effective October 1, 1965.
Rates effective October 7, 1965.

6. SPOT ANNOUNCEMENTS

1 t	1 min	1 min
10.00	125 t	8.00
9.50	250 t	7.50
9.00	500 t	7.00
8.50		

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	45	27	18

DISCOUNTS	15x-5%	80x-15%	250x-23%
	30x-10%	125x-20%	500x-26%

KWBB

HR Representatives, Inc.

Subscriber to the NAB Radio Code
Media Code 4 217 8700 3.00
Wichita Broadcasting, Inc., Box 486, 2829 Salina Ave., Wichita, Kan. 67201. Phone 316-838-3331.

- STATION'S PROGRAMMING DESCRIPTION**
KWBB: Programmed for young adults.
MUSIC 80%: featuring current hits. Audience participations, brief women's features, community calendar of events, school lunch menu, all part of each day's programming. NEWS 20%: 5 man staff, 4 mobile units. Direct remote lines to city and county commission offices. Direct weather teletype from U.S. Weather Bureau. Heavy emphasis on community involvement. Contact Representative for further details. Rec'd 1/6/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Dale Wood.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1410 kc. Directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 net time; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11e, 12e, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 43, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KQTY (FM).
Identical schedules or equal expenditures placed concurrently with KQTY-FM. Wichita earn a 20% discount on both stations from regular published rates.

TIME RATES
ET 8/2/68—Rec'd 8/2/68.

AA—Mon thru Fri 6-9 am & 4-7 pm.
A—Mon thru Fri 9 am-4 pm.
B—Mon thru Fri 7-10 pm; Sat & Sun all day.
C—All other times.

KWBB AM

HR Representatives, Inc.

THE PREFERRED SOUND THAT SELLS WICHITA

KWBB (N.B.C.) Radio Reaches the Buying Audience with AM Acceptance, Listening Loyalty, Top Music and Fine Programming.

KQTY-FM in full Stereo, Separately Programmed.

KWBB RADIO WICHITA, KANSAS

KANSAS

7. PACKAGE PLANS

FREQUENCY IMPACT PLANS

PER WK:	AA	A	B	C
24 t	17.00	16.00	12.00	10.00
15 t	18.00	16.50	12.50	10.50
8 t	19.00	17.00	13.00	11.00
6 t	20.00	18.00	14.00	12.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEKS DISCOUNT
52 wk—10%

TOTAL AUDIENCE PLANS
1 Minute

MON THRU FRI:	I	II	III	IV	V
6-9 am	7	6	5	4	3
9 am-4 pm	14	12	10	8	6
4-7 pm	7	6	5	4	3
7-10 pm & wknds	14	12	10	8	6

PER WK, EA: 42 t 36 t 30 t 24 t 18 t 15 t
11 t 12 t 13 t 14 t 15 t
30 sec/less: 75% of 1-min. 10 sec: 50% of 1-min.
All Plan spots, in all categories, are combinable.

- 8. SPOT TIME RATES**
- | 1/2 hr. | 1 hr. | 15 min. | 10 min. | 5 min. | AA | A | B | C |
|---------|-------|---------|---------|--------|-------|-------|---|---|
| 75.00 | 71.25 | 67.50 | 63.00 | 60.00 | 56.25 | 52.50 | | |
| 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 | 35.00 | | |
| 40.00 | 30.00 | 38.00 | 37.50 | 38.00 | 35.00 | 34.00 | | |
| 30.00 | 29.00 | 28.00 | 27.00 | 26.00 | 25.00 | 24.00 | | |
| 28.00 | 27.00 | 26.00 | 25.00 | 24.00 | 23.00 | 22.00 | | |
- Minute spots and programs may be combined for frequency discounts.

- 10. SPECIAL FEATURES**
QUARTER-HOUR NEWS PARTICIPATION
(7-7:15 am, noon-12:15 pm, 6-6:15 pm)
1 min—AA rates apply, and earn frequency accordingly.

- NEWSCASTS**
- | 5 min. | 26x | 52x | 104x | 156x | 260x | 520x |
|--------|-----|-----|------|------|------|------|
| 29 | 28 | 27 | 26 | 25 | 24 | |
- "News on the Hour"—5-minutes available for full sponsorship with opening and closing sponsor identification and 2 commercial inserts, maximum 80 words per insert.
Includes open, close and 1-minute commercial.
70% of applicable 5-minute rate on the following:
"95 Seconds of News"—news and weather capsules on the half-hour.
"KWBB Weathercasts"—complete weather report at :15 and :45.
"KWBB Sports Scoreboard"—complete sports report at :50 and (during baseball season) :20 hourly.
"Wall Street Stock Market Report"—4:28 and 5:28 pm Mon thru Fri.
"KWBB Club Calendar"—2 minutes within 8:30-8:45 am, 10:30-10:45 am, 12:30-12:45 pm, 4:30-4:45 pm Mon thru Fri.
"Farm Market Report"—5:55-6:00 am Mon thru Fri. Open, close and 1-minute commercial. 5-minute program rate applies.

WINFIELD

Cowley County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KNIC

1963
Media Code 4 217 8850 6.00
Courtney Broadcasting Co., Suite 300, First National Bank, Winfield, Kan. 67156. Phone 316-221-3341.

- STATION'S PROGRAMMING DESCRIPTION**
KNIC: Programmed for adults and young adults.
4 air personalities. NEWS: 5 min on hour, headlines and weather on half hour. 30 min news, weather and sports periods, 7 am, 8 am, noon, 5 pm, 50% local. Community news 7:55 am & 11:05 am. Feature throw-ins: pet patrol, lost and found, bulletins, and siren activity. FARM: news, markets, county agent reports 6:30-7 am and noon hour. MUSIC: middle-of-the-road. SPORTS: live, tape, and sport networks. Rec'd 4/29/68.

- PERSONNEL**
Owner & Gen'l Mgr.—Gene Courtney.
- FACILITIES**
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60h, 60i, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 ET 6/1/66—Rec'd 4/18/66.

6. SPOT ANNOUNCEMENTS

1 x	1 min 30 sec	1 min 30 sec	1 min 30 sec
3.50	2.70	104 x	2.80
3.40	2.60	156 x	2.60
3.20	2.45	260 x	2.30
3.00	2.30	312 x	2.00

1D's—50% of minute rate.

7. PACKAGE PLANS
SATURATION SPOTS
10 t, per day, 20% discount.
100 t, per month, 20% discount.

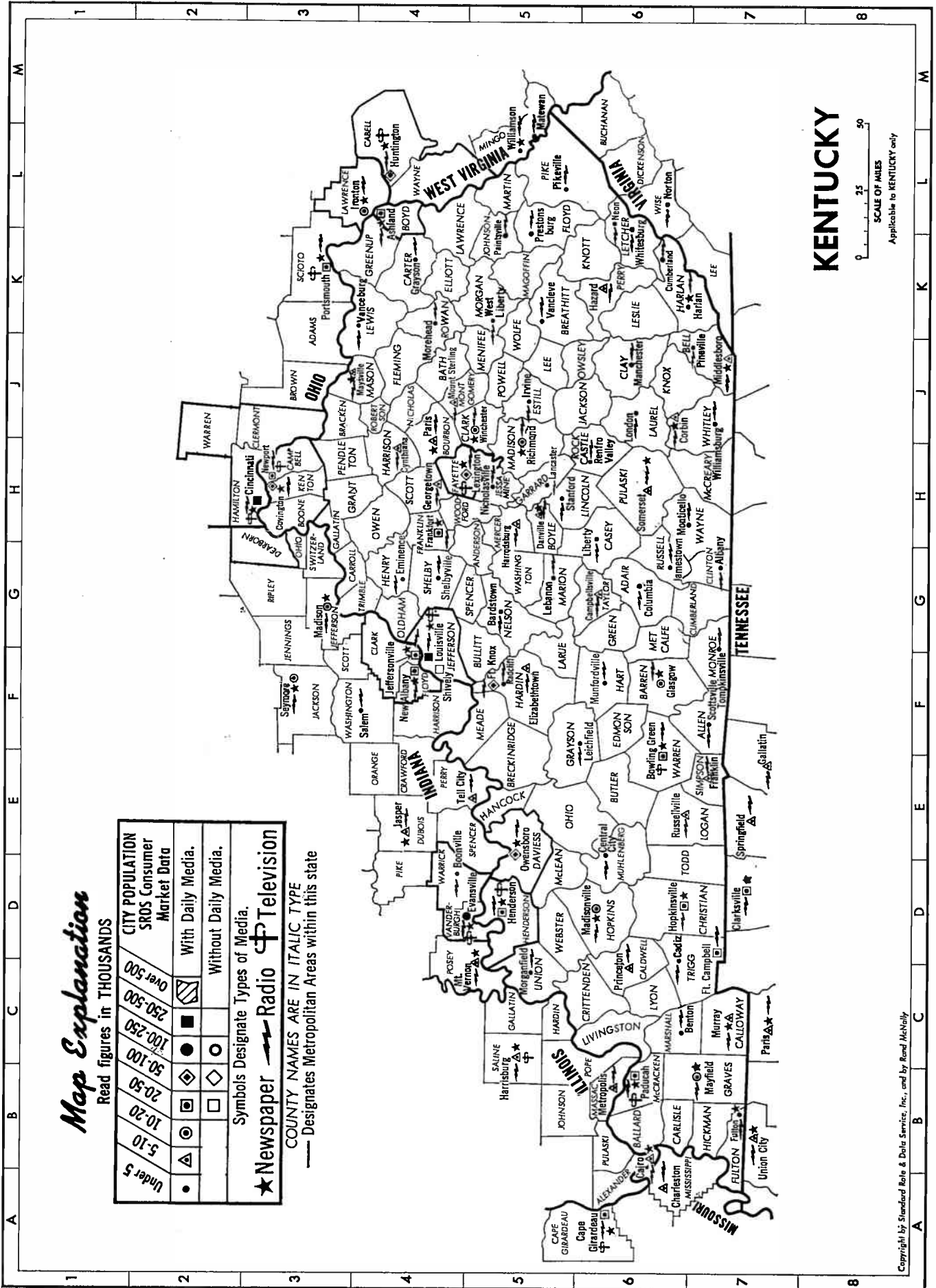
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	242,000	Lexington	25,000
METRO AREAS		Louisville	97,000
Huntington-		Owensboro	3,300
Ashland	7,600	Total Metros	132,900



World Radio History

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

State, County, City, Metro Area Data

KENTUCKY

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Ashtand—Boyd Covington—Kenton Frankfort—Franklin Hopkinsville—Christian Louisville—Jefferson Newport—Campbell Owensboro—Davies Paducah—McCracken
Bowling Green—Warren Fort Knox—Hardin Henderson—Henderson Lexington—Fayette

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1968					Total Retail Sales—					Retail Sales—1968					Passenger Cars 1/1/69	Farm Inflation 1/1/69	Gross Farm Income 1968	
	(/1/69)	Households 1/1/69	Per Household (\$000)	% Distribution of Families to 4999	% Distribution of Families to 7999	% Distribution of Families to 9999	% Distribution of Families to 14999	% Distribution of Families to 15000 and over	(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Mtds. (\$000)	By Selected Store Types	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)				(000)
KENTUCKY STATE TOTALS	3,222.2	936.91	7,373,019	7,870	18.0	15.5	16.3	20.5	13.7	4,400,862	4,697	1,032,727	160,496	570,140	234,086	221,283	897,492	385,655	1,340.10	383.0	848,014
ADAIR G-6	13.9	4.07	23,275	5,719	19.0	11.3	10.8	13.8	9.6	14,972	3,679	3,617	301	531	975	661	3,940	1,678	4.87	5.1	8,633
ALLEN F-7	11.7	3.74	19,866	5,312	20.2	10.4	11.3	14.0	7.7	16,993	4,544	3,696	633	1,854	630	548	3,801	1,688	5.55	3.8	7,616
ANDERSON G-4	9.4	3.00	17,971	5,990	23.6	18.7	19.3	14.8	5.1	11,637	3,879	3,058	297	658	814	293	2,296	1,222	4.30	1.7	5,523
BALLARD B-6	8.5	2.85	16,604	5,826	21.1	14.0	14.7	18.3	9.1	8,107	2,845	2,409	101	56	245	130	991	3.56	1.8	6,631	
BARREN F-6	29.9	9.29	57,903	6,233	20.0	11.5	13.7	16.6	10.6	47,665	5,131	9,102	1,696	5,507	1,819	2,266	10,863	5,692	12.85	6.6	19,691
BATH J-4	8.4	2.52	15,854	6,291	19.3	11.3	10.9	19.9	11.4	8,081	3,207	2,574	206	163	237	719	1,636	858	3.47	2.4	8,625
BELL J-7	27.3	7.19	54,840	7,627	17.5	10.6	9.7	20.5	15.6	42,022	5,845	11,784	2,059	3,846	3,787	3,082	9,325	3,781	10.52	2.8	250
BOONE H-3	29.9	8.46	71,037	8,397	14.8	19.5	18.8	25.9	16.1	25,805	3,050	6,384	958	1,060	317	691	3,805	3,802	15.08	2.4	6,973
BOURBON J-4	19.0	5.88	42,688	7,260	20.0	16.0	14.0	21.8	12.4	29,828	5,073	8,091	979	2,367	1,679	1,191	5,708	2,960	7.89	3.2	20,588
BOYD L-4	57.1	17.01	164,533	9,673	15.4	15.3	15.8	27.1	20.2	96,209	5,656	23,926	3,660	19,233	6,279	5,534	19,891	7,068	24.91	1.7	1,895
Ashtand	34.7	11.12	115,205	10,360						85,401	7,680	19,121	3,234	18,794	5,203	4,755	18,309	5,759			
Huntington-Ashtand Metro Area	272.9	83.18	662,151	7,960	19.3	20.9	17.9	18.4	12.1	417,059	5,014	99,777	14,930	70,715	24,450	23,477	87,984	31,774	104.50		
BOYLE H-5	23.3	6.69	47,385	7,083	18.9	13.9	16.0	20.5	11.5	39,170	5,855	9,420	1,018	5,628	1,743	1,811	8,286	3,799	9.95	2.2	8,237
BRACKEN J-3	6.4	2.07	15,053	7,272	18.5	14.7	14.7	21.9	13.6	6,753	3,262	2,120	199	251	106	167	790	371	3.09	2.1	7,708
BREATHITT K-5	12.8	3.00	14,479	4,826	18.8	9.1	7.7	12.0	7.4	10,715	3,572	3,696	321	686	950	501	1,805	947	5.10	5.1	1,308
BRECKINRIDGE E-5	15.3	4.54	23,934	5,272	21.9	12.3	14.1	14.0	6.6	14,669	3,231	3,912	670	1,873	151	496	2,391	1,665	3.43	3.9	11,457
BULLITT G-5	20.0	5.52	33,624	6,091	24.8	20.9	18.8	16.9	6.5	16,912	3,064	3,808	397	1,412	481	1,049	2,519	3,099	9.26	1.5	4,039
BUTLER E-6	8.0	2.33	15,122	6,490	17.6	10.5	9.8	19.6	14.1	6,221	2,670	1,817	390	229	361	245	1,052	638	3.85	3.0	3,173
CALDWELL D-6	14.0	4.59	32,334	7,044	18.9	12.6	14.4	20.6	13.9	22,038	4,801	4,520	767	1,233	1,547	636	6,444	2,090	6.03	2.2	5,555
CALLOWAY C-7	23.0	7.39	48,067	6,504	19.6	14.7	17.9	16.4	9.1	38,786	5,248	8,788	764	2,687	1,863	2,017	11,784	3,362	11.47	3.5	8,503
CAMPBELL H-3	98.5	29.96	270,153	9,017	15.4	22.3	18.5	24.4	15.4	115,019	3,839	34,139	6,211	7,322	4,672	6,771	19,279	9,603	38.16	1.8	2,659
Newport	31.4	10.12	83,265	8,228						72,135	7,128	17,160	3,895	6,216	4,255	5,573	15,808	4,131			
CARLISLE B-6	4.8	1.68	10,933	6,508	20.7	14.0	16.0	18.3	9.5	7,115	4,235	1,369	234	658	58	272	2,602	1,030	2.63	1.4	3,247
CARROLL G-3	8.1	2.55	19,715	7,731	19.9	13.3	14.4	20.5	15.0	11,296	4,430	2,966	387	607	543	425	1,365	1,193	3.83	1.4	5,014
CARTER K-4	21.0	5.60	31,539	5,632	22.2	12.6	17.1	16.5	7.1	18,880	3,371	5,430	442	2,250	1,238	1,262	4,767	1,671	7.57	4.6	3,732
CASEY H-6	12.5	3.43	16,058	4,682	19.2	9.5	10.6	14.6	7.0	12,964	3,780	3,339	79	1,030	82	475	2,493	1,284	5.05	5.7	8,108
CHRISTIAN D-7	65.2	16.64	136,512	8,204	21.4	15.9	13.3	25.0	10.6	88,264	5,304	17,232	1,888	1,588	6,333	3,924	17,025	9,010	22.86	4.5	20,765
Hopkinsville	24.0	7.88	54,109	6,867						68,071	8,638	13,473	1,423	6,530	5,524	3,023	15,876	5,264			
CLARK J-4	24.7	7.59	56,142	7,397	20.6	14.3	16.6	19.9	13.1	34,485	4,543	7,683	1,445	2,311	2,780	2,296	9,221	3,358	10.81	2.5	13,210
CLAY J-6	20.2	4.61	18,466	4,006	20.1	8.0	11.2	7.2	3.5	16,202	3,515	4,043	321	1,044	1,051	955	3,122	1,740	6.55	5.8	2,633
CLINTON G-7	8.3	2.28	10,156	4,454	19.2	8.4	12.3	11.6	5.3	6,864	3,011	1,236	366	375	602	359	1,470	892	2.98	2.9	3,686
CRITTENDEN C-6	6.8	2.27	16,779	7,392	18.3	10.5	12.0	22.4	15.0	10,768	4,744	3,075	329	750	145	419	2,941	891	3.74	1.9	3,480
CUMBERLAND G-7	6.1	1.78	10,246	5,756	19.6	9.0	9.8	16.3	9.8	6,119	3,438	1,502	380	573	240	174	1,451	905	2.46	2.7	5,741
DAVIESS D-5	83.7	24.38	192,558	7,898	18.5	17.7	18.3	21.5	13.2	124,929	5,124	27,066	4,841	20,638	8,301	7,951	25,297	7,892	36.13	5.1	17,495
Owensboro	51.4	16.17	131,782	8,150						112,366	6,949	24,801	4,748	20,168	8,237	7,767	21,449	6,591			
Owensboro Metro Area	83.7	24.38	192,558	7,898	18.5	17.7	18.3	21.5	13.2	124,929	5,124	27,066	4,841	20,638	8,301	7,951	25,297	7,892	36.13		
EDMONSON F-6	7.2	2.05	12,792	6,240	20.3	11.0	10.9	18.3	11.3	5,373	2,621	1,306	419	328	175	579	1,202	3.09	2.7	4,052	
ELLIOTT K-4	6.5	1.66	6,727	4,052	19.6	12.8	13.9	6.9	2.9	1,456	877	724		122		132		1.77	2.4	2,101	
ESTILL J-5	12.7	3.72	19,669	5,287	17.9	17.1	14.9	11.8	3.6	12,341	3,317	3,793	276	1,111	968	571	2,962	1,467	4.90	2.9	2,564
FAYETTE H-4	163.9	50.23	484,468	9,645	14.4	16.7	17.6	23.2	20.4	309,434	6,160	57,621	10,997	51,846	25,583	17,305	57,942	21,336	76.64	3.1	23,724
Lexington	87.0	27.33	193,274	7,072						230,297	8,427	33,859	7,305	44,058	15,210	49,008	12,471				
Lexington Metro Area	163.9	50.23	484,468	9,645	14.4	16.7	17.6	23.2	20.4	309,434	6,160	57,621	10,997	51,846	25,583	17,305	57,942	21,336	76.64		
FLEMING J-4	11.1	3.47	23,039	6,639	20.0	12.4	12.2	17.3	11.5	20,136	5,803	4,018	458	579	339	982	964	5.59	3.4	11,012	
FLOYD L-5	34.8	8.56	54,817	6,404	20.8	10.6	16.4	17.8	8.3	34,042	3,977	9,420	727	4,796	1,857	1,835	5,947	3,505	11.24	6.7	4,668
FRANKLIN H-4	33.3	10.28	87,142	8,477	16.7	20.3	18.4	21.8	14.8	50,944	4,956	13,636	2,376	6,514	2,754	3,160	7,172	4,733	16.14	2.1	7,336
Frankfort	24.4	7.77	54,709	7,041						46,014	5,922	12,637	2,378	4,806	2,784	7,166	4,152				
FULTON B-7	9.8	3.14	23,424	7,460	18.3	10.7	15.9	22.8	13.9	24,229	7,716	5,302	664	1,557	1,409	754	5,126	2,303	4.80	1.8	8,897
GALLATIN H-3	3.9	1.23	7,742	6,294	22.6	14.0	18.2	18.4	8.9	5,082	4,132	1,064	150	352	158	915	614	1.93	9.9	3,109	
GARRARD H-5	8.9	2.84	20,756	7,308	18.5	12.8	14.0	20.5	13.7	12,689	4,468	2,840	269	760	540	563	3,990	1,069	4.41	3.2	

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales— Per Household (\$000)	Retail Sales—1968 By Selected Store Types						Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			Per Household (\$000)	% Distribution of Families						Food (\$000)	Drug (\$000)	General Merch. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)		
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over													
MENIFEE J-5.....	3.3	.88	4,695	5,335	20.1	10.4	8.6	13.7	6.8	1,761	2,001	348	79	1,019	66	63	1.38	1.7	1,811		
MERCER H-5.....	15.5	5.04	32,107	6,370	20.0	15.5	16.2	17.4	10.4	22,337	4,432	5,672	1,199	829	1,429	1,931	4,351	2,032	7.27	3.2	11,732
METCALFE G-6.....	7.7	2.34	12,073	5,159	18.2	9.3	9.8	15.1	9.6	6,964	2,976	1,684	284	773	147	237	1,240	1,688	2.96	3.4	7,257
MONROE F-7.....	11.3	3.33	17,218	5,171	20.0	8.9	12.8	11.4	6.8	14,270	4,285	2,776	670	2,132	311	529	3,672	5,066	4.73	3.8	6,843
MONTGOMERY J-5.....	15.3	4.64	29,816	6,426	20.6	12.9	14.9	19.3	11.0	27,452	5,916	6,894	809	2,347	1,110	908	4,467	2,088	7.13	2.2	8,474
MORGAN K-5.....	9.4	2.53	13,492	5,333	20.4	10.3	9.6	16.4	8.0	10,645	4,208	2,327	269	857	101	230	4,851	4,779	3.42	4.3	4,097
MUHLNBERG E-6.....	26.2	7.89	52,046	6,596	19.8	13.8	16.7	18.3	9.0	36,508	4,621	10,463	1,290	2,201	2,457	1,248	8,987	3,025	11.48	3.0	4,817
NELSON G-5.....	24.0	5.92	42,595	7,195	19.7	20.1	12.0	21.6	11.5	26,053	4,401	6,536	816	2,873	1,261	845	4,165	2,522	8.47	3.2	12,268
NICHOLAS J-4.....	5.7	1.88	13,312	7,081	18.1	10.8	12.6	22.1	15.7	5,775	3,072	1,612	393	328	410	293	1,092	5,588	2.88	2.1	7,275
OHIO E-5.....	16.9	5.31	29,731	5,599	20.7	10.5	15.0	16.4	8.5	18,789	3,538	4,797	792	977	412	300	5,498	2,100	7.15	3.9	5,826
OLDHAM G-4.....	16.9	3.96	32,375	8,176	19.2	17.1	18.3	20.2	14.7	14,992	3,786	2,852	494	337	277	122	6,824	2,174	6.29	1.2	8,069
OWEN H-4.....	7.5	2.44	16,165	6,625	19.6	14.5	18.0	15.5	9.4	8,008	3,282	2,333	296	632	399	246	1,416	591	3.27	2.9	9,389
OWSLEY J-5.....	4.5	1.22	5,191	4,255	16.7	8.3	10.1	13.3	3.9	1,892	1,551	808	37	82	419	1.35	2.3	1,449
PENDLETON H-3.....	11.8	3.60	20,971	5,825	22.6	15.9	18.8	17.0	6.5	13,398	3,722	3,367	514	654	387	348	3,145	1,479	4.47	2.5	7,229
PERRY K-6.....	27.4	6.58	53,952	8,199	17.0	10.4	11.0	21.1	16.0	36,893	5,607	9,798	900	5,913	1,912	1,987	6,830	2,961	8.60	5.5	280
PIKE L-5.....	64.3	15.77	106,335	6,743	19.5	14.4	12.8	17.6	11.5	64,424	4,085	21,905	639	8,059	1,999	3,333	11,372	6,330	22.33	9.0	980
POWELL J-5.....	6.8	1.81	8,564	4,731	23.6	11.7	17.2	11.7	4.6	4,810	2,657	1,717	73	100	102	533	485	2.59	1.7	1,482
PULASKI H-6.....	33.0	9.79	59,899	6,118	19.3	10.0	12.6	16.5	10.4	43,508	4,444	10,101	787	4,589	2,498	3,122	9,129	5,239	15.81	7.8	11,444
ROBERTSON J-4.....	2.4	.79	3,366	4,261	22.2	12.9	12.5	11.7	4.0	875	1,108	518	84	168	1.68	1.02	1.1	2,573
ROCKCASTLE H-6.....	10.8	3.01	16,725	5,556	19.5	10.2	9.9	18.4	10.0	10,144	3,370	2,735	395	1,328	405	102	562	2,226	4.10	3.2	4,522
ROWAN K-4.....	13.6	3.58	21,191	5,919	22.4	13.2	15.3	15.0	6.9	17,590	4,913	5,330	535	1,530	801	802	2,284	1,905	5.24	1.7	1,963
RUSSELL G-6.....	9.4	2.69	15,979	5,940	18.5	9.1	9.5	15.3	12.1	12,556	4,668	3,188	482	247	950	491	2,862	1,563	4.66	3.5	6,099
SCOTT H-4.....	17.1	5.17	37,041	7,165	21.4	17.2	15.0	17.6	13.0	18,882	3,652	5,484	985	786	1,302	1,097	3,903	1,847	7.15	2.9	14,494
SHELBY G-4.....	20.4	6.20	46,695	7,531	20.9	14.2	18.3	19.0	12.9	29,812	4,808	6,599	405	1,643	1,327	1,403	5,680	1,515	8.93	4.0	20,760
SIMPSON E-7.....	12.1	3.85	25,184	6,541	21.2	12.9	16.2	17.3	6.7	22,638	5,880	4,330	499	1,549	862	491	3,782	2,339	5.98	2.6	12,976
SPENCER G-4.....	5.7	1.63	10,335	6,340	21.5	14.8	16.7	17.2	8.4	5,433	3,333	940	165	129	1,004	633	2.26	1.7	7,975
TAYLOR G-6.....	19.7	5.83	37,407	6,416	21.4	15.2	17.0	16.1	9.4	24,340	4,175	5,947	602	1,982	2,001	1,629	3,704	2,492	7.57	3.3	8,126
TODD D-7.....	9.9	3.01	19,200	6,379	19.5	11.9	11.8	19.0	12.5	12,877	4,278	3,193	765	1,127	334	346	1,842	1,616	4.31	3.1	10,337
TRIGG C-7.....	9.1	2.73	13,971	5,118	20.7	13.0	10.9	13.8	7.7	9,587	3,512	3,254	305	305	528	257	1,971	921	3.60	2.6	5,833
TRIMBLE G-3.....	5.1	1.50	11,724	7,816	18.2	12.7	14.2	21.2	15.5	3,594	2,396	1,001	121	95	61	101	258	710	2.27	1.5	4,712
UNION C-5.....	15.1	4.56	34,723	7,615	15.3	13.9	14.0	22.6	17.6	19,232	4,218	4,530	854	972	673	997	3,598	1,726	6.27	2.2	10,693
WARREN F-6.....	51.6	15.72	112,874	7,180	19.4	13.4	17.0	18.6	13.0	92,222	5,867	18,080	3,299	13,416	5,435	5,319	13,769	7,594	23.61	5.5	17,146
Bowling Green.....	36.3	11.33	86,175	7,606	83,364	7,358	15,080	3,153	12,984	5,154	5,210	13,249	5,759
WASHINGTON G-5.....	10.4	2.86	17,539	6,133	21.4	11.3	16.9	16.6	9.2	11,790	4,122	2,792	560	779	786	425	3,002	772	4.42	3.3	10,821
WAYNE H-7.....	13.9	3.70	14,722	3,979	19.8	9.1	9.5	7.2	4.8	12,831	3,468	3,046	851	1,001	768	374	2,082	1,297	4.73	3.7	5,828
WEBSTER D-5.....	14.4	4.91	31,089	6,332	20.3	12.0	14.7	20.7	11.9	19,122	3,895	4,593	561	956	470	468	4,210	1,976	6.11	2.1	6,013
WHITLEY J-7.....	22.4	6.32	43,120	6,823	18.0	10.0	10.8	19.9	12.7	36,772	5,818	9,643	1,428	5,049	1,694	2,643	7,411	3,952	11.69	4.0	1,869
WOLFE K-5.....	5.5	1.40	4,896	3,497	20.6	7.5	9.1	10.0	3.0	4,688	3,349	786	122	1,207	61	1,911	223	1.67	2.2	1,952
WOODFORD H-5.....	13.7	4.10	34,195	8,340	19.2	15.6	18.2	20.0	15.0	17,505	4,270	5,035	701	1,154	572	666	2,734	1,820	5.83	1.8	11,257

KENTUCKY

See SRDS consumer market map and data at beginning of the State.
DAYLIGHT SAVING TIME IS ON A CITY OPTION BASIS.

ALBANY (1 AM; 1 FM)

Clinton County—Map Location G-7
 See SRDS consumer market map and data at beginning of the State.

WANY

Media Code 4 218 0180 4.00
 Albany Broadcasting Co., Box 158, Albany, Ky. 42602. Phone 606-387-3351.

- PERSONNEL**
 General Manager—Darrall Speck.
 Ass't Manager & Production Dir.—Sidney Scott.
 Sales Manager—Elmer Goodman.
- REPRESENTATIVES**
 Kentucky Radio Sales—South.
- FACILITIES**
 1,000 w. days; 1390 kc. Non-directional.
 Operating schedule: 5 am-sunset. CST.
- AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b.
 Rate Protection: 10a, 11a, 12a, 14a, 15a, 15b, 16c, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 26, 28b, 30, 31, 33d.
 Contracts: 40a, 45, 47a, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60z, 61b, 62a, 62b, 62d.
 Cancellation: 70a, 70c, 72, 73a, 73b.
 Prod. Services: 81, 82.
 Affiliated with KBS Radio Network.

WANY-FM

Subscriber to the NAB Radio Code
 Media Code 4 218 0181 2.00
 Albany Broadcasting Co., Box 158, Albany, Ky. 42602. Phone 606-387-3351.

- PERSONNEL**
 General Manager—Darrall Speck.
 Ass't Mgr. & Prog. Dir.—Sidney Scott.
 Sales Manager—Elmer Goodman.
- REPRESENTATIVES**
 Kentucky Radio Sales—South.
- FACILITIES**
 ERP 2,700 w.; 106.3 mc.
 Operating schedule: 1-10:15 pm. CST.
- AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
 See WANY listing for coded regulations.
 Affiliated with KBS Radio Network.

TIME RATES

Rates are identical to WANY. See that listing.

ASHLAND

Boyd County—Map Location L-4
 See SRDS consumer market map and data at beginning of the State.

See Huntington (W. Va.)
 Ashland (Ky.)

(including Ironton, Ohio)
 under West Virginia

BARDSTOWN

Nelson County—Map Location G-5
 See SRDS consumer market map and data at beginning of the State.

WBRT

Subscriber to the NAB Radio Code
 Media Code 4 218 0360 2.00
 Nelson County Broadcasting Company, Inc., 103 W. Stephen Foster St., Bardstown, Ky. 40004. Phone 502-348-3943.

- PERSONNEL**
 Manager—C. Scott Cederholm.
 Assistant Manager—Tom Isaac.
 Sales Manager—Lou Mattingly.
- REPRESENTATIVES**
 Kentucky Radio Sales—South.
 Regional Repts Corp.
- FACILITIES**
 1,000 w. days; 1320 kc. Nondirectional.
 Operating schedule: 6 am to local sunset. EST, EDT.
- AGENCY COMMISSION**
 15/2; payable by 10th.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11c, 14b, 15a, 16.
 Basic Rates: 20b, 22b, 23a, 24b, 25a, 26, 28b, 29a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 51b.
 Comb.: Cont. Discounts: 60i, 62d.
 Cancellation: 70c, 71a, 72, 73b.
 Prod. Services: 82.

TIME RATES

No. 1-R ET Rec'd 10/3/66.

- SPOT ANNOUNCEMENTS**
 1 min 3.85 200 x 2.35
 100 2.95 300+ 1.80
 All spots are run of log. For specified times add .25 per spot. Frequency discounts not retroactive.
- PROGRAM TIME RATES**
 1/4 hr. 1x 52x 156+
 14.15 10.60 9.90
 1/2 hr. 23.55 18.80 17.00
- SPECIAL FEATURES**
NEWSCASTS
 5 min. 5.90; 10 per wk 52.95.
 Headlines: 2.95; 5 per day 11.75.
 15 min. 3 per wk 9.70; 7 per wk 8.25.

BENTON (1 AM; 1 FM)

Marshall County—Map Location C-6
 See SRDS consumer market map and data at beginning of the State.

WCBL

Subscriber to the NAB Radio Code
 Media Code 4 218 0450 1.00
 Purchase Broadcasting Co., Benton, Ky. 42025. 502-527-2581.

- PERSONNEL**
 General Manager—Shelby McCallum.
 Program Director—Martine Vance.
 Sales Manager—Jim W. Freeland.
- FACILITIES**
 5,000 w. days; 1290 kc. Non-directional.
 Operating schedule: 4:50 am-local sunset. CST.
 Partial simulcast operations. Simulcast during AM operational hours. For non-simulcast facilities see WCBL-FM.
- AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 5, 6a, 8.
 Rate Protection: 10a, 11, 12a, 13a, 14a.
 Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 61a.
 Cancellation: 71a, 73a.
 Affiliated with KBS.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
 ET 7/1/69—Rec'd 4/30/69.
- SPOT ANNOUNCEMENTS**
 PER MO:
 1 min 5.00 4.25 3.80 3.25 2.85 2.45 2.00
 30 sec 3.75 3.15 2.35 1.90 1.70 1.40
 - PACKAGE PLANS**
 DAYS:
 30 sec (maximum) 20.00 30.95 47.45
 - PROGRAM TIME RATES**
 PER MO:
 1 min 7.51 6.50 5.75 4.30 3.25
 10 min 12.50 11.25 10.00 8.15 6.25
 1/4 hr. 18.75 16.00 12.50 10.00 8.75
 1/2 hr. 31.25 21.25 18.75 14.20 12.50
 1 hr. 60.00 34.50 28.50 23.15 21.60

WCBL-FM

Media Code 4 218 0451 9.00
 Purchase Broadcasting Co., Drawer 7, Benton, Ky. 42025. Phone 502-527-2581.

- PERSONNEL**
 Pres. & Sta. Mgr.—Shelby McCallum.
 Sales Manager—Jim W. Freeland.
- FACILITIES**
 ERP 3,000 w.; 102.3 mc.
 Operating schedule: 4:50 am-10 pm. CST.
 Antenna ht.: 202 ft. above average terrain.
 Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WCBL.
- AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.

TIME RATES

Rates are identical to WCBL. See that listing.

BOWLING GREEN (3 AM; 1 FM)

Warren County—Map Location F-6
 See SRDS consumer market map and data at beginning of the State.

WBGN

Subscriber to the NAB Radio Code
 Media Code 4 218 0340 9.00
 Bowling Green Broadcasting Co., Box 900, 837 Fairview Ave., Bowling Green, Ky. 42101. Phone 502-842-1638.

- PERSONNEL**
 General Manager—Cy N. Bahakel.
 General Manager—R. Dean Maggard.
 Sales Manager—J. Odys Blanton.
- REPRESENTATIVES**
 Burns-Smith Company, Inc.
 Kentucky Radio Sales—South.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 1410 kc.
 Non-directional days, directional nights.
 Operating schedule: 5:00 a.m. to midnight, CST, DST.
- AGENCY COMMISSION**
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a.
 Contracts: 40a.
 Cancellation: 70a, 70c.
 Prod. Services: 80, 82.
 Affiliated with MBS Radio Network.

TIME RATES

- ET 6/1/67—Rec'd 6/7/67.
- SPOT ANNOUNCEMENTS**
 1 min 30 sec
 1 x 4.80 3.90 208 x 3.50 2.80
 13 x 4.60 3.70 250 x 3.25 2.35
 26 x 4.45 3.50 312 x 3.15 2.25
 39 x 4.25 3.30 385 x 2.85 2.05
 52 x 4.10 3.15 730 x 2.70 1.75
 104 x 3.90 2.95 1200 x 2.45 1.55
 156 x 3.70 2.75

1. **PERSONNEL**
 Managing Partner—Bob Proctor.
 Sta. & Sales Mgr.—Bud Tyler.

2. **REPRESENTATIVES**
 North—Regional Repts Corp.
 South—C. K. Beaver & Associates, Inc.

3. **FACILITIES**
 1,000 w. days, 250 w. nights, 1340 kc.
 Non-directional.
 Operating schedule: 5:00 am-midnight. CST, DST.

4. **AGENCY COMMISSION**
 15% on time only; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a.
 Contracts: 40a.
 Prod. Services: 80, 82.

TIME RATES

- Rates effective May 1, 1963.
 Rates received April 3, 1963.
- SPOT ANNOUNCEMENTS**
 min 30 sec
 1 ti 5.00 4.00 104 ti 4.00 3.00
 13 ti 4.75 3.75 156 ti 3.75 2.78
 26 ti 4.50 3.50 280 ti 3.50 2.50
 52 ti 4.25 3.25 312 ti 3.25 2.25

WKCT

Subscriber to the NAB Radio Code
 Media Code 4 218 0630 8.00
 Daily News Broadcasting Co. (affiliated with Park City Daily News), Box 930, 804 College St., Bowling Green, Ky. 42101. Phone 502-843-4325.

STATION'S PROGRAMMING DESCRIPTION
 WKCT: Programmed for adults and young adults.
 MUSIC 65%; general popular music, showtunes, film scores, and standards. NEWS 18%; national, international, regional and local. RELIGION 5%. FARM 2%; market reports, extension agents, and farm weather through teletype hook-up with state weather service. SPORTS 10%; local high school and university football and basketball play-by-play, little league baseball, local and national sports information. Plus other interviews and broadcasting of special events. Contact Representative for further details. Rec'd 7/20/67.

- PERSONNEL**
 General Manager—Garland R. West.
 Commercial Manager—Frank Brosche.
 Program Director—L. Casey Scott.
- REPRESENTATIVES**
 Savalli/Gates, Inc.
 Kentucky Radio Sales—South.
- FACILITIES**
 1,000 w. days, 500 w. nights; 930 kc.
 Directional—night only.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 11a, 12a, 13a.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
 Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Entertainment Network.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
 ET 12/1/68—Rec'd 11/4/68.
- SPOT ANNOUNCEMENTS**
 1 min 30 sec
 1 x 5.29 3.88 156 x 3.82 2.82
 13 x 4.94 3.71 288 x 3.63 2.65
 26 x 4.65 3.53 320 x 3.35 2.47
 39 x 4.50 3.35 312 x 3.12 2.24
 52 x 4.29 3.18 364 x 2.94 2.12
 104 x 4.08 3.00 624 x 2.65 1.76

WLBJ

1939
 Media Code 4 218 0720 7.00
 Bowling Green Broadcasters, Inc., Box 689, Bowling Green, Ky. 42101. Phone 502-843-3212.

- PERSONNEL**
 President—Cy N. Bahakel.
 General Manager—R. Dean Maggard.
 Sales Manager—J. Odys Blanton.
- REPRESENTATIVES**
 Burns-Smith Company, Inc.
 Kentucky Radio Sales—South.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 1410 kc.
 Non-directional days, directional nights.
 Operating schedule: 5:00 a.m. to midnight, CST, DST.
- AGENCY COMMISSION**
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a.
 Contracts: 40a.
 Cancellation: 70a, 70c.
 Prod. Services: 80, 82.
 Affiliated with MBS Radio Network.

TIME RATES

- ET 6/1/67—Rec'd 6/7/67.
- SPOT ANNOUNCEMENTS**
 1 min 30 sec
 1 x 4.80 3.90 208 x 3.50 2.80
 13 x 4.60 3.70 250 x 3.25 2.35
 26 x 4.45 3.50 312 x 3.15 2.25
 39 x 4.25 3.30 385 x 2.85 2.05
 52 x 4.10 3.15 730 x 2.70 1.75
 104 x 3.90 2.95 1200 x 2.45 1.55
 156 x 3.70 2.75

KENTUCKY

WLBJ-FM

1965
 Media Code 4 218 0721 5.00
 Bowling Green Broadcasters, Inc., Box 689, Bowling Green, Ky. 42101. Phone 502-843-3212.

- PERSONNEL**
 President—Cy N. Bahakel.
 General Manager—R. Dean Maggard.
 Sales Manager—J. Odys Blanton.
- REPRESENTATIVES**
 Burns-Smith Company, Inc.
 Kentucky Radio Sales—South.
- FACILITIES**
 ERP 3,000 w.; 96.7 mc.
 Operating schedule: 6 am-midnight. CST, DST.
 Antenna ht.: 255 ft. above terrain.
- AGENCY COMMISSION**
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 See WLBJ listing for coded regulations.

TIME RATES

Rates are identical to WLBJ. See that listing.

CADIZ

Trigg County—Map Location C-7
 See SRDS consumer market map and data at beginning of the State.

WKDZ

1965
 Subscriber to the NAB Radio Code
 Media Code 4 218 0810 6.00
 Barlow Lake Broadcasting Co. Inc., Drawer D, Cadiz, Ky. 42311. Phone 592-3932.

STATION'S PROGRAMMING DESCRIPTION
 WKDZ: Programmed for general interest.
 AIR PERSONALITIES all segments. NEWS: local and regional 15 min. 6:45 am, 8:30 am, noon, 5 pm. 5 min world on hour. World, state headlines on half hour. Sunrise: 6:45 am & 11:30 am-1 pm country and western and farm programs. 7-9 am variety requests, birthday, anniversary, community events, interviews, pop music. Religious sermon 9:30-10 am. Middle-of-the-road music 10-11:30 am & 5:15 pm-sunset. Top 40 pop school news 1-5 pm, teens and young adults. SPORTS: football and basketball, live day, tape night, interviews. Special events: parades, live. Taped meetings, tours, news. Sun: religious music, sermons, news 6 am-1 pm. Top 40 pop 1 pm-sunset. Rec'd 2/1/68.

- PERSONNEL**
 President—John Woodruff.
 Gen'l & Sta. Mgr.—Wilburn Wilson.
- FACILITIES**
 1,000 w.; 1110 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST, DST.
- AGENCY COMMISSION**
 15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21b, 22a, 22b, 24b, 25a, 26, 28b, 28c, 33d.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 47a.
 Comb.: Cont. Discounts: 60b, 60f, 60h, 61a.
 Cancellation: 70a, 70c.
 Prod. Services: 80, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 4/1/66—Rec'd 3/17/66.

- SPOT ANNOUNCEMENTS**
 1 min 30 sec
 1 x 3.00 2.50 156 x 2.50 2.00
 13 x 2.90 2.40 312 x 1.85 1.60
 26 x 2.80 2.30 385 x 1.70 1.50
 52 x 2.70 2.25 600 x 1.60 1.10
 104 x 2.60 2.15

Specified times, if available—1 time rate.

10 or more daily, ea 10 SECONDS 1.00

7. **PACKAGE PLANS**

Per day

1 min 10 ti 20 ti 30 ti 40 ti

1 min 2.40 2.20 2.30 2.20

30 sec 1.80 1.70 1.80

Per wk

1 min 10 ti 20 ti 30 ti 40 ti

1 min 2.70 2.40 2.30 2.20

30 sec 2.00 1.80 1.70 1.65

Per mo

1 min 30 ti 45 ti 60 ti 90 ti

1 min 2.50 2.40 2.20 2.10

30 sec 2.00 1.80 1.70 1.60

8. **PROGRAM TIME RATES**

1 x 1 hr 1/2 hr 1/4 hr 10 min 5 min

13 x 30.00 18.00 12.00 9.00 6.50

26 x 28.00 17.00 11.50 8.75 6.25

52 x 26.50 16.50 10.50 8.25 6.00

156 x 25.00 15.50 9.00 7.75 5.50

288 x 24.00 14.50 8.25 7.00 5.00

365 x 23.00 13.50 7.50 6.25 4.60

365 x 21.00 12.00 7.00 5.50 4.00

CAMPBELLVILLE

Taylor County—Map Location G-6
 See SRDS consumer market map and data at beginning of the State.

WTCO

1950
 Media Code 4 218 0900 5.00
 Taylor County Broadcasting Co., Box 28, 116 W. Main St., Campbellville, Ky. 42718. Phone 465-4178, 79.

- PERSONNEL**
 President—R. D. Ingram.
 General Manager—Redman L. Turner.
 Sales Manager—Thomas Kerr.

(This listing continued on next page)

KENTUCKY

Campbellsville—WTCO—Continued

2. REPRESENTATIVES
Regional—Kentucky Radio Sales—South.
Regional Reprs Corp.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:45 am-midnight. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11g, 12g, 13g, 14g, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24b, 26, 28a, 28c, 29a, 30.
Contracts: 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective _____
Rates received September 26, 1958.

6. SPOT ANNOUNCEMENTS
- | | | | |
|--------------------|---------|---------------------|---------|
| 1 min. | 30 sec. | 1 min. | 30 sec. |
| 1 time..... 3.55 | 2.35 | 104 times..... 2.65 | 1.75 |
| 13 times..... 3.25 | 2.25 | 156 times..... 2.45 | 1.65 |
| 26 times..... 3.20 | 2.10 | 208 times..... 2.30 | 1.53 |
| 39 times..... 3.00 | 2.00 | 260 times..... 2.10 | 1.40 |
| 52 times..... 2.80 | 1.90 | 312 times..... 2.00 | 1.30 |
8. PROGRAM TIME RATES
- | | | | | | |
|----------------------|-------|-------|-------|-------|------|
| hr. | 3/4 | 1/2 | 1/4 | 10 | 5 |
| hr. | hr. | hr. | hr. | min. | min. |
| 1 time..... 36.00 | 30.00 | 24.00 | 15.00 | 11.00 | 6.50 |
| 13 times..... 34.20 | 28.60 | 22.90 | 14.40 | 10.35 | 6.00 |
| 26 times..... 33.70 | 28.95 | 21.85 | 13.85 | 10.10 | 5.85 |
| 39 times..... 30.70 | 25.50 | 20.80 | 13.25 | 9.60 | 5.35 |
| 52 times..... 28.95 | 24.00 | 19.75 | 12.70 | 9.05 | 5.10 |
| 104 times..... 27.20 | 22.80 | 18.65 | 11.25 | 8.60 | 4.90 |
| 156 times..... 25.45 | 21.10 | 17.20 | 10.45 | 8.25 | 4.70 |
| 208 times..... 23.70 | 19.60 | 16.15 | 9.85 | 7.75 | 4.45 |
| 260 times..... 21.90 | 18.05 | 15.10 | 9.25 | 7.30 | 4.20 |
| 312 times..... 20.10 | 16.80 | 14.05 | 8.65 | 6.80 | 4.00 |

CENTRAL CITY (2 AM; 1 FM)

Muhlenberg County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WMTA

1954

NAB

- Media Code 4 218 0990 6.00
Central City—Greenville Broadcasting Company, Box 31 Old Greenville Rd., Central City, Ky. 42330.
Phone 502-754-1380.
1. PERSONNEL
Owners—L. L. Stone, A. E. Stone, and Ralph Utley.
Manager—Amos Stone.
3. FACILITIES
500 w. days; 1980 kc. Non-directional.
Operating schedule 5:30 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15/2 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 21a, 21b, 21c, 21d, 24b, 26a, 28b, 28c, 29a.
Contracts: 40a, 41, 42c, 43, 44a, 44b, 45, 46, 47a, 40, 50.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70d, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES

No. 1 Eff 7/1/55—Rec'd 9/7/55.

6. SPOT ANNOUNCEMENTS
- | | | |
|-----------------|-----------------|-----|
| 1 MINUTE | 156 | 265 |
| 1 x..... 4.05 | 156 x..... 2.65 | |
| 13 x..... 3.60 | 208 x..... 2.40 | |
| 26 x..... 3.25 | 260 x..... 2.25 | |
| 39 x..... 3.00 | 312 x..... 2.00 | |
| 104 x..... 2.85 | | |
8. PROGRAM TIME RATES
- | | | |
|-------|--------|--------|
| 1 hr | 1/2 hr | 1/4 hr |
| 40.50 | 24.30 | 18.50 |
- DISCOUNT
- | | | |
|---------|----------|----------|
| 13x—5% | 52x—12% | 156x—20% |
| 26x—10% | 104x—15% | 260x—25% |

WNES

WNES-FM

1955

NAB

- Media Code 4 218 1080 5.00
Muhlenberg Broadcasting Corp., Box 471, Central City, Ky. 42330. Phone 502-754-3000.
1. PERSONNEL
President—Andy Anderson.
General Manager—Ronald L. Beane.
Program Director—Ligon McDonald.
2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
500 w. days; 1050 kc. Non-directional.
Operating schedule: 5:30 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.
FM FACILITIES
ERP 50,000 w.; 101.9 mc.
Operating schedule: 6:00 am-midnight daily. CST.
DST
Antenna ht.: 295 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24b, 25a, 26, 28b, 29a, 30d.
Contracts: 40a, 44a, 47a.

Comb. Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
FM operated in conjunction with AM during day; sold separately after sunset.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective January 1, 1955.

Carl received October 24, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | | | | | | |
|----------------------|-------|-------|-------|-------|------|
| 1 hr. | 3/4 | 1/2 | 1/4 | 10 | 5 |
| 1 time..... 30.00 | 24.00 | 18.00 | 12.00 | 10.00 | 6.00 |
| 13 times..... 28.50 | 22.80 | 17.10 | 11.40 | 9.50 | 5.70 |
| 26 times..... 27.00 | 21.60 | 16.20 | 10.80 | 9.00 | 5.40 |
| 39 times..... 25.50 | 20.40 | 15.30 | 10.20 | 8.50 | 5.10 |
| 52 times..... 24.00 | 19.20 | 14.40 | 9.60 | 8.00 | 4.80 |
| 78 times..... 22.50 | 18.00 | 13.50 | 9.00 | 7.50 | 4.50 |
| 104 times..... 21.00 | 16.80 | 12.60 | 8.40 | 7.00 | 4.20 |
| 130 times..... 19.50 | 15.60 | 11.70 | 7.80 | 6.50 | 3.90 |
| 156 times..... 18.00 | 14.40 | 10.80 | 7.20 | 6.00 | 3.60 |
| 208 times..... 16.50 | 13.20 | 9.90 | 6.60 | 5.50 | 3.30 |
| 260 times..... 15.00 | 12.00 | 9.00 | 6.00 | 5.00 | 3.00 |
| 312 times..... 13.50 | 10.80 | 8.10 | 5.40 | 4.50 | 2.70 |
- 15 word ann., min. 8 daily, min. con. 100, each 7c
15 word ann., min. 8 daily, min. con. 1,000, each 50.

COLUMBIA (1 AM; 1 FM)

Adair County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WAIN

1951

- Media Code 4 218 1170 4.00
Tri-County Radio Broadcasting Corp., Columbia, Ky. 42728. Phone 305-384-2135.
1. PERSONNEL
Pres. & Gen'l Mgr.—John B. Horton.
Sta. & Sales Mgr.—Ed Cundiff.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAIN-FM.
4. AGENCY COMMISSION
None; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3d, 4b, 4d, 5, 6a, 7a, 7b, 8.
Rate Protection 10a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 26, 28a, 28c, 29a.
Contracts: 44a, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 71b, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES

Eff 5/4/67. Rec'd 5/4/67.

6. SPOT ANNOUNCEMENTS
- | | | | | | | |
|-------------|------|------|------|------|------|------|
| 1 min. | 2.50 | 2.35 | 2.20 | 2.05 | 1.90 | 1.75 |
| 30 sec. | 2.00 | 1.85 | 1.70 | 1.55 | 1.40 | 1.25 |
| 10 sec. ea. | | | | | | .50 |
8. PROGRAM TIME RATES
- | | | | | | |
|----------------------|--------|--------|--------|--------|-------|
| 1 hr | 3/4 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 30.00 | 25.00 | 18.00 | 10.00 | 8.00 | 5.00 |
| 13 times..... 27.50 | 22.75 | 17.10 | 9.50 | 7.60 | 4.75 |
| 26 times..... 27.00 | 22.50 | 16.20 | 9.00 | 7.20 | 4.50 |
| 39 times..... 25.50 | 21.25 | 15.30 | 8.50 | 6.80 | 4.25 |
| 52 times..... 24.00 | 20.00 | 14.40 | 8.00 | 6.40 | 4.00 |
| 104 times..... 22.50 | 18.75 | 13.50 | 7.50 | 6.00 | 3.75 |

WAIN-FM

1968

- Media Code 4 218 1171 2.00
Tri-County Radio Broadcasting Corp., Columbia, Ky. 42728. Phone 502-384-2134.
1. PERSONNEL
President—John B. Horton.
Sta. & Sales Mgr.—Ed Cundiff.
2. REPRESENTATIVES
Regional Reprs Corp.
Kentucky Radio Sales—South.
3. FACILITIES
ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 220 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WAIN.
4. AGENCY COMMISSION
None; all rates net to station. Payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 22a, 22b, 23a, 26, 28a, 28c, 29a.
Contracts: 40a, 42b, 47a.
Comb.: Cont. Discounts: 60a.

TIME RATES

Rates are identical to WAIN. See that listing.

CORBIN (2 AM; 1 FM)

Knox County—Map Location J-6
Whitley County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WCTT

1948

NAB

- Subscriber to the NAB Radio Code
Media Code 4 218 1260 3.00
Corbin Times-Tribune, Inc., Corbin, Ky. 40701.
Phone 808-528-4717.
- WCTT Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, with 30 min news at 8 am, noon & 6 pm. 5-7 am country music, farm and market segments on half hour. 7-8 am middle-of-the-road music. 8:30-10 am gospel music. 10 am-noon middle-of-the-road music. 12:30-3 pm middle-of-the-road music. 3-6 pm rock and roll. 6:30-8 pm standards,

showtunes, mostly instrumental. 8-11 pm rock and roll. SPORTS: university football and basketball, major league baseball, local football and basketball.
COMMERCIAL POLICY: 15 minute product protection, will not exceed 18 minutes per hour. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL
President—J. Springer Robinson.
Sec'y-Treas.—John L. Crawford.
Station Manager—Loren Hooker.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
North—Regional Reprs Corp.
3. FACILITIES
1,000 w.; 680 kc. Directional—night only.
Operating schedule 5 am-11 pm. EST.
Partial simulcast operation. Simulcast 5-8:15 am and all newscasts. For non-simulcast facilities see WCTT-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25b, 26, 28b, 29b, 30b.
Contracts: 40a, 41, 44b, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60g, 60i, 61c.
Cancellation: 70b, 71a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 8/1/69. Rec'd 7/21/69.

6. SPOT ANNOUNCEMENTS
- | | | | | |
|---------|------|------|------|------|
| 1 min. | 6.00 | 5.50 | 5.00 | 4.00 |
| 30 sec. | 4.75 | 4.25 | 4.00 | 3.60 |
| 10 sec. | 3.00 | 2.75 | 2.50 | 2.25 |
7. PACKAGE PLANS
- | | | | | | | |
|---------|------|------|------|-------|-------|-------|
| PER WK: | 3 ti | 5 ti | 6 ti | 10 ti | 15 ti | 20 ti |
| 1 min. | 3.50 | 3.40 | 3.35 | 3.25 | 3.00 | 2.60 |
| 30 sec. | 3.00 | 2.85 | 2.75 | 2.50 | 2.35 | 2.10 |
| 10 sec. | 2.15 | 2.00 | 1.80 | 1.70 | 1.65 | 1.60 |
8. PROGRAM TIME RATES
- | | | | |
|--------|-----|-----|-----|
| 1 hr | 13x | 26x | 52x |
| 40 | 37 | 34 | 30 |
| 1/2 hr | 30 | 27 | 24 |
| 1/4 hr | 20 | 18 | 15 |
| 5 min. | 10 | 9 | 8 |
- PROGRAM PACKAGES
- | | | | |
|---------|------|------|------|
| PER WK: | 3 ti | 5 ti | 6 ti |
| 1/4 hr | 10 | 8 | 7 |
| 5 min. | 5 | 4 | (*) |
- (* 3.75.)

WCTT-FM

1967

NAB

- Media Code 4 218 1261 1.00
Corbin Times-Tribune, Inc., Box 508, Corbin, Ky. 40701. Phone 606-528-4717.
1. PERSONNEL
President—J. Springer Robinson.
Sec'y/Treas.—John L. Crawford.
Station Manager—Loren Hooker.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
North—Regional Reprs Corp.
3. FACILITIES
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 7 am-11:05 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8:15 am-11:05 pm. For simulcast facilities see WCTT.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with KBS Radio Network.
- Rates are identical to WCTT. See that listing.

WYGO

1961

- Media Code 4 218 1350 2.00
Vernon Broadcasting Co., Center & Main St., Corbin, Ky. 40701. Phone 528-6617.
1. PERSONNEL
Owner/Manager—James C. Vernon.
Commercial Manager—Bill Carson.
Promotion Director—Doug Hammons.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
500 w. days; 1330 kc. Directional.
Operating schedule: 5:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
- TIME RATES
- ET 12/1/68—Rec'd 12/30/68.
6. SPOT ANNOUNCEMENTS
- | | |
|-----------------|-----------------|
| 1 min | 3.75 |
| 1 x..... 7.00 | 156 x..... 3.75 |
| 13 x..... 5.50 | 200 x..... 3.50 |
| 26 x..... 5.00 | 260 x..... 3.00 |
| 39 x..... 4.50 | 364 x..... 2.75 |
| 104 x..... 4.00 | |
8. PROGRAM TIME RATES
- | | | | | |
|----------------------|--------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 1 time..... 50.00 | 29.20 | 17.30 | 12.50 | 8.75 |
| 13 times..... 48.50 | 27.10 | 16.10 | 11.70 | 8.25 |
| 26 times..... 43.00 | 25.00 | 14.80 | 10.85 | 8.00 |
| 39 times..... 39.60 | 22.85 | 13.55 | 10.00 | 7.75 |
| 104 times..... 36.00 | 20.85 | 12.50 | 9.50 | 7.50 |
| 156 times..... 32.65 | 18.75 | 11.45 | 9.00 | 7.25 |
| 260 times..... 29.20 | 16.70 | 10.40 | 8.75 | 7.00 |

COVINGTON

Kenton County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Cincinnati, Ohio
(including Covington, Ky.; Newport, Ky.)

CUMBERLAND

Harlan County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WCPC

1951

- Media Code 4 218 1440 1.00
Cumberland City Broadcasting, Inc., Keller St., Cumberland, Ky. 40823. Phone 606-589-4623.
1. PERSONNEL
General Manager—Jack Mills.
Program Director—J. P. Mills.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 5.
Contracts: 40a.
Member: Appalachian Network.
Discounts from earned frequency for the use of:
2 stations..... 5% 4 stations..... 25%
3 stations..... 10%
- TIME RATES
- Rates effective March 1, 1958.
Rates received March 3, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | | | | | | | | |
|---------------------|-------|-------|-------|------|------|------|------|
| 1 hr | hr. | hr. | hr. | min. | min. | min. | sec. |
| 1 time..... 40.00 | 41.25 | 15.50 | 12.25 | 9.50 | 5.00 | 4.00 | 4.00 |
| 13 times..... 49.25 | 40.25 | 15.10 | 11.95 | 9.25 | 4.90 | 3.90 | 3.90 |
| 26 times..... 48.00 | 39.20 | 14.75 | 11.65 | 9.00 | 4.75 | 3.80 | 3.80 |
| 39 times..... 45.45 | 37.15 | 13.95 | 11.05 | 8.55 | 4.50 | 3.60 | 3.60 |
| 52 times..... 42.95 | 35.05 | 13.20 | 10.40 | | | | |

Danville—W H I R—Continued

3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. & Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective February 15, 1962.
Rates received August 3, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	10	5	*100
1 time.....	54.00	32.40	18.00	14.40	9.00 5.40
13 times.....	51.30	30.80	17.10	13.70	8.55 5.15
26 times.....	48.60	29.15	16.20	12.95	8.10 4.85
39 times.....	45.90	27.50	15.30	12.25	7.65 4.60
52 times.....	43.20	25.90	14.40	11.55	7.20 4.30
65 times.....	39.50	24.30	13.50	10.80	6.80 4.05
104 times.....	37.80	22.70	12.60	10.08	6.30 3.80
156 times.....	35.10	21.05	11.70	9.35	5.85 3.50
208 times.....	32.10	19.45	10.80	8.65	5.40 3.25
260 times.....	29.70	17.80	9.90	7.95	4.95 3.00
312 times.....	27.00	16.20	9.00	7.20	4.50 2.70

(* All 100-word announcements are accepted for scheduling in announcement period only. 1-minute transmitted announcements on basis of 100 words. Announcements coming between nationally sponsored programs are limited to 60 words and carry same rate as 100-word announcements.)

ELIZABETHTOWN

Hardin County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WIEL
1950
Media Code 4 218 1710 7.00
Elizabethtown Broadcasting Co., Box L, Leitchfield Rd., Elizabethtown, Ky. 42701. Phone 502-765-2144, 2145.

1. PERSONNEL
General Manager—Walter "Dee" Huddleston.
Manager—Dick Curtis.
Sales Director—Calvin Skaggz.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. 1400 kc. Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11g, 12g, 13h, 14g, 15b.
Basic Rates: 20b, 21b, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44b, 46, 47a, 48.
Comb. & Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Affiliated with KBS Radio Network.

TIME RATES
Rates received July 21, 1952

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	10	5	1	30
1 time.....	60.00	36.00	20.00	16.00	9.50	5.50 3.50
13 times.....	56.50	33.80	18.50	15.00	9.00	5.30 3.40
26 times.....	53.00	31.60	17.40	14.00	8.50	5.10 3.30
39 times.....	49.50	29.40	16.40	13.00	8.00	4.90 3.20
52 times.....	46.00	27.20	15.20	12.00	7.50	4.70 3.10
65 times.....	42.50	25.00	14.00	11.00	7.00	4.50 3.00
104 times.....	41.00	23.80	13.00	10.00	6.50	4.20 2.80
156 times.....	37.50	22.00	12.00	9.00	6.00	3.90 2.60
208 times.....	34.20	18.40	11.20	8.00	5.50	3.60 2.40
312 times.....	30.70	16.20	10.20	7.00	5.00	3.30 2.20
364 times.....	27.20	14.00	9.20	6.00	4.50	3.00 2.00

EMINENCE

Henry County—Map Location G-4
See SRDS consumer market map and data at beginning of the state.

WSTL
1955
Media Code 4 218 1800 6.00
J. W. Dunavent, Eminence, Ky. 40019.

1. PERSONNEL
Sta. & Sales Mgr.—J. W. Dunavent (Mrs.).
Program Director—Carlos Wilson.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
500 w.; 1,600 kc. Non-directional.
Operating schedule: Sunrise-Sunset. EST.
4. AGENCY COMMISSION
15/0 on time, payable monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 49, 50, 51a.
Comb. & Cont. Discounts: 60a, 60c, 61b, 62d.
Cancellation: 71b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
EX 1/1/59—Rec'd 6/6/68.

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	10	5	1	30
1 time.....	4.00	3.00	1.50	2.50	2.50	2.50
26 times.....	3.80	2.80	1.40	2.25	2.30	2.25
52 times.....	3.25	2.25	1.30	2.05	2.05	2.05
156 times.....	2.90	2.05	1.20	1.90	1.90	1.90
312 times.....	2.40	1.95	1.10	1.75	1.75	1.75
600 times.....	2.10	1.80	1.00	1.60	1.60	1.60
900 times.....	1.90	1.65	0.95	1.45	1.45	1.45
1200 times.....	1.80	1.50	0.90	1.30	1.30	1.30

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	10	5	1	30
1 time.....	3.40	2.50	1.50	2.50	2.50	2.50
13 times.....	3.20	2.30	1.40	2.20	2.20	2.20
26 times.....	3.00	2.15	1.30	2.00	2.00	2.00
52 times.....	2.75	2.00	1.20	1.75	1.75	1.75
104 times.....	2.75	2.00	1.20	1.75	1.75	1.75

7. PACKAGE PLANS

SATURATION PACKAGES

Under 25	10	15	20
25 (within 4 wks).....	1.10	1.10	1.50 1.90
100 (within 4 wks).....	.85	1.25	1.80
100 (within 4 wks).....	.80	1.20	1.80

ANNOUNCEMENTS

1 min.	1/2 min.	1/4 min.	10 min.	5 min.
30 sec.....	2.80	2.40	2.15	2.00
(f) within 1 week.	1.80	1.90	1.85	1.70
(*) within 2 weeks.				

ERLANGER

Kenton County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WHKK (FM)
1966
Media Code 4 218 1845 1.00
Christian Broadcasting Association, Inc., Peoples Merchants Trust Bldg., Canton, Ohio 44702. Phone 216-452-4009.

STATION'S PROGRAMMING DESCRIPTION
WHKK (FM): Programmed for the family.
Religious-gospel music, news and weather 20 hours a day, 5 am-1 am, 7 am-10 am sermons, 10 am-11 am gospel music, air personality. 11 am-1 pm religious broadcast. News on hour (AP). Gospel music, air personality. Evenings-local high school basketball, football play-by-play, 2 games per week. University basketball and football by remote personality. Gospel music and two-way telephone conversations 'til 1 am. Rec'd 1/23/69.

1. PERSONNEL
President—Dr. E. M. Mortenson.
Executive Vice-President—Rev. Jack M. Mortenson.
2. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 149 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 28c, 29a.
Contracts: 40a, 41, 46, 47a.
Comb. & Cont. Discounts: 62a.
Cancellation: 70a, 71a, 72.
Prod. Services: 80, 82.

TIME RATES
ET Rec'd 1/16/69.

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	10	5	1	30
1 time.....	5.00	4.00	2.00	3.10	2.75	2.75
26 times.....	4.80	3.50	1.90	2.75	2.80	2.80
52 times.....	4.25	3.25	1.80	2.40	2.40	2.40
156 times.....	3.90	3.05	1.80	2.00	2.00	2.00
312 times.....	3.40	2.90	2.00	1.90	1.90	1.90

7. PACKAGE PLANS

5 AM-MIDNIGHT: 10x 25x 50x 100x 500x

1 min.	1/2 min.	1/4 min.	10 min.	5 min.
30 sec.....	5.00	4.00	3.00	2.50 2.00
15 sec.....	3.00	2.50	2.00	1.50 1.00
15 sec.....	2.00	1.50	1.25	1.00 .75

Midnight-5 am, less 50%.

8. PROGRAM TIME RATES

5 AM-MIDNIGHT: 1 hr 1/2 hr 1/4 hr

1 hr	1/2 hr	1/4 hr	10 min	5 min
55x.....	35.00	18.00	15.00	13.00
250x.....	29.00	16.00	12.00	10.00

Midnight-5 am, less 50%.

25% discount to broadcasters beginning with initial broadcast.

FORT CAMPBELL (1 AM; 1 FM)

Christian County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WABD
1963
Subscriber to the NAB Radio Code
Media Code 4 218 1890 7.00
Gary Latham, Shelby McCallum and Edward T. Breathitt dba Fort Campbell Broadcasting Co., Box 521, Fort Campbell, Ky. 42222. Phone 615-431-4984.

1. PERSONNEL
Manager—Gary Latham.
3. FACILITIES
500 w.; 1370 kc.
Operating schedule: Sunrise-local sunset. CST, DST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a.
Basic Rates: 20b, 21a, 23a, 24c, 25a, 28c.
Contracts: 40a, 42b, 51b.
Comb. & Cont. Discounts: 60a, 61b.
Cancellation: 70c.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 7/1/67—Rec'd 6/5/67.

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	10	5	1	30
1 time.....	4.00	3.00	1.50	2.50	2.50	2.50
26 times.....	3.80	2.80	1.40	2.25	2.30	2.25
52 times.....	3.25	2.25	1.30	2.05	2.05	2.05
156 times.....	2.90	2.05	1.20	1.90	1.90	1.90
312 times.....	2.40	1.95	1.10	1.75	1.75	1.75
600 times.....	2.10	1.80	1.00	1.60	1.60	1.60
900 times.....	1.90	1.65	0.95	1.45	1.45	1.45
1200 times.....	1.80	1.50	0.90	1.30	1.30	1.30

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 23b, 28c, 29a.
Contracts: 40c, 44a, 46, 47e, 51a, 51c.
Comb. & Cont. Discounts: 60a, 60c, 60d, 60f, 61a, 62d.
Cancellation: 70b, 70d, 71b.
Prod. Services: 80.
Minimum contract 4 weeks.
Length of commercial copy:

5 min	10 min	15 min	30 min	45 min	7:00
.....	2:10	60 min
.....	3:00

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5A ET 6/1/68—Rec'd 5/13/68.
A—Mon thru Sat—6-9 am, 11 am-1 pm & 4-7 pm.
B—Mon thru Sat 9-11 am, 1-4 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS A

1	1/2	1/4	10	5	1	30
1 time.....	6.00	5.00	4.50	4.20	4.00	4.00
12 times.....	5.80	4.80	4.30	4.00	3.80	3.80
24 times.....	5.40	4.50	4.00	3.70	3.50	3.50
36 times.....	5.20	4.30	3.80	3.50	3.30	3.30
48 times.....	5.00	4.10	3.60	3.30	3.10	3.10
60 times.....	4.80	3.90	3.40	3.10	2.90	2.90
72 times.....	4.60	3.70	3.20	2.90	2.70	2.70
84 times.....	4.40	3.50	3.00	2.70	2.50	2.50
96 times.....	4.20	3.30	2.80	2.50	2.30	2.30
108 times.....	4.00	3.10	2.60	2.30	2.10	2.10
120 times.....	3.80	2.90	2.40	2.10	1.90	1.90

30 SECONDS—ROS

1	1/2	1/4	10	5	1	30
1 time.....	4.80	4.00	3.30	3.40	3.40	3.40
12 times.....	4.50	3.80	3.10	3.20	3.20	3.20
24 times.....	4.30	3.60	2.90	3.00	3.00	3.00
36 times.....	4.10	3.40	2.70	2.80	2.80	2.80
48 times.....	3.90	3.20	2.50	2.60	2.60	2.60
60 times.....	3.70	3.00	2.30	2.40	2.40	2.40
72 times.....	3.50	2.80	2.10	2.20	2.20	2.20
84 times.....	3.30	2.60	1.90	2.00	2.00	2.00
96 times.....	3.10	2.40	1.70	1.80	1.80	1.80
108 times.....	2.90	2.20	1.50	1.60	1.60	1.60
120 times.....	2.70	2.00	1.30	1.40	1.40	1.40

7. PACKAGE PLANS
WEEKLY ANNOUNCEMENT PACKAGE

1	1/2	1/4	10	5	1	30
25 times.....	3.00	2.00	2.50	1.70	1.70	1.70
50 times.....	2.80	1.75	2.10	1.60	1.60	1.60
100 times.....	2.00	1.40	1.85	1.30	1.30	1.30

Special Monthly Quickie Package—1 15-second spot each hour, sign-on-sign-off, per month..... 250

8. PROGRAM TIME RATES

1	1/2	1/4	10	5
1 hr.....	40.00	21.00	11.50	8.50 6.00
26 x.....	39.00	20.00	10.50	7.50 5.50
52 x.....	38.00	19.00	9.00	6.50 5.00
156 x.....	36.50	18.00	8.00	6.00 4.50
312 x.....	35.00	17.00	7.00	5.50 4.00

WABD-FM

1968
Media Code 4 218 1891 5.00
Gary Latham, Shelby McCallum and Edward T. Breathitt dba Fort Campbell Broadcasting Co., Box 521, Fort Campbell, Ky. 42222. Phone 615-431-4984.

1. PERSONNEL
Manager—Gary Latham.
Program Director—Frank Prince.
Sports Director—Johnny Albright.
3. FACILITIES
ERP 39,000 w.; 107.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 175 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
See WABD listing for coded regulations.

TIME RATES
ET Rec'd 1/16/69.

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	10	5	1	30
1 time.....	5.00	4.00	2.00	3.10	2.75	2.75
26 times.....	4.80	3.50	1.90	2.75	2.80	2.80
52 times.....	4.25	3.25	1.80	2.40	2.40	2.40
156 times.....	3.90	3.05	1.80	2.00	2.00	2.00
312 times.....	3.40	2.90	2.00	1.90	1.90	1.90

KENTUCKY

Frankfort—WFKY—Continued

- 2. REPRESENTATIVES**
PRO Time Sales, Inc.
Regional Reps Corp.
- 3. FACILITIES**
1,000 w. days 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30-1:00 am.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL RATE POLICY**
FM facilities: WKYW (FM).
- TIME RATES**
ET 1/1/67—Rec'd 1/3/67.
AAA—Mon thru Fri 6:30-9 am & 4-6:30 pm.
AA—Mon thru Fri 6-8:30 am, 9 am-4 pm & 6:30-7 pm; Sat & Sun 6 am-7 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AAA | | | | | |
|-----------|------|------|------|------|-----------|
| | Open | 25x | 50x | 150x | 250x 500x |
| 1 min. | 6.00 | 5.40 | 4.80 | 4.20 | 3.60 3.00 |
| 30 sec. | 4.50 | 4.05 | 3.60 | 3.15 | 2.70 2.25 |
| 10 sec. | 3.00 | 2.70 | 2.40 | 2.10 | 1.80 1.50 |
- | CLASS AA | | | | | |
|----------|------|------|------|------|-----------|
| | Open | 25x | 50x | 150x | 250x 500x |
| 1 min. | 4.80 | 4.30 | 3.85 | 3.35 | 2.90 2.40 |
| 30 sec. | 3.60 | 3.20 | 2.85 | 2.45 | 2.15 1.80 |
| 10 sec. | 2.40 | 2.10 | 1.85 | 1.70 | 1.45 1.20 |
- | CLASS A | | | | | |
|---------|------|------|------|------|-----------|
| | Open | 25x | 50x | 150x | 250x 500x |
| 1 min. | 3.90 | 3.50 | 3.10 | 2.70 | 2.30 1.90 |
| 30 sec. | 2.90 | 2.70 | 2.40 | 2.10 | 1.80 1.50 |
| 10 sec. | 1.95 | 1.75 | 1.55 | 1.35 | 1.15 1.00 |

WKYW (FM)



- Media Code 4 218 2160 4.00
WKYW Division, Capital Broadcasting Corp., Radio Bldg., Frankfort, Ky. 40601. Phone 502-223-8281.
STATION'S PROGRAMMING DESCRIPTION
WKYW(FM): Programmed for adults.
MUSIC: film music, showtunes, standards, and semi-classic. All music in 13 min segments, 1 vocal per segment. NEWS: 3-1/2 min local, regional, national 7:30 am, 10:30 am, 1:30 pm, 4:30 pm, 7:30 pm, 10:30 pm. Editorial daily. 1 min community service features 12 times daily. Rec'd 7/19/67.
- 1. PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Bob Doll.
Sta. & Com'l Mgr.—Charles Milton.
- 2. REPRESENTATIVES**
Call station collect.
- 3. FACILITIES**
ERP 3,000 w.; 104.9 mc. Stereo.
Operating schedule: 6 am-midnight.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL RATE POLICY**
AM facilities: WKYK.
- TIME RATES**
ET 1/1/67—Rec'd 1/3/67.
- 6. SPOT ANNOUNCEMENTS**
- | | Flat | 25x | 50x | 150x | 250x | 500x |
|--------|------|------|------|------|------|------|
| 1 min. | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 |
- Specified position, extra 20%.

FRANKLIN

Simpson County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WFKN



- Subscriber to the NAB Radio Code
Media Code 4 218 2250 3.00
Franklin Favorite—WFKN, Inc., Box 307, 103 N. High St., Franklin, Ky. 42134. Phone 502-586-4000.
STATION'S PROGRAMMING DESCRIPTION
WFKN: Programmed for general interest.
NEWS: local, state, world, 15 min, 7:30 am, noon, 4:45 pm, 5 min, 7 am, 10 am, 11 am, 3 pm & 5:52 pm; world 5 min 6:02 am, 6:30 am, 11:30 am, 1 pm & 2 pm. Headlines at 3:00. Weather 2 min 6:07 am, 6:27 am, 7:45 am & 10:05 am, 5 min 6:40 am; radar weather at 3:00. FARM: prices 5 min 6:35 am, farm news 15 min 12:15 pm. SPORTS: 5 min 7:25 am, 15 min 4:30 pm. Morning devotions 15 min 8:30 am, 6-9 am middle-of-the-road music. 9-11 am women's show fashions, hospital and church telephons reports, community announcements, middle-of-the-road music. 11:05 am non-country and western music. 12:30-2:30 pm middle-of-the-road music. 2:30-4:30 pm current hits. 5-5:52 pm standards. Editorialization 7:47 am, 12:30 pm, 5 pm W-T-F. Public affairs 15 min 1 pm Sun, 10:45 am, 12:30 pm, 5 pm Mon. Contact Representative for further details. Rec'd 8/11/67.
- 1. PERSONNEL**
General Manager—L. L. Valentine.
Commercial Manager—Howard H. Ogles.
- 2. REPRESENTATIVES**
George T. Hopewell, Inc.
- 3. FACILITIES**
Regional—Kentucky Radio Sales—South.
250 w. days; 1220 kc. Non-directional.
Operating schedule: sunrise to local sunset. CST, DST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 22a, 23a, 24b, 25c, 28b, 28c.
Contracts: 40a, 45, 48, 47a, 51c.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
Affiliated with KBS Radio Network.
- TIME RATES**
Rates effective December 1, 1965.
Rates received October 14, 1965.
- 6. SPOT ANNOUNCEMENTS**
- | | 1 min 30 sec | 1 min 30 sec |
|---------|--------------|------------------------|
| 13 ti. | 3.00 | 2.25 260 ti. 1.65 1.30 |
| 208 ti. | 2.00 | 1.60 312 ti. 1.55 1.20 |
| | 1.75 | 1.40 624 ti. 1.45 1.10 |

FULTON (1 AM; 1 FM)

Fulton County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WFUL WFUL-FM

1951 1951
Subscriber to the NAB Radio Code

- Media Code 4 218 2340 2.00
Ken-Tenn Broadcasting Corp., Box 388, Hwy. 166, Fulton, Ky. 42043. Phone 502-479-1221.
STATION'S PROGRAMMING DESCRIPTION
WFUL: M-Sat general programming. NEWS: every hour. Music (c and w) 6-8:45 am, 8:45-7 am national news and sports. 7-7:50 am local news by beeper. 7:50-8:45 popular music. 8:45-9 am morning devotions (religious). 9:10-10 am popular music. 10-11:55 am popular music (current hits). Noon-12:35 pm news markets. 12:45-1:15 pm religious music. 1:15-1:45 pm c and w. 1:45-3 pm popular music. 3 pm sign-off current hits. 5 min weather 5:55 am, 7:30 am, 11:55 am, 4:55 pm. RELIGIOUS: programming Sun, music and services. Rec'd 7/12/67.
- 1. PERSONNEL**
Pres. & Com'l Mgr.—Kenneth Z. Turner.
Sta. & Com'l Mgr.—Tommy Kimbro.
- 3. FACILITIES**
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am sign-off. CST, DST.
FM FACILITIES
ERP 500 w.; 104.9 mc.
Operating 10:00-11:00 sign-off. CST, DST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47c.
Comb.: Cont. Discounts: 50e, 61a.
Cancellation: 71a, 73b.
Affiliated with KBS Radio Network.
- TIME RATES**
Rates effective June 1, 1957.
Rates received May 20, 1957.
Rev. (Auto.) rec'd January 29, 1959.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | 1 | 1/2 | 10 | 5 |
|------------|-------|-------|-------|----------------|
| | hr. | hr. | hr. | min. min. (*) |
| 1 time. | 36.00 | 21.60 | 12.00 | 9.60 6.00 3.60 |
| 13 times. | 32.40 | 19.44 | 10.80 | 8.70 5.40 3.20 |
| 26 times. | 28.80 | 17.30 | 9.60 | 7.70 4.80 2.90 |
| 52 times. | 27.00 | 16.20 | 9.00 | 7.20 4.50 2.70 |
| 104 times. | 25.20 | 15.10 | 8.40 | 6.70 4.20 2.50 |
| 156 times. | 23.80 | 14.30 | 7.90 | 6.30 3.90 2.40 |
- (*) 1 minute or less.

GEORGETOWN

Scott County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WAXU

1957

- Media Code 4 218 2430 1.00
WAXU Radio, Box 759, First Federal Bldg., 134 N. Lime, Lexington, Ky. 40501. Phone 254-8888.
STATION'S PROGRAMMING DESCRIPTION
WAXU: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC: modern country all segments sign-on-sign-off except Sun before noon. NEWS: 5 min network news at 4:45, 3 min at noon and local at 1:15. 5 min local news at noon daily. Farm show noon-1 pm, weather reports in each newscast. SPORTS: 5 min network sports at 7:30 am, 4:30 pm & 6:30 pm, local sports 10 min at 5 pm, 13 major stock car races and Indianapolis race, basketball and football, local and regional. TALK: breaking post at 10:30 am, 10 min, M-Sat, bulletin board at 9:25 am, 12:55 pm, 4:05 pm. County agent at 12:30 pm. Remote mobile unit broadcasts. Religious programming Sun am. Contact Representative for further details. Rec'd 12/27/67.
- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Johnson.
Program Director—Jack Webb.
Sales Manager—Ray Hooper.
- 2. REPRESENTATIVES**
Regional Reps Corp.
Atlanta—Dunn-Clayton Agency, Inc.
- 3. FACILITIES**
10,000 w. days; 1580 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 83d.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
- TIME RATES**
ET 4/1/62—Rec'd 4/9/62.
- 6. SPOT ANNOUNCEMENTS**
- | | 1 min 30 sec | 1 min 30 sec |
|--------|--------------|--------------|
| 1 x | 7.50 | 6.00 4.50 |
| 2 x | 7.00 | 5.50 4.00 |
| 52 x | 6.50 | 5.00 3.50 |
| 156 x | 6.00 | 4.50 3.00 |
| 260 x | 5.50 | 4.00 2.50 |
| 312 x | 5.00 | 3.50 2.00 |
| 500 x | 4.50 | 3.00 1.50 |
| 1000 x | 4.00 | 2.50 1.25 |
- (*) 10-second ID's.

GLASGOW (2 AM; 1 FM)

Barren County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCDS

1962

- Subscriber to the NAB Radio Code
Media Code 4 218 2520 9.00
John M. Barrick, Box 478, Glasgow, Ky. 42141.
Phone 651-3132, 651-5552.

STATION'S PROGRAMMING DESCRIPTION

WCDS: NEWS: featured local news every hour on hour. Headline news, world and state headlines on hour. Station features radar weather at 15 before and after each hour. MUSIC: keyed to variety, featuring selections from top 100, country and western, instrumentals, sign-on-sign-off. Rec'd 4/28/69.

- 1. PERSONNEL**
General Manager—John M. Barrick.
Program Director—Ann Morgan.
- 3. FACILITIES**
1000 w.; 140 kc.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21c, 28b, 28c.
Contracts: 40a, 40c, 42b, 46.
Comb.: Cont. Discounts: 60c.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Rates effective
Rates received July 23, 1964.
- 6. SPOT ANNOUNCEMENTS**
- | | 1 min 30 sec | 1 min 30 sec |
|---------|--------------|------------------------|
| 1 ti. | 3.25 | 2.40 39 ti. 2.80 2.10 |
| 13 ti. | 3.10 | 2.30 52 ti. 2.65 2.00 |
| 26 ti. | 2.95 | 2.20 78 ti. 2.50 1.90 |
| 104 ti. | 2.35 | 1.80 208 ti. 1.90 1.50 |
| 130 ti. | 2.20 | 1.70 280 ti. 1.75 1.40 |
| 156 ti. | 2.05 | 1.60 312 ti. 1.55 1.25 |
- 15 word announcements, 8 daily minimum (100 minimum contract), 70 ea; (1000 minimum contract) .50 ea.
- 8. PROGRAM TIME RATES**
- | | 1 hr | 3/4 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
|---------|-------|--------|--------|--------|--------|-------|
| 1 ti. | 30.00 | 24.00 | 18.00 | 12.00 | 10.00 | 6.00 |
| 13 ti. | 28.50 | 22.80 | 17.10 | 11.40 | 9.50 | 5.70 |
| 26 ti. | 27.00 | 21.60 | 16.20 | 10.80 | 9.00 | 5.40 |
| 39 ti. | 25.50 | 20.40 | 15.30 | 10.20 | 8.50 | 5.10 |
| 52 ti. | 24.00 | 19.20 | 14.40 | 9.60 | 8.00 | 4.80 |
| 78 ti. | 22.50 | 18.00 | 13.50 | 9.00 | 7.50 | 4.50 |
| 104 ti. | 21.00 | 16.80 | 12.60 | 8.40 | 7.00 | 4.20 |
| 130 ti. | 19.50 | 15.60 | 11.70 | 7.80 | 6.50 | 3.90 |
| 156 ti. | 18.00 | 14.40 | 10.80 | 7.20 | 6.00 | 3.60 |
| 208 ti. | 16.50 | 13.20 | 9.90 | 6.60 | 5.50 | 3.30 |
| 260 ti. | 15.00 | 12.00 | 9.00 | 6.00 | 5.00 | 3.00 |
| 312 ti. | 13.50 | 10.80 | 8.10 | 5.40 | 4.50 | 2.70 |

WKAY WGGC (FM)

1946 1961
Subscriber to the NAB Radio Code

- Media Code 4 218 2610 8.00
Glasgow Broadcasting Co., Inc., Park-to-Park Hwy., 1 mi. N. of Glasgow, Ky. 42141. Phone 502-651-2141, 651-2142.
- 1. PERSONNEL**
President—Jack Pedigo.
General Manager—Cloris Sadler.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 10:00 p.m. week days; 6:55 a.m. to 10:00 p.m. Sunday. CST.
- FM FACILITIES**
ERP 4,300 w.; 95.1 mc.
Operating schedule: Same as AM.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4b, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 26, 28b, 29a.
Contracts: 40a, 47a, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704,

KENTUCKY

Jamestown—Continued

WJRS (FM)

1966

Media Code 4 218 3600 8.00
Russell County Broadcasters, Box 263, Jamestown,
Ky. 42829. Phone 502-343-6255.

1. PERSONNEL

President—Richard Fryman
General Manager—Wendy Hoover.
Program Director—Robby Hoover.

3. FACILITIES

ERP 3,000 w.; 103.1 mc.
Operating schedule: 5:30 am-9:30 pm. CST.
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

NATIONAL AND LOCAL RATES SAME

No. 2 ET Rec'd 7/1/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec
1x 1.50 1.00 1.25

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
Flat 21.00 10.50 5.25 3.75 2.25

LANCASTER

Garrard County—Map Location H-5
See SRDS consumer market map and data at begin-
ning of the State.

WIXI

1966

Subscriber to the NAB Radio Code
Media Code 4 218 3690 9.00
Lancaster Broadcasters, 108-A Stanford St., Lan-
caster, Ky. 40444. Phone 502-792-2152.

1. PERSONNEL

Pres. & Gen'l Mgr.—South C. Bevins.
Sales Mgr.—Mrs. Joetta Logan.

3. FACILITIES

1,000 w.; 1280 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 7:15 am-local sunset. EST.

4. AGENCY COMMISSION

15% time and talent; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b,
25c, 26, 28b, 29c, 29a, 29b, 33c.
Contracts: 40a, 40c, 41, 42b, 42d, 43, 44a, 45, 46,
47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME

ET Rec'd 11/14/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec
1x 3.00 2.50 150x 2.10 1.90
13x 2.85 2.35 260x 2.00 1.80
13 2.70 2.20 500x 1.90 1.70
39x 2.55 2.15 84x 1.80 1.60
52x 2.40 2.10 500x 1.80 1.40
78x 2.30 2.05 1000x 1.50 1.20
104x 2.20 2.00

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 32.00 28.00 24.00 15.00 13.00 8.00
13x 31.00 27.00 23.00 13.50 12.00 5.75
28x 30.00 26.00 21.00 12.00 11.00 5.50
39x 29.00 25.00 18.00 10.00 9.00 5.25
52x 27.00 23.00 16.00 9.00 8.00 5.00
78x 25.00 21.00 15.00 8.50 7.50 4.75
104x 23.00 19.00 10.00 8.00 7.00 4.50
158x 21.00 17.00 13.00 7.50 6.50 4.25
260x 19.00 15.00 12.00 7.00 6.00 4.00
312x 17.00 15.00 11.00 6.50 5.00 3.75
364x 15.00 14.00 10.00 6.00 4.75 3.50

LEBANON

Marion County—Map Location G-5
See SRDS consumer market map and data at begin-
ning of the State.

WLBK

1954

Media Code 4 218 3780 8.00
Lebanon-Springfield Broadcasting Co., Box 647, Leba-
non, Ky. 40033. Phone 692-3126.

Other Studios:

Springfield, Ky. Phone 336-7486.

STATION'S PROGRAMMING DESCRIPTION

WLBK: Diversified format.
Local news at 7:45 am, 10 am, noon, 2 pm, & 5 pm.
3 local news reporters, 2 male and 1 female. C and w
music show sign-on-7:30 am. Popular music 7:30-
11:30 am. FARM: programs 11:30 am-1 pm. Standard
music and air personality 1-3 pm. Rock and roll
3-5 pm. C and w 5 pm-sign-off. News on hour,
mobile and hoier news bulletins anytime necessary.
Sun. religious music and programs sign-on-noon.
Popular all Sun afternoon. Live ball games when
available. Portable studios for store, promotions, etc.
broadcasts. Contact Representative for further de-
tails. Rec'd 8/3/67.

1. PERSONNEL

General Manager—J. T. Whitlock.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. EST.

4. AGENCY COMMISSION

None; net to station.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21c, 21d, 22a, 24b, 25a, 26, 28b, 28c,
30.

Contracts: 40a, 44a, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61a.

Cancellation: 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with KRS Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective March 1, 1963.
Rates received April 2, 1963.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec
1x 3.80 2.90 312 2.00 1.75
13 3.55 2.75 500 1.75 1.50
52 3.35 2.30 1000 1.50 1.25
158 2.45 2.00

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 36.00 23.50 14.65 11.30 7.35
13x-18% 52x-30% 158x-40%
26x-23% 104x-36% 280x-44%

LEITCHFIELD (1 AM; 1 FM)

Grayson County—Map Location F-5
See SRDS consumer market map and data at begin-
ning of the State.

WMTL

1959

Media Code 4 218 3670 7.00
Rough River Broadcasting Company, 53 Public Square,
Leitchfield, Ky. 42754. Phone 502-259-3165.

STATION'S PROGRAMMING DESCRIPTION
WMTL: Programmed for general interest.
15% time possible for the tenth of the month.

NEWS: AIR PERSONALITIES handle all segments. NEWS:
5 min every 30 min. 7-7:30 am news, farm and
weather reports, interviews. 7:30 am-noon middle-of-
the-road music. Noon-12:35 pm news, weather, farm
reports, interviews. 12:35 pm music, current country
hits. 3 pm-sign-off popular music and middle-of-the-
road. 4-4:30 pm news, weather, sports. SPORTS:
week-end games of major league baseball, sports news
hourly. Remote pick-ups available. Rec'd 8/7/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Porter Wallace.
Sales Manager—Wayne C. Harvey.

3. FACILITIES

250 w.; 1580 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WMTL-FM.

4. AGENCY COMMISSION

15% time possible for the tenth of the month.

5. GENERAL ADVERTISING

See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 21a, 21b, 21c, 24b, 25a, 26, 28b, 28c,
29b, 30, 32b.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KRS Radio Network.

6. SPOT ANNOUNCEMENTS

1x 25x 150x 500+
1 min or less 4.00 3.50 3.00 2.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
PER WK: 1x 50.00 25.00 13.00 10.00 6.00
1 40.00 20.00 10.00 7.50 5.00
3 35.00 16.00 8.00 6.00 4.50
5 30.00 14.00 7.00 5.00 4.00
13-week contract.

WMTL-FM

1967

Media Code 4 218 3671 5.00
Rough River Broadcasting Co., Inc., 53 Public Sq.,
Leitchfield, Ky. 42754. Phone 502-259-3165.

1. PERSONNEL

Pres. & Gen'l Mgr.—Porter Wallace.
Sales Manager—Wayne C. Harvey.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 3,000 w.; 104.9 mc.
Operating schedule: 5 am-10 pm daily. CST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately 5-8
am & local sunset-10 pm daily. For simulcast facili-
ties see WMTL.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
See WMTL listing for coded regulations.
Affiliated with KRS Radio Network.

6. SPOT ANNOUNCEMENTS

1x 25x 150x 500+
1 min or less 3.00 2.50 2.00 1.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 32.00 28.00 24.00 15.00 13.00 8.00
13x 31.00 27.00 23.00 13.50 12.00 5.75
28x 30.00 26.00 21.00 12.00 11.00 5.50
39x 29.00 25.00 18.00 10.00 9.00 5.25
52x 27.00 23.00 16.00 9.00 8.00 5.00
78x 25.00 21.00 15.00 8.50 7.50 4.75
104x 23.00 19.00 10.00 8.00 7.00 4.50
158x 21.00 17.00 13.00 7.50 6.50 4.25
260x 19.00 15.00 12.00 7.00 6.00 4.00
312x 17.00 15.00 11.00 6.50 5.00 3.75
364x 15.00 14.00 10.00 6.00 4.75 3.50

WMTL-FM

1967

Media Code 4 218 3671 5.00
Rough River Broadcasting Co., Inc., 53 Public Sq.,
Leitchfield, Ky. 42754. Phone 502-259-3165.

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3. FACILITIES

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Operating schedule: 5 am-10 pm daily. CST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately 5-8
am & local sunset-10 pm daily. For simulcast facili-
ties see WMTL.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
See WMTL listing for coded regulations.
Affiliated with KRS Radio Network.

6. SPOT ANNOUNCEMENTS

1x 25x 150x 500+
1 min or less 3.00 2.50 2.00 1.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 32.00 28.00 24.00 15.00 13.00 8.00
13x 31.00 27.00 23.00 13.50 12.00 5.75
28x 30.00 26.00 21.00 12.00 11.00 5.50
39x 29.00 25.00 18.00 10.00 9.00 5.25
52x 27.00 23.00 16.00 9.00 8.00 5.00
78x 25.00 21.00 15.00 8.50 7.50 4.75
104x 23.00 19.00 10.00 8.00 7.00 4.50
158x 21.00 17.00 13.00 7.50 6.50 4.25
260x 19.00 15.00 12.00 7.00 6.00 4.00
312x 17.00 15.00 11.00 6.50 5.00 3.75
364x 15.00 14.00 10.00 6.00 4.75 3.50

WMTL-FM

1967

Media Code 4 218 3671 5.00
Rough River Broadcasting Co., Inc., 53 Public Sq.,
Leitchfield, Ky. 42754. Phone 502-259-3165.

1. PERSONNEL

Pres. & Gen'l Mgr.—Porter Wallace.
Sales Manager—Wayne C. Harvey.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 3,000 w.; 104.9 mc.
Operating schedule: 5 am-10 pm daily. CST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately 5-8
am & local sunset-10 pm daily. For simulcast facili-
ties see WMTL.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
See WMTL listing for coded regulations.
Affiliated with KRS Radio Network.

6. SPOT ANNOUNCEMENTS

1x 25x 150x 500+
1 min or less 3.00 2.50 2.00 1.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 32.00 28.00 24.00 15.00 13.00 8.00
13x 31.00 27.00 23.00 13.50 12.00 5.75
28x 30.00 26.00 21.00 12.00 11.00 5.50
39x 29.00 25.00 18.00 10.00 9.00 5.25
52x 27.00 23.00 16.00 9.00 8.00 5.00
78x 25.00 21.00 15.00 8.50 7.50 4.75
104x 23.00 19.00 10.00 8.00 7.00 4.50
158x 21.00 17.00 13.00 7.50 6.50 4.25
260x 19.00 15.00 12.00 7.00 6.00 4.00
312x 17.00 15.00 11.00 6.50 5.00 3.75
364x 15.00 14.00 10.00 6.00 4.75 3.50

WMTL-FM

1967

Media Code 4 218 3671 5.00
Rough River Broadcasting Co., Inc., 53 Public Sq.,
Leitchfield, Ky. 42754. Phone 502-259-3165.

1. PERSONNEL

Pres. & Gen'l Mgr.—Porter Wallace.
Sales Manager—Wayne C. Harvey.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 3,000 w.; 104.9 mc.
Operating schedule: 5 am-10 pm daily. CST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately 5-8
am & local sunset-10 pm daily. For simulcast facili-
ties see WMTL.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
See WMTL listing for coded regulations.
Affiliated with KRS Radio Network.

6. SPOT ANNOUNCEMENTS

1x 25x 150x 500+
1 min or less 3.00 2.50 2.00 1.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 32.00 28.00 24.00 15.00 13.00 8.00
13x 31.00 27.00 23.00 13.50 12.00 5.75
28x 30.00 26.00 21.00 12.00 11.00 5.50
39x 29.00 25.00 18.00 10.00 9.00 5.25
52x 27.00 23.00 16.00 9.00 8.00 5.00
78x 25.00 21.00 15.00 8.50 7.50 4.75
104x 23.00 19.00 10.00 8.00 7.00 4.50
158x 21.00 17.00 13.00 7.50 6.50 4.25
260x 19.00 15.00 12.00 7.00 6.00 4.00
312x 17.00 15.00 11.00 6.50 5.00 3.75
364x 15.00 14.00 10.00 6.00 4.75 3.50

modern country air segments sign-on-sign-off except
Sun before noon. NEWS: 5 min network news at :45.
3 min state and local at :15, 5 min local news at
noon daily. Farm show noon-1 pm, weather reports
in each newscast. SPORTS: 5 min network sports at
7:30 am, 4:30 pm & 6:30 pm, local sports 10 min at
5 pm, 13 major stock car races and Indianapolis
race, basketball and football, local and regional.
TALK: trading post at 10:30 am, 10 min, M-Sat,
bulletin board

Lexington—WLEX (FM)—Continued

10 SECONDS					
PER WK:	25 tl	15 tl	10 tl	5 tl	
1 wk	1.20	1.55	1.90	2.30	
13 wk	1.10	1.45	1.80	2.15	
27 wk	1.00	1.30	1.70	2.25	
PROGRAM TIME RATES					
PER WK:	2 tl	3 tl	5 tl	6 tl	7 tl
5 min	12.00	10.00	9.00	8.30	7.60
10 min	18.00	15.00	12.75	11.00	10.00
1/4 hr	22.00	18.75	15.90	14.00	11.20
1/2 hr	30.00	24.00	21.60	17.80	14.60
1 hr	50.00	30.00	33.15	28.20	25.20

(*) 1x per yr.
13 wk—15%
27 wk—25%

WVLK
1947

CBS Radio Network



Media Code 4 218 4230 3.00
Bluegrass Broadcasting Co., Inc., Box 1559, 120 East Main St., Lexington, Ky. 40507. Phone 606-254-1151. TWX 606-255-8818.

STATION'S PROGRAMMING DESCRIPTION
WVLK: Programmed for general interest. AIR PERSONALITIES handle all time segments. NEWS: network and local coverage 5:30 am-noon popular music with mobile unit traffic reports, sports news and weather observations, comedy, household hints, hospital reports. Noon-5:30 pm popular music, network features, traffic reports. SPORTS: major league baseball, pro football, college football and basketball, high school football and basketball, horse racing. News on-the-spot coverage from 2 mobile units. Contact Representative for further details. Rec'd 6/30/69.

- PERSONNEL**
Exec. V.-P. & Gen'l Mgr.—Raymond P. Holbrook.
Vice-Pres. & Sta. Mgr.—William Stakelin.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 500 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 3d, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a, 35a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Network.

TIME RATES
No. 5 ET 3/1/69—Rec'd 6/30/69.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—All other times.

- SPOT ANNOUNCEMENTS**

SECTION I				
PER WK:	1 tl	12 tl	18 tl	24 tl
1 min	17.00	13.00	14.00	13.00
30 sec	13.00	12.00	11.20	10.50
10 sec	8.50	7.50	7.00	6.50
SECTION II				
1 min	15.00	13.00	12.00	11.00
30 sec	12.00	10.40	9.60	8.80
10 sec	7.50	6.50	6.00	5.50
SECTION III				
1 min	12.00	10.00	9.00	8.00
30 sec	9.50	8.00	7.20	6.40
10 sec	6.00	5.00	4.50	4.00

- PACKAGE PLANS** **BEST BUY PLANS**

PER WK. EA:	1 min
A—30 tl (15I, 10II, 5III)	10
B—15 tl (8I, 5II, 2III)	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for ad/d frequency.
- PROGRAM TIME RATES**
5 min—1/2x applicable 1 min.
CONSECUTIVE WEEK DISCOUNT
26 wk—4%
52 wk—8%
- RATEHOLDER**
Rateholder: Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WVLK-FM
1961

Media Code 4 218 4231 1.00
Bluegrass Broadcasting Co., 120 E. Main St., Lexington, Ky. 40507. Phone 606-254-1151.

- PERSONNEL**
Exec. V.-P. & Gen'l Mgr.—Raymond P. Holbrook.
Vice-Pres. & Sta. Mgr.—William Stakelin.
 - FACILITIES**
ERP 32,000 w.; 92.9 mc.
Operating schedule: 7:00 a.m. to 1:00 a.m. daily. EST.
Antenna ht.—290 ft. above average terrain.
 - AGENCY COMMISSION**
15% on net time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
See WVLK listing for coded regulations.
- TIME RATES**
Rates effective November 1, 1961. (Card No. 1.)
Card received August 20, 1962.
- SPOT ANNOUNCEMENTS**
1-minute announcements, as available, each 5.00
35 10-second station breaks daily, per day 50.00
 - PROGRAM TIME RATES**
1 hour, minimum net a week:

7:00 a.m. to 8:00 p.m.	25.00
8:00 p.m. to 1:00 a.m.	40.00
1:00 p.m. to 1:00 a.m.	30.00
8:00 p.m. to 10:00 p.m.	75.00

LIBERTY

Casey County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WKDO

Media Code 4 218 4320 2.00
Janis Ruth Broadcasting Co., Box 378, Liberty, Ky. 42539.

- PERSONNEL**
Owner—Cal Smith.
Manager—Carlos Wesley.
 - REPRESENTATIVES**
George T. Hopewell, Inc.
 - FACILITIES**
250 w.; 1560 kc.
Operating schedule: Sunrise-local sunset. EST.
 - GENERAL ADVERTISING** See coded regulations
General: 2b, 3b, 3d, 4d, 6a.
Basic Rates: 21b, 21c, 24b.
Affiliated with KBS Radio Network.
- TIME RATES**
Rates effective August 21, 1964.
- SPOT ANNOUNCEMENTS**

1 min 30 sec			
1 tl	5.40	3.60	156 tl
13 tl	5.35	3.40	208 tl
26 tl	4.90	3.25	260 tl
39 tl	4.60	3.10	312 tl
52 tl	4.35	2.90	364 tl
104 tl	4.05	2.70	

LONDON

Laurel County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WFTG

Media Code 4 218 4410 1.00
London Broadcasting Company, Inc., Box 333, London, Ky. 40341. Vo 4-2148.

- PERSONNEL**
General Manager—Elmo Mills.
Station Manager—Russell Henson.
Commercial Manager—Ray E. Asher.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-8:00 pm. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20b, 28c.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Member: Appalachian Network.

TIME RATES
Rates effective March 1, 1958.
Rates received March 3, 1958.

- SPOT ANNOUNCEMENTS**

1 min 30 sec			
1 tl	5.00	4.00	156 tl
13 tl	4.90	3.90	260 tl
26 tl	4.75	3.80	312 tl
52 tl	4.50	3.60	364 tl
104 tl	4.25	3.40	728 tl

10 seconds or 15 words, no minimum required... 3.20
Automatic Spot Rates
1 min. 4.00 30 sec. 3.20

LOUISVILLE (11 AM; 5 FM)

(including New Albany, Ind.; Jeffersonville, Ind.)
Jefferson County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAKY

1956
LOUISVILLE
A LIN Owned Station



JOHN C. BUTLER & COMPANY, INC.

Media Code 4 218 4500 9.00
WAKY, Inc., 554-558 S. Fourth St., Louisville, Ky. 40202. Phone 502-583-8803.

- PERSONNEL**
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Al Smith.
Commercial Manager—J. Douglas Kimble.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
LIN Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 790 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 61a, 51c.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
ET 4/1/68—Rec'd 4/1/68.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 8 am-noon.
C—Daily midnight-8 am.

- SPOT ANNOUNCEMENTS**

CLASS AAA				
PER YR:	PER WK:	1 min	20/30	ID's
26 x	3 tl	40.00	32.00	24.00
52 x	6 tl	38.00	30.40	22.80
104 x	9 tl	37.00	29.60	22.20
156 x	12 tl	36.00	28.80	21.60
260 x	15 tl	35.50	28.40	21.20
312 x	18 tl	35.00	28.00	21.00
520 x	21 tl	34.50	27.60	20.70
780 x	24 tl	34.00	27.20	20.40
1040 x	30 tl	32.50	26.00	19.50

CLASS AA				
26 x	3 tl	38.00	28.80	21.60
52 x	6 tl	34.00	27.20	20.40
104 x	9 tl	33.00	26.40	19.80
156 x	12 tl	32.50	26.00	19.50
260 x	15 tl	32.00	25.60	19.20
312 x	18 tl	31.50	25.20	18.90
520 x	21 tl	31.00	24.80	18.60
780 x	24 tl	30.50	24.40	18.30
1040 x	30 tl	29.00	23.20	17.40

CLASS A				
26 x	3 tl	30.00	24.00	18.00
52 x	6 tl	28.50	22.80	17.10
104 x	9 tl	28.00	22.40	16.80
156 x	12 tl	27.00	21.60	16.20
260 x	15 tl	26.50	21.20	15.90
312 x	18 tl	26.00	20.80	15.60
520 x	21 tl	25.50	20.40	15.30
780 x	24 tl	25.00	20.00	15.00
1040 x	30 tl	24.00	19.20	14.40

CLASS B				
26 x	3 tl	22.00	17.60	13.20
52 x	6 tl	21.00	16.80	12.60
104 x	9 tl	20.50	16.40	12.30
156 x	12 tl	19.50	15.60	11.70
260 x	15 tl	19.00	15.20	11.40
312 x	18 tl	18.50	14.80	11.10
520 x	21 tl	18.00	14.40	10.80
780 x	24 tl	17.50	14.00	10.50
1040 x	30 tl	16.50	13.20	9.90
Class C, Sat.		7.00	5.60	4.20

All spots, regardless of length or time class, automatically combine to earn lowest frequency or age discounts, whichever applies.

KENTUCKY

7. PACKAGE PLANS
CONVERTIBLE SPOT PLANS

PER WK:									
AAA		AA		A		B		I min	
9 tl	1	1	1	1	1	1	1	100.50	80.40
6 tl	2	2	2	2	2	2	2	189.00	151.20
9 tl	3	3	3	3	3	3	3	270.00	216.00
12 tl	4	4	4	4	4	4	4	342.00	273.60
15 tl	5	5	5	5	5	5	5	420.00	336.00
18 tl	6	6	6	6	6	6	6	498.00	388.80
21 tl	7	7	7	7	7	7	7	576.00	445.20
24 tl	8	8	8	8	8	8	8	624.00	499.20
30 tl	10	10	10	10	10	10	10	750.00	600.00

Conversion: Higher to lower time class—2 AAA equal 3 AA, 2 AA equal 3 A. Lower to higher class—3 A equal 2 AA, 3 AA equal 2 AAA.
Weekly Package spots, in designated time classes, may be added to Convertible Spot Plans at applicable rates, also fully convertible.

10. SPECIAL FEATURES
NEWS PARTICIPATIONS

CLASS AAA									
PER YR:	1x	2x	3x	4x	5x	6x	7x	8x	9x
PER WK:	1 tl	3 tl	6 tl	12 tl	15 tl	18 tl	21 tl	24 tl	27 tl
1 min	55.00	44.00	42.00	40.00	39.00	37.00	35.00	33.00	31.20
30 sec	44.00	35.20	33.60	32.00	31.20	29.60	28.80	28.00	26.80

CLASS AA					
1 min	50.00	39.50	37.50	36.00	35.00
30 sec	40.00	31.60	30.00	28.80	28.00

CLASS A					
1 min	42.00	33.00	31.50	30.00	29.00
30 sec	33.60	26.40	25.20	24.00	23.20

CLASS B					
1 min	31.00	24.00	23.00	21.50	20.50
30 sec	24.80	19.20	18.40	17.20	16.40

All rates include ID's.
Applicable 30-sec spot rate plus 1.50 production charge; commissionable.

WAVE

1933
LOUISVILLE



Subscriber to the NAB Radio Code
Media Code 4 218 4590 0.00
WAVE, Inc., 725 South Floyd St., Louisville, Ky. 40203. Phone 502-585-2201. TWX 502-589-2326.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Ralph Jackson.
Vice-Pres. & Sta. Mgr.—James Caldwell.
Sales Manager—Tom De Muth.
- REPRESENTATIVES**
Katz Radio, East.
- FACILITIES**
5,000 w.; 970 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 28 ET 3/1/69—Rec'd 1/20/69.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5 am-7 pm.
B—All other times.
(This listing continued on next page)

WVLK ... CONSISTENT CIRCULATION LEADERSHIP SINCE 1952

WVLK is again the NO. 1 Lexington coverage station. And according to the new Circulation Pulse 68* WVLK leads both inside and outside the Lexington Metro Area:

Lexington Stations	Homes Reached	Metro Penetration
WVLK	72,300	31,300 68%
Sta. A	37,200	20,700 45%
Sta. B	12,300	10,500 23%

In fact, WVLK reaches more total homes in the state than any other Kentucky station located outside of Louisville.

*Interviewing conducted during 1967

To sell Lexington — Kentucky's first metro in retail sales/hh—and the surrounding 41 counties which account for over 22% of Kentucky's population and retail sales, you need Lexington's coverage leader . . .

KENTUCKY

Louisville—WAVE—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	30	29	28	27	26
AA	28	26	25	24	23
A	22	21	20	19	18
B	17	16	15	14	13

50/50 TRAFFIC PLAN

Advertiser scheduling at least 1/2 his combined AAA & AA weekly spots in AA earns AA rates on all AAA & AA spots, provided all AAA & AA spots in his schedule are spread equally Mon thru Sat. 30 sec: 75% of applicable 1-min. 10 sec: 50% of applicable 1-min. Preemptible in AAA & AA.

8. PROGRAM TIME RATES

AA—Mon thru Sun 6 am-7 pm.
A—All other times.

PER YR. EA:	1x	52x	156x	260x	520x
1/2 hr.	85	80	—	—	—
1/4 hr.	56	53	—	—	—
10 min.	46	44	—	—	—
5 min.	35	33	32	30	28

CLASS A

1/2 hr.	61	58	—	—	—
1/4 hr.	36	36	—	—	—
10 min.	28	28	—	—	—
5 min.	25	23	22	21	20

10. SPECIAL FEATURES

ALL NIGHT SHOW

PER WK. EA:	1 ti	6 ti
1 min or less	8.60	3.00
52 consec wks discount, per spot .50.		

NEWSCASTS WITHIN ALL NIGHT SHOW

PER WK. EA:	5 ti	10 ti	20 ti	30 ti
5 min at :60	9.00	8.00	7.00	6.00
2 min at :30	6.75	6.00	5.25	4.50

2-MINUTE SPECIAL NEWS SUMMARIES

Applicable minute rates plus 2.50 each, commissionable. Includes 30-second spot plus opening and closing ID's.

COMBINABILITY

All spots regardless of length or time classification and 2-minute Special News Summaries may be combined for discount purposes. Program units may be combined with spots for discounts on spots only. Program units of any length may be combined with each other for discount purposes, however, the All Night Show is not combinable with any other spots, newscasts or programs.

WFIA

1946 LOUISVILLE

Media Code 4 218 4680 9.00
Radio 900, Inc., 310 W. Liberty St., Suite B-3, Louisville, Ky. 40202, Phone 502-583-4811.

STATION'S PROGRAMMING DESCRIPTION

WFIA: Programmed for religious listening. National taped programs, religious and patriotic, daily and weekly. Local taped and live church programs daily and weekly. Sermons and music, Evangelical and fundamental Christian, TALK: telephone conversation 1:30-2:30 pm M-F. Studio guest participation. Telephone participation swap-shop 3-3:30 pm M-F. NEWS: local 5 min on half hour, 15 min at 1 pm. Local civic and religious activities announced during heavenly music segments. Contact Representative for further details. Rec'd 11/10/67.

1. PERSONNEL

President—Douglas D. Kahle.
General Manager—Russell E. Manship.

2. REPRESENTATIVES

R. S. Crane Company, Inc.

3. FACILITIES

1,000 w. days; 900 kc. Non-directional.
Operating schedule: Daytime EST.

4. AGENCY COMMISSION

15%; no cash discount. No rebates.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 18.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Tobacco and theatre commercials unacceptable.
Affiliated with KBS Network.

TIME RATES

No. 3 ET 9/68—Rec'd 10/28/68.

PER WK. EA:	1x	104x	250x	312x	520x	1000x
1 min.	12	10	9	8	7	6
30 sec.	10	8	7	6	5	4
(*) 4.50.						
20 sec: 30-second rate.						
10 sec: 50% of applicable 1-min.						
All spots combined for plan and frequency discounts.						

7. PACKAGE PLANS

WEEKLY SATURATION PLAN

1 min.	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	10	9	8	7	6
30 sec.	8	7	6	5	4
(*) 4.50.					

8. PROGRAM TIME RATES

1 hr.	1x	26x	52x	104x	156x	260x
1 hr.	93.50	89.00	84.00	78.50	75.00	70.00
1/2 hr.	56.00	53.00	50.50	47.50	45.00	42.00
1/4 hr.	37.50	35.50	34.00	32.00	30.00	28.00
10 min.	28.00	26.50	25.00	24.00	22.50	21.00
5 min.	19.00	18.00	17.00	16.00	15.00	14.00

10. SPECIAL FEATURES

MONTHLY CAPSULE NEWS PACKAGE
11 newscasts per wk, per mo 200

WHAS

1922 LOUISVILLE

CBS Radio Network



Media Code 4 218 4770 8.00

WHAS, Inc., 520 W. Chestnut, Louisville, Ky. 40202.
Phone 502-582-7315. TWX 810-535-3325.

STATION'S PROGRAMMING DESCRIPTION

WHAS: Programmed for general interest, with young adult emphasis.
MUSIC/PERSONALITIES: personality identification; youthful but adult music, NEWS: five 15 min local casts per day, 7-7:15 am, 7:45-8 am, noon-12:15 pm, 5-5:15 pm, 10-10:15 pm, interspersed 5 min local newscasts, network news on hour, SPORTS: full college football, basketball schedule, seasonal horse racing. Features: network programming and brief local features of equal men/women interest, telephone participation evenings 8:30-10 pm. Agricultural coverage, 45 min per day. Contact Representative for further details. Rec'd 1/16/69.

1. PERSONNEL

President—Victor A. Sholis.
Sales Director—James H. Tompiller, Jr.
Program Director—Hugh Barr.

2. REPRESENTATIVES

Henry I. Christal Co., Inc.

3. FACILITIES

1,000 w.; 840 kc. Non-directional.
Operating schedule: 5 am-midnight, EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29, 46, 43, 40, 37, 35.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70c, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

No. 19 ET 3/25/69—Rec'd 3/20/69.

AAA—Mon thru Sat 6-10 am.	AA—Mon thru Fri 10 am-3 pm & Sat & Sun 10 am-7 pm.	B—7 pm-6 am.
1 x	55	52
100 x	52	49
200 x	46	43
500 x	46	43

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 MINUTE	Per wk
1 x	10	15
100 x	10	15
200 x	10	15
500 x	10	15

20/30 SECONDS

1 x	44	40	38	36	34
100 x	42	38	36	34	32
200 x	40	36	34	32	30
500 x	38	34	32	30	28

CLASS AA

1 MINUTE	Per wk
1 x	50
100 x	44
200 x	44
500 x	41

20/30 SECONDS

1 x	40	36	34	32	30
100 x	38	34	32	30	28
200 x	36	32	30	28	26
500 x	30	28	26	24	22

CLASS A

1 MINUTE	Per wk
1 x	50
100 x	44
200 x	44
500 x	41

20/30 SECONDS

1 x	40	36	34	32	30
100 x	38	34	32	30	28
200 x	36	32	30	28	26
500 x	30	28	26	24	22

CLASS A

1 MINUTE	Per wk
1 x	35
100 x	33
200 x	31
500 x	29

20/30 SECONDS

1 x	28	26	24	22	20
100 x	26	24	22	20	18
200 x	24	22	20	18	16
500 x	22	20	18	16	14

ALL TIME CLASSES

1 MINUTE OR LESS	Per wk
1 x	25
100 x	24
200 x	23
500 x	21

ALL TIME CLASSES

1 x	20	19	18	17	16
100 x	19	18	17	16	15
200 x	18	17	16	15	14
500 x	17	16	15	14	13

AM/PM TRAFFIC PLAN

Schedule of spots may be divided equally between AM and PM traffic. If so, PM rate will prevail provided advertising is for single product and spots are same length and scheduled to run concurrently.

7. PACKAGE PLANS

PER WK: JUNIPER 5-2385
Mon thru Fri 8:30-10 pm. 30 25 20 20
Advertiser may request, but station cannot guarantee, specific days.
Sold in multiples of 4; scheduled within 7 days.
1 spot Mon thru Sat 6:30-10 pm; Mon thru Fri 3-7:30 pm.
2 spots Mon thru Fri 10 am-3 pm; Sat and Sun 10 am-7:30 pm.
1 spot Mon thru Sun 7:30-8:30 pm; Mon thru Fri 8:30-10 pm (JU 5-2385); Mon thru Sun 10 pm-8:59 am.

WAX, TOTAL SPOTS PLANS

1 min 30 sec	Per wk
96	1-9
96	10-24
196	25-49
396	50-99
400+	100+

TAF spots not combinable for discounts in any manner with other spots but do earn their own frequency discounts, based solely on total number of plans completed within 1-year period.

8. PROGRAM TIME RATES

6 AM-10 PM	1x	104x	156x	260x	312x
1/4 hr.	100	95	93	87	85
10 min.	81	77	75	71	69
5 min.	63	61	58	55	53

10 PM-6 AM	1x	48	46	44	43
1/4 hr.	50	48	46	44	43
10 min.	40	38	37	35	34
5 min.	30	29	28	26	25

10. SPECIAL FEATURES

Farm Program—6-8:30 am & noon-1 pm, adjacent and participating spots, AAA rate.

WHAS-FM

1955 LOUISVILLE

Media Code 4 218 4771 6.00

WEAS, Inc., 520 W. Chestnut, Louisville, Ky. 40202.
Phone 502-582-7315. TWX 810-535-3325.

1. PERSONNEL

President—Victor A. Sholis.
Sales Manager—J. H. Tompiller, Jr.
Program Director—Brench Boden.

2. REPRESENTATIVES

Henry I. Christal Co., Inc.

3. FACILITIES

ERP 100,000 w., 97.5 mc.
Operating schedule: 7 am-midnight, EST.
Antenna ht.: 605 ft. above average terrain.

4. AGENCY COMMISSION

15/0 on time. Bills payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations

See WEAS listing for coded regulations.
Length of commercial copy: Maximum 4 commercial insertions per hour; 2 per 1/2 hour; 1 for news.

TIME RATES

ET 1/15/68—Rec'd 1/22/68.

8. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	208x	260x	312x	520+
1 min 10	9	8	7	6	5	4	3

7. PACKAGE PLANS

1 MIN OR LESS 10 ti 20 ti
Per wk, ea. 6 4
Maximum spots after 6 pm. 5 10
If advertiser reaches 520 figure within 52 week period by purchases of weekly spot plans, he is entitled to the 520 rate.

8. PROGRAM TIME RATES

1x	52x	104x	156x	208x	260x	312x	520+
1 hr.	50.00	45.00	42.50	40.00			

Louisville—W K L O, W K L O-FM—Cont'd

SECTION III				
PER WK:	1 hr	12 hr	18 hr	24 hr
1 min	35.00	30.00	29.00	28.00
30/20 sec	28.00	24.00	23.20	22.40
10 sec	17.50	15.00	14.50	14.00

SECTION IV				
PER WK:	1 hr	12 hr	18 hr	24 hr
1 min	30.00	25.00	23.00	22.00
30/20 sec	24.00	20.00	18.40	17.60
10 sec	15.00	12.50	11.50	11.00

BTA—MON THRU SUN 6 AM-MIDNIGHT

PER WK:	1 hr	12 hr	18 hr	24 hr
1 min	30.00	25.00	23.00	22.00
30/20 sec	24.00	20.00	18.40	17.60
10 sec	15.00	12.50	11.50	11.00

PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Not applicable to BTA.

RATEHOLDER
Minimum wky sched of 6 1-min spots 6am-12mid Mon-Sun necessary to maintain consec wk advertising.

Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 9 ET 4/1/69—Rec'd 3/3/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	AA	A	AA	A
1 min	15.20	12.20	12.20	9.80
50 x	14.40	11.80	11.80	9.40
100 x	13.70	11.30	11.30	9.00
150 x	13.10	10.90	10.90	8.70
250 x	12.40	10.50	10.50	8.40
500 x	11.60	9.70	9.30	7.80
750 x	10.80	9.10	8.60	7.30
1000 x	9.80	8.20	7.80	6.60

1D's or Flash spots (10 seconds or less) sold at 50% of the 1-minute rate. They can be combined with 1-minute or 30-second spots to earn lower rates for 1D frequency only. Do not combine with Packages for frequency.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
AA	14.50	13.70	13.00	12.20	11.50	10.60
13 wk	13.40	12.80	12.00	11.30	10.60	9.80
26 wk	12.50	11.90	11.20	10.60	10.00	9.20
39 wk	11.50	10.90	10.30	9.70	9.10	8.40
52 wk	10.40	9.80	9.30	8.80	8.20	7.60

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
AA	11.60	11.00	10.50	9.80	9.20	8.60
13 wk	10.80	10.20	9.60	9.10	8.60	7.90
26 wk	10.10	9.50	9.00	8.50	8.00	7.40
39 wk	9.20	8.70	8.20	7.80	7.30	6.80
52 wk	8.30	7.90	7.50	7.00	6.60	6.10

30 SECONDS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
AA	11.60	11.00	10.40	9.80	9.20	8.60
13 wk	10.70	10.20	9.60	9.00	8.50	7.80
26 wk	10.00	9.50	9.00	8.50	8.00	7.40
39 wk	9.20	8.70	8.20	7.80	7.30	6.70
52 wk	8.30	7.80	7.40	7.00	6.60	6.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	1/4 hr
100x	100x	150x	250x
100x	120.20	116.10	112.10
100x	80.10	77.40	74.70
100x	53.40	51.60	49.80
100x	26.70	25.80	24.00

Do not combine with Packages for frequency.

9. PARTICIPATING PROGRAMS
Louis Jefferson Vignettes—1 per day rotating Mon thru Fri 10 am-3 pm, plus 15 1-min or 20 30-sec spots per wk:
Per wk: 215 190 165

W L R S (FM)

1964
Media Code 4 218 5310 2.00
WLR Stereo, 800 S. Fourth St., Louisville, Ky. 40203. Phone 502-585-5178.

1. PERSONNEL
Manager—Jon Bell.
Program Director—Susan Henson.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 3,000 w.; 102.3 mc. Stereo.
Operating schedule: 6-11 am. EST.
Antenna ht: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%, 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25b, 26c, 29b, 33d.
Contracts: 40a, 44b, 46, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 61a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: The Groskin Group.

TIME RATES
No. 9 ET 1/1/69—Rec'd 1/13/69.

6. SPOT ANNOUNCEMENTS

1 min	15 sec	30x	60x	125x	250x	500x
15.00	14.00	13.00	12.00	11.00	10.00	9.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	1/4 hr
100x	100x	150x	250x
100x	105	100	95
100x	79	75	71
100x	44	42	40

W R E Y

1966
Media Code 4 218 5400 1.00
M. R. Lankford Broadcasting Co., Box 634, 4th & Spring St., New Albany, Ind. 47150. Phone 812-945-9175.

1. PERSONNEL
President—M. R. Lankford.
Sec'y, Treas.—Ray J. Lankford.

2. REPRESENTATIVES
General Manager—Mike Day.

3. FACILITIES
500 w. days; 1290 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; payable 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10h, 11h, 12h, 13h, 14b, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26.
Contracts: 41, 51b.

Comb.; Cont. Discounts: 60d, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71b, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 2 ET 5/1/67—Rec'd 5/3/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
7.00	5.00	10.4	5.25
6.50	4.75	15.6	5.00
6.00	4.50	26.0	4.75
5.50	4.25	31.2	4.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
65.00	45.00	30.00	20.00	15.00
60.00	42.00	28.00	19.00	14.00
56.00	39.00	26.00	18.00	13.00
52.00	36.50	24.00	17.00	12.00
48.00	33.50	22.00	16.00	11.00
45.50	31.50	20.00	15.00	10.00
42.50	30.00	18.00	14.00	9.00
40.00	28.00	16.00	13.00	8.00

W S T M (FM)

1966
Media Code 4 218 5490 2.00
J. W. Dunavent, 4140 Shelbyville Rd., Louisville, Ky. 40207. Phone 502-895-9786.

STATION'S PROGRAMMING DESCRIPTION
WSTM (FM): Programmed for adults and young adults.

MUSIC: middle-of-the-road 24 hours. NEWS: 5 min every hour, 5 min each of news, weather, and business news 6-8:15 pm weekdays. Every record announced by live announcers until 9 pm, 9 pm-6 am live announcers back-announce every 3 records.

COMMERCIAL POLICY: 6 minutes per hour with 20 minutes product protection. Weekend features 4 programs incorporating middle-of-the-road music, each program 1 hour in duration. Contact Representative for further details. Rec'd 10/29/68.

1. PERSONNEL
President—J. W. Dunavent.
Station Manager—Jon W. Alexander.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 186 ft. above average terrain.

4. AGENCY COMMISSION
15%; 2% cash discount 10 days. Payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 6/1/68—Rec'd 6/12/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
2.85	1.65	100 x	4.85
3.00	1.75	50 x	5.40
3.15	1.85	25 x	6.00
3.50	2.10	10 x	6.60
3.95	2.40	1 x	7.20
4.35	2.65		4.35

7. PACKAGE PLANS
SATURATION PACKAGE
(30 consec days)
200 ti—500x rate. 100 ti—400x rate.

10. SPECIAL FEATURES
Newcasts, minimum 65 ti, ea. _____ 7.25

W T M T

1957
Media Code 4 218 5580 0.00
Jefferson Broadcasting Co., Inc., York Towers, 2nd and York St., Louisville, Ky. 40203. Phone 502-585-3901.

1. PERSONNEL
General Manager—Richard Gundie.
Commercial Manager—Lee Stinson.

2. REPRESENTATIVES
Adam Young Radio, Inc.
Regional Reps Corp.

3. FACILITIES
500 w. days; 620 kc. Directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14b, 15c, 16.
Basic Rates: 20a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 33a.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47e, 48, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective December 15, 1965. (Card No. 5.)
Card received November 26, 1965.

Class AA—6:00-10:00 am and 3:00-7:00 pm Mon thru Fri.
Class A—All other times.

7. PACKAGE PLANS
MARKET BUSTER PLAN

Fixed position	Class AA	Class A
1 min 30 sec	24	19
24 ti	15	12
12 ti	15	13
8 ti	17	14
6 ti	17	15
Less than 6 ti	20	16

7 DAY SOUND VALUE PLAN

PER WK:	1 min 30 sec	1 min 30 sec
14 ti	15	12
24 ti	14	11

Announcements must be spread proportionally over 7 days. Seven Day Sound Value Plan announcements do not combine with Market Buster Plan for greater discounts.

WEEKEND SPECIAL PLAN

PER WKND:	1 min 30 sec	1 min 30 sec
12 ti	14	11
18 ti	13	10

Announcements must be equally divided between Sat and Sun. Weekend Special Plan may combine with Market Buster Plan for greater discounts.
ID's—50% of 1-minute rate.
ID's combine at the rate of 2 ID's equal 1 minute for greater discounts.

Discounts
26 consec wk. 5% 52 consec wk. 10%

W X V W

1961
Media Code 4 218 5670 9.00
Electrocast, Inc., Box 666, Jeffersonville, Ind. 47180. Phone 812-283-3577.

STATION'S PROGRAMMING DESCRIPTION
WXVW: Programmed for adults.
Middle-of-the-road music 24 hours. 2 man local news staff, 10 min network and local news every hour.
FARM: 5-6 am. 6-10 am entertainment, air personalities, traffic reports, general information, 10 am-noon women's news and music. Noon-12:30 pm news, network and local sports, business. 12:30 pm-12M entertainment, air personalities, middle-of-the-road music. 12M-8 am entertainment, middle-of-the-road music. SPORTS: live major league baseball, high school football and basketball, college football and basketball, golf, horse racing. RELIGIOUS: Sun 6 am-noon. Contact Representative for further details. Rec'd 7/24/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joseph R. Bell.

2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 24b, 25b, 28b, 28c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Affiliated with American Information Network.

TIME RATES
ET 2/1/69—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS

1 min	15 sec	30x	60x	125x	250x	500x
10.00	9.00	8.00	7.00	6.00	5.00	4.50
7.50	6.75	6.00	5.25	4.50	3.75	3.25
5.00	4.75	4.50	4.25	3.50	3.00	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	1/4 hr
100x	100x	150x	250x
100x	80.00	75.00	70.00
100x	60.00	55.00	50.00
100x	27.00	25.00	22.50
100x	22.00	20.00	18.00
100x	17.00	15.00	13.00
100x	17.00	15.00	14.00
100x	17.00	15.00	14.00

W T M T
1957
Media Code 4 218 5580 0.00
Jefferson Broadcasting Co., Inc., York Towers, 2nd and York St., Louisville, Ky. 40203. Phone 502-585-3901.

1. PERSONNEL
General Manager—Richard Gundie.
Commercial Manager—Lee Stinson.

2. REPRESENTATIVES
Adam Young Radio, Inc.
Regional Reps Corp.

3. FACILITIES
500 w. days; 620 kc. Directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 33a.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47e, 48, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective December 15, 1965. (Card No. 5.)
Card received November 26, 1965.

Class AA—6:00-10:00 am and 3:00-7:00 pm Mon thru Fri.
Class A—All other times.

7. PACKAGE PLANS
MARKET BUSTER PLAN

Fixed position	Class AA	Class A
1 min 30 sec	24	19
24 ti	15	12
12 ti	15	13
8 ti	17	14
6 ti	17	15
Less than 6 ti	20	16

MADISONVILLE (2 AM; 1 FM)
Hopkins County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

W F M W

1949
Media Code 4 218 5760 8.00
Sound Broadcasters, Inc., Box 338, Madisonville, Ky. 42431.

1. PERSONNEL
Station Manager—H. W. Wells.
Commercial Manager—E. L. Kelley, Jr.

2. REPRESENTATIVES
Regional Reps Corp.
South—R. S. Crane Company, Inc.

3. FACILITIES
500 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%—no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15h.
Basic Rates:

KENTUCKY

Madisonville—Continued

WFMW-FM

1949



Media Code 4 218 5600 2.00
Sound Broadcasters, Inc., Box 338, Madisonville, Ky. 42431.

- PERSONNEL**
Station Manager—H. W. Wells.
Commercial Manager—E. L. Kelley, Jr.
- REPRESENTATIVES**
Regional Reps Corp.
South—R. S. Crane Company, Inc.
- FACILITIES**
ERP 30,000 w.; 93.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 370 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WFMW listing for coded regulations.
- SPOT ANNOUNCEMENTS/PROGRAM RATES**
ET 7/7/69.
1 min (minimum 1 per day, 13 wks)..... 3.50

WTTL

1956

Media Code 4 218 5850 7.00
Hopkins County Broadcasters, Box 387, 265 S. Main St., Madisonville, Ky. 42431. Phone 502-821-1310.

- STATION'S PROGRAMMING DESCRIPTION**
WTTL: Programmed for adults and young adults. 6 air personalities heard daily. MUSIC 90%: current hits. NEWS 10%: every 30 min national, state and local. SPORTS: coverage of high school and college football and basketball. Facilities available for remote pickups from shopping centers, fair and grand opening. Contact Representative for further details. Rec'd 7/19/67.
- PERSONNEL**
President—Conway M. Smith.
Manager—Jerry McKonley.
Operations Manager—Bob Wicks.
 - REPRESENTATIVES**
George T. Hopewell, Inc.
 - FACILITIES**
1,000 w. days, non-directional; 500 w. nights, directional; 1310 kc.
Operating schedule: 5:00 am-midnight. CST, DST.
 - AGENCY COMMISSION**
15/10 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 21a, 21b, 22b, 23a, 24b, 25a, 26, 29a, 33c.
Contracts: 40a, 42b, 43, 44a, 45, 46, 48.
Comb.: Cont. Discounts: 60d, 60f, 61c, 62d.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective December 1, 1965.
Rates received December 1, 1965.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	10 sec
11 times	5.00	3.75	2.50
26 times	4.80	3.60	2.40
52 times	4.50	3.37	2.25
104 times	4.20	3.15	2.10
156 times	3.90	2.92	1.95
260 times	3.60	2.70	1.80

8. PROGRAM TIME RATES		1/4 hr	5 min	1/4 hr	5 min
1 time	18.00	9.00	104	14.40
26 times	16.80	9.00	156	13.20
52 times	15.60	8.40	260	12.00

MANCHESTER

Clay County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WWXL

1956



Subscriber to the NAB Radio Code
Media Code 4 218 5940 6.00
Wilderness Road Broadcasting Company, Inc., P. O. Box 368, Manchester, Ky. 40962. Ly 8-4694.

- PERSONNEL**
President—Joe L. Tighe.
General Manager—Cecil Corum.
Sta. & Sales Mgr.—Lucy Howard.
- FACILITIES**
1,000 w. days; 1450 kc. Non-directional.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 25a, 26.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60c, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71b, 73a.

NATIONAL AND LOCAL RATES SAME

Rates effective August 11, 1961.
Rates received August 11, 1961.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	1 min	30 sec
1 time	2.50	1.50	156 times	1.90
13 times	2.40	1.45	260 times	1.80
26 times	2.30	1.40	260 times	1.70
52 times	2.20	1.35	312 times	1.60
52 times	2.10	1.30	364 times	1.50
104 times	2.00	1.25		

8. PROGRAM TIME RATES		1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	36.00	21.60	14.40	9.00	7.20
13 times	33.00	19.80	13.35	9.00	6.70
26 times	29.70	17.85	11.90	7.90	5.95
52 times	25.70	15.10	10.20	7.15	5.30
104 times	23.15	13.90	9.30	6.60	4.75
156 times	20.95	12.60	8.30	5.95	4.25
260 times	18.90	11.35	7.55	5.35	3.85
312 times	17.10	10.25	6.85	4.75	3.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	30.00	18.00	9.00	6.00
12 times	28.50	17.10	8.75	5.75
26 times	27.00	16.20	8.50	5.50
52 times	25.50	15.30	8.25	5.25
89 times	24.00	14.40	7.50	5.00
104 times	22.50	13.50	6.75	4.75
156 times	21.00	12.60	6.50	4.50
208 times	19.50	11.70	6.25	4.25
260 times	18.00	10.80	5.00	4.00
312 times	16.50	9.90	4.75	3.75
364 times	15.00	9.00	4.50	3.50

MAYFIELD (1 AM; 1 FM)

Graves County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WNGO WNGO-FM

1947



Media Code 4 218 6030 5.00
West Kentucky Broadcasting, Inc., Box 431, Paducah Rd., Mayfield, Ky. 42066. Phone 502-247-5122.

- PERSONNEL**
Station Manager—Charles W. Stratton.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST, DST.
FM FACILITIES
ERP 2,150 w.; 94.7 mc.
Operating schedule: 5:30 am-10:00 pm. CST, DST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/10; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 48.
Comb.: Cont. Discounts: 60b, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

ET 6/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS		1x	25x	52x	104x	156x	260x
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

8. PROGRAM TIME RATES		1x	25x	52x	104x	156x	260x
1/4 hr	10	15	14	13	12	10
5 min	10	9	8	7	6	5

MAYSVILLE (1 AM; 1 FM)

Mason County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WFTM

1948



Subscriber to the NAB Radio Code
Media Code 4 218 6120 4.00
Standard Tobacco Co., Inc., 626 Forest Ave., Maysville, Ky. 41056. Phone 606-564-3361.

- PERSONNEL**
President—Charles P. Clark.
General Manager—J. W. Betts.
Sta. & Comm'l Mgr.—R. A. Redmond.
- REPRESENTATIVES**
Kentucky Radio Sales—South.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. week-days; 7:00 a.m. to 11:00 p.m. Sunday. EST, DST.
Partial simulcast operation. For non-simulcast facilities see WFTM-FM.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21c, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 42a, 45, 46.
Cancellation: 70c, 72, 73a.
Affiliated with KBS and MBS Radio Networks.

TIME RATES

No. 4 ET 7/1/66—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS		(5 am-7 pm)	1 MINUTE
13 x	4.30	104 x..... 3.05
13 x	3.25	156 x..... 2.75
26 x	3.65	260 x..... 2.45
52 x	3.45	312 x..... 2.25

100 WORDS OR LESS		13 x	26 x	52 x
13 x	3.45	300 x..... 2.30	
13 x	3.45	300 x..... 2.00	
26 x	3.05	600 x..... 1.85	
52 x	2.75	1000 x..... 1.75	
104 x	2.50		

100 WORDS OR LESS		13 x	26 x	52 x
13 x	2.85	300 x..... 1.90	
26 x	2.55	600 x..... 1.55	
52 x	2.30	1000 x..... 1.45	
104 x	2.10		

8. PROGRAM TIME RATES		(6 am-7 pm)	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	36.00	21.60	14.40	9.00	7.20	
13 x	33.00	19.80	13.35	9.00	6.70	
26 x	29.70	17.85	11.90	7.90	5.95	
52 x	25.70	15.10	10.20	7.15	5.30	
104 x	23.15	13.90	9.30	6.60	4.75	
156 x	20.95	12.60	8.30	5.95	4.25	
260 x	18.90	11.35	7.55	5.35	3.85	
312 x	17.10	10.25	6.85	4.75	3.50	

WFTM-FM

1966

Subscriber to the NAB Radio Code
Media Code 4 218 6121 2.00
Standard Tobacco Company, Inc., Box 100, 626 Forest Ave., Maysville, Ky. 41056. Phone 606-564-3361.

- PERSONNEL**
President—Chas. P. Clarke.
General Manager—J. W. Betts.
Station Manager—R. A. Redmond.
- REPRESENTATIVES**
Kentucky Radio Sales—South.
- FACILITIES**
ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht. 200 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see WFTM.
- AGENCY COMMISSION**
15/10 on time.
- GENERAL ADVERTISING** See coded regulations
See WFTM listing for coded regulations.
TIME RATES
ET 7/1/66—Rec'd 8/8/66.
FM rate is 50% of the AM rate.

MIDDLESBORO (2 AM)

Bell County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WAFI

1969

Subscriber to the NAB Radio Code
Media Code 4 218 6175 8.00
Tri-State Broadcasters, Box 447, 2118-1/2 Cumberland Ave., Middlesboro, Ky. 40965. Phone 606-248-8768.

- STATION'S PROGRAMMING DESCRIPTION**
WAFI: Programmed for general interest.
MUSIC: Variety of country and western, 6 am-2 pm, featuring 1 hour of gospel music, 2 pm-sign-off, general rock and roll and rhythm and blues. NEWS: on hour and half hour, emphasis on local news. Sports news following news on hour at 7 am & 5 pm. AIR PERSONALITIES handle all segments. Beeper news reports, interviews of public officials, civic and club activities. Contact Representative for further details. Rec'd 7/23/69.
- PERSONNEL**
Pres. & Gen'l Mgr.—Walt Powell.
Commercial Manager—Orville Bailey, Jr.
Prog. Dir. & Chief Eng.—Doug Hammons.
 - REPRESENTATIVES**
William Murphy.
Kentucky Radio Sales—South.
 - FACILITIES**
1,000 w. days; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
 - AGENCY COMMISSION**
15/10 time only; 10th of month.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4b, 4d, 5a, 7a.
Rate Protection: 10a, 11a, 12a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 28b, 28c, 30, 33d.
Contracts: 40a, 42a, 43, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	1 min
26 x	3.75	312 x..... 2.50	
52 x	3.50	624 x..... 2.25	
104 x	3.25	1000 x..... 1.75	
156 x	3.00	1240 x..... 1.50	
260 x	2.75		

8. PROGRAM TIME RATES		1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	36.00	35.00	32.00	28.00	25.00
1/2 hr	25.00	25.00	22.00	20.00	18.50
1/4 hr	15.00	13.50	12.50	11.00	10.00
5 min	6.25	5.15	5.00	4.75	3.50

WMIK

1948

Media Code 4 218 6210 3.00
Cumberland Gap Broadcasting Company, Box 698 N. 19th St., Extension, Middlesboro, Ky. 40965. Phone 606-248-5842.

- STATION'S PROGRAMMING DESCRIPTION**
WMIK: Programmed for all listeners.
FARM: 6-7:30 am & 11 am-12:30 pm. Housewife 7:30-11 am & 12:30-3:30 pm. Teens 3:30-5 pm. News, sports, weather, discussion, talk basic format with middle-of-the-road music, 4 air personalities with program and news director. Community services. NEWS: local, state, regional, national and international with local news 5 times daily. Daily community news calendar with daily devotional program. Contact Representative for further details. Rec'd 3/31/69.
- PERSONNEL**
General Manager—Maurice K. Henry.
Sales Manager—James O'Harad.
News Director—Dennis Estes.
 - REPRESENTATIVES**
George T. Hopewell, Inc.
 - FACILITIES**
500 w. days; 560 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST, DST.
 - AGENCY COMMISSION**
15% on time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 43, 44a, 45, 46, 48, 49.
Comb.: Cont. Discounts: 61a, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.
Contracts must be signed 7 days before first scheduled program or announcement.

Length of commercial copy (programs):
5 min..... 1:45 min. 25 min..... 2:45 min.
10 min..... 2:00 min. 30 min..... 3:00 min.
15 min..... 2:30 min.

TIME RATES		3/4 hr	1/2 hr	1/4 hr	5 min
Open	48.00	36.00	24.00	18.00
13 times	43.20	32.40	21.60	14.40
26 times	36.90	26.10	20.70	15.20
52 times	33.00	25.20	18.00	11.20
78 times	30.72	23.04	15.36	10.24
156 times	27.36	20.52	13.68	9.12
260 times	24.48	18.36	12.24	8.16
312 times	22.08	16.56	11.04	7.36

(*) 1 minute or less.

MONTICELLO

Wayne County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WFLW

1955

Subscriber to the NAB Radio Code
Media Code 4 218 6300 2.00
Wolf Creek Broadcasting Company, P. O. Box 36, Monticello, Ky. 42633. Phone 348-3166.

- PERSONNEL**
General Manager—Stephen Staples.
- REPRESENTATIVES**
Continental Radio Sales.
Regional Reps Corp.
- FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11c, 12c, 13c, 13g, 14c.
Basic Rates: 23a, 24b.<

Morehead—W M O R—Continued

7. PACKAGE PLANS
SATURATION—ROS
(50 spots to be used in 10 days)

1 min	30 sec	1.50	1.25	1.00
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8. PROGRAM TIME RATES

1 hr.	30.00	27.50	24.75	21.40	19.30	15.75	14.25
1/2 hr.	18.00	16.50	14.85	12.60	11.60	10.50	8.55
10 min.	12.00	10.95	9.80	8.40	7.75	6.30	5.70
5 min.	8.00	7.50	6.80	5.95	5.50	4.45	3.95

W M O R-FM

1965
Media Code 4 218 6391 1.00
Morehead Broadcasting Co., Inc., Box 40, 223-1/2 Main St., Morehead, Ky. 40351. Phone 608-784-4141.

1. PERSONNEL
General Manager—William Whitaker.
Program Director—Ron Tompkins.

2. REPRESENTATIVES
Kentucky Radio Sales—South.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: noon-11 pm daily. EST.
Antenna ht.: 20 ft. below average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WMOR.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations See WMOR listing for coded regulations.

TIME RATES

Rates are identical to WMOR. See that listing.

MORGANFIELD (1 AM; 1 FM)

Union County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

W M S K

1960
Subscriber to the NAB Radio Code.
Media Code 4 218 6480 2.00
Union County Broadcasting Co., Inc., Box 178, Hwy. 60 S., Morganfield, Ky. 42437. Phones 502-389-1550, 1551.

1. PERSONNEL
Co-owners—J. B. Crawley and W. B. Kelly.
Manager—Bob Hite.

2. REPRESENTATIVES
George T. Hoppewell, Inc.
Kentucky Radio Sales—South.

3. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST. DST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMSK-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 1b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 25a, 28b, 28c.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with NAS.

TIME RATES

ET 11/2/60—Rec'd 12/10/60.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	5.80	3.35	130 x	3.05	2.35
13 x	4.30	3.25	156 x	2.90	2.25	
26 x	4.15	3.05	208 x	2.65	2.05	
39 x	3.90	2.95	260 x	2.40	1.95	
52 x	3.70	2.75	312 x	2.30	1.75	
104 x	3.30	2.55	364 x	2.10	1.60	

8. PROGRAM TIME RATES

1 hr.	1/2 hr	1/4 hr	10 min	5 min	
1 x	41.85	25.00	16.65	13.90	8.50
13 x	39.55	23.75	15.05	13.20	7.90
26 x	37.50	22.55	14.65	12.50	7.50
39 x	34.20	21.25	13.35	11.80	7.10
52 x	33.25	20.00	11.70	11.15	6.85
104 x	29.15	17.60	10.85	9.75	6.85
130 x	27.10	16.30	10.75	9.05	6.45
156 x	25.00	15.00	10.00	8.35	6.05
208 x	22.95	13.75	9.20	7.65	5.65
260 x	21.00	12.50	8.30	6.95	5.25
312 x	18.75	11.25	7.50	6.25	4.70
364 x			7.10		3.55

W M S K-FM

1966
Media Code 4 218 6481 0.00
Union County Broadcasting Co., Inc., Box 178, Hwy. 60 S., Morganfield, Ky. 42437. Phones 502-389-1550, 1551.

1. PERSONNEL
President—J. B. Crawley.
General Manager—Bob Hite.

2. REPRESENTATIVES
George T. Hoppewell, Inc.
Kentucky Radio Sales—South.

3. FACILITIES
ERP 3,000 w.; 95.3 mc.
Operating schedule: 5:45 am-10 pm. CST. DST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WMSK.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations See WMSK listing for coded regulations.

TIME RATES

Rates are identical to WMSK. See that listing.

MT. STERLING (1 AM; 1 FM)

Montgomery County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

W M S T

1957
Media Code 4 218 6570 0.00
Mt. Sterling Broadcasting Co., Inc., 34 Broadway.
Mt. Sterling, Ky. 40353. Phone 1150.

1. PERSONNEL
President—H. J. Reynolds.
Executive Vice-President—Bob Doll.
General Manager—Bob Spradlin.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Steps Corp.

3. FACILITIES
500 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 6/27/67—Rec'd 6/29/67.

6. SPOT ANNOUNCEMENTS

1 min	3.60	3.30	3.10	2.85	2.40
30 sec	2.75	2.60	2.35	2.00	1.80

10 sec: 50% of 1-min.
10. SPECIAL FEATURES
News Service—A1 & local; area correspondents—add, per broadcast, 1.00.

W M S T-FM

1968
Media Code 4 218 6571 8.00
Mt. Sterling Broadcasting Co., Inc., Box 381, 34 Broadway, Mt. Sterling, Ky. 40353. Phone 606-498-1350.

1. PERSONNEL
General Manager—Bob Spradlin.
Station Manager—Russ Drake.
Office Manager—Mrs. Frances Denney.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Steps Corp.

3. FACILITIES
ERP 1,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations See WMST listing for coded regulations.

TIME RATES

50% of WMST rates.

MUNFORDVILLE (1 AM; 1 FM)

Hart County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

W L O C

1948
Subscriber to the NAB Radio Code
Media Code 4 218 6560 9.00
South Central Kentucky Broadcasting Company, Inc., Munfordsville, Ky. 42765. Phone 502-524-4111; 4121.

1. PERSONNEL
Mgr. & Sales Mgr.—Jim Berry.
Assistant Manager—Sallie J. Hammers.
Program Director—Raybon Butler.

2. REPRESENTATIVES
Continental Radio Sales.
Kentucky Radio Sales—South.

3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.
FM FACILITIES ERP 3,000 w.; 102.3 mc.
Operating schedule: 5:00 am-midnight. CST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations General: 1a, 1b, 2a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 29b, 30, 31, 32a, 33b.
Contracts: 40a, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62a, 62d.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 80, 82.
FM separate programming—night.
Affiliated with KBS Radio Network.

TIME RATES

Card received July 27, 1964.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	4.82	2.82	130 ti	2.60	2.00
13 ti	3.65	2.75	156 ti	2.45	1.90	
26 ti	3.50	2.60	208 ti	2.25	1.75	
39 ti	3.30	2.50	260 ti	2.05	1.65	
52 ti	3.15	2.35	312 ti	1.95	1.50	
104 ti	2.80	2.15				

7. PACKAGE PLANS
PACKAGE RATE FOR CONTRACT ADVERTISERS
15 word plugs, 8 daily minimum, 100 minimum contract:
Ea85
15 word plugs, 8 daily minimum, 1000 minimum contract:
Ea60

8. PROGRAM TIME RATES

1 hr.	1/2 hr	1/4 hr	10 min	5 min	
1 ti	35.30	21.18	14.12	11.77	7.06
13 ti	33.53	20.12	12.41	11.20	6.70
26 ti	31.80	19.10	12.75	10.60	6.35
39 ti	29.00	18.00	12.00	10.00	6.00
52 ti	28.25	16.95	11.30	9.45	5.85
104 ti	24.70	14.85	9.90	8.25	4.95
130 ti	22.95	13.80	9.20	7.65	4.60
156 ti	21.20	12.75	8.50	7.10	4.25
208 ti	19.45	11.65	7.80	6.50	3.90
260 ti	17.65	10.60	7.05	5.90	3.55
312 ti	15.90	9.55	6.35	5.30	3.20

MURRAY (1 AM; 1 FM)

Calloway County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

W A A W (FM)

1967
Media Code 4 218 6750 8.00
Service Broadcasting Co., Box 548, Murray, Ky. 42071. Phone 502-753-5670, 8411.

STATION'S PROGRAMMING DESCRIPTION
WAAW (FM): Programmed for adults.
MUSIC: 75% instrumental, remainder group vocals.
1 spot each quarter hour. NEWS: 15 min news roundup at 7:30 am, 12:30 pm & 5 pm. State university sports. Rec'd 10/16/67.

1. PERSONNEL
Gen'l Mgr. & Chief Engr.—Pete Hulce.
Commercial Manager—Chuck Shuffett.
Women Director—Bobs Hopper.

3. FACILITIES
ERP 100,000 w.; 103.7 mc. Stereo.
Operating schedule: 6-11 am. CST, DST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations See WNBS listing for coded regulations.
AM facilities: WNBS.

TIME RATES

Rates are identical to WNBS. See that listing.

W N B S

1948
Media Code 4 218 6840 7.00
Service Broadcasting Co., Box 548, 401-1/2 Maple, Murray, Ky. 42071. Phone PT 3-8411.

STATION'S PROGRAMMING DESCRIPTION
WNBS: Programmed for general interest.
MUSIC: country music 5-7 am, pop music 7-9 am, pop and standards 9-11 am, country music 11 am-1 pm, 1-3 pm popular music, no top 40 until 3-5 pm. Variety 5-6 pm. Night programs directed toward college audience. NEWS: world news at 5:55 local news 6 am, 7 am, 8 am, noon, & 6 pm. All local high school and university football, and basketball, 5-7 am & 11 am-1 pm periods contain farm programming and news. Rec'd 12/1/67.

1. PERSONNEL
Gen'l & Com'l Mgr.—Chuck Shuffett.
Chief Engineer—Pete Hulce.
Women Director—Bobs Hopper.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 4:45-1 am. CST, DST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14b, 15a, 15b, 16.
Basic Rates: 20h, 21a, 21c, 22b, 23b, 24a, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 42b, 44b, 46, 47a, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WAAW (FM).
Affiliated with NAS and KBS.

TIME RATES

ET 1/12/67—Rec'd 1/12/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	5.00	4.00	104 x	2.95
13 x	4.75	3.65	156 x	4.00	2.75
26 x	4.50	3.50	260 x	3.75	2.55
39 x	4.25	3.25	312 x	3.25	2.20
52 x	4.25	3.10	365 x	3.00	2.00

10% discount off above rates.
8. PROGRAM TIME RATES
(5 am-6 pm)

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	30	18	14
13x-5%	52x-20%	158x-40%		
26x-10%	104x-30%	260x-50%		

NEON

Letcher County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

W N K Y

1955
Media Code 4 218 6930 6.00
Hickman Broadcasting Corp., Box 248, Main St., Neon, Ky. 41840.

1. PERSONNEL
General Manager—Charles Whitaker.
Program Director—Sue Browning.

2. REPRESENTATIVES
Continental Radio Sales.
Kentucky Radio Sales—South.

3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 1st of month.

5. GENERAL ADVERTISING See coded regulations General: 5a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 62b.
Cancellation: 71a, 73a.

TIME RATES
Rates effective August 26, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2	1/4	10	5	1
52 times	32.00	20.00	12.50	10.50	7.50
104 times	30.00	18.75	11.75	9.75	7.00
156 times	28.00	17.50	11.00	9.00	6.50
208 times	26.00	16.25	10.25	8.25	6.00
260 times	24.00	15.00	9.50	7.50	5.50
312 times	22.00	13.75	8.75	6.00	5.00
365 times	18.00	10.00	6.00	5.00	3.00

NEWPORT

Campbell County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Cincinnati, Ohio

(Including Covington, Ky.; Newport, Ky.)

NICHOLASVILLE

Jessamine County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

W N V L

1961
Subscriber to the NAB Radio Code
Media Code 4 218 7020 5.00
Nicholasville Broadcasting Co., Box 247, 108 Main St., Nicholasville, Ky. 40356. Phone 885-4186.
Sullivan, Ky.

1. PERSONNEL
Owner—Katherine Peden.
General Manager—Charles Esposito.

3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15%: no time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective February 1, 1963.
Rates received December 20, 1962.

6. SPOT ANNOUNCEMENTS

1 ti	ea	4.20	250 ti	2.80
52 ti	3.85	400 ti	2.45	
104 ti	3.50	600 or more ti	2.10	
150 ti	3.15			

7. PACKAGE PLANS
10-SEC STATION BREAKS

PER DAY:	14.00	40 ti	42.00
25 ti	29.75	50 ti	49.00
PER WK:			
50 ti	57.50	100 ti	98.00
75 ti	78.75	200 ti	196.00

SPOT PACKAGES

PER DAY:	11.50	10 ti	31.50
3 ti	17.50	20 ti	58.00
PER WK:			
10 ti	38.50	50 ti	140.00
25 ti	78.75	100 ti	245.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	10 min	5 min
1 ti	16.80	12.60	9.10
13 ti	16.10	12.25	8.78
26 ti			

KENTUCKY

Owensboro—WOMI, WOMI-FM—Cont'd

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11e, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b,
 24b, 25a, 25b, 29a, 30.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60a, 60f, 62d.
 Cancellation: 70b, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS.

TIME RATES
 Rates effective October 1, 1963.
 Rates received July 30, 1963.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec			
1 ti.....	9.00	8.00	260 ti.....	6.00	4.50
13 ti.....	8.75	7.75	312 ti.....	5.50	4.00
26 ti.....	8.50	7.50	365 ti.....	4.75	3.50
52 ti.....	8.00	7.00	520 ti.....	4.25	3.25
104 ti.....	7.00	6.00	1040 ti.....	4.00	3.00
156 ti.....	6.50	5.50			

10 seconds or less at 50% applicable 1-minute rate.

7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PACKAGES
 (1 thru 12 weeks)

PER WK:	1 min	30 sec	1 min	30 sec	
6 ti.....	7.50	6.50	36 ti.....	5.50	4.50
12 ti.....	7.00	6.00	50 ti.....	5.00	4.00
24 ti.....	6.00	5.00	100 ti.....	4.25	3.25

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 ti.....	60.00	35.00	15.00	
26 ti.....	45.00	30.00	12.00	
52 ti.....	35.00	28.50	11.50	

WSTO (FM)

1948
 Subscriber to the NAB Radio Code
 Media Code 4 218 7200 8.00
 Owensboro-on-the-Air, Inc., Box 522, Hwy. 60 West,
 Owensboro, Ky. 42301. Phone 502-683-3521.
STATION'S PROGRAMMING DESCRIPTION
 WSTO (FM): Programmed for adults and young adults.
 8 air personalities emcee entire operation. 5-min news every hour. MUSIC: 82% showtunes, standards, popular and jazz, 8% semi-classic and serious music. NEWS 10%; national, international and local with mobile equipment for on the spot broadcasts. HIGH school and college football and basketball. COMMERCIAL POLICY: not to exceed 18 minutes per hour. Contact Representative for further details. Rec'd 1/3/69.

1. PERSONNEL
 President—Vincent J. Steele.
 Commercial Manager—Dennis J. Keller.
 Manager—Ruth H. Steele.

2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 South, Southeast—R. S. Crane Company, Inc.
 Regional Reps Corp.

3. FACILITIES
 ERP 100,000 w.; 96.1 mc. Stereo.
 Operating schedule: 6 am-midnight. CST, DST.
 Antenna ht.: 370 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3b, 3c, 3d, *4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12b, 13b, 14b, 15c.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c,
 25a, 26, 28a, 29a, 30, 33a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47d, 48, 49, 51a,
 51a.
 Comb.; Cont. Discounts: 60d, 60f, 60h, 61c, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 (*) Wine advertising not accepted.
 AM facilities: WYJ3.
 Affiliated with American FM Network.

TIME RATES
 No. 3 Eff 10/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS

1 min		1 min (*)	
1 x.....	10.00	156 x.....	7.00
13 x.....	9.50	208 x.....	6.50
26 x.....	8.75	280 x.....	6.25
52 x.....	8.50	312 x.....	5.75
78 x.....	8.00	364 x.....	5.25
104 x.....	7.50	520 x.....	4.50

(*) 30 sec or less.

7. PACKAGE PLANS
 PER WK: 10 ti 15 ti 20 ti 25 ti 50 ti 100 ti
 1 min..... 8.00 7.50 7.00 6.50 5.75 4.50
 30 sec/less..... 7.00 6.50 6.00 5.00 4.25 3.50

CONSECUTIVE WEEKS DISCOUNT

4 wk—10%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	110	70	45	30	21
13 x.....	95	60	35	27	20
26 x.....	90	50	33	25	19
52 x.....	80	40	30	23	17
78 x.....	75	35	28	21	14
104 x.....	70	33	23	20	12
156 x.....	60	30	21	19	12
208 x.....	55	29	20	17	11
260 x.....	45	28	19	16	10
312 x.....	40	26	16	14	8

WVJ3

1946



Subscriber to the NAB Radio Code
 Media Code 4 218 7290 4.00
 Owensboro-on-the-Air, Inc., Box 522, Hwy. 60 West,
 Owensboro, Ky. 42301. Phone 502-683-3521.
STATION'S PROGRAMMING DESCRIPTION
 WVJ3: Programmed to reach general audience.
 Mostly middle-of-the-road music. Emphasis on news and sports. All local college basketball, home and away. Local high school sports, other colleges including tournaments. Mobile news unit, 3 base stations. Newsmen gather, write, deliver news. Network news at :55, 5-6:30 am mostly country and western music. Livestock and produce market reports, local news. Middle-of-the-road music and network till 11:15 am. Religion 11-11:30 am. 30 min farm information 11:30 am-noon. Commentary, farm news and news noon-1 pm. 1-8 pm top 100 and standards. Network news, commentaries and sports reports to 7 pm. 7 pm-12M music for young adults, when no sports. Contact Representative for further details. Rec'd 7/31/68.

1. PERSONNEL
 President—V. J. Steele.
 Vice-Pres. & Gen'l Mgr.—Malcolm Greep.
 Commercial Manager—Dennis J. Keller.

2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 South, Southeast—R. S. Crane Company, Inc.
 Regional Reps Corp.

3. FACILITIES
 1,000 w. days, 1,000 w. nights; 1420 kc.
 Directional—separate patterns day and night.
 Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 25a,
 26, 28a, 29a, 32b.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47e, 48,
 49, 50, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62a.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 FM facilities: WSTO (FM).
 Affiliated with American Entertainment Network.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 7 Eff 3/1/69—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS

1 min		30 sec		100 sec	
1 x.....	13.00	12.00	7.00		
13 x.....	12.00	11.00	6.75		
26 x.....	11.50	10.50	6.50		
52 x.....	11.00	10.00	6.00		
78 x.....	10.50	9.50	5.75		
104 x.....	10.00	9.00	5.50		
156 x.....	9.50	8.00	5.00		
208 x.....	9.00	7.50	4.50		
260 x.....	8.50	7.00	4.25		
312 x.....	8.25	6.50	4.15		
364 x.....	8.00	6.00	4.00		
520 x.....	7.25	5.75	3.75		
1000 x.....	5.50	4.50	3.50		

7. PACKAGE PLANS
 PER WK: 10 ti 15 ti 20 ti 25 ti 50 ti 100 ti
 1 min..... 10.50 10.00 9.50 9.00 8.25 7.25
 30 sec..... 9.50 9.00 8.00 7.50 6.50 5.75
 10 sec..... 5.75 5.50 5.00 4.50 4.15 3.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	150	95	65	45	30
13 x.....	135	85	60	40	28
26 x.....	125	75	45	35	26
52 x.....	115	70	40	30	24
78 x.....	105	60	35	28	21
104 x.....	100	55	32	26	19
156 x.....	85	50	30	25	17

	1 hr	1/2 hr	1/4 hr	10 min	5 min
208 x.....	75	45	28	23	16
260 x.....	65	40	25	22	14
312 x.....	55	35	23	20	13

PADUCAH (3 AM; 2 FM)

McCracken County—Map Location B-6
 See (ARDS) consumer market map and data at beginning of the State.

WDXR

1957

NBC Radio Network

Media Code 4 218 7380 5.00
 E. Weaka McKinney-Smith, Box 298, Irvin Cobb Hotel, Paducah, Ky. 42001. Phone 502-443-1737.

1. PERSONNEL
 Gen'l & Sta. Mgr.—E. Weaka McKinney-Smith.
 General Sales Manager—Sarah McKinney-Smith.

2. REPRESENTATIVES
 McGavren-Guld-PGW Radio, Inc.
 Ohio, Kentucky—Regional Reps Corp.
 R. S. Crane Company, Inc.

3. FACILITIES
 1,000 w. days, 1,000 w. nights; 1560 kc. Directional—separate patterns day and night.
 Operating schedule: 5:30-1:00 am Mon thru Sat, CST, DST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
 Contracts: 40a, 46.
 Comb.; Cont. Discounts: 60a, 61c, 62b, 62e.
 Cancellation: 70a, 70c, 71b.
 Affiliated with NBC Radio Network.

TIME RATES
 Eff 4/1/67—Rec'd 2/21/67.

6. SPOT ANNOUNCEMENTS

1 min		30 sec		100 sec	
1 x.....	11.00	9.50	9.00	8.50	7.50
13 x.....	11.00	9.50	9.00	8.50	7.50

30 sec—80% of applicable rate.

7. PACKAGE PLANS
 ROS

PER WK:	12 Plan	24 Plan	36 Plan
12 Plan.....	8.50	24 Plan.....	6.50
18 Plan.....	7.50	36 Plan.....	5.50

30-sec—80% of 1-min.

WKYX

1946

Media Code 4 218 7470 2.00
 Kicks of Kentucky, Inc., Box 931, Paducah, Ky. 42001. Phone 554-1567.

1. PERSONNEL
 Gen'l & Nat'l Sales Mgr.—Ted L. Hite.
 Program Director—Larry Alexander.

2. REPRESENTATIVES
 Weed Radio Corporation.
 South—C. K. Beaver & Associates, Inc.
 Los Angeles—Norman Noyes.
 St. Louis—Eugene F. Gray Co.
 Kentucky—Kentucky Radio Sales—South.

3. FACILITIES
 1,000 w. days, 500 w. nights; 570 kc. Directional—separate patterns day and night.
 Operating schedule: 5:50 am-midnight daily, CST, DST.
 Partial simulcast operation 6 pm-midnight. For non simulcast facilities see WKYX-FM.

4. AGENCY COMMISSION
 15/0 net time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 46, 47a.
 Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
 Cancellation: 71a, 73a.
 Affiliated with KBS Radio Network.

TIME RATES
 Eff 1/1/67—Rec'd 8/1/67.

6. SPOT ANNOUNCEMENTS

1 min		30 sec		100 sec	
1 x.....	6.25	5.75	280 x.....	4.50	4.00
13 x.....	6.00	5.50	312 x.....	4.25	3.75
26 x.....	5.75	5.25	364 x.....	4.00	3.50
52 x.....	5.00	4.50	520 x.....	3.75	3.25
78 x.....	5.25	4.75	624 x.....	3.50	3.00
104 x.....	5.00	4.50	936 x.....	3.25	2.75
156 x.....	4.75	4.25	1200 x.....	3.00	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	90.00	54.00	36.00	25.00	18.75
13 x.....	85.00	51.00	34.20	23.75	17.65
26 x.....	81.00	48.00	32.40	22.50	16.85
52 x.....	76.50	45.00	30.60	21.25	15.45
104 x.....	72.00	42.00	28.80	20.00	14.35
156 x.....	67.50	39.00	27.00	18.75	13.25
260 x.....	63.00	36.00	25.20	17.50	12.15
312 x.....	58.50	33.00	23.50	16.25	11.05

WKYX-FM

Media Code 4 218 7471 0.00
 Kicks of Kentucky, Inc., Box 931, Paducah, Ky. 42001. Phone 554-1567.

1. PERSONNEL
 Gen'l & Nat'l Sales Mgr.—Ted L. Hite.
 Program Director—Larry Alexander.

2. REPRESENTATIVES
 Weed Radio Corporation.
 South—C. K. Beaver & Associates, Inc.
 Los Angeles—Norman Noyes.
 St. Louis—Eugene F. Gray Co.
 Kentucky—Kentucky Radio Sales—South.

3. FACILITIES
 ERP 32,000 w.; 93.3 mc.
 Antenna ht.: 435 ft. above average terrain.
 Operating schedule: 6 am-midnight, CST, DST.
 Partial simulcast operation. Operated separately 9:30 am-midnight. For simulcast facilities see WKYX listing.

4. AGENCY COMMISSION
 15/0 net time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 See WKYX listing for coded regulations.

TIME RATES
 Eff 1/1/67—Rec'd 8/1/67.

6. SPOT ANNOUNCEMENTS

1 min		30 sec		100 sec	
1 x.....	6.25	5.75	280 x.....	4.50	4.00
26 x.....	6.00	5.50	312 x.....	4.25	3.75
52 x.....	5.75	5.25	364 x.....	4.00	3.50
78 x.....	5.50	5.00	520 x.....	3.75	3.25
104 x.....	5.25	4.75	624 x.....	3.50	3.00
130 x.....	5.00	4.50	936 x.....	3.25	2.75
156 x.....	4.75	4.25	1200 x.....	3.00	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	45.00	27.00	15.00	11.25	8.10
13 x.....	38.25	22.95	12.75	9.55	6.90
26 x.....	36.00	21.60	12.00	9.00	6.50
52 x.....	33.75	20.25	11.25	8.45	6.05
104 x.....	31.50	18.90	10.50	7.90	5.70
156 x.....	29.25	17.55	9.75	7.35	5.30
260 x.....	27.00	16.20	9.00	6.75	4.90

WPAD WPAD-FM

1930 1946

CBS Radio Network

A Fritts Station
 Subscriber to the NAB Radio Code
 Media Code 4 218 7560 0.00
 Paducah Broadcasters, Box 450, Pierce Lackey Bldg., Paducah, Ky. 42001. Phone 502-442-8231. TWX 502-591-7594.

STATION'S PROGRAMMING DESCRIPTION
 WPAD: Programmed for total audience.
 MUSIC: 4:45 am-6 am, country, 6 am-6 pm, middle-of-the-road, 6:30 pm-sign-off, top 40, Sun; religious programming 6 am-12:15 pm. Middle-of-the-road music and/or play-by-play sports til 6 pm. 6 pm-12M, top 40 music. NEWS: own newsmen gather, write and deliver local and area news supplemented with state, regional news from UPI. Network news on hour. FAIRM: livestock, grain market reports 5:54 am, 12:20 pm. SPORTS: highlights 6:45 am, 7:45 am, 8:45 am & 5:27 pm. Year round schedule play-by-play sports, National Major League baseball, pro and area college football, basketball. High school football, basketball. Also auto races. Financial: closing prices on NY, Chicago and local stocks and bonds, 5:20 pm. Community involvement: complete remote facilities

PAINTSVILLE

Johnson County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WSIP
1949

WSIP-FM
1965



Subscriber to the NAB Radio Code

Media Code 4 218 7650 9.00
Big Sandy Broadcasting Co., Inc., Box 591, 121 Main St., Paintsville, Ky. 41240.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul G. Fyde.
Sales Manager—Bill Barker.
Program Director—Bob Meek.

2. REPRESENTATIVES
George T. Hopewell, Inc.
South—Kentucky Radio Sales—South.
Upstate New York, Pennsylvania—Regional Repts Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m. EST.

FM FACILITIES
ERP 680 w.; 100.1 mc.
Operating schedule: 5:30 am-11:05 pm Mon thru Sat; 7:30 am-10:05 pm Sun. EST.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 18.
Basic Rates: 20b, 21c, 21d, 22b, 23a, 24b, 25b, 26, 28a, 28c, 29a, 29b, 32a, 33d.
Contracts: 40a, 42a, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 81, 82.
Affiliated with CBS and NAS Radio Networks.

TIME RATES

No. 5 ER 9/1/67—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
1 x	4.55	3.55	1.55	x	3.10 2.20
13 x	4.35	3.35	2.80	x	2.70 1.80
26 x	4.20	3.20	2.12	x	2.50 1.65
52 x	3.90	2.95	3.64	x	2.10 1.40
104 x	3.40	2.45	500 x	x	1.80 1.20

10 sec or less: 50% of 1-min. Cannot be combined with other spots to earn lower frequency.
Production spots available. Extra charge of 1.25 billed for spots recorded with special effects.

6. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		5 min	
1 x	30.60	18.35	15.25	6.10	13 x	29.85	17.85	12.00	8.00
26 x	29.20	17.50	11.70	5.80	52 x	28.25	17.00	11.35	5.65
104 x	27.50	15.40	10.95	5.50	156 x	26.05	15.65	10.45	5.20
280 x	24.45	14.00	9.75	4.90	312 x	22.90	13.70	9.15	4.80
364 x	21.60	12.00	8.55	4.20					

PARIS (1 AM; 1 FM)

Bourbon County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WPDE
1955



Subscriber to the NAB Radio Code

Media Code 4 218 7740 8.00
Paris Bourbon County Broadcasting, Inc., Box 440 Enterprise Bldg., Paris, Ky. 40361. Phone 606-987-1440.

1. PERSONNEL
General Manager—S. A. Alverson.
Pres. & Sta. Mgr.—Jim Withrow.
News Director—Leo Brauer.

2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPDE-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 21b, 25a, 28b, 28c, 33c.
Contracts: 40a, 42a, 42d, 44a, 45, 46, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 75a, 75b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

Er 1/1/69—Rec'd 12/17/68.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		15 sec		5 min	
1 min	3.75	3.38	3.00	2.65	2.25	1.88	1.56	1.25	0.90
30 sec	3.00	2.75	2.34	2.19	1.88	1.56	1.25	0.90	0.65

6. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 hr	37.50	22.50	15.00	14.25	13.50	12.00	11.25	10.50	9.00	7.50	5.00
1/2 hr	22.50	15.00	14.25	13.50	12.00	11.25	10.50	9.00	7.50	5.00	3.75
1/4 hr	15.00	14.25	13.50	12.00	11.25	10.50	9.00	7.50	5.00	3.75	2.50
10 min	7.50	6.75	6.00	5.50	5.88	5.25	4.50	3.75	2.50	1.75	1.00

WPDE-FM

1968



Media Code 4 218 7741 6.00
Paris Bourbon County Broadcasting, Inc., Box 440, 19 E. 4th St., Paris, Ky. 40361. Phone 606-987-1440.

1. PERSONNEL
Pres. & Gen'l Mgr.—James Withrow.
Program Director—Russell W. Bell.
News Director—Leo Brauer.

2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc.
Operating schedule: 6 am-11:05 pm. EST.
Antenna ht.: 105 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:05 pm. For simulcast facilities see WPDE.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 21a, 21d, 22a, 24a, 25a, 26, 28b, 28c, 33a.
Contracts: 40a, 42d, 43, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.

TIME RATES

Rates are identical to WPDE. See that listing.

PIKEVILLE (2 AM)

Pike County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

WLSI
1949



Subscriber to the NAB Radio Code
Media Code 4 218 7830 7.00
Cumberland Publishing Co., North Mayo Trail, Pikeville, Ky. 41501. Phone 606-437-7323.

1. PERSONNEL
Vice-Pres. & Mgr.—James L. Balsler.

2. REPRESENTATIVES
Charles Bennett Co., Inc.
Pittsburgh—Regional Repts Corp.

3. FACILITIES
5,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 1st cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22a, 24b, 28c, 29a.
Contracts: 40c, 42d, 44a, 44b, 46, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c.
Prod. Services: 82.
(* 14 days prior written notice.
Member: Country Music Network.)

TIME RATES

Rates effective April 1, 1962. (Card No. 3.)
Card received March 12, 1962.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		15 sec		5 min	
1 time	5.60	3.50	2.80	2.45	2.10	1.40	1.10	0.80	0.60
13 times	5.56	3.45	2.75	2.40	2.05	1.35	1.05	0.75	0.55
26 times	5.45	3.45	2.75	2.40	2.05	1.35	1.05	0.75	0.55
39 times	5.40	3.35	2.75	2.40	2.05	1.35	1.05	0.75	0.55
52 times	5.30	3.30	2.65	2.40	2.05	1.35	1.05	0.75	0.55
104 times	5.05	3.10	2.50	2.30	1.95	1.30	1.00	0.70	0.50
156 times	4.85	2.90	2.25	2.15	1.80	1.25	0.95	0.65	0.45
208 times	4.50	2.65	2.25	2.15	1.80	1.25	0.95	0.65	0.45
260 times	4.15	2.40	2.10	2.05	1.75	1.20	0.90	0.60	0.40
312 times	3.85	2.25	1.95	1.80	1.60	1.10	0.80	0.50	0.35
364 times	3.50	2.10	1.75	1.60	1.40	1.05	0.75	0.45	0.30

DISCOUNTS

728 times	5%	1456 times	15%
1092 times	10%	1820 times	20%

30 seconds or less—2-1/2 words per second.

6. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 time	56.00	33.60	21.00	16.80	13.80	9.80	7.80	5.80	3.80	1.80	0.80
13 times	53.25	33.10	20.65	16.50	13.50	9.50	7.50	5.50	3.50	1.75	0.75
26 times	54.40	32.60	20.35	16.30	13.30	9.30	7.30	5.30	3.30	1.70	0.70
39 times	53.60	32.15	20.00	16.00	13.00	9.00	7.00	5.00	3.00	1.65	0.65
52 times	52.80	31.65	19.65	15.75	12.75	8.75	6.75	4.75	2.75	1.60	0.60
104 times	49.75	29.70	18.25	14.75	11.75	8.25	6.25	4.25	2.25	1.55	0.55
156 times	46.40	27.70	16.85	13.70	10.75	7.75	5.75	3.75	1.75	1.50	0.50
208 times	43.20	25.75	15.45	12.75	9.75	6.75	4.75	2.75	1.50	1.45	0.45
260 times	39.95	23.80	14.05	11.70	8.00	6.00	4.00	2.00	1.40	1.40	0.40
312 times	36.75	21.70	12.60	10.70	7.65	5.65	3.65	1.65	1.35	1.35	0.35
364 times	33.60	19.60	11.20	9.80	7.00	5.00	3.00	1.50	1.30	1.30	0.30

WPKE
1949



Subscriber to the NAB Radio Code
Media Code 4 218 7920 6.00
East Kentucky Broadcasting Corp., Box 2200, Pikeville, Ky. 41501. Phone 606-437-4051.

1. PERSONNEL
Station Manager—Walter E. May.
Sales Manager—H. Gene Sturgill.

2. REPRESENTATIVES
Continental Radio Sales.
Regional—Kentucky Radio Sales—South.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 5, 6a, 8.
Rate Protection: 16.
Basic Rates: 20b, 21a, 28b, 28c, 29a.
Contracts: 40a.
Prod. Services: 82.
Affiliated with KBS and MBS Radio Networks.
Minimum saturation contract 10 days.

TIME RATES

Rates effective (Card No. 3.)
Card received May 27, 1964.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		15 sec	
1 time	4.62	2.60	1.61	1.25	0.90	0.65	0.45
13 times	4.42	2.50	1.55	1.20	0.85	0.60	0.40
26 times	4.22	2.40	1.49	1.15	0.80	0.55	0.35
39 times	4.02	2.30	1.43	1.10	0.75	0.50	0.30
52 times	3.82	2.20	1.37	1.05	0.70	0.45	0.25
104 times	3.62	2.10	1.31	1.00	0.65	0.40	0.20
156 times	3.42	2.00	1.25	0.95	0.60	0.35	0.15
208 times	3.22	1.90	1.19	0.90	0.55	0.30	0.10
260 times	3.02	1.80	1.13	0.85	0.50	0.25	0.05
312 times	2.82	1.70	1.07	0.80	0.45	0.20	0.00
364 times	2.60	1.61	0.97	0.75	0.40	0.15	0.00

6. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 time	43.55	27.30	17.45	13.00	7.80	13 times	41.45	26.05	16.68	12.41	7.47
26 times	39.35	24.80	15.91	11.82	7.14	52 times	37.25	23.55	15.24	11.23	6.81
32 times	35.15	22.80	14.37	10.64	6.48	104 times	33.05	21.05	13.60	10.05	6.15
156 times	30.95	19.80	12.83	9.46	5.82	208 times	29.00	18.55	12.06	8.87	5.49
260 times	27.20	17.30	11.29	8.28	5.16	312 times	24.18	16.05	10.52	7.69	4.83
364 times	24.18	14.61	9.75	7.07	4.45						

PINEVILLE

Bell County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WANO
1957



Media Code 4 218 8010 5.00
Ken-Te-Va Broadcasting Co., Radio Park, Pineville, Ky. 40977. Phone 606-337-2100.

1. PERSONNEL
Pres. & Gen'l Mgr.—South C. Bevins.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.

Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Friday; 6:00 a.m. to midnight Saturday; 7:00 a.m. to 11:00 p.m. Sundays. EST. DST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25c, 26, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60c, 61b, 62d.
Cancellation: 70a, 70f, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective February 1, 1957.
Card received December 26, 1956.

KENTUCKY

PRINCETON

Caldwell County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WPKY

1950



Media Code 4 218 8280 4.00

Princeton Broadcasting Co., P. O. Box 478, U. S. Hwy. 62, Princeton, Ky. 42445. Phone 502-365-2072.

1. PERSONNEL
Manager—Leslie Goodaker.
Commercial Manager—Ellis Burnam.
Program Director—Twyman Boren.

3. FACILITIES
350 w. days; 1580 kc. Non-directional.
Operating schedule: 6:30 a.m. to 5:00 p.m., CST, DST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a.

Basic Rates: 20b, 21c, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 44a, 45.
Comb.: Cont. Discounts: 60b, 61b, 62b.
Prod. Services: 82.
Advertising not accepted for Sunday.
Affiliated with KRS Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective
Rates received April 19, 1965.

6. SPOT ANNOUNCEMENTS		1 min		1 min	
1 ti	1.75	104 ti	1.75		
13 ti	2.50	156 ti	1.50		
26 ti	2.25	312 ti	1.25		
52 ti	2.00	365 ti	1.00		

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 ti	28.00	14.50	10.00	5.00							
13 ti	23.00	14.00	9.50	4.75							
26 ti	20.00	13.50	9.00	4.50							
52 ti	22.00	12.50	8.50	4.00							
104 ti	20.00	11.50	8.00	3.75							
156 ti	18.00	10.50	7.50	3.50							
312 ti	14.00	9.50	6.50	3.00							

RADCLIFF

Hardin County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WSAC

Licensed as a Radcliff, Ky. and Ft. Knox, Ky. station.
See listing under Ft. Knox, Ky.

RENFRO VALLEY

Rockcastle County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WRVK

1958



Subscriber to the NAB Radio Code

Media Code 4 218 8370 3.00
Renfro Valley Broadcasters, Inc., Renfro Valley, Ky. 40473.

1. PERSONNEL
Pres. & Gen'l Mgr.—John Lair.
Vice-President—Virginia Lair.
Sales Manager—Ralph Gabbard.

2. REPRESENTATIVES
Kentucky Radio Sales—South.

3. FACILITIES
500 w. days; 1480 kc. Non-directional.
Operating schedule: sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 24b, 25a, 26, 28a.
Contracts: 45, 48, 49.

Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 73a.

TIME RATES

Rates effective April 2, 1957. (Card No. 1.)
Card received March 14, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1/2		1/4		10		5		1		30	
1 time	46.00	25.30	16.10	9.20	6.90	4.60	2.80						
13 times	44.00	24.30	15.40	8.80	6.60	4.35	2.60						
26 times	42.00	23.10	14.70	8.40	6.30	4.10	2.40						
39 times	40.00	22.00	14.00	8.00	6.00	3.85	2.30						
52 times	38.00	20.90	13.30	7.60	5.70	3.60	2.00						
104 times	36.00	19.80	11.60	7.20	5.40	3.35	1.80						
156 times	34.00	18.70	10.90	6.80	5.10	3.10	1.60						
208 times	32.00	17.60	10.20	6.40	4.80	2.85	1.40						
260 times	30.00	16.50	9.50	6.00	4.50	2.60	1.20						
312 times	28.00	15.40	8.80	5.60	4.20	2.35	1.00						

7. PACKAGE PLANS		1 min		30 sec	
10 spots maximum in any 1 day:		1.10	1.75		
500 spots, each		2.10	1.75		
1,000 spots, each		1.85	1.50		

RICHMOND

Madison County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WEKY

1953



Subscriber to the NAB Radio Code

Media Code 4 218 8460 2.00
Henkin, Inc., McKee Bldg., Main St., Richmond, Ky. 40475. Phone 608-623-1340.

1. PERSONNEL
Exec V-P, Gen'l & Comm'l Mgr.—Ralph W. Gabbard.
Program Director—Don Walker.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights, 1340 kc.
Non-directional.

Operating schedule: 5:30-12:05 am. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KRS.

TIME RATES

Rates effective January 1, 1966.
Rates received October 4, 1965.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
1 ti	5.00	3.75	156 ti	3.25	2.90
13 ti	4.50	3.60	260 ti	3.15	2.80
26 ti	4.00	3.50	312 ti	3.05	2.75
52 ti	3.60	3.25	364 ti	2.90	2.25
104 ti	3.40	3.00			

8. PROGRAM TIME RATES		1/2 hr		1/4 hr		10 min		5 min	
1 ti	60.00	35.00	20.00	15.00	10.50				
13 ti	50.00	33.00	19.00	14.00	10.00				
26 ti	45.00	31.00	17.00	12.00	9.50				
52 ti	43.00	29.00	15.00	10.00	9.00				
104 ti	40.00	27.00	14.00	9.50	8.50				
156 ti	37.50	25.00	13.00	9.00	8.00				
260 ti	35.00	23.00	12.00	8.75	7.50				
312 ti	33.00	20.00	10.00	8.50	7.00				
1000 ti	25.00	15.00	8.50	7.50	6.75				

RUSSELLVILLE

Logan County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WRUS

1953



Media Code 4 218 8550 0.00
South Kentucky Broadcasters, P. O. Box 110, Russellville, Ky. 42726. Phone 502-726-2471; 2472.

1. PERSONNEL
General Manager—W. P. Sosh.
Station Manager—Lon Sosh.
Sales Manager—Don Neagle.

3. FACILITIES
800 w. days; 610 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST. DST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 24b, 25a, 28b.
Contracts: 40a, 44a, 45, 47c.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c.
Prod. Services: 82.
Affiliated with KRS Radio Network.

TIME RATES

ET Rec'd 5/13/66.

6. SPOT ANNOUNCEMENTS		1x		15x		25x		156x		260x	
1 min	3.50	3.00	2.75	2.50	2.25	2.00					
30 seconds	75% of applicable 1-minute rate.										
10 seconds	50% of applicable 1-minute rate.										

WRUS-FM

1965



Media Code 4 218 8551 6.00
South Kentucky Broadcasters, Box 110, Russellville, Ky. 42726. Phone 502-726-2471.

1. PERSONNEL
General Manager—W. P. Sosh.
Station Manager—Lon Sosh.
Sales Manager—Don Neagle.

3. FACILITIES
ERP 100,000 w.; 101.1 mc.
Operating schedule: 5 am-midnight. CST, DST.
Antenna ht.: 513 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time; payable 10th of following month.

5. GENERAL ADVERTISING See Coded Regulations
General: 1b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 24b, 25a, 28b.
Contracts: 40a, 44a, 45, 47c.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c.
Prod. Services: 82.

TIME RATES

No. 6 ET 9/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS		1x		15x		25x		156x		312x	
1 min	3.60	3.25	3.05	2.85	2.60	2.35					
30 sec	2.70	2.60	2.45	2.35	2.25	2.05					

8. PROGRAM TIME RATES

1x		15x		25x		78x		156x		312x	
14 min	12.00	11.25	10.50	9.75	9.00	7.50	6.40				
5 min	6.50	6.25	6.00	5.50	5.25	4.75	4.15				

SCOTTSVILLE

(1 AM; 1 FM)
Allen County—Map Location P-7
See SRDS consumer market map and data at beginning of the State.

WLCK

1957

Media Code 4 218 8640 9.00
State-Line Broadcasting Co., Inc., Box 158, Halcomb-Oliver Bldg., W. Main St., Scottsville, Ky. 42164. Phone 237-3148.

1. PERSONNEL
Pres. & Gen'l Mgr.—Redman L. Turner.
Sta. Sales Mgr. & Prog. Dir.—Joseph P. Hite.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLCK-FM.

4. AGENCY COMMISSION
15% no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14a, 15a, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 25, 28a, 28c, 29b, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c, 51d.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KRS and NAB Radio Networks.

TIME RATES

ET Rec'd 12/29/67.

6. SPOT ANNOUNCEMENTS		1 min		1 min	
1 x	3.55	156 x	2.45		
13 x	3.35	208 x	2.30		
26 x	3.20	280 x	2.10		
39 x	3.00	312 x	1.95		
52 x	2.85	364 x	1.75		

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	35.30	29.40	21.20	11.75	9.40						
13 x	33.50	28.00	20.10	11.15	8.95						
26 x	33.00	26.45	19.05	10.60	8.50						
39 x	32.50	25.00	18.00	10.00	8.00						
52 x	28.25	23.50	16.95	9.45	7.50						
104 x	26.50	22.00	15.85	8.25	7.05						
156 x	24.75	20.00	14.80	8.05	6.80						
208 x	23.00	19.20	13.75	7.65	6.10						
260 x	21.20	17.65	12.70	7.05	5.65						
312 x	19.40	16.40	11.65	6.45	5.15						
364 x	17.65	14.40	10.60	5.90	4.70						

WLCK-FM

1967



Media Code 4 218 8641 7.00
State-Line Broadcasting Co., Inc., Box 158, Halcomb-Oliver Bldg., W. Main St., Scottsville, Ky. 42164. Phone 237-3148.

1. PERSONNEL
Pres. & Gen'l Mgr.—Redman L. Turner.
Asst. & Sales Mgr.—Marvin J. Natus.
Sta. Mgr. & Prog. Dir.—Bobby D. Colvin.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 5:30 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WLCK.</

Somerset—W T L O—Continued

8. PROGRAM TIME RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	36.00	18.00	12.00	9.00
13 times	34.50	17.25	11.50	8.50
25 times	32.25	16.30	10.80	8.10
52 times	30.00	15.00	10.00	7.50
104 times	28.50	14.25	9.40	7.10
156 times	27.00	13.50	9.00	6.80
260 times	24.75	12.25	8.25	6.00
312 times	22.50	11.25	7.50	5.50
364 times	21.00	10.50	7.00	5.10

STANFORD (1 AM; 1 FM)

Lincoln County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

W R S L

1961

Media Code 4 218 9090 6.00
Lincoln-Garrard Broadcasting Co., Inc., Box 237
Stanford, Ky. 40484, Phone 606-365-2126.

- PERSONNEL
Gen'l & Sales Mgr.—Lanier Burchett.
Prog. Dir. & Sta. Mgr.—Cal Smith.
- REPRESENTATIVES
Gene Bolles Company.
Regional—Kentucky Radio Sales—South.
- FACILITIES
5,000 w. days; 1520 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11i, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 25b, 28a, 29a.
Contracts: 40a, 44b, 45, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME

Rates effective
Rates received August 30, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 MINUTE	1 MINUTE	
1 ti	4.50	156 ti	2.60
13 ti	4.25	280 ti	2.40
26 ti	4.00	312 ti	2.25
52 ti	3.50	364 ti	2.00
104 ti	3.00		
20/30 second spots—75% of 1-minute rate.			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	40.00	25.00	15.00	8.00
13 ti	38.00	22.00	14.00	7.50
26 ti	36.00	21.00	13.00	7.00
52 ti	34.00	20.00	12.00	6.75
104 ti	30.00	18.00	11.00	6.50
156 ti	27.00	16.00	10.00	6.00
260 ti	24.00	14.00	9.00	5.50
312 ti	22.00	13.00	8.00	5.00
364 ti	20.00	12.00	7.00	4.50

W R S L-FM

Media Code 4 218 9091 4.00
Lincoln-Garrard Broadcasting Co., Inc., Box 237,
Stanford, Ky. 40484, Phone 606-365-2126.

- PERSONNEL
Gen'l & Sales Mgr.—Lanier Burchett.
Prog. Dir. & Sta. Mgr.—Cal Smith.
- REPRESENTATIVES
Gene Bolles Company.
Regional—Kentucky Radio Sales—South.
- FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 7:00 am-11:00 pm. EST.
Antenna ht.: 85 ft. above average terrain.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11i, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 25b, 28a, 29a.
Contracts: 40a, 44b, 45, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

ER 10/1/66—Rec'd 9/2/66.

6. SPOT ANNOUNCEMENTS
Minimum 10 per wk:

1 min	1.50	30 sec	1.00
1 hr	20	1/4 hr	6
1/2 hr	12		

TOMPKINSVILLE

Monroe County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

W T K Y

1960

Subscriber to the NAB Radio Code
Media Code 4 218 9180 5.00
WMCV, Inc., Box 434, Tompkinsville, Ky. 42167.

- PERSONNEL
President—William C. Clark.
Vice-President—Joe A. Clark.
Station Manager—Marshall Bacon.
- REPRESENTATIVES
Regional Repps Corp.
- FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: sunrise to local sunset. DST.
- AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b.
Contracts: 45.
Comb.; Cont. Discounts: 61a, 62b, 62a.
Cancellation: 73a.
Affiliated with NAB Radio Network.

TIME RATES

Rates effective
Rates received September 29, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	5 min	1 min	30 sec
1 time	43.00	34.40	25.80	17.20	8.40	4.30
13 times	40.85	32.70	24.50	16.35	8.20	4.10
26 times	38.70	30.95	23.25	15.50	7.75	3.90
39 times	36.55	29.25	21.95	14.65	7.30	3.70
52 times	34.40	27.55	20.65	13.75	6.90	3.50
78 times	32.25	25.80	19.35	12.90	6.45	3.30
104 times	30.10	24.10	18.05	12.05	6.05	3.10
156 times	27.95	22.35	16.80	11.20	5.60	2.90
260 times	25.80	20.65	15.50	10.35	5.20	2.70
312 times	23.65	18.95	14.20	9.50	4.75	2.50

VANCEBURG

Lewis County—Map Location E-14
See SRDS consumer market map and data at beginning of the State.

W K K S

1958

Media Code 4 218 9270 4.00
Karl Kegley, 1106 Fairlane, Vanceburg, Ky. 41171.

- PERSONNEL
Gen'l & Com'l Mgr.—Karl Kegley.
Station Manager—Roger Keller.
- REPRESENTATIVES
Continental Radio Sales.
Regional—Kentucky Radio Sales—South.
- FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: sunset to local sunset. EST.
- AGENCY COMMISSION
15% on time only; no cash discount. Bills payable 10th of month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4c.
Rate Protection: 15b, 16.
Basic Rates: 21b, 21c, 22a, 22b, 24a, 25a, 26, 28b, 28c, 30, 31, 33c.
Contracts: 40a, 42a, 44a, 44b, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60h, 61a, 62a, 62b.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NAB Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective June 15, 1958. (Card No. 1.)
Card received July 17, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
52 times	32.00	20.00	12.50	10.50	7.50	3.50
104 times	30.00	18.75	11.75	9.75	7.00	3.25
156 times	28.00	17.50	11.00	9.00	6.50	3.00
208 times	26.00	16.25	10.25	8.25	6.00	2.75
260 times	24.00	15.00	9.50	7.50	5.50	2.50
312 times	22.00	13.75	8.75	6.75	5.00	2.25
365 times	20.00	12.50	8.00	6.00	4.50	2.00

VANCELEVE

Breathitt County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

W M T C

1948

Media Code 4 218 9360 3.00
Kentucky Mountain Holiness Assn., Vanceleve, Ky.
41385, Phone 606-666-5008.

- PERSONNEL
President—Dr. Lela G. McConnell.
General Manager—Wilfred Fisher.
- FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 8:00 a.m. to local sunset. EST.
- AGENCY COMMISSION
15% on time only; bills rendered 1st.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21b, 21d, 24b, 25a, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 72, 73b.
Prod. Services: 82.

TIME RATES

Rates effective January 1, 1949.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	(*)
1 time	40.00	23.25	13.35	10.00	6.70	3.75
13 times	38.00	21.00	12.00	9.00	6.00	3.40
26 times	34.00	19.15	11.35	8.50	5.70	3.00
52 times	32.00	18.65	10.70	8.00	5.35	2.65
104 times	28.00	16.35	9.35	7.00	4.70	2.25
312 times	24.00	14.00	8.00	6.00	4.00	1.90

(*) 1 minute announcement.

WEST LIBERTY

Morgan County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

W L K S

1965

Media Code 4 218 9450 2.00
Morgan County Industries, Inc., 129 College St., West
Liberty, Ky. 41472. Phone 606-743-3146.

- PERSONNEL
President—Dr. C. C. Smith.
Station Manager—Glenn Woodward.
Program Director—Tom Kindell.
- REPRESENTATIVES
Regional Repps Corp., Ohio Stations Representatives
Division.
- FACILITIES
1,000 w. 1460 kc. Non-directional.
Operating schedule: 5 am-11 pm. EST.
- AGENCY COMMISSION
None; bills payable 10th of month.
- GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with Keystone Broadcasting System.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ER 7/1/66—Rec'd 5/25/66.

6. SPOT ANNOUNCEMENTS

1 x	3.00	104 x	2.30
13 x	2.75	156 x	2.20
26 x	2.50	280 x	2.00
52 x	2.25	365 x	1.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	25.00	15.00	8.00	6.00
13 x	38.00	19.00	13.00	7.50	5.75
26 x	32.50	18.50	13.00	7.25	5.50
52 x	30.00	17.00	12.00	7.00	5.25
104 x	29.00	16.50	10.00	6.75	5.00
156 x	28.00	15.50	9.50	6.50	4.75
260 x	26.00	14.00	9.00	6.25	4.50
365 x	25.00	13.00	8.50	6.00	4.00

WHITESBURG (1 AM; 1 FM)

Letcher County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

W T C W

1953

Media Code 4 218 9540 0.00
Folkways Broadcasting Co., Inc., Box 660, Whites-
burg, Ky. 41858. Phone 606-633-2711.

- PERSONNEL
Pres. and Gen'l Mgr.—Don F. Crosthwaite.
Vice President—Thomas M. Crosthwaite.
Commercial Manager—Ann Maggard.
- REPRESENTATIVES
Kentucky Radio Sales—South.
- FACILITIES
5,000 w. days; 920 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION
15/0 time only; 15th of month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: Country Music Network.

TIME RATES

Rates effective February 1, 1963. (Card No. 4.)
Card received March 4, 1963.

6. SPOT ANNOUNCEMENTS

1 ti	6.00	5.50	104 ti	3.90	3.40
13 ti	5.40	4.90	156 ti	3.50	3.00
26 ti	4.80	4.30	312 ti	3.00	2.50
62 ti	4.30	3.80			

125 words will be allowed for a 1-minute commercial.

7. PACKAGE PLANS
WEEKLY PACKAGE PLANS
(within 7 consecutive days)

25 ti	2.40	1.95	76 ti	1.85	1.35
50 ti	2.00	1.50	100 or more	1.50	1.20

8. PROGRAM TIME RATES

1 ti	24.00	20.00	16.00
13 ti	21.60	18.00	14.40
26 ti	20.70	17.00	13.20
52 ti	18.80	16.00	11.20
104 ti	15.36	14.50	10.24
156 ti	13.68	12.50	9.12
312 ti	12.24	11.00	8.16

W T C W-FM

1964

Media Code 4 218 9591 3.00
Folkways Broadcasting Co., Inc., Box 660, Whites-
burg, Ky. 41858. Phone 633-2711.

- PERSONNEL
Pres. & Gen'l & Sta. Mgr.—Donald F. Crosthwaite.
Sales Manager—Homer Spangler.
Program Director—Anna Lee Maggard.
- FACILITIES
ERP 3,000 w.; 103.9 mc.
Operating schedule: 4:00 pm-midnight. EST.
Antenna ht.: 105 ft. above average terrain.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 73b.
Prod. Services: 80, 81, 82.
FM simulcasts with AM 4:00 pm-local sunset; separate programming from local sunset-midnight.

KENTUCKY

TIME RATES

Rates effective
Rates received August 13, 1964.

- SPOT ANNOUNCEMENTS
30-second spots only (any number), per spot 2.90
Commissionable.
- PROGRAM TIME RATES
(8:00 pm-midnight)
1/4 hr blocks of music with only 2 30-second com-
mercials in each 1/4 hr segment.

WILLIAMSBURG

Whitley County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

W E Z J

1959

Media Code 4 218 9630 9.00
Whitley County Broadcasting Co., Inc., 107 S.
Fourth St., Williamsburg, Ky. 40769. Phone 6125.

- PERSONNEL
Pres. & Gen'l Mgr.—Keith Buck.
Sales Manager—Gene Mosley.
Program Director—Helene Cheek.
- FACILITIES
1,000 w. 1440 kc. Non-directional.
Operating schedule: 6 am-6 pm. EST.
- AGENCY COMMISSION
15% time only; 30 days after billing.
- GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3b, 3d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22a, 23a, 25, 26b.
Contracts: 40a, 42a, 43a, 45.
Comb.; Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 70c, 72.
Prod. Services: 82.

NATIONAL AND LOCAL RATES SAME

ER—Rec'd 8/27/67.

LOUISIANA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Columbia—Caldwell Parish
Gretna—Jefferson Parish

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	1,246,100	Iberville	16,800
METRO AREAS		Jefferson	39,100
Alexandria	39,000	Lafayette	25,000
Baton Rouge	84,300	Lincoln	13,700
Lafayette	25,000	Madison	12,500
Lake Charles	36,300	More House	18,500
Monroe	38,300	Natchitoches	17,900
New Orleans	327,900	Orleans	273,400
Shreveport	112,800	Ouachita	38,300
Total Metros	663,600	Pointe Coupee	14,000
PARISHES		Rapides	39,000
Avoyelles	12,500	Richland	12,700
Bossier	16,900	St. Landry	41,200
Caddo	95,900	St. Martin	12,900
Calcasieu	36,300	St. Mary	17,700
De Soto	15,900	St. Tammany	12,400
East Baton Rouge	84,300	Tangipahoa	24,100
Rouge	84,300	Terrebonne	15,300
East Feliciana	12,700	Washington	17,500
Franklin	12,800	Webster	15,900
Iberia	17,900	Total Parishes	983,100

Spanish Population Data

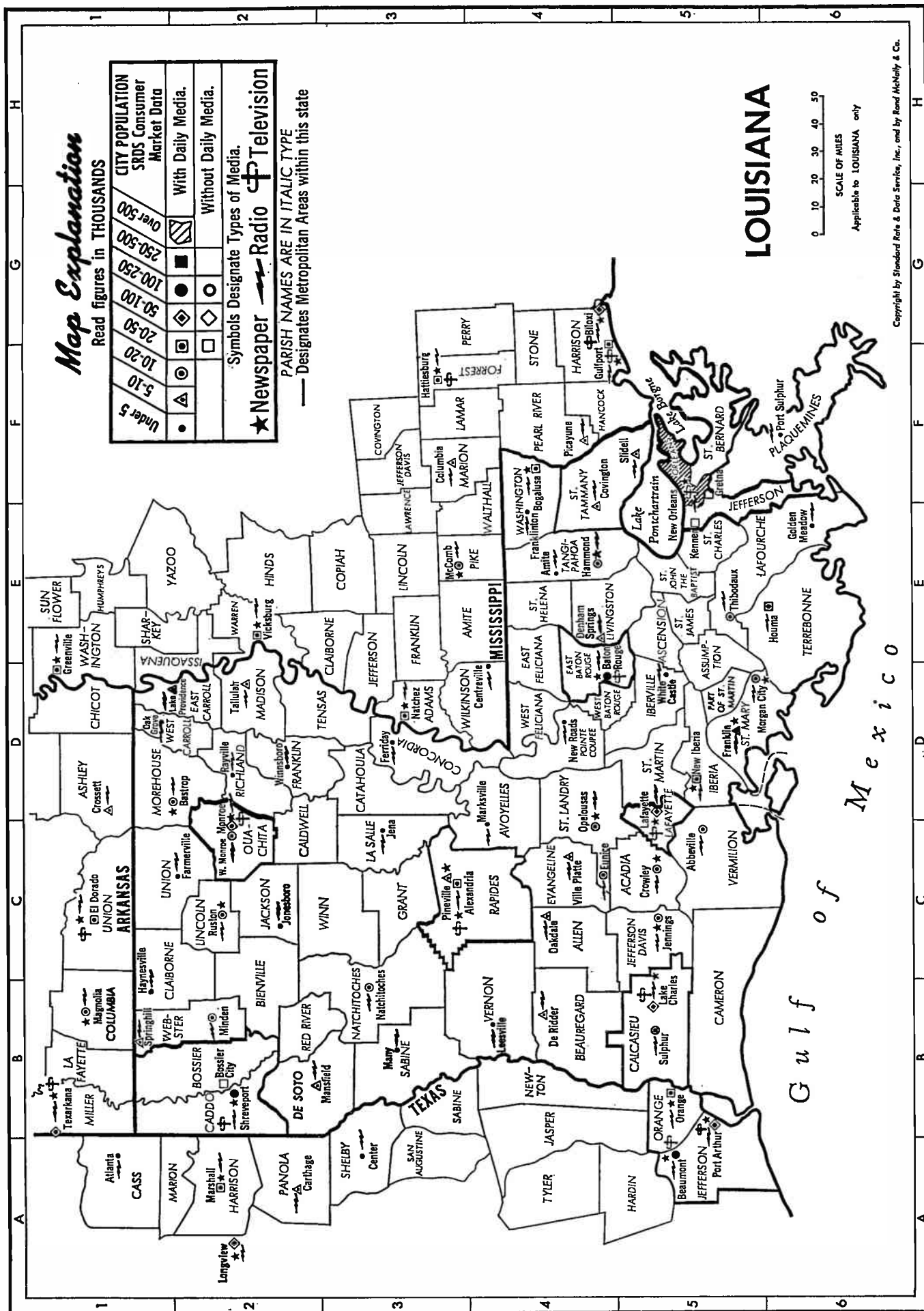
(July 1, 1969)

METRO AREAS		Orleans	26,900
New Orleans	37,600	St. Bernard	1,300
Total Metros	37,600	St. Tammany	1,100
PARISHES		Total Parishes	37,600
Jefferson	8,300		

LOUISIANA

See BRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.



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

State, Parish, City, Metro Area Data

LOUISIANA

CITIES AND PARISHES—This list shows parishes in which cities are located. Cities are first, parishes next.

Alexandria—Rapides Baton Rouge—East Baton Rouge
 Bogalusa—Washington Bossier City—Bossier
 Gretna—Jefferson Houma—Terrebonne
 Kenner—Jefferson Lafayette—Lafayette
 Lake Charles—Calcasieu Monroe—Ouachita
 New Iberia—Iberia New Orleans—Orleans
 Opelousas—St. Landry Shreveport—Caddo

ESTIMATES FOR: STATE PARISH—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			Per Household (\$)	% Distribution to to to to to 3000 5000 8000 10000 15000 4999 7999 9999 14999 19999	Total Retail Sales— Per Household (\$)	By Selected Store Types					General Mde. (\$000)									
			(\$000)				(\$000)	Food (\$000)	Drug (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)								
LOUISIANA STATE TOTALS.....	3,739.4	1,052.19	8,733,289	8,300	17.6 16.4 15.7 19.9 14.8	5,081,082	4,829	1,055,458	180,237	698,404	309,149	266,883	1,055,618	378,682	1,368.15	172.8	783,536			
ACADIA C-5.....	52.7	14.61	98,185	6,720	20.5 17.0 11.5 14.4 10.9	62,949	4,309	11,546	2,320	6,841	2,173	2,728	13,799	4,226	20.21	6.6	36,401			
ALLEN C-4.....	20.7	5.87	38,951	6,636	22.8 14.4 15.9 16.8 8.2	22,617	3,853	5,051	1,008	1,931	1,020	857	6,099	2,579	8.21	1.5	9,734			
ASCENSION E-5.....	32.3	8.51	73,943	8,689	14.5 13.5 13.7 22.9 8.8	38,697	4,547	9,430	1,197	3,732	1,505	1,328	9,086	2,682	11.31	1.2	5,759			
ASSUMPTION D-5.....	18.8	4.79	30,405	6,348	21.7 13.4 13.6 14.8 8.6	13,632	2,846	2,715	674	2,988	1,80	462	2,945	1,597	6.91	.9	11,132			
AVOYELLES D-4.....	37.2	10.67	64,948	6,087	19.4 10.6 11.1 15.1 8.6	33,190	3,111	5,949	1,296	3,592	679	2,369	9,040	1,965	15.50	7.9	17,788			
BEAUREGARD B-4.....	20.0	5.77	40,667	7,048	19.5 16.9 12.0 18.8 10.2	28,524	4,944	5,351	723	2,003	1,083	640	8,053	2,128	8.23	1.5	6,713			
BIENVILLE B-2.....	14.3	4.16	34,420	8,274	19.6 12.1 11.5 16.5 12.3	11,105	2,669	3,392	412	1,392	591	251	2,312	1,268	6.65	1.5	4,654			
BOSSIER B-2f.....	69.0	18.85	144,983	7,691	20.6 19.9 15.7 19.7 10.7	66,784	3,543	10,349	2,074	7,420	2,606	1,730	18,159	7,917	22.95	1.8	14,907			
Bossier City.....	48.4	14.13	84,264	5,963	50,173	3,551	6,807	1,534	5,876	1,932	1,425	15,123	6,475			
CADDO B-2.....	259.8	79.89	694,366	8,692	15.7 16.5 15.3 21.4 18.0	440,925	5,519	89,262	15,238	58,206	38,262	31,097	95,606	29,748	98.96	3.3	25,810			
Shreveport ²	184.9	57.86	555,097	9,594	409,227	7,073	74,780	14,612	57,016	38,027	30,097	95,529	27,570			
Shreveport Metro Area.....	328.8	98.74	839,349	8,501	16.7 17.5 15.3 21.0 16.4	507,709	5,142	99,611	17,312	65,626	40,868	32,827	113,765	37,665	121.91			
CALCASIEU B-5.....	181.2	49.86	401,191	8,046	17.4 15.9 17.9 26.4 13.9	214,466	4,301	46,197	8,133	29,117	11,065	9,301	47,425	19,258	63.63	1.5	25,385			
Lake Charles.....	80.1	23.12	196,124	8,483	148,049	6,404	27,974	5,655	25,718	8,904	7,530	37,300	8,887			
Lake Charles Metro Area.....	181.2	49.86	401,191	8,046	17.4 15.9 17.9 26.4 13.9	214,466	4,301	46,197	8,133	29,117	11,065	9,301	47,425	19,258	63.63	1.5	25,385			
CALDWELL C-2.....	7.4	2.09	17,040	8,153	20.3 11.5 9.6 18.3 12.2	7,927	3,793	1,952	410	166	672	74	2,125	995	2.72	1.7	4,663			
CAMERON B-5.....	7.1	1.96	18,037	9,203	18.8 17.5 16.2 22.9 14.4	5,491	2,802	1,446	114	50	61	253	789	958	2.77	.5	8,988			
CATAHOULA D-3.....	9.9	2.73	19,665	7,203	20.4 11.6 9.2 17.0 10.2	11,485	4,207	2,679	399	594	407	324	1,126	1,483	4.60	2.7	6,948			
CLAIBORNE C-2.....	15.1	4.59	44,004	9,587	16.3 9.2 11.9 22.7 16.7	18,221	3,970	4,382	872	1,203	1,261	238	6,483	1,744	7.77	2.2	5,335			
CONCORDIA D-3.....	26.0	7.07	37,257	5,200	20.6 14.8 15.3 15.7 6.0	23,638	3,343	5,914	756	1,224	1,387	582	5,856	2,548	8.91	2.6	8,648			
DE SOTO B-2.....	24.5	6.97	39,882	5,722	21.4 15.1 12.7 13.0 6.4	20,887	2,997	4,687	627	2,032	1,424	682	6,140	1,614	9.80	2.7	11,583			
EAST BATON																				
ROUGE D-4.....	285.0	78.05	771,972	9,891	12.8 16.7 16.2 24.5 22.1	497,651	6,376	99,164	15,235	95,731	22,925	25,130	111,163	38,665	98.26	1.3	6,580			
Baton Rouge.....	176.7	51.08	555,621	10,877	444,208	8,696	84,957	12,450	92,481	22,153	24,572	103,902	29,865			
Baton Rouge Metro Area.....	285.0	78.05	771,972	9,891	12.8 16.7 16.2 24.5 22.1	497,651	6,376	99,164	15,235	95,731	22,925	25,130	111,163	38,665	98.26	1.3	6,580			
EAST CARROLL D-2.....	13.4	3.53	24,853	7,041	16.2 10.8 9.6 13.8 11.4	16,307	4,620	3,301	535	660	664	460	2,219	1,006	5.77	3.9	31,478			
EAST FELICIANA E-4.....	21.0	3.81	23,210	6,092	20.6 13.8 12.8 13.2 7.9	7,143	1,875	2,072	114	394	161	296	561	1,044	5.47	1.5	5,794			
EVANGELINE C-4.....	32.8	9.40	50,917	5,417	20.8 11.3 11.2 13.6 7.1	29,467	3,135	4,811	888	3,457	769	1,679	7,469	2,227	13.41	6.4	24,886			
FRANKLIN D-2.....	24.5	6.38	40,373	6,328	19.5 10.8 11.9 13.8 8.2	31,778	4,981	5,388	1,239	1,064	1,874	989	5,591	2,832	9.77	8.6	23,597			
GRANT C-3.....	12.8	3.79	22,241	5,868	23.2 11.8 18.2 12.1 4.1	5,827	1,537	1,008	156	1,029	41	48	1,982	789	5.58	.9	5,561			
IBERIA D-5f.....	60.8	16.35	127,100	7,774	19.3 18.9 15.7 19.3 13.4	72,563	4,438	14,667	2,199	6,653	5,354	5,291	17,246	6,245	21.36	2.1	16,050			
New Iberia.....	36.9	10.23	73,517	7,186	56,453	5,518	11,730	1,507	4,891	5,171	4,381	13,571	4,307			
IBERVILLE D-5.....	32.5	8.49	60,719	7,152	17.6 16.9 12.2 17.2 12.4	34,078	4,014	9,135	1,086	2,296	688	2,106	11,736	2,252	12.34	.9	8,056			
JACKSON C-2.....	16.0	4.79	33,606	7,016	19.8 15.7 17.3 17.6 8.0	17,150	3,580	3,882	674	936	920	1,381	4,333	1,932	6.49	.5	2,540			
JEFFERSON E-5.....	292.7	80.91	789,246	9,755	13.4 16.3 20.4 26.2 20.1	450,549	5,569	133,499	14,702	65,911	22,879	22,212	75,384	31,658	90.51	.3	1,377			
Gretna.....	29.4	8.29	67,481	8,140	69,324	8,362	8,250	1,451	10,722	6,601	5,350	28,778	2,816			
Kenner.....	30.0	7.96	48,320	6,070	12,288	1,544	4,981	77	350	311	646	400	1,666			
JEFFERSON DAVIS C-5.....	32.7	9.09	69,931	7,693	18.5 18.3 13.0 18.5 13.5	43,885	4,608	7,286	1,560	1,942	1,551	1,447	12,094	2,543	12.44	2.7	33,255			
LAFAYETTE C-5.....	103.2	27.67	251,795	9,100	16.2 15.2 15.4 21.5 18.7	169,453	6,124	24,585	5,209	24,223	14,201	9,692	39,265	15,682	34.00	6.4	16,331			
Lafayette.....	70.0	20.49	142,393	6,949	152,896	7,462	20,297	4,367	24,927	14,524	9,635	40,566	11,045			
Lafayette Metro Area.....	103.2	27.67	251,795	9,100	16.2 15.2 15.4 21.5 18.7	169,453	6,124	24,585	5,209	24,223	14,201	9,692	39,265	15,682	34.00	6.4	16,331			
LA FOURCHE E-6.....	66.4	17.29	136,261	7,881	21.3 18.5 17.4 18.6 11.6	86,107	4,980	19,155	2,456	6,183	5,304	4,209	18,855	6,305	21.31	2.7	13,766			
LA SALLE C-2.....	13.1	4.04	25,557	6,326	22.5 17.2 15.9 16.4 7.8	13,359	3,707	3,091	616	1,053	737	378	4,275	1,692	5.73	.6	1,421			
LINCOLN C-3.....	31.0	7.91	68,370	8,643	19.8 15.1 14.0 17.4 12.7	34,884	4,410	6,582	1,193	2,313	3,021	1,621	9,675	3,421	10.87	1.1	6,485			
LIVINGSTON E-4.....	32.7	8.82	58,012	6,577	19.7 15.9 17.1 18.8 8.0	23,310	2,643	4,923	753	873	844	337	6,365	2,598	10.84	2.1	6,622			
MADISON D-4.....	16.0	4.49	25,747	5,734	19.6 10.3 12.5 9.9 5.9	19,323	4,304	3,681	710	1,578	765	559	4,629	1,483	6.88	3.1	18,923			
MOREHOUSE D-1.....	36.2	9.43	66,944	6,810	18.5 16.6 12.0 17.2 10.0	33,880	3,447	7,563	1,363	3,735	1,305	1,454	7,711	2,660	13.55	5.1	22,756			
NATCHITOCHES B-3.....	35.2	9.80	68,840	7,323	17.4 10.9 11.2 16.7 12.1	32,809	3,490	7,771	1,183	3,992	1,727	552	4,528	3,204	13.80	4.8	19,242			
ORLEANS F-5f.....	681.5	212.69	2,100,802	9,877	16.7 16.0 16.8 20.9 20.1	1,200,482	5,644	215,955	52,215	211,155	95,938	71,198	207,585	60,806	282.23	2,127			
New Orleans.....	681.5	212.69	2,100,802	9,877	1,200,482	5,644	215,955	52,215	211,155	95,938	71,198	207,585	60,806			
New Orleans Metro Area.....	1,082.0	322.53	3,061,977	9,494	16.4 17.1 17.8 21.4 18.6	1,753,445	5,437	382,701	71,237	284,622	121,550	95,133	300,120	102,385	402.92			
OUACHITA C-2.....	124.0	36.21	265,112	7																

LOUISIANA

ABBEVILLE

Vermilion Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KROF

1948



Subscriber to the NAB Radio Code
Media Code 4 219 0105 9.00
Abbeville Broadcasting Service, Inc., Box 610, Abbeville, La. 70510. Phone 318-893-2531.

STATION'S PROGRAMMING DESCRIPTION
KROF: Programmed for adults and general interest. NEWS: 5 min national, state, local and sports at 20 min before hour and at 7:20 am, 12:20 pm & 5:20 pm. Weather: at 3:21 and 4:49 after hour. Weather will be incorporated in 30 after hour news. MUSIC: country, western and French, 6-7 am. Current hits, standards, pop rock, country and western, 7 am sign-off. Air personality handle all segments. Community policy: emphasis on community coverage of fairs, parades, fishing rodeos, store openings, shopping center sales, audience participation contests. Contact Representative for further details. Rec'd 6/23/69.

- PERSONNEL**
General Manager—Kirby A. Boudreaux.
Program Director—Joe Martin.
- REPRESENTATIVES**
Mario Messina Company.
- FACILITIES**
1,000 w.; 960 kc. days. Nondirectional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 24c, 25a.
Contracts: 40a, 44b, 45, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 80, 82.

NATIONAL AND LOCAL RATES SAME

No. 4 ET 7/1/69—Rec'd 8/23/69.

7. PACKAGE PLANS

PER WK:	1 hr	15 min	20 min	30 sec	10 sec
1 min	4.00	4.80	4.80	4.40	4.20
30 sec	5.00	3.85	3.70	3.65	3.40
10 sec	3.10	3.00	2.90	2.80	2.60

13 WEEKS

1 min	4.00	4.80	4.40	4.20	4.00
30 sec	3.85	3.70	3.55	3.40	3.10
10 sec	3.00	2.90	2.80	2.70	2.60

26 WEEKS

1 min	4.00	4.40	4.20	4.00	3.80
30 sec	3.70	3.55	3.40	3.25	2.95
10 sec	2.90	2.80	2.70	2.60	2.40

39-52 WEEKS

1 min	4.40	4.20	4.00	3.80	3.40
30 sec	3.55	3.40	3.25	3.10	2.80
10 sec	2.80	2.70	2.60	2.50	2.30

ALEXANDRIA (3 AM; 1 FM)

Rapides Parish—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KALB

1935

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 219 0210 7.00
Alexandria Broadcasting Company, Inc., Box 471, 601 Washington St., Alexandria, La. 71301. Phone 318-443-2543. TWX 318-445-5308.

- PERSONNEL**
General Manager—Bruce Rainey.
Station Manager—Donald L. Holcombe.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 580 kc. Directional—night only.
Operating schedule: 4 am-midnight daily. CST.
- AGENCY COMMISSION**
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 12c, 13c, 14a, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES

No. 10 ET 2/1/67—Rec'd 2/1/67.

AAA—Mon thru Sat 5:30-10 am, noon-1 pm & 4-7 pm.
AA—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	15 MINUTE	30 SEC	10 SEC
1x	5.2x	156x	312x
AAA	12.00	11.00	10.00
AA	11.00	10.00	9.00
A	9.00	8.00	7.00
20/30 sec:	80% of 1 min.	ID's:	50% of 1 min.

7. PACKAGE PLANS

SATURATION PACKAGES

1 MINUTE

PER WK EA:	12 hr	18 hr	24 hr	36 hr
AAA	9.50	9.00	8.50	8.00
AA	8.50	8.00	7.50	7.00
A	6.50	6.00	5.50	5.00

May be cross-combined to earn numerical frequency. Not subject to retro-active discounts.

TOTAL AUDIENCE PLAN

1 MIN PER WK:

12 hr (4AAA, 4AA, 4A)	92
18 hr (6AAA, 6AA, 6A)	129
24 hr (8AAA, 8AA, 8A)	160
36 hr (12AAA, 12AA, 12A)	222

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

8. PROGRAM TIME RATES

A—Mon thru Sat 6:30-9 am; noon-1 pm & 4-7 pm; Sun all day.
B—5-6:30 am, 9 am-noon, 1-4 pm & 7 pm-midnight.
1 HR: 1x 26x 52x 104x 156x 312x 500x
A—100.00 95.00 90.00 85.00 80.00 75.00 70.00
B—50.00 47.50 45.00 42.50 40.00 37.50 35.00
1/2 hr: 60% of hour. 10 min: 32.5% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

AM/FM COMBINATION

No. 2 ET 7/1/69—Rec'd 8/23/69.

AAA—Mon thru Sat 6-11 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-7 pm.
A—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS	AAA	AA	A
1 min	18.00	15.00	12.00
30 sec	14.00	12.00	10.00
10 sec	9.00	8.50	8.00

CLASS AA

1 min	16.00	15.00	14.00
30 sec	12.00	11.20	10.40
10 sec	8.00	7.50	7.00

CLASS A

1 min	14.00	13.00	12.00
30 sec	11.20	10.40	9.60
10 sec	7.00	6.50	6.00

7. PACKAGE PLANS

SATURATION PACKAGES

CLASS AAA

1 min	15 min	30 sec	10 sec
1 min	15.00	14.00	13.00
30 sec	12.00	11.20	10.40
10 sec	7.50	7.00	6.50

CLASS AA

1 min	13.00	12.00	11.00
30 sec	10.40	9.60	8.80
10 sec	7.00	6.50	6.00

CLASS A

1 min	11.00	10.00	9.00
30 sec	8.80	8.00	7.20
10 sec	5.50	5.00	4.50

Not combinable to earn frequency discounts. May be cross-combined to earn numerical frequency. Multi-products are not subject to retroactive discounts.

TOTAL AUDIENCE PLAN

PER WK: 1 min 30 sec 10 sec

12 hr (4AAA, 4AA, 4A)	144.00	115.20	72.00
18 hr (6AAA, 6AA, 6A)	198.00	158.40	99.00
24 hr (8AAA, 8AA, 8A)	240.00	192.00	120.00
36 hr (12AAA, 12AA, 12A)	324.00	259.20	162.00

KALB-FM

1947

Subscriber to the NAB Radio Code
Media Code 4 219 0211 5.00
Alexandria Broadcasting Co., Box 471, 6th & Washington St., Alexandria, La. 71301. Phone 318-443-2543.

- PERSONNEL**
General Manager—Bruce Rainey.
Station Manager—Donald L. Holcombe.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
ERP 100,000 w.; 96.9 mc. Stereo.
Operating schedule: 8 am-midnight daily. CTS.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 12c, 13c, 14a, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Sold in combination with KALB. See that listing for rates.

NATIONAL AND LOCAL RATES SAME

No. 2 ET 2/19/66—Rec'd 9/28/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE	15 MINUTE	30 SEC	10 SEC
1x	5.00	3.85	3.10
26x	4.70	3.55	2.85
52x	4.45	3.25	2.60

Spots and programs may not be combined to earn larger discounts.

7. PACKAGE PLANS

(TOS—20 OR MORE PER WEEK)

1 min. ea.	3.60	30 sec. ea.	2.40
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	55	50	45	40
1/2 hr	27	24	21	18

10. SPECIAL FEATURES
Newcasts: Billed at time cost plus 10% newswire service charge.

KDBS

1953

American Contemporary Ntwk

Subscriber to the NAB Radio Code
Media Code 4 219 0525 8.00
KDBS, Inc., Box 591, 1515 Jackson St., Alexandria, La. 71302. Phone 318-443-7454.

- PERSONNEL**
General Manager—Irring Ward-Stelman.

2. REPRESENTATIVES

- Mario Messina Company.
Southeast—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w.; 1410 kc. days. Nondirectional.
Operating schedule: 5:00 a.m. to local sunset. CST.
 - AGENCY COMMISSION**
15/10 time only; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 25a, 26, 28c, 29b, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46.
Comb.: Cont. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 4 ET 6/1/69—Rec'd 8/5/69.

A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS	A	B	20/30 sec	10 sec
1x	10.00	9.00	8.00	7.20
52x	9.50	8.50	7.50	6.85
104x	9.00	8.10	7.20	6.50
156x	8.50	7.65	6.80	6.10
260x	8.00	7.20	6.40	5.75
312x	7.50	6.75	6.00	5.40
500x	7.00	6.30	5.60	5.05

- PERSONNEL**
General Manager—George C. Shurden.
Program Director—Jesse A. James, Jr.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Southeast & Southwest—C. K. Beaver & Associates, Inc.
- FACILITIES**
250 w. days; 730 kc. Clear channel. Non-directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Southeastern Key Market Network.

KSYL

1943

Subscriber to the NAB Radio Code
Media Code 4 219 0420 2.00
KSYL, Inc., Box 93, 3419 England Air Base Dr., Alexandria, La. 71302. Phone 318-445-6611.

STATION'S PROGRAMMING DESCRIPTION
KSYL: Programmed for adults and young adults. FARM: 5-6:30 am, 3 men, interviews, agriculture experts, market and news reports, country music. News and information: 6:30-8:15 am weather, editorials, sports, news network and local ENTERTAINMENT: 8:15 am-12M middle-of-the-road music, telephone swap shop, news, weather, sports, air personalities, traffic, interviews. NEWS: 3 man department, 5 mobile units. Network news on hour, local news at :15 & :45. SPORTS: sports director, major league network baseball, college and high school football and basketball. Reports at :25. Weekends: network, middle-of-the-road music, news, sports, weather and information. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**
General Manager—Sylvan Fox.
- REPRESENTATIVES**
J. Masala & Co., Inc.
- FACILITIES**
1,000 w.; 970 kc. Directional—night only.
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION**
15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective July 1, 1964.
Rates received May 20, 1965.

6. SPOT ANNOUNCEMENTS

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	7.50	5.50	4.00	3.00
26 hr	7.00	5.25	3.75	2.85
52 hr	6.50	5.00	3.50	2.65

Before 6:00 am and after 8:00 pm—less 25% of above rates.

7. PACKAGE PLANS

PER WK: Earned frequency less—10% 15% 20%

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	75.00	50.00	35.00	25.00
26 hr	72.50	47.50	33.00	23.00
52 hr	70.00	45.00	31.00	22.00
104 hr	67.50	42.50	29.00	20.50
156 hr	65.00	40.00	27.00	19.00
312 hr	62.50	37.50	25.00	17.50

Before 6:00 am and after 8:00 pm—less 25% of above rates.

AMITE

Tangipahoa Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WABL

1955

Media Code 4 219 0525 8.00
Amite Broadcasting Company, P. O. Box 611, 118 N.E. Railroad Ave., Amite, La. 70422. Phone 8385.

- PERSONNEL**
Sta. & Com'l Mgr.—C. W. Fitz.
- FACILITIES**
500 w.; 1570 kc. days. Nondirectional.
Operating schedule: sunrise to local sunset. CST.
- AGENCY COMMISSION**
15/10 time only; 10 days.
- GENERAL RATE POLICY**
TIME RATES
Rates effective December 4, 1955. (Card No. 2.)
Card received January 13, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min	1 min
1 time	60.00	32.00	16.00	8.00
13 times	57.00	30.40	15.30	7.60
26 times	54.00	28.80	14.40	7.30
52 times	51.00	27.20	13.60	6.90
150 times	48.00	25.60	12.80	6.40
300 times	45.00	24.00	12.00	6.00

BASTROP (2 AM)

Morehouse Parish—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTRY

1948

Media Code 4 219 0630 6.00
George C. Shurden, Tommy B. Trotter, Dewayne K. Kibeth, Jesse A. James, Jr., dba Modern Communications, Box 1076, 112 S. Vine St., Bastrop, La. 71220. Phone 338-281-3658.

STATION'S PROGRAMMING DESCRIPTION
KTRY: Variety programming. Middle-of-the-road, top 40 music. Negro 15 hours weekly. News on hour with complete local area coverage. Want ads, farm programs, bulletin boards, school menus, remote broadcasts, country and western music 30 hours weekly. Contact Representative for further details. Rec'd 6/30/69.

- PERSONNEL**
General Manager—George C. Shurden.
Program Director—Jesse A. James, Jr.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Southeast & Southwest—C. K. Beaver & Associates, Inc.
- FACILITIES**
250 w. days; 730 kc. Clear channel. Non-directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a

WLUX
1963

Media Code 4 219 1260 1.00
Capital Cities Communications, Box 1186, Baton Rouge, La. 70821. Phone 504-356-4511.

- PERSONNEL
President—Robert Watson.
General Manager—George Jaspert.
Program Director—Bill Carrigan.
- REPRESENTATIVES
Messer Radio, Inc.
Southern—G. K. Beaver & Associates, Inc.
- FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 25a, 27, 28b, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
Rates effective July 1, 1963.
Rates received June 15, 1963.

6. SPOT ANNOUNCEMENTS

20/30	1 min	sec	1 min	sec
1 ti	10.00	6.00	104 ti	7.50
26 ti	9.50	5.70	260 ti	6.50
52 ti	8.50	5.10		

Less than 50 ti _____ 10 SECONDS
50-99 ti _____ 2.00
100 or more ti _____ 1.75

7. PACKAGE PLANS
Class A—6:00-9:00 am and 4:00-6:00 pm Mon thru Fri.
Class B—9:00 am-4:00 pm Mon thru Fri.

PER WK, EA:	CLASS A		CLASS B	
	1 wk	(*)	1 wk	(*)
5 Plan	8.50	8.00	5.10	4.80
10 Plan	7.50	7.00	4.50	4.20
15 Plan	7.00	6.50	4.20	3.90
20 Plan	6.50	6.00	3.90	3.60
25 Plan	6.00	5.50	3.60	3.30

(*) 13 weeks or more.
All announcements can be combined for weekly plan purposes. Announcements of 20 seconds or more are combinable for frequency purposes. 10-second announcements must earn their own frequency discounts.

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min

1 ti	45.00	30.00	18.00
26 ti	40.00	27.00	16.00
52 ti	38.00	25.00	15.00
104 ti	35.00	24.00	14.00
260 ti	33.00	22.00	13.00

WQXY (FM)
1966

Media Code 4 219 1865 8.00
Sound Dimensions, Inc., Box 925, 1737 Wooddale Blvd., Baton Rouge, La. 70806. Phone 504-926-7950.

STATION'S PROGRAMMING DESCRIPTION
WQXY (FM): Programmed for adults, particularly 20-40 age group.
MUSIC: Light classic, standard pops, jazz showtunes, folk. Local news 6:30 am, 7 am, 7:30 am, 8 am, 12:20 pm, 5:30 pm. Network news 7:55 am, noon, 15 min, 5:30 pm and 15 min past hour 10:15 am-10:15 pm. Guaranteed single spotting to all advertisers with maximum content per hour of 12 minutes. Contact Representative for further details. Rec'd 5/27/68.

- PERSONNEL
Pres., Gen'l Mgr. & Dir. of Sales—Charles K. Winstanley.
Director of Programming—Brian Wilson.
- REPRESENTATIVES
Midwest—Quality Media Incorporated.
- FACILITIES
ERP 10,000 w.; 100.7 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna Height: 495 ft. above average terrain.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 26, 28a.
Contracts: 40a, 41, 42b, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
No. 1 ET 8/10/66—Rec'd 11/21/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec
1 x	6.00 4.00 312 x
52 x	5.75 3.85 520 x
104 x	5.50 3.60 1000 x
260 x	5.25 3.45

7. PACKAGE PLANS
PER WK: 1 min 30 sec 1 min 30 sec
5 ti 5.25 3.45 15 ti 4.75 3.15
10 ti 5.00 3.30 22 ti 4.50 3.00

8. PROGRAM TIME RATES
1x 52x 104x 156x 260x
1 hr 40.00 38.00 36.00 34.00 32.00
1/2 hr 30.00 28.00 26.00 24.00 22.00
1/4 hr 20.00 18.00 16.00 14.00 12.00
5 min 8.00 7.50 7.00 6.50 6.00

(Baton Rouge continued on next page)

Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective April 1, 1964.
Rates received April 17, 1964.

Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class A—9:00 am-4:00 pm Mon thru Sat.
Class B—7:00 pm-midnight Mon thru Sat; all day Sun.
Class C—After midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA		CLASS A		CLASS B	
	ea	tot	ea	tot	ea	tot
Fixed position	25.00					
Less than 6 ti						
6 ti	22.00		18.00		14.00	
6 ti	18.00	108.00	14.00	84.00	10.00	60.00
12 ti	16.00	192.00	12.00	144.00	8.00	96.00
18 ti	14.00	252.00	10.00	180.00	7.00	126.00
24 ti	12.00	288.00	9.00	216.00	6.00	144.00
36 ti	10.00	360.00	7.00	252.00	5.00	180.00

CLASS C
ID's—50% of applicable 1-minute rate.
30-seconds—50% of 1-minute rate.
All announcements may be combined for maximum frequency.

7. PACKAGE PLANS
SMART BUY PLAN
Plan A

24 announcements weekly, each 9.00 _____ 216.00
12 announcements Mon thru Fri, 6:00-9:00 am and 4:00-7:00 pm.
12 announcements Sat and Sun, time period to be chosen by advertiser.

Plan B
36 announcements weekly, each 6.90 _____ 248.00
20 announcements Mon thru Fri, 6:00-9:00 am and 4:00-7:00 pm.
16 announcements Sat and Sun, time periods at advertiser's choice or Mon thru Sat, 9:00 am-4:00 pm.

HAPPY WEEK-END PLAN
12 or more announcements scheduled on Sat and Sun earn the Class B rates.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min

1 ti	60.00	42.00	35.00	28.00
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10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	CLASS AA		CLASS A		CLASS B	
	Less than 6 ti		35.00	30.00	24.00	
6 ti		33.00	29.00	22.00		
12 ti		30.00	26.00	17.00		
18 ti		25.00	21.00	14.00		
24 ti		19.00	15.00	12.00		

FIRST
#1 Baton Rouge Adults
PULSE Every Time Period 6 A.M. to 12 Mid.
MAY 1968 — Avg. 1/4-hr. audiences
HOOPER Every Time Period 7 A.M.-6 P.M.
FEB.-APR. 1967
ARB 4 County Circulation Study
Total Adults APR./MAY 1968
18+
WLCS
1000 W BATO ROUGE 910 KC
Represented by Jack Masla Co.

Baton Rouge—WAIL—Continued

- AGENCY COMMISSION
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations
Basic Rates: 26.

TIME RATES
ET 8/1/69—Rec'd 7/17/68.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	512x
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

PER WK, EA:	1-MINUTE SATURATION		1-MINUTE SATURATION	
	12 ti	18 ti	24 ti	30 ti
1 wk	8.00	7.50	7.00	6.50
5 wk	7.75	7.25	6.75	6.25
13 wk	7.50	7.00	6.50	6.00
27 wk	7.25	6.75	6.25	5.75
41 wk	7.00	6.50	6.00	5.50

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min

1 hr	38	28	15
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WIBR
1948

McGavren-Guild
pgw radio, inc.

Subscriber to the NAB Radio Code
Media Code 4 219 0945 8.00
Community Broadcasting Co., Inc., Box 1226, 800 N. Neches, Baton Rouge, La. 70821. Phone 504-348-8716.

STATION'S PROGRAMMING DESCRIPTION
WIBR: Programmed for adults. AIR PERSONALITIES handle all segments. MIDDAY: middle-of-the-road. NEWS: 5 min local at 8:55, network at 9:30. Farm, local, national news 5:15-6:35 am. Entertainment 6:35-9:55 am featuring air personalities, audience participation quiz, comedy clips, 9:55-10:05 am swap shop, 10:05 am-noon middle-of-the-road music, audience participation quiz, 10:15 min news at noon, 12:15-2:45 pm middle-of-the-road music, air personality, audience participation. 5:45-5:50 pm sports show, 6-6:15 pm network commentator, 6:15-7 pm standard pop music, 7-8 pm telephone conversation program with air personality using open telephone lines, 9 pm-1 am middle-of-the-road and folk music. Weekends: baseball, high school and college football nights only. Contact Representative for further details. Rec'd 3/31/69.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert Earle.
Assistant Manager—Scott Erwin.
Sales Manager—Rand Webster.
- REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.
- FACILITIES
1,000 w.; 1300 kc. Directional—separate patterns day and night.
Operating schedule: 5:00-1:00 am. CST.
- AGENCY COMMISSION
15% on bill only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 28b, 29b, 30, 31.
Contracts: 40a, 41, 44a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60d, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES
ET 1/1/67—Rec'd 12/22/66.

7. PACKAGE PLANS
AA—5-9 am & 4-7 pm.
A—All other times.

PER WK:	AA		A	
	1 min 30 sec	10 sec	1 min 30 sec	10 sec
1 ti	11.00	8.25	5.50	9.00
6 ti	10.00	7.50	5.00	8.00
12 ti	9.00	6.75	4.50	7.00
18 ti	8.00	6.00	4.00	6.00
24+	7.00	5.25	3.50	5.00

8. PROGRAM TIME RATES
1/4 hr 80 5 min 18
26 wk contract 15% 52 wk contract 10%

10. SPECIAL FEATURES
News Service—10% extra.

WJBO
1934

NBC Radio Network

JOHN C. BUTLER & COMPANY, INC.

Subscriber to the NAB Radio Code
Media Code 4 219 1050 6.00
Baton Rouge Broadcasting Company, Inc., P. O. Box 496, 444 Florida St., Baton Rouge, La. 70821.
Dickens 2-5271. TWX BR 78.

STATION'S PROGRAMMING DESCRIPTION
WJBO: Programmed for adults and young adults. Heavy emphasis on community involvement. MUSIC: middle-of-the-road, some current hits. AIR PERSONALITIES handle all music segments, use telephone for call-ins. NEWS: network on hour, local news follows. Network features at 3:30, 15 min local news at 7:45 am & 12:05 pm. 2 hour program, 4:30-6:30 pm, includes network, local news features, weather, sports, syndicated shows. SPORTS: pro football, major league baseball, live play-by-play coverage of college football and basketball and high school sports. COMMERCIAL POLICY: air person-

alities available for remotes. Contact Representative for further details. Rec'd 8/14/67.

- PERSONNEL
President—Douglas L. Manship.
Station Manager—Roger S. Davison.
Program Director—Lee Allen.
- REPRESENTATIVES
John C. Butler & Company, Inc.
- FACILITIES
5,000 w.; 1150 kc. Directional—same pattern all hours.
Operating schedule: 5:00-12:05 am weekdays; 6:00-12:05 am Sun. CST.
- AGENCY COMMISSION
15/0 net time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60e, 61c, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.

TIME RATES
ET 6/1/67—Rec'd 5/1/67.

AA—Mon thru Sat 5:00-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 min	CLASS AA		CLASS A		CLASS B	
	ix	52x	104x	260x	512x	1000x
1 min	15.00	14.00	13.00	12.00	11.00	10.00
20/30 sec	11.25	10.50	9.75	9.00	8.25	7.50

CLASS A
1 min 13.00 12.00 11.00 10.00 9.00 8.00 7.00
20/30 sec 9.00 8.25 7.50 6.75 6.00 5.25
ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	CLASS AA		CLASS A		CLASS B	
	6 ti	12 ti	18 ti	24 ti	30 ti	
1 min	12.00	11.00	10.00	9.50	9.00	
20/30 sec	9.00	8.25	7.50	7.15	6.75	

CLASS A
1 min 10.00 9.00 8.00 7.50 7.00 7.00
20/30 sec 7.50 6.75 6.00 5.65 5.25
ID's: 50% of 1-min.
All spots are combinable.

8. PROGRAM TIME RATES
1x 52x 104x 156x 260x
5 min 20 19 18 17 15

WJBO-FM
1941

RAB NIAFMB

Media Code 4 219 1051 4.00
Baton Rouge Broadcasting Co., Inc., Box 496, 444 Florida St., Baton Rouge, La. 70821. Phone 504-342-5271.

STATION'S PROGRAMMING DESCRIPTION
WJBO-FM: Programmed for adults. Music 95%. NEWS 5%: M-F 7 network newscasts, local news 12:05 pm, 5:45 pm, 10 min and 15 min. MUSIC: general popular music 5 am-12M. Programs include 6-7 pm jazz-oriented, popular, mainstream, standards, 8-10 pm classical. Sat: 5 network newscasts, general popular music 5 am-12M. Programs: noon-1 pm dixieland, military bands, 1-3 pm classical, 7-8 pm classical, 8-10 pm jazz-oriented, popular. Sun: general popular music 6 am-12M. Special programs: 10-11 am classical, 6-7 pm authentic, contemporary folk, 9-10 pm classical. CONTINUITY POLICY: all commercials recorded. Contact Representative for further details. Rec'd 7/17/67.

- PERSONNEL
President—Douglas L. Manship.
General Manager—Roger S. Davison.
Program Director—Lee Allen.
- REPRESENTATIVES
John C. Butler & Company, Inc.
- FACILITIES
ERP 2,100 w.; 102.5 mc. Stereo.
Operating schedule: 5 am-midnight. Mon thru Sat. 6 am-midnight Sun.
Antenna Height: 475 feet above average terrain.
- AGENCY COMMISSION
15% time only.
- GENERAL ADVERTISING See coded regulations
See WJBO listing for coded regulations.
Minimum contract 1x 30 days.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 ET 6/1/64—Rec'd 9/29/66.

6. SPOT ANNOUNCEMENTS

1 min	4.71	30 sec	3.36
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8. PROGRAM TIME RATES
1 hr 1/2 hr
1 x 40.35 20.18

WLCS
1946

Jack Masla & Company, Inc.

RAB

Media Code 4 219 1155 3.00
Air Waves, Inc., Box 2546, 204 North St., Baton Rouge, La. 70821. Dickens 2-4411.

- PERSONNEL
Pres. & Gen'l Mgr.—Lamar Simmons.
Sales Manager—Wilbur Lewis.
- REPRESENTATIVES
Jack Masla & Co., Inc.
- FACILITIES
1,000 w.; 910 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION
15% on net time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.

LOUISIANA

Baton Rouge—Continued

WXOK

1952

Independent Negro

An OK Group Station

Media Code 4 219 1470 6.00

WXOK, Inc., Box 2787, 3150 College Dr., Baton Rouge, La. 70821. Phone 504-342-9914.

STATION'S PROGRAMMING DESCRIPTION

WXOK: Programming for Negro Listeners. Rhythm and blues 5-8:30 am, noon-12M. Gospel and spiritual 8:30 am-noon. Sun live gospel quartets and church services 5 am-12:30 pm & 6-7 pm. Jazz 7-11 pm Sun only. All **PERSONALITIES** handle all segments. Announcers can work from platform copy. 5 min news at :55, headlines on half hour. Direct broadcasts from weather bureau with all newcasts. Community bulletin board at :15, split second sports at :45. Play-by-play of Negro college and high school football, basketball, and baseball. Editorials 10 times a day. Fortune tellers and palmists unacceptable. Personalities available for remote broadcasts, store openings, etc. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL

General Manager—Low Carter. President—Jules J. Paquin. Executive Vice-President—Stanley W. Ray, Jr.

2. REPRESENTATIVES

Dore & Allen, Inc.

3. FACILITIES

5000 w. days, non-directional; 1000 w. night directional; 1400 kc. Operating schedule: 19 hours daily. CST.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 15b. Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.

Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a. Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 62d.

Cancellation: 70a, 70c, 71a, 72.

Prod. Services: 82.

Member: OK Group.

TIME RATES

No. 6 ET 5/1/67—Rec'd 4/17/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 6-6 am & 9 am-4 pm; Sun 6 am-7 pm.
B—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 x	A		B	
	1 min	30 sec	1 min	30 sec
13.00	9.75	11.05	8.30	9.10
50 x	12.50	8.40	10.60	7.95
100 x	12.00	7.85	8.40	6.30
150 x	11.50	8.85	9.75	7.30
200 x	11.00	8.25	9.35	7.00
250 x	10.50	7.90	8.90	6.70
300 x	10.00	7.50	8.50	6.40
500 x	9.50	7.15	8.05	6.05
750 x	9.00	6.75	7.65	5.75
1000 x	8.50	6.40	7.20	5.45

ID's or Flash spots (10 sec or less)—50% of 1-min. Can be combined with 1-minute or 30-second spots to earn lower rates for ID frequency only.

7. PACKAGE PLANS

1 MINUTE	Per wk.			
	10 tl	15 tl	20 tl	25 tl
1 wk.	11.70	11.20	10.40	9.80
26 wk.	10.40	9.80	9.40	8.80
39 wk.	9.80	9.40	8.90	8.45
52 wk.	9.40	8.90	8.40	8.35

1 MINUTE	Per wk.			
	10 tl	15 tl	20 tl	25 tl
1 wk.	10.95	10.70	10.45	10.20
13 wk.	9.95	9.60	9.35	9.10
26 wk.	8.85	8.35	8.00	7.85
39 wk.	8.35	8.00	7.55	7.20
52 wk.	8.00	7.55	7.10	7.05

30 SECONDS	Per wk.			
	10 tl	15 tl	20 tl	25 tl
1 wk.	9.70	9.45	9.25	9.00
13 wk.	8.80	8.40	7.80	7.35
26 wk.	7.80	7.35	7.05	6.95
39 wk.	7.35	7.05	6.70	6.35
52 wk.	7.05	6.70	6.30	6.20

30 SECONDS	Per wk.			
	10 tl	15 tl	20 tl	25 tl
1 wk.	8.20	8.00	7.85	7.65
13 wk.	7.45	7.15	6.65	6.20
26 wk.	6.65	6.25	6.00	5.90
39 wk.	6.25	6.00	5.70	5.55
52 wk.	6.00	5.70	5.35	5.25

1-minute and 30-seconds cross-combine to earn maximum frequency. No ID's available. Packages not combinable. However, advertisers may earn higher frequency on subsequent orders providing schedules continue without interruption but no rebates are applicable on previous orders. Packages subject to short rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
90.00	60.00	40.00	30.00	18.00
50 x	86.15	57.45	38.80	27.70
100 x	82.30	54.90	36.60	27.45
150 x	78.45	52.35	34.40	25.15
200 x	74.60	49.80	32.20	24.90
250 x	70.75	47.25	30.00	24.65
300 x	66.90	44.70	27.80	24.40
500 x	63.05	42.15	25.60	24.15

40% less than AA.

WYNK

1956

Country Music Network

Media Code 4 219 1575 2.00
Miss-Lou Broadcasting Corp., Box 2541, 820 Commerce Bldg., Baton Rouge, La. 70821. Phone 504-343-8349.

STATION'S PROGRAMMING DESCRIPTION

WYNK: Country and western programmed for the adult blue collar worker. 5 min news on the hour. News headlines on half hour. Gospel music 5-8 am Sun morning. Contact Representative for further details. Rec'd 7/10/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. D. McGregor.
News Director—Danny Cutler.
Program Director—Jim Horn.

2. REPRESENTATIVES

Charles Bernard Co., Inc.

Dora-Clayton Agency, Inc.

3. FACILITIES

500 w. days; 1380 kc. Nondirectional. Operating schedule: 5:00 a.m. to local sunset. CST. Partial simulcast operation. Simulcast 6 am-3 pm. For non-simulcast facilities see WYNK-FM.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 8. Rate Protection: 10b, 12b, 14b, 15b. Basic Rates: 21b, 25a, 28b, 28c, 29a, 30. Contracts: 40a, 42c, 44b, 45, 46, 47a. Comb.; Cont. Discounts: 60a, 61c.

Cancellation: 71a, 73a.

Prod. Services: 80, 82.

Affiliated with American Information Network.

Member: Country Music Network.

6. SPOT ANNOUNCEMENTS

1x	ET 1/1/69—Rec'd 3/3/69.			
	1 min	30 sec	10 sec	5 sec
16.00	13.00	8.00	8.00	8.00
52 x	15.00	12.00	7.50	7.50
104 x	14.00	11.00	7.00	7.00
156 x	13.00	10.00	6.50	6.50
208 x	12.00	9.00	6.00	6.00
260 x	11.00	8.00	5.50	5.50
312 x	10.00	7.00	5.00	5.00
500 x	9.00	6.50	4.50	4.50
1000 x	8.00	6.00	4.00	4.00

7. PACKAGE PLANS

1 min	15 tl	20 tl	25 tl	30 tl	35 tl	40 tl	50 tl
12.50	12.00	11.50	11.00	10.50	10.00	9.50	8.50
10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00
8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
30	65	40	30	20	

WYNK-FM

1958

Media Code 4 219 1576 0.00
Miss-Lou Broadcasting Corp., Box 2541, 333 Laurel St., Baton Rouge, La. 70821. Phone 504-343-8349-0.

1. PERSONNEL

Mgr. & Gen'l Dir.—R. D. McGregor.
News & Sports Dir.—Danny Cutler.
Woman's Editor—Elizabeth Scallan.

2. REPRESENTATIVES

Charles Bernard Co., Inc.

Dora-Clayton Agency, Inc.

3. FACILITIES

ERP: 100,000 w.; 101.5 mc. Stereo. Operating schedule: 5 am-midnight. CST. Antenna ht.: 403 ft. above average terrain. Partial simulcast operation. Operated separately 5-6 am & 3 pm-midnight. For simulcast facilities see WYNK.

15/0 time only; payable 15th of following month.

60% of applicable WYNK rate. See that listing.

4. AGENCY COMMISSION

15% time only; 2% discount if paid 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 8.

Rate Protection: 10h, 11h, 12h, 13h, 14h.

Basic Rates: 20a, 21a, 28a, 28c, 30d.

Contracts: 40a, 42a, 45, 46, 47a, 61a.

Comb.; Cont. Discounts: 60a, 62b.

Cancellation: 71b.

Prod. Services: 80, 82.

Affiliated with KBB.

6. SPOT ANNOUNCEMENTS

1 min	ET 1/1/69—Rec'd 3/10/69.			
	1x	51x	151+	225
3.60	3.60	3.00	2.25	2.25
30 sec	2.75	2.50	1.75	

7. PROGRAM TIME RATES

1 x	1/4 hr	1/2 hr	1 hr
17.50	25.00	45.00	

8. PROGRAM TIME RATES

15/2 time only; 10th of following month.

9. PROGRAM TIME RATES

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

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15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

15/2 time only; 10th of following month.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1/2 1/4 10 5 1 30					
	hr.	hr.	hr.	min.	min.	sec.
40.00	25.00	17.50	12.50	6.00	4.00	
58.00	38.00	23.00	15.50	11.50	5.50	3.50
54.00	34.00	21.00	13.50	10.50	5.00	3.00
50.00	30.00	18.00	11.00	9.50	4.50	2.50
46.00	26.00	15.00	9.00	8.50	4.00	2.25
44.00	28.00	12.00	8.00	7.50	3.50	2.00
40.00	25.00	10.00	6.50	6.50	3.00	1.75

WKIC

1947

Media Code 4 219 1785 7.00
Curt Siegelin, Box 730, Rio Grande St., Bogalusa, La. 70427. Phone 504-735-1355.

5. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5:30 am-midnight weekdays; 8:00 am-midnight Sat. CST.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4a, 4c, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22b, 23a, 24a, 28b. Contracts: 40a, 46, 47a.

Comb.; Cont. Discounts: 60k, 62a.

Cancellation: 73a.

6. SPOT ANNOUNCEMENTS

1 tl	1 MINUTE OR LESS	
	5.00	104 tl
5.00	104 tl	3.80
13		

De Ridder—KDLA—Continued

3. FACILITIES
1,000 w.; 1010 kc. Non-directional.
Operating schedule: local sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c.
Basic Rates: 21d, 22, 24, 25, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 72.
Prod. Services: 82.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective September 1, 1959.
Rates received August 31, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..... 30.00	18.50	10.00	6.50	4.00
13 times..... 28.50	17.75	9.50	6.30	3.80
26 times..... 27.00	17.00	9.00	6.10	3.60
39 times..... 25.50	16.25	8.50	5.90	3.40
104 times..... 24.00	15.50	8.00	5.70	3.20
260 times..... 22.50	14.75	7.50	5.50	3.00
312 times..... 21.00	14.00	7.00	5.30	2.80

EUNICE

St. Landry Parish—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KEUN

1952



Subscriber to the NAB Radio Code
Media Code 4 219 2310 3.00
Tri-Parish Broadcasting Co., Inc., Box 1049, 211 S. 2nd St., Eunice, La. 70535. Phone 818-457-3041.

1. PERSONNEL
General Manager—Thomas C. Volinche.
Commercial Manager—Karl R. De Rouen.

3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight weekdays; 7:00 am-10:00 pm Sun. CST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 21b.

TIME RATES
ET 11/1/59—Rec'd 9/30/58.

6. SPOT ANNOUNCEMENTS

1x	2x	5x	10x	20x	30x	60x
1 min..... 3.50	3.25	3.00	2.85	2.70	2.50	2.30
30 sec..... 3.00	2.85	2.75	2.60	2.45	2.30	

FARMERVILLE

Union Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KTDL

1962



Subscriber to the NAB Radio Code
Media Code 4 219 2415 0.00
Union Broadcasting Co., Inc. Box 64, Farmerville, La. 71224. Phone 318-368-2941.

1. PERSONNEL
President—Don M. Barron.
Gen'l Mgr. & Sta. Mgr.—Doyle L. Barron.
Sales Manager—John E. Rabun.

2. REPRESENTATIVES
Southeast—C. K. Weaver & Associates, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24a, 25b, 27, 28b, 28c, 29b, 30, 31b.
Contracts: 40a, 42b, 42d, 44a, 45, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71b, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective July 29, 1963.

6. SPOT ANNOUNCEMENTS

1 hr.	50 min
1 hr..... 4.50	3.50
26 hr..... 3.90	3.05
52 hr..... 3.70	2.90
104 hr..... 3.50	2.75
156 hr..... 3.30	2.60
260 hr..... 3.10	2.45
312 hr..... 2.90	2.30

FERRIDAY

Concordia Parish—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KFNV

1956



Subscriber to the NAB Radio Code
Media Code 4 219 2520 7.00
Miss-Lou Broadcasting Co., 120 Louisiana Ave., Ferriday, La. 71334. Phone 7200.

1. PERSONNEL
Manager—George Wilson.
Commercial Manager—Juanita Wilson.

3. FACILITIES
1,000 w.; 1600 kc. days. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15/0 time and talent; 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 8.
Basic Rates: 23a.
Contracts: 40, 47a, 48.
Comb.; Cont. Discounts: 61a, 62b.
Cancellation: 71b, 73a.
Amiliated with MBS and NAS Radio Networks.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective January 1, 1961.
Rates received November 25, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hour..... 36.00	13.50	26 1/2	52 1/2	104 1/2
1/2 hour..... 18.00	17.00	16.00	15.00	14.00
1/4 hour..... 12.00	11.00	10.00	9.00	8.00
10 min..... 10.00	9.00	8.00	7.00	6.00
5 min..... 7.50	7.50	6.50	6.00	5.50
1 min..... 3.00	2.85	2.70	2.55	2.40
30 sec..... 2.50	2.45	2.30	2.15	2.00

FRANKLIN

St. Mary Parish—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KFRA

1961



Subscriber to the NAB Radio Code
Media Code 4 219 2625 4.00
KFRA, Inc., Box 427, 103 Wilson St., Franklin, La. 70538. Phone 818-828-5372.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Chris Duplachain.

3. FACILITIES
500 w. days; 1390 kc. Directional.
Operating schedule: 8 am-6 pm. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Basic Rates: 20a, 22a, 24b, 28b, 30.
Contracts: 40a, 44a, 48, 47a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 6 ET 7/1/59—Rec'd 7/7/59.

6. SPOT ANNOUNCEMENTS

10x	20x	40x	80x	160x	320x	640x
1 min 2.90	2.80	2.70	2.60	2.50	2.40	2.30
30 sec 2.00	1.95	1.90	1.85	1.80	1.75	1.70
20 sec 1.75	1.70	1.65	1.60	1.55	1.50	1.45
10 sec 1.50	1.45	1.40	1.35	1.30	1.25	1.20

8. PROGRAM TIME RATES

5 min.	1x	2x	5x	10x	20x	40x	80x	160x
10 min	1x	9	8	7	6	5	4	3
1/4 hr	20	19	18	14	12	11	10	9
1/2 hr	30	27	24	22	20	18	16	14
1 hr.....	45	41	37	33	29	26	23	20

FRANKLINTON

Washington Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WFCG

1966

Media Code 4 219 2677 5.00
Gaco Broadcasting Corp., Box 404, Franklinton, La. 70438. Phone 504-839-4110.

1. PERSONNEL
President—J. A. Gatewood.
Manager—John H. Knight.

3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47c, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
ET 7/28/67.

6. SPOT ANNOUNCEMENTS

*1 min	2.50	2.25	2.00	1.85	1.70	1.60	1.50
(*) or less.							

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x..... 80.00	35.00	20.00	9.00
13x..... 58.00	33.50	19.00	8.50
26x..... 55.00	31.50	18.00	8.00
39x..... 50.00	30.00	17.00	7.50
104x..... 45.00	28.50	16.00	6.50
156x..... 40.00	27.00	15.00	6.00
312x..... 35.00	25.00	12.00	5.00

GOLDEN MEADOW

(1 AM; 1 FM)
Lafourche Parish—Map Location E-6.
See SRDS consumer market map and data at beginning of the State.

KLEB

1963



Subscriber to the NAB Radio Code
Media Code 4 219 2730 2.00
KLEB Broadcasting, Inc., 1842 Henry St., Golden Meadow, La. 70537. Phone 504-475-6141.

STATION'S PROGRAMMING DESCRIPTION
KLEB: Programmed for general interest. 10% concentration on French speaking population AIR PERSONALITIES handle all segments. NEWS: at :15 hourly. 2 mobile news units. Cajun-French music 6-8 am, country and western 8 am-2 pm, current hits 3 pm-pm-sign-off. Women's show 30 min weekly. School news 2-1/2 hours weekly. Noon M-Sat agriculture and business report. Weather daily on hour and at :30. County agent report 10 min weekly. SPORTS: local golf tournaments, fishing, rodeos. Rec'd 1/3/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. A. Egle.
Sales Mgr. & Prog. Dir.—Alex J. Plaisance, Jr.

3. FACILITIES
700 w.; 1600 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10 days from invoice date.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11g, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21d, 22b, 23a, 24a, 24c, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60i, 61a.
Cancellation: 71a, 72.
Prod. Services: 80, 82.

TIME RATES
ET 1/65—Rec'd 3/28/66.

6. SPOT ANNOUNCEMENTS

PER WK:

1 wk..... 10 11	20 W	30 ti	40 ti
2 wk..... 50.00	90.00	127.50	160.00
3 wk..... 90.00	170.00	240.00	300.00
4 wk..... 127.50	240.00	337.50	438.00
5 wk..... 160.00	300.00	438.00	560.00

8. PROGRAM TIME RATES

1 hr..... 75.00	70.00	65.00	50.00	250x
1/2 hr..... 45.00	41.00	37.00	33.00	28.00
1/4 hr..... 25.00	23.00	20.50	18.00	15.50
5 min..... 15.00	12.00	10.00	9.00	8.00

TIME RATES
ET 1/65—Rec'd 3/28/66.

6. SPOT ANNOUNCEMENTS

PER WK:

WK: 1 ti	7 ti	14 ti	21 ti	50 ti	75 ti	100+
1 min 3.90	3.30	2.70	2.40	2.10	1.95	1.80
30 sec 3.30	2.70	2.40	2.10	1.80	1.65	1.50

1/2 AM spot schedule may be applied to FM spot schedule for FM frequency.

15-SECOND QUICKIES
Minimum 10 per day, per spot..... 1.25

KLEB-FM

1966



Media Code 4 219 2731 0.00
KLEB Broadcasting Inc., 1842 Henry St., Golden Meadow, La. 70537. Phone 504-475-5141.

STATION'S PROGRAMMING DESCRIPTION
KLEB-FM: Programs middle-of-the-road music sign-on-sign-off. NEWS: at 3 pm, 6 pm, 8 pm & 9:50 pm, 2 mobile news units. SPORTS: local athletic events including baseball, football and basketball. Rec'd 1/3/69.

1. PERSONNEL
General Manager—Jack Egle.
Adv. Mgr. & Prog. Dir.—Alex Plaisance, Jr.

3. FACILITIES
ERP 3,000 w.; 94.3 mc.
Operating schedule: Noon-10 pm. CST.
Antenna ht.: 195 ft. above average terrain.

4. AGENCY COMMISSION
15/0. Monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24c, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 4 ET 1965—Rec'd 8/22/67.

6. SPOT ANNOUNCEMENTS

PER WK:

1 ti	7 ti	14 ti	21 ti	50 ti	75 ti	100+
1 min 3.90	3.30	2.70	2.40	2.10	1.95	1.80
30 sec 3.30	2.70	2.40	2.10	1.80	1.65	1.50

1/2 AM spot schedule may be applied to FM spot schedule for FM frequency.

GRETNA

Jefferson Parish—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KGLA

1969



Subscriber to the NAB Radio Code
Media Code 4 219 2780 7.00
West Jefferson Broadcasting, Inc., Box 508, Gretna, La. 70053. Phone 504-347-8491.

STATION'S PROGRAMMING DESCRIPTION
KGLA: Programmed for adults and young adults.
MUSIC: 50% standards, 50% late releases, 80 min Hawaiian music on Sun. NEWS 15%: 5 min at :25 and at :55. Wire service plus local news staff. Features international, national, regional and local, amounts depend upon news availability. Community news at 10 am, M-Sat. Local public affairs programs presented between 11 am and 3 pm, as available. Weather every 15 min. COMMERCIAL POLICY: 16 minutes maximum permitted during any hour. Personalities available for remote pickups from store openings, shopping centers, etc. Rec'd 7/3/69.

1. PERSONNEL
General Manager—Ralph M. Hartwell II.
Sales Manager—Ray Eberhardt.

3. FACILITIES
500 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 3/26/69.

6. SPOT ANNOUNCEMENTS

1 min..... 7.00	6.50	6.00	5.50	5.00
30 sec..... 6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

1 MINUTE

10 ti	20 W	30 ti	40 ti
1 wk..... 50.00	100.00	150.00	180.00
2 wk..... 110.00	200.00	270.00	340.00
3 wk..... 150.00	270.00	382.00	498.00
4 wk..... 180.00	340.00	498.00	640.00

80 SECONDS

PER WK:

1 wk..... 20 ti	30 ti	40 ti
2 wk..... 50.00	90.00	127.50
3 wk..... 90.00	170.00	240.00
4 wk..... 127.50	240.00	337.50
5 wk..... 160.00	300.00	438.00

8. PROGRAM TIME RATES

1 hr..... 75.00	70.00	65.00	50.00	250x
1/2 hr..... 45.00	41.00	37.00	33.00	28.00
1/4 hr..... 25.00	23.00	20.50	18.00	15.50
5 min..... 15.00	12.00	10.00	9.00	8.00

HAMMOND (1 AM; 1 FM)

Tangipahoa Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WFPR

1947



Media Code 4 219 2835 9.00
Airweb, Inc., Guaranty Bank Bldg., Hammond, La. 70401. Phone—Studio 504-345-3588.

1. PERSONNEL
Pres. & General Manager—John A. Chauvin.
Sales Manager—Terrell (Foots) McCrory.

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 4 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a.
Member: Southeastern Key Market Network.

TIME RATES
ET 3/1/69—Rec'd 2/6/69.

6. SPOT ANNOUNCEMENTS

1 min..... 1x	15x	312x
1 min..... 5.00	4.00	3.00

LOUISIANA

HOUMA (1 AM; 2 FM)

Terrebonne Parish—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KCIL (FM)

1965

Media Code 4 219 3151 0.00
KCIL, Inc., Box 1031, Houma, La. 70361. Phone 504-872-8828.

- PERSONNEL**
President—Denver T. Brannen.
General Manager—James Branch.
Station Manager—Anthony Rodrigue.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
Atlanta—Busby, Finch and Woods, Inc.
- FACILITIES**
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 160 ft. above average terrain.
- AGENCY COMMISSION**
15% on time. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
AM facilities: KJIN.

TIME RATES

Rates are identical to KJIN. See that listing.

KHOM (FM)

1968

Subscriber to the NAB Radio Code
Media Code 4 219 3175 9.00
La Terr Broadcasting Corp., Box 422, 2308 W. Main, Houma, La. 70360. Phone 504-876-5488.

- PERSONNEL**
General Manager—Raymond Saadi.
- FACILITIES**
ERP 5,000 w.; 104.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11c, 12f, 13f, 14b, 15c.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 33c.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.

TIME RATES

No. 1 ER 11/1/68—Rec'd 7/28/69.

- PACKAGE PLANS**
PER WK: 10 tl 15 tl 20 tl 25 tl
1 min 4.25 4.00 3.75 3.50
30 sec 3.50 3.25 3.00 2.75

KJIN

1946

Media Code 4 219 3200 5.00
KCIL, Inc., Box 1031, Houma, La. 70361. Phone 504-872-8828.

- PERSONNEL**
President—Denver T. Brannen.
General Manager—James Branch.
Station Manager—Joel T. Brannen.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
1,000 watts days; 250 watts nights; 1490 kilocycles.
Non-directional.
Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**
15%. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 78a.
Prod. Services: 80, 82.
FM facilities: KCIL (FM).
Affiliated with KBS.

TIME RATES

ER 4/1/69—Rec'd 3/6/69.

- SPOT ANNOUNCEMENTS**
1x 10x 20x 35x 130x 195x 260x
1 min 5.30 4.75 4.50 4.25 4.00 3.80 3.65
30 sec 3.50 3.00 3.00 3.00 2.85 2.65 2.35
10 sec 1.80 1.80 1.80 1.50 1.50 1.50 1.50
- PROGRAM TIME RATES**
1x 10x 20x 35x 130x 195x 260x
1/4 hr 19.80 17.70 16.50 15.75 15.50 14.70 14.20
5 min 9.45 8.85 8.25 7.85 7.85 7.35 7.10
2 min 7.10 6.50 5.30 5.00 4.70 4.45 4.15

JENA

LaSalle Parish—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KCKW

1962

Media Code 4 219 3255 9.00
LaSalle Broadcasters, Drawer KX, Jena, La. 71342. Phone 992-4155.

- PERSONNEL**
Owners—L. W. Wagner, and Robert Wagner.
General Manager—Robert Wagner.
Station Manager—Matt Ray.
- REPRESENTATIVES**
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
500 w. days; 1,480 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective October 1, 1962.

Rates received October 5, 1962.

- SPOT ANNOUNCEMENTS**
1 50 1 50
1 time 4.50 3.50 156 times 3.80 2.80
26 times 3.90 3.05 260 times 3.10 2.45
52 times 3.70 2.90 312 times 2.80 2.80
104 times 3.50 2.75
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 time 15.00 10.00 18.00 9.00
26 times 38.25 25.50 15.30 7.75
52 times 36.00 24.00 14.45 7.20
104 times 33.75 22.50 13.50 6.85
156 times 31.50 21.00 12.60 6.30
260 times 29.75 19.50 11.70 5.95
312 times 27.50 18.00 10.80 5.40

TIME RATES

Rates effective October 1, 1962.

Rates received October 5, 1962.

- SPOT ANNOUNCEMENTS**
1 50 1 50
1 time 4.50 3.50 156 times 3.80 2.80
26 times 3.90 3.05 260 times 3.10 2.45
52 times 3.70 2.90 312 times 2.80 2.80
104 times 3.50 2.75
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 time 15.00 10.00 18.00 9.00
26 times 38.25 25.50 15.30 7.75
52 times 36.00 24.00 14.45 7.20
104 times 33.75 22.50 13.50 6.85
156 times 31.50 21.00 12.60 6.30
260 times 29.75 19.50 11.70 5.95
312 times 27.50 18.00 10.80 5.40

JENNINGS (1 AM; 1 FM)

Jefferson Davis Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KJEF

1950

Subscriber to the NAB Radio Code
Media Code 4 219 3360 7.00
Jennings Broadcasting Co., 122 N. Market St., Jennings, La. 70546. Phone 318-824-2934.

- PERSONNEL**
Pres. & Gen'l Mgr.—Clovis L. Bailey.
Commercial Manager—Jerry Dugas.
Program Director—Clovis Bailey.
- FACILITIES**
1,000 w.; 1290 kc. days.
Operating schedule: 6:00 a.m. to sunset weekdays;
7:00 a.m. to sunset Sunday. CST.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 26, 28a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 61a, 62b, 62c.
Cancellation: 70a, 70c, 71a.
Affiliated with the Keystone Network.

TIME RATES

Rates effective December 1, 1954.

Rates received December 17, 1954.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1/2 hour 23.00 20.70 19.55 18.40 17.25 16.10
1/4 hour 14.50 13.00 12.00 11.50 11.00 10.80
10 minutes 10.35 10.00 9.50 9.00 8.65 8.35
5 minutes 7.05 6.20 5.95 5.70 5.30 5.70
Spots 3.20 3.05 2.87 2.70 2.50 2.35

KJEF-FM

1963

Subscriber to the NAB Radio Code
Media Code 4 219 3361 5.00
Jennings Broadcasting Co., 122 N. Market St., Jennings, La. 70546. Phone 318-824-2934.

- PERSONNEL**
Pres. & Prog. Dir.—Clovis L. Bailey.
Sales Manager—Jerry Dugas.
- FACILITIES**
ERP 600 w.; 92.7 mc.
Operating schedule: 6:00 am-10:00 pm.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
See KJEF listing for coded regulations.

TIME RATES

ER 11/1/68—Rec'd 9/15/66.

- SPECIAL FEATURES**
Automated, taped time signals (1 per 1/2 hr) ea .50

JONESBORO

Jackson Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KTCC

1958

Media Code 4 219 3465 4.00
Jackson Parish Broadcasters, P. O. Box 650, Jonesboro, La. 71251. Phone 4600.

- PERSONNEL**
Co-owner & Gen'l Mgr.—A. H. Colvin, Jr.
Co-owner & Prog. Dir.—T. L. Colvin, Sr.
- FACILITIES**
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.
15/0 time only; 10 days.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4b, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24c, 25a, 26, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NAB and KBS.

TIME RATES

Rates effective May 29, 1961.

Rates received May 29, 1961.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 1/2 1/4 5 1 50
hr. hr. hr. min. min. words
1 time 45.00 30.00 18.00 9.00 4.50 3.50
26 times 38.25 25.50 15.30 7.75 3.90 3.05
52 times 36.00 24.00 14.45 7.20 3.70 2.80
104 times 33.75 22.50 13.50 6.85 3.50 2.75
156 times 31.50 21.00 12.60 6.30 3.30 2.60
260 times 29.75 19.50 11.70 5.95 3.10 2.45
312 times 27.50 18.00 10.80 5.40 2.80 2.30

LAFAYETTE (3 AM; 2 FM)

Lafayette Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KPEL

1950

Subscriber to the NAB Radio Code
Media Code 4 219 3570 1.00
Radio Lafayette, Inc., Box 52046, 319 Audubon Blvd., Lafayette, La. 70501. Phone 318-234-7418.

- PERSONNEL**
Pres. & Gen'l Mgr.—George Crouchet, Jr.
Vice-Pres. & Sta. Mgr.—Ron Gomez.
Program Director—Jim Harris.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1420 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.
FM-ERP 38,100 w.; 99.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 190 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

KPEL-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 219 3570 1.00
Radio Lafayette, Inc., Box 52046, 319 Audubon Blvd., Lafayette, La. 70501. Phone 318-234-7418.

- PERSONNEL**
Pres. & Gen'l Mgr.—George Crouchet, Jr.
Vice-Pres. & Sta. Mgr.—Ron Gomez.
Program Director—Jim Harris.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1420 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.
FM-ERP 38,100 w.; 99.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 190 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28c.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
15 minute separation from competitive announcements guaranteed.

TIME RATES

ER 4/30/69.

- PACKAGE PLANS**
PER WK. EA: 5 tl 10 tl 15 tl 20 tl 30 tl
1 min 7.00 6.50 6.00 5.50 5.00
30 sec 80% of 1-min. 10 sec 60% of 1-min.
- PROGRAM TIME RATES**
1/4 hr 10 min 5 min
1 x 50 20 15

KSMB (FM)

1965

Media Code 4 219 3675 8.00
Communication Broadcasting, Inc., Box 51928, 320v Johnston St., Lafayette, La. 70501. Phone 318-232-1311.

- PERSONNEL**
General Manager—Dave Wenger, Jr.
- FACILITIES**
ERP 29,500 w.; 94.5 mc.
Operating schedule: 6:00 am-midnight daily. CST.
Antenna ht.: 234 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 11c, 12f, 13f, 14b, 15c.
Basic Rates: 20b, 21a, 22a, 24b, 29a, 30.
Contracts: 40a, 42d, 44b, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 71a, 72.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ER 9/1/68—Rec'd 9/15/67.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 39x 52x
10 sec 1.50 1.50 1.50 1.50 1.50
30 sec 3.00 3.00 2.75 2.75 2.50
1 min 4.00 4.00 3.75 3.75 3.50
- PROGRAM TIME RATES**
1x 13x 26x 39x 52x
5 min 8.00 8.00 6.75 6.75 6.50
10 min 15.00 15.00 12.50 12.50 10.00
1/2 hr 20.00 20.00 17.50 17.50 15.00
1 hr 35.00 35.00 30.00 30.00 25.00

KVOL

1935

Subscriber to the NAB Radio Code
Media Code 4 219 3760 6.00
KVOL, Inc., Box 3030, 123 E. Main, Lafayette, La. 70504. Phone 318-234-5151, 2.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Evan H. Hughes, Jr.
Station Manager—Tom Galloway.
Commercial Manager—Barry Thompson.
- REPRESENTATIVES**
Meeker Radio, Inc.
Atlanta, Dallas—Busby, Finch and Woods, Inc.
Michigan, Ohio, Pittsburgh—Pearse Sales.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1330 kc.
Directional—night only.
Operating schedule: 5:25 am-midnight weekdays;
6:25 am-11:35 pm Sun. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21b, 24c, 25a, 25c, 30.
Contracts: 40a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60l, 61a, 61b, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

No. 9 ER 7/1/68—Rec'd 8/8/68.

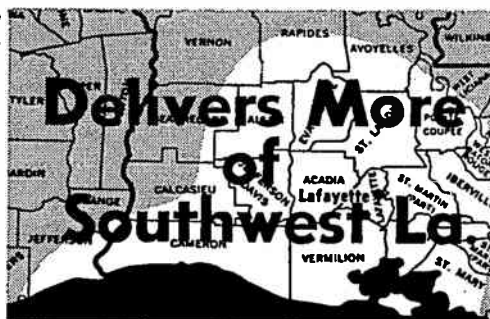
- SPOT ANNOUNCEMENTS**
1 min 20/30/8/12
1 x 14 11 7
- PACKAGE PLANS**
AA—Mon thru Fri 6:30-9 am & 4-6:30 pm.
A—All other times.
PER WK. EA: 1 MINUTE
AA 5 tl 10 tl 15 tl 20 tl 25 tl 30 tl
A 11.00 10.50 9.25 8.50 8.25 7.00
30 sec 80% of applicable 1-min.
10 sec 60% of applicable 1-min.
Spots may be combined for maximum frequency.
BEST BUY PLAN A
10 spots 6:30-9 am & 4-6:30 pm Mon thru Fri.
10 spots Sat & Sun.
20 1-min spots wkly, ea 7
BEST BUY PLAN B
15 spots 6:30-9 am, noon-1 pm & 4-6:30 pm Mon thru Fri.
15 spots Sat & Sun.
30 1-min spots wkly, ea 6
PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 80 45 35 25 20
- SPECIAL FEATURES**
NEWS
5 min AA A
14 11 10 9
- FEATURES**
3-min weathercast at 15-75% of applicable 5-min rate.
3-min sports scores at 45-75% of applicable 5-min rate.

KVOL the happy voice!

NO. 1 PULSE RATED

Metro Pulse*	6-10am 48%	10am-3pm 47%	3-7pm 58%	7pm-12Mid. 66%
Circulation Pulse†	More Counties 12	Homes 43,100	Adults 71,400	Total Audience 100,800

*Pulse, Lafayette Metro, Mar. '69. Home shares, M-F, 1 City, Pulse '68. Interviewing conducted in '67.
Represented by Meeker Radio, Inc.



KXKW
1960

Country & Western Music

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 9885 3.00
General Communications, Inc., Box J, 611 S. Buchanan St., Lafayette, La. 70501. Phone 318-235-1520.

STATION'S PROGRAMMING DESCRIPTION

KXKW: Programmed for adults. Country and western music format, 60% current hits, 40% past hits. NEWS: 5 min network news on half hour, local news headlines on hour, weather twice hourly on quarter hour. Farm and market news between 5 am & 7 am. SPORTS: major league baseball, major college and professional football, quarter horse and thoroughbred racing, basketball, track. 4 local 5 min sportscasts and 3 network sportscasts per day. 2 remote units for news, sports, and public interest programming. Personalities available for remote broadcasts, store openings, sales, etc. Contact Representative for further details. Rec'd 9/8/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James V. Hoffpaur.

2. REPRESENTATIVES

Mario Messina Company, Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES

10,000 w. days (non-critical hours) non-directional; 10,000 w. days (critical hours) directional; 500 w. nights 1520 kc. Directional.

Operating schedule: 5:25 am-midnight.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 5, 6a, 8.

Rate Protection: 10b, 11c, 12c, 13b, 14b, 15b.

Basic Rates: 20b, 21b, 22c, 22a, 24c, 25a, 29b.

Contracts: 40a, 44b, 45, 46.

Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 61c, 62d.

Cancellation: 70b, 70c, 72, 73b.

Prod. Services: 80, 82.

Affiliated with MBS Radio Network.

TIME RATES

Rates effective October 1, 1960. (Card No. 1.)

Rates received September 15, 1960.

6. SPOT ANNOUNCEMENTS

	20/30	ID's
1 min	5.00	6.00
15 sec	7.00	5.70
30 sec	7.20	5.40
104 ti	6.00	5.10
156 ti	6.40	4.80
260 ti	6.00	4.50

7. PACKAGE PLANS

PER WK:	1 min	sec	ID's
5 wk	6.00	4.50	3.00
10 wk	5.50	4.12	2.75
15 wk	5.00	3.75	2.50
20 wk	4.50	3.37	2.25
30 wk	4.00	3.00	2.00

Continuing discounts granted.

5-MINUTE SATURATION PLAN

	5 wk	10 wk	15 wk
1 min	9.00	20 wk	8.25
15 sec	8.75	30 wk	8.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40	24	16	12	10

LAKE CHARLES (3 AM; 1 FM)

Calcasieu Parish—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KAOK
1947

Media Code 4 219 3990 1.00
EJP Corp., Drawer S, Lake Charles, La. 70601.
Phone 318-436-7541.

Other Studio—645-15th St., Lake Charles, La.

1. PERSONNEL

President—Edward J. Prendergast.

Manager—Jack O'Reilly.

2. REPRESENTATIVES

New York—Greener, Hiken, Sears.

Southeast—C. K. Beaver & Associates, Inc.

Southwest—Mario Messina Company.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15%; no cash discount. Billed monthly, payable 10th.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.

16.

Basic Rates: 20b, 21b, 21d, 22b, 23a, 23b, 24b, 27.

28a, 28c, 29a, 33a.

Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 50, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 81, 82.

Affiliated with American Information Network.

Affiliated with MBS.

TIME RATES

Rates effective December 6, 1964. (Card No. 9.)

Rates received December 3, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	sec	ID's
1 ti	7.00	5.60	4.20
15 ti	6.70	5.40	4.00
30 ti	6.40	5.20	3.85
52 ti	6.10	4.90	3.65
104 ti	5.80	4.65	3.50
156 ti	5.50	4.40	3.30
208 ti	5.35	4.30	3.20
260 ti	5.20	4.20	3.10
312 ti	5.00	4.00	3.00
500 ti	4.70	3.70	2.80

7. PACKAGE PLANS

PER WK:	1 min	sec	ID's
5 wk	5.60	4.50	2.75
10 wk	5.00	4.00	2.50

Continuing discounts granted.

Continuing week discounts allowed, when earned on frequency and plan spots; 5% for 26 weeks, 10% for 52 weeks. Advertisers who have completed 52 weeks of broadcasting may continue at applicable earned or plan frequency without being subject to short rate in event of cancellation after 52nd week.

PER WK:	1 min	sec	ID's
1 wk	4.50	3.50	2.25
20 ti	4.25	3.25	2.15
30 ti	4.00	3.00	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	45.00	30.00	20.00	15.00	12.00
15 ti	43.00	28.50	19.00	14.50	11.50
26 ti	41.00	26.50	18.00	13.00	11.00
52 ti	39.50	24.00	17.00	12.50	10.50
104 ti	38.50	23.50	16.00	12.00	10.00
156 ti	36.50	22.00	15.00	11.50	9.50
208 ti	34.50	20.50	14.00	11.00	9.00
260 ti	32.00	19.50	13.00	10.50	8.50
312 ti	30.00	18.50	12.00	10.00	8.00

10. SPECIAL FEATURES

News-casts: 5 minutes before the hour. News-info reports, every 30 minutes.

5-MINUTE NEWSCASTS

	1 ti	15 ti	30 ti
1 ti	11.50	104 ti	8.50
15 ti	10.50	156 ti	8.00
26 ti	10.00	260 ti	7.00
52 ti	9.50	312 ti	6.00

KIKS
1955

CITY OF LICENSE
SULPHUR

NAB

RAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Sulphur, La.)

Media Code 4 219 9155 7.00

Victor Radio Company, Box 324, Lake Charles, La.

70601. Phone 318-527-5288.

1. PERSONNEL

General Manager—Don Sams.

Program Director—Buddy King.

2. REPRESENTATIVES

Charles Bernard Co., Inc.

Southeast—R. S. Crane Company, Inc.

Southwest—Mario Messina Company.

3. FACILITIES

500 w. days; 1810 kc. Directional.

Operating schedule: 5:00 am-local sunset weekdays;

7:00 am-local sunset Sun. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 28b, 29a.

Contracts: 40a, 45, 46, 47a, 48.

Comb.; Cont. Discounts: 60a, 61a, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with KBS Radio Network.

Member: Country Music Network.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 min	15 sec	30 sec	104 ti	156 ti	260 ti	500x	1000x
1 min	6.00	5.50	5.00	4.00	3.50	3.00	2.50	2.00
20/30 sec.	4.50	4.00	3.75	3.20	2.90	2.40	2.00	1.50
10 sec	3.00	2.75	2.50	2.00	1.75	1.50	1.30	1.00

7. PACKAGE PLANS

PER WK, ROS:	10x	20x	30x	40x
1 min	50.00	80.00	105.00	130.00
20/30 sec	37.00	60.40	87.00	118.00
10 sec	25.00	40.00	62.50	80.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	38	18	15	8

10. SPECIAL FEATURES

News-casts: 5 minutes on the hour.

5-MINUTE NEWS

	1 ti <th>15 ti <th>30 ti </th></th>	15 ti <th>30 ti </th>	30 ti
1 ti	12.00	156 ti	9.00
26 ti	11.25	260 ti	8.25
52 ti	10.50	312 ti	7.50
104 ti	9.75		

(D)

KLOU
1947

Media Code 4 219 4200 4.00
Dixie Broadcasters, Inc., Box 1725, 1600 Harless St., Lake Charles, La. 70601. Phone 318-436-7277.

1. PERSONNEL

Pres., Gen'l Mgr.—Albert D. Johnson.

Program Director—Johnny Janet.

Sales Manager—Charles M. Trub.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

1,000 w.; 1580 kc. Directional—night.

Operating schedule: 4:55-1 am. CST.

4. AGENCY COMMISSION

15% net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12c, 13b, 14b.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 29a.

Contracts: 40a, 41, 44a, 45, 46, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60c, 61a.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 82.

Continuing week discounts allowed, when earned on frequency and plan spots; 5% for 26 weeks, 10% for 52 weeks. Advertisers who have completed 52 weeks of broadcasting may continue at applicable earned or plan frequency without being subject to short rate in event of cancellation after 52nd week.

6. SPOT ANNOUNCEMENTS

	1 min	15 sec	30 sec	104 ti	156 ti	260 ti	500x	1000x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
20/30 sec.	7.50	7.15	6.75	6.40	6.00	5.65	5.25	4.85
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

PER WK:	1 min	15 sec	30 sec	104 ti	156 ti	260 ti	500x	1000x
1 wk	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.75
13 wk	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.50
26 wk	7.00	6.75	6.50	6.25	6.00	5.75	5.50	5.25
52 wk	6.75	6.50	6.2					

LOUISIANA

MANY

Sabine Parish—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KWLA

1962



Media Code 4 219 4830 6.00
Sabine Broadcasting Co., Box 856, Many, La. 71449.
Phone 256-5177.

- PERSONNEL**
Owners—D. T. Lyons & I. D. Murphy.
Manager—Don Lyons.
- FACILITIES**
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KRS Radio Network.

TIME RATES

Rates received May 16, 1962.

6. SPOT ANNOUNCEMENTS		50		1 min.		1 min.				
1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.			
4.50	3.50	156 times	3.30	2.40	26 times	3.90	3.05	280 times	3.10	2.45
5.25	3.70	312 times	2.80	2.30	104 times	3.50	2.75	104 times	2.30	2.30

8. PROGRAM TIME RATES		1 hr.		1/2 hr.		1/4 hr.		5 min.	
1 time	26 times	52 times	104 times	156 times	260 times	312 times	1 time	26 times	52 times
45.00	38.25	38.00	24.00	14.45	7.20	3.50	15.00	10.00	9.00
48.00	40.50	40.00	25.50	15.30	7.75	3.75	15.50	10.50	9.50
51.00	42.75	42.00	27.00	16.15	8.10	4.00	16.00	11.00	10.00
54.00	45.00	44.00	28.50	17.00	8.45	4.25	16.50	11.50	10.50
57.00	47.25	46.00	30.00	17.85	8.80	4.50	17.00	12.00	11.00
60.00	49.50	48.00	31.50	18.70	9.15	4.75	17.50	12.50	11.50
63.00	51.75	50.00	33.00	19.55	9.50	5.00	18.00	13.00	12.00
66.00	54.00	52.00	34.50	20.40	9.85	5.25	18.50	13.50	12.50
69.00	56.25	54.00	36.00	21.25	10.20	5.50	19.00	14.00	13.00
72.00	58.50	56.00	37.50	22.10	10.55	5.75	19.50	14.50	13.50
75.00	60.75	58.00	39.00	22.95	10.90	6.00	20.00	15.00	14.00
78.00	63.00	60.00	40.50	23.80	11.25	6.25	20.50	15.50	14.50
81.00	65.25	62.00	42.00	24.65	11.60	6.50	21.00	16.00	15.00
84.00	67.50	64.00	43.50	25.50	11.95	6.75	21.50	16.50	15.50
87.00	69.75	66.00	45.00	26.35	12.30	7.00	22.00	17.00	16.00
90.00	72.00	68.00	46.50	27.20	12.65	7.25	22.50	17.50	16.50
93.00	74.25	70.00	48.00	28.05	13.00	7.50	23.00	18.00	17.00
96.00	76.50	72.00	49.50	28.90	13.35	7.75	23.50	18.50	17.50
99.00	78.75	74.00	51.00	29.75	13.70	8.00	24.00	19.00	18.00
102.00	81.00	76.00	52.50	30.60	14.05	8.25	24.50	19.50	18.50
105.00	83.25	78.00	54.00	31.45	14.40	8.50	25.00	20.00	19.00
108.00	85.50	80.00	55.50	32.30	14.75	8.75	25.50	20.50	19.50
111.00	87.75	82.00	57.00	33.15	15.10	9.00	26.00	21.00	20.00
114.00	90.00	84.00	58.50	34.00	15.45	9.25	26.50	21.50	20.50
117.00	92.25	86.00	60.00	34.85	15.80	9.50	27.00	22.00	21.00
120.00	94.50	88.00	61.50	35.70	16.15	9.75	27.50	22.50	21.50
123.00	96.75	90.00	63.00	36.55	16.50	10.00	28.00	23.00	22.00
126.00	99.00	92.00	64.50	37.40	16.85	10.25	28.50	23.50	22.50
129.00	101.25	94.00	66.00	38.25	17.20	10.50	29.00	24.00	23.00
132.00	103.50	96.00	67.50	39.10	17.55	10.75	29.50	24.50	23.50
135.00	105.75	98.00	69.00	39.95	17.90	11.00	30.00	25.00	24.00
138.00	108.00	100.00	70.50	40.80	18.25	11.25	30.50	25.50	24.50
141.00	110.25	102.00	72.00	41.65	18.60	11.50	31.00	26.00	25.00
144.00	112.50	104.00	73.50	42.50	18.95	11.75	31.50	26.50	25.50
147.00	114.75	106.00	75.00	43.35	19.30	12.00	32.00	27.00	26.00
150.00	117.00	108.00	76.50	44.20	19.65	12.25	32.50	27.50	26.50
153.00	119.25	110.00	78.00	45.05	20.00	12.50	33.00	28.00	27.00
156.00	121.50	112.00	79.50	45.90	20.35	12.75	33.50	28.50	27.50
159.00	123.75	114.00	81.00	46.75	20.70	13.00	34.00	29.00	28.00
162.00	126.00	116.00	82.50	47.60	21.05	13.25	34.50	29.50	28.50
165.00	128.25	118.00	84.00	48.45	21.40	13.50	35.00	30.00	29.00
168.00	130.50	120.00	85.50	49.30	21.75	13.75	35.50	30.50	29.50
171.00	132.75	122.00	87.00	50.15	22.10	14.00	36.00	31.00	30.00
174.00	135.00	124.00	88.50	51.00	22.45	14.25	36.50	31.50	30.50
177.00	137.25	126.00	90.00	51.85	22.80	14.50	37.00	32.00	31.00
180.00	139.50	128.00	91.50	52.70	23.15	14.75	37.50	32.50	31.50
183.00	141.75	130.00	93.00	53.55	23.50	15.00	38.00	33.00	32.00
186.00	144.00	132.00	94.50	54.40	23.85	15.25	38.50	33.50	32.50
189.00	146.25	134.00	96.00	55.25	24.20	15.50	39.00	34.00	33.00
192.00	148.50	136.00	97.50	56.10	24.55	15.75	39.50	34.50	33.50
195.00	150.75	138.00	99.00	56.95	24.90	16.00	40.00	35.00	34.00
198.00	153.00	140.00	100.50	57.80	25.25	16.25	40.50	35.50	34.50
201.00	155.25	142.00	102.00	58.65	25.60	16.50	41.00	36.00	35.00
204.00	157.50	144.00	103.50	59.50	25.95	16.75	41.50	36.50	35.50
207.00	159.75	146.00	105.00	60.35	26.30	17.00	42.00	37.00	36.00
210.00	162.00	148.00	106.50	61.20	26.65	17.25	42.50	37.50	36.50
213.00	164.25	150.00	108.00	62.05	27.00	17.50	43.00	38.00	37.00
216.00	166.50	152.00	109.50	62.90	27.35	17.75	43.50	38.50	37.50
219.00	168.75	154.00	111.00	63.75	27.70	18.00	44.00	39.00	38.00
222.00	171.00	156.00	112.50	64.60	28.05	18.25	44.50	39.50	38.50
225.00	173.25	158.00	114.00	65.45	28.40	18.50	45.00	40.00	39.00
228.00	175.50	160.00	115.50	66.30	28.75	18.75	45.50	40.50	39.50
231.00	177.75	162.00	117.00	67.15	29.10	19.00	46.00	41.00	40.00
234.00	180.00	164.00	118.50	68.00	29.45	19.25	46.50	41.50	40.50
237.00	182.25	166.00	120.00	68.85	29.80	19.50	47.00	42.00	41.00
240.00	184.50	168.00	121.50	69.70	30.15	19.75	47.50	42.50	41.50
243.00	186.75	170.00	123.00	70.55	30.50	20.00	48.00	43.00	42.00
246.00	189.00	172.00	124.50	71.40	30.85	20.25	48.50	43.50	42.50
249.00	191.25	174.00	126.00	72.25	31.20	20.50	49.00	44.00	43.00
252.00	193.50	176.00	127.50	73.10	31.55	20.75	49.50	44.50	43.50
255.00	195.75	178.00	129.00	73.95	31.90	21.00	50.00	45.00	44.00
258.00	198.00	180.00	130.50	74.80	32.25	21.25	50.50	45.50	44.50
261.00	200.25	182.00	132.00	75.65	32.60	21.50	51.00	46.00	45.00
264.00	202.50	184.00	133.50	76.50	32.95	21.75	51.50	46.50	45.50
267.00	204.75	186.00	135.00	77.35	33.30	22.00	52.00	47.00	46.00
270.00	207.00	188.00	136.50	78.20	33.65	22.25	52.50	47.50	46.50
273.00	209.25	190.00	138.00	79.05	34.00	22.50	53.00	48.00	47.00
276.00	211.50	192.00	139.50	79.90	34.35	22.75	53.50	48.50	47.50
279.00	213.75	194.00	141.00	80.75	34.70	23.00	54.00	49.00	48.00
282.00	216.00	196.00	142.50	81.60	35.05	23.25	54.50	49.50	48.50
285.00	218.25	198.00	144.00	82.45	35.40	23.50	55.00	50.00	49.00
288.00	220.50	200.00	145.50	83.30	35.75	23.75	55.50	50.50	49.50
291.00	222.75	202.00	147.00	84.15	36.10	24.00	56.00	51.00	50.00
294.00	225.00	204.00	148.50	85.00	36.45	24.25	56.50	51.50	50.50
297.00	227.25	206.00	150.00	85.85	36.80	24.50	57.00	52.00	51.00
300.00	229.50	208.00	151.50	86.70	37.15	24.75	57.50	52.50	51.50

MONROE (4 AM; 4 FM)

(including West Monroe)

Ouribata Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KLIC

1950

MONROE



Media Code 4 219 5145 0.00
KLIC, Inc., 1800-1802 Parkview Drive, Monroe, La. 71201. Phone 318-323-4617.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Frank P. Corniglia, Jr.
Sales Manager—Robert Corniglia.
Program Director—Retha West.
- REPRESENTATIVES**
Southwest—Bobby Finch and Woods, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:00-1:05 am. CST.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6

KYEA (FM)

1968
WEST MONROE

Media Code 4 219 5600 4.00
Howard E. Griffith, Box 547, 701 Parkwood Dr.,
West Monroe, La. 71291, Phone 318-322-1491.

STATION'S PROGRAMMING DESCRIPTION
KYEA (FM): Programmed for Negro listener.
MUSIC: current rhythm and blues, jazz and spiritual.
Rhythm and blues, 8 am-noon, 2 pm-8 pm, 8 pm-12M.
SPIRITUAL: music, noon-2 pm, 6 pm-8 pm. Negro air personalities handle all segments. Commercial may be read live or produced. Public service and local information dealing with black community are stressed. Live Negro spiritual show Sun 6 am-noon. Live Negro high school record hop Sat 8 pm-12M.
NEWS: 5 min on hour, highlights at half hour.
SPORTS: at 45 plus live play-by-play area high school and college football in season. COMMERCIAL POLICY: 18 minutes maximum per hour, 15 minute product protection. Complete remote facilities for on scene broadcasts. Contact Representative for further details. Rec'd 4/14/69.

- PERSONNEL**
Owner—Howard E. Griffith.
General Manager—Charles G. Morgan.
- REPRESENTATIVES**
Gill-Perna, Inc.
Southwest—Riley Representatives.
Southeast—R. S. Crane Company, Inc.
- FACILITIES**
ERP 1000 w.; 98.3 mc. Stereo.
Operating schedule: 6 am-midnight, CST.
Antenna ht.: 647 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; net 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24b, 24c, 25c, 28b, 28a.
Contracts: 40a, 42b, 42d, 44b.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
AM facilities: KUZN.

NATIONAL AND LOCAL RATES SAME
No. 5 ET 8/1/67—Rec'd 4/14/69.

6. SPOT ANNOUNCEMENTS		ET		Rec'd 4/14/69.	
	1 min	30 sec	10 sec	1 min	30 sec
1x	26x	52x	104x	210x	325x
1 min	8.00	7.00	6.00	5.00	4.50
30 sec	6.00	5.50	5.00	4.25	3.50
10 sec	4.00	3.50	3.00	2.50	1.75

7. PACKAGE PLANS
PER WK: 20 ti 30 ti 40 ti 50 ti
Applicable rate: 52x 104x 210x 325x

8. PROGRAM TIME RATES
5 min 10 min 1/4 hr 1/2 hr 1 hr

1x	5	10	30	60	100
13x	20	30	60	100	100

MORGAN CITY (1 AM; 1 FM)

St. Mary Parish—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KMRC

1954

Media Code 4 219 5670 7.00
Tri-City Broadcasting, Inc., Box 1430, 602 Brashar Ave., Morgan City, La., 70380, Phone 504-384-1430.

STATION'S PROGRAMMING DESCRIPTION
KMRC: Programmed for adults except Sat and Sun afternoons for teens.
AIR PERSONALITIES handle all segments. NEWS: 5 min on hour, 30 min at noon, 10 min at 5 pm. MUSIC 75%. News 20% with emphasis on local. Public affairs 5%. SPORTS: pro, college, and local high school football. Sportscasts 6:30 am, 7:05 am, 12:20 pm & 5:10 pm. Personalities available for remote broadcasts from individual stores, shopping centers, fairs, etc. Rec'd 7/13/67.

- PERSONNEL**
General Manager—C. Ray Pliant.
Program Director—Farrell Bonner.
News Director—Cyril Guerrero.
- FACILITIES**
500 w. days; 1430 kc. Non-directional.
Operating schedule: 5:30 am-local sunset, CST.
- AGENCY COMMISSION**
15/0; payable by 10th. 2% per month on accounts delinquent 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23b, 24c, 25a, 26, 28b, 28c, 28a, 30, 33d.
Cancellation: 70a, 70c, 71a, 73b.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Prod. Services: 82.

NATIONAL AND LOCAL RATES SAME
No. 5 ET 8/1/67—Rec'd 11/8/67.

6. SPOT ANNOUNCEMENTS		I min 30 sec		I min 30 sec	
	1x	13x	26x	52x	104x
1x	4.25	3.75	2.80	364x	2.50 1.90
13x	3.75	2.80	520x	2.10	1.60
26x	3.00	2.25	728x	1.75	1.30
52x	2.75	2.10	1080+	1.50	1.10

7. PACKAGE PLANS
2 WEEKS
1 min 50.00 70.50 120.00 157.50 200.00
30 sec 42.00 60.00 80.00 119.00 150.00
4 WEEKS
1 min 40.00 60.00 120.00 200.00 500.00
30 sec 30.00 45.00 60.00 100.00 250.00
(Minimum 13 weeks)

8. PROGRAM TIME RATES
35 wkly, per wk 28 70 wkly, per wk 49

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	60.00	35.00	20.00	15.00	9.00
13x	58.00	33.00	19.00	14.50	8.00
52x	55.00	30.00	18.00	14.00	7.00

- SPECIAL FEATURES**
5 MINUTE NEWS (13 WEEKS MINIMUM)
On the hour and at 7:30 and 8:30 am.
WKLY: 1 ti 3 ti 5+
Per program: 7 6 5

2 MINUTE NEWSBRIEFS

On the half hour.
WKLY: 3 ti 5+
Per program: 3.75 8.00

KMRC-FM

Media Code 4 219 5700 1967
Tri-City Broadcasting, Inc., Box 1430, 602 Brashar Ave., Morgan City, La., 70380, Phone 504-384-1430.

- PERSONNEL**
General Manager—C. Ray Pliant.
News Director—Cyril Guerrero.
Program Director—Farrell Bonner.
 - FACILITIES**
ERP 3,000 w.; 96.7 mc.
Operating schedule: 5 pm-midnight, CST.
Antenna ht.: 185 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; payable 10th.
 - GENERAL ADVERTISING** See coded regulations
See KMRC listing for coded regulations.
- TIME RATES**
Rates are identical to KMRC. See that listing.

NATCHITOCHES (1 AM; 1 FM)

Natchitoches Parish—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KNOC

1947

Media Code 4 219 5775 4.00
Natchitoches Broadcasting Co., Inc., Box 607, 720 Front St., Natchitoches, La. 71457.

STATION'S PROGRAMMING DESCRIPTION
KNOC: Programmed for general interest of rural and urban people.
Early am: country and western, gospel music. Mid-am: middle-of-the-road music, community news, interviews, features. 3-4:30 pm rock and roll, blues music for Negro audience. 4:30-5:30 pm country and western music. 5:30-7 pm middle-of-the-road music, news, weather, sports. 7-9 pm popular music for local college and teens. 9-11 middle-of-the-road music, ballads, instrumentals. Major 15 min newscasts: 7 am, 10 am, 12:30 pm, 6 pm, 10 pm, 5 min news at 6:00. Local sports events coverage play-by-play. city council, community involvement programs. Sun: religious programs and sacred music am, middle-of-the-road and semi-classic music afternoon and night. 1-3 pm classical music program. Contact Representative for further details. Rec'd 10/16/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—B. Hillman Bailey, Jr.
Sec'y-Treas. & Mgr.—Norman A. Fletcher.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
South—Harry J. Cannon Associates.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11 pm, CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 10g, 12g, 13g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 62b, 63d.
Cancellation: 70a, 71a.
Prod. Services: 81, 82.

TIME RATES
No. LRA ET 5/1/66—Rec'd 5/23/66.

6. SPOT ANNOUNCEMENTS		I min 30 sec		I min 30 sec	
	1x	13x	26x	52x	104x
1x	3.45	2.76	156x	2.49	2.07
13x	3.18	2.62	260x	2.35	1.94
26x	2.90	2.50	312x	2.21	1.80
52x	2.76	2.35	624x	2.07	1.66
104x	2.62	2.21			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1x	41.49	24.90	13.83	8.30
13x	40.10	24.20	13.14	7.95
26x	38.73	23.51	12.44	7.61
52x	37.34	22.81	11.75	7.26
104x	35.95	22.12	11.07	6.91
156x	34.57	21.44	10.37	6.12
260x	33.19	20.74	9.67	5.88
312x	31.81	20.05	8.98	5.53
624x	30.42	19.35	8.30	4.85

KNOC-FM

Media Code 4 219 5775 2.00
Natchitoches Broadcasting Co., Inc., Box 607, 720 Front St., Natchitoches, La. 71457.

- PERSONNEL**
Pres. & Gen'l Mgr.—B. Hillman Bailey, Jr.
Sec'y-Treas.—Stella M. Fletcher.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
South—Harry J. Cannon Associates.
- FACILITIES**
ERP 3,000 w. (horiz. & vert.); 97.7 mc.
Operating schedule: 5:30 am-11 pm, CST.
Antenna ht.: 130 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11a, 12g, 13g, 14i, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a.
Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.

TIME RATES
No. LRA ET 8/1/66—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS		I min 30 sec		I min 30 sec	
	1x	13x	26x	52x	104x
1x	2.94	2.25	156x	2.12	1.78
13x	2.70	2.23	260x	2.00	1.65
26x	2.47	2.12	312x	1.88	1.53
52x	2.35	2.00	624x	1.76	1.41
104x	2.23	1.88			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1x	35.28	21.17	11.76	7.06
13x	34.10	20.58	11.17	6.76
26x	32.92	19.99	10.58	6.47
52x	31.75	19.40	9.99	6.17
104x	30.58	18.81	9.41	5.88
156x	29.40	18.23	8.82	5.29
260x	28.22	17.64	8.23	5.00
312x	27.05	17.05	7.64	4.70
624x	25.87	16.46	7.06	4.12

NEW IBERIA (2 AM; 1 FM)

Iberia Parish—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KANE

1946

Subscriber to the NAB Radio Code
Media Code 4 219 5880 2.00
New Iberia Broadcasting Co., Inc., Box 1240, D. H. Castillo Bldg., New Iberia, La. 70561, Phone 318-365-8434.

- PERSONNEL**
President—George H. Thomas.
General Manager—Donald Bonin.
- REPRESENTATIVES**
Atlanta—David Carpenter, Company.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:25 am-11:00 pm, CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective June 1, 1957. (Card No. 3.)
Card received May 20, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		CLASS A		CLASS B	
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time	45.00	25.00	20.00	18.00	13.50
26 times	43.00	24.00	18.00	15.00	12.00
52 times	41.00	23.00	17.00	15.00	12.00
100 times	39.00	22.00	16.00	14.50	12.00
156 times	37.00	21.00	15.00	14.00	11.50
260 times	35.00	20.00	14.00	13.00	11.00
312 or more	32.00	19.00	13.50	12.00	10.50

CLASS B
(6:00-6:30 am, 8:30 am-noon, 1:00-5:00 pm and 6:00-11:00 pm Mon thru Fri; sign-on-sign-off Sat and Sun)

1 time	40.00	22.00	18.00	13.00	8.00
26 times	38.00	19.80	16.80	13.25	7.50
52 times	36.00	18.70	15.00	11.75	7.00
100 times	34.00	17.80	13.50	11.25	6.50
156 times	32.00	16.80	13.00	10.75	6.00
260 times	30.00	15.40	10.50	10.25	5.50
312 or more	27.00	14.40	10.00	9.75	5.00

(*) 125 words live or 1 minute transcribed.
(†) 50 words live or 20 seconds transcribed, station break.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Stanley W. Ray, Jr.
Sales Manager—Ed Muniz.
- REPRESENTATIVES**
Dore & Allen, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. days. Non-directional.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0: 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 50c, 60d, 60z, 60l, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: The OK Group.

TIME RATES
No. 12 ET 8/1/67—Rec'd 7/21/67.

6. SPOT ANNOUNCEMENTS		A		B	
	1x	13x	26x	52x	104x
1x	17.00	13.60	14.45	11.55	11.90
13x	16.35	13.10	13.90	11.10	11.45
26x	15.70	12.55	13.35	10.65	11.00
52x	15.05	12.05	12.80	10.20	10.55
100x	14.40	11.50	12.25	9.75	10.10
250x	13.75	11.00	11.70	9.30	9.75
500x	13.10	10.45	11.15	8.85	9.30
750x	12.45	9.95	10.60	8.40	8.85
1000x	11.80	9.40	10.05	7.95	8.40
1000x	11.15	8.90	9.50	7.50	7.90

1000x or Flash Spots (10 sec or less)—50% of 1-min. Can be combined with 1-minute or 30-second spots to earn lower rates for ID frequency only.
(This listing continued on next page)

LOUISIANA

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2	1/4	10	5	(*)	(†)	(‡)
	hr.	hr.	min.	min.	min.	min.	min.
1 time	30.00	20.00	16.00	10.00	6.00	5.00	4.00
26 times	27.00	18.00	14.00	9.00	5.70	4.75	3.80
52 times	24.30	16.20	13.20	8.10	5.40	4.50	3.60
100 times	21.90	14.80	11.90	7.30	5.10	4.25	3.40
156 times	19.00	13.00	10.00	6.60	4.50	3.75	3.00
312 or more	18.00	11.00	9.00	6.00	4.20	3.50	

LOUISIANA

New Orleans—W B O K—Continued

7. PACKAGE PLANS

		1 MINUTE				
		10 ti	15 ti	20 ti	25 ti	30 ti
AA:		18.65	18.00	15.40	14.60	13.80
1 wk		15.45	14.75	12.15	11.35	10.55
13 wk		13.75	13.00	10.40	9.60	8.80
26 wk		13.00	12.25	9.65	8.85	8.05
39 wk		12.15	11.40	8.80	8.00	7.20
A:		14.15	13.60	11.00	10.20	9.40
1 wk		11.75	11.00	8.40	7.60	6.80
13 wk		10.05	9.30	6.70	5.90	5.10
26 wk		9.30	8.55	5.95	5.15	4.35
39 wk		8.55	7.80	5.20	4.40	3.60
52 wk		7.80	7.05	4.45	3.65	2.85
		30 SECONDS				
AA:		13.30	12.80	10.20	9.40	8.60
1 wk		10.90	10.10	7.50	6.70	5.90
13 wk		9.20	8.40	5.80	5.00	4.20
26 wk		8.45	7.65	5.05	4.25	3.45
39 wk		7.70	6.90	4.30	3.50	2.70
52 wk		6.95	6.15	3.55	2.75	1.95
A:		11.30	10.80	8.20	7.40	6.60
1 wk		8.90	8.10	5.50	4.70	3.90
13 wk		7.20	6.40	3.80	3.00	2.20
26 wk		6.45	5.65	3.05	2.25	1.45
39 wk		5.70	4.90	2.30	1.50	0.70
52 wk		4.95	4.15	1.55	0.75	-0.05

1-minute and 30-seconds cross-combine to earn maximum frequency. No ID's available. Packages not combinable. However, advertisers may earn higher frequency on subsequent orders providing schedules continue without interruption but no rebates are applicable on previous orders. Packages subject to short rate.

8. PROGRAM TIME RATES

AA:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	110.00	75.00	40.00	37.00	22.00
5 x	105.80	70.20	47.05	35.50	21.10
100 x	101.20	67.15	45.10	34.00	20.20
200 x	97.40	64.05	43.15	32.50	19.30
250 x	92.40	61.80	41.20	31.00	18.40
300 x	88.00	58.40	39.25	29.50	17.50
500 x	83.80	55.45	37.30	28.00	16.60
500 x	79.20	52.55	35.35	26.50	15.70
A:	93.50	62.05	41.65	31.45	18.70
1 x	89.75	59.55	40.00	30.00	17.95
100 x	86.00	57.10	38.35	28.90	17.15
150 x	82.30	54.60	36.70	27.80	16.40
200 x	78.65	52.10	35.05	26.35	15.65
250 x	74.80	49.55	33.35	25.10	14.90
300 x	71.05	47.15	31.70	23.80	14.10
500 x	67.30	44.65	30.05	22.55	13.35

B-40% less than AA.

WDSU-FM 1948
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6196 2.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WDSU-FM: Programmed for affluent adults. Entertainment 98%. News and information 2%. Automated with live inserts. News headlines daily throughout the day. MUSIC: general popular music 78%, Broadway shows (complete) 5%, jazz (reviews of new releases) 1%, country and western 1%, featured artists 8%, and classical and opera 10%. Programming schedule: general popular music 6 am-5 pm daily. Instrumental daily, 5-7 pm. Broadway shows 7-8 pm M-F. Classical 10 pm-12M M-F. Opera 7-10 pm Sun. Contact Representative for further details. Rec'd 11/27/69.

1. PERSONNEL
President—A. Louis Read.
Vice-Pres. & Gen'l Mgr.—Harold M. Wheelahan.
Commercial Manager—Jack A. Murray.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1280 kc. Directional—same pattern all hours.
Antenna ht.: 210 ft. above average terrain.
Operating schedule: 5:30 am-12:30 am daily. CST.

4. AGENCY COMMISSION
15%. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h.
Basic Rates: 20a, 22, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60b, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with NBC and Blair Represented Network. Regular time charges apply to recorded programs and there are no restrictions as to broadcast time.

TIME RATES
No. 15 Eff 1/1/69—Rec'd 2/6/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7-9 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER WK: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti
1 min: 28.00 25.00 22.00 20.00 19.00 18.00 17.00
30 sec: 23.00 20.00 18.00 16.00 15.00 14.00 13.00
ID's: 17.00 15.00 14.00 13.00 12.00 11.00 10.00

CLASS A
1 min: 24.00 20.00 18.00 17.00 16.00 15.00
30 sec: 19.00 16.00 14.00 13.00 12.00 11.00
ID's: 14.00 12.00 11.00 10.00 9.00 8.00

CLASS B
1 min: 16.00 15.00 14.00 13.00 12.00 11.00
30 sec: 13.00 12.00 11.00 10.00 9.00 8.00
ID's: 9.00 8.50 8.00 7.50 7.00 6.50

CLASS C
1 min: 12.00 11.00 10.00 9.00 8.00 7.50
30 sec: 10.00 9.00 8.00 7.00 6.50 6.00
ID's: 7.00 6.50 6.00 5.50 5.00 4.00

(*) Specified position.
(†) Less than 6 ti.
WDSU/WDSU-FM COMBINATION:
Flat, extra DISCOUNTS 5 4 3
52 wk—8%
9. SPECIAL FEATURES
5-MINUTE NEWSCASTS
PER WK: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti
AA: 32 31 30 29 28 27
A: 20 18 17 16 15 14
B: 17 15 14 13 12 11
C: 13 12 11 10 9 8
May combine with spots for maximum frequency. Rates guaranteed only for length of contract (maximum 1 year) and may be withdrawn any time.
AIRWATCH TRAFFIC REPORTS
Mon thru Fri 6 per day 7:15-8:45 am; 6 per day 4:45-6:15 pm.
PER WK, EA: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti
13 wk: 32 31 30 29 28 27 24

WDSU-FM 1948
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6301 6.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WJMR-FM: Programmed for affluent adults. Entertainment 98%. News and information 2%. Automated with live inserts. News headlines daily throughout the day. MUSIC: general popular music 78%, Broadway shows (complete) 5%, jazz (reviews of new releases) 1%, country and western 1%, featured artists 8%, and classical and opera 10%. Programming schedule: general popular music 6 am-5 pm daily. Instrumental daily, 5-7 pm. Broadway shows 7-8 pm M-F. Classical 10 pm-12M M-F. Opera 7-10 pm Sun. Contact Representative for further details. Rec'd 11/27/69.

1. PERSONNEL
President—A. Louis Read.
Vice-Pres. & Gen'l Mgr.—Harold M. Wheelahan.
Commercial Manager—Jack A. Murray.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1280 kc. Directional—same pattern all hours.
Antenna ht.: 210 ft. above average terrain.
Operating schedule: 5:30 am-12:30 am daily. CST.

4. AGENCY COMMISSION
15%. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h.
Basic Rates: 20a, 22, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60b, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with NBC and Blair Represented Network. Regular time charges apply to recorded programs and there are no restrictions as to broadcast time.

TIME RATES
No. 15 Eff 1/1/69—Rec'd 2/6/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7-9 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER WK: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti
1 min: 28.00 25.00 22.00 20.00 19.00 18.00 17.00
30 sec: 23.00 20.00 18.00 16.00 15.00 14.00 13.00
ID's: 17.00 15.00 14.00 13.00 12.00 11.00 10.00

CLASS A
1 min: 24.00 20.00 18.00 17.00 16.00 15.00
30 sec: 19.00 16.00 14.00 13.00 12.00 11.00
ID's: 14.00 12.00 11.00 10.00 9.00 8.00

CLASS B
1 min: 16.00 15.00 14.00 13.00 12.00 11.00
30 sec: 13.00 12.00 11.00 10.00 9.00 8.00
ID's: 9.00 8.50 8.00 7.50 7.00 6.50

CLASS C
1 min: 12.00 11.00 10.00 9.00 8.00 7.50
30 sec: 10.00 9.00 8.00 7.00 6.50 6.00
ID's: 7.00 6.50 6.00 5.50 5.00 4.00

(*) Specified position.
(†) Less than 6 ti.
WDSU/WDSU-FM COMBINATION:
Flat, extra DISCOUNTS 5 4 3
52 wk—8%
9. SPECIAL FEATURES
5-MINUTE NEWSCASTS
PER WK: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti
AA: 32 31 30 29 28 27
A: 20 18 17 16 15 14
B: 17 15 14 13 12 11
C: 13 12 11 10 9 8
May combine with spots for maximum frequency. Rates guaranteed only for length of contract (maximum 1 year) and may be withdrawn any time.
AIRWATCH TRAFFIC REPORTS
Mon thru Fri 6 per day 7:15-8:45 am; 6 per day 4:45-6:15 pm.
PER WK, EA: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti
13 wk: 32 31 30 29 28 27 24

WJMR-FM 1948
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6301 6.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WNOE-FM: Programmed for affluent adults. Entertainment 98%. News and information 2%. Automated with live inserts. News headlines daily throughout the day. MUSIC: general popular music 78%, Broadway shows (complete) 5%, jazz (reviews of new releases) 1%, country and western 1%, featured artists 8%, and classical and opera 10%. Programming schedule: general popular music 6 am-5 pm daily. Instrumental daily, 5-7 pm. Broadway shows 7-8 pm M-F. Classical 10 pm-12M M-F. Opera 7-10 pm Sun. Contact Representative for further details. Rec'd 11/27/69.

1. PERSONNEL
President—James A. Noe, Jr.
General Manager—Jack C. Fiedler.
Program Director—Dan Diamond.

2. REPRESENTATIVES
McGavren-Guild PGW Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 93.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 850 ft. above terrain.

4. AGENCY COMMISSION
15% on time only; payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 3a.
Contracts: 40a.
Six minutes of commercial content per hour maximum. Sold in combination with WDSU. See that listing.

TIME RATES
No. 2 Eff 1/1/69—Rec'd 2/5/69.
7. PACKAGE PLANS
PER WK: 10 ti 20 ti 40 ti 80 ti
1 min: 12 10 8 6
30 sec: 10 8 6 4
10 sec: 7 6 5 4

10. SPECIAL FEATURES
Rates for news programs—150% of regular rates.

WJMR-FM 1948
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6301 6.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WNOE-FM: Programmed for young adults and adults. MUSIC: general popular music including standards, current singles and albums. Flashbacks of last 10 years. 7 air personalities. Consistent format 24 hours. NEWS: 5 min on hour. 2 min on half hour. Additional news, sports and weather capsules at :15 and :45 during drivetimes. COMMERCIAL POLICY: 16 minutes or 18 units per hour, 6 am-7 pm. 10 minutes or 12 units per hour, 7 pm-8 am. Contact Representative for further details. Rec'd 3/6/69.

1. PERSONNEL
President—James A. Noe, Jr.
General Manager—Jack C. Fiedler.
Program Director—Bill Stewart.

2. REPRESENTATIVES
McGavren-Guild PGW Radio, Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs daily. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.

(This listing continued on next page)

WNOE-FM 1969
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6406 5.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WNPS-FM: Programmed for young adults and adults. MUSIC: general popular music including standards, current singles and albums. Flashbacks of last 10 years. 7 air personalities. Consistent format 24 hours. NEWS: 5 min on hour. 2 min on half hour. Additional news, sports and weather capsules at :15 and :45 during drivetimes. COMMERCIAL POLICY: 16 minutes or 18 units per hour, 6 am-7 pm. 10 minutes or 12 units per hour, 7 pm-8 am. Contact Representative for further details. Rec'd 3/6/69.

1. PERSONNEL
President—Mrs. Moise W. Denny.
General Manager—W. S. Hart.
Station Manager—Walter Bouche.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs daily. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.

(This listing continued on next page)

WJMR-FM 1948
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6301 6.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WNOE-FM: Programmed for young adults and adults. MUSIC: general popular music including standards, current singles and albums. Flashbacks of last 10 years. 7 air personalities. Consistent format 24 hours. NEWS: 5 min on hour. 2 min on half hour. Additional news, sports and weather capsules at :15 and :45 during drivetimes. COMMERCIAL POLICY: 16 minutes or 18 units per hour, 6 am-7 pm. 10 minutes or 12 units per hour, 7 pm-8 am. Contact Representative for further details. Rec'd 3/6/69.

1. PERSONNEL
President—James A. Noe, Jr.
General Manager—Jack C. Fiedler.
Program Director—Bill Stewart.

2. REPRESENTATIVES
McGavren-Guild PGW Radio, Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs daily. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.

(This listing continued on next page)

WNOE-FM 1969
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6406 5.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WNPS-FM: Programmed for young adults and adults. MUSIC: general popular music including standards, current singles and albums. Flashbacks of last 10 years. 7 air personalities. Consistent format 24 hours. NEWS: 5 min on hour. 2 min on half hour. Additional news, sports and weather capsules at :15 and :45 during drivetimes. COMMERCIAL POLICY: 16 minutes or 18 units per hour, 6 am-7 pm. 10 minutes or 12 units per hour, 7 pm-8 am. Contact Representative for further details. Rec'd 3/6/69.

1. PERSONNEL
President—Mrs. Moise W. Denny.
General Manager—W. S. Hart.
Station Manager—Walter Bouche.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs daily. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.

(This listing continued on next page)

WNOE-FM 1969
Blair Radio
Subscriber to the NAB Radio Code
Media Code 4 219 6406 5.00

Royal Street Corp., 520 Royal St., New Orleans, La. 70130, Phone 504-524-4371, Ext. 252, TWX 504-822-8168.

STATION'S PROGRAMMING DESCRIPTION
WNPS-FM: Programmed for young adults and adults. MUSIC: general popular music including standards, current singles and albums. Flashbacks of last 10 years. 7 air personalities. Consistent format 24 hours. NEWS: 5 min on hour. 2 min on half hour. Additional news, sports and weather capsules at :15 and :45 during drivetimes. COMMERCIAL POLICY: 16 minutes or 18 units per hour, 6 am-7 pm. 10 minutes or 12 units per hour, 7 pm-8 am. Contact Representative for further details. Rec'd 3/6/69.

1. PERSONNEL
President—Mrs. Moise W. Denny.
General Manager—W. S. Hart.
Station Manager—Walter Bouche.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs daily. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.

New Orleans—W N P S—Continued

Basic Rates: 20b, 21b, 22a, 23a, 28b, 28c.
Contracts: 40a, 44a, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Affiliated with MBS Radio Network.

TIME RATES

ET 4/1/68—Rec'd 4/24/68.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm; Sat & Sun 9 am-7 pm.
B—All other times.

1 MINUTE

PER WK: 1 t 6 t 12 t 18 t 24 t 36 t
AA 20.00 16.00 14.00 12.00 11.00 10.00
A 15.00 12.00 10.00 8.00 8.00 7.00
B 10.00 8.00 7.00 6.00 5.50 5.00

30/20/10 sec: 75% of 1-min.
CONSECUTIVE WEEK DISCOUNTS

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
I—1/3 Mon thru Fri 6-10 am; 1/3 Mon thru Fri 4-7 pm; 1/3 Mon thru Fri 10 am-4 pm.
II—1/2 Mon thru Fri 6-10 am or 4-7 pm; 1/2 Mon thru Fri 10 am-4 pm and/or Sat & Sun 9 am-7 pm.
III—1/2 Mon thru Fri 10 am-4 pm; 1/2 Sat & Sun 9 am-7 pm.
I MIN: 12 t 18 t 24 t 36 t
TAP I 140 180 225 306
TAP II 125 175 200 275
TAP III 100 150 175 200
50/20/10 sec: 75% of 1-min.
CONSECUTIVE WEEK DISCOUNTS

10. SPECIAL FEATURES

NEWS PROGRAMS
5 min. 1x 26x 52x 104x 156x 260x
20 19 18 17 16 15

WRNO (FM)

1967

NAB

Media Code 4 219 6575 7.00
Gulf South Broadcasters, Box 8071, 3230 Patterson Dr., New Orleans, La. 70114. Phone 504-382-4824.
STATION'S PROGRAMMING DESCRIPTION
WRNO (FM): Programmed for adults and young adults.
MUSIC: 50% albums, middle-of-the-road, film, show tunes, standards. 50% singles, current hits commercially successful, of adult appeal. Programming: consistent throughout broadcast day. NEWS: network report at Noon and 6 pm. Contact Representative for further details. Rec'd 11/4/68.

1. PERSONNEL
General Manager—Joseph Mark Costello, III.
Operations Manager—Joseph C. Pollet, Jr.
Program Director—Robert Guarino.
2. REPRESENTATIVES
Frederick W. Smith.
Louisiana Broadcast Representatives.
3. FACILITIES
ERP 30,000 w.; 99.5 mc.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 47a, 48a 51a, 51b.
Comb. Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.

TIME RATES

ET 6/1/69—Rec'd 7/28/69.
6. SPOT ANNOUNCEMENTS
PER WK: 1 t 20 t 30 t 40 t
1 min 17.00 15.00 13.50 12.00
30 sec 14.00 12.00 10.50 8.00
10 sec 11.00 9.00 7.50 6.00

WSHO

1926

NAB

Media Code 4 219 6615 1.00
Americana Broadcasting Corp., John Mitchell Bldg., 637 Common St., New Orleans, La. 70130. Phone 504-524-8265.
1. PERSONNEL
President—H. C. Young, Jr.
Vice-Pres. & Gen'l Mgr.—Don Kern.
Production Director—John Bradley.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 800 kc. Directional.
Operating schedule: Daytime. CST.
4. AGENCY COMMISSION
15/0 net charges; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 20a.
Contracts: 40c, 42b, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 61c, 62b.
Cancellation: 71a, 73a.
Contracts not subject to cancellation on less than 2 weeks' written notice.

TIME RATES

ET 3/8/67.
6. SPOT ANNOUNCEMENTS
WKLY: (*) 10 t 15 t 20 t 25 t
1 min 17.00 15.00 13.50 12.00 10.60
20/30 sec 13.80 12.00 10.80 9.60 8.40
10 sec 8.50 7.50 6.75 6.00 5.27
(*) 6 t or less.

DISCOUNTS

52 wk—10% 26 wk—5%
8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr
1 t 150 100 50
26 t 125 75 40
52 t 95 55 36

10. SPECIAL FEATURES

NEWSCASTS
1 t 30 52 t 20
26 t 25

WSMB
1925
American Entertainment Ntwk



METRO RADIO SALES

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 219 6720 9.00
WSMB, Inc. (Founders Corporation and Bankers Securities), Maison Blanche Bldg., New Orleans La. 70112. Phone 504-523-5921. TWX 504-822 5265.

1. PERSONNEL
General Manager—John L. Vath.
Program Director—Marshall Pearce.
2. REPRESENTATIVES
Metro Radio Sales.
3. FACILITIES
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 27 28a, 29a, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 48 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62d.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 80, 81, 82.

Blanket contracts accepted for purpose of establishing an advertiser's contractual year and calculating of frequency earned. Such contracts will not be accepted for purpose of rate protection.
Rates quoted guaranteed for 13 weeks from effective date of any increase providing ads equalling weekly expenditure of 100.00 are running at time of effective date of increase and providing ads continue without interruption during rate protection period.
Affiliated with American Entertainment Network.

TIME RATES

No. B ET 2/1/69—Rec'd 12/19/68.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-8 pm; Sun 6 am-6 pm.
C—Mon thru Sat 7 pm-midnight; Mon thru Sun 5-6 am; Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS AA: 1 min 20/30 10 sec
Specified hour or day 55 44 28
PER WK:
Less than 6 (rotating Mon-Sat) 50 40 25
6 t (1 per day Mon-Sat) 48 38 24
12 t (2 per day Mon-Sat) 44 35 22

CLASS A:
Specified hour or day 1 min 20/30 10 sec
50 40 25
PER WK:
Less than 6 (rotating Mon-Sat) 48 38 24
6 t (1 per day Mon-Sat) 46 37 23
12 t (2 per day Mon-Sat) 42 34 21
CLASS B:
Specified hour or day 44 35 22
PER WK:
Less than 6 (rotating Mon-Sun) 40 32 20
6 t (1 per day any 6 days) 38 30 19
12 t (2 per day any 6 days) 36 29 18
18 t (3 per day any 6 days) 32 26 16
24 t (4 per day any 6 days) 30 24 15
30 t (5 per day any 6 days) 26 21 13

CLASS C:
Less than 6 (rotating Mon-Sun) 20 16 10
6 t (1 per day any 6 days) 19 15 9
12 t (2 per day any 6 days) 18 14 9
18 t (3 per day any 6 days) 16 13 8
24 t (4 per day any 6 days) 15 12 7
30 t (5 per day any 6 days) 13 10 6

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS
Spots must be scheduled equally over 7 day period and rotate within time classification. Offered on pre-emptible basis at station's discretion for full rate card advertiser. In the event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience and prior to expiration of schedule. Plans earn consecutive weeks discount.
PER WK: 1 min 20/30 10 sec
Plan A: 12 t (3AA, 3A, 4B, 2C) 384 312 192
Plan B: 18 t (5AA, 5A, 6B, 2C) 540 432 270
Plan C: 24 t (8AA, 8A, 8B, 4C) 672 528 336
Plan D: 36 t (9AA, 9A, 12B, 6C) 836 750 468

FREQUENCY COMBINATION
Minutes, Newscastrs, 20/30 seconds and IDs may combine to earn weekly frequency discounts. Plans may combine with Minutes, Newscastrs, 20/30 seconds and IDs to earn weekly frequency discounts. Plans do not combine with Plans for further weekly frequency.
FREQUENCY DISCOUNT
(With expenditure of 100.00 or more)
52 consecutive weeks—10%
DRIVE TIME SPECIAL
(Rotating minutes only)
PER WK: 18 t (8AA, 8A) Sat 640
Plan 2: 24 t (12AA, 12A) Sat 912

HOUSEWIFE SPECIAL
(Rotating minutes only)
PER WK: (Mon thru Sat 10 am-8 pm)
Plan 1: 16 t, Sat 450
Plan 2: 25 t, Sat 700
Flat rates, no further discounts.
Drive Time and Housewife Special offered on pre-emptible basis at station's discretion for full rate card advertisers. They do not earn consecutive weeks discounts, and do not contribute or combine with face of card rates or Weekly Circulation Plans to earn weekly frequency discounts. They do not combine with each other.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
(Rotating Mon-Sat)
PER WK: 1 t 5 t 10+
AA 80 63 53
A 58 55 50

LOUISIANA

WTIX
1951
Independent
The Eastman Station

NAB

RAB

A Storz Owned Station
Subscriber to the NAB Radio Code
Media Code 4 219 6825 6.00
Storz Broadcasting Co., 332 Carondelet St., New Orleans, La. 70130. Phone 504-523-2404.

1. PERSONNEL
Chairman of the Board—Robert H. Storz.
Vice Pres. & Gen'l Mgr.—Fred Berthelson.
Program Director—Bob Mitchell.
2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 690 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Cancellation: 70c.
Station reserves right to demand cash in advance where advisable in judgment of station management.
Affiliated with The Eastman Network.

TIME RATES
Rev. No. 9 ET 7/1/69—Rec'd 7/7/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 7 pm-midnight; Sat 10 am-3 pm.
III—Mon thru Fri 10 am-3 pm; Sat 10 am-midnight.
IV—Mon thru Sat 5-6 am & midnight-1 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS
SECTION I
PER WK: 1 t 12 t 18 t 24 t
1 min 50.00 40.00 36.00 36.00
30/20 sec 40.00 32.00 30.40 28.80
10 sec 25.00 20.00 19.00 18.00
SECTION II
1 min 40.00 36.00 34.00 32.00
30/20 sec 32.00 28.80 27.20 25.60
10 sec 20.00 18.00 17.00 16.00
SECTION III
1 min 38.00 34.00 32.00 30.00
30/20 sec 30.40 27.20 25.60 24.00
10 sec 19.00 17.00 16.00 15.00
SECTION IV
1 min 30.00 28.00 24.00 22.00
30/20 sec 24.00 20.80 19.20 17.60
10 sec 15.00 13.00 12.00 11.00

7. PACKAGE PLANS
*CUME PLANS
PER WK, EA: 1 min
Plan A—30 t (12I, 4II, 10III, 4IV) 28
Plan B—15 t (6I, 2II, 6III, 2IV) 33
30/20 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min. Preemptible.
(*) Fully preemptible for full rate advertisers.
Rate protection is only for the length of the consecutive contract. Plans may be withdrawn at station's discretion at any time. Plans available only to single product advertisers and non-combinable with any other weekly section package for additional discount.
8. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.

WWL
1922
CBS Radio Network
KATZ RADIO
EAST

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 219 6990 4.00
Loyola University of the South, Roosevelt Hotel, New Orleans La. 70140. Phone 504-525-2194.

1. PERSONNEL
General Manager—J. Michael Early.
General Sales Manager—Raymond M. Muro, Jr.
Program Director—John S. Pels.
2. REPRESENTATIVES
Katz Radio, East.
3. FACILITIES
50,000 w.; 870 kc. Directional—same pattern all hours.
Operating schedule: 24 hours Mon thru Fri; sign-on-midnight Sat; 5:00 am-midnight Sun.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24c, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 43, 44a, 46, 47a, 49.
Comb.; Cont. Discount: 60a, 60d, 60e, 60f, 60i, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
No. 10B ET 2/1/69—Rec'd 1/10/69.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 5-6 am, 10 am-3 pm & 7-10:30 pm.
C—All other times.
1 MINUTE
PER WK: 1 t 6 t 12 t 18 t 24 t
AA 40 36 34 32 30
A 35 30 28 26 24
B 28 23 22 21 20
C 24 19 18 17 16
20/30 sec—80% of applicable min.
10 sec—50% of applicable min.
All spots regardless of length or classification may be combined for discount purposes.
(This listing continued on next page)

IT'S NOT THAT WE DON'T LIKE KIDS...
(We just like being first with the adults.)
For two years, WSMB has been #1 in delivery of Total Adults in AM Drive-Time, Housewife-Time, and PM Drive-Time. That's because we're the station with The Modern Adult Sound. When you want to reach the grownups in New Orleans, cut the kid stuff. Buy WSMB.
WSMB
NEW ORLEANS
5,000 WATTS 1350 KC
REPRESENTED BY METRO RADIO SALES
New Orleans ARB
Metro Area — Avg. 1/4-hr. delivery
Oct./Nov. '66 thru Oct. '68

LOUISIANA

New Orleans—W W L—Continued

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

TAP I—1/3 Mon thru Fri 6-10 am; 1/3 Mon thru Fri 3-7 pm; 1/3 Mon thru Fri 10 am-3 pm.

TAP II—1/4 Mon thru Fri 6-10 am; 1/4 Mon thru Fri 3-7 pm; 1/2 Mon thru Fri after 7 pm and/or weekend.

TAP III—1/2 Mon thru Fri 10 am-3 pm; 1/2 Mon thru Fri after 7 pm and/or weekend.

PER WK: 294 423 528

TAP I 264 378 456

TAP II 192 270 336

20/30 sec—80% of applicable min.

10 sec—50% of applicable min.

8. PROGRAM TIME RATES

6-1 AM DAILY

PER YR, EA:	1x	25x	52x	104x	156x	260x
1 hr.	300	288	276	264	252	240
1/2 hr.	161	153	145	137	128	120
1/4 hr.	101	96	91	87	83	79
10 min.	85	80	76	72	68	64
5 min.	63	60	56	53	50	47

1-5 AM

50% of above rates.

Spots and programs may not be cross-combined for discount purposes.

W W M T (FM)

1953

NAB

Media Code 4 219 7035 1.00

Fidelity Broadcasting Division of Custom Electronics, Inc., 328 Chartres St., New Orleans, La. 70130. Phone 504-522-5854 or 5080.

1. PERSONNEL

President—George R. Montgomery.

Vice-Pres. & Gen'l Mgr.—Macy O. Teator, Jr.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP 14,000 w.; 95.7 mc.

Operating schedule: 8 am-midnight.

Antenna ht.: 233 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.

Rate Protection: 10b, 11b, 14b.

Basic Rates: 20a, 21a, 21c, 22a, 23a, 24b, 28a, 29a.

Contracts: 40a, 45, 46.

Comb.; Cont. Discounts: 60b, 60i.

Cancellation: 71a.

Affiliated with American FM Network.

Member: The Groskin Group.

TIME RATES

ER 12/1/67—Rec'd 1/5/68.

6. SPOT ANNOUNCEMENTS

	10.00	9.50	9.00	8.50	8.00	7.50	7.00
* 1 min or less.							

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55	52
1/2 hr.	35	34	33	32	31	30	29
1/4 hr.	20	19	18	17	16	15	14
5 min.	10	9	8	7	6	5	4

W W O M

1950

RAB

Media Code 4 219 7140 9.00

Wagenvord Broadcasting Company, 344 Camp St., New Orleans, La. 70130. Phone 504-529-7516.

STATION'S PROGRAMMING DESCRIPTION

W W O M: Programmed for adults and mature young people.

MUSIC: popular and light classical, 18 min of music in each 15 min segment. 2 minutes of commercial time per 15 minutes. NEWS: 5 min of network news on hour; 1 min of local news on half hour. Time, temperature, stock market quotes and traffic reports woven into format. Popular and light classical music with cluster commercial format. Contact Representative for further details. Rec'd 9/16/68.

1. PERSONNEL

President—David W. Wagenvord.

General Manager—Frank L. Ayman.

Program Director—Sam Ford.

2. REPRESENTATIVES

Gert Bunchez and Associates.

3. FACILITIES

1,000 w. days; 600 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

Partial simulcast operation. Simulcast 6:30 am-5 pm Mon thru Sat; midnight 4 am & 5 pm-midnight Sun. For non-simulcast facilities see W W O M-FM.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b.

Rate Protection: 10b, 11a, 13a, 14a, 15b, 16.

Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 33c.

Contracts: 40a, 42b, 44a, 45, 46, 48, 49, 50, 51a.

Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62d.

Cancellation: 70b, 70d, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Information Network.

Member: Gert Bunchez & Associates Group.

TIME RATES

No. 7 Eff—Rec'd 3/1/68.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1000 x	7.70	5.50
500 x	15.00	10.00
250 x	30.00	20.00
100 x	75.00	50.00
50 x	150.00	100.00
25 x	300.00	200.00
10 x	750.00	500.00
5 x	1500.00	1000.00
1 x	3000.00	2000.00

Must be used in 12 months or less.

7. PACKAGE PLANS

PER WK: (*) 12 tl 24 tl 36 tl 72 tl

1 min.	12.00	9.00	8.80	7.70	6.60
30 sec.	10.00	7.70	6.60	5.50	4.40
15 sec.	7.00	5.50	4.40	3.30	3.30
(*) 6 tl or less.					

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	100.00	60.00	35.00

13 wk—5% 28 wk—10% 52 wk—15%

10. SPECIAL FEATURES

Church discount—25% on 52 week contract.

W W O M-FM

1965

Media Code 4 219 7141 7.00

Wagenvord Broadcasting Co., Inc., 344 Camp St., New Orleans, La. 70130. Phone 504-529-7516.

1. PERSONNEL

President—David Wagenvord.

General Manager—Frank Ayman.

Program Director—Sam Ford.

2. REPRESENTATIVES

Gert Bunchez and Associates.

3. FACILITIES

ERP 54,000 w.; 95.8 mc. Stereo.

Operating schedule: 24 hrs. daily, CST.

Antenna ht.: 305 ft. above average terrain.

Partial simulcast operation. Operated separately mid-night-6:30 am & 5 pm-midnight Mon thru Sat; 4 am-5 pm Sun. For simulcast facilities see W W O M, W W O M-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL RATE POLICY

Member: Gert Bunchez & Associates Group.

TIME RATES

Rates are identical to W W O M. See that listing.

W Y L D

1949

Independent Negro

Media Code 4 219 7245 6.00

Rounsaville of New Orleans, Inc., Box 19124, 2906 Tulane Ave., New Orleans, La. 70119. Phone 504-822-1945.

STATION'S PROGRAMMING DESCRIPTION

W Y L D: Programmed for the Negro market.

MUSIC: rhythm and blues principally. Some gospel minimum jazz and popular. News and editorials, 5 min on hour, 24 hours a day. Public affairs programs 5 min at 7 pm, M-Sun. Phone requests nightly 10 pm-1 am, M-Sun. Contact Representative for further details. Rec'd 11/27/68.

1. PERSONNEL

Owner & President—Robert W. Rounsaville.

General Manager—John J. Revisors.

Operations Manager—Toh Castle.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

Rounsaville Sta. Sales Office: See Repts & S/O pages.

3. FACILITIES

10,000 w. days, 500 w. nights; 940 kc. Directional—separate patterns day and night.

Operating schedule: 7 1/2 hours daily, CST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.

Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 25b, 27, 28b, 33d.

Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51a.

Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.

Cancellation: 70a, 70d, 71a, 73b.

Prod. Services: 80, 81, 82.

Entire schedule devoted to Negro Market.

TIME RATES

ER 10/1/68—Rec'd 8/19/68.

AA—Mon thru Sat 6-10 am & 3-7 pm; Sun all day.

A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	18.00	14.40	15.75	12.60
50 x	17.40	13.90	15.25	12.15
100 x	16.85	13.50	14.75	11.80
150 x	16.35	12.90	14.15	11.30
250 x	15.45	12.35	13.50	10.80
500 x	14.40	11.50	12.60	10.05
750 x	13.35	10.70	11.70	9.35
1000 x	12.20	9.75	10.70	8.55

ID's or Flash Spots (10 seconds or less) sold at 1/2 the 1 minute rate. They can be combined with 1/2 minute or 30 second spots to earn lower rates for ID frequency only. No ID's available under Package Plans.

7. PACKAGE PLANS

1 MINUTE

PER WK:	10 tl	15 tl	20 tl	25 tl	30 tl	35 tl
AA:	17.00	16.20	15.40	14.60	13.80	13.00
1 wk:	15.75	15.00	14.30	13.55	12.80	12.00
28 wk:	14.75	14.05	13.35	12.65	11.95	11.25
39 wk:	13.45	12.80	12.15	11.55	10.90	10.25
52 wk:	12.20	11.65	11.05	10.50	9.90	9.35

A:

1 wk:	14.90	14.20	13.50	12.80	12.10	11.40
13 wk:	13.80	13.15	12.50	11.85	11.20	10.50
28 wk:	12.80	12.35	11.80	11.30	10.80	10.30
39 wk:	11.75	11.20	10.65	10.10	9.55	8.95
52 wk:	10.70	10.20	9.65	9.20	8.65	8.05

30 SECONDS

AA:	13.00	12.05	12.30	11.70	11.05	10.40
1 wk:	12.60	12.00	11.45	10.85	10.25	9.60
13 wk:	11.80	11.25	10.70	10.10	9.55	9.00
28 wk:	10.75	10.25	9.70	9.25	8.70	8.20
39 wk:	9.75	9.30	8.85	8.40	7.90	7.50

A:

1 wk:	11.00	11.35	10.75	10.25	9.65	9.10
13 wk:	11.00	10.50	10.00	9.50	8.95	8.40
28 wk:	10.30	9.85	9.35	8.85	8.35	7.90
39 wk:	9.40	8.95	8.50	8.10	7.60	7.20
52 wk:	8.55	8.15	7.75	7.35	7.00	6.55

1 minute and 30 seconds cross-combine to earn maximum frequency. No ID's available.

Each Announcement Package stands alone. However, advertiser may earn a higher frequency (13 wks, 26 wks, etc.) on subsequent orders providing the schedules continue without interruption but no rebates are applicable on previous orders. Announcement Packages subject to short rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	121.70	81.10	54.10	40.60
	250x—14%	150x—10%	100x—7%	500x—20%

9. PARTICIPATING PROGRAMS

Nola Parrish Vignettes—1 per day rotating Mon thru Fri 10 am-3 pm plus 15 1-min or 20 30-sec spots per wk.

13 wk 26 wk 52 wk

Per wk 275 280 210

NEW ROADS

Pointe Coupee Parish—Map Location D-4

See BRDS consumer market map and data at beginning of the State.

K W R G

1964

Subscriber to the NAB Radio Code

Media Code 4 219 7350 4.00

Atoyelles Broadcasting Corp. Box 287, New Roads, La. 70760 Phone 638-9058.

1. PERSONNEL

President—Guy C. Billups, Jr.

Vice-President—Chester J. Coco.

Manager—Johnny Gauthier.

3. FACILITIES

1,000 w. days; 1500 kc. Non-directional.

Operating schedule: Sunrise-sunset, CST.

4. AGENCY COMMISSION

15% no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a.

Basic Rates: 26, 28a.

Contracts: 45, 48.

Comb.; Cont. Discounts: 60b, 61h, 62e.

Cancellation: 70a, 70c, 73a.

Affiliated with KBS Radio Network.

TIME RATES

Rates effective September, 1964.

Card received October 5, 1964.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	3.03	2.45
13 tl	2.91	2.84
26 tl	2.74	2.16
52 tl	2.62	1.99
104 or more tl	2.45	1.88

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	35.50	18.25	12.50	10.20
13 tl	34.06	17.96	12.21	9.91
26 tl	32.17	16.53	11.35	9.05
52 tl	31.38	15.84	10.20	7.90
104 or more tl	29.75	14.80	9.05	6.46

OAKDALE

Allen Parish—Map Location C-4

See BRDS consumer market map and data at beginning of the State.

K R E H

1953

Subscriber to the NAB Radio Code

Media Code 4 219 7455 1.00

Louisiana Broadcasting Service, 10th St., Oakdale, La. 71465.

1. PERSONNEL

General Manager—C. Winsett Reddoch.

Station Manager—Don A. Rosa, Jr.

3. FACILITIES

250 w.; 900 kc. days. Non-directional.

Operating schedule: Sunrise to local sunset.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11c, 13c, 14c.

Basic Rates: 21d, 22a, 24b, 25a, 29a.

Contracts: 40a, 41, 44a, 47e, 48, 49.

Comb.; Cont. Discounts: 60b, 61a.

Cancellation: 71a, 72.

Prod. Services: 82.

Affiliated with KBS Radio Network.

Member: Southeastern Key Market Network.

TIME RATES

Rates effective September, 1959.

Rates received August 31, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr	1/2 hr	1/4 hr	5 min	1 min
13 times	28.50	16.75	8.75	5.80	3.75
26 times	25.50	15.25	7.75	5.40	3.35
52 times	24.00	14.50	7.25	5.20	3.15
104 times	22.50	13.75	6.75	5.00	2.95
260 times	21.00	13.00	6.25	4.80	2.75
512 times	19.50	12.25	5.75	4.60	2.55

OAK GROVE

West Carroll Parish—Map Location D-2

See BRDS consumer market map and data at beginning of the State.

K W C L

1958

Subscriber to the NAB Radio Code

Media Code 4 219 7560 8.00

Carroll Broadcasting Company, Inc., Box 'K', Oak Grove, La. 71263. Phone 318-428-2389.

1. PERSONNEL

Manager—Ivy Robinson.

Traffic Manager—Edna Stover.

Program Director—Bill Cooper.

2. REPRESENTATIVES

Vic Plano Associates, Inc.

South-C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w.; 1280 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7a.

Rate Protection: 10b, 14b, 15b.

Basic Rates: 20b, 21c, 22b, 24a, 25a, 26, 27, 28b, 29b, 30.

Contracts: 40a, 44a, 47a, 49, 51a.

Comb.; Cont. Discounts: 60a, 61a, 62d.

Cancellation: 73b.

Prod. Services: 80, 82.

Affiliated with KBS Radio Network.

TIME RATES

ER 1/1/68—Rec'd 11/30/67.

6. SPOT ANNOUNCEMENTS

1 tl	1 min 30 sec	15 sec
	4.50	3.00

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	5 min
	30	20	10

10. SPECIAL FEATURES

News service—AP and local. News service charge, 63.00 weekly.

OPELOUSAS (1 AM; 1

Opelousas—K S L O-FM—Continued

6. SPOT ANNOUNCEMENTS

CLASS AA		28 ti	52 ti	100 ti	156 ti (*)
1 min	5.90	5.65	5.40	5.15	4.90
30 sec	5.25	5.02	4.85	4.65	4.25
15 sec	4.55	4.30	4.05	3.80	3.30
10 sec	4.40	4.15	3.90	3.65	3.16

CLASS A		4.50	4.25	4.00	3.75	3.50
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.80	3.60	3.40	3.20	3.00
15 sec	2.85	2.70	2.55	2.40	2.25	2.10
10 sec	2.70	2.55	2.40	2.25	2.10	1.95

(*) 312 or more times.

8. PROGRAM TIME RATES

CLASS AA		28 ti	52 ti	100 ti	156 ti (*)
1/2 hr	42.00	41.50	40.00	38.50	37.00
1/4 hr	29.50	28.50	27.00	25.50	24.00
10 min	22.50	22.00	21.00	20.00	18.50
5 min	13.00	12.75	12.50	12.00	11.50

CLASS A		38.00	37.00	36.00	35.00	32.00
1/2 hr	38.00	37.00	36.00	35.00	32.00	32.00
1/4 hr	25.50	24.50	23.50	22.00	20.00	17.00
10 min	18.50	17.50	17.00	16.00	15.00	13.00
5 min	10.00	9.75	9.50	9.00	8.50	7.50

(*) 312 or more times.

PORT SULPHUR

Plaquemine Parish—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KPBC

1955
Media Code 4 219 7770 3.00
Plaquemine Broadcasting Corp., Box 95, Port Sulphur, La. 70083. Phone 504-564-3388.

STATION'S PROGRAMMING DESCRIPTION
KPBC: Programmed for general interest 75%, teens 25%.
MUSIC: country and western sign-on-sign-off. NEWS: 5 min news each hour plus headlines. SPORTS: 2 daily sports show. Live high school, college and professional football. Mobile news unit. Mobile studio available for remote. Heavy emphasis on community involvement through broadcasts at fairs, parades, beauty contests, fishing rodeos, etc. Audience participation contests. Contact Representative for further details. Rec'd 5/2/69.

- PERSONNEL**
General Manager—Jerry Womack.
Station Manager—Dick Morgan.
Commercial Manager—J. J. McGinty.
- REPRESENTATIVES**
FRO Time Sales, Inc.
C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 23a, 24a, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
KPBC and WBOX, Bogalusa, La. sold in combination. 15% discount.

TIME RATES

ET 1/26/67. Rec'd 1/26/67.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	156x	260x	312x
1 min	6.00	5.50	5.00	4.50	4.00	3.00
30 sec	4.00	3.50	3.00	2.50	2.25	1.75

8. PROGRAM TIME RATES

1x	13x	26x	52x	156x	260x	312x
1 hr	58.00	54.00	50.00	46.00	44.00	40.00
1/2 hr	40.00	38.00	34.00	32.00	30.00	25.00
1/4 hr	25.00	23.00	21.00	18.00	16.00	12.00
10 min	17.50	15.50	13.50	11.00	9.00	6.50
5 min	12.50	11.50	10.50	9.50	8.50	7.50

RAYVILLE

Richland Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KRIH

1957
Media Code 4 219 7875 0.00
Ewing Inc., Box 420, Rayville, La. 71269. Phone 728-4855.

- PERSONNEL**
General Manager—Robyn Ewing.
Program Director—John Warley.
- REPRESENTATIVES**
New York, Philadelphia, Chicago—Continental Radio Sales.
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
250 w.; 990 kc. days. Non-directional.
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**
15/0 time and talent only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62a.
Cancellation: 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES

ET 6/1/68—Rec'd 7/29/68.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	312+
1 min	4.50	4.00	3.75	3.50	3.25
30 sec	3.00	2.75	2.50	2.25	2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
75.00	40.00	22.50		

BURSTON (1 AM; 1 FM)

Lincoln Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KRUS

1947
Media Code 4 219 7960 8.00
Ruston Broadcasting Co., Inc., Radio Bldg., Box 430, 105 E. Park Ave., Ruston, La. 71270. Phone 318-255-2530.

- PERSONNEL**
General Manager—Dan Hollingsworth.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 24b, 25a, 26, 28b, 28c, 29a, 33b.
Contracts: 40a, 43, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Sports programs and other special events subject to adjusted rate over and above as herein listed.
Member: Southeastern Key Market Network.

TIME RATES

ET 1/1/67—Rec'd 2/24/67.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR 100 WORDS		13x	26x	52x	104x
1x	4.50	104x	3.60		
13x	4.28	156x	3.38		
26x	4.05	260x	3.15		
52x	3.83	312x	2.93		

30 SECONDS/STATION BREAK OR 40 WORDS

1x	13x	26x	52x	104x
1x	3.00	104x	2.40	
13x	2.85	156x	2.25	
26x	2.70	260x	2.10	
52x	2.55	312x	1.75	

8. PROGRAM TIME RATES

1x	13x	26x	52x	104x
1 hr	75	70	65	60
1/2 hr	40	(*) 35	32	30
1/4 hr	25	22	20	18
5 min	10	9	7	6

(*) 37.50.

KRUS-FM

1955
Media Code 4 219 7981 6.00
Ruston Broadcasting Co., Radio Bldg., Box 430, 105 E. Park Ave., Ruston, La. 71270. Phone 318-255-2530.

- PERSONNEL**
Manager—Dan Hollingsworth.
- FACILITIES**
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL RATE POLICY**
Rates are identical to KRUS. See that listing.

SHREVEPORT (7 AM; 5 FM)

Caddo Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBCL

1957

KBCL-FM

1959

Subscriber to the NAB Radio Code
Media Code 4 219 8065 5.00
Good Music, Inc., Box 727, Shreveport, La. 71102. Phone 318-423-1606.

- PERSONNEL**
President—Alvin Childs.
General Manager—Allan Stoll.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Southwest—Clide Merrill Company.
South—R. S. Crane Company, Inc.
- FACILITIES**
250 w.; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
FM-ERP 100,000 w.; 98.6 mc. Stereo.
Operating schedule: 6 am-midnight.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

No. 4 ET 6/1/69—Rec'd 5/2/69.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	520x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

SATURATION PLANS

WITHIN 7 DAYS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min or less	7.50	6.80	6.00	5.00	4.40

KCIJ

1950

SHREVEPORT

Media Code 4 219 8190 3.00
Radiozark Broadcasting of Louisiana, Inc., Box 197, Shreveport, La. 71102. Phone 318-425-7724.

- PERSONNEL**
President—John Mabaffey.
General Manager—Hal Sell.
News & Farm Director—Harmie Smith.
- FACILITIES**
5,000 w. days, 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: Country Music Network.

TIME RATES

ET 1/1/62—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	260x	260x	312x
1 min	20.00	19.00	18.00	17.00	16.00
30 sec	16.00	15.00	14.00	13.00	12.00
10 sec	10.00	9.50	9.00	8.50	8.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	10.00	9.00	8.00	7.00	6.00
10 sec	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
90	65	45	35	25

KEEL

1922

SHREVEPORT

A LIN Owned Station



JOHN C. BUTLER & COMPANY, INC.

Media Code 4 219 8295 0.00
KEEL, Inc., Box 7, 710 Spring St., Shreveport, La. 71102. Phone 318-425-8692.

- PERSONNEL**
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Marie Gifford.
Program Director—Larry Itran.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
LIN Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
50,000 w. days, 5,000 w. nights; 710 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0: payable on receipt.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

ET 9/1/69—Rec'd 7/30/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun noon-7 pm;
daily 7 pm-midnight.
A—Sun 6 am-noon; daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE		52x	156x	312x	760x
PER YR:	6 ti	12 ti	18 ti	24 ti	
PER WK:	35	32	30	28	
AAA	30	28	26	24	
AA	25	21	18	16	

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

- PACKAGE PLANS**
- | PER WK: | TOTAL AUDIENCE PLAN | 1 min |
|------------------------|---------------------|-------|
| 12 ti (9AAA, 4AA, 2A) | 312 | |
| 18 ti (9AAA, 6AA, 3A) | 432 | |
| 24 ti (12AAA, 8AA, 4A) | 517 | |
- All spots regardless of length or time classification automatically combine to earn lowest frequency or package discounts whichever apply.

KEEL-FM

1968

SHREVEPORT

A Lin Owned Station



JOHN C. BUTLER & COMPANY, INC.

Media Code 4 219 8296 6.00
KEEL-FM, Inc., Box 7, 710 Spring St., Shreveport, La. 71102. Phone 318-425-8692.

- STATION'S PROGRAMMING DESCRIPTION**
KEEL-FM: Programmed for adults and young adults. MUSIC: 20% current popular and 80% middle-of-the-road music. NEWS: every hour, plus 10 min

LOUISIANA

news in depth at 8 am, noon & 6 pm daily. Emphasis on entertainment and service, with a commercial limit of 8 minutes per hour. Contact Representative for further details. Rec'd 7/1/68.

- PERSONNEL**
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Marie Gifford.
Station Director—W. B. Berkey.
 - REPRESENTATIVES**
John C. Butler & Company, Inc.
LIN Sta. Sales Office: See Rep & S/O pages.
 - FACILITIES**
ERP 100,000 w.; 93.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: _____
 - AGENCY COMMISSION**
15/0: time only.
 - GENERAL ADVERTISING** See coded regulations
See KEEL listing for coded regulations.
- TIME RATES**
No. 1 ET—Rec'd 6/13/68.
- 6. SPOT ANNOUNCEMENTS**
- | 1x | 50x | 100x |
|----|-----|------|
|----|-----|------|

LOUISIANA

Shreveport—Continued

KRMD **KRMD-FM**
1928 **SHREVEPORT** 1948



Subscriber to the NAB Radio Code
Media Code 4 219 8610 0.00
Radio Station KRMD, Box 1739, Shreveport, La. 71102. Phone 518-423-6171.

STATION'S PROGRAMMING DESCRIPTION

KRMD: Programmed for adults.
General popular music throughout day with emphasis on standards 12M-6 am. Jazz 7-8 pm M-F. 10 min network and local news on hour. Direct weathercasts from US Weather Bureau 6:15 am & 12:15 pm M-F. Sat. Guest interviews and local affairs program 9:05-10 am M-F. Year round sports programming including live college basketball, network major league baseball, high school and professional football, World Series, and Indianapolis 500. Contact Representative for further details. Rec'd 8/11/67.

1. PERSONNEL

Owner—T. B. Lanford.
General Manager—Thomas A. Gresham.

2. REPRESENTATIVES

Burn-Smith Company, Inc.
Detroit—Pearse Sales.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.

Operating schedule: 24 hours daily.

FM FACILITIES

ERP 11,000 w.; 101.1 mc.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 25b, 25c.

Contracts: 40c, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j.

Cancellation: 70a, 70c, 71a, 72a, 73a, 73b.

Station reserves the right to limit 50% of schedule to traffic times.

Affiliated with NBC Radio Network.

TIME RATES

Rates effective November 1, 1964.

Rates received August 31, 1964.

6. SPOT ANNOUNCEMENTS

13 ti	10.00	208 ti	8.00
26 ti	9.75	260 ti	7.75
52 ti	9.50	312 ti	7.50
104 ti	9.25	520 ti	7.25
156 ti	9.00	780 ti	7.00
	8.25	1040 ti	6.75

7. PACKAGE PLANS SATURATION PACKAGES

PER WK.	1 wk	2 wk	3 wk	4 wk	5 wk	6 wk
25 ti	225.00	425.00	618.75	800.00	981.25	1155.00
30 ti	267.00	504.00	741.00	948.00	1185.00	1359.00
35 ti	308.00	581.00	834.75	1085.00	1330.00	1564.00
40 ti	348.00	656.00	948.00	1224.00	1500.00	1752.00
45 ti	387.00	729.00	1053.00	1359.00	1685.00	1944.00
50 ti	425.00	800.00	1155.00	1500.00	1812.50	2130.00
60 ti	504.00	948.00	1359.00	1752.00	2130.00	2484.00

10. SPECIAL FEATURES IDENTIFICATIONS OR TIME SIGNALS

Maximum 15 seconds—50% of regular rate.

KTAL (FM)

1948

TEXARKANA-SHREVEPORT



Media Code 4 219 8715 7.00
KCMC, Inc., 8150 N. Market, Shreveport, La. 71107.
Phone 518-425-2422.
Studios: Texarkana, Tex., Shreveport and Vivian, La.

1. PERSONNEL

President—Walter E. Hussman.
General Manager—H. Lee Bryant.

3. FACILITIES

ERP 81,300 w.; 98.1 mc.

Operating schedule: 6 am-12 midnight.

Antenna ht.: 1,447 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.

Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 25b, 25c, 29a, 31.

Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

TV facilities: KTAL-TV.

Affiliated with American FM Network.

TIME RATES

ER 1/1/67—Rec'd 2/2/67.

AA—Daily 9 am-9 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN OR LESS:	1x	50x	100x	300x	500x
AA	3.00	2.75	2.50	2.25	2.00
A	2.00	1.75	1.50	1.25	1.00

7. PACKAGE PLANS ROS PACKAGE PLAN

(To be used within 30 days or less)

Es	90 ti	120 ti	150 ti
	2.00	1.75	1.50

KWKH

KWKH

1925

SHREVEPORT



Subscriber to the NAB Radio Code

Media Code 4 219 8820 5.00
International Broadcasting Corp. (The Shreveport Times) Box 1130, Shreveport, La. 71102. Phone 518-422-8711.
Studio—Petroleum Tower, Shreveport, La.

STATION'S PROGRAMMING DESCRIPTION

KWKH: Programmed for general interest.
MUSIC: general popular music 7:15 am-6:30 pm, 75% singles. Country and western and gospel 5-7 am, 10:30 pm-12M. Network variety 9-10 am. NEWS: five 10 min local and network on hour. 15 min or more 7 am, 8 am, 10 am, 11 am, noon, 4 pm, 5 pm, 8:30 pm & 10 pm. 3 men. SPORTS: news at 7:30 am, 12:40 pm, 5:25 pm, 6:40 pm, 7:30 pm, 10:15 pm. Play-by-play of major league baseball, pro and college football. FARM: news at 5:50 am, 8:15 am, 12:05-12:20 pm, markets at 6:05 am, 2 men. Weather: all news programs, direct weather bureau at 6:25 am, 12:30 pm. Severe weather service. TALK: 11:40 am-noon call-in, 1:30-2 pm interviews, 7:35-9:30 pm interview and call-in. AIR PERSONALITIES: 5-9 am, 10 am-noon, 2:30-6:30 pm, 10:30 pm-1 am. Contact Representative for further details. Rec'd 1/29/68.

1. PERSONNEL

President—William H. Bronson.
Vice-President—Robert Ewing Brown.
Gen. Mgr.—Jack Timmons (Phone 518-422-8721).

2. REPRESENTATIVES

Henry I. Christal Co., Inc.

3. FACILITIES

50,000 w.; 1130 kc. Directional—night only.

Operating schedule: 5-1 am. CST.

Partial simulcast operation. Simulcast 7-7:15 am Sun thru Sat & 10-10:30 pm Mon thru Fri. For non-simulcast facilities see KWKH-FM.

4. AGENCY COMMISSION

15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28b, 29a, 32b.

Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62a.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS.

TIME RATES

No. 8 ER 7/1/67—Rec'd 5/6/67.

AA—Mon thru Sat 6:31-9 am; Mon thru Fri 4-7 pm.

A—Mon thru Sat 6-6:30 am; Mon thru Fri 9 am-4 pm & 7-10:30 pm; Sun 6 am-10:30 pm.

B—Daily 10:30 pm-5:59 am, except fixed positions adjacent to farm programs (5:30-6 am) which take Class A rates.

6. SPOT ANNOUNCEMENTS

PER YR.	1x	52x	156x	260x	312x	624+
1 per wk.	33.00	31.35	29.70	28.05	26.40	24.75
12 per wk.	26.70	25.05	23.40	21.75	20.10	18.45
15 per wk.	28.05	26.40	24.75	23.10	21.45	19.80
20 per wk.	28.40	26.75	25.10	23.45	21.80	20.15
30+	24.75	23.10	21.45	19.80	18.15	16.50

30 SECONDS

1 per wk.	28.00	26.40	24.80	23.20	21.60	20.00
12 per wk.	23.20	21.60	20.00	18.40	16.80	15.20
15 per wk.	23.60	22.00	20.40	18.80	17.20	15.60
20 per wk.	22.40	20.80	19.20	17.60	16.00	14.40
30+	21.00	19.40	17.80	16.20	14.60	13.00

10 SECONDS

1 per wk.	16.50	15.68	14.85	14.03	13.20	12.38
12 per wk.	14.85	14.11	13.37	12.63	11.88	11.14
15 per wk.	14.03	13.33	12.62	11.93	11.22	10.52
20 per wk.	13.20	12.50	11.88	11.22	10.56	9.90
30+	12.38	11.76	11.14	10.52	9.90	9.29

1 MINUTE

1 per wk.	29.50	28.05	26.55	25.08	23.60	22.13
12 per wk.	26.35	24.90	23.40	21.92	20.44	18.96
15 per wk.	25.08	23.63	22.17	20.70	19.22	17.75
20 per wk.	23.60	22.15	20.68	19.20	17.72	16.25
30+	22.13	20.68	19.20	17.72	16.25	14.78

30 SECONDS

1 per wk.	25.00	23.75	22.50	21.25	20.00	18.75
12 per wk.	21.25	20.18	19.13	18.06	16.99	15.92
15 per wk.	21.25	20.18	19.13	18.06	16.99	15.92
20 per wk.	20.00	19.00	18.00	17.00	16.00	15.00
30+	18.75	17.81	16.88	15.94	15.00	14.06

10 SECONDS

1 per wk.	14.75	14.01	13.28	12.54	11.80	11.06
12 per wk.	13.28	12.61	11.95	11.29	10.62	9.95
15 per wk.	12.54	11.91	11.29	10.66	10.03	9.40
20 per wk.	11.80	11.21	10.62	10.03	9.44	8.85
30+	11.06	10.51	9.96	9.41	8.85	8.30

CLASS B

1 per wk.	17.70	16.82	15.93	15.05	14.16	13.28
12 per wk.	15.93	15.14	14.34	13.55	12.74	11.95
15 per wk.	15.05	14.30	13.54	12.79	12.04	11.29
20 per wk.	14.16	13.46	12.74	12.04	11.33	10.62
30+	13.28	12.62	11.95	11.29	10.62	9.96

1 MINUTE

1 per wk.	15.00	14.25	13.50	12.75	12.00	11.25
12 per wk.	13.50	12.85	12.15	11.48	10.80	10.13
15 per wk.	12.75	12.15	11.48	10.80	10.20	9.56
20 per wk.	12.00	11.40	10.80	10.20	9.60	9.00
30+	11.25	10.69	10.13	9.56	9.00	8.44

10 SECONDS

1 per wk.	8.85	8.41	7.97	7.52	7.08	6.64
12 per wk.	7.97	7.57	7.17	6.77	6.37	5.98
15 per wk.	7.52	7.15	6.77	6.38	6.02	5.64
20 per wk.	7.08	6.73	6.38	6.02	5.66	5.31
30+	6.64	6.31	5.98	5.64	5.31	4.98

May add spots on KWKH-FM at end rate per spot, 2.00.

7. PACKAGE PLANS

A plan consists of four spots scheduled within a 7-day period.

1 spot—6:31-9:30 am Mon thru Sat; 4-7 pm Mon thru Fri.

2 spots—9:30 am-4 pm Mon thru Fri; 9:30 am-7 pm Sat; 6 am-7 pm Sun.

3 spots—7 pm-5:59 am Mon thru Sun.

PER PLAN: 1.65 1.35 1.45

Slidell—W B G S—Continued

PROGRAM TIME RATES	1-4	5	11	21	26+
PER MO:	1-4	5	11	21	26+
1 hr	60.00	55.00	50.00	45.00	40.00
1/2 hr	35.00	30.00	27.50	25.00	22.50
1/4 hr	18.00	15.00	13.00	10.00	8.00
5 min	7.00	6.50	5.25	4.50	4.00

10. SPECIAL FEATURES

2 Minute News Briefs at :30-30-sec commercial time 2.50.
5 Minute News at :30 (except main news)—1 min commercial time 4.00.
15 Minute News, Sports, Weather 7:30 am, noon & 5 pm—30-sec participation—3.50.

SPRINGHILL

Webster Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBSF

1954

Subscriber to the NAB Radio Code
Media Code 4 219 9330 0.00
Springhill Broadcasting Co., P. O. Box 127, Plain Dealing Road, Springhill, La. 71075. Phone 539-4616.

1. PERSONNEL
Owner & Gen'l Mgr.—John K. Hill.
2. FACILITIES
1,000 w.; 1460 kc. days. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday. CST.
3. AGENCY COMMISSION
15/0 time only; 10 days.
4. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NAB Radio Network.

TIME RATES		Rates effective July 1, 1956.	
Rates received July 27, 1956.		Rates received December 20, 1954.	
6. SPOT ANNOUNCEMENTS/PROGRAM RATES			
1 time	1/2 hr	1/4 hr	5 min.
1 time	20.00	12.00	6.00
26 times	18.00	10.80	5.40
52 times	16.00	9.60	4.80
104 times	14.00	8.40	4.20
156 times	12.00	7.20	3.60
Automotive rate			2.10

SULPHUR

Calcasieu Parish—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KIKS

1955

Subscriber to the NAB Radio Code
Media Code 4 219 9135 7.00
Victor Radio Company, Box 324, Lake Charles, La. 70601. Phone 318-527-5266.

1. PERSONNEL
General Manager—Don Sams.
Program Director—Buddy King.
2. REPRESENTATIVES
Charles Bernard Co., Inc.
Southeast—R. S. Crane Company, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
500 w.; 1510 kc. Directional.
Operating schedule: 5:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with KBS.
Member: Country Music Network.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
No. 10 ET 7/1/56—Rec'd 6/13/56.		No. 10 ET 7/1/56—Rec'd 6/13/56.	
1 min	20/30 sec	1x	2x
1 min	6.00	5.00	4.00
20/30 sec	4.50	4.00	3.75
10 sec	3.00	2.75	2.50

7. PACKAGE PLANS	10x	20x	30x	40x
PER WK. ROS:				
1 min	60.00	80.00	105.00	130.00
20/30 sec	37.50	60.40	87.00	118.00
10 sec	26.00	40.00	52.50	60.00

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	10	8	18	15	8

10. SPECIAL FEATURES

Newscastrs: 5 minutes on the hour.
5-MINUTE NEWS
1 hr 12.00 156 hr 9.00
26 hr 11.25 260 hr 8.25
52 hr 10.50 312 hr 7.50
104 hr 9.75 (D)

TALLULAH

Madison Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KTLD

1954

Media Code 4 219 9240 5.00
Owned and operated by Sco-Kim, Inc., Tallulah, La. 71281.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chris C. Kimball.
2. FACILITIES
500 w.; 1360 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.
3. AGENCY COMMISSION
15/0 time only; 10 days.
4. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Basic Rates: 20a, 22a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES		Rates effective September 4, 1954.	
Rates received December 20, 1954.		Rates received December 20, 1954.	
6. SPOT ANNOUNCEMENTS/PROGRAM RATES			
1 time	hr	1/2	1/4
1 time	35.00	26.00	15.00
13 times	28.50	17.10	11.40
26 times	27.00	16.20	10.80
52 times	25.50	15.30	10.20
104 times	24.00	14.40	9.60
156 times	22.50	13.50	9.00
260 times	21.00	12.60	8.40
312 times	19.50	11.70	7.80

THIBODAUX (1 AM; 1 PM)

Lafourche Parish—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KTIB

1953

Subscriber to the NAB Radio Code
Media Code 4 219 9345 2.00
Delta Broadcasters, Inc., Box 471, 108 Green St., Thibodaux, La. 70301. Phone 504-447-9006.

1. PERSONNEL
President—Ferd H. Block.
General Manager—Bob Mehaffey.
Chief Engineer—Hugh W. Smith.
2. REPRESENTATIVES
Louisiana Broadcast Representatives.
3. FACILITIES
500 w.; 630 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11g, 12g, 13g, 14g, 15c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES		ET 1/1/59—Rec'd 12/9/58.	
6. SPOT ANNOUNCEMENTS			
1x	2x	52x	104x
1 min	5.00	4.75	4.50
2x	4.50	4.25	4.00
52x	3.75	3.50	3.25
104x	3.00	2.75	2.50

7. PACKAGE PLANS	5	10	15	20	25
PER WK.:					
1 min	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES	1x	13x	26x	52x	104x	260x
1/2 hr	40	38	36	34	32	28
1/4 hr	30	28	26	24	22	20
5 min	15	14	13	12	11	10

KTIB-FM

1956

Media Code 4 219 9346 0.00
Delta Broadcasters, Inc., Box 471, 108 Green St., Thibodaux, La. 70301. Phone 504-447-9006.

1. PERSONNEL
President—Ferd H. Block.
General Manager—Bob Mehaffey.
Chief Engineer—Hugh W. Smith.
2. REPRESENTATIVES
Louisiana Broadcast Representatives.
3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 255 ft. above average terrain.
Partial simulcast operation. Operated separately except during news. For simulcast facilities see KTIB.
4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11d, 12a, 13a, 14a, 15c, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates are identical to KTIB. See that listing.

VILLE PLATTE

Evangeline Parish—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KVPI

1953

Subscriber to the NAB Radio Code
Media Code 4 219 9450 0.00
Ville Platte Broadcasting Co., P. O. Box 566, Ville Platte, La. 70586. Phone 318-263-2124.

1. PERSONNEL
President—Lionel B. Deville.
General Manager—Jim Solleau.
2. FACILITIES
250 w.; 1050 kc. Non-directional.
Operating schedule: sunrise to local sunset. CST.
3. AGENCY COMMISSION
15/2 time and talent; 10 days.
4. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 14c, 15c.
Basic Rates: 20b, 22a, 24b, 26, 28b, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
Rates effective November 15, 1953. (Card No. 1.)		Card received April 27, 1955.	
6. SPOT ANNOUNCEMENTS			
1 min	1/2 min	1 hr	156 hr
1 min	3.50	3.25	3.00
1/2 min	3.00	2.80	2.60
1 hr	2.50	2.30	2.10
156 hr	2.00	1.80	1.60
15 min	12.00	11.00	10.00
10 min	9.00	8.50	8.00
5 min	6.00	5.50	5.00

WEST MONROE

Ouachita Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Monroe
(including West Monroe)

LOUISIANA

WHITE CASTLE

Iberville Parish—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KEYL

1955

Media Code 4 219 9555 6.00
Big League Broadcasting Co., Inc., Donaldsonville River Rd. Hwy., White Castle, La. 70788. Phone 504-257-3160.

1. PERSONNEL
General Manager—Terry Broussard.
Oper. Mgr. & Prog. Dir.—Marty McKay.
Chief Engineer—Mike Marchand.
2. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
3. AGENCY COMMISSION
15%.
4. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14d, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21c, 22b, 24a, 24c, 26, 28c, 29b, 30, 31.
Contracts: 40a, 41, 42b, 42d, 46, 47c, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES		ET—Rec'd 6/16/57.	
6. SPOT ANNOUNCEMENTS			
1 min	10 sec	15 sec	15 sec Quickies
1 min	10	10	1.25
10 sec	10	10	1.25

7. PACKAGE PLANS
5 min 10 min 1/4 hr 1/2 hr 1 hr
1 hr 10 15 20 35 60
10. SPECIAL FEATURES
NEWSCASTS
At :55 each hour, each 5.00. Includes 1-minute spot and 5-second open and close. Contract rate applicable on minimum contract only: 1 per day, 5 per week for 13 weeks.

WINNSBORO

Franklin Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KMAR

1957

Media Code 4 219 9765 1.00
KMAB Broadcasting Corp., Box 312, Winnsboro, La. 71295. Phone 318-435-5141.

STATION'S PROGRAMMING DESCRIPTION
KMAB: Programmed for general interest.
News at :55, 5 min. Country music sign-on-9 am. Sports 6:31 am. Religious programming 7-7:30 am. Local news 7:31 am for 10 min. 9 am-noon, middle-of-the-road music. 10:45 am forestry weather news. 11:50 am, local, regional and national newscast. Noon-12:30 pm, market news such as cattle, cotton, etc. 1:15 pm, forestry weather news, 2-3 pm, music, showtimes, standard and middle-of-the-road, also, discussions, talk. 3 pm-sign-off, rock and rhythm and blues. 4:30 pm, state and regional news for 10 min. Sports 5-5:10 pm. Contact Representative for further details. Rec'd 8/14/67.
1. PERSONNEL
Pres. & Gen'l Mgr.—St. Willing.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 28a, 28c, 29a, 30.
Contracts: 40a, 44a, 46, 49, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.

TIME RATES		ET—Rec'd 7/5/68.	
6. SPOT ANNOUNCEMENTS			
1 min or less	1x	156x	312x
1 min or less	7	6	5
8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
1 hr	50	40	25
156 hr	35	30	20
312 hr	30	25	18

MAINE

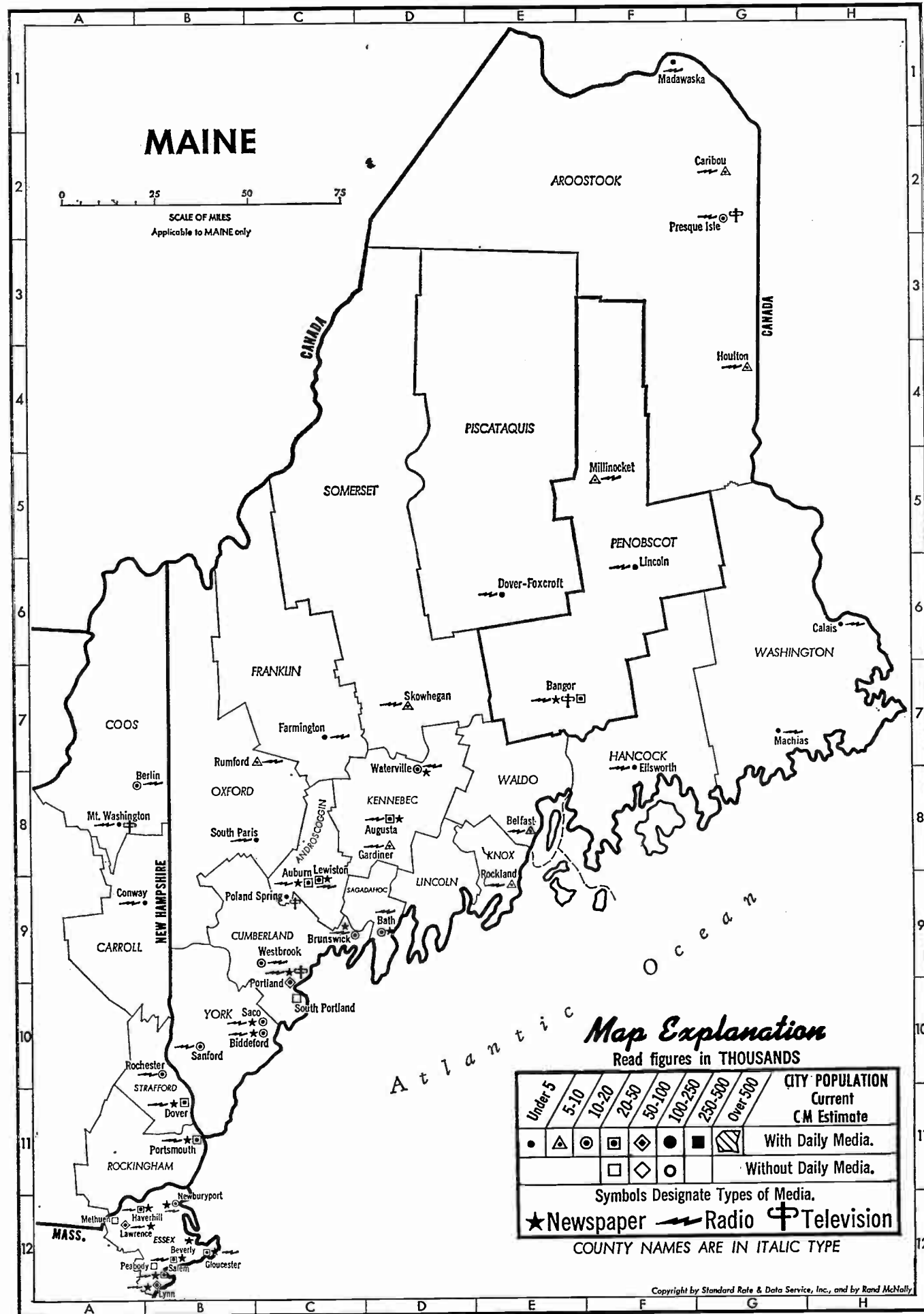
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	4,700	Portland (S.M.S.A.)	600
METRO AREAS		Portland (County Basis)...	900
Bangor (County Basis)...	1,100	Total Metros (S.M.S.A.)	700
Lewiston-Auburn (S.M.S.A.)	100	Total Metros (County Basis)...	2,100
Lewiston-Auburn (County Basis)...	100		



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

State, County, City, Metro Area Data

MAINE

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Auburn—Androscoggin Augusta—Kennebec Bangor—Penobscot Biddeford—York Lewiston—Androscoggin Portland—Cumberland South Portland—Cumberland

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1968					Total Retail Sales—Per Household (\$)		Retail Sales—1968 By Selected Store Types							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
	1/1/68 (000)	7/1/69 (000)	Per Household (\$)	2000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drugs (\$000)	General Mdee. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)					
MAINE STATE TOTALS.	979.0	289.91	2,424,573	8,363	21.8	22.9	18.0	19.8	10.7	1,594,630	5,500	398,891	40,885	215,267	77,274	52,128	320,919	120,287	372.31	26.7	220,031	
ANDROSCOGGIN C-8	88.0	27.50	218,067	7,930	24.3	25.6	18.3	18.1	8.8	150,712	5,480	35,501	2,794	17,726	11,736	5,297	32,546	9,422	34.95	1.3	11,291	
Auburn	25.6	8.13	67,730	8,331	-----	-----	-----	-----	-----	47,241	5,811	10,791	712	2,240	692	732	19,425	3,952	-----	-----	-----	
Lewiston	42.4	13.46	101,275	7,524	-----	-----	-----	-----	-----	82,098	6,099	17,530	1,608	14,414	10,481	4,088	10,257	3,614	-----	-----	-----	
Lewiston-Auburn Metro Area (Official S.M.S.A.)	71.7	22.21	188,895	8,505	-----	-----	-----	-----	-----	135,272	6,091	30,002	2,485	16,815	11,331	4,870	30,919	8,271	26.60	-----	-----	
Lewiston-Auburn Metro Area (county basis)	88.0	27.50	218,067	7,930	24.3	25.6	18.3	18.1	8.8	150,712	5,480	35,501	2,794	17,726	11,736	5,297	32,546	9,422	34.95	1.3	11,291	
AROSTOOK F-2†	102.3	26.48	227,090	8,576	21.4	16.6	17.0	22.8	12.8	124,808	4,713	27,445	3,100	18,539	6,540	4,059	25,665	9,646	31.30	6.3	70,550	
CUMBERLAND B-9†	191.9	58.96	512,109	8,686	20.8	24.3	20.0	18.7	11.0	363,296	6,162	86,200	8,750	62,828	16,701	13,033	71,340	23,034	74.89	1.8	13,475	
Portland	70.3	23.73	212,366	8,949	-----	-----	-----	-----	-----	198,033	8,345	40,778	4,444	47,057	10,077	8,381	43,288	7,428	-----	-----	-----	
Portland Metro Area (Official S.M.S.A.)	146.2	45.26	396,260	8,755	-----	-----	-----	-----	-----	298,554	6,596	70,277	7,451	55,927	14,800	11,725	59,647	16,312	51.46	-----	-----	
Portland Metro Area (county basis)	191.9	58.96	512,109	8,686	20.8	24.3	20.0	18.7	11.0	363,296	6,162	86,200	8,750	62,828	16,701	13,033	71,340	23,034	74.89	-----	-----	
South Portland	23.6	6.89	61,316	8,899	-----	-----	-----	-----	-----	29,736	4,316	9,919	1,082	404	917	901	8,355	2,645	-----	-----	-----	
FRANKLIN C-7	19.5	5.69	49,208	8,648	22.0	19.2	16.8	23.1	13.2	33,571	5,900	9,387	932	3,091	1,314	418	6,732	3,246	8.34	1.0	4,560	
HANCOCK F-7†	31.5	10.19	78,961	7,749	23.0	19.4	16.6	20.9	11.0	59,824	5,871	15,588	1,724	6,605	2,232	841	11,732	4,850	13.46	.8	4,524	
KENNEBEC D-8	90.2	26.45	235,609	8,908	20.7	21.3	19.1	21.6	12.4	166,047	6,278	39,552	4,641	23,442	10,665	6,206	35,847	10,941	33.85	2.2	22,465	
Augusta	23.6	7.01	56,367	7,041	-----	-----	-----	-----	-----	59,523	8,491	15,439	1,472	8,736	3,762	2,548	15,338	3,897	-----	-----	-----	
KNOX E-8	27.0	8.72	68,363	7,840	22.4	22.7	15.2	20.9	9.8	48,405	5,551	11,732	1,713	5,348	2,969	1,401	8,414	2,534	12.53	1.0	8,165	
LINCOLN D-9	18.0	5.76	44,293	7,690	22.9	20.9	15.6	19.9	11.5	33,712	5,853	7,723	891	3,590	649	803	7,009	3,242	8.19	.8	5,347	
OXFORD B-8	42.8	12.64	109,296	8,647	20.8	23.3	17.8	20.1	11.1	66,766	5,282	17,865	1,560	6,420	1,866	1,259	17,481	5,757	17.01	1.6	9,474	
PENOBSCOT F-6†	131.0	36.64	318,086	8,681	21.0	22.1	18.3	21.8	11.7	226,965	6,194	52,521	4,805	41,965	12,594	7,650	47,567	17,867	42.79	2.2	17,561	
Bangor	41.1	11.78	104,215	8,847	-----	-----	-----	-----	-----	108,864	9,241	19,853	1,868	30,733	7,984	4,752	25,674	6,230	-----	-----	-----	
Bangor Metro Area (county basis)	131.0	36.64	318,086	8,681	21.0	22.1	18.3	21.8	11.7	226,965	6,194	52,521	4,805	41,965	12,594	7,650	47,567	17,867	42.79	2.2	17,561	
PISCATAQUIS E-4	17.0	5.16	40,874	7,921	24.2	30.0	14.3	15.8	8.9	24,421	4,733	6,549	1,013	2,094	1,224	925	5,491	1,812	7.42	.7	2,939	
SAGadahoc D-9	22.9	7.08	59,656	8,426	21.4	23.5	18.8	19.4	11.0	27,258	3,850	7,248	679	3,992	800	658	4,675	2,601	9.00	.3	2,897	
SOMERSET D-5	39.6	11.79	87,328	7,407	25.4	26.6	17.1	15.1	6.6	56,970	4,832	20,186	2,143	3,655	1,827	2,049	7,225	5,193	16.19	2.3	12,495	
WALDO E-8	22.4	6.66	44,089	6,620	27.3	20.4	17.4	15.7	6.0	26,723	4,012	7,161	655	2,723	646	921	5,803	3,321	13.08	.8	4,236	
WASHINGTON G-7†	29.3	9.20	69,047	7,505	21.4	16.2	15.3	19.9	10.3	39,267	4,268	14,089	1,204	5,162	1,536	921	6,032	27,883	13,581	40.61	1.5	10,723
YORK B-10†	101.6	30.99	262,497	8,470	21.0	25.5	17.5	19.1	10.4	145,885	4,707	40,144	4,281	8,187	4,575	2,174	2,050	2,921	-----	-----	-----	
Biddeford	18.4	5.68	46,264	8,145	-----	-----	-----	-----	-----	40,275	7,091	11,342	867	3,267	2,174	2,050	2,921	-----	-----	-----	-----	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MAINE

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Hildreth Network Stations

Comprised of:

WABI—Bangor WAGM—Presque Isle
WFOR—Portland
Media Code 4 220 0250 1.00
Executive Offices—582 Congress St., Portland, Me. 04101. Phone 773-8111.

- PERSONNEL**
Exec. Vice-Pres.—Walter Dickson.
National Sales Manager—Gordon Dunn.
- REPRESENTATIVES**
John C. Butler Co., Inc.
New England—Kettell-Carter.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
- General:** 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
See individual listings for rates.

TIME RATES

Rates effective June 1, 1960.

DISCOUNTS

Advertisers using 3 or more basic Hildreth Stations (WFOR, WABI, WAGM) earn 10% discount. Identical schedules not required but must run simultaneously to earn discount.

Lobster Network

Comprised of:

WLOB—Portland WGOY—Bangor
WCOU—Lewiston WEGP—Presque Isle
WGHM—Skowhegan WSME—Sanford
WRUM—Rumford WABK—Augusta
Media Code 4 220 0500 9.00
Executive Office—440 Forest Ave., Portland, Me. 04101. Phone 207-774-8581.

- PERSONNEL**
General Manager—Melvin L. Stone.
National Sales Manager—Barry Potter.
- REPRESENTATIVES**
McGarren-Guild—PGW Radio, Inc.
Boston—Harold H. Segal & Company.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING** See coded regulations
- General:** 1b, 2a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 12c, 15b.

Basic Rates: 20a, 22a, 23a, 24c.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60f.
Cancellation: 70e.
For separate rates see individual listings.

TIME RATES

No. 10G Eff 1/1/69—Rec'd 1/6/69.

AA—Mon thru Fri 6-9 am & 3-7 pm.

A—All other times.

7. PACKAGE PLANS		FULL NETWORK BUY		CLASS AA		1 MIN.		PER WK: EA:	
1 min.	5 min.	10 min.	15 min.	18 min.	24 min.	1 min.	5 min.	10 min.	15 min.
89.00	61.50	65.00	80.00	46.00	48.00	8.00	25.00	18.00	18.00
LESS THAN FULL NETWORK BUY		FULL NETWORK BUY		CLASS AA		1 MIN.		PER WK: EA:	
WLOB	13.00	13.00	12.00	10.00	9.00	1.00	3.00	2.00	2.00
WGOY	6.50	6.00	5.75	5.50	5.25	0.50	1.50	1.00	1.00
WCOU	10.00	8.00	7.00	6.00	6.00	0.80	2.50	1.50	1.50
WEGP	12.00	11.00	10.00	9.00	8.00	1.00	3.00	2.00	2.00
WGHM	7.00	6.00	5.50	5.00	4.50	0.50	1.50	1.00	1.00
WABK	5.75	5.00	4.75	4.50	4.25	0.40	1.20	0.80	0.80
WRUM	5.50	5.00	4.75	4.50	4.25	0.40	1.20	0.80	0.80
WSME	5.50	5.00	4.75	4.50	4.25	0.40	1.20	0.80	0.80
FULL NETWORK BUY		CLASS AA		1 MIN.		PER WK: EA:		DISCOUNTS	
1 min.	60.00	53.50	49.50	45.00	41.00	1.00	3.00	2.00	2.00
LESS THAN FULL NETWORK BUY		FULL NETWORK BUY		CLASS AA		1 MIN.		PER WK: EA:	
WLOB	25.00	21.00	20.00	18.00	16.00	1.00	3.00	2.00	2.00
WGOY	13.00	11.00	10.00	9.00	8.00	0.50	1.50	1.00	1.00
WCOU	8.00	5.75	5.50	5.25	5.00	0.50	1.50	1.00	1.00
WEGP	9.00	8.00	7.00	6.00	5.00	0.80	2.50	1.50	1.50
WGHM	10.00	9.00	8.00	7.00	6.00	1.00	3.00	2.00	2.00
WABK	5.50	5.00	4.50	4.00	4.00	0.40	1.20	0.80	0.80
WRUM	5.50	5.00	4.75	4.50	4.25	0.40	1.20	0.80	0.80
WSME	5.50	5.00	4.75	4.50	4.25	0.40	1.20	0.80	0.80
FULL NETWORK BUY		CLASS AA		1 MIN.		PER WK: EA:		DISCOUNTS	
1 min.	60.00	53.50	49.50	45.00	41.00	1.00	3.00	2.00	2.00
LESS THAN FULL NETWORK BUY		FULL NETWORK BUY		CLASS AA		1 MIN.		PER WK: EA:	
WLOB	25.00	21.00	20.00	18.00	16.00	1.00	3.00	2.00	2.00
WGOY	13.00	11.00	10.00	9.00	8.00	0.50	1.50	1.00	1.00
WCOU	8.00	5.75	5.50	5.25	5.00	0.50	1.50	1.00	1.00
WEGP	9.00								

MAINE

Augusta—WFAU, WFAU-FM—Cont'd

- PERSONNEL**
President—Harold Vigus,
General Manager—Norman G. Gallant,
Sales Manager—Paul F. McClay.
- REPRESENTATIVES**
New England—Kettell-Carter, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:25 am-midnight, EST.
FM FACILITIES
ERP 4,800 w.; 101.3 mc.
- AGENCY COMMISSION**
15/0 net time; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 27, 29a, 29b, 30, 32a.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: French Program Group of New England, National AGRadio Groups, Inc.

TIME RATES

No. NCC-1 ET 7/1/66—Rec'd 7/26/66.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	1D's
1 x		7.00	5.60	3.50
2x		6.80	5.45	3.40
5x		6.55	5.30	3.30
10x		6.35	5.10	3.20
20x		6.10	4.90	3.05
30x		5.95	4.70	2.95
50x		5.60	4.50	2.80
100x		5.25	4.20	2.65

7. PACKAGE PLANS		5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
PER WK:							
1 min		6.00	5.50	5.25	5.00	4.50	4.00
30 sec		4.80	4.40	4.20	4.00	3.60	3.20
ID's		3.00	2.75	2.65	2.50	2.25	2.00

8. PROGRAM TIME RATES		1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x		8.00	6.00	4.00	2.00	1.00

DISCOUNTS

13-260x—5%

WRDO

1932

NBC Radio Network The Eastman Station Maine Broadcasting System

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 220 1250 0.00
WRDO, Inc., 251 Water St., Augusta, Me. 04330
Phone 207-623-4735.

- PERSONNEL**
President—William H. Rines,
General Manager—Jack B. Atwood,
Station Manager—Lottie R. Hubley.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30-12:05 am weekdays; 8:00 am-11:30 pm Sun. EST.
- AGENCY COMMISSION**
15% on station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 33d.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio and The Eastman Networks.
Member: Maine Broadcasting System.

TIME RATES

ET 1/1/68—Rec'd 12/4/67.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—All other times.

7. PACKAGE PLANS		SECTION I		SECTION II	
PER WK:		1 min	30/20	10 sec	10 sec
1 ti		8.00	6.40	4.00	4.00
12 ti		6.00	4.80	3.00	3.00
18 ti		5.00	4.00	2.50	2.50

8. PROGRAM TIME RATES		1 hr	30/20	10 sec
1 ti		7.00	5.60	3.50
12 ti		5.00	4.00	2.50
18 ti		4.00	3.20	2.00

- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 22a.
Contracts: 40a, 41, 43, 45, 48.
Cancellation: 70e.
Prod. Services: 82.
Member: Lobster Network.

BANGOR (3 AM)

Penobscot County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WABI WABI-FM
1824 1861

Hildreth Network Stations American Contemporary Ntwk

NAB

Subscriber to the NAB Radio Code

Media Code 4 220 1500 8.00
Community Broadcasting Service, 35 Hildreth St., Bangor, Me. 04401. Phone 207-947-8321. TWX 710-222-1845.

- PERSONNEL**
Exec. Vice-Pres.—Walter L. Dickson,
Sta. & Nat'l Sales Mgr.—John MacRae.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
New England—Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
5,000 w.; 910 kc. Directional—night only.
Operating schedule: 5:45 a.m. to midnight weekdays, EST.
FM-ERP 5,000 w.; 97.1 mc.
Antenna ht.: 1,228 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Member: Hildreth Network Stations.

TIME RATES

No. 7 ET 4/1/69—Rec'd 5/1/69.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		A	
FIXED		1 min	30/20
1 x		17.00	13.80
5x		16.00	12.80
10x		15.00	12.00
20x		14.00	10.40
50x		13.00	10.40
100x		12.00	8.00

7. PACKAGE PLANS		SATURATION PLAN	
PER WK:		1 min	30/20
EA:		1 min	30/20
6 ti		15.00	10.40
12 ti		12.00	9.60
18 ti		11.50	9.20
24 ti		11.00	8.80
30 ti		10.50	8.40

8. PROGRAM TIME RATES		1x	52x	104x	260x
1/4 hr		40	38	32	
10 min		35	32	29	27
5 min		30	26	22	18

- AGENCY COMMISSION**
26 wk—5% 52 wk—10%
- CONSECUTIVE WEEK DISCOUNT**
26 wk—5% 52 wk—10%

WGUY

1947

Lobster Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 220 1750 9.00
Bangor Broadcasting Corp., 7 Main St., Bangor, Me. 04401. Phones 207-947-7354; 7355.

- PERSONNEL**
President—Melvin L. Stone,
General Manager—Robert P. Mooney,
Program Director—Vic Martin.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
5,000 w.; 1250 kc. Non-directional.
Operating schedule: 6 am-10 am sunset, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 22a.
Contracts: 40a, 41, 43, 45, 48.
Cancellation: 70e.
Prod. Services: 82.
Member: Lobster Network.

TIME RATES

No. 6 ET 8/1/66—Rec'd 7/5/66.

6. SPOT ANNOUNCEMENTS		I min	
PER WK:		ANNUAL	
6 Plan		52 Plan	13
12 Plan		104 Plan	12
15 Plan		280 Plan	11
18 Plan		520 Plan	10
24 Plan		1000 Plan	9
30 Plan		1500 Plan	8
20/30-second announcements—80% of earned 1-minute rate.			
10-second and ID announcements—50% of earned 1-minute rate.			

8. PROGRAM TIME RATES		1/4 hr	30.00	5 min	18.00
10 min		24.00			

9. PARTICIPATING PROGRAMS		You're On The Air—10-11 am, Sat	15
News—every half hour.			

5 MINUTE NEWSCASTS		ea per wk	ea per wk
3 ti		15.	45.
5 ti		14.	70.

WLBZ

1926

NBC Radio Network The Eastman Station Maine Broadcasting System

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 220 2000 8.00
Maine Broadcasting Company, 861 Broadway, Bangor, Me. 04401. Phone 207-942-4656.

- PERSONNEL**
President—William H. Rines,
General Manager—Jack B. Atwood,
Station Manager—Edward E. Guernsey.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w.; 620 kc. Directional—night only.
Operating schedule: 6-12:05 am, EST.
- AGENCY COMMISSION**
15% on station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 33d.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio and The Eastman Networks.
Member: Maine Broadcasting System.

TIME RATES

No. 19 ET 1/1/68—Rec'd 12/4/67.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—All other times.

7. PACKAGE PLANS		SECTION I		SECTION II	
PER WK:		1 min	30/20	10 sec	10 sec
1 ti		9.00	7.20	4.50	4.50
12 ti		8.00	6.40	4.00	4.00
18 ti		7.00	5.60	3.50	3.50

8. PROGRAM TIME RATES		1 hr	30/20	10 sec
1 ti		8.00	6.40	4.00
12 ti		7.00	5.60	3.50
18 ti		6.00	4.80	3.00

- AGENCY COMMISSION**
26 wk—5% 52 wk—10%
- RATEHOLDER**
Minimum wky sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.
- CONSECUTIVE WEEK DISCOUNTS**
26 wk—5% 52 wk—10%
- 10. SPECIAL FEATURES**
Let's Talk It Over (10:05-10:45 am), Sat, 12

BATH

Sagadahoc County—Map Location D-9
See SRDS consumer market map and data at beginning of the State

WJTO

1857

Media Code 4 220 2250 9.00
Radio Maine, Drawer 329, 20 York St., Bath, Me. 04530. Phone 207-443-5542.

- PERSONNEL**
Owner/Manager—Catherine J. Porter,
Commercial Manager—Michael Gallant,
Chief Engineer—T. R. Safford.
- REPRESENTATIVES**
New York—AAA Representatives,
Boston—Harold H. Segal & Company.
- FACILITIES**
1,000 w.; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 23a, 24b, 24c, 28a, 29a.

Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 71a, 72.
Prod. Services: 82.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
6. SPOT ANNOUNCEMENTS		ET 1/1/69—Rec'd 2/3/69.	
1x		104x	250x
1 min	5.25	3.90	3.50
30 sec	4.05	2.95	2.70
1 min	5.25	3.90	3.50
30 sec	4.05	2.95	2.70

7. PACKAGE PLANS		12 ti	18 ti	24 ti	50 ti	75 ti
PER WK:						
1 min		4.25	3.95	3.60	3.15	2.90
30 sec		3.10	2.80	2.60	2.30	2.20

8. PROGRAM TIME RATES		1/2 hr	1/4 hr	5 min
1 x		29.10	19.45	8.45

PROGRAM DISCOUNTS		26 wk—15%	52 wk—20%

BELFAST

Waldo County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WBME

1964

Media Code 4 220 2500 7.00
Belfast Broadcasting Corp., School St., Belfast, Me. 04915. Phone 207-338-2278.

- PERSONNEL**
President—David F. Milligan,
Manager—Scott Standford.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
New England Spot Sales, Inc.
- FACILITIES**
250 w.; 1230 kc. Non-directional.
Operating schedule: 5 am-10 pm, EST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62b.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 82.
Program discounts may be used to obtain announcement discounts, but announcements do not apply toward program discounts.

TIME RATES

No. 3 ET 4/1/68—Rec'd 2/28/68.

6. SPOT ANNOUNCEMENTS		1x	13x	26x	52x	104x	156x	260x	500x
1 min		5.00	4.45	4.30	4.15	4.00	3.85	3.70	3.50
20/30		4.00	3.45	3.30	3.15	3.00	2.85	2.70	2.50
10 sec		2.50	2.25	2.15	2.10	2.00	1.90	1.80	1.70

7. PACKAGE PLANS		10	20	30	50
PLAN:					
1 min		40	77	111	175
20/30 sec		30	57	81	125
10 sec		25	47	67	100

To be used in 1 week.

Biddeford—WIDE—Continued

TIME RATES
No. 8 Eff 2/1/68—Rec'd 1/30/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION:

1 min	30 sec	10 sec
7.00	5.25	3.50
26 x	6.65	5.00
52 x	6.90	4.75
104 x	5.95	4.50
156 x	5.60	4.20
260 x	5.25	3.95
312 x	4.90	3.70
320 x	4.55	3.45
1000 x	4.20	3.15

7. PACKAGE PLANS

SATURATION PLANS—1 MINUTE

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 wk	6.00	5.70	5.40	5.10	4.80	4.50
7 wk	5.70	5.40	5.10	4.80	4.50	4.20
26 wk	5.40	5.10	4.80	4.50	4.20	3.90
52 wk	5.10	4.80	4.50	4.20	3.90	3.60

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

5 min	1x	26x	52x	104x	156x	260x
10.00	9.50	9.00	8.50	8.00	7.50	7.00

Fixed position.

9. PARTICIPATING PROGRAMS

French Jigs and Reels—Sat 6:30-7:30 pm.
Greek Hour—Sun 9:05-10 am.
Talent fee for foreign language programs per spot extra 1.00.

BRUNSWICK (1 AM; 1 FM)

Cumberland County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WCME

Media Code 4 220 3000 7.00
1955

Central Maine Broadcasting System, Inc., Box 179, Brunswick, Me. 04011. Phone 207-725-5507.

STATION'S PROGRAMMING DESCRIPTION
WCME: Programmed for adults.
MUSIC: standards, Broadway showtunes, film music.
6-9 am music, comedy, quiz, interviews, opinion poll.
9 am-noon music. Noon-8 pm music. 6-9 pm & 9 pm-12M music. NEWS: 5 min on hour and 7:30 am, 7:35 am, 12:05 pm. Weather 5 past hour. SPORTS: horse trotting racing, yacht racing, college and high school football, ice racing, amateur hockey from youth center, tuna tournament. Mobile unit and airplane. Contact Representative for further details. Rec'd 2/5/68.

- 1. PERSONNEL**
President—Maurice L. Goulet.
Gen'l & Sales Mgr.—William N. McKeen.
- 2. REPRESENTATIVES**
New York—Vic Piano Associates, Inc.
Boston—Nona Kirby Co.
- 3. FACILITIES**
1,000 w.; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation during AM operational hours. For non-simulcast facilities see WCME-FM.
- 4. AGENCY COMMISSION**
15% on net time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24c, 26, 28b, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 42a, 44a, 45, 46, 47e, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES
Rates effective April 11, 1965.
Rates received May 27, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1 wk	4 wk	13 wk	26 wk	52 wk
6.20	4.70	4.45	4.15	3.90
7 ti	5.00	4.55	4.15	3.80
13 ti	4.70	4.30	3.70	3.50
19 ti	4.30	4.15	3.60	3.40
25 ti	4.00	3.85	3.40	3.20
31 ti	3.70	3.50	3.20	2.90
49 ti	3.60	3.25	2.90	2.65

20/30 SECONDS

1 ti	4.15	3.55	3.45	3.10	2.90
7 ti	3.85	3.45	3.10	2.80	2.65
13 ti	3.25	3.10	2.80	2.30	2.20
19 ti	3.10	2.95	2.65	2.20	2.05
31 ti	3.00	2.80	2.40	2.05	1.90
49 ti	2.80	2.65	2.25	1.90	1.75

10 SECONDS

1 ti	2.90	2.65	2.45	2.30	2.20
7 ti	2.65	2.45	2.30	2.20	2.05
13 ti	2.45	2.30	2.20	2.05	1.90
19 ti	2.30	2.20	2.05	1.90	1.75
25 ti	2.20	2.05	1.90	1.75	1.65
31 ti	2.05	1.90	1.75	1.65	1.45
49 ti	1.90	1.75	1.55	1.45	1.30

DISCOUNTS

18x-5%	52x-15%	156x-25%
26x-10%	104x-20%	260x-30%

- 9. PARTICIPATING PROGRAMS**
Variete Francaise (French)—10 am-1 pm Sun. 1 min, 8.00.

WCME-FM

Media Code 4 220 3001 5.00
1965

Central Maine Broadcasting System, Inc., Box 179, River Rd., Brunswick, Me. 04011. Phone 207-725-5507.

1. PERSONNEL
President—Maurice L. Goulet.
Gen'l & Sales Mgr.—William N. McKeen.

2. REPRESENTATIVES
New York—Vic Piano Associates, Inc.
Boston—Nona Kirby Co.

3. FACILITIES

ERP 30,000 w.; 98.9 mc.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCME.

4. AGENCY COMMISSION
15% time only; 10 days

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24c, 26, 28b, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 42a, 44a, 45, 46, 47e, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Simulcast with AM during daylight.

TIME RATES
Rates effective April 11, 1965.
Rates received May 27, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1 wk	4 wk	13 wk	26 wk	52 wk
4.50	4.20	4.00	3.70	3.50
7 ti	4.50	4.00	3.70	3.50
13 ti	4.20	3.90	3.40	3.10
19 ti	3.90	3.70	3.20	3.00
25 ti	3.60	3.40	3.00	2.70
31 ti	3.40	3.10	2.90	2.50
49 ti	3.20	2.90	2.60	2.30
61-75 ti	2.90	2.80	2.50	2.20

20/30 SEC:

1 ti	3.70	3.20	3.10	2.80	2.60
7 ti	3.40	3.10	2.80	2.50	2.30
13 ti	3.20	2.90	2.70	2.20	2.10
19 ti	2.90	2.70	2.30	1.90	1.80
25 ti	2.80	2.60	2.30	1.80	1.60
31 ti	2.70	2.50	2.10	1.80	1.70
49 ti	2.50	2.30	2.00	1.70	1.60
61-75 ti	2.30	2.20	1.90	1.60	1.40

10 SEC & ID'S:

1 ti	3.50	2.90	2.80	2.60	2.40
7 ti	3.20	2.80	2.50	2.30	2.10
13 ti	3.00	2.70	2.40	2.00	1.90
19 ti	2.70	2.50	2.20	1.90	1.80
25 ti	2.60	2.40	2.10	1.80	1.60
31 ti	2.50	2.20	1.90	1.60	1.50
49 ti	2.30	2.10	1.80	1.50	1.40
61-75 ti	2.10	1.90	1.60	1.40	1.30

7. PACKAGE PLANS

SATURATION PACKAGE RATES

1 MINUTE

5 ti	sa	tot	5 ti	sa	tot
10 ti	4.70	23.50	25 ti	4.70	90.00
15 ti	4.50	45.00	50 ti	4.50	220.00
20 ti	4.20	63.00	75 ti	4.20	217.50
20 ti	3.90	78.00			

8. PROGRAM TIME RATES

1 HR:	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	62.00	51.30	50.70	50.09	49.10
2 ti	51.70	51.00	50.40	49.70	48.70
3 ti	51.30	50.70	50.00	49.40	48.40
4 ti	51.00	50.50	49.70	49.10	48.10
5 ti	50.70	50.00	49.40	48.70	47.80
6 ti	50.40	49.70	49.10	48.40	47.40
7 ti	50.00	49.40	48.70	48.10	47.10

1/2 HR:

1 ti	28.60	27.90	27.30	26.60	25.70
2 ti	28.30	27.60	27.00	26.30	25.30
3 ti	27.90	27.30	26.60	26.00	25.00
4 ti	27.50	27.00	26.30	25.70	24.70
5 ti	27.30	26.60	26.00	25.30	24.40
6 ti	27.00	26.30	25.70	25.00	24.00
7 ti	26.50	26.00	25.30	24.70	23.70

1/4 HR:

1 ti	15.60	14.90	14.30	13.60	12.70
2 ti	15.30	14.60	14.00	13.30	12.30
3 ti	14.90	14.30	13.60	13.00	12.00
4 ti	14.60	14.00	13.30	12.70	11.70
5 ti	14.30	13.60	13.00	12.30	11.40
6 ti	14.00	13.30	12.40	12.00	11.00
7 ti	13.60	13.00	12.30	11.70	10.70

10 MIN:

1 ti	11.70	11.20	10.70	10.10	9.60
2 ti	11.40	10.90	10.30	9.80	9.30
3 ti	11.00	10.50	10.00	9.50	9.00
4 ti	10.70	10.20	9.70	9.20	8.80
5 ti	10.40	9.90	9.40	8.90	8.50
6 ti	10.10	9.60	9.00	8.50	8.00
7 ti	9.70	9.20	8.70	8.20	7.70

5 MIN:

1 ti	7.80	7.50	7.10	6.80	6.50
2 ti	7.60	7.30	7.00	6.60	6.30
3 ti	7.40	7.10	6.80	6.40	6.00
4 ti	7.20	6.90	6.60	6.20	5.80
5 ti	7.00	6.70	6.40	6.00	5.60
6 ti	6.80	6.50	6.20	5.80	5.40
7 ti	6.60	6.30	6.00	5.60	5.20

8. PROGRAM TIME RATES

1 HR:	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	62.00	51.30	50.70	50.09	49.10
2 ti	51.70	51.00	50.40	49.70	48.70
3 ti	51.30	50.70	50.00	49.40	48.40
4 ti	51.00	50.50	49.70	49.10	48.10
5 ti	50.70	50.00	49.40	48.70	47.80
6 ti	50.40	49.70	49.10	48.40	47.40
7 ti	50.00	49.40	48.70	48.10	47.10

9. PARTICIPATING PROGRAMS
Variete Francaise (French)—10 am-1 pm Sun. 1 min, 8.00.

TIME RATES
Rates effective April 11, 1965.
Rates received May 27, 1965.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

1 min	10.00	9.50	9.00	8.00	7.00	6.50
30 sec	8.00	7.50	7.25	6.50	5.50	5.25
10 sec	5.00	4.75	4.50	4.00	3.50	3.25

7. PACKAGE PLANS

1-YEAR CONTRACT

PER YR:

500 x	1 min	30 sec	10 sec
1000+	4.00	3.20	2.00
	3.50	2.80	1.75

Must be used within 52 weeks from start date, spots are run at station's discretion.

SATURATION PLANS—STATION DISCRETION

PER WK:

1 min	5.00	4.50	4.25	4.00	3.75
30 sec	4.00	3.60	3.40	3.20	3.00
10 sec	2.50	2.25	2.12	2.00	1.87

SATURATION PLANS—DRIVE TIMES

1 min	6.00	5.50	5.00	4.50	4.00
30 sec	4.80	4.40	4.00	3.60	3.20
10 sec	3.00	2.75	2.50	2.25	2.00

8. PROGRAM TIME RATES

FIXED POSITION

1 hr	1x	52x	104x	156x	260x	312x
1 hr	70	65	60	55	50	45
1/2 hr	45	41	37	33	30	27
1/4 hr	30	27	24	22	20	18
10 min	18	16	15	14	12	12
5 min	14	13	12	11	10	9

CALAIS

Washington County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WQDY

1959

Media Code 4 220 3250 8.00
WQDY, Inc., 281 Main St., Calais, Me. 04619.
Phone 207-454-7545.
Other studios—120 Water St., Saint Stephen, New Brunswick, Phone 508-454-7548.

1. PERSONNEL
Owner & Pres.—Robert E. Smith.
General Manager—Daniel F. Hollingsdale.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays; 8:00 am-10:30 pm Sun. EST.

4. AGENCY COMMISSION
15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
Member: Maine State Network.

TIME RATES
No. 2DH Eff 1/1/67—Rec'd 1/23/67.
Rev. rec'd 1/26/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

1 min	4.60	4.00	3.70	3.45	2.85
30 sec	3.10	2.85	2.65	2.30	2.00

10-sec spots (no quantity discount) ea, 1.75.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

1 min	5.00	3.75	2.50
26 x	4.75	3.55	2.40
52 x	4.50	3.35	2.25
104 x	4.25	3.20	2.15
156 x	4.00	3.00	2.00
260 x	3.75	2.85	1.90
312 x	3.50	2.65	1.75
320 x	3.25	2.45	1.65
1040 x	3.00	2.25	1.50

7. PACKAGE PLANS

WEEKLY SATURATION PACKAGE

1 min	10 ti	20 ti	40 ti	60 ti	#00 ti
3.85	3.90	2.75	2.50	2.25	
30 sec	3.35	2.80	2.20	2.00	1.75
10 sec	1.85	1.65	1.40	1.25	1.15

8. PROGRAM TIME RATES

5 min	1x	52x	104x	156x	312x
7.70	7.16	6.60	6.05	5.50	
1/4 hr	15.00	13.00	12.00	11.00	10.00
1/2 hr	33.00	28.00	20.00		

MAINE

Farmington—WKTJ—Continued

6. SPOT ANNOUNCEMENTS

1 min.	1x	20x	52x	104x	156x	260x
30 sec.	6.00	5.70	5.40	5.10	4.80	4.50
Radio shorts	3.00	2.85	2.70	2.55	2.40	2.25

7. PACKAGE PLANS

R.O.S. SATURATION ANNOUNCEMENT PLANS

Per week:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times	25.00	23.75	22.50	21.25	20.00
10 times	47.50	45.00	42.50	40.00	37.50
15 times	67.50	63.75	60.00	56.25	52.50
20 times	85.00	80.00	75.00	70.00	65.00
25 times	120.00	112.00	105.00	97.50	90.00
30 times	131.25	122.50	113.75	105.00	96.25
35 times	175.00	162.50	150.00	137.50	125.00

Per unit:

5 times	5.00	4.75	4.50	4.25	4.00
10 times	4.75	4.50	4.25	4.00	3.75
15 times	4.50	4.25	4.00	3.75	3.50
20 times	4.25	4.00	3.75	3.50	3.25
25 times	4.00	3.75	3.50	3.25	3.00
30 times	3.75	3.50	3.25	3.00	2.75
35 times	3.50	3.25	3.00	2.75	2.50

Per week:

5 times	18.75	17.75	16.75	15.75	14.75
10 times	35.50	33.50	31.50	29.50	27.50
15 times	44.25	41.25	38.25	35.25	32.25
20 times	63.00	59.00	55.00	51.00	47.00
25 times	88.50	82.50	76.50	70.50	64.50
30 times	96.25	89.25	82.25	75.25	68.25
35 times	127.50	117.50	107.50	97.50	87.50

Per unit:

5 times	3.75	3.55	3.35	3.15	2.95
10 times	3.55	3.35	3.15	2.95	2.75
15 times	3.35	3.15	2.95	2.75	2.55
20 times	3.15	2.95	2.75	2.55	2.35
25 times	2.95	2.75	2.55	2.35	2.15
30 times	2.75	2.55	2.35	2.15	1.95
35 times	2.55	2.35	2.15	1.95	1.75

R.O.S. RADIO SPOT ANNOUNCEMENTS

Per week:	1 min.	10.75	10.00
5 times	12.50	12.00	11.50
10 times	24.00	22.50	21.00
15 times	33.75	32.25	30.75
20 times	42.50	40.00	37.50
25 times	50.00	47.50	45.00
30 times	57.50	55.00	52.50
35 times	65.00	62.50	60.00
40 times	72.50	70.00	67.50

Per unit:

5 times	2.50	2.40	2.25	2.15	2.00
10 times	2.40	2.25	2.15	2.00	1.90
15 times	2.25	2.15	2.00	1.90	1.75
20 times	2.15	2.00	1.90	1.75	1.65
25 times	2.00	1.90	1.75	1.65	1.50
30 times	1.90	1.75	1.65	1.50	1.40
35 times	1.75	1.65	1.50	1.40	1.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	30	24	18	12

DISCOUNTS

25x-5%	104x-15%	260x-25%
52x-10%	156x-20%	

10. SPECIAL FEATURES

News service—5 minute news show—scheduled at :30.
News wire service fee, 1.25 for 5 minutes. Subject to discount.

GARDINER

Kennebec County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WABK

1958



Media Code 4 220 4125 1.00
Abenaki Co., Box 740, Gardiner, Me. 04345. Phone 207-582-3303.
Other address—Box 782, Augusta, Me. 04330.

1. PERSONNEL

President—Jon Lund.
General Manager—Don Roberts.

2. REPRESENTATIVES

New York—McGavren-Guild-PGW Radio, Inc.
Boston—Harold H. Segal & Company.
Lobster Network.

3. FACILITIES

5,000 w.; 1280 kc. Non-directional days, directional nights.

4. AGENCY COMMISSION

Operating schedule: 5:30 am-midnight.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30a, 32a.

Contracts: 40a, 41a, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60f, 61a, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Member: Lobster Network.

TIME RATES

No. 1 ET 7/1/68—Rec'd 5/31/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	52x	156x	260x	520x
30 sec.	7.00	6.50	6.00	5.00	4.00

7. PACKAGE PLANS

AA—Mon thru Sat 6-9 am & 4-7 pm.

A—All other times.

PER WK:

AA	6.00	5.50	5.00	4.50	4.00
30 sec.	6.00	5.50	5.00	4.50	4.00

10. SPECIAL FEATURES

5-min News & Features—1-1/2 applicable 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—5% 52 wk—10% (D)

HOULTON

Aroostook County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WHOU

1950

Media Code 4 220 4250 7.00
WHOU, Inc., Box 71, North Rd., Houlton, Me. 04780. Phone 207-532-6587.

1. PERSONNEL

President—Robert E. Smith.
General Manager—Daniel F. Hollingdale.

2. REPRESENTATIVES

Vic Plano Associates, Inc.
Boston—Noma Kirby Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.

Non-directional.

Operating schedule: 6:00 am-midnight weekdays; 8:00 am-10:00 pm Sunday, EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.

Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 44b, 47a, 50, 51a.

Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z.

Cancellation: 71b, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS.

Member: Maine State Network.

TIME RATES

No. 8 ET 2/1/67—Rec'd 2/3/67.

Rev. rec'd 1/26/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	50x	100x	250x	500x
30 sec.	4.00	3.75	3.50	3.25	3.00
10 sec.	3.00	2.75	2.50	2.25	2.00
10 sec.	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

WEEKLY SATURATION PACKAGE

1 min.	10 tl	20 tl	40 tl	60 tl	100 tl
30 sec.	3.85	3.30	2.75	2.50	2.25
10 sec.	3.35	2.80	2.25	2.00	1.75
10 sec.	2.85	2.30	1.65	1.40	1.25

8. PROGRAM TIME RATES

5 min	1x	52x	104x	156x	312x
1/4 hr	7.70	7.15	6.60	6.05	5.50
1/2 hr	15.00	13.00	12.00	11.00	10.00
1 hr	35.00	25.00	20.00	18.00	16.00
1 hr	50.00	45.00	40.00	35.00	30.00

LEWISTON-AUBURN

(3 AM; 1 FM)

Androscoggin County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WCOU

1938



Media Code 4 220 4500 5.00
Androscoggin Radio Corp., 223 Lisbon St., Lewiston, Me. 04241. Phone 207-784-6921.

1. PERSONNEL

General Manager—John C. Libby.

2. REPRESENTATIVES

McGavren-Guild-PGW Radio, Inc.
Boston—Harold H. Segal & Company.

3. FACILITIES

1,000 w. days, 250 w. nights, 1240 kc.

Non-directional.

Operating schedule: 6:00 am-midnight, EST.

4. AGENCY COMMISSION

15%: no cash discount. Bills payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30, 32b.

Contracts: 40a, 41, 44a, 45, 47a, 48, 51a.

Comb.; Cont. Discounts: 61a, 61b, 62b.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS Radio Network.

Member: The Lobster Network, French Program Group of New England.

TIME RATES

Rates effective January 1, 1963. (Card No. 8.)

Card received March 18, 1963.

6. SPOT ANNOUNCEMENTS

1 min.	1 min	30 sec	ID
26 tl	6.50	4.20	3.25
52 tl	5.75	3.80	2.90
104 tl	5.00	3.45	2.85
156 tl	4.25	3.10	2.80
208 tl	3.50	2.75	2.75
260 tl	3.00	2.40	2.70
312 tl	2.50	2.10	2.65
364 tl	2.00	1.80	2.60
416 tl	1.75	1.65	2.55
468 tl	1.50	1.40	2.50
520 tl	1.25	1.15	2.45
572 tl	1.00	0.90	2.40
624 tl	0.75	0.70	2.35
676 tl	0.50	0.50	2.30
728 tl	0.25	0.25	2.25
780 tl	0.00	0.00	2.20

7. PACKAGE PLANS

PER WK:

5 tl	30.00	20 tl	105.00
10 tl	57.50	30 tl	150.00
15 tl	82.50	50 tl	200.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	37.00	22.50	18.00
2 x	54.00	34.00	20.50	16.00
3 x	50.00	31.25	19.00	15.00
4 x	46.00	28.50	17.50	14.00
5 x	42.00	25.75	16.00	13.00
6 x	38.00	23.00	14.50	12.00

MACHIAS

Washington County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WMCS

1965



Media Code 4 220 5250 6.00
Washington County Broadcasting Co., Inc., 12 Cooper St., Machias, Me. 04454. Phone 207-254-4452.
STATION'S PROGRAMMING DESCRIPTION
WMCS: Programmed for general interest.
NEWS: 5 min every 30 min. 6-8 am farm and weather reports, entertainment, popular music including middle-of-the-road and country and western.
8-10 am entertainment, comedy, audience participation quiz, guest interviews, middle-of-the-road music.
10 am-3:30 pm entertainment, middle-of-the-road music, drama. 3:30-5 pm entertainment for teens, dedications, requests, popular music. 5-5:30 pm entertainment, country and western music. 5:30-10 pm serious music, news commentary, public affairs, country and western music, general and popular music. Sat music similar. Sun primarily serious and middle-of-the-road music. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**
Pres.—Gen'l Mgr. & Prog. Dir.—Winston D. Chapman.
Music Director—Bruce Mathews.
- REPRESENTATIVES**
Boston—Kirby Co., Inc.
New York—Vio Piano Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10:15 pm. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 25a, 30.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a.
Prod. Services: 81.
Affiliated with CBS.
Member: Maine State Network.
10% below each rate card for joint broadcast time with WDEA, Ellsworth, Maine.

TIME RATES
NATIONAL AND LOCAL RATES SAME

No. 7 ET 5/1/68—Rec'd 5/6/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	260x	520x	1040x
30 sec.	3.50	3.50	3.00	2.75
10 sec.	2.50	2.00	1.75	1.50

WEEKLY VOLUME DISCOUNT
(Subtract from contract rate for cost of each spot)

PER WK:

1 min.	3	4	12
30 sec.	5	1.00	2.00
10 sec.	.25	.50	1.00
10 sec.	.25	.50	.75

DAILY VOLUME DISCOUNT
(Subtract from contract rate for cost of each spot)

PER DAY:

1 min.	1.00	2.00	2.50
30 sec.	.50	1.00	1.75
10 sec.	.50	.75	1.00

Advertiser may take either weekly or daily volume discount, but not both in combination.

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
52 x	50.00	25.00	12.50	9.00
280 x	45.00	22.50	11.25	8.00
1040 x	40.00	20.00	10.00	8.50
				5.50

WEEKLY VOLUME DISCOUNT
(Subtract from contract rate for cost of each program)

PER WK:

3 ti	1/2 hr	1/4 hr	10 min	5 min
6 ti	1.00	1.00	1.00	1.00
12 ti	6.00	1.50	1.50	1.50
		2.00	2.00	2.00

DAILY VOLUME DISCOUNT
(Subtract from contract rate for cost of each program)

PER DAY:

3 ti	5 ti	10 ti
10 min.	2.00	
5 min.	1.50	2.00
2.50		

Advertiser may take either weekly or daily volume discount, but not both in combination.

MADAWASKA

Aroostook County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

WSJR

1962

Media Code 4 220 5500 4.00
Mel Voc. Inc., Box 160, 6 Tenth Ave., Madawaska, Me. 04756. Phone 207-728-4000.
STATION'S PROGRAMMING DESCRIPTION
WSJR: Programmed for adults and young adults. News services, Associate Press and Canadian Press. M-Sat 6-7 am modern country music, world, U.S. and Canadian news, farm, market and county agent reports, weather and sports. 7-11 am popular music, news, weather, sports for general interest. 11 am-1 pm & 5-6 pm same as 6-7 am. 1-5 pm same as 7-11 am. Sun-Sat 6 pm-12M programmed for young adults, pop rock. Sun 8 am-1 pm 100% religious, 1-6 pm same as M-F 5-6 pm. SPORTS: features local high school basketball. Contact Representative for further details. Rec'd 8/1/67.

- PERSONNEL**
President—Dr. Melvin Augst.
General Manager—Bernard L. Talbot.
Sales Manager—Gerald Akerley.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days; 250 w. nights; 1,230 kc.
Non-directional.
Operating schedule: 8:00 am-10:00 pm. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 24a, 24b, 24c, 25a, 25, 28b, 28c, 33a.
Contracts: 40c, 41, 44a, 46, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. G-66-N ET 8/1/66—Rec'd 1/12/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 x	4.75	3.75
26 x	4.75	3.55
52 x	4.50	3.35
104 x	4.25	3.20
156 x	4.00	3.00
260 x	3.75	2.85
312 x	3.50	2.65
520 x	3.25	2.45
1040 x	3.00	2.25

7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PLANS
(ROS within specified time segments)

1 MINUTE

PER WK:	wkly	wkly	wkly	wkly	wkly
1 ti	4.50	4.00	3.75	3.50	3.25
13 ti	4.25	3.75	3.50	3.25	3.00
26 ti	4.00	3.50	3.25	3.00	2.75
52 ti	3.75	3.25	3.00	2.75	2.50

30 SECONDS

1 ti	3.40	3.00	2.85	2.65	2.45
13 ti	3.25	2.85	2.65	2.45	2.25
26 ti	3.10	2.65	2.45	2.25	2.05
52 ti	2.85	2.45	2.25	2.05	1.85

10 SECONDS

1 ti	2.25	2.00	1.90	1.75	1.65
13 ti	2.15	1.90	1.75	1.65	1.50
26 ti	2.00	1.75	1.65	1.50	1.35
52 ti	1.90	1.65	1.50	1.40	1.25

8. PROGRAM TIME RATES

1 x	26x	52x	104x	156x	260x
5 min.	10.00	9.50	9.00	8.50	8.00
					7.50

MILLINOCKET

Penobscot County—Map location F-6
See SRDS consumer market map and data at beginning of the State.

WMKR

1963

Media Code 4 220 5750 5.00
WMKR, Inc., Box 508, Millinocket, Me. 04462.
Phone 207-723-9657.

- PERSONNEL**
Owner & Pres.—Robert E. Smith.
General Manager—Don Hollingsdale.
- REPRESENTATIVES**
Vio Piano Associates, Inc.
Boston—Nora Kirby Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm Mon thru Sat; 7:00 am-10:00 pm Sun.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21c, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 41, 44b, 45, 49, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Member: Maine State Network.

TIME RATES
No. 1 ET 12/7/63—Rec'd 7/13/64.
Rev. rec'd 1/26/68.

6. SPOT ANNOUNCEMENTS
TIME SPECIFIED PROGRAMS

1 min	52x	104x	156x	260x
20/30 sec.	4.50	4.00	3.75	3.50
	3.25	3.00	2.75	2.50

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGE

1 min	10 ti	20 ti	40 ti	60 ti	100 ti
1 min	3.85	3.30	2.75	2.50	2.25
30 sec.	3.35	2.80	2.25	2.00	1.75
10 sec.	1.95	1.65	1.40	1.25	1.15

8. PROGRAM TIME RATES

5 min.	7.70	7.15	6.80	6.05	5.50
1/4 hr.	15.00	13.00	12.00	11.00	10.00
1/2 hr.	35.00	25.00	20.00	18.00	15.00
1 hr.	50.00	45.00	40.00	35.00	30.00

PORTLAND (5 AM; 3 FM)

(including Westbrook)
Cumberland County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCBS

1925

PORTLAND

NBC Radio Network
Maine Broadcasting System
The Eastman Station

Subscriber to the NAB Radio Code
Media Code 4 220 6000 4.00
Maine Radio & Television Co., 579 Congress St., Portland, Me. 04101. Phone 207-772-0181.



MAINE

WGAN-FM

1967

PORTLAND

BLAIR RADIO

Media Code 4 220 6251 3.00
Guy Gannett Broadcasting Services, Gannett Bldg., 390 Congress St., Portland, Me. 04111. Phone 207-772-4651.

- PERSONNEL**
President—William H. Rines.
General Manager—Jack S. Atwood.
Station Manager—Herbert W. Crosby.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w.; 970 kc. Directional—night only.
Operating schedule: 5:30-1:30 am. EST.
- AGENCY COMMISSION**
15% on station time only; no cash discounts.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24c, 28b, 29c, 29a, 33d.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio and The Eastman Networks.
Member: Maine Broadcasting System.

TIME RATES
No. 14 ET 1/1/68—Rec'd 12/4/67.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun all day.
III—All other times.

7. PACKAGE PLANS
SECTION I

PER WK:	1 min	30/20	10 sec
1 ti	18.00	14.40	9.00
12 ti	16.00	12.80	8.00
18 ti	15.00	12.00	7.50

SECTION II

1 ti	15.00	12.00	7.50
12 ti	13.00	10.40	6.50
18 ti	12.00	9.60	6.00

SECTION III

1 ti	12.00	9.60	6.00
12 ti	10.00	8.00	5.00
18 ti	9.00	7.20	4.50

8. PROGRAM TIME RATES
5 min.—1-1/2 applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS

26 wk—5%	52 wk—10%
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RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

WGAN
1958
PORTLAND

BLAIR RADIO



- PERSONNEL**
President—Chester C. Steadman, Jr.
Vice-President—Robert Gold.
General Manager—John Dollar.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
New England—Bill Creed Associates, Inc.
- FACILITIES**
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Comb.: Cont. Discounts: 60f.
Rate Protection—8 months.
Weeks need not be consecutive to earn cumulative weeks frequency.
Affiliated with MBS Radio Network.

TIME RATES
ET 2/1/68—Rec'd 1/5/68.
AA—Mon thru Fri 6:30-9 am & 3:30-6:30 pm.
A—All other times.

7. PACKAGE PLANS
PER WK:

6 ti	12 ti	18 ti	24 ti
AA	16	15	14
A	14	13	12

IMPACT PLAN

1/2 AA, 1/2 A	12	11	10	9
20-30 sec: 80% of 1-min.	10 sec: 50% of 1-min.			

DISCOUNTS

26 wk—5%	52 wk—10%
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- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 14b, 15a.
Basic Rates: 20a, 26, 27, 29a, 29b, 32b, 33b.
Contracts: 40a, 40c, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60j, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
WGAN and WGAN-FM COMBINATION
No. 9 ET 8/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS
WGAN and WGAN-FM COMBINATION
(Mon thru Fri 6-10 am & 3-7 pm)

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	34	29	26	24	23	21
30 sec.	27	23	21	19	18	17
ID's	20	17	16	15	14	13

(Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm)

1 min.	26	23	21	20	19	18
30 sec.	21	18	17	16	15	14
ID's	16	14	12	11	10	9

(Daily after 7 pm: Sun all day)

1 min.	19	16	14	13	12	11
30 sec.	15	13	11	10	9	8
ID's	11	10	9	8	7	6

(*) Specified position.
May be combined for maximum frequency.
3 spots per week must be maintained to earn annual discount.

DISCOUNT

52 wk—8%

8. SPECIAL FEATURES
AM ONLY
5-MINUTE NEWCASTS

Mon thru Fri 6-10 am & 3-7 pm	30	26	24
Mon thru Fri 10 am-3 pm; Sat 6-7 pm	26	23	21
After 7 pm; Sun all day	18	15	13

9. SPOT ANNOUNCEMENTS
PER WK:

1x	156x	312x	500x	750x	1000x
PER WK:	1	6 ti	12 ti	24 ti	30 ti
A	30	25	22	20	18
A	25	21	20	18	16

7. PACKAGE PLANS
TAP PLANS—1/2 AA

24 ti	432	30 ti	480
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(Portland continued on next page)

MAINE

Portland—Continued

WLOB-FM

1980

Media Code 4 220 6751 2.00
Portland Broadcasting Corp., 779 Warren Ave., Portland, Me. 04103. Phone 207-775-2336.

- PERSONNEL**
General Manager—Barry Potter.
Station Manager—Robert E. Dow.
- REPRESENTATIVES**
McGarren-Guild—PGW Radio, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
ERP 3,700 w.; 97.9 mc.
Operating schedule: 24 hrs. daily.
Antenna height—305 feet above average terrain.
- AGENCY COMMISSION**
15% No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 72a.

ET—Rec'd 3/2/67.

- AA—Mon thru Sat 6-10 am & 4-7 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | 20/30 | 10 sec | 1 min | 20/30 | 10 sec |
|---------|-------|-------|--------|-------|-------|--------|
| 1 | 25.00 | 20.00 | 12.00 | 16.00 | 10.00 | 10.00 |
| 6 | 22.00 | 17.50 | 11.00 | 19.00 | 18.00 | 9.50 |
| 12 | 21.00 | 17.00 | 10.50 | 18.00 | 14.00 | 9.00 |
| 18 | 19.00 | 16.00 | 9.50 | 16.00 | 12.00 | 8.00 |
| 24 | 18.00 | 15.00 | 9.00 | 15.00 | 11.00 | 7.50 |

WMTW (FM)

1958

CITY OF LICENSE
MT. WASHINGTON, N. H.

(NAB) (NAB) (NAB) (NAB) (NAB) (NAB)

(This is a paid duplicate of the listing appearing under Mt. Washington, N. H.)
Media Code 4 230 6600 0.00
Mt. Washington TV, Inc., 615 Congress St., Portland, Me. 04101. Phone 207-773-5665. TWX 710-221-1708.
Studio: Poland Spring, Me. 04264. Phone 207-774-4581.

STATION'S PROGRAMMING DESCRIPTION
WMTW (FM): Programmed for general interest. NEWS: 18 times daily. UPI wire coverage. MUSIC: 8:45 am-8 pm middle-of-the-road music, 8-9 pm light classical music, 9-10 pm serious music, 10 pm sign-off middle-of-the-road music. Sat night jazz show. College football. Contact Representative for further details. Rec'd 10/2/68.

- PERSONNEL**
Station Manager—John M. McGorrell.
Program Director—Arthur Owens.
 - REPRESENTATIVES**
Herbert E. Groskin & Co.
New England—Eckels & Queen, Inc.
Canada—Andy McDermott, Sales Ltd.
 - FACILITIES**
ERP 49,000 w.; 94.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 3,940 ft. above average terrain.
 - AGENCY COMMISSION**
15% on time; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 15b.
Basic Rates: 20b, 22b, 24a, 24c, 25a, 28c, 30, 33a.
Contracts: 40a, 41, 44b, 45.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: The CBS Group.
Affiliated with American FM Network.
- TIME RATES**
ET 2/1/69—Rec'd 2/28/69.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min. | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
|---------|-------|------|------|------|------|------|------|
| 1 hr. | 75 | 71 | 67 | 64 | 61 | 58 | 55 |
| 1/2 hr. | 50 | 53 | 50 | 48 | 46 | 44 | 42 |
| 5 min. | 32 | 30 | 28 | 27 | 26 | 25 | 24 |
- (D)

WPOR

1946

PORTLAND

Hildreth Network Stations

CBS Radio Network

(NAB)

Subscriber to the NAB Radio Code
Media Code 4 220 7250 4.00
Hildreth Broadcasting Co., Baxter Bldg., 562 Congress St., Portland, Me. 04101. Phone 207-773-8111.

STATION'S PROGRAMMING DESCRIPTION
WPOR: Programmed for adults. Employ 6 air personalities. 75% MUSIC: general popular, 10% NEWS: 5 min national, 8 min local hourly, plus 5 reports daily. 5 min broadcasts live from weather bureau twice daily. 10% SPORTS: nights and weekends, major league baseball, professional and high school basketball, local boxing, college and high school football. Capsule sports reports hourly. 5% TALK: public opinion telephone interview 10-11 am M-F. COMMERCIAL POLICY: 18 minutes commercial time per hour. No triple spotting in music shows. Contact Representative for further details. Rec'd 7/17/67.

- PERSONNEL**
Exec. Vice-Pres.—Walter L. Dickson.
Vice-Pres., Gen'l & Nat'l Sales Mgr.—James A. Winters.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
New England—Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Blanket contracts accepted for purpose of establishing an advertiser's contractual year and the calculating of frequency earned. Blanket contracts not accepted for the purpose of rate protection.
Affiliated with CBS.
Member: Hildreth Network Stations.

TIME RATES

- No. 9 ET 5/1/69—Rec'd 4/24/69.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | FIXED POS: | 1x | 52x | 104x | 260x | 520x |
|------------|-------|-------|-------|-------|-------|
| 1 min. | 17.00 | 18.00 | 15.00 | 13.00 | 10.00 |
| 30/20 sec. | 13.50 | 12.75 | 12.00 | 10.00 | 8.00 |

- 7. PACKAGE PLANS**
- | CLASS AA | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|------------|-------|-------|-------|-------|-------|
| WKLY: | 10.00 | 9.00 | 8.50 | 8.00 | 7.50 |
| 30/20 sec. | 8.00 | 7.25 | 6.75 | 6.50 | 6.00 |

- 28 wk—5% 52 wk—10%
- 8. PROGRAM TIME RATES**
- | 1/4 hr. | 30 | 38 | 32 | 32 |
|---------|----|----|----|----|
| 10 min. | 30 | 28 | 26 | 22 |
| 5 min. | 20 | 19 | 17 | 15 |

WPOR-FM

1957

PORTLAND

Media Code 4 220 7251 2.00
Hildreth Broadcasting Co., 562 Congress St., Portland, Me. 04101. Phone 207-773-8111.

- PERSONNEL**
President—Walter L. Dickson.
Asst'to Pres. & Nat'l Sales Mgr.—Stanley A. Lyons.
Operations Manager—Robert L. Caron.
 - REPRESENTATIVES**
John C. Butler & Company, Inc.
Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.
 - FACILITIES**
ERP 5,900 w.; 101.9 mc.
Operating schedule: 7-11 am. EST.
Antenna ht.: 492 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
See WPOR listing for coded regulations.
- TIME RATES**
No. 1 ET 7/28/69—Rec'd 7/31/69.
- 6. SPOT ANNOUNCEMENTS**
- | FIXED POSITION | 1x | 26x | 52x | 104x | 260x | 500x |
|----------------|------|------|------|------|------|------|
| 1 min. | 5.50 | 5.25 | 5.00 | 4.75 | 4.25 | 3.75 |
| 30 sec. | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 |
| 15 sec. | 2.75 | 2.60 | 2.50 | 2.40 | 2.10 | 1.90 |
- 7. PACKAGE PLANS**
- | WKLY: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|---------|------|-------|-------|-------|-------|-------|
| 1 min. | 4.75 | 4.25 | 3.75 | 3.50 | 3.25 | 3.00 |
| 30 sec. | 3.75 | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 |
| 15 sec. | 2.40 | 2.40 | 1.90 | 1.75 | 1.60 | 1.50 |
- 28 wk—5% 52 wk—10%
- 8. PROGRAM TIME RATES**
- | 5 min. flat. | 10 |
|--------------|----|
|--------------|----|

PRESQUE ISLE (2AM)

Aroostook County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WAGM

1931

(NAB)

Hildreth Network Stations

Subscriber to the NAB Radio Code
Media Code 4 220 7500 2.00
Aroostook Broadcasting Corp., Box 1149, Washburn Rd., Presque Isle, Me. 04769. Phone 207-784-4466.
TWX 710-229-1631.

- PERSONNEL**
President—Walter L. Dickson.
Gen'l & Sales Mgr.—Stanley Lyons.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
New England—Kettell-Carter, Inc.
Canada—Andy McDermott, Sales Ltd.
- FACILITIES**
5,000 w.; 950 kc. Directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0 on net time.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WAGM-TV A.
Affiliated with American Information Network.
Member: Hildreth Network Stations.

- TIME RATES**
No. 9 ET 5/1/69—Rec'd 4/24/69.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | CLASS AA | 1x | 52x | 104x | 260x | 520x |
|------------|-------|-------|-------|------|------|
| 1 min. | 12.00 | 11.50 | 11.00 | 9.00 | 7.00 |
| 30/20 sec. | 8.50 | 8.25 | 8.75 | 7.25 | 5.50 |

- 7. PACKAGE PLANS**
- | CLASS AA | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|------------|-------|-------|-------|-------|-------|
| WKLY: | 10.00 | 9.00 | 8.50 | 8.00 | 7.50 |
| 30/20 sec. | 8.00 | 7.25 | 6.75 | 6.50 | 6.00 |

- 28 wk—5% 52 wk—10%
- 8. PROGRAM TIME RATES**
- | 1/4 hr. | 35 | 32 | 29 | 29 |
|---------|----|----|----|----|
| 10 min. | 30 | 28 | 26 | 22 |
| 5 min. | 20 | 19 | 17 | 15 |

WEGP

1960

(NAB)

Media Code 4 220 7750 3.00
K & M Corp., 489 Main St., Presque Isle, Me. 04769. Phone 207-768-5141.

- PERSONNEL**
President—Frank Carroll.
General Manager—Dewey DeWitt.
Program Director—Clayton Smith.
- REPRESENTATIVES**
McGarren-Guild—PGW Radio, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
5,000 w.; 1390 kc. Non-directional days; directional nights.
Operating schedule: 5:30 am-midnight, weekdays; 7:30 am-midnight Sun.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 22b, 23a, 24b, 28a.
Contracts: 40, 41, 42, 43, 44, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62b, 60c.
Cancellation: 70a, 70c, 71a.
Affiliated with NAB Radio Network.
Member: Lobster Network.

- TIME RATES**
Rates received April 19, 1965.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min. | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
|---------|-------|------|------|------|------|------|------|
| 10 ti. | 8.00 | 6.50 | 5.50 | 5.50 | 5.00 | 4.50 | 4.00 |
| 20 ti. | 7.00 | 6.00 | 5.00 | 5.00 | 4.50 | 4.00 | 3.50 |
| 30 ti. | 6.00 | 5.00 | 4.50 | 4.50 | 4.00 | 3.50 | 3.00 |
| 100 ti. | 5.00 | 4.25 | 4.00 | 4.00 | 3.50 | 3.00 | 2.75 |
| 200 ti. | 4.75 | 4.00 | 3.50 | 3.50 | 3.00 | 2.50 | 2.25 |
| 500 ti. | 4.00 | 3.50 | 3.00 | 3.00 | 2.50 | 2.00 | 1.75 |
- 10. SPECIAL FEATURES**
New Service—AP and local. Service fee per program, 2.00.

ROCKLAND

Knox County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WRKD

1932

(NAB)

Subscriber to the NAB Radio Code
Media Code 4 220 8000 2.00
Knox Broadcasting Company, 415 Main St., Rockland, Me. 04841. Phone 594-8451.

- PERSONNEL**
President—Carleton Brown.
Manager—Paul R. Huber.
Commercial Manager—Terry Economy.
 - REPRESENTATIVES**
Grant Webb & Company, Inc.
Kettell-Carter, Inc.
 - FACILITIES**
Non-directional.
Operating schedule: 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-11:30 pm. EST.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
- TIME RATES**
Rates effective June 1, 1960. (Card No. CB-1)
Card received June 6, 1960.
Rev. (Freq. Plns.) rec'd March 30, 1962.

- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | 1 | 13 | 26 | 52 | 104 | 156 | 260 |
|-------------|-------|-------|-------|-------|-------|-------|
| 1 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 |
| 1/2 hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27.00 |
| 1/4 hour | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18.00 |
| 10 minutes | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 |
| 5 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 |
| 1 minute | 7.50 | 7.50 | 7.10 | 6.70 | 6.30 | 5.90 |
| Station Bk. | 5.25 | 5.65 | 5.35 | 5.05 | 4.75 | 4.45 |
| Radio Short | 3.75 | 3.75 | 3.55 | 3.55 | 3.15 | 2.95 |

- 7. PACKAGE PLANS**
- | 1 minute | Each | Total | 20 times | Each | Total |
|----------|------|-------|----------|------|--------|
| 5 times | 6.00 | 30.00 | 20 times | 4.50 | 90.00 |
| 10 times | 5.00 | 50.00 | 30 times | 4.25 | 127.50 |
| 15 times | 4.75 | 71.25 | 50 times | 3.75 | 187.50 |
- 20/30 seconds:**
0 times... 4.50
10 times... 3.75
15 times... 3.60
- ID's:**
5 times... 3.00
10 times... 2.50
15 times... 2.40
- (*) Fixed position not guaranteed; advertisers advised prior to pre-emption.

RUMFORD

Oxford County—Map Location B-8
See SRDS consumer market map and data at beginning of the State.

WRUM

1953

Lobster Network

(NAB)

(RAB)

Subscriber to the NAB Radio Code
Media Code 4 220 8250 3.00
Rumford Broadcasting Co., Inc., 89 Congress St., Rumford, Me. 04276. Phone 207-364-3701.

- PERSONNEL**
President—Melvin L. Stone.
General Manager—Kenneth J. Ellis.
National Sales Mgr.—M. L. Stone.
- REPRESENTATIVES**
McGarren-Guild—PGW Radio, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
1,000 w.; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 40a, 41, 43, 45, 46.
Cancellation: 70c.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Member: Lobster Network.

- TIME RATES**
No. 5 ET 3/1/67—Rec'd 2/13/67.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min. | 5.75 |
|--------|------|
|--------|------|
- 7. PACKAGE PLANS**
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 50 ti |
|---------|-------|-------|-------|--------|--------|--------|
| 1 min. | 39.00 | 60.00 | 85.50 | 108.00 | 127.50 | 200.00 |
- 20/30 sec: 80% of 1-min.
10 sec ID's: 50% of 1-min.
- 8. PROGRAM TIME RATES**
- | 1/2 hr. | 24 | 10 min. | 12 |
|---|--------------------------------|-------------------|----|
| 1/4 hr. <td>16 <td>5 min. <td>8</td> </td></td> | 16 <td>5 min. <td>8</td> </td> | 5 min. <td>8</td> | 8 |
- 10. SPECIAL FEATURES</**

Sanford—W S M E—Continued

7. PACKAGE PLANS
4 WEEK SATURATION
 WKLY, EA: 1 min 30 sec 10 sec
 24 hr 3.35 2.80 2.30

8. PROGRAM TIME RATES
 1/2 hr 36 10 min 15
 1/4 hr 24 5 min 10

10. SPECIAL FEATURES
LOCAL NEWSCASTS
 PER WK, EA: 3 ti 5 ti 7 ti
 5 min 10 8 7

SKOWHEGAN

Somerset County—Map Location D-5
 See BRDS consumer market map and data at beginning of the State.

WGHEM
 1958



Media Code 4 220 8750 2.00
 Kennebec Valley Broadcasting System, Inc., 61 Water St., Skowhegan, Me. 04976. Phones 207-474-2727; 474-9094.

STATION'S PROGRAMMING DESCRIPTION

WGHEM: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 15 min every hour 6-9 am. 5 min news every 30 min 9 am-noon. Expanded 10 min newscasts at noon & 5 pm. 12:30 pm-sign-off news every 30 min. 5:30-9 am middle-of-the-road music, quips, sports, weather, farm reports. 9 am-3 pm middle-of-the-road music, women's show 5 min daily. 3-5 pm rock and roll. 5-8 pm middle-of-the-road music. 6-7 pm, middle-of-the-road instrumentals. 7 pm-sign-off middle-of-the-road music. Showtunes 2 hours weekly. SPORTS: live high school and pro football. RELIGION: 2-1/2 hours Sun. Air personalities available for remote pick-ups. Contact Representative for further details. Rec'd 8/16/67.

- PERSONNEL**
 Pres. & Gen'l Mgr.—John J. Piquau.
 Sales Manager—Linwood O. Barker.
 Promotion Manager—Norman Getchell.
- REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.
 Boston—Harold H. Segal & Company.
- FACILITIES**
 5,000 w.; 1150 kc days. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15/0 time only; 1st of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24a, 25a, 26, 28c, 29a, 29b, 30, 31, 32a.

Contracts: 40a, 41, 42b, 42d, 45, 49, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 62a, 62d.
 Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Information Network.
 Member: Lobster Network, National AgRadio Groups, Inc.

TIME RATES
 Rec'd 9/20/67.

7. PACKAGE PLANS

1 ti	6 ti	12 ti	24 ti	36 ti
1 min	12.00	11.00	10.00	9.00 8.00
30 sec	9.60	8.80	8.00	7.20 6.40
10 sec	6.00	5.50	5.00	4.50 4.00

EXTENDED CONTRACT DISCOUNTS
 6 wk—5% 26 wk—15% 13 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	30	15	12 8

9. PARTICIPATING PROGRAMS
 Sun: "Broadway Playhouse"—Flat 1-time rate.

10. SPECIAL FEATURES
 Sports: At :15, 1-1/4 times applicable 1-minute rate.
 News Headlines: 5 times daily, 1-1/4 times applicable 1-minute rate.
 Weather reports: At :50, 1-1/4 times applicable 1-minute rate.

SOUTH PARIS

Oxford County—Map Location B-8
 See BRDS consumer market map and data at beginning of the State.

WKTQ
 1955

Media Code 4 220 9000 1.00
 Oxford Broadcasting Corp., Alpine St., South Paris, Me. 04281. Phone 207-743-2311.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Gerald T. Hinzins.
 Treasurer—Elden H. Sbuter, Jr.
 Station Manager—Dick Dean.
- REPRESENTATIVES**
 AAA Representatives
 Kettell-Carter, Inc.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
 Operating schedule: 6:30 am-10 pm. EST.
- AGENCY COMMISSION**
 15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42a, 46, 48.
 Comb.: Cont. Discounts: 60a, 61c, 62e.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with MBS Radio Network.
 Equal advertising schedules on both WKTQ, South Paris, Me., and WKTQ, Farmington, Me., earn 10% discount off each station.

TIME RATES

Rates effective November 1, 1960. (Card No. 2.)
 Card received September 14, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	1 min	30 sec	ID's
26 ti	5.00	3.75	2.50
52 ti	4.75	3.55	2.40
104 ti	4.50	3.35	2.25
156 ti	4.25	3.15	2.15
260 ti	4.00	2.95	2.00
	3.75	2.75	1.90

7. PACKAGE PLANS

ROS ANNOUNCEMENT PACKAGES

WKLY:	(*)	(†)	(‡)
15 ti	3.60	2.70	1.80
30 ti	3.20	2.40	1.60
50 ti	2.80	2.10	1.40

(*) 1-minute (150 words)
 (†) 30-seconds (75 words)
 (‡) ID's (25 words)

WATERVILLE (1 AM; 1 FM)

Kennebec County—Map Location D-8
 See BRDS consumer market map and data at beginning of the State.

WTVL
 1946

WTVL-FM
 1968



Subscriber to the NAB Radio Code

Media Code 4 220 9250 2.00
 Kennebec Broadcasting Co., Box 557, 36 Silver St., Waterville, Me. 04901. Phone 207-873-3311.

STATION'S PROGRAMMING DESCRIPTION

WTVL: Programmed for general interest. NEWS: state and local on hour, world and national network on half hour. Full news summaries 8 am, noon, & 6 pm. Mobile unit news coverage. Weather forecasts at :59 of each hour, summaries at 7:35 am, 8 am, noon, & 6 pm. SPORTS: live major league baseball, basketball, hockey. Live local schoolboy and college football, basketball, hockey. Sportscast at 15 past each hour, summaries at 8 am, noon, & 6 pm. MUSIC: middle-of-the-road handled by air personalities. RELIGION: daily devotions 8 am, 8:20 am, & 11:55 pm. 1 hour French programming each Sun, plus variety of non-commercial religious programs directed to specific type religious groups. Opera, Sat in season and concerts. Contact Representative for further details. Rec'd 8/30/68.

1. PERSONNEL

General Manager—Carleton D. Brown.
 Station Manager—David D. Brown.

2. REPRESENTATIVES

Grant Webb & Company, Inc.
 Boston—Kettell-Carter, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.

Non-directional.

Operating schedule: 6 am-midnight. EST.

FM-ERP 3,000 w.; 98.3 mc.

Operating schedule: Same as AM.

Antenna ht.: 223 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 15c.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 27, 29a, 29b, 30, 32a.

Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60b, 60d, 60g, 60l, 61a, 62a, 62d.

Cancellation: 70b, 70d, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.

TIME RATES

No. 3 ER 9/1/68—Rec'd 8/30/68.

6. SPOT ANNOUNCEMENTS

1 ti	15 ti	25 ti	52 ti	104 ti	156 ti	260 ti
1 min	7.50	7.20	7.00	6.75	6.50	6.20
30 sec	6.00	5.90	5.75	5.50	5.25	5.00 4.75

Radio shorts: 50% of 1-min.

7. PACKAGE PLANS

FREQUENCY PLANS

(All time periods)

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	6.50	6.80	6.25	5.00	4.50	4.00
30 sec	5.00	4.25	4.00	3.75	3.50	3.25

Radio shorts: 50% of applicable 1-min.

(*) Fixed position not guaranteed; advertisers advised prior to preemption.

Saturation Packages do not combine to earn frequency discounts. Multi-products do not combine, unless purchased on one contract through one agency.

WESTBROOK

Cumberland County—Map Location B-9

See BRDS consumer market map and data at beginning of the State.

See Portland

(including Westbrook)

MARYLAND

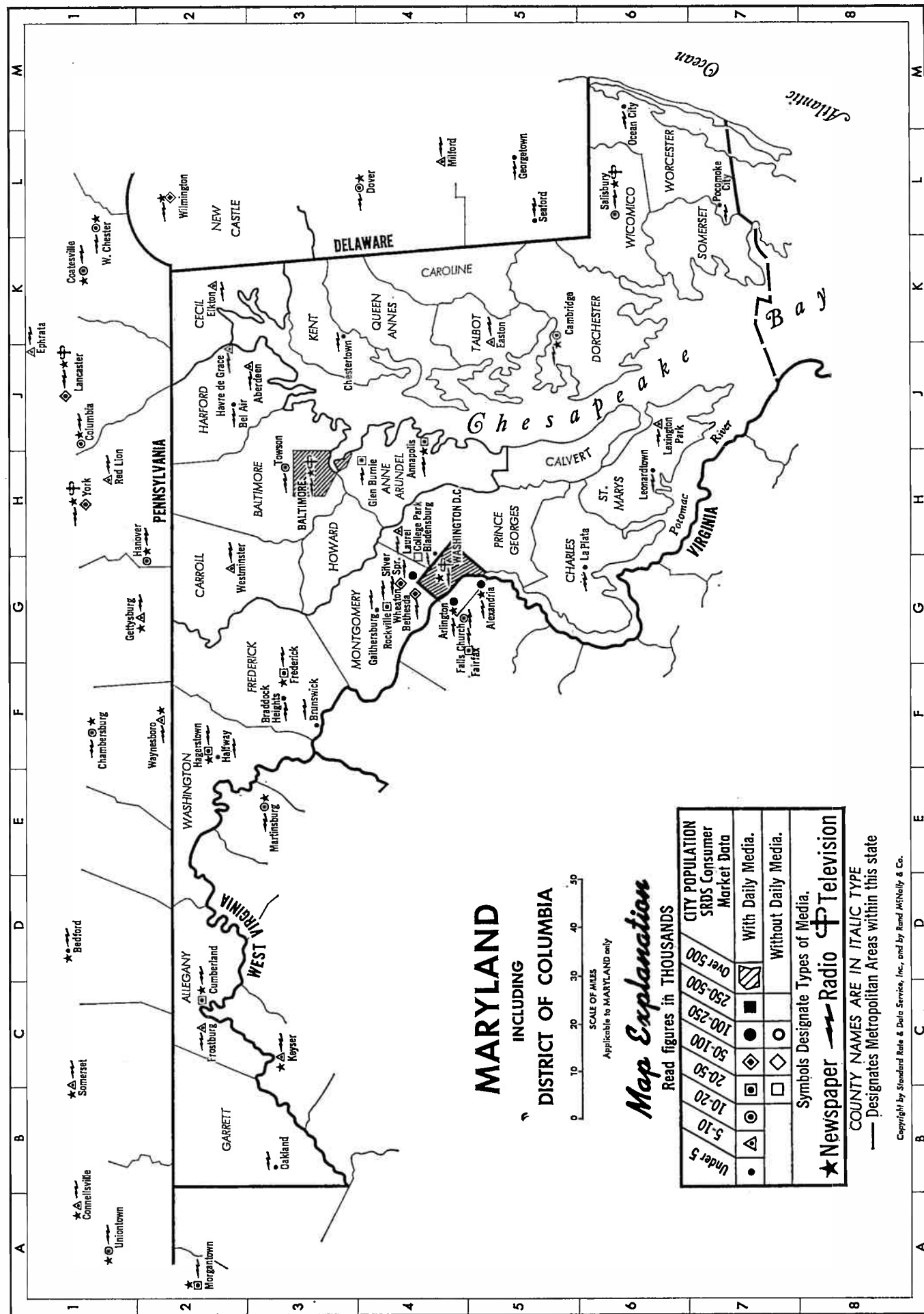
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL ... 655,300 Baltimore 461,000
METRO AREAS Total Metros... 461,000



State, County, City, Metro Area Data

MARYLAND

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Annapolis—Anne Arundel Baltimore—Baltimore Cumberland—Allegany Frederick—Frederick Hagerstown—Washington Rockville—Montgomery Silver Spring—Montgomery

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968 By Selected Store Types							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over					(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdis. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motives (\$000)				Service Station (\$000)		
MARYLAND STATE TOTALS	3,777.5	1,062.53	11,744,284	11,053	13.2	23.3	15.6	22.0	21.4	6,327,347	5,955	1,298,700	243,754	956,992	296,266	264,581	1,067,628	390,387	1,457.06	98.0	407,277	
ALLEGANY C-2	88.4	27.54	247,929	9,003	18.6	30.2	13.7	17.5	11.9	146,979	5,337	38,250	5,593	26,441	12,338	7,327	28,556	10,342	33.16	1.2	2,672	
Cumberland	33.9	11.32	107,370	9,485						92,126	8,138	19,112	3,262	13,652	9,118	6,758	19,879	4,315				
ANNE ARUNDEL H-4†	280.6	71.66	705,177	9,841	13.9	24.4	18.9	23.3	16.1	434,961	6,070	78,133	15,700	85,466	12,853	12,566	66,414	31,082	112.13	5.2	9,431	
Annapolis	33.5	9.88	90,267	9,136						113,019	11,439	22,460	5,041	16,561	5,745	5,861	23,764	4,256				
BALTIMORE² H-3	1,561.2	455.94	5,305,372	11,636	12.5	19.0	17.6	24.7	23.2	2,609,429	5,723	514,475	115,207	461,662	138,264	135,958	394,948	135,886	522.07	5.4	21,385	
Baltimore†	925.2	275.11	3,334,026	12,119						1,654,569	6,014	368,423	76,633	314,837	120,199	111,731	309,734	93,249				
Baltimore Metro Area	2,066.1	587.82	6,530,029	11,109	13.3	21.3	17.6	23.5	20.8	3,334,558	5,673	654,903	139,567	558,584	159,064	159,472	525,075	192,160	725.05			
CALVERT H-5	18.6	4.47	34,827	7,791	21.0	22.4	14.9	17.1	11.8	19,911	4,454	5,921	246	1,286	326	168	5,478	1,643	6.58	3.9	7,070	
CAROLINE K-4	20.7	6.45	43,446	6,736	23.2	21.2	15.2	14.8	7.7	26,929	4,175	7,206	567	1,178	820	885	3,738	1,552	8.35	3.8	21,608	
CARROLL G-2	66.1	17.96	153,240	8,532	19.9	30.6	14.2	15.7	10.6	103,454	5,760	20,241	2,960	3,944	2,827	3,584	17,365	9,051	27.42	6.8	25,886	
CECIL K-2†	57.5	14.46	141,627	9,794	18.1	24.3	15.7	22.3	14.3	66,731	4,615	11,844	1,102	3,954	922	1,467	16,932	8,436	18.21	3.2	12,988	
CHARLES G-5†	39.6	9.49	88,753	9,352	16.8	21.4	16.7	21.2	15.4	72,514	7,641	13,984	1,760	3,129	472	645	12,501	6,901	14.77	5.0	9,389	
DORCHESTER J-6	30.9	9.53	70,618	7,410	21.6	20.1	15.2	17.8	10.7	42,128	4,421	10,856	1,038	5,324	1,790	1,362	6,472	2,227	11.56	2.8	12,969	
FREDERICK F-3†	82.2	23.24	214,944	9,249	20.0	24.3	16.1	18.7	13.8	139,891	6,019	24,242	4,006	11,157	5,955	7,508	22,208	7,676	33.41	8.2	41,435	
Frederick	26.0	8.09	75,388	9,319						94,115	11,633	21,014	3,234	10,538	5,817	5,368	15,609	5,090				
GARRETT B-2	22.2	6.05	38,349	6,339	24.3	31.6	7.3	7.3	4.7	31,046	5,132	6,844	843	801	947	1,548	7,977	1,686	6.63	4.5	9,633	
HARFORD J-2†	106.1	28.47	235,829	8,283	20.2	30.6	17.4	15.3	8.2	129,489	4,548	28,101	3,919	5,354	4,609	6,347	31,255	10,244	41.10	5.8	17,498	
HOWARD H-3	52.1	13.79	130,411	9,457	16.1	35.6	12.3	15.4	14.1	57,225	4,150	13,953	1,781	2,158	511	1,017	15,093	5,897	22.33	2.8	10,820	
KENT K-3	17.5	5.24	38,109	7,273	24.6	20.8	15.3	14.7	10.3	31,945	6,096	7,288	673	1,932	898	1,033	4,116	1,639	6.63	2.4	14,541	
MONTGOMERY G-4†	458.0	125.81	2,170,385	17,251	2.4	12.3	10.4	24.0	50.1	950,131	7,552	199,784	31,313	151,930	45,374	38,283	204,504	55,121	233.53	3.9	17,993	
Rockville	42.2	10.32	105,695	10,242						130,111	12,608	34,844	5,001	10,660	6,233	8,974	36,330	7,306				
Silver Spring	112.6	33.98	417,203	12,278																		
PRINCE GEORGES																						
H-5†	579.1	155.72	1,396,986	8,971	13.5	37.5	13.9	20.2	11.2	923,151	5,928	210,675	43,958	133,270	36,876	20,538	147,515	63,962	249.63	6.8	12,309	
QUEEN ANNES K-4	18.9	5.64	40,420	7,167	22.8	21.1	14.9	14.8	8.9	19,060	3,379	3,004	333	1,145	128	420	1,769	2,764	6.91	3.4	16,146	
ST. MARYS H-6†	46.9	10.89	96,518	8,863	21.3	21.2	15.5	18.2	12.9	52,444	4,816	12,829	1,463	4,412	1,925	3,234	10,588	3,772	13.00	5.0	9,477	
SOMERSET L-7	18.2	5.42	42,732	7,884	19.1	15.7	12.8	19.7	13.4	29,725	5,484	8,089	779	1,330	717	963	3,539	2,468	6.23	2.3	20,673	
TALBOT K-5	23.2	7.35	70,144	9,543	19.1	18.6	14.0	18.2	18.0	73,420	9,989	10,212	2,274	2,233	3,761	2,475	10,683	2,736	10.09	2.6	14,966	
WASHINGTON E-2†	107.1	32.34	273,220	8,448	21.2	28.7	15.0	16.3	11.1	180,720	5,588	30,777	4,030	31,807	8,311	8,388	24,775	13,880	41.41	5.5	23,372	
Hagerstown	39.8	13.32	129,024	9,686						116,562	8,751	17,824	3,282	24,993	7,383	5,248	19,490	7,356				
WICOMICO K-6	56.8	17.15	149,389	8,711	19.2	21.3	16.9	19.1	13.8	124,533	7,261	25,362	2,952	14,423	13,453	6,284	22,895	6,832	22.47	3.9	41,500	
WORCESTER L-6	25.6	7.92	55,859	7,053	22.4	24.0	11.9	12.7	9.2	61,531	7,769	16,630	1,257	2,656	2,189	2,581	8,307	4,590	9.44	3.6	33,516	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
 (‡) Baltimore County data includes independent city of Baltimore data.

MARYLAND

MARYLAND

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

ABERDEEN

Harford County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WAM D

1957

Media Code 4 221 0200 4.00
John L. Allen, Box 516, Aberdeen, Md. 21001. Phone 301-272-4400.

- PERSONNEL**
General Manager—John L. Allen.
- FACILITIES**
500 w. 970 kc. Directional—separate patterns day and night.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 25a, 26, 26b, 29b, 30, 31, 33b.
Contracts: 40a, 42a, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 61a, 62b.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES

ET 1/15/66—Rec'd 4/8/66.

SPOT ANNOUNCEMENTS	1 min	30 sec	10/15 sec
1 x	3.25	2.75	2.35
15 x	3.10	2.70	2.20
25 x	3.00	2.65	2.10
52 x	2.90	2.60	2.00
104 x	2.75	2.50	1.90
156 x	2.65	2.40	1.80
260 x	2.50	2.25	1.70
260 +	2.40	2.30	1.65

ANNAPOLIS (3 AM; 2 FM)

Anne Arundel County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WANN WXT C (FM)

1947

1960

Independent Negro



Subscriber to the NAB Radio Code

Media Code 4 221 0400 0.00
Annapolis Broadcasting Corp., Box 631, Bay Ridge Road, Annapolis, Md. 21404. Phone 301-269-0700.

- STATION'S PROGRAMMING DESCRIPTION**
WANN: Programmed for negro listener.
MUSIC: popular, rhythm and blues, jazz, gospel and spirituals. News and weather every half hour. Sports at 8:25 am & 4:55 pm. Radio News Central 8-9:45 am. World news, marine and area weather, local and regional news, sports, farm news and financial news. Personality interviews and community affairs programs featuring leaders in government, civic and business in the city, county and state. Contact Representative for further details. Rec'd 6/20/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Morris H. Blum.
- REPRESENTATIVES**
Zimmer, Inc.
- FACILITIES**
10,000 w.; 1190 kc. days. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM—ERP 20,000 w.; 107.9 mc.
Operating schedule: Sunrise-local sunset. EST.
Antenna ht.: 205 feet above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25c.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60g.
Cancellation: 70a, 70e, 72, 73a, 73b.

TIME RATES

No. 4-D Rev. 1/1/69—Rec'd 1/2/69.

SPOT ANNOUNCEMENTS	1 min	20/30 (*)
Flat (fixed position)	8	6
(*) 8/10 sec ID's.		4

7. PACKAGE PLANS WEEKLY SATURATION PLANS (Within 7-day period)

PER WK.	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
EA:	10.00	15.00	20.00	25.00	30.00	50.00
1 min.	7.50	7.00	6.50	6.00	5.50	5.00
20/30 sec.	5.50	5.00	4.50	4.00	3.50	3.00
8/10 sec ID's, flat.						2.50

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

8. PROGRAM TIME RATES

Flat	1/2 hr	1/4 hr	10 min	5 min
	50	30	20	10

WNAV

1949

Mutual Network

Media Code 4 221 0600 5.00
Capital Broadcasting Co., Box 829, Admiral's Dr., Admiral Heights, Annapolis, Md. 21404. Phones 301-263-2839, Baltimore: 301-974-0730.

- STATION'S PROGRAMMING DESCRIPTION**
WNAV: Programmed for mass appeal, emphasis on 18 to 40 age group.
NEWS: network on hour and half hour, local news 15 min after every hour, bay and local weather following every newscast. Stock market report 5 times daily. Heavy emphasis on community involvement thru local interviews and live broadcasts of civic club activities and store openings. Live high school and college basketball, football, major league baseball and professional football, plus 5 sports shows daily. MUSIC: 70% singles, 30% albums, featuring current selling hits and standards. Station employs local news staff. Contact Representative for further details. Rec'd 11/25/68.

- PERSONNEL**
President—Henry Ran.
Vice-President—Lloyd S. Smith.
Station Manager—Daniel K. Lavelle.
- REPRESENTATIVES**
New York, Chicago, Los Angeles, San Francisco—UBC Sales.
Pennsylvania—Dome-Messervay Co., Inc.
Atlanta—David Carpenter Company.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1430 kc. Directional—night only.
Operating schedule: 24 hours. EST.
15/0 time only.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 20b, 21a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 61c, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with WARK, Hagerstown, Md.; WDOV, Dover, Del.; WATO, Oakridge, Tenn.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective July 1, 1964.
Card received August 3, 1964.

6. SPOT ANNOUNCEMENTS			
FIXED POSITION			
	1 min	30 sec	10 sec
312 ti, ea	5.00	3.95	2.50
156 ti, ea	5.50	4.40	2.75
104 ti, ea	6.25	5.10	3.15
26 ti, ea	7.00	5.80	3.50
1 ti, ea	8.00	6.50	4.00

7. PACKAGE PLANS MARKET SATURATION PACKAGES			
ROS			
PER WK:	1 min	30 sec	10 sec
12 ti	69.00	57.00	35.00
18 ti	99.00	79.00	49.50
30 ti	150.00	120.00	79.50
50 ti	238.00	175.00	120.00

Market Saturation Packages and 10-second announcements do not combine to earn additional frequency discounts.

8. PROGRAM TIME RATES		
5 MINUTES		
		ea
312 ti		10.50
156 ti		11.00
104 ti		11.75
26 ti		12.50
1 ti		14.00

WNAV-FM

1948

Media Code 4 221 0601 3.00
Capital Broadcasting Co., Box 829, Admiral Drive, Annapolis, Md. 21404. Phone 301-263-2839, Baltimore 301-974-0730.

- STATION'S PROGRAMMING DESCRIPTION**
WNAV-FM: Programmed for general interest. Instrumental album music. Capsule news and sports. Local civic announcements given each 15 min period. COMMERCIAL POLICY: 2 one minute announcements permitted in 15 min segments. Contact Representative for further details. Rec'd 11/25/68.

- PERSONNEL**
President—Henry Rau.
Mgr. & Prog. Dir.—Elizabeth Straubel Smith.
General Manager—Daniel K. Lavelle.
- REPRESENTATIVES**
New York, Chicago—UBC Sales.
Pennsylvania—Dome-Messervay Co., Inc.
Atlanta—David Carpenter Company.
- FACILITIES**
ERP 50,000 w.; 99.1 mc.
Operating schedule: 6-2 am.
Antenna ht.: 385 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 23a.
Contracts: 40a, 41, 46, 48, 51c.
Comb.: Cont. Discounts: 62d.
Cancellation: 70c, 73a.

TIME RATES

ET—Rec'd 5/6/66.

- PACKAGE PLANS**
Plan I—Sun 7:30-2 am; Mon, Tues, Wed, Sat 7:45-8:45 am & 6:30 pm-2 am; Thurs, Fri 7:45-8:45 am & 9 pm-2 am.
66 ti per wk, per mo. 500

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81.
Affiliated with CBS.

WYRE

1946



Media Code 4 221 0800 1.00
Radio Chesapeake, Inc. Box 1551, Annapolis, Md. 21400. Phone 301-263-9211; Baltimore Phone 301-269-0460; Washington Phone 202-776-8822.

- PERSONNEL**
President—Erny Tannen.
Executive Vice President—Marvin Mirvis.
Vice-Pres. & Gen'l Mgr.—Carl J. Marocco.
- REPRESENTATIVES**
The MediaAmerica Co.
Midwest—Walton Broadcasting Sales Corporation.
- FACILITIES**
250 w. days; 810 kc. Non-directional.
Operating schedule: —. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 62b.
Cancellation: 71a, 73a.
Member: National A&R Radio Groups, Inc.

TIME RATES

ET—Rec'd 1/0/69.

AA—6-9:30 am & 3:30-6:30 pm.

A—9:30 am-3:30 pm.

- PACKAGE PLANS**
1 MINUTE—ROS
- | PER WK: | 17 | 30 | ti | 360 |
|---------|-----|----|----|-----|
| 1 ti | 17 | 30 | ti | 360 |
| 6 ti | 84 | 40 | ti | 480 |
| 12 ti | 122 | 50 | ti | 550 |
| 18 ti | 234 | 60 | ti | 630 |
| 24 ti | 300 | 70 | ti | 700 |
- 20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Scheduled 50% AA and 50% A. Spots may be concentrated in fewer days for greater frequency where possible. 1-minute spots preempt all shorter spots.
- CONSECUTIVE WEEK DISCOUNT**
4 wk—5% 15 wk—10% 26 wk—15% 52 wk—20%
Apply only to early only.
 - SPECIAL FEATURES**
Newscasts—1-1/2x applicable 1-min.

BALTIMORE (12 AM; 10 FM)

(including Glen Burnie, Towson)

Baltimore County—Map Location H-3

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAYE

1955

BALTIMORE

News-Talk-Information

Media Code 4 221 1000 7.00
Adler Communications Corp., 1111 Park Ave., Penthouse Sutton Place, Baltimore, Md. 21201. Phone 301-728-7570.

- STATION'S PROGRAMMING DESCRIPTION**
WAYE: News - talk - information, programmed for adults.
Emphasis on community involvement with studio listener discussion via telephone. Public affairs in city and suburbs about problems of concern. Editorials 5 times a day. NEWS: local news 5 min before hour. Network national and international news on hour. Features: network feature 10 min before hour. Contact Representative for further details. Rec'd 1/31/69.

- PERSONNEL**
President—Warren Adler.
Executive Vice-President—W. Ronald Smith.
General Manager—John F. Burgreen.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 ET 5/1/69. Rec'd 5/29/69.
AA—Mon thru Sat 6-10 am & 8-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA				
FIXED:	1 ti	6 ti	12 ti	18 ti
1 wk	23	22	20	18
13 wk	24	21	19	17
26 wk	22	20	18	16
52 wk	20	18	16	14

CLASS A				
1 wk	22	20	18	16
13 wk	21	19	17	15
26 wk	20	18	16	14
52 wk	18	16	14	12

10 sec: 50% of 1-min. Not combinable.

7. PACKAGE PLANS IMPACT PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
*1 min.	155.00	230.00	245.00	309.00	369.00	429.00	489.00
30 sec	124.00	184.00	196.00	247.20	276.00	343.20	391.20
10 sec	93.00	138.00	147.00	185.40	207.00	257.40	295.40

(*) Scheduled on rotating basis, all segments within 7-day period.
Packages combinable to earn frequency discount.

8. PROGRAM TIME RATES

	1x	13x	25x	52x	156x	260x
1 hr.	150	145	140	135	130	125
1/2 hr.	80	78	76	74	72	70
1/4 hr.	54	52	50	48	46	44
5 min.	29	28	27	26	25	24

Fixed position and Feature adjacencies, extra 2.00.
DISCOUNT
13 wk—5% 52 wk—10%
Rateholder: Minimum per week 25.00.
(Baltimore continued on next page)

FARM PROGRAMMING

*Another Special Feature
To Provide a Shortcut
in Buying Radio Time*

To aid users of the monthly edition of *Spot Radio Rates and Data* who are particularly concerned with reaching the farm audience, SRDS has a section devoted especially to farm radio programming. Check the contents page for its location.

This section enables time buyers to locate more easily those radio stations that devote part of their program time to shows for the farm audience.

Information given for all or most of these stations includes the total number of hours of regularly scheduled farm programs per week. Stations are listed alphabetically by state and city.

Once the desired stations have been located in this section, the user can turn to the stations' regular listings in *Spot Radio Rates and Data*, for rates and other data.

A similar section, on farm television programming, appears in *Spot Television Rates and Data*.

MARYLAND

Baltimore—Continued

WBAL

1925

BALTIMORE

NBC Radio Network

Mg

mcgavren-guild
pgw radio, inc.

NAB

RAB

A Hearst Owned Station

Media Code 4 221 1200 3.00
Hearst Corp., 3800 Hooper Ave., Baltimore, Md.
21211. Phone 301-467-3000.
Studios: Maryland Broadcasting Center, Baltimore,
Md. 21211. Phone 301-467-3000.

STATION'S PROGRAMMING DESCRIPTION
WBAL: Variety programming for general interest of
adults and young adults.

AIR PERSONALITIES featured on all programs.
NEWS: 30 min news, weather and sports 6 pm, 15
min 7 am, 8 am, noon, 11 pm, 10 min network,
regional, local on hour balance of day, 5 min on hour
12M-6 am. **SPORTS:** play-by-play major league
baseball and basketball, pro hockey. **ENTERTAIN-
MENT:** programs include varied music, current,
standards, albums, showtunes with public service, in-
formation, humor and brief occasional 2-way phone
features. Farm program 5-8 am. Contact Representa-
tive for further details. Rec'd 11/6/68.

1. PERSONNEL

Vice-Pres. & Gen'l. Mgr.—Alfred E. Burk.
General Sales Manager—Thomas E. Moore.
Program Manager—Jack Lacy.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES 50,000 w.; 1090 kc.

Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b, 8.

Rate Protection: 10d, 14d.

Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 24c, 25a,
27, 28a, 29a, 32b, 33b.

Contracts: 40a, 40c, 41, 42a, 42c, 43, 44b, 45, 46,
47a, 48, 50, 51b, 51c.

Comb. Cont. Discounts: 60a, 60c, 60g, 60i, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 81, 82.

All rebates payable in additional time only. No re-
bates allowed to accumulate beyond a contract year.

Affiliated with NBC Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 32 Eff 7/1/68—Rec'd 6/16/68.

AA—Daily 6-10 am.

A—Daily 4-8 pm.

B—Daily 10 am-4 pm & 5-6 am.

C—Daily 8 pm-5 am

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	CLASS AA	1 H	6 H	12 H	18 H
1 wk.....		70	67	62	---
26 wk.....		67	64	59	---
52 wk.....		63	61	58	---
	CLASS A				
1 wk.....		65	62	57	---
26 wk.....		62	59	54	---
52 wk.....		59	56	51	---
	CLASS B				
1 wk.....		40	36	32	28
26 wk.....		38	34	30	27
52 wk.....		36	32	28	25
	CLASS C				
1 wk.....		35	32	28	24
26 wk.....		33	30	26	22
52 wk.....		31	28	24	20

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 75% of 1-min.

All units of less than 1-minute in AA also take
1-minute rate, except for 10-seconds which is 50%.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN (Mon thru Sat—1 Minute)	
12 H (2AA, 1A, 7B, 2C).....	432
18 H (3AA, 3A, 9B, 3C).....	612
24 H (4AA, 4A, 12B, 4C).....	768

TAP Plans do not combine with other spots for fre-
quency. There are no further discounts on TAP'S.
Placement of spots in time periods and days is at
the option of the station.

WBAL-FM

1958

BALTIMORE

NAB

Media Code 4 221 1201 1.00
WBAL-FM, 3800 Hooper Avenue, Baltimore, Md.
21211. Phone 301-467-3000.

STATION'S PROGRAMMING DESCRIPTION
WBAL-FM: Programmed for adults interested in
serious music and arts.

Semi-classical and serious music all day long, with
programs of drama, readings, lectures, discussions and
talk related to arts, preferably in Baltimore-Wash-
ington area. 9:05 pm, M-F, feature taped perform-
ances by major orchestras. Opera, Sat 2 pm. Also
chamber music, folk music, comedy and Broadway
shows. **NEWS:** 6:30 am, 7 am, 8 am, 9 am, noon,
1 pm, 5 pm, 6 pm, 9 pm, 11 pm. Contact Representa-
tive for further details. Rec'd 2/29/68.

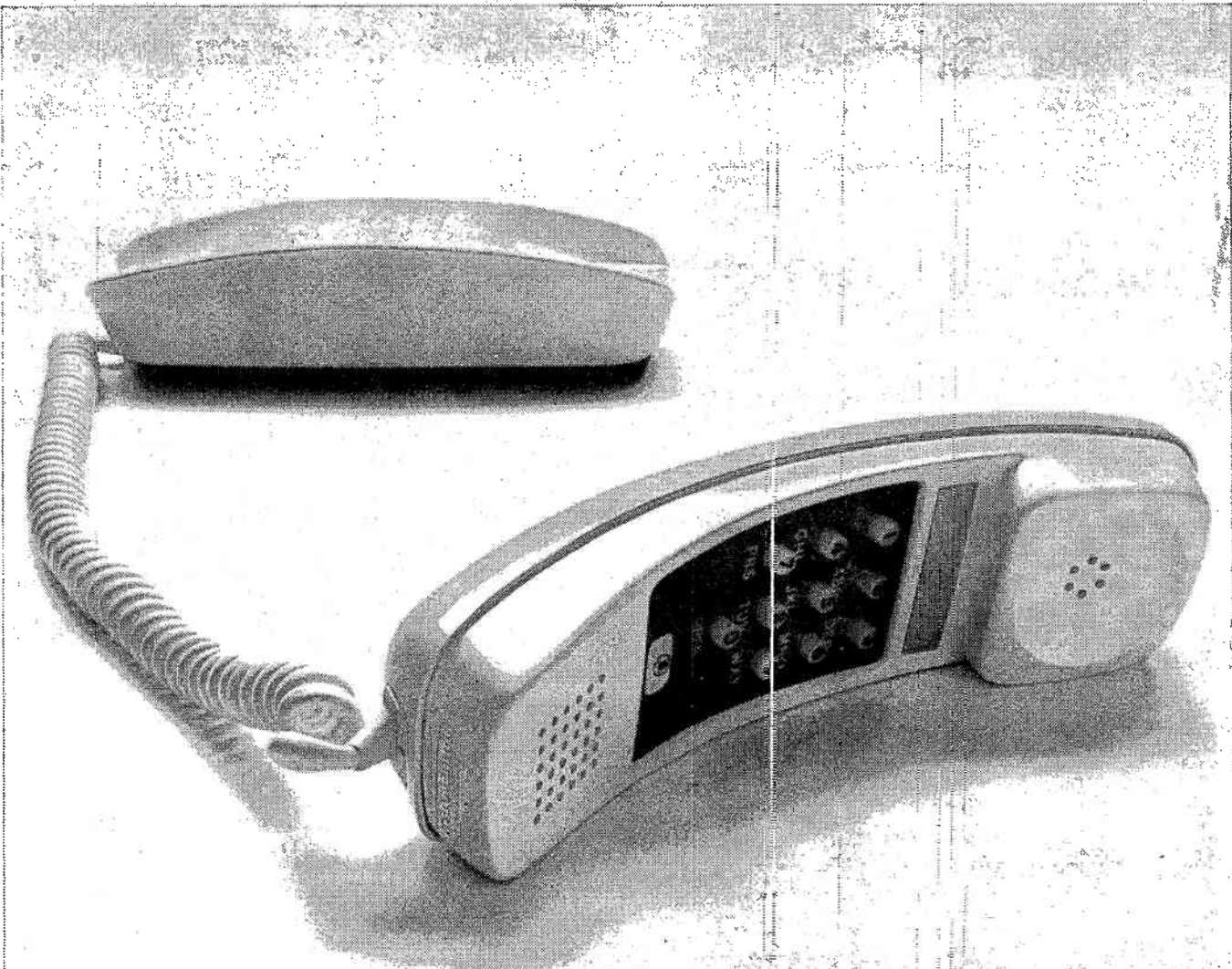
1. PERSONNEL

General Manager—Alfred E. Burk.
Station Manager—Thomas H. O'Connor.
Program Supervisor—Robert E. Benson.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.
Canada—Andy McDermott Sales Ltd.

(This listing continued on next page)



Would Western Electric waste its time?

Not for a minute.

If you're trying to sell Baltimore without WBAL Radio, you're wasting your time.

And time is precious... especially to Western Electric... the Company that spends its radio dollars on WBAL Radio in Baltimore.

WBAL Radio is the only full power 50,000 watt station in Maryland. Not only do we blanket the state, but we deliver a bonus audience in 4 neighboring states.

Local advertisers don't have any time to waste either. That's why better than one out of every four local radio advertising dollars* is invested in WBAL Radio. The results are amazing. And who can argue with results?

If you want to make your mark in Baltimore, call 301-467-3000**. Do it now. There's no time to waste.

WBAL Radio, Baltimore...

makes every minute count.

*Based on latest available FCC reports. NBC Affiliate. ** Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.

MARYLAND

Baltimore—W B A L-FM—Continued

- 3. FACILITIES**
ERP 50,000 w.; 97.9 mc.
Operating schedule: 6:30-1 am. EST.
Antenna ht.: 946 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 4a, 4d, 6a, 7b, 8.
Basic Rates: 20b, 22a.
Contracts: 41, 42a, 45, 46.
Cancellation: 73a.
Prod. Services: 80, 82.
FM programmed separately from AM.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
ET 2/1/66—Rec'd 2/14/67.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
Equal participations available to maximum of 7 patron sponsors. Each receives a minimum of 35 1-minute spots and 4 hours of sponsored programming each week on a rotating schedule.
Per yr. 15,000 1/2 part. per yr. 8,000

W B M D

1947

BALTIMORE

Country Music Network

NAB

Media Code 4 221 1400 9.00
Key Broadcasting Corp., 5350 Moravia Blvd., Baltimore, Md. 21206. Phone 301-485-2400.

STATION'S PROGRAMMING DESCRIPTION
WBMD: Programmed for general interest. AIR PERSONALITIES handle all segments, featuring modern country music. NEWS: 5 min every hour. M-F, 1:30-2:30 pm live remote broadcast with women's director interviewing stars and personalities from downtown restaurant. SPORTS: hourly reports plus remote reports on Sat. from station's yacht on bay, on boating and fishing news. Personalities available for remote broadcasts for store openings, shopping centers, sales events, live talent, bands, singers, comedians, available for live shows also. Contact Representative for further details. Rec'd 8/9/67.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Carl G. Brenner.
Program Director—Robert Hudson.
Women's Editor—Miss Harriett.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
West Coast—J. A. Lucas & Co., Inc./JALCO.
- 3. FACILITIES**
1,000 w. days; 750 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 24a, 24b, 24c, 25a, 25b, 29a, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Country Music Network.

NATIONAL AND LOCAL RATES SAME

- Rates effective February 1, 1966.
Rates received February 28, 1966.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| 1 min. | 15.00 | 17.00 | 18.00 | 15.00 | 14.00 | 13.00 |
| 20 sec. | 13.00 | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 |
| 10 sec. | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |

- 7. PACKAGE PLANS**
- WEEKLY SATURATION PACKAGES**
- | | | | |
|---------|-------|--------|--------|
| PER WK: | 1 min | 20 sec | 10 sec |
| 10 ti | 18.00 | 12.00 | 9.00 |
| 20 ti | 35.00 | 24.00 | 18.00 |
| 30 ti | 52.00 | 36.00 | 27.00 |
| 40 ti | 69.00 | 48.00 | 36.00 |

- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|---------|-----|-----|-----|-----|-----|-----|-----|
| 1 hr. | 185 | 165 | 145 | 135 | 123 | 115 | 105 |
| 1/2 hr. | 95 | 85 | 80 | 75 | 70 | 65 | 65 |
| 1/4 hr. | 70 | 65 | 60 | 55 | 50 | 45 | 40 |

- 9. PARTICIPATING PROGRAMS**
"Here's Harriett"—2-minute women's capsule:
1 ti. 19.00 312 ti. 18.00
26 ti. 18.50 824 ti. 15.00
53 ti. 18.00 1000 ti. 14.00
156 ti. 17.00

Includes 10-second opening, 1-minute middle, 10-second closing commercials.
Discount
Extra 5% if used consecutively for 26 weeks; 10% for 52 weeks.

- 10. SPECIAL FEATURES**
5 MINUTE NEWS, WEATHER, SPORTS
- PER WK:
1-3 ti. 30, 7-10 ti. 24.
4-6 ti. 26, 11-15 ti. 22.
News, weather, sports or traffic flashed tied-in with 1-minute spots at regular spot rate.

W B M D-FM

1963

BALTIMORE

NAB

Media Code 4 221 1401 7.00
Key Broadcasting Corp., 5350 Moravia Blvd., Baltimore, Md. 21206. Phone 301-485-2400.

STATION'S PROGRAMMING DESCRIPTION
WBMD-FM: Programmed for general interest. AIR PERSONALITIES handle all segments. MUSIC: modern country. NEWS: 5 min every hour. M-F, 1:30-2:30 pm live remote broadcast with women's director interviewing stars and personalities from downtown restaurant. SPORTS: hourly reports plus remote reports on Sat from station's yacht on bay, on boating and fishing news. Personalities available for

remote broadcasts for store openings, shopping centers, sales events. Live talent, bands, singers, comedians, available for live shows also. Contact Representative for further details. Rec'd 7/29/68.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Carl G. Brenner.
Community Director—Bob Hudson.
Women's Editor—Miss Harriett.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
West Coast—J. A. Lucas & Co., Inc./JALCO.
- 3. FACILITIES**
ERP 2,820 w.; 105.7 mc.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 14c, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 3/1/66—Rec'd 7/11/68.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|--------|------|------|------|------|------|-------|
| 1x | 26x | 52x | 156x | 312x | 624x | 1000x |
| 1 min | 6.00 | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
| 30 sec | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 |
| 10 sec | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 | 3.50 |
- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|---------|-----|-----|----|----|----|----|----|
| 1 hr. | 120 | 108 | 96 | 84 | 72 | 63 | 54 |
| 1/2 hr. | 68 | 61 | 54 | 47 | 40 | 33 | 27 |
| 1/4 hr. | 38 | 34 | 30 | 26 | 20 | 17 | 14 |

W C A O

1922

BALTIMORE



STONE REPRESENTATIVES, INC.

NAB

R A B

A Plough, Inc. Station

Media Code 4 221 1600 4.00
Plough Broadcasting Co., Inc., 40 W. Chase St., Baltimore, Md. 21201. Phone 301-685-0600.
Studios: 8001 Park Heights Ave., Baltimore, Md. 21208.

- 1. PERSONNEL**
President—Harold R. Krelstein (Memphis).
Vice-Pres. & Gen'l Mgr.—Byron Millenson.
General Sales Manager—Joseph M. Cahill.
- 2. REPRESENTATIVES**
Stone Representatives, Inc.
Boston—New England Spot Sales, Inc.
- 3. FACILITIES**
5,000 w.; 600 kc. Directional—same pattern all hours.
Operating schedule: 24 hour daily. EST.
- 4. AGENCY COMMISSION**
15% time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 33b.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 28 ET 1/1/69—Rec'd 1/16/69.

- AAA—Mon thru Sat, 6-10 am & 3-7 pm.
AA—Mon thru Sat, 7-10 am & 3-7 pm.
A—Sun thru Sat 7 pm-midnight.
B—Sun thru Sat midnight-6 am.
- 6. SPOT ANNOUNCEMENTS**
- 1 MIN, ROTATING:
- | | | | | |
|--------|----|----|----|----|
| 1x | AA | AA | A | B |
| 154 x | 58 | 48 | 45 | 32 |
| 104 x | 56 | 46 | 43 | 31 |
| 156 x | 52 | 42 | 39 | 29 |
| 260 x | 50 | 40 | 37 | 28 |
| 812 x | 48 | 38 | 34 | 27 |
| 364 x | 46 | 36 | 32 | 26 |
| 520 x | 42 | 34 | 30 | 24 |
| 1040 x | 39 | 32 | 28 | 23 |
- Fixed position within specified
1/2 hr. 66 55 50 35

- 7. PACKAGE PLANS**
- 1-MINUTE SATURATION PACKAGE**
- | | | | | | | |
|---------|------|-------|-------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| AAA | 324 | 624 | 900 | 1152 | 1350 | 1584 |
| AA | 264 | 504 | 720 | 912 | 1080 | 1224 |
| A | 246 | 468 | 666 | 816 | 960 | 1080 |
- Not combinable to earn frequency discounts, multi-products do not combine unless purchased in 1 contract through 1 agency. Not subject to retroactive discounts. May be cross combined to earn numerical frequency.

- TOTAL AUDIENCE PLAN**
- | | |
|--------------------------|-----------------------|
| PER WK, 1 MIN: | WKLY |
| 6 ti (2AAA, 2AA, 2A) | 258 |
| 12 ti (4AAA, 4AA, 4A) | 492 |
| 18 ti (6AAA, 6AA, 6A) | 702 |
| 24 ti (8AAA, 8AA, 8A) | 888 |
| 30 ti (10AAA, 10AA, 10A) | 1080 |
| 36 ti (12AAA, 12AA, 12A) | 1280 |
| 30 sec: 80% of 1-min. | 10 sec: 50% of 1-min. |
| 20 sec: 70% of 1-min. | |
- Sun thru Sat, pre-emptible, 50 per wk, ea 30.00.

- 10. SPECIAL FEATURES**
5 MINUTE NEWSCASTS
(4 weeks minimum)
- | | | | | | | |
|-------|------|------|-------|-------|-------|-------|
| WKLY: | 6 ti | 7 ti | 12 ti | 14 ti | 18 ti | 21 ti |
| AAA | 456 | 518 | 864 | 980 | 1224 | 1365 |
| AA | 378 | 427 | 708 | 798 | 990 | 1113 |
| A | 300 | 336 | 552 | 616 | 756 | 840 |
| R | 222 | 259 | 420 | 462 | 558 | 609 |

- CONSECUTIVE WEEKS DISCOUNT**
- | | | |
|----------|-----------|-----------|
| 13 wk—5% | 26 wk—10% | 52 wk—15% |
|----------|-----------|-----------|

W C A O-FM

1947

BALTIMORE



HERBERT E. GROSKIN & COMPANY

R A B

Media Code 4 221 1601 2.00
Plough Broadcasting Co., Inc., 40 W. Chase St., Baltimore, Md. 21201. Phone 301-685-0600.

- 1. PERSONNEL**
President—Harold R. Krelstein (Memphis).
Vice-Pres. & Gen'l Mgr.—Byron Millenson.
Asst. to Vice-President—Charles W. Purcell.
- 2. REPRESENTATIVES**
Herbert E. Groskin & Co.
- 3. FACILITIES**
ERP 20,000 watts; 102.7 mc.
Operating schedule: 7-1 am. EST.
15/0; payable when rendered.
- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 73a.
(* For 5 minute program 1:30.
Member: The Groskin Group.

TIME RATES

No. 6 ET 6/1/66—Rec'd 4/14/66.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|--------|-------|-------|-------|------|------|------|
| 1x | 15x | 30x | 60x | 125x | 250x | 500x |
| 1 min. | 12.00 | 11.00 | 10.00 | 9.50 | 9.00 | 8.50 |
- 8. PROGRAM TIME RATES**
- | | | | | | | |
|---------|-----|-----|-----|------|------|------|
| 1x | 15x | 30x | 60x | 125x | 250x | 500x |
| 1 hr. | 72 | 68 | 65 | 62 | 59 | 56 |
| 1/2 hr. | 34 | 31 | 28 | 26 | 24 | 22 |
| 5 min. | 30 | 29 | 28 | 27 | 26 | 24 |

W C B M

1924

BALTIMORE



METRO RADIO SALES

Metromedia Radio

NAB

R A B

Media Code 4 221 2000 8.00
Metromedia Radio, A Metromedia Company.
Business Office & Studio: 2610 N. Charles St., Baltimore, Md. 21218. Phone 301-235-8400. TELEX 087-708.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Donald J. Kelly.
General Sales Manager—William L. Lauer.
Sales Prom. & Mdsq.—J. Joseph Clarke.
- 2. REPRESENTATIVES**
Metro Radio Sales.
- 3. FACILITIES**
10,000 w. days, 5,000 w. nights; 680 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily, except 1:00-5:00 am Mon. EST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.
Rate Protection: 10b, 11d, 12d, 13d, 14d.
Contracts: 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Rate Protection—Rates quoted herein are guaranteed for 26 weeks from effective date of any increase providing that continuing, equaling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

C ET 8/1/67—Rec'd 7/14/67.

- AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
C—Daily 7 pm-midnight.
D—Daily midnight-8 am.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|--|----------|-------|-------|--------|
| PER WK: | CLASS AA | 1 min | 20/30 | 10 sec |
| Specified (Hour or day) | | | 55 | 44 |
| Less than 6 ti (Rotating Mon thru Sat) | | | 48 | 38 |
| 6 ti (1 per day Mon thru Sat) | | | 42 | 34 |
| 12 ti (2 per day Mon thru Sat) | | | 42 | 34 |
| Specified (Hour or day) | | | 45 | 36 |
| Less than 6 ti (Rotating Mon thru Sat) | | | 38 | 30 |
| 6 ti (1 per day Mon thru Sat) | | | 36 | 29 |
| 12 ti (2 per day Mon thru Sat) | | | 34 | 27 |
| 18 ti (3 per day Mon thru Sat) | | | 32 | 26 |
| Specified (Hour or day) | | | 40 | 32 |
| Less than 6 ti (Rotating any 6 days) | | | 36 | 29 |
| 6 ti (1 per day any 6 days) | | | 32 | 27 |
| 12 ti (2 per day any 6 days) | | | 32 | 26 |
| 18 ti (3 per day any 6 days) | | | 28 | 22 |
| 24 ti (4 per day any 6 days) | | | 26 | 21 |
| 30 ti (5 per day any 6 days) | | | 24 | 19 |
- (This listing continued on next page)

A media buyer's view of media advertising

Some spokesmen for media tell us information makes poor advertising . . . that common sense is a drab motive for which advertisers grudgingly give up their cash . . . that there is no use insisting on formulae for copy which do not appeal to the emotions.

If a medium insists on appealing to this human weakness to the exclusion of telling something useful about the space or time for sale, it greatly underestimates the intelligence of SRDS subscribers.

We users of SRDS publications are not opposed to the emotional appeal in advertising. Our lives are largely guided by emotion.

We do not deny that some of our purchases are and will continue to be influenced by emotion. We do not deny the right of media nor of ourselves to employ within the limits of good taste and honesty an emotional appeal that will sell advertising or goods or services at minimum cost.

But to say that the sum total of advertising is the emotional appeal is like saying that the sum total of woman is her beauty appeal. Advertising, as well as some women, would have a hard time qualifying if that was all there was to the argument.

12/68

CLASS C	1 min	20/30	10 sec
PER WK:			
Less than 6 tl (Rotating any 6 days)	18	15	9
6 tl (1 per day any 6 days)	17	14	9
12 tl (2 per day any 6 days)	16	13	8
18 tl (3 per day any 6 days)	14	12	7
24 tl (4 per day any 6 days)	13	11	7
30 tl	12	10	6

CLASS D	10	8	5
Flat	10	8	5

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS
Spots must be scheduled equally over 7-day period and rotate within time classification.
PER WK: 1 min 20/30 10 sec
Plan A, 12 tl (2AA, 2A, 4B, 4C)..... 324 260 162
Plan B, 18 tl (2AA, 2A, 4B, 4C)..... 432 346 216
Plan C, 24 tl (4AA, 4A, 4B, 4C)..... 552 442 278
Plan D, 36 tl (6AA, 6A, 12B, 12C) 792 634 396
Weekly Circulation Plans are offered on a pre-emptible basis at station's discretion for a full rate card advertiser.
In the event of preemption, spots will be made good in comparable or better periods at the earliest possible convenience and prior to expiration of schedule. Weekly Circulation Plans do not earn 52 consecutive Weeks Discount. Weekly Circulation Plans do not contribute to Weekly Circulation Plans for further Weekly Frequency.
Weekly Circulation Plans may combine with minutes, newscasts, 20/30 seconds and ID's to earn Weekly Frequency Discounts on the face of card rates only.

9. PARTICIPATING PROGRAMS

Dialing for Dollars—Mon thru Fri 9:40-10 am.
30-sec participation rotating daily, flat..... 50
Minimum Contract—13 weeks.
All Night Show—Tues thru Sun midnight-6 am.
18 1-min spots rotating weekly, per wk flat..... 75

10. SPECIAL FEATURES

5 MINUTE NEWSCASTS	AA	A	B	C	D
PER WK:					
Less than 6 tl	60	50	45	35	20
6 tl	55	45	40	30	—
12 tl	50	40	35	25	—

NEWS HEADLINES	50	40	38	28	—
Less than 6 tl	50	40	38	28	—
6 tl	48	38	35	25	—
12 tl	44	33	31	22	—

FREQUENCY COMBINATION
Minutes, Newscasts, 20/30 seconds and ID's may combine to earn Weekly Frequency Discounts.
Weekly Circulation Plans may combine with Minutes, Newscasts, 20/30 seconds and ID's to earn Weekly Frequency Discounts on the face of card rates only.
Weekly Circulation Plans do not combine with Weekly Circulation Plans for further Weekly Frequency.

FREQUENCY DISCOUNT

52 consec wks—10%
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

WEBB

1955
BALTIMORE

Media Code 4 221 2200 2.00
Webb, Inc., Clifton and Denison Sts., Baltimore, Md. 21218. Phone 301-947-1245.

1. PERSONNEL
President—Norman Fisher.
Vice-Pres. & Gen'l Mgr.—Bernard Stevens.
Program Director—Les Anderson.

2. REPRESENTATIVES
Dore & Allen, Inc.

3. FACILITIES
5,000 w. days; 1360 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14f, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25b, 26, 28a, 28c, 29a, 43b.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61c.
Cancellation: 70b, 70c, 71a, 72.
Prod. Services: 81, 82.

TIME RATES

No. 6A Eff 6/1/65—Rec'd 3/7/68.
AA—6-9 am & 3-6 pm.
A—9 am-3 pm & 6 pm-sign-off.

CLASS AA	1 min	30 sec	1 min	30 sec
1 x	15.00	12.00	312 x	11.50 8.50
26 x	14.00	11.00	410 x	11.00 8.00
52 x	13.50	10.50	420 x	10.50 7.50
104 x	13.00	10.00	424 x	10.00 7.00
156 x	12.50	9.50	780 x	9.50 6.50
260 x	12.00	9.00	1000 x	8.50 5.50

7. PACKAGE PLANS

PER WK, EA:	1 tl	6 tl	11 tl	16 tl	21 tl
1 wk	15.00	14.00	13.50	13.00	12.00
14 wk	14.50	13.50	13.00	12.50	11.50
27 wk	14.00	13.00	12.50	12.00	11.00

CLASS A	Plan	10	15	25	35	50
PER WK, EA:						
1 wk	12.00	11.50	11.00	10.00	9.00	8.00
14 wk	11.50	11.00	10.50	9.50	8.50	7.50
27 wk	11.00	10.50	10.00	9.00	8.00	7.00

30 sec: 75% of earned 1-min.
AA & A rates may be combined to earn lowest frequency rate.

1922
BALTIMORE

BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 221 2400 8.00
Baltimore Radio Show, Inc., 13 E. 20th St., Baltimore, Md. 21218. Phone 301-685-1300.

STATION'S PROGRAMMING DESCRIPTION
WFB: Programmed for adults.
MUSIC: middle-of-the-road. NEWS: 8 man news staff reports 5 min at :30, every 30 min during traffic. Helicopter traffic reports, M-F, 7-9 am & 4-6 pm. 5 min sports reports 4 times daily in am and pm drive time. 30 min discussion of current events and issues by 4 man news panel, M-F, noon-12:30 pm. Midday movie reviews, lost pet and community service bulletins, week-end marine weather and activity reports. Sports talk program with audience participation via telephone, M-F, 7-8 pm. Contact Representative for further details. Rec'd 7/7/69.

1. PERSONNEL
President—Robert S. Mastin, Jr.
Vice-Pres. & Gen'l Mgr.—John A. McVeigh.
Director of Sales—Dudley T. Kenner.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
6,000 w.; 1360 kc. Directional—same pattern, all hours.
Operating schedule: 5:30-1 am daily. EST.

4. AGENCY COMMISSION
15% on net invoice; 25% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 12c, 13e, 14e, 15b, 16.
Basic Rates: 20a, 22a, 25a, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair-Represented Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 33 Eff 7/1/69—Rec'd 7/7/69.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 9-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 7 am-7 pm.
C—Sun thru Sat 7 pm-midnight.

CLASS AA	1 min	30 sec	1 min	30 sec
EA:	1x	52x	156x	312x
1 min	48.00	46.00	44.00	42.00
30 sec	38.40	36.80	35.20	33.60

CLASS A	1 min	30 sec	1 min	30 sec
EA:	1x	52x	156x	312x
1 min	44.00	42.00	40.00	38.00
30 sec	35.20	33.60	32.00	30.40

2. PERSONNEL
President—L. Weston Gregory.
Gen'l & Nat'l Sales Mgr.—Charles N. Doll.
Assistant Manager—Norman H. Cannon, Jr.

3. FACILITIES
500 w.; 1500 kc. Directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 120 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 25a, 28c, 30, 33d.
Contracts: 40a, 40c, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

MAXIMUM AUDIENCE PLANS
(To be scheduled on rotating basis in respective segments within a 7-day period. No additional discounts)
PER WK: 1 min 30 sec
12 tl (2AA, 2A, 5R, 5C)..... 312.00 250.00
18 tl (3AA, 3A, 7B, 5C)..... 423.00 339.00
24 tl (4AA, 4A, 10B, 8C)..... 548.00 437.00
30 tl (5AA, 5A, 12B, 8C)..... 645.00 516.00

CLASS AA	1 min	30 sec	1 min	30 sec
1 x	15.00	12.00	312 x	11.50 8.50
26 x	14.00	11.00	410 x	11.00 8.00
52 x	13.50	10.50	420 x	10.50 7.50
104 x	13.00	10.00	424 x	10.00 7.00
156 x	12.50	9.50	780 x	9.50 6.50
260 x	12.00	9.00	1000 x	8.50 5.50

CLASS A	Plan	10	15	25	35	50
PER WK, EA:						
1 wk	12.00	11.50	11.00	10.00	9.00	8.00
14 wk	11.50	11.00	10.50	9.50	8.50	7.50
27 wk	11.00	10.50	10.00	9.00	8.00	7.00

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 25a, 28c, 30, 33d.
Contracts: 40a, 40c, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

1959
BALTIMORE

QMI QUALITY MEDIA INCORPORATED

Subscriber to the NAB Radio Code

Media Code 4 221 2600 3.00
Commercial Radio Institute, Inc., 44 W. Middle St., Baltimore, Md. 21201. Phone 301-837-2227.

STATION'S PROGRAMMING DESCRIPTION
WFM (FM): Programmed for general interest, young adults, and adults.
AIR PERSONALITIES handle all segments through day and early evening. AP news 3 min on half hour am, hourly 9-1 am. No editorials. Spots included with news and traffic reports in morning and late afternoon. Community interest announcements given. MUSIC: 6 am-1 am. All segments include standards, middle-of-the-road, and vocals. Contact Representative for further details. Rec'd 7/31/67.

1. PERSONNEL
President—Julian S. Smith.
Vice-Pres. & Gen'l Mgr.—Frederick M. Himes, Jr.

2. REPRESENTATIVES
Quality Media Incorporated.

3. FACILITIES
ERP 20,000 w.; 98.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 520 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 8.
Rate Protection: 15h
Basic Rates: 22a, 25b, 28c, 29a, 33b.
Contracts: 40a, 41, 46.
Cancellation: 73b.

TIME RATES

CLASS AA	1 min	30 sec	10 sec
1 tl	12.00	11.00	5.50
5 tl	11.00	10.00	5.00
8+	10.00	9.00	4.50

6. SPOT ANNOUNCEMENTS
1 tl..... 1 min 30 sec 10 sec 5.50
5 tl..... 11.00 10.00 5.00
8+..... 10.00 9.00 4.50

8. PROGRAM TIME RATES
PER WK: 1 hr 55 min 1/2 hr 25 min 1/4 hr
1 tl..... 62 56 37 31 25
2 tl..... 58 50 33 28 22
3 tl..... 53 47 31 26 21
5-7 tl..... 50 45 30 25 20

10. SPECIAL FEATURES
PER WK: 1 tl 2 tl 3 tl 5-7
News Headlines..... 14 12 11 10

CONSECUTIVE WEEK DISCOUNTS
18 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%
Not applicable to spots.

WISZ WISZ-FM

1963 1965

Media Code 4 221 2800 9.00
WISZ, Inc., Box 159, Glen Burnie, Md. 21061.
Phone 301-761-1500

STATION'S PROGRAMMING DESCRIPTION
WISZ: Programmed and presented to reach adult audience between ages of 18 & 40.
MUSIC: format consists of modern country music 24 hours a day. Music played compiled from trade magazines, listener requests and records selling at area record shops and distributors. Contact Representative for further details. Rec'd 8/11/67.

1. PERSONNEL
President—L. Weston Gregory.
Gen'l & Nat'l Sales Mgr.—Charles N. Doll.
Assistant Manager—Norman H. Cannon, Jr.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
500 w.; 1500 kc. Directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 120 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 25a, 28c, 30, 33d.
Contracts: 40a, 40c, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

NATIONAL AND LOCAL RATES SAME
No. 6A Eff 11/1/66—Rec'd 11/1/66.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—All other times.

CLASS AA	1 min	30 sec	1 min	30 sec
1 x	15.00	12.00	312 x	11.50 8.50
26 x	14.00	11.00	410 x	11.00 8.00
52 x	13.50	10.50	420 x	10.50 7.50
104 x	13.00	10.00	424 x	10.00 7.00
156 x	12.50	9.50	780 x	9.50 6.50
260 x	12.00	9.00	1000 x	8.50 5.50

CLASS A	Plan	10	15	25	35	50
PER WK, EA:						
1 wk	12.00	11.50	11.00	10.00	9.00	8.00
14 wk	11.50	11.00	10.50	9.50	8.50	7.50
27 wk	11.00	10.50	10.00	9.00	8.00	7.00

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 25a, 28c, 30, 33d.
Contracts: 40a, 40c, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

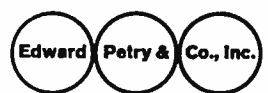
8. PROGRAM TIME RATES

1 hr:	1x	3x	5x
A	130	122	108
B	121	113	99

1/2 hr: 80% of hour. 5 min: 20% of hour.
1/4 hr: 35% of hour.

WITH and WITH-FM

1941
BALTIMORE



Good Music

Media Code 4 221 3000 5.00
Sold in Combination Only; Programmed Separately.
Reeve's Broadcasting Corp., 7 E. Lexington St., Baltimore, Md. 21202. Phone 301-539-7808.

1. PERSONNEL
Exec. Vice-Pres. & Nat'l Sales Mgr.—John E. Barrett.
Director of Operations—Lester Corum.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1280 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24c, 25a, 25a.
Contracts: 44a.
Comb.: Cont. Discounts: 60a, 60e, 60h, 61c, 62b.
Cancellation: 70a, 71a, 72, 73a.
Affiliated with American Information Network.

TIME RATES
WITH and WITH-FM COMBINATION
No. P-1 Eff 7/1/69—Rec'd 6/30/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

CLASS AAA	1 tl	6 tl	12 tl	18 tl	24 tl
PER WK:					

MARYLAND

Baltimore—W I T H—FM—Continued

4. AGENCY COMMISSION

15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 25a, 26a, 29a.
 Contracts: 44a.
 Comb.: Cont. Discounts: 60b, 60c, 61c, 62b.
 Cancellation: 70b, 71a, 72, 73a.

TIME RATES

Sold in combination only: Programmed separately.

W L P L (FM)

1960

BALTIMORE

Media Code 4 221 3050 0.00
 United Broadcasting Co., 4340 Park Heights Ave., Baltimore, Md. 21215

STATION'S PROGRAMMING DESCRIPTION
 W L P L (FM): News, weather and sports at :20 and at :40. MUSIC: 60% popular music (old top hits), 25% popular music (current top hits), 15% novelty. Contact Representative for further details. Rec'd 2/3/69

1. PERSONNEL
 President—Richard Eston.
 General Manager—Anthony M. Giordano.
 Chief Engineer—William Reichardt.

2. REPRESENTATIVES
 UBC Sales, Inc.
 Dallas—Mario Messina Company.

3. FACILITIES
 ERP 5120 w.; 92.3 mc.
 Operating schedule: 3 pm-midnight, EST.
 Antenna ht.: 400 ft. above average terrain.
 Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WSID listing.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c, 25a, 25c, 29a, 33a.
 Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60b, 60c, 60f, 61a, 61b, 62d
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 AM facilities: WSID.

TIME RATES

Rates effective February 12, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 t	5.00	4.00
10 t	4.00	3.50

W M A R (FM)

1960

BALTIMORE



R A B

Media Code 4 221 3100 8.00
 The A. S. Ahell Co., 6400 York Rd., Baltimore, Md. 21212. Phone 301-377-2222. TWX 710-232-1804. Telex 087-835.

1. PERSONNEL
 President—William F. Schmick, Jr.
 Vice-President—Donald P. Campbell.
 General Manager—Robert C. Embry.

2. REPRESENTATIVES
 Katz Radio, East.

3. FACILITIES
 ERP 40,000 w.; 106.5 mc.
 Operating schedule: 7:00 a.m. to 12:00 a.m.
 Antenna ht.: 308 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
 Cancellation: 70a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 1 ER 9/1/68—Rec'd 8/8/68.

6. SPOT ANNOUNCEMENTS

	1 min	20/30	10 sec
1 x	12.00	11.00	6.00
13 x	11.50	10.50	5.75
26 x	11.00	10.00	5.50
52 x	10.50	9.50	5.25
104 x	10.00	9.00	5.00
156 x	9.50	8.50	4.75
260 x	9.00	8.00	4.50
312 x	8.00	7.00	4.25

7. PACKAGE PLANS
 1-MINUTE—ROTATING

PER WK:	1 hr	1/2 hr	1/4 hr	15 sec
7 t (1 per day)	7.00	6.50	6.00	5.50
14 t (2 per day)	6.50	6.00	5.50	5.00
21 t (3 per day)	6.00	5.50	5.00	4.50
28 t (4 per day)	5.50	5.00	4.50	4.00

WEEKEND SATURATION PLANS

(75% Sat, 25% Sun)

EA:	10 t	15 t
1 min	6.50	6.00
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.	

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	15 sec
1 t	55	85	20	
2 t	50	80	18	
5 t	45	25	16	

Spots and programs may be combined to earn lowest frequency.

10. SPECIAL FEATURES

PER WK, EA: 1 t 2 t 3 t 5-7
 5 min News 15 13 12 11
 5 min Sports 20 15 12 11
CONSECUTIVE WEEKS DISCOUNT
 52 wk—20%
 Only consecutive weeks with expenditures of 20.00 or more weekly may combine to qualify for discount. Applied as earned.

W R B S (FM)

1960

BALTIMORE

A Peter and John Radio Fellowship Station
 Media Code 4 221 3200 1.00
 1130 E. Cold Spring Lane, Baltimore, Md. 21212.
 Phone 301-433-6800.

1. PERSONNEL
 President—John O. Blisset.
 Station Manager—Gilbert Miller.
 Chief Engineer—Frank L. White.

3. FACILITIES
 ERP 20,000 w. (horiz), 20,000 w. (vert); 95.1 mc.
 Operating schedule: 18 hr. daily.
 Antenna height: 215 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3d, 4b, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 21b, 22a, 24b, 25a, 29a.
 Contracts: 41, 45, 47a, 51a.
 Comb.: Cont. Discounts: 60a, 62b, 62d.
 Cancellation: 70a, 71a, 72, 73a.
 Prod. Services: 80.
 Length of commercial copy:
 5 min—1:30 min. 30 min—4:00 min.
 15 min—2:30 min. 60 min—8:00 min.

TIME RATES

ER—Rec'd 1/9/67.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	30 sec	15 sec
1 x	8.00	156 x	5.00
26 x	7.00	250 x	4.00
52 x	6.00	312 x	3.50
104 x	5.50	520 x	3.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
 Fixed position, extra 10%.

7. PACKAGE PLANS
 7 DAY PACKAGE
 1 MINUTE

EA:	10 t	30 t	50 t
10 t	4.00	3.00	3.00
20 t	3.50	50 t	2.50

8. PROGRAM TIME RATES

	5 min	1x	2x	5x	10x	15x	20x	312x
1/4 hr	21.00	19.00	17.00	16.00	15.00	13.00	12.00	
1/2 hr	27.00	25.00	23.00	22.00	21.00	19.00	18.00	
1 hr	52.00	48.00	43.00	41.00	38.00	33.00	30.00	

W T O W

1955

TOWSON

NAB

R A B

Subscriber to the NAB Radio Code
 Media Code 4 221 3600 2.00
 WTOW, Inc., 1 Investment Place, Baltimore, Md. 21204. Phone 301-823-1570.

STATION'S PROGRAMMING DESCRIPTION
 WTOW: Programmed for adults and young adults.
 MUSIC: 40% popular vocal albums and 60% popular instrumental albums. NEWS: 5 min at :15, headlines at :45. SPORTS: 5 min show daily plus scores are available throughout day and night. Contact Representative for further details. Rec'd 1/31/68.

1. PERSONNEL
 President—T. E. Paisley, Jr.
 General Sales Manager—W. Wall Matthews.
 Operations Director—Richard A. Foreman.

2. REPRESENTATIVES
 Avery-Knodel, Inc.

3. FACILITIES
 5,000 days; 1570 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 Simulcast during WTOW-AM operational hours.

4. AGENCY COMMISSION
 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
 Basic Rates: 21a, 22a, 24a, 24b, 25a, 25b, 25c, 29a, 30, 33a.
 Contracts: 40a, 41, 45, 47a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 ER 1/1/69—Rec'd 12/2/68.
 AA—Mon thru Fri 6-10 am & 3-6 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 t	CLASS AA	18 t	24 t	50 t
1 min	15.00	13.00	12.00	11.00	8.00
20/30 sec	10.50	9.50	8.50	7.50	6.50

CLASS A
 1 min—13.00 11.00 10.00 9.00 8.00 6.00
 20/30 sec—9.00 8.00 7.00 6.00 5.00 4.00
 Fixed position: per spot, extra 2.00.
 ID: 50% of 1-min.
 Rateholder: 1-1 min AA Spot. per wk.

CONSECUTIVE WEEK DISCOUNTS
 13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%
 Discounts apply to spots or packages but may not be combined for frequency discount purposes.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 hr	100	80	70	60
1/2 hr	60	55	50	45
1/4 hr	40	35	30	25
5 min	20	18	16	14

W T O W-FM

1960

BALTIMORE



NAB NAFMB

Subscriber to the NAB Radio Code
 Media Code 4 221 3601 0.00
 WTOW, Inc., 1 Investment Place, Baltimore, Md. 21204. Phone 301-823-1570.

1. PERSONNEL
 Pres. & Gen'l Mgr.—T. E. Paisley, Jr.
 General Sales Manager—W. Wall Matthews.
 Operations Director—Richard A. Foreman.

2. REPRESENTATIVES
 Avery-Knodel, Inc.

3. FACILITIES
 ERP 20,000 w.; 101.9 mc. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 280 ft. above average terrain.
 Operated separately from WTOW-AM after AM sign-off.

4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
 Basic Rates: 21a, 21b, 22a, 24a, 24b, 25a, 25b, 25c, 29a, 30, 33a.
 Contracts: 40a, 41, 45, 47a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Affiliated with American FM Network.

TIME RATES

Rates are identical to WTOW. See that listing.

W W I N

1948

BALTIMORE

Negro

Media Code 4 221 3800 8.00
 National City Bank Bldg., 101 Light St., Corner
 Lombard, Baltimore Md. 21202. Phone 301-737-1400.

STATION'S PROGRAMMING DESCRIPTION
 WWIN: Programmed for the Negro listener. MUSIC: rhythm and blues at all times except gospel Sun morning 9 am-noon and jazz 2:30-4 am. NEWS: 5 min at :55 every hour. Station employs full time public service director with all types of public service for the community. These programs featured 7 days a week. SPORTS: capsules featured throughout day and night 7 days a week. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL
 Exec. Vice-Pres. & Gen'l Mgr.—H. Shelton Espy.
 Sales Manager—Ken Quartin.
 Program Director—Al Jefferson.

2. REPRESENTATIVES

Savall/Gates, Inc.
3. FACILITIES
 1,000 w.; 1400 kc. Non-directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0 time only.

6. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.
 Rate Protection: 10b, 12a, 13a, 14a, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 23a, 23b, 24c, 25c, 29a, 33d.
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 49, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES

No. 11 ER 5/1/69—Rec'd 3/31/69.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Sun thru Sat 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec	1 min	30 sec	15 sec
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 t	20.00	16.00	15.00	17.00	13.60	12.75
12 t	19.50	15.60	14.65	16.50	13.20	12.40
18 t	19.00	15.20	14.25	16.00	12.80	12.00
24 t	18.50	14.80	13.85	15.50	12.40	11.60
30 t	18.00	14.40	13.50	15.00	12.00	11.25
36 t	17.50	14.00	13.10	14.50	11.60	10.85
42 t	17.00	13.60	12.75	14.00	11.20	10.50
48 t	16.50	13.20	12.35	13.50	10.80	10.15
54 t	16.00	12.80	12.00	13.00	10.40	9.75

26 WEEKS
 6 t—18.00 15.00 14.25 16.50 13.20 12.40
 12 t—18.50 14.80 13.90 16.00 12.80 12.00
 18 t—18.00 14.40 13.50 15.50 12.40 11.60
 24 t—17.50 14.00 13.10 15.00 12.00 11.25
 30 t—17.00 13.60 12.75 14.50 11.60 10.85
 36 t—16.50 13.20 12.40 14.00 11.20 10.50
 42 t—16.00 12.80 12.00 13.50 10.80 10.15
 48 t—15.50 12.40 11.60 13.00 10.40 9.75
 54 t—15.00 12.00 11.25 12.50 10.00 9.35

52 WEEKS
 6 t—18.00 14.40 13.60 16.00 12.80 12.00
 12 t—17.50 14.00 13.10 15.50 12.40 11.60
 18 t—18.00 13.60 12.75 15.00 12.00 11.25
 24 t—16.50 13.80 12.95 14.50 11.60 10.85
 30 t—16.00 13.40 12.60 14.00 11.20 10.50
 36 t—15.50 13.00 12.25 13.50 10.80 10.15
 42 t—15.00 12.60 11.85 13.00 10.40 9.75
 48 t—14.50 12.20 11.45 12.50 10.00 9.35
 54 t—14.00 11.80 11.05 12.00 9.60 9.00
 AA and A combine for maximum frequency discounts.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	250.00	237.50	225.00	212.50	200.00	187.50	175.00
1/2 hr	150.00						

Bel Air—WVOB—Continued

B. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	30.00	20.00	15.00	10.00
19 x	47.50	28.50	19.00	14.25	9.50
26 x	45.00	27.00	18.00	13.50	9.00
52 x	42.50	25.50	17.00	12.75	8.50
104 x	40.00	24.00	16.00	12.00	8.00
156 x	37.50	22.50	15.00	11.25	7.50
280 x	35.00	21.00	14.00	10.50	7.00
312 x	32.50	19.50	13.00	9.75	6.50

10. SPECIAL FEATURES

5-MINUTE NEWS, SPORTS, WEATHER

WKLY:	4 wk	13 wk	26 wk	52 wk
2-3 ti	12.00	10.00	8.50	7.00
4-7 ti	9.50	8.50	7.50	6.50

Commercial continuity: 90 seconds.
3-min headlines (50 sec spot), flat: 5.00
2-min weather (30 sec spot), flat: 3.50

BETHESDA

Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Silver Spring, Wheaton, Md.)

BLADENSBURG

Prince Georges County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Silver Spring, Wheaton, Md.)

BRADDOCK HEIGHTS

Frederick County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WMHI

Subscriber to the NAB Radio Code
Media Code 4 221 4200 0.00
Musical Heights, Inc. Route 5, Frederick, Md. 21701. Phone 301-662-2148.

1. PERSONNEL
Pres. & Sales Mgr.—Leo L. Shank.
Vice. Pres. & Gen'l Mgr.—John T. Staub.
National Sales Manager—Eugene F. Smith.

3. FACILITIES
500 w. days; 1370 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 ET 6/1/68—Rec'd 5/29/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	208x	364x	520x
1 min	6.00	5.00	4.50	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75
10 sec	3.00	2.75	2.50	2.25	2.00	2.00

7. PACKAGE PLANS
(7 calendar days)

PER WK:	1 min	30 sec	10 sec
10 ti	4.25	3.25	2.75
15 ti	4.75	3.10	2.50
20 ti	4.00	3.00	2.50
25 ti	3.90	2.90	2.25
30 ti	3.80	2.80	2.00
40 ti	3.70	2.70	2.00
50 ti	3.60	2.60	2.00
75 ti	3.50	2.50	2.00
100 ti	3.25	2.40	2.00

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	260x	364x	520x
2 min	7.00	6.00	5.00	4.50	4.25	4.00
5 min	10.00	9.00	8.00	6.50	6.50	6.50
10 min	18.00	15.00	12.00	10.00	—	—
1/4 hr	25.00	22.00	20.00	15.00	—	—
1/2 hr	40.00	35.00	32.00	30.00	—	—
1 hr	65.00	55.00	50.00	45.00	—	—

10. SPECIAL FEATURES
WEATHERPHONE

Per day	7
With 200x contract, per day	6
With 520x contract, per day	6

BRUNSWICK

Frederick County—Map F-3
See SRDS consumer market map and data at beginning of the State.

WTRI



Media Code 4 221 4900 8.00
Elektra Broadcasting Corp., Box 67, Brunswick, Md. 21716. Phone 301-854-8141.

STATION'S PROGRAMMING DESCRIPTION
WTRI: Programmed for adults, young and housewives. AIR PERSONALITIES handle all segments. Heavy emphasis on community involvement thru fund drives for community activities, kid sports, clubs, etc. MUSIC: Modern country music sound. NEWS: Features local, regional, national and international; 4 man local news staff; worldwide actuality news feeds; 15 min 4 times daily headlines at :25 and :55. FARM: Farm director interviews county agents, market and shipping reports. Women's features; daily 15 min. household hints, fashions, community affairs, personality interviews. COMMERCIAL POLICY: 10 min maximum permitted per hour. Rec'd 4/5/68.

1. PERSONNEL
President—George J. Gillespie.
Gen'l & Sales Mgr.—Frank N. Manthos.
Station Manager—Patrick P. O'Donnell.

3. FACILITIES
500 w., 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25c, 28a, 29b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60b, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
ET 2/20/68—Rec'd 2/28/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1500x	1000x	500x	250x	100x
1 min	8	9	10	11	12
30 sec	6	7	8	9	10
20 sec	4	5	6	7	8

7. PACKAGE PLANS
7-DAY WEEKLY PACKAGE

	100 ti	75 ti	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	7.00	7.50	8.00	8.50	9.00	9.50	10.00
30 sec	6.00	6.30	6.60	6.90	7.20	7.70	8.00
20 sec	4.00	4.30	4.60	4.90	5.20	5.70	6.00

8. PROGRAM TIME RATES

1 hr	1500x	1000x	500x	250x
1/2 hr	94.00	105.50	111.00	117.00
1/4 hr	58.50	64.00	68.00	70.00
1/4 hr	33.00	37.50	42.00	47.00
5 min	16.40	17.60	18.80	20.20

10. SPECIAL FEATURES
News Headline: at :25 & :55—extra 5%.
15-min newscasts 4 times daily—extra 5%.

CAMBRIDGE

Dorchester County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WCEM



Subscriber to the NAB Radio Code
Media Code 4 221 4400 6.00
WCEM, Inc., The Pines, Cambridge, Md. 21613.
Phone 228-4800.

1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel M. Cannon, Jr.
Program Director—Betta B. Robbins.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 29a, 32b, 33b.
Contracts: 40a, 41, 42c, 43, 44b, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 5 ET 10/1/65—Rec'd 8/11/68.

6. SPOT ANNOUNCEMENTS

*1 min	1x	52x	104x	156x	260x	312x
	6.00	5.75	5.50	5.25	5.00	4.75

(* Or less.)

7. PACKAGE PLANS
20, 1-minute spots used in 7 day period..... 9a.

8. PROGRAM TIME RATES

1 hr	40.00	36.00	34.00	32.00	30.00	28.00
1/2 hr	30.00	27.00	25.00	24.00	22.00	21.00
1/4 hr	20.00	18.00	17.00	16.00	15.00	14.00
10 min	15.00	13.50	12.75	12.00	11.25	10.50
5 min	12.00	11.50	11.00	10.50	10.00	9.50

CHESTERTOWN

Kent County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WCTR



Media Code 4 221 4600 1.00
WCTR, Inc., Box 368, Chestertown, Md. 21620. Phone 301-778-1530.
Other studio: Flatland Rd., Chestertown, Md. 21620.

1. PERSONNEL
President—Russell H. Morgan.
General Manager—George F. Thoma.

3. FACILITIES
250 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25b, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 47a, 48.
Comb.: Cont. Discounts: 60f.

TIME RATES
No. 4 ET 4/1/69—Rec'd 5/7/69.

6. SPOT ANNOUNCEMENTS

30 sec	4.71	4.12	3.83	3.53	2.95
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7. PACKAGE PLANS
10 DAY PERIOD:

30 ti	40 ti	50 ti	90 ti
123.58	153.00	176.47	284.72

8. PROGRAM TIME RATES

PER WK:	1/4 hr	10 min	5 min
1 ti	21.20	17.65	11.78
3 ti	14.12	11.78	9.41
5+	11.78	9.41	7.08

CUMBERLAND (3 AM; 2 FM)

Allegheny County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

WCUM

WCUM-FM

1948
Media Code 4 221 4800 7.00
WCUM, Inc., Box 300, Cumberland, Md. 21502.
Phone 301-724-5400.

STATION'S PROGRAMMING DESCRIPTION
WCUM: Programmed for adults and young adults.
WCUM-FM: ALL PERSONALITIES emcee entire operation.
MUSIC: 70% top 40, 30% middle-of-the-road.
NEWS: station news director with national news at :55, local at :25. Remote facility available on request. Airplane traffic reports. SPORTS: all live major league baseball home and away, live professional and college football, local live high school sports.
COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 3/24/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom C. Feldman.
Sales Manager—John Sherry.
Program Director—Charles Offutt.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Philadelphia—Selective Broadcasting Advertising, Inc.
Pittsburgh—Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 1,250 w.; 102.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 176 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a.

TIME RATES
ET 10/1/68—Rec'd 8/30/68.

6. SPOT ANNOUNCEMENTS

1 min	7.00	6.70	6.40	6.10	5.80	5.50	5.20	5.00
30 sec	80%	80%	80%	80%	80%	80%	80%	80%
10 sec	60%	60%	60%	60%	60%	60%	60%	60%

7. PACKAGE PLANS
ROS WEEKLY PACKAGE PLANS

PER WK:	12 ti	24 ti	32 ti	42 ti
Et	6.00	5.50	5.00	4.50

No further discounts.
30 sec: 80% of earned package rate.
10 sec: 60% of earned package rate.

8. PROGRAM TIME RATES

1 x	60.00	58.00	56.00	54.00	52.00
15 x	58.00	56.00	54.00	52.00	50.00
24 x	56.00	54.00	52.00	50.00	48.00
52 x	53.00	52.00	50.00	48.00	46.00
104 x	50.00	50.00	48.00	46.00	44.00
208 x	48.00	48.00	46.00	44.00	42.00
312 x	45.00	45.00	44.00	42.00	40.00
624 x	42.00	42.00	40.00	38.00	36.00

MARYLAND

WTBO

WTBO-FM

1928

1962

NBC Radio Network



Media Code 4 221 5200 9.00
Cumberland Valley Broadcasting Corp., Box 510, Byrd Ave., Cumberland, Md. 21502. Phone 301-722-6666.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. William German.
Vice-Pres. & Nat'l Sales Mgr.—F. V. "Sam" Cozad.
Vice-President—Roy H. Knotts.

2. REPRESENTATIVES
Burn-Smith Company, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-midnight Mon thru Fri; 6:00-1:00 am Sat; 8:00 am-midnight Sun.
FM FACILITIES
ERP 6300 w.; 106.1 mc.
Antenna ht.: 1,403 ft. above average terrain.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Contract: 40a.
Affiliated with NBC Radio Network.

TIME RATES
Rates effective April 1, 1960.
Rates received March 31, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10	5	1
1 time	hr.	hr.	hr.	min.	min.	min.
13 times	60.00	38.00	28.00	19.00	13.00	6.00
26 times	58.00	36.00	25.00	18.00	12.50	5.70
52 times	56.00	34.00	24.00	17.00	12.00	5.40
104 times	54.00	32.00	23.00	16.00	11.00	5.10
208 times	50.00	30.00	22.00	15.00	10.00	4.80
208 times	48.00	28.00	21.00	14.00	9.50	4.50
312 times	45.00	26.00	20.00	13.00	9.00	4.20
624 times	42.00	24.00	18.00	12.00	8.00	4.00

10-second ID's—50% of applicable 1-minute rate.

7. PACKAGE PLANS
(Run-of-Schedule)
SPECIAL WEEKLY PACKAGES

10 announcements per week, each	5.00
20 announcements per week, each	4.50
30 announcements per week, each	4.00
40 announcements per week, each	3.50
50 announcements per week, each	3.00

Not subject to further discount.

MARYLAND

EASTON

Talbot County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WEMD

1960

Media Code 4 221 5400 5.00
Easton Broadcasting Co., Point Rd., Easton, Md. 21601. Phone 301-822-3301.

- PERSONNEL**
Partners—Richard S. Cobb & Mary Cobb.
Gen'l Mgr. & News Dir.—George Dietrich.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
1,000 w. days; 500 w. nights; 1460 kc. Directional.
Operating schedule: 6:00 am-11:00 pm Mon thru Sat; 8:00 am-11:00 pm Sun. EST.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21c, 22b, 24b, 28c.
Contracts: 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 62d.
Cancellation: 70c.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective May 1, 1965. (Card No. 4.)
Card received October 7, 1965.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
6 ti	6.00	5.75	5.00	5.25	5.00
12 ti	5.75	5.50	5.25	5.00	4.75
18 ti	5.50	5.25	5.00	4.75	4.50
24 ti	5.25	5.00	4.75	4.50	4.25
30 ti	5.00	4.75	4.50	4.25	4.00

30-SECONDS					
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
6 ti	4.75	4.60	4.45	4.30	4.20
12 ti	4.65	4.50	4.35	4.20	4.05
18 ti	4.50	4.35	4.20	4.05	3.90
24 ti	4.35	4.20	4.05	3.90	3.75
30 ti	4.20	4.05	3.90	3.75	3.60

10-SECONDS					
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
12 wkly, ea	2.75	48 wkly, ea	2.25		
24 wkly, ea	2.50	75 wkly, ea	2.00		

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	5 min	1 min	30 sec
1 ti	60.00	35.00	20.00	10.00	5.00
4 ti	56.00	32.00	19.00	9.00	4.50
13 ti	52.00	30.00	18.00	8.00	4.00
26 ti	48.00	28.00	17.00	7.00	3.50
52 ti	44.00	26.00	16.00	6.00	3.00

ELKTON

Cecil County—Map location K-2
See SRDS consumer market map and data at beginning of the State.

WSER

1963

American Entertainment Ntwk

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 221 5600 0.00
WSER, Inc., Box 38, Maloney Rd., Elkton, Md. 21921. Phone 301-398-3883. Wilmington, Del. Phone 302-737-2205.

- PERSONNEL**
President—Roy E. Morgan.
General Manager—William S. Roemer.
Sales Manager—Dennis Lamb.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
1,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. EST, DST.
- AGENCY COMMISSION**
15/0 time; 1st of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 25c, 26, 27, 28c, 29b, 31, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62b.
Cancellation: 70a, 70c, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

Eff 3/1/69—Rec'd 2/24/69.
AA—Mon thru Sun 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS					
WKLY, 1 MIN:					
AA	6 ti	12 ti	18 ti	24 ti	
A	8	7	6	5	4
A	7	6	5	4	3
20/30 sec: 80% of 1-min. ID's 50% of 1-min.					
CONSECUTIVE WEEK DISCOUNT					
52 wk—10%					

(CR)

FREDERICK (1 AM; 1 FM)

Frederick County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WFMD

1959

CBS Radio Network

NAB

RAB

Media Code 4 221 5800 6.00
Jim Gibbons Radio, Box 151, 1 W. 7th St., Frederick, Md. 21701. Phone 301-663-4181.

- PERSONNEL**
General Manager—Jim Gibbons.
Program Director—Al Rogers.
- REPRESENTATIVES**
Savall/Gates, Inc.
Pennsylvania—Doms-Messervrey Co., Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 930 kc. Directional.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15/0 on net time.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Member: National AdRadio Groups, Inc.

TIME RATES

EST Rec'd 1/4/67.

6. SPOT ANNOUNCEMENTS					
1 MIN 30 SEC					
1 ti	10.00	7.00	156 ti	9.25	6.50
13 ti	9.85	6.90	208 ti	9.00	6.30
26 ti	9.70	6.80	260 ti	8.50	5.95
52 ti	9.55	6.70	312 ti	8.00	5.60
104 ti	9.40	6.60			

7. PACKAGE PLANS					
PER 7 DAYS:					
1 min.	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	9.00	8.85	8.65	8.35	8.00
30 sec.	6.30	6.20	6.05	5.85	5.60

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min.	5 min.	30 sec
1 hr	40.00	39.40	38.80	37.60	37.00
10 min	28.00	27.60	27.20	26.40	26.00
5 min	17.00	16.75	16.50	16.25	16.00

WFMD-FM

1959

NAB

NAFIMB

Media Code 4 221 5601 4.00
Jim Gibbons Radio, Box 151, 1 W. 7th St., Frederick, Md. 21701. Phone 301-663-4181.

- PERSONNEL**
General Manager—Jim Gibbons.
Program Director—Richard Cantor.
Operations Manager—Mrs. Peggy Wagner.
- REPRESENTATIVES**
Savall/Gates, Inc.
Pennsylvania—Doms-Messervrey Co., Inc.
- FACILITIES**
ERP 9,000 w.; 99.9 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 1,123 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES

EST 9/1/68—Rec'd 9/10/68.

6. SPOT ANNOUNCEMENTS					
1 MIN 30 SEC					
1 x	7.00	4.50	156 x	5.40	4.05
13 x	6.60	4.45	208 x	5.20	3.90
26 x	6.20	4.35	260 x	5.10	3.75
52 x	6.00	4.25	312 x	4.95	3.55
104 x	5.80	4.15			

Spots and programs may be combined to earn frequency discounts on spots. Short rate applies.

8. PROGRAM TIME RATES					
PER WK:	1 hr	1/2 hr	1/4 hr	5 min	1 min
1 ti	54.00	36.00	24.50	9.00	5.00
2-4 ti	48.00	31.00	19.50	8.00	4.50
5-8 ti	42.00	28.00	18.00	7.50	4.00
10 ti	36.00	24.75	17.00	7.00	3.50

10. SPECIAL FEATURES					
10-minute Newcasts—8 am, noon, 6 pm, each 12.00.					
DISCOUNTS					
13 wk—5%		26 wk—10%		52 wk—15%	

WMHI

BRADDOCK HEIGHTS

Media Code 4 221 6000 2.00
City of license, Braddock Heights, Md.
Frederick—Route 5, Frederick, Md. Monument 2-2148.
See listing under Braddock Heights, Md.

FROSTBURG (1 AM; 1 FM)

Allegany County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

WFRB

1958

NAB

Media Code 4 221 6000 2.00
Western Maryland Broadcasting Co. Inc., 354 Frostburg, Md. 21532. Phone 301-689-8871.

- PERSONNEL**
General Manager—D. C. Loughry.
Commercial Manager—R. Dean Hillegas.
Program Director—Robert Kerr.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w.; 560 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WFRB-FM.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 49, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective October 7, 1962.

Card received October 4, 1962.

6. SPOT ANNOUNCEMENTS					
(100 words or 1 minute)					
1 time	5.60	156 times	3.10		
13 times	4.80	312 times	2.90		
26 times	4.20	624 times	2.80		
52 times	3.80	1,000 times	2.25		
104 times	3.40				

7. PACKAGE PLANS					
Newcasts Package					
6-month minimum contract.					
5 minute news, Monday through Saturday, per week 30.00.					

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min.	5 min.	30 sec
1 time	50.00	29.00	21.00	12.00	9.00
13 times	40.00	25.80	16.30	11.50	8.65
26 times	38.00	23.50	14.80	11.00	8.30
52 times	36.00	22.40	13.90	10.60	7.95
65 times	34.00	21.20	13.20	10.00	7.60
104 times	32.00	20.00	12.50	9.50	7.25
156 times	30.00	18.80	11.80	9.00	6.90
312 times	28.00	17.60	11.10	8.50	6.55

WFRB-FM

1965

Media Code 4 221 6001 0.00
Western Maryland Broadcasting Co. Inc., 354 Frostburg, Md. 21532. Phone 301-689-8871.

- PERSONNEL**
Owner, Gen'l & Sta. Mgr.—D. C. Loughry.
Sales Manager—R. Dean Hillegas.
Program Director—Robert P. Kerr.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 13,000 w.; 105.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 860 ft. above average terrain.
Partial simulcast operation with WFRB. For simulcast rates and facilities see WFRB, WFRB-FM.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 31, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 49, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

EST Rec'd 9/22/66.

6. SPOT ANNOUNCEMENTS					
1 MIN 30 SEC					
Fiat	2.25	1.75			
1 per day, 13 wks	2.00	1.65			
5 per day, 13 wks	1.75	1.25			
1 min.	(3 per day, 4 wks)				
	3/6.50	30 sec.			3/4.50

8. PROGRAM TIME RATES					
(Daily broadcasts, 13 wk period)					
Fiat	5	8	10	18	20

10. SPECIAL FEATURES					
5-minute newcasts					
					5.50

GAITHERSBURG

Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WHMC

1962

NAB

Media Code 4 221 6200 8.00
Nick J. Chaconas, Watkins Mill Rd., Gaithersburg, Md. 20760. Phone 301-948-9400.

- PERSONNEL**
Owner & Gen'l Mgr.—Nick J. Chaconas, Sr.
Sales—Nicholas J. Chaconas, Jr.
- FACILITIES**
1,000 w. days, 500 w. nights; 1150 kc. Directional.
Operating schedule: 5:30-2 am. EST.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

MARYLAND

Laurel—W L M D—Continued

10. SPECIAL FEATURES

Newscastrs: On the hour, headlines at :30.
5 MINUTES NEWS
(News, Weather, Sports)
3 TIMES WEEKLY

PER WK:
13 consec wk 88.50 39-52 consec wk 34.00
26 consec wk 35.25
6 TIMES WEEKLY
13 consec wk 70.50 39-52 consec wk 66.00
26 consec wk 68.25

LEONARDTOWN

St. Marys County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WKIK

1953

NAB

Media Code 4 221 7600 8.00
Tidewater Broadcasting Company, Leonardtown, Md.
20650, Phone 301-476-8937.

STATION'S PROGRAMMING DESCRIPTION

WKIK: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min on hour and headlines on half hour. 10 min reports at 8 am, noon, & 5 pm. MUSIC: 6-7:30 am country and western, 7:30 am-3 pm middle-of-the-road pop music. 3-4:30 pm rock and roll. 4:30 sign-off, middle-of-the-road. Weather: every half hour with marine at :15. RELIGION: daily 9-9:30 am and Sun morning. Woman's: 10-10:30 am. SPORTS: professional baseball and football plus local sports with station sports director. 7:50-8 am & 4:45-4:55 pm, plus headlines at :45. Sat: country and western 6-9 am, religion, 9-9:30 am, rock 9:30 am-noon, middle-of-the-road to sign-off. Sun: religion to noon, middle-of-the-road to sign-off. Rec'd 8/9/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Richard A. Myers.
Commercial Manager—Richard J. Bowman.

3. FACILITIES

1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:30 a.m. to local sunset Sundays. EST.

4. AGENCY COMMISSION

15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21b, 24b, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 47a, 49, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 62b.
Cancellation: 70b, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES

ET Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 312x 500x
1 min 5.25 5.00 4.75 4.50 4.25 4.00 3.50
30 sec 4.00 3.95 3.90 3.80 3.70 3.55 3.00

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 312x
1 hr 40.00 38.00 36.00 34.00 32.00 30.00
1/2 hr 30.00 28.00 26.00 24.00 22.00 20.00
1/4 hr 18.50 18.00 17.50 17.00 16.50 16.00
5 min 9.25 9.00 8.75 8.50 8.25 8.00

LEXINGTON PARK

St. Marys County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WPTX

1953

Media Code 4 221 7600 4.00
Key Broadcasting Corp., 109 Coral Place, Lexington Park, Md 20653. Phone 882-1031.

1. PERSONNEL

Mgr. & Chief Engr.—Blake Hawkins.
Program Director—Rocky Willis.

2. REPRESENTATIVES

Charles Bernard Co., Inc.

3. FACILITIES

500 w. days; 920 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 26, 29a.
Contracts: 40a, 48, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61b, 61c, 62a.
Cancellation: 73a.
Member: Country Music Network.

TIME RATES

No. 27 ET 3/1/67—Rec'd 5/29/67.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 206x 312x 624x 1000x
1 min 7.50 7.25 7.00 6.50 6.00 5.50 5.00 4.50
30 sec 6.00 5.80 5.60 5.20 4.80 4.40 4.00 3.80
10 sec 4.00 3.90 3.80 3.20 2.80 2.50 2.35 2.25

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 312x
1 hr 150 135 140 135 130 125
1/2 hr 125 120 115 110 105 100
1/4 hr 100 95 90 85 80 75

10. SPECIAL FEATURES

WKLY: 1 t 13 t 26 t 52 t 105 t 312 t
5 min 50 45 40 35 30 25

OAKLAND (1 AM; 1 FM)

Garrett County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WMSG

1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 221 8000 0.00
Oakland Radio Station Corp., Oakland, Md 21550.
Phone 301-334-3800.

1. PERSONNEL

Gen'l & Sta. Mgr.—Thomas B. Butscher.
Commercial Manager—Gary Daniels.
News Director—Gary Watson.

3. FACILITIES

500 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST. DST. Simulcast during AM operational hours. For non-simulcast facilities, see WMSG-FM.

4. AGENCY COMMISSION

15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Sold in combination with WCST, Berkeley Springs, W. Va. Announcements purchased on WCST may be added to those purchased on WMSG to earn the most favorable rate on both stations. Schedules need not be identical. 1,000 or more times on each station earns the minimum rate less 10%.

TIME RATES

No. 2 ET 3/1/68—Rec'd 3/28/68.

6. SPOT ANNOUNCEMENTS
1x 100x 500x 1000+
1 min 2.70 2.30 1.80 1.50
30 sec 2.25 1.90 1.50 1.25

8. PROGRAM TIME RATES

1x 100x 500+
1 hr 21.50 18.50
1/2 hr 13.50 11.50
1/4 hr 8.10 6.90 5.40
5 min 5.40 4.60 3.60

WMSG-FM

1966

Media Code 4 221 8001 8.00
Oakland Radio Station Corp., Oakland, Md. 21550.
Phone 301-334-3800.

1. PERSONNEL

Gen'l & Sta. Mgr.—Thomas B. Butscher.
Commercial Manager—Gary Daniels.
News Director—Gary Watson.

3. FACILITIES

ERP 430 w. (vert.), 430 w. (horiz.); 92.1 mc.
Operating schedule: 6 am-11 pm Mon thru Sat; 8 am-10 pm Sun.
Antenna ht.: 690 ft. above average terrain.

Partial simulcast operation with WMSG-AM. For simulcast facilities see WMSG, WMSG-FM.

4. AGENCY COMMISSION

15%.

5. GENERAL RATE POLICY

ET Rec'd 8/8/66.

6. SPOT ANNOUNCEMENTS
1x 99x 500x 1000+
1 min 2.00 1.75 1.40 1.15
30 sec 1.60 1.40 1.15 1.00

8. PROGRAM TIME RATES

1x 99x 500+
1 hr 13.75 10.00
1/2 hr 8.50 7.00
1/4 hr 5.25 4.35 3.60
5 min 3.25 2.85 2.35

OCEAN CITY

Worcester County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WETT

1960

NAB

RAB

Media Code 4 221 8200 6.00
Broadcast Div. Public Serv. Enterprises, Inc., Box M, Ocean City, Md. 21842. Phone 289-6770.

STATION'S PROGRAMMING DESCRIPTION

WETT: Programmed for adults and young adults.
MUSIC: middle-of-the-road. NEWS: network 5 min every half hour, plus commentary, farm, sports and financial reports daily. Baseball and football. Local news capsules daily, weather every half hour. Live coverage of special events. Rec'd 1/8/68.

1. PERSONNEL

General Manager—Leonard F. Grazier.

3. FACILITIES

1,000 w.; 1500 kc. Directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21c, 23b, 24a, 24b, 24c, 25a, 27, 32b.
Contracts: 49.
Comb.: Cont. Discounts: 60f, 60i, 61b.
Cancellation: 70d, 70g, 71b, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS Radio Networks.

TIME RATES

ET 1/1/68—Rec'd 6/25/67.

6. SPOT ANNOUNCEMENTS
PEAK POPULATION—MAY 1-SEPTEMBER 30
1x 13x 26x 52x 104x 260x
1 min 6.50 6.25 6.00 5.50 5.00 4.50

ALL OTHER—OCTOBER 1-APRIL 30

1 min 5.00 4.50 4.00 3.50 3.00 2.50

8. PROGRAM TIME RATES

PEAK POPULATION—MAY 1-SEPTEMBER 30

1 hr 1x 13x 26x 52x 104x 260x
1/2 hr 32 30 28 26 24 22
1/4 hr 20 18 17 14 13 12
10 min 15 14 13 11 10 9
5 min 12 11 10 9 8 7

ALL OTHER—OCTOBER 1-APRIL 30

1 hr 40 36 34 32 30 26
1/2 hr 28 24 22 21 19 18
1/4 hr 16 14 13 11 10 9
10 min 13 12 10 9 8 7
5 min 10 9 8 7 6 5

POCOMOKE CITY

Worcester County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WDMV

1955

NAB

RAB

Media Code 4 221 8400 2.00
Eastern Shore Broadcasting Company, Inc., Box 210, Pocomoke City, Md. 21851. Phone 301-742-5400.
Other office: 114 W. Main St., Salisbury, Md. 21801. Phone 301-742-5400.

1. PERSONNEL

Owner—Ernie Tannen.
Vice-Pres. & Gen'l Mgr.—Charles W. Stewart.
Office Manager—Mary Elizabeth Jackson.

2. REPRESENTATIVES

The MediaAmerica Co.

3. FACILITIES

500 w. days; 540 kc. Non-directional.

Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 25b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60i, 62b.
Cancellation: 71a, 73a.
All package rates run of schedule. Packages non-cancellable.
Affiliated with American Information Network.
Member: National AirRadio Groups, Inc.

TIME RATES

No. 4 ET 6/1/68—Rec'd 5/23/66.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm, A—all other times.

6. SPOT ANNOUNCEMENTS

1 MIN: 1 t 8 t 12 t 18 t 24 t
A 17 15 13 11 10
9 12 10 9 8 7
One-minute spots preempt all shorter spots.
30/20 sec: 75% of minute rates.
10 sec: 50% of minute rates.

DISCOUNTS

13 cons wk 5% 52 cons wk 15%
26 cons wk 10%
Only consecutive weeks with expenditures of 50.00 or more may combine to qualify for above discounts.

7. PACKAGE PLANS

TOTAL IMPACT PLANS
(Total Impact Plan Spots scheduled 50% in AA and 50% in A times)
6 t 12 t 18 t 24 t 30 t 50 t 70 t
PER WK: 72 120 162 204 240 375 490
(CR)

ROCKVILLE

Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Rockville, Silver Spring, Wheaton, Md.)

SALISBURY (3 AM; 1 FM)

Wicomico County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WBOC

1940

NAB

Subscriber to the NAB Radio Code
Media Code 4 221 8600 7.00
WBOC, Inc., Radio-TV Park, Salisbury, Md. 21801.
Phone 301-749-1111. TWX 710-864-9672.

1. PERSONNEL

President—William F. Schmick, Jr.
Vice-Pres. & Gen'l Mgr.—Charles J. Truitt.

2. REPRESENTATIVES

Burn-Smith Company, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 960 kc. Directional night only.
Operating schedule: 5:45-12:05 am. EST. Partial simulcast operation. Simulcast 6-9 am & 4:30-5 pm. For non-simulcast facilities see WBOC-FM.

4. AGENCY COMMISSION

15% time only; payable by 20th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 12, 13g, 14b.
Basic Rates: 20b, 21a, 23a, 24b, 26, 27, 28a, 29a, 30.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60i, 61a, Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WBOC-TV.
Affiliated with CBS.

TIME RATES

ET 10/1/68—Rec'd 9/24/68.

D-1—8:30-9:30 am & 4:30-6 pm.

D-2—9:30 am-4:30 pm & 6-7 pm.

N-1—Sign-on-0:30 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS D-1—AM/FM COMBINATION
1x 65x 156x 260x 365x 624x 1000x
1 min 12.00 11.80 11.10 10.80 10.10 9.80 8.75
30 sec 10.00 9.60 9.10 8.60 8.10 7.60 6.75

CLASS D-2
1 min 9.00 8.00 7.80 7.80 7.25 6.50 5.75
30 sec 7.00 6.70 6.40 6.10 5.60 5.00 4.50

CLASS N-1
1 min 8.00 7.50 7.20 6.80 6.40 6.00 5.00
30 sec 6.00 5.60 5.20 4.80 4.40 4.00 3.50

7. PACKAGE PLANS

CLASS D-2
PER WK: 15 t 20 t 25 t 30 t 40 t 50 t
1 min 8.00 7.50 7.00 6.50 6.00 5.50
30 sec 6.00 5.60 5.20 4.75 4.25 3.75

CLASS N-1
1 min 6.50 6.00 5.50 5.00 4.50 4.00
30 sec 4.50 4.10 3.70 3.30 3.00

8. PROGRAM TIME RATES

CLASS D-1—AM/FM COMBINATION
1x 13x 26x 52x 104x 156x 260x
5 min 22.00 21.25 20.50 19.75 19.00 18.00 17.00

CLASS D-2
1 hr 100.00 97.00 94.00 88.00 84.00 80.00
1/2 hr 80.00 58.00 56.00 54.00 52.00 50.00 48.00
1/4 hr 38.00 35.25 34.50 33.50 32.50 31.25 30.00
5 min 20.00 19.25 18.

WICO

Country Music Network



Media Code 4 221 8800 3.00

Delmarva Broadcasting Corp., 127 E. Carroll St., Salisbury, Md. 21801. Phone 301-742-3212; 3213.

STATION'S PROGRAMMING DESCRIPTION

WICO: Programmed for adults. Country music exclusively. AIR PERSONALITIES handle all segments under format. NEWS: 5 min hourly, headlines 1 min hourly. 5 min local news 4 times daily. 1 man local news staff. Mobile unit covers on-the-spot reports. FARM: news 5 min twice daily. Weather hourly. SPORTS: 3 min hourly. Contact Representative for further details. Rec'd 7/21/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—William B. Phillips.
Vice-President—Robert C. Doyle.
Sales Manager—B. C. Hargreaves.

2. REPRESENTATIVES

Charles Bernard Co., Inc.

3. FACILITIES

1,000 w. days: 1320 kc.

Operating schedule: 5:45 a.m. to local sunset.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3d, 4a, 5, 6a, 7b.

Rate Protection: 15b.

Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a, 32b, 33a.

Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47a, 51c.

Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 80, 82.

Member: Country Music Network.

TIME RATES

ET 11/1/66—Rec'd 10/3/66.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	10 sec
1 x	10.00	8.00	5.00	
52 x	9.50	7.50	4.75	
104 x	9.00	7.00	4.50	
156 x	8.50	6.50	4.25	
208 x	8.00	6.00	4.00	
260 x	7.50	5.50	3.75	
312 x	7.00	5.00	3.50	

7. PACKAGE PLANS

PER WK:		1 min	30 sec	10 sec
10 plan	8.00	5.50	4.00	
15 plan	7.50	5.25	3.75	
20 plan	7.00	5.00	3.50	
25 plan	6.50	4.75	3.25	
30 plan	6.00	4.50	3.00	

8. PROGRAM TIME RATES

1 x	100	1/2 hr	1/4 hr	10 min	5 min
50x—10%	200x—20%	400x—30%			
100x—15%	300x—25%	500x—35%			

WJDY

1958

Media Code 4 221 9000 9.00
Salisbury Broadcasting Co., 106 W. Circle Ave., Salisbury, Md. 21801. Phone 301-742-5191.**1. PERSONNEL**

Pres. & Gen'l Mgr.—Norman Glenn.

2. REPRESENTATIVES

New York, Los Angeles, San Francisco, Chicago, Dallas—UBC Sales.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES5,300 w. days: 1470 kc.
Operating schedule: 5:25 am-local sunset.**4. AGENCY COMMISSION**

15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a.

Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.

Contracts: 40c, 45, 46, 47a.

Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.

Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective January 1, 1958.

Rates received March 31, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time	80.00	55.00	35.00	18.00	9.00	7.50
52 times	77.00	53.00	32.00	16.50	8.55	7.25
104 times	73.00	50.00	29.00	15.00	8.15	6.75
156 times	69.00	47.00	26.00	14.00	7.70	6.35
208 times	65.00	44.00	23.00	13.00	7.00	6.00
260 times	61.00	41.00	20.00	12.00	6.50	5.50
312 times	57.00	38.00	17.00	11.00	6.00	5.00

SILVER SPRING

Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Rockville, Silver Spring, Wheaton, Md.)

THURMONT

Frederick County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WTHU

1967



Media Code 4 221 9100 7.00
Lelsner Broadcasting Corp., Radio Ln., Thurmont, Md. 21788. Phone 301-271-7417.

STATION'S PROGRAMMING DESCRIPTION
WTHU: MUSIC: 50% country and western, 50% top 40 songs. NEWS: at :15 & :45 with emphasis on local news. Live remotes of little league, basketball, soccer, parades, talent shows, etc. Heavy community involvement. FARM: 15 min at 6 am & noon. RELIGIOUS: live church services Sun rotating local church services, morning, noon and evening devotions 5 min each. SPORTS: live major league baseball. Rec'd 3/28/68.

1. PERSONNEL

President—Victor A. Lelsner.
Vice-Pres. & Gen'l Mgr.—William A. Lelsner.
Program Director—Mabel L. Lelsner.

3. FACILITIES

100 w.: 1450 kc. Non-directional.

Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION

None; all rates net to station. 10th following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3c, 4a, 4b, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.

Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25c, 26, 28c, 29a, 33b.

Contracts: 41, 44a, 46, 47a, 51a.

Comb.: Cont. Discounts: 60a, 60g, 60i, 62b.

Cancellation: 73a.

Prod. Services: 80, 82.

TIME RATES

No. 1 ET 5/1/67—Rec'd 4/5/68.
A—Mon thru Sat 6:30-9 am, noon-1 pm & 9:30-7 pm; Sun 8 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A		B	
	1 min	30/20 10 sec	1 min	30/20 10 sec
1 x	4.00	2.80	2.00	2.25
52 x	3.80	2.65	1.90	2.10
104 x	3.40	2.55	1.80	2.05
156 x	3.20	2.25	1.60	1.80
260 x	2.80	1.95	1.40	1.60
312 x	2.60	1.85	1.35	1.50
624 x	2.40	1.70	1.20	1.40
936 x	2.20	1.55	1.15	1.25
1248 x	2.00	1.40	1.10	1.15

A and B may be combined to earn frequency rate.

7. PACKAGE PLANS

1 MINUTE OR LESS ROS PACKAGES		Per wk	Per wk
3 tl	9.80	30 tl	60.00
6 tl	18.80	50 tl	98.00
12 tl	28.80	75 tl	132.00
20 tl	48.00	100 tl	180.00

Spots subject to change without notice. Total package must be scheduled within 7 consecutive days. Up to 1/3 may be scheduled in A. All A, extra 10%.

May not be combined with annual contracts to earn higher discount.

8. PROGRAM TIME RATES

	CLASS A					
	1x	15x	26x	52x	104x	156x
1 hr.	40.00	28.00	36.00	84.00	80.00	28.00
1/2 hr.	24.00	22.50	21.50	20.50	18.00	16.80
1/4 hr.	18.00	15.25	14.50	13.60	12.00	11.20
10 min.	12.00	11.10	10.80	10.20	9.00	8.50
5 min.	8.00	7.80	7.20	6.80	6.00	5.60

CLASS B

1 hr.	32.00	30.50	28.50	26.00	24.00	22.50
1/2 hr.	19.00	18.25	17.25	16.35	14.50	13.60
1/4 hr.	13.00	12.50	11.50	10.80	9.80	9.00
10 min.	9.60	9.15	8.75	8.15	7.50	7.00
5 min.	6.50	6.00	5.75	5.40	4.80	4.50

Programs and spots may not be combined to earn frequency.

10. SPECIAL FEATURES

News Programs, extra 10%.

TOWSON

Baltimore County Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Baltimore

(including Glen Burnie, Towson)

WESTMINSTER (1 AM; 1 FM)

Carroll County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WTTR

1953



Subscriber to the NAB Radio Code

Media Code 4 221 9200 5.00
Carroll County Broadcasting Corp., Box 828, Westminster, Md. 21157. Phone 301-848-5511.

STATION'S PROGRAMMING DESCRIPTION

WTTR: Programmed for adults.
MUSIC: middle-of-the-road featuring standards and some showtunes. SPORTS: professional baseball, football and basketball. NEWS: world, regional and local news on hour and half hour. Local and regional civic affairs broadcast live or delayed. Rec'd 10/18/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Russell H. Morgan.
Program Director—Kaye G. Kolb.

MARYLAND

3. FACILITIES
1,000 w. days: 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-10 am, noon-1 pm, & 4-6 pm. For non-simulcast facilities see WTTR-FM.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g.Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a.Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51c.Comb.: Cont. Discounts: 60b, 60d, 60f, 61b, 62d.Cancellation: 72, 73a, 73b.Prod. Services: 82.Tobacco advertising not acceptable.Affiliated with MBS.

TIME RATES

ET 1/1/69—Rec'd 11/13/68.

A—Mon thru Fri 6-10 am, noon-1 pm & 4-7 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	105x	260x
A	5.00	4.25	3.75
B	4.00	3.50	3.00

WTTR-FM

1959



Media Code 4 221 9201 3.00
Carroll County Broadcasting Corp., Box 828, Westminster, Md. 21157. Phone 301-848-5511.

1. PERSONNEL

Vice-Pres., Mgr. & Sta. Mgr.—Russell H. Morgan.
Program Director—Kaye G. Kolb.
Sales—Paul H. Smith.

3. FACILITIES

ERP 20,000 w.; 100.7 mc. Stereo.
Operating schedule: 5 am-midnight.
Antenna ht.: 250 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am, 10 am-noon, 1-4 pm & 6 pm-midnight. For simulcast facilities see WTTR.

4. AGENCY COMMISSION

15/0 time only. Payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4b, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 28b, 29b.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60e, 61b, 62d.
Cancellation: 71b, 72, 73b.
Prod. Services: 80, 82.
Tobacco advertising not acceptable.
Affiliated with MBS.

TIME RATES

Rates are identical to WTTR. See that listing.

WHEATON

Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Silver Spring, Wheaton, Md.)

MASSACHUSETTS

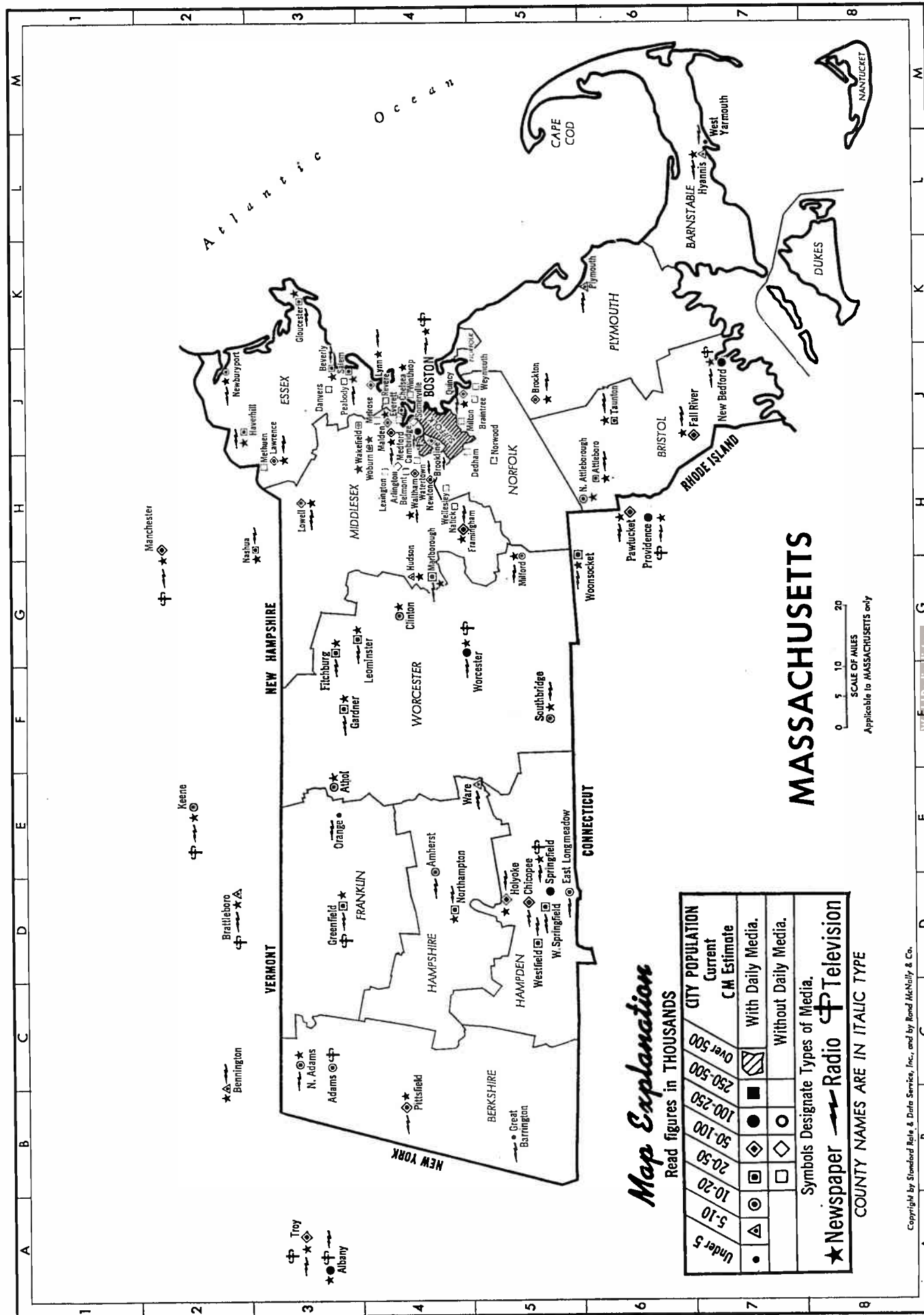
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	145,200	New Bedford-Fall River (County Basis)	5,700
Boston (S.M.S.A.)	93,700	Pittsfield (S.M.S.A.)	1,100
Boston-Lawrence-Haverhill-Lowell (County Basis)	98,300	Pittsfield (County Basis)	1,700
Brockton (S.M.S.A.)	2,300	Springfield-Holyoke (S.M.S.A.)	19,100
Brockton (County Basis)	56,900	Springfield-Holyoke (County Basis)	19,500
Fall River (S.M.S.A.)	500	Worcester (S.M.S.A.)	2,900
Fitchburg-Leominster (S.M.S.A.)	1,200	Worcester (County Basis)	4,200
Lawrence-Haverhill (S.M.S.A.)	800	Total Metros (S.M.S.A.)	127,300
Lowell (S.M.S.A.)	700	Total Metros (County Basis)	186,300
New Bedford (S.M.S.A.)	5,000		



Map Explanation

Read figures in THOUSANDS

CITY POPULATION	CITY POPULATION	
	Current	C.M. Estimate
Over 500	▨	With Daily Media.
250-500	■	Without Daily Media.
100-250	●	
50-100	◊	
20-50	◻	
10-20	○	
5-10	△	
Under 5	•	

Symbols Designate Types of Media.

★ Newspaper ↗ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE

MASSACHUSETTS

SCALE OF MILES
0 5 10 20
Applicable to MASSACHUSETTS only

State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Arlington Town—Middlesex	Brookline Town—Norfolk	Fitchburg—Worcester	Lawrence—Essex	Melrose—Middlesex	Peabody—Essex	Taunton—Bristol	West Springfield Town—Hampden
Attleboro—Bristol	Cambridge—Middlesex	Framingham Town—Middlesex	Leominster—Worcester	Methuen Town—Essex	Pittsfield—Berkshire	Wakefield Town—Middlesex	Weymouth Town—Norfolk
Belmont Town—Middlesex	Chelsea—Suffolk	Gloucester—Essex	Lexington Town—Middlesex	Milton Town—Norfolk	Quincy—Norfolk	Waltham—Middlesex	Winthrop Town—Suffolk
Beverly—Essex	Chicopee—Hampden	Greenfield Town—Franklin	Lowell—Middlesex	Natick Town—Middlesex	Revere—Suffolk	Watertown Town—Middlesex	Woburn—Middlesex
Boston—Suffolk	Dedham Town—Norfolk	Haverhill—Essex	Lynn—Essex	New Bedford—Bristol	Salem—Essex	Wellesley Town—Norfolk	Worcester—Worcester
Braintree Town—Norfolk	Everett—Middlesex	Holyoke—Hampden	Malden—Middlesex	Newton—Middlesex	Somerville—Middlesex	Westfield—Hampden	
Brockton—Plymouth	Fall River—Bristol		Marlborough—Middlesex	Northampton—Hampshire			
			Medford—Middlesex				

ESTIMATES FOR:	Population		Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968					Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
	County—Map Loc. City	1/1/69 (000)	Households 1/1/69 (000)	(\$000)	Per Household (\$)	% Distribution of Families to 4999	% Distribution of Families to 5000	% Distribution of Families to 8000	% Distribution of Families to 10000	% Distribution of Families to 15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)				General Mfg. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)
MASSACHUSETTS STATE TOTALS	5,451.4	1,651.38	17,796,963	10,777	13.7	25.0	16.8	22.7	19.4	9,705,000	5,877	2,193,786	315,769	1,495,501	612,648	453,799	1,611,388	557,040	2,065.21	28.4	172,993
BARNSTABLE L-6+	85.8	27.27	224,513	8,233	20.8	27.5	15.6	17.7	13.0	219,776	8,059	49,314	7,926	20,275	11,409	6,770	28,298	17,190	25.85	.5	2,002
BERKSHIRE B-4	146.8	45.36	473,280	10,434	13.7	24.2	16.9	23.4	19.0	277,116	6,109	66,187	7,734	38,785	16,536	13,618	48,335	18,124	61.76	2.2	11,382
Pittsfield	58.2	18.06	212,378	11,760	13.7	24.2	16.9	23.4	19.0	134,833	7,466	31,888	3,432	28,086	8,471	7,630	22,968	7,292			
Pittsfield Metro Area (Official S.M.S.A.)	79.1	23.80	271,587	11,411						167,499	7,038	39,110	4,183	30,645	9,580	8,909	29,684	11,928	23.94		
Pittsfield Metro Area (county basis)	146.8	45.36	473,280	10,434	13.7	24.2	16.9	23.4	19.0	277,116	6,109	66,187	7,734	38,785	16,536	13,618	48,335	18,124	61.76		
BRISTOL J-6+	422.7	134.24	1,141,303	8,502	20.0	28.3	17.3	18.9	10.8	648,494	4,831	169,588	20,442	71,116	46,709	37,357	101,908	42,475	166.60	2.8	16,235
Attleboro	30.0	9.28	90,790	9,783						48,806	5,259	15,192	1,103	1,629	4,314	2,164	11,043	2,209			
Fall River	98.4	32.67	285,692	8,745						155,834	4,770	35,607	5,459	20,270	17,328	15,821	21,784	8,389			
Fall River Metro Area (Official S.M.S.A.)	146.5	46.36	388,760	8,386						213,299	4,601	51,956	7,147	22,379	20,218	18,639	30,944	13,178	45.18		
New Bedford	102.4	35.19	295,861	8,408						169,743	4,824	39,294	6,445	30,898	12,650	8,864	25,041	9,913			
New Bedford Metro Area (Official S.M.S.A.)	151.8	49.61	407,257	8,209						233,180	4,700	59,715	9,086	35,934	14,929	10,582	34,301	14,438	47.98		
New Bedford Metro Area (county basis)	422.7	134.24	1,141,303	8,502	20.0	28.3	17.3	18.9	10.8	648,494	4,831	169,588	20,442	71,116	46,709	37,357	101,908	42,475	166.60		
Taunton	42.1	12.09	115,539	9,557						63,043	5,214	18,286	1,980	1,986	4,249	3,932	7,824	4,579			
DUWES K-P	5.9	2.10	16,562	7,887	19.8	25.2	16.5	19.4	12.8	18,299	8,714	4,935	678	1,069	1,094	168	2,493	866	2.67	.2	536
ESSEX J-3+	623.1	194.72	1,940,677	9,967	14.4	26.6	17.6	21.7	16.2	1,128,925	5,798	258,351	36,525	204,948	79,593	45,371	163,058	69,025	234.74	1.6	12,177
Beverly	40.6	11.97	127,648	10,664						65,717	5,490	16,468	2,053	8,960	1,396	2,078	15,979	4,153			
Gloucester	27.2	8.63	72,701	8,424						47,510	5,505	12,416	1,457	6,850	3,128	2,333	7,177	2,703			
Haverhill	45.0	14.91	161,091	8,404						85,587	5,740	19,947	2,415	13,532	4,368	4,552	18,342	5,579			
Lawrence	66.8	21.98	208,162	9,471						130,784	5,950	21,721	4,926	20,201	12,471	8,785	24,516	8,600			
Lawrence-Haverhill Metro Area (Official S.M.S.A.)	216.4	67.39	633,335	9,398						355,547	5,276	86,005	12,341	45,558	22,615	17,346	61,793	24,860	65.01		
Lynn	90.8	30.06	319,612	10,632						154,753	5,148	37,868	5,807	20,420	12,838	8,154	25,389	7,365			
Methuen Town	33.2	10.05	93,174	9,271						36,277	3,610	13,282	1,517	4,195	241	882	2,613	3,004			
Peabody	44.1	13.49	98,832	7,326						124,624	9,238	23,393	3,494	47,644	21,638	3,462	8,110	6,510			
Salem	41.1	13.30	127,048	9,552						100,510	7,557	21,926	2,630	16,139	8,676	4,189	15,696	5,093			
FRANKLIN D-3	58.0	18.32	158,470	8,650	20.4	27.5	18.4	18.9	10.5	91,775	5,010	21,174	2,297	8,891	5,139	3,519	17,003	6,687	25.19	2.8	11,782
Greenfield Town	20.7	7.06	58,049	8,222						54,403	7,706	11,102	1,087	7,152	4,096	2,604	12,340	3,222			
HAMPDEN D-5+	450.1	138.27	1,472,881	10,652	12.4	23.7	17.1	25.0	20.0	800,467	5,789	173,496	27,516	145,310	42,730	40,125	151,704	44,936	177.47	1.7	14,915
Chicopee	69.6	19.42	182,092	9,277						80,534	4,147	27,435	3,036	2,902	2,725	2,565	13,634	7,394			
Holyoke	52.6	17.71	170,751	9,642						103,893	5,866	21,123	3,558	17,777	6,055	7,372	19,802	4,167			
Springfield	172.2	55.33	565,938	10,228						348,864	6,305	65,676	11,914	75,146	24,792	19,598	74,318	15,623			
Springfield-Chicopee-Holyoke Metro Area (Official S.M.S.A.)	517.8	154.11	1,550,054	10,058						887,227	5,757	196,107	30,540	156,334	48,066	43,397	170,101	49,112	156.10		
Springfield-Chicopee-Holyoke Metro Area (county basis)	566.6	169.74	1,772,890	10,445	13.3	24.8	17.3	24.1	18.6	938,227	5,527	207,721	31,916	159,079	50,667	45,105	178,699	52,876	215.67		
Westfield	30.3	9.15	86,229	9,424						60,437	6,605	14,380	1,893	4,652	2,807	2,818	13,286	2,610			
West Springfield Town	27.5	8.43	83,656	9,924						84,333	10,004	12,600	1,148	33,169	3,574	2,808	15,825	4,372			
HAMPSHIRE D-4	116.5	31.47	300,009	9,533	17.6	28.1	18.3	20.3	12.7	137,760	4,378	34,225	4,400	13,769	7,237	4,980	26,995	7,940	38.20	2.6	15,983
Northampton	30.0	8.00	88,152	11,019						67,637	8,455	17,690	1,862	11,181	5,056	2,321	13,084	3,004			
MIDDLESEX H-4+	1,334.5	386.00	4,745,498	12,288	10.9	22.8	16.5	24.0	24.4	2,094,380	5,423	499,914	72,994	273,487	102,994	113,800	364,223	129,972	478.99	3.1	28,301
Arlington Town	52.7	15.85	208,672	13,165						55,612	3,509	15,752	2,265	1,157	1,734	2,725	20,163	4,016			
Belmont Town	29.4	9.04	162,517	17,978						39,697	4,391	8,019	2,386	1,226	6,111	72	13,369	2,922			
Cambridge	104.0	33.70	424,206	12,588						293,198	8,700	59,415	6,847	42,604	13,919	38,124	43,179	11,567			
Everett	40.2	12.50	140,972	11,278						37,698	3,016	12,358	3,104	2,095	711	1,988	3,062	4,175			
Framingham Town	55.7	15.67	162,423	10,365						159,224	10,161	30,519	5,260	49,536	10,258	5,233	22,870	9,582			
Lexington Town	34.4	8.82	129,548	14,688						42,773	4,850	7,121	1,786	1,212	1,942	1,247	13,011	2,696			
Lowell	86.6	27.25	275,147	10,097						160,485	5,889	35,704	5,313	22,670	9,575	7,873	26,153	8,311			
Lowell Metro Area (Official S.M.S.A.)	176.7	50.59	484,787	9,583						259,763	5,135	62,998	9,155	40,662	12,654	10,451	39,830	16,275	41.68		
Malden	56.5	17.60	194,048	11,025						90,838	5,161	17,451	3,558	10,086	6,285	4,889	17,789	4,614			
Marlborough	24.8	7.53	57,682	7,660						41,749	5,544	11,192	943	4,397	2,185	879	7,103	2,977			
Medford	61.6	17.79	232,046	13,044						126,893	7,133	36,824	2,582	21,998	3,813	3,529	17,761	4,367			
Melrose	3																				

MASSACHUSETTS

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population (1/1/69)	Households (1/1/69)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$000)	% Distribution of Families 3000 5000 8000 10000 15000 4999 7999 9999 14999 over					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types			Auto- motive (\$000)	Service Station (\$000)					
										General Mdis. (\$000)	Apparel (\$000)	Home Furn. (\$000)									
SUFFOLK J-41	698.6	227.03	2,561,000	11,280	13.0	20.7	15.3	25.3	23.3	1,793,253	7,899	317,978	56,922	432,340	145,625	91,288	195,148	66,777	285.45	1,130	
Boston	610.0	200.34	2,282,082	11,391						1,622,564	8,099	278,267	49,843	416,675	141,321	85,410	150,198	57,106			
Boston Metro Area (Official S.M.S.A.)	2,332.6	694.43	9,885,163	14,235						5,267,367	7,585	1,135,306	173,633	929,066	350,761	250,823	837,270	272,304	828.17		
Boston-Lawrence- Haverhill-Lowell Metro Area (county basis)	3,241.5	976.07	11,385,062	11,664	11.7	23.5	16.4	23.8	22.7	6,019,729	6,167	1,308,564	200,328	1,020,762	390,900	285,003	964,987	324,297	1,215.29		
Chelsea	25.6	7.81	98,626	12,628						68,703	8,797	19,411	2,782	7,957	2,850	2,203	13,880	2,812			
Revere	42.5	12.78	112,801	8,826						84,760	6,632	15,168	2,809	7,183	890	3,529	25,729	5,939			
Winthrop Town	20.5	6.10	67,491	11,064						17,226	2,824	5,132	1,488	525	564	152	5,341	920			
WORCESTER F-4	610.5	184.21	1,849,681	10,041	15.5	26.1	17.9	22.5	15.8	1,018,075	5,527	246,224	30,268	117,595	65,099	46,330	189,649	64,129	234.88	5.9	32,979
Fitchburg	43.5	13.63	135,097	9,912						98,282	7,211	23,531	2,708	15,320	7,819	3,712	16,873	4,986			
Fitchburg-Leominster Metro Area (Official S.M.S.A.)	94.3	28.16	280,939	9,977						156,425	5,555	38,091	4,731	19,373	10,645	6,891	27,183	9,938	16.12		
Leominster	28.6	8.71	94,672	10,869						38,648	4,437	11,031	1,473	2,777	2,294	2,467	6,085	2,863			
Worcester	180.7	55.95	620,480	11,090						378,043	6,757	73,227	9,977	59,811	36,738	18,920	81,644	20,740			
Worcester Metro Area (Official S.M.S.A.)	344.1	100.82	1,061,455	10,528						596,163	5,913	132,953	17,204	77,634	42,275	26,763	117,183	35,604	103.99		
Worcester- Fitchburg-Leominster Metro Area (county basis)	610.5	184.21	1,849,681	10,041	15.5	26.1	17.9	22.5	15.8	1,018,075	5,527	246,224	30,268	117,595	65,099	46,330	189,649	64,129	234.88		

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MASSACHUSETTS

See BRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

AMHERST

Hampshire County—Map Location D-5
See BRDS consumer market map and data at beginning of the State.

WTTT

1963

Media Code 4 222 0260 6.00

WTTT, Inc., Box 67, Route 9, Amherst, Mass. 01002. Phone 413-258-6794.

STATION'S PROGRAMMING DESCRIPTION

WTTT: Programmed for adults and collegiate listeners. NEWS 30%: minimum 10 min on hour, 15 min in traffic hours, and half hour noon report. SPORTS: 10 min 7:45 am, 12:30 pm, & 5:30 pm when day-light hours permit. College football. MUSIC: mixed all day including showtunes, standards, film music, trend, jazz, folk, light classic, both vocal and instrumental. Sun pm blocks of original cast, pop concert, and serious music concert. 8:30 am daily half hour open phone show. Mobile broadcast car available. 12:30 pm interview show. Contact Representative for further details. Rec'd 8/4/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ted Peene.

2. REPRESENTATIVES

Boston—Eckels & Queen, Inc.
New York—C. Otis Rawalt, Inc.

3. FACILITIES

5,000 w. days; 1430 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.
Basic Rates: 20b, 21a, 22a, 25a, 28b.
Contracts: 40a, 46, 48, 51c.
Comb.: Cont. Discounts: 62d.
Cancellation: 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3 ET 8/1/66—Rec'd 6/30/66.

6. SPOT ANNOUNCEMENTS
1 min..... 5 30 sec..... 4
Rates apply regardless of frequency or duration of contract. Guaranteed position subject to move within the hour.

TRAFFIC TIMES

(6:30-9 am & 4-7 pm)
Add 1.00 to applicable rate.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min 3 min
1 x..... 75 60 30 22 15 10

10. SPECIAL FEATURES

NEWSCASTS ADJACENCIES
Add 1.50 to applicable spot rate for guaranteed news-cast adjacencies.

ATTLEBORO

Bristol County—Map Location J-6
See BRDS consumer market map and data at beginning of the State.

WARA

1950

Subscriber to the NAB Radio Code
Media Code 4 222 0390 1.00
Attleboro Radio Assn., Inc., 8 N. Main St., Attleboro, Mass. 02703. Phone 617-222-1320.

STATION'S PROGRAMMING DESCRIPTION
WARA: Programmed with direct line local news broadcasts during drive times, 8 am-8:30 am & 4 pm-6:30 pm, gathered by 7 local newsmen. 30 min at 8 am, noon & 6 pm. 2 mobile news units. MUSIC: standard entire broadcast day. Local features, birth announcements direct from local hospital, social calendar, interviews, contests, etc. are interspersed with music. 8:30 am-4 pm. Local sports are aired at 6:40 am, 7:40 am & 6:20 pm with live play-by-play of local high school basketball and football. Contact Representative for further details. Rec'd 8/21/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Keith S. Field.
Sales Manager—Stan Morgan.

2. REPRESENTATIVES

Boston—Bill Creed Associates, Inc.
New York—C. Otis Rawalt, Inc.

3. FACILITIES

1,000 w.; 1320 kc. Directional—separate patterns, day and night.
Operating schedule: 8 am-10 pm. EST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 20 ET 3/69—Rec'd 4/7/68.

A—6 am-12:30 pm & 4-6:30 pm.
B—12:30-4 pm & 6:30-10 pm.

6. SPOT ANNOUNCEMENTS

CLASS A

PER YR: 1x 50x 150x 300x 500x 1000x 2000x
1 min..... 13.00 11.00 9.00 8.00 7.50 7.00 6.50
30 sec..... 12.00 10.00 8.00 7.00 6.50 6.00 5.50

CLASS B

1 min..... 12.00 10.00 8.00 7.00 6.50 6.00 5.50
30 sec..... 11.00 9.00 7.00 6.00 5.50 5.00 4.50

7. PACKAGE PLANS

BEST TIMES AVAILABLE

1 WEEK

PER WK: 6 ti 12 ti 24 ti 36 ti 48 ti
1 min..... 11.00 9.00 8.00 7.50 7.00
30 sec..... 10.00 8.00 7.00 6.50 6.00

4 OR MORE WEEKS

1 min..... 9.00 8.00 7.50 7.00 6.50
30 sec..... 8.00 7.00 6.50 6.00 5.50

8. PROGRAM TIME RATES

5 min 1/4 hr 1/2 hr 1 hr
Percentage of 1-min rate..... 200 400 600 1000
Spots and programs may not be combined for discounts.

10. SPECIAL FEATURES

NEWS

CLASS A

PER YR: 1x 50x 150x 300x 500x 1000x 2000x
1 min..... 14.00 12.00 10.00 9.00 8.50 8.00 7.50
30 sec..... 13.00 11.00 9.00 8.00 7.50 7.00 6.50

CLASS B

1 min..... 13.00 11.00 9.00 8.00 7.50 7.00 6.50
30 sec..... 12.00 10.00 8.00 7.00 6.50 6.00 5.50

NEWS PACKAGES—BTA

1 WEEK

PER WK: 6 ti 12 ti 24 ti 36 ti 48 ti
1 min..... 12.00 10.00 9.00 8.50 8.00
30 sec..... 11.00 9.00 8.00 7.50 7.00

4 OR MORE WEEKS

1 min..... 10.00 9.00 8.50 8.00 7.50
30 sec..... 9.00 8.00 7.50 7.00 6.50

News and spots may be combined.

BEVERLY

Essex County—Map Location J-3
See BRDS consumer market map and data at beginning of the State.

WMLO

1960

Media Code 4 222 0520 3.00
Algonquin Broadcasting Corp., Box 344, Beverly, Mass. 01915. Phone 617-774-7000.

STATION'S PROGRAMMING DESCRIPTION
WMLO: Programmed for general interest.
NEWS: 5 min on hour, 2 min on half hour. Sign-on-8 am middle-of-the-road music personality show. 8-9 am audience participation talk show. 9 am-5 pm middle-of-the-road music personality shows. 5-5:15 pm sports round-up. Contact Representative for further details. Rec'd 1/2/68.

1. PERSONNEL

President—Joseph J. Alfano, Jr.
Station Manager—John Weld.
Program Director—George Erwin.

2. REPRESENTATIVES

Boston—Harold H. Segal & Company.

3. FACILITIES

500 w. days; 1570 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 29a, 30, 35b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: French Program Group of New England.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1965.
Rates received January 27, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec
1 ti..... 7.50 8.00 260 ti..... 1.00 5.10
13 ti..... 7.35 5.85 312 ti..... 6.45 4.95
26 ti..... 7.20 5.70 700 ti..... 4.50 3.35
52 ti..... 7.05 5.55 1000 ti..... 4.00 3.00
104 ti..... 6.90 5.40 1500 ti..... 3.50 2.75
156 ti..... 6.75 5.25

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS

PER WK: 1 wk 13 wk 52wk 1 wk 13 wk 52 wk
12 ti..... 5.00 4.75 4.50 3.75 3.55 3.35
18 ti..... 4.85 4.60 4.35 3.85 3.65 3.25
24 ti..... 4.70 4.45 4.20 3.55 3.35 3.15
30 ti..... 4.55 4.30 4.05 3.45 3.25 3.05
36 ti..... 4.40 4.15 3.90 3.85 3.15 2.95
42 ti..... 4.25 4.00 3.75 3.25 3.05 2.85
48 ti..... 4.10 3.85 3.60 3.15 2.95 2.75
60 or more..... 3.75 3.50 3.25 3.00 2.75 2.50
10 second announcements—50% of 1-minute rate.
Minimum buy 18 weekly.

DOOR BUSTER

10 sec Saturation pkg. 75 wks..... 112.50

8. PROGRAM TIME RATES

1 x..... 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 75 60 30 22 15

DISCOUNTS

13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

9. PARTICIPATING PROGRAMS

Telephone and Audience Participation Mon thru Fri:
"Open House"—9:05-10 am.
"Dialogue"—12:05-12:30 pm.

PER WK: ea
2 ti..... 7.50 4 ti..... 8.50
3 ti..... 7.00 5 ti..... 8.00
May run from 2 to 4 minutes.

10. SPECIAL FEATURES

5 MINUTE NEWS/SPORTS/FEATURES/PACKAGES
PER WK: 5 ti 10 ti 15 ti 21 ti
Ea..... 8.00 7.50 7.00 6.50

BOSTON (13 AM; 11 FM)

(including Brookline, Cambridge, Medford, Waltham)

Boston, Suffolk County—Map Location J-4
Brookline, Norfolk County—Map Location H-5
Cambridge, Middlesex County—Map Location H-4
Medford, Middlesex County—Map Location H-4
Waltham, Middlesex County—Map Location H-4
See BRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBCN (FM)

1950

BOSTON



Media Code 4 222 0650 8.00
WBCN, Inc., 312 Stuart St., Boston, Mass. 02116.
Phone 617-482-6410.

WBOS-FM

1959
BROOKLINE



Media Code 4 222 0781 1.00
Champion Broadcasting System, Inc., 275 Tremont St., Boston, Mass. 02116. Phone 617-367-8677.

- PERSONNEL
President—Herbert S. Hoffman.
Vice-Pres. & Gen'l Mgr.—Ralph Weinman.
- REPRESENTATIVES
Jack Mans & Co., Inc.
- FACILITIES
ERP 50,000 w.; 92.9 mc. Stereo.
Operating schedule: _____ EST.
Antenna ht.: _____
- AGENCY COMMISSION
15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations

TIME RATES

Except for 8. PROGRAM TIME RATES, which do not apply to FM, rates are identical to WUNR. See that listing.

WBZ WBZ-FM

1921 1957
BOSTON



A Group W Station



Subscriber to the NAB Radio Code
Media Code 4 222 0910 6.00
Westinghouse Broadcasting Co., Inc., WBZ Radio and TV Center, 1170 Soldiers Field Rd., Boston, Mass. 02134. Phone 617-254-5670. TWX 710-830-5818.

STATION'S PROGRAMMING DESCRIPTION
WBZ: Programmed for general mass appeal. 5 music personalities, 6-10 am, 10 am-2 pm, 2-6 pm, 6:30-10 pm, 12M-6 am. Telephone talk program 10 pm-12M. NEWS: 5 min on hour except 10 min at 7 am, 9 am, noon. Half hour news 6-8:30 pm. Headlines on half hour except 5 min at 6:30, 7:30 & 8:30 am. SPORTS: professional football and college football play-by-play. MUSIC: 60% popular, 20% albums, 20% past hits. Public affairs Sun 8 pm-12M. Contact Representative for further details. Rec'd 12/5/68.

- PERSONNEL
General Manager—James R. Lightfoot.
General Sales Manager—Sy Yanoff.
Sales Service Manager—Horace P. Rolfs.
- REPRESENTATIVES
Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES
50,000 w.; 1030 kc. Directional—same pattern, all hours, clear channel.
Operating schedule: 24 hours daily. EST.
FM FACILITIES
ERP 2,800 w.; 106.7 mc.
Antenna ht.: 1,035 ft. above average terrain.
- AGENCY COMMISSION
15% on net time; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 33a.
Contracts: 40a, 41, 42a, 43, 44.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 71a, 73b.
Announcement contracts subject to cancellation on 14 days prior written notice, but no such notice shall be effective until 14 days after start of broadcasts.
Program contracts subject to cancellation on 28 days prior written notice, but no such notice shall be effective until 28 days after start of broadcasts.
FM programmed separately noon-6:00 pm and 8:05 pm-midnight.
Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will be binding on station.
Announcements and program periods may not be combined for discount purposes except for incentive discounts.

Incentive Discounts

Minimum weekly expenditure—100.00, news or announcements.
25 consec wks. _____ 5% 52 consec wks. _____ 10%
Class AA excluded except under M.A.N. and M.A. Plans. Class A news excluded.

TIME RATES

No. 15A EP—Rec'd 7/17/69.

7. PACKAGE PLANS
A—Mon thru Sat 8-10 am. Rotating 6:30-10 am or 8-9:30 am.
B—Mon thru Fri 9-8 pm.
C—Mon thru Sat 5:30-8 am; Sun 5:30-7 am; Mon thru Sun 8 pm-midnight.

PER WK:	1 t	6 t	12 t	20 t	32 t	40 t
1 min	125	-----	-----	-----	-----	-----
30 sec	105	-----	-----	-----	-----	-----
10 sec	75	-----	-----	-----	-----	-----
CLASS A						
1 min	85	72	88	60	55	51
30 sec	72	61	58	51	47	43
10 sec	51	43	41	36	33	31
CLASS B						
1 min	70	60	56	49	46	42
30 sec	60	51	48	42	39	36
10 sec	42	36	34	30	28	26
CLASS C						
1 min	40	34	32	28	26	24
30 sec	34	29	27	24	22	20
10 sec	24	20	19	17	16	14

BULK RATE PLAN

1500 1-min spots used within 52 wks, ea 41.00.
1820 1-min spot used within 52 wks, ea 38.00.
Same distribution as M.A.N. Plan. Preemptible to weekly plan advertiser. Subject to weekly plan short rates if cancelled. Must be contracted for in advance. Not combinable with other package plans.

M.A.N. PLAN
(25% AA, 25% A, 25% B, 25% C and/or Sun)

PER WK, EA:	8 t	12 t	20 t	32 t	40 t
1 min	64	59	53	48	45
30 sec	54	50	45	41	39
10 sec	38	35	32	29	27

When a combination of 1 minute, 30 and/or 10 second spots is purchased under the M.A.N. or M.A. Plans, each length spot must be used in units of 4, with percentage distribution as shown.
M.A.N. Plans contribute toward further discounts under weekly plan only.
M.A. Plans contribute toward further discounts under M.A.N. and weekly plan, but not vice-versa.

M.A. PLAN
(25% AA, 25% A (10 pm-midnight, subject to availabilities), 50% B)

PER WK, EA:	8 t	12 t	20 t
1 min	72	67	59
30 sec	61	57	50
10 sec	43	40	35

PREMIUM RATE

Per spot, flat. _____ 135
1 minute spots within News 7:05-7:10 am, 8:05-8:10 am. Not subject to incentive discounts.

R.O.S. PLAN

(except Mon thru Sat 10 pm-midnight)

PER WK, EA:	12 t	18 t	24 t
1 min	43	41	37
30 sec	43	41	37
CLASS B			
1 min	42	39	35
30 sec	36	33	30
CLASS C			
1 min	24	22	20
30 sec	19	17	17

Times and days are non-selective within time classification ordered. Preemptible without notice. Spots do not combine and do not earn additional discounts.

NIGHTLIGHT

(Tues thru Sun midnight-5:30 am)

PER WK:	1 t	10 t	20 t
1 min	15	12	43
30 sec	13	10	7

SPOT DISCOUNTS

Spots and News periods may not be combined for discount purposes except for incentive discounts. Incentive discounts apply to consecutive weeks of broadcast.

DISCOUNTS

Incentive Discounts: Minimum weekly expenditure before discounts 100.00 news or spots.
52 consec wk—10% 26 consec wk—5%
AA spots excluded except under M.A.N. and M.A. Plans; 5 News and BZ Copter Traffic Reports excluded.

CONTINUING DISCOUNTS

After an advertiser has earned an incentive discount, the discount earned will continue to apply so long as a consecutive weekly schedule of at least 100.00 gross per week is maintained, excepting Night Light, AA, R.O.S. Plans, 5 News and BZ Copter Traffic Reports.

WCAS

1949
CAMBRIDGE



A Kaiser/Globe Station

Subscriber to the NAB Radio Code
Media Code 4 222 1040 1.00
Kaiser-Globe Broadcasting Corp. 620 Massachusetts Ave., Cambridge, Mass. 02139. Phone 617-492-6450. TWX 710-331-0851.

- PERSONNEL
General Manager—Donald S. Shaw, Jr.
Program Manager—Tony Connano.
- REPRESENTATIVES
Michael Nichter Associates.
New England—Bill Creed Associates, Inc.
- FACILITIES
250 w.; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15% on time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Cancellation notice required 14 days before in writing.
Affiliated with American Information Network.

TIME RATES

ET 7/1/69—Rec'd 7/10/68.
AA—Mon thru Sat sign-on 10 am & 3 pm-sign-off.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
1 min	15.00	13.50	12.75	12.50	12.00	11.75	11.25	11.00	10.50	10.25
30 sec	12.00	10.50	10.25	9.75	9.50	9.00	8.75	8.50	8.25	8.00

CLASS A

CLASS AA	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
1 min	12.00	10.50	10.25	9.75	9.50	9.00	8.75	8.50	8.25	8.00
30 sec	9.75	9.00	8.25	8.00	7.50	7.25	7.00	6.75	6.50	6.25

10 sec: 50% of 1-min.

7. PACKAGE PLANS

CLASS AA	1 t	6 t	12 t	18 t	24 t	30 t
1 min	15.00	14.75	13.25	12.00	11.25	10.50
30 sec	12.00	11.75	10.50	9.75	9.00	8.25

CLASS A

CLASS AA	1 t	6 t	12 t	18 t	24 t	30 t
1 min	12.00	11.75	10.50	9.75	9.00	8.25
30 sec	9.75	9.50	8.25	7.50	7.25	6.50

10 sec: 50% of 1-min.

8. SPECIAL FEATURES

NEWS	1 t	2 t	3 t	4 t	5 t	6 t	7 t
AA	30.00	25.50	27.00	25.50	24.00	22.50	21.00
A	24.00	22.75	21.50	20.50	19.25	18.00	16.75

COMMUNITY REPORTS

CLASS AA	5 t	10 t	15 t	5 t	10 t	15 t
1 min	112.50	221.25	298.00	90.00	178.25	236.25
30 sec	90.00	178.25	236.25	75.00	142.50	185.50

WCOP

1935
BOSTON

NBC Radio Network



STONE REPRESENTATIVES, INC.



A Plough, Inc. Station
Media Code 4 222 1170 6.00
Plough Broadcasting Corporation, 234 Clarendon St., Boston, Mass. 02116. Phone 617-267-0123.

- PERSONNEL
President—Harold R. Kreistain (Memphis).
Vice-Pres. & Gen'l Mgr.—John F. Crohan.
Sales Manager—John F. X. Davis.
- REPRESENTATIVES
Stone Representatives, Inc.
- FACILITIES
5,000 w.; 1150 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0 net time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 29a, 33a.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50.
Comb.; Cont. Discounts: 60a, 60d, 60c, 60f, 60i, 61, 62a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 14 ET 1/1/69—Rec'd 1/15/69.

AAA—Mon thru Sat 8-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Sun thru Sat 7 pm-midnight.
C—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE	AAA	AA	A	B
1 x	50	48	46	44
52 x	48	46	44	42
104 x	46	44	42	40
156 x	44	42	40	38
208 x	38	36	32	30
312 x	36	32	30	29
364 x	34	30	28	27
420 x	32	27	26	25
1040 x	30	25	24	23

FIXED POSITION
Within specified 1/2 hr. _____ 50 48 46 44

7. PACKAGE PLANS

1-MINUTE SATURATION PACKAGE

PER WK:	6 t	12 t	18 t	24 t	30 t	36 t
AAA	276	528	688	864	1020	1162
AA	264	504	648	792	900	972
A	256	480	576	720	840	930

Not combinable to earn frequency discounts, and multi-products do not combine, unless purchased on one contract through one agency. Not subject to retro-active discounts. May be cross combined to earn numerical frequency.

TOTAL AUDIENCE PLAN

1 MIN:	WPLY
6 t (2AAA, 2AA, 2A)	252
12 t (4AAA, 4AA, 4A)	420
18 t (6AAA, 6AA, 6A)	594
24 t (8AAA, 8AA, 8A)	720
30 t (10AAA, 10AA, 10A)	840
36 t (12AAA, 12AA, 12A)	936

ROS SUNDAY THRU SATURDAY
(BTA—Pre-emptible)

40 t per wk, ea	27	50 t per wk, ea	25
30 sec: 70% of 1-min.	22	528	594
20 sec: 70% of 1-min.	10	50	56

10. SPECIAL FEATURES

6 MINUTE NEWSCASTS

WKLY:	1 t	6 t	12 t	18 t	24 t	21 t
AAA	85	300	350	576	644	732
AA	82	298	336	552	616	704
A	80	296	328	528	588	672

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	26 wk—10%	52 wk—15%
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STONE REPRESENTATIVES, INC.

Media Code 4 222 1171 4.00
Plough Broadcasting Co., Inc., 234 Clarendon St., Boston, Mass. 02116. Phone 617-267-0123.

- PERSONNEL
President—Harold R. Kreistain (Memphis).
Vice-Pres. & Gen'l Mgr.—John F. Crohan.
Station Manager—Gus Saunders.
- REPRESENTATIVES
Stone Representatives, Inc.
- FACILITIES
ERP 20,000 w.; 100.7 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION
15%
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 73a.

TIME RATES

No. 1 ET 7/1/69—Rec'd 7/15/68.

1 min	1x	5x	10x
1 min	10	8	6
1 x	25	50	75
5 x	25	40	65

8. PROGRAM TIME RATES

10 min	1/4 hr	25 min	50 min
1 x	25	50	75
5 x	25	40	65

10. SPECIAL FEATURES
Boston Kitchen Show—flat on _____ 20
DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%

WCRB

1947

WCRB-FM

1953



Media Code 4 222 1300 9.00
Charles River Broadcasting Co.
Boston Studio and Sales Office—Sheraton Plaza Hotel, Boston, Mass. 02116. Phone 617-893-7080.
Send all copy and billing to WCRB, 750 South St., Waltham, Mass. 02154.

STATION'S PROGRAMMING DESCRIPTION
WCRB: Programmed for general interest.
MUSIC: serious music featuring symphonies, concertos, cantatas, motets, chamber music, opera, baroque, ballet and solo instruments featured 10 am-noon, 1-4 pm & 7 pm-1 am. Lighter music including waltzes, polkas, marches, classical excerpts. Light classical pieces featured 6-9 am & 4-6 pm daily. Music from standard popular favorites noon-1 pm & 6-7 pm.
NEWS: 7:55 am, noon & 11 pm, all 10 min, 5 min summary newscasts scheduled at 6 am, 8:30 am, 7 am, 7:30 am, 9 am, 11 am, noon, 1 pm, 4 pm, 6 pm & 7 pm-1 am. Discussion nightly at 6:50 pm Sun at 2:25 pm. Contact Representative for further details. Rec'd 1/2/69.

- PERSONNEL
President—Theodore Jones.
Vice-Pres. & Gen'l Mgr.—Richard L. Kaye.
Sales Manager—Charles G. Frye, Jr.
- REPRESENTATIVES
John C. Butler & Company, Inc.

MASSACHUSETTS

Boston—WCRB, WCRB-FM—Continued

SPECIAL EVENTS
(Cinema, Concerts, Theatre etc.)
1 minute, ea. 12.00
Annual pkg. (250 min) ea. 10.00

8. PROGRAM TIME RATES
CLASS AA
(7:00-9:00 am Mon thru Sat; 4:00-11:00 pm Mon thru Fri; noon-11:00 pm Sat and Sun)

PER YR:	1 hr	25/30	1/4 hr	10 min	5 min
1 wk	120.00	75.00	50.00	40.00	35.00
26 wk	115.00	70.00	47.00	37.00	33.00
52 wk	105.00	60.00	42.00	35.00	30.00
104 wk	100.00	55.00	40.00	34.00	29.00
156 wk	95.00	52.00	38.00	32.00	27.00
260 wk	90.00	50.00	36.00	31.00	26.00
312 wk	85.00	47.00	35.00	30.00	25.00

(All other times)

1 wk	100.00	60.00	43.00	35.00	30.00
26 wk	95.00	57.00	41.00	33.00	28.00
52 wk	90.00	54.00	39.00	31.00	26.00
104 wk	85.00	51.00	37.00	29.00	24.00
156 wk	80.00	48.00	35.00	27.00	22.00
260 wk	75.00	46.00	33.00	25.00	20.00
312 wk	70.00	44.00	32.00	23.00	18.00
312 wk	65.00	42.00	31.00	22.00	17.00

Programs and announcements may be combined to earn frequency discounts.

9. PARTICIPATING PROGRAMS

MON THRU FRI:
WCRB Second Program with Dave MacNeill—9:05-10:00 am. A rates plus 10%
Morning Concert with Rob Stuart-Vail—10:05 am-noon. Class A plus 10%
Evening Symphony with Rob Stuart Vail—8:05 pm-midnight. Class AA plus 10%
WCRB at Midday with Dave Tucker—12:10-2 pm. Gourmet Guide—60 word participation, 3 participations per week.

13 wk 26 52 wk 20
26 wk 23

TUE:
Record Review with John Cameron—10 pm. Class AA plus 10%.

THURS:
Boston—Symphony—9 pm. Class AA plus 10%.

SAT:
Afternoon At Opera with Dave Tucker—2:53-5:30 pm. A rate plus 10%.

Boston Symphony Orchestra conducted by Erich Leinsdorf with Richard L. Kaye and William Pierce—8:05-10 pm. Full sponsorship 400.00, half sponsorship 210.00.

SUN:
Concert Time:
Boston Pops Orchestra—5-7 pm. Arthur Fiedler conductor. Full sponsorship 375.00, half sponsorship 195.00.
Showtime In Stereo with Dave Tucker—7:05-8 pm. Class AA plus 10%.

10. SPECIAL FEATURES

NEWSCASTS PACKAGES

AA, PER WK: 7 wk 13 wk 26 wk 52 wk 104 wk

6 ti 85 33 31 27 23
12 ti 84 32 30 26 22
18 ti 33 31 29 25 21
24 ti 32 30 28 24 20

6 ti 29 27 25 20 16
12 ti 28 26 24 19 15
18 ti 27 25 23 18 14
24 ti 26 24 22 17 12

WEEI

1924
BOSTON

CBS Owned

Represented by **CBS RADIO SPOT SALES**

News - Talk - Information

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 222 1430 4.00
CBS Radio, a division of Columbia Broadcasting System, Inc., 4450 Prudential Tower, Boston, Mass. 02199, Phone 617-282-5900.

STATION'S PROGRAMMING DESCRIPTION

WEEI: Programmed for general interest. All news and talk format: M-F, 5:30 am-11:30 pm, Sat, 5:30 am-11 pm, Sun, 6:30 am-6 pm & 7-9 pm, 2 expanded news programs, featuring news, sports, weather, traffic and special features, M-Sat, 5:30-9 am and M-F, 6-7:30 pm. Hourly local and national news plus network features and public affairs programs. Classical and semi-classical music broadcast M-Sat, 11:30 pm-5:30 am. Talk programs with talkmasters handling phone broadcast in blocks, M-F, 9-11:30 am, 2-6 pm & 7:30-11:30 pm, Sat, 9-11:30 am, noon-2 pm & 7-11 pm, Sun, 6:30-9:30 am, 10 am-2 pm, 2-6 pm & 7-9 pm. News 45%, Telephone and talk 37%, Music 18%. Contact Representative for further details. Rec'd 1/8/69.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald J. Trageser.
General Sales Manager—Ronald E. Bain, Jr.
National Sales Manager—Robert W. Allen.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
5,000 w.; 590 kc.
Licensed to operate full time on regional channel.
Operating schedule: 24 hours daily except 12:05-5:30 am Mon—EST.

4. AGENCY COMMISSION
15% on net charges.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a

Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

All rates quoted are dollar cost per unit unless otherwise specified.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 ET 12/29/68—Rec'd 12/5/68.

AM Drive—Mon thru Sat 5-10 am.
PM Drive—Mon thru Sat 3-7 pm.
Daytime—Mon thru Sat 10 am-3 pm.
Nighttime/Weekend—Mon thru Sun 7-11:30 pm; Sun 6:30 am-11:30 pm.

Early AM—Mon thru Sat 5:30-6 am.

6. SPOT ANNOUNCEMENTS
SECTION I—ANNOUNCEMENTS
(Rotate within Specified Time Class)

1 MINUTE
AM DRIVE

PER CONSEC WK: 1 ti 6 ti 12 ti 18 ti 24+

1 wk 90 80 73 68 60
26 wk 85 76 69 63 57
52+ 81 72 66 61 54

PM DRIVE

1 wk 82 75 69 63 57
26 wk 78 71 66 60 54
52+ 74 67 62 57 51

DAYTIME

1 wk 68 63 56 49 44
26 wk 66 60 53 47 42
52+ 63 57 50 44 40

NIGHTTIME/WEEKEND

1 wk 42 39 36 33 30
26 wk 40 37 34 31 28
52+ 38 35 32 30 27

EARLY AM—Flat 20.

20/30 SECONDS
AM DRIVE

1 wk 72 64 58 53 48
26 wk 68 61 55 50 46
52+ 65 58 52 48 43

PM DRIVE

1 wk 66 60 55 50 46
26 wk 63 57 52 47 44
52+ 59 54 49 45 41

DAYTIME

1 wk 56 50 45 39 35
26 wk 53 47 43 37 33
52+ 50 45 40 35 31

NIGHTTIME/WEEKEND

1 wk 34 31 29 26 24
26 wk 32 29 28 25 23
52+ 31 28 26 23 22

EARLY AM—Flat 16.

10 SECONDS
AM DRIVE

1 wk 54 48 44 40 36
26 wk 51 46 42 38 34
52+ 49 43 40 36 32

PM DRIVE

1 wk 49 45 41 38 34
26 wk 47 43 39 36 32
52 wk 44 40 37 34 31

DAYTIME

1 wk 49 38 34 29 26
26 wk 46 36 32 28 25
52+ 43 34 31 26 23

NIGHTTIME/WEEKEND

1 wk 25 23 22 20 18
26 wk 24 22 21 19 17
52+ 22 21 20 18 16

EARLY AM—Flat 12.

7. PACKAGE PLANS
SECTION I—SPECIAL FEATURES

NOTE: Additional spots may be added to these plans. Add spots to below MIP plans in this sequence: evenings/weekends 10 am-7 pm Mon thru Sat; 6-10 am Mon thru Sat.

A. MAXIMUM IMPACT PLANS

PER WK: (*) (†) (‡) 1 min 20/30 10 sec

Plan I, 6 1 3 2 336 270 186
Plan II, 12 3 6 4 612 492 336
Plan III, 18 5 7 6 828 666 450
Plan IV, 24 7 9 8 984 792 552
Plan V, 36 10 13 13 1404 1116

MIP may not combine with other packages for lower rates but may count numerically toward obtaining lower rates for spots in Section I.

(*) Mon thru Sat 8-10 am.
(†) Mon thru Sat 18 am-7 pm.
(‡) Evening/Weekends.

B. DAYTIME PLANS
(Mon thru Sat 10 am-3 pm)

PER WK, EA: 1 min 6 ti 12 ti 18 ti 24 ti

1 min 50 46 42 38
20/30 sec 49 43 37 34
10 sec 30 28 25 23

C. NIGHTTIME/WEEKENDS
(Mon thru Fri 7-11:30 pm; Sat & Sun 6 am-11:30 pm)

1 min 30 28 26 24
20/30 sec 24 22 21 19
10 sec 18 17 16 14

10. SPECIAL FEATURES
SECTION II

D. 5/10/15 MINUTE NEWS PLANS
5 MINUTES

PER WK: -Per Consec Wk-

AM DRIVE: 1 wk 25 wk 52+

1 ti 92 87 83
6 ti 87 83 78

PM DRIVE:

1 ti 88 84 79
6 ti 84 80 76

DAYTIME:

1 ti 74 70 67
6 ti 70 66 63

NIGHTTIME/WEEKEND:

1 ti 46 44 41
6 ti 42 40 38

AM DRIVE: 10 MINUTES

1 ti 141 134 127
6 ti 134 127 121

PM DRIVE:

1 ti 135 128 121
6 ti 128 122 115

DAYTIME:

1 ti 111 105 100
6 ti 105 100 94

NIGHTTIME/WEEKEND:

1 ti 73 69 66
6 ti 67 64 61

15 MINUTES

-Per Consec Wk-
AM DRIVE: 1 wk 25 wk 52+

1 ti 189 181 152
6 ti 181 153 145

PM DRIVE:

1 ti 182 154 146
6 ti 154 148 139

DAYTIME:

1 ti 135 128 121
6 ti 128 122 115

NIGHTTIME/WEEKEND:

1 ti 86 82 77
6 ti 78 74 70

Rates do not include Production or News Service charges.

WEEI-FM

1948
BOSTON

NAB

NIAFMB

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 222 1431 2.00

CBS/FM Broadcasting, A Service of CBS Radio, a division of Columbia Broadcasting System, Inc., 4450 Prudential Tower, Boston, Mass. 02199, Phone 617-282-5900.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald J. Trageser.
Program Director—Daniel K. Griffin.
Sales Manager—David A. McLaughlin.

2. REPRESENTATIVES
CBS/FM National Sales: See Rep & S/O pages.

3. FACILITIES
ERP 20,000 w.; 103.3 mc.
Operating schedule: 6-2 am daily, EST.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 31.
Contracts: 40b, 41.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 73a.
Member: CBS/FM Broadcasting.

TIME RATES
No. 4 ET 12/29/68—Rec'd 12/26/68.

AA—Mon thru Sun 4-11 pm.
A—Mon thru Sat 9 am-4 pm; Sun 6 am-4 pm.
B—Mon thru Sun 11 pm-2 am.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec 1 min 30 sec

1 ti 15 12 12 9 9 7
6 ti 13 10 10 8 8 6
12 ti 12 9 9 7 7 5
18 ti 10 8 8 6 6 4
24 ti 9 7 7 5 5 3

7. PACKAGE PLANS 1 min 30 sec

6 ti (SAA, SA) 59 48
12 ti (SAA, SA) 107 82
18 ti (SAA, SA) 138 107
24 ti (SAA, SA) 163 122

CONSECUTIVE WEEK DISCOUNT

5% 52 wk—10%
Minimum expenditure 15.00 per week.

WEZE

1922
BOSTON

The Eastman Station

Media Code 4 222 1560 8.00

Easy Industries, Inc., Statler Office Bldg., 10 Arcade Boston, Mass. 02118, Phone 617-642-1717.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arthur E. Haley.
Vice-President—M. J. Williams.
Sales Manager—Vernon L. Goodwin.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
5,000 w.; 1260 kc. Directional—night only.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Afiliated with The Eastman Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 ET 7/1/67—Rec'd 8/2/67.

AAA—Mon thru Sat 6-10 am & 4-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti

1 min 55.00 50.00 45.00 40.00 35.00
3/20/10 44.00 40.00 36.00 34.40 32.00

CLASS AAA

1 min 50.00 45.00 40.00 38.00 35.00
30/20 sec 40.00 36.00 32.00 30.40 28.00
10 sec 30.00 27.00 24.00 22.80 21.00

CLASS A

1 min 32.00 27.00 25.00 25.00 24.00 23.00
30/20 sec 25.00 21.60 20.80 20.00 19.20 18.40
10 sec 10.20 16.20 15.60 15.00 14.40 13.80

FAMILY PLAN

6 spots (6-10 am Mon thru Sat).
6 spots (4-7 pm Mon thru Sat).
4 spots (7-10 pm Mon thru Sat).
4 spots (10 am-4 pm Sat).4 spots (noon-7 pm Sun).
24 1-min spots, ea. _____ 32
30/20 sec: 80% of 1-min. *10 sec: 60% of 1-min.
(* AAA 80% of 1-min.)
Not combinable with other weekly packages.

CONSECUTIVE WEEK DISCOUNTS

26 wk—5% 52 wk—10%
Rateholder: Minimum expenditure 6 1-minute spots weekly, any time period 6 am-midnight.
Family Plan not combinable with other weekly plans for added frequency.

10. SPECIAL FEATURES
NEWSCASTS
5 minutes, 1-1/2 times applicable 1

W H D H-FM
1948
BOSTON
BLAIR RADIO
Independent

Subscriber to the NAB Radio Code
Media Code 4 222 1691 1.00
WHDH, Inc., 50 Morrissey Blvd., Boston, Mass.
02125. Phone 617-288-5000. TWX 710-333-0172.

1. PERSONNEL
Pres. & Gen'l Manager—Harold E. Clancy.
Sales Manager—Paul Kelly, Jr.
Assistant Sales Manager—Stephen Decatur.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 9,800 w.; 94.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
See WHDH listing for coded regulations.

TIME RATES
No. 4 ET 9/1/68—Rec'd 8/20/68.
A—Mon thru Sun 3 pm-midnight.
B—Mon thru Sun 6 am-3 pm.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE			
A	1x	156x	312x 624x
B	30.00	28.00	26.00 24.00
A	24.00	22.00	20.50 19.00
C	10.00	9.00	8.50 8.00
30 SECONDS			
A	24.00	22.00	20.50 19.00
B	19.00	17.50	16.00 15.00
C	8.00	7.00	6.50 6.00
10 SECONDS			
A	15.00	14.00	13.00 12.00
B	12.00	11.00	10.00 9.50
C	5.00	4.50	4.20 4.00

ADDITIONAL VOLUME DISCOUNT
1,000 spots per yr: 5% off the 1x rate on spots.
5% off the 6x rate on ROS spots.

7. PACKAGE PLANS

1 MINUTE			
PER WK:	8 tl	12 tl	24 tl 48 tl
A	15.00	14.00	13.00 12.00
B	12.00	11.00	10.25 9.50
C	5.00	4.50	4.25 4.00
30 SECONDS			
A	12.00	11.00	10.25 9.50
B	9.50	8.75	8.00 7.50
C	4.00	3.50	3.25 3.00
10 SECONDS			
A	7.50	7.00	6.50 6.00
B	6.00	5.50	5.00 4.75
C	2.50	2.25	2.10 2.00

ROS in any combination, preemptible by firm spots without notice.

8. PROGRAM TIME RATES

1 HOUR				
PER WK:	1 tl	2 tl	3 tl	5 tl 6 tl
A	150.00	140.00	130.00	110.00 100.00
B	120.00	112.00	104.00	88.00 80.00
C	50.00	46.50	43.00	36.50 33.00
1/2 HOUR				
A	90.00	84.00	78.00	68.00 60.00
B	72.00	67.00	62.00	52.50 48.00
C	30.00	28.00	26.00	22.00 20.00
5 MINUTES				
A	37.50	35.00	32.50	27.50 25.00
B	30.00	28.00	26.00	22.00 20.00
C	12.50	11.50	10.75	9.00 8.25

52 wk—5% off 1 tl rate.

WHIL
1951
MEDFORD

Media Code 4 222 1820 6.00
Conant Broadcasting Co., Inc., 99 Revere Beach Parkway, Boston, Mass. 02155. Phone 617-396-1430.

STATION'S PROGRAMMING DESCRIPTION
WHIL: Programmed for adults.
6-7 am country music. 7-9 am middle-of-the-road music with air personality. News every half hour with 15 min news, sports and weather at 8 am, 9:05-10 am interview program. 10 am - sign-off middle-of-the-road music with news every hour on half hour with 15 min news at noon. 5 min news at 4 pm, 5 pm & 6 pm. SPORTS: live play-by-play of area high school football, basketball and hockey. Also feature horse races Apr-Sept. Thurs, 10-11 am, home garden show with open telephone lines for audience questions. Contact Representative for further details. Rec'd 10/3/68.

1. PERSONNEL
President—Sherwood J. Tarlow.
General Manager—Joseph Kruger.
Operations Manager—Ken Manley.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-7 am. For non-simulcast facilities see WHIL-FM.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 15a, 14a, 15b, 15c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c.

TIME RATES
Card received September 11, 1961.
Class AA—8:00 pm-10:00 am Mon thru Sun.
Class A—8:00 am-5:00 pm and 1:00-2:00 am Mon thru Fri; 8:00 am-5:00 pm and 1:00-3:00 am Sat; 11:30 am-5:00 pm and 1:00-2:00 am Sun.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/1/68—Rec'd 1/14/68.
AA—Traffic time 6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED POSITION								
EA:	1x	15x	26x	52x	104x	156x	200x	260x
1 min	22	20	18	16	15	14	13	

7. PACKAGE PLANS

ROS		AA		A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
5 tl	70	60	45	65	55	35
10 tl	135	110	70	120	95	60
15 tl	195	145	95	160	125	85
20 tl	250	190	125	210	160	110
25 tl	300	230	150	255	195	130
30 tl	350	270	175	300	230	150
40 tl	450	340	230	375	275	185
50 tl	495	375	260	425	325	215

GOOD MUSIC SEGMENTS

1 tl	3 tl	6 tl	9 tl	12 tl	15+ tl
Ea	36	33	30	28	24

8. SPECIAL FEATURES

HEADLINES			
Per wk	3 tl	6 tl	12 tl 24 tl
	55	85	150 265
NEWS			
3 tl	75	6 tl	130

WHIL-FM
1961
MEDFORD

Media Code 4 222 1821 4.00
Conant Broadcasting Co., Inc., 99 Revere Beach Parkway, Boston, Mass. 02155. Phone 617-396-1430.

STATION'S PROGRAMMING DESCRIPTION
WHIL-FM: 7:05 am-1 am country and western music with 5 min news on hour and headline news on half hour. Contact Representative for further details. Rec'd 1/14/68.

1. PERSONNEL
President—Sherwood J. Tarlow.
General Manager—Joseph Kruger.
Operations Manager—Ken Manley.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
ERP 50,000 w.; 107.9 mc.
Operating schedule: Sign-on-1 am. EST.
Antenna ht.:
Partial simulcast operation. Operated separately except 6-7 am. For simulcast facilities see WHIL.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b, 13b, 15b, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c, 25a, 26, 27, 29a, 29b, 30, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective February 3, 1966.

7. PACKAGE PLANS

1 MINUTE WEEKLY PACKAGES			
PER WK:	40	20 tl	130
5 tl	75	30 tl	180
15 tl	105	40 tl	200

W H R B (FM)
1957
CAMBRIDGE

Media Code 4 222 1950 1.00
Harvard Radio Broadcasting Co., Inc., 45 Quincy St., Cambridge, Mass. 02138. Phone 617-844-9550.

STATION'S PROGRAMMING DESCRIPTION
WHIRB (FM): Programmed for adults.
MUSIC: serious music 55% maintaining a balance of all 5 historical eras and orchestral and chamber works. 3 special concerts weekly. Jazz 20%, including all eras. Live jazz on Fri evening. Folk 5%, mainly Negro blues and country and western. NEWS: scattered broadcasts, plus complete summary at 11:30. News specials on Sun. SPORTS: coverage of college football, hockey and basketball. Contact Representative for further details. Rec'd 11/29/67.

1. PERSONNEL
President—Kenneth Bechis.
Station Manager—Paul Perkovic.
Program Manager—Mark Levinson.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 3,000 w.; 95.3 mc. Stereo.
Operating schedule: 8:00-2:00 am Mon thru Fri; 10:30-3:00 am Sat; 9:30-2:00 am Sun.
Antenna ht.: 110 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 15a, 14a, 15b, 15c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Major Market Radio Network.

6. SPOT ANNOUNCEMENTS

CLASS AA			
1 min	30 sec	1 min	30 sec
1 time	3.00	6.00	101 times 7.25
26 times	7.75	5.75	201 times
51 times	7.50	5.50	or more 7.00
CLASS A			
1 time	6.00	4.00	101 times 5.60
26 times	5.85	3.85	201 times
51 times	5.75	3.75	or more 5.50

1-min & 30-sec spots may be combined to earn discounts.

8. PROGRAM TIME RATES

CLASS AA			
1 hr	1/2 hr	1/4 hr	10 min 5 min
1 time	50.00	35.00	25.00 20.00
14 times	47.50	33.25	24.00 19.25
27 times	45.00	31.50	23.00 18.50
53 times	42.50	29.75	22.00 17.75
105 times or more	40.00	28.00	21.00 17.00
CLASS A			
1 time	35.00	25.00	20.00 15.00
14 times	33.25	24.00	19.25 14.50
27 times	31.50	23.00	18.50 14.00
53 times	29.75	22.00	17.75 13.50
105 times or more	28.00	21.00	17.00 13.00

WILD
1946
BOSTON

Media Code 4 222 2080 6.00
Dynamic Broadcasting, 719 Boylston St., Boston, Mass. 02116. Phone 617-287-1900.

STATION'S PROGRAMMING DESCRIPTION
WILD: Programmed for Negro listener.
AIR PERSONALITIES handle all segments. Rhythm and blues music format. NEWS: 5 min at :55, headlines at :25. Negro community news 75%, national and other local news 25%. 3 man news department. 1 mobile unit. SPORTS: at 7:30 am & 5:30 pm. Station participates in fund drives for community activities. Personalities available for remote broadcasts and endorsements. Contact Representative for further details. Rec'd 7/21/67.

1. PERSONNEL
President—Leonard E. Walk.
Exec. Vice-Pres. & Nat'l Sales Mgr.—Joe Bassett.
Vice-Pres. & Gen'l Mgr.—Norman Kruglak.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Southern—Bernard I. Ochs, Co.

3. FACILITIES
1,000 w. days; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 22a, 23a, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 46.
Comb.; Cont. Discounts: 60b, 60f, 60c.
Cancellation: 70c, 71a.
Prod. Services: 80.
Sold in combination with WUFO—Buffalo, WLTO—Miami and WAMO and WAMO-FM—Pittsburgh. See WAMO for discount.

TIME RATES
ET 8/1/68—Rec'd 8/4/68.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	18.00	17.10	16.20	15.30	14.40	13.50	12.60
30 sec	25% of 1-min.	10 sec	50% of 1-min.				

7. PACKAGE PLANS

SATURATION PACKAGE—ROS		
PER WK:	1 min	1 min
60 tl	504.00	30 tl
54 tl	486.00	24 tl
48 tl	468.00	18 tl
42 tl	450.00	12 tl
36 tl	432.00	12 tl

Must be used within 1 week.

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	150.00	90.00	60.00	45.00	30.00
26 x	145.00	87.00	58.00	43.00	29.00
52 x	140.00	84.00	56.00	42.00	28.00
104 x	135.00	81.00	54.00	40.50	27.00
156 x	130.00	78.00	52.00	39.00	26.00
168 x	125.00	75.00	50.00	37.50	25.00
260 x	120.00	72.00	48.00	36.00	24.00
312 x	115.00	69.00	46.00	34.50	23.00

10. SPECIAL FEATURES

5-MINUTE NEWCASTS	
12 per wk	216 6 per wk

W J B (FM)
1945
BOSTON
A Kaiser/Globe Station

QMI QUALITY MEDIA INCORPORATED

Media Code 4 222 2210 9.00
Kaiser-Globe Broadcasting Corp., 68 Commercial Wharf, Boston, Mass. 02110. Phone 617-623-6611. TWX 710-381-0851.

STATION'S PROGRAMMING DESCRIPTION
WJBF (FM): Programmed for adults.
MUSIC: popular album format at all times. Music primarily instrumental of definite adult appeal and includes standards, film, and middle-of-the-road. NEWS: hourly capsules at :55. Contact Representative for further details. Rec'd 10/18/67.

1. PERSONNEL
General Manager—Peter V. Taylor.
General Sales Manager—Charles M. Pickering.
Traf. & Sales/Serv. Mgr.—Pru Smith.

2. REPRESENTATIVES
Quality Media Incorporated.

MASSACHUSETTS

3. FACILITIES
ERP 7,700 w. (horiz.), 8,700 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1010 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 14c, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 62b, 62d.
Prod. Services: 80, 81, 82.
Commercial policy: 8 minutes per hour.

TIME RATES
No. 4A ET 7/1/68—Rec'd 7/14/68.
AAA—Mon thru Sun 10 am-8 pm.
A—Mon thru Sun 6-10 am & 8-11 pm.
B—Mon thru Sun 11 pm-6 pm.

7. PACKAGE PLANS

PER WK:	(*)	5 tl	10 tl	15 tl	20 tl
AAA	60	45	40	35	30
AA	40	35	30	25	20
A	30	25	20	15	10

(*) 1 tl and fixed.

WEEKEND PLAN

AAA	AA	A
25	20	10

Minimum of 8 spots Sat or Sun. 10 sec: 50% of 1-min.
30/20 sec: 80% of 1-min.

8. PROGRAM TIME RATES
1 hr: 8 x 1-min. 1/2 hr: 5 x 1-min.

10. SPECIAL FEATURES
Newcasts—1-1/2 x applicable 1-min.

WMEX
1934
BOSTON
KATZ RADIO
EAST

A Richmond Bros. Station
Media Code 4 222 2470 9.00
Richmond Brothers, Inc., 115 Broadway, Boston, Mass. 02118. Phone 617-428-1700.

1. PERSONNEL
President—M. Evans Richmond.
General Manager—Romer Odom.
Program Director—Warren Duffy.

2. REPRESENTATIVES
Katz Radio, East.

3. FACILITIES
5,000 w.; 1510 kc. Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a.
Contracts: 45, 46.
Cancellation: 71a.
Time sold under WMEX standard terms and conditions printed on WMEX facility contract forms only and no conditions, printed or otherwise, appearing on order, copy instructions, or on contract, which conflict with station's policies, will be binding on station. Affiliated with Katz Radio A.I.D. Plan. Affiliated with American Contemporary Network.

TIME RATES
No. 7 ET 5/1/68—Rec'd 4/19/68.
AA—Mon thru Sat 9 am-4 pm & 7-11 pm; Sun 8:30 am-4 pm & 8:45 pm-midnight.
B—Tues thru Sat 5-6 am; Sun 5:8:30 am & 4-8:45 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
PER WK:	*1 tl	6 tl	12 tl	18 tl 24 tl
AA	50	45	42	42 42
A	30	25	23	21 19

(*) 1 tl or fixed position.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN			
PER WK:	12 tl	18 tl	24 tl
18 tl (7AA, 8A, 3B)	594		
24 tl (10AA, 10A, 4B)	744		

COMBINABILITY
All announcements except those in "The Steve Fredericks Show" program units and newcasts may be cross-combined for discount purposes.

ROS PLAN
(Mon thru Sun 1 am-7 pm)

PER WK:	12 tl	18 tl	24 tl
1 min. ea.	30	25	
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.			

SPECIAL ADULT AUDIENCE PACKAGE

1 MINUTE			
PER WK:	5 tl	10 tl	15 tl 20 tl
AA	67	63	60 56
A	40	37	34 30

MASSACHUSETTS

Boston—Continued



An RKO General Station
Media Code 4 222 2600 1.00
RKO General Broadcasting, Inc., RKO General Bldg., Gov't Center, Boston, Mass. 02114. Phone 617-742-9000. TWX 710-321-0469.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Perry S. Ury.
Director of Sales—H. W. "Bud" Simmen.
Program Director—Mel Phillips.
- REPRESENTATIVES**
RKO Radio Representatives, Inc.
- FACILITIES**
50,000 w.; 680 kc. Directional—separate pattern day & night.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WROR (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 ET 5/1/68—Rec'd 3/31/69.

AA—Mon thru Fri 6-10 am & 8-7 pm; Sat 6 am-7 pm; Sun noon-6 pm.
B—Mon thru Sun 6 am-3 pm & 7-10 pm; Sat & Sun 7-10 pm; Sun 6 am-noon.
C—Mon thru Sun 6 am and 10 pm-1 am.
D—Tues thru Sun 1-5 am

6. SPOT ANNOUNCEMENTS
1 MINUTE

EA:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	90	84	80	76	72
A	75	69	65	61	57
B	65	60	57	54	50
C	20	19	18	17	16

30 SECONDS

AA	72	67	64	61	58
A	60	55	52	48	45
B	52	48	46	43	40
C	16	15	14	13	12

10 sec: 50% of 1-min, when available.
Must run evenly over 6-day period.

Applicable rate less 20% Moveable and preemptible without notice. No other discounts apply.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%



Media Code 4 222 2665 4.00
RKO General Broadcasting, Inc., RKO General Bldg., Government Ctr., Boston, Mass. 02114. Phone 617-742-9000.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Perry S. Ury.
Sales Manager—Daniel L. McCabe.
Program Director—Mel Phillips.
- REPRESENTATIVES**
RKO Radio Representatives, Inc.
- FACILITIES**
ERP 11,000 w. (horiz.), 11,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 6-2 am daily. EST.
Antenna ht.: 915 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Cancellation: 70e.
AM facilities: WRKO

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 7/7/68—Rec'd 7/30/69.

AA—Mon thru Sun 8-11 pm.
A—Mon thru Sun 6 am-3 pm.
B—Tues thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

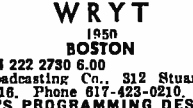
PER WK. EA:	6 ti	12 ti	24 ti	36 ti
AA	14	13	12	11
B	9	8	7	6

30 SECONDS

AA	11	10	9	8
A	9	8	7	6
B	8	7	6	5

10 sec: 50% of 1-min

DISCOUNT
52 wk—5%
RATEHOLDER
Minimum 6 spots per week.



Media Code 4 222 2790 6.00
Pilgrim Broadcasting, Inc., 912 Stuart St., Boston, Mass. 02116. Phone 617-423-0210.
STATION'S PROGRAMMING DESCRIPTION
WRYT: Programmed for adults.
Interviews, discussions and talks, subject matter ranging from political and religious to educational and social. NEWS: network at 6 min before hour with special 15 min news at noon. MUSIC: consists of segmented general popular music, featuring standards and showtunes. Weekend format includes local college football. Contact Representative for further details. Rec'd 11/14/67.

- PERSONNEL**
President—Ralph Gullid.
Pres./Sta. Div.—George R. Fitzinger.
General Manager—Kenneth R. Carter.
- REPRESENTATIVES**
McGavren-Gulid-PGW Radio, Inc.
California—J. C. Gates & Company.
- FACILITIES**
5,000 w.; 950 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c.
Cancellation: 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1964.
Rates received July 6, 1964.

7. PACKAGE PLANS
SPECIAL PACKAGE PLANS FOR CONSECUTIVE ADVERTISING 12 WORD ANNOUNCEMENTS

PER WK:	1 wk	4 wk	8 wk	13 wk	26 wk	52 wk
12 ti	32.00	31.00	30.00	29.00	28.00	27.00
20 ti	31.00	30.00	29.00	28.00	27.00	26.00
30 ti	30.00	29.00	28.00	27.00	26.00	25.00
40 ti	29.00	28.00	27.00	26.00	25.00	24.00

60 WORD ANNOUNCEMENTS

6 ti	25.00	24.00	23.00	22.00	21.00	20.00
12 ti	24.00	23.00	22.00	21.00	20.00	19.00
20 ti	23.00	22.00	21.00	20.00	19.00	18.00
30 ti	22.00	21.00	20.00	19.00	18.00	17.00

20 WORD ANNOUNCEMENTS

6 ti	17.00	16.00	15.00	14.00	13.00	12.00
12 ti	16.00	15.00	14.00	13.00	12.00	11.00
20 ti	15.00	14.00	13.00	12.00	11.00	10.00
30 ti	14.00	13.00	12.00	11.00	10.00	9.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	250.00	165.00	110.00	75.00
1 ti	235.00	154.00	105.00	72.50
26 ti	225.00	148.50	99.00	67.50
52 ti	215.00	143.00	94.00	65.00
65 ti	185.00	125.00	82.50	57.50
130 ti	175.00	115.00	77.00	52.20
260 ti	150.00	99.00	66.00	45.00

10. SPECIAL FEATURES
ABC News at 5:55

5-MINUTE NEWSCASTS

1 ti	50.00	85 ti	37.50
13 ti	47.50	130 ti	35.00
26 ti	45.00	260 ti	30.00
52 ti	40.00		

Rates include 5.00 per newscast talent and production charge. Subject to availability, orders will be accepted for "major-minor" alternate sponsorship of newscast strips at 60% of applicable earned rates. Major sponsor receives full 1-minute commercial plus 10-second opening billboard; alternate sponsor receives 20-second commercial plus 10-second closing billboard.



Media Code 4 222 2845 2.00
Champion Broadcasting System, Inc., 275 Tremont St., Boston, Mass. 02116. Phone 617-357-8877.

- PERSONNEL**
President—Herbert S. Hoffman.
Vice-Pres. & Gen'l Mgr.—Ralph Weinman.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
5,000 w.; 1600 kc. Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 915 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Contracts: 45.
Comb.: Cont. Discounts: 60a.
FM facilities: WBOS (FM).
Affiliated with MBS.

TIME RATES
No. 1 ET 1/8/69.

AA—Mon thru Fri 3-11 pm; Sat & Sun noon-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE—FIXED POSITION

YRLY:	1x	50x	100x	250x	500x
AA	45	41	37	33	30
A	30	28	27	24	22

7. PACKAGE PLANS

CLASS AA	1 min	10 sec				
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 wk	38	33	28	23	21	17
13 wk	27	25	24	17	16	15
26 wk	25	24	23	16	15	13
52 wk	23	22	20	14	13	12

ALL OTHER TIMES

1 wk	22	20	18	13	12	11
13 wk	17	16	15	11	10	9
26 wk	16	15	14	10	9	8
52 wk	14	13	12	9	8	7

8. PROGRAM TIME RATES
FIXED POSITION
1/4 HOUR

YRLY:	1x	50x	100x	250x	500x
AA	75	70	66	60	52
A	60	57	54	48	42

25/30 MINUTES

AA	112	106	99	90	78
A	90	85	81	72	63

55/60 MINUTES

AA	150	142	135	120	105
A	120	114	108	96	80

- SPECIAL FEATURES**
NEWS—FIXED POSITION
- | | | | | | |
|-------|----|-----|------|------|------|
| YRLY: | 1x | 50x | 100x | 250x | 500x |
| AA | 80 | 57 | 54 | 48 | 42 |
| A | 48 | 45 | 42 | 37 | 33 |
- BROCKTON (2 AM; 1 FM)**
Plymouth County—Map Location K-6
See SIDS consumer market map and data at beginning of the State.



Subscriber to the NAB Radio Code
Media Code 4 222 2860 1.00
Enterprise Publishing Co., 80 Main St., Brockton, Mass. 02403. Phone 617-586-1460.

- PERSONNEL**
General Manager—Charles A. Fuller.
Station Manager—Reinhold Steinhilber.
Program Director—Arthur B. Jones.
- REPRESENTATIVES**
The Deyney Organization, Inc.
New England—Bill Creed Associates, Inc.
- FACILITIES**
5,000 w. days; 1,000 watts nights; 1460 kc. Directional—nights only.
Operating schedule: 6:00 a.m. to 11:15 p.m. weekdays; 7:00 a.m. to 11:15 p.m. Sunday. EST.
FM FACILITIES: ERP 800 w.; 97.7 mc.
Antenna ht.—275 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3b, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10b, 13b, 14b.
Basic Rates: 21b, 22a, 23a, 24a, 24b, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 6 ET 9/1/68—Rec'd 7/29/68.

6. SPOT ANNOUNCEMENTS
DRIVE TIME 6-9 am & 4-7 pm
AND FIXED POSITION

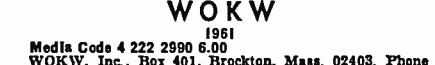
1x	25x	52x	104x	156x	260x	312x
1 min	9.00	8.75	8.50	8.25	8.00	7.75
30 sec	7.50	7.25	7.00	6.75	6.50	6.25

(*) 30 sec or less.

8. PROGRAM TIME RATES
DRIVE TIME 6-9 am & 4-7 pm
AND FIXED POSITION

1 hr	88	84	80	76	72	67	62
1/2 hr	55	52	48	45	42	39	36
1/4 hr	38	36	34	32	30	28	26
10 min	27	26	25	24	23	22	20
5 min	18	17	16	15	14	13	12

- SPECIAL FEATURES**
MUSICAL PARTICIPATION
- | | | | | | | |
|--------|------|------|------|------|------|------|
| 1x | 25x | 52x | 104x | 156x | 260x | 312x |
| 1 min | 7.50 | 7.25 | 7.00 | 6.75 | 6.50 | 6.25 |
| 30 sec | 6.00 | 5.75 | 5.50 | 5.25 | 5.00 | 4.75 |
| 20 sec | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |



Media Code 4 222 2990 6.00
WOKW, Inc., Box 401, Brockton, Mass. 02403. Phone 617-587-1410.

- STATION'S PROGRAMMING DESCRIPTION**
WOKW: Programmed for adults and young adults.
ENTERTAINMENT: 4 personalities emcee broadcast schedule. 7 min news broadcast every 30 min. MUSIC 80% albums, 20% singles, featuring standards, showtunes, and selected current hits, middle-of-the-road. NEWS: 14 min per hour 10 min national and international from network and 4 min of local and regional delivered by local news staff. Noon hour features 6 min local and regional news. Live sports, play-by-play high school football. Contact Representative for further details. Rec'd 3/31/69.
- PERSONNEL**
General Manager—John J. Sullivan.
Program Director—Thomas Roulstone.
- REPRESENTATIVES**
Boston—Kettell-Carter, Inc.
- FACILITIES**
1,000 w.; 1410 kc. Directional.
Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES
No. 8 ET 12/1/68—Rec'd 10/18/68.

AA—Mon thru Sat 6-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

CLASS AA	1x	50x	100x	200x	300x	500x
1 min	11.00	10.45	9.90	9.35	8.80	8.25
30 sec	8.80	8.35	7.90	7.45	7.00	6.55
10 sec	5.50	5.25	4.95	4.70	4.40	4.15

CLASS A

1 min	9.00	8.55	8.10	7.65	7.20	6.75
30 sec	7.20	6.85	6.50	6.15	5.80	5.45
10 sec	4.50	4.30	4.05	3.85	3.60	3.40

7. PACKAGE PLANS
SATURATION PLANS
CLASS AA
1 MINUTE

PER WK:	5 ti	10 ti	20 ti	35 ti
1 wk	10.00	9.50	9.00	8.50
13 wk	9.50	9.00	8.50	8.00
26 wk	9.00	8.50	8.00	7.50
52 wk	8.50	8.00	7.50	7.00

CLASS A
30 SECONDS

1 wk	8.00	7.60	7.20	6.80
13 wk	7.80	7.20	6.80	6.40
26 wk	7.20	6.80	6.40	6.00
52 wk	6.80	6.40	6.00	5.60

CLASS A
1 MINUTE

PER WK:	5 ti	10 ti	20 ti	35 ti
1 wk	8.00	7.60	7.20	6.80
13 wk	7.80	7.20	6.80	6.40
26 wk	7.20	6.80	6.40	6.00
52 wk	6.80	6.40	6.00	5.60

30 SECONDS

1 wk	6.40	6.10	5.75	5.45
13 wk	6.10	5.75	5.45	5.10
26 wk	5.75	5.45	5.10	4.80
52 wk	5.45	5.10	4.80	4.50

8. PROGRAM TIME RATES
FIXED POSITION

5 MIN:	1x	50x	100x	200x	300x	500x
AA	20.00	19.00	18.00	17.00	16.00	15.00
A	18.00	17.10	16.20	15.30	14.40	13.50

BROOKLINE
Norfolk County—Map Location H-5
See SIDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Medford, Waltham)

CAMBRIDGE
Middlesex County—Map Location H-4
See SIDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Medford, Waltham)

CHICOPEE
Hampden County—Map Location D-5
See SIDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee
(including East Longmeadow, Westfield, West Springfield)

Fall River—W A L E—Continued.

CLASS A		CLASS B		CLASS C	
PER WK:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 wk.....	8.00 7.50 7.00 6.50 6.00	7.00 6.50 6.00 5.50 5.00	6.00 5.50 5.00 4.50 4.00	5.00 4.50 4.00 3.50 3.00	4.00 3.50 3.00 2.50 2.00
13 wk.....	7.00 6.50 6.00 5.50 5.00	6.00 5.50 5.00 4.50 4.00	5.00 4.50 4.00 3.50 3.00	4.00 3.50 3.00 2.50 2.00	3.00 2.50 2.00 1.50 1.00
26 wk.....	6.00 5.50 5.00 4.50 4.00	5.00 4.50 4.00 3.50 3.00	4.00 3.50 3.00 2.50 2.00	3.00 2.50 2.00 1.50 1.00	2.00 1.50 1.00 0.50 0.00
52 wk.....	5.00 4.50 4.00 3.50 3.00	4.00 3.50 3.00 2.50 2.00	3.00 2.50 2.00 1.50 1.00	2.00 1.50 1.00 0.50 0.00	1.00 0.50 0.00 0.00 0.00
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.				

DISCOUNTS		DISCOUNTS	
25x-5%	10x-15%	280x-25%	312x-30%
52x-10%	15x-20%	15x-20%	312x-30%

10. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

Flat	12.00	9.00	6.00
Portuguese, Polish, French Programs.			
Flat	10.00	8.00	5.00

WSAR

1921



Knight Quality Station

Media Code 4 222 3250 4.00
Quincy Radio Corp., Home St., Somerset, Mass.
Phone 617-677-9477.

Mailing address: Box 927, Fall River, Mass. 02722.
STATION'S PROGRAMMING DESCRIPTION
WSAR: Programmed for mass appeal.

MUSIC: top 40 twenty hours per day. Music and commercial content pre-programmed. News 20 min before & 20 min after hour. Sports and weather each half hour. Play-by-play sports. News reporters, broadcasters and mobile units. Contact Representative for further details. Rec'd 1/2/69.

1. PERSONNEL
General Manager—Robert Sinnatt.
Sales Manager—Sidney S. Lechin.
Program Coordinator—Tom McMurray.

2. REPRESENTATIVES
Boston—Knight Quality Stations Sales Offices: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 1480 kc. Directional—separate pattern day and night. 1 min 80 sec 10 sec

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00
10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS
DRIVE TIMES WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)

PER WK:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 min.....	13.00 12.00 11.00 10.00	10.00 9.00 8.00 7.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00
30 sec.....	10.40 9.60 8.80 8.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00
10 sec.....	6.50 6.00 5.50 5.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00	3.00 2.00 1.00 0.00	2.00 1.00 0.00 0.00

8. PROGRAM TIME RATES
FIXED: 1x 52x 104x 156x 260x 312x
1 hr..... 150 140 130 120 110 100
1/2 hr..... 90 85 80 75 70 60
1/4 hr..... 60 55 50 45 (*) 40
10 min..... 45 42 39 36 33 30
5 min..... 30 29 28 26 23 20
(*) 42.50.

9. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

1. PERSONNEL
General Manager—Stuart H. Blanders, Jr.
Sales Manager—Francis A. Filippone.
Program Coordinator—Michael V. Ivers.

2. REPRESENTATIVES
Boston—Knight Quality Stations Sales Offices: See Rep & S/O pages.

3. FACILITIES
5,000 w. day; 1,000 w. nights; 1280 kc.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00
10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS
DRIVE TIMES WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)

PER WK:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 min.....	13.00 12.00 11.00 10.00	10.00 9.00 8.00 7.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00
30 sec.....	10.40 9.60 8.80 8.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00
10 sec.....	6.50 6.00 5.50 5.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00	3.00 2.00 1.00 0.00	2.00 1.00 0.00 0.00

8. PROGRAM TIME RATES
FIXED: 1x 52x 104x 156x 260x 312x
1 hr..... 150 140 130 120 110 100
1/2 hr..... 90 85 80 75 70 60
1/4 hr..... 60 55 50 45 (*) 40
10 min..... 45 42 39 36 33 30
5 min..... 30 29 28 26 23 20
(*) 42.50.

9. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

1. PERSONNEL
General Manager—George I. Chatfield.
General Manager—John O'Day.
Program Director—Edward Broughley.

2. REPRESENTATIVES
West Coast—Lee F. O'Connell Company.

3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00
10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS
DRIVE TIMES WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)

PER WK:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 min.....	13.00 12.00 11.00 10.00	10.00 9.00 8.00 7.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00
30 sec.....	10.40 9.60 8.80 8.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00
10 sec.....	6.50 6.00 5.50 5.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00	3.00 2.00 1.00 0.00	2.00 1.00 0.00 0.00

8. PROGRAM TIME RATES
FIXED: 1x 52x 104x 156x 260x 312x
1 hr..... 150 140 130 120 110 100
1/2 hr..... 90 85 80 75 70 60
1/4 hr..... 60 55 50 45 (*) 40
10 min..... 45 42 39 36 33 30
5 min..... 30 29 28 26 23 20
(*) 42.50.

9. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

1. PERSONNEL
General Manager—George I. Chatfield.
General Manager—John O'Day.
Program Director—Edward Broughley.

2. REPRESENTATIVES
West Coast—Lee F. O'Connell Company.

3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 46, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Knight Quality Stations.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00
10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS
DRIVE TIMES WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)

PER WK, EA:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 min.....	10.00 9.00 8.50 8.00	8.00 7.00 6.50 6.00	6.00 5.00 4.50 4.00	4.00 3.00 2.50 2.00	3.00 2.00 1.50 1.00
30 sec.....	8.00 7.20 6.80 6.40	6.00 5.00 4.50 4.00	4.00 3.00 2.50 2.00	3.00 2.00 1.50 1.00	2.00 1.00 0.50 0.00
10 sec.....	5.00 4.50 4.25 4.00	4.00 3.00 2.50 2.00	3.00 2.00 1.50 1.00	2.00 1.00 0.50 0.00	1.00 0.50 0.00 0.00

8. PROGRAM TIME RATES
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 100.00 90.00 80.00 70.00 60.00 55.00
1/2 hr..... 60.00 55.00 50.00 45.00 40.00 36.00
1/4 hr..... 40.00 37.50 35.00 32.50 30.00 27.50
10 min..... 25.00 23.00 21.00 19.00 17.00 15.00
5 min..... 20.00 18.00 16.00 14.00 12.00 10.00

9. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

1. PERSONNEL
General Manager—Robert Sinnatt.
Sales Manager—Sidney S. Lechin.
Program Coordinator—Tom McMurray.

2. REPRESENTATIVES
Boston—Knight Quality Stations Sales Offices: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 1480 kc. Directional—separate pattern day and night. 1 min 80 sec 10 sec

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00
10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS
DRIVE TIMES WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)

PER WK, EA:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 min.....	10.00 9.00 8.50 8.00	8.00 7.00 6.50 6.00	6.00 5.00 4.50 4.00	4.00 3.00 2.50 2.00	3.00 2.00 1.50 1.00
30 sec.....	8.00 7.20 6.80 6.40	6.00 5.00 4.50 4.00	4.00 3.00 2.50 2.00	3.00 2.00 1.50 1.00	2.00 1.00 0.50 0.00
10 sec.....	5.00 4.50 4.25 4.00	4.00 3.00 2.50 2.00	3.00 2.00 1.50 1.00	2.00 1.00 0.50 0.00	1.00 0.50 0.00 0.00

8. PROGRAM TIME RATES
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 100.00 90.00 80.00 70.00 60.00 55.00
1/2 hr..... 60.00 55.00 50.00 45.00 40.00 36.00
1/4 hr..... 40.00 37.50 35.00 32.50 30.00 27.50
10 min..... 25.00 23.00 21.00 19.00 17.00 15.00
5 min..... 20.00 18.00 16.00 14.00 12.00 10.00

9. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

1. PERSONNEL
General Manager—George I. Chatfield.
General Manager—John O'Day.
Program Director—Edward Broughley.

2. REPRESENTATIVES
West Coast—Lee F. O'Connell Company.

3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 52x 104x 156x 260x 312x
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00
10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS
DRIVE TIMES WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)

PER WK:	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl	10 tl 20 tl 30 tl 40 tl 50 tl
1 min.....	13.00 12.00 11.00 10.00	10.00 9.00 8.00 7.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00
30 sec.....	10.40 9.60 8.80 8.00	8.00 7.00 6.00 5.00	6.00 5.00 4.00 3.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00
10 sec.....	6.50 6.00 5.50 5.00	5.00 4.00 3.00 2.00	4.00 3.00 2.00 1.00	3.00 2.00 1.00 0.00	2.00 1.00 0.00 0.00

8. PROGRAM TIME RATES
FIXED: 1x 52x 104x 156x 260x 312x
1 hr..... 150 140 130 120 110 100
1/2 hr..... 90 85 80 75 70 60
1/4 hr..... 60 55 50 45 (*) 40
10 min..... 45 42 39 36 33 30
5 min..... 30 29 28 26 23 20
(*) 42.50.

9. SPECIAL FEATURES
Party Line AM—Mon thru Fri 8:05-9:30 am.
Party Line PM—Mon thru Fri 12:45-2 pm.
Sounding Board—Mon thru Fri 10:05-11:30 pm.

1. PERSONNEL
General Manager—George I. Chatfield.
General Manager—John O'Day.
Program Director—Edward Broughley.

2. REPRESENTATIVES
West Coast—Lee F. O'Connell Company.

3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

MASSACHUSETTS

Gardner—WGA W—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 45.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 71a, 73a.

NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 12/1/67.

6. SPOT ANNOUNCEMENTS

ANNUAL AND FIXED POSITION		1 min 30 sec		1 min 30 sec	
1 x	5.00	4.00	3.12	x	2.25
26 x	4.50	3.75	500 x		2.50
52 x	4.00	3.25	1000 x		2.25
156 x	3.50	2.75	1500 x		2.00
260 x	3.00	2.50			1.50

7. PACKAGE PLANS

7 DAY—SPOT SATURATION PACKAGE		10 ti	
1 min.	2.40	2.30	2.70
30 sec.	1.75	2.00	2.30
13 WEEKS—SUSTAINING PACKAGE PLAN			
PER WK:	10 ti	20 ti	50 ti
1 min.	2.75	2.50	2.25

8. PROGRAM TIME RATES

ANNUAL AND FIXED POSITION		1/4 hr		10 min		5 min	
1 x	21	19	10				
26 x	19	15	9				
52 x	17	13	8				
156 x	15	11	7				
260 x	13	9	6				
312-1500 x	9	7	5				

GLOUCESTER

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WVCA (FM)

Media Code 4 222 4030 9.00
Simon Geller, 185 Main St., Gloucester, Mass. 01930.
Phone 617-283-3700.

STATION'S PROGRAMMING DESCRIPTION
WVCA (FM): MUSIC: complete symphonies, chamber works, and Baroque, Jingles not acceptable. Sun public service and religious features. Rec'd 11/29/67.

1. PERSONNEL

Sta. & Gen'l Mgr.—Simon Geller.

2. FACILITIES

ERP 1,200 w.; 104.9 mc.
Operating schedule: 5:30 am-11:30 pm Mon thru Sat.

Antenna ht.: 50 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
General: 4a, 4c.
Contracts: 40a.
Cigarette & tobacco advertising not acceptable.
Maximum 8 minutes commercial copy per hour.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS

1 min. flat. 6.80
Minimum 5 spots each time.

GREAT BARRINGTON

Berkshire County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WSBS

1956



Subscriber to the NAB Radio Code
Media Code 4 222 4160 4.00
Berkshire Broadcasting Co., Rt. 7, Great Barrington, Mass. 01230. Phone 413-528-0860.

STATION'S PROGRAMMING DESCRIPTION

WSBS: Programmed for adults and young adults.
Music 70%. News, special features, weather, time 30%. MUSIC: middle-of-the-road, albums, selected singles, general popular, showtunes, semi-classical, standards, country and western. Sun morning classical program. NEWS: network on hour and half hour, local and regional throughout day, plus wire headlines. Sports, business and stock market. Daily hospital reports, birthday greetings, comedy features, community social-civic bulletins, lost-found, free listener want-to-buy-or-sell program. 1 daily M-F religious programs. Weekends: discussion programs, news in review. CONTINUITY POLICY: product or service separation for competitive accounts and no double-spotting. Contact Representative for further details. Rec'd 2/6/69.

1. PERSONNEL

President—Donald A. Thurston.
Manager—John T. Ryan.

2. REPRESENTATIVES

Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.

3. FACILITIES

250 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21b, 23b, 24a, 24b, 25a, 26, 28b, 28c, 29b, 33a.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 ET 9/15/68—Rec'd 9/18/68.

6. SPOT ANNOUNCEMENTS

ix		26x		52x		156x		312x		520x		1040x	
1 min.	6.00	5.75	5.50	4.75	4.25	4.00	3.75	20/30 sec.	4.00	3.75	3.50	3.25	3.00

To be used in consecutive weeks within 12 months.

7. PACKAGE PLANS

ROS 60 ti 90 ti 15 ti
1 min. 255.00 142.50 82.50
20/30 sec. 180.00 97.50 52.50
10 sec. 120.00 67.50 37.50
To be used within 7 days.

8. PROGRAM TIME RATES

ix		13x		26x		52x		156x		312x	
1 hr.	42.00	39.25	38.50	36.75	31.50	28.00	1/2 hr.	24.00	22.00	21.00	18.00
1/4 hr.	15.00	14.50	13.75	13.00	11.25	10.00	10 min.	12.00	11.50	11.00	10.50
5 min.	9.00	8.50	8.25	7.75	6.75	6.00					

10. SPECIAL FEATURES

Sports—1-min or 20/30-sec spot during regularly scheduled sports programs, contract rate plus 1.50 per spot.
News—1-min during regularly scheduled news programs, contract rate plus 1.50 per spot.
News & Sports Adjacencies—20/30-sec spots before or after regularly scheduled news or sports programs, contract rate plus 10%.

GREENFIELD (1AM; 1FM)

Franklin County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WHA I WHA I-FM

1938

1948

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 222 4290 9.00
Hale's Broadcasting Corp., Box 32, 486 Main St., Greenfield, Mass. 01301. Phone 413-774-4301.

STATION'S PROGRAMMING DESCRIPTION

WHA I: Programmed for general interest.
ENTERTAINMENT: M-F 5:30-9 am general popular music, 9-10 am information and popular music, 10-11:30 am network, 1-6 pm middle-of-the-road music, 7-9 pm-12M general popular music. Sat 9:30-11 am & 7-10 pm country and western. Sun 7-11 pm jazz standards. NEWS: network news on hour. Local and regional 10 times daily. SPORTS: high school football and basketball, pro and college football, major league baseball. Contact Representative for further details. Rec'd 8/5/68.

1. PERSONNEL

President—John W. Halgis, Jr.
Station Manager—Charles D. Prentice, Jr.
Operations Manager—A. Clifford Anderson.

2. REPRESENTATIVES

Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30-12:05 am weekdays; 8-12:05 am Sun. EST.

FM FACILITIES

ERP 1,000 w.; 98.3 mc.
Operating schedule: 7:00 am-midnight.

4. AGENCY COMMISSION

15% time only, bill monthly.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b.
Basic Rates: 20b, 21b, 24a, 25a, 28b, 28c, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47e, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective September 1, 1964. (Card No. 11.)
Card received August 27, 1964.

6. SPOT ANNOUNCEMENTS

(5:45 am-midnight daily)

20/30		1 min		1 min	
1 ti.	7.50	5.80	260 ti.	5.75	4.40
26 ti.	7.00	5.25	312 ti.	5.50	4.15
52 ti.	6.75	5.05	520 ti.	5.00	3.75
156 ti.	6.25	4.90			

7. PACKAGE PLANS

ROS SATURATION
1 MINUTE
(Must be consecutive to earn lower rates)

PER WK:		1-12		13-25		26-51		52	
10 ti.	8.25	5.75	5.25	4.75	15 ti.	6.00	5.50	5.00	4.50
20 ti.	6.00	5.50	5.00	4.25	25 ti.	5.50	5.00	4.50	4.00
30 ti.	5.25	4.75	4.25	3.75	40 ti.	4.25	3.75	3.25	2.75
50 ti.	4.25	3.75	3.25	2.75	10 ti.	4.70	4.30	3.95	3.55
15 ti.	4.50	4.15	3.75	3.40	20 ti.	4.30	3.95	3.55	3.20
25 ti.	4.15	3.75	3.40	3.00	30 ti.	3.95	3.55	3.20	2.80
40 ti.	3.95	3.55	3.20	2.80	50 ti.	3.20	2.80	2.45	2.10

10-second ID's—no frequency discount. Rat 2.50.

HAVERHILL (1AM; 1FM)

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WHA V

1947

Media Code 4 222 4420 2.00
WHA V Broadcasting Co., Inc., 30 How St., Haverhill, Mass. 01830. Phone 617-374-4733.

1. PERSONNEL

Sta. Mgr. & Treas.—Edward Catlin.
Assistant Manager—A. Carter.

2. REPRESENTATIVES

New England—Eckels & Queen, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 25a.
Contracts: 40a, 48.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.

TIME RATES

ET 12/1/66—Rec'd 4/10/67.

6. SPOT ANNOUNCEMENTS

ix		26x		52x		156x		260x	
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	20/30 sec:	80% of 1-min.	10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

ix		26x		52x		156x		260x	
1 hr.	100.00	95.00	90.00	85.00	80.00	75.00	1/2 hr.	60.00	57.00
1/4 hr.	40.00	38.00	36.00	34.00	32.00	30.00	10 min.	30.00	28.50
5 min.	20.00	19.00	18.00	17.00	16.00	15.00			

WHA V-FM

1959



Media Code 4 222 4421 0.00
WHA V Broadcasting Co., Inc., 30 How St., Haverhill, Mass. 01830. Drake 4-4733.

1. PERSONNEL

Sta. Mgr. & Treas.—Edward Catlin.
Assistant Manager—A. Carter.

2. REPRESENTATIVES

New England—Eckels & Queen, Inc.

3. FACILITIES

ERP 20,000 w.; 92.5 mc.
Operating schedule: 7:00 am-midnight.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
See WHAV listing for coded regulations.

TIME RATES

Rates are identical to WHAV. See that listing.

HOLYOKE

Hamden County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Westfield, West Springfield)

HYANNIS

Barnstable County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

W C O D (FM)

1967

Media Code 4 222 4550 6.00
Charter Broadcasting Corp., 28 Barnstable Rd., Hyannis, Mass. 02601. Phone 617-775-6800.

1. PERSONNEL

General Manager—Edward T. Sullivan.
Program Director—Floyd Pratt.
Sales Manager—John Mesmer.

2. REPRESENTATIVES

New England Spot Sales, Inc.

3. FACILITIES

ERP 25,000 w.; 108.1 mc. Stereo.
Operating schedule: 6-11 am. EST.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16b, 15.
Basic Rates: 20b, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 29a, 29b, 30, 31a.
Contracts: 40a, 41, 43a.

TIME RATES

ET 4/1/67—Rec'd 4/25/6

MASSACHUSETTS

Milford—W M R C—Continued

3. FACILITIES
1,000 w. days. 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:00-12:00 EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 26, 28b, 28c, 29b, 30, 31, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 4 ET 10/1/68—Rec'd 9/30/68.

7. PACKAGE PLANS

1 MINUTE—BTA

PER WK, EA:	10 tl	20 tl	30 tl	40 tl	50 tl	60 tl
1 wk.....	6.50	6.00	5.80	5.80	5.40	5.20
9 wk.....	5.50	5.00	4.80	4.60	4.40	4.20
13 wk.....	5.00	4.50	4.30	4.10	3.90	3.70
26 wk.....	4.90	4.40	4.20	4.00	3.80	3.60
52 wk.....	4.80	4.30	4.10	3.90	3.70	3.50

Drive Time—6-9 am & 4-7 pm, extra 10%.

30 SECONDS

1 wk.....	6.10	5.60	5.40	5.20	5.00	4.80
9 wk.....	5.10	4.60	4.40	4.20	4.00	3.80
13 wk.....	4.60	4.10	3.90	3.70	3.50	3.30
26 wk.....	4.50	4.00	3.80	3.60	3.40	3.20
52 wk.....	4.40	3.90	3.70	3.50	3.30	3.10

8. PROGRAM TIME RATES

	1x	15x	52x	156x	312x	500x
1 hr.....	60.00	50.00	40.00	35.00	30.00	25.00
1/2 hr.....	40.00	35.00	30.00	25.00	20.00	15.00
1/4 hr.....	20.00	15.00	12.00	10.00	8.00	6.00
5 min.....	8.00	7.00	6.00	5.50	5.00	4.50

NEW BEDFORD (2 AM; 2 FM)

Bristol County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WBSM

1949



Media Code 4 222 5590 1.00
Southern Massachusetts Broadcasters, Inc., Rt. 6, New Bedford, Mass. 02740, Phone 617-993-1707.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Gray.
Vice-Pres. of Operations—Stanley Lipp.
Program Director—Brian Rush.
2. REPRESENTATIVES
Grant Webb & Company.
Boston—Kettell-Carter, Inc.
Detroit—Pearse Sales.
3. FACILITIES
5,000 w. days; 1,000 w. nights. 1420 kc.
Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4c, 5, 8a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 11 ET 6/1/68—Rec'd 4/24/69.
AA—Mon thru Sat 6 am-noon & 4-7 pm.
A—Mon thru Sat 5-8 am, noon-4 pm & 7-9 pm;
Sun noon-9 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	12 tl	18 tl	24 tl	30 tl
1 wk.....	13.00	12.50	12.00	11.50	11.00	10.50
5 wk.....	12.50	12.00	11.50	11.00	10.50	10.00
13 wk.....	12.00	11.50	11.00	10.50	10.00	9.50
26 wk.....	11.50	11.00	10.50	10.00	9.50	9.00
52 wk.....	11.00	10.50	10.00	9.50	9.00	8.50

CLASS AA

1 wk.....	11.00	10.50	10.00	9.50	9.00	8.50
5 wk.....	10.50	10.00	9.50	9.00	8.50	8.00
13 wk.....	10.00	9.50	9.00	8.50	8.00	7.50
26 wk.....	9.50	9.00	8.50	8.00	7.50	7.00
52 wk.....	9.00	8.50	8.00	7.50	7.00	6.50

CLASS A

1 wk.....	11.00	10.50	10.00	9.50	9.00	8.50
5 wk.....	10.50	10.00	9.50	9.00	8.50	8.00
13 wk.....	10.00	9.50	9.00	8.50	8.00	7.50
26 wk.....	9.50	9.00	8.50	8.00	7.50	7.00
52 wk.....	9.00	8.50	8.00	7.50	7.00	6.50

CLASS B

1 wk.....	8.00	7.50	7.00	6.50	6.00	5.50
5 wk.....	7.50	7.00	6.50	6.00	5.50	5.00
13 wk.....	7.00	6.50	6.00	5.50	5.00	4.50
26 wk.....	6.50	6.00	5.50	5.00	4.50	4.00
52 wk.....	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

1420 PLAN
(15 spots per week—5AA, 5A, 5B)
CONSEC WKS: 1 wk 5 wk 13 wk 26 wk 52 wk
1 min, ea..... 9.00 8.50 8.00 7.50 7.00

1420 PLUS PLAN
(30 spots per week—10AA, 10A, 10B)
1 min, ea..... 7.50 7.00 6.50 6.00 5.50
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Must be consecutive to earn discounts.

9. PARTICIPATING PROGRAMS

Echoes of Portugal—Sun 6-9 pm.
1 min 30 sec 10 sec
Flat 10 8 5

10. SPECIAL FEATURES

PER WK:	1 tl	2 tl	3 tl	5 tl	6 tl	10 tl	12 tl
1 wk.....	15.00	14.50	14.00	13.50	13.00	12.50	12.00
9 wk.....	14.50	14.00	13.50	13.00	12.50	12.00	11.50
13 wk.....	14.00	13.50	13.00	12.50	12.00	11.50	11.00
26 wk.....	13.50	13.00	12.50	12.00	11.50	11.00	10.50
52 wk.....	13.00	12.50	12.00	11.50	11.00	10.50	10.00

WBSM-FM

1949



Media Code 4 222 5591 9.00
Southern Massachusetts Broadcasters, Inc., Rt. 6, New Bedford, Mass. 02740, Phone 617-993-1707.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Gray.
Vice-Pres. of Operations—Stanley Lipp.
Program Director—Brian Rush.

2. REPRESENTATIVES
Grant Webb & Company.
Boston—Kettell-Carter, Inc.

3. FACILITIES
ERP 50,000 w.; 97.3 mc.
Operating schedule: 6:00 am-midnight Mon thru Sat;
7:30 pm-midnight Sun. EST.
Antenna ht.: 387 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4c, 5, 8a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective April 1, 1964. (Card No. 8.)
Card received April 1, 1964.

SPOT ANNOUNCEMENTS	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 tl.....	3.00	2.40	2.60
52 tl.....	2.75	2.20	2.50
104 tl.....	2.50	2.00	2.00

All announcements are scheduled in 8-minute clusters every quarter hour. Announcements are scheduled on a rotation plan. No fixed positions sold.

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 tl.....	35.00	21.00	14.00	10.00
26 tl.....	32.50	19.50	13.00	9.00
52 tl.....	30.00	18.00	12.00	8.00
104 tl.....	27.50	16.50	11.00	7.00
156 tl.....	25.00	15.00	10.00	6.00
260 tl.....	22.50	13.50	9.00	5.00

WNBH

1921

Media Code 4 222 5720 4.00
New Bedford Radio, Inc., 432 County St., New Bedford, Mass. 02744, Phone 617-998-5228.

STATION'S PROGRAMMING DESCRIPTION
WNBH: Programmed for young adults and adults. Middle-of-the-road music entertainment 5 am-12M with air personalities, contests, network news and sports, 4 local newsmen. SPORTS: pro basketball, college basketball and football, high school football, basketball and soccer, and pro fights. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold E. Carpenter.
Sales Manager—Paul Lyesque.
Program Director—Lee Vogel.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00-midnight weekdays; 7:00 am-midnight Sun. EST.

FM FACILITIES
ERP 20,000 w.; 98.1 mc.
Antenna ht.—375 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES

No. 15 ET 2/1/67—Rec'd 2/22/67.

SPOT ANNOUNCEMENTS	1 min	52x	104x	156x	260x	500x
1 min.....	9.00	8.75	8.50	8.25	7.75	7.25
30 sec.....	8.75	8.45	8.10	7.75	7.40	6.95
10 sec.....	4.50	4.30	4.05	3.85	3.60	3.40

7. PACKAGE PLANS
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.

SATURATION PLANS

1 MINUTE

PER WK, EA:	5 tl	10 tl	15 tl	20 tl	30 tl	50 tl
1 wk.....	9.00	7.60	7.20	6.80	6.40	6.00
4 wk.....	7.90	7.20	6.80	6.40	6.00	5.60
13 wk.....	7.20	6.80	6.40	6.00	5.60	5.20
26 wk.....	6.80	6.40	6.00	5.60	5.20	4.80
52 wk.....	6.40	6.00	5.60	5.20	4.80	4.40

CLASS A

1 wk.....	7.00	6.55	6.30	5.95	5.60	5.25
4 wk.....	6.65	6.30	5.95	5.60	5.25	4.90
13 wk.....	6.30	5.95	5.60	5.25	4.90	4.55
26 wk.....	5.95	5.60	5.25	4.90	4.55	4.20
52 wk.....	5.60	5.25	4.90	4.55	4.20	3.85

30 SECONDS

PER WK, EA:	5 tl	10 tl	15 tl	20 tl	30 tl	50 tl
1 wk.....	6.00	5.70	5.40	5.10	4.80	4.50
4 wk.....	5.70	5.40	5.10	4.80	4.50	4.20
13 wk.....	5.40	5.10	4.80	4.50	4.20	3.90
26 wk.....	5.10	4.80	4.50	4.20	3.90	3.60
52 wk.....	4.80	4.50	4.20	3.90	3.60	3.30

CLASS A

1 wk.....	5.25	5.00	4.75	4.45	4.20	3.95
4 wk.....	5.00	4.75	4.45	4.20	3.95	3.70
13 wk.....	4.75	4.45	4.20	3.95	3.70	3.40
26 wk.....	4.45	4.20	3.95	3.70	3.40	3.15
52 wk.....	4.20	3.95	3.70	3.40	3.15	2.90

10 SECONDS

1 wk.....	4.00	3.80	3.60	3.40	3.20	3.00
4 wk.....	3.80	3.60	3.40	3.20	3.00	2.80
13 wk.....	3.60	3.40	3.20	3.00	2.80	2.60
26 wk.....	3.40	3.20	3.00	2.80	2.60	2.40
52 wk.....	3.20	3.00	2.80	2.60	2.40	2.20

CLASS A

1 wk.....	3.50	3.35	3.15	3.00	2.80	2.65
4 wk.....	3.35	3.15	3.00	2.80	2.65	2.45
13 wk.....	3.15	3.00	2.80	2.65		

W M N B-FM
1964



Subscriber to the NAB Radio Code

Media Code 4 222 6111 5.00
Berkshire Broadcasting Co., Inc., Box 707, 466 Curran Hwy., North Adams, Mass. 01247. Phone 413-663-6567.

- PERSONNEL**
Pres. & Gen'l Mgr.—Donald A. Thurston.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Boston—Nona Kirby Co.
- FACILITIES**
ERP 1,000 w.; 100.1 mc. Stereo.
Operating schedule: 7:30-1 am Mon thru Sat; 8-1 am Sun. EST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: French Program Network Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/1/68—Rec'd 7/29/68.

- SPOT ANNOUNCEMENTS**
1 min or less..... 1x 26x 52x 156x 312x
6.00 5.50 5.00 4.50 4.00
- PACKAGE PLANS**
1 min or less..... 15 tl 30 tl 60 tl
78.75 135.00 240.00
Spots purchased under Package Plans must be used within 7 consecutive days.
- PROGRAM TIME RATES**
1x 26x 52x 156x 312x
1/2 hr..... 24.00 19.25 18.00 15.75 14.00
1/4 hr..... 12.00 11.00 10.50 9.00 8.00
1/4 hr..... 7.50 6.75 6.50 5.75 5.00

NORTHAMPTON (1 AM; 1 FM)

Hampshire County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WHMP WHMP-FM
1950 1966



Media Code 4 222 6240 2.00
Pioneer Valley Broadcasting, 78 Main St., Northampton, Mass. 01060. Phone 413-684-4275.

- PERSONNEL**
President—Charles W. DeRose.
General Manager—Alexander W. Milne.
Treasurer—Charles N. DeRose.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Boston—Nona Kirby Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 1,000 w.; 99.3 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60h, 60f, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with KBS.

TIME RATES

No. 2 Eff 6/1/68—Rec'd 7/26/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1x..... 6.50 156x..... 5.25
13x..... 6.25 260x..... 5.00
26x..... 6.00 312x..... 4.75
50x..... 5.75 520x..... 4.50
104x..... 5.50
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
- PACKAGE PLANS**
PER WK: 10 tl 15 tl 20 tl 30 tl 40 tl 50 tl
1 wk..... 6.50 5.25 5.00 4.75 4.50 4.25
13 wk..... 5.25 5.00 4.75 4.50 4.25 4.00
26-52 wk..... 5.00 4.75 4.50 4.25 4.00 3.50
Must be consecutive for lower rates.

ORANGE

Franklin County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WCAT

Media Code 4 222 6370 7.00
Tri-State Radio, Inc., East Main St., Orange, Mass. 01364. Phone 617-544-2825.

- PERSONNEL**
General Manager—Ralph Mellon.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
New England Spot Sales, Inc.
- FACILITIES**
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4d.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47e, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Tobacco or patent medicine advertising not acceptable.

TIME RATES

No. 6 Eff 4/1/68—Rec'd 2/28/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE
13x..... 5.00 624x..... 3.00
26x..... 4.50 936x..... 2.75
52x..... 4.00 1248x..... 2.50
312x..... 3.50 1560x..... 2.25
- STATION BREAKS**
30 sec..... 1x 300x 600+
20 sec..... 3.00 2.50 2.00
10 sec..... 2.75 2.25 1.75
10 sec..... 2.50 2.00 1.50

- PACKAGE PLANS**
SPECIAL 1-WEEK PROMOTIONS
(1 min.—ROB within consec 7-day period)
PER WK: 60 tl 100 tl
Ea..... 2.50 2.25

PITTSFIELD (2 AM; 1 FM)

Berkshire County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBEC

1947



Subscriber to the NAB Radio Code

Media Code 4 222 6500 9.00
WBEC, Inc., Box 958, 211 Jason St., Pittsfield, Mass. 01201. Phone 413-443-9595.

- PERSONNEL**
President—Richard S. Jackson.
Vice-Pres. & Gen'l Mgr.—Ronald A. Stratton.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
1,000 w.; 1420 kc.
Non-directional days, directional nights.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WQRB (FM).
Affiliated with American Contemporary Network.

TIME RATES

Eff 5/1/69—Rec'd 4/7/69.
AA—Mon thru Fri 6-10 am.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS A
1x..... 10.00 9.40 8.80 8.20 7.60 7.00
Class AA—Add 1.00 per minute spot.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**
SATURATION ANNOUNCEMENT PLAN
CLASS A
1 MIN: 5 tl 10 tl 15 tl 20 tl 30 tl 50 tl
1 wk..... 8.00 7.40 6.80 6.20 5.60 5.00
13 wk..... 7.40 6.80 6.20 5.60 5.00 4.40
26 wk..... 6.80 6.20 5.60 5.00 4.40 3.80
52 wk..... 6.20 5.60 5.00 4.40 3.80 3.20
Class AA—Add 1.00 per minute spot.
30 sec: 80% 1-min. 10 sec: 50% 1-min.
- PARTICIPATING PROGRAMS**
Sound Of—12:10-12:30 pm, audience participation, flat 10.00. No frequency allowed.
Italian-American Hour—Sun 11:30 am-1 pm. Regular rates apply, subject to special charge of 2.00 per spot if broadcast in Italian.
Trading Post—6:30-6:55 pm, audience participation, flat 10.00. No frequency allowed.
- SPECIAL FEATURES**
5-minute news programs sold in packages of 7 per week only.
1-minute Class AA rates apply per program. No combined frequency with spot announcement allowed.

WBRK
1958

CBS Radio Network



Media Code 4 222 6630 4.00
Graphic Broadcasting Corp., 8 Bank Row, Pittsfield, Mass. 01203. Phone 413-442-1553.

- PERSONNEL**
President—Joseph K. Close.
Vice-Pres. & Gen'l Mgr.—Walter Kearney.
Sales Manager—Howard Shultis.
- REPRESENTATIVES**
Meeker Radio, Inc.
Boston—New England Spot Sales, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 7:30 am-midnight Sun. EST.
- AGENCY COMMISSION**
15/0 net time only; 1st of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective June 1, 1960.
Rates received April 29, 1960.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 260x 312x
1 min. 9.00 8.55 8.10 7.65 7.20 6.75 6.30 5.85
20/30- 7.20 6.85 6.50 6.15 5.80 5.45 5.10 4.75
- PACKAGE PLANS**
SATURATION ANNOUNCEMENTS
PER WK: 5 tl 10 tl 15 tl 20 tl 25 tl 30 tl
1 wk..... 8.40 6.00 5.60 5.20 4.80 4.40
13 wk..... 6.40 6.00 5.60 5.20 4.80 4.40
26 wk..... 6.00 5.60 5.20 4.80 4.40 4.00
52 wk..... 5.60 5.20 4.80 4.40 4.00 3.60
20/30 sec: 80% of 1-min.
8/10 sec: 3.00 each flat. No frequency discount. Not combinable for discount.

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min 1 min
1x..... 90 54 36 27 18 9

DISCOUNTS

13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

WQRB (FM)

1967



Media Code 4 222 6700 5.00
WBEC, Inc., Box 958, 211 Jason St., Pittsfield, Mass. 01201. Phone 413-443-9598.

- PERSONNEL**
President—Richard S. Jackson.
Gen'l & Sales Mgr.—Ronald A. Stratton.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
ERP 3,000 w.; 105.5 mc.
Operating schedule: 9 am-midnight daily. EST.
Antenna ht.: 92 ft. below average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WBEC.

TIME RATES

Eff 11/29/67.

- SPOT ANNOUNCEMENTS**
PER WK: 1 tl 7 tl 14 tl
1 min..... 5.90 4.70 3.55
52 wk-10%.
- CONTRACT DISCOUNT**
- PROGRAM TIME RATES**
1x..... 29.40 17.60 11.75 5.90
No frequency available for continuing weeks.
- SPECIAL FEATURES**
Concert Hall—Mon thru Fri 8-9 pm, Sat & Sun 8-10 pm.
1 min (1/3 of program), ea..... 9.46

YOUR ONE GIFT
THE UNITED WAY
works many wonders

MASSACHUSETTS

PLYMOUTH (1 AM; 1 FM)

Plymouth County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WPLM

1955



WPLM-FM

1961



Media Code 4 222 6760 9.00
Plymouth Mass Broadcasting Co., Inc., Route 3, Plymouth, Mass. 02360. Pilegrim 6-1390.

- PERSONNEL**
Pres. & Gen'l Mgr.—John Campbell.
Program Director—Gary Collard.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Boston—Nona Kirby Co.
- FACILITIES**
5,000 w.; 1390 kc. Directional.
Operating schedule: 6:00 am-midnight Mon thru Sat; 8:00 am-midnight Sun. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

Rates effective December 1, 1965.
Rates received December 7, 1965.

- PACKAGE PLANS**
SATURATION ANNOUNCEMENT PLANS
10 tl 15 tl 20 tl 25 tl 35 tl 50 tl
1 week..... 65.00 94.00 120.00 145.00 192.50 260.00
13 weeks..... 62.00 90.00 114.00 137.50 182.00 245.00
26 weeks..... 59.00 85.50 108.00 130.00 171.50 230.00
52 weeks..... 56.00 81.00 102.00 122.50 158.00 215.00

QUINCY

Norfolk County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WJDA

1947



Subscriber to the NAB Radio Code

Media Code 4 222 6890 4.00
Television & Radio Broadcasting Corp., Box 130, Quincy, Mass. 02169. Phone 617-479-1300.

- PERSONNEL**
Pres. & Treas.—James D. Asher.
Commercial Manager—Kenneth P. Fallon, Jr.
- FACILITIES**
1,000 w.; 1390 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24c, 26, 28c, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

NATIONAL AND LOCAL RATES SAME

Eff 4/1/68—Rec'd 4/1/68.

- SPOT ANNOUNCEMENTS**
1 min or less..... 8
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min 1 min
Ea..... 80 48 32 24 16

SALEM

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WESX

1939



Subscriber to the NAB Radio Code

Media Code 4 222 7020 7.00
Television & Radio Broadcasting Corp., Box 710, Salem, Mass. 01970. Phone 617-744-1230.

- PERSONNEL**
Pres. & Treas.—James D. Asher.
Sales Manager—Warren L. Shields.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Directional—day only.
Operating schedule: 6:00 am-10:00 pm. EST.
- AGENCY COMMISSION**
16/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11d, 12d, 13d, 14d, 15a, 15c.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 26, 28b, 28c, 29b, 32b.
Contracts: 40a, 41, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61b, 62d.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 4/1/68—Rec'd 4/1/68.

- SPOT ANNOUNCEMENTS**
1 min or less..... 4.50
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min 1 min
Ea..... 45.00 27.00 18.00 13.50 9.00

MASSACHUSETTS

SOUTHBRIDGE (1 AM; 1 FM)

Worcester County—Map Location F-4
See SIBS consumer market map and data at beginning of the State.

WESO

1955

RAB

Media Code 4 222 7150 2.00
WESO Broadcasting Corporation, 399 Main St., Southbridge, Mass. 01550. Phone 764-4381.
Other Studios: 201 Main St., Webster, Mass. Phone 943-4500; Oxford, Mass.

STATION'S PROGRAMMING DESCRIPTION
WESO: Programmed for general interest. General popular music 6 am-2 pm, 5:30-8 pm in summer. Current hits 2-5 pm. P.A.M.: report 5:45 am M-F. NEWS: on hour and half hour with emphasis on local developments 15 min at 7:30 am & noon, 30 min at 5 pm with news, sports, weather, commentary and stock report. Sat afternoon jazz 1-4 pm. Sun dedicated to ethnic groups: French, Polish, Greek and Puerto Rican programs. RELIGIOUS: programs Sun as well as M-F in the form of 5 min shows. SPORTS: in season, play-by-play live of baseball, football, basketball. Panel shows of local and national interest. Sun. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL

President—Peter A. Bordes.
Station Manager—Roger E. La Taille.
Program Director—Robert W. Clark.

2. REPRESENTATIVES

Boston—Bill Creed Associates, Inc.
New York—C. Otis Rawat, Inc.

3. FACILITIES

1,000 w.; 970 kc. days. Non-directional.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 12a, 14a, 15b.
Basic Rates: 21a, 21d, 22a, 23a.

Contracts: 43, 45, 49, 51a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 71a.
Prod. Services: 82.
Member: French Program Group of New England.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS

PER WK: 7.00 20 or more ti 5.60
1 ti 6.30
10 ti 6.30

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 65 33 22 17 11

9. PARTICIPATING PROGRAMS

Foreign Language Programs
All commercials given in foreign language. Per announcement, commissionable, 6.00.

10. SPECIAL FEATURES

News charge, per 5-minute newscast, 2.00.

WESO-FM

1968

Media Code 4 222 7151 0.00
WESO Broadcasting Corp., 399 Main St., Southbridge, Mass. 01550. Phone 617-764-4381.

1. PERSONNEL

President—Peter A. Bordes.
Station Manager—Roger E. La Taille.
Program Director—Robert W. Clark.

2. REPRESENTATIVES

Bill Creed Associates, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.

Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

See WESO listing for coded regulations.

TIME RATES

Rates are identical to WESO. See that listing.

SPRINGFIELD-HOLYOKE-CHICOPEE (8 AM; 3 FM)

(including East Longmeadow, Westfield, West Springfield)

Hampden County—Map Location D-5
See SIBS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area of cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WACE

1946

CHICOPEE

NAB

RAB

Media Code 4 222 7280 7.00
Tele-Measurements, Inc. WACE Radio Center, 326 Chicopee St., Chicopee, Mass. 01013. Phone 413-594-6654.

1. PERSONNEL

President—J. R. Poppelle.
Vice-President—William Endres.
General Manager—John R. Kress.

2. REPRESENTATIVES

Moecker Radio, Inc.
Regional Reps Corp.

New England—New England Spot Sales, Inc.
Philadelphia—Dome-Messervy Co., Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messins Company.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES

5,000 w. days; 730 kc. Non-directional.
Operating schedule: 5:30 am-sign-off. EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

All rates quoted are dollar cost per unit unless otherwise specified.

5-minute program—1:40 minute commercial limitation.

Affiliated with CBS.

TIME RATES

Eff 6/1/68—Rec'd 5/10/68.

AA—6-10 am & 4-7 pm.
A—10 am-4 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

(Fixed or specified position)

10 min 30 sec 10 sec 1 min 30 sec 10 sec

1 x 25.00 19.50 16.00 22.00 18.00 14.00

26 x 24.00 17.00 15.50 21.00 16.00 13.50

52 x 23.00 18.00 15.00 20.50 15.50 13.25

104 x 22.00 15.00 14.00 20.00 15.00 13.00

156 x 21.00 15.00 13.50 19.00 14.50 12.75

260 x 20.00 14.00 13.00 18.00 13.50 12.50

312 x 19.00 13.50 12.50 16.00 13.00 12.00

520 x 17.00 13.00 12.00 15.00 12.00 11.50

7. PACKAGE PLANS

TOTAL MARKET SATURATION (Mon thru Fri)

10 spots (6-9 am) 16.00
5 spots (9 am-noon) 16.00
5 spots (noon-4 pm) 16.00
10 spots (4-7 pm) 16.00
30 1-min spots, ea. 16.00

ROS SATURATION PACKAGES

PER WK: 20.00 15.00 20.00 30.00 50.00
1 min. 20.00 15.00 18.00 17.00 15.00
30 sec. 19.00 18.00 17.00 15.00 13.00
10 sec. 17.50 16.50 14.50 12.50 11.50

8. PROGRAM TIME RATES

CLASS AA 1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x 128 96 64 46 30

26 x 118 88 60 44 24

52 x 112 80 56 40 23

104 x 108 76 52 36 21

156 x 102 70 48 32 20

260 x 96 64 44 30 19

312 x 92 60 40 28 18

520 x 88 56 36 26 16

DISCOUNTS

Spots and programs may not be combined for discount purposes except for incentive discounts.

Incentive Discounts: minimum weekly 100.00 news or spots.

26 consec wks—5% 52 consec wks—10%

10. SPECIAL FEATURES

FOREIGN LANGUAGE PROGRAMS (1 min, Sat 15.00)

Polish Melody Time with Andy Szuberla—Sat & Sun 8:30 am-noon.

WCRX (FM)

1966

SPRINGFIELD

Media Code 4 222 7410 0.00

WCRB, Inc., Stonehaven Motor Inn, 70 Chestnut St., Springfield, Mass. 01103. Phone 413-737-4344, 3141.

STATION'S PROGRAMMING DESCRIPTION

WCRX (FM): Programmed for those interested in serious music.

Standard popular music 2 hours daily. Otherwise it's symphonies, opera, cantatas, concertos, and other forms of serious music, including concerts by major symphony orchestras. NEWS: broadcast 70 times weekly. Contact Representative for further details. Rec'd 5/26/69.

1. PERSONNEL

President—Theodore Jones.
Vice-President—Richard L. Kaye.
Program Director—Steve Small.

2. REPRESENTATIVES

John C. Butler Co., Inc.

3. FACILITIES

ERP 50,000 w.; 102.1 mc. Stereo.
Operating schedule: 8 am-11 pm daily.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11c, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21b, 22c, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 27, 28a, 29b, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Tobacco advertising not accepted. Singing singles not accepted, but no extra charge for modification of jingles to conform to station standards.

TIME RATES

Eff 8/1/68—Rec'd 10/24/68.

AA—Mon thru Sat 6-11 pm; Sun noon-11 pm.
A—All other times.

7. PACKAGE PLANS

CLASS AA 1 MINUTE

PER WK: 1 wk 7 wk 13 wk 26 wk 52 wk

1 ti 6.30 6.00 5.70 5.40 5.10

7 ti 5.90 5.60 5.30 5.00 4.70

14 ti 5.50 5.20 4.90 4.60 4.30

21 ti 5.10 4.80 4.50 4.20 3.90

28 ti 4.70 4.40 4.10 3.80 3.50

10 SECONDS
1 wk 7 wk 13 wk 26 wk 52 wk
1 ti 5.30 5.15 4.80 4.55 4.20
7 ti 4.90 4.75 4.40 4.15 3.80
14 ti 4.50 4.35 4.00 3.75 3.40
21 ti 4.10 3.95 3.60 3.35 3.00
28 ti 3.70 3.55 3.20 2.95 2.60

CLASS A 1 MINUTE
1 ti 4.80 4.50 4.20 3.90 3.60
7 ti 4.40 4.10 3.80 3.50 3.20
14 ti 4.00 3.70 3.40 3.10 2.80
21 ti 3.60 3.30 3.00 2.70 2.40
28 ti 3.20 2.90 2.60 2.30 2.00

10 SECONDS
1 ti 2.50 2.45 2.30 2.15 2.00
7 ti 2.40 2.25 2.10 1.95 1.80
14 ti 2.20 2.05 1.90 1.75 1.60
21 ti 2.00 1.85 1.70 1.55 1.40
28 ti 1.80 1.65 1.50 1.35 1.20

8. PROGRAM TIME RATES

CLASS AA 1x 13x 26x 52x 104x

PER YR: 40.00 38.00 36.00 32.00 30.00

55/60 min 24.00 22.00 21.00 19.50 18.00

1/4 hr 18.00 15.00 14.50 13.05 12.50

9. PARTICIPATING PROGRAMS

Boston Symphony Orchestra—8:30 pm Sat, 2 hour live concert from Symphony Hall in Boston.

Full sponsorship 115 Half sponsorship 65
Boston Pops Orchestra—5:05 pm Sun, 2 hour concert.

Full sponsorship 115 Half sponsorship 65
Cleveland Orchestra—9 pm Mon, 2 hour concert.

Full sponsorship 105 Half sponsorship 65

10. SPECIAL FEATURES

THE MORNING REPORT (Mon thru Sun 7:55 am)

PER WK: 13 wk 26 wk 52 wk
7 newscasts (6 10-min, 1 5-min) 70.00 60.00 50.00

CAPSULE REPORT (Mon thru Sat 9 am)

6 capsules 34.20 32.80 30.60

MID-MORNING NEWS (Mon thru Sun 11 am)

7 newscasts 49.00 42.00 35.00

NEWS AT NOON (Mon thru Sun noon)

7 newscasts 49.00 42.00 35.00

MID-AFTERNOON NEWS (Mon thru Sat 4 pm; Sun 5 pm)

7 newscasts 49.00 42.00 35.00

TIE SIX O'CLOCK REPORT (Mon thru Sat 6 pm)

6 newscasts 42.00 36.00 30.00

THE EVENING REPORT (Mon thru Fri 8 pm; Sat 8:23 pm; Sun 7:55 pm)

7 newscasts 69.50 52.50 45.50

ELEVENTH HOUR NEWS (Mon thru Sun 11 pm)

7 newscasts (6 10-min, 1 5-min) 85.00 75.00 65.00

SUNDAY NEWS (2:55, 7 and 10 pm)

3 newscasts 27.00 25.50 24.00

Commercial content: open, close, 1-minute spot (2 spots in 10-minute newscasts).

Sponsorship of 2 or more strips earns lower rate.

WDEW

1957

WESTFIELD

RAB

Media Code 4 222 7540 4.00

Radio Westfield Inc., 90 Elm St., Bm 7, Westfield, Mass. 01085. Phone 413-568-8643.

STATION'S PROGRAMMING DESCRIPTION

WDEW: Programmed for general interest.

AIR PERSONALITIES handle all segments. Sign-on-10 am middle-of-the-road music, quips, school lunch menus. 10-11 am conversation with guests and celebrity host. 11 am-noon middle-of-the-road music. 12:10-12:20 pm swap program. 12:20 pm-sign-off middle-of-the-road music, audience participation for contests and games on telephones. NEWS: 10 min every half hour sign-on-9 am, 5 min on hour, 2 min on half hour 9 am-noon, 10 min at noon, 5 min on hour, 3 min on half hour 12:30-3 pm, 10 min each half hour 3-6 pm. 2 man news staff, staff meteorologist. SPORTS: live major league baseball, live local school sports, four 5 min sports daily. Sun ethnic music, 1 hour each for Italian and German. Contact Representative for further details. Rec'd 9/9/68.

1. PERSONNEL

President—Sherwood J. Tarlow.
General Manager—John Wallace Spencer.

2. REPRESENTATIVES

New York—Vice Piano Associates, Inc.
Boston—Harold H. Segal & Company.

3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 18.
Basic Rates: 21b, 22a, 23a, 24b, 24c, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 44a, 45, 46, 49, 50, 51b.
Comb.; Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 Eff 8/1/68—Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 156x 260+

Spots 10.00 9.50 9.25 9.00 8.75 8.25

7. PACKAGE PLANS

SATURATION PLANS—Consecutive—

W M A S

1932

SPRINGFIELD

Media Code 4 222 7800 2.00
Masscon Broadcasting Corp., 101 West St., Springfield, Mass. 01101. Phone 413-737-1414.

STATION'S PROGRAMMING DESCRIPTION

WMA S: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: half hour, hour and quarter of hour, network. Local news: 8 am, noon & 5 pm. News hour: 6-7 pm with local news. 2 networks news personalities commentary, race results, and network sports commentary. SPORTS: professional and college football, basketball, hockey, golf, baseball all live at home and away. MUSIC: middle-of-the-road. Telephone interviews. Contact Representative for further details. Rec'd 9/27/68.

1. PERSONNEL
President—Edward R. Newman.
Ass't Vice-Pres. & Gen'l Mgr.—W. Richard Martin.
2. REPRESENTATIVES
Greener, Hiken, Sears.
New England, Boston—Eckels & Queen, Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 5:30-12:30 am. EST.
Partial simulcast operation. Simulcast 5:30-9 am. For non-simulcast facilities see WMA S-FM.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 49, 51a.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.
Affiliated with MBS.

TIME RATES

No. 16 Eff 8/1/68—Rec'd 9/30/68.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.
E—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	1 ti	7 ti	14 ti	28 ti
1 min	40	35	30	25
30 sec	35	30	25	20
CLASS A				
1 min	35	30	25	20
30 sec	30	25	20	15
CLASS B				
1 min/30 sec	25	20	15	10

DISCOUNTS

13 wk—5%
26 wk—10%
52 wk—15%

7. PACKAGE PLANS
ROS 5:30 am-7 pm—1 min/30 sec, 81 ti per wk. 13.50

10. SPECIAL FEATURES
Newscasts/Weathercasts—flat, ea. 35.00

W M A S-FM

1947

SPRINGFIELD

Media Code 4 222 7801 0.00
Masscon Broadcasting Corp., 101 West St., Springfield, Mass. 01101. Phone 413-737-1414.

1. PERSONNEL
President—Edward R. Newman.
Ass't Vice-Pres. & Gen'l Mgr.—W. Richard Martin.
2. REPRESENTATIVES
Greener, Hiken, Sears.
New England, Boston—Eckels & Queen, Inc.
3. FACILITIES
ERP 1,300 w.; 94.7 mc. Stereo.
Operating schedule: 5:30-12:30 am. EST.
Antenna ht.: 360 ft. above average terrain.
Partial simulcast operation. Operated separately 9-12:30 am. For simulcast facilities see WMA S.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
See WMA S listing for coded regulations.
Affiliated with American FM Network.

TIME RATES

50% of WMA S rates.

W R E B

1950

RAB

HOLYOKE

Media Code 4 222 7930 7.00
Algonquin Broadcasting Corp., Box 507, 300 High St., Holyoke, Mass. 01040. Phone 413-536-3930.

STATION'S PROGRAMMING DESCRIPTION
WREB: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min hourly & weather reports daily. Middle-of-the-road music 6 am-6 pm M-F. Rock and roll 6-8:30 pm M-F & 2-6 pm Sat. Woman personality 9-11 am & 1-2 pm M-F, with music, recipes, fashions, household hints, beauty tips. Foreign language 9-9:30 am & 10 am-noon Sat & 9-4:30 pm Sun. Foreign languages include French, Polish, Greek, Spanish. Sun 4:30-8:30 pm middle-of-the-road music. News: national, international, local, regional daily. News specials M-S half hour commentaries on local news at 7:30 am & 12:30 pm. SPORTS: 5 min 8:30 am, 10 min 4:05 pm, 5 min 5:05 pm summers. Play-by-play high school football. Personalities capable of doing remote broadcasts. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Joseph J. Alfano, Jr.
Station Manager—Edward G. Connell.
2. REPRESENTATIVES
New York—Breen & Ward.
Boston—Harold H. Segal & Company.
3. FACILITIES
500 w. days; 930 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 25a, 28a, 28c, 29a, 32a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 48, 49, 51b, 51c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: French Program Group of New England.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1965.
Rates received August 4, 1965.

6. SPOT ANNOUNCEMENTS

Flat ROS 5.50

7. PACKAGE PLANS

PER WK:	ROS			
	4 wk	13 wk	26 wk	52 wk
5 ti	4.50	4.25	3.75	3.50
10 ti	4.25	4.00	3.50	3.25
20 ti	4.00	3.75	3.25	3.00
35 ti	3.75	3.50	3.00	2.75
50 ti	3.50	3.25	2.75	2.50

Up to 4 weeks, flat 6.00

FIXED POSITION

5 ti	FIXED POSITION AVAILABLE			
	1 ti	2 ti	3 ti	4 ti
5 ti	5.40	5.15	4.65	4.40
10 ti	5.15	4.90	4.40	4.15
20 ti	4.90	4.65	4.15	3.90
35 ti	4.65	4.40	3.90	3.65
50 ti	4.40	4.15	3.65	3.40

10. SPECIAL FEATURES

5-minute newscast—commissionable to 5 minute rate.

W S P R

1935

SPRINGFIELD

The Eastman Station
Independent

Media Code 4 222 8060 2.00
WSPR, Inc., WSPR Bldg., 63 Chestnut St., Springfield, Mass. 01103. Phone 413-732-4182. TWX 413-731-3276.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alan C. Tindal.
Program Director—Bud Clain.
2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.
New England—Kettell-Carter, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 kc. Directional—same pattern day and night.
Operating schedule: 5:30-1:00 am weekdays; 8:00 am-midnight Sun. EST.
4. AGENCY COMMISSION
15/0 net time only; terms on contract.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81.

TIME RATES

Eff 10/1/65—Rec'd 9/5/68.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun all day.
IV—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	Section I		Section II	
	1 min	10 sec	1 min	10 sec
1 ti	34.00	27.00	17.00	30.00
12 ti	30.00	24.00	15.00	25.00
18 ti	28.00	22.40	14.00	23.00

1 ti	Section III		Section IV	
	1 min	10 sec	1 min	10 sec
1 ti	25.00	20.00	19.00	15.20
12 ti	23.00	18.40	17.50	13.60
18 ti	22.00	17.60	16.00	12.80

7. PACKAGE PLANS

BEST BUY PLANS
Plan A—30 ti (6I, 6II, 12III, 6IV) 19
Plan B—15 ti (3I, 3II, 6III, 3IV) 21
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES

5 min-1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4%
52 wk—8%
Not applicable to Best Buy Plan.
Rateholder: Minimum wks sched of 6 1-min spots.
6 am-12 mid Mon-Sun, necessary to maintain consec wk advertising.

W T X L

1949

WEST SPRINGFIELD

Media Code 4 222 8190 7.00
Communication Industries, Inc., 34 Sylvan St., West Springfield, Mass. 01089. Phone 413-785-1513.

1. PERSONNEL
Pres. & Gen'l Mgr.—Zachary W. Land.
2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
Boston—Bill Creed Associates, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Directional daytime. Non-directional nights.
Operating schedule: 5-1 am weekdays; 7 am-midnight Sun. EST.

4. AGENCY COMMISSION

15/0 net time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 25a, 24a, 24b, 26, 28a, 29.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 71a.
All rates listed include 25% production cost.
Affiliated with American Contemporary Network.

TIME RATES

Eff 11/1/67—Rec'd 9/13/67.
AA—Mon thru Sat 8-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm; Sun all day.
B—All other times.

7. PACKAGE PLANS

1 min	1 ti				6 ti				12 ti				18 ti				24 ti				
	1 min	20/30 sec	10 sec	A	1 min	20/30 sec	10 sec	A	1 min	20/30 sec	10 sec	A	1 min	20/30 sec	10 sec	A	1 min	20/30 sec	10 sec	A	
1 min	22.00	20.00	18.00	17.00	18.00	17.00	16.00	15.00	16.00	15.00	14.00	13.00	14.00	13.00	12.00	11.00	12.00	11.00	10.00	11.00	10.00
20/30 sec	18.00	16.00	14.00	13.00	14.00	13.00	12.00	11.00	12.00	11.00	10.00	9.00	10.00	9.00	8.00	7.00	8.00	7.00	6.00	7.00	6.00
10 sec	11.00	10.00	9.00	8.00	9.00	8.00	7.00	6.00	7.00	6.00	5.00	4.00	5.00	4.00	3.00	2.00	3.00	2.00	1.00	2.00	1.00

8. PROGRAM TIME RATES

5 min: 1-1/2 x 1-min.

W T Y M

1947

EAST LONG MEADOW

Media Code 4 222 8320 0.00
Executive Broadcasting Corp., Inc., Box 545, East Longmeadow, Mass. 01027. Phone 413-525-4141.

STATION'S PROGRAMMING DESCRIPTION

WTYM: Programmed for adults and mature young adults.
6 announcers emcee entire operation. NEWS: 5 min hourly, except morning traffic 10 & 15 min personality newscasts. Stock market deeper report daily at 4:30 pm. SPORTS: show daily at 4:45 pm.
COMMERCIAL POLICY: 12 minutes per hour.
MUSIC 90%: showtunes, film music, big orchestration, standards. 3 man news department, 1 mobile unit. Sat and Sun music all day. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL

Co-Sta. Mgrs.—Donald Wilks & Michael Schwartz.
Sales Manager—Bob Mills.
Operations Manager—Mort Roberts.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.
Boston—Harold H. Segal & Company.

3. FACILITIES

5,000 w. days, 1,600 kc. Non-directional.
Operating schedule: 6:00 am-sign-off. EST.

4. AGENCY COMMISSION

15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 22b, 23a, 24c, 25c, 26, 27, 28b, 28c, 29a, 32a, 33a.

Contracts: 40a, 41, 44b, 46, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60b, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

Eff 2/1/64—Rec'd 1/20/64.
AA—0-0 am & 4-7 pm.
A—0 am-4 pm & all other times.

6. SPOT ANNOUNCEMENTS

MORNING AND EVENING OVERTURE

12 ti	CLASS AA			
	1 min	13 wk	26 wk	52 wk
12 ti	14.00	13.00	12.00	11.00
18 ti	13.00	12.00	11.00	10.00
24 ti	12.00	11.00	10.00	9.00
36 ti	11.00	10.00	9.00	8.00

30 SECONDS

12 ti	CLASS AA			
	1 min	13 wk	26 wk	52 wk
12 ti	12.00	11.00	10.00	9.00
18 ti	11.00	10.00	9.00	8.00
24 ti	10.00	9.00	8.00	7.00
36 ti	9.00	8.00	7.00	6.00

MORNING CAROUSEL AND MIDDAY SEERNADE

12 ti	CLASS AA			
	1 min	13 wk	26 wk	52 wk
12 ti	11.00	10.00	9.00	8.00
18 ti	10.00	9.00	8.00	7.00
24 ti	9.00	8.00	7.00	6.00
36 ti	8.00	7.00	6.00	5.00

30 SECONDS

12 ti	CLASS AA			
	1 min	13 wk	26 wk	52 wk
12 ti	9.00	8.00	7.00	6.00
18 ti	8.00	7.00	6.00	5.00
24 ti	7.00	6.00	5.00	4.00
36 ti	6.00	5.00	4.00	3.00

10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	260x
1 hr	100	90	85	80	70
1/2 hr	75	65	60	50	40
1/4 hr	50	40	35	25	20
5 min	20	15	17	15	12

TAUNTON (1 AM; 1 FM)

Hristol County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

W P E P

1949

Subscriber to the NAB Radio Code

Media Code 4 222 8450 5.00
Silver City Broadcasting Corp., Box 1228, 49 Broadway, Taunton, Mass. 02780. Phone 617-824-7528.

MASSACHUSETTS

1. PERSONNEL

Pres. & Gen'l Mgr.—J. Marshall McGregor.
Sta. & Com'l Mgr.—Ronald H. Mendler.
Chief Engineer—William E. Aldrich-Amen.

2. REPRESENTATIVES

New England—Nona Kirby Co., Inc.

3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:30 am-sign-off weekdays; 8:00 am-sign-off Sun. EST.

4. AGENCY COMMISSION

MASSACHUSETTS

WARE

Hampshire County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WARE
1948

RAB

Media Code 4 222 8710 2.00
Central Broadcasting Corp., 90 South St., Ware, Mass. 01092. Phone 413-967-6231.

STATION'S PROGRAMMING DESCRIPTION
WARE: Programmed for general interest.
AIR PERSONALITIES handle all shows. NEWS: concentration of news from area towns. Maintain staff of 4 local newsmen, 2 mobile units, equipped with 2 way radio plus staff of 2 stringer reporters in area towns. Telephone in. In person guest show daily 12:15-1 pm. SPORTS: major league baseball, basketball and hockey, pro football, high school basketball, baseball and football, plus little league games. MUSIC: middle-of-the-road. Contact Representative for further details. Rec'd 9/25/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Allan W. Roberts.
Vice-Pres. & Sta. Mgr.—Richard Vaughan.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
New England—Harold H. Segal & Company.
- FACILITIES**
1,000 w.; 1250 kc. Directional—night only.
Operating schedule: 5:55-1 am. EST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29b, 30, 31, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 ERP 5/2/69—Rec'd 5/31/68.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 26x 52x 104x 156x 260x+
1 min. 15 14 13 12 11 10

7. PACKAGE PLANS
PER WK. ROS: 12 tl 18 tl 24 tl
13 consec wks. 9.50 9.00 8.50
26 consec wks. 8.00 8.50 8.00
52 consec wks. 8.50 8.00 7.50

SHORTS
ROS PER 1/4 HR, PER WK, EA: 15 tl 30 tl 60 tl
10 sec. 5.00 4.50 4.00

8. PROGRAM TIME RATES

1 hr.	100	95	85	80	75
1/2 hr.	75	70	65	60	55
1/4 hr.	50	45	40	35	30
5 min.	35	30	25	20	17

WESTFIELD

Hampden County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Westfield, West Springfield)

WEST SPRINGFIELD

Hampden County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Westfield, West Springfield)

WEST YARMOUTH (1 AM; 1 FM)

Barnstable County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WOCB
1940

RAB

WOCB-FM
1948

RAB

Media Code 4 222 8840 7.00
Ottawa Stations, Inc., South Sea Ave., West Yarmouth, Cape Cod, Mass. 02673. Phone 617-775-0500.

Other studios—Hyannis, Falmouth, Mass.
STATION'S PROGRAMMING DESCRIPTION
WOCB: Programmed for adults.
News: on the hour, 15 min at 8 am, 1 pm, 6 pm, & 11 pm. All other news on hour, 5 min UPI service. Titles and weather casts: 7:25 am, 8:15 am, 12:35 pm, 7:05 pm. SPORTS: 7:35 am, 4:05 pm, 8:20 pm. Play-by-play local hockey, football and basketball. Women's show 9:05-10 am, 11:30 am-12:30 pm with male personality. Guest interviews conducted. General popular music, featuring standards, show-tunes, jazz, middle-of-the-road. Classical music 2-3 pm & 10-11 pm. Vacation information all day in summer. Prominent newsmakers interviewed by newsmen panel each week. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Chester B. Miller.
Sales Manager—Donald A. Steele.
Program Director—G. Wesley Stidstone.

2. REPRESENTATIVES

New England—Kettel-Carter, Inc.
New York—Ottawa Advertising Sales.
Call station collect.

3. FACILITIES

1,000 w. days; 250 w. nights. 1240 kc.
Non-directional.
Operating schedule: 6:30 am-midnight. EST.
FM-ERP 15,500 w.; 94.9 mc.
Operating schedule: 6:30 am-midnight. EST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.

Basic Rates: 21a, 22b, 23a, 24a, 25a, 26, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 10 ERP 6/1/69—Rec'd 6/2/69.

SUMMER RATES: ERP 6/1/69 thru 9/30/69.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:

1 tl	5 tl	10 tl	15 tl	20 tl	30 tl	40 tl	50 tl
Open	12.70	12.10	11.55	10.95	10.35	9.80	9.20
4 wk	12.05	11.45	10.80	10.30	9.70	9.15	8.55
13 wk	10.75	10.15	9.55	8.95	8.35	7.80	7.20
26 wk	8.80	8.20	7.65	7.05	6.45	5.90	5.30

30 SECONDS

Open 9.55 9.15 8.75 8.25 7.80 7.40 6.90 6.50
4 wk 9.05 8.60 8.20 7.70 7.30 6.90 6.45 6.00
13 wk 8.05 7.60 7.20 6.70 6.30 5.90 5.45 5.00
26 wk 6.65 6.15 5.75 5.30 4.90 4.50 4.00 3.60

10 SECONDS

Open 6.35 6.10 5.85 5.50 5.20 4.95 4.60 4.35
4 wk 6.05 5.65 5.35 5.15 4.90 4.60 4.30 4.00
13 wk 5.35 5.10 4.80 4.50 4.20 3.95 3.60 3.35
26 wk 4.40 4.15 3.85 3.55 3.25 3.00 2.85 2.40

8. PROGRAM TIME RATES

1 hr.	102	95	88	81	75	68	61
1/2 hr.	68	61	57	53	49	45	41
1/4 hr.	41	38	36	33	30	27	25
10 min.	38	33	30	27	25	22	19
5 min.	22	10	17	14	13	11	9

RATES FOR BALANCE OF YEAR
1 MINUTE

PER WK:

1 tl	5 tl	10 tl	15 tl	20 tl	30 tl	40 tl	50 tl
Open	9.40	8.95	8.55	8.10	7.65	7.25	6.80
4 wk	8.90	8.45	8.05	7.60	7.15	6.75	6.30
13 wk	7.90	7.45	7.05	6.60	6.15	5.75	5.30
26 wk	6.50	6.05	5.65	5.20	4.75	4.35	3.90
52 wk	5.50	5.05	4.65	4.20	3.75	3.35	2.90

30 SECONDS

Open 7.05 6.75 6.45 6.10 5.75 5.45 5.10 4.80
4 wk 6.70 6.35 6.05 5.70 5.40 5.10 4.75 4.45
13 wk 5.95 5.60 5.30 5.05 4.65 4.35 4.00 3.70
26 wk 4.90 4.55 4.25 3.90 3.60 3.30 2.95 2.65
52 wk 4.15 3.80 3.50 3.15 2.85 2.55 2.20 1.90

10 SECONDS

Open 4.70 4.50 4.30 4.05 3.85 3.65 3.40 3.20
4 wk 4.45 4.25 4.05 3.80 3.60 3.40 3.15 2.95
13 wk 3.95 3.75 3.55 3.30 3.10 2.90 2.65 2.45
26 wk 3.25 3.05 2.85 2.60 2.40 2.20 1.95 1.75
52 wk 2.75 2.55 2.35 2.10 1.90 1.70 1.45 1.25

8. PROGRAM TIME RATES

1 hr.	75	65	60	55	50	45	40
1/2 hr.	50	45	42	39	36	33	30
1/4 hr.	30	28	26	24	22	20	18
10 min.	26	24	22	20	18	16	14
5 min.	16	14	12	10	9	8	7

9. SPECIAL FEATURES
News participation add .50 to applicable rate.
Minimum rate holder: 5 spots per week. Limited to same length.

For your convenience . . .

The Contents Page of this issue now carries the names and addresses of the various associations with which radio stations are affiliated.

NAB

National Association of Broadcasters

1812 K St., N. W., Washington, D. C. 20006

RAB

Radio Advertising Bureau, Inc.

555 Madison Ave., New York, N. Y. 10022

SRA

Station Representatives Association

230 Park Ave., New York, N. Y. 10017

NIAFMB

National Association of FM Broadcasters

The Jensen Building

665 Fifth Ave., New York, N. Y. 10022

RO2A-1/3

WORCESTER (4 AM; 2 FM)

Worcester County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WAAB
1931

NAB

RAB

Media Code 4 222 8970 2.00
WAAB Inc., 34 Mechanic St., Worcester, Mass. 01608. Phone 617-752-8611.

STATION'S PROGRAMMING DESCRIPTION
WAAB: Programmed for adults and young adults.
5 Air personalities. NEWS: 5 min every 30 min.
Staff meteorologist with weather morning and afternoon.
MUSIC: 85%, featuring current selling general popular music. News and meteorological weather reports 15%. Personalities available for remote broadcasts from mobile broadcast studio. Contact Representative for further details. Rec'd 6/13/69.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Gordon H. Hastings.
General Sales Manager—Aden McElveen.

2. REPRESENTATIVES

Dora & Allen, Inc.
New England—Bill Creed Associates, Inc.

3. FACILITIES

5,000 w.; 1440 kc. Directional—different pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 29b, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 46, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS
FIXED: 1x 5x 10x 15x 20x 25x 30+
1 min. 18.00 17.00 16.00 15.00 14.00 13.00 11.00
30 sec. 14.00 13.00 12.50 11.75 11.00 10.00 9.00
10 sec. 10.00 9.00 8.50 8.00 7.00 6.50 6.00

7. PACKAGE PLANS
ROS PER WK, EA: (10 tl 20 tl 30 tl 40 tl 50 tl)
1 min. 12.00 11.00 10.00 9.00 8.00
30 sec. 10.00 9.00 8.00 7.00 6.00
10 sec. 8.00 7.00 6.00 5.00 4.00

8. PROGRAM TIME RATES

1 hr.	110	100	93	80	70	60
1/2 hr.	65	60	55	52	50	48
1/4 hr.	45	40	38	37	36	35
10 min.	35	33	31	29	27	25
5 min.	25	24	23	22	21	20

TIME RATES
ERP 9/1/69—Rec'd 7/2/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl

1 wk.	19.00	17.00	16.00	15.00	14.00
13 wk.	18.00	16.00	15.00	14.00	13.00
26 wk.	17.00	15.00	14.00	13.00	12.00
52 wk.	16.00	14.00	13.00	12.00	11.00

CLASS A

1 wk.	18.00	17.00	16.00	15.00	14.00
13 wk.	17.00	16.00	15.00	14.00	13.00
26 wk.	16.00	15.00	14.00	13.00	12.00
52 wk.	15.00	14.00	13.00	12.00	11.00

CLASS B

1 wk.	13.00	12.50	12.00	11.00	10.00
13 wk.	12.50	12.00	11.00	10.00	9.00
26 wk.	12.00	11.00	10.00	9.00	8.00
52 wk.	11.00	10.00	9.50	9.00	8.00

7. PACKAGE PLANS
ROS 6 DAY PLAN—MON THRU SAT
1 MIN: Per wk
12AA and 12A. 300
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.	13.00	12.50	12.00	11.00	10.00
1/2 hr.	12.50	12.00	11.00	10.00	9.00
1/4 hr.	12.00	11.00	10.00	9.00	8.00
10 min.	11.00	10.00	9.50	9.00	8.00
5 min.	8.00	7.50	7.00	6.50	6.00

9. SPECIAL FEATURES
News participation add .50 to applicable rate.
Minimum rate holder: 5 spots per week. Limited to same length.

10. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK: 1x 5x 10x 15x 20x 25x 30+
1 min. 30.00 28.00 27.00 26.00 24.00 22.00
30 sec. 24.00 22.00 21.00 20.00 19.00 17.00
10 sec. 15.00 14.00 13.50 13.00 12.00 11.00

7. PACKAGE PLANS
ROS 6 DAY PLAN—MON THRU SAT
1 MIN: Per wk
12AA and 12A. 300
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.	13.00	12.50	12.00	11.00	10.00
1/2 hr.	12.50	12.00	11.00	10.00	9.00
1/4 hr.	12.00	11.00	10.00	9.00	8.00
10 min.	11.00	10.00	9.50	9.00	8.00
5 min.	8.00	7.50	7.00	6.50	6.00

9. SPECIAL FEATURES
News participation add .50 to applicable rate.
Minimum rate holder: 5 spots per week. Limited to same length.

10. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK: 1x 5x 10x 15x 20x 25x 30+
1 min. 30.00 28.00 27.00 26.00 24.00 22.00
30 sec. 24.00 22.00 21.00 20.00 19.00 17.00
10 sec. 15.00 14.00 13.50 13.00 12.00 11.00

7. PACKAGE PLANS
ROS 6 DAY PLAN—MON THRU SAT
1 MIN: Per wk
12AA and 12A. 300
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.	13.00	12.50	12.00	11.00	10.00
1/2 hr.	12.50				

WORC
1925



Subscriber to the NAB Radio Code

Media Code 4 222 9360 5.00
Slate Broadcasting Co., Inc., 8 Portland St., Worcester, Mass. 01608. Phone 617-799-0581.

- PERSONNEL**
President—Sam Slate.
Vice-Pres. & Gen'l Mgr.—Robert F. Bryar.
Commercial Manager—Alvin M. Salde.
- REPRESENTATIVES**
H-R Representatives, Inc.
New England—Eckels & Queen, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1310 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 25a, 29a, 33d.
Contracts: 40a, 42b, 42d, 44b, 45, 46, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective May 1, 1965. (Card No. 12.)
Rates received March 24, 1965.

- SPOT ANNOUNCEMENTS**
DRIVE TIME
(6:00-9:00 am and 3:00-7:00 pm Mon thru Sat)
Fixed position or
less than 6 ti, flat
6 ti
12 ti
18 ti
- HOUSEWIFE TIME**
(9:00 am-3:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun)
Fixed position or
less than 6 ti, flat
6 ti
12 ti
18 ti
24 ti
- NIGHT TIME**
(7:00 pm-midnight Sun thru Sat)
Less than 12 ti
12 ti
18 ti
24 ti

DISCOUNTS

28 consec wk 4% 52 consec wk 8%
Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

- FAMILY PLAN**
Mon thru Sat:
6 spots from 6:00-9:00 am.
6 spots from 4:00-7:00 pm.
4 spots from 7:00-10:00 pm.
Sat:
4 spots from 9:00 am-4:00 pm.
Sun:
4 spots from noon-6:00 pm.
- 24 1-minute announcements per wk ea tot 13. 312.
- PERSONALITY PACKAGE**
Sun thru Sat:
1 spot from 6:00-9:00 am.
1 spot from 9:00 am-noon.
1 spot from noon-3:00 pm.
1 spot from 3:00-7:00 pm.
1 spot from 7:00-9:00 pm.
1 spot from 9:00 pm-midnight.

42 1-minute announcements per wk ea tot 11. 462.
All announcements and packages, except personality package and family plan, are cross-combinable for purposes of figuring frequency.

W S R S (FM)

1940

Knigh Quality Station

Media Code 4 222 9490 0.00
Radio Fitchburg, Inc., Box 286, West Side Station, Worcester, Mass. 01602. Phone 617-757-6321.

- PERSONNEL**
Station Manager—John I. Flynn.
- REPRESENTATIVES**
Boston—Knigh Quality Stations Sales Offices: See Rep & S/O pages.
- FACILITIES**
ERP 25,000 w.; 95.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Knigh Quality Stations.

TIME RATES

ET 1/1/69—Rec'd 12/2/68.

- SPOT ANNOUNCEMENTS**
FIXED: 1x 52x 104x 156x 260x 312x
1 min. 25.00 23.00 21.00 19.00 17.00 15.00
30 sec. 20.00 18.00 16.00 14.00 13.00 12.00
10 sec. 12.50 11.50 10.50 9.50 8.50 7.50
- PACKAGE PLANS**
DRIVE TIME WEEKLY VOLUME PLANS
(Rotate 6-10 am; 4-8 pm)
PER WK: 10 ti 20 ti 30 ti 40 ti
1 min. 13.00 12.00 11.00 10.00
30 sec. 11.40 9.60 8.80 8.00
10 sec. 6.50 5.00 5.50 5.00
- HALF & HALF PLANS**
(50% Drive Rotate; 50% ROS)
1 min. 11.50 10.75 10.00 9.00
30 sec. 9.20 8.60 8.00 7.20
10 sec. 5.75 5.37 5.00 4.50
- ROS VOLUME PLANS**
1 min. 10.00 9.50 9.00 8.00
30 sec. 8.00 7.60 7.20 6.40
10 sec. 5.00 4.75 4.50 4.00
- PROGRAM TIME RATES**
FIXED: 1x 52x 104x 156x 260x 312x
1 hr. 150 140 130 120 110 100
1/2 hr. 90 85 80 75 70 60
1/4 hr. 60 55 50 45 (*) 40
10 min. 45 42 39 36 33 30
5 min. 30 29 28 25 23 20
(*) 42.50

WTAG

1924

NBC Radio Network
BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 222 9620 2.00
Worcester Telegram and Gazette, Inc., 20 Franklin St., Worcester, Mass. 01601. Phone 617-755-4321.
TWX 617-789-4942.

- PERSONNEL**
Vice-Pres., Radio & Exec. Dir.—Robert W. Booth.
General Manager—Herbert L. Krueger.
Sales Manager—Herman H. Kramer.

- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 580 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net time charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and Blair Represented Network.

TIME RATES

No. 24 ET 3/1/69—Rec'd 2/5/69.

- SPOT ANNOUNCEMENTS**
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-6:30 pm.
A—Mon thru Fri 10 am-3 pm & 6:30-8 pm; Sat 10 am-8 pm; Sun sign-on-8 pm.
B—Mon thru Sun after 8 pm.
- CLASS AAA**
WKLY: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min. 32.00 31.00 29.00 27.00 25.00 23.00
30 sec. 25.00 23.00 21.50 20.00 18.50 17.00
10 sec. 19.00 18.50 17.50 16.00 15.03 14.00
- CLASS AA**
1 min. 27.00 25.00 24.00 23.00 22.00 21.00
30 sec. 21.50 20.00 19.00 18.50 17.53 17.00
10 sec. 16.00 15.00 14.50 14.00 13.00 12.50
- CLASS A**
1 min. 20.00 19.00 18.00 17.00 16.00 15.00
30 sec. 16.00 15.25 14.50 13.75 13.00 12.00
10 sec. 12.00 11.50 11.00 10.25 9.75 9.00
- CLASS B**
1 min. 14.00 13.00 12.00 11.00 10.00 9.00
30 sec. 11.25 10.50 9.75 9.00 8.00 7.25
10 sec. 8.50 8.00 7.25 6.75 6.00 5.50
- DISCOUNT**
26 wk—5% 52 wk—10%
- PACKAGE PLANS**
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-6:30 pm.
A—Mon thru Fri 10 am-3 pm & 6:30-8 pm; Sat 10 am-8 pm; Sun sign-on-8 pm.
B—Mon thru Sun after 8 pm.
- YEARLY BULK RATES**
CLASS AAA
300x 500x 750x 1000x 1250x 1500x
1 min. 22.00 21.00 20.00 19.00 18.00 17.00
30 sec. 17.50 17.00 16.00 15.00 14.50 13.50
10 sec. 13.00 12.50 12.00 11.50 11.00 10.00
- CLASS AA**
1 min. 20.00 19.00 18.00 17.00 16.00 15.00
30 sec. 16.00 15.00 14.50 13.50 13.00 12.00
10 sec. 12.00 11.50 11.00 10.00 9.50 9.00
- CLASS A**
1 min. 14.50 14.00 13.50 13.00 12.50 12.00
30 sec. 11.50 11.00 10.50 10.00 9.50 9.00
10 sec. 8.50 8.00 7.50 7.00 6.50 6.00
- CLASS B**
1 min. 8.75 8.50 8.25 8.00 7.75 7.50
30 sec. 7.00 6.80 6.60 6.40 6.20 6.00
10 sec. 5.25 5.05 4.85 4.65 4.45 4.25
No further discounts. Not combinable with other schedules.
- PROGRAM TIME RATES**
AAA, AA & A—Mon thru Sat 6 am-8 pm; Sun sign-on-8 pm.
B—Mon thru Sun 8 pm-sign-on.
- CLASS AAA, AA & A**
5 min 10 min 1/4 hr 1/2 hr 1 hr
Ea 40 55 75 170 175
- CLASS B**
Ea 20 28 40 85 58
- WEEKLY DISCOUNTS**
6 ti—5% 18 ti—15% 30 ti—30%
12 ti—10% 24 ti—25%

MASSACHUSETTS

MEXICAN STATIONS
(Adjoining Ariz., Tex., and Calif.)

- XEAZ**
TIJUANA, MEXICO
See listing under San Diego, Calif.
- XEF**
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.
- XEFV**
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.
- XEGM**
TIJUANA, MEXICO
See listing under San Diego, Calif.
- XEHF**
NOGALES, MEXICO
See listing under Nogales, Ariz.
- XEJ**
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.
- XEK**
NUEVO LAREDO, MEXICO
See listing under Laredo, Tex.
- XELO**
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.
- XEMO**
TIJUANA, MEXICO
See listing under San Diego, Calif.
- XENU**
NUEVO LAREDO, MEXICO
See listing under Laredo, Tex.
- XERB**
TIJUANA, MEXICO
See listing under San Diego, Calif.
- XERF**
COAHUILA, MEXICO
See listing under Del Rio, Tex.
- XETRA**
TIJUANA, MEXICO
See listing under San Diego, Calif.
- XEWG**
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.
- XEWR**
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.
- XEXX**
TIJUANA, MEXICO
See listing under San Diego, Calif.

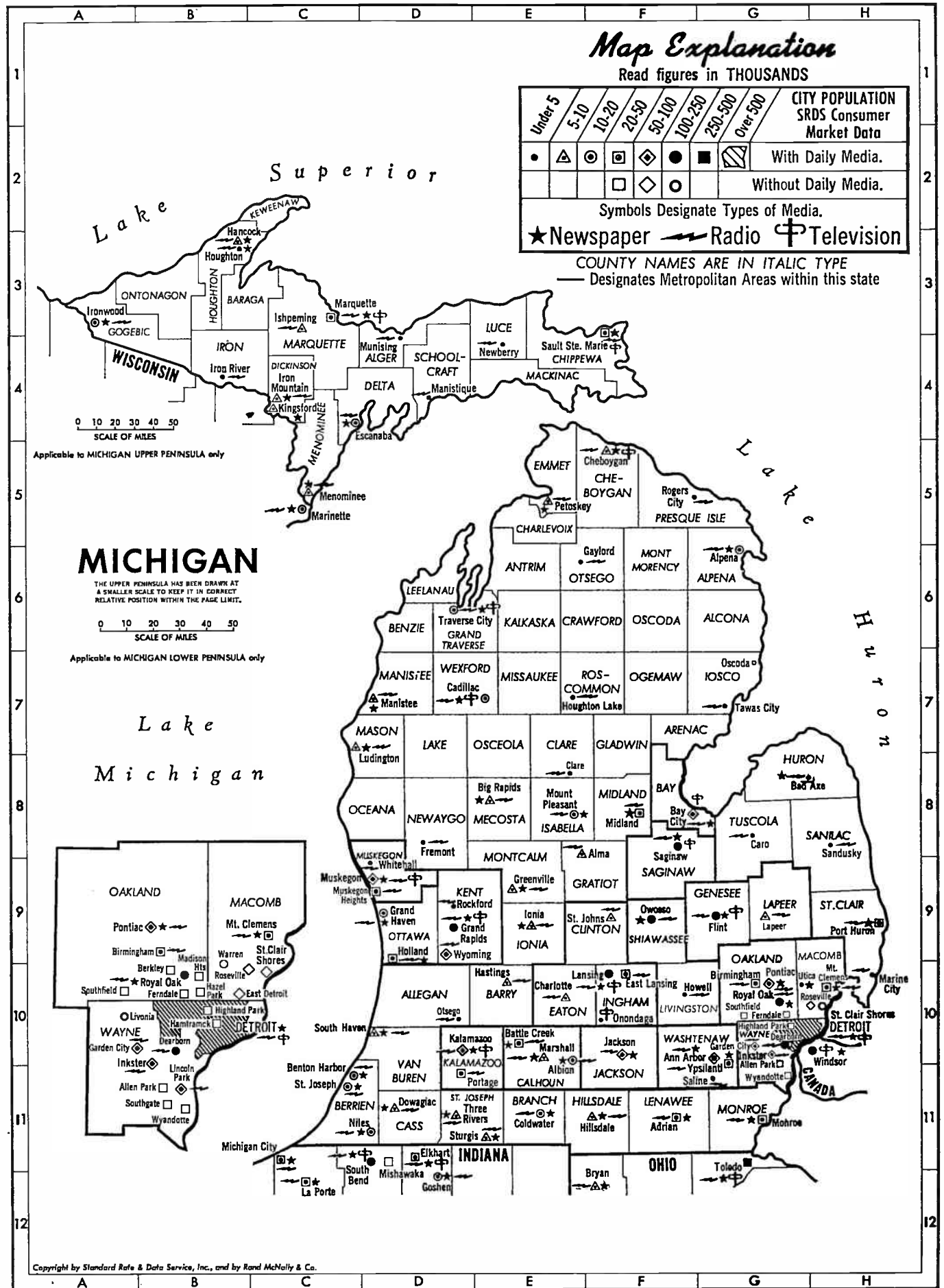
MICHIGAN

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)		
STATE TOTAL	933,300	Jackson
METRO AREAS		Kalamazoo
Ann Arbor	15,500	Lansing
Battle Creek	13,100	Muskegon
Bay City	1,000	Heights
Detroit	725,900	Saginaw
Flint	48,800	Total Metros
Grand Rapids	19,600	890,400



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

State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Adrian—Lenawee	Birmingham—Oakland	Garden City—Wayne	Highland Park—Wayne	Livonia—Wayne	Muskegon Heights—Muskegon	Royal Oak—Oakland	Troy—Oakland
Allen Park—Wayne	Dearborn—Wayne	Grand Rapids—Kent	Holland—Ottawa	Madison Heights—Oakland	Oak Park—Oakland	Saginaw—Saginaw	Warren—Macomb
Ann Arbor—Washtenaw	Detroit—Wayne	Grosse Pointe Woods—Wayne	Inkster—Wayne	Marquette—Marquette	Pontiac—Oakland	St. Clair Shores—Macomb	Wayne—Wayne
Battle Creek—Calhoun	East Detroit—Macomb	Hamtramck—Wayne	Jackson—Jackson	Midland—Midland	Port Huron—St. Clair	Southfield—Oakland	Wyandotte—Wayne
Bay City—Bay	East Lansing—Ingham	Harper Woods—Wayne	Kalamazoo—Kalamazoo	Monroe—Monroe	Roseville—Macomb	Southgate—Wayne	Wyoming—Kent
Benton Harbor—Berrien	Ferndale—Oakland	Hazel Park—Oakland	Lansing—Ingham	Mount Clemens—Macomb		Trenton—Wayne	Ypsilanti—Washtenaw
Berkley—Oakland	Flint—Genesee		Lincoln Park—Wayne	Muskegon—Muskegon			

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—Per Household (\$)		Retail Sales—1968 By Selected Store Types							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)				Service Station (\$000)	
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over													
MICHIGAN STATE TOTALS	8,725.3	2,557.58	27,217,314	10,642	12.9	21.1	18.3	22.9	20.2	15,745,308	6,156	3,421,802	597,029	2,483,329	815,581	797,210	3,424,006	1,148,984	3,705.03	306.8	1,037,528
ALCONA G-6	5.7	1.75	15,570	8,897	23.7	19.7	17.0	16.9	8.6	8,765	5,009	1,274	413	501	245	2,416	1,023	3.06	1.3	2,268	
ALGER D-4	7.8	2.21	19,498	8,823	17.7	18.3	19.6	22.6	12.0	10,489	4,746	3,046	412	494	418	1,218	1,478	3.25	.8	1,367	
ALLEGAN D-10	63.7	18.41	146,678	7,967	20.6	24.3	21.0	17.6	9.2	95,998	5,214	19,943	3,038	3,029	3,133	1,614	27,645	7,492	26.03	9.2	30,568
ALPENA G-6	32.8	9.27	67,947	7,330	22.3	26.2	22.2	15.2	6.3	53,551	5,777	13,890	1,756	5,340	4,677	2,276	9,457	3,754	12.78	2.3	3,965
ANTRIM E-6	9.0	2.73	22,928	8,399	21.2	15.0	18.5	20.7	13.6	18,515	6,782	5,364	560	577	285	1,264	2,210	4.95	1.7	4,430	
ARENAC F-7	10.2	3.08	20,993	6,816	25.3	17.2	17.7	15.1	8.9	19,696	6,395	3,892	457	502	314	4,377	2,839	4.55	2.3	5,506	
BARAGA B-3	5.6	1.61	16,393	10,182	16.0	13.6	17.0	25.2	18.2	10,969	6,813	2,222	285	1,062	305	1,777	1,800	1,464	3.26	.8	1,019
BARAGA B-3	5.6	1.61	16,393	10,182	16.0	13.6	17.0	25.2	18.2	10,969	6,813	2,222	285	1,062	305	1,777	1,800	1,464	3.26	.8	1,019
BARRY E-10	35.4	10.73	86,340	8,047	18.7	25.7	20.7	17.0	9.1	41,749	3,891	8,894	1,247	2,350	1,180	1,305	7,087	3,583	14.56	4.8	15,595
BAY F-8	118.2	34.94	306,421	8,770	15.7	23.0	21.3	22.4	13.1	206,153	5,900	45,462	6,956	40,426	16,177	11,813	41,306	16,221	47.79	5.6	19,159
Bay City	58.0	17.61	153,781	8,733	124,798	7,087	26,189	5,426	24,446	124,798	7,087	26,189	5,426	24,446	12,043	8,106	26,303	8,187			
Bay City Metro Area	118.2	34.94	306,421	8,770	15.7	23.0	21.3	22.4	13.1	206,153	5,900	45,462	6,956	40,426	16,177	11,813	41,306	16,221	47.79	5.6	19,159
BENZIE D-6	6.2	1.95	19,118	9,804	17.6	14.1	19.6	26.6	16.2	14,063	7,212	3,281	744	749	385	2,700	1,215	3.63	.9	2,817	
BERRIEN C-11	169.7	51.27	474,298	9,251	14.7	22.9	20.8	21.7	14.5	294,149	5,737	66,985	10,394	42,179	11,912	12,604	52,020	27,988	74.58	9.8	46,001
Benton Harbor	17.5	5.66	52,027	9,192						87,846	15,520	20,181	1,942	23,772	7,018	5,083	15,491	5,121			
Benton Harbor, St. Joseph Combined	30.1	9.86	102,580	10,404						119,648	12,135	27,925	3,756	27,671	9,539	6,664	18,248	7,973			
BRANCH E-11	36.7	10.53	90,941	8,636	17.8	19.8	21.9	19.5	12.1	56,727	5,387	9,551	1,640	4,643	2,571	2,596	10,428	4,589	15.25	4.4	18,232
CALHOUN E-11	149.3	46.00	456,393	9,922	12.8	21.1	19.8	24.7	17.6	267,165	5,808	58,318	9,822	36,628	12,228	13,365	57,400	23,690	63.18	6.1	21,393
Battle Creek	49.8	16.81	148,048	8,807						176,397	10,494	39,700	7,276	33,267	9,570	9,170	40,626	13,350			
Battle Creek Metro Area	149.3	46.00	456,393	9,922	12.8	21.1	19.8	24.7	17.6	267,165	5,808	58,318	9,822	36,628	12,228	13,365	57,400	23,690	63.18		
CASS D-11	42.3	12.58	96,452	7,667	20.2	25.1	19.8	17.8	9.6	50,442	4,010	12,387	1,470	893	1,667	2,188	12,661	4,622	18.23	4.4	13,443
CHARLEVOIX E-5	12.0	3.63	37,189	10,245	16.5	15.4	17.6	25.4	20.1	26,831	7,391	7,557	843	760	1,195	1,715	5,174	2,586	6.97	1.3	3,020
CHEBOYGAN F-5	14.8	4.25	31,664	7,450	23.0	18.4	16.8	17.5	9.7	33,279	7,830	7,615	1,272	1,191	1,521	727	6,248	4,421	6.43	1.5	2,425
CHIPPEWA E-41	34.6	9.63	75,160	7,805	23.4	25.0	17.8	17.1	7.4	45,154	4,689	9,115	962	8,205	1,824	1,205	8,595	3,509	12.52	2.1	2,631
CLARE E-7	11.9	3.63	23,465	6,464	23.1	19.6	19.5	16.0	5.9	31,752	8,747	7,601	1,021	1,176	1,507	1,095	3,972	5,551	6.47	1.7	4,727
CLINTON F-9	42.7	11.83	102,154	8,635	17.9	23.0	20.7	20.3	11.8	63,911	5,402	12,977	1,077	2,159	1,647	2,097	14,648	6,013	16.52	5.8	23,865
CRAWFORD F-6	5.2	1.52	11,313	7,443	24.0	17.7	21.1	18.0	9.5	13,738	9,038	3,182	448	705	407	2,829	2,654	2.50	.2	55	
DELTA D-4	34.4	10.10	80,356	7,956	21.7	21.2	21.4	19.0	9.2	70,001	6,931	19,787	1,435	6,617	2,812	3,396	13,902	4,072	13.77	1.9	4,175
DICKINSON C-4	23.1	7.36	59,071	8,026	22.1	20.5	20.1	18.7	8.8	39,362	5,348	9,631	898	4,133	3,640	2,227	7,809	3,154	10.67	.8	1,838
EATON E-10	56.1	16.29	143,469	8,807	17.5	20.7	22.6	20.7	12.2	91,082	5,591	30,564	3,153	3,001	2,378	3,758	18,726	9,022	24.31	5.9	23,913
EMMET E-5	14.7	4.41	38,214	8,665	19.7	19.3	22.5	19.7	10.3	47,104	10,681	8,633	1,551	6,736	3,745	2,865	6,646	3,734	7.63	1.9	2,186
GENESEE G-9	443.5	128.98	1,262,183	9,786	14.2	25.7	18.3	23.1	15.7	837,289	6,492	167,618	33,942	144,714	39,749	52,222	199,172	59,780	186.53	6.9	14,914
Flint	216.5	65.68	720,803	10,974						566,702	8,628	121,514	23,239	109,186	37,884	50,498	153,183	34,303			
Flint Metro Area	491.1	141.44	1,361,056	7,450	14.8	25.8	18.4	22.4	15.1	907,461	6,416	182,382	35,490	146,922	43,715	54,567	220,428	65,095	204.68		
GLADWIN F-7	10.8	3.16	22,542	7,450	18.9	18.0	16.5	22.7	11.6	17,593	5,567	4,860	522	750	480	621	3,649	1,657	4.73	2.5	3,637
GOGEBIC A-3	21.6	7.04	50,865	7,225	28.2	22.7	17.8	17.9	5.9	34,046	4,836	8,848	1,016	2,769	3,695	1,796	6,164	2,100	8.46	1.0	784
GOSPELIC A-3	38.5	10.59	86,913	8,207	22.1	28.1	15.9	15.5	10.0	92,520	8,737	15,346	2,422	15,000	3,660	6,538	21,725	6,453	17.30	2.5	8,724
GRAND TRAVERSE D-6	38.5	10.59	86,913	8,207	18.6	20.2	20.6	19.5	13.4	63,427	5,648	15,169	1,276	8,264	2,128	2,168	12,709	6,011	15.86	5.3	29,033
GRATIOT F-9	38.8	11.23	101,025	8,996	18.7	17.4	19.5	21.0	13.8	60,108	5,514	12,400	1,326	6,657	1,703	3,385	11,041	5,450	15.94	5.8	21,476
HILLSDALE F-11	36.2	10.90	96,417	8,846	24.4	19.8	18.2	18.0	9.1	54,254	5,611	13,143	1,506	4,183	3,449	2,277	10,131	4,183	12.90	2.1	3,390
HUGHTON B-3	31.3	9.67	77,603	8,025																	
HURON G-8	33.6	9.56	74,815	7,826	21.3	17.2	17.5	17.0	12.2	57,896	6,056	11,156	1,380	2,299	2,177	2,563	13,146	3,989	14.55	7.7	40,035
INGHAM F-10	243.5	71.16	800,843	11,254	12.4	22.0	17.8	23.7	21.3	556,479	7,820	108,882	16,042	104,571	23,246	26,887	128,580	35,958	110.70	6.3	24,956
East Lansing	38.7	9.09	122,752	13,504						42,778	4,706	9,478	2,868	3,647	4,574	1,143	5,546	4,389			
Lansing	130.5	41.40	444,122	10,728						414,100	10,002	83,182	9,698	98,276	18,648	23,480	112,568	23,196			
Lansing Metro Area	342.3	99.28	1,046,466	10,541																	

MICHIGAN

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968					Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)						
			Per Household (\$)	% Distribution of Families					Total Retail Sales Per Household (\$)	By Selected Store Types											
				(\$000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999		15000 and over	(\$000)	Food (\$000)				Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)
KALAMAZOO D-11	194.5	56.72	572,514	10,094	12.8	22.9	20.1	23.2	17.7	360,373	6,354	84,660	11,917	49,939	24,316	24,572	68,453	27,231	82.92	5.2	17,733
Kalamazoo	94.8	28.06	289,549	10,319	236,167	8,417	51,422	7,788	45,247	20,567	23,462	57,150	15,532
Kalamazoo Metro Area	194.5	56.72	572,514	10,094	12.8	22.9	20.1	23.2	17.7	360,373	6,354	84,660	11,917	49,939	24,316	24,572	68,453	27,231	82.92

Advertisement

WKZO 13-County Market	1,362.3	404.29	3,843,488	9,507	2,270,601	5,616	546,263	79,751	278,839	110,586	128,777	486,310	182,908	582.14	74.2	248,097
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WKZO is the **BIG BUY** in Western Michigan
For example, look at Kalamazoo

*Circulation Pulse 1968, Mich. Station Report. Interviewing conducted during 1967.

WKZO reaches 13 counties—nearest competitor only 4*
WKZO reaches 27% more homes than all Kalamazoo stations combined*
WKZO has 197% more weekly circulation than next station*
WKZO reaches 3 times more homes than next station*
WKZO reaches 248% more adults than next station*

CBS Radio for Western Michigan. Avery-Knodel, Inc., Exclusive National Representatives



The Felzyer Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJFP GRAND RAPIDS
WTRM GRAND RAPIDS-KALAMAZOO
WFMW/WRTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WRTV CADILLAC-TRAVERSE CITY
WTRV-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KBRN-TV GRAND ISLAND, NEB.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

KALKASKA E-6	4.4	1.39	8,531	6,137	19.0	14.8	18.3	23.5	13.0	5,372	3,865	1,702	320	137	205	845	937	2.25	.8	1,209
KENT D-9	407.7	122.15	1,314,340	10,760	12.5	20.9	18.8	24.5	20.7	731,038	5,985	182,535	28,611	126,019	36,350	48,696	153,353	55,277	176.94	9.0	27,065
Grand Rapids	221.3	70.73	683,483	9,663	472,594	6,682	108,889	20,106	89,466	30,135	38,614	100,616	33,949
Grand Rapids Metro Area	522.7	154.64	1,599,111	10,341	13.8	22.2	19.4	23.3	18.6	892,353	5,771	219,154	33,263	138,724	43,044	57,332	189,771	69,040	229.87
Wyoming	61.8	16.97	143,032	8,429	120,798	7,118	30,931	2,234	19,057	5,650	10,691	32,518	8,620
KEWEENAW C-2	2.0	.70	5,182	7,403	21.3	14.1	15.6	33.0	11.9	1,790	2,557	473	251	306	.88	1	23
LAKE D-7	5.4	1.86	8,966	4,820	25.9	17.0	14.7	10.4	4.2	6,332	3,404	1,921	73	118	123	104	351	685	2.23	7	1,055
LAPEER G-9	47.6	12.46	98,873	7,935	21.8	23.0	19.3	16.1	8.9	70,172	5,632	14,764	1,548	2,208	3,966	2,345	21,256	5,315	18.15	6.4	25,460
LEELANAU D-6	9.9	2.89	19,001	6,575	27.2	17.5	19.1	12.9	6.7	17,598	6,089	8,250	400	687	276	790	1,324	1,447	4.19	2.1	5,680
LENAWEE F-11	86.4	24.87	208,097	8,367	18.4	21.0	22.7	19.7	10.7	144,326	5,803	27,970	4,061	13,554	6,319	5,327	35,260	10,074	35.00	7.3	42,765
Adrian	22.5	6.77	60,168	8,887	67,867	10,025	15,634	1,985	11,365	4,434	4,062	14,761	3,960
LIVINGSTON F-10	45.8	13.15	108,567	8,256	17.6	22.8	21.6	19.2	11.7	74,600	5,673	18,919	2,626	2,421	1,813	2,995	19,392	6,274	20.37	4.2	15,625
LUCE E-3	7.2	1.57	15,532	9,893	14.8	19.3	17.6	23.1	16.3	11,123	7,085	3,188	582	134	743	365	3,199	635	2.40	3	52
MACKINAC E-4	11.5	3.15	22,415	7,116	24.1	24.6	18.0	15.0	6.8	18,855	5,986	4,436	568	619	665	477	1,085	3,559	3.45	7	320
MACOMB H-9†	580.4	156.84	1,332,777	8,498	12.3	31.0	22.2	20.0	10.6	920,819	5,871	219,759	38,891	139,087	30,232	38,391	192,455	75,904	255.11	5.6	18,881
East Detroit	50.0	13.35	192,551	14,423	113,077	8,470	39,325	3,172	10,919	905	3,762	48,456	7,262
Mount Clemens	22.6	6.77	83,984	12,405	108,488	16,025	24,042	6,261	15,036	4,969	9,707	32,610	7,968
Roseville	71.4	17.96	165,632	9,222	96,138	5,353	18,414	4,514	43,171	5,741	6,861	8,582	8,378
St. Clair Shores	101.2	25.47	317,370	12,461	100,314	3,939	37,247	5,014	5,591	3,280	6,012	20,287	11,411
Warren	178.3	48.77	280,183	5,745	269,905	5,534	57,016	13,043	49,755	16,080	10,720	33,970	23,483
MANISTEE D-7	18.6	5.85	50,834	8,690	20.2	20.5	20.0	21.8	12.6	31,572	5,397	9,587	1,226	3,600	809	1,442	5,713	2,332	8.33	1.9	4,294
MARQUETTE C-4†	61.0	17.22	136,236	7,911	24.8	21.2	21.7	19.0	8.1	78,492	4,558	17,219	2,232	10,282	6,813	4,711	12,147	7,295	23.92	8	1,468
Marquette	27.5	7.26	53,056	7,308	40,475	5,575	7,523	3,218	2,543	3,123	3,566	7,287	3,405
MASON D-7	22.3	7.01	52,831	7,537	23.0	21.9	19.9	16.9	8.5	39,466	5,630	9,342	1,473	3,199	1,631	1,761	6,674	3,220	9.37	3.1	7,155
MECOSTA E-8	21.5	5.93	52,125	8,790	19.2	16.4	17.5	20.9	14.0	36,548	6,163	8,178	1,383	3,069	1,936	1,398	6,243	4,478	9.40	3.9	8,159
MENOMINEE C-5	33.9	9.98	45,177	4,527	29.3	22.8	19.7	10.6	4.5	24,392	2,444	7,149	251	2,531	433	1,830	3,150	2,103	10.31	3.2	6,961
MIDLAND F-8	62.4	16.78	151,085	9,004	13.0	26.6	24.0	17.9	12.1	107,105	6,383	26,146	5,594	11,279	4,449	5,797	25,927	8,406	28.16	3.7	7,133
Midland	36.0	9.91	102,302	10,323	97,428	9,831	26,105	5,147	10,596	4,084	5,741	24,968	6,853
MISSAUKEE E-7	6.1	1.73	12,324	7,124	24.7	13.8	19.1	15.6	9.3	8,850	5,116	1,848	211	458	83	424	907	1,485	2.83	1.9	5,345
MONROE G-11	115.4	32.06	279,260	8,711	17.5	23.9	21.5	20.3	11.9	138,637	4,324	32,306	3,551	15,887	4,818	5,627	35,001	12,292	48.15	8.4	27,802
Monroe	26.2	7.69	76,228	9,913	70,075	9,112	22,766	2,465	11,072	4,714	4,220	14,515	5,171
MONTCALM E-9	38.2	11.83	88,700	7,498	21.4	19.8	20.7	18.4	9.5	67,243	5,684	17,755	1,985	2,587	2,374	2,341	16,979	5,551	17.39	5.7	20,069
MONTMORENCY F-6	4.5	1.43	8,981	6,280	19.5	15.2	18.6	17.8	7.2	9,070	6,343	1,789	468	120	161	329	1,453	929	2.46	7	1,325
MUSKEGON D-9	166.0	48.96	446,193	9,113	15.9	27.2	18.6	21.6	13.4	264,616	5,405	69,216	10,272	33,226	14,286	15,915	53,079	21,189	66.53	3.1	8,385
Muskegon	53.5	17.25	139,026	8,059	133,511	7,740	29,744	4,788	28,881	13,373	9,767	22,932	9,068
Muskegon-Muskegon Heights Metro Area	166.0	48.96	446,193	9,113	15.9	27.2	18.6	21.6	13.4	264,616	5,405	69,216	10,272	33,226	14,286	15,915	53,079	21,189	66.53
Muskegon Heights	20.8	5.94	51,752	8,712	41,323	6,957	13,633	1,169	1,133	1,340	4,986	13,329	2,476
NEWAYGO D-8	26.0	7.71	53,618	6,954	23.9	21.9	18.7	14.2	7.3	32,171	4,173	6,788	1,043	1,939	1,215	1,063	6,101	3,346	11.49	4.4	10,817
OAKLAND G-9	840.2	235.72	3,570,351	15,083	5.0	14.2	13.7	25.8	40.1	1,798,233	7,596	343,461	73,952	328,281	110,454	84,682	372,449	118,658	397.64	4.7	13,769
Berkley	26.5	7.10	101,313	14,269	31,446	4,429	8,938	2,277	2,487	1,658	4,054	4,379
Birmingham	32.9	10.01	218,506	21,829	171,468	17,130	27,621	9,484	8,481	24,567	12,880	55,394	7,387
Ferndale	34.1	10.64	141,587	13,307	122,666	11,529	14,815	3,773	7,217	5,881	6,716	5,932	5,932
Hazel Park	30.4	8.73	95,175	10,902	56,269	6,445	19,922	1,574	10,781	1,647	1,985	2,274	4,023
Madison Heights	39.5	10.31	159,437	15,464	46,929											

State, County, City, Metro Area Data

MICHIGAN

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$)	% Distribution to	5000 to	8000 to	10000 to	15000 and over	Household (\$)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdis. (\$000)	By Selected Store Types—	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)
SCHOOLCRAFT D-4	8.2	2.37	19,029	8,029	21.6	18.2	21.0	19.3	9.6	12,733	5,373	3,313	552	475	1,324	548	1,419	1,591	3,48	.7	523
SHIAWASSEE F-9	57.9	17.04	160,164	9,399	16.5	22.2	21.3	21.3	14.0	99,540	5,842	20,612	2,943	11,995	3,772	5,178	24,316	7,712	25.21	6.0	22,558
TIUSCOLA G-8	46.0	12.86	115,973	9,018	18.9	18.4	19.6	22.0	14.9	66,539	5,174	17,819	1,796	2,881	2,231	2,059	14,863	5,866	18.21	8.1	35,777
VAN BUREN D-10	54.0	16.62	124,930	7,517	19.9	23.3	20.1	17.0	9.1	79,358	4,775	21,187	2,753	2,155	2,121	2,271	20,038	7,276	23.97	7.4	29,209
WASHTENAW G-10	206.7	57.70	681,964	11,819	10.7	21.5	17.3	23.5	23.4	428,419	7,425	98,139	16,913	50,763	35,882	29,791	94,616	28,713	89.51	6.3	23,835
Ann Arbor	98.7	26.82	362,720	13,524	270,041	9,593	57,126	12,722	42,364	29,814	21,121	50,603	13,947
Ann Arbor Metro Area	206.7	57.70	681,964	11,819	10.7	21.5	17.3	23.5	23.4	428,419	7,425	98,139	16,913	50,763	35,882	29,791	94,616	28,713	89.51	6.3	23,835
Ypsilanti	26.5	7.79	75,677	9,715	99,168	12,730	20,508	3,307	8,535	4,509	29,057	7,425
WAYNE G-10*	2,802.7	849.67	10,069,751	11,851	10.0	18.3	17.3	25.2	24.8	5,122,306	6,029	1,062,288	219,285	1,019,668	286,108	259,251	1,163,918	326,518	1,138.43	3.9	9,710
Allen Park	44.6	11.37	143,629	12,632	57,574	5,064	12,208	2,231	10,773	1,396	2,623	309
Dearborn	120.4	37.11	525,430	14,159	320,540	8,638	65,210	12,233	65,067	22,520	28,633	78,094	4,277
Detroit	1,647.0	517.17	5,909,762	11,427	3,044,019	5,886	711,285	133,859	548,604	176,551	158,879	833,984	184,473
Detroit Metro Area	4,223.3	1,243.23	14,972,879	12,044	9.2	19.4	17.2	24.6	25.9	7,841,358	6,307	1,625,868	332,128	1,487,036	426,794	382,324	1,748,822	521,080	1,791.18
Garden City	53.0	12.90	114,144	8,848	73,928	5,731	16,136	3,119	9,051	1,884	2,782	32,161	4,017
Grosse Pointe Woods	22.6	6.47	125,970	19,470	32,014	4,948	10,629	2,819	833	782	2,377	5,632	2,265
Hamtramck	34.3	11.01	108,553	9,859	70,744	6,425	14,995	3,243	7,669	6,865	5,451	22,655	3,062
Harper Woods	25.0	6.83	86,306	12,636	110,504	16,179	15,464	1,631	82,743	17,040	3,281	7,347	1,902
Highland Park	38.1	14.06	152,585	10,852	107,446	7,642	24,803	3,913	45,362	6,340	5,800	17,422	4,188
Inkster	50.0	12.17	110,641	9,091	40,760	3,349	15,762	1,635	7,993	1,826	1,892	968	5,355
Lincoln Park	65.9	18.17	184,835	10,173	162,580	8,948	28,776	4,375	75,402	13,356	12,579	27,298	7,709
Livonia	105.8	27.50	215,408	7,833	206,994	7,527	45,016	8,142	67,089	15,843	12,718	14,607	12,293
Southgate	34.4	8.61	85,934	9,981	64,855	7,533	11,216	2,639	39,028	4,442	3,196	6,936	3,221
Trenton	25.0	6.66	69,238	10,996	31,127	4,674	6,298	1,825	2,451	4,821	1,072	7,739	2,804
Wayne	28.0	7.55	46,282	6,395	96,132	12,733	16,463	4,187	3,735	1,608	3,906	40,840	8,579
Wyandotte	45.0	13.05	156,599	12,000	80,863	6,196	19,913	3,505	7,767	3,017	7,438	31,836	4,193
WEXFORD D-7	17.8	5.42	51,743	9,547	18.1	15.7	18.7	25.0	16.1	46,068	8,503	11,210	1,515	5,116	1,944	3,595	6,303	3,662	8.55	1.9	2,401

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MICHIGAN

See SRDS consumer market map and data at beginning of the State.

THIS STATE DOES NOT
OBSERVE DAYLIGHT SAVING TIME

STATE NETWORKS

Lemon Network

Comprised of:
WLEN (FM)—Adrian WVMO (FM)—Monroe
Media Code 4 223 0900 5.00
Business Office: Lenawee Broadcasting Co., 149 Main
St., Adrian, Mich. 49221. Phone 313-263-1039.

2. REPRESENTATIVES
John W. Koehn Company.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 25a, 29b, 31.
Contracts: 40a, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60i, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES

ET 1/1/69—Rec'd 1/11/69.

6. SPOT ANNOUNCEMENTS
PER WK: 10 ti 21 ti 41+
1 min. 6.00 5.50 5.00

CONSECUTIVE WEEK DISCOUNTS

13 wk—10% 26 wk—15% 52 wk—20%

Michigan Must-Buy Network, The

Comprised of:
WTRX—Flint WKNX—Saginaw/Bay City

Media Code 4 223 0120 0.00
Business Office: Robert E. Eastman & Co., Inc., 1
Rockefeller Plaza, New York, N. Y. 10020.
Send copy and instructions to both stations.

1. PERSONNEL

Bob Eastman II (WTRX),
Bob Chandler (WKNX).

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL RATE POLICY

See individual station listing for coded regulations.

This network is sold only through Robert E. Eastman
& Company, Inc. Smallest schedule on either station
is to be used as basis for applicable discount.

TIME RATES

No. 2 ET 1/1/68—Rec'd 1/20/69.

10% discount when bought in combination.

Northern Power Network

Comprised of:
WHQR—Houghton Lake WCCW—Traverse City
WHAK—Rogers City WJML—Potoskey
Media Code 4 223 0180 4.00
Business Office: 346 E. State St., Traverse City,
Mich. 49884. Phone 616-946-6211.

1. PERSONNEL

Manager—John Anderson.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation,
Michigan—Michigan Spot Sales, Inc.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b,
24c, 25a, 28b, 28c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60c, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 4/1/68—Rec'd 3/10/69.

6. SPOT ANNOUNCEMENTS

1 min. 1x 26x 52x 156x 260x
20.00 18.15 16.50 14.55 13.70

7. PACKAGE PLANS

PER WK: 1 ti 5 ti 10 ti 20 ti 30 ti
1 min. 20.00 18.25 16.50 14.15 13.30
30 sec: 90% of 1-min. 10 sec: 75% of 1-min.

Paul Bunyan Network

Comprised of:
WTCM—Traverse City WATZ, WATZ-FM—
Mich. Alpena, Mich.
WATT—Cadillac, Mich. WJMN—Potoskey, Mich.
WATC—Gaylord, Mich.

Media Code 4 223 0240 6.00
Business Office: Midwestern Broadcasting Co., Paul
Bunyan Bldg., Traverse City, Mich. 49884. Wind-
sor 7-7675.

1. PERSONNEL

Pres. & Gen'l Mgr.—Les Blederman,
Commercial Manager—R. E. Detwiler.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27,
28b, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49,
50, 51a.

Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.

Affiliated with NBC Radio Network.

TIME RATES

ET 2/1/67—Rec'd 12/20/66.

AA—6:30-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30+
AA 32 31 30 28 26 24
A 26 25 24 22 20 18
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

CONTRACT DISCOUNTS

26 wk—8%
For less than full network, see individual listings
with following combination discounts:

2 sta—5% 3 sta—10% 4 sta—15%

8. PROGRAM TIME RATES

1/4 hr. 1x 25x 52x 104x 260x 512x
110 88 84 82 78 72
5 min. 40 38 36 34 32 30

CONTRACT DISCOUNTS

26 wk—4% 52 wk—8%.

ADRIAN (1 AM; 1 FM)

Lenawee County—Map Location F-11
See SRDS consumer market map and data at begin-
ning of the State.

WABJ

1946

Subscriber to the NAB Radio Code
Media Code 4 223 0300 8.00
Garity Broadcasting Co., 151 W. Maumee, Adrian,
Mich. 49221. Phone 313-265-7123.

STATION'S PROGRAMMING DESCRIPTION

WABJ: Programmed for general interest.
MUSIC: primarily middle-of-the-road. NEWS: is
primary, with coverage based on a combination of
network and local. Information, chiefly of a local
nature, part of daily programming. Local community
events given every hour throughout day. FARM:
12:15-12:40 pm M-F, market reports and local inter-
views. SPORTS: local interviews, live professional
football, college and high school football and basket-
ball. Air personalities available for remote broad-
casts. COMMERCIAL POLICY: personality endorse-
ments not permitted. Maximum of 18 commercial
minutes per hour. Contact Representative for further
details. Rec'd 7/13/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—James Gerity, Jr.
Vice-Pres. & Sta. Mgr.—Cecelia E. Gauss.

Sales Manager—Donald Aspacher.

2. REPRESENTATIVES

Michigan—Michigan Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b,

MICHIGAN

ALMA (1 AM; 1 FM)

Gratiot County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WFYC
1948



Subscriber to the NAB Radio Code
Media Code 4 223 0460 8.00
WFYC, Inc., R. X. 1, Alma, Mich. 48801, Phone 517-463-3175.

1. PERSONNEL
Gen'l & Sales Mgr.—Gilbert E. Thomas,
Station Manager—David W. Sommerville,
Program Director—Gary L. Randall.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Michigan, Ohio—John C. Butler Co., Inc.

3. FACILITIES
1,000 w. days, 1280 kc. days. Non-directional.
Operating schedule: 6:00 a.m. to sunset. EST.

4. AGENCY COMMISSION
15/0; bills rendered 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 46.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
Rates effective May 1, 1951.
Card received April 4, 1951.
Rev. (Stat. Pkgs.) rec'd Nov. 29, '51.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr. 1/2 hr. 1/4 hr. 3 min. 1 min.
1 time... 60.00 36.00 24.00 12.00 6.00
13 times... 34.20 22.80 11.40 5.70
26 times... 24.00 32.40 21.60 10.80 5.40
52 times... 51.00 30.60 20.40 10.20 5.10
104 times... 48.00 28.80 19.20 9.60 4.80
156 times... 45.00 27.00 18.00 9.00 4.50

7. PACKAGE PLANS
SATURATION PACKAGES
(Fixed position, but not guaranteed)
10 announcements per week... 45.00
15 announcements per week... 60.00
20 announcements per week... 75.00
Combinable with regular announcements to earn frequency discounts on regular announcements.

WFYC-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 223 0481 6.00
WFYC, Inc., Box 429, Alma, Mich. 48801, Phone 517-463-3175.

1. PERSONNEL
General Manager—Gilbert E. Thomas,
Station Manager—David W. Sommerville,
Program Director—Gary L. Randall.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Michigan, Ohio—John C. Butler Co., Inc.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-11:15 pm Sat thru Sun EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None, all rates are net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 46.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
AM scheduled over FM at no additional charge.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 17, 1965.
Card received February 17, 1965.

6. SPOT ANNOUNCEMENTS
ea
1 ti..... 3.00 100 ti..... 2.25
25 ti..... 2.50 250 ti..... 1.85
50 ti..... 2.00 500 ti..... 1.40
Announcements are not combinable with announcements contracted for on WFYC-AM.

10. SPECIAL FEATURES
5 MINUTE NEWS AND FEATURE PROGRAMS
Per program, ea..... 5.00

ALPENA (1 AM; 2 FM)

Alpena County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WATZ
1946

WATZ-FM
1968



Subscriber to the NAB Radio Code
Media Code 4 223 0540 9.00
Midwestern Broadcasting Co., Paul Bunyan Bldg.,
Traverse City, Mich. 49884, Phone 616-947-7875.

STATION'S PROGRAMMING DESCRIPTION
WATZ: General interest programming.
National and regional network originated newscasts,
major league baseball and football. Local news department covers meetings of city and county government boards and commissions. Local sports coverage includes live broadcasts of all away football and basketball games of two high schools and community college. Other local interest features include daily program of free classified ads for householders, lost, found and give-away pets, club news and interviews, weekly broadcasts by agricultural agent, 4H agent, director of community schools, etc. Middle-of-the-road music except one hour of rock each evening. Weekly Polish hour, and other specials. Contact Representative for further details. Rec'd 8/7/67.

TIME RATES
1 ti..... 3.00 100 ti..... 2.25
25 ti..... 2.50 250 ti..... 1.85
50 ti..... 2.00 500 ti..... 1.40
Announcements are not combinable with announcements contracted for on WFYC-AM.

10. SPECIAL FEATURES
5 MINUTE NEWS AND FEATURE PROGRAMS
Per program, ea..... 5.00

1. PERSONNEL

President—Les Biederman.
General Manager—Jack Walkmeyer.
Station Manager—Draw McClay.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-11:15 pm. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27.
Contracts: 40a, 30, 31, 32a.
Cancellation: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with NBC.

Member: Paul Bunyan Network.

TIME RATES
ET 2/17/67—Rec'd 12/20/66.
AA—6:30 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30+
AA..... 27.00 25.00 24.00 23.00 22.00 20.00
..... 6.50 6.25 6.00 5.50 5.00 4.50
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

CONTRACT DISCOUNTS
26 wk—4%..... 52 wk—8%

8. PROGRAM TIME RATES
1x 26x 52x 104x 260x 312x
1/4 hr..... 27.00 25.00 24.00 23.00 22.00 20.00
10 min..... 17.00 16.00 15.00 14.00 13.50 13.00
5 min..... 12.00 11.00 10.00 9.50 9.00 8.50

CONTRACT DISCOUNTS
26 wk—4%..... 52 wk—8%

WHSB (FM)

1965

Media Code 4 223 0600 1.00
Huron Shore Broadcasters, Corp., 101 S. Third Ave.,
Alpena, Mich. 49707, Phone 517-354-4811.

STATION'S PROGRAMMING DESCRIPTION
WHSB(FM): Programmed for adults and young adults.
NEWS: 5 min on hour, headlines and weather on half hour. 6:30-9 am personality DJ. Noon block features news, sports, weather and market report. 1-2 pm western music. 5:30 pm evening information block. 6-7:30 pm light instrumental and vocal music. 7:30-8 pm children's stories and songs. 8-8:30 pm foreign music. 9-10 pm classic hour. Sun afternoon and Sat all day features weekend with short breaks of information, traffic, fishing, hunting, weather. Sun morning religious. All other times not listed, middle-of-the-road, popular music. Rec'd 10/6/67.

1. PERSONNEL
General Manager—Harvey Klann.

3. FACILITIES
ERP 100,000 w.; 107.7 mc.
Operating schedule: 6:30 am-11:30 pm. EST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 22a, 23a, 24b, 24c, 25a, 26, 28a, 29a, 29b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 61a, 62c.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. SN Eff 6/1/67—Rec'd 5/18/67.

6. SPOT ANNOUNCEMENTS
1 min 4.00 3.75 3.65 3.45 3.25 3.00 2.80
Per day..... 3.50 2.30
Per wk..... 3.80 3.55 3.10 2.90
30 sec: 80% of 1-min. 3.50 3.10

7. PACKAGE PLANS
1 MIN: 5 ti 10 ti 25 ti 50 ti
Per day..... 3.50 2.30
Per wk..... 3.80 3.55 3.10 2.90
30 sec: 80% of 1-min. 3.50 3.10

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 260x
5 min..... 7.50 7.00 6.50 6.00 5.60 5.40

ANN ARBOR (4 AM; 1 FM)

(including Ypsilanti)
Washtenaw County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAAM

1947

ANN ARBOR



Media Code 4 223 0660 5.00
Babcock Companies, Inc., Box 1600, 4230 Packard Rd., Ann Arbor, Mich. 48106, Phone 313-971-1600.

STATION'S PROGRAMMING DESCRIPTION
WAAM: Programmed for adults and young adults. Music with air personalities, 24 hours 6 days a week, popular. Special music programming: 10 pm-1 am, spectrum, a program of progressive rock, folk and blues aimed at university student. NEWS: local news on hour, network on half hour, with local headlines. Extended local news during drive times. Newsday 6-7 pm, featuring news, sports, weather and business news. 4 man news team. 2 mobile units. 1 plane. SPORTS: live play-by-play university and high school football, basketball and hockey. Various daily sports reports and interviews. Sat morning sports round-up 9-10:30 am. Women's program: daily 9:55 am. Contact Representative for further details. Rec'd 7/31/69.

TIME RATES
1 x..... 12.90 19.86 36.00 55.00
13 x..... 12.06 18.70 33.00 50.00
26 x..... 11.22 17.54 30.00 45.00
52 x..... 10.38 16.38 27.00 40.00
104 x..... 9.54 15.22 24.00
156 x..... 8.70 14.08 21.00
200 x..... 7.86 12.90 18.00
312 x..... 7.02 11.74
624 x..... 6.18 10.58
1248 x..... 5.34 9.42
Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

8. PROGRAM TIME RATES
5 min 1/4 hr 1/2 hr 1 hr
1 x..... 12.90 19.86 36.00 55.00
13 x..... 12.06 18.70 33.00 50.00
26 x..... 11.22 17.54 30.00 45.00
52 x..... 10.38 16.38 27.00 40.00
104 x..... 9.54 15.22 24.00
156 x..... 8.70 14.08 21.00
200 x..... 7.86 12.90 18.00
312 x..... 7.02 11.74
624 x..... 6.18 10.58
1248 x..... 5.34 9.42
Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

1. PERSONNEL

General Manager—Wayne W. Adair.
Commercial Manager—Stephen Filipiak.
Program Director—James Cutler.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1600 kc. Directional—separate patterns.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24c, 25a, 28c, 29b, 32b, 33a.
Contracts: 40a, 41, 46, 48, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 8 ET 8/1/68—Rec'd 7/3/68.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—Mon thru Fri 9 am-3 pm; Sat 6 am-7 pm.
B—Mon thru Sat 5-6 am & 7-9 pm; Sun 6 am-9 pm.
C—Daily 9 pm-1 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
CLASS A
PER WK: 1 ti 5 ti 10 ti 20 ti 30 ti 40 ti
1 wk..... 12.00 11.00 10.00 9.50 9.00 8.50
13 wk..... 11.00 10.00 9.00 8.50 8.00 7.50
26 wk..... 10.00 9.00 8.00 7.50 7.00 6.50
52 wk..... 9.00 8.00 7.00 6.50 6.00 5.50

CLASS B
PER WK: 1 ti 5 ti 10 ti 20 ti 30 ti 40 ti
1 wk..... 10.00 9.00 8.00 7.50 7.00 6.50
13 wk..... 9.00 8.00 7.00 6.50 6.00 5.50
26 wk..... 8.00 7.00 6.00 5.50 5.00 4.50
52 wk..... 7.00 6.00 5.00 4.50 4.00 3.50

CLASS C
PER WK: 1 ti 5 ti 10 ti 20 ti 30 ti 40 ti
1 wk..... 8.00 7.00 6.50 6.00 5.50 5.00
13 wk..... 7.00 6.00 5.50 5.00 4.50 4.00
26 wk..... 6.00 5.00 4.50 4.00 3.50 3.00
52 wk..... 5.00 4.00 3.50 3.00 2.50 2.00
30 sec: 80% of 1-min. 10 sec: 80% of 1-min.

YEARLY CONTRACT
AA A B C
250 x..... 8.00 6.00 5.00 4.00
500 x..... 7.50 5.50 4.50 3.50
1000 x..... 7.00 5.00 4.00 3.00

WOIA (FM)

1962

ANN ARBOR



Subscriber to the NAB Radio Code
Media Code 4 223 0720 7.00
Felly Broadcasting Co., Box 5, Ann Arbor, Mich. 48107, Phone 313-683-0569.

1. PERSONNEL
President—Ronald E. Felly.
General Manager—George Sproule.

2. REPRESENTATIVES
New York, Chicago, Los Angeles, San Francisco—
Frederick W. Smith.
Pearso Sales.

3. FACILITIES ERP 10,000 w.; 102.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.—174 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WOIB, Salina.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with WOIB, Salina.

TIME RATES
ET 2/22/68—Rec'd 3/29/68.

6. SPOT ANNOUNCEMENTS
10 sec 30 sec 1 min
1 x..... 3.94 6.66 7.88
13 x..... 3.68 6.10 7.32
26 x..... 3.45 5.68 6.90
52 x..... 3.17 5.12 6.34
104 x..... 2.86 4.70 5.92
156 x..... 2.68 4.14 5.36
260 x..... 2.40 3.58 4.80
312 x..... 2.19 3.18 4.38
624 x..... 1.91 2.60 3.82
1248 x..... 1.70 2.18 3.40
1-minutes, 30-second and 10-second spots may be combined for maximum discount.

8. PROGRAM TIME RATES
5 min 1/4 hr 1/2 hr 1 hr
1 x..... 12.90 19.86 36.00 55.00
13 x..... 12.06 18.70 33.00 50.00
26 x..... 11.22 17.54 30.00 45.00
52 x..... 10.38 16.38 27.00 40.00
104 x..... 9.54 15.22 24.00
156 x..... 8.70 14.08 21.00
200 x..... 7.86 12.90 18.00
312 x..... 7.02 11.74
624 x..... 6.18 10.58
1248 x..... 5.34 9.42
Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

WPAG

1945

ANN ARBOR

American Information Network



Subscriber to the NAB Radio Code
Media Code 4 223 0780 1.00
Washtenaw Broadcasting Company, Inc., 3rd fl.,
Hutzel Bldg., Ann Arbor, Mich. 48108. Phone
Normandy 25517.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward F. Baughn.

2. REPRESENTATIVES
Meeker Radio, Inc.
Michigan—Michigan Spot Sales.
South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES
5,000 w. days; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
ET 2/1/69—Rec'd 1/30/69.

6. SPOT ANNOUNCEMENTS
1 min 1x 26x 52x 104x 260x
30 sec: 75% of applicable 1-min.
10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS
PER WK: 10 ti 15 ti 20 ti 30 ti
1 min..... 8.50 8.25 8.00 7.50
1 x..... 60 51 38 19

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min
1 x..... 10 51 38 19

DISCOUNTS
26x—5% 52x—10% 104x—15% 260x—20%

9. PARTICIPATING PROGRAMS
"Farm Breakfast Hour"—7:00-8:00 am.
"Farm and Home Hour"—12:15-1:15 pm.
1 time rate, not subject to frequency discount regardless of number used.

WSDS

1962

YPSILANTI

American Entertainment Ntwk

Modern Country Music



Subscriber to the NAB Radio Code
Media Code 4 223 0795 9.00
Koch Broadcasting Corp., Box 436, 580 W. Clark Rd., Ypsilanti, Mich. 48197, Suburban 313-484-1480, Detroit phone 313-722-1480.

STATION'S PROGRAMMING DESCRIPTION
WSDS: Programmed for adults.
Music 80%. 5 air personalities handle all segments featuring modern country music. NEWS 20%: local news on hour, network news every half hour. Complete weather report at :15 every hour. COMMERCIAL POLICY: 18 minutes per hour. Personalities available for remote broadcasts. Rec'd 8/5/68.

PER WK:	1 min	30 sec	1 min	30 sec
12 ti	13.00	10.40	11.00	8.80
18 ti	12.00	9.60	10.00	8.00
(†) Also applies to Ralph Emery Show.				
5-MINUTE LOCAL NEWS	22 A			20

WYZZ

1962
YPSILANTI
 Media Code 4 223 0810 6.00
 WORD Broadcasters, Inc., Box 1520, Ypsilanti, Mich., 48197. Phone 313-482-4000.
 Studio: 17 N. Huron St., Ypsilanti, Michigan.
STATION'S PROGRAMMING DESCRIPTION
 WYZZ: Programmed for adults.
 NEWS: 14 times daily on hour and half hour. 0-8 am sacred and gospel music; 8-10 am regional religious broadcasts. 10 am-1 pm music and listener phone in. 1 pm-sign-off, gospel and sacred music. 3 air personalities handle daily music segments. Weather and sports each hour. Remotes available from stores, shopping centers, etc. Rec'd 5/5/69.

1. PERSONNEL
 General Manager—Edgill Howard.
 Sales Manager—Peter Uzalac.
 2. REPRESENTATIVES
 Call station collect.
 3. FACILITIES
 250 w. days; 1,520 kc. Non-directional.
 4. AGENCY COMMISSION
 15%.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 73a.
 Tobacco commercials unacceptable.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 2 Eff 5/1/68—Rec'd 8/1/68.

6. SPOT ANNOUNCEMENTS	52x	26x	13x	5x
1 min	4.00	5.00	6.00	7.00
30 sec	3.00	4.00	5.00	6.00
10 sec	2.00	3.00	—	—

PROGRAM TIME RATES

1 hr.	42.60	26x	13x	5x
1/2 hr.	27.50	22.50	39.50	40.00
1/4 hr.	20.00	22.00	23.50	24.50
5 min.	10.00	12.00	14.00	16.00

BAD AXE
 Huron County—Map Location G-8
 See SRDS consumer market map and data at beginning of the State.

WLEW

1950
 Subscriber to the NAB Radio Code
 Media Code 4 223 0840 3.00
 Thumb Broadcasting Co., 935 S. Van Dyke Rd., Bad Axe, Mich. 48413. 517-269-9931.
 1. PERSONNEL
 Station Manager—Jim Muehlenbeck.
 General Manager—John Wismer.
 2. REPRESENTATIVES
 Michigan—Michigan Spot Sales, Inc.
 3. FACILITIES
 1,000 w. days, 250 w. nights; 1340 kc.
 Non-directional.
 Operating schedule: 5:30 am-11:15 pm. EST.
 4. AGENCY COMMISSION
 15%.
 5. GENERAL RATE POLICY
 60-day protection on rate changes.
 Affiliated with MBS.
 Sold in combination with WJLS, Port Huron. See that listing for rates.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 1/1/69—Rec'd 1/15/69.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
1 x	5.25	4.75	2.75
20 x	4.80	4.45	2.65
52 x	4.45	4.10	2.40
104 x	4.15	3.75	2.25
260 x	4.00	3.60	2.15
385 x	3.80	3.45	2.10
024 x	3.60	3.15	1.90
1248 x	3.25	2.75	1.75

PROGRAM TIME RATES

PER WK:	1 min	30 sec	10 sec
10 ti	5.00	4.00	2.50
20 ti	4.50	3.75	2.25
30 ti	4.25	3.50	2.00

BATTLE CREEK (3 AM; 1 FM)
 Calhoun County—Map Location E-11
 See SRDS consumer market map and data at beginning of the State.

WBCK

1948
NBC Radio Network

Jack Masla & Company, Inc.

Subscriber to the NAB Radio Code
 Media Code 4 223 0900 5.00
 Michigan Broadcasting Co., 390 Golden Ave., Battle Creek, Mich. 49015. Phone 816-963-5555.
 1. PERSONNEL
 General Manager—Eugene Cahill.

2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 Canada—Andy McDermott Sales Ltd.
 3. FACILITIES
 5,000 w. days, 1,000 w. nights; 930 kc.
 Directional—separate patterns day and night.
 Operating schedule: 5:30 am-midnight. EST.
 4. AGENCY COMMISSION
 15% time only.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20b, 21a, 21d, 24b, 25a, 29a.
 Contracts: 40a, 41, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.
 Affiliated with NBC.

TIME RATES
 Eff 9/1/69—Rec'd 6/24/69.
 AA—Mon thru Sat 6-9 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS	CLASS AA	1x	52x	104x	156x	260x	312x
1 min	17.00	16.50	16.00	15.50	15.00	14.00	14.00
30 sec	14.00	13.60	13.20	12.80	12.40	11.60	11.60

CLASS A

1 min	15.00	14.50	14.00	13.50	13.00	12.00	12.00
30 sec	12.00	11.60	11.20	10.80	10.40	9.60	9.60

10 sec: 50% of 1-min.
 7. PACKAGE PLANS

CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	14.50	14.00	13.50	13.00
30 sec	12.40	12.00	11.60	11.20	10.80

CLASS A

1 min	13.00	12.50	12.00	11.50	11.00
30 sec	10.40	10.00	9.60	9.20	8.80

10 sec: 50% of 1-min.
 All spots are combinable.
 8. PROGRAM TIME RATES

5 min.	22	20	19	18	17
1/2 hr.	50	47	45	40	35

WKFR WKFR-FM
 1925 1963

Subscriber to the NAB Radio Code
 Media Code 4 223 0960 9.00
 Engineering Investment Corp., 710 Michigan National Bank Bldg., Battle Creek, Mich. 49017. Phone 616-964-7173.
 1. PERSONNEL
 President—Joseph A. Waldschmitt.
 Station Manager—Kent Kanaga.
 Program Director—Jay Walker.
 2. REPRESENTATIVES
 Meeker Radio, Inc.
 Michigan Spot Sales, Inc.
 Regional Reps Corp.
 South, Southwest—Busby, Finch and Woods, Inc.
 3. FACILITIES
 1,000 w. days, 250 w. nights; 1400 kc.
 Non-directional.
 Operating schedule: 5 am-1 am. EST.
 FM FACILITIES
 ERP 20,000 w.; 103.3 mc.
 Operating schedule: 5 am-1 am Mon thru Sat; 7:30 am-1 am Sun. EST.
 Antenna ht.: 210 ft. above average terrain.
 4. AGENCY COMMISSION
 15%: no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 22b.
 Contracts: 40a, 44a, 46, 51a.
 Comb.: Cont. Discounts: 60g, 61c, 62d.
 Cancellation: 70e, 72, 73a.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 2 Eff 9/1/67—Rec'd 8/4/67.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS	CLASS AA	1x	52x	104x	156x	260x	312x
1 min	13.00	12.50	12.00	11.50	11.00	10.50	10.00
20/30 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00

CLASS A

1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
20/30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00

7. PACKAGE PLANS

PER WK:	1 min	20/30	1 min	20/30
12 ti	11	10	9	8
18 ti	10	9	8	7
24 ti	9	8	7	6

10. SPECIAL FEATURES
 10-MINUTE NEWSCASTS

PER YR:	1x	52x	156x	260x
AA	27.00	25.50	24.00	22.50
A	24.00	23.50	21.00	19.50

5-MINUTE NEWSCASTS

AA	18.00	17.00	16.00	15.00
A	16.00	15.00	14.00	13.00

HEADLINES (at :25 & :35)
 AA 12.00 11.00 10.00 9.00
 A 10.00 9.00 8.00 7.00
 5-Minute Sports Show—Mon thru Sat 7 am; Sat 8 & 9 am, 5-Minute Newscast rate applies.
 Sportscope—2-minute sports capsule at :35, and :05 on weekends. Headline rates apply.

Prog. & Sales Mgr.—D. Burdette Price.
 Operations Manager—Joseph Uhrig.
 3. FACILITIES
 1,000 w. days; 1,500 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 4. AGENCY COMMISSION
 None; agencies add commission to rates shown.
 5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4b, 4d, 7b.
 No tobacco advertising accepted.
 Affiliated with MBS.

Subscriber to the NAB Radio Code
 Media Code 4 223 1080 5.00
 Michigan Broadcasting Co., 814 Adams, Bay City, Mich. 48706. Phone 517-893-7551.
STATION'S PROGRAMMING DESCRIPTION
 WBCM: Programmed for adults and young adults. MUSIC 70%: 50% albums, 20% singles. NEWS 20%: 2 newsmen concentrate on local and regional developments. 5 min news at :55 & :25, 15 min at 8 am, noon & 6 pm M-F. SPORTS 10%: live high school, college, and professional football, high school basketball. FARM: 2 daily farm reports M-F 1 Sat. COMMERCIAL POLICY: 18 minutes maximum all periods. Contact Representative for further details. Rec'd 7/14/67.
 1. PERSONNEL
 General Manager—Leo A. Jylha.
 Program Director—Jack Loehr.
 2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 3. FACILITIES
 1,000 w. days, 500 w. nights; 1440 kc. Non-directional.
 Operating schedule: 5:00 am-midnight weekdays; 7:00 am-midnight Sun. EST.
 4. AGENCY COMMISSION
 15% on net time only; no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20b, 22a, 22b, 23a.
 Contracts: 40a, 44, 47a, 51a.
 Cancellation: 70e, 71a.
 Prod. Services: 80.
 Affiliated with American Entertainment Network.
 Affiliated with American Information Network.

BAY CITY (2 AM; 2 FM)
 Bay County—Map Location F-5
 See SRDS consumer market map and data at beginning of the State.

WBCM
 1925
Jack Masla & Company, Inc.

Subscriber to the NAB Radio Code
 Media Code 4 223 1200 9.00
 Water Wonderland Broadcasting Co., Inc., 306 Phoenix Bldg., Bay City, Mich. 48706. Phone 517-893-4588.
STATION'S PROGRAMMING DESCRIPTION
 WXOX: Programmed for young adults and adults. MUSIC: 80% modern country music. NEWS: local news department, 3-15 min local, regional reports daily, 7:45 am, 12:15 pm & 6:45 pm. Network news on hour and half hour. FARM: 2-1/2 hours weekly. 12:30-1 pm, crash-line reports at 6:59 am, 12:45 pm & 5:35 pm. Women's show, 2-1/2 hours weekly. 10:05-10:30 am. SPORTS: 5 min at 7:25 am, 11:55 am & 4:25 pm. COMMERCIAL POLICY: 18 minutes all periods. Contact Representative for further details. Rec'd 3/10/69.
 1. PERSONNEL
 President—Patrick J. Trahan.
 General Manager—Paul R. Pigeon.
 2. REPRESENTATIVES
 John C. Butler & Company, Inc.
 3. FACILITIES
 1,000 w. days, 1,250 kc.
 Operating schedule: 8 am-local sunset. EST.
 4. AGENCY COMMISSION
 15% time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 8a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

TIME RATES
 Eff 3/1/67—Rec'd 1/25/67.
 AA—Mon thru Fri 6-9 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS	CLASS AA	1 x	1 min	30/20	1 min	30/20
1 x	15.00	11.25	260 x	12.00	9.00	9.00
26 x	14.00	10.50	312 x	11.00	8.25	8.25
52 x	13.00	9.75	520 x	10.50	7.90	7.90
104 x	12.50	9.40	1000 x	9.50	7.15	7.15

CLASS A

1 x	12.00	9.00	280 x	9.50	7.15	7.15
26 x	11.50	8.65	312 x	9.00	6.75	6.75
52 x	11.00	8.25	520 x	8.00	6.00	6.00
104 x	10.00	7.50	1000 x	7.00	5.25	5.25

7. PACKAGE PLANS
 WEEKLY PACKAGE PLANS

CLASS AA	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50
30/20 sec	9.00	8.25	8.25	7.90	7.50	7.15

CLASS A

1 min	9.50	9.00	8.50	8.00	7.50	7.00
30/20 sec	7.15	6.75	6.40	6.00	5.65	5.25

8. PROGRAM TIME RATES

1 hr.	75.00	71.00	67.00	63.00	59.00	51.00	47.00
1/2 hr	44.00	42.00	40.00	38.00	36.00	32.00	30.00
1/4 hr	30.00	28.50	27.00	25.50	24.00	22.50	20.00
5 min	20.00	19.00	18.50	18.00	17.00	16.00	15.00

WBCM-FM
 1947

Subscriber to the NAB Radio Code
 Media Code 4 223 1081 3.00
 Michigan Broadcasting Co., 814 Adams, Bay City, Mich. 48706. Phone 517-893-7551.
STATION'S PROGRAMMING DESCRIPTION
 WBCM-FM: Programmed for adults. MUSIC 90%: standard albums 80%, serious 10%. NEWS 10%: network and local. COMMERCIAL POLICY: 10 minutes maximum 7 am-12 M. Contact Representative for further details. Rec'd 7/13/67.
 1. PERSONNEL
 General Manager—Leo A. Jylha.
 2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 3. FACILITIES
 ERP 41,000 w.; 98.1 mc.
 Antenna ht.—430 ft. above average terrain.
 Operating schedule: 7 am-11 pm. EST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 See WBCM listing for coded regulations.
 Affiliated with American FM Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 6/1/67—Rec'd 5/25/67.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	260x	312x
1 min	6.00	5.00	4.00	3.50	3.00	2.75
30 sec	5.00	4.00	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

1 min	10 ti	20 ti	30 ti	60 ti
1 min	4.00	3.50	3.00	2.75
30 sec	3.50	3.25	2.75	2.50

WGER (FM)
 (formerly WJEM (FM))
 1961

Subscriber to the NAB Radio Code
 Media Code 4 223 1140 7.00
 Gerity Broadcasting Co., 100 Wenonah Park Bldg., Bay City, Mich. 48706. Phone 517-892-4501.
 1. PERSONNEL
 Pres. & Gen'l Mgr.—James Gerity, Jr.
 Station Manager—Gale H. Sullivan.
 3. FACILITIES
 ERP 88,000 w.; (horz. & vert.); 102.5 mc. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 850 ft. above average terrain.
 4. AGENCY COMMISSION
 15% time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4a, 5, 6a.
 Basic Rates: 23a.
 Contracts: 47a.
 Cancellation: 73a.

WSAM SAGINAW
 City of license, Saginaw, Mich.
 Considered by NBC Radio Network as the Bay City-Saginaw outlet.
 See listing under Saginaw, Mich.

WSGW SAGINAW
 City of license, Saginaw, Mich.
 Considered by CBS Radio Network as the Bay City-Saginaw outlet.
 See listing under Saginaw, Mich.

WXOX
 1956

JOHN C. BUTLER & COMPANY, INC.

Subscriber to the NAB Radio Code
 Media Code 4 223 1200 9.00
 Water Wonderland Broadcasting Co., Inc., 306 Phoenix Bldg., Bay City, Mich. 48706. Phone 517-893-4588.
STATION'S PROGRAMMING DESCRIPTION
 WXOX: Programmed for young adults and adults. MUSIC: 80% modern country music. NEWS: local news department, 3-15 min local, regional reports daily, 7:45 am, 12:15 pm & 6:45 pm. Network news on hour and half hour. FARM: 2-1/2 hours weekly. 12:30-1 pm, crash-line reports at 6:59 am, 12:45 pm & 5:35 pm. Women's show, 2-1/2 hours weekly. 10:05-10:30 am. SPORTS: 5 min at 7:25 am, 11:55 am & 4:25 pm. COMMERCIAL POLICY: 18 minutes all periods. Contact Representative for further details. Rec'd 3/10/69.
 1. PERSONNEL
 President—Patrick J. Trahan.
 General Manager—Paul R. Pigeon.
 2. REPRESENTATIVES
 John C. Butler & Company, Inc.
 3. FACILITIES
 1,000 w. days, 1,250 kc.
 Operating schedule: 8 am-local sunset. EST.
 4. AGENCY COMMISSION
 15% time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 8a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

MICHIGAN

Bay City—W X O X—Continued

7. REGULATION PLANS
WEEKLY SATURATION RATES
 PER WK: 5 11 15 20 25 30 35
 Each: 5.50 6.00 6.75 7.50 8.25 9.00
 30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES
 1 hr: 50.
 1/2 hr: 60% of hour: 10 min: 30% of hour.
 1/4 hr: 40% of hour. 5 min: 25% of hour.

DISCOUNTS
 26x—5% 162x—20%
 52x—10% 156x—20% (CR)

BENTON HARBOR—ST. JOSEPH (2 AM; 2 FM)

Herrion County—Map Location C-11
 See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

W H F B

1947
 BENTON HARBOR

American Information Network



Subscriber to the NAB Radio Code

Media Code 4 223 1260 3.00

Palladium Publishing Co., Box 628, Fairplain Ave., Benton Harbor, Mich. 49022. Phone 616-927-3581.

STATION'S PROGRAMMING DESCRIPTION
 WHFB: Programmed for general interest.

NEWS: network, national, international, local on hour, State, regional, area, local on half hour. Mobile unit, 4 man news department. AIR PERSONALITIES handle all segments. Sign-on-11 am entertainment employing comedy, audience participation, talk, 11 am-noon women's show, fashions, discussions, cooking. Noon-1 pm farm and market reports, agricultural weather, interviews, county agent reports. 1 pm-sign-off entertainment feature, music, discussions. **MUSIC:** middle-of-the-road, standards, general popular. **SPORTS:** professional and collegiate football, major league baseball, high school football and basketball, local coverage. Contact representative for further details. Rec'd 1/25/68.

1. PERSONNEL
 General Manager—J. P. Scherer.
 Director of Operations—James Blake.

2. REPRESENTATIVES
 Grant Webb & Company, Inc.
 Detroit—Michigan Spot Sales, Inc.

3. FACILITIES
 5,000 w. days; 1060 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10a, 14a, 15b.
 Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
 Contracts: 40a, 44a, 45, 46, 47a, 51c.
 Comb.; Cont. Discounts: 60b, 60c, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Prod. Services: 82.
 Affiliated with American Information Network.

TIME RATES

AA—Mon thru Fri 6-9 am, 11:15 am & 4-7 pm.
 A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS
 PER WK, 1 MIN: 6 11 12 11 18 11 24 11 36 11
 AA: 12.00 13.00 10.00 9.00 8.00
 30 sec: 8.00 9.50 8.50 7.50 7.00

8. PROGRAM TIME RATES
 5 min—1-1/2x earned 1-min rate.
CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 26 wk—10% 52 wk—15%

W H F B-FM

1947

BENTON HARBOR



Subscriber to the NAB Radio Code

Media Code 4 223 1261 1.00

Palladium Publishing Co., Box 628, Fair Plain Ave., Benton Harbor, Mich. 49022. Phone 616-927-3581.

STATION'S PROGRAMMING DESCRIPTION
 WHFB-FM: Programmed for adults.

5:30-11 am network news, local on hour. State, regional, area, local on half hour. 15 min news 8 am, noon, 6 pm. Mobile unit, 4 man news department. AIR PERSONALITIES handle all segments employing comedy, audience participation, talk, 11 am-noon music, showtunes, standards, network news, local on quarter hour. **SPORTS:** major league baseball, professional and collegiate football, high school football and basketball, local coverage. **COMMERICAL POLICY:** 6 breaks per hour. Contact representative for further details. Rec'd 1/25/68.

1. PERSONNEL
 General Manager—J. P. Scherer.
 Operations Manager—Jim Mitchell.

2. REPRESENTATIVES
 Grant Webb & Company, Inc.
 Detroit—Michigan Spot Sales, Inc.

3. FACILITIES

ERP 9,250 w.; 89.9 mc. Stereo.
 Operating schedule: 5:30 am-midnight Mon thru Sat. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.
 Contracts: 40a, 44a, 45, 46, 47a, 51c.
 Comb.; Cont. Discounts: 60b, 60c, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American FM Network.

TIME RATES

ET 12/1/67—Rec'd 11/8/67.

6. SPOT ANNOUNCEMENTS
 1x 26x 52x 104x 260x 520x 1040x
 7.00 6.00 5.25 4.50 4.25 4.00 3.80
 (*1 min or less.)

8. PROGRAM TIME RATES
 1x 13x 26x 52x 104x
 *1 hr: 45.00 35.00 30.00 27.50 25.00
 1/2 hr: 27.50 22.50 20.00 17.50 15.00
 (*) Includes 6 1-min spots, plus credits.
 (†) Includes 3 1-min spots, plus credits.

DISCOUNTS
 2 or more per wk—5%

10. SPECIAL FEATURES
 NEWSCASTS
 5 min every hr, ea. 7.50
 2 or more per wk—5%

W S J M

1956

ST. JOSEPH

Mutual Network

Subscriber to the NAB Radio Code

Media Code 4 223 1320 5.00

WSJM, Inc., Box 28, 414 State St., St. Joseph, Mich. 49085. Phone 616-933-3992.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Joseph D. Mackin.
 Sales Manager—Ted Falle.
 Program Director—Ted Tillotson.

2. REPRESENTATIVES
 New York, Chicago, Detroit—Stone Representatives, Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1400 kc.
 Non-directional.
 Operating schedule: 5:00 am-midnight Mon thru Sat; 7:30 am-midnight Sun. EST.

4. AGENCY COMMISSION
 15% on time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 25a, 26, 28a, 29a, 29b, 30, 31, 32a, 33c.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 60i, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with Mutual Radio Network.

TIME RATES

ET 7/1/66—Rec'd 6/27/66.

6. SPOT ANNOUNCEMENTS
 1x 26x 52x 104x 156x 260x 520x
 1 min 9.30 8.80 8.30 7.80 7.30 6.80 6.30
 30 sec 7.80 7.30 6.80 6.30 5.80 5.30 5.30
 10 second announcements—50% of 1 minute rate.

7. PACKAGE PLANS
 PER WK, ROS:
 1 min: 8 11 12 11 18 11 24 11 36 11
 30 sec: 8.70 8.20 7.70 7.20 6.70 6.20 5.70 5.20

8. PROGRAM TIME RATES
 1 hr: 72.00 104 x 64.00
 13 x: 70.00 156 x 57.00
 26 x: 68.00 260 x 48.50
 52 x: 66.00 312 x 43.00

1/2 hr: 60% of hour. 10 min: 30% of hour.
 1/4 hr: 40% of hour. 5 min: 20% of hour.

10. SPECIAL FEATURES
 Weathercasts at 15.
 15 min: 2.00 5 min: 1.50
 10 min: 1.50

W S J M-FM

196c

ST. JOSEPH



Subscriber to the NAB Radio Code

Media Code 4 223 1321 3.00

WSJM, Inc., Box 28, 414 State Street, St. Joseph, Michigan 49085. Phone 616-983-3992.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Joseph D. Mackin.
 Station Manager—Ronald T. Hutson.
 Sales Manager—Edward T. Falle.

2. REPRESENTATIVES
 Stone Representatives, Inc.

3. FACILITIES
 ERP 3,000 w.; 107.1 mc. Stereo.
 Operating schedule: 5 am-midnight. EST.
 Antenna ht.: 308 ft. above average terrain.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1, 2, 7, 8, 10, 11, 12a, 13, 23, 24, 30, 31, 39.
 Rate Protection: 4, 6, 19.
 Contracts: 3, 16, 29, 37.
 Basic Rates: 34, 15, 18.
 Comb. Cont. Discounts: 9a, 9b, 17, 31, 37.
 Cancellations: 32, 33.

TIME RATES

ET 11/1/66—Rec'd 10/17/66.

6. SPOT ANNOUNCEMENTS
 1x 26x 52x 104x 156x 260x 520x
 1 min 4.65 4.40 4.15 3.90 3.65 3.40 3.16
 30 sec 4.15 3.90 3.65 3.40 3.15 2.90 2.65
 10 sec: 50% of 1-min.

7. PACKAGE PLANS
 PER WK, ROS
 EA: 6+ 12 11 18 11 24 11 30 11 36 11
 1 min: 4.35 4.10 3.85 3.60 3.35 3.10
 30 sec: 3.85 3.60 3.35 3.10 2.85 2.60
 10 sec: 2.18 2.05 1.93 1.80 1.68 1.55

8. PROGRAM TIME RATES
 1 HOUR
 1 x: 36.00 104 x: 32.00
 13 x: 35.00 156 x: 28.50
 26 x: 31.00 260 x: 23.25
 52 x: 33.00 312 x: 21.50

1/2 hr: 60% of hour. 10 min: 30% of hour.
 1/4 hr: 40% of hour. 5 min: 20% of hour.

BIG RAPIDS (1 AM; 1 FM)

Mecosta County—Map Location E-8
 See SRDS consumer market map and data at beginning of the State.

W B R N

1953



Subscriber to the NAB Radio Code

Media Code 4 223 1380 9.00

WB RN, Inc., Box 825, 13574 Northland, Big Rapids, Mich. 49307. Phone 616-796-7684.

1. PERSONNEL
 President—John A. White.
 Gen'l & Sta. Mgr.—Jack White.

2. REPRESENTATIVES
 Michigan Spot Sales, Inc.

3. FACILITIES
 1,000 w. days; 1460 kc. Non-directional.
 Operating schedule: 6:00 am-local sunset. EST.
 Simulcast during AM operational hours. For non-simulcast facilities see WB RN-FM listing.

4. AGENCY COMMISSION
 15% time only; payable in 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 24b, 25a, 28b, 28c.
 Affiliated with KDS Radio Network.

TIME RATES

ET 1/1/66—Rec'd 5/5/66.

6. SPOT ANNOUNCEMENTS
 1x 100x 300x 500x 1000x
 1 min: 4.00 3.80 3.60 3.40 3.20
 30 sec: 3.50 2.80 2.60 2.40 2.20

DOUBLE IMPACT IN NORTHERN MICHIGAN

WWAM/WWTV-FM

The ONE-BUY combination for dominance in the rich Northern Michigan market

Double AM-FM coverage in the vital 11-county Cadillac area gives you heart-of-the-market saturation. 24-county FM reach-out completes your dominance of Northern Michigan.

Effective coverage in Northern Michigan means WWAM / WWTV-FM, and you get it with one buy! Ask Avery-Knodel for complete information on WWAM/WWTV-FM, and the rest of the Fetzer stations . . . serving all of Michigan outside Detroit.

W B R N-FM

1964

Media Code 4 223 1381 7.00
 WB RN, Inc., Box 825, 13574 Northland Drive, Big Rapids, Mich. 49307. Phone 616-706-7684.

1. PERSONNEL
 President—John A. White.
 Gen'l & Sta. Mgr.—Jack White.

2. REPRESENTATIVES
 Michigan Spot Sales, Inc.

3. FACILITIES ERP 3,000 w.; 100.9 mc.
 Operating schedule: 6 am-10 pm.
 Simulcast with WB RN-AM 6 am-local sunset. For simulcast rates see WB RN-AM, WB RN-FM listing.

4. AGENCY COMMISSION
 15% on time; payable in 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 24b, 25a, 28b, 28c.

TIME RATES

ET 1/1/66—Rec'd 5/5/66.

6. SPOT ANNOUNCEMENTS
 1 min: 4.00 3.80 3.60 3.40 3.20
 30 sec: 3.50 2.80 2.60 2.40 2.20

BIRMINGHAM

Oakland County—Map Location G-9
 See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

CADILLAC (2 AM; 1 FM)

Westford County—Map Location D-7
 See SRDS consumer market map and data at beginning of the State.

W A T T

1945



Subscriber to the NAB Radio Code

Media Code 4 223 1440 1.00
 Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.

STATION'S PROGRAMMING DESCRIPTION
 WATT: Programmed for adults and young adults.

4 air personalities 6 am-6 pm. NEWS: network, regional and local. 6-9 am music middle-of-the-road, sports, weather, farm show. 9-10 am guest interviews, birthdays, hospital news, want-ads, 10 am-noon music standards, middle-of-the-road, women's show. Noon-1 pm news, network, local, farm and regional. 1-4 pm music standards. 4-6 pm middle-of-the-road music, local and business news. 6-7 pm news regional, network and sports. Teen, religious show. 7-9:30 pm current selling general popular music. 2 local news on week-ends. SPORTS: all live major league baseball home and away, live professional and college football. Live high school football and basketball. Contact representative for further details. Rec'd 7/27/67.

1. PERSONNEL
 General Manager—Les Biederman.

2. REPRESENTATIVES
 Alan Torbet Associates, Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1240 kc.
 Non-directional.
 Operating schedule: 5:15-12:15 am. EST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.
 Comb.; Cont. Discounts: 60a, 61b, 62d.
 Cancellation: 70a, 70b, 71a, 72, 73a.
 Prod. Services: 82.
 Affiliated with NBC Radio Network.
 Member: Paul Bunyan Network.

TIME RATES

ET 2/1/67—Rec'd 12/20/66.

AA—6:30-9 am & 4-6 pm.
 A—All other times.

7. PACKAGE PLANS
 PER WK 1 11 6 11 12 11 18 11 24 11 30+
 AA: 8.00 7.75 7.50 7.00 6.50 6.00
 A: 6.50 6.25 6.00 5.50 5.00 4.50
 20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

CONTRACT DISCOUNTS
 26 wk—4% 52 wk—8%

8. PROGRAM TIME RATES
 1 hr: 26.00 52x 104x 260x 512x
 1/4 hr: 27.00 25.00 24.00 23.00 22.00 21.00
 10 min: 17.00 16.00 15.00 14.00 13.50 13.00
 5 min: 12.00 11.00 10.00 9.50 9.00 8.50

W W A M

W W T V (FM)

1968

1961



CBS Radio Network

A Fetzer Owned Station

Media Code 4 223 1480 7.00

Fetzer Broadcasting Co., Box 627, Cadillac, Mich. 49601. Phone 616-775-3478.

STATION'S PROGRAMMING DESCRIPTION
 WWAM: Programmed for adults and young adults.

6:30 am, modern country music, farm reports, news and weather. 6:30 am-7 pm, middle-of-the-road music, news, weather, sports, farm reports, community events.

(This listing continued on next page)

TOP CAT but NEVER FAT CAT



Detroit's our town, and we are proud to be the TOP CAT. The housewives' favorite... the guys' in-car radio companion... and very "PAW-PULAR" with the teens. You might say we're a member of the family. Now, when you're welcome in that many households and by so many attentive ears—the word might get around that you're a FAT CAT. Not so! Never! Never!

We've been around a long time and seen the rise and fall of many a FATCAT leader, who FORGOT his responsibilities. TOPCAT, CKLW is just as anxious to please you, today, as we were before we achieved our long standing dominant position.

Things are purring along for us, because we're doing what's expected.

TOP CATS DON'T PUSSY FOOT AROUND. AGREED?

*1st
IN HOMES-WOMEN-
MEN-TEENS
PULSE SURVEY:
JAN., FEB., MARCH, 1969

CKLW RADIO EIGHT

50,000 PERSUASIVE WATTS
1450 GUARDIAN BLDG.
DETROIT, MICHIGAN 48226
PHONE (313) 961-7200

*Average 1/4 hour

MICHIGAN

STATIONS IN DETROIT

DETROIT (6 AM; 15 FM)
WINDSOR (1 AM; 1 FM)
Wayne County—Map Location G-10
See BRDS consumer market map and data at beginning of the State.

CKLW CKLW-FM
1932 1949

CITY OF LICENSE
WINDSOR

RRR

RKO RADIO REPRESENTATIVES, INC.

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)

Media Code 4 223 3060 5.00
Business office: Essex Broadcasters, Inc., 1450 Guardian Bldg., Detroit, Mich. 48226. Phone 313-961-7200. TELEX 023-5398.

STATION'S PROGRAMMING DESCRIPTION
CKLW: Programmed for 20 to 49 age bracket and youth audience.

MUSIC: Today's most popular hits are played 24 hours daily. **NEWS:** Local, regional, national and international 6 min summaries including sports and weather every hour. 6-9 am. M-Sat at 20 min before hour. Every 3 hours at all other times. Traffic and weather reports are broadcast around clock. 3 pm-12M Sun, station programs greatest hits of all time. Contact Representative for further details. Rec'd 11/29/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—R. J. Buss.
Sales Manager—Harold S. Tower.
- REPRESENTATIVES**
RKO Radio Representatives, Inc.
- FACILITIES**
50,000 w.; 800 kc. International clear channel.
Operating schedule: 24 hours daily. EST.
FM-ERP 50,000 w.; 93.0 mc.
Operating schedule: Same as AM separate programming 6 pm-midnight. EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/69—Rec'd 9/19/69.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm; Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7-10 pm.
B—Mon thru Sun 10 pm-1 am.

7. PACKAGE PLANS

1 MINUTE	
PER WK, EA:	1 MINUTE
AA	125.00 115.00 110.00 105.00 100.00 95.00
A	105.00 95.00 90.00 85.00 80.00 75.00
B	85.00 75.00 70.00 65.00 60.00 55.00
30 SECONDS	
AA	100.00 92.00 88.00 84.00 80.00 78.00
A	84.00 76.00 72.00 68.00 64.00 60.00
B	68.00 60.00 56.00 52.00 48.00 44.00
10 SECONDS	
AA	62.50 57.50 55.00 52.50 50.00 47.50
A	52.50 47.50 45.00 42.50 40.00 37.50
B	42.50 37.50 35.00 32.50 30.00 27.50

1-minute, 30-seconds and Newscasts combine with 10-second spots for maximum frequency on 10-second spots only. Spots must rotate equally over not less than 6 days.

ROS PLAN
When available, 20% discount on applicable rates. Spots preemptible without notice. Not combinable with other schedules. Does not earn consecutive week discounts.

10. SPECIAL FEATURES

NEWS/FIXED	
PER WK, I MIN:	NEWS/FIXED
AA	135 130 125 120
A	115 110 105 100
B	95 90 85 (D)

WABX (FM)

1960

DETROIT

Media Code 4 223 1980 6.00
Century Broadcasting Corp., 3307 David Stott Bldg., Detroit, Mich. 48226. Phone 313-961-8988.

- PERSONNEL**
Pres. & Gen'l Mgr.—Howard Grafman.
Manager—John Dete.
Traffic Manager—Edith Chiroka.
- REPRESENTATIVES**
Gert Bunchez and Associates.
- FACILITIES**
ERP 30,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Gert Bunchez & Associates Group.

TIME RATES

Eff 2/2/69—Rec'd 1/29/69.

AA—Mon thru Sun noon-midnight.

A—All other times.

6. SPOT ANNOUNCEMENTS

I MIN:	1x	52x	156x	260x	320x
AA	24	22	19	17	15
A	19	17	15	13	11

30 SEC:

AA	18	16	14	12	10
A	14	12	10	8	6

7. PACKAGE PLANS

PER WK, I MIN:	12 tl	18 tl	24 tl	30 tl	40 tl
AA	18	16	14	12	11
A	14	13	11	10	9

30 SEC:

AA	14	13	11	10	9
A	10	9	8	7	6

8. PROGRAM TIME RATES

Ix	15x	26x	52x	104x	260x	320x
1 HR	140	135	130	125	118	110
1/2 hr	60%	60%	60%	60%	60%	60%

W B F G (FM)

1962

DETROIT

NAB

RAB

NIAFIAM

Media Code 4 223 2040 6.00

The Trinity Broadcasting Corp., 8009 Lyndon Ave., Detroit, Mich. 48238. Phone 313-863-5650.

STATION'S PROGRAMMING DESCRIPTION
W B F G (FM): Programmed for adults and young adults.
Complete religious programming with exception of general news show. NEWS 10%: local, national and international, 8 air personalities with gospel DJ shows. Live remote broadcasts 4-1/2 hours a day. Rec'd 10/26/67.

- PERSONNEL**
President—Joe Ninowski.
Gen'l & Sales Mgr.—Dan Ninowski.
- FACILITIES**
ERP 100,000 w.; 98.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 497 ft. above average terrain.
- AGENCY COMMISSION**
None. Bills payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 6a, 7a.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24b, 25a, 26, 28a, 29a, 33c.
Contracts: 40c, 41, 42a, 42c, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60h, 61b, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 82.

6. SPOT ANNOUNCEMENTS

Eff	Rec'd	2/26/68.
1 min	12.00	11.50 10.75 10.50 10.00 9.00 8.50
30 sec	7.75	7.50 7.00 6.75 6.50 5.75 5.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13x	26x	52x	104x
60.00	57.00	55.00	51.75
49.00	35.00	31.00	28.00
24.75	21.25	18.00	17.00
16.50	14.75	13.75	13.25

10. SPECIAL FEATURES

NEWSCASTS	
13 wk	5 min 1/4 hr
26 wk	22.25 86.00 102.50
52 wk	20.00 34.50 84.00
	18.00 30.00 79.50

(*) Headlines.

WCAR

1939

WCAR-FM

1964

RA

RADIO ADVERTISING REPRESENTATIVES, INC.

Media Code 4 223 2100 0.00

WCAR, Inc., 18900 James Couzens Hwy., Detroit, Mich. 48235. Phone 313-345-8600.

- PERSONNEL**
Gen'l & Sales Mgr.—H. Y. Levinson.
Sales Service—S. Sam Bobrocky, Pat Furton.
- REPRESENTATIVES**
Radio Advertising Representatives, Inc.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 1130 kc. Directional—day and night.
Operating schedule: 24 hours daily. EST.
FM-ERP 10,000 w.; 92.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10d, 11d, 12d, 13d.
Basic Rates: 23b.
Contracts: 40c, 46, 48.
Cancellation: 73a.
In event of revision of station rates or discounts, any continuous broadcasts under advertiser's contract may be extended at rates and discounts herein shown without penalty of short-rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from effective date of such revision.
Announcement schedules accepted by station subject to change within same rate classification.
Station programs music for best listening effect; accordingly, time of fixed position announcements may vary slightly in accordance therewith.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 5/16/69—Rec'd 7/7/69.

AA	Mon thru Fri 6-9 am & 3:30-7 pm.	A	Mon thru Fri 9 am-3:30 pm; Sat & Sun 6 am-7 pm.	B	Daily 7 pm-midnight.
1 hr	55	52	50	45	42
1/2 hr	40	38	37	35	32
5 min	18	17	16	15	13

6. SPOT ANNOUNCEMENTS

AA		A	
I min	30 sec	I min	30 sec
Open	49	39	25
50 x	48	38	24
100 x	47	37	23
250 x	46	36	22
500 x	45	35	21

7. PACKAGE PLANS

A		B	
PER WK, EA:	I min	30 sec	10 sec
5 tl	37	30	19
12 tl	36	29	18
24 tl	34	27	17
36 tl	32	25	15

May consist of part AA, A and B. The number of spots in each class may be combined to earn lowest rate for each.

ROS
(Daily 9 am-8:30 pm)

WKLY, EA:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl	36 tl
1 min	30	28	26	24	22	20	19
30 sec	24	22	21	19	18	16	15
10 sec	18	17	16	15	13	12	11

Includes spots in all time classifications, subject to station availabilities. Class AA & A contribute to ROS for lowest rate.

WCHB

INKSTER

Independent Negro

City of license, Inkster, Michigan.
Detroit office: 278 E. Forest, Detroit, Mich. 48201.
Phone 321-0590.
See listing under Detroit Urban Area.

Advertisement
Bell Broadcasting Company, 32790 Henry Ruff Road, Inkster, Michigan 48141. (313) 278-1440.

- PERSONNEL**
President—Dr. Haley Bell.
Vice-Pres. & Gen'l Mgr.—Dr. Wendell Cox.
Vice Pres.—Sales—Gary Arnold.
- REPRESENTATIVES**
Dore & Allen, Inc.
Los Angeles-San Francisco—Savalli/Gates, Inc.
South—Bernard I. Ochs Company.
- FACILITIES**
Operating schedule—24 hours daily, 1000 w; 1440 kc.

6. SPOT ANNOUNCEMENTS

I minute		AAA	AA	A
1 tl	30.00	40.00	35.00	30.00
6 tl	38.00	32.00	28.00	24.00
12 tl	37.00	31.00	27.00	23.00
24 tl	38.00	30.00	26.00	22.00
36 tl	35.00	29.00	25.00	21.00

30 sec or less: 80% of 1-min.
10 sec or less: 60% of 1-min.
Above minute rates apply for 1-12 weeks. See WCHB listing, Detroit Urban Area, for rate schedule with further frequency discounts.

WCHD (FM)

1960

DETROIT

Media Code 4 223 2160 4.00
Bell Broadcasting Co., 278 E. Forest, Detroit, Mich. 48201. Phone 313-521-0500.

- PERSONNEL**
President—Haley Bell.
Vice-Pres. & Gen'l Mgr.—Wendell Cox.
Sales Manager—Gary Arnold.
- REPRESENTATIVES**
Dore & Allen, Inc.
Los Angeles-San Francisco—Savalli/Gates, Inc.
South—Bernard I. Ochs Co.
- FACILITIES**
ERP 34,000 w.; 105.9 mc.
Operating schedule: 9-5:45 am. EST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WCHB, Inkster.

TIME RATES
No. 4 Eff 2/1/69—Rec'd 2/10/69.

6. SPOT ANNOUNCEMENTS

I min	1x	26x	52x	104x	156x	260x	320x
1 min	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00	5.50	5.00

7. PACKAGE PLANS

MINIMUM 8 WEEKS	
PER WK:	CLASS AA
1 min	12.00 11.00 10.00 9.00 8.00 7.00
30 sec	9.00 8.00 7.00 6.00 5.50 5.00

CLASS A

1 min	10.00 9.00 8.00 7.00 6.50 6.00
30 sec	7.00 6.00 5.50 5.00 4.50 4.00

All Night Show: half sponsorship, Mon thru Sat (rotate between midnight-3 am & 3 am-5 am) 150

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x	26x	52x	104x
90	85	80	75
55	52	50	47
40	38	37	35
18	17	16	15

(Detroit continued on next page)

MICHIGAN

Detroit—Continued

WEXL
1923
CITY OF LICENSE
ROYAL OAK

ata Alan Torbet
Associates, Inc.

NAB

(This is a paid duplicate of the listing appearing under Detroit Urban Area, Michigan.)
Media Code 4 223 3240 3.00
Sparks Broadcasting Company, Box X-100, Detroit, Mich. 48220. Phone 313-584-6524.
Other Studio: Ferndale, Mich.

STATION'S PROGRAMMING DESCRIPTION

WEXL: Programmed for adult audience.
MUSIC: country and western. AIR PERSONALITIES handle all segments: NEWS: network news on hour. SPORTS: 6 times per day. Community news 30 min per day. RELIGIOUS: 1 hour per day and all day Sun. COMMERCIAL POLICY: 16 minutes per hour maximum. Remote broadcasting available. Contact Representative for further details. Rec'd 2/12/68.

- PERSONNEL**
President—Garnet G. Sparks.
General Manager—Gordon A. Sparks.
Sales Manager—Ernie Holder.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Regional Reps Corp.
- FACILITIES**
1000 w. days directional; 250 w. nights, non-directional. 1340 kc.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0 time only; weekly or monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47c, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

- Eff 6/1/67—Rec'd 5/1/67.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 6 am-8 pm.
B—Daily 8 pm-midnight.
- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 tt 5 tt 10 tt 15 tt 20 tt
AA 35.00 30.00 26.00 24.00 22.00
A 30.00 25.00 22.00 20.00 18.00
B 21.00 17.50 15.50 14.00 12.50
20/30 sec. 50% of 1-min. 10 sec. 50% of 1-min.
CONSECUTIVE WEEKS DISCOUNT
52 wks—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(1 min)

PER WK:
18 tt (AAA, 6A, 6B), ea. 16.39
24 tt (8A, 8, 8B) 14.79

8. PROGRAM TIME RATES

	1 tt or less	52 tt than	156 tt or	260 tt or
5 MIN:	6/wk	6/wk	12/wk	18/wk
Class AA	50.00	45.00	40.00	35.00
Class A	45.00	40.00	35.00	30.00
1/4 HR:				
Class AA	75.00	70.00	65.00	60.00
Class A	70.00	65.00	60.00	55.00
1/2 HR:				
Class AA	100.00	90.00	80.00	70.00
Class A	95.00	85.00	75.00	65.00
1 HR:				
Class AA	150.00	140.00	130.00	120.00
Class A	140.00	130.00	120.00	110.00
B—70% of A rates.				
C—50% of A rates.				

WGPR (FM)

1961
DETROIT

NAB

Media Code 4 223 2340 2.00
WGPR, Inc., 3101 Gratiot Ave., Detroit, Mich. 48207. Phone 313-961-8833.

STATION'S PROGRAMMING DESCRIPTION

WGPR (FM): Programmed for the adult black listeners, playing rhythm & blues, jazz and gospel music for listeners between the ages of 25 and 60. Rec'd 1/21/69.

- PERSONNEL**
President—Dr. William V. Banks.
General Manager—George L. Carter.
General Sales Manager—Jim Pano Gos.
- FACILITIES**
Eff 1/30/69 w.: 107.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 388 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General 1b, 2b, 3a, 3d, 4a, 4d, 6a, 7a.
Rate Protection: 10c, 11c, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 22a, 22b, 24c, 26, 28c, 29b, 32a.
Contracts: 40a, 42a, 42d, 45, 46, 47c, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60l.
Cancellation: 70a, 70c, 71a, 72b.
Prod. Services: 80, 82.

(This listing continued on next page)

You Cannot Effectively Cover DETROITLAND Unless You Use WCHB

*Dominant In All General Market
And Negro Ratings*

All Day Leader in Negro Audience

	6AM-12 Noon M-F	12 Noon-6PM M-F
WCHB	45	69
Station A	7	12
Station B	29	9

WCHB has over 20,000 listeners per average quarter hour at 1/30 the cost/thousand of Station A and 1/3 that of Station B. (1-min. 1-time rate 6AM-6PM)

Pulse: Detroit City, Mich. Negro Audience Mar.-Apr., 1966

Commanding General Market Dominance

Check WCHB's BIG share of the general Detroit audience

Mon.-Fri. Household Shares

6AM-10AM	10AM-3PM	3PM-7PM
21	20	15

WCHB delivers 83,100 unduplicated households daily — 101,600 weekly.

Pulse: Detroit City, Mich., Oct.-Dec., 1967

Audience and related data provided are estimates and not absolute measurements.

Cover Detroit's 725,900 Negro Metro Market (SRDS 1-69) thru . . .

**DETROITLAND'S Only 24 Hour
Negro Programmed Station**

**OVER 43% OF THE DETROIT CITY
POPULATION IS NEGRO, AND
YOU CANNOT EFFECTIVELY SELL
THAT MARKET UNLESS THE
NEGROES RESPOND**

National Representatives:
DORE & ALLEN, INC.
ASSOCIATES NEW YORK • CHICAGO
SAVALLI/GATES, INC.
LOS ANGELES-SAN FRANCISCO
BERNARD I. OCHS CO.
SOUTH — ATLANTA

SOUL RADIO

WCHB AM / **WCHD** FM

THE VOICE OF PROGRESS FM COMPANION TO WCHB

Inkster, Michigan 48141 — Detroit, Michigan 48201

MICHIGAN

W J B K-FM

Detroit—W G P R (FM)—Continued

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 12/4/68

6. SPOT ANNOUNCEMENTS

1x	15x	20x	52x	104x	166x
1 min.	15.00	14.00	13.00	12.00	11.00
30 sec.	10.50	9.50	8.50	7.50	6.50
10 sec.	80% of 30-sec.				

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
150	80	45	25

W J B K 1925 DETROIT A Storer Station

MAJOR MARKET RADIO, INC.

Subscriber to the NAB Radio Code
Media Code 4 223 2400 4.00
Storer Broadcasting Company, 7441 Second Blvd.,
Detroit, Mich. 48202. Phone 313-873-7400. TWX
810-221-7991.

- PERSONNEL**
General Manager—Leonard N. Sable,
General Sales Manager—M. Robert Baldrica.
- REPRESENTATIVES**
Major Market Radio, Inc.
Storer Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
50,000 w. days, 5,000 w. nights; 1500 kc. Directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6-9 am & 7
pm-midnight Mon thru Sat; 6 am-noon & 4 pm-
midnight Sun. For non-simulcast facilities see
WJBK-FM.

- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a,
15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c,
25a, 25b, 30, 33a.
Contracts: 40a, 41, 42a, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60i, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
TV facilities: WJBK-TV.

Affiliated with American Contemporary Network.
MULTIPLE PRODUCT ANNOUNCEMENTS
Piggybacks: 1-min spot rate applies only to products
or services of a single advertiser, and does not apply
to spots for more than two products or services of
the advertiser in the 1-min period unless fully
integrated into a single complete spot. Piggybacks
are not entitled to product protection separation
from either station or network spots.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 ET 5/1/68—Rec'd 4/5/68.

AA—Mon thru Fri 5:30-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1t	12t	18t	24t	30t
AA	48	44	40	37	34
A	37	33	30	27	24
20/30 SEC:	25	22	20	18	16
AA	38	35	32	30	27
A	30	28	24	22	19
AA	20	18	16	14	13
B	24	22	20	19	17
10 SEC:	19	17	15	14	12
A	13	11	10	9	8

- PACKAGE PLANS**
TOTAL AUDIENCE PLAN—ROS
(5:30 am-midnight)
PER WK: 5t 10t 15t 24t 40t 80t
1 min. 24.00 22.00 20.00 17.50 15.00 12.50
This plan may be withdrawn without notice.
Advertisers using these packages guaranteed these
rates for 6 months from effective date of rate in-
crease, providing schedule is uninterrupted.
- WEEKEND PACKAGE**
(1 minute only—ROS)
15 t only, per wknd. 225.

- PROGRAM TIME RATES**
- | | | | | |
|--------------------|-----|-----|------|------|
| 1 hr | 1x | 52x | 156x | 260x |
| 1 hr | 150 | 210 | 200 | 190 |
| 1/2 hr | 75 | 105 | 140 | 130 |
| 1/4 hr | 120 | 110 | 100 | 90 |
| (midnight-5:30 am) | | | | |
| PER WK, EA: | 6t | 12t | 18t | 24t |
| 1/2 hr | 10 | 9 | 8 | 7 |

- SPECIAL FEATURES**
10-MINUTE NEWSCASTS
(per newscast)
Mon thru Fri 6:15 am: 1st 5-min 40.00, 2nd 5-min
40.00, full 10-min 70.00.
Mon thru Fri 7:15 & 8:15 am with Carl Coderberg;
4:15 & 5:15 pm with Jac LeGoff: 1st 5-min 60.00,
2nd 5-min 40.00, full 10-min 90.00.
Mon thru Fri 11:15 am, 12:15 & 2:15 pm: 1st 5-min
30.00, 2nd 5-min 30.00, full 10-min 50.00.
Mon thru Sat 8:15 & 11:15 pm: Sat 8:15, 7:15,
8:15 am, 12:15, 5:15 pm; Sun 12:15, 5:15, 11:15
pm: 1st 5-min 20.00, 2nd 5-min 20.00, full 10-min
30.00.
Includes sponsor ID, open and close and 1-minute
spot in each 5-minute newscast.

- JIM HENDRICK SPORTSCAST**
Mon thru Fri 6:25, 7:25, 8:25 am, 4:25, 5:25 pm;
Sat 36.00 per sportscast. Includes ID, open and
close and 1-minute spot.

1947

DETROIT

Subscriber to the NAB Radio Code

Media Code 4 223 2401 2.00
Storer Broadcasting Co., 7441 Second Blvd., Detroit,
Mich. 48202. Phone 313-873-7400. TWX 810-221-
7091.

- PERSONNEL**
General Manager—Leonard N. Sable,
General Sales Manager—M. Robert Baldrica.
- REPRESENTATIVES**
Storer Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 93.1 mc.
Operating schedule: 18 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 9
am-7 pm Mon thru Sat; noon-4 pm Sun. For simul-
cast facilities see WJBK.

- AGENCY COMMISSION**
15/0 time only; weekly or monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,
15c, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 23b,
24c, 25a, 26, 27, 28b, 28c, 30, 33b.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 51a,
51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60i, 62a.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80.
TV facilities: WJBK-TV.

- MULTIPLE PRODUCT ANNOUNCEMENTS**
Piggybacks: 1-min spot rate applies only to products
or services of a single advertiser, and does not apply
to spots for more than two products or services of
the advertiser in the 1-min period unless fully
integrated into a single complete spot. Piggybacks
are not entitled to product protection separation
from either station or network spots.

TIME RATES
No. 3 ET 5/1/68—Rec'd 5/12/66.

6. SPOT ANNOUNCEMENTS

WKLY	min	18 t	15	12
1 t	30	18	15	12
6 t	22	18	14	12
12 t	18	14	10	8

- PROGRAM TIME RATES**
- | | | | | | |
|--------|-----|-----|-----|-----|-----|
| 1 hr | 1t | 6t | 12t | 18t | 24t |
| 1 hr | 100 | 105 | 90 | 75 | 60 |
| 1/2 hr | 75 | 60 | 45 | 30 | 25 |
| 25 min | 85 | 70 | 55 | 40 | 25 |
- All FM announcements and FM programs regardless
of length may be cross combined to determine weekly
frequency.

W J L B 1925 DETROIT

Independent Negro

BERNARD HOWARD & CO., INC.

A Booth Owned Station
Media Code 4 223 2460 3.00
Booth Broadcasting Company, 3100 David Broderick
Tower, Detroit, Mich. 48226. Phone 313-965-2000.
TWX 313-222-5093.

- STATION'S PROGRAMMING DESCRIPTION**
WJLB: Programmed mainly for Negro listener with
partial ethnic programming.
MUSIC: popular rhythm and blues with early morning
spirituals. AIR PERSONALITIES handle all seg-
ments and taped commercials by them are inter-
changeable. NEWS: 5 min at 2:30 and 1 min high-
lights at 5:00. News community oriented. Editorialize.
Heavy emphasis on community involvement. Con-
tact Representative for further details. Rec'd
1/31/68.

- PERSONNEL**
President—John L. Booth.
Gen'l Mgr. & Sales Mgr.—Thomas J. Warner.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; weekly or monthly.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 22a, 24c, 25a, 28a, 29a.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
ET 8/9 am & 3-7 pm.

AAA—Mon thru Sun 9 am-3 pm.
AA—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am. Rates on request.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 t	10 t	15 t	20 t	30 t
CLASS AAA	40	35	30	25	20
PER WK:	1wk	15wk	26wk	52wk	52wk
12 t	38	35	34	33	32
24 t	35	34	33	32	31
36 t	34	33	32	31	30
48 t	33	32	31	30	29

CLASS AA

1 t	35	6 t	33	
PER WK:	1wk	15wk	26wk	52wk
12 t	30	29	28	27
24 t	28	27	26	25
36 t	27	26	25	24
48 t	27	26	25	24

CLASS A

1 t	30	6 t	28
12 t	26	25	24
24 t	25	24	23
36 t	24	23	22
48 t	23	22	21

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

W J R 1922 DETROIT

A Capital Cities Station

Subscriber to the NAB Radio Code
Media Code 4 223 2520 9.00
Capital Cities Broadcasting Corp., Fisher Bldg.,
Detroit, Mich. 48202. Phone 313-875-4440. TWX
313-222-5532.

- STATION'S PROGRAMMING DESCRIPTION**
WJRR: Programmed for adults.
5-6 am farm interest with farm director. 6-9 am
entertainment with air personality. 15 min news at
7 am, 8 am, 9 am. Live music with personality and
women's show 9-10 am. Classical music and live
discussion with air personalities 10 am-noon. Noon-
2 pm live studio audience talk with air personality.
2:15-6 pm music and talk with air personality. 6-7
pm news, sports, talk block. 7-10 pm entertainment.
Professional baseball and football, live, in season.
10-11 pm news and talk block. 11-11:30 pm news
and sports. 11:30 pm-5 am classical music with air
personality. Contact Representative for further details.
Rec'd 11/2/67.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Daniel B. Burke.
General Sales Manager—Paul O. LaGasse,
National Sales Manager—James E. Long.
- REPRESENTATIVES**
Henry I. Christal Co., Inc.
- FACILITIES**
50,000 w.; 780 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 24c, 25a, 26,
27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e,
49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

MULTIPLE PRODUCT ANNOUNCEMENT
A multiple product announcement is defined as two
clearly distinct commercials earning a frequency of
two, yet sharing a 1 minute announcement and is
available on station 150% of the earned minute rate.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 35 ET 11/4/68—Rec'd 11/27/68.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-
1 pm.
A—Mon thru Sun 5:30-6 am; Mon thru Fri 10 am-
3 pm & 7-8:30 pm; Sat 1-8:30 pm; Sun 6 am-8:30 pm.
B—Mon thru Sun 5-5:30 am; Mon thru Sat 8:30-
11:30 pm; Sun 8:30 pm-Mon 1:30 am.

- SPOT ANNOUNCEMENTS**
- | 1 MINUTE | 1 t | 5 t | 10 t | 15 t | 20 t | 25 t | 30 t |
|----------|-----|-----|------|------|------|------|------|
| CLASS AA | 100 | 185 | 185 | 180 | 170 | 165 | 155 |
| 100 x | 195 | 185 | 180 | 170 | 165 | 155 | 150 |
| 200 x | 185 | 180 | 175 | 165 | 160 | 150 | 145 |
| 400 x | 180 | 175 | 170 | 160 | 150 | 145 | 140 |
- CLASS A**
- | | | | | | | | |
|-------|-----|-----|-----|-----|-----|-----|----|
| 100 x | 125 | 120 | 115 | 110 | 105 | 100 | 95 |
| 100 x | 120 | 115 | 110 | 105 | 100 | 95 | 90 |
| 200 x | 115 | 110 | 105 | 100 | 95 | 90 | 85 |
| 400 x | 110 | 105 | 100 | 95 | 90 | 85 | 80 |
- CLASS B**
- | | | | | |
|------|----|----|----|----|
| 1 x | 70 | 65 | 60 | 55 |
| 52 x | 65 | 60 | 55 | 50 |
| 200+ | 60 | 55 | 50 | 45 |

- PACKAGE PLANS**
TOTAL AUDIENCE PLANS
- | | | | | | | | |
|--------|--------|--------|--------|-------|-------|-------|-------|
| TAP 1: | 1x | 30x | 90x | 150x | 300x | 600x | 750x |
| EA: | 110.00 | 105.00 | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| TAP 2: | EA: | 95.00 | 92.50 | 90.00 | 87.50 | 85.00 | 82.50 |

W J R-FM 1948 DETROIT

Media Code 4 223 2521 7.00
Capital Cities Broadcasting Corp., Fisher Bldg., De-
troit, Mich. 48202. Phone 313-875-4440. TWX
313-222-5532.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Daniel B. Burke.
General Sales Manager—Paul O. LaGasse.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
ERP 24,000 w.; 98.3 mc.
Antenna ht.: 480 ft. above average terrain.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 24c, 25a, 26,
27, 28a, 28c, 29a, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e,
49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 3/1/68—Rec'd 2/23/68.

I—Mon thru Fri 6-10 am & 3-7 pm.
II—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat & Sun
6 am-6 pm.
III—Mon thru Fri 9 pm-midnight; Sat & Sun 6 pm-
midnight.

- SPOT ANNOUNCEMENTS**
- | 1 MINUTE | 1 t | 50x | 100x | 200x | 400x | 600+ |
|----------|-----|-----|------|------|------|------|
| I | 25 | 23 | 21 | 19 | 17 | 15 |
| II | 20 | 18 | 16 | 14 | 12 | 10 |
| III | 14 | 13 | 11 | 10 | 9 | 8 |
- 80 sec: 80% of 1-min.; preemptible.
Fixed position: 125% of 1-min.
- PACKAGE PLANS**
TOTAL AUDIENCE PLAN
Sold in multiples of 6 and scheduled within 7 days:
(21, 31, 111)
- | | | | | | | | |
|---------|-----|-----|----|----|----|----|-----|
| PLAN A: | 1 | 10 | 20 | 40 | 60 | 80 | 100 |
| Cost: | 108 | 102 | 96 | 90 | 84 | 78 | 72 |
- 30 sec: 80% of 1-min.; preemptible.
Fixed position: 125% of 1-min.
Not combinable with other rates.
- SPECIAL FEATURES**
Newscasts—125% of 1-min.

WKNR

1946 CITY OF LICENSE DEARBORN



METRO RADIO SALES

A Knorr Station
Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing
under Detroit—Urban Area—Mich.)
Media Code 4 223 3300 5.00
Knorr Broadcasting Corp., 15001 Michigan Ave.,
Dearborn, Mich. 48126. Phone 313-846-8500.

- PERSONNEL**
President—Mrs. Fred A. Knorr.
Exec. Vice-Pres. & Sta. Mgr.—Walter Patterson.
Sales Manager—Jack Davidson.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
5,000 w.; 1310 kc. Directional—separate patterns day
and night.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6 am-noon
Mon thru Fri and 6-10 am Sat. For non-simulcast
facilities see WKNR-FM.

- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28b, 29a, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149,

STATION'S PROGRAMMING DESCRIPTION
 WOMC (FM): Programmed for adults.
 MUSIC: general popular, 17 newcasts a day, 2 sportscasts a day, Stock market, community news, and weather reports also part of daily format. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 2/1/68.

1. PERSONNEL
 President—Garnet G. Sparks.
 General Manager—Gordon A. Sparks.
 Sales Manager—Ernie Holder.

2. REPRESENTATIVES
 Alan Torbet Associates, Inc.
 Regional Reps Corp.

3. FACILITIES
 ERP 215,000 w. (horiz. & vert.); 104.3 mc. Stereo.
 Operating schedule: 24 hours daily.
 Antenna ht.: 435 ft. above average terrain.

4. AGENCY COMMISSION
 15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
 Contracts: 40a, 41, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a.
 Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Cigarette advertising is accepted.
 Affiliated with American FM Network.

TIME RATES
 ER 9/1/66—Rec'd 8/24/68

6. SPOT ANNOUNCEMENTS
 1 MINUTE OR LESS

1 x	30	104 x	26
13 x	29	208 x	25
28 x	28	312 x	24
52 x	27	624 x	23

7. PACKAGE PLANS
 IMPACT PLAN

PER WK:	5 ti	10 ti	15 ti	30 ti
1 min.	25	23	21	20

(Detroit continued on next page)

THE
POWER STATION
 in Detroit
WOMC
 4 WAYS
 A Better FM Buy...

- 215,000 WATTS OF POWER
- Full-Time "Stereo"
- "Foreground" Programming
- Ratings

ata Alan Torbet Associates, Inc.

WKNR-FM

1950
 CITY OF LICENSE
 DEARBORN



A Knorr Station

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)
 Media Code 4 223 3301 3.00
 Knorr Broadcasting Corp., 15001 Michigan Ave., Dearborn, Mich. 48126, Phone 313-846-8500.

- 1. PERSONNEL**
 President—Mrs. Fred A. Knorr.
 Exec. Vice-Pres. & Sta. Mgr.—Walter Patterson.
 Sales Manager—Frank Maruca.
- 2. REPRESENTATIVES**
 Metro Radio Sales.
- 3. FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.3 mc.
 Operating schedule: 6-2 am. EST.
 Antenna ht.: 388 ft. above average terrain.
 Partial simulcast operation. Operated separately noon-2 am Mon thru Fri, 10-2 am Sat, 6 am-midnight Sun. For simulcast facilities see WKNR.
- 4. AGENCY COMMISSION**
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
 See WKNR listing for coded regulations.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 2 ER 4/1/69—Rec'd 3/26/69.

- AA—Mon thru Sun 6 pm-midnight.
 A—Mon thru Sat, midnight-2 am; Mon thru Fri noon-6 pm; Sat 10 am-5 pm; Sun noon-5 pm.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AA | | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|----------|----|------|------|-------|-------|-------|-------|
| 1 min. | 18 | 17 | 16 | 15 | 14 | 13 | |
| 30 sec. | 15 | 14 | 13 | 12 | 11 | 10 | |
- | CLASS A | | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|----|------|------|-------|-------|-------|-------|
| 1 min. | 15 | 14 | 13 | 12 | 11 | 10 | |
| 30 sec. | 12 | 11 | 10 | 9 | 8 | 7 | |

5-MINUTE NEWSCASTS

PER WK:	AA	A	B	C
5 ti	85	75	58	46
10 ti	80	70	54	37
15 ti	75	68	52	35
20 ti	70	64	50	32

Features & Headlines—applicable rate plus 2.00 flat.
 Newscasts and features may be combined with minutes and 20/30 seconds for maximum frequency.
 "Sportscope"—scheduled around the clock at :35.
 Commercial format consists of billboard open, 1-minute sports news and 1-minute commercial.
 "Entertainment Billboard"—Scheduled at 6:05 am, 10:55 am, 2:05 pm and 6:25 pm, 1-minute news about local movies, theaters, show business in Detroit. Commercial format consists of billboard open 1-minute show business news and 30-second commercial.
 "Stock Talk"—scheduled at 4:55 and 5:55 pm. Current quotations on New York and Detroit boards. Commercial format consists of billboard opening, stock report and 1-minute commercial.
 "Weather Tower 13"—Scheduled 6 times per hour at :10, :20, :30, etc. Up-to-the-minute Detroit Metropolitan Area weather forecast from U. S. Weather Bureau teletype service. Commercial format consists of billboard opening, weather and 30-second announcement.
 All features take applicable rate plus 2.00 flat. (D)

WLDM (FM)

1949
 DETROIT

QMI QUALITY MEDIA INCORPORATED



Subscriber to the NAB Radio Code

Media Code 4 223 2647 0.00
 Lincoln Broadcasting Co., 15401 W. Ten Mile Rd., Detroit, Mich. 48237, Jordan 4-5835, Lincoln 3-1000.

STATION'S PROGRAMMING DESCRIPTION
 WLDM (FM): Programmed for adults and young adults.
 MUSIC format: middle-of-the-road, albums, popular, showtunes, film music, standards, light classics.
 Emphasis on instrumental arrangements and chorus or vocal ensembles. NEWS: limited to 4 periods daily. Contact Representative for further details. Rec'd 7/19/67.

- 1. PERSONNEL**
 General Manager—Harold I. Tanner.
 National Sales Manager—Richard E. Burris.
 Sales Manager—Robert J. Conger.
- 2. REPRESENTATIVES**
 Quality Media Incorporated.
- 3. FACILITIES**
 ERP 165,000 w. horz., 43,000 w. vert.; 95.5 mc.
 Antenna ht.: 430 ft. above average terrain.
 Operating schedule: 6:00 a.m. to 2:00 a.m. EST.
- 4. AGENCY COMMISSION**
 15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42b, 45, 46, 48.
 Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Rates include basic recorded and transcribed library only. Live talent, special transcriptions and special recordings are additional.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Rates effective September 1, 1967. (Card No. 6.)
 Card received July 15, 1968.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	5	1	30	10
hr.	hr.	hr.	hr.	min.	min.	sec.	sec.
1 ti	200.00	110.00	65.00	50.00	25.00	20.00	15.00
13 ti	190.00	104.50	61.75	47.50	24.50	19.50	14.50
26 ti	180.00	99.00	58.50	42.50	24.00	19.00	14.00
39 ti	172.00	95.70	56.55	41.00	23.75	18.75	13.75
52 ti	166.00	92.40	54.45	39.50	23.50	18.50	13.50
104 ti	160.00	89.10	52.50	38.00	23.25	18.25	13.25
208 ti	154.00	85.80	50.55	36.50	23.00	18.00	13.00
312 ti	148.00	82.50	48.60	35.00	22.75	17.75	12.75

WMUZ (FM)

1959
 DETROIT

A Crawford Owned Station
 Media Code 4 223 2700 7.00
 Crawford Broadcasting Co., 12300 Radio Place, Detroit, Mich. 48228, Phone 313-272-3434.

STATION'S PROGRAMMING DESCRIPTION
 WMUZ (FM): Programmed for adults.
 RELIGIOUS: 6 am-12:30 pm gospel messages, Bible study, news and weather. 12:30-3 pm telephone conversations. 3-7 pm sacred music, public affairs, news and weather. 7-10 pm gospel music, news and weather. 10 pm-12M sacred and gospel music, public interest programs. CONTINUITY POLICY: tobacco advertising not acceptable. Personality endorsements permitted. Rec'd 7/24/67.

- 1. PERSONNEL**
 Program Director—Charles Cossin, Jr.
 Station Manager—Charles Cossin, Sr.
 General Manager—Donald B. Crawford.
- 3. FACILITIES**
 ERP 115,000 w.; 103.5 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna height: 368 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 6a.
 Basic Rates: 20a.
 Contracts: 45.
 Programs and announcements subject to censorship by station and do not combine with each other to earn frequency discounts.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ER 7/24/67—Rec'd 4/6/67.

- 6. SPOT ANNOUNCEMENTS**
 PER YR: 1 MINUTE
- | | | | |
|-------|-------|--------|-------|
| 13 x | 14.50 | 208 x | 11.50 |
| 26 x | 14.00 | 260 x | 11.00 |
| 52 x | 13.00 | 312 x | 10.50 |
| 104 x | 12.50 | 500 x | 10.00 |
| 156 x | 12.00 | 1000 x | 9.50 |
- 8. PROGRAM TIME RATES**
- | PER WK: | 1 ti | 2 ti | 5 ti | 7 ti |
|---------|------|------|------|------|
| 1 hr | 75 | 72 | 70 | 68 |
| 1/2 hr | 40 | 38 | 35 | 33 |
| 1/4 hr | 25 | 23 | 21 | 19 |

WMZK (FM)

1941
 DETROIT

RC Roger Coleman, Inc.



Media Code 4 223 2750 1.00
 Booth Broadcasting Company, 2808 David Broderick Tower, Detroit, Mich. 48226, Phone 313-222-5493.
 Other Studios: 3100 David Broderick Tower, Detroit, Mich. 48226.

- 1. PERSONNEL**
 President—John L. Booth.
 Gen'l & Sales Mgr.—Thomas J. Warner.
- 2. REPRESENTATIVES**
 Roger Coleman, Inc.
- 3. FACILITIES**
 ERP 10,000 w.; 97.9 mc.
 Operating schedule: 7:30-12:30 am. EST.
- 4. AGENCY COMMISSION**
 15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
 Contracts: 40a, 42b, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 61b, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Member: Fine Music Group.

TIME RATES
 ER 7/68—Rec'd 6/4/69.

6. SPOT ANNOUNCEMENTS
 POLISH

1x	13x	26x	52x	156x	260x	312x	
1 min	35.00	33.00	31.00	29.00	27.00	25.00	23.00

OTHER NATIONALITIES

1 min	30 sec	
Arabic, Armenian, Greek, Hungarian, Lithuanian or Romanian	13.00	10.40
German or Italian	14.75	11.80
Polish—Mon thru Fri 6-8 am; Sat 9 am-noon; Sun 3-5 pm		

7. PACKAGE PLANS
 POLISH SATURATION PACKAGE

PER WK:	10+	15+	20+
Ea	20.50	19.25	18.00

COMBINATION NATIONALITY PACKAGE

WKLY:	1 min 30 sec	1 min 30 sec			
10 ti	12.00	9.80	20+	11.00	8.80

8. PROGRAM TIME RATES
 POLISH

1/4 hr	90.00	86.00	82.00	78.00	74.00	70.00	65.00
10 min	70.00	68.00	63.00	58.00	55.00	52.00	48.00
5 min	50.00	48.50	44.00	41.50	37.50	35.00	32.50

OTHER NATIONALITIES

Arabic, Armenian, Greek, Hun-garian, Lithuanian or Romanian	65.00	48.75	32.50
German or Italian	70.00	52.50	35.00

WOMC (FM)

1948
 DETROIT

American FM Network



Alan Torbet Associates, Inc.



Media Code 4 223 2820 3.00
 Sparks Broadcasting Co., Box X100, 2201 Woodward Heights Blvd., Detroit, Mich. 48220, Phone 313-564-6524.

Detroit—WKNR—Continued

weekly discount. Weekly Circulation Plans do not contribute to Weekly Circulation Plans for further weekly frequency. May be combined with minutes, newscasts, 20/30 seconds and ID's to earn Weekly Frequency Discounts on the face of card rates only.
 PER WK: 1 min 20/30 10 sec

Plan A: 12 ti (3 AM Drive, 3 PM Drive, 6 A)	695	553	348
Plan B: 18 ti (3 AM Drive, 4 PM Drive, 9 A)	940	753	476
Plan C: 24 ti (6 AM Drive, 6 PM Drive, 12 A)	1162	928	581
Plan D: 36 ti (9 AM Drive, 9 PM Drive, 18 A)	1612	1296	806

FREQUENCY DISCOUNT
 52 consecutive wks.—10%
 Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discount above.
 Minutes, newscasts, 20/30 seconds and ID's may combine to earn weekly Frequency Discounts.

AM DRIVE TIME PACKAGE
 (Minutes only—rotating Mon thru Sat 6-9 am)
 PER WK:
 10 ti, flat..... 500 15 ti, flat..... 675
 No further discounts.
 Does not earn 52 consecutive week discount.
 Does not combine with minutes, 20/30 seconds, newscasts, ID's or Weekly Circulation Plans to earn Weekly Frequency Discounts.
 Offered on a pre-emptible basis at station's discretion for full rate card advertisers.

ALL NIGHT SHOW PACKAGE
 (Tues thru Sun midnight-6 am)
 Complete sponsorship (36 hours per wk)..... 750
 1/2 sponsorship (18 hours per wk)..... 400
 1 min or less, ea, flat..... 13

10. SPECIAL FEATURES
 "Contact News"—5 minutes at :15 and :45 from 5:45-8:45 am Mon thru Sat, 5 minutes at :15 and headlines at :45 at all other times. Commercial format for 5-minute newscasts consists of billboard open, 1-minute commercial and billboard close. Commercial format for news headlines consists of billboard open and 30-second commercial. No commercial announcements sold immediately preceding or following newscasts.

5-MINUTE NEWSCASTS

PER WK:	AA	A	B	C
5 ti	85	75	58	46
10 ti	80	70	54	37
15 ti	75	68	52	35
20 ti	70	64	50	32

Features & Headlines—applicable rate plus 2.00 flat.
 Newscasts and features may be combined with minutes and 20/30 seconds for maximum frequency.
 "Sportscope"—scheduled around the clock at :35.
 Commercial format consists of billboard open, 1-minute sports news and 1-minute commercial.
 "Entertainment Billboard"—Scheduled at 6:05 am, 10:55 am, 2:05 pm and 6:25 pm, 1-minute news about local movies, theaters, show business in Detroit. Commercial format consists of billboard open 1-minute show business news and 30-second commercial.
 "Stock Talk"—scheduled at 4:55 and 5:55 pm. Current quotations on New York and Detroit boards. Commercial format consists of billboard opening, stock report and 1-minute commercial.
 "Weather Tower 13"—Scheduled 6 times per hour at :10, :20, :30, etc. Up-to-the-minute Detroit Metropolitan Area weather forecast from U. S. Weather Bureau teletype service. Commercial format consists of billboard opening, weather and 30-second announcement.
 All features take applicable rate plus 2.00 flat. (D)

For Busy Media Buyers:
MORE INFORMATION
IN LESS TIME

In half a century of publishing a large service for the people who exercise advertising's media-buying function, SRDS has learned a lot about the information that media buyers want and need. And one of their needs is Service-Ads.

The agency media director, space buyer, account man, and advertising manager, all want to know what they're buying. It's impossible to keep all the information they need in their media files, and they can't afford to waste time or make errors. When they're looking for information they want it—fast! Consequently, they need complete-information ads.

SRDS catalogs are current and timely. The Service-Ads are not "puffs"; they are as concise and to the point as you would have them. They are up-to-date, qualitative information about media to aid you in your comparisons and selections.

Service-Ads and the regular listings offer a "double exposure." The regular listings give the quantitative information, while the Service-Ads give the needed information relative to editorial trends, current market trends, circulation and distribution, and other qualitative data which may not be in the regular listings. Service-Ads work with the regular listings—they give you the information you need, when you need it.

Use the Service-Ads in SRDS

1-3-G-6/66

WQTE

THE GOOD MUSIC STATION

City of license: Monroe, Michigan.
Whittier Hotel, 415 Burns Drive, Detroit, Mich.
48214. 822-9400.

PERSONNEL

Pres. & Gen'l Mgr.—Richard E. Jones.
Vice-Pres.—Thomas M. Jones.
Operations Mgr. & Chief Eng.—Irving Lains.

REPRESENTATIVES

John C. Butler Co.

FACILITIES

500 w. days; 580 kc. Directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
Transmitter: Monroe, Michigan.

AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered. Talent and remote charges billed separately. Short rate billing if frequency is not earned.

GENERAL

Accepts AAAA copyrighted contract.
Rates include music copyright fees.
BMI, ASCAP and SESAC licenses.
United Press International and UPI audio services.

TIME RATES

Rate Card No. 12.
Rates received January 2, 1968.
Rates effective February 1, 1968.

Class AA—6:30 AM to 9:30 AM Monday through Friday; 3:00 PM to 7:00 PM Monday through Friday.

Class A—6:00 AM to 6:30 AM Monday through Friday; 9:30 AM to 3:00 PM Monday through Friday; 7:00 PM to Sign-off Monday through Friday; AND All Day Saturday and Sunday.

60-Second Announcements

Per Week	Class	Consecutive Broadcast Weeks In Contract Year			
		1-13	14-26	27-39	40-52
6 times	AA	48.00	47.00	46.00	45.00
	A	32.00	31.00	30.00	29.00
12 times	AA	45.00	44.00	43.00	42.00
	A	31.00	30.00	29.00	28.00
18 times	AA	42.00	41.00	40.00	39.00
	A	30.00	29.00	28.00	27.00
24 times	AA	39.00	38.00	37.00	36.00
	A	29.00	28.00	27.00	26.00
30 or more	AA	38.00	35.00	34.00	33.00
	A	28.00	27.00	26.00	25.00

30-Second Announcements

6 times	AA	38.00	37.00	36.00	35.00
	A	28.00	27.00	26.00	25.00
12 times	AA	35.00	34.00	33.00	32.00
	A	26.00	25.00	24.00	23.00
18 times	AA	32.00	31.00	30.00	29.00
	A	24.00	23.00	22.00	21.00
24 times	AA	29.00	28.00	27.00	26.00
	A	22.00	21.00	20.00	19.00
30 or more	AA	26.00	25.00	24.00	23.00
	A	20.00	19.00	18.00	17.00

10-Second Announcements

6 times	AA	20.00	19.00	18.00	17.00
	A	13.50	13.00	12.50	12.00
12 times	AA	19.00	18.00	17.00	16.00
	A	13.00	12.50	12.00	11.50
18 times	AA	18.00	17.00	16.00	15.00
	A	12.50	12.00	11.50	11.00
24 times	AA	17.00	16.00	15.00	14.00
	A	12.00	11.50	11.00	10.50
30 or more	AA	16.00	15.00	14.00	13.00
	A	11.50	11.00	10.50	10.00

10 Second announcements cannot be combined with other announcements for frequency discounts.

5-Minute Newscasts

6 times	AA	60.00	58.00	52.00	48.00
	A	54.00	50.00	46.00	42.00
12 times	AA	58.00	52.00	48.00	44.00
	A	50.00	48.00	42.00	38.00
18 times	AA	52.00	48.00	44.00	40.00
	A	48.00	42.00	38.00	34.00
24 times	AA	48.00	44.00	40.00	36.00
	A	42.00	38.00	34.00	30.00
30 or more	AA	44.00	40.00	36.00	32.00
	A	38.00	34.00	30.00	26.00

MICHIGAN

Detroit—Continued

WQRS (FM)
1950
DETROIT



HERBERT E. GROSKIN
& COMPANY

Media Code 4 223 2880 7.00

Fine Arts Broadcasters, Inc., 424 Detroit Trade Center, Detroit, Mich. 48226. Phones 313-982-8282, 8283.
Business Office—901 Livernois, Ferndale, Mich. 48224. Phone 313-548-2500.

STATION'S PROGRAMMING DESCRIPTION

WQRS (FM): Programmed for fine arts.
MUSIC: M-F, 7-11 am, classical music. 11 am-noon Broadway showtunes. Noon-12:30 pm BBC news and commentary. 12:30-7 pm classical music. 7-8 pm folk music. 8-11 pm classical music. 11 pm-12M live jazz. Sat and Sun classical music. Contact Representative for further details. Rec'd 10/2/68.

1. PERSONNEL

President—Stanley R. Akers.
Gen'l Mgr. & Prog. Dir.—Phyllis M. Akers.
Secretary—Janet M. Blackwood.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP \$1,000 w. (horiz. & vert.); 105.1 mc. Stereo. Operating schedule: 7 am-midnight daily. EST.

4. AGENCY COMMISSION

15/0 time only; weekly or monthly.

5. GENERAL ADVERTISING See coded regulations

General: 6a.
Rate Protection: 15b.
Changes in rates will not apply to advertisers who are on the air at the time of increase until 6 months after effective date of new rates, providing service is uninterrupted.
Tape or disc acceptable for recorded commercials.
Member: The Groskin Group.

TIME RATES

Est.—Rec'd 7/19/68.

6. SPOT ANNOUNCEMENTS
1 min. 15.00 14.00 13.00 12.00 11.00 10.00 9.50
30 sec. 11.25 10.50 9.75 9.00 8.25 7.50 7.15

8. PROGRAM TIME RATES

1 hr. 125 120 115 110 105 100 95
1/2 hr. 70 75 71 67 64 61 58
5 min. 44 42 40 38 36 34 32

WQTE

MONROE

City of license, Monroe, Mich.
Detroit—Whittier Hotel, 415 Burns Dr., Detroit, Mich. 48214. Phone 313-822-9400.
See listing under Monroe, Mich.

WWJ

1920

WWJ-FM

1941

DETROIT

NBC Radio Network

McGavren-guild
pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 223 2940 9.00
Evening News Association, 622 Lafayette Blvd., Detroit, Mich. 48231. Phone 313-222-2000. TWX 810-221-1640

STATION'S PROGRAMMING DESCRIPTION

WWJ: Programmed for adults and young adults.
MUSIC: current hits with adult appeal. Emphasis on news and community involvement. News, weather, sports 6-6:30 am, 7-7:30 am, 8-8:30 am together with music during 5:30-9 am segment handled by air personality. News 9-9:15 am. Women's open line phone program 9:15 am-noon. News noon-12:15 pm. Air personality 12:15-4 pm. News sports, news features 4-7 pm. Air personality/sportscaster handles sports and music 7-11:30 pm, with news 10:30-10:45 pm & 11-11:15 pm. Air personality 11:30 pm-5:30 am. Network news and local newscasts on hour 9 am-12M. Pro hockey, college football. Contact Representative for further details. Rec'd 6/2/68.

1. PERSONNEL

General Manager—Don F. McGroth.
Station Manager—Nat A. Sibhold.
National Sales Manager—Arthur J. Underwood, Jr.
Canada—Andy McDermott Sales, Ltd.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w.; 950 kc. Directional—night only. Operating schedule: 24 hours daily. EST.

FM FACILITIES

ERP 50,000 w.; 97.1 mc.
Antenna ht.—540 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; bills rendered monthly, payable 15th following month. Terms net cash.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6h, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 16.
Basic Rates: 20a, 22a, 24a, 24c, 25a, 28b, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61b, 62h.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

On WWJ Detroit...

AUDIO 69
the best sound around



Morrie
Carlson
and Morning
Newstime.

Left-handed fun and
music plus news, sports,
weather, traffic reports.

5:30-9:00 AM

Ask Your
Neighbor
with Bob Allison
Phone information
exchange. "How to"
for housewives.



9:15-12 Noon



Bob Beasley

The latest in
afternoon fun,
with surprises,
conversation and
"right-now" music.

12:15-4:00 PM

Evening
Newstime
Rapid-fire news,
weather, sports,
business. Headed
by Les Martens.



4:00-7:00 PM



Sportsline

Running report
on all sports.
Expert coverage
and comments by
Norm Plumer.

7:00-11:30 PM

WWJ
DETROIT

NBC Affiliate
Owned and Operated by
The Detroit News
National Representatives:
McGavren-Guild-PGW Radio, Inc.

TIME RATES

No. 44 Est 5/1/69—Rec'd 4/4/69.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—Mon thru Fri 9 am-noon & 6-7 pm.
B—Mon thru Fri noon-3 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	1 MINUTE				
		1 t	5 t	10 t	15 t	20 t
PER YR:	150x	250x	500x	750x	1000x	
AA	100	90	82	77	72	
A	85	75	70	65	60	
B	52	48	45	42	39	
C	35	32	29	26	23	

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
1-min and/or 30-sec spots may be combined with 10-sec spots to earn discounts for 10 sec spots only. To qualify for any Annual Plan spots must be ordered as a specific plan at the time of purchase. When an Annual Plan schedule is increased the additional discount is applicable beginning with the date of the increased schedule. Annual Plan advertisers qualify for the 5 wkly rate for fixed spots. Spots adjacent to higher classifications and the rate of the higher time classification, 1-min or 30-sec spots may preempt 10-sec spots.

7. PACKAGE PLANS

10-SECOND PLAN—ROS
WKLY: 20 t 30 t 40 t 50 t
Flat 375 500 625 750
20% rotating in AA time when available.
May not be combined with any other advertising for further discounts.

T-D-N PLANS—ROS

(50% Traffic, 30% Day, 20% Night)

5 Plan (2 Traffic, 2 Day, 1 Night)	1 min 30 sec		
	275	225	180
10 Plan (5 Traffic, 3 Day, 2 Night)	550	440	360
15 Plan (8 Traffic, 4 Day, 3 Night)	775	620	500
20 Plan (10 Traffic, 5 Day, 4 Night)	925	740	600
30 Plan (15 Traffic, 9 Day, 6 Night)	1250	1000	800

8. PROGRAM TIME RATES

PER WK:	1/4 HOUR		
	AA	A	B
1 t	225	185	160
3 t	215	170	145
5 t	205	155	130

10 MINUTES

1 t	195	155	140
3 t	155	145	130
5 t	145	135	120

5 MINUTES

1 t	100	90	80
3 t	95	85	75
5 t	90	80	70

Spots for any 1 product of any 1 advertiser will be scheduled at least 15-min apart.
Programs and spots may not be combined to earn discounts.

10. SPECIAL FEATURES

NEWS SERVICE CHARGE
10 min or less. 10 1/4 hr. 15
Commissionable.

5-MINUTE WEEKEND NEWSCASTS

Per wknd.	5 t	10 t
Service charge included.	300	550

WWWW (FM)

1960

DETROIT



Media Code 4 223 2955 6.00
WDTM, Inc., Radio House, 2930 E. Jefferson, Detroit, Mich. 48207. Phone 313-567-8250.

1. PERSONNEL

Chairman of the Board—Barton H. McLendon.
President—Gordon B. McLendon.
General Manager—Doan A. Phelps.

2. REPRESENTATIVES

Avco Radio Sales.

3. FACILITIES

ERP 61,125 w.; 106.7 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 508 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.
General: 3a, 3h, 4a, 4d, 5, 6h, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Length of commercial copy:
60 minutes..... 5:00 minutes
30 minutes..... 2:30 minutes
15 minutes..... 1:30 minutes
5 minutes..... 1:20 minutes
Member: McLendon Stations.

TIME RATES

No. 2 Est 9/15/69—Rec'd 8/1/69.
AAA—Mon thru Sat 6 am-10 pm.
AA—Mon thru Sat 10 pm-6 am; Sun noon-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	CLASS AAA				
		8 t	12 t	18 t	24 t	36 t

WXYZ
1925
DETROIT

BLAIR RADIO



RAB

Subscriber to the NAB Radio Code
Media Code 4 223 3000 1.00
An Owned Radio Station of American Broadcasting Companies, Inc., WXYZ Radio, Broadcast House, Detroit, Mich. 48231. Phone 313-444-1111. TWX 33-357-4605.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Charles D. Frits.
General Sales Manager—Lee M. Vanden-Handel.
Sales Manager—James J. Gaskin.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; gross billings less applicable discounts.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: *10c, 11c, 12c, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25b, 28b, 29a, 30, 33d.
Contracts: 40b, 41, 42a, 42c, 44a, 45, 47a, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 60i, 62h.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Minimum of 6 1-minute or 30-second spots per week.
Affiliated with American Entertainment Network.
Affiliated with Blair Represented Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- No. 21 EST 7/1/69—Rec'd 7/7/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7:30 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-6 pm; Sun 9 am-6 pm.
B—Mon thru Fri 5-6 am & 7:30 pm-midnight; Sat & Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	1 ti	6 ti	12 ti	18 ti	24 ti 30 ti (*)
1 min.	100	95	92	89	85
30 sec.	80	76	74	71	69
ID's	60	57	55	53	50

PER WK:	CLASS AA				
	1 min.	30 sec.	1 min.	30 sec.	ID's
1 min.	90	85	83	80	78
30 sec.	72	68	66	64	62
ID's	54	51	50	48	47

PER WK:	CLASS A				
	1 min.	30 sec.	1 min.	30 sec.	ID's
1 min.	65	60	57	54	51
30 sec.	52	48	46	43	41
ID's	39	36	34	32	31

PER WK:	CLASS B				
	1 min.	30 sec.	1 min.	30 sec.	ID's
1 min.	35	30	28	26	24
30 sec.	28	24	22	21	19
ID's	21	18	17	16	14

(*) Specified Position.
Minutes and 30 seconds combine for frequency on ID's only.

7. PACKAGE PLANS

PLAN	SECTION I	Wkly
12 (2AAA, 2AA, 8A, 3B)	550	650
18 (3AAA, 3AA, 8A, 4B)	950	950
24 (4AAA, 4AA, 11A, 5B)	1200	1200

PLAN	SECTION II	Wkly
12 (9A, 3B)	550	550
18 (13A, 5B)	750	750
24 (18A, 6B)	950	950

10. SPECIAL FEATURES

NEWSCASTS	Wkly
5 min AAA	120
2-1/2 min A	75

NEWSCOPE FEATURES—MON THRU FRI
6 o'clock Detroit Newscope..... 195
Dave Diles Sportscope, 6:15-6:20 pm..... 115
Business Newscope, 6:30-6:25 pm..... 115
Dick Osgood Show World, 6:25-6:30 pm..... 125
Newscasts and Features may combine for weekly frequency on spot schedules only.

NEWSCAST AND FEATURE DISCOUNT
25 wk—2-1/2% 52 wk—5%

WXYZ-FM
1948

Media Code 4 223 3001 9.00
An Owned Radio Station of American Broadcasting Companies, Inc., 20777 W. Ten Mile Rd., Southfield, Mich. 48231. Phone 313-44-1111.

STATION'S PROGRAMMING DESCRIPTION
WXYZ-FM MUSIC: progressive rock. PROGRAMMING: one continuous program, 24 hours per day, employing progressive rock music, interspersed with topical comment and thought. Contact Representative for further details. Rec'd 5/1/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Charles D. Frits.
General Sales Manager—Lee M. Vanden-Handel.
Sales Manager—James J. Gaskin.
- REPRESENTATIVES**
Blair Radio.

FACILITIES
ERP 27,200 w.; 101.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 880 ft. above average terrain.

AGENCY COMMISSION
15/0; gross billings less applicable discounts.

GENERAL RATE POLICY
Rate Protection: 90 days.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- No. 4 EST 2/15/69—Rec'd 4/4/69.
6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
(*) 1-min or less. 12 10 8 7 6
AM spots combine with FM schedule only.

STATIONS IN DETROIT URBAN AREA

CKLW CKLW-FM
1932 1948
WINDSOR



RKO RADIO REPRESENTATIVES, INC.

(This is a paid listing.)
Media Code 4 223 3060 5.00
Business office: Essex Broadcasters, Inc., 1450 Guardian Bldg., Detroit, Mich. 48226. Phone 313-961-7200. TELEX 023-5398.

STATION'S PROGRAMMING DESCRIPTION

CKLW: Programmed for 20 to 49 age bracket and youth audience.
MUSIC: Today's most popular hits are played 24 hours daily. NEWS: Local, regional, national and international 6 min summaries including sports and weather every hour 6-9 am. M-Sat at 20 min before hour. Every 3 hours at all other times. Traffic and weather reports are broadcast around clock. 3 pm-12M Sun, station programs greatest hits of all time. Contact Representative for further details. Rec'd 11/29/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—R. J. Buss.
General Sales Manager—Harold S. Tower.
- REPRESENTATIVES**
RKO Radio Representatives, Inc.

FACILITIES
50,000 w.; 800 kc. International clear channel.
Operating schedule: 24 hours daily. EST.
FM-ERP 50,000 w.; 93.9 mc.
Operating schedule: Same as AM. Separate programming 6 pm-midnight. EST.

AGENCY COMMISSION
15/0; time only.

GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- No. 4 EST 7/1/69—Rec'd 6/19/69.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm; Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7-10 pm.
B—Mon thru Sun 10 pm-1 am.

7. PACKAGE PLANS

PER WK, EA:	1 MINUTE				
	i ti	6 ti	12 ti	18 ti	24 ti 30 ti
AA	125.00	115.00	110.00	105.00	100.00
A	105.00	95.00	90.00	85.00	80.00
B	85.00	75.00	70.00	65.00	60.00

PER WK, EA:	30 SECONDS				
	i ti	6 ti	12 ti	18 ti	24 ti 30 ti
AA	100.00	92.00	88.00	84.00	80.00
A	84.00	76.00	72.00	68.00	64.00
B	68.00	60.00	56.00	52.00	48.00

PER WK, EA:	10 SECONDS				
	i ti	6 ti	12 ti	18 ti	24 ti 30 ti
AA	62.50	57.50	55.00	52.50	50.00
A	52.50	47.50	45.00	42.50	40.00
B	42.50	37.50	35.00	32.50	30.00

1-minute, 30-second and Newscasts combine with 10-second spots for maximum frequency on 10-second spots only. Spots must rotate equally over not less than 6 days.

ROS PLAN

When available, 20% discount on applicable rates. Spots preemptible without notice. Not combinable with other schedules. Does not earn consecutive week discounts.

10. SPECIAL FEATURES

PER WK, I MIN:	NEWS/FIXED			
	3 ti	6 ti	12 ti	18 ti
AA	135	130	125	120
A	115	110	105	100
B	95	90	85	80

WBRB
1956
MOUNT CLEMENS



RAB

A Mairite Owned Station
Media Code 4 223 3120 7.00
Wright and Maltz, Inc., Box 489, Gratiot Ave. at Metropolitan Beach Parkway, Mt. Clemens, Mich. 48043. Phone 313-791-1430.
Direct Detroit line: Phone 293-1430.

STATION'S PROGRAMMING DESCRIPTION
WBRB: Community adult programming.
NEWS: 4 man news staff, 75% local, 25% regional, national, international. News every hour, weekdays. 9-10 am women's show, interviews. 10-11 am telephone discussion format. SPORTS: live high school and college football and basketball play-by-play, live hydroplane races, major car race descriptions, 8 sports shows daily. Air personalities and mobile studios available for remote broadcasts. ENTERTAINMENT: 6-9 am, 11 am-noon, 12:30-sign-off using air personalities, interviews and general popular music, 60% albums, 40% singles. Contact Representative for further details. Rec'd 7/17/67.

- PERSONNEL**
President—Milton Maltz.
Secretary-Treasurer—Robert G. Wright.
General Manager—Charles Park, Jr.

- REPRESENTATIVES**
PRO Time Sales.
- FACILITIES**
500 w. days; 1430 kc. Directional.
Operating schedule: 5:00 am-local sunset. EST. Simulcast during AM operational hours. For non-simulcast facilities see WBRB-FM listing.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with NBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- EST 3/1/68—Rec'd 3/1/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

7. PACKAGE PLANS

PER WK:	CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	18	17	16	14	12
30 sec.	16	15	14	12	10

PER WK:	CLASS A				
	1 min.	30 sec.	1 min.	30 sec.	1 min.
1 min.	15	14	13	11	9
30 sec.	13	12	11	9	7

Combination of AA and A earns frequency discount.

WBRB-FM
1960

MOUNT CLEMENS
RAB

A Mairite Owned Station
Media Code 4 223 3121 5.00
Box 489, Gratiot Ave. at Metropolitan Beach Parkway, Mt. Clemens, Mich. Phone 313-791-1430.
Detroit Phone 293-1430.

STATION'S PROGRAMMING DESCRIPTION
WBRB-FM: See WBRB for programming description.

- PERSONNEL**
President—Milton Maltz.
Secretary-Treasurer—Robert G. Wright.
General Manager—Charles Park, Jr.

REPRESENTATIVES
PRO Time Sales.

FACILITIES
ERP 17,000 w. (horiz.), 17,000 w. (vert.); 102.7 mc.
Operating schedule: 5:00-1:00 am Mon thru Fri; 5:00-2:00 am Sat; 7:00 am-midnight Sun. EST.
Partial simulcast operation with WBRB-AM.

AGENCY COMMISSION
15% on time only; no cash discount.

GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES

60% of applicable WBRB rates.

WCHB
1955

INKSTER

Independent Negro



DORE & ALLEN, INC.

Media Code 4 223 3180 1.00
Bell Broadcasting Company, 32780 Henry Ruff Rd., Inkster, Mich. 48141. Phone 313-278-1440.
Other office: 278 E. Forest, Detroit, Mich. 48201.

- PERSONNEL**
President—Dr. Haley Bell.
Vice-Pres. & Gen'l Mgr.—Dr. Wendell F. Cox.
General Sales Manager—Gary Arnold.

REPRESENTATIVES
Dore & Allen, Inc.
Los Angeles, San Francisco—Savalli/Gates, Inc.
South—Bernard J. Ochs Co.

FACILITIES
1,000 w. days; 1440 kc; Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

AGENCY COMMISSION
15/0 net time; payable when rendered.

GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12b, 13c, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25c, 28a, 29a, 33a.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WCHD (FM), Detroit.

(This listing continued on next page)



STATION IDENTIFICATION

Every station's programming is different. Find out how it's different from the Programming Description at the top of the station's listing. If there's no description there, let the station or its rep know how useful it would be to you.

R09A—1/3

MICHIGAN

Detroit Urban Area—W C H B—Continued

TIME RATES

No. 8 Eff 2/1/69—Rec'd 12/23/68.

AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sunday-midnight-6 am. Rates on request.

6. SPOT ANNOUNCEMENTS

CLASS AAA	*1 ti *6 ti 12 ti 24 ti 36 ti 48 ti			
	1 wk	13 wk	26 wk	52 wk
1 wk	38	37	36	35
13 wk	37	36	35	34
26 wk	36	35	34	33
52 wk	35	34	33	32

CLASS AA	1 ti 6 ti 12 ti 24 ti 36 ti 48 ti			
	1 wk	13 wk	26 wk	52 wk
1 wk	32	31	30	29
13 wk	31	30	29	28
26 wk	30	29	28	27
52 wk	29	28	27	26

CLASS A	1 ti 6 ti 12 ti 24 ti 36 ti 48 ti			
	1 wk	13 wk	26 wk	52 wk
1 wk	28	27	26	25
13 wk	27	26	25	24
26 wk	26	25	24	23
52 wk	25	24	23	22

(*) Flat.
30 sec: 80% of 1-min. 10 sec: 60% of 1-min. (CR)

WEXL

1923

ROYAL OAK

American Information Network



Alan Torbet
Associates, Inc.



Media Code 4 223 3240 3.00

Sparks Broadcasting Company, Box X-100, Detroit, Mich. 48220. Phone 313-564-6524.

Other Studio: Ferndale, Mich.

STATION'S PROGRAMMING DESCRIPTION

WEXL: Programmed for adult audience.
MUSIC: country and western. AIR PERSONALITIES handle all segments: NEWS: network news on hour. SPORTS: 6 times per day. Community news 30 min per day. RELIGIOUS: 1 hour per day and all day Sun. COMMERCIAL POLICY: 15 minutes per hour maximum. Remote broadcasting available. Contact Representative for further details. Rec'd 2/12/68.

1. PERSONNEL

President—Garnet G. Sparks.
General Manager—Gordon A. Sparks.
Sales Manager—Ernie Holder.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.
Regional Reps Corp.

3. FACILITIES

1,000 w. days, directional; 250 w. nights, non-directional. 1340 kc.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 25, 27, 28a, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47c, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

ER 5/1/67—Rec'd 5/1/67.

AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 6 am-8 pm.
B—Daily 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				
	1 ti	5 ti	10 ti	15 ti	20 ti
AA	35.00	30.00	26.00	24.00	22.00
A	30.00	25.00	22.00	20.00	18.00
B	21.00	17.50	15.50	14.00	12.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEKS DISCOUNT

52 wks—10%

7. PACKAGE PLANS

PER WK:	TOTAL AUDIENCE PLANS (1 min)			
	18 ti (6AA, 6A, 6B), ea	24 ti (8AA, 8A, 8B), ea	30 ti (9AA, 9A, 9B), ea	36 ti (10AA, 10A, 10B), ea
18 ti	16.39	14.79	13.19	11.59

8. PROGRAM TIME RATES

CLASS	1 ti or less				52 ti				156 ti				260 ti			
	5 MIN	1/4 HR	1/2 HR	1 HR	5 MIN	1/4 HR	1/2 HR	1 HR	5 MIN	1/4 HR	1/2 HR	1 HR	5 MIN	1/4 HR	1/2 HR	1 HR
Class AA	50.00	45.00	40.00	35.00	45.00	40.00	35.00	30.00	40.00	35.00	30.00	25.00	35.00	30.00	25.00	20.00
Class A	45.00	40.00	35.00	30.00	40.00	35.00	30.00	25.00	35.00	30.00	25.00	20.00	30.00	25.00	20.00	15.00
Class B	35.00	30.00	25.00	20.00	30.00	25.00	20.00	15.00	25.00	20.00	15.00	10.00	20.00	15.00	10.00	5.00

B—70% of A rates. C—50% of A rates. (D)

W H F I (FM)

1958

BIRMINGHAM



Subscriber to the NAB Radio Code

Media Code 4 223 3270 0.00
Jamar Broadcasting, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-0494.

1. PERSONNEL

Station Manager—Don Bosco.
Sales Manager—Rick Kaspick.
Program Manager—Tom Coleman.

3. FACILITIES

ERP 20,000 w. (horiz.), 20,000 w. (vert.); 94.7 mc.
Stereo.
Operating schedule: EST.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 Eff 1/1/69—Rec'd 1/7/69.

AA—Mon thru Fri 6-8 pm.
A—Mon thru Fri 8 am-8 pm; Sun 8 am-noon.
B—All other times.

6. SPOT ANNOUNCEMENTS

Open 18.00

CLASS	20/30 SECONDS					
	5x	10x	15x	20x	25x	30x
AA	14.00	12.00	10.50	9.00	8.00	7.00
A	10.00	8.50	7.50	7.00	6.00	5.00
B	5.00	4.00	3.00	2.50	2.25	2.00

1 min: 125% of 30-sec. 10/15 sec: 80% of 30-sec.
Fixed position, extra 10%.
All spots ROS in time period.
All time classifications may be combined to earn lowest rate.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

8. PROGRAM TIME RATES

ALL NIGHT PROGRAM

(Midnight-6 am)

Sold by hours only. Each hour includes 4 1-minute spots and 4 sponsor mentions. In addition, 1 15-second Class A promo included for each hour. Hours must be specified.

1 hr.	5x 50x 100x 200x 500x 1000x					
	95	25	20	18	16	14

WKNR

1946

DEARBORN



METRO RADIO SALES



A Knorr Station

Subscriber to the NAB Radio Code

Media Code 4 223 3300 5.00
Knorr Broadcasting Corp., 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.

1. PERSONNEL

President—Mrs. Fred A. Knorr.
Exec. Vice-Pres. & Sta. Mgr.—Walter Patterson.
Sales Manager—Jack Davidson.

2. REPRESENTATIVES

Metro Radio Sales.

3. FACILITIES

5,000 w.: 1310 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6 am-noon Mon thru Fri and 6-10 am Sat. For non-simulcast facilities see WKNR-FM.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d.
Basic Rates: 20a, 20b, 24a, 24c.
Contracts: 40a, 41, 44b, 45, 51a.
Cancellation: 70c, 73a.

Rate Protection: Rates quoted herein are guaranteed for a period of 26 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

No. 4 Eff 11/15/66—Rec'd 11/17/66.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
B—Mon thru Sun 7-10 pm.
C—Mon thru Sat 10 pm-midnight.
D—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA:	1 min 20/30 10 sec			
	Specified hour or day	80	64	40
PER WK:				
Less than 6 (rotating Mon-Sat)	75	60	38	
6 ti (1 per day Mon-Sat)	70	56	35	
12 ti (2 per day Mon-Sat)	64	51	32	
18 ti (3 per day Mon-Sat)	60	48	30	

CLASS A:	1 min 20/30 10 sec			
	Specified hour or day	70	56	35
PER WK:				
Less than 6 (rotating Mon-Sun)	05	52	33	
6 ti (1 per day any 6 days)	60	48	30	
12 ti (2 per day any 6 days)	58	46	29	
18 ti (3 per day any 6 days)	56	45	28	
24 ti (4 per day any 6 days)	54	43	27	
30 ti (5 per day any 6 days)	52	42	26	

CLASS B:	Specified hour or day			
	Specified hour or day	60	48	30
PER WK:				
Less than 6 (rotating Mon-Sun)	50	40	25	
6 ti (1 per day any 6 days)	48	38	24	
12 ti (2 per day any 6 days)	46	37	23	
18 ti (3 per day any 6 days)	44	35	22	
24 ti (4 per day any 6 days)	42	34	21	
30 ti (5 per day any 6 days)	40	32	20	

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS

Spots must be scheduled equally over 7 day period and rotate within time classification. Offered on pre-emptible basis at station's discretion for full rate card advertiser. In the event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience and prior to expiration of schedule. Plans earn 52 consecutive weeks discount. Weekly Circulation Plans do not contribute to Weekly Circulation Plans for further weekly frequency. May be combined with minutes, newscasts, 20/30 seconds and ID's to earn Weekly Frequency Discounts on the face of card rates only.

PER WK: 1 min 20/30 10 sec

Plan A:	12 ti (3 AM Drive, 3 PM Drive, 6 A)	695	553	348
Plan B: <td>18 ti (5 AM Drive, 4 PM Drive, 9 A)</td> <td>940</td> <td>753</td> <td>470</td>	18 ti (5 AM Drive, 4 PM Drive, 9 A)	940	753	470
Plan C: <td>24 ti (6 AM Drive, 6 PM Drive, 12 A)</td> <td>1162</td> <td>928</td> <td>581</td>	24 ti (6 AM Drive, 6 PM Drive, 12 A)	1162	928	581
Plan D: <td>36 ti (9 AM Drive, 9 PM Drive, 18 A)</td> <td>1612</td> <td>1296</td> <td>806</td>	36 ti (9 AM Drive, 9 PM Drive, 18 A)	1612	1296	806

FREQUENCY DISCOUNT

52 consecutive wks—10%.
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discount above.

Minutes, newscasts, 20/30 seconds and ID's may combine to earn weekly Frequency Discounts.

AM DRIVE TIME PACKAGE
(Minutes only—rotating Mon thru Sat 6-9 am)

PER WK: 10 ti flat 500 15 ti flat 675
No further discounts.

Does not earn 52 consecutive week discount.
Does not combine with minutes, 20/30 seconds, newscasts, ID's or Weekly Circulation Plans to earn Weekly Frequency Discounts.

Offered on a pre-emptible basis at station's discretion for full rate card advertisers.

ALL NIGHT SHOW PACKAGE

(Tues thru Sun midnight-6 am)
Complete sponsorship (36 hours per wk) 750
1/2 sponsorship (18 hours per wk) 400
1 min or less, ea. flat 13

10. SPECIAL FEATURES

Contact News—5 minutes at :15 and :45 from 5:45-8:45 am Mon thru Sat. 5 minutes at :15 and :45 at all other times. Commercial format for 5-minute newscasts consists of billboard open, 1-minute commercial and billboard close. Commercial format for news headlines consists of billboard open and 30-second commercial. No commercial announcements sold immediately preceding or following newscasts.

5-MINUTE NEWSCASTS

PER WK:	AA A B C			
	75	75	58	46
10 ti	80	70	54	37
15 ti	75	68	52	35
20 ti	70	64	50	32

Features & Headlines—applicable rate plus 2.00 flat. Newscasts and features may be combined with minutes and 20/30 seconds for maximum frequency.
"Sportscope"—scheduled around the clock at :35. Commercial format consists of billboard open, 1-minute sports news and 1-minute commercial.

"Entertainment Billboard"—scheduled at 6:05 am, 10:55 am, 2:05 pm and 6:25 pm. 1-minute news about local movies, theaters, show business in Detroit. Commercial format consists of billboard open, 1-minute show business news and 30-second commercial.

"Stock Talk"—scheduled at 4:55 and 5:55 pm. Closing quotations on New York and Detroit boards. Commercial format consists of billboard opening, stock report and 1-minute commercial.

"Weather Tower 13"—scheduled 8 times per hour at :10, :20, :30, etc. Up-to-the-minute Detroit Metro-Michigan weather forecast from U. S. Weather Bureau's teletype service. Commercial format consists of billboard opening, weather and 30-second announcement.

All features take applicable rate plus 2.00 flat. (D)

WKNR-FM

1950

DEARBORN



A Knorr Station

Media Code 4 223 3301 3.00
Knorr Broadcasting Corp., 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.

1. PERSONNEL

President—Mrs. Fred A. Knorr.
Exec. Vice-Pres. & Sta. Mgr.—Walter Patterson.
Sales Manager—Frank Maruca.

2. REPRESENTATIVES

Metro Radio Sales.

Detroit Urban Area—WQTE—Continued

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Richard E. Jones.
Vice-President—Thomas M. Jones.
Operations Mgr. & Chief Eng.—Irving Lasing.
- 2. REPRESENTATIVES**
John C. Butler & Company, Inc.
- 3. FACILITIES**
500 w. days; 560 kc. Directional.
Operating schedule: 4:00 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 18.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60g.
Cancellation: 71a.
Talent and remote charges billed separately.
For fixed position spots add 10% to applicable rates.

TIME RATES
Class AA—6:30-9:30 am and 3:00-7:00 pm Mon thru Fri.
Class A—6:00-6:30 am, 9:30 am-3:00 pm, and 7:00 pm-sign-off Mon thru Fri; all day Sat and Sun.

6. SPOT ANNOUNCEMENTS
CLASS AA
Consecutive Broadcast Weeks in Contract Year

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 wk	48.00	45.00	42.00	39.00	36.00
14 wk	47.00	44.00	41.00	38.00	35.00
27 wk	46.00	43.00	40.00	37.00	34.00
40-52 wk	45.00	42.00	39.00	36.00	33.00

1 MINUTE
CLASS AA
Consecutive Broadcast Weeks in Contract Year

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 wk	32.00	31.00	30.00	29.00	28.00
14 wk	31.00	30.00	29.00	28.00	27.00
27 wk	30.00	29.00	28.00	27.00	26.00
40-52 wk	29.00	28.00	27.00	26.00	25.00

30 SECONDS
CLASS AA
Consecutive Broadcast Weeks in Contract Year

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 wk	28.00	26.00	24.00	22.00	20.00
14 wk	27.00	25.00	23.00	21.00	19.00
27 wk	26.00	24.00	22.00	20.00	18.00
40-52 wk	25.00	23.00	21.00	19.00	17.00

10 SECONDS
CLASS AA
Consecutive Broadcast Weeks in Contract Year

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 wk	13.50	13.00	12.50	12.00	11.50
14 wk	13.00	12.50	12.00	11.50	11.00
27 wk	12.50	12.00	11.50	11.00	10.50
40-52 wk	12.00	11.50	11.00	10.50	10.00

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS
Consecutive Broadcast Weeks in Contract Year

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 wk	60	56	52	48	44
14 wk	56	52	48	44	40
27 wk	52	48	44	40	36
40-52 wk	48	44	40	36	32

CLASS A
Consecutive Broadcast Weeks in Contract Year

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 wk	50	46	42	38	34
14 wk	46	42	38	34	30
27 wk	42	38	34	30	26
40-52 wk	38	34	30	26	22

WTAK
1953
GARDEN CITY
A Mairite Station
Media Code 4 223 3480 5.00

WTAK, Inc., Box 2069 Livonia, Mich. 48151. Phones 313-335-6333, 313-425-4003.

STATION'S PROGRAMMING DESCRIPTION
WTAK: Programmed for adults.
Total talk format: news, commentaries, telephone open forums, interview discussions, telephone questions and answers, 5-9 am comic personality, utilizing comedy albums and phone calls from listeners. 9 am-noon, liberal personality using open telephone lines. Noon-1 pm, news, commentaries. 1-2 pm celebrity interviews. 2-5 pm, conservative personality using open telephone lines. 5-6 pm, news, commentaries. 6-8:15 pm, black personality using open telephone lines.
NEWS: network and local on hour, network on half hour. SPORTS: college football, sports car and stock car races. Personalities available for remote pick ups from places of business for special promotional sales events. Sun, religion. Contact Representative for further details. Rec'd 6/2/69.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Harvey Grace.
Sales Manager—Mike Wurster.
- 2. REPRESENTATIVES**
PRO Time Sales, Inc.
- 3. FACILITIES**
350 w. days; 1090 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 40c, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Fixed time periods subject to higher rate.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 31 ET 6/1/69—Rec'd 6/2/69.
AA—Mon thru Sat 6-10 am & 5-7 pm.
A—All other times.

7. PACKAGE PLANS

CLASS AA
WKLY: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min. 30 28 26 24 22

CLASS A
1 min. 21 19 17 15 13
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20/30 seconds may be cross combined to establish times per week.

50/50 PLAN
An advertiser who schedules at least half his AA spots in A earns A rates on his AA spots, provided the schedule rotates evenly Monday thru Saturday.

DOWAGIAC

Class County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.

W D W

1960
Media Code 4 223 3540 6.00
Dowagiac Broadcasting Co., Inc., Marcellus Hwy.
Route 3, Dowagiac, Mich. 49047. Phone 616-782-5106.

Direct all sales correspondence to: W D W, c/o
Radio Station WFUR, Grand Rapids, Mich.
1. PERSONNEL President—William Kulper, Sr.
Vice-President—William Kulper, Jr.
Manager—Thomas Prather.

PROTECTING YOUR MEDIA SELECTION, SRDS HOLDS FIRM ON A POLICY OF ACCEPTING ONLY VERIFIED RATING INFORMATION

Our responsibility to present objective, authentic rating information, which in no way misleads or misrepresents, has resulted in a strictly enforced copy acceptance policy.

For all copy referring to or incorporating ratings . . .

- 1) rating claims must be fully identified as to rating service, title and date of report.
- 2) exact market areas of the rating service must be identified, and
- 3) competing stations must be referred to as stations "A," "B," and "C," not by call letters.

Trained SRDS personnel carefully check all advertising copy submitted, and reserve the right to turn down any advertising which doesn't meet these rigid requirements.

Buyers are assured of truthful statements to back their station evaluations. Therefore, every station is encouraged to use current and authoritative data as a valuable service to buyers of time.

RT04L

MICHIGAN

8. PROGRAM TIME RATES
26-52 WEEKS
WKLY: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 40.00 22.50 16.00 11.50 8.50
3 ti 30.00 20.00 13.50 10.00 7.00
6 ti 28.50 18.00 12.50 8.50 6.00

EAST LANSING

Ingham County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

See Lansing

(including East Lansing)

ESCANABA (2 AM)

Delta County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

W D B C

1941

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 3600 6.00
Communications Properties, Inc., Box 419, 606 Ludington St., Escanaba, Mich. 49829. Phone 906-786-6144-5.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James L. Zimmermann.
Sales Manager—Lilli G. Traverso.
Promotion Manager—Joseph DeMay.
- 2. REPRESENTATIVES**
Grant Webb & Company, Inc.
Minneapolis, St. Paul—Communications Sales.
- 3. FACILITIES**
10,000 w. days, 1,000 w. nights; 680 kc. Directional—separate patterns day and night.
Operating schedule: 5:45 am to midnight. EST.
- 4. AGENCY COMMISSION**
15/0 net time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES
Rates effective March 1, 1965.
Rates received February 10, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti 12.00 104 ti 8.00
13 ti 11.00 156 ti 7.50
26 ti 10.00 312 ti 7.00
52 ti 9.00

7. PACKAGE PLANS
(Best Available Times)

PER WK:	1 min		30 sec	
	ea	tot	ea	tot
10 ti	5.60	56.00	4.20	42.00
15 ti	5.30	79.50	3.95	59.25
20 ti	4.90	98.00	3.65	73.00
25 ti	4.20	105.00	3.15	78.75
30 ti	4.00	120.00	3.00	90.00
40 ti	3.80	152.00	2.85	114.00
50 ti	3.50	175.00	2.60	130.00

PER MO:
25 ti 4.50 112.50 3.35 83.75
50 ti 4.00 200.00 3.00 150.00
75 ti 3.85 287.00 2.90 217.50
100 ti 3.25 325.00 2.45 245.00
10 sec. flat 2.80

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min
1 ti 125. 75. 45. 30.
13 ti 105. 72. 42. 29.
26 ti 105. 69. 41. 28.
52 ti 95. 66. 39. 27.
104 ti 85. 63. 37. 26.
156 ti 80. 60. 35. 25.
312 ti 75. 57. 33. 24.

W L S T

1958

NAB
Subscriber to the NAB Radio Code
Media Code 4 223 3660 2.00
Lake Michigan Broadcasting Co., 600 Ludington St., Escanaba, Mich. 49829. State 6-1118.

- 1. PERSONNEL**
Station Manager—David J. Pinoczek.
- 2. REPRESENTATIVES**
Bavall/Gates, Inc.
- 3. FACILITIES**
1,000 w. days; 600 kc. Directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 25a, 28a, 29a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60k, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective November 1, 1960.
Rates received October 31, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	26.45	15.28	12.93	10.58	4.66
100 times	18.87	13.72	11.46	9.05	3.65
300 times	14.68	11.15	8.89	7.05	3.65
500 times	10.47	8.55	6.35	5.05	3.23

(*) 1 minute or 30 seconds.

MICHIGAN

FLINT (6 AM; 2 FM)

Genesee County—Map Location G-9
See SDDS consumer market map and data at beginning of the State.

WAMM
1955

gbs greener, hiken, sears

Media Code 4 223 3720 4.00
WAMM, Inc., 740 S. Saginaw St., Flint, Mich. 48502. Phone 313-239-8631.

- PERSONNEL**
President—Neal Mason.
General Manager—Jerry Jacob.
Program Director—Tony King.
- REPRESENTATIVES**
Greener, Hiken, Sears.
Detroit—Max Goldfarb.
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
500 w. days; 1420 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 25b, 25c, 30, 31, 33d.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60k, 62d.
Prod. Services: 80, 81, 82.

TIME RATES
No. 1 ER 12/1/68—Rec'd 11/29/68.
AA—6-9 am & 2-6 pm.
A—0 am-2 pm & all other times.

6. SPOT ANNOUNCEMENTS
YEARLY BULK PLAN

	500x	1000x	1500x	2000x
1 min	9.00	8.50	7.50	8.50
30 sec	8.50	8.00	7.00	7.00
15 sec	7.50	7.00	6.50	6.00

25% of AA time guaranteed in Bulk Plan.

7. PACKAGE PLANS

	CLASS AA			
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	13.00	12.50	12.00	11.50
30 sec	11.00	10.50	10.00	9.50
10 sec	9.00	8.50	8.00	7.50
PER WK:	6 ti	12 ti	18 ti	24 ti
1-5 ti	18	12		

CLASS A—ROS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	9.00	8.50	8.00	7.50	7.00	6.50
10 sec	7.00	6.50	6.00	5.50	5.00	4.50
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1-5 ti	14	10				

1-min and 30-sec spots combinable for frequency discounts

8. PROGRAM TIME RATES

1 x	1/4 hr	1/2 hr	1 hr
	60	90	140

10. SPECIAL FEATURES
NEWSCASTS

	1x	6x	12x	18x
Ea	15.00	14.50	14.00	13.50

DISCOUNTS
13 wk—2% 28 wk—5% 59 wk—7% 52 wk—10%

WFDF

1922

NBC Radio Network

RAB

Media Code 4 223 3780 8.00
WFDF Flint Corp., Garland at First Ave., Flint, Mich. 48502. Phone 313-232-7158. TWX FL 01.

- PERSONNEL**
General Manager—Elmer A. Knopf.
Co-Manager—Sales—Marvin Levey.
- REPRESENTATIVES**
Katz Radio, East
Canada—Andy McDermott Sales, Ltd.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 910 kc.
Directional—same pattern all hours.
Operating schedule: 4:45-1:00 am Mon thru Sat; 7:50-1:00 am Sun. EST.
- AGENCY COMMISSION**
15/0 net time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC Radio Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
No. 16 ER 3/1/69—Rec'd 1/24/69.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 5:30-6 am & 10 am-3 pm; Sun 6 am-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
PER WK, 1 MIN:

AA	34	31	29	28	27
B	27	24	23	22	21
A	23	21	20	19	18
C	15	14	13	12	11

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Spots between time class take higher rate.

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	104x	156x	260x
1 hr	115	114	113	112	111	110
1/2 hr	80	78	77	76	75	74
1/4 hr	60	58	57	56	55	54
5 min	40	39	38	37	36	35

10. SPECIAL FEATURES

NEWS OR WEATHER

	5 min			10 min		
PER WK:	3 ti	5 ti	6 ti	3 ti	5 ti	6 ti
Sign-on-7 pm	40	38	36	50	48	46
7 pm-sign-off	20	18	16	25	23	21

Rates include time and production charges.
Betty Clark Party Line, flat, per spot: 25
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of length or time classification, may be cross-combined for discounts. Spots and programs, however, may not be combined for discounts. Applicable to entire rate card.

WGMZ (FM)

1962

NAB FMB

Media Code 4 223 3840 0.00
Metrocom, Inc., 903 Stevens St., Flint, Mich. 48503. Phone 313-767-7800.

- PERSONNEL**
General Manager—David Mendelsohn.
- REPRESENTATIVES**
McLendon Stations.
- FACILITIES**
ERP 19,000 w.; 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 23b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.

TIME RATES
No. 1 ER 2/1/68—Rec'd 6/5/68.
AA—Daily 10 am-10 pm.
Daily—7-10 am.
B—Daily 10 pm-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	Fixed	6 ti	12 ti	18 ti	30 ti
PER YR:	1x	52x	156x	312x	520x
AA	14.00	13.00	12.00	11.00	10.00
A	12.00	11.00	10.00	9.00	8.00
B	9.00	8.50	8.00	7.50	7.00

30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

CONSECUTIVE WEEKS DISCOUNT
28 wk—5% 52 wk—10%
Retroactive discounts payable in air time only.

8. PROGRAM TIME RATES
1 HOUR

AA	1x	13x	26x	52x
A	90	85	80	75
A	80	75	70	65

1/2 HOUR

AA	65	63	60	55
A	55	53	50	45

10. SPECIAL FEATURES
NEWS PROGRAMS

	CLASS AA			
5 min	3 ti	5 ti	6 ti	12 ti
10 min	27	25	24	22
10 min	31	29	28	26

CLASS A

5 min	22	20	19	17
10 min	24	22	21	19

News Capsules—1-min rate plus 20%.

WKMF

1953

RAB

Media Code 4 223 3900 2.00
WKMF, Inc., division of Beck-Ross Communications, Inc., 505 Citizen's Bank Bldg., Flint, Mich. 48502. Phone 313-230-7008.

- STATION'S PROGRAMMING DESCRIPTION**
WKMF: Programmed for general interest.
MUSIC: 90% country and western. ALL PERSONALITIES handle all segments. NEWS: 5 min at :55. News features at :25. Program directed at shift workers 6-7 am 3:30-4:30 pm M-F. SPORTS: college and pro football play-by-play. Sport capsules at :45 in traffic. Religion, discussion, and public affairs Sun 7-10 am and 8-11 pm. Contact Representative for further details. Rec'd 11/4/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Allan William (Bill) Lee.
Program Director—James Harper.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
New England—Bill Creed Associates, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1470 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61c, 62a.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 12A ER 7/1/69—Rec'd 6/4/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Sun thru Sat 10 pm-8 pm.
Country All Night—10 pm-5 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AA	30	28	28	27	26	25
A	26	24	22	21	20	19
B	21	20	18	17	16	15

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots combinable for frequency.

COUNTRY ALL NIGHT
1 min, flat 8 30 sec, flat 6

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	36 ti
Tap I (1/2AA, 1/2A)	25	23	21	20
Tap II (1/3AA, 1/3A, 1/3B)	22	20	18	16

(* And/or weekend.

8. PROGRAM TIME RATES
SUNDAY 6 AM-NOON
1/2 hr 50 1/4 hr 35

10. SPECIAL FEATURES
SPECIAL FEATURES
AA, 3 wkly. 90

SPORTS-WEATHER CAPSULES
AA, 8 wkly. 150
Includes 1-minute capsule and 1-minute closing commercial and opening ID.

WMRP

1946

Media Code 4 223 3960 6.00
WMRP, 3217 Lapeer Rd., Flint, Mich. 48503. Phone 313-233-5112.

- PERSONNEL**
President of Board of Directors—Arthur Howard.
General Manager—Niler R. Pyeatt.
- FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: EST.
- AGENCY COMMISSION**
15% time only; rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a.
Contracts: 40b, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 62b, 62e.
Affiliated with MBS.

TIME RATES
ER 7/14/69.

6. SPOT ANNOUNCEMENTS

1 min	7.00	6.00	5.50	5.25	5.00	4.75	4.50
30 sec	6.50	5.50	5.00	4.50	4.25	4.00	3.75
10 sec	3.50	3.00	2.75	2.65	2.50	2.40	2.25

1 min 250x 312x 500x 750x 1000x 1500x 2000x
30 sec 3.50 3.00 3.10 2.75 2.50 2.35 2.25
10 sec 2.15 2.05 1.90 1.75 1.60 1.50 1.35

7. PACKAGE PLANS
SHORT TERM SATURATION
(14 days or less)

	10x	20x	30x	40x	50x	75x	100x
1 min 6.00	5.50	5.30	5.00	4.85	4.75	4.50	4.50
30 sec 5.00	4.85	4.75	4.50	4.35	4.25	4.00	4.00
10 sec 3.00	2.75	2.65	2.50	2.40	2.30	2.20	2.20

8. PROGRAM TIME RATES

	1-10x	26x	52x	104x	156x	208x	250x
5 min	14	13	12	11	10	9	8
10 min	18	16	14	13	12	11	10
1/4 hr	26	25	23	20	17	15	12
25 min	96	93	90	87	85	83	80
50 min	50	45	43	40	38	35	30

WMRP-FM

1964

Media Code 4 223 3961 4.00
WMRP, 3217 Lapeer St., Flint, Mich. 48503. Phone 313-233-5112.

- PERSONNEL**
President of Board of Directors—Arthur Howard.
General Manager—Niler Pyeatt.
- FACILITIES**
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6-12:30 am. EST.
- AGENCY COMMISSION**
15% time only; rendered monthly.
- GENERAL RATE POLICY**

TIME RATES
Rates are identical to WMRP. See that listing.

WTAC

1946

Media Code 4 223 4020 8.00
Fugate Communications, Inc., Box 600, Flint, Mich. 48501. Phone 313-884-4146.
Saginaw Office—Service Bldg., 107 Hayden St. Phone 517-755-8567.

- PERSONNEL**
President—Asa Stallworth, Jr.
Vice-Pres. & Gen'l Mgr.—Charles E. Speights.
Sales Manager—Donald K. Mayle.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 600 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily, except midnight-4:45 am Mon. EST.
- AGENCY COMMISSION**
15/0 net charges for time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 22b, 23a, 24b, 25, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with The Eastman Network.
Affiliated with American Information Network.
Member: Michigan Must-Buy Network.
10% discount when bought in combination with WKMX Saginaw.

TIME RATES
No. 2 ER 11/1/67—Rec'd 11/2/67.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 10 pm-midnight & 5-6 am; Sun all day.
IV—All other times.

7. PACKAGE PLANS

PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
1 ti	20.00	16.00	10.00	18.00	14.40	9.00
12 ti	18.00	14.40	9.00	16.00	12.80	8.00
18 ti	17.00	13.60	8.50	15.00	12.00	7.50

11
1 ti 15.00 12.00 7.50 11.00 8.80 5.50
12 ti 13.00 10.40 6.50 10.00 8.00 5.00
18 ti 12.00 9.60 6.00 9.00 7.20 4.50

BEST BUY PLAN
30 ti (12I, 12II, 6III), ea 13.00
15 ti (6I, 6II, 3III), ea 15.00
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2 x applicable 1-min rate.
CONSECUTIVE WEEKS DISCOUNTS
26 wk—4% 52 wk—8%
Not applicable to Best Buy Plan.

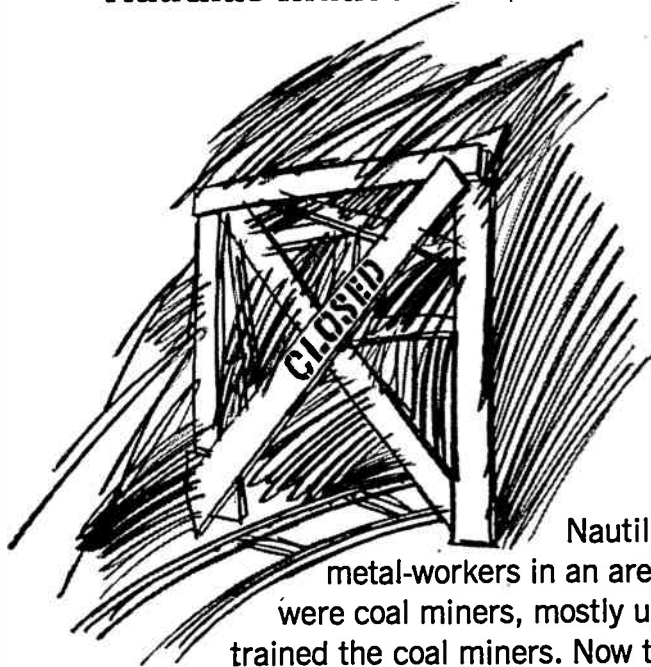
RATEHOLDER
Minimum wky sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

mobile units. Emergency message service each hour at :30. 9 editorials per day. FAXM: 4-6 am M-F. A-Memoto broadcast unit for store openings, shopping centers, etc. College football play-by-play. Discussion, religion, panel shows and public affairs Sun 5-10:30 am. Contact Representative for further details. Rec'd 7/24/67.

- PERSONNEL**
President—Asa Stallworth, Jr.
Vice-Pres. & Gen'l Mgr.—Charles E. Speights.
Sales Manager—Donald K. Mayle.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
1,000

If you need skilled workers, try some unemployed coal miners.

Nautilus Industries did.



Nautilus needed skilled metal-workers in an area where the natives were coal miners, mostly unemployed. So they trained the coal miners. Now they have skilled metal-workers.

Nautilus solved its own problem by helping out with the problems of others. Many other companies—large and small—are doing the same. So can you.

There's no profit in poverty.

advertising contributed for the public good



URBAN
AMERICA
INC.

FOR A DETAILED RUNDOWN ON HOW COMPANIES LIKE YOUR OWN HAVE TURNED PROBLEMS INTO OPPORTUNITIES, SEND FOR THE FREE BOOKLET, "SOLVING THE CRISIS IN OUR CITIES."
WRITE: AMERICAN BUSINESS PRESS, INC., DEPT. C, 205 E. 42ND ST., NEW YORK, N.Y. 10017

NAME _____
FIRM _____
CITY _____ STATE _____ ZIP _____

MICHIGAN

FREMONT

Newaygo County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WSHN

1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 4140 4.00
Stuart P. Noordyk, Box 191, 517 Beebe St., Fremont, Mich. 49412. Phone 616-824-4700.

STATION'S PROGRAMMING DESCRIPTION
WSHN: Popular music. Contact Representative for further details. Rec'd 8/29/67.

- PERSONNEL
Pres. & Gen'l Mgr.—Stuart P. Noordyk.
- REPRESENTATIVES
George T. Hopewell, Inc.
- FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12f, 13c, 14c, 15c, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60h, 60l, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS, NAB and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff.—Rec'd 5/28/69.

- SPOT ANNOUNCEMENTS
Ea: 1 min 30 sec 20 sec 10 sec
4.00 3.00 2.50 2.00

DISCOUNTS
624x—10% 936x—15%

- PACKAGE PLANS
PER WK: 1 min 30 sec 20 sec 10 sec
10+ 3.25 2.60 2.00 1.75
20+ 3.00 2.40 1.75 1.50

- PROGRAM TIME RATES
Ea: 1 hr 1/2 hr 1/4 hr 10 min
50 30 20 15
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti
5 min. 10.00 8.50 7.00 6.00 5.50 5.00

- SPECIAL FEATURES
PER WK: 6 ti
News at :60—Includes open and close credit 25.00
plus 1 1-min spot.
Weather Feature Show 5 min. 25.00
PER WK: 1 ti 2 ti 3+
Community Speaks 5.00 4.50 4.00

GARDEN CITY

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

GAYLORD

Osego County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WATC

1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 4200 5.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.

STATION'S PROGRAMMING DESCRIPTION
WATC: Programmed for adult and young adult audience.

- PERSONALITIES sign-on-sign-off. NEWS: network, regional and local. Sign-on: 10 am news, weather, sports and a variety of music for all ages. 10 am-noon standard, middle-of-the-road music, baby and hospital reports and want ads. Noon-1 pm news, weather, farm information and musical standards. 1-2 pm country music, polkas and news releases. 2-5 pm current hits and popular music. 5 pm-sign-off news and middle-of-the-road music. SPORTS: major league baseball, pro football, local high school sports. Sun morning, religious programs. Contact Representative for further details. Rec'd 2/27/68.

- PERSONNEL
General Manager—Les Biederman.
- REPRESENTATIVES
Alan Torbet Associates, Inc.
- FACILITIES
1,000 w.: 900 kc. days. Nondirectional.
Operating schedule: sunrise to local sunset. EST.
- AGENCY COMMISSION
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with NBC Radio Network.
Member: Paul Bunyan Network.

TIME RATES
Eff. 2/1/67—Rec'd 12/20/66.

- PACKAGE PLANS
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30+
AA 8.00 7.75 7.50 7.00 6.50 6.00
A 6.50 6.25 6.00 5.50 5.00 4.50
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

(This listing continued on next page)

MICHIGAN

Gaylord—WATC—Continued

CONTRACT DISCOUNTS	
26 wk—4%	52 wk—8%
1x	26x
1/4 hr	27.00 25.00 24.00 23.00 22.00 20.00
10 min	17.00 16.00 15.00 14.00 13.00 12.00
5 min	12.00 11.00 10.00 9.50 9.00 8.50
CONTRACT DISCOUNTS	
26 wk—4%	52 wk—8%

GRAND HAVEN (1 AM; 1 FM)

Ottawa County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WGHN

1956



Subscriber to the NAB Radio Code
Media Code 4 223 4260 0.00
Community Broadcasters, Inc., 228-1/2 Washington St., Grand Haven, Mich. 49417. Phone 616-842-8110.

- PERSONNEL**
Pres. & Gen'l Mgr.—Douglas J. Tjapkes.
Sec'y-Treas. & Sales Mgr.—George H. Kleis.
 - REPRESENTATIVES**
Gill-Perma, Inc.
 - FACILITIES**
500 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during newscasts, 6:35, 7:45 am, noon & 5 pm. For non-simulcast facilities see WGHN-FM.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 71a, 73a.
Cigarette advertising not acceptable.
- TIME RATES**
ET 7/1/68—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	39x	52x	500x	750x	1000x
1 min	4.25	4.00	3.75	3.50	3.25	3.00	2.85	2.70
30 sec	3.80	3.35	3.10	2.85	2.60	2.40	2.25	2.10
10 sec (no minimum)	1.75	Teasers (no minimum) 1.25						

7. PACKAGE PLANS

PER WK:	20 tl	35 tl	50 tl
1 min	65.00	102.50	135.00
30 sec	50.00	82.50	105.00

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	39x	52x
1 hr	55.00	50.00	45.00	40.00	35.00
1/2 hr	32.50	30.00	27.50	25.00	22.50
1/4 hr	18.75	17.50	16.25	15.00	13.75
5 min	17.50	16.00	14.50	13.00	11.50
5 min	14.00	13.00	12.00	11.00	10.00

WGHN-FM

1969



Media Code 4 223 4261 8.00
Community Broadcasters, Inc., Box 330, 228 Washington St., Grand Haven, Mich. 49417. Phone 616-842-8110.

- PERSONNEL**
General Manager—Douglas J. Tjapkes.
Sales Manager—George H. Kleis.
Production Manager—J. C. Howe.
- REPRESENTATIVES**
Gill-Perma, Inc.
- FACILITIES**
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight except during newscasts. For simulcast facilities see WGHN.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
See WGHN listing for coded regulations.

TIME RATES

ET 7/1/68—Rec'd 3/17/69.

6. SPOT ANNOUNCEMENTS					
PER WK:	1 tl	2 tl	3 tl	4 tl	5 tl
1 min	5.00	4.75	4.50	4.25	4.00

8. PROGRAM TIME RATES					
PER WK:	1 tl	2 tl	3 tl	4 tl	5 tl
1 hr	30.00	25.00	20.00	17.50	14.00
1/2 hr	20.00	18.00	16.00	14.00	12.00
1/4 hr	12.50	11.50	10.50	9.50	8.50
5 min	8.00	7.50	7.00	6.50	6.00

GRAND RAPIDS (7 AM; 7 FM)

(including Wyoming)

Kent County—Map Location D-9
See SRDS Consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAFB

1954

Media Code 4 223 4290 7.00
Hill-Meadowcroft, Inc., Suite 212, Federal Square Bldg., Grand Rapids, Mich. 49502. Phone 616-453-6397.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Garvin H. Meadowcroft.
News Director—Paul Daniel Ida.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w.; 1480 kc. days. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 45, 46, 47b.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with MBS.

TIME RATES

No. 3 ET 4/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS						
PER WK:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
Fixed	9.50	8.25	7.00	5.75	5.25	4.75
30 sec or less	80% of applicable 1-min.					
1-minute fixed position spots may preempt any 30-second spot.						
7. PACKAGE PLANS						
PER WK:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	5.00	5.50	5.00	4.75	4.50	4.25
30 sec or less	80% of applicable 1-min.					
8. PROGRAM TIME RATES						
Flat	1 hr	1/2 hr	1/4 hr	5 min		
	95	57	46	10		

WERX

1964

WYOMING

Media Code 4 223 4320 2.00
Radio WERX, Inc., Box 9082, 2860 52nd St., S. W., Wyoming, Mich. 49509. Phone 616-538-1530.

- PERSONNEL**
Manager—Wayne Corey.
Program Director—James King.
News Director—William Jarrell.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
500 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES

ET 8/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS				
1 MINUTE				
PER WK:	8 wk	13 wk	26 wk	52 wk
1 tl	7.00	6.50	6.00	5.50
10 tl	8.00	5.50	5.00	4.50
20 tl	5.00	4.50	4.00	3.50
30 tl	4.00	3.50	3.00	2.75
30 SECONDS				
1 tl	5.00	5.50	5.00	4.50
10 tl	5.00	4.50	4.00	3.50
20 tl	4.00	3.50	3.00	2.50
30 tl	3.00	2.75	2.50	2.25
15 sec: 50% of 1-min.				
9. PARTICIPATING PROGRAMS				
Dr. Soul Show with Lloyd Brown—Sat 3-5 pm; Sun 8-8 pm, applicable rate plus 1.25. Kalidoscope with Wayne Corey—Mon thru Fri 1-2 pm, applicable rate plus 1.00.				

WFUR

1947

GRAND RAPIDS



Media Code 4 223 4380 5.00
The Furniture City Broadcasting Corp., 399 Garfield Ave., S.W., Grand Rapids, Mich. 49504.
Phone collect 616-456-9541.
Direct all sales correspondence to Sales Manager.
c/o WFUR, same as business address.

- PERSONNEL**
Pres. & Gen'l Mgr.—William Kulper, Sr.
Vice-President—William E. Kulper.
Sales Manager—Charles Gephart.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Rates include services of scheduled announcer.

TIME RATES

ET 9/1/66—Rec'd 10/14/66.

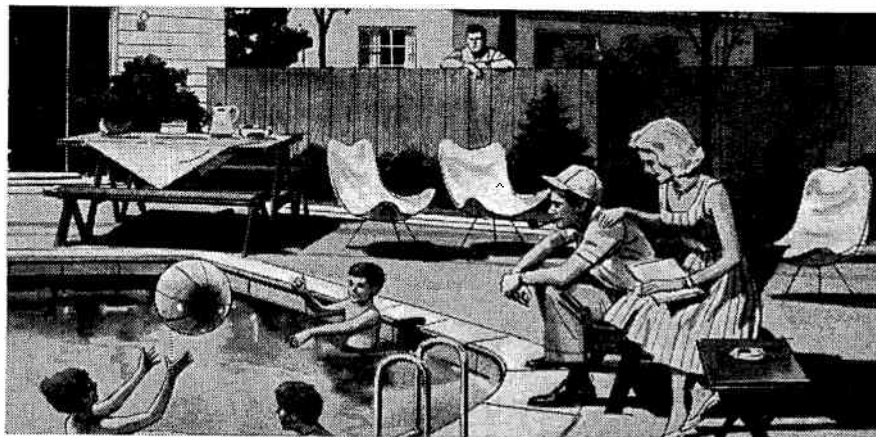
6. SPOT ANNOUNCEMENTS					
1 MINUTE					
6 tl	1 wk	13 wk	26 wk	52 wk	
6 tl	7.50	7.00	6.50	6.25	
12 tl	7.25	6.75	6.25	6.00	
18 tl	7.00	6.50	6.00	5.75	
24 tl	6.75	6.25	5.75	5.50	
10 sec: 50% of 1-min. 30 sec: 25% of 1-min.					
8. PROGRAM TIME RATES					
26-52 WEEK PROGRAM RATES					
PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	70	45	25	19	14
3 tl	80	40	24	17	13
6 tl	55	35	23	15	12

WFUR-FM

1960

Media Code 4 223 4381 4.00
Furniture City Broadcasting Corp., 399 Garfield Ave., S. W., Grand Rapids, Mich. 49504. Phone collect 616-456-9541.

- PERSONNEL**
Pres. & Gen'l Mgr.—William Kulper, Sr.
Vice-President—William E. Kulper.
Sales Manager—Charles Gephart.
 - REPRESENTATIVES**
Call station collect.
 - FACILITIES**
ERP 40,000 w.; 102.0 mc.
Operating schedule: 6-12:30 am daily. EST.
Antenna ht.: 257 ft. above average terrain.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 46, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Rates include services of scheduled announcer.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 8/9/68.
(This listing continued on next page)



The WJEF Countryropolitans

The Joneses try to keep up with them

Today's WJEF Countryopolitan family is setting a fast pace.

Typically, they're under thirty, own their own home, have two cars and three children. If they live in Kent County they have a family income of approximately \$10,117. Ottawa County Countryropolitans have an average family income of \$9,193. This makes them solid citizens, with buying power to get what they want.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thou-

sand or so working in the area's 380 manufacturing plants, which provide a solid base for an ever-expanding economy accounting for \$902,087,000 in retail sales.

Ask Avery-Knodel how you can keep up or catch up with the WJEF Countryropolitans.

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

Grand Rapids—W F U R FM—Continued

6. SPOT ANNOUNCEMENTS

1 min.	1x	15x	26x	52x	104x
30 sec.	25% off 1-min.	5.75	5.50	5.25	5.00
20 sec.	33-1/3% off 1-min.	10	10	10	10
10 sec.	50% off 1-min.				

8. PROGRAM TIME RATES

1 hr.	1x	15x	26x	52x	104x
1/2 hr.	50	45	40	35	30
1/4 hr.	35	30	25	20	(*)
1/4 hr.	20	18	16	14	12

(*) 17.50.

WGRD
1947
GRAND RAPIDS

RAB

Media Code 4 223 4440 6.00

Regional Broadcasters of Michigan, Inc., 35 Lafayette N. E., Grand Rapids, Mich. 49503. Phone 616-459-4111.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Frederick P. Tascone. Program Director—Ron White.

2. REPRESENTATIVES

Alan Torbat Associates, Inc.

3. FACILITIES

1,000 w. days; 1410 kc. Non-directional. Operating schedule: 6:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset Sunday. EST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a. Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29b, 30, 32a, 33d. Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47e, 48, 51a. Comb. & Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82.

TIME RATES

ET 11/1/67—Rec'd 10/2/67.

AA—Mon thru Fri 6-10 am & 3-7 pm.

7. PACKAGE PLANS

PER WK:	1	10	20+
AA	12	10	9
A	11	9	8
20/30 sec:	80%	1-min.	10 sec: 50%

WGRD-WTRU COMBINATION
Spots purchased on WTRU, Muskegon, Michigan may be added to WGRD weekly total to earn most favorable package rate for both stations. Identical schedules not required.

WJEF
1945
GRAND RAPIDS

RAB

CBS Radio Network

NAB

A Fetzler Owned Station
Subscriber to the NAB Radio Code

Media Code 4 223 4500 9.00

WJEF Broadcast Place, 280 Ann St., N. W., Grand Rapids, Mich. 49504. Phone 616-363-7701.

1. PERSONNEL

President—John E. Fetzler. Station & Sales Mgr.—Roger L. Hoffman. Program Director—Robert L. Quinn.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 5:30-1:00 am weekdays; 7:30-1:00 am Sun. EST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a. Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30, 32a. Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b. Comb. & Cont. Discounts: 60a, 60b, 60i, 61b, 62b, 62d. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80, 81, 82. Affiliated with CBS Radio Network.

Also sold in combination with WKZO, Kalamazoo, Mich. Spots purchased on WJEF may be added to WKZO weekly total to earn most favorable package rate for both stations. For example, an advertiser using 18 spots per week on WKZO may add 6 spots per week on WJEF and earn 24 per week package rate on each station. Schedules do not have to be identical.

TIME RATES

ET 4/1/67—Rec'd 2/20/67.

A—Mon thru Sat 6-9:30 am; Mon thru Fri 3-6 pm.

B—Mon thru Sat 9:30 am-3 pm; Sat 3-7 pm; Mon thru Fri 6-7 pm.

7. PACKAGE PLANS

PER WK:	1	10	20	30	40
CLASS A	12	10	8	7	
CLASS B	11	9	8	7	
CLASS C	10	8	7	6	

1 min. flat 30 sec: 80% of 1-min. 10 sec: 50% of 1-min. 1 minute and 30 seconds combine for best weekly plan. 10 seconds combine with 1 minute and 30 seconds for 2 for basis.

Spots purchased on WJEF may be added to WKZO, Kalamazoo weekly totals to earn most favorable package rate for both stations. Both schedules must be concurrent but need not be identical.

8. PROGRAM TIME RATES

A—8 am-10:30 pm.					
B—All other times.					
1 HR:	1x	52x	104x	156x	260x
A	80	72	68	64	60
B	40	36	34	32	30
1/2 hr:	40% of hour.	10 min: 33-1/3% of hour.			
1/4 hr:	40% of hour.	5 min: 25% of hour.			

WJEF and WKZO programs may be combined for most favorable frequency.

WJFM (FM)
1954
GRAND RAPIDS

NAB

NIAFMB

A Fetzler Owned Station
Subscriber to the NAB Radio Code

Media Code 4 223 4560 3.00
WJFM, Broadcast Place, 280 Ann St., N. W., Grand Rapids, Mich. 49504. Phone 616-363-7701.

1. PERSONNEL

President—John E. Fetzler. Exec. Vice-Pres. & Gen'l Mgr.—Carl E. Lee. Operations Manager—Bruce M. Glycagdis.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

ERP 500,000 w.; 93.7 mc. Operating schedule: 6:00-3:00 am Mon thru Sat; 7:30-3:00 am Sun. EST. Antenna ht.: 895 ft. above average terrain.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a. Basic Rates: 20b, 21b, 22a, 23a, 24c, 25a, 33c. Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 47c, 48, 49, 51b. Comb. & Cont. Discounts: 60a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80, 81, 82. FM operated separately from AM. Affiliated with CBS Radio Network.

TIME RATES

ET 1/87—Rec'd 1/12/67.

7. PACKAGE PLANS

PER WK:	30	12	18	12	6
1 min.	5	4	7	9	11
30 sec:	80%	1-min.	50%	1-min.	

ID's may be combined with regular spots at ratio of 2 to 1.

8. PROGRAM TIME RATES

1 hr.	18	12	6
1/2 hr.	25	35	45

10. SPECIAL FEATURES

PER WK:	30	12	18	12	6
1 min.	10	12	14	18	22
1/2 hr.	10	12	14	18	22

Includes 15 second open & close plus 2 1-minute spots.

WLAV
1940
GRAND RAPIDS

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 4620 5.00
Shepard Broadcasting Corp., Waters Bldg., Grand Rapids, Mich. 49502. Phone 616-456-5461.

1. PERSONNEL

President—John J. Shepard. Vice-Pres. & Gen'l Mgr.—Harold C. Sundberg.

2. REPRESENTATIVES

Meeker Radio, Inc. Detroit—McGavren-Guild—PGW Radio, Inc. South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16. Basic Rates: 20b, 21b, 24b, 24c, 27, 28a, 29a, 33c. Contracts: 44b, 45, 46, 50, 51a, 51c. Comb. & Cont. Discounts: 60a, 62d. Cancellation: 70b, 70d, 71a, 72d. Affiliated with American Contemporary Network.

TIME RATES

No. 15 ET 7/1/69—Rec'd 6/3/69.

AA—Mon thru Sat 5:30-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6	12	18	24	30
AA	31	29	27	25	23
A	25	23	21	19	17
20/30 sec:	80%	1-min.	10 sec:	60%	1-min.

26 wk—4% 52 wk—8%

WLAV-FM
1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 4621 3.00
Shepard Broadcasting Corp., 101C Waters Bldg., Grand Rapids, Mich. 49502. Phone 616-456-5461.

1. PERSONNEL

Pres. & Gen'l Mgr.—John J. Shepard. Station Manager—Frank J. Nachasz. Program Director—Dick McKay.

2. REPRESENTATIVES

Meeker Radio, Inc. Detroit—McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

ERP 28,000 w.; 96.9 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 275 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable monthly.

5. GENERAL ADVERTISING See coded regulations
See WLAV listing for coded regulations.
Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 6/27/68.

6. SPOT ANNOUNCEMENTS

30 SEC:	1	6	12	18	24
1 wk.	7.00	6.75	6.50	6.25	6.00
13 wk.	6.00	5.75	5.50	5.25	5.00
28 wk.	5.00	4.75	4.50	4.25	4.00
52 wk.	4.00	3.75	3.50	3.25	3.00

Maximum 8 30-second spots per hour, in clusters of 2 every 15 minutes. No 1-minute spots.

WOOD
1924
GRAND RAPIDS

NBC Radio Network

KATZ RADIO
EAST

NAB

RAB

A Time-Life Broadcast Station
Subscriber to the NAB Radio Code

Media Code 4 223 4740 1.00
Time-Life Broadcast, Inc., 120 College Ave., S. E., Grand Rapids, Mich. 49502. Phone 616-459-4125. TWX 810-273-6920.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Willard Schroeder. Station Manager—Michael O. Lareau. National Sales Manager—Charles Brehof.

2. REPRESENTATIVES

Katz Radio, East.

3. FACILITIES

5,000 w.; 1300 kc. Directional—night only. Operating schedule: 5-1 am. EST. Partial simulcast operation. Simulcast 5-8 am. For non-simulcast facilities see WOOD-FM.

4. AGENCY COMMISSION

15/0: time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15d. Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 23a, 23b, 25a, 25a, 29a, 33a. Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51c. Comb. & Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62b. Cancellation: 70a, 70c, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with NBC.

TIME RATES

No. 22 ET 7/1/69—Rec'd 6/11/69.

AAA—Mon thru Sat 8-10 am.

AA—Mon thru Sat 5:30-8 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1	6	12	18	24
AAA	47.00	44.50	41.50	40.50	37.00
AA	38.00	35.50	32.50	31.50	29.00
A	34.00	32.50	30.50	29.50	27.00
B	28.00	25.50	24.50	22.50	20.00

AM/FM COMBINATION RATES

PER WK, 1 MIN:	1	6	12	18	24
AAA	47.00	44.50	41.50	40.50	37.00
AA	38.00	35.50	32.50	31.50	29.00
A	34.00	32.50	30.50	29.50	27.00
B	28.00	25.50	24.50	22.50	20.00

AM/FM COMBINATION RATES

PER WK, 1 MIN:	1	6	12	18	24
Deduct	10.00	9.00	8.50	8.00	7.00
PER YR:	260x	500x	750+	1000+	1500+
Deduct	7.00	6.00	5.00	4.00	3.00

7. PACKAGE PLANS

PER WK, 1 MIN:	12	18	24			
Plan I (1/3 AA, 1/3 A, 1/3 B)	324	456	664			
1 MINUTE BULK RATES						
PER YR:	260x	500x	750x	1000x	1250x	1500x
AAA	37.00	36.50	36.00	35.50	34.75	34.00
AA	28.50	28.00				

INFLATION IS ONE THING MONEY CAN BUY.

But money can also buy stability. The choice is yours. You and thousands of other businessmen can have a say in our economy.

It happens every time an employee purchases a U.S. Savings Bond through a company-sponsored Payroll Savings Plan.

It happens every time you reward a person for good work or good work habits through an incentive program based on Bonds.

U.S. Savings Bonds foster thrift through systematic installment-plan saving. "When you don't see it, you don't spend it" is the time-honored success formula of the Payroll Savings Plan. And today, Savings Bonds offer 4.25% when held to maturity of seven years, and Freedom Shares — offered only in combination with Series E Bonds — pay 5% when held to maturity of 4½ years.

Promote Bonds — and you'll be promoting stability. For information on how to set up a Payroll Savings Plan in your plant, write to The Department of The Treasury, Savings Bonds Division, Washington, D.C. 20226.



In your plant... promote the PAYROLL SAVINGS PLAN for U. S. Savings Bonds

The U.S. Government does not pay for this advertisement. It is presented as a public service in cooperation with The Department of The Treasury and The Advertising Council.

MICHIGAN

Grand Rapids—Continued

WZZM (FM)

1962



Media Code 4 223 4890 4.00

Box 13, Grand Rapids, Mich. 49501. Phone 616-459-3182.

STATION'S PROGRAMMING DESCRIPTION
WZZM (FM): Programmed for general interest.
MUSIC: Rock and roll. NEWS: on hour and half hour. SPORTS: quarter after and quarter to hour.
FARM: report 7-7-10 am M-F. Sat night polka show 6 pm-12M. Live play-by-play night sports. Contact Representative for further details. Rec'd 10/30/68.

1. PERSONNEL

Manager—Russell D. Ochsankohl
Program Director—William Hollon
Sports Director—Michael Nolan.

2. REPRESENTATIVES

New York—Frederick W. Smith.

3. FACILITIES

ERP 50,000 w.; 95.7 mc.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION

15% time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4b, 4d, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25b.
Contracts: 40a, 42a, 45.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 71a.

TIME RATES

Eff 7/1/69—Rec'd 6/27/69.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.50	6.00	5.50	5.00	4.50
30 sec	5.50	5.00	4.50	4.00	3.50
10 sec	4.50	4.00	3.50	3.00	2.50

10. SPECIAL FEATURES

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
News & Sports	6.00	5.50	5.00	4.50	4.00

DISCOUNTS

13 wk—5% 26 wk—10% 52 wk—15%

GREENVILLE (1 AM; 1 FM)

Montcalm County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WPLB

1960



Subscriber to the NAB Radio Code

Media Code 4 223 4920 9.00

Flat River Broadcasting Co., South M-91, Greenville, Mich. 48838. Phones 616-754-3656, 3657.

1. PERSONNEL

Owner and Pres.—Mrs. Pearl Lewis.
Owner, Vice-Pres. & Gen'l Mgr.—Earl Peterson.
Station Manager—Robert Lewis.

2. REPRESENTATIVES

Detroit—Michigan Spot Sales, Inc.

3. FACILITIES

1,000 w. days, non-directional, 500 w. nights, directional; 1380 kc.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 15a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/15/69—Rec'd 1/23/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec
1 x	3.50	3.00	2.00
13 x	3.20	2.90	1.95
26 x	3.00	2.80	1.90
52 x	2.90	2.70	1.85
104 x	2.80	2.60	1.80
156 x	2.70	2.50	1.75
260 x	2.60	2.40	1.70
312 x	2.50	2.30	1.65
520 x	2.40	2.20	1.60

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	45.00	30.00	15.00	10.00	5.00
13 x	44.00	29.00	14.80	9.80	4.90
26 x	43.00	28.00	14.20	9.20	4.80
52 x	42.00	27.00	13.80	8.80	4.60
104 x	41.00	26.00	13.40	8.40	4.40
156 x	40.00	25.00	13.00	8.00	4.20
260 x	39.00	24.00	12.60	7.60	4.00
312 x	38.00	23.00	12.20	7.20	3.80
520 x	37.00	22.00	11.80	6.80	3.60

(Greenville continued on next page)

WPLB-FM

1962



Subscriber to the NAB Radio Code

Media Code 4 223 4921 7.00
Flat River Broadcasting Co., Box 9, South M-91,
Greenville Rd., Greenville, Mich. 48838. Phones
616-754-3656, 3657.

PERSONNEL
President—Mrs. Pearl C. Lewis.
General Manager—Earl N. Peterson.
Station Manager—Robert G. Lewis.

REPRESENTATIVES
Detroit—Michigan Spot Sales, Inc.

FACILITIES
ERP 5,300 w.; 107.3 mc.
Operating schedule: 7:30 am-midnight. EST.
Antenna ht. 180 ft. above average terrain.

AGENCY COMMISSION
15/0.
GENERAL ADVERTISING See coded regulations
See WPLB listing for coded regulations.
Affiliated with KBS.

TIME RATES

Rates are identical to WPLB. See that listing.

HANCOCK (1 AM; 1 FM)

Houghton County—Map Location B-3
See SRDS consumer market map and data at begin-
ning of the State.

WMPL

1957



Subscriber to the NAB Radio Code

Media Code 4 223 4980 3.00
Copper Country Broadcasting Co., Inc., 326 Quincy
St., Hancock, Mich. 49930. Phones 482-1330, 482-
1331.

PERSONNEL
General Manager—Francis Locatelli.

REPRESENTATIVES
George T. Hopewell, Inc.
Michigan—Pearse Sales.

FACILITIES
1,000 w.; 920 kc. Nondirectional.
Operating schedule: 6 am-local sunset Mon thru Sat;
7:30 am-local sunset Sun. EST.
Simultaneous during AM operational hours. For non-
simultaneous facilities see WMPL-FM.

AGENCY COMMISSION
15/0 time only; 15 days.
GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 23a, 25a.
Contracts: 40a.
Cancellation: 71a.

TIME RATES

Eff 1/1/67—Rec'd 1/4/67.

SPOT ANNOUNCEMENTS	1 min	30 sec	15 sec
1 x	4.00	3.00	2.00
13 x	3.75	2.80	1.90
26 x	3.50	2.45	1.65
52 x	3.00	2.25	1.50
104 x	2.75	2.05	1.40
260 x	2.55	1.90	1.30
512 x	2.40	1.80	1.25
512 x	2.25	1.70	1.10

WMPL-FM

1966

Subscriber to the NAB Radio Code

Media Code 4 223 5040 5.00
Copper Country Broadcasting Co., 326 Quincy St.,
Hancock, Mich. 49930. Phones 482-1330, 1331.

PERSONNEL
Pres. & Gen'l Mgr.—Francis Locatelli.

REPRESENTATIVES
George T. Hopewell, Inc.
Michigan—Pearse Sales.

FACILITIES
ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-10 pm Mon thru Sat; 7:30
am-10 pm Sun. EST.
Antenna ht.: 250 ft. above average terrain.
Partial simultaneous operation. Operated separately,
sunset-10 pm daily. For simultaneous facilities see
WMPL, WMPL-FM.

AGENCY COMMISSION
15/0 time only; bills payable 15 days.
GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES

Rates identical to WMPL. See that listing.

HASTINGS (1 AM; 1 FM)

Barry County—Map Location E-10
See SRDS consumer market map and data at begin-
ning of the State.

WBCH

1957



Subscriber to the NAB Radio Code
Media Code 4 223 5100 7.00
Barry Broadcasting Co., Inc., Box 88, 119 W. State
St., Hastings, Mich. 49058. Phone Windsor 5-3414.

STATION'S PROGRAMMING DESCRIPTION
WBCH: Programmed for general interest.
Emphasis on community involvement and local cover-
age. Appeal also made to tourists with weather and
highway reports. MUSIC 65%; middle-of-the-road,
NEWS 17%; 20 min newscasts at 8 am, noon, 4:55
pm daily. State, local and regional news at :50.
Network news at :30. Contact Representative for fur-
ther details. Rec'd 12/30/68.

1. PERSONNEL
Sta. & Sales Mgr.—Ken Radant.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simultaneous operation. Simultaneous during AM
operational hours. For non-simultaneous facilities see
WBCH-FM.
4. AGENCY COMMISSION
15/0 time only; payable following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 42b, 45, 48, 47a.
Comb.: Cont. Discounts: 60c, 60k, 62e.
Cancellation: 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective April 1, 1963.

Rates received April 1, 1963.

7. PACKAGE PLANS	WEEKLY PACKAGES	(1 minute or less)	
1 ti	5.00	20 or more ti	3.30
10 ti	4.15		

8. PROGRAM TIME RATES	1/2 hr.	5 min.	10.00
1/4 hr.	15.00		

WBCH-FM

1958



Media Code 4 223 5101 5.00
Barry Broadcasting Co., Inc., Box 88, 119 W. State
St., Hastings, Mich. 49058. Phone 616-945-3415.

1. PERSONNEL
Sta. & Sales Mgr.—Ken Radant.
2. REPRESENTATIVES
The Devney Organization, Inc.
Michigan Spot Sales, Inc.
3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 153 ft. above average terrain.
Partial simultaneous operation. Operated separately local
sunset-11 pm. For simultaneous facilities see WBCH.
4. AGENCY COMMISSION
15/0 time only; 15 days.
5. GENERAL ADVERTISING See coded regulations
See WBCH listing for coded regulations.

TIME RATES

Rates are identical to WBCH. See that listing.

HILLSDALE

Hillsdale County—Map Location F-11
See SRDS consumer market map and data at begin-
ning of the State.

WCSR

1955



Media Code 4 223 5160 1.00
Flynn Enterprises, Inc., 168 N. West, Hillsdale,
Mich. 49422. Phone 517-437-4444.

1. PERSONNEL
President—Fahsy J. Flynn.
Vice-Pres. & Gen'l Mgr.—Tony Flynn.
2. REPRESENTATIVES
Michigan Spot Sales, Inc.
3. FACILITIES
500 w. days; 250 w. nights; 1840 kc. Non-direc-
tional.
Operating schedule: 6:00 am-midnight Mon thru Sat;
6:30 am-midnight Sun. EST.
4. AGENCY COMMISSION
Rates net to station, add commission.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12c, 13c, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 23b, 24a, 28b,
28c, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60g.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

Rates effective December 1, 1965.

Rates received October 23, 1965.

6. SPOT ANNOUNCEMENTS	1 MINUTE	1 min 30 sec	
1 ti	4.45	156 ti	3.35
13 ti	4.30	280 ti	3.10
26 ti	4.15	312 ti	2.80
52 ti	3.80	500 ti	2.70
104 ti	3.65		

7. PACKAGE PLANS	SHORT SATURATION	1 min 30 sec
PER WK:	1 min 30 sec	
10 ti	40.55	27.05
20 ti	67.80	48.80
30 ti	94.85	68.80

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	50.00	27.00	21.75	13.50
13 ti	47.50	25.00	20.30	12.10
26 ti	45.50	23.00	18.95	10.80
52 ti	43.00	21.00	17.45	9.40
104 ti	40.50	19.00	16.20	8.10
156 ti	38.00	17.00	14.85	6.75
260 ti	35.50	16.00	13.50	5.40
312 ti	33.50	15.00	12.10	4.70

HOLLAND (2 AM; 2 FM)

Ottawa County—Map Location D-9
See SRDS consumer market map and data at begin-
ning of the State.

WHTC

1948



Media Code 4 223 5220 3.00
Holland Broadcasting Co., 4th & Central, Holland,
Mich. 49423. Phone 616-392-3121.

STATION'S PROGRAMMING DESCRIPTION
WHTC: Programmed for general interest and young adults.
80% music, 12% news and sports, 8% public affairs
and talk shows. NEWS: every 30 min including local
and network. News and sports staff. General and
popular music plus current best sellers, 18 minutes
maximum commercials permitted each hour. 1 hour
Spanish program weekly. High school and college
football, basketball and major league football. Con-
tact Representative for further details. Rec'd 8/7/67.

1. PERSONNEL
Sta. Mgr. & Prog. Dir.—Wm. Gargano.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: Mon-Sat, 5 am-midnight. EST.
Simultaneous 10 am-2 pm & 10 pm-midnight. For
non-simultaneous facilities see WHTC-FM.

4. AGENCY COMMISSION
15% net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a,
7a, 8.
Rate Protection: 10g, 11g, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a,
24b, 25a, 28b, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61b, 62b,
62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff 1/1/68—Rec'd 9/27/68.

6. SPOT ANNOUNCEMENTS	1 min or less	1x	26x	52x	104+
		6.25	6.00	5.75	5.50

WHTC-FM

1963



Media Code 4 223 5221 1.00
Holland Broadcasting Company, Box 911, Holland,
Mich. 49423. Phone 616-392-3121.

STATION'S PROGRAMMING DESCRIPTION
WHTC-FM: Programmed for young adults and adults.
85% music, NEWS: every half hour including local
and network news and commentary. News and sports
staff. Programming includes local high school and
college football and basketball. Contact Representa-
tive for further details. Rec'd 8/7/67.

1. PERSONNEL
President—W. A. Butler.
Sta. Mgr. & Prog. Dir.—Wm. Gargano.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
20,000 w. (horiz.) 20,000 w. (vert.) 96.1 mc. Stereo.
Operating schedule: 3:00-10:15 pm Sun thru Sat.
EST.
Antenna ht.: 293 ft. above average terrain.
Partial simultaneous operation. For simultaneous facilities,
see WHTC.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a,
7a, 8.
Rate Protection: 10g, 11g, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 23b, 24a, 24b,
25a, 28b, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61b, 62b,
62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES

Rates received October 10, 1963.

6. SPOT ANNOUNCEMENTS	1 ti	26 ti	52 ti	104 or more ti
PER HR:	7.00	6.25	5.50	5.00

WJBL

1956

Media Code 4 223 5280 7.00
Ottawa Broadcasting Corp., Holland, Mich. 49428.
Phone 616-396-5281.

1. PERSONNEL
Pres. & Gen'l Mgr. & Prog. Dir.—Peter J.
Vanden Bosch.
Vice-Pres. & Sales Mgr.—John S. Holder.
2. REPRESENTATIVES
Michigan—Michigan Spot Sales, Inc.
Call station collect.
3. FACILITIES
5,000 w. days; 1260 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

MICHIGAN

4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 4b.
Cigarette advertising not accepted.

TIME RATES
Eff 11/1/68—Rec'd 11/8/68.
6. SPOT ANNOUNCEMENTS
AA—6:30-9 am, noon-1 pm & 3:30-6 pm.
A—All other times.

PER WK:	1 MINUTE	13 wk	26 wk	39+
1 ti	CLASS AA			
1 ti	1 wk 6 wk	13 wk	26 wk	39+
7 ti	12.00	11.00	10.50	10.00
13+	10.00	9.50	9.00	8.50
	8.00	8.50	8.00	7.75
	CLASS A			
1 ti	9.50	8.40	7.15	6.50
7 ti	8.25	7.90	6.90	6.15
13+	7.55	6.75	6.50	5.90
	80 SECONDS			
1 ti	CLASS AA			
7 ti	8.00	7.00	6.80	6.25
13+	7.65	6.60	6.00	5.80
	CLASS A			
1 ti	6.30	6.00	5.40	5.10
7 ti	5.90	5.60	5.20	4.80
13+	5.65	5.20	5.00	4.60
	7. PACKAGE PLANS			
1 min	14.00	13.00	12.00	10.50
30 sec	10.50	9.50	9.00	8.50

All spots ROS. ID's—50% of 1-minute rate.

WJBL-FM

1961

Media Code 4 223 5281 5.00
Ottawa Broadcasting Corp., Holland, Mich. 49428.
Phone 616-396-5281.

1. PERSONNEL
Pres. & Gen'l Mgr. & Prog. Dir.—Peter J. Vanden
Bosch.
Vice-Pres. & Sales Mgr.—John S. Holder.
2. REPRESENTATIVES
Call station collect.
3. FACILITIES
ERP 37,500 w.; 94.5 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.—215 ft. above average terrain.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 42b, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Special separate programming 9:00 am-6:00 pm.

TIME RATES

Eff 11/1/68—Rec'd 11/8/68.

AA—3:30-10 pm. A—All other times.

6. SPOT ANNOUNCEMENTS	CLASS AA	13 wk	26 wk	39+
30 SEC:				
1 ti	6.35	6.10	5.90	5.65
7 ti	6.10	5.90	5.65	5.40
13+	5.90	5.65	5.40	5.15
	CLASS A			
1 ti	5.10	4.90	4.55	4.30
7 ti	4.90	4.70	4.40	4.20
13+	4.70	4.55	4.30	4.10

8. PROGRAM TIME RATES	MON THRU SAT	CLASS AA	52x
1 hr.	1x	13x	26x
1/2 hr.	57.00	54.50	50.40
1/4 hr.	30.00	28.00	26.00
5 min.	16.20	15.25	14.25

MICHIGAN

Houghton—W H D F—Continued

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	50.00	30.00	20.00
13 ti	47.50	28.50	19.00
28 ti	45.00	27.00	18.00
52 ti	42.50	25.50	17.00
104 ti	40.00	24.00	16.00
156 ti	37.50	22.50	15.00
260 ti	35.00	21.00	14.00
312 ti	30.00	18.00	12.00

HOUGHTON LAKE (1 AM; 1 FM)

Hoscommon County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

W H G R

1954

Media Code 4 223 5400 1.00
Sparks Broadcasting Co., 3431 Houghton Lake Dr.,
Houghton Lake, Mich. 48629. Phone 517-366-5364.

1. PERSONNEL

President—Garnet G. Sparks.
General Manager—Gordon A. Sparks.
Station Manager—Norman Pike.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation,
Michigan Spot Sales, Inc.

3. FACILITIES

5,000 w.; 1290 kc. Directional nights.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 28c,
29a.

Contracts: 40a, 44a, 51c.
Comb.: Cont. Discounts: 60c, 61c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 82.

FM facilities: WJGS (FM)

Affiliated with American Information Network.
Member: Northern Power Network.

TIME RATES

ET 6/1/54—Rec'd 6/3/54.

6. SPOT ANNOUNCEMENTS

1 min/less.	1x	13x	26x	52x	104x	208x	312x
	4.00	5.50	5.25	5.00	4.75	4.50	4.00

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	104x	208x	312x
1/2 hr	58.00	56.00	53.00	50.00	47.00	44.00	41.00
1/4 hr	35.00	34.00	32.00	30.00	28.00	27.00	25.00
5 min	23.00	22.00	21.00	20.00	19.00	17.00	16.00
1 minute	11.00	10.50	10.00	9.50	9.00	8.50	8.00

10. SPECIAL FEATURES

News Service—AP. 10% extra for newscaster.

WJGS (FM)

1961

Media Code 4 223 5460 5.00
Sparks Broadcasting Co., 3431 Houghton Lake Dr.,
Houghton Lake, Mich. 48629. Phone 517-366-5364.

1. PERSONNEL

President—Garnet G. Sparks.
General Manager—Gordon A. Sparks.
Station Manager—Norman F. Pike.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation,
Michigan Spot Sales, Inc.

3. FACILITIES

ERP 19,000 w.; 98.5 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44a, 51c.

Comb.: Cont. Discounts: 60c, 61c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 82.

AM facilities: WHGB.

TIME RATES

ET 11/1/61—Rec'd 10/30/61.

6. SPOT ANNOUNCEMENTS

1 min/less.	1x	26x	52x	104x	156x	208x	260x
	4.00	3.75	3.50	3.00	2.75	2.50	2.25

HOWELL

Livingston County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

W H M I

1957

Subscriber to the NAB Radio Code
Media Code 4 223 5520 6.00
H. & H. Broadcasting Co., 201-1/2 W. Grand River
Ave., Howell, Mich. 48843.

1. PERSONNEL

Pres. & Gen'l Mgr.—Frank Bignall.

2. REPRESENTATIVES

Michigan—Michigan Spot Sales.

3. FACILITIES

500 w. days; 1350 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION

None.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 46, 47a.

Comb.: Cont. Discounts: 60b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 6/1/66—Rec'd 7/29/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	
1 x	4.00	3.50	3.00

Surcharge for fixed position 25%.

DISCOUNTS

5x—5% 15x—15% 25x—25%

10x—10% 20x—20%

52 consec wk. 20%

7. PACKAGE PLANS (SATURATION PACKAGE)

50 times, per week, discount 30%.

INKSTER

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the state.

See Detroit Urban Area

IONIA

Ionian County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WION

1952

Subscriber to the NAB Radio Code
Media Code 4 223 5560 0.00
Radio Station WION, Box 143, Ionia, Mich. 48846.
Phone 616-527-4400.

1. PERSONNEL

General Manager—Monroe Mac Pherson, Jr.
Sales Manager—Dean Aldrich.
News Director—Thomas L. Mix.

2. REPRESENTATIVES

Hal Walton & Company, Inc.

3. FACILITIES

5,000 w. days; 1490 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. For non-simulcast facilities see WYON (FM), Grand Rapids listing.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL RATE POLICY

FM Facilities: WYON (FM), Grand Rapids.

TIME RATES

No. 9 ET 1/1/68—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	20 sec	
1 x	5.20	4.80	4.40
52 x	4.70	4.30	3.80
104 x	4.40	4.00	3.60
156 x	4.10	3.70	3.30
208 x	3.80	3.40	3.00
260 x	3.60	3.20	2.90
312 x	3.30	2.90	2.60
520 x	3.00	2.50	2.30
1000 x	2.80	2.30	2.10

7. PACKAGE PLANS

PER WK:	1 min	30 sec	20 sec	10 sec
10 ti	4.90	4.50	4.10	3.90
20 ti	4.50	4.10	3.70	3.50
30 ti	4.10	3.70	3.30	3.10
50 ti	3.70	3.30	2.90	2.70

8. PROGRAM TIME RATES

1 hr	1x	52x	104x	156x	208x	312x
1/2 hr	25	20	—	—	—	—
1/4 hr	18	16	14	13	12	11
5 min	10	9	8	7	6	5

(*) 5.50.

IRON MOUNTAIN

Dickinson County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WMIQ

1947

Subscriber to the NAB Radio Code
Media Code 4 223 5640 2.00
Iron Mountain-Kingsford Broadcasting Co., Inc., 211
E. Ludington St., Iron Mountain, Mich. 49801.
Phone 906-774-4321.

1. PERSONNEL

General Manager—William C. Johnson.

2. REPRESENTATIVES

Detroit—Pearse Sales.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm. CST.

4. AGENCY COMMISSION

15/0 net cost only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b,
29a.

Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c,
62b, 62c.

Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective July 1, 1957.
Rates received June 14, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

(Sign-on-7:00 pm)	1 ti	26 ti	52 ti	104 ti	156 ti	208 ti	260 ti
1 hour	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hour	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hour	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 minutes	12.50	11.87	11.25	10.62	10.00	9.37	8.75
1 minute or 35-word station break	7.50	7.12	6.75	6.37	6.00	5.62	5.25

(7:00 pm-sign-off)

Above rates—less 15%.

IRON RIVER

Iron County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WIKB

1949

NBC Radio Network

Subscriber to the NAB Radio Code.
Media Code 4 223 5700 4.00
Northland Advertising, Inc., Iron River National
Bank Bldg., Iron River, Mich. 49935. Phone 906-
265-4104.

1. PERSONNEL

General Manager—Bud Shields.
Program Director—Jay Barry.
Sales Manager—Paul Dries.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-10 pm weekdays; 8 am-
10 pm Sun. EST.

4. AGENCY COMMISSION

15% net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 82.

Affiliated with NBC Radio Network.

TIME RATES

ET 11/1/67—Rec'd 10/27/67.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	312x	520x	1040x	
1 min	4.75	3.75	2.60	2.25	2.10	1.80

8. PROGRAM TIME RATES

5 min	9.00	6.00	5.00	4.40
1/4 hr	14.75	10.25	9.80	7.40
1/2 hr	26.50	19.25	17.75	13.25

IRONWOOD

Geographic County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

WJMS

1951

Subscriber to the NAB Radio Code
Media Code 4 223 5760 8.00
Upper Michigan Wisconsin Broadcasting Company,
Inc., St. James Hotel Annex, Ironwood, Mich.
49938. Phone 932-2411.

1. PERSONNEL

Pres. & Gen'l Mgr.—William L. Johnson.
Station Manager—Robert Knutson.
Sales Manager—Edward McCullough.

2. REPRESENTATIVES

Pearse Sales.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 590 kc.
Directional—night only.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b,
24b, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47e, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 6/1/68—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS

1-MINUTE, 30/10 SECONDS	1x	52x	156x	260x	520x	1040x
*ROS:	7.65	7.12	6.40	4.98	4.26	2.85
Es	7.65	7.12	6.40	4.98	4.26	2.85

(*) Special placement, extra 50%.

8. PROGRAM TIME RATES

Jackson—WIBM—Continued

Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective February 1, 1964.
Rates received December 1, 1964.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec	
1 ti	13.00	260 ti	9.00
52 ti	12.00	312 ti	8.00
104 ti	11.00	520 ti	7.00
156 ti	10.00	8.00	5.60

ID's (10-seconds or less) sold at 1/2 the 1-minute rate on frequency card only.
ID's are combinable with 1-minute or 30 seconds to earn lower rates.

7. PACKAGE PLANS

Class AA—6:30-9:00 am and 3:30-6:00 pm.
Class A—All other times.

1 MINUTE

PER WK:	CLASS AA	13-25	26-38	39-52
5-9 ti	12.35	11.40	10.45	9.50
10-19 ti	10.80	9.90	9.00	8.10
20-29 ti	9.90	9.00	8.10	7.20
30-34 ti	9.00	8.10	7.20	6.30
35-50 ti	8.15	6.80	5.95	5.10

30 SECONDS

PER WK:	CLASS AA	13-25	26-38	39-52
5-9 ti	10.80	9.10	8.35	7.60
10-19 ti	8.65	7.90	7.20	6.50
20-29 ti	7.90	7.20	6.50	5.75
30-34 ti	7.20	6.50	5.75	5.00
35-50 ti	6.40	5.75	5.00	4.10

CLASS A

PER WK:	CLASS A	13-25	26-38	39-52
5-9 ti	8.70	8.00	7.20	6.50
10-19 ti	7.55	6.85	6.10	5.40
20-29 ti	6.85	6.10	5.40	4.75
30-34 ti	6.10	5.40	4.75	4.10
35-50 ti	5.15	4.45	3.80	3.50

8. PROGRAM TIME RATES

1 ti	20.00	260 ti	15.00
52 ti	18.00	312 ti	14.00
104 ti	17.00	520 ti	13.00
156 ti	16.00		

WJCO

1963

Country and Western

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 223 6000 8.00
Television Corporation of Michigan, Inc., Box 380,
1510 Springport Rd., Jackson, Mich. 49204. Phones
Jackson 517-788-2621; Lansing 517-487-3729.
Other office: 555 Stoddard Bldg., Lansing, Michigan.

STATION'S PROGRAMMING DESCRIPTION
WJCO: Programmed for adults and young adults.
5 air personalities. NEWS: 6 min at :55 & 15 min
at 8 am, noon & 5 pm. MUSIC: country and western,
75% singles, 25% albums. Programming specials:
11 am-noon women's show. 12:15-12:45 pm
public service program. COMMERCIAL POLICY: 18
commercial minutes per hour. Contact Representative
for further details. Rec'd 10/13/67.

1. PERSONNEL

General Manager—William J. Hart.
Station Manager—Stuart S. Hazard.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

5,000 w. days; 1510 kc.
Operating schedule: sunrise-local sunset.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5.
Basic Rates: 20b, 21b, 22a.
Contracts: 45.
Prod. Services: 82.
Affiliated with KBB.
Cancellation notice 14 days on programs and announcements.

TIME RATES

No. 3 ER 6/1/67—Rec'd 5/29/67.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min. ea.	8.00	7.75	7.50	7.00	6.00

(*) Less than 6 ti.
ID's: 50% of 1-min.
All spots BTA. Guaranteed position in all classifications, per spot extra 1.00.

8. PROGRAM TIME RATES

PER WK:	5 min 1/4 hr	5 min 1/4 hr	5 min 1/4 hr
1 ti	18.00	24.00	15.00
3 ti	16.50	22.00	15.00

(CR)

WKHM

WKHM-FM

1951

1963

Mutual Network

NAB

RAB

A Knorr Station

Subscriber to the NAB Radio Code
Media Code 4 223 6060 2.00
Jackson Broadcasting Corp., 1700 Glenshire Dr.,
Jackson, Mich. 49201. Phone 517-784-7181.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ed Huse.

2. REPRESENTATIVES

John C. Butler & Company, Inc.
Regional—Michigan Spot Sales, Inc.

3. FACILITIES

1,000 w.; 970 kc. Directional—separate patterns day
and night.
Operating schedule: 5-1 am. EST.
FM FACILITIES
ERP 20,000 w.; 106.1 mc.
Antenna ht.—180 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c,
25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES

No. 6 ER 1/1/68—Rec'd 10/18/68.

AA—Mon thru Sat 6-10 am & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	14.00	13.00	12.00		
A	12.00	11.00	10.00	9.00	8.00

30/20 SECONDS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	11.20	10.40	9.60		
A	9.60	8.80	8.00	7.20	6.40

10 sec: 50% of 1-min.

DISCOUNTS

13 wk—5%	26 wk—7%	52 wk—10%
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(CR)

KALAMAZOO (5 AM; 1 FM)

(including Postage)

Kalamazoo County—Map Location D-11

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WKMI

1947

KALAMAZOO

Mg

mcgavren-guild
pgw radio, inc.

NAB

Media Code 4 223 6180 8.00

Steere Broadcasting Corp., Box 911, 1360 Melody Lane, Kalamazoo, Mich. 49005. Phone 616-344-0111.

STATION'S PROGRAMMING DESCRIPTION

WKMI: Programmed for adults and young adults. 5 air personalities. NEWS: 5 min at :55 and 3 min news at :30. MUSIC: 90%, 75% singles, 25% albums. MUSIC: 8 am-7 pm 90% middle-of-the-road and 10% current hits. 7 pm-12M 100% current hits. 12M-5 am 100% standards. 5-6 am 100% country and western. COMMERCIAL POLICY: 18 commercial minutes per hour. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—David E. Steere.
Sales Manager—Robert M. Salmon.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1360 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WSEB(73A).
Affiliated with American Entertainment Network.

TIME RATES

Err 6/1/69—Rec'd 5/2/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	26	24	22	20	20
A	22	20	18	16	16

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

MICHIGAN

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

1 MIN:	1 ti	11 ti	111 ti
Mon thru Sat 6-10 am & 3-7 pm	9	12	18
Other Times (Specify)	9	12	18
	18 ti	24 ti	36 ti
	15	14	13

8. PROGRAM TIME RATES

1 ti	20.00	104 ti	22.50	18.00
26 ti	20.00	156 ti	17.00	
52 ti	19.00			

WKPR

1960

KALAMAZOO

Media Code 4 223 6240 0.00

Kalamazoo Broadcasting Co., Inc., 2244 Ravine Rd. N.W., Kalamazoo, Mich. 49001. Phone 616-345-6179.

1. PERSONNEL

President—William Kuiper, Sr.
General Manager—William E. Kuiper.
Station Manager—Ken Byle.

2. REPRESENTATIVES

Call station collect.

3. FACILITIES

1,000 w. days; 1420 kc. Directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION

15%; no cash discount.
GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 42b, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Itates include services of scheduled announcer.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 13-A ER 4/1/67—Rec'd 9/5/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk
5 ti	5.25	5.00	4.75	4.50
12 ti	4.75	4.50	4.25	4.00
18 ti	4.25	4.00	3.75	3.50
24 ti	3.75	3.50	3.25	3.00
30 sec: 25% off 1-min.		10 sec: 50% off 1-min.		

8. PROGRAM TIME RATES

PER WK:	1 ti	6 ti	12 hr	1/4 hr	10 min	5 min
1 ti	60.00	30.00	18.00	14.00	10.00	10.00
3 ti	50.00	27.00	15.00	12.00	8.00	8.00
6 ti	40.00	20.00	12.00	10.00	6.50	6.50

WKZO

1923

KALAMAZOO

CBS Radio Network

NAB

RAB

A Fetzer Owned Station

Subscriber to the NAB Radio Code

Media Code 4 223 6300 2.00
Fetzer Broadcasting Company, 590 W. Maple St. Kalamazoo, Mich. 49004. Phone 616-345-2101. TWX 616-281-2960.

STATION'S PROGRAMMING DESCRIPTION
WKZO: Programmed for adults and young adults. MUSIC: general popular, albums, middle-of-the-road music. Air personalities. NEWS: hourly 5, 10, 15 min segments, all phases covered, local and network. Music and farm 5:30-6 am. FAIRM: 6-6:30 am market reports, beepers, interviews, analysis. Music 6:30-10 am & 11:30 am-noon. Farm 12:10-1 pm. Music 1:10-2 pm. Telephone call-in 2:10-3 pm guests, interviews. Music 3:15-5:30 pm. News, sports 5:30-6 pm. Music 6-6:30 pm. News, weather 6:30-6:45 pm. Music 6:15 pm-1 am. Religious programs Sun pm. Music news center, 10 min news and sports department, 100 stringers, 2 mobile units, walkie-talkie and portable recording units. SPORTS: play-by-play, pro baseball and football, college and high school football and basketball. Contact Representative for further details. Rec'd 9/18/67.

1. PERSONNEL

President—John E. Fetzer.
Exec. Vice-Pres. & Gen'l Mgr.—Carl E. Lee.
Sta. & Sales Mgr.—Otis T. Gaston.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

5,000 w.; 590 kc. Directional—night only.

Operating schedule: 5:30-1:05 am. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 28a, 29a, 30, 32a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60b, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

Also sold in combination with WJEF, Grand Rapids, Mich. Spots purchased on WJEF may be added to WKZO weekly total to earn most favorable package rate for both stations. For example, an advertiser using 18 spots per week on WKZO may add 6 spots per week on WJEF and earn 24 per week package rate on each station. Schedules do not have to be identical.

MICHIGAN

Kalamazoo—W K Z O—Continued

TIME RATES
 ER 10/1/88—Rec'd 9/8/88.

7. PACKAGE PLANS
 A—Mon thru Sat 6:30-9:30 am; Mon thru Fri noon-1 pm & 3-8 pm.
 B—Mon thru Sat 6:30-8 am, 1-3 pm & 6-7 pm; Mon thru Sat 9:30 am-noon; Sat noon-6 pm; Sun 6 am-7 pm.
 C—7 pm sign-off.

PER WK:	1 hr	6 hr	12 hr	18 hr	24 hr	30 hr
1 min	27	25	23	21	19	17
1 min	23	21	19	17	15	14

CLASS A
 1 min. flat. 10 30 sec: 80% of 1-min. 10 sec: 50% of 1-min. 1 minute and 30 seconds combine for best weekly plan. 10 seconds combine with 1 minute and 30 seconds on a 2 for 1 basis.
 Spots purchased on WJEF, Grand Rapids may be added to WKZO weekly totals to earn most favorable package rate for both stations. Both schedules must be concurrent but need not be identical.

8. PROGRAM TIME RATES
 A—Mon thru Sun 6 am-10:30 pm.
 B—All other times.

1 HR:	1x	52x	104x	156x	260x	520x
A	120	108	102	96	90	84
B	80	64	51	48	45	42

1/2 hr: 60% of hour. 10 min: 83-1/3% of hour.
 1/4 hr: 40% of hour. 5 min: 25% of hour.
 WKZO and WJEF programs may be combined for most favorable frequency.

10. SPECIAL FEATURES
 PRODUCTION CHARGES
 5 min. 5.00 1/4 hr. 10.00
 10 min. 7.50

W S E O (FM) 1964 KALAMAZOO American FM Network

NAB FM B

Media Code 4 223 6360 6.00
 Steere Broadcasting Corp., Box 811, 1360 Melody Lane, Kalamazoo, Mich. 49005. Phone 616-344-0111.

STATION'S PROGRAMMING DESCRIPTION
 WSEO (FM): Programmed for adults and young adults.

NEWS: network news every hour 11:15 am-11:15 pm. Local news periodically throughout day. **MUSIC 95%;** 90% albums, 5% singles. Music 8 am-12M 100% middle-of-the-road, 12M-8 am 100% standards, 4 voices (2 men, 2 women) introduce all musical selections. **COMMERCIAL POLICY:** 10 commercial minutes per hour. Contact Representative for further details. Rec'd 2/27/88.

1. PERSONNEL
 Pres. & Gen'l Mgr.—David E. Steere.
 Sales Manager—Robert M. Salimon.

2. REPRESENTATIVES
 McGavren-Guld—PGW Radio, Inc.

3. FACILITIES
 ERP 23,500 w.; 108.5 mc. Stereo.
 Operating schedule: 24 hours daily, EST.
 Antenna ht.: 304 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
 A.M. facilities: WKMI.
 Affiliated with American FM Network.

6. SPOT ANNOUNCEMENTS
TIME RATES
 ER 1/2/88—Rec'd 4/4/88.

1 hr	8.50	104 hr	6.50
15 hr	8.00	156 hr	8.00
26 hr	7.50	260 hr	5.50
52 hr	7.00	312 hr	5.00

10. SPECIAL FEATURES
 5 MINUTE NEWSCASTS

15 x	10.00	156 x	8.00
26 x	9.50	260 x	7.50
52 x	9.00	312 x	7.00
104 x	8.50		

WTPS
 1966
 PORTAGE

JOHN C. BUTLER & COMPANY, INC.

Media Code 4 223 6420 8.00
 Portage Broadcasting Corp., Box 248, 7942 S. Westnedge St., Portage, Mich., 49081. Phone 616-327-7051.

STATION'S PROGRAMMING DESCRIPTION
 WTPS: Programmed for young adults and young marrieds.
MUSIC: 85% current hits end past hits. **NEWS:** 10%, 5 min at :55 and 3 min at :25. Emphasis on local and regional news, 3 newsmen. **UPI,** weather wire, mobile unit. Editorials broadcast on a community need basis. Capsule sports reports broadcast hourly. 6 air personalities emcee entire operation. Contests scheduled year round. Religion till 11 am Sun. **COMMERCIAL POLICY:** 18 units per hour. Remote facilities available. Contact Representative for further details. Rec'd 5/8/89.

1. PERSONNEL
 President—Robert D. VanderRoest.
 General Manager—Neil Rogers.
 Sales Manager—Carl Young.

2. REPRESENTATIVES
 John C. Butler & Company, Inc.

3. FACILITIES
 1,000 w. days; 1580 kc. Directional.
 Operating schedule: Sunrise-local sunset, EST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 21a, 21b, 22a, 22b, 23b, 24b, 25a, 26, 28c, 29a, 30, 33d.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47a.
 Comb.; Cont. Discounts: 80a, 81a, 82b.
 Cancellation: 70c, 71a, 73a.
 Prod. Services: 80.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 4 ER 8/1/89—Rec'd 6/5/89.
 AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—Mon thru Fri all other times.

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	1 hr	6 hr	12 hr	18 hr	24 hr
1 min	18.00	12.00	11.00	10.00	9.00	8.00
30 sec	13.00	9.50	8.50	8.00	7.50	6.50

CLASS AA
 1 min. 13.00 9.50 8.50 8.00 7.50 7.00
 30 sec 10.00 7.50 7.00 6.50 6.00 5.50
 10 sec: 50% of 1-min.

DISCOUNTS
 13 wk—5% 26 wk—7% 52 wk—10%
 Paid as earned.

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x
1/2 hr	85	40	35	30
1/4 hr	45	30	25	20

WYYY
 1956
 KALAMAZOO

Media Code 4 228 6440 6.00
 Circle Corp., 2315 Schippers, Ln., Kalamazoo, Mich. 49001. Phone 616-381-1470.

STATION'S PROGRAMMING DESCRIPTION
 WYYY: Programmed for adults and young adults, 8 air personalities mc entire operation. News every hour on half hour, plus on hour drive time reports. **MUSIC 90%;** 45% albums and 45% singles, featuring popular music and standards. **NEWS:** 10% local and network. 4 sports reports daily. **COMMERCIAL POLICY:** 18 minutes maximum each hour. Personalities available for remote broadcasts from all locations. Contests scheduled year around. Teen programs Sat. Music all day Sun. Contact Representative for further details. Rec'd 8/3/87.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Emil J. Popke.
 Station Manager—Robert S. Hamilton.
 Sales Manager—M. Keyes.

2. REPRESENTATIVES
 PRO Time Sales, Inc.
 Michigan Spot Sales, Inc.

3. FACILITIES
 500 w. days; 1470 kc. Non-directional.
 Operating schedule: 8 am-local sunset daily, EST.

4. AGENCY COMMISSION
 15/0; time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a, 33d.
 Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 80a, 81a, 81b, 81c, 82b, 82c.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with MBS.

TIME RATES
 Rates effective July 1, 1984.
 Rates received July 27, 1984.

6. SPOT ANNOUNCEMENTS
 Within one year:

1 MIN:	9.00	156 hr	6.25
15 hr	8.00	260 hr	6.00
26 hr	7.50	312 hr	5.75
52 hr	7.00	324 hr	5.50
104 hr	6.50		

30 seconds—deduct 15%.
 One minute and 30 seconds cannot be combined to earn frequency discount.

7. PACKAGE PLANS
 1 minute spots on a 52 week contract: ea per wk

15 hr	5.25	94.50
26 hr	4.75	114.00
36 hr	4.60	153.00

SATURATION CAMPAIGN PACKAGES
 To be used within one contract week.

20 hr	5.90	118.00
24 hr	5.75	188.00
48 hr	5.60	268.80

All rates are for run-of-schedule. For special position add 10%.

WILS
 1946
 LANSING

116 National Advertisers
 use WILS to reach
 on the grow Lansing

9th in per household retail sales (\$6,251) for metros with over 200,000 population.

- Retail Sales, \$613,850,000 - up \$20,015,000 over last year.
- Effective Buying Income, \$980,447,000 - up \$40,947,000 over last year.

116 National Advertisers
 now reach all three Metro Counties, plus most of another seven, with our 5,000 watt primary signal. For complete cost/M and other audience data, write or call:

ALAN TORBET ASSOCIATES INC.

LANSING (4 AM; 5 AM)
 (including East Lansing)
 Ingham County—Map Location F-10

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WILS
 1946
 LANSING

Media Code 4 223 6480 2.00
 Lansing Broadcasting Co., 600 W. Cavanaugh, Lansing, Mich. 48910. Phone 393-1320. TWX 810-251-0865.

1. PERSONNEL
 Gen'l & Sales Mgr.—E. L. Byrd.
 Assistant Sales Manager—E. A. Miller.
 Program Manager—Erik Furseth.

2. REPRESENTATIVES
 Alan Torbet Associates, Inc.

3. FACILITIES
 5,000 w. days, 1,000 nights; 1320 kc. Directional—separate patterns day and night.
 Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
 15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24a, 24c, 29a, 33c.
 Contracts: 40a, 45, 46, 47a.
 Comb.; Cont. Discounts: 80b, 82d.
 Cancellation: 70a, 71a, 72, 73a.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.

TIME RATES
 No. 8 ER 1/1/89—Rec'd 2/5/89.

6. SPOT ANNOUNCEMENTS
 (6 am-10 pm)

EA	1x	26x	52x	156x	260x	512x
1 min	14.00	13.30	12.60	11.90	11.20	10.50

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS
 (6 am-10 pm)

PER WK:	1 wk	4 wk	13 wk	26 wk	39 wk	52 wk
10 hr	12.60	12.00	11.40	10.80	10.20	9.60
15 hr	12.00	11.40	10.80	10.20	9.60	9.00
20 hr	11.40	10.80	10.20	9.60	9.00	8.40

8. PROGRAM TIME RATES
 (6 am-10 pm)

1/4 hr	1x	26x	52x	156x	260x	512x
10 min	35	34	33	32	31	30
5 min	27	26	25	24	23	22

116 National Advertisers
 use WILS to reach
 on the grow Lansing

9th in per household retail sales (\$6,251) for metros with over 200,000 population.

- Retail Sales, \$613,850,000 - up \$20,015,000 over last year.
- Effective Buying Income, \$980,447,000 - up \$40,947,000 over last year.

116 National Advertisers
 now reach all three Metro Counties, plus most of another seven, with our 5,000 watt primary signal. For complete cost/M and other audience data, write or call:

ALAN TORBET ASSOCIATES INC.

RADIO 1320
WILS
 LANSING
 5,000 WATTS / 24 HOURS A DAY

TIME RATES
 No. 1 ER 7/1/87—Rec'd 2/3/89.

6. SPOT ANNOUNCEMENTS
 1x 52x 156x 312x 624x 936x 1248x
 (*) 5.00 4.75 4.50 4.25 4.00 3.75 3.50
 (*) 1 min or 30 sec.

7. PACKAGE PLANS
WEEKLY IMPACT PLAN
 PER WK: 20 hr 30 hr 40 hr 50 hr
 1 min or 30 sec: 4.75 4.50 4.25 4.00

WEEKEND PACKAGE
 Minimum of 10 spots to be used on Saturday and/or Sunday.
 1 min or 30 sec: 3.50

8. PROGRAM TIME RATES

1 x	35.00	28.00	19.00	15.00	12.00
52 x	34.50	25.50	18.50	14.50	11.50
156 x	34.00	25.00	18.00	14.00	11.00
312 x	33.50	24.50	17.50	13.50	10.50
624 x	33.00	24.00	17.00	13.00	10.00

(*) 65 min or 1 hr.
 (†) 25 min or 1/2 hr.

WITL
 1961
 LANSING
 RAB

Subscriber to the NAB Radio Code
 Media Code 4 223 6540 3.00

Metropolitan Radio Corp., Top of the Michigan National Tower, Lansing, Mich. 48933. Phone 517-482-1333.

1. PERSONNEL
 Manager—Chuck Mcford.
 Program Manager—Tom Allen.

2. REPRESENTATIVES
 Stone Representatives, Inc.
 Michigan—Michigan Spot Sales, Inc.

3. FACILITIES
 500 w., 1010 kc. Directional. Canadian clear channel.
 Operating schedule: Sunrise-local sunset, EST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 21b, 21c, 22a, 23a, 24c, 25a, 27, 28, 29a, 30, 33d.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.; Cont. Discounts: 80a, 80c, 80d, 80e, 80f, 80l, 81a, 82d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

TIME RATES
 No. 2 ER 7/1/89—Rec'd 6/16/89.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

1 x	1 min	20/30	10 sec	1 min	20/30	10 sec
12 hr	12.00	9.00	6.00	11.00	8.25	5.50
52 x	11.00	8.25	5.50	10.00	7.50	5.00
156 x	10.75	8.00	5.25	9.75	7.25	4.50
260 x	9.00	6.75	4.50	8.00	6.00	4.00
520 x	8.00	6.00	4.00	7.00	5.25	3.50

7. PACKAGE PLANS
SATURATION PACKAGE

12 hr	1 min	20/30	10 sec	1 min	20/30	10 sec
12 hr	10.00	7.50	5.00	9.00	6.75	4.50
24 hr	9.00	6.75	4.50	8.00	6.00	4.00
18 hr	8.00	6.00	4.00	7.00	5.25	3.50

May be cross-combined to earn numerical frequency. Not subject to retroactive discounts.

WITL-FM
 1961
 LANSING

Media Code 4 223 6541 1.00
 Metropolitan Radio Corp., Top of the Michigan National Tower, Lansing, Mich. 48933. Phone 517-482-1333.

1. PERSONNEL
 President—Chuck Mcford.
 Program Manager—Tom Allen.

2. REPRESENTATIVES
 Stone Representatives, Inc.
 Michigan—Michigan Spot Sales, Inc.

3. FACILITIES
 ERP 55,000 w.; 100.7 mc.
 Operating schedule: Sunrise-midnight daily, EST.
 Antenna ht.—378 ft. above average terrain.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 21b, 21c, 22a, 23a, 24c, 25a, 27, 28c, 29a, 30, 33d.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.; Cont. Discounts: 80a, 80c, 80d, 80e, 80f, 80l, 81a, 82d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

TIME RATES
 Rates effective April 1, 1984. (Card No. 1.)
 Rates received December 13, 1985.

6. SPOT ANNOUNCEMENTS
 Class AA—8:00-9:00 am and 3:00-6:00 pm.
 Class A—All other times.

	Class AA	Class A
	20/30	20/30
1 hr	1 min	10 sec
15 hr	10.00	7.50
52 hr	9.00	6.75
156 hr	8.00	6.00
260 hr	7.00	5.25
520 hr	6.00	4.50

For each announcement specifically scheduled on WITL-FM only, advertiser will receive two additional comparable announcements at no extra charge.
 25x—30% 104x—45% 260x—60%

(This listing continued on next page)

Lansing—WITL-FM—Continued

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50.00	30.00	17.50	15.00	12.50

DISCOUNTS

13x—20%	52x—40%	156x—50%
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WJCO JACKSON

City of license, Jackson, Michigan
Lansing—555 Stoddard Bldg., Lansing 22, Michigan.
See listing under Jackson, Michigan.

WJIM 1934 LANSING

**NBC Radio Network
The Eastman Station**

Media Code 4 223 6600 5.00
Gross Telecasting, Inc., Box 1226, Saginaw and Howard Sts., Lansing, Mich. 48904. Phone 517-372-8282.

- PERSONNEL**
Pres. & Gen'l Mgr.—H. F. Gross.
Program Director—Bryan Halter.
Traffic Manager—Rick Grams.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Canada—Andy McDermott Sales, Ltd.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21a, 22a, 24c, 25a, 28c, 33a.
Contracts: 40a, 45, 46, 49, 50.
Comb. Cont. Discounts: 60a, 60f, 60i, 60j, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate holders require minimum of 75.00 schedule weekly.
Affiliated with NBC Radio Network.

TIME RATES

Eff 8/1/67—Rec'd 7/10/67.

AA—Mon thru Sat 8-10 am & 3-7 pm.	A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 8 am-7 pm.	B—All other times.
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7. PACKAGE PLANS

PER WK:	1 min	1 min	1 min
14.00	10.00	12.00	9.00
6.00	12.00	9.00	8.50
13.00	11.50	8.50	10.00

(*) 30 sec or less.

DISCOUNTS

- 26 cons wks—5% 52 cons wks—10%
- 8. PROGRAM TIME RATES**
5 minutes—1-1/2 times applicable 1-minute rate.
10 minutes—2 times applicable 1-minute rate.
Programs and announcements do not combine for additional discounts.

- 10. SPECIAL FEATURES**
- NEWS PROGRAMS**
Extra 5.00 per program to program rates to cover news service and talent.
- NEWS PARTICIPATIONS**
Extra 3.00 per spot to applicable spot rate for spots within news programs.
Programs and spots do not combine for additional discounts.

WJIM-FM

1960 LANSING



Media Code 4 223 6601 3.00
Gross Telecasting, Inc., Box 1226, Saginaw and Howard Sts., Lansing, Mich. 48904. Phone 517-372-8282.

- PERSONNEL**
Pres. & Gen'l Mgr.—H. F. Gross.
Program Director—Bryan Halter.
Traffic Manager—Rick Grams.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Canada—Andy McDermott Sales, Ltd.
- FACILITIES**
ERP 28,000 w.; 97.5 mc.
Operating schedule: 6:45 am-midnight Mon thru Fri; 7:30 am-midnight Sat and Sun. EST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WJIM listing for coded regulations.
Affiliated with NBC Radio Network.
TV facilities: WJIM-TV.

TIME RATES

Rates effective
Rates received December 5, 1963.

6. SPOT ANNOUNCEMENTS

1 min.	8.00	30 sec.	6.00
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ANNOUNCEMENT DISCOUNTS
(52-week period)

260 ti.	10%	1000 ti.	20%
520 ti.	15%	2000 ti.	30%

8. PROGRAM TIME RATES

1 hr.	50.00	1/4 hr.	20.00
1/2 hr.	30.00	5 min.	10.00

PROGRAM DISCOUNTS

52 programs, 1 per wk	10%
104 programs, 2 per wk	15%
260 programs, 5 per wk	20%

A 25% discount from the 1-time FM announcement or program rate will be allowed to advertisers ordering duplicate schedules on Radio WJIM-AM and FM.

WKHM WKHM-FM JACKSON

City of license—Jackson, Michigan.
Considered by MBS Radio Network as their Lansing outlet.
See listing under Jackson, Michigan.

WSWM (FM)

1959 EAST LANSING A PANAX Station

Media Code 4 223 6660 9.00
PANAX Corporation, Box 289, East Lansing, Mich. 48824. Phone 517-337-1318.

STATION'S PROGRAMMING DESCRIPTION
WSWM (FM): Programmed for general interest.
NEWS: network 5 min at :15, 1 min weather at :30, 1 min local and state sports at :50, 1 min local news at :05. AIR PERSONALITIES handle all segments.
M-Sat, middle-of-the-road music 6 am-12M. Sun 8 am-8 pm, middle-of-the-road music, 8 pm-10 pm, classical music. 10 pm-12M, conversation, guests, interviews. SPORTS: high school and college football, high school basketball, pro golf tourney, Indianapolis 500. COMMERCIAL POLICY: spots limited to 10 per hour. Contact Representative for further details. Rec'd 5/20/69.

- PERSONNEL**
President—John P. McGoff.
Gen'l & Sales Mgr.—Francis A. Martin.
Station Manager—John F. Casey.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 116,000 w.; 99.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 340 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

Eff Rec'd 11/9/66.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	15x	30x	60x	125x	250x	500x
1 min.	12.00	13.50	11.00	10.50	10.00	9.50	9.00

8. PROGRAM TIME RATES

PER YR:	1x	15x	30x	60x	125x	250x	500x
1 hr.	84	80	76	72	68	65	62
1/2 hr.	63	60	57	54	51	48	46
5 min.	35	33	31	29	28	27	26

Like a library of market-media information

SERVICE-ADS in Standard Rate & Data Service

... give you data you want when you want it!

EVERY MONTH, media of all kinds add to your library of market and media information by furnishing you with additional data in their Service-Ads, which are designed to aid you in evaluating and selecting media.

The media represented by Service-Ads in Standard Rate realize your need for usable information, for factual working tools that enable you to select media more profitably for your client. They place this information in your hands at the time you need it most, when you are making buying decisions.

Read, and use, the Service-Ads in Standard Rate to help you in your selection of markets and media. You'll find they save you time and work, because they work for you.

WVIC

1965 EAST LANSING

Media Code 4 223 6720 1.00
W. G. S. B. Broadcasting Co., 2517 E. Mt. Hope, Lansing, Mich. 48910. Phone 517-487-5913.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary Brookhart.
Commercial Manager—Joe D. Buys.
Comptroller—Fred Moye.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
500 w.; 730 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVIC-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2, 3, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 41, 42b, 45, 47e, 48, 51b, 51c.
Comb. Cont. Discounts: 60a, 60d, 60g, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective
Rates received December 28, 1965.

6. SPOT ANNOUNCEMENTS

1 min.	9.00	156 ti.	6.00
13 ti.	8.50	312 ti.	5.75
26 ti.	8.00	624 ti.	5.50
52 ti.	7.00	750 ti.	5.00
104 ti.	6.50		

7. PACKAGE PLANS WEEKLY SATURATION PLAN

PER WK:	1 MINUTE	ea	
20 ti.	6.50	40 ti.	5.00
30 ti.	6.00		

8. PROGRAM TIME RATES

1 hr.	57.60	35.60	21.00	13.20
13 ti.	54.72	31.92	19.92	12.55
25 ti.	51.84	34.24	18.91	12.87
52 ti.	48.96	28.56	17.88	11.23
104 ti.	—	—	16.80	10.56
156 ti.	—	—	15.79	9.91
312 ti.	—	—	14.40	9.24

WVIC-FM

1963 EAST LANSING

Media Code 4 223 6721 9.00
W. G. S. B. Broadcasting Co., 2517 E. Mt. Hope, Lansing, Mich. 48910. Phone 517-487-5913.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gary Brookhart.
Sales Manager—Joe D. Buys.
Comptroller—Fred Moye.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
ERP 20,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 263 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WVIC.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
See WVIC listing for coded regulations.

TIME RATES

Rates are identical to WVIC. See that listing.

LAPEER (1 AM; 1 FM)

Lapeer County—Map Location G-9
See SRDS consumer market map and data at beginning of State.

WTHM

1962



Media Code 4 223 6780 5.00
Lapeer Broadcasting Company, Inc., 1150 Morris Road, Lapeer, Mich. 48446. Phone 313-664-8555.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Edward Oyster.
President—Robert Tripp.
Sales Manager—Fred Korte.
- FACILITIES**
5000 w.; 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 30.
Contracts: 44a, 44b, 47a, 48, 49, 50, 51b.
Comb. Cont. Discounts: 60d, 60e, 60i, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 7/1/68—Rec'd 6/3/68.

MICHIGAN

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	52x	104x	260x	512x
5.45	5.25	4.85	4.50	4.35	3.85	3.55
30 sec.	4.10	3.95	3.70	3.45	3.15	2.85

7. PACKAGE PLANS WEEKLY SATURATION PACKAGES

PER WK:	5 ti	10 ti	20 ti	25 ti	30 ti	50 ti
1 min.	4.50	4.40	4.25	4.20	4.10	3.55
30 sec.	3.05	3.70	3.55	3.40	3.30	2.85
20 sec.	3.50	3.30	3.10	3.00	2.90	2.40

8. PROGRAM TIME RATES

1 hr.	50.00	26x	52x	104x	156x	312x
1/2 hr.	35.00					
1/4 hr.	28.40	26.40	22.45	19.15	17.30	14.55
10 min.	20.20	19.10	17.95	16.40	15.10	11.90
5 min.	10.80	10.00	9.25	8.40	7.80	6.60

WTHM-FM

1968
Media Code 4 223 6781 3.00
Lapeer Broadcasting Co., 1150 Morris Rd., Lapeer, Mich. 48446. Phone 313-664-8555.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Edward Oyster.
President—Robert Tripp.
Sales Manager—Fred Korte.
- FACILITIES**
ERP 3,000 w.; 103.1 mc.
Operating schedule: 6 am-9 pm. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
See WTHM listing for coded regulations.

TIME RATES

70% of applicable AM rates.

LINCOLN PARK

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.
See Detroit Urban Area

LUDINGTON

Mason County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WKLA

1944



Subscriber to the NAB Radio Code
Media Code 4 223 6840 7.00
Raymond A. Plank, E. Ludington Ave., Ludington, Mich. 49431. Phone 616-843-8438.

STATION'S PROGRAMMING DESCRIPTION
WKLA: UPI news service. Pro baseball and football. Local sports coverage including play-by-play, 15% news (30% local and regional), 5% public affairs, 65% entertainment, 15% other. MUSIC: personality type programs covering all categories of popular music. Mobile and remote broadcast facilities. Aircraft for promotions, news coverage. Contact Representative for further details. Rec'd 7/13/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Raymond A. Plank.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Michigan—Michigan Spot Sales, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 7 am-10 pm. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 14b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28c, 29a, 29b.
Contracts: 40a, 44a.
Comb. Cont. Discounts: 62d.
Cancellation: 71a.
Prod. Services: 81, 82.

TIME RATES

No. 4 Eff 5/1/69—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

1 min.	1x	100x	500+
8.50	3.00	2.50	

8. PROGRAM TIME RATES

3 min	5 min	10 min	1/4 hr	1 hr
3.50	5.75	8.50	11.50	30.00
100 x	5.50	7.50	10.50	

MANISTEE

Manistee County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WMTE

1951



Subscriber to the NAB Radio Code
Media Code 4 223 6900 9.00
Manistee Radio Corp., Box 128, Radio Rd., Manistee, Mich. 49660. Phone 616-723-9906.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charles E. Hedstrom.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Detroit—Michigan Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:30 am-10:30 pm. EST.
(This listing continued on next page)

MICHIGAN

Manistee—W M T E—Continued

4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11b.
Basic Rates: 20b, 21b, 23b, 28c, 30.
Contracts: 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60c, 62d.
Cancellation: 71a, 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 ET 7/1/67—Rec'd 5/8/67.

6. SPOT ANNOUNCEMENTS
1 min. _____ A _____ B _____ C _____
52 wks maximum length of contract. 4.00 3.00 2.50
10 sec. _____ 2.00 30 sec. _____ 3.00

7. PACKAGE PLANS
WEEKLY PACKAGES
10 1-min spots. 30.00 25 1-min spots. 62.50
Contract written on 1-minute spots or over.
Holders of contracts are entitled to lower rates on 10-sec and 30-sec spots.

8. PROGRAM TIME RATES
ROS 5 min 10 min 1/4 hr 1/2 hr
A 5.75 8.00 10.75 30.00
B 4.75 7.00 9.75 _____
C 3.75 5.00 8.75 _____

MANISTIQUE

Schoolcraft County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WTIQ

1965

Media Code 4 223 6960 3.00
Manistique Broadcasting Co., 1501 Deer St., Manistique, Mich. 49854. Phone 906-341-2024.

STATION'S PROGRAMMING DESCRIPTION
WTIQ: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS 15%: 10 min at 6:30 am, 7:30 am, 8:30 am, 10:30 am, 12:30 pm, 3:30 pm & 4:30 pm, 8-Sat includes local, state, national, sports and weather news. Sun, 8:30 am, 9:30 am, 10:30 am, 12:30 pm, 3:30 pm & 4:30 pm. A live, beeper phone and remote unit utilized. SPORTS 2%: 5 min twice daily, M-Sat, 7:15 am & 8:15 pm, Sun 9:15 am & 8:15 pm. Play-by-play local high school football and basketball in season. MUSIC 80%: pop hits 40%, middle-of-the-road 30%, standards 30%. Contact Representative for further details. Rec'd 6/2/69.

1. PERSONNEL
Owners—Edmund Selleck, David M. Kelly.
General Manager—Edmund Selleck.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Detroit—Michigan Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-7:05 pm (specified hours). EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21c, 22a, 22b, 24b, 29a, 30.
Contracts: 40a, 42b, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 8/1/67—Rec'd 2/27/67.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 190x 260x
1 min. 3.50 8.30 3.10 2.80 2.50 2.20
30 sec. 2.55 2.45 2.35 2.10 1.85 1.65

7. PACKAGE PLANS
PER DAY: 1 min 30 sec PER WK: 1 min 30 sec
1x 15 12 95 11 80 48
10 11 _____ 25 20 60 11 _____ 115 92

PER YEAR:
10 20-sec spots per wk. _____ 10
Non-cancellable, 1 station copy change per month.
20/20 SEASONAL PLAN

13 WKS:
20 20-sec spots per wk. _____ 25
Non-cancellable, 3 stations copy changes, maximum.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x _____ 60 30 15 18 11
13x _____ 50 25 13 11 9
26x _____ 40 20 11 9 7
52+ _____ 30 15 9 7 5

MARINE CITY

St. Clair County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WSMA

1950

Media Code 4 223 7020 5.00
Scamerville Broadcasting Co., 5300 Marine City Hwy., Marine City, Mich. 48039. Phone 313-765-8893.

STATION'S PROGRAMMING DESCRIPTION
WSMA: Programmed for country and western listener. AIR PERSONALITIES handle all segments. NEWS: UPJ news on hour, 5 min, 2 min headlines on half hour, national, state and local news. Phone beeper and remote facilities. Weather forecasts part of every newscast, 10% of programming. Public service; community bulletin board every half hour. Trading post telephone call in show for people buying, selling, trading general items of merchandise. SPORTS: included in part of newscasts. Rec'd 4/29/68.

1. PERSONNEL
President—Richard S. Scamerville.

3. FACILITIES
1,000 w. days; 1590 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21b, 25a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with NAS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 10/31/68.

6. SPOT ANNOUNCEMENTS
PER WK: 1 1/2 hr 10 1/2 hr 15 1/2 hr 20 1/2 hr 25 1/2 hr
1 min. 5.50 5.00 4.50 4.25 4.00 3.75
30 sec. 4.50 4.00 3.50 3.40 3.20 3.00
10 sec. 3.25 3.00 2.70 2.55 2.40 2.25

8. PROGRAM TIME RATES
1 x, flat. _____ 1/2 hr 1/4 hr 10 min 5 min 2 min
_____ 30 15 12 8 6

MARQUETTE (1 AM; 1 FM)

Marquette County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WDMJ

1931

Subscriber to the NAB Radio Code
Media Code 4 223 7080 9.00
Lake Superior Broadcasting Company, Inc., Mining Journal Bldg., Marquette, Mich. 49855. Canal 6-3524.

1. PERSONNEL
President—Frank J. Russell, Jr.
General Manager—Robert J. Luke.

2. REPRESENTATIVES
Pearse Sales.

3. FACILITIES
1,000 w.; 1320 kc. Directional—night only.
Operating schedule: 5:55 a.m. to midnight. EST.

4. AGENCY COMMISSION
15/0; rendered on list.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 40c, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective July 1, 1957.
Rates received June 17, 1957.
(Sign-on to 7:00 p.m.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES (*)
1 hr 1/2 hr 1/4 hr 5 min. _____
1 time. 50.00 30.00 20.00 12.50 7.50
26 times. 47.50 28.50 19.00 11.87 7.12
52 times. 45.00 27.00 18.00 11.25 6.78
104 times. 42.50 25.50 17.00 10.62 6.34
154 times. 40.00 24.00 16.00 10.00 6.00
260 times. 38.50 22.50 15.00 9.37 5.82
(*) 1 minute or 35-word station break.
(7:00 p.m. to sign-off)

Above rates less 15%.

WDMJ-FM

1966

Media Code 4 223 7081 7.00
Lake Superior Broadcasting Co., Rm 700, Marquette, Mich. 49855. Phone 906-225-1313.

1. PERSONNEL
President—Frank J. Russell.
General Manager—Robert J. Luke.

2. REPRESENTATIVES
Detroit—Pearse Sales.

3. FACILITIES
ERP 100,000 w.; 95.7 mc.
Operating schedule: 7:30 am-11 pm. EST.
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; rendered on list.

5. GENERAL ADVERTISING See coded regulations
See WDMJ listing for coded regulations.

TIME RATES
ET 9/1/68—Rec'd 9/16/68.

6. SPOT ANNOUNCEMENTS
1 min or less. _____ 1x 100x 200x 300x
_____ 6.00 5.50 5.00 4.50

8. PROGRAM TIME RATES
1 hr _____ 1x 100x 200x 300x
1 hr. _____ 60 60 48 36
1/2 hr. _____ 48 40 32 24
1/4 hr. _____ 36 30 24 16
5 min. _____ 15 13 11 9

MEMONINEE

Memoninee County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WAGN

1952

Media Code 4 223 7200 3.00
Men-Mar Broadcasting Corp., Glickman Bldg., Menominee, Mich. 49858. Phone 906-863-5551.

1. PERSONNEL
Pres. & Gen'l Mgr.—Loren B. Koesling.

2. REPRESENTATIVES
Detroit—Pearse Sales.
Philadelphia, New York, Chicago—Continental Radio Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:55 am-10:30 pm. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1964.
Rates received November 26, 1963.

6. SPOT ANNOUNCEMENTS
1 min 30 sec _____ 1 min 30 sec
1 hr. 5.00 4.00 156 1/2 4.00 3.25
26 1/2 4.70 3.70 260 1/2 3.50 2.95
52 1/2 4.50 3.55 520 1/2 3.00 2.50
104 1/2 4.25 3.40 _____ _____

ID's—75% of 30-second rate.

7. PACKAGE PLANS
SALES MAKER PACKAGE RATES
(Spots used in one week)
10 Plan. _____ 1 min 30 sec _____ 1 min 30 sec
15 Plan. 42.50 35.00 20 Plan. 60.00 50.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 1/2 hr. 50.00 25.00 16.00 8.00
26 1/2 hr. 45.00 22.00 14.00 7.65
52 1/2 hr. 40.00 21.00 12.00 7.20
104 1/2 hr. 37.00 19.00 11.00 6.75
156 1/2 hr. 35.00 17.00 10.00 6.40
260 1/2 hr. 35.00 16.00 9.50 5.65

10 Plan. _____ 1 min 30 sec _____ 1 min 30 sec
15 Plan. 42.50 35.00 20 Plan. 60.00 50.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 1/2 hr. 50.00 25.00 16.00 8.00
26 1/2 hr. 45.00 22.00 14.00 7.65
52 1/2 hr. 40.00 21.00 12.00 7.20
104 1/2 hr. 37.00 19.00 11.00 6.75
156 1/2 hr. 35.00 17.00 10.00 6.40
260 1/2 hr. 35.00 16.00 9.50 5.65

MIDLAND (1 AM; 1 FM)

Midland County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WMDN

1948

Subscriber to the NAB Radio Code
Media Code 4 223 7260 7.00
Midland Broadcasting Co., 1510 Bayliss St., Midland, Mich. 48840. Phone 517-631-5851.

STATION'S PROGRAMMING DESCRIPTION
WMDN: Programmed for adults and young adults. MUSIC: general middle-of-the-road music, also popular music and ballads. Early morning, country and western with farm news. Telephone conversation format 10-11 am. Live interviews and audience participation, emphasis on local community coverage. NEWS: on hour and half hour. News blocks noon-12:40 pm & 5:30-6:15 pm including local, sports and financial. Play-by-play high school sports. Concert music and standard tunes 9 pm-12M. Religious programming Sun. COMMERCIAL POLICY: 15 minutes maximum per hour. Remote pickups from shopping centers, fairs and special promotions. Contact Representative for further details. Rec'd 8/30/67.

1. PERSONNEL
President—Donald Sherman.
General Manager—Peter A. Wolf.
2. REPRESENTATIVES
Detroit—Irveland-Pearse Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:00 a.m. to midnight week-days; 8:00 a.m. to midnight Sunday.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22a, 24b, 27, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES
ET 7/1/68—Rec'd 5/29/68.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 200x 312x 500x
1 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50
30 sec 3.75 3.60 3.45 3.30 3.10 3.00 2.80
10 sec: 60% of 1-min.

8. PROGRAM TIME RATES
1 hr _____ 1x 26x 52x 104x 200x 312x
1 hr. _____ 42 40 38 36 32 30
1/2 hr. _____ 30 28 26 24 22 20
1/4 hr. _____ 20 18 17 16 14 12
5 min. _____ 11 10 9 8 7 6

WQDC (FM)

1961

Media Code 4 223 7320 9.00
Hahco, Inc., 229 E. Main St., Midland, Mich. 48840.
Phone 517-695-8971.

1. PERSONNEL
General Manager—William E. Moore.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 40,000 w.; 98.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 147 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only, following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12b, 13b, 14c, 15a, 16.
Basic Rates: 21b, 22b, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60g, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: The Grolier Club.

TIME RATES
ET 1/10/69—Rec'd 2/11/69.

6. SPOT ANNOUNCEMENTS
1 min 30 sec _____ 1 min 30 sec
1 hr. 5.00 4.00 156 1/2 4.00 3.25
26 1/2 4.70 3.70 260 1/2 3.50 2.95
52 1/2 4.50 3.55 520 1/2 3.00 2.50
104 1/2 4.25 3.40 _____ _____

ID's—75% of 30-second rate.

7. PACKAGE PLANS
SALES MAKER PACKAGE RATES
(Spots used in one week)
10 Plan. _____ 1 min 30 sec _____ 1 min 30 sec
15 Plan. 42.50 35.00 20 Plan. 60.00 50.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 1/2 hr. 50.00 25.00 16.00 8.00
26 1/2 hr. 45.00 22.00 14.00 7.65
52 1/2 hr. 40.00 21.00 12.00 7.20
104 1/2 hr. 37.00 19.00 11.00 6.75
156 1/2 hr. 35.00 17.00 10.00 6.40
260 1/2 hr. 35.00 16.00 9.50 5.65

6. SPOT ANNOUNCEMENTS
1 min 10.00 9.50 9.00 8.50 8.00 7.50 7.00

8. PROGRAM TIME RATES
1 hr _____ 15x 30x 60x 125x 250x 500x
1 hr. 70 67 64 61 58 55 52
1/2 hr. 53 50 48 48 44 42 40
5 min. 30 29 28 27 26 25 24

MONROE (1 AM; 1 FM)

Monroe County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

WQTE

1956

Media Code 4 223 7380 3.00
560 Broadcasting Corp., Whittier Hotel, 415 Buras Dr., Detroit, Mich. 48214. Phone 313-822-9400.

STATION'S PROGRAMMING DESCRIPTION
WQTE: MUSIC: only standard popular albums used, programmed in 7-10 min uninterrupted segments. No personalities. Time and temperature given every 2 records in drive time and bracketed by clustered commercials. NEWS: 5 min segments at quarter to each hour. UPJ and UPJ audio service. 8:15 am & 4:15 pm 5 min sports feature. Contact Representative for further details. Rec'd 2/29/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard E. Jones.
Vice-President—Thomas M. Jones.
Operations Mgr. & Chief Eng.—Irving Lains.
2. REPRESENTATIVES
John C. Butler & Company, Inc.
3. FACILITIES
500 w. days; 560 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 16.
Basic Rates: 20a, 23a, 24a, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60g.
Cancellation: 71a.
Talent and remote charges billed separately.
For fixed position spots add 10% to applicable rates.

TIME RATES
No. 12 ET 2/1/68—Rec'd 1/2/68.
Class AA—8:30-9:30 am and 3:00-7:00 pm Mon thru Fri.
Class A—6:00-6:30 am, 9:30 am-3:00 pm, and 7:00 pm-sign-off Mon thru Fri; all day Sat and Sun.

6. SPOT ANNOUNCEMENTS
CLASS AA
Consecutive Broadcast Weeks in Contract Year

PER WK: 1 MINUTE 18 11 24 11 30-4
1 wk. 48.00 45.00 42.00 39.00 36.00
14 wk. 47.00 44.00 41.00 38.00 35.00
27 wk. 46.00 43.00 40.00 37.00 34.00
40-52 wk. 45.00 42.00 39.00 36.00 33.00

30 SECONDS
1 wk. 38.00 35.00 32.00 29.00 26.00
14 wk. 37.00 34.00 31.00 28.00 25.00
27 wk. 36.00 33.00 30.00 27.00 24.00
40-52 wk. 35.00 32.00 29.00 26.00 23.00

10 SECONDS
1 wk. 20.00 18.00 17.00 16.00 15.00
14 wk. 19.00 18.00 17.00 16.00 15.00
27 wk. 18.00 17.00 16.00 15.00 14.00
40-52 wk. 17.00 16.00 15.00 14.00 13.00

CLASS A
1 MINUTE
1 wk. 32.00 31.00 30.00 29.00 28.00
14 wk. 31.00 30.00 29.00 28.00 27.00
27 wk. 30.00 29.00 28.00 27.00 26.00
40-52 wk. 29.00 28.00 27.00 26.00 25.00

30 SECONDS
1 wk. 28.00 26.00 24.00 22.00 20.00
14 wk. 27.00 25.00 23.00 21.00 19.00
27 wk. 26.00 24.00 22.00 20.00 18.00
40-52 wk. 25.00 23.00 21.00 19.00 17.00

10 SECONDS
1 wk. 13.50 13.00 12.50 12.00 11.50
14 wk. 13.00 12.50 12.00 11.50 11.00
27 wk. 12.50 12.00 11.50 11.00 10.50
40-52 wk. 12.00 11.50 11.00 10.50 10.00
10 second spots cannot be combined with other spots for frequency discounts.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS
Consecutive Broadcast Weeks in Contract Year

CLASS AA
PER WK: 6 11 18 11 24 11 30-4
1 wk. 60 58 52 48 44 40 36
14 wk. 56 52 48 44 40 36
27 wk. 52 48 44 40 36
40-52 wk. 48 44 40 36 32

CLASS A
1 wk. 54 50 46 42 38
14 wk. 50 46 42 38 34
27 wk. 46 42 38 34 30
40-52 wk. 42 38 34 30 26
(D&CR)

WVMO (FM)

1967

Media Code 4 223 7440 5.00
Monroe Broadcasting Co., Box 701, Monroe, Mich. 48161. Phone 313-242-7373.

1. PERSONNEL
President—Paul Braunlich.
Station Manager—Ed Fortin.

3. FACILITIES
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 336 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only. 10th of following month.
(This listing continued on next page)

Monroe—W V M O (FM)—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3d, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24c, 29b.
 Contracts: 40a, 41, 44b, 45, 46.
 Comb.: Cont. Discounts: 62d.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 82.
 Member: Lemon Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 2 Eff 5/1/69—Rec'd 3/19/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	25 ti	50 ti	100 ti
1 min	4.20	3.80	3.55	3.15
30 sec	3.15	2.85	2.65	2.30
10 sec	2.10	1.90	1.80	1.60

CONSECUTIVE WEEK DISCOUNT

6 wk—5%	13 wk—10%	28 wk—15%	52 wk—20%
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MOUNT CLEMENS

Macomb County—Map Location H-9

See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

MT. PLEASANT (1 AM; 1 FM)

Isabella County—Map Location E-8
 See SRDS consumer market map and data at beginning of the State.

WCEN

1949



Subscriber to the NAB Radio Code
 Media Code 4 223 7500 6.00
 Central Michigan Broadcasters, Inc., Box 407, Bluegrass Rd., Mt. Pleasant, Mich. 48858. Phone 773-5961.

1. PERSONNEL

President—Anthony F. Bielawski.
 General Manager—Charles Anthony.

2. REPRESENTATIVES

George T. Hopewell, Inc.
 Michigan—Michigan Spot Sales.

3. FACILITIES

1,000 w.; 1150 kc. Directional nights.
 Operating schedule: 5:45 a.m. to 11:15 p.m. EST.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 24b, 24c, 25a, 28c, 29a.
 Contracts: 40a, 44a, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60f, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 82.
 Affiliated with MBS.

TIME RATES

No. 10 Eff 7/1/69—Rec'd 6/16/69.

6. SPOT ANNOUNCEMENTS	1x	52x	104x	156x	260x
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

PER WK:	1 min 30 sec	1 min 30 sec
10 ti	6.00	5.00
20 ti	5.00	4.25
10 sec, 30+ per wk		2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	40	33	25	20
52x				17
104x				15
156x				13

WCEN-FM

1963

Media Code 4 223 7501 4.00
 Central Michigan Broadcasters, Inc. Box 407, Bluegrass Rd., Mt. Pleasant, Mich. 48858. Phone 773-5961.

1. PERSONNEL

President—Anthony F. Bielawski.
 General Manager—Charles Anthony.

3. FACILITIES

ERP 16,000 w.; 94.5 mc.
 Operating schedule: 5:40 am-11:15 pm. EST.
 Antenna ht: 220 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 24b, 24c, 25a, 28c, 29a.
 Contracts: 40a, 44a, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60f, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 82.
 Member: Fine Music Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective

Card received July 6, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	4.00	4.25	260 ti	1 min 30 sec	3.75	3.00
52 ti	4.75	4.00	312 ti		3.50	2.75
104 ti	4.50	3.75	365 ti		3.25	2.50
156 ti	4.25	3.50	730 ti		2.40	1.90

MUNISING

Alger County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

WGON

1956

Media Code 4 223 7560 0.00
 Pictured Rocks Radio Corporation, First Nat'l Bank Bldg., Munising and Elm St., Munising, Mich. 49862. Phone 908-387-2518.

1. PERSONNEL

Gen'l & Sales Mgr.—James E. Poeske.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
 Operating schedule: 6:00 am-10:00 pm. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 21a, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
 Contracts: 40a, 41, 44a, 45.
 Comb.: Cont. Discounts: 60b, 62b.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 82.
 Affiliated with KBB Radio Network.

TIME RATES

Eff 6/1/66—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	260x	520x
1 min	4.00	3.70	3.55	3.40	3.25	2.95	2.50
20/30 sec	3.20	3.00	2.85	2.70	2.60	2.35	2.00
10 sec	2.40	2.20	2.15	2.05	1.95	1.70	1.50

7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	20 ti
1 min	32.50	44.25	50.00
20/30 sec	26.00	35.25	40.00
10 sec	19.50	25.50	30.00

8. PROGRAM TIME RATES

1 hr	95	29	27	25	23	20
1/2 hr: 60% of hour.						
1/4 hr: 40% of hour.						
5 min: 20% of hour.						

MUSKEGON (3 AM; 1 FM)

Muskegon County—Map Location D-9

See SRDS consumer market map and data at beginning of the State.

WFFM (FM)

1962

Media Code 4 223 7620 2.00
 Greater Muskegon Broadcasters, Inc., 517 W. Giles Rd., Muskegon, Mich. 49445. Phone 616-744-1671.

STATION'S PROGRAMMING DESCRIPTION

WFFM (FM): Programmed for adults and young adults.
 MUSIC: 50% country and 36% standard. Classics 3 hours Sun am, NEWS: hourly. Station broadcasts all weather alerts for area. COMMERCIAL POLICY: maximum 5 minutes hourly except during 6-9 am simulcast and 6 pm-12M. Contact Representative for further details. Rec'd 12/2/68.

1. PERSONNEL

Station Manager—James A. Fleischer.
 Program Director—John A. Sicard.
 Sales Manager—Howard Sicard.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

ERP 2,500 w.; 106.9 mc.
 Operating schedule: 6 am-midnight. EST.
 Partial simulcast operation. Operated separately local sunset-midnight. For simulcast operation see WMUS.

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b.
 Basic Rates: 20a, 22a, 23a.
 Contracts: 40a.
 Cancellation: 73a.

AM facilities: WMUS.

Affiliated with MBS and NAB.

TIME RATES

Eff—Rec'd 1/4/67.

6. SPOT ANNOUNCEMENTS

1 min	8.00	6.75	6.00	5.25	5.00	4.75
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WK B Z

1925

American Information Network



Subscriber to the NAB Radio Code
 Media Code 4 223 7680 6.00
 Reams Communications Corp., Box 238, 592 W. Pontiac Rd., Muskegon, Mich. 49445. Phone 616-798-2141.

1. PERSONNEL

President—Frazier Reams, Jr.
 Vice-Pres. & Gen'l Mgr.—Hal Waddell.

2. REPRESENTATIVES

Meeker Radio, Inc.
 Detroit—Michigan Spot Sales.
 South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w.; 850 kc. Directional—same pattern all hours.

Operating schedule: 5:30 a.m. to midnight. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11c, 12b, 13b, 14b, 16.
 Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24a, 28a, 29a, 32b, 33a.
 Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50.
 Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 61a.
 Cancellation: 70a, 70b, 71a, 72.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective August 1, 1960.

Rates received July 29, 1960.

Rev. (Comb. Pkg. Dis.) Rec'd June 8, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2 hour	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00
1 minute	7.00	6.65	6.30	5.95	5.60	5.25

7. PACKAGE PLANS

Run-down schedule, floating within 1/2-hour periods.
 Per week: 1 min. 30 sec.
 10 announcements, each 5.50 4.00
 20 announcements, each 4.75 3.50
 30 announcements, each 4.00 3.00

WMUS

1947

Media Code 4 223 7740 8.00
 Greater Muskegon Broadcasters, Inc., 517 W. Giles Rd., Muskegon, Mich. 49445. Phone 616-744-1671.

STATION'S PROGRAMMING DESCRIPTION

WMUS: Programmed for adults and young adults.
 MUSIC: 75% country and western sign-on-sign-off. Personalities available for remote broadcasts. Station sponsors country and western shows. SPORTS: 8% local sports figure and network sports. RELIGIOUS: Sun music, drama, services. Contact Representative for further details. Rec'd 12/2/68.

1. PERSONNEL

Station Manager—James A. Fleischer.
 Program Director—John A. Sicard.
 Sales Manager—Howard Sicard.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

1,000 w. days; 1090 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WFFM (FM).

4. AGENCY COMMISSION

15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a.
 Contracts: 40a.
 Cancellation: 73a.
 FM facilities: WFFM (FM).
 Affiliated with MBS and NAB.

TIME RATES

Eff—Rec'd 1/4/67.

6. SPOT ANNOUNCEMENTS

1 min	7.25	7.00	6.75	6.50	6.00	5.50
80 sec: 80% of 1-min						50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x	70.00	52.50	25.00
52x	65.00	45.00	20.00

10. SPECIAL FEATURES

Per week	1 ti	52 ti	104 ti	312 ti
	15	12	10	8

WTRU

1949

NBC Radio Network



Media Code 4 223 7800 0.00
 Regional Broadcaster of Michigan, Inc., Summit and Getty Sts., Muskegon Hts., Mich. 49444.
 Phone 616-733-2126.
 Mailing address: Box 248, Muskegon Hts., Mich.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Frederick P. Tascone.
 Program Manager—Skip Knight.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

MICHIGAN

3. FACILITIES

5,000 w.; 1600 kc. Non-directional—days. Directional

—nights.

Operating schedule: 5:30-12:30 am. EST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28a, 29a.
 Contracts: 40a, 45, 46, 48.
 Comb.: Cont. Discounts: 60c, 60k, 61c, 62b.

MICHIGAN

NILES

Berrien County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.

WNIL
1958



Subscriber to the NAB Radio Code
Media Code 4 223 7960 0.00
Niles Broadcasting Company, 210 S. Phillip Rd.,
Niles, Mich. 49120. Phone 616-683-5422.

- PERSONNEL**
General Manager—James H. Mitchell.
Sales Manager—Charles Frey.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
500 w.; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
15/0 net time only; 16th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60t, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
No. 4 ET 1/169—Rec'd 4/3/68.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 260x 500x
1 min 7.85 6.95 6.50 6.10 5.75 5.30 4.90 4.30
30 sec 6.95 6.10 5.65 5.30 4.90 4.45 4.00 3.60
10 sec 5.15 4.75 4.30 3.95 3.60 3.20 2.80 2.40
Minute 30 and 10-second spots may be combined to earn lower frequency discount on all spots.

- PACKAGE PLANS**
OPERATION SATURATION—ROS
(7 consecutive days)
30 1-min spots..... 129.00
60 10-sec spots..... 144.00
15 1-min spots..... 136.50
30 30-sec spots..... 108.00
May be combined with regular spots to earn frequency discount.

- PROGRAM TIME RATES**
1x 13x 26x 52x 104x 156x 260x 500x
1 hr..... 79.00 73.15 67.70 62.35 55.45 51.50 47.50 39.60
1/2 hr..... 47.50 44.35 41.10 38.05 34.85 31.70 28.50 25.35
1/4 hr..... 31.70 35.15 28.50 25.35 23.80 20.80 19.05 15.85
1/4 hr..... 15.85 14.30 13.45 12.65 11.90 11.10 10.30 7.90
Programs of 5 minutes, or longer, may be combined to earn lower frequency discounts on all programs. Spots and programs may be combined to earn frequency discounts.

OTSEGO

Allegan County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WAOP
1962



Subscriber to the NAB Radio Code
Media Code 4 223 8040 2.00
Allegan County Broadcasters, Inc., Box 980, Otsego,
Mich. 49078. Phone 616-692-6851 (Otsego); 616-
873-3131 (Allegan).

- PERSONNEL**
Manager—A. R. Workman.
- REPRESENTATIVES**
Michigan Spot Sales, Inc.
- FACILITIES**
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 48, 47a.
Comb.; Cont. Discounts: 60b, 61b, 62a.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with American Information Network.

TIME RATES
Rates effective April 1, 1964.
Card received June 29, 1964.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 ti..... 4.40 4.00 2.25
26 ti..... 4.10 3.50 2.05
52 ti..... 3.90 3.15 1.90
104 ti..... 3.60 2.85 1.70
260 ti..... 3.30 2.55 1.50
512 ti..... 3.00 2.30 1.45
385 ti..... 2.75 2.05 1.30
624 ti..... 2.45 1.80 1.15
1248 ti..... 2.15 1.40 1.00

- PACKAGE PLANS**
PER WK: 1 min 30 sec 10 sec
10 ti. ea..... 3.50 2.75 1.75
20 ti. ea..... 3.25 2.50 1.50
30 ti. ea..... 3.00 2.25 1.25

OWOSSO

Shiawassee County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WOAP
1947



Subscriber to the NAB Radio Code
Media Code 4 223 8100 4.00
Owosso Broadcasting Co., 2301 N. Shiawassee, Owosso,
Mich. 48867. Phone 517-725-8196.

- PERSONNEL**
Station Manager—Merrill Walker.
- REPRESENTATIVES**
The Devney Organization, Inc.
- FACILITIES**
1,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 48.

TIME RATES
Rates effective May 1, 1965. (Card No. 4)
Card received June 3, 1965.

- SPOT ANNOUNCEMENTS**
1 min 30 sec
1 ti..... 6.95 5.55 104 ti..... 5.65 4.65
13 ti..... 6.60 5.30 208 ti..... 5.35 4.30
26 ti..... 6.40 5.15 512 ti..... 5.00 4.00
52 ti..... 6.00 4.80

PETOSKEY (2 AM; 2 FM)

Emmett County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WJML
1966



Media Code 4 223 8160 8.00
Harrington Broadcasting Co., Perry-Davis Hotel,
Petoskey, Mich. 49770. Phone 616-347-8191. Studio
phone 616-347-8705.

- PERSONNEL**
President—John Harrington.
General Manager—Glenn H. Casey.
Sales Manager—David K. Williams.
- REPRESENTATIVES**
Michigan Spot Sales, Inc.
Walton Broadcasting Sales Corporation.
- FACILITIES**
10,000 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a.
Contracts: 40a, 41, 45, 46, 47c, 49.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
Member: Northern Power Network.

TIME RATES
ET 1/167—Rec'd 12/20/66.

- SPOT ANNOUNCEMENTS**
1 min..... 7.05 6.80 6.35 5.80 5.30 5.05 4.70
30 sec..... 5.65 5.30 5.10 4.40 4.25 4.05 3.75
10 sec: 50% of 1-min.
- PACKAGE PLANS**
PER WK: 1 ti 10 ti 20 ti 30 ti
1 min..... 7.05 5.50 5.05 4.70
30 sec..... 5.65 4.40 4.05 3.75
10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
1x..... 35.30 26.50 17.65
3 ti per wk..... 10% 5 ti per wk..... 15%

WJML-FM

1965



Media Code 4 223 8161 6.00
John Harrington, Perry Davis Hotel, Petoskey, Mich.
49770. Phone 616-347-8191. Studio phone 616-
347-8705.

- PERSONNEL**
President—John Harrington.
General Manager—Glenn H. Casey.
Sales Manager—David K. Williams.
- REPRESENTATIVES**
Michigan Spot Sales, Inc.
Walton Broadcasting Sales Corporation.
- FACILITIES**
ERP 23,000 w. (horiz.), 28,000 w. (vert.); 98.9 mc.
Operating schedule: 18 hours. EST.
Antenna ht.: 800 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL RATE POLICY**
15% on time only.

TIME RATES
ET 1/169—Rec'd 5/19/66.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS
PER WK: 1 ti 6 ti 11 ti 16 ti 21+
Es..... 4.00 3.75 3.50 3.25 3.00
10-second ID's—50% of minute rate.

WMBN

WMBN-FM

1946



Subscriber to the NAB Radio Code
Media Code 4 223 8220 0.00
Midwestern Broadcasting Co., Paul Bunyan Bldg.,
Traverse City, Mich. 49884. Phone 616-947-7675.

STATION'S PROGRAMMING DESCRIPTION

WMBN: Programmed for general interest.
AIR-PERSONALITIES handle all segments. NEWS:
on hour and half hour. 6 am-to mid-middle-of-the-road
music, interviews, comedy, weather, community news.
Noon-1 pm news, weather, sports, farm, religion. 1-6
pm middle-of-the-road music. SPORTS: major league
baseball, professional, college, high school football
and basketball. No personality endorsements. FM:
week-ends middle-of-the-road music with news on
hour. Contact Representative for further details. Rec'd
8/7/67.

- PERSONNEL**
General Manager—Les Biederman.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Licensed to operate full time. EST.
FM-ERP 2,200 w.; 96.7 mc. Stereo.
Antenna ht.: 212 ft. above average terrain.
Operating schedule: 6 am-11:15 pm. EST.
- AGENCY COMMISSION**
15/0 station time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 27,
28b, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 48, 49,
50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.
Member: Paul Bunyan Network.

TIME RATES
ET 2/1/87—Rec'd 12/20/66.

- PACKAGE PLANS**
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30+
AA..... 8.00 7.75 7.50 7.00 6.50 6.00
A..... 6.50 6.25 6.00 5.50 5.00 4.50
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

CONTRACT DISCOUNTS
26 wk—4% 52 wk—8%

- PROGRAM TIME RATES**
1x 28x 52x 104x 260x 312x
1/4 hr..... 27.00 25.00 24.00 23.00 22.00 20.00
10 min..... 17.00 16.00 15.00 14.00 13.50 13.00
5 min..... 12.00 11.00 10.00 9.50 9.00 8.50

CONTRACT DISCOUNTS
26 wk—4% 52 wk—8%

PONTIAC

Oakland County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

PORTAGE

Kalamazoo County—Map location D-10
See SRDS consumer market map and data at beginning of the State.

See Kalamazoo

PORT HURON (2 AM)

St. Clair County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WHLS

1938



Subscriber to the NAB Radio Code
Media Code 4 223 8280 4.00
Stevens-Wisner Broadcasting, Inc., 932 Military St.,
Port Huron, Mich. 48000. Phone 313-982-8536.

- PERSONNEL**
General Manager—John F. Wisner.
- REPRESENTATIVES**
Michigan Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL RATE POLICY**
60-day protection on rate changes.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 1/15/69.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1x..... 6.50 5.50 2.75
26x..... 6.00 5.25 8.50
52x..... 5.50 4.85 3.00
104x..... 5.20 4.50 3.15
280x..... 4.90 4.25 3.00
365x..... 4.75 4.10 2.40
624x..... 4.60 4.00 2.85
1248x..... 4.30 3.50 2.70
9000x..... 4.00 3.25 2.50

- PACKAGE PLANS**
PER WK: 1 min 30 sec 10 sec
10 ti..... 6.00 5.00 3.80
20 ti..... 5.50 4.75 3.40
30 ti..... 5.25 4.50 3.15

WHLS, PORT HURON/WLEW, BAD AXE COMBINATION

- 10 ti..... 10.00 8.50 6.50
- 20 ti..... 9.50 8.00 6.00
- 30 ti..... 9.00 7.50 5.50

WPHM
(formerly WTTM)
1947



Subscriber to the NAB Radio Code
Media Code 4 223 8340 6.00
Enterform, Inc., 905 8th St., Port Huron, Mich.
48000. Phone 313-985-5171.

STATION'S PROGRAMMING DESCRIPTION
WPHM: Programmed for general interest, adults and housewives.

NEWS: local at :55 except 6:50 am, 7:50 am, noon, 6 pm, & 11 pm. Network news 60 hour. MUSIC: current hits, film, showtunes, standards, jazz-oriented, middle-of-the-road 7-9 am, 11 am-noon, 2-6 pm, M-S Country and western music 5:30-8:30 am & 7 pm-12M. Women's variety show with music 9-10 am, M-F. Phone opinion shows 10-11 am & 1-2 pm M-F. SPORTS: high school football, basketball and Little league baseball. Music and religious programs along with news discussion on Sun. 2 man news department. Remote facilities. Contact Representative for further details. Rec'd 12/2/68.

- PERSONNEL**
President—Woodruff B. Crouse.
Operations Director—John Hill.
- REPRESENTATIVES**
Pearse Sales.
Canada—Anc. McDermott Sales Ltd.

- FACILITIES**
5,000 w.; 1380 kc. Directional—all hours.
Operating schedule: 5:30 am-midnight. EST.

AGENCY COMMISSION
15/0; time only.

GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3a, 4a, 4d, 5, 6a, 8.

- FACILITIES**
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 24d, 24c, 25a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 82.

Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 10/1/88—Rec'd 7/31/68.

Gateway Get Up—Mon thru Sat 6:30-7 am & 9 am-7 pm; Sun noon-7 pm.

Select Time—All other times.

SPOT ANNOUNCEMENTS 1 MINUTE

- | PER WK: | 1 ti | 3 ti | 6 ti | 12 ti | 20 ti | 40 ti |
|---------|------|------|------|-------|-------|-------|
| (*) | 9.00 | 8.70 | 8.40 | 7.80 | 7.00 | 6.00 |
| (†) | 8.00 | 7.70 | 7.40 | 6.80 | 6.00 | 5.00 |
| (§) | 5.60 | 5.30 | 5.18 | 4.76 | 4.20 | 3.50 |

Fixed positions at :60 between local and national news when available. All other minutes scheduled in rotation within hour time segment requested.

30/20/10 SECONDS

- | (†) | 6.40 | 6.16 | 5.92 | 5.44 | 4.80 | 4.00 |
|-----|------|------|------|------|------|------|
| (§) | 4.48 | 4.31 | 4.14 | 3.80 | 3.36 | 2.80 |

Fixed positions between features when available. All other 30-seconds scheduled in rotation within hour segments requested.

(*) Gateway Get Up.

(†) Exposure Time.

(§) Select Time.

PROGRAM TIME RATES
GATEWAY GET UP/EXPOSURE TIME

- | PER WK: | 1 ti | 2 ti | 3 ti | 5 ti | 6 ti | 10 ti |
|-------------|------|------|------|------|------|-------|
| 1/2 hr..... | 40 | 38 | 36 | — | — | — |
| 1/4 hr..... | 25 | 24 | 23 | 21 | 20 | 18 |
| 10 min..... | 22 | 21 | 20 | 18 | 17 | 15 |
| 5 min..... | 19 | 18 | 17 | 15 | 14 | 12 |

Select Time—70% of above.

All Spots and Programs sold at weekly quantity discount earned within 7-day period.

CONSECUTIVE WEEK DISCOUNTS

13 wk—5% 52 wk—15%
Short rated if not earned.

ROCKFORD

Kent County—Map Location D-9

See SRDS consumer market map and data at beginning of the State.

WJWP

1964



Subscriber to the NAB Radio Code
Media Code 4 223 8400 8.00
Jack Lee Payne, Box 810, 3691 10 Mile Rd. N.E.,
Rockford, Mich. 48838. Phone 616-868-1501.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Lee Payne.
Program Director—Eills Shotwell.
- FACILITIES**
500 w.; 810 kc. Non-directional.
Operating schedule: Sunrise to local sunset.

AGENCY COMMISSION

GENERAL RATE POLICY
Affiliated with Keystone Radio Network.

TIME RATES
Rates effective March 15, 1964. (Card No. 1)
Card received June 17, 1965.

SPOT ANNOUNCEMENTS
GUARANTEED TIMES

- | 1 ti..... | 1 min | 30 sec | 10 sec |
|-------------|-------|--------|--------|
| 1 ti..... | 5.00 | 4.00 | 3.00 |
| 52 ti..... | 4.50 | 3.65 | 2.65 |
| 105 ti..... | 4.00 | 3.30 | 2.40 |
| 158 ti..... | 3.80 | 3.00 | 2.20 |
| 260 ti..... | 3.25 | 2.75 | 2.00 |

PACKAGE PLANS ROS

- | PER WK: | 1 min | 30 sec | 10 sec |
|------------|-------|--------|--------|
| 5 ti..... | 4.25 | 3.50 | 2.50 |
| 10 ti..... | 3.75 | 3.15 | 2.31 |
| 20 ti..... | 3.25 | 2.75 | 2.01 |

PROGRAM TIME RATES

- | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|-------------|--------|--------|-------------|
| 1 ti..... | 40.00 | 32.00 | 25.00 12.81 |
| 52 ti..... | 36.00 | 29.00 | 22.50 11.21 |
| 105 ti..... | 32.00 | 26.00 | 20.00 10.01 |
| 158 ti..... | 29.00 | 23.50 | 18.00 9.01 |
| 26 | | | |

ROGERS CITY

Presque Isle County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WHAK

1948



Media Code 4 223 8460 2.00
Huron Shore Broadcasting Corp., Mokka Dr., Rogers City, Mich. 49779. Phone 517-734-2175.

- PERSONNEL**
General Manager—Harvey A. Klann.
Commercial Manager—Albert Klann.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
Michigan Spot Sales, Inc.
- FACILITIES**
5,000 w.; 960 kc. days. Non-directional.
Operating schedule: 6:15 a.m. to local sunset weekdays; 7:55 a.m. to local sunset Sundays. EST.
- AGENCY COMMISSION**
15/10 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 10b.
Basic Rates: 22a, 23a, 24a, 24c, 25a, 26, 28a, 29a, 29b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62c.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 82.
Member: Northern Power Network.

TIME RATES

No. 3N EST 6/1/67—Rec'd 5/18/67.

6. SPOT ANNOUNCEMENTS		1x		25x		52x		104x		156x		260x		520x	
1 min	4.00	3.75	3.65	3.45	3.25	3.00	2.80								
7. PACKAGE PLANS		1 MIN:		5 TI		10 TI		25 TI		50 TI		100 TI		250 TI	
Per day	3.60	3.80	3.85	3.10	2.90	3.10	3.10	3.50	3.10	3.10	3.10	3.10	3.10	3.10	3.10
Per wk	3.80	3.85	3.10	2.90	3.10	3.10	3.10	3.50	3.10	3.10	3.10	3.10	3.10	3.10	3.10
For mo.	3.80	3.85	3.10	2.90	3.10	3.10	3.10	3.50	3.10	3.10	3.10	3.10	3.10	3.10	3.10

ROYAL OAK

Oakland County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

SAGINAW (3 AM; 2 FM)

Saginaw County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WBCM

BAY CITY

City of license—Bay City, Michigan.
Considered by American Entertainment Network as their Saginaw-Bay City outlet.
See listing under Bay City.

WKNX

1947

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 223 8500 3.00
Lake Huron Broadcasting Corporation, 5200 State Rd., Saginaw, Mich. 48602. Phone 517-799-1000.
TWX 810-265-9093.

- PERSONNEL**
Pres. & Gen'l Mgr.—William J. Edwards.
Station Manager—Howard H. Wolfe.
Vice-President, Sales—Robert M. Chandler.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
10,000 w. days; 1210 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/10 net time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman.
Member: Michigan Must-Buy Network.
10% discount when sold in combination with WTRX, Flint, Mich.

TIME RATES

EST 11/1/67—Rec'd 11/2/67.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & after 7 pm; Sun all day.

7. PACKAGE PLANS		I		II		
PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
11	17.00	13.60	8.50	14.00	11.20	7.00
12	15.00	12.00	7.50	12.00	9.60	6.00
15	14.00	11.20	7.00	11.00	8.50	5.50
BEST PLAN BUY						
I—Mon thru Sat 6-10 am.						
II—Mon thru Sat 10 am-3 pm.						
III—Mon thru Sat 3-7 pm.						
IV—After 7 pm & Sun all day.						
15 ti (41, 41L, 41L, 41L, 41V), ea.	10.50					
15 ti (42, 42L, 42L, 42V), ea.	12.00					
Not combinable with other weekly plans for added frequency.						
8. PROGRAM TIME RATES						
5 min—1-1/2 x	applicable 1-min rate.					

CONSECUTIVE WEEKS DISCOUNTS
26 wk—4% 52 wk—8%
Not applicable to Best Buy Plan.
RATEHOLDER
Minimum weekly sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

WSAM

1940

WSAM-FM

1947

Media Code 4 223 8580 7.00
MacDonald Broadcasting Co., 2000 Whittier St., Saginaw, Mich. 48601. Phone 517-752-8161.

- PERSONNEL**
Pres. & Gen'l Mgr.—Kenneth MacDonald.
Program Director—Dave Hollie.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
Michigan—Michigan Spot Sales, Inc.
- FACILITIES**
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 1,700 w.; 98.1 mc.
Antenna ht.—380 ft. above average terrain.
Operating schedule same as AM.
- AGENCY COMMISSION**
15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b, 16c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60l, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

EST 7/1/67—Rec'd 6/28/67.

7. PACKAGE PLANS		PER WK:		6 TI		12 TI		18 TI		24 TI	
1 min	9.00	8.00	7.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00
20/30 sec.	7.20	6.40	5.60	4.80	4.80	4.80	4.80	4.80	4.80	4.80	4.80
10 sec: 50% of 1-min.											
8. PROGRAM TIME RATES											
1 ti	1 hr	1/2 hr	1/4 hr	10 min	5 min	60.00	48.00	32.00	24.00	18.00	16.00
(CR)											

WSGW

1950

WSBM (FM)

1969

CBS Radio Network

A Beeth Owned Station

Media Code 4 223 8640 9.00
Booth Broadcasting Company, 4th fl., Mason Bldg., Saginaw, Mich. 48607. Phone 517-753-4456.

- PERSONNEL**
President—John L. Booth.
Vice-Pres. & Gen'l Mgr.—Robert W. Phillips.
Program Director—Jerry Schroeder.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
5,000 w. days. 1,000 w. nights; 790 kc.
Directional—separate patterns day and night.
Operating schedule: 5:45 am-midnight. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 5:45 am-midnight. EST.
Antenna ht.—300 ft. above average terrain.
- AGENCY COMMISSION**
15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.

Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

No. 12 ET 7/1/68—Rec'd 6/5/68.
Drive Time—Mon thru Fri 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS		1 MINUTE		(*)		(*)	
1 x	15.00	13.00	156 x	11.00	9.00	13	14.00
13 ti	14.00	12.00	260 x	10.50	8.50	26	13.00
26 ti	13.00	11.00	312 x	10.00	8.00	52	12.50
52 ti	12.50	10.50	520 x	9.00	7.00	104 ti	11.50
104 ti	11.50	9.50	780 x	8.75	6.75		

- PERSONNEL**
Pres. & Gen'l Mgr.—Kenneth MacDonald.
Program Director—Dave Hollie.
- REPRESENTATIVES**
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
Michigan—Michigan Spot Sales, Inc.
- FACILITIES**
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 1,700 w.; 98.1 mc.
Antenna ht.—380 ft. above average terrain.
Operating schedule same as AM.
- AGENCY COMMISSION**
15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b, 16c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60l, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

WTAC

1946

CITY OF LICENSE FLINT



(This is a paid duplicate of the listing appearing under Flint, Mich.)
Media Code 4 223 4020 8.00

Fugua Communications, Inc., Box 600, Flint, Mich. 48501. Phone 313-694-4146.
Saginaw Office—Service Bldg., 107 Hayden St. Phone 517-755-6587.

- PERSONNEL**
President—Assa Stallworth, Jr.
Vice-Pres. & Gen'l Mgr.—Charles E. Speights.
Sales Manager—Donald K. Mayle.
- REPRESENTATIVES**
McGarran-Guild—PGW Radio, Inc.
- FACILITIES**
1,000 w. days. 500 w. nights; 600 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily, except midnight-4:45 am Mon. EST.
- AGENCY COMMISSION**
15/10 net charges for time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

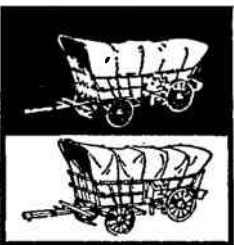
EST 3/1/69—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS		1 TI		6 TI		12 TI		18 TI		
AA	32	30	25	26	26	26	26	26	26	
A	28	24	22	20	20	20	20	20	20	
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.									
7. PACKAGE PLANS										
1 min	9	12	15	18	21	24	27	30	33	
Mon thru Sat 6-10 am & 3-7 pm	9	12	15	18	21	24	27	30	33	
Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day	9	12	15	18	21	24	27	30	33	
1 min	21	20	19	18	17	16	15	14	13	
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.									
8. PROGRAM TIME RATES										
5 min—1-1/2 x	1-min.									

SAGINAW STATIONS DO NOT DELIVER BAY CITY!

SHARES		Homes %	
Monday-Friday 6:00-10:00 AM	WBCM AM-FM	50	
	Saginaw Stations combined	17	

- ### FACTS ABOUT BAY CITY
- There are 93,000 homes in the combined Saginaw-Bay City markets.
 - Bay City represents 36% of the combined area (34,000 homes).
 - To sell both cities you must use stations in both markets.



Pulse — Bay City Metro Area, February 1969

WBCM PIONEER RADIO BAY CITY, MICHIGAN

"Turn To Our Listing In Bay City!"

MICHIGAN

St. Johns—W R B J—Continued

7. PACKAGE PLANS

1-MINUTE ANNOUNCEMENT PACKAGES		
PER WK:	ea	us
1 tl	5.50	20 tl
5 tl	5.25	30 tl
10 tl	5.00	50 tl
15 tl	4.75	

20/30-second spots—75% of applicable 1-minute rate.
8/10 second ID's—50% of applicable 1-minute rate.

ST. JOSEPH

Berrien County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.

See Benton Harbor—St. Joseph

SALINE

Washtenaw County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

WOIB

1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 8880 1.00
Felly Broadcasting Co., 3001 Brassow Rd., 5 miles North of Saline, Mich. Phone 813-663-0569.
Mailing address: Box 5, Ann Arbor, Mich. 48107

1. PERSONNEL

President—Ronald E. Felly.
General Manager—George Sproule.
2. REPRESENTATIVES
New York, Chicago, Los Angeles, San Francisco—Frederick W. Smith.
Pearse Sales.

3. FACILITIES

500 w.; 1290 kc. Directional, days.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WOIA (FM), Ann Arbor.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a.
Contracts: 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 52a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 71a, 72a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WOIA (FM), Ann Arbor.

6. SPOT ANNOUNCEMENTS

15/0 time only; 10 days.

10 sec 30 sec 1 min

1 x	3.94	6.66	7.88
13 x	3.66	6.10	7.32
28 x	3.45	5.68	6.80
52 x	3.17	5.12	6.34
104 x	2.98	4.70	5.92
156 x	2.88	4.14	5.36
260 x	2.40	3.58	4.80
312 x	2.19	3.16	4.38
624 x	1.91	2.60	3.82
1248 x	1.70	2.18	3.40

1-minute, 30-second and 10-second spots may be combined for maximum discount.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	12.90	19.86	36.00	55.00
13 x	12.06	18.70	33.00	50.00
28 x	11.22	17.54	30.00	45.00
52 x	10.38	16.38	27.00	40.00
104 x	9.54	15.22	24.00	35.00
156 x	8.70	14.06	21.00	30.00
260 x	7.86	12.90	18.00	25.00
312 x	7.02	11.74	15.00	20.00
624 x	6.18	10.58	12.00	15.00
1248 x	5.34	9.42	9.00	10.00

Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

SANDUSKY

Sanilac County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WMIC

1958

NAB

Media Code 4 223 8895 9.00
Sunilac Broadcasting Co., 19 S. Elk St., Sandusky, Mich. 44871. Phone 813-648-2700.

1. PERSONNEL

Sales Manager—Tim Hutchinson.
Program Director—Ed Stimpson.

3. FACILITIES

1,000 w. days; 1560 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a.
Contracts: 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 52a.
Comb.: Cont. Discounts: 60a, 61a, 62a, 63a, 64a, 65a, 66a, 67a, 68a, 69a, 70a, 71a, 72a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

6. SPOT ANNOUNCEMENTS

15/0 time only; 10 days.

10 sec 30 sec 1 min

1 x	12.90	19.86	36.00	55.00
13 x	12.06	18.70	33.00	50.00
28 x	11.22	17.54	30.00	45.00
52 x	10.38	16.38	27.00	40.00
104 x	9.54	15.22	24.00	35.00
156 x	8.70	14.06	21.00	30.00
260 x	7.86	12.90	18.00	25.00
312 x	7.02	11.74	15.00	20.00
624 x	6.18	10.58	12.00	15.00
1248 x	5.34	9.42	9.00	10.00

8. PROGRAM TIME RATES

15/0 time only; 10th of month.

10 sec 30 sec 1 min

1 x	12.90	19.86	36.00	55.00
13 x	12.06	18.70	33.00	50.00
28 x	11.22	17.54	30.00	45.00
52 x	10.38	16.38	27.00	40.00
104 x	9.54	15.22	24.00	35.00
156 x	8.70	14.06	21.00	30.00
260 x	7.86	12.90	18.00	25.00
312 x	7.02	11.74	15.00	20.00
624 x	6.18	10.58	12.00	15.00
1248 x	5.34	9.42	9.00	10.00

Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	5.25	4.75	2.75
28 x	4.75	4.45	2.60
52 x	4.40	4.10	2.35
104 x	4.10	3.75	2.20
280 x	3.80	3.40	2.05
312 x	3.55	3.05	1.90
260 x	3.30	2.70	1.75
624 x	3.05	2.35	1.60
1248 x	2.65	2.00	1.45

7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	10 sec
10 tl	4.25	3.50	2.25
20 tl	4.00	3.25	2.00
30 tl	3.75	3.00	1.75

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x
1 hr	40	38	36	34	32	30
1/2 hr	30	24	22	20	18	16
1/4 hr	20	17	16	15	14	13
10 min	15	12	11	10	9	8
5 min	10	9	8	7	6	5

(*) 5.50.

SAULT STE. MARIE

Chippewa County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WSOO

1940

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 8940 3.00
Hawthornand Broadcasting Company, P. O. Box 400, 308 Ashmun St., Sault Ste. Marie, Mich. 49783.
Phone 908-632-2231.
Canadian Office: P. O. Box 175., Sault Ste. Marie, Ont. Phone 705-253-0241.

STATION'S PROGRAMMING DESCRIPTION

WSOO: Programmed for general interest, M-F. News every half hour. 6-9 am middle-of-the-road music, time, weather checks. 9:05-9:25 am telephone participation, trade buy and sell. 9:30-9:55 am women's show, recipes, household hints, telephone participation. Half hour gospel songs. Noon-1 pm news, stock market, sports. 1:05-1:30 pm social notes. 1:30-2 pm showtimes. 2-4 pm current hits. 4-6 pm rock. 6-7 pm news, sports. 8-9 pm serious music. 9:05 pm-12:34 showtimes or sports, play-by-play. Sat am: country music, reports, county agent, weather, farm bureau, PM: dance bands. Sun 7:30 am-noon religious programs. 1-6 pm pro sports. 9:05-10 pm Broadway shows. 10-11 pm showtimes. Contact Representative for further details. Rec'd 2/13/69.

1. PERSONNEL

President—Stanley R. Pratt.
General Manager—Russell J. Staffeld.

2. REPRESENTATIVES

Northern Broadcast Sales.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 6:00 a.m. to midnight. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS

15/0 time only; 10 days.

10 sec 30 sec 1 min

1 x	8.00	7.50	7.20	6.80	6.40	6.00
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8. PROGRAM TIME RATES

15/0 time only; 10 days.

10 sec 30 sec 1 min

1 x	12.90	19.86	36.00	55.00
13 x	12.06	18.70	33.00	50.00
28 x	11.22	17.54	30.00	45.00
52 x	10.38	16.38	27.00	40.00
104 x	9.54	15.22	24.00	35.00
156 x	8.70	14.06	21.00	30.00
260 x	7.86	12.90	18.00	25.00
312 x	7.02	11.74	15.00	20.00
624 x	6.18	10.58	12.00	15.00
1248 x	5.34	9.42	9.00	10.00

Programs may not be combined with spot schedules for greater program frequency discounts; however, spots may be combined with program schedules for increased spot frequency discount. Discounts allowed retroactively on programs and spots run in any 52 consecutive weeks.

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Traverse City—WCCW—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a,
 24b, 25a, 28b, 28c, 29a, 29b.
 Contracts: 40a, 41, 44a, 45, 46, 51a, 51b, 51c,
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a,
 61b, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Member: Northern Power Network.

TIME RATES

No. 4 ET Rec'd 3/10/69.

6. SPOT ANNOUNCEMENTS						
	1x	25x	52x	104x	260x	520x
1 min	4.50	4.25	4.00	3.50	3.40	3.25
30 sec	4.25	3.75	3.50	3.10	3.00	2.80
10 sec	3.00	2.35	2.25	1.95	1.80	1.80

7. PACKAGE PLANS

PER WK:	1 t	5 t	10 t	20 t	30 t
1 min	4.50	4.35	4.00	3.75	3.50
30 sec	4.25	3.75	3.50	3.00	2.80
10 sec	3.00	2.75	2.50	2.25	2.00

WCCW-FM

1966

Subscriber to the NAB Radio Code

Media Code 4 223 9241 7.00
 WCCW, Inc., Box 666, 346 E. State St., Traverse
 City, Mich. 49684. Phone 946-6211.

- PERSONNEL**
 Pres. & Gen'l Mgr.—John R. Anderson.
 Program Director—Jerry Meyer.
- REPRESENTATIVES**
 Walton Broadcasting Sales Corporation,
 Michigan Spot Sales, Inc.

- FACILITIES**
 ERP 840 w.; 92.1 mc.
 Operating schedule: 6 am-midnight, EST.
 Antenna ht.: 251 ft. above average terrain.
 Partial simulcast operation. Operated separately 9:05
 am-midnight. For simulcast facilities see WCCW.

- AGENCY COMMISSION**
 None. Bills payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a.
 Contracts: 40a, 41, 44a, 45, 46, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60g, 60i, 61a.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES

ET 7/1/67—Rec'd 11/9/67.

6. SPOT ANNOUNCEMENTS					
	1x	52x	104x	260x	520x
1 min	4.50	3.80	3.60	3.50	3.00
30 sec	4.00	3.70	3.50	3.25	2.75
10 sec	3.50	3.00	2.75	2.50	2.00

8. PROGRAM TIME RATES

1 hr (following news on the hr)	10
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WTCTM

1941

WTCTM-FM

1965



Subscriber to the NAB Radio Code

Media Code 4 223 9300 9.00
 Midwestern Broadcasting Co., Paul Bunyan Bldg.,
 Traverse City, Mich. 49684. Phone 616-947-7675.

STATION'S PROGRAMMING DESCRIPTION
 WTCTM: Programmed for general interest.
 AIR PERSONALITIES handle all segments. NEWS:
 every hour, local every half hour. 6-9 am weather,
 news, sports and road information, and a variety of
 music for all ages. 9 am-noon middle-of-the-road
 music. Noon-1 pm report of news, weather and sports.
 7-11:15 pm all live major league baseball, local high
 school football and basketball, middle-of-the-road
 music when there are no sports. Also carry pro foot-
 ball. Station carries week-end network service. Con-
 tact Representative for further details. Rec'd 8/4/67.

- PERSONNEL**
 General Manager—Les Biederman.
- REPRESENTATIVES**
 Alan Torbet Associates, Inc.
- FACILITIES**
 1,000 w. days; 250 w. nights; 1400 kc.
 Non-directional.
 FM-ERP 38,200 w.; 102.5 mc. Stereo.
 Antenna ht.: 715 ft. above average terrain.
 Operating schedule: 6 am-11:15 pm. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 27,
 28b, 29a, 30, 31, 33a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48,
 49, 50, 51a.
 Comb.; Cont. Discounts: 60a, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with NBC Radio Network.
 Member: Paul Bunyan Network.

TIME RATES

ET 2/1/67—Rec'd 12/20/66.

AA—6:30-9 am & 4-6 pm.	
A—All other times.	

7. PACKAGE PLANS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
AA	8.00	7.75	7.50	7.00	6.50	6.00
A	6.50	6.25	6.00	5.50	5.00	4.50

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES						
	1x	25x	52x	104x	260x	312x
1/4 hr	27.00	25.00	24.00	23.00	22.00	20.00
10 min	17.00	16.00	15.00	14.00	13.50	13.00
5 min	12.00	11.00	10.00	9.50	9.00	8.50

CONTRACT DISCOUNTS

26 wk—4%	52 wk—8%
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WHITEHALL

Muskegon County—Map Location D-9
 See SRDS consumer market map and data at begin-
 ning of the State.

WLRC

1968

Media Code 4 223 9330 6.00
 Whiteslake Radio Corp., Box 158, 6956 Blank Rd.,
 Whitehall, Mich. 49461. Phone 616-893-1465.

- PERSONNEL**
 General Manager—Thomas J. Ambrose.
 Sales Manager—Al Goddard.
 Program Director—Dave Harper.
- REPRESENTATIVES**
 Radio Time Sales/International.

MICHIGAN

- FACILITIES**
 1,000 w. days; 250 w. nights; 1490 kc.
 Non-directional.
 Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
 15/0 time & silent; payable 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b.
 Rate Protection: 10a, 14a, 15a, 15b, 15c, 16.
 Basic Rates: 20b, 21b, 22a, 23a, 23b, 24a, 24b, 24c,
 25a, 25b, 25c, 25d, 30.
 Contracts: 40a, 41, 42b, 42d, 44a, 46, 47a, 48,
 51a, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 61b, 62b, 62d.
 Cancellation: 70d, 71b, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Entertainment Network.

TIME RATES

ET Rec'd 1/19/68.

6. SPOT ANNOUNCEMENTS				
	1x	100x	200x	300+
1 min	4.00	3.75	3.50	3.25
30 sec	3.00	2.75	2.50	2.00+

10. SPECIAL FEATURES

NEWS			
	1x	100x	200+
5 min	7.50	6.75	5.20

WYOMING

Kent County—Map Location D-9
 See SRDS consumer market map and data at begin-
 ning of the State.

See Grand Rapids (including Wyoming)

YPSILANTI

Washtenaw County—Map Location G-10
 See SRDS consumer market map and data at begin-
 ning of the State.

See Ann Arbor (including Ypsilanti)

CAUTION—page numbers break here

No pages are missing!

Should you detect a break in the continuity of page numbers between this page and the succeeding one, you need not be concerned. There have been no pages omitted—only *page numbers*. The break in page numbers is the result of a production procedure designed to step up the production of *Spot Radio Rates and Data*, so it will reach you at the *earliest* possible moment after its forms close.

Similar breaks in page numbers will occur at about this point in future issues. It will not indicate that any pages are missing.

We think you will agree that the contents and the cutting of production time of *Spot Radio Rates and Data* are far more important to you than maintaining the continuity of page numbers.

Note that, in this issue, the first page after number 468 is page number 501.

468

CHANGE BULLETIN

Aug. 21, 1969 Number 48

SUPPLEMENT TO

spot radio rates and data

use with issues dated
Aug. 1, 1969
and
Sept. 1, 1969

Latest available Rates and Data. (R)

ALABAMA—Andalusia

WCTA

TIME RATES

6. SPOT ANNOUNCEMENTS		1x 25x 52x 104x 260x 312x				
1 min.	2.80	2.70	2.60	2.50	2.30	2.20
30 sec or less: 80% of 1-min.						
8. PROGRAM TIME RATES		1x 25x 52x 104x 260x 312x				
1 hr.	35.00	28.00	26.00	24.00	22.00	20.00
1/2 hr.	24.00	20.00	17.00	14.00	12.00	10.00
1/4 hr.	15.00	12.00	9.00	8.50	8.00	7.00
5 min.	6.00	5.50	5.00	4.50	4.00	3.50

ALABAMA—Andalusia

WNBX (FM)

TIME RATES

Rates are identical to WCTA. See that listing.

ALABAMA—Birmingham

WBRC

6. SPOT ANNOUNCEMENTS	
A—Mon thru Sat 10 am-3 pm.	
B—Mon thru Sat 7 pm-midnight; Sun all day.	

NEW LISTING

ALABAMA—Boaz

WBSA

1959
Radio Sand Mountain, Inc., Box 597, McVillie Rd.,
Boaz, Ala. 35957. Phone 205-593-4264.

1. PERSONNEL	
Pres. & Gen'l Mgr.	Glenn M. Cornelius.
Vice-President	Alton M. Landers.
Sec'y/Treas.	Mary S. Cornelius.
3. FACILITIES	
1,000 w.; 1300 kc.	Non-directional.
Operating schedule:	6 am-local sunset. CST.
4. AGENCY COMMISSION	
None; all rates net to station.	

(This listing continued on next column)

If you have to lend your copy of SRDS (or borrow someone's) you are depriving yourself of rate information that should be on your desk at all times. Additional subscriptions will end inconvenience and time loss. Send your order to SRDS circulation department—TODAY—your PERSONAL copy can be on your desk within one week. NO CHARGE is made for basic listings of media and/or their representatives in SRDS publications.

5. GENERAL ADVERTISING See coded regulations	
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.	
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 15d, 16.	
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 31, 32b, 33a.	
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.	
Comb.; Cont. Discounts: 60d, 60e, 60h, 61b, 62b, 62d.	
Cancellation: 70h, 70e, 71a, 72, 73b.	
Prod. Services: 80, 82.	
Affiliated with American Entertainment Network.	

NATIONAL AND LOCAL RATES SAME	
6. SPOT ANNOUNCEMENTS	
1x 26x 52x 104x 156x 312x	
1 min.	2.30 1.95 1.70 1.60 1.50 1.40
30 sec.	1.90 1.65 1.40 1.30 1.20 1.10
20 sec.	1.55 1.30 1.05 .95 .85 .75
8. PROGRAM TIME RATES	
1x 26x 52x 104x 156x 312x	
1 hr.	35.00 25.00 20.00 19.00 17.00 13.00
1/2 hr.	13.25 12.75 12.50 12.00 11.00 9.00
1/4 hr.	6.50 6.10 5.90 5.70 5.40 5.00
5 min.	4.50 4.10 3.90 3.70 3.40 3.00

NEW LISTING

ALABAMA—Montgomery

WCOV-FM

1. PERSONNEL	
Station Manager	Karl Richards.
Program Director	Don Markwell.
General Manager	Frank Ragsdale.
2. REPRESENTATIVES	
Meeker Radio, Inc.	
South, Southwest—Busby, Finch and Woods, Inc.	
3. FACILITIES	
ERP	50,000 w.; 92.3 mc. Stereo.
Operating schedule:	7-1 am. CST.
Antenna ht.:	390 ft. above average terrain.
4. AGENCY COMMISSION	
15% time only; 10th of month.	

5. GENERAL ADVERTISING See coded regulations	
General: 1b, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.	
Rate Protection: 10c.	
Basic Rates: 20a, 21d.	
Contracts: 40a.	
Comb.; Cont. Discounts: 60a, 60i.	
Cancellation: 70c, 71a.	
Prod. Services: 82.	
TV facilities:	WCOV-TV.
Affiliated with NBC.	

7. PACKAGE PLANS	
PER WK:	10 ti 15 ti 20 ti 25 ti 30 ti
1 min.	8.50 8.00 7.50 7.00 6.00
30 sec.	5.50 5.00 4.50 4.00 3.50
8. PROGRAM TIME RATES	
PER WK:	1 ti 3 ti 5 ti
1/2 hr.	30 80 125
1 hr.	50 140 225

CALIFORNIA—San Francisco

Oakland

KCBS

SAN FRANCISCO

6. SPOT ANNOUNCEMENTS	
PRIME VI	
20/30 SECONDS	
PER WK:	1x 150x 300x 500x 900+
10 ti.	33 32 31 29 26

COLORADO—Denver

KO A

5. GENERAL ADVERTISING See coded regulations	
AAA—Mon thru Sat 6-10 am & noon-1 pm.	
AA—Mon thru Sat 3-7 pm.	
A—Mon thru Sat 10 am-noon & 1-3 pm.	
B—Mon thru Sat 7-10 pm; Sun all day.	
C—All other times.	

6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti 30+
1 min.	62.00 58.00 55.00 50.00 48.00 43.00
30/20 sec.	49.50 48.50 44.00 40.00 37.00 34.50
10 sec.	37.00 35.00 33.00 30.00 27.50 26.00
SCHEDULE OF SPOTS MAY BE DIVIDED EQUALLY BETWEEN	
AAA and AA. If so, AA rate prevails providing spots are for a single product, same length and AAA and AA schedules are running concurrently.	
CLASS AA	
1 min.	50.00 45.00 41.00 38.00 35.00 33.00
30/20 sec.	40.00 38.00 33.00 30.50 28.00 26.50
10 sec.	30.00 27.00 24.50 23.00 21.00 20.00
Preferred rotation in traffic times, per spot extra 3.00.	

CLASS A	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti 30+
1 min.	41.00 38.00 35.00 32.00 29.00 26.00
30/20 sec.	33.00 30.50 28.00 25.50 23.00 21.00
10 sec.	24.50 23.00 21.00 19.00 17.50 15.50
CLASS B	
1 min.	32.00 29.00 27.00 25.00 23.00 21.00
30/20 sec.	25.50 23.00 21.00 20.00 18.50 17.00
10 sec.	19.00 17.50 16.00 15.00 14.00 12.50
CLASS C	
1 min.	26.00 22.00 19.00 18.00 17.00 16.00
30/20 sec.	21.00 17.50 15.00 14.50 13.50 13.00
10 sec.	15.50 13.00 11.50 11.00 10.00 9.50

7. PACKAGE PLANS	
SCHEDULED WITHIN 7-DAY PERIOD. SOLD IN MULTIPLES OF 4 SPOTS:	
2 ti 6-10 am/3-7 pm	Mon thru Fri.
2 ti 10 am-3 pm	Mon thru Fri or weekend.
PER WK, EA:	4 ti 8 ti 12 ti 16 ti 20 ti
1 min.	32.50 31.25 30.00 28.75 27.50
30 sec.	26.00 25.00 24.00 23.00 22.00
Does not combine with any other spot service for discounts.	

TOTAL AUDIENCE PLAN—AM/FM COMBINATION	
SOLD IN MULTIPLES OF 4. EQUAL OR GREATER NUMBER OF SPOTS WILL BE PLACED ON FM IN BTA AT 3.00 PER SPOT. FM ONLY: 3.00 PER SPOT.	
8. PROGRAM TIME RATES	
No. 23 Eff 8/18/69—Rec'd 8/11/69.	
AAAA—Mon thru Sat 6-10 am & noon-1 pm.	
AA—Mon thru Sat 3-7 pm; Sun all day.	
A—Mon thru Sat 10 am-noon & 1-3 pm.	
B—Mon thru Sat 7-10 pm.	
C—All other times.	

CLASS AAA	
1 hr.	350 294 278 264 250 235
1/2 hr.	191 183 174 165 156 147
1/4 hr.	133 128 121 116 110 105
10 min.	108 103 99 94 89 84
5 min.	66 63 61 57 54 52

CLASS AA	
1 hr.	320 267 258 240 227 214
1/2 hr.	174 168 158 150 142 134
1/4 hr.	121 116 110 105 100 95
10 min.	98 94 90 85 81 76
5 min.	60 57 55 52 49 47

CLASS A	
1 hr.	255 243 231 219 207 195
1/2 hr.	159 152 145 137 130 123
1/4 hr.	111 106 101 97 92 87
10 min.	90 86 82 78 74 70
5 min.	55 53 50 48 45 43

CLASS B	
1 hr.	230 219 209 198 187 176
1/2 hr.	144 138 131 125 118 112
1/4 hr.	101 97 92 88 84 80
10 min.	82 78 74 71 67 64
5 min.	50 48 46 44 42 40

CLASS C	
1 hr.	195 186 177 168 159 150
1/2 hr.	123 118 112 107 101 96
1/4 hr.	87 83 80 76 73 69
10 min.	70 67 64 61 58 55
5 min.	43 41 39 38 36 34

NEW LISTING

FLORIDA—West Palm Beach

WEAT-FM

6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti 30+
1 min.	62.00 58.00 55.00 50.00 48.00 43.00
30/20 sec.	49.50 48.50 44.00 40.00 37.00 34.50
10 sec.	37.00 35.00 33.00 30.00 27.50 26.00

5. GENERAL ADVERTISING See coded regulations	
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.	
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15a, 16.	
Basic Rates: 21a, 21b, 22a, 23a, 24a, 25a, 29c, 30, 33a.	
Contracts: 40c, 41, 42a, 42a, 44a, 45, 46, 50, 51c.	
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 62d.	
Cancellation: 70a, 70d, 71a, 73a.	
Prod. Services: 82.	
Affiliated with MBS.	

TIME RATES	
No. 1 Eff 7/30/69—Rec'd 7/25/69.	
6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti 30+
1 min.	12.00 10.00 9.00 7.00 6.00
30 sec.	9.00 7.50 6.75 5.25 4.25

moved

report to srds users

Change
SRDS is pleased to announce that the 1969 rates and data have been revised and changed in the 1969 rates and data. These changes are the result of a thorough review of the 1968 rates and data. The changes are the result of a thorough review of the 1968 rates and data. The changes are the result of a thorough review of the 1968 rates and data.

Report to users called by J. Kelly, Sr., vice president—SRDS

Another change is that made, and the language in the listing now reads, "Rate card revised." In other words, the media owner may wish to check the listing for accuracy. SRDS will not have the time to check the listing for accuracy. SRDS will not have the time to check the listing for accuracy. SRDS will not have the time to check the listing for accuracy.

SRDS reports change in the rates and data of advertising media—quickly and accurately. Our speed in getting this information to you consistently remains a question about the accuracy of the information, because appropriate, responsive information. These are very apparent discrepancies, though—don't see us responsible in the accuracy of the information we supplied you.

The rates of the apparent discrepancy to change.

It is necessary for many media owners to forward our information to SRDS as well as a desire to have been made to change existing information. They are not required to wait until they have printed and released the new rates and information. The media owner obtains benefits the new data in unimpaired form as well as printed form. On the other hand, the SRDS maintains we forward certain each month.

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HAWAII—Honolulu
KGU

TIME RATES
Eff— Rec'd 8/11/69.

AA—Mon thru Sat 5:30-9 am.
A—Mon thru Sat 9 am-7 pm.
B—All other times. ROS (except sports).

6. SPOT ANNOUNCEMENTS

CLASS AA	1 wk	4 wk	13 wk	26 wk	52 wk
1 TI PER WK:	16.00	15.50	15.00	14.50	14.00
30 sec	11.50	11.00	10.50	10.00	9.50
6 TI:					
1 min	15.00	14.50	14.00	13.50	13.00
30 sec	10.50	10.00	9.50	9.00	8.50
12 TI:					
1 min	14.00	13.50	13.00	12.50	12.00
30 sec	9.50	9.00	8.50	8.00	7.50
24 TI:					
1 min	13.00	12.50	12.00	11.50	11.00
30 sec	8.50	8.00	7.50	7.00	6.50
CLASS A					
1 TI:	14.00	13.50	13.00	12.50	12.00
30 sec	10.00	9.50	9.00	8.50	8.00
6 TI:					
1 min	13.00	12.50	12.00	11.50	11.00
30 sec	9.00	8.50	8.00	7.50	7.00
12 TI:					
1 min	12.00	11.00	10.50	10.00	9.50
30 sec	8.00	7.50	7.00	6.50	6.00
24 TI:					
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	7.00	6.50	6.00	5.50	5.00
CLASS B—ROS					
1 TI:	12.00	11.50	11.00	10.50	10.00
30 sec	8.50	8.00	7.50	7.00	6.50
6 TI:					
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	7.00	6.50	6.00	5.50	5.00
12 TI:					
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00
24 TI:					
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.50	3.50

ILLINOIS—Peoria
WXCL

2. REPRESENTATIVES
McGavren-Gulld-PGW Radio, Inc.

IOWA—Waterloo
KCFI

CEDAR FALLS
No. 5 Eff 9/1/69—Rec'd 8/14/69.

AA—Mon thru Fri 6-9 am & 3 pm-sign-off; Mon thru Sat Swap Shop 11:30 am-noon.
A—Mon thru Fri 9 am-3 pm; Sat sign-on-sign-off.
B—Sun sign-on-sign-off.

7. PACKAGE PLANS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	12	11	10	9	8
A	11	10	9	8	7
B	10	9	8	7	6

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Programs and spots may be combined to earn discounts on spots only.

DISCOUNT
26 wk—5%
52 wk—10%
No rate lower than 24 ti.

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
Plan I, 6 ti (1AA, 2A, 3B)	54	43	27
Plan II, 12 ti (2AA, 4A, 6B)	96	77	48
Plan III, 18 ti (3AA, 6A, 9B)	126	100	63
Plan IV, 24 ti (4AA, 8A, 12B)	144	115	72

COMMUTER PLAN
(Mon thru Fri 6-9 am & 3 pm-sign-off)

5 AM & 5 PM	1 min	30 sec	10 sec
	110	88	55

8. PROGRAM TIME RATES

CLASS AA	5 min	1/4 hr	1/2 hr	1 hr
1 ti	19	34	68	133
3 ti	18	32	64	128
6 ti	17	30	60	120
CLASS A				
1 ti	17	30	60	120
3 ti	16	28	56	112
6 ti	15	26	52	104
CLASS B				
1 ti	15	26	52	104
3 ti	14	24	48	96
6 ti	13	22	44	88

Programs and spots may be combined to earn discounts on spots only.

MAINE—Houlton
WHOU

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff— Rec'd 8/11/69.

6. SPOT ANNOUNCEMENTS

	1-10x	52x	130x	196x	260x	390x	500x
1 min	4.00	3.50	3.25	2.95	2.80	2.65	2.55
30 sec	3.50	3.00	2.75	2.45	2.30	2.15	2.05
10 sec	2.00	2.00	1.65	1.50	1.40	1.30	1.25

To be used in 52 weeks.

NEW LISTING
MINNESOTA—Anoka
KTWN (FM)

1956
Northwest Broadcasting Co., Box 1470, R.R. 13, Anoka, Minn. 55303. Phone 612-421-2600.

1. PERSONNEL
President—J. Warren Burke.
Oper. & Prog. Mgr.—Paul W. Dennett.
Chief Engineer—John Nelson.

2. REPRESENTATIVES
Charles Bernard Co., Inc.

3. FACILITIES
ERP 57,000 w. (horiz.), 57,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 6-2 am daily. CST. Antenna ht.: 420 ft. above average terrain. Partial simulcast operation. Operated separately 6-2 am Mon thru Sat & 8-2 am Sun. For simulcast facilities see KAND.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations. See KANO listing for coded regulations. AM facilities: KANO Music Network. Member: Country Music Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/68—Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS

PER WK:	13 wk	26 wk	39 wk	52 wk
PER YR:	260x	520x	780x	1040x

1 min..... 8 7 6 5
12+..... 142 130 100

Sold on a participating sponsorship basis with guaranteed product exclusively on 52-week contracts only. 1 participation consists of 20 1-minute spots weekly with equal scheduling guaranteed on all time periods unless otherwise specified by advertiser. Product exclusively guaranteed only on 52-week firm contracts. Rates are guaranteed for length of contract only.

MINNESOTA—Minneapolis-St. Paul
WCCO

MINNEAPOLIS
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Eff 9/15/69—Rec'd 8/13/69.

6. SPOT ANNOUNCEMENTS

SECTION I
Morning Drive—Mon thru Sat 5:59-10 am:
PER WK: 1 min 30 sec 20 sec *10 sec

1 ti	160	135	115
6 ti	154	130	109
12+	144	122	104

Afternoon Drive—Mon thru Fri 2:59-7 pm:
1 ti..... 148 125 106
6 ti..... 142 130 100
12+..... 133 112 96

Noon Hour—Mon thru Sat 11:59 am-1 pm:
1 ti..... 144 120 104
6 ti..... 138 115 98
12+..... 129 107 93

Daytime—Mon thru Sat 10-11:59 am & 1-2:59 pm; Sat 2:59-6 pm; Sun 5:59 am-1 pm:
1 ti..... 100 85 71
6 ti..... 85 72 61
12+..... 77 65 55

Nighttime—Mon thru Fri 7 pm-5:59 am; Sat & Sun 6 pm-5:59 am:
1 ti..... 70 60 58
6 ti..... 60 51 45
12+..... 55 46 42

(* Minimum of 12 per week.
Preferred position, extra 20%.

DISCOUNTS
26 wk—4%
52 wk—6%
Percentages rounded to the nearest dollar.

1 minute, 30 and 20 seconds may be combined with each other to earn lower rates. 10 seconds do not combine with other spots. Facilities in this section may not be combined with those in sections II and III to earn lower rates. All rates based on use of facilities within each 7-day period on fixed, uninterrupted schedules. Starting time of spots determines classification.

7. PACKAGE PLANS

SECTION III
WEEKEND SATURATION PLAN—SAT AND SUN
PER WK, ROS: 4 ti 8 ti 12+

1 min	75	65	60
20 sec	60	50	45

May not be combined with each other nor with any other facilities to earn lower rates.

8. PROGRAM TIME RATES

SECTION II
Morning Drive—Mon thru Sat 6-10 am:
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7+

1/4 hr	291	283	276	269	262	254	247
10 min	238	232	227	220	214	208	202
5 min	146	143	143	137	134	130	116

Afternoon Drive—Mon thru Fri 3-7 pm:
1/4 hr..... 264 257 251 245 238 231 225
10 min..... 216 211 206 201 194 189 184
5 min..... 135 132 129 125 122 118 105

Noon Hour—Mon thru Sat noon-1 pm:
1/4 hr..... 251 245 239 233 227 220 214
10 min..... 206 201 196 191 185 180 175
5 min..... 129 126 123 119 116 112 100

Daytime—Mon thru Sat 10 am-noon & 1-3 pm; Sat 3-6 pm:
1/4 hr..... 194 190 185 180 175 170 166
10 min..... 156 153 149 146 142 138 134
5 min..... 102 100 97 95 92 88 86

Nighttime—Mon thru Sat 7 pm-6 am:
1/4 hr..... 156 153 149 146 142 138 134
10 min..... 123 120 117 113 111 108 105
5 min..... 82 80 78 76 74 71 69

Weekend—Sat 6-7 pm; Sun 6 am-7 pm:
1/4 hr..... 156 153 149 146 142 138 134
10 min..... 123 120 117 113 111 108 105
5 min..... 82 80 78 76 74 71 69

(This listing continued on next column)

DISCOUNT
26 wk—8%
52 wk—12%
Facilities in this section may be combined with each other but not with those in sections I and III to earn lower rates. All rates based on use of facilities within each 7-day period on fixed, uninterrupted schedules.

MINNESOTA—Rochester
KWEB

2. REPRESENTATIVES
Jack Masla & Co., Inc.

NEW LISTING
MISSOURI—Marshall
KMFL (FM)

1969
KMMO, Inc., Box 513, U.S. Hwy. 85, 1 mi. N.W. of Marshall, Mo. 65340. Phone 816-426-4422.

1. PERSONNEL
Manager—Harold Douglas.
Assistant Manager—Bill Williams.

3. FACILITIES
ERP 56,000 w. (horiz.), 56,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 4:30-11 pm. CST. Antenna ht.: 375 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations. See KMMO listing for coded regulations. AM facilities: KMMO.

TIME RATES
Rates are identical to KMMO. See that listing.

NEW MEXICO—Clovis
KTQM (FM)

TIME RATES
Eff— Rec'd 8/8/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312
30 sec	3.00	2.70	2.55	2.40	2.30	2.20	2.1

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312
1 hr	30.00	27.00	25.50	24.00	22.80	21.90	21.0
1/2 hr	18.00	15.00	14.40	13.80	13.20	12.60	12.0
1/4 hr	10.80	9.00	7.80	7.50	7.20	6.90	6.6
5 min	6.00	5.70	5.40	5.25	5.10	4.95	4.8

NEW MEXICO—Los Alamos
KRSN

2. REPRESENTATIVES
Adam Young Radio, Inc.

NEW MEXICO—Los Alamos
KRSN-FM

2. REPRESENTATIVES
Adam Young Radio, Inc.

NEW YORK—Geneva
WGVA

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 7/1/69—Rec'd 8/13/69.

Premium Drive—Mon thru Sat 5:30-10 am & 3-7 pm
Key Housewife Time—Mon thru Sat 10 am-3 pm
Sun 6 am-7 pm

Evening Times—Sun thru Sat 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

PREMIUM DRIVE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	11.00	8.25	7.70	7.15	6.60	6.00	5.40
30 sec	8.25	6.05	5.78	5.39	4.95	4.50	4.05

KEY HOUSEWIFE TIME

1 min	8.80	6.60	6.27	5.94	5.61	5.28	5.0
30 sec	6.60	4.95	4.68	4.40	4.18	3.96	3.7

EVENING TIMES

1 min	5.28	3.96	3.74	3.52	3.30	3.08	2.8
30 sec	3.96	2.97	2.78	2.64	2.47	2.31	2.1

10 sec: 50% of 1-min.
Fixed position, extra 20%.

7. PACKAGE PLANS
(5:30-1 am—25% guaranteed Drive Time)

ONE WEEK SATURATION

15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	70 ti
1 min	74.25	93.80	115.50	137.70	176.00	209.00
30 sec	74.80	92.25	108.90	140.80	170.50	215.6

TWO WEEK SATURATION

80 ti	90 ti	100 ti	125 ti	
1 min	312.80	336.60	358.00	412.5
30 sec	237.60	257.40	275.00	330.0

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1/4 hr..... 50.00 28 min..... 75.0

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
(*)	15.40	13.20	12.65	12.10	11.00	10.00	9.00
(†)	11.00	9.90	8.80	8.53	8.25	7.98	7.7
(‡)	6.60	6.23	6.05	5.78	5.50	5.23	4.9

(*) Mon thru Sat 5:30-10 am & 3-7 pm.
(†) Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
(‡) Sun thru Sat 7 pm-1 am.

10-min Newscasts—2x 5-min rate.
CONSECUTIVE WEEK CONTRACT DISCOUNT
13 wk—5%
25 wk—10%
52 wk—15%

NORTH CAROLINA—Greensboro

WCOG

TIME RATES

Eff 9/1/69—Rec'd 8/13/69.
 AAA—Mon thru Fri 6-10 am & 3-7 pm.
 AA—Mon thru Fri 10 am-3 pm & 7-10 pm.
 A—All other times.
SPOT ANNOUNCEMENTS
 1 MINUTE
 PER WK: 30 ti 24 ti 18 ti 12 ti 6 ti
 AAA 14.00 15.00 16.00 18.00 20.00
 AA 11.00 12.00 13.00 14.00 15.00
 A 9.00 9.50 10.00 11.00 12.00
 20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
 26 wk—4% 52 wk—8%
PROGRAM TIME RATES
 5 min—1-1/2x applicable 1-min rate.

7. PACKAGE PLANS

PER WK, EA:	7-DAY PLAN				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.10	2.75	2.40	2.10	1.90
30 sec	2.40	2.20	1.95	1.75	1.50

8. PROGRAM TIME RATES

	1x 52x 156x 260x 520x				
	1 hr	1/2 hr	1/4 hr	5 min	All equal AM/FM combination spot buys subject to 10% discount.
1 hr	40.00	35.00	30.00	25.00	20.00
1/2 hr	22.00	19.00	17.50	16.00	14.50
1/4 hr	15.00	13.50	12.50	10.00	8.50
5 min	9.00	8.50	7.75	7.00	6.25

OREGON—Portland

KOIN

TIME RATES

No. 16 Eff 9/1/69—Rec'd 8/11/69.
 AAA—Mon thru Fri 6-10 am.
 AA—Mon thru Fri 3-7 pm.
 A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
	1x 1 min	150x 300+	1x 1 min	150x 300+	30/20 sec
1 ti	39	37	34	29	28
6 ti	36	34	31	27	26
12 ti	34	32	29	25	24
18 ti	32	30	27	24	23
24 ti	30	28	25	23	22

	CLASS AA				
	1x 1 min	150x 300+	1x 1 min	150x 300+	30/20 sec
1 ti	35	33	30	26	25
6 ti	33	31	28	24	23
12 ti	31	29	26	23	22
18 ti	29	27	24	22	21
24 ti	28	26	23	21	20

TRAFFIC PLAN
 Schedule of spots may be divided equally between AAA and AA. If so, AA rate will prevail provided as is for single product, spots are of same length and AAA and AA schedules are running concurrently.

	CLASS A				
	1x 1 min	150x 300+	1x 1 min	150x 300+	30/20 sec
1 ti	30	28	24	22	18
6 ti	28	26	22	20	16
12 ti	26	24	20	20	14
18 ti	24	22	18	19	13
24 ti	22	20	16	18	12

	CLASS B—1 MINUTE OR LESS				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 x	20	19	18	17	16
150 x	18	17	16	15	14
300+	16	15	14	13	12

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
 Schedule within 7-day period. Sold in multiples of 4:
 2 ti 6-10 am/3-7 pm Mon thru Fri.
 2 ti 10 am-3 pm Mon thru Fri or wknd.
PER WK: 4 ti 8 ti 12 ti 16 ti 20 ti 24 ti 24+
 1 min, ea... 27 26 25 24 23 22 22
 30/20 sec... 22 21 20 19 18 17 17
 May be combined with each other for discount purposes, but may not be combined with any other spots for discounts.

TOTAL AUDIENCE PARTICIPATION

PER WK:	1/3AAA, 1/3AA, 1/3A(FM)			
	12 ti	24 ti	36 ti	48 ti
Ea	22	20	16	14

SINGLE WEEKEND PLAN
 1 MIN: 15 ti 20 ti
 Total 240 280

8. PROGRAM TIME RATES
 5 min 10 min 1/4 hr 1/2 hr 1 hr
 Open 40 70 120 200 320

10. SPECIAL FEATURES
 NEWS
 WKLY: 5 ti 10 ti 15 ti 20 ti 25 ti
 Ea 40 36 32 28 24
ANNUAL CONTRACT: Wkly
 5 min AAA, AA News (5x strip) 200
 5 min Jim O'Brien Sports Show 250
 15 min Trading Post 450
WEEKEND NEWS PLAN
 Per broadcast 28
NEWS HEADLINES & WEATHER SUMMARIES
 Mon thru Fri, per broadcast 24
 Sat & Sun, per broadcast 16
 Includes 1-minute spot at open & close.

OHIO—Greenville

WDRK (FM)

REPRESENTATIVES

Frederick W. Smith.

OHIO—Jackson

WLMJ

SPOT ANNOUNCEMENTS

20/30 sec: 80% of 1-min.
 10-sec ROS billboard spots ea 1.00, 5 per day minimum.

OHIO—Portsmouth

WPAY WPAY-FM

NOTE: WPAY-FM is partially simulcast with WPAY and will be listed separately.

WPAY-FM

1948

PORTSMOUTH

WPAY, Inc., 1009 Gallia St., Portsmouth, Ohio 45662. Phone 614-353-5176.

PERSONNEL

President—Paul F. Braden.
 Vice-Pres. & Gen'l Mgr.—Earl W. Francis.

FACILITIES

ERP 93,000 w.; 104.1 mc. Stereo.
 Operating schedule: 5-2 am. EST.

Partial simulcast operation. Operated separately 7-2 am. For simulcast facilities see WPAY.

AGENCY COMMISSION

15% time only.

GENERAL ADVERTISING See coded regulations

See WPAY listing for coded regulations.

TIME RATES

Rates are identical to WPAY. See that listing.

OHIO—Sidney

WMVR

NOTE: WMVR-FM is no longer operated in conjunction with WMVR and will be listed separately.

AGENCY COMMISSION

15% time only.

TIME RATES

Eff 8/7/69—Rec'd 8/7/69.

SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x
1 min	5.50	4.75	4.25	3.75	3.25
30 sec	4.40	3.80	3.40	3.00	2.60

PACKAGE PLANS

7-DAY PLAN

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	4.75	4.25	3.75	3.25	3.00
30 sec	3.80	3.40	3.00	2.60	2.40

PROGRAM TIME RATES

	1x	52x	156x	260x	520x
1 hr	50.00	47.50	45.00	42.50	40.00
1/2 hr	35.00	31.00	29.00	27.00	25.00
1/4 hr	20.00	18.00	16.00	14.00	12.00
5 min	15.00	13.50	12.50	11.50	10.00

10. SPECIAL FEATURES

News Headlines—1-1/2x 1-min rate.
 Includes open, close and 1-minute spot.
 All equal AM-FM combination spot buys subject to 10% discount.

WMVR-FM

1964

Dean Miller Broadcasting Corp., R.R. 1, Russell Rd., Sidney, Ohio 45385. Phone 513-492-4101.

PERSONNEL

President—Dean Miller.
 General Manager—Juek Meyers.

REPRESENTATIVES

Nearse Sales.

FACILITIES

ERP 3,000 w.; 105.5 mc.
 Operating schedule: 6 am-midnight EST.
 Antenna ht.: 155 ft. above average terrain.

AGENCY COMMISSION

15% time only.

GENERAL ADVERTISING See coded regulations

See WMVR listing for coded regulations.

TIME RATES

Eff 8/7/69—Rec'd 8/7/69.

SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x
1 min	3.50	3.10	2.75	2.40	2.05
30 sec	2.80	2.40	2.20	1.95	1.75

(This listing continued on next column)

PENNSYLVANIA—Pittsburgh

WEEP WEEP-FM

TIME RATES

No. A17 Eff 10/15/69—Rec'd 8/8/69.

AAA—6-10 am & 3-7 pm
 AA—10 am-3 pm
 A (FM)—Sat & Sun 7 pm-midnight.

7. PACKAGE PLANS

WEEKLY PACKAGE

PER WK:	1 min			30 sec		
	AAA	AA	A*	AAA	AA	A*
1 ti	32	28	20	26	22	14
13 ti	28	24	16	22	18	12
25-36 ti	24	20	12	18	14	8

10 sec: 50% of 1-min.

ANNUAL PACKAGE

	1x	52x	104x	156x	260x	520x
260 x	30	26	18	24	20	14
520 x	28	24	16	22	18	12
780 x	26	22	14	20	16	10
1040 x	24	20	12	18	14	8

10 sec: 50% of 1-min.

(*) FM.

(This listing continued on next column)

NEW LISTING

PUERTO RICO—Ponce

WLEO-FM

1966
 Ponce Broadcasting Corp., Box 38, Playa Ponce, P. R. 00731. Phones 842-3038, 1170, TWX 844-1170.

1. PERSONNEL

Pres. & Gen'l Mgr.—Charles Cordero.
 Vice-Pres. & Tech. Dir.—J. H. Conesa.

3. FACILITIES

ERP 50,000 w. (horiz.), 8,000 w. (vert.); 101.9 mc Stereo.

Operating schedule: 7 am-midnight. AST.
 Antenna ht.: 51 ft. below average terrain.

4. AGENCY COMMISSION

15% time only; 3% cash discount 30 days.

5. GENERAL ADVERTISING See coded regulations

See WLEO listing for coded regulations.

TIME RATES

No. 1 Eff 10/1/68—Rec'd 7/14/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	1.25	.85	.60

7. PACKAGE PLANS

MON THRU SAT, PER MO. 1 min 30 sec 15 sec
 5 ti 125 100 60
 10 ti 200 175 100

8. PROGRAM TIME RATES

	30	1/2 hr
1 hr	30	15

RHODE ISLAND—Westerly

WERI WERI-FM

2. REPRESENTATIVES

AAA Representatives.

NEW LISTING

SOUTH DAKOTA—State Networks

Dakota Dynamo Group

Comprised of:

KGFN—Pierre KLOH—Pipestone, Minn

KEZU—Rapid City

Business Office: KOVC, Inc., Broadcast House, Valley City, N. D. 58072. Phone 701-845-2531.

1. PERSONNEL

President—Robert E. Ingstad, Jr.

2. REPRESENTATIVES

PRO Time Sales, Inc.

4. AGENCY COMMISSION

15/0.

5. GENERAL RATE POLICY

TIME RATES
 Eff 8/11/69.

2 stations 10% 3 stations 15%

SOUTH DAKOTA—Rapid City

KIMM

TIME RATES

No. 3 Eff 8/1/69—Rec'd 8/11/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min 10:10 10:19	9.98	9.78	9.57	9.15	8.74	8.32		

7. PACKAGE PLANS

SATURATION PLAN
 A—Mon thru Sat 6:30-9:30 am, noon-1 pm & 4-7 pm; Sun noon-3 pm.
 B—All other times.

PER WK, EA:

NEW LISTING

SOUTH DAKOTA—Sioux Falls
K X R B

Radio One Inc., Box 1101, Sioux Falls, S. D. 57101.
Phone 605-336-7393.

- PERSONNEL**
President—John L. Breece.
Sales Manager—Kay Douglas.
- FACILITIES**
10,000 w.; 1000 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only; payable by 10th of following month.
- GENERAL ADVERTISING** See Coded regulations
No. 1 Eff 7/1/69—Rec'd 8/6/69.
General: 1a, 2b, 3a, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 16.
Basic Rates: 20b, 22a, 28b, 29b, 33b.
Contracts: 40a, 45, 46, 51a.
Comb.; Cont. Discounts: 60i, 61b.
Cancellation: 70c, 71a, 73b.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/69—Rec'd 8/6/69.

7. PACKAGE PLANS
Specified Times

PER WK.	EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.50
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.25

SPECIAL SATURATION PLAN—ROS

PER WK.	EA:	12 ti	18 ti	24 ti	36 ti	48 ti	60 ti
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.50

10. SPECIAL FEATURES
NEWS PARTICIPATION

PER WK.	EA:	3 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.75

TENNESSEE—Chattanooga
WGOW

TIME RATES

No. 2 Eff 6/1/69—Rec'd 8/11/69.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	520x	1040x
1 min	9.60	9.00	8.40	7.80	7.20	6.60	6.00
30 sec	7.80	7.50	7.20	6.60	6.00	4.80	4.20
10 sec	4.80	4.50	4.20	3.90	3.60	3.00	2.70

FIXED POSITION

1x	26x	52x	260x
1 min	15.00	10.00	9.00
30 sec	12.00	8.00	7.00

7. PACKAGE PLANS
ROS
(Must be run in 7 days)

6 ti	12 ti	24 ti	36 ti
1 min	6.00	5.40	4.80
30 sec	5.40	4.80	4.20
10 sec	3.00	2.70	2.40

PER MO: 1 min 3.80 3.15 1.90
100 ti 4.90 4.20 2.45

BLOCK BUSTER PACKAGE
(13 weeks from)

WKLY:	15 ti	25 ti	35 ti	50 ti
1 min	3.80	3.50	3.15	2.50
30 sec	3.15	2.80	2.50	2.00
10 sec	1.90	1.75	1.60	1.55

8. PROGRAM TIME RATES

1x	13x	26x	52x	260x
1 hr	100	95	90	85
1/2 hr	75	70	65	60
1/4 hr	60	55	50	45
10 min	45	40	35	30
5 min	35	30	25	20

TEXAS—Dallas

KLIF

TIME RATES

No. 25 Eff 7/1/69—Rec'd 8/8/69.

7. PACKAGE PLANS
A—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
B—Mon thru Fri 10 am-3 pm; Sun noon-7 pm.
C—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

PER WK: Specified position. 1 min Sta brk ID's

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 ti, staggered	85	68	51	34	17	10
6 ti	70	56	42	28	14	8
12 ti, 2 per day	65	52	39	26	13	8
18 ti, 3 per day	60	48	36	24	12	7
24 ti, 4 per day	55	44	33	22	11	6

CLASS B

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	60	58	52	50	48	44
Sta brk	48	46	42	40	38	35
ID's	36	35	31	30	29	26

CLASS C

1 min	Sta brk	ID's
45	40	36
36	32	29
27	24	21

KLIF, Dallas/KFJZ, Fort Worth
COMBINATION RATES
No. 25 Eff 7/1/69—Rec'd 8/8/69.
(This listing continued on next column)

7. PACKAGE PLANS

A—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.

B—Mon thru Fri 10 am-3 pm; Sun noon-7 pm.

C—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

CLASS A

PER WK: Specified pos., 1 per station (6-10 am) 1 min Sta brk

1 ti	6 ti	12 ti	18 ti	24 ti
1 ti per station	93	75	57	40
6 ti per station, staggered	87	70	53	37
12 ti per station	80	65	49	33
18 ti per station	77	63	47	31
24 ti per station	74	60	44	29

CLASS B

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 ti per station	81	65	49	33	17	10
6 ti per station	76	61	45	29	14	8
12 ti per station	70	56	41	26	13	8
18 ti per station	65	52	38	24	12	7
24 ti per station	61	49	36	22	11	6
30 ti per station	57	46	34	20	10	6
36 ti per station	53	42	31	19	9	5

CLASS C

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 ti per station	64	48	32	16	8	5
6 ti per station	56	43	28	14	7	4
12 ti per station	50	39	25	12	6	3
18 ti per station	48	37	24	11	5	3
24 ti per station	46	35	22	10	4	2
30 ti per station	44	33	20	9	3	2
36 ti per station	42	31	18	8	2	1

NEW LISTING

TEXAS—El Paso
K I Z Z-FM

1969

Sunland Broadcasting Co., Inc., Box 10035, 470 S. Glenwood Dr., El Paso, Tex. 79991. Phone 915-772-5211.

- PERSONNEL**
President—J. T. Cohen.
Operations Manager—Doug Matthews.
Program Director—Jerry Ernest.
- FACILITIES**
ERP 28,000 w.; 102.1 mc. Stereo.
Operating schedule: 6 am-midnight, MST.
Antenna ht.: 289 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations.
See KIZZ listing for coded regulations.

TIME RATES

50% of AM.

TEXAS—Fort Worth
K F J Z

TIME RATES

No. 25 Eff 7/1/69—Rec'd 8/8/69.

7. PACKAGE PLANS
A—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
B—Mon thru Fri 10 am-3 pm; Sun noon-7 pm.
C—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

PER WK: Specified pos. (6-10 am only) 1 min Sta brk ID's

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 ti	30	24	18	12	6	4
6 ti	24	19	14	9	5	3
12 ti	18	14	10	6	3	2
18 ti	14	10	7	4	2	1
24 ti	10	7	5	3	2	1

CLASS B

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	27	23	18	12	6	4
Sta brk	22	19	14	9	5	3
ID's	17	15	11	7	4	2

CLASS C

1 min	Sta brk	ID's
25	22	19
20	18	15
15	13	11

TEXAS—Houston

K O D A

- REPRESENTATIVES**
Jack Masla & Co., Inc.

TEXAS—Lubbock

K D A V

TIME RATES

Eff 9/1/69—Rec'd 8/11/69.

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	156x	260x
1 hr	88.00	80.00	72.00	64.00	56.00	48.00
1/2 hr	52.80	48.00	43.20	38.40	33.60	28.80
1/4 hr	35.20	32.00	28.80	25.60	22.40	19.20
5 min	17.60	16.00	14.40	12.80	11.20	9.60

VIRGINIA—Norton

WNVA

NOTE: WNVA-FM is now operated in conjunction with WNVA.

WNVA

WNVA-FM

NEW LISTING

WASHINGTON—Longview
K L Y K (FM)

1968

LONGVIEW

Garner Investors, Inc., Box 614, Longview, Wash. 98632. Phone 206-636-0310.

- PERSONNEL**
President—James Hammer.
- FACILITIES**
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-midnight, PST.
Antenna ht.: 21 ft. below average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 7b.
Basic Rates: 20a, 23a.
Contracts: 44b, 46.

TIME RATES

No. 1 Eff 5/1/69—Rec'd 8/1/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	350x	500x
1 min	3.00	2.75	2.50	2.25
30 sec	2.75	2.50	2.25	2.00

***PER MO:** 30 ti 50 ti 100 ti 150 ti
1 min 2.50 2.25 2.00 1.75
30 sec 2.25 2.00 1.75 1.50
(* To be used in 30-day period)

WISCONSIN—Medford

W I G M

TIME RATES

Eff—Rec'd 8/11/69.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	260x	312x
1 min	1.00	3.40	3.20	2.80	2.40	2.20

WISCONSIN—Milwaukee

W E M P-FM

NOTE: The call letters of this station have been changed to:

W N U W (FM)

TIME RATES

No. 1 Eff 8/15/69—Rec'd 8/8/69.

AAA—Mon thru Sat 6-10 pm; Sun 4 pm-midnight.
AA—Mon thru Sat 4-6 pm & 10 pm-midnight; Sun 9 am-4 pm.
A—Mon thru Sat 6 am-4 pm.
B—Mon thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	11	12	11	10	9	8
AA	12	10	9	8	7	6
A	11	9	8	7	6	5

B, A or more, 4.00.
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
1 MINUTE—ROS

PER WK:	12 ti	18 ti	24 ti	30 ti
Wkly	72	90	108	120

Representation in all available time periods.

10. SPECIAL FEATURES
5-min News Package—1-min rate plus 20% news production cost.
All spots and newscasts combine for frequency discounts.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.
Applied as earned. Only consecutive weeks with expenditures of 50.00 or more may combine to qualify for discount indicated above.

WISCONSIN—Shawano

W T C H

TIME RATES

A—6-8.30 am, 11:30 am-1:15 pm & 5-7 pm

B—All other times.

8. PROGRAM TIME RATES

1/2 hr	1x	13x	26x	52x	104x
1/2 hr	38.00	36.00	34.00	32.00	30.00

CLASS B

1/2 hr	1x	13x	26x	52x	104x
1/2 hr	34.00	32.00	30.00	28.00	24.00

Standard Rate & Data Service makes every effort to secure information from reliable sources and to be correct in everything it publishes but assumes no liability if any inaccuracies are contained herein.

CAUTION—page numbers break here

No pages are missing!

Should you detect a break in the continuity of page numbers between this page and the preceding one, you need not be concerned. There have been no pages omitted—*only page numbers*. The break in page numbers is the result of a production procedure designed to step up the production of *Spot Radio Rates and Data*, so it will reach you at the *earliest* possible moment after its forms close.

Similar breaks in page numbers will occur at about this point in future issues. It will not indicate that any pages are missing.

We think you will agree that the contents and the cutting of production time of *Spot Radio Rates and Data* are far more important to you than maintaining the continuity of page numbers.

501

MINNESOTA

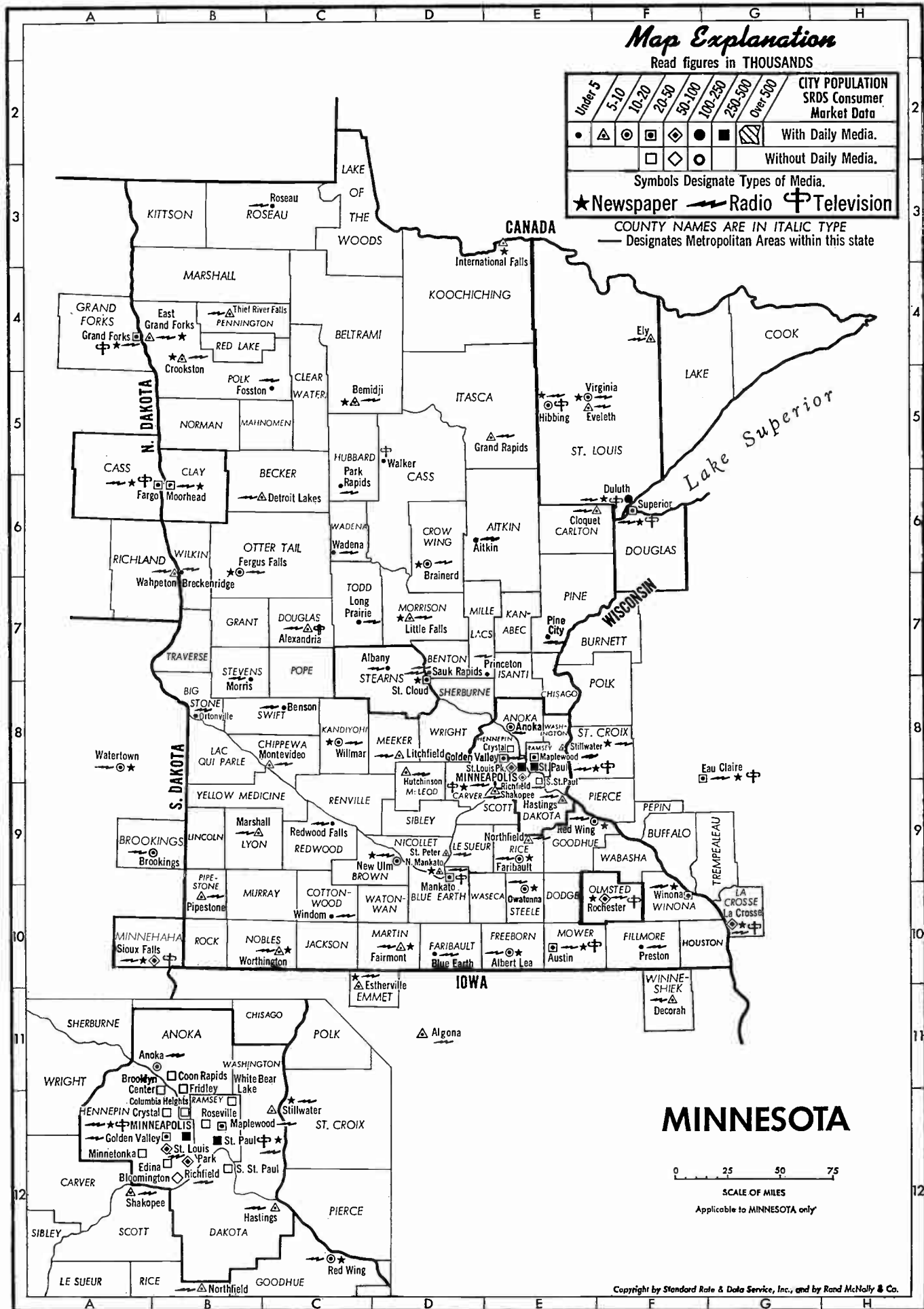
**ADDITIONAL
DAILY MEDIA CITIES
NOT SHOWN ON STATE MAP
NEWSPAPER**
Waseca—Waseca County

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)
STATE TOTAL..... 32,100
METRO AREAS
Duluth..... Superior..... Fargo-Moorhead.....
MINNEAPOLIS-
St. Paul..... Rochester..... St. Cloud.....
Total Metros..... 26,700



State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Austin—Mower	Columbia Heights—Anoka	Duluth—Saint Louis	Golden Valley—Hennepin	Minneapolis—Hennepin	Richfield—Hennepin	St. Cloud—Stearns	South St. Paul—Dakota
Bloomington—Hennepin	Coon Rapids—Anoka	Edina—Hennepin	Mankato—Blue Earth	Minnetonka—Hennepin	Rochester—Olmsted	St. Louis Park—Hennepin	Winona—Winona
Brooklyn Center—Hennepin	Crystal—Hennepin	Fridley—Anoka	Maplewood—Ramsey	Moorhead—Clay	Roseville—Ramsey	St. Paul—Ramsey	

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over					—Total Retail Sales— Per Household (\$)		By Selected Store Types										
			(\$000)					(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)					
MINNESOTA STATE	3,657.9	1,091.29	10,401,735	9,532	14.7	17.9	18.4	24.5	18.2	6,554,000	6,006	1,149,474	215,895	920,456	318,791	280,887	1,067,488	545,411	1,656.12	404.1	2,104,699
TOTALS																					
AITKIN E-6	11.2	3.59	22,398	6,239	21.3	13.9	16.6	18.6	6.6	17,882	4,981	3,882	387	1,496	907	448	2,459	2,040	5.38	3.6	9,170
ANOKA E-8	137.2	35.00	232,966	6,656	19.1	43.8	17.1	13.9	2.8	117,795	3,366	33,294	5,317	9,864	3,598	3,830	13,273	13,192	39.47	1.7	9,622
Columbia Heights	26.0	7.10	61,917	8,721						22,933	3,230	8,966	1,983	2,608	149	407	1,026	3,193			
Coon Rapids	30.0	7.13	39,261	5,506						12,740	1,787	5,192			305			1,615			
Fridley	29.5	7.46	50,379	6,753						23,908	3,205	7,942			1,305	256		1,065			
BECKER C-5	24.2	6.99	48,828	6,985	20.6	13.1	21.2	18.0	10.4	39,465	5,646	6,493	1,028	2,233	2,818	909	5,648	4,610	10.94	6.4	19,927
BELTRAMI C-4	24.5	6.99	44,862	6,418	19.6	12.8	19.5	24.2	13.0	41,672	5,962	8,725	1,239	1,377	3,968	1,019	7,632	4,800	9.81	3.4	6,898
BENTON D-7	18.0	4.79	39,010	8,144	19.7	13.9	19.8	24.8	13.9	26,582	5,549	4,786	628	1,871	163	2,326	1,915	5,362	7.55	4.1	13,725
BIG STONE B-8	8.0	2.37	15,365	6,483	21.8	13.5	12.8	20.5	10.9	17,373	7,330	2,962	534	432	1,079	1,036	1,900	1,632	4.12	2.6	11,521
BLUE EARTH D-10	47.3	13.81	124,674	9,028	17.6	14.4	19.2	24.1	17.0	96,838	7,012	15,598	2,767	14,656	6,036	5,551	15,849	7,245	21.52	6.8	41,961
Mankato	31.0	9.02	76,961	8,532						81,806	9,069	13,060	2,485	14,450	6,085	5,004	13,581	5,460			
BROWN C-9	28.3	8.42	72,604	8,623	18.4	12.3	18.2	23.7	17.0	57,971	6,885	10,850	1,957	3,667	3,942	2,380	9,506	3,492	13.33	5.6	36,716
CARLTON E-6	29.9	8.37	68,912	8,233	17.9	18.4	23.2	24.3	11.7	43,261	5,169	9,092	1,089	4,688	2,291	1,279	9,404	3,145	12.82	3.0	6,597
CARVER D-9	22.9	6.40	59,533	9,302	15.2	14.1	18.2	25.8	19.8	31,070	4,855	4,532	958	1,503	679	1,399	4,229	4,289	10.57	4.9	23,558
CASS D-5	13.1	4.03	33,445	8,299	17.4	10.7	10.9	24.3	18.6	23,723	5,887	5,422	817	1,294	463	314	4,767	2,282	7.28	3.3	6,651
CHIPPEWA C-8	15.2	4.72	34,525	7,315	22.0	15.2	17.2	21.3	10.2	33,826	7,167	5,444	1,003	3,103	1,586	1,295	5,348	3,065	7.63	4.1	27,155
CHISAGO E-8	13.2	4.11	36,571	8,898	15.6	13.3	16.8	25.2	18.9	25,690	6,251	4,237	661	1,000	707	646	5,990	2,655	8.43	3.7	14,051
CLAY B-5	43.5	12.05	108,743	9,024	14.2	17.1	18.0	28.6	19.3	70,641	5,862	13,348	2,064	2,049	1,755	6,218	13,889	7,359	19.41	4.9	32,197
Moorhead	30.0	8.23	67,699	8,226						55,494	6,743	10,487	1,375	1,266	1,601	5,780	11,767	5,778			
Fargo-Moorhead Metro Area	116.2	34.18	336,082	9,833	15.4	22.1	18.6	23.4	16.7	256,914	7,517	38,290	9,033	29,207	15,210	15,801	52,883	18,240	50.03		
CLEARWATER C-5	7.0	2.07	16,929	8,178	17.8	10.3	12.0	26.5	17.5	12,115	5,853	2,749	391	1,196	157	530	1,189	1,490	3.61	3.1	7,261
COOK G-4	3.5	1.10	8,535	7,759	19.3	15.7	22.0	27.7	14.6	6,728	6,116	1,649	141	760	248		741	1,524	1.59	1.0	10
COTTONWOOD C-10	15.9	4.89	39,507	8,079	20.7	13.4	15.3	22.3	15.4	29,697	6,073	3,947	679	1,945	1,176	717	5,633	3,203	7.61	4.9	36,217
CROW WING D-6	32.1	9.99	80,180	8,026	18.5	16.9	18.7	23.1	14.7	61,754	6,182	12,682	1,708	4,715	3,558	1,446	9,634	7,524	16.07	2.7	7,168
DAKOTA E-9	114.1	30.87	224,983	7,288	17.1	43.3	13.4	14.1	6.4	130,917	4,241	29,117	3,341	11,170	2,650	5,835	18,580	13,063	44.64	4.7	26,855
South St. Paul	25.4	7.45	78,806	10,578						28,066	3,767	6,663	706	1,162	396	1,343	7,979	3,002			
DODGE E-10	13.1	3.82	29,687	7,771	18.9	12.5	15.7	24.5	16.0	19,811	5,186	3,924	401	707	657	305	2,149	2,550	5.88	4.3	26,776
DOUGLAS C-7	20.2	6.15	48,026	7,809	20.8	13.0	14.1	23.6	15.4	44,206	7,188	7,951	1,069	1,883	2,247	2,562	5,754	3,891	10.94	5.4	21,078
FARIBAULT D-10	22.5	6.88	55,175	8,020	18.9	12.7	18.3	23.7	14.3	43,178	6,276	6,752	1,302	987	2,321	1,273	6,026	4,163	10.84	6.1	50,910
FILLMORE F-10	22.1	6.77	49,459	7,306	18.6	11.7	16.6	24.5	14.2	45,489	6,719	6,890	1,172	2,033	998	1,552	9,395	5,946	11.01	7.1	46,130
FREXBORN E-10	38.4	11.60	100,857	8,695	17.9	14.4	18.3	26.9	17.0	70,072	6,041	11,471	2,053	8,825	3,136	2,358	11,958	5,312	17.99	7.3	50,442
GOOCHIE E-9	32.9	10.15	89,147	8,783	17.1	14.3	18.8	26.4	17.3	61,129	6,023	10,326	1,783	4,028	3,686	2,517	10,524	3,753	16.41	7.0	44,737
GRANT B-7	7.7	2.34	18,313	7,826	8.2	15.8	18.7	28.2	27.3	16,585	7,088	2,558	534	330	444	184	3,778	1,331	4.15	3.1	17,905
HENNEPIN E-8†	926.3	293.68	3,488,313	11,878	20.3	11.9	14.4	22.0	15.9	1,976,961	6,732	329,176	68,610	448,928	104,317	102,380	311,771	144,630	447.90	4.4	25,704
Bloomington	73.5	18.04	149,315	8,277						96,202	5,333	24,954	2,976	39,699	2,328	3,212	3,927	10,729			
Brooklyn Center	34.9	8.61	72,605	8,433						39,434	4,580	7,746	1,004	21,689	1,699	338	109	2,148			
Crystal	32.2	8.02	73,710	9,191						43,849	5,467	10,578	1,751	12,692	1,234	3,241	1,208	3,796			
Edina	40.5	11.30	196,409	17,381						98,799	8,743	14,380	3,291	20,374	8,755	6,836	5,494	3,789			
Golden Valley	24.3	6.63	63,460	9,572						32,445	4,894	12,270	1,783		390		2,183				
Minneapolis	490.4	173.48	1,974,469	11,382						1,137,726	6,558	154,024	34,898	246,299	64,530	66,513	204,432	73,857			
Minneapolis-St. Paul Metro Area	1,712.5	520.57	5,796,686	11,135	10.1	20.9	18.0	26.0	22.9	3,172,177	6,094	565,779	114,974	645,203	151,845	155,669	506,166	241,913	768.78		
Minnetonka	34.1	9.05	104,764	11,576						7,769	858	2,946	919				2,534				
Richfield	50.2	13.23	159,243	12,037						55,959	4,230	16,930	4,428	10,357	1,421	3,501	754	5,321			
St. Louis Park	53.6	15.54	191,837	12,345						100,003	6,435	18,250	3,485	25,483	9,994	4,532	13,482	6,354			
HOUSTON G-10	18.4	5.20	34,706	6,674	19.8	14.4	19.6	22.1	10.6	19,907	3,828	3,374	423	710	482	531	1,898	2,558	7.92	4.6	21,504
HUBBARD C-5	9.5	2.96	20,090	6,787	20.0	11.2	18.2	22.1	9.4	14,606	4,934	3,018	468	1,212	161	526	2,230	1,921	5.04	1.7	3,625
ISANTI E-7	14.3	3.77	30,074	7,977	17.9	15.5	16.8	22.5	14.8	23,415	6,211	3,900	810	338	809	753	3,882	2,602	6.84	3.7	10,036
ITASCA D-5	39.5	11.68	84,949	7,273	20.2	14.3	21.6														

MINNESOTA

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$000)	% Distribution of Families 3000 to 10000 to and over					Total Retail Sales— Per Household (\$000)	By Selected Store Types					Auto- motive (\$000)	Service Station (\$000)					
				4999	7999	9999	14999	15000 and over		Food (\$000)	Drug (\$000)	General Mde. (\$000)	Apparel (\$000)	Home Furn. (\$000)							
LAKE OF THE WOODS C-3	3.3	.99	8,450	8,535	21.5	14.7	19.0	23.1	10.6	5,686	5,743	1,256	144	495	380	308	508	1.74	1.1	2,938	
LE SUEUR D-9	20.3	6.15	49,306	8,017	18.1	12.5	19.0	21.1	15.3	31,340	5,096	5,213	970	1,848	979	1,714	5,784	2,571	9.83	5.1	22,107
LINCOLN B-9	9.0	2.74	15,320	5,591	24.5	14.7	12.8	20.1	7.2	15,352	5,603	2,154	483	1,063	169	291	2,203	1,580	4.17	3.7	23,074
LYON B-9	21.9	6.36	51,532	8,103	18.6	14.0	16.3	24.2	15.3	50,361	7,918	7,134	1,386	2,507	3,167	1,853	9,279	3,614	11.27	4.9	35,528
MCLEOD D-9	26.9	8.11	63,465	7,826	20.0	17.7	18.0	20.5	11.3	61,448	7,577	10,208	1,758	3,532	2,098	2,178	10,652	4,270	13.43	6.0	31,312
MAHONMEN C-5	5.6	1.48	10,045	6,787	20.8	16.5	15.8	17.0	4.6	7,003	4,732	1,061	423	540	215	128	598	2.49	2.3	6,873	
MARSHALL B-4	14.6	4.25	28,885	6,796	24.0	18.9	18.4	15.6	5.0	16,097	3,788	2,423	402	857	382	273	4,348	1,147	6.06	5.5	26,184
MARTIN D-10	25.5	7.88	62,677	7,954	21.0	14.7	19.7	22.1	11.9	53,181	6,749	7,692	1,351	4,156	3,983	2,087	8,633	3,565	12.37	6.0	59,040
MEEKER D-8	18.8	5.59	39,771	7,115	20.7	13.2	18.7	21.4	9.6	35,715	6,389	5,650	936	1,343	1,050	772	6,491	2,493	8.81	6.1	27,843
MILLE LACS D-7	15.7	4.79	29,450	6,148	17.8	11.4	16.7	24.8	15.4	27,147	5,667	4,325	943	2,204	641	543	5,838	2,651	7.75	3.9	11,079
MORRISON D-7	26.8	7.18	47,987	6,683	20.7	12.1	17.1	22.6	11.1	39,513	5,503	6,423	964	3,033	2,453	1,204	5,922	11,399	8.2	24,460	
MOWER E-10	49.3	14.45	137,626	9,524	10.0	17.5	17.7	27.2	21.0	86,064	5,956	16,441	3,053	7,391	3,745	3,881	14,003	6,499	21.62	6.6	45,070
Austlin	30.5	9.23	82,012	8,885	61,362	6,648	13,331	2,774	7,047	3,510	2,613	11,906	4,491
MURRAY B-10	13.6	3.74	27,998	7,486	20.4	12.4	16.0	22.1	13.7	19,010	5,083	3,413	428	1,322	422	497	1,798	1,998	6.04	5.7	39,043
NICOLLAY D-9	23.8	5.88	59,487	10,117	13.9	11.6	15.6	28.5	25.7	24,204	4,116	5,610	1,050	777	859	1,005	2,243	2,954	8.74	4.4	25,997
NOBLES C-10	23.5	6.81	51,953	7,629	20.2	17.1	16.3	21.6	13.2	50,600	7,430	7,073	1,208	4,698	2,959	2,305	6,400	4,061	11.32	6.0	44,851
NORMAN B-5	9.2	2.86	24,203	8,463	20.5	13.7	14.6	24.7	14.9	16,207	5,667	3,556	562	831	454	56	1,737	1,061	5.06	4.0	22,210
OLMSTED F-10	75.5	22.04	222,694	10,104	13.4	16.9	21.6	25.0	18.5	136,377	6,188	19,075	7,312	26,102	10,191	6,271	23,699	9,224	34.75	6.2	37,867
Rochester	52.1	15.85	167,843	10,589	122,471	7,727	17,835	7,262	24,308	9,838	5,446	21,413
Rochester Metro Area	75.5	22.04	222,694	10,104	13.4	16.9	21.6	25.0	18.5	136,377	6,188	19,075	7,312	26,102	10,191	6,271	23,699	9,224	34.75	6.2	37,867
OTTER TAIL C-6	47.0	13.66	94,742	6,936	22.2	13.3	17.7	19.7	9.7	69,413	5,081	12,102	2,142	6,486	3,263	2,456	12,059	6,495	21.56	13.2	52,300
PEPPERIDGE B-4	12.3	3.71	32,076	8,646	18.1	13.5	17.6	27.2	15.6	23,055	6,214	4,169	820	2,625	1,277	1,269	4,134	1,747	5.70	2.7	8,928
PIKE E-7	15.0	4.43	34,789	7,853	19.4	11.8	15.4	25.3	13.7	24,202	5,463	3,868	485	2,263	668	359	5,357	2,791	7.71	5.1	14,162
PIPESTONE B-10	12.7	3.88	29,375	7,571	20.2	14.3	15.6	22.7	12.4	27,994	7,215	4,623	475	1,876	1,299	1,203	4,188	2,725	6.33	3.7	26,433
POLK B-5	36.4	10.68	85,349	7,991	21.6	14.7	22.0	20.6	11.7	61,115	5,722	9,803	1,926	1,891	2,888	1,985	9,324	4,770	15.99	8.3	55,146
POPE C-7	10.7	3.26	28,260	8,669	19.2	12.2	13.3	23.7	16.1	15,081	4,626	3,280	513	599	666	341	2,514	1,836	5.35	4.0	19,516
RAMSEY E-8	462.0	141.41	1,690,789	11,957	9.1	16.6	18.2	29.1	25.7	877,003	6,202	157,367	35,407	172,819	39,265	41,026	151,769	62,258	209.04	3	4,709
Maplewood	24.9	6.11	56,015	9,168	14,653	2,398	6,607	316	861	397	1,855
Roseville	35.1	9.03	86,314	9,559	53,230	5,895	20,404	1,279	15,919	4,055	956	270	3,857
St. Paul	319.0	103.36	1,252,354	12,116	612,161	5,923	97,816	24,047	129,024	27,497	29,895	113,492	39,321
Minneapolis-St. Paul Metro Area	1,712.5	520.57	5,796,686	11,135	10.1	20.9	18.0	26.0	22.9	3,172,177	6,094	565,779	114,974	645,203	151,845	155,669	506,166	241,913	768.78
RED LAKE B-4	5.8	1.57	12,123	7,722	21.6	19.1	20.2	15.8	8.7	8,198	5,222	976	401	1,087	154	264	1,754	851	2.47	2.2	6,401
REDWOOD C-9	20.6	6.17	41,111	6,663	21.7	13.7	16.0	21.9	10.4	40,934	6,634	6,776	956	2,339	2,306	1,041	6,792	3,385	9.77	6.4	45,204
RENVILLE C-9	20.7	6.11	47,996	7,855	19.7	12.0	14.2	24.9	16.1	39,622	6,485	4,857	1,118	1,270	1,176	588	6,218	4,756	10.63	7.9	55,035
RICE E-9	40.0	10.27	94,562	9,208	16.9	14.2	19.5	25.1	17.2	62,720	6,107	11,206	2,242	5,126	4,070	2,114	10,848	5,273	16.69	5.9	28,772
ROCK B-10	11.9	3.40	30,530	8,979	17.9	13.1	17.9	22.8	17.2	21,660	6,371	2,637	439	1,150	1,540	557	3,265	1,744	5.65	3.7	30,585
ROSEAU C-3	9.6	2.78	24,337	8,754	22.4	16.8	16.9	19.6	3.8	16,325	5,872	3,060	487	846	833	410	3,450	1,533	5.04	4.4	14,162
ST. LOUIS F-5	243.4	78.05	617,441	7,911	18.3	16.5	23.1	24.2	14.0	370,895	4,752	76,747	11,444	51,190	28,688	20,038	62,503	27,462	96.37	4.0	6,960
Duluth	109.0	36.19	323,937	8,951	200,448	5,539	35,971	5,773	33,106	17,222	13,320	33,085	13,989
Duluth-Superior Metro Area	287.1	91.59	741,782	8,099	18.0	17.0	22.5	24.4	14.1	443,067	4,838	91,720	13,803	57,104	32,645	21,826	76,611	33,145	112.50
SCOTT E-9	26.6	7.05	51,579	7,316	17.2	18.9	21.7	20.5	10.9	44,696	6,340	7,183	1,277	1,220	239	1,911	9,838	6,542	13.37	4.0	18,384
SHERBURNE D-8	14.8	3.82	30,342	7,943	18.7	15.5	21.1	21.9	12.9	19,078	4,994	2,799	246	406	227	486	4,012	3,193	6.48	2.1	7,929
SIBLEY D-9	15.9	4.62	34,866	7,547	21.3	14.0	16.1	18.1	14.5	38,916	8,423	4,040	629	1,706	186	465	3,866	2,355	7.23	5.8	36,112
STEARNS D-7	88.5	21.54	165,418	7,680	21.9	19.3	18.2	20.0	11.0	168,375	7,817	18,993	5,413	15,214	9,845	4,588	27,200	9,288	35.07	14.6	50,977
St. Cloud	40.4	10.04	90,341	8,998	125,520	12,502	11,054	4,626	12,959	8,647	4,517	17,832	7,140
St. Cloud Metro Area	88.5	21.54	165,418	7,680	21.9	19.3	18.2	20.0	11.0	168,375	7,817	18,993	5,413	15,214	9,845	4,588	27,200	9,288	35.07	14.6	50,977
STEELE E-10	27.1	8.15	67,528	8,286	18.4	16.0	20.8	24.5	14.3	46,886	5,753	8,702	1,276	3,527	1,782	1,623	6,765	3,837	12.43	4.9	27,159
STEVENS B-7	11.2	3.11	21,985	7,069	24.1	16.0	16.9	17.2	9.8	21,086	6,780	3,580	833	670	1,492	705	4,012	767	4.97	3.4	21,522
SWIFT C-8	12.9	3.83	35,729	9,329	15.7	12.8	12.9	25.0	19.8	28,988	7,569	4,652	660	1,904	1,055	737	3,819	2,940	6.96	4.0	24,180
TODD C-7	19.3	5.76	42,663	7,407	18.9	11.2	12.6	22.5	13.9	27,896											

Aitkin—K K I N—Continued

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Coursolle.
Sales Manager—Bob Hansen.
Program Director—Mike Jaye.
- REPRESENTATIVES**
Earl Walton & Company, Inc.
- FACILITIES**
1,000 w. days: 930 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 24c, 25c, 26, 28b, 28c, 32b, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS.

TIME RATES
Eff 6/1/67—Rec'd 3/24/69.

6. SPOT ANNOUNCEMENTS	
1 min	1x 15x 26x 52x 104x
30 sec	2.50 2.85 3.20 3.50 3.80

- PACKAGE PLANS**
30-SECOND SATURATION PACKAGE
40 tl per wk (to be used within 7-day period) 45.00
SPECIAL WEEKEND SATURATION
15 1-min spots 25.00 15 30-sec spots 18.00
SPECIAL IMPACT PACKAGE
25 1-min spots plus 1-hr remote broadcast 65.00
(* Not including line charges and talent fees).
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 25.00 15.00 10.00 7.50 3.50
- SPECIAL FEATURES**
News at :30 3.50

ALBANY

Stearns County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KASM

1950



- Subscriber to the NAB Radio Code
Media Code 4 224 0460 8.00
Stearns County Broadcasting Co., Albany, Minn.
56307. Phone 5-3305.
- PERSONNEL** President—W. H. Blattner.
General Manager—U. J. Kappers.
Sales Manager—Dan Viehsauer.
 - REPRESENTATIVES**
Continental Radio Sales.
 - FACILITIES**
1,000 w.; 1150 kc. days. Nondirectional.
Operating schedule: 6:00 a.m. to local sunset week-days; 8:00 a.m. to local sunset Sundays. CST.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 28b, 29a.
Contracts: 42b, 45, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62e.
Cancellation: 71b.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective June 1957 (Card No. 1)
Rates received March 27, 1959.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
1 time	5.00 4.00 104 times 4.00 3.80
12 times	4.65 3.85 156 times 3.90 2.85
24 times	4.40 3.40 260 times 3.75 2.75
36 times	4.20 3.25 312 times 3.60 2.50
52 times	4.10 3.15 365 times 3.45 2.25

7. PACKAGE PLANS	
Per week:	Each Total
10 times	3.00 30.00 1.90 19.00
15 times	2.80 42.00 1.80 27.00
20 times	2.60 52.00 1.70 34.00
25 times	2.40 60.00 1.60 40.00
30 times	2.20 66.00 1.50 45.00
40 times	2.10 84.00 1.40 56.00
50 times	2.00 100.00 1.30 65.00
60 times	1.90 114.00 1.25 75.00

ALBERT LEA

Freeborn County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KATE

1937

American Information Ntwk



- Subscriber to the NAB Radio Code
Media Code 4 224 0575 3.00
Communications Properties, Inc., Kate Division, W.
7th St. Albert Lea, Minn. 56607. Phone 507-373-
2938.
- PERSONNEL**
President—Hart Cardoso.
General Manager—Richard Voigt.
Program Director—Paul Kero.
 - REPRESENTATIVES**
Grant Webb & Company,
Minneapolis, St. Paul—Communications Sales.
 - FACILITIES**
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight. CST.
 - AGENCY COMMISSION**
15%; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4b, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 71a, 73a.
Affiliated with American Information Network.

TIME RATES
Eff 6/1/67—Rec'd 4/21/67.

6. SPOT ANNOUNCEMENTS	
1x	26x 52x 104x 156x 260x 312x
1 min	6.50 6.20 6.05 5.80 5.30 5.00 4.70
30 sec	4.00 3.80 3.70 3.40 3.20 3.00 2.80

PROGRAM TIME RATES
(6 am-11 pm)

1 hr	1/2 hr	1/4 hr	10 min	5 min
50.00	28.50	16.00	11.20	10.60
30.00	28.50	27.00	25.50	24.00
15.00	17.00	16.00	15.00	14.00
13.00	12.40	12.10	11.20	10.60

ALEXANDRIA (1 AM; 1 FM)

Douglas County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KXRA

1949



Subscriber to the NAB Radio Code
Media Code 4 224 0690 0.00
Alexandria Broadcasting Corp., Alexandria, Minn.
56308. Phone 763-3131.

- STATION'S PROGRAMMING DESCRIPTION**
KXRA: Programmed for general interest.
News 25%, air personalities 25%, sports 8%, popular music 42%. FARM: country and western music and farm news and interviews programmed 6-7 am & 11:30 am-1:30 pm. NEWS: network news at :55, regional and local news at :30 min marks every hour. News specials and public affairs programs aired as events occur. Telephone discussions aired 10-11 am and on high school programs at 9-10 pm. RELIGIOUS: local clergymen rotate on morning meditations. Local worship services and religious music on Sun mornings. SPORTS: high school, university and pro football, high school basketball, golf tournament. Interviews with coaches and players-of-the-week. Contact Representative for further details. Rec'd 10/18/67.

- PERSONNEL**
Pres. & Com'l Mgr.—E. Q. Walters.
- REPRESENTATIVES**
Donald Cooke, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.
Partial simulcast operation. Simulcast 6 am-1:10 pm, 4-7:05 pm & 10 pm-midnight. For non-simulcast facilities see KXRA-FM.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 15b, 15c.
Basic Rates: 20a, 20b, 22b, 23a, 23b, 24b, 25a, 27, 28b, 28c, 29a, 29b.
Contracts: 40a, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: Minnesota Star Network.

TIME RATES
Eff 9/1/66—Rec'd 8/29/66.

A—Weekdays 6 am-1 pm & 5-7 pm.
B—Weekdays 1-5 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS	
CLASS A (1 minute)	
1 min	30 sec
1 tl	8.50 5.00 104 tl 5.75 4.50
13 tl	8.40 5.15 156 tl 5.50 4.25
26 tl	8.20 5.00 260 tl 5.25 4.15
52 tl	8.00 4.75 312 tl 5.00 4.00
CLASS B	
1 tl	4.75 3.25 104 tl 4.30 3.05
13 tl	4.70 3.20 156 tl 4.20 3.00
26 tl	4.60 3.15 260 tl 4.00 2.95
52 tl	4.50 3.10 312 tl 3.75 2.90

- PACKAGE PLANS**
SPECIAL SATURATION RATES
(Best time available) 1 min 30 sec
- | | |
|----------------------|---------------|
| 300 spots in 4 weeks | 520.00 350.00 |
| 120 spots in 3 weeks | 350.00 240.00 |
| 60 spots in 2 weeks | 200.00 140.00 |
| 30 spots in 1 week | 100.00 75.00 |

PROGRAM TIME RATES

CLASS A	
1 hr	1/2 hr 1/4 hr 10 min 5 min
1 tl	85.00 58.00 32.50 24.00 13.00
13 tl	78.00 52.00 29.00 22.00 12.00
26 tl	71.50 45.00 27.00 21.00 11.00
52 tl	65.00 39.00 25.00 19.00 10.50
104 tl	61.75 36.00 21.00 17.00 9.75
156 tl	58.50 34.00 19.00 15.00 9.00
260 tl	52.00 31.00 17.00 13.00 8.50
312 tl	45.00 28.00 15.00 12.00 8.00
CLASS B	
1 tl	65.00 39.00 23.00 16.00 8.50
13 tl	60.00 35.00 21.00 14.50 8.00
26 tl	56.00 32.50 17.00 13.00 7.75
52 tl	52.00 30.00 16.00 12.50 7.50
104 tl	49.00 29.00 15.00 11.00 7.15
156 tl	45.00 27.00 14.25 10.50 6.80
260 tl	42.00 25.00 13.00 9.50 6.25
312 tl	32.00 18.00 10.00 9.00 5.75

KXRA-FM

1968



Media Code 4 224 0691 8.00
Alexandria Broadcasting Corp., Box 26, 1912 Broad-
way, Alexandria, Minn. 56308. Phone 612-763-8131.

- PERSONNEL**
Pres. & Com'l Mgr.—Everette Q. Walters.
Sec'y-Treas. & Mgr.—Kenneth A. Tessmer.
- REPRESENTATIVES**
Donald Cooke, Inc.
- FACILITIES**
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately 1:10-
4 pm & 7:05-10 pm. For simulcast facilities see
KXRA.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See KXRA listing for coded regulations.
Member: Minnesota Star Network.

TIME RATES
Rates are identical to KXRA. See that listing.

ANOKA

Anoka County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KANO

1956

Country Music Network



Subscriber to the NAB Radio Code
Media Code 4 224 0605 4.00
Northwest Broadcasting Co., Box 1470, Anoka, Minn.
55303. Phone 612-421-2800.

- PERSONNEL**
President—J. Warren Burke.
Oper. & Prog. Mgr.—Paul W. Dennett.
Chief Engineer—John H. Nelson.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
- FACILITIES** 1,000 w.; 1470 kc. Nondirectional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28b.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61c, 62e.
Cancellation: 71a, 73a.
Member: Country Music Network.

TIME RATES
Eff 9/1/69—Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS	
100x	200x 300x 400x 500x 750x 1000x
1 min	6.00 5.50 5.00 4.50 4.00 3.50 3.00
30 sec	4.50 4.15 3.75 3.50 3.00 2.70 2.25
Less than 30 sec: 50% of 1-min.	

AUSTIN (2 AM; 1 FM)

Mower County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KAUS

1948



Subscriber to the NAB Radio Code
Media Code 4 224 0920 1.00
Minnesota-Iowa Television Co., Box 547, Austin,
Minn. 55913. Phone 507-433-8836.

- PERSONNEL**
President—Robert Buckmaster.
Vice-Pres. & Gen'l Mgr.—Richard V. Taber.
Station Manager—Edward Roehling.
- REPRESENTATIVES**
Avery-Knodel, Inc.
Minneapolis, St. Paul—Wayne-Evans & Associates,
Inc.
- FACILITIES**
1,000 w.; 1480 kc. Directional—separate patterns day
and night.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Eff—Rec'd 6/25/68.

AA—6-9 am, noon-1 pm & 8-6 pm.
A—All other times except 6 pm-midnight.

MINNESOTA

7. PACKAGE PLANS

1 MIN:	1 wk	6 wk	13 wk	26 wk	52 wk
1 tl	6.75	6.50	6.25	5.75	4.75
2 tl	6.25	6.00	5.75	5.25	4.25
12 tl	5.75	5.50	5.25	4.75	3.75
18 tl	5.00	4.75	4.50	4.00	3.25
24 tl	4.50	4.25	4.00	3.50	2.75

1 min. discount per spot .50.
30 sec: 80% of 1-min.
10 sec: 50% of 1-min.
7-11:59 pm: 50% of AA.

KAUS-FM

1968



Media Code 4 224 0921 9.00
Minnesota-Iowa Television Co., Box 577, Austin,
Minn. 55912. Phone 507-433-8836.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard V. Taber.
Station Manager—Ed Roehling.
Sales Manager—Ken Soderberg.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
ERP 100,000 w. 99.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
See KAUS listing for coded regulations.

TIME RATES
Eff 4/1/69—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS	
PER YR:	1x 100x 150x 250x 350x
1 min	4.00 3.75 3.50 3.25 3.00
30 sec	80% of 1-min.

KQOQ

1960

PRO Time sales inc.



Subscriber to the NAB Radio Code
Media Code 4 224 1035 7.00
KQOQ, Inc., Box 97, Austin, Minn. 55912. Phone
507-437-4511.

- Studios—127 N. Main St. Phone 507-437-4567
- PERSONNEL**
Pres. & Gen'l Mgr.—Donald F. Jones.
Sales Manager—Ted Anthony.
Program Director—Dan Davies.
 - REPRESENTATIVES**
PRO Time Sales, Inc.
 - FACILITIES**
5,000 w. days, 500 w. nights; 970 kc. Directional.
Operating schedule: 24 hours. CST.
 - AGENCY COMMISSION**
15/0 time only; monthly.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 24b, 24c, 25a, 26,
28b, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Minnesota Farm Network, Minnesota Star
Network.

TIME RATES
No. 5 Eff 4/1/67—Rec'd 3/2/67.

7. PACKAGE PLANS	
1 MIN:	1 tl 5 tl 10 tl 15 tl 20+
1 min	7.50 7.00 6.50 6.00 5.50
12 wks	7.00 6.50 6.00 5.50 5.00
26 wks	6.50 6.00 5.50 5.00 4.50
39 wks	6.00 5.50 5.00 4.50 4.00
52 wks	5.50 5.00 4.50 4.00 3.50

DISCOUNTS
Midnight-4:59 am 50%

10. SPECIAL FEATURES
Farm Program—5-7 am & noon-1:30 pm, earned rate plus 1.00.

BEMIDJI

Beltrami County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KBUN

1948



Subscriber to the NAB Radio Code
Media Code 4 224 1150 4.00
Paul Bunyan Broadcasting Co., 502-1/2 Beltrami
Ave., Bemidji, Minn. 56601. Plaza 1-4120.

- STATION'S PROGRAMMING DESCRIPTION**
KBUN: Programmed for adults and young adults.
NEWS: headlines every 30 min, 5 min every 65 min,
and 15 min at 7:30 am, noon, 5:35 pm, &
10 pm.

MINNESOTA

Bemidji—K B U N—Continued

- PERSONNEL**
General Manager—Ned J. Goodwin.
- REPRESENTATIVES**
M. A. Sales Company, Inc.
- FACILITIES**
1,000 watts days, 250 watts nights; 1450 kc. Non-directional.
Operating schedule: 6:00 a.m. to midnight, CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 23a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 61a.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with KRS Radio Network.

TIME RATES

Rates effective January 1, 1960. (Card No. 2.)
Card received December 23, 1959.

SPOT ANNOUNCEMENTS

CLASS "A"		(Sign-on to 7:00 p.m.)	
Per week:	1 minute	2 times	2.85
	2 times	4.00	20 times
	5 times	3.50	
	30 seconds	3.00	10 times
	3 times	2.70	20 times
	5 times	2.50	

CLASS "B"		(7:00 p.m. to midnight)	
Per week:	1 minute	2 times	2.40
	2 times	3.00	20 times
	3 times	2.80	20 times
	5 times	2.50	
	30 seconds	2.35	10 times
	3 times	2.00	20 times
	5 times	1.90	

PROGRAM TIME RATES

- 5 minutes—1-1/2 times spot earned rate.
- 10 minutes—2 times spot earned rate.
- 1/2 hour—3 times spot earned rate.
- 1 hour—5 times spot earned rate.
- 1 hour—8 times spot earned rate.
- 15 second spot rate—50% of 1 minute rate. May not be combined with 1 minute or 30 seconds.

BENSON

Swift County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KBMO

1956

Subscriber to the NAB Radio Code
Media Code 4 224 1265 0.00
North Star Broadcasting Co., Box 355, 1205 Pacific Ave., Benson, Minn. 56215. Phone 842-4601.

- PERSONNEL**
President—George J. McCarthy.
General Manager—Ron C. Ouerlander.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
500 w.; 1290 kc. Non-directional.
Operating schedule: 6:00 a.m. to sunset, CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 23a, 24b, 25a, 28b.
Prod. Services: 82.

NATIONAL AND LOCAL RATES SAME
Eff 6/1/68—Rec'd 6/12/68.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	20 sec
Open		3.50	2.45	2.10
9 x		3.40	2.40	2.05
15 x		3.80	2.35	2.00
26 x		3.20	2.30	1.95
39 x		3.10	2.05	1.90
52 x		3.00	2.15	1.80
78 x		2.90	2.05	1.70
104 x		2.80	1.95	1.60
156 x		2.70	1.95	1.50
208 x		2.60	1.75	1.40
312 x		2.40	1.65	1.30
468 x		2.30	1.55	1.20
624 x		2.20	1.45	1.10

PROGRAM TIME RATES

Open	1/2 hr	1/4 hr	10 min	5 min
24.20	13.75	8.80	5.60	
23.60	13.60	8.50	5.40	
22.00	13.10	8.35	5.30	
19.80	12.75	8.15	5.20	
19.00	12.50	7.90	5.10	
18.40	12.00	7.70	5.00	
17.80	11.75	7.50	4.90	
17.20	11.50	7.25	4.80	
16.80	11.10	7.05	4.70	
16.00	10.75	6.80	4.60	
15.40	10.45	6.60	4.50	
14.80	10.10	6.40	4.40	
14.20	9.75	6.15	4.30	

BLUE EARTH (1 AM; 1 FM)

Faribault County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

KBEW

1963

Subscriber to the NAB Radio Code
Media Code 4 224 1360 7.00
Faribault County Broadcasting Company, Box 308, Blue Earth, Minn. 56013. Phone 507-528-2181.

STATION'S PROGRAMMING DESCRIPTION

KBEW: Programmed for farm audience, adult.
MUSIC: general popular plus 3 hours of country and western, 6-7 am & 8-7 pm daily. NEWS: on hour and half hour, plus four 15 min newscasts, 7:45 am, 12:15 pm, 6 pm & 10 pm. Farm and stock markets given on every major newscast. Broadcasts daily from 5 neighboring farm communities. Talk and interviews on broadcasts from neighboring towns, as well as telephone participation, 10:30-11 am daily. Description includes FM non-simulcast programming. Contact Representative for further details. Rec'd 9/1/67, tails. Rec'd 9/1/67.

- PERSONNEL**
Pres. & Sta. Mgr.—Paul C. Hedberg.
Sales Manager—Erle Othoutd.
- REPRESENTATIVES**
Minnesota Star Radio Network.
- FACILITIES**
1,000 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset, CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBEW-FM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14b, 15b, 15c, 16, 18.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24c, 25a, 26, 27, 28b, 20b, 30, 31.
Contracts: 40a, 42b, 43, 44a, 45, 46, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60g, 60i, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc., Minnesota Star Network.

TIME RATES

ET 5/1/68—Rec'd 3/25/68.

7. PACKAGE PLANS		1 min	30 sec
Less than 20 spots		3.30	2.40
Package A, 20 ti		3.00	2.05
Package B, 30 ti		2.90	1.95
Package C, 40 ti		2.80	1.85
50+ ti		2.70	1.75
15 sec ID's: minimum package 30 spots, ea 1.55.			

PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
49.00	24.50	15.00	10.00	6.00

SPECIAL FEATURES

- NEWSCASTS AND SPORTSCASTS
- 5 min—5.00 15 min—15.00
- Farm market shows, participating, minutes only, 2.85.

KBEW-FM

1966

Media Code 4 224 1391 5.00
Faribault County Broadcasting Company, Box 308, Blue Earth, Minn. 56013. Phone 507-528-2181.

STATION'S PROGRAMMING DESCRIPTION

- PERSONNEL**
Pres. & Sta. Mgr.—Paul C. Hedberg.
Sales Manager—Erle Othoutd.
- REPRESENTATIVES**
Minnesota Star Radio Network.
- FACILITIES**
ERP 3,000 w.; 100.9 mc.
Operating schedule: 8 am-10:30 pm, CST.
Partial simulcast operation. Operated separately local sunset-10:30 pm. For simulcast facilities see KBEW.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
This station reserves the right to charge for taping facilities on all programs.
All rates quoted on monthly basis.
Member: Minnesota Star Network.

TIME RATES

Rates are identical to KBEW. See that listing.

BRainerd (2 AM; 1 FM)

Crow Wing County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KLIZ

1946

Subscriber to the NAB Radio Code
Media Code 4 224 1495 3.00
Brainerd Broadcasting Co., 2700 E. Oak St., Brainerd, Minn. 56401. Phone 218-829-2853 or 84.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. Thomas O'Brien.
Sales Manager—Chester Hanson.
- REPRESENTATIVES**
Minneapolis—Wayne-Evans & Associates.

- FACILITIES**
5,000 w., 1880 kc. Directional at night.
Operating schedule: 6-1:05 am, CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b.
Basic Rates: 20a, 20b, 22a, 24a, 24b, 28a, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60g, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Minnesota Star Network.

TIME RATES

No. 7 ET 7/1/69—Rec'd 7/21/69.

6. SPOT ANNOUNCEMENTS		600x	900x	1200x
PER YR:	1x (Sign-on-7 pm)	2.50	2.00	1.50
	1 min	3.00	2.75	2.50
	30 sec	2.25	2.00	1.85
	7 pm-sign-off	1.50	1.30	1.10
Above rates less 25%.				

- PACKAGE PLANS** (Sign-on-7 pm)
WKLY: 20 ti 40 ti 60 ti 75 ti
1 min 2.50 2.00 1.75 1.50
30 sec 1.25 1.50 1.30 1.10
Above rates less 25%.
- PARTICIPATING PROGRAMS**
SPOTS IN FEATURE PROGRAMS
1 min 3.00 30 sec 2.25
13 week minimum.

KLIZ-FM

1960

Media Code 4 224 1495 1.00
Brainerd Broadcasting Co., 2700 E. Oak St., Brainerd, Minn. 56401. Phone 218-829-2853.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. T. O'Brien.
Sales Manager—Chester Hanson.
- REPRESENTATIVES**
Wayne-Evans & Associates.
- FACILITIES** ERP 36,000 w.; 95.7 mc.
Operating schedule: 6-1 am Mon thru Sat; 7:30 am-11 pm Sun, CST.
Antenna ht.: 386 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
See KLIZ listing for coded regulations.
Member: Minnesota Star Network.

TIME RATES

No. 1 ET 2/1/69—Rec'd 3/24/69.

6. SPOT ANNOUNCEMENTS		150x	260x	312x	624x
PER YR:	1x	5.00	2.75	2.50	2.00
	1 min	3.50	2.75	2.50	2.00

- PACKAGE PLANS** (within 7 days)
WKLY: 10 ti 20 ti 30 ti 40 ti
1 min 3.25 2.75 2.25 1.75

8. PROGRAM TIME RATES		13	26	52	104	156	260	312	624
1 hr		25.00	23.88	22.75	21.68	20.38	19.13	18.18	16.88
1/2 hr		15.00	14.33	13.65	12.83	12.23	11.47	10.88	10.13
1/4 hr		10.00	9.55	9.10	8.55	8.15	7.65	7.25	6.75

KVBR

1964

Subscriber to the NAB Radio Code
Media Code 4 224 1610 7.00
Greater Minnesota Broadcasting Corp., 1340 Ramsford Bldg., Brainerd, Minn. 56401. Phone 218-829-8747.

- PERSONNEL**
Pres. & Sales Mgr.—Charles B. Parsons.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:45 am-midnight daily except Sun 8-11 pm, CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12c, 13e, 14b, 15a.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 23b, 24c, 25c, 26, 28a, 28c, 29a, 30, 31, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Rates include guaranteed Merchandising Service in Brainerd Area.
National and Regional advertisers given fixed position schedules in highest audience periods.
Affiliated with KRS.

TIME RATES

ET 5/1/68—Rec'd 4/23/68.

6. SPOT ANNOUNCEMENTS		150x	156x	260x	312x
1 min		4.85	4.25	3.95	3.65

8. PROGRAM TIME RATES		130x	156x	260x	312x
5 min		6.90	6.00	5.70	5.40

BRECKENRIDGE

Wilkin County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KBMW

1948

Subscriber to the NAB Radio Code
Media Code 4 224 1725 3.00
Interstate Broadcasting Corp., 605 Dakota Ave., Washpeton, N. D. 58075. Phones 701-642-6639, 6630.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Ingstad.
Sta. & Com'l Mgr.—George F. Kaufmann.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-10:00 pm Sun, CST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 44b, 46, 47e, 48, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a, 62, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective December 1, 1958.
Rates received November 26, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1/4 hr.	10 min.	5 min.	1 min.
1 time		15.00	12.00	10.00	6.00
26 times		14.00	11.00	9.00	5.70
52 times		13.00	10.00	8.00	5.65
156 times		12.00	9.00	7.00	4.80
260 times		11.00	8.00	6.00	4.50
312 times		10.00	7.00	5.00	4.20

PACKAGE PLANS

1-minute or less per week:	6.00	15 times	4.00
10 times	4.50	20 times	3.50

CLOQUET

Carlton County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WKLK

1950

Subscriber to the NAB Radio Code
Media Code 4 224 1840 0.00
Cloquet Broadcasting Co., Box 309, Cloquet, Minn. 55720. 879-8725.

- PERSONNEL**
President—Harry Newby, Sr.
Gen'l Mgr. & Prog. Dir.—Duane G. Kerttula.
- FACILITIES**
1,000 watts days; 250 watts nights.
1230 kilocycles. Non-directional.
Operating schedule: 5:55 a.m. to midnight daily.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 81b, 8

CROOKSTON

Polk County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KROX

1948



Subscriber to the NAB Radio Code

Media Code 4 224 1955 6.00
The Crookston, Broadcasting Co., Box 820, Eagles Bldg., Crookston, Minn. 56716, At 1-1140.

- PERSONNEL**
General Manager—William J. Kiewel.
Program Director—Jerome A. Dahlberg.
Technical Director—Earl Handyside.
- REPRESENTATIVES**
Donald Cooke, Inc.
Canada—Andy McDermott, Sales, Ltd.
- FACILITIES**
1,000 w.; 1280 kc. Directional—night only.
Operating schedule: 6:00 am-midnight Mon thru Fri.
6:00-1:00 am Sat; 8:00 am-midnight Sun. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 29a, 30, 40, 41, 42, 43, 44, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a.
Cancellation: 72, 73b.
Affiliated with MBS.
Member: Minnesota Star Network.

TIME RATES

ET 8/1/65—Rec'd 9/14/63.

- SPOT ANNOUNCEMENTS**
CLASS "A"
(Sign-on to 7:00 p.m. Monday through Sunday)
1 min. 30 sec. 1 min. 30 sec.
1 time..... 8.00 4.85 260 times 6.30 3.00
52 times..... 7.40 4.00 620 times 6.00 2.75
104 times..... 7.00 3.75 1,040 times 5.75 2.50
156 times..... 6.75 3.50

CLASS "B"

(All other times)

50% of Class "A" rates.

- PACKAGE PLANS**
SATURATION PACKAGES
CLASS "A"
(Station option time)
10 to 19 per week, each..... 1 min. 30 sec. 5.40 4.00
20 to 29 per week, each..... 5.15 3.75
30 or more per week, each..... 4.95 3.50

CLASS "B"

10 or more per week, each..... 3.00 2.00
Class "A" and Class "B" may be combined to earn package rates but saturation spots may not be combined with regular announcements for frequency discount.

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 75 55 40 30 25
DISCOUNTS
13x-5% 52x-12% 156x-20%
26x-10% 104x-15% 260x-25%

DETROIT LAKES

Becker County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KDLM

1951



Subscriber to the NAB Radio Code

Media Code 4 224 2070 3.00
Detroit Lakes Broadcasting Corp., 1340 Richwood Rd., Detroit Lakes, Minn. 56501, Phone 218-847-5624.

- PERSONNEL**
General Manager—Alver Leighton.
Account Executive—David Knutson.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 81b.
Cancellation: 71a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/09—Rec'd 6/11/69.

- SPOT ANNOUNCEMENTS**
1x 65x 130x 195x 260x 325x 455x 650x
(*) 4.80 4.70 4.55 4.40 4.25 4.10 3.95 3.80
(*) 1 min or less.
- PROGRAM TIME RATES**
1 hr..... 28.75 25.00 24.50 23.55
1/2 hr..... 17.25 15.35 14.70 14.00
1/4 hr..... 10.40 9.20 8.80 8.40
5 min..... 6.00 5.25 5.00 4.75
- SPECIAL FEATURES**
Newcasts: 5-minute every hour on the hour. Earned 5-minute rate applies.

DULUTH (Minn.)-SUPERIOR (Wis.)

(7 AM; 1 PM)

Duluth, Minn.—St. Louis County—Map Location F-5
Superior, Wis.—Douglas County—Map Location C-3

See SRDS consumer market maps and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAOH

1963

DULUTH, MINN.

Media Code 4 224 2185 9.00
K-O Corp., 407 Christie Bldg., Duluth, Minn. 55802.
Phone 218-727-1521.

- PERSONNEL**
General Manager—Don LeMasurier.
Sales Manager—Jerry Karkkainen.
Operations Manager—June Sipola.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Mid-West Time Sales.
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 21a, 21d, 22b, 23a, 25a, 26, 28a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

No. 6 ET 1/1/69—Rec'd 11/27/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE—FIXED
1 x..... 15 312 x..... 8
26 x..... 13 500 x..... 7
52 x..... 11 1000 x..... 6
156 x..... 9 1500 x..... 6
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**
PER WK. ROS: 12 tl 18 tl 24 tl 30 tl
1 min..... 9.50 9.00 8.50 8.00
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
DISCOUNTS
13 wk-10% 26 wk-20% 52 wk-30%
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 75 55 40 30 25
5 tl per wk, 10% discount.
DISCOUNTS
13 wk-10% 26 wk-20% 52 wk-30%

KDAL

1936

DULUTH, MINN.

CBS Radio Network

Edward Petry & Co., Inc.



A WGN Continental Group Station

Subscriber to the NAB Radio Code

Media Code 4 224 2300 4.00
KDAL, Inc., 425 W. Superior, Duluth, Minn. 55802.
Phone 218-727-8911. Teletype 910-561-2522.

- PERSONNEL**
General Manager—Olin S. Ramsland.
Sales Manager—Carl Eavorth.
Promotion Manager—Carl C. Casperson.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
New England—Bill Creed Associates, Inc.
Minneapolis—Harry S. Hyatt Co., Inc.
Denver—Bob Hix Co., Inc.
- FACILITIES**
5,000 w.; 610 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

No. 15 ET 1/1/68—Rec'd 12/12/67.

- AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sun 10 am-4 pm; Sun 4-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 7-10 am.
C—Mon thru Sat midnight-6 am.
- SPOT ANNOUNCEMENTS**
FIXED POSITION
1x 26x 52x 104x 156x 260x 520x
AA..... 30.00 20.00 28.00 27.00 26.00 25.00 24.00
A..... 23.00 22.00 21.00 20.00 19.00 18.00 17.00
B..... 9.50 9.00 8.50 8.00 7.50 7.00 6.50
C: 30% of 1 min.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
 - PACKAGE PLANS**
IMPACT PLAN
(7-day rotation)
6 Plan 12 Plan 18 Plan 24 Plan
AA..... 28.00 25.00 24.00 23.00
A..... 21.00 20.00 19.00 18.00
B..... 8.50 8.00 7.50 7.00
TOTAL AUDIENCE PLAN
(7-day rotation)
Plan I, 12 tl (8AA, 4A, 2B)..... 240.00
Plan II, 18 tl (8AA, 6A, 2B)..... 240.00
Plan III, 24 tl (12AA, 8A, 4B)..... 408.00
 - PROGRAM TIME RATES**
6 AM-7 PM: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 157.50 82.50 45.00 37.50 32.00
All other times: 40%.
5 Programs per week, 10% discount.
1-minute, 20/30-second spots and Programs may combine to earn weekly frequency discounts.
CONSECUTIVE WEEK DISCOUNT
52 wk-10%

WAKX

1959

SUPERIOR, WIS.

Media Code 4 224 2415 0.00
Quality Radio, Inc., House of Wax, 1810 N. 16th St., Superior, Wis. 54880. Phones Duluth-213-727-7271; Superior 715-394-8695.
STATION'S PROGRAMMING DESCRIPTION
WAKX: Programmed for adults.
MUSIC: general popular such as showtunes, standards and middle-of-the-road. NEWS: network and local on hour. Daily telephone discussion programs with appeal to housewives, M-F, 9-10 am & 1-2 pm. Active in community affairs through frequent editorials. Sun: music and news. Contact Representative for further details. Rec'd 5/24/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lewis M. Latto.
Operations Manager—Roy W. Harnish.
Sales Manager—Hugh C. McKay.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
500 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset, 7 days a week. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 46, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61b, 62b, 63d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

Rates effective January 1, 1962.
Rates received December 8, 1961.

- SPOT ANNOUNCEMENTS**
Per week: 1-12 13-25 26-38 39-52
5 times: wks. wks. wks. wks.
1 minute..... 9.75 8.25 7.50 6.75 6.35
30 seconds..... 7.80 6.60 6.00 5.40 5.00
10 times:
1 minute..... 7.70 7.10 6.60 6.25 5.75
30 seconds..... 6.20 5.70 5.30 5.00 4.60
15 times:
1 minute..... 7.30 6.60 6.10 5.65 5.25
30 seconds..... 5.80 5.30 4.90 4.50 4.20
20 times:
1 minute..... 6.50 6.20 5.30 5.00 4.75
30 seconds..... 5.20 5.00 4.20 4.00 3.80
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min.
1 time..... 75.00 39.75 22.50 15.00
50 times..... 67.50 35.75 20.25 13.50
150 times..... 57.50 30.50 17.25 11.75
250 times..... 48.75 26.00 14.75 9.75
350 times..... 41.25 22.25 13.25 8.25
550 times..... 37.25 21.00 11.75 7.50
1,050 times..... 33.50 18.75 10.25 6.75

WDSM

1939

SUPERIOR, WIS.

NBC Radio Network

- Subscriber to the NAB Radio Code
Media Code 4 224 2530 6.00
Northwest Publications, Inc., WDSM Bldg., Duluth, Minn. 55802. Phones 218-727-8484; 715-394-9238.
TVX 218-820-0275.
Studios: Duluth & 921 Tower Ave., Superior, Wis.
- STATION'S PROGRAMMING DESCRIPTION
WDSM: Programmed for general interest.
NEWS: 30 min local and regional news at 7 am, 12:30 pm & 5 pm. 10 min local news at 8 am. Local news headlines 4 times an hour 6-8 am. 1 per hour 8 am-5 pm. 5 1/2 min network news on hour. 15 min network news at 6:30 am & 10:15 pm. Council proceedings broadcast whenever council schedule sessions. Average 15 local high school, college and professional sporting events per month covering area participating sport. Music policy concentrates on full orchestra arrangements of standard songs on-10:30 pm, light classical 10:30 pm-sign-off. Contact Representative for further details. Rec'd 12/28/67.

MINNESOTA

- PERSONNEL**
President—Robert B. Ridder.
General Manager—Robert J. Rich.
Station Manager—W. J. Buessen.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
Minneapolis—W. L. Hurley.
- FACILITIES**
5,000 w.; 710 kc. Directional—night only.
Operating schedule: 5:30 am-midnight Mon thru Fri; 6:30 am-midnight Sat and Sun. CST.
- AGENCY COMMISSION**
15/0 time and talent; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24c, 25a, 28b, 28c, 29a, 29b, 32a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 62b, 62c.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

No. 16 ET 8/1/68—Rec'd 9/9/68.

- AA—6-0 am.
A—5-6 am & 9 am-7 pm.
B—7 pm-sign-off.
- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK, FIXED POS: 1 tl 6 tl 12 tl
1 min..... 12.00 10.00 8.00
30 sec..... 9.50 8.00 6.50
CLASS A
1 min..... 10.00 8.00 6.00
30 sec..... 8.00 6.50 5.00
CLASS B
1 min..... 4.00
30 sec..... 3.20
 - PACKAGE PLANS**
SPECIAL SATURATION—BTA
PER WK: 6 tl 12 tl 18 tl 24 tl
1 min..... 9.00 6.00 5.50 5.00
30 sec..... 7.00 5.00 4.50 4.00
100 per wk..... 1 min 30 sec 400.00 350.00
 - PROGRAM TIME RATES**
MON THRU FRI: 1 hr 1/2 hr 1/4 hr 10 min 5 min
AA..... 70 39 25 21 11
A..... 46 25 15 12 9
B..... 30 16 9 7 5
DISCOUNTS
3 days wkly-10% 5 days wkly-20%
 - SPECIAL FEATURES**
NBC MONITOR PROGRAM SCHEDULE—SATURDAY AND SUNDAY ONLY
PER DAY: 9 tl 12 tl 18 tl 36 tl
Sat or Sun..... 5.00 4.50 4.25 3.25
Sat and Sun..... 4.50 4.25 4.00 3.00
NBC MONITOR PROGRAM SCHEDULE—SATURDAY AND SUNDAY
AA—6 am-1 pm.
A—1 pm-sign-off.
1 hr 1/2 hr 1/4 hr 10 min 5 min
AA..... 100 39 26 21 15
A..... 46 25 16 14 9
DISCOUNTS
3 per weekend-10% 5 per weekend-20%

WIBC

1924

DULUTH, MINN.



Subscriber to the NAB Radio Code

Media Code 4 224 2645 2.00
Roy H. Park Broadcasting of the Midwest, Inc., 1001 E. 9th St., Duluth, Minn. 55805.
STATION'S PROGRAMMING DESCRIPTION
WIBC: Programmed for adults and teens.
5 air personalities program top 40 single records, popular selling albums, old top 40 pop hits. Reach for adult and teen audience 6-9 am & 3-8 pm, housewives 9 am-3 pm, and teens after 6 pm. Some folk and folk rock after 12M. 80% music and entertainment, 15% news, 5% public affairs and religion. NEWS: from network at :55 past hour, local and regional at :25 past. Broadcast 1 local sports event per week, when in season, usually a high school event. Use audience participation; contests, phone requests, etc. Contact Representative for further details. Rec'd 11/27/67.

- PERSONNEL**
President—Roy H. Park.
Executive Vice-President—Elmer F. Smith.
Station Manager—Tom Wynn.
- REPRESENTATIVES**
Katz Radio, West.
- FACILITIES**
5,000 w.; 500 kc. Directional—separate patterns day and night.
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c, 15d.
Basic Rates: 20a, 20b, 21b, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 81.
Affiliated with American Contemporary Network.
Ambed with Katz Radio, Ltd. Plan.
Schedules may be combined with KRST, Minneapolis-St. Paul, Minn., to determine applicable frequency rate.

(This listing continued on next page)

MINNESOTA

Duluth (Minn.)-Superior (Wis.)- W E B C-Continued

TIME RATES

No. 12 ET 4/1/69-Rec'd 4/7/69.
 AAA-Mon thru Fri 7-10 am.
 AA-Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-7 pm.
 A-All other times except midnight-6 am.

PER WK. EA:	1 MIN	5 MIN	15 MIN	30 MIN	1 HOUR
AAA	24	22	20	18	16
AA	22	20	18	16	14
A	19	18	15	14	13

30 sec: 80% of applicable 1-min.
 15 sec: 50% of applicable 1-min.

7. PACKAGE PLANS

PER WK. 1 MIN:	12 TI	18 TI	24 TI	30 TI	36 TI
Tap I (1/2AAA/AA, 1/2A)	144	198	240	270	288
Tap II (1/3AAA/AA, 2/3A)	132	180	216	240	252

30 sec: 80% of applicable 1-min.
 15 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES

5-min-150x applicable 1-min.
 10. SPECIAL FEATURES

Applicable 1-minute rate plus:
 1-12 x 2.00 18+ 1.50
 Includes open, 1-minute spot and close.
COMBINABILITY
 All spots regardless of length of classification may be combined for discount purposes as long as 2.5x spots of each length are properly distributed by time classes.

WWJC

1963

SUPERIOR, WIS.

Subscriber to the NAB Radio Code
 Media Code 4 224 2875 5.00
 WWJC Incorporated, 1120 E. McCuen St., Duluth, Minn. 55808. Phone 218-626-2738.

STATION'S PROGRAMMING DESCRIPTION

WWJC: Programmed for adults.
 6:30-7:50 am middle-of-the-road, 7:50-9 am religious programming, 9-10 am variety programming, 11-11:30 am women's talk program, Noon block: commentary, world, regional and local news, middle-of-the-road music til 2:30 pm. 2:35-3:30 pm serious music, 4-5 pm folk, 5 pm sign-off standard, middle-of-the-road music. 65% music and entertainment, 10% news, 25% public affairs and religion. NEWS: network at half hour, local 35 past hour, 5 min public affairs features hourly. Contact Representative for further details. Rec'd 6/27/68.

1. PERSONNEL

President-Floyd Bernard.
 General Manager-Roger Elm.

2. REPRESENTATIVES

East Coast-Gene Bolles Company.
 West Coast-Harlan G. Oakes, Inc.

3. FACILITIES

5000 w. days: 1270 kc. Non-directional.
 Operating schedule: 6:30 am-local sunset. CST. Partial simulcast operation. Simulcast 4-6 pm. For non-simulcast facilities see WWJC-FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 12c, 13c, 14c, 15b, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 26, 28c, 29b, 31, 33d.
 Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51a.
 Comb.: Cont. Discounts: 60b, 61b, 62a.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with KBS Radio Network.
 Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 6 ET 11/11/68-Rec'd 11/14/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec	10 sec
2.00	1.50	1.00	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
50	25	14	8

WWJC-FM

1966

SUPERIOR, WIS.

Subscriber to the NAB Radio Code
 Media Code 4 224 2878 3.00
 WWJC Inc., 1120 E. McCuen St., Duluth, Minn. 55808. Phone 218-626-2738. 715-394-7833.

STATION'S PROGRAMMING DESCRIPTION

WWJC-FM: Programmed for adults.
 4-5 pm folk, 5-6 pm middle-of-the-road music, 6-7 pm religious, 7-8:30 pm standard, middle-of-the-road music, 8:35-9:30 pm classical music, 10 pm-12M semi-classical standards, 75% music, 20% public affairs and religion, 5% news. NEWS: network at half hour, local and regional at 35 past hour, 5 min public affairs hourly. Contact Representative for further details. Rec'd 6/27/68.

1. PERSONNEL

President-Floyd Bernard.
 General Manager-Roger Elm.

2. REPRESENTATIVES

West Coast-Harlan G. Oakes, Inc.
 East Coast-Gene Bolles Company.

3. FACILITIES

ERP 100,000 w.; 105.1 mc.
 Operating schedule: 4 pm-midnight. CST.
 Antenna ht.: 749 ft. above terrain.
 Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WWJC.

4. AGENCY COMMISSION

None; all rates net to station.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 12c, 13c, 14c, 15b, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 26, 28c, 29b, 31, 33d.
 Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51a.
 Comb.: Cont. Discounts: 60b, 61b, 62a.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with KBS Radio Network.

TIME RATES

Rates are identical to WWJC. See that listing.

EAST GRAND FORKS

Polk County-Map Location B-5

See SRDS consumer market map and data at beginning of the State.

See Grand Forks, N. D. (including East Grand Forks, Minn.)

ELY

St. Louis County-Map Location F-5

See SRDS consumer market map and data at beginning of the State.

WELY

1954

Subscriber to the NAB Radio Code
 Media Code 4 224 2990 2.00
 Northern Lakes Corp., Box 540, Ely, Minn. 55731.
 Phone 385-3285.

1. PERSONNEL

Pres. & Gen'l Mgr.-Vincent T. Hallett.
 Vice-President-R. M. Sever.
 Chief Engineer-Elliott Smith.
 William J. Hurley.

2. REPRESENTATIVES

William J. Hurley.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
 Operating schedule: 6 am-10 pm. CST.
 15/0 time only.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4c, 5, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 24b, 25a, 28b, 29a, 33d.
 Contracts: 42a, 42c, 43, 44a, 45, 46, 47e, 51a.
 Comb.: Cont. Discounts: 60a, 61a.
 Cancellation: 70b, 70c, 71a, 73b.
 Prod. Services: 82.
 Affiliated with KBS and NAS.

TIME RATES

ET 1/1/69-Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS

1x	3x	25x	52x	156x	260x	520x
1 min	3:50	3:35	3:20	3:05	2:90	2:75

7. PACKAGE PLANS

SATURATION PACKAGE PLAN

PER WK:	20 TI	30 TI	50 TI	100 TI
1 min	62.50	90.00	145.00	200.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
30.00	25.00	22.50	21.25
18.00	17.00	16.25	15.50
14.00	12.50	11.00	10.00
10.00	9.00	8.50	8.00
5 min	6.50	6.00	5.75
	5.50	5.00	4.50
			4.25

EVELETH

St. Louis County-Map Location F-5

See SRDS consumer market map and data at beginning of the State.

WEVE

1947

Subscriber to the NAB Radio Code
 Media Code 4 224 3105 6.00
 Carl Bloomquist, WEVE Bldg., Eveleth, Minn. 55734.
 SH-5928.

1. PERSONNEL

Owner-Carl Bloomquist.
 General Manager-Ray E. Kent.

2. REPRESENTATIVES

Ray E. Kent.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
 Non-directional.
 Operating schedule: 8:15 a.m. to 10:15 p.m. Monday through Friday; 8:15 a.m. to 11:30 p.m. Saturday; 7:30 a.m. to 10:30 p.m. Sundays. CST.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL RATE POLICY

Affiliated with KBS and MBS.

TIME RATES

Rates effective May 1, 1959.
 Rates received December 1, 1950.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr	1/2 hr	1/4 hr	5 min	1 min
1	45.00	27.00	18.00	9.00	4.50
13 times	42.00	25.20	16.80	8.40	4.25
28 times	39.00	23.40	15.60	7.80	4.00
52 times	38.00	21.60	14.40	7.20	3.75
104 times	33.00	19.80	13.20	6.60	3.50
156 times	30.00	18.00	12.00	6.00	3.25
260 times	27.00	16.20	10.80	5.40	3.00

FAIRMONT

Martin County-Map Location D-10
 See SRDS consumer market map and data at beginning of the State.

KSUM

1949

Subscriber to the NAB Radio Code
 Media Code 4 224 3220 3.00
 Woodward Broadcasting, Inc., 306 N. Park St., Fairmont, Minn. 56031. Phone 507-235-6595.

1. PERSONNEL

Pres. & Gen'l Mgr.-Charles V. Woodward.
 Commercial Manager-Frank Enderabe.

2. REPRESENTATIVES

Grant Webb & Company.
 Canada-Andy McDermott Sales Ltd.

3. FACILITIES

1,000 w., 1370 kc. Directional-separate patterns day and night.
 Operating schedule: 5:30 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. CST.

4. AGENCY COMMISSION

15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42b, 45, 40, 47a, 48.
 Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective July 1, 1958.
 Rates received July 2, 1958.
 Rev. rates received August 29, 1980.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

CLASS "A"	6:30 a.m. to 8:30 a.m.	11:30 a.m. to 1:00 p.m.	5:30 p.m. to 8:00 p.m.	weekdays; noon to 2:00 p.m. Sundays)
1	1/2	1/4	10	5
1 time	hr.	hr.	min.	min.
26 times	65.00	40.00	25.00	24.00
52 times	61.60	38.80	24.80	23.80
78 times	60.00	37.00	24.00	23.00
104 times	58.50	36.00	24.00	22.60
156 times	55.30	33.70	24.20	20.30
260 times	52.00	32.00	24.10	19.20
312 times	48.80	30.30	24.00	18.00
	45.50	28.00	23.00	16.80

CLASS "B"

(All other times)

1 time	50.00	30.00	20.00	18.00	12.00	7.50	5.50
26 times	47.50	28.50	19.00	17.10	11.40	7.10	5.20
52 times	46.30	27.70	18.50	16.65	11.10	6.90	5.10
78 times	45.00	27.00	18.00	16.20	10.80	6.80	5.00
104 times	42.50	25.50	17.00	15.30	10.20	6.40	4.70
156 times	40.00	24.00	16.00	14.40	9.60	6.00	4.40
260 times	37.50	22.50	15.00	13.50	9.00	5.80	4.10
312 times	35.00	21.00	14.00	12.60	8.40	5.30	3.90

7. PACKAGE PLANS

SATURATION PACKAGE PLAN
 (Run-of-schedule)

Per week:	1 min.	30 sec.	1 min.	30 sec.
15 times	100.00	75.00	30 times	165.00
25 times	150.00	112.00	50 times	240.00

Additional Discounts
 Package Plan Only

Consecutive weeks:
 13 weeks 5% 52 weeks 10%
 26 weeks 7-1/2%

FARIBAULT (1 AM; 1 FM)

Rice County-Map Location E-9
 See SRDS consumer market map and data at beginning of the State.

KDHL

1947

Subscriber to the NAB Radio Code
 Media Code 4 224 3335 9.00
 KDHL Broadcasting Co., Faribault, Minn. 55021.
 Phone 334-4345.

1. PERSONNEL

General Manager-J. E. Hyde, Jr.
 Commercial Manager-Palmer Dragsten.

2. REPRESENTATIVES

Grant Webb & Company, Inc.

3. FACILITIES

5,000 w., 920 kc. Directional-separate patterns day and night.
 Operating schedule: 5-2 am daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 21a, 22b, 24b, 25a, 26.
 Contracts: 40a, 47a.
 Comb.: Cont. Discounts: 60b, 61b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS Radio Network.

TIME RATES

Fergus Falls—K B R F—Continued

TIME RATES
 Eff 4/1/59—Rec'd 2/24/59.

6. SPOT ANNOUNCEMENTS
 (All times Mon thru Sat except 11 am-1 pm)

1 min 30 sec	1 min 30 sec
1 x..... 7.55 5.45 156 x..... 5.95 4.20	
13 x..... 7.35 5.30 260 x..... 5.80 4.10	
26 x..... 6.85 4.90 312 x..... 5.45 3.80	
52 x..... 6.50 4.65 624 x..... 5.25 3.60	
104 x..... 6.15 4.35 1248 x..... 5.10 3.55	

Mon thru Sat 11 am-1 pm—extra 10%.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x..... 75.85 39.95 21.35 15.15 10.55				
13 x..... 73.40 38.75 20.75 14.80 10.25				
26 x..... 68.20 36.05 19.35 13.75 9.60				
52 x..... 64.45 34.15 18.50 13.05 9.20				
104 x..... 60.65 32.20 17.80 12.35 8.70				
156 x..... 58.45 31.05 16.70 11.95 8.40				
260 x..... 58.04 30.25 16.30 11.65 8.20				
312 x..... 53.25 28.80 15.30 10.95 7.75				
624 x..... 53.25 28.80 15.30 10.95 7.75				

Mon thru Sat 11 am-1 pm—extra 10%.

K B R F-FM

1967
 NAB

Media Code 4 224 3451 4.00
 Empire Broadcasting Stations, Inc., Box 494, 112 E. Lincoln Ave., Fergus Falls, Minn. 56537. Phone 218-736-7596.

- 1. PERSONNEL**
 Pres. & Gen'l Mgr.—Otto A. Korp.
 Station Manager—Donald W. Sampson.
 Sales Manager—Donald H. Fritzell.
- 2. REPRESENTATIVES**
 Savall/Gates, Inc.
 Regional—William L. Hurley.
- 3. FACILITIES**
 ERP 28,700 w.; 103.3 Mc. Stereo.
 Operating schedule: 5 am-midnight, CST.
 Antenna ht.: 270 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15/0 time and talent. Payable 10th of following month.
- 5. GENERAL RATE POLICY**
- TIME RATES**
 NATIONAL AND LOCAL RATES SAME
 Eff Rec'd 12/1/67.
- 6. SPOT ANNOUNCEMENTS**
 1 MINUTE
- | |
|----------------------------------|
| 1 x..... 4.60 156 x..... 3.80 |
| 13 x..... 4.45 260 x..... 3.60 |
| 26 x..... 4.30 312 x..... 3.40 |
| 52 x..... 4.20 624 x..... 3.20 |
| 104 x..... 4.00 1248 x..... 3.00 |

8. PROGRAM TIME RATES

1 hr	1/2 hr	1 hr	1/2 hr
1 x..... 25.00 13.20 156 x..... 19.40 10.70			
13 x..... 23.80 12.70 260 x..... 18.00 10.00			
26 x..... 22.40 12.20 312 x..... 17.00 9.50			
52 x..... 21.60 11.80 624 x..... 16.50 8.80			
104 x..... 20.50 11.25 1248 x..... 12.20 7.10			

10. SPECIAL FEATURES
 5-min News—Applicable 1-min rate.

FOSSTON

Polk County—Map Location B-5
 See SRDS consumer market map and data at beginning of the State.

KEHG

1966
 Media Code 4 224 3505 7.00
 E. P. De La Hunt Fosston Broadcasting Co., Hwy. 2, E. Fosston, Minn. 56542. Phone 218-435-2875.

- 1. PERSONNEL**
 Pres., Gen'l & Sta. Mgr.—E. P. De La Hunt, Jr.
- 3. FACILITIES**
 5,000 w.; 1480 kc. Non-directional.
 Operating schedule: 6 am-7 pm, CST.
- 4. AGENCY COMMISSION**
 15% net time; 2% cash discount with order.
- 5. GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.
- Any combination of spots on KEHG and KPRM. Park Rapids, earns maximum discount on both stations.
- TIME RATES**
 Eff Rec'd 9/27/68.

7. PACKAGE PLANS
 1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 wk..... 5.25 5.05 4.80 4.50 4.15 3.55 3.00 3.00								
4 wk..... 5.35 5.10 4.90 4.50 4.20 3.75 3.30 2.80								
8 wk..... 5.05 4.75 4.50 4.30 3.85 3.55 3.15 2.70								
13 wk..... 4.65 4.30 4.15 3.90 3.55 3.15 2.95 2.65								
26 wk..... 4.20 4.05 3.90 3.55 3.30 2.95 2.65 2.50								
52 wk..... 3.90 3.80 3.65 3.30 3.10 2.95 2.70 2.50 2.40								

30 SECONDS

1 wk..... 4.15 4.00 3.85 3.70 3.55 3.40 3.00 2.70
4 wk..... 4.05 4.00 3.75 3.45 3.40 3.15 2.80 2.55
8 wk..... 3.90 3.75 3.60 3.30 3.15 3.00 2.70 2.50
13 wk..... 3.75 3.60 3.45 3.15 3.00 2.80 2.65 2.40
26 wk..... 3.60 3.45 3.30 3.00 2.80 2.65 2.40 2.35
52 wk..... 3.40 3.25 3.10 2.90 2.75 2.55 2.25 2.25

15 SECONDS

1 wk..... 3.45 3.30 3.15 3.00 2.85 2.70 2.55 2.40
4 wk..... 3.30 3.15 3.00 2.85 2.70 2.55 2.40 2.35
8 wk..... 3.15 3.00 2.85 2.70 2.55 2.40 2.35 2.25
13 wk..... 3.00 2.85 2.70 2.55 2.40 2.35 2.25 2.20
26 wk..... 2.85 2.70 2.55 2.40 2.35 2.25 2.20 2.10
52 wk..... 2.70 2.55 2.40 2.35 2.25 2.20 2.10 1.95

SPECIAL 1-WEEK PACKAGE

100 hr..... 240	225	195
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8. PROGRAM TIME RATES
 COST PER MONTH

PER WK: 5 MINUTES

1 ti..... 35	25	20
3 ti..... 85	75	60
6 ti..... 125	115	100

10 MINUTES

1 ti..... 45	35	30
3 ti..... 100	90	75
6 ti..... 155	145	130

1/4 HOUR

1 ti..... 50	45	40
3 ti..... 120	110	95
6 ti..... 190	180	165

6 day a week, 12-month program sponsors entitled to end rate on all spots.

GOLDEN VALLEY

Hennepin County—Map Location E-8.
 See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul
 (including Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

GAND RAPIDS

Itasca County—Map Location D-5
 See SRDS consumer market map and data at beginning of the State.

KOZY

1948
 NAB

Subscriber to the NAB Radio Code
 Media Code 4 224 3565 1.00
 Itasca Broadcasting Co., 213-1/2 N. First Ave., W. Grand Rapids, Minn. 55744. 218-328-3446.

- 1. PERSONNEL**
 General Manager—Robert D. Kennedy.
- 3. FACILITIES**
 1,000 w.; 1490 kc. Non-directional.
 Operating schedule: 6:30 a.m. to 11:00 p.m. CST.
- 4. AGENCY COMMISSION**
 15/0 net time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26a, 29a.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
 Comb.: Cont. Discounts: 60a, 60f, 61c, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 80, 82.
 Affiliated with MBS Radio Network.

TIME RATES
 No. 3 Eff 5/1/67—Rec'd 2/22/67.

6. SPOT ANNOUNCEMENTS

1x	25x	52x	104x	156x	260x	512x
1 min 6.00	5.70	5.50	5.10	4.80	4.50	4.20
30 sec 4.80	4.50	4.25	4.00	3.80	3.50	3.40

8. PROGRAM TIME RATES

1 ti..... 15	10	10
13-5%..... 52x-15%	156x-25%	260x-30%
26x-10%	104x-20%	

HASTINGS

Dakota County—Map Location E-9
 See SRDS consumer market map and data at beginning of the State.

KDWA

1963
 NAB

Media Code 4 224 3680 8.00
 Hastings Broadcasting Co., Box 186, 1800-1/2 Vermillion St., Hastings, Minn. 55038. Phone 612-437-3182.

- 1. PERSONNEL**
 General Manager—David L. Baudoin.
 News Director—Law Jaquis.
- 3. FACILITIES**
 1,000 w. days; 1460 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Keystone Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 1/1/68—Rec'd 1/30/68.

6. SPOT ANNOUNCEMENTS

1x	25x	52x	104x	156x	312x
1 min..... 6.00	5.50	5.00	4.50	4.00	3.00
30 sec..... 4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min..... 4.50	3.50	3.00	2.75	2.50	
30 sec..... 3.50	2.75	2.25	2.00	1.75	

PER DAY:

10 sec..... 2.00	1.75	1.50	1.25	1.00
30 sec..... 2.50	2.00	1.75	1.50	1.25
1 min..... 2.75	2.50	2.00	1.75	1.50

8. PROGRAM TIME RATES

1 hr..... 60.00	47.50	45.00	42.50	40.00	37.50
1/2 hr..... 30.00	23.00	25.50	23.00	21.50	19.00
1/4 hr..... 20.00	17.25	15.00	11.00	10.25	9.50
10 min..... 12.50	11.75	10.75	9.75	8.75	7.75
5 min..... 8.00	7.00	5.75	5.00	4.75	4.50

HIBBING

St. Louis County—Map Location F-5
 See SRDS consumer market map and data at beginning of the State.

WMFG

1995
 NAB RAB

Subscriber to the NAB Radio Code
 Media Code 4 224 3795 4.00
 Hibbing Broadcasting Co., WMFG Bldg., Hibbing, Minn. 55748. Phone 218-263-7531.

- 1. PERSONNEL**
 President—Frank Befera.
 Gen'l & Sales Mgr.—Lester A. Rutstein.
- 2. REPRESENTATIVES**
 Gene Bolla Company
 Los Angeles—Lee F. O'Connell Co.
 Minneapolis—Bill Hurley.
- 3. FACILITIES**
 1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
 Operating schedule: 6:00 a.m. to 11:00 p.m. CST.
- 4. AGENCY COMMISSION**
 15% on net time and talent; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 3b, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 29a.
 Contracts: 40a, 42a, 43, 44a, 45, 50, 51a.
 Comb.: Cont. Discounts: 60a, 62b.
 Cancellation: 70b, 70d, 71b, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with NAS Radio Network.

TIME RATES
 Rates effective November 1, 1958.
 Card received November 7, 1956.
 Rev. (effective date) rec'd October 15, 1958.

6. SPOT ANNOUNCEMENTS

1x	25x	52x	65x	130x	156x	260+
1 min-5.75	5.45	5.30	5.15	4.85	4.55	4.25

HUTCHINSON

McLeod County—Map Location D-9
 See SRDS consumer market map and data at beginning of the State.

KDUZ

1953
 NAB

Subscriber to the NAB Radio Code
 Media Code 4 224 3910 9.00
 North American Broadcasting Co., Hwy. 15, Hutchinson, Minn. 55358. Phone 896-1555.

- 1. PERSONNEL**
 General Manager—Heinz R. Fruck.
 Sales Manager—Larry Graf.
 Program Director—Wally Sylvester.
- 2. REPRESENTATIVES**
 George T. Hopewell, Inc.
- 3. FACILITIES**
 1,000 w.; 1260 kc. days, Nondirectional.
 Operating schedule: 5:30 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sundays. CST.
- 4. AGENCY COMMISSION**
 15/0 on time only.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
 Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25c, 26, 28b, 28c, 29a, 30, 31, 32b, 33b.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 50, 51b.
 Comb.: Cont. Discounts: 60a, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
 Cancellation: 70a, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Member: National Ag Radio Groups, Inc.

TIME RATES
 Rates effective December 1, 1954.
 Rates received November 15, 1954.

6. SPOT ANNOUNCEMENTS

1x	(*)	(†)	(*)	(†)
1 min..... 5.75	5.75	156 x..... 4.55	3.05	
26 x..... 5.45	3.55	260 x..... 4.25	2.85	
52 x..... 5.30	3.45	312 x..... 4.00	2.60	
65 x..... 5.15	3.35	624 +..... 3.75	2.35	
130 x..... 4.85	3.15			

(*) 100 words. (†) 50 words.

INTERNATIONAL FALLS

Koochiching County—Map Location D-4
 See SRDS consumer market map and data at beginning of the State.

KGHS

1959
 NAB

Media Code 4 224 4140 2.00
 KGHS, Inc., Box 591, International Falls, Minn. 56649. Phone 218-283-3481.

STATION'S PROGRAMMING DESCRIPTION
 KGHS: Programmed for general interest.
 NEWS: 5 min on hour, headlines on half hour.
 Major newscasts at 7:30 am, noon, 6 pm & 10 pm.
 Middle-of-the-road music format including mostly standard and popular music, with a little country

MINNESOTA

and current popular music included. SPORTS: coverage includes play-by-play of pro baseball and football, college football and local high school and junior college. Special programs each week on hunting or fishing, community events, farm news, and free want ad service to listeners. Emphasis on local news and sports coverage. Local air personalities handle all programs, except network feed and selected special programs. Contact Representative for further details. Rec'd 7/14/67.

- 1. PERSONNEL**
 Pres. & Gen'l Mgr.—Daniel D. Ganter.
- 2. REPRESENTATIVES**
 The Dwyer Organization, Inc.
- 3. FACILITIES**
 250 w.; 1230 kc. Non-directional.
 Operating schedule: 6:00 am-midnight Mon thru Sun. CST.
- 4. AGENCY COMMISSION**
 15% on time only.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23b, 24a, 24c, 25a, 26, 28b, 28c, 29a.
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 51c.
 Comb.: Cont. Discounts: 60b, 60i, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with NAS Radio Network.
 Member: Minnesota Star Network.

TIME RATES
 Rates effective July 1, 1963.
 Rates received June 6, 1963.

6. SPOT ANNOUNCEMENTS
 (1 Minute or less)

1 ti..... 5.50	156 ti..... 4.25
13 ti..... 5.25	260 ti..... 4.00
26 ti..... 5.00	520 ti..... 3.50
52 ti..... 4.50	1040 ti..... 3.00

7. PACKAGE PLANS
 (1 minute or less)

PER WK:	ca	ea
10 ti..... 4.40	20 ti..... 3.30	

8. PROGRAM TIME RATES

1 ti..... 1 hr	1/2 hr	1/4 hr	5 min
13 ti..... 40.00	25.00	15.00	3.00
26 ti..... 38.00	23.00	14.00	3.50
52 ti..... 36.00	21.00	13.00	3.00
104 ti..... 34.00	19.00	12.00	2.50
156 ti..... 32.00	17.50	10.00	2.00
260 ti..... 30.00	16.00	9.00	1.50

LITCHFIELD

Meeker County—Map Location D-8
 See SRDS consumer market map and data at beginning of the State.

KLFD

1958
 NAB RAB

Subscriber to the NAB Radio Code
 Media Code 4 224 4255 5.00
 Litch

MINNESOTA

Little Falls—K L T F—Continued

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—John H. Lemme.
Commercial Manager—R. J. Rudeck.
- 3. FACILITIES**
5000 w. days; 960 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 25a,
26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a,
40, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 61c, 62b,
62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 4 Eff 5/1/69—Rec'd 4/24/69.
A—7-8:30 am, 11:30 am-1 pm, 5:30 pm-sign-off.
B—4-7 am, 8:30-11:30 am, 1-3:30 pm.

6. SPOT ANNOUNCEMENTS

	CLASS A				
	1x	25x	52x	104x	156x
1 min.....	4.20	4.10	4.00	3.75	3.50
30 sec.....	3.50	3.40	3.30	3.10	2.85
CLASS B					
1 min.....	3.40	3.25	3.15	2.85	2.60
30 sec.....	2.60	2.50	2.40	2.30	2.10

SHORT SPOTS
Maximum 35 words, minimum 130x, ea..... 1.60
TIME SIGNALS
Maximum 15 words, minimum 280x, ea..... .75
13-week contracts.

8. PROGRAM TIME RATES

	CLASS A				
	1x	25x	52x	104x	156x
1 hr.....	37.50	33.50	31.50	29.70	28.00
1/2 hr.....	23.00	21.45	20.35	19.25	18.10
1/4 hr.....	15.05	12.00	12.20	11.55	10.25
10 min.....	11.00	9.90	9.45	8.90	8.15
5 min.....	6.85	6.25	5.95	5.65	4.95
CLASS B					
1 hr.....	32.00	29.00	27.50	25.85	25.00
1/2 hr.....	19.80	18.25	17.40	16.40	15.55
1/4 hr.....	12.00	11.10	10.50	10.00	9.35
10 min.....	9.80	8.80	8.05	7.75	7.25
5 min.....	5.40	4.80	4.60	4.40	3.95

FREQUENCY DISCOUNTS

PER WK:	CLASS A			CLASS B		
	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min
13 wk.....	36.00	27.75	18.15	54.90	37.50	29.70
26 wk.....	33.30	24.30	16.50	50.10	35.55	27.80
39 wk.....	30.60	21.75	15.15	48.75	35.00	26.40
52 wk.....	27.75	20.10	13.80	46.80	33.00	25.20
CLASS B						
13 wk.....	33.15	23.85	14.85	49.50	35.00	28.50
26 wk.....	27.75	22.20	13.95	46.20	34.00	28.40
39 wk.....	25.05	19.50	12.45	44.70	32.40	27.10
52 wk.....	22.35	18.15	11.00	43.80	28.80	19.80

LONG PRAIRIE

Todd County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KEYL

1959



Subscriber to the NAB Radio Code
Media Code 4 224 4485 1.00
Dairyland Broadcasters, Inc., 23 Second St., S.,
Long Prairie, Minn. 56347. Phone 612-732-2164.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Ken Eidenschink.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: Mon thru Sat 5:40 am-11 pm;
Sun 7 am-11 pm. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 22b, 24a, 24b, 25a, 28c, 20a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e,
51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62b,
62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: National AgRadio Groups, Inc.

TIME RATES

No. 3 Eff 2/1/67—Rec'd 2/22/67.

6. SPOT ANNOUNCEMENTS

	CLASS A				
	1x	25x	52x	156x	260x
1 min or less.....	6.00	5.75	5.50	5.25	5.00
Special bonus merchandising service available, minimum schedule of 10 spots or programs per week or more on a consecutive 4 week or more schedule or 50 spots or programs used within a 30 day period.					

8. PROGRAM TIME RATES

	CLASS A				
	1x	13x	25x	52x	156x
1 hr.....	60.00	57.50	55.00	52.50	50.00
1/2 hr.....	36.00	34.50	33.00	31.50	30.00
1/4 hr.....	24.00	23.00	22.00	21.00	20.00
5 min.....	15.00	11.50	11.00	10.50	10.00

Special bonus merchandising service available, minimum schedule of 10 announcements or programs per week or more on a consecutive 4 week or more schedule or 50 announcements or programs used within a 30 day period.

MANKATO (2 AM; 2 FM)

Blue Earth County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

KEYC (FM)

1968



Media Code 4 224 4535 3.00
Lee Enterprises, Inc., Box 1210, Mankato, Minn.
56001. Phone 507-387-7905.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Walter J. Rothschild.
Station Manager—Donald G. Harrer.
National Sales Manager—Wayne W. Cribb.
- 2. REPRESENTATIVES**
H-R Representatives, Inc.
- 3. FACILITIES** ERP 100,000 w.; 99.1 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 864 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.: Cont. Discounts: 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 82.
TV facilities: KEYC-TV.

TIME RATES

No. 1 Eff 4/1/68—Rec'd 5/2/68.

6. SPOT ANNOUNCEMENTS
(Based on 3 months)

PER WK:	5 ti	5 ti	1 ti
1 min, per mo.....	79	46	36
30 sec, per mo.....	36	31	22

7. PACKAGE PLANS

PER WK:	15 ti	20 ti
1 min.....	41	49
30 sec.....	25	29

No fixed positions all units rotated.

- 10. SPECIAL FEATURES**
NEWS ON THE HOUR
- | PER WK: | 3 ti | 7 ti | 14 ti |
|------------|-------|-------|-------|
| 5 min..... | 18.50 | 32.00 | 55.00 |
- Includes 1-minute spot.
- WEATHERCASTS AT 35**
- | PER WK: | 12.50 | 23.00 | 42.50 |
|----------------|-------|-------|-------|
| 2-1/2 min..... | | | |
- Includes 1-minute spot.

KTOE

1950



Media Code 4 224 4600 5.00
Minnesota Valley Broadcasting Co., Hwy. 14, Man-
kato, Minn. 56001. Phone 507-345-4537.
Other Studios: St. Peter, Minn.

- STATION'S PROGRAMMING DESCRIPTION**
KTOE: Programmed for general interest.
NEWS: 5 min news programs every hour. Summary of news 7:45 am, 11:50 am & 6 pm. Country and western music, farm news and markets 5:30-6:50 am, 6:50-11:45 am, 1:05-5:45 pm & 6:30 pm-12:50 am, middle-of-the-road music featuring air personalities, 11:45 am-1:05 pm news, weather, farm news and market programs, 5:45-6:30 pm news and weather programs, SPORTS: live baseball games, high school and college football and basketball games, 2 man news department, with 2 mobile units. Contact Representative for further details. Rec'd 10/20/67.

- 1. PERSONNEL**
President—H. W. Linder.
Vice-President—Donald O. Linder.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
- 3. FACILITIES**
5,000 w.; 1420 kc. days. Directional—night only.
Operating schedule: 5:30 a.m. to 12:30 a.m. CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: The Linder Group, Minnesota Farm Net-
work.

TIME RATES

Eff 4/1/69—Rec'd 2/10/69.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk.....	8.00	7.50	7.00	6.50	6.00
13 wk.....	7.50	7.00	6.50	6.00	5.50
26 wk.....	7.00	6.50	6.00	5.50	5.00
52 wk.....	6.50	6.00	5.60	5.00	4.50

8. PROGRAM TIME RATES

	CLASS A				
	1x	13x	25x	104x	156x
1 hr.....	75	70	65	60	57
1/2 hr.....	45	40	38	36	34
1/4 hr.....	25	22	20	19	18
10 min.....	20	18	17	16	15
5 min.....	16	14	13	12	11

KYSM KYSM-FM

1938

1948

NBC Radio Network



Subscriber to the NAB Radio Code
Media Code 4 224 4715 1.00
KYSM Radio, Box 1240, 101 N. Second, Mankato,
Minn. 56001. Phone 507-345-4673.

- STATION'S PROGRAMMING DESCRIPTION**
KYSM: Programmed for adults, young adults and teens.
NEWS: 5 min news on hour, headlines on half hour, major newscasts at 8 am, 12:05 pm, 5:45 pm & 10:05 pm. News staff with mobile units. Special reports inserted in regular programming. MUSIC: combination of standards and pop favorites from 1:30 am-6 pm. All pop from 6:05 pm-sign-off. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 4/24/68.

- 1. PERSONNEL**
General Manager—Dick Painter.
- 2. REPRESENTATIVES**
Mer Radio, Inc.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-KRP 81,000 w.; 103.5 mc.
Antenna ht.: 540 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 net time; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44b, 46, 47a, 48.
Comb.: Cont. Discounts: 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.
Member: Minnesota Star Network.
FM offered as a bonus to sponsors using facilities of AM pending determination of separate FM rates.

No. 3 Eff 5/1/69—Rec'd 5/6/69.
AA—6:30-8:30 am, noon-1 pm & 4-6 pm.
A—All other times & Sun all day.

6. SPOT ANNOUNCEMENTS

YRLY:	AA		A	
	1 min	30 sec	1 min	30 sec
13 wk.....	5.50	4.50	4.80	3.40
26 wk.....	5.00	4.10	3.85	3.00
156 wk.....	4.50	3.70	3.40	2.60
312 wk.....	4.00	3.30	2.05	2.20
624 wk.....	3.50	2.00	2.50	1.80

7. PACKAGE PLANS

PER WK:	WEEKLY PACKAGES/BTA				
	10 ti	15 ti	20 ti	25 ti	30 ti
1 min 3:40	3.30	3.20	3.10	3.00	2.90
30 sec 2:60	2.50	2.40	2.30	2.20	2.10

8. PROGRAM TIME RATES

PER YR:	CLASS AA				
	624x	312x	260x	156x	52x
1 hr.....	23.50	42.00	44.80	61.80	56.00
1/2 hr.....	15.70	26.90	28.90	31.10	33.60
1/4 hr.....	10.45	18.30	19.90	20.70	22.40
10 min.....	11.75	12.60	13.45	15.55	16.80
5 min.....	7.30	7.85	8.40	9.85	11.20
CLASS A					
1 hr.....	34.50	38.60	38.85	40.15	41.40
1/2 hr.....	17.65	19.90	20.15	23.25	25.20
1/4 hr.....	11.75	12.60	13.45	15.55	16.80
10 min.....	8.80	9.45	10.10	11.85	12.60
5 min.....	5.45	5.00	6.30	6.70	7.70

MAPLEWOOD

Ramsey County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul

(including Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

MARSHALL

Lyon County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

KMHL

1946



Subscriber to the NAB Radio Code
Media Code 4 224 4830 8.00
KMHL Broadcasting Co., Marshall, Minn. 56258.

- 1. PERSONNEL**
President—Harry W. Linder.
General Manager—Gilmore F. Frayseth.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
- 3. FACILITIES**
5,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6-11 am daily. CST.
- 4. AGENCY COMMISSION**
15%: no cash discount. Bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Linder Group, Minnesota Farm Network.

TIME RATES

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk.....	7.00	6.50	6.00	5.50	5.00
13 wk.....	6.50	6.00	5.50	5.00	4.50
26 wk.....	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

1 x.....	DISCOUNTS				
	13x-5%	52x-15%	156x-25%	260x-30%	500x-35%
1 hr.....	70	42	22	18	14

MINNEAPOLIS-ST. PAUL

Minneapolis-St. Paul—K E E Y (FM)—Cont'd
 Contracts: 40a, 41, 42a, 42d, 44a, 45, 46, 47a, 48, 51a
 Comb.; Cont. Discounts: 60f, 60g, 60h, 60i, 61a, 61b, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80.
 AM facilities: WMIN.

TIME RATES
 No. 1 ET 6/1/69—Rec'd 4/23/69.
 AA—Mon thru Fri 8-10 am & 5-10 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

YR/L:	WKLY:	1 min	30 sec
1 x	1 tl	12.00	10.00
50 x	5 tl	11.00	9.00
100 x	10 tl	10.00	8.00
150 x	20 tl	9.00	7.00
250 x	30 tl	8.00	6.00
500 x	40 tl	7.00	5.50
1000 x	50 tl	6.00	4.00

7. PACKAGE PLANS
7-DAY PENETRATION PLAN
 (1/3 AA, 2/3 A)

PER WK:	10 tl	20 tl	30 tl	50 tl
1 min	8.00	7.00	6.00	5.00
30 sec	5.00	4.50	4.00	3.00

KQRS KQRS-FM
 1948 1962
GOLDEN VALLEY
 Media Code 4 224 5060 1.00
 Minneapolis-St. Paul Radio Broadcasters, 917 N. Lilac Dr., Minneapolis, Minn. 55422. Phone 612-545-5601.

STATION'S PROGRAMMING DESCRIPTION
 KQRS: Programs for adults 18 to 34 years of age. MUSIC: format ranges over middle-of-the-road, folk, rhythm and blues and popular jazz. AIR PERSONALITIES program all segments from established music lists. Top selling singles and albums are featured between 5 am-10 pm, 10 pm-5 am. Nightwatch features—progressive rock. NEWS: 20 min during am and pm traffic times, twice each hour in other time periods. Announcers confine their brief comments to weather, sports, commercials and public service items. Special features: Fudge Factor, a tongue-in-cheek estimate of the accuracy of the weather forecast. Contact Representative for further details. Rec'd 7/2/69.

1. PERSONNEL
 Gen'l & Sales Mgr.—Richard A. Poe.
 Chief Engineer—John Tollefson.
2. REPRESENTATIVES
 Meeker Radio, Inc.
3. FACILITIES
 5,000 w. days; 500 watts nights; directional—nights only. 1440 kc.
 Operating schedule: 24 hours. CST.
 FM—ERP 35,800 w.; 92.5 mc.
 Operating schedule: 24 hours. CST.
 Antenna ht.: 263 ft. above average terrain.
4. AGENCY COMMISSION
 15/0. Bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
 Contracts: 40a, 46, 47a.
 Comb.; Cont. Discounts: 60a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
 ET 4/1/69—Rec'd 3/3/69.
 AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat & Sun 7 am-11 pm.
 B—Mon thru Fri 11 pm-6 am; Sat & Sun 11 pm-7 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 tl	14.00	12.00	12.00	10.00	5.00	4.00
10 tl	13.00	11.00	11.00	9.00	4.00	3.00
15 tl	12.00	10.00	10.00	8.00	3.25	2.75
20 tl	11.00	9.00	9.00	7.00	2.75	2.25

7. PACKAGE PLANS
IMPACT PLANS
 (1/3 traffic AA, 1/3 housewife A, 1/3 evening A)

WKLY:	18 tl	24 tl	30 tl	36 tl
1 min	9.00	8.00	7.00	6.25
30 sec	7.00	6.00	5.25	4.75

CAUTION:
 It is inadvisable to use listing information from SRDS Catalogs for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with current information from the latest issue, because current information is safe information.

G02A-7/

KRSI KRSI-FM
 1958 1962
ST. LOUIS PARK MINNEAPOLIS
KATZ RADIO WEST
 Subscriber to the NAB Radio Code
 Media Code 4 224 5175 7.00
 Roy H. Park Broadcasting of the Midwest, Inc., 4500 Excelsior Blvd., Minneapolis, Minn. 55416. Phone 612-926-1677.

1. PERSONNEL
 President—Roy H. Park.
 Executive Vice-President—Elmer F. Smith.
 General Manager—Gene C. Loffler, II.
2. REPRESENTATIVES
 Katz Radio, West.
3. FACILITIES
 1,000 w.; 950 kc. Directional.
 Operating schedule: 24 hours daily. CST.
 FM—ERP 30,000 w.; 104.1 mc.
 Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
 15/0: payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 15d.
 Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33b.
 Contracts: 40, 41, 44b, 46, 47a, 48, 49, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b.
 Cancellation: 70c, 71a, 72, 73a, 73b.
 Prod. Services: 81.
 Affiliated with American Entertainment Network.
 Affiliated with Katz Radio A.T.D. Plan.

TIME RATES
 No. 13 ET 8/1/69—Rec'd 7/28/69.
 AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.
 B—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.
 C—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	1 tl	6 tl	12 tl	18 tl	24 tl
AA	40	36	34	32	30
A	34	30	28	26	24
B	20	17	16	15	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	12 tl	18 tl	24 tl
TAP I (1/3AA, 1/3A, 1/3B)	228	324	408
TAP II (1/2AA, 1/2A)	288	414	528

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
8. PROGRAM TIME RATES
 1/2 hr—flat 75.00. 10 min—175% of 1-min.
 1/4 hr—200% of 1-min. 5 min—150% of 1-min.
COMBINABILITY
 All spots, regardless of length or classification, may be combined for discount purposes. Spot and program units may be combined for discounts on spots only.

KSTP
 1923
ST. PAUL
 Edward Petry & Co., Inc.

NBC Radio Network
 NAB RAB

A Hubbard Broadcasting Inc. Station
 Subscriber to the NAB Radio Code
 Media Code 4 224 5290 4.00
 Hubbard Broadcasting, Inc., 3415 University Ave., St. Paul, Minn. 55114. Phone 612-645-2724. TWX 612-551-0918.
 Address all copy, copy instructions, transcriptions and records to Operation Desk, same address.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Stanley S. Hubbard.
 Station Manager—Garfield Clark.
 Sales Manager—Jack Nugent.
2. REPRESENTATIVES
 Edward Petry & Company, Inc.
3. FACILITIES
 50,000 w.; 1500 kc. Directional—nights only.
 Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
 15% on net time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 28a, 29a, 31, 33a.
 Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60b, 60g, 60i, 61b.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80.
 Affiliated with NBC.
 Member: Minnesota Star Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 48 ET 9/1/67—Rec'd 12/1/67.
 AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
 B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
1 tl	29.00	21.75	22.00	16.50
6 tl	28.00	21.00	21.00	15.75
12 tl	27.00	20.25	20.00	15.00
18 tl	26.00	19.50	19.00	14.25
24 tl	25.00	18.75	18.00	13.50
30 tl	24.00	18.00	17.00	12.75
36 or more tl	23.00	17.25	16.00	12.00

ID ANNOUNCEMENTS
 ID's 15-seconds or less—50% of the applicable 1-minute rate.
CLASS B
 50% of Class A rates.

MAXIMUM EXPOSURE
LOYAL LISTENERS UNTAPPED BUYERS—
ALL ON KSTP

In Metropolitan Minneapolis - St. Paul, KSTP's adult audience is hard to beat for frequency and reach.

ADULT LOYALTY
6 AM-Mid., Mon-Sun:
 Reach 63,600 unduplicated total men listening 21.4 ¼-hrs. a week
 Reach 91,100 unduplicated total women listening 26.6 ¼-hrs. a week

6 AM-10 AM, Mon-Fri, Morning Drive-Time:
 Reach 33,200 unduplicated total men listening 9.9 ¼-hrs. a week
 Reach 50,000 unduplicated total women listening 15.8 ¼-hrs. a week

10 AM-3 PM, Mon-Fri, Housewife Time:
 Reach 45,000 unduplicated total women listening 16.7 ¼-hrs. a week

3 PM-7 PM, Mon-Fri, Evening Drive Time:
 Reach 73,400 unduplicated total adults listening 11.4 ¼-hrs. a week

Source: ARB Minneapolis-St. Paul, Apr.-May '69, Metro Survey Area

Represented Nationally by Edward Petry & Co., Inc.

50,000 Watt Clear Channel

MINNESOTA

COMBINABILITY
 1-minute and 20/30 second may combine for discount and combine with 15-seconds for 15-second frequency only.
DISCOUNT
 52 wks—20%.

KTCR
 1962
MINNEAPOLIS
 Media Code 4 224 5405 8.00
 Albert S. and Patricia W. Tedesco, dba Hennepin Broadcasting Associates, 3701 Winnetka Ave., Minneapolis, Minn. 55427. Phone 612-544-1558.
STATION'S PROGRAMMING DESCRIPTION
 KTCR: Modern country and western music for adults, city and rural. Early am and noon farm reports. ENTERTAINMENT: throughout day employing air personalities, weather, contests, and features. Country music star interviews M-F 2-3 pm, Sat 3-4 pm. NEWS: 5 min on hour, 2 min on half hour, local news accented, mobile unit employed. Sun, sign-on-10 am religious music and talk. Balance same as above. Facilities for on location broadcasts. Contact Representative for further details. Rec'd 8/14/67.

1. PERSONNEL
 General Manager—Robert J. Rock.
 Sales Manager—Kenneth Firmin.
 Program Director—Gerald D. Cunningham.
2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 Harlan G. Oakes, Inc. (Religious).
3. FACILITIES
 500 w. days; 690 kc. Directional.
 Operating schedule: 6:00 am-local sunset. CST.
 Partial simulcast operation. Simulcast 10 am-5 pm daily. For non-simulcast facilities see KTCR-FM.

4. AGENCY COMMISSION
 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28b, 29b.
 Contracts: 40a, 41, 46, 47c, 50, 51a.
 Comb.; Cont. Discounts: 60c, 60l, 62b.
 Cancellation: 70b, 70d, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES
 No. 4 ET 12/1/68—Rec'd 11/1/66.
 AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
FIXED POSITION
 (Within specified 1/2 hr periods)

CLASS AA	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	18	16	15	14	13
20/30 sec	15	14	13	12	11

CLASS A

1 min	16	15	14	13	12
20/30 sec	12 <td>11 <td>10 <td>9 <td>8 </td></td></td></td>	11 <td>10 <td>9 <td>8 </td></td></td>	10 <td>9 <td>8 </td></td>	9 <td>8 </td>	8

CLASS A

1 min	15	14	13	12	11
20/30 sec	11 <td>10 <td>9 <td>8 <td>7 </td></td></td></td>	10 <td>9 <td>8 <td>7 </td></td></td>	9 <td>8 <td>7 </td></td>	8 <td>7 </td>	7

10 sec: 50% of 1-min. Discount 26 wk within year... 5% 52 consec wk... 10%
FLOATING SCHEDULES

CLASS AA	1 min	15	14	13	12
20/30 sec	12	11	10	9	8

CLASS A

1 min	15	14	13	12	11
20/30 sec	11	10	9	8	7

10 sec: 50% of 1-min. Discount 26 wk with year... 5% 52 consec wk... 8%

7. PACKAGE PLANS
MIghty MITE
 40 tl. within 72 hours..... 400.00
10. SPECIAL FEATURES
 National and Regional news on the hour (5 minutes) open and close; 1-minute commercial.
PER WK:

6 tl	12 tl	18 tl	24 tl
35.00	30.00	25.00	20.00
25.00	20.00	15.00	10.00

Metro news on the half hour (2-1/2 minutes) open and close; 30-second commercial.
 Sports 5 minutes past the hour.
 6 tl..... 18.00 16.00
 12 tl..... 16.00 14.00
 18 tl..... 14.00 12.00

KTCR-FM
 1959
MINNEAPOLIS
 Media Code 4 224 5417 7.00
 Albert S. and Patricia W. Tedesco, dba Hennepin Broadcasting Associates, 3701 Winnetka Ave., Minneapolis, Minn. 55427. Phone 612-544-1558.

1. PERSONNEL
 General Manager—Robert J. Rock.
 Sales Manager—Kenneth Firmin.
 Program Director—Gerald D. Cunningham.
2. REPRESENTATIVES
 Jack Masla & Co., Inc.
 Harlan G. Oakes, Inc. (Religious).
3. FACILITIES
 ERP 21,000 w.; 97.1 mc. Stereo.
 Operating schedule: 10 am-midnight Mon thru Sat; 10 am-midnight Sun. CST.
 Partial simulcast operation. Operated separately 5 pm-midnight. For simulcast facilities see KTCR.
4. AGENCY COMMISSION
 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 See KTCR listing for coded regulations.
 Commercial continuity limited to 6 minutes per half-hour.

TIME RATES
 ET Rec'd 3/1/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	100x	250x	1000x
8.00	8.00	7.50	7.00	5.00
30 sec	6.50	6.00	5.00	4.00

ID—flat 3.50
8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	20
50	30	20	10	

10. SPECIAL FEATURES
NEWSCASTS
 5-min at 6:00—flat 9.00.
 Includes opening and closing billboard and 1-minute spot.
 (Minneapolis-St. Paul continued on next page)

MINNESOTA

Minneapolis-St. Paul—Continued

KUXL

1961

GOLDEN VALLEY

A Universal Owned Station

Media Code 4 224 5520 4.00

Universal Broadcasting Co. of Minneapolis-St. Paul, Inc., 5728 Wayzata Blvd., Minneapolis, Minn. 55416. Phone 612-544-3196.

- PERSONNEL**
President—Marvin Burton Kosofsky.
Executive Vice-President—Lawrence Brandon.
Station Manager—I. Fryer.
- REPRESENTATIVES**
Universal Broadcasting Corporation.
Atlanta—Dora-Clayton Agency, Inc.
- FACILITIES**
1,600 w.; 1570 kc. Non-directional.
Operating schedule: 5:00 am-9:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective February 1, 1965.
Rates received January 4, 1965.

6. SPOT ANNOUNCEMENTS			
1 tl.	11.50	280 tl.	9.00
26 tl.	11.00	312 tl.	8.50
52 tl.	10.50	520 tl.	8.00
104 tl.	10.00	624 tl.	7.50
156 tl.	9.50	1248 tl.	7.00
30 seconds—80% of applicable minute rate. ID's—50% of applicable minute rate.			
7. PACKAGE PLANS WEEKLY SATURATION			
PER WK:	1 min		1 min
10 tl.	95.00	20 tl.	170.00
15 tl.	135.00	25 tl.	200.00
8. PROGRAM TIME RATES			
1 hr.	80.00	64.00	40.00
1/2 hr.	76.50	62.00	38.00
1/4 hr.	73.00	60.00	36.00
10 min.	69.50	58.00	34.00
5 min.	66.00	56.00	32.00
1 min.	62.50	54.00	30.00
30 sec.	59.00	52.00	28.00

WAYL (FM)

1960

MINNEAPOLIS

QMI

QUALITY MEDIA INCORPORATED

NAB

NIA FIMB

Media Code 4 224 5750 7.00
Contemporary Radio Inc., 3470 Highway 8, New Brighton, Minn. 55112. Phone 612-633-9667.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack I. Moore.
Program Director—Buzz Robison.
- REPRESENTATIVES**
Quality Media Incorporated.
- FACILITIES**
ERP 53,000 w.; 83.7 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 421 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net charges for time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 45, 47e, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Guaranteed minimum separation of 10 minutes between commercials on all programs.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 ET 9/1/68—Rec'd 8/2/68.

6. SPOT ANNOUNCEMENTS 1 MINUTE			
PER YR:	ix	50x	100x
PER WK:	1 tl.	6 tl.	12 tl.
AA 12.40	13.70	12.85	12.95
A 12.25	11.50	10.80	10.10
30 SECONDS			
AA 8.65	8.25	7.90	7.55
A 7.20	6.85	6.50	6.15
7. PACKAGE PLANS PENETRATION PLANS			
PLAN I (2/3 AA, 1/3 A)			
WKLY:	12 tl.	18 tl.	24 tl.
1 min.	11.50	10.80	9.35
30 sec.	7.20	6.85	6.50
PLAN II (1/2 AA, 1/2 A)			
1 min.	10.80	10.10	8.65
30 sec.	6.50	6.15	5.75

8. PROGRAM TIME RATES

1 hr.: 1x 13x 26x 52x 104x 156x 260x
AA 72.00 68.40 64.80 63.00 61.20 57.60 54.00
A 57.60 54.75 51.85 50.40 48.95 46.10 43.20
1/2 hr.: 60% of 1-hr. 10 min.: 30% of 1-hr.
1/4 hr.: 40% of 1-hr. 5 min.: 25% of 1-hr.

WCCO

1924

MINNEAPOLIS

Represented by **CBS RADIO SPOT SALES**

CBS Radio Network

NAB

Media Code 4 224 5865 9.00
Midwest Radio & Television, Inc., 625 Second Ave. So., Minneapolis, Minn. 55402. Phone 612-332-1202.

STATION'S PROGRAMMING DESCRIPTION
WCCO: Variety programming for general interest.
AIR PERSONALITIES featured on all programs.
NEWS: 30 min news-weather-sports 7 am, 5 pm & 10 pm. 12-1/2 min local-regional-network news and weather on hour balance of day. Frequent documentaries and specials. SPORTS: play-by-play major league baseball, football and hockey games, college football, basketball and high school sports. FARM: 2 farm directors. ENTERTAINMENT: programs include varied music (current, standards, albums, show-tunes) with public service and informational features. Air personalities with humor-skits-parodies 1:10-2 pm. Telephone discussion 2:10-2:55 pm. Contact Representative for further details, Rec'd 7/12/67.

- PERSONNEL**
Executive Vice-President—Larry Haeg.
Sales Manager—Phil Lewis.
Commercial Manager—Robert E. Woodbury.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
5,000 w.; 830 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24c, 27, 29a, 33a.
Contracts: 40b, 41, 42a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Only product or service may be advertised per commercial.
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 31 ET 8/1/68—Rec'd 7/1/68.

6. SPOT ANNOUNCEMENTS			
Morning Drive—Mon thru Sat 5:59-10 am:			
PER WK:	1 tl.	6 tl.	12 tl.
1 min.	154	148	138
30 sec.	130	125	117
20 sec.	111	105	100
7 sec.			50
Afternoon Drive—Mon thru Fri 2:59-7 pm:			
1 min.	148	142	133
30 sec.	125	120	112
20 sec.	106	100	96
7 sec.			49
Noon Hour—Mon thru Sat 11:59 am-1 pm:			
1 min.	144	138	129
30 sec.	120	115	107
20 sec.	104	98	93
7 sec.			47
Daytime—Mon thru Sat 10:11:59 am & 1-2:59 pm:			
1 min.	100	85	77
30 sec.	85	72	65
20 sec.	71	61	55
7 sec.			27
Nighttime—Mon thru Fri 7 pm-5:59 am: Sat & Sun 5 pm-5:59 am:			
1 min.	70	60	55
30 sec.	60	51	46
20 sec.	58	45	42
7 sec.			21
10 sec: 7-sec rate plus 25%. Preferred position, extra 20%. Minimum 15 per week on 7/10 sec spots.			

DISCOUNTS

26 wk—4% 52 wk—8%
Percentages rounded to nearest dollar.
1-minute and 20/30-second spots may be combined with each other to earn lower rates. 7/10-second spots do not combine with other spots. Facilities in this section may not be combined with other sections to earn lower rates. Rates based on use within 7-day period, fixed, uninterrupted schedules. Starting time of spot determines classification.

7. PACKAGE PLANS WEEKEND SATURATION PLAN—SAT & SUN			
PER WK, ROS:	4 tl.	8 tl.	12+
1 min.	70	60	54
20 sec.	57	45	42
May not be combined with each other, nor any other facilities to earn lower rates.			

8. PROGRAM TIME RATES							
Morning Drive—Mon thru Sat 6-10 am:							
PER WK:	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.	7+
1/4 hr.	289	262	256	249	243	235	229
10 min.	220	215	210	204	198	193	187
5 min.	138	135	132	127	124	120	107
Afternoon Drive—Mon thru Fri 3-7 pm:							
1/4 hr.	264	257	251	245	238	231	225
10 min.	216	211	206	201	194	189	184
5 min.	135	132	129	125	122	118	105

(This listing continued on next page)

WCCO RADIO
makes
Minneapolis
St. Paul a
One-Station Buy!



* 52.1% SHARE OF ADULT AUDIENCE!

In most markets, you need two, three or more stations to reach 50% share of the radio audience. But in Minneapolis-St. Paul, WCCO Radio does it alone. With 52.1% share of adult listeners. More than all other Twin Cities stations COMBINED! Makes time-buying easy. The one-station buy!

Persons 18+ per avg. ¼ hr., 6 AM-12 Mid, Mon-Sun.

* BIGGER AUDIENCES THAN TV!

All Day . . . All Week: WCCO Radio attracts larger audiences than any television station in the Minneapolis-St. Paul market.

Persons 12+ per avg. ¼ hr., 6 AM-12 Mid, Mon-Sun.

Daytime: The WCCO Radio audience is greater than all four Minneapolis-St. Paul television stations COMBINED!

Persons 12+ per avg. ¼ hr., 6 AM-6 PM, Mon-Fri.

Prime Time: WCCO Radio's morning audience tops the evening audience of any television station in the Twin Cities market.

Persons 12+ per avg. ¼ hr., Mon-Fri, 6-10 AM for WCCO Radio; 6:30-10:30 PM for TV.

* 1.4 MILLION CIRCULATION

WCCO Radio's net weekly circulation totals 1,406,400 listeners. 90% adults. Nearly one million more adults than next station.

Cume total persons 12+, 6 AM-12 Mid, Mon-Sun.

* GIANT 110-COUNTY COVERAGE

WCCO Radio serves a 110-county region. Population 3.8 million. Buying income \$9.9 billion. Actually TWO MARKETS IN ONE: Twin Cities metro center plus vast, rich non-metro area. Adds up to WCCO-Land.
Circulation Pulse '68; 1968 Sales Management Survey of Buying Power

* FULL-SIZE, COMPLETE RADIO

24 hours a day with all major league sports, quality news, weather, farm, music, entertainment and CBS network programs. 30 top-talented local personalities.

* SETTING OF TOP ACCEPTANCE

Your sales message featured on WCCO Radio is sure of massive impact in a setting of outstanding acceptance. At a remarkably low cost-per-thousand. By any measure—quantitative or qualitative—WCCO Radio is one of the great stations of the nation.

WCCO RADIO MINNEAPOLIS-ST. PAUL

REPRESENTED BY

CBS RADIO SPOT SALES

Source: Audience data based on ARB estimates. April-May 1969 for Radio; May 1969 for TV. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

W M K T
1965
SOUTH ST. PAUL

Media Code 4 224 6325 7.00
So. St. Paul Broadcasting, Inc., Box 1370, So. St. Paul, Minn. 55075. Phone 612-459-5581.

STATION'S PROGRAMMING DESCRIPTION
W M K T: Programmed for adults and young adults. 5 air personalities emcee. Music 70%, news 12%, sports 5%, weather 2%, information and talk 11%. NEWS: 5 min every 60 min, news headlines every half hour. Local, regional, national and international news. Use UPI and mobile units. SPORTS: pro golf, high school football and basketball, state high school basketball tournament. MUSIC: 80% albums featuring current middle-of-the-road top sellers, 10% middle-of-the-road singles, 40% instrumental, 40% vocal groups, 20% male and female vocals. COMMERCIAL POLICY: 18 minutes maximum any 60 minute period. Personalities available for remote pickups at shopping centers, fairs, etc. Rec'd 8/18/67.

- PERSONNEL**
President—Stanley H. Krinsky
General Manager—A. G. (Ed) Thomson.
- FACILITIES**
500 w. 1370 kc. Directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 14a, 15b.
Basic Rates: 21a, 21b, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 42b, 42d, 44a, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 8/15/67—Rec'd 6/29/67.

7. PACKAGE PLANS

1-12 CONSECUTIVE WEEKS		1 min 30 sec	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
10 ti	4.75	3.60	25 ti
15 ti	4.10	3.15	30 ti
20 ti	3.90	3.05	50 ti
	3.75	2.90	70 ti

13 CONSECUTIVE WEEKS

10 ti	4.35	3.30	25 ti	3.15	2.40
15 ti	3.70	2.85	30 ti	3.00	2.30
20 ti	3.55	2.70	50 ti	2.80	2.10
	3.35	2.55	70 ti	2.60	2.00

20 CONSECUTIVE WEEKS

10 ti	4.15	3.15	25 ti	3.00	2.30
15 ti	3.55	2.70	30 ti	2.80	2.10
20 ti	3.35	2.55	50 ti	2.60	2.00
	3.15	2.40	70 ti	2.40	1.85

52 CONSECUTIVE WEEKS

10 ti	4.00	3.05	25 ti	2.80	2.10
15 ti	3.35	2.55	30 ti	2.60	2.00
20 ti	3.15	2.40	50 ti	2.40	1.85
	3.00	2.30	70 ti	2.25	1.75

15 sec or less: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	60.00	40.00	18.50	9.00
3 ti	50.00	34.00	17.50	7.50
5 ti	40.00	24.00	15.00	6.00

CONSECUTIVE WEEK DISCOUNT
(Programs only)

13 wk—5%	26 wk—7-1/4%	39 wk—10%	52 wk—15%
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WPBC WPBC-FM
1949 RICHFIELD 1959

JOHN C. BUTLER & COMPANY, INC.

Media Code 4 224 6440 4.00
People's Broadcasting Co., Richfield Town House, 6425 Nicollet Ave., Minneapolis, Minn. 55423.
Phone 612-889-7503.
Studio Office: Cliff Road at Cedar, Minneapolis, Minn. Phone 454-4703.

STATION'S PROGRAMMING DESCRIPTION
WPBC: Programmed for adults.
MUSIC: semi-classical, pop concert, standards, show-tunes, from albums. 6-9 am, personalities, humor, information, entertainment. 9-11 am, music and personalities, features. 11-11:45 am, woman's show, personality, music, household hints, club news. 11:45 am-12M music, personalities, news, features. Special features: 1:30 pm & 10:30 pm, music, personality, philosophy. NEWS: every hour on half hour, 10 min during traffic hours, 1-5 min other times. Sat 11 pm-12M informational talk features, discussion. Sun 7-10 am & 11 pm-12M talk, religion, drama, education, news, discussion. Contact Representative for further details. Rec'd 11/13/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—William V. Stewart.
General Sales Manager—Merle Forland.
National Sales Manager—Joe Rife.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w. days and nights; 980 kc. Directional.
Operating schedule: 6:55 am-midnight. CST.
FM-ERP 100,000 w.; 101.3 m. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 253 feet above average terrain.
(This listing continued on next page)

WLOL-FM
1956

MINNEAPOLIS
Classical



Subscriber to the NAB Radio Code

Media Code 4 224 6096 4.00
WLOL-FM Corp., Midwest Plaza, 801 Nicollet Mall, Minneapolis, Minn. 55402. Phone 612-333-0408.

STATION'S PROGRAMMING DESCRIPTION
WLOL-FM: Programmed for business and professional adults.
MUSIC: serious, including music of pre-Baroque, Baroque, classic romantic, modern eras. M-F 8 am-12M serious. Sat 7-11 am serious, 11 am-1 pm showtunes, 1-2 pm plays, readings, 2 pm-12M serious. Sun 7 am-3 pm serious, 3-5 pm German classics and semi-classics, 5 PM-12M serious. NEWS: 5 min M-F, 7 am, 8 am, 4 pm, 5:55 pm, 10 pm, Sat 1 pm, 4 pm, 5:55 pm. Contact Representative for further details. Rec'd 4/30/68.

- PERSONNEL**
President—N. L. Benton.
General Manager—Moris L. Carlson.
Herbert E. Groskin & Co.
- REPRESENTATIVES**
- FACILITIES**
ERP 60,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 412 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 35b.
Basic Rates: 20b, 21b, 21d, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47c, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 62b, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.
Member: The Groskin Group.

TIME RATES
No. 8 ET 0/1/68—Rec'd 4/30/68.

6. SPOT ANNOUNCEMENTS

1x	15x	30x	60x	125x	250x	500x
1 min 10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec 7.50	7.15	6.75	6.40	6.00	5.65	5.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	15x	30x	60x	125x	250x	500x
1 hr	70	67	64	61	58	55	52
1/2 hr	53	50	48	46	44	42	40
5 min	30	29	28	27	26	25	24

WMIN
1936
ST. PAUL



A Mailrite Station

Media Code 4 224 6210 1.00
Mailrite of Minnesota, Inc., 611 Frontenac Place, St. Paul, Minn. 55104. Phone 612-645-7757.

STATION'S PROGRAMMING DESCRIPTION
WMIN: Programmed for general interest.
Modern country and western music format. 6 Air personalities handle call segments. 5 min network news each hour at 4:55. 5 min local news during morning and afternoon drive time at 15. Complete weather reports at 5 min past each hour. Sports capsules at 10 min past each hour during drive times. Audience request lines open each hour. Mobile studio. Personalities available for remote broadcasts, store openings, shopping center sales days, fairs, etc. COMMERCIAL POLICY: 18 minutes per hour, all hours. Contact Representative for further details. Rec'd 12/11/68.

- PERSONNEL**
President—Milton Maltz.
Sec'y-Treas.—Robert G. Wright.
Vice-Pres. & Gen'l Mgr.—David R. Millan.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 21a, 21d, 23a, 24c, 25a, 28b, 28c, 30, 31.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60e, 60f, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KEEY (FM).
Affiliated with American Information Network.

TIME RATES
No. 2 ET 5/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	30.00	28.00	27.00	26.00	24.00
30 sec	24.00	22.50	21.60	20.50	19.50

8. PROGRAM TIME RATES

1 min	30 sec	15 min	30 min	1 hr	15 min	30 min
1 min	21.00	20.00	19.00	18.00	17.00	16.00
30 sec	17.00	16.00	15.00	14.00	13.00	12.00

- DISCOUNTS**
26 wk in 52—4% 52 consec wk—10%
- 10. SPECIAL FEATURES**
5-min newscasts—1-1/2x 1-min.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 10/29/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

1 min	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti
20/30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

1 min	75 ti	100 ti	150 ti	200 ti
1 min	300	400	20/30 sec	225

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	75	55	40	30

WLOL
1939
MINNEAPOLIS

MAJOR MARKET:
RADIO, INC.



Subscriber to the NAB Radio Code

Media Code 4 224 6095 6.00
BFR Broadcasting Corp., Midwest Plaza, 801 Nicollet Mall, Minneapolis, Minn. 55402. Phone 612-333-0406.

STATION'S PROGRAMMING DESCRIPTION
WLOL: Programmed primarily for adults.
Conversation, news, information. AIR PERSONALITIES in live discussions with guests and listeners on important subjects of day. 5-9 am conversation with news, sports and weather features. 9 am-noon conversation with listeners on housewife topics, audience participation features: housewife of day, news, weather, stocks and road reports. Noon-2 pm interviews with newsmakers and personalities. 2-6 pm conversation with news, sports, stocks. 8-7 pm conversation on sports. 7 pm-5 am conversation with news, sports, weather features. Sat and Sun open forum conversation with news, sports, weather features. SPORTS: college and high school football, basketball, hockey, professional basketball. Contact Representative for further details. Rec'd 1/30/68.

- PERSONNEL**
President—N. L. Benton.
Vice-Pres. & Gen'l Mgr.—Wayne "Red" Williams.
Program Director—Brad Johnson.
- REPRESENTATIVES**
Major Market Radio, Inc.
- FACILITIES**
5,000 w.; 1330 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60h, 60i, 61a, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Service: 80, 82.
Affiliated with MBS.

TIME RATES
ET 11/1/68—Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 min	30 sec	1 min	30 sec
1 min	40	32	30	24	25
30 sec	35	28	25	20	21

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
5 ti	22	18	14	16	13
10 ti	20	16	10	13	11
15 ti	18	14	11	13	10
20 ti	15	12	10	12	9
30 ti	14	11	9	10	8

8. PROGRAM TIME RATES

1 min	30 sec	15 min	30 sec	1 min	30 sec
1 min	5	30 sec	5	30 sec	4

- PERSONNEL**
President—Paul Glass.
General Manager—Sev Widman.
Office Manager—Joyce Heffken.
- FACILITIES**
250 w.; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 22a, 23a, 24b, 29a, 30.
Contracts: 40a, 46.
Cancellation: 70c.

5-MINUTE NEWSCASTS

EA:	13 ti	26 ti	52 ti
AA	35	30	25
A or B	30	25	20

Minneapolis-St. Paul—WCCO—Continued

PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7+

1/4 hr	251	245	239	233	227	220	214
10 min	206	201	196	191	185	180	175
5 min	129	126	123	119	116	112	109

Daytime—Mon thru Sat 10 am-noon & 1-3 pm; Sat 3-6 pm:

1/4 hr	194	190	185	180	175	170	166
10 min	156	153	149	146	142	138	134
5 min	102	100	97	95	92	88	86

Nighttime—Mon thru Sun 7 pm-5 am:

1/4 hr	156	153	149	146	142	138	134
10 min	123	120	117	113	111	108	105
5 min	82	80	78	76	74	71	69

Weekend—Sat 6-7 pm; Sun 6 am-7 pm:

1/4 hr	156	153	149	146	142	138	134
10 min	123	120	117	113	111	108	105
5 min	82	80	78	76	74	71	69

DISCOUNTS
26 wk—8% 52 wk—12%
Percentages rounded to nearest dollar.
May be combined with each other but not with other sections to earn lower rates. Rates based on use within 7-day period, fixed, uninterrupted schedules.

10. SPECIAL FEATURES
Hobby House—Mon thru Sat 10:30 pm-5 am.
PER WK: 12 ti 24 ti 36 ti 60+

1 min	14	13	12	11
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Rates also for Mon 12:05-5 am.
May not be combined with each other, nor any other facilities to earn lower rates.

WDGY
1923
MINNEAPOLIS

BLAIR RADIO



A Storz Owned Station

Subscriber to the NAB Radio Code
Media Code 4 224 5980 0.00
Storz Broadcasting Co., Box 6806, Minneapolis, Minn. 55420. Phone 612-881-2633.

- PERSONNEL**
Chairman-of-the-Board—Robert H. Storz.
General Manager—Dale G. Weber.
Program Director—Scott Burton.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
50,000 w. days, 25,000 w. nights; 1130 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20b, 21c, 24a, 25a, 33a.
Contracts: 40a, 44a, 45, 48, 50, 51b.
Comb.: Cont. Discounts: 60c, 61c, 62d.
Cancellation: 70c, 71a.
Affiliated with Blair Represented Network.
Talent—all rates include a 20% talent and production charge.

TIME RATES
No. 5 ET 3/1/69—Rec'd 1/23/69.

6. SPOT ANNOUNCEMENTS
(Mon thru Fri 6-10 am & 3-7 pm)

WKLY:	(*)	(†)	46 ti	12 ti	18 ti	24 ti	30 ti
1 min	60	50	40	30	34	32	30
20/30 sec	48	40	32	29	27	26	24
ID's	38	30	24	22	20	19	18

(Mon thru Fri 10 am-3 pm)

1 min	35
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MINNESOTA

Minneapolis-St. Paul—
W P B C, W P B C-FM—Continued

- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29a, 29b, 32b, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 51b, 51c, 51d, 52b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 13N Eff 1/1/69—Rec'd 11/8/68.
AA—Mon thru Fri 6-9:30 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

OPEN/FIXED

CLASS AA	1x	32x	156x	260x	365x
1 min	20.00	19.50	19.00	18.50	18.00
20/30 sec	15.00	14.75	14.50	14.25	14.00
10/15 sec	10.00	9.85	9.70	9.55	9.40

CLASS A

CLASS A	1 min	20/30 sec	10/15 sec
1 min	18.00	17.50	17.00
20/30 sec	13.50	13.25	13.00
10/15 sec	9.00	8.85	8.70

May be used as adjacencies or within 1/4 hour blocks.

7. PACKAGE PLANS

CLASS AA 1 MINUTE

ROTATING, PER WK:

	5 t	10 t	15 t	20 t	25 t	30 t	35 t
1 wk	16.00	15.75	15.50	15.25	15.00	14.75	14.50
13 wk	15.75	15.50	15.25	15.00	14.75	14.50	14.25
26 wk	15.50	15.25	15.00	14.75	14.50	14.25	14.00
52 wk	15.25	15.00	14.75	14.50	14.25	14.00	13.75

20/30 SECONDS

	1 min	10/15	10/15	10/15	10/15	10/15	10/15
1 wk	12.00	11.80	11.60	11.40	11.20	11.00	10.80
13 wk	11.80	11.60	11.40	11.20	11.00	10.80	10.60
26 wk	11.60	11.40	11.20	11.00	10.80	10.60	10.40
52 wk	11.40	11.20	11.00	10.80	10.60	10.40	10.20

10/15 SECONDS

	1 min	10/15	10/15	10/15	10/15	10/15	10/15
1 wk	8.00	7.85	7.70	7.55	7.40	7.25	7.10
13 wk	7.85	7.70	7.55	7.40	7.25	7.10	6.95
26 wk	7.70	7.55	7.40	7.25	7.10	6.95	6.80
52 wk	7.55	7.40	7.25	7.10	6.95	6.80	6.65

CLASS A 1 MINUTE

	1 wk	13 wk	26 wk	52 wk
1 min	14.00	13.75	13.50	13.25
20/30 sec	13.75	13.50	13.25	13.00
10/15 sec	13.50	13.25	13.00	12.75
52 wk	13.25	13.00	12.75	12.50

20/30 SECONDS

	1 min	10/15	10/15	10/15	10/15	10/15	10/15
1 wk	10.50	10.30	10.10	9.90	9.70	9.50	9.30
13 wk	10.30	10.10	9.90	9.70	9.50	9.30	9.10
26 wk	10.10	9.90	9.70	9.50	9.30	9.10	8.90
52 wk	9.90	9.70	9.50	9.30	9.10	8.90	8.70

10/15 SECONDS

	1 min	10/15	10/15	10/15	10/15	10/15	10/15
1 wk	7.00	6.85	6.70	6.55	6.40	6.25	6.10
13 wk	6.85	6.70	6.55	6.40	6.25	6.10	5.95
26 wk	6.70	6.55	6.40	6.25	6.10	5.95	5.80
52 wk	6.55	6.40	6.25	6.10	5.95	5.80	5.65

7-DAY ROS SPOT PACKAGES

1 MINUTE

(*)	(†)	AA	A	1 wk	13 wk	26 wk	52 wk
1 t	7 t	2	5	13.00	12.75	12.50	12.25
2 t	14 t	4	10	12.75	12.50	12.25	12.00
3 t	21 t	6	15	12.50	12.25	12.00	11.75
4 t	28 t	8	20	12.25	12.00	11.75	11.50
5 t	35 t	10	25	12.00	11.75	11.50	11.25
6 t	42 t	12	30	11.75	11.50	11.25	11.00
7 t	49 t	14	35	11.50	11.25	11.00	10.75
8 t	56 t	16	40	11.25	11.00	10.75	10.50
9 t	63 t	18	45	11.00	10.75	10.50	10.25
10 t	70 t	20	50	10.75	10.50	10.25	10.00

20/30 SECONDS

	1 min	10/15	10/15	10/15	10/15	10/15	10/15
1 t	7 t	2	5	9.75	9.50	9.25	9.00
2 t	14 t	4	10	9.50	9.30	9.15	9.00
3 t	21 t	6	15	9.35	9.10	8.95	8.80
4 t	28 t	8	20	9.15	8.90	8.75	8.60
5 t	35 t	10	25	8.95	8.70	8.55	8.40
6 t	42 t	12	30	8.75	8.50	8.35	8.20
7 t	49 t	14	35	8.55	8.30	8.15	8.00
8 t	56 t	16	40	8.35	8.10	7.95	7.80
9 t	63 t	18	45	8.15	7.90	7.75	7.60
10 t	70 t	20	50	7.95	7.70	7.55	7.40

10/15 SECONDS

	1 min	10/15	10/15	10/15	10/15	10/15	10/15
1 t	7 t	2	5	6.50	6.35	6.20	6.05
2 t	14 t	4	10	6.35	6.20	6.05	5.90
3 t	21 t	6	15	6.20	6.05	5.90	5.75
4 t	28 t	8	20	6.05	5.90	5.75	5.60
5 t	35 t	10	25	5.90	5.75	5.60	5.45
6 t	42 t	12	30	5.75	5.60	5.45	5.30
7 t	49 t	14	35	5.60	5.45	5.30	5.15
8 t	56 t	16	40	5.45	5.30	5.15	5.00
9 t	63 t	18	45	5.30	5.15	5.00	4.85
10 t	70 t	20	50	5.15	5.00	4.85	4.70

(*) Per day. (†) Per week.

8. PROGRAM TIME RATES

CLASS AA

	1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min	2-1/2
1x	188.00	98.00	84.00	54.00	42.00	30.00	24.00
52x	166.00	84.00	82.50	53.00	41.25	29.50	23.50
156x	164.00	83.00	81.50	52.00	40.50	29.00	23.00
260x	162.00	81.50	79.50	51.00	39.75	28.50	22.50
365x	160.00	80.00	78.00	50.00	39.00	28.00	22.00
500x	158.00	88.50	76.50	49.00	38.25	27.50	21.50

CLASS A

	1x	52x	156x	260x	365x	500x
1x	152.00	92.00	80.00	50.00	40.00	28.00
52x	150.00	90.50	78.50	49.00	39.25	27.50
156x	148.00	89.00	77.00	48.00	38.50	27.00
260x	146.00	87.50	75.50	47.00	37.75	26.50
365x	144.00	86.00	74.00	46.00	37.00	26.00
500x	142.00	84.50	72.50	45.00	36.25	25.50

W W T C

1931

MINNEAPOLIS

Media Code 4 224 6670 6.00
Buckley Broadcasting Corp. of Minnesota, 609 Second Avenue, S., Minneapolis, Minn. 55402. Phone 612-339-2363.

- 1. PERSONNEL**
General Manager—Charles R. Tyler.
Sales Manager—Lee E. Zanin.
Operations Director—Handy Cook.
- 2. REPRESENTATIVES**
RKO Radio Representatives, Inc.
- 3. FACILITIES**
5,000 w. days, non-directional, 5,000 w. nights, directional; 1280 kc.
Operating schedule: 6:30-1 am daily. CST.
- 4. AGENCY COMMISSION**
15/0 net time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 12g, 14d.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b.
Comb. Cont. Discounts: 60d, 60f, 61a, 61b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.

RATE PROTECTION

Rates quoted herein are guaranteed for period of 26 weeks from effective date of any increase in these rates provided that advertising equalling a weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 2/1/69—Rec'd 1/23/69.

- AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Daily 7 pm-midnight.
C—Daily midnight-6 am. Rates on request.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 t	5 t	10 t	15 t	24 t	36 t
1 min	32.00	30.00	28.00	27.00	25.00	24.00
20/30 sec	25.00	24.00	22.00	21.00	20.00	19.00
10 sec	21.00	20.00	19.00	18.00	17.00	16.00

CLASS A

1 min	20/30 sec	10 sec
26.00	24.00	22.00
21.00	19.00	18.00
17.00	16.00	15.00

CLASS B

1 min	20/30 sec	10 sec
13.00	12.00	11.00
10.50	9.50	8.50
8.50	8.00	7.00

- 7. PACKAGE PLANS**
(1/3AA, 1/3 A, 1/3B)
- PER WK:**
- | | 1 t | 5 t | 10 t | 15 t | 24 t | 36 t |
|-----------|-------|-------|-------|------|------|------|
| 1 min | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 | 7.00 |
| 20/30 sec | 10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 |
| 10 sec | 8.00 | 7.00 | 6.00 | 5.00 | 4.00 | 3.00 |
- ALL CLASS A**
- | 1 min | 20/30 sec | 10 sec |
|-------|-----------|--------|
| 20.00 | 18.00 | 17.00 |
| 18.00 | 16.00 | 15.00 |
| 13.00 | 12.00 | 11.00 |
- 10. SPECIAL FEATURES**
- NEWSCASTS**
5-min at :30-1-1/2x 1-min. Includes 25% news service charge.
- NEWS HEADLINES**
2-min capsules at :30-1-min plus 5.00 commission-able.
- MENU MINDERS, WEATHER, MARKET REPORTS**
1-min plus 5.00, commissionable.

MONTEVIDEO

Chippewa County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KDMA

1951

Media Code 4 224 6785 2.00
Midwest Broadcasting Corp., Box 471, Montevideo, Minn. 56265.
tevideo, Minn. 56265. Phone 612-269-8815.

- 1. PERSONNEL**
President—Harry W. Linder.
General Manager—Willard Linder.
Station Manager—Byron Zum.
- 2. REPRESENTATIVES**
Savall/Gates, Inc.
- 3. FACILITIES**
1,000 w. 1480 kc. Directional—night only.
Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sunday.
- 4. AGENCY COMMISSION**
15% net time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 50, 51a.
Comb. Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Dairyland Network, Minnesota Farm Network.

TIME RATES

Eff 6/1/66.

7. PACKAGE PLANS

PER WK:

	5 t	10 t	15 t	20 t	25 t
1 wk	7.00	6.50	6.00	5.50	5.00
13 wk	6.50	6.00	5.50	5.00	4.50
26 wk	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	70.00	42	22	18	14

DIYOUNTS

	13x-5%	52x-15%	156x-25%	260x-30%
104x	70.00	50.00	40.00	30.00

ORTONVILLE

Big Stone County—Map Location B-8
See SRDS consumer market map and data at beginning of the State.

KDIO

1956



Media Code 4 224 7130 0.00
Tri-State Broadcasting Co., Ortonville, Minn. 56278.
Phone 812-839-2581.

- PERSONNEL**
President—Richard S. Schultz.
General Manager—Cy McCormick.
Program Director—Donald P. Egert.
- REPRESENTATIVES**
Donald Cooke, Inc.
- FACILITIES**
1,000 w. 1,950 kc. days.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 7a, 8.
Basic Rates: 20a, 20b, 21b, 21c, 23a, 24a, 24b, 25c, 26, 28b, 28c, 30.

TIME RATES NATIONAL AND LOCAL RATES SAME

ET—Rec'd 11/7/68.

A—Mon thru Sat 7:30 am, 11:30 am-1 pm & 5:30-7 pm; Sun noon-8:30 pm.
H—All other times.

PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
52 x	3.75	2.70	2.75	2.00	2.00	1.45
65 x	4.65	2.65	2.65	1.95	1.95	1.40
104 x	3.50	2.55	2.65	1.90	1.90	1.35
130 x	3.35	2.45	2.45	1.80	1.80	1.30
156 x	3.15	2.30	2.30	1.70	1.70	1.25
200 x	2.95	2.15	2.15	1.60	1.60	1.15
312 x	2.70	1.95	1.95	1.45	1.45	1.05
468 x	2.45	1.80	1.80	1.25	1.25	.95
64 x	2.15	1.70	1.70	1.10	1.10	.85

15 sec: 50% of 1-min.

7. PACKAGE PLANS
PER WK, EA, BTA: 10 tl 25 tl 50 tl 100 tl
1 min. 2.50 2.25 2.00 1.75
30 sec. 2.00 1.80 1.55 1.35
15 sec: 50% of 1-min.

8. PROGRAM TIME RATES
CLASS A
PER YR: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 40.50 24.40 12.20 9.15 6.10
13 x 39.80 23.90 11.90 8.95 6.00
26 x 39.00 23.40 11.70 8.80 5.85
39 x 38.20 22.90 11.45 8.60 5.75
52 x 37.40 22.40 11.20 8.40 5.60
65 x 36.60 21.95 11.00 8.25 5.40
104 x 35.20 21.10 10.65 7.95 5.30
130 x 33.50 20.40 10.10 7.55 5.05
156 x 31.00 18.70 9.30 7.00 4.65
200 x 28.40 17.60 8.80 6.60 4.40
312 x 25.90 16.10 8.10 6.05 4.05

CLASS B
1 x 29.60 17.75 8.90 6.65 4.45
13 x 29.00 17.40 8.70 6.50 4.35
26 x 28.40 17.05 8.50 6.40 4.25
39 x 27.80 16.70 8.35 6.25 4.15
52 x 27.10 16.30 8.15 6.15 4.10
65 x 26.50 15.95 8.00 6.00 4.00
104 x 25.70 15.40 7.70 5.75 3.85
130 x 24.40 14.70 7.35 5.50 3.70
156 x 22.60 13.60 6.80 5.10 3.45
200 x 21.40 12.85 6.45 4.85 3.20
312 x 19.60 11.75 5.95 4.40 2.95

CLASS C
1 x 21.60 12.95 6.50 4.85 3.25
13 x 21.20 12.70 6.35 4.75 3.20
26 x 20.80 12.45 6.20 4.65 3.10
39 x 20.30 12.20 6.10 4.55 3.05
52 x 19.80 11.90 5.95 4.40 3.00
65 x 19.40 11.65 5.80 4.30 2.95
104 x 18.50 11.20 5.60 4.25 2.90
130 x 17.85 10.70 5.35 4.05 2.70
156 x 16.50 9.90 4.95 3.75 2.60
200 x 15.65 9.30 4.70 3.65 2.55
312 x 14.30 8.60 4.35 3.20 2.15

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Open	3.05	2.75 2.30
6 x	3.80	3.15 2.70 2.25
13 x	3.70	3.00 2.65 2.25
26 x	3.60	2.85 2.60 2.20
39 x	3.45	2.75 2.55 2.15
52 x	3.30	2.70 2.50 2.15
78 x	3.20	2.65 2.45 2.10
104 x	3.10	2.60 2.45 2.05
156 x	3.00	2.50 2.40 2.00
200 x	2.90	2.40 2.35 1.95
260 x	2.80	2.30 2.25 1.90
312 x	2.70	2.25 2.20 1.85
364 x	2.60	2.15 2.15 1.85
624 x	2.40	2.10 2.05 1.65
936 x	2.20	2.05 1.95 1.45
1248 x	2.10	2.00 1.80 1.30

8. PROGRAM TIME RATES
CLASS A
PER YR: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 34.90 21.50 11.35 9.20 7.05
13 x 33.85 20.40 10.90 8.90 6.70
26 x 33.80 19.35 10.60 8.55 6.46
39 x 33.80 18.65 10.20 8.10 6.10
52 x 32.00 18.00 9.60 7.80 5.75
78 x 30.10 16.85 9.00 7.60 5.50
104 x 28.75 15.65 8.10 7.30 5.25
156 x 26.15 13.65 6.55 6.85 4.80
200 x 20.25 11.80 7.75 5.45 4.35
312 x 18.45 10.65 6.75 4.85 3.80

CLASS B
1 x 34.30 19.40 10.20 8.25 6.55
13 x 32.50 18.60 9.80 7.75 5.95
26 x 30.75 17.60 9.45 7.85 5.55
39 x 29.90 16.85 9.00 7.25 5.30
52 x 28.90 16.30 8.70 6.85 5.20
78 x 27.10 15.25 8.40 6.55 4.85
104 x 25.40 14.15 8.10 6.45 4.65
156 x 21.90 12.65 7.85 6.80 4.35
200 x 18.40 10.55 6.85 4.75 3.90
312 x 16.55 7.35 6.75 4.20 3.45

OWATONNA (1 AM; 1 FM)

Steele County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KRFO

1950



- Subscriber to the NAB Radio Code
Media Code 4 224 7245 6.00
Owatonna Broadcasting Co., 301 N. Cedar St., Owatonna, Minn. 55060. Phone 507-451-2250.
- PERSONNEL**
Pres. & Gen'l Mgr.—Duane Allen.
Station Manager—Gerald J. Boos.
Sales Manager—Duane Allen.
 - FACILITIES**
500 w. 1,390 kc. days. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRFO-FM.
 - AGENCY COMMISSION**
15/0 time and talent; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

**TIME RATES
NATIONAL AND LOCAL RATES SAME**
No. 4 ET—Rec'd 4/29/69.

A—6:30-9:45 am, 11:30 am-1 pm & 4:30-6:30 pm.
B—5:30-6:30 am, 9:45-11:30 am & 1-4:30 pm; Sun 5:30 am-6:30 pm.
C—6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	4.10	3.00	3.00	2.20	2.20	1.65
13 x	4.00	2.90	2.90	2.15	2.15	1.60
26 x	3.90	2.85	2.85	2.10	2.10	1.55
39 x	3.80	2.80	2.80	2.05	2.05	1.50

7. PACKAGE PLANS
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl 36 tl 42 tl 48 tl
1 wk 4.35 4.20 4.00 3.80 3.55 3.20 2.65 2.35
4 wk 4.25 4.05 3.85 3.55 3.25 2.85 2.45 2.25
8 wk 4.20 4.00 3.75 3.35 2.95 2.65 2.35 2.20
13 wk 3.65 3.35 3.20 3.00 2.85 2.45 2.15 2.05
26 wk 3.25 3.15 3.00 2.85 2.45 2.15 2.00 1.95
52 wk 3.00 2.65 2.35 2.20 2.05 2.00 1.85 1.80

8. PROGRAM TIME RATES
CLASS A
PER YR: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 wk 3.25 3.15 3.00 2.85 2.75 2.60 2.35 2.20
4 wk 3.20 3.05 2.95 2.85 2.60 2.40 2.20 2.15
8 wk 3.05 2.95 2.80 2.65 2.40 2.25 2.10 2.05
13 wk 2.95 2.80 2.60 2.40 2.25 2.05 2.00 1.95
26 wk 2.80 2.65 2.55 2.25 2.00 1.95 1.85 1.80
52 wk 2.75 2.45 2.20 2.05 1.95 1.85 1.75 1.65

15 SECONDS

	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl	42 tl	48 tl
1 wk	2.80	2.65	2.55	2.40	2.25	2.15	2.00	1.85
4 wk	2.65	2.55	2.40	2.25	2.15	2.00	1.85	1.80
8 wk	2.55	2.40	2.25	2.15	2.00	1.85	1.80	1.75
13 wk	2.40	2.25	2.15	2.00	1.85	1.80	1.75	1.65
26 wk	2.25	2.15	2.00	1.85	1.80	1.75	1.65	1.60
52 wk	2.15	2.00	1.85	1.80	1.75	1.65	1.60	1.55

SPECIAL 1-WEEK PACKAGE

100 tl 210 190 150

8. PROGRAM TIME RATES
COST PER MONTH
5 MINUTES

PER WK:	3 mo	6 mo	12 mo
1 tl	35	25	20
3 tl	85	75	60
6 tl	125	115	100

10 MINUTES

1 tl	30	30	30
1 tl	45	35	30
3 tl	100	90	75
6 tl	155	145	130

1/4 HOUR

1 tl	45	45	40
1 tl	50	45	40
3 tl	120	110	95
6 tl	190	180	165

1 hr a week, 12 month program sponsors entitled to end rate on fill spots.

KPRM-FM

Media Code 4 224 7361 1.00
De La Hunt Broadcasting Corp., Box 40, Hwy. 34 East, Park Rapids, Minn. 56470. Phone 218-732-3306.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.
Vice-Pres. & Sta. Mgr.—John Gunther.
Chief Announcer—Al Peterson.
- FACILITIES**
ERP 100,000 w.; 103.7 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately except during newscasts. For simulcast facilities see KRFO-FM.
- AGENCY COMMISSION**
15/0 time only. 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 24a, 24b, 24c, 25a, 28c.
Contracts: 40a, 42c, 45, 46.
Comb.; Cont. Discounts: 60d, 61c, 62a.
Cancellation: 71a, 73a.
Member: Minnesota Star Network.

TIME RATES
ET—Rec'd 10/4/68.

7. PACKAGE PLANS
1 MINUTE

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl	42 tl	48 tl
1 wk	6.25	6.00	5.65	5.40	5.00	4.45	3.65	8.50
4 wk	6.20	5.85	5.50	5.10	4.70	4.10	3.45	3.80
8 wk	6.10	5.80	5.40	5.00	4.50	3.90	3.25	3.00
13 wk	5.85	5.10	4.85	4.40	4.26	3.75	3.15	2.80
26 wk	5.45	4.90	4.65	4.25	4.05	3.55	2.95	2.70
52 wk	5.05	4.50	4.25	3.85	3.65	3.35	2.80	2.65

15 SECONDS

1 wk	4.65	4.50	4.40	3.80	3.65	3.55	2.80	2.95
4 wk	4.60	4.45	4.30	3.60	3.55	3.35	3.40	2.80
8 wk	4.30	4.25	4.20	3.45	3.35	3.20	2.95	2.75
13 wk	4.20	4.10	4.05	3.35	3.20	3.00	2.65	2.65
26 wk	4.05	4.00	3.80	3.20	2.95	2.85	2.65	2.60
52 wk	3.85	3.80	3.65	3.00	2.85	2.75	2.60	2.55

15 SECONDS

1 wk	3.75	3.60	3.45	3.35	3.20	3.05	2.65	2.80
4 wk	3.60	3.45	3.35	3.20	3.05	2.95	2.80	2.75
8 wk	3.45	3.35	3.20	3.05	2.95	2.80	2.75	2.65
13 wk	3.35	3.20	3.05	2.95	2.80	2.75	2.65	2.60
26 wk	3.20	3.05	2.95	2.80	2.75	2.65	2.60	2.55
52 wk	3.05	2.95	2.80	2.75	2.65	2.60	2.55	2.40

SPECIAL 1-WEEK PACKAGE

100 tl 265 255 240

8. PROGRAM TIME RATES
COST PER MONTH
5 MINUTES

PER WK:	3 mo	6 mo	12 mo
1 tl	35	25	20
3 tl	85	75	60
6 tl	125	115	100

10 MINUTES

1 tl	45	35	30
1 tl	45	35	30
3 tl	100	90	75
6 tl	155	145	130

1/4 HOUR

1 tl	50	45	40
1 tl	50	45	40
3 tl	120	110	95
6 tl	190	180	165

AM/FM coverage 50% discount.

PINE CITY

Pine County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WCMP

- Media Code 4 224 7475 9.00
WCMP Broadcasting Co., Box 230, Pine City, Minn. 55083. Phone 612-629-2525.
- PERSONNEL**
Pres. & Gen'l Mgr.—Gerry Robbins.
Program Director—Larry Severson.
National Sales Manager—Jane Robbins.
 - FACILITIES**
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 5:55 am-local sunset. CST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 26, 28c, 29a, 33c.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 60f, 60b, 61a, 61b, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET—Rec'd 4/26/68.

6. SPOT ANNOUNCEMENTS

1 min	7.80	7.15	6.50	5.20	104x	156x	260x	312x
1 min	7.80	7.15	6.50	5.20	6.85	5.65	5.20	5.00

Fixed position.

7. PACKAGE PLANS
PER WK, ROS: 1 tl 75 tl 150+
1 min (120 wds) 5.10 4.75 4.30
30 sec (60 wds) 3.25 2.95 2.75
20 sec (40 wds) 3.05 2.75 2.60

8. PROGRAM TIME RATES
FIXED POSITION: 1 hr 1/2 hr 1/4 hr 5 min
1 x 63.75 39.00 23.40 11.70
13 x 67.20 32.50 21.85 10.90
26 x 60.70 30.45 20.30 10.15
52 x 40.40 28.50 18.75 9.40
104 x 42.90 25.75 17.15 8.60
200 x 39.00 23.40 15.60 7.80
260 x 35.10 21.00 14.10 7.00

MINNESOTA

PRINCETON

Millie Lacs County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WKPM

1967



Subscriber to the NAB Radio Code
Media Code 4 224 7675 4.00
P. M. Broadcasting Co., Box 188, Princeton, Minn.
55371, Phone 812-389-1300.

1. PERSONNEL
Pres. & Gen'l Mgr.—Terry Montgomery.
Station Manager—Bruce Salberg.
Program Director—Mark Schneider.

3. FACILITIES
1,000 w.; 1800 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 15d.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 24a, 25a, 26, 28a, 28b, 29, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES		Rec'd 6/25/69.	
ET 10/15/65—Rec'd 10/7/65.		CLASS A	
1 min	4.50	1x	15x
5 min	22.50	2x	30x
15 min	67.50	3x	45x
30 sec	13.50	4x	60x
1 hr	81.00	5x	75x
1/2 hr	40.50	6x	90x
10 min	15.00	7x	105x
5 min	7.50	8x	120x

RED WING (1 AM; 1 FM)

Goodhue County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KCUE

1949



Subscriber to the NAB Radio Code
Media Code 4 224 7705 9.00
Hiawatha Valley Public Service Broadcasters, Box 102, Red Wing, Minn., 55066. Phone 938-8511.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Brooks.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Minneapolis—Minnesota Star Radio Network.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.
Simulcast during AM critical hours. For non-simulcast facilities see KCUE-FM listing.

4. AGENCY COMMISSION
15/0; time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Linder Group, Minnesota Farm Network, Minnesota Star Network.

TIME RATES		ET 10/15/65—Rec'd 10/7/65.	
CLASS A		CLASS B	
1 min	0.00	1 min	30 sec
5 min	4.50	1 min	30 sec
15 min	13.50	1 min	30 sec
30 sec	6.75	1 min	30 sec
1 hr	40.50	1 min	30 sec
1/2 hr	20.25	1 min	30 sec
10 min	7.50	1 min	30 sec
5 min	3.75	1 min	30 sec

TIME RATES		ET 10/15/65—Rec'd 10/7/65.	
CLASS A		CLASS B	
1 min	0.00	1 min	30 sec
5 min	4.50	1 min	30 sec
15 min	13.50	1 min	30 sec
30 sec	6.75	1 min	30 sec
1 hr	40.50	1 min	30 sec
1/2 hr	20.25	1 min	30 sec
10 min	7.50	1 min	30 sec
5 min	3.75	1 min	30 sec

CLASS B

1 min	27.00	13.50	10.00	7.00
5 min	135.00	67.50	50.00	35.00
15 min	405.00	202.50	150.00	105.00
30 sec	54.00	27.00	20.00	14.00
1 hr	324.00	162.00	120.00	84.00
1/2 hr	162.00	81.00	60.00	42.00
10 min	18.00	9.00	7.00	5.00
5 min	9.00	4.50	3.50	2.50

KCUE-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 224 7708 7.00
Hiawatha Valley Public Service Broadcasters, Inc., Box 102, Red Wing, Minn., Red Wing, Minn., 55066. Phone 612-388-3511.

1. PERSONNEL
Pres. & Gen'l Mgr.—George L. Brooks.
Sales Manager—Jack Turnbull.
Program Director—Jan Ovens.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Minneapolis—Minnesota Star Radio Network.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6:00 am-midnight. CST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation with KCUE-AM. For simulcast rates, see KCUE-AM, KCUE-FM listing.

4. AGENCY COMMISSION
15/0; time and talent; 15 days.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: Linder Group, Minnesota Farm Network, Minnesota Star Network.

TIME RATES

CLASS A		CLASS B	
1 min	6.00	4.50	156
5 min	30.00	22.50	780
15 min	90.00	67.50	2340
30 sec	12.00	9.00	312
1 hr	72.00	54.00	1872
1/2 hr	36.00	27.00	936
10 min	12.00	9.00	312
5 min	6.00	4.50	156

Extra charge for news programs 15%.

REDWOOD FALLS

Redwood County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KLGR

1954



Subscriber to the NAB Radio Code
Media Code 4 224 7820 6.00
Redwood Broadcasting Company, Inc., 208 E. Washington St., Redwood Falls, Minn., 56283. Phone 507-637-2989.

STATION'S PROGRAMMING DESCRIPTION
KLGR: Programmed for mass audience.
FARM: 6:45-8 am, 2 man, interviews, markets, news, weather, 15 min national, regional, local news at 7 am & sign-off, 30 min national, regional, local news, sports and weather 8 am & 6 pm. 1 hour news noon-1 pm national, regional, local news, sports, weather, farm county agents and markets. Livestock and grain markets 6:15 am, 6:45 am, 10 am, 12:05 pm, 12:30 pm, 2 pm, 8:05 pm, 8:30-10:30 am area remote newscasts with middle-of-the-road music, 10:30 am-noon, air personality, entertainment, phone discussion. 1-3 pm, 2 man show, phone discussion and interviews. 3-6 pm drive time features and middle-of-the-road music. 6:30-7:30 pm middle-of-the-road and swing albums. 7:30-sign-off top 40 and country western. Live high school football, basketball, baseball. Contact Representative for further details. Rec'd 9/12/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene G. Randolph.
Station & Sales Mgr.—Don Schiel.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
Non-directional.
Operating schedule: 5:45 am-11 pm weekdays; 7:45 am-11 pm Sun. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Member: Linder Group, Minnesota Farm Network, ArRadio Groups, Inc.

TIME RATES		ET 10/15/65—Rec'd 10/7/65.	
CLASS A		CLASS B	
1 min	0.00	1 min	30 sec
5 min	4.50	1 min	30 sec
15 min	13.50	1 min	30 sec
30 sec	6.75	1 min	30 sec
1 hr	40.50	1 min	30 sec
1/2 hr	20.25	1 min	30 sec
10 min	7.50	1 min	30 sec
5 min	3.75	1 min	30 sec

TIME RATES

ET 1/1/67—Rec'd 12/21/66.		CLASS AA		CLASS AB	
1 min	12.00	1x	26x	52x	156x
5 min	60.00	5x	130x	260x	780x
15 min	180.00	15x	390x	780x	2340x
30 sec	24.00	6x	156x	312x	936x
1 hr	144.00	36x	936x	1872x	5568x
1/2 hr	72.00	18x	468x	936x	2784x
10 min	24.00	6x	156x	312x	936x
5 min	12.00	3x	78x	156x	468x

RICHFIELD

Hennepin County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul

(including Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

ROCHESTER (3 AM; 1 FM)

Olmsted County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

KNXR (FM)

1965



Media Code 4 224 7870 1.00
United Audio Corp., Sheraton Hotel, Rochester, Minn., 55901. Phone 507-288-7700.

STATION'S PROGRAMMING DESCRIPTION
KNXR (FM): Programmed for adults and young adults.

MUSIC: emphasis on general popular and middle-of-the-road music presented by 6 air personalities. Standards, film music and shortruns presented in uninterrupted groups of 3 selections. 87% instrumental, 33% vocal. NEWS: 5 min summary on hour, headlines on half hour. Classical music both recorded and local live performances on weekends. Features: business news, detailed weathercasts, local business news, community activities placed with musical programs. Personalities available for remote broadcasts. COMMERCIAL POLICY: 8 minutes per hour. Rec'd 11/27/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas H. Jones.
Commercial Manager—Donald H. Anderson.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
ERP 91,000 w.; 97.5 mc. Stereo.
Operating schedule: 6-11 am. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 42b, 44a, 45, 46, 47c, 48, 51b.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES		No. 2 ET 5/1/68—Rec'd 5/21/68.	
CLASS A		CLASS B	
1 min	6.25	1x	15x
5 min	31.25	5x	75x
15 min	93.75	15x	225x
30 sec	12.50	6x	150x
1 hr	75.00	36x	900x
1/2 hr	37.50	18x	450x
10 min	12.50	6x	150x
5 min	6.25	3x	75x

7. PACKAGE PLANS
PER WK: 10 tt 15 tt 20 tt 30 tt
1 min 6.00 9.00 12.00 15.00
30 sec 3.00 4.50 6.00 7.50
10 sec: 50% of 1-min. Class A.

8. PROGRAM TIME RATES
PER HR, EA: 1x 60.00 156x 87.50
13x 780.00 208x 135.00
28x 1680.00 280x 174.00
52x 3360.00 312x 180.00
104x 6720.00 365x 275.00
1/2 hr: 60% of hour 10 min: 30% of hour.
1/4 hr: 40% of hour 5 min: 25% of hour.

1. PERSONNEL
Pres. & Gen'l Mgr.—Howard G. Bill.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
1,000 w. days (1,000 w. critical hours); 1520 kc.
Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-4 pm. For non-simulcast facilities see KOLM-FM.

4. AGENCY COMMISSION
15/0 net time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 22a, 23a, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES		ET 6/1/67—Rec'd 3/13/67.	
CLASS AA		CLASS AB	
1 min	12.00	1x	156x
5 min	60.00	5x	780x
15 min	180.00	15x	2340x
30 sec	24.00	6x	936x
1 hr	144.00	36x	4680x
1/2 hr	72.00	18x	2340x
10 min	24.00	6x	936x
5 min	12.00	3x	468x

7. PACKAGE PLANS
PER WK: 10 tt 20 tt 25 tt 30 tt
1 min 6.00 12.00 15.00 18.00
30 sec 3.00 6.00 7.50 9.00
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 100 40 30 20

KOLM-FM

1967

Media Code 4 224 7935 0.00
Olmsted County Broadcasting Co., 114 S. Broadway St., Rochester, Minn. 55901. Phone 507-288-2411.

STATION'S PROGRAMMING DESCRIPTION
KOLM-FM: MUSIC: middle-of-the-road, NEWS: network on half hour, 3 min regional and local on hour. WEATHER: quarter before and after hour. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 10/16/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Howard G. Bill.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 180 ft. above average terrain.
Partial simulcast operation. Operated separately 4 pm-midnight. For simulcast facilities see KOLM.

4. AGENCY COMMISSION
15/0; time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 48.
Comb.; Cont. Discounts: 60a, 60g, 61a.
Cancellation: 70c, 71a, 72, 73a.

TIME RATES		ET 4/1/67—Rec'd 3/13/67.	
CLASS A		CLASS B	
1 min	7.00	1x	156x
5 min	35.00	5x	780x
15 min	105.00	15x	2340x
30 sec	14.00	6x	936x
1 hr	84.00	36x	4680x
1/2 hr	42.00	18x	2340x
10 min	14.00	6x	936x
5 min	7.00	3x	468x

7. PACKAGE PLANS
PER WK: 10 tt 15 tt 20 tt 30 tt
1 min 7.00 10.50 14.00 17.50
30 sec 3.50 5.25 7.00 8.75
10 sec: 50% of 1-min. Class A.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 100 40 30 20

1. PERSONNEL
President—David Gentling.
Manager—Robert A. Fick.

2. REPRESENTATIVES
Adam Young Radio, Inc.
Harry S. Hyett Co., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; payable when rendered.
(This listing continued on next page)

Rochester—KROC—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b,
 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
 Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 47a,
 48, 49, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i,
 61a, 61b, 62a, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC.
 Member: Minnesota Star Network.

TIME RATES

No. 15 Eff 5/1/68—Rec'd 3/26/68.

AA—Mon thru Sat 6:30-9 am & 4-6 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

1 x	AA		A	
	1 min	30/20	10 sec	1 min
12.00	9.00	6.00	10.20	7.20
26 x	11.40	8.40	5.70	9.60
52 x	11.10	8.10	5.40	9.30
156 x	10.20	7.20	5.10	8.40
280 x	9.60	6.60	4.80	5.10
312 x	9.30	6.30	4.50	4.80

CONTINUOUS WEEK DISCOUNTS

26 wk—10%	52 wk—20%
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7. PACKAGE PLANS

PER WK:	AA		A	
	1 min	30/20	10 sec	1 min
10 tl	9.00	7.80	4.80	7.20
20 tl	8.70	7.50	4.60	6.90
30 tl	8.40	7.20	4.20	6.60
25 tl	8.10	6.90	3.90	6.30

CONTINUOUS WEEK DISCOUNTS

26 wk—10%	52 wk—20%
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KWEB

1957



American Information Network

Media Code 4 224 8165 5.00
 North Central Video, Inc., 326 Northwestern Bank
 Bldg., Rochester, Minn. 55901. Phone 507-288-
 3888.

STATION'S PROGRAMMING DESCRIPTION

KWEB: Programmed for broad appeal.
MUSIC: predominantly middle-of-the-road excepting
 9:30 am-noon Sat country and western, 1-3 pm
 Sun classical, semi-classical. Weather bureau reports,
 sports, farm information, commerce. **NEWS:** extended
 newscasts, half hour, with news, weather, sports and
 markets at 7 am, noon, 5 pm & 10 pm. Local,
 regional news on half hour. Network news every hour.
 Mobile news car. **SPORTS:** live play-by-play sports,
 football and basketball in evening hours and Sat and
 Sun afternoons. Personalities available for remote
 broadcasts. Contact Representative for further de-
 tails. Rec'd 12/26/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Joseph C. Poire.
 Commercial Manager—Joseph Burnham.

2. REPRESENTATIVES

Gill-Perna, Inc.
 Minneapolis-St. Paul—Communications Sales.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1270 kc. Directional.
 Operating schedule: 5 am-midnight daily. CST.

4. AGENCY COMMISSION

15% time only; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
 Basic Rates: 20b, 21a, 22a, 24c, 25a, 26, 27, 28a,
 28c, 29a.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with KBS.
 Affiliated with American Information Network.

TIME RATES

No. 2 Eff 8/1/68—Rec'd 7/20/68.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
 A—Mon thru Sat 5:30-6 am, 9 am-noon, 1-4 pm &
 8-7 pm; Sun 7 am-7 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	26x	52x	156x	260x	312x
AA	10.00	9.50	9.25	8.50	8.00	7.75
A	8.50	8.00	7.75	7.00	6.50	6.50
20/30 SEC:						
AA	7.50	7.00	6.75	6.00	5.50	5.25
A	6.00	5.50	5.25	4.50	4.25	4.00
10 SEC:						
AA	5.00	4.75	4.50	4.25	4.00	3.75
A	4.50	4.25	4.00	3.50	3.25	3.00

Fixed position, when available, extra 20%.

CLASS B

50% of AA rate.
 DISCOUNTS
 26 continuous wks—10% 52 continuous wks—20%

7. PACKAGE PLANS

WKLY:	AA		A	
	1 min	20/30	10 sec	1 min
10 tl	7.50	6.50	4.00	6.00
20 tl	7.25	6.25	3.75	5.75
25 tl	7.00	6.00	3.50	5.50
30 tl	6.75	5.75	3.25	5.25

26 continuous wks—10% 52 continuous wks—20%

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
100	60	40	33	25

DISCOUNTS

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

ROSEAU

Roseau County—Map Location B-3
 See SRDS consumer market map and data at begin-
 ning of the State.

KRWB

Media Code 4 224 8280 2.00
 Martin T. Ohle & Henry G. Twentyn, Box 130,
 Roseau, Minn. 56751. Phone 463-1410.

1. PERSONNEL General Manager—Hal Bakke,
 Women's Director—Carol Blenkin.
2. FACILITIES
 1,000 w.; 1410 kc.
 Operating schedule—6 am-11 pm Mon thru Sat, 7
 am-11 pm Sun.
3. AGENCY COMMISSION
 15% on time only; no cash discount.
4. GENERAL ADVERTISING See coded regulations
 General: 1a, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 23a, 24b.
 Contracts: 40a, 46, 47a.
 Cancellation: 71a.
 Affiliated with MBS.

TIME RATES

Rates effective April 1, 1963. (Card No. 1.)
 Card received April 25, 1963.

6. SPOT ANNOUNCEMENTS

1 x	CLASS A		CLASS B	
	1 wk	4 wk	13 wk	26 wk
5 tl	4.00	3.80	3.60	3.40
10 tl	3.80	3.60	3.40	3.20
15 tl	3.60	3.40	3.20	3.00
20 tl	3.40	3.20	3.00	2.80
25 tl	3.20	3.00	2.80	2.60

CLASS B

1 hr	1:00-5:00 pm		7:00 pm-sign-off	
	5:00	3:00	3:10	2:90
5 tl	3.70	3.50	3.30	2.90
10 tl	3.50	3.30	3.10	2.70
15 tl	3.30	3.10	2.90	2.50
20 tl	3.10	2.90	2.70	2.30
25 tl	2.90	2.70	2.50	2.10

30 sec spots—25% 10 sec spots—50%

7. PACKAGE PLANS

10 tl	ROS SATURATION SCHEDULE	
	(Within 1 wk)	(25-50 tl)
25	3.25	2.75
25	2.75	1.00

8. PROGRAM TIME RATES

1 hr	1:00-5:00 pm		5:00-7:00 pm	
	1 hr	1/2 hr	1/4 hr	5 min
1 tl	35.00	23.00	17.00	11.50
28 tl	32.00	21.50	16.00	11.00
78 tl	29.00	20.00	15.00	10.50
280 tl	26.50	18.50	14.00	9.50
280 tl	23.00	17.00	13.00	9.00

25% discount Class B time.

ST. CLOUD (2 AM; 1 FM)

Stearns County—Map Location D-7
 See SRDS consumer market map and data at begin-
 ning of the State.

KFAM

1938



Subscriber to the NAB Radio Code
 Media Code 4 224 8395 8.00
 The Times Publishing Co., Fernwood Addition, Hwy.
 152, St. Cloud, Minn. 56301. Phone 612-251-
 1450.

1. PERSONNEL
 Manager—Dave Sherwood.
 Ass't Mgr. & Prog. Dir.—Jerry Marshall.
 Sales Manager—Dick Walter.
2. REPRESENTATIVES
 Savall/Gates, Inc.
 Wayne-Evans & Associates.
3. FACILITIES
 1,000 w. days, 250 w. nights; 1450 kc.
 Non-directional.
 Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
 15%.
5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 28a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with NBC Radio Network.
 Member: Minnesota Farm Network, Minnesota Star
 Network.

TIME RATES

Eff 6/1/68—Rec'd 5/2/66.

1 x	CLASS A		CLASS B	
	1 min	1 min	1 min	1 min
1 x	7.50	156 x	4.50	5.00
13 x	7.00	260 x	4.50	4.50
26 x	6.80	312 x	4.50	4.00
52 x	6.00	624 x	4.50	3.50
104 x	5.50	936 x	4.50	3.00

7. PACKAGE PLANS

PER WK: 1 MIN.	1 wk		6 wk		13 wk		26 wk		52 wk	
	1 min	1 min	1 min	1 min	1 min	1 min	1 min	1 min	1 min	1 min
5 tl	7.25	6.25	5.75	5.25	4.50	4.50	4.50	4.50	4.50	4.50
10 tl	7.00	6.00	5.50	5.00	4.25	4.25	4.25	4.25	4.25	4.25
15 tl	6.75	5.75	5.25	4.75	4.00	4.00	4.00	4.00	4.00	4.00
20 tl	6.50	5.50	5.00	4.50	3.75	3.75	3.75	3.75	3.75	3.75
25 tl	6.25	5.25	4.75	4.25	3.50	3.50	3.50	3.50	3.50	3.50

30 seconds—75% of applicable 1-minute rate.
 10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50	30	20	15	10

DISCOUNTS

13x—5%	52x—15%	156x—25%	312x—35%
26x—10%	104x—20%	260x—30%	

KFA M-FM

1948



Media Code 4 224 8396 6.00
 The Times Publishing Co., 20 8th Ave., N., St.
 Cloud, Minn. 56301. Phone 612-251-3121.

1. PERSONNEL
 Manager—Dave Sherwood.
 Ass't Mgr. & Prog. Dir.—Jerry Marshall.
 Sales Manager—Dick Walter.
2. REPRESENTATIVES
 Savall/Gates, Inc.
 Wayne-Evans & Associates, Inc.
3. FACILITIES
 ERP 40,000 w.; 104.7 mc. Stereo.
 Operating schedule: 9 am-midnight. CST.
 Antenna ht.: 498 ft. above average terrain.
4. AGENCY COMMISSION
 15/0; time only. 30 days.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 3b, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 15b.
 Basic Rates: 20b, 21b, 21d, 22a, 23a, 25b, 29e, 33c.
 Contracts: 40a, 42a, 42d, 44a, 45, 48.
 Comb.: Cont. Discounts: 60b, 61b, 62a.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with NBC.
 Member: Minnesota Star Network.

TIME RATES

Eff 1/1/68—Rec'd 6/30/69.

1 x	CLASS A		CLASS B	
	1 min	1 min	1 min	1 min
1 x	7.00	156 x	4.00	6.00
26 x	6.75	312 x	4.00	5.75
52 x	6.50	624 x	4.00	5.50
104 x	6.25	936 x	4.00	5.25

8. PROGRAM TIME RATES

1 hr	104x		156x		208x		260x		312x	
	1 hr	1/2 hr	1/2 hr	1/4 hr	1/4 hr	10 min	10 min	5 min	5 min	
40	35	30	25	20	24	21	18	15	12	

WJON

1950



Subscriber to the NAB Radio Code
 Media Code 4 224 8510 2.00
 WJON Broadcasting Co., Inc., Lincoln Ave. & South-
 east St., St. Cloud, Minn. 56301. Phone 612-251-
 4422.

STATION'S PROGRAMMING DESCRIPTION
 WJON: Programmed for housewives 30%, commuters
 30%, farmers 20%, young adults 20%.
AIR PERSONALITIES: all segments. Audience par-
 ticipation discussion programs, sports, community pro-
 motions, news, commentary reports on events of local
 importance. **FARM:** 5-7:30 am, 2 men, interviews,
 market reports, comedy, country and western, polka
 music. **Entertainment:** 7:30-9 am, news, sports,
 weather, music. **Talk:** 9-11 am, audience partici-
 pation by phone, discussion, 11-11:30 am music, news,
 birth report, 11:30 am-1:15 pm farm news, market
 reports, news, interviews, 1:15-5 pm entertainment,
 top pops, quips, news, 5-5:35 pm news and sports,
 5:35-6 pm top pops, 6-7:30 pm news, sports, com-
 mentary, 7:30 pm-12:30 am rock and roll. **SPORTS:**
 play-by-play high school and college football, basket-
 ball, wrestling. **Farm director:** 5 pm

MINNESOTA

SAUK RAPIDS

Benton County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WVAL

1963



Subscriber to the NAB Radio Code
Media Code 4 224 8740 0.00
Tri-County Broadcasting Co., Box 255, 2nd St. N.,
Sauk Rapids, Minn., 56379. Phones 612-252-6200, 1.

- PERSONNEL**
Pres. & Gen'l Mgr.—Herbert M. Hoppe.
- FACILITIES**
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10% of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28b, 29a, 29b, 32b, 33d.
Contracts: 40a, 42b, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60l, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective February 15, 1965. (Card No. 2.)
Card received February 12, 1965.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
ea			
tot			
1-25 ti	8.00	156-259 ti	6.40
26-51 ti	7.00	260-311 ti	6.00
52-84 ti	7.40	312-519 ti	5.60
85-129 ti	7.20	520-999 ti	5.00
130-155 ti	6.80		

7. PACKAGE PLANS				
1 MINUTE SPOT PACKAGE				
ea				
tot				
PER WK:	ea	tot	ea	tot
10 ti	5.00	50.00	20 ti	4.00 80.00
15 ti	4.50	67.50		

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 ti	80.	48.	25.	24.	18.
26 ti	76.	46.	23.	22.	15.
52 ti	74.	44.	22.	21.	14.
85 ti	72.	43.	21.	20.	13.
130 ti	68.	41.	20.	19.	12.
156 ti	64.	38.	19.	18.	11.
260 ti	60.	36.	18.	17.	10.
312 ti	56.	33.	17.	16.	9.

SHAKOPEE

Scott County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KSMM

1963



Subscriber to the NAB Radio Code
Media Code 4 224 8855 1.00
Progress Valley Broadcasters Co., Box 66, 119 Lewis
St., Shakopee, Minn., 55379. Phone 612-445-1866.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray M. Fosild.
Station Manager—Bernie Gerlach.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
500 w.; 1580 kc. Non-directional.
144 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10% of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 28b, 29b, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 47e, 48, 51a.
Comb.: Cont. Discounts: 60h, 61a.
Cancellation: 70a, 70e, 71b, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 11/1/65—Rec'd 4/25/66.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
ea			
tot			
1 x	4.50	260 x	2.75
18 x	4.00	365 x	2.50
26 x	3.75	320 x	2.25
52 x	3.25	624 x	2.00
156 x	3.00		

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	55	35	25	15	10

DISCOUNTS
13x-9.1% 52x-8.6% 260x-34.5%
26x-16.4% 156x-30.9%

9. PARTICIPATING PROGRAMS
Coaches Roundtable—Sat 9-10 am, flat 55.00 or flat per spot 4.50.

10. SPECIAL FEATURES
Newscasts: on the hour—1-1/4 times applicable 5-minute rate; headlines at :30—1-1/4 times applicable 1-minute rate.

SOUTH ST. PAUL

Ramsey County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul

(including Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

STILLWATER

Washington County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WAVN

1949



Subscriber to the NAB Radio Code
Media Code 4 224 8970 0.00
WAVN, Inc., 104 N. Main St., Stillwater, Minn.
55082. Phone 612-439-1220.

- PERSONNEL**
General Manager—Henry L. Sampson.
Sales Manager—Larry U. Kindig.
Program Director—Eddie S. Cary.
- FACILITIES**
5,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 28a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 61c, 62b, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective
Card received February 24, 1965.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
ea			
tot			
1 ti	6.00	104 ti	4.60
13 ti	5.60	156 ti	4.20
26 ti	5.30	260 ti	3.80
52 ti	4.90	312 ti	3.50

7. PACKAGE PLANS				
1 min — 30 sec — 10 sec —				
ea				
tot				
PER WK:	ea	tot	ea	tot
10 ti	5.60	56.00	4.20	28.00
15 ti	5.30	79.50	3.95	59.25
20 ti	4.90	98.00	3.65	73.00
25 ti	4.20	105.00	3.15	78.75
30 ti	4.00	120.00	3.00	90.00
40 ti	3.80	152.00	2.85	114.00
50 ti	3.50	175.00	2.60	130.00

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	86.00	23.75	16.25	12.80	9.20
13 x	33.75	22.25	15.50	12.20	8.80
26 x	31.50	20.75	14.60	11.00	8.00
52 x	29.25	19.55	13.70	10.40	7.60
104 x	27.00	18.20	12.80	9.80	7.20
156 x	24.75	16.85	11.80	9.20	6.80
260 x	22.50	15.50	11.00	8.60	6.40

THIEF RIVER FALLS

Pennington County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KTRF

1946



Subscriber to the NAB Radio Code
Media Code 4 224 9085 4.00
KTRF Radio Corp., Box 40, Thief River Falls,
Minn., 56701. Phone 218-681-1230.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Don L. Olson.
- REPRESENTATIVES**
Minneapolis—Wayne-Evans & Associates.
- FACILITIES**
1000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 26, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 47c, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Minnesota Star Network.

TIME RATES

Rates effective July 1, 1964.
Rates received June 1, 1964.

6. SPOT ANNOUNCEMENTS				
CLASS AA				
20/30				
ea				
tot				
1 ti	4.50	3.25	52 ti	4.00 2.90
13 ti	4.30	3.10	150 ti	3.60 2.70
26 ti	4.10	2.95	280 ti	3.40 2.50

CLASS A
1 ti..... 4.00 2.50 52 ti..... 3.50 2.40
13 ti..... 3.80 2.60 150 ti..... 3.20 2.20
26 ti..... 3.60 2.50 280 ti..... 3.00 2.05

10-second ID's—50% off applicable 1-minute rate.

8. PROGRAM TIME RATES

5 MINUTES					
CLASS AA					
ea					
tot					
1 ti	9.50	52 ti	7.00		
13 ti	8.60	150 ti	7.00		
26 ti	8.15	280 ti	6.35		

CLASS A
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti..... 50.00 30.00 20.00 14.00 9.00
13 ti..... 45.00 27.00 18.00 12.60 8.10
26 ti..... 42.50 25.50 17.00 11.90 7.65
52 ti..... 40.00 24.00 16.00 11.20 7.50
150 ti..... 37.50 21.00 14.00 9.80 6.30
280 ti..... 32.50 19.50 13.00 9.10 5.85

VIRGINIA

St. Louis County—Map Location F-5
See SRDS consumer market map and data at beginning of the state.

WHLB

1936



Media Code 4 224 9200 9.00
Virginia Broadcasting Company, WHLB Bldg., Virginia,
Minn., 55792. Phone 218-741-2233.

- PERSONNEL**
President—H. W. Linder.
Station Manager—Willard Linder.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Minnesota Farm Network, Linder Group.

- PERSONNEL**
President—Frank Befora.
General Manager—James Parise.
- REPRESENTATIVES**
Gene Hollis Company
Los Angeles—Lee F. O'Connell Co.
Minneapolis—Bill Hurley.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 24b, 29a.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.: Cont. Discounts: 60f, 61b, 62b, 62d.
Prod. Services: 82.

- PERSONNEL**
President—H. W. Linder.
Station Manager—Willard Linder.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
ERP 35,000 w.; 102.5 mc.
Operating schedule: 6-11 pm. CST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
See KWLM listing for coded regulations.
Member: Dairyland Network; Linder Group.

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	70	42	22	18	14

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

WADENA (1 AM; 1 FM)

Wadena County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KKWS (FM)

1968

Media Code 4 224 9250 4.00
KWAD Broadcasting Co., Box 551, Wadena, Minn.,
56482. Phone 218-631-1803.

- PERSONNEL**
President—Robert Ingstad, Sr.
Vice-Pres. & Sta. Mgr.—Dick Grewe.
- FACILITIES**
ERP 50,000 w.; 105.9 mc. Stereo.
Operating schedule: 8 am-11 pm CST.
Antenna ht.: 251 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10% of month.
- GENERAL ADVERTISING** See coded regulations
See KWAD listing for coded regulations.
AM facilities: KWAD.

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	70	42	22	18	14

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

- PERSONNEL**
President—Robert E. Ingstad.
Vice-Pres. & Sta. Mgr.—Dick Grewe.
- FACILITIES**
ERP 920 kc. Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12a, 13c, 14a, 18.
Basic Rates: 20b, 22a, 22b, 25a, 26, 28a, 28c, 30, 33a.
Contracts: 41, 42b, 45, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60l, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network
Affiliated with KBS Radio Network.

- PERSONNEL**
President—Robert E. Ingstad.
Vice-Pres. & Sta. Mgr.—Dick Grewe.
- FACILITIES**
1,000 w.; 920 kc. Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12a, 13c, 14a, 18.
Basic Rates: 20b, 22a, 22b, 25a, 26, 28a, 28c, 30, 33a.
Contracts: 41, 42b, 45, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60l, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network
Affiliated with KBS Radio Network.

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	70	42	22	18	14

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

- PERSONNEL**
President—Robert E. Ingstad.
Vice-Pres. & Sta. Mgr.—Dick Grewe.
- FACILITIES**
1,000 w.; 920 kc. Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12a, 13c, 14a, 18.
Basic Rates: 20b, 22a, 22b, 25a, 26, 28a, 28c, 30, 33a.
Contracts: 41, 42b, 45, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60l, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network
Affiliated with KBS Radio Network.

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	70	42	22	18	14

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

- PERSONNEL**
President—Robert E. Ingstad.
Vice-Pres. & Sta. Mgr.—Dick Grewe.
- FACILITIES**
1,000 w.; 920 kc. Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12a, 13c, 14a, 18.
Basic Rates: 20b, 22a, 22b, 25a, 26, 28a, 28c, 30, 33a.
Contracts: 41, 42b, 45, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60l, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network
Affiliated with KBS Radio Network.

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	70	42	22	18	14

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

8. PROGRAM TIME RATES					
1 hr 1/2 hr 1/4 hr 10 min 5 min					
1 x	70	42	22	18	14

DISCOUNTS
13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

- PERSONNEL**
President—H. W. Linder.
Station Manager—Willard Linder.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Minnesota Farm Network, Linder Group.

WILLMAR (1 AM; 1

Windom—K D O M—Continued

7. PACKAGE PLANS

SATURATION PACKAGES	
PER WK:	10 tl 15 tl 20 tl 35 tl 50 tl 100 tl
1 min.	25.00 36.00 45.00 71.75 95.00 175.00
30 sec.	18.75 27.00 33.75 53.80 71.25 131.25
15 sec: 75% of 30-sec (minimum 1.00 ea).	
11:30 am-1:30 pm, extra 10%.	

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	385x
1 hr.	44.00	38.50	33.00	27.50	24.75	22.00
1/2 hr.	33.00	27.50	25.85	22.50	19.80	17.80
1/4 hr.	22.00	19.80	17.80	13.75	11.00	10.00
10 min.	16.50	13.75	12.65	11.00	9.80	8.80
5 min.	11.00	9.80	7.70	6.80	5.50	
11:30 am-1:30 pm, extra 10%.						

WINONA (2AM)

Winona County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

KAGE

1956



Subscriber to the NAB Radio Code

Media Code 4 224 9660 4.00
KAGE, Inc., Box 767, Winona, Minn. 55987, Phone 2807.

1. PERSONNEL

Gen'l Mgr. & Sec'y-Treas.—Jerry Papenfuss,
Sales Manager—Russ Kent,
Operations Manager—J. Peder Boysen.

3. FACILITIES

1,000 w. days; 1980 kc. Non-directional.
Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION

15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26a, 28c, 29a.
Contracts: 40a, 44b, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60i, 60k, 61a, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Minnesota Farm Network.

TIME RATES

ET—Rec'd 8/6/60.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.70	5.40	5.10	4.85	4.60	4.35
30 sec	4.80	4.50	4.30	4.10	3.90	3.70	3.50

KWNO

1958

American Information Network



Subscriber to the NAB Radio Code
Media Code 4 224 9775 0.00
KWNO, Inc., 216 Center St., Winona, Minn. 55987.
Phone 3313.

STATION'S PROGRAMMING DESCRIPTION

KWNO: Programmed for general interest.
MUSIC: general popular and standard 80%, country and western 10%, rock 10%. NEWS: local and regional 00%, network 40%. Network at :30, local and regional at :30. Expanded local at 7:30 am, 12:15 pm, 5:05 pm, & 10 pm. Mobile and beeper equipped.
FARM: 6-8:30 am & 12:30-1:30 pm. County extension agents, markets, weather, interviews.
SPORTS: 4 local, 4 network programs daily. Live high school and college football and basketball, local schools. Contact Representative for further details.
Rec'd 4/28/68.

1. PERSONNEL

President—H. R. Hurd,
Vice-President—E. M. Allen,
Station Manager—C. E. Williams.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 4:55 am-midnight weekdays;
7:30 am-midnight Sun, CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 22a, 22b, 23a, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

Rates effective July 1, 1959.
Rates received June 24, 1959.
Rev. (Pkg. Rates) rec'd June 19, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

FIXED POSITION RATES	
CLASS "A"	
(7:00 a.m. to 12:59-1/2 p.m. and 5:00 p.m. to 6:59-1/2 p.m.)	
	1 1S 26 52 104 156 260
	tl. tl. tl. tl. tl. tl. tl.
1 hour	51.00 45.90 40.80 37.75 34.70 31.60 28.50
1/2 hour	30.60 27.50 25.50 22.85 20.80 18.95 17.10
1/4 hour	20.40 18.35 16.30 15.10 13.85 12.85 11.45
10 minutes	15.30 13.75 12.35 11.30 10.40 9.50 8.60
5 minutes	10.20 9.20 8.15 7.55 6.90 6.35 5.70
1 minute	6.00 5.70 5.46 5.18 4.90 4.50 4.20
30 words	4.20 4.00 3.80 3.60 3.40 3.20 3.00

CLASS "B"

(All other times)

	1 1S 26 52 104 156 260
	tl. tl. tl. tl. tl. tl. tl.
1 hour	42.50 38.25 34.00 31.45 28.90 26.35 23.85
1/2 hour	25.50 22.95 20.40 18.90 17.35 15.80 14.25
1/4 hour	17.00 15.30 13.80 12.80 11.55 10.55 9.50
10 minutes	12.75 11.50 10.20 9.45 8.70 7.90 7.15
5 minutes	8.50 7.65 6.80 6.30 5.75 5.38 4.75
1 minute	5.00 4.75 4.50 4.25 4.00 3.75 3.50
30 words	3.50 3.35 3.20 3.05 2.90 2.75 2.60

7. PACKAGE PLANS

(Best times available)

	1 min. 30 sec.	1 min. 30 sec.
52 times	4.00	2.75 156 times 3.50 2.45
104 times	3.75	2.60

WORTHINGTON (1AM; 1FM)

Nobles County—Map Location C-10

See SRDS consumer market map and data at beginning of the state.

KWOA

1947



Subscriber to the NAB Radio Code
Media Code 4 224 9890 7.00
Worthington Broadcasting Co., Box 592, Worthington, Minn. 56187. Phone 507-376-6165.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. W. Olson,
Vice-Pres. & Sta. Mgr.—James J. Wychor.

2. REPRESENTATIVES

Grant Webb & Company,
Minneapolis—Wayne-Evans and Associates,
Canadian—Andy McDermott Sales, LTD.

3. FACILITIES

1,000 w.; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Minnesota Star Network.

TIME RATES

No. 6 Eff 2/1/67—Rec'd 1/3/67.
AA—Sign-on-1:30 pm & 4-7 pm.
A—Mon thru Fri 1:30-4 pm & 7 pm-sign-off; Sun 1:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA	
	1x 26x 52x 156x 260x 312x
1 min.	10.00 9.60 9.35 8.80 8.25 7.50
30 sec.	8.00 7.70 7.50 7.00 6.60 6.00
CLASS A	
1 min.	8.00 7.75 7.50 7.25 6.75 6.25
30 sec.	6.00 5.80 5.60 5.40 5.20 4.90

MINNESOTA

7. PACKAGE PLANS

WEEKLY SPOT PACKAGES	
PER WK:	10 tl 15 tl 20 tl 30 tl 50 tl
1 min or less	87.50 123.75 140.00 195.00 300.00

8. PROGRAM TIME RATES

1/2 HR:	1x	26x	52x	156x	260x	312x
AA	60	55	50	45	42	40
A	45	42	39	35	31	28

1/4 hr: 65% of 1/2-hr. 5 min: 95% of 1/2-hr.
10 min: 50% of 1/2-hr.

KWOA-FM

1961



Subscriber to the NAB Radio Code
Media Code 4 224 9891 5.00
Worthington Broadcasting Co., Box 592, Worthington, Minn. 56187. Phone 507-376-6165.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. W. Olson,
Vice-Pres. & Sta. Mgr.—James J. Wychor.

2. REPRESENTATIVES

Grant Webb & Company,
Minneapolis—Wayne-Evans and Associates.

3. FACILITIES

ERP 39,000 w.; 95.1 mc.
Operating schedule: 6:00 am-midnight, CST.
Antenna ht.: 665 ft. above average terrain.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Minnesota Star Network.
FM programmed separately from AM, 8:00 am-midnight daily.

TIME RATES

Bates effective December 1, 1963. (Card No. 5.)
Card received December 6, 1963.

7. PACKAGE PLANS

PLAN I	
One 30 second announcement each hour from 8:00 am-6:00 pm 7 days per week, total 70 announcements per week.	
PER WK:	
13 wks	117.60
26 wks	109.20
52 wks	100.80

PLAN II

One 30 second announcement each hour, 5 hours per day (rotated in 8:00 am-6:00 pm time period). Total 35 announcements per week.

PER WK:	
13 wks	66.50
26 wks	61.25
52 wks	54.95

Copy may be changed every 2 weeks.

MISSISSIPPI

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP RADIO

Carthage—Leake County
Newspaper
Brookhaven—Lincoln County

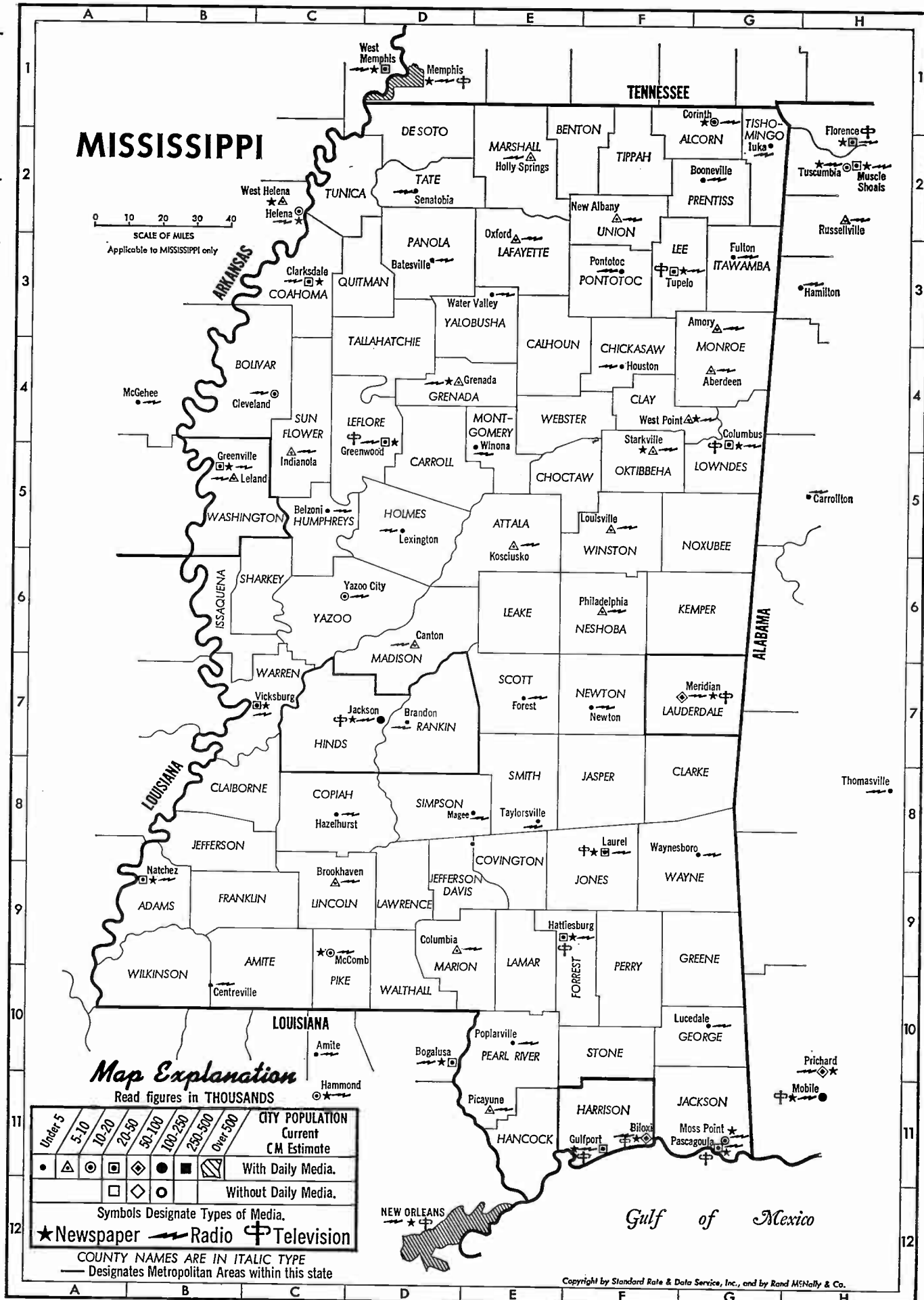
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	976,900	Lee	12,800
METRO AREAS		Le Flore	34,100
Biloxi-Gulfport	22,800	Lowndes	20,300
Greenville	46,900	Madison	24,500
Jackson	102,200	Marshall	18,100
Meridian	26,600	Monroe	12,100
Total Metros	198,500	Noxubee	12,800
COUNTIES		Oktibbeha	13,500
Adams	19,200	Panola	17,600
Bolivar	39,200	Pike	15,200
Coahoma	33,900	Quitman	14,200
Copiah	14,400	Rankin	14,600
De Soto	16,300	Sun Flower	33,400
Forrest	16,700	Tallahatchie	16,600
Harrison	22,800	Tate	13,400
Hinds	87,600	Tunica	13,100
Holmes	20,000	Warren	20,400
Humphreys	14,400	Washington	46,900
Jackson	13,400	Yazoo	19,900
Jones	16,400	Total Counties	714,400
Lauderdale	26,600		



State, County, City, Metro Area Data

CITIES AND COUNTIES— This list shows counties in which cities are located. Cities are first, counties next.

Biloxi—Harrison
Clarksdale—Coahoma
Columbus—Lowndes
Greenville—Washington
Greenwood—Leflore
Gulfport—Harrison
Hattiesburg—Forrest
Jackson—Hinds
Laurel—Jones
Meridian—Lauderdale
Natchez—Adams
Pascagoula—Jackson
Tupelo—Lee
Vicksburg—Warren

ESTIMATES FOR: STATE COUNTY—Map Loc. CITY Metropolitan Area	Population 1/1/59 (000)	Households 1/1/59 (000)	Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968						Passenger Cars 1/1/59 (000)	Farm Popu- lation 1/1/59 (000)	Gross Farm Income 1958 (\$000)			
			Per Household (\$)	% 8000 to 4999	% 8000 to 7999	% 8000 to 6999	% 10000 to 14999	% 15000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce (\$000)	Apparel (\$000)	Home Furn- (\$000)	Auto- motive (\$000)				Service Station (\$000)		
MISSISSIPPI STATE TOTALS	2,346.9	631.86	4,364,024	6,907	18.6	15.3	13.2	16.3	10.9	2,737,355	4,332	619,738	91,219	294,989	186,061	131,240	603,447	243,252	830.09	412.0	1,008,729
ADAMS B-9.....	45.2	12.56	94,460	7,521	16.4	19.9	13.1	18.2	15.2	67,664	5,387	15,546	2,152	12,174	5,643	3,255	15,256	4,921	14.23	1.1	2,439
Natchez.....	30.4	8.95	63,927	7,143						63,213	7,063	14,089	1,968	11,466	5,643	3,069	14,686	4,346			
ALCORN G-2.....	26.2	7.92	55,300	6,982	19.0	13.2	13.3	18.9	11.8	43,240	5,460	8,632	1,484	2,675	3,305	2,533	9,195	3,967	13.00	5.2	6,551
AMITE C-9.....	13.2	3.41	22,306	6,541	19.5	13.5	9.0	15.2	10.0	8,125	2,383	2,462	355	1,273	269	187	2,230	754	4.75	4.5	6,211
ATTALA E-5.....	18.8	5.21	37,282	7,156	18.3	11.1	10.5	17.7	11.4	25,405	4,876	6,226	799	1,524	2,605	1,381	5,654	1,635	7.02	6.3	9,158
BENTON E-1.....	7.6	1.88	8,976	4,774	20.1	11.5	8.4	8.7	4.3	3,122	1,661	403	53	269	145	526	688	2.69	3.8	4,891	
BOLIVAR C-4.....	55.6	14.03	78,254	5,578	17.7	10.4	10.4	12.3	7.2	57,674	4,111	14,007	1,662	2,845	3,297	1,376	11,139	4,310	13.82	21.0	67,152
CALHOUN E-4.....	15.5	4.35	23,015	5,291	22.1	12.4	10.9	11.9	5.6	13,305	3,059	5,639	505	1,016	912	107	2,846	1,526	5.38	5.2	8,074
CARROLL D-5.....	8.5	2.11	12,651	5,996	18.9	9.2	7.4	14.2	8.0	3,730	1,768	1,175	58	523	73	69	188	894	3.00	4.9	8,590
CHICKASAW F-4.....	16.6	4.59	28,192	6,142	20.0	12.5	13.1	16.5	8.6	20,882	4,549	4,720	661	2,549	755	1,194	3,740	2,393	6.57	4.3	8,000
CHOCTAW E-5.....	6.4	1.82	11,901	6,539	19.3	11.3	8.8	17.2	10.3	4,736	2,602	1,144	157	1,018	186	159	947	606	2.92	2.4	2,991
CLAIBORNE B-8.....	11.0	2.79	13,155	4,715	16.6	11.9	8.9	11.4	6.9	8,232	2,951	2,502	288	471	460	169	837	1,079	2.88	1.7	5,967
CLARKE G-8.....	15.3	4.24	25,915	6,112	19.8	13.4	11.7	16.8	9.3	12,630	2,979	3,251	359	1,312	513	683	1,645	1,600	5.61	2.4	3,855
CLAY F-4.....	22.0	6.01	34,460	5,734	21.3	19.4	11.7	12.4	7.2	17,851	2,970	3,209	789	1,074	1,111	1,006	5,666	2,112	6.50	3.7	5,808
COAHOMA C-3.....	47.2	12.58	80,558	6,404	16.4	12.1	9.8	14.5	12.8	53,868	4,282	12,457	1,382	2,468	4,393	2,480	10,852	3,517	12.60	9.3	47,457
Clarksdale.....	27.0	8.09	46,250	5,717						48,723	6,023	10,020	1,227	2,128	4,340	2,264	794	3,190			
COPIAH C-8.....	27.0	7.34	45,040	6,136	18.7	12.1	11.4	15.8	9.3	24,574	3,348	7,096	1,066	2,531	1,168	794	4,582	3,222	8.62	4.7	9,550
COVINGTON E-8.....	12.6	3.36	20,738	6,172	19.8	12.7	11.0	16.6	8.4	11,974	3,564	4,071	467	2,897	211	48	2,462	1,497	5.36	5.0	6,379
DE SOTO D-2.....	26.2	6.30	43,712	6,938	16.5	12.1	11.4	16.1	13.3	15,732	2,497	4,618	219	1,102	330	183	4,844	1,259	12.49	7.5	23,537
FORREST F-10.....	61.8	17.77	132,606	7,462	18.3	18.8	15.7	19.1	12.1	103,810	5,842	19,507	3,666	12,797	6,799	7,445	25,780	7,955	23.66	1.3	4,692
Hattiesburg.....	41.0	11.89	94,868	7,979						87,371	7,348	14,718	2,965	12,780	6,784	6,904	25,503	5,183			
FRANKLIN B-9.....	9.2	2.59	15,495	5,983	20.5	16.7	13.4	15.8	8.3	6,622	2,557	1,268	203	570	105	260	2,223	456	3.27	1.1	2,341
GEORGE G-10.....	12.7	3.38	20,234	5,986	22.3	18.3	15.2	15.2	7.2	14,617	4,325	3,491	644	1,484	195	571	2,240	1,968	4.68	2.3	2,686
GREENE G-9.....	9.8	2.41	11,491	4,768	22.5	13.9	12.4	12.0	5.1	5,342	2,217	1,841	239	671	57	326	684	1,019	2.80	1.4	1,904
GRENADE D-4.....	20.5	5.80	36,325	6,263	19.3	15.6	14.8	14.9	9.2	27,837	4,799	6,193	1,135	1,991	1,635	848	6,298	2,408	7.46	3.2	6,733
HANCOCK E-11.....	17.0	4.85	28,285	5,832	19.6	16.4	16.4	13.8	9.2	13,854	2,856	5,169	493	1,000	260	215	2,342	2,004	7.28	9.9	2,022
HARRISON F-11.....	143.3	38.30	375,311	9,799	18.6	17.0	16.7	23.3	16.2	180,804	4,721	38,540	6,178	32,326	12,825	11,968	43,480	14,791	53.68	9.9	2,215
Biloxi.....	66.5	15.70	155,648	9,914						68,563	4,367	12,965	2,148	6,021	4,766	4,511	17,616	4,240			
Biloxi-Gulfport Metro Area.....	143.3	38.30	375,311	9,799	18.6	17.0	16.7	23.3	16.2	180,804	4,721	38,540	6,178	32,326	12,825	11,968	43,480	14,791	53.68		
Gulfport.....	39.7	11.58	93,583	8,081						93,303	8,057	16,562	2,432	22,496	7,991	7,110	24,858	5,671			
HINDS C-7.....	228.1	62.91	582,321	9,256	15.1	16.6	16.1	20.8	18.7	366,477	5,825	67,306	13,864	42,017	35,880	19,719	89,260	30,478	94.06	8.2	14,909
Jackson.....	172.9	50.21	505,707	10,072						334,181	6,656	60,761	12,477	41,640	35,829	19,234	89,038	26,643			
Jackson Metro Area.....	270.1	72.51	643,732	8,878	15.8	17.1	16.2	20.3	17.1	390,386	5,384	74,001	14,847	43,621	36,096	21,219	93,631	34,300	110.47		
HOLMES D-5.....	24.4	6.30	33,938	5,387	17.5	10.5	9.1	12.6	8.7	25,022	3,972	6,662	907	1,613	850	1,069	7,048	1,615	6.16	7.4	18,373
HUMPHREYS C-5.....	17.0	4.16	24,549	5,901	17.6	10.8	8.5	12.6	11.3	15,968	3,946	4,256	550	1,043	670	323	1,946	2,070	4.16	3.6	24,710
ISSAQUENA B-6.....	1.9	0.46	3,121	6,785	18.0	14.8	6.8	9.7	8.1	1,818	1,778	365		280			147		9.0	1.4	9,500
ITAWAMBA G-3.....	14.7	4.23	26,440	6,251	23.3	13.7	13.1	16.1	6.6	11,545	2,729	2,810	268	684	812	654	2,986	1,548	7.88	4.4	8,145
JACKSON G-11.....	75.2	20.44	165,033	8,074	17.9	19.0	18.2	23.2	13.7	79,511	3,890	23,725	3,018	7,775	4,296	3,617	15,172	8,521	32.96	8.8	1,759
Pascagoula.....	32.2	9.13	58,218	6,377						74,788	8,191	22,680	2,657	5,913	4,041	3,540	14,155	5,983			
JASPER F-8.....	16.6	4.23	25,098	5,933	19.8	13.0	12.4	15.3	7.5	13,633	3,223	3,644	550	915	161	175	2,281	1,622	5.49	4.5	6,059
JEFFERSON B-8.....	10.3	2.68	10,145	3,785	19.4	12.3	8.0	9.6	4.5	5,199	1,940	1,367	179	619	56		1,103	504	2.36	2.1	3,341
JEFFERSON DAVIS D-9.....	13.2	3.33	15,458	4,642	19.5	10.1	10.9	11.9	4.8	10,088	3,029	1,771	401	1,694	572	77	2,178	740	4.36	5.0	5,917
JONES F-9.....	64.9	17.92	124,356	6,940	21.4	17.7	19.0	15.8	8.2	71,109	3,968	17,479	2,712	10,379	6,858	3,842	14,792	6,520	23.58	5.1	11,162
Laurel.....	29.5	8.73	69,676	7,981						61,163	7,006	13,414	2,381	10,315	6,451	7,730	13,898	4,825			
KEMPER G-6.....	11.2	2.79	12,740	4,566	20.1	9.1	9.5	10.2	2.9	5,685	2,038	1,935	392	1,475	117	123	985	310	2.80	5.5	4,569
LAFAYETTE E-3.....	22.7	5.58	42,751	7,661	19.6	13.0	12.4	16.0	12.0	27,233	4,880	6,375	1,339	1,693	2,471	1,463	4,767	3,003	7.89	5.1	8,008
LAMAR E-9.....	15.1	4.23	23,589	5,577	23.1	16.8	16.0	14.1	5.4	9,091	2,174	2,851	560	351	533	255	2,149	1,587	6.18	2.2	5,396
LAUDERDALE G-7.....	76.6	22.74	157,719	6,936	20.0	22.5	13.7	15.4	9.7	108,109	4,754	20,299	3,158	20,047	10,924	5,804	26,808	11,123	29.08	2.7	4,802

MISSISSIPPI

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1968										Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)
	Population		Households		Per Household		% Distribution of Families						Total Retail Sales		By Selected Store Types								
	1/1/69 (000)	1/1/69 (000)	(\$000)	(\$000)	\$000	\$000	4999	5000	8000	10000	15000	to	and	over	(\$000)	Per Household (\$)	General Mide. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)			
TIPPFAH F-2	14.7	4.16	24,864	5,977	20.6	12.1	10.9	13.5	7.4	16,837	4,047	4,545	509	1,338	641	1,070	3,333	2,058	6.73	6.1	7,512		
TISHOMINGO G-2	13.7	4.15	24,810	5,378	20.6	12.5	12.1	16.6	7.8	18,007	4,339	5,283	658	984	893	950	4,110	1,255	6.16	3.7	4,763		
TUNICA C-2	14.0	3.44	19,124	5,559	17.3	8.9	6.8	9.2	8.1	13,499	3,924	2,892	244	755	471	241	1,746	1,066	3.29	8.0	24,560		
UNION F-2	19.8	5.84	32,665	5,593	21.8	13.1	12.0	13.5	7.0	22,517	3,856	5,937	870	1,390	1,765	378	4,505	1,407	8.81	6.1	8,642		
WALTHALL D-10	13.2	3.42	19,567	5,721	21.1	11.4	11.8	13.4	6.7	13,009	3,804	2,434	520	1,590	394	422	2,876	842	4.98	5.3	8,792		
WARREN C-7	48.0	14.47	111,708	7,720	14.9	14.9	14.4	18.8	16.7	75,467	5,215	17,082	1,480	10,542	5,078	1,935	15,062	7,683	16.65	.3	5,185		
Vicksburg	34.6	10.93	87,015	7,961	17.4	16.5	12.5	15.5	12.6	71,483	6,540	15,773	1,480	10,277	5,075	1,935	11,006	7,194		
WASHINGTON B-5t	89.3	23.92	165,912	6,936	17.4	16.5	12.5	15.5	12.6	107,811	4,507	24,630	2,893	11,118	11,042	7,348	23,541	7,274	24.21	5.3	50,499		
Greenville	48.7	13.91	102,532	7,371	17.4	16.5	12.5	15.5	12.6	85,367	6,137	16,686	2,382	10,516	10,786	6,296	22,766	5,273		
Greenville Metro Area	89.3	23.92	165,912	6,936	17.4	16.5	12.5	15.5	12.6	107,811	4,507	24,630	2,893	11,118	11,042	7,348	23,541	7,274	24.21		
WAYNE G-9	17.3	4.52	25,135	5,561	21.8	15.1	12.5	14.3	7.1	16,749	3,706	4,808	510	809	1,115	1,108	2,387	2,007	5.74	2.8	5,182		
WEBSTER E-4	10.5	2.99	15,068	5,039	21.7	12.9	10.4	10.5	5.6	11,726	3,922	2,686	296	1,250	595	465	3,206	1,209	4.01	3.3	4,855		
WILKINSON B-10	13.3	3.34	17,477	5,233	17.3	10.5	9.3	12.9	10.4	10,233	3,064	2,184	205	1,616	214	247	2,336	1,234	3.14	2.2	3,363		
WINSTON F-5	18.7	4.96	30,794	6,208	20.4	19.3	9.6	10.9	6.6	19,441	3,920	5,501	808	1,957	893	1,143	3,709	1,883	6.11	6.3	7,252		
YALOBUSHA E-3	10.6	2.97	21,690	7,303	17.9	12.1	9.8	18.2	12.6	13,287	4,474	3,479	567	1,908	733	603	2,032	1,432	4.14	4.1	6,055		
YAZOO C-6	32.1	8.41	52,794	6,278	16.6	11.0	11.8	14.6	10.8	35,035	4,166	7,933	1,064	2,063	1,921	1,128	6,536	3,219	9.60	8.4	22,142		

(t) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MISSISSIPPI

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Mid-South Network

Comprised of:

WONA—Winona
WCBI—Columbus
WROX—Clarksdale
WNAG—Grenada
WELO—Tupelo
VELO—FM—Tupelo

Media Code 4 225 0105 6.00
Business Office—c/o Station VELO, Tupelo, Miss.
38801. Phone 601-842-7658.

- PERSONNEL
General Manager—Bob Evans, Tupelo, Miss. 38801, WELO.
- REPRESENTATIVES
M. A. Sales Co., Inc.
South—C. K. Beaver & Associates.
- AGENCY COMMISSION
15%: no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Affiliated with MBS.

TIME RATES

- ET 3/1/68—Rec'd 2/28/68.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | 1 min. | 1 1/2 | 2 1/2 | 5 1/2 | 15 1/2 | 30 1/2 |
|--------|-------|-------|-------|--------|--------|
| 21.75 | 20.25 | 19.15 | 17.25 | 15.40 | 13.60 |
- Group rates apply for purchase of all stations, where schedules are equal in number of announcements used. For application of group rates where schedules are not of equal size, the smallest number of announcements purchased on any station determines the discount which will apply to all schedules.

LESS THAN ENTIRE NETWORK

- Discounts allowed from individual station rates:
- | | |
|----------------|----------------|
| 2 stations—5% | 4 stations—15% |
| 3 stations—10% | 5 stations—25% |

Skyline Network

Comprised of:

WBIP—Booneville
WGCM—Gulfport
WTUP—Tupelo

Media Code 4 225 0315 1.00
Business Office—c/o Radio Station WBIP, Box 352, Booneville, Miss. 38820, Park 8-5301.

- PERSONNEL
General Manager—E. O. Hoden, Booneville, Miss., WBIP.
- REPRESENTATIVES
Bill F. Best Company.
- AGENCY COMMISSION
15%: no cash discount.
- GENERAL RATE POLICY
Any contract may be cancelled upon two weeks' notice. Liquor advertising not accepted. Beer and wine advertising accepted in Yazoo City only. All program time units 30 seconds less than indicated. The following rates are for each station. All stations are inter-connected.

TIME RATES

Rates effective August 1, 1954. (Card No. 2.)
Card received October 5, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | 1 min. | 1 1/2 | 1/4 | 10 | 5 | 1 |
|--------|-------|-------|-------|-------|------|
| 80.00 | 38.00 | 24.00 | 18.00 | 12.00 | 3.60 |
| 55.00 | 32.50 | 22.00 | 16.00 | 11.00 | 3.40 |
| 50.00 | 30.00 | 20.00 | 14.00 | 10.00 | 3.30 |
| 45.00 | 27.50 | 18.00 | 13.00 | 9.00 | 3.20 |
| 40.00 | 25.00 | 16.00 | 12.00 | 8.00 | 3.10 |
| 35.00 | 22.50 | 14.00 | 11.00 | 7.00 | 3.00 |
| 30.00 | 20.00 | 12.00 | 10.00 | 6.00 | 2.90 |
| 25.00 | 18.00 | 10.00 | 9.00 | 5.00 | 2.80 |
| 20.00 | 16.00 | 9.00 | 8.00 | 4.50 | 2.70 |
| 15.00 | 14.00 | 8.00 | 7.00 | 4.00 | 2.60 |
| 10.00 | 12.00 | 7.00 | 6.00 | 3.50 | 2.50 |
- Additional Discounts
- | | |
|----------------|----------------|
| 2 stations—5% | 4 stations—15% |
| 3 stations—10% | 5 stations—20% |
- Discounts apply to total amount of time purchased.

ABERDEEN

Monroe County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WMPA

Media Code 4 225 0420 9.00
J. V. Furr, Box 98, WMPA Bldg., Aberdeen, Miss. 39730. Phone 601-369-4561.

STATION'S PROGRAMMING DESCRIPTION
WMPA: Programmed for general interest. FAIR: 5:30-8 am with 2 men, interviews, markets, county agent reports. MUSIC: 8-8:45 am modern country with weather, news headlines. 8:45-11:30 am standards, showtunes, middle-of-the-road with 5 min news each hour on hour. Music 11:30 am-noon gospel with weather, news headlines. News, weather, business news, markets and gospel music noon-1 pm. 1-3 pm modern country. 2:30-5 pm standards, showtunes, middle-of-the-road, with 5 min news each hour on hour. 6-7 pm current hits. 7-8:30 pm standards, showtunes, middle-of-the-road. 8:30-9:30 pm standards. Contact Representative for further details. Rec'd 1/15/66.

- PERSONNEL
General Manager—Jim Buffington.
Program Director—Phil Fleming.
- REPRESENTATIVES
Holman Company, Incorporated.
- FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:30 am-9:30 pm. CST.
- AGENCY COMMISSION
15% time only 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 71a, 73a.
Affiliated with NBC.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective May 1, 1959. (Card No. 3.)
Rates received May 27, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | 1 time | 1/2 | 1/4 | 5 | 10 | Ann. |
|--------|-------|-------|-------|-------|------|
| 60.00 | 36.00 | 24.00 | 18.00 | 12.00 | 3.50 |
| 55.00 | 32.50 | 22.00 | 16.00 | 11.00 | 3.40 |
| 50.00 | 30.00 | 20.00 | 14.00 | 10.00 | 3.30 |
| 45.00 | 27.50 | 18.00 | 13.00 | 9.00 | 3.20 |
| 40.00 | 25.00 | 16.00 | 12.00 | 8.00 | 3.10 |
| 35.00 | 22.50 | 14.00 | 11.00 | 7.00 | 3.00 |
| 30.00 | 20.00 | 13.00 | 10.00 | 6.50 | 2.90 |
| 25.00 | 18.00 | 12.00 | 9.00 | 6.00 | 2.80 |
| 20.00 | 16.00 | 11.00 | 8.00 | 5.50 | 2.50 |
- Automotive rate: 1 to 52 spots, each 3.00; 53 or more spots each 2.50.

- PACKAGE PLANS
WEEKLY SPOT PACKAGE
60 spots within any 7-day period earn lowest rate published and an additional 10% discount.

AMORY

Monroe County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WAMY

Media Code 4 225 0525 6.00
General Office—Bo. McManey Enterprises, Inc., Henry Clay Hotel, West Point, Miss. 38821 Phone 1450.
Business Office and Studio—Dairyville Bldg., Amory, Miss. 38821.

- PERSONNEL
Pres. & Genl. Mgr.—Bob McManey, Sr.
Station Manager—Charles C. Boren, Jr.
Sales Manager—Jim Wells.
- REPRESENTATIVES
George T. Hopewell, Inc.
South—C. K. Beaver and Associates.
- FACILITIES
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
- AGENCY COMMISSION
15%: no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS and KBS Radio Networks.
Member: Mid-South Network.

TIME RATES

Rates effective March 1, 1961.
Rates received March 13, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | 1 min. |
|-------|---------|---------|--------|--------|
| 32.45 | 18.29 | 12.98 | 6.49 | 4.00 |
| 29.20 | 17.62 | 11.68 | 5.84 | 3.75 |
| 25.98 | 15.57 | 10.38 | 5.19 | 3.50 |
| 22.71 | 13.62 | 9.08 | 4.54 | 3.25 |
| 19.47 | 11.68 | 7.78 | 3.89 | 3.00 |
| 16.22 | 9.96 | 6.49 | 3.25 | 2.75 |
| 12.98 | 7.78 | 5.19 | 2.59 | 2.50 |

BATESVILLE

Panola County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WBLE

Media Code 4 225 0630 3.00
Panola Broadcasting Co., Box 73, WBLE Bldg., Highway 6 West, Batesville, Miss. 38608, Phone 7288.

- PERSONNEL
General Manager—Harold B. McCarley.
- REPRESENTATIVES
Savalli/Gates, Inc.
- FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION
15% time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 29b, 30, 32b.
Contracts: 40a, 44a, 45, 47c, 48, 51c.
Comb.: Cont. Discounts: 60b, 60d, 80f, 60h, 60i, 81b, 82d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
30 sec: 80% of 1-min.
AM Facilities: WYMI.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective May 1, 1955.
Rates received April 25, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | 1 time | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. | Ann. |
|--------|---------|---------|---------|--------|------|
| 35.00 | 20.00 | 15.00 | 10.00 | 5.00 | 5.00 |
| 31.50 | 18.00 | 13.50 | 9.00 | 4.50 | 4.50 |
| 28.00 | 16.00 | 12.00 | 8.00 | 4.00 | 4.00 |
| 24.50 | 14.00 | 10.50 | 7.00 | 3.50 | 3.50 |
| 21.00 | 12.00 | 9.00 | 6.00 | 3.00 | 3.00 |
| 10.25 | 11.00 | 8.25 | 5.50 | 2.75 | 2.75 |
| 17.50 | 10.00 | 7.50 | 5.00 | 2.50 | 2.50 |

BELZONI

Humphreys County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WELZ

Media Code 4 225 0735 0.00
Humphreys County Broadcasting Co., Box 215, Belzoni, Miss. 39038.

- PERSONNEL
Manager—Herbert Guthrie.
Sales Manager—Reedy McEllan.
Program Director—John Mitchell.
- FACILITIES
1,000 w.; 1460 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
- AGENCY COMMISSION
15% time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24a, 26.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 80b.
Cancellation: 73a.
Affiliated with KBS Radio Network.

Biloxi-Gulfport—W G C M—Continued
 Basic Rates: 20b, 21c, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
 Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60i, 61a, 61b, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Information Network.
 Member: Skyline Network and Southeastern Key Market Network.

TIME RATES
 Rates effective June 1, 1958.
 Rates received May 26, 1958.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	208x	312x	1000x
1 min 5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50.00	30.00	20.00	15.00	12.50

DISCOUNTS

13x-5%	52x-12-1/2%	156x-20%
26x-10%	104x-15%	260x-25%

WLOX
 1948
 BILOXI

Media Code 4 225 0945 5.00
 WLOX Broadcasting Co., Buena Vista Hotel, Biloxi, Miss. 39550. Phone 601-432-5581.

1. PERSONNEL
 General Manager—Ray Butterfield.
 Sales Manager—Charles V. French.
 Program Director—Shelley Blunt.

2. REPRESENTATIVES
 Jack Masia & Co., Inc.
 South—Bushy, Finch and Woods, Inc.

3. FACILITIES
 1,000 w. days; 250 w. nights; 1490 kc. Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
 15% time only; 1st of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 22a, 23a, 24b, 26, 29a.
 Contracts: 40a, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 62b, 62c.
 Cancellation: 71a, 73a.
 Affiliated with KMS Radio Network.
 Bear advertising acceptable.

WROA
 1955
 GULFPORT

Media Code 4 225 1050 3.00
 Radio Station WROA, Box 370, 1410 N. Broad St., Gulfport, Miss. 39501. Phone 601-863-7133.

1. PERSONNEL
 Pres. & Gen'l Sales Mgr.—Charles W. Dowdy.

3. FACILITIES
 1,000 w. days; 1390 kc. Non-directional.
 Operating schedule: 5:00 am-sunset. CST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 24a, 28b, 28c.
 Contracts: 40a, 42b, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60k, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with American Entertainment Network.

WROA-FM
 1955

Media Code 4 225 1051 1.00
 Radio Station WROA-FM, Box 370, 1410 N. Broad Ave., Gulfport, Miss. 39501. Phone 601-863-7133.

1. PERSONNEL
 Pres. & Gen'l Sales Mgr.—Charles W. Dowdy.

3. FACILITIES
 ERP 3,000 w.; 107.1 mc. Stereo.
 Operating schedule: 7 am-midnight.

4. AGENCY COMMISSION
 15/0.

5. GENERAL RATE POLICY
 Affiliated with American FM Network.

TIME RATES
 Rates effective September 1, 1963. (Card No. 5.)
 Card received September 3, 1963.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	208x	312x	1000x
1 min 5.25	5.00	4.75	4.50	4.25	4.00	3.50
30 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50.00	30.00	20.00	15.00	12.50

DISCOUNTS

13 wk-5%	52 wk-15%
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Media Code 4 225 1051 1.00
 Radio Station WROA-FM, Box 370, 1410 N. Broad Ave., Gulfport, Miss. 39501. Phone 601-863-7133.

1. PERSONNEL
 Pres. & Gen'l Sales Mgr.—Charles W. Dowdy.

3. FACILITIES
 ERP 3,000 w.; 107.1 mc. Stereo.
 Operating schedule: 7 am-midnight.

4. AGENCY COMMISSION
 15/0.

5. GENERAL RATE POLICY
 Affiliated with American FM Network.

September 1, 1969

Prod. Services: 80, 81, 82.
 Member: National AdRadio Groups, Inc.

TIME RATES
 Rates effective September 1, 1963. (Card No. 5.)
 Card received September 3, 1963.

6. SPOT ANNOUNCEMENTS
 PER MO. EA:

1 hr	3.50	80 hr	2.50
20 hr	3.25	100 hr	2.25
40 hr	3.00	120+	2.00
60 hr	2.75		

W V M I
 1950
 BILOXI

Media Code 4 225 1155 0.00
 New South Communications, Inc., Trade Winds Hotel, Biloxi, Miss. 39533. Idlewood 2-7001.

1. PERSONNEL
 President—F. E. Holladay.
 Sec'y-Treas.—Joe W. Carson.
 Station Manager—G. E. Egeditch.

2. REPRESENTATIVES
 Savall/Gates, Inc.

3. FACILITIES
 1,000 w. days; 570 kc. Non-directional.
 Operating schedule: 6:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
 Contracts: 40a, 41, 45, 46, 47a.
 Comb.: Cont. Discounts: 60d, 60b, 60i.
 Cancellation: 71a.
 Prod. Services: 80, 82.
 FM Facilities: WBIL (FM).
 Member: Country Music Network and Southeastern Key Market Network.

TIME RATES
 Rates received October 10, 1960.

6. SPOT ANNOUNCEMENTS

1 time	5.50	156 times	4.00
26 times	5.00	260 times	3.75
52 times	4.50		

7. PACKAGE PLANS
 Packages—ROS

Per week:	4.00	20 times	3.25
10 times	3.75	25 times	3.00

BOONEVILLE
 Prentiss County—Map Location G-2
 See SRDS consumer market map and data at beginning of the State.

WBIP
 1950

Media Code 4 225 1260 8.00
 Booneville Broadcasting Co., U. S. Highway 45 South, Booneville, Miss. 39829. Park 8-5301.

1. PERSONNEL
 Owner & Gen'l Mgr.—E. O. Roden.
 Station Manager—L. J. Bonds.

2. REPRESENTATIVES
 Bernard I. Ochs Co.

3. FACILITIES
 250 w.; 1400 kc. Non-directional.
 Operating schedule: 5 am-10:30 pm. CST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL RATE POLICY
 Time contracted for must be used within one year.
 Programs take precedence over announcements.
 Affiliated with American Contemporary Network.
 Affiliated with KMS Radio Network.
 Member: Skyline Network and Southeastern Key Market Network.

TIME RATES
 Rates received November 1, 1951.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min	1 min
1 time—	40.00	25.00	10.00	5.00
13 times—	52.00	28.50	12.50	6.60
26 times—	49.00	27.00	14.50	8.40
52 times—	46.00	25.50	13.75	7.80
104 times—	43.00	24.00	13.00	7.40
208 times—	40.00	22.50	12.25	7.00
312 times—	38.00	21.00	11.50	6.60

BRANDON
 Rankin County—Map Location D-7
 See SRDS consumer market map and data at beginning of the State.

WRKN
 1967

Media Code 4 225 1365 5.00
 Martin Broadcasting Co., Box 145, Hwy. 471, N., Brandon, Miss. 39042. Phone 601-826-5045.

STATION'S PROGRAMMING DESCRIPTION
 WRKN: MUSIC: pop and western music format. Gospel music 3-1/2 hours Sun am. FARM: early morning and noon farm program segment. NEWS: on hour and half hour, wire service, remote broadcast facilities. SPORTS: sports news in brief each hour. Sports in depth early morning and late afternoon. College and professional football. Contact Representative for further details. Rec'd 10/9/68.

1. PERSONNEL
 Owner & Gen'l Mgr.—W. J. Martin, Sr.
 Station Manager—W. J. Martin, Jr.

2. REPRESENTATIVES
 Hal Walton & Company, Inc.

3. FACILITIES
 1,000 w. days; 970 kc. Directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15% time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21c, 22b, 23a, 24a, 26, 29a, 33c.
 Contracts: 40a, 42d, 44b, 45, 46, 47a, 49, 51a, 51b.
 Comb.: Cont. Discounts: 60a, 60i, 61a, 62a.
 Cancellation: 70b, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with KMS.

TIME RATES
 Rates received August 1, 1960.
 Rates received July 11, 1960.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	26x	52x	156x
	2.50	2.00	1.75	1.50	1.25
30 sec	2.00	1.75	1.50	1.25	1.00

September 1, 1969

Operating schedule: 8 am-local sunset. EST.
 Partial simulcast operation. Simulcast 6 pm-local sunset. For non-simulcast facilities see WDMS.

4. AGENCY COMMISSION
 15/0; net on time.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	104x	208x	312x
1 min 5.00	4.80	4.60	4.40	4.20	4.00	3.80
30 sec 3.00	2.80	2.60	2.40	2.20	2.00	1.80

8. PROGRAM TIME RATES

1 hr	1x	15x	26x	52x	104x	208x	312x
	50	42	39	36	33	30	28
1/2 hr	35	33	31	28	26	24	22
1/4 hr	20	19	18	16	14	12	10
5 min	12	11	10	9	7	6	5

BROOKHAVEN (2 AM)
 Lincoln County—Map Location C-9
 See SRDS consumer market map and data at beginning of the State.

WCHJ
 1955

Subscriber to the NAB Radio Code
 Media Code 4 225 1470 3.00
 Rural Broadcast Co., 224 S. First St., Brookhaven, Miss. 39601. Phone 801-833-6221.

1. PERSONNEL
 General Manager—W. M. Jones.
 Commercial Director—Cramer Roberts.
 Program Director—Vera Jones.

2. REPRESENTATIVES
 Broadcast Associates.

3. FACILITIES
 1,000 w. days; 1470 kc. Non-directional.
 Operating schedule: 5:30 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday. CST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4b, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30, 31, 32b, 33d.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 51a.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME
 Rates effective September 1, 1955. (Card No. 1.)
 Rates received September 30, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	40.00	20.00	10.00	5.00	3.50
13 times	36.00	18.00	9.00	4.50	3.18
26 times	32.00	16.00	8.00	4.00	2.80
52 times	28.00	14.00	7.00	3.50	2.40
156 times	24.00	12.00	6.00	3.00	2.10
312 or more times	20.00	10.00	5.00	2.50	1.75

WJMB
 1948

Media Code 4 225 1575 9.00
 Brookhaven Broadcasting Co., 217 West Chickasaw St., Brookhaven, Miss. 39601. Phone 601-833-6911.

1. PERSONNEL
 General Manager—Aubrey H. Felder.
 Traffic Manager—Wilma Abrams.
 Program Director—Karl Austin.

2. REPRESENTATIVES
 Continental Radio Sales.

3. FACILITIES
 1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
 Operating schedule: 5:30 am-10:00 pm weekdays; 8:00 am-10:00 pm Sun. CST.

4. AGENCY COMMISSION
 15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b.
 Basic Rates: 22b, 23a, 24b, 25a, 26, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
 Cancellation: 71b, 73a.
 Affiliated with KMS Radio Network.
 Member: Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME
 Rates effective August 1, 1960.
 Rates received July 11, 1960.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	26x	52x	156x
	2.50	2.00	1.75	1.50	1.25
30 sec	2.00	1.75	1.50	1.25	1.00

CANTON
 Madison County—Map Location D-6
 See SRDS consumer market map and data at beginning of the State.

WMGO
 1953

Media Code 4 225 1680 7.00
 Canton Broadcasting Co., Box 182, Canton, Miss. 39046. Phone 859-2378.

1. PERSONNEL
 General Manager—James Loflin.
 Commercial Manager—Noel Pass.

2. REPRESENTATIVES
 Breen & Ward.

3. FACILITIES
 1,000 w. days; 1370 kc. Non-directional.
 Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 31, 32a, 33b.
 Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 49, 49, 50, 51c.
 Comb.: Cont. Discounts: 60b, 60e, 60i, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Affiliated with KMS Radio Network.

TIME RATES
 Rates received February 27, 1963.
 Rev. rates for announcements received April 21, 1965.

6. SPOT ANNOUNCEMENTS

1 hr	4.00	52 hr	3.25
13 hr	3.75	156 hr	3.00
26 hr	3.50	260 hr	2.75

8. PROGRAM TIME RATES hr 1/2 hr 1/4 hr 5 min

1 hr	40.00	20.00	10.00	5.00
13 hr	34.00	18.00	9.00	4.75
26 hr	30.00	16.00	8.00	4.50
52 hr	26.00	14.00	7.00	4.00
156 hr	22.00	12.00	6.00	3.50
260 hr	19.00	10.00	5.00	3.00

September 1, 1969

Operating schedule: 8 am-local sunset. EST.
 Partial simulcast operation. Simulcast 6 pm-local sunset. For non-simulcast facilities see WDMS.

4. AGENCY COMMISSION
 15/0; net on time.

MISSISSIPPI

TIME RATES
 Rates effective June 1, 1960. (Card No. 2.)
 Card received May 3, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	30.00	15.00	7.50	5.00
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7. PACKAGE PLANS
 ANNOUNCEMENT PACKAGE PLANS

Per week:	Each	4.50	20 times	3.00
10 times	4.00	30 times	2.50	
15 times	3.50			
20 or 30 second spots—75% of applicable 1-minute rate.				
8 or 10 second ID's—50% of applicable 1-minute rate.				

CARTHAGE
 Leake County—Map Location E-6
 See SRDS consumer market map and data at beginning of the State.

WCEP
 1966

Subscriber to the NAB Radio Code
 Media Code 4 225 1725 0.00
 Meredith Colon Johnston, Drawer L, 106 E. Franklin St., Carthage, Miss. 39051. Phone 601-287-7949.

STATION'S PROGRAMMING DESCRIPTION
 WCEP: Programmed for general interest. NEWS: every hour and half hour in 5 min durations. Emphasis on local news, farm news and weather reports. Broadcast sports activities. Blocked programmed with country western, gospel, middle-of-the-road, rock and roll music at times of day for a maximum audience. Rec'd 4/28/69.

1. PERSONNEL
 Manager—Colon Johnston.
 Bookkeeper—Elsie Johnston.

3. FACILITIES
 500 w.; 1480 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
 15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21b, 21c, 22a, 23b, 24a, 25a, 26, 28b, 28c, 29a, 30, 31.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60e, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71b, 73, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with KMS.

TIME RATES
 Rates effective 5/8/69.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 hr	29 hr	60 hr	100+
1 min	2.30	2.10	1.90	1.70

CENTREVILLE
 Amite County—Map Location C-9
 Wilkinson County—Map Location B-10
 See SRDS consumer market map and data at beginning of the State.

WLBS
 1951

Media Code 4 225 1785 4.00
 Ja-Miss Broadcasting Co., Box 9728, Hwy. 24, Centreville, Miss. 39631. Phone 648-2681.

1. PERSONNEL
 Pres. & Gen'l Mgr.—E. Al Robinson.

3. FACILITIES
 250 w. days; 1580 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a, 30.
 Contracts: 40a, 44a, 44b, 45, 46, 51a, 51b,

MISSISSIPPI

Clarksdale—W K D L—Continued

Weekly including interviews, interviews, county agent

MISSISSIPPI

Greenwood—W S W G (FM)—Continued

TIME RATES
Rates effective January 1, 1965. (Card No. 1.)
Card received July 19, 1965.

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
PER WK: 1 min 30 sec 1 min 30 sec
7 ti 5.00 3.00 28 ti 4.00 2.40
14 ti 4.50 2.70

MONTHLY SPOT PACKAGES
60 ti 3.50 2.25 120 ti 3.25 2.00

CLASS B PACKAGE SPECIALS
(11:00 pm-6:00 am)
15 ti 1.50 1.00 80 ti 1.25 .90

WEEKEND SPOT PACKAGES
(Fri, Sat and Sun)
15 ti 4.00 2.40

All announcements ROS, although 25% of any package will be scheduled in Traffic Times when available.

10. SPECIAL FEATURES
NEWS RATES
5 min 1/4 hr 5 min 1/4 hr
1-52 ti 5.00 15.00 105-150 ti 4.00 12.00
53-104 ti 4.50 13.50

TIME-WEATHER-ID ANNOUNCEMENTS
Open rate (1 or more), ea. 1.50
Time-Weather-ID announcements may not be combined with 1-minute or 30-second spots to earn frequency discounts.

GRENADA

Grenada County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WNAG

1949



Media Code 4 225 3885 0.00
Grenada Broadcasting Co., Inc., Box 920, Grenada, Miss. 39001. Phone 226-1400.

STATION'S PROGRAMMING DESCRIPTION
WNAG: Programmed for general interest.
NEWS: local news 8 am, noon, 5 pm & 10 pm. National and state on other hours. Headlines and sports on half hour. **MUSIC:** 80% middle-of-the-road, 10% country and western, 10% current hits. **FARM:** news, agricultural hints and weather. **SPORTS:** high school sports, little league baseball and college football and basketball broadcast live. Contact Representative for further details. Rec'd 8/21/67.

1. PERSONNEL
General Manager—Bob Evans, Sr. (Tupelo, Miss.)
Station & Com'l Mgr.—Bob Evans, Jr.

2. REPRESENTATIVES
M. A. Sales Company, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2d, 3d, 5b.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Member: Mid-South Network and Southeastern Key Market Network.

TIME RATES
Rates effective April 1, 1965.
Rates received December 22, 1965.

6. SPOT ANNOUNCEMENTS
26 ti 5.2 ti 150 ti 300 ti
1-minute or less 4.50 4.00 3.50 3.00

GULFPORT

Harrison County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

See Biloxi-Gulfport

HATTIESBURG (4 AM)

Forrest County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WBKH

1954



Media Code 4 225 3990 8.00
Deep South Radio, Inc., Box 1508, 305 Bay St., Hattiesburg, Miss. 39402. Phone 601-582-8224.

1. PERSONNEL
General Manager—Kenneth L. Bailey.
Chief Engineer—Dean Evans.
Traffic Manager—Mrs. Luciene Fairchild.

2. REPRESENTATIVES
The Dervy Organization, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am to local sunset. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 8b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 25a, 26, 28b.
Contracts: 40a, 42a, 45, 47a.
Comb. Cont. Discounts: 60a, 60l, 61c, 62b, 62c.
Cancellation: 70a, 70b, 71a, 73a.

TIME RATES
Rates effective September 1, 1962.
Rates received January 28, 1963.

2. REPRESENTATIVES
Gene Bolles Company.
Atlanta, Dallas, Memphis—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 4:30 am-midnight.

7. PACKAGE PLANS
WEEKLY ANNOUNCEMENT PACKAGES
(1 minute or less)
Per week: 1 time 6.00 15 times 4.50
5 times 5.50 20 or more times 4.00
10 times 5.00
30 sec: 75% of 1-min.
No further discounts.

8. PROGRAM TIME RATES
1/2 hour 30.00 10 minutes 15.00
1/4 hour 20.00 5 minutes 10.00

WFOR

1924

Media Code 4 225 4095 5.00
J. V. Furr, 2414 W. 7th St., Hattiesburg, Miss. 39401 Phone 601-582-8517.

1. PERSONNEL
General Manager—E. E. "Doc" Chasten.
Program Director—Earl Hart.

2. REPRESENTATIVES
Holmes Company, Incorporated.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 24a, 25a, 26, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 42b, 42d, 44a, 44b, 46, 47a, 51a.
Comb. Cont. Discounts: 60a, 60b, 60f, 61a, 61b, 62c.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with NBC Radio Network.

WFOR

1924

TIME RATES
No. 8 ET 11/1/66—Rec'd 10/3/66.

6. SPOT ANNOUNCEMENTS
PER WK: 1 min 30 sec 1 min 30 sec
1 ti 5.00 4.00 11 ti 4.00 3.20
6 ti 5.50 3.60 18+ ti 3.50 2.80
10 sec: 50% of 1 min.

WHSY

1948



Subscriber to the NAB Radio Code
Media Code 4 225 4200 1.00
Hub City Broadcasting Co., Inc., Box 1008, Highway 11, N., Hattiesburg, Miss. 39402. Phone 601-583-1741.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles W. Holt.
Vice-President—Stanley Lightsey, Jr.
Sales Manager—Bob French.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40c, 45, 40, 47a, 48.
Comb. Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Contemporary Network.
Affiliated with KBS Radio Network.
Rates do not include talent or production fees.

WHSY

1964

TIME RATES
Rates effective January 1, 1964.
Rates received January 6, 1964.

6. SPOT ANNOUNCEMENTS
1 ti 4.50 15b ti 3.60
26 ti 4.25 280 ti 3.50
52 ti 3.75 312 ti 3.25

8. PROGRAM TIME RATES
1 ti 30.00 1/2 hr 18.00 5 min 10.00
26 ti 27.50 18.50 8.50
52 ti 26.00 15.75 7.75
280 ti 24.00 13.75 6.75
312 ti 23.50 12.50 6.00

WXXX

1957

Media Code 4 225 4305 8.00
Echo Broadcasting Corp., Box 471, 103 Broadway Dr., Hattiesburg, Miss. 39401. Phone 601-583-2812.

STATION'S PROGRAMMING DESCRIPTION
WXXX: Programmed for young adults and adults. **MUSIC:** currently popular music, albums, hits from past 10 years. **NEWS:** at :20 after and :20 before hour. 2 mobile news units in use. **SPORTS:** at :28-30. Weather at :10 after and :10 before hour. Community spotlight at :15. Farm show 6-8:30 am. Editorials. All segments handled by air personalities. Personalities available for appearances. Mobile remote studio. Emphasis on community involvement. Contact Representative for further details. Rec'd 6/21/68.

1. PERSONNEL
General Manager—Buddy Van Cleave.
Program Director—Wayne Chapman.

2. REPRESENTATIVES
Gill-Perna, Inc.
Atlanta, South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40, 41, 42b, 45, 47a, 48, 49, 51b.
Comb. Cont. Discounts: 60a, 60l, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

WXXX

1964

TIME RATES
ET—Rec'd 9/10/64.

WFFF

1961



Media Code 4 225 4100 1.00

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti 6.00 104 ti 5.00
13 ti 5.75 156 ti 4.75
26 ti 5.50 280 ti 4.25
52 ti 5.25 312 ti 4.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 60.00 36.00 24.00 20.00 18.00
13 ti 55.00 33.00 22.00 18.30 14.50
26 ti 50.00 30.00 20.00 16.80 13.60
52 ti 45.00 27.00 18.00 15.00 12.00
104 ti 40.00 24.00 16.00 13.30 10.65
156 ti 35.00 21.00 14.00 11.60 9.15
260 ti 28.00 17.00 11.00 9.00 7.00
312 ti 25.00 15.00 10.00 8.30 6.65

HAZLEHURST

Copiah County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WMDC

1953

Subscriber to the NAB Radio Code
Media Code 4 225 4410 6.00
Northwestern Broadcasting Co. of Mississippi, Highway 51, North, Hazlehurst, Miss. 39083.

1. PERSONNEL
Station Manager—A. M. Smith.
Sales Manager—Mal Jones.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL RATE POLICY
Affiliated with KBS Radio Network.

TIME RATES
Rates received May 8, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 min. or less
1 hr 1/2 hr 1/4 hr 5 min
1 time 60.00 36.00 24.00 10.00 8.00
13 times 57.00 34.20 22.80 9.80 4.75
26 times 54.00 32.40 21.60 9.00 4.50
52 times 51.00 30.60 20.40 8.50 4.25
150 times 48.00 28.80 19.20 8.00 4.00
300 times 45.00 27.00 18.00 7.50 3.75

HOLLY SPRINGS

Marshall County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WKRA

1966



Subscriber to the NAB Radio Code
Media Code 4 225 4515 2.00
Sue A. Wallace, Box 398, Van Dorn Ave., Holly Springs, Miss. 38835. Phone 601-252-1110.

1. PERSONNEL
Pres. & Gen'l Mgr.—Sue A. Wallace.
Sta. & Sales Mgr.—Joe J. Cassatta.

2. REPRESENTATIVES
George T. Hopewell, Inc.
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with KBS.

WKRA

1966

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 2/15/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR 30 SECONDS
1 x 2.00 104 x 1.65
26 x 1.85 280 x 1.60
52 x 1.75 312 x 1.50

7. PACKAGE PLANS
1 min or 30 sec, flat, per mo. 1.50

8. PROGRAM TIME RATES
1 hr 50 30 28 26 24 22 20
1/2 hr 25 15 14 13 12 11 10
1/4 hr 10 10 10 10 10 10 10
5 min 5 5 5 5 5 5 5

HOUSTON

Chickasaw County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCPC

1955



Media Code 4 225 4620 0.00
WCPC Broadcasting Co., Box 569, Houston, Miss. 39851. Phone 456-3071.

1. PERSONNEL
Gen'l. Sta. & Comm'l Mgr.—Robin H. Mathis.

2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
50,000 w. days; 940 kc. Directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb. Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with KBS and NAB Radio Networks.

WCPC

1964

TIME RATES
Rates effective September 15, 1964.
Rates received October 1, 1964.

CORINTH (2 AM; 1 FM)

Alcorn County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WCAA

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti 10.00 260 ti 7.00
13 ti 9.50 312 ti 6.50
26 ti 9.00 520 ti 6.00
52 ti 8.50 780 ti 5.50
104 ti 8.00 1000 ti 5.00
156 ti 7.50
30-second—80% of 1-minute rate.
10-second—50% of 1-minute rate.

7. PACKAGE PLANS
Special Discount on Spot Saturation.

8. PROGRAM TIME RATES
1 x 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 7.50 45 30 24 15
DISCOUNTS
13x—8% 52x—24% 156x—40%
26x—16% 104x—32% 260x—48%

INDIANOLA

Sunflower County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WNLA

1953



A Fritts Station
Subscriber to the NAB Radio Code
Media Code 4 225 4725 7.00
Fritts Broadcasting, Inc., Box 667, Hwy. 82E & 49W, Indianola, Miss. 38751. Phone 601-887-1380.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward O. Fritts.

2. REPRESENTATIVES
John A. Potter Company.
South—C. K. Beaver & Associates.

3. FACILITIES
500 w. days; 1380 kc. Non-directional.
Operating schedule: 0 am-local sunset. CST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21b, 23a, 25a, 26, 28a, 28c, 29b, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
Comb. Cont. Discounts: 60l, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
ET 5/30/66—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS
1 min 5.00 26x 52x 104x 156x 312x
20/30 sec 3.50 3.10 2.90 2.65 2.45 2.25
DISCOUNTS
26 cons wk—5%
52 cons wk—10%

7. PACKAGE PLANS
PER WK, ROS:
1 min 5.00 10 ti 20 ti 30 ti 50 ti 70 ti
20/30 sec 3.50 3.10 2.45 2.15 1.75 1.50

8. PROGRAM TIME RATES
1 HR: 1x 26x 52x 104x 260x 312x
1 x 60 54 51 48 44 40
1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.

10. SPECIAL FEATURES
Agricultural newscasts, UPI news headlines at :30 & Action sports at :15—1-1/2 times applicable minute rate.
Society news adjacencies—1-1/2 times applicable rate earned.

IUKA

Tishomingo County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WVOM

1960

Subscriber to the NAB Radio Code
Media Code 4 225 4850 5.00
E. C. Holtsford, 125-1/2 Front St., Iuka, Miss. 38852. Phone 601-423-2251.

1. PERSONNEL
Owner-Manager—E. C. Holtsford.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24a, 28b.
Contracts: 40a, 46.
Comb. Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Affiliated with NAS Radio Network.

TIME RATES
Rates effective September 1, 1960. (Card No. 1.)
Card received September 26, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 1/2 1/4 10 5 1 30
1 time 45.00 27.00 18.00 11.50 7.75 3.50 3.00
13 times 40.00 25.00 16.75 10.75 7.50 3.25 2.50
26 times 36.00 24.00 15.75 10.25 6.25 3.00 2.00
52 times 33.00 21.00 13.50 9.00 6.00 2.75 1.75
156 times 30.00 19.50 11.25 7.75 5.00 2.25 1.60
280 times 28.00 17.00 8.00 5.75 4.75 1.50 1.40
312 times 25.00 15.00 7.50 5.00 4.50 1.25 1.18

JACKSON (7 AM; 4 FM)

Hinds County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WJDx

1929



Subscriber to the NAB Radio Code
Media Code 4 225 4935 2.00
Lamar Life Insurance Co., 715 S. Jefferson St., Jackson, Miss. 39205. Phone 601-948-3333. TWX 810-966-2016.

TIME RATES
Rates effective September 15, 1964.
Rates received October 1, 1964.

Jackson—W J D X—Continued

1. PERSONNEL
General Manager—Bob McRaney, Jr.
Station Manager—Monroe Looney.
General Sales Manager—Homer Mann.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 620 kc.
Directional—night only.
Operating schedule: 5 am-midnight, CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 25a, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

Blanket contracts accepted for the purpose of establishing general contractual year and the calculating of frequency earned. Not accepted for the purpose of rate protection.

TIME RATES
No. 12 Eff 1/1/64—Rec'd 11/12/63.
AA—Mon thru Fri 5:30-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	5x	10 sec	1 min	20/30	10 sec	1 min	20/30	10 sec
1 x	15.00	11.25	7.50	12.00	9.00	6.00	15.00	11.25	7.50
52 x	14.00	10.50	7.00	11.00	8.25	5.50	14.00	10.50	7.00
104 x	13.00	9.75	6.50	10.00	7.50	5.00	13.00	9.75	6.50
156 x	12.00	9.00	6.00	9.50	7.25	4.75	12.00	9.00	6.00
210 x	11.00	8.25	5.50	9.00	6.75	4.50	11.00	8.25	5.50
312 x	10.00	7.50	5.00	8.00	6.00	4.00	10.00	7.50	5.00
520 x	9.00	6.75	4.50	7.00	5.25	3.50	9.00	6.75	4.50
1000 x	8.00	6.00	4.00	6.00	4.50	3.00	8.00	6.00	4.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
Rate	260x	312x	520x	780x	1000x

8. PROGRAM TIME RATES

1x	5x	10 sec	1 min	20/30	10 sec	1 min	20/30	10 sec
13x-15%	52x-25%	156x-25%	260x-35%					
26x-20%	156x-30%							

W J D X-FM
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 4936 0.00
Lamar Life Insurance Co., 715 S. Jefferson St.,
Jackson, Miss. 39205. Phone 601-948-3333. TWX
810-996-2616.

1. PERSONNEL
General Manager—Bob McRaney, Jr.
Station Manager—Monroe Looney.
General Sales Manager—Homer Mann.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 102.9 mc.
Non-Directional.
Operating schedule: 6:00 am-midnight, CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WJDX listing for coded regulations.

TIME RATES
Rates effective December 1, 1960. (Card No. 1.)
Rates received January 31, 1961.

6. SPOT ANNOUNCEMENTS

Per week:	1 min.	30 sec	1 min.	30 sec.
1 time	3.50	2.65	28 times	1.55
5 times	2.65	2.00	35 times	1.35
10 times	2.20	1.65	50 or more	1.00
20 times	1.75	1.30	times	1.10

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	40.00	20.00	10.00	8.00
13 times	37.75	19.00	9.50	7.50
26 times	35.50	18.00	9.00	7.00
52 times	33.25	17.00	8.50	6.50
104 times	31.00	16.00	8.00	6.00
156 times	28.75	15.00	7.50	5.50
260 or more times	26.50	14.00	7.00	5.00

WJQS
1947

NAB

Media Code 4 225 5040 0.00
Radio Station WJQS, Box 22604, Jackson, Miss.
39205. Phone 601-948-2401.

1. PERSONNEL
General Manager—G. Leo Hodges.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-Directional.
Operating schedule: 5:00-1:00 am. CST.

4. AGENCY COMMISSION
15% on net station charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46, 48.

Comb.: Cont. Discounts: 60h, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES
Eff 5/1/67—Rec'd 7/7/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x
1 min.	6.00	5.50	5.00	4.50	4.00
30 sec.	3.60	3.30	3.00	2.70	2.40

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	3.60	3.30	3.00	2.70	2.40

8. PROGRAM TIME RATES

1x	5x	10 sec	1 min	20/30	10 sec	1 min	20/30	10 sec
13x-15%	52x-25%	156x-25%	260x-35%					
26x-20%	156x-30%							

WJXN
1945

Mort Bassell & Co., Inc.

Media Code 4 225 5145 7.00
Jackson Broadcasting Co., Box 786 Radio Ranch,
corner Moody and Foley Sts., Jackson, Miss. 39205.
Phone 601-352-6673.

STATION'S PROGRAMMING DESCRIPTION
WJXN: Programmed for adults. Open telephone lines to air personalities during hours station is on air. 5-9 am news, traffic conditions and music for commuter. 9 am-noon programmed to housewife with telephone participation. Noon-2 pm music. 2-4 pm programmed to housewife with telephone participation. 4-6 pm programmed to commuter. 6 pm-1 am musical pace gradually slows. Country and western music. Contact Representative for further details.

1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—James H. Luper.
Vice-President—Mrs. Elva I. Upton.
Sec'y & Treas.—Roger E. Ownby.

2. REPRESENTATIVES
New York—Mort Bassell & Co., Inc.
Atlanta—Dove-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:00-1:00 am. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 30, 31, 33a.
Contracts: 40a, 44a, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 2/1/69—Rec'd 12/23/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	15	13	12	11	10
A	13	11	10	9	8

20/30 sec: 80% of 1-min, 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	11.00	9.00	8.50	8.00	7.00
20/30 sec:	80% of 1-min.	10 sec:	50% of 1-min.		

WOKJ
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 5250 5.00
Jomac Jackson Corporation, Box 3228, Jackson, Miss.
39207. Phone 601-948-1515.

1. PERSONNEL
President—John M. McLendon.
General Manager—Charles Fletcher.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1550 kc.
Directional.
Operating schedule: 5 am-midnight, CST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 25a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e.
Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.

One Station Covers All of Mississippi's Metro Negro Population!

WOKJ
50,000
WATTS/1550 KC
JACKSON, MISS.

TIME RATES
No. 10 Eff 6/1/68—Rec'd 9/30/68.
AA—Mon thru Sat 5 am-7 pm.
A—Mon thru Sat 7 pm-1 am; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	23.00	18.40	13.80	14.00	11.20	8.40
26 x	22.00	17.60	13.20	13.50	10.80	8.10
52 x	21.00	16.80	12.60	13.00	10.40	7.80
104 x	20.00	16.00	12.00	12.50	10.00	7.50
156 x	19.00	15.20	11.40	12.00	9.60	7.20
260 x	18.00	14.40	10.80	11.50	9.20	6.80
312 x	17.00	13.60	10.20	11.00	8.80	6.60
520 x	16.00	12.80	9.60	10.50	8.40	6.30
780 x	15.00	12.00	9.00	10.00	8.00	6.00
1000 x	14.00	11.20	8.40	9.50	7.60	5.70

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
Rate	260x	312x	520x	780x	1000x

8. PROGRAM TIME RATES

1x	5x	10 sec	1 min	20/30	10 sec	1 min	20/30	10 sec
13x-15%	52x-25%	156x-25%	260x-35%					
26x-20%	156x-30%							

WRBC
1947

Media Code 4 225 5355 2.00
Rebel Broadcasting Co., Box 9801, Jackson, Miss.
39206. Phone 601-392-9669.

1. PERSONNEL
President—V. B. McCarty, Jr.
Chairman of the Board—T. E. Wright.
General Manager—Robert B. Hall, Jr.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Southern—Harry Harkins, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc.
Non-directional.
Operating schedule: 21 hours daily Mon thru Sat;
20 hours Sun. CST.

4. AGENCY COMMISSION
15% on net station charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60b, 60k, 62b.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Rates effective June 1, 1965.
Rates received April 22, 1965.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	10 sec
6 ti	12.00	9.60	6.00
12 ti	10.00	8.00	5.00
18 ti	9.00	7.20	4.50
24 ti	8.00	6.40	4.00

ALL OTHER TIMES

6 ti	12 ti	18 ti	24 ti
10.00	8.00	6.00	4.00
8.00	6.40	4.80	3.20
7.00	5.60	4.20	2.80
6.00	4.80	3.60	2.40

DISCOUNTS

26 consec wk.	52 consec wk.
4%	8%

7. PACKAGE PLANS

FAMILY PLAN
6 spots from 6:00-9:00 am Mon thru Sat.
6 spots from 4:00-7:00 pm Mon thru Sat.
4 spots from 7:00-10:00 pm Mon thru Sat.
4 spots from 9:00 am-4:00 pm Sat.
4 spots from noon-6:00 pm Sun.
24 minutes, per week (6.00) 144.00

PERSONALITY PLAN
(7 days per week)
1 spot from 6:00-9:00 am.
1 spot from 9:00 am-noon.
1 spot from noon-3:00 pm.
1 spot from 3:00-6:00 pm.
1 spot from 6:00-9:00 pm.
1 spot from 9:00 pm-midnight.
42 minutes, per week (5.00) 210.00
Family Plan and Personality Plan not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)

PER WK:	5 min	18 ti	5 min
5 ti	15.00	12.00	12.00
12 ti	15.00	12.00	12.00

(All other times)

6 ti	18 ti
10.50	10.50
12 ti	9.00

WLSI
1938

NAB

Media Code 4 225 5460 0.00
Capitol Broadcasting Co., Box 8187, Battlefield Station,
Jackson, Miss. 39204. Phone 601-372-6311.

1. PERSONNEL
Station Manager—Richard H. Voorhis.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
5,000 w. days. Directional—night only.
Operating schedule: 5:10 am-midnight, CST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12b, 13b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 48.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
No. 14 Eff 6/15/69—Rec'd 6/6/69.
AAA—Mon thru Sat 5:30-9:30 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 9:30 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	520x
1 min.	25.00	24.00	23.00	22.00	21.00	20.00
30 sec.	20.00	19.20	18.40	17.60	16.80	16.00
10 sec.	17.50	16.80	16.10	15.40	14.70	14.00
10 sec.	12.50	12.00	11.50	11.00	10.50	10.00

Number of spots in AAA must be equalled in other time periods; otherwise rate is 25.00 flat.

CLASS AA

1 min.	30 sec.	10 sec.
18.00	17.00	16.00
14.40	13.60	12.80
12.50	11.80	11.00
9.00	8.50	8.00

CLASS A

1 min.	30 sec.	20 sec.	10 sec.
15.00	14.00	13.00	12.00
12.00	11.20	10.40	9.60
10.50	9.80	9.10	8.40
7.50	7.00	6.50	6.00

CLASS B

1 min.	30 sec.	20 sec.	10 sec.
10.00	9.50	9.00	8.50
8.00	7.60	7.20	6.80
7.00	6.65	6.30	5.95
5.00	4.75	4.50	4.25

7. PACKAGE PLANS

PER WK, EA:	CLASS AAA	CLASS AA	CLASS A	CLASS B
6 ti	12 ti	18 ti	24 ti	
1 min.	24.00	20.00	16.00	12.00
30 sec.	19.20	15.40	12.00	9.00
20 sec.	16.80	14.00	10.50	7.50
10 sec.	12.00	11.50	11.00	10.50

Number of spots in AAA must be equalled in other time periods; otherwise rate is 25.00 flat.

WLSI-FM
1966

Media Code 4 225 5461 8.00
Capitol Broadcasting Co., Box 8187, Battlefield Sta.,
Jackson, Miss. 39204. Phone 601-372-6311.

1. PERSONNEL
Station Manager—Richard H. Voorhis.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
50,00

MISSISSIPPI

Jackson—Continued

W WHO (FM)

1964

Media Code 4 225 5565 6.00
Dr. Marvin H. Osborne, Box 22525, Jackson, Miss.
39205, Phone 601-373-1000.

1. **PERSONNEL**
Owner—Dr. Marvin H. Osborne.
General Manager—Mrs. Marvin H. Osborne.
Program Director—Marvin Osborne, Jr.

2. **REPRESENTATIVES**
Herbert E. Groskin & Co.

3. **FACILITIES**
ERP 100,000 w.; 94.7 mc. Stereo.
Operating schedule: 5:45 am-10:00 pm. CST.
Antenna ht.: 385 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only; 10 days.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 4e, 5, 6a.
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21c, 22b, 23a, 24b, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a, 34a, 35a, 36a, 37a, 38a, 39a, 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 63a, 64a, 65a, 66a, 67a, 68a, 69a, 70a, 71a, 72a, 73a, 74a, 75a, 76a, 77a, 78a, 79a, 80a, 81a, 82a, 83a, 84a, 85a, 86a, 87a, 88a, 89a, 90a, 91a, 92a, 93a, 94a, 95a, 96a, 97a, 98a, 99a, 100a.

TIME RATES

Rates effective May 28, 1965.

SPOT ANNOUNCEMENTS	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 ti	8.00	156 ti			6.00
13 ti	7.50	280 ti			5.50
26 ti	7.00	312 ti			5.00
52 ti	6.50	624 ti			3.00

WWUN

1965

Media Code 4 225 5670 4.00
WWUN Inc., Box E, Delta Station, Jackson, Miss.
39213, Phone 601-382-8854.

1. **PERSONNEL**
President—Lamar Simmons.
General Manager—Tim Leblanc.

2. **REPRESENTATIVES**
Jack Masla & Co., Inc.

3. **FACILITIES**
5,000 w. days; 1,000 w. nights; 1500 kc.
Directional—nights only.
Operating schedule: 21 hours daily. CST.

4. **AGENCY COMMISSION**
15% on net time only; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 46, 47a, 48a.
Comb.; Cont. Discounts: 60f.
Cancellation: 71a, 73a.

TIME RATES

Rates effective April 1, 1965.
Rates received April 5, 1965.

CLASS	Time	Rate
Class AA	6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.	
Class A	9:00 am-4:00 pm Mon thru Sat.	
Class B	7:00 pm-midnight Mon thru Sat; all day Sun.	
Class C	After midnight.	

6. **SPOT ANNOUNCEMENTS**

PER WK:	ea	tot
Fixed position	25	18 ti
Less than 6 ti	22	24 ti
6 ti	18	108 ti
12 ti	16	192 ti

7. **PACKAGE PLANS**

PLAN	ea	tot
18 ti		9.00
12 ti, 6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.		12.00
6 ti, Sat. and Sun, time period to be chosen by advertiser.		10.00

8. **PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 ti	60	42	28

9. **SPECIAL FEATURES**

Class	Class	Class
AA	A	B
36	30	24
33	29	22
30	26	17
25	21	14
19	15	12

10. **SMART BUY PLAN**

PLAN	ea	tot
18 ti		9.00
12 ti, 6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.		12.00
6 ti, Sat. and Sun, time period to be chosen by advertiser.		10.00

11. **HAPPY WEEK-END PLAN**

PLAN	ea	tot
30 ti		6.50
20 ti, 6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.		10.00
10 ti, Sat and Sun, time periods at advertisers choice or 9:00 am-4:00 pm Mon thru Sat.		10.00

12. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

13. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

14. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

15. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

16. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

17. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

18. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

19. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

20. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

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22. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

23. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

24. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

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31. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

32. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

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35. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

36. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

37. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

38. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

39. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

40. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

KOSCIUSKO (1 AM; 1 FM)

Attala County—Map Location E-5
See SIDS consumer market map and data at beginning of the State.

W KOZ

1947

Media Code 4 225 5775 1.00
H. Mims Boswell, Jr., Box A, Golf Course Rd.,
Kosciusko, Miss. 39090, Phone 601-289-1340.

1. **PERSONNEL**
Owner-General Manager—Mims Boswell, Jr.
Assistant Manager—Mims Boswell, Sr.
Program Director—Deleena Leach.

2. **FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.

3. **AGENCY COMMISSION**
15/0; 10th of following month.

4. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 14h, 14i.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47e, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60l, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective January 1, 1960.
Rates received January 27, 1960.

SPOT ANNOUNCEMENTS/PROGRAM RATES	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	45.00	30.00	15.00	12.50	4.99
13 times	42.50	28.50	15.50	12.25	6.50
26 times	40.00	27.00	15.50	12.00	6.25
52 times	38.50	26.50	15.40	11.75	6.00
104 times	34.50	25.50	15.20	11.50	5.75
156 times				11.25	5.50
208 times	34.00	25.00	15.10		5.50
260 times				10.75	5.00
312 times	26.00	24.50	15.00	10.00	4.50

W KOZ-FM

1965

Media Code 4 225 5776 9.00
H. Mims Boswell, Jr., Box A, Golf Course Rd.,
Kosciusko, Miss. 39090, Phone 601-289-1340.

1. **PERSONNEL**
General Manager—H. Mims Boswell, Jr.
Sales Manager—Mims Boswell, Sr.
Program Director—Deleena Leach.

2. **FACILITIES**
ERP 28,500 w.; 105.1 mc.
Operating schedule: 6:45 am-10 pm daily. CST.
Antenna ht.: 165 ft. above average terrain.

3. **AGENCY COMMISSION**
15%; no cash discount.

4. **GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 14h, 14i.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47e, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60l, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

Rates effective
Rates received October 11, 1965.

SPOT ANNOUNCEMENTS	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 ti	4.99	156 ti			5.50
13 ti	4.50	208 ti			5.00
26 ti	4.25	260 ti			5.00
52 ti	4.00	312 ti			4.50
104 ti				5.75	

5. **PACKAGE PLANS**

PLAN	ea	tot
18 ti		9.00
12 ti, 6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.		12.00
6 ti, Sat. and Sun, time period to be chosen by advertiser.		10.00

6. **PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 ti	60	42	28

7. **SPECIAL FEATURES**

Class	Class	Class
AA	A	B
36	30	24
33	29	22
30	26	17
25	21	14
19	15	12

8. **SMART BUY PLAN**

PLAN	ea	tot
18 ti		9.00
12 ti, 6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.		12.00
6 ti, Sat. and Sun, time period to be chosen by advertiser.		10.00

9. **HAPPY WEEK-END PLAN**

PLAN	ea	tot
30 ti		6.50
20 ti, 6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.		10.00
10 ti, Sat and Sun, time periods at advertisers choice or 9:00 am-4:00 pm Mon thru Sat.		10.00

10. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

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34. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

35. **12 or more announcements scheduled on Sat and Sun earn the Class B rate.**

TIME RATES

Rates effective
Rates received June 2, 1967.

SPOT ANNOUNCEMENTS/PROGRAM RATES	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	40.00	24.00	16.00	8.00	4.00
13 times	38.00	22.80	15.20	7.60	3.80
26 times	36.00	21.60	14.40	7.20	3.60
52 times	34.00	20.40	13.60	6.80	3.40
100 times	32.00	19.20	12.80	6.40	3.20
150 times	30.00	18.00	12.00	6.00	3.00
300 or more					
times	28.00	16.80	11.20	5.60	2.80

Louisville—WLSM—Continued

- 2. REPRESENTATIVES**
Savall/Gates, Inc.
- 3. FACILITIES**
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 4 am-local sunset, CST.
Partial simulcast operation. Simulcast 4-7 am. For non-simulcast facilities see WLSM-FM.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 5, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 47a.
Cancellation: 71a.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective March 1, 1953. (Card No. 1.)
Rates received March 7, 1953.

6. SPOT ANNOUNCEMENTS
1 minute 3.50 3.25 3.00 2.75 2.50 2.25

7. PACKAGE PLANS
WEEKLY SATURATION RATES
(Run-of-schedule)
10 times per week 34.00 20 times per week 64.00
15 times per week 48.00 25 times per week 75.00

WLSM-FM

1967
Media Code 4 225 6450 0.00
Louisville Broadcasting Corp., Box 111, Louisville, Miss. 39339. Phone 601-773-3481.

- 1. PERSONNEL**
President—F. E. Holladay.
Sec'y/Treas.—Joe Carson.
Station Manager—Fred Vice.
- 2. REPRESENTATIVES**
Savall/Gates, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 4 am-midnight.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-midnight. For simulcast facilities see WLSM.
- 4. AGENCY COMMISSION**
15% time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 27, 28b, 29a, 29b, 30, 32b.
Contracts: 40a, 44a, 45, 47c, 48, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Commercial time limit 8 minutes per hour.
Affiliated with American Contemporary Network.

TIME RATES
ET 1/1/68—Rec'd 2/12/68.

6. SPOT ANNOUNCEMENTS
1 x per yr. ea. 2.75 500 + per yr. ea. 2.25
30 sec: 80% of 1-min.

7. PACKAGE PLANS
PER WK: 10 10 25 +
30 sec: 80% of 1-min. 2.75 2.50 2.25

8. PROGRAM TIME RATES
(13 week minimum)
PER DAY, MON THRU FRI:
1/2 hr. per mo. 240 1/4 hr. per mo. 135

LUCEDALE

George County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

WRBE

1960
Media Code 4 225 6510 1.00
Allen Broadcasting Co., Inc., Box 827, 1/2 mile N. on Hwy. 98, Lucedale, Miss. 39452. Phone 601-947-3228.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Allen Embury.
- 2. REPRESENTATIVES**
Atlanta—Robert C. Whitehead Associates.
- 3. FACILITIES**
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 5 am-local sunset, CST.
- 4. AGENCY COMMISSION**
15% on station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4b, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a.
Contracts: 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 71a.
Member: Country Music Network.
Affiliated with KBS.

TIME RATES
Rates effective July 15, 1948. (Card No. 2.)
Rates received November 18, 1963.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 1/2 hr. 3.50 105 tl. 2.75
26 tl. 3.25 156 or more tl. 2.50
52 tl. 3.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 tl. 60.00 35.00 18.50 10.00
26 tl. 56.25 31.00 17.00 9.00
52 tl. 52.50 28.00 15.50 8.00
105 tl. 48.75 26.00 14.00 7.00
156 or more tl. 45.00 25.00 12.50 6.00

MAGEE

Simpson County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WSJC

1957
Media Code 4 225 6515 8.00
Southeastern Broadcasting Co., Box 426, Hwy. 28 East, Magee, Miss. 39111. Phone 849-2418, 3426.

- 1. PERSONNEL**
General Manager—J. S. Mathis.
- 2. REPRESENTATIVES**
South—C. K. Beaver and Associates, Inc.
- 3. FACILITIES**
50,000 w. days, 250 w. nights; 810 kc. Non-directional.
Operating schedule: 4 am-11:10 pm. CST.
- 4. AGENCY COMMISSION**
15% on time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 3d, 4b, 4d, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23a, 24b, 28.
Contracts: 40a, 41, 44a, 46, 47c, 51b.
Contracts: 40a, 41, 44a, 46, 47c, 51b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 73a, 73b.
Prod. Services: 80, 82.
Member: Southeastern Key Market Network.
Affiliated with KBS Radio Network.

TIME RATES
ET 1/1/67—Rec'd 11/4/66.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 x 8.00 200 x 6.00
30 5.00 800 x 5.50
60 3.50 1000 x 5.00
100 x 6.50

McCOMB (2 AM)

Pike County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WAPF

1948
Media Code 4 225 6720 6.00
Southwestern Broadcasting Co. of Mississippi, Box 604, 317 Canal St., McComb, Miss. 39648. Phone 601-684-7470, 7471.

- STATION'S PROGRAMMING DESCRIPTION**
WAPF: Diversified programming for mass appeal.
NEWS: three 15 min newscasts daily 6:45 am, 12:15 pm & 5 pm. LPT. Two 15 min local newscasts M-F 9:45 am & 5:15 pm. News headlines on hour and half hour. Rural news from 4 rural communities 9-9:30 am Sat. FARM: 6-7 am & 11 am-12:30 pm market reports, county agent reports, farm and home information. Grand ole opry 2-3 pm M-F. MUSIC: standard pop 7-11 am & 3-5 pm. Country and western 6-7 am and 11 am-noon. TALK: 2 way telephone public affairs program 8:30-9 am M-F. Classified column 2 way telephone show 1:30-2 pm M-F. Negro: 6-10 am Sun. Negro funeral announcements 3:25-3:30 pm M-F. COMMERCIAL POLICY: 22 minutes per hour. Contact Representative for further details. Rec'd 2/26/68.

- 1. PERSONNEL**
General Manager—Phillip D. Brady.
Farm Director—George Mullendore.
News & Sports—Jack Lazarus.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
- 3. FACILITIES**
South—C. K. Beaver and Associates, Inc.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Contracts: 40a, 47a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Member: Country Music Network.

TIME RATES
Rates effective July 15, 1948. (Card No. 2.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 1/2 1/4 5 min. (*) (†)
1 time 50.00 35.00 20.00 12.50 4.00 3.00
13 times 45.00 31.50 18.00 11.25 3.80 2.85
26 times 42.50 29.75 17.00 10.62 3.60 2.70
52 times 40.00 28.00 16.00 10.00 3.40 2.55
104 times 35.00 24.50 14.00 8.75 3.20 2.40
156 times 32.50 22.75 13.00 8.15 3.00 2.25
312 times 30.00 21.00 12.00 7.50 2.80 2.10
(*) One minute transcribed: 170 words live.
(†) 30 seconds transcribed: 80 words live.

WHNY

1939
Media Code 4 225 6825 3.00
Broadcast Service, Inc., Drawer E, McComb, Miss. 39648. Phone 601-684-8140, 8141.

- STATION'S PROGRAMMING DESCRIPTION**
WHNY: Programmed for general interest. NEWS 5 min at :55, headlines at :28, 15 min at 7 am, noon, 5:30 & 10 pm. Live broadcasts at news scene through use of 2 remote units. Rural and farm audience reached 5-7:45 am, 11 am-noon, 3-4 pm, and noon-1 pm. M-F broadcasts by 3 county agents. 5:55 am, 6:25 am, 12:45 pm. Middle-of-the-road music 7:45-11 am, 1-3 pm, 6-7 pm. Rock, 4-5:30 pm, 7-10 pm. General popular 10:15-11 pm. Women's show, local news, 8:30-8:55 M-F. SPORTS: local and college football, baseball, basketball. Personalities available for remote pickups from shopping centers, stores, special events. Contact Representative for further details. Rec'd 7/14/67.

- 1. PERSONNEL**
President—Charles W. Holt.
General Manager—Carnell Tucker.
- 2. REPRESENTATIVES**
George T. Hopewell, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 1250 kc.
Directional—night.
Operating schedule: 5:00 a.m. to 11:00 p.m. Monday through Sunday, CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 12b, 15b.
Basic Rates: 20b, 22a, 23a, 24b, 26, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective June 29, 1959.
Rates received June 29, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
1 time 50.00 27.50 15.00 12.50 4.00
13 times 42.50 25.00 13.50 11.00 3.75
26 times 40.00 22.50 12.00 9.75 3.50
52 times 37.50 20.00 11.00 9.00 3.30
104 times 35.00 17.50 10.00 8.25 3.10
156 times 32.50 15.00 9.00 7.00 3.00
312 times 30.00 12.50 8.00 6.00 2.75

MERIDIAN (5 AM; 1 FM)

Lauderdale County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WCOC

1928
Media Code 4 225 6930 1.00
Mississippi Broadcasting Co., WCOC Building, Meridian, Miss. 39301. Phone 482-7714.

- 1. PERSONNEL**
Manager—Withers Gavin.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 910 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 12:15 a.m. daily, CST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL RATE POLICY**
Affiliated with CBS Radio Network.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
Rates effective May 1, 1957.
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
1 time 42.50 40.38 38.25 36.13
1/2 hour 21.25 20.19 19.12 18.06
1/4 hour 12.75 12.11 11.48 10.84
5 minutes 7.50 7.13 6.75 6.33
1 minute 3.40 3.23 3.08 2.89

WDAL

1958
Subscriber to the NAB Radio Code
Media Code 4 225 7035 8.00
Broadcasters and Publishers, Inc., Box 125, Studios and Offices located in The Lamar Hotel, 410 21st Ave., Meridian, Miss. 39302. Phone 601-483-4891.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Paul D. Nichols.
- 2. REPRESENTATIVES**
Breen & Ward.
Southern—C. K. Beaver & Associates, Inc.
- 3. FACILITIES**
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 4:00 am-local sunset, CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 24c, 25b, 26, 28b, 28c, 29a, 32b, 33c.
Contracts: 40a, 41, 42a, 43, 44b, 46, 47e, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: MBR Radio Network.

TIME RATES
ET 7/1/66—Rec'd 5/31/66.

6. SPOT ANNOUNCEMENTS
1 x 5.00 4.75 4.50 4.25 4.00 3.75
20 sec 3.50 3.25 3.00 2.75 2.50 2.25
8 sec 2.50 2.30 2.10 1.90 1.70 1.50

7. PACKAGE PLANS
WEEKLY SATURATION RATES
10 15 20 25 30
Per wk. ROS 34 48 64 75

WMOX

1945
American Contemporary Ntwk

Media Code 4 225 7140 6.00
Lauderdale Broadcasting Company, Inc., Box 1511, WMOX Bldg., Hwy. 11 & 80 E., Meridian, Miss. 39301. Phone 601-482-0171.

- 1. PERSONNEL**
Station Manager—Eddie Smith.
Sales Manager—Len Mathis.
- 2. REPRESENTATIVES**
M. A. Sales Company, Inc.
- 3. FACILITIES**
10,000 w. days, 1,000 w. nights; 1010 kc.
Directional—separate patterns day and night.
Operating schedule: 4:00 am-midnight, CST.
- 4. AGENCY COMMISSION**
15% on station time only. No cash discount.

MISSISSIPPI

- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Affiliated with American Contemporary Network.

TIME RATES
ET 1/1/69—Rec'd 12/20/68.

6. SPOT ANNOUNCEMENTS
1 x 13x 26x 52x 150x 300x
1 min 12.50 12.00 11.50 11.00 10.00

7. PACKAGE PLANS
(4 wk minimum)
PER WK, EA: 10 15 20 25
1 min 10.00 9.50 9.00
20 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 30 24 18 15
DISCOUNTS 52x—12-1/2%

WOKK

1948
Media Code 4 225 7245 3.00
New South Broadcasting Corp., Box 5797, Meridian, Miss. 39302. Phone 482-6133.

- 1. PERSONNEL**
Co-owners—Ed Holladay and Joe Carson.
- 2. REPRESENTATIVES**
Savall/Gates, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 4:00 am-midnight, CST.
Partial simulcast operation. Simulcast 4-8 am. For non-simulcast facilities see WOKK-FM.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 30, 32c, 44b, 47b.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 71a, 73c.
Prod. Services: 80, 82.

TIME RATES
ET 5/1/57—Rec'd 4/22/57.

6. SPOT ANNOUNCEMENTS
1 x 26x 52x 104x 156x 260x
1 min 5.00 4.75 4.50 4.25 4.00 3.75
20 sec 3.50 3.25 3.00 2.75 2.50 2.25
8 sec 2.50 2.30 2.10 1.90 1.70 1.50

7. PACKAGE PLANS
WEEKLY SATURATION RATES
10 15 20 25 30
Per wk. ROS 34.00 48.00 64.00 75.00

WOKK-FM

1967
Media Code 4 225 7246 1.00
New South Broadcasting Corp., Box 5797, Meridian, Miss. 39301. Phone 601-482-6133.

- 1. PERSONNEL**
President—F. E. Holladay.
- 2. REPRESENTATIVES**
Savall/Gates, Inc.
- 3. FACILITIES**
ERP 40,000 w.; 97.1 mc. Stereo.
Operating schedule: 4 am-midnight, CST.
Antenna ht.: 330 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WOKK.
- 4. AGENCY COMMISSION**
15/0 time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 2a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 27, 28b, 29c, 29a, 29b, 30, 32b.
Contracts: 40a, 44a, 45, 47c, 48, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Commercial time limit 8 minutes per hour.
Affiliated with American FM Network.

TIME RATES
ET 1/1/68—Rec'd 2/12/68.

6. SPOT ANNOUNCEMENTS
1 x per yr. ea. 2.75 500 + per yr. ea. 2.25
30 sec: 80% of 1-min.

7. PACKAGE PLANS
PER WK: 10 10 25 +
30 sec: 80% of 1-min. 2.75 2.50 2.25

8. PROGRAM TIME RATES
(13 week minimum)
PER DAY, MON THRU FRI:
1/2 hr. per mo. 240 1/4 hr. per mo. 135

WQIC

1957
Independent Negro

Subscriber to the NAB Radio Code
Media Code 4 225 7350 1.00
Torgerson Broadcasting Company, Inc., Box 5353, Meridian, Miss. 39301. Phone 601-483-9232.

- 1. PERSONNEL**
President—Stan Torgerson.
- 2. REPRESENTATIVES**
Bernard Howard & Co., Inc.
- (This listing continued on next page)

MISSISSIPPI

Meridian—W Q I C—Continued

- 3. FACILITIES**
5,000 w. days; 1990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 47a.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 71a, 73a.
Entire schedule programmed for Negro market.
- TIME RATES**
Eff 11/1/68—Rec'd 10/1/68.
- 6. SPOT ANNOUNCEMENTS**
PER YR: 250x 500x 1000x 2000x
1 min..... 6 5 4 3
30 sec..... 5 4 3 2
- 7. PACKAGE PLANS**
PER WK: 1t 5t 10t 15t 20t 30t 40t 50t
1 min 8.00 7.00 6.50 6.00 5.50 5.00 4.50 4.00
30 sec 7.00 6.00 5.50 5.00 4.50 4.00 3.50 3.00

NATCHEZ (2 AM; 1 FM)

Adams County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WMIS

1941



Media Code 4 225 7560 5.00
Natchez Broadcasting Co., Drawer 1248, City Bank Bldg., Natchez, Miss. 39120. Phone 601-442-2522.

- 1. PERSONNEL**
Pres. & Women's Dir.—Diana Ewing.
Mgr. & Farm Dir.—W. M. (Bill) Wall.
News & Sports Dir.—Robert C. Ewing.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5-12:30 am. CST.
- 4. AGENCY COMMISSION**
15% on time only unless otherwise agreed.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Basic Rates: 22a, 23a, 26, 28b, 29a.
Contracts: 40a, 45, 47a.
Comb.: Cont. Discounts: 61a.
Cancellation: 73a.
Affiliated with NBC and KBS.
Affiliated with American Entertainment Network.
Member: Country Music Network.
- TIME RATES**
Eff 1/1/68—Rec'd 2/18/60.
- 6. SPOT ANNOUNCEMENTS**
AA—7-8:30 am & 4:30-5:30 pm.
A—5-7 am, 8:30 am-4:30 pm & 6:30 pm-12:30 am.
- PROGRAM TIME RATES**
1 MIN: 1x 13x 26x 52x 104x 156x 312x
AA 5.25 5.00 4.75 4.50 4.25 4.00 3.75
A 4.00 3.75 3.60 3.30 3.10 3.00 2.75
- PROGRAM TIME RATES**
1 hr..... 50.00 42.50 40.00 37.50 35.00 32.50 30.00
1/2 hr..... 27.50 25.00 22.50 20.00 17.50 15.00 12.50
1/4 hr..... 15.00 13.50 12.00 11.00 10.00 9.00 8.00
5 min..... 12.50 11.00 9.75 9.00 8.25 7.00 6.00

WNAT WQNZ (FM)

1949 (formerly WNAT-FM)
1968

Media Code 4 225 7665 2.00
Old South Broadcasting Co., Inc., Box 768, 2 O'Ferral St., Natchez, Miss. 39120. Phone 601-442-4895.

- 1. PERSONNEL**
President—Joseph S. Zucaro.
General Manager—Mrs. William S. Perkins.
Farm Director—Al Britt.
- 2. REPRESENTATIVES**
Gene Bolles Company.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.
FM-ERP 100,000 w.; 95.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 400 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
- TIME RATES**
Eff 9/1/69—Rec'd 7/30/69.
- 6. SPOT ANNOUNCEMENTS**
1x 26x 52x 104x 156x 312x
1 min..... 7.00 6.50 6.00 5.50 5.00 4.50
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
Flat 15 36 24 12

NEW ALBANY (1 AM; 1 FM)

Union County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WNAU WNAU-FM

1955 1966
Subscriber to the NAB Radio Code

Media Code 4 225 7770 0.00
New Albany, Miss. 38852. Phone 601-534-4361; 534-5077.

STATION'S PROGRAMMING DESCRIPTION
WNAU: Programmed for farmers 5-8 am for factory commuters 6-7:30 am, for housewives 7:30-11 am with music, local news and homemaker's news. 11-11:15 am trading post. 11:15 am-noon program religious. News at noon, gospel music until 1 pm. Country music 1-2:15 pm. Personality disc Jockey show 2:15-5 pm with market report at 4:30 pm. Instrumental music 5-8 pm. Top 40 program 8-10 pm. Instrumental music 10 pm-12M. Newscast of 5 min before hour, 2 min before half hour. Contact Representative for further details. Rec'd 8/2/67.

- 1. PERSONNEL**
General Manager—Y. Keith Wroten.
Sales Managers—Tom Bryant, Charles Stenn.
Program Director—(Mrs.) Wynne Wroten.
- 2. REPRESENTATIVES**
Southern—C. K. Beaver & Associates, Inc.
- 3. FACILITIES**
500 w.; 1470 kc. Directional—night only.
Operating schedule: 6 am-midnight. CST.
FM-ERP 26,000 w.; 103.5 mc.
Operating schedule: Noon-midnight.
Antenna ht.: 170 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60h, 60i, 61a.
Cancellation: 70c, 71b, 73a.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective August 1, 1962.
Rates received June 11, 1962.

- 6. SPOT ANNOUNCEMENTS**
1 min 2.90
15 x 2.80
26 x 2.70
52 x 2.60
104 x 2.50
156 x 2.40
- 8. PROGRAM TIME RATES**
1 x 60.00 36.00 24.00 18.00 12.00 8.50
- DISCOUNTS**
15x-0% 52x-25% 156x-42%
25x-16% 104x-33% 260x-60%

NEWTON

Newton County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBKN

1955



Media Code 4 225 7875 7.00
Newton County Broadcasting Co., 110 S. Main St., Newton, Miss. 39345. Phone 683-3331.

- 1. PERSONNEL**
Pres., Gen'l & Sta. Mgr.—Aubrey L. Underwood.
- 3. FACILITIES**
500 w. days; 1410 kc. Non-directional.
Operating schedule: 5:00 am-local sunset daily. CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 28b, 29a.
Contracts: 40a, 45, 48, 48.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 73a.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective February 1, 1963.
Rates received February 4, 1963.

- 6. SPOT ANNOUNCEMENTS**
PER YR: 1 min 1 min 80 sec
1 t..... 3.00 156 t..... 2.40
13 t..... 2.90 260 t..... 2.30
26 t..... 2.80 312 t..... 2.20
52 t..... 2.70 624 t..... 2.10
78 t..... 2.60 1000 t..... 2.00
104 t..... 2.50 2000 t..... 1.90
30-second announcements, per year, 10% less above rates.
- 7. PACKAGE PLANS**
SHORT TERM SATURATION
PER DAY: 1 min 80 sec 1 min 80 sec
5 t..... 1.20 1.15 20 t..... 1.05 1.00
10 t..... 1.15 1.10 25 t..... 1.00 .95
PER WK: 1.20 1.15 75 t..... 1.00 .95
50 t..... 1.10 1.05 100 t..... .90 .85
- 8. PROGRAM TIME RATES**
PER WK: 1 hr 1/2 hr 1/4 hr 5 min
1 t..... 40.00 20.00 12.00 8.00
13 wk..... 37.50 18.50 11.00 6.50
26 wk..... 36.50 17.50 10.50 5.25
52 wk..... 35.00 16.50 10.00 5.00
6 or more t: 30.00 16.00 8.00 4.00
13 wk..... 25.00 14.00 7.00 3.50
52 wk..... 20.00 12.00 6.00 3.00
Specified times add 10%.

OXFORD

Layfayette County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WSUH

1955

Media Code 4 225 7980 5.00
Leroy E. Kilpatrick, Box 511, University Ave. East, Oxford, Miss 38855. Phone 234-6881.

- 1. PERSONNEL**
General Manager—Leroy E. Kilpatrick.
Commercial Manager—Tom Hearn.
- 2. REPRESENTATIVES**
South—C. K. Beaver and Associates, Inc.
- 3. FACILITIES**
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b.
Cancellation: 71a, 73a.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective May 1, 1955. (Card No. 2.)
Card received June 27, 1955.

- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 time..... 36.00 24.00 18.00 12.00 8.00 5.50 2.50
13 times..... 32.50 22.00 16.00 11.00 8.40 2.40
26 times..... 30.00 20.00 14.00 10.00 3.30 2.30
52 times..... 27.50 18.00 13.00 9.00 3.20 2.20
156 times..... 22.50 14.00 11.00 7.00 3.00 1.90
280 times..... 18.00 12.00 9.00 6.00 2.80 1.50
312 times..... 17.00 11.00 8.00 5.50 2.70 1.25

PASCAGOULA (2 AM; 2 FM)

Jackson County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

WCIS

1967



Media Code 4 225 8025 8.00
Standard Broadcasting, Inc., Box 1365, Radio Park, Pascagoula, Miss. 39567. Phone 601-762-1821.

- 1. PERSONNEL**
President—Tom S. Thornhill.
General Manager—Charles R. Mayfield.
Ass't Mgr. & Prog. Dir.—Fred C. Strother.
- 2. REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- 3. FACILITIES**
1,000 w.; 1480 kc. Directional—separate pattern day and night.
Operating schedule: Sunrise-local sunset, CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WCIS-FM.
- 4. AGENCY COMMISSION**
15/0; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21c, 28b, 28c.
Contracts: 40a.
Prod. Services: 82.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/14/68.
- 6. SPOT ANNOUNCEMENTS**
1 min..... 2.75 2.65 2.55 2.45 2.30 2.15 2.00 1.85
30 sec..... 2.20 2.10 2.05 1.95 1.85 1.70 1.60 1.30
10 sec: 50% of 1-min.
- 8. PROGRAM TIME RATES**
1x 26x 52x 104x 156x 260x 312x 520x
1 hr..... 45.00 42.50 40.00 37.50 36.00 35.00 34.00
1/2 hr..... 30.00 28.00 26.00 25.00 23.00 21.50 20.00
1/4 hr..... 17.00 16.00 15.00 14.00 13.00 12.00 11.00
5 min 8.50 8.00 7.50 7.00 6.50 6.00 5.50 5.00

WCIS-FM

1967

Media Code 4 225 8026 6.00
Standard Broadcasting, Inc., Box 1365, Radio Park, Pascagoula, Miss. 39567. Phone 601-762-1821.

- 1. PERSONNEL**
President—Tom S. Thornhill.
General Manager—Charles R. Mayfield.
Ass't Mgr. & Prog. Dir.—Fred C. Strother.
- 2. REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 104.9 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 172 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-sunrise and local sunset-midnight. For simulcast facilities see WCIS.
- 4. AGENCY COMMISSION**
15/0; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
See WCIS listing for coded regulations.
TIME RATES
Rates are identical to WCIS. See that listing.

WPMF

1951

PASCAGOULA-MOSS POINT



Media Code 4 225 8085 2.00
Crest Broadcasting Co., Inc., Box 789, Telephone Rd., Pascagoula, Miss. 39567. Phone 601-762-3113.

- 1. PERSONNEL**
President—W. R. Guest, Jr.
Vice Pres. & Gen'l Mgr.—Walter Smith.
- 2. REPRESENTATIVES**
Dallas, Atlanta—Harry Harkins, Inc.
- 3. FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 28b, 29a.
Contracts: 40a, 46, 48.
Comb.: Cont. Discounts: 60b, 60k, 61b, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 6/8/66.

- 6. SPOT ANNOUNCEMENTS**
1 min..... 3.50 2.6x 52x 105x 156x
30 sec..... 2.75 2.50 2.25 2.00 1.75
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 60.00 36.00 18.00 12.50 7.50
- DISCOUNTS**
13x-7% 52x-50% 156x-50%
26x-13% 104x-50% 260x-50%

WPMF-FM

1964

PASCAGOULA-MOSS POINT

Media Code 4 225 8086 0.00
Crest Broadcasting Co., Inc., Box 789, Telephone Rd., Pascagoula, Miss. 39567. Phone 601-762-3113.

- 1. PERSONNEL**
President—W. R. Guest, Jr.
Gen'l & Sales Mgr.—Walter L. Smith.
- 2. REPRESENTATIVES**
Dallas, Atlanta—Harry Harkins, Inc.
- 3. FACILITIES**
ERP 26,200 w., 99.1 mc.
Operating schedule: 5:02 am-11:55 pm.
Antenna ht.: 204 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time; payable by 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Cancellation: 70e.

TIME RATES
Eff—Rec'd 6/6/66.

- 6. SPOT ANNOUNCEMENTS**
1 min..... 4.50 4.25 4.00 3.75 3.50 3.25
- 8. PROGRAM TIME RATES**
1x 26x 52x 100x 156x 312x
1 hr..... 60.00 56.00 52.00 47.50 43.50 37.50
1/2 hr..... 36.00 34.00 31.50 29.00 27.00 25.00
1/4 hr..... 24.00 22.50 21.00 19.50 18.00 16.80
10 min..... 15.00 14.00 13.00 12.00 11.00 10.00
5 min..... 9.00 8.60 8.00 7.50 7.00 6.50
Specific spots—25% additional.

PHILADELPHIA

Neshoba County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHOC

1948



Subscriber to the NAB Radio Code
Media Code 4 225 8190 0.00
William Howard Cole, P. O. Box 26, Hwy. 15 & 16 (Beacon St. extension), Philadelphia, Miss. 39350. Phone 601-656-1490.

- 1. PERSONNEL**
Owner & Manager—William Howard Cole.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:25 am-10:00 pm. CST.
- 4. AGENCY COMMISSION**
15% on net charges for station time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
(This listing continued on next page)

Philadelphia—W H O C—Continued

Basic Rates: 20b, 21a, 21d, 22b, 23b, 24b, 25a, 26, 28a, 29b.
 Contracts: 40a, 41, 42c, 45, 46, 47c, 48, 50, 51b.
 Comb.; Cont. Discounts: 60d, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Member: Southeastern Key Market Network.
 Affiliated with KBS.

TIME RATES

Rates effective

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1/2 hr.	1/4 hr.	5 min.
1 time	24.00	12.00	8.00	4.00
13 times	22.80	11.40	7.60	3.80
20 times	21.60	10.80	7.20	3.60
52 times	20.40	10.20	6.80	3.40
104 times	19.20	9.60	6.40	3.20
156 times	18.00	9.00	6.00	3.00

(*) One minute or less.

PICAYUNE

Pearl River County—Map Location E-10
 See SRDS consumer market map and data at beginning of the State.

WRJW

1949



Media Code 4 225 8295 7.00

Tung Broadcasting Co., Box 849, Picayune, Miss.
 39466. Phone 601-798-4835.

1. PERSONNEL
 President—Hugh O. Jones.
 General Manager—James O. Jones, II.
 Commercial Manager—Darris O. Moeller.

2. REPRESENTATIVES
 Atlanta—Harry Harkins, Inc.

3. FACILITIES
 5,000 w. days; 1320 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
 Basic Rates: 21a, 21b, 22a, 24b, 25a, 26, 27, 28a,
 28c, 29a, 29b.

Contracts: 40a, 41, 42b, 44a, 44b, 46, 47a, 48, 49.
 Comb.; Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73a.
 Prod. Services: 81, 82.
 Affiliated with ABC Network Program Service Plan.
 Affiliated with KBS.

TIME RATES

Eff 4/1/61—Rec'd 4/10/61.

6. SPOT ANNOUNCEMENTS		1x	25x	52x	105x	156+
1 min.	8.50	3.25	3.00	2.75	2.50	2.50
30 sec.	2.75	2.50	2.25	2.00	1.75	1.75

8. PROGRAM TIME RATES		1x	25x	52x	105x	156+
1 hr.	60.00	56.25	52.50	48.75	45.00	45.00
1/2 hr.	35.00	31.00	28.00	26.00	25.00	25.00
1/4 hr.	18.50	17.00	15.50	14.00	12.50	12.50
5 min.	10.00	9.00	8.00	7.00	6.00	6.00

PONTOTOC (1 AM; 1 FM)

Pontotoc County—Map Location F-3
 See SRDS consumer market map and data at beginning of the State.

WSEL WSEL-FM

1962

Subscriber to the NAB Radio Code

Media Code 4 225 8400 3.00

Pontotoc Broadcasting Co., Box 240, Hwy. 6 E.,
 Pontotoc, Miss. 38803. Phone 489-1440.

1. PERSONNEL
 General Manager—Bill Bridges.
 Station Manager—Mrs. Ruth Bridges.
 Sales Manager—Danny Wall.

2. REPRESENTATIVES
 Continental Radio Sales.

3. FACILITIES
 1,000 w. days; 1440 kc. Non-directional.
 Operating schedule: 5:00 am-local sunset.
 FM-ERE 1,000 w.; 98.7 mc.
 Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3d, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 15b.
 Basic Rates: 21c, 22a, 24c, 33b.
 Contracts: 40a, 42a, 46.
 Comb.; Cont. Discounts: 60d, 61b, 62d.
 Cancellation: 73a.
 Prod. Services: 82.
 Affiliated with MBS Radio Network.

TIME RATES

Rates effective January 1, 1963.

Rates received April 26, 1963.

6. SPOT ANNOUNCEMENTS		1x	15x	30x	150x
10 min.	1.75	1.50	1.25	1.00	1.00
30-second spots—75% of applicable 1-minute rate.					
ID's—50% of applicable 1-minute rate.					

8. PROGRAM TIME RATES		1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	30.00	15.00	10.00	6.00	
10 times	25.00	12.50	7.00	4.00	
30 times	20.00	11.00	6.00	3.50	

POPLARVILLE

(1 AM; 1 FM)
 Pearl River County—Map Location E-10
 See SRDS consumer market map and data at beginning of the State.

WRPM

1963



Media Code 4 225 8450 8.00

Ben O. Griffin, Box 352, Poplarville, Miss. 39470.
 Phone 601-795-4900.

1. PERSONNEL
 Manager—Ben O. Griffin.
 Assistant Manager—Mrs. Ben O. Griffin.

2. REPRESENTATIVES
 South, Southeast, Southwest—C. K. Beaver & Associates, Inc.

3. FACILITIES
 10,000 w.; 1530 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 5,
 6a, 7a.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24c, 26,
 28b, 28c.

Contracts: 44a, 45, 46, 48, 49, 51b.
 Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
 Cancellation: 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 5/1/68—Rec'd 12/27/68.

6. SPOT ANNOUNCEMENTS		1x	2x	14x	27x	53-104
1 min.	2.75	2.50	2.25	2.00	1.75	1.75

8. PROGRAM TIME RATES		1x	2x	14x	27x	53-104
1 hr.	50.00	45.00	40.00	37.50	25.00	22.50
1/2 hr.	35.00	30.00	27.50	25.00	22.50	22.50
1/4 hr.	20.00	17.50	15.00	13.50	12.00	12.00
10 min.	13.50	11.25	10.00	8.50	6.00	6.00
5 min.	10.00	8.50	7.50	6.00	4.50	4.50

WRPM-FM

1966



Media Code 4 225 8451 6.00

Ben O. Griffin, Box 352, Poplarville, Miss. 39470.
 Phone 601-795-4900.

1. PERSONNEL
 Manager—Ben O. Griffin.
 Assistant Manager—Mrs. Ben O. Griffin.

3. FACILITIES
 ERP 100,000 w.; 107.9 mc.
 Operating schedule: 6 am-10 pm.
 Antenna ht.: 171 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 See WRPM listing for coded regulations.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 12/27/68.

6. SPOT ANNOUNCEMENTS		1 min 30 sec	1 min 30 sec
EA:	1 min 30 sec		
1 x	9.00	6.00	3.12
13 x	7.50	5.50	2.50
26 x	7.00	5.00	2.75
52 x	6.50	4.50	2.25
104 x	6.00	4.00	2.25
156 x	5.75	3.00	2.00
280 x	5.50	3.75	2.75

10 sec: 60% of 1-min.
 Guaranteed position per spot, extra 1.00.

7. PACKAGE PLANS
 PER WK, EA:

1 min	20 min	40 min	80 min
6.00	5.50	5.00	4.50
30 sec	4.00	3.50	3.00

8. PROGRAM TIME RATES
 EA:

1 hr.	15x	25x	52x	104x
50.00	45.00	40.00	37.50	35.00

SENATOBIA

Tate County—Map Location D-2
 See SRDS consumer market map and data at beginning of the State.

WSAO

1962



Media Code 4 225 8505 9.00

Northwest Mississippi Broadcasting Company, Box
 68, Senatobia, Miss. 38668. Phone 582-5311.

1. PERSONNEL
 Manager—Mel Christman.

2. REPRESENTATIVES
 C. K. Beaver & Associates, Inc.

3. FACILITIES
 5,000 w. days; 1,550 kc. Non-directional.
 Operating schedule: sunrise to local sunset. CST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 Affiliated with KBS Radio Network.

TIME RATES

Rates effective January 10, 1963.

6. SPOT ANNOUNCEMENTS		1x	15x	25x	52x	104x
1 min.	4.50	4.00	3.50	3.00	2.50	2.00
13 min.	4.50	4.00	3.50	3.00	2.50	2.00
26 min.	4.25	3.75	3.25	2.75	2.25	1.75
52 min.	4.10	3.60	3.10	2.60	2.10	1.60

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	60.00	30.00	15.00	10.00
13 times	50.00	26.00	13.00	9.00
26 times	47.50	25.00	12.50	8.75
52 times	46.00	24.00	12.00	8.50
104 times	44.50	23.00	11.50	8.25
208 times	43.00	22.00	11.00	8.00
312 times	40.00	20.00	10.50	7.50

Special Discount on Spot Saturation.

STARKVILLE (2 AM)

Oktibbeha County—Map Location F-5
 See SRDS consumer market map and data at beginning of the State.

WKOR

1968



Media Code 4 225 8550 5.00

C. K. Irby, 201 Lampkin St., Starkville, Miss.
 39750. Phone 601-323-4080.

1. PERSONNEL
 General Manager—G. G. Boyd, Jr.

2. REPRESENTATIVES
 David Carpenter Company.

3. FACILITIES
 1,000 w.; 980 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 29b,
 30, 33c.

Contracts: 40a, 41, 42b, 43, 44h.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 62d.
 Cancellation: 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 10/15/68—Rec'd 2/10/69.

AA—6-9 am, 11 am-1 pm & 4-6 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A		1 wk	13 wk	26 wk
ROS:	1 min 30 sec	1 min	30 sec	1 min 30 sec
1 min.	2.20	1.80	2.00	1.80
10 min.	2.10	1.80	1.90	1.70
20 min.	2.00	1.70	1.80	1.60
30 min.	1.85	1.60	1.70	1.50

7. PACKAGE PLANS
 ROS:

1 min.	25 min.	50 min.	100 min.	150 min.	200 min.
46.25	85.00	100.00	217.00	270.00	270.00

To be used within 30 days.

3 DAY BLOCKBUSTER
 SUN/MON/TUES:

1 min.	20 min.	30 min.	40 min.
32.00	45.00	56.00	52.00

30 sec. 29.00 40.50 52.00

MISSISSIPPI

TAYLORSVILLE

Smith County—Map Location E-8
 See SRDS consumer market map and data at beginning of the State.

WSCO

Media Code 4 225 8655 1.00
 Taylorsville Broadcasting Co., Inc., Box 646, Taylorsville,
 Miss. 39168. Phone 601-786-6576.

STATION'S PROGRAMMING DESCRIPTION
 WSCO: Programmed for mass appeal.

AIR PERSONALITIES handle all segments. NEWS: 5 min on hour. Headlines, sports and weather on half hour. Three 15 min news blocks daily. FARM: farm news, two min programs daily. ENTERTAINMENT: gospel music 10%, 30 min after sign-on, hymn at 45 min past each hour. 2 hour gospel programming Sundays. Music—country and western 70%. Popular music including current hits and country rock oriented 20%, 8 pm-5 pm daily. COM- MERCIAL POLICY: 18 minutes per hour. Equipped for remote broadcasts such as sports, store openings, etc. Contact Representative for further details. Rec'd 12/30/68.

1. PERSONNEL
 General Manager—Frank W. Jennings.
 Sales Manager—James W. Douglas.
 Program Director—Tommy C. Phillips.

2. REPRESENTATIVES
 C. K

MISSISSIPPI

Tupelo—W E L O-FM—Continued

TIME RATES
No. 1 Exp. 3/1/68—Rec'd 3/5/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 x	7.50	166 x	4.55
13 x	6.75	260 x	4.00
26 x	6.20	312 x	3.45
52 x	5.65	864 x	2.95
104 x	5.10		

WTUP

1953



Media Code 4 225 8820 2.00
Lee Broadcasting Corp., Box 258, Hotel Tupelo,
Tupelo, Miss. 38801. Phone 601-844-1490.

- PERSONNEL**
General Manager—Tommy Estess.
Commercial Manager—Beatrice Pinkard.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Bernard I. Ochs Co.
R. S. Crane Company, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights: 1490 kc.
Non-directional.
Operating schedule: 24 hours a day. CST.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10c, 11a, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b,
25a, 26, 28b, 28c, 29a, 29b, 30, 33d.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 49,
51a.
Comb. & Cont. Discounts: 60a, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Member: Skyline Network.

TIME RATES

Er 2/1/68—Rec'd 1/26/68.

6. SPOT ANNOUNCEMENTS

1 min or less	3.50	155x	260x	364x
		3.40	3.30	3.20

8. PROGRAM TIME RATES

1 hr	60.00	1 1/2 hr	36.00	1/4 hr	5 min
2 hr	50.00	30.00	20.00	10.00	
52 hr	45.00	27.50	18.00	9.00	
156 hr	35.00	22.50	14.00	7.00	
312 hr	25.00	17.00	11.00	5.50	

VICKSBURG (2 AM; 1 FM)

Warren County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WQBC

1931



Subscriber to the NAB Radio Code
Media Code 4 225 8925 9.00
Delta Broadcasting Co. Inc., Post-Herald Bldg.,
Vicksburg, Miss. 39181.

- PERSONNEL**
Commercial Manager—L. L. Miller.
- FACILITIES**
1,000 w. days, 500 w. nights; 1420 kc. Stereo.
Non-directional.
Operating schedule: 6:00 am-11:00 pm. CST
- AGENCY COMMISSION**
15/0 time and announcements only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 22a, 22b, 24b, 25a, 25a, 28c.
Contracts: 40a.
Comb. & Cont. Discounts: 61a.
Cancellation: 73a, 73b.
Affiliated with MBS and KBS Radio Networks.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective January 1, 1957.
Rates received December 31, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hour	65.00	10 minutes	13.00
1/2 hour	38.00	5 minutes	9.50
1/4 hour	26.00	1 minute or less	3.00

DISCOUNTS

1 to 12 times	Net 100 to 149 times	20%
13 to 25 times	150 to 299 times	25%
26 to 41 times	300 or more times	30%
52 to 99 times		15%

WQMV (FM)

1966

Media Code 4 225 9030 7.00
WQMV Radio Co., Box 1111, 2845 Clay St., Vicksburg, Miss. 39180. Phone 636-5250.

- STATION'S PROGRAMMING DESCRIPTION**
WQMV (FM): Programmed for adults of all ages 6:30 am-10:30 pm M-Sun. Middle-of-the-road music, featuring top artists, current hits, standards, showtunes and film music. NEWS: 5 min on hour, news headlines on half hour. National, international, regional and local news. Community news and public affairs 18 times daily. 5 air personalities emcee entire operation. SPORTS: football local and live college football. RELIGIOUS: taped programs Sun. 5 min farm show daily M-Sa. Detailed weather forecast daily. COMMERCE: 4 POLLY: only 5 one minute announcements permitted in 30 min segment. Rec'd 7/13/67.
- PERSONNEL**
Pres., Gen'l Mgr. & Prog. Dir.—Waymond Eugene Underwood.

2. REPRESENTATIVES

Regional—R. S. Crane Company, Inc.

3. FACILITIES

ERP 56,000 w.; 98.7 mc.
Operating schedule: 8 am-11 pm. CST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 26.
Contracts: 40a, 43, 44b.
Comb. & Cont. Discounts: 60a.

TIME RATES

Er 3/1/66—Rec'd 3/23/66.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156+

100 words	8.00	7.50	7.00	6.50	6.00	5.50
50 words or less	4.50	4.00	3.50	3.00	2.50	2.00

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156+

1 hr	100.00	90.00	80.00	70.00	60.00	50.00
1/2 hr	60.00	55.00	50.00	45.00	40.00	35.00
1/4 hr	35.00	32.50	30.00	27.50	25.00	22.50
5 min	15.00	14.00	12.00	10.00	8.00	6.00

Announcements and programs cannot be combined to earn larger discounts.

WVIM

1948

Media Code 4 225 9135 4.00
Radio Mississippi, Inc., 908 Clay St., Vicksburg, Miss. 39180. Phone 636-1494.

1. PERSONNEL

Station Manager—John F. Shea.

2. REPRESENTATIVES

George T. Hopewell, Inc.
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES

250 w.; 1490 kc. Non-directional.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; weekdays 6:00 a.m. to midnight. CST.

4. AGENCY COMMISSION

15% time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 45, 46.
Comb. & Cont. Discounts: 60a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

Rates received December 4, 1957.

1 time	22.00	18.00	6.00	3.50
26 times	20.00	12.00	5.00	3.25
52 times	18.00	11.00	5.00	3.00
104 times	16.00	10.00	4.50	2.75
200 times	14.00	9.00	4.00	2.50
365 times	12.00	8.00	3.50	2.25
500 times	10.00	7.00	3.00	2.00
1,000 times				1.75

WATER VALLEY

Yalobusha County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

WVLY

1958

Media Code 4 225 9175 0.00
Tri-Lake Broadcasting Co., Box 587, Water Valley, Miss. 39885. Phone 601-473-1164.

1. PERSONNEL

Manager—George Willhite.
Program Director—Sunny Lee.
News Director—Robbie Roberts.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

500 w.; 1320 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15%. Payable 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 20b, 21b, 22a, 23b, 24b, 25a, 26, 27, 31, 32.
Contracts: 40a, 42a, 42c, 43, 45, 49, 50, 51c.
Prod. Services: 82.

TIME RATES

Er 12/27/68.

6. SPOT ANNOUNCEMENTS

1 x	3.50	3.00	2.50
5 x	2.50	2.00	1.75
10 x	2.00	1.75	1.50
20 x	1.75	1.50	1.25
30 x	1.50	1.30	1.00
40 x	1.25	1.10	.85
50 x	1.00	1.00	.75
60 x	1.00	.90	.70
70 x	1.20	.85	.65
80 x	1.10	.80	.60
90 x	1.05	.75	.55
100 x	1.00	.75	.50
150 x	.90	.70	.45
200 x	.85	.65	.40
300 x	.75	.60	.35

8. PROGRAM TIME RATES

1 hr	35.00	18.00	12.00	5.00
5 x	30.00	16.00	10.00	4.50
10 x	28.00	15.00	8.00	4.00
20 x	26.00	12.00	7.00	3.75
30 x	25.00	8.00	6.00	3.25
40 x	25.00	8.00	6.00	3.00
50 x	25.00	8.00	6.00	2.75
60 x	24.00	7.50	5.50	2.65
70 x	7.50	5.50	2.55	
80 x	7.00	6.00	2.50	
90 x	6.50	5.00	2.50	
100 x	4.50	2.50		
150 x	2.40			
200 x	2.30			
300 x	2.25			

WAYNESBORO

Wayne County—Map Location G-9

See SRDS consumer market map and data at beginning of the State.

WABO

1954

Media Code 4 225 9240 2.00
Martin Broadcasting Co., Box 607, Waynesboro, Miss. 39387. Phone 601-735-4331.

1. PERSONNEL

President—Wilbur J. Martin, Sr.
General Manager—Chuck Burgess.
Production Manager—Bill Martin.

2. REPRESENTATIVES

Hal Walton & Company, Inc.
Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES

250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21c, 22b, 23a, 24a, 26, 29a, 33c.
Contracts: 40a, 42d, 44b, 45, 46, 47a, 49, 51a, 51b.
Comb. & Cont. Discounts: 60a, 60l, 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES

Er 2/1/67—Rec'd 6/24/68.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	50 tl	100+
1 min	3.50	3.00	2.50
30 sec	2.50	2.00	1.50
15 sec	2.00	1.50	1.25

8. PROGRAM TIME RATES

PER MO:	1 tl	6 tl	11 tl	16 tl	21 tl	26+
1 hr	45.00	43.00	41.00	39.00	37.00	35.00
1/2 hr	28.00	26.00	24.00	22.00	21.00	20.00
1/4 hr	15.00	14.00	13.00	12.00	11.00	10.00
5 min	6.50	6.25	6.00	5.75	5.50	5.00

WEST POINT

Clay County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

WROB

1947

Media Code 4 225 9345 9.00
Bob McRaney Enterprises, Inc., WROB Bldg., Henry Clay Hotel, West Point, Miss. 39773. Phone 494-1450.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bob McRaney, Sr.
Station Manager—Jack King.
Sales Manager—Jack Dalton.

2. REPRESENTATIVES

George T. Hopewell, Inc.
South—C. K. Beaver and Associates, Inc.

3. FACILITIES

250 w.; 1450 kc. Non-directional.
Operating schedule: 5:30 am-10:15 pm weekdays; 6:00 am-10:15 pm Sat and Sun. CST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. & Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS and KBS Radio Networks.

TIME RATES

Rates effective March 1, 1961.
Rates received March 13, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	32.45	18.29	12.98	8.49	4.00
13 times	29.20	17.52	11.88	5.84	3.75
26 times	25.96	15.57	10.38	5.19	3.50
52 times	22.71	13.62	9.08	4.54	3.25
100 times	19.47	11.68	7.78	3.89	3.00
150 times	16.22	9.96	6.49	3.25	2.75
300 times	12.98	7.78	5.19	2.59	2.50

SRDS publications give two sets of data in the advertisements . . . rates and other data in the listings. Both are . . . market and audience information essential.

WINONA

Montgomery County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WONA

1959



Media Code 4 225 9450 7.00
Southern Electronics Co., Inc., Telephone Bldg., Summit St., Winona, Miss. 38967. Phone 283-1570.

1. PERSONNEL

General Manager—Bob Evans.

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	467,600	St. Joseph	3,200
METRO AREAS.....		St. Louis	349,600
Columbia	4,500	Springfield	3,000
Joplin	1,100	Total Metros.....	500,400
Kansas City	139,000		

Map Explanation

Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data
Over 500	With Daily Media.
250-500	Without Daily Media.
100-250	
50-100	
20-50	
10-20	
5-10	
Under 5	

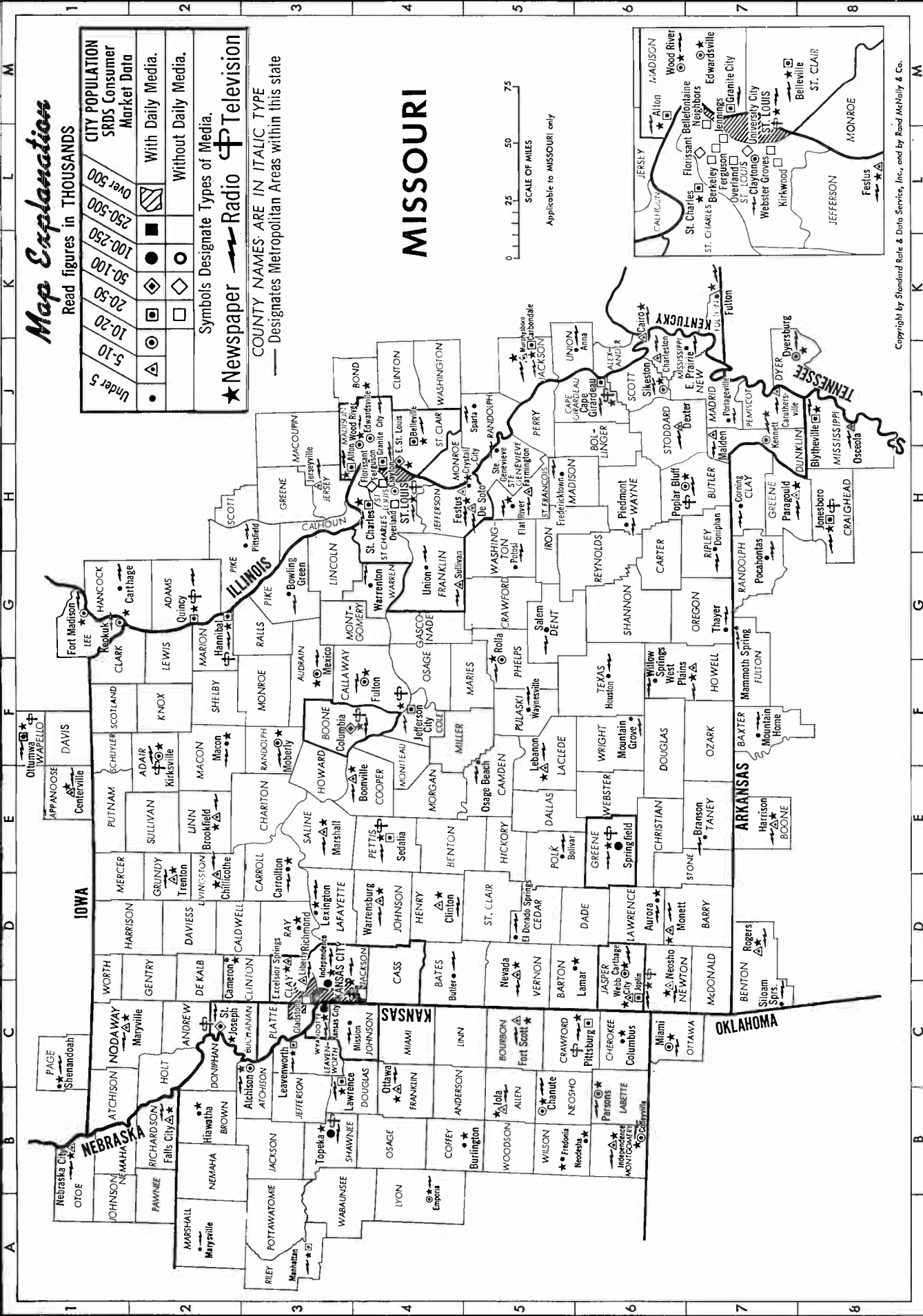
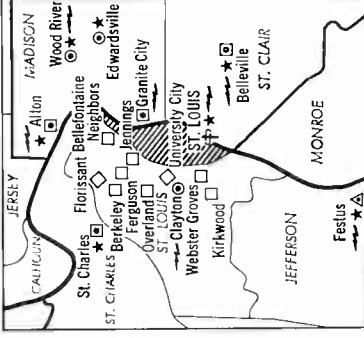
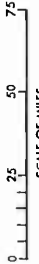
◆	With Daily Media.
◻	Without Daily Media.

Symbols Designate Types of Media.

★ Newspaper — Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

MISSOURI



Copyright by Standard Rate & Data Service, Inc. and by Rand McNally & Co.

MISSOURI

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Bellefontaine Neighbors—St. Louis	Cape Girardeau—Cape Girardeau	Ferguson—St. Louis	Hannibal—Marion	Jennings—St. Louis	Kirkwood—St. Louis	St. Charles—St. Charles	Sedalia—Pettis
Berkeley—St. Louis	Columbia—Boone	Florissant—St. Louis	Independence—Jackson	Joplin—Jasper	Overland—St. Louis	St. Joseph—Buchanan	Springfield—Greene
		Gladstone—Clay	Jefferson City—Cole	Kansas City—Jackson	Raytown—Jackson	St. Louis—St. Louis	University City—St. Louis
							Webster Groves—St. Louis

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—1968					Retail Sales—1968 By Selected Store Types					Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (000)	
			Per Household (\$)	% 3000 to 4999	% 5000 to 7999	% 8000 to 9999	% 10000 to 15000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- mobile (\$000)	Service Station (\$000)						
MISSOURI STATE TOTALS	4,645.5	1,497.79	13,004,151	8,682	18.4	23.8	16.1	17.4	12.3	8,454,000	5,644	1,539,045	308,226	1,323,816	406,754	365,207	1,517,160	684,059	2,026.73	321.6	1,505,211
ADAIR F-2	21.1	7.00	46,467	6,638	22.7	20.6	14.6	12.7	7.2	37,895	5,414	7,045	1,293	5,144	1,857	2,105	5,954	3,362	8.60	2.3	10,922
ANDREW C-2	11.3	3.74	25,505	6,820	25.3	19.2	13.1	12.0	6.2	15,784	4,220	2,242	281	411	158	158	3,684	2,142	4.60	2.7	14,902
ATCHISON B-1	7.4	2.46	21,899	8,902	21.2	16.8	13.0	16.8	12.0	20,607	8,377	2,402	499	916	326	614	2,389	2,404	4.38	2.1	26,699
AUDRAIN F-3	27.9	9.00	70,220	7,802	22.3	24.3	17.4	16.0	9.0	67,868	7,541	10,843	2,131	5,863	2,919	3,329	12,392	5,472	12.40	2.8	24,143
BARRY D-7	16.5	5.63	38,251	6,794	21.7	16.0	12.3	13.9	7.8	34,629	6,151	6,756	937	2,422	1,583	1,020	5,663	2,944	9.61	4.7	15,734
BARTON C-5	9.6	3.43	22,564	6,578	23.1	17.0	12.3	14.3	7.8	18,811	5,484	2,730	421	1,053	590	102	3,670	1,609	4.67	2.6	14,014
BATES D-4	14.4	5.18	35,585	6,870	21.8	17.4	13.6	15.4	8.2	24,008	4,635	4,129	553	1,569	797	1,321	3,452	2,370	7.55	3.3	20,502
BENTON E-4	8.9	3.24	16,337	5,042	27.0	17.5	11.0	9.0	3.7	14,925	4,606	2,205	311	661	148	58	2,422	1,455	4.65	2.3	9,591
BOLLINGER J-6	7.4	2.29	13,808	6,030	22.2	13.0	9.7	11.4	4.4	10,881	4,752	1,258	185	757	288	357	4,008	613	3.02	3.1	5,325
BOONE F-3	65.5	19.28	153,568	7,965	22.7	27.5	15.6	12.9	8.4	130,079	6,747	24,063	4,245	13,426	10,172	6,622	22,543	10,435	30.58	3.8	14,126
Columbia	53.0	14.84	128,808	8,680	22.7	27.5	15.6	12.9	8.4	112,622	7,589	20,723	3,845	12,097	9,693	6,291	20,550	7,902
Columbia Metro Area	65.5	19.28	153,568	7,965	22.7	27.5	15.6	12.9	8.4	130,079	6,747	24,063	4,245	13,426	10,172	6,622	22,543	10,435	30.58	3.8	14,126
BUCHANAN C-3	92.6	31.74	284,152	8,952	18.2	24.8	17.6	19.7	12.9	163,984	5,166	32,413	7,576	29,199	10,560	9,238	26,423	11,876	41.74	3.1	13,691
St. Joseph	82.7	28.23	255,783	9,061	144,509	5,119	28,701	7,170	25,746	9,992	8,426	24,305	8,536
St. Joseph Metro Area	92.6	31.74	284,152	8,952	18.2	24.8	17.6	19.7	12.9	163,984	5,166	32,413	7,576	29,199	10,560	9,238	26,423	11,876	41.74	3.1	13,691
BUTLER H-7	32.2	10.36	66,991	6,466	21.5	16.5	11.9	12.8	8.0	63,657	6,144	11,377	1,833	8,214	3,378	9,328	26,423	11,876	12.86	5.5	12,929
CALDWELL D-2	7.2	2.67	17,066	6,392	24.4	16.0	12.2	14.5	5.7	11,998	4,494	2,412	216	803	398	98	13,048	6,471	12.86	5.5	12,929
CALLAWAY F-3	24.6	6.76	51,911	7,679	24.1	22.9	16.5	15.1	7.1	36,593	5,413	4,920	1,113	2,388	1,337	901	1,646	4.50	1.9	13,275
CAMDEN E-5	10.9	3.77	18,474	4,900	27.4	18.1	9.9	7.0	5.1	17,064	4,526	3,518	176	539	235	310	4,638	6,029	9.80	3.6	14,232
CAPE GIRARDEAU J-6	47.3	14.78	110,764	7,494	22.5	25.7	14.8	12.8	8.1	107,965	7,305	15,783	3,187	11,504	6,176	7,713	17,699	6,604	20.92	3.7	14,255
Cape Girardeau	33.7	10.54	72,837	6,911	83,819	7,952	12,390	2,610	9,691	5,629	6,768	15,257	4,742
CARROLL E-3	12.4	4.34	32,624	7,517	21.4	17.8	13.4	15.7	10.5	25,375	5,847	4,774	503	1,337	717	717	4,038	2,897	6.12	2.8	25,820
CARTER G-6	3.2	1.07	5,821	5,440	11.8	14.1	9.9	12.9	5.0	3,242	3,030	506	82	889	40	96	570	2,897	1.50	1.7	1,082
CASS D-4	44.6	13.78	74,104	5,378	29.1	37.5	4.9	4.5	2.1	46,241	3,356	7,635	1,532	1,119	748	1,611	9,069	8,178	17.09	3.6	20,599
CEDAR D-5	7.6	2.81	19,556	6,959	21.5	15.5	11.3	14.1	8.9	18,349	6,530	2,860	397	392	915	582	3,926	1,701	4.66	2.3	6,950
CHARITON E-3	10.8	3.73	26,087	6,994	21.2	16.9	12.3	14.0	7.9	20,128	5,396	2,993	458	1,116	421	196	3,712	1,594	4.72	3.3	22,550
CHRISTIAN E-6	12.9	4.19	24,084	5,748	26.3	17.9	12.0	9.8	5.5	13,842	3,304	2,169	290	807	8	39	2,897	2,578	6.56	3.3	10,980
CLARK F-1	8.9	2.96	17,318	5,851	23.3	19.2	12.6	10.3	6.1	15,105	5,103	2,011	215	541	54	54	1,174	2,824	3.36	1.9	11,719
CLAY C-3	122.1	36.97	302,372	8,179	16.2	35.7	17.9	17.4	8.3	270,312	7,312	41,281	9,113	25,376	7,242	7,161	48,333	15,934	53.56	2.2	20,876
Gladstone	25.5	6.79	49,038	7,222	16,086	2,369	10,720	797	322	2,169
CLINTON D-3	11.8	4.11	27,155	6,607	22.5	21.1	15.4	14.6	7.2	21,029	5,117	2,844	797	762	275	4,180	6.59	1.6	22,181
COLE F-4	46.0	13.13	119,311	9,087	19.7	25.2	17.7	17.7	11.9	80,557	6,135	13,941	3,211	10,283	5,335	4,262	16,514	6,384	20.46	2.6	7,141
Jefferson City	38.4	11.31	87,862	7,769	71,860	6,354	13,435	3,208	9,669	5,329	3,741	14,459	4,251
COOPER E-4	14.6	4.77	38,888	8,153	21.9	20.3	16.0	16.9	10.5	26,278	5,509	3,943	1,033	2,083	901	1,076	2,412	2,412	6.39	2.7	18,529
CRAWFORD G-5	14.4	4.79	24,683	5,153	27.0	20.7	13.8	9.2	2.9	17,618	3,678	3,155	497	945	582	330	3,070	1,825	5.59	2.1	4,352
DADE D-6	5.8	2.06	12,660	6,146	22.1	13.0	9.6	12.5	6.0	8,917	4,329	1,015	196	338	210	84	1,060	675	3.25	2.4	9,439
DALLAS E-5	8.7	3.07	15,013	4,890	23.8	14.7	9.8	8.9	3.6	15,210	4,954	1,945	503	399	286	902	2,913	1,079	3.59	2.9	6,531
DAVIES D-2	7.9	2.87	18,572	6,471	22.3	15.1	10.6	12.9	8.4	13,108	4,567	2,033	363	559	185	214	3,212	1,913	3.84	2.6	15,008
DE KALB C-2	5.6	1.96	14,622	7,460	22.0	16.1	12.0	16.3	9.4	9,624	4,910	2,070	188	405	142	78	478	805	3.31	2.0	13,804
DENT G-5	10.6	3.60	18,908	5,252	24.6	17.6	11.6	9.4	3.7	18,328	5,091	3,661	627	1,816	807	989	1,762	1,936	4.74	2.1	4,212
DOUGLAS F-6	7.1	2.20	14,162	6,437	22.1	13.1	8.7	11.7	6.5	8,993	4,088	1,368	94	583	500	89	2,341	555	2.74	3.6	7,263
DUNKLIN H-7	34.5	10.53	70,627	6,707	20.9	15.4	11.5	13.1	8.6	55,067	5,230	9,879	1,200	2,098	3,777	2,214	12,772	6,075	12.79	6.8	39,330
FRANKLIN G-4	52.8	16.27	113,802	6,995	24.0	26.4	17.7	13.7	6.1	94,074	5,782	17,153	2,610	4,850	3,378	2,893	13,378	10,397	23.53	4.5	14,652
GASCONADE G-4	12.4	4.16	27,111	6,517	25.7	21.8	15.4	13.5	5.6	25,599	6,154	4,091	391	2,077	1,027	1,050	19,378	10,397	6.01	2.0	5,875
GENTRY C-2	6.4	2.37	18,721	7,899	19.2	15.9	11.8	18.8	11.7	18,269	7,708	2,458	419	396	679	539	3,930	1,524	4.27	2.0	14,286
GREENE E-6	144.8	48.16	359,199	7,458	23.3	25.3	16.8	14.4	8.7	290,920	6,041	42,891	18,870	43,035	17,152	13,377	62,218	22,582	72.38	5.6	16,727
Springfield	118.0	40.18	283,896	7,066	268,251	6,676	40,030	18,984	40,934	17,228	13					

State, County, City, Metro Area Data

MISSOURI

Estimates for:		Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars		Farm Population		Gross Farm Income	
STATE	City	Population 1/1/69	Households 1/1/69	Per Household (\$)	% Distribution of Families	Total Retail Sales	By Selected Store Types					Auto-motive	Service Station	1/1/69	1/1/69	1968						
County	Metropolitan Area	(000)	(000)	(000)	16 to 4999	(000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mde. (\$000)	Apparel (\$000)	Home Firm. (\$000)	(\$000)	(\$000)	(000)	(000)	(\$000)					
MERCER D-1	4.8	1.70	10,342	6,084	23.1	16.2	12.0	13.0	5.9	8,480	4,988	1,242	221	8	170	13	1,844	679	1.96	1.7	9,162	
MILLER F-4	14.4	4.65	29,070	6,252	24.1	19.5	15.0	11.3	5.6	31,717	6,821	4,908	590	2,656	693	1,362	5,953	3,077	6.57	2.9	8,151	
MISSISSIPPI J-6	18.1	5.10	34,199	6,706	20.9	15.5	11.5	13.6	9.5	29,124	5,711	4,566	607	2,150	938	1,026	5,003	2,957	6.17	3.3	25,234	
MONTEAU F-4	10.7	3.62	21,590	5,964	24.9	19.3	13.0	11.6	5.8	20,645	5,703	3,523	338	939	499	756	4,873	1,330	4.79	2.1	9,556	
MONROE F-3	10.9	3.73	22,213	5,955	24.4	18.9	12.2	10.9	6.3	14,880	3,989	2,666	546	511	794	819	1,690	1,374	4.68	2.6	17,793	
MONTGOMERY G-3	11.3	3.89	23,605	6,068	26.1	19.4	13.0	11.4	5.9	21,567	5,544	3,642	37	1,121	438	1,268	2,804	2,793	5.50	2.1	12,544	
MORGAN E-4	8.7	3.04	19,395	6,380	24.2	17.9	12.0	11.1	7.4	17,688	5,818	4,314	37	675	305	513	1,845	1,898	4.67	2.1	7,285	
NEW MADRID J-7	25.8	6.91	45,268	6,551	19.4	13.0	9.8	12.4	8.1	28,301	4,096	5,050	755	1,497	1,377	1,221	3,468	3,157	7.67	5.9	45,700	
NEWTON D-6	31.8	10.29	70,744	6,875	24.6	21.3	14.9	13.3	7.3	53,442	5,194	10,104	752	2,104	1,752	1,843	14,055	5,682	11.99	4.7	10,169	
NODAWAY C-1	20.8	6.48	45,922	7,087	24.5	18.1	13.2	13.5	8.2	38,681	5,969	5,089	1,660	1,660	1,343	1,343	6,319	4,277	9.56	4.4	29,582	
OREGON G-7	8.0	2.67	16,578	6,209	21.1	14.0	10.2	11.7	6.3	12,327	4,617	1,940	33	1,338	557	613	2,508	1,972	3.14	2.6	6,256	
OSAGE F-4	11.1	3.19	20,663	6,477	26.0	21.1	14.8	13.2	5.1	15,439	4,840	2,829	176	250	91	1,489	4,010	1,407	4.08	3.0	11,538	
OSARK F-7	5.9	1.90	9,917	5,219	20.3	11.6	10.0	6.0	2.0	7,669	4,036	1,271	105	1,238	106	124	1,123	1,138	2.61	2.6	5,157	
PEMISCOT J-7	32.1	8.97	62,702	6,990	19.5	13.3	9.7	11.9	10.3	31,416	3,502	6,768	1,007	1,551	1,695	1,213	5,552	3,038	8.61	8.4	44,692	
PERRY J-5	15.2	4.44	27,596	6,215	28.7	20.0	13.1	10.3	5.2	26,163	5,893	2,620	463	5,506	199	995	2,976	3,117	6.12	3.1	11,285	
PETTIS E-4	38.5	13.15	89,600	6,814	24.8	23.3	15.7	13.0	7.0	67,056	5,099	11,597	1,631	6,754	3,780	1,899	13,678	7,205	15.12	3.3	20,120	
Sedalia	29.5	10.33	62,239	6,025	61,184	5,923	11,155	1,619	6,534	3,778	1,842	12,956	5,887	
PHELPS F-5	28.6	8.64	59,485	6,885	25.0	23.9	15.6	12.7	6.9	48,651	5,631	8,142	1,689	2,838	2,643	4,627	8,893	4,452	11.48	2.8	6,398	
PIKE G-3	16.9	5.75	37,701	6,557	24.0	19.8	14.4	13.6	8.1	40,667	7,073	7,242	1,414	2,077	1,511	1,130	5,894	3,843	7.28	2.6	21,623	
PLATTE C-3	30.9	9.25	68,979	7,457	19.4	30.5	18.1	14.7	7.9	26,187	2,831	6,726	486	781	4	451	4,820	5,175	13.79	2.1	13,894	
POLK E-5	12.1	4.21	24,827	5,897	22.0	15.5	11.1	12.1	5.3	24,682	5,863	2,493	511	1,447	650	932	7,260	1,831	7.16	3.5	14,511	
PULASKI F-5†	25.1	9.36	157,061	16,780	23.8	29.3	13.9	17.3	8.5	39,348	4,204	7,771	937	1,604	814	1,589	8,775	5,907	11.87	1.7	3,879	
PUTNAM E-1	5.2	1.90	11,758	6,188	22.0	14.2	10.2	13.4	6.2	10,199	5,368	1,836	227	1,533	199	409	1,359	614	2.78	2.1	7,956	
RALLS G-3	7.2	2.37	17,734	7,483	23.8	19.6	15.0	16.0	7.2	13,840	5,840	2,671	394	9	977	633	1,068	1,726	2.71	2.1	11,262	
RANDOLPH F-3	21.4	7.76	56,786	7,318	20.5	19.8	15.0	15.9	10.2	42,472	5,473	8,204	957	4,841	2,007	2,888	8,336	3,931	10.81	2.1	10,196	
RAY D-3	16.4	5.58	39,821	7,136	22.8	21.2	16.3	15.4	7.8	23,348	4,184	4,232	838	1,318	508	431	3,342	2,273	6.70	2.8	19,328	
REYNOLDS G-6	4.8	1.47	9,049	6,156	21.5	21.1	6.2	9.8	1.3	6,391	4,348	1,363	43	811	24	39	1,319	837	2.27	1.7	1,940	
RIPLEY H-7	8.8	2.90	12,545	4,326	20.0	13.0	10.1	14.2	2.6	9,484	3,270	1,525	337	370	450	850	1,652	739	3.10	2.3	3,822	
St. Charles H-4	80.5	22.60	147,342	6,520	25.8	35.9	18.6	8.7	2.3	122,007	5,399	26,510	4,089	11,294	3,491	5,745	22,309	11,622	36.96	3.1	15,486	
St. Charles	36.3	10.89	68,368	6,278	76,917	7,063	17,585	3,215	6,634	3,282	3,374	16,715	5,511	
St. Clair D-5	7.1	2.66	14,191	5,335	21.6	12.2	11.6	9.2	4.3	10,980	4,128	2,407	173	259	6	231	2,170	1,193	3.44	2.4	8,790	
St. Francois H-5	38.1	11.69	82,683	7,073	26.4	23.6	16.7	14.8	7.1	55,259	4,727	14,657	1,631	2,815	3,321	2,794	13,706	5,101	16.28	2.0	5,193	
St. Louis H-4†	1,613.5	517.26	5,392,067	10,424	13.5	24.1	17.8	21.5	18.2	2,943,500	5,691	593,506	112,734	662,746	139,638	146,472	512,951	208,726	652.63	3.2	12,196	
Bellefontaine	24.3	7.04	52,115	7,403	17,559	2,494	1,204	
Neighbors	28.0	7.16	61,307	8,562	16,927	2,364	364	
Berkeley	22.7	6.17	83,188	13,483	28,211	4,572	9,353	1,788	2,585	330	623	5,856	2,290	
Ferguson	67.8	17.00	125,126	7,360	72,702	4,277	19,685	6,078	6,304	1,876	787	18,164	6,114	
Florissant	21.9	6.70	76,014	11,345	88,178	13,161	11,101	2,733	50,392	5,225	1,043	2,509	2,424	
Jennings	38.1	10.93	138,470	12,669	62,271	5,697	16,144	4,167	1,537	1,809	1,215	20,848	5,668	
Kirkwood	30.0	8.38	79,125	9,442	45,584	5,440	9,848	1,911	7,749	2,498	1,636	8,090	3,017	
Overland	69.2	23.66	2,407,405	10,185	1,227,237	5,192	219,246	41,778	288,882	69,102	76,158	203,239	67,444	
St. Louis	2,380.5	745.79	7,321,214	9,817	14.7	25.2	18.1	20.7	15.9	4,017,708	5,387	845,540	150,171	764,566	189,861	199,441	735,670	301,994	965.31
University City	57.0	18.66	283,901	15,214	54,246	2,907	19,375	3,803	2,638	1,530	1,903	979	5,421	
Webster Groves	30.7	9.01	162,237	18,006	40,682	4,515	17,586	4,256	1,430	824	1,352	4,624	2,371	
STE. GENEVIEVE H-5...	12.9	3.56	25,821	7,253	27.2	24.1	15.7	13.8	7.4	16,617	4,668	3,748	250	1,136	231	492	3,686	1,666	4.65	1.6	6,432	
SALINE E-3	23.5	7.66	62,071	8,103	22.4	20.1	15.6	16.7	9.8	49,567	6,471	9,674	2,121	10,028	2,073	1,210	9,361	3,667	10.92	3.1	31,024	
SCHUYLER F-1	4.2	1.56	8,321	5,547	21.9	14.4	10.8	11.7	5.7	7,494	4,996	754	225	7	6	1,090	2,67	2.67	1.2	6,157	
SCOTLAND F-1	5.6	1.98	13,794	6,967	22.7	16.9	11.4	13.2	10.8	11,476	5,796	1,823	332	866	247	683	1,988	1,779	2.66	1.6	10,083	
SCOTT J-6	34.0	10.18	72,543	7,126	22.4	20.8	15.5	13.5	8.1	49,124	4,826	10,105	1,377	2,996	2,618	2,469	7,856	4,279	14.28	2.8	19,698	
SHANNON G-6	6.6	2.08	10,124	4,867	27.7	14.9	12.2	5.9	0.4	5,762	2,770	885	147	1,145	163	175	1,559	484	2.04	2.0	3,693	
SHELBY F-2	8.4	2.99	20,045	6,704	25.3	18.0	12.6	12.7	7.3	12,701	4,248	2,497	306	952	197	149	1,599	1,492	4.57	1.9	16,804	
STODDARD J-6																						

MISSOURI

Bolivar—K B L R—Continued

2. REPRESENTATIVES
 Magic Circle Time Sales.

3. FACILITIES
 250 w. days; 1130 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15% on time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3c, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 20b, 21b, 21c, 23a, 24a, 24b, 24c, 25a,
 28c, 30, 33a.
 Contracts: 41, 44a, 44b, 46, 47a, 49.
 Comb.: Cont. Discounts: 60d, 61b.
 Cancellation: 70a, 70c, 71b, 73b.
 Prod. Services: 80, 81, 82.
 Member: Magic Circle Network

TIME RATES
 Rec'd 8/24/69.

6. SPOT ANNOUNCEMENTS
 PER YR. ROS: 1x 52x 260x
 1 min 3.00 2.75 2.50
 PER DAY, ROS: 1 min 30 sec 10 sec
 10 ti. 2.50 2.00 1.25

BOONVILLE

Cooper County—Map Location E-4
 See SRDS consumer market map and data at beginning of the State.

KWRT

1953



Media Code 4 226 0255 7.00
 William R. Tedrick, KWRT Bldg., Radio Hill Rd.,
 Boonville, Mo. 65233. Tuxedo 2-6505.
 Other Studios: Fayette, Mo. Phone 649-2110.
STATION'S PROGRAMMING DESCRIPTION
 KWRT: Programmed for general interest.
 FARM: 6-8 am market reports, weather, county agent
 reports, university extension reports, farm news, in-
 terviews, world, state and local news, sports. 8-10 am
 middle-of-the-road music and news on hour. 10-11
 am local news, discussions, interviews and audience
 participation. 11 am-noon news, weather, farm fea-
 tures, sports, markets, music. 1-3:30 pm news on
 hour, middle-of-the-road music, light classics and
 show music. 3:30-4 pm current hit music. 4-5 pm
 top hit tunes. 5 pm sign-off, news, weather, sports,
 general popular music. Rec'd 8/7/67.

1. PERSONNEL
 Owner & Gen'l Mgr.—William R. Tedrick.

3. FACILITIES
 1,000 w. days; 1370 kc. Non-directional.
 Operating schedule: 6:45 am-local sunset daily and
 Sun. CST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3b, 4a, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 45, 46.
 Comb.: Cont. Discounts: 60b, 61a.
 Cancellation: 71a, 73a.

TIME RATES
 Rates effective June 1, 1953. (Card No. N-1.)
 Card received August 31, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

hr.	1/2 hr.	1/4 hr.	1 min.	5 min.	or less
1 time.....	50.00	32.00	18.00	9.00	6.00
26 times.....	47.50	30.00	17.00	8.50	5.85
52 times.....	45.00	28.00	16.00	8.00	5.70
104 times.....	42.50	26.00	15.00	7.50	5.40
156 times.....	40.00	24.00	14.00	7.00	5.10
208 times.....	37.50	22.00	13.00	6.50	4.80
312 times.....	35.00	20.00	12.00	6.00	4.50

7. PACKAGE PLANS
 SATURATION SPOTS
 10 or more used in one day, 25% discount.

BOWLING GREEN

Pike County—Map Location G-3
 See SRDS consumer market map and data at beginning of the State.

KPCR

1966



Media Code 4 226 0340 7.00
 Pike County Broadcasting Co., Box 1, U. S. Hwy 54
 at County Rt. AA, Bowling Green, Mo. 63334.
 Phone 324-2283.

STATION'S PROGRAMMING DESCRIPTION
 KPCR: Programmed for general interest.
 Country and western music and agricultural pro-
 gramming featured. 4 air personalities using informal
 approach. Heavy emphasis on local public affairs,
 MUSIC 75%. NEWS: national, local and regional
 20%. FARM: interviews and reports 5%. Country
 and western music sign-on-10 am. Middle-of-the-
 road and c and w 10 am-2 pm. Middle-of-the-road
 2-5 pm. C and w 6 sign-off. Farm market report
 15 min after sign-on & 12:15 pm. Opening markets
 (farm and Wall Street) 9:30 am, closing markets
 4:30 pm. Community bulletin board 4 times per
 day, 2 in am, 2 in pm. Vital statistics 9:15 am &
 3:15 pm. Farm interviews M-Sat 12:30 pm. Rec'd
 7/12/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—J. Paul Salois.
 Station Manager—Betty A. Salois.

3. FACILITIES
 1,000 w. (250 critical hours); 1530 kc. Non-direc-
 tional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b, 1b.
 Basic Rates: 20a, 21a, 21c, 22b, 25a, 26, 28b, 28c,
 30, 33a.
 Contracts: 40a, 41, 45, 46, 47e, 48, 49, 51b.

Comb.: Cont. Discounts: 60b, 60i, 62d.
 Cancellation: 70c, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Rec'd 5/22/67.

6. SPOT ANNOUNCEMENTS
 PER WK: 1 min 30 sec 20 sec
 1-5 ti. 4.50 3.00 2.50
 6-12 ti. 4.25 2.75 2.25
 Specified time—add .25 per spot.

7. PACKAGE PLANS
 PER MO: 1 min 30 sec
 50 + 3.50 2.00
 100 + 3.00 1.75

8. PROGRAM TIME RATES
 (1 a week minimum)
 1 hr. 50 1/4 hr. 15
 1/2 hr. 27 5 min. 6

10. SPECIAL FEATURES
 WEBCASTS
 6 per wk minimum 6
 WEATHER
 6 per wk minimum 5

BRANSON

Taney County—Map Location E-7
 See SRDS consumer market map and data at beginning of the State.

KBHM

1956

Media Code 4 226 0426 6.00
 Shepherd of the Hills Broadcasting Co., 111 W.
 Pacific, Branson, Mo. 65616. Phone 334-3133. TWX
 155.

1. PERSONNEL
 Station Manager—Orville Barton.
 Sales Manager—Terry Clear.

2. REPRESENTATIVES
 Regional—M. Richard Bradley.
 Magic Circle Time Sales.

3. FACILITIES
 1,000 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 4a, 4d, 5, 6a, 7b, 8.
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 28b.
 Contracts: 40a, 48.
 Comb.: Cont. Discounts: 60a, 60c, 60k, 61a.
 Cancellation: 73a.
 Member: Magic Circle Network.

TIME RATES
 Rates effective
 Rates received August 14, 1963.

7. PACKAGE PLANS
 1 MINUTE
 (ROS)
 52 ti. 3.00 260 ti. 2.25
 10 ti. 2.50

PER DAY: 1 min 30 sec 20 sec 10 sec
 10 ti. 2.00 1.50 1.25 1.00

8. PROGRAM TIME RATE
 1/2 hr 1/4 hr 10 min 5 min
 1 ti. 30.00 12.00 9.00 6.00
 13 ti. 17.50 10.00 7.50 5.25
 52 ti. 15.00 8.00 6.25 4.50
 104 ti. 12.70 6.85 5.05 3.45
 156 ti. 11.55 6.15 5.00 3.10
 208 ti. 10.35 5.75 4.35 2.90
 260 ti. 9.45 5.55 4.15 2.75
 312 ti. 8.65 5.00 3.85 2.60
 364 ti. 8.05 5.25 3.85 2.45

BROOKFIELD

Linn County—Map Location E-2
 See SRDS consumer market map and data at beginning of the State.

KGHM

1955

Media Code 4 226 0510 5.00
 Green Hills Broadcasting Co., 308 N. Main, Brook-
 field, Mo. 64828. Clearwater 8-4477.

1. PERSONNEL
 Manager—Calvin Miller.
 Chief Engineer—Bill Stegner.
 News Director—Erwin Chenoweth.

3. FACILITIES
 500 w. days; 1470 kc. Directional.
 Operating schedule: 6:00 a.m. to local sunset week-
 days; 8:00 a.m. to local sunset Sunday. CST.

4. AGENCY COMMISSION
 15/0; rendered 1st; payable 25th.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2a, 3a, 4a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 25a, 26, 28b.
 Contracts: 40a, 42b, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b.
 Cancellation: 71b, 73a.
 Multiple products by same corporation may not com-
 bine for monthly rate discounts. Each product takes
 own rate for amount of spots and/or programs used
 during each period.
 Member: Magic Circle Network

TIME RATES
 Rates effective March 1, 1958. (Card No. N-2.)
 Card received January 30, 1958.

6. SPOT ANNOUNCEMENTS
 (1-minute or less)

Per month:	Each	Each	Each
1-4 times.....	8.00	20-49 times.....	5.00
5-9 times.....	5.70	50-99 times.....	4.50
10-19 times.....	5.40	100 or more times.....	4.00

7. PACKAGE PLANS
 10-seconds transcribed or 20 words live.

Each	50 spots in a 5-day period	100 spots in a 12-day period	500 spots in a calendar month
.....	125.00	187.50	800.00

8. PROGRAM TIME RATES
 Per month: 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

1-3 times.....	50.00	32.00	18.00	14.00	9.00
4-7 times.....	40.00	26.00	16.00	12.25	8.50
8-11 times.....	37.50	24.00	15.00	12.50	8.00
12-15 times.....	35.00	22.00	14.00	11.75	7.50
16-19 times.....	32.50	20.00	13.00	11.00	7.00
20-23 times.....	30.00	18.00	12.00	10.25	6.50
24-27 times.....	27.50	16.00	11.00	9.50	6.00
28 or more ti.	25.00	14.00	10.00	8.75	5.50

BUTLER

Bates County—Map Location D-4
 See SRDS consumer market map and data at begin-
 ning of the State.

KMAM

1962

Subscriber to the NAB Radio Code
 Media Code 4 226 0595 6.00
 B. D. Thornton, E. E. Summers & Woodrow Behan-
 non, dba Bates County Broadcasting Co., Box 191,
 E. Nursery, Butler, Mo. 64730. Phone 818-879-
 4191.

STATION'S PROGRAMMING DESCRIPTION
 KMAM: Adult programming.
 Farm 7 am through 30 min news block 7-7:30 am.
 Drive time 7-8 am includes news block, middle-of-
 the-road music. Entertainment 8 am-noon features
 sports, area and local news, middle-of-the-road music,
 30 min telephone talk time. News and farm noon-
 12:30 pm. Entertainment 12:30-4:30 pm includes
 1 hour middle-of-the-road, 1 hour gospel, and 2 hours
 country music. News block 4:30-5 pm. Entertain-
 ment 5-8 pm offers 30 min original songs and stars
 of 20's and 30's, followed by standard and light clas-
 sic music to sign-off. Contact Representative for fur-
 ther details. Rec'd 8/2/67.

1. PERSONNEL
 General Manager—B. D. "Bill" Thornton,
 Program Director—J. D. Thornton.

2. REPRESENTATIVES
 Hal Walton & Company, Inc.

3. FACILITIES
 500 w. days; 1530 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regula-
 General: 1b, 3a, 3b, 3c, 4b, 4d, 5, 6a, 8.
 Rate Protection: 10g, 11g, 14g.
 Basic Rates: 22b, 24a, 25a, 26, 28b.
 Contracts: 41, 48, 47a, 49, 51b.
 Comb.: Cont. Discounts: 60a, 62d.
 Cancellation: 72, 73a, 73b.
 Member: Magic Circle Network.

TIME RATES
 Rec'd 8/12/68.

6. SPOT ANNOUNCEMENTS 1x 52x 156x 365x
 1 min 3.00 2.80 2.75 2.50
 30 sec 2.50 2.40 2.20 2.00
 20 sec 2.25 2.00 1.90 1.75
 10 sec 2.00 1.75 1.65 1.50

7. PACKAGE PLANS
 All spots, 10 per day (minimum 100)—365x rate.

8. PROGRAM TIME RATES 1x 52x 156x 365x
 4-1/2 min 8.00 7.00 6.50 5.00

CAPE GIRARDEAU (3 AM; 2 FM)

Cape Girardeau County—Map Location J-6
 See SRDS consumer market map and data at begin-
 ning of the State.

KFVS

1925

Subscriber to the NAB Radio Code
 Media Code 4 226 0680 6.00
 Hirsch Broadcasting Co., KFVS Radio-Television
 Bldg., 324 Broadway, Cape Girardeau, Mo. 63701.
 Edgewater 5-5511.

1. PERSONNEL
 President—Oscar C. Hirsch.

2. REPRESENTATIVES
 New York, Chicago, Los Angeles—Meeker Radio, Inc.
 South & Southeast—C. K. Heaver & Associates, Inc.
 Missouri, Kansas, Nebraska—Eugene F. Gray Co.

3. FACILITIES
 5,000 w. days; 500 w. nights; 980 kc.
 Directional—night only.
 Operating schedule: 6:30 am-midnight weekdays; 6:30
 am-midnight Sun. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a,
 29a, 30, 31, 33b.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,
 49, 50, 51a.
 Comb.: Cont. Discounts: 60a, 60e, 60i, 62b.
 Cancellation: 70b, 70d, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES
 Rec'd 2/3/67.

6. SPOT ANNOUNCEMENTS
 1x 26x 52x 104x 156x 312x
 100 wds. 8.50 8.00 7.75 7.50 7.25 7.00

8. PROGRAM TIME RATES
 1 hr. 80.00 75.00 70.00 64.00 62.00 58.00
 1/2 hr. 50.00 47.50 45.00 40.00 39.00 35.00
 1/4 hr. 35.00 34.00 33.00 30.00 27.50 25.00
 10 min. 31.00 30.00 29.00 28.00 23.50 21.00
 5 min. 17.50 17.25 17.00 15.00 14.00 12.50

KGMO

1952

Subscriber to the NAB Radio Code
 Media Code 4 226 0765 6.00
 KGMO Radio-Television, Inc., South Kingshighway,
 Cape Girardeau, Mo. 63701. Phone 314-335-8228.

1. PERSONNEL
 President—William M. Bryan.
 General Manager—Kenneth H. Lipps.
 News Director—Bill Royce.

2. REPRESENTATIVES
 Grant Webb & Company,
 Southeast—R. S. Crane Company, Inc.

3. FACILITIES
 5,000 w. days; 1530 kc. Directional.
 Operating schedule: 6 am-local sunset. CST.
 Partial simulcast operation. Simulcast during Mutual
 News on 1st hour and Local News at 7 am, noon &
 5 pm. For non-simulcast facilities see KGMO-FM.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 27,
 28c, 29a, 30c.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.

Comb.: Cont. Discounts: 60h, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Services: 80, 81, 82.
 Affiliated with MBS

TIME RATES
 Rates effective April 1, 196a.
 Rates received April 5, 1963.

6. SPOT ANNOUNCEMENTS
 1 MINUTE
 1 ti. 6.00 156 ti. 6.00
 26 ti. 5.25 7.00 280 ti. 5.75
 52 ti. 4.50 8.50 312 ti. 5.50
 104 ti. 3.25
 30 seconds—80% of applicable 1-minute rate.
 10 seconds—50% of applicable 1-minute rate.

KGMO-FM

1969

Media Code 4 226 0766 3.00
 KGMO Radio-Television, Inc., South Kingshighway,
 Cape Girardeau, Mo. 63701. Phone 314-335-8228.

1. PERSONNEL
 President—William M. Bryan.
 General Manager—Kenneth H. Lipps.
 News Director—Bill Royce.

2. REPRESENTATIVES
 Grant Webb & Company,
 Southeast—R. S. Crane Company, Inc.

3. FACILITIES
 ERP 3,500 w.; 100.7 mc.
 Operating schedule: 6-1:30 am. CST.
 Antenna ht.: 690 ft. above average terrain.
 Partial simulcast operation. Operated separately ex-
 cept for Mutual News on the hour and Local News
 at 7 am, noon & 5 pm. For simulcast facilities see
 KGMO.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 See KGMO listing for coded regulations.

TIME RATES
 Rates are identical to KGMO. See that listing.

KZYM

1966

KZYM-FM

1969

Modern Country Music

Media Code 4 226 0850 5.00
 Missouri-Illinois Broadcasting Co., 1025 Broadway,
 Cape Girardeau, Mo. 63701. Phone 314-335-8291.

1. PERSONNEL
 President—Jerome B. Zimmer.
 Station Manager—L. D. Spieldel.

3. FACILITIES
 250 w. days; 1220 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
 FM-ERP 5,000 w.; 102.9 mc.
 Operating schedule: 6 am-10:30 pm. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with KBS.

TIME RATES
 Rec'd 12/22/68.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 1 min 30 sec 1 min 30 sec
 1 x 6.00 4.80 3.60 x 4.25 3.40
 26 x 5.25 4.25 3.00 x 3.75 3.00
 52 x 4.50 3.50 2.50 x 3.50 2.80
 104 x 3.75 2.80 500 x 3.25 2.60

8. PROGRAM TIME RATES
 1x 26x 52x 104x 156x 260x
 5 min. 13.00 10.50 9.75 8.75 7.75 6.50

CARROLLTON

Carroll County—Map Location E-3
 See SRDS consumer market map and data at begin-
 ning of the State.

KAOL

CARTHAGE

Jasper County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KDMO

1947



Subscriber to the NAB Radio Code
Media Code 4 226 1020 4.00
Carthage Broadcasting Co., The Radio House, Box 426, Carthage, Mo. 64836. Phones 417-358-2848, 4881.

STATION'S PROGRAMMING DESCRIPTION

KDMO: Programmed for general interest.
FARM: 5-7 am 1 man interviews, market reports, county agent reports, 7-9 am for city and rural audience. Daily editorial, Homemaker programs 9 am-noon, 9:30-10:30 am telephone format with air personality using local lines. Noon-1 pm for city and rural audience, 3:30-6 pm drive time. MUSIC: midday of the road featuring general popular music, standards, showtunes and modern serious music. NEWS: 6 min on hour, national, international, local, and five 15 min major newscasts a day, greater portion comprised of local, area and community news. News director with staff reporters, 2 mobile units. SPORTS: major league and local baseball, college and local football and basketball. Rec'd 7/20/67.

1. PERSONNEL
Owners & Managers—George & Ruth Kolpin.
2. REPRESENTATIVES
Call station collect.
3. FACILITIES
250 w. days, 1400 kc. Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.
4. AGENCY COMMISSION
15% net to recognized agencies on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23b, 24c, 25a, 26, 28a, 29a, 31.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61c, 62a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KDS.

TIME RATES

ET 6/1/66—Rec'd 6/3/66.
6. SPOT ANNOUNCEMENTS
PER WK: 1 11 6 11 11 16 11 21 11
1 min 8.00 5.70 5.40 5.10 4.80
10 seconds—60% of 1-minute rate.

PARTICIPATING PROGRAMS

KDMO Switchboard—Mon thru Fri 9:15-10:30 am 20% of rate.
Farm & City Time—Mon thru Sat 6-9 am & noon-1 pm add 20% of rate.
10. SPECIAL FEATURES
Drive Time Road Reports—20% of rate.

CARUTHERSVILLE

Pemiscot County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

KCRV

1950

Media Code 4 226 1105 3.00
Pemiscot Broadcasters, 142 W. Third, Caruthersville, Mo. 63850, Phone 314-333-1370.

1. PERSONNEL
General Manager—Cleatus Standall.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Southwest—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6b, 7a, 8.
Basic Rates: 22a, 22b, 23a, 24b, 8.
Contracts: 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 ET 6/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 156x 260x 312x 500x 1000x
1 min 2.10 2.00 1.00 1.85 1.80 1.75 1.60 1.50
30 sec 1.40 1.30 1.25 1.20 1.20 1.10 1.00

6. PROGRAM TIME RATES

1 hr 35.60 32.00 32.10 29.10 27.60 26.10
1/2 hr 21.90 20.10 18.90 17.05 16.10 15.00
1/4 hr 14.90 12.05 12.20 0.85 8.00 8.00
5 min 6.50 6.00 5.50 4.50 4.25 4.00

CHARLESTON

Mississippi County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

KCHR

1953

Media Code 4 226 1190 5.00
South Missouri Broadcasting Co., Inc., South Main St., Charleston, Mo. 63834.

1. PERSONNEL
General Manager—Kermit Barker.
Program Manager—James L. Byrd, III.
2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Contracts: 45.
Affiliated with KBS Radio Network.
Discounts in case of cancellation allowed only as earned.

TIME RATES

Rates effective September 1, 1953. (Card No. 2.)
Rates received September 25, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	33.75	22.50	15.00	7.50	4.50
13 times	28.87	20.25	13.50	6.75	4.13
26 times	27.00	18.00	12.00	6.00	3.75
52 times	25.13	15.75	10.50	5.25	3.37
104 times	20.25	13.50	9.00	4.50	3.00
156 times	18.75	12.38	8.25	4.13	2.53
311 or more	16.88	11.25	7.50	3.75	2.25

(*) Announcements—100 words or less.

CHILLICOTHE

Livingston County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KCHI

1950

Media Code 4 226 1275 4.00
Cecil W. Roberts and Jane Roberts, Inc., Chillicothe, Mo. 64601.

1. PERSONNEL
Station Manager—Howard C. Rion.
Commercial Manager—Vernon Gastineau.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
250 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 28, 28b, 20a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 71a, 72a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates eff. November 15, 1961. (Card No. N-L-1.)
Card received November 20, 1961.

6. SPOT ANNOUNCEMENTS

(6 months or more)

Per wk:	Per min.	Per mo.	Per wk:	Per min.	Per mo.
1 time	5.00	21.60	8 times	29.20	126.70
2 times	9.60	41.80	9 times	32.50	141.00
3 times	13.40	58.20	10 times	34.80	151.20
4 times	16.30	70.70	11 times	37.40	162.30
5 times	19.50	84.60	12 times	40.00	173.50
6 times	23.00	99.70	13 times	42.70	185.00
7 times	26.00	112.80	14 times	45.30	196.50
15 times	47.80	207.00	21 times	61.30	268.50
18 times	53.60	232.50	24 times	69.60	302.00

(Less than 6 months)

1 time	6.70	29.20	10 times	45.10	195.50
2 times	12.40	53.80	11 times	48.40	210.00
3 times	17.20	74.60	12 times	51.60	224.00
4 times	21.00	91.50	13 times	54.70	237.00
5 times	26.30	114.20	14 times	57.50	249.20
6 times	30.40	130.20	15 times	60.30	262.00
7 times	34.30	148.30	18 times	70.60	306.10
8 times	37.50	162.80	21 times	80.30	348.00
9 times	41.30	179.20	24 times	89.80	389.00

7. PACKAGE PLANS

SALES PRODUCING PACKAGE

Within 1 day:
5 announcements... 21.80 10 announcements... 38.20
7 announcements... 28.80 15 announcements... 50.20
30 seconds—75% of 1-minute rate.
15 seconds—60% of 1-minute rate.

8. PROGRAM TIME RATES

(6 months or more)

Per week:	Per wk.	Per mo.	Per wk.	Per mo.	Per wk.	Per mo.
1 time	11.20	48.60	15.90	69.00	30.00	130.50
2 times	15.60	67.80	25.50	114.90	53.60	232.50
3 times	20.40	89.50	36.90	160.00	72.20	312.80
4 times	25.50	114.00	45.90	199.20	87.50	379.00
5 times	30.50	132.20	55.10	239.00	99.80	432.50
6 times	34.40	149.60	64.00	277.00	109.10	473.20
7 times	38.20	165.00	73.60	319.00	119.20	517.00

(Less than 6 months)

1 time	13.60	59.10	23.90	103.80	41.80	181.80
2 times	22.00	95.40	39.90	173.10	75.70	328.50
3 times	27.70	119.40	47.80	205.20	94.00	407.50
4 times	32.90	142.50	59.60	259.00	117.80	511.90
5 times	35.80	155.20	70.10	303.90	131.60	572.40
6 times	39.90	171.50	77.40	335.20	151.80	658.50
7 times	43.50	186.20	87.60	379.80	162.00	703.00

CLAYTON

St. Louis County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See St. Louis

(including Clayton, Mo.; Granite City, Ill.)

CLINTON

Henry County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KDKD

1951

Media Code 4 226 1360 4.00
Osage Broadcasting Co., Inc., Box 113, Highway 13, N. Clinton, Mo. 64735. Phone 816-885-4801.

1. PERSONNEL
General Manager—William R. Tedrick.
Station Manager—Hyle Leman.
2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise—local sunset. CST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Cancellation: 70a, 70c, 73a.

TIME RATES

Rates effective April 1, 1951. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	50.00	32.00	18.00	9.00	6.00
26 times	47.50	30.00	17.00	8.50	5.85
52 times	45.00	28.00	16.00	8.00	5.70
104 times	42.50	26.00	15.00	7.50	5.40
156 times	40.00	24.00	14.00	7.00	5.10
260 times	37.50	22.00	13.00	6.50	4.80
312 times	35.00	20.00	12.00	6.00	4.50

(*) One minute or less.

7. PACKAGE PLANS

SATURATION PACKAGE
10 or more spots used in one day, discount—25%

COLUMBIA (2 AM; 1 FM)

Boone County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KFRU

1925

American Information Network

Subscriber to the NAB Radio Code
Media Code 4 226 1445 3.00
KFRU, Inc., Box 718, U. S. 40 E. at Junct. U. S. 63 (Southbound), Columbia, Mo. 65201. Phone 314-449-4141.

1. PERSONNEL
President—H. J. Waters, Jr.
General Manager—Mahlon R. Aldridge, Jr.
2. REPRESENTATIVES
Grant Webb & Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15%: no time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b.
Contracts: 27a, 28a, 29a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

ET 5/1/68—Rec'd 4/3/68.
AA—Mon thru Sat 6-9 am & 4-7 pm.
AA—All other times.
6. SPOT ANNOUNCEMENTS
WKLY: 1x 12x 18x 24x 36x
AA 8.00 7.00 6.00 5.00 4.50
30 sec 6.00 5.00 4.00 4.25 4.00
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 28 wk—10% 52 wk—15%

KTGR

1955

Subscriber to the NAB Radio Code
Media Code 4 226 1530 2.00
Tiger Broadcasting Co., KTGR, Box 412, Tiger Hotel, Columbia, Mo. 65201. Phone 314-449-2433.

1. PERSONNEL
General Manager—Louis W. Shelburne.
Commercial Manager—Norbert Evers.
Program Director—Robert C. Finot, Jr.
2. REPRESENTATIVES
George T. Hopewell, Inc.
South—C. K. Beaver and Associates, Inc.
3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KTGR-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15d.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Member: Magic Circle Network.

TIME RATES

ET 6/1/69—Rec'd 4/25/69.
AAA—Mon thru Sun 6:30-9 am & 3-6 pm.
6. SPOT ANNOUNCEMENTS
5 11 15 20 25 31
1 min 6.50 5.50 4.50 4.00 3.50
30 sec 5.20 4.40 3.60 3.20 2.80

WEATHER & BULLETIN BOARD REPORTS

AAA 1x 50x 100x 160x
Includes 40 seconds of commercial time.
FEATURES
40 sec: 30 sec rate plus 20%.
960x—5% 1920x—10% 2880x—15%

KTGR-FM

1967
Media Code 4 226 1531 0.00
Tiger Broadcasting Co., Box 412, Columbia, Mo. 65201. Phone 314-449-2433, 2434.

1. PERSONNEL
General Manager—Louis W. Shelburne.
Commercial Manager—Norbert Evers.
Program Director—Robert C. Finot, Jr.

TIME RATES

ET 2/1/69—Rec'd 1/20/69.
6. SPOT ANNOUNCEMENTS
PER WK: 10 11 20 21 40 11
1 min 1.95 1.85 1.80 1.65
30 sec 1.40 1.30 1.20 .85

7. PACKAGE PLANS

10 11 20 21 40 11
30 sec 1.40 1.30 1.20

8. PROGRAM TIME RATES

PER WK: 2 min 5 min 10 min 1/4 hr 1/2 hr
1 1.50 2.50 5.00 7.50 10.50 16.00
2 2.25 4.50 6.50 8.50 14.00
3 2.00 4.00 5.50 6.50 11.00

FEATUES

40 sec: 30 sec rate plus 20%.
960x—5% 1920x—10% 2880x—15%

KTGR-FM

1967
Media Code 4 226 1531 0.00
Tiger Broadcasting Co., Box 412, Columbia, Mo. 65201. Phone 314-449-2433, 2434.

1. PERSONNEL
General Manager—Louis W. Shelburne.
Commercial Manager—Norbert Evers.
Program Director—Robert C. Finot, Jr.

MISSOURI

2. REPRESENTATIVES
George T. Hopewell, Inc.
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-local sunrise and sunset-midnight. For simulcast facilities see KTGR.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
See KTGR listing for coded regulations.
Member: Magic Circle Network.

TIME RATES
Rates are identical to KTGR. See that listing.

DE SOTO

Jefferson County—Map Location H-4.
See SRDS consumer market map and data at beginning of the State.

KHAD

1968

Media Code 4 226 1485 9.00
De Soto Broadcasting Co., Inc., De Soto, Mo. 63020.
Phone 314-586-8577.

1. PERSONNEL
General Manager—Pinkney B. Cole.
Commercial Manager—Gene Prosser.
Prog. & News Dir.—Ron West.
3. FACILITIES
1,000 w.; 1190 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3h, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28b, 29b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70r, 71a, 73a.
Affiliated with KBS and MBS.

TIME RATES

MISSOURI

Doniphan—K D F N—Continued

2. REPRESENTATIVES
 Magic Circle Time Sales
 Continental Radio Sales.

3. FACILITIES
 1,000 w.; 1500 kc. Non-directional.
 Operating schedule: Daytime.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 4b, 5, 6a, 7b.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
 Contracts: 40a, 48.
 Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62a.
 Cancellation: 71a, 73a.
 Affiliated with KBS Radio Network.
 Member: Magic Circle Network.

TIME RATES
 Rates effective February 1, 1963.
 Rates received January 18, 1963.

6. SPOT ANNOUNCEMENTS
 1-MINUTE
 52 ti..... 4.25 260 ti..... 3.50
 156 ti..... 3.75 312 ti..... 3.25

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 52 ti..... 42.50 25.50 17.00 8.50
 156 ti..... 37.50 22.50 15.00 7.50
 260 ti..... 35.00 21.00 14.00 7.00
 312 ti..... 32.50 19.50 13.00 6.50

EAST PRAIRIE

Mississippi County—Map Location J-6
 See SRDS consumer market map and data at beginning of the State.

KYMO

(formerly KGCL)

Media Code 4 226 1785 2.00
 Usher Broadcasting, Box 123, East Prairie, Mo.
 63845. Phone 314-640-3597.

1. PERSONNEL
 President—James Glanville.
 Vice-Pres. & Sta. Mgr.—Barney Webster.

2. REPRESENTATIVES
 C. K. Beaver & Associates, Inc.
 Magic Circle Time Sales.

3. FACILITIES
 250 w.; 1080 kc. Non-directional.
 Operating schedule: 8 am-5 pm. CST.
4. AGENCY COMMISSION
 No cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3b, 5, 6a, 7b.
 Rate Protection: 10b, 11c, 12a, 13a, 14a, 15c.
 Basic Rates: 21b.
 Contracts: 42c, 51b.
 Comb.; Cont. Discounts: 60b, 61a.
 Cancellation: 70d, 73a.
 Prod. Services: 80.
 Member: Magic Circle Network.

NATIONAL AND LOCAL RATES SAME
 Rates effective October, 1965.
 Rates received December 10, 1965.

6. SPOT ANNOUNCEMENTS
 1 min (*) 1 min (*)
 1 ti..... 2.00 1.50 624 ti..... 1.00 .80
 52 ti..... 1.75 1.35 312 ti..... .85 .70
 156 ti..... 1.50 1.25 1248 ti..... .75 .60
 312 ti..... 1.25

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 ti..... 28.00 14.00 7.00 6.00 4.00
 52 ti..... 24.00 12.00 6.50 5.50 3.50
 156 ti..... 22.00 11.00 6.00 5.00 3.00
 312 ti..... 20.00 10.00 5.00 4.00 2.50
 624 ti..... 4.00 3.00 2.00

Programs and spots cannot be combined to earn frequency discounts. All prices net.

10. SPECIAL FEATURES
 Sunday religious programs—10% discount.

ELDORADO SPRINGS

(1 AM; 1 FM)

Center County—Map Location D-5
 See SRDS consumer market map and data at beginning of the State.

KESM

(95)

Media Code 4 226 1870 2.00
 Paul Vaughn, Box 129, 200 Radio Lane, Eldorado Springs, Mo. 64744. Phone 417-876-4422.

STATION'S PROGRAMMING DESCRIPTION
 KESM: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every hour with national, international, local area, and community news. Extended newscasts at 7:30 am, noon, 4:45 pm, 7:45-8 pm middle-of-the-road music with time cut at 10 am for swap shop and women's program, 11 am-1:30 pm country and western with news, farm markets, farm show and weather, 1:30-4 pm middle-of-the-road music, 4-4:45 pm rock music, 5 pm sports, 5:10-6 pm light classic music. Sun programming, religious 7 am-1 pm, light classic 1-4:45 pm. M-Sat 6-7:30 am country and western music with farm markets, weather, and news. Contact Representative for further details. Rec'd 9/29/67.

1. PERSONNEL
 Station Manager—Ainslee Fowler.
2. REPRESENTATIVES
 George T. Hopewell, Inc.
 Magic Circle Time Sales.

3. FACILITIES
 500 w. days; 1580 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3b, 4a, 4b, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 22a, 25a, 28b, 28c.
 Contracts: 40a, 46, 47e, 48, 49, 51b.

Comb.; Cont. Discounts: 60a, 62d.
 Cancellation: 73a.
 Prod. Services: 81, 82.
 Member: Magic Circle Network.

TIME RATES
 Rates effective November 1, 1965.
 Rates received October 8, 1965.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec
 1 ti..... 2.50 104 ti..... 2.00 1.50
 52 ti..... 2.25 175 260 ti+..... 1.75 1.25

7. PACKAGE PLANS
 (Up to 1 minute, minimum 5 announcements a day).
 10 ti..... 2.25 50 ti..... 1.75
 25 ti..... 2.00

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 1 ti..... 30.00 17.50 10.00 5.00
 13 ti..... 26.00 15.00 8.00 4.00
 26 ti..... 25.00 14.00 7.50 3.75
 52 ti..... 24.00 13.00 7.00 3.50
 104 ti..... 22.00 12.00 6.00 3.25
 156 ti..... 20.00 10.00 5.50 3.00
 260 ti..... 18.00 9.00 5.00 2.75
 312 ti..... 16.00 8.50 4.75 2.60
 365 ti..... 15.00 8.00 4.50 2.50

Rate conditions: 15% added for guaranteed time.
 Maximum contract term, 1 year.

KESM-FM

1965
 Media Code 4 226 1871 0.00
 Paul Vaughn, Box 129, 200 Radio Lane, El Dorado Springs, Mo. 64744. Phone 417-876-4422.

STATION'S PROGRAMMING DESCRIPTION
 KESM-FM: See KESM for programming description.

1. PERSONNEL
 Station Owner—Paul Vaughn.
 Station Manager—Ainslee Fowler.
 Women's Director—Lucille Hardison.

3. FACILITIES
 ERP 3,000 w.; 107.1 mc.
 Operating schedule: 6 am-6 pm daily. CST.
 Antenna ht.: 145 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 22a, 25a, 28b, 28c.
 Contracts: 40a, 46, 47e, 48a, 40, 51b.
 Comb.; Cont. Discounts: 60a, 62d.
 Cancellation: 73a.
 Prod. Services: 81, 82.

TIME RATES

Rates effective November 1, 1965.
 Rates received October 8, 1965.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec
 1 ti..... 2.50 104 ti..... 2.00 1.50
 52 ti..... 2.25 175 260 ti+..... 1.75 1.25

7. PACKAGE PLANS
 (Up to 1 minute, minimum 5 announcements per day)
 10 ti..... 2.25 50 ti..... 1.75
 25 ti..... 2.00

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 1 ti..... 30.00 17.50 10.00 5.00
 13 ti..... 26.00 15.00 8.00 4.00
 26 ti..... 25.00 14.00 7.50 3.75
 52 ti..... 24.00 13.00 7.00 3.50
 104 ti..... 22.00 12.00 6.00 3.25
 156 ti..... 20.00 10.00 5.50 3.00
 260 ti..... 18.00 9.00 5.00 2.75
 312 ti..... 16.00 8.50 4.75 2.60
 365 ti..... 15.00 8.00 4.50 2.50

Rate conditions: 15% added for guaranteed time.
 Maximum contract term, 1 year.

FARMINGTON

St. Francois County—Map Location H-5
 See SRDS consumer market map and data at beginning of the State.

KREI

1947

Media Code 4 226 1955 1.00
 Midwest Broadcasting System, Box 270, Farmington, Mo. 63640. Phone 314-756-5125.

1. PERSONNEL
 Owner—Cecil W. Roberts.
 Gen'l & Com'l Mgr.—James R. Roberts.

2. REPRESENTATIVES
 George T. Hopewell, Inc.

3. FACILITIES
 1,000 w. days; 800 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 Affiliated with KBS.
 Member: Magic Circle Network.

TIME RATES
 No. 1 ET 11/14/47—Rec'd 10/19/56.

6. SPOT ANNOUNCEMENTS
 1 min..... 4.50 4.20 3.90 3.80 3.80 3.00

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 1 ti..... 60.00 56.25 52.50 48.75 45.00 41.25
 1/2 hr..... 37.50 34.50 31.50 28.50 25.50 22.50
 1/4 hr..... 18.75 17.25 15.75 14.25 12.75 11.25
 5 min..... 7.50 6.75 6.00 5.25 4.50 4.15

FESTUS

Jernerson County—Map Location H-4
 See SRDS consumer market map and data at beginning of the State.

KJCF

1961

Media Code 4 226 2040 1.00
 United Broadcasting, Inc., Box 192, N. Mill St., Festus, Mo. 63028. Yellowtowns 7-3810.

1. PERSONNEL
 Gen'l & Sta. Mgr.—Raymond C. Davis.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1,400 kc. Non-directional.
 Operating schedule: 6 am-10 pm. C.S.T.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.

TIME RATES
 Rates effective May 1, 1961. (Card No. 1.)
 Card received March 13, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
 1/2 1/4 10 5 1 30
 hr. hr. min. min. min. sec.
 1 time..... 35.00 20.00 18.00 12.00 — 4.00
 13 times..... 33.60 19.50 15.50 11.75 — 3.85
 26 times..... 32.00 19.00 15.00 11.50 — 3.70
 52 times..... 30.50 18.50 14.50 10.00 5.00 3.55
 104 times..... 29.00 18.00 14.00 10.75 4.85 3.40
 156 times..... 27.50 17.50 13.50 10.50 4.65 3.25
 260 times..... 26.00 17.00 13.00 10.00 4.50 3.00

FLAT RIVER

St. Francois County—Map Location H-5
 See SRDS consumer market map and data at beginning of the State.

KFMO

1947

Subscriber to the NAB Radio Code
 Media Code 4 226 2125 0.00
 Oscar C. Hirsch, St. Joseph Dr., Flat River, Mo. 63602. Phone 314-431-2000.

STATION'S PROGRAMMING DESCRIPTION
 KFMO: Programmed for general interest.

3. FACILITIES
 NEWS: 5 min on hour, headlines on half hour. Weather every 15 min with 5 complete weathercasts daily. 6-9 am air personalities, religious topics, news, telephons participation programs, women's programs. 10 am-noon middle-of-the-road music, local news. Noon-3 pm religious music, world news, country western music, 3-6 pm local news, sports, middle-of-the-road music. 6-9 pm local, national, international, and regional news. 9-11 pm teenage music, news and middle-of-the-road music. SPORTS: live national baseball, professional football, high school and college basketball and football. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL
 Owner—Oscar C. Hirsch.
 Manager—James F. Collins.

2. REPRESENTATIVES
 Meeker Radio, Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights, 1240 kc. Non-directional.

4. AGENCY COMMISSION
 15/0; time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 28a, 28b, 29a, 29b, 30, 31, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 40, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 61a, 61b, 62a, 62d.
 Cancellation: *70a, 70c, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 (*) 14 days' prior written notice.

TIME RATES

ET 12/1/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS
 100 wds..... 7.00 6.75 6.50 6.00 5.50 5.00
 30 sec..... 5.00 4.50 4.25 4.00 3.50 3.25

8. PROGRAM TIME RATES
 1 hr..... 60.00 57.00 54.00 48.75 44.00 39.50
 1/2 hr..... 36.00 34.50 32.75 29.50 26.50 23.75
 1/4 hr..... 24.00 22.75 21.00 18.75 16.75 15.00
 5 min..... 12.00 11.50 10.75 9.50 8.75 7.00

FREDERICKTOWN

Madison County—Map Location H-5
 See SRDS consumer market map and data at beginning of the State.

KFTW

1963

Media Code 4 226 2210 0.00
 Robert F. Neathery, Box 71, Fredericktown, Mo. 63645. Phone 314-785-4461.

STATION'S PROGRAMMING DESCRIPTION
 KFTW: Programmed for all family.
 5-8 am c and w music, 2 men, market reports, interviews, county agents reports, local livestock market coverage, 8-10 am middle-of-the-road music, air personalities, audience participation. 10 am-noon gospel, country and western music, request. Noon-4 pm air personalities, standards music. 4-10 pm top 40 music, newscasts early, mid-morning, noon, late afternoon, night. Daily editorials. Mobile news units. SPORTS: high school football, basketball, baseball play-by-play, college football. Games home and away, live. Contact Representative for further details. Rec'd 8/2/67.

1. PERSONNEL
 General Manager—John Billingsley.

2. REPRESENTATIVES
 Magic Circle Time Sales.

3. FACILITIES
 1000 w.; 1450 kc. Non-directional.
 Operating schedule: 3:00 am-11:00 pm daily. CST.

4. AGENCY COMMISSION
 15/0; time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 Member: Magic Circle Network.

TIME RATES
 Rates effective April 20, 1965.

6. SPOT ANNOUNCEMENTS
 1 MINUTE
 60 ti..... 2.80 250 ti..... 2.40
 125 ti..... 2.60

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 60 ti..... 32.00 18.00 11.00 7.50 5.60
 125 ti..... 28.00 16.00 0.75 6.50 5.20
 250 ti..... 24.00 15.00 8.50 5.50 4.80

FULTON

Callaway County—Map Location F-3
 See SRDS consumer market map and data at beginning of the State.

KFAL

1950



Media Code 4 226 2295 1.00
 KFAL, Inc., Box 581, 1805 Westminster Ave., Fulton, Mo. 65251. Phone 314-642-3341.

STATION'S PROGRAMMING DESCRIPTION
 KFAL: Programmed for general interest.
AIR PERSONALITIES handle all segments on informal basis. MUSIC: 6-8 am country and western, 8-11:30 am middle-of-the-road and talk shows, 11:30 am-2:30 pm country and western, 2:30-7 pm middle-of-the-road and current popular. NEWS: extended regional news and weather broadcasts, 6:15 am, 7 am, 8 am, 10 am, noon & 5 pm. FARM: 6:30 am 12:15-1 pm, live and taped farm and market reports with regional farm representatives. Contact Representative for further details. Rec'd 3/31/69.

1. PERSONNEL
 General Manager—Bud Pratt.
2. REPRESENTATIVES
 Savin/Gates, Inc.

3. FACILITIES
 1,000 w. days; 900 kc. Non-directional.
 Operating schedule: —. CST.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4b, 5, 6a, 7b, 8.
 Rate Protection: 10a, 12c, 13a, 14a, 15b.
 Basic Rates: 20b, 21d, 22b, 23a, 25a, 26, 28b, 28c, 29a.
 Contracts: 40a, 42d, 45, 46, 47a, 48.
 Comb. Cont. Discounts: 60a, 61b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 ET 9/1/68—Rec'd 3/31/60.

6. SPOT ANNOUNCEMENTS
 25x 52x 104x 156x 260x 312x 365x
 1 min 7.00 6.80 6.60 6.40 6.20 5.00 4.80
 30 sec 4.00 4.80 4.60 4.40 4.20 4.00 3.80
 15 sec 3.00 3.80 3.60 3.40 3.20 3.00 2.80

7. PACKAGE PLANS
7-DAY PLAN
 10 ti 15 ti 20 ti 30 ti 50 ti
 1 min..... 65.00 93.50 120.00 174.00 275.00
 30 sec..... 45.00 64.50 80.00 114.00 175.00
 15 sec..... 35.00 49.50 60.00 84.00 125.00

8. PROGRAM TIME RATES
 1/4 hr..... 26x 52x 104x 156x 260x 312x
 10 min..... 22.00 20.80 19.80 18.80 14.60 12.60
 10 min..... 18.50 15.60 14.80 12.80 10.90 9.50
 5 min..... 11.00 10.40 9.80 8.40 7.30 6.60

HANNIBAL (1 AM; 1 FM)

Marion County—Map Location G-2
 See SRDS consumer market map and data at beginning of the State.

KGRC (FM)

1968

Media Code 4 226 2340 5.00
 Great River Communications, Inc., Box 1017, 8702 Palmyra Rd., Hannibal, Mo. 63401. Phone 314-221-2221.

1. PERSONNEL
 Operations Manager—Frank E. Laughlin.
 Sales Manager—Mel Elzea.
 Traffic Manager—Ted Hogge.

3. FACILITIES
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mc Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 490 ft. above average terrain.

4. AGENCY COMMISSION
 15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
 Contracts: 40a, 41, 42a, 44b, 46, 51b, 51c.
 Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 61b, 62b, 62d.
 Cancellation: 70b, 70e, 71a, 72a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 ET..... Rec'd 4/1/68.

AA—6 am-6 pm.
 AB—6 pm-11 pm.
 B—11 pm-6 am.

6. SPOT ANNOUNCEMENTS
 1 MINUTE
 WKLY: 1 ti 2 ti 3 ti 28 ti 52 ti 104 ti
 AA..... 12.00 8.00 7.00 8.00 5.50 4.50
 AB..... 12.00 7.00 6.00 6.00 4.50 3.50
 B..... 8.00 4.00 3.50 3.00 2.75 2.25

PER YR: AA A B
 52 x..... 8.00 7.00 4.00
 104 x..... 7.50 6.50 3.75
 156 x..... 7.00 6.00 3.50
 208 x..... 6.50 5.50 3.25
 260 x..... 6.00 5.00 3.00
 312 x..... 5.50 4.50 2.75
 364 x..... 5.00 4.00 2.50
 728 x..... 4.00 3.00 2.00
 1092 x..... 3.50 2.50 1.75
 30 sec: 75% of 1-min.

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 AA..... 60.00 30.00 22.50 15.00
 A..... 45.00 25.00 16.50 11.25
 B..... 25.00 12.50 9.25 6.25

(Hannibal continued on next page)

KHMO

1941

NAB

Media Code 4 226 2380 1.00
 Jack Twain Broadcasting Co., 413 Broadway, Hannibal, Mo. 63401. Phone 314-221-3450.
STATION'S PROGRAMMING DESCRIPTION
 KHMO: Programmed for adults. FARM: 5-7 am & noon-1 pm M-Sat. 4 man farm and news morning block with interviews, live markets, county agent reports. NEWS: on hour in 6, 10 & 15 min segments except 7-8:15 am & 11:55 am-12:30 pm. 4 man news. 4 auto, 1 aircraft mobile units. Audience phone participation 10:05-11 am M-Sat. SPORTS: local area high school football and basketball and college football. MUSIC: 5-7 am & 1-3 pm country and western. Other times general popular except M-Sat 7-10 pm rock and roll. Contact Representative for further details. Rec'd 7/10/87.

1. PERSONNEL

President—Jerrill A. Shepherd.
 General Manager—James F. Jae, Jr.
 Sales Manager—Joe Gross.

2. REPRESENTATIVES

Jack Maala & Co., Inc.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1070 kc.
 Directional—separate patterns day and night.
 Operating schedule: 5 am-10:15 pm. CST.

4. AGENCY COMMISSION

15/0 time only; monthly.
GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
 Basic Rates: 20b, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b.
 Contracts: 40a, 41, 45, 46, 47e, 51a.
 Comb.: Cont. Discounts: 60a, 61c.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

No. 15 Eff 4/1/89—Rec'd 3/14/89.

AA—5:30-9 am, noon-1 pm & 4-6 pm.

6. SPOT ANNOUNCEMENTS

CLASS	AA			
	1x	52x	104x	156x
1 min.	13.00	12.50	12.25	12.00
30/20 sec.	9.00	8.80	8.20	7.85
10 sec.	6.00	5.75	5.50	5.25
CLASS A	A			
	1x	52x	104x	156x
1 min.	12.75	9.50	9.00	8.50
30/20 sec.	7.50	7.10	6.75	6.30
10 sec.	5.00	4.75	4.50	4.25

7. PACKAGE PLANS

PER WK:	AA		A	
	1 min	30/20 10 sec	1 min	30/20 10 sec
6 th.	12.75	7.50	11.70	8.00
12 th.	12.50	7.10	11.00	5.60
18 th.	12.00	6.75	10.40	5.20

8. PROGRAM TIME RATES

1 x	1/2 hr		25 min		1/4 hr		5 min	
	90	50	30	20	54	43	29	19
52 x	54	43	29	19				

WGEM

QUINCY

City of license, Quincy, Ill.

Considered by American Entertainment Network as their Quincy, Ill.—Hannibal, Mo. outlet.
 See listing under Quincy, Ill.

HOUSTON (1 AM; 1 FM)

Texas County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

KBTC KBTC-FM

1962

1965

Subscriber to the NAB Radio Code

Media Code 4 226 2465 0.00
 Radio Company of Texas County, Inc., Box C, E. Hwy. 2, Houston, Mo. 65493. Phone 417-967-3353.

1. PERSONNEL

Manager—Kenneth W. Henderson.
 Program Director—Don Ross.

2. REPRESENTATIVES

Magic Circle Time Sales.

3. FACILITIES

1,000 w.; 1250 kc. Non-directional.
 Operating schedule: 5:30 am-7:30 pm. CST.
 FM—ERP 3.600 w.; 99.3 mc.
 Operating schedule: 6 am-11 pm.
 Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
 Contracts: 40a, 45, 46, 47a, 48a.
 Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with KBS and MBS.
 Member: Magic Circle Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 5/1/89—Rec'd 5/28/89.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min				30 sec			
	1 ft	6 ft	11 ft	80+	1 ft	6 ft	11 ft	80+
1 min	3.00	2.60	1.40	1.25				
30/20/10 sec	2.50	2.00	1.20	1.10				

DISCOUNTS

10% on 13-week contract, 1-minute spots only.
 Minimum 80+ spots per month.

8. PROGRAM TIME RATES

1 x	1 hr		1/2 hr		1/4 hr		10 min		5 min	
	60.00	30.00	15.00	8.00	6.50	4.00	3.50	2.00	1.50	1.00
13 x	40.00	20.00	7.50	6.00	4.50	3.00	2.50	1.50	1.00	0.75
26+	35.00	19.00	5.50	4.00	3.75	2.50	2.00	1.25	0.75	0.50

INDEPENDENCE

Jackson County—Map Location C-3
 See SRDS consumer market map and data at beginning of the State.

See Kansas City, Missouri

(including Kansas City, Kans.; Independence, Mo.; Liberty, Mo.; Fairway, Kans.; Merriam, Kans.; Mission, Kans.)

JEFFERSON CITY (2AM)

Cole County—Map Location F-4
 See SRDS consumer market map and data at beginning of the State.

KLIK

1953



AVERY-KNODEL, INC.

A Panax Station

Media Code 4 226 2550 9.00
 Panax Corporation, Box 414, 410 E. Capitol St., Jefferson City, Mo. 65101. Phone 635-4136.

1. PERSONNEL

President—John P. McCoiff.
 General Manager—Stan G. Grive.
 Program Director—Don R. Grady.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

5,000 w. days; 950 kc. Non-directional.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
 General: 1b, 2a, 3a, 3b, 4a, 5, 6a, 8.
 Rate Protection: 10d, 11d.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 45, 47a.
 Comb.: Cont. Discounts: 60f, 60l.
 Cancellation: 70a, 70c, 71a.
 Prod. Services: 82.
 Sold in combination with KFQQ, St. Joseph, Mo.
 Announcements purchased on KFQQ may be added to the KLIK total to earn most favorable rate for both stations; i.e., 20 spots per week on KLIK, add 5 spots on KFQQ and earn 25 per week package rate. Schedules do not have to be identical.
 The above also applies to program rates.

TIME RATES

Rates effective June 1, 1984. (Card No. 3.)
 Card received April 1, 1984.
 Class AA—6:00-9:00 am and 11:30 am-1:00 pm Mon thru Sat; 4:00-6:00 pm Mon thru Fri.
 Class A—5:30-6:00 am and 9:00-11:30 am Mon thru Sat; after 1:00 pm Sat; 1:00-4:00 pm and after 6:00 pm Mon thru Fri; all day Sun.
 Class B—All times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA		1 MINUTE		26 wk		52 wk	
	ea	tot	ea	tot	ea	tot	ea	tot
1-5 th	16.00	14.00	13.00	13.00	13.00	13.00	13.00	13.00
6 th	14.00	84.00	13.00	78.00	12.00	72.00	12.00	72.00
12 th	13.00	156.00	12.00	144.00	11.00	132.00	10.00	108.00
18 th	12.00	216.00	11.00	198.00	10.00	180.00	9.00	162.00
24 th	11.00	264.00	10.00	240.00	9.00	216.00	8.00	288.00
36 th	10.00	360.00	9.00	324.00	8.00	288.00	7.00	252.00

20/30 SECONDS

PER WK:	CLASS A		1 MINUTE		26 wk		52 wk	
	ea	tot	ea	tot	ea	tot	ea	tot
1-5 th	14.00	12.00	11.00	11.00	11.00	11.00	11.00	11.00
6 th	12.00	72.00	11.00	66.00	10.00	60.00	9.00	54.00
12 th	11.00	132.00	10.00	120.00	9.00	108.00	8.00	96.00
18 th	10.00	180.00	9.00	162.00	8.00	144.00	7.00	126.00
24 th	9.00	216.00	8.00	192.00	7.00	168.00	6.00	144.00
36 th	8.00	288.00	7.00	252.00	6.00	216.00	5.00	180.00

20/30 SECONDS

PER WK:	CLASS A		1 MINUTE		26 wk		52 wk	
	ea	tot	ea	tot	ea	tot	ea	tot
1-5 th	12.00	10.00	9.00	9.00	9.00	9.00	9.00	9.00
6 th	10.00	60.00	9.00	54.00	8.00	48.00	7.00	42.00
12 th	9.00	108.00	8.00	96.00	7.00	84.00	6.00	72.00
18 th	8.00	144.00	7.00	126.00	6.00	108.00	5.00	90.00
24 th	7.00	168.00	6.00	144.00	5.00	120.00	4.00	102.00
36 th	6.00	216.00	5.00	180.00	4.00	144.00	3.00	108.00

20/30 SECONDS

PER WK:	ALL TIMES		30 MINUTES		13 wk		26 wk		52 wk	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	90.00	75.00	85.00	60.00	85.00	60.00	85.00	60.00	85.00	60.00
30 sec	75.00	60.00	55.00	40.00	55.00	40.00	55.00	40.00	55.00	40.00
6 th	60.00	45.00	40.00	35.00	40.00	35.00	40.00	35.00	40.00	35.00

15 MINUTES

PER WK:	ALL TIMES		30 MINUTES		13 wk		26 wk		52 wk	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	60.00	48.00	48.00	44.00	48.00	44.00	48.00	44.00	48.00	44.00
30 sec	48.00	36.00	32.00	30.00	32.00	30.00	32.00	30.00	32.00	30.00
6 th	42.00	32.00	28.00	20.00	28.00	20.00	28.00	20.00	28.00	20.00

5 MINUTES

PER WK:	ALL TIMES		30 MINUTES		13 wk		26 wk		52 wk	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	38.00	28.00	24.00	20.00	24.00	20.00	24.00	20.00	24.00	20.00
30 sec	28.00	20.00	18.00	15.00	18.00	15.00	18.00	15.00	18.00	15.00
6 th	26.00	16.00	14.00	12.00	14.00	12.00	14.00	12.00	14.00	12.00

(*) Less than 13 weeks.

KWOS

1937

NAB

Subscriber to the NAB Radio Code
 Media Code 4 226 2635 8.00
 Mid-America Television Co., Monroe at Capital, Jefferson City, Mo. 65102. Phone 314-636-3137.
STATION'S PROGRAMMING DESCRIPTION
 KWOS: Programmed for adults, young adults and teens.

NEWS: 20% local and regional, 10% network national and international, 10% 15 min news at 7 am, 12:30 pm, 5:30 pm. Otherwise 5 min every 30 min. 2 man news staff. MUSIC 85%: middle-of-the-road, except 3-5 pm when rock and roll is used. Country and western 5:30-7 am. AIR PERSONALITIES handle all segments. SPORTS 10%: all live major league baseball home and away, live college football, local play-by-play basketball and football. FARM 5%: county agent reports, livestock markets and rural interest features. County fair remotes. Sat and Sun music primarily middle-of-the-road. Public affairs and serious music programmed Sun night. Rec'd 8/14/87.

1. PERSONNEL

President—William A. Bates.
 General Manager—William R. Natsch, Jr.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60l, 61a, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 82.
 Affiliated with MBS and KBS.

TIME RATES

PER WK:	CLASS AA		1 MINUTE		26 wk		52 wk	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	6.50	5.20	4.85	4.10	3.85	3.65	3.00	2.75
30 sec	4.50	4.00	3.65	3.10	2.90	2.75		

7. PACKAGE PLANS

MISSOURI

Joplin—K Q Y X—Continued

7. PACKAGE PLANS

WEEKLY PACKAGES

	50 tl	75 tl	100 tl
1 min.	800	750	995

10. SPECIAL FEATURES

PER WK:	NEWSCASTS	PER MO:	EA
8 x	10 30 x		8

KSYN (FM)

1960



Media Code 4 226 2975 8.00

William B. Neal Broadcasting Co., Box 152, 2510 West 20th St., Joplin, Mo. 64802. Phone 417-781-1313.

STATION'S PROGRAMMING DESCRIPTION
KSYN (FM): Programmed for general interest. AIR PERSONALITIES handle all segments, NEWS: at :55, 6 am-5 pm middle-of-the-road music, 5 pm-12M top 40 music, 10:30 am & 2:30 pm public interest programs, SPORTS: local high school and college football and basketball games, Firecracker 400 stock race plus 8 URN stock car races. Contact Representative for further details. Rec'd 8/17/68.

1. PERSONNEL

Owner—William B. Neal.
Sales & Sta. Mgr.—Claud Taylor.
2. REPRESENTATIVES
Gert Bunchez and Associates.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.5 mc. Operating schedule: 6:00 am-midnight daily. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations See KQYX listing for coded regulations. Affiliated with American FM Network. Member: Gert Bunchez & Associates Group.

TIME RATES

Est 8/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

	1x	2x	52x	104x
1 min.	14.00	13.00	12.00	11.00
30 sec.	12.00	11.50	10.50	9.50
10 sec.	6.00	5.50	5.00	4.75
		206x	416x	832x
1 min.	10.00	9.00	8.00	6.00
30 sec.	9.00	8.00	7.00	5.00
10 sec.	4.50	4.35	4.25	4.05

7. PACKAGE PLANS

WKLY:	50 tl	75 tl	100 tl
1 min.	800	750	900
PER MO:	30 tl	60 tl	60 tl
1 min or less:	3.45	2.88	

6. PROGRAM TIME RATES

	1x	7x	14x	28x
55 min.	57.50	51.75	46.00	40.25
1/2 hr.	40.25	35.65	31.05	26.45
1/4 hr.	28.75	24.15	19.55	14.95

10. SPECIAL FEATURES

PER WK, EA:	NEWSCASTS	PER MO, EA:
3 tl	10 30 tl	8

WMBH

1927

Subscriber to the NAB Radio Code

Media Code 4 226 3080 8.00
Joplin Broadcasting, Inc., 13th and Monroe, Joplin, Mo. 64801. Phone 417-781-1777.

1. PERSONNEL

President—David R. Franssen.
Nighting Manager—Ray Lacey.

2. REPRESENTATIVES

Alan Torbot Associates, Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% on net charges for station facilities.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 32b. Contracts: 40a, 40c, 41, 42b, 42d, 43, 44b, 46, 49, 51a, 51b, 51c. Comb.; Cont. Discounts: 60h. Cancellation: 70b, 70d, 71b, 73a, 73b. Prod. Services: 80, 81, 82. Member: Magic Circle Network.

TIME RATES

Rates effective April 5, 1960. (Card No. 7.)
Card received April 6, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	5	1 min.
	hr.	hr.	hr.	min.	or less
1 time	80.00	38.00	25.00	15.00	7.50
15 times	57.00	36.10	23.75	14.25	7.13
26 times	54.00	34.90	22.50	13.50	6.75
52 times	51.00	32.30	21.25	12.75	6.38
104 times	48.00	30.40	20.00	12.00	6.00
156 times	45.00	28.50	18.75	11.25	5.63
260 times	42.00	26.60	17.50	10.50	5.26

7. PACKAGE PLANS

Per week:	1 min.	30 days	1 min.
10 times	67.50	20 times	152.10
15 times	95.70	52 times	298.40
20 times	120.90	78 times	429.00
30 times	169.50	104 times	564.40
		130 times	648.00

NOTE: Station break announcements same rate as 1-minute announcements, but copy must be confined to 40 words or less except by special arrangement.

KANSAS CITY (10 AM; 9 FM)

(including Kansas City, Kans.; Independence, Mo.; Liberty, Mo.; Fairway, Kans.; Merriam, Kans.; Mission, Kans.)

Kansas City, Mo., Jackson County—Map Location G-3.
Kansas City, Kans., Wyandotte County—Map Location C-3.
Independence, Mo., Jackson County—Map Location C-3.
Liberty, Mo., Clay County—Map Location C-3.
Fairway, Kans., Johnson County—Map Location L-3.
Merriam, Kans., Johnson County—Map Location L-3.
Mission, Kans., Johnson County—Map Location C-3

See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBEA

1957

MISSION, KANS.

KBEY (FM)

1961

KANSAS CITY, MO.

NBC Radio Network



A King Louis Station

Media Code 4 226 3145 7.00
K. L. Broadcasting Corp., 5829 Outlook, Mission, Kans. 66202. Phone 813-432-1480.

STATION'S PROGRAMMING DESCRIPTION
KBEA: Programmed for adults and young adults. MUSIC: middle-of-the-road albums interspersed with general popular hits. NEWS: 5 min network on hour, 7 am-11 pm, 5 min local 7:05, 8:05 am & 4:05, 5:05 & 10:05 pm. 5 min sports 7:25 am & 5:10 pm. Sports headlines 7:10, 8:10 am & 5:45, 6:10 pm. Local and national news headlines on half hour Sat and Sun. Live major college football. Baseball—World Series. ENTERTAINMENT: Big band dance party Sat 10 pm-12M. Children's stories and music Sun 8-9 am. Pre-recorded local symphony orchestra Sun 1-2 pm. COMMERCIAL POLICY: 14 minutes maximum permitted 6-9 am, 4-7 pm. All other periods permit 12. Contact Representative for further details. Rec'd 11/22/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ken Qualife.
Program Director—Keith Palnton.
Station Manager—Ruth Young (KBEY-FM).

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.
South, Southeast, Southwest—Mario Messina Company.

3. FACILITIES

1,000 w. days, 500 w. nights; 1480 kc. Operating schedule: 6:00 am-midnight Mon thru Sun. CST.

FM-ERP 100,000 w.; 104.3 mc. Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10a, 11d, 12a, 13a, 14a, 15a, 15b, 8. Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29b, 30.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a. Comb.; Cont. Discounts: 60b, 60c, 60f, 61c, 62b, 62d. Cancellation: 70b, 70c, 71a, 72, 73a, 73b. Affiliated with NBC.

TIME RATES

No. 3 Est 1/1/69—Rec'd 11/6/68.

AA—Mon thru Fri 9-9 am.
A—Mon thru Friday 4-7 pm.
B—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1	10 tl	20 tl	30 tl	40 tl
PER WK:	1	10	15	14	13
AA	14	15	14	13	12
A	12	11	10	9	8
B	12	11	10	9	8
C	10	9	8	7	6

30 SECONDS

AA	14	13	12	11	10
A	12	11	10	9	8
B	10	9	8	7	6
C	8	7	6	5	4

10 sec: 60% of 1-min.

NEWSCASTS OR PROGRAMS
5-min: 150% of 1-min. 1/4 hr: 300% of 1-min.
10-min: 200% of 1-min.

KBIL

1957

LIBERTY



Subscriber to the NAB Radio Code
Media Code 4 226 3175 4.00
Clay Broadcasters, Inc., Box 256, Liberty, Mo. 64068.
Phone 816-781-8600.

STATION'S PROGRAMMING DESCRIPTION
KBIL: Programmed for listeners in 20-40 age group. MUSIC: middle-of-the-road albums interspersed with current popular singles. NEWS: 5 min on half hour, local, national and international. Headlines on hour, 10 min at 7:30 am, 12:30 pm & 5:30 pm. SPORTS: 10 min at 7:45 am, 12:45 pm & 5:45 pm. Weather: at :15 after and at :15 before hour. Religious programming 8:15 am-noon on Sun. Contact Representative for further details. Rec'd 5/28/69.

1. PERSONNEL

General Manager—Robert C. Floyd.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

500 w. v.: 1140 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days after billing.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 16. Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25c, 28a, 28c, 29a, 30, 31, 33c. Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51b, 51c. Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61b, 62a, 62d. Cancellation: 70a, 70d, 71a, 72, 73b. Prod. Services: 80, 81, 82.

TIME RATES

No. 5 Est 7/1/69—Rec'd 7/7/69.

	1x	3x	26x	156x	312x	500x	1000x
1 min	7.00	6.70	6.40	6.00	5.70	5.50	5.30
30 sec	5.80	5.35	5.10	4.80	4.60	4.40	4.20
10 sec	3.50	3.35	3.20	3.00	2.85	2.75	2.65

7. PACKAGE PLANS

PER WK, EA:	18 tl	24 tl	36 tl	48 tl	60 tl
1 min.	8.00	5.70	5.50	5.30	5.00
30 sec.	4.80	4.60	4.40	4.20	4.00
Spots combinable within this package.					
PER MO, EA:	72 tl	96 tl	144 tl	192 tl	240 tl
1 min.	5.70	5.50	5.30	5.00	4.70
30 sec.	4.60	4.40	4.20	4.00	3.80
Spots combinable within this package.					

NORTHLANDER SPECIAL

1 min 30 sec 10 sec
1000 x..... 4.70 3.80 2.35
Minimum of 15 spots per week must be run.

KBIL 1140 PACKAGE

30 sec..... 114
Must be run in 2 consecutive days, 15 spots per day.

10. SPECIAL FEATURES

NEWS AT :30
5 min..... 1 mo 4+
Includes open and close and 1-minute spot..... 495 425
Guaranteed minimum of 75 broadcasts per month.
WEATHER AT :15 and :45—HEADLINES AT :60
1 mo..... 325 4+
Includes open and close and 30-second spot.
Guaranteed minimum of 75 broadcasts per month.

KCCV

1947

INDEPENDENCE, MO.

Media Code 4 226 3230 7.00
IGW-T, Inc., 43 Concourse Bldg., Blue Ridge Center, Kansas City, Mo. 64108. Phone 816-353-8600.

STATION'S PROGRAMMING DESCRIPTION
KCCV: Programmed for adults. AIR PERSONALITIES handle all segments, NEWS: 5 min local on hour, 5 min network on half hour, 15 min network at noon. 5 man staff, 2 mobile units, 6-7:30 am gospel music, traffic reports, instant news reports, 1-2 pm religious, drama, sermons, services, education, news, 1-2 pm entertainment, network programming, 2-3 pm talk, employing air personalities, guest interviews, discussions, telephone

call-ins, panels, public affairs. 3-7 pm gospel music, spirituous, sacred, traffic reports, instant news reports, audience participation. Contact Representative for further details. Rec'd 5/6/68.

1. PERSONNEL

President—Richard Bott.
Gen'l & Sales Mgr.—Gary Coulter.

Program Director—Jerry Jasson.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

1,000 w. days; 1510 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION 15% time only; no cash discount when rendered.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20b, 21a, 25b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.

Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 49, 50, 51b. Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 62d. Cancellation: 70a, 70d, 71a, 72, 73b.

Cigarette advertising unacceptable. Affiliated with KLSB.

TIME RATES

Rates effective June 15, 1963.
Rates received June 28, 1963.

6. SPOT ANNOUNCEMENTS	1	MINUTE	
1 time	9.00	208 times	6.00
52 times	8.00	312 times	5.00
104 times	7.00		

7. PACKAGE PLANS

1-MINUTE WEEKLY SATURATION PLAN	
Per week:	
6 times	9.00 30 times..... 6.00
12 times	8.50 36 times..... 5.00
18 times	8.00 42 times..... 4.50
24 times	7.50

On above spot schedules 10%, 15% and 20% additional discount granted for uninterrupted schedules of 12, 24 and 52 weeks respectively.

Kansas City—KJCJ (FM)—Continued

8. PROGRAM TIME RATES
 1 hr 100 1/2 hr 1/4 hr 10 min 5 min
 1 x 100 75 50 30 20
DISCOUNTS
 50x-5% 100x-10% 200x-15%

KCKN and KCKN-FM
 1925 1985
KANSAS CITY, KANSAS

NAB RAB
 Sold in Combination Only: Programmed Separately.
 Media Code 4 226 3420 4.00
 S. P. and S. Radio, Box 1165, 4121 Minnesota Ave.,
 Kansas City, Kans. 66117. Phone 913-321-3200.

1. PERSONNEL
 Executive Director—Lester M. Smith.
 Station Manager—Glen M. George.
 Program Director—Ted Cramer.

2. REPRESENTATIVES
 McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
 1570. ERP 100,000 w.; 94.9 mc. Stereo.
 Operating schedule: 24 hours daily. CST.
 FM-ERP 54,000 w.; 94.1 mc.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1570.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b.
 Basic Rates: 20a, 22b, 23a, 29a.
 Contracts: 40a, 45, 46.
 Comb.: Cont. Discounts: 60k.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with American Information Network.

KCKN and KCKN-FM COMBINATION
 No. 13 Eff 11/1/68—Rec'd 11/14/68.
 AA—Mon thru Sat 6-9:30 am & 4-7 pm.
 A—Mon thru Sun 9:30 am-4 pm.
 B—Mon thru Sun 7 pm-6 am; Sun 6-9:30 am &
 4-7 pm.

6. SPOT ANNOUNCEMENTS
KCKN & KCKN-FM COMBINATION
PER WK, 1 MIN: 11 6 11 18 21 24 21
 AA 100 75 50 30 27
 A 85 30 27 24 21
 B 20 17 15 13 11
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
KCKN & KCKN-FM COMBINATION
TOTAL AUDIENCE PLANS
 (1/3 AA, 1/3 A, 1/3 B)
WKLY: 12 tl 24 tl 36 tl
 Ea 23 19 17
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONTINUOUS WEEK DISCOUNTS
 26 wk—5%
 All spots combine for frequency discounts.

KCKN-FM
 1985
KANSAS CITY, KANSAS
 Sold in Combination Only: Programmed Separately.
 Media Code 4 226 3421 2.00
 S. P. and S. Radio, Box 1165, 4121 Minnesota Ave.,
 Kansas City, Kans. 66117. Phone 913-321-3200.

1. PERSONNEL
 Executive Director—Lester M. Smith.
 Station Manager—Glen M. George.
 Program Director—Ted Cramer.

2. REPRESENTATIVES
 McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
 ERP 54,000 w.; 94.1 mc.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1570.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 See KCKN listing for coded regulations.
TIME RATES
 Sold in combination with KCKN.
 See that listing for rates.

KCMO
 1935
KANSAS CITY, MO.

CBS Radio Network
 Represented by **CBS RADIO SPOT SALES**

NAB RAB
 A Meredith Owned Station
 Subscriber to the NAB Radio Code
 Media Code 4 226 3570 8.00
 KCMO Broadcasting Division—Meredith Broadcast-
 ing Co., 125 E. 31st St., Kansas City, Mo. 64108.
 Phone 816-531-6789. TWX 816-558-0450.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—E. K. (Joe) Hartenbower.
 Station Manager—R. V. Evans.
 Program Director—Lynn Higbee.

2. REPRESENTATIVES
 CBS Radio Spot Sales.

3. FACILITIES
 50,000 w. days, 10,000 w. nights; 810 kc.
 Directional—night only.
 Operating schedule: 24 hours daily except Mon mid-
 night-5:00 am. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21d, 22b, 23a, 24c, 25a, 26, 29a,
 31, 32a, 33a.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49,
 51b, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i,
 61a, 62b.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 FM facilities: KFMU (FM).

TIME RATES
 No. 26 Eff 12/17/67—Rec'd 12/8/67.
 AAA—Mon thru Fri 6-10 am
 AA—Mon thru Fri 3:30-7 pm.
 A—Mon thru Fri 10 am-3:30 pm; Sat & Sun 6 am-
 7 pm.
 B—Daily 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
MINUTE CLASS AAA

PER WK: 11 6 11 18 21 24 21
 1 wk 46 44 42 40 38
 52 wk 42 40 38 36 34

CLASS AA
 1 wk 36 34 32 30 28
 52 wk 32 30 28 26 24

CLASS A
 1 wk 28 26 24 22 20
 52 wk 24 22 20 18 16 14

20/30 SECOND CLASS AAA
 1 wk 37 35 33 31 29
 52 wk 33 31 29 27 25

CLASS AA
 1 wk 30 28 26 24
 52 wk 28 26 24 22 20

CLASS A
 1 wk 26 24 22 20 18
 52 wk 23 21 19 17 15

CLASS AA
 1 wk 18 17 15 14 13
 52 wk 15 14 13 12 11

10 SECOND CLASS AA
 1 wk 23 22 21 20 19
 52 wk 21 20 19 18 17

CLASS A
 1 wk 18 17 16 15 14
 52 wk 17 16 14 13 12

CLASS B
 1 wk 15 13 12 11 10
 52 wk 9 8 7 6 5

Spots between classifications take the rate of the
 higher classification. Spots in this section may earn
 frequency discounts from spots in Section II.

7. PACKAGE PLANS
MAXIMUM IMPACT PLANS
 Plan I—1/3 Mon thru Fri 6-10 am and/or 8:30-7
 pm; 1/3 Daily 10 am-3:30 pm; 1/3 Sat and Sun
 6-10 am & 3:30-7 pm and/or Daily 5-6 am & 7
 pm-midnight.
 Plan II—ROS Weekend Package pre-emptible with-
 out notice. Fri 5 pm thru Sun midnight.

PER WK: 12 tl 18 tl 24 tl 36 tl
 1 min 264 378 480 648
 30/20 sec 216 308 384 504
 10 sec 132 189 240 324

PLAN II 6 tl 12 tl 18 tl
 1 min 126 228 270
 30/20 sec 102 180 216
 10 sec 66 120 144

Spots in Section II earn discounts for spots in Sec-
 tion I but do not themselves earn lower rates.
 Minutes, 30/20 seconds and 10 second spots may be
 cross-combined for MIPs; however, they must be
 properly distributed by time classifications. An ad-
 vertiser buying 36 or more MIP spots per week for
 52 weeks earns a 10% discount.

8. PROGRAM TIME RATES
 A—Daily 6 am-7 pm.
 B—All other times.

CLASS A
 1/2 hr 180 171 162 154 146 139
 1/4 hr 120 114 108 103 98 93
 10 min 100 95 90 86 82 78
 5 min 60 57 54 51 48 46

CLASS B
 1/2 hr 108 103 98 93 88 84
 1/4 hr 72 68 64 61 58 55
 10 min 60 57 54 51 48 46
 5 min 36 34 32 30 29 28

10. SPECIAL FEATURES
NEWS-SPORTS-AGRICULTURE
5 MINUTE

PER WK: 11 6 11 18 21 24 21
 1 tl 85 60 55 40
 4 + 55 50 45 30

10 MINUTE
 1 tl 90 80 70 50
 4 + 80 70 60 40

KFMU (FM)
 1948
KANSAS CITY, MO.

QMI QUALITY MEDIA
 INCORPORATED

NAB RAB NAFMB
 Subscriber to the NAB Radio Code
 Media Code 4 226 3571 4.00
 KFMU Broadcasting Division—Meredith Broadcast-
 ing Co., 125 E. 31st St., Kansas City, Mo. 64108.
 Phone 816-531-6789.

STATION'S PROGRAMMING DESCRIPTION
 KFMU (FM): Programmed for adults and young
 adults.
MUSIC: 90%: general popular with standards, show-
 tunes and middle-of-the-road. 80% instrumental,
 20% single and group vocal. 100% albums, no pro-
 gram segments. No personalities. NEWS: 7%: local,
 regional and international on hour 10 times daily,
 Network 7 am & noon. Emphasis on community
 affairs. Weather on hour and half hour. Local and
 national business news with stock market report, 5:05
 pm, M-F. TALK: 3%: editorials 3 times daily,
 analysis and commentary, Sun 10 am & 11:30 pm.
 Public affairs 12:30 pm M-Sat. COMMERCIAL
 POLICY: 8 commercial minutes per hour maximum.
 Contact Representative for further details. Rec'd
 9/5/68.

TIME RATES
 No. 4 Eff 9/15/67—Rec'd 10/30/67.

5. SPOT ANNOUNCEMENTS
DAY OR NIGHT
 1 min 15.00 12.00 10.00 9.00 8.00 7.00
 20/30 sec 13.00 10.00 8.50 7.50 6.00 5.00
 10 sec 8.00 5.00 4.50 3.50 2.50 2.00

7. PACKAGE PLANS
DISCOUNTS
 26 wk Advertisers must spend a minimum of 100.00 weekly
 to earn discounts.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS
 1 x 20.00
 Newscasts sold at flat rate, includes time and talent,
 with no discount for frequency. Minimum—5 per wk.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—E. K. Hartenbower.
 Program Director—George Stump.

2. REPRESENTATIVES
 Quality Media Incorporated.

3. FACILITIES
 ERP 100,000 w.; 94.9 mc. Stereo.
 Operating schedule: 8:00-1:00 am Mon thru Sat; 8:00
 am-midnight Sun. CST.
 Antenna ht.—850 ft. above average terrain.

4. AGENCY COMMISSION
 15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
 Basic Rates: 20a, 20b, 21b, 21d, 22b, 23a, 24b, 24c,
 25a, 26, 28a, 28c, 29a, 32a.
 Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48,
 49, 50, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i,
 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.

TIME RATES
 Eff 9/1/67—Rec'd 9/29/67.

6. SPOT ANNOUNCEMENTS
 1 min 14.00 12.00 10.00 9.00 8.00 7.00
 30 sec 11.00 9.00 7.00 6.00 5.00 4.00
 10 sec 5.50 4.50 3.50 3.00 2.50 2.00
 Guaranteed times day or night.
 Spots of any length may be cross-combined for max-
 imum frequency.

7. PACKAGE PLANS
PER MO: 50 tl 60 tl 80 tl
 1 min 8.00 7.00 6.00
 30 sec 6.00 5.00 4.00
 10 sec 4.00 3.50 3.00
 BTA day or night.
 Fixed but preemptible, lengths cross-combinable.

8. PROGRAM TIME RATES
 *1 hr 11/2 hr 1/4 hr 5 min
 1 x 70.00 45.00 30.00 15.00
 13 x 66.50 42.75 28.50 14.25
 26 x 63.00 40.50 27.00 13.50
 39 x 59.50 38.25 25.50 12.75
 52 x 56.00 36.00 24.00 12.00
 104 x 52.00 32.00 20.00 10.80
 156 x 48.00 28.00 18.00 9.60
 260 x 44.00 24.00 16.00 8.00

(*) or 55 min.
 (†) or 25 min.
 No further discounts.

KMBR (FM)
 1962
KANSAS CITY, MO.

METRO RADIO SALES

NAB RAB
 Subscriber to the NAB Radio Code
 Media Code 4 226 3655 5.00
 A Division of Bonneville International Corp., 1049
 Central, Kansas City, Mo. 64105. Phone 816-471-
 0980. TWX KC 810-556-3330.

1. PERSONNEL
 President—Arthur M. Mortensen.
 General Manager—John Pearson.

2. REPRESENTATIVES
 Metro Radio Sales.

3. FACILITIES
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc.
 Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION
 15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11c, 12c, 13c, 14b, 15b.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24b,
 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
 Contracts: 40c, 42b, 42d, 43, 45, 46, 47a, 48, 49, 50,
 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g,
 60i, 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 No. 4 Eff 9/15/67—Rec'd 10/30/67.

5. SPOT ANNOUNCEMENTS
DAY OR NIGHT
 1 min 15.00 12.00 10.00 9.00 8.00 7.00
 20/30 sec 13.00 10.00 8.50 7.50 6.00 5.00
 10 sec 8.00 5.00 4.50 3.50 2.50 2.00

7. PACKAGE PLANS
DISCOUNTS
 26 wk Advertisers must spend a minimum of 100.00 weekly
 to earn discounts.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS
 1 x 20.00
 Newscasts sold at flat rate, includes time and talent,
 with no discount for frequency. Minimum—5 per wk.

MISSOURI

KMBZ
 1921
KANSAS CITY, MO.

METRO RADIO SALES

NAB RAB
 Subscriber to the NAB Radio Code
 Media Code 4 226 3740 3.00
 A Division of Bonneville International Corp., 1049
 Central, Kansas City, Mo. 64105. Phone 816-471-
 0980. TWX 816-556-3330.

1. PERSONNEL
 President—Arthur M. Mortensen.
 Vice-Pres. & Gen'l Mgr.—Walt M. Lochman.
 Program Director—Jon A. Holiday.

2. REPRESENTATIVES
 Metro Radio Sales.

3. FACILITIES
 5,000 w.; 980 kc. Directional—night only.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
 15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 5, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 23a.
 Comb.: Cont. Discounts: 60b, 60k.
 Cancellation: 70a, 73a.

RATE PROTECTION: Rates quoted herein are guar-
 anteed for a period of 13 weeks from the effective
 date of any increase in these rates providing that
 advertising equalling weekly expenditures of 100.00 is
 actually running at time of effective date of increase,
 and providing that these broadcasts continue without
 interruption during rate protection period.

TIME RATES
 No. B Eff 7/1/68—Rec'd 7/1/68.
 AA—Mon thru Fri 6-10 am.
 A—Mon thru Fri 3-7 pm.
 B—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7
 pm.
 C—Daily 7 pm-1 am & 5-6 am.
 D—Daily 1-5 am. Rates on request.

6. SPOT ANNOUNCEMENTS
CLASS AA 1 min 20/30 10 sec
 Specified hour or day 80 45 30
PER WK, ROTATING MON-FRI:
 Less than 6 55 41 28
 6 tl 50 38 25
 12 tl 45 34 23
 18 tl 40 30 20

CLASS A
 Specified hour or day 55 41 28
PER WK, ROTATING MON-FRI:
 Less than 6 50 38 25
 6 tl 45 35 23
 12 tl 42 32 21
 18 tl 38 29 19

CLASS B
PER WK, ROTATING MON-SUN:
 Less than 6 42 32 21
 6 tl (1 per day any 6 days) 40 30 20
 12 tl (2 per day any 6 days) 36 27 18
 18 tl (3 per day any 6 days) 34 26 17
 24 tl (4 per day any 6 days) 32 24 16

CLASS C
PER WK, ROTATING MON-SUN:
 Less than 6 21 16 11
 6 tl (1 per day and 6 days) 20 15 10
 12 tl (2 per day and 6 days) 18 14 9
 18 tl (3 per day and 6 days) 17 13 9
 24 tl (4 per day and 6 days) 16 12 8

DISCOUNTS
 Applicable to weeks with expenditure of 100.00 or
 more. Discount applied as earned.
 52 consec wks—10%

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS
PER WK: 1 min 20/30 10 sec
 Plan A, 12 tl (2AA, 2A, 4B, 4C) 336 252 168
 Plan B, 18 tl (3AA, 3A, 6B, 6C) 468 360 234
 Plan C, 24 tl (4AA, 4A, 8B, 8C) 552 408 288
 Plan D, 30 tl (6AA, 6A, 12B, 12C) 756 576 396
 Plan E, 48 tl (8AA, 8A, 16B, 16C) 912 672 480
 Must be schedule equally over 7 day period and
 rotate within time classification.
 Offered on a preemptible basis at stations discretion
 for a full rate card advertiser.
 In event of preemption spots will be made good
 in comparable or better time periods at the earliest
 possible convenience and prior to expiration of
 schedule.
 Weekly Circulation Plans earn 52 consec wks discount.
 Do not contribute to Weekly Circulation Plans for
 further weekly frequency.
 May combine with minutes, newscasts, 20/30 seconds
 & ID's to earn weekly frequency discounts on the
 face of card rates only.

10. SPECIAL FEATURES
NEWSCASTS
10 MIN: AA A B
 1 tl 100 90 70
 4 + 85 75 60
5 MIN:
 1 tl 65 60 50
 4 + 55 50 40

FREQUENCY COMBINATION
 Minutes, newscasts, 20/30 seconds and ID's may com-
 bine to earn weekly frequency discounts.
 (Kansas City continued on next page)

MISSOURI

Kansas City—Continued

KPRS

1949

KANSAS CITY, MO.

Independent Negro



DORE & ALLEN, INC.

NAB

Media Code 4 226 3825 4.00

KPRS Broadcasting Corp., 2301 Grand Ave., Kansas City, Mo. 64108. Phone 816-471-2100.

STATION'S PROGRAMMING DESCRIPTION

KPRS: Programmed for adults and young adults. MUSIC: popular, rock, rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. Taped commercials by them are interchangeable. NEWS: emphasis on local items every hour at :30. Editorializes frequently and are involved in community activities. 2 mobile units for on the scene broadcasting. Air personalities available for remotes. Contact Representative for further details. Rec'd 11/6/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Andrew R. Carter.
Sales Manager—Jay Carter.
Program Director—M. M. Carter.

2. REPRESENTATIVES

Dore & Allen, Inc.
South—Bernard I. Ochs Co.

3. FACILITIES

1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION

15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3c, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25a, 26, 27, 28c.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

No. 7 ET 6/1/69—Rec'd 5/19/69.
AA—Mon thru Fri 6-9 am & 3-6 pm; Sat all day.
A—Mon thru Fri 9 am-3 pm; Sun all day.

7. PACKAGE PLANS

WKLY:	CLASS AA				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 wk	20.00	19.50	19.00	18.50	18.00
13 wk	10.50	10.00	9.50	9.00	8.50
26 wk	5.50	5.00	4.50	4.00	3.50
40 wk	3.50	3.00	2.50	2.00	1.50

WKLY:	CLASS A				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 wk	15.00	14.50	14.00	13.50	13.00
13 wk	7.50	7.00	6.50	6.00	5.50
26 wk	4.00	3.50	3.00	2.50	2.00
40 wk	2.50	2.00	1.50	1.00	0.50

WKLY:	CLASS B				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 wk	12.00	11.50	11.00	10.50	10.00
13 wk	6.00	5.50	5.00	4.50	4.00
26 wk	3.00	2.50	2.00	1.50	1.00
40 wk	2.00	1.50	1.00	0.50	0.00

1 hr	PROGRAM TIME RATES			
	1/2 hr	1/4 hr	10 min	5 min
1 x	150	100	75	50

10. SPECIAL FEATURES

5 min newscasts—2x applicable 1-min.

KPRS-FM

1963

KANSAS CITY, MO.

Media Code 4 226 3950 2.00
KPRS Broadcasting Corp., 2301 Grand Ave., Kansas City, Mo. 64108. Phone 816-471-2100.

1. PERSONNEL

Pres. & Gen'l Mgr.—Andrew R. Carter.
Sales Manager—Jay Carter.
Program Director—M. M. Carter.

2. REPRESENTATIVES

Dore & Allen, Inc.

3. FACILITIES

ERP 18,500 w.; 103.3 mc.
Operating schedule: 6-2 am. CST.
Antenna ht.—150 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
See KPRS listing for coded regulations.
Affiliated with MBS.

TIME RATES

No. 2 ET 6/1/67—Rec'd 6/16/67.
A—All other times.

7. PACKAGE PLANS

WKLY:	1 MINUTE				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 wk	10.00	9.50	9.00	8.50	8.00
13 wk	5.00	4.50	4.00	3.50	3.00
26 wk	2.50	2.00	1.50	1.00	0.50
40 wk	1.50	1.00	0.50	0.00	0.00

WKLY:	30 SECONDS				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 wk	8.00	7.50	7.00	6.50	6.00
13 wk	4.00	3.50	3.00	2.50	2.00
26 wk	2.00	1.50	1.00	0.50	0.00
40 wk	1.25	0.75	0.25	0.00	0.00

WKLY:	10 SECONDS				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 wk	6.00	5.75	5.50	5.25	5.00
13 wk	3.00	2.75	2.50	2.25	2.00
26 wk	1.50	1.25	1.00	0.75	0.50
40 wk	0.90	0.75	0.50	0.25	0.00

Flat	PROGRAM TIME RATES			
	1 hr	1/2 hr	1/4 hr	10 min
1	100	60	40	30

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
PER WK: 1 wk 13 wk 26 wk 40 wk
5 ti 25.00 22.50 20.00 18.50

KUDL

1953

FAIRWAY, KANSAS



Alan Torbet Associates, Inc.

Independent

RAB

Media Code 4 226 3910 4.00
Kansas Broadcasting Co., 222 E. Eby, Merriam, Kans. 62205. Phone 913-222-3866.

STATION'S PROGRAMMING DESCRIPTION

KUDL: Programmed for adults, young adults and teens.
MUSIC: popular, rock, rhythm and blues. Emphasis on music. Total of only 12 minutes per hour commercial time. NEWS: at 20 min before and after hour. Contact Representative for further details. Rec'd 8/8/68

1. PERSONNEL

President—Peter H. Starr.
Vice-Pres. & Gen'l Mgr.—James E. Edwards.
Director of Operations—Mike D'Arcy.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

5,000 w. days, 500 w. nights; 1380 kc.
Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Cancellation: 71a, 73a.
Prod. Services: 80.
Talent charges included in time costs are 20% thereof.
Rates include 25% for production and service.
FM facilities: KCIJ (FM).
Affiliated with American Contemporary Network.

TIME RATES

No. 2 ET 5/1/69—Rec'd 5/9/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-1 am; Sun all day.

7. PACKAGE PLANS

1 min	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
35	33	31	27	24	---
20/30 sec	32	30	27	23	20

1 min	CLASS A				
	1 ti	6 ti	12 ti	18 ti	24 ti
30	27	25	23	20	---
20/30 sec	28	24	21	20	18

1 min	CLASS B				
	1 ti	6 ti	12 ti	18 ti	24 ti
28	26	23	20	19	18
20/30 sec	28	23	20	18	14

CONSECUTIVE WEEK DISCOUNT

52 wk—5%.

KWKI (FM)

1957

KANSAS CITY, MO.

NIA FIMB

Media Code 4 226 3950 0.00
KWKI Radio, 1100 E. Meyer Blvd., Kansas City, Mo. 64131. Phone 816-333-1820.

1. PERSONNEL

President—John B. Ewing, Jr.
General Manager—Clark Van Dyke.
Program Director—Bill Morse.

3. FACILITIES

ERP 70,000 w.; 93.3 mc.
Operating schedule: 6 am-midnight Mon thru Sat;
7 am-11 pm Sun. CST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a.
Contracts: 40a.

TIME RATES

No. 2 ET 10/15/67—Rec'd 10/30/67.

1 min	SPOT ANNOUNCEMENTS				
	1x	15x	30x	45x	60x
6.00	5.50	5.00	4.50	4.00	3.50
30 sec	4.50	4.15	3.75	3.40	3.00
10 sec	3.00	2.75	2.65	2.50	2.25

7. PACKAGE PLANS

EA:	WEEKLY SATURATION PACKAGES				
	18 ti	24 ti	36 ti	48 ti	60 ti
1 min	5.30	5.00	4.80	4.50	4.30
30 sec	4.00	3.75	3.60	3.40	3.25

1 min	MONTHLY SATURATION PACKAGES				
	72 ti	96 ti	144 ti	192 ti	240 ti
5.00	4.80	4.50	4.30	4.00	
30 sec	3.75	3.60	3.40	3.25	3.00

SPOTS combinable with Weekly and Monthly packages.
CHARTER SPONSOR PACKAGE
MINIMUM 10 TI PER WK: 1 min 30 sec 10 sec
1000 x 93.3 PACKAGE 3.00 2.25 1.50

2 CONSEC DAYS, 15 SPOTS PER DAY:
30 30-sec spots—100% 93.30

10. SPECIAL FEATURES

5 min news at :55.
GUARANTEED MINIMUM 100 TI PER MO:
Per mo. 495
Includes sponsor open, news, sponsor 1-minute, news, sponsor close. Clients share equally with other sponsors.

WEATHER
Weathercasts at :15 & :45.
GUARANTEED MINIMUM 100 TI PER MO:
Per mo. 300
Includes sponsor open, weather, sponsor 30 seconds, weather, sponsor close. Clients share equally with other sponsors.

DATELINES & WEATHER
Headlines & Weather at :30.
GUARANTEED MINIMUM 100 TI PER MO:
Per mo. 800
Includes sponsor open, news, sponsor 30 seconds, weather, sponsor close. Clients share equally with other sponsors.

DISCOUNTS
After 3 mos—5% After 6 mos—10%

KXTR (FM)

1959

KANSAS CITY, MO.

Media Code 4 226 3995 5.00
Sentesound Broadcasting Association, 15501 Swear-Ing, Independence, Mo. 64050. Phone 816-257-4700.

STATION'S PROGRAMMING DESCRIPTION

KXTR (FM): Programmed for adults and young adults.
Music and news station with 5 music commentators.
NEWS: 5 min every 3 hours. MUSIC: serious (from pre-Baroque through classic and romantic to modern).
90% & semi-classical, showtunes and standards, 9% RELIGIOUS (on Sundays), 1%. COMMERCIAL.
POLICY: maximum of 6 minutes per hour. Rec'd 7/11/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—James A. Christenson.
Sales Manager—John T. McLean.

3. FACILITIES

ERP 28,000 w.; 96.5 mc. Stereo.
Antenna ht.: 650 ft. above average terrain.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 11a, 12h, 13h, 15b.
Basic Rates: 20a, 21a, 21c, 21d, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, Comb.; Cont. Discounts: 60e, 60h, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES

No. 7 ET 4/1/66—Rec'd 3/30/66.
A—Mon thru Fri 5-11 pm; Sat & Sun noon-11 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

Per week:	1-MINUTE ANNOUNCEMENTS				
	CLASS A	CLASS B	CLASS C	CLASS D	CLASS E
1-7 times	12.50	11.50	10.50	9.50	9.00
8-13 times	12.00	11.00	10.00	9.00	8.50
14 times	11.50	10.50	9.50	8.50	8.00
21 times	10.50	9.50	8.50	7.50	7.00

80% of Class A.

7. PACKAGE PLANS

30 times	ROS MONTHLY PLAN				
	1 minute	15 seconds	30 seconds	45 seconds	1 minute
60 times	8.00	180.00	5.00	150.00	4.00
90 times	6.00	300.00	4.00	240.00	3.00
20-second announcements—75% of 1 minute rate.					

8. PROGRAM TIME RATES

1 HR:	CLASS A				
	1x	15x	30x	45x	60x
A	65	60	55	50	45
B	50	45	41	37	33

1/2 hr: 80% of hour rate.

10. SPECIAL FEATURES

Kansas City—Continued

W D A F-FM

1961

KANSAS CITY, MO.

Taft Stations

Media Code 4 226 4081 3.00

Taft Broadcasting Co., Signal Hill, Kansas City, Mo.

64108. Phone 816-753-4567. TWX 810-771-2047.

- PERSONNEL**
Division General Manager—John Lawrence, Jr.
Station Manager—Byrne Cooke.
Program Director—Jane Pryor.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
Taft Sta. Sales Offices: See Rep. & S/O pages.
- FACILITIES**
ERP 31,000 w.; 102.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 32b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: The Groskin Group.

TIME RATES

ET—		Rec'd 1/2/68.	
1x	15x	30x	60x
1 min 9.00	8.50	8.00	7.50
1 hr	63	60	57
1/2 hr	47	45	43
5 min	26	25	24

W H B

1922

KANSAS CITY, MO.

BLAIR RADIO



A Storz Owned Station

Subscriber to the NAB Radio Code

Media Code 4 226 4165 4.00

Storz Broadcasting Co., 106 W. 14th St., Kansas City, Mo. 64105. Phone 816-221-8300.

Send continuity instructions to Operations Desk at above address.

- PERSONNEL**
Chairman-of-the-Board & President—Robert H. Storz.
General Manager—R. G. Reames.
National Sales Manager—Ed Schulz.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
10,000 w. days, 5,000 w. nights; 710 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 net charges for time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 23a, 24a, 25a.
Contracts: 40c, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70b, 70c, 71a, 72.
Prod. Services: 80.
Affiliated with Blair Represented Network.

TIME RATES

ET 7/1/68—Rec'd 5/31/68.

AA—Mon thru Fri 6-10 am.		A—Mon thru Fri 3-7 pm.		B—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6 am-10 pm.		C—Sun 7 am-10 pm.		D—Mon thru Sun 10 pm-1 am.	
PER WK:	(*)	11	6	12	18	24	30	24	30
1 min	90.00	70.00	65.00	60.00	55.00	50.00	45.00	40.00	35.00
20/30 sec	72.00	58.00	52.00	48.00	44.00	40.00	36.00	32.00	28.00
ID's	54.00	42.00	38.00	35.00	33.00	30.00	28.00	25.00	22.00

- PACKAGE PLANS**
PER WK: 1 min 30 sec 50 tl. 2.00 1.75 100+ 1.50 1.30
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 31, 33a.
Contracts: 40a, 41, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with KBS Radio Network.
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
PER WK: Mon thru Sat 6-10 am & 4-7 pm 100 90
Mon thru Sat 10 am-4 pm 70 60
Mon thru Sat after 7 pm 60 50
Sun all day 40 35
(*) Less than 6 tl.
(†) 6 per wk, 1 per day.

KENNETT (2 AM; 1 FM)

Dunklin County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KBOA

1947



KBOA-FM

1948



Subscriber to the NAB Radio Code
Media Code 4 226 4250 4.00
Radio Station KBOA, Kennett, Mo. 63857. Tuxedo 8-4618.

- STATION'S PROGRAMMING DESCRIPTION**
KBOA: Programmed for primarily rural adults.
8 announcers, 80% music, 20% news. MUSIC: 40% middle-of-the-road, 20% middle-of-the-road standards, 20% general pop, 20% western, NEWS: 50% local and regional, 50% national and world. Extended agriculture news and weather. FM separately programmed afternoons with showtunes, middle-of-the-road standards, swing and popular jazz. Play-by-play National League baseball, little league ball, college and high school football and basketball. Nighttime music general pop. 1 mobile unit. Contact Representative for further details. Rec'd 7/24/67.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Charles C. Earls.
Commercial Manager—C. L. Fylant.
Program Director—Robert M. Goldsmith.
- REPRESENTATIVES**
R. S. Crane Company, Inc.
- FACILITIES**
1,000 w. days; 830 kc. Non-directional.
FM-ERP 6,900 w.; 98.9 mc.
Operating schedule: sunrise to 10:15 pm. Separate programming—1:00 p.m. to 6:00 p.m. Monday through Friday.
Antenna ht.—320 ft. above average terrain.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 25a, 29a.
Contracts: 40a, 44a, 46.
Comb.; Cont. Discounts: 60b, 62d.
Prod. Services: 82.
FM operated in conjunction with AM from sun-up to 1:00 p.m. FM operation continues until 10:15 p.m. with advertising rates 1/2 of AM rates shown below.
Member: Arkansas Radio Network.

TIME RATES

No. 4 ET 9/1/68—Rec'd 8/30/68.	
1x	15x
1 min 8.00	7.50
30 sec 7.00	6.50
1 hr	100
1/2 hr	60
5 min	15

K B X M

1964



Media Code 4 226 4385 3.00
William L. Miller, Box 569, North By-Pass, Kennett, Mo. 63857. Phone 814-888-6333.

- PERSONNEL**
Owner—Mrs. Hazel Miller.
General Manager—Larry Robinson.
Commercial Manager—Jack Allen.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: 6:00 am-6:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

NATIONAL AND LOCAL RATES SAME	
ET 10/1/68—Rec'd 11/1/68.	
1x	15x
1 min 3.00	2.00
13 x	2.75
26 x	2.50
52 x	2.10
100 x	2.00

- PACKAGE PLANS**
PER WK: 1 min 30 sec 50 tl. 2.00 1.75 100+ 1.50 1.30
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21c, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30, 33d.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Magdo Circle Network.

KIRKSVILLE (1 AM; 1 FM)

Adair County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KIRX

1947



Subscriber to the NAB Radio Code
Media Code 4 226 4420 3.00
Community Broadcasters, Inc., KIRX Bldg., Kirksville, Mo. 63501. Phone 816-665-3781.

- PERSONNEL**
General Manager—Sam A. Burk.
Sales Manager—Don Hiskey.

- REPRESENTATIVES**
Call station direct. Phone 816-665-7748.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25a, 27, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.
FM facilities: KRXL(FM).

TIME RATES

No. 8 ET 6/1/69—Rec'd 5/20/69.	
1x	15x
1 min	6.00
30 sec	5.00
1 hr	60.00
1/2 hr	30.00
1/4 hr	18.00
5 min	12.00

K R X L (FM)

1967

Media Code 4 226 4480 7.00
Community Broadcasters, Inc., Box 130, N. Hwy. 63 & 8, Kirksville, Mo. 63501. Phone 816-665-9828.

- PERSONNEL**
Pres. & Gen'l Mgr.—Sam A. Burk.
Station Manager—J. F. Way.
- REPRESENTATIVES**
Call station direct.
- FACILITIES**
ERP 54,000 w.; 94.5 mc.
Operating schedule: 7 am-11 pm. CST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only. 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25a, 27, 29a.
Contracts: 40a, 41, 45, 47a, 51a.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
AM facilities: KIRX.

TIME RATES

No. 1 ET 4/1/68—Rec'd 4/8/68.	
1x	15x
1 min	5.00
30 sec	4.00
1 hr	40.00
1/2 hr	25.00
1/4 hr	15.00
5 min	8.00

LEBANON

Laclede County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KLWT

1947

Media Code 4 226 4505 1.00
Lebanon Broadcasting Co., 221 E. Commercial St., Lebanon, Mo. 65556. Phone 417-532-2062.

- STATION'S PROGRAMMING DESCRIPTION**
KLWT: Programmed for adults and young adults.
5 air personalities under entire operation with exception of news given by news director. NEWS: every hour either 5 or 15 min. General popular music, showtunes, standards. 2 sports shows daily plus local basketball, football, and major league baseball. FARM: shows total 3 hours M-F. Personalities available for remote pickups at all points. COMMERCIAL POLICY: 4 minutes within 15 minute segment. Contact Representative for further details. Rec'd 7/10/67.

- PERSONNEL**
General Manager—O. R. Wright.
Sta. & Sales Mgr.—Jack A. Sellers.
- REPRESENTATIVES**
Magdo Circle Time Sales.
- FACILITIES**
1000 w. days, 250 w. nights, 1230 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30, 33d.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Member: Magdo Circle Network.

TIME RATES

ET ———— Rec'd 7/1/68.	
1x	15x
1 min	5.00
30 sec	4.00
1 hr	40.00
1/2 hr	25.00
1/4 hr	15.00
5 min	8.00

6. SPOT ANNOUNCEMENTS	
1x	15x
1 min	3.00
26 x	2.80
156 x	2.75
(*) 30 sec to 1-min.	

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
1 hr	85.00	25.00	15.00
26 hr	82.00	22.00	12.75
52 hr	28.00	19.00	11.00
125 hr	24.00	18.00	9.00
240 hr	20.00	13.00	8.00
300 hr	18.50	10.00	7.00

LEXINGTON

Lafayette County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KLEX

1956



Subscriber to the NAB Radio Code
Media Code 4 226 4590 3.00
Lexington Broadcasting Co., Inc., Box 188, KLEX Bldg., East U. S. Hwy. 24, Lexington, Mo. 64067.
Phone 816-259-3232.
Other studios—Richmond and Higginville, Mo.

- PERSONNEL**
Gen'l & Prom. Mgr.—Ralph E. Meador.
Program Director—Don Sibley.
- FACILITIES**
250 w. days; 1570 kc. Non-directional.
- AGENCY COMMISSION**
Net. agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 71a, 73a.

TIME RATES

ET 1/1/68—Rec'd 1/4/68.	
1x	15x
120 wd	3.50
60 wd	3.00
25 wd	2.00
Night Hour—11:45 am-1 pm.	
30 sec, minimum rate	

7. PACKAGE PLANS	
TO BE USED IN 30 DAYS	
100 tl	25 wd
100 tl	140
TO BE USED IN 14 DAYS	
50 tl	85
TO BE USED IN 7 DAYS	
25 tl	35

8. PROGRAM TIME RATES	
1x	15x
1/2 hr	25.00
1/4 hr	15.00
5 min	7.50

LIBERTY

Clay County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Missouri
(including Kansas City, Kans.; Independence, Mo.; Liberty, Mo.; Fairway, Kans.; Merriam, Kans.; Mission, Kans.)

MACON

Macon County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KLTI

1986

Media Code 4 226 4675 2.00
KLTI Radio, Inc., Box 286, Highway 63 E., Macon, Mo. 63552. Phone 816-351-3588.

- PERSONNEL**
Pres., Sta., Gen'l & Sales Mgr.—Leland E. Ebert.
Program Director—Imogene Ebert.
- FACILITIES**
250 w.; 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST, DST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 31, 33a.
Contracts: 40a, 41, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME	
No. 1 ET 10/1/65—Rec'd 3/9/67.	
1x	15x
1 min	3.00
30 sec	2.50
1 hr	20.00
1/2 hr	15.00
1/4 hr	10.00
5 min	5.00

MISSOURI

Macon—K L T I—Continued

7. PACKAGE PLANS

	PRIME TIME				-20 sec-
	1 mi	4+	1 ti	4+	
Per wk.....	3.80	3.80	3.20	3.00	2.80
Per wk.....	3.20	3.00	2.60	2.40	2.00

SATURATION PACKAGE
30 sec. ea. 2.25 1 min. ea. 2.75
10 spots or more to be run in 7 day period. Must run a minimum of 4 spots per day each day the spots run. Saturation Spot Package is sold on a floating spot schedule only.

8. PROGRAM TIME RATES

PER WK. EA:	PRIME TIME				
	8 min 10 min	1/4 hr	1/2 hr	1 hr	1 hr
1 ti	6.50	9.25	13.00	24.00	44.00
4+	5.50	8.25	11.00	20.00	38.00

REGULAR TIME
1 ti 6.00 8.25 11.00 20.00 38.00
4+ 5.00 7.25 9.00 16.00 28.00
All program times listed are less 30 seconds for station break.

MALDEN

Dunklin County—Map Location H-1

See SRDS consumer market map and data at beginning of the State.

KTCB

1934

NAB

Subscriber to the NAB Radio Code

Media Code 4 226 4760 2.00
Tri-County Broadcasting Co., North Highway 25,
Malden, Mo. 63863.

1. PERSONNEL

General Manager—Dick Wiethan.

3. FACILITIES

1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26a.
Contracts: 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a.
Comb.; Cont. Discounts: 60a, 60b, 61a, 61b, 62a, 62b.
Cancellation: 70a, 70b, 71a, 71b, 72a, 72b, 73a, 73b.
Prod. Services: 80, 82.
Member: Magic Circle Network.

TIME RATES

Rates effective October 1, 1955. (Card No. 3.)
Card received October 5, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	10.00	5.00
13 times.....	47.00	28.00	19.00	9.00	4.75
26 times.....	42.50	26.00	18.00	8.50	4.50
52 times.....	40.00	24.00	16.00	8.00	4.25
104 times.....	35.00	22.00	15.00	7.50	3.75
156 times.....	32.50	20.00	13.00	7.00	3.50
260 times.....	30.00	18.00	12.00	6.50	3.00

(*) 100 words or less.
Class "A" time, 11:59 a.m. until 1:01 p.m. No frequency discounts.

MARSHALL

Salline County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

KMMO

1949

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 226 4845 1.00
KMMO, Inc., P. O. Box 513, U. S. Hwy. 65, one
mile northwest of Marshall, Mo. 63340. Phone 40.

1. PERSONNEL

Manager—Harold Douglas.

3. FACILITIES

1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset week-
days; 7:30 a.m. to local sunset Sunday.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,
28a, 28c, 29a, 29b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 48, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60d, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Rates effective November 1, 1953. (Card No. 3.)
Card received October 5, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	50.00	30.00	20.00	10.00	5.00	5.00
26 times.....	47.50	28.50	19.00	14.25	9.50	5.70
52 times.....	45.00	27.00	18.00	13.50	9.00	5.40
156 times.....	42.50	25.50	17.00	12.75	8.50	5.10
260 times.....	40.00	24.00	16.00	12.00	8.00	4.80
312 times.....	37.50	22.50	15.00	11.25	7.50	4.50

(*) One minute or less.

MARYVILLE

Nodaway County—Map Location C-1

See SRDS consumer market map and data at beginning of the State.

KNIM

1953

Media Code 4 226 4930 1.00
Clark Broadcasting Co., Box 278, Maryville, Missouri.
64468 Justice 2-2131.

1. PERSONNEL General Manager—Roger Moyer.

2. REPRESENTATIVES

Omaha—Soderlund Company.
Magic Circle Time Sales.

3. FACILITIES

250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25b, 26,
29a, 29b, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 49, 50, 51a,
51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 72, 75a, 73b.
Prod. Services: 80, 82.
Member: Magic Circle Network.

TIME RATES

Rates effective May 1, 1959.
Rates received May 27, 1959.
Rev. (Ann.) received October 5, 1959.

6. SPOT ANNOUNCEMENTS 1 minute or less:

1 time.....	8.00	156 times.....	3.50
26 times.....	4.25	312 times.....	3.00
52 times.....	4.00	312 times.....	3.00
104 times.....	3.75		

MEXICO (1 AM; 1 FM)

Audrain County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

KWWR (FM)

1966

Media Code 4 226 4960 3.00
Audrain Broadcast Corp., Box 475, 1705 E. Liberty
St., Mexico, Mo. 65265. Phone 314-581-5500.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—W. Earl Dougherty.
Sales, Mgr. & Chief Engr.—Jerry Lee Johnson.

3. FACILITIES

ERP 55,000 w. (horiz.), 55,000 w. (vert.); 95.7 mc.
Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 305 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station. 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 24a, 24c,
25, 28b, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Maximum commercial time 8 minutes per hour. 1/2
hour separation between competitive advertising.
AM facilities: KXEO.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 3/1/68—Rec'd 9/30/68.

Premium—Mon thru Sat 6-8:30 am, noon-1 pm & 4
pm—Sun all day.
Regular—All other times.

6. SPOT ANNOUNCEMENTS

Premium 1 min 30 sec 6.85 4.95 Regular 5.65 3.95

7. PACKAGE PLANS

	10 ti	15 ti	20 ti	25 ti	50 ti
Spots/1 day.....	3.71	3.68	3.61		
Spots/1 wk.....				3.68	3.61

8. PROGRAM TIME RATES

Premium 1/2 hr 1/4 hr
Special production time, per hour, extra 5.00.

10. SPECIAL FEATURES

5-minute News, Weatherman, Markets—6.00, plus
3.00 news service. (Commercial copy: 1:15.)
15-minute News—12.00, plus 4.00 news service.
10-minute Sports—8.00, plus 4.00 news service.
10% rebate at end of 52-week non-cancellable con-
tract of 15.00 per week, minimum.

KXEO

1947

Media Code 4 226 5015 0.00
Audrain Broadcasting Corp., Box 260, Mexico, Mo.
65265. Phone 814-581-2840.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—W. Earl Dougherty.
Operations Manager—Jerry Johnson.
Program Director—Gary Hollingsworth.

3. FACILITIES

1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:00 a.m. to midnight week-
days; 8:00 a.m. to midnight Sunday. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24c, 25a,
27, 28a, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 42a, 42c, 44a, 45, 46, 47a, 48, 51a,
51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60b, 61a, 62a, 62b,
62d.
Cancellation: 70a, 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KWWR (FM).
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 8/1/66—Rec'd 8/31/66.

Prime Time—Mon thru Sat sign-on-7 pm; Sun sign-
on-6:30 pm.
Regular Time—All other times.

7. PACKAGE PLANS

MONTHLY SATURATION PLANS

PER MO:	PRIME TIME			
	80 ti	100 ti	150 ti	200 ti
80 sec.....	2.50	2.50	2.30	2.05
1 min.....	4.25	4.15	3.75	3.45

REGULAR TIME
80 sec..... 2.55 2.35 2.20 1.95 1.75
1 min..... 3.85 3.65 3.30 2.95 2.85

WEEKLY SATURATION

PER WK:	Prime			
	30 sec	1 min	30 sec	1 min
1 ti	4.95	7.45	4.50	6.75
2 ti	4.85	7.00	4.15	6.25
3 ti	4.30	6.45	3.80	5.70
4 ti	3.95	6.05	3.40	5.10
5 ti	3.80	5.70	3.20	4.80
6 ti	3.70	5.55	3.15	4.75
7 ti	3.60	5.40	3.10	4.70
14 ti	3.30	4.95	2.75	4.15
21 ti	3.20	4.80	2.65	4.00

8. PROGRAM TIME RATES

PRIME TIME

	Per week			
	1 ti	2 ti	3 ti	5+
1/4 hr.....	13.75	12.55	11.25	10.15
10 min.....	10.45	9.45	8.40	7.80
5 min.....	7.15	6.25	5.65	5.10

REGULAR TIME

1/4 hr.....	11.00	10.80	9.80	8.80
10 min.....	8.55	8.20	7.35	6.80
5 min.....	6.05	5.45	4.90	4.40

10. SPECIAL FEATURES

NEWS-WEATHER-SPORTS
Per each 5 minute period, extra 1.25
Per each 10 or 15 minute period, extra 2.25

CONSECUTIVE WEEK DISCOUNTS
Contract discounts provide 10% discount from rate
card for contracts of 12.00 or more net per week for
a period of 52 weeks; 5% for 26 weeks.
Incomplete schedules short-rated to earned rate.

MOBERLY (1 AM; 1 FM)

Randolph County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

KRES (FM)

1966

Media Code 4 226 5175 6.00
KRES Radio, Box 278, Moberly, Mo. 65270. Phone
816-263-1600.

1. PERSONNEL

Owner & Gen'l Mgr.—Jerrill A. Shepherd.
Sales Manager—Kermit Womack.

2. REPRESENTATIVES

Call station direct.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc.
Stereo.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

See KWIX listing for coded regulations.
AM facilities: KWIX
In combination with KWIX. See that listing for
rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 1/1/69—Rec'd 1/17/69.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	5	3
1 x.....			

7. PACKAGE PLANS

	Per day				Per wk			
	10 ti	20 ti	30 ti	40 ti	70 ti	100 ti	100 ti	100 ti
30 sec.....</								

Mountain Grove—K L R S—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 5, 6a, 7b.
Rate Protection: 11b, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 24b, 25a, 26,
28b, 28c, 29b, 30.
Contracts: 40a, 44a, 44b, 46, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Alcoholic beverage advertising: beer only.
Affiliated with KRS Radio Network.
Member: Magic Circle Network.

TIME RATES

Rates effective November 16, 1954. (Card No. 1.)
Card received November 15, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	30.00	17.50	10.00	5.00	4.00
13 times	26.00	15.00	8.00	4.00	2.50
26 times	25.00	14.00	7.50	3.75	2.40
52 times	24.00	13.00	7.00	3.50	2.30
104 times	22.00	12.00	6.00	3.25	2.20
156 times	20.00	10.00	5.00	3.00	2.15
260 times	18.00	9.00	4.50	2.75	2.10
312 times	16.00	8.50	4.25	2.60	2.05
365 times	15.00	8.00	4.00	2.50	2.00
Automotive rate					2.15

7. PACKAGE PLANS

(Run-of-schedule)

10 announcements, to be used within 2 days..... 19.50
20 announcements, to be used within 3 days..... 35.00
30 announcements, to be used within 5 days..... 45.00

NEOSHO

Newton County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KBTN

1954

Media Code 4 226 5355 8.00
KBTN, Inc., P. O. Box 512, 216 E. Spring St.,
Neosho, Mo. 64850. Phone 417-451-1420.

1. PERSONNEL
Manager—Bill Bentley.
General Manager—Galen O. Gilbert.

3. FACILITIES
500 w. days: 1420 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60a, 60k, 62e.
Cancellation: 70a, 70c.
Affiliated with KRS Radio Networks.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective April 1, 1960. (Card No. 1.)

Card received May 2, 1960.

Rev. rates received October 3, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	30.00	20.70	13.80	6.90	3.45	3.10
26 times	28.75	19.75	12.50	6.25	3.30	3.00
52 times	25.00	17.25	11.50	5.75	3.10	2.80
104 times	23.00	12.65	8.05	4.60	2.65	2.45
156 times	20.70	11.50	6.90	4.00	2.45	2.10
260 times	19.55	10.35	6.35	3.45	2.10	1.95

NEVADA

Vernon County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KNEM

1949

Subscriber to the NAB Radio Code
Media Code 4 226 5440 0.00
Radio KNEM, Inc., Box 447, Nevada, Mo. 64772.
Phone Normandy 7-3113.

1. PERSONNEL
General Manager—Kenneth E. White.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Cancellation: 71a, 73a.
Affiliated with KRS Radio Network.
Member: Magic Circle Network.

TIME RATES

Rates effective March 1, 1950. (Card No. N-2.)

Rates received March 28, 1950.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312
1 min or less	5.40	5.10	4.85	4.55	4.35	4.05	3.25

OSAGE BEACH (1 AM; 1 FM)

Camden County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KRMS KRMS-FM

1952

1984

Subscriber to the NAB Radio Code
Media Code 4 226 5525 8.00

James L. and Ella Mae Risner, dba Central Missouri Broadcasting Co., Highway 54, 3 miles West of Osage Beach, Mo. 65065. Phone 314-348-2222.

1. PERSONNEL
General Manager—Jim Risner.
Partner—Ella Mae Risner.

3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM FACILITIES
ERP 2,450 w.; 93.5 mc.
Operating schedule: 6 am-11 pm Sun thru Fri and midnight Sat. CST.
Antenna ht.: 220 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71h, 73a.

TIME RATES

ET 11/1/68—Rec'd 11/7/66.

6. SPOT ANNOUNCEMENTS

PER MO:	1 hr	1/2 hr	30 sec	60 sec
1	4.00	3.50	3.25	3.00
30 second spots, flat				2.00

7. PACKAGE PLANS

AM or FM

(Oct. 1 thru Apr. 30)

5 ti, daily..... 15 50 ti, per wk..... 100

10 ti in 3 days.....

SPECIAL SUMMER PACKAGE

(May 1 thru Sept. 30)

35 AM & 15 FM spots, per wk..... 100

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	9	20	35	65

WEEKLY

1 ti..... 8 13 24 45
3 ti..... 7 11 20 35
6 ti..... 6 9 15 28

Spots and programs are combinable to earn lowest rate.

PIEDMONT

Wayne County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KPWB

1965

Media Code 4 226 5610 8.00
Wayne County Broadcasting Company, Inc., Hwy. K,
Piedmont, Mo. 63957. Phone 223-4218.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gaylon Watson.
Program Director—Jimmy Hagggett.

3. FACILITIES
1,000 w.; 1140 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable monthly.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES

ET 4/1/68—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	3.00	2.50	1.50	1.80
13 x	2.85	2.35	2.80	2.30
26 x	2.70	2.20	3.12	2.60
52 x	2.50	2.00	5.00	1.75
104 x	2.40	1.90	10.00	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	45.00	22.50	14.00	6.00
13 x	42.00	21.00	13.00	5.50
26 x	40.00	20.00	12.50	5.00
52 x	35.00	18.00	11.00	4.80
104 x	32.00	16.50	10.50	4.00
156 x	29.00	15.00	10.00	3.75
260 x	27.00	14.00	9.00	3.50
312 x	26.00	13.50	8.00	3.25

POPLAR BLUFF (2AM; 1FM)

Butler County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KLID

1961

Media Code 4 226 5695 9.00
Don M. Lidenton, KLID Bldg., 102 N. 11th St.,
Poplar Bluff, Mo. 63901. Sunset 5-9630.

STATION'S PROGRAMMING DESCRIPTION
KLID: Programmed for young adults and general interest.

6-7 am, country and western music, 7 am-3 pm current hits, 3-10 pm rock, 10 pm-12m folk, popular music. NEWS: 5 min at :55, headlines at :28, 2 mobile units. SPORTS: local high school, local golf, remote college and major league football. 8 air personalities handle all segments and are available for remotes at work hops, fashion shows, etc. RELIGIOUS: segments Sun am only. Contact Representative for further details. Rec'd 12/30/68.

1. PERSONNEL

Sales Manager—"Pres" Semar.
Program Director—William B. Stielger.
News Director—Jerry McDaniel.
2. REPRESENTATIVES
Gill-Perna, Inc

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 8:00 am-midnight. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 61a, 62d.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/68—Rec'd 6/22/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	4.00	3.20	2.80	2.40
13 x	3.80	3.05	2.65	2.30
26 x	3.60	2.80	2.50	2.15
52 x	3.40	2.70	2.40	2.05
104 x	3.20	2.55	2.25	1.90
156 x	3.00	2.40	2.10	1.80
260 x	2.80	2.25	2.00	1.70
312 x	2.60	2.05	1.85	1.65
520 x	2.40	1.90	1.70	1.45

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40	24	16	12	8

DISCOUNTS

13x-5%	52x-15%	156x-25%	312x-35%
26x-10%	104x-20%	260x-30%	520x-40%

KWOC KWOC-FM

1938

1952

Media Code 4 226 5780 9.00
Poplar Bluff Broadcasting Corp., Valley Plaza Shopping Center, Poplar Bluff, Mo. 63901. Phone 314-785-8950.

1. PERSONNEL
Manager—John R. Morris.
Program Director—Jerry Patterson.
Commercial Manager—James Cartee.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 930 kc.
Directional—separate patterns day and night.
Operating schedule: 6:00 am-midnight. CST.
FM FACILITIES
ERP 16,000 w.; 94.5 mc.
Antenna ht.: 253 ft. above average terrain.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b.
Cancellation: 71a, 73a.
FM operated separately.

TIME RATES

Rates effective

Rates received October 31, 1960.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 time	5.00	4.00	3.00	2.50
13 times	4.75	3.80	2.75	2.40
26 times	4.50	3.60	2.65	2.30
52 times	4.25	3.40	2.50	2.20
104 times	4.00	3.20	2.35	2.10
156 times	3.75	3.00	2.25	2.00
260 times	3.50	2.80	2.10	1.80
312 times	3.25	2.60	2.00	1.60

8. PROGRAM TIME RATES

CLASS "A"
(6:30 a.m. to 8:30 a.m. and 11:59 p.m. to 1:00 p.m.)
1 time rates apply, no frequency discounts.

CLASS "B"
(All other times)

	1 hr	1/2 hr	1/4 hr	5 min.
1 time	50.00	30.00	20.00	10.00
13 times	47.50	28.50	19.00	9.50
26 times	45.00	27.00	18.00	9.00
52 times	42.50	25.50	17.00	8.50
104 times	40.00	24.00	16.00	8.00
156 times	37.50	22.50	15.00	7.50
260 times	35.00	21.00	14.00	7.00
312 times	32.50	19.50	13.00	6.50

PORTAGEVILLE

New Madrid County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

KMIS

1960

Media Code 4 226 5865 8.00
J. Shelby McCallum and Smith J. Dunn, dba, New Madrid County Broadcasting Co., Box 260, St. Hwy. 162, Portageville, Mo. 63873. Phone 314-879-5436.

STATION'S PROGRAMMING DESCRIPTION
KMIS: Programmed in public interest.

Country and gospel music, sign-on-9 am. Dramas and woman's program until 10 am. Gospel music until noon. Noon-1 pm news (world, regional, local, weather, stocks, farm). 1 pm-sign-off, country music requests. NEWS: at :55, local 7:15 am, 8:50 am & 12:10 pm. Calendar, 9 daily on half hour (church, club meet etc). SPORTS: 7:30 am high school and pro football. Sun-church programs until 9 am, gospel music until noon, country music requests noon-sign off. PERSONALITIES available on and off air. Contact Representatives for further details. Rec'd 7/10/67.

1. PERSONNEL

General Manager—Smith Dunn.
Sta. & Comm'l Mgr.—Harry Moreland.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

MISSOURI

Rolla—KCLU—Continued

Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60f, 60g.
 Cancellation: 70b, 70d, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MDS.
 Member: Magic Circle Network.

TIME RATES
 Eff 1/1/68—Rec'd 9/1/68.

120 wd 60 wd	120 wd 60 wd
1 x..... 3.50 2.65 260 x..... 2.20 1.65	
26 x..... 3.20 2.40 312 x..... 2.00 1.50	
52 x..... 2.90 2.20 500 x..... 1.85 1.40	
104 x..... 2.60 1.95 1000 x..... 1.80 1.20	
156 x..... 2.40 1.80 1500 x..... 1.45	

20-seconds based on 30-second rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x..... 34.00 22.00 13.80 7.00			
26 x..... 28.00 18.00 11.20 6.40			
52 x..... 26.00 16.50 9.90 5.80			
104 x..... 24.00 14.80 8.80 5.20			
156 x..... 22.00 13.50 7.90 4.80			
260 x..... 22.00 12.50 7.40 4.40			
312 x..... 21.00 11.50 6.90 4.00			

KCLU-FM

1964

Subscriber to the NAB Radio Code
 Media Code 4 226 6036 5.00
 Roy D. Stanley, dba Rolla Broadcasters, Box 728,
 Junction 1-44 & US 63, Rolla, Mo. 65401, Phone
 314-304-1590.

1. PERSONNEL
 Owner & Gen'l Mgr.—Roy D. Stanley.
 Station Manager—Donna F. Stanley.
 Program Director—Doug Gary.

3. FACILITIES
 ERP 2.840 w.; 94.3 mc.
 Operating schedule: 6 am-midnight, CST.
 Antenna ht.: 295 ft. above average terrain.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12b, 13b, 14a.
 Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a, 29b, 31, 33a.
 Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62a, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Mutual Broadcasting System.
 Member: Magic Circle Network.

TIME RATES
 Eff 1/1/68—Rec'd 9/1/68.

6. SPOT ANNOUNCEMENTS

26x	52x	104x	156x	260x	312x	500x
1 min 3.50	3.20	2.90	2.60	2.40	2.20	2.00

30 sec (60 wds): 80% of 1 min.

7. PACKAGE PLANS

PER MO:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min:	3.09	2.70	2.60	2.50	2.40	2.20

KTTR

1947



Media Code 4 226 8120 7.00
 Phelps County Broadcasting, Inc., Box 727, Rolla,
 Mo. 65401, Phone 314-304-2525.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Robert McKune.
 Station Manager—George Wilburn.

2. REPRESENTATIVES
 Walton Broadcasting Sales Corporation.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1490 kc.
 Non-directional.
 Operating schedule: 5:25 am-11 pm, CST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12c, 13c, 14c, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26b, 29a, 30, 33a.
 Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 48, 49, 50, 51a.
 Comb.: Cont. Discounts: 60b, 60e, 61a, 62a.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 Eff 1/1/68—Rec'd 4/4/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	1 min
Under 1,000.00	5.00	1,000.00 or more..... 4.00

30 seconds—90% of 1-minute rate.
 20 seconds—85% of 1-minute rate.
 10 seconds—75% of 1-minute rate.

STE. GENEVIEVE

Ste. Genevieve County—Map Location H-5
 See SRDS consumer market map and data at beginning of State.

KSGM-FM

1967

Media Code 4 226 6150 4.00
 Donze Enterprises, Inc., Box 428, Ste. Genevieve, Mo.
 63870, Phone 314-883-2980.

1. PERSONNEL
 General Manager—Elmer L. Donze.
 Program Director—Art Schwent.

3. FACILITIES ERP 27,300 w.; 105.7 mc.
 Operating schedule: 6 am-10 pm, CST.
 Antenna ht.: 825 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 61b, 61c, 62b, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 AM facilities: KSGM, Chester, Ill.

TIME RATES
 Eff 11/1/68—Rec'd 10/25/68.

6. SPOT ANNOUNCEMENTS

1x	15x	25x	52x	104x	156x	260x	312x
1 min 5.20	4.90	4.70	4.40	4.15	3.90	3.60	3.35
30 sec 4.20	4.10	3.95	3.70	3.50	3.15	2.95	2.85

8. PROGRAM TIME RATES

1x	13x	25x	52x	104x	156x	260x	312x
1/2 hr.	60.00	47.50	45.00	42.50	40.00	37.50	35.00 32.50
1/4 hr.	26.00	25.00	24.00	23.00	22.00	21.00	19.00 17.00
5 min.	11.00	10.60	10.00	9.50	9.00	8.50	8.00 7.50

ST. CHARLES

St. Charles County—Map Location H-4
 See SRDS consumer market map and data at beginning of the State.

KIRL

1958

Media Code 4 226 6175 1.00
 Contemporary Media, Inc., Box 1460, St. Charles, Mo.
 63301, Phones 314-201-4488, 724-3300.

STATION'S PROGRAMMING DESCRIPTION
 KIRL: Programmed for a mass audience of adults, young adults, teens, primarily age 16-49.
 MUSIC: 90% familiar hits, alternating current top 25 hits with greatest hits of all time every day, pre-scheduled by program director. Air personalities, scappella singles, maximum music, minimum talk.
 NEWS and information 10%: network at 5:50, followed by local news and weather, 5 min drive times, 2 min housewife and evening. Frequent weather. Traffic car report drive times. Network sports drive times. Local sports covered from scene. COMMERCIAL POLICY: maximum 12 minutes per hour, six 130 second clusters separated by 3-4 records. Contact Representative for further details. Rec'd 5/28/69.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Mike Rice.
 General Sales Manager—Vince Garuff.

2. REPRESENTATIVES
 Stone Representatives, Inc.

3. FACILITIES
 5,000 w.; 1460 kc. Directional.
 Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION
 15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
 Rate Protection: 10a, 11a, 12a, 13a, 14b.
 Basic Rates: 20b, 21b, 22a, 23b, 24a, 28c, 29a.
 Contracts: 40a, 41, 45.
 Comb.: Cont. Discounts: 60e.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 3 Eff 1/1/69—Rec'd 1/10/69.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	AA	A
1 ti	1 min 30 sec 10 sec 1 min 30 sec 10 sec	1 min 30 sec 10 sec
6 ti	30.00 24.00 15.00 27.00 21.50 13.50	28.50 22.50 14.00
12 ti	26.00 21.00 13.00 23.00 18.00 11.50	
18 ti	22.00 17.00 11.00 19.00 15.50 9.50	
24 ti	21.00 17.00 10.50 18.00 14.50 9.00	
30 ti	20.00 16.00 10.00 17.00 13.50 8.50	
40 ti	19.00 15.50 9.50 16.00 13.00 8.00	
50 ti	18.00 14.50 9.00 15.00 12.00 7.50	
60 ti	17.00 13.50 8.50 14.00 11.00 7.00	

Programs, 1-minute and 30-seconds may be combined for total per week discount. 10-seconds are not combinable and earn their own discount.

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	26 wk—10%	52 wk—15%
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7. PACKAGE PLANS

TOTAL AUDIENCE PENETRATION

PER WK, EA:	1 min	30 sec	10 sec
1 ti	18.50	22.50	14.00
6 ti	24.50	19.50	12.00
12 ti	20.50	16.50	10.00
18 ti	19.50	15.50	9.50
24 ti	18.50	14.50	9.00
30 ti	17.50	14.00	8.50
40 ti	16.50	13.00	8.00
50 ti	15.50	12.00	7.50

Distributed between 6 am and 6 pm 7 days a week;
 1/2 AA, 1/2 A, subject to availability.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x..... 250.00	175.00	156.25	235.00	168.50	151.50
13 x..... 187.50	152.00	138.00	182.50	149.50	133.00
26 x..... 180.00	149.50	133.00	177.50	148.00	130.00
52 x..... 175.00	148.00	130.00	172.00	144.00	128.00
104 x..... 172.00	146.00	128.00	170.00	138.00	116.00
156 x..... 167.50	144.00	125.00	162.00	135.00	112.00
260 x..... 162.00	138.00	122.00	158.00	128.00	109.00
312 x..... 158.00	135.00	120.00	151.50	125.00	100.80

Programs, 1-minute and 30-seconds may be combined for total per week discount.

5 MINUTES OR LESS
 With 1-min spot: 140% of 1-min.
 With 30-sec spot: 125% of 1-min.
 Programs, minutes and chain-breaks are combinable.

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	20 wk—10%	52 wk—15%
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Rateholder: 1 spot per day for 6 days 1-minute or 30-seconds only. (D)

ST. JOSEPH (3 AM; 1 FM)

Buchanan County—Map Location C-3
 See SRDS consumer market map and data at beginning of the State.

KFEQ

1923



AVERY-KNODEL, INC.

Media Code 4 226 6205 6.00
 KFEQ Radio, Box 879, St. Joseph, Mo. 64502, Phone
 816-233-8881.

1. PERSONNEL
 Gen'l & Sales Mgr.—Ted Griffin.
 Program Manager—Tom Lawson.

2. REPRESENTATIVES
 Avery-Knodel, Inc.

3. FACILITIES
 5,000 w.; 680 kc. Directional—separate patterns day and night.
 Operating schedule: 5:00 am-midnight Mon thru Sat; 7:00 am-midnight Sun. CST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 12b, 13b, 14a.
 Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 29b, 31, 32a, 33a.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 61b, 62a.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Sold in combination with KLIK, Jefferson City, Missouri. Announcements purchased on KLIK may be added to KFEQ weekly total to earn most favorable rate for both stations. For example, an advertiser using 20 spots per week on KFEQ, may add 5 spots per week on KLIK and earn 25 per week package rate on each station. Schedules do not have to be identical. Same practice applies to program rates.

TIME RATES
 No. 14 Eff 1/1/68—Rec'd 11/10/67.
 AA—Farm Time—Mon thru Sat 6-7 am & 11:30 am-1 pm.
 A—Drive Time—Mon thru Sat 7-9 am; Mon thru Fri 4-6 pm.
 B—Mon thru Sat 5-6 am & 9-11:30 am; Mon thru Fri 1-4 pm & 6 pm-midnight; Sat 1 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA—FARM TIME	1 WEEK
WKLY, EA:	1 ti 6 ti 12 ti 18 ti 24 ti 36 ti
1 min	25 22 20 19 18 17
20/30 sec	23 20 18 17 16 15
52 WEEKS	
1 min	22 19 17 16 15 14
20/30 sec	20 17 15 14 13 12
CLASS A—DRIVE TIME	1 WEEK
1 min	23 20 18 17 16 15
20/30 sec	21 18 16 15 14 13
52 WEEKS	
1 min	20 17 15 14 13 12
20/30 sec	18 15 13 12 11 10
CLASS B	1 WEEK
1 min	21 18 16 15 14 13
20/30 sec	19 16 14 13 12 11
52 WEEKS	
1 min	18 15 13 12 11 10
20/30 sec	16 13 11 10 9 8

7. PACKAGE PLANS

WEEKEND SATURATION PLAN
 (Fri 7 pm—Sun midnight ROS)

PER WKND, EA:	6 ti	12 ti	18 ti	24 ti
1 min	16	14	12	10
20/30 sec	14	12	10	8

8. PROGRAM TIME RATES

PER WK, EA:	1/2 HOUR	3 ti	5 ti	6 ti	10 ti
1 wk	100	85	80	75	70
13 wk	85	70	65	60	55
26 wk	80	65	60	55	50
52 wk	70	55	50	45	40
1/4 HOUR					
1 wk	68	60	56	52	48
13 wk	60	48	44	40	36
26 wk	56	44	40	36	32
52 wk	48	36	32	28	24
5 MINUTES					
1 wk	42	36	34	32	30
13 wk	30	24	22	20	18
26 wk	28	22	20	18	16
52 wk	24	18	16	14	12

KKJO

1946



Media Code 4 226 6290 8.00
 Elkins Broadcasting Corp., Box 166, 1101 So. Belt,
 St. Joseph, Mo. 64501, Phone 816-279-6346.
STATION'S PROGRAMMING DESCRIPTION
 KKJO: Programmed for mass appeal, MUSIC: current hits and standards. NEWS: 5 min each 30 min. Daily editorial, 3 mobile cars plus mobile airplane. TALK: 9-10 am telephone conversation program about community affairs. FAIRM information broadcast on spot basis from 5:30 am-2 pm. SPORTS: scoreboard every hour, live local high school football and basketball. Air personalities and portable console available to broadcast complete segments from remote locations. School news nightly 9 pm-12M. Teen dances with live music Fri nights. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Tom Elkins.
 Sales Manager—Robert M. Mostiman.
 Program Director—Gregory Everett.

2. REPRESENTATIVES
 Meeker Radio, Inc.
 Southwest—Mario Messina, Company.

3. FACILITIES
 5,000 w.; 1550 kc. Directional—night only.
 Operating schedule: 5:30 am-midnight Mon thru Sat; 7:00 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION
 15% on station time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60e, 60f, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 Rates effective March 1, 1968. (Card No. 2.)
 Card received December 13, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	7.50	156 ti	6.00
13 ti	7.26	260 ti	5.70
26 ti	6.90	312 ti	5.40
52 ti	6.60		

B. PROGRAM TIME RATES

1/4 hr 5 min		1/4 hr 5 min	
1 ti.....	25.00 10.75	156 ti.....	20.65 9.00
13 ti.....	24.15 10.45	269 ti.....	19.65 8.75
26 ti.....	23.25 9.90	52 ti.....	18.90 8.45
52 ti.....	21.40 9.45	104 ti.....	8.20
104 ti.....	21.30 9.25	1000 ti.....	8.00

KUSN

1955

Media Code 4 226 6375 7.00
KUSN Corp., KUSN Bldg., 8th and Frederick, St. Joseph, Mo. 64501. Phone 816-233-2577.

STATION'S PROGRAMMING DESCRIPTION
KUSN: Programmed for mass appeal. MUSIC: modern country and western. NEWS: 5 min. before hour and headlines 25 min. after hour. FARM: reports 6:25 am & 7:25 am. AIR PERSONALITIES handle all segments. Remote broadcasts available. Editorialization. Professional and college football. Personalities available for remotes. Contact Representative for further details. Rec'd 3/11/68.

- PERSONNEL**
Vice Pres. & Gen'l. Mgr.—Warren Rhyner. Prog. & News Dir.—Don Register.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days; 1270 kc. Non-directional.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 3a, 4a, 4b, 5, 6a, 7b, 8. Rate Protection: 10b, 15b. Basic Rates: 22b, 23a, 28a, 29a. Contracts: 40a, 43, 45, 49, 50. Comb.; Cont. Discounts: 60a, 60f, 60i, 61b. Cancellation: 71a, 73b. Prod. Services: 82. Purchase of time on KUSN, St. Joseph, Mo. & KEWI, Topeka, Kans. can be combined to gain frequency discount.

TIME RATES

Rates effective February 1, 1964. (Card No. 7.)
Card received February 3, 1964.

7. PACKAGE PLANS

WEEKLY PACKAGES

1 MINUTE			
6 ti.....	6.50	6.00	5.50 5.00
12 ti.....	8.00	5.50	5.00 4.50
18 ti.....	5.50	5.00	4.50 4.00
30 SECONDS			
6 ti.....	4.50	4.00	3.50 3.00
12 ti.....	4.00	3.50	3.00 2.50
18 ti.....	3.50	3.00	2.50 2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti.....	60.00	36.00	24.00 12.90
13 ti.....	57.00	34.00	22.00 11.25
26 ti.....	54.00	32.00	20.00 10.50
52 ti.....	51.00	30.00	18.00 9.75
104 ti.....	48.00	28.00	16.00 9.00
156 ti.....	45.00	26.00	14.00 8.75

- SPECIAL FEATURES**
Newscasts—5-minute rate.
News Headlines—1-minute rate.

KUSN-FM

1962

Media Code 4 226 6376 5.00
KUSN Corp., Inc., 8 Frederick, St. Joseph, Mo. Phone 816-233-2577.

- PERSONNEL**
General Manager—Warren Rhyner.
- FACILITIES**
ERP 3,900 w.; 105.1 mc. Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to midnight Sunday, CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See KUSN listing for coded regulations.

TIME RATES

Rates effective June 1, 1962.
Rates received May 17, 1962.
Class "A"—8:00 p.m. to midnight Monday through Saturday; noon to midnight Sunday.
Class "B"—Sign-on to 8:00 p.m. Monday through Saturday.

Class	Class	Class	Class
"A"	"B"	"A"	"B"
26 times.....	3.40	3.00	260 times..... 2.60 2.20
52 times.....	3.20	2.80	312 times..... 2.40 2.00
104 times.....	3.00	2.60	500 times..... 2.20 1.80
156 times.....	2.80	2.40	

ST. LOUIS (11 AM; 8 FM)

(including Clayton, Mo.; Granite City, Ill.)
St. Louis, Clayton, St. Louis County—Map Location H-4
See BRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KADI (FM)

1959

ST. LOUIS

R A B

Media Code 4 226 6460 7.00
Vanguard Broadcasting Corp., 2735 Bompert St., St. Louis, Mo. 63144. Phone 314-988-1900.
STATION'S PROGRAMMING DESCRIPTION
KADI (FM): Programmed for adults and young adults.

MUSIC: Jazz oriented. Popular jazz, instrumental and vocal. News and weather on hour. AF, local, national and radio news international interview features. Continuity policy: commercials live or personalized production, provided. Contact Representative for further details. Rec'd 2/17/69.

- PERSONNEL**
Pres. & Gen'l. Mgr.—Richard J. Miller. Assistant Manager—Woodrow Cummings.
- REPRESENTATIVES**
New York, Chicago—Greener, Hiken, Sears. Southeast—Bernard I. Ochs Co. Kansas City—Eugene F. Gray Co.
- FACILITIES**
ERP 50,000 w.; 98.5 mc. Operating schedule: 24 hours. CST. Antenna ht.: 366 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 24b, 25e, 26, 28b, 28c, 29a, 29b, 30, 31. Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 51b. Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 62b, 62d. Cancellation: 70a, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

TIME RATES

No. 1 Eff 2/1/68—Rec'd 4/28/68.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	104x	208x	312x
1 min 7.50	7.25	7.00	6.75	6.50	6.25	6.00
30 sec 5.50	5.25	5.00	4.75	4.50	4.25	4.00
10 sec 3.50	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS

1 MINUTE

1 wk	13 wk	26 wk	52 wks
10 ti.....	7.00	6.50	6.00 5.50 5.00
20 ti.....	6.50	6.00	5.50 5.00
30 ti.....	6.00	5.50	5.00
50 ti.....	5.50	5.00	
30 SECONDS			
10 ti.....	5.00	4.50	4.00 3.50 3.00
20 ti.....	4.50	4.00	3.50 3.00
30 ti.....	4.00	3.50	3.00
50 ti.....	3.50	3.00	

10-second ID's—80% of 30-second rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x.....	80	50	30 15
13 x.....	75	45	27 13
26 x.....	70	40	24 11
52 x.....	65	35	21 9

KATZ

1954

ST. LOUIS

Negro Independent

Media Code 4 226 6545 5.00
Laclede Radio, Inc., Arcade Bldg., 812 Olive St., St. Louis, Mo. 63101. Phone 314-241-8000.
New York Office: 393 Seventh Ave., New York, N. Y. 10001. Phone 212-738-2242.

STATION'S PROGRAMMING DESCRIPTION
KATZ: Programmed primarily for Negro audience. MUSIC: M-Sat rhythm and blues with 6 personalities. NEWS: 5 min. on hour, headlines on half hour, 85% local, 35% national and international. 3 newsmen. Mobile unit. Sports in newscasts with 5 min at 5:30 pm, M-F, 6:30, Sat. Daily community calendar and job opportunities. Daily audience opinions telephone call-back. Half hour discussions and panel programs, Sat and Sun. Other Sun programming: gospel music, church remotes, religious features. Personalities available for personal appearances and remotes. Contact Representative for further details. Rec'd 6/25/69.

- PERSONNEL**
President—Allen Wollin. General Manager—George Lasker. Sales Manager—Carlton J. Mertens.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
5,000 w.; 1600 kc. Non-directional. Operating schedule: 24 hrs. daily.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16. Basic Rates: 20b, 22a, 23a, 24b, 24c, 25c, 27, 28b, 29a, 33a. Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 51a, 51c. Comb.; Cont. Discounts: 60a, 60c, 60e, 62d. Cancellation: 70b, 70d, 71a, 72, 73a, 73b. Prod. Services: 80, 82.

TIME RATES

No. 12 Eff 2/1/69—Rec'd 12/28/68.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm & 7 pm-midnight; Sun 9 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 x.....	25.00	22.00	260 x..... 18.00 17.00
26 x.....	23.00	21.00	312 x..... 17.75 16.00
52 x.....	22.00	20.00	520 x..... 16.50 15.00
104 x.....	21.50	19.50	1040 x..... 14.25 13.00
156 x.....	20.25	18.00	1040 x..... 13.00 11.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

WEEKLY SATURATION SCHEDULES

PER WK, EA: 12 ti 18 ti 24 ti 36 ti 48 ti
1 min, AA..... 20.00 19.00 18.00 17.00 15.00
1 min, A..... 17.50 16.50 15.50 14.50 12.50
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Class B: 50% of A.

8. PROGRAM TIME RATES

CLASS AA

1x	26x	52x	104x	156x	260x	312x
1 hr.....	165	152	145	142	134	126 117
1/2 hr.....	100	92	88	86	81	76 71
1/4 hr.....	86	81	58	57	53	50 47
10 min.....	50	46	44	43	40	38 35
5 min.....	40	37	35	34	32	30 28

CLASS A

1 hr.....	145	133	128	124	117	110 103
1/2 hr.....	87	80	77	74	70	66 61
1/4 hr.....	58	53	51	49	47	44 41
10 min.....	44	40	38	37	35	33 31
5 min.....	36	33	31	30	29	27 25

KCFM (FM)

1955

ST. LOUIS

NAB

NIA F M B

Media Code 4 226 6630 5.00
Commercial Broadcasting Co., 532 De Baliviere, St. Louis, Mo. 63112. Phone 314-728-1077.

STATION'S PROGRAMMING DESCRIPTION
KCFM (FM): MUSIC: Format is popular music, with 2 vocals each half hour. NEWS: 1 min before each hour. No personalities. COMMERCIAL POLICY: 4 interruptions per hour, 53 minutes of music hourly, 3 commercials per hour, 13 minutes of music and 2 commercials. All spots not produced by agencies, produced at station. Contact Representative for further details. Rec'd 7/7/69.

- PERSONNEL**
President—Harry Eldelman. Program Director—Sibley Smith.
- REPRESENTATIVES**
Quality Media Incorporated.
- FACILITIES**
ERP 100,000 w. (horiz.) 100,000 w. (vert); 98.7 mc. Stereod. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 20b, 21b, 22a, 23a, 24b, 26, 28a, 28c, 29a, 32a. Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 50. Comb.; Cont. Discounts: 60f, 60i, 62d. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 82.

TIME RATES

Eff—Rec'd 6/24/60.

7. PACKAGE PLANS

SPOT SATURATION

1 MINUTE

PER WK, EA:

10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 wk.....	15.00	14.50	13.50	12.50	12.00	11.00 10.00
26 wk.....	13.85	13.40	12.45	11.55	11.00	10.00 9.00
52 wk.....	12.75	12.25	11.25	10.25	9.75	8.75 7.75
30 SECONDS						
1 wk.....	12.00	11.80	10.80	10.00	9.60	8.80 8.00
26 wk.....	11.05	10.70	9.90	9.20	8.80	8.00 7.20
52 wk.....	10.15	9.75	8.95	8.15	7.75	6.95 6.15

Programs and/or spots may be combined in any way to calculate maximum frequency discounts. Weekly packages to be used 7 consecutive days and are non-cancellable within any week.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x.....	100.00	50.00	38.40
52 x.....	79.50	48.80	36.00

KDNA (FM)

1969

Media Code 4 226 6650 3.00
Jeremy D. Lansman & Lorenzo W. Millam, 4285 Olive St., St. Louis, Mo. 63108. Phone 314-652-8771.

- PERSONNEL**
Manager—Jeremy D. Lansman. Business Manager—Paul P. Leacy. Program Manager—F. W. Reuterman.
- FACILITIES**
ERP 63,000 w.; 102.5 mc. Operating schedule: 8-2 am. CST. Antenna ht.: 372 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 4c, 5, 6b, 7b, 8. Rate Protection: 15b. Basic Rates: 20b, 23a, 26, 27, 28b, 28c, 32b. Contracts: 40a, 44a, 44b, 46, 51a. Cancellation: 71a, 72, 78a, 78b.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 6/17/69.

6. SPOT ANNOUNCEMENTS

(6 am-midnight)

1 min	30 sec	10 sec
5-9 pm.....	6	5
All other times.....	5	4

Specified times extra 30%.

MISSOURI

DISCOUNT

250.00 or more more: 5% 5000.00 or more: 15%
1000.00 or more: 10%

8. PROGRAM TIME RATES

1 hr—3x applicable 1-min, proportional to actual length of program.

KIRL

1958

CITY OF LICENSE
ST. CHARLES

(This is a paid duplicate of the listing appearing under St. Charles, Mo.)
Media Code 4 226 6175 1.00

Contemporary Media, Inc., Box 1460, St. Charles, Mo. 63301. Phones 314-291-4488, 724-3300.

STATION'S PROGRAMMING DESCRIPTION
KIRL: Programmed for a mass audience of adults, young adults, teens, primarily age 16-49. MUSIC: 90% familiar hits, alternating current top 25 hits with greatest hits of all time every day, pre-scheduled by program director. Air personalities, accapella singles, maximum music, minimum talk. NEWS and information 10%; network at .50, followed by local news and weather, 5 min drive times, 2 min housewife and evening. Frequent weather. Traffic cars report drive times. Network sports drive times. Local sports covered from scene. COMMERCIAL POLICY: maximum 12 minutes per hour, six 150 second clusters separated by 3-4 records. Contact Representative for further details. Rec'd 5/28/69.

- PERSONNEL**
Pres. & Gen'l. Mgr.—Mike Rice. General Sales Manager—Vince Garufi.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
5,000 w.; 1460 kc. Directional. Operating schedule: 5:30 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7a. Rate Protection: 10a, 11a, 12a, 13a, 14b. Basic Rates: 20b, 21b, 22a, 23b, 24a, 28c, 29a. Contracts: 40a, 41, 45. Comb.; Cont. Discounts: 60e. Cancellation: 70a, 70c, 71a, 73a. Prod. Services: 80, 82. Affiliated with American Contemporary Network.

TIME RATES

No. 3 Eff 1/1/69—Rec'd 1/10/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, EA:

AA		A	
1 min	30 sec	1 min	30 sec
1 ti.....	30.00	24.00	15.00 21.50 13.50
6 ti.....	28.00	21.00	13.00 23.00 18.00 11.60
12 ti.....	22.00	17.50	11.00 19.00 15.50 9.50
18 ti.....	21.00	17.00	10.50 18.00 14.50 9.00
2			

MISSOURI

St. Louis—Continued

KMOX

1925

ST. LOUIS

CBS Owned

Represented by **CBS RADIO SPOT SALES**

News - Talk - Information Sports

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 226 6715 4.00

CBS Radio, a division of Columbia Broadcasting System, Inc., No. 1 Memorial Drive, St. Louis, Mo. 63102. Phone 314-621-2345.

STATION'S PROGRAMMING DESCRIPTION

KMOX: Programmed for general interest. 5:30-6 am town and country news, market and weather reports, interviews. 6-9 am news and information, air personalities, weather, sports, news. 9-11 am middle-of-the-road music, air personalities, 11 am noon network. Noon-7 pm talk information air personalities, guest interviews, listener phone-ins. News at :00, air personalities, sports, weather features. 7 pm-5:30 am news at :00, air personalities, middle-of-the-road music. NEWS: national, regional, local 1 helicopter, editorializes. Remotes throughout week, interviews, discussions, debates. SPORTS: pro baseball, football, hockey, soccer. College basketball, football. Sat am: discussions information, listener phone-ins. PM: Middle-of-the-road music. Sun am: taped sports and news features, listener phone-ins. PM: middle-of-the-road music. Contact Representative for further details. Rec'd 6/5/68.

1. PERSONNEL

General Manager—Robert Hyland.
General Sales Manager—Robert Canepa.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

50,000 w.; 1120 kc. Non-directional.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

No. 28 Err 8/1/68—Rec'd 5/28/69.
AM Drive—Mon thru Fri 6-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Daytime—Mon thru Fri 5:30-8 am & 10 am-3 pm;
Sat & Sun 6 am-7 pm.
Nighttime—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

FIXED:	SECTION I 1 MINUTE				Per wk			
	1 tl	3 tl	12 tl	20 tl	1 tl	3 tl	12 tl	20 tl
CONSEC WKS:								
AM DRIVE:								
1 wk.....	130	90	85	80				
52 wk.....	117	81	77	72				
PM DRIVE:								
1 wk.....	100	70	65	61				
52 wk.....	90	63	59	55				
AM/PM DRIVE:								
1 wk.....	115	78	73	68				
52 wk.....	103	70	66	61				
DAYTIME:								
1 wk.....	92	61	58	55				
52 wk.....	83	55	52	49				
NIGHTTIME:								
1 wk.....	65	42	40	38				
52 wk.....	59	39	36	34				
30 SECONDS								
AM DRIVE:								
1 wk.....	98	68	64	60				
52 wk.....	88	61	58	54				
PM DRIVE:								
1 wk.....	75	52	49	46				
52 wk.....	68	47	44	41				
AM/PM DRIVE:								
1 wk.....	85	58	54	51				
52 wk.....	77	52	49	46				
DAYTIME:								
1 wk.....	70	46	44	42				
52 wk.....	63	41	40	38				
NIGHTTIME:								
1 wk.....	49	32	30	29				
52 wk.....	44	29	27	26				
10 SECONDS								
AM DRIVE:								
1 wk.....	45	42	40					
52 wk.....	41	38	36					
PM DRIVE:								
1 wk.....	35	32	30					
52 wk.....	31	29	27					
AM/PM DRIVE:								
1 wk.....	39	36	34					
52 wk.....	35	33	31					
DAYTIME:								
1 wk.....	31	29	27					
52 wk.....	28	26	24					
NIGHTTIME:								
1 wk.....	21	20	19					
52 wk.....	20	18	17					

AM and PM Drive spots rotate within time classes.

7. PACKAGE PLANS

PLAN:	SECTION III—MAXIMUM IMPACT PLANS			
	1 min	30 sec	10 sec	5 sec
6 (2 AM/PM Drive, 2 Daytime, 1 Wknd, 1 Nighttime).....	380	270	179	
12 (4 AM/PM Drive, 4 Daytime, 2 Wknd, 2 Nighttime).....	678	514	336	
20 (8 AM/PM Drive, 8 Daytime, 3 Wknd, 3 Nighttime).....	1096	828	544	
6 (2 AM/PM Drive, 3 Daytime, 1 Wknd).....	378	284	188	
12 (2 AM/PM Drive, 8 Daytime, 2 Wknd).....	686	522	338	
20 (4 AM/PM Drive, 12 Daytime, 4 Wknd).....	1092	832	544	
6 (4 AM/PM Drive, 1 Wknd, 1 Daytime).....	408	304	202	
12 (8 AM/PM Drive, 2 Wknd, 2 Daytime).....	764	576	380	
20 (12 AM/PM Drive, 4 Wknd, 4 Daytime).....	1196	896	592	
WEEKEND SPECIAL				
(ROS, 6 am Sat-midnight Sun)				
PER WKND:	3 tl	6 tl	12 tl	20 tl
1 min.....	49	47	45	43
30 sec.....	30	37	35	33
10 sec.....	27	25	23	21

8. PROGRAM TIME RATES

CONSEC WKS:	SECTION II 5 MINUTES			Per wk		
	1 tl	2 tl	4+	1 tl	2 tl	4+
AM DRIVE:						
1 wk.....	110	89	89			
26 wk.....	104	84	85			
52 wk.....	99	89	80			
PM DRIVE:						
1 wk.....	104	94	85			
26 wk.....	99	89	80			
52 wk.....	94	85	76			
DAYTIME:						
1 wk.....	99	89	80			
26 wk.....	94	85	76			
52 wk.....	89	80	72			
10 MINUTES						
AM DRIVE:						
1 wk.....	176	150	143			
26 wk.....	167	151	136			
52 wk.....	150	143	129			
PM DRIVE:						
1 wk.....	167	151	136			
26 wk.....	159	145	129			
52 wk.....	151	136	122			
DAYTIME:						
1 wk.....	159	143	129			
26 wk.....	151	136	122			
52 wk.....	143	129	116			
1/4 HOUR						
AM DRIVE:						
1 wk.....	220	199	179			
26 wk.....	209	189	170			
52 wk.....	199	179	161			
PM DRIVE:						
1 wk.....	209	189	170			
26 wk.....	199	179	161			
52 wk.....	189	170	153			

KMOX-FM

1962

ST. LOUIS

NAB

NIAFIMB

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 226 6716 2.00

CBS Radio, a division of Columbia Broadcasting System, Inc., No. 1 Memorial Drive, St. Louis, Mo. 63102. Phone 314-231-2345.

STATION'S PROGRAMMING DESCRIPTION

KMOX-FM: Programmed for adults and young adults. MUSIC: 75% Instrumental, 25% vocal. Middle-of-the-road, with emphasis on newer albums and singles. Music attuned to mood of hour. NEWS: network on hour. COMMERCIAL POLICY: every 7 to 15 minutes. Contact Representative for further details. Rec'd 12/5/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert Hyland.
Sales Manager—Robert Canepa.

2. REPRESENTATIVES

CBS/FM National Sales: See Rep & S/O pages.

3. FACILITIES

ERP 47,000 w.; 103.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 998 ft. above average terrain.

4. AGENCY COMMISSION

15% net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Late Protection: 15d.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 24a, 24c, 28a, 29a.

Contracts: 40b, 41, 46, 48, 51b.

Comb.: Cont. Discounts: 60a, 60f, 60i, 60j, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a.

Affiliated with CBS Radio Network.

Member: CBS/FM Broadcasting.

TIME RATES

No. 2 Err 1/18/68—Rec'd 6/5/68.

PER WK:	SECTION I 1 MINUTE			
	1 tl	12 tl	18 tl	24+
1 wk.....	8.00	7.50	7.00	6.00
26 wk.....	7.00	6.50	6.00	5.00
52 wk.....	6.00	5.50	5.00	4.00
30 SECONDS				
1 wk.....	6.00	5.50	5.00	4.00
26 wk.....	5.50	5.00	4.50	3.50
52 wk.....	5.00	4.50	4.00	3.00

6. PROGRAM TIME RATES

1/4 hr.	1x	15x	25x	52x	156x	260x
40	28	34	80	24	20	20
20	18	16	14	12	10	10

KRCH (FM)

(formerly KSTL-FM)

1960

ST. LOUIS

RAB

NIAFIMB

Media Code 4 226 6800 4.00

Foreground Music, Inc., 111 S. Bemiston, St. Louis, Mo. 63105. Phone 314-726-6536.

STATION'S PROGRAMMING DESCRIPTION

KRCH (FM): Programmed for adults.

MUSIC: strings, standards, vocals, Broadway showtunes, light instrumentals. Sportscar newcast. 6 pm & 10 pm M-Sun. Contact Representative for further details. Rec'd 8/31/67.

1. PERSONNEL

President—S. G. Mollner.
Vice-Pres. & Gen'l Mgr.—Richard H. Friedman.
Program Director—Conrad J. Kay.

2. REPRESENTATIVES

Roger Coleman, Inc.

3. FACILITIES

ERP 30,000 w.; 98.1 mc.
Operating schedule: 24 hrs. daily. CST.

Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION

15% time only. 7% discount for cash.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4c, 5.

Rate Protection: 10b, 11b, 14b, 15a, 15b, 16.

Basic Rates: 20a, 21a, 22a, 24a, 24c, 25b, 28c, 33a.

Contracts: 40a, 41, 44.

Comb.: Cont. Discounts: 61a.

Cancellation: 71a, 73b.

Contracts may be signed for 52 weeks, within 90 days of starting date.

TIME RATES

No. 2 Err—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS	SECTION I				
	1x	52x	104x	156x	350x
1 min.....	18.00	15.00	14.00	13.00	12.00
30 sec.....	13.00	12.50	12.00	11.50	11.00

St. Louis—K S D—Continued

TIME RATES
No. 38 Eff 4/1/69—Rec'd 2/20/69.
A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm.
C—Mon thru Fri 7 pm-6 am; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, EA:

CLASS A	1 t	5 t	10 t	15 t	20 t	30 t	40 t
1 min	55	50	48	46	44	42	40
30/20 sec	41	38	34	32	30	28	26
10 sec	30	26	25	24	23	22	21

CLASS B

1 min	5 t	10 t	15 t	20 t	30 t	40 t	
1 min	40	35	33	31	29	27	25
30/20 sec	30	26	24	22	20	18	16
10 sec	22	18	17	16	15	14	13

CLASS C

1 min	5 t	10 t	15 t	20 t	30 t	40 t	
1 min	30	25	24	23	22	21	20
30/20 sec	23	20	19	18	17	16	15
10 sec	17	14	13	12	11	10	9

Spots between classifications take rate of higher classification. Spots of varying lengths, and all time classifications, may be combined for per week discount. Contracts for 500+ spots within contractual year take 20 per week rate. Contracts for 1000+ spots within contractual year take 40 per week rate. Orders for 39+ weeks within contractual year entitled to rate of the next week times per week rate.

7. PACKAGE PLANS

PER WK, ROS:

CLASS A	12 t	18 t	24 t	30 t	42 t
1 min	34	30	28	26	24
30/20 sec	26	23	21	19	17
10 sec	18	16	15	14	13

CLASS B

1 min	12 t	18 t	24 t	30 t	42 t
1 min	24	21	19	18	17
30/20 sec	18	16	15	14	13
10 sec	13	11	10	9	8

CLASS C

1 min	12 t	18 t	24 t	30 t	42 t
1 min	18	16	15	14	13
30/20 sec	13	11	10	9	8
10 sec	9	8	7	6	5

8. PROGRAM TIME RATES

A—Mon thru Fri 6 am-7 pm.
B—Mon thru Fri 7 pm-6 am; Sat & Sun all day.

PER YR:

CLASS A	1x	13x	26x	52x	104x	260x
10 min	105	100	98	92	88	85
5 min	80	75	70	65	60	56

CLASS B

10 min	70	66	62	58	56	54
5 min	50	45	42	39	36	34

10. SPECIAL FEATURES
Trafficopter—Flat \$5.00. May be combined with regular spots or ROS plans for per week discounts for additional spots only.

KSHE (FM)
1961
ST. LOUIS

NAFIM 8

Media Code 4 226 6970 5.00
Century Broadcasting Corp., 9434 Watson Rd., St. Louis, Mo. 63128. Phone 314-842-1111.

1. PERSONNEL
President—Howard Grafman.
General Manager—Sidon Grafman.

2. REPRESENTATIVES
Gert Bunchez and Associates.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. Full time stereo. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a.
Contracts: 40a, 41.
Comb.: Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Gert Bunchez & Associates Group.

TIME RATES
No. 6 Eff 7/1/67—Rec'd 6/13/67.

6. SPOT ANNOUNCEMENTS

CLASS A	1 min	15	30x	60x	125x	250x	500x
1 min	17	15	15	14	13	12	11

8. PROGRAM TIME RATES

1 hr	1x	15x	30x	60x	125x	250x	500x
1 hr	119	113	107	102	97	92	87
1/2 hr	89	85	81	77	73	69	66
5 min	50	48	46	44	42	40	38

KSTL
1948
ST. LOUIS

Country Music Network

NAB

Media Code 4 226 7055 4.00
Radio St. Louis, Inc., 814 N. 3rd St., St. Louis, Mo. 63102. Phone 314-621-5785.

1. PERSONNEL
Station Manager—Art Ford.
Ass't Mgr. & Farm Dir.—William L. Vietmeier.
News & Sports Director—Paul Pepper.

2. REPRESENTATIVES
Charles Bernard Co., Inc.

3. FACILITIES
1,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise to local sunset.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 13a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29b, 32a.
Contracts: 40a, 41, 44b, 45, 47a, 49, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60g, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Country Music Network.

TIME RATES
Eff 5/1/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS

CLASS A	1 min	15	30x	60x	125x	250x	500x
1 min	18.00	12.00	14.00	13.00	12.00	11.00	10.00
30 sec	13.50	12.50	11.50	10.50	9.50	8.50	7.50
10 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:

CLASS A	1 min	15 t	20 t	25 t	30 t
1 min	10.00	13.00	12.00	11.00	10.00
30 sec	7.50	9.50	8.50	7.50	6.50
10 sec	6.00	6.00	5.50	5.00	4.50

8. PROGRAM TIME RATES

1/2 hr	1x	13x	26x	52x	104x	156x	260x
1/2 hr	70.00	66.50	63.00	69.50	58.00	52.50	49.00
1/4 hr	42.00	39.90	37.80	35.70	33.60	31.50	29.40
10 min	28.00	26.80	25.20	23.80	22.40	21.00	19.80
5 min	21.00	19.95	18.90	17.85	16.80	15.75	14.70

KWK
1927
ST. LOUIS

Edward Petry & Co., Inc.

Media Code 4 226 7140 4.00
Radio Charles E. Light, Inc., 1215 Cole, St. Louis, Mo. 63106. Phone 314-621-1380.

1. PERSONNEL
General Manager—W. Byron Bellville.
Program Director—Charles Montgomery.
Administrative Assistant—Carol J. Lineberger.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 23a, 24a, 24c, 27, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 48, 49.
Comb.: Cont. Discounts: 60b, 60f, 60h, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 28.
Affiliated with MBS.

TIME RATES
No. 2 Eff 11/15/68—Rec'd 11/6/68.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun 6 am-5 am.

6. SPOT ANNOUNCEMENTS

NON-PREEMPTIBLE
1 MINUTE

PER WK: Fixed	1 t	6 t	12 t	18 t	24 t	30 t
AAA	40	37	35	33	32	31
AA	30	28	27	26	25	24
A	23	20	19	18	17	16
B	15	12	10	10	10	10

30 SECONDS

AAA	32	30	28	27	26	25
AA	29	27	25	24	23	22
A	24	22	20	19	18	17
B	16	15	14	13	12	11

10 SECONDS

AAA	21	19	18	17	16	15
AA	19	17	16	15	14	13
A	15	14	13	12	11	10
B	12	11	10	9	8	7

***PREEMPTIBLE**
1 MINUTE

PER WK:	6 t	12 t	18 t	24 t	30 t
AAA	21	20	19	18	17
AA	19	18	17	16	15
A	16	15	14	13	12
B	12	11	10	9	8

30 SECONDS

AAA	17	16	15	14	13
AA	15	14	13	12	11
A	13	12	11	10	9
B	10	9	8	7	6

10 SECONDS

AAA	12	11	10	9	8
AA	11	10	9	8	7
A	8	7	6	5	4
B	6	5	4	3	2

7. PACKAGE PLANS
WEEKEND SPECIAL—SAT 6 AM-SUN MIDNIGHT

PER WKND:	6 t	12 t	18 t	24 t	30 t
1 min	13	12	11	10	9
30 sec	10	9	8	7	6
10 sec	7	6	5	4	3

8. PROGRAM TIME RATES
10 MINUTES

PER WK:	AAA	AA	A	B
1 t	60	54	51	23
5 t	67	51	47	22
10 t	64	48	44	20

5 MINUTES

1 t	40	36	34	16
5 t	38	34	31	14
10 t	36	32	29	13

Spots and programs combine for consecutive week discounts. Spots do not earn any time-per-week discounts for programs.

DISCOUNTS
52+ wk—10%.
Rateholder: 25.00 per wk.

KXEN
1951
ST. LOUIS

Media Code 4 226 7225 3.00
KXEN, Inc., Box 28, St. Louis, Mo. 63166. Phone 618-797-0100.

STATION'S PROGRAMMING DESCRIPTION
KXEN: Programmed for adults and young adults. MUSIC: country and western. NEWS: 5 min at :45.

Country & Western

AIR PERSONALITIES handle all segments and are available for remote broadcasts, store openings, shopping centers, etc. **COMMERCIAL POLICY:** Three 1 minute announcements permitted in 15 minute segment. Sun 80% commercial religious broadcasts, 40% gospel and country and western music. Rec'd 7/28/67.

1. PERSONNEL
President—Harold S. Schwartz.
General Manager—Dick J. Kaeten.
Program Director—Edward Harrison.

2. REPRESENTATIVES
Universal Broadcasting Corporation.

3. FACILITIES
50,000 w. days; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40b, 46.
Cancellation: 73a.

TIME RATES
Rates effective August 1, 1961.
Card received July 5, 1961.

6. SPOT ANNOUNCEMENTS

1 time	1 min.	30 sec.	20 sec.	10 sec.
1 time	15.00	10.50	9.00	7.50
13 times	14.10	10.00	8.50	7.00
26 times	13.60	9.50	8.15	6.80
52 times	12.90	9.00	7.75	6.50
104 times	12.30	8.50	7.40	6.15
156 times	11.70	8.00	7.00	5.85
260 times	11.10	7.50	6.65	5.55
312 times	10.50	7.00	6.30	5.25

5% additional discount as earned for 26 consecutive week spot advertisers.
10% additional discount as earned for 52 consecutive week spot advertisers.

7. PACKAGE PLANS

Per week:	1 minute	30 sec. or less
12 times	11.00	132.00
24 times	10.25	246.00
36 times	9.50	342.00
48 times	8.50	408.00
60 times	7.50	450.00

8. PROGRAM TIME RATES
A—8:30-9 am.
B—9 am-4 pm.

1 hr	1/2 hr	1/4 hr
A	87.50	55.00
B	85.00	50.00
Sundays	110.00	75.00

10. SPECIAL FEATURES
5-MINUTE NEWS CARTS & HEADLINES

PER WK:

6 t	12 t	18 t	24 t	30 t
Ea	12.00	11.00	10.25	9.50

Includes time and talent, fully commisionable. Each 5-Minute Newscart provides for 1-minute commercial plus open and close billboard.

KXLW
1946
CLAYTON, MO.

Media Code 4 226 7310 3.00
Big Signal Radio Broadcasting Co., Inc., 2735 Bom part, St. Louis, Mo. 63144. Phone 314-961-1320.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard J. Miller.
Assistant Manager—Phillip F. O'Brien.
Program Director—Marshall Zwick.

2. REPRESENTATIVES
New York, Chicago—Greener, Hiken, Sears.
Southeast—Bernard I. Ochs, Co.
Kansas City, Mo.—Eugene F. Gray Co.

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 3b, 4a, 4c, 5, 6a, 7b, 8.
Basic Rates: 22b, 23a, 26.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 4/30/68—Rec'd 12/4/68.

7. PACKAGE PLANS

PER WK, EA:	12 t	18 t	24 t	30 t
1 min	15	13	11	10
30 sec	75%	1-min.		

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150	90	65	40	30
52 x	140	80	54	38	28
104 x	130	75	53	36	26
260 x	120	70	52	34	24

KXOK
1938
ST. LOUIS

RADIO ADVERTISING REPRESENTATIVES, INC.

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 7395 4.00
Storz Broadcasting Co., KXOK Radio, 4255 W. Pine Blvd., St. Louis, Mo. 63108. Phone 314-534-3400. TWX 910-761-0457.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack S. Sampson.
Sales Promotion Manager—John Corrigan.
National Sales Manager—R. Thomas Cronk.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.

3. FACILITIES
5,000 w.; 630 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST, DST.

4. AGENCY COMMISSION
15% on station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16.
Basic Rates: 20a, 21d, 22a, 23d, 24a, 24b, 24c, 25a, 27, 29, 30, 33a.
Contracts: 40c, 41, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 60f, 62b, 62d, 60e.
Cancellation: 70a, 70e, 71a, 72, 73b.

TIME RATES
Rev. No. 22 Eff 1/1/69—Rec'd 12/4/68.

AM Drive—Mon thru Sat 6-10 am.
PM Drive—Mon thru Fri 8-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am; Sun 5-10 am.
Cloud Club—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 minute	30 seconds or less
1 x	90 85 80 60 72 68 64 48
50 x	85 80 74 54 68 64 59 44
150 x	81 76 69 49 59 55 49 39
250 x	78 67 63 48 58 54 48 37
500 x	72 66 62 44 54 50 44 35
750 x	67 61 51 40 50 45 41 32
1000 x	58 50 48 36 45 40 37 29
1600 x	50 44 40 33 40 35 32 26
2000 x	45 39 34 30 36 31 27 24

All Night Cloud-Club, combinable.

(*) AM Drive. (†) PM Drive.

7. PACKAGE PLANS
WEEKLY PACKAGE ANNOUNCEMENTS

1 minute	30 seconds or less
(*) (†) AA A	(*) (†) AA A
1 t	90 83 74 63 72 66 59 50
1 t	82 73 67 53 66 56 54 42
6 t	73 66 61 49 59 53 49 39
12 t	67 58 53 44 54 46 42 35
18 t	62 54 48 40 50 43 38 32
24 t	57 51 46 38 46 41 37 30
30 t	53 47 43 36 4

MISSOURI

St. Louis—W E W—Continued

TIME RATES
No. 14 Eff 6/1/69—Rec'd 4/30/69.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	25	23	21	19	17	15
20/30 sec.	18	17	15	14	13	11

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	22	20	18	16	14	12
20/30 sec.	16	15	14	12	11	10

10 sec: 50% of 1-min. when available.

CONTRACTS
500+—18 ti rate 1000+—30 ti rate
Within contractual year.
19. SPECIAL FEATURES
4-1/2-min Newscasts at :55;
AA, flat. 30 A, flat. 25
1-min spot plus open and close.
1-1/2-min Weather Forecasts at :15—Applicable 1-min rate plus 7.00; 1-min spot plus open and close.

WG NU

1961

GRANITE CITY, ILL.

Media Code 4 226 7668 2.00

Norman Broadcasting Co., Box 93, Nameoki Station, Granite City, Ill. 62040. Phone 618-451-9950.

STATION'S PROGRAMMING DESCRIPTION
WG NU: Programmed for adult and young adult country music fan.

MUSIC: features top 50 country and western survey every week. Emphasis on current country and western hits sign-on-sign-off. **NEWS:** 5 min international, national and local news on hour, with AP news headlines and local experts on half hour. Local emphasis news at :15 & :45. Remote equipment and talent available for promotions, civic events and on-the-spot programming for public service or entertainment purposes. Contact Representative for further details. Rec'd 11/6/67.

1. PERSONNEL
General Manager—Charles H. Norman.
Program Director—Robert Baker.
Sales Manager—Charles J. Logas.

2. REPRESENTATIVES
Gill-Ferna, Inc.

3. FACILITIES
500 w. days; 920 kc. Directional.
Operating schedule: 6 am-local sunset, CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WGNU-FM.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

6. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4b, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25a, 25b.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60c, 60f, 60l.
Cancellation: 71a, 72.
Prod. Services: 82.

TIME RATES

AM/FM
Eff 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS

I min	CLASS AA		I min
	1 min	30 sec	
1 x	30	156	x
15 x	29	280	x
24 x	28	312	x
104 x	27	500	x
30 sec:	26	1000	x

10 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-minute Newscasts: 1-1/2 x 1-min.

WG NU-FM

1965

GRANITE CITY, ILL.

Media Code 4 226 7666 0.00

Charles H. Norman, Box 93, Nameoki Station, Granite City, Ill. 62040. Phone 618-451-9950.

STATION'S PROGRAMMING DESCRIPTION
WG NU-FM: See WGNU for programming description.

1. PERSONNEL
General Manager—Charles H. Norman.
Program Director—Robert Baker.
Sales Manager—Charles J. Logas.

3. FACILITIES
ERP 50,000 w.; 106.5 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately from local sunset to 6 am. For simulcast facilities see WGNU.

4. AGENCY COMMISSION
15% time only; 10th of following month.

6. GENERAL ADVERTISING See coded regulations
See WGNU listing for coded regulations.

TIME RATES

FM ONLY
Eff 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS

I MIN:	1x	25x	104x	200x	500x
Midnight-6 am	7.50	8.50	8.00	8.50	

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-minute Newscasts: 1-1/8 x 1-min.

WIL

1922

ST. LOUIS

A LIN Owned Station

B JOHN C. BUTLER & COMPANY, INC.

Modern Country Music

Media Code 4 226 7650 2.00
Radio Station WIL, 300 N. Twelfth Blvd., St. Louis, Mo. 63101. Phone 314-436-1600.

1. PERSONNEL
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Tom Perryman.
General Sales Manager—Tom Heapes.

2. REPRESENTATIVES
John C. Butler & Company, Inc.
LIN Station Sales Office: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 1430 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 27, 28c, 29b, 30, 32b, 33b, 34b, 35b, 36b, 37b, 38b, 39b, 40b, 41b, 42b, 43b, 44b, 45b, 46b, 47b, 48b, 49b, 50b, 51b, 52b, 53b, 54b, 55b, 56b, 57b, 58b, 59b, 60b, 61b, 62b, 63b, 64b, 65b, 66b, 67b, 68b, 69b, 70b, 71b, 72b, 73b, 74b, 75b, 76b, 77b, 78b, 79b, 80b, 81b, 82b.
Comb.: Cont. Discounts: 60a, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

No. 3 Rev 6/15/69—Rec'd 5/26/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	PER WK:	AAA		AA		A	
		1 min	30 sec	1 min	30 sec	1 min	30 sec
Open	1 ti	54	44	36	32	26	26
52 x	6 ti	44	36	36	29	26	21
156 x	12 ti	42	34	34	27	25	20
312 x	18 ti	40	33	33	26	24	19
520 x	24 ti	38	31	31	25	23	18
750 x	30 ti	36	29	29	23	21	17

Daily midnight-6 am rates on request.
10 sec: 60% of applicable rate (limited availability).

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

WKLY PLAN:	1 min	30 sec
12 ti (6AAA, 4AA, 2A)	35	28
18 ti (9AAA, 6AA, 2A)	33	26
24 ti (12AAA, 8AA, 4A)	31	25
30 ti (15AAA, 10AA, 5A)	29	23

10. SPECIAL FEATURES
NEWS, WEATHER, SPORTS
News at :30 and :30. Weather & sports every hour. Applicable 1-min rate, plus 15%. (Annual frequency discounts only.) Includes 10-second open, 10-second close, 1 1-minute spot per 5-minute segment. All spots, regardless of length or time classification, automatically combine to earn lowest frequency or package discounts, whichever apply.

WIL-FM

1962

ST. LOUIS

A LIN Owned Station

HERBERT E. GROSKIN & COMPANY

Media Code 4 226 7651 0.00
Radio Station WIL-FM, 300 N. Twelfth Blvd., St. Louis, Mo. 63101. Phone 314-436-1600.

STATION'S PROGRAMMING DESCRIPTION
WIL-FM: Programmed for young adults and adults. **NEWS:** 5 man local news staff supplements network news. **MUSIC:** middle-of-the-road, primarily featuring only best known recording artists. Contact Representative for further details. Rec'd 9/3/68.

1. PERSONNEL
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Tom Perryman.
Station Manager—Homer Griffith.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 33,000 w.; 92.8 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 220 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

Just as this guitar won't make music because it has no strings...

your St. Louis radio buy won't be complete without

WIL

1430

- 6-10 AM — MON-FRI
2ND IN TOTAL ADULTS
- 10 AM-3 PM — MON-FRI
2ND IN TOTAL ADULTS
- 3 PM-7 PM — MON-FRI
2ND IN TOTAL ADULTS
- 6 AM-7 PM — MON-FRI
2ND IN TOTAL ADULTS*

WIL
THE SOUND OF COUNTRY & WESTERN MUSIC

STRING ALONG WITH

WIL

* ST. LOUIS, JAN. — MAR. 69 PULSE
Avg. 1/4-hour audiences.

B JOHN C. BUTLER & COMPANY, INC.
the everywhere, all the time rep.



5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 25a, 26, 27, 28c, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

Eff—Rec'd 12/16/68.

6. SPOT ANNOUNCEMENTS

I min	CLASS AA					
	15x	15x	30x	60x	125x	250x 500x
1 min	15.00	14.00	13.00	12.00	11.00	10.00 9.50

6. PROGRAM TIME RATES

1 hr	CLASS AA					
	15x	30x	60x	125x	250x	500x
1 hr	105	100	95	90	85	82 78
1/2 hr	79	75	71	67	64	61 58
5 min	44	42	40	38	36	34 32

WRTH

1961

WOOD RIVER

AVCO RADIO SALES

NAB

(This is a paid duplicate of the listing appearing under Alton, Ill.)

Media Code 4 214 0165 4.00
Avco Radio Corp., Lennox Hotel, 525 Washington Blvd., St. Louis, Mo. 63101. Phone 314-621-5995.

STATION'S PROGRAMMING DESCRIPTION
WRTH: Programmed for young adults, adults and teens.

MUSIC: 85%: popular music 100%. **NEWS:** 15%: local, regional, international and national. 5 min of news 5 min before each hour and 5 min at 6:25 am, 7:25 am, 8:25 am & 8:25 pm. Stock market reports 5 min at 4:25 pm & 8:25 pm plus capsules throughout day. Public service. Special programs of local interest Sun 6-9 am & 7-10 pm. Daily salutes to local personalities and organizations. Promote various attractions of area. **COMMERCIAL POLICY:** commercials clustered every 15 minutes 5 am-8 pm, every 30 minutes 8 pm-5 am. Contact Representative for further details. Rec'd 2/26/68.

1. PERSONNEL
General Manager—Robert Howe.
General Sales Manager—Wally Rank.
Operations Director—Jerry Irvine.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
500 w. days, 1,000 w. nights; 500 kc. Directional.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION
15/0 on station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 25a, 25b.
Contracts: 40a, 42b, 43, 46, 47a, 48.
Comb.: Cont. Discounts: 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 5 Eff 2/1/69—Rec'd 1/20/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-5 pm; Sun 7 am-8 pm.

B—Gaslight Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

I min	CLASS AA		I min
	1 min	30 sec	
*1 x	70	56	42 35 29
6 x	54	43	32 49 39 30
12 x	50	40	30 45 36 27

CLASS A

*1 x	62	50	37 57 46 34
6 x	46	37	28 42 34 25
12 x	43	34	26 39 31 23
18 x	40	32	24 36 29 21

(*) or fixed.

CLASS B

Gaslight, flat, ea. 36
Combinable with other classes for frequency discount.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

6 ti (8AA, 2A, 1B), ea.	44
12 ti (6AA, 4A, 2B), ea.	41
18 ti (9AA, 6A, 3B), ea.	37
24 ti (12AA, 8A, 4B), ea.	34

TAP's do not combine with spots for frequency discounts.
30 sec: 80% of 1-min. Combinable.
Minimum rate holder: 8 per week.

SALEM

Dent County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KSMO

1953

Media Code 4 226 7820 1.00
KSMO, Em Erl Ann Broadcasting Co., Box 580, Salem, Mo. 65560.

1. PERSONNEL
Owner & Gen'l Mgr.—W. Earl Dougherty.
Sales Manager—Betsy C. Glenn.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6:00 am-10:15 pm weekdays; 7:00 am-8:00 pm Sun CST.

4. AGENCY COMMISSION
All rates net to station.
(This listing continued on next page)

Salem—K S M O—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 22b, 23a, 24a, 25a, 26, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with MBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 ET—Rec'd 8/28/67.

6. SPOT ANNOUNCEMENTS

1 min.	3.50	2.80	2.15	1.90	1.80	1.65	1.60	1.55
75 wds	2.50	2.05	1.80	1.60	1.50	1.35	1.30	1.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
42.00	21.00	14.00	12.00	7.50
52 x	27.00	18.00	10.00	6.25
156 x	24.00	14.00	8.00	5.00
365 x	21.00	11.00	7.00	4.40

SEDALIA (2 AM; 1 FM)

Pettie County—Map Location E-4
 See SRDS consumer market map and data at beginning of the State.

KDRO

1939
 Subscriber to the NAB Radio Code
 Media Code 4 226 7905 0.00
 Sedalia Broadcasting Corp., West Highway 50, Sedalia, Mo. 65301. Phone 7a-5005.

1. PERSONNEL
 Pres. & Sales Mgr.—James F. Glenn.
 Vice-Pres. & Gen'l Mgr.—Herbert W. Brandes.
 Program Director—Bill Byron.

3. FACILITIES
 1,000 w. day, 250 w. night, 1490 kc.
 Non-directional.
 Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday, CST.

4. AGENCY COMMISSION
 15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 28a, 29a, 32b, 33a.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60d, 60l, 61a, 61b, 62b, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a.
 Prod. Services: 80, 82.
 Affiliated with KBS Radio Network.
 Member: Magic Circle Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 Rates effective June 1, 1946.

6. SPOT ANNOUNCEMENTS

Day and night	3.25
1 time	4.00
13 times	3.75
26 times	3.60
52 times	3.45

10% additional discount on spot expenditures of 50.00 or more per week.

7. PACKAGE PLANS

SATURATION PLAN

10 spots per day, each	2.75
8 spots per day, each	2.85
5 spots per day, each	3.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
45.00	30.00	17.50	12.50	10.00

10. SPECIAL FEATURES
 News—every hour before the hour.
 Package plan: 5-minute news programs, per day (3 daily) 20.00 on a minimum 13 week contract, 5 days per week.

For your convenience . . .

The Contents Page of this issue now carries the names and addresses of the various associations with which radio stations are affiliated.

National Association of Broadcasters
 1771 N St., N. W., Washington, D. C. 20036

Radio Advertising Bureau, Inc.
 555 Madison Ave., New York, N. Y. 10022

Station Representatives Association
 230 Park Ave., New York, N. Y. 10017

National Association of FM Broadcasters
 The Jensen Building
 665 Fifth Ave., New York, N. Y. 10022

RO2A-3/3

KSIS
 1933
 American Information Network

Subscriber to the NAB Radio Code
 Media Code 4 226 7900 2.00
 Yates Broadcasting Co., Box 1056, KSIS Bldg., North U. S. Hwy. 65, N. Sedalia, Mo. 65301. Phone 818-826-1050.

STATION'S PROGRAMMING DESCRIPTION
 KSIS: Programmed for adults.
 2 man mobile equipped local news staff. All air work handled by personalities. Woman's director, 6-7 am country music, news, weather, markets, 7-9 am local news and weather, middle-of-the-road music, time, temperature, quips, sports, 9 am-noon middle-of-the-road music, local news, women's program, hospital notes, local women's show, interviews, swap shop, Noon-2 pm news, commentary, local news and weather, band music, markets, area news, country music, 2-4 pm middle-of-the-road music, local events, social calendar, district news, weather, news features, 4-7 pm middle-of-the-road music, local news, weather, sports, commentary, standard music. Rec'd 11/3/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Carl W. Yates, Jr.
 Program Director—Mrs. Carl Yates.
 Sales Manager—Nelson Nix.

3. FACILITIES
 1,000 w. days; 1050 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
 15/0 time only; monthly, payable 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16b.
 Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32b, 33a.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60d, 60l, 61a, 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 4 ET 6/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS

1 min/less	8.50	8.25	8.00	7.50	7.00	6.50	6.00
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7. PACKAGE PLANS

PER WK:

10 ti	20 ti	30 ti	40 ti	50 ti
70.00	130.00	180.00	220.00	250.00

30 sec: 50.00 90.00 120.00 140.00 162.50
 To be used within 7 consecutive days.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
53.00	35.00	21.00	15.00	10.00

KSIS-FM
 1963

Subscriber to the NAB Radio Code
 Media Code 4 226 7991 0.00
 Yates Broadcasting Co., Box 1056, KSIS Bldg., North U. S. Hwy. 65, Sedalia, Mo. 65301. Phone 818-826-1050.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Carl W. Yates, Jr.
 Sta. Mgr. & Prog. Dir.—Mrs. Bettie Yates.
 News Director—Neal E. Plantz.

3. FACILITIES
 ERP 2,600 w. 92.1 mc.
 Operating schedule: 6:00 am-midnight Mon thru Sat; 8 am-midnight Sun, CST.
 Antenna ht.: 278 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32b, 33a.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60d, 60l, 61a, 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 ET—Rec'd 7/11/68.

6. SPOT ANNOUNCEMENTS

1 min/less	2.50	2.35	2.25	2.15	2.05	1.95	1.85	1.75
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7. PACKAGE PLANS

Daily

5 ti	6 ti	7 ti	8 ti	9 ti	10 ti
11.25	12.90	14.35	15.60	16.65	17.50

7 days, 40 ti: 40.00 60.00
 14 days, 40 ti: 65.00
 PER DAY: 2 ti 3 ti 4 ti 5 ti
 PER MO: 60 ti 90 ti 120 ti 150 ti
 30 days, ea.: 1.75 1.05 1.55 1.45

8. PROGRAM TIME RATES

5 min.	4.25	4.15	4.00	3.85	3.70	3.55	3.40	3.25
10 min	8.50	8.25	8.00	7.75	7.50	7.25	7.00	6.75
1/4 hr.	8.00	7.75	7.50	7.25	7.00	6.75	6.50	6.25
1/2 hr.	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50

SIKESTON (2 AM)

Scott County—Map Location J-6
 See SRDS consumer market map and data at beginning of the State.

KMPL
 1966
 CBS Radio Network

Subscriber to the NAB Radio Code
 Media Code 4 226 8075 1.00
 Semo Broadcasting Corp., Box 907, 125 S. Kingshighway, Sikeston, Mo. 63801. Phone 314-471-1620.

1. PERSONNEL
 General Manager—B. K. Hawkins.
 Program Director—Alan Dale.

2. REPRESENTATIVES
 Walton Broadcasting Sales Corporation.
 R. S. Crane Company, Inc.

3. FACILITIES
 5,000 w. day; 500 w. night; 1520 kc.
 Operating schedule: 5 am-11 pm Mon thru Sat; 7 am-10 pm Sun, CST.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 27.
 Contracts: 40a, 42c, 43, 45, 46, 47c, 51a.
 Comb.: Cont. Discounts: 60a, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.

TIME RATES
 No. 2 ET 9/15/66—Rec'd 10/13/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE	6.50
To 1,000.00 per yr.	8.50
Over 1,000.00 per yr	5.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
13.00	8.00	5.00	4.00	3.00

(Over 1,000.00 per year)

KSIM
 1948
 American Contemporary Ntwk

Media Code 4 226 8160 1.00
 Sikeston Community Broadcasting Co., 1501 West Malone Ave., Sikeston, Mo. 63801. Phone 314-471-1400.

1. PERSONNEL
 Manager—L. Watkins, Jr.
 Assistant Sales Manager—Malcolm Leo.
 Program Director—Merlin Hays.

2. REPRESENTATIVES
 Meeker Radio, Inc.

3. FACILITIES
 Regional—C. K. Beaver & Associates, Inc.
 1,000 w. days, 250 w. nights; 1400 kc.
 Non-directional.
 Operating schedule: 5:30 am-midnight, CST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 25a, 26, 28c, 29a, 29b, 31, 33d.
 Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60l, 61b, 62a, 62b, 62d.
 Cancellation: 70b, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 ET—Rec'd 2/24/69.

6. SPOT ANNOUNCEMENTS

1 min.	6.00	5.75	5.50	5.00	4.50	4.00
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80 sec: 80% of 1-min. 20 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
60.00	36.00	24.00	18.00	12.00

SPRINGFIELD (4 AM; 4 FM)

Greene County—Map Location E-6
 See SRDS consumer market map and data at beginning of the State.

KGBX
 1926
 NBC Radio Network

Subscriber to the NAB Radio Code
 Media Code 4 226 8245 0.00
 Springfield Broadcasting Co. 605 Boonville Ave., Springfield, Mo. 65801. Phone 417-869-2022.

STATION'S PROGRAMMING DESCRIPTION
 KGBX: Programmed for adults and young adults.
 FARM: 5-7 am agriculture interviews, markets, weather, county agent, news, country and western music Mon-Sat, 7-9 am middle-of-the-road music, news, sports, weather, quips, traffic reports, 9-11 am open line telephone conversation, discussion, interviews, panels, public affairs, swap shop, women's features, 2

MISSOURI

personalities, 11 am-12M air personalities middle-of-the-road music, humor, traffic reports, mobile unit, local, regional, national and international news, commentary, editorials, financial news. Live sports: professional baseball, basketball, football, statewide football and basketball. Weekends, network continuous type broadcasts, middle-of-the-road music, documentaries, religion, weather and fishing news. Contact Representative for further details. Rec'd 10/5/67.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Don C. Dalley.
 Asst. Sales Mgr.—William DeLaune.
 Program Director—Jerry Higley.

2. REPRESENTATIVES
 Alan Torbet Associates, Inc.

3. FACILITIES
 5,000 w.; 1260 kc. Directional—night only.
 Operating schedule: 5:00 a.m. to midnight, CST.

4. AGENCY COMMISSION
 15% on time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11c, 12c, 13c, 14a, 15a.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 33a.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 49, 50, 51a.
 Comb.: Cont. Discounts: 60b, 60e, 62a, 62c.
 Cancellation: 70a, 70d, 71a, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with NBC Radio Network.

TIME RATES
 Rates effective March 1, 1961.
 Rates received January 30, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min	1 min.
hr.	hr.	hr.	hr.	5
1 time	80.00	55.00	32.50	18.00
13 times	77.50	50.00	30.00	17.00
26 times	75.00	45.00	27.50	16.00
52 times	70.00	40.00	25.00	15.00
104 times	67.50	37.50	22.50	14.00
156 times	65.00	35.00	20.00	13.00
260 times	60.00	32.50	18.50	12.00

7. PACKAGE PLANS

1-MINUTE SATURATION PLAN
 (Consecutive weeks)

Per week	5 ti	10 ti	15 ti	20 ti	25 ti
1 week	9.00	8.50	8.00	7.50	7.00
4 weeks	8.50	8.00	7.50	7.15	6.65
13 weeks	8.10	7.65	7.20	6.75	6.30
26 weeks	7.65	7.25	6.80	6.40	5.95
39 weeks	7.20	6.80	6.40	6.00	5.60
52 weeks	6.75	6.40	6.00	5.65	5.25

20 or 30 seconds—80% of applicable 1-minute rate.
 10 seconds—50% of applicable 1-minute rate.

KICK
 1949

Media Code 4 226 8330 0.00
 Kickapoo Prairie Broadcasting Co., Inc., 610 College St., Springfield, Mo. 65808. Phone 417-869-1561.

1. PERSONNEL
 General Manager—Robert Vinyard.
 Program Director—Jim Stanley.

2. REPRESENTATIVES
 George T. Hopewell, Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1340 kc.
 Non-directional.
 Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 32b.
 Contracts: 40a, 44a, 45, 46, 48, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60l, 61b, 62d.
 Cancellation: 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Member: The Magic Circle Network.

TIME RATES
 Rates effective September 1, 1964.
 Rates received August 28, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	5.50	156 ti	4.25
26 ti	5.00	208 ti	4.00
52 ti	4.75	260 ti	3.75
104 ti	4.50		

20/30 seconds—80% of the applicable 1-minute rate; minimum 2.50.
 10-seconds—50% of the applicable 1-minute rate; minimum 2.50.

7. PACKAGE PLANS

1 MINUTE SATURATION PLAN
 10 or more in 1 day, 1-minute or less, best time available, ea.

59 min	29 min	14 min	5 min
1 ti	85.00	39.00	23.00
26 ti	82.00	37.00	22.50
52 ti	79.00	35.00	21.50
104 ti	76.00	33.00	20.00
156 ti	73.00	29.00	18.50
208 ti	70.00	25.00	16.50
260 ti	67.00	21.00	14.50

8. PROGRAM TIME RATES

10. SPECIAL FEATURES
 5-MINUTE NEWSCASTS
 Co-sponsorship plan, minimum of 4 Drivetimes.
 10 30-sec spots per day, ea.
 (Springfield continued on next page)

MISSOURI

Springfield—Continued

KTTS
1941

KTTS-FM
1948

GBS Radio Network
The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 226 8415 9.00
Radio 14, Inc., Box 1716, S.S.S., 411 S. Jefferson,
Springfield, Mo. 65805. Phone 417-865-6614.

STATION'S PROGRAMMING DESCRIPTION

KTTS: Programmed for general interest of young adults and adults 18-49.
NEWS: 15 min newscasts 7 am, 7:30 am, noon, 6 pm, 10 pm, other on hour newscasts 10 min, national network, local news or both. US Weather Bureau reports 8:25 am, 4:30 pm. Meteorologist reports 5:25 pm, 5 min local or national network features on half hour. **MUSIC:** middle-of-the-road plus showtunes and big band. 5:30-6:30 pm national and local news, weather, sports and business information. **SPORTS:** AFL and network college football plus heavy local schedule of high school football and basketball. Contact Representative for further details. Rec'd 5/1/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—G. Pearson Ward.
Sta. & Sales Mgr.—Curtis W. Brown.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.
FM-ERP 10,130 w.; 84.7 mc.
Antenna ht.: 659 ft. above average terrain.

4. AGENCY COMMISSION

15/0; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS and Eastman Radio Networks.

TIME RATES

No. 5N Eff 9/1/69—Rec'd 4/10/68.
AA—6:30-9 am & 4:30-7 pm.
A—All other time.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1x	26x	52x	104x
1 min.....	11.00	10.00	9.50
30/20 sec.....	9.00	7.00	6.00
10 sec.....	5.50	5.00	4.75

7. PACKAGE PLANS

CLASS AA		CLASS A	
1x	26x	52x	104x
1 min.....	8.00	7.50	7.00
30/20 sec.....	7.00	6.00	5.00
10 sec.....	4.00	3.75	3.50

8. PROGRAM TIME RATES

CLASS AA		CLASS A	
1x	26x	52x	104x
1 hr.....	70	65	60
1/2 hr.....	40	35	30
1/4 hr.....	25	23	22
5 min.....	20	18	16

KTXR (FM)

1962

RAB

Media Code 4 226 8500 8.00
Stereo Broadcasting, Inc., Box 1102 S.S.S., 807
Empire Bldg., Springfield, Mo. 65805. Phone 417-
862-3751.

STATION'S PROGRAMMING DESCRIPTION

KTXR (FM): Programmed for general interest, oriented primarily to adults and young adults.
MUSIC 90%: featuring current selling general popular music, film and showtunes, standards, and middle-of-the-road, plus 8 hours per week classical. **NEWS 20%:** 5 min news and weathercast every 60 min including local, AP national and international, and weather. **COMMERCIAL POLICY:** 8 total minutes maximum in 60 minute segments. Contact Representative for further details. Rec'd 2/5/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Kenneth E. Meyer.
Engineer—U. W. George.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP 6,129 w.; 101.5 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 255 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Groskin Group.

TIME RATES

No. 5N Eff 9/1/69—Rec'd 7/22/68.

6. SPOT ANNOUNCEMENTS

1x	15x	30x	60x	125x	250x	500x
1 min.....	10.00	9.50	9.00	8.50	8.00	7.50

8. PROGRAM TIME RATES

1x	15x	30x	60x	125x	250x	500x
1 hr.....	70	67	64	61	58	55
1/2 hr.....	53	50	48	46	44	42
5 min.....	30	29	28	27	26	25

KWFC (FM)

1968

Media Code 4 226 8540 4.00
Baptist Bible College, Inc., Box 905, Springfield,
Mo. 65801. Phone 417-866-0836.

STATION'S PROGRAMMING DESCRIPTION

KWFC (FM): Programmed for families.
NEWS: 5 min every hour, with 4-15 min newscasts per day, weather reports hourly. Religious music 53%, news and public affairs 15%, religious and educational talk programs 20%. Music includes traditional and current sacred selections, gospel songs and modern religious music, performed by soloists, quartets, ensembles, choirs, orchestras and instrumental groups. Rec'd 3/14/69.

1. PERSONNEL

Gen'l Mgr. & Chief Eng.—William F. Aakaw.
Asst Mgr. & Prog. Dir.—James E. Price.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 481 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 24b, 25a, 20b.
Contracts: 45, 46, 48, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/8/68.

6. SPOT ANNOUNCEMENTS

1x	15x	30x	60x	125x	250x	500x
1 min.....	7.00	5.25	4.25	3.50	2.75	2.50

7. PACKAGE PLANS

PER WK:		6 ti	11 ti	16 ti	21+
1 min.....	2.50	2.25	2.00	1.75	

8. PROGRAM TIME RATES

1x	15x	30x	60x	125x	250x	500x
10 min.....	13.00	11.00	9.00	8.00	6.50	6.25
1/4 hr.....	21.00	18.00	13.00	11.00	8.50	8.00
1/2 hr.....	28.00	22.00	18.00	15.00	12.50	11.00
1 hr.....	48.00	38.50	31.50	28.25	21.00	18.00

10. SPECIAL FEATURES

NEWS		CLASS A	
1x	15x	30x	60x
5 min.....	11.00	9.00	8.50
1/4 hr.....	22.00	17.00	14.00

KWTO

1955

American Information Network

NAB

Media Code 4 226 8585 9.00
Ozarks Broadcasting Co., 1121 S. Glenstone, Spring-
field, Mo. 65804. Phone 417-862-4422.

STATION'S PROGRAMMING DESCRIPTION

KWTO: Programmed for general interest of entire family.
Local or network news each hour. **FARM:** service programs, market reports, agriculture interviews 8 times daily. **Air personalities, MUSIC:** general popular 7-11:30 am, 2:30-5:45 pm, country and western 5-7 am, 11:30 am-12:30 pm, top 40 7:30-12M. **SPORTS:** local fishing news 5 min, 15 min sportscast daily. Local college play-by-play basketball and football, at home and away, including tournaments. University football, network sports. Contact Representative for further details. Rec'd 11/25/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. D. Foster.
Vice-Pres. & Asst Mgr.—Leslie L. Kennon.
Program Director—Ben Atwell.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

5,000 w.; 580 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 22b, 24b, 24c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

ET 8/1/68—Rec'd 6/24/68.
A—Daily 5:59 am-7:29 pm.
B—Daily 5-5:59 am & 7:30 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1x	26x	52x	104x
1 min.....	20.00	19.00	18.00
20/30 sec.....	18.00	15.00	14.00

CLASS B		CLASS C	
1x	26x	52x	104x
1 min.....	16.00	15.00	14.00
20/30 sec.....	12.00	11.40	10.80

1D's available on frequency portion of card at 60% of applicable 1-min. May not be combined with minute and/or 30-sec spots to earn frequency discount for either.

7. PACKAGE PLANS

AA—Mon thru Sat 6-8:30 am.
A—Daily 8:30 am-7:29 pm; Sun 6-8:30 am.
B—Daily 5-5:59 am & 7:30 pm-midnight.

CLASS AA		CLASS A	
1x	15x	30x	60x
1 min.....	14.00	13.00	12.00
20/30 sec.....	11.00	10.40	9.60

CLASS B		CLASS C	
1x	15x	30x	60x
1 min.....	11.00	10.00	9.00
20/30 sec.....	8.80	8.00	7.20

1D's available on plan rates at 60% of 1-min. May not be combined with minute or 30-sec spots to earn frequency discount for either.

8. PROGRAM TIME RATES

CLASS A		CLASS B	
1x	26x	52x	104x
1 hr.....	120.00	114.00	108.00
1/2 hr.....	72.00	68.00	64.00
1/4 hr.....	48.00	45.00	42.00
10 min.....	36.00	34.00	32.00
5 min.....	30.00	28.00	26.00

CLASS B		CLASS C	
1x	15x	30x	60x
1 hr.....	96.00	91.00	86.00
1/2 hr.....	58.00	55.00	52.00
1/4 hr.....	38.00	36.00	34.00
10 min.....	28.00	26.50	25.00
5 min.....	24.00	23.00	22.00

KWTO-FM

1967

NAB

Media Code 4 226 8586 7.00
Ozarks Broadcasting Co., Box 907, 1121 S. Glen-
stone, Springfield, Mo. 65804. Phone 417-862-4422.

STATION'S PROGRAMMING DESCRIPTION
KWTO-FM: MUSIC: country music, NEWS: 3 major local newscasts and 14 five min network newscasts daily. 2 weather broadcasts daily. Contact Representative for further details. Rec'd 2/27/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. D. Foster.
Vice-Pres. & Asst Mgr.—Leslie L. Kennon.
Program Director—Ben Atwell.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

ERP 100,000 w.; 98.7 mc. Stereo.
Operating schedule: 5 am-midnight Sun thru Sat. CST.
Antenna ht.: 291 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time and talent. Payable by 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES

ET 11/1/67—Rec'd 11/1/67.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	156x	260x	312x
1 min.....	6.00	5.75	5.50	5.00	4.75
20/30 sec.....	4.80	4.55	4.30	4.00	3.80

7. PACKAGE PLANS

WEEKLY SATURATION PLAN		CLASS A	
1x	15x	30x	60x
1 min.....	10.00	10.00	10.00
20/30 sec.....	4.00	3.75	3.50

1D's: 60% of applicable frequency on plan rates.

8. PROGRAM TIME RATES

1x	26x	52x	156x	260x	312x
1 hr.....	60.00	57.00	54.00	51.00	48.00
1/2 hr.....	36.00	33.00	30.00	28.00	24.00

UNION (1 AM; 1 FM)

Franklin County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KLPW

1954



Media Code 4 226 8840 6.00
Franklin County Broadcasting Co., Inc., P. O. Box 72, Union, Mo. 63084, Phone 314-583-5155.
Other Studios—RFD 2, Washington, Mo. Beverly 9-3555.

- PERSONNEL**
President—Les Ware.
General Manager—Frank Lohmeyer.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 12:15 pm-local sunset Sun and special events. For non-simulcast facilities see KLPW-FM.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 44a, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Member: Magic Circle Network.

TIME RATES
ET 7/1/68—Rec'd 6/21/68.

6. SPOT ANNOUNCEMENTS
Class "AA"
1x 13x 26x 52x 78x 156x 260x 312x
1 min 5.00 4.00 3.00 2.00 1.50 1.00 0.75 0.50
30 sec 4.00 3.00 2.00 1.50 1.00 0.75 0.50

7. PACKAGE PLANS
1220 MERCHANDISING PLAN
Per WK: 10 hr 15 hr 20 hr 30 hr 50 hr
60 sec 55.00 67.50 80.00 105.00 150.00
30 sec 44.00 54.00 64.00 84.00 120.00

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1x 36.00 20.00 10.50
13x 32.00 18.00 9.50
26x 30.00 17.00 9.00
52x 28.00 16.00 8.50
78x 28.00 15.00 8.00
156x 24.00 14.00 7.50
260x 22.00 13.00 7.00
312x 20.00 12.00 6.50

KLPW-FM

1966

Media Code 4 226 8842 4.00
Franklin County Broadcasting Co., Inc., Box 72, Union, Mo. 63084, Phone 314-583-5155.

- PERSONNEL**
Mgr., Chief Engr. & Sales Mgr.—Frank Lohmeyer.
Program Director—John Emmons.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
ERP 2,100 w.; 101.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately full time Mon thru Sat; 6 pm-12:15 pm Sun. For simulcast facilities see KLPW.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4b, 5, 6.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41a, 42b, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 7/1/68—Rec'd 6/28/68.

6. SPOT ANNOUNCEMENTS
Class "AA"
1x 13x 26x 52x 78x 156x 260x 312x
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50 2.25
30 sec 2.20 2.10 1.95 1.80 1.65 1.50 1.40 1.25

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1x 20.00 15.00 7.50
13x 19.00 13.00 7.00
26x 18.00 12.00 6.50
52x 17.00 11.00 6.00
78x 16.00 10.00 5.50
156x 15.00 8.00 5.00
260x 14.00 8.00 4.50
312x 13.00 7.00 4.00

WARRENSBURG

Johnson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KOKO

1953



Subscriber to the NAB Radio Code
Media Code 4 226 8925 7.00
Johnson County Broadcasters, Inc., Warrensburg, Mo. 64093, Phone 747-9191.

- PERSONNEL**
President—Avis G. Tucker.
General Manager—Jim McCollum.
Business Manager—Gladys Brown.
- FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 18.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25c, 26, 28b, 28c, 30.
Contracts: 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.

Comb.: Cont. Discounts: 60d, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70d.
Prod. Services: 80, 82.
Member: Magic Circle Network.

TIME RATES
ET 7/1/68—Rec'd 6/30/68.

AA—Mon thru Fri 6 am-12:30 pm & 3-7 pm; Sat 7 am-12:30 pm & 4:45-5:15 pm;
A—Mon thru Fri 12:30-3 pm & 7-10:45 pm; Sat 6-7 am, 12:30-4:45 pm & 5:15-8 pm; Sun 8 am-7 pm.
B—Mon thru Fri 5-8 am & 10:45 pm-midnight; Sat 5-6 pm & 8 pm-midnight; Sun 6-8 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min 30 sec 1 min 30 sec
1x 5.75 4.60 156x 4.65 3.45
13x 5.65 4.50 260x 3.30 2.30
26x 5.55 4.25 312x 2.90 2.10
52x 5.20 4.05 500x 2.60 1.85
104x 4.95 3.75 1000x 2.30 1.55

CLASS A
1x 3.45 3.20 156x 2.75 2.35
13x 3.35 2.75 260x 2.70 2.20
26x 3.15 2.70 312x 2.60 1.80
52x 2.90 2.60 500x 2.30 1.55
104x 2.80 2.40 1000x 2.10 1.35

CLASS B
1x 3.35 2.85 156x 2.30 2.10
13x 2.80 2.55 260x 2.25 1.85
26x 2.75 2.50 312x 2.15 1.55
52x 2.65 2.40 500x 2.10 1.45
104x 2.50 2.30 1000x 2.00 1.30

6. PROGRAM TIME RATES
CLASS AA
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 88.25 38.80 23.00 18.00 11.50
13x 80.50 34.50 17.25 13.80 9.25
26x 78.20 33.55 14.95 12.85 8.05
52x 75.90 28.75 14.85 10.35 8.90
104x 69.00 27.60 14.40 9.55 6.30

CLASS A
1x 63.25 24.15 17.25 11.10 9.20
13x 43.70 23.00 18.10 10.35 8.05
26x 42.20 22.00 13.50 9.75 6.65
52x 40.00 21.25 12.35 9.00 6.35
104x 37.00 21.10 8.90 8.50 5.45

CLASS B
1x 57.50 20.70 13.80 11.50 8.05
13x 39.25 19.55 11.50 9.20 7.45
26x 34.50 18.70 11.20 8.35 5.75
52x 31.00 18.05 10.35 8.20 5.45
104x 28.00 18.00 9.80 8.90 5.00

WARRENTON

Warren County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KWRE

1949

Media Code 4 226 9010 7.00
Kaspar Broadcasting Company of Missouri, Box 220, Warrenton, Mo. 63383, Phone 314-456-3311
Sales Offices:
St. Charles—516 Clay St. Randolph 4-6622.
Washington, Mo.—112 Oak St. Beverly 9-4211.
Troy—351 Monroe. Lakeview 8-4025.

- PERSONNEL**
President—Vernon Kaspar.
General Manager—Edward W. Moynahan.
 - FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL RATE POLICY**
Member: Magic Circle Network.
- TIME RATES**
Rates effective February 1, 1962.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
Class "AA"—Sign-on to 9:00 a.m., noon to 1:00 p.m. and 4:00 p.m. to 6:00 p.m.
Class "A"—All other times.
- CLASS "AA"
1/2 hr 1/4 hr 5 min 1 min 30 sec
1 time 55.00 35.00 15.00 7.00 5.50
26 times 53.00 33.00 14.50 6.75 5.25
52 times 51.00 31.00 14.00 6.50 5.00
104 times 49.00 29.00 13.50 6.25 4.75
156 times 47.00 27.00 13.00 6.00 4.50
260 times 45.00 25.00 12.50 5.75 4.25
312 times 43.00 24.00 12.00 5.50 4.00
- CLASS "A"
1 time 50.00 30.00 12.50 6.50 5.00
26 times 48.00 28.00 12.00 6.25 4.75
52 times 46.00 26.00 11.50 6.00 4.50
104 times 44.00 24.00 11.00 5.75 4.25
156 times 42.00 22.00 10.50 5.50 4.00
260 times 40.00 20.00 10.00 5.25 3.75
312 times 38.00 18.00 9.50 5.00 3.50
- 7. PACKAGE PLANS**
WEEKLY SATURATION PLAN
1 min 30 sec 10 sec
10 times 6.50 3.75 2.90
20 times 6.25 3.50 2.80
30 times 6.00 3.25 2.70
40 times 5.75 3.00 2.60
50 times 5.50 2.75 2.50
- 10. SPECIAL FEATURES**
Newscasts 5 minutes at :55, 5 minutes (local) at :25.
"Local News Roundup"—12:25 p.m. to 12:40 p.m. and 4:25 p.m. to 4:40 p.m. Monday through Friday.
Full sponsorship, per program, each 15.00
Co-sponsorship, per program, each 10.00
Weathercasts: 30 seconds following newscasts, 1-minute announcement, each 8.00

WAYNESVILLE (2 AM; 2 FM)

Pulaski County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KFBD

1968

Media Code 4 226 9050 3.00
Fred Briesacher, Jr., Box 688, Waynesville, Mo. 65583, Phone 314-336-4800.

- PERSONNEL**
Owner & Chief Engineer—Fred Briesacher, Jr.
Sec'y & Prog. Dir.—Jo Anne De Angio.
- FACILITIES**
500 w.; 1270 kc.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 21a, 21c, 24a, 25a, 33b.
Contracts: 40a, 42b, 44a, 51a.
Cancellation: 73b.
Prod. Services: 82.

TIME RATES
ET—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS
30 sec 1 min 1/2 hr 10 hr 20 hr 35 hr
1 min 350.00 250 100 60
30 sec 1.00 1.20 1.30 1.40
1 min 1.25 1.45 1.60 1.75
1/2 hr 1.80 2.00 2.20 2.50

7. PACKAGE PLANS
WKLY: 10 hr 20 hr 35 hr
1 min 30 50 70
DAILY: 5 hr 10 hr
1 min 12.60 20.00

10. SPECIAL FEATURES
NEWS
5 min 10 min 1/4 hr
Ea 4.50 6.00 8.50

KFB D-FM

1984

Subscriber to the NAB Radio Code
Media Code 4 226 9095 8.00
Fred Briesacher, Jr., Box 688, Rt. No. 2, Waynesville, Mo. 65583, Phone 314-336-4800.

- PERSONNEL**
Station Mgr. & Chief Engineer—Fred Briesacher, Jr.
Program Director—Jo Anne De Angio.
 - FACILITIES**
ERP 3,000 w.; 97.7 mc.
Operating schedule: 5:00 am-midnight daily. CST.
Antenna ht. 300 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING** See coded regulations
See KFBD listing for coded regulations.
- TIME RATES**
Rates are identical to KFBD. See that listing.

KJPD

1962

Media Code 4 226 9180 8.00
South Central Broadcasters, Inc., Box 518, Waynesville, Mo. 65583, Phone 314-336-4913.

- PERSONNEL**
President—John B. Mahaffey.
General Manager—Donald E. Coates.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
1,000 w. days; 1390 kc. Non-Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
ET 1/1/69—Rec'd 2/17/69.

6. SPOT ANNOUNCEMENTS
1x 52x 156x 355x 500x
1 min 6.00 4.75 3.50 3.00 2.75
30 sec 4.75 3.50 2.50 2.00

7. PACKAGE PLANS
Wkly Daily
1 min 20 hr 30 hr 40 hr 5 hr 10 hr
1 min 75.00 90.00 100.00 17.50 30.00

6. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 50.00 30.00 18.00 15.00 11.00
52x 45.00 25.00 15.00 11.50 9.00
156x 35.00 20.00 12.00 8.50 7.25
355x 30.00 18.00 10.00 7.75 6.50

KJPW-FM

1966

Media Code 4 226 9182 4.00
South Central Broadcasters, Inc., Box 518, Waynesville, Mo. 65583, Phone 314-336-4913.

- PERSONNEL**
President—John B. Mahaffey.
General Manager—Donald E. Coates.
 - REPRESENTATIVES**
Savalli/Gates, Inc.
 - FACILITIES**
ERP 1,000 w.; 102.3 mc. Stereo.
Operating schedule: 5:15-12:15 am. CST.
Antenna ht.: 475 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
- TIME RATES**
ET 1/1/69—Rec'd 2/17/69.
- 6. SPOT ANNOUNCEMENTS**
1x 52x 156x 355x 730x
1 min 4.75 3.50 2.50 2.25 2.00
30 sec 3.50 2.50 2.00 1.75

MISSOURI

7. PACKAGE PLANS
PER HR: 30 hr 60 hr 90 hr
PER DAY: 1 hr 2 hr 3 hr
1 min 75.00 120.00 187.50

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1x 30.00 20.00 12.00 10.50 9.00
52x 25.00 18.00 10.50 9.00 7.25
365x 20.00 15.00 9.00 7.25 5.50
365x 18.00 11.50 7.25 5.50 3.50

WEST PLAINS (1 AM; 1 FM)

Howell County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KWPM

1947



Media Code 4 226 9265 7.00
Robert F. Neathery, Abe Taylor Blvd., West Plains, Mo. 65775.

- PERSONNEL**
Owner—Robert F. Neathery.
Station Manager—Laurel Thompson.
- REPRESENTATIVES**
Missouri—M. Richard Bradley, 1718 Meadowmere, Springfield, Mo.
Magic Circle Time Sales.
- FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Operating schedule: 5:00 a.m. to 11:00 p.m.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.
Member: Magic Circle Network.

TIME RATES
Rates effective December 13, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 1/2 1/4 10 5
hr. hr. min. min. Spots
60 times 32.00 18.00 11.00 7.50 4.00 2.80
125 times 28.00 18.00 9.75 6.50 3.75 2.60
250 times 24.00 15.00 8.50 5.50 3.50 2.40

KWPM-FM

1951

Media Code 4 226 9266 5.00
Robert F. Neathery, Abe Taylor Blvd., West Plains, Mo. 65775.

- PERSONNEL**
Owner—Robert F. Neathery.
Station Manager—Laurel Thompson.
- REPRESENTATIVES**
Missouri—M. Richard Bradley, 1718 Meadowmere, Springfield, Mo.
- FACILITIES**
ERP 39,000 w. (horiz), 39,000 w. (vert.); 93.9 mc.
Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.

TIME RATES
Rates are identical to KWPM. See that listing.

WILLOW SPRINGS

Howell County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KUKU

1957

Media Code 4 226 9350 7.00
Robert F. Neathery & Robert Neathery, Jr., Box 250, Willow Springs, Mo. 65587.
Other studio: Mountain View, Mo.

- PERSONNEL**
Owners—Robert F. Neathery & Robert Neathery, Jr.
Station Manager—Robert Neathery, Jr.
- REPRESENTATIVES**
Springfield, Mo.—M. Richard Bradley, 1718 Meadowmere, Magic Circle Time Sales.
- FACILITIES**
1,000 w. days; 1330 kc.
Operating schedule: Sunrise to local sunset.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4a.
Basic Rates: 22b, 28c, 29a.
Contracts: 47a.
Comb.: Cont. Discounts: 61a, 61b, 62b, 62a.
Member: Magic Circle Network.

TIME RATES
ET—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS
1 min. open 1.70 10 per day 1.50

7. PACKAGE PLANS
ANY COMBINATION—10 PER DAY
30 sec. 1.15 10 sec. .80

6. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
60 x 32.00 18.00 11.00 7.50 4.00
125 x 28.00 18.00 9.75 6.50 3.75
250 x 24.00 15.00 8.50 5.50 3.50

MONTANA

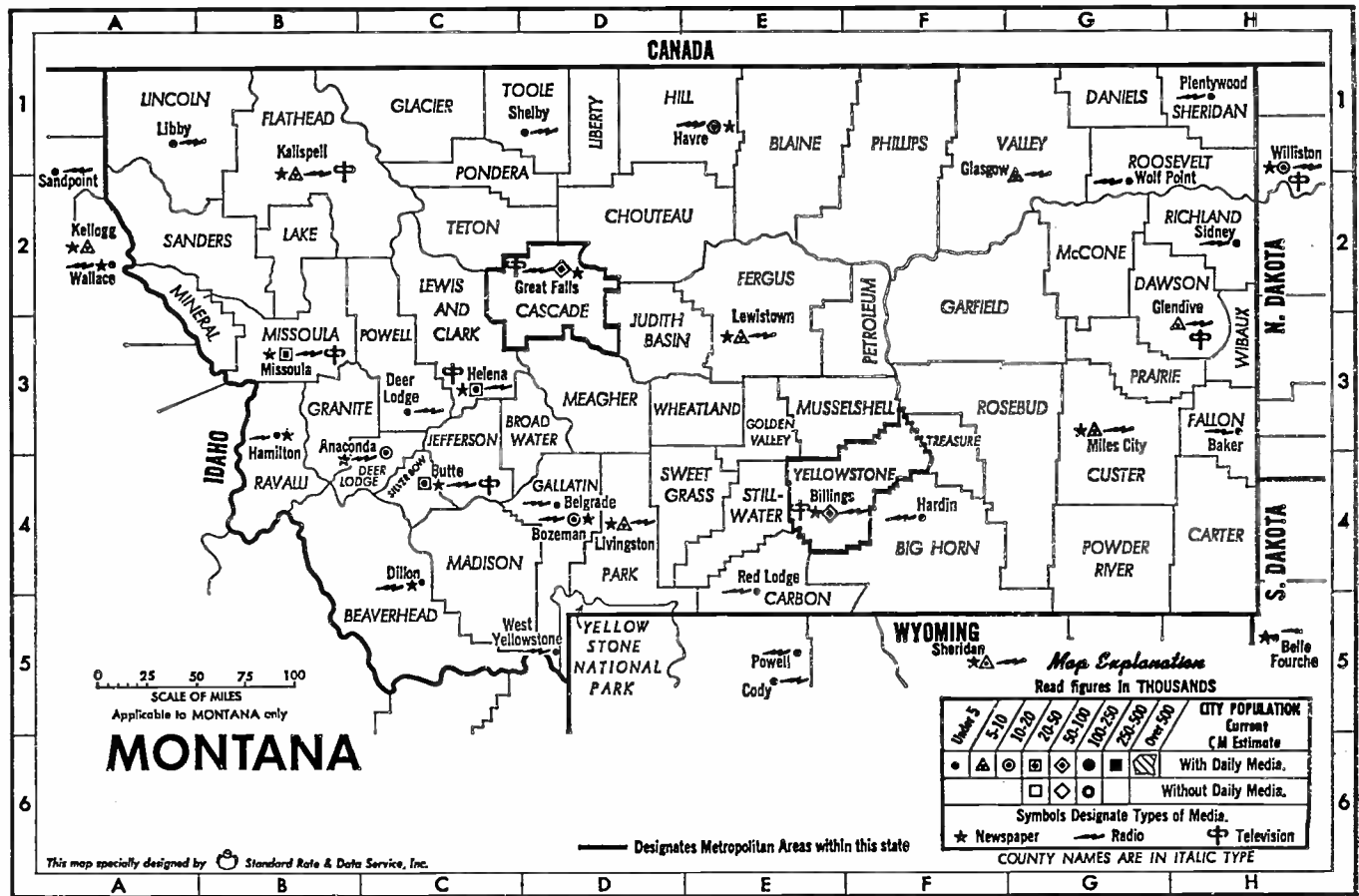
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	1,600	Great Falls	500
METRO AREAS		Total Metros	700
Billings	200		



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.
 Billings—Yellowstone Butte—Silver Bow Great Falls—Cascade Helena—Lewis and Clark Missoula—Missoula

ESTIMATES FOR:	POPULATION		CONSUMER SPENDABLE INCOME—1968					TOTAL RETAIL SALES		RETAIL SALES—1968					PASSENGER CARS 1/1/69 (000)	FARM INCOME 1/1/69 (000)	GROSS FARM INCOME 1988 (\$000)				
	CITY	METROPOLITAN AREA	PER HOUSEHOLD (\$)	5000-4999	5000-7999	8000-8999	10000-14999	15000 and over	PER HOUSEHOLD (\$)	FOOD (\$000)	DRUG (\$000)	GENERAL MERCH. (\$000)	APPAREL (\$000)	HOME FURN. (\$000)				AUTO-MOTIVE (\$000)	SERVICE STATION (\$000)		
MONTANA STATE TOTALS	699.3	216.38	1,811,189	8,370	19.3	23.6	18.8	19.3	12.1	1,229,765	5,683	262,461	42,587	113,191	61,133	41,187	257,952	99,275	311.89	77.4	586,411
BEAVERHEAD C-5	7.4	2.49	19,290	7,747	22.3	22.8	18.4	16.0	10.3	15,526	6,235	2,997	331	573	1,160	425	3,415	1,452	3.35	1.3	17,720
BIG HORN F-4	10.0	2.59	21,025	8,118	20.4	19.2	17.9	18.0	10.9	17,116	6,608	4,480	300	774	687	254	2,933	2,077	3.76	2.3	18,141
BLAINE E-1	7.5	2.17	18,606	8,574	18.8	18.0	15.8	20.7	16.0	10,597	4,883	2,186	369	133	710	133	2,409	894	2.26	1.9	15,645
BROADWATER D-3	2.8	.86	6,643	7,724	25.9	19.6	15.5	14.5	11.7	4,336	5,042	989	115	144	40	49	668	245	1.40	.6	6,294
CARBON E-4	7.2	2.44	18,641	7,640	22.8	20.6	18.3	19.4	6.6	10,226	4,191	2,361	386	1,062	423	118	1,278	843	3.55	2.0	12,381
CARTER H-4	1.7	.52	6,893	13,256	13.9	13.5	11.9	23.6	30.6	1,955	3,760	637	46	107	36	186	88	.85	1.1	7,964
CASCADE D-2	86.9	27.16	210,259	7,741	20.0	28.7	20.3	15.8	9.0	170,468	6,276	36,404	6,378	22,376	8,636	8,621	38,644	10,463	37.78	2.6	23,415
Great Falls	66.5	21.87	163,917	7,495	165,475	7,566	35,878	6,412	22,319	8,531	8,531	39,418	9,716
Metro Area	86.9	27.16	210,259	7,741	20.0	28.7	20.3	15.8	9.0	170,468	6,276	36,404	6,378	22,376	8,636	8,621	38,644	10,463	37.78
CHOUTEAU D-2	7.0	2.17	23,760	10,949	14.3	17.4	15.7	23.2	25.9	9,567	4,409	1,565	438	554	159	2,403	582	3.18	2.6	32,422
CUSTER G-4	13.2	4.27	34,799	8,150	21.1	22.3	18.4	18.5	12.0	27,625	6,470	5,871	985	2,730	1,531	780	5,738	1,840	5.67	1.4	11,540
DANIELS G-1	3.6	1.12	8,353	7,458	20.3	18.6	18.2	22.2	11.2	6,877	6,140	1,329	192	120	368	83	1,527	447	1.55	.9	7,602
DAWSON H-2	13.4	3.90	32,039	8,215	18.2	23.4	17.4	21.9	13.4	20,011	5,131	4,178	505	2,117	684	448	4,733	1,465	5.24	1.6	7,965
DEER LODGE C-4	18.9	5.27	40,972	7,775	27.2	25.5	21.5	17.3	7.0	20,408	3,872	6,388	574	1,484	1,485	509	3,048	2,373	6.00	.3	1,990
FALLON H-3	3.8	1.14	9,415	8,259	20.1	19.2	18.9	23.0	11.0	9,038	7,928	1,300	222	279	500	339	2,702	851	2.03	.9	5,729
FERGUS E-2	12.9	3.99	34,934	8,755	17.5	19.4	17.9	22.5	15.2	28,848	7,230	5,905	917	2,052	1,733	768	5,926	2,384	5.89	2.7	21,302
FLATHEAD B-1	34.4	10.91	83,787	7,680	20.2	23.7	20.8	18.8	9.0	62,044	5,687	13,922	2,212	7,263	2,587	2,508	12,088	4,818	17.34	2.6	8,968
GALLATIN D-4	28.2	8.65	67,854	7,844	19.6	23.6	20.1	18.9	9.3	52,820	6,106	11,405	1,444	5,100	2,774	1,739	7,788	5,021	13.34	2.7	19,603
GARFIELD F-2	1.3	.39	4,396	11,272	15.0	12.3	9.4	20.2	26.9	2,283	5,854	325	128	580	507	226	.72	.9	7,848
GLACIER C-1	12.9	3.45	27,850	8,072	18.9	21.9	17.4	16.6	12.1	17,226	4,993	4,385	594	1,278	319	2,821	1,443	3.72	1.1	8,965
GOLDEN VALLEY E-3	1.2	.39	2,938	7,533	21.2	18.9	15.8	16.1	13.7	752	1,928	480	80	.48	.5	3,836
GRANITE B-3	3.0	1.00	7,770	7,770	22.0	23.3	20.1	20.7	9.2	4,804	4,804	1,454	238	551	530	1.38	.5	4,105
HILL E-1	19.6	5.64	69,244	12,277	12.8	20.3	15.5	24.8	23.2	30,521	5,412	6,227	1,460	2,583	2,184	940	4,950	2,714	7.07	2.0	25,638
JEFFERSON C-3	4.1	1.07	10,096	9,436	17.3	17.8	17.0	22.0	17.4	4,527	4,231	1,020	137	152	58	912	373	1.83	.7	3,085
JUDITH BASIN D-3	3.1	.99	9,295	9,389	17.6	19.1	16.0	20.6	20.8	2,905	2,934	330	98	26	762	363	1.44	1.2	11,696
LAKE B-2	11.3	3.45	28,543	8,273	19.7	17.8	16.2	22.5	13.3	16,363	4,743	2,809	735	753	1,026	107	3,856	2,363	6.07	3.2	11,710
LEWIS & CLARK C-2	29.2	9.63	85,873	8,917	14.6	24.1	20.6	22.6	14.4	55,742	5,788	10,380	1,194	4,504	3,116	2,287	13,310	3,979	15.21	1.2	10,060
Helena	24.0	8.27	64,582	7,809	51,628	6,243	9,858	1,003	4,275	3,118	2,121	13,310	3,080
LIBERTY D-1	3.2	.93	10,416	11,200	19.5	23.5	15.8	16.2	18.4	5,035	5,414	700	93	120	68	1,122	247	1.10	.5	13,565
LINCOLN A-1	14.7	4.38	33,651	7,683	23.0	25.0	21.0	18.2	7.0	15,303	3,494	5,138	516	488	931	839	2,762	1,460	7.39	.6	1,306
McCONE G-2	3.3	.95	7,270	7,653	18.4	16.7	16.6	19.2	13.6	3,465	3,647	566	115	292	97	453	213	1.29	1.6	6,971
MADISON A-2	3.5	1.17	13,396	11,396	13.3	12.7	12.3	27.9	26.2	5,558	4,750	1,292	289	479	138	949	570	2.26	1.5	11,135
MEAGHER D-3	3.2	1.03	7,090	6,883	26.8	27.9	17.7	11.8	6.5	3,977	3,861	1,147	102	261	150	817	702	1.00	.5	5,078
MINERAL A-2	3.3	1.01	8,886	8,798	19.1	24.3	21.9	21.3	10.8	4,011	3,971	1,344	78	196	111	306	862	1.17	.2	660
MISSOULA B-3	50.1	15.66	124,370	7,942	20.2	25.8	20.5	17.5	9.5	103,592	6,615	22,047	3,653	12,748	4,151	3,527	20,100	8,961	26.38	1.2	4,625
Missoula	35.7	11.78	77,488	6,578	94,253	8,001	20,892	3,496	12,970	4,000	3,119	18,785	7,766
MUSSELSHELL F-3	3.1	1.03	12,876	6,501	11.5	12.2	13.5	28.7	27.8	6,788	6,590	1,534	225	188	109	1,758	688	1.75	.6	4,938
PARK D-4	12.6	4.27	36,643	8,581	17.8	22.2	17.1	25.0	12.9	21,161	4,956	4,649	762	1,468	969	278	4,161	2,478	6.18	1.3	8,470

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales—		Retail Sales—1968						Passen- ter 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$000)	% Distribution of Families					Par Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				9000	5000	to 1000	to 500	to and over				General Mde. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)					
PETROLEUM F-2.....	.9	.28	2,392	8,543	19.8	22.7	20.4	21.6	12.1	655	2,339	267	310	1,172	77	175	1,536	197	.31	4	3,241
PHILLIPS F-1.....	5.1	1.60	14,639	9,149	19.0	16.8	15.5	23.6	16.6	10,647	6,654	2,079	70	176	52	267	2,765	815	2.97	1.7	13,054
PONDERA C-1.....	8.7	2.42	19,863	8,208	20.6	21.2	16.4	18.9	15.4	13,905	5,746	2,897	548	869	334	267	2,765	815	2.97	2.0	16,067
POWDER RIVER G-4.....	1.7	.49	7,758	15,833	11.2	12.6	11.5	23.5	35.0	1,566	3,196	89	70	176	52	267	2,765	815	2.97	1.2	9,105
POWELL C-3.....	6.9	2.05	18,650	9,098	21.4	22.8	20.5	20.2	10.0	8,258	4,028	2,256	468	298	439	267	2,765	815	2.97	.6	6,629
PRAIRIE G-3.....	2.3	.74	5,657	7,645	19.9	20.1	16.7	20.1	13.4	4,172	5,638	774	80	176	52	267	2,765	815	2.97	.7	6,161
RAVALLI B-4.....	10.5	3.47	27,059	7,798	19.9	16.9	15.0	20.6	12.6	15,971	4,603	3,620	439	1,038	568	117	3,837	1,380	6.12	2.7	11,187
RICHLAND H-2.....	9.5	2.84	23,299	8,204	18.9	18.2	17.3	21.7	14.5	24,893	8,765	4,363	673	1,500	758	566	8,008	1,588	4.53	2.1	13,769
ROOSEVELT H-1.....	12.6	3.40	25,585	7,525	21.5	20.7	16.9	17.0	10.4	24,063	7,077	4,654	649	1,013	1,072	655	5,994	1,733	3.95	1.8	11,070
ROSEBUD G-3.....	5.2	1.50	14,684	9,789	16.9	16.0	14.9	23.8	18.1	8,163	5,442	1,922	111	868	122	97	1,475	1,098	2.09	1.2	12,179
SANDERS A-2.....	5.9	1.98	19,820	10,010	18.4	18.1	17.6	25.6	16.8	6,196	3,129	645	279	1,463	28	1,357	709	2.85	1.2	3,292
SHERIDAN H-1.....	6.2	1.87	15,144	8,098	22.5	19.8	17.5	20.6	12.2	12,656	6,768	2,115	515	562	846	440	855	1,285	3.02	2.0	11,382
SILVER BOW C-4.....	46.8	15.98	113,104	7,078	24.1	27.4	18.5	15.3	7.3	85,680	5,362	21,629	3,309	8,020	6,467	4,541	16,724	5,655	18.51	.3	1,011
Butte.....	26.4	9.74	68,394	7,022	74,518	7,651	18,136	3,122	7,818	5,902	4,423	15,909	4,107
STILLWATER E-4.....	5.0	1.58	15,443	9,584	16.3	20.5	13.3	28.3	18.1	6,892	4,362	1,320	239	380	261	37	2,287	586	2.30	1.6	10,842
SWEET GRASS E-4.....	2.5	.85	8,472	9,967	15.2	15.6	14.9	25.2	22.1	5,529	6,505	966	376	247	274	159	918	877	1.59	1.1	5,887
TETON C-2.....	6.1	1.84	21,714	11,801	13.5	15.0	14.1	23.8	27.1	9,677	5,258	1,704	604	247	140	166	2,538	513	3.22	2.4	19,680
TOOLE D-1.....	8.4	2.41	24,419	10,132	17.3	22.8	18.9	20.8	17.4	11,467	4,758	2,232	368	754	424	231	1,968	1,414	2.77	1.2	14,362
TREASURE F-3.....	1.3	.39	2,837	7,274	18.3	20.2	17.4	21.8	9.3	1,589	4,074	302	59	181	243	57	.48	.6	4,532
VALLEY G-1.....	20.4	5.73	45,770	7,988	20.6	24.3	19.0	17.4	9.6	27,312	4,766	4,663	880	2,260	1,246	925	7,510	1,991	6.34	2.3	13,661
WHEATLAND E-3.....	3.0	.96	8,740	9,104	18.7	20.2	17.1	20.2	16.8	4,220	4,396	950	128	328	186	221	512	358	1.30	.3	5,595
WIBAUX H-3.....	9	.26	3,350	12,885	14.8	13.5	8.9	25.1	25.0	1,623	6,242	212	83	121	658	116	.77	.6	3,182
YELLOWSTONE F-4.....	87.8	27.65	235,280	8,509	17.1	24.7	20.4	20.2	13.2	173,156	6,262	35,068	6,568	18,520	10,280	7,124	41,128	11,828	41.17	2.6	28,151
Billings.....	60.2	19.66	165,257	8,406	140,682	7,156	28,407	3,834	17,473	9,914	6,626	36,037	8,745
Billings Metro Area.....	87.8	27.65	235,280	8,509	17.1	24.7	20.4	20.2	13.2	173,156	6,262	35,068	6,568	18,520	10,280	7,124	41,128	11,828	41.17	2.6	28,151

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MONTANA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Intermountain Montana Group
Intermountain Network

Comprised of:
 KGHL—Billings
 KXXI—Bozeman
 KBOW—Butte
 KDBM—Dillon
 KLTZ—Glasgow
 KMON—Great Falls
 Rates: See Intermountain Network under Regional Radio Networks and Groups.

Montana Metro Group
Intermountain Network

Comprised of:
 KGHL—Billings
 KMON—Great Falls
 Rates: See Intermountain Network under Regional Radio Networks and Groups.

Montana Radio Empire Group
Western States Radio Empire

Comprised of:
 KANA—Anaconda
 KBMY—Billings
 KBMN—Bozeman
 KYAR—Great Falls
 Rates: See Western States Radio Empire under Regional Radio Networks and Groups.

Silver Dollar Network

Comprised of:
 KFBB—Great Falls
 KCAP—Helena
 KGVO—Missoula
 Media Code 4 227 0150 8.00

2. REPRESENTATIVES
 John C. Butler Co., Inc.
 Seattle, Portland—Art Moore & Assoc., Inc.
 Denver—John L. McGuire & Co.

4. AGENCY COMMISSION
 15% net time; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5a, 5b, 5c, 5d.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 28c, 29a, 30, 32b, 33d.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 4b, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Must be purchased as a group.

TIME RATES
 Rec'd 1/13/69.

7. PACKAGE PLANS
 FREQUENCY IMPACT PLAN
 A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
 B—All other times.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	25.85	24.15	22.60	21.15	19.60	18.30
30 sec.....	20.70	19.45	18.25	17.00	15.80	14.80
15 sec.....	13.00	12.15	11.40	10.55	9.75	9.20

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	20.15	18.00	17.60	16.40	15.20	14.25
30 sec.....	16.15	15.25	14.30	13.30	12.15	11.40
15 sec.....	10.15	9.50	8.90	8.20	7.55	7.15

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	6.80	6.40	5.95	5.45	5.10	4.25
20/30 sec.....	5.45	5.10	4.80	4.45	4.10	3.75
15 sec.....	3.40	3.20	3.00	2.80	2.65	2.10

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	5.00	4.70	4.35	4.05	3.75	3.40
30 sec.....	4.00	3.75	3.50	3.25	3.00	2.75
15 sec.....	2.50	2.35	2.20	2.05	1.90	1.70

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	4.10	3.75	3.40	3.10	2.80	2.50
30 sec.....	3.30	3.00	2.70	2.50	2.25	2.00
15 sec.....	2.05	1.90	1.70	1.55	1.40	1.25

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	5.95	5.60	5.25	4.95	4.60	4.25
30 sec.....	4.75	4.50	4.25	4.00	3.75	3.50
15 sec.....	3.00	2.80	2.65	2.45	2.30	2.15

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	4.75	4.50	4.25	4.00	3.75	3.50
30 sec.....	3.80	3.65	3.50	3.25	3.00	2.80
15 sec.....	2.40	2.25	2.15	2.00	1.85	1.75

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	3.00	2.80	2.65	2.50	2.30	2.15
30 sec.....	2.40	2.25	2.15	2.00	1.90	1.75
15 sec.....	1.50	1.40	1.35	1.25	1.15	1.10

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 hr.....	25.00	24.50	24.00	23.50	23.00	22.00
1/2 hr.....	15.00	14.70	14.40	14.10	13.80	13.20
1/4 hr.....	10.00	9.80	9.60	9.40	9.20	8.80
10 min.....	7.50	7.45	7.20	7.05	6.90	6.60
5 min.....	5.00	4.90	4.80	4.70	4.60	4.40

ANACONDA

Deer Lodge County—Map Location C-4
 See SRDS consumer market map and data at beginning of the State.

KANA

Media Code 4 227 0300 9.00
 Magicians Broadcasting Co., Box 1180, Anaconda, Mont. 59711.

1. PERSONNEL
 Manager—Rex K. Jensen.

2. REPRESENTATIVES
 Adam Young—Western States Radio Empire Division, Seattle, Portland—Heib/Dove/Croghan, Inc.
 Denver—St. Lake—Bob Hix Co., Inc.

3. FACILITIES
 1,000 w. days; 580 kc. Non-directional.
 Operating schedule: 6:00 am-local sunset. MST.

4. AGENCY COMMISSION
 15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 5a, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23b, 23a, 24a, 24b, 25a, 25a, 25a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 61a, 61b, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 73a.
 Two advertisers sharing programs or announcements, 15% additional, 3 or more sharing, 25% additional.
 Programs with commercial content exceeding NAB standards will be charged "Talk Rate" which is 50% above earned rate.

Member: Western States Radio Empire.

TIME RATES
 Rec'd 1/1/66—Rec'd 8/22/66.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.....	4.00	3.80	3.60	3.40	3.20	3.00

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.....	4.00	3.80	3.60	3.40	3.20	3.00

6. PROGRAM TIME RATES
 6 per wk or 52 ti..... 10.00
 12 per wk or 104 ti..... 9.50
 18 per wk or 156 ti..... 9.00
 24 per wk or 208 ti..... 8.50
 1/4 hour—2 times 5-minute rate.
 1/2 hour—3 times 5-minute rate.

BAKER

Fallon County—Map Location H-3
 See SRDS consumer market map and data at beginning of the State.

KFLN

Media Code 4 227 0450 2.00
 Empire Broadcasting Corp., Box 539, Moore Lane, Baker, Mont. Phone 406-778-3373.

1. PERSONNEL
 President—Eldon Mengel.
 Gen'l & Station Mgr.—Gary N. Petersen.
 Sales Manager—Cliff Davls.

2. REPRESENTATIVES
 San Francisco, Los Angeles—Advertising Sales West.

3. FACILITIES
 500 w. days;

MONTANA

BILLINGS (5 AM; 2 PM)

Yellowstone County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KBMV

1946



Subscriber to the NAB Radio Code
Media Code 4 227 6750 5.00
Billings Broadcasting Co., Box 20316, Billings, Mont.
59103. Phone 406-259-4586.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ken Nybo.
Commercial Manager—Don Jones.
Program Director—Bill Hower.

2. REPRESENTATIVES

Adam Young-Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—Hugh Felita & Associates.

3. FACILITIES

1,000 w. days, 350 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6-2 am, MST.

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.

Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 42a, 44a, 46a, 47a, 49a, 51a.
Comb.: Cont. Discounts: 60a.

Cancellation: 70a, 71a, 73a.
Affiliated with American Information Network.
Member: Western States Radio Empire.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 ET 6/1/68—Rec'd 6/25/68.

6. SPOT ANNOUNCEMENTS

1x 25x 50x 100x 150x 250x 300x 600x
1 min 4.80 4.60 4.45 4.30 4.20 4.10 3.80 3.60
30 sec 8.20 3.05 3.00 2.90 2.80 2.70 2.60 2.40
10 sec 2.45 2.30 2.25 2.20 2.05 1.95 1.80 1.70

7. PACKAGE PLANS

EA: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 4.45 4.30 4.10 3.90 3.80 3.65
30 sec 3.00 2.90 2.70 2.60 2.40 2.20
10 sec 2.25 2.20 2.05 1.95 1.80 1.70

To be used in 7 days.
All spots, regardless of length, may be combined to earn frequency rate.

8. PROGRAM TIME RATES

1x 25x 50x 100x 150x 250x 300x 600x
5 min 7.20 6.85 6.65 6.50 6.10 5.75 5.40 5.05

KGHL

1928



Subscriber to the NAB Radio Code
Media Code 4 227 0900 6.00
Copper Broadcasting Corp., Box 1657, Billings, Mont.
59103. Phone 656-1410.

1. PERSONNEL

President—George C. Hatch.
General Manager—Homer K. Peterson.
Station Manager—Richard Kober.

2. REPRESENTATIVES

Edward Petry & Co., Inc.
3. FACILITIES
5,000 w.; 790 kc. Directional-nighttime only.
Operating schedule: 24 hours, MST.

4. AGENCY COMMISSION

15/0 net charges; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.

Rate Protection: 10b, 11b, 12b.
Basic Rates: 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.

Cancellation: 71a, 73a.
Affiliated with NBC and MBS.
Member: Intermountain Network.

TIME RATES

No. 14 ET 3/1/64—Rec'd 2/12/64.
A—Mon thru Sat 6:30-9:30 am, noon-1 pm & 4-7 pm; Sun noon-3 pm.
B—All other times.

7. PACKAGE PLANS

SATURATION PLAN
CLASS A
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 7.80 7.28 6.76 6.24 5.72
30 sec 6.24 5.82 5.41 4.99 4.58
10 sec 3.90 3.64 3.38 3.12 2.86

CLASS B
1 min 6.24 5.72 5.20 4.68 4.16
30 sec 4.89 4.58 4.16 3.74 3.33
10 sec 3.12 2.86 2.60 2.34 2.08

KOOK

1951



Subscriber to the NAB Radio Code
Media Code 4 227 1050 9.00
The Montana Network, Box 2557, 3203 3rd Ave.,
N. Billings, Mont. 59103. Phone 406-252-5611.
TXW 406-248-7248.

STATION'S PROGRAMMING DESCRIPTION
KOOK: Programmed for young adults, 18-39.
MUSIC: current hits and popular albums 6 am-7 pm,
rock, folk and current hits 7 pm-12M. NEWS: 7 min
local, regional, world news every hour on hour. Sports
and other features on quarter hour. 9:30-10 am, M-F,
telephone audience participation and discussion of
current events. SPORTS: live high school and college
games. Religion, public affairs Sun 6 am-noon,
school news 9:15-9:20 pm. Personalities available for
remotes. COMMERCIAL POLICY: 18 minutes per
hour. 15 minutes program protection. Contact Representative
for further details. Rec'd 9/14/67.

1. PERSONNEL

General Manager—Cliff Ewing.
Sta. & Nat'l Sales Mgr.—William Reier.
Program Director—Dan Miller.

2. REPRESENTATIVES

Savalli/Gates, Inc.
Seattle-Portland—Art Moore & Assoc., Inc.
Denver—John L. McGuire & Co.

3. FACILITIES

5,000 w.; 970 kc. Directional—night only.
Operating schedule: 6 am-midnight daily, MST.

4. AGENCY COMMISSION

15/0 net time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 23b, 24b,
24c, 25a, 26, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60L 61c, 62b,
62d.

Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Silver Dollar Network.

TIME RATES
No. 7 ET 1/1/68—Rec'd 12/11/68.
A—Mon thru Sat 6:30-9:30 am & 4:30-7 pm.
B—All other times.

7. PACKAGE PLANS

CLASS A
PER WK: (*) 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00
20/30 6.40 6.00 5.60 5.20 4.80 4.40 4.00
15 sec 4.00 3.75 3.50 3.25 3.00 2.75 2.50

CLASS B
1 min 5.25 4.90 4.55 4.20 3.85 3.50
20/30 4.20 3.90 3.65 3.35 3.10 2.80
15 sec 2.65 2.45 2.30 2.10 1.95 1.75

(*) Specified position.
8. PROGRAM TIME RATES
FLAT: 1 hr 1/2 hr 1/4 hr 10 min 5 min
A 50 30 20 15 10
B 40 24 16 12 8

KOYN

1955



Alan Torbet
Associates, Inc.



Subscriber to the NAB Radio Code
Media Code 4 227 1200 5.00
Meyer Broadcasting Company, Box 956, Billings,
Mont. 59102. Phone 406-245-4177.

1. PERSONNEL

President—William A. Ekberg.
Station Manager—Charles Tibor.
Nat'l Sales & Sta. Mgr.—Charles Tibor.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.
Minneapolis—Blair Radio.
Seattle, Portland—Cam-Co Broadcast Media Sales.

3. FACILITIES

1,000 w. days 910 kc. Non-directional.
Operating schedule: 6 am-local sunset, MST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
KOYN-FM.

4. AGENCY COMMISSION

15/0 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6b, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23b, 24b, 28a, 28c, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 6/1/69—Rec'd 6/4/69.

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti
1 min 6.00 5.75 5.50 5.25 5.00 4.75 4.50
20/30 sec 4.00 3.75 3.50 3.25 3.00 2.75 2.50
10 sec 3.00 2.90 2.75 2.65 2.50 2.40 2.25

CONSECUTIVE WEEKS DISCOUNTS
28 wk -3% 52 wk -10%.

7. PACKAGE PLANS

ROS: 1x 26x 52x 156x 312x 500x 1000x 2000x
1 min 4.50 4.25 4.00 3.75 3.50 3.25 2.75 2.25
20/30 sec 3.00 2.80 2.60 2.40 2.20 2.00 1.80 1.60
10 sec 2.00 1.80 1.70 1.50 1.35 1.20 1.00 .85

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 312x
5 min 7.00 6.75 6.50 6.25 6.00 5.75 5.50

KOYN-FM

1969



Media Code 4 227 1201 8.00
Meyer Broadcasting Co., Box 956, Billings, Mont.
59102. Phone 406-245-4177.

1. PERSONNEL

President—William A. Ekberg.
Sta. & Nat'l Sales Mgr.—Charles Tibor.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.
Minneapolis—Blair Radio.
Seattle, Portland—Cam-Co Broadcast Media Sales.

3. FACILITIES

ERP 28,500 w.; 89.3 mc.
Operating schedule: 6 am-midnight, MST.
Antenna ht.: 84 ft. below average terrain.
Partial simulcast operation. Operated separately local
sunset-midnight. For simulcast facilities see KOYN.

4. AGENCY COMMISSION

15/0 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
See KOYN listing for coded regulations.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 6/1/69—Rec'd 7/3/69.

7. PACKAGE PLANS

ROS ONLY
1x 26x 52x 156x 312x 500x 1000x
1 min 2.50 2.40 2.30 2.10 1.90 1.80 1.60
30 sec 1.65 1.60 1.50 1.30 1.20 1.10 1.00
10 sec 1.00 .95 .90 .80 .70 .65 .55

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 312x
5 min 7.00 6.75 6.50 6.25 6.00 5.75 5.50

KURL

1959

Media Code 4 227 1350 3.00
Christian Enterprises, Inc., Box 1875, Billings, Mont.
59103. Phone 406-245-3121.

1. PERSONNEL

Pres. & Gen'l Mgr.—Harold L. Erickson.
Station Manager—Al Ortman.
Oper. Mgr. & Prog. Dir.—Donald Kuntz.

2. REPRESENTATIVES

Advertising Sales West.
3. FACILITIES
500 w. days; 730 kc. Non-directional.
Operating schedule: 11 am-midnight, MST.
Partial simulcast operation with KURL-FM during
AM operational hours.

4. AGENCY COMMISSION

15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b,
19a, 20a, 21a, 22b, 23a, 24b, 25, 28b, 28c,
29a, 32b.
Contracts: 42d, 44b, 45, 47a, 50, 51a.
Comb.: Cont. Discounts: 60f, 60L 61a.

Cancellation: 70a, 72.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective
Rates received July 20, 1964.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 10 sec
13 ti 4.00 3.00 2.00
14 ti 4.00 2.60 1.75
26 ti 3.50 2.50 1.75
52 ti 3.00 2.00 1.50
104 ti 2.75 1.90 1.38
156 ti 2.50 1.80 1.25
208 ti 2.25 1.70 1.18
260 ti 2.00 1.60 1.00
312 ti 1.80 1.50 .95
364 ti 1.60 1.40 .85
1000 ti 1.70 1.25 .85
1500 ti 1.60 1.10 .80
2000 ti 1.50 1.00 .75

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 40.00 26.00 13.50 8.00
13 ti 38.00 24.70 18.50 11.40 7.50
26 ti 36.00 23.40 17.50 10.80 6.75
52 ti 34.00 22.10 16.50 10.20 6.25
104 ti 30.00 20.80 15.50 9.60 5.75
156 ti 28.00 19.80 14.50 9.00 5.25
208 ti 25.00 18.00 13.50 8.40 4.75
312 ti 18.50 12.50 7.50 4.35
624 ti 11.00 6.50 3.50

KURL-FM

1963

Media Code 4 227 1351 1.00
Christian Enterprises, Inc., Box 1875, Billings,
Mont. 59103. Phone 406-245-3121.

1. PERSONNEL

Pres. & Gen'l Mgr.—Harold Erickson.
Sta. & Sales Mgr.—Al Ortman.
Oper. Mgr. & Prog. Dir.—Donald Kuntz.

2. REPRESENTATIVES

Advertising Sales West.
3. FACILITIES
ERP 17,500 w.; 97.1 mc. Stereo.
Operating schedule: 11 am-midnight, MST.
Antenna ht.: 30 ft. above average terrain.
Partial simulcast operation. For simulcast rates, see
KURL.

4. AGENCY COMMISSION

15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
See KURL listing for coded regulations.
Affiliated with American FM Network.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS

PER YR: 156 x (3 per wk) 30 sec 1 min
312 x (1 per day) 2.00 1.50 2.00
624 x (2 per day) 1.25 1.75
936 x (3 per day) 1.15 1.65
1248 x (4 per day) 1.00 1.50

7. PACKAGE PLANS

(To be used in 30 days or less)
25 ti 50 ti 100 ti
15 sec 2.00 1.50 2.00
30 sec 3.00 2.00 1.50
1 min 3.50 2.50 2.00

8. PROGRAM TIME RATES

EXCLUSIVE SPONSORSHIP
(25-30 minute program 28 days a month—
rotated 4:30-11:30 pm)
Open & close plus 3 1- 1 mo 3 mo 6 mo 12 mo
min spots daily 140.40 132.80 124.80 117.00

CO-SPONSORSHIP

(25-30 minute program 28 days a month—
rotated 4:30-11:30 pm)
Open & close plus 2 1-
min spots daily 88.40 78.00 70.20 65.00

10. SPECIAL FEATURES

NEWS
Open & close 1-min spot, rotated 52.00

BOZEMAN (2 AM)

Gallatin County—Map Location D-4
See SRDS consumer market map and data at beginning
of the State.

KBMN

1950



Subscriber to the NAB Radio Code
Media Code 4 227 1500 3.00
KBMN, Inc., Box 1922, N. 7th Ave., Bozeman, Mont.
59715. Phone 406-588-2394.

1. PERSONNEL

Pres. & Gen'l Mgr.—William A. Merrick.
Program Director—Hal Phelps.

2. REPRESENTATIVES

Adam Young-Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—Hugh Felita & Associates.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.

4. AGENCY COMMISSION

15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28b,
29a, 31, 33a.

Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 50.
Comb.: Cont. Discounts: 60a.
Cancellation

GREAT FALLS (4 AM; 1 PM)

Cascade County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KARR KOPR (FM)

1947

1983

Media Code 4 227 2850 1.00
Radio-TV Enterprises, Inc. Box 2204, Great Falls, Mont. 59401. Phone 406-452-2453.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—Pat M. Goodover.
2. REPRESENTATIVES
Adam Young-Western States Radio Empire Division, Seattle, Portland—Hugh Felts & Associates, Denver, Salt Lake—Bob Hill Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30-2 am. MST.
FM-ERP 5,000 w.; 100.3 mc.
Operating schedule: 5:30-2 am.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 22a, 23a, 24c, 25a, 28b, 28c.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70b, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC.
Member: Western States Radio Empire, National AgRadio Groups, Inc.

ET 10/68—Rec'd 10/7/68.

7. PACKAGE PLANS
PER WK: 100x 250x 300x 600x 750x
1 min. 12 ti 18 ti 24 ti 30 ti 36 ti
30 sec. 4.50 4.50 4.50 4.50 4.50
10 sec. 3.55 3.15 2.95 2.75 2.55
8. PROGRAM TIME RATES
PER WK: 250x 300x 600x
PER WK: 12 ti 18 ti 30 ti
5 min. 7.20 6.75 6.80
1/2 hr—3x 5-min. 1/4 hr—2x 5-min.

K F B B

1921

Media Code 4 227 3000 2.00
Harriscope Broadcasting Corp., Box 1139, Great Falls, Mont. 59401. Phone 406-453-4377. TWX 406-761-1633.

1. PERSONNEL
Vice-Pres & Gen'l Mgr.—Don McClintock.
Program Director—Mark May.
2. REPRESENTATIVES
John C. Butler & Company, Inc. Northwest—Art Moore & Assoc., Inc. Denver—John L. McGuire & Co.
3. FACILITIES
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
15/0 net charge for time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 29b, 30.
Contracts: 40a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60h, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Member: Silver Dollar Network.

No. 5 FR 3/1/67—Rec'd 4/3/67.

7. PACKAGE PLANS
PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec
6 ti 5.90 4.70 2.95 4.80 3.85 2.40
12 ti 5.50 4.40 2.75 4.40 3.50 2.20
18 ti 5.10 4.10 2.55 4.00 3.20 2.00
24 ti 4.75 3.80 2.40 3.65 2.95 1.85
30 ti 4.40 3.50 2.20 3.30 2.65 1.65
36 ti 4.00 3.20 2.00 2.95 2.35 1.50
8. PROGRAM TIME RATES
PER WK: 1x 25x 52x 104x 156x 250x
1 hr. 60.00 58.50 57.60 56.40 55.20 52.80
1/2 hr. 36.00 35.30 34.60 33.90 33.20 31.80
1/4 hr. 24.00 23.50 23.00 22.50 22.00 21.00
10 min. 18.00 17.65 17.30 16.95 16.60 15.90
5 min. 12.00 11.75 11.50 11.25 11.00 10.50

KMON

1947

Subscriber to the NAB Radio Code
Media Code 4 227 3150 5.00
KMON, Inc. Box 2285, Holiday Village, Great Falls, Mont. 59401. Phone 406-453-0338.

1. PERSONNEL
Owners—Allen Donohue & George Buzzan.
General Manager—Allen Donohue.
Sales Manager—Howard Travolta.
2. REPRESENTATIVES
Edward Petry & Co., Inc.
3. FACILITIES
5,000 w.; 560 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. MST.
(This listing continued on next page)

TIME RATES

No. 26 ET 10/1/65—Rec'd 9/28/66.

6. SPOT ANNOUNCEMENTS		100 WORDS OR 1 MINUTE OR LESS	
1 x	8.50	15x	5.98
25 x	6.37	260 x	5.72
52 x	6.24	312 x	5.46
104 x	6.11	624 x	5.20

7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PLAN
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

PER WK:	CLASS A				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	4.88	4.55	4.23	3.90	3.58
30 sec.	3.90	3.64	3.38	3.12	2.86
10 sec.	2.44	2.28	2.12	1.95	1.79
CLASS B					
1 min.	3.90	3.58	3.25	2.93	2.60
30 sec.	3.12	2.86	2.60	2.34	2.08
10 sec.	1.95	1.79	1.63	1.47	1.30

PER WK:	CLASS B				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	30.00	20.00	15.00	10.00
25 x	49.00	29.40	19.80	14.70	9.80
52 x	48.00	28.80	19.20	14.40	9.60
104 x	47.00	28.20	18.80	14.10	9.40
156 x	46.00	27.60	18.40	13.80	9.20
210 x	44.00	26.40	17.80	13.20	8.80
312 x	42.00	25.20	16.80	12.60	8.40
624 x	40.00	24.00	16.00	12.00	8.00

GLEN DIVE (2 AM)

Dawson County—Map Location H-2

See SRDS consumer market map and data at beginning of the State.

KGL E

1962

Media Code 4 227 2550 7.00
Christian Enterprises, Inc., Box 931, Glendive, Mont. 59330. Phone 406-365-3331.

1. PERSONNEL
General Manager—Harold L. Erickson.
Station Manager—Dale Dalbey.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
500 w. days; 590 kc. Non-directional.
Operating schedule: 11:00-1:00. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21a, 23b, 25a, 28b, 28c, 30.
Contracts: 46, 47a, 48.
Tobacco advertising not accepted.
Affiliated with ABC Network Program Service Plan.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS		No. 7 ET 9/65—Rec'd 7/18/69.	
	1 min	30 sec	10 sec
1 x	4.00	3.00	2.00
13 x	3.50	2.50	1.75
52 x	2.75	1.90	1.38
104 x	2.50	1.80	1.25
156 x	2.25	1.70	1.13
312 x	2.00	1.60	1.00
1000 x	1.90	1.50	.95
2000 x	1.70	1.25	.85
	1.50	1.00	.75

7. PACKAGE PLANS
PER WK: 25 ti 50 ti 100 ti 150 ti
PER WK: 10 ti 25 ti 50 ti 100 ti
1 min. 3.50 2.50 2.00 1.70
30 sec. 5.00 2.00 1.50 1.25
15 sec. 2.00 1.50 1.25 1.00
To be used in 30 days or less.
8. PROGRAM TIME RATES
1 hr. 40.00 38.00
1/2 hr. 26.00 24.70 23.10 20.80 19.80 18.00 16.50
1/4 hr. 19.50 18.50 16.50 15.50 14.50 13.50 12.50
5 min. 8.00 7.50 6.25 5.75 5.25 4.75 4.25

KXGN

1948

Media Code 4 227 2700 8.00
The Glendive Broadcasting Corp., Box 200, 122 S. Merrill Ave., Glendive, Mont. 59330. Phone 406-365-3377.

1. PERSONNEL
President—Lewis W. Moore.
General Manager—George S. Blum.
Chief Engineer—Donald Powers.
2. REPRESENTATIVES
New York, San Francisco, Chicago, Kansas City—The Denver Organization, Inc.
Seattle, Portland—Hugh Felts & Associates.
3. FACILITIES
250 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 27, 28a, 28c, 29a, 29b, 30, 32a, 33b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

No. 5 ET 7/1/69—Rec'd 7/10/69.

6. SPOT ANNOUNCEMENTS		No. 5 ET 7/1/69—Rec'd 7/10/69.	
	1 min	5 ti	10 ti
1 min.	6.50	6.00	5.50
30/20 sec:	80%	1-min.	

6. PROGRAM TIME RATES		1/2 hr 1/4 hr 10 min 5 min	
1 x, no discounts	30	24	15

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 25b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 73a.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1965. (Card No. 4.)
Rates received April 30, 1965.

6. SPOT ANNOUNCEMENTS		ea ea	
1-10 ti	3.50	201-1000 ti	2.25
11-50 ti	3.00	1000 or more	2.00
51-200 ti	2.50		

6. PROGRAM TIME RATES		1-10 10 or	
	ti	more	ea ea
1 hr (12 1-minute commercials)	45.00	35.00	
1/2 hr (8 1-minute commercials)	24.00	20.00	
1/4 hr (3 1-minute commercials)	12.00	10.00	
10 min (2 1-minute commercials)	8.00	6.00	
5 min (1 1-minute commercial)	4.50	3.00	

DILLON

Beaverhead County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

KDBM

1957

Subscriber to the NAB Radio Code
Media Code 4 227 2250 4.00
Vigilante Broadcasting Co., Box 950, Dillon, Mont. 59725. Phone 406-683-2800, 5864.

- STATION'S PROGRAMMING DESCRIPTION
KDBM: 6 am news, country and western music 'til 8 am, segment for farmer-rancher, farm news included. 8 am-noon news at 55, women's program. 10 am middle-of-the-road music. Noon-1 pm news, national, local, regional, farm, weather. 1-2 pm country and western music, 2-5 pm personality program. 5-7 pm middle-of-the-road music. 7-9 pm top 100. 9-10 pm middle-of-the-road music. 2 men on local news. 1 mobile unit. Contact Representative for further details. Rec'd 8/21/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Burt H. Oilphant.
2. REPRESENTATIVES
Edward Petry & Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10:30 pm. MST.
4. AGENCY COMMISSION
15% net charge; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 71a, 73a.
Affiliated with American Information Network.
Affiliated with MBS.
Member: Intermountain Network.

TIME RATES		Card received June 25, 1960.	
6. SPOT ANNOUNCEMENTS/PROGRAM RATES		Rates effective June 1, 1960. (Card No. 26.)	
	1	1/2	1/4
1 time	35.00	21.00	14.00
28 times	34.50	20.58	13.72
52 times	33.80	20.16	13.44
104 times	32.90	19.74	13.16
156 times	32.20	19.32	12.88
260 times	30.80	18.48	12.32
312 times	29.40	17.64	11.76
624 times	28.00	16.80	11.20

7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PLAN
(All times)
-1 minute—30 seconds—10 seconds—
Per week: Each Total Each Total Each Total
12 times... 3.75 45.00 3.00 36.00 1.88 23.56
18 times... 3.50 63.00 2.80 50.40 1.75 31.50
24 times... 3.25 78.00 2.60 62.40 1.63 39.12
30 times... 3.00 90.00 2.40 72.00 1.50 45.00
36 times... 2.75 99.00 2.20 79.20 1.38 49.68

GLASGOW

Valley County—Map Location G-1
See SRDS consumer market map and data at beginning of the State.

KLTZ

1954

Subscriber to the NAB Radio Code
Media Code 4 227 2400 5.00
Glasgow Broadcasting Co., Box 871, Bjorklund Bldg., Glasgow, Mont. 59230. Phone 228-9336.

1. PERSONNEL
Owner & Gen'l Mgr.—W. L. Holter.
2. REPRESENTATIVES
Edward Petry & Co., Inc.
3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11:05 pm. MST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 20a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 71a, 73a.
Affiliated with American Information Network.
Affiliated with MBS.
Member: Intermountain Network.

Butte—K B O W—Continued

3. FACILITIES
5,000 w.; 550 kc. Directional—night only.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0 plus when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 26.
Contracts: 40a, 46, 48.
Cancellation: 71a.
Affiliated with CBS.
Affiliated with American Information Network.
Member: CBS Radio Mountain Network; Intermountain Network, Inc.

TIME RATES

No. 26 ET 6/1/68—Rec'd 11/7/68.		1 MINUTE	
	(100 words or less)		
1 hr.	8.45	156 ti	7.77
26 ti	8.28	260 ti	7.44
52 ti	8.11	312 ti	7.10
104 ti	7.94	624 ti	6.76

7. PACKAGE PLANS
A—Mon thru Sat 8-9:30 am & 4-7 pm.
B—All other times.
- | SATURATION ANNOUNCEMENT PLAN | | CLASS A | |
|------------------------------|-------|---------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti |
| 1 min. | 7.50 | 7.00 | 6.50 |
| 30 sec. | 6.00 | 5.80 | 5.20 |
| 10 sec. | 3.75 | 3.50 | 3.25 |
| CLASS B | | | |
| 1 min. | 4.80 | 5.60 | 5.20 |
| 30 sec. | 4.00 | 4.50 | 4.15 |
| 10 sec. | 3.00 | 2.80 | 2.60 |

6. PROGRAM TIME RATES		1 hr 1/2 hr 1/4 hr 10 min 5 min	
1 hr.	85.00	59.00	26.00
1/2 hr.	53.70	38.22	25.48
1/4 hr.	32.40	24.96	18.72
10 min.	21.60	16.64	12.48
5 min.	11.10	8.36	6.24
156 ti	59.80	35.88	23.92
260 ti	57.20	34.32	22.88
312 ti	54.60	32.76	21.84
624 ti	52.00	31.20	20.80

KXLF

1929

Subscriber to the NAB Radio Code
Media Code 4 227 1950 0.00
Garryowen Radio, Inc. Box 3500, 1003 S. Garryowen, Butte, Mont. 59701. Phone 406-792-9111. TWX 406-729-8741.

- STATION'S PROGRAMMING DESCRIPTION
KXLF: Programmed for young adults and teens. MUSIC 80% featuring country and western 6-7 am & 12:30-1 pm. Current hits during remainder of day. 7-10 hours. 12M. NEWS: on hour and half hour. SPORTS: headlines at 1/4 hour and at 4:5. Live sports coverage of football, basketball and baseball both high school and college. 4 air personalities handle mike work. M-F sports roundup 5:45-6 pm. Remote on scene broadcasting by air staff. Contact Representative for further details.

MONTANA

Great Falls—K MON—Continued

4. AGENCY COMMISSION
15/0 net charges for time; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b.
Member: The Intermountain Network.
- TIME RATES**
No. 26 Eff 8/1/68—Rec'd 8/1/69.
6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 260x 312x 624x
1 min..... 13.00 12.75 12.45 12.25 11.95 11.45 10.90 10.40
7. PACKAGE PLANS
SATURATION PLAN
A—Mon thru Sat 6:30-9:30 am & 4-7 pm.
B—All other times.
- | EA: | 1 min | 30 sec | 10 sec | 1 min | 30 sec | 10 sec |
|------------|-------|--------|--------|-------|--------|--------|
| 12 ti..... | 9.75 | 7.80 | 5.00 | 7.80 | 6.25 | 3.95 |
| 18 ti..... | 9.10 | 7.25 | 4.55 | 7.15 | 5.70 | 3.60 |
| 24 ti..... | 8.45 | 6.75 | 4.25 | 6.50 | 5.20 | 3.25 |
| 30 ti..... | 7.80 | 6.25 | 3.95 | 5.85 | 4.65 | 2.95 |
| 36 ti..... | 7.15 | 5.70 | 3.60 | 5.20 | 4.15 | 2.60 |
8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 260x 312x 624x
1 hr..... 80.00 78.40 76.80 75.20 73.60 70.40 67.20 64.00
1/2 hr..... 52.80 51.75 50.70 49.65 48.60 48.45 44.35 42.25
1/4 hr..... 32.00 31.36 30.72 30.08 29.44 28.16 26.56 25.60
10 min..... 24.00 23.52 23.04 22.56 22.08 21.12 20.16 19.20
5 min..... 20.00 19.60 19.20 18.80 18.40 17.80 16.80 16.00

KUDI

- Media Code 4 227 3300 6.00
Sherlee T. Graybill, Box 2888, Smelter Ave., Great Falls, Mont. 59401. Phone 406-761-2800.
1. PERSONNEL
President—Gayle C. Kirby.
General Manager—Sherlee T. Graybill.
2. REPRESENTATIVES
Alan Turbet Associates, Inc.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 6 am-midnight, MST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 71a, 73a.
- TIME RATES**
Rates effective February 1, 1960.
Rates received February 1, 1960.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES
- | 1 time | 5 min. | 1 min. | 30 sec. | 10 sec. |
|-------------|--------|--------|---------|---------|
| 10.00 | 7.00 | 5.60 | 4.20 | 3.00 |
| 50 times | 9.65 | 6.80 | 5.45 | 4.10 |
| 100 times | 9.25 | 6.45 | 5.15 | 3.90 |
| 300 times | 8.50 | 5.90 | 4.75 | 3.55 |
| 500 times | 7.75 | 5.50 | 4.40 | 3.30 |
| 700 times | 7.00 | 5.25 | 4.20 | 3.15 |
| 1,000 times | 6.75 | 5.00 | 4.00 | 3.00 |
7. PACKAGE PLANS
GROUP VOLUME PLAN
(1 Week)
- | Per week: | 1 min. | 30 sec. | 10 sec. |
|-----------|--------|---------|---------|
| 10 times | 62.50 | 50.00 | 37.50 |
| 15 times | 88.50 | 70.80 | 53.10 |
| 20 times | 108.50 | 86.80 | 65.10 |
| 30 times | 157.50 | 126.00 | 94.50 |
- (13 Weeks)
- | 10 times | 15 times | 20 times | 30 times |
|----------|----------|----------|----------|
| 59.00 | 47.20 | 85.40 | 66.80 |
| 86.00 | 69.05 | 104.25 | 83.40 |
| 104.25 | 82.40 | 153.25 | 122.60 |
| 195.95 | 149.00 | 119.20 | 89.40 |
- (26 Weeks)
- | 10 times | 15 times | 20 times | 30 times |
|----------|----------|----------|----------|
| 55.50 | 44.40 | 33.15 | 47.85 |
| 78.75 | 63.80 | 47.85 | 60.30 |
| 100.50 | 80.40 | 60.30 | 81.40 |
| 149.00 | 119.20 | 89.40 | 119.20 |

HAMILTON (1 AM; 1 FM)

Ravalli County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KLYQ

- Media Code 4 227 3450 9.00
Blitter Root Broadcasting Co., Box 668, 108 S. 2nd St., Hamilton, Mont. 59840. Phone 406-363-3010.
1. PERSONNEL
Pres. & Gen'l Mgr.—Stan Hooper.
Sta. Mgr. & Prog. Dir.—Dex Dexter.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
1,000 w.; days: 980 kc. Non-directional.
Operating schedule: 6 am-local sunset, MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KLYQ-FM.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5.
Basic Rates: 21a, 21b, 21c, 22a, 22b, 22c, 22d, 23a, 23b, 23c, 23d, 24a, 24b, 24c, 24d, 25a, 25b, 25c, 25d, 26a, 26b, 26c, 26d, 27a, 27b, 27c, 27d, 28a, 28b, 28c, 28d, 29a, 29b, 29c, 29d, 30a, 30b, 30c, 30d, 31a, 31b, 31c, 31d, 32a, 32b, 32c, 32d, 33a, 33b, 33c, 33d, 34a, 34b, 34c, 34d, 35a, 35b, 35c, 35d, 36a, 36b, 36c, 36d, 37a, 37b, 37c, 37d, 38a, 38b, 38c, 38d, 39a, 39b, 39c, 39d, 40a, 40b, 40c, 40d, 41a, 41b, 41c, 41d, 42a, 42b, 42c, 42d, 43a, 43b, 43c, 43d, 44a, 44b, 44c, 44d, 45a, 45b, 45c, 45d, 46a, 46b, 46c, 46d, 47a, 47b, 47c, 47d, 48a, 48b, 48c, 48d, 49a, 49b, 49c, 49d, 50a, 50b, 50c, 50d, 51a, 51b, 51c, 51d, 52a, 52b, 52c, 52d, 53a, 53b, 53c, 53d, 54a, 54b, 54c, 54d, 55a, 55b, 55c, 55d, 56a, 56b, 56c, 56d, 57a, 57b, 57c, 57d, 58a, 58b, 58c, 58d, 59a, 59b, 59c, 59d, 60a, 60b, 60c, 60d, 61a, 61b, 61c, 61d, 62a, 62b, 62c, 62d, 63a, 63b, 63c, 63d, 64a, 64b, 64c, 64d, 65a, 65b, 65c, 65d, 66a, 66b, 66c, 66d, 67a, 67b, 67c, 67d, 68a, 68b, 68c, 68d, 69a, 69b, 69c, 69d, 70a, 70b, 70c, 70d, 71a, 71b, 71c, 71d, 72a, 72b, 72c, 72d, 73a, 73b, 73c, 73d, 74a, 74b, 74c, 74d, 75a, 75b, 75c, 75d, 76a, 76b, 76c, 76d, 77a, 77b, 77c, 77d, 78a, 78b, 78c, 78d, 79a, 79b, 79c, 79d, 80a, 80b, 80c, 80d, 81a, 81b, 81c, 81d, 82a, 82b, 82c, 82d, 83a, 83b, 83c, 83d, 84a, 84b, 84c, 84d, 85a, 85b, 85c, 85d, 86a, 86b, 86c, 86d, 87a, 87b, 87c, 87d, 88a, 88b, 88c, 88d, 89a, 89b, 89c, 89d, 90a, 90b, 90c, 90d, 91a, 91b, 91c, 91d, 92a, 92b, 92c, 92d, 93a, 93b, 93c, 93d, 94a, 94b, 94c, 94d, 95a, 95b, 95c, 95d, 96a, 96b, 96c, 96d, 97a, 97b, 97c, 97d, 98a, 98b, 98c, 98d, 99a, 99b, 99c, 99d, 100a, 100b, 100c, 100d.
6. SPOT ANNOUNCEMENTS
1 min..... 2.90 2.60 2.30 1.95 1.75
20/30 sec..... 2.35 2.15 1.90 1.65 1.50
10 sec..... 1.65 1.55 1.40 1.30 1.20

7. PACKAGE PLANS
SATURATION PACKAGE
WITHIN 13 WK: 1 ti 10 ti 25 ti 100 ti 250 ti
1 min..... 2.90 2.60 2.30 1.95 1.75
20/30 sec..... 2.35 2.15 1.90 1.65 1.50
10 sec..... 1.65 1.55 1.40 1.30 1.20
8. PROGRAM TIME RATES
1 x..... 1/2 hr 1/4 hr 5 min
18 12 6
DISCOUNTS
10x-10% 25x-15% 40x-20% 100x-25%
- KLYQ-FM**
1969
Media Code 4 227 3451 7.00
Blitter Root Broadcasting Co., Box 668, 108 S. Second St., Hamilton, Mont. 59840. Phone 406-363-3010.
1. PERSONNEL
Gen'l & Sales Mgr.—Stan Hooper.
Sta. Mgr. & Prog. Dir.—Dex Dexter.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 95.9 mc.
Operating schedule: 6 am-10 pm, MST.
Antenna ht.—91 ft. below average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KLYQ.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
See KLYQ listing for coded regulations.
- TIME RATES**
Rates are identical to KLYQ. See that listing.

HARDIN

Big Horn County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KHDN

- Media Code 4 227 3600 9.00
Empire Broadcasting Corp., Box 389, 408 N. Center, Hardin, Mont. 59034. Phone 406-665-1277.
1. PERSONNEL
Manager—C. W. Wilcox.
Nat'l & Reg. Sales Mgr.—Al Sargent.
Program Director—Jerry Mann.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
1,000 w.; days: 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:45 am-10 pm, MST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
All discounts must be earned within 1 year from contractual starting date.
- TIME RATES**
Rates effective May 1, 1964. (Card No. 2)
Card received June 17, 1964.
6. SPOT ANNOUNCEMENTS
- | 1 ti | 5 min. | 1 min. | 30 sec. | 10 sec. |
|------|--------|--------|---------|---------|
| 4.00 | 5.00 | 1.56 | 1.10 | 0.80 |
| 3.80 | 4.80 | 1.46 | 1.05 | 0.75 |
| 3.60 | 4.60 | 1.36 | 1.00 | 0.70 |
| 3.40 | 4.25 | 1.26 | 0.95 | 0.65 |
- (*) 30-second or 60 words.
(†) 1-minute or 120 words.
8. PROGRAM TIME RATES
- | 5 min | 10 min | 1/4 hr | 1/2 hr | 1 hr |
|-------|--------|--------|--------|-------|
| 6.50 | 11.50 | 16.00 | 29.50 | 50.00 |
| 6.25 | 11.25 | 15.75 | 24.00 | 47.50 |
| 5.75 | 10.75 | 15.25 | 26.00 | 44.00 |
| 5.25 | 10.25 | 13.75 | 24.50 | 40.00 |
| 5.00 | 9.50 | 12.00 | 22.00 | — |
| 4.50 | 8.00 | 10.00 | 18.00 | — |
- Spots and programs may be combined to earn lower rate.
10. SPECIAL FEATURES
Newscasts: 5-minute newscasts on the hour; 15 minutes at 7:00 am, 12:15 pm and 6:00 pm.
NEWSCASTS
- | 1 ti | 13 ti | 26 ti | 52 ti | 156 ti | 261 ti |
|-------|-------|-------|-------|--------|--------|
| 6.50 | 6.25 | 8.00 | 5.50 | 5.00 | 4.50 |
| 13.50 | 13.25 | 13.00 | 11.50 | 10.50 | 9.00 |

HAYRE

Hill County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KOJM

- Media Code 4 227 3750 2.00
North Montana Broadcasters, Inc., KOJM Bldg., Box 70, Havre, Mont. 59501. Phone 406-265-7841.
1. PERSONNEL
Pres. & Gen'l Mgr.—Carlyle D. Leeds.
Station Manager—Stanley G. Stephens.
Program Director—Bud Iwen.
2. REPRESENTATIVES
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Felits & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
3. FACILITIES
1,000 w.; 610 kc.
Directional—separate patterns, day and night.
Operating schedule: 8:00 am-midnight, MST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 73a, 73b.

Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Western States Radio Empire.

TIME RATES
Eff 10/68—Rec'd 10/7/68.

7. PACKAGE PLANS
- | PER YR: | 100x | 250x | 300x | 600x | 750x |
|-------------|-------|-------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| 1 min..... | 4.30 | 4.10 | 3.90 | 3.60 | 3.35 |
| 30 sec..... | 2.90 | 2.70 | 2.60 | 2.40 | 2.20 |
8. PROGRAM TIME RATES
- | PER YR: | 250x | 300x | 600x |
|------------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 30 ti |
| 5 min..... | 5.75 | 5.40 | 5.05 |

HELENA (2 AM)

Lewis and Clark County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KBLL

- Media Code 4 227 3900 3.00
Capital City Broadcasting, 2433 N. Montana Ave., Helena, Mont., 59601. Phone 442-6820. TWX 406-443-2007.
1. PERSONNEL
General Manager—David R. Greene.
Program Director—Ron Davison.
News Director—Lea Conitt.
Edward Petry & Co., Inc.
2. REPRESENTATIVES
Edward Petry & Co., Inc.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:30-12:30 am, MST.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with American Information Network.
Affiliated with NBC.
Affiliated with The Intermountain Network.
TV facilities: KBLL-TV.
- TIME RATES**
No. 26 Eff 4/15/61—Rec'd 5/12/66.
6. SPOT ANNOUNCEMENTS
1 MINUTE OR 100 WORDS OR LESS
- | 1 x | 5.46 | 156 x | 4.80 |
|-------|------|-------|------|
| 26 x | 5.35 | 260 x | 4.58 |
| 52 x | 5.24 | 312 x | 4.58 |
| 104 x | 5.13 | 624 x | 4.37 |
7. PACKAGE PLANS
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.
- | 1 MIN: | 6x | 12x | 18x | 24x | 30x | 36x |
|--------|------|------|------|------|------|------|
| A | 5.00 | 4.10 | 3.80 | 3.55 | 3.25 | 3.00 |
| B | 4.00 | 3.25 | 3.00 | 2.70 | 2.45 | 2.15 |
- 20/30 SEC:
- | A | 4.00 | 3.25 | 3.05 | 2.80 | 2.60 | 2.40 |
|---|------|------|------|------|------|------|
| B | 3.50 | 2.60 | 2.40 | 2.15 | 1.95 | 1.75 |
- 10 SEC:
- | A | 3.00 | 2.05 | 1.90 | 1.75 | 1.65 | 1.50 |
|---|------|------|------|------|------|------|
| B | 2.60 | 1.65 | 1.50 | 1.35 | 1.20 | 1.10 |
8. PROGRAM TIME RATES
- | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
|-------|--------|--------|--------|-------|
| 42.00 | 25.20 | 16.80 | 12.60 | 8.40 |
| 41.20 | 24.70 | 16.50 | 12.35 | 8.25 |
| 40.35 | 24.20 | 16.15 | 12.10 | 8.10 |
| 39.50 | 23.70 | 15.80 | 11.85 | 7.90 |
| 38.65 | 23.20 | 15.45 | 11.60 | 7.75 |
| 37.80 | 22.70 | 15.10 | 11.35 | 7.60 |
| 35.30 | 21.20 | 14.15 | 10.60 | 7.05 |
| 33.80 | 20.20 | 13.45 | 10.10 | 6.75 |

KCAP

- Media Code 4 227 4050 6.00
KCAP Broadcasters, Inc., 9 North Last Chance Gulch, Helena, Mont. 59601. Phone 406-442-4490.
1. PERSONNEL
President—Dale G. Moore.
General Manager—Les Wahl.
Program Director—James Schaffer.
2. REPRESENTATIVES
Sawall Gates, Inc.
Seattle-Portland—Art Moore & Assoc., Inc.
Denver—John L. McGuire & Co.
3. FACILITIES
1,000 w.; days: 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight, MST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21c, 22a, 24c, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with CBS.
Member: Silver Dollar Network.
- TIME RATES**
Eff 5/1/68—Rec'd 4/22/68.
7. PACKAGE PLANS
FREQUENCY IMPACT PLAN
A—Mon thru Fri 7-9:30 am, 11:59 am-1 pm & 4:30-7 pm
B—All other times.
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|-------------|------|-------|-------|-------|-------|-------|
| 1 min..... | 3.70 | 3.50 | 3.30 | 3.10 | 2.90 | 2.70 |
| 30 sec..... | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 |
| 15 sec..... | 1.95 | 1.85 | 1.75 | 1.65 | 1.55 | 1.45 |
- CLASS A
- | 1 min | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 |
|--------|------|------|------|------|------|------|
| 30 sec | 2.45 | 2.35 | 2.25 | 2.10 | 1.95 | 1.85 |
| 15 sec | 1.60 | 1.55 | 1.45 | 1.40 | 1.30 | 1.25 |
- CLASS B
- | 1 hr | 30.00 | 29.25 | 28.50 | 28.20 | 27.60 | 26.40 |
|--------|-------|-------|-------|-------|-------|-------|
| 1/2 hr | 18.00 | 17.65 | 17.30 | 16.95 | 16.60 | 15.80 |
| 1/4 hr | 12.00 | 11.75 | 11.50 | 11.25 | 11.00 | 10.50 |
| 10 min | 9.00 | 8.85 | 8.65 | 8.50 | 8.30 | 7.95 |
| 5 min | 6.00 | 5.90 | 5.75 | 5.65 | 5.50 | 5.25 |

KALISPELL (2 AM)

Flathead County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

LeWistown—KXLO—Continued

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5:55 am-10 pm weekdays; 7:15 am-7 pm Sun.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 28a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 62a.
Cancellation: 73a.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
Rates effective February 1, 1960. (Card No. 25.)
Rates received March 21, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM

PER DAY	1/4		1/2		10		15	
	hr.	min.	hr.	min.	hr.	min.	hr.	min.
1 time	35.00	21.00	14.00	10.50	7.00	5.00		
2 times	34.50	20.58	13.72	10.29	6.86	4.90		
52 times	33.60	20.18	13.44	10.08	6.72	4.80		
104 times	32.90	19.74	13.16	9.87	6.58	4.70		
156 times	32.20	19.32	12.88	9.66	6.44	4.60		
260 times	30.80	18.48	12.32	9.24	6.16	4.40		
312 times	29.40	17.64	11.76	8.82	5.88	4.20		
624 times	28.00	16.80	11.20	8.40	5.60	4.00		

(*) 1 minute or 100 words or less.

7. PACKAGE PLANS

SATURATION ANNOUNCEMENT PLAN

Per week:	1 Min.		30 Sec.		10 Sec.	
	Each	Total	Each	Total	Each	Total
12 times	3.75	45.00	3.00	36.00	1.88	22.56
18 times	3.50	63.00	2.80	50.40	1.75	31.50
24 times	3.25	78.00	2.60	62.40	1.63	39.12
30 times	3.00	90.00	2.40	72.00	1.50	45.00
36 times	2.75	99.00	2.20	79.20	1.38	49.68

LIBBY

Lincoln County—Map Location A-1
See SRDS consumer market map and data at beginning of the State.

KLCB
1950
Media Code 4 227 4650 3.00
Lincoln County Broadcasters, Inc., Box 730, 1230 Cedar and Main, Libby, Mont. 59923.

1. PERSONNEL
Manager—Robert Knickerbocker.
Sales Manager—Paul E. Robinson.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-10:05 pm.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 25b, 28a, 29a.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Member: Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 JET 12/1/68—Rec'd 4/1/69.

6. SPOT ANNOUNCEMENTS

PER DAY	30 SECONDS		60 SECONDS		120 SECONDS	
	1 hr.	15 min.	1 hr.	15 min.	1 hr.	15 min.
1 time	1.90	1.75	1.60	1.40	1.30	1.15
2 times	1.85	1.60	1.40	1.25	1.15	1.00
3 times	1.80	1.45	1.35	1.20	1.10	0.95

1-minute—add 1/3 to above rate.

BULK ANNOUNCEMENTS

PER DAY	1x	100x	300x	500x	1000x	1500x	2000x
1 min	4.80	3.20	2.90	2.40	2.00	1.85	1.75
30 sec	3.60	2.45	2.15	1.80	1.50	1.40	1.30
10 sec	2.10	1.50	1.45	1.20	1.05	.95	.90

7. PACKAGE PLANS

SATURATION PACKAGES

25 ti in 10 days	1 hr.		1/2 hr.		1/4 hr.		10 min		5 min	
	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
2.10	36.00	22.50	13.50	9.00	7.20	27.00	16.50	10.80	7.65	6.40
2.05	22.95	13.50	9.20	6.85	4.60	22.30	13.00	8.90	6.70	4.50
	15.60	21.60	12.60	8.65	6.50	26.00	20.90	12.35	8.35	6.30
	31.20	20.25	12.15	8.10	6.05	50.00	30.00	17.00	9.50	6.80

1 minute—Add 1/3 to above 30 second rate.

8. PROGRAM TIME RATES

1 x	1 hr.		1/2 hr.		1/4 hr.		10 min		5 min	
	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
26 x	36.00	22.50	13.50	9.00	7.20	26 x	27.00	16.50	10.80	7.65
52 x	22.95	13.50	9.20	6.85	4.60	104 x	22.30	13.00	8.90	6.70
156 x	15.60	21.60	12.60	8.65	6.50	260 x	20.90	12.35	8.35	6.30
312 x	31.20	20.25	12.15	8.10	6.05	624 x	20.25	12.15	8.10	6.05

10. SPECIAL FEATURES
5 minute news—117.50 News participation 52.50

LIVINGSTON

Park County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KPRK
1947
Subscriber to the NAB Radio Code
Media Code 4 227 4800 4.00
KPRK, Inc., Box 691, East edge of Livingston on Hwy. 10, Livingston, Mont. 59047. Phone 222-2841.

1. PERSONNEL
Pres. & Sta. Mgr.—Jack F. Hinman.
Sales Manager—Terry Kinne.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: Mon thru Sat 6 am-9 pm; Sun 8 am-6 pm. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15c.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a, 29b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
A—Mon thru Fri 6:30-9:30 am & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

1 MIN:	12 ti		18 ti		24 ti		30 ti		36 ti	
	A	B	A	B	A	B	A	B	A	B
20/30 SEC:	2.58	2.40	2.22	2.05	1.89	1.89	2.06	1.88	1.72	1.54
10 SEC:	1.61	1.50	1.39	1.29	1.18	1.18	1.29	1.18	1.08	.97

8. PROGRAM TIME RATES

1 hr.	1/2 hr.		15 min.		10 min.		5 min.	
	1 hr.	1/2 hr.	15 min.	10 min.	5 min.	1 hr.	1/2 hr.	15 min.
30.	60%	60%	20%	20%	20%	40%	40%	13%

DISCOUNTS

13x—4%	104x—12%	260x—20%
52x—8%	156x—16%	

MILES CITY

Custer County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KATL
1941
Subscriber to the NAB Radio Code
Media Code 4 227 4950 7.00
Star Printing Co., Box 700, Haynes Ave., Miles City, Mont. 59801. Phone 406-232-2280.

1. PERSONNEL
Gen'l & Com'l Mgr.—Fred B. Hunnes.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 7:30 am-11:00 pm Sun; 6:00 am-11:05 pm weekdays. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 25a, 28b, 28c, 30, 32b.
Contracts: 40a, 41, 43, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
No. 101 ET 9/1/67—Rec'd 8/3/67.

6. SPOT ANNOUNCEMENTS

PER DAY	1x		25x		52x		156x		260x		312x		624x	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
	3.90	3.83	3.74	3.59	3.44	3.28	3.12							

(*) Or less.

7. PACKAGE PLANS

A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

PER WK:	1 min		30 sec		10 sec		1 min		30 sec		10 sec		
	A	B	A	B	A	B	A	B	A	B	A	B	
12 ti	3.50	2.80	1.75	2.98	2.38	1.49	18 ti	3.33	2.66	1.67	2.80	2.24	1.40
24 ti	3.15	2.52	1.58	2.63	2.10	1.32	30 ti	2.98	2.38	1.49	2.45	1.96	1.23
36 ti	2.80	2.24	1.40	2.28	1.82	1.14							

8. PROGRAM TIME RATES

1 x	1 hr.		1/2 hr.		1/4 hr.		10 min		5 min	
	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
26 x	30.00	18.00	12.00	9.00	6.00	26 x	29.40	17.64	11.76	8.82
52 x	28.80	17.28	11.52	8.64	5.76	104 x	28.20	16.92	11.28	8.46
156 x	27.60	16.56	11.04	8.28	5.52	260 x	26.40	15.84	10.56	7.92
312 x	25.20	15.12	10.08	7.56	5.04	624 x	24.00	14.40	9.60	7.20

MISSOULA (4 AM)

Missoula County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KGMY
1947
Media Code 4 227 5100 8.00
Mission Broadcasters, Inc., Box 1495, Missoula, Mont. 59801. Phone 406-549-6489.

STATION'S PROGRAMMING DESCRIPTION
KGMY: Programmed for adults and mature students.
NEWS: UPI on hour, network on half hour. Morning midday and evening report. Music: 100% country western 6 am-12M. Contact Representative for further details. Rec'd 11/27/68.

1. PERSONNEL
President—Carl E. Perry.
General Manager—Robert H. Larson.

2. REPRESENTATIVES
Advertising Sales West.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 8:00 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 23a, 24b, 29a.
Contracts: 40a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
No. 2 ET 1/1/69—Rec'd 1/10/69.

6. SPOT ANNOUNCEMENTS

PER YR:	150x		300x		450x		600x		750x	
	PER MO:	30 ti	60 ti	100 ti	150 ti	200 ti	PER WK:	10 ti	20 ti	30 ti
1 min	3.60	3.30	3.00	2.70	2.40	30 sec	3.00	2.75	2.50	2.25

8. PROGRAM TIME RATES

1 hr.	1/2 hr.		15 min.		10 min.		5 min.			
	1 hr.	1/2 hr.	15 min.	10 min.	5 min.	1 hr.	1/2 hr.	15 min.		
1 hr.	40.00	38.00	36.00	34.00	32.00	29.00	28.00	27.00	25.00	24.00
1/2 hr.	29.00	27.50	26.00	24.50	23.00	21.50	20.00	18.50	17.00	15.50
15 min.	18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00
10 min.	14.50	13.50	12.50	11.50	10.50	9.50	8.50	7.50	6.50	5.50

KGVO
1931

Media Code 4 227 5250 1.00
KGVO Broadcasters, Inc., Box 1405, 340 Main St., Missoula, Mont. 59801. Phone 406-543-8813. Teletype 406-543-8313.

STATION'S PROGRAMMING DESCRIPTION
KGVO: Programmed for general interest and adults. NEWS: network with 6 man local news staff, 2 hours continuous news and information period 5-7 pm daily. Weekly editorials. FARM: daily 5-7 am. Daybreak M-Sat, featuring news, weather, markets, farm and ranch news, tips and area reports. Weekly county agent reports and livestock sale reports. MUSIC: 70% middle-of-the-road, 10% country and western early morning, 20% standards and semi-classical Sun, 20% standards and jazz evenings M-Sat. Contact Representative for further details. Rec'd 4/28/69.

1. PERSONNEL
President—Dale G. Moore.
General Manager—Gene Peterson.

2. REPRESENTATIVES
Savall/Gates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
Denver—John L. McGuire & Co.

3. FACILITIES
5,000 w.; 1290 kc.
Directional—same pattern day and night.
Operating schedule: 5-1 am. MST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11b, 12g, 13g, 14a, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: CBS Radio Mountain Network, Silver Dollar Network.

TIME RATES
No. 17 ET 3/1/67—Rec'd 4/7/67.

7. PACKAGE PLANS

FREQUENCY IMPACT PLAN
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

PER WK:	6 ti		12 ti		18 ti		24 ti		30 ti		36 ti	
	A	B	A	B	A	B	A	B	A	B	A	B
1 min	7.00	6.60	6.20	5.80	5.40	5.00	4.60	4.20	3.80	3.40	3.00	2.60
30 sec	5.80	5.30	5.00	4.70	4.40	4.10	3.80	3.50	3.20	2.90	2.60	2.30

CLASS B

1 min	5.60		5.30		5.00		4.70		4.40		4.10	
	A	B	A	B	A	B						

MONTANA

RED LODGE

Carbon County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KRBN

1961

Media Code 4 227 5350 8.00
Carbon County Broadcasters, Inc., Box 908, Red Lodge, Mont. 59068. Phone 406-446-2710.

- PERSONNEL**
Gen'l Mgr. & Chief Eng.—Lee Fields.
Prog. Dir./Off. Mgr.—Gary Anderson.
Commercial Manager—Bob Davies.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**
15/0 net time only within 30 days.
- GENERAL RATE POLICY**
Affiliated with American Information Network.

TIME RATES

ET 10/68—Rec'd 4/27/68.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 260x 312x
1 min 4.75 4.60 4.25 4.15 3.85 3.70 3.55 3.40
30 sec 3.25 3.15 3.00 2.80 2.60 2.45 2.35 2.25

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 tl 37.75 18.85 10.35 7.25 6.30
13 tl 36.75 18.35 10.00 7.00 6.10
26 tl 35.75 17.85 9.70 6.75 5.90
52 tl 33.75 16.85 9.10 6.45 5.55
104 tl 31.75 15.80 8.45 6.20 5.20
156 tl 30.75 15.10 8.15 6.05 5.00
260 tl 29.75 14.55 7.80 5.75 4.80
312 tl 27.75 13.55 7.20 5.50 4.45

SHELBY

Toole County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KSEN

1947

NAB

Media Code 4 227 6000 9.00
Tri-County Radio Corp., Toole County State Bank Bldg., Shelby, Mont. 59474. Phone 406-434-5541.

- STATION'S PROGRAMMING DESCRIPTION**
KSEN: Program for adults and general interest.
FARM: 6-8 am, five 15 min network and local news, county agent reports, weather, school bus schedules, 8 am-noon air personalities with road reports, quiz, comedy, mobile unit reports, local and network news, general popular music. Noon-1 pm farm news, grain

and livestock reports, 1-5 pm entertainment with air personalities, stock market, network and local news and sports hourly, women's features, general popular music, 5-7 pm news, sports, interviews, stock market, weather, commentary, 7 pm-12M air personality with sports, network and local news, current hits and general popular music. SPORTS: local area football, basketball and baseball play-by-play, network sports events. NEWS: 2 man news department, 8 stringers, 4 mobile units, 1 plane. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**
President—John Lyon.
General Manager—Jerry W. Black.
Sec'y & Tress.—Jean Lyon.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Feltis & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**
5,000 w.; 1150 kc. Directional.
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**
15/0: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b.
Contracts: 40a, 44a, 44b, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 61a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Western States Radio Empire.

TIME RATES

ET 10/68—Rec'd 10/7/68.

- PROGRAM TIME RATES**
PER YR: 100x 250x 500x 600x 750x
PER WK: 12 tl 18 tl 24 tl 30 tl 36 tl
1 min 4.30 4.10 3.90 3.60 3.35
30 sec 2.90 2.70 2.60 2.40 2.20
- PROGRAM TIME RATES**
PER YR: 250x 300x 600x
PER WK: 12 tl 18 tl 30 tl
5 min 5.75 5.40 5.05
1/2 hr—3x 5-min. 1/4 hr—2x 5-min.

SIDNEY

Richland County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

KGCX

1925

NAB

Subscriber to the NAB Radio Code
Media Code 4 227 6150 2.00
KGCX, Inc., Box 31, Sidney, Mont. 59270. Phone 482-2115.

Studio: Hapig Bldg., Williston, N. D. Phone 572-3778.

- PERSONNEL**
General Manager—E. C. Krebsbach.
Station Manager—Dale C. Wilson.

2. REPRESENTATIVES

Jack Masia & Company, Inc.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES

5,000 w.; 1480 kc. Directional—same pattern all hours. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.

Rate Protection: 15b.

Basic Rates: 22a.

Contracts: 40a, 41, 42a, 45, 47a.

Comb.; Cont. Discounts: 60a, 60c.

Cancellation: 71a, 72, 73a.

Affiliated with MBS.

Member: Dakota Salesmaker Stations.

TIME RATES

ET 5/1/66—Rec'd 4/22/66.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 x 6.70 4.70 156 x 4.20 3.10
26 x 5.80 4.40 260 x 3.70 2.75
52 x 5.00 3.75 312 x 3.20 2.40
104 x 4.55 3.45

15 seconds—50% of applicable 1-minute rate.

7. PACKAGE PLANS

SATURATION PACKAGE
(Must be used in 7 days)

5 tl 10 tl 25 tl 50 tl
1 min 6.00 4.50 3.75 3.30
30 sec 4.50 3.40 2.75 2.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 62.60 37.50 20.00 15.00 12.50
(CR)

WEST YELLOWSTONE

Gallatin County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KWYS

1968

Media Code 4 227 6225 2.00
XX Broadcasting Corp., Box 9, West Yellowstone, Mont. 59758. Phone 406-648-7361.

- PERSONNEL**
President—Richard D. Smiley.
General Manager—Jon Hanson.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
1,000 w.; 920 kc.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Intermountain Network.

No. 1 ET 1/1/68—Rec'd 1/8/68.

NOTE: All listed rates doubled May 1 thru Sept. 30.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 156x 260x 312x 624x
1 min 3.25 3.18 3.12 3.05 2.99 2.86 2.73 2.60

7. PACKAGE PLANS

SATURATION PLAN

PER WK, EA: 12 tl 18 tl 24 tl 30 tl 36 tl

1 min 2.44 2.28 2.11 1.95 1.78

30 sec 1.95 1.82 1.68 1.56 1.42

10 sec 1.22 1.14 1.08 .98 .89

8. PROGRAM TIME RATES

1 hr 25

1/2 hr: 60% of hour. 5 min: 20% of hour.

1/4 hr: 40% of hour.

WOLF POINT

Roosevelt County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KVCK

1957

Media Code 4 227 6300 3.00
Hi-Line Broadcasting Co., Radio Block, Wolf Point, Mont. 59201. Phone 406-653-1900.

STATION'S PROGRAMMING DESCRIPTION

KVCK: Programmed for adults and general interest. AIR PERSONALITIES handle all segments. MUSIC: standard, middle-of-the-road, and country. Feature sports, news, personalities, farm programming, public service. Also feature telephone interviews, daily editorials, women's show, weather and road reports. Rec'd 8/9/67.

- PERSONNEL**
General Manager—R. E. Coffey.
Station Manager—Clare Heikel.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Operating schedule: 6:00 am-10:00 pm. MST.
- AGENCY COMMISSION**
15% to recognized agencies. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70c.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Western States Radio Empire.

TIME RATES

ET 3/1/68—Rec'd 3/4/68.

7. PACKAGE PLANS

1 min 30 sec

6 per wk or 52 tl 3.50 2.80

12 per wk or 104 tl 3.35 2.68

18 per wk or 156 tl 3.20 2.56

24 per wk or 208 tl 3.05 2.44

30 per wk or 312 tl 2.90 2.32

8. PROGRAM TIME RATES

5 min

6 per wk or 52 tl 7.00

12 per wk or 104 tl 6.70

18 per wk or 156 tl 6.40

24 per wk or 208 tl 6.10

1/4 hour—2 times 5-minute rate.

1/2 hour—3 times 5-minute rate.

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Fremont—Dodge Grand Island—Hall Hastings—Adams Lincoln—Lancaster Omaha—Douglas

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$)	% Distribution of Families					Total Retail Sales— Per Household (\$)	By Selected Store Types					Service Station (\$000)						
				(\$000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999		15000 and over	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)		Home Furn. (\$000)	Auto- otive (\$000)				
NEBRASKA STATE TOTALS	1,460.3	459.48	4,119,912	8,966	18.3	18.0	19.3	22.2	13.8	2,691,080	5,857	456,279	85,786	351,442	130,035	133,235	490,639	238,228	611.16	213.4	1,891,658
ADAMS E-4†	29.0	9.20	82,064	8,920	20.8	17.5	21.0	22.9	11.6	62,217	6,763	9,607	2,549	7,199	4,703	3,206	13,238	4,703	13.37	2.7	18,696
Hastings	25.2	8.58	63,360	7,385	21.0	11.9	13.7	22.3	13.6	58,205	6,784	8,971	2,334	6,869	4,703	3,208	12,425	4,432	3.97	3.7	27,065
ANTELOPE F-2	8.2	2.63	19,451	7,396	29.2	17.5	20.7	18.6	11.3	20,826	7,919	2,585	425	259	639	367	5,709	2,122	95	29	3,988
ARTHUR C-3	7	.20	2,227	11,135	18.3	15.8	18.9	21.1	14.3	424	2,120	261	-----	-----	-----	-----	-----	-----	59	.57	7,402
BANNER B-3	1.3	.36	3,520	9,778	20.8	15.5	18.4	19.6	7.2	1,211	3,670	129	-----	428	-----	-----	-----	173	40	5	4,437
BLAINE D-2	1.0	.33	2,238	6,782	21.2	12.3	15.5	22.3	11.1	15,126	6,409	2,681	280	238	671	505	2,675	629	3.54	3.7	21,850
BOONE F-3	7.7	2.36	17,371	7,361	17.9	16.3	19.0	23.5	16.8	26,877	7,592	4,937	806	1,871	1,846	1,174	5,975	1,836	4.70	1.6	17,408
BOX BUTTE B-2	11.2	3.54	33,425	9,442	23.4	12.0	14.2	17.1	6.0	5,783	4,348	923	155	194	124	89	701	580	1.65	1.6	7,435
BOYD E-1	4.3	1.33	6,686	5,027	18.5	11.2	14.0	23.9	20.2	9,378	8,084	1,307	135	870	248	410	2,812	842	1.80	1.2	8,288
BROWN D-2	3.4	1.16	11,987	10,334	22.4	16.2	18.8	19.5	10.8	60,977	7,182	8,740	1,412	5,991	3,001	2,336	10,738	7,140	12.04	3.7	32,643
BUFFALO E-4	27.0	8.49	66,068	7,782	17.8	11.9	14.8	26.1	17.5	18,447	6,708	3,201	378	1,053	497	390	2,386	1,225	4.15	2.7	36,470
BURT G-2	8.2	2.75	24,337	8,850	21.1	12.3	15.5	21.6	10.2	12,642	4,390	2,027	597	609	174	349	1,269	1,577	4.36	3.3	24,497
BUTLER F-3	8.9	2.88	20,433	7,095	20.2	16.1	20.1	22.2	10.7	22,542	3,853	5,300	490	598	315	445	3,810	2,357	7.45	3.6	22,885
CASS G-3	18.6	5.85	46,259	7,908	23.7	13.6	15.8	18.5	8.8	19,840	5,481	2,960	531	1,191	177	168	2,826	2,508	4.66	5.5	33,995
CEDAR F-2	13.2	3.62	22,581	6,238	16.7	11.2	15.1	27.9	18.3	11,010	9,919	2,107	366	1,241	272	187	2,084	1,208	1.75	1.2	10,956
CHASE C-4	3.3	1.11	10,813	9,741	19.1	14.3	17.6	22.8	18.5	18,636	7,897	2,923	481	1,228	914	1,024	4,610	1,522	3.06	2.7	36,066
CHERRY D-2	7.7	2.36	23,284	9,866	19.7	19.0	21.9	22.1	12.6	29,009	5,733	5,108	773	1,032	1,882	1,154	6,198	2,556	5.39	2.0	22,014
CHEYENNE B-3†	16.9	5.06	45,240	8,941	22.2	13.9	18.1	22.3	10.0	11,640	4,172	2,572	167	285	67	218	1,023	2,134	3.68	1.8	22,488
CLAY F-4	8.3	2.79	20,111	7,208	21.4	13.4	16.8	19.3	9.9	19,494	6,248	2,975	361	1,361	441	620	2,794	2,563	4.11	2.7	23,182
COLFAX F-3	9.1	3.12	21,115	6,768	23.3	14.4	17.9	19.4	9.5	20,995	5,800	3,243	408	892	501	448	2,142	1,247	5.03	4.5	79,688
CUMING G-2	11.9	3.62	24,946	6,891	19.0	12.8	14.8	24.2	15.0	27,075	6,112	4,756	945	1,428	1,340	1,158	4,816	2,724	6.66	3.7	39,024
CUSTER E-3	13.5	4.43	37,983	8,574	20.1	19.6	22.7	22.7	8.3	21,135	5,271	5,168	612	298	247	1,819	2,275	2,065	5.42	1.6	14,498
DAKOTA G-2	13.7	4.01	31,467	7,847	19.9	15.2	18.7	23.7	12.5	24,014	8,486	3,605	447	385	1,375	777	8,021	2,263	3.79	1.5	10,360
DAWES B-2	8.8	2.83	25,258	8,925	23.4	16.7	19.5	19.8	10.3	42,842	6,790	7,407	1,523	2,868	1,767	2,384	6,417	3,875	8.90	3.6	55,648
DAWSON E-4	19.7	6.31	48,909	7,748	19.7	13.8	19.9	25.5	15.6	6,855	6,855	746	209	350	133	55	2,380	698	1.38	.7	9,380
DEUEL C-3	2.9	1.00	9,009	7,095	21.3	13.3	15.5	23.7	10.6	11,454	5,642	2,317	257	1,398	30	138	1,798	1,375	3.03	2.8	25,003
DIXON G-2	6.6	2.03	15,080	7,429	20.3	18.8	21.2	20.5	11.1	76,550	6,417	12,022	1,899	6,095	3,910	2,540	12,599	6,646	15.59	3.9	42,150
DODGE G-3	36.8	11.93	95,384	7,995	42,842	6,790	7,407	1,523	2,868	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225
Fremont	22.8	7.55	69,783	9,243	708,007	5,815	127,935	25,757	140,576	43,106	50,769	122,956	47,493	143.62	3.8	46,065					
DOUGLAS G-3†	388.7	121.76	1,285,026	10,554	14.4	21.1	20.5	23.5	17.0	845,466	5,201	156,881	30,593	149,775	48,760	56,340	149,847	63,548	206.79	-----	-----
Omaha	367.4	116.56	1,135,061	9,738	16.8	10.5	12.6	26.3	21.2	6,936	7,972	1,082	60	580	293	17	1,829	1,314	1.45	1.2	11,111
Omaha Metro Area	529.6	162.57	1,665,595	10,245	22.1	13.6	17.1	21.8	11.3	16,055	5,406	2,754	374	83	541	745	2,282	1,396	3.96	2.4	26,586
DUNDY C-4	2.6	.87	8,282	9,520	17.9	11.0	11.4	27.5	17.9	9,056	7,423	1,547	242	302	233	120	741	618	2.31	1.6	10,321
FILLMORE F-4	8.7	2.97	21,096	7,103	15.5	10.8	8.9	29.2	26.0	5,576	6,560	751	130	297	11	10	829	1,030	1.62	1.6	11,261
FRANKLIN E-4	3.4	1.22	11,281	9,247	19.1	12.2	13.3	25.3	18.1	14,623	7,499	2,853	511	440	293	695	2,999	2,073	3.21	1.9	17,909
FRONTIER D-4	2.5	.85	9,282	10,920	21.5	12.9	15.4	19.2	10.7	22,650	5,720	3,935	538	1,072	1,174	856	4,549	2,583	5.29	4.5	29,217
FURNAS D-4	5.6	1.95	17,957	9,209	23.6	16.6	19.6	19.1	12.7	3,766	10,461	149	53	947	-----	-----	1,672	51	46	.3	2,424
GAGE G-4	25.8	8.07	63,138	7,824	18.5	11.9	12.6	22.7	15.7	9,866	5,908	1,156	227	674	210	299	2,429	672	2.89	2.5	13,018
GARDEN C-3	2.5	.84	9,631	11,465	19.7	13.2	16.1	24.6	13.9	23,455	7,195	3,782	446	2,754	896	1,255	4,367	1,311	5.00	2.5	18,299
GARFIELD E-2	2.5	.79	5,504	6,967	19.7	11.9	13.7	22.2	11.8	9,851	5,694	1,241	408	507	315	74	1,398	1,501	2.70	1.9	9,916
GOSPER D-4	2.5	.77	5,248	6,816	25.6	16.3	19.6	18.0	6.6	3,110	4,039	261	180	1,716	-----	-----	190	1.03	1.2	9,939	
GRANT C-1	1.0	.35	3,285	9,386	16.6	15.3	18.0	21.2	20.1	1,996	5,703	584	274	199	-----	-----	789	294	4.46	.5	6,467
GREELEY E-3	2.8	.83	8,020	9,663	16.1	9.9	8.3	23.9	21.8	6,539	7,878	876	218	124	-----	-----	439	1,060	1.72	1.6	11,418
HALL E-4	38.8	12.59	104,631	8,111	22.3	18.2	20.6	19.7	11.5	92,896	7,379	15,567	4,101	12,357	4,606	5,738	16,687	7,997	19.21	2.8	32,488
Grand Island	27.6	9.18	79,226	8,630	65,837	7,172	11,783	3,653	10,891	4,113	5,309	11,311	4,241	-----	-----	-----	907	-----	-----	-----	-----
HAMILTON F-4	8.2	2.65	20,266	7,648	22.3	14.7	19.3	24.3	12.0	14,440	5,449	2,459	304	650	253	500	4,938	901	3.97	3.0	31,177
HARLAN E-4	3.0	1.01	12,833	12,706	15.7	10.7	11.1	30.7	25.5	6,850	6,782	1,224	154	524	157	194	1,423	1,264	2.15	1.5	10,799
HAYES D-4	1.9	.59	4,027	6,825	23.2	16.3	19.1	20.0	7.1	880	1,492	243	-----	-----	-----	-----	439	71	1.1	1.1	8,173
HITCHCOCK D-4	3.5	1.16	11,385	9,815	19.4	12.0	16.5	27.8	15.6	7,498	6,464	1,097	179	222	18	-----	259				

State, County, City, Metro Area Data

STATE COUNTY—Map Loc. City Metropolitan Area	Population Households		Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968					Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
	1/1/69 (000)	1/1/69 (000)	Per Household (\$000)	% Distribution of Families					Per Household (\$000)	By Selected Store Types											
				3000	5000	8000	10000	15000		Food	Drug	General Mde.	Apparel	Home Furn.				Auto- motive	Service Station		
SCOTTS BLUFF B-2.....	33.7	10.52	97,598	9,277	18.9	16.6	20.1	23.9	14.6	79,453	7,553	13,594	2,108	10,626	3,953	4,965	16,841	6,839	16.26	4.7	57,631
SEWARD F-4.....	14.1	4.33	30,726	7,096	20.9	14.2	16.5	18.4	10.9	23,432	5,412	4,083	851	1,031	673	249	5,436	2,169	5.92	2.7	24,280
SHERIDAN C-2.....	8.5	2.62	23,087	8,812	19.9	14.0	17.8	23.4	15.9	18,342	7,001	3,499	719	1,283	1,275	986	3,622	1,762	3.26	2.7	24,978
SHERMAN E-3.....	4.3	1.37	9,793	7,148	20.2	11.8	13.0	22.7	11.2	6,038	4,407	1,198	216	421	166	205	991	198	2.2	1.1	11,651
SIoux B-2.....	2.5	.75	7,009	9,345	16.1	13.0	20.1	24.3	14.5	7,770	1,027	194	84	114	152	152	284	.87	1.2	12,554	
STANTON F-2.....	5.4	1.67	11,234	6,727	19.9	12.8	15.5	20.3	9.3	3,644	2,182	838	22	423	25	254	50	2.35	2.3	30,891	
THAYER F-4.....	7.7	2.61	18,189	6,969	22.7	12.3	15.4	21.4	8.8	18,245	6,990	2,614	499	557	370	754	2,202	2,511	3.75	2.7	19,214
THOMAS D-2.....	1.1	.36	3,056	8,489	19.0	14.0	16.6	19.5	15.6	1,235	3,431	212	146	146	83	83	333	.41	.4	3,361	
THURSTON G-2.....	5.1	1.49	14,013	9,405	17.1	11.8	13.0	27.5	19.2	10,335	6,936	1,456	39	376	99	1,835	1,114	2.56	1.7	16,858	
VALLEY E-3.....	6.2	2.07	13,302	6,426	22.1	13.0	15.4	18.4	10.0	11,628	5,617	1,823	182	850	337	520	2,262	1,304	2.66	2.1	13,170
WASHINGTON G-3.....	12.8	3.95	30,610	7,749	21.1	16.1	19.4	20.5	11.2	16,598	4,202	3,621	452	638	559	669	2,976	1,274	5.55	2.7	27,186
WAYNE F-2.....	9.9	2.92	21,900	7,500	22.3	15.4	18.2	20.3	9.3	17,485	5,988	2,549	372	1,177	459	478	3,327	1,165	3.82	3.0	37,248
WEBSTER E-4.....	4.2	1.44	14,468	10,047	16.9	11.2	11.1	26.6	20.6	9,518	6,610	1,412	76	473	340	431	2,012	928	2.53	1.7	9,587
WHEELER E-2.....	1.3	.38	2,417	6,361	19.7	14.6	17.8	18.3	6.0	935	2,461	247	179	140	140	16	189	.48	.7	5,536	
YORK F-4.....	13.3	4.45	34,637	7,784	22.9	15.5	18.4	21.0	10.8	25,322	5,690	4,434	760	2,628	1,260	1,077	3,852	1,909	6.14	3.1	31,969

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NEBRASKA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT
SAVING TIME.

STATE NETWORKS

Beef Empire Stations

Comprised of:
KCSR—Chadron, Neb. KVBH—Valentine, Neb.
WJAG—Norfolk, Neb. KCOL—Fort Collins, Colo.
Media Code 4 228 0195 1.00
Business Office: c/o WJAG, 309 Brassch Ave., Nor-
folk, Neb. 68701. Phone 402-371-2432.

- PERSONNEL
Vice-President—Bob Thomas.
 - REPRESENTATIVES
See individual station listings.
Omaha, Lincoln—Paul Abels.
Denver—Bob Hix Co., Inc.
 - AGENCY COMMISSION
15% on net time only; no cash discount.
 - GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25c, 28a,
29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
- TIME RATES**
Rates effective May 1, 1965.
Rates received April 5, 1965.
Comparable schedules on 3 stations 5%; on 4 sta-
tions 10%.

Home Town Radio Group

- Comprised of:
KCSR—Chadron KODY—North Platte
KRGJ—Grand Island KOLT—Scottsbluff
KFOR—Lincoln KVBH—Valentine
WJAG—Norfolk KMNS—Sioux City, Ia.
- Media Code 4 228 0390 8.00
Business Office—Box 891, Stuart Bldg., Lincoln,
Neb. 68501. Phone 402-432-6808, Omaha phone
402-345-4339.
- PERSONNEL
Co-ordinator—Paul "Red" Abels.
 - REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.
Kansas City, Omaha, Lincoln—Paul "Red" Abels.
 - AGENCY COMMISSION
15% on net time only; no cash discount.
 - GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25c, 28a,
29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 10/29/62. Rec'd 10/29/62.
Hometown Stations combine to earn these discounts,
from the earned frequency rates:

DISCOUNTS	
2 stations	6 stations
3 stations	7 stations
4 stations	8 stations
5 stations	15%

If minimum of 10 spots weekly is used on each sta-
tion, discount will be allowed on full number of spots
used on every station. If less than 10 are used on
some stations, discount will apply only on the number
of announcements used on every station; remaining
announcements will earn 1-station rates.

Nebraska Rural Radio Stations

Comprised of:
KRVN—Lexington KEYR—Terrytown
Media Code 4 228 0565 3.00
Business Office—c/o KRVN, Lexington, Nebr. 68850,
Phone 308-324-2371.

- PERSONNEL
General Manager—Max Brown.
- REPRESENTATIVES
Avery-Knoel, Inc.
Omaha, Lincoln—Soderlund Company.
Denver—John L. McGuire & Co.
- AGENCY COMMISSION
15/0 net time.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27,
28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a,
51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
SPECIAL DISCOUNTS
Total frequency discount on KEYR may be earned by
combining KRVN frequency and KEYR frequency.

ALLIANCE

Box Butte County—Map Location B-2
See SRDS consumer market map and data at begin-
ning of the State.

KCOW

1949
Subscriber to the NAB Radio Code
Media Code 4 228 0780 0.00
KLOE, Inc., Box 600, Alliance, Neb. 69301. Phone
308-762-1400.

- STATION'S PROGRAMMING DESCRIPTION**
KCOW: Programmed for general interest.
AIR PERSONALITIES handle all segments. 6 am-
6 pm general popular music, current hits, middle-of-
the-road, country and western. 6:30-7 pm standards,
string orchestra. 7:30-10 pm current hits, rock,
rhythm and blues. NEWS: network at 555 most
hours. News director edits 4 local news items daily.
All segments have brief features. FARM: 6:15 am
daily university report. Livestock 7:15 am & 12:15
pm daily. Farm news 12:25 pm daily. Closing
grain and markets 1 pm daily. Stock market 6:15
pm. Weekly reports by county agent and state
agronomist. SPORTS: all college and high school
sports, pro football, network events. Audience partici-
pation M-F 3-3:30 pm. Contact Representative for
further details. Rec'd 7/10/67.

- PERSONNEL
General Manager—Don Gill.
- REPRESENTATIVES
Denver—Intermountain Network.

Hometown Radio Group
blankets the Great Plains
90% of Nebraska PLUS 83 counties in South
Dakota, Iowa, Minnesota, Wyoming & Kansas.

- Over 2 Million People
- 750,690 Radio Homes
- Retail Sales \$4.5 Billion
- Gross Farm Income \$3.9 Billion

SRDS CM Data 1-1-69

- FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays; 7:00
am-9:00 pm Sun. MST.
- AGENCY COMMISSION
15% time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 24c, 25a,
26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with KBS.
Member: Intermountain Network.

- TIME RATES**
Eff 5/1/67—Rec'd 5/29/67.
- SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 312x 365x 1000x
1 min 4.10 3.70 3.40 3.20 2.85 2.70 2.60 2.35
30 sec 3.30 2.95 2.70 2.55 2.35 2.15 2.05 1.75
 - PACKAGE PLANS
PER WK: 12 tl 24 tl 36 tl 48 tl
1 min 3.25 2.95 2.65 2.40
30 sec 2.70 2.45 2.15 1.95
BTA: all spots must be run within 7 days.
 - PROGRAM TIME RATES
1x 26x 52x 104x 156x 312x 365x
1 hr 38.90 35.35 32.40 29.45 27.10 23.55 20.60
1/2 hr 24.75 22.40 20.60 17.70 15.90 14.15 12.95
1/4 hr 16.50 15.30 14.55 12.95 11.80 9.45 8.85
10 min 12.40 11.50 10.80 9.75 8.85 7.05 6.75
5 min 8.25 7.65 7.05 6.50 5.90 4.70 4.45

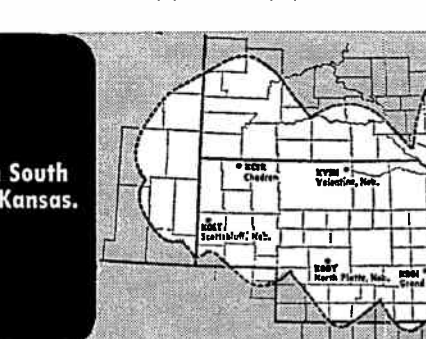
AURORA

Hamilton County—Map Location F-4
See SRDS consumer market map and data at begin-
ning of the State.

KROA (FM)
1967
Media Code 4 228 0850 1.00
Capitol Broadcasting Inc., 1111 K St., Aurora, Neb.
68818. Phone 402-694-2104.

- PERSONNEL
President—James E. Kamas.
Station Manager—Herbert Roschert.
- FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20b, 21b, 23a, 24b, 29a.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 60b, 60c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.

TIME RATES
Eff 1/1/68—Rec'd 4/15/68.



- SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec
1x 6.50 6.00 5.50
261x 5.75 5.25 4.75
601+ 5.00 4.50 4.00

- PROGRAM TIME RATES
1 hr 1/2 hr
27+ 50 40
40 30

BEATRICE (1 AM; 1 FM)

Gage County—Map Location G-4
See SRDS consumer market map and data at begin-
ning of the State.

KWBE
1949
Subscriber to the NAB Radio Code
Media Code 4 228 0975 6.00
MIA Enterprises, Inc., Box 1450, Sherman and Mary
Sts., Beatrice, Neb. 68310. Phone 402-228-5923.

- PERSONNEL
Pres. & Gen'l Mgr.—Gordon C. Bud Pentz.
Nat'l & Reg. Sales Mgr.—Mrs. Maxine Pentz.
- REPRESENTATIVES
Grant Webb & Company.
Omaha—Al Larson.
- FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 26, 27,
28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

- TIME RATES**
No. 7 Eff 1/8/68—Rec'd 1/4/68.
- SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 1 tl 3 tl 5 tl 10 tl 20 tl 30 tl
1 wk 8.00 7.75 7.50 7.25 7.00 6.75
13 wk 7.75 7.50 7.25 7.00 6.75 6.50
28 wk 7.50 7.25 7.00 6.75 6.50 6.25
52 wk 7.25 7.00 6.75 6.50 6.25 6.00
 - 30 SECONDS
1 wk 7.00 6.75 6.50 6.25 6.00 5.75
13 wk 6.75 6.50 6.25 6.00 5.75 5.50
28 wk 6.50 6.25 6.00 5.75 5.50 5.25
52 wk 6.25 6.00 5.75 5.50 5.25 5.00
- All spots scheduled BTA.
(Beatrice continued on next page)

KCSR Chadron, Neb.
KFOR Lincoln, Neb.
KMNS Sioux City, Iowa
KOLT Scottsbluff, Neb.
KRGJ Grand Island, Neb.
KODY North Platte, Neb.
KVBH Valentine, Neb.
WJAG Norfolk, Neb.
Schedules bought in combina-
tions of three or more stations
achieve substantial savings —

Represented by
McGavren-Guild-PGW Radio, Inc.

NEBRASKA

Beatrice—Continued

KWBE-FM

1952



Subscriber to the NAB Radio Code
Media Code 4 228 0978 4.00
Mia Enterprises, Inc., Box 1450, Sherman and Mary
Sts., Beatrice, Neb. 68310. Phone 402-228-5923.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gordon C. Bud Pentz.
National Sales Manager—Mrs. Maxine Pentz.
2. REPRESENTATIVES
Grant Webb & Company.
Omaha—Al Larson.
3. FACILITIES
ERP 97,000 w.; 92.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 350 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
See KWBE listing for coded regulations.

TIME RATES

No. 2 ET 3/1/69—Rec'd 3/5/69.

PER WK:	1	3	5	9	12
12 mo.	2.00	1.40	1.20	1.00	.80
6 mo.	2.40	1.80	1.40	1.20	1.00
3 mo.	2.80	1.80	1.60	1.40	1.20
30 day.	3.20	2.00	1.80	1.60	1.40
1 wk.	4.60	3.80	3.20	2.80	2.40

(*1 per day, 2 per hour maximum, 7 days per wk, consecutive month/days contract.
1 min: 2x 30-sec rate.

BROKEN BOW

Cluster County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KCNI

1949



Subscriber to the NAB Radio Code
Media Code 4 228 1170 3.00
Cluster Country Broadcasting Co., Box 561, Broken
Bow, Neb. 68822, Trojan 2-5881.

1. PERSONNEL
Manager—Georgia A. Crawford.
2. REPRESENTATIVES
Soderlund Company.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 am-6:45 pm. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL RATE POLICY
Political—Regular rates apply.

TIME RATES

Rates effective November 1, 1953.
Rates received October 29, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
CLASS "A"					
(6:00-8:00 am and noon-1:00 pm)					
	1/2	1/4	10	5	100
	hr.	hr.	min.	min.	ws.
1 time	36.00	21.00	18.00	12.00	7.00
13 times	32.40	18.90	16.20	10.80	6.30
26 times	30.60	17.85	15.30	10.20	6.00
52 times	28.80	16.80	14.40	9.60	5.60
104 times	27.00	15.75	13.50	9.00	5.25
156 times	25.00	14.70	12.60	8.40	4.90
260 times	23.40	13.65	11.70	7.80	4.55
312 times	21.60	12.60	10.80	7.20	4.20

CLASS "B"					
(8:00 am-noon and 1:00-6:45 pm)					
	1/2	1/4	10	5	100
	hr.	hr.	min.	min.	ws.
1 time	28.80	16.80	14.40	9.60	5.60
13 times	25.92	15.12	12.96	7.64	5.04
26 times	23.48	13.28	12.24	8.16	4.80
52 times	23.04	13.44	11.52	7.58	4.48
104 times	21.60	12.60	10.80	7.20	4.20
156 times	20.00	11.76	10.08	6.72	3.84
260 times	18.72	10.92	9.36	6.24	3.48
312 times	17.28	10.08	8.64	5.76	3.12

CHADRON

Dawes County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KCSR

1954



Subscriber to the NAB Radio Code
Media Code 4 228 1365 9.00
Community Service Radio Co., Box 931, 212 Bordeaux
St., Chadron, Neb. 69337. Phone 308-432-5545.

STATION'S PROGRAMMING DESCRIPTION
KCSR Programmed for adult appeal.
MUSIC 48%: general popular with emphasis on standards, country and western and folk about 25%.
TALK 10%: women's public affairs, commentary, telephone call-in. NEWS 21%: 5 min on hour, weather summary at :29. Major reports: 7-7:15 am, 8-8:15 am, noon-1 pm, 5:45-6 pm. Heavy local mobile units. FAIRM 5%: livestock and grain reports, news. RELIGIOUS 9%: sermons, services. ENTERTAINMENT 4%: comedy and variety. SPORTS 3%: university football, news, 6-7:30 am music, farm, 7:30-8:30 am news, entertainment, talk, 8:30-9 am religion, 9 am-noon music, talk, entertainment, 1-3:30 pm music, talk, 3:30-4 pm religious music, talk, 4-6:45 pm music, talk. Product protection 10 minutes. Contact Representative for further details. Rec'd 1/27/69.

1. PERSONNEL

- Manager—Jack Miller.
Vice-President—Bob Thomas.
Sales Manager—Irvin Burkay.
- ## 2. REPRESENTATIVES
- Hometown Radio Grp.—McGavren-Guild—
PGW Radio, Inc.
Kansas City, Omaha, Lincoln—Paul "Red" Abels.
Mountain States—Bob Mix Co., Inc.

3. FACILITIES

1,000 w. days; 610 kc. Non-directional.
Operating schedule: 6 am-6 pm. MST.

4. AGENCY COMMISSION

15/0 time only.

- ## 5. GENERAL ADVERTISING See coded regulations
- General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28a
29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

Time considered saleable when not renewed at least 2 weeks before expiration date.
Member: Beef Empire Stations; Hometown Radio Group.

TIME RATES

ET 3/1/67—Rec'd 1/25/67.
AA—Mon thru Sat sign-on-9 am, 11:45 am-1:15 pm
& 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1	6	12	18	24
1 wk.	7.00	6.50	6.00	5.50	5.25
13 wk.	6.50	6.00	5.50	5.00	4.75
26 wk.	6.00	5.50	5.00	4.50	4.25
52 wk.	5.50	5.00	4.50	4.00	3.75

1 MIN:	1	6	12	18	24
1 wk.	6.00	5.50	5.00	4.75	4.50
13 wk.	5.50	5.00	4.50	4.25	4.00
26 wk.	5.00	4.50	4.00	3.75	3.50
52 wk.	4.50	4.00	3.50	3.25	3.00

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
All spots, regardless of length, combine for frequency.
Schedules do not have to run consecutively to earn number of weeks frequency.
Rateholders: minimum 2 per week. ID's may not be used.

COLUMBUS (2 AM; 1 FM)

Platte County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KJSK

1947

Subscriber to the NAB Radio Code
Media Code 4 228 1560 5.00
KJSK, Inc. Box 99, Columbus, Neb. 68601. Phone
564-2891.

1. PERSONNEL
President—George Basil Anderson.
Station Manager—Milo Kincaid.
2. REPRESENTATIVES
George T. Hopewell, Inc.
West Coast—Biddick Company.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13f, 14f.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,
28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: National Agri Radio Groups, Inc.

TIME RATES

ET 7/20/68—Rec'd 7/20/68.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	156x
1 min.	3.00	2.75	2.50	2.40	2.25
30 sec.	2.50	2.25	2.00	1.90	1.75

8. PROGRAM TIME RATES					
	1x	26x	52x	104x	156x
1/2 hr.	30.00	29.50	27.00	25.00	22.00
1/4 hr.	18.00	17.00	15.00	14.00	13.00
5 min.	9.00	8.00	7.00	6.00	5.00

KJSK-FM

1964

Subscriber to the NAB Radio Code
Media Code 4 228 1561 3.00
KJSK Inc., Box 99, Columbus, Neb. 68601. Phone
564-2891.

1. PERSONNEL
President—George Basil Anderson.
Station Manager—Milo Kincaid.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
ERP 100,000 w.; 101.1 mc. Stereo.
Operating schedule: 6:30 am-10:00 pm Mon thru Sat;
7:30 am-8 pm Sun.
4. AGENCY COMMISSION
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13f, 14f.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,
28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 8/4/66—Rec'd 8/4/66.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min.	2.25	2.00	1.75	1.65	1.45
30 sec.	1.75	1.60	1.50	1.35	1.25

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x
1/2 hr.	14.00	12.50	10.00	7.50	5.00
1/4 hr.	10.00	8.00	6.00	4.50	3.00
5 min.	6.00	5.00	4.00	3.00	2.50

KTTT

1963



Subscriber to the NAB Radio Code
Media Code 4 228 1755 1.00
City and Farm Broadcasting, Inc., Box 464, 1229 27th
Ave., Columbus, Neb. 68601. Phone 564-2866.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ken Kilmer.
Sales Manager—Joe Stavas.
Prog. & Prod. Mgr.—Ralph Nettland.
2. REPRESENTATIVES
Grant Webb & Company.
Omaha—Soderlund Company.
3. FACILITIES
500 w.; 1310 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 13a, 14a, 15b.
Basic Rates: 21a, 22b, 23a, 24b, 25a, 28a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70c, 71a.

6. SPOT ANNOUNCEMENTS					
	1	6	12	18	24
1 min.	9.00	8.00	6.50	6.00	5.50
1 min.	9.00	8.00	6.50	6.00	5.50
30 sec.	8.00	7.00	6.00	5.50	5.00

ET 8/1/67—Rec'd 8/9/67.

CONTINUOUS WEEK DISCOUNTS					
	13 wk-5%	26 wk-10%	52 wk-15%		
13 wk-5%	8.00	7.00	6.00		
26 wk-10%	7.00	6.00	5.00		
52 wk-15%	6.00	5.00	4.50		

Minimum 5 30-second spots per week.

COZAD

Dawson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KAMI

1965

Subscriber to the NAB Radio Code
Media Code 4 228 1950 8.00
Dawson County Broadcasting Corp., Box 206, 732-1/2
Meridian Ave., Cozad, Neb. 69130. Phone 308-
784-3065.

1. PERSONNEL
President—Wayman E. May.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 5, 6a.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21c, 23a, 24b, 24c, 25a, 28a.
Contracts: 40a, 44a, 47c.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with KBS.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	156x	312x
1 min.	3.50	3.35	3.15	2.60	2.35
30 sec.	2.80	2.70	2.50	2.05	1.90
15 sec.	2.30	2.15	2.00	1.65	1.55

ET 8/1/67—Rec'd 9/27/67.

7. PACKAGE PLANS					
BULK SPOT PACKAGES					
	1 min	30 sec	15 sec	1 min	30 sec
14 tl.	3.20	2.35	1.80	3.20	2.35
26 tl.	3.05	2.20	1.65	3.05	2.20
51-100 tl.	2.80	1.80	1.50	2.80	1.80

To be used within 7 days.

8. PROGRAM TIME RATES					
	1x	26x	52x	156x	312x
1 hr.	35.30	33.55	31.75	25.90	23.55
1/2 hr.	24.70	24.10	22.35	18.25	16.45
1/4 hr.	17.30	16.80	15.60	12.75	11.75
5 min.	8.50	8.25	7.65	6.25	5.75

FAIRBURY

Jefferson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KGMT

1960

Subscriber to the NAB Radio Code
Media Code 4 228 2145 4.00
Great Plains Broadcasting Co., Inc., Box 425, 316-1/9
Fifth St., Fairbury, Neb. 68352. Phone 1782.

1. PERSONNEL
Manager—George E. Powers.
Sales Manager—Darrel Junker.
Program Director—Don Trimm.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Soderlund Company.
3. FACILITIES
500 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 am-local sunset Mon thru
Sat; 7:00 am-local sunset Sun. CST.
4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 16b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a, 20a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective January 1, 1961. (Card No. R-1.)
Rates received January 31, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1/4 hr.	5 min.	1 min.		
1 time	15.50	7.50	5.00		
13 times	14.75	7.10	4.75		
26 times	14.00	6.75	4.50		
52 times	12.35	6.00	4.25		
104 times	10.85	5.25	4.00		
156 times	10.00	4.85	3.75		
260 times	8.50	4.15	3.25		
312 times	7.75	3.75	3.00		

FALLS CITY

Richardson County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KTNC

1957

Media Code 4 228 2340 1.00
Falls City Broadcasting Co., Falls City, Neb. 68355.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wm. Hardt.
Vice-President—Zela Hardt.
Program Director—Eleanor Holmes.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Omaha—Soderlund Company.
3. FACILITIES
100 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 24b, 26a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61e, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS and MBS.

6. SPOT ANNOUNCEMENTS					
	1	6	12	18	24
1 min.	9.00	8.00	6.50	6.00	5.50
1 min.	9.00	8.00	6.50	6.00	5.50
30 sec.	8.00	7.00	6.00	5.50	5.00</

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 8/28/68
AA—6:30-9 am, 11:45 am-1 pm & 4:30-6 pm.

7. PACKAGE PLANS

CLASS AA	52x	155x	260x	312x	624x
1 min	6.25	5.85	6.45	5.10	4.70
30 sec	4.35	4.05	3.80	3.55	3.30

SATURATION ADVERTISING

1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.05	2.85	2.65	2.50	2.25

WEEKLY IMPACT SATURATION

PER WK:	12 tl	24 tl	48 tl
1 min	12.10	11.90	11.70
30 sec	8.10	7.95	7.80
10 sec ID's, each 2.00.	2.75	2.55	2.35

8. PROGRAM TIME RATES

52x	155x	260x	312x	624x
5 min	8.00	7.50	7.00	6.50
1/4 hr	17.60	16.80	15.10	14.70

GRAND ISLAND (2 AM)

Hall County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KMMJ

1925

Media Code 4 228 2730 3.00

United Communications, Inc., Box 1847, Division at Cedar St., Grand Island, Neb. 68801. Phone 808-382-2800.

STATION'S PROGRAMMING DESCRIPTION

KMMJ: Programmed for general interest. FARM: sign-on-8 am and 11:30 am-1 pm. Agri-Business, farm director, markets, livestock auction consignments, interviews, weather, news, general popular music. Entertainment and information, 8-11:30 am and 1 pm-sign-off. Middle-of-the-road, current releases, standards, showtunes, 5 min news on hour, headlines on half hour. Extended news 6:45 am, 8 am & noon. 3 hour teen show Sat afternoon, symphony orchestra Sunday afternoon. NEWS: UPI audio, UPI wire, correspondents throughout area. Contact Representative for further details. Rec'd 12/23/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Rex H. Lathen.
Exec. Vice-Pres. & Com'l Mgr.—Willard Morton.
Vice-Pres./Programs & Prod.—Lew Cole.

2. REPRESENTATIVES

H-R Representatives, Inc.
Denver—Bob Hix Co., Inc.
Kansas City—Eugene F. Gray Co.
Omaha, Lincoln—Al Larson.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES

10,000 w. days; 750 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47d, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

AA—Mon thru Sat sign-on-9 am & 11:30 am-1:30 pm.
A—Mon thru Sat 9-11:30 am & 1:30 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA	500x	260x	155x	52x	26x	1x
1 min	18.75	17.90	19.05	20.20	21.35	22.50
30 sec	13.35	14.10	15.25	16.15	17.10	18.00

CLASS A

1 min	13.50	14.40	15.30	16.20	17.10	18.00
30 sec	10.80	11.50	12.25	12.95	13.70	14.40
10 sec: 50% of 1-min.						

7. PACKAGE PLANS

ROS ECONOMY RATES

PER WK:	24 tl	12 tl	6 tl
1 min	10.00	11.25	12.50
30 sec	8.00	9.00	10.00

TOTAL AUDIENCE PLAN

1 MIN. PER WK:	18 tl (8A, 9A)	259.50	12 tl (5A, 6A)	189.50
30 sec: 80% of 1-min. Combinable.				
10 sec: 50% of 1-min. Combinable.				

CONSECUTIVE WEEK DISCOUNT

52 wk—10%. Applies to ROS Economy Package and TAP only.

8. PROGRAM TIME RATES

CLASS AA	1/4 hr 10 min 5 min	1/4 hr 10 min 5 min				
260 x	41.35	31.25	22.50	36.00	25.00	19.50
158 x	49.75	37.50	26.25	42.00	30.00	22.25
52 x	58.15	43.75	30.00	48.00	35.00	24.75
26 x	66.50	50.00	33.75	54.00	40.00	27.50
1 x	75.00	58.25	37.50	60.00	45.00	30.00
1/2 hr, A, 1x rate only.						84.50

10. SPECIAL FEATURES

WEATHER, MARKETS, NEWS & SERVICE PROGRAMS
1/4 hr, time plus—8.00
5 min, time plus—5.00
10 min, time plus—6.50

1953

American Information Network



Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 228 2925 9.00
Grand Island Broadcasting Co. Ltd., Box G, 311
8th Locust St., Grand Island, Neb. 68801. Phone
308-382-5420.

STATION'S PROGRAMMING DESCRIPTION

KRGI: Programmed for general interest. FARM: farm director with agriculture, news, markets, interviews 6:10-8:20 am. Markets at 6:35 am & 11:45 am. Weather: US Weather Bureau local area reports. NEWS: network, local news every hour and half hour, live mobile reports. 6-8:45 pm news block, stocks, editorials. SPORTS: 4 daily sports shows, play-by-play college and high school football, basketball, etc. TALK: daily women's show, program features, sports, hobbies, human interest, business, public affairs. ENTERTAINMENT: major and minor contests, audience participation games, promotions. MUSIC: general popular featuring current hits, middle-of-the-road, Sat night country and western show. Contact Representative for further details. Rec'd 1/30/68.

1. PERSONNEL

Executive Vice-President—Richard W. Chapin.
General Manager—Roger Bailey.
Operations Manager—Roger Klemmer.

2. REPRESENTATIVES

Hometown Radio Grp.—McGavren-Guild—
TGW Radio, Inc.
Omaha, Lincoln, Kansas City—Paul "Red" Abels.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1430 kc.
Directional—night only.
Operating schedule: 18 hours daily. CST.

4. AGENCY COMMISSION

15% time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 25, 27, 28a, 29a, 29b, 30c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: *70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) 4 weeks.

Affiliated with American Information Network.
Member: Home Town Radio Group, Stuart Broadcasting Company.

TIME RATES

No. 10 ET 7/1/69—Rec'd 6/4/69.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-9 am, 11:45 am-1:15 pm & 4-8 pm.
A—All other times.

PER WK:	1 min 30 sec	1 min	30 sec
6 tl	13	11	11
12 tl	13	11	12
18 tl	12	10	11
ROS			
24 per wk	DISCOUNT 10		
52 wk—15%			

HASTINGS (2 AM; 1 FM)

Adams County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KHAS

1940

Subscriber to the NAB Radio Code
Media Code 4 228 3120 5.00
The Nebraska Broadcasting Co., Tribune Bldg.,
Hastings, Neb. 68901. Phone 402-462-5101.

STATION'S PROGRAMMING DESCRIPTION

KHAS: Programmed for general interest. MUSIC: general popular 6 am-9:30 pm M-S. Current hits 6:30-8 pm M-S. Country and western 8-9 pm M-S. Standards 9-11 pm M-S. Weather, local, world, and sport news 7-7:15 am, 7:30-8 am, noon-12:40 pm, 5:30-6 pm M-S. FARM: market reports 6:30-6:45 am, 12:40-12:50 pm M-S. 5 min news at 6:01, 1 min news at 3:50, weather briefs at 1:15 & 4:45 M-S. 2 man news staff. 1 mobile unit. SPORTS: 180 local live high school, college, baseball, basketball, football games. Live telephone and guests discussion 9:30-10:30 am M-S. Sun: religious programming 8-9:30 am. 11 am-noon, 7:30-8:30 pm, classics 5:30-7:30 pm, showtunes and standards 8:30-10 pm, general popular music 7 am-5:30 pm. Contact Representative for further details. Rec'd 2/23/68.

1. PERSONNEL

General Manager—John W. Powell.
Director of Radio Operations—Roy Crocker.

2. REPRESENTATIVES

Gill-Perma, Inc.
Regional—Soderlund Company.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION

15%: no cash discount. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 15c.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 25a, 23, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60a, 60f, 60h, 60i, 61a, 61b, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
TV facilities: KEAS-TV.

TIME RATES

Rates effective August 1, 1964.
Rates received July 6, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	(*)
1 tl	6.50	4.40	2.50
13 tl	6.15	4.20	2.40
28 tl	5.80	4.00	2.30
52 tl	5.45	3.80	2.20
104 tl	5.10	3.60	2.10
156 tl	4.75	3.40	2.00
260 tl	4.40	3.20	1.80
312 tl	4.05	3.00	1.80
500 tl	3.70	2.80	1.50
1000 tl	3.35	2.60	1.40

7. PACKAGE PLANS

PER DAY:	1 min	30 sec	(*)
5 tl	25.50	18.00	10.50
10 tl	44.00	32.00	18.00
15 tl	60.00	43.50	23.25
20 tl	72.00	54.00	29.00
PER WK:			
10 tl	60.00	41.50	23.50
15 tl	84.75	58.50	33.75
20 tl	132.25	87.50	51.25
30 tl	138.50	99.00	57.00
45 tl	189.00	139.50	76.50
60 tl	231.00	174.00	93.00

BULLETS (ROS)

10 words, 10 tl per day 15.00

KICS

1964

Media Code 4 228 3315 2.00
Hastings Broadcastng. Inc., Box 1005, 500 E. J
St., Hastings, Neb. 68901. Phone 463-1314.

1. PERSONNEL

President—J. A. Dinsdale.
General Manager—John McMillan.
Program Director—Brian Carr.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

3. FACILITIES

500 w.; 1550 kc.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-1 pm.
For non-simulcast facilities see KICS-FM.

4. AGENCY COMMISSION

15% on time.

5. GENERAL RATE POLICY

Affiliated with American Contemporary Network.

TIME RATES

Rates effective January 5, 1966.

7. PACKAGE PLANS

PER WK:	PER YR:	1-12	13-25	26-51	52
1 tl	52 tl	6.00	5.60	5.25	4.85
2 tl	104 tl	5.55	5.20	4.85	4.50
3 tl	156 tl	5.25	4.85	4.50	4.10
5 tl	260 tl	4.80	4.50	4.10	3.75
6 tl	312 tl	4.50	4.10	3.75	3.35
12 tl	624 tl	4.15	3.75	3.35	3.15

	1 min	30 sec	1 min	30 sec
1 tl	5.2	4.50	4.20	3.80
2 tl	104 tl	4.30	4.00	3.60
3 tl	156 tl	4.05	3.80	3.35
5 tl	260 tl	3.85	3.60	3.35
6 tl	312 tl	3.60	3.35	3.15
12 tl	624 tl	3.35	3.15	2.95

SATURATION PACKAGES

PER WK:	1 min 30 sec	PER YR:	1 min 30 sec
24 tl	3.15	2.50	1000 tl
48 tl	2.85	2.30	2.25
96 tl	2.50	2.15	

KICS-FM

1964

Media Code 4 228 3316 0.00
Hastings Broadcasting, Inc., Box 1005, 500 E. J
St., Hastings, Neb. 68901. Phone 463-1314.

1. PERSONNEL

President—J. A. Dinsdale.
General Manager—John McMillan.
Program Director—Brian Carr.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

3. FACILITIES

ERP 3.000 w.; 93.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. Operated separately 1
pm-midnight. For simulcast facilities see KICS.

4. AGENCY COMMISSION

15% on time.

NEBRASKA

Kearney—KGFV—Continued

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 25a, 29a.
Contracts: 40a, 41, 42, 44, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 70a, 71a, 73a.
Affiliated with MBS.
Member: National AgRadio Groups, Inc.

TIME RATES
ET 8/1/68—Rec'd 7/11/68.

6. SPOT ANNOUNCEMENTS					
	1x	15x	26x	52x	156x
1 min.	6.50	6.25	5.70	5.40	4.75
30 sec.	5.00	4.50	4.00	3.75	3.00

8. PROGRAM TIME RATES					
	1x	15x	26x	52x	156x
1 hr.	42.50	41.50	40.00	39.00	37.00
1/2 hr.	25.00	24.50	24.00	23.50	21.50
1/4 hr.	15.00	14.50	14.00	13.50	12.50
5 min.	10.00	9.70	9.40	9.10	8.50

KRNY

Media Code 4 228 3900 1.00
Radio Kearney, ABC Drug Bldg., Kearney, Neb.
68847. Phone 308-237-7235.

- PERSONNEL**
President—John Payne.
General Manager—W. J. Abbott.
Farm Director—Lloyd Oliver.
- REPRESENTATIVES**
Meeker Radio, Inc.
Omaha—Al Larson.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
5,000 w. days: 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset weekdays;
6:00 am-local sunset Sun. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26,
27, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60i, 61c.
Cancellation: 71a, 73b.
Prod. Services: 82.

TIME RATES
Rates effective January 1, 1965.
Rates received September 4, 1962.

6. SPOT ANNOUNCEMENTS			
	1 min.	1 min.	1 min.
1 time	7.25	5.20	156 times... 5.25
13 times	6.80	4.60	260 times... 4.80
26 times	6.35	4.35	312 times... 4.55
52 times	4.90	4.00	365 or more times... 4.35
104 times	5.80	3.60	more times... 4.35

7. PACKAGE PLANS			
ROS PACKAGES			
	1 min.	30 sec.	10 sec.
10 spots in 1 week	4.55	3.25	2.25
25 spots in 1 week	4.20	2.90	2.05
50 spots in 2 weeks	3.25	2.25	1.95
100 spots in 1 month	2.90	1.95	1.60
500 spots in 1 year	2.90	1.95	1.40
1,000 spots in 1 year or more	2.60	1.60	1.15

8. PROGRAM TIME RATES			
	1/2 hr.	1/4 hr.	5 min.
1 time	63.70	40.00	26.20
13 times	61.40	38.40	24.00
26 times	55.95	35.00	21.80
52 times	50.00	31.40	19.65
104 times	45.00	28.20	17.85
156 times	42.30	26.35	16.35
260 times	39.10	24.55	15.25
312 times	36.40	22.75	14.20
365 or more times	33.65	20.90	11.35

KRNY-FM

Media Code 4 228 3901 9.00
Radio Kearney, Inc., 2101-1/2 Central, Kearney, Neb.
68847. Phone 388-237-7235.

- PERSONNEL**
President—John Payne.
General Manager—W. J. Abbott.
- REPRESENTATIVES**
Meeker Radio, Inc.
Omaha—Al Larson.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
ERP 56,000 w. 98.9 mc.
Operating schedule: 9 am-midnight Mon thru Sun.
CST.
Antenna ht.: 1,100 ft. above average terrain.
- AGENCY COMMISSION**
15% on time.
- GENERAL ADVERTISING** See coded regulations
See KRNY listing for coded regulations.

TIME RATES
Rates effective _____
Rates received July 19, 1961.

8. PROGRAM TIME RATES			
	1 hr.	1/2 hr.	1/4 hr.
13 times	10.70	6.70	4.30
26 times	9.35	6.00	4.00
52 times	8.00	5.85	3.85
78 times	7.15	4.65	3.15
104 times	6.80	4.00	3.00
156 times	6.35	3.55	2.70
260 times	5.75	3.15	2.40
312 times	5.35	3.00	2.00

KIMBALL

Kimball County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KIMB

1959



Subscriber to the NAB Radio Code
Media Code 4 228 4095 9.00
KIMB, Inc., Box 1006, 414 W. 2nd St., Kimball,
Neb. 69145. Phone 308-235-3034.

- PERSONNEL**
Pres. & Gen'l Mgr.—Norton E. Warner.
Station Manager—Tom Southard.
- REPRESENTATIVES**
Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days: 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
28a, 29a.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26,
28a, 29a.
Contracts: 40a, 45, 48.
Comb.: Cont. Discounts: 60b, 61a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES

No. 2A Rev 5/1/68—Rec'd 5/23/69.

7. PACKAGE PLANS					
PER WK. EA:					
	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.	2.70	2.60	2.50	2.40	2.30
30 sec.	2.20	2.10	2.00	1.90	1.80
10 sec.	1.60	1.50	1.40	1.30	1.20

ANNUAL PLAN
Contract advertisers using 156, 260, 312, 624 spots within 52-week period earn 18, 24, 30, 36 plan rate, regardless of number run within any 1 week. If contract not fulfilled, schedules adjusted to rate earned each week.
All spots, regardless of length, may be combined to earn frequency.
6. PROGRAM TIME RATES
PER WK. EA: 1/4 hr 10 min 5 min
1 tl 9.00 7.00 5.00
3 tl 8.20 6.10 4.40
6 tl 7.40 5.30 3.80
13 week minimum.

LEXINGTON (1 AM; 1 FM)

Dawson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KRVN

1950



AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code
Media Code 4 228 4290 6.00
Nebraska Rural Radio, Inc., 104 W. 8th St., Lexington, Neb. 68850. Phone 308-324-2371.

STATION'S PROGRAMMING DESCRIPTION
KRVN: Programmed for farm and rural families. FARM: 27 hours weekly. Farm segments 6-8 am & 11:30 am-1:30 pm. 3 farm reporters. 9 remote livestock and grain markets daily. Features from general farm organizations, farm related groups, and county agents. Daily agricultural college programs. Interim market reports throughout day. NEWS and weather: 22 hours weekly. News and weather on hour, weather on half hour. SPORTS: college and high school play-by-play. ENTERTAINMENT: general pop music 6 am-3:30 pm, country and western 3:30 pm-sign-off. Women's show 9:30-11 am. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**
General Manager—Max Brown.
Sales Manager—Gordon Bennett.
Program Director—Jerry Bryan.
- REPRESENTATIVES**
Avery-Knodel, Inc.
Omaha, Lincoln—Soderlund Company.
Denver—John L. McGuire & Co.
- FACILITIES**
25,000 w. days: 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: Nebraska Rural Radio Stations.

TIME RATES

No. 6 Eff 6/1/68—Rec'd 5/25/66.

Class A—6-8:30 am & 11:30-1:30 pm & Sundays.		Class B—8:31-11:29 am and 1:31-sign-off.	
1 min.	18.00	14.00	156 tl 15.00
15 min.	17.00	13.00	260 tl 14.00
30 sec.	16.00	12.00	312 tl 13.00

Class B		Class B	
1 min.	14.00	11.00	156 tl 11.00
15 min.	13.00	10.00	260 tl 10.00
30 sec.	12.00	9.00	312 tl 9.00

10 seconds—50% of minute rate.

6. SPOT ANNOUNCEMENTS

CLASS A			
	1 min	30 sec	1 min 30 sec
1 tl	18.00	14.00	156 tl 15.00
15 min	17.00	13.00	260 tl 14.00
30 sec	16.00	12.00	312 tl 13.00

CLASS B			
	1 min	30 sec	1 min 30 sec
1 tl	14.00	11.00	156 tl 11.00
15 min	13.00	10.00	260 tl 10.00
30 sec	12.00	9.00	312 tl 9.00

7. PACKAGE PLANS

FIXED POSITION PACKAGES			
CLASS A			
	1 min	30 sec	1 min 30 sec
6 tl	15.00	12.00	24 tl 12.00
12 tl	14.00	11.00	30 tl 11.00
18 tl	13.00	10.00	

CLASS B			
	1 min	30 sec	1 min 30 sec
6 tl	12.00	9.00	24 tl 9.00
12 tl	11.00	8.00	30 tl 8.00
18 tl	10.00	7.00	

- PERSONNEL**
Gen'l & Sales Mgr.—Max Brown.
Program Director—Jerry Bryan.
Chief Engineer—R. J. Bitner.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
ERP 46,000 w.; 93.1 mc.
Operating schedule: 6:00 am-11:00 pm.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM Bonus: FM is bonus to AM sponsors when simulcasting with KRVN-AM 6:00-8:30 am. Also, news programs on the hour and weather programs on the half hour plus adjacent spots from 8:30 am-6:30 pm.

YEARLY PACKAGE DISCOUNTS

26 wk—10% off above package rates.	52 wk—15% off above package rates.
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8. PROGRAM TIME RATES			
	1 hr.	15x	26x
A	95	90	85
B	80	75	70

1/2 hr: 65% of hour. 10 min: 33% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

KRVN-FM

1962



Subscriber to the NAB Radio Code
Media Code 4 228 4291 4.00
Nebraska Rural Radio Association, 104 W. 8th St., Lexington, Neb. Phone 308-324-2371.

- PERSONNEL**
Gen'l & Sales Mgr.—Max Brown.
Program Director—Jerry Bryan.
Chief Engineer—R. J. Bitner.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
ERP 46,000 w.; 93.1 mc.
Operating schedule: 6:00 am-11:00 pm.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM Bonus: FM is bonus to AM sponsors when simulcasting with KRVN-AM 6:00-8:30 am. Also, news programs on the hour and weather programs on the half hour plus adjacent spots from 8:30 am-6:30 pm.

TIME RATES

Rates effective _____
Rates received April 2, 1964.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
	6:30-11:00 pm only		
1 tl	5.00	104 tl	4.00
13 tl	4.75	156 tl	3.75
26 tl	4.50	260 tl	3.50
52 tl	4.25	312 tl	3.25

8. PROGRAM TIME RATES			
(6:30-11:00 pm only)			
	1 hr.	15x	26x
1 tl	14.00	104 tl	11.00
13 tl	13.25	156 tl	10.25
26 tl	12.50	260 tl	9.50
52 tl	11.75	312 tl	8.75

(*) 1/2 hour—3 commercials.

LINCOLN (4 AM; 3 FM)

Lancaster County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KECK

1965

Subscriber to the NAB Radio Code
Media Code 4 228 4350 6.00
J-P Enterprises, Inc., Box 8006, Lincoln, Neb.
68506. Phone 402-489-8576.

- PERSONNEL**
President—James C. Treat.
General Manager—Fred L. Scott.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
5,000 w. 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 1a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 44b, 46, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

ET 3/1/68—Rec'd 2/23/68.

7. PACKAGE PLANS					
FIXED (8-9 am and 4-8 pm)					
PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
1 min	15.00	14.00	12.75	11.75	10.75
30 sec	12.00	11.25	10.25	9.40	8.60

ROS					
	1 min	15x	26x	52x	156x
1 min	12.00	11.00	10.00	9.00	8.25
30 sec	9.60	8.80	8.00	7.20	6.60

- PROGRAM TIME RATES**
1 hr. 60.00 58.00 56.00 54.00 52.00 50.00
1/2 hr. 40.00 39.00 38.00 36.50 35.00 33.00
1/4 hr. 25.00 24.50 24.00 23.50 23.00 22.00
5 min. 15.00 14.75 14.50 14.25 14.00 13.75
Talent and Production charges not included.

KFAB

OMAHA

City of license, Omaha, Neb.
Considered by NBC Radio Network as their Lincoln-Omaha outlet.
See listing under Omaha, Neb.

Lincoln—KFOR—Continued

games. MUSIC: general popular featuring current hits, middle-of-the-road. Country and western show, 10-12 pm Sat night. Contact Representative for further details. Rec'd 2/23/68.

1. PERSONNEL

Exec. Vice-Pres.—Richard W. Chaplin.
General Manager—Roger T. Larson.
Operations Manager—Albert K. Mangum.

2. REPRESENTATIVES

Hometown Radio Grp.—McGavren-Guild—
FCW Radio, Inc.
Omaha, Lincoln, Kansas City—Paul "Red" Abels.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33b.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.

Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: *70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

(*) 4 weeks.
Affiliated with American Information Network.
Member: Home Town Radio Group, Stuart Broadcasting Company.

TIME RATES

No. 12 ET 7/1/69—Rec'd 6/4/69.

AA—Mon thru Sat 6-10 am, 11:45 am-1:15 pm & 4-7 pm.

A—Mon thru 10-11:45 am & 1:15-4 pm; Sun 6 am-7 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	15	12	14	11	10	8
12 ti	14	11	13	10	9	7
18 ti	13	10	12	9	8	6
24 ti	11	8	7	6	5	4

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS
(1/3AA, 1/3A, 1/3B)

18 ti	10	30	ti	9
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KLIN
1947

American Entertainment Ntwk.

PRO time sales inc.



Subscriber to the NAB Radio Code

Media Code 4 228 4875 4.00
Shurtliff-Scherr Broadcasting Corp., 400 S. 13th St.,
Lincoln, Neb. 68508. Phone 402-475-4567.

STATION'S PROGRAMMING DESCRIPTION

KLIN: Programmed for adults sign-on-sign-off.
NEWS: 6:45-7 am. Local news on hour, 5 min network news at :30, 2 news wagons, broadcast lines to
minuteman, Weather: official local weather all news-
casts and on quarter hour. Teletype and weather
bureau line. SPORTS: local emphasis. Play-by-play
university and high school games. Daily sportscast with
radio-TV sports director 7:30-7:35 am, 8-8:05 am,
5:05-5:15 pm. TALK: daily program open-end tele-
phone discussion 6:35-7:30 pm. Women's shows: 10-
10:30 am & 1:05-1:10 pm. AIR PERSONALITIES
all programs. Commercials: special remote broadcasts
available. Contact Representative for further details.
Rec'd 1/29/69.

1. PERSONNEL

General Manager—Marc Howard.
Production Director—Dave Geler.
News Director—Bandy Krumland.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30-1 am. CST.
Partial simulcast operation. Simulcast 5:30-9 am. For
non-simulcast facilities see KLIN-FM.

4. AGENCY COMMISSION

15/0 net time only; rendered monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b.

Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26,
28a, 29a.

Contracts: 40a, 42b, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Entertainment Network.

TIME RATES

Rates effective December 15, 1965. (Card No. 11.)
Card received January 26, 1966.

Class AA—6:30-9:00 am.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

	Class AA			Class A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
624 ti	5.90	4.90	4.05	4.50	3.50	2.70
312 ti	6.15	5.10	4.10	4.80	3.75	2.75
156 ti	6.45	5.25	4.25	5.05	3.90	2.85
260 ti	6.70	5.45	4.35	5.35	4.05	2.95
52 ti	7.25	5.85	4.50	5.85	4.50	3.10
26 ti	8.25	6.80	4.60	7.25	5.60	3.25

7. PACKAGE PLANS

ROS SATURATION PLANS

	1 min			30 sec		
	12 ti	25 ti	50 ti	12 ti	25 ti	50 ti
Per wk	56.55	113.45	222.30	40.50	81.45	159.10

10. SPECIAL FEATURES

NEWSCASTS AND SPORTSCAST

	Class AA			Class A		
	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min
312 ti	15.00	11.00	7.00	15.00	10.00	6.00
250 ti	17.00	12.00	7.50	15.00	11.00	6.50
156 ti	19.00	13.00	8.50	17.00	11.50	7.00
52 ti	21.00	15.00	9.50	19.00	13.50	8.00
26 ti	24.00	16.00	11.50	22.00	14.50	10.00

KLIN-FM

Media Code 4 228 4876 2.00
Shurtliff-Scherr Broadcasting Corp., 400 S. 13th St.,
Lincoln, Neb. 68508. Phone 402-475-4567.

1. PERSONNEL

General Manager—Marc Howard.
Production Director—Dave Geler.
News Director—Bandy Krumland.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

ERP 100,000 w.; 107.3 mc. Stereo.
Operating schedule: 5:30-1 am. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 9-
11 am. For simulcast facilities see KLIN.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

See KLIN listing for coded regulations.

TIME RATES

No. 1 ET 9/1/68—Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS

	1x		10x		25x		100x		250x		500x		1000x	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	10	9	8	7	6	5	4	3	2	1	1	1	1	1
30 sec	9	8	7	6	5	4	3	2	1	1	1	1	1	1

7. PACKAGE PLANS

SATURATION PACKAGES

	10 ti	20 ti	50 ti
1 min	10	8	142
30 sec	23	43	92

8. PROGRAM TIME RATES

	1x	10x	25x	100x	250x	500x	1000x
1 hr	75.00	68.00	61.00	47.00	40.00	33.00	28.00
1/2 hr	63.00	50.00	43.00	33.00	28.00	23.00	18.00
1/4 hr	31.00	28.00	25.00	19.00	16.00	13.00	10.00
5 min	14.50	13.00	11.50	8.50	7.00	5.50	4.00

KLMS

1949

Media Code 4 228 5070 1.00
Lincoln Broadcasting Co., Box 1804, Lincoln, Neb.
68501. Phone 402-489-3855.

1. PERSONNEL

Comm'l & Sta. Mgr.—Harvey Swenson.
Program Director—Les Thomas.
Operations Director—Ken Berz.

2. REPRESENTATIVES

Omaha—Soderlund Company.
St. Louis, Kansas City—Eugene F. Gray Co.
South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w.; 1480 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 11a, 12a, 18a, 14a, 15a, 15b, 16.

Basic Rates: 20b, 21b, 22a, 22b, 23b, 24a, 24c, 25a,
26, 27, 28a, 29a, 33a.

Contracts: 40, 41, 42d, 44a, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.

6. SPOT ANNOUNCEMENTS

No. 7 ET 1/1/69—Rec'd 1/29/69.

AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

CLASS AA

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	10.00	7.50	7.00	6.50	6.00

CLASS A

	1 min	30 sec	10 sec
1 min	8.00	7.50	7.00
30 sec	6.50	6.00	5.50
10 sec	5.00	4.50	4.00

All spots: 50% of applicable 1-min.
All spots regardless of length may combine for fre-
quency discounts.

26 wk—5%
52 consoc wk—10%

10. SPECIAL FEATURES

NEWSCASTS

	5 min	10 min
1 min	15.00	28.00
7 days	7.50	11.00

5-minute Newscasts include a 1-minute and a 30-
second spot.

10-minute Newscasts include a 2-minute and a 30-
second spot.

KWHG (FM)

1965
Media Code 4 228 5460 4.00
Capitol Broadcasting, Inc., 443 S. 13th St., Lincoln,
Neb. 68508. Phone 402-477-1353.

1. PERSONNEL

President—James E. Kamas.
Station Manager—Barton Lewis.

3. FACILITIES

ERP 25,000 w.; 102.7 mc. Stereo.
Operating schedule: 6:00 am-midnight Sun thru
Thurs; 6:00-2:00 am Fri and Sat. CST.
Antenna ht.: 125 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regu/w/ons

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20b, 21b, 23a, 24b, 29a.

Contracts: 40a, 44a.
Comb.; Cont. Discounts: 60b, 60c.
Cancellation: 70a, 70c, 71a.

Prod. Services: 82.
Affiliated with American FM Network.

TIME RATES

Rates effective June 1, 1965.
Rates received September 7, 1965.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec			10 sec		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1-250 ti	6.50	6.00	5.50	6.50	6.00	5.50	6.50	6.00	5.50
251-500 ti	6.75	6.25	5.75	6.75	6.25	5.75	6.75	6.25	5.75
501 or more ti	7.00	6.50	6.00	7.00	6.50	6.00	7.00	6.50	6.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1-26 ti	50.	40.	30.
27 or more ti	40.	30.	20.

WOW

OMAHA

City of license, Omaha, Neb.
Considered by CBS Radio Network as their Lincoln-
Omaha outlet.
See listing under Omaha, Nebraska.

McCOOK (2 AM)

Red Willow County—Map Location D-4
See SRDS consumer market map and data at begin-
ning of the State.

KBRL

1947

Mutual Network



Subscriber to the NAB Radio Code

Media Code 4 228 5655 9.00
The McCook Broadcasting Co., Box 371, 820-1/2 Nor-
ris Ave., McCook, Neb. 68001. Phone 345-2400.

STATION'S PROGRAMMING DESCRIPTION

KBRL: Programmed for general interest.
NEWS: 5 min every 30 min, news start, 6-7 am
farm news and weather reports, 7 am-noon music for
housewife, hints, quips, day-to-day topics, etc. Noon-
1 pm local and area news, live market reports from
major markets (cattle, hogs, sheep and grain). 1-2
pm country and western music. 2-6 pm topics and
music for afternoon. 6 pm sign-off programmed for
teenager. Contact Representative for further details.
Rec'd 7/26/67.

1. PERSONNEL

President—LeRoy W. Lenwell.

2. REPRESENTATIVES

Gill-Perma, Inc.
Omaha—Al Larson.
Mountain States—Bob Hix Co., Inc.

NEBRASKA

NORFOLK

Madison County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WJAG
1922



Subscriber to the NAB Radio Code
Media Code 4 228 6240 9.00
WJAG, Inc., Box 892, Norfolk, Neb., 68701. Phone 402-371-2432.

STATION'S PROGRAMMING DESCRIPTION
WJAG: Programmed for adults.
FARM: 6-9 am, 11:30 am-1:30 pm. Farm director and assistant produce 22-25 hours of farm programming weekly. 23 direct livestock and grain market broadcasts weekly. Current livestock, grain, and poultry markets broadcast throughout day. 11:30 am-1:30 pm poultry news, livestock and grain markets. Direct weather bureau broadcasts 3 times daily, news and farm meeting announcements. NEWS: on hour, 50 stringers. Emphasis on local and regional news. Mobile unit. MUSIC: middle-of-the-road, general popular music, showtunes, separate country and western and old time segments. SPORTS: reports twice daily. University football. Contact Representative for further details. Rec'd 10/27/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bob Thomas.
Asst. Mgr. & Sales Mgr.—Hollis Francis.
Farm Director—Gene Williams.
- REPRESENTATIVES**
Hometown Radio Grp.—McGavren-Guild—PGW Radio, Inc.
Kansas City, Omaha, Lincoln—Paul Abels.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 780 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 28a, 29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Beef Empire Stations; Home Town Radio Group.

TIME RATES

ET 7/1/69—Rec'd 6/23/69.
AA—Mon thru Sat sign-on-9 am, 11:30 am-1:30 pm & 4-7 pm. Fixed position or within hour segment.
Farm rotation plan—6-9 am, 11:30 am-1:30 pm & 4-7 pm. To be rotated at station's discretion.
A—9-11:30 am & 1:30-4 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	CLASS AA				
	1 MINUTE	15 SECS	30 SECS	45 SECS	1 HOUR
1 wk	16.00	15.75	15.50	15.25	15.00
13 wk	15.50	15.25	15.00	14.75	14.50
26 wk	15.00	14.75	14.50	14.25	14.00
52 wk	14.50	14.25	14.00	13.75	13.50

FARM ROTATION PLAN

1 wk	1 MINUTE				
	11-12	12-1	1-2	2-3	3-4
1 wk	14.00	13.75	13.50	13.25	13.00
13 wk	13.50	13.25	13.00	12.75	12.50
26 wk	13.00	12.75	12.50	12.25	12.00
52 wk	12.50	12.25	12.00	11.75	11.50

20/30 SECONDS

1 wk	1 MINUTE				
	11-12	12-1	1-2	2-3	3-4
1 wk	11.80	11.60	11.40	11.20	11.00
13 wk	11.40	11.20	11.00	10.80	10.60
26 wk	11.00	10.80	10.60	10.40	10.20
52 wk	10.60	10.40	10.20	10.00	9.80

8. PROGRAM TIME RATES

5 min	CLASS AA				
	1x	2x	3x	4x	5x
5 min	22	21	20	19	18
10 min	28	27	25	24	22
1/4 hr	39	38	35	33	31
1/2 hr	48	47	44	42	39
1 hr	84	80	78	71	67

CLASS A

5 min	CLASS A				
	1x	2x	3x	4x	5x
5 min	22	21	20	19	18
10 min	28	27	25	24	22
1/4 hr	39	38	35	33	31
1/2 hr	48	47	44	42	39
1 hr	110	105	99	94	88

NORTH PLATTE (2 AM)

Lincoln County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KNOP
1968



Subscriber to the NAB Radio Code
Media Code 4 228 6435 5.00

North Platte Television, Inc., Box 248, 414 N. Dewey, North Platte, Neb. 69101. Phone 308-532-1120.

- PERSONNEL**
President—Richard F. Shively.
General Manager—Harry D. Peck.
Station Manager—Darrall E. Beade.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
Regional—Soderlund Company.
South, Southwest—Mario Messina Company.
- FACILITIES**
1,000 w. days, 500 w. nights; 1410 kc.
Directional night only.
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 25b, 28a, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

ET 2/1/66—Rec'd 2/22/66.
Class AA—7:00-9:00 am and 11:45 am-1:15 pm.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	CLASS AA		CLASS A	
	1 MINUTE	15 SECS	30 SECS	45 SECS
1 wk	3.90	2.75	1.04	0.85
13 wk	4.15	2.90	0.92	0.75
26 wk	4.35	3.05	0.98	0.80
52 wk	4.60	3.20	1.04	0.86

8. PROGRAM TIME RATES

5 min	CLASS AA		CLASS A	
	1x	2x	3x	4x
5 min	3.90	2.75	1.04	0.85
10 min	4.15	2.90	0.92	0.75
1/4 hr	4.35	3.05	0.98	0.80
1/2 hr	4.60	3.20	1.04	0.86

10. SPECIAL FEATURES
NewsCast: 5 minutes at :30.
1/4 hr. 3. 5 min. 1.1.

KODY
1930

NBC Radio Network



Subscriber to the NAB Radio Code
Media Code 4 228 6631 1.00
KODY Radio, Inc., Box 1085, 308 W. 4th St., North Platte, Neb. 69101. Phone 308-532-3344.

- PERSONNEL**
President—Robert Lau.
General Manager—Joseph di Natale.
- REPRESENTATIVES**
Hometown Radio Grp.—McGavren-Guild—PGW Radio, Inc.
Kansas City, Omaha, Lincoln—Paul Abels.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight, CST.
- AGENCY COMMISSION**
15/0; payable when rendered.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: *70a, *70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Member: Home Town Radio Group.

- SPOT ANNOUNCEMENTS**
ET 7/1/69—Rec'd 6/4/69.
AA—6-9 am, 11:45 am-1:15 pm & 4-8 pm.
A—All other times.

DISCOUNT

PER WK:	CLASS AA			CLASS A		
	1 MIN	15 SECS	30 SECS	1 MIN	15 SECS	30 SECS
12 wk	12	10	11	9	8	9
18 wk	11	9	10	8	7	8
24 wk	10	8	9	7	6	7
10 sec: 50% of 1-min.						
52 wk—15%.						

OGALLALA

Keith County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KOGA
1954



Subscriber to the NAB Radio Code
Media Code 4 228 6825 7.00
Ogallala Broadcasting Corp., Box 509, 111 W. 4th St., Ogallala, Neb. 69153. Phone 308-284-3633.

- PERSONNEL**
General Manager—Ray H. Lockhart.
Program Director—Bob James.
- REPRESENTATIVES**
Mal Walton & Company, Inc.
- FACILITIES**
500 w. days; 930 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. MST.
15/0 on time only.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

Rates effective July 1, 1962. (Card No. 5.)
Rates received August 3, 1962.

- SPOT ANNOUNCEMENTS**
- | 1 time | 1 MINUTE | | 52 times | 5.50 |
|----------|----------|---------|-----------|------|
| | 15 SECS | 30 SECS | | |
| 13 times | 6.80 | 6.50 | 104 times | 5.90 |
| 26 times | 6.60 | 6.30 | 156 times | 4.50 |
- 1-time rate applies to all announcements in noon hour.
30 seconds—1/2 of 1-minute rate plus 50%.

OMAHA (7 AM; 5 PM)

(including Council Bluffs, Iowa)
Omaha, Douglas County, Neb.—Map location G-3
Council Bluffs, Pottawattomie County, Ia.—Map location G-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

KBON
1942
OMAHA



Subscriber to the NAB Radio Code
Media Code 4 228 7020 4.00
Division of Blaustein Industries, Inc., 511 S. 17th St., Omaha, Neb. 68102. Phone 402-342-8282.
STATION'S PROGRAMMING DESCRIPTION
KBON: Programmed for general interest.
5:30-6 am farm news, markets and weather. 6-9:15 am news and information, air personalities, weather, sports, news, culture. 9:15-9:55 am, want ads of air. 10 am-noon personality homemaker show, cooking,

guests, telephone conversation, news 10 min at :55. Noon-1:15 pm all news, sports, weather. 1:15-4 pm telephone conversation, guests, news 20 min at :55. 4-7:15 pm news, markets, sports, commentary network and local. 7-8 pm listener phone-in sports show. guests. 8-12M live sports broadcasts or listener phone-in sports show, guests. 12M-5:30 am music, jazz & big band. 5 man news department. 3 mobile units. SPORTS: pro-baseball, pro and college football and basketball, thoroughbred racing. Contact Representative for further details. Rec'd 1/10/69.

- PERSONNEL**
General Manager—Frank Scott.
Sales Manager—Donald Ferrazo.
News & Operations Mgr.—Bryce Brasel.

- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-Directional.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
15% on net time charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 22b, 23a, 25c, 27, 28a, 28c, 29a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47b, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 ET 3/1/68—Rec'd 2/23/68.
AA—Mon thru Sat 6-9 am & 4-7 pm
A—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.
B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				
	1 MINUTE	15 SECS	30 SECS	45 SECS	1 HOUR
1 wk	15.00	14.00	13.25	12.75	12.25
6 wk	14.00	13.00	12.25	11.75	11.25
12 wk	13.25	12.25	11.50	11.00	10.50
24+	12.75	11.75	11.00	10.50	10.00

30 SECONDS

1 wk	1 MINUTE				
	11-12	12-1	1-2	2-3	3-4
1 wk	12.00	11.20	10.80	10.20	9.30
6 wk	11.20	10.40	9.80	9.40	8.50
12 wk	10.20	9.40	8.80	8.20	7.30
24+	9.40	8.60	8.00	7.40	6.50

CLASS A

1 wk	1 MINUTE				
	11-12	12-1	1-2	2-3	3-4
1 wk	8.00	7.00	6.25	5.75	5.25
6 wk	7.50	6.50	6.00	5.50	5.00

30 SECONDS

1 wk	1 MINUTE				
	11-12	12-1	1-2	2-3	3-4
1 wk	6.40	5.60	5.00	4.60	4.20
6 wk	6.00	5.20	4.80	4.40	4.00

10 sec, when available: 50% of applicable 1-min. Fixed position or specific programs: AA rate.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—BTA

PER WK:	6 am-midnight			
	7-11	14-11	21-11	40-11
1 min	9.00	8.00	7.00	6.00
30 sec	7.20	6.40	5.60	4.80
PER MO:	50-11	75-11	100-11	150-11
1 min	6.00	7.00	6.00	5.50
30 sec	6.40	5.80	4.80	4.40
PER YR:	250x	500x	1000x	1500x
1 min	7.00	6.00	5.50	5.00
30 sec	5.80	4.80	4.40	4.00
Weekend, Fri 3 pm-Sun midnight:	10-11	20-11	30-11	40-11
1 min	6.00	5.50	5.00	4.50
30 sec	4.80	4.40	4.00	3.50

8. PROGRAM TIME RATES
(When available)

1 x	CLASS AA				
	1 HR	25 min	1/4 hr	10 min	5 min
1 x	135	90	48	35	24
26 x	128	86	45	33	23
52+	118	82	42	31	22

Fixed position or specific programs: AA rate. (Omaha continued on next page)

YOU'RE NOT DOING

YOUR FRIEND A FAVOR

... by passing along outdated copies of SRDS catalogs! You may be jeopardizing his job and your friendship. He can incur costly mistakes by preparing lists, estimates, etc., on the basis of data that no longer apply. Use only current copies of SRDS catalogs. Pass along only current copies.

G03A-2/



NEWS: 11 hours every day

SPORTS: Kansas City Royals and Omaha Royals
Baseball; Cornhusker Football and Mustang
Football; Creighton Basketball

TALK: Our phones turn you on.

KFAB

1924
OMAHA

Edward Potry & Co., Inc.

NBC Radio Network



Subscriber to the NAB Radio Code
Media Code 4 228 7215 0.00
KFAB Broadcasting Co., 5010 Underwood Ave., Omaha,
Neb. 68132. Phone 402-558-8000. TWX OM 84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lyell Bremser.
Station Manager—Ken Headrick.
General Sales Manager—E. R. Morrison.
- REPRESENTATIVES**
Edward Potry & Co., Inc.
- FACILITIES**
50,000 w.; 1110 kc. Directional—nighttime only.
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**
15/0 time, talent and service; due when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11d, 12d, 13d, 14d, 15c.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b,
32b.
Contracts: 40c, 42a, 43, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60g, 60i, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.
(*) Requires continuous advertising.
Affiliated with NBC.

TIME RATES

No. 1-68 Eff 0/1/68—Rec'd 8/2/68.
AA—Mon thru Sat 6-10 am & noon-1 pm; Mon thru
Fri 3-7 pm.
A—Mon thru Sat 10 am-noon; Mon thru Fri 1-3
pm; Sat 1-7 pm; Sun 6 am-7 pm.
B—All other times.

PER WK:	1 min.	30 sec.	10 sec.
1 min.	45.00	42.00	41.00
30 sec.	36.00	34.00	33.00
10 sec.	22.50	21.00	20.50

PER WK:	1 min.	30 sec.	10 sec.
1 min.	40.00	37.00	36.00
30 sec.	32.00	30.00	29.00
10 sec.	20.00	18.50	18.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
1 min 20/30
12 tl (5AA, 5A, 2B) 395 316
18 tl (8AA, 8A, 2B) 590 472
24 tl (10AA, 10A, 4B) 755 604
Must be scheduled equally over 7-day period and
with all weekly spots and programs.
Combinable with all weekly spots and programs.

8. PROGRAM TIME RATES
ERP 5 MIN: AA A B
1 tl 60 48 30
3 tl 87 46 28
5 tl 54 44 27
Spots include program talent or service charge, 7.50.

10. SPECIAL FEATURES
FARM FEATURE SPONSORSHIP
Mon thru Sat 6-8:30 am; Mon thru Fri noon-1 pm;
Sat noon-12:30 pm; 1 tl 3 tl 6 tl
3 min thru Sat 6:30-6 am: 48 45 42
8 min: 27 24 21
Minutes, 20/30-second spots, 5-minute programs and
features may combine to earn weekly frequency discount.
These, plus ID's, may combine on basis of
2 ID's equalling 1 longer spot.

CONSECUTIVE WEEKS DISCOUNT
52 wk—10%
Applied as earned. Applicable providing minimum
expenditure of 100.00 per week is maintained.

20. SPECIAL FEATURES
5 MINUTE NEWS
1x 26x 52x 104x 168x 260x 312x 500x
AA 52 40 38 36 34 32 30 28
A 42 40 38 36 34 32 30 28
B 27 26 25 24 23 22 21 20

KFAB-FM

1959
OMAHA



Subscriber to the NAB Radio Code
Media Code 4 228 7216 8.00
KFAB Broadcasting Co., 5010 Underwood Ave., Omaha,
Neb. 68132. Regent 8000. TWX OM 84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lyell Bremser.
Station Manager—Ken Headrick.
General Sales Manager—E. R. Morrison.
- REPRESENTATIVES**
Edward Potry & Co., Inc.
- FACILITIES**
ERP 115,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily, except from 2:00
-6:00 am Sun.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60c, 61a.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

Rates effective September 1, 1960.
Rates received July 8, 1960.
Class A—6:00-10:00 pm.
Class B—8:00 am-noon and 10:00 pm-midnight.
Class C—midnight-6:00 am.

6. SPOT ANNOUNCEMENTS

	FIXED POSITION		Class B	
	1 min. Sta. Brk.	1 min. Sta. Brk.	1 min. Sta. Brk.	1 min. Sta. Brk.
1 time	8.00	7.00	7.00	5.00
26 times	7.75	5.75	6.75	4.75
52 times	7.50	5.50	6.50	4.50
104 times	7.25	5.25	6.25	4.25
158 times	7.00	5.00	6.00	4.00
260 times	6.50	4.50	5.50	3.50
312 times	6.00	4.00	5.00	3.00
500 times	5.00	3.50	4.50	2.80

8. PROGRAM TIME RATES

	Class A		Class B	
	55 min.	1/2 hr.	55 min.	1/2 hr.
1 time	50.00	38.00	35.00	40.00
26 times	47.00	35.00	32.00	37.00
52 times	44.00	32.00	29.00	34.00
104 times	41.00	29.00	26.00	31.00
158 times	38.00	26.00	23.00	28.00
260 times	35.00	23.00	20.00	25.00
312 times	32.00	20.00	17.00	22.00

KOIL

1925
OMAHA

A Star Station
Independent

HR Representatives, Inc.



Subscriber to the NAB Radio Code
Media Code 4 228 7410 7.00
Central States Broadcasting, Inc., 8901 Indian Hills
Dr., Omaha, Neb. 68114. Phone 402-397-1290.

- PERSONNEL**
Chairman of the Board—Don W. Burden.
Vice-Pres. & Gen'l Mgr.—Donald E. Tawzer.
Chief Engineer—Gerald E. Weist.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 24b, 25a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60g.
In the event the advertiser contracts with the station
for additional broadcast time, the time rates and
discounts shown on the rate card on which this contract
is based shall apply to such additional time for a
period of 13 weeks from the effective date of any
revision of station time or discounts.
Plan announcements in all categories are combinable.
Plan announcements do not contribute toward frequency
or fixed position announcements.
Rate holders are not available.

TIME RATES

Eff 11/1/65—Rec'd 10/12/65.
AA—Mon thru Sat 6-8 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm & 7-11 pm; Sun 6 am-
10 pm.
B—All other times.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

	Plan	111	111
5:30-10 am	1	11	111
10 am-3 pm	12	8	6
3-7 pm	6	4	3
7 pm-midnight and/or weekends	12	8	6
PER WK, EA:	36 tl	24 tl	18 tl
1 min.	18	19	20

1-MINUTE ROTATING PLAN PACKAGES
PER WK: 36 tl 24 tl 18 tl 12 tl
AA 24.00 25.00 26.00 27.00
A 22.00 23.00 24.00 25.00
B 16.50 11.00 11.50 12.00

10. SPECIAL FEATURES

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	1 wk	4 wk	13 wk	26 wk
1 tl	8.50	8.00	7.50	7.00
7 tl	7.50	7.00	6.50	6.00
14 tl	6.50	6.00	5.50	5.00
21 tl	6.50	5.00	4.50	4.00

7. PACKAGE PLANS

50% of AA rates.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
SATURATION ROS PLANS
(52 wks)
Best Times Available (AA & A) 4.50 4.00 3.50

10. SPECIAL FEATURES

NEWS CAPSULES

	A	
	1/4 hr	1/2 hr
1 x	9.50	20.00
10 x	9.00	18.00
25 x	8.50	16.00
50 x	8.00	14.00
100 x	7.50	12.00
360 x	6.00	10.00
720 x	4.50	8.50
1095 x	6.00	8.00

KOOO
1957
A Mack Sanders Station
Media Code 4 228 7605 2.00
Pier-San of Nebraska Corp., Box 37, 102 N. 48th St.,
Omaha, Neb. 68132. Phone 402-556-6700.

- PERSONNEL**
President—Mack Sanders.
General Manager—Jim Treat.
- REPRESENTATIVES**
Vic Plann Associates, Inc.
- FACILITIES**
1,000 w.; 1420 kc. Directional.
- AGENCY COMMISSION**
15/0
- GENERAL ADVERTISING** See Coded Regulations
Rate Protection: 10b, 11b, 12b.
Affiliated with MRS Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective January 1, 1965. (Card No. 8.)
Card received December 21, 1964.

7. PACKAGE PLANS

PER WK:	Fixed Position		10 sec	
	1 min	30 sec	10 sec	10 sec
Less than 6 tl	15.00	12.00	7.50	42.00
6 tl	14.00	84.00	11.25	67.50
12 tl	12.75	153.00	10.25	123.00
18 tl	11.75	211.50	9.40	169.20
24 tl	10.75	258.00	8.60	206.40
30 tl	9.75	292.50	7.80	234.00

ROS

	ea	tot	ea	tot
6 tl	12.00	9.60	6.00	53.00
6 tl	11.00	88.00	8.80	52.80
12 tl	10.00	120.00	8.00	95.00
18 tl	9.00	162.00	7.20	129.60
24 tl	8.25	198.00	6.60	158.40
30 tl	7.50	225.00	6.00	180.00

13 cons. wks. 10% 20%
26 cons. wks. 15% 52 cons. wks. 25%

KOWH (FM)
1959
(formerly KQAL (FM))
OMAHA

Media Code 4 228 7801 7.00
The Starr Broadcasting Group, Inc., 7000 Dodge St.,
Omaha, Neb. 68132. Phone 402-556-8500.

- STATION'S PROGRAMMING DESCRIPTION**
KOWH(FM): Programmed for adults.
MUSIC: 100% pop music. Concerts, overtures and
encores 6 am-noon. Noon-1 pm showtunes. 1-2 pm
semi-classic. 2-6 pm concerts and overtures. 6-7 pm
showtunes. 7-8 pm semi-classic. 8-10 pm classical.
10 pm-12M jazz concert. Opera 2 pm Sat. NEWS:
am & 4 pm. Fine arts interview at 7:45 pm. Contact
Representative for further details. Rec'd 2/19/68.

- PERSONNEL**
President—Peter H. Starr.
General Manager—LeRoy Okerlund.
Program Director—Rick Stewart.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 100,000 w.; 94.1 mc.
Operating schedule: 6 am-midnight Mon thru Sat.
CST.
Antenna height: 510 ft. above average terrain.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
See KOZN listing for coded regulations.
Affiliated with MBS.
Affiliated with American FM Network.

TIME RATES

Eff 5/1/67—Rec'd 10/6/67.
AA—6 pm-midnight.
A—6 am-6 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	1 wk	4 wk	13 wk	26 wk
1 tl	8.75	8.25	7.75	7.25
7 tl	7.75	7.25	6.75	6.25
14 tl	6.75	6.25	5.75	5.25
21 tl	5.75	5.25	4.75	4.25

CLASS A
1 tl 7.25 6.25 5.75 5.25 4.75
7 tl 6.75 5.75 5.25 4.75 4.00
14 tl 5.75 4.75 4.25 3.75 3.25
21 tl 5.75 4.75 4.25 3.75 3.25

7. PACKAGE PLANS

SPECIAL PACKAGES
(52 week contract only)
105 announcements per wk (5,400) 6000.00
50 announcements per wk (2,600) 3000.00
29 announcements per wk (1,500) 2250.00

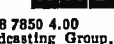
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 tl	52.00	35.00	20.00	9.00
13 tl	52.00	35.00	18.00	8.50
26 tl	50.00	31.00	17.00	8.00
52 tl	48.00	29.00	16.00	7.50
104 tl	46.00	27.00	15.00	7.00

10. SPECIAL FEATURES
Newcasts or features extra 20%.

KOZN

1922
OMAHA



Media Code 4 228 7850 4.00
The Starr Broadcasting Group, Inc., 7000 Dodge St.,
Omaha, Neb. 68132. Phone 402-556-8500.

- STATION'S PROGRAMMING DESCRIPTION**
KOZN: Programmed for adults.
Religious and educational 6-8:30 am. NEWS: 5 min
every :55, 3 min at :25. AIR PERSONALITIES
8:50 am-noon & 12:15 pm-1:15 pm. MUSIC: 100%
modern country. Noon-12:15 pm direct report from
livestock exchange. Features: stock market, beef fu-
tures, air force base report. Contact Representative
for further details. Rec'd 2/19/68.

- PERSONNEL**
President—Peter H. Starr.
General Manager—LeRoy Okerlund.
Program Director—Rick Stewart.
- REPRESENTATIVES**
Alan Turbet Associates, Inc.
- FACILITIES**
1,000 w. days; 660 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION**
15/0
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 6a, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KOVH (FM).
Affiliated with American Entertainment Network

TIME RATES

Eff 4/1/66—Rec'd 5/6/66.
AA—7-9 am, noon-1 pm & 4-6 pm
A—All other times.

6. SPOT ANNOUNCEMENTS

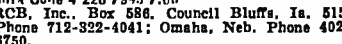
PER WK:	1 MIN:	1x	6x	12x	18x	24x	36x
AA	14.00	13.00	12.00	11.00	10.00	9.00	8.00
A	12.00	11.00	10.00	9.00	8.00	7.00	6.00

9. PARTICIPATING PROGRAMS
The Noon Time Farm Report—Adjacencies—add 10%
to Class AA.
The Joe Pyne Show—7:30-8:50 am—add 10% to
Class AA.

10. SPECIAL FEATURES
Newcasts: 5 minutes, hourly at :30, 5 times 75.00.

KRCB KRCB-FM

1947
COUNCIL BLUFFS, IOWA



Media Code 4 228 7995 7.00
KRCB, Inc., Box 586, Council Bluffs, Ia. 51501.
Phone 712-322-4041; Omaha, Neb. Phone 402-341-
8750.

- PERSONNEL**
President—James J. Conroy.
Vice-Pres. & Gen'l Mgr.—James R. Lowenbers.
Program Director—Mike Bethel.
- REPRESENTATIVES**
The Pyne Show—Southwest—Mario Messina Company.
- FACILITIES**
1,000 w. days; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Simulcast during AM operational hours.
FM-ERP 100,000 w. (horiz.). 100,000 w. (vert.):
98.5 mc.
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23b, 24a,

NEBRASKA

Omaha—KRCB, KRCB-FM—Continued

PER WK:	(*)	6	12	18	24	30	36	42
1 min.	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 sec.	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60
10 sec.	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25

13 wk—4%	28 wk—6%	52 wk—10%
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PER WK:	(*)	6	12	18	24	30	36	42
1 min.	10.00	9.00	8.00	7.00	6.00	5.00	4.00	3.00
30 sec.	8.00	7.20	6.40	5.60	4.80	4.00	3.20	2.40
10 sec.	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50

13 wk—4%	28 wk—6%	52 wk—10%
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1 hr.	100	95	90	80	70	60
1/2 hr.	60	55	50	45	40	35
15 min.	30	28	26	24	22	20

9. PARTICIPATING PROGRAMS
Nancy's Notebook—Mon thru Fri. Women's feature. 1 min, 14.00.
Polka Joe (Polish, American, Czech, German)—Sun 9 am-1 pm. AA rates apply.

10. SPECIAL FEATURES
Network availabilities—applicable rate plus 1.00.
Local availabilities—applicable rate plus 1.00.
THIS AGRICULTURE BUSINESS
Eddie Collins cattle and hog market predictions: 8:15-8:30 am. AA 1-minute rates apply.

WOW

1923
OMAHA

A Meredith Owned Station

CBS Radio Network

KATZ RADIO
WEST

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 6190 4.00
Meredith WOW, Inc., 3501 Farnam St., Omaha, Neb. 68131. Phone 402-346-3400. TELEX 910-622-0488.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Howard L. Stalnaker. Sta. & Sales Mgr.—Russell G. Gast. Program Manager—Ray Olson.

2. REPRESENTATIVES
Katz Radio, West.
New York—Sai Agovino, 245 Park Ave., New York, New York 10017.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
3,000 w.; 590 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/10 on time; program charges: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 23b, 24a, 24c, 27, 28a, 28b, 32a.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

Affiliated with Katz Radio A.I.D. Plan.
Advertisers will be billed on earned or anticipated earned rates. Exact times will be listed on billings for ROS buys. ROS buys will be billed "as ordered." Rates quoted are for time only, except 3-minute WOW reports where program costs are included in the rate. Station offers Feature Merchandising Service to advertisers who spend a minimum of 2,000 in a 13-week period. Details on request. Station may commit its station personalities (such as farm directors, sportscasters, DJ's etc.) exclusively to non-competitive advertisers when dollar volume and/or length of schedule warrants.

TIME RATES

No. 1-A ET 5/1/68—Rec'd 4/17/68.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—Mon thru Sat 9 am-noon & 1-4 pm; Sun 7 am-7 pm.
B—Mon thru Sat 5-8 am; Mon thru Sun 7-11 pm.
C—All other times.

WKLY:	CLASS B	6	12	18	24	30	36	42
1 min.	36.00	34.00	32.00	30.00	28.00	26.00	24.00	22.00
20/30 sec.	29.00	27.00	25.50	24.00	22.50	21.00	19.50	18.00
ID's	18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00

1 min.	28.00	26.00	24.00	23.00	22.00
20/30 sec.	22.00	21.00	19.00	18.50	17.50
ID's	14.00	13.00	12.00	11.50	11.00

1 min.	19.00	18.00	17.00	16.00	14.00
20/30 sec.	15.00	14.50	13.50	13.00	11.00
ID's	9.50	9.00	8.50	8.00	7.00

(*) Less than 6 weeks.
CLASS C
Minutes, station breaks and ID's may be combined for maximum frequency.

DISCOUNTS
52 wk—8%.
Spots adjacent to time in higher rate classifications are charged at rate of higher classification.

7. PACKAGE PLANS
BEST TIMES AVAILABLE ROS PLAN

PER WK:	1	6	12	18	24	30	36	42
1 min.	30	28	26	24	22	20	18	16
30 sec.	23	21	19	18	16	14	12	10
10 seconds	15	14	13	12	11	10	9	8

Regular and BTA Plan spots may be fully combined for frequency discount.

1 minute—150 words live.
30 seconds—75 words live.
10 seconds—25 words live.
No further discounts.

8. PROGRAM TIME RATES

1 hr.	55	50	45	40	35	30	25	20
1/2 hr.	43	40	37	34	31	28	25	22
15 min.	22	21	20	19	18	17	16	15

1 hr.	59	55	51	47	43	39	35	31
1/2 hr.	45	42	39	36	33	30	27	24
15 min.	23	22	21	20	19	18	17	16

(*) 3 minute Reports include program charges.
Class B—50% of Class AA.
Class C—50% of Class A.

Sunday only—Programs longer than 5-minutes take Class A rate.

PROGRAM AND/OR SERVICE CHARGES

1 hr.	7.50	10.00	15.00	30.00
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10. SPECIAL FEATURES
WOW News Reports—International, national, regional and local news available as 3, 5, 10 or 15-minute programs—8:00-8:10 am, 8:55-7:30 am and noon-12:30 pm and Traffic Hour News 5:00-6:00 pm—at applicable program rates.

WOW-FM

1961
OMAHA

NAB NAB FM B

Subscriber to the NAB Radio Code
Media Code 4 228 8191 2.00
Meredith Corp., 3501 Farnam St., Omaha, Neb. 68131. Phone 346-3400. TWX 910-822-0488.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Howard L. Stalnaker. Sta. & Sales Mgr.—Russell G. Gast. Program Manager—Ray Olson.

2. REPRESENTATIVES
Katz Radio, West.
New York—Sai Agovino, 245 Park Ave., New York, New York 10017.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
3,000 w.; 590 kc. Non-directional.
Operating schedule: 6 am-midnight daily. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WOW listing for coded regulations.

TIME RATES

1 min.	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.00
10 times	10.00	9.00	8.00	7.00	6.00	5.00	4.00	3.00
25 times	9.00	8.00	7.00	6.00	5.00	4.00	3.00	2.00
100 times	7.00	6.00	5.00	4.00	3.00	2.00	1.00	1.00
250 times	6.00	5.00	4.00	3.00	2.00	1.00	1.00	1.00
500 times	5.00	4.00	3.00	2.00	1.00	1.00	1.00	1.00
1,000 times	4.00	3.00	2.00	1.00	1.00	1.00	1.00	1.00

O'NEILL

Holt County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KBRX

1955

Subscriber to the NAB Radio Code
Media Code 4 228 8385 0.00
Hanchland Broadcasting Co., Box 150, KBRX Bldg., O'Neill, Neb. 68763. Phone 336-1612.

1. PERSONNEL
Manager—Gilbert Poesa.
2. REPRESENTATIVES
Broadcast Associates.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
All rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 42b, 44a, 47a, 48, 51b.
Comb.; Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: National AgRadio Groups, Inc.

TIME RATES

1 min.	3.45	3.20	2.95	2.70	2.45	2.20	1.95	1.70
26 times	3.15	2.90	2.65	2.40	2.15	1.90	1.65	1.40
30 sec.	2.85	2.60	2.35	2.10	1.85	1.60	1.35	1.10
104 times	2.55	2.30	2.05	1.80	1.55	1.30	1.05	0.80

ORD

Valley County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KNLV

1965

Media Code 4 228 6450 2.00
Loup Valley Broadcasting Co., Box 273, 103 N. 16th, Ord, Neb. 68862. Phone 402-728-3263.

1. PERSONNEL
General Manager—Andy Andersen. Sales Manager—Allan Bundy.

3. FACILITIES
1,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-8 pm. CST.

4. AGENCY COMMISSION
15/10; time only. Monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 23a, 24b, 29a.
Contracts: 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 71a, 73b.

TIME RATES

1 min.	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95
30 sec.	2.75	2.60	2.45	2.30	2.15	2.00	1.85	1.70

6. SPOT ANNOUNCEMENTS
1 hr. 1/2 hr. 1/4 hr. 10 min 5 min
1 x 29.00 17.00 10.75 8.50 6.00
13 x 28.50 16.75 10.50 8.40 5.90
26 x 27.00 16.50 10.25 8.25 5.80
52 x 26.00 15.50 9.75 7.75 5.30
104 x 24.00 15.00 9.50 7.50 5.20
158 x 22.00 14.00 9.00 7.00 4.80
280 x 20.00 13.00 8.50 6.50 4.40
312 x 18.00 12.00 8.00 6.00 4.00
Frequency discount on spots or programs, but not on a combination of the two.

No. L-2 ET 8/15/66—Rec'd 4/15/68.

SCOTTSBLUFF (3 AM; 1 FM)

(including Terrytown)
Scotts Bluff County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

KEYR

1961

Media Code 4 220 8580 6.00
Western Nebraska Broadcasting Co., Box 1263, Scottsbluff, Neb. 69361. Phone 308-632-4119.

1. PERSONNEL
Manager—G. W. "Doc" Embree.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—John L. McGuire & Co.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
1,000 w. days; 690 kc. Directional.
Operating schedule: Sunrise to local sunset. MST.

4. AGENCY COMMISSION
15% on net time; no cash discounts.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: Nebraska Rural Radio Stations.

TIME RATES

1 min.	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec.	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50

7. PACKAGE PLANS
FIXED POSITION PACKAGES
6 hr or less 12 ti 18 ti 24 ti 30 ti
1 min. 5.00 4.50 4.00 3.50 3.00
30 sec. 5.00 4.50 4.00 3.50 3.00
1 minute, 30 second and 10 second spots may be combined to earn a higher discount rate. Program and spots may be combined to earn larger discounts on spots only.

YEARLY DISCOUNTS ON PACKAGES
26 wk—10%
8. PROGRAM TIME RATES
1 hr. 50 48 46 44 42 40
1/2 hr. 65% of hour. 10 min: 35% of hour
1/4 hr: 40% of hour. 5 min: 25% of hour.

KNEB

1947

SCOTTSBLUFF

Subscriber to the NAB Radio Code
Media Code 4 228 8775 2.00
Platte Valley Broadcasting Corp., Box 239, 2110 Broadway, Scottsbluff, Neb. 69361. Phone 632-7121.

1. PERSONNEL
President—Russell M. Stewart.
Vice-President—Byron R. Joachim.
General Manager—George H. Haskell.
General Manager—George H. Haskell.

2. REPRESENTATIVES
Grant Webb & Company.

3. FACILITIES
1,000 w. days; 500 w. nights; 960 kc.
Directional—separate patterns.
Operating schedule: 5:15 am-midnight. MST.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 20b, 21a, 21c, 22a, 22b, 23a, 24a, 25a, 27, 28b, 29c, 32a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

1 time	48.00	32.00	16.00	7.00
13 times	45.60	30.40	15.20	6.85
26 times	43.20	28.80	14.40	6.30
52 times	40.80	27.20	13.60	5.95
78 times	39.00	26.00	12.80	5.60
156 times	38.00	24.00	12.0	

Scottsbluff—K O L T—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11g, 12g, 13h, 14h, 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b,
 25a, 26, 28a, 28c, 29a, 29b, 32a, 33b.
 Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47e,
 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60g, 62a, 62b.
 Cancellation: 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS.
 Member: Home Town Radio Group.

TIME RATES

No. 14 Eff 7/1/69—Rec'd 5/26/69.
 AA—Mon thru Sat 6-9 am, 11:45 am-1:15 pm & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		6 tl	12 tl	18 tl	24 tl
PER WK:					
1 min	13	12	11	10	
30 sec	11	10	9	8	

CLASS A		12	11	10	9
1 min	12	11	10	9	
30 sec	10	9	8	7	

10 sec: 50% of 1-min.

DISCOUNTS

52 wk—15%.
 All spots regardless of length, combine for frequency; schedules do not have to run consecutively to earn number-of-weeks frequency.
 Hatcholder: minimum of 2 per week and ID's may not be used.

8. PROGRAM TIME RATES

1x	13x	26x	52x	104x	156x	260x
1 hr	80	78	76	72	68	64
1/2 hr	60%	of hour.	10 min:	25%	of hour.	
1/4 hr	85%	of hour.	5 min:	20%	of hour.	

SIDNEY

Cheyenne County—Map Location B-3
 See SRDS consumer market map and data at beginning of the State.

KSID

1952

Subscriber to the NAB Radio Code
 Media Code 4 228 91655-00
 KSID Radio Inc., Legion Park, Sidney, Neb. 68162.
 Phone 254-5803.

1. PERSONNEL

Pres. & Gen'l Mgr.—David W. Young.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1340 kc.
 Non-directional.

Operating schedule: 6:00 am-10:30 pm weekdays;
 8:00 am-10:30 pm Sun. MST.

4. AGENCY COMMISSION

15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 26, 28b,
 28c, 29a, 33a.
 Contracts: 40a, 44a, 44b, 45, 46, 47a, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60a, 61a,
 Cancellation: 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.
 Member: Intermountain Network.

TIME RATES

Rates effective October 1, 1952.
 Rates received October 6, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

CLASS A
 (6:30-9:00 am and noon-1:00 pm)

1 hr. 1/2 hr. 1/4 hr. 5 min. Ann.

1 time... 40.00 24.00 16.00 8.00 4.00

13 times... 39.00 23.40 15.80 7.80 3.90

26 times... 38.00 22.80 15.20 7.60 3.80

52 times... 37.00 22.20 14.80 7.40 3.70

104 times... 36.00 21.60 14.40 7.20 3.60

CLASS B		(6:00-6:30 am, 9:00 am-noon and 1:00-10:30 pm)		
1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time...	30.00	18.00	12.00	6.00
13 times...	29.25	17.55	11.70	5.85
26 times...	28.50	17.10	11.40	5.70
52 times...	27.75	16.65	11.10	5.55
104 times...	27.00	16.20	10.80	5.40

SUPERIOR

Nuckolls County—Map Location F-4
 See SRDS consumer market map and data at beginning of the State.

KRFS

1959

Subscriber to the NAB Radio Code
 Media Code 4 228 9360-2.00
 The Valley Broadcasting Co., Box 100, Superior,
 Neb. 68978. Phone 402-879-3207.

1. PERSONNEL

Pres. & Sta. Mgr.—Robert J. Kelly.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

500 w.; 1600 kc. Non-directional.

Operating schedule: 6:00 am-sunset Mon thru Sat;
 8:00 am-5:00 pm Sun. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 18.
 Basic Rates: 20b, 21c, 22b, 23a, 24b, 25a, 27, 28b,
 29c, 29a, 30, 33a.
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 47e, 49,
 51a.
 Comb.: Cont. Discounts: 60b, 60f, 61b, 62d.
 Cancellation: 70b, 70d, 71b, 72, 73b.
 Prod. Services: 82.
 Affiliated with KBS Radio Network.

TIME RATES

No. R-2 Eff 1/1/63—Rec'd 9/28/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec

1 x..... 3.50 3.00 104 x..... 2.80 2.10

13 x..... 3.30 2.90 156 x..... 2.60 1.90

26 x..... 3.20 2.80 208 x..... 2.40 1.80

39 x..... 3.10 2.70 260 x..... 2.20 1.70

52 x..... 3.00 2.50 312 x..... 2.00 1.45

78 x..... 2.90 2.30 365 x..... 1.90 1.35

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x..... 30.00 22.50 12.50 8.55 5.70

13 x..... 29.00 21.40 11.85 8.15 5.40

26 x..... 28.00 20.25 11.20 7.85 5.10

39 x..... 26.50 19.15 10.60 7.25 4.80

52 x..... 25.00 18.00 9.90 6.80 4.50

78 x..... 23.50 16.75 9.25 6.30 4.25

104 x..... 22.00 15.75 8.70 5.85 3.95

156 x..... 20.00 14.50 8.00 5.40 3.25

260 x..... 18.00 10.50 5.50 4.45 2.80

312 x..... 16.50 9.00 5.00 4.00 2.50

TERRYTOWN

Scottsbluff County—Map Location B-2
 See SRDS consumer market map and data at beginning of the State.

See Scottsbluff
 (including Terrytown)

VALENTINE

Cherry County—Map Location C-2
 See SRDS consumer market map and data at beginning of the State.

KVSH

1961

NAB

RAB

Subscriber to the NAB Radio Code
 Media Code 4 228 9555 7.00
 Valentine Broadcasting Co., Valentine, Neb. 69201.
 Phone 402-376-2400.

1. PERSONNEL

Manager—Larry Russell.

Vice-President—Bob Thomas.

Farm Director—Wally Bazyn.

2. REPRESENTATIVES

Hometown Radio Grp.—McGavren-Guild—
 PGW Radio, Inc.

Kansas City, Omaha, Lincoln—Paul Abels,
 Mountain States—Bob Hix Co., Inc.

3. FACILITIES

5,000 w. days; 940 kc. Non-directional.

Operating schedule: 6 am-local sunset daily. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 20b, 21a, 22b, 23a, 25a, 28a, 29a, 33b.
 Contracts: 40a, 41, 45, 48, 47, 49, 50, 51b.
 Comb.: Cont. Discounts: 60f, 61a, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Member: Beef Empire Stations; Home Town Radio Group.

TIME RATES

Eff 5/1/65—Rec'd 5/5/65.

AA—6-9 am & 11:45 am-1:15 pm.

A—All other times.

7. PACKAGE PLANS

CLASS AA
 (1 minute)

PER WK: 1 tl 8 tl 12 tl 18 tl 24 tl

1 wk..... 6.00 5.85 5.70 5.55 5.40

13 wk..... 5.75 5.60 5.45 5.30 5.15

28 wk..... 5.50 5.35 5.20 5.05 4.90

52 wk..... 5.25 5.10 4.95 4.80 4.65

CLASS A

1 wk..... 5.50 5.35 5.20 5.05 4.90

13 wk..... 5.25 5.10 4.95 4.80 4.65

26 wk..... 5.00 4.85 4.70 4.55 4.40

52 wk..... 4.75 4.60 4.45 4.30 4.15

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

CLASS AA

1/4 hr 5 min 1/4 hr 5 min

1 tl..... 22.15 13.85 156 tl..... 16.60 10.50

26 tl..... 19.95 12.40 260 tl..... 15.50 9.25

52 tl..... 18.85 11.85 312 tl..... 15.00 8.40

104 tl..... 17.75 11.25

CLASS A

1 tl..... 15.50 9.70 156 tl..... 11.60 7.35

26 tl..... 13.95 8.70 260 tl..... 10.85 6.50

52 tl..... 13.20 8.30 312 tl..... 10.50 5.90

104 tl..... 12.45 7.90

WAYNE

Wayne County—Map Location F-2
 See SRDS consumer market map and data at beginning of the state.

KTCH

1968

Media Code 4 228 9650 6.00
 Wayne Radio, Inc., KTCH Bldg., Wayne, Neb. 68787.
 Phone 402-375-3700.

1. PERSONNEL

Sta. & Sales Mgr.—Robert J. Wilson.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

500 w.; 1600 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 4a, 5, 6a, 8.
 Rate Protection: 10i, 12i, 13i, 14i, 15b.
 Basic Rates: 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28a,
 29a, 29b, 30.
 Contracts: 40a, 44a, 44b, 45.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES

No. R-5 Eff 1/1/67—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 260x 312x

(*) 5.00 4.75 4.50 4.25 4.00 3.75 3.25 3.00

(*) 1 min or less.

8. PROGRAM TIME RATES

1 x..... 1/4 hr 5 min 1/4 hr 5 min

1 x..... 15.50 7.50 104 x..... 10.85 5.25

13 x..... 14.75 7.10 156 x..... 10.00 4.85

26 x..... 14.00 6.75 260 x..... 8.50 4.15

52 x..... 12.35 6.00 312 x..... 7.75 3.75

YORK

York County—Map Location F-4
 See SRDS consumer market map and data at beginning of the State.

KAWL

1954

Media Code 4 228 9750 4.00
 Prairie States Broadcasting Co., Inc., KAWL Bldg.,
 York, Neb. 68467. Phone 362-4433.

1. PERSONNEL

Pres. & Gen'l Mgr.—M. L. Gleason.

Station & Sales Mgr.—Glen C. Pfening.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

500 w.; 1370 kc. Non-directional.

Operating schedule: 6:00 am-local sunset Mon thru
 Sat; 8:00 am-5:00 pm Sun. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a.
 Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c,
 62b, 42c.
 Cancellation: 71a, 73a.

TIME RATES

Rates effective February 1, 1960. (Card No. R4.)

Card received February 29, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/4 hr 5 min 1/4 hr 5 min

1 time..... 15.50 7.50 104 times..... 10.85 5.25

13 times..... 14.75 7.10 156 times..... 10.00 4.85

26 times..... 14.00 6.75 260 times..... 8.50 4.15

52 times..... 12.35 6.00 312 times..... 7.75 3.75

104 times..... 11.60 5.25 312 times..... 7.75 3.75

NEVADA

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

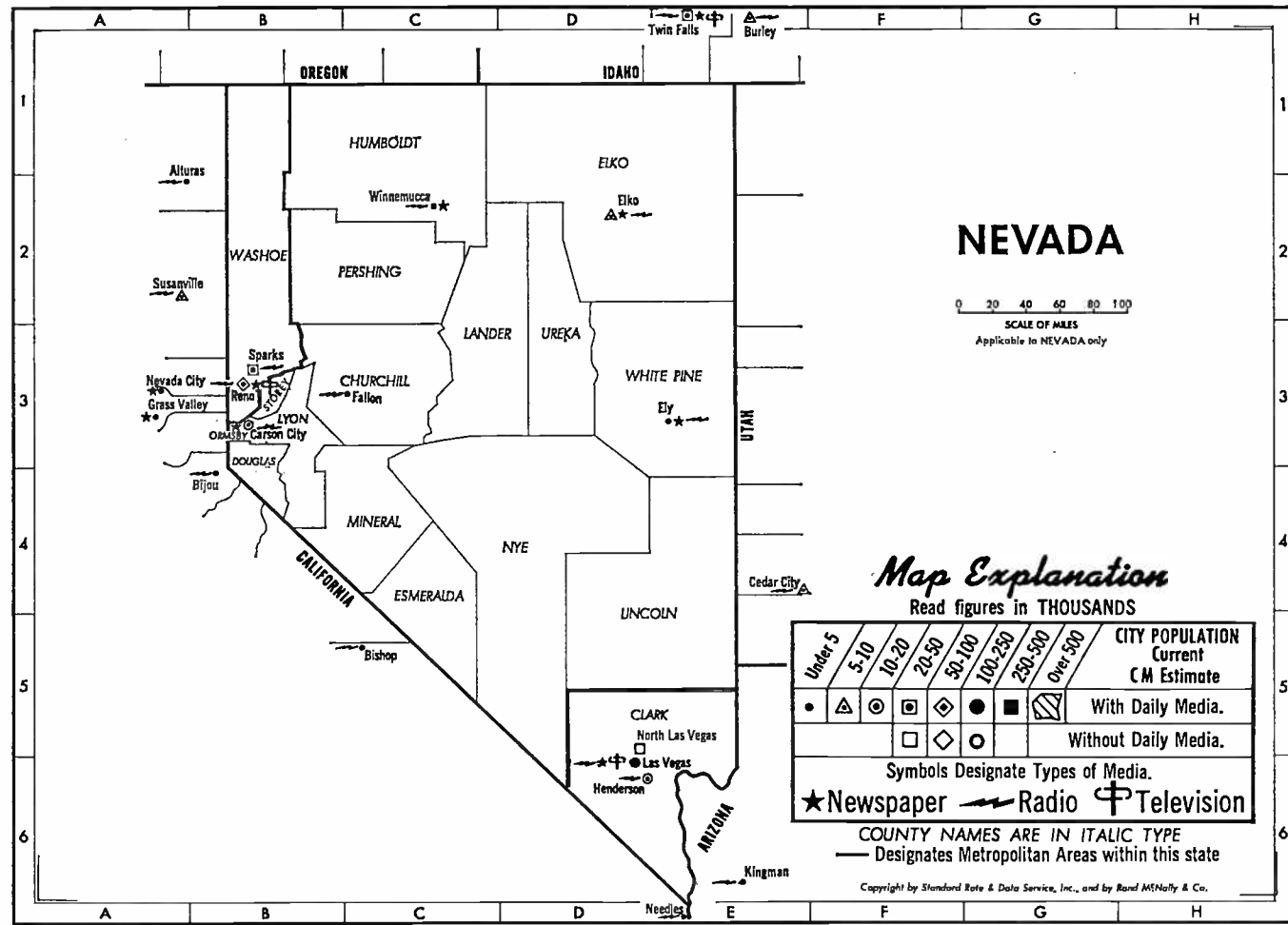
(January 1, 1969)

STATE TOTAL..... 26,500
 METRO AREAS Reno 3,100
 Las Vegas 21,900 Total Metros..... 25,000

NEVADA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.
 Carson City—Ormsby Las Vegas—Clark North Las Vegas—Clark Reno—Washoe Sparks—Washoe

ESTIMATES FOR:	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)
	STATE	COUNTY—Map Loc.	Population (000)	Households (000)	Per Household (\$)	Total Retail Sales (\$000)	Food (\$000)	Drug (\$000)	General Mdee. (\$000)	By Selected Store Types (\$000)			Auto-motive (\$000)	Service Station (\$000)				
City	Metropolitan Area	1/1/69 (000)	1/1/69 (000)						Apparel (\$000)	Home Furn. (\$000)								
NEVADA STATE																		
TOTALS		467.7	151.18	1,517,086	10,035	925,831	6,124	194,803	45,353	104,607	56,090	39,546	198,164	96,018	225.71	10.1	65,774	
CHURCHILL C-3†		11.0	3.33	27,171	8,159	20,847	6,260	4,209	973	3,156	506	512	5,980	1,671	4.22	2.3	8,015	
CLARK D-5†		261.4	83.81	739,242	8,820	489,145	5,836	101,679	21,473	60,433	33,431	23,537	104,639	47,523	123.33	1.0	2,655	
Las Vegas		153.8	52.10	464,592	8,917	474,422	9,485	89,534	20,179	54,766	32,839	23,144	99,932	35,922	123.33	-----	-----	
Las Vegas Metro Area		261.4	83.81	739,242	8,820	489,145	5,836	101,679	21,473	60,433	33,431	23,537	104,639	47,523	123.33	-----	-----	
North Las Vegas		30.3	9.10	88,931	9,773	11,705	1,286	5,391	304	2,660	972	-----	2,660	972	-----	-----	-----	
DOUGLAS B-3		4.7	1.56	17,037	10,921	12,106	7,760	1,300	764	1,350	262	-----	1,656	1,137	4.35	6	3,431	
ELKO D-1		12.2	3.90	56,308	14,438	33,047	8,474	7,358	1,130	549	2,273	907	7,241	6,872	5.82	1.7	13,510	
ESMERALDA C-4		.3	.12	3,762	31,350	438	3,650	-----	-----	-----	-----	-----	-----	260	.26	.2	334	
EUREKA D-3		.8	.29	2,756	9,503	1,207	4,162	391	-----	59	-----	-----	-----	211	203	.33	2	1,739
HUMBOLDT C-1		5.7	1.89	28,968	15,327	17,540	9,280	2,974	876	489	821	422	3,112	4,262	2.88	.7	7,735	
LANDER C-3		1.5	.48	5,074	10,571	3,577	7,452	223	241	30	184	-----	629	1,313	.98	.1	1,531	
LINCOLN E-4		.8	.26	7,502	28,854	5,210	20,038	1,131	340	535	72	-----	1,093	1,326	.99	.1	1,176	
LYON B-3		7.7	2.39	20,281	8,486	14,067	5,886	2,771	434	817	540	120	3,345	1,197	3.14	.9	8,736	
MINERAL C-4†		6.3	1.86	22,395	12,040	10,178	5,472	3,740	258	446	123	492	2,011	1,435	3.04	.1	166	
NYE D-4		5.6	1.94	19,610	10,108	7,660	3,948	1,521	125	919	238	-----	1,732	1,636	2.86	.5	2,812	
ORMSBY B-3		11.2	3.30	38,893	11,786	23,096	6,999	6,335	1,256	431	1,414	221	4,460	2,982	6.99	.1	354	
Carson City		11.8	3.95	27,638	6,997	22,316	5,650	6,335	1,256	427	1,414	221	4,460	2,830	-----	-----	-----	
PERSHING C-2		3.0	1.08	14,646	13,561	6,017	5,571	491	265	77	149	-----	1,360	1,529	1.24	.4	5,814	
STOREY B-3		.6	.21	1,901	9,052	1,425	6,786	231	100	-----	-----	-----	100	100	.44	-----	68	
WASHOE B-2†		125.0	41.68	479,759	11,511	263,695	6,327	55,197	16,406	34,067	15,815	12,883	55,110	21,059	60.76	.8	5,018	
Reno		75.5	27.47	333,194	12,129	226,599	8,249	46,605	14,793	33,112	15,560	12,574	54,368	16,575	-----	-----	-----	
Reno Metro Area		125.0	41.68	479,759	11,511	263,695	6,327	55,197	16,406	34,067	15,815	12,883	55,110	21,059	60.76	-----	-----	
Sparks		25.0	7.56	83,559	11,053	31,773	4,203	10,026	-----	-----	-----	-----	3,179	3,989	-----	-----	-----	
WHITE PINE E-3		9.9	3.08	31,781	10,319	16,576	5,382	5,252	689	1,249	262	452	5,585	1,513	4.08	.4	2,680	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

CARSON CITY

Ormsby County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KRWL

(formerly KPFL)
1955

Media Code 4 229 0400 3.00
Carson City Broadcasting Corp., Box 653, Carson City, Nev. 89701. Phone 702-882-1318.

- PERSONNEL**
General Manager—Gene W. Robinson.
Traffic Manager—Betty "B.J." Backlund.
Chief Engineer—T. D. Webster.
- FACILITIES**
5,000 w. days, 500 w. nights; 1300 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25b, 28a, 28c, 29b, 30.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47e, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective January 1, 1965. (Card No. 4)
Card received February 22, 1965.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
1 ti	4.70	3.85	300 ti	4.50	3.65
25 ti	4.65	3.80	500 ti	4.45	3.60
50 ti	4.60	3.75	700 ti	4.40	3.55
100 ti	4.55	3.70	1000 ti	4.35	3.50

8. PROGRAM TIME RATES		1/2 hr 1/4 hr 5 min	
1 ti	40.00	20.00	10.00
13 ti	38.00	19.50	9.50
26 ti	36.00	19.00	9.00
52 ti	34.00	18.50	8.50
104 ti	32.00	18.00	8.00
156 ti	30.00	17.50	7.50
260 ti	28.00	17.00	7.00

ELKO

Elko County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KELK

1948

Media Code 4 229 0800 4.00
Elko Broadcasting Co., Box 790, 1800 Idaho St., Elko, Nev. 89801. Phone 702-738-7118.

STATION'S PROGRAMMING DESCRIPTION
KELK: Programmed for general interest.
MUSIC: middle-of-the-road music all segments except as otherwise noted. NEWS: network on hour. Additional news on half hour during drive time. Local news 5 times daily. Specialty segments: noon-1 pm, except Sun, country and western music, agriculture news and markets, farm and home features, extended newscast. SPORTS: live coverage of all high school sports activities. 7 pm-10 pm M-Sat, rock and roll request program. Announcements of area interest, weather information and time broadcast throughout day. Basque language program Sun 12:15-1:30 pm. Contact Representative for further details. Rec'd 2/24/69.

- PERSONNEL**
President—Chris Sheerin.
General Manager—D. Ray Gardner.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1270 kc.
Non-directional.
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 71b, 73a.
Prod. Services: 82.
Length of commercial copy:
5 minutes 1:30 min.
10 minutes 2:30 min.
Affiliated with American Information Network.
Member: Intermountain Radio Network.

TIME RATES

No. 5 Eff 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS		1x 15x 26x 52x 104x 156+				
1 min	7.50	7.15	6.75	6.40	6.00	5.65
30 sec	6.00	5.65	5.25	4.90	4.50	4.15

7. PACKAGE PLANS		SPECIAL HITCHERS	
12 sec, less than 100, ea	2.50	100	225.50
Within 30 days			

8. PROGRAM TIME RATES		1x 15x 26x 52x 104x 156+				
1 hr	48.75	45.00	41.25	38.25	35.25	
1/2 hr	31.50	28.50	27.75	26.25	24.75	23.25
1/4 hr	20.25	18.75	17.25	15.75	14.25	12.75
5 min	13.50	12.75	12.00	11.25	10.50	9.75

ELY

White Pine County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KELY

1950

Subscriber to the NAB Radio Code
Media Code 4 229 1200 6.00
White Pine Broadcasting Co., Box 600, Ely, Nev. 89301. Phone 702-264-2077.

STATION'S PROGRAMMING DESCRIPTION
KELY: Programmed for general interest.
6 air personalities encompass entire operation. News and weather 7 times daily. MUSIC 85%: 80% albums, 25% singles, featuring middle-of-the-road music, classical, country and western, current hits. News 10%: local, state, national and international. 2 sports shows daily, local sports, women's show and nursery notes. Extended national and area weather reports. Other programming 5%. Rec'd 7/19/67.

- PERSONNEL**
Owner & Mgr.—David I. Hansen.
- FACILITIES**
250 w. days; 1230 kc. Non-directional.
Operating schedule: 6 am-6 pm Mon-Sat. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 81, 82.

TIME RATES

Rates effective July 1, 1965.
Card received October 4, 1965.

6. SPOT ANNOUNCEMENTS		(*) (†) (‡)	
1 time	4.00	2.40	1.60
18 times	3.75	2.25	1.50
28 times	3.50	2.10	1.40
52 times	3.25	1.95	1.30
104 times	3.00	1.80	1.20
156 times	2.75	1.65	1.10
260 times	2.50	1.50	1.00

(*) 1 minute or 140 words.
(†) 30 seconds or 70 words.
(‡) 10 seconds or 15 words.

7. PACKAGE PLANS

WEEKLY PACKAGE PLAN
(1 minute)

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
10 times	25.00	23.50	22.00	20.50
20 times	47.00	44.00	41.00	38.00
30 times	66.00	61.50	57.00	52.50
60 times	123.00	114.00	105.00	96.00
90 times	171.00	157.50	144.00	130.50

(30 seconds)		(10 seconds)	
10 times	15.00	14.00	13.00
20 times	28.00	26.00	24.00
30 times	36.00	33.00	30.00
60 times	72.00	68.00	60.00
90 times	99.00	90.00	84.00

8. PROGRAM TIME RATES		1 hr. 1/2 hr. 1/4 hr. 5 min.		
1 time	20.00	12.00	8.00	6.00
13 times	19.00	11.40	7.60	5.70
26 times	18.00	10.80	7.20	5.40
52 times	17.00	10.20	6.80	5.10
104 times	16.00	9.60	6.40	4.80
260 times	15.00	9.00	6.00	4.50

WEEKLY PROGRAM PACKAGE

6 days per week:	18 wks.	26 wks.	52 wks.
1 hour	66.00	60.00	54.00
1/2 hour	38.00	36.00	32.40
1/4 hour	26.40	24.00	21.60
5 minutes	19.80	18.00	16.20

5 days per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hour	60.00	55.00	50.00	45.00
1/2 hour	33.00	30.00	27.00	24.00
1/4 hour	24.00	22.00	20.00	18.00
5 minutes	18.00	16.50	15.00	13.50

3 days per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hour	39.00	36.00	33.00	30.00
1/2 hour	23.40	21.60	19.80	18.00
1/4 hour	15.60	14.40	13.20	12.00
5 minutes	11.70	10.80	9.90	9.00

FALLON (1 AM; 1 FM)

Churchill County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KVLV

1957

Subscriber to the NAB Radio Code
Media Code 4 229 1600 7.00
Lahontan Valley Broadcasting Co., Gummow Dr., Gardon City (subdivision), Fallon, Nev. 89406. Phone 702-423-2243.

- PERSONNEL**
Manager—Lester W. Pearce.
- FACILITIES**
5,000 w. days; 980 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset daily. PST.
- AGENCY COMMISSION**
15/0 time only; due when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62e.
Cancellation: 70c, 71b, 73a.
Any 30-second or 1-minute spot contracted for broadcast on KVLV will be duplicated on KVLV-FM at no extra charge.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective _____
Rates received March 4, 1966.

6. SPOT ANNOUNCEMENTS		1 min 30 sec			
1 ti	4.00	3.00	480 ti	3.00	2.25
30 ti	3.80	2.85	720 ti	2.80	2.10
60 ti	3.60	2.70	960 ti	2.60	1.95
120 ti	3.40	2.55	1200 ti	2.40	1.80
360 ti	3.20	2.40			

7. PACKAGE PLANS		(To be used in 1 month or less)			
20 ti	3.10	2.50	90 ti	2.80	2.20
30 ti	3.00	2.40	120 ti	2.70	2.10
45 ti	2.95	2.35	150 ti	2.60	2.00
60 ti	2.90	2.30	210 ti	2.50	1.90

8. PROGRAM TIME RATES		(To be used in 7 days)			
25 ti	2.70	2.10	50 ti	2.50	1.90

8. PROGRAM TIME RATES		1x 15x 26x 52x 104x 156x 270x					
1 hr	30.00	27.00	25.50	24.50	24.00	23.75	23.00
1/2 hr	18.50	15.50	15.00	14.75	14.50	14.25	14.00
1/4 hr	10.75	9.25	9.75	9.25	8.75	8.25	7.50
5 min	6.00	5.50	5.25	5.00	4.75	4.50	4.25

AM-FM COMBINED
Combined rates, less 20%.

KVLV-FM

1966
Media Code 4 229 1601 5.00
Lahontan Valley Broadcasting Co., Gummow Drive, Gardon City (subdivision), Fallon, Nev. 89406. Phone 702-423-2243.

- PERSONNEL**
Manager—Lester W. Pearce.
- FACILITIES**
ERP 2,900 w.; 99.3 mc.
Operating schedule: 6 am-10 pm daily.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; due when rendered.
- GENERAL ADVERTISING** See coded regulations
See KVLV listing for coded regulations.
In combination with KVLV. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff _____ Rec'd 4/26/67.

6. SPOT ANNOUNCEMENTS		10 ti 20 ti 30 ti 60+			
1 min	3.00	2.00	1.85	1.70	1.50
30 sec	2.00	1.50	1.35	1.25	1.15

8. PROGRAM TIME RATES		1 hr 1/2 hr	
1 hr	12	1/4 hr	7
1/2 hr	7		

HENDERSON

Clark County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KTOO

1956

Media Code 4 229 2000 9.00
KTOO Broadcasting Co., Inc., Bank of Las Vegas Bldg., Henderson, Nev. 89015. Phone 702-563-1280.

- PERSONNEL**
President—Hank Crosby.
General Manager—Duke Hoover.
Program Director—Bob Joyce.
- REPRESENTATIVES**
East, Midwest—Vic Plano Associates, Inc. West Coast—Ewing/Radio.
- FACILITIES**
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. PST.
- AGENCY COMMISSION**
15% on time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 22a, 24b, 24c, 25c, 26, 28b, 28c, 29a, 29b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Country Music Network.

TIME RATES

No. 5 Eff 6/1/67—Rec'd 8/31/67.

AA—6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		CLASS AA				
1 min	6.00	5.50	5.25	4.75	4.25	4.00
30 sec	4.80	4.40	4.20	3.80	3.40	3.20

CLASS A		CLASS B				
1 min	5.00	4.75	4.50	4.25	3.75	3.50
30 sec	4.00	3.80	3.60	3.40	3.00	2.80

10 sec: 50% of 1-min.

7. PACKAGE PLANS		CLASS AA		
PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	5.50	5.25	5.00	4.75
30 sec	4.40	4.20	4.00	3.80

CLASS A		CLASS B		
1 min	4.75	4.50	4.25	3.75
30 sec	3.80	3.60	3.40	3.00

8. PROGRAM TIME RATES		1 hr 1/2 hr 1/4 hr 10 min 5 min			
1 x	100.00	60.00	40.00	22.50	15.00
52 x	90.00	55.00	37.50	21.50	15.00
104 x	80.00	50.00	35.00	20.50	14.00
156 x	70.00	45.00	32.50	19.50	13.00
208 x	60.00	40.00	30.00	18.50	12.00
260 x	50.00	35.00	27.50	17.50	11.00
312 x	40.00	30.00	25.00	16.50	10.00

NEVADA

LAS VEGAS (6 AM; 4 FM)

Clark County—Map Location D-5.
See SRDS consumer market map and data at beginning of the State.

KENO

1940

Media Code 4 229 2400 1.00
Lotus Broadcasting Corp., Radio Center, Flamingo & Paradise Rds., Las Vegas, Nev. 89109. Phone 702-735-2611.

- PERSONNEL**
President—Howard A. Kalmenson.
General Manager—Albert Filson.
National Sales Director—Norman Posen.
- REPRESENTATIVES**
Advertising Sales West.
Eastern, Midwestern—Jack Masla & Co., Inc. Los Angeles—KWKW, 6233 Hollywood Blvd., Hollywood, Calif. 90028. Phone 213-465-6171.
San Francisco—Sandberg-Glenn Company.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1480 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.

NEVADA

Las Vegas—KLUC, KLUC-FM—Cont'd

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 44, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.
FM sold and programmed separately from sunset to midnight; FM sold in conjunction with AM from sunrise to sunset.

TIME RATES

ET 10/1/68—Rec'd 8/19/68.

6. SPOT ANNOUNCEMENTS	
PER WK:	14 18 24 30 36 42
1 wk	10.00 9.50 9.00 8.50 8.00 7.50
13 wk	9.50 9.00 8.50 8.00 7.50 7.00
26 wk	9.00 8.50 8.00 7.50 7.00 6.50
52 wk	8.50 8.00 7.50 7.00 6.50 6.00

30/20 sec: 80% of above. 10 sec: 50% of above.

8. PROGRAM TIME RATES									
1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	10 hr
1 hr	80.00	76.00	72.00	68.00	64.00	60.00	56.00	52.00	48.00
1/2 hr	48.00	45.00	42.00	40.00	38.00	36.00	33.00	30.00	28.00
1/4 hr	32.00	30.00	28.00	27.00	25.00	24.00	22.00	20.00	18.00
10 min	24.00	22.00	21.00	20.40	19.20	18.00	16.80	15.60	14.40
5 min	16.00	15.20	14.40	13.80	12.80	12.00	11.20	10.40	9.60

KORK

1951

RAB

Media Code 4 229 3600 5.00
Southwestern Broadcasting Co., 1950 Sandhill Rd., Las Vegas, Nev. 89104. Phone 702-737-5511.

1. PERSONNEL
President—Donald W. Reynolds.
Vice-Pres. & Gen'l Mgr.—Robert N. Ordonez.
Office Manager—Ruth Ann Waite.

2. REPRESENTATIVES
McGavren-Gullid-PGW Radio, Inc.

3. FACILITIES
1,000 w. days, 225 w. nights; 820 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24a, 26a, 28a, 29a.
Contracts: 40a, 42a, 44, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a.
Member: All-Cal Sales Network.
For combination rates see KOLA, Reno.
KORK, KORK-FM combination earns 10% discount from total cost on both stations.

TIME RATES

ET 9/1/68—Rec'd 3/3/69.

AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS	
PER WK:	14 18 24 30 36 42
1 wk	8.50 8.00 7.50 7.00 6.50 6.00
13 wk	8.00 7.50 7.00 6.50 6.00 5.50
26 wk	7.50 7.00 6.50 6.00 5.50 5.00
52 wk	7.00 6.50 6.00 5.50 5.00 4.50

8. PROGRAM TIME RATES									
1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	10 hr
1 hr	104x	156x	260x	312x	624x	1000x	2000x	3000x	4000x
1 min	8.55	8.55	8.50	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	7.10	6.85	6.65	6.40	6.00	5.80	5.50	5.20	4.90
10 sec	4.45	4.30	4.15	4.00	3.75	3.50	3.15	2.90	2.75

KORK-FM

1961

Media Code 4 229 3601 3.00
Western Communications, Inc., Box 2927, 1950 Sandhill Rd., Las Vegas, Nev. 89104. Phone 702-737-5511.

1. PERSONNEL
President—Donald W. Reynolds.
Vice-Pres. & Gen'l Mgr.—Robert N. Ordonez.

2. REPRESENTATIVES
McGavren-Gullid-PGW Radio, Inc.

3. FACILITIES
ERP 44,000 w.; 97.1 mc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See KORK listing for coded regulations.
KORK, KORK-FM combination earns 10% discount from total cost on both stations.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 6/69—Rec'd 6/3/69.

6. SPOT ANNOUNCEMENTS	
PER WK:	14 18 24 30 36 42
1 wk	5.50 5.00 4.50 4.25 4.00 3.50
13 wk	5.00 4.50 4.00 3.75 3.50 3.00
26 wk	4.50 4.00 3.50 3.25 3.00 2.75
52 wk	4.00 3.50 3.00 2.75 2.50 2.25

7. PACKAGE PLANS	
1 MINUTE—ROS	30 sec
1 wk	4.50 4.00
13 wk	4.00 3.50
26 wk	3.50 3.00
52 wk	3.00 2.50

KRAM

1947

NAB

A Sovereign Station
Subscriber to the NAB Radio Code
Media Code 4 229 4000 7.00
Sovereign Broadcast, Inc., 5441 Paradise Rd., Las Vegas, Nev. 89109. Phone 702-736-1920.

1. PERSONNEL
Vice-President—Robert D. Hanna.
General Manager—Lee Roger Shoblom.
Program Director—Dave Kuschler.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: American Entertainment Network.

TIME RATES

No. 3 ET 8/1/69—Rec'd 8/1/69.

AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS	
PER WK:	14 18 24 30 36 42
1 min	10 9 8 7 6 5
30 sec	8 7 6 5 4 3

7. PACKAGE PLANS	
PER MO:	100 11 200 11
1 min	4 30 sec 4 30
10 sec	50% of 1-min.

KRGN (FM)

1963

NAB

Media Code 4 229 4400 9.00
Glday Broadcasting Co., 850 E. Sahara Ave., Las Vegas, Nev. 89105. Phone 702-735-4611.

STATION'S PROGRAMMING DESCRIPTION
KRGN (FM) MUSIC: entire music format utilizes Hit Parade '69 programming service-pop standards. Top 40, rock and current hit music, 24 hours a day, 7 days a week. Network news aired every hour from 7:15 am-8:15 pm. Contact Representative for further details. Rec'd 8/27/69.

1. PERSONNEL
President—Donald S. Gilday.
Vice-President—Angelina Gilday.
Sales Manager—Jack Gilday.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 20,000 w.; 101.9 mc. Stereo.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15/0 time only.



Listen.
K-RAM's got a
new format...
Modern Country.
24 HOURS A DAY
K-RAM
RADIO 1340 AM
5441 Paradise Road (702) 736-1920

A Sovereign Broadcast Station
represented nationally by
Alan Torbet Associates, Inc.

American
Entertainment Network

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 24b, 26, 28b.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Maximum length of copy: 12 minutes per hour.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/69—Rec'd 4/4/69.

6. SPOT ANNOUNCEMENTS	
PER WK:	14 18 24 30 36 42
1 min	10.00 9.50 9.00 8.50 8.00 7.50
20/30 sec	8.50 8.00 7.50 7.00 6.50 6.00

(* 1-min spots and hourly newscast program sponsorship offered at same rate. Time and positioning guaranteed as requested when available.)

7. PACKAGE PLANS	
PER WK:	14 18 24 30 36 42
1 min	7.00 6.50 6.00 5.50 5.00 4.50
30 sec	5.00 4.50 4.00 3.50 3.00 2.50

8. PROGRAM TIME RATES									
1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	10 hr
1 hr	48.00	45.00	42.00	38.00	35.00	31.50	28.00	24.50	21.00
1/2 hr	29.50	28.50	27.50	25.00	23.50	21.50	19.50	17.50	15.50
1/4 hr	21.00	19.00	17.00	15.30	13.80	12.30	10.80	9.30	7.80
10 min	17.00	15.30	13.80	12.50	11.25	10.15	9.15	8.15	7.15
5 min	13.50	12.15	10.94	9.85	8.85	7.75	6.75	5.75	4.75

KULA (FM)

1966

Media Code 4 229 4500 4.00
Las Vegas Electronics, Inc., Castaways Hotel, Las Vegas, Nev. 89109. Phone 702-735-8644.

1. PERSONNEL
General Manager—Bat Henderson.
Program Director—Johnny Gunn.
National Sales Manager—Len C. Smith.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
ERP 27,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 179 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KVEG.

4. AGENCY COMMISSION
15/0 time only; payable 30 days.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
AM facilities: KVEG.

TIME RATES

Rates are identical to KVEG. See that listing.

KVEG

1962

Country & Western

NAB

Media Code 4 229 4800 0.00
Las Vegas Electronics, Inc., Castaways Hotel, Las Vegas, Nev. 89109. Phone 702-735-8644.

STATION'S PROGRAMMING DESCRIPTION
KVEG: Programmed for general audience.
MUSIC: country and western 100%. NEWS: 5 min on half hour, headlines on hour. Traffic reports, time signals, and weather reports frequently throughout broadcast day. AIR PERSONALITIES handle all segments, and taped commercials by them are interchangeable. Personalities available for remote broadcasts, store openings, shopping center sales, etc. Contact Representative for further details. Rec'd 7/28/67.

1. PERSONNEL
General Manager—Bat Henderson.
Program Director—Johnny Gunn.
National Sales Manager—Len C. Smith.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
500 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KULA (FM).

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a.
Contracts: 40a, 46, 50, 51a.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.
Prod. Services: 80, 82.
FM facilities: KULA (FM).

TIME RATES

ET 1/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS	
1 min	150x 260x 520x 1040x 1500x
1 min	8.50 8.25 7.70 7.15 6.60
30 sec	6.60 6.05 5.50 4.95 4.40

7. PACKAGE PLANS	
1 min	10 11 15 20 30
1 min	9.35 8.55 7.95 7.70 6.80
30 sec	7.15 6.35 5.75 5.50 4.95

10. SPECIAL FEATURES	
5 min	150x 208x 260x 312x 520x
5 min	18.50 17.00 16.50 15.50 14.50
3 min	11.55 10.75 10.50 9.90 9.00

RENO (6 AM; 2 FM)

(including Sparks)

Washoe County—Map Location B-2
See BIDS consumer market map and data at beginning of the State.

KBET

1946

Media Code 4 229 5200 2.00
R. L. Stoddard/dba Sierra Broadcasting Co., Mapes Hotel, Box 1170, Reno, Nev. 89504. Phone 702-322-4501.

1. PERSONNEL
Owner-Manager—Robert L. Stoddard.
Sales Manager—W. L. States.

2. REPRESENTATIVES
The Sandberg-Glenn Company.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6:00-1:00 am daily. PST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62e.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with KBS and CBS.

TIME RATES

ET 12/1/67—Rec'd 11/28/67.

6. SPOT ANNOUNCEMENTS	
PER WK:	14 18 24 30 36 42
1 min	4.50 4.25 4.00 3.75 3.50 3.25
20/30 sec	3.20 3.00 2.80 2.60 2.40
10 sec	2.00 1.90 1.80 1.70 1.60

7. PACKAGE PLANS									
1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	10 hr
1 hr	40.00	38.00	36.00	35.00	34.00	33.00	32.00	31.00	30.00
1/2 hr	24.00	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00
1/4 hr	16.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00
5 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00

KBUB

1960

RAB

Media Code 4 229 5600 3.00
KBUB Inc., Box 1270, 910 Glendale Rd., Sparks, Nev. 89431. Phone 702-358-8211.

1. PERSONNEL
President—Lisle Sheldon.
Vice President—Alan C. Lisser.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26a, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 6 ET 5/1/69—Rec'd 5/1/69.

7. PACKAGE PLANS	
PER WK:	14 18 24 30 36 42
1-14 1/2 hr	12.00 8.40 5.85 5.00 4.20 3.90
21 1/2 hr	10.00 7.00 4.90 4.00 3.20 2.90
28 1/2 hr	8.00 5.80 3.95 3.00 2.20 2.95
35 1/2 hr	7.00 4.90 3.45 2.50 1.80 2.

Reno—K C B N—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48,
51a, 51b.
Comb.: Cont. Discounts: 60c, 60f, 60h, 61b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Eastman.

TIME RATES

ET 1/1/69—Rec'd 12/2/68.

PER WK:	70 ti	35 ti	28 ti	21 ti	14 ti	7 ti
1 min.	6.30	7.50	8.10	8.40	8.70	9.00
30 sec.	5.04	6.00	6.48	6.72	6.96	7.20
15 sec.	3.78	4.50	4.86	5.04	5.22	5.40
PER MO:	300 ti	150 ti	120 ti	90 ti	60 ti	30 ti
1 min.	8.90	7.10	7.70	8.00	8.30	8.60
30 sec.	5.00	5.96	6.44	6.68	6.92	7.16
15 sec.	3.56	4.28	4.64	4.82	5.00	5.18
PER YR:	2060x	1040x	520x	260x	104x	
1 min.	5.90	6.50	7.10	7.70	8.30	
30 sec.	4.70	5.18	5.66	6.14	6.62	
15 sec.	3.52	3.98	4.24	4.60	4.96	

10. SPECIAL FEATURES

NEWS
1x 25x 52x 104x 260x
5 min. 13.20 12.00 10.80 8.40 8.00
2-1/2 min. 9.60 9.00 8.40 7.80 7.20
5 minutes includes 90-second spot. 2-1/2 minutes includes 50-second spot.

K NEV (FM)

1953

RENO

NAB

Media Code 4 229 6400 7.00
Everett B. Cobb, 1100 Klitzke Lane, Reno, Nev.
89502. Phone 702-322-2127.

1. PERSONNEL

General Manager—Everett B. Cobb.
Sales Manager—Robert L. Sablin.

2. REPRESENTATIVES

The Sandberg-Glenn Company.

3. FACILITIES

ERP 50,000 w.; 95.5 mc. Stereo.
Operating schedule: 7 am-11 pm daily. PST.

4. AGENCY COMMISSION

15%: 5% discount by 20th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4b, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b,
24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
51a.
Comb.: Cont. Discounts: 60h, 60i, 61b.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES

No. 10 ET 5/1/68—Rec'd 5/23/68.

PER WK:	70 ti	35 ti	28 ti	21 ti	14 ti	7 ti
1 min	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS	1 min	30 sec	10 sec
1 daily Mon thru Sat, per mo.	75	50	20

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 x	33.00	26.00	18.00	13.50
13 x	30.00	24.00	16.00	12.00
26 x	27.00	21.00	14.00	10.50
52 x	24.00	18.00	12.00	9.00
100 x	21.00	15.00	10.00	7.50
250 x	18.00	12.00	8.00	6.00
500 x	15.00	9.00	6.00	4.50
1000 x	10.00	5.00	4.00	3.00

10. SPECIAL FEATURES

MUSICAL PROGRAMS
(1 Daily)
PER MO: 1 hr 1/2 hr 1/4 hr 10 min
*6 min *4 min *3 min *2 min
Mon thru Fri 220 140 110 80
Sat or Sun 80 60 40 30
(* Commercial time.)

KOH

1928

RENO

A McClatchy Beeline Station

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 229 6600 0.00
McClatchy Broadcasting, Reno, Nev. 89505. Phone
702-323-5106. TWX 702-358-0252.
NOTE: Address correspondence to Box 2271, Reno,
Nev. 89505.

1. PERSONNEL

Manager—Hewitt Kees.

2. REPRESENTATIVES

Katz Radio, West.
McClatchy Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 630 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a,
26, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48,
51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Member: Beeline, McClatchy.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 25A ET 3/15/69—Rec'd 5/12/69.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat *6-10 am; Mon thru Fri noon-
1 pm & 3:30-7 pm.
A—Mon thru Fri 10 am-noon, 1-3:30 pm & 7-8 pm.
B—All other times.
(* Advertiser may choose 6-9 am or 7-10 am.)
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti
AA 10.00 9.50 9.00 8.50 8.00
A 8.00 7.50 7.00 6.50 6.00
B 6.50 6.00 5.50 5.00 4.50
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS
AA—Mon thru Sat *6-10 am; Mon thru Fri noon-
1 pm & 3:30-7 pm.
A—Mon thru Fri 10 am-noon, 1-3:30 pm & 7-8 pm.
B—All other times.
(* Advertiser may choose 6-9 am or 7-10 am.)
PER WK, 1 MIN: TAP I
12 ti (6AA, 6B) 78 24 ti (12AA, 12B) 132
18 ti (9AA, 9B) 108
TAP II
12 ti (4AA, 4A, 4B) 68 24 ti (8AA, 8A, 8B) 112
18 ti (6AA, 6A, 6B) 93
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

AA—6-9 am, noon-1 pm & 4-7 pm.
A—9 am-noon, 1-4 pm & 7-8 pm.
All other times (after 8 pm). Rates on request.
CLASS AA
1 hr 26x 52x 104x 156x 260x 312x
1/2 hr 15 30 60 90 150 180
1/4 hr 8 16 32 48 80 96
10 min 4 8 16 24 40 48
5 min 2 4 8 12 20 24
(* 10.50.)
CLASS A
15% discount on above rates.

10. SPECIAL FEATURES

NEWS & FARM CHARGES
(Fully commissionable)
Ea 1/2 hr 1/4 hr 10 min 5 min
12.50 7.50 6.00 3.50
COMBINABILITY
All spots, regardless of length or classification, may
be combined for discounts.
Spots and programs may not be combined for dis-
counts.

KOLO

1946

RENO

RAB

Media Code 4 229 7200 0.00
Western Broadcasting Co., Box 821, El Cortes Hotel,
239 W. 2nd St., Reno, Nev. 89504. Phone 702-
786-0920. TWX RENO 38.

STATION'S PROGRAMMING DESCRIPTION
KOLO: Programmed for general interest of adults
aged 20-45.
MUSIC: middle-of-the-road music with personality
format. NEWS: local on hour, network on half hour,
7:30 am, noon & 5:10 pm, 20 min news summaries—
national, regional, local, sports, stock market reports
and weather. News department, mobile remote unit,
production facilities. 18 commercial minutes per
hour. Contact Representative for further details.
Rec'd 4/30/69.

1. PERSONNEL

President—Donald W. Reynolds, Sr.
Vice-Pres. & Gen'l Mgr.—Stan Welsberger.
General Sales Manager—Pat Ritchie.

2. REPRESENTATIVES

McGavren-Guild-PGW Radio, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 920 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a,
26, 27, 28b, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a,
48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

ET 9/1/68—Rec'd 3/9/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat and
Sun all day.

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	8.50	6.80	4.25	7.25	5.80	3.65
10 ti	8.00	6.40	4.00	6.75	5.40	3.40
20 ti	7.50	6.00	3.75	6.25	5.00	3.20
30 ti	7.00	5.60	3.50	5.75	4.60	2.90

PER YR:	104x	156x	260x	312x	624x	1000x	2000x
1 min	9.85	8.55	8.30	8.00	7.50	7.00	6.80
30 sec	7.10	6.85	6.40	6.00	5.80	5.05	
10 sec	4.45	4.30	4.15	4.00	3.75	3.50	3.15

KOLO/KORK, LAS VEGAS, COMBINATION RATES

6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat &
Sun all day.
CLASS AA
PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec
1 ti 15.30 12.25 7.65 13.00 10.45 6.60
10 ti 14.50 11.50 7.20 12.10 9.80 6.20
20 ti 13.50 10.80 6.75 11.25 9.10 5.80
30 ti 12.60 10.10 6.30 10.40 8.30 5.30
PER YR: 104x 156x 260x 312x 624x 1000x 2000x
1 min 15.90 15.40 14.90 14.40 13.60 12.40 11.30
30 sec 12.80 12.30 12.00 11.50 10.80 10.10 9.10
10 sec 8.00 7.70 7.50 7.20 6.80 6.30 5.70

KONE

1953

RENO

Media Code 4 229 7600 1.00
Lotus Radio Corp., 325 West St., Reno, Nev. 89505.
Phone 702-329-9261.

1. PERSONNEL

President—Howard A. Kalmenson.
General Manager—David T. Newman.
National Sales Director—Norman Posen.

2. REPRESENTATIVES

New York, Chicago, Dallas—Jack Masla & Co., Inc.
Atlanta—Dora-Clayton Agency, Inc.
San Francisco—Advertising Sales West.
Los Angeles—Lotus Theatre Corp.

3. FACILITIES

250 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 61.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 1 ET 9/7/67—Rec'd 9/20/67.
6. SPOT ANNOUNCEMENTS
7x 26x 52x 156x 312x 624x 1000x
1 min 5.00 4.50 4.00 3.50 3.00 2.75 2.50
30 sec 3.25 3.00 2.75 2.50 2.25 2.15 2.00
10 sec: 50% of 1-min.
Fixed spot times have 15 minute float on either side
of stated time.

7. PACKAGE PLANS

SATURATION PACKAGES
PER WK: 28 ti 35 ti 42 ti 49 ti 56 ti 70 ti
PER DAY: 4 ti 5 ti 6 ti 7 ti 8 ti 10 ti
1 min 3.00 2.80 2.60 2.70 2.80 2.90
30 sec 2.25 2.20 2.15 2.10 2.05 2.00
Minimum contract 4 weeks.

10. SPECIAL FEATURES

5-minute Newcasts, ea. 9.50
Sportline Sponsorship, ea. 5.00

KSRN (FM)

1956

RENO

Media Code 4 229 8000 3.00
RAESCO, Inc., Ponderosa Hotel, 515 S. Virginia,
Reno, Nev. 89501. Phone 702-786-1045.

STATION'S PROGRAMMING DESCRIPTION
KSRN (FM): Programmed for adults and young
adults.
5 air personalities encompass entire operation. Middle-of-
the-road music format, with 5 min news headlines
every 2 hours beginning at 7 am, supplemented by
one 10 min newcast at 10 pm. 6-10 am popular
music. 10 am-noon women's show, fashions, inter-
views, discussion, popular music. Noon-6 pm, popular
music. 6 pm-12M semi-classic and popular music.
MUSIC policy: 95% albums, 1 selection from each to
insure variety, 5% singles limited to current middle-
of-the-road popular. COMMERCIAL POLICY: Limited
to 8 minutes total per hour. Contact Representative
for further details. Rec'd 3/10/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carl E. Hollif.
Sales Manager—Mrs. Martha I. Boyd.
News Director—Don White.

2. REPRESENTATIVES

Radio Time Sales/International.

3. FACILITIES

ERP 25,000 w.; 104.5 mc. Stereo.
Operating schedule: 6 am-midnight.
Antenna ht.: 2980 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL RATE POLICY

ET—Rec'd 5/25/67.

6. SPOT ANNOUNCEMENTS	1x	52x	104x	260x	520x	780x	1040x
1 min	6.00	5.75	5.50	5.00	4.75	4.50	4.25
30 sec	4.80	4.60	4.40	4.00	3.80	3.60	3.40
15 sec	3.60	3.45	3.30	3.00	2.85	2.70	2.55

7. PACKAGE PLANS	1 ti	15 ti	25 ti	35 ti	50 ti
1 min	6.00	5.00	4.75	4.50	4.25
30 sec	4.80	4.00	3.80	3.60	3.40
15 sec	3.60	3.00	2.85	2.70	2.55

Spots on weekly frequency must run within a 7-day period.

WEEKLY CONTRACT DISCOUNTS

Advertiser may deduct following discounts for firm contracts:

13 wks—5%	28 wks—10%	52 wks—15%
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8. PROGRAM TIME RATES

1 hr	13x	26x	52x	104x	260x

NEW HAMPSHIRE

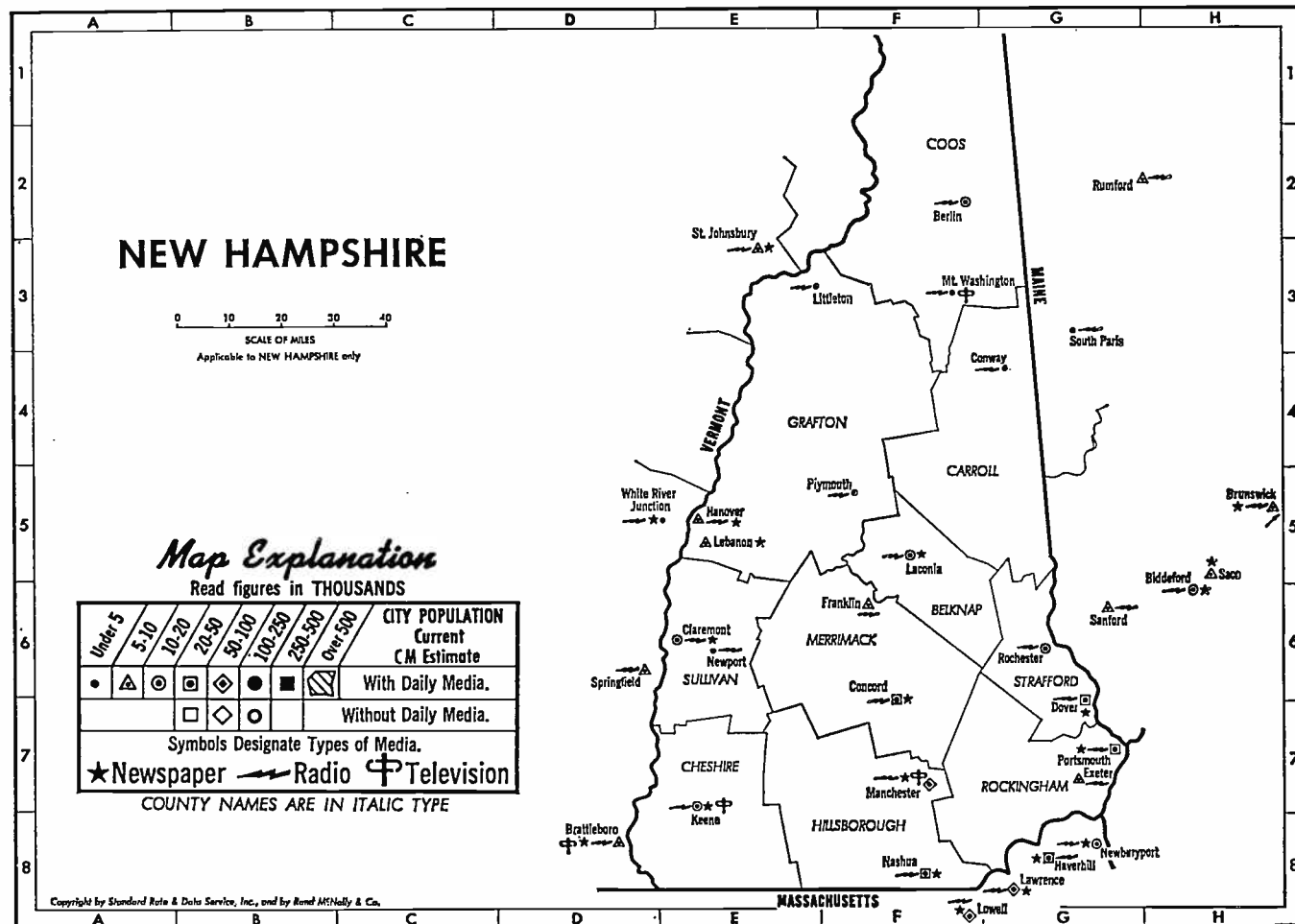
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	3,000	(County Basis)...	500
METRO AREAS		Total Metros	
Manchester		(S.M.S.A.)	300
Manchester	300	Total Metros	
Manchester		(County Basis)...	500



State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Concord—Merrimack Manchester—Hillsborough Nashua—Hillsborough Portsmouth—Rockingham

ESTIMATES FOR:	STATE	CITY—Map Loc.	Population 1/1/69	Households 1/1/69	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968					Passenger Cars 1/1/69	Farm Population 1/1/69	Gross Farm Income 1968				
					Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mense. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto-motive (\$000)	Service Station (\$000)		
NEW HAMPSHIRE																							
STATE TOTALS.....			706.4	213.13	2,001,514	9,391	16.7	20.9	18.7	24.6	16.7	1,167,705	5,479	302,081	24,932	130,476	63,957	41,774	230,164	78,308	297.26	9.2	64,531
BELKNAP F-6.....			32.7	9.90	89,455	9,036	18.5	23.5	20.3	21.4	13.4	70,071	7,078	15,959	968	8,394	3,264	2,770	17,892	3,819	13.92	.5	3,320
CARROLL F-5.....			17.1	5.58	44,097	7,903	20.5	20.7	17.3	20.9	13.5	37,615	6,741	10,240	800	2,330	2,247	953	5,965	3,086	10.79	.5	1,412
CHESHIRE E-7.....			50.7	15.73	141,153	8,973	17.8	21.5	20.1	23.7	14.6	82,944	5,273	20,321	1,888	9,595	3,858	2,626	17,606	6,568	23.33	.8	5,000
COOS F-2.....			39.3	11.73	100,457	8,564	22.9	25.0	17.7	21.4	11.6	59,429	5,066	17,804	1,154	4,009	3,328	1,802	12,603	4,030	14.19	1.0	4,381
GRAFTON E-4.....			53.6	15.84	148,731	9,390	19.2	20.3	18.0	22.6	15.9	90,072	5,686	23,916	2,538	7,263	4,828	3,291	16,909	6,041	23.53	1.5	8,174
HILLSBOROUGH F-8.....			208.0	64.12	641,784	10,009	14.4	19.5	18.4	26.8	19.7	358,286	5,588	87,629	7,389	57,361	23,321	13,725	68,894	20,447	82.91	1.3	14,848
Manchester.....			95.5	30.43	337,903	11,104						180,120	5,919	42,021	3,929	36,731	13,027	6,338	32,036	9,855			
Manchester Metro Area (Official S.M.S.A.).....			120.3	36.27	366,526	10,105						205,786	5,674	48,232	4,331	40,834	15,390	7,645	40,745	11,660	36.92		
Manchester Metro Area (county basis).....			208.0	64.12	641,784	10,009	14.4	19.5	18.4	26.8	19.7	358,286	5,588	87,629	7,389	57,361	23,321	13,725	68,894	20,447	82.91		
Nashua.....			45.2	13.88	151,110	10,887						90,877	6,547	22,862	1,805	13,426	6,890	5,028	18,143	4,126			
MERRIMACK F-6.....			77.0	22.79	226,160	9,924	16.3	20.6	18.6	24.7	18.0	116,541	5,114	30,524	2,963	13,291	5,272	3,740	21,771	8,806	31.34	1.1	7,885
Concord.....			30.7	9.00	108,502	12,056						70,855	7,873	17,700	1,911	10,238	4,178	2,452	14,508	3,947			
ROCKINGHAM G-7.....			125.2	36.82	335,933	9,124	15.6	20.1	18.8	25.0	17.2	196,271	5,331	52,534	3,671	14,377	8,682	6,624	40,650	15,165	55.59	1.5	10,512
Portsmouth.....			33.0	9.67	87,828	9,083						71,005	7,343	14,806	1,155	8,879	5,230	3,744	16,876	6,219			
STRAFFORD G-6.....			71.3	20.85	189,553	9,091	16.6	20.3	20.7	25.1	14.5	103,814	4,979	30,486	2,354	9,135	5,883	3,862	17,516	7,296	27.07	.4	4,842
SULLIVAN E-6.....			31.5	9.77	84,191	8,617	20.3	21.0	18.5	22.9	13.8	52,662	5,390	12,668	1,207	4,721	3,274	2,381	10,358	3,050	14.59	.6	4,157

(f) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NEW HAMPSHIRE

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Good Neighbor Stations, Inc.

Comprised of:
 WKBR, WKBR-FM—Manchester
 WTSN—Dover
 WKNE, WKNE-FM—Keene
 WLNH, WLNH-FM—Laconia
 WMOU, WMOU-FM—Berlin
 WBNC, WBNC-FM—Conway

Media Code 4 230 0300 3.00
 Business Office—155 Front St., Manchester, N. H. 03102. Phone 603-659-1250.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Ralph Gottlieb.
 National Sales Manager—James M. McCann.
- REPRESENTATIVES**
 New England—Bill Creed Associates, Inc.
- AGENCY COMMISSION**
 15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.
 Rates guaranteed for 6 months from date of 1st broadcast. If schedule is not interrupted for more than 30 days. Announcements and programs may not be combined to earn frequency discounts.

TIME RATES

ET 12/1/67—Rec'd 12/12/67.

6. SPOT ANNOUNCEMENTS
 1 MINUTE OR LESS—ALL STATIONS

PER WK, EA:	WKBR	WTSN	WKNE	WLNH	WMOU	WBNC
10 ti	11.00	7.00	6.40	6.50	5.75	4.00
15 ti	10.00	6.50	6.00	6.00	5.50	3.75
20 +	9.00	6.00	5.60	5.75	5.25	3.50

DISCOUNTS
 Any 3 sta—5% 4 or 5 sta—10% Full network—15%

Knight Quality Stations, The

Comprised of:
 WTSV, WTSV-FM—Claremont, N. H.
 WTSI—Hanover, N. H.
 WQIR, WQIR-FM—Manchester, N. H.
 WSAF—Fall River, Mass.
 WEEB, WPFM (FM)—Portsmouth, N. H.
 WEDM—Fitchburg, Mass.
 WRSR (FM)—Worcester, Mass.
 WBSR—Fall River, Mass.

Media Code 4 230 0600 6.00
 Sales office: Room 350, 400 Commonwealth Ave., Boston, Mass. 02215. Phone 617-262-1950.

- PERSONNEL**
 President—Norman Knight.
 Eastern Sales Manager—Bill Fallon.
 Account Supervisor—N. Scott Knight.
- REPRESENTATIVES**
 Boston—Knight Quality Stations Sales Offices:
 See Rep & S/O pages.
- AGENCY COMMISSION**
 15% on net time only; no cash discount.
- GENERAL RATE POLICY**
 TIME RATES
 ET 12/1/68—Rec'd 2/10/67.

7 MARKET PLAN

PER WK, EA:	WTSV	WTSV-FM	Claremont, N. H.	WTSI—Hanover, N. H.	WQIR, WQIR-FM—Manchester, N. H.	WSAF—Fall River, Mass.	WEEB, WPFM (FM)—Portsmouth, N. H.	WEDM—Fitchburg, Mass.	WRSR (FM)—Worcester, Mass.
10 ti	14.00	7.00	6.40	6.50	5.75	4.00	11.10	888	555
15 ti	12.00	6.00	5.50	5.50	5.00	3.75	10.00	825	525
20 +	11.00	5.50	5.00	5.00	4.50	3.50	9.00	790	490

20% bonus offered in additional spots for a purchase scheduled simultaneously on all stations at rates below.

FIXED POSITIONS

	1x	52x	104x	156x	260x	312x
1 min	106.00	100.00	94.00	87.00	77.00	66.50
30 sec	84.80	80.00	75.20	69.60	61.60	53.20
10 sec	53.00	50.00	47.00	43.50	38.50	33.25

7. PACKAGE PLANS
 DRIVE TIMES WEEKLY VOLUME PLANS
 (Rotate 6-10 am; 4-8 pm)

EA Sta.	All Sta.	1 min	30 sec	10 sec
10 ti	70 x	605	484	302
20 ti	140 x	1110	888	555
30 ti	210 x	1585	1288	792
40 ti	280 x	1960	1568	980

HALF & HALF PLANS
 (50% Drive Rotate; 50% ROS)

	70 x	540	432	270
10 ti	140 x	985	796	497
20 ti	210 x	1417	1133	708
30 ti	280 x	1770	1416	885
40 ti	350 x	2160	1740	1095
50 ti	420 x	2550	2040	1260
60 ti	490 x	2940	2340	1440
80 ti	560 x	3330	2640	1620

ROS VOLUME PLANS

	70 x	475	380	237
10 ti	140 x	880	704	440
20 ti	210 x	1250	1000	625
30 ti	280 x	1580	1284	790
40 ti	350 x	1910	1524	955
50 ti	420 x	2240	1764	1120
60 ti	490 x	2570	2004	1285
80 ti	560 x	2900	2244	1450

(*) FM Duplicate and bonus not included.

8. PROGRAM TIME RATES
 FIXED POSITIONS

	1x	52x	104x	156x	260x	312x
1 hr	690	640	605	570	520	470
1/2 hr	430	399	388	377	308	279
1/4 hr	280	281	240	221	202	181
10 min	206	189	174	159	144	129
5 min	138	130	122	114	106	98

5 MARKET PLAN

6. SPOT ANNOUNCEMENTS
 WQIR, WQIR-FM—Manchester, N. H.
 WEEB, WPFM (FM)—Portsmouth, N. H.
 WRSR—Worcester, Mass.
 WEDM—Fitchburg, Mass.
 WSAF—Fall River, Mass.

20% bonus offered in additional spots for a purchase scheduled simultaneously on all stations at rates below.

FIXED POSITIONS

	1x	52x	104x	156x	260x	312x
1 min	86.00	81.00	76.00	71.00	63.00	53.50
30 sec	68.80	64.80	60.80	56.80	50.40	42.80
10 sec	43.00	40.50	38.00	35.50	31.50	26.75

7. PACKAGE PLANS
 DRIVE TIMES WEEKLY VOLUME PLANS
 (Rotate 6-10 am; 4-8 pm)

EA Sta.	All Sta.	1 min	30 sec	10 sec
10 ti	50 x	485	388	242
20 ti	100 x	890	712	445
30 ti	150 x	1275	1020	637
40 ti	200 x	1560	1248	780

HALF & HALF PLANS
 (50% Drive Rotate; 50% ROS)

	50 x	430	344	215
10 ti	100 x	795	636	397
20 ti	150 x	1132	905	566
30 ti	200 x	1400	1120	700
40 ti	300 x	1950	1560	975
50 ti	400 x	2400	1920	1200

ROS VOLUME PLANS

	50 x	375	300	187
10 ti	100 x	700	560	350
20 ti	150 x	990	792	495
30 ti	200 x	1240	992	620
40 ti	300 x	1710	1368	855
50 ti	400 x	2080	1664	1040

8. PROGRAM TIME RATES
 FIXED POSITIONS

	1x	52x	104x	156x	260x	312x
1 hr	550	510	458	460	420	380
1/2 hr	340	317	294	271	248	225
1/4 hr	220	207	192	177	162	145
10 min	170	157	144	131	118	105
5 min	110	104	98	92	86	80

New Hampshire State Network, Inc.

Comprised of:
 WBSM—Nashua
 WPKK—Keene
 WEDM—Fitchburg
 WEDM—Fitchburg, Mass.
 WBSR—Fall River, Mass.

Media Code 4 230 0900 0.00
 Business Office—Laconia National Bank Bldg., 581 Main St., Laconia, N. H. 03246. Phone 603-524-4900.

- PERSONNEL**
 President—Louis Auclair.
 Vice-President—Stephen W. Pollock, Jr.
 Treasurer—Albert L. Auclair.
- REPRESENTATIVES**
 New York—Vic Piano Associates, Inc.
 Boston—Harold H. Segal & Company.
- GENERAL RATE POLICY**
 TIME RATES
- SPOT ANNOUNCEMENTS**
 1 ti..... 30.00 260 ti..... 22.00
 52 ti..... 28.50 312 ti..... 20.00
 104 ti..... 26.00 520 ti..... 18.00
 156 ti..... 24.00
- PACKAGE PLANS**
 PER WK: ea tot ea tot
 12 ti..... 24 288 24 ti..... 18 432
 18 ti..... 36 432 30 ti..... 24 432
 Saturation Packages may be cross combined to earn numerical frequency. Not subject to retroactive discounts.
- SPECIAL FEATURES**
 5-minute Newcasts—1-1/2 times earned rate.

BERLIN (2 AM; 1 FM)

Coox County—Map Location F-2
 See SRDS consumer market map and data at beginning of the State.

WBRL
 1962
 Media Code 4 230 1200 4.00
 C. E. Enterprises, P. O. Box B, 40 Main St., Berlin, N. H. 03570. Phone 603-752-2670.

- PERSONNEL**
 President—Chester C. Steadman, Jr.
 General Manager—Marcel Moore.
- REPRESENTATIVES**
 Vic Piano Associates, Inc.
 Boston—Harold H. Segal & Company.
 Canada—Andy McDermott Sales Ltd.
- FACILITIES**
 250 w.; 1400 kc.
 Operating schedule: 6:00 am-11:00 pm Mon thru Sat; 8:00 am-9:00 pm Sun, EST.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 4a, 5, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60a.
 Affiliated with KBS.
- TIME RATES**
 Rates effective August 8, 1962.
 Rates received September 6, 1962.
- SPOT ANNOUNCEMENTS**
 1 minute or less:
 1 time..... 7.50 104 times..... 6.00
 26 times..... 7.00 156 times..... 5.50
 52 times..... 6.50 260 times..... 5.00
- PACKAGE PLANS**
 ROS
 1-minute:
 10 weekly..... 60.00 20 weekly..... 100.00
 15 weekly..... 83.00 30 weekly..... 135.00
 25 words:
 20 weekly..... 55.00 40 weekly..... 90.00

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	60.00	35.00	24.00	18.00	12.00
26 times	57.00	34.20	22.80	17.10	11.40
52 times	54.00	32.40	21.60	16.20	10.80
104 times	51.00	30.60	20.40	15.30	10.20
156 times	48.00	28.80	19.20	14.40	9.60
260 times	45.00	27.00	18.00	13.50	9.00

10. SPECIAL FEATURES
 Newcasts: every hour on the hour.
 NEWSCASTS
 1/4 hour, card rate plus..... 4.00
 10 minutes, card rate plus..... 3.00
 5 minutes, card rate plus..... 2.00

WMOU

1946

WMOU-FM

1952

Subscriber to the NAB Radio Code
 Media Code 4 230 1500 7.00
 White Mountain Broadcasting Co., Inc., 40 Main St., Berlin, N. H. 03570. Phone 603-752-1230.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Robert R. Powell.
 Commercial Manager—Robert T. Dale.
- REPRESENTATIVES**
 Adam Young Radio, Inc.
 Boston—Bill Creed Associates, Inc.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 6 am-11 pm. EST.
 FM-ERP 10,000 w.; 103.7 mc.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21b, 22a.
 Contracts: 40a, 45.
 Comb.: Cont. Discounts: 60a, 62d.
 Cancellation: 70e.
 Prod. Services: 82.
 Affiliated with NBC.
 Member: Good Neighbor Stations, Inc., French Program Group of New England.

TIME RATES

No. 5 ET 5/1/68—Rec'd 5/9/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min/less	8.00	7.75	7.50	7.25	7.00	6.75

7. PACKAGE PLANS
 SATURATION PLANS—1 MINUTE OR LESS—BTA

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 wk	7.00	6.75	6.50	6.25	6.00	5.75
13 wk	6.75	6.50	6.25	6.00	5.75	5.50
26+	6.25	6.00	5.75	5.50	5.25	5.00

- SPECIAL FEATURES**
 5-minute News—Service charge, 1.00.
 French Spots—1.00 ea plus time charge.

CLAREMONT (1 AM; 1 FM)

Sullivan County—Map Location E-6
 See SRDS consumer market map and data at beginning of the State.

WTSV
 1948
 Knight Quality Station
 Media Code 4 230 1800 1.00
 Radio Claremont, Inc., 221 Washington St., Claremont, N. H. 03743. Phone 603-543-3062.

- PERSONNEL**
 General Manager—George R. Bonneau.
- REPRESENTATIVES**
 Boston—Knight Quality Stations Sales Offices:
 See Rep & S/O pages.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 6 am-11:30 pm. EST.
 FM-ERP 2,500 w.; 106.1 mc.
 Operating schedule: Same as AM.
 Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 net time.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
 Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62d.
 Cancellation: 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC.
 Member: The Knight Quality Stations.

TIME RATES
 ET 1/1/69—Rec'd 11/27/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	312x
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.40	9.80	8.80	8.00	7.20	6.40
10 sec	6.50	6.00	5.50	5.00	4.50	4.00

Fixed position.

7. PACKAGE PLANS
 Drive Time—6-10 am & 4-8 pm.
 (Drive Time—Rotating)

PER WK, EA:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	80 ti
1 min	7.00	6.50	6.25	6.00	—	—	—
30 sec	5.60	5.20	5.00	4.80	—	—	—
10 sec	3.50	3.25	3.12	3.00	—	—	—

(50% Drive Time—Rotating/50% ROS)

	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 min	6.50	6.00	5.75	5.50	5.00	4.50
30 sec	5.20	4.80	4.60	4.40	4.00	3.60
10 sec	3.25	3.00	2.87	2.75	2.50	2.25

ROS

	1 min	30 sec	10 sec
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NEW HAMPSHIRE

Conway—W B N C, W B N C-FM—Cont'd

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
GUARANTEED TIME

	5 min.	1 min.	20/30 sec.
1 time	8.00	4.50	3.50
26 times	7.60	4.25	3.25
52 times	7.00	4.00	3.00
104 times	6.50	3.75	2.75
156 times	6.00	3.50	2.50
260 times	5.00	3.00	2.00

ID's, flat, each 2.00. No frequency discount. Rates for longer time segments on request.

7. PACKAGE PLANS
ROS WEEKLY PACKAGE PLAN
(1 minute)

Per week:	137.50	20 times	70.00
50 times	105.00	15 times	58.25
35 times	81.25	10 times	40.70

20/30 seconds—70% of rates shown.
10 seconds—50% of rates shown.

DOVER

Stafford County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WTSN

1956



Media Code 4 230 2700 2.00
WTSN, Inc., 155 Front St., Manchester, N. H. 03102.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph Gottlieb.
Station Manager—Jerry Lipman.
Nat'l Sales Mgr.—James M. McCann.

2. REPRESENTATIVES
Boston—Bill Creed Associates, Inc.

3. FACILITIES
1,000 w.; 1270 kc. Directional.
Operating schedule: 5:50 am-12:05 pm. EST.

4. AGENCY COMMISSION
15% on net station time only. No cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 25a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70c.
Prod. Services: 82.
Member: Good Neighbor Stations, Inc.

TIME RATES

ET 8/1/67—Rec'd 8/30/67.

7. PACKAGE PLANS

PER WK:	12 tl	18 tl	24 tl
1 min	7.50	7.00	6.50

10. SPECIAL FEATURES
NEWSCASTS

1/4 hr. card rate plus	4.00
1 min. card rate plus	2.00
5 min. card rate plus	2.00

All regular news periods are scheduled on the hour every hour.

EXETER

Rockingham County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WKXR

1966

Media Code 4 230 3000 6.00
Coastal Broadcasting Co., Inc., 11 Downing Court, Exeter, N. H. 03833. Phone 772-4757.

STATION'S PROGRAMMING DESCRIPTION
WKXR: Programmed for adults.
MUSIC: Includes middle-of-the-road, showtunes, standards, film music, light classics. NEWS: 6 min network news on hour and half hour. Local news follows hourly news. Additional local news 6:35 and 7:35 am, M-Sat. 40 min report at noon, 7 days per week. SPORTS: at 12:20, 7 days. Sports headlines at :20 in early morning and late afternoon, 7 days. Stocks at 12:35 pm, M-F. Farm report Sat at 12:35 pm. Community events at :50. Community interview 8:45 am, M-F. Local and area high school and college football live. Remotes with personalities from store openings, sales, etc. Contact Representative for further details. Rec'd 11/1/68.

1. PERSONNEL
Pres. & Treas.—Frank B. Estes.
Vice-Pres. & Gen'l Mgr.—Ronald P. Allard.
Program Director—Leonard H. Batty.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 28a, 29a, 29b, 33a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73a.
Prod. Services: 81, 82.
Special events broadcasts at 1-time rate. No discounts. Station reserves the right to deduct from any time period of ten minutes or longer, not more than 70 seconds for station break purposes. For a program of less than ten minutes, not more than 80 seconds. Duplicate contracts on WKXR and WKXL, Concord, N. H. earn 10% additional discount from earned rate. Affiliated with KBBS and MBS.

TIME RATES

No. 1 ET 5/1/66—Rec'd 4/11/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.00	5.00	3.00
26 x	5.70	4.75	2.85
52 x	5.40	4.50	2.70
104 x	5.10	4.25	2.55
156 x	4.80	4.00	2.40
260 x	4.50	3.75	2.25
312 x	4.20	3.50	2.10
468 x	3.90	3.25	1.95

Premium Time—Mon thru Sat 7-9 am & noon-1 pm, earned rate plus 20%.

7. PACKAGE PLANS
(Best time available)

PER WK, EA:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	4.80	4.50	4.20	3.90	3.60

30 seconds—75% of minute rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	36.00	24.00	18.00	12.00
26 x	57.00	34.20	22.80	17.10	11.40
52 x	54.00	32.40	21.60	16.20	10.80
104 x	51.00	30.60	20.40	15.30	10.20
156 x	48.00	28.80	19.20	14.40	9.60
260 x	45.00	27.00	18.00	13.50	9.00
312 x	42.00	25.20	16.80	12.60	8.40
468 x	39.00	23.40	15.60	11.70	7.80

Premium Time—Mon thru Sat 7-9 am & noon-1 pm, earned rate plus 20%.

10. SPECIAL FEATURES
News and weather programs—earned rate plus 1.00.

FRANKLIN

Merrimack County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WFTN

1966

Media Code 4 230 3300 0.00
Franklin Broadcasting Corporation, Sanborn Street, Franklin, N. H. 03235. Phone (603) 934-2500.

STATION'S PROGRAMMING DESCRIPTION
WFTN: Programmed for adults.
MUSIC: Includes middle-of-the-road, showtunes, film track, old standards. 11 am Sat ten hour with top-10, 4 air personalities. NEWS: 10 min on hour, 5 min headlines at :30, expanded to 15 min at 8 am, 8 am, noon & 6 pm. SPORTS: 6 am, 8 am, noon & 6 pm, M-Sat. Daily ski reports in season. Local schoolboy sports remotes. Weather every 15 min. Community events: 8:33 am, 12:33 pm & 3:33 pm trading program. 8:16, 11:18 am & 3:18 pm. Remotes with store openings, sales, etc. Interviews with community and state officials. Contact Representative for further details. Rec'd 3/3/68.

1. PERSONNEL
President—Douglas J. Rowe.
Vice-Pres. & Managing Dir.—Thomas M. McAuliffe.
Station Manager—Paul K. Laubi.

2. REPRESENTATIVES
Weed Radio Corporation.
New England—Eckels & Queen, Inc.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm weekdays; 8 am-11 pm Sun. EST.

4. AGENCY COMMISSION
15/0 payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3c, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 33a.
Contracts: 40c, 42b, 42c, 43, 44a, 44b, 45.
Comb.; Cont. Discounts: 60b, 60c, 60d, 61b, 61c, 62b, 62d.
Cancellation: 70h, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 10/1/68—Rec'd 12/1/67.

6. SPOT ANNOUNCEMENTS
ANNUAL AND FIXED POSITION

	1 min	30 sec	1 min	30 sec
1 x	4.50	3.50	3.12	2.50
26 x	4.00	3.25	2.80	2.00
52 x	3.50	3.00	2.50	1.75
156 x	3.00	2.50	1.50	1.25
260 x	2.75	2.25	1.50	1.25

7. PACKAGE PLANS
7 DAY SATURATION PACKAGE

	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	2.30	2.40	2.50	2.60	2.75
30 sec	1.50	1.75	1.95	2.05	2.15

13 WEEKS—SUSTAINING PACKAGE PLAN

PER WK:	10 tl	20 tl	30 tl
1 min	2.50	2.25	2.00

8. PROGRAM TIME RATES
ANNUAL AND FIXED POSITION

	1x	26x	52x	156x	250x	1500
1/4 hr	19	17	15	13	11	8
10 min	14	13	12	10	8	6
5 min	9	8	7	6	5	4

HANOVER (2 AM)

Grafton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDOR

1958



Subscriber to the NAB Radio Code
Media Code 4 230 3600 3.00
The Trustees of Dartmouth College, operated by Undergraduates of Dartmouth College, Box 957, Hanover, N. H. 03755. Phone 603-643-4500.

STATION'S PROGRAMMING DESCRIPTION
WDOR: Programmed for area residents and college students.
MUSIC: varies during day, morning is middle-of-the-road, afternoon mostly top 40. Early evening jazz and middle-of-the-road, and the classical. Late evening top 40. NEWS: on hour and half hour, extended news-casts at 7-8 am, noon, 10 pm, hour at 6 pm.

SPORTS: twice in am drive, 6:25 pm & 10:10 pm. College football, hockey, basketball, home and away. Stocks at 12:30 pm, 5:25 pm & 8:20 pm. Special events via mobile transmitter. Interviews. Late night phone-in show weekly. Contact Representative for further details. Rec'd 4/23/68.

1. PERSONNEL
President—Stuart G. Zuckerman.
Chrm. of Bd. & Gen'l Mgr.—Paul M. Gambacini.
Sales Director—Kenneth M. Jones, Jr.

2. REPRESENTATIVES
Boston—Harold H. Segal & Company.
Ivy Network, 242-a, Yale Station, New Haven, Conn.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 33b.
Contracts: 40c, 42b, 42d, 45, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Ivy Network Corporation.

TIME RATES
ET 11/67—Rec'd 12/7/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	8.00	8.60	1.60
13 x	5.75	8.50	1.45
26 x	5.50	8.40	1.40
52 x	5.25	8.35	1.35
78 x	4.90	8.25	1.30
150 x	4.50	8.15	1.20
250 x	4.00	8.00	1.15
400 x	3.75	7.80	1.10
600 x	3.50	7.70	1.00

7. PACKAGE PLANS
IMPACT PLANS

PER WK:	10 tl	15 tl	20 tl	25 tl	50 tl
1 min	50	70	90	105	180
30 sec	32	45	55	65	120

To be used within 7 days or less.

8. PROGRAM TIME RATES
SPONSORED PROGRAMS

	1x	20x	35x	110x	165x	215x
10 min	15.00	12.00	10.50	9.00	7.75	7.50
5 min	12.00	9.00	7.50	7.25	6.00	5.75

FLAT RATE SHOWS

	1 hr	3/4 hr	1/2 hr	1/4 hr
1 x	50.00	40.00	30.00	20.00

WTSL

1950
Knight Quality Station
Media Code 4 230 3900 7.00

Radio Hanover, Inc., Box 827, Hanover, N. H. 03755.
Phone 603-643-2200.

1. PERSONNEL
General Manager—Robin Bonneau.
Sales Manager—Philip H. Spillane.
Program Director—Ken Steln.

2. REPRESENTATIVES
Boston—Knight Quality Stations Sales Offices:
See Rep & S/O pages.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:45 am-11:15 pm. EST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: The Knight Quality Stations.

TIME RATES
ET 1/1/69—Rec'd 11/27/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	312x
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.40	9.60	8.80	8.00	7.20	6.40
10 sec	6.50	6.00	5.50	5.00	4.50	4.00

Fixed position.

7. PACKAGE PLANS
Drive Time—6-10 am & 4-8 pm.
(Drive Time—Rotating)

PER WK, EA:	10 tl	20 tl	30 tl	40 tl	60 tl	80 tl
1 min	7.00	6.80	6.25	6.00	—	—
30 sec	5.60	5.20	5.00	4.80	—	—
10 sec	3.50	3.25	3.12	3.00	—	—

(50% Drive Time—Rotating/50% ROS)

	1 min	30 sec	10 sec
1 min	6.50	6.00	5.75
30 sec	5.20	4.80	4.40
10 sec	3.25	3.00	2.87

ROS

	1 min	30 sec	10 sec
1 min	6.00	5.60	5.25
30 sec	4.80	4.40	4.20
10 sec	3.00	2.75	2.62

8. PROGRAM TIME RATES
PER YR:

	1x	52x	104x	156x	260x	312x
1 hr	80.00	75.00	70.00	65.00	60.00	55.00
1/2 hr	60.00	46.00	42.00	38.00	34.00	30.00
1/4 hr	35.00	33.00	30.00	27.00	24.00	20.00
10 min	25.00	23.00	21.00	19.00	17.00	15.00
5 min	17.50	16.00	14.50	13.00	11.50	10.00

Fixed position.

KEENE (2 AM; 1 FM)

Cheshire County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WKBK

1959



Subscriber to the NAB Radio Code
Media Code 4 230 4200 1.00
Monadnock Broadcasting Corp., 39 Vernon St., Keene, N. H. 03431. Phone 603-352-6113.

1. PERSONNEL
Pres. & Treas.—David F. Shurtleff.
General Manager—Talbot R. Hood.
Program Manager—Robert V. Brand.

2. REPRESENTATIVES
New York—Vic Piano Associates, Inc.
New England—Harold H. Segal & Company.

3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 71a, 78a.
Member: New Hampshire State Network, Inc.

TIME RATES
ET 11/1/67—Rec'd 11/27/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
*1 min	8.50	8.00	7.50	7.00	6.50	6.00

(* or less.)

7. PACKAGE PLANS
ROS SPECIAL PACKAGES
1 MINUTE

PER WK:	1 wk	13 wk	26 wk	52 wk
12 tl	90	78	66	54
18 tl	126	108	90	72
24 tl	156	132	108	84
30 tl	180	150	120	90

10 SECOND ID'S

	20 wkly	40 wkly	120
1 hr	80	40	20

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	60.0					

LACONIA (2 AM; 1 FM)

Belnap County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WEMJ

1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 230 4800 8.00
Belnap Broadcasting Corp., Laconia Nat'l Bank Bldg., Laconia, N. H. 03246. Phone 603-524-2262.

- PERSONNEL**
President—Mrs. Marion Lewis.
Sta., Gen'l. Sales Mgr. & Prog. Dir.—Wm. M. Allison.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Regional—Bill Creed Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-midnight EST.
Antenna ht.: 235 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLNH.
- AGENCY COMMISSION**
15/0 net charges on time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 32d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Network.
Member: Good Neighbor Contemporary Network.

TIME RATES

ET 11/1/67—Rec'd 10/30/67.

- SPOT ANNOUNCEMENTS**
1x 26x 52x 104x 156x 260x
1 min./less 8.50 8.00 7.50 7.00 6.50 6.00
- PACKAGE PLANS**
SPECIAL PACKAGES ROS
1 MINUTE
PER WK: 1 wk 13 wk 26 wk 52 wk
12 ti 90 78 66 54
18 ti 126 108 90 72
24 ti 156 132 108 84
30 ti 180 150 120 90
20 wkly 80 40 wkly 120

- PROGRAM TIME RATES**
1 hr. 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hr. 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hr. 24.00 22.80 21.60 20.40 19.20 18.00
10 min. 18.00 17.10 16.20 15.30 14.40 13.50
5 min. 12.00 11.40 10.80 10.20 9.60 9.00
- SPECIAL FEATURES**
Newscastrs—every hour on the hour.
1/4 hr: extra 4.00 5 min: extra 2.00
10 min: extra 3.00

WLNH

1922

RAB

Media Code 4 230 5100 2.00
WLNH, Inc., Parade Rd., Laconia, N. H. 03246.
Phone 603-524-1323.

- PERSONNEL**
General Manager—William M. Allison.
News Director—Neal Seavey.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Boston—Bill Creed Associates, Inc.
Philadelphia—Dress-Messervoy Co., Inc.
- FACILITIES**
5,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLNH-FM.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 21a, 22b, 23a, 29a, 30, 32b.
Contracts: 40a, 41, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: Good Neighbor Stations, Inc.
Charge of 5.00 per month for certified billing.

TIME RATES

ET 10/1/68—Rec'd 8/29/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1x 26x 52x 104x 156x 260x
1 min. 8.50 8.00 7.50 7.00 6.50 6.00
26 x 7.50 260 x 6.00
- PACKAGE PLANS**
1 MINUTE
1 wk 5x 10x 15x 20x 30x
13 wk 37 72 95 112 145
26 wk 34 69 92 109 140
52 wk 32 64 87 104 135
30 seconds—75% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 90 50 32 24 17
26 ti 86 48 29 22 16
52 ti 82 42 26 20 15
- PARTICIPATING PROGRAMS**
All programs are participating unless sold. Station reserves the right to remove participating announcements from any program if it is sold.
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
PER WK: 13 wk 26 wk 52 wk
5 ti 11.50 10.50 10.00
10 ti 11.00 10.00 9.50
15 ti 10.50 10.50 9.00

WLNH-FM

Media Code 4 230 5100 0.00
WLNH, Inc., Parade Rd., Laconia, N. H. 03246.
Phone 603-524-1323.

- PERSONNEL**
President—Mrs. Marion Lewis.
Sta., Gen'l. Sales Mgr. & Prog. Dir.—Wm. M. Allison.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Regional—Bill Creed Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-midnight EST.
Antenna ht.: 235 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLNH.
- AGENCY COMMISSION**
15/0 net charges on time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 32d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Network.
Member: Good Neighbor Contemporary Network.

LITTLETON

Grafton County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WLTH

1963

NAB

Media Code 4 230 5400 6.00
Littleton Broadcasting Co., 20 Main St., Littleton, N. H. 03561. Phone 603-444-8911.

- PERSONNEL**
President & Gen'l Mgr.—John Bowman.
Vice President—Elizabeth Bowman.
Com'l Mgr.—John Bowman.
- REPRESENTATIVES**
Boston—Eckels & Queen, Inc.
Canada—Andy McDermott Sales Ltd.
New York—Call station direct.
- FACILITIES**
250 w.; 1,400 kc. Non-directional.
Operating schedule: 6 am-11 pm EST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 31.
Contracts: 40a, 42b, 42d, 43, 44a, 44b, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

- SPOT ANNOUNCEMENTS**
No. L-2 ET—Rec'd 8/1/68.
1 MINUTE
1 ti 4.75 15 ti 3.50
26 ti 4.50 260 ti 3.25
52 ti 4.25 312 ti 3.00
104 ti 3.75 520 ti 2.75
- PACKAGE PLANS**
(Best time available)
PER WK: 12 ti 18 ti 24 ti
1 min. 45 63 78
30 sec 33 45 54

- PROGRAM TIME RATES**
1 hr 40 1/2 hr 25
15 min 18 16 14 12 10 8
5 min 9 8 7 6 5 4
Announcements and programs may not be combined to earn larger discounts.

MANCHESTER (3 AM; 2 FM)

Hillsborough County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WFEA

1932

RAB

Media Code 4 230 5700 9.00
Century Broadcasting Group, Inc., Box 149, Manchester, N. H. 03105. Phone 603-625-5491.
Other office: The Warwick Hotel, 65 W. 54th St., New York 10019.

- PERSONNEL**
President—Milton Herson.
Vice-Pres. & Gen'l Mgr.—Rudolph S. Nelson, Jr.
- REPRESENTATIVES**
New York—Call station direct.
- FACILITIES**
5,000 w. days; 1,370 kc. Directional—same pattern day and night.
Operating schedule: 24 hours Mon thru Sat. EST.
- AGENCY COMMISSION**
15/0 net charges on time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Member: The Knight Quality Stations.

- SPOT ANNOUNCEMENTS**
ET 11/1/69—Rec'd 12/2/68.
FIXED: 1x 52x 104x 156x 260x 312x
1 min. 25.00 23.00 21.00 19.00 17.00 15.00
30 sec 20.00 18.00 16.00 14.00 13.00 12.00
10 sec 12.50 11.50 10.50 9.50 8.50 7.50
- PACKAGE PLANS**
Drive Time—6-11 am & 4-8 pm. Rotating.
DRIVE TIMES WEEKLY VOLUME PLANS
PER WK: 10 ti 20 ti 30 ti 40 ti
1 min. 13.00 12.00 11.00 10.00
30 sec 10.40 9.80 8.80 8.00
10 sec 6.50 6.00 5.00 5.50

- PROGRAM TIME RATES**
FIXED: 1x 52x 104x 156x 260x 312x
1 hr 150 140 130 120 110 100
1/2 hr 85 80 75 70 60 60
1/4 hr 60 55 50 45 (*) 40
10 min 45 42 39 36 33 30
5 min 30 29 28 25 23 20
(*) 42.50

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20b, 22b, 24a, 24c, 25a, 28a, 30, 33a.
Contracts: 40a, 41, 44b, 45.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WMTW-TV.
Affiliated with American FM Network.
Member: The Groskin Group.

- SPOT ANNOUNCEMENTS**
ET 2/1/69—Rec'd 2/26/69.
1 min. 10.00 9.50 9.00 8.50 8.00 7.50 7.00
- PROGRAM TIME RATES**
1 hr 75 71 67 64 61 58 55
1/2 hr 56 53 50 48 46 44 42
5 min 32 30 28 27 26 25 24
(D)

NEW HAMPSHIRE

WKBR

1946

NAB

WKBR-FM

1947

RAB

A Good Neighbor Station
Media Code 4 230 6300 7.00
Granite State Broadcasting Co., Inc., 155 Front St., Manchester, N. H. 03102. Phone 603-669-1250.

- PERSONNEL**
President—Ralph Gottlieb.
Manager—James M. McCann.
Program Director—Dick Booth.
- REPRESENTATIVES**
McGraw-Hill—PGW Radio, Inc.
Boston—Bill Creed Associates, Inc.
- FACILITIES**
5,000 w.; 1250 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-1 am EST.
FM-ERP 3,600 w.; 95.5 mc.
Antenna ht.: 940 ft. above average terrain.
Operating schedule: 5:30 am-1 am EST.
- AGENCY COMMISSION**
15/0 net time only; payable monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 25a, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70c.
Prod. Services: 82.
Member: Good Neighbor Stations, Inc.
Member: French Program Group of New England.

- SPOT ANNOUNCEMENTS**
SECTION I
PER WK: 1 ti 12 ti 18 ti 24 ti
1 min. 12.00 10.00 9.00 8.00
30/20 sec 9.80 8.00 7.20 6.40
10 sec 7.20 6.00 5.40 4.80

- PROGRAM TIME RATES**
SECTION II
1 min. 8.00 7.00 6.00 5.00
30/20 sec 6.40 5.60 4.80 4.00
10 sec 6.00 4.80 4.20 3.60

- PACKAGE PLANS**
BEST BUY PLAN
30 spots (15I, 10II, 5III), ea 5.75
15 spots (8I, 5II, 2III), ea 7.75
Non-combinable with other weekly plans for added frequency.

- SPECIAL FEATURES**
ACTION LINE NEWS—5 MINUTES
At :55 and :25, Mon thru Sat 6-10 am & 3-7 pm.
At :55, Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
6 ti 18.00 15.00 12.00 11.00
12 ti 15.00 12.00 10.50 9.00
18 ti 13.50 10.50 9.00

- CONSECUTIVE WEEK DISCOUNTS**
2/4 wk—4% 5/2 wk—8%
Not applicable to Best Buy Plan and news programs.
Rateholder: Minimum wky schedule of 1-1 min spots 6 am-mid Mon-Sun necessary to maintain consec wky advertising, or spots equivalent in length and wky frequency to the existing schedule.

- NEWSCASTS**
1/4 hour, rate card plus 4.00
10 minutes, rate card plus 3.00
5 minutes, rate card plus 3.00
All regular news periods are scheduled on the hour every hour.

MT. WASHINGTON

Cook County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WMTW (FM)

1958

Media Code 4 230 6600 0.00
Mt. Washington TV, Inc., Sales Office: 615 Congress St., Portland, Me. 04101. Phone 207-773-5665.
TWX 710-221-1708.
Studio: Poland Spring, Me. 04264. Phone 207-774-4651.

HERBERT E. GROSCHIN & COMPANY

- PERSONNEL**
President—Norman Knight.
General Manager—Bernie Beck.
Program Director—Donn Tibbets.
- REPRESENTATIVES**
Boston—Knight Quality Stations Sales Office:
See Rep & S/O pages.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 610 kc.
Directional—separate patterns, day and night.
Operating schedule: Sun 7:45 am-midnight; weekdays 5:30 am-midnight EST.
FM-ERP 5,000 w.; 101.1 mc.
Operating schedule: 5:30-12:05 am Mon thru Sat; 7:30-12:05 am Sun, EST.
Antenna ht.: 920 ft. above average terrain.

- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 29b, 30, 31, 32b.
Contracts: 40b, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Member: The Knight Quality Stations.

- SPOT ANNOUNCEMENTS**
ET 11/1/69—Rec'd 12/2/68.
FIXED: 1x 52x 104x 156x 260x 312x
1 min. 25.00 23.00 21.00 19.00 17.00 15.00
30 sec 20.00 18.00 16.00 14.00 13.00 12.00
10 sec 12.50 11.50 10.50 9.50 8.50 7.50
- PACKAGE PLANS**
Drive Time—6-11 am & 4-8 pm. Rotating.
DRIVE TIMES WEEKLY VOLUME PLANS
PER WK: 10 ti 20 ti 30 ti 40 ti
1 min. 13.00 12.00 11.00 10.00
30 sec 10.40 9.80 8.80 8.00
10 sec 6.50 6.00 5.00 5.50

- PROGRAM TIME RATES**
FIXED: 1x 52x 104x 156x 260x 312x
1 hr 150 140 130 120 110 100
1/2 hr 85 80 75 70 60 60
1/4 hr 60 55 50 45 (*) 40
10 min 45 42 39 36 33 30
5 min 30 29 28 25 23 20
(*) 42.50

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20b, 22b, 24a, 24c, 25a, 28a, 30, 33a.
Contracts: 40a, 41, 44b, 45.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WMTW-TV.
Affiliated with American FM Network.
Member: The Groskin Group.

- SPOT ANNOUNCEMENTS**
ET 2/1/69—Rec'd 2/26/69.
1 min. 10.00 9.50 9.00 8.50 8.00 7.50 7.00
- PROGRAM TIME RATES**
1 hr 75 71 67 64 61 58 55
1/2 hr 56 53 50 48 46 44 42
5 min 32 30 28 27 26 25 24
(D)

NEW HAMPSHIRE

NASHUA (2AM; 1 FM)

Hillsborough County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WOTW WOTW-FM



Media Code 4 230 6900 4.00
Eastminster Broadcasting Corp., Lund Rd., Nashua, N. H. 03060. Phone 603-882-2761.

- PERSONNEL**
President—Herbert Miller.
Treasurer—Samuel Braunstein.
General Manager—Maury Parent.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Boston—Eckels & Queen, Inc.
- FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
FM-ERP 1,000 w.; 106.3 mc.
Operating schedule: 24 hours daily, EST.
Antenna ht.—410 ft. above average terrain.
- AGENCY COMMISSION**
15% on net station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: French Program Group of New England.

TIME RATES

NATIONAL AND LOCAL RATES SAME					
ET 8/1/68—Rec'd 9/25/68.					
6. SPOT ANNOUNCEMENTS					
1x	15x	26x	52x	104x	312x
1 min.	7.50	7.00	6.50	6.00	5.50
30 sec.	5.00	4.75	4.50	4.25	4.00
7. PACKAGE PLANS					
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
10 tl.	5.00	4.50	5.00	4.00	3.50
To be used within 10 days.					
8. PROGRAM TIME RATES					
1x	15x	26x	52x	104x	312x
1 hr.	80.00	75.00	70.00	65.00	60.00
1/2 hr.	50.00	47.50	45.00	42.50	40.00
1/4 hr.	30.00	27.50	26.00	24.50	23.00
5 min.	12.00	10.90	9.90	8.90	8.45

WSMN



Media Code 4 230 7200 5.00
1690 Broadcasting Corp., Box 1390, 502 West Hollis St., Nashua, N. H. 03060. Phone 603-882-5107.

- PERSONNEL**
President—Gerald Q. Nash.
Gen'l Mgr.—D. A. Rock.
Station Manager—Ed Lecluc.
- REPRESENTATIVES**
New York—Vic Plasso Associates, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
5,000 w.; 1590 kc. Directional.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15% on net station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80.
Member: New Hampshire State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME					
ET 8/1/68—Rec'd 7/10/68.					
6. SPOT ANNOUNCEMENTS					
1x	15x	26x	52x	104x	312x
1 min.	10.00	9.00	8.00	7.00	6.00
10 x	9.50	4.50	3.00	2.50	2.50
28 x	9.00	4.00	500 x	7.00	2.00
52 x	8.50	3.50	1000 x	6.00	1.50
7. PACKAGE PLANS					
(To be used in 10 days)					
EA:	10 tl	20 tl	30 tl	40 tl	
1 min.	8.00	7.00	6.00	5.00	
ID's	4.00	3.50	3.00	2.50	

8. PROGRAM TIME RATES

	GUARANTEED TIME				
	1x	10x	26x	52x	100x
1/4 hr.	45.00	40.00	35.00	30.00	25.00
5 min.	25.00	20.00	15.00	12.50	10.00

NEWPORT

Sullivan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WCNL

Media Code 4 230 7500 1.00
Chandler Enterprises, Box 389, 120 Belknap Ave., Newport, N. H. 03773. Phone 603-863-1010.

- PERSONNEL**
President—Chester C. Steadman, Jr.
General Manager—John M. Johnston, Jr.
- REPRESENTATIVES**
Vic Plasso Associates, Inc.
Boston—Harold H. Segal & Company.
Canada—Andy McDermott Sales Ltd.
Newport—Call station collect.
- FACILITIES**
250 w. days; 1010 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a, 73a.
Member: American Information Network.
Member: New Hampshire State Network.

TIME RATES

No. 4 ET 7/1/68—Rec'd 7/29/68.					
6. SPOT ANNOUNCEMENTS					
1 min	30 sec	10 sec	10 sec	10 sec	10 sec
1 min	7.50	5.25	3.75	3.75	3.75
10 tl.	7.25	5.10	3.60	3.60	3.60
15 tl.	7.00	4.90	3.50	3.50	3.50
20 tl.	6.75	4.70	3.40	3.40	3.40
25 tl.	6.50	4.55	3.25	3.25	3.25
30 tl.	6.25	4.40	3.00	3.00	3.00
35 tl.	6.00	4.25	2.75	2.75	2.75
40 tl.	5.75	4.10	2.50	2.50	2.50
50 tl.	5.50	3.95	2.25	2.25	2.25
8. PROGRAM TIME RATES					
1x	1/2 hr	1/4 hr	10 min	5 min	1 min
1x	60	36	30	18	15

PLYMOUTH

Grafton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WPNH

Media Code 4 230 7800 5.00
Pamirgawest Broadcasters, Inc., 2 High St., Plymouth, N. H. 03264. Phone 603-536-2500.

- PERSONNEL**
General Manager—J. Gordon Keyworth.
- REPRESENTATIVES**
Grant Webb & Company.
Boston—Nona Kirby Co., Inc.
- FACILITIES**
1,000 w.; 1300 kc.
Operating schedule: 6:30 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11d, 12a, 13a, 14a, 15b, 25a, 26, 27, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 8/1/68—Rec'd 5/6/66.					
6. SPOT ANNOUNCEMENTS					
1x	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1x	4.00	3.00	1.56	3.00	2.40
15x	3.80	2.90	312x	2.75	2.10
28x	3.60	2.80	520x	2.50	1.75
52x	3.40	2.70	1000x	2.25	1.50
78x	3.25	2.60			
7. PACKAGE PLANS					
ROS					
(Within any 7 consecutive days)					
1 min	12 tl	20 tl	40 tl	12 tl	20 tl
Per wk.	36	56	96	24	40

PORTSMOUTH (2AM; 1 FM)

Rockingham County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WBBX



Media Code 4 230 8100 9.00
General Manager—George A. Lovejoy.
Program Director—Robert Connolly.
Boston—Harold H. Segal & Company.

- PERSONNEL**
President—Curtis E. Gowdy.
General Manager—George A. Lovejoy.
Program Director—Robert Connolly.
- REPRESENTATIVES**
Boston—Harold H. Segal & Company.
- FACILITIES**
1,000 w.; 1390 kc.
Directional—nights.
Operating schedule: 5:30-midnight weekdays; 7:30-1:00 am Sun. EST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: American Information Network.
Member: New Hampshire State Network.

TIME RATES

ET 12/1/67—Rec'd 1/2/68.					
6. SPOT ANNOUNCEMENTS					
1x	26x	52x	104x	156x	260x
1 min.	8.50	8.00	7.50	7.00	6.50
7. PACKAGE PLANS					
1-MINUTE—BTA					
PER WK:	1 wk	13 wk	26 wk	52 wk	
12 tl.	90	78	66	54	
18 tl.	126	108	90	72	
24 tl.	156	132	108	84	
30 tl.	180	150	120	90	
10-SECOND ID'S					
20 per wk (6-9 am)					80
40 per wk (4:30-6 pm)					120
8. PROGRAM TIME RATES					
1x	26x	52x	104x	156x	260x
1 hr.	60.00	57.00	54.00	51.00	48.00
1/2 hr.	36.00	34.20	32.40	30.60	28.80
1/4 hr.	24.00	22.80	21.60	20.40	19.20
10 min.	18.00	17.10	16.20	15.30	14.40
5 min.	12.00	11.40	10.80	10.20	9.60
9. PARTICIPATING PROGRAMS					
PER WK:	3 tl	5 tl	10 tl		
Sibbey Allen Show—10:05-10:15 am					
Mon thru Fri, 1-min.			45	60	100
View Point—8:30-9 am & 12:30-1 pm Mon thru Fri, 1-min.			45	60	100
10. SPECIAL FEATURES					
PER WK:	3 tl	5 tl	10 tl		
5-Minute News packages	60	90	160		

WHEB WPFM (FM)

1932 Knight Quality Station 1964

Media Code 4 230 8400 3.00
Knight Broadcasting of New Hampshire, Inc., Lafayette Rd., Portsmouth, N. H. 03802. Phone 603-436-7300.

STATION'S PROGRAMMING DESCRIPTION
WHEB: Programmed for young and mature adults. Entertainment, Air personalities, middle-of-the-road music 6-8 am, 9 am-noon, 1-5 pm. NEWS: 5 min on hour, 30 min at 8 am, noon & 5 pm. Telephone forum 8:30-9 am, 12:30-1 pm. In season, daily ski reports, marine weather. MUSIC: general popular music, film, standards, showtunes. SPORTS: 5 min morning and afternoon, high school and college football, high school basketball. Contract Representative for further details. Rec'd 3/24/69.

- PERSONNEL**
General Manager—Walt Emery.
Program Director—Howard Leonard.
Sales Manager—Cliff Taylor.
- REPRESENTATIVES**
Boston—Knight Quality Stations Sales Offices.
See Rep & S/O pages.
- FACILITIES**
1,000 w. days; 750 kc. Non-directional.
Operating schedule: Sunrise Portsmouth-local sunset
Atlanta, Ga. EST.
FM-ERP 5,900 w.; 100.3 mc.
Operating schedule: 6:00 am-midnight.
Antenna ht.: 140 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Knight Quality Stations.

TIME RATES

ET 1/1/69—Rec'd 12/5/68.					
6. SPOT ANNOUNCEMENTS					
1x	52x	104x	156x	260x	312x
1 min.	15.00	14.00	13.00	12.00	11.00
30 sec.	12.00	11.20	10.40	9.60	8.80
10 sec.	7.50	7.00	6.50	6.00	5.50
7. PACKAGE PLANS					
DRIVE TIME—8-10 am & 4-8 pm. Rotating.					
DRIVE TIME WEEKLY VOLUME PLANS					
PER WK:	10 tl	20 tl	30 tl	40 tl	60 tl
1 min.	10.00	9.00	8.00	7.00	6.00
30 sec.	8.00	7.20	6.40	5.60	4.80
10 sec.	5.00	4.50	4.00	3.50	3.00
HALF & HALF PLANS					
(50% Drive Rotate; 50% ROS)					
1 min.	9.00	8.00	7.50	7.00	6.00
30 sec.	7.20	6.40	6.00	5.60	4.80
10 sec.	4.50	4.00	3.75	3.50	3.00
ROS VOLUME PLANS					
1 min.	8.00	7.00	6.50	6.00	5.50
30 sec.	6.40	5.60	5.20	4.80	4.40
10 sec.	4.00	3.50	3.25	3.00	2.75
8. PROGRAM TIME RATES					
1x	52x	104x	156x	260x	312x
1 hr.	100.00	90.00	80.00	70.00	60.00
1/2 hr.	60.00	55.00	50.00	45.00	40.00
1/4 hr.	40.00	37.50	35.00	32.50	30.00
10 min.	30.00	28.00	26.00	24.00	22.00
5 min.	20.00	19.00	18.00	17.00	15.00

ROCHESTER

Stafford County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WVNH

Media Code 4 230 8700 6.00
Stratford Broadcasting Corp., Route 16, Rochester, N. H. 03867. Phone 603-332-0930.
North Country Studios—John Noyes, Carroll County Independent, Center Ossipee, N. H. 03814.

- PERSONNEL**
Owner, Pres. & Gen'l Mgr.—Marcia L. Malin.
- REPRESENTATIVES**
New York—Call station collect. Phone 603-332-0930
Boston—Eckels & Queen, Inc.
- FACILITIES**
5,000 w.; 930 kc. Non-directional days, directional nights.
Operating schedule: 5:00 am-midnight, EST.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21b, 21c, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42b, 42c, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: WBSB.

TIME RATES

NATIONAL AND LOCAL RATES SAME					
No. 7 ET 11/15/65—Rec'd 8/12/66.					
6. SPOT ANNOUNCEMENTS					
1x	15x	26x	52x	104x	156x
1 min.	10.50	9.50	8.50	7.50	6.50
20/30 sec.	8.4				

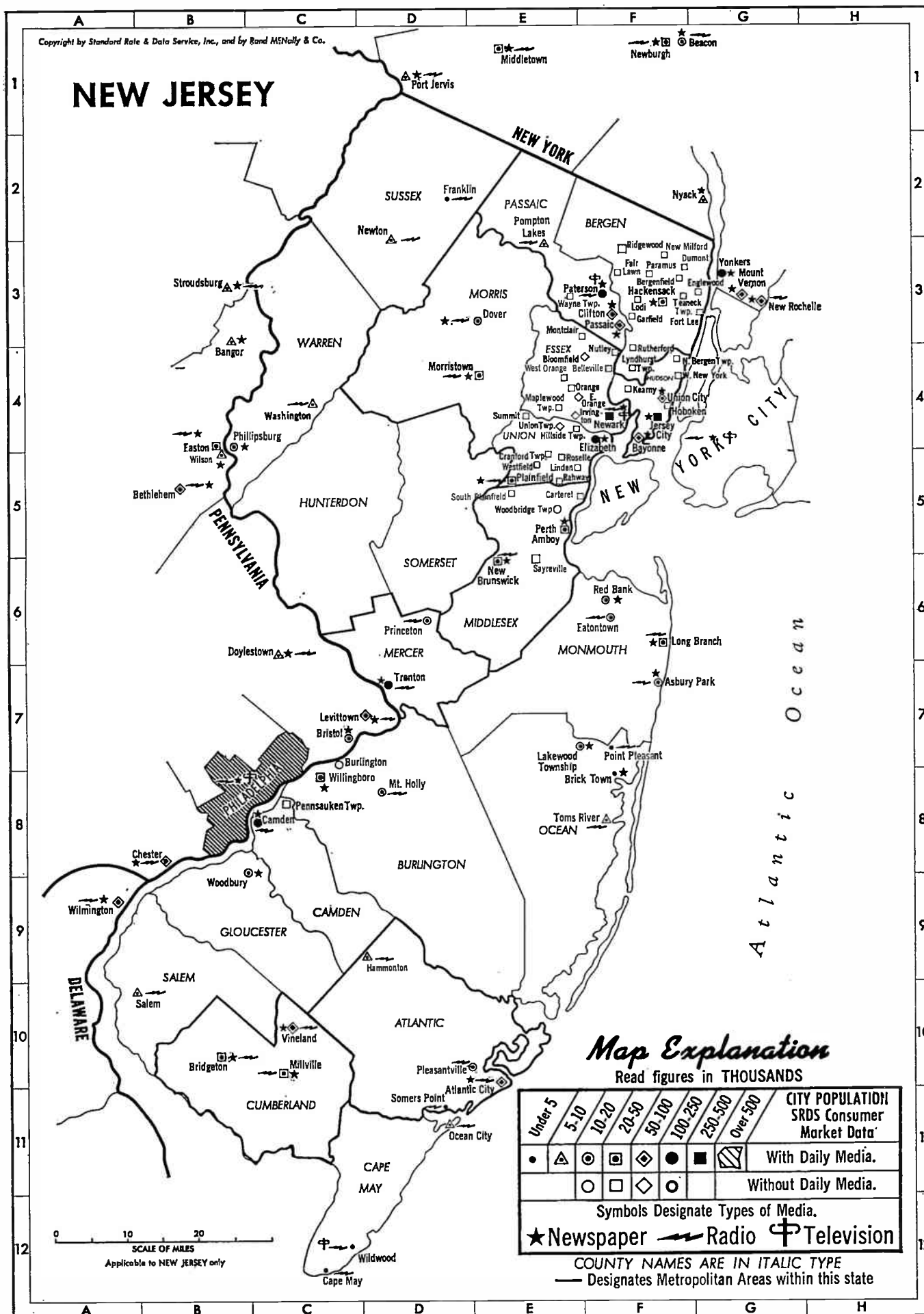
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	692,600	Paterson-Clifton-	
METRO AREAS		Passaic	57,500
Atlantic City.....	37,400	Trenton	44,600
Jersey City.....	54,300	Vineland-	
Newark	295,300	Millville-	
New Brunswick-		Bridgeton	16,000
Perth Amboy..	23,000	Total Metros.....	528,100



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Atlantic City—Atlantic	Clifton—Passaic	Fair Lawn—Bergen	Kearny—Hudson	Newark—Essex	Paterson—Passaic	Rutherford—Bergen	Vineland—Cumberland
Bayonne—Hudson	Cranford Township—Union	Fort Lee—Bergen	Linden—Union	New Brunswick—Middlesex	Pennsauken Township—Camden	Sayreville—Middlesex	Wayne Township—Passaic
Belleville—Essex	Dumont—Bergen	Garfield—Bergen	Lodi—Bergen	New Milford—Bergen	Perth Amboy—Middlesex	South Plainfield—Middlesex	Westfield—Union
Bergenfield—Bergen	East Orange—Essex	Hackensack—Bergen	Long Branch—Monmouth	North Bergen Township—Hudson	Plainfield—Union	Summit—Union	West New York—Hudson
Bloomfield—Essex	East Paterson—Bergen	Hillside Township—Union	Lyndhurst Township—Bergen	Rahway—Union	Teaneck Township—Bergen	Trenton—Mercer	West Orange—Essex
Bridgeton—Cumberland	Edison Township—Middlesex	Hoboken—Hudson	Maplewood Township—Essex	Ridgewood—Bergen	Union City—Hudson	Union Township—Union	Willingboro—Burlington
Camden—Camden	Elizabeth—Union	Irvington—Essex	Millville—Cumberland	Roselle—Union			Woodbridge Township—Middlesex
Carteret—Middlesex	Englewood—Bergen	Jersey City—Hudson	Montclair—Morris				

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968						Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
			Per Household (\$000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 15000 and over	Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdee. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Servise Station (\$000)							
NEW JERSEY STATE TOTALS	7,118.8	2,127.66	23,968,517	11,265	11.6	21.3	18.0	23.8	22.4	12,200,098	5,734	2,865,944	324,989	1,776,800	832,900	665,610	2,198,111	779,487	2,950.07	53.9	302,057	
ATLANTIC D-10	181.8	60.50	509,223	8,417	18.4	21.0	17.5	20.5	14.5	380,918	6,296	81,825	10,898	38,080	28,114	13,365	46,843	21,421	80.72	1.9	19,188	
Atlantic City	63.0	22.40	169,772	7,579						189,870	8,476	28,063	6,237	27,619	21,964	7,319	18,137	5,278				
Atlantic City Metro Area	181.8	60.50	509,223	8,417	18.4	21.0	17.5	20.5	14.5	380,918	6,296	81,825	10,898	38,080	28,114	13,365	46,843	21,421	80.72			
BERGEN F-2	949.7	282.60	3,985,245	14,102	5.5	16.5	15.9	26.9	34.4	1,609,258	5,694	400,862	41,180	267,169	100,460	81,512	307,779	113,802	419.09	.5	9,371	
Bergenfield	34.2	9.80	119,946	12,239						62,432	6,371	17,537	2,173	1,832	4,159	2,421	20,649	2,734				
Dumont	22.1	6.24	84,324	13,513						10,250	1,643	4,840	206	185	133	157	143	1,785				
East Paterson Boro.	22.0	6.44	77,614	12,052						22,564	3,504	6,875			2,824	509	1,933	3,189				
Englewood	29.3	9.07	171,369	18,894						82,470	9,313	15,574	2,506	1,895	7,400	4,049	29,609	8,462				
Fair Lawn	43.3	12.34	182,826	14,816						43,126	3,495	11,529	1,774	1,787	1,558	1,814	3,814	3,945				
Fort Lee	28.5	10.10	121,871	12,066						49,583	4,909	22,999	1,046	393	1,139	1,021	8,059	7,796				
Garfield	31.2	10.16	111,977	11,021						51,636	5,082	12,979	1,231		197	471	18,252	2,319				
Hackensack	31.8	10.43	152,909	14,660						170,422	16,340	20,563	2,259	59,956	20,215	7,755	44,562	5,591				
Lodi	28.7	8.53	85,693	10,046						32,409	3,799	18,479	399	534	503	1,503	1,738	2,186				
Lyndhurst Township	23.7	7.12	90,903	12,767						27,165	3,815	8,298	901	684	396	930	6,791	2,621				
New Milford	28.0	8.15	76,060	9,333						22,369	2,745	14,316	1,317	146	62	602	782	1,404				
Paramus	32.2	7.92	97,330	12,289						350,518	44,257	45,148	2,630	209,159	36,113	25,622	25,369	9,439				
Ridgewood	31.4	9.27	194,848	21,019						90,693	9,783	14,292	3,596	1,858	9,659	5,030	43,566	2,324				
Rutherford	23.6	7.69	113,408	14,747						44,489	5,785	12,511	1,003	2,201	3,815	1,000	16,415	4,079				
Teaneck Township	48.8	14.32	272,809	19,051						59,227	4,136	23,668	2,359	1,203	1,304	2,249	1,653	4,618				
BURLINGTON D-8†	310.1	76.87	668,469	8,696	20.1	32.2	18.6	15.5	7.6	362,906	4,721	85,946	8,301	47,659	14,595	15,266	92,467	30,621	80.43	4.8	26,717	
Willingboro	34.7	8.68	45,836	5,281						23,019	2,652	9,276	1,400	6,518	1,704	479	1,433	1,433				
CAMDEN C-9	458.8	134.19	1,312,064	9,778	13.7	24.6	19.4	22.9	15.8	850,986	6,342	179,793	21,013	180,438	45,795	44,408	168,099	51,724	177.92	1.6	5,504	
Camden	116.2	35.15	121,140	8,880						204,467	5,817	35,439	4,304	42,808	15,299	49,478	10,538	10,047				
Pennsauken Township	43.1	12.35	112,849	9,138						124,032	10,043	17,160	3,282	16,063	3,394	10,901	53,777	9,616				
CAPE MAY D-11	56.8	18.78	152,173	8,103	19.1	19.2	17.4	20.0	14.9	140,713	7,493	35,662	3,786	11,510	6,500	5,905	22,100	9,521	26.81	.9	2,191	
CUMBERLAND C-11	124.5	37.05	306,009	8,259	18.9	24.5	19.5	18.7	10.6	212,216	5,728	49,605	4,614	27,753	12,981	11,574	41,186	12,981	56.06	4.1	35,639	
Bridgeton	23.7	7.21	63,114	8,754						62,417	8,796	14,451	1,430	5,075	5,183	4,736	12,688	3,682				
Millville	22.6	7.20	60,059	8,342						43,578	6,053	12,065	827	1,941	2,417	2,548	11,679	3,109				
Vineland	50.4	14.68	106,137	7,230						108,847	7,415	22,767	2,512	22,303	6,761	5,230	18,572	5,020				
Vineland-Millville-Bridgeton Metro Area	124.5	37.05	306,009	8,259	18.9	24.5	19.5	18.7	10.6	212,216	5,728	49,605	4,614	27,753	12,981	11,574	41,186	12,981	56.06			
ESSEX E-4†	987.8	310.84	3,806,441	12,246	12.3	19.9	16.8	22.9	24.8	1,852,517	5,960	393,968	52,668	326,058	171,424	104,690	318,965	97,084	426.86		1,749	
Belleville	38.6	11.63	129,047	11,096						55,574	4,779	16,729	1,350	1,404	1,708	2,093	19,569	3,945				
Bloomfield	54.8	17.65	221,072	12,525						81,348	4,609	20,884	3,293	3,385	8,674	4,652	14,495	8,105				
East Orange	78.2	27.83	354,956	12,754						139,961	5,029	32,919	3,629	13,717	12,756	9,079	33,067	9,383				
Irvington	61.9	21.95	231,806	10,561						124,505	5,672	27,125	3,796	5,464	11,085	7,373	36,675	7,006				
Maplewood Township	25.1	7.71	137,748	17,866						45,491	5,900	13,920	1,361	384	876	1,321	14,482	4,042				
Montclair	44.0	14.00	284,037	20,288						83,573	5,970	20,364	2,147	9,765	5,088	1,820	28,562	4,170				
Newark	406.7	129.17	1,234,990	9,561						893,685	6,919	157,547	24,914	230,420	92,174	58,059	105,951	34,275				
Newark Metro Area	1,909.7	579.24	7,417,628	12,806	9.8	19.4	16.6	24.1	27.7	3,440,417	5,940	764,735	95,478	504,586	274,920	219,526	643,287	204,558	847.23			
Nutley	31.8	9.55	125,509	13,142						43,963	4,603	14,843	1,632	3,609	1,540	2,083	5,466	3,347				
Orange	35.6	11.78	138,535	11,760						63,486	5,389	21,188	2,506	3,564	6,135	4,084	2,041	5,280				
West Orange	47.7	13.93	207,434	14,891						89,944	6,457	21,830	2,075		5,547	1,862		5,121				
GLOUCESTER B-9	162.3	46.67	435,951	9,341	13.1	22.5	20.1	24.2	16.5	198,025	4,243	53,253	5,370	9,875	6,658	9,175	43,319	16,145	60.64	4.9	26,194	
HUDSON F-4†	623.0	204.46	2,069,089	10,120	14.5	21.7	18.9	24.6	18.0	936,227	4,579	257,925	26,207	102,455	95,835	54,916	112,848	54,664	228.43		817	
Bayonne	74.4	22.98	241,507	10,509						111,826	4,866	38,312	3,631									

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968					Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1958 (\$000)						
			Per Household (\$)	% Distribution of Families to to 4,999 5,000 to 9,999 10,000 to 14,999 15,000 and over	Total Retail Sales— Per Household (\$)	General Mdse. (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)									
SOMERSET D-6.....	179.4	50.33	575,475	11,434	9.4	22.7	19.3	24.9	21.7	304,534	6,051	84,288	9,382	46,968	15,245	13,454	52,369	19,098	66.68	3.3	9,808
SUSSEX D-2.....	61.2	18.05	163,746	9,072	17.2	21.6	19.2	21.2	16.5	104,440	5,786	27,025	2,288	10,114	3,000	3,564	19,533	7,944	28.28	3.3	16,312
UNION E-4.....	570.5	171.02	2,397,541	14,019	6.5	16.0	15.5	26.2	33.6	1,051,317	6,147	227,602	28,680	110,600	78,426	87,217	222,885	67,907	277.22	.1	3,328
Cranford Township.....	29.5	8.34	133,752	16,037	25,373	3,042	7,644	1,267	393	1,767	1,169	2,999
Elizabeth.....	117.9	37.51	418,825	11,166	252,106	6,721	55,203	6,976	29,787	21,839	17,224	55,400	11,283
Hillside Township.....	23.6	7.17	102,819	14,340	32,572	4,543	4,995	956	2,364	617	1,068	12,423	5,291
Linden.....	47.1	13.92	154,465	11,097	94,418	6,783	21,639	2,034	1,265	5,520	12,608	22,502	5,579
Plainfield.....	49.9	15.54	210,833	13,567	164,112	10,561	19,062	4,116	52,207	12,294	11,631	43,117	5,619
Rahway.....	32.8	9.85	105,827	10,744	83,475	8,475	17,963	1,592	2,547	3,183	16,579	24,401	3,544
Roselle.....	24.3	7.14	85,126	11,645	29,612	4,051	12,549	1,059	1,963	1,178	1,173	888	2,895
Summit.....	26.8	8.14	182,163	22,379	60,824	7,472	13,125	1,873	6,625	4,504	3,211	18,929	3,486
Union Township.....	62.3	19.08	233,134	12,219	140,143	7,345	35,479	3,191	10,160	8,856	12,048	23,400	9,876
Westfield.....	34.7	9.83	204,564	20,810	78,264	7,962	15,243	2,233	5,078	9,540	3,881	22,282	3,036
WARREN C-3.....	71.0	21.75	184,168	8,467	19.8	23.4	19.8	21.1	11.7	113,637	5,225	30,728	2,456	5,078	3,113	5,307	21,564	12,565	33.97	2.8	16,400

NEW JERSEY

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT
SAVING TIME.

ASBURY PARK (1 AM; 1 FM)

Monmouth County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WJLK

WJLK-FM

1928

1947

NAB

RAB

Media Code 4 231 0490 0.00
Press Broadcasting Co., a subsidiary of Asbury Park Press, Inc., Press Plaza, Asbury Park, N. J. 07712. Phone 201-774-7000.

STATION'S PROGRAMMING DESCRIPTION
WJLK: Programmed for adults and general community interest.
NEWS: hourly 15 min summaries, half hourly headlines or 5 min summaries. Emphasis on community involvement in talk and audience participation programs, community calendar, play-by-play high school sports, racing features from nearby tracks. MUSIC: daytime, popular and standards. Classical, jazz, folk and country nights and weekends. Rec'd 4/25/69.

- PERSONNEL**
Station Manager—Everett Rudloff,
Operations Manager—Richard E. Lewis
Commercial Manager—Margaret S. Curtis.
- FACILITIES**
1,000 w. days, directional; 250 w. nights, non-directional. 1310 kc.
Operating schedule: 6 am-midnight. EST.
ERP—200 w.; 94.3 mc.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 31, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82, 73a.

- No. 20 EX 12/1/68—Rec'd 10/3/68.
- SPOT ANNOUNCEMENTS**
PER YR: 1x 104x 385x 500x 1000+
1 min..... 13.55 11.10 9.50 7.80 6.80
30 sec..... 11.10 8.60 6.80 5.75 5.15
15 sec..... 7.15 5.10 4.45 4.00 3.40
May be combined for rate frequency purposes.

- PACKAGE PLANS**
WEEKLY PACKAGES—ROS
(7 consecutive days)
DAILY: 1 min 30 sec 1 min 30 sec 1 min 30 sec
10 tl..... 624 432 5 tl..... 350 234

- PROGRAM TIME RATES**
1/2 hr 25 min 20 min 1/4 hr 10 min 5 min 2 min
1x..... 82.40 74.15 66.00 45.30 37.10 22.25 18.05
52x..... 66.00 59.30 52.75 36.25 29.65 17.80 15.20
104x..... 57.60 51.85 46.10 31.70 25.90 15.65 13.25
365x..... 49.50 44.50 39.55 27.20 22.25 13.40 11.35
May be combined for rate frequency purposes.
Each of 2 sponsors sharing a program—60% of applicable rate.
Each of 3 sponsors sharing a program—40% of applicable rate.
Spots and programs cannot be combined for discount purposes.

ATLANTIC CITY (4 AM; 3 FM)
(including Pleasantville)

Atlantic County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WJPG

1940
ATLANTIC CITY

NAB

Media Code 4 231 0735 8.00
Eastern Broadcasting Co., Steel Pier, Atlantic City, N. J. 08401. Phone 609-348-4646.

STATION'S PROGRAMMING DESCRIPTION
WJPG: Programmed for adults.
NEWS: on hour followed by local news provided by 3 local newsmen from 2 equipped mobile units. 1 mobile unit has studio facilities for store openings. News periods followed by personalities playing standards and middle-of-the-road music. Station participates in community fund raising activities with heavy emphasis on community involvement. Programs include daily report by executive director of chamber of commerce, feature race, 3 direct broadcasts from weather bureau, 4 hours of music nightly, when not in baseball. Contact Representative for further details. Rec'd 8/21/67.

- PERSONNEL**
President—Daniel Diener.
Vice-Pres. & Gen'l Mgr.—John Struckell.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Philadelphia—Call station collect.
- FACILITIES**
1,000 w. days, 250 w. nights; 1,450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 8.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 45, 46.
Comb.; Cont. Discounts: 61a, 61b, 62b, 62e.
Cancellation: 71a.
Affiliated with CBS.

- TIME RATES**
EX—Rec'd 12/6/67.
- SPOT ANNOUNCEMENTS**
1 MINUTE
CONS WK: 1 tl 1 tl 15 tl 20 tl 25 tl 30+
1 wk..... 14.00 13.50 13.00 12.00 11.00 10.00 8.50
4 wk..... 13.00 11.00 10.50 10.00 9.50 9.00 7.50
13 wk..... 12.00 10.00 9.00 8.50 8.00 7.50 6.50
26 wk..... 11.00 9.50 8.50 8.00 7.00 6.50 5.50
39 wk..... 10.00 8.50 7.50 6.50 6.00 5.50
52 wk..... 9.00 7.50 6.50 6.00 5.50

- 30 SECOND
1 wk..... 11.20 10.80 10.40 9.60 8.80 8.00 6.80
1 wk..... 10.40 8.80 8.40 8.00 7.60 7.20 6.00
13 wk..... 9.60 8.00 7.20 6.80 6.40 6.00 5.20
26 wk..... 8.80 7.60 6.80 6.40 6.00 5.20 4.40
39 wk..... 8.00 6.40 5.60 5.20 4.80 4.40
52 wk..... 7.20 6.00 5.20 4.80 4.40
10 sec; 50% of applicable 1-min.
WJPG-FM may be combined for frequency discounts on WJPG.

WJPG-FM

1962
ATLANTIC CITY

NAB

RAB

Media Code 4 231 0735 6.00
Eastern Broadcasting Co., Steel Pier, Atlantic City, N. J. 08401. Phone 609-348-4646.

- PERSONNEL**
President—Daniel Diener.
Vice-Pres. & Gen'l Mgr.—John Struckell.
Commercial Manager—Cole Leaming.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
ERP 20,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
See WJPG listing for coded regulations.
Affiliated with CBS.

TIME RATES
EX—Rec'd 12/6/67.

- SPOT ANNOUNCEMENTS**
CONS WK: 1 tl 12 tl 24 tl
1 wk..... 16 15 14
7-13 wk..... 15 14 13
- PROGRAM TIME RATES**
1/4 hr only, ea..... 18 16
Includes 10-second opening, 1-minute spot, 10-second closing.

WLDB

1955
ATLANTIC CITY

NBC Radio Network

Media Code 4 231 0980 0.00
Atlantic City Broadcasting Co., Box 898, Penn-Atlantic Hotel, Atlantic City, N. J. 08401. Phone 609-344-6573.

STATION'S PROGRAMMING DESCRIPTION
WLDB: Programmed for adults and general interest. NEWS: network news on hour, followed by live local weather bureau forecasts. Local news 9:35 am, 10:35 am & 2:35 pm. Local besper reports and tape pickups as they occur. Live voice reports direct from New York Stock Exchange, market prices 12:05 pm, 1:05 pm & 6:05 pm. Local fire alarm reports. Network sports, features and events. Daily remote broadcasts. MUSIC: 60% standards and middle-of-the-road, 30% country and western, 10% showtunes and classical music throughout day and evening hours. SPORTS: daily live voice race results direct from 5 different tracks at 6:30 pm. Contact Representative for further details. Rec'd 1/29/68.

- PERSONNEL**
Pres. & Com'l Mgr.—Leroy Bremmer.
Bus. & Com'l Mgr.—Dorothy Bremmer.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
Philadelphia—Call station collect.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EDT.
- AGENCY COMMISSION**
15% % cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 29b, 29c.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 71b.
Affiliated with NBC Radio Network.
Member: Country Music Network.

- TIME RATES**
Rates effective June 1, 1964. (Card No. 6.)
Card received June 9, 1964.
- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 tl..... 11.50 9.00 6.00
13 tl..... 11.50 8.50 5.75
52 tl..... 11.00 8.00 5.50
104 tl..... 10.50 7.50 5.25
156 tl..... 10.00 7.00 5.00
280 tl..... 9.50 6.50 4.75
512 tl..... 9.00 6.00 4.50

- PACKAGE PLANS**
1 MIN: 1 wk 6 wk 13 wk 26 wk 52 wk
5 tl..... 55.00 50.00 47.50 45.00 43.00
10 tl..... 105.00 90.00 85.00 80.00 75.00
15 tl..... 142.50 120.00 112.50 105.00 97.50
20 tl..... 170.00 140.00 130.00 120.00 110.00
30 seconds—80% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

- PROGRAM TIME RATES**
1x..... 100 60 40 30 20
DISCOUNTS
13x—2-1/2% 52x—7-1/2% 156x—12-1/2%
26x—5% 104x—10%

- PARTICIPATING PROGRAMS**
NBC Monitor—Sat-Sun flat, 1x rate.
Wall Street & Market Reports—Mon thru Fri 1:10-1:15 pm & 5:45-5:50 pm, flat 15.00.
Gard. & Oper.—Mon thru Fri 6:05-7:25 am, 12:10-12:30 pm & 6:05-6 pm; Sat 6:05-7:30 am, 2:05-3 pm and 6:35-7 pm, flat 1x rate.
Hillbilly Jamboree Mon thru Fri 1:35-2 pm & 4:05-5 pm; Sat 1:35-2 pm, flat 1x rate.
Echo's of Italy—Sun 1:05-1:30 pm, flat 1x rate.

- SPECIAL FEATURES**
Direct Weather Bureau forecasts at .05, flat 15.00.
NBC World News Roundup announcements—Mon thru Sat 8:05-8:15 am, flat 15.00.
Daily race results from Pimlico, Bowie, Laurel, Garden State Park and Atlantic City Race Courses—Mon thru Sat 6:30 pm, flat 15.00.

WJGM (FM)

1961
ATLANTIC CITY

NAB

A Green Group Station
Media Code 4 231 1225 9.00
South Jersey Radio, Inc., Box 352, Old Turnpike, Pleasantville, N. J. 08232. Phone 609-641-1400.

STATION'S PROGRAMMING DESCRIPTION
WJGM (FM): Programmed for teens and young adults. MUSIC: controlled play list of current hits featured from sign-on-9 pm with telephone talk show following until sign-off. Contact Representative for further details. Rec'd 3/27/69.

- PERSONNEL**
Executive Vice-President—Howard L. Green.
General Manager—Mike Elliott.
- REPRESENTATIVES**
Adam Young—VTM, Inc.
Selective Broadcast Advertising, Inc.
- FACILITIES**
ERP 2,950 w.; 103.7 mc.
Operating schedule: 9 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WOND.

- TIME RATES**
EX—Rec'd 11/9/61.
- SPOT ANNOUNCEMENTS**
Participating spot, flat..... 3.45
 - PROGRAM TIME RATES**
1x 15x 26x 39x 52x 78x 156x 260x
1 hr..... 50.00 47.50 45.00 42.50 40.00 35.00 27.50
1/2 hr..... 38.00 34.00 32.50 30.00 27.50 22.50 20.00
1/4 hr..... 22.00 21.00 19.00 17.50 16.00 14.00 12.00 10.00
10 min..... 18.00 17.50 16.00 14.00 12.50 11.00 9.50 8.00
5 min..... 12.00 11.00 9.75 8.75 7.50 6.00 5.25 5.00

- SPECIAL FEATURES**
Newscaets—minimum 13 weeks, 5 tl..... 38
(Atlantic City continued on next page)

CAUTION:

It is inadvisable to use listing information from SRDS Catalogs for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with current information from the latest issue, because current information is safe information.

G01A-2/

NEW JERSEY

Atlantic City—Continued

WMID 1847 ATLANTIC CITY A Merv Griffin Station

NAB

Media Code 4 231 1470 1.00
WMID, Inc., Ohio & Murray Aves., Atlantic City,
N. J. 08404. Phone 609-344-5113.

STATION'S PROGRAMMING DESCRIPTION
WMID: Programmed for housewives and commuters.
MUSIC: controlled play of current hits featured 24
hours a day. All-time million sellers played during
housewife hours. Telephone talk show 12:10-1 pm;
M-F. 3 main local news department integrated with
network news at :55. Extra news scheduled at :25
during commuter hours. 2 radio equipped mobile
news units. 2 portable FM transmitters available for
remote broadcasts from shopping centers, civic affairs,
etc. Contact Representative for further details. Rec'd
1/24/68.

1. PERSONNEL

President—Merv Griffin.
Vice-President—Herbert Bloomberg.
Station Manager—Robert H. Badger.

2. REPRESENTATIVES

Mort Bassett & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4a, 5a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Member: Philadelphia Suburban Group.

TIME RATES

ET 6/1/68—Rec'd 4/22/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	16 ti	24 ti	30 ti
AA	15	14	13	12	11
A	13	12	11	10	9

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

IMPACT PLAN
(1/2 AA, 1/2 A)
1 MIN: 6 ti 12 ti 16 ti 24 ti 30 ti
Per wk: 12 11 10 9 8
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.
CONSECUTIVE WEEKS DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES

News Broadcasts: Add 10% to rate.

WOND

1950
PLEASANTVILLE

NAB

A Green Group Station
Media Code 4 231 1715 9.00
South Jersey Radio, Inc., Old Turnpike, Pleasantville,
N. J. 08232 Phone 609-641-1400.

STATION'S PROGRAMMING DESCRIPTION
WOND: Programmed for young adults.
AIR PERSONALITIES featured all day. NEWS: 5
min every hour at :55. 6-9 am middle-of-the-road
music with appeal to commuters, weather information,
quips, sports. 9 am-noon programmed for housewives,
current hits with adult appeal, housewife hints, and
quizzes. Noon-3 pm current hits with adult appeal
mixed with standards. 3-6 pm programmed for com-
muters, featuring stock market news, sports, weather,
and traffic reports. 6-9 pm current hits programmed
for young adults. 9 pm-12M telephone call-in show.
12M-6 am current hits with adult appeal and
standards. Contact Representative for further details.
Rec'd 2/21/68.

1. PERSONNEL

Executive Vice-President—Howard L. Green.
General Manager—Mike Elliot.
Sales Manager—Walter J. Murphy.

2. REPRESENTATIVES

Adam Young Radio, Inc.
Selective Broadcast Advertising, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26,
28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WMGM (FM).
Affiliated with American Entertainment Network.

TIME RATES

No. 8 ET 2/1/67—Rec'd 1/9/67.
AA—Mon thru Fri 6:30-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	CLASS AA	1 ti	6 ti	12 ti	16 ti	24 ti
PER WK:		15.00	13.00	12.50	12.00	11.50
1 wk		14.00	12.00	11.50	11.00	10.50
13 wk		13.00	11.00	10.50	10.00	9.50
26 wk		12.00	10.00	9.50	9.00	8.50
52 wk		11.00	9.00	8.50	8.00	7.50

CLASS AA	1 ti	6 ti	12 ti	16 ti	24 ti
1 wk	14.00	12.00	11.50	11.00	10.50
13 wk	13.00	11.00	10.50	10.00	9.50
26 wk	12.00	10.00	9.50	9.00	8.50
52 wk	11.00	9.00	8.50	8.00	7.50

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
All lengths of spots combine to earn frequency.
Weeks need not be consecutive to earn cumulative
weeks frequency.

WRNJ (FM)

1926
ATLANTIC CITY

Media Code 4 231 1960 1.00
WRNJ Associates, Inc., Hittz Carlton Hotel, Atlantic
City, N. J. Phone 343-3211.

1. PERSONNEL

Pres. & Gen'l Mgr.—Edward R. Newman.
Program Director—Gary D. Cresce.

3. FACILITIES

ERP 3,300 w.; 95.1 mc.
Operating schedule: 7:00-1:00 am daily. EST.
Antenna ht.—323 ft. above average terrain.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with American FM Network.

TIME RATES

Rates effective _____
Rates received October 29, 1962.

6. SPOT ANNOUNCEMENTS

1 minute	8.00	10 seconds	2.50
30 seconds	4.25		

10. SPECIAL FEATURES

5-minute news, extra 9.00.

BRIDGETON (1 AM; 1 FM)

Cumberland County—Map Location C-11
See SIDS consumer market map and data at begin-
ning of the State.

WSNJ

1937

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 2205 0.00
Eastern States Broadcasting Corp., Bridgeton, N. J.
08302. Phone 609-451-2930.

STATION'S PROGRAMMING DESCRIPTION

WSNJ: Adult general interest programming. Network
news on hour and half hour. Local news 4 times
daily. 6:05-8 am farm related programming, com-
munity calendar, lost and found, public service announce-
ments. 8:05-9 am news high school and local, de-
votions. 9:05-10 am telephone interviews — topical
subjects. 10:05-10:45 am swap show. 10:45-11 am
women's news. 11:05-11:30 am devotional. 11:35-
noon country and western. Noon-1 pm stock market
report, farm and weather reports, country and western
music. 1-5:45 pm telephone talk, studio interviews
and general pop. 5:45-6 pm local sports. 6:05-
8:30 pm weather forecasts, bureau of standards time
signal, local interviews, network commentaries. 8:35
pm-M show tunes and standards. Contact Representa-
tive for further details. Rec'd 7/13/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Paul Alger.

2. REPRESENTATIVES

Harry J. Cannon Associates.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION

15% on net time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 11b, 12b, 13b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47e, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a, 72.
Prod. Services: 80.
Affiliated with MBS Radio Network.
Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective March 1, 1964. (Card No. 13.)
Card received December 30, 1963.

6. SPOT ANNOUNCEMENTS

1 MIN	30 sec	10 sec	
1 ti	10.00	8.00	7.00
2 ti	9.50	7.50	6.50
26 ti	9.00	7.00	6.00
52 ti	8.50	6.50	5.50
104 ti	8.00	6.00	5.00
156 ti	7.50	5.50	4.50
210 ti	7.25	5.25	3.75
282 ti	7.00	5.00	3.50

8. PROGRAM TIME RATES

1 hr.	70.
1/2 hr: 50% of hour.	10 min: 35% of hour.
1/4 hr: 40% of hour.	5 min: 20% of hour.

WSNJ-FM

1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 2206 6.00
Eastern States Broadcasting Corp., Bridgeton, N. J.
08302. Phone 609-451-2930.
STATION'S PROGRAMMING DESCRIPTION
WSNJ-FM: See WSNJ for programming description.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Paul Alger.

2. REPRESENTATIVES

Harry J. Cannon Associates.

3. FACILITIES

ERP 15,200 w.: 107.7 mc.
Operating schedule: Simulcast with AM 6:00 am-
noon; separately from noon-midnight.
Antenna ht.: 484 ft. above average terrain.

4. AGENCY COMMISSION

15% on net time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 5, 6a.
Rate Protection: 11b, 12b, 13b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47e, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a, 72.
Prod. Services: 80.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective March 1, 1964. (Card No. 13.)
Rates received February 28, 1964.

6. SPOT ANNOUNCEMENTS

1 MIN	30 sec	10 sec	
1 ti	5.10	3.00	2.50
2 ti	4.80	2.85	2.40
50 ti	4.65	2.70	2.25
100 ti	4.65	2.70	2.25

PROGRAM TIME RATES

1 hr/ 1/2 hr/ 1/4 hr/	55 min	25 min	10 min	5 min
1 ti	30.00	18.00	12.00	9.00
2 ti	27.00	16.20	10.80	8.10
3 or 4 ti	25.50	15.30	10.20	7.65
5 or more	24.00	14.40	9.60	7.20

CAMDEN (2 AM; 1 FM)

Camden County—Map Location C-9
See SIDS consumer market map and data at begin-
ning of the State.

WCAM

1926

Media Code 4 231 2450 2.00
City of Camden, N. J., 6th and Market Sts., Cam-
den, N. J. 08101. Emerson 1-3800.

1. PERSONNEL

General Manager—Joseph A. Scardilli.
Program Director—Dave Neal.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1310 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23a, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 61b.
Cancellation: 70a, 71a, 73a, 73b.
Affiliated with MBS.
Member: National Spanish Language Network.

TIME RATES

Rates effective October 1, 1965.
Rates received October 4, 1965.

6. SPOT ANNOUNCEMENTS

1 MIN	30 sec	10 sec	
1 ti	16.00	12.50	7.00
24 ti	15.00	12.00	6.50
48 ti	13.00	10.25	6.00
65 ti	12.00	9.50	5.50
130 ti	11.00	8.50	5.00
260 ti	10.00	8.00	4.50
500 ti	9.00	7.00	4.00
1000 ti	8.00	6.50	3.75
1500 ti	7.00	5.50	3.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 ti	100.00	70.00	50.00
26 ti	95.00	68.50	47.50
52 ti	90.00	65.00	45.00
104 ti	85.00	60.00	42.00
156 ti	80.00	58.00	40.00
312 ti	70.00	49.00	35.00
624 ti	65.00	45.00	32.00

(CR)

WTMR

1948

NAB

Media Code 4 239 5862 8.00
Roberts Broadcasting Co., 2775 Mt. Ephraim Ave.,
Camden, N. J., 08103. Phone 609-962-8000. Phila-
delphia phone 215-923-4190.

1. PERSONNEL

President—Tommy Roberts.
General Manager—Joseph F. Frazer.

2. REPRESENTATIVES

Mort Bassett & Co., Inc.

3. FACILITIES

5,000 w. days; 800 kc. Directional.
Operating schedule: 6:30 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10g, 11b, 13g, 14g.
Basic Rates: 20a, 21d, 22b, 23a, 25a.
Contracts: 40c, 41, 42a, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a,
62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.

TIME RATES

No. 1 ET 8/1/68—Rec'd 8/9/68.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	Per week	1 ti	6 ti	12 ti	16 ti	24 ti
PER YR:		45.00	40.00	36.00	32.00	29.00
100 x		43.00	38.0			

Dover—W D H A-FM—Continued

TIME RATES
No. 4 ET 11/1/67—Rec'd 10/5/67.

6. SPOT ANNOUNCEMENTS

1 min.	20	18	17	16	15	14
1 hr.	140	133	126	120	114	108
1/2 hr.	105	100	95	90	86	82
5 min.	60	57	54	51	48	46

(CR)

WRAN

Media Code 4 231 3185 3.00
Jersey Horizons, Inc., Rt. 10 at Millbrook Ave.,
Dover, N. J. 07801. Phone 201-366-1510, Morris-
town. Phone 201-538-3500.

- 1. PERSONNEL**
Station Manager—Kevin Koughan.
Sales Manager—J. Albert Wunder.
Operations Manager—Brian Emery.
- 2. REPRESENTATIVES**
Grant Webb & Co., Inc.
- 3. FACILITIES**
10,000 w. days, 500 w. nights; 1510 kc. Directional.
Operating schedule: 5:30-1 am EST.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24b, 24c,
25a, 26, 28a, 29b.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50,
51b.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 5 ET 4/1/69—Rec'd 2/24/69.

7. PACKAGE PLANS

1 MINUTE

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
1 wk.	15.00	13.50	12.75	11.25	10.25	10.00
4 wk.	14.00	12.25	11.25	10.25	10.00	9.75
13 wk.	13.50	11.75	10.50	10.00	9.75	9.50
25 wk.	13.00	11.25	10.25	9.75	9.50	9.00
52 wk.	12.00	10.25	9.75	9.50	9.00	8.75

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
1 minute and 30 second spots may be combined for
frequency discount.

10. SPECIAL FEATURES
Newcasts—2x applicable rate.

(CR)

EATONTOWN (1 AM; 1 FM)

Monmouth County—Map Location F-6
See SRDS consumer market map and data at begin-
ning of the State.

WHTG

WHTG-FM

Media Code 4 231 3430 3.00
Harold and Theo Gade, 1129 Hope Road, Asbury
Park, N. J. 07712. Phone 201-531-1410 and 542-
1410.

- 1. PERSONNEL**
General Manager—Hal Briggs.
- 2. REPRESENTATIVES**
Grant Webb & Company, Inc.
- 3. FACILITIES**
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM FACILITIES
ERP 1,000 w.; 106.3 mc.
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 28a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 62a.
Cancellation: 71a, 73a.
FM duplicates AM daytime.
Programs and announcements broadcast on both AM
and FM.

TIME RATES

ET 1/1/68—Rec'd 2/1/68.

6. SPOT ANNOUNCEMENTS

15 sec.	7.00	6.10	5.35	4.65	4.20
30 sec.	10.00	8.50	7.50	6.50	5.90
1 min.	14.00	11.90	10.50	9.10	8.26

FRANKLIN

Sussex County—Map Location D-2
See SRDS consumer market map and data at begin-
ning of the State.

WLVP (FM)

Subscriber to the NAB Radio Code
Media Code 4 231 3675 3.00
Louis Vander Plate, Box 102, Lake Wildwood Rd.,
Franklin, N. J. 07416. Phone 201-827-6500.

- 1. PERSONNEL**
General Manager—Louis Vander Plate.
Sales Manager—Edmund Rhodes.
- 3. FACILITIES** ERP 3,000 w.; 102.3 mc.
Operating schedule: 24 hrs. daily. EST.
Antenna ht.: 1,610 ft. above average terrain.

4. AGENCY COMMISSION

- 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3c, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 16b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24a, 24b,
26b, 28c, 33c, 33d.
Contracts: 41, 45, 46, 51b.
Comb.: Cont. Discounts: 62b, 62d.
Cancellation: 70a, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 11/29/67.

6. SPOT ANNOUNCEMENTS

1 min.	12.00	11.00	10.00	9.00	8.00
30 sec.	10.00	9.00	8.00	7.00	6.00
10 sec.	7.50	7.00	6.50	6.00	5.00

7. PACKAGE PLANS

4 wk (100 tl)	8.00	5.50	3.50
3 wk (75 tl)	8.00	6.00	4.00
2 wk (50 tl)	9.00	7.00	5.00

10. SPECIAL FEATURES

NEWS PACKAGES

Ea	100 tl	50 tl	30 tl
	7.50	8.50	9.50

WEATHER PACKAGES

Ea	200 tl	80 tl
	5.00	7.00

HAMMONTON

Atlantic County—Map Location D-10
See SRDS consumer market map and data at begin-
ning of the State.

WNJH

1961

RAB

Media Code 4 231 3920 3.00
Radio Radio, Inc., 182 North White Horse Pike,
Hammonton, N. J. 08037. Phone 609-561-1900.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—James N. Rodio.
Sales Executives—William McInerney, William F.
Orrille.
- 3. FACILITIES**
1,000 w. days; 1580 kc.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 45, 48.
Comb.: Cont. Discounts: 61c.
Cancellation: 71a.
Member: National AdRadio Groups, Inc.

TIME RATES

No. 2 ET 5/1/65—Rec'd 4/23/68.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2	1/4	5	1	10
1 time	55.00	33.25	22.25	13.75	7.50
13 times	52.00	31.25	20.75	12.50	6.25
26 times	48.50	29.00	19.50	11.00	5.50
52 times	41.50	25.00	16.50	9.00	3.45
156 times	38.75	23.25	15.25	8.25	3.00
156 times	36.00	21.50	13.75	7.50	2.75
260 times	33.25	20.00	12.50	7.00	2.50
312 times	30.50	18.25	11.00	6.25	2.00

7. PACKAGE PLANS

1-MINUTE BULK RATES

500 or more announcements	3.25
1,000 or more announcements	3.00

LONG BRANCH

Monmouth County—Map Location F-6
See SRDS consumer market map and data at begin-
ning of the State.

WRLB (FM)

1959

NAFIMB

Media Code 4 231 4165 4.00
Long Branch Broadcasting Co., Inc., 156 Broadway,
Long Branch, N. J. 07740. Phone 201-222-1071.

- 1. PERSONNEL**
President—O. A. Blamonte.
General Manager—John J. Mazzacco.
Commercial Manager—Dennis Mastro.
- 3. FACILITIES**
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 6 am-11:00 pm. EST.
Antenna ht.: 150 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.
Basic Rates: 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24b,
25c, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47b,
51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i,
61a, 61b, 62b, 62c.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

1 min.	12.00	10.00	8.25	6.75	4.95	3.00
30 sec.	10.00	7.75	5.50	4.00	3.75	2.25

6. PROGRAM TIME RATES

1 hr.	1/2 hr	1/4 hr	5 min
1 x	77.00	46.00	30.00
13 x	72.00	43.00	28.00
26 x	67.00	40.00	26.00
52 x	63.00	37.00	24.00
104 x	60.00	34.00	22.00
156 x	57.00	32.00	20.00
212 x	54.00	30.00	18.00
280 x	51.00	28.00	17.00
365 x	48.00	26.00	16.00

10. SPECIAL FEATURES

- ROTATING NEWS PROGRAMS**
(5 minutes)
Co-sponsors (rotating), one 30-second spot each,
twice daily, 7 days per week; single sponsor, two
30-second spots.
- | | | | |
|-------|-------|-------|-------|
| 1 x | 17.00 | 156 x | 12.00 |
| 13 x | 16.00 | 280 x | 11.00 |
| 26 x | 15.00 | 512 x | 10.50 |
| 52 x | 14.00 | 965 x | 10.00 |
| 104 x | 13.00 | | |

MILLVILLE (1 AM; 1 FM)

Cumberland County—Map Location C-11
See SRDS consumer market map and data at begin-
ning of the State.

WMVB

Media Code 4 231 4410 4.00
Union Lake Broadcasters, Inc., Millville, N. J.
08360. Phone 609-825-2600.

- 1. PERSONNEL**
President—Fred M. Wood.
General Manager—Dorothy H. Carlson.
- 2. REPRESENTATIVES**
Adam Young Radio, Inc.
Pa., Md., Va.—Robert S. Dome Company.
- 3. FACILITIES**
1,000 w. days; 1440 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 40, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM operated in conjunction with AM during day;
sold separately after sunset.

TIME RATES

ET—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 tl	5.00	4.50	1.56 tl
78 tl	4.00	3.50	312 or more

8. PROGRAM TIME RATES

1 x	90	55	30	20	10
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DISCOUNTS

13x—5%	52x—12 1/2%	156x—20%
26x—10%	104x—15%	260x—25%

WMVB-FM

Media Code 4 231 4411 2.00
Union Lake Broadcasters, Inc., Box 267, Millville,
N. J. 08360. Phone 609-825-2600.

- 1. PERSONNEL**
President—Fred M. Wood.
General Manager—Dorothy H. Carlson.
- 2. REPRESENTATIVES**
Adam Young Radio, Inc.
Pa., Md., Va.—Robert S. Dome Company.
- 3. FACILITIES**
ERP 5,200 w.; 97.3 mc.
Operating schedule: 8:00 am-11:00 pm. EST.
Antenna ht.: 195 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
See WMVB listing for coded regulations.
FM operated in conjunction with AM during day;
sold separately after sunset.

TIME RATES

ET—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1-77 tl	5.00	4.50	156-311 tl
78-155 tl	4.00	3.50	312 or more

8. PROGRAM TIME RATES

1 x	90	55	30	20	10
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DISCOUNTS

13x—5%	52x—12 1/2%	156x—20%
26x—10%	104x—15%	260x—25%

MORRISTOWN

Morris County—Map Location E-3
See SRDS consumer market map and data at begin-
ning of the State.

WMTR

Subscriber to the NAB Radio Code
Media Code 4 231 4655 4.00
Morristown Broadcasting Corp., Box 345, Morristown,
N. J. 07960. Phone 201-538-1250.

- STATION'S PROGRAMMING DESCRIPTION**
WMTR: Programmed for adults.
NEWS 25%: on hour and half hour, local 15%, re-
gional, national, international 10%. 4-man news
staff, AP wire service, UPI audio, 6 stock market
reports plus 2 programs daily. 2 regional weather
programs daily. 12 bulletin boards daily. TALK
15%: interviews, telephone call-in, education, health,

NEW JERSEY

women's. MUSIC 60%: current hits, showtimes,
standards, middle-of-the-road, contemporary folk, pop
rock. Rec'd 4/1/68.

- 1. PERSONNEL**
General Manager—Kenneth A. Croy.
Commercial Manager—F. Barry Farquhar.
- 3. FACILITIES**
5,000 w. days; 1250 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 22b, 24b, 25a, 29b.
Contracts: 42a, 44b, 48, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 ET 4/15/68—Rec'd 4/18/68.
A—Mon thru Fri 6-10 am & 3-7 pm (limit 1/3
weekly schedule in 6-10 am period).
B—All other times.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec				
A	B	A				
1 x	14.60	11.70	11.00	8.80	7.30	5.90
100 x	13.20	10.50	9.80	7.90	6.80	5.80
200 x	12.30	9.50	8.30	7.40	6.50	5.00
400 x	11.70	8.40	8.00	7.00	6.00	4.70
800 x	11.00	8.80	8.30	6.80	5.60	4.40

8. PROGRAM TIME RATES

5 MIN:	1x	125x	250x
A	21.90	19.70	18.60
B	17.50	15.70	14.90

10 min: 2x 1-min. 30 min: 4x 1-min.
15 min: 3x 1-min. 60 min: 7x 1-min.

CONSECUTIVE WEEKS DISCOUNTS
13 wk—10% 52 wk—20%

10. SPECIAL FEATURES
Newcasts & spots in newcasts—add 20% to appli-
cable rate.
2-min news capsules at :28—add 50% to 1-min rate.

WRAN

DOVER

City of license Dover, New Jersey.
Morristown Office—25 Washington St., Morristown,
N. J. Phone 538-3500.
See listing under Dover, New Jersey.

MOUNT HOLLY

Burlington County—Map Location D-8
See SRDS consumer market map and data at begin-
ning of the State.

WJJZ

1963

NAB

Media Code 4 231 4900 4.00
West Jersey Broadcasting Co., Box 459, Mount Holly,
N. J. 08060. Phone 609-287-8200.

- 1. PERSONNEL**
Manager—Donald Kirby.
- 2. REPRESENTATIVES**
Gill-Perna, Inc.
- 3. FACILITIES**
5,000 w. days; 1460 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL RATE POLICY**

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 9/11/67.

6. SPOT ANNOUNCEMENTS

1 min	10.00	9.00	8.25	7.50	7.00	6.50	6.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50
20-sec. flat	4.00	10-sec. flat	2.50				

7. PACKAGE PLANS

SALE PACKAGES—4-13 WEEKS

PER WK:	10 tl	15 tl	20 tl	30 tl
1 min.	7.00	6.00	5.50	5.00
30 sec.	5.50	5.00	4.50	4.00

Specified times on contract only.

NEW JERSEY

Newark—Continued

WVNJ
1947

WVNJ-FM
1961

HR Representatives, Inc.

RAB

Media Code 4 231 5145 5.00
Newark Broadcasting Corp., West Mt. Pleasant Ave. & Rt. 10, Livingston, N. J. 07039. Phone 201-643-7600.

Send copy and instructions to Don Carr at above address. Office—510 Madison Ave., New York, N. Y. 10022. Phone 212-688-6470.

STATION'S PROGRAMMING DESCRIPTION
WVNJ: Programmed for young adults and adults. MUSIC: uninterrupted, 87% showtunes; 82% general popular, featuring standards, showtunes, film music, middle-of-the-road music, 5% classical, opera and symphony. NEWS 10%: local, national, international. World wide audio news service 5 min on hour, additional 5 min on half hour during drive time periods, M-F. Includes sports and weather. SPORTS: play-by-play football. TALK: 1%: community interest program on Sun. COMMERCIAL POLICY: 15 minutes per hour. Contact Representative for further details. Rec'd 8/11/67.

1. PERSONNEL

General Manager—Milton L. Lubow.
Program Manager—Stephen Van Gluck.
Chief Engineer—Peter Testan.

2. REPRESENTATIVES

H-R Representatives, Inc.

3. FACILITIES

5,000 w.; 630 kc.

Directional—separate patterns day and night.

Operating schedule: 5:30-1 am. EST.

FM-ERP 24,000 w. (horiz.), 18,000 w. (vert.); 100.3 mc.

Antenna ht.: 068 ft. above average terrain.

4. AGENCY COMMISSION

15/10 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.

Contracts: 40a, 41, 45, 46, 51b.

Comb.: Cont. Discounts: 60a, 60c, 62d.

Cancellation: 70a, 70b, 72, 73a, 73b.

Prod. Services: 82.

Affiliated with American Information Network.

No. 28 Eff 10/1/69—Rec'd 7/3/69.

AAA—Mon thru Sat 4-8 pm.

AA—Mon thru Sat 10-10 am.

A—Mon thru Sat 10 am-4 pm; Sun 7 am-8 pm.

B—Daily 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK: 1 6 12 18 24 30 36 42

AAA 60 56 52 49 46 43 40

AA 50 46 42 39 36 33 30

A 40 36 32 29 26 23 20

B 25 24 23 22 21 20

30 SECONDS

AAA 48 45 42 39 37 34 32

AA 42 39 36 34 32 30 28

A 30 27 24 21 19 17 15

B 20 19 18 17 16 15

10 sec: 60% of 1-min. Fixed position extra 10%.

Rotated equally within time period.

7. PACKAGE PLANS

PER WK: 1 min

20 Plan (AAAA, 4AA, 3A, 4B) 895

30 Plan (AAAA, 3AA, 12A, 6B) 870

40 Plan (AAAA, 3AA, 12A, 8B) 1040

80 sec: 80% of 1-min. 10 sec: 00% of 1-min.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS (1:30 commercial time)

PER WK: 1 6 12 18 24 30

AAA 70 66 62 58 55 52

AA 65 61 57 53 50 47

A 50 46 42 38 35 32

B 30 28 27 26 25 24

CONSECUTIVE WEEK DISCOUNT

26 wk—5%. 52 wk—10%.

Rateholder—100.00 wkly. (D)

NEW BRUNSWICK (1 AM; 1 FM)

Middlesex County—Map Location E-6

See SRDS consumer market map and data at beginning of the State.

WCTC
1946

WCTC-FM
1947

Media Code 4 231 5390 7.00

Itaritan Valley Broadcasting Co., Peoples National Bank Bldg., 385 George St., New Brunswick, N. J. 08901. Phone 201-247-1450.

New York office: 509 Madison Ave., Phone 212-752-1450.

STATION'S PROGRAMMING DESCRIPTION

WCTC: Programmed for adults.

MUSIC: middle-of-the-road. Community interest.

NEWS: 6 man news department. News on hour 5:30 am-2 am. 30 min news 6 pm. Private weather service. Stock market reports 4:23 pm, 5:25 pm & 6:50 pm. Free lost and found and community calendar. Special home and garden, food, dog and fishing shows. University football and basketball. Extensive high school sports coverage. Swing music 7:15-10

pm M-F. Rock music 7:15 pm-12M Sat. Hungarian 12:15-1:30 pm Sun. Polish 1:30-3 pm Sun. Italian 5-6 pm Sun. Telephone call-in 10:05 pm-12M Wed. Mobile units. Air personalities available for remote broadcasts. Contact Representative for further details. Rec'd 10/18/68.

1. PERSONNEL

Vice-President—Peter A. Bordes.

General Manager—Anthony V. Marano.

National Sales Manager—Phillip H. Roberts.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

1,000 w. days. 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 5:30-2 am. EST.

FM FACILITIES

ERP 1,000 w.; 98.3 mc.

Antenna ht.: 110 ft. above average terrain.

Operating schedule: Same as AM.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 42a, 45, 46, 47a.

Comb.: Cont. Discounts: 60a, 61c, 62d.

Cancellation: 70a, 70b, 71a, 72.

Prod. Services: 80, 82.

FM operated in conjunction with AM during day, separately at night.

TIME RATES

Eff 11/1/68—Rec'd 8/19/68.

6. SPOT ANNOUNCEMENTS

30 sec 1 min

1 x 3.50 5.50 260 x 2.40 3.50

13 x 3.30 5.10 812 x 2.10 3.20

26 x 3.10 4.80 865 x 2.00 3.00

52 x 2.90 4.40 820 x 1.90 2.80

104 x 2.70 4.10 1000 x 1.60 2.60

156 x 2.60 3.80

7. PACKAGE PLANS

WEEKLY SPOT PACKAGES

7 14 21 28 35 42 49

30 sec 19 36 50 63 79 91

8. PROGRAM TIME RATES

5 min 5 min

1 x 9.10 260 x 5.90

13 x 8.40 812 x 5.20

26 x 7.80 865 x 5.50

52 x 7.40 820 x 4.70

104 x 6.80 1000 x 4.20

156 x 6.40

10. SPECIAL FEATURES

National news, add 10%: local, per broadcast, 2.00.

8. PROGRAM TIME RATES

5 min 5 min

1 x 9.10 260 x 5.90

13 x 8.40 812 x 5.20

26 x 7.80 865 x 5.50

52 x 7.40 820 x 4.70

104 x 6.80 1000 x 4.20

156 x 6.40

10. SPECIAL FEATURES

National news, add 10%: local, per broadcast, 2.00.

WNNJ
1953

Subscriber to the NAB Radio Code

Media Code 4 231 5880 7.00

Sussex County Broadcasters, Inc., Box 40, Andover Township, Newton, N. J. 07860. Phone 393-3400.

STATION'S PROGRAMMING DESCRIPTION

WNNJ: Programmed for adults.

AIR PERSONALITIES, middle-of-the-road music, 6 am-sign-off. NEWS: national and international on hour and half hour. 30 min news 5:30-6 pm or 30 min before sign-off. Local news 7:05 am, 8 am, 12:05 pm, 1 pm, Regional news 10 am & 4 pm daily. SPORTS: 7:10 am, 8:15 am, 12:10 pm. Live play-by-play high school football. Stock market 12:12 pm. Weather show 8:15 am. Community bulletin board at 4:5. Women's news 9:45 am W-F & 2:05 pm M-Th. Public affairs 2-4 pm M-F and Sat and Sun. RELIGION: sermons 9:05 am & 9:05 am M-F. FAIRM: news 6:55 am & 12:30 pm M-F. Rec'd 7/28/67.

1. PERSONNEL

Gen'l & Com'l Mgr.—Harry Mitchell.

3. FACILITIES

1,000 w. days; 1360 kc. Non-directional.

Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION

15/0: Bills rendered and payable last of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 42a, 45, 46, 47a.

Comb.: Cont. Discounts: 60a, 61c, 62d.

Cancellation: 70a, 70b, 71a, 72.

Prod. Services: 80, 82.

Affiliated with American Information Network.

TIME RATES

Eff 11/1/68—Rec'd 8/19/68.

6. SPOT ANNOUNCEMENTS

30 sec 1 min

1 x 8.30 156 x 4.50 6.80

13 x 7.80 260 x 4.30 5.80

26 x 7.30 312 x 3.90 5.30

52 x 6.80 520 x 3.80 4.90

104 x 6.30 1000 x 3.60 4.70

7. PACKAGE PLANS

WEEKLY SPOT PACKAGES

7 14 21 28 35 42 49

30 sec 32.80 63.80 93.00 118.00 145.00 168.00

1 min 45.80 88.50 132.00 174.00 214.00 249.00

10. SPECIAL FEATURES

Local News 2.00 extra per program.

OCEAN CITY

Cape May County—Map Location D-11

See SRDS consumer market map and data at beginning of the State.

WSLT
1964

OCEAN CITY-SOMERS POINT

Media Code 4 231 6125 6.00

Salt-Tee Radio, Inc., 957 Asbury Ave., Ocean City, N. J. 08226. Phone 609-399-1555.

Other Studio: Near 5th Green, Somers Point Golf Course, Somers Point, N. J.

STATION'S PROGRAMMING DESCRIPTION

WSLT: Programmed for adults and young adults.

AIR PERSONALITIES handle all segments. NEWS: 4 min every half hour at 1:15 & 4:15. 3 man news department, 2 mobile units. SPORTS: 3 min every hour at 3:30, high school basketball and football, surf and fishing reports, boating weather. MUSIC: general popular. Personalities available for remote broadcasts and community activities. Contact Representative for further details. Rec'd 10/9/67.

1. PERSONNEL

General Manager—Larry Keene.

Operations Director—Alvin J. Moyer.

Promotion Director—Phil Sheridan.

2. REPRESENTATIVES

New York—Vic Piano Associates, Inc.

3. FACILITIES

1,000 w.; 1520 kc.

Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15, 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 33a, 33b.

Contracts: 40a, 41, 42b, 42c, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.

Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61c, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with KBS Radio Network.

TIME RATES

Rates effective—February 17, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 10 sec

1 10.00 8.00 5.00

13 9.50 7.60 4.75

52 9.00 7.20 4.50

104 8.50 6.80 4.25

156 8.00 6.40 4.00

200 7.50 6.00 3.75

312 7.00 5.60 3.50

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

Point Pleasant—WADB (FM)—Continued

- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 155 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 35b.
Contracts: 40a, 42a, 43, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62c.
Cancellation: *70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(* Termination can be effective after 28 days from start of program.
Rateholder: Minimum 4 broadcasts per week.

TIME RATES
ET 1/27/69.

AA—Mon thru Fri 6 pm-midnight; Sat 9 am-midnight; Sun 9 am-7 pm	6 ti	12 ti	18 ti	24 ti
A—Mon thru Fri 6 am-6 pm; Sat & Sun 6-9 am.	8.30	6.50	6.00	5.60

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	26x	52x	104x	156x	260x	500x
AA 10.00	9.50	9.00	8.50	8.00	7.00	6.50	6.50
A 8.50	8.00	7.50	7.00	6.50	6.00	5.00	5.00

30 SECONDS

AA 7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.80
A 6.00	5.60	5.20	4.80	4.40	4.00	3.40	3.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY PACKAGES
(Used within 7 days)

DAILY, ROS:	5 ti	10 ti
1 min	230	450
30 sec	180	345

WEEKEND PACKAGES
(6 pm Fri-7 pm Sun)

PLANS:	6 ti	12 ti	18 ti	24 ti
Es	8.30	6.50	6.00	5.60

8. PROGRAM TIME RATES

CLASS AA	1x	26x	52x	104x	156x	260x	500x
2 min	12.00	11.50	11.00	10.50	10.00	9.50	8.50
5 min	15.00	14.50	14.00	13.50	13.00	12.50	11.50

CLASS A

2 min	10.50	10.00	9.50	9.00	8.50	8.00	7.00
5 min	12.50	12.00	11.50	11.00	10.50	10.00	9.00

9. PARTICIPATING PROGRAMS
NIGHTWATCH IN STEREO/MIDNIGHT TO DAWN MUSIC
Per hr..... 35
13 wk—10% 26 wk—15% 39 wk—20% 52 wk—25%

POMPTON LAKES

Passaic County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WKER
1964

NAB **RAB**
Media Code 4 231 6615 6.00
WKER Radio, Inc., Box 1500, Pompton Lakes, N. J. 07442. Phone 201-839-1600.
Other Studio: News Plaza, Paterson, N. J.
New York Office: 41 W. 53rd St., New York, N. Y. 10019. Phone 212-246-7043.

- 1. PERSONNEL**
Pres. & Mgr.—Robert A. Kerr.
Executive Assistant—Lee Novak.
Operations Director—Tom Niven.
- 2. REPRESENTATIVES**
KERRadio.
- 3. FACILITIES**
500 w.; 1500 kc. Directional.
Operating schedule: Sunrise-local sunset. EST, DST
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15a.
Basic Rates: 20b, 22a, 24b, 25a, 28a, 28c, 29a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 8/67—Rec'd 6/19/67.

6. SPOT ANNOUNCEMENTS
(All day—Every day)

1 min	1x	26x	104x	260x	500+
1 min	16.50	14.75	13.00	11.25	9.50
30 sec	13.50	11.25	10.75	9.50	8.25

7. PACKAGE PLANS
PER WK:

1 min	7 ti	21 ti	35 ti	70 ti
1 min	98.00	273.00	393.75	735.00
30 sec	80.50	225.75	332.50	612.50

10. SPECIAL FEATURES
TRI-COUNTY AND WORLD WIDE NEWS.
TIME/WEATHER TRAFFIC REPORT
(At :15 & :45 All day—Every day)

1 x	39.00	23.50
7 x (1 wk)	37.75	22.00
91 x (13 wk)	34.00	18.50
182 x (26 wk)	32.50	16.50
364 x (52 wk)	28.25	12.50
500+	25.00	10.00

(* Commercial: 1-min and 15-sec.
(†) Commercial: 30-sec.
COMMUNITY CALENDAR—CHURCH/SCHOOL/CIVIC EVENTS
(Every hour)

1 x	10
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Based on 52-week contract. Minimum 10 times per week. (CR)

PRINCETON (1 AM; 1 FM)

Mercer County—Map Location D-6.
See SRDS consumer market map and data at beginning of the State.

WHWH
1963

NAB **RAB**
Media Code 4 231 6850 8.00
Nassau Broadcasting Co., Box 1350, 221 Witherspoon St., Princeton, N. J. 08540. Phones Trenton 609-998-0975, Princeton 609-924-3600.
Other office: Box 9760, Trenton, N. J. 08607.
STATION'S PROGRAMMING DESCRIPTION
WHWH: Programmed for adults.
MUSIC: middle-of-the-road, album selections, original cast recordings, standard-pop. NEWS: every half hour including seven 10 min expanded news and three 15 min casts, traffic reports and time checks during commuting hours, 8 direct wire weather center reports daily, community datebook, community information features, special public affairs programs, stock market quotations and financial news. Woman's show: 1-1/2 hours weekdays in 2 parts. Interviews, plus music. SPORTS: live play-by-play coverage of college football and basketball, pro football, hockey, national auto races. Personality spots show: two 5 min casts daily, weekend wrap-ups ten 15 min. Sports capsules throughout day. Contact Representative for further details. Rec'd 12/27/68.

- 1. PERSONNEL**
President—Herbert W. Hober.
Vice-Pres. & Gen'l Mgr.—David A. Moss.
General Sales Manager—John Morris.
- 2. REPRESENTATIVES**
Jack Masia & Company, Inc.
Philadelphia—Selective Broadcast Advertising, Inc.
- 3. FACILITIES**
5,000 w.; 1550 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight Mon thru Sat; 7:00 am-midnight Sun. EST.
- 4. AGENCY COMMISSION**
15% no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 27, 28a, 29a, 30.
Contracts: 40a, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60h, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WTOA (FM), Trenton.

TIME RATES
ET 6/1/67—Rec'd 4/17/67.

AA—Mon thru Fri 6-9:30 am & 4-7 pm	6 ti	12 ti	18 ti	24 ti
A—Mon thru Fri 9:30 am-4 pm & 7-8 pm; Sat & Sun 8 am-6 pm	8.50	6.50	6.00	5.60

6. SPOT ANNOUNCEMENTS
1 MIN:

1 x	14.00	12.00	10.00
26 x	13.50	11.50	9.50
52 x	13.00	11.00	9.00
104 x	12.50	10.50	8.50
156 x	12.00	10.00	8.00
260 x	11.50	9.50	7.50
500 x	11.00	9.00	7.00
1000 x	10.50	8.00	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Minutes and 30 second spots may be combined for frequency discounts.
10 second spots may not be combined with minutes or 30's for frequency discounts.

7. PACKAGE PLANS
1 MINUTE

WKLY:	6 ti	12 ti	18 ti	24 ti
AA	13.00	12.50	12.00	11.50
A	11.00	10.50	10.00	9.50
B	9.50	9.00	8.50	8.00

TOTAL AUDIENCE PLANS

12 Plan (5AA, 5A, 2B), ea	10.50
18 Plan (8AA, 7A, 3B), ea	10.00
24 Plan (10A, 4B), ea	9.50
36 Plan (15AA, 15A, 6B), ea	9.00
48 Plan (20AA, 20A, 8B), ea	8.50

CENTRAL JERSEY WEEKEND
(Fri 6 pm; Sat & Sun all day)

6 Plan, ea	9.50	18 Plan, ea	8.50
12 Plan, ea	9.00	24 Plan, ea	8.00

5 2-minute information features, total 60.00.
5 5-minute news or sports, total 75.00.
Weekend rates may not be combined with other weekly plans for frequency discounts.

10. SPECIAL FEATURES
2 MINUTE CAPSULES
(Datebook, News, Sports Headlines, Stop & Go Report, Weather Central)
Applicable 1 minute rates, plus 2.00.
Includes billboard plus 1 minute spots.
MERRY GO 'ROUND
Women's Show Mon thru Fri 9:30-10:30 am—applicable 1 minute AA, plus 4.00.
1:05-1:30 pm—applicable 1 minute A, plus 4.00.
5 MINUTE NEWS OR SPORTS
Applicable 1 minute rates, plus 5.00.
Includes open and closing and 1 minute spot.
Programs and capsules may be combined with spots for further spot frequency, but not for program frequency. (CR)

WPRB (FM)
1947

Media Code 4 231 7105 7.00
Princeton Broadcasting Service, Inc., Box 342, Princeton, N. J. 08540, Phones 609-921-9284, 462-3655.

STATION'S PROGRAMMING DESCRIPTION
WPRB (FM): Programmed for all types of listeners.
Weekdays: 7am-8:30 pm, pop rock, 10 min newscast on even numbered hours, 6:30-7 pm, news and sports, 7-11 pm, all types of classical music, 11 pm-2 am, all types of jazz. Saturday: 7 am-8:45 pm, pop rock, 8:45-7 pm, news and sports, 10 min newscast on even numbered hours, 7-11 pm, rock and current hits, 11 pm-2 am, all types of jazz. Sunday: 9 am-noon, readings and religious music with sermon at 11 am. Noon-4 pm, opera, 4-6 pm, classical, 6-8 pm, pop rock, 8-9 pm, public affairs (also 10-11 pm Wed.), 9-10 pm, country and western, 10 am-12M, rhythm

NEW JERSEY

and blues, 12M-2 am, all types of jazz. Football, basketball and ice hockey in season. Contact Representative for further details. Rec'd 2/20/69.

1. PERSONNEL
Station Manager—Jeffrey Meyers.
Sales Director—Robert J. Pecorella.
Program Director—John O. Platt.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 17,000 w.; 103.3 mc. Stereo.
Operating schedule: 7-2 am. EST.
Antenna ht.: 194 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28c, 29a, 33a.
Contracts: 40c, 41, 45, 50, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
During classical music station will broadcast a total of not more than 2 minutes of regularly scheduled commercial announcements during any clock hour.
Station also broadcasts to Princeton University campus on closed circuit at 840 kilocycles AM.
Member: Ivy Network Corporation.

TIME RATES
ET 5/1/68—Rec'd 11/30/68.

A—7-9 am & 1 pm-2 am	6 ti	12 ti	18 ti	24 ti
B—9 am-1 pm	8.50	6.50	6.00	5.60

6. SPOT ANNOUNCEMENTS
CLASS A

1 min	6.00	5.75	5.50	5.25	4.90	4.50	4.00
30 sec	4.00	4.25	4.05	3.80	3.50	3.00	2.70
20 sec	4.15	4.00	3.80	3.60	3.40	3.00	2.70

Class B—50% of Class A rates.

8. PROGRAM TIME RATES

1 HR:	1x	12x	24x	48x	96x	150x	250x
A	40	38	36	34	32	28	28
B	20	18	18	17	16	14	14

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

SALEM

Salem County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WJIC
1966

NAB **RAB**
Subscriber to the NAB Radio Code
Media Code 4 231 7350 9.00
Jersey Information Center, Inc., Box 132, 81 Woodstown Rd., Salem, N. J. 08079. Phone 609-935-1510.
STATION'S PROGRAMMING DESCRIPTION
WJIC: Programmed for general interest.
Middle-of-the-road music with air personalities, all segments. NEWS: 5 min on hour, headlines on half hour. Emphasis on local events, but includes state, national and world happenings. School news, 30 min weekly. SPORTS: live, local sports events, 5 min sports reports 3 times daily, in capsule form throughout day. FAIR: agriculture reports 5 min daily, prepared and voiced by county agents. During summer, 15 min daily, including farm market reports. Personalities available for remote broadcasts, sales days, store openings, etc. Rec'd 9/14/67.

- 1. PERSONNEL**
Vice-President—Dr. Vernon H. Baker.
Gen'l & Com'l Mgr.—H. Thomas Cahill.
- 2. REPRESENTATIVES**
Call station direct.
- 3. FACILITIES**
250 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on station time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61b, 61c.
Cancellation: *70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 9/1/68—Rec'd 8/29/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec

1 x	4.25	3.40	3.65	x	3.10	2.50
104 x	4.00	3.20	3.20	x	3.00	2.40
156 x	3.75	3.00	2.80	x	2.85	2.25
208 x	3.50	2.80	2.60	x	2.70	2.10
260 x	3.40	2.70	2.50	x	2.40	1.90
512 x	3.25	2.60	2.40	x	2.20	1.70

10 min

7. PACKAGE PLANS
WEEKLY PACKAGES ROS

1 min	5.50	3.25	3.00	2.75	2.50	2.25
30 sec	2.80	2.60	2.40	2.20	2.00	1.80

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	260x
1/2 hr	45.00	40.00	38.00	34.00	28.00
1/4 hr	22.50	20.00	18.00	16.00	15.00
5 min	9.00	7.00	6.00	5.25	4.50

SOMERS POINT

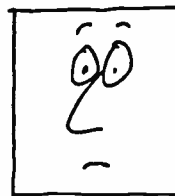
Atlantic County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WSLT

Licensed as an Ocean City and Somers Point, N. J. station. See listing under Ocean City.



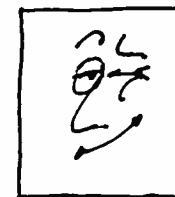
How would it be if your income paid only 1/3 of your expenses?



It would be like running a college.



Because tuition pays only about 1/3 of what it costs a college to educate a student.



The other 2/3? It must come from other sources — including you.

Give to the college of your choice.



Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education.

NEW JERSEY

TOMS RIVER

Ocean County—Map location E-8
See SRDS consumer market map and data at beginning of the State.

WOBM (FM)

1968



Media Code 4 231 7450 7.00
Seashore Broadcasting Corp., Box 927, Toms River, N. J. 08753. Phone 201-269-0927.

- PERSONNEL**
General Manager—Robert J. Miller.
Station Manager—Gene Slater.
- REPRESENTATIVES**
AAA Representatives.
- FACILITIES**
ERP 3,000 w. (horiz & vert); 92.7 mc. Stereo.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 11b, 13b, 14b.
Basic Rates: 21c, 23b, 24b, 28a, 28c, 29a.
Contracts: 40a, 42b, 45, 46.
Cancellation: 70a, 70c.

TIME RATES

No. 2 ET 1/1/69—Rec'd 2/5/69.

A—Mon thru Fri 7 am-6 pm.
B—All other times.

PER YR.	A	B
EA:	1 min 30 sec 15 sec	1 min 30 sec 15 sec
1 x	11.30 8.50 6.85	9.45 7.10 5.80
52 x	9.90 7.45 5.60	8.25 6.20 4.65
104 x	8.50 6.35 4.80	7.05 5.30 4.00
208 x	7.10 5.30 4.00	5.90 4.45 3.35
416 x	4.00 3.00 2.25	3.30 2.50 1.90

PROGRAM TIME RATES

CLASS A

PER YR.	1x	52x	104x	208x	365x	730x
EA:	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec
5 min	16.95	14.85	12.75	10.80	8.50	5.95
30 sec	12.70	11.20	9.55	8.00	6.35	4.50

CLASS B

PER YR.	1x	52x	104x	208x	365x	730x
5 min	14.11	12.35	10.80	8.85	7.05	4.95
30 sec	10.60	9.30	7.95	6.85	5.30	3.70

TRENTON (3 AM; 3 FM)

Mercer County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WAAT

1959



Media Code 4 231 7595 0.00
Delaware Valley Broadcasting Co., 1 S. Montgomery St., Trenton, N. J. 08608. Phone 609-892-4808.

- PERSONNEL**
President—Edward L. Cosman.
Vice-Pres. & Gen'l Mgr.—Ray McPadden.
Program Director—Dick Harvey.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
ERP 500 w.; 1300 kc. Directional.
Operating schedule: 5:30 am-local sunset, EST.
- AGENCY COMMISSION**
15% on time only, payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 25b, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60c, 60f, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Philadelphia Suburban Group.

TIME RATES

No. 4 ET 4/1/69—Rec'd 6/27/69.

AA—Mon thru Sat 7-9:30 am.
A—4-8 pm.
B—10 am-4 pm.

FIXED:	AA	A	B
1 min.	10.00	9.00	8.00
20/30 sec.	8.00	7.20	6.40
10 sec.	4.00	3.50	3.00

PACKAGE PLANS

PLAN:	6	12	18	24
1 min.	9.50	8.50	7.50	6.00
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.			

DISCOUNTS

13 wk—5% 28 wk—10% 52 wk—15%

- PARTICIPATING PROGRAMS**
Women's Point of View—Mon thru Fri 9:35-10 am.
5 min, per wk. 70.00 10 min, per wk 120.00
Minimum 13-week contract.
- SPECIAL FEATURES**
Local News—5 min at :60.

	AA	A	B
1-8 tl.	15	12	10

WBJH (FM)

1962



Media Code 4 231 7840 9.00
WBUD, Inc., Box 551, Trenton, N. J. 08601. Phone 800-882-7191.

- PERSONNEL**
Manager—Hill Hardin.
- REPRESENTATIVES**
Herbert E. Groskin & Co.

5. FACILITIES

- ERP 20,000 w.; 101.5 mc. Stereo.
Operating schedule: 5:50 am-midnight.
4. **AGENCY COMMISSION**
15%; no cash discount.

6. SPOT ANNOUNCEMENTS

MONDAY THRU FRIDAY	1x	52x	156x	312x	624x	1248x	2496x
1 min	5.00	4.50	4.00	3.50	3.00	2.50	2.00
30 sec	4.00	3.80	3.20	2.80	2.40	2.00	1.60
10 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.00

8. PROGRAM TIME RATES

MONDAY THRU FRIDAY	1x	52x	156x	312x	624x	1248x
1/4 hr.	8.00	7.75	7.25	6.50	5.50	4.50

Sat & Sun—add 25%.

WBUD

1947

Media Code 4 231 6065 0.00
WBUD, Inc., Box 158, Ewingville Rd., Trenton, N. J. 08601. Phone 609-882-7191.

- PERSONNEL**
General Manager—Richard M. Hardin.
- REPRESENTATIVES**
Meeker Radio, Inc.
Pa., Md., Va.—Robert S. Dome Company.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1260 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30-1:30 am, EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 28a, 29a, 30.
Contracts: 40a, 41, 42a, 45.
Cancellation: 70a, 71a.

- PERSONNEL**
General Manager—Herbert Scott.
General Manager—Chuck Zulkner.
- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
ERP 20,000 w.; 94.5 mc.
Operating schedule: 6:25 am-7:45 pm, EST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WTTM.
Affiliated with MBS.

TIME RATES

- No. 13 ET 6/1/68—Rec'd 5/20/68.
AA—Mon thru Fri 6-9:30 am & 3-6 pm; Sat and Sun all day.
A—Mon thru Fri 5:30-6 am, 10 am-noon & 2-3 pm.
- | 1 MIN: | 1x | 52x | 156x | 312x | 624x | 1040x | 2080x |
|--------|-------|-------|-------|------|------|-------|-------|
| AA | 12.95 | 10.60 | 10.00 | 9.45 | 8.85 | 8.25 | 7.65 |
| A | 10.60 | 8.25 | 7.65 | 7.10 | 6.50 | 5.90 | 5.30 |
- 30 SEC:
AA 10.35 8.50 8.00 7.55 7.10 6.60 6.15
A 8.50 6.60 6.15 5.65 5.20 4.75 4.25
- 10 sec: 50% of 1-min. Cannot be combined with 1-minute or 30-second spots for discount or package rate.

7. PACKAGE PLANS

PER WK:	1 MINUTE	5 ti	10 ti	15 ti	20 ti	30+
AA	10.75	10.00	9.45	8.85	8.25	7.65
A	9.45	8.85	8.25	7.65	7.05	6.20

8. PROGRAM TIME RATES

1/4 hr.	1x	52x	156x	312x	624x	1248x
1/4 hr.	21.35	22.00	24.80	26.55	27.55	28.20
10 min.	15.90	16.20	17.85	18.80	19.15	19.45
5 min.	11.00	11.25	12.20	12.55	12.80	12.95

10. SPECIAL FEATURES

- 1-minute or less adjacencies to News, Sports, Feature Programs, Specified Time periods or Fixed Positions, Sat 12.95
1-minute and 30-second spots may be combined for discount.

WCHR (FM)

(formerly WTTM-FM)

1965

Media Code 4 231 6205 4.00
Scott Broadcasting Co., Woodside Rd., Yardley, Pa. 19087. Phone 215-493-4262.

- PERSONNEL**
President—Herbert Scott.
General Manager—Chuck Zulkner.
- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
ERP 20,000 w.; 94.5 mc.
Operating schedule: 6:25 am-7:45 pm, EST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WTTM.
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Chuck Zulkner.
- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
ERP 20,000 w.; 94.5 mc.
Operating schedule: 6:25 am-7:45 pm, EST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WTTM.
Affiliated with MBS.

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President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

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President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
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Directional—same pattern, all hours.
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15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

- PERSONNEL**
President—Herbert Scott.
General Manager—Edward D. Ramsey.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,600 w.; 940 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b,

WDVL-FM

Media Code 4 231 8821 8.00
 1969
 Mort & Vivian Hendrickson, 632 Maurice River
 Blvd., Vineland, N. J. 08360, Phone 609-691-7550.

- PERSONNEL**
 Mgr. & Com'l Mgr.—Mort Hendrickson.
 Prog. & Farm Dir.—Henri Morey.
 Woman's Director—Miss Vivian.
- FACILITIES**
 ERP 3,000 w.; 92.1 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 225 ft. above average terrain.
 Partial simulcast operation. Operated separately local
 sunset-sunrise. For simulcast facilities see WDWL.
- AGENCY COMMISSION**
 15/0 time only; within 30 days.
- GENERAL ADVERTISING** See coded regulations
 See WDWL listing for coded regulations.

TIME RATES

Rates are identical to WDWL. See that listing.

WWBZ

1946



Media Code 4 231 9065 1.00
 Community Broadcasting Service, Inc., S. Delosa
 Drive, Vineland, N. J. 08360, Phone 609-692-6500.

- STATION'S PROGRAMMING DESCRIPTION**
 WWBZ: Programmed for general interest.
 NEWS: 5 min at :25 and :55. 6-9:30 am air enter-
 tainment, middle-of-the-road music. 9:30-11 am air
 personalities, talk, telephone conversation format with
 open phone, studio guests. 11 am-12:25 pm enter-
 tainment, middle-of-the-road music, stocks, egg prices.
 12:25-1 pm farm, egg prices, agriculture hints. 1-6
 pm entertainment, middle-of-the-road music, pop rock
 music, stocks, community news, audience participation.
 6-7:30 pm public affairs. 7:30-8 pm entertainment,
 Spanish music, news. 8 pm-12M entertainment, pop
 rock, standard music. RELIGIOUS: Sun religious
 entertainment, church service remote. SPORTS: M-
 Sat, 7:40-7:45 am & 6:05-6:15 pm, local live high
 school football, basketball. Sun noon-1 pm, enter-
 tainment. Polish music. COMMERCIAL POLICY:
 18 minutes per hour maximum. Contact Representa-
 tive for further details. Rec'd 12/27/68.
- PERSONNEL**
 General Manager—Robert C. Cregar.
 Commercial Manager—John F. Serra.
 Program Director—Roy Laurence.

2. REPRESENTATIVES

Gill-Ferna, Inc.
 Philadelphia—Selective Broadcast Advertising, Inc.

3. FACILITIES

1,000 w.; 1380 kc. Directional—nighttime only.
 Operating schedule: 6:00 am-midnight weekdays; 8:00
 am-midnight Sun. EST

4. AGENCY COMMISSION

15%: no-cash discount. Bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
 Rate Protection: 11c, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b,
 24a, 25a, 26, 28b, 29a, 29b, 30.
 Contracts: 40a, 41, 44b, 45, 46, 48.
 Comb.: Cont. Discounts: 60a, 62a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES

Rates effective April 3, 1961.
 Rates received March 2, 1961

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	TIME RATES					
	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time	75.00	48.00	30.00	12.00	8.00	5.50
52 times	72.00	43.00	28.00	11.00	7.50	5.00
104 times	70.00	40.00	26.00	10.00	7.00	4.80
156 times	68.00	38.00	24.00	9.00	6.50	4.50
312 times	62.00	36.00	22.00	8.00	6.00	4.20
624 times	60.00	35.00	20.00	7.00	5.50	4.00

WASHINGTON

Warren County—Map Location C-3
 See SRDS consumer market map and data at begin-
 ning of the State.

WCRV

1955



Media Code 4 231 9310 1.00
 Warren Broadcasting Corp., First National Bank
 Bldg., 3 Belvidere Ave., Washington, N. J. 07882.
 Phone 201-689-1580.

- PERSONNEL**
 Gen'l & Comm'l Mgr.—Nick De Rienzo.
 News & Prog. Dir.—Marv Stuart.
 Woman's Program Director—Irene Smith.
- REPRESENTATIVES**
 PRO Time Sales, Inc.
- FACILITIES**
 1,000 w. days; 1580 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

16/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13c, 14b, 15b, 16.
 Basic Rates: 21b, 21c, 21d, 22a, 23b, 23a, 24a, 25c,
 28b, 28c, 29a, 29b, 30, 32a, 33b.
 Contracts: 40b, 44a, 44b, 45, 46, 47a, 48, 49, 50,
 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 62d.
 Cancellation: 70d, 71b, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

No. 2 EX 10/1/67—Rec'd 9/19/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	8.00	7.00	6.00
13 x	7.75	6.75	5.75
26 x	7.50	6.50	5.50
52 x	7.25	6.25	5.25
104 x	7.00	6.00	5.00
156 x	6.75	5.75	4.75
260 x	6.50	5.50	4.50
312 x	6.25	5.25	4.25
600+ x	6.00	4.50	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	40.00	30.00	20.00	15.00
13 x	57.50	38.00	28.50	19.00	14.00
26 x	55.00	36.00	27.00	18.00	13.00
52 x	52.50	34.00	25.50	17.00	12.50
104 x	50.00	32.00	24.00	16.00	12.00
156 x	47.50	30.50	22.50	15.50	11.50
260 x	45.00	29.00	21.00	15.00	11.00
312 x	42.50	27.50	19.50	14.50	10.50
600+ x	40.00	26.00	18.00	14.00	10.00

WILDWOOD (1AM;1FM)

Cape May County—Map Location D-11
 See SRDS consumer market map and data at begin-
 ning of the State.

WCMC

1951

WCMC-FM

1960



- Subscriber to the NAB Radio Code
 Media Code 4 231 9555 1.00
 Jersey Cape Broadcasting Corp., 3010 New Jersey
 Ave., Wildwood, N. J. 08260, Phone 609-522-1416.
- STATION'S PROGRAMMING DESCRIPTION**
 WCMC: Programmed for adults and teens.
 6 am-6 pm middle-of-the-road, 5-7 pm serious music.
 7-9 pm rock. 9 pm-12M middle-of-the-road. Feature
 local and state news every hour on hour, and every

NEW JERSEY

half hour from network. During am hours 3 women's
 feature type programs and local interest agriculture
 programs. 15 min national and local news and weather
 show at noon & 6 pm. Local football and basketball
 games from local high schools. Above is winter for-
 mat. During summer, carry remotes from local lounges
 and increase rock segment 7-9 pm. Contact Repre-
 sentative for further details. Rec'd 7/14/67.

1. PERSONNEL

General Manager—Wm. C. Wolring, Jr.
 Commercial Manager—Frank Strohm.
 Operations Manager—Carlton Owen.

2. REPRESENTATIVES

Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
 ington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES

1,000 w.; 1230 kc. Non-directional.
 Operating schedule: 7 am-midnight. EST.
 FM-ERP 3,500 w.; 100.7 mc.
 Operating schedule: Same as AM.
 Antenna ht.: _____

4. AGENCY COMMISSION

15/0 on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 23a, 24b, 26.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 48.
 Comb.: Cont. Discounts: 60a.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 82.
 Affiliated with MBS.

TIME RATES

EX 6/1/69—Rec'd 5/19/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	5.50	5.35	5.20	5.05	4.90	4.75	4.60
30 sec	4.50	4.35	4.20	4.05	3.90	3.75	3.60

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	55.00	52.00	48.50	46.50	43.50
1/2 hr	28.00	26.50	25.20	23.40	22.20
1/4 hr	14.50	13.80	13.20	12.00	11.40
10 min	11.40	10.80	10.20	9.50	9.00
5 min	7.80	7.50	7.20	6.60	6.30

NEW MEXICO

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

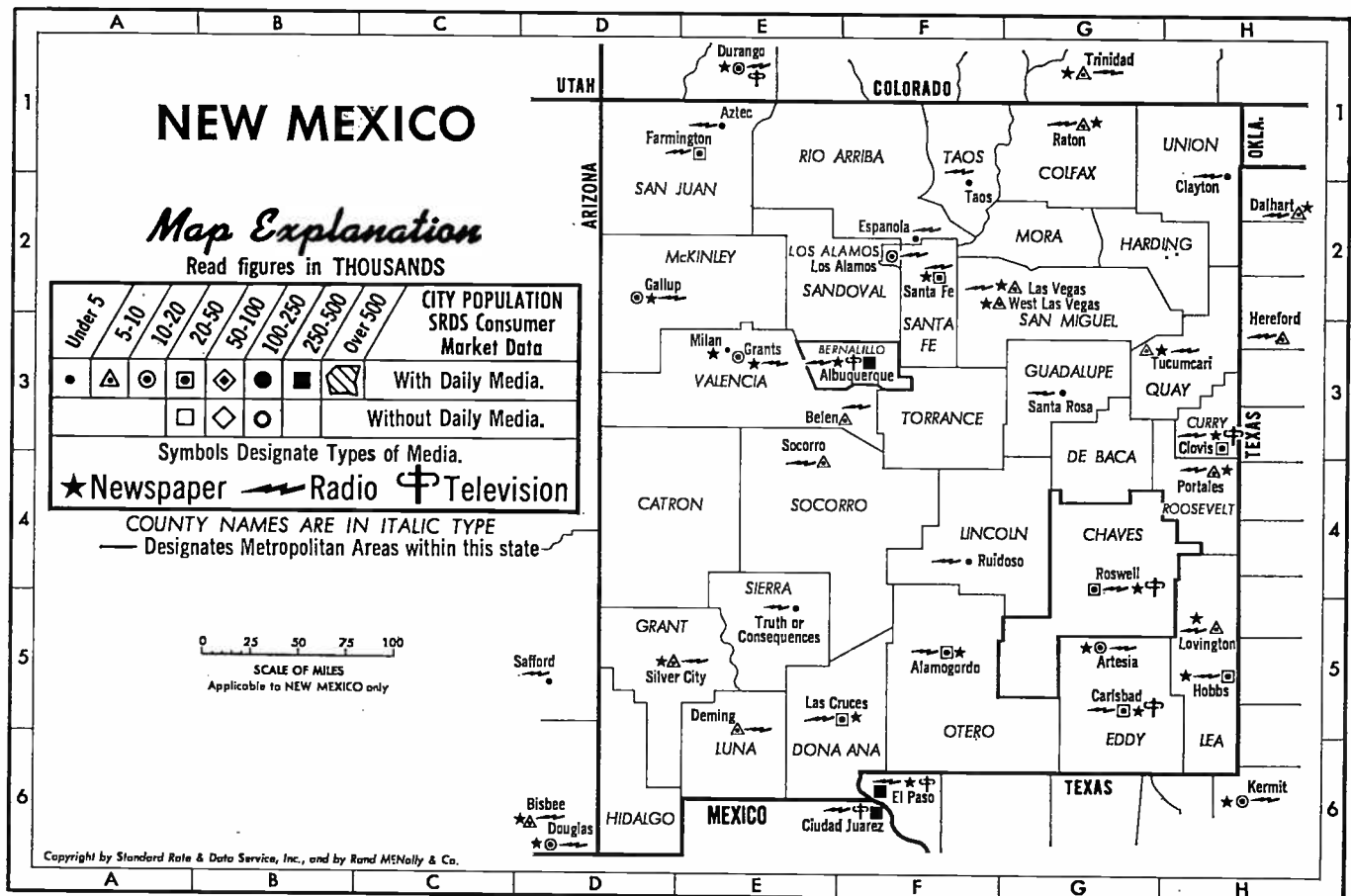
(January 1, 1969)

STATE TOTAL	23,400	Roswell	2,800
METRO AREAS		Total Metros	9,500
Albuquerque	6,700		

Spanish Population Data

(July 1, 1969)

METRO AREAS		McKinley	5,900
Albuquerque	105,900	Mora	3,700
Roswell	10,600	Otero	8,200
Total Metros	116,500	Quay	4,100
COUNTIES		Rio Arriba	18,200
Bernalillo	105,900	Sandoval	5,200
Chaves	10,600	San Juan	5,400
Colfax	5,100	San Miguel	17,200
Curry	4,700	Santa Fe	33,900
Dona Ana	31,300	Socorro	5,700
Eddy	13,900	Taos	11,600
Grant	8,900	Torrance	2,200
Guadalupe	3,700	Valencia	22,600
Lea	3,000	Total Counties	334,800
Luna	3,600		



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Alamogordo—Otero Carlsbad—Eddy Clovis—Curry Farmington—San Juan Hobbs—Lea Las Cruces—Dona Ana Roswell—Chaves Santa Fe—Santa Fe

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					% Distribution of Families to to to to and 4999 7999 9999 14999 over	Total Retail Sales—		Retail Sales—1968							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)		Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)	Food	Drug	General Mdse.	Apparel	Home Furn.	Auto- motive				Service Station
NEW MEXICO STATE TOTALS	1,029.4	278.68	2,313,895	8,303	17.9	22.1	17.2	18.6	13.3	1,493,751	5,360	310,528	58,969	155,765	80,239	60,649	339,341	137,147	436.02	31.6	389,065
BERNALILLO F-31	323.8	91.57	753,609	8,230	17.9	24.0	19.4	17.9	12.8	520,470	5,684	96,384	24,730	63,306	34,195	27,802	131,428	36,020	132.45	.4	7,814
Albuquerque	268.8	78.11	655,900	8,397						480,954	6,157	86,461	23,486	61,123	32,548	27,323	127,530	30,667			
Albuquerque Metro Area	323.8	91.57	753,609	8,230	17.9	24.0	19.4	17.9	12.8	520,470	5,684	96,384	24,730	63,306	34,195	27,802	131,428	36,020	132.45		
CATRON D-4	1.6	.46	5,993	13,028	17.9	20.7	12.6	22.1	19.6	1,524	3,313	310	105	278			707	1.41	.4		4,624
CHAVES G-41	67.5	18.73	132,054	7,050	24.9	26.5	17.8	10.1	7.0	95,394	5,093	18,884	3,144	12,415	3,967	3,374	26,744	6,332	25.09	2.1	41,916
Roswell	45.6	13.30	106,657	8,019						86,698	6,519	17,187	3,081	12,016	3,726	2,915	24,264	5,103			
Roswell Metro Area	67.5	18.73	132,054	7,050	24.9	26.5	17.8	10.1	7.0	95,394	5,093	18,884	3,144	12,415	3,967	3,374	26,744	6,332	25.09		
COLFAX G-1	11.4	3.30	31,548	9,560	19.4	23.3	13.5	17.7	13.6	19,330	5,767	4,088	756	1,485	816	526	3,665	2,464	6.07	.6	13,382
CURRY H-31	37.1	10.72	76,287	7,116	24.6	23.2	17.6	14.5	8.2	66,303	6,185	9,836	2,358	8,569	3,248	3,461	19,070	3,484	15.61	1.3	28,055
Clovis	28.4	8.68	58,551	6,746						62,593	7,211	9,629	2,316	8,451	3,160	3,423	18,528	2,641			
DE BACA G-3	2.1	.63	5,465	8,675	22.2	29.8	10.7	6.6	7.2	3,126	4,962	623	147	65	51	33	1,115	376	2.36	.4	5,558
DONA ANA E-61	67.3	16.95	148,403	8,755	19.0	21.6	15.2	19.2	14.7	77,716	4,585	14,508	2,768	4,732	4,363	2,693	14,338	9,913	29.92	3.3	44,743
Las Cruces	43.8	11.79	85,647	7,264						63,830	5,414	12,922	2,666	4,259	4,211	2,613	13,761	7,206			
EDDY G-5	52.2	14.81	128,403	8,670	16.1	24.4	19.9	20.2	12.1	78,037	5,269	18,442	3,050	7,382	3,112	2,823	18,670	4,873	25.52	2.0	37,329
Carlsbad	27.9	8.09	70,009	8,654						48,292	5,969	11,501	1,852	5,942	2,086	2,177	11,839	2,602			
GRANT D-5	17.1	4.84	35,945	7,427	24.2	44.0	7.7	7.1	4.3	23,758	4,909	7,131	717	2,739	855	934	4,535	2,230	7.59	.4	5,594
GUADALUPE G-3	4.6	1.17	7,855	6,714	20.7	33.7	9.5	5.5	3.8	11,815	10,098	1,130	261	682	297	198	1,871	3,157	1.72	.4	4,417
HARDING G-2	1.4	.39	2,841	7,285	7.8	39.1	18.5	9.9	2.9	1,809	4,638	186	59	407			241	300	.63	.4	7,614
HIDALGO D-6	4.4	1.28	11,097	8,670	19.4	13.2	17.2	24.8	14.7	8,677	6,779	1,453	171	148			1,238	2,124	2.32	.4	9,528
LEA H-5	55.8	16.07	154,146	9,592	13.4	17.1	19.8	28.7	17.5	95,264	5,928	22,774	2,369	5,626	3,825	5,031	20,222	8,201	30.35	1.3	22,389
Hobbs	32.5	9.48	73,622	7,766						56,468	5,957	12,288	1,296	4,258	2,611	4,066	15,143	3,684			
LINCOLN F-4	7.3	2.21	17,107	7,741	23.6	27.1	11.5	11.0	8.9	14,972	6,775	3,052	524	874	414	49	1,424	1,961	3.59	.7	7,827
LOS ALAMOS E-2	13.6	3.85	57,216	14,861	0.4	13.8	13.6	29.9	42.2	16,005	4,157	7,855	677	300	1,371	311	654	1,753	6.59		
LUNA E-6	9.8	2.84	23,036	8,111	22.3	17.4	15.3	17.8	13.0	19,934	7,019	3,097	1,958	2,322	822	382	3,401	3,201	6.69	.5	17,303
McKinley D-21	40.8	8.59	53,795	6,263	19.7	26.0	12.2	11.7	7.1	62,254	7,247	13,581	1,237	9,248	2,683	1,643	11,236	8,880	9.47	2.8	2,959
MORA G-2	3.0	.76	5,768	7,589	18.4	13.4	7.2	17.2	12.2	1,777	2,338	559		337		15	132	456	1.05	.4	5,131
OTERO F-51	42.0	11.05	110,231	9,976	12.7	12.8	17.2	28.8	23.7	38,589	3,492	9,369	1,431	2,863	1,779	1,335	9,828	3,297	14.09	.4	6,463
Alamogordo	26.0	7.13	73,922	10,368						33,193	4,655	8,253	1,277	2,086	1,532	1,193	8,344	2,380			
QUAY H-3	9.0	2.68	28,274	10,550	17.4	12.3	12.3	27.2	21.4	25,591	9,549	4,038	978	1,583	954	700	4,496	4,803	5.74	1.3	13,813
RIO ARRIBA E-1	21.5	5.04	32,179	6,385	20.3	18.9	11.1	12.7	9.2	22,855	4,535	5,274	955	2,847	840	241	5,285	2,208	6.82	1.4	4,162
ROOSEVELT H-4	15.4	4.66	41,487	8,903	22.1	23.3	12.8	15.1	12.9	20,932	4,492	4,226	1,013	1,110	947	1,119	5,402	1,865	6.44	2.5	29,066
SANDOVAL E-2	13.9	2.95	14,506	4,917	20.2	15.9	10.4	10.8	5.6	5,989	2,030	1,246	229	2,189		28	2,028	898	8.22	.4	2,010
SAN JUAN D-2	57.0	14.16	130,285	9,201	12.4	8.5	19.7	31.1	19.8	56,786	4,010	12,995	1,376	5,274	3,299	2,142	16,528	4,471	18.55	2.8	4,711
Farmington	27.0	7.45	57,313	7,693						43,786	5,877	9,415	1,267	2,270	3,064	2,578	14,626	2,814			
SAN MIGUEL G-2	18.1	4.28	39,379	9,201	16.0	10.5	9.4	22.3	20.8	19,830	4,633	5,714	618	2,420	625	593	2,837	1,699	5.92	.8	7,375
SANTA FE F-3	50.5	13.38	108,789	8,131	18.8	19.5	20.5	15.6	12.8	86,840	6,490	19,981	3,371	9,280	7,932	3,394	13,865	8,276	26.99	.4	4,187
Santa Fe	43.8	11.74	97,435	8,299						78,932	6,723	18,517	3,372	8,870	7,932	3,334	12,981	5,929			
SIERRA E-5	6.1	2.39	13,377	5,748	16.6	33.9	10.3	6.7	5.7	8,696	3,638	2,293	526	541	187	187	1,575	866	2.80	.3	5,251
SOCORRO E-4	9.5	2.53	18,417	7,279	20.2	16.8	13.6	18.2	11.3	11,725	4,634	2,349	397	677	329	210	2,786	2,219	4.21	.4	5,188

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Retail Sales—1968						Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
			Per Household (\$)	% Distribution of Families					Total Retail Sales— Per Household (\$)	By Selected Store Types											
				3000 to 5000	5000 to 10000	10000 to 15000	15000 to 20000	20000 and over		General Mde. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)							
TAOS F-1.....	15.5	3.82	16,902	4,425	19.5	25.1	5.4	2.6	3.1	19,761	5,173	5,361	959	1,100	1,489	337	3,503	1,889	5.58	.4	2,342
TORRANCE F-3.....	5.1	1.39	9,889	7,114	21.6	34.1	10.5	6.5	4.1	8,070	5,806	1,079	148	697	2,150	2,023	2.82	.5	6,678
UNION H-1.....	4.4	1.32	13,038	9,877	20.9	23.9	11.7	14.8	13.5	8,640	6,545	1,505	376	756	132	295	1,870	1,035	2.75	1.0	20,536
VALENCIA E-3.....	40.6	9.86	86,214	8,744	14.7	15.7	17.0	27.1	16.9	41,582	4,217	11,205	1,561	3,513	1,363	793	9,024	5,166	16.66	1.2	11,150

NEW MEXICO

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT
SAVING TIME.

STATE NETWORKS

New Mexico Network
(formerly All New Mexico Network)



AVERY-KNODEL, INC.

Comprised of:

KBAD—Carlsbad
KBIM—Roswell
KCLV—Clovis
Media Code 4 232 0150 8.00
Business Office—Box 910, Roswell, N. M., 88201.
Phone 505-822-2120. TWX 910-988-0072.

1. PERSONNEL
President—Lloyd G. Barham.

National Sales Manager—Joe Carriere.

2. REPRESENTATIVES
Avery-Knodel, Inc.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60i, 62b.
Cancellation: 70a, 71a, 73a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS
ET 7/1/69—Rec'd 7/11/69.
AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm
& 4-6 pm.
A—All other times.

CLASS AA

1 MINUTE

1 STATION

PER WK:	1	6	12	18	24
KBAD/KCLV.....	6.75	6.65	6.35	6.15	5.95
KHOB/KGRT/KBIM.....	7.00	6.80	6.60	6.40	6.20
2 STATIONS					
KBAD/KCLV.....	6.25	6.05	5.85	5.65	5.45
KHOB/KGRT/KBIM.....	6.50	6.30	6.10	5.90	5.70
3 STATIONS					
KBAD/KCLV.....	5.75	5.55	5.35	5.15	4.95
KHOB/KGRT/KBIM.....	6.00	5.80	5.60	5.40	5.20
4 STATIONS					
KBAD/KCLV.....	5.25	5.05	4.85	4.65	4.45
KHOB/KGRT/KBIM.....	5.50	5.30	5.10	4.90	4.70
5 STATIONS					
KBAD/KCLV.....	4.75	4.55	4.35	4.15	3.95
KHOB/KGRT/KBIM.....	5.00	4.80	4.60	4.40	4.20
CLASS A					
1 STATION					
KBAD/KCLV.....	6.25	6.05	5.85	5.65	5.45
KHOB/KGRT/KBIM.....	6.50	6.30	6.10	5.90	5.70
2 STATIONS					
KBAD/KCLV.....	5.75	5.55	5.35	5.15	4.95
KHOB/KGRT/KBIM.....	6.00	5.80	5.60	5.40	5.20
3 STATIONS					
KBAD/KCLV.....	5.25	5.05	4.85	4.65	4.45
KHOB/KGRT/KBIM.....	5.50	5.30	5.10	4.90	4.70
4 STATIONS					
KBAD/KCLV.....	4.75	4.55	4.35	4.15	3.95
KHOB/KGRT/KBIM.....	5.00	4.80	4.60	4.40	4.20
5 STATIONS					
KBAD/KCLV.....	4.25	4.05	3.85	3.65	3.45
KHOB/KGRT/KBIM.....	4.50	4.30	4.10	3.90	3.70

ALAMOGORDO (2 AM)

Otero County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

KALG

1950



Subscriber to the NAB Radio Code

Media Code 4 232 0300 9.00
KALG—News—Radio, Box 268, Radio Triangle, Alamogordo, N. M. 88310. Phone 505-437-1505.
STATION'S PROGRAMMING DESCRIPTION
KALG: NEWS: 40 times per day. World news on hour and half hour. Local news at 7 min past hour and half hour. Major hour long news in all traffic times. 5 man local news staff plus own correspondent in state and national capitals. News 50%, controversy and talk 25%, hit parade music 25%. Contact Representative for further details. Rec'd 3/10/69.

1. PERSONNEL

Pres., Gen'l & Com'l Mgr.—Terry Clarke.

2. REPRESENTATIVES

South, Southeast, Southwest—Mario Messina Company
Denver, Salt Lake City—John L. McGuire & Co.

3. FACILITIES

1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS and KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 11/1/68—Rec'd 3/10/69.

A—7-9 am & 4-7 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

SPECIFIED TIMES WITHIN HALF-HOUR

	PERIODS		A		B	
	1 min	30/20 sec	10 sec	10 sec	10 sec	10 sec
1 x.....	5.00	4.30	3.90	3.30	3.00	3.00
5 x.....	5.25	4.75	4.10	3.70	3.15	2.85
10 x.....	5.00	4.50	3.90	3.50	3.00	2.70
15 x.....	4.75	4.25	3.70	3.30	2.85	2.55
20 x.....	4.50	4.00	3.50	3.10	2.70	2.40
31 x.....	4.25	3.75	3.30	2.90	2.55	2.25
50 x.....	4.00	3.50	3.10	2.70	2.40	2.10
75 x.....	3.75	3.25	2.90	2.50	2.25	1.95
100 x.....	3.50	3.00	2.70	2.30	2.10	1.80

7. PACKAGE PLANS

WKLY, ROS: 12 ti 19 ti 24 ti 30 ti 36 ti
1 min..... 4.10 3.90 3.70 3.50 3.30
30/20 sec..... 3.20 3.05 2.90 2.75 2.60
10 sec..... 2.45 2.35 2.20 2.10 2.00
All spots combinable for frequency on either annual or weekly plan, but ROS cannot be counted toward frequency or annual plan.

KINN

1957

Media Code 4 232 0450 2.00
Radio Alamogordo, Inc., Box 618, Alamogordo, N. M. 88310. Phone 505-437-4440.

STATION'S PROGRAMMING DESCRIPTION

KINN: Programmed for general adult appeal.
NEWS 25%: network, UPI and local news editor.
15 min local, regional, national and international news at 7 am, noon & 5 pm. Sports 4%. MUSIC: 71%: middle-of-the-road 50%, standards 10%, show-tunes 4%, and country and western 7%. Rec'd 2/29/68.

1. PERSONNEL

President—Dennis Behan.

General Manager—Kent Roberts.

3. FACILITIES

1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21a, 21b, 21d, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 47a.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 8/8/68—Rec'd 8/18/68.

6. SPOT ANNOUNCEMENTS

1x	20x	50x	156x	312x	500x	1000x
1 min 3.60	3.00	2.80	2.60	2.35	2.20	2.00
30 sec 2.40	2.20	2.10	2.00	1.90	1.80	1.70

7. PACKAGE PLANS

SPOTS 15 ti 20 ti 30 ti 50 ti 75 ti 100 ti
WITHIN: 2 days 2 days 3 days 5 days 14 days 1 mo
1 min..... 39.00 47.00 70.50 110.00 185.00 200.00
30 sec..... 30.00 38.00 57.00 90.00 135.00 170.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	40.00	24.00	15.00	12.00	8.00
13 x.....	13.50	10.00	7.00
26 x.....	12.75	9.00	6.10
52 x.....	12.00	8.40	5.80
104 x.....	11.00	7.80	5.20
156 x.....	10.00	7.20	4.80
260 x.....	9.50	6.80	4.40
312 x.....	9.00	6.00	4.00

ALBUQUERQUE (8 AM; 5 FM)

Bernalillo County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

KABQ

1947

Amigo Spanish Group



Subscriber to the NAB Radio Code

Media Code 4 232 0600 2.00
Sandia Broadcasting Corp., Box 4486, 1309 Yale
S. E., Albuquerque, N. M. 87106. Phone 505-243-1744.

STATION'S PROGRAMMING DESCRIPTION
KABQ: 100% Spanish programming with personalities. Contact Representative for further details. Rec'd 11/30/67.

1. PERSONNEL

President—Oscar I. Dodek.

Exec. Vice-Pres. & Gen'l Mgr.—Joseph J. Fullerman.

2. REPRESENTATIVES

New York, Chicago, Atlanta, Los Angeles, San Francisco, Dallas—Savalli/Gates, Inc.

Mountain States—Bob Hix Co., Inc.

St. Louis-Kansas City—Eugene F. Gray Co.

3. FACILITIES

5,000 w.; 1350 kc. Non-directional days.

Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15% on net time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 26, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42b, 43, 44a, 45, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.

Prod. Services: 81.

Full time Spanish from 5:00 am-midnight.

Member: The Amigo Spanish Group.

TIME RATES

ET 12/1/67—Rec'd 11/27/67.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00
20/30 sec.....	7.50	7.15	6.75	6.40	6.00	5.60	5.25
10 sec.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr
1 ti.....	20.00	30.00	50.00
28 ti.....	18.00	28.00	38.00
52 ti.....	16.00	27.00	37.00
156 ti.....	15.50	25.00	35.00
260 ti.....	12.75	23.00	33.00
500 ti.....	12.00	21.00	30.00

KBNM (FM)

1963

Media Code 4 232 0900 6.00
Star Broadcasting, Inc., Box 83397, 4011 Mennell
Blvd., Albuquerque, N. M. 87110. Phone 505-285-6925.

STATION'S PROGRAMMING DESCRIPTION

KBNM(FM): Programmed for adults and young adults.

4 air personalities emcee weekly programs in 3 hour segments, serious music, jazz, rhythm and blues, and folk music. 5 other air personalities emcee general popular music becoming pop rock after 6 pm. High school sports carried fall and spring. Taped interviews and remote broadcasts carried for local area. COMMERCIAL POLICY: three 1 minute announcements per 15 minute segment. Rec'd 7/31/67.

1. PERSONNEL

Manager—E. H. Craven.
Sales Manager—J. L. "Andy" Anderson.

Program Director—Bruce Craven.

3. FACILITIES

NEW MEXICO

Albuquerque—KDEF, KDEF-FM—Cont'd
7. PACKAGE PLANS

1 MINUTE				
PER WK:	6 ti	12 ti	18 ti	24 ti
AA	18	17	16	15
A	14	13	12	11
B	10	9	8	7
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				
CONSECUTIVE WEEK DISCOUNT				
52 wk—10%				
TOTAL AUDIENCE PLANS				
PER WK:	Total			
12 ti (5AA, 4A, 3B)	144			
18 ti (8AA, 6A, 4B)	198			
24 ti (10AA, 8A, 6B)	230			
36 ti (16AA, 12A, 8B)	324			

KGGM

1928

CBS Radio Network

RAB

Media Code 4 232 1200 0.00

New Mexico Broadcasting Co., Box 1742, Alvarado Hotel, Albuquerque, N. M. 87103. Phone 243-2285.

1. PERSONNEL

President—Bruce Hebenstreit.

Vice-Pres & Gen'l Mgr.—Charles T. Jones, Jr.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

5,000 w.; 610 kc. Directional—night only.

Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/10 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 16b.

Basic Rates: 20b, 21a, 22a, 23a, 24a, 26, 28a, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 50.

Comb.: Cont. Discounts: 60a, 61a.

Cancellation: 70c, 71a, 73a.

Affiliated with CBS and MBS.

Member: CBS Radio Mountain Network.

TIME RATES

No. 3 Effective 8/1/68—Rec'd 2/24/69.

AAA—Mon thru Fri 6-10 am and 4-7 pm.

AA—Mon thru Fri 10 am-4 pm; Sat 6 am-noon.

A—All other.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	20.00	16.00	15.00
13 x	19.00	15.00	14.00
26 x	18.00	14.50	13.00
52 x	17.00	14.00	12.00

KGGM THE ADULT STORY IN ALBUQUERQUE

More Adults

Among all Albuquerque general audience AM stations, KGGM delivers the highest percentage of adults to total listeners of any — over 88% adult composition, 45,400 cume adults reached, Mon-Sun, 24 hours.

More Buying Adults

Be on tap with Albuquerque's family controllers on KGGM:

1st with women 35+, 6 am-7 pm, M-F*

1st with women 35+, 6-10 am & 3-7 pm, M-F*

Lower Cost

Reach KGGM's prime adult audiences at low cost.

Pulse: Albuquerque, March 1969. *Avg. 1/4-hour audiences.

KGGM RADIO
CBS/MBS

Albuquerque, N. M.
Call Avery-Knodel, Inc.

	AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
104 x	18.00	13.00	11.50
156 x	15.00	12.00	11.00
280 x	14.00	11.00	10.50
312 x	13.00	10.00	10.00

8. PROGRAM TIME RATES

	CLASS AAA	1 hr	1/2 hr	10 min	5 min
1 x	200.00	75.00	45.00	37.00	25.00
13 x	180.00	71.00	42.00	35.00	24.00
52 x	170.00	67.00	40.00	33.00	22.50
104 x	160.00	63.00	38.00	31.00	21.00
156 x	150.00	59.00	36.00	29.00	20.00
280 x	140.00	55.00	34.00	28.00	19.00
312 x	130.00	51.00	32.00	26.00	17.50

CLASS AA

	CLASS AA	1 hr	1/2 hr	10 min	5 min
1 x	150.00	65.00	40.00	32.00	22.00
13 x	140.00	62.00	38.00	30.00	21.00
26 x	135.00	58.00	36.00	28.00	20.00
52 x	130.00	56.00	34.00	27.00	19.00
104 x	120.00	54.00	32.00	25.00	18.00
156 x	110.00	52.00	30.00	24.00	17.00
280 x	100.00	50.00	28.00	22.00	16.00
312 x	90.00	48.00	26.00	21.00	15.00

CLASS A

	CLASS A	1 hr	1/2 hr	10 min	5 min
1 x	125.00	50.00	30.00	25.00	17.00
13 x	120.00	47.00	28.00	24.00	16.00
26 x	115.00	45.00	27.00	23.00	15.00
52 x	110.00	43.00	25.00	21.00	14.00
104 x	105.00	41.00	24.00	20.00	13.50
156 x	100.00	39.00	23.00	19.00	13.00
280 x	95.00	37.00	22.00	18.00	12.50
312 x	90.00	35.00	21.00	17.00	12.00

Frequency rates and time classes may be combined to achieve total audience situation desired.

Spots and programs cannot be combined to earn lower rates.

KHF M (FM)

1954

Media Code 4 232 1350 3.00
CHE Broadcasting Co., Inc., 5900 Domingo Rd., N. E., Albuquerque, N. M. 87108. Phone 505-256-9001.

1. PERSONNEL

Pres. & Gen'l Mgr.—William Weinrod.

Sales Manager—Edwin P. Clark, Jr.

3. FACILITIES

EHP 4,250 w.; 96.3 mc.

Operating schedule: 8 am-midnight.

Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION

15/10; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 15b.

Basic Rates: 20a, 22a, 24a, 25a, 28a, 29a.

Contracts: 40a, 41, 45, 46.

Comb.: Cont. Discounts: 60a, 61c, 62d.

Cancellation: 70c, 71a, 72, 73a, 73b.

Station will not accept jingles or slinging commercials. Music under the spoken word is acceptable.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 9/22/68—Rec'd 10/17/68.

6. SPOT ANNOUNCEMENTS

	ROS
1 min	4.75
30 sec	4.00
10 sec	3.00

7. PACKAGE PLANS

SATURATION PLAN (Must be used in 1 week)

PER WK:	20 ti	30 ti	40 ti	20 ti	30 ti	40 ti
Es	4.00	3.75	3.50	3.50	3.25	3.00

(Scheduled on planned rotation basis.)

PER MO:	PER YR:	Es
15 ti	180 x	3.66
20 ti	240 x	3.65
25 ti	300 x	3.60
30 ti	360 x	3.53
35 ti	420 x	3.50
40 ti	480 x	3.45
45 ti	540 x	3.40
50 ti	600 x	3.34
55 ti	660 x	3.29
60 ti	720 x	3.25
75 ti	900 x	3.00
90 ti	1080 x	2.78

10-seconds spots are same rate as 1-minute. No extra charge for fixed position.

KOB

1920

Edward Petry & Co., Inc.

NAB

RAB

A Hubbard Broadcasting, Inc. Station

Subscriber to the NAB Radio Code

Media Code 4 232 1650 6.00

Albuquerque Broadcasting, Div. of Hubbard Broadcasting, Inc., Box 1351, 1430 Coal Ave. S. W., Albuquerque, New Mexico 87103. Phone 505-243-4411. TWX 910-989-1682.

1. PERSONNEL

President—Stanley S. Hubbard.

General Manager—Robert C. Pettingill, Jr.

Program Director—Tom Dunn.

2. REPRESENTATIVES

Edward Petry & Company, Inc.

3. FACILITIES

50,000 w.; 770 kc.

Directional—nighttime only.

Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/10 net station time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.

Contracts: 40a, 45, 46, 47b.

Comb.: Cont. Discounts: 60b, 60i, 61a, 61c, 62b, 62d.

Cancellation: 70b, 70e, 71a, 73b.

Prod. Services: 80, 82.

Affiliated with NBC.

TIME RATES

No. 12 Eff 7/1/68—Rec'd 8/9/68.

AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.

A—Mon thru Sat 5:30-8 am, 10 am-noon, 1-4 pm & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	AA	A
WKLTY:	1 min 20/30 10/10	1 min 20/30 10/10
Specified position	25	20
1 ti	23	18
6 ti	22	17
12 ti	21	16
18 ti	20	15
24 ti	19	14

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

	1 min 20/30	10/10
12 Plan (6AA, 6A)	210.00	157.50
18 Plan (9AA, 9A)	300.00	225.00
24 Plan (12AA, 12A)	380.00	285.00

TAP spots must be scheduled equally over 7-day period and rotate within time classification. TAP spots are combinable with all weekly spots and programs.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti
AA	33	30	27
A	29	26	23

Minutes, newscasts, features and 20/30-second spots may combine to earn weekly frequency discount.

Minutes, newscasts, features, 20/30-second spots and ID's may combine on the basis of 2 ID's equaling 1 longer spot.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%. Discount applied as earned. Applicable to consecutive week advertisers only.

KOB-FM

1967

A Hubbard Broadcasting, Inc. Station

Media Code 4 232 1651 4.00

Albuquerque Broadcasting Div. of Hubbard Broadcasting, Inc., Box 1351, 1430 Coal Ave. S. W., Albuquerque, N. M. 87103. Phone 505-243-4411. TWX 910-989-1682.

1. PERSONNEL

President—Stanley S. Hubbard.

General Manager—Robert C. Pettingill, Jr.

Edward Petry & Company, Inc.

3. FACILITIES

EHP 8,200 w.; 98.3 mc. Stereo.

Operating schedule: 18 hours daily. MST.

Antenna ht.: 4,200 ft. above average terrain.

4. AGENCY COMMISSION

15/10 net time only.

5. GENERAL ADVERTISING See coded regulations

See KOB listing for coded regulations.

Affiliated with NBC.

LEAD STRENGTH FOR SALES POWER

KOB RADIO ALBUQUERQUE

Put your sales message in motion with Albuquerque's leading radio station.

All Day — All Week

<p>1/4-hour Audiences 7,000 Total Persons 12+ 3,000 Total Men 4,000 Total Women</p>
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AZTEC

San Juan County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KHAP

Media Code 4 232 2550 7.00
San Juan Broadcasting, Inc., Box J, Aztec, N. M. 87410. Phones 505-334-9404, 8911.

- PERSONNEL
General Manager—Lou Erick.
- REPRESENTATIVES
PRO Time Sales, Inc.
- FACILITIES
1,000 w. days; 250 w. nights; 1340 kc. Operating schedule: 5:30 a.m.—MST.
- AGENCY COMMISSION
Net. agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29c, 29a, 29b, 30. Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a, 51b. Comb.; Cont. Discounts: 60b, 60d, 60e, 60f; 61a, 62a, 62d. Cancellation: 70a, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

TIME RATES

ET 5/1/68—Rec'd 5/6/68.

6. SPOT ANNOUNCEMENTS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95	2.80
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95	1.80
10 sec	2.00	1.85	1.70	1.55	1.40	1.25	1.10	1.00	0.95
8. PROGRAM TIME RATES									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 hr.	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00
1 min	10.00	9.70	9.40	9.10	8.80	8.50	8.20	7.90	7.60
5 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.50

BAYARD

Grant County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KNFT

Media Code 4 232 2625 7.00
KNFT, Inc., U. S. 180, E., Silver City, N. M. 88001. Phone 505-538-2726.

- PERSONNEL
Cancellation—George L. McFarland.
- FACILITIES
1,000 w.; 950 kc. Non-directional. 200 w. pre-sunrise. Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION
15% time only.
- GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5. Rate Protection: 15b. Basic Rates: 20b, 21a, 21d, 23a, 24b, 24c, 29a. Contracts: 41, 44a, 44b, 45, 46. Comb.; Cont. Discounts: 60h, 61b.

TIME RATES

ET 7/1/68—Rec'd 7/7/68.

6. SPOT ANNOUNCEMENTS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 min	2.70	2.55	2.40	2.25	2.10	1.95	1.80	1.75	1.60
30 sec	2.10	2.00	1.90	1.80	1.70	1.60	1.55	1.50	1.40
10 sec	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.75	0.70
7. PACKAGE PLANS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 DAY:	3.00	2.60	2.25	2.15	2.00	1.80	1.70	1.60	1.50
7 DAYS:	2.80	2.55	2.25	2.15	2.05	1.85	1.75	1.65	1.55
30 DAYS:	2.20	2.00	1.80	1.70	1.60	1.50	1.40	1.30	1.20
1 min.	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec.	2.10	2.00	1.90	1.80	1.70	1.60	1.55	1.50	1.40
10 sec.	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.75	0.70
8. PROGRAM TIME RATES									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 hr.	30.00	19.00	12.00	9.50	7.00	5.00	4.00	3.00	2.00
1 min.	2.80	2.55	2.25	2.15	2.05	1.85	1.75	1.65	1.55
30 sec.	2.20	2.00	1.80	1.70	1.60	1.50	1.40	1.30	1.20
10 sec.	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.75	0.70
1 min.	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec.	2.10	2.00	1.90	1.80	1.70	1.60	1.55	1.50	1.40
10 sec.	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.75	0.70

- PERSONNEL
General Manager—Dave Button.
Commercial Manager—John Tobols.
Chief Engineer—Jack Herrell.
- REPRESENTATIVES
The Sandberg-Glenn Company.
Dallas—Riley Representatives.
- FACILITIES
ERP 51,000 w. (horiz.), 51,000 w. (vert.); 92.9 mc. Stereo. Operating schedule: 6 am-10 pm. MST. Antenna ht.: 1,092 ft. above average terrain. Partial simulcast operation. Operated separately 5-10 pm. For simulcast facilities see KSVP.
- AGENCY COMMISSION
15/0 time and talent; 30 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8. Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b. Basic Rates: 21c, 22a, 23a, 24b, 26c, 28b, 28c, 29a, 30, 32b, 33h. Contracts: 40a, 42a, 43, 44a, 45, 46, 49, 50. Comb.; Cont. Discounts: 60h, 62d. Cancellation: 70a, 70c, 71a. Prod. Services: 82. Affiliated with MBS.

6. SPOT ANNOUNCEMENTS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 min	2.70	2.55	2.40	2.25	2.10	1.95	1.80	1.75	1.60
30 sec	2.10	2.00	1.90	1.80	1.70	1.60	1.55	1.50	1.40
10 sec	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.75	0.70
7. PACKAGE PLANS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 DAY:	3.00	2.60	2.25	2.15	2.00	1.80	1.70	1.60	1.50
7 DAYS:	2.80	2.55	2.25	2.15	2.05	1.85	1.75	1.65	1.55
30 DAYS:	2.20	2.00	1.80	1.70	1.60	1.50	1.40	1.30	1.20
1 min.	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec.	2.10	2.00	1.90	1.80	1.70	1.60	1.55	1.50	1.40
10 sec.	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.75	0.70

BELEN

Valencia County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KARS

Media Code 4 232 2700 8.00
Belen Broadcasting Co., Inc., Box 860, 208 N. 2nd St., Belen, N. M. 87002. Phone 505-864-7447.

- PERSONNEL
President—Carter M. Wald.
Manager—Willie M. Chavez.
- FACILITIES
250 w. days; 880 kc. Non-directional. Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 23a, 26, 28b, 29a. Contracts: 48, 48.

(This listing continued on next page)

DRIVE TIME SPECIAL

PER WK: 1 min 30 sec
20 ti (2 AM, 2 PM) 200 180
Special Plans do not combine with Weekly Plans for additional frequency discounts.
CONSECUTIVE WEEK DISCOUNTS
28 wk—5% 52 wk—10%

KVOD

1959

RAB

Media Code 4 232 2250 4.00
A. John Walton Station, Box 4338, 3700 Campus, N. E. Albuquerque, N. M. 87108. Phone 505-263-4395.

STATION'S PROGRAMMING DESCRIPTION
KVOD: Programmed for age group 18-49.
NEWS: 5 min state and local news on hour, delivered by air personalities. Sports headlines at :15, weather report at :45. National news at :30. Occasional special events—high school football, auto races, Indianapolis 500 each year. MUSIC: modern country music, 3 hours of gospel music, Sun 6-9 am. Contact Representative for further details. Rec'd 3/10/69.

- PERSONNEL
General Manager—Bill Mitchell.
Program Director—Glen Copeland.
- REPRESENTATIVES
Alan Torbet Associates, Inc.
- FACILITIES
1,000 w. days; 730 kc. Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION
15/0 on station time.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16. Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30. Contracts: 40a, 41, 45, 46, 47a. Comb.; Cont. Discounts: 60b, 60f, 60l, 61a. Cancellation: 70b, 70d, 71a, 72, 73b. Prod. Services: 80, 81, 82.

TIME RATES

No. 3 ET 11/1/68—Rec'd 2/24/69.

6. SPOT ANNOUNCEMENTS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25
7. PACKAGE PLANS									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
Plan 1 (within 7 consec days)	2.25	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.00
100 ti	2.10	1.60	1.35	1.10	0.85	0.60	0.35	0.10	0.00
Plan 2—Fri, Sat, Sun	2.40	1.80	1.55	1.30	1.05	0.80	0.55	0.30	0.00
30 ti	2.25	1.65	1.40	1.15	0.90	0.65	0.40	0.15	0.00
60 ti	2.25	1.65	1.40	1.15	0.90	0.65	0.40	0.15	0.00
8. PROGRAM TIME RATES									
	1x	2x	3x	4x	5x	6x	7x	8x	9x
1 hr	50.00	30.50	21.00	18.00	15.00	12.00	10.00	8.00	6.00
13 x	47.00	29.00	19.50	16.50	13.50	11.50	9.50	7.50	5.50
28 x	44.00	27.00	18.50	15.50	12.50	10.50	8.50	6.50	4.50
52 x	41.00	25.00	17.50	14.50	11.50	9.50	7.50	5.50	3.50
104 x	38.00	23.00	16.50	13.50	10.50	8.50	6.50	4.50	2.50
156 x	35.00	21.50	15.00	12.00	9.00	7.00	5.00	3.00	1.00
280 x	30.00	18.50	14.00	11.00	8.00	6.00	4.00	2.00	0.00
312 x	25.00	17.50	13.00	10.00	7.00	5.00	3.00	1.00	0.00
10. SPECIAL FEATURES									
5-Minute Newscasts—Mon thru Sat every hour at :60.									
1 per day, per mo \$5.00. Minimum 3 mo.									
1 per day, 1 yr (\$12x), per mo \$7.50.									
Time Signals, open									1.50

KZIA

1956

Media Code 4 232 2300 7.00
Zia Tele-Communications, Inc., Box 1047, 805 98th St., S. W., Albuquerque, N. M. 87103. Phone 505-855-4551.

STATION'S PROGRAMMING DESCRIPTION
KZIA: Programmed for general interest and mass appeal.
AIR PERSONALITIES handle all segments. MUSIC 80%: popular. NEWS: 5 min at :55 network, 90 seconds at :25. Local news department. 3 stock market reports daily. SPORTS: 5 min network. FAIRM: market reports, tape intervals. TALK: editorials 3 times daily. Contact Representative for further details. Rec'd 2/17/69.

- PERSONNEL
Pres. & Gen'l Sales Mgr.—John Deme.
Program Director—John Howard Deme.
Women's Program Director—Hazel I. Deme.
- REPRESENTATIVES
John A. Potter Company.
- FACILITIES
1,000 w.; 1580 kc. Non-directional. Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION
15/0 time & talent; 15th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 33c. Contracts: 40a, 45, 46. Comb.; Cont. Discounts: 60a. Cancellation: 70a, 70c, 71a, 73a. Prod. Services: 82. Affiliated with American Contemporary Network.

TIME RATES

No. 2 ET 5/1/69—Rec'd 4/30/69.

6. SPOT ANNOUNCEMENTS			
	1x	2x	3x
1 min.	4.00	4.25	4.00
30 sec.	3.50	3.25	3.00
10 sec.	2.75	2.50	2.25

7. PACKAGE PLANS

ROS
WK: 5 ti 10 ti 15 ti 20 ti 30 ti 40 ti 50 ti 70 ti
MO: 15 ti 30 ti 45 ti 60 ti 90 ti 120 ti 150 ti 220 ti
1 min 6.00 5.70 5.40 5.10 4.80 4.50 4.20 3.90
30 sec 4.60 4.30 4.18 3.90 3.70 3.50 3.30 3.10
Fixed times extra 20%.

ARTESIA (1 AM; 1 PM)

Eddy County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KSVP

1946

Subscriber to the NAB Radio Code
Media Code 4 232 2400 5.00
Artesia Broadcasting Co., 317 W. Quay, Artesia, N. M. 88210. 505-746-2751.

STATION'S PROGRAMMING DESCRIPTION
KSVP: Programmed for adults and young adults. MUSIC: middle-of-the-road, sign-on-5 pm. 5 pm-sign-off hard rock. 7 nights a week. NEWS: network and local news on half hours, local news reporter. Three 15 min local newscasts daily, bulletins anytime. 2 way mobile news station wagon. SPORTS: college football, etc. Farm/Ranch: 8:15 am, 8:30 am & 12:45 pm. Markets 12:55 pm. Women's talk program 10:35-11 am. M-F. State capital news reports 8:15 am. M-F. Religious music 9-10 am Sat. Contact Representative for further details. Rec'd 4/15/69.

- PERSONNEL
General Manager—Dave Button.
Assistant Manager—John Tobols.
- REPRESENTATIVES
The Sandberg-Glenn Company.
Dallas—Riley Representatives.
- FACILITIES
1,000 w. days; 250 w. nights; 890 kc. Non-directional. Operating schedule: 6 am-10 pm daily. MST. Partial simulcast operation. Simulcast 6 am-5 pm. For non-simulcast facilities see KSVP-FM.
- AGENCY COMMISSION
15/0; monthly.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 5, 6a, 7a, 8. Rate Protection: 10b, 11h, 12b, 13b, 14b, 15b. Basic Rates: 20b, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a. Contracts: 40a, 41, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 51a, 51c. Comb.; Cont. Discounts: 60d, 60f, 60l, 61c, 62b, 62d. Cancellation: 70b, 70c, 71a, 72, 73a. Prod. Services: 82. Affiliated with MBS. Member: Southwest Radio Group.

TIME RATES

No. 6 ET 11/1/68—Rec'd 10/23/68.

6. SPOT ANNOUNCEMENTS									

NEW MEXICO

Belen—KARS—Continued

Comb. Cont. Discounts: 60b, 61a, 61b, 62b, 62e.
Cancellation: 70c, 73a.
Affiliated with KRS Radio Network.

TIME RATES

Rates effective July 1, 1964.
Rates received July 6, 1964.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 tl.....	1.50
13 tl.....	2.00
52 tl.....	1.80

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 tl.....	35.00	25.00	15.00	10.00
13 tl.....	30.00	20.00	12.00	8.50
52 tl.....	25.00	15.00	10.00	7.00
156 tl.....	8.50	6.00	4.00	3.00
312 tl.....	7.00	5.00	3.00	2.00
1000 tl.....	6.00	4.00	2.00	1.00

CARLSBAD (3 AM; 1 FM)

Eddy County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KAVE

1936
Media Code 4 232 2650 1.00
J. Ross Rucker, Box 1538, 201 South Halagueno, Carlsbad, N. M. 88220, Phone 505-887-1181.

STATION'S PROGRAMMING DESCRIPTION
KAVE: MUSIC: modern country and western. NEWS: network, AP and local news. Local sports where available. Network news on half hour. College football during season. Extended news 7 am & noon daily. Contact Representative for further details. Rec'd 8/21/68.

1. PERSONNEL

General Manager—J. Ross Rucker.
Sales Manager—Ed G. Lyon.

2. REPRESENTATIVES

Clyde Melville Company.

3. FACILITIES

1,000 w.; 1240 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-10 pm daily. MST.

4. AGENCY COMMISSION

15% on station time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
Contracts: 40a
Member: Southwest Radio Group.

7. PACKAGE PLANS

See 6/23/65—Rec'd 6/25/65.

ROS WEEKLY SATURATION PLAN						
10 tl	15 tl	20 tl	25 tl	30 tl	40 tl	50 tl
1 min.....	4.50	4.40	4.30	4.20	4.10	3.90
20/30 sec.....	3.50	3.40	3.30	3.20	3.10	2.90
10 sec.....	2.50	2.40	2.30	2.20	2.10	1.90

KBAD

1950
Media Code 4 232 2900 4.00
Radio Carlsbad, Inc., Box 70, 714 N. Canyon, Carlsbad, N. M. 88220, Phone 885-5373.

STATION'S PROGRAMMING DESCRIPTION
KBAD: Programmed for adults and young adults. General popular music. NEWS: at 5:55, except 15 min summary at 7 am & noon. Local news 5 times daily, except Sun. 7 min farm news 8 am M-Sat. Local sports when available. Contact Representative for further details. Rec'd 7/18/67.

1. PERSONNEL

Pres. & Mgr.—Bob Swayze.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

1,000 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KCMN (FM).

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29c, 30a, 33a.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

FM facilities: KCMN (FM)

Member: New Mexico Network.
When identical schedule is placed on KCMN (FM) 10% additional discount is earned on billing of each station.

TIME RATES

NATIONAL AND LOCAL RATES SAME
See 6/17/69—Rec'd 7/1/69.

AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm.	1 tl	6 tl	12 tl	18 tl	24 tl
AA.....	6.75	6.65	6.55	6.15	5.95
A.....	6.25	6.05	5.85	5.65	5.45

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KCCC

1966
Subscriber to the NAB Radio Code
Media Code 4 232 3000 2.00
Kolob Broadcasting Inc., 1206 W. Mermod St., Carlsbad, N. M. 88220, Phone 505-887-5521.

STATION'S PROGRAMMING DESCRIPTION
KCCC: MUSIC: country and western with 1 hour of Spanish at end of each broadcast day. NEWS: 15 min news roundup at 6:30-8:45 am. 5 min news at 2:25 hourly. 10 min women's news at 10 am daily. M-F. Contact Representative for further details. Rec'd 2/8/69.

1. PERSONNEL

General Manager—Marion Jenkins.
Office Manager—Lavonne Hale.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

1,000 w.; 930 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 8 am-local sunset.

4. AGENCY COMMISSION

15/0.

5. GENERAL RATE POLICY

Member: Country Music Network.
TIME RATES
See 8/11/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1x.....	26x
52x.....	104x
156x.....	312x
475x.....	950x
1425x.....	2850x
4275x.....	8550x
12825x.....	25650x

15-seconds—70% of 30 second rate.

7. PACKAGE PLANS

WEEKLY PACKAGE	
1 min.....	12 tl
30 sec.....	18 tl
1 min.....	24 tl
30 sec.....	36 tl
1 min.....	48 tl
30 sec.....	72 tl

8. PROGRAM TIME RATES

1 MINUTE	
1x.....	80.00
2x.....	45.00
5x.....	35.00
10x.....	30.00
15x.....	28.00
20x.....	26.00
25x.....	24.00
30x.....	22.00
35x.....	20.00
40x.....	18.00
45x.....	16.00
50x.....	15.00
55x.....	14.00
60x.....	13.00
65x.....	12.00
70x.....	11.00
75x.....	10.00
80x.....	9.00
85x.....	8.00
90x.....	7.00
95x.....	6.00
100x.....	5.00

1. PERSONNEL

President—Marion Jenkins.
Office Manager—Lavonne Hale.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

1,000 w.; 930 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 8 am-local sunset.

4. AGENCY COMMISSION

15/0.

5. GENERAL RATE POLICY

Member: Country Music Network.
TIME RATES
See 8/11/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1x.....	26x
52x.....	104x
156x.....	312x
475x.....	950x
1425x.....	2850x
4275x.....	8550x
12825x.....	25650x

15-seconds—70% of 30 second rate.

7. PACKAGE PLANS

WEEKLY PACKAGE	
1 min.....	12 tl
30 sec.....	18 tl
1 min.....	24 tl
30 sec.....	36 tl
1 min.....	48 tl
30 sec.....	72 tl

8. PROGRAM TIME RATES

1 MINUTE	
1x.....	80.00
2x.....	45.00
5x.....	35.00
10x.....	30.00
15x.....	28.00
20x.....	26.00
25x.....	24.00
30x.....	22.00
35x.....	20.00
40x.....	18.00
45x.....	16.00
50x.....	15.00
55x.....	14.00
60x.....	13.00
65x.....	12.00
70x.....	11.00
75x.....	10.00
80x.....	9.00
85x.....	8.00
90x.....	7.00
95x.....	6.00
100x.....	5.00

KCNM (FM)

1967
Media Code 4 232 3150 5.00
Radio Carlsbad, Inc., Box 70, 714 N. Canyon, Carlsbad, N. M. 88220, Phone 885-5373.

STATION'S PROGRAMMING DESCRIPTION
KCNM (FM): Programs semi-classic music. News 5 min before hour. Sports when available. Contact Representative for further details. Rec'd 6/17/67.

1. PERSONNEL

Pres. & Mgr.—Bob Swayze.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

ERP 3,000 w.; 92.1 mc.
Operating schedule: 5 am-11 pm. MST.
Antenna ht.: 285 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KBAD.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
See KBAD listing for coded regulations.
AM facilities: KBAD.
Member: All New Mexico Network.
When identical schedule is placed on KBAD, 10% additional discount is earned on billing of each station.

TIME RATES

See 4/12/67—Rec'd 4/12/67.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	1 min	30 sec	10 sec
1 tl.....	1x.....	4.00	3.00	2.40
7 tl.....	10x.....	3.80	2.85	2.30
12 tl.....	26x.....	3.60	2.70	2.20
18 tl.....	312x.....	3.50	2.60	2.00
24 tl.....	520x.....	3.00	2.50	1.80

7. PACKAGE PLANS

WEEKLY PACKAGE	
1 min.....	12 tl
30 sec.....	18 tl
1 min.....	24 tl
30 sec.....	36 tl
1 min.....	48 tl
30 sec.....	72 tl

8. PROGRAM TIME RATES

1 MINUTE	
1x.....	80.00
2x.....	45.00
5x.....	35.00
10x.....	30.00
15x.....	28.00
20x.....	26.00
25x.....	24.00
30x.....	22.00
35x.....	20.00
40x.....	18.00
45x.....	16.00
50x.....	15.00
55x.....	14.00
60x.....	13.00
65x.....	12.00
70x.....	11.00
75x.....	10.00
80x.....	9.00
85x.....	8.00
90x.....	7.00
95x.....	6.00
100x.....	5.00

CLAYTON

Union County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KLMX

1950
Subscriber to the NAB Radio Code
Media Code 4 232 3450 9.00
Arl-Nex Broadcasting Corp., Box 547, Clayton, N. M. 88415, Phone 505-374-2555.

1. PERSONNEL

President—Arthur Jernigan.
General Manager—Grover T. Jones.
Secy.—Treas.—D. W. Laughter.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays; 8:00 am-4:00 pm Sun. MST.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32b.
Contracts: 40b, 41, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KRS Radio Network.

TIME RATES

Rates received November 12, 1965.
Class A—6:00 am-8:00 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 tl.....	1.50
13 tl.....	2.00
52 tl.....	1.80

7. PACKAGE PLANS

WEEKLY PACKAGE	
1 min.....	12 tl
30 sec.....	18 tl
1 min.....	24 tl
30 sec.....	36 tl
1 min.....	48 tl
30 sec.....	72 tl

8. PROGRAM TIME RATES

1 MINUTE	
1 tl.....	1.50
13 tl.....	2.00
52 tl.....	1.80

6. SPOT ANNOUNCEMENTS

CLASS A	
1 tl.....	1 min 30 sec 20 sec
13 tl.....	3.25 2.75 1.75
28 tl.....	3.10 2.60 1.80
52 tl.....	2.95 2.45 1.55
104 tl.....	2.85 2.30 1.50
156 tl.....	2.70 2.15 1.45
208 tl.....	2.55 2.00 1.40

Espanola—K D C E—Continued

2. REPRESENTATIVES
New York, Chicago, Detroit—Gill-Perna, Inc.
Los Angeles—Hugh Wallace Company.
Mountain states—Bob Hill Co., Inc.
South—Mario Messina Company.

3. FACILITIES
1,000 w. days: 970 kc. Non-directional.
Operating schedule: 4 am-local sunset. MST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Spanish language station, no charge for translation.

TIME RATES
ET Rec'd 1/21/63.

6. SPOT ANNOUNCEMENTS

1 min.	6.00	5.70	5.40	5.10	4.85	4.60
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7. PACKAGE PLANS

PER WK.	10 tl	15+
EA	4.25	4.00

(CR)

FARMINGTON (3 AM)

San Juan County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KENN

1951



Subscriber to the NAB Radio Code
Media Code 4 232 4350 00
Kenn-Land Broadcasting, Inc., 212 W. Apache St.,
Farmington, N. M. 87401. Phone 325-3541.

STATION'S PROGRAMMING DESCRIPTION
KINN: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min network news on hour with 15 min news 7:30 am, noon & 6 pm. SPORTS: live coverage of university basketball and football games plus local sports coverage. MUSIC: mile-of-the-road. RELIGIOUS: Sun mornings. Navajo Indian language broadcast 5-6:15 am M-Sat. Contact Representative for further details. Rec'd 2/14/68.

1. PERSONNEL
General Manager—C. O. Kendrick.
Station Manager—Bob G. Williams.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1390 kc.
Directional—nighttime.
Operating schedule: 4:00 am-11:00 pm. MST.

4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11d, 14d, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 44a, 46, 47a, 51a.
Comb.; Cont. Discounts: 60h.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: The Intermarket Network.

TIME RATES
No. 9 ET 6/1/66—Rec'd 11/7/66.

6. SPOT ANNOUNCEMENTS
1 min or 100 wds or less:

1 x	8.50	158 x	5.98
28 x	6.37	280 x	5.72
52 x	6.24	312 x	5.46
104 x	6.11	624 x	5.20

7. PACKAGE PLANS
SATURATION ANNOUNCEMENT
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
PER WK. EA:

1 min	12.41	18.41	24.41	30.41	36.41
30 sec	4.40	4.15	3.95	3.70	3.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
50.00	30.00	20.00	15.00	10.00
28 x	49.00	29.40	19.80	14.70
52 x	48.00	28.80	19.20	14.40
104 x	47.00	28.20	18.60	14.10
158 x	46.00	27.60	18.00	13.80
260 x	44.00	26.40	17.60	13.20
312 x	42.00	25.20	16.80	12.60
624 x	40.00	24.00	16.00	12.00

KRZE

1961



Media Code 4 232 4500 00
Boyd Whitney, dba KRZE Radio, Box 1529, 208-B
W. Main, Farmington, N. M. 87401. Phone 505-327-8686.

STATION'S PROGRAMMING DESCRIPTION
KRZE: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, 10 min news 12:30 pm. SPORTS: broadcast, scores 6:45 am, 7:45 am, 5:45 pm. Country and western music. RELIGIOUS: programs 7:30 am Sun. Rec'd 7/14/67.

1. PERSONNEL
Own'r & Gen'l Mgr.—Boyd Whitney.

3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:00 am-local sunset.

4. AGENCY COMMISSION
15% on station time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 24b, 28b, 29c.
Contracts: 40a, 51b.
Comb.; Cont. Discounts: 60l, 62d.
Cancellation: 71b.

TIME RATES
Rates effective May 1, 1965.
Rates received May 28, 1965.

6. SPOT ANNOUNCEMENTS
ROS 30-SECOND ANNOUNCEMENTS

1-100 tl	3.75	501-750 tl	2.85
101-250 tl	3.20	751-999 tl	2.45
251-500 tl	3.00	1000 or more tl	2.20

1 minute—.75 additional per spot on applicable 30-second frequency rate.

KWYK

1957

Media Code 4 232 4650 3.00
Basin Broadcasting Co., 203 S. Commercial, Farmington, N. M. 87401. Phone 325-1996.

1. PERSONNEL
General Manager—Jim Gober.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 23a, 23b, 24b, 24c, 25a.
Contracts: 46.

TIME RATES

Rates effective October 1, 1961.
Rates received September 6, 1961.

6. SPOT ANNOUNCEMENTS

1 minute	Each	20 times	Each
1	6.00	20	4.50
5	5.75	30	4.00
10	5.50	50	3.50
15	5.00		

20, 30-second spots—75% of applicable minute rate.
10-second ID's—50% of applicable minute rate.

GALLUP (2 AM)

McKinley County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KGAK

1945



Subscriber to the NAB Radio Code
Media Code 4 232 4800 4.00
Gallup Broadcasting Co., Gallup, N. M. 87301. Phone 505-863-4444.

1. PERSONNEL
Pres. & Gen. Mgr.—Jack B. Chapman.

2. REPRESENTATIVES
New York, Chicago, Dallas, Los Angeles and San Francisco—Savall/Gates.
Denver—John L. McGuire & Co.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1330 kc.
Directional—nighttime only.
Operating schedule 6 am-11 pm Mon thru Sat; 7 am-6 pm Sun.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60l, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective August 1, 1957. (Card No. 3.)
Rates received July 1, 1957.

6. SPOT ANNOUNCEMENTS
1 min. or less _____ 1.00

7. PACKAGE PLANS
1 Minute or Less

Per week:	
5 times	32.50
10 times	62.50
15 times	92.50
20 times	119.00
30 times	156.00
50 times	200.00

10-second ID's—50% applicable minute rate (English only).

8. PROGRAM TIME RATES

1/2 hour	30.00	5 minutes	10.00
1/4 hour	18.00		

10. SPECIAL FEATURES
Foreign Language Programs—"Original Navajo Indian Hour." 1:00-4:30 pm Mon thru Sat. Minimum spot in Navajo 1 minute applies regardless of length of commercial copy.
Regular rates apply to Indian language broadcasting.

KYVA

1959



Media Code 4 232 4850 7.00
The Kandel Corporation, 306 South First, Drawer K, Gallup, N. M. 87301.

1. PERSONNEL
General Manager—Ray Kandel.
Station Manager—Robert J. Barnett.
Commercial Manager—Sam Lombardi.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Operating schedule: 4:45 am-11:00 pm.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Basic Rates: 23a, 24b.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 60d, 60h, 60l.
Cancellation: 73a.
Prod. Services: 82.

TIME RATES

Rates effective July 15, 1959.
Rates received June 10, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2 hour	25.00	5 minutes	8.00
1/4 hour	15.00	1 minute or less	5.00
10 minutes	12.00		

Only minute announcements are available in Navajo or Zuni languages.

7. PACKAGE PLANS
WEEKLY ANNOUNCEMENT PACKAGE RATES

10 per week, each	4.75	50 or more per week,	
20 per week, each	4.50	each	4.00

30-second announcements take 75% of earned minute rate.
10-second announcements take 50% of earned minute rate.

GRANTS

Valencia County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KMIN

1956



Media Code 4 232 5100 8.00
KMIN, Inc., Box 980, Grants, N. M.

1. PERSONNEL
General Manager—Bernie Bustos.

3. FACILITIES
1,000 w.; 980 kc.
Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a.
Rate Protection: 10c, 11h, 12c, 13c, 14c, 15b.
Basic Rates: 21c, 23a, 25a, 26, 28b, 28c, 29a, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 61c, 62a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

Rates effective July 1, 1960.
Rates received July 18, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	hr.	hr.	hr.	min.	min.	sec.
13 times	45.00	36.00	20.00	12.00	6.00	4.00
26 times	40.00	33.00	18.50	10.00	5.50	3.75
52 times	35.00	30.00	17.50	9.00	5.25	3.50
104 times	33.00	27.00	17.00	8.50	5.00	3.25
156 times	30.00	24.00	16.25	8.25	4.75	3.00
260 times	27.00	21.00	15.50	8.00	5.00	2.75
312 times	25.00	18.50	15.00	7.75	4.25	2.50

Spanish and Indian language—Regular rates apply.
Limit on number run each day.

HOBBS (2 AM; 1 FM)

Lea County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KHOB

1954



Subscriber to the NAB Radio Code
Media Code 4 232 5250 1.00
Griffith Broadcasting, Inc., Box 40, West Bender Blvd., Hobbs, N. M. 88240. Phones 505-393-5148, 9.

1. PERSONNEL
Pres. & Gen'l Mgr.—L. Dickson Griffith.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w. days; 1390 kc. Non-directional.
Operating schedule: 5 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 net charges for time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60l, 62b.
Cancellation: 70a, 71a, 73a.
Prod. Services: 82.
Member: New Mexico Network, Southwest Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET Rec'd 7/18/69.

AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
AA	7.00	6.80	6.60	6.40	6.20
A	6.50	6.30	6.10	5.90	5.70

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

NEW MEXICO

KHOB-FM

1965

Media Code 4 232 5251 9.00
Griffith Broadcasting, Inc., Box 40, West Bender Blvd., Hobbs, N. M. 88240. Phones 505-393-5148, 9.

1. PERSONNEL
Pres. & Gen'l Mgr.—L. Dickson Griffith.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
ERP 38,000 w.; 95.7 mc.
Operating schedule: 5 am-10 pm. MST.

4. AGENCY COMMISSION
15/0 net charges for time; payable when rendered.

5. GENERAL RATE POLICY
TIME RATES
No. 1 ET 8/7/65—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS

1 min	ix	52x	152x	312x	
8. PROGRAM TIME RATES		6.00	5.60	5.00	4.50
1 hr.	ix	52x	152x	312x	
1/2 hr.		30	27	24	20
1/4 hr.		18	16	14	12
		12	10	9	8

KWEW

1938

Media Code 4 232 5400 2.00
Box 777, 1515 N. Del Paso, Hobbs, N. M. 88240.
Phone 505-393-3137.

1. PERSONNEL
Manager—Harry McAdams.
Farm Director—Gill Haugen.
News & Sports—Layne Hungerford.

2. REPRESENTATIVES
Charles Bernard Co., Inc.
Southwest—Riley Representatives.

3. FACILITIES
5,000 w.; 1480 kc. Directional-nighttime only.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b, 24b, 25c, 28, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60l, 61a, 61b.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBS.
Member: Country Music Network.

TIME RATES

ET 5/1/69—Rec'd 3/20/69.

6. SPOT ANNOUNCEMENTS

1 min	ix	52x	104x	156x	208x	260x	312x
30 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50
10 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
PER WK:	3.25	3.00	2.75	2.50	2.25	2.00	1.75

7. PACKAGE PLANS

1 min	10 tl	15 tl	20 tl	25 tl	30 tl
1	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

LAS CRUCES (2 AM; 1 FM)

Dona Ana County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KGRD (FM)

1966

Media Code 4 232 5475 4.00
Chaparral Broadcasting Services, Inc., Box 968, Las Cruces, N. M. 88001. Phone 505-526-6681.

STATION'S PROGRAMMING DESCRIPTION
KGRD (FM): Country and western music with network and local news and weather. Contact Representative for further details. Rec'd 3/6/69.

1. PERSONNEL

NEW MEXICO

Los Cruces—KGR T—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.
 Comb.; Cont. Discounts: 60a, 60b, 60i, 62b.
 Cancellation: 70c, 71a, 73a.
 Prod. Services: 80, 82.
 FM facilities: KGRD (FM).
 Affiliated with NAS and KBS.
 Member: Intermountain Network, National AgRadio Groups, Inc., New Mexico Network.

6. SPOT ANNOUNCEMENTS
 AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm
 A—All other times.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.80	6.60	6.40	6.20
30 sec	5.80	5.45	5.25	5.10	4.95
10 sec	3.50	3.40	3.30	3.20	3.10

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	6.50	6.30	6.10	5.90	5.70
30 sec	5.20	5.05	4.85	4.70	4.55
10 sec	3.25	3.15	3.05	2.95	2.85

KOBE

1947



Subscriber to the NAB Radio Code
 Media Code 4 232 5700 5.00

Las Cruces Broadcasting Co., Drawer X, Las Cruces, N. M. 88001. Phone 505-526-2498.

STATION'S PROGRAMMING DESCRIPTION
 KOBE: Programmed for general interest.
AIR PERSONALITIES handle all segments, **FARM:** 6-6:30 am, 12:30-1 pm interviews, markets, weather, county agent reports. **NEWS:** 30 min blocks at 7 am, noon, 5 pm, 15 min at 10 pm, 5 min on hour and half hour. 2 man news staff. **Women's interview:** 8:30-9 am M-F. **SPORTS:** 5 min report daily. Live play-by-play all local high school and local university football and basketball. 3 man sports staff. **MUSIC:** middle-of-the-road. Spanish language 7-10 pm Sun-F. Contact Representative for further details. Rec'd 8/29/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Walter L. Rubens.
2. REPRESENTATIVES
 Mountain States—Bob Hix Co., Inc.
3. FACILITIES
 250 w.; 1450 kc. Non-directional.
 Operating schedule: 5 am-11 pm. MST.
4. AGENCY COMMISSION
 15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16c.
 Basic Rates: 20a, 24b, 24c, 28a, 29a, 29b.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.
 Comb.; Cont. Discounts: 60b, 60c, 61a.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Entertainment Network.
 Member: Southwest Radio Group.

TIME RATES

No. 5 Eff 2/15/69—Rec'd 3/6/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	24 ti	36 ti
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.80	3.60	3.40
10 sec	2.50	2.40	2.25	2.10

PER MO, EA:

1 min	4.75	4.50	4.30	4.20	4.00
30 sec	3.80	3.60	3.40	3.20	3.00
10 sec	2.40	2.25	2.15	2.10	2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
35	25	15	12	10

DISCOUNTS

26x-5%	52x-10%	104x-15%	280x-20%
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10. SPECIAL FEATURES
 TOTAL INFORMATION NEWS

1/4 hr fixed Mon thru Sat	Es Per mo
9.00	234.00
Alternate	10.50 136.00
10 min fixed Mon thru Sat	7.50 195.00
Alternate	9.00 117.00
5 min fixed Mon thru Sat	6.00 156.00
Alternate	7.50 97.50

HEADLINES—ROS
 1 per day, per mc.100.00 2 per day, per mc.140.00

LAS VEGAS

San Miguel County—Map Location G-2
 See SRDS consumer market map and data at beginning of the State.

KFUN

1941



Subscriber to the NAB Radio Code
 Media Code 4 232 5850 8.00
 Roadrunner Broadcasting Company, Box 710, Las Vegas, N. M. 87101. Phone 505-425-8766.

1. PERSONNEL
 President—Merle H. Tucker.
 General Manager—Dennis D. Mitchell.
2. REPRESENTATIVES
 Savall/Gates, Inc.
3. FACILITIES
 250 w.; 1230 kc. Non-directional.
 Operating schedule: 6:00 am-11:00 pm weekdays; 7:45 am-11:00 pm Sun. MST.

4. AGENCY COMMISSION
 15/0 net on time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5a, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
 Contracts: 40b, 42b, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60c, 61a, 61b, 61c, 62b, 62c.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with American Entertainment Network.

TIME RATES
 Rates effective November 1, 1964. (Card No. 2.)
 Card received September 29, 1964.

6. SPOT ANNOUNCEMENTS
 1 min 5.00

7. PACKAGE PLANS
 PER WK:

5 ti	20 ti	3.25
10 ti	4.00	3.00
15 ti	3.50	

20 & 30 sec—75% applicable 1-minute rate.
 10 & 8 sec—50% applicable 1-minute rate.

8. PROGRAM TIME RATES

1/2 hr	25.00	5 min	7.50
1/4 hr	15.00		

10. SPECIAL FEATURES
 Newcasts—Regular rates plus 10%.

LOS ALAMOS (1 AM; 1 FM)

Los Alamos County—Map Location E-2

See SRDS consumer market map and data at beginning of the State.

KRSN

1949



Subscriber to the NAB Radio Code
 Media Code 4 232 6060 3.00

Community Broadcasting Co., Box 749, Los Alamos, N. M. 87544. Phone 505-682-4342.

1. PERSONNEL
 Owner-Manager—Darrel K. Burns.
2. REPRESENTATIVES
 South—Mario Messina Company.
 Mountain States—Bob Hix Co., Inc.
3. FACILITIES
 1,000 w. days, 250 w. nights; 1490 kc.
 Non-directional.
 Operating schedule: 6 am-11 pm. MST.
4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3c, 3d, 4b, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 14a, 15b.
 Basic Rates: 21a, 21b, 21d, 22a, 22b, 24b, 25a, 26, 28a, 28c, 29a, 33c.
 Contracts: 40a, 41, 42b, 42d, 44b, 46, 47a, 48, 50, 51b.
 Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 61b, 61c.
 Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 The following rates for advertising include 53% for air time and 47% for production and service.

TIME RATES

ET 5/1/65—Rec'd 4/29/55.

6. SPOT ANNOUNCEMENTS

1 min	4.50	4.25	4.0x	156x	260x	312x
30 sec	3.00	2.85	2.70	2.55	2.40	2.25

7. PACKAGE PLANS
 1 WEEK

10 ti—156x rate.	30 ti—312x rate.
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8. PROGRAM TIME RATES

1x	15x	25x	52x	104x	156x	260x	312x
1 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00 19.50
1/2 hr	18.00	17.10	16.20	15.30	14.40	13.50	12.60 11.70
1/4 hr	12.00	11.40	10.80	10.20	9.60	9.00	8.40 7.80
10 min	9.60	9.12	8.64	8.16	7.68	7.20	6.72 6.24
5 min	7.50	7.13	6.75	6.38	6.00	5.63	5.25 4.88

KRSN-FM

1955

Media Code 4 232 6061 1.00
 Community Broadcasting Co., Box 749, Los Alamos, N. M. 87544. Phone 505-682-4342.

1. PERSONNEL
 Owner-Manager—Darrel K. Burns.
2. REPRESENTATIVES
 South—Mario Messina Company.
 Mountain States—Bob Hix Co., Inc.
3. FACILITIES
 ERP 4,900 w.; 98.5 mc. Stereo.
 Operating schedule: 6 am-11:15 pm. MST.
4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 See KRSN listing for coded regulations.

TIME RATES

ET—Rec'd 5/13/68.

6. SPOT ANNOUNCEMENTS

1 min or less	1x	52x	312x
	10	5	5

8. PROGRAM TIME RATES

1 hr	1x	52x	312x
1 hr	40	84	24
1/2 hr	35	80	16
5 min	15	10	6

LOVINGTON

See SRDS consumer market map and data at beginning of the State.

KLEA

1952

Subscriber to the NAB Radio Code
 Media Code 4 232 6150 2.00
 Lea County Broadcasting Co., Drawer 877, Lovington, N. M. 88260. Phone 596-3355, 396-2244.

1. PERSONNEL
 President—Iva Lea Warley.
 Vice-Pres. & Gen'l Mgr.—Hoyt Caldwell.
 Assistant Managers—Lynn Rube, James Rhea.
3. FACILITIES
 500 w. days; 630 kc. Non-directional.
 Operating schedule: 5:00 am-local sunset. MST.
4. AGENCY COMMISSION
 15%
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28b, 29a, 31, 32a.
 Contracts: 40a, 43, 44a, 47a, 48, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62d.
 Cancellation: 70a, 70c, 73a.
 Prod. Services: 80, 82.
 Special short term spot saturation rates on request.
 Rates include 10% transcription and news premium fees.

TIME RATES

Rates effective April 20, 1964.

6. SPOT ANNOUNCEMENTS

1 min	1 ti	26 ti	52 ti	156 ti	312 ti
	4.00	3.60	3.40	3.00	2.40
30 sec	3.00	2.70	2.55	2.25	1.80
60 words	2.50	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
40.00	22.00	12.00	6.00
26 ti	36.00	19.80	10.80 5.40
52 ti	34.00	18.70	10.20 5.10
156 ti	30.00	16.50	9.00 4.50
312 ti	24.00	13.20	7.20 3.60

PORTALES

Roosevelt County—Map Location H-4
 See SRDS consumer market map and data at beginning of the State.

KENM

1950

Media Code 4 232 6300 3.00
 Portales Broadcasting Co., E. Highway 70, Portales, N. M. 88130. Phone 505-358-6881, 6682.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Wyeth Patterson.
2. REPRESENTATIVES
 Savall/Gates, Inc.
3. FACILITIES
 1,000 w.; 1450 kc. Non-directional.
 Operating schedule: 5 am-11 pm weekdays; 7 am-10 pm Sun. MST.
4. AGENCY COMMISSION
 15/0 time only. Net 10th of month.
5. GENERAL RATE POLICY

TIME RATES

ET 9/1/67—Rec'd 1/8/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	13x	26x	52x	104x	156x	260x	312x
	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
50.00	25.00	17.50	10.00
13x	42.50	22.00	14.00 8.00
26x	37.50	20.00	12.00 7.00
52x	34.50	18.00	10.00 6.50
104x	30.00	16.00	9.00 6.00
156x	26.00	14.00	8.00 5.50
260x	22.00	12.00	7.50 5.00
312x	18.00	10.00	7.00 4.50

RATON

Colfax County—Map Location G-1
 See SRDS consumer market map and data at beginning of the State.

KRTN

1948

Subscriber to the NAB Radio Code
 Media Code 4 232 6450 6.00
 Raton Broadcasting Co., Box 638, 1128 State St., Raton, N. M. 87740. Phone 445-8652.

1. PERSONNEL
 Owner—Jim Roper.
 Gen'l & Comm'l Mgr.—Jim Roper.
2. REPRESENTATIVES
 George T. Hopwell, Inc.
 Mountain States—Bob Hix Co., Inc.
 Southeast—Southern Spot Sales, Inc.
 Southwest—Mario Messina Company.
3. FACILITIES
 1,000 w. days, 250 w. nights; 1490 kc.
 Non-directional.
 Operating schedule: 6 am-7 pm. MST.
4. AGENCY COMMISSION
 15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24c, 25a, 28b, 28c, 30, 31, 33a.
 Contracts: 40a, 41, 44a, 44b, 46, 47a, 49, 51a, 51c.
 Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 61b, 62d.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 Rates effective January 1, 1957.
 Rates received January 29, 1957.
 Rev. (Rates) rec'd January 6, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1 min
1 hr	16.00	10.00	7.50	4.00
26 times	22.00	14.00	9.00	7.00 3.75
52 times	18.00	12.00	8.00	6.00 3.50
156 times	14.00	10.00	7.00	5.25 3.25
312 times	10.00	8.00	6.00	4.50 3.00

ROSWELL (5 AM; 1 FM)

Chaves County—Map Location G-4
 See SRDS consumer market map and data at beginning of the State.

KBIM

1958

Media Code 4 232 6600 6.00
 Taylor Broadcasting Co., Box 910, Roswell, N. M. 88201. Phone 505-622-2120, TWX 910-988-0072.

STATION'S PROGRAMMING DESCRIPTION
 KBIM: Programmed for adults and teens.
MUSIC 60%: features current hits 8 am-sign-off.
NEWS 40%: local 15%, national and international 25%, plus local mobile unit coverage. News at :55 network, local and national headlines plus weather at :25. **SPORTS:** headlines at :15. Local high school broadcasts of football, basketball and baseball. Mobile unit reports of track, wrestling and swimming. Local little league and Babe Ruth coverage in summer. Contact Representative for further details. Rec'd 8/23/67.

1. PERSONNEL
 President—W. C. Taylor.
 Manager—Lloyd G. Barham.
 National Sales Manager—Joe Carriere.
2. REPRESENTATIVES
 Avory-Knodel, Inc.
3. FACILITIES
 5,000 w. days, 500 w. nights; 910 kc.
 Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
 15/0; time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 1

NEW MEXICO

8. PROGRAM TIME RATES										
	1x	13x	26x	52x	104x	156x	260x	365x		
5 min.	19	18	17	16	15	14	12	10		
10 min	28	24	22	20	18	16	14	12		
1/4 hr	36	32	30	28	24	22	19	16		
1/2 hr	60	50	46	42	38	34	30	28		
1 hr.	90	85	80	75	65	60	55	50		

KVSF

1956

Media Code 4 232 7800 1.00
New Mexico Broadcasting Co., Box 2407, 1718 W. Alameda, Santa Fe, New Mexico 87501. Phone 505-982-4455.

- PERSONNEL**
General Manager—Bruce Hobenstreit.
Sta. & Nat'l Sales Mgr.—Romeo C. Di Lallo.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w.; 1260 kc. Non-directional.
Operating schedule: 20 hours daily.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Rate Protection: 6 months, 1 year to continuous advertisers.
Sold in combination with KGGM Albuquerque, N. M. See that listing for rates.
Affiliated with MBS.

TIME RATES

No. 9 ET 5/1/67—Rec'd 4/3/67.
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm; Sat 6 am-midnight.
B—All other times.

7. PACKAGE PLANS				
MULTI SPOT PLANS				
PER WK: 1 MINUTE				
AA	5.00	4.50	4.00	3.50
A	4.00	3.50	3.00	2.50
B	2.25	2.00	1.75	1.50

TOTAL AUDIENCE PLANS				
(Fixed but preemptible)				
PER WK: 12 ti 18 ti 24 ti 30 ti				
Plan 1-1/2 AA, A, B	42	57	69	77
Plan 2-1/3 AA, A, B	38	52	62	69
Plan 3-1/2 A, B	30	40	48	54

8. PROGRAM TIME RATES					
	1x	1/2 hr	1/4 hr	10 min	5 min
1 hr	30.00	18.00	15.00	10.00	10.00
52 x	27.00	16.20	13.50	9.00	9.00
260 x	22.50	13.50	11.25	7.50	7.50

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

(This listing continued on next page)

KSW5

1965

Media Code 4 232 7200 4.00
John A. Barnett Estate, Box 670, 1717 W. 2nd St., Roswell, N. M. 88201. Phone 505-622-6450. TWX 622-9017.

- PERSONNEL**
General Manager—John A. Barnett, Jr.
Manager of Broadcasting—Paul B. McEvoy.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
50,000 w. days; 10,000 w. nights; 1020 kc.
Operating schedule: 19 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23a, 24c, 25a, 26, 27, 28c, 29b, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES

No. 6 ET 6/1/69—Rec'd 4/25/69.
AA—Mon thru Sat 7-8:30 am.
A—Mon thru Sat 8:30-7 am, 8:30-9 am, noon-1 pm & 5-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
	1x	50x	100x	250x	500x
1 min.	7.75	6.75	6.00	5.25	4.75
20/30 sec.	6.00	5.50	5.00	4.50	4.00
10 sec.	3.75	3.50	3.00	2.75	2.50

6. SPOT ANNOUNCEMENTS					
CLASS B					
	1x	50x	100x	250x	500x
1 min.	6.25	5.75	5.25	4.50	4.00
20/30 sec.	5.00	4.50	4.25	3.75	3.25
10 sec.	3.25	3.00	2.75	2.50	2.00

6. SPOT ANNOUNCEMENTS					
CLASS A					
	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.	8.50	6.00	5.25	4.50	4.00
20/30 sec.	5.50	5.00	4.25	3.75	3.25
10 sec.	3.25	3.00	2.75	2.50	2.25

6. SPOT ANNOUNCEMENTS					
CLASS B					
	1x	50x	100x	250x	500x
1 min.	4.75	4.25	3.75	3.25	2.75
20/30 sec.	3.75	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES						
	1x	26x	52x	156x	260x	365x
1/2 hr.	59.00	56.00	52.00	50.00	46.00	43.00
1/4 hr.	40.00	37.00	35.00	33.00	31.00	29.00
10 min.	30.00	28.00	26.00	25.00	23.00	21.00
5 min.	20.00	19.00	18.00	17.00	15.00	14.00

8. PROGRAM TIME RATES						
	1x	26x	52x	156x	260x	365x
1/2 hr.	47.50	44.00	42.25	39.50	36.75	34.50
1/4 hr.	31.50	30.00	28.00	26.50	24.75	22.75
10 min.	23.75	22.50	21.25	19.75	18.50	17.00
5 min.	16.00	14.75	14.00	13.25	12.50	11.50

8. PROGRAM TIME RATES						
	1x	26x	52x	156x	260x	365x
1/2 hr.	35.75	33.50	31.75	29.75	27.75	25.75
1/4 hr.	23.75	22.50	21.25	19.75	18.50	17.00
10 min.	18.00	16.75	16.00	14.75	13.75	13.00
5 min.	11.75	11.25	10.50	10.00	9.25	8.50

Spots and programs may be combined for maximum discounts.

8. PROGRAM TIME RATES						
	1x	26x	52x	156x	260x	365x
1/2 hr.	35.75	33.50	31.75	29.75	27.75	25.75
1/4 hr.	23.75	22.50	21.25	19.75	18.50	17.00
10 min.	18.00	16.75	16.00	14.75	13.75	13.00
5 min.	11.75	11.25	10.50	10.00	9.25	8.50

Spots and programs may be combined for maximum discounts.

SANTA FE (3 AM)

See SRDS consumer market map and data at beginning of the State.

Santa Fe County—Map Location F-3

KAFE
1966
Subscriber to the NAB Radio Code
Media Code 4 232 7500 7.00
KAFE Radio, Box 4097, Lower Agua Fria, Santa Fe, N. M. 87501. Phone 505-982-4303.

- PERSONNEL**
Owners—Guy Christian, Blackie Gonzales.
General Manager—Blackie Gonzales.
National Sales Co-Ordinator—B. B. Gonzales.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
5,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15%; bills rendered 1st, payable 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

ET 5/1/68—Rec'd 5/15/68.

6. SPOT ANNOUNCEMENTS					
DBIVE TIMES—6-9 AM, NOON-1 PM, 3-6 PM					
	1 min	30 sec	1 min	30 sec	1 min
1 x	7.50	6.50	156 x	5.30	4.50
13 x	7.10	6.10	812 x	4.90	4.25
26 x	6.70	5.70	500 x	4.40	3.75
52 x	6.20	5.20	1000 x	3.90	3.20
104 x	5.80	4.80			

6. SPOT ANNOUNCEMENTS					
ALL OTHER TIMES—ROS					
	1x	50x	100x	250x	500x
1 min.	7.00	6.25	156x	5.05	4.25
13 x	6.85	5.95	812 x	4.65	4.00
26 x	6.45	5.45	500 x	4.15	3.50
52 x	5.95	4.95	1000 x	3.65	2.85
104 x	5.55	4.55			

6. SPOT ANNOUNCEMENTS					
10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

6. SPOT ANNOUNCEMENTS					
10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

6. SPOT ANNOUNCEMENTS					
10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

6. SPOT ANNOUNCEMENTS					
10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.00	3.50	2.85
10 sec: 50% of 1-min.					

6. SPOT ANNOUNCEMENTS					
10-DAY PLANS—ROS					
	25 ti	50 ti	75 ti	100 ti	200 ti
1 min.	5.55	5.05	4.85	4.15	3.65
30 sec.	4.55	4.25	4.0		

NEW MEXICO

Santa Rosa—KSYX—Continued

10. SPECIAL FEATURES

PER MO:	FEATURES	10 min	5 min	3 min
6 days per wk.		100	60	40

SILVER CITY

Grant County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KSIL
1948

RAB

Media Code 4 232 8100 5.00

KSIL Inc., Box 590, Silver City, N. M. 88041.
Phone 505-538-2951.

STATION'S PROGRAMMING DESCRIPTION
KSIL: Programmed for general adult appeal. NEWS 28%: network UPI and local news editor. 15 min local, regional, national and international news at 7 am, 12:15 pm & 4:45 pm. SPORTS 4%: play-by-play of 2 high schools and university. Farm 1%. MUSIC 72%: middle-of-the-road 46%, standards 10%, showtunes 4%, country and western 6%, Spanish 6%. Contact Representative for further details. Rec'd 3/24/69.

1. PERSONNEL

President—Dennis Behan.
General Manager—Kenneth Rogers.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. MST.

4. AGENCY COMMISSION

15% on station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Contracts: 45.
Comb.; Cont. Discounts: 60a, 60f.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective September, 1965.
Rates received October 4, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 ti.	4.50	3.00	2.80	2.10
10 ti.	4.30	2.85	3.12	2.60
20 ti.	4.10	2.65	500 ti.	2.35
50 ti.	3.60	2.40	750 ti.	2.20
156 ti.	3.00	2.20	1000 ti.	2.00

SOCORRO

Socorro County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KSRC
1958

Media Code 4 232 8250 8.00

Socorro Broadcasting Co., Box 1277, Socorro, N. M. 87801. Phone 835-1290.

STATION'S PROGRAMMING DESCRIPTION
KSRC: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 15 min at 7 am, noon, 4 pm—world, state, and national. News 5 min at 2:25. News 15 min local 7 am, & 1 pm. Women's talk M-W-F 9 am. 6:30-8:30 am breakfast show with 5 min farm news, general popular music. 8:30 am-noon country and western. 12:15-1 pm rock and roll. 1:15-2 pm rhythm and jazz. 2-3:30 pm middle-of-the-road. 3:30-6 pm rock and roll. 6 pm sign-off all Spanish talk and music. RELIGIOUS: programming Sun mornings, general popular and semi-classic afternoons. Special events and sports by remote. Personality endorsements not permitted. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL

Sta. & Gen'l Mgr.—Walter Shrode.

2. REPRESENTATIVES

Gill-Perna, Inc.
Denver—Bob Hix Co., Inc.
South—Mario Messina Company.
Southeastern—C. K. Beaver & Associates.

3. FACILITIES

1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6:30 am-local sunset weekdays; 8:00 am-local sunset Sun. MST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

ET—Rec'd 8/29/66.

6. SPOT ANNOUNCEMENTS

	1x	25x	52x	104x	156x	312x
1 min.	3.00	2.50	2.20	2.00	1.90	1.75
30 sec.	2.50	2.00	1.85	1.75	1.65	1.50

7. PACKAGE PLANS

PER WK:	12 ti	24 ti	48 ti	60 ti
1 min.	2.60	2.20	2.00	1.75
30 sec.	2.20	1.90	1.75	1.50

8. PROGRAM TIME RATES

	1x	25x	52x	104x	156x	312x
1/4 hr.	10.00	8.00	7.50	7.00	6.50	6.00
5 min.	8.00	7.50	6.50	6.00	5.50	5.00

10. SPECIAL FEATURES

Newcasts: 5 minutes sponsorship available at applicable rate plus 1.00 per broadcast.
The Spanish Show—1-1/2 times regular rate.

TAOS

Taos County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KKIT
1961

Media Code 4 232 8400 9.00
SAM, Inc., Box 665, N. Pueblo St., Taos, N. M. 87571. Phone 758-2231. TWX 7551-86.

1. PERSONNEL

Pres. & Gen'l Mgr.—Stephen A. Machinski, Jr.
Vice-Pres. & Prog. Dir.—Barbara C. Machinski.

3. FACILITIES

1,000 w. days. 250 w. nights; 1340 kc.
Non-directional.

4. AGENCY COMMISSION

Operating schedule: 6 am-11 pm. MST.
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21b, 22a, 24b, 24c, 29a, 30, 31, 32b.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60h, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Member: Intermountain Network.

TIME RATES

ET—Rec'd 6/27/69.

6. SPOT ANNOUNCEMENTS

	1x	15x	52x	156x	312x
1 min.	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

	1x	15x	52x	156x	312x
1 hr.	32.00	28.00	25.00	23.00	20.00
1/2 hr.	18.00	18.00	14.50	12.50	11.50
1/4 hr.	12.00	10.50	9.00	8.00	7.00
5 min.	8.00	7.50	6.25	5.25	4.50

TRUTH OR CONSEQUENCES

Sierra County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KCHS
1946

Media Code 4 232 8550-1.00

Bairdland Broadcasting, Inc., Box 351, Truth or Consequences, N. M. 87901. Phone 505-894-2400.

1. PERSONNEL

Manager—Neil R. Baird, Sr.
Traffic & Prog. Dir.—Myrna Gault Baird.

3. FACILITIES

250 w.; 1400 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm Mon thru Sun. MST.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a, 45.
Comb.; Cont. Discounts: 60f.
All contracts subject to cancellation by either party on 10 days' written notice. Advertisers cancellation to be accompanied by full payment at earned rate.

Frequency discounts will not be retroactive.
Live announcements will consist of 125 words or less for 1 minute.

TIME RATES

ET 1/1/67—Rec'd 3/8/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	25x	52x	312x	624x	1000x
1 min.	4.50	3.40	2.40	1.85	1.40	1.25

7. PACKAGE PLANS

1 MINUTE OR 30 SECONDS

PER DAY: 5 ti 10 ti 15 ti 3 ti 6 ti 9 ti

Total 25 50 75 25 50 75

8. PROGRAM TIME RATES

PER YR:	1x	25x	52x	312x	624x	1000x
1 hr.	45.00	33.75	23.75	16.25	13.75	12.50
1/2 hr.	38.00	27.00	19.00	13.00	11.00	10.00
1/4 hr.	18.20	13.50	9.50	6.50	5.50	5.00
5 min.	9.00	6.75	4.75	3.25	2.75	2.50

10. SPECIAL FEATURES

Religious—156 time rate or earned rate, whichever is less.

TUCUMCARI

Quay County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KTNM
1941

Media Code 4 232 8700 2.00

Tucumcari Broadcasting Co., Inc., 1420 E. Highway 66, Box 668, Tucumcari, N. M. 88401. Phone 461-0522.

1. PERSONNEL

President—S. Joe Barnes.
General Manager—S. Joe Barnes.
Commercial Manager—Dale Felkner.

2. REPRESENTATIVES

Advertising Sales West.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.

Operating schedule: 5:30 am-10:30 pm. MST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 26, 28b.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 71a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective January 1, 1962.

Card received December 30, 1963.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti.	3.00	2.25
26 ti.	2.75	2.00
52 ti.	2.50	1.90
156 ti.	2.25	1.75
312 or more ti.	2.00	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti.	30.00	17.50	10.00	8.00	6.00
52 ti.	27.00	15.50	9.00	7.20	5.40
156 ti.	24.00	14.00	7.50	6.00	4.50
312 ti.	20.00	11.00	6.00	4.80	3.60

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	1,792,700	New York-Northeastern, N. J. (Consolidated)	1,919,300
Albany-Schenectady-Troy	20,600	Poughkeepsie	13,200
Binghamton	2,000	Rochester	34,500
Buffalo	100,700	Syracuse	15,300
Elmira	3,300	Utica-Rome	6,300
Jamestown	1,400		
New York	1,489,300	Total Metros.	1,686,600

Spanish Population Data

(July 1, 1969)

BRONX	481,800	QUEENS	257,100
KINGS	497,200	RICHMOND	33,200
NASSAU	17,500	SUFFOLK	22,100
New York	552,500	Total Counties	1,861,400



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Albany—Albany	Freeport—Nassau	Johnson City—Broome	Lynbrook—Nassau	New York City—New York	North Hempstead Town—Nassau	Port Chester—Westchester	Tonawanda—Erie
Amsterdam—Montgomery	Garden City—Nassau	Kenmore—Erie	Maspetaque Park—Nassau	Bronx—Bronx	Nassau	Poughkeepsie—Dutchess	Troy—Rensselaer
Auburn—Cayuga	Haven City—Nassau	Kingston—Ulster	Middletown—Orange	Brooklyn—Kings	North Tonawanda—Niagara	Rochester—Monroe	Utica—Oneida
Binghamton—Broome	Gloversville—Fulton	Lackawanna—Erie	Mineola—Nassau	Manhattan—New York	Olean—Cattaraugus	Rockville Center—Nassau	Valley Stream—Nassau
Buffalo—Erie	Hempstead Town—Nassau	Lindenhurst—Suffolk	Mount Vernon—Westchester	Queens—Queens	Ossining—Westchester	Rome—Oneida	Watertown—Jefferson
Cohoes—Albany	Irondequoit Town—Monroe	Lockport—Niagara	Newburgh—Orange	Richmond—Richmond	Oswego—Oswego	Scarsdale—Westchester	White Plains—Westchester
Elmira—Chemung	Ithaca—Tompkins	Long Beach—Nassau	New Rochelle—Westchester	Niagara Falls—Niagara	Oyster Bay Town—Nassau	Schenectady—Schenectady	Yonkers—Westchester
Endicott—Broome	Jamestown—Chautauqua				Plattsburg—Clinton	Syracuse—Onondaga	

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 15000 and over	Total Retail Sales Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	By Selected Store Types			Home Furn. (\$000)	Auto- mobile (\$000)	Service Station (\$000)				
NEW YORK STATE TOTALS	18,401.1	5,836.15	62,387,239	10,690	14.6	23.7	17.0	20.9	19.4	32,255,785	5,527	7,752,413	866,212	5,130,248	2,838,805	1,747,517	4,437,686	1,595,582	5,523.05	273.6	1,179,683
ALBANY G-7†	299.6	96.94	949,122	9,791	14.7	21.9	18.6	23.6	17.7	592,630	6,113	130,690	13,068	100,052	49,501	27,865	96,088	29,619	126.01	3.3	11,331
Albany	130.3	44.74	466,388	10,424						340,195	7,604	63,059	7,935	63,865	37,212	18,016	72,271	13,484			
Albany-Schenectady-Troy Metro Area	730.2	231.90	2,159,220	9,311	16.2	24.4	18.6	21.4	14.8	1,173,420	5,060	273,919	30,446	165,149	87,232	55,495	209,571	74,048	283.86		
Cohoes	20.0	6.51	57,854	8,887						24,808	3,811	8,165	738	1,331	3,146	851	1,395	1,513			
ALLEGANY C-7	46.0	13.33	112,610	8,448	20.2	19.4	18.3	21.7	11.4	59,772	4,484	13,789	1,357	3,920	1,994	1,637	14,737	5,741	16.93	5.5	16,228
BRONX G-10	1,516.9	503.54	4,387,867	8,714	19.8	27.6	17.8	17.4	11.0	1,548,087	3,074	527,067	42,449	191,551	132,435	101,112	161,452	69,758	239.50		417
Bronx Borough	1,516.9	503.54	4,387,867	8,714						1,548,087	3,074	527,067	42,449	191,551	132,435	101,112	161,452	69,758			
BROOME E-7	228.6	69.61	722,235	10,375	13.3	17.5	22.7	26.6	17.9	384,810	5,528	93,485	8,937	66,734	18,845	20,113	71,508	23,288	87.90	5.5	15,554
Binghamton	69.1	22.21	266,262	11,988						201,981	9,094	34,281	2,932	45,923	11,311	12,777	45,450	8,217			
Binghamton Metro Area	308.7	92.85	907,136	9,770	15.2	19.9	21.4	24.3	15.7	482,102	5,192	119,790	10,567	70,999	21,901	22,699	94,966	30,272	119.27		
Endicott	17.9	5.99	72,143	12,044						52,185	8,712	10,188	1,704	6,378	4,984	2,986	13,156	3,076			
Johnson City	22.3	7.38	61,949	8,394						24,014	3,254	11,939	305	3,333	1,771	512	1,224	1,532			
CATTARAUGUS B-7	85.4	25.71	235,078	9,143	19.7	20.7	19.3	22.2	13.6	131,982	5,133	27,445	3,621	21,967	6,794	5,548	27,767	8,737	29.34	7.8	25,626
Olean	22.7	7.42	73,207	9,866						60,801	8,194	12,663	1,431	19,342	4,891	2,548	12,533	2,763			
CAYUGA D-6	76.5	22.61	208,664	9,229	18.0	21.8	17.1	24.4	13.9	108,699	4,808	27,187	2,288	14,758	6,070	3,579	18,211	6,002	28.57	6.6	30,013
Auburn	33.8	10.41	104,811	10,068						74,050	7,113	18,093	1,692	14,952	5,483	3,343	11,636	3,907			
CHAUTAUQUA A-7	156.4	50.28	430,583	8,564	19.2	23.4	19.6	21.4	11.3	236,308	4,700	54,214	6,256	28,054	15,589	10,373	48,584	16,284	57.58	10.9	36,583
Jamestown	41.2	14.70	138,859	9,446						105,454	7,174	20,895	3,058	17,791	10,629	5,889	25,827	5,325			
Jamestown Metro Area	156.4	50.28	430,583	8,564	19.2	23.4	19.6	21.4	11.3	236,308	4,700	54,214	6,256	28,054	15,589	10,373	48,584	16,284	57.58		
CHEMUNG D-7	110.8	33.64	310,093	9,218	17.5	24.5	18.4	22.1	14.1	177,324	5,271	37,935	3,564	36,113	12,999	10,299	33,186	11,107	39.13	2.9	7,356
Elmira	47.3	14.86	143,354	9,647						114,786	7,224	19,920	2,335	28,691	10,824	7,586	22,668	5,985			
Elmira Metro Area	110.8	33.64	310,093	9,218	17.5	24.5	18.4	22.1	14.1	177,324	5,271	37,935	3,564	36,113	12,999	10,299	33,186	11,107	39.13		
CHEMANGO E-7	48.2	14.18	123,915	8,739	19.4	20.8	19.6	21.0	11.5	82,943	5,849	17,548	1,467	8,020	2,539	1,815	16,586	4,933	18.00	6.1	29,013
CLINTON G-3†	89.1	22.28	172,750	7,754	23.6	28.0	15.9	14.2	7.1	113,147	5,078	27,599	1,826	17,980	4,228	4,091	28,112	5,668	23.15	5.8	18,597
Plattsburgh	22.6	6.15	58,721	9,548						70,236	11,420	14,959	1,467	16,135	3,894	3,512	16,226	3,336			
COLUMBIA H-7	52.3	16.30	134,116	8,228	22.0	24.0	18.6	18.0	10.1	80,805	4,957	20,094	1,961	5,173	2,986	2,270	17,075	4,663	21.19	4.1	25,104
CORTLAND D-7	45.8	13.53	124,383	9,193	19.7	20.7	19.7	21.6	13.2	80,716	5,966	18,896	1,699	10,919	4,082	3,473	16,391	5,797	17.15	3.5	21,310
DELAWARE F-7	45.0	13.53	104,714	7,739	23.0	24.2	16.8	16.6	7.9	84,490	6,245	19,907	1,813	3,059	4,556	2,748	20,276	5,089	17.54	7.2	38,227
DUTCHESS G-8	213.1	58.08	571,902	9,847	13.7	24.3	19.2	22.2	16.6	348,642	6,003	84,951	10,018	49,945	19,800	12,935	66,263	20,127	82.98	4.2	25,218
Poughkeepsie	40.3	13.70	140,552	10,259						124,603	9,095	25,967	2,456	31,149	12,169	6,529	21,823	5,176			
Poughkeepsie Metro Area	213.1	58.08	571,902	9,847	13.7	24.3	19.2	22.2	16.6	348,642	6,003	84,951	10,018	49,945	19,800	12,935	66,263	20,127	82.98		
ERIE B-6	1,099.0	335.45	3,889,319	11,594	10.7	15.8	19.8	27.4	24.5	1,908,245	5,689	455,590	69,712	357,697	122,292	87,001	373,038	111,076	384.70	9.0	35,852
Buffalo	476.4	154.10	1,851,991	12,018						848,865	5,509	188,129	31,503	146,904	64,337	48,753	167,530	41,314			
Buffalo Metro Area	1,333.3	404.62	4,755,125	11,752	10.1	16.4	19.2	27.5	25.2	2,258,774	5,582	541,411	82,107	403,458	138,890	101,438	450,374	133,324	476.83		
Kenmore	22.2	7.20	87,698	12,180						44,299	6,153	9,135	1,958	1,491	5,359	10,269	2,319				
Lackawanna	29.3	8.31	87,887	10,576						54,490	6,557	16,473	2,118	8,505	2,752	2,532	9,184	4,194			
Tonawanda	22.2	6.62	75,019	11,332						84,816	12,812	23,256	4,847	18,326	2,312	3,979	11,756	6,641			
ESSEX G-4	37.2	10.84	89,060	8,216	22.3	21.4	19.3	17.4	10.7	59,826	5,519	14,529	1,880	5,431	2,538	1,741	13,577	4,018	12.81	2.1	4,402
FRANKLIN G-3	45.7	13.12	107,938	8,227	21.2	22.7	14.7	20.0	11.1	71,038	5,414	16,652	1,715	7,739	3,812	3,075	12,897	4,432	14.99	4.9	12,881
FULTON F-6	54.2	18.02	146,119	8,109	22.5	27.5	18.4	16.7	9.3	83,930	4,658	24,467	1,187	9,507	4,127	2,571	20,559	5,349	20.05	1.6	5,030
Gloversville	20.6	7.33	67,612	9,224						48,033	6,553	12,973	1,070	8,526	3,577	1,433	10,969	2,334			
GENESEE B-6	60.0	17.72	174,321	9,838	16.0	22.6	19.2	22.5	16.0	105,300	5,942	23,359	2,514	11,426	4,610	5,098	18,572	8,504	22.91	4.8	24,328
HAMILTON F-5	34.3	10.90	82,883	7,604	22.5	25.2	18.2	17.5	8.7	58,423	5,360	14,448	1,411	4,256	2,150	2,143	12,714	4,418	15.20	2.2	12,207
HARRISON F-5	4.4	1.43	11,195	7,829	25.4	24.0	16.9	19.0	10.4	9,294	6,499	2,561	61	1,369	76	262	989	1,208	2.09	1	30
HERKIMER F-5	72.3	22.37	187,783	8,394	20.6	23.7	20.1	20.2	10.6	109,624	4,900	30,995	2,155	10,162	4,305	5,606	18,154	8,383	24.57	4.6	21,465
JEFFERSON E-4†	92.9	28.26	257,208</																		

State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1968										Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
STATE	COUNTY—Map Loc.	Population 1/1/69 (000)	Households 1/1/69 (000)	Per Household (\$)	% Distribution of Families					Total Retail Sales—Per Household (\$)		By Selected Store Types											
City	Metropolitan Area				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)					
NIAGARA B-5†		234.3	69.17	865,806	12,517	7.5	17.6	16.3	28.3	29.1	350,529	5,068	85,821	12,395	45,761	16,598	14,437	77,336	22,248	92.13	8.1	21,187	
Lockport		26.0	8.39	92,814	11,062						83,421	9,943	24,340	3,446	16,049	4,123	4,198	15,106	4,164				
Niagara Falls		89.5	27.53	315,782	11,470						170,962	6,210	39,724	6,251	24,844	10,986	8,204	37,006	9,763				
North Tonawanda		36.6	10.62	102,911	9,690						83,980	7,908	21,652	2,051	4,768	1,387	3,213	26,776	4,928				
ONEIDA E-5†		302.0	89.57	780,477	8,714	17.2	23.8	20.3	21.4	12.6	460,600	5,142	103,954	13,599	75,183	26,981	18,588	87,164	28,077	98.92	7.8	37,928	
Rome		51.5	13.77	147,672	10,724						82,190	5,969	21,447	3,468	16,779	4,786	4,051	13,066	5,435				
Utica		103.6	33.72	309,651	9,183						201,894	5,987	45,157	5,912	31,989	17,062	9,790	39,655	11,878				
Utica-Rome Metro Area		374.3	111.94	968,260	8,650	17.8	24.0	20.3	21.1	12.2	570,224	5,094	134,949	15,754	85,345	31,286	24,194	105,318	36,460	123.49			
ONONDAGA D-6†		488.5	146.37	1,470,617	10,047	13.5	22.2	20.3	23.7	17.1	829,499	5,667	196,087	24,813	143,687	56,551	42,037	164,241	48,810	177.42	6.9	23,953	
Syracuse		224.2	71.93	783,944	10,899						460,313	6,399	84,386	11,578	92,796	39,360	30,501	106,406	20,670				
Syracuse Metro Area		648.4	192.23	1,858,090	9,666	15.0	23.2	19.5	22.6	15.7	1,057,343	5,500	258,077	31,913	161,308	65,546	49,101	211,787	64,817	230.67			
ONTARIO C-6		76.7	22.25	210,216	9,448	18.1	24.6	18.4	21.0	13.5	133,183	5,986	29,416	3,629	13,978	6,083	5,058	28,533	10,519	29.19	6.4	27,770	
ORANGE G-9†		218.7	65.57	551,362	8,409	19.9	27.8	17.8	17.4	10.6	377,631	5,759	106,599	8,236	43,229	20,673	14,341	67,750	19,162	84.15	6.1	38,925	
Middletown		22.0	6.34	60,598	9,558						55,670	8,781	8,696	1,490	14,404	6,254	2,727	9,554	3,079				
Newburgh		26.3	8.93	94,438	10,575						75,175	8,418	13,959	1,614	15,997	7,432	4,498	16,749	3,708				
ORLEANS B-5		38.9	11.73	95,884	8,174	20.1	26.7	17.6	17.8	10.2	58,932	5,024	14,020	1,379	3,679	2,697	2,384	15,649	4,677	15.01	4.4	21,080	
OSWEGO E-5		96.5	27.82	237,930	8,552	18.6	22.7	19.1	21.4	12.0	130,430	4,688	38,964	3,823	12,488	5,719	4,264	24,454	9,109	31.69	7.2	18,098	
Oswego		22.7	6.46	65,854	10,194						40,968	6,342	12,471	1,504	2,348	3,164	1,596	8,016	2,547				
OTSEGO F-6		55.0	16.78	138,681	8,265	20.5	21.3	18.0	20.0	10.6	102,460	6,106	21,409	2,157	15,501	3,592	2,578	18,156	5,530	21.30	6.8	34,013	
PUTNAM G-9		48.4	14.50	112,750	7,776	19.8	28.2	20.6	16.9	8.3	63,852	4,404	15,808	2,061	881	1,103	1,656	13,989	4,277	24.22	7	2,546	
QUEENS G-10†		2,008.4	665.59	7,439,448	11,177	10.7	23.2	18.0	24.5	21.7	2,813,607	4,227	869,196	74,344	322,859	215,988	151,244	380,121	155,848	541.43			3,240
Queens Borough		2,008.4	665.59	7,439,448	11,177						2,813,607	4,227	869,196	74,344	322,859	215,988	151,244	380,121	155,848				
RENSSELAER H-7		157.0	48.45	417,330	8,614	19.8	25.8	19.2	19.1	11.3	221,679	4,575	58,978	5,293	16,815	18,049	11,732	43,977	17,318	52.54	4.6	12,775	
Troy		69.2	22.19	197,775	8,913						151,763	6,839	36,209	3,795	13,552	18,200	10,292	33,822	8,351				
Albany-Schenectady-Troy Metro Area		730.2	231.90	2,159,220	9,311	16.2	24.4	18.6	21.4	14.8	1,173,420	5,060	273,919	30,446	165,149	87,232	55,495	209,571	74,048	283.86			
RICHMOND G-10†		276.4	78.50	690,780	8,800	16.9	34.7	17.6	16.8	9.3	328,454	4,184	106,060	8,703	24,689	31,418	21,529	48,201	15,264	80.91			1,089
Richmond Borough		276.4	78.50	690,780	8,800						328,454	4,184	106,060	8,703	24,689	31,418	21,529	48,201	15,264				
ROCKLAND G-9		211.5	54.96	501,226	9,120	13.0	35.1	16.4	19.1	12.2	279,202	5,080	75,494	6,719	31,184	13,999	14,562	49,358	18,764	84.60	7	2,431	
ST. LAWRENCE F-4		125.4	33.38	273,092	8,181	20.1	23.9	18.9	17.9	9.8	158,750	4,756	39,903	5,700	17,658	6,881	5,712	29,779	10,994	36.97	11.0	34,612	
SARATOGA G-6		106.5	31.43	242,603	7,719	21.5	30.3	17.1	15.7	8.1	119,641	3,807	31,628	3,869	5,640	3,885	3,768	24,299	9,750	38.27	4.4	9,219	
SCHENECTADY G-6†		167.6	55.08	550,165	9,988	12.8	23.1	18.5	23.3	17.3	239,470	4,348	52,623	8,216	42,642	15,797	12,130	45,207	17,361	67.04	1.2	2,896	
Schenectady		79.5	28.11	289,513	10,299						176,942	6,295	32,582	6,413	39,135	14,492	9,403	37,063	9,889				
Albany-Schenectady-Troy Metro Area		730.2	231.90	2,159,220	9,311	16.2	24.4	18.6	21.4	14.8	1,173,420	5,060	273,919	30,446	165,149	87,232	55,495	209,571	74,048	283.86			
SCHOHARIE F-7		23.4	6.96	52,451	7,536	25.1	22.2	16.7	15.8	7.8	37,120	5,333	8,197	752	1,441	1,254	1,098	7,613	3,859	9.87	3.9	15,551	
SCHUYLER D-7		16.4	4.91	38,428	7,826	24.8	23.2	21.0	17.7	7.7	27,118	5,523	4,831	382	693	452	660	4,472	2,015	6.17	2.4	5,788	
SENECA D-6†		35.8	9.75	90,931	9,326	17.7	22.2	20.7	22.4	13.2	43,597	4,471	11,054	1,230	2,393	1,864	2,194	8,800	4,707	12.58	2.8	9,735	
STEUBEN C-7		106.8	31.94	280,497	8,782	18.8	24.0	19.2	19.3	11.6	156,681	4,905	40,696	4,026	14,553	9,652	6,028	32,287	12,960	38.80	8.4	31,891	
SUFFOLK H-10†		1,019.0	270.73	2,005,394	7,407	18.2	36.6	17.5	13.3	8.0	1,646,260	6,081	397,096	38,263	354,131	79,476	64,235	265,035	103,592	417.86	4.0	61,194	
Lindenhurst		29.3	8.03	59,966	7,468						43,212	5,381	11,805	963	660	763	2,600	5,946	3,798				
SULLIVAN F-8		50.3	15.99	133,633	8,357	20.8	24.2	16.8	17.4	12.3	119,630	7,482	24,105	3,389	6,238	5,921	2,815	17,397	7,741	22.09	2.9	17,450	
TIOGA D-7		45.9	13.24	104,738	7,911	20.0	23.8	20.2	19.9	9.3	54,188	4,093	14,528	908	2,523	2,093	1,826	9,555	4,304	16.54	4.5	15,299	
TOMPKINS D-7		74.4	21.56	212,147	9,840	16.1	24.4	18.3	19.9	16.3	117,500	5,450	27,303	2,914	11,700	6,119	5,737	23,332	9,091	26.67	4.0	14,223	
Ithaca		29.9	8.73	91,189	10,445						83,024	9,510	16,773	2,170	11,062	5,821	4,719	16,796	6,088				
ULSTER G-8		141.8	43.97	374,250	8,511	18.0	27.1	16.9	19.3	12.7	220,989	5,026	60,376	5,191	22,498	10,577	8,414	32,423	15,785	54.44	4.8	22,950	
Kingston		30.5	10.19	102,071	10,017						77,780	7,633	17,686	2,073	8,430	6,838	3,610	17,307	3,287				
WARREN G-5		49.4	15.44	137,463	8,903	19.5	22.8	17.8	19.3	13.6	118,897	7,701	26,035	2,591	21,591	8,659	3,408	31,432	6,547	19.35	1.4	850	
WASHINGTON H-5		51.4	14.96	131,398	8,783	19.9	21.9	18.1	20.9	12.1	62,931	4,207	16,176	1,644	2,200	1,596	877	8,509	4,933	18.59	5.2	23,674	
WAYNE D-6		77.3	22.69	194,512	8,573	18.3	25.1	17.9	20.3	11.8	154,868	6,825	26,196	2,882	7,808	4,054	4,164	29,448	7,881	31.07	8.0	39,771	
WESTCHESTER H-9†		890.7	271.44	4,608,919	16,980	7.1	15.3	13.8	22.9	39.6	1,955,634	7,205	452,155	44,178	385,278	153,072	108,141	329,161	109,195	37			

Albany-Schenectady-Troy—W G Y—Cont'd

TRAFFIC PLAN
An advertiser may elect to divide his schedule of spots equally between AAA and AA time. AA rate will prevail provided advertising is for a single product; the spots are of same length; and AAA and AA schedules are running concurrently.

CLASS A
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	58	55	53	51	48	45
100 x	56	53	51	49	46	43
200 x	54	51	49	47	44	41
300+	52	49	47	45	42	39

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	49	48	44	42	40	38
100 x	47	44	42	40	38	36
200 x	45	42	40	38	36	34
300+	43	40	38	36	34	32

CLASS A
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	50	48	46	44	42	40
100 x	48	46	44	42	40	38
200 x	46	44	42	40	38	36
300+	44	42	40	38	36	34

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	44	42	40	38	36	34
100 x	42	40	38	36	34	32
200 x	40	38	36	34	32	30
300+	38	36	34	32	30	28

10 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	24	23	22	21	20	19
100 x	23	22	21	20	19	18
200 x	22	21	20	19	18	17
300+	21	20	19	18	17	16

CLASS B
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	30	29	27	26	24	23
100 x	29	27	26	24	23	21
200 x	27	26	24	23	22	20
300+	26	24	23	22	20	19

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	26	25	24	22	21	20
100 x	25	24	22	21	20	19
200 x	24	22	21	20	19	18
300+	22	21	20	19	18	17

10 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	13	12	11	10	9	8
100 x	12	11	10	9	8	7
200 x	11	10	9	8	7	6
300+	10	9	8	7	6	5

CLASS B
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	30	29	27	26	24	23
100 x	29	27	26	24	23	21
200 x	27	26	24	23	22	20
300+	26	24	23	22	20	19

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	26	25	24	22	21	20
100 x	25	24	22	21	20	19
200 x	24	22	21	20	19	18
300+	22	21	20	19	18	17

10 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	13	12	11	10	9	8
100 x	12	11	10	9	8	7
200 x	11	10	9	8	7	6
300+	10	9	8	7	6	5

CLASS B
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	30	29	27	26	24	23
100 x	29	27	26	24	23	21
200 x	27	26	24	23	22	20
300+	26	24	23	22	20	19

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	26	25	24	22	21	20
100 x	25	24	22	21	20	19
200 x	24	22	21	20	19	18
300+	22	21	20	19	18	17

10 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	13	12	11	10	9	8
100 x	12	11	10	9	8	7
200 x	11	10	9	8	7	6
300+	10	9	8	7	6	5

CLASS B
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	30	29	27	26	24	23
100 x	29	27	26	24	23	21
200 x	27	26	24	23	22	20
300+	26	24	23	22	20	19

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	26	25	24	22	21	20
100 x	25	24	22	21	20	19
200 x	24	22	21	20	19	18
300+	22	21	20	19	18	17

10 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	13	12	11	10	9	8
100 x	12	11	10	9	8	7
200 x	11	10	9	8	7	6
300+	10	9	8	7	6	5

CLASS B
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	30	29	27	26	24	23
100 x	29	27	26	24	23	21
200 x	27	26	24	23	22	20
300+	26	24	23	22	20	19

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	26	25	24	22	21	20
100 x	25	24	22	21	20	19
200 x	24	22	21	20	19	18
300+	22	21	20	19	18	17

10 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	13	12	11	10	9	8
100 x	12	11	10	9	8	7
200 x	11	10	9	8	7	6
300+	10	9	8	7	6	5

CLASS B
1 MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	30	29	27	26	24	23
100 x	29	27	26	24	23	21
200 x	27	26	24	23	22	20
300+	26	24	23	22	20	19

30/20 SECONDS

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	26	25	24	22	21	20
100 x	25	24	22	21	20	19
200 x	24	22	21	20	19	18
300+	22	21	20	19	18	17

CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

EA	1 hr	1/2 hr	1/4 hr	10 min	5 min
52 wk—10%	75.00	45.00	30.00	22.50	15.00

WHRL (FM)
1968
ALBANY

Media Code 4 233 0425 2.00
Regal Broadcasting Corp., Box 333, Albany, N. Y. 12201. Phone 518-283-1123.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert L. Hill.
Operations Manager—Edward McKee.

2. REPRESENTATIVES
AAA Representatives.

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 245 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4c, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 25c, 30.
Contracts: 41, 42b, 45, 51b, 51c.
Comb.: Cont. Discounts: 62a.
Cancellation: 70b, 70c, 72.
Prod. Services: 81, 82.

TIME RATES
ET 2/1/69—Rec'd 8/29/67.

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 min	10.00	276	401	485	560	635
15 sec	8.75	401	485	560	635	710
30 sec	8.10	601	735	870	1005	1140
1 min	7.50	1000	1200	1400	1600	1800
15 sec	6.55	1000	1200	1400	1600	1800

6. SPOT ANNOUNCEMENTS
1 min 1 min
15 sec 10.00 276 x 4.85
30 sec 8.75 401 x 4.85
1 min 8.10 601 x 3.75
15 sec 7.50 1000 x 2.80
30 sec Less 25%.
10-sec ID's: 2.25.
No discount.

8. PROGRAM TIME RATES
1 hr. 45.00
9. SPECIAL FEATURES
MON THRU FRI:
News 75.00 Weather 50.00

WOKO
1924
ALBANY

Subscriber to the NAB Radio Code
Media Code 4 233 0450 0.00
Area Radio, Inc., Box 1480, Albany, N. Y. 12201.
Phone 518-462-5521.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lawrence H. Kirby, Jr.
Sales Manager—Allen Berke.
Program Director—Dick Elwood.

2. REPRESENTATIVES
Katz Radio, East.

3. FACILITIES
5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours, EST.

4. AGENCY COMMISSION
15% on net station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.
Contracts: 42a, 43, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio A.I.D. Plan.
Affiliated with American Information Network.

TIME RATES
No. 3 ET 4/1/69—Rec'd 4/7/69.

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
AAA	32	26	24	22	20	18
AA	26	22	20	18	16	14
A	18	16	14	13	12	11

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 1 t 6 t 12 t 18 t 24 t
AAA 32 26 24 22 20
AA 26 22 20 18 16
A 18 16 14 13 12
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
PER WK, 1 MIN: 12 t 18 t 24 t
Tap I (2/3AAA, 1/3A) 216 288 360
Tap II (2/3AA, 1/3A) 204 270 336
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES
(Mon thru Sun 6 am-10 pm)
1 hr. 200 150 100 75 50
1/2 hr. 130 125 120 115 110 105
1/4 hr. 70 67 64 61 58 55
5 min: 125% of applicable 1-min.
10 min: 175% of applicable 1-min.

COMBINABILITY
All spots regardless of length or classification may be combined for discount purposes as long as TAP spots of each length are properly distributed by time classes. Spots and program units may be combined for discounts on spots only.

WPTR
1948
ALBANY

A William Rust Station
Media Code 4 233 0500 2.00
WPTR, Inc., 4243 Albany St., Albany, N. Y. 12205.
Phone 518-869-9271.

1. PERSONNEL
President—William F. Rust, Jr.
Station Manager—Richard F. Schlinger.
General Manager—S. Robert Ackley.

2. REPRESENTATIVES
McGarron-Guild-PGW Radio, Inc.
New England—Harold H. Segal & Company.

3. FACILITIES
5,000 w.; 1540 kc. Directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15% on net station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21b, 23a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60g.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES
ET 2/1/69—Rec'd 1/29/69.

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1 x	36	32	30	28	26	24
100 x	34	30	28	26	24	22
200 x	32	28	26	24	22	20
400 x	30	26	24	22	20	18

CLASS AA
1 x 30 26 24 22 20 18
100 x 28 24 22 20 18 16
200 x 26 22 20 18 16 14
400 x 24 20 18 16 14
Class B: 1-min or less, flat (combinable for frequency) 10.00.
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES

PER WK:	1 t	6 t	12 t	18 t	24 t	30+
1/2 hr.	150	143	136	129	122	115
1/4 hr.	110	105	100	95	90	85
5 min.	70	66	62	58	54	50

WROW
1947
ALBANY

Subscriber to the NAB Radio Code
Media Code 4 233 0550 7.00
Capital City Broadcasting Corp., Box 590, Albany, N. Y. 12201. Phone 518-436-4841.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert M. Peebles

NEW YORK

Albany-Schenectady-Troy—Continued

WTRY
1940
TROY

The Eastman Station

NAB

RAB

Media Code 4 233 0850 5.00

WTRY, A Division of Kops-Monahan Communications, Inc., 92 Fourth St., Troy, N. Y. 12180. Phone 518-274-1100.

STATION'S PROGRAMMING DESCRIPTION

WTRY: NEWS: on hour, 15 min at noon & 12M. 10 min at 5, 6, 7, 8 am & 5 pm, 5 min at 1, 2, 3, 4, 5 am & 8 & 9 pm, 2 min broadcasts at 10, 11 am & 1, 2, 3, 4, 7, 8, 11 & 11 pm. SPORTS: 2 min at 5:30, 6:30, 7:30 & 8:00 am. Farm and home show, M-F 5:32-6 am. Religion: Sun 6-9 am, Mon 1 am-3:30 am. Weather, hourly at :20, :35 & :50. 1 min featurettes, doorways to better living, M-F at 5:50, 9:40, 10:40 & 11:40 am. Question man, daily at 4:40 after the hour. Midday stock report, M-F, 11:45 am. Interviews, 1 hour, Sun 9 am-10 am and Mon at 12M. Adopt a dog, daily, broadcast 30 times each week, rotating times. Contact Representative for further details. Rec'd 6/2/69.

1. PERSONNEL

President—Daniel W. Kops.
Executive Vice-President—Richard J. Monahan.
General Sales Manager—Richard E. Vazzana.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w.; 980 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14, 15.
Basic Rates: 20a, 24a, 25a, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60g.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Eastman Network.

TIME RATES

ET 9/1/68—Rec'd 9/9/68.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Daily 7-11 pm; Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

SECTION I		SECTION II		SECTION III	
PER WK:	11	12	18	18	21
1 min	38.00	36.00	35.00	33.00	33.00
30/20 sec	30.40	28.80	28.00	28.40	28.40
10 sec	22.80	21.60	21.00	19.80	19.80

SECTION II		SECTION III	
PER WK:	11	12	18
1 min	34.00	30.00	27.00
30/20 sec	27.20	24.00	21.60
10 sec	20.40	18.00	16.20

SECTION III		SECTION III	
PER WK:	11	12	18
1 min	25.00	20.00	19.00
30/20 sec	20.00	16.00	15.20
10 sec	15.00	12.00	11.40

7. PACKAGE PLANS

CUME PLANS	
PER WK:	11
Plan A—15 th (6I, 6II, 6III)	28
Plan B—30 th (12I, 12II, 6III)	23

Non-combinable with Sections I, II and III.
CONSECUTIVE WEEKS DISCOUNT
52 wk—8%.

Rateholder: Minimum w/ky sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

10. SPECIAL FEATURES

News—5 min at :00, 10 min at 6, 7, 8 am, noon, 6 pm & midnight.
Farm Show—Mon-Sat 5:05-5:30 am.
Religion—Sun 6-9 am.
5-min—125% of applicable 1-min.
10-min—250% of applicable 1-min.
1/4-hr—3x applicable 1-min.
1/2-hr—6x applicable 1-min.

AMHERST

Eric County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See Buffalo

(including Cheektowaga, Amherst, Depew)

AMSTERDAM (2 AM)

Montgomery County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCSS
1947

NAB

RAB

Media Code 4 233 0700 8.00

Community Service Broadcasting Corp., Midline Bld., Amsterdam, N. Y. 12010. Victor 8-2500.

WCSS: Programmed for adults.
AIR PERSONALITIES handle all record shows.

NEWS: network hourly on half hour with local news on hour. Special public affairs feature throughout day. Sports—7:05 am, 7:40 am, 5:30 pm, 8:45 pm & 11:30 pm. Play-by-play of local sports, football and

basketball and major league baseball. MUSIC: basically middle-of-the-road, except 1 hour of polkas each evening 7-8 pm and country and western music 8-11 pm. 8 audience participation game shows each day, except Sun. Contact Representative for further details. Rec'd 5/28/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Phillip Spencer.
Sales Manager—William Pope.
Promotion Manager—Sal Battaglia.

2. REPRESENTATIVES

Grant Webb & Company, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-11:30 pm, EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 26c, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Super Circle Group.

TIME RATES

ET 8/1/68—Rec'd 7/18/68.
BLANKET PACKAGES

PER YR:	52x	76x	156x	312x
1 min	5.75	5.25	4.75	4.25
30 sec	4.80	4.40	3.80	3.40

7. PACKAGE PLANS

WEEKLY PACKAGES		WEEKLY PACKAGES	
1 min	6	12	24
1 min	6.00	5.50	5.00
30 sec	4.80	4.40	4.00
15 sec	—	—	3.15

8. PROGRAM TIME RATES

1 hr	1x	15x	25x	52x	76x	156x	312x
1 hr	75.00	60.00	52.50	45.00	42.00	39.00	36.00
1/2 hr	50.00	40.00	35.00	30.00	28.00	26.00	24.00
1/4 hr	30.00	22.00	19.00	17.25	15.75	14.25	12.75
5 min	18.00	15.00	13.00	11.50	10.50	9.50	8.50

10. SPECIAL FEATURES

Foreign Language Programs
Sunday Polka—2.00 talent added to spot cost.
Polka Party—spot rate plus 1.00.
Italian—spot rate plus 1.00.

WKOL
1961

NAB

Media Code 4 233 0750 3.00

Paul E. Carpenter, Box 5, Amsterdam, N. Y. 12010. Phone 518-843-1570.

1. PERSONNEL

General Manager—Paul A. Carpenter.

2. REPRESENTATIVES

Gill-Perma, Inc., York, Pennsylvania—Regional Reps Corp.

3. FACILITIES

1,000 w. days; 1570 kc.
Operating schedule: Sunrise-local sunset, EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 25a, 26, 28b, 28c, 30, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Product protection policy—15 minutes from competitive product advertising.
Affiliated with MBS.
Member: Northeast Radio Network, National Air Radio Groups, Inc.

TIME RATES

ET 5/27/68—Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS		6. SPOT ANNOUNCEMENTS	
1 min	5.75	5.00	4.75
1 min	5.75	5.00	4.75
30 sec	4.75	4.35	3.80
10 sec	4.80	3.80	3.60

7. PACKAGE PLANS

PER WK:	11	8	15	22	21
1 min	6.00	5.50	5.25	5.00	4.00
30 sec	4.80	4.50	4.00	3.50	3.10
10 sec	—	—	—	3.10	2.90

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	105x	157x	281+
1 hr	70	60	50	45	42	40	38
1/2 hr	48	40	35	30	27	24	21
1/4 hr	30	22	19	17	15	14	13
5 min	18	14	13	11	10	9	8

10. SPECIAL FEATURES

NEWSCASTS
MINIMUM: 4 wk 13 wk 28 wk 39 wk 52 wk
3 per wk, ea. 11.50 10.00 9.50 8.70 8.00
5 per wk, ea. 11.10 9.50 8.90 8.35 7.70

SPECIAL PROGRAMS

Polish, Italian, Spanish, talent, extra. 1.00

AUBURN (2 AM; 1 FM)

Cayuga County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WAUB
1959

Media Code 4 233 0800 6.00
Cayuga Broadcasting Corp., Auburn Inn, 77 State St., Auburn, N. Y. 13021. Phone 315-253-7111.

1. PERSONNEL

General Manager—Robert B. Morgan.
Commercial Manager—Richard F. Taylor.

3. FACILITIES

500 w. days; 1590 kc. Directional.
Operating schedule: 6 am-local sunset, EST.

4. AGENCY COMMISSION

15/0 time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21d, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective April 1, 1968. (Card No. 3.)
Card received March 10, 1966.

6. SPOT ANNOUNCEMENTS

1 min	4.00	3.75	3.00	2.40	2.25	2.12
1 min	4.00	3.75	3.00	2.40	2.25	2.12
30 sec	3.00	2.70	2.40	1.85	1.75	1.65
20 sec	2.50	2.25	2.00	1.50	1.40	1.35
10 sec	2.00	1.90	1.80	1.35	1.25	1.10

8. PROGRAM TIME RATES

1 hr	1	26	52	260	520	780
1 hr	40.00	35.00	33.00	30.00	25.00	22.00
1/2 hr	25.00	22.00	20.00	16.00	13.40	12.00
1/4 hr	18.00	14.00	12.00	10.50	9.00	8.00
5 min	10.00	9.00	8.00	5.00	4.50	3.50

WMBO
1927

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 233 0850 1.00

Auburn Publishing Co., WMBO, Inc., Metcalf Plaza, 144 Genesee St., Auburn, N. Y. 13021. Phone 315-253-7355.

STATION'S PROGRAMMING DESCRIPTION

WMBO: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min from network, 15 min newscasts, include international, national, regional, local. 5:30-5:50 am farm markets, weather, middle-of-the-road music. 9:30-10 am women's program, interviews, public interest matter. 10 am-2 pm current hits, middle-of-the-road music. 2-5:30 pm middle-of-the-road music, news, showtunes, current hits, standards. 5:50-7:15 pm news, international, financial, national, regional, local, sports, commentary. All local sports, live professional baseball. 7:30-9:30 pm current hits, trend music. 9:30 pm-12M jazz. Sun religious services, discussions, debates until noon, middle-of-the-road music thereafter. Contact Representative for further details. Rec'd 7/28/67.

1. PERSONNEL

General Manager—Floyd J. Keesee.
Sales Manager—A. J. Hefner.

2. REPRESENTATIVES

Gill-Perma, Inc.
Regional Reps Corp.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight, EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33c.
Contracts: 40a, 41, 42d, 45, 47a, 48, 49, 50, 51a, 51b, 61c.
Comb.; Cont. Discounts: 60d, 60h, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 ET 11/1/68—Rec'd 1/30/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 min	30 sec	15 sec
5	6.25	5.00	3.75
10	5.50	4.40	

WSEN-FM

1967

Media Code 4 233 0901 2.00
Century Radio Corp., Box 1050, Smokey Hollow Rd.,
Baldwinsville, N. Y. 13027. Phone 315-635-3971.
Antenna ht.: 300 ft., above average terrain.
Other offices—212 Larned Bldg., Syracuse, N. Y.
13202. Phone 315-635-8018.

- PERSONNEL**
President—Donald C. Menapace.
Gen'l & Sales Mgr.—Robert L. Stockdale.
Program Director—James A. Lowery, Jr.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
ERP 3,000 w. (horiz.); 3,000 w. (vert.); 92.1 mc.
Operating schedule: 5 am-midnight, EST.
Antenna ht.: 300 ft., above average terrain.
Partial simulcast operation. Operated separately local
sunset-midnight. For simulcast facilities see WSEN.
- AGENCY COMMISSION**
15/0; bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 23a, 24c, 28c, 29a, 33b.
Comb.: Cont. Discounts: 60b, 60c, 61b, 62d.
Cancellation: 71a, 72, 73b.

TIME RATES

Rates are identical to WSEN. See that listing.

BATAVIA

Genesee County—Map Location B-6
See SRDS consumer market map and data at begin-
ning of the State.

WBTA

1941

Subscriber to the NAB Radio Code
Media Code 4 233 0950 9.00
Batavia Broadcasting Corp., 22 Seaver Pl., Batavia,
N. Y. 14020. 716-343-0718.

- PERSONNEL**
Pres. & Mgr.—William F. Brown, Jr.
Office Manager—Wynne Lezz.
Program Director—Frank Mangefrida.
- FACILITIES**
500 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight, EST.
- AGENCY COMMISSION**
15/0 net charges for time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 24b, 25a, 26,
28b, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48, 49,
51b.
Comb.: Cont. Discounts: 60d, 60e, 61b, 61c, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

ET 12/1/66—Rec'd 11/4/66.

- SPOT ANNOUNCEMENTS**
1 min..... 6.50 6.00 5.75 5.50 4.85 4.25
30 sec..... 4.75 4.60 4.50 4.35 3.65 3.35
- PROGRAM TIME RATES**
1/2 hr..... 1x 13x 26x 52x 130x 260x
1/4 hr..... 35 33 32 30 28 25
5 min..... 20 19 18 17 14 12
5 min..... 14 13 12 11 9 7

BATH

Steuben County—Map Location C-7
See SRDS consumer market map and data at begin-
ning of the State.

WFSR

1962

Media Code 4 233 1000 2.00
Bath Broadcasting, Inc., Box 471, 10 Pulteney
Square, Bath, N. Y. 14810. Phone 607-776-3326.

- PERSONNEL**
President—Warren G. Sliker.
General Manager—Ralph Heger.
Sln. & Com'l Mgr.—Bill Powley.
- REPRESENTATIVES**
AAA Representatives.
- FACILITIES**
500 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15/0 time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MRS.
Member: Northeast Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective 8/23/68.
Card received November 29, 1963.

- SPOT ANNOUNCEMENTS**
104 ti..... 5.50 260 ti..... 3.50
28 ti..... 4.25 365 ti..... 3.25
52 ti..... 4.00 500 ti..... 3.00
104 ti..... 3.75 1000 ti..... 2.75

7. PACKAGE PLANS

30-SECOND SPOTS
10 ti in 3 days..... 4.00 50 ti in 14 days..... 3.00
25 ti in 7 days..... 3.50 100 ti in 30 days..... 2.50

8. PROGRAM TIME RATES

1 hr	14.40	10.80	7.20
13 ti	13.70	10.25	6.90
26 ti	13.10	9.70	6.50
52 ti	12.30	9.20	6.20
104 ti	11.60	8.70	5.80
260 or more ti	10.80	8.20	5.50

10. SPECIAL FEATURES

Extra charge for news programs, 10% of base rate.

BEACON

Dutchess County—Map Location G-8
See SRDS consumer market map and data at begin-
ning of the State.

See Newburgh-Beacon

BINGHAMTON (4 AM; 2 FM)

(including Endicott)

Broome County—Map Location E-7
See SRDS consumer market map and data at begin-
ning of the State.

Stations contiguous to the major city are con-
solidated under the major city heading. This is not
to imply that all of the stations provide equal cover-
age of the entire area or cities involved. It is part
of the time buying function to determine extent of
individual station coverage, audience delivered, etc.
within the area.

WENE

1947

ENDICOTT

1947

A Merv Griffin Station
Media Code 4 233 1050 7.00
WENE, Incorporated, Radio Center, 909 E. Main St.,
Endicott, N. Y. 13760. Phone 607-785-3351.

STATION'S PROGRAMMING DESCRIPTION
WENE: Programmed for adults and young adults.
5 air personalities emcee operation. NEWS: 5 min
local at :25, network at :55. Network news at 12:30
pm weekdays. SPORTS: capsule at :15. Neighbor-
hood news at :45. FARM: show 5:30-6 am. MUSIC:
current hits 90%, standards 10%. Remote broadcast
trailer with personalities available Apr-Oct., for store
broadcasts Oct.-Apr. Contact Representative for fur-
ther details. Rec'd 1/30/69.

- PERSONNEL**
President—Merv Griffin.
Vice-Pres. & Exec. Dir.—Herb Bloomberg.
Station Manager—Andrew G. Hubbell.
- REPRESENTATIVES**
McGavran-Guild—PGW Radio, Inc.
Eckels & Queen, Inc.
- FACILITIES**
5,000 w.; 1430 kc. Directional—nighttime only.
Operating schedule: 5:30-1 am weekdays; 7:55-1 am
Sun, EST.
- AGENCY COMMISSION**
15% on net time charge; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 23a, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i.
Cancellation: 73a.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 6 ET 10/1/68—Rec'd 8/29/68.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.
CLASS AA 6 ti 12 ti 18 ti 24 ti
1 min..... 22 20 18 16
30 sec..... 18 16 14 12
10 sec..... 11 10 9 8
CLASS A 18 16 14 12
1 min..... 14 12 10 9
30 sec..... 9 8 7 6
10 sec..... 5 4 3 2
- PACKAGE PLANS**
ROTATING PLANS
I—Equal Rotation—Drive Time/Weekend.
18 ti..... 252 30 ti..... 300
24 ti..... 288
II—Equal Rotation—Mon thru Sun noon-7 pm & 7
pm-midnight.
18 ti..... 234 30 ti..... 300
24 ti..... 264
DISCOUNTS
26 wk..... 5% 52 wk..... 10%

- PROGRAM TIME RATES**
AA—Mon thru Sat 6-9:30 am & 4-7 pm.
A—Mon thru Sat 9:30 am-4 pm.
B—All other times.
5 MINUTES
Class AA..... 30.00 25.00 20.00
Class A..... 25.00 20.00 15.00
Class B..... 20.00 15.00 10.00
DISCOUNTS
26 wk..... 5% 52 wk..... 10%

WINR

1946

BINGHAMTON

NBC Radio Network

NAB RAB

A Gannett Owned Station

Subscriber to the NAB Radio Code
Media Code 4 233 1100 0.00
Binghamton Press Co., Inc., 70 Henry St., Bing-
hamton, N. Y. 13901. Phone 607-723-8251. TWX
772-0240.

STATION'S PROGRAMMING DESCRIPTION
WINR: Programmed for adults and young adults, 4
air personalities handle all segments. MUSIC 60%;
general popular featuring standards, showtunes, aim
music, middle-of-the-road, some current hits 5:30-10
am & 12:30 pm-4:30 pm. Phone discussion 10%:
10:30 am-12:30 pm. NEWS 25%: 3 man news staff,
local and regional 10% at :25 and :55, national and
international 15% every hour on hour. SPORTS 5%:
reports through day, play-by-play high school football.
Stock market report 5:15 pm. FARM report 5:45 am.
Woman's show 10:05 am. Remote program with air
personality with interviews and discussion 1:05-2 pm.
Contact Representative for further details. Rec'd
7/27/67.

- PERSONNEL**
General Manager—Edward M. Scala.
Program Director—Bruce Wexler.
Sales Manager—Roderic W. Reeder.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 680 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight Mon thru Sat;
8:00 am-midnight Sun, EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 16.
Basic Rates: 21a, 22a, 23a, 25a, 26, 28c, 29a, 33a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70b, 70e, 71a, 72a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

No. 13 ET 4/1/68—Rec'd 3/8/68.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 6 am-7
pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
1 MIN. FIXED POS: 1x 52x 104x 260x 520x
AAA..... 16.00 15.00 14.00 13.00 12.00
AA..... 13.00 12.25 11.50 10.75 10.00
A..... 7.00 6.50 6.00 5.50 5.00
30 sec or less: 75% of applicable 1-min.
10 sec or less: 50% of applicable 1-min.
1-minute and 30/20-seconds may be counted to help
earn frequency discounts on 10-second spots, but 10-
second spots may not be counted to help earn fre-
quency discounts on 1-minute and 30/20-seconds.
- PACKAGE PLANS**
TOTAL AUDIENCE PLAN—1 MINUTE
Plan I Plan II
6-9 am..... 5 5
9 am-4 pm..... 10 5
4-6 pm..... 10 5
6-8 pm and/or weekend..... 30 ti 20 ti
1 min per wk. ea..... 6.00 6.50
30 sec or less: 75% of applicable 1-min.
10 sec or less: 50% of applicable 1-min.
ROTATING PLANS—1 MINUTE
PER WK. 1 WK. 6 ti 12 ti 18 ti 24 ti
AAA..... 14.00 12.00 11.00 10.00
AA..... 12.00 10.00 9.00 8.00
A..... 6.00 5.00 4.50 4.00
30 sec or less: 75% of applicable 1-min.
10 sec or less: 50% of applicable 1-min.
52-week discount—8%.
All Rotating Plan spots, in all categories, are com-
binable.
1-minute and 30/20-seconds may be counted to help
earn frequency discounts on 10-second spots, but 10-
second spots may not be counted to help earn fre-
quency discounts on 1-minute and 30/20-seconds.
- PROGRAM TIME RATES**
CLASS AAA
PER WK: 1 hr 1/2 hr 1/4 hr 10 min 5 min
5 ti..... 96 58 38 31 20
3 ti..... 106 64 42 33 21
1 ti..... 116 70 44 35 22
CLASS AA
5 ti..... 84 48 32 27 16
3 ti..... 89 52 34 28 17
1 ti..... 94 56 36 29 18
CLASS A
5 ti..... 58 38 24 16 10
3 ti..... 64 40 25 17 11
1 ti..... 70 42 26 18 12
52-week discount—8%.
Spots and Programs may not be combined for fre-
quency discounts.

WKOP

1947

BINGHAMTON

Subscriber to the NAB Radio Code
Media Code 4 233 1150 5.00
Binghamton Broadcasters, Inc., Box 67, 34 Chenango
St., Binghamton, N. Y. 13902. Phone 607-722-3437.

- STATION'S PROGRAMMING DESCRIPTION**
WKOP: Programmed for adults.
MUSIC: modern country format 5:30 am-1 am. AIR
PERSONALITIES handle all segments. NEWS: 5
min newscasts on hour and half hour from network and
local sources. City council meetings carried live
every other Mon at 7:30 pm. City press conference
daily at 11:25 am, county press conferences daily at
noon. Audience participation shows: both telephone
and write in, scheduled regularly. SPORTS: college
football. Contact Representative for further details.
Rec'd 8/10/67.

NEW YORK

- PERSONNEL**
General Manager—Andrew Jarema.
Sales Manager—Anthony P. Perry.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
5,000 w. days; 500 w. nights; 1360 kc.
Directional—day and night.
Operating schedule: 5:30-1:00 am weekdays; 7:30-
1:00 am Sun, EST.
- AGENCY COMMISSION**
15/0 net charges for time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28a,
28c, 29a, 29b, 30.
Contracts: 40a, 41, 43, 44a, 46, 47e, 48, 49, 50, 51e,
51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 61a, 62a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Member: Northeast Radio Network.

TIME RATES

- ET 9/1/67—Rec'd 8/15/67.
AA—Mon thru Fri 6-9:30 am & 4-7 pm.
A—All other times.
CLASS AA
PER WK: 5 ti 10 ti 15 ti 20+
1 min..... 16.00 14.00 12.00 10.00
30 sec..... 13.00 11.00 10.00 7.50
CLASS A
1 min..... 15.00 13.00 11.00 9.00
30 sec..... 12.00 10.50 9.00 7.00
10 sec: 50% of 1-min.

- PACKAGE PLANS**
TOTAL AUDIENCE PLAN
25 wkly (up to 48% AA)..... 1 min 30 sec 9 7
5 min..... 6 ti 12 ti 24 ti
AA..... 25 20 15
A..... 20 15 10
- CONSECUTIVE WEEK DISCOUNTS**
26 wk—10% 52 wk—15%

WKOP-FM

1954

BINGHAMTON

Media Code 4 233 1151 3.00
Binghamton Broadcasters, Inc., 34 Chenango St.,
Binghamton, N. Y. 13902. Phone 607-722-3437.

- PERSONNEL**
Station Manager—Andrew Jarema.
Sales Manager—Anthony P. Perry.
- FACILITIES**
ERP 33,000 w.; 99.1 mc.
Antenna ht.—440 ft. above average terrain.
Operating schedule: 5:30-12:05 am.
- AGENCY COMMISSION**
15% on net charges for station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WKOP listing for coded regulations.
Member: Northeast Radio Network; Empire State
FM Network.

TIME RATES

- ET 8/25/67.
CLASS AA
PER WK: 1x 15x 30x 60x 125x 250x 500x
1 min..... 10.00 9.50 9.00 8.50 8.00 7.00 6.00
CLASS A
1x 15x 30x 60x 125x 250x 500x
1 hr..... 50.00 47.50 45.00 40.00 38.00 35.00 32.50
1/2 hr..... 30.00 28.50 27.00 25.00 23.00 21.00 19.50
5 min..... 16.00 15.00 14.00 13.00 12.00 11.00 10.00

WNBF

1928

BINGHAMTON

A Triangle Station

BLAIR RADIO

Independent

Subscriber to the NAB Radio Code
Media Code 4 233 1200 8.00
Triangle Publications, Inc., Radio and Television
Div., Sheraton Inn, Binghamton, N. Y. 13902.
Phone 607-723-7311. TWX 607-772-0242.

- PERSONNEL**
Division General Manager—George A. Koehler.
General Manager—Robert E. Klose.
- REPRESENTATIVES**
Blair Radio.
Triangle Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
5,000 w.; 1290 kc. Directional—nighttime only.
Operating schedule: 5:30-12:10 am, EST.
- AGENCY COMMISSION**
15% time, news and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a, 23a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70a, 71a, 72, 73a.
Affiliated with Blair Represented Network.

TIME RATES

- No. 6 ET 9/1/68—Rec'd 8/23/68.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-3 pm & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7
pm.
B—Daily 7 pm-midnight.
(This listing continued on next page)

NEW YORK

Binghamton—W N B F—Continued

6. SPOT ANNOUNCEMENTS

PER WK.	EA:	CLASS AAA				
		1 ti	6 ti	12 ti	18 ti	24 ti
1 min	26.00	23.00	20.00	18.00	16.00	15.00
30 sec	21.00	18.00	16.00	14.00	13.00	12.00
10 sec	16.00	14.00	12.00	11.00	10.00	9.00
CLASS AA						
1 min	20.00	18.00	16.00	14.00	12.00	10.00
30 sec	16.00	14.00	13.00	11.00	10.00	8.00
10 sec	12.00	11.00	10.00	8.00	7.00	6.00
CLASS A						
1 min	15.00	13.00	11.00	10.00	8.00	7.00
30 sec	11.00	10.00	9.00	8.00	7.00	6.00
10 sec	8.00	8.00	7.00	6.00	5.00	4.00
CLASS B						
1 min	7.00	6.00	5.00	4.50	4.00	3.00
30 sec	5.50	5.00	4.00	3.50	3.00	2.50
10 sec	4.50	4.00	3.00	2.50	2.00	1.50

(*) Specified position.
Minutes, 30-seconds and ID's may be combined for maximum frequency.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	15 min
1 ti	140	84	56	44	29
3 ti	128	77	51	40	26
5 ti	116	70	47	37	24

(†) Except newscasts.

10. SPECIAL FEATURES

EA:	5-MINUTE NEWS PACKAGES			
	AAA	AA	A	B
5 per wk/1 per day	26.00	20.00	16.50	8.75
Less than 5 per wk	28.00	22.00	18.00	9.00

(*) Must rotate within 6-10 am time period.
(†) Except 5:30-6 am, must rotate within 3-7 pm time period.

W N B F-FM

1948

BINGHAMTON

A Triangle Station

R A B

N A F I M B

Media Code 4 233 1201 6.00

Triangle Publications, Inc., Radio and Television
101, Sheraton Inn, Binghamton, N. Y. 13902.
Phone 607-723-7311. TWX 607-772-0242.

1. PERSONNEL

Division General Manager—George A. Koehler.
General Manager—Warren A. Koerbel.
Business Manager—E. W. Farnell.

2. REPRESENTATIVES

Blair Radio.
Triangle Sta. Sales Offices: See Rep. & S/O pages.

3. FACILITIES

ERP 10,000 w. (horiz.), 10,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION

15% on net time charge; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22b, 23b, 24b, 25, 28a, 28c, 29a.

Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WNB-FM-TV.

TIME RATES

ET 6/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

1 min	15x	30x	60x	125x	250x
30 sec	80%	80%	80%	80%	80%

8. PROGRAM TIME RATES

1 hr	30x	60x	125x	250x	300x
70.00	67.00	63.00	60.00	57.00	54.00
52.50	50.00	47.00	45.00	43.00	41.00
25.00	24.00	23.00	21.00	20.00	19.00

BOONVILLE

Oneida County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

W B R V

1955

NAB

Media Code 4 233 1250 3.00

Black River Radio, Inc., Box 341, Boonville, N. Y. 13309. Phone 84-4311.
Other Studio—Lowville, N. Y. Phone 376-2311.

1. PERSONNEL

President—Livingston Lansing.
General Manager—Leon Benodis.

3. FACILITIES

1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.

Basic Rates: 21a, 21b, 21c, 22a, 22b, 23a, 24c, 28b, 28c.
Contracts: 40a, 43, 45, 46.
Comb.; Cont. Discounts: 61b, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Northeast Radio Network.

TIME RATES

Rates effective March 1, 1965.
Rates received March 1, 1965.

6. SPOT ANNOUNCEMENTS

Per week:	Each	1-MINUTE SPOTS			Each	Total
		1 time	5 times	7 times		
1 time	6.00	6.00	5 times	3.84	19.20	
2 times	5.10	10.20	6 times	3.50	21.90	
3 times	4.59	13.77	7 times	3.18	23.26	
4 times	4.20	16.80				

30 seconds—20% off applicable rate.
20 seconds—30% off applicable rate.
10 seconds—40% off applicable rate.

BREWSTER

Putnam County—Map Location H-9

See SRDS consumer market map and data at beginning of the State.

WPUT

1963

Media Code 4 233 1300 6.00
Brewster Broadcasting Corp., Drawer F, Brewster, N. Y. 10509.

1. PERSONNEL

President—M. S. Norik.
Station Manager—Frank M. Reagan.
Program Director—William Fowler.

2. REPRESENTATIVES

Grant Webb & Company.

3. FACILITIES

1,000 w. days; 1510 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 24a, 24b, 24c, 25a, 28, 29a, 29b.

Contracts: 40c, 44b, 47e, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 12/20/68—Rec'd 3/17/69.

1 min	25x	52x	156x	250x	520x	1000x
30 sec	10.20	9.00	7.85	6.55	5.45	4.20

2. PACKAGE PLANS

26 wk—5% 52 wk—10%
PER WK. ROS: 1 ti 5 ti 10 ti 20 ti 30 ti
1 hr 12.50 8.40 7.20 6.00 4.80

8. PROGRAM TIME RATES

A—Mon thru Sat 6-10 am & 4-6 pm.
B—All other times.
1 hr: 1x 25x 52x 104x 156x 250x 312x
A 90 84 78 72 66 60 54
1/2 hr: 60% of hr. 1/4 hr: 40% of hr.

BRISTOL CENTER

Ontario County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

WMIY (FM)

1948

Media Code 4 233 1350 1.00
Christian Broadcasting Network, Drawer G, Ithaca, N. Y. 14850. Phone 607-272-8141.

1. PERSONNEL

Manager—Andrew V. Andersen.
Sales Manager—Walter J. Wadsworth.

3. FACILITIES

ERP 9,500 w. (horiz.), 9,500 w. (vert.); 98.1 mc.
Antenna ht.: 993 ft. above average terrain.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on net time only; bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 49.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
Member: Northeast Radio Network. See that listing for rates.

IMPORTANCE OF MEDIA-ADVERTISER COOPERATION

... as an inescapable matter of policy has come about through the realization that such a program is as good business for media as it is for advertisers ... and that a sound program of advertiser relations is an operating necessity.

G10D-4/8

BUFFALO (8 AM; 10 FM)

(Including Cheektowago, Amherst, Depew)

Buffalo, Erie County—Map Location B-6
Niagara Falls, Niagara County—Map Location B-5
Cheektowago, Erie County—Map Location B-6
Kenmore, Erie County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WADV (FM)

1962

BUFFALO

NAB

Media Code 4 233 1400 4.00
Adver-Cas, Inc., 4200 Rand Bldg., Lafayette Square, Buffalo, N. Y. 14203. Phone 716-852-7444.

STATION'S PROGRAMMING DESCRIPTION

WADV (FM): Programmed for young adults, primarily 18-50.

AIR PERSONALITIES handle all segments. NEWS: 5 min on hour. MUSIC: middle-of-the-road predominates most of format. Interviews with nationally known personalities on occasion. Public affairs program and religious music on Sun 8 am-1 pm. 1 ethnic program, Polish music, English language aired 4:30-6:30 pm Sun. 95% middle-of-the-road music, 8% religious music. Contact Representative for further details. Rec'd 11/27/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dante J. Lesniak.

2. REPRESENTATIVES

AAA Representatives.

3. FACILITIES

ERP 17,600 w.; 108.5 mc. Stereo.
Operating schedule: 6-1 am daily.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.

Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 24c, 25a, 28b, 28c, 30.

Contracts: 40a, 41, 42d, 45, 48, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 81.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective March 29, 1963.

6. SPOT ANNOUNCEMENTS

1 min	15.00	10 sec	6.00
30 sec	10.00		

PER WK:

7 ti	10%	28 ti	40%
14 ti	20% <td>35 ti <td>45%</td> </td>	35 ti <td>45%</td>	45%
21 ti	30% <td>42 ti <td>50%</td> </td>	42 ti <td>50%</td>	50%

8. PROGRAM TIME RATES

1 hr	90.00	1/4 hr	30.00
1/2 hr	50.00		

PER WK:

7 ti	30%	14 ti	50%
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W B E N

1950

BUFFALO

Metro Radio Sales

NAB

R A B

Subscriber to the NAB Radio Code

Media Code 4 233 1450 9.00
WBEN, Inc., 2077 Elmwood Ave., Buffalo, N. Y. 14207. Phone 716-876-0930.

STATION'S PROGRAMMING DESCRIPTION

WBEN: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. NEWS: 10 or 15 min on hour, AP and UPI wires plus network. 6-10 am pop-standard, middle-of-the-road music, time, weather, traffic reports. 10 am-noon pop-standard, middle-of-the-road music, 1-4 pm pop-standard, middle-of-the-road music, features. 4-7 pm pop-standard, middle-of-the-road music, traffic, features. 7-8 pm information programming with anchor man news, sports, features. 8 pm-12M pop-standard, middle-of-the-road music, local and national free form sports coverage. SPORTS: Live play-by-play pro football and baseball, college basketball and football. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 2/3/69.

1. PERSONNEL

General Manager—Leslie G. Arries, Jr.
Station Manager—Bill McKibben.
General Sales Manager—Paul A. Butler.

2. REPRESENTATIVES

Metro Radio Sales.

3. FACILITIES

ERP 11,000 w.; 930 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

W B E N-FM

1946

BUFFALO

NAB

Subscriber to the NAB Radio Code

Media Code 4 233 1451 7.00
WBEN, Inc., 2077 Elmwood Ave., Buffalo N. Y. 14207. Phone 716-876-0930.

1. PERSONNEL

Buffalo—WBEN-FM—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 62b.
Cancellation: 70a, 70c, 71a, 73a.
TV facilities: WBEN-TV
Affiliated with CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 10/1/68—Rec'd 11/29/68.

7. PACKAGE PLANS

PER WK:	ROS	1 min (*)	10 sec
1 tl.....		12.00	8.50 6.50
(*) 40/30/20 sec.			

CONSECUTIVE WEEKS DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%
Based on applicable 1-time rate, calculated on lowest weekly expenditure during applicable period.

CUMULATIVE AUDIENCE PLAN

PER WK:	5 tl	15 tl	25 tl	50 tl
1 min.....	9.00	8.50	8.00	7.50
30 sec.....	6.50	6.00	5.50	5.00

MATCHING AM/FM PLAN

Advertiser buying schedule on WBEN in AAA, AA, A or B may purchase equal number of spots on WBEN-FM at 5.00 per 1-minute spot, 3.50 per 40/30/20-second spot and 2.50 per 10-second spot.

WBLK (FM)

1962

DEPEW

Media Code 4 233 1475 6.00

WBLK Broadcasting Corp., Rand Bldg., Buffalo, N. Y. 14203. Phone 716-852-3500.

1. PERSONNEL

Owner & Gen'l Mgr.—George F. Lorenz.
Commercial Manager—Robert F. Kliment.

2. REPRESENTATIVES

New York—Greener, Hilken, Sears.
Atlanta—Bernard I. Ochs Co.

3. FACILITIES

ERP 50,000 w.; 93.7 mc.
Operating schedule: EST.
Antenna ht.: 380 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 12a, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 11/1/68—Rec'd 11/13/68.

6. SPOT ANNOUNCEMENTS

1 x.....	1 min	30 sec	10 sec
26 x.....	9.00	7.20	5.75
52 x.....	8.75	7.00	5.60
104 x.....	8.55	6.85	5.50
104 x.....	8.10	6.50	5.20
312 x.....	7.20	5.80	4.85
624 x.....	6.75	5.45	4.40
936 x.....	6.30	5.10	4.10
1248 x.....	5.85	4.65	3.90

8. PROGRAM TIME RATES

1 hr.....	100	95	90	85	75	65
1/2 hr.....	60	57	54	51	48	45
1/4 hr.....	36	34	32	30	29	27

WB NY (FM)

1966

BUFFALO

RAB

Media Code 4 233 1500 1.00

Niagara Frontier Broadcasting Corp., Rand Bldg., Buffalo, N. Y. 14203. Phones 716-856-3550, 716-285-2795.

STATION'S PROGRAMMING DESCRIPTION

WB NY (FM): Programmed for general interest and adult appeal.

MUSIC: presented by personalities, latest standards, showtunes, popular artists, selected singles and albums. NEWS: 5 min of news every 2 hours. Special reports: stock market, ski, road conditions, weather and lakes. Commercials: 8 in a given hour. Contact Representative for further details. Rec'd 6/9/69.

1. PERSONNEL

General Manager—Tom W. Talbot.
Station Manager—Daniel E. McBride, Jr.
Program Director—Dick Spaulding.

2. REPRESENTATIVES

New York—Roger Coleman, Inc.
Chicago, Detroit—Burn-Smith Company.

3. FACILITIES

ERP 100,000 (50,000 horiz., 50,000 vert.); 96.1 mc.
Stereo.
Operating schedule: 7-1 am. EST.
Antenna ht.: 405 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 25a, 27, 28a, 28c, 29a, 32a.
Contracts: 40a, 41, 42a, 42d, 43, 44b, 45, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
WB NY (FM) and WJLL, Niagara Falls may combine purchases to earn maximum discount.

TIME RATES

No. 2 ET 12/1/67—Rec'd 1/2/68.

AA—Daily 8 am-10 pm.
A—Daily 10 pm-midnight.
B—Daily midnight-sign-off.

6. SPOT ANNOUNCEMENTS

1 min.....	12.00	11.00	10.00	9.00	8.00	7.00
20/30 sec.....	8.00	7.50	7.00	6.50	6.00	5.00
15 sec.....	6.00	5.75	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

	ROS	3 ti	5 ti	10 ti	20 ti	30 ti
1-12 wks.....		21.00	32.75	65.00	125.00	180.00
13 wks.....		20.25	32.50	62.50	120.00	172.50
26 wks.....		19.50	31.25	60.00	115.00	165.00
52 wks.....		18.75	30.00	57.50	110.00	150.00

8. PROGRAM TIME RATES

1 hr.....	15x	26x	52x	156x	260x	312x
1/2 hr.....	65	63	60	55	52	50
1/4 hr.....	39	38	37	35	32	30
10 min.....	25	24	22	20	18	16
5 min.....	21	19	17	15	13	11
	15	14	11	10	9	8

WBUF (FM)

1948

BUFFALO

NAB

NAB

Media Code 4 233 1550 6.00

Functional Broadcasting, Inc., 1233 Main St., Buffalo, N. Y. 14209. Phone 716-882-4300.

STATION'S PROGRAMMING DESCRIPTION

WBUF (FM): Programmed for general interest, appealing to adult audiences.

MUSIC: popular, jazz, light classical, movie and TV sound tracks, Broadway showtunes, and standard middle-of-the-road music. Solid music interrupted only at each quarter hour for commercial and public service announcements, and live regional news broadcasts 7 min before each hour. Religious music Sun mornings. Weather recaps 7:20 am & 8:20 am throughout week. Contact Representative for further details. Rec'd 5/23/68.

1. PERSONNEL

Vice-President—Lawrence Gordon.
Gen'l Mgr. & Prog. Dir.—Carl J. Spavento.
Sales Manager—Carl S. Gerace.

2. REPRESENTATIVES

Roger Coleman, Inc.

3. FACILITIES

ERP 100,000 w.; 92.9 mc.
Operating schedule: 8:00-2:00 am Sun; 6:45-2:00 am Mon thru Sat.
Antenna ht.—501 ft. above average terrain.

4. AGENCY COMMISSION

15% no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Empire State FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/67—Rec'd 2/1/67.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	8 ti	15 ti	22 ti	29 ti	36-42 ti
1 min.....	10.00	9.50	9.00	8.50	8.00	7.50
30 sec.....	7.50	7.15	6.75	6.37	6.00	5.63

8. PROGRAM TIME RATES

1 hr.....	1 ti	8 ti	15 ti	22 ti	29 ti	36-42 ti
1/2 hr.....	40.00	38.00	36.00	34.00	32.00	30.00
1/4 hr.....	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hr.....	16.00	15.20	14.40	13.60	12.80	12.00

10. SPECIAL FEATURES

NEWSCASTS
PER WK. 1 ti 8 ti 15 ti 22 ti 29 ti 36-42 ti
5 min 12.50 11.88 11.25 10.63 10.00 9.37
FREQUENCY DISCOUNT
13 consec wk—5% 26 consec wk—10%
52 consec wk—15%.

WDCX (FM)

1963

BUFFALO

NAB

A Crawford Owned Station

Media Code 4 233 1600 9.00
Crawford Broadcasting Co., Box 16, 23 North St., Buffalo, N. Y. 14202. Phone 716-883-3010.

1. PERSONNEL

President—Donald B. Crawford.
Gen'l. Sta. & Sales Mgr.—W. Neale Carr.
Program Director—Milton W. Ellis.

3. FACILITIES

ERP 110,000 w.; 99.5 mc.
Operating schedule: 6 am-midnight daily. EST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION

15% on time; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a.
Contracts: 40b, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60c, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 11/4/68.

6. SPOT ANNOUNCEMENTS

PER YR:	PER WK:	1 min	30 sec	10 sec
1 x.....		8.00	6.00	4.00
13 x.....		7.50	5.50	3.75
26 x.....		7.00	5.00	3.50
52 x.....	1 ti	6.50	4.50	3.25
104 x.....	2 ti	6.00	4.00	3.00
156 x.....	3 ti	5.50	3.75	2.75
208 x.....	4 ti	5.00	3.50	2.50
260 x.....	5 ti	4.50	3.25	2.25
312 x.....	6 ti	4.00	3.00	2.00

8. PROGRAM TIME RATES

PER YR: PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	60.00	30.00	20.00	10.00
13 x.....	55.00	28.00	18.00	9.50
26 x.....	50.00	26.50	17.00	9.00
52 x.....	45.00	25.00	16.00	8.50
104 x.....	40.00	23.50	15.00	8.00
156 x.....	37.00	22.00	14.00	7.50
208 x.....	35.00	20.50	13.00	7.00
260 x.....	32.50	19.00	12.00	6.50
312 x.....	30.00	18.00	11.00	6.00

WE BR

1924

BUFFALO

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NAB

NEW YORK

Buffalo—WGR—Continued

PER YR. ROS, EA:	1 min 30 sec	16.00	12.80
500 x	VIP PLANS—35 PER WEEK		
Plan I—25AA, 10A		665	
Plan II—25A, 10 eve or wknd		525	
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.			
All spots, regardless of length or class, may be cross-combined for discount purposes.			
Spots and programs may be combined for discounts on spots only.			

9. PARTICIPATING PROGRAMS

Extension 55—Mon thru Fri 10 pm-2 am, rotating 1/4 hr segments, 1 per day, 5 days per wk 100

10. SPECIAL FEATURES

JET-ACTION 5-MINUTE NEWSCASTS			
PER WK:	AA	A	B
3 ti	120	102	72
5 ti	180	150	100
Including time and talent.			
JET-ACTION HOURLY NEWS HEADLINES			
PER WK:	12 ti	24 ti	36 ti
20 sec	182	360	504
10 sec	144	284	360

DISCOUNT

52 wk—10%

JET-ACTION WEATHER-CAPSULES

90-sec Weatherettes—5-sec open, 30-sec close, applicable 1-min rate.

WGR-FM

1959

BUFFALO

Media Code 4 233 1701 5.00

Tart Broadcasting Co., 184 Barton St., Buffalo, N.Y. 14213. Phone 716-888-0035. TWX 710-522-1732.

STATION'S PROGRAMMING DESCRIPTION
WGR-FM: Programmed for adults and young adults. MUSIC: general popular, such as showtunes, middle-of-the-road, standards. NEWS: local 5 min each hour on half hour, 7:30 am-8:30 pm. Network news 11:15 am-11:15 pm at quarter past hour mark. Editorials broadcast daily. COMMERCIAL POLICY: 5-8 minutes per hour maximum commercial time. Simulcasts: local news every hour on half hour 7:30 am-8:30 pm daily, religious programs Sun morning, 12M-6 am Tues-Sun. Contact Representative for further details. Rec'd 10/28/68.

1. PERSONNEL

Div. Gen'l Mgr.—John Lawrence Jr.
Station Manager—Robert Lawrence.

2. REPRESENTATIVES

Herbert E. Groskin & Co.
Taft Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

ERP 12,600 w. (horiz.), 12,600 w. (vert.); 86.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately 6 am-midnight Mon thru Sun; exact News every hour at :30 Sat & Sun. For simulcast facilities see WGR.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations See WGR listing for coded regulations. Intimate personal product advertising not acceptable. Commercial Policy: No double spotting. 5-8 minutes per hour maximum commercial time. Affiliated with American FM Network. Member: Groskin Group.

TIME RATES

Est. Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS						
1 min	15.00	14.00	13.00	12.00	11.00	10.00
15x	250x	500x				
	15.00	14.00	13.00	12.00	11.00	10.00

WHLD

1940

CITY OF LICENSE NIAGARA FALLS

NAB

(This is a paid duplicate of the listing appearing under Niagara Falls, N. Y.)
Media Code 4 233 6450 4.00

Earl C. Hull, Parkway Inn, Niagara Falls, N. Y. 14302. Phone 716-285-8421.
Studio: Parkway Inn, Niagara Falls, N. Y.

1. PERSONNEL

Owner—Earl C. Hull.
Sta. & Sales Mgr.—Edward F. Joseph.

2. REPRESENTATIVES

Gill-Perma, Inc.

3. FACILITIES

5,000 w. days; 1270 kc. Directional.
Operating schedule: 5:30 am-local sunset weekdays, 7:00 am-local sunset Sun. EST.

4. AGENCY COMMISSION

15/0 net time only; 10 days.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b. Basic Rates: 20b, 22b, 23b, 24b, 25a, 28b, 28c, 29b, 30, 32a, 33d. Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a, 51c. Comb.: Cont. Discounts: 60a, 60d, 60f, 61a, 61b, 62d. Cancellation: 70a, 70c, 71b, 72, 73b. Prod. Services: 80, 82. Member: Northeast Radio Network.

TIME RATES

Est. Rec'd 3/24/69.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 9 am-7 pm.
A—Mon thru Sat 7-10 pm.
B—Sun 10 pm-midnight; all other times.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 10 sec			
1 ti	12.50	11.50	8.00
13 ti	12.00	11.00	7.50
26 ti	11.50	10.50	7.00
52 ti	11.00	10.00	6.50
104 ti	10.50	9.50	6.00
156 ti	10.00	9.00	5.75
208 ti	9.50	8.50	5.50
312 ti	9.00	7.50	5.25

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
10 ti	8.75	7.00	5.00
15 ti	8.50	6.75	4.75
20 ti	8.25	6.50	4.50
25 ti	8.00	6.25	4.25
All plan announcements in all categories are combinable.			

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	125.	85.	50.	35.
13 ti	120.	80.	45.	31.
26 ti	115.	70.	40.	21.
52 ti	110.	65.	37.	23.
104 ti	100.	60.	35.	28.
156 ti	95.	55.	33.	27.
208 ti	90.	52.	31.	26.
				(D)

WHLD-FM

1946

CITY OF LICENSE NIAGARA FALLS

(This is a paid duplicate of the listing appearing under Niagara Falls, N. Y.)
Media Code 4 233 6451 2.00

Earl C. Hull, Parkway Inn, Niagara Falls, N. Y. Phone 716-285-8421.

1. PERSONNEL

Owner—Earl C. Hull.
Sta. & Sales Mgr.—Edward F. Joseph.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP 46,000 w.; 98.5 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING

See WHLD listing for coded regulations. Member: Northeast Radio Network; The Groskin Group.

TIME RATES

Est. Rec'd 11/1/68.
Rates effective November 1, 1963.
Rates received November 4, 1963.

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 ti	15.00	12.5 ti	12.00
15 ti	14.50	25 ti	11.00
30 ti	13.50	50 ti	10.00
60 ti	12.50		

8. PROGRAM TIME RATES

1 hr	1/2 hr	5 min
1 ti	75.00	54.00
13 ti	72.00	42.00
26 ti	67.50	40.50
52 ti	64.00	38.00
104 ti	60.00	36.00
208 ti	56.00	34.00
312 ti	52.50	31.50
		(D)

WKBW

1925

BUFFALO

BLAIR RADIO

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 233 1750 2.00

Div. of Capital Cities Broadcasting Corp., 1430 Main St., Buffalo, N. Y. 14209. Phone 716-884-5101. TWX 710-522-1846.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Peter C. Newell.
Sales Manager—Warren Potash.
Program Director—Jeff Kaye.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w.; 1520 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING

See coded regulations General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b. Basic Rates: 20a, 21b, 21d, 22a, 23a, 24a, 25a, 27, 28b, 28c, 29a. Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50, 51a. Comb.: Cont. Discounts: 60b, 61c, 62b. Cancellation: 70a, 70a, 71a, 72, 73a. Prod. Services: 80, 81, 82. Affiliated with Blair Represented Network.

TIME RATES

Est. Rec'd 3/24/69.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 9 am-7 pm.
A—Mon thru Sat 7-10 pm.
B—Sun 10 pm-midnight; all other times.

7. PACKAGE PLANS

6-DAY PLAN
The following rates apply to all spots scheduled equally over 5 days in AAA time and 6 days in other time classifications. Additional spots ordered on Wed, Thurs or Fri add 10.00 per 1-minute, 8.00 per 20/30-seconds and 6.00 per 10-seconds to applicable rate. For specified position in AAA time add 15.00 per 1-minute, 12.00 per 20/30-seconds and 9.00 per 10-seconds.

WKLY:	1 MINUTE	12 ti	18 ti	24+
AAA	75.00	70.00	65.00	57.00
AA	57.00	53.00	50.00	47.00
A	47.00	45.00	42.00	40.00
B	24.00	22.00	20.00	18.00

20/30 SECONDS			
AAA	60.00	56.00	52.00
AA	45.50	42.50	40.00
A	37.50	36.00	33.50
B	19.00	17.00	16.00

10 SECONDS			
AAA	40.00	42.00	38.00
AA	34.00	32.00	30.00
A	28.00	27.00	25.00
B	14.50	13.00	12.00

10. SPECIAL FEATURES

WKLY:	NEWSCASTS	1 ti	6 ti	12 ti	18 ti
AAA		80	75	70	62
AA		62	58	55	52
A		52	50	47	45

Newscasts combine with all spots for frequency discounts.
52 wk—8%
Minimum of 5 spots per week must be run at all times.

WNIA

1956

CHEEKTOWAGA

Independent

Media Code 4 233 1800 5.00
Niagara Broadcasting System, 2900 Genesee St., Buffalo, N. Y. 14225. Phone 716-894-1230.

1. PERSONNEL

General Manager—Gordon P. Brown.

2. REPRESENTATIVES

Jack Masla & Co., Inc.

3. FACILITIES

500 w.; 1230 kc. Non-directional.
Operating schedule: _____, EST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 24a, 25a, 26, 28a, 29a. Contracts: 40a, 45, 46, 47a, 48. Comb.: Cont. Discounts: 60a, 61a, 62b, 62c. Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Est. Rec'd 1/1/67.
Rates effective January 1, 1957. (Card No. 1.)
Card received February 12, 1957.

6. SPOT ANNOUNCEMENTS

When used consecutively (without interruption) and placed in one contract:
1 minute transcribed, 150 words live (max.)
30 seconds transcribed, 75 words live (max.)
20 seconds transcribed, 50 words live (max.)

1 time	1 min.	30 sec.	20 sec.
25 times	15.00	12.00	10.50
50 times	14.25	11.40	10.00
75 times	13.50	10.80	9.45
100 times	12.75	10.20	8.95
150 times	12.00	9.60	8.40
200 times	11.25	9.00	7.85
350 times	10.50	8.40	7.35

7. PACKAGE PLANS

WEEKLY SATURATION PLAN			
Per week			
1 minute: 12 spots	18 spots	24 spots	30 spots
1 week: 150.00	213.75	270.00	318.75
7 weeks: 142.50	194.43	246.80	287.75
14 weeks: 135.00	185.58	220.32	260.10
26 weeks: 127.50	170.25	218.20	257.65
52 weeks: 120.00	170.00	218.00	255.00

20 seconds:
1 week: 100.00, 147.25, 185.60, 210.38, 410.00
7 weeks: 95.00, 141.98, 170.85, 202.45, 316.00
14 weeks: 90.00, 134.32, 162.00, 191.25, 300.00
26 weeks: 85.00, 130.80, 151.20, 176.50, 280.00
52 weeks: 80.00, 115.32, 145.80, 171.10, 266.00
10 seconds or less (minimum 12 spots per week)—3.35 each flat, no frequency.
10-Second Announcements & Time Signals
10 seconds transcribed, 25 words, each, flat 3.35. Time Signals shall consist of giving the correct time plus 20 words (max.) commercial copy at regular 10 second announcement rate.
Minimum of 12 announcements per week.

8. PROGRAM TIME RATES

CLASS A	1 hr	1/2 hr	1/4 hr	5 min.	1 min.
1 time	130.00	78.00	52.00	26.00	18.00
13 times	123.50	74.10	49.40		

Buffalo—W W O L—Continued

CLASS AA

PER WK:	1 hr	3 hr	5 hr	10 hr	15 hr	20 hr	25 hr	30 hr
1 wk.	25.00	21.00	19.00	17.00	15.00	14.50	13.50	12.50
4 wk.	21.00	18.00	16.00	14.00	13.00	12.50	11.50	11.00
13 wk.	18.00	16.00	15.00	14.00	13.00	12.00	11.50	11.00
26 wk.	17.00	15.00	14.00	13.00	12.00	11.50	11.00	10.50
52 wk.	16.00	14.00	13.00	12.00	11.50	11.00	10.50	10.00

CLASS A

1 wk.	20.00	17.00	15.00	13.00	12.00	11.00	10.50	10.00
4 wk.	17.00	15.00	14.00	12.00	11.00	10.50	10.00	9.50
13 wk.	16.00	14.00	13.00	12.00	11.00	10.00	9.50	9.00
26 wk.	15.00	13.00	12.00	10.50	10.00	9.50	9.00	8.50
52 wk.	14.00	12.00	11.00	10.00	9.50	9.00	8.50	8.00

7. PACKAGE PLANS

SPREAD PLAN—ROS—1 MINUTE

PER WK:	6 hr	12 hr	18 hr	24 hr	30 hr	36 hr	48 hr
1 wk.	15.00	14.00	13.00	12.00	11.50	11.00	10.20
4 wk.	15.00	13.00	12.00	11.00	10.50	10.00	9.20
13 wk.	14.00	12.00	11.00	10.50	10.00	9.50	8.80
26 wk.	13.00	11.50	10.50	10.00	9.50	9.00	8.40
52 wk.	12.00	11.00	10.00	9.50	9.00	8.50	8.00

8. PROGRAM TIME RATES

MONDAY THRU FRIDAY

PER WK:	1/2 hr	25 min	1/4 hr	10 min	5 min
1 hr.	110	99	88	60	33
3 hr.	88	80	53	40	27
5 hr.	77	69	46	35	23

SATURDAY OR SUNDAY

1 hr.	90	72	48	36	26
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After 6:30 pm: less 20%.

CONSECUTIVE WEEK DISCOUNTS

13 wk—10%	26 wk—15%	52 wk—20%
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10. SPECIAL FEATURES

5-MINUTE NEWS—MON THRU FRI

5 per wk.	85	10 per wk.	160
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13 consecutive weeks.

W W O L-FM

1947
BUFFALO

Media Code 4 233 1901 1.00

Radio Buffalo, Inc., affiliated with Bust Craft Broadcasting Co., Lafayette Hotel Bldg., Lafayette Square, Buffalo, N. Y. 14203. Phone 716-854-1120.

- PERSONNEL: President—Jack Berkman. General Manager—Roger Stoner.
- REPRESENTATIVES: Adam Young-VTM, Inc. Rust-Craft Sta. Sales Office: See Rep & S/O pages.
- FACILITIES: ERP 13,000 w.; 104.1 mc. Partial simulcast operation, FM only from AM signal to 12:05 am. For simulcast facilities see WWOL.
- AGENCY COMMISSION: 15%; no cash discount.
- GENERAL ADVERTISING: See coded regulations. See WWOL listing for coded regulations.

TIME RATES

No. 2 ET 11/15/68—Rec'd 12/9/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 hr	3 hr	5 hr	10 hr	15 hr	20 hr	25 hr	30 hr
1 wk.	10.00	7.50	5.50	4.30	4.00	3.70	3.50	3.30
4 wk.	8.50	6.50	5.00	4.00	3.70	3.50	3.30	3.10
13 wk.	7.50	6.00	4.50	3.70	3.50	3.30	3.10	2.90
26 wk.	7.00	5.50	4.20	3.50	3.30	3.10	2.90	2.70
52 wk.	6.50	5.00	3.90	3.30	3.10	2.90	2.70	2.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

2 10-second spots count as 1 unit to establish weekly frequency.

8. PROGRAM TIME RATES

PER WK: 55 min 1/2 hr 25 min 1/4 hr 10 min 5 min

1 hr.	56.00	40.00	32.00	24.00	20.00	12.00
3 hr.	48.80	34.00	27.80	20.40	17.00	10.20
5 hr.	42.00	30.00	24.00	18.00	15.00	9.00
6 hr.	39.20	28.00	22.40	16.80	14.00	8.40

CONSECUTIVE WEEK DISCOUNTS

13 wk—10%	26 wk—15%	52 wk—20%
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WYSL WYSL-FM

1935 BUFFALO 1947

Media Code 4 233 1950 8.00

The McLendon Corp., Slatler Hilton Hotel, Buffalo N. Y. 14202. Phone 716-856-1400. TWX 710-522-1187.

- PERSONNEL: President—Gordon B. McLendon. General Manager—Bob Luther. Sales Manager—Warren Michael Kelly.
- REPRESENTATIVES: Avco Radio Sales. McLendon Sta. Sales Office—See Rep & S/O pages.
- FACILITIES: 1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 24 hours daily. EST. FM-ERP 50,000 w.; 103.3 mc. Operating schedule: 24 hours daily.
- AGENCY COMMISSION: 15/0.
- GENERAL ADVERTISING: See coded regulations. General: 1s, 3s, 3b, 4s, 4d, 5, 5a, 5b. Rate Protection: 12b. Basic Rates: 22b, 22a, 24b, 25a. Contracts: 40a, 46, 47a, 48a, 49a. Comb.: Cont. Discounts: 60b, 60c, 61a. Cancellation: 70a, 70c, 71a, 73a. Affiliated with American Contemporary Network. Member: The McLendon Stations.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 6/1/68—Rec'd 5/8/68.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.

B—Daily 7 pm-midnight; Sun 6-10 am.

C—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER YR:	1x	52x	156x	312x	780x	1040x
PER WK:	1 hr	6 hr	12 hr	18 hr	24 hr	30 hr
AAA	40	34	32	30	28	26
AA	35	31	29	27	25	23
A	30	28	26	24	22	20
B	20	18	16	14	13	12

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

Class C—dat 4.00.

WYSL/WBBF (ROCHESTER)

COMBINATION RATES

ET 6/1/68—Rec'd 3/24/69.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

B—Sun thru Sat 7 pm-midnight; Sun 6-10 am.

PER YR: (*) 52x 156x 312x 780x 1040x

PER WK: 1 hr 6 hr 12 hr 18 hr 24 hr 30 hr

AAA	85	72	68	62	58	55
AA	76	68	63	59	54	51
A	64	56	51	48	45	41
B	46	41	37	33	30	28

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

(*) Fixed Position.

All spots may be combined for maximum frequency discounts.

7. PACKAGE PLANS

WYSL/WBBF (ROCHESTER)

COMBINATION RATES

TOTAL AUDIENCE PLANS

PER WK:	1 min	30 sec	1 min
6 hr (1AAA, 1AA, 2A, 2B)	323	591	859
12 hr (2AAA, 2AA, 4A, 4B)	591	859	1051
18 hr (3AAA, 3AA, 6A, 6B)	859	1051	1251
24 hr (4AAA, 4AA, 8A, 8B)	1051	1251	
30 hr (5AAA, 5AA, 10A, 10B)	1251		

CONVERTIBLE DEBENTURE PLAN

ET 11/1/68—Rec'd 3/24/69.

PER WK:	1 min
6 hr (2AAA, 2AA, 1A, 1B)	385
12 hr (4AAA, 4AA, 2A, 2B)	700
18 hr (6AAA, 6AA, 3A, 3B)	950
24 hr (8AAA, 8AA, 4A, 4B)	1175
30 hr (10AAA, 10AA, 5A, 5B)	1300

Schedules may be converted on either 2-station combination basis, or separately, at advertiser's discretion, as follows:

Higher to lower—Each traffic time spot equal to 2 of next lower class. Each A spot equal to 2 B spots. Lower to higher—3 spots of lower class equal to 2 of next higher class.

Combinability—Weekly Frequency Plan spots can be added to Convertible Debenture Plans at applicable Weekly Frequency Plan rates; fully convertible.

CANANDAIGUA

Ontario County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

WCGR

1961

Media Code 4 233 2000 1.00

Canandaigua Broadcasting Co., Inc., 41 S. Main St., Canandaigua, N. Y. 14424. Phone 315-394-1550, 1.

- PERSONNEL: President—Mrs. Marion Kimble. Program Director—J. Marshall Braxton.
- FACILITIES: 250 w. days; 1550 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION: 10% if paid 10th of following month.
- GENERAL ADVERTISING: See coded regulations. General: 1s, 3s, 4s, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 14a. Basic Rates: 20b, 21a, 21b, 23a, 25a, 26, 29a. Contracts: 40a, 42a, 42c, 44b, 45, 46, 47a, 48, 50, 51a. Comb.: Cont. Discounts: 60a, 60c, 61a, 62d. Cancellation: 70a, 70c, 71a, 72. Prod. Services: 80, 82. Affiliated with KBS. Member: Northeast Radio Network.

TIME RATES

No. 3 ET 11/1/68—Rec'd 12/27/68.

6. SPOT ANNOUNCEMENTS

FIRM TIMES

1 x	4.75	3.50	2.00
26 x	4.20	3.00	1.90
52 x	4.00	3.00	1.80
104 x	3.80	2.80	1.70
156 x	3.60	2.65	1.60
280 x	3.30	2.50	1.50
312 x	3.05	2.25	1.40
620 x	2.60	1.65	1.30
1040 x	2.30	1.50	1.20

7. PACKAGE PLANS

ROS SPECIAL PACKAGE

EA:	10 hr	20 hr	35 hr	50 hr	100 hr
Time Limit:	3 days	6 days	10 days	15 days	30 days
30 sec	2.80	2.00	1.75	1.65	1.50

ROS SPECIAL WEEKEND PACKAGE (Sat & Sun only)

EA:	10 hr	20 hr	30 hr	40 hr
Time Limit:	1 wknd	2 wknd	3 wknd	4 wknd
30 sec	1.85	1.75	1.60	1.50

8. PROGRAM TIME RATES

1x	26x	52x	104x	156x	280x	312x
1/2 hr.	25.00	21.00	20.00	19.00	18.00	15.00
1/4 hr.	15.00	13.65	12.90	12.45	11.40	10.50
5 min.	8.00	7.35	7.00	6.55	5.70	4.95

CHEEKTOWAGA

Erle County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

See Buffalo (including Cheektowago, Amherst, Depew)

CHERRY VALLEY

Otsego County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WJIV (FM)

1948

Media Code 4 233 2050 6.00

Christian Broadcasting Network, Drawer G, Ithaca, N. Y. 14850. Phone 607-272-8141.

- PERSONNEL: Manager—Andrew V. Andersen. Sales Manager—Walter Wadsworth.
- FACILITIES: ERP 5,400 w.; 101.9 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 1,080 ft. above average terrain.
- AGENCY COMMISSION: 15% on net time only; bills rendered monthly.
- GENERAL ADVERTISING: See coded regulations. General: 1s, 2s, 3s, 4s, 5, 6s, 7a, 8. Basic Rates: 22a, 23a, 23b. Contracts: 40a, 41, 44a, 45, 46, 49. Comb.: Cont. Discounts: 60a, 61a. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80. Member: Northeast Radio Network. See that listing for rates.

CORNING (2 AM; 1 FM)

Steuben County—Map Location C-7

See SRDS consumer market map and data at beginning of the State.

WCBA

1949

Media Code 4 233 2100 9.00

WCBA Radio, Inc., Davis Rd., Box 117, Corning, N. Y. 14830. Phone 962-4646.

Studio—South of Corning on Caton Rd.

- PERSONNEL: Sec'y/Treas.—Paul E. Carpenter. Sta. Mgr./Vice-Pres. & Prog. Dir.—Bob Shaddock.
- REPRESENTATIVES: The Devney Organization, Inc.
- FACILITIES: 1,000 w.; 1350 kc. Non-directional. Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION: 15% net charges on time; payable when rendered.
- GENERAL ADVERTISING: See coded regulations. Basic Rates: 20s, 26. All time contracted for must be used within one year from starting date. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if available and as arranged by station management upon 24 hours notice.

TIME RATES

Rates effective July 1, 1949. (Card No. 1.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	10 min	(*)	(†)
1 time	60.00	36.00	24.00	18.00	12.00	7.50
13 times	57.00	34.20	22.80	17.10	11.40	7.15
26 times	54.00	32.40	21.60	16.20	10.80	6.80
52 times	51.00	30.60	20.40	15.30	10.20	6.45
104 times	48.00	28.80	19.20	14.40	9.60	6.10
260 or more times	45.00	27.00	18.00	13.50	9.00	5.75

(*) Five minutes, available in restricted periods. (†) One minute or station break.

DISCOUNTS FOR CONSECUTIVE WEEKS

13 weeks	2-1/2%	39 weeks	7-1/2%
26 weeks	5%	52 weeks	10%

WCLI

1947

Media Code 4 233 2150 4.00

Radio Corning, Inc., Box 106, 99 W. 1st St., Corning, N. Y. 14830. Phone 962-2424.

- STATION'S PROGRAMMING DESCRIPTION
- WCLI: Programmed to mass adult audience.
- NEWS: network and local each half hour daily, 5 sports, 2 stock market, 1 farm program M-F.
- SPORTS: live play-by-play scholastic and collegiate football and basketball, pro football, baseball, and golf. Editorials locally produced twice daily M-F.
- MUSIC: general popular music, standards, middle-of-the-road, showtunes, jazz, and folk. AIR PERSONALITIES M-F, open line phone discussions. Hour live interviews with local personalities. Hour syndi-

NEW YORK

ated national talk personality with guests. Public service: live city council and school board meetings. High school discussion weekly. M-F school calendar of events. FARM: M-F news and stock reports. Contact Representative for further details. Rec'd 11/20/67.

- PERSONNEL: Gen'l & Com'l Mgr.—Gordon M. Jenkins. Sta. Mgr. & Prog. Dir.—George P. Droselle, Jr. Sales Manager—Dal Gray.
- REPRESENTATIVES: Call station direct—except: West Coast—Lee F. O'Connell Co. Regional Reprs Corp.
- FACILITIES: 1,000 w. days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 6:30 am-midnight. EST.
- AGENCY COMMISSION: 15%; no cash discount.
- GENERAL ADVERTISING: See coded regulations. General: 1s, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11d, 12d, 13d, 14d, 15a. Basic Rates: 20a, 21a, 21b, 22a, 22b, 23b, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b. Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 49, 51a, 51b, 51c. Comb.: Cont. Discounts: 60a, 60g, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with MBS. Member: National AdRadio Groups, Inc.

TIME RATES

No. 7 ET 9/1/69—Rec'd 8/1/69.

7. PACKAGE PLANS

Drive Time—Mon thru Sat 6:30-9 am, noon-1 pm & 4-7 pm.

Housewife Times—Mon thru Sat 9 am-noon & 1-4 pm.

Daytime Combination—Drive & Housewife Times Mon thru Sat 6:30 am-1 pm.

WEEKLY PLANS—ROS

DRIVE TIMES

PER WK:	1 hr	10 hr	20 hr	30 hr	40-50
1 min.	7.50	7.30	7.10	6.90	6.70
30 sec.	5.80	5.45	5.30	5.15	5.00
10 sec.	3.75	3.65	3.55	3.45	3.35

HOUSEWIFE TIMES

1 min.	6.50	6.30	6.15	5.90	5.70
30 sec.	4.90	4.75	4.60	4.45	4.30
10 sec.	3.25	3.15	3.05	2.95	2.85

DAYTIME COMBINATION

1 min.	7.00	6.80	6.60	6.40	6.20
30 sec.	5.25	5.10	4.95	4.80	4.65
10 sec.	3.50	3.40	3.30	3.20	3.10

ROS

1 min.	6.00	5.80	5.60	5.40	5.20
30 sec.	4.50	4.35	4.20	4.00	3.80
10 sec.	3.00	2.90	2.80	2.70	2.60

- SPECIAL FEATURES

NEWSCASTS OR SPORTSCASTS

NEW YORK

CORTLAND (1 AM; 1 FM)

Cortland County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WKRT
1947

WKRT-FM
1947



Subscriber to the NAB Radio Code
Media Code 4 233 2200 7.00
Radio Cortland, Inc., 27 N. Main St., Cortland,
N. Y. 13045. Skyline 6-2828.

STATION'S PROGRAMMING DESCRIPTION

WKRT: Programmed for general adult interest.
NEWS: national and international hourly, local 5
times daily. FARM: news 12:15-12:30 pm M-S.
Sports 5 times daily. 6:15-9 am general popular
music and current hits. 9-10 am standards. 10 am
noon folk music. contemporary, popular jazz and
middle-of-the-road. 12:30-1 pm film music and
showtunes. 1:55-5 pm standards, middle-of-the-road,
current hits. 6:15-8:30 pm standards, showtunes,
film music. 8:30-11:15 pm middle-of-the-road, jazz
oriented and general popular music. SPORTS: live
major league baseball, scholastic and collegiate basket-
ball and football. Serious music 10-11 pm Sun.
Community interest interviews. Remote and taping
facilities and air personalities available for any
specific programming. Contact Representative for
further details. Rec'd 7/17/67.

- PERSONNEL**
President—Leighton A. Hops.
General Manager—William L. Thompson.
- REPRESENTATIVES**
Gill-Perma, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 920 kc.
Directional—nighttime only.
Operating schedule: 6:00 am-11:15 pm weekdays;
8:30 am-11:15 pm Sun. EST.
FM FACILITIES
ERP 14,000 W.; 99.9 mc.
Operating schedule: 6:00 am-11:15 pm.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 16.
Basic Rates: 20b, 21b, 22b, 24b, 25a, 26, 28c, 29b,
30, 31, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49,
51c.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective November 1, 1951.
Revisions received January 28, 1952.

- SPOT ANNOUNCEMENTS**
1 min. 7.50 26 ti. 52 ti. 104 ti. 208 ti. 416 ti.
1/2 min. 6.00 18 ti. 36 ti. 72 ti. 144 ti. 288 ti.
Time discounts apply to total broadcasts in each clas-
sification for the same sponsor within the current
year. No time discounts on talent or line charges.
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 time..... 60.00 36.00 24.00 18.00 12.00
13 times..... 57.00 34.00 23.00 17.00 11.50
26 times..... 54.00 32.00 21.50 16.00 11.00
52 times..... 48.00 28.00 18.00 14.00 9.50
260 times..... 38.00 22.00 16.00 12.00 8.00

DEPEW

Errie County—Map Location B-6
See SRDS consumer market map and data at beginning
of the State.

See Buffalo

(including Cheektowaga, Amherst, Depew)

DE RUYTER

Madison County—Map Location E-6
See SRDS consumer market map and data at begin-
ning of the State.

WOIV (FM)

1948

Media Code 4 233 2300 5.00
Christian Broadcasting Corp., Drawer G, Ithaca,
N. Y. 14850. Phone 807-272-8141.

- PERSONNEL**
General Manager—Andrew V. Ahderan.
Sales Manager—Walter Wadsworth.
- FACILITIES**
ERP 5,400 w.; 105.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time only; bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 49.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
Member: Northeast Radio Network. See that listing
for rates.

DUNDEE (1 AM; 1 FM)

Yates County—Map Location C-6
See SRDS consumer market map and data at begin-
ning of the State.

WFLR

1956

Media Code 4 233 2350 0.00
Finger Lakes Broadcasting Co., Inc., Box 130,
Dundee, N. Y. 14837. Phone 607-243-7158.

- PERSONNEL**
General Manager—Robert Burns.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WFLR-FM.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b, 16.
Basic Rates: 22b, 23a, 23b, 24b, 24c, 28b, 28c, 29a,
29b.
Contracts: 40a, 44a, 44b, 47a, 48.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61a.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Est 3/1/69—Rec'd 5/12/69.

- SPOT ANNOUNCEMENTS**
1 min. 6
- PACKAGE PLANS**
WEEKLY PLAN/ROS
1 min. 5.00 4.50 4.00 3.50 3.00 2.50 2.25
30 sec. 3.75 3.50 3.25 3.00 2.50 2.25 2.00
20 sec. 3.25 3.00 2.75 2.50 2.25 2.00 1.75
10 sec. 2.00 1.90 1.80 1.70 1.60 1.40 1.20
Newsbreak spot or anchored—extra 15%.
- BULK RATE/ROS/NO DISCOUNT**
min 30 sec 20 sec 10 sec
520 x..... 3.25 2.50 2.25 1.50
1040 x..... 2.75 2.25 2.00 1.40
2080 x..... 2.25 2.00 1.90 1.80
2081+..... 2.00 1.80 1.60 1.10
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 x..... 60 35 20 15 10
- SPECIAL FEATURES**
Newcasts—5 or 10 min. 9.50

WFLR-FM

1956

Media Code 4 233 2351 8.00
Finger Lakes Broadcasting Co., Inc., Box 130, 30
Main St., Dundee, N. Y. 14837. Phone 607-243-
7158.

- PERSONNEL**
General Manager—Robert N. Burns.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 930 w. (horiz.), 930 w. (vert.); 95.9 mc.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 560 ft.
Partial simulcast operation. Operated separately sus-
set-11:15 pm. For simulcast facilities see WFLR.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
See WFLR listing for coded regulations.
Affiliated with MBS.

TIME RATES

Rates are identical to WFLR. See that listing.

DUNKIRK

See SRDS consumer market map and data at begin-
ning of the State.

WDOE

1949

Media Code 4 233 2400 3.00
Lake Shore Broadcasting Co., Inc., Willow Rd.,
Dunkirk, N. Y. 14048. Phone 716-566-1410.

- PERSONNEL**
President—Simon Goldman.
General Manager—Jim Gardner.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Eckels & Queen, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1410 kc.
Directional—night only.
Operating schedule: 5:30 am-11:15 pm. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12g, 13g, 14d, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a,
24b, 28b, 28c, 29b, 30, 31.
Contracts: 40a, 41, 42a, 43, 45, 46, 47e, 48, 49, 50,
51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a,
61b, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: The Goldman Group; Northeast Radio Net-
work.
Hold in combination with WGGG, Salamanca. See
that listing for discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Est 6/1/69—Rec'd 5/14/69.

6. SPOT ANNOUNCEMENTS

1 min.....	8.25	7.85	7.40	7.00	6.70	6.25	5.90
30 sec.....	6.80	6.25	5.90	5.60	5.30	5.00	4.60
20 sec.....	5.35	5.10	4.85	4.60	4.35	4.10	3.75
10 sec.....	4.70	3.95	3.70	3.55	3.40	3.10	2.85

7. PACKAGE PLANS

		ROS					
		(6 am-11:30 pm)					
PER WK:		5 ti	10 ti	15 ti	20 ti	30 ti	
1 min.....	6.80	6.15	5.80	5.35	4.95		
30 sec.....	5.30	4.95	4.60	4.30	4.00		
20 sec.....	4.30	4.05	3.75	3.40	3.00		
10 sec.....	3.40	3.10	2.75	2.45	2.25		

6. PROGRAM TIME RATES

1 hr.....	48.50	43.50	40.05	38.25	32.30	28.45
1/2 hr.....	28.90	26.05	24.05	21.75	19.45	17.15
1/4 hr.....	19.45	17.35	16.05	14.45	12.95	11.40
10 min.....	14.55	13.05	12.05	10.90	9.75	8.55
5 min.....	9.70	8.65	8.05	7.25	6.50	6.75

EAST SYRACUSE

Onondaga County—Map Location D-6
See SRDS consumer market map and data at begin-
ning of the State.

See Syracuse

(including East Syracuse, North Syracuse)

ELLENVILLE

Ulster County—Map Location F-8
See SRDS consumer market map and data at beginning
of the State.

WELV

1964

Subscriber to the NAB Radio Code
Media Code 4 233 2450 8.00
Catskill Broadcasting Corp., Box 309, 136 Canal St.,
Ellenville, N. Y. 12428. Phone 914-647-5678.

- PERSONNEL**
Pres. & Gen'l Mgr.—Sy Dresner.
Station Manager—Rich Roberts.
- FACILITIES**
500 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%: no cash discount. Bills payable monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11i, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 24c, 25a, 26,
28a, 28c, 29a, 30, 33a.
Contracts: 40a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b,
51c.
Comb.: Cont. Discounts: 60d, 60e, 60i, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Rates effective December 1, 1964. (Card No. 1.)
Card received January 4, 1965.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 ti..... 10.00 9.00 156 ti..... 7.00 6.00
13 ti..... 9.00 8.00 234 ti..... 6.50 5.50
52 ti..... 8.50 7.50 200 ti..... 6.25 5.25
78 ti..... 8.00 7.00 312 ti..... 5.75 4.75
104 ti..... 7.50 6.50
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 ti..... 70.00 40.00 21.00 20.00 16.25
13 ti..... 67.00 38.00 20.50 19.00 15.25
52 ti..... 64.00 36.00 20.00 18.00 14.00
78 ti..... 61.00 34.00 19.50 17.00 13.75
104 ti..... 58.00 32.00 19.00 16.50 13.25
156 ti..... 55.00 31.00 18.00 16.00 12.75
234 ti..... 52.00 29.00 17.00 15.50 12.25
280 ti..... 49.00 28.00 16.50 15.00 11.75
312 ti..... 46.00 27.00 16.00 14.50 11.25

ELMIRA (4 AM; 1 FM)

(including Horseheads; Elmira Heights)

Chemung County—Map Location D-7
See SRDS consumer market map and data at begin-
ning of the State.

Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply
that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the
time buying function to determine extent of indi-
vidual station coverage, audience delivered, etc. with-
in the area.

WEHH

1956

Subscriber to the NAB Radio Code
Media Code 4 233 2475 5.00
Elmira Heights—Horseheads Broadcasting Co., Box
2097, Elmira Heights, N. Y. 14903. Studio—200
Latta Brook Rd., Horseheads, N. Y.

- PERSONNEL**
General Manager—Frank P. Sala.
Commercial Manager—Harry Keavin.
Program Director—Alan Anthony.

3. FACILITIES

500 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations.

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a,
26a, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS.

TIME RATES

Rates effective October 1, 1956.
Rates received August 27, 1956.

- SPOT ANNOUNCEMENTS**
1 min. 30 sec 1 min. 30 sec
1 time..... 7.00 6.00 156 times..... 4.50 3.50
13 times..... 6.50 5.50 260 times..... 4.00 3.00
26 times..... 6.00 5.00 312 times..... 3.50 2.50
52 times..... 5.50 4.50 624 times..... 3.00 2.00
104 times..... 5.00 4.00
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 time..... 42.00 26.40 15.60 13.20 9.60
13 times..... 39.60 25.20 14.40 12.60 8.40
26 times..... 38.40 24.00 13.80 11.40 8.10
52 times..... 37.20 22.80 13.20 10.80 7.80
104 times..... 36.00 21.60 12.60 10.20 7.50
260 times..... 34.80 20.40 12.00 9.60 7.20
312 times..... 33.60 19.20 11.40 9.00 6.90

8. PROGRAM TIME RATES

1 hr.....	42.00	26.40	15.60	13.20	9.60
13 times.....	39.60	25.20	14.40	12.60	8.40
26 times.....	38.40	24.00	13.80	11.40	8.10
52 times.....	37.20	22.80	13.20	10.80	7.80
104 times.....	36.00	21.60	12.60	10.20	7.50
260 times.....	34.80	20.40	12.00	9.60	7.20
312 times.....	33.60	19.20	11.40	9.00	6.90

WELM

1947

ELMIRA

CBS Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 2500 0.00
Radio Elmira, Inc., Box 772, Radio Center, 1705
Lake Rd., Elmira, N. Y. 14902. Phone 607-733-
5626.

- PERSONNEL**
General Manager—Robert A. Chalk.
Program Director—Stan Douglas.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1410 kc.
Non-directional days; directional nights.
Operating schedule: 24 hr. daily. EST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a,
24b, 24c, 25a, 26, 27, 28a, 28b, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,
51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60h, 60i, 61a,
61h, 62h, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) On regular frequency rates only.
(* *) On weekly package plans unless consecutive.
Affiliated with CBS Radio Network.

TIME RATES

No. 13 Est 7/1/68—Rec'd 7/22/68.
AA—Mon thru Fri 6:30-9 am & 4-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AA
1 min..... 13x 26x 52x 104x 208x 312x 624x
1 min..... 13.00 12.50 12.00 11.00 10.00 9.00 8.00
30 sec..... 10.40 10.00 9.60 8.80 8.00 7.20 6.40
10 sec..... 6.50 6.25 6.00 5.50 5.00 4.50 4.00
- CLASS A**
1 min..... 10.00 9.50 9.00 8.50 8.00 7.50 6.50
30 sec..... 8.00 7.60 7.20 6.80 6.40 6.00 5.20
10 sec..... 5.00 4.75 4.50 4.25 4.00 3.75 3.25
1-minute and 30-second spots can be combined to
determine frequency. 10-second spots can be com-
bined with longer spots on a 2 to 1 ratio only.

- PROGRAM TIME RATES**
CLASS AA
1 MINUTE
PER WK, EA:
1 wk 8 wk 13 wk 28 wk 52 wk
10 ti..... 10.00 9.00 8.00 7.50 6.50
15 ti..... 9.50 8.50 7.50 7.00 6.00
20 ti..... 9.00 8.00 7.00 6.50 5.50
30 ti..... 8.00 7.00 6.00 5.50 4.50
- CLASS A**
10 ti..... 9.00 8.00 7.00 6.50 5.50
15 ti..... 8.50 7.50 6.50 6.00 5.00
20 ti..... 8.00 7.00 6.00 5.50 4.50
30 ti..... 7.00 6.00 5.00 4.50 4.00
30 sec: 80% of 1-min. 45 sec: 50% of 1-min.
Retrospective package discounts apply on continuous
schedule only. Weeks need not be consecutive to
earn cumulative weeks frequency. Package spots can-
not be combined with regular spots to earn frequency
discounts. Quantity discount is for consecutive weeks
and within 32 weeks after start of service. Renewals
with lapse beyond 52 week discount.

- PROGRAM TIME RATES**
CLASS AA
1x 13x 26x 52x 104x 208x 312x
1/2 hr..... 65.00 62.00 59.00 56.00 52.00 47.00 42.00
1/4 hr..... 45.00 43.00 41.00

Elmira—WELM—Continued

Frequency Discounts
3 or more programs per week, minimum 52 times, each—10%.
6 or more programs per week, minimum 78 times, each—15%.

WENY

1939
ELMIRA



A Green Group Station
Media Code 4 233 2550 5.00
WENY Inc., Mark Twain Hotel, Elmira, N. Y.
14902. Phone 607-734-3333.
STATION'S PROGRAMMING DESCRIPTION
WENY-FM: Programmed for all ages.
MUSIC: popular and standard. Daily talk show 6:30-6:55 pm.
NEWS: local news every hour on half hour. Local and national sports coverage, stock market reports, feature programs, remote broadcasts. Contact Representative for further details. Rec'd 7/29/68.

1. PERSONNEL
Exec. Vice-Pres., Gen'l Mgr. & Man'g Dir.—Howard L. Green.
2. REPRESENTATIVES
Adam Young Radio, Inc.
Selective Broadcast Advertising, Inc.
3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily, EST.
Partial simulcast operation. Simulcast midnight-9 am Tues thru Sat; midnight-noon Sun morning. For non-simulcast facilities see WENY-FM.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60c, 60k.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with NBC.
All time sold in network option hours, subject to recapture by station upon 60 days notice.

TIME RATES
No. 14 ET 7/1/69—Rec'd 7/2/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER YR. EA: 1x 26x 157x 281x 520+
1 min. 15.00 14.00 12.00 10.00 9.00
30 sec. 12.00 11.00 9.00 7.50 7.00
10 sec. 7.50 7.00 6.00 5.00 4.50
CLASS A
1 min. 12.00 11.00 10.00 9.00 8.00 7.00
30 sec. 9.00 8.50 7.50 7.00 6.00 5.50
10 sec. 6.00 5.50 5.00 4.50 4.00 3.50
CLASS B
1 min. 10.00 8.00 7.00 6.50 6.00 5.50
30 sec. 7.50 6.50 5.50 5.00 4.50 4.00
10 sec. 5.00 4.00 3.50 3.25 3.00 2.75

8. PROGRAM TIME RATES
A 1 hr 1/2 hr 1/4 hr 10 min 5 min
75.00 50.00 30.00 22.50 17.00

WENY-FM

1955
ELMIRA



A Green Group Station
Media Code 4 233 2551 5.00
WENY Inc., Mark Twain Hotel, Elmira, N. Y.
14902. Phone 607-734-3333.
STATION'S PROGRAMMING DESCRIPTION
WENY-FM: Programmed for all ages.
Music continually with minimal breaks. MUSIC: standards, News and sports features. Contact Representative for further details. Rec'd 7/29/68.

1. PERSONNEL
Exec. Vice-Pres., Gen'l Mgr. & Man'g Dir.—Howard L. Green.
2. REPRESENTATIVES
Adam Young—VTM, Inc.
Selective Broadcast Advertising, Inc.
3. FACILITIES
ERP 750 w.; 92.7 mc.
Operating schedule: 24 hours daily, EST.
Partial simulcast operation. Operated separately 9 am-midnight Tues thru Sat; noon-midnight Sun; all day Mon. For simulcast facilities see WENY.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL RATE POLICY
TIME RATES
Rates effective _____
Card received November 4, 1965.
6. SPOT ANNOUNCEMENTS
1 min (rotating basis) 7.50
8. PROGRAM TIME RATES
1 hr 65. 1/4 hr 20.
1/2 hr 34.
CONSECUTIVE WEEKS DISCOUNT
6 wk 5% 39 wk 20%
13 wk 10% 52 wk 30%
26 wk 15%

WIQT

1967
HORSEHEADS



Subscriber to the NAB Radio Code
Media Code 4 233 2575 2.00
Chemung County Radio, Inc., Box 288, Corner Main & John Sts., Horseheads, N. Y. 14845. Phone 607-739-3555.
STATION'S PROGRAMMING DESCRIPTION
WIQT: Programmed for adults and young adults.
MUSIC: primarily popular, film music, showtunes, standards. TALK: network commentary 8:30-8:35 am

M-F, 12:30-12:45 pm M-Sat & 6:35-6:40 pm M-F.
NEWS: 5 min local every hour on hour M-Sun. 5 min network news every hour on half hour M-Sun. 10 min major news 8 am, noon, 6 pm. Stock market report at mid-day & 6 pm. ENTERTAINMENT: music and news all day, with 5 min news at 10:30 am. RELIGIOUS: Sun am 1-1/4 hours. Contact Representative for further details. Rec'd 1/31/69.

1. PERSONNEL
Pres. & Prog. Dir.—John A. Arlikian.
Vice-Pres. & Treas.—Manuel N. Panosian.
Gen'l & Sales Mgr.—G. Robert Johnson.
2. REPRESENTATIVES
Gill-Perna, Inc.
New England—New England Spot Sales, Inc.
3. FACILITIES
1,000 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70b, 71a, 72a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 3/1/69—Rec'd 2/12/68.

6. SPOT ANNOUNCEMENTS
FIXED POSITION
PER YR. EA: 1x 26x 157x 281x 520+
1 min. 7.20 6.00 4.80 3.60 3.00
30 sec. 4.80 4.20 3.60 3.00 2.65
10 sec. 3.60 3.00 2.40 1.80 1.65

7. PACKAGE PLANS
1-MINUTE ROS (within a 12 month period)
PER WK: 1x 6x 12x 24x 48+
4 wk 5.40 4.50 3.90 3.40 3.00
13 wk 4.80 3.90 3.40 3.00 2.60
26 wk 4.20 3.40 3.00 2.60 2.40
52 wk 3.60 3.00 2.60 2.40 2.15
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WEEKLY PACKAGE PLAN
PER WK: 10x 20x 30x 40x 50x
1 min 54 98 128 180 180
30 sec 43 77 100 128 145
10 sec 27 48 63 80 90
Plan offers the non-continuous and in-and-out advertiser a flat weekly fee for number of spots desired. Advertisers who use 10 package plans within a 12 month period given 11th such package (average use) at no additional charge.

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 10 min 5 min
1 ti. 38.00 21.60 16.80 10.80
25 ti. 30.00 20.40 15.60 9.60
157 ti. 27.00 18.00 13.20 7.20
280 + 24.00 16.80 12.00 6.00
Programs of different duration and time classification may be combined for discount purposes.

ELMIRA HEIGHTS

Chemung County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See Elmira

(including Horseheads; Elmira Heights)

ENDICOTT

Broome County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Binghamton

(including Endicott)

FREDONIA

Chautauque County—Map Location A-7
See SRDS consumer market map and data at beginning of the State.

WBUZ

1957



Media Code 4 233 2650 3.00
WBUZ (Indio, 2 W. Main St., Fredonia, N. Y. 14063).
1. PERSONNEL
Station Manager—Donald G. Novelli.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5a, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 73a.

TIME RATES
Rates effective November 1, 1959. (Card No. 3.)
Card received December 14, 1959.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 1/2 1/4 10 5 1
1 time 43.00 26.00 18.00 12.25 9.00 4.60
15 times 41.00 24.00 16.00 11.75 7.50 4.00
52 times 36.00 20.00 14.75 11.25 6.50 3.75
13 times 34.00 20.00 13.50 10.50 5.80 3.50
104 times 30.00 18.00 12.00 10.00 5.60 3.35
260 times 24.00 15.00 10.00 9.00 5.40 3.25

7. PACKAGE PLANS

SPECIAL SATURATION PACKAGES
100 30-sec. ann. (14 days, each) 2.90
200 30-sec. ann. (14 days), each 2.65
100 10-sec. ann. (14 days), each 1.60
200 10-sec. ann. (30 days), each 1.85

FREEMPORT

Nassau County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

FULTON (1 AM; 1 FM)

Oswego County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WOSC

1949



Media Code 4 233 2700 5.00
Casill Radio Corp., Business Office and Studio—1 West Bridge, Oswego, N. Y. 13126. Phone FI 3-2630.
Main Studio—Lakeshore Rd., Town of Granby, N. Y. Phone 592-2255.

1. PERSONNEL
President—Anamiae Mitchell.
Vice-Pres. & Gen'l Mgr.—Robert L. Rooney.
2. REPRESENTATIVES
Grant Webb & Company.
Regional Reps Corp.—New York State and Penn State Divisions.

3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset, EST.
Simulcast with WOSC-FM 6-9 am. For non-simulcast facilities see WOSC-FM.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS Radio Network.

TIME RATES
No. 5 ET 7/1/68—Rec'd 7/1/68.
6. SPOT ANNOUNCEMENTS
GUARANTEED TIME
1x 13x 26x 52x 104x 156x 208x 500x
30 sec 3.00 2.95 2.80 2.60 2.65 2.50 2.30 1.95
1 min 4.00 3.90 3.80 3.65 3.50 3.30 3.05 2.70

8. PROGRAM TIME RATES
GUARANTEED TIME
1x 13x 26x 52x 104x 156x 208x
5 min 9.00 8.00 7.50 7.00 6.00 5.50 5.00
1/4 hr 17.00 15.50 14.50 13.50 13.00 12.50 12.00
1/2 hr 33.00 30.00 27.00 26.00 25.00 23.00 22.00 (C1)

WOSC-FM

1962



Media Code 4 233 2701 4.00
Casill Radio Corp., Business Office and Studio—1 West Bridge, Oswego, N. Y. 13126. Phone 315-348-2631.
Main Studio—Lakeshore Rd., Town of Granby, N. Y. Phone 592-2255.

1. PERSONNEL
President—Anamiae Mitchell.
Vice-Pres. & Gen'l Mgr.—Robert L. Rooney.
2. REPRESENTATIVES
Grant Webb & Company.
3. FACILITIES
ERP 3,100 w.; 104.7 mc.
Operating schedule: 6 am-midnight daily.
Antenna ht.: 307 ft. above average terrain.
Simulcast with WOSC 6-9 am. For simulcast facilities see WOSC.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
See WOSC listing for coded regulations.

TIME RATES
No. 2 ET 7/1/67—Rec'd 9/6/67.
6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 208x 500x
1 min 2.40 2.25 1.95 1.80 1.60 1.45 1.20
8. PROGRAM TIME RATES
1x 13x 26x 52x 104x 156x 208x 500x
5 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50
1/4 hr 11.00 10.00 9.75 9.50 9.25 8.75 8.00
1/2 hr 16.00 15.25 14.75 14.25 13.75 13.25 12.75

GARDEN CITY

Nassau County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

GENEVA

Ontario County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

NEW YORK

WGVA

1947

A Straus Broadcasting Group Station



Media Code 4 233 2800 4.00

A Division of the Straus Broadcasting Group. Mohawk Broadcasting Co., Inc., Lenox Rd., Box 526, Geneva, N. Y. 14456. Phone 315-789-1200.

1. PERSONNEL
President—R. Peter Straus.
Station Manager—Kenneth A. Dodd.
Sales Manager—Bill MacIver.
2. REPRESENTATIVES
Grant Webb & Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:25-12:30 am, EST, DST.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5b, 7b, 8.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
No contests in spot announcements.

TIME RATES
No. 12 ET 10/1/67—Rec'd 11/14/68.
Class AA—5:30-10:00 am and 3:00-7:00 pm Mon thru Sat.
Class A—10:00 am-3:00 pm Mon thru Sat and 6:00 am-7:00 am Sun.
Class B—7:00 pm-12:30 am Sun thru Sat.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER WK: 1 min 30 sec 1 min 30 sec
1 ti. 10.00 7.50 18 ti. 6.50 4.90
6 ti. 7.50 5.50 24 ti. 6.00 4.50
12 ti. 7.00 5.25
Specified placement in above: Minutes 12.00, 30 sec 8.00.
CLASS A
1 ti. 8.00 6.00 24 ti. 5.10 3.80
6 ti. 6.00 4.50 30 ti. 4.80 3.60
12 ti. 5.70 4.25 36 ti. 4.55 3.40
18 ti. 5.40 4.00
CLASS B
1 ti. 4.80 3.60 24 ti. 3.00 2.25
6 ti. 3.60 2.70 30 ti. 2.80 2.10
12 ti. 3.40 2.55 36 ti. 2.60 1.95
18 ti. 3.20 2.40

Announcements and news broadcasts may not be combined to carry lower rates.
1 minute and 30-seconds may be combined for maximum frequency.

7. PACKAGE PLANS
(Within 7 days)
20 ti 25 ti 30 ti 40 ti 70 ti
1 min 85.00 105.00 125.00 160.00 253.00
30 sec 68.00 83.75 99.00 128.00 196.00
(Within 14 days)
80 ti 90 ti 100 ti 125 ti
1 min 284.00 306.00 325.00 375.00
30 sec 218.00 234.00 250.00 300.00

All packages assume that announcements will be placed on consecutive days over the specified period, with station placing announcements where availability exist between 6:30 am and 12:30 am and guaranteeing placement of 25% during 8:00-10:00 am and/or 3:00-7:00 pm periods.

DISCOUNTS
52 wk—15% 26 wk—10% 13 wk—5%
Package Plans may not be combined to earn continuity discounts.

GLENS FALLS (2 AM; 1 FM)

Warren County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WBZA

1959

Media Code 4 233 2850 9.00
Pathfinder Communications Corp., Everts Ave. Ext., Glens Falls, N. Y. 12801. Phone 518-792-2151.

1. PERSONNEL
General Manager—Harry V. Barker.
Director of Programs—James Scott.
Director of Sales—Donald Sugg.
2. REPRESENTATIVES
PRO Time Sales, Inc.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 5:30 am-local sunset, EST.
4. AGENCY COMMISSION
15% on net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5a, 6a, 7b.
Basic Rates: 20a, 23a, 24a.
Contracts: 46, 48.
Comb.: Cont. Discounts: 60b.
Affiliated with MBS Network.
Affiliated with American Contemporary Network.

TIME RATES
Rates effective October 1, 1962.
Rates received November 5, 1962.
Class A—7:00-10:30 am and 2:00-5:00 pm.
Class B—8:00-7:00 am, 10:30 am-2:00 pm and 5:00 pm-sign-off.

6. SPOT ANNOUNCEMENTS
CLASS A
1 ti. 8.75 6.00 28 ti. 8.25 5.50
13 ti. 8.50 5.75 52 ti. 8.00 5.00
CLASS B
1 ti. 7.75 5.00 28 ti. 7.25 4.50
13 ti. 7.50 4.75 52 ti. 7.00 4.00
(This listing continued on next page)

NEW YORK

Glens Falls—W B Z A—Continued

7. PACKAGE PLANS

SPOT SATURATION PACKAGE
(Within 10 days)
CLASS A

10 ti.....	5.25	52.50	30 ti.....	4.75	143.00
20 ti.....	5.00	100.00	50 ti.....	4.50	225.00

CLASS B

10 ti.....	5.00	50.00	30 ti.....	4.50	135.00
20 ti.....	4.75	95.00	50 ti.....	4.25	212.50

8. PROGRAM TIME RATES

1 hr.....	75.00	37.00	24.00	18.00	13.00
13 ti.....	67.00	36.00	23.00	17.00	12.00
26 ti.....	65.00	35.00	22.00	16.00	11.00
52 ti.....	61.00	34.00	21.00	15.00	10.00

10. SPECIAL FEATURES
Farm Market Show—5:30-7:00 am. Class B rates apply.

WWSC
1946

WWSC-FM
1957



Subscriber to the NAB Radio Code

Media Code 4 233 2900 2.00
Normandy Broadcasting Corp., 217 Dix Ave., Glens Falls, N. Y. 12801, Phone 518-793-4444.

- PERSONNEL**
Pres. & Gen'l Mgr.—John B. Lynch.
Sta. & Sales Mgr.—Donald D. Weaver.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
1,000 w. days; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM—ERP 3,000 w. (horiz. & vert.); 95.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
15/0; rendered on lat.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 23a, 24b, 25a, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 44a, 44b, 45, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60c, 61a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Rate tables shown after the deduction of all applicable discounts.
Affiliated with American Entertainment Network.
Member: Super Circle Group.

TIME RATES

No. 14 Eff 10/1/68—Rec'd 10/21/68.
A—6 am-7 pm. No Discount.
B—7 pm-midnight. Earns 25% discount.
C—Midnight-6 am. Earns 60% discount.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	PER YR:	1 min	30 sec
1 x.....	12.35	9.30	500 x.....	6.20	4.65
25 x.....	11.45	7.50	750 x.....	5.85	4.45
50 x.....	8.50	6.35	1000 x.....	5.20	3.95
100 x.....	7.50	5.85	1500 x.....	5.00	3.80
250 x.....	7.00	5.30			

8. PROGRAM TIME RATES

PER YR:	1 hr	2x	50x	100x	250x	500x
1 hr.....	89.60	85.00				
1/2 hr.....	49.85	47.15				
1/4 hr.....	29.70	23.75	20.70	17.85		
10 min.....	23.85	19.15	16.70	14.35		
5 min.....	16.85	15.10	11.60	10.20	9.45	8.30

GLOVERSVILLE

Fulton County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WENT
1944



Media Code 4 233 2950 7.00
WENT Broadcasting Corp., Radio Center, Harrison St. Ext., Gloversville, N. Y. 12078. Phone 4-7176.

- PERSONNEL**
Pres. & Treas.—Joseph H. Tobin.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm weekdays; 7:45 am-11:00 pm Sun. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 4a.
Contracts: 40a.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective October 1, 1955.
Rates received September 29, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	5	
	hr.	hr.	hr.	min.	(*)
1 time.....	75.00	43.00	30.00	15.00	8.00
13 times.....	71.25	42.75	28.50	14.25	7.60
26 times.....	67.50	40.50	27.00	13.50	7.20
52 times.....	63.75	38.25	25.50	12.75	6.80
104 times.....	60.00	36.00	24.00	12.00	6.40

10. SPECIAL FEATURES
Specified talent 15% of time charge, individual performer.

GOVERNEUR (1 AM; 1 FM)

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WIGS WIGS-FM

1964



Subscriber to the NAB Radio Code

Media Code 4 233 3000 0.00
Genkar, Inc., Box 179, 40 Church St., Gouverneur, N. Y. 13642. Phone 287-1230.

- PERSONNEL**
Pres. & Gen'l Mgr.—Morris F. Genthner.
Sta. Mgr. & Prog. Dir.—Ann D. Genthner.
- REPRESENTATIVES**
Grant Webb & Company.
Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm. EST.
FM-ERP 3,000 w.; 92.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 52 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only. Net 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 23a, 24c, 25a, 28c, 29b.
Contracts: 40a, 41, 44b, 45, 46, 49.
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3 Eff 5/1/68—Rec'd 5/15/68.

7. PACKAGE PLANS

PER WK:

1 ti	5 ti	12 ti	24 ti	36 ti	48 ti	60 ti
1 min	7.05	5.90	5.30	4.70	4.10	3.55
30 sec	5.90	4.70	4.10	3.55	2.95	2.35
10 sec	4.70	3.55	2.95	2.35	1.75	—

8. PROGRAM TIME RATES

1 x.....	1 hr	1/2 hr	1/4 hr	10 min	5 min
	70.60	35.30	17.85	14.15	9.40

No discounts apply.

HEMPSTEAD

Nassau County—Map Location H-10
See SRDS consumer market map and data at beginning of the State

WHLI
HEMPSTEAD

City of license—Hempstead, N. Y.
Hempstead office — WHLI Bldg., 384 Clinton St., Hempstead, N. Y. Phone 516-481-8000.
See listing under New York Urban Area.

HERKIMER

Herkimer County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WALY
1956



Media Code 4 233 3050 5.00
RMC Productions, Inc., 232 N. Main St., Herkimer, N. Y. 13350. Phone 315-866-1420.

- PERSONNEL**
President—James Graham.
Vice-Pres. & Gen'l Mgr.—Don Alexander.
Station Sales Manager—Earl Babel.
- FACILITIES**
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
All rates net to station; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60c, 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 Eff 12/1/68—Rec'd 12/9/68.

7. PACKAGE PLANS

PER 13 WK:

1 ti	13 ti	26 ti	52 ti	104 ti	156 ti	260 ti
1 min	3.55	3.30	3.20	2.90	2.70	2.55
30 sec	2.85	2.60	2.55	2.15	2.00	1.85
10 sec	2.00	1.90	1.75	1.60	1.40	1.25

ROS SATURATION PACKAGES

PER WK:

1 min	21 ti	31 ti	41 ti	61 ti
	62.50	74.40	94.30	134.20
30 sec	36.75	49.60	61.50	82.35
10 sec	28.25	38.75	51.25	76.25

Fixed position at specific times—6-9 am add .25 per spot; all other times add .15 per spot.

9. PARTICIPATING PROGRAMS
Swap Shop—add 25 per spot.

- SPECIAL FEATURES**
- 5-MINUTE NEWS & SPORTS**
- PER 13 WK:**

1 wk.....	17.50	30.00
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(*) Includes 1-minute commercial.
(†) Includes 1-minute commercial plus 10-second open and closing billboard.

- 2-1/2-MINUTE WEATHERCASTS**
- PER 13 WK:**

1 wk.....	17.50	30.00	42.50
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(*) Includes 30-second commercial.
(†) Includes 30-second commercial plus 10-second open and closing billboard.

HORNELL (2 AM; 1 FM)

Steuben County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WHHO

1949

Subscriber to the NAB Radio Code
Media Code 4 233 3055 3.00
Steuben Broadcasters, Inc., Radio Center, 85 Canisteo St., Hornell, N. Y. 14843. Phone 607-324-2000.

- PERSONNEL**
President—Edgar L. Nevins.
Vice-Pres. & Gen'l Mgr.—Jonas Termin.
Sta. Mgr. & Oper. Dir.—Gary Hoffman.
- REPRESENTATIVES**
New York City—Jack Masla & Co., Inc.
Upstate N. Y., Ohio—Regional Reps Corp.
Pa., Md., Wash., D. C.—Dome Messervy Co., Inc.
- FACILITIES**
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Northeast Radio Network.

TIME RATES

Rates received January 2, 1959.
Revisions received February 8, 1961.

5. SPOT ANNOUNCEMENTS

1 time.....	10.50	8.40	5.50
13 times.....	10.00	8.00	5.25
26 times.....	9.50	7.60	5.00
52 times.....	9.00	7.20	4.75
104 times.....	8.50	6.80	4.50
156 times.....	8.00	6.40	4.25
260 times.....	7.50	6.00	4.00
312 times.....	7.00	5.60	3.75

7. PACKAGE PLANS

SATURATION ANNOUNCEMENTS
(1-minute spots, run-of-schedule)

Per week:

10 ti	15 ti	20 ti	25 ti
1-12 consecutive weeks	70.00	101.25	130.00
13-25 consecutive weeks	67.50	97.50	125.00
26-38 consecutive weeks	62.50	90.00	115.00
39-52 consecutive weeks	60.00	86.25	105.00

Saturation announcements cannot be combined with regular announcements to earn greater frequency discounts.

(ID's, quickies and time signals)
Station breaks, time signals, weather forecasts and temperature reports—12-15 words live, 10 seconds transcribed product identifications:
15 per week..... 50.00 60 per week..... 180.00
30 per week..... 105.00

8. PROGRAM TIME RATES

1 time.....	25.00	23.00	18.00
13 times.....	24.25	22.25	15.25
26 times.....	23.50	21.50	14.50
52 times.....	22.50	20.75	13.75
104 times.....	21.50	20.00	13.00
156 times.....	20.50	18.95	12.25
260 times.....	19.50	17.90	11.50
312 times.....	18.50	16.80	10.75

WHHO-FM

1946

Media Code 4 233 3075 2.00
Steuben Broadcasters, Inc., Radio Center, 85 Canisteo St., Hornell, N. Y. 14843. Phone 607-324-2000.

- PERSONNEL**
President—Edgar L. Nevins.
Vice-Pres. & Gen'l Mgr.—Jonas Termin.
Sta. Mgr. & Oper. Dir.—Gary Hoffman.
- REPRESENTATIVES**
New York City—Jack Masla & Co., Inc.
Upstate N. Y., Ohio—Regional Reps Corp.
Pa., Md., Wash., D. C.—Dome Messervy Co., Inc.
- FACILITIES**
ERP 3,300 w.; 105.3 mc.
Operating schedule: 5:30 am-9:00 pm.
Antenna ht.—600 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
All duplicated on 3rd daylight hours.

TIME RATES

Rates effective March 1, 1958.
Rates received March 3, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	5 min.	1 min.	5 min.	1 min.
1 time.....	10.00	10.50	104 times.....	13.00
13 times.....	15.25	10.00	155 times.....	12.25
26 times.....	14.50	9.50	280 times.....	11.50
52 times.....	13.75	9.00	312 times.....	10.75

7. PACKAGE PLANS
Station breaks and time signals, 12-15 words, live, 10-seconds transcribed product ID's:
15 per week..... 60.00 60 per week..... 180.00
30 per week..... 105.00

SATURATION ANNOUNCEMENTS
AM rates apply.

WLEA

1951

RAB

Media Code 4 233 3100 8.00
Hornell Broadcasting Corp., Box G, 97 Main St., Hornell, N. Y. 14843. Phone 607-324-1480.

- PERSONNEL**
President—Charles D. Henderson.
Traffic Manager—Carol Stirobel.
Sales Manager—Charles D. Henderson.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 net charges for 15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective December 1, 1958. (Card No. 4.)
Rates received December 5, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10 s	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	48.00	34.00	22.00	18.00	11.50	8.50	7.00
13 times.....	47.00	33.00	21.00	17.00	11.00	8.25	6.75
26 times.....	45.00	32.00	20.00	16.00	10.50	8.00	6.50
52 times.....	44.00	31.00	19.00	15.00	10.00	7.75	6.25
104 times.....							

HUNTINGTON

Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

HYDE PARK

Dutchess County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WHYW

1963

Media Code 4 233 3250 1.00
Ubiquitous Corp., Box 95, Violet Ave., Hyde Park, N. Y. 12538. Phone 914-454-1020 & 2121.

STATION'S PROGRAMMING DESCRIPTION
WHYW: Programmed with young adult format. NEWS: 5 min every 15 min 6-9 am and at :15 & :45 9 am sign-off. Newscast 11:45 am-12:10 pm. 3 man news department. General popular music, air personalities 6 am-2 pm. Current hits 2-8 pm, 12-10:30 pm telephone participation with air personalities and guests. SPORTS: local college football games with local announcers, live, 4 shortwave mobile units. COMMERCIAL POLICY: 18 minutes per hour commercial limit. 15 minute product classification protection guaranteed. Contact Representative for further details. Rec'd 12/30/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Thomas C. Durfee.
Vice-Pres. & Sales Mgr.—William DeCesare.
Program Director—David P. Fitch.
- REPRESENTATIVES**
Grant Webb & Company.
- FACILITIES**
ERP 500 w.; 950 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only: monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 60k.
Cancellation: 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME				
No. 3 ET 1/1/67—Rec'd 12/12/66.				
AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3-6 pm.				
A—All other times.				
6. SPOT ANNOUNCEMENTS				
CLASS A				
PER WK:	1 MI	5 TI	10 TI	20 TI
1 wk.....	3.71	7.94	15.88	31.76
4 wk.....	8.53	17.35	34.70	69.40
13 wk.....	23.17	46.34	92.68	185.36
26 wk.....	46.34	92.68	185.36	370.72
52 wk.....	92.68	185.36	370.72	741.44
30 SECONDS				
1 wk.....	7.08	14.16	28.32	56.64
4 wk.....	16.16	32.32	64.64	129.28
13 wk.....	42.40	84.80	169.60	339.20
26 wk.....	84.80	169.60	339.20	678.40
52 wk.....	169.60	339.20	678.40	1356.80
CLASS AA				
Extra 10%.				

ISLIP

Suffolk County—Map Location H-10.
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

ITHACA (2 AM; 3 FM)

Tompkins County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WEIV (FM)

1953

NIAFMB

Media Code 4 233 3350 9.00
Christian Broadcasting Corp., Drawer G, Ithaca, N. Y. 14850. Phone 607-272-8141.

- PERSONNEL**
General Manager—Andrew V. Andersen.
Sales Manager—Walter Wadsworth.
- FACILITIES**
ERP 5,400 w.; 103.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 890 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 49.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80
Member: Northeast Radio Network. See that listing for rates.

WHCU

1921

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 3400 2.00
Cornell University, 212 E. State St., Ithaca, N. Y. 14850. Phone 607-272-2345.

STATION'S PROGRAMMING DESCRIPTION
WHCU: Programmed for most part for adults and young adults.

Approximately 50% talk with discussions, interviews, feature stories, book reviews, news commentary and analysis with news on hour every hour. MUSIC: general popular, middle-of-the-road, show and album music, excepting on weekends 2 hours of jazz, 1 hour of folk, 6 hours of classical. NEWS: M-F, at noon & 5 pm, newsreel with local news, world news, news commentary, weather, sports, farm features, farm and stock market reports. SPORTS: play-by-play of university football, hockey, basketball, high school and pro football, World Series, All-Star Games. Rec'd 8/12/68.

- PERSONNEL**
General Manager—Don Martin.
Sales Manager—Horace E. M. Brockway.
Program Director—Joseph A. Short.
- FACILITIES**
1,000 w.; 870 kc. Non-directional.
Operating schedule: Sunrise-New Orleans sunset. EST.
Partial simulcast operation. Simulcast 6-9 am, noon-1 pm & 5-6 pm. For non-simulcast facilities see WHCU-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 28a, 28c, 29a.
Contracts: 40a, 44a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 61c, 62d.
Cancellation: 70a, 70d, 71a.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES

ET 1/1/68—Rec'd 10/20/65.				
6. SPOT ANNOUNCEMENTS				
1 min.....	12.00	11.00	10.00	9.00
30 sec.....	8.75	8.00	7.25	6.50

WHCU-FM

1947

NAB

Media Code 4 233 3401 0.00
Cornell University, 212 E. State St., Ithaca, N. Y. 14850. Phone 607-272-2345.

- PERSONNEL**
General Manager—Don Martin.
Sales Manager—E. M. Brockway.
Program Director—Joseph A. Short.
- FACILITIES**
ERP 40,000 w.; 97.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 730 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-noon, 1-5 pm & 6 pm-1 am. For simulcast facilities see WHCU.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
See WHCU listing for coded regulations.
Affiliated with CBS.

TIME RATES

ET 7/11/68—Rec'd 10/11/68.				
6. SPOT ANNOUNCEMENTS				
1 min.....	8.00	7.00	6.50	6.00
30 sec.....	5.00	4.50	4.00	3.50
10. SPECIAL FEATURES				
5-min Newscast.....	10.00	9.00	8.00	7.00
Weather Forecast.....	8.00	7.25	6.50	6.00
55-min block.....	25.00	20.00
(*) Participation available.				

WTKO

1856

NAB

Media Code 4 233 3450 7.00
Ivy Broadcasting Company, Inc., Box 10, Ivy Broadcasting Bldg., 113 S. Cayuga St., Ithaca, N. Y. 14850. Phone 607-272-9040.

STATION'S PROGRAMMING DESCRIPTION
WTKO: Programmed for adult and young adult audience sign-on-3:30 pm, teens and young adults 3:30-4:30 pm, adults in evening drive time. Predominantly talk and middle-of-the-road music. Accent on-the-spot local news coverage and features. NEWS: network with news on hour and features delayed to :25 after hour, 4 local newscasts a day 7 am, 7:45 am, 12:05 pm, 6 pm or sign-off. Network news at 8:30 am & 12:30 pm. Sports am and pm. Broadcast pro and college football. University extension farm program mornings at 6:05 am. Rec'd 1/31/68.

- PERSONNEL**
President—Ellis E. Erdman.
Vice-Pres. & Gen'l Mgr.—Robert Newman.
- FACILITIES**
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a, 41, 42a, 44a, 44b, 46, 47a, 49, 51a.
Affiliated with American Information Network.

TIME RATES

ET 5/1/68—Rec'd 3/31/69.				
6. SPOT ANNOUNCEMENTS				
1 min.....	10.00	9.00	7.00	5.75
30 sec.....	9.00	8.00	6.00	4.75

WVBR-FM

1959

NAB

Media Code 4 233 3500 9.00
Cornell Radio Guild, Inc., Willard Straight Hall, Ithaca, N. Y. 14850. Phone 607-272-2398.

STATION'S PROGRAMMING DESCRIPTION
WVBR-FM: Programmed for teens and young adults. Air Personalities handle music and news throughout schedule. NEWS: 5 min network news at :15, 5 min local and state news with sports capsule at :45, 30 min news at 6:15 pm. News staff covers local and university events. MUSIC: blend of elements built around core of top 40 rock, including rhythm and blues, progressive rock, folk rock and folk, frequent play of LP materials. Specialty programs, per week: Jazz 3 hours, folk 7 hours, progressive rock 3 hours, country and western 4 hours. Public affairs programming, local origin. Rec'd 11/22/68.

- PERSONNEL**
General Manager—J. Thomas Marchitto.
Business Manager—William McDaniel.
Program Director—John L. Mangan.
- FACILITIES**
ERP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: 6:30-3 am. EST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 7b.
Rate Protection: 15b.
Basic Rates: 24b, 25a, 26.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60c, 60f.
Cancellation: 70a, 70c, 72b, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

NATIONAL AND LOCAL RATES SAME

No. 8 ET 8/1/69—Rec'd 6/30/69.				
6. SPOT ANNOUNCEMENTS				
1 min.....	5.50	5.25	5.00	4.50
30 sec.....	3.75	3.50	3.25	3.00
10/15.....	2.75	2.65	2.50	2.25
1 min.....	10.41	20.41	30.41	50.41
30 sec.....	3.75	7.50	11.25	15.00
15/15.....	2.75	5.50	8.25	11.00
STEREO 93 TWO WEEK PLAN				
25 1-min or 40 30-sec spots.....	93.00			
10. SPECIAL FEATURES				
5-min News.....	6.50	9.75	13.00	16.25
World Report.....	1.00	18.00	16.00	14.00

JAMESTOWN (2 AM; 1 FM)

Chautauque County—Map Location A-7
See SRDS consumer market map and data at beginning of the State.

WJTN

1924

American Entertainment Ntwk

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 233 3550 4.00
James Broadcasting Co., Hotel Jamestown, Jamestown, N. Y. 14701. Phone 716-487-1151.

STATION'S PROGRAMMING DESCRIPTION
WJTN: Programmed for adult audience. Talk and middle-of-the-road music predominant sound. NEWS: 5 min newscasts on hour and half hour with 15 min at 7:30 am, noon, 6 pm & 11 pm containing both national and local items. Sports-casts and play-by-play local and national sports featured. Country and western music worked into format, and also musical programs for Swedish, Italian, and Puerto Rican population in area. Contact Representative for further details. Rec'd 7/31/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Simon Goldman.
Vice-Pres. & Sales Mgr.—J. Carl Willems.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Boston—Eckels & Queen, Inc.
Pittsburgh—Gateway Reps.
Cleveland—Thomas Broadcasting Sales, Inc.
- FACILITIES**
500 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 7:00-2:00 am Sun; 5:30-2:00 am weekdays. EST.
- AGENCY COMMISSION**
15% on net time charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24c, 24e, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 44b, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with KDS.
Member: Goldman Group; Northeast Radio Network; National AgRadio Groups, Inc.
Sold in combination with WGGO, Salamanca. See that listing for discount.

TIME RATES

ET 12/1/68—Rec'd 11/7/68.				
6. SPOT ANNOUNCEMENTS				
1 min.....	11.00	10.45	9.90	9.35
20/30 sec.....	8.80	8.35	7.90	7.45
10 sec.....	5.50	5.25	4.95	4.70

NEW YORK

7. PACKAGE PLANS				
PER WK:	5 TI	10 TI	15 TI	20 TI
1 min.....	8.80	8.35	7.70	7.15
20/30 sec.....	7.05	6.60	6.15	5.70
10 sec.....	4.40	4.15	3.85	3.60
All spots may be combined for discounts.				

8. PROGRAM TIME RATES				
1/2 hr.....	49.50	45.85	43.45	41.05
1/4 hr.....	39.00	36.60	34.95	33.40
10 min.....	25.30	23.55	22.30	21.05
5 min.....	16.50	15.70	14.85	14.05

9. PARTICIPATING PROGRAMS
The Dumigan—12:35 pm & 5:05 pm Mon thru Fri. Flat 11.00.
Melva Webber Show—1:20 pm Mon thru Fri. Flat 11.00.
Jim Roselle Show—7-9 am Mon thru Sat. Flat 11.00.
WJTN Farmer—5:30-7 am Mon thru Sat. Flat 11.00.

WJTN-FM

1947

NAB

NIAFMB

Subscriber to the NAB Radio Code
Media Code 4 233 3551 2.00
James Broadcasting Co., Inc., Hotel Jamestown Bldg., Jamestown, N. Y. 14701. Phone 487-1151.

STATION'S PROGRAMMING DESCRIPTION
WJTN-FM: MUSIC: popular. NEWS: 2 min on hour. Weather on half hour. Symphony music 9-11 pm M-F. Contact Representative for further details. Rec'd 7/1/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Simon Goldman.
Sales Manager—J. Carl Willems.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Boston—Eckels & Queen, Inc.
Pittsburgh—Gateway Reps., Inc.
Cleveland—Thomas Broadcast Time Sales, Inc.
- FACILITIES**
ERP 9,500 w.; 93.3 mc.
Operating schedule: 5:30-1:00 am weekdays; 7:00 am-midnight Sun. EST.
Antenna ht.—750 ft. above average terrain.
- AGENCY COMMISSION**
15% to recognized agencies.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Member: The Goldman Group.

TIME RATES

ET 4/24/68—Rec'd 5/2/68.				
6. SPOT ANNOUNCEMENTS				
PER WK:	3-7 TI	14 TI	21 TI	21 TI
1 min.....	2.30	2.10	1.90	1.70
8. PROGRAM TIME RATES				
PER WK, 1/2 HR:	2 TI	3 TI	4 TI	7 TI
1 min.....	6.95	6.95	6.30	5.70

WKSJ

1947



vic piano
associates, inc.

RAB

A Trend Station
Media Code 4 233 3600 7.00
Trend Broadcasting Inc., Box 1109, Jamestown, N. Y. 14701. Phone 710-484-9191.

STATION'S PROGRAMMING DESCRIPTION
WKSJ: Programmed for adults. AIR PERSONALITIES handle all segments. 6 am-noon weather every 30 min. Highway report and news every 30 min. Want ads and community bulletin board 1 min every hour. General popular music with telephone conversation feature 9 am-noon. Noon-6 pm same as above with 5 min features covering stock market, gardening and interior decorating. 6 pm-12M middle-of-the-road music, sports, phone discussion. 6:30-7 pm phone request music show, 7-10 pm music, interviews, audience participation. Local news, sports, weather 10 pm-12M. 12M-4 am popular and album music, phone audience participation. 4-6 am country and western music with farm news, information features. 6 man news department, 3 mobile units, sports, sports director. Contact Representative for further details. Rec'd 10/11/67.

- PERSONNEL**
President—Lowell "Bud" Paxson.
Gen'l & Sales Mgr.—Robert R. Michael.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervoy Co., Inc.
- FACILITIES**
250 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours a day. EST.
- AGENCY COMMISSION**
None; all rates net to station. 5% discount if paid by 10th of following month. 6% carrying charges compounded monthly if not paid within 60 days of 1st billing.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 28b.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
(This listing continued on next page)

NEW YORK

Jamestown—W K S N—Continued

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/69—Rec'd 12/28/68.

7. PACKAGE PLANS

PER WK:	1 t	1 1/2 t	2 t	2 1/2 t	3 t	3 1/2 t	4 t
1 min.	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec.	5.50	5.00	4.50	4.00	3.50	3.00	2.50
15 sec.	4.00	3.75	3.50	3.25	3.00	2.50	2.00
5 sec ID	3.00	2.75	2.50	2.25	2.00	1.75	1.50

CONTR. DISCOUNTS

26 wk—4%	26 wk—7%	52 wk—10%	
1 hr.	54.45	51.15	46.75
1/2 hr.	32.45	30.55	28.60
1/4 hr.	21.55	20.35	19.16
15 min.	17.55	16.20	14.85
5 min.	14.40	10.85	10.50

13. PROGRAM TIME RATES

1x	1 1/2x	2x	2 1/2x	3x	3 1/2x	4x
1 hr.	54.45	51.15	46.75	43.15	39.30	35.75
1/2 hr.	32.45	30.55	28.60	24.20	21.70	18.95
1/4 hr.	21.55	20.35	19.16	17.80	16.15	14.40
15 min.	17.55	16.20	14.85	13.50	12.10	10.85
5 min.	14.40	10.85	10.50	9.75	9.10	8.15

10. SPECIAL FEATURES
Weather Forecasts—30-sec rate.
Time Signals—10-sec rate.

W K S N-FM

1985



Media Code 4 233 366 5.00
Trend Broadcasting Inc., Box 1199, Jamestown, N. Y.
14701. Phone 716-484-9181.
STATION'S PROGRAMMING DESCRIPTION
WKSN-FM: Programmed for adults.
MUSIC 80%; 100% album featuring recognizable standards. Music presented in uninterrupted 12-1/2 min segments. NEWS 10%; local, national and international news; 5 min. or hour. COMMERCIAL POLICY: 6 minutes maximum per hour. Contact Representative for further details. Rec'd 8/31/67.

- PERSONNEL**
President—Lowell W. Paxson.
Gen'l & Sales Mgr.—Robert R. Michael.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervay Co., Inc.
- FACILITIES**
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station. 5% discount if paid by 10th of following month. 6% carrying charges compounded monthly if not paid within 60 days of 1st billing.
- GENERAL ADVERTISING** See coded regulations See WKSN listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/69—Rec'd 12/28/68.

8. PROGRAM TIME RATES

1 1/2 hr block daily, 7 days per wk, wkly	25.00
Each 1/2 hr contains 3 1-minute spots plus open and close sponsor ID. Sponsor's 1/2 hour begins 1/2 hour later each day.	

JOHNSTOWN (1 AM; 1 FM)

Fulton County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WIZR

1964

Media Code 4 233 3650 2.00
WIZR Broadcasting Corp., Box 307, 179 E. State St., Johnstown, N. Y. 12095. Phone 662-4631.

- PERSONNEL**
President—August J. Galasso.
General Manager—Raymond J. Normandin.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w.; 930 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WIZR-FM.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a, 20, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 60j.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Northeast Radio Network.

TIME RATES
Eff 12/1/67—Rec'd 11/6/67.

6. SPOT ANNOUNCEMENTS

1 min.	1x	1 1/2x	2x	2 1/2x	3x	3 1/2x	4x
	7.75	7.50	7.00	6.75	6.25	5.75	5.00
30 sec.	6.00	5.75	5.25	5.00	4.75		

8. PROGRAM TIME RATES

1x	1 1/2x	2x	2 1/2x	3x	3 1/2x	4x
1 hr.	75.00	70.00	65.00	60.00	55.00	50.00
1/2 hr.	40.00	38.00	36.00	34.00	32.00	30.00
1/4 hr.	23.00	22.00	21.00	20.00	19.00	18.00
15 min.	20.00	19.00	18.00	17.00	16.00	15.00
5 min.	12.00	11.75	11.50	11.25	11.00	10.75

WIZR-FM

1968

Media Code 4 233 3651 0.00
WIZR Broadcasting Corp., Box 307, 179 E. State St., Johnstown, N. Y. 12095. Phone 662-4631.

- PERSONNEL**
President—August J. Galasso.
General Manager—Raymond J. Normandin.
Program Director—Henry Kinney.

- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WIZR.
- AGENCY COMMISSION**
15% time only; 10% cash discount.
- GENERAL ADVERTISING** See coded regulations. See WIZR listing for coded regulations.

TIME RATES
Eff 1/7/69.

6. SPOT ANNOUNCEMENTS

1 min	1x	1 1/2x	2x	2 1/2x	3x	3 1/2x	4x
	8.00	7.50	7.00	6.75	6.50	6.00	5.75
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

8. PROGRAM TIME RATES

1/4 hr.	1x	1 1/2x	2x	2 1/2x	3x	3 1/2x	4x
	25	22	20	18	16	15	14
1/2 hr.	40	37	35	33	31	29	27
1 hr.	75	71	69	67	65	63	61

Includes open, close and 2 1-minute spots in 1/4 hour or open, close and 4 1-minute spots in 1/2 hour.

KINGSTON (3 AM; 1 FM)

Ulster County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WBAZ

1959

Media Code 4 233 3700 5.00
Hunter Broadcasting Group, Inc., Box 280, Kingston, N. Y. 12401. Phone 914-331-6300.

- PERSONNEL**
General Manager—Jim Whaley.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
New England Spot Sales, Inc.
- FACILITIES**
500 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 24c, 25c, 28c, 29b, 30.
Contracts: 40c, 41, 42b, 51a, 51b.
Comb.: Cont. Discounts: 60e, 60i, 61a.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 1/1/67—Rec'd 12/16/66.

6. SPOT ANNOUNCEMENTS

1 min	1x	1 1/2x	2x	2 1/2x	3x	3 1/2x	4x
	7.00	6.50	6.00	5.75	5.50	5.00	4.80
30 sec	5.40	5.10	4.80	4.55	4.30	4.05	3.80
15 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	5 t	10 t	20 t	30 t	40 t
1 min.	5.30	4.95	4.65	4.35	4.10
30 sec.	4.25	3.95	3.70	3.50	3.25
15 sec.	2.65	2.50	2.30	2.15	2.05

WGHQ

1956

A Hudson-Westchester Station
Mort Bassett & Co., Inc.
Independent

Media Code 4 233 3750 0.00
Hudson-Westchester Radio, Inc., Box 427, Uptown, Kingston, N. Y. 12402. Phone 014-331-8200.
STATION'S PROGRAMMING DESCRIPTION
WGHQ: Programmed for families.
NEWS: 3 man department, 20 stringers, 3 mobile units, 6-10 am community features, school, political, civic news. MUSIC: general & familiar, subordinate to community involvement. Private weather service, 11-12 am, live celebrity interviews. 12-6 pm studio interviews, stock market, UPI wire. 6:20-7 pm Open Line talk. Religious community and discussion programs on weekends, and High School Quiz forums, 4 editorials daily, endorse political candidates. SPORTS: scholastic and college football and basketball, Little League. Contact Representative for further details. Rec'd 8/8/69.

- PERSONNEL**
President—Harry M. Thayer.
General Manager—Anthony Bell.
Program Director—William D. Skilling.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
5,000 w. days; 920 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 4/1/68—Rec'd 2/26/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
1 MINUTE
- | WKLY: | 6 t | 12 t | 18 t | 24 t |
|-------|-----|------|------|------|
| AA | 15 | 14 | 13 | 12 |
| A | 13 | 12 | 11 | 10 |
- 20/30 sec: 75% of applicable 1-min rate.
ID's: 50% of applicable 1-min rate.
CONSECUTIVE WEEK DISCOUNTS
26 wk—10% 52 wk—15%
- 8. PROGRAM TIME RATES**
- | 1x | 1 hr | 1/2 hr | 1/4 hr | hr |
|---------------------------------|------|--------|--------|----|
| 5 min: 1-1/2x applicable 1-min. | 200 | 125 | 90 | |

WGHQ-FM

1965
A Hudson-Westchester Station
Media Code 4 233 3751 8.00
Hudson-Westchester Radio, Inc., Box 427, Uptown, Kingston, N. Y. 12402. Phone 914-331-8200.
STATION'S PROGRAMMING DESCRIPTION
WGHQ-FM: Programmed for adults.
MUSIC: Show tunes, block segments. NEWS: Local, regional, national and international, on hour and half hour 6 pm 'til midnight. Contact Representative for further details. Rec'd 8/8/60.

- PERSONNEL**
President—Harry M. Thayer.
General Manager—Anthony Bell.
Program Director—William D. Skilling.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
ERP 3,000 w.; 94.3 mc.
Operating schedule: 7:00 am-midnight. EST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
Rates effective December 6, 1965.
Rates received November 18, 1965.

6. SPOT ANNOUNCEMENTS

PER WK:	8 t	12 t	18 t	24 t
Less than 6 t	8	12	18	24
6 t	8	12	18	24

WKNY

1939
RAB

Media Code 4 233 3800 3.00
Kingston Broadcasters, Inc., Broadway Theater Bldg., 601 Broadway, Kingston, N. Y. 12401.
Phone 914-331-1490.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lawrence Swars.
Program Director—Joseph Shuler.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 46, 47b, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 11 Eff 5/1/67—Rec'd 5/5/67.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	CLASS AAA	5x	10x	15x	20x	25x
1 min.	12.00	11.50	11.00	10.50	10.00	10.00
20/30 sec.	9.60	9.20	8.80	8.40	8.00	8.00
10 sec.	6.00	5.75	5.50	5.25	5.00	5.00

CLASS AA

1 min.	10.50	10.00	9.50	9.00	8.50
20/30 sec.	8.40	8.00	7.60	7.20	6.80
10 sec.	5.25	5.00	4.75	4.50	4.25

CLASS A

1 min.	5.50	5.20	4.90	4.70	4.40
20/30 sec.	4.40	4.20	3.90	3.70	3.50
10 sec.	2.75	2.60	2.45	2.35	2.20

ANNUAL DISCOUNTS
26 wk—10% 52 wk—15%

LAKE PLACID

Essex County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WIRSD

1961
NAB
Media Code 4 233 3850 8.00
WIRD, Inc., Box 788, Olympic Arena, Main St., Lake Placid, N. Y. 12947. Phone 523-3341 or 523-3342.

- PERSONNEL**
President—Lincoln F. Dixon.
Vice-President—Donald A. Nardiello.
Treasurer—Carol Dixon.

- REPRESENTATIVES**
Gill-Perma, Inc.
- FACILITIES**
5,000 w. days; 920 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20b, 21a, 21c, 23a, 24a, 25a, 28b, 28c, 29b, 30, 33b.
Contracts: 40a, 42c, 43, 44b, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 61c, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with CBS Radio Network.
In combination with WIEY, Plattsburgh, New York. See that listing for rates.

TIME RATES
Rates effective November 21, 1961. (Card No. 1, Rates received March 26, 1962.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 t	1 1/2 t	2 t	2 1/2 t	3 t	3 1/2 t	4 t
1 hour	37.50	35.50	33.75	31.75	30.00	28.00
1/2 hour	22.50	21.50	20.25	19.00	18.00	17.00
1/4 hour	13.50	12.75	12.25	11.50	10.80	10.00
5 minutes	11.25	10.75	10.25	9.50	9.00	8.50
1 minute	6.00	5.70	5.40	5.10	4.80	4.50

7. PACKAGE PLANS

PER WEEK:	10 t	15 t	20 t
1-12 weeks	5.35	4.90	4.45
13-25 weeks	4.80	4.45	4.00
26-52 weeks	4.30	3.90	3.60

30 seconds—75% of applicable rate.
ID's—50% of applicable rate.

Liberty—W V O S—Continued

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:45 am-11:30 pm weekdays; 9:00 am-11:30 pm Sun. EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 22a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 49, 51a, 51b.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
No. 9 ET 5/1/69—Rec'd 5/5/69.
A—Sign-on-9 pm.
B—After 9 pm.

6. SPOT ANNOUNCEMENTS

A:	1 min	30 sec	1 min	30 sec
13 x	11.25	9.50	15.6	8.75
19 x	11.25	8.50	23.4	8.00
52 x	9.75	8.00	26.0	7.75
78 x	9.50	7.75	31.2	7.25
104 x	9.25	7.50		

Class B: Less 10%.

8. PROGRAM TIME RATES

A:	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	60.00	44.00	34.00	29.00	17.25
19 x	72.00	42.00	23.50	21.00	16.25
52 x	69.00	40.00	23.00	20.00	15.00
78 x	68.00	38.00	22.50	19.00	14.75
104 x	63.00	38.00	22.00	18.50	14.25
156 x	60.00	35.00	21.00	18.00	13.75
234 x	57.00	34.00	20.00	17.50	13.25
260 x	54.00	32.00	19.50	17.00	12.75
312 x	51.00	31.00	19.00	16.50	12.25

Class B: Less 10%.

WVOS-FM

1964
Media Code 4 233 3951 4.00
Sullivan County Broadcasting Corp., Box 150, Liberty, N. Y. 12754. Phone 914-292-5533.
Other Studio—Monticello, N. Y. Phone 914-794-6543.

1. PERSONNEL
President—S. D. Lubin.
Sec'y-Treas.—H. G. Borwick.

3. FACILITIES
EHF 600 w.: 95.9 mc.
Operating schedule: 6:45 am-11:30 pm Mon thru Sat; 9:00 am-11:00 pm Sundays. EST, DST.
Antenna ht: 588 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 22a, 25a.
Contracts: 40a, 42b, 45, 46, 47a, 49, 51a, 51b.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
Rates effective January 1, 1965. (Card No. 1.)
Card received January 14, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
13 x	9.00	8.00	15.6
19 x	8.00	7.00	23.4
52 x	7.50	6.50	26.0
78 x	7.00	6.00	31.2
104 x	6.50	5.50	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	80.00	55.00	20.00	15.00
19 x	58.00	33.50	19.00	14.50
52 x	58.00	33.00	18.00	14.00
78 x	54.00	30.00	18.00	13.50
104 x	52.00	29.00	15.50	13.00
156 x	50.00	28.00	15.00	12.00
234 x	48.00	27.00	14.50	11.00
260 x	46.00	26.00	14.00	10.00
312 x	44.00	24.00	13.00	9.00

LITTLE FALLS

Herkimer County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WLFH

1952
American Entertainment Ntwk



Media Code 4 233 4000 9.00
WLFH, Inc., 341 S. 2nd St., Little Falls, N. Y. 13365. Phone 515-823-1230.

1. PERSONNEL
President—Leonard F. Auerbach.
Vice-President—Madge G. Bowman.
Station Manager—Hank Brown.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 26, 28a, 28c, 29a, 31.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb. Cont. Discounts: 60f, 61a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

September 1, 1969

TIME RATES
No. 4N ET 9/1/69—7/0/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec
1 x	7.00	5.80	4.20
10 x	6.50	5.20	3.90
50 x	6.00	4.80	3.60
100 x	5.50	4.40	3.30
200 x	5.00	4.00	3.00
300 x	4.50	3.60	2.70
500 x	4.00	3.20	2.40

7. PACKAGE PLANS

WEEKLY SATURATION PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	60	110	150	180
30 sec.	48	88	120	144
10 sec.	36	66	90	108

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	80	42	28	18	10

DISCOUNTS

10x-5%	100x-10%	300x-25%
50x-7-1/2%	600x-20%	

(CR)

LOCKPORT

Niagara County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WUSJ

1949



Subscriber to the NAB Radio Code
Media Code 4 233 4050 4.00
Lockport Union-Sun & Journal, Inc., 320 Michigan St., Lockport, N. Y. 14094. Phone 716-433-5944.

STATION'S PROGRAMMING DESCRIPTION
WUSJ: Programmed for general interest.
MUSIC: middle-of-the-road sign-on-sign-off. NEWS: 5 min on hour, 2 min on half hour and three 15 min newscasts 8 am, 12:15 pm, 6:45 pm. RELIGIOUS: 6-8:30 am & 7-7:30 pm. SPORTS: Sport scoreboard 7:32 am, sports spotlight, 8:10 pm. Pro football and high school play-by-play home and away. TALK: 9-10 am woman's show, household hints and interviews. FARM: 12:30-12:45 pm. Mobile unit and air personalities available for remote broadcasts. Rec'd 5/29/69.

1. PERSONNEL
Station Manager—Thomas N. Ceravolo.
Sales Manager—Robert Rogers.

2. REPRESENTATIVES
Contact Station direct.

3. FACILITIES
250 w.: 1340 kc. Non-directional.
Operating schedule: 5:45 am-10 pm. EST.

4. AGENCY COMMISSION
15/0 net charges for time; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 20b, 21b, 22a, 24b, 28a, 28c, 29a.
Contracts: 40a, 44b, 45, 46, 47a, 51a.
Comb. Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 7/1/68—Rec'd 6/12/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
13 x	8.00	5.75	15.6
19 x	7.75	5.50	23.4
52 x	7.25	6.00	26.0
26 x	7.00	4.75	1000 x

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	55.50	37.00	26.75	18.75
19 x	54.50	36.25	26.25	18.50
26 x	51.50	34.50	24.75	17.50
52 x	48.75	32.50	23.50	16.25
156 x	38.00	23.00	17.25	12.00
312 x	27.75	18.50	13.25	9.50
624 x	25.25	17.50	12.25	8.75
1000 x	23.60	16.75	11.25	8.00

LONG ISLAND

Nassau and Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See Freeport, Garden City, Hempstead, Huntington, Islip, Mineola, Patchogue, Sag Harbor — cities listed alphabetically.

MALONE

Franklin County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WICY

1948

Media Code 4 233 4100 7.00
North Country Broadcasting Co., WICY Bldg., Malone, N. Y. 12053. Phone 187.

1. PERSONNEL
General Manager—Mitchell C. Tackley.
Commercial Manager—Alice Tackley Pelkey.

2. REPRESENTATIVES
Dore & Allen, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:15 pm. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb. Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES
ET 10/1/67—Rec'd 11/2/67.

6. SPOT ANNOUNCEMENTS

1x	2x	52x	104x	156x	260x	420x
1 min	8.00	7.80	7.60	7.20	6.80	6.00
30 sec	6.00	5.75	5.50	5.25	5.00	4.85

7. PACKAGE PLANS

1 min.	48 hr limit	20 ti	40 ti
		60	100

MASSENA (2 AM)

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WMSA

1945



Subscriber to the NAB Radio Code
Media Code 4 233 4150 2.00
The Watertown Daily Times (The Brockway Co.), Box 210, Massena, N. Y. 13862. Phone 769-3591.

1. PERSONNEL
President—John B. Johnson.
General Manager—James W. Higgins.
Station Manager—Thomas R. McHugh.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-8:05 pm. EST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb. Cont. Discounts: 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
TV Facilities: WWNX-TV, Watertown-Carthage, N. Y.

TIME RATES
Rates effective January 15, 1962. (Card No. 7.)
Card received January 19, 1962.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	1 min.	30 sec.
1 time	8.00	5.80	156 times
28 times	7.80	5.50	260 times
52 times	7.60	5.25	520 times
104 times	7.20	5.05	

7. PACKAGE PLANS
Per week:

10 times	6.00	4.20	20 times	4.80	3.40
15 times	5.20	3.65	25 times	4.40	3.10

10-second announcements—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

1 time	1 hr	1/2 hr	1/4 hr	5 min.
13 times	50.00	30.00	20.00	12.50
28 times	48.75	29.25	19.50	12.20
52 times	47.50	28.50	19.00	11.90
104 times	45.00	27.00	18.00	11.25
156 times	42.50	25.50	17.00	10.65
260 times	37.50	22.50	15.00	9.40
520 times	30.00	18.00	12.00	7.50

9. PARTICIPATING PROGRAMS
"Swap and Shop"—11:00 am Mon thru Fri, flat 10.25.

10. SPECIAL FEATURES
ABC Network Daytime Programs, flat 10.25. Details on request.
Ski Reports—weekends in season, flat 10.25.

WYBG

1958



Media Code 4 233 4200 5.00
Twin Tier Broadcasting, Inc., Schine Inn, Suite 116 and 118, Main and West Orvis Sts., Massena, N. Y. 13862. Phone 315-764-0554.

1. PERSONNEL
Company Manager—Charles L. Snyder.
Station Manager—William Kelly.
Office Mgr.—Marge Tennis.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

NEW YORK

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 28a.
Contracts: 40a.
Comb. Cont. Discounts: 60k, 61a, 61b, 62e.
Cancellation: 71a, 73a.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective September 1, 1965. (Card No. 1.)
Card received October 7, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 MINUTE
1 ti	8.00
25 ti	6.50
52 ti	6.00
104 ti	5.50
30-seconds—80% of 1-minute rate combinable for discount.	
10-seconds—50% of 1-minute rate not combinable for discount.	

7. PACKAGE PLANS

ROS WEEKLY PLANS

6 ti	6.50	18 ti	5.00
12 ti	5.50	24 ti	4.50

8. PROGRAM TIME RATES

5 min.	15.	1/2 hr.	35.
1/4 hr.	25.		

MIDDLETOWN (1 AM; 1 FM)
Orange County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WALL WALL-FM

NEW YORK

NEWARK

Wayne County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WACK

1957

Media Code 4 233 4400 1.00
Radio WACK, Inc., 110 E. Union St., Newark, N. Y.
14513. Phone 315-331-1420, 4343.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. Bud Sovo.
- REPRESENTATIVES**
Breen & Ward.
Update: New York, Pennsylvania, Ohio, Indiana, Kentucky—Regional Reps Corp.
- FACILITIES**
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%; 2% cash discount—10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 45, 45, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

ET Rec'd 2/7/68.

- SPOT ANNOUNCEMENTS**
1x 26x 52x 156x 260x 624x 1000x
1 min. 8.00 7.50 7.00 6.50 6.00 5.50 5.00
20/30 sec. 6.50 6.25 6.00 5.50 5.00 4.50 4.00
10/15 sec. 5.00 4.75 4.50 4.00 3.50 3.25 3.00
- PACKAGE PLANS**
PER WK. ROS: 60 ti 120 ti 180 ti
10/15 sec. 135 300 450

LONG WEEKEND

(ROS Sat, Sun, Mon, Tues)

- PER WK: 30 ti 45 ti 30 ti 45 ti
1 min. 225 292 10/15 sec. 135 180
20/30 sec. 187 247

- PROGRAM TIME RATES**
1x 15x 26x 52x 78x 104x
1/2 hr: 80% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

- SPECIAL FEATURES**
Complete news and weather on the hour—5-minute rates apply; headlines and weather at :25—1-1/2x minute rates apply; weather reports at :30—1-minute rates apply; sports—5-minute rates apply. Time signals & ID's—10/15-second rates apply.

NEWBURGH-BEACON

(2 AM; 1 FM)

Newburgh—Orange County—Map Location G-9
Beacon—Dutchess County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBNR

1959

BEACON

NAB

Media Code 4 233 4450 6.00
Beacon Broadcasting Corp., 475 South Ave., Beacon, N. Y. 12508. Phone 914-831-1260.
Other Offices—Hotel Newburgh, 111 Broadway, Newburgh, N. Y. 12550. Phone Newburgh 914-562-1260; Poughkeepsie 914-452-1260.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Lessner.
Vice-Pres. & Sta. Mgr.—Alford H. Lessner.
Sales Manager—Robert Outer.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w. days; 1260 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with AIBS.

TIME RATES

ET 7/1/69—Rec'd 5/28/69.

- PACKAGE PLANS**
PER WK: 1 ti 6 ti 12 ti 20 ti 30 ti 50 ti
1 wk. 15.00 13.00 12.00 11.00 10.00 9.00
4 wk. 14.50 12.00 11.00 10.00 9.00 8.00
13 wk. 14.00 11.00 10.00 9.00 8.50 7.00
26 wk. 13.50 10.00 8.50 7.00 6.50 6.00
52 wk. 12.00 8.00 7.00 6.50 6.00 5.50
30 sec: 80% of above. 10 sec: 50% of above.
20 sec: 75% of above.

PROGRAM TIME RATES

PER WK: 3 ti 5 ti 6 ti 7 ti
5 min. 20.50 18.50 17.50 16.50

SPECIAL FEATURES

NEWS SPONSORSHIP
PER WK: 3 ti 5 ti 6 ti 7 ti
5 min. 23.75 21.75 20.75 19.75

WFMN (FM)

1966

NEWBURGH

NAB

RAB

Media Code 4 233 4500 8.00
Nelson Broadcasting Co., 104 Broadway, Newburgh, N. Y. 12550. Phone 914-562-1900.
STATION'S PROGRAMMING DESCRIPTION
WFMN (FM): Programmed for adults.
NEWS: 12%; 8% local, 6% national and international, 5 min news at :55 every hour, quarter hour news at 7:15 am, 5:45 pm, 10:45 pm. Stock market news briefs every hour on half hour starting 11:30 am. Stock finals 5 min at 4:55 pm. Major sports news at end of newscasts, 3 military bases supply 5 min news at 7:50 am 7 days a week. Farm news 5 days, 6:50 am. MUSIC 88%; all albums, standards, film music, showtunes, 9 am-7 pm standards, 7-8 pm waltz program, 9-10 pm music, telephone mystery song contest, 10-11 pm film music, 11 pm-12M symphony. Sun 7 am-noon religious music, church service. Sun 1-2 pm public affairs. Participate in fund drives, editorializing. Contact Representative for further details. Rec'd 4/13/68.

- PERSONNEL**
Owner/Partner & Gen'l Mgr.—Donald F. Nelson.
Owner/Partner & Sta. Mgr.—Wilbur E. Nelson.
- REPRESENTATIVES**
New York—Roger Coleman, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.); 3,000 w. (vert.); 103.1 mc.
Operating schedule: 6:45-1 am. EST.
Antenna ht.: 210 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 2 ET 4/1/68—Rec'd 2/29/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 wk. 6.50 5.20 4.95 4.70 4.55 4.30 4.10
4 wk. 5.75 4.95 4.70 4.55 4.30 4.10 3.90
13 wk. 4.95 4.70 4.55 4.30 4.10 3.90 3.65
26 wk. 4.80 4.55 4.30 4.10 3.90 3.65 3.45
39 wk. 4.70 4.40 4.15 3.90 3.65 3.50 3.25
52 wk. 4.50 4.30 4.10 3.65 3.45 3.25 3.05
30 SECONDS
1 wk. 5.20 4.15 3.95 3.75 3.65 3.45 3.30
4 wk. 4.55 3.95 3.75 3.65 3.45 3.30 3.15
13 wk. 3.95 3.75 3.65 3.45 3.30 3.15 2.95
26 wk. 3.85 3.65 3.45 3.30 3.15 2.95 2.75
39 wk. 3.75 3.55 3.30 3.15 2.95 2.80 2.60
52 wk. 3.60 3.45 3.25 2.95 2.75 2.60 2.50
- PROGRAM TIME RATES**
PER WK: 1 ti 3 ti 6 ti 7 ti
1/2 hr. 26.00 25.35 24.70 24.05
1/4 hr. 14.50 14.00 13.90 13.65
1/4 hr. 8.05 7.80 7.75 7.60

- SPECIAL FEATURES**
5-MINUTE NEWS
1-minute rate plus .65.

WGNY

1959

NEWBURGH

NAB

RAB

Media Code 4 233 4550 3.00
Hudson Horizons, Inc., Box 501, Old Little Britain Rd., Newburgh, N. Y. 12550.
Phone 914-501-2131.
Other Studio—Walden, N. Y.

- PERSONNEL**
President—Joel W. Harnett.
General Manager—Campbell K. Thompson.
Sales Manager—James Barron.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
- FACILITIES**
5,000 w. days; 1220 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b, 15b, 16.
Basic Rates: 20b, 22a, 23a, 24c, 25a.
Contracts: 40a, 42a, 44b, 46.

TIME RATES

ET 3/1/69—Rec'd 2/21/69.

- PACKAGE PLANS**
1 MINUTE
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti 48 ti
1 wk. 15.75 13.65 12.60 11.05 10.50 10.25 10.00
4 wk. 14.75 12.60 11.55 10.50 10.25 10.00 9.75
13 wk. 14.70 11.55 10.50 10.25 10.00 9.75 9.45
26 wk. 14.20 10.50 10.25 10.00 9.75 9.45 8.85
52 wk. 11.55 10.25 9.65 9.45 8.95 8.40 8.10
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 75% of 1-min.
- PROGRAM TIME RATES**
PER WK: 3 ti 5 ti 6 ti 7 ti
5 min. 28.35 27.30 25.20 23.10
- SPECIAL FEATURES**
NEWS SPONSORSHIP
PER WK: 3 ti 5 ti 6 ti 7 ti
5 min. 19.15 17.05 16.00 14.95

NEW CITY

Rockland County—Map Location G-9.
See SRDS consumer market map and data at beginning of the State.

WRKL

1964

Media Code 4 233 4600 6.00
Rockland Broadcasters, New City, N. Y. 10956.
Phones 914-354-2000, 623-3888, 947-2000, N. Y. C. direct: 212-299-5100.

- PERSONNEL**
General Manager—Richard Werden.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
1000 w., 910 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: The New York City Suburban Group.

TIME RATES

Rates effective January 1, 1965.
Rates received February 23, 1965.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 30 sec 1 hr 1/2 hr 1/4 hr 1/8 hr 1/16 hr
Less than 14.00 12.00 18 ti 12.00 10.00
6 ti 13.00 11.00 30 ti 11.50 9.50
12 ti 12.50 10.50
1D—50% of applicable 1-minute rate.
Hot Line Shows—200% of applicable rate.
- DISCOUNTS**
13 cons wks. 5% 52 cons wks. 15%
26 cons wks. 10%
Discounts apply to announcement or program package; may not be combined for frequency discount purposes.
- PROGRAM TIME RATES**
1 x 1 hr 1/2 hr 1/4 hr 1/8 hr 1/16 hr 5 min
125 75 50 30 20
- DISCOUNTS**
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

- SPECIAL FEATURES**
SPECIAL NEWS RATES
(3 to 5 minutes)
PER WK: 1 hr 18 ti 15.
12 ti 16.

NEW ROCHELLE (1 AM; 1 FM)

Westchester County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WVOX

1950

A Hudson-Westchester Station

Independent

NAB

Media Code 4 233 4650 1.00
H-W Radio Inc., Pershing Square Bldg., 271 North 636-1450.
New Rochelle, N. Y. 10801. Phone 914-636-1450.

- PERSONNEL**
Pres. & Gen'l Mgr.—Vern F. O'Shaughnessy.
Oper. & Prog. Mgr.—John A. Bodner.
General Sales Manager—Edward V. Dennehy.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
500 w. days; 1460 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WVOX-FM listing.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.

- PERSONNEL**
Pres. & Gen'l Mgr.—Vern F. O'Shaughnessy.
Oper. & Prog. Mgr.—John A. Bodner.
General Sales Manager—Edward V. Dennehy.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
500 w. days; 1460 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WVOX-FM listing.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.

Comb.; Cont. Discounts: 60a, 60c, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

ET 4/1/68—Rec'd 4/17/68.

- AA—6-10 am & 3-7 pm.
A—All other times.
- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: Fixed (*) 6 ti 12 ti 18 ti 24 ti
1 min. 30 25 21 19 18 17
20/30 sec. 24 20 17 15 14 13
CLASS A
1 min. 27 22 18 16 15 14
20/30 sec. 22 18 14 13 12 11
(*) Less than 6 ti.
 - PROGRAM TIME RATES**
1 x 1 hr 1/2 hr 1/4 hr
200 125 90

- PARTICIPATING PROGRAMS**
Westchester USA—10-10:30 am. Per spot 35.
Swap Shop—2-2:30 pm. Per spot 32.
Ella Maria Troja—Sat & Sun noon-2 pm. Per spot 35.
Ed Toby's Polka Party—Sun 2:00-4:30 pm. Per spot 32.
Italianissima with Giorgio Albano—Sun 11 am-noon. Per spot 32.
Luther Vinson—Sat 3-3:30 pm. Per spot 35.
Westchester Open Line—2:30-3 pm. Per spot 35.
- SPECIAL FEATURES**
3-MINUTE NEWSCASTS
PER WK: 6 ti 12 ti 18 ti
Ea. 40 35 30 (D)

WVOX-FM

1953

NAB

A Hudson-Westchester Station

Media Code 4 233 4651 9.00
H-W Radio Inc., Pershing Square Bldg., 271 North 636-1450.
New Rochelle, N. Y. 10801. Phone 914-636-1450.

- STATION'S PROGRAMMING DESCRIPTION**
WVOX-FM: Programmed for adults.
MUSIC: showtunes, block segments, TALK: commentary on Broadway shows, poetry readings, rock music for college and young adults on Sat evenings 6 pm-12M. Contact Representative for further details. Rec'd 1/22/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—William F. O'Shaughnessy.
General Sales Manager—Edward V. Dennehy.
Oper. & Prog. Mgr.—John A. Bodner.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
ERP 3,000 w.; 93.5 mc.
Operating schedule: 6:00 am-midnight.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation with WVOX-AM. For simulcast rates see WVOX.
- AGENCY COMMISSION**
15% on time; no cash discount. Bills due and payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 24a, 25b.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 7/1/66—Rec'd 7/25/66.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min. 4.00 3.00 2.00 1.50
- SPECIAL FEATURES**
PER WK: 3 ti 6 ti 12 ti 18 ti
3 min. newscasts. 7.50 6.00 5.50 5.00 (D)

NEW YORK (and) NEW YORK URBAN AREA

STATIONS IN NEW YORK CITY:

- | | |
|---------------|---------------|
| WABC, WABC-FM | WNBC, WNBC-FM |
| WADO | WDC (FM) |
| WBKN | WNEW, WNEW-FM |
| WCBS, WCBS-FM | WOR, WOR-FM |
| WEVD, WEVD-FM | WPIX-FM |
| WHN | WPOW |
| WHOM, WHOM-FM | WQXR, WQXR-FM |
| WINS | WRFM (FM) |
| WLIF, WLIF-FM | WTFM (FM) |
| WMCA | WWRL |

STATIONS IN NEW YORK CITY URBAN AREA:

- New York City Urban Area stations are listed (unless otherwise indicated) immediately following the listings for New York City stations.
- | | |
|--------------------------|------------------------------------|
| *WALK, WALK-FM | WLIR (FM), Garden City, N. Y. |
| WABN, WABN-FM | WLIX, IiIip, N. Y. |
| Babylon, N. Y. | WTIC, Newark, N. J. |
| *WCTC, WCTC-FM | WPAC, WPAC-FM, Paterson, N. Y. |
| WFAS, WFAS-FM | WPAT, WPAT-FM, Paterson, N. Y. |
| White Plains, N. Y. | WRNW (FM), Mount Kisco, N. Y. |
| WGBB, Freeport, N. Y. | WGLI, Babylon, N. Y. |
| WGSN, WGSN-FM | WTLN, Newark, N. Y. |
| Huntington, N. Y. | *WVNI, WVNI-FM, Newark, N. J. |
| WHBI (FM), Newark, N. J. | WVIP, WVIP-FM, Mt. Kisco, N. Y. |
| WHLI, WHLI-FM | WVOX, WVOX-FM, New Rochelle, N. Y. |
| Hempstead, N. Y. | |
| WJRZ, Newark, N. J. | |
- (*) See listing under city of license.

STATIONS IN NEW YORK CITY

(16 AM; 13 FM)

New York, Bronx, Westchester, Nassau, Richmond, Suffolk, Kings and Queens Counties—Map Location G-10

See SIDS consumer market map and data at beginning of the State.

WABC 1921 An ABC Owned Station

BLAIR RADIO

NAB RAB NAFIMB

Subscriber to the NAB Radio Code

Media Code 4 233 4700 4.00
American Broadcasting Co., Div. of American Broadcasting Companies, Inc. 1330 Ave. of the Americas, New York, N. Y. 10019. Phone 212-581-7777.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Don Curran.
General Sales Manager—George H. Williams.
National Sales Manager—Louis A. Severine.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
50,000 w.; 770 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21d, 22a, 23a, 24c, 25a, 29a.
Contracts: 40b, 41, 42a, 43, 44a, 44b, 45, 46, 50.
Comb. Cont. Discounts: 60b, 60c, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Production Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Blair Represented Network.
In combination with WABC-FM. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 9-7 pm; Sat 10 am-7 pm; Sun noon-6 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sat 7 pm-midnight; Sun 8 am-noon & 6 pm-midnight.
B—Mon thru Sun midnight-6 am.

CLASS AAA	Per wk					
	(*)	1 tl	6 tl	12 tl	18 tl	24 tl
1 min.	225	210	185	173	158	147
30/20/10	180	168	148	138	126	116
CLASS AA						
1 min.	185	180	160	138	128	119
30/20/10	148	144	128	100	102	96
CLASS A						
1 min.	140	125	112	105	95	85
30/20/10	112	100	90	84	76	68
CLASS B						
1 min.	40	35	30	28	26	25
30/20/10	32	28	24	22	21	20

CONSECUTIVE WEEK DISCOUNT

52 wk—10%
Minimum 6 spots per week. Advertisers who complete 52 week consecutively may continue at rate as long as they continue consecutive week advertising at minimum 6 per week.
Spots in AAA, AA and A classifications may be combined for frequency and weekly discounts. They can earn frequency and weekly discount for Class B but not vice-versa.
1 minute, 30/20 & 10 second spots can be combined for frequency and weekly discounts.

- PACKAGE PLANS**
PLAN: 8 16 24 32 40
952 1780 2436 3072 3640
52 wk: 818 1486 2076 2624 3130
1-minute, 30/20 & 10-second spots can be combined for discounts.
30/20/10 sec: 80% of 1-min rate.
Ratio of Package Plan schedules: AAA 25%; AA 25%; A 50%. Number of spots, not dollar volume determines applicable plan; must be equally distributed over 7 days; may alter downward AAA to AA & A provided original minimum percentage is maintained in both AA & A and appropriate number of spots for plan is used; AA & A may not convert to AAA. Subject to preemption by Base Rate advertisers. Advertisers who complete one contractual year at 52-week rate can continue at that rate as long as they continue consecutive week advertising. Package Plans do not combine with any other advertising for further discounts.

ROS PACKAGES

Minimum package—14 spots per wk, ea 75.
30/20/10 sec: 80% of 1-min.
This package will be scheduled at the station's discretion throughout broadcast week (6 am-midnight); not combinable with other spots or packages for further discounts. Spots purchased on this package may be preempted at any time.

- SPECIAL FEATURES**
5-MINUTE NEWS
WKLY: AAA AA A B
1 tl: 265 220 175 70
6 tl: 235 187 140 60
5-minute programs and spots can be combined for further frequency discounts on spots only.

WABC-FM

1949

An ABC Owned Station

NAB RAB NAFIMB

Subscriber to the NAB Radio Code
Media Code 4 233 4701 2.00
American Broadcasting Co., Div. of American Broadcasting Companies, Inc. 1330 Avenue of the Americas, New York, N. Y. 10019.
Address all copy and/or transcripts to Continuity Director, WABC Radio, 1330 Avenue of the Americas, New York, N. Y. 10019. Phone 212-581-7777.
STATION'S PROGRAMMING DESCRIPTION
WABC-FM MUSIC: progressive rock. PROGRAMMING: one continuous program employing progressive rock music, interspersed with topical comment and thought. Contact Representative for further details. Rec'd 5/1/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Don B. Curran.
Station Manager—Louis Severine.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 4,600 w.; 95.5 mc.
Operating schedule: 6-2 am daily. EST.
Antenna ht.: 1270 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40b, 45, 46.
Comb. Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.
TV facilities: WABC-TV.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 Est 7/1/69—Rec'd 7/3/69.
AA—Mon thru Sun 3-11 pm.
A—Mon thru Sun 6 am-3 pm & 11 pm-2 am.

PER WK:	1-MINUTE OR LESS			
	6 tl	12 tl	18 tl	24 tl
AAA	20	18	16	14
A	14	13	12	11

BULK RATE
(50% AA, 50% A) 1000x 1500x
10 9
1 min or less. 10 9
Preemptible. To be used in 52 weeks. 52-week contract must be made in advance, subject to short rate if cancelled.

AM/FM COMBINATION

Buyers buying AM in combination with AM qualify for discount. FM does not, however, qualify for AM discounts.

WADO

1925

NAB RAB

Media Code 4 233 4750 9.00
Bartell Broadcasting Corp., 205 E. 42nd St., New York, N. Y. 10017. Phone 212-532-9266.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Sydney Kavealer.
General Sales Manager—Alan Silverman.
- FACILITIES**
5,000 w.; 1280 kc. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 48, 50, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60b, 60d, 60f, 60l, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

No. 8 Est 7/1/69—Rec'd 6/23/69.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 5-6 am & 10 am-8 pm.
A—Mon thru Sat 8 pm-midnight.
B—Tues thru Sun midnight-5 am.
Sun—9 am-8 pm.

PER WK:	AAA				AA				A				B			
	1 tl	6 tl	12 tl	18 tl	1 tl	6 tl	12 tl	18 tl	1 tl	6 tl	12 tl	18 tl	1 tl	6 tl	12 tl	18 tl
1 min.	66	43	32	25	60	37	23	20	47	21	15	14	41	21	15	14
2 tl	51	37	23	20	47	34	21	15	44	18	13	13	41	18	13	13
6 tl	48	34	21	15	44	18	13	13	41	18	13	13	41	18	13	13
12 tl	45	32	18	13	41	18	13	13	41	18	13	13	41	18	13	13
18 tl	41	28	16	12	36	18	16	12	36	18	16	12	36	18	16	12

PER YR:
500 x: 41 28 16 12 36
1000 x: 38 25 15 11 33

10. SPECIAL FEATURES

NEWSCASTS
5 MIN: AAA AA A B Sun
3 tl: 52 32 24 72
5 tl: 76 50 30 22 66
Fixed position, extra 20%.
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
When available.
Spots in all time classifications may be combined for frequency discounts.
Spots less than 1 minute in WADO RELOJ program, 6-10 am, 1-minute rate.

WBNX

1927

Media Code 4 233 4800 2.00
United Broadcasting Co. of N. Y., Inc., 801 Second Ave., New York, N. Y. 10017. Phone 212-889-8830.

- PERSONNEL**
President—Richard Eston.
Executive Vice-President—C. Carroll Larkin.
- REPRESENTATIVES**
CBS Sales, Inc.
Dallas—Mario Messina Company.
- FACILITIES**
5,000 w. 1380 kc.
Directional—same pattern day and night.
Operating schedule: 20 hrs. daily. EST.
- AGENCY COMMISSION**
15% on net charges for station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 13e, 14e.
Basic Rates: 20a, 24a.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb. Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Member: Latin Network.

TIME RATES

Est 2/1/67—Rec'd 1/5/67.

AA—0 am-noon & 4-6 pm.

A—Noon-4 pm & 6-10 pm.

B—10 pm-midnight.

C—Midnight-6 am.

PER WK:	AAA				AA				A				
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	
1 x	32.00	24.00	16.00	29.00	21.75	14.50	13 x	28.00	21.00	14.00	26.00	19.50	13.00
26 x	25.00	18.75	12.50	23.00	17.25	11.50	52 x	23.00	17.25	11.50	21.00	15.75	10.50
104 x	22.00	16.50	11.00	20.00	15.00	10.00	156 x	21.00	15.75	10.50	19.00	14.25	9.50
280 x	20.00	15.00	10.00	18.00	13.50	9.00	312 x	19.00	14.25	9.50	17.00	12.75	8.00
520 x	18.00	13.50	9.00	16.00	12.00	8.00							

PER WK:	B				C								
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec				
1 x	25.00	18.75	12.50	22.50	16.85	11.25	13 x	22.50	16.90	11.25	20.00	15.00	10.00
26 x	20.00	15.00	10.00	18.00	13.50	9.00	52 x	20.00	15.00	10.00	18.00	13.50	9.00
104 x	18.00	13.50	9.00	16.00	12.00	8.00	156 x	16.50	12.40	8.25	13.50	10.10	6.75
260 x	15.00	11.25	7.50	12.50	9.35	6.25	312 x	13.50	10.10	6.75	11.50	8.60	5.75
520 x	12.50	9.35	6.25	10.50	7.85	5.25							

NEW YORK

7. PACKAGE PLANS

PER WK:	AA				A								
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec				
3 tl	25.00	18.75	12.50	23.00	17.25	11.50	6 tl	23.00	17.25	11.50	21.00	15.75	10.50
12 tl	21.00	15.75	10.50	19.00	14.25	9.50	24 tl	19.00	14.25	9.50	17.00	12.75	8.50
Fixed position, extra 20%.													

WCBS

1924

CBS Owned

Represented by **CBS RADIO SPOT SALES**

News-Information

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 4850 7.00
CBS Radio, a division of Columbia Broadcasting System, Inc., 51 W. 52nd St., New York, N. Y. 10019. Phone 212-765-4321. TWX 212-867-7987.
Address all copy to Continuity Coordinator.
STATION'S PROGRAMMING DESCRIPTION
WCBS: Programmed for adults.
News and information format. NEWS: 10 min on hour and on half hour with headline re-caps, updates, actualities, bureau reports and information features between each newscast. Operate with 13 anchormen, 8 reporters, 2 mobile units, helicopter, 6 news bureaus and own weather bureau. Helicopter traffic reports, sports, business and financial news, movie and play reviews featured during am and pm drive time. Information features oriented toward women 10 am-3 pm, with reports on food, restaurants, entertainment, books, shopping, travel, fashion, medicine and child guidance. Contact Representative for details. Rec'd 3/26/69.

- PERSONNEL**
General Manager—Joseph T. Dembo.
Sales Manager—Robert L. Hooking.
Sales Service Manager—Melinda Moore.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
50,000 w.; 880 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 28b, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.
Comb. Cont. Discounts: 60b, 60f, 60l, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Less than 1-minute announcements may be pre-empted by minute announcements with prior notice.
Application of Earned Rate at End of Contract: If the period at the end of the contract is six days or less, advertiser's earning Times Per Week Rates will be charged for facilities, announcements, and/or participations covered by such contracts at the rate earned during the seven day period immediately preceding.
All rates quoted are dollar cost per unit.
(This listing continued on next page)

We're offering a revolutionary marketing report that matches radio listeners to specific product users. It will cost you nothing. Unless you don't use it.

The unique WABC/Brand Rating Index report is now available.

It is the most comprehensive report ever published on who is buying what products (yours is certainly included) on a local basis. And the number of product users reached by the major radio stations in the New York market.

This information will now give you a total picture of your customers by both product category and brand name. The WABC/BRI report is your definitive package that ties together all the bits and pieces of data previously used to determine radio buys.

What it means to you is the educated guess is now permanently retired. It also means your job is easier.

If you want precise information about which radio station reaches your market, call John Britten, Research Director, or your WABC account manager at LT 1-7777. Or fill in the coupon and we'll get the information right back to you.

It will cost you nothing. Unless you don't use it.

WABC RADIO NEW YORK

REPRESENTED NATIONALLY BY BLAIR RADIO

NEW YORK

New York City—W C B S—Continued

TIME RATES
No. 30 Eff 7/1/69—Rec'd 7/3/69.
AA—Mon thru Fri 5:30-10 am; Sat 7-11 am.
A—Mon thru Fri 7-9 pm; Sat 11 am-6 pm.
B—Mon thru Fri 10 am-3 pm; Sat 5:30-7 am; Sun 7:30 am-6 pm.
C—Mon thru Fri 7-11:30 pm; Sat 6-11:30 pm; Sun 6 pm-Mon 1 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	11	6 1/2	12 1/2	18 1/2	25 1/2
AA	180	170	165	160	155
A	150	140	135	130	125
B	130	120	110	105	100
C	90	80	70	65	60

1 MIN:

AA	140	130	125	120	115
A	110	100	90	85	80
B	85	75	70	65	60
C	60	50	45	40	38

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
All spots may be combined with each other to earn times per week rates and consecutive weeks rate discounts. In addition, Program Time Rates may also combine with spots to earn both times per week and consecutive weeks rate discounts on spots. However, spots only count toward earning consecutive weeks rate discounts on program time rates.

7. PACKAGE PLANS
VERTICAL SATURATION PLANS
(15 spots per day or 30 spots on a combination of Sat and Sun guaranteed)

1 day (Mon thru Fri)	1 min	30/20	10 sec
Sat only	1050	900	700
Sun only	950	814	634
Sat/Sun combination	1650	1414	1101

On each of these plans, in addition to the guaranteed total spots, station will deliver other like spots, available on day of broadcast, at no additional cost. Station will provide minimum of 1/2 hour separation in scheduling. All schedules confirmed by station by noon of day preceding broadcast.

WEEKLY IMPACT PLANS

21 tl (AAA, 5A, 6B, 6C)	1 min
38 tl (6AA, 9A, 9B, 9C)	1330
	1900

8. PROGRAM TIME RATES

1/4 hr	AA	A	B	C
10 min	370	300	250	200
5 min	180	160	130	100

CONSECUTIVE WEEK DISCOUNT

13 wk—2-1/2%	30 wk—7-1/2%
20 wk—5%	52 wk—10%

All discounts apply to 1-12 weeks unit rates and are rounded to the nearest dollar.

W C B S-FM

1943



CBS Owned
Subscriber to the NAB Radio Code
Media Code 4 233 4900 0.00
CBS/FM Broadcasting Service of CBS Radio, a division of Columbia Broadcasting System, Inc. 51 W. 52nd St. New York, N. Y. 10019. Phone 212-765-4321. TWX 212-867-7987.
Address all copy to General Sales Manager.

1. PERSONNEL
General Manager—Joseph T. Dembo.
Director—James McQuade.
General Sales Manager—William R. Codrus.
2. REPRESENTATIVES
CBS/FM National Sales Office: See Rept. & S/O pages.
3. FACILITIES
ERP 4.800 w.; 101.1 mc.
Operating schedule: 6 am-2 am daily.
Antenna ht.: 1,300 ft. above average terrain.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 31.
Contracts: 40b, 41.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 73a.
All rates quoted are dollar cost per unit.
Member: CBS/FM Broadcasting.

6. SPOT ANNOUNCEMENTS
No. 3 ET 7/1/68—Rec'd 7/22/68.
ROS Mon thru Sun 6-2 am

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl
1 min	40	32	27	22	18

Fixed position applicable ROS plus 5.00.
20/30 sec: 75% of 1 min. 10 sec: 50% of 1-min.

WEVD

1927



Media Code 4 233 4950 5.00
Forward Association, Inc. 1700 Broadway, New York, N. Y. 10019. Phone 212-757-0880.

1. PERSONNEL
Managing Director—Norman Furman.
Program Director—David Niles.
2. FACILITIES
5,000 w.; 1330 kc.
Directional—separate patterns day and night.
Operating schedule: 8:30 am-5 pm EST.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 21 Eff 11/1/68—Rec'd 12/23/68.

6. SPOT ANNOUNCEMENTS
JEWISH & ITALIAN
1x 13x 26x 52x 104x 156x 260x 312x
1 min 60.00 57.50 55.00 52.50 50.00 47.50 45.00 42.50
GERMAN, GREEK, JAPANESE, LITHUANIAN, POLISH, RUSSIAN, SCANDINAVIAN, UKRAINIAN
1 min 45.00 42.50 40.00 38.00 36.00 34.50 33.00 31.50
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
JEWISH & ITALIAN

1x	1/2 hr	1/4 hr	10 min	5 min
13 x	225.00	125.00	100.00	80.00
26 x	222.50	122.50	97.50	77.50
52 x	220.00	120.00	95.00	75.00
104 x	217.50	117.50	93.50	72.50
156 x	215.00	115.00	90.00	70.00
260 x	210.00	110.00	87.50	67.50
312 x	205.00	105.00	85.00	65.00

GERMAN, GREEK, JAPANESE, LITHUANIAN, POLISH, RUSSIAN, SCANDINAVIAN, UKRAINIAN

1 x	200.00	100.00	75.00	60.00
13 x	190.00	97.50	72.50	57.50
26 x	180.00	95.00	70.00	55.00
52 x	170.00	92.50	67.50	52.50
104 x	160.00	90.00	65.00	50.00
156 x	150.00	87.50	62.50	47.50
260 x	125.00	70.00	60.00	45.00
312 x	100.00	65.00	55.00	40.00

9. PARTICIPATING PROGRAMS
SYMPHONY SID
(Tues thru Sun 11 pm-3 am)

1 x	1 hr	1/2 hr	1/4 hr	1 min
1 x	200	150	100	35
52 x	175	125	75	32

Raisins & Almonds with Art Raymond—10-11:30 am Mon thru Fri, per participation 75.00
Irish Memories with Dorothy Hayden—Sun 9-10 pm, per participation 50.00
Forward Hour—Sun 11 am-noon, per participation 200.00
Living Should Be Fun with Dr. Carlton Fredericks—Mon thru Fri 10:30-11 pm, per participation 75.00

WEVD-FM

1950

Media Code 4 233 4951 3.00
Forward Association, Inc. 117-119 W. 46th St., New York, N. Y. 10036. Phone 212-757-0890.

1. PERSONNEL
Managing Director—Norman Furman.
Program Director—David Niles.
2. FACILITIES
ERP 20,000 w.; 97.9 mc.
Operating schedule: 8:15-3 am EST.
Antenna ht.:
4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
See WEVD listing for coded regulations.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 21 Eff 11/1/68—Rec'd 12/23/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x
30 sec: 75% of 1-min.	20	18

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	6 tl	12 tl	18 tl
1 min	100	175	200
30 sec: 75% of 1-min.	6	12	18

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
1 x	200	100	75	45
52 x	175	90	80	40

WHN

1922

A Storer Station
MAJOR MARKET RADIO, INC.



Subscriber to the NAB Radio Code
Media Code 4 233 5000 8.00
Storer Radio Broadcasting Corp., 400 Park Ave., New York, N. Y. 10022. Phone 212-688-1000.
STATION'S PROGRAMMING DESCRIPTION
WHN: Programming adult general.
Popular and standard music with 8 air personalities.
SPORTS: major league play-by-play sports, baseball, hockey, basketball and college football. NEWS: local and world 5 min on hour, headlines and extended weather on half hour 24 hours a day. Special daily features: traffic reports by direct line from New York City Traffic Bureau, local commentaries at 7:10 am, 8:10 am, 8:05 pm, 10:05 pm. Sports at 6:35 am, 7:35 am, 5:30 pm, 8:05 pm, 11:05 pm. Contact Representative for further details. Rec'd 8/16/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—John C. Moler.
Production Director—Robert Vanderheyden.
General Sales Manager—J. Warner Rush.
2. REPRESENTATIVES
Major Market Radio, Inc.
3. FACILITIES
50,000 w.; 1050 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily EST.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 18.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 27, 29a, 29b, 30, 31, 32b, 33a.
Contract: 40a, 41, 42a, 42d, 43, 45, 46, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBRS.

TIME RATES
No. 6 Eff 6/2/69—Rec'd 5/16/69.
A—Mon thru Sat 5:30-10 am.
B—Mon thru Fri 4-8 pm; Sat 10 am-8 pm.
C—Mon thru Fri 10 am-4 pm; Sun 6 am-8 pm.
D—Daily 8 pm-1 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
CLASS A

PER WK, EA:	1 wk	13 wk	26 wk	52 wk
1 tl	145	142	138	130
6 tl	140	137	133	124
12 tl	135	132	128	121
18 tl	130	127	123	117

CLASS B

1 tl	105	103	98	94
6 tl	100	98	95	90
12 tl	95	93	90	86
18 tl	90	88	86	81

CLASS C

1 tl	95	93	90	86
6 tl	90	88	86	81
12 tl	85	83	81	76
18 tl	80	78	76	72

CLASS D

1 tl	55	53	51	40
6 tl	50	49	47	45
12 tl	45	43	42	40
18 tl	40	39	38	38

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
(Rotating)

PER WK, EA:	1 wk	13 wk	26 wk	52 wk
12 tl (3A, 3R, 4C, 2D)	82	80	78	76
20 tl (5A, 5B, 6C, 4D)	78	76	74	70
28 tl (7A, 7B, 8C, 6D)	74	72	70	67
36 tl (9A, 9B, 10C, 8D)	68	65	63	61

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1/2 hour	450	1/4 hr	300
5 min	130%	1-min rates	

WHOM WHOM-FM

1930

1951

Media Code 4 233 5050 3.00
Progress Broadcasting Corp., 135 W. 52nd St., New York, N. Y. 10019. Phone 212-246-3900.

STATION'S PROGRAMMING DESCRIPTION
WHOM: Complete ethnic programming.
Spanish, daily 6 am-12M. Sun only, 8-11 pm. Spanish programs feature general appeal popular music highlighting big Latin American sound. NEWS: bulletins every hour on hour and 5 min summaries on half hour. Features: audience participation telephone requests handled by personality DJ's. Spanish soap opera. SPORTS: major league and Puerto Rican league winter baseball games. Heavy emphasis on activities in Spanish community. Ethnic copy translated from English without charge. Rec'd 3/24/69.

1. PERSONNEL
President—Fortune Pope.
Vice-Pres. in Charge of Sales—Charles Balthin.
3. FACILITIES
5,000 w.; 1480 kc. Directional—separate pattern day and night.
Operating schedule: 19 hours daily EST.
FM-ERP 50,000 w.; 92.3 mc.
Operating hours daily.
4. AGENCY COMMISSION
15/0 net charges for time; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a.
Basic Rates: 20a.
Contracts: 45.
Comb.: Cont. Discounts: 60a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 11/1/68—Rec'd 10/1/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE
(Mon thru Sat 8-9 am)

1 x	50.00	260 x	29.00
13 x	45.00	312 x	28.00
26 x	35.00	500 x	26.00
52 x	32.00	750 x	26.00
104 x	31.00	1000 x	25.00
156 x	30.00		

(Mon thru Sat 9 am-8 pm; Sun 1-8 pm)

1 x	50.00	260 x	24.00
13 x	24.00	312 x	23.00
26 x	30.00	500 x	22.00
52 x	27.00	750 x	21.00
104 x	26.00	1000 x	20.00
156 x	25.00		

(Mon thru Sat 8-10 pm)

1 x	37.50	260 x	18.00
13 x	16.00	312 x	17.25
26 x	22.50	500 x	16.50
52 x	20.25	750 x	15.75
104 x	19.50	1000 x	15.00
156 x	18.75		

(Mon thru Sat 10 pm-midnight)

1 x	25.00	200 x	12.00
13 x	16.00	312 x	11.50
26 x	15.00	500 x	11.00
52 x	13.50	750 x	10.50
104 x	13.00	1000 x	10.00
156 x	12.50		

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
1-minute and 30-second spots may be combined for frequency discounts.

1. PERSONNEL
Pres. & Gen'l Mgr.—John C. Moler.
Production Director—Robert Vanderheyden.
General Sales Manager—J. Warner Rush.
2. REPRESENTATIVES
Major Market Radio, Inc.
3. FACILITIES
50,000 w.; 1050 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily EST.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 18.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 27, 29a, 29b, 30, 31, 32b, 33a.
Contract: 40a, 41, 42a, 42d, 43, 45, 46, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBRS.

6. SPOT ANNOUNCEMENTS
1 MINUTE
CLASS A

PER WK, EA:	1 wk	13 wk	26 wk	52 wk
1 tl	145	142	138	130
6 tl	140	137	133	124
12 tl	135	132	128	121
18 tl	130	127	123	117

CLASS B

1 tl	105	103	98	94
6 tl	100	98	95	90
12 tl	95	93	90	86
18 tl	90	88	86	81

CLASS C

1 tl	95	93	90	86
6 tl	90	88	86	81
12 tl	85	83	81	76
18 tl	80	78	76	72

CLASS D

1 tl	55	5
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3. FACILITIES
50,000 w.; 1010 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21b, 22a, 22b, 22c, 22d, 22e, 22f, 22g, 22h, 22i, 22j, 22k, 22l, 22m, 22n, 22o, 22p, 22q, 22r, 22s, 22t, 22u, 22v, 22w, 22x, 22y, 22z.
Contracts: 40b, 41, 42a, 44b, 45, 46, 50.
Comb.: Cont. Discounts: 60i, 61a, 62b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 81.
Length of commercial copy:
60 seconds transcribed: 150 words or less, live.
30 seconds transcribed: 75 words or less, live.
10 seconds transcribed: 25 words or less, live.

TIME RATES
No. 11-A Eff 10/1/68—Rec'd 4/28/69.
AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Fri 3:30-8 pm.
AA—Mon thru Fri 10 am-3:30 pm; Sat 10 am-8 pm; Sun 8 am-8 pm.
A—Daily 8-11:30 pm; Mon thru Sat 5-5:30 am; Sun 5-8 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER YR: 1x 52x 156x 312x 520x 780x 1040x
AAAA 250 225 205 190 175 165 150
AAA 175 155 140 125 115 105 90
AA 130 120 110 100 90 75 60
A 80 75 70 65 60 50 40

30 SECONDS
AAAA 200 80 80 120 140 132 120
AAA 140 124 112 100 92 84 72
AA 104 96 88 80 72 60 48
A 60 56 52 48 40 32

10 sec: 60% of applicable 1-min.
Fixed position: 1x rate, flat.
520+ spots restricted to approximate even distribution in any 2 or more time periods.
End rates subject to short rate until earned.

7. PACKAGE PLANS
WEEKLY PACKAGES
EA: AAAA AAA AA A 1 min 30 sec
5 ti 100 80
10 ti 2 2 4 2 80 72
20 ti 4 4 8 4 85 68
30 ti 6 6 12 6 80 64
40 ti 8 8 16 8 75 60

To be staggered throughout time periods and all days.
Additional spots can be added at a pro rata unit cost in equal time class proportions.
Packages are not combinable with ROS and are pre-emptible. Make-goods given in comparable time periods.
Downward conversion: 1 spot of higher class equals 1-1/2 of next lower class, or 2 to 3.
10 sec: 60% of applicable 1-min.

WEEKEND PACKAGES
(Mon thru Fri 9 am-8 pm)
PER WK PLAN: 6 ti 12 ti 18 ti 24 ti
1 min 390 720 990 1200
30 sec 312 576 792 960

(* 1 min & 30 sec only)

WEEKEND PACKAGE
(Sat 10 am-Sun 11:30 pm)
PER WK PLAN: 5 ti 10 ti 20 ti
1 min 400 750 1400
30 sec 820 600 1120

VERTICAL DAY—24 HOUR LIMIT
15 ti 1 min 30 sec
1100 880

ROS Packages to be scheduled at station's discretion within times indicated on best available basis, and subject to movement without notice. Do not combine with any other spots.

10. SPECIAL FEATURES
All Night News—Daily 11:30 pm-5 am, flat 25.00.
Non-combinable.
Feature Reports—Earned rate plus 20%.

WJ R Z

1926

**CITY OF LICENSE
NEWARK, N. J.**

(This is a paid duplicate of the listing appearing under New York Urban Area.)
Media Code 4 233 6250 8.01.
WJ R Z, Inc., 497 Hackensack Ave., Hackensack, N. J. 07601. Phone 201-343-5097.
New York Office: Suite 501, 40 E. 49th St., New York, N. Y. 10017. Phones 212-421-1845, 944-7641.

STATION'S PROGRAMMING DESCRIPTION
WJ R Z: Programmed for adult general interest.
AIR PERSONALITIES handle all segments. **MUSIC:** country music programmed exclusively. **SPORTS:** play-by-play of major league baseball and spring training. Sports scores, community events calendar hourly. **NEWS:** 20/20 news format, local, regional at :20 past each hour, world and national via network at :20 before each hour. Weather and time reports. Sun 7-10 am religious and public affairs programs. Contact Representative for further details. Rec'd 6/30/60.

1. PERSONNEL
General Manager—Lazar Emanuel.
Station Manager—Sy Levy.
General Sales Manager—Don Meyers.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w.; 970 kc. Directional day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 31, 33a.
Contracts: 40b, 41, 44a, 44b, 47e, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60e, 60f, 60i, 62d
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 5 Eff 1/1/68—Rec'd 2/23/68.
AA—Mon thru Sat 8-10 am & 4-8 pm.
A—Mon thru Sat 10 am-4 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-1 am.
C—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: AA A B C
6 ti 70 60 50 30
12 ti 55 45 28
18 ti 40 30 20 12
24 ti 25 15 10 6

30 SECONDS
6 ti 56 48 40 24
12 ti 52 44 36 22
18 ti 48 40 32 19
24 ti 44 36 28 16

ID's: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PENETRATION
PER WK: 12 ti 18 ti 24 ti
1 min 50 45 40
30 sec 40 36 32
Spots distributed over 7 day period, 6-1 am; 1/3 each AA, A, B.

8. PROGRAM TIME RATES
PER WK: 1 hr 1/2 hr 1/4 hr 5 min
1 ti 600 420 300 120
6 ti 550 390 275 110
Sunday am and B times only.

9. PARTICIPATING PROGRAMS
Don McNeill Show—10:05-11 am Mon thru Fri.
PER WK: 5 ti 10 ti 15 ti 20 ti
1 min 80 60 56 52
30 sec 64 60 56 52

10. SPECIAL FEATURES
Local Newscares—5 minutes or less at :20, includes 1-minute or 30-second spot plus open and close.
American Entertainment Network Drop-Ins—at :40, all 30-seconds.
1 min: 125% of applicable 1-min.
30 sec: 110% of applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10% (D)

another **SPDS** feature

**NEGRO
POPULATION
DATA**

... for state
and metro areas

Negro Population Data for each state and metro area are given in the front of this directory and within each state's market data section. Data include: estimated Negro population plus per cent of state and U.S. total.

... by counties in
9 Southern states

Similar population projections are listed in 9 Southern states for every county containing over 10,000 Negroes (as listed in 1960 U. S. census) and every metro area.

... geographically
locating about 80% of
the Negro market

3/6-R
6/66

WLIB

1942

NAB

R A B

Subscriber to the NAB Radio Code

Media Code 4 233 5150 1.00
New Broadcasting Co., Inc., 310 Lenox Ave., New York, N. Y. 10027. Phone 212-831-1000.

STATION'S PROGRAMMING DESCRIPTION
WLIB: Programmed for Negro audience.
Community oriented newscasts every half hour. 4 man local news staff. Features remotes. Heavy community involvement via Sun afternoon program lineup produced in conjunction with leading community organizations, and through open-line telephone conversation program dealing with vital issues affecting community. Programming schedule: rhythm and blues sign-on-10 am, gospel 10 am-1:30 pm, women's news and interviews 1:30-2 pm, rhythm and blues 2-5 pm, jazz 5-7:30 pm. Open line telephone program 7-20 pm sign-off. Contact Representative for further details. Rec'd 3/28/68.

1. PERSONNEL
General Manager—Harry Novik.
Sales Manager—Richard Novik.
Vice-President—Sam Chasse.

2. REPRESENTATIVES
Greener, Hiken, Sears.
Southeastern—Bernard I. Ochs Co.

3. FACILITIES
10,000 w. days; 1190 kc. Directional.
Operating schedule: Sunrise to 1 hour after local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
(*) Programs less than 30 minutes.
(†) Programs more than 30 minutes.

TIME RATES
No. 25 Eff 1/1/69—Rec'd 11/29/68.
AA—Mon thru Sat 6-9:30 am & 4-7 pm.
A—Mon thru Sat all other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1x 52x 104x 156x 260x 312x 520x 1000x
1 min 89 35 38 21 29 28 27 26
30 sec 20 28 27 26 25 24 23 21
10 sec 20 18 17 16 15 14 13 12

CLASS A
1 min 35 32 30 28 26 25 24 23
30 sec 27 25 24 23 22 21 20 19
10 sec 18 16 15 14 13 12 11 10

SUNDAYS
1 min 42 36 34 32 --- --- --- ---
30 sec 32 27 26 24 --- --- --- ---
10 sec 21 18 17 16 --- --- --- ---
10-second spots do not combine for discounts with 1-minute or 20/30-second spots.

7. PACKAGE PLANS
SATURATION PACKAGES
PER WK: AA A
12 ti 29 22 16 26 20 14
24 ti 28 21 15 25 19 13
36 ti 27 20 14 24 18 12

Fixed position not guaranteed. No further discounts. 10-second spots do not combine for discounts. Plans not combinable with spots to earn frequency.

8. PROGRAM TIME RATES
***MONDAY THRU SATURDAY**
1x 52x 104x 156x 260x 312x 520x
1 hr 350 320 300 280 260 250 240
1/2 hr 210 192 180 168 156 150 144
1/4 hr 140 128 120 112 104 100 96
10 min 105 96 90 84 78 75 72
5 min 70 64 60 56 52 50 48

(*) AA, extra 10%.

SUNDAYS
1x 26x 52x 104x 156x
1 hr 420 380 360 340 320
1/2 hr 252 228 216 204 192
1/4 hr 168 152 144 136 128
10 min 128 114 108 102 96
5 min 84 76 72 68 64

Programs and spots cannot be combined for frequency.

WLIB-FM

1965

NAB

NAFMB

Subscriber to the NAB Radio Code

Media Code 4 233 5151 9.00
New Broadcasting Co., Inc., 310 Lenox Ave., New York City, N. Y. 10027. Phone 212-831-1000.

STATION'S PROGRAMMING DESCRIPTION
WLIB-FM: Programmed for general interest of adults and young adults.
MUSIC: jazz, noon-12M. 3 air personalities emcee entire operation. **NEWS:** on quarter hour. Rec'd 10/2/67.

1. PERSONNEL
Pres. & Sta. Mgr.—Harry Novik.
Sales Manager—Richard Novik.
Program Director—Billy Taylor.

3. FACILITIES
ERP 2,000 w.; 107.5 mc.
Operating schedule: noon-midnight.
Antenna ht.: 1,241 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time. Bills payable weekly.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
Eff 2/06—Ited'd 4/15/66.

6. SPOT ANNOUNCEMENTS
(Mon thru Sat)
1 min 30 sec 1 min 30 sec
1 x 25.00 19.00 280 x 18.00 13.50
25 x 23.00 17.00 312 x 17.00 14.75
52 x 21.00 16.00 520 x 16.00 14.00
104 x 20.00 15.00 1000 x 15.50 11.50
156 x 19.00 14.25

(Sun Only)
1x 26x 52x 104x 156x
1 min 35.00 32.00 30.00 28.00 26.00
30 sec 26.00 24.00 22.50 21.00 19.50

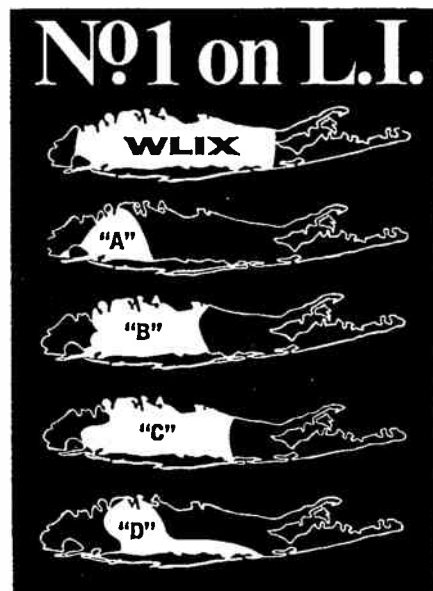
7. PACKAGE PLANS
PER WK: 12 ti 24 ti 36 ti
1 min 225.00 200.00 180.00
30 sec 171.00 150.00 135.00

Frequency rates based on number of announcements or programs used during established 12 month period. Programs and announcements cannot be combined for frequency. Continuous broadcast will be protected for period of 28 weeks from effective date of increase. Continuing discounts apply to consecutive advertisers. Contract renewed for same schedule without interruption beyond 52 week period, same earned frequency will be allowed without penalty of short rate in event of cancellation.

8. PROGRAM TIME RATES
(Mon thru Sat)
1 hr 1/2 hr 10 min 5 min
1 x 250 150 100 75 50
26 x 230 138 92 69 46
52 x 210 126 84 63 42
104 x 200 120 80 60 40
156 x 190 114 76 57 38
280 x 180 108 72 54 36
312 x 170 102 68 51 34
520 x 160 96 64 48 32

(Sun Only)
1 x 250 140 105 70
26 x 230 132 92 66 44
52 x 210 120 80 60
104 x 200 112 84 56
156 x 190 104 78 52

(New York City continued on next page)



**TOP COVERAGE
OF THE TOP 5!**

Why buy and pay for 3 stations to reach the giant Long Island market of 2,500,000 people? Get it all (All of Nassau and 95% of Suffolk) with one buy. And get high ratings, too! WLIX has revolutionized Long Island listening.

**THE BEST RADIO BUY
TO REACH ALL LONG ISLAND**

WLIX 540
"WE KEEP RADIO BEAUTIFUL"
Malcolm E. Smith, Jr., Pres.

NEW YORK

New York City—Continued

WMCA

1925

A Straus Broadcasting Group Station

The Eastman Station

RAB

Media Code 4 233 5200 4.00

Straus Broadcasting Group, Inc., 415 Madison Avenue, New York, New York 10017. Phone 212-688-5760.

- PERSONNEL**
President—E. Peter Straus.
Vice-Pres. & Gen'l Mgr.—Michael P. Mallardi.
Vice-Pres./Sales—Howard Klarman.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w.; 570 kc. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Basic Protection: 10c, 11c, 12c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 29a.
Contracts: 40b, 42a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72a.
Affiliated with The Eastman Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 87 EF 5/1/69—Rec'd 4/17/69.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-11 pm; Sun 2-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sun 6 am-2 pm & 7-11 pm.
B—Mon thru Sun 1-6 am.
BG—Mon thru Sun 11 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A
	1 min (*)	1 min (*)	1 min (*)
1 ti (fixed)	185	122	105
6 ti	157	126	119
12 ti	150	120	113
18 ti	143	114	107
24 ti	136	109	102
36 ti	130	104	97
156 x	142	114	107
200 x	136	109	102
312 x	130	104	98
500 x	124	99	93
1000 x	104	84	78
2000 x	86	68	65

(*) 30/20/10 sec.
No further discounts. Bulk plan rates may be combined with 1-minute and 30/20/10-seconds and must be earned within 52-week period.

7. PACKAGE PLANS

PER WK:	TOTAL AUDIENCE POWER PLAN	1 min (*)
10 ti (3AAA, 3AA, 3A, 1BG)	1100	850
20 ti (6AAA, 5AA, 6A, 3BG)	1975	1530
30 ti (7AAA, 7AA, 10A, 6BG)	2850	2280
40 ti (12AAA, 12AA, 12A, 4BG)	3650	2920
MANPOWER PLAN		
10 ti (5AAA, 4AA, 1BG)	1250	1000
15 ti (7AAA, 5AA, 3BG)	1650	1320
20 ti (12AAA, 5AA, 3BG)	2300	1840

HOUSEWIFE POWER PLAN		
PER WK:	1 min (*)	(*)
10 ti (3AAA, 6A)	1000	800
15 ti (3AAA, 3AA, 9A)	1550	1240
20 ti (3AAA, 3AA, 14A)	1900	1520
YOUTH POWER PLAN		
15 ti (10AA, 5A)	1500	1200
20 ti (10AA, 10A)	1800	1440
30 ti (3AAA, 15AA, 12A)	2650	2120
40 ti (3AAA, 18AA, 17A)	3400	2720
QUINN/GRAY POWER PLAN		
6 ti (3 Dom Quinn, 3 Barry Gray)	755	604
9 ti (4 Dom Quinn, 5 Barry Gray)	1090	800
12 ti (5 Dom Quinn, 7 Barry Gray)	1215	972
18 ti (12 Dom Quinn, 6 Barry Gray)	1630	1304

NIGHT POWER PLAN		
PER WK:	1 min (*)	(*)
B	25	15
WEEKLY SATURATION PACKAGE—CLASS B		
PER WK:	1 min (*)	(*)
25 ti	525	400
50 ti	660	500

May not be added to other time categories for frequency discount.
(*) 30/20/10 sec.

9. PARTICIPATING PROGRAMS

Barry Gray—Sun thru Fri 11 pm-1 am. Class BG.
Alex Bennett—Sat 11 pm-1 am. Class BG.
PER WK: 1x 26x 101x 201x
PER WK: 1 ti 4 ti 6 ti
1 min or less, ca. 110 90 80 72
Minimum 6 weeks excluding amusements.

10. SPECIAL FEATURES

Newscares—Mon thru Sun 6-10 am & 1-6 am, twice hourly at :15 and :45; all other times hourly at :45.
Production fee: 35 25 15
Added to earned spot rate.

WNBC WNBC-FM

1922 1940

An NBC Owned Station

NBC Radio Network

RAB

Subscriber to the NAB Radio Code

Media Code 4 233 5250 9.00
Forward all copy to WNBC Radio Traffic Supervisor, National Broadcasting Co., Inc., Room 208, WNBC, 30 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-247-8300, TWX 212-640-5788.

- PERSONNEL**
General Manager—Lee C. Hanson.
Manager, Sales—Howard L. McFadden.
Manager, Programs—Ted Blair.
- REPRESENTATIVES**
Henry I. Christel Co., Inc.
- FACILITIES**
50,000 w., clear channel; 660 kc. Non-directional.
Operating schedule: 24 hours daily, except Mon 8:05-8:30 am. EST.
- FM FACILITIES**
ERP 36,000 w.; 97.1 mc.
Operating schedule: 6 am-midnight. EST.
More than 50% of the schedule is non-duplicating.
Antenna ht.: 1440 ft. above average terrain.

4. AGENCY COMMISSION
15/8; 2% extra on net if due date missed.

5. GENERAL ADVERTISING See Coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 8.
Basic Rates: 20b, 21d, 22b, 23a, 25a.
Contracts: 41, 42a, 46.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72a.
Rate Protection: 90 days except as noted on special plans.

Advertisers earning a 52-week discount in one contractual year may continue to earn the 52-week discount as long as they continue consecutive weekly advertising. The contract year extends from date of first broadcast under a given contract forward for 52 weeks. If the period at the end of a contract of 4 weeks or longer is 6 days or less, advertisers earning a weekly frequency rate will be charged at the rate earned during the 7 day period preceding. Fully sponsored programs may include a 5 word opening and 5 word closing billboard.
Times of broadcast and length of broadcast periods quoted are approximate.

Length of commercial copy:
5 minutes.....1 60 and 1 30-second announcements.
10 minutes.....2 60-second announcements.
15 minutes.....3 60-second announcements.
Affiliated with NBC Radio Network.

TIME RATES

No. 22 EF 6/1/69—Rec'd 5/8/69.

AAA—Mon thru Fri 6-9 am; Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-8 pm.
A—Mon thru Fri 9 am-3 pm, 9 pm-midnight & 5-6 am; Sat & Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1 MINUTE CLASS AAA				
	2 ti	6 ti	12 ti	18 ti	24 ti 30+
1 x	110	105	100	95	90
100 x	105	100	95	90	85
300 x	100	95	90	85	80
500 x	95	90	85	80	75
CLASS AA					
1 x	85	84	80	76	72
100 x	84	80	76	72	68
300 x	80	76	72	68	64
500 x	76	72	68	64	60
CLASS A					
1 x	68	63	60	57	54
100 x	63	60	57	54	51
300 x	60	57	54	51	48
500 x	57	54	51	48	45

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

FIXED POSITION

1 x	AAA	AA	A
	200	175	150

7. PACKAGE PLANS

1-MINUTE TOTAL AUDIENCE PLANS
PER WK: 1x 100x 300x 500x
Plan 1, 5 ti (2AAA, 2AA, 4A) 568 544 512 488
Plan 2, 14 ti (4AAA, 4AA, 6A) 980 924 882 828
Plan 3, 20 ti (6AAA, 6AA, 8A) 1340 1280 1200 1120
Plan 4, 28 ti (8AAA, 8AA, 10A) 1694 1560 1482 1378
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Spot are preemptible, makegoods given in comparable time period.
Not combinable with other spots.

9. PARTICIPATING PROGRAMS

DR. JOYCE BROTHERS
(Mon thru Fri 7:45-9 pm)
PER WK: 1 ti 3 ti 5 ti
1 min.....100 85 75
Includes billboards.

LONG JOHN NEBEL
(Mon thru Sat midnight-5 am)
PER WK: 1 ti 3 ti 6 ti
2-3 min participating & rotating.....80 70 60
1 min or less ETs only, flat, ca.....30

10. SPECIAL FEATURES
ROTATING NEWS PLANS
PER WK, EA: 3 ti 6 ti 12 ti 18 ti 24 ti 30 ti
AAA.....130 125 120.....
AA.....110 105 100 95 90 85
A.....85 80 75 70 65 60
Includes opening billboard plus 1-minute spot.

TOTAL WEEK DISCOUNT
10 wk—5% 20 wk—10% 35 wk—15% 50 wk—20%
These spots apply to other spot discounts but not vice-versa.

WNCN (FM)

1987

Classical Music

NAFM B

Media Code 4 233 5300 2.00
The National Science Network, Inc., 2 W. 45th St., New York, N. Y. 10036. Phone 212-867-6171.

STATION'S PROGRAMMING DESCRIPTION
WNCN (FM): Programmed for adults.
MUSIC: classical 24 hours a day, 8:05-11 am Baroque, classical and romantic music. 11:05 am-noon artist in recital. 12:05-2 pm popular classics for mid-day. 2:05-5 pm late romantic music. 5:05-7 pm news and music. 7:05-8 pm music celebrating an important event in music history. 8-9 pm musical surveys of individual composers. 9:05-10 pm latest classical releases. 10:05-11 pm regular month long series built around classical music theme. 11:05 pm-8 am classical music. NEWS: 5 min news broadcasts at 8 am, 11 am, noon, 2 pm, 5 pm, 6 pm, 7 pm, 9 pm, 10 pm, & 11 pm. COMMERCIAL POLICY: musical works not interrupted for commercials. Rec'd 12/4/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Stan Gurell.
Mgr., Sales & Prog. Dev.—Tom Bird.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 50,000 w.; 104.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20b, 24b.
Contracts: 40a, 41, 49, 51a.
Comb.; Cont. Discounts: 60i, 61a.
Cancellation: Feb. 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: The Groskin Group, The National Science Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
EF 1/1/67—Rec'd 12/12/66.
AA—Mon thru Fri 7-9 am & 5 pm-midnight; Sat & Sun 8 am-midnight.
A—All other times.
(This listing continued on next page)

There's more credence, beatles, stones, seasons, supremes, happenings, jones, turtles, byrds, beach boys, bee gees, presleys, campbells, donovans, franklins, guess who's on WMCA Radio 57.

Fewer Commercials. More Music.

WMCA Radio 57 New York
Straus Broadcasting Group, Inc. Represented by Robert E. Eastman & Co., Inc.

New York City—WNCN (FM)—Continued

6. SPOT ANNOUNCEMENTS

		CLASS AA				
		1x	52x	104x	200x	520x 1040+
1 min	33.00	31.35	29.70	28.05	26.40	24.75
30 sec	15.50	15.70	14.85	14.00	13.20	12.40
		CLASS A				
1 min	19.50	18.50	17.50	16.55	15.55	14.55
30 sec	9.90	9.40	8.90	8.40	7.90	7.55

8. PROGRAM TIME RATES

		CLASS AA			
		1 H	2 H	5+	PER WK
1 hr or 55 min	103.00	97.20	86.40	75.60	144.00
1/2 hr or 25 min	108.00	97.20	86.40	75.60	144.00
1/4 hr or 10 min	72.00	64.80	57.60	50.40	96.00
5 min	54.00	48.60	43.20	37.80	72.00
		CLASS A			
1 hr or 55 min	103.00	97.20	86.40	75.60	144.00
1/2 hr or 25 min	108.00	97.20	86.40	75.60	144.00
1/4 hr or 10 min	43.20	38.90	34.55	30.20	57.60
5 min	32.40	29.15	25.90	22.65	43.20

WEEKLY DISCOUNTS

13 wk	5%	39 wk	15%
26 wk	10%	52 wk	20%

9. PARTICIPATING PROGRAMS

All rates apply to 13 wk schedule.	
New York Tonight—Mon thru Sun 5:05 pm.	35.00
Paris-New York—Sun 12:05 pm.	
Per minute	35.00
Listening with Watson—Mon thru Sun 11:05 pm.	
Per minute	45.00

10. SPECIAL FEATURES

Full length symphony orchestra concerts:	
Cleveland Orchestra—Sun 3 pm.	
Full sponsorship	450
Adjacencies	50
Chicago Symphony Orchestra—Thur 9:05 pm.	
Full sponsorship	450
Adjacencies	50
Concertgebouw Orchestra of Amsterdam—Tues 9 pm.	
Full sponsorship	450
Adjacencies	50
Saturday Afternoon Opera—Sat 2:05 pm.	
Full sponsorship	540
Adjacencies	50
Opera Highlights with Francis Robinson—Sat 1 pm.	
Full sponsorship	300
Adjacencies	50
Aaron Copland Comments—Mon 8:05 pm.	
Full sponsorship	600
Adjacencies	50
Art News—Mon thru Fri 12:35 & 6:35 pm.	
Full sponsorship	50
1-minute News adjacency spots—rate plus 20%.	
Newscastrs and Stock Market Reports include 1 60-sec commercial and 2 ID's.	

WNEW

1954

Metromedia Radio



METRO RADIO SALES



RAB

Media Code 4 233 5550 7.00

Metromedia Radio, A Metromedia Company, 565 Fifth Ave., New York, N. Y. 10017. Phone 212-988-7000. TELEX 125-959.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert Mounty.
Sales Manager—Robert Faneft.
Program Director—David Pound.

2. REPRESENTATIVES

Metre Radio Sales.

3. FACILITIES

50,000 w.; 1130 kc.
Directional—nighttime only.

4. AGENCY COMMISSION

15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 12c, 13c, 14c.

Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.

Contracts: 41, 44b, 47a, 49, 51b, 51c.

Comb.: Cont. Discounts: 60d, 60e, 60h, 60i, 61a, 61b.

Cancellation: 70a, 70c, 71a, 72, 73b.

Any additions to schedule during protection period will carry current rather than protected rate.

Rate Protection: Rates guaranteed for 13 weeks from effective date of any increase, provided that advertising equalling at least \$50.00 weekly is actually running at time of effective date of increase and providing that broadcast continues without interruption during rate protection period.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 15 EFF 3/31/69—Rec'd 3/12/69.

AA—Mon thru Sat 6-10 am.	
A—Mon thru Sat 4-8 pm.	
B—Mon thru Sat 10 am-4 pm; Sun 8 am-8 pm.	
C—Mon thru Sun 8 pm-midnight.	
D—Mon thru Sun midnight-6 am.	

6. SPOT ANNOUNCEMENTS

		CLASS AA		
		MON THRU SAT, ROTATING:	1 min	20/30 10 sec
Less than 6 ti	250.	200.	125.	
6 ti (1 per day)	225.	180.	113.	
		CLASS A		
Less than 6 ti	175.	140.	88.	
6 ti (1 per day)	160.	125.	80.	
12 ti (2 per day)	150.	120.	75.	
		CLASS B		
Less than 6 ti (Mon thru Sat)	150.	120.	75.	
MON THRU SUN:				
6 ti (max 1 per day)	135.	108.	68.	
12 ti (max 2 per day)	120.	96.	60.	
18 ti (max 3 per day)	115.	92.	58.	
24 ti (max 4 per day)	110.	88.	55.	
30 ti (max 5 per day)	105.	84.	53.	
36 ti (max 6 per day)	100.	80.	50.	
		CLASS C		
Less than 6 ti	75.	60.	38.	
6 ti (max 1 per day)	68.	54.	34.	
12 ti (max 2 per day)	60.	48.	30.	
18 ti (max 3 per day)	58.	46.	29.	
24 ti (max 4 per day)	55.	44.	28.	
30 ti (max 5 per day)	53.	42.	27.	
36 ti (max 6 per day)	50.	40.	25.	
		CLASS D		
50% of Class C rates.				

All announcements, newscast, sportscastrs may combine to earn weekly frequency discount.
All spots must rotate throughout all hours and days of time class, 20/30 and 10-second spots subject to availabilities.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%
Applied as earned, provided minimum expenditure of 500.00 per week is maintained.

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS

These plans provide selectivity of programs with scheduling over 7 days per week. Plans earn consecutive weeks discount.

PLAN, PER WK: 1 min 20/30 10 sec
14 (2AA, 2A, 6B, 4C) 1500. 1200. 750.
21 (3AA, 3A, 9B, 6C) 2150. 1720. 1075.
35 (5AA, 5A, 15B, 10C) 3390. 2640. 1650.
49 (7AA, 7A, 21B, 14C) 4390. 3440. 2150.

10. SPECIAL FEATURES

CLASS AA
Newscasts: 5 min or 1/2 sponsorship 10 min. Rotating 7, 8, 9 am or 6:30, 7:30, 8:30 am.
5 per wk (rotating Mon thru Fri) 1540.
6 per wk (rotating Mon thru Sat) 1650.

CLASS A
Newscasts: 5 min or 1/2 sponsorship 10 min. Rotating 5, 6, 7 pm or 4:30, 5:30, 6:30 pm.
5 per wk (rotating Mon thru Fri) 1100.
6 per wk (rotating Mon thru Sat) 1200.

CLASS B
Newscasts (5 min on the hour):
6 per wk 1000. 12 per wk 1000.

CLASS C
Newscasts (5 min on the hour):
6 per wk 500. 12 per wk 900.

WNEW-FM

1958

RAB

WIAFMD

Media Code 4 233 5351 5.00
Metromedia Radio, A Metromedia Company, 230 Park Ave., New York, N. Y. 10017. Phone 212-689-1000. TELEX 125-959.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—George Duncan.
Programming Director—Nat Asch.
Traffic Director—Ed Godineaux.

2. REPRESENTATIVES

Metre Radio Sales.

3. FACILITIES

ERP 4,100 w. (horiz. & vert.); 102.7 mc.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1360 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 12b.

Basic Rates: 23a, 29a.

Contracts: 40a, 42a, 46.

Comb.: Cont. Discounts: 61a, 61b.

Cancellation: 70a, 73a.

Rate Protection: Rates guaranteed for 13 weeks from effective date of any increase, provided that advertising equalling at least \$50.00 weekly is actually running at time of effective date of increase and providing that broadcast continues without interruption during rate protection period.

TIME RATES

No. 7A EFF 7/1/69—Rec'd 6/4/69.

AA—Mon thru Sun 4 pm-midnight.

A—Mon thru Sun 10 am-4 pm & midnight-2 am.

B—Mon thru Sat 6-10 am.

C—Mon thru Sun 2-6 am.

NEW YORK

6. SPOT ANNOUNCEMENTS

		CLASS AA			
		1 H	6 H	12 H	24 H
1 min	35.00	32.00	30.00	28.00	26.00
30 sec	22.00	20.00	18.00	16.00	14.00
10 sec	17.50	16.00	15.00	14.00	13.00
		CLASS A			
1 min	27.00	25.00	23.00	21.00	19.00
30 sec	22.00	21.00	19.00	17.00	15.00
10 sec	18.50	17.50	16.50	15.50	14.50
		CLASS B			
1 min	24.00	22.00	20.00	18.00	16.00
30 sec	20.00	18.00	16.00	14.00	12.00
10 sec	13.00	11.00	10.00	9.00	8.00

C: 50% of B.
Mon thru Sun rotating. Spots requested to rotate on 3 days or less charged at 1 time rate.

All spots must rotate throughout all hours and days of time classification, 20/30 and 10-second spots subject to availabilities.

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS Per wk
15 Plan (3AA, 6A, 9B, 3C) 285
30 Plan (6AA, 12A, 6B, 6C) 540
45 Plan (9AA, 18A, 9B, 9C) 785
Plans provide selectivity of programs with scheduling over 7 days per week. Earn consecutive week discount.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%
Applied as earned provided a minimum expenditure of 100.00 per week is maintained.

WNJR

1947

CITY OF LICENSE

NEWARK, N. J.

A Rollins Group Station
(This is a paid duplicate of the listing appearing under New York Urban Area, N. Y.)
Media Code 4 233 5400 8.00

Continental Broadcasting, Inc., Box 1258, Newark, N. J. Murdock 2-2045, New York 07101. Phones Newark—201-688-2445; New York—212-964-2445.

STATION'S PROGRAMMING DESCRIPTION

WNJR: Programmed for Negro listeners.
MUSIC: popular, rhythm and blues, and gospel.
AIR PERSONALITIES handle all segments. NEWS: 5 min on hour, 3 min on half hour, community news features. Station participates in community activities. Personalities appear at high schools, churches, store openings, etc. Station daily salutes members of community who have distinguished themselves. Contact Representative for further details. Rec'd 5/27/68.

1. PERSONNEL

President—O. Wayne Rollins.
Vice-Pres. Radio—James C. Roddey.
Station Manager—Wm. J. Gallagher, Jr.

2. REPRESENTATIVES

Rollins Broadcasting.

3. FACILITIES

5,000 w.; 1480 kc. Directional—night only.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15%; no cash discount.

(This listing continued on next page)

There's more nudity, sex, vietnam, put-ons, politics, pennant fever, mafia, bugging, black power, potholes, pot, haircuts, campus rebellion, generation confrontation, moondoggling on WMCA Radio 57.

Call in—listen in.

WMCA Radio 57 New York
Straus Broadcasting Group, Inc. Represented by Robert E. Eastman & Co., Inc.

NEW YORK

New York City—WNJR—Continued

3. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 23a.
Contracts: 47a.
Cancellation: 70c, 72.
Prod. Services: 80, 81.
Discounts payable as earned, but allowed currently on non-cancellable contracts.
Member: Rollins, Inc.

TIME RATES

EX 8/1/68—Rec'd 11/3/68.
AAAA—6-9 am & 4-7 pm.
AAA—9 am-4 pm.
AA—7 pm-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35+
1 wk	30.00	29.00	27.75	26.50	25.25	24.00
13 wk	28.75	27.75	26.50	25.25	24.00	22.00
26 wk	27.50	26.50	25.25	24.00	22.75	21.00
39 wk	26.25	25.25	24.00	22.75	21.50	20.00
52 wk	25.00	24.00	22.75	21.50	20.25	19.00

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35+
1 wk	24.00	23.25	22.25	21.25	20.25	19.25
13 wk	23.00	22.25	21.25	20.25	19.50	18.50
26 wk	22.00	21.25	20.25	19.50	18.50	17.75
39 wk	21.00	20.25	19.50	18.50	17.75	17.00
52 wk	20.00	19.25	18.50	17.75	17.00	16.00

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35+
1 wk	21.00	20.25	19.50	18.50	17.75	17.00
13 wk	20.25	19.50	18.75	17.75	17.00	16.25
26 wk	19.50	18.75	17.75	17.00	16.25	15.50
39 wk	18.75	17.75	17.00	16.25	15.50	14.75
52 wk	17.50	17.00	16.25	15.50	14.75	14.00

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35+
1 wk	15.00	14.50	14.00	13.25	12.75	12.00
13 wk	14.50	14.00	13.25	12.75	12.25	11.50
26 wk	13.75	13.25	12.75	12.25	11.75	11.00
39 wk	13.25	12.75	12.25	11.75	11.25	10.50
52 wk	12.50	12.00	11.50	11.00	10.50	10.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1x	20x	32x	100x	312x	520x
1 hr	350	325	300	275	250	225
1/2 hr	210	195	180	165	150	135
1/4 hr	128	117	108	99	90	81
10 min	95	88	81	75	68	61
6 min	79	66	61	57	51	46

10. SPECIAL FEATURES

NEWS AND FEATURE PACKAGES

5 minutes. Billboard open and close—one minute commercial middle. Commercial time: 1-1/2 minutes.

1 wk	18 wks	26 wks	39 wks	52 wks
1 ti	45	46	44	43
3 ti	46	48	46	44
15 ti	48	52	50	48
23+	50	54	52	50

PLAN 9

Includes 2 or 3 minute billboard open and close and 1-30 second middle. Commercial time 1 minute.

1 ti	3 ti	9 ti	15 ti	23+
37	35	33	31	
84	82	80	78	
31	29	27	25	
28	26	24	22	

(D)

WNYW

International Short-wave.
See listing under International Radio in U.S.A.
Listing appears at conclusion of station listings.

WOR

1922



RKO RADIO REPRESENTATIVES, INC

An RKO General Station
Media Code 4 223 5450 3.00
RKO General, Inc., 1440 Broadway, New York, N. Y. 10018. Phone 212-564-8000.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert S. Smith.
Vice-Pres., Sales—Herb Saltzman.
Sales Manager—Bill McNicol.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.
Toronto—RKO Distributing Corp. of Canada Ltd.

3. FACILITIES
50,000 w.; 710 kc. Directional—same pattern day and night.
Operating schedule: —, EST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 2c, 2d, 3a, 3b, 3c, 3d, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d, 16.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 24a, 25a, 31, 32d.
Contracts: 40b, 41, 42a, 42d, 45, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Length of commercial copy:
5 minutes.....1:15 minutes
15 minutes.....3:00 minutes

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 32 Rev 6/30/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

1 min. Mon thru Sat 5:15-9 am, ea..... 3 ti 5 ti
260 240
Must be bought 3 or 6 ti per week. Rotate and alternate. CWD only. 6 ti rate given if 3 spots bought 5:15-9 am Mon thru Sat and 3 or more spots bought in other time periods. 5:15-9 am spots contribute to PD in other time periods.

1 MINUTE

MON THRU FRI:	1 ti
9-11 am	180
11 am-1 pm	160
1-4 pm	130
4-6 pm	150
Features 4-6 pm	185
6-7 pm	200
7-8 pm	130
8-9 pm	100
9-11:15 pm	80

MON THRU SUN:

11:15 pm-5 am	60
SAT:	
9-11 am	260
11 am-6 pm	120
6-7 pm	150
SAT, SUN:	
7-11:15 pm	80

SUN:

5:30-7 am	50
7-11:15 am	150
11:15 am-5 pm	120

2 MINUTE

Daily 11:15 pm-5 am	75
30 sec: 85% of 1-min.	10 sec: 50% of 1-min.
20 sec: 80% of 1-min.	

FREQUENCY DISCOUNTS

2x-10%	6x-15%	12x-20%	20x-25%
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CONSECUTIVE WEEK DISCOUNTS

26 wk—5% 52 wk—10%
CWD is applicable only to the lowest weekly expenditure during first 26 or 52 weeks of the schedule as the case may be.

7. PACKAGE PLANS

ROB:	10 ti	15 ti	20 ti	30 ti
30 sec	900	1200	1500	2100
20 sec	850	1125	1400	1950
10 sec	600	750	1050	

TOTAL CIRCULATION PACKAGES—1 MINUTE

Plan A—10 ti (2 ea area)	1200
Plan B—15 ti (3 ea area)	1800
Plan C—20 ti (4 ea area)	2300
Plan D—30 ti (6 ea area)	3300
Plan E—45 ti (9 ea area)	4500
Area 1—5:15-9 am Mon thru Sat; 9-11:15 am Sat.	
Area 2—9 am-1 pm Mon thru Fri; 6-8 pm Mon thru Fri.	
Area 3—4-6 pm Mon thru Fri; 7-11:15 am Sun; 4-6 pm Sat & Sun.	
Area 4—11:15-2 pm Sat & Sun; 1-3 pm & 8-9 pm Mon thru Fri; 6-11:15 pm Sat.	
Area 5—9 pm-midnight Mon thru Fri; 2-4 pm Sat & Sun; 3-4 pm Mon thru Fri.	

OTHER PACKAGE PLANS

Afternoon (Mon thru Fri 1-4 pm)	5 ti	6 ti	10 ti
1 min.	415	700	
NEWS PACKAGES—MON THRU SUN 9 AM-8 PM	5 ti <td>8 ti</td> <td>12 ti</td>	8 ti	12 ti
1 min.	800	880	1200

NIGHTTIME (Mon thru Sun 8 pm-midnight)

1 min, 10 ti	500
All spots preemptible. No discounts.	

10. SPECIAL FEATURES

NEWS

Mon thru Sat 6:30, 7:30, 8:30 am, ea.	6 ti	330
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WEATHER

Mon thru Sat 6:15, 6:45, 7:45, 8:45 am, ea.	270
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SPORTS

Mon thru Sat 5:40, 6:40, 7:40, 8:40 am, ea.	250
Must be bought 5 ti per week and rotate. CWD only. All features contribute to PD for spots bought in other time periods.	

WOR-FM

1941



RKO RADIO REPRESENTATIVES, INC

Stereo



An RKO General Station
Media Code 4 223 5454 3.00
RKO General, Inc., 1440 Broadway, New York, N. Y. 10018. Phone 212-564-8000.

- PERSONNEL
General Manager—Martin H. Percival.
General Sales Manager—Hugh S. Wallace.
Program Director—Sebastian Stone.
- REPRESENTATIVES
RKO Radio Representatives, Inc.
Toronto—RKO Distributing Corp. of Canada Ltd.
- FACILITIES
ERP 6,405 w. (horiz.), 3,850 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

See WOR listing for coded regulations.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 EX 6/1/69—Rec'd 4/23/69.

AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.

A—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am; Mon thru Sun midnight-1 am.

B—Mon thru Sat 1-6 am; Sun 1-4 am.

7. PACKAGE PLANS

CLASS AA

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	60	58	56	54	52	50
30 sec.	48	46	44	42	40	38

CLASS A

1 min.	52	50	48	46	44	42
30 sec.	42	40	38	36	34	32

CLASS B

1 min. flat.	25	30 sec. flat.	20
10 sec: 50% of 1-min.		1 minute, 20-seconds and 10-seconds may combine for frequency.	
Rateholders: 6 spots, any length, in AA, A or combination time.			

CONSECUTIVE WEEK DISCOUNT

26 wk—5%	52 wk—10%
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COMBINATION PACKAGE PLAN

(1/4 AA Mon thru Fri 3 pm-midnight, 1/4 AA Sat & Sun 10 am-midnight, 1/4 A Mon thru Fri 6 am-3 pm, 1/4 A Sat & Sun 6-10 am)

PER WK, EA:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	52	50	48	46	44
30 sec.	42	40	38	36	34

WPAT

1941

WPAT-FM

1957

CITY OF LICENSE
PATERSON, N. J.



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under New York Urban Area, N. Y.)
Media Code 4 223 6350 6.00
Division of Capital Cities Broadcasting Corp., 12 W. 40th St., New York, N. Y. 10018. Phone 212-685-9300.
Studios: Heppner Rd. & Broad St., Clifton, N. J.

STATION'S PROGRAMMING DESCRIPTION
WPAT: Programmed for young adults and adults.
MUSIC: 85% popular standards to jazz, show tunes to light classics, film music to folk, vocals and instrumentals, mixed, edited and blended on tape to achieve a distinctive sound. Music presented in uninterrupted 12 min programs daytime and 27 min programs nighttime. NEWS 15% 5 min on half hour, plus on hour in drivetime. 15 min commentary M-F at 5:30 am, 7:30 am and 8:30 am. Public service throughout day. Sun, 6-9 am religious and educational programs.
COMMERCIAL POLICY: Maximum 13 commercials per hour regardless of length. 6 am-7 pm. Maximum 7 commercials per hour 7 pm-8 pm. Contact Representative for further details. Rec'd 8/8/68.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lou Faust.
General Sales Manager—Dick Bakovan.
- REPRESENTATIVES
Katz Radio, East.
- FACILITIES
5,000 w.; 930 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
FM—ERP 12,500 w. (horiz.), 13,500 (vert.); 98.1 mc. Antenna ht.: 870 ft. above average terrain.
- AGENCY COMMISSION
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 2c, 2d, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d, 16.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 24a, 25a, 29a, 29b, 30, 33b.
Contracts: 40c, 41, 42b, 42d, 43, 44b, 45, 47a, 49, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73d.
Programming policy: Maximum 13 commercial units per hr. 20% surcharge required for all non-integrated piggy-back commercials
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 22 EX 11/1/67—Rec'd 11/3/67.

PM Drive—Mon thru Fri 3-7 pm.

AM Drive—Mon thru Fri 6-10 am.

AA—Mon thru Sun 7 pm-midnight.

**New York City—W P A T,
W P A T-FM—Continued**

6. SPOT ANNOUNCEMENTS

1 MINUTE				
	PM	Dr-AM	Dr-AA	A
Fixed position	140	120	130	120
1 tl	120	100	110	100
6 (max. 1 per day)	110	90	100	90
12 (max. 2 per day)	100	80	90	80
18 (max. 3 per day)	90	70	80	70
24 (max. 4 per day)	85	65	75	65
30 (max. 5 per day)	80	60	70	60

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PLAN/DISTRIBUTION:	12	18	24	30
PM Drive	2	3	4	5
AM Drive	2	3	4	5
AA	2	3	4	5
A	2	3	4	5
PER DAY, MAX:	2 tl	3 tl	4 tl	5 tl
Total	900	1260	1560	1800

MAN PLAN

PLAN/DISTRIBUTION:	12	18	24	30
PM Drive	4	6	8	10
AM Drive	4	6	8	10
AA	4	6	8	10
A	4	6	8	10
PER DAY, MAX:	2 tl	3 tl	4 tl	5 tl
Total	960	1350	1680	1950

WOMAN PLAN

PLAN/DISTRIBUTION:	12	18	24	30
PM Drive	4	5	7	9
AM Drive	4	5	7	9
AA	4	5	7	9
A	4	5	7	9
PER DAY, MAX:	2 tl	3 tl	4 tl	5 tl
Total	840	1170	1440	1650

Packages not available at interim frequencies. Must be scheduled equally over at least 6 days per week. Not combinable with other plans. 30 sec or less: 80% of 1-min. Not preemptible. 10 sec: 60% of 1-min. Preemptible.

10. SPECIAL FEATURES

TEMPO—WITH JIM VAN SICKLE
(Mon thru Fri 6:30-8:45 am, 7:30-7:45 am, 8:30-8:45 am)

1-min participation—spot rate plus 5.	1 tl	5 tl	10 tl	15 tl
PER WK:	130	120	110	100
Rotating through 3 time periods. Both earn frequency discounts in combination with spots.				

5-MINUTE NEWSCASTS

	1 tl	5 tl	10 tl	15 tl	20 tl
PM Drive	150	140	130	120	110
AM Drive	130	120	110	100	90
AA	140	130	120	110	100
A	130	120	110	100	90

News casts earn frequency discounts in combination with spots.

CONSECUTIVE WEEK DISCOUNTS

13 wk—1/2%	28 wk—5%
33 wk—1/2%	52 wk—10%

Does not apply to Package Plans.

RATEHOLDER
Minimum 3 spots per week. (D)

W P I X-FM
1941

mcgavren-guild
pgw radio, inc.

N A F I M B

Media Code 4 233 5550 2.00
A division of WPXI, Inc., Daily News Bldg., 220 E. 42nd St., New York, N. Y. 10017. Phone 212-883-0000.

STATION'S PROGRAMMING DESCRIPTION
WPXI-FM: Programmed for adults 25-40. Personalities. MUSIC: general, popular, mid-10s-of-the-road, with broad diversity. Current popular 50%, jazz 20%, standards 20%, folk 10%. Performance medium: orchestras and bands 40%, vocalist and vocal groups 30%, small instrumental groups and soloists 30%. NEWS: 5 min before hour 6 am-8 pm, M-F. 2 min headlines 8 pm-6 am, M-F. 2 min headlines at 7:28 am & 8:28 am, M-F. 5 min before hour 8 am-8 pm/2 min before hour 8 pm-8 am, Sat & Sun. Traffic reports: M-F 6:45 am, 7:15 am, 7:45 am, 8:15 am, & 8:45 am and when developments occur. SPORTS: M-F, 7:40 am sports cap and reports in news at :30 in length. Weather: 7 days per week, 24 hours per day at :28, also in each news report on hour. Contact Representative for further details. Rec'd 8/9/89.

1. PERSONNEL
General Manager—Richard M. Gary.
Operations Manager—B. Robert Nelson.

2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
ERP 5,400 w. (horiz.), 3,800 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,228 ft. above average terrain.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60i, 60k, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 5/1/89—Rec'd 4/22/88.

PLAN/DISTRIBUTION:	12	18	24	30
AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-6 pm.				
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon & 6 pm-midnight.				
B—Mon thru Sun midnight-6 am.				

6. SPOT ANNOUNCEMENTS

1 MINUTE				
	1 tl	6 tl	12 tl	A
PER WK:	50	45	40	35
20/30 sec	40	36	32	28

ANNUAL FREQUENCY DISCOUNT

312x—10%	624x—20%
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Multi-product advertisers may combine for frequency.

7. PACKAGE PLANS

PENTHOUSE PACKAGE—2/3AA, 1/3A

PER WK:	6 tl	12 tl	18 tl	25 tl	30 tl
1 min	225	390	450	495	570
20/30 sec	180	312	364	396	456

ROS PACKAGES

1 min	180	330	375	405	480	540
20/30 sec	144	264	300	324	388	450

10 sec: 60% of 1-min and preemptible.
Penthouse and ROS Packages combine for weekly frequency. All spots rotate within time class purchased. Multi-product advertisers may combine for frequency.

10. SPECIAL FEATURES

NEWS AROUND THE CLOCK

PER WK:	1 tl	6 tl	12 tl	18 tl
AA	80	55	50	45
A	55	50	45	40

Includes 1-minute spot and open and close. AA and A strips combine for frequency.

WEATHERSCOPE

A	50	45	40	35
A	45	40 <td>35</td> <td>30</td>	35	30

At :27, 24 hours a day, 7 days a week. 1 minute of weather plus 1-minute spot and open and close.

W P O W
1924

Subscriber to the NAB Radio Code
Media Code 4 233 5600 5.00
WPOW, Inc., 305 E. 40th St., New York, N. Y. 10016. Phone 212-687-8288.
Other office—1111 Woodrow Rd., Staten Island, N. Y. 10312. Phone 212-984-4600.

STATION'S PROGRAMMING DESCRIPTION
WPOW: Programmed for adults and teens. Morning music primarily consists of middle-of-the-road recordings interspersed with religious records. Also feature religious programs produced both locally and nationally. Afternoons feature ethnic broadcasting in German, Polish, Czechoslovakian, Greek and Ukrainian languages. Sun programs all in English and beamed to all faiths. Sun music features middle-of-the-road as well as popular religious recordings. Rec'd 12/13/87.

1. PERSONNEL
General Manager—John M. Camp.
Station Manager—Ed H. Smith.
Program Director—Arnold Brown.

3. FACILITIES
5,000 w.; 1330 kc. Directional.
Operating schedule: 4-8:30 am & 5-8 pm Mon thru Fri; 4-8:30 am Sat; 6-11 am & 3-9 pm Sun. EST.

4. AGENCY COMMISSION

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4b, 4d, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 14c.
Basic Rates: 20a, 22a, 23a, 24b, 29a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 61a.
Cancellation: 71a, 73a.

	(*)	(†)
1 hour	9:00 min.	59:00 min.
1/2 hour	4:30 min.	29:00 min.
1/4 hour	3:15 min.	14:00 min.
10 minutes		9:30 min.
5 minutes	1:25 min.	4:30 min.

(*) Length of commercial copy.
(†) Actual broadcasting length.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff Rec'd 8/30/89.

6. SPOT ANNOUNCEMENTS

1 min	22	20/30 sec	18
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DISCOUNTS

52x—15%	156x—20%	260x—25%	312x—30%
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8. PROGRAM TIME RATES
Rates shown below include a bonus program for a corresponding length of time period on WHAZ, Troy.

1 hr	1/2 hr	1/4 hr	10 min	5 min
x	275	185	110	85

DISCOUNTS

52x—15%	260x—25%	312x—30%
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W Q X R
1934

AVCO RADIO SALES

NAB

Media Code 4 233 5650 0.00
Interstate Broadcasting Co., Inc., a subsidiary of The New York Times, 229 W. 43rd St., New York, N. Y. 10036. Phone 212-524-1100.

STATION'S PROGRAMMING DESCRIPTION
WQXR: Programmed for general interest. MUSIC: classical, symphonic music 68%, recordings, tape, major symphony orchestras live and taped. 16% semi-classic, baroque, showtunes, jazz, folk music. opera programs employing air personalities with guests and interviews. Opera 3% including live during season. NEWS 13%: 5 min on hour, 6:30 am, 7:30 am, 15 min 8 am, noon, 6 pm, 11 pm, written by 16 man broadcast news staff. Newspaper editorial 6:30 pm. Local, international correspondents views news M-W-F, arts Tues-Thurs, 7:07 pm. Financial and business features M-F 6:55 am, 7:40 am, 4:30 pm, 6:15 pm, Sat 8:15 am. Contact Representative for further details. Rec'd 5/29/89.

CLASS AAA

PER WK:	1x	100x	260x	500x	1000x
1 tl	85	75	70	65	—
3 tl	78	72	67	62	—
5 tl	65	63	60	55	—
10 tl	58	56	53	50	—
15 tl	55	52	48	45	—

CLASS AA

1 tl	85	77	70	58	53
3 tl	83	75	68	56	52
5 tl	81	73	67	55	51
10 tl	80	72	65	54	49
15 tl	78	70	64	53	48

CLASS A

1 tl	70	63	58	49	43
3 tl	67	62	56	48	42
5 tl	66	61	55	47	41
10 tl	64	59	54	46	40
15 tl	63	58	53	45	39

(This listing continued on next page)

SUBURBATROPOLIS

4 Suburban N.Y. metro counties (Nassau, Suffolk, Westchester, Fairfield) with only 19% of the people in the entire metro area (3,700,000 of them) account for*...

41% of all SUPERMARKET sales
37% of all GAS sales
34% of all business AIR passengers
42% of all AUTO sales

Masla Suburban Plan
REACHING MORE PEOPLE PER AVERAGE QUARTER HOUR THAN ANY NEW YORK CITY STATION.

Contact your Man from Masla **M** Jack Masla & Company, Inc. (212) PL 2-6450

*Sales Management Survey of Buying Power, June 1968
**Pulse Nassau, Suffolk, Westchester, June, July, Aug. 1968
***Pulse C P Homes Penetration; Stamford, Sept. 1967

1. PERSONNEL
President—Ivan Velt.
Vice-Pres. & Gen'l Mgr.—Walter Neiman.
Vice-President, Sales—Robert L. Krueger.

2. REPRESENTATIVES
Avco Radio Sales.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
50,000 w.; 1560 kc. Directional.
Operating schedule: 6-12:07 am. EST.
Partial simulcast operation.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 28, 27, 28a, 29a, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60i, 61a, 62a.
Cancellation: 70a, 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Commercial ET's accepted subject to station policy.

TIME RATES
No. 23 Eff 2/1/69—Rec'd 1/8/89.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Sun 6-9 pm & positions adjacent to 9, 10 & 11 pm news.
A—Mon thru Fri 5-8 pm; Mon thru Sun 9-11 pm; Sat 10 am-6 pm; Sun noon-6 pm.
B—Mon thru Fri 10 am-5 pm; Mon thru Sun 11 pm-midnight; Sat 6-10 am; Sun 7 am-noon.
C—Mon thru Sun midnight-2 am. AM or FM only.

6. SPOT ANNOUNCEMENTS
WQXR/WQXR-FM COMBINATION
CLASS AAA

PER WK:	1x	100x	260x	500x	1000x
1 tl	85	75	70	65	—
3 tl	78	72	67	62	—
5 tl	65	63	60	55	—
10 tl	58	56	53	50	—
15 tl	55	52	48	45	—

CLASS AA

1 tl	85	77	70	58	53
3 tl	83	75	68	56	52
5 tl	81	73	67	55	51
10 tl	80	72	65	54	49
15 tl	78	70	64	53	48

CLASS A

1 tl	70	63	58	49	43
3 tl	67	62	56	48	42
5 tl	66	61	55	47	41
10 tl	64	59	54	46	40
15 tl	63	58	53	45	39

Phase 1
NASSAU:
WHLI
WESTCHESTER:
WFAS
FAIRFIELD:
WSTC

Phase 2:
SUFFOLK:
WGLI,
WPAC/WHRF
WESTCHESTER:
WVIP

LEADING N. Y. STATIONS SUFFER AUDIENCE DROP-OFF IN SUBURBATROPOLIS:

Latest Pulse figures** indicate a serious drop-off in audience in the suburbs for the leading N. Y. Stations... as much as 52% drop-off. MASLA Group is first in men, women, adults, every day, every category.

NEW YORK

New York City—W Q X R—Continued

CLASS B

PER WK:	Per Year			
	1x	100x	250x	500x 1000x
1 tl.....	52	48	39	32 28
3 tl.....	45	45	38	31 27
5 tl.....	49	44	37	30 26
10 tl.....	48	43	36	29 25
15 tl.....	47	42	35	28 24

CLASS C

1 tl.....	35	30	28	25	---
5 tl.....	30	25	23	20	---
10 tl.....	25	20	18	15	---

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
 20 sec: 70% of 1-min.
 1-minute and 30-seconds combinable for quantity discount, and contribute to 10/20-second spots for discount.
 Number of spots in higher class contribute to lower class for weekly frequency.
 Personality spots of more than 1-minute—add 10%.
 AM or FM only spots: 70% of applicable rate.

7. PACKAGE PLANS

WKLY PLANS:	1 wk	7 wk	13 wk
Bach 25 tl (3AAA, 2AA or 5AAA or 5AA and 5A, 15B).....	1250	1100	950
Beethoven 25 tl (5A, 20B).....	1100	950	825
Brahms 20 tl (5A, 15B).....	935	825	700
Gershwin 15 tl (3AAA, 2AA or 5AAA or 5AA & 2A, 8B).....	850	750	650
Mozart 20 tl (20B).....	810	650	565
Puccini 10 tl (3AAA, 2AA or A & 5B).....	595	535	475
Schubert 10 tl (10B).....	460	390	350
Strauss 5 tl (1AAA, 1AA or 1A & 3B).....	285	250	225

8. PROGRAM TIME RATES

WQXR/WQXR-FM COMBINATION

PER WK:	*Mon thru Sun 5-10 pm			
	1 tl	2 tl	3 tl	5 tl
50 min.....	440	395	375	350
1/2 hr.....	285	240	225	210
1/4 hr.....	175	160	150	140

(*) All other times 75% of rates.
 CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 28 wk—10% 39 wk—15% 52 wk—25%

10. SPECIAL FEATURES

NEW YORK TIMES NEWS ON THE HOUR ON WQXR/WQXR-FM

	*1-4 tl — 5+ per wk				
	per wk	1 wk	13 wk	26 wk	39 wk 52 wk
Mon thru Fri 7 am; 7:30 am & 78 am; Mon thru Sun 10-11 pm.	120	110	100	95	90 85
Mon thru Fri 9 am; 1noon & 5 pm; Sat & Sun 8 am-5 pm.	100	90	85	80	75 70
All other News programs	85	75	65	60	55 50

(*) CWD for less than 5 programs per wk: 26 wk—5%; 52 wk—10%.
 (†) 1/4 hr newscast at 8 am, noon, 6 pm, & 11 pm: add 10%.
 Frequency discount for 10 news programs, per week—5%.
 Frequency discount for 15 news programs, per week—10%.

NEWS PACKAGE PLANS

WEEKDAY 10 PLAN	
MON THRU FRI:	4 tl, 9-11 am; 6 tl, 1-4 pm; 7 wk minimum..... 525
WEEKDAY 5 PLAN	
	2 tl, 9-11 am; 3 tl, 1-4 pm; 7 wk minimum..... 295
WEEKEND 10 PLAN	
	10 tl, Sat & Sun sign-on-6 pm. 825 725 700 675 650
WEEKEND WEATHER	
	11 tl, Sat & Sun sign-on-6:30 pm. 825 595 575 550 525

Announcers' fees extra.

W Q X R-FM

1939

Media Code 4 233 5631 8.00
 Interstate Broadcasting Co., Inc., a subsidiary of The New York Times, 229 W. 43rd St., New York, N. Y. 10036. Phone 212-524-1100.

STATION'S PROGRAMMING DESCRIPTION

WQXR-FM: See WQXR for programming description.

1. PERSONNEL

President—Ivan Velt.
 Vice-Pres. & Gen'l Mgr.—Walter Nelman.
 Vice-President, Sales—Robert L. Krieger.

2. REPRESENTATIVES

Avco Radio Sales,
 Canada—Andy McDermott Sales, Ltd.

3. FACILITIES

ERP 5,400 w. (horiz.); 3,800 w. (vert.); 96.3 mc. Stereo.
 Operating schedule: 6-2 am. EST.
 Antenna ht.: 1,220 ft. above average terrain.
 Partial simulcast operation.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations See WQXR listing for coded regulations.

TIME RATES

When available, FM only may be purchased at 70% of applicable WQXR rate. See that listing.
 (New York City continued on next page)

If you're looking for a new plant site, try the nearest ghetto.

IBM did.



IBM leased an old warehouse in the center of Brooklyn's Bedford-Stuyvesant slums, and is converting it into a computer cable factory. Hiring starts soon, with the slum residents getting first choice. IBM is meeting its own requirements and, at the same time, helping out with the problems of others. Many other companies are doing the same. So can you.

There's no profit in poverty.

advertising contributed for the public good



FOR A DETAILED RUNDOWN ON HOW COMPANIES LIKE YOUR OWN HAVE TURNED PROBLEMS INTO OPPORTUNITIES, SEND FOR THE FREE BOOKLET, "SOLVING THE CRISIS IN OUR CITIES." WRITE: AMERICAN BUSINESS PRESS, INC., DEPT. C, 205 E. 42ND ST., NEW YORK, N.Y. 10017

NAME _____

FIRM _____

CITY _____ STATE _____ ZIP _____

WRFM (FM)
1953



Alan Torbet
Associates, Inc.



Media Code 4 233 5700 3.00
Radio New York Worldwide, Inc., 485 Madison Ave.,
New York, New York 10022. Phone 212-752-3322.

STATION'S PROGRAMMING DESCRIPTION
WRFM (FM) Programmed for adults.
MUSIC 97%; middle-of-the-road, current popular,
showtunes, standards. NEWS 3%; 4 man news staff
present weather and sports, stock reports, news and
commentaries. COMMERCIAL POLICY: 8 minutes
per hour. Contact Representative for further details.
Rec'd 4/14/69.

1. PERSONNEL
Vice-President—Richard W. Grofe.
Station Manager—Marlin R. Taylor.
Sales Manager—Jerry Belson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 5,200 w. (horiz.); 3,700 w. (vert.); 105.1 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22a, 22b, 23a, 23b, 23c, 23d, 23e, 23f.
Contracts: 40a, 42a, 45, 47a.
Comb.; Cont. Discounts: 60b, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Tobacco commercials unacceptable.

TIME RATES
No. 10 Eff 5/5/69—Rec'd 4/21/69.
A—6 am-midnight.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	1 min	1 min	1 min
1 x	25.00	15x	16.00
13 x	23.00	28x	15.00
26 x	20.00	31x	14.00
52 x	18.00	62x	13.75
104 x	17.00	100x	13.50

30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
1 min.	165	230	305	380	455	515	580

8. PROGRAM TIME RATES

CLASS A	CLASS B	CLASS C	CLASS D	CLASS E	CLASS F	CLASS G
1x	13x	26x	52x	104x	156x	260x
1/2 hr.	150	140	120	110	105	100
1 hr.	115	110	100	90	85	80

10. SPECIAL FEATURES

NEWSCASTS		CLASS A	
1 x	30.00	15x	21.00
13 x	28.00	28x	20.00
26 x	26.00	31x	19.00
52 x	24.00	62x	18.75
104 x	23.00	100x	18.50

WT FM (FM)
1961



Jack Masla & Company, Inc.



Media Code 4 233 5750 6.00
WT FM, Inc., Long Island Expressway, Fresh Meadows
N. Y., 11365. Phone 212-539-5600.

STATION'S PROGRAMMING DESCRIPTION
WT FM (FM): Programmed for adults.
MUSIC 85%; popular standards, showtunes, light
classics, film music, folk music, vocals and instru-
mentals. Selected and presented by air personalities
in uninterrupted 13 min segments. NEWS 12%; 5
min every hour on hour. Commentary 8 times daily.
Stock market reports at noon, 2, 4, & 6 pm. Daily
news summary 15 min. 6 pm. Public service through-
out day. COMMERCIAL POLICY: 8 maximum per
hour. 2 commercials clustered every 15 minutes. Con-
tact Representative for further details. Rec'd 4/25/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—David H. Polinger.
Program Director—Gerald James.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 7,080 w. horiz. & vert.; 103.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.—1008 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25c.
Contracts: 40a, 41, 42d, 44a, 44b, 46, 47e, 48, 49,
50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61b, 61c,
62b, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 7 Eff 2/1/69—Rec'd 1/6/69.
AA—Mon thru Sun 8 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

AA		A	
1 min	30 sec	1 min	30 sec
1 x	60	45	28
13 x	59	44	25
26 x	58	43	24
28 x	57	42	23
52 x	54	40	22
104 x	48	38	21
156 x	42	32	20
260 x	35	26	19
520 x	30	23	18

7. PACKAGE PLANS

1 MINUTE				
PER WK, EA:	6 ti	12 ti	18 ti	24 ti
AAA	45.00	40.00	35.00	30.00
A	22.50	20.00	17.50	15.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
10-second spots may not be combined with other spots
for frequency.

8. PROGRAM TIME RATES

AA		A	
55 min	1/2 hr	55 min	1/2 hr
1 x	275	175	150
13 x	265	169	145
26 x	255	163	140
39 x	245	157	135
52 x	235	151	130
104 x	225	145	125
156 x	215	139	120
260 x	205	133	115
520 x	195	127	110

10. SPECIAL FEATURES

NEWSCASTS				
PER WK:	AA	A	AA	A
Less than 5 ti	75.	60.	10 ti	55.
5 ti	65.	50.		40

WV NJ WV NJ-FM
1947 1961

CITY OF LICENSE
NEWARK, N. J.



(This is a paid duplicate of the listing appearing
under Newark, N. J.)
Media Code 4 231 5145 5.00
Newark Broadcasting Corp., West Mt. Pleasant Ave.
& Rt. 10, Livingston, N. J. 07039. Phone 201-643-
7600.

Send copy and instructions to Don Corr at above ad-
dress.

Sales Office: 510 Madison Ave., New York, N. Y.
10022. Phone 212-688-6470.

STATION'S PROGRAMMING DESCRIPTION
WV NJ: Programmed for young adults and adults.
MUSIC: uninterrupted, 87% albums; 82% general
popular, featuring standards, showtunes, film music,
middle-of-the-road music, 5% classical, opera and
symphony. NEWS 10%; local, national, international.
World wide audio news service 5 min on hour, addition-
al 5 min on half hour during drive time periods,
M-F, includes sports and weather. SPORTS: play-
by-play football. TALK: 1%; community interest
program on Sun. COMMERCIAL POLICY: 15 min-
utes per hour. Contact Representative for further de-
tails. Rec'd 8/11/67.

1. PERSONNEL
General Manager—Milton L. Lubow.
Program Manager—Stephen Van Glick.
Chief Engineer—Peter Testan.

2. REPRESENTATIVES
H-R Representatives, Inc.

3. FACILITIES
5,000 w.; 620 kc. Directional—separate patterns day
and night.
Operating schedule: 5:30-1 am. EST.
FM-ERP 24,000 w. (horiz.), 16,000 w. (vert.); 100.3
mc.

Antenna ht.: 666 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40c, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i.

Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
No. 28 Eff 10/1/69—Rec'd 7/3/69.
AAA—Mon thru Sat 4-8 pm.
AA—Mon thru Sat 8-10 am.
A—Mon thru Sat 10 am-4 pm; Sun 7 am-8 pm.
B—Daily 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE		30 SECONDS	
PER WK:	1 ti	1 ti	1 ti
AAA	80	58	52
AA	58	49	45
A	45	42	39
B	25	24	23

7. PACKAGE PLANS

PER WK:	1 min	30 sec	1 min	30 sec
AAA	48	45	42	39
AA	42	39	36	34
A	40	37	34	31
B	20	19	18	17

10 sec: 80% of 1-min. Fixed position extra 10%.
Rotated equally within time period.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	80	58	52	48	43
AA	58	49	45	42	39
A	45	42	39	36	34
B	25	24	23	22	21

CONSECUTIVE WEEK DISCOUNT
28 wk—5%. 52 wk—10%.
Rateholder—100.00 wkly.

WWRL
1926



A Sounding Station

Media Code 4 233 5850 6.00
WWRL, Inc., 59th St., Woodside, N. Y. 11377.
Phone 212-335-1600.

STATION'S PROGRAMMING DESCRIPTION
WWRL: Programmed for Negro listener.
ENTERTAINMENT 6 am-10 pm employing air
personalities, audience telephone participation and
rhythm and blues music. 10 pm-12M air personalities
and gospel music. NEWS: 5 min at :40 past hour,
2 min at :20 past hour. National, international, local
area and community news. 8 man news department.
SPORTS: scores at :45. Editorialize 8 times daily
and participate in fund drives for community ac-
tivities, boys clubs, little leagues. Community events
featured 12 times daily. Air personalities available
for remote pickups at store openings. Contact Re-
presentative for further details. Rec'd 5/27/68.

1. PERSONNEL
President—Egmont Sonderling.
Exec. Vice-Pres. & Gen'l Mgr.—Mark Oids.
Vice President Sales—Arthur Harrison.

2. REPRESENTATIVES
Bernard Howard Co., Inc.

3. FACILITIES
5,000 w.; 1600 kc. Directional. Separate patterns day
and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b, 8.

Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25c, 27,
28a, 29a.

Contracts: 40a, 41, 44a, 46, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.

In the event of revision of station rates, any con-
tinuous, week to week broadcasts under the adver-
tiser's contract may be extended at the rates and
discounts herein shown without penalty of short
rate or loss of discounts on previous broadcasts for
a period of not more than 26 weeks from the effec-
tive date of such revision.

Length of commercial copy:
5 min. 1:15 1/2 hr. 4:15
1/4 hr. 3:15 1 hr. 7:15

All products and/or services and the advertising
continuity thereof are subject to WWRL acceptance
before broadcast.

TIME RATES
No. 25-A Eff 9/1/69—Rec'd 8/8/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat 8
am-2 pm.
B—Mon thru Fri 9 pm-midnight; Sat 6-8 am & 2
pm-midnight; Sun all day.

7. PACKAGE PLANS

1 WEEK		CLASS AA	
PER WK:	1 ti	12 ti	18 ti
1 min.	65	52	51
30 sec.	49	39	36
10 sec.	33	26	24

CLASS B		CLASS C	
1 min.	58	46	44
30 sec.	44	35	34
10 sec.	29	23	22

CLASS B		CLASS C	
1 min.	45	37	36
30 sec.	35	28	27
10 sec.	23	19	18

13 WEEKS

CLASS AA		CLASS B	
1 min.	63	50	48
30 sec.	47	38	36
10 sec.	32	25	24

CLASS A

CLASS A		CLASS B	
1 min.	56	44	43
30 sec.	42	33	32
10 sec.	28	22	21

CLASS B

CLASS B		CLASS C	
1 min.	45	35	34
30 sec.	34	26	25
10 sec.	22	18	17

26 WEEKS

CLASS AA		CLASS B	
1 min.	60	46	45
30 sec.	45	35	34
10 sec.	30	23	22

CLASS A

CLASS A		CLASS B	
1 min.	54	42	41
30 sec.	41	32	31
10 sec.	27	21	20

CLASS B

CLASS B		CLASS C	
1 min.	43	33	32
30 sec.	32	25	24
10 sec.	22	17	16

38 WEEKS

CLASS AA		CLASS B	
1 min.	60	46	45
30 sec.	45	35	34
10 sec.	30	23	22

CLASS A

CLASS A		CLASS B	
1 min.	54	42	41
30 sec.	41	32	31
10 sec.	27	21	20

CLASS B

CLASS B		CLASS C	
1 min.	43	33	32
30 sec.	32	25	24
10 sec.	22	17	16

52 WEEKS

CLASS AA		CLASS B	
1 min.	58	44	43
30 sec.	44	33	32
10 sec.	29	22	21

CLASS A

CLASS A		CLASS B	
1 min.	52	40	39
30 sec.	39	30	29
10 sec.	26	20	19

CLASS B

CLASS B		CLASS C	
1 min.			

NEW YORK

New York Urban Area—Continued
Masla New York Suburban Plan

M Jack Masla & Company, Inc.

Comprised of:
WHLI—Hempstead, N. Y. WFAS—White Plains,
WGLI—Babylon, N. Y. N. Y.
WPAC—Patchogue, N. Y. WVIV—Mount Kisco,
WHRF—Riverhead, N. Y. N. Y.
WSTC—Stamford, Conn.
Media Code 4 233 5887 8.00
Business Office—Jack Masla & Co., Inc., 575 Madison
Ave., New York, N. Y. 10022. Phone 212-752-
6450.

- PERSONNEL**
Vice-President—Allan S. Klamer.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28a,
29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,
50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 8 Eff 7/15/69—Rec'd 7/7/69.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun
all day.
A—All other times.

PER WK, EA	1 WEEK			2 WEEKS			3 WEEKS			4 WEEKS		
	6t	12t	18t	6t	12t	18t	6t	12t	18t	6t	12t	18t
Phase 1....	71.00	68.00	66.00	53.00	50.00	48.00	68.00	66.00	64.00	51.00	48.00	46.00
Phase 2....	40.00	38.00	35.00	32.00	30.50	27.00	37.00	35.00	34.00	29.50	28.00	26.50
Combined..	111.00	104.00	101.00	85.00	80.50	75.00	105.00	101.00	97.00	80.50	74.00	70.00
Phase 1....	68.00	66.00	63.00	51.00	46.00	43.50	68.00	66.00	63.00	51.00	46.00	43.50
Phase 2....	37.00	35.00	34.00	29.50	28.00	26.50	37.00	35.00	34.00	29.50	28.00	26.50
Combined..	105.00	101.00	97.00	80.50	74.00	70.00	105.00	101.00	97.00	80.50	74.00	70.00
Phase 1....	68.00	66.00	63.00	51.00	46.00	43.50	68.00	66.00	63.00	51.00	46.00	43.50
Phase 2....	35.00	33.00	32.00	27.00	26.00	25.00	35.00	33.00	32.00	27.00	26.00	25.00
Combined..	101.00	98.00	91.00	74.00	69.00	64.00	101.00	98.00	91.00	74.00	69.00	64.00

The New York City Suburban Group

formerly
(The New York Suburban Group)

Mort Bassett & Co., Inc.

Comprised of:
WBAB—Babylon
WRKL—New City
WALK, WALK-FM—
Patchogue
WBAB—Babylon
Media Code 4 233 5892 8.00
Business Office—Mort Bassett & Co., Inc., 551 Fifth
Ave., New York, N. Y. 10017. Phone 212-682-8960.

- PERSONNEL**
General Manager—Paul S. O'Brien.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- AGENCY COMMISSION**
15%.
- GENERAL RATE POLICY**
TIME RATES
ET 3/1/69—Rec'd 2/10/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
- PACKAGE PLANS**
1 MIN: AA 62.50 57.00 52.00 47.00 44.50
A 52.00 47.00 42.50 38.00 34.50
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

IMPORTANCE OF MEDIA- ADVERTISER COOPERATION

... as an inescapable matter of policy has come about through the realization that such a program is as good business for media as it is for advertisers... and that a sound program of advertiser relations is an operating necessity.

WALK WALK-FM PATCHOGUE, N. Y.

See listing under Patchogue, N. Y.

WBAB WBAB-FM 1937 1938

BABYLON

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 5900 9.00
Babylon-Baysboro Broadcasting Corp., Route 109,
Babylon Long Island, N. Y. 11704. Phone 516-
661-4000; New York—Phone 212-291-1180.

STATION'S PROGRAMMING DESCRIPTION
WBAB: Programmed for adults.
MUSIC: primarily middle-of-the-road with air personalities. 75% music, 25% news. NEWS: UPI audio world wide news. Two 1 hour newscasts, sports feature and weather reports 7-8 am & 4-5 pm. Network 5 min news programs on half hour 7:30 am-9:30 pm. Network variety show 10:05-11 am. M-F. SPORTS: college and high school live play-by-play. WBAB-FM: Simulcast except 8 pm-12M. Music programmed for teens and young adults. Contact Representatives for further details. Rec'd 4/1/68.

- PERSONNEL**
General Manager—Muriel Matthews.
Vice-President Sales—Larry Walsh.
Program Director—Tony James.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM FACILITIES
ERP 700 w.; 103.9 mc.
Antenna ht.: 175 ft. above average terrain.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Afiliated with American Entertainment Network.
Member: The New York City Suburban Group.

TIME RATES

Rates effective September 1, 1965.
Rates received August 6, 1965.
Class AA—6:00-9:30 am and 3:00-7:00 pm Mon thru Sat.
Class A—All other times.

1 min	AA		A	
	30 sec	10 sec	1 min	10 sec
1 x.....	25.00	20.00	12.50	21.00
50 x.....	22.00	17.00	11.00	19.00
100 x.....	20.00	15.00	10.00	17.00
200 x.....	18.00	13.50	9.00	15.50
300 x.....	16.00	12.00	8.00	14.00
500 x.....	14.00	10.50	7.00	12.00

All spots may be combined for maximum frequency.

PER WK:	CLASS AA		CLASS A	
	12 t	18 t	12 t	18 t
12 t.....	17.00	24.00	13.00	19.00
18 t.....	15.00	21.00	11.00	17.00
12 t.....	15.00	24.00	11.00	19.00
18 t.....	13.00	18.00	9.00	15.00

30-seconds—75% of applicable 1-minute rate.
10-seconds—50% of applicable 1-minute rate.

WCTC WCTC-FM

NEW BRUNSWICK, N. J.
See listing under New Brunswick, N. J.

WFAS WFAS-FM 1932 1947

WHITE PLAINS

M Jack Masla & Company, Inc.

Media Code 4 233 5950 4.00
Division of Courtland Broadcasting Corp., Box 551,
White Plains, N. Y. 10602. Phone 914-693-2400.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Arnold N. Starr.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Regional Rep. Corp.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 3,000 w.; 103.9 mc.
- AGENCY COMMISSION**
15/0. 15th of following month.

3. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: *10b, *11b, *12b, *13b, *14b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 25a, 28c, 29a,
30, 32b, 33b.
Contracts: 40c, 41, 42a, 43, 44a, 45, 45, 47a, 48, 50,
51a.
Comb.: Cont. Discounts: 60b, 60e, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) Provided that advertising equalling the weekly actual equivalent of 3 Class B announcements is actually running at time of effective date of increase.
Afiliated with MBS.
Member: Masla New York Suburban Plan.

TIME RATES

No. 10 Eff 5/1/69—Rec'd 6/16/69.
AAA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight; Sat & Sun 3-7 pm.
Midnight-6 am rates on request.

PER WK, 1 MIN:	AAA	AA	A	B
1 t.....	40	36	28	16
6 t.....	40	35	25	15
11 t.....	40	34	24	14
16 t.....	40	33	23	13

30 sec: 80% of 1-min.

PER MO:	INCENTIVE PACKAGE		A	B
	AAA	AA		
60 t.....	40	32	22	12
80 t.....	40	31	21	11
120 t.....	40	30	20	10

PER WK:	CLASS AA			
	6t	12t	18t	24t
1 min.....	37.00	34.00	31.00	29.00
30 sec.....	29.60	27.20	24.80	23.20
10 sec.....	18.50	17.00	15.50	14.50
1 min.....	28.00	26.00	24.00	22.00
30 sec.....	22.40	20.80	19.20	17.60
10 sec.....	14.00	13.00	12.00	11.00

PER WK:	CLASS B			
	6t	12t	18t	24t
1 min.....	24.00	22.00	20.00	18.00
30 sec.....	19.20	17.60	16.00	14.40
10 sec.....	12.00	11.00	10.00	9.00

PER WK:	SATURATION PLAN NO. 1			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 2			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 3			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 4			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 5			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 6			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 7			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 8			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 9			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 10			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 11			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 12			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 13			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 14			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 15			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 16			
	6t	12t	18t	24t
1 min.....	25	22	20	18
30 sec.....	20	18	16	14
10 sec.....	12	11	10	9

PER WK:	SATURATION PLAN NO. 17			
	6t	12t	18t	24t

TOTAL AUDIENCE PLANS

PER WK:	12 ti	18 ti	24 ti	36 ti
Plan I—(1/3AA, 1/3A, 1/3B)	228	300	360	468
Plan II (1/2AA, 1/2B, and/or all day Sa. & Sun.)	246	333	396	522
20/30 sec: 80% of 1-min.	10 sec	50%	50%	1-min.

8. PROGRAM TIME RATES

AA:	1x	26x	52x	104x	208x	312x
1/2 hr.	110	95	90	85	80	75
1/4 hr.	70	62	59	56	53	50
10 min.	51	44	42	40	38	36
5 min.	39	34	32	30	28	26
A	1/2 hr.	85	75	70	65	60
1/4 hr.	57	51	49	47	45	43
10 min.	41	36	34	32	30	28
5 min.	30	26	24	22	20	18
B:	1/2 hr.	59	52	49	46	43
1/4 hr.	42	37	35	33	31	29
10 min.	31	27	25	23	21	19
5 min.	24	21	19	17	15	13

W GSM W GSM-FM
1931 HUNTINGTON 1931



A Long Island Network Station

Media Code 4 233 6100 5.00
W GSM, Inc., 900 Walt Whitman Rd., Melville, Long Island, N. Y. 11746. Phone 516-423-6740.

STATION'S PROGRAMMING DESCRIPTION
W GSM: Programming adult general. MUSIC: middle-of-the-road, general popular, 50% standards, 50% NEWS: 5 min at 5:55, 2 min at half hour, 15 min at 7:15 am and 5:45 pm. Operates with seven newsmen, fifty stringers, one mobile unit, one fixed wing aircraft, six meteorologists feature this specific area's weather. National, international, regional and local editorials. Daily features: this specific area's fishing, boating, theatre, sports, gardening, golf, pet news and road conditions. SPORTS: high school and college football, daily sportscast 5:15 pm. Contact Representative for further details. Rec'd 4/3/68.

- PERSONNEL
President—Peter A. Bordes.
General Manager—Richard J. Scholem.
- REPRESENTATIVES
Edward Petry & Co., Inc.
Greater New York Radio Sales: See Rep. & S/O pages.
- FACILITIES
5,000 w. days (1,000 w. critical hours); 740 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
ERP 1,000 w.; 94.9 m.
Operating schedule: 6 am-7 pm.
Antenna ht.: 130 ft. above average terrain.
- AGENCY COMMISSION
15% on station time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a.
Member: Greater New York Radio Group.

TIME RATES
No. 7 Eff 5/16/68—Rec'd 4/26/68.

CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	31.50	29.40	27.30	25.20	23.10
30 sec.	25.20	23.50	21.85	20.15	18.45
10 sec.	15.75	14.70	13.65	12.60	11.55

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

CLASS AA	1 min.	24.50	22.10	21.70	20.30	18.20
30 sec.	19.60	18.50	17.85	16.25	14.55	12.85
10 sec.	12.25	11.55	10.85	10.15	9.10	8.10

7. PACKAGE PLANS

SATURATION PLAN NO. 1
6 spots 6-10 am Mon thru Sat.
4 spots 3-7 pm Mon thru Sat.
4 spots 7-10 pm Mon thru Sat.
4 spots 10 am-3 pm Sat.
4 spots noon-7 pm Sun.
PER WK: 24 1-min, ea. 31.50 12 1-min, ea. 24.00

SATURATION PLAN NO. 2
6 spots 6-10 am Mon thru Sat.
6 spots 10 am-noon Mon thru Sat.
6 spots noon-3 pm Mon thru Sat.
6 spots 3-7 pm Mon thru Sat.
6 spots 7 pm-midnight Mon thru Sat.
6 spots 10 am-3 pm Sat.
6 spots noon-7 pm Sun.
42 1-min, ea. 19.00 21 1-min, ea. 20.50

10. SPECIAL FEATURES
5-min News, Sports, Features—1-1/2x applicable 1-min.
3-min Headlines, Weather, Features—1-1/4x applicable 1-min.

WHBI (FM)

1962
NEWARK, N. J.

Media Code 4 233 6150 0.00
Cosmopolitan Broadcasting Corp., 80 Riverside Dr., New York, N. Y. 10024. Phone 212-873-1400.
STATION'S PROGRAMMING DESCRIPTION
WHBI (FM): Programmed primarily for minority groups.
English language schedule includes: jazz, rock and roll, Latin night club remotes, interview shows, and church. Foreign language 50%, English 50%. Programmed for Italian, Negro, Irish, Greek, Hungarian, Polish, Slovakian, Norwegian, Albanian, Lithuanian, Portuguese, Ukrainian, Bulgarian, Armenian, Roumanian, Arabic, Brazilian, Yugoslavian; also Spanish for residents from Puerto Rico, Argentina, and Uruguay. Soccer and racing results. Rec'd 9/30/68.

- PERSONNEL
President—Donald J. Lewis.
Assistant Program Director—Sandra Davis.
- FACILITIES
ERP 20,000 w.; 105.9 mc.
- AGENCY COMMISSION
15/0 net time only.
- GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 6a, 7a.
Basic Rates: 22a.
Contracts: 40a.
Member: National Spanish Language Network.
- TIME RATES
Eff 9/1/68—Rec'd 7/28/68.
- SPOT ANNOUNCEMENTS
1-min adjacent to station breaks 15
- PARTICIPATING PROGRAMS
Dick Ricardo Sugar Show—9 pm-midnight.
PER WK: 1 ti 6 ti 12 ti 18+
1 min. 35 30 25 20
Ray Wilson Show—Mon thru Fri midnight-1 am.
1 min. 30 26 22 18
30 sec: 75% of 1-min.

WHLI

1947
HEMPSTEAD

Media Code 4 233 6200 3.00
FM Broadcasting Corp., WHLI Bldg., 384 Clinton St., Hempstead, N. Y. 11550. Phone: Hempstead 516-481-3000; New York City 212-658-1100.
Other office: 575 Madison Ave., New York City 10022.
Phone 212-752-8450.

- PERSONNEL
General Manager—Paul Godofsky.
Sales Manager—Joseph A. Lenn.
- REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Rill Creed Associates, Inc.
- FACILITIES
10,000 w. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WHLI-FM.
- AGENCY COMMISSION
15/0 net time monthly.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15b, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Sunday time only, 15% additional.
Member: Masla New York Suburban Plan.

TIME RATES
No. 12 Eff 1/1/68—Rec'd 12/20/68.
AA—Mon thru Fri sign-on-10 am & 3 pm-sign-off; Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	52x	104x	156x	260x	312x
1 min.	50	45	40	38	37	36	35
30 sec.	40	36	32	31	30	29	28

7. PACKAGE PLANS (Spots rotated)

CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	50	40	37	35	33	31	30
30 sec.	40	32	30	28	26	25	24

CLASS A

1 min.	40	32	30	28	27	25	24
30 sec.	32	28	24	23	22	20	19

FIFTY/FIFTY PLAN (50% AA—50% A)

1x	26x	52x	104x	156x	260x	312x	
1 min.	45	41	37	34	33	32	
30 sec.	36	33	29	28	27	26	25

FIFTY/FIFTY PACKAGE (50% AA—50% A)

1 min.	45	36	34	32	30	28	27
30 sec.	36	29	27	26	24	22	21

8. PROGRAM TIME RATES

CLASS AA	1 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr.	315	850	1070	1260	1420	1545
1/2 hr.	190	515	645	760	855	930
1/4 hr.	125	340	425	500	565	615
10 min.	95	255	325	380	440	485

CLASS A

1 hr.	250	675	850	1000	1125	1225
1/2 hr.	155	420	525	620	700	760
1/4 hr.	100	270	340	400	450	490
10 min.	75	205	255	300	340	370

10. SPECIAL FEATURES
5-MINUTE NEWS

PER WK:	1 ti	3 ti	4 ti	5 ti	6 ti	7 ti
AA	80	215	275	320	360	395
A	65	175	220	260	295	320

WHLI-FM

1947
HEMPSTEAD

Media Code 4 233 6201 1.00
FM Broadcasting Corp., 384 Clinton St., Hempstead, N. Y. 11550. Phone: Hempstead 516-481-8000; New York City 212-658-1100.

- PERSONNEL
General Manager—Paul Godofsky.
Sales Manager—Joseph A. Lenn.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 6:30 am-11:00 pm. EST.
Antenna ht.—250 ft. above average terrain.
Partial simulcast operation. Operates separately local sunset-11 pm. For simulcast facilities see WHLI.
- AGENCY COMMISSION
15/0 net time; 10 days.
- GENERAL ADVERTISING See coded regulations
See WHLI listing for coded regulations.
Sunday time only, 15% additional charge.
Length of commercial copy:
5 minutes: 1:15 35 minutes: 4:00
10 minutes: 2:00 30 minutes: 4:15
15 minutes: 3:00 65 minutes: 6:00
(* Maximum opening commercial: 20 seconds for 5-minute program; no middle commercial permitted.)

TIME RATES
Rates effective March 15, 1962. (Card No. 2.)
Rates received April 4, 1962.

6. SPOT ANNOUNCEMENTS (1 minute transcribed or 125 words live)

1 ti.	12.00	200 ti.	10.50
100 ti.	11.00	300 ti.	10.00
(30 seconds transcribed or 60 words live)			
1 ti.	8.00	200 ti.	6.50
100 ti.	7.00	300 ti.	6.00

8. PROGRAM TIME RATES

55	1/2	1/4	10	5 min.
min	hr	hr	min	news
1 ti.	75.00	48.00	32.00	24.00
3 ti.	202.50	129.60	86.40	64.80
4 ti.	255.00	163.20	108.80	81.60
5 ti.	309.00	192.00	128.00	96.00
6 ti.	337.50	216.00	144.00	108.00
7 ti.	367.50	235.20	156.80	117.60

(* Rates apply only to programs not duplicated on WHLI-AM.)

Consecutive Weeks Discount (5 minutes or more)

13 wk.	5%	39 wk.	15%
26 wk.	10%	52 wk.	20%

NEW YORK

WJRZ

1925
NEWARK, N. J.

Media Code 4 233 6250 8.00
WJRZ, Inc., Box 970, Hackensack, N. J. 07602.
Phone 201-343-6097.
New York Office: suite 501, 40 E. 49th St., New York, N. Y. 10017. Phone: 212-421-1845, 944-7641.

STATION'S PROGRAMMING DESCRIPTION
WJRZ: Programmed for adult general interest.
AIR PERSONALITIES handle all segments, MUSIC: country music programmed exclusively. SPORTS: play-by-play of major league baseball and spring training. Sports scores, community events calendar hourly. NEWS: 20/20 news format, local, regional at :20 past each hour, world and national via network at :20 before each hour. Weather and time reports. Sun 7-10 am religious and public affairs program. Contact Representative for further details. Rec'd 6/30/69.

- PERSONNEL
General Manager—Lazar Emanuel.
Station Manager—Sy Levy.
General Sales Manager—Don Meyers.
John C. Butler & Company, Inc.
- REPRESENTATIVES
- FACILITIES
5,000 w.; 970 kc. Directional day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15% on time charges only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 31, 33a.
Contracts: 40a, 41, 44a, 44b, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 5 Eff 1/1/68—Rec'd 2/23/68.
AA—Mon thru Sat 6-10 am & 4-8 pm.
A—Mon thru Sat 10 am-4 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-1 am.
C—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS 1 MINUTE

PER WK:	AA	A	B	C
6 ti.	70	60	50	30
12 ti.	65	55	45	28
18 ti.	60	50	40	24
24 ti.	55	45	35	20

30 SECONDS

6 ti.	58	48	40	24
12 ti.	52	44	36	22
18 ti.	48	40	32	19
24 ti.	44	36	28	16

ID's: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PENETRATION

12 ti	18 ti	24 ti	
1 min.	50	45	40
30 sec.	40	36	32

Spots distributed over 7 day period, 6-1 am; 1/3 each AA, A, B

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti.	600	420	300	120
6 ti.	550	390	275	110

Sunday am and B times only.

10. SPECIAL FEATURES
Local News—5 minutes or less at :20, includes 1-min. or 30-second spot plus open and close.
American Entertainment Network Drop-Ins—at :40, all 30-seconds.
1 min: 125% of applicable 1-min.
30 sec: 110% of applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10% (D)

WLIR (FM)

1959
GARDEN CITY

Media Code 4 233 6262 3.00
Stereo Broadcasters, Inc., 175 Fulton Ave., Hempstead, L. I., N. Y. 11550. Phone: 516-485-9200, 212-895-1166.

- PERSONNEL
President & Station Manager—John R. Nieger.
Prog. Mgr. & Asst. Gen'l Mgr.—Dore Reed.
- REPRESENTATIVES
Gert Bunchez and Associates.
Richard—Frederick W. Smith.
- FACILITIES
ERP 6,000 w.; 92.7 mc. Stereo.
Operating schedule: 6:30-3:00 am.
Antenna ht.: 215 ft. above average terrain.
- AGENCY COMMISSION
15% on net time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 2/1/62—Rec'd 9/2/66.
AA—Mon thru Fri 5 am-11 pm; Sat & Sun 10 am-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS CLASS AA

1 x	20.00	14.00	7.00
51 x	19.00	13.50	6.50
151 x	18.00	13.00	6.00
301 x	17.00	12.50	5.50
451 x	16.00	12.00	5.00
751 x	15.00	11.50	4.50
1051 x	14.00	11.00	4.00

A rates less 15%.
(This listing continued on next page)

NEW YORK

New York Urban Area— WLI R (FM)—Continued

7. PACKAGE PLANS

(To be used in 1 week)

PER WK:	1 min	30 sec	10 sec
7 ti	18.00	12.50	6.50
14 ti	17.00	12.00	6.00
21 ti	16.00	11.50	5.50
28 ti	15.00	11.00	5.00
35 ti	14.00	10.50	4.50
42 ti	13.00	10.00	4.00

8. PROGRAM TIME RATES

PER WK:	CLASS AA	1 hr	1/2 hr	1/4 hr	5 min
1 ti	115	90	65	45	45
2 ti	110	75	60	40	40
3 & 4 ti	105	70	55	35	35
5-7 ti	100	65	50	30	30

A rates less 15%.

Consecutive Weeks	Program Discount
13 weeks	5% 39 weeks
26 weeks	10% 52 weeks

10. SPECIAL FEATURES

Newscastrs—earned rate plus 15%.

WLIX

1959

ISLIP

Media Code 4 233 6275 5.00

Long Island Broadcasting Corp., 309 Montauk Hwy.,
Islip, L. I., N. Y. 11751. Phone 516-277-1100.
Phone (N. Y. City): 212-895-6525.

STATION'S PROGRAMMING DESCRIPTION
WLIX: Programmed for adult general interest.
Combined popular standard with current popular and
varied music selections with an accent on news.
NEWS: local, regional, national & international news
on hour and half hour 6 am-9 am, & 3 pm-6:30 pm.
All other times hourly. Community events calendar,
hourly. Rec'd 3/5/69.

1. PERSONNEL

President—Malcolm E. Smith, Jr.
General Sales Manager—Harry Greenberg.
Program Director—George Williams.

2. FACILITIES

250 w. days; 540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/10 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4a, 5, 6a, 7a.

Rate Protection: 12b.

Basic Rates: 22a, 22b, 23a.

Contracts: 40a, 46.

Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 4/1/69—Rec'd 3/5/69.

AA—Mon thru Sat 6-10 am & 3-8 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	20/30	10 sec
1 x	32.00	25.60	19.50
104 x	29.00	23.20	17.40
168 x	27.00	21.60	16.20
252 x	25.00	20.00	15.00
336 x	23.00	18.40	13.80
520 x	21.00	16.80	12.60

7. PACKAGE PLANS

WKLY. EA:	1 min	20/30	10 sec
6 ti	30.00	24.00	18.00
12 ti	28.00	22.40	16.80
18 ti	26.00	20.80	15.60
24 ti	24.00	19.20	14.40

WNJR

1947

NEWARK, N. J.

A Rollins' Group Station

Media Code 4 233 6300 1.00

Continental Broadcasting, Inc., Box 1258, Newark,
N. J. 07101. Phones Newark 201-688-3665; New
York 212-964-3445.

STATION'S PROGRAMMING DESCRIPTION
WNJR: Programmed for Negro listeners.
MUSIC: popular, rhythm and blues, and gospel.
AIR PERSONALITIES handle all segments. NEWS:
5 min on hour, 3 min on half hour, community news
features. Station participates in community activities.
Personalities appear at high schools, churches,
store openings, etc. Station daily salutes members of
community who have distinguished themselves. Contact
Representative for further details. Rec'd 5/27/68.

1. PERSONNEL

President—D. Wayne Rollins.
Director of Radio—R. Elliott.
Station Manager—Wm. J. Gallagher, Jr.

2. REPRESENTATIVES

Rollins Broadcasting.

3. FACILITIES

5,000 w.; 1420 kc. Directional—night only.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 22a, 29a.

Contracts: 47a.

Cancellation: 70a, 72.

Prod. Service: 80, 81.

Discounts payable as earned, but allowed currently on
non-cancellable contracts.

Member: Rollins Inc.

TIME RATES

ET 8/1/68—Rec'd 11/3/66.

AAAA—8-9 am & 4-7 pm.

AAA—9 am-4 pm.

AA—7 pm-midnight.

A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
1 wk	30.00	29.00	27.75	26.50	25.25	24.00
13 wk	28.75	27.75	26.50	25.25	24.00	22.75
26 wk	27.50	26.50	25.25	24.00	22.75	21.50
39 wk	26.25	25.25	24.00	22.75	21.50	20.25
52 wk	25.00	24.00	22.75	21.50	20.25	19.00

AAA

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 wk	24.00	23.25	22.25	21.25	20.25
13 wk	23.00	22.25	21.25	20.25	19.25
26 wk	22.00	21.25	20.25	19.25	18.25
39 wk	21.00	20.25	19.25	18.25	17.25
52 wk	20.00	19.25	18.25	17.25	16.00

AA

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 wk	21.00	20.25	19.25	18.25	17.25
13 wk	20.25	19.50	18.50	17.50	16.25
26 wk	19.25	18.50	17.50	16.25	15.00
39 wk	18.50	17.75	16.75	15.50	14.25
52 wk	17.50	17.00	16.25	15.50	14.00

A

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 wk	15.00	14.50	14.00	13.25	12.75
13 wk	14.50	14.00	13.25	12.75	11.50
26 wk	13.75	13.25	12.75	12.25	11.00
39 wk	13.25	12.75	12.25	11.75	10.50
52 wk	12.50	12.00	11.50	11.00	10.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 hr	350	325	300	275
1/2 hr	210	195	180	165
1/4 hr	126	117	108	99
5 min	95	88	81	75

10. SPECIAL FEATURES

NEWS AND FEATURE PACKAGES

PLAN 1

5 minutes. Billboard open and close—one minute
commercial middle. Commercial time: 1-1/2 minutes.

1 wk	13 wks	26 wks	39 wks	52 wks
1 ti	48	45	44	42
8 ti	44	42	40	38
15 ti	40	38	36	34
22+	36	34	32	30

PLAN 2

Includes 2 or 3 minute billboard open and close and
1-30 second middle. Commercial time 1 minute.

1 wk	13 wks	26 wks	39 wks	52 wks
1 ti	37	35	33	31
8 ti	34	32	30	28
15 ti	31	29	27	25
22+	28	26	24	22

(D)

WPAC

1951

PATCHOGUE

Media Code 4 233 6325 8.00

Adams-Getschall Broadcasting, Inc., Box 717, Penn-
sylvania & Woodside Ave., Patchogue, N. Y. 11773.
Phone 516-475-4600.

1. PERSONNEL

Pres. & Gen'l Mgr.—James Putresce.
Station Manager—Fred Beck.
Program Director—Don Cannon.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

10,000 w. non-directional. 5,000 w. 1 hour after
sunrise and 1 hour before sunset; 1580 kc.
Operating schedule: Sunrise-local sunset. EST.
Simulcast during AM operational hours. For non-
simulcast facilities see WPAC-FM listing.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10c, 11b, 12b, 13b, 14b, 15c.

Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c,
25a, 26, 28c, 29a.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47d, 51c.

Comb.: Cont. Discounts: 60g, 62b.

Cancellation: 70a, 70c, 71a.

Affiliated with American Information Network.

Member: Masia New York Suburban Plan.

Sold in combination with WHER, Riverhead, N. Y.

TIME RATES

ET 3/1/68—Rec'd 2/2/68.

AA—Mon thru Fri 8-9 am & 3-7 pm.

A—All other times.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
AA	16.00	15.00	14.00	13.00	12.00	11.00	10.00
A	13.00	12.00	11.00	10.00	9.00	8.00	7.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WPEC/WHER, RIVERHEAD COMBINATION

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
AA	22.00	20.50	18.50	17.00	16.00	15.00
A	16.00	15.00	14.00	12.50	11.50	11.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

5 min—1-1/2 x applicable 1-min.

Applies to individual and combination rates.

DISCOUNTS

13 wk—5% 28 wk—10% 52 wk—15%

WPAC-FM

1951

PATCHOGUE

Media Code 4 233 6326 6.00

Adams-Getschall Broadcasting, Inc., Box 717, Penn-
sylvania & Woodside Ave., Patchogue, N. Y. 11773.
Phone 516-475-4600.

1. PERSONNEL

Pres. & Gen'l Mgr.—James Putresce.
Station Manager—Fred Beck.
Operations Manager—Don Karmes.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

ERP 10,000 w.; 106.1 mc.

Operating schedule: 6 am-midnight daily. EST.

Simulcast operation with WPAC.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.

Rate Protection: 10c, 11b, 12b, 13b, 14b, 15c.

Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,
29a.

Contracts: 40a, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Sold in combination with WHER-FM, Riverhead.

TIME RATES

50% of AM/FM combined rate.

WPAT

1941

WPAT-FM

1957

PATERSON, N. J.

NAB

RAB

Subscriber to the N

WVIP **WVIP-FM**
1957 **1964**

MOUNT KISCO



Media Code 4 233 6425 6.00

V. F. Broadcasting Corp., Box 608, Radio Circle, Mount Kisco, N. Y. 10549, Phones Mount Kisco 241-1310; Scarsdale 5-0440.

STATION'S PROGRAMMING DESCRIPTION
WVIP: Adult programming, emphasis on suburban housewife and family.
Limited personalities, 5, 3 man news department. Private weather service, mobile unit, live and tape. **MUSIC:** 6-10 am middle-of-the-road, accent on personality, information, local sports, traffic, 10 am-noon, 1-5 pm general popular album. Noon-1 pm all news, including features, interviews, analysis. 5 pm-12M standards, showtunes, light classics. **SPORTS:** local play-by-play scholastic football, basketball. Features: lost pets, women's program M-F. Editorials occasionally, News specials, public affairs locally produced. Contact Representative for further details. Rec'd 8/26/69.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Mrs. Jean T. Fa-sign.
Program Director—Ken Harris.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
5,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. EST. FM-ERP 1,200 w. (horiz.), 1,200 w. (vert.); 106.3 mc.
Antenna ht.: 450 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25b, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60f, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Masla New York Suburban Plan.

- TIME RATES**
ET 8/1/69—Rec'd 6/26/69.
- AA—Mon thru Sat 9-10 am, noon-1 pm & 3-6 pm.
A—All other times.
- SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-----|----|-----|-----|-----|
| 1 MIN: | 11t | 6t | 12t | 18t | 24t |
| AA | 18 | 16 | 14 | 13 | 12 |
| A | 16 | 14 | 12 | 11 | 10 |
- 20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

- PROGRAM TIME RATES**
- | | | |
|------|--------|--------|
| 1 hr | 1/2 hr | 1/4 hr |
| 150 | 90 | 60 |
- SPECIAL FEATURES**
5 minute Newscast—1-1/2x applicable 1-min rate.
VIP Feature—applicable 1-minute plus 3.00.
FM ONLY.
6 pm-midnight Class A rate applies.

WVWJ **WVWJ-FM**
NEWARK, N. J.

See listing under Newark, N. J.

WVOX

1950
CITY OF LICENSE
NEW ROCHELLE
A Hudson-Westchester Station

Independent



(This is a paid duplicate of the listing appearing under New Rochelle, N. Y.)
Media Code 4 233 4650 1.00
H-W Radio Inc., Pershing Square Bldg., 271 North Ave., New Rochelle, N. Y. 10801. Phone 914-636-1460.

STATION'S PROGRAMMING DESCRIPTION
WVOX: Programmed for adults, suburban housewives and commuters. **NEWS:** at :30, emphasis on local. 3 man news staff, 6 stringers. 10-10:30 am open line discussion. 10:30 am-2 pm community features, school, political, civic news. **MUSIC:** general and familiar, subordinate to community involvement. Private weather service, 2-2:30 pm swap shop, 2:30-sign-off open line talk, studio interviews, live stock market, computer reports, UPI wire, live celebrity interviews. Ethnic programs on weekends, state capital correspondent, 3 mobile units, scheduled reports from County Board of Supervisors. Community offices manned by station to hear complaints of residents. 4 editorials daily, endorse political candidates. **SPORTS:** scholastic, college and professional football, regattas, Little League. Contact Representative for further details. Rec'd 1/29/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Wm. F. O'Shaughnessy.
Oper. & Prog. Mgr.—John A. Bodnar.
General Sales Manager—Edward V. Dennehy.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
500 w. days; 1480 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST. Simulcast during AM operational hours. For non-simulcast facilities see WVOX-FM listing.

4. AGENCY COMMISSION

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

- TIME RATES**
ET 4/1/68—Rec'd 4/17/68.
- AA—6-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|-----------|-----------|----|-----|-----|-----|
| PER WK: | CLASS AA | 6t | 12t | 18t | 24t |
| 1 min | Fixed (*) | 30 | 25 | 21 | 19 |
| 20/30 sec | | 24 | 20 | 17 | 15 |
- | | | | | | |
|-----------|---------|----|----|----|----|
| 1 min | CLASS A | 27 | 22 | 18 | 16 |
| 20/30 sec | | 22 | 18 | 14 | 13 |
- (*) Less than 6 t.

- PROGRAM TIME RATES**
- | | | |
|------|--------|--------|
| 1 hr | 1/2 hr | 1/4 hr |
| 200 | 125 | 90 |

- PARTICIPATING PROGRAMS**
Westchester USA—10-10:30 am Per spot 35.
Swap Shop—2-2:30 pm Per spot 32.
Elsa Maria Trois—Sat & Sun noon-2 pm Per spot 35.
Ed Toby's Polka Party—Sun 2:30-4:30 pm Per spot 32.
Italianissima with Georgio Albano—Sun 11 am-noon Per spot 32.
Luther Visser—Sat 9-9:30 pm Per spot 35.
Westchester Open Line—2:30-3 pm Per spot 35.

- SPECIAL FEATURES**
3-MINUTE NEWSCASTS
- | | | | |
|---------|----|-----|-----|
| PER WK: | 6t | 12t | 18t |
| Ea | 40 | 35 | 30 |
- (D)

WVOX-FM

1955
CITY OF LICENSE
NEW ROCHELLE



A Hudson-Westchester Station

(This is a paid duplicate of the listing appearing under New Rochelle, N. Y.)

Media Code 4 233 4651 9.00
H-W Radio Inc., Pershing Square Bldg., 271 North Ave., New Rochelle, N. Y. 10801. Phone 914-636-1460.

STATION'S PROGRAMMING DESCRIPTION
WVOX-FM: Programmed for adults, **MUSIC:** showtunes, block segments, TALK: commentary on Broadway shows, poetry readings, rock music for college and young adults on Sat evenings 6 pm-12M. Contact Representative for further details. Rec'd 1/22/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—William F. O'Shaughnessy.
General Sales Manager—Edward V. Dennehy.
Oper. & Prog. Mgr.—John A. Bodnar.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
ERP 3,000 w.; 99.5 mc.
Operating schedule: 6:00 am-midnight.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation with WVOX-AM. For simulcast rates see WVOX.

- AGENCY COMMISSION**
15% on time; no cash discount. Bills due and payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 24a, 28b.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 80a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

- TIME RATES**
ET 7/1/68—Rec'd 7/25/68.
- SPOT ANNOUNCEMENTS**
- | | | | | |
|---------|------|------|------|------|
| PER WK: | 6t | 12t | 24t | 36t |
| 1 min | 4.00 | 3.00 | 2.00 | 1.50 |
- SPECIAL FEATURES**
3 min. newscasts..... 7.50 6.00 5.50 5.00 (D)

NIAGARA FALLS

Niagara County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WHLD



Media Code 4 233 6450 4.00
Earl C. Hull, Parkway Inn, Niagara Falls, N. Y. 14302. Phone 716-285-8421.
Studio: Parkway Inn, Niagara Falls, N. Y.

- PERSONNEL**
Owner—Earl C. Hull.
Sta. & Sales Mgr.—Bob Wells.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
5,000 w. days; 1270 kc. Directional.
Operating schedule: 5:30 am-local sunset weekdays, 7:00 am-local sunset Sun. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28b, 28c, 29i, 30, 32a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Northeast Radio Network.

- TIME RATES**
Rates effective January 1, 1968.
Rates received January 4, 1968.

- SPOT ANNOUNCEMENTS**
- | | | | |
|-------|-------|--------|--------|
| 1 t | 1 min | 30 sec | 10 sec |
| 13 t | 12.00 | 11.50 | 9.00 |
| 26 t | 11.50 | 10.50 | 7.00 |
| 52 t | 11.00 | 10.00 | 6.50 |
| 104 t | 10.50 | 9.50 | 6.00 |
| 156 t | 10.00 | 9.00 | 5.75 |
| 260 t | 9.50 | 8.50 | 5.50 |
| 312 t | 9.00 | 7.50 | 5.25 |

- PACKAGE PLANS**
- | | | | |
|---------|-------|--------|--------|
| PER WK: | 1 min | 30 sec | 10 sec |
| 10 t | 8.75 | 7.00 | 5.00 |
| 15 t | 8.50 | 6.75 | 4.75 |
| 20 t | 8.25 | 6.50 | 4.50 |
| 25 t | 8.00 | 6.25 | 4.25 |
- All plan announcements in all categories are combinable.

- PROGRAM TIME RATES**
- | | | | | |
|-------|--------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 1 t | 125 | 85 | 50 | 35 |
| 13 t | 120 | 80 | 45 | 31 |
| 26 t | 115 | 70 | 42 | 30 |
| 52 t | 110 | 65 | 37 | 29 |
| 104 t | 105 | 60 | 35 | 28 |
| 156 t | 95 | 55 | 33 | 27 |
- (D)

WHLD-FM

1946

Media Code 4 233 6451 2.00
Earl C. Hull, Parkway Inn, Niagara Falls, N. Y. Phone 716-285-8421.

- PERSONNEL**
Owner—Earl C. Hull.
Sta. & Sales Mgr.—Bob Wells.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 46,000 w.; 98.5 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
See WHLD listing for coded regulations.
Member: Northeast Radio Network; The Groskin Group.

- TIME RATES**
Rates effective November 1, 1963.
Rates received November 4, 1963.

- SPOT ANNOUNCEMENTS**
- | | | | |
|------|-------|--------|-------|
| 1 t | 15.00 | 12.5 t | 13.00 |
| 15 t | 14.50 | 250 t | 11.00 |
| 32 t | 13.50 | 500 t | 10.00 |
| 80 t | 12.50 | | |

- PROGRAM TIME RATES**
- | | | |
|-------|--------|-------|
| 1 hr | 1/2 hr | 5 min |
| 1 t | 75.00 | 54.00 |
| 13 t | 72.00 | 42.00 |
| 26 t | 67.50 | 40.00 |
| 52 t | 64.00 | 38.00 |
| 104 t | 60.00 | 36.00 |
| 208 t | 56.00 | 34.00 |
| 312 t | 52.50 | 31.50 |
- (D)

WJLL

1947

Media Code 4 233 6500 6.00
Niagara Frontier Broadcasting Corp., Hotel Niagara, Niagara Falls, N. Y. 14303. Phone 716-285-5795.

STATION'S PROGRAMMING DESCRIPTION
WJLL: Programmed for adults, **MUSIC:** middle-of-the-road, showtunes, **NEWS:** emphasis on local news, supplemented with network news and UPI on each half hour. **AIR PERSONALITIES** 6-10 am, 10-11 am telephone call-in viewpoint show, 11 am-noon women's daily fashion, household tip and interview, 1-5:30 pm personality. **SPORTS:** daily 5 min reports 7:55 am, noon & 5:45 pm also baseball and football on weekends. Mobile studios and helicopter broadcasts available for special events. Weekend music and personality beamed to college and high school students. Contact Representative for further details. Rec'd 11/20/67.

- PERSONNEL**
Gen'l Mgr./Nat'l Sales—Tom W. Talbot.
Station Manager—Rick Bennett.
- REPRESENTATIVES**
New York—Roger Coleman, Inc.
Chicago, Detroit—Burn-Smith Company, Inc.
- FACILITIES**
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 5:45 am to 9 pm weekdays; Sunday sign-on 7 am.
- AGENCY COMMISSION**
15/0; 10 days.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 28a, 29b, 32a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.
WJLL and WBNY (FM) Buffalo, N. Y., purchases may be combined to obtain maximum discount.

- TIME RATES**
No. 8 ET 12/1/67—Rec'd 1/2/68.

NEW YORK

- SPOT ANNOUNCEMENTS**
- | | | | | | | |
|-----------|------|-------|-------|------|------|------|
| 1 min | 1x | 13x | 26x | 52x | 156x | 312x |
| 30/30 sec | 8.00 | 11.00 | 10.00 | 9.00 | 8.00 | 7.00 |
| 15 sec | 6.00 | 7.50 | 7.00 | 6.00 | 5.00 | 4.00 |

- PROGRAM TIME RATES**
- | | | | | | | |
|--------|----|-----|-----|------|------|------|
| 1 hr | 1x | 26x | 52x | 156x | 260x | 312x |
| 1/2 hr | 65 | 63 | 60 | 65 | 62 | 60 |
| 1/4 hr | 39 | 38 | 37 | 35 | 32 | 30 |
| 10 min | 25 | 24 | 22 | 20 | 18 | 16 |
| 5 min | 21 | 19 | 17 | 15 | 13 | 11 |
| | 15 | 14 | 11 | 10 | 9 | 8 |

NORTH SYRACUSE

Onondaga County—Map location D-8
See SRDS consumer market map and data at beginning of the State.

See Syracuse
(including East Syracuse, North Syracuse)

NORWICH (1 AM; 1 FM)

Chenango County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WCHN

1953



WCHN-FM

1961



Subscriber to the NAB Radio Code
Media Code 4 233 6550 1.00
Radio Norwich, Inc., 14 S. Broad St., Norwich, N. Y. 13815. Phone 334-2218.

- PERSONNEL**
Pres. & Gen'l Mgr.—William J. Hall.
Sales & Comm'l Mgr.—Phillip G. Penfold.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
500 w. days; 970 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
FM FACILITIES
ERP 3,219 w.; 93.9 mc.
Antenna ht.—231 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a, 29b, 30b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61b, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Northeast Radio Network.
FM operated in conjunction with AM until AM sign-off.

- TIME RATES**
Rates effective February 1, 1954. (Card No. 2.)
Rates received January 27, 1954.
Ber. (Ann.) rec'd May 1, 1961.
(D)

- SPOT ANNOUNCEMENTS**
- | | | | | |
|------------|------|------|-------|-------|
| 1 t | 13 t | 52 t | 156 t | 312 t |
| 1 minute | 6.00 | 6.00 | 5.40 | 5.05 |
| 30 seconds | 5.40 | 4.80 | 4.20 | 3.90 |

- PROGRAM TIME RATES**
- | | | | |
|-----------|--------|--------|-------|
| 1 hr | 1/2 hr | 10 min | 5 min |
| 1 t | 50.00 | 30.00 | 13.00 |
| 13 times | 48.00 | 23.00 | 10.50 |
| 26 times | 46.00 | 22.00 | 10.00 |
| 52 times | 38.00 | 21.00 | 9.50 |
| 104 times | 36.00 | 20.00 | 9.00 |
| 156 times | 34.00 | 19.00 | 8.50 |
| 260 times | 32.00 | 18.00 | 8.00 |

OGDENSBURG

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WSLB

1940



A Bingham Station
Media Code 4 233 6600 4.00
Seaway Radio, Inc., Box 239, 2315 Knox St., Ogdensburg, N. Y. 13669. Or 500.

NEW YORK

Ogdensburg—W S L B—Continued

- 4. AGENCY COMMISSION**
15% on station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 14d, 15c.
Basic Rates: 20b, 22a, 25a, 26, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 62a.
Cancellation: 70a, 71a, 72.
Prod. Services: 81, 82.
Affiliated with MBS.
Programs and announcements may not be combined to earn lower rate, except 52-week contract program advertisers may buy announcements at package rates less 10%.

TIME RATES

No. 11 ET 1/1/68—Rec'd 2/22/68.

6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	(*)
1 x	7.70	5.75	3.85
13 x	6.40	4.85	3.25
26 x	5.20	3.90	2.50
52 x	4.60	3.45	2.30
104 x	4.10	3.05	2.10
156 x	3.85	2.85	1.95
312 x	3.55	2.65	1.80
624 x	2.85	2.15	1.40
1000 x	2.25	1.70	1.15

(*) 20 sec or less.
Time checks take 20-sec rate.

7. PACKAGE PLANS

BTA (may be used within 10 days)				
EA:	10 ti	25 ti	35 ti	50 ti
1 min	4.95	4.30	3.85	3.00
30 sec	3.75	3.30	2.85	2.25

- 8. PROGRAM TIME RATES**
- | | 1x | 13x | 26x | 52x | 104x | 156x | 312x | 624x |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1/4 hr. | 14.85 | 14.30 | 13.75 | 13.05 | 12.35 | 11.55 | 10.85 | 10.15 |
| 10 min. | 12.85 | 11.80 | 11.25 | 10.65 | 10.10 | 9.35 | 8.70 | 8.00 |
| 5 min. | 10.10 | 9.55 | 9.15 | 8.35 | 7.90 | 7.15 | 6.25 | 4.95 |
- Capable or Vignette type programs of 2 minutes or less over-all length, including commercial time, take applicable 1-minute spot rate plus talent charge.
Programs and spots may be combined to earn lower rate.

OLEAN (2 AM; 1 FM)

Cattaraugus County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WHDL

1929

American Entertainment Ntwk American Information Network

Mort Bassett & Co., Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 6650 9.00
WHDL, Inc., (affiliated with the Olean Times-Herald), 3219 W. State Rd., Olean, N. Y. 14760.
Phone 716-372-0161.

STATION'S PROGRAMMING DESCRIPTION
WHDL: Programmed for an adult audience.
MUSIC: middle-of-the-road music. NEWS: local news on hour. Network news on half hour. SPORTS: area high school football and basketball, college basketball, pro football, college football and major league baseball. Special ski programs in season. Also community service broadcasts of common council and local school board. Contact Representative for further details. Rec'd 4/25/69.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—John R. Hensel.
Asst. Sta. Mgr. & Prog. Dir.—Donald F. McLean.
Sales Manager—Joseph K. Kade.
- 2. REPRESENTATIVES**
Mort Bassett and Co.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-11:15 pm. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.
Member: Northeast Radio Network.

TIME RATES

No. 18 ET 1/1/67—Rec'd 11/1/67.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				

Minute and 30-second spots may be combined in packages. 10-second spots may not.
No contests in spot announcements.

8. PROGRAM TIME RATES
5 Min—1-1/2x 1-min.

WHDL-FM

1949

NAB

Subscriber to the NAB Radio Code

- Media Code 4 233 6651 7.00
3219 W. State Rd., Olean, N. Y. 14760
- 1. PERSONNEL**
Pres. & Gen'l Mgr.—John R. Hensel.
- 2. REPRESENTATIVES**
Mort Bassett and Co.
- 3. FACILITIES**
ERL 43.00 Hz.; 95.7 mc.
Antenna ht.—330 ft. above average terrain.
Operating schedule: 6:30 am-11:15 pm.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
See WHDL listing for coded regulations.
Member: Northeast Radio Network.

WMNS

1957

Media Code 4 233 6700 2.00
Radio Olean, Inc., 168-1/2 N. Union St., Olean, N. Y. 14760. Phone 716-372-6680.

STATION'S PROGRAMMING DESCRIPTION
WMNS: Programmed primarily for adults.
Continuous record entertainment with controlled ratio general popular music, showtunes, standards, current hits. Audience participation contests: 5 min newscasts half hourly, 15 min extended news and sports 8 am, noon, 5:30 pm or 4:15 pm. Hourly community notices. Weather every 15 min. AIR PERSONALITIES: all segments. TALK: casual, personality oriented. Live play-by-play regional sports. COMMERCIAL POLICY: attention-getter leadins, frequently taped, product protection. Sat 11 am-1 pm locally produced country music shows. Rec'd 8/2/67.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—James C. Gleason.
Program Director—William Gamble.
Sales Manager—William Button.
- 2. REPRESENTATIVES**
Call station collect.
- 3. FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. DST.
- 4. AGENCY COMMISSION**
15% on time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 22a, 24a, 25a, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: National AirRadio Groups, Inc.

TIME RATES

ET 7/1/68—Rec'd 8/1/68.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	13	26	52	104	260	312
1 hour	60.00	57.00	55.00	51.00	48.00	45.00	42.00
1/2 hour	38.00	34.20	32.40	30.60	28.80	27.00	25.20
1/4 hour	24.00	22.80	21.60	20.40	19.20	18.00	16.80
10 minutes	18.00	17.10	16.20	15.30	14.40	13.50	12.60
5 minutes	13.00	12.50	12.00	11.40	10.90	10.40	9.90
1 minute	8.00	7.52	7.05	6.50	6.15	5.75	5.25
40 words	6.50	6.20	5.85	5.55	5.20	4.90	4.50
20 words	3.25	3.10	2.93	2.80	2.72	2.60	2.30

MINUTE SATURATION RATES

PER WK:	5.50	45 ti	4.25
15 ti	5.00	55 ti	4.00
25 ti	4.75	65 ti	3.75
35 ti	4.50	75 ti	3.50

30 seconds—70% of minute rate.
20 seconds—50% of minute rate.
10 seconds, each..... 3.00

ONEIDA

Madison County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WMCR

1956

Media Code 4 233 6750 7.00
Warren Broadcasting Co., Inc., WMCR Bldg., Genesee St., Oneida, N. Y. 13421. Phone 315-863-6850.

STATION'S PROGRAMMING DESCRIPTION
WMCR: MUSIC: middle-of-the-road 6-9 am & noon-local sunset. Country and western 9 am-noon. NEWS: 5 min newscast on hour. UPI news service. Rec'd 2/19/68.

- 1. PERSONNEL**
President—William J. Warren.
Vice-President—William Warren.
General Manager—Robert Manning.
- 3. FACILITIES**
1,000 w. days; 1800 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15%. All bills rendered monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 44a, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Member: Northeast Radio Network.

TIME RATES

ET 1/1/68—Rec'd 2/10/68.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				

Minute and 30-second spots may be combined in packages. 10-second spots may not.
No contests in spot announcements.

8. PROGRAM TIME RATES
5 Min—1-1/2x 1-min.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	156x	260x
1 min	6.00	5.80	5.00	4.50	4.00
30 sec	4.75	4.05	3.75	3.50	3.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	53.00	90.00	120.00
30 sec	40.50	70.00	90.00

Within 7 consecutive days.

ONEONTA

Otsego County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WDOS

1947

NAB

RAB

An Ottaway Station
Subscriber to the NAB Radio Code
Media Code 4 233 6800 0.00

Ottaway Stations, Inc., 104 Chestnut St., Oneonta, N. Y. 13820. Phone 607-432-1500.
STATION'S PROGRAMMING DESCRIPTION
WDOS: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min; 11:30 am, 3 min each half hour; 15 min at 8 am, noon & pm. Emphasis on local news. FAIRM: 10 min M-Sat. MUSIC: middle-of-the-road, rock and roll 1-8 pm Sat. SPORTS: live professional baseball, football, live local baseball, football, soccer, taped basketball. 5 min capsules at 7:25 am, 8:25 am, 12:25 pm, 4:25 pm, 5:25 pm, 6:25 pm M-Sun. TALK: editorials, telephone call-in M-F, women's show M-F with guest. Contact Representative for further details. Rec'd 4/17/69.

- 1. PERSONNEL**
General Manager—Al Sayers.
Sales Manager—John L. Kuhn, Jr.
- 2. REPRESENTATIVES**
Ottaway Advertising Sales.
Call station collect.
- 3. FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1 x	8.50	6.70
52 x	8.00	6.20
156 x	7.00	5.50

8. PROGRAM TIME RATES

	15 min	15 min	15 min
1 x	15	15	15
26 x	14	14	14
52 x	13	13	13

OSWEGO

Oswego County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WOSC

FULTON

City of license, Fulton, New York
Oswego-1 W. Bridge St., Oswego, N. Y. 13125.
Phone 315-343-2830.
See listing under Fulton, New York.

WSGO

1961

Media Code 4 233 6850 5.00
Clifford C. Harris, WSGO Building, 71 West Bridge St., Oswego, N. Y. 13126. Phone 315-343-6891.

- 1. PERSONNEL**
Gen'l & Sales Mgr.—Clifford C. Harris.
- 2. REPRESENTATIVES**
Burr-Smith Company, Inc.
- 3. FACILITIES**
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
- 4. AGENCY COMMISSION**
15%; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 12d, 14d.
Basic Rates: 21c.
Contracts: 40a, 41, 45, 46, 47a.
Cancellation: 73b.
Prod. Services: 82.

TIME RATES
Rates effective November 1, 1961. (Card No. 2.)
Rates received November 3, 1961.

6. SPOT ANNOUNCEMENTS

1-12 weeks (1 minute)				13-25 weeks				26+ weeks			
Per week:	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly	Each Weekly
10 times	5.00	50.00	4.50	45.00	4.00	40.00	3.50	35.00	3.00	30.00	2.50
20 times	4.50	90.00	4.05	81.00	3.60	72.00	3.20	64.00	2.80	56.00	2.40
30 times	4.00	120.00	3.60	108.00	3.20	96.00	2.80	84.00	2.40	72.00	2.00
50 times	3.50	175.00	3.15	157.50	2.80	140.00	2.40	120.00	2.00	100.00	1.60

30/20 seconds—80% of 1-minute rate.
10 seconds or less—66-2/3% of 1-minute rate.

8. PROGRAM TIME RATES

	55 min.	1/2 hr.	1/4 hr.	5 min.
1 time	50.00	30.00	20.00	10.00
13 times	48.00	29.00	19.00	9.50
26 times	46.00	28.00	18.00	9.00
52 times	44.00	27.00	17.00	8.50
156 times	41.00	25.00	16.00	8.00
260 times	38.00	23.00	15.00	7.50
312 times	35.00	21.00	14.00	7.00

OWEGO

Tioga County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WEGO

1957

Media Code 4 233 6900 8.00
Owego Community Service Broadcasting Corp., Box 295, 171 Front St., Owego, N. Y. 13827. Phone 607-687-0371.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Phillip Spencer.
Sta. & Com'l Mgr.—Salvatore L. Battaglia.
Office Manager—Bonnie Jean Rogers.
- 2. REPRESENTATIVES**
Vic Plano Associates, Inc.
Upstate New York—Regional Reps Corp—New York State Division.
Pennsylvania—Regional Reps Corp—Penn State Reps Division.
- 3. FACILITIES**
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15%; no cash discount. Bills rendered monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with NAB.

TIME RATES
Rates effective April 1, 1965.
Rates received February 17, 1965.

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS		(1 minute)	ea	
PER WK:	1-9 ti	15.00	20-29 ti	5.80
	10-19 ti	6.60	30 or more ti	5.00

BLANKET PACKAGES

	6.00	312 ti	5.00
78 ti	6.00	312 ti	5.00
156 ti	5.50	624 ti	4.50

30 seconds or less, less 25%.

8. PROGRAM TIME RATES
5 minutes—2 times the 1-minute rate.
15 minutes—3 times the 1-minute rate.

PATCHOGUE (2 AM; 2 FM)

PEEKSKILL (1 AM; 1 FM)

Westchester County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WLNA WLNA-FM
1948 1958

Mort Bassett & Co., Inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 233 7050 1.00
Highland Broadcasting Corp., Radio Terrace, Peekskill, N. Y. 10566. Phone 914-737-1224.

STATION'S PROGRAMMING DESCRIPTION
WLNA: Programmed for adult interest.
AIR PERSONALITIES handle all segments. MUSIC: middle-of-the-road. 3 man news team, stringers, UPI and UPI audio. 25 newscasts daily, 5 to 30 min each. Stock market reports, 9 sports programs daily. Play-by-play high school football and college basketball. Community involvement, beepers, public affairs programs, assist in fund raising, community announcements, editorials. Station promotion. Mobile unit remotes. Contact Representative for further details. Rec'd 4/30/89.

1. PERSONNEL
Pres. & Gen'l Mgr.—Irving E. Cottrell.
Vice-Pres. & Mgr.—James D. Roosa, Jr.
Operations Manager—Dorothy Feltman.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 20,000 w.; 100.7 mc.
Operating schedule: 5:30-2 a.m. EST.
Antenna ht.: 500 ft. above average terrain.
Simulcast during AM operational hours.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 27.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47e, 49.
Comb.; Cont. Discounts: 60a, 60g, 62d.
Cancellation: 70d, 71a, 72.
Prod. Services: 81, 82.
Member: New York City Suburban Group.

TIME RATES

No. 14N ET 8/1/69—Rec'd 7/3/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti 48 ti
AAA 18 17 16 14 13
AA 15 14 13 11 10
A 13 12 11 10 9

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Within 7 consecutive days.

7. PACKAGE PLANS
PLAN: Wkly
12 (5AAA, 4AA, 3A) 150
18 (8AAA, 6AA, 4A) 198
24 (10AAA, 8AA, 6A) 240
48 (20AAA, 14AA, 10A) 456
Uninterrupted consecutive weeks.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
10. SPECIAL FEATURES
5-min Newscasts—1-1/2x applicable 1-min rate.

PLATTSBURGH (3 AM; 1 FM)

Clinton County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WEAV WEAV-FM
1934 1950

Media Code 4 233 7100 4.00
Plattsburgh Broadcasting Corp., 38 Court St., Plattsburgh, N. Y. 12901. Phone 618-561-0960.

1. PERSONNEL
Pres. & Gen'l Mgr.—George F. Bissell.
Vice-Pres. & Asst Mgr.—Geo. F. Bissell, Jr.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Canada—Radio and Television Sales, Montreal.

3. FACILITIES
5,000 w.; 980 kc.
Directional—separate patterns, day and night.
Operating schedule: 3-1 am. EST.
FM-ERP 3,700 w.; 99.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 111 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net charges for time; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 24b, 24c, 25a, 26, 29a, 31.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 1/1/67—Rec'd 12/27/66.

6. SPOT ANNOUNCEMENTS
1 min 1x 52x 104x 156x 208x 312x
30 sec 12.00 11.00 10.00 9.00 8.00 7.00
50 sec 8.00 7.50 7.00 6.50 6.00 5.50

7. PACKAGE PLANS SATURATION ANNOUNCEMENT PLAN

Spots scheduled within specified time segments.
PER WK: 12 ti 18 ti 25 ti 35 ti
1 min 7.50 7.00 6.50 6.00
30 sec 6.00 5.60 5.20 4.80

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x 125 75 50 25
DISCOUNTS
26 wk—10% 52 wk—20%

WIRY

1950

Media Code 4 233 7150 9.00
WIRY, Inc., 301-03 Cornelia St., Plattsburgh, N. Y. 12901. Phone 518-563-1340.

1. PERSONNEL
President—Charles B. Britt.
Vice-Pres. & Gen'l Mgr.—Donald L. Pelkey.

2. REPRESENTATIVES
Jack Maize & Co., Inc.
New England—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Directional—daytime.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL RATE POLICY
Affiliated with MBS.

TIME RATES

Rates effective February 1, 1965. (Card No. 5.)
Card received January 11, 1965.
Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class A—9:00 am-4:00 pm Mon thru Sat and all day Sun.
Class B—7:00 pm-midnight Mon thru Sat.
Class C—After midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA
1 minute 30 seconds
6 ti 14.00 84.00 11.20 67.20
12 ti 12.00 144.00 9.60 115.20
18 ti 9.00 162.00 7.20 139.60
24 ti 8.50 204.00 6.80 183.20
36 ti 8.00 288.00 6.40 230.40

CLASS A
6 ti 11.00 66.00 8.80 52.80
12 ti 10.00 120.00 8.00 96.00
18 ti 9.00 144.00 6.40 115.20
24 ti 7.00 168.00 5.60 134.40
36 ti 6.00 216.00 4.80 172.80

CLASS B
6 ti 8.00 48.00 6.40 38.40
12 ti 7.50 90.00 6.00 72.00
18 ti 6.50 117.00 5.20 93.60
24 ti 5.50 132.00 4.40 105.60
36 ti 4.50 162.00 3.60 129.60

WKDR

1968

Media Code 4 233 7175 5.00
Metro Group Broadcasting, Inc., 91 Margaret St., Plattsburgh, N. Y. 12901. Phone 518-561-7800.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter B. Guilford.
News Operation Manager—Irene F. Guilford.
Chief Engineer—Kenneth H. Martineau.

3. FACILITIES
5,000 w.; 1,070 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only. 2% cash discount. Payable 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14, 15b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 25a, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 48, 51a.
Comb. Cont. Discounts: 60a, 60i, 61c, 62b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Contracts may be amended with 15 days notice between station & advertiser by agreement.
Contract may be cancelled by written notice by station or advertiser 30 days prior to cancellation date.

TIME RATES

No. 2A ET 10/15/88—Rec'd 4/30/89.

6. SPOT ANNOUNCEMENTS

PREFERRED TIME
1 min 30 sec 15 sec
1 x 5.30 4.00 2.65
1x 13x 25x 52x 104x 208x 416x 832x
1 min 5.60 5.30 5.00 4.70 4.40 4.10 3.80 3.55
30 sec 4.25 4.00 3.75 3.55 3.35 3.10 2.95 2.65
15 sec 2.80 2.65 2.55 2.35 2.25 2.05 1.95 1.75

7. PACKAGE PLANS
WKLY: 15 ti 30 ti 45 ti 60 ti 75 ti 105 ti
1 min 5.00 4.70 4.40 4.10 3.80 3.55
30 sec 3.55 3.35 3.20 3.00 2.80 2.65

8. PROGRAM TIME RATES
1x 13x 25x 52x 104x 208x 416x 832x
5 min 10.30 9.70 9.15 8.55 7.95 7.35 6.50 5.60

10. SPECIAL FEATURES
Local Harvey News 6.50
Insight 5.30
Joe Pyne Show 5.30
Major Newscasts—7 days, ea 5.30
1-min participation—3/4 days, ea 5.90
2-min Headlines—7 days, ea 4.00
2-min Headlines—3/4 days, ea 4.25

PORT JERVIS

Orange County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WDLC

1953

Media Code 4 233 7200 2.00
Port Jervis Broadcasting Co., Inc., Neversink Drive, Box 920, Port Jervis, N. Y. 12771. TWX 856-5185.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Oscar Wein.
Station Manager—Katherine Skellett.
Commercial Manager—Robert I. Wein.

3. FACILITIES
1,000 w. days, 250 w. nights, 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:15 pm weekdays; 7:45 am-9:00 pm Sun. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33b.
Contracts: 40a, 42a, 44a, 46, 47a 51b.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

ET 12/1/87—Rec'd 1/2/88.

6. SPOT ANNOUNCEMENTS

1 min 1x 26x 52x 104x 156x 312x
30 sec 7.75 7.05 6.45 5.30 4.85 4.25

POTSDAM (1 AM; 1 FM)

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPDM

1955

Media Code 4 233 7250 7.00
St. Lawrence Radio, Inc., Potsdam, N. Y. 13678.
Phone 315-265-5510. Canton 315-386-3696.

STATION'S PROGRAMMING DESCRIPTION
WPDM: Programmed for young adults.
NEWS: network news every hour, with 5 min local news at 7:05 am, 7:30 am, 8:05 am & 12:30 pm.
UPI headline news on half hour. Significant local news items follow each hourly network newscast.
SPORTS: network sports 7:45 am, UPI & local sports at 8:45 am, 12:35 pm & 5:05 pm. Live local hockey, football, basketball and baseball. MUSIC: 90% standard, showtunes & pop. 10% country. Farm news in 6 am hour M-Sat. 6 air personalities. COMMERCIAL POLICY: 18 minutes per hour. Double spotting avoided, triple spotting prohibited. Personality endorsements not permitted. Local editorials only. Music 6 pm-12M is presented in uninterrupted 15 minute blocks. Rec'd 1/27/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred G. Hartman, Jr.
Sta. & Prog. Mgr.—Charles W. "Chuck" Johnson.
Treasurer—David A. Kyle.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPDM-FM.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 22a, 24a, 25a, 26b, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 60j, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

No. 3 ET 12/2/68—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS
ANNUAL CONTRACT RATES
(25% of contract to be used quarterly)
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti
PER YR: 50x 100x 150x 200x 250x 300x
1 min 7.15 6.50 5.20 4.90 4.55 4.15
30 sec 5.55 5.20 3.90 3.60 3.40 3.15
Advertisers using less than 25% quarterly billed at earned frequency rate.

7. PACKAGE PLANS
OCCASIONAL ADVERTISERS
(To be used in 10 days)
1 min 8.00 7.80 6.50 5.85 5.20 4.65
30 sec 6.00 5.85 4.90 4.65 3.90 3.60

4-DAY SATURATION PLAN
Schedule one every hour from 6 am-8 pm, 12 daily on Sat, Sun, Mon, Tues. 1 min 30 sec
EA 8.80 2.45
48 ti 3.80 2.45
No changes in days, combinations with other rates or fractional packages accepted at this rate.

WPDM-FM

1968

Media Code 4 233 7251 5.00
St. Lawrence Radio, Inc., Box 348, Potsdam-Canton Rd., Potsdam, N. Y. 13678. Phone 315-265-5510. Canton 315-386-3696.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred G. Hartman, Jr.
Sta. & Prog. Mgr.—Charles W. "Chuck" Johnson.
Treasurer—David A. Kyle.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.
Operating schedule: 8 am-midnight. EST.
Antenna ht.: 153.5 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WPDM.

NEW YORK

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
See WPDM listing for coded regulations.
TIME RATES
No. 3 ET 12/2/68—Rec'd 1/27/69.
6. SPOT ANNOUNCEMENTS
CONSECUTIVE WEEK DISCOUNTS
(8 pm-midnight)
1 spot every 1/4 hr, flat, ea 8

POUGHKEEPSIE (2 AM; 2 FM)

Dutchess County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WEEK

1949

The Eastman Station

Media Code 4 233 7300 0.00
WEOK Broadcasting Corp., Box 416, Pendell Bld., Poughkeepsie, N. Y. 12602. Phone 471-1500.
Executive Office—300 Madison Ave., N. Y. Phone 212-867-8040.

1. PERSONNEL
President—Paul Smullen.
Vice-Pres. & Gen'l Mgr.—Louis H. Pells.
Program Director—Michael Purcell.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
5,000 w. days; 1390 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Contracts: 40a, 41, 45.
Cancellation: 70a, 70b, 71a.
FM operated in conjunction with AM during day; sold separately from 6:00 p.m. to midnight.
Affiliated with Eastman and KBS.

TIME RATES
No. 17 ET 6/1/67—Rec'd 5/4/67.

7. PACKAGE PLANS
(Mon thru Sat 6-10 am & 3-7 pm)
1 min 20 18 16 14 12
(Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm)
1 min 18 16 14 12 10
(All other times)
1 min 13 10 9 8 7

(*) Less than 6 ti.
30/20 sec: 80% of 1 min. 10 sec: 50% of 1 min

8. SPECIAL FEATURES
5 min 1-1/2x 1-min
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.

WEEK-FM

1961

Media Code 4 233 7301 8.00
WEOK Broadcasting Corp., Box 416, Poughkeepsie, N. Y. 12602. Phone 914-471-1500.

1. PERSONNEL
President—Paul Smullen.
General Manager—Louis H. Pells.
Program Director—Ralph Mark.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
5,000 w.; 101.5 mc.
Operating schedule: 6:00-12:30 am except 6:00-1:00 am Thru. and Sat.
Antenna ht.—830 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
Contracts: 40a, 41, 45.
Cancellation: 70a, 70b, 71a.
(*) Accepted after 10 p.m.

FM operated in conjunction with AM during day; sold separately from 6:00 p.m. to midnight.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective October 5, 1965.
Rates received October 7, 1965.

6. SPOT ANNOUNCEMENTS
1 min announcements, flat, ea 5.00
1 ti 50.00 35.00 25.00 10.00
DISCOUNTS
26 wk 5% 52 wk 10%

WKIP

1940

Media Code 4 233 7350 5.00
Star Broadcasting Corp., Box 889, Poughkeepsie, N. Y. 12602. Phone 914-471-2300.

1. PERSONNEL
President—Gerald T. Arthur.
Manager—Jack Devlin.
Program Director—Tom Shovan.

2. REPRESENTATIVES
Jack Maize & Co., Inc.
New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6 pm-midnight. For non-simulcast facilities see WSPK (FM).

4. AGENCY COMMISSION
15/0 time only; payable when rendered.
(This listing continued on next page)

NEW YORK

Poughkeepsie—WKIP—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6, 7, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 25a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a.
FM facilities: WSPK (FM).
Affiliated with American Contemporary Network.
Member: Star Broadcasting Group.

TIME RATES

ET 1/1/69—Rec'd 12/31/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: 1 5t 10t 20t 30t 50t
AA 20 18 16 14 12 10
A 17 15 13 11 9 7
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—10% 52 wk—15%

7. PACKAGE PLANS

5 Plan (2AA, 3A) 75 20 Plan (10AA, 10A) 250
10 Plan (4AA, 6A) 145

8. PROGRAM TIME RATES

5-min—1-1/2x 1-min rate.

10. SPECIAL FEATURES

News—add 2.00 to program rate.

WSPK (FM)

1947



Star Broadcasting Group

Media Code 4 233 7375 2.00
Star Broadcasting Corp., Box 889, Poughkeepsie,
N. Y. 12602, Phone 914-471-2800.

1. PERSONNEL

President—Gerald T. Arthur.
Manager—Jack Devlin.
Program Director—Ted Jones.

2. REPRESENTATIVES

Jack Masia & Co., Inc.
New England Spot Sales, Inc.

3. FACILITIES

ERP 50,000 w., 104.7 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 1,250 ft. above average terrain.
Partial simulcast operation. Operated separately 6
am-6 pm. For simulcast facilities see WKIP.

4. AGENCY COMMISSION

15/0 net time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6, 7, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 25a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a.
AM facilities: WKIP.
Affiliated with American Contemporary Network.
Member: Star Broadcasting Group.

TIME RATES

ET 1/1/69—Rec'd 12/31/68.

6. SPOT ANNOUNCEMENTS

PER WK: 1 5t 10t 20t 30t 50t
1 min. 9 7 6 5 4 3
30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

WKLY: 5t 10t 20t
1/4 hr. 25 22 20
5-min—1-1/2x 1-min rate.

10. SPECIAL FEATURES

5-min News—add 2.00 to program rate.

REMSEN

Oneida County—Map Location E-5
See SRDS consumer market map and data at beginning
of the State.

WADR

1956

Media Code 4 233 7400 8.00
P. H. Incorporated, Box 1480, Remsen, N. Y. 13438.
Phone 315-831-3941.
Sales Office: Rm. 423, 258 Genesee St., Utica, N. Y.
13502. Phone 315-724-5158.

1. PERSONNEL

President—Joseph Uzdevinis.
General Manager—Richard V. Henry.
Program Director—Dean Harris.

2. REPRESENTATIVES

Gill-Perma, Inc.
Southwest—Southeast—Mario Messina Company.

3. FACILITIES

5,000 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 25a,
26, 28a, 29a.
Contracts: 40a, 42b, 42d, 44a, 46, 48, 49, 50, 51a,
51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 62b.
Cancellation: 70a, 70c, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET—Rec'd 1/20/67.

1 min. 6.00 5.70 5.2x 104x 208x 312x
30 sec. 4.00 3.80 3.60 3.40 3.20 3.00

S. PROGRAM TIME RATES

1 hr.	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr.	36.00	34.20	32.40	30.60	28.80	27.00
10 min.	18.00	17.10	16.20	15.30	14.40	13.50
5 min.	12.00	11.40	10.80	10.20	9.60	9.00

9. PARTICIPATING PROGRAMS

Dean Harris Show—Mon thru Sat 6-10 am.

1 min. 7.50 7.25 7.00 6.75 6.50 6.25

10. SPECIAL FEATURES

2-MINUTE WEATHER FORECAST
1x 26x 52x 104x 208x 312x
Ea 8.00 7.60 7.20 6.80 6.40 6.00 (CB)

RIVERHEAD (2 AM; 1 FM)

Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning
of the State.

WHRF

1963

Media Code 4 233 7450 3.00
Metrocom, Inc., Box 660, Flanders Rd., Riverhead,
N. Y. 11901. Phone 516-727-1570.

1. PERSONNEL

General Manager—Richard E. Logan.
Program Director—Jay Mitchell.
Sales Manager—Barry R. Suk.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

1,000 w. days; 1570 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Simulcast during AM operational hours. For non-
simulcast facilities see WHRF-FM.

4. AGENCY COMMISSION

15/0 time and talent; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,
29a.

Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Masia New York Suburban Plan.
Sold in combination with WPAC, Patchogue, N. Y.
See that listing for rates.

WHRF-FM

1962

Media Code 4 233 7451 4.00
Metrocom, Inc., Box 666, Riverhead, L. I.,
N. Y. 11901. Phone 516-727-1570.

1. PERSONNEL

General Manager—Richard E. Logan.
Program Director—Jay Mitchell.
Sales Manager—Barry R. Suk.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

ERP 168 w.; 103.9 mc.
Antenna ht.—115 ft. above average terrain.
Operating schedule: 24 hours daily. EST.
Simulcast operation with WHRF sunrise to local
sunset.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See WHRF listing for coded regulations.
WHRF, Riverhead and WPAC, Patchogue. Adver-
tiser earns total combined volume rate on each station.
Multiplex stereo, extra 10%.

TIME RATES

Rates effective September 4, 1962.
ET 7/10/67—Rec'd 7/19/67.

6. SPOT ANNOUNCEMENTS

1-MINUTE ANNOUNCEMENTS
1 time. 8.00 156 times. 5.00
26 times. 7.00 280 times. 4.00
52 times. 6.00

8. PROGRAM TIME RATES

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min.
26 times	64.50	35.50	20.00	12.50
52 times	58.60	31.30	17.50	10.00
156 times	52.90	27.10	15.00	8.50
280 times	47.10	24.10	12.50	8.50
260 times	40.50	21.50	11.00	7.50

WRIV

1953

Subscriber to the NAB Radio Code
Media Code 4 233 7500 5.00
Island Broadcasting System (WRIV) Inc., Box 314,
Riverhead, L. I., N. Y. 11902. Phone 516-737-
1200.

1. PERSONNEL

Pres. & Gen'l Mgr.—Edward W. Wood, Jr.
Operations Manager—Dave Sweet.
Program Director—Patricia Wood.

2. REPRESENTATIVES

Mort Bassett & Co., Inc.

3. FACILITIES

1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 23b, 24c, 26,
27, 28c.
Contracts: 40a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i,
61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The New York City Suburban Group.
Sold in combination with WALK, Patchogue, N. Y.
See that listing for rates.

TIME RATES

ET 8/1/68—Rec'd 7/1/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK: 1 MINUTE
6 11 12 18 11 24 11
15 14 13 12 11 10
A 12 11 10 9
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

5-min—1-1/2x applicable 1-min.

ROCHESTER (6 AM; 6 FM)

Monroe County—Map Location C-6
See SRDS consumer market map and data at beginning
of the State.

WBBF

1947

A LIN Owned Station

AVCO RADIO SALES

Independent

Media Code 4 233 7550 0.00
WBBF, Inc., Midtown Tower, Rochester, N. Y.
14604. Phone 716-232-7550.

1. PERSONNEL

President (LIN Broadcasting Corp.)—Donald A. Peis.
Pres. & Gen'l Mgr.—John Sayre.
Sales Manager—Nick Nickson.

2. REPRESENTATIVES

Arvo Radio Sales.
LIN Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES

1,000 w.; 350 kc.
Directional—operate patterns, day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net charges for time and service.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b,
24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBBF (FM).
Affiliated with American Contemporary Network.
Sold in combination with WYSL, Buffalo. See that
listing for rates.

TIME RATES

ET 7/10/67—Rec'd 7/19/67.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
B—Sun thru Sat 7 pm-midnight & 5:30-6 am; Sun
6-10 am.

7. PACKAGE PLANS

PER YR.	PER WK.	AAA	AA	A	B
Fixed pos. 1 t	60	55	45	28	
26 x 3 t	55	50	40	26	
52 x 6 t	50	47	37	25	
104 x 12 t	45	42	32	24	
156 x 18 t	42	41	31	22	
208 x 24 t	41	40	30	21	
312 x 36 t	40	39	29	20	
520 x 52 t	38	37	28	19	
780 x 78 t	36	35	26	17	
1040 x 104 t	35	34	25	16	

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
All spots may be combined for maximum frequency
discounts.

CONVERTIBLE DEBTURE PLANS

PER WK: 1 min
3 t (1AAA, 1AA, 1A) 140
6 t (2AAA, 1AA, 1A, 1B) 245
9 t (3AAA, 3AA, 2A, 1B) 350
12 t (4AAA, 4AA, 2A, 2B) 440
15 t (5AAA, 5AA, 3A, 2B) 525
18 t (6AAA, 6AA, 3A, 3B) 600
21 t (7AAA, 6AA, 4A, 4B) 675
24 t (8AAA, 8AA, 4A, 4B) 725
30 t (10AAA, 10AA, 5A, 5B) 800

CONVERT AS FOLLOWS:

Higher-lower classifications—2 Traffic Time (AAA
and/or AA) spots equal to 3 Daytime (A) spots; 2
A spots equal to 3 Nighttime and/or Sunday (B)
spots.

Lower-higher classifications—3 spots of a lower clas-
sification equal to 2 spots of the next higher clas-
sification.

Consecutive Weeks Discounts do not apply.

COMBINABILITY

Weekly frequency spots in designated classifications
may be added to Convertible Debtore Plans at
applicable rates and are fully convertible.

10. SPECIAL FEATURES

WKLY. EA: 1-MINUTE NEWSCASTS
AAA AA A B
Less than 3 t 65 60 50 31
3 t 60 55 45 29
6 t 55 52 42 28
12 t 51 48 38 26

SPORTS AND WEATHER VIGNETTES

1-min spot rate subject to weekly discount, plus
2.00 production charge commissionable.

CONSECUTIVE WEEKS DISCOUNTS

26 wk—4% 52 wk—8%

WBBF (FM)

1961

A LIN Owned Station



HERBERT E. GROSKIN & COMPANY



Media Code 4 233 7575 7.00
WBBF, Inc., 850 Midtown Tower, Rochester, N. Y.
14604. Phone 716-232-7550.

1. PERSONNEL

President (LIN Broadcasting Corp.)—Donald A. Peis.
Pres. & Gen'l Mgr.—John Sayre.
Sales Manager—Nick Nickson.

Rochester—W H A M—Continued

- 1. PERSONNEL**
 Pres. & Gen'l Mgr.—William F. Rust, Jr.
 General Sales Manager—Joseph A. Farrar, Jr.
- 2. REPRESENTATIVES**
 Henry I. Christal Company, Inc.
- 3. FACILITIES**
 50,000 w.; 1180 kc. Non-directional.
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
 15/0 net charges for time.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11d, 12d, 13d, 14d.
 Basic Rates: 20a, 21b, 23a.
 Contracts: 40c, 41, 42a, 45, 46, 47a, 49.
 Comb.; Cont. Discounts: 60a, 60z.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 82.

- 6. SPOT ANNOUNCEMENTS**
 AAA—Mon thru Sat 6:30-10 am.
 AA—Mon thru Fri 3-7 pm.
 A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;
 Sun 7 am-7 pm.
 B—Mon thru Sat 5:30-6:30 am; Daily 7 pm-
 midnight.
 C—Mon thru Sat midnight-5:30 am.
 (*) Sold only in multiples of 3.

1 MINUTE

CLASS AAA

PER WK:	6 t	12 t	18 t	24+
1 x	83	60	57	54
100 x	80	57	54	48
200 x	57	54	51	48
500+	54	51	48	45

CLASS AA

1 x	58	52	49	46
100 x	55	52	49	46
200 x	49	46	43	40
500+	46	43	40	37

CLASS A

1 x	48	46	44	42
100 x	46	44	42	40
200 x	44	42	40	38
500+	42	40	38	36

CLASS B

1 x	37	35	33	31
100 x	35	33	31	29
200 x	33	31	29	27
500+	31	29	27	25

CLASS C

1 min or less, flat	11	10	9	8
Combinable for frequency	10	9	8	7

8. PROGRAM TIME RATES
 A—6:30-10 pm.
 B—10 pm-6:30 am.

CLASS A

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	280	170	135	105
13 x	266	161	128	99
52 x	252	153	121	94
156 x	238	145	114	88
312 x	224	138	108	84

CLASS B

1 x	200	120	90	70
13 x	190	114	85	66
52 x	180	108	81	63
156 x	170	102	76	59
312 x	160	96	72	56

No extra charge for sponsorship of established WHAM programs such as news, sports and weather reports.

WHCC

1925

BLAIR RADIO



A Gannett-Owned Station
 Subscriber to the NAB Radio Code

Media Code 4 233 7700 1.00
 WHCC, Inc., 191 East Ave., Rochester, N. Y. 14604.
 Phone 716-546-5670. TWX 716-235-8699.

STATION'S PROGRAMMING DESCRIPTION
 WHCC: Programmed for 20-45 audience.
 MUSIC: general popular, 5 air personalities emcee entire operation. NEWS: 40% local, 60% national. 5 min on hour, 10 min at 9 am, noon, 5 pm & 11 pm.
 7 man news staff, 3 mobile units. Newspaper news service. Albany and Washington Bureaus. Live pro football and baseball, college football. Editorialize twice daily. Direct annual fund raising campaign.
COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 6/28/68.

- 1. PERSONNEL**
 Vice-President—C. Glover DeLaney.
 Gen'l & Nat'l Sales Mgr.—Fred D. Pestorius
 Operations Manager—Herbert W. Allen.
- 2. REPRESENTATIVES**
 Blair Radio.
- 3. FACILITIES**
 5,000 w.; 1460 kc. Directional—night only.
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7a, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 25a, 28b, 29a, 30, 33a.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 50, 51c.
 Comb.; Cont. Discounts: 60a, 60z, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.
 Affiliated with Blair Represented Network.

TIME RATES
 Rec'd 1/1/68—Rec'd 12/7/67.

AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Fri 10 am-3 pm.
 A—All other times.

7. PACKAGE PLANS

CLASS AAA

WKLY:	1 t	6 t	12 t	18 t	24 t	30 t	36 t
1 min	32	30	28	27	26	25	24
20/30 sec	29	24	23	22	21	20	19
ID's	19	18	17	16	15	15	14

CLASS AA

1 min	25	23	21	19	17	16	15
20/30 sec	20	18	17	16	14	13	12
ID's	15	14	13	12	11	10	9

CLASS A

1 min	20	18	16	14	12	10	9
20/30 sec	16	14	13	11	10	8	7
ID's	12	11	10	8	7	6	5

Programs, minutes, stationbreaks and ID's may be combined for maximum frequency.

52 wk—8%

WHFM (FM)

Media Code 4 233 7750 5.00
 Rust Broadcasting Co., Inc., 350 East Ave., Rochester, N. Y. 14604. Phone 716-454-4884
STATION'S PROGRAMMING DESCRIPTION
 WHFM (FM): Programmed for young adults and teenagers.
 MUSIC: top 40 with recent million sellers and progressive rock. Music with minimum talk and interruptions. Contact Representative for further details. Rec'd 5/22/68.

- 1. PERSONNEL**
 Pres. & Gen'l Mgr.—William F. Rust, Jr.
 Operations Manager—Peter R. Grobe.
- 2. REPRESENTATIVES**
 McGovern-Guild-PGW Radio, Inc.
- 3. FACILITIES**
 ERP 8,700 w.; 98.9 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 340 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 12d.
 Basic Rates: 20a, 23a, 28b, 28c.
 Contracts: 40a, 42a, 45.
 Comb.; Cont. Discounts: 60k.
 Cancellation: 70c, 71a.
 Commercial copy limited to 5 minutes per hour.
 Affiliated with American FM Network.

- 6. SPOT ANNOUNCEMENTS**
 No. 5 ET 8/1/69—Rec'd 7/30/69.
 AA—Mon thru Fri 3-7 pm; Sat & Sun 7-10 pm.
 A—All other times.

1 MINUTE

PER WK:	12 t	18 t	24 t	30 t
AAA	18	16	15	14
AA	16	14	12	10
A	14	12	10	8

(ROS—weekly rotation Mon thru Sun 6 am-midnight)

PER WK: 24 t 36 t 50 t
 Total 240 288 350
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WNRY

(formerly WRVM)



A Malrite Station
 Media Code 4 233 7800 9.00
 Malrite Broadcasting, Inc., 931 E. Main St., Rochester, N. Y. 14605. Phone 716-473-6800. TWX 510-253-4566.

- 1. PERSONNEL**
 President—Milton Maltz.
 Vice-President—Robert G. Wright.
 General Manager—Hal Fisher.
- 2. REPRESENTATIVES**
 Alan Torbet Associates, Inc.
- 3. FACILITIES**
 250 w. days; 680 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
 Partial simulcast operation. Simulcast 6 am-local sunset Mon thru Sat; non-local sunset Sun.
 For non-simulcast facilities see WNRY-FM.
- 4. AGENCY COMMISSION**
 15%: no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 25b, 26a, 26b, 27a, 27b, 28a, 28b, 29a, 29b, 30, 31, 33a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS Radio Network.

- 7. PACKAGE PLANS**
 ET 1/7/69—Rec'd 1/9/69.
- AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—All other times.

CLASS AA

PER WK:	30 t	24 t	18 t	12 t	6 t
1 min	30	24	23	22	21
30 sec	25	21	20	19	18

CLASS A

1 min	19	18	17	16	15
30 sec	16	15	14	13	12
10 sec	50%	50%	50%	50%	50%

WNRY-FM

1966



Media Code 4 233 7801 7.00
 Malrite Broadcasting, Inc., 931 E. Main St., Rochester, N. Y. 14605. Phone 716-473-6800. TWX 510-253-4566.

- 1. PERSONNEL**
 President—Milton Maltz.
 Vice-President—Robert G. Wright.
 General Manager—Hal Fisher.
- 2. REPRESENTATIVES**
 Alan Torbet Associates, Inc.

3. FACILITIES

ERP 13,500 w. (vert), 13,500 w. (horz); 101.3 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 365 ft. above average terrain.
 Partial simulcast operation. Operated separately sunset-6 am Mon thru Sat; Sun 6 am-noon. For simulcast facilities see WNRY.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 29a, 33a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.; Cont. Discounts: 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

- 7. PACKAGE PLANS**
 ET 1/1/67—Rec'd 1/3/67.
- WEEKLY PACKAGES**
- | 1 WK: | 5 t | 10 t | 15 t | 20 t | 30 t |
|-----------|-------|-------|------|------|------|
| 1 min | 18.00 | 10.00 | 9.00 | 9.00 | 8.40 |
| 20/30 sec | 8.65 | 8.15 | 7.70 | 7.20 | 6.70 |
- 4 WK:**
- | | | | | | |
|-----------|-------|------|------|------|------|
| 1 min | 10.50 | 9.90 | 9.30 | 8.70 | 8.10 |
| 20/30 sec | 8.40 | 7.90 | 7.45 | 6.95 | 6.50 |
- 28 WK:**
- | | | | | | |
|-----------|-------|------|------|------|------|
| 1 min | 10.20 | 9.60 | 9.00 | 8.40 | 7.80 |
| 20/30 sec | 8.15 | 7.60 | 7.20 | 6.70 | 6.25 |
- 52 WK:**
- | | | | | | |
|-----------|------|------|------|------|------|
| 1 min | 9.60 | 9.00 | 8.40 | 7.80 | 7.20 |
| 20/30 sec | 7.70 | 7.20 | 6.70 | 6.25 | 5.75 |
- 10 sec ID's—50% of 1 min.
 AM & FM may be combined for maximum frequency.

- 8. PROGRAM TIME RATES**
- | 1 x | 1/2 hr | 1/4 hr | 10 min |
|-------|--------|--------|--------|
| 13 x | 48.00 | 32.00 | 25.00 |
| 28 x | 45.00 | 30.00 | 23.00 |
| 52 x | 41.00 | 26.00 | 20.50 |
| 104 x | 39.00 | 24.00 | 19.00 |
| 156 x | 37.00 | 22.00 | 17.50 |
| 280 x | 35.00 | 20.00 | 16.00 |
| 312 x | 33.00 | 18.00 | 14.50 |

- 10. SPECIAL FEATURES**
 5 MINUTE NEWSCASTS
- | | | | |
|------|-------|-------|-------|
| 1 x | 25.00 | 104 x | 19.00 |
| 13 x | 23.50 | 156 x | 17.50 |
| 28 x | 22.00 | 280 x | 16.00 |
| 52 x | 20.50 | 312 x | 14.50 |

WROC

1947



NBC Radio Network



Subscriber to the NAB Radio Code
 Media Code 4 233 7850 4.00
 Rust Craft Broadcasting of New York, Inc., WROC
 Broadcast Center, Rochester, N. Y. 14610. Phone
 716-288-8400.

- 1. PERSONNEL**
 Vice-Pres. & Managing Dir.—Ervin F. Lyke.
 General Manager—Paul C. Louthier.
 Sales Manager—George Li Butti.
- 2. REPRESENTATIVES**
 Edward Petry and Co., Inc.
 Canada—Andy McDermott Sales, Ltd.
- 3. FACILITIES**
 5,000 w.; 1280 kc. Directional—night only.
 Operating schedule: 5:30-1:00 am. EST. DST.
 Partial simulcast operation. Simulcast 7-10 am, 4-9 pm & 11:30 pm-12:30 am Mon thru Fri; 7 am-noon & 6-10:30 pm Sat; 7:45 am-1 pm, 6-7 pm & 9-10:30 pm Sun. For non-simulcast facilities see WROC-FM.
- 4. AGENCY COMMISSION**
 15%: no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33c.
 Contracts: 40a, 41, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

- 7. PACKAGE PLANS**
 ET 7/1/68—Rec'd 6/10/68.
- AA—Mon thru Sat 6-10 am & 9-7 pm.
 A—Mon thru Sat 10 am-3 pm & 5:30-6 am; Sun 6 am-7 pm.
 B—Daily 7 pm-sign-off.

CLASS AA

PER WK:	30 t	24 t	18 t	12 t	6 t
1 min	27.00	25.00	23.00	22.00	21.00
20/30 sec	22.00	21.00	19.00	18.00	17.00
10 sec	15.00	14.00	13.00	12.50	11.50

CLASS A

1 min	23.00	21.00	19.00	18.00	16.00
20/30 sec	20.00	18.00	17.00	16.00	14.00
10 sec	14.00	13.00	12.00	11.50	11.00

CLASS B

1 min	15.00	14.00	13.00	12.00	11.00
20/30 sec	13.00	12.00	11.00	10.00	9.00
10 sec	9.50	9.00	8.50	8.00	7.50

- 8. SPOT ANNOUNCEMENTS**
 (*) Specified position.
 Minutes and 20/30-second spots may be combined to earn weekly frequency discount.
 Minutes, 20/30-second spots and ID's may combine on the basis of 2 ID's equaling 1 longer spot.

- 7. PACKAGE PLANS**
 TOTAL AUDIENCE PLANS
- | PER WK: | 12 t | 18 t | 24 t | 30 t |
|-------------------------------|------|------|------|------|
| Plan I, 12 t (AAA, 4A, 2B) | 220 | 176 | 132 | 98 |
| Plan II, 18 t (9AA, 5A, 4B) | 300 | 240 | 180 | 135 |
| Plan III, 24 t (12AA, 7A, 6B) | 366 | 292 | 219 | 164 |
- Spots must be scheduled equally over a 7-day period and rotate within time classifications.
 TAP spots are combinable with all weekly spots.

NEW YORK

CONSECUTIVE WEEK DISCOUNT
 52 wk—10%
 Discount applied as earned. Applicable to consecutive week advertisers only.

10. SPECIAL FEATURES
 5-MINUTE NEWSCASTS

1 t	AA	A	B
1 t	33	28	23
3 t	31	26	22
6 t	30	25	21

Includes talent, 1:30 spot allowed.

WROC-FM

1959
 Media Code 4 233 7851 2.00
 Rust Craft Broadcasting of New York, Inc., WROC
 Broadcast Center, Rochester, N. Y. 14610. Phone
 716-288-8400.

- 1. PERSONNEL**
 Vice-Pres. & Man'g Dir.—Ervin F. Lyke.
 General Manager—Paul C. Louthier.
 Sales Manager—George Li Butti.
- 2. REPRESENTATIVES**
 Edward Petry & Co., Inc.
 Canada—Andy McDermott Sales, Ltd.

- <

NEW YORK

Rochester—Continued

WVOR (FM)

1864



Media Code 4 233 7950 2.00
Functional Broadcasting, Inc., 333 Midtown Plaza,
Rochester, N. Y. 14604. Phone 716-454-3942.

STATION'S PROGRAMMING DESCRIPTION
WVOR (FM): Programmed for general interest, ap-
pealing to adult audiences.
MUSIC: popular jazz, light classical, movie and
TV sound tracks, Broadway showtunes, and standard
middle-of-the-road music. Solid music interrupted only
at each quarter hour for commercial and public
service announcements, and live regional news broad-
casts 5 min before each hour. Religious music Sun
mornings. Weather recaps, 7:20 am & 8:20 am
throughout week. Contact Representative for further
details. Rec'd 4/4/68.

- PERSONNEL**
Vice-President—Lawrence Gordon.
Gen'l Mgr. & Prog. Dir.—Carl J. Spavento.
Director of Sales—James A. McKechnie.
- REPRESENTATIVES**
Roger Coleman, Inc.
- FACILITIES**
ERP 50,000 w.; 100.5 mc.
Operating schedule: Mon thru Sat 8:45-2 am; Sun
8-2 am.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49,
51a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Empire State FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 1/1/67—Rec'd 3/3/67.

- SPOT ANNOUNCEMENTS**
PER WK: 1 1t 8t 15t 22t 29t 36t
1 min. 8.00 7.00 7.20 8.80 6.40 8.00
30 sec. 6.00 5.70 5.40 5.10 4.80 4.50
- PROGRAM TIME RATES**
PER WK: 1 1t 8t 15t 22t 29t 36t
1 hr. 35.00 33.25 31.50 29.75 28.00 26.25
1/2 hr. 20.00 19.00 18.00 17.00 16.00 15.00
1/4 hr. 12.00 11.40 10.80 10.20 9.60 9.00
- SPECIAL FEATURES**
PER WK: 1 1t 8t 15t 22t 29t 36t
5 min. 10.00 9.50 9.00 8.50 8.00
CONSECUTIVE WEEKS DISCOUNT
13 wk—5% 28 wk—10% 52 wk—15%

ROME

Oneida County—Map Location K-5
See SRDS consumer market map and data at begin-
ning of the State.

See Utica-Rome

SAG HARBOR (1 AM; 1 FM)

Suffolk County—Map Location G-11.
See SRDS consumer market map and data at begin-
ning of the State.

WLNG

1953

Media Code 4 233 8000 5.00
East Coast Broadcasting Corp., Town of Southhamp-
ton, Box 815, Sag Harbor, L. I., N. Y. 11963,
Phone 516-725-2300.

- PERSONNEL**
President—Robert O. King.
Exec. Vice-Pres. & Gen'l Mgr.—John F. Tallcott.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local
sunset. For non-simulcast facilities see WLNG-FM.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24b, 25a, 27, 28a, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 48,
49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

ET 12/68—Rec'd 1/30/69.
AA—Mon thru Fri 8-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA 1 MINUTE	1 wk	13 wk	26 wk	52 wk
1 t.....	13	12	11	10	
10 t.....	12	11	10	9	
20+.....	11	10	9	8	
	30 SECONDS				
1 t.....	10	9	8	7	
10 t.....	9	8	7	6	
20+.....	8	7	6	5	

CLASS A 1 MINUTE

1 t.....	11	10	9	8
10 t.....	10	9	8	7
20+.....	9	8	7	6
	30 SECONDS			
1 t.....	8	7	6	5
10 t.....	7	6	5	4
20+.....	6	5	4	3

10. SPECIAL FEATURES

SEASONAL RATES
2nd Sun in June to 2nd Sat in Sept, extra 25%;
except 52-week contract advertisers.

WLNG-FM

1969

Media Code 4 233 6001 3.00
East Coast Broadcasting Corp., Town of Southhamp-
ton, Box 815, Sag Harbor, L. I., N. Y. 11963,
Phone 516-725-2300.

- PERSONNEL**
President—Robert O. King.
Exec. Vice-Pres. & Gen'l Mgr.—John F. Tallcott.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6 am-11:05 pm. EST.
Antenna ht.: 123 ft. above average terrain.
Partial simulcast operation. Operated separately local
sunset-11:05 pm. For simulcast facilities see WLNG.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
See WLNG listing for coded regulations.

TIME RATES

FM only: 70% of AM rates.

SALAMANCA

Cattaraugus County—Map Location B-7
See SRDS consumer market map and data at begin-
ning of the State.

WGGO

1957

Media Code 4 233 8050 0.00
James Broadcast Company, Inc., 25 Main St., Sala-
manca, N. Y. 14779. Phone 716-945-1515.

- PERSONNEL**
President—Simon Goldman.
General Manager—Jack J. Kessler.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Hardy Radio & Television, Ltd.
Boston—Eckels & Queen, Inc.
Pittsburgh—Gateway Repts, Inc.
- FACILITIES**
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local
sunset. For non-simulcast facilities see WKAJ-FM.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28c,
29a, 33c.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 48,
49, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62c.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Goldman Group; Northeast Radio Network.
When purchased in combination with WJTN James-
town, and/or WDOE Dunkirk the following discounts
are applicable.
WGGO (with WJTN), 10% off earned rate. (WGGO
only).
WGGO and WDOE (with WJTN), 25% off earned
rate on WDOE and WGGO only.

TIME RATES

ET 11/1/68—Rec'd 8/30/68.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	156x	260x
1 min.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50
20/30 sec.....	3.75	3.55	3.35	3.15	3.00	2.80	2.60
10 sec.....	2.50	2.35	2.25	2.10	2.00	1.85	1.75

7. PACKAGE PLANS

PER WK:	5 t	10 t	15 t	20 t	30 t
1 min.....	4.25	4.00	3.50	3.25	2.75
20/30 sec.....	3.25	3.00	2.60	2.45	2.05
10 sec.....	2.25	2.00	1.75	1.65	1.40

8. PROGRAM TIME RATES

1 hr.	1x	13x	26x	52x	104x	156x	260x
1 hr.....	40.00	38.00	36.00	34.00	32.00	30.00	28.00
1/2 hr.....	30.00	28.00	26.00	24.00	22.00	20.00	18.00
1/4 hr.....	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 min.....	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 min.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00

SARANAC LAKE

Franklin County—Map Location G-3
See SRDS consumer market map and data at begin-
ning of the State.

WNBZ

1927

Media Code 4 233 8100 3.00
WNBZ, Inc., Box 211, Saranac Lake, N. Y. 12983.
Phone 518-891-1544.

1. PERSONNEL

Pres. & Gen'l Mgr.—James Rogers, III.

2. REPRESENTATIVES

Grant Webb & Company, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.

Non-directional.

4. AGENCY COMMISSION

15% on station time.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.

Basic Rates: 20b, 21b, 22b, 23b, 24b, 25b, 28c, 29a.

Contracts: 40a, 41, 42, 43, 44, 45, 46, 47a, 48, 51b.

Comb.: Cont. Discounts: 60b, 60g, 60i, 61b, 62d.

Cancellation: 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Information Network.

TIME RATES

Rates effective January 1, 1965.
Rates received December 4, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
1-25 t.....	4.50	3.40	104-155 t	3.80 2.70
26-51 t.....	4.25	3.20	156-312 t	3.25 2.45
52-103 t.....	4.00	3.00	312 plus.....	3.00 2.25

8. PROGRAM TIME RATES

1-25 t.....	1 hr	1/2 hr	1/4 hr	10 min	5 min
1-25 t.....	40.50	24.75	15.75	11.25	6.75
26-51 t.....	38.25	23.40	14.80	10.65	6.40
52-103 t.....	36.00	22.00	14.00	10.00	6.00
104-155 t.....	32.40	19.80	12.60	9.00	5.40
156-312 t.....	29.25	18.00	11.50	8.25	5.00
312 plus.....	27.00	16.50	10.50	7.50	4.50

SARATOGA SPRINGS

(1 AM; 1 FM)

Saratoga County—Map Location G-6

See SRDS consumer market map and data at begin-
ning of the State.

WKAJ

1964

Subscriber to the NAB Radio Code
Media Code 4 233 8150 8.00
Community Radio of Saratoga Springs, Inc., Box
557, 71 West Ave., Saratoga Springs, N. Y.
12888, Phone 584-1610.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Kent Jones.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
250 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local
sunset. For non-simulcast facilities see WKAJ-FM.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 51b.
Comb.: Cont. Discounts: 60b, 60f, 62d.
Cancellation: 71a.

TIME RATES

ET 7/1/67—Rec'd 4/7/67.

6. SPOT ANNOUNCEMENTS	1 t	10 t	30 t	50 t
PER WK:				
1 min.....	7.00	6.00	5.50	5.00
30 sec or less: 75% of 1-min.				

8. PROGRAM TIME RATES

PER WK:	1 wk	13 wk	26 wk	52 wk
5 t.....	11.00	10.00	9.00	8.00
10 t.....	10.00	9.00	8.00	7.00
15 t.....	9.00	8.50	8.00	6.50
20 t.....	8.00	7.50	7.00	6.00

10. SPECIAL FEATURES

1.00 talent fee on news and sports programs.

WKAJ-FM

1968

Media Code 4 233 8151 6.00
Community Radio of Saratoga Springs, Box 557, 71
West Ave., Saratoga Springs, N. Y. 12888, Phone
518-584-1610.

- PERSONNEL**
General Manager—Kent Jones.
News & Prog. Dir.—Roy Fuller.
Commercial Manager—Chris Coffin.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 74 ft. above average terrain.
Partial simulcast operation. Operated separately 6
am-sunrise & local sunset-midnight.
- AGENCY COMMISSION**
15/0; payable within 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 60f, 62d.
Cancellation: 71a.
Prod. Services: 82.

TIME RATES

FM only: 50% of AM rates.

SCHENECTADY

Schenectady County—Map Location G-6
See SRDS consumer market map and data at begin-
ning of the State.

See Albany-Schenectady-
Troy

SENECA FALLS

Seneca County—Map Location D-6
See SRDS consumer market map and data at begin-
ning of the State.

WSWF

1968

Media Code 4 233 8175 5.00
Waterfalls Broadcasting Corp., Box 1, Seneca Falls,
N. Y. 13148, Phone 315-568-9888.

- PERSONNEL**
General Manager—Robert N. Burns.
Manager—Robert Keegan.
Sales Manager—Philip Kaplan.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 8b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 24c, 25c, 28a, 29b, 33c.
Contracts: 40a, 42b, 44a.
Comb.: Cont. Discounts: 61a, 62a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

TIME RATES

ET 3/1/69—Rec'd 6/20/69.

6. SPOT ANNOUNCEMENTS

1 min..... 6.00

7. PACKAGE PLANS

7. PACKAGE PLANS

Premium Drive Times—Mon thru Fri 6-9 am & 4-6:30 pm.						
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min.	8.00	7.50	7.00	6.25	5.00	4.00
30 sec.	8.00	6.50	5.00	4.50	3.50	3.00
15 sec.	4.00	3.75	3.50	3.25	2.50	2.00
Key Housewife Time (HOS)—Mon thru Fri 9 am-4 pm.						
1 min.	6.00	5.50	5.00	4.50	4.00	3.00
30 sec.	4.00	3.75	3.50	3.25	2.75	2.25
15 sec.	3.00	2.75	2.50	2.25	1.75	1.50
Weekend Special (ROS)—Sat & Sun.						
1 min.	10 ti	20 ti	30 ti			
1 min.	4.00	3.50	3.00			
30 sec.	3.00	2.50	2.00			
15 sec.	2.00	1.50	1.00			

SATURATION PLAN—ROS

(Within a 7-day period)

70 ti (maximum 20 in any 1 day)	1 min 30 sec	210	175
35 ti (maximum 10 in any 1 day)		175	140
15 minutes and 30-seconds may be combined for frequency rate.			

8. PROGRAM TIME RATES

Premium Drive Times—Mon thru Fri 6-9 am & 4-6:30 pm.						
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
3 min.	9.00	8.50	8.00	7.00	6.00	
5 min.	11.00	10.00	9.00	8.00	7.00	
Key Housewife Time (HOS)—Mon thru Fri 9 am-4 pm.						
8 min.	7.00	6.50	6.00	5.00	4.00	
5 min.	9.00	8.00	7.00	6.00	5.00	
Weekend Special (ROS)—Sat & Sun.						
3 min.	5.50	5 min.	6.50			6.50

10. SPECIAL FEATURES

WEATHER OR TRAFFIC REPORTS						
(Special 1-1/2 min programs)						
PER WK:	3 ti	5 ti	10 ti	15 ti	20 ti	
Drive Time	8.75	8.50	7.75	7.25	6.50	
Key Housewife Time	6.50	6.25	5.75	5.50	4.75	

SYRACUSE (7 AM; 3 FM)

(including East Syracuse, North Syracuse)

Onondaga County—Map Location D-8
See SIDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

W DDS (FM)

1958

SYRACUSE

Media Code 4 233 8250 6.00
Functional Broadcasting, Inc., 738 Erie Blvd., E., Syracuse, N. Y. 13210. Phone 315-475-1631.STATION'S PROGRAMMING DESCRIPTION
WDDS (FM): Programmed for general interest, appealing to adult audiences.

MUSIC: popular, jazz, light classical, movie and TV sound tracks, Broadway showtunes, and standard middle-of-the-road music. Solid music interrupted only at each quarter hour for commercial and public service announcements, and live regional news broadcasts 5 min before each hour. Religious music Sun mornings. Weather recaps 7:20 am & 8:20 am throughout week. Contact Representative for further details. Rec'd 3/27/68.

- PERSONNEL
Executive Vice-President—Albert L. Werthelmer.
Gen'l Mgr. & Prog. Dir.—Carl J. Spavento.
Director of Sales—James A. McKechnie.
- REPRESENTATIVES
Roger Coleman, Inc.
- FACILITIES
ERP 100,000 w.: 93.1 mc.
Operating schedule: Mon thru Sat 6:45-2 am; Sun 8-2 am.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Empire State FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 EFF 1/1/67—Rec'd 2/1/67.

6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	5 ti	15 ti	22 ti	29 ti	36-42 ti
1 min.	8.00	7.80	7.20	6.80	6.40	6.00
30 sec.	6.00	5.70	5.40	5.10	4.80	4.50

8. PROGRAM TIME RATES						
PER WK:	1 ti	5 ti	15 ti	22 ti	29 ti	36-42 ti
1 hr.	35.00	33.25	31.50	29.75	28.00	26.25
1/2 hr.	20.00	19.00	18.00	17.00	16.00	15.00
1/4 hr.	12.00	11.40	10.80	10.20	9.60	9.00

10. SPECIAL FEATURES						
NEWSCASTS						
PER WK:	1 ti	5 ti	15 ti	22 ti	29 ti	36-42 ti
5 min.	10.00	9.50	9.00	8.50	8.00	7.50
FREQUENCY DISCOUNT						
13 consec wks—5%						
26 consec wks—10%						

W F B L

1922

SYRACUSE



Media Code 4 233 6300 9.00

First Broadcasting Corp., 8609 Old Collamer Rd., East Syracuse, N. Y. 13057. Phone 815-463-8631.

STATION'S PROGRAMMING DESCRIPTION

WFBL: Programmed for adults.
5 min network news and local headlines each hour.
7 local newscasts per day. FARM: show 4:30-5 am.
ENTERTAINMENT & NEWS: 24 hours a day with exception of 2 hour talk show 11 pm-1 am. 5 air personalities play middle-of-the-road music. 3 man news department, mobile unit. SPORTS: live major league football and local basketball. RELIGIOUS: programs Sun evenings. 1-4:30 am music. COMMERCIAL POLICY: maximum average 15 commercial minutes per hour. 15 minutes competitive separation. Contact Representative for further details. Rec'd 1/20/68.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Kenneth R. Chaplin.
Operations Manager—Ted Jones.
Sales Manager—Wally Tucker.
- REPRESENTATIVES
McGowan-Guild—PGW Radio, Inc.
- FACILITIES
5,000 w.; 1390 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES

No. 7 EFF 2/1/68—Rec'd 1/8/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7-11 pm; Sun 6 am-11 pm.
C—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS						
— AA — A — B —						
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	32.00	25.60	30.00	24.00	20.00	16.00
6 ti	29.00	23.20	27.00	21.60	18.00	14.40
12 ti	27.00	21.60	24.00	19.20	16.00	12.80
18 ti	25.00	20.00	23.00	18.40	14.00	11.20
24 ti	23.00	18.40	21.00	16.80	12.00	9.60
10 sec: 50% of applicable 1-min.						

7. PACKAGE PLANS						
PER YR:	156x	312x	500x	1000x		
1 min.	29.00	27.00	25.00	23.00		
30 sec.	23.20	21.60	20.00	18.40		

- PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
- PARTICIPATING PROGRAMS
Opinion—Mon thru Fri 11 pm-1 am. Telephone audience participation. B rates apply.

WHEN

1941

SYRACUSE



CBS Radio Network

A Meredith Owned Station
Subscriber to the NAB Radio Code
Media Code 4 233 6350 4.00
Meredith Corp., 980 James St., Syracuse, N. Y. 13203. Phone 315-474-8511. TELEX 710-541-0443.

STATION'S PROGRAMMING DESCRIPTION

WHEN: Programmed for adults and young adults. Music and entertainment, 80% music. General popular music for 25-54 age category. 6 air personalities handle all music segments. News and public affairs 20%. 8 man news department. News half hourly 5:30-9 am. Local headlines 2 min before hour. M-F. International league baseball play-by-play. Apr-Sept. Remotes available. Seasonal weather and road reports interrupt normal programming. Contact Representative for further details. Rec'd 10/10/67.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Paul Adanti.
Program Director—John Scott.
Commercial Service Manager—Olga Menapace.
- REPRESENTATIVES
Katz Radio, East.
Canada—Andy McDermott Sales Ltd.
- FACILITIES
5,000 w. days, 1,000 w. nights; 620 kc.
Directional—nighttime only.
Operating schedule: Mon thru Fri 5 am-midnight; Sat 6 am-midnight; Sun 8 am-midnight. EST.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15c, 15d.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 23 EFF 5/1/69—Rec'd 5/7/69.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Fri 7-10 am.
A—Mon thru Fri 6-7 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
C—All other times.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	
AA	30	28	27	26	25	
A	28	26	25	24	23	
B	26	22	21	20	19	
C	16	14	13	12	11	
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.						

COMBINABILITY

All spots, regardless of length or classification, may be cross-combined for discount purposes.

8. PROGRAM TIME RATES

A—6-9:30 am & 4-7 pm.
B—9:30 am-4 pm.
C—Before 6 am & after 7 pm.

CLASS A						
PER YR:	1x	52x	104x	156x	260x	
1/2 hr.	110.	105.	99.	94.	88.	
1/4 hr.	70.	67.	63.	60.	56.	
5 min.	45.	42.	40.	38.	36.	

CLASS B						
1/2 hr.	100.	95.	90.	85.	80.	
1/4 hr.	65.	62.	59.	56.	52.	
5 min.	39.	35.	33.	32.	30.	

CLASS C						
1/2 hr.	60.	57.	54.	51.	48.	
1/4 hr.	37.	36.	34.	32.	30.	
5 min.	23.	22.	21.	20.	18.	
Programs and spots may not be combined for discount purposes.						

W N D R

1946

SYRACUSE

Subscriber to the NAB Radio Code
Media Code 4 233 8400 7.00
Tower Broadcasting Corp., Box 1212, Syracuse, N. Y. 13201. Phone 315-446-1515.

STATION'S PROGRAMMING DESCRIPTION

WNDR: Programmed for 18-39 age group.
FARM: program 5-7 am, market reports, county agent reports, music, news, 7 air personalities mc operation. Music 85%. NEWS 15%; 5 min on hour plus weather reports and headlines. School closings in morning during winter. MUSIC: top 40. Dedications, requests, school activities 6 pm-12M. COMMERCIAL POLICY: no more than 22 interruptions per hour, no more than 14 minutes average per hour commercial time. Editorialize on controversial local issues. Contact Representative for further details. Rec'd 3/10/68.

- PERSONNEL
President—Abe Wechsler.
Vice-President—Robert Forrest.
Vice-President—Arthur C. Kyle, Jr.
- REPRESENTATIVES
Kyle-Radio.
Pennsylvania, Maryland—Dome-Messervy Co., Inc.
Massachusetts—Eckels & Queen, Inc.
Detroit—Pearse Sales.
Chicago, West Coast—Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES
5,000 w.; 1280 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST. DST.
- AGENCY COMMISSION
15% on net time. Bills rendered monthly.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 15a, 16.
Basic Rates: 20b, 21a, 22b, 24c, 25a, 27, 28a, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 62b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 20 EFF 4/15/68—Rec'd 3/25/68.

7. PACKAGE PLANS						
AA—Mon thru Sat 6 am-7 pm.						
A—Mon thru Sat 7-10 pm.						
B—Sun 6 am-midnight; Mon thru Sat 10 pm-midnight.						

1 MINUTE						
Fixed position (AA)						85
WKLY:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	32	28	27	26	25	24
A	26	24	23	21	19	17
B	19	17	16	15	14	13

ROS PLAN						
(Mon thru Sun 6 am-midnight)						
WKly	25	22	21	20	19	18
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.						

DISCOUNTS						
26 wk—4%						
52 wk—8%						

WOLF

1940

SYRACUSE



Media Code 4 233 8450 2.00

WOLF Broadcasting Service, Inc., Box 1490, Syracuse, N. Y. 13201. Phone 315-422-7211.

STATION'S PROGRAMMING DESCRIPTION

WOLF: Programmed for 18-39 age group.
AIR PERSONALITIES handle all segments. NEWS: 5 min of hour. SPORTS: local and national scores and game schedules. MUSIC: top 40. Air personalities 9-11 am Sun. Italian music show. FARM: 5-5:30 am, commodity reports, agricultural, weather reports. Contact Representative for further details. Rec'd 1/31/68.

- PERSONNEL
Vice-President—Richard F. Polgreen.
General Manager—Thomas R. Shize.
- REPRESENTATIVES
Alan Torbet Associates, Inc.
- FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0: time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 14d, 15d.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60g, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES

No. 16 EFF 6/15/68—Rec'd 9/3/68.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other times; all day Sat & Sun.

6. SPOT ANNOUNCEMENTS						
— AAA — AA — A — AAA — AA — A —						
6 ti	16.00	14.00	10.00	12.80	11.20	8.00
12 ti	15.00	13.00	9.00	12.00	10.40	7.20
18 ti	14.00	12.00	8.00	11.20	9.60	6.40
24 ti	13.00	11.00	7.00	10.40	8.80	5.80
36 ti	12.00	10.00	6.00	9.60	8.00	4.80
10 sec: 50% of 1-min.						

10. SPECIAL FEATURES						
5 minute News and/or Sports, minute rate plus 25%. Within 20/20 News Highlights (30 sec), 1 minute rate.						
13 wk—5%						
26 wk—10%						
52 wk—15%						

WONO (FM)

1958

SYRACUSE

NEW YORK

Syracuse—Continued

WPAW

1955

EAST SYRACUSE

Good Music

Media Code 4 233 8550 9.00

Wide Water Broadcasting Co., Inc., 3000 E. Erie Blvd., Syracuse, N. Y. 13224. Phone 315-446-8770.

STATION'S PROGRAMMING DESCRIPTION

WPAW: Programmed for adults and young adults. MUSIC 90%: 100% albums featuring recognizable standards, film music, showtunes and selected vocals. Music presented in uninterrupted 12 min segments. NEWS: 10%: 5 min network newscasts on hour. News headlines on half hour. Time, weather, traffic reports given 6-10 am & 3-7 pm. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 12/5/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bruce Houston.
Sales Manager—Albert Webb.
Station Manager—William Buchan.

2. REPRESENTATIVES

John C. Butler & Company, Inc.

3. FACILITIES

1,000 w.; 1540 kc; non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 on time and talent; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a.
Contracts: 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 51a.
Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 62a.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES

No. 2 ET 1/1/69—Rec'd 11/27/68.

I—Mon thru Sat 6-10 am & 3-7 pm.

II—Mon thru Sat 10 am-3 pm.

III—All other times.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti

1 min. 18 14 12 11 10

30 sec. 12 11 10 9 8

SECTION II

1 min. 15 12 11 10 9

30 sec. 11 10 9 8 7

SECTION III

1 min. flat 12 30 sec. flat 10

10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—5% 52 wk—10%

7. PACKAGE PLANS

(Mon thru Sun 6 am-8 pm—ROS)

1 min. 60 sec. 12 30 sec. 12

8. PROGRAM TIME RATES

5 min—1/2x 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—5% 52 wk—10%

1 hr 1/2 hr 1/4 hr

1 x 75 45 30

10. SPECIAL FEATURES

Businessman of the Day, Stock Market Reports, Community Bulletin Board, Special Weather Reports, 5-minute News at :60, Ski Reports, Passing Parade, You're the Driver—1/2x 1-min.

WSEN

BALDWINVILLE

City of license, Baldwinsville, N. Y.

Syracuse Office—212 Larned Bldg., Syracuse, N. Y. 13202. Phone 315-635-9818.

See listing under Baldwinsville, N. Y.

Advertisement

STATION'S PROGRAMMING DESCRIPTION

WSEN: Programmed for adults and young adults. MUSIC: 100% country and western. Contact Representative for further details. Rec'd 1/23/69. (All correspondence, tapes, ET's, copy, should be sent to P. O. Box 1050, Baldwinsville, N. Y. 13027.)

1. PERSONNEL

President—Donald C. Menapace.
Gen'l & Sales Mgr.—Robert L. Stockdale.
Program Director—James A. Lowery, Jr.

2. REPRESENTATIVES

Jack Masla & Co. Inc.

3. FACILITIES

250 w.; 1050 kc. FM: 3,000 w. (h. & v.).
Oper. sched.: Sunrise local sunset. FM: 5 am-12m.

4. AGENCY COMMISSION

15%: no cash discount. Bills rendered monthly.

TIME RATES

ET 7/1/69—Rec'd 6/4/60.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.

A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

B—Mon thru Sun 5-8 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min 30 sec

AA A B AA A B

6 ti 18.00 14.00 10.00 12.00 11.20 8.00

12 ti 15.00 13.00 9.00 12.00 10.40 7.20

18 ti 14.00 12.00 8.00 11.20 9.60 6.40

24 ti 13.00 11.00 7.00 10.40 8.80 5.60

10 sec: 50% of 1-min.

RATES INCLUDE SIMULCAST ON WSEN-FM

10. SPECIAL FEATURES

News Service—AP and local.

10 minute news—applicable 1 minute rate plus 50%.

5 minute news—applicable 1 minute rate plus 30%.

WSOQ

1959

NORTH SYRACUSE

Subscriber to the NAB Radio Code

Media Code 4 233 8600 2.00
WSOQ, Inc., Box 20, North Syracuse, N. Y. 13212.
Phone 315-458-1220.

1. PERSONNEL

President—Francis H. Harms.
Station Manager—Robert J. Pietrucha.
Sales Manager—Thomas E. Martin.

3. FACILITIES

1,000 w. days; 1220 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24b, 25c, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60f, 60h, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.

TIME RATES

ET 3/21/67—Rec'd 5/24/67.

6. SPOT ANNOUNCEMENTS

1 MINUTE

OPEN RATES:

1 ti 6.00 104 ti 4.60

13 ti 5.00 130 ti 4.40

26 ti 5.50 156 ti 4.30

39 ti 5.30 280 ti 4.10

52 ti 5.00 312 ti 3.60

85 ti 4.90 336 ti 3.00

78 ti 4.80

30 sec: 75% of 1-min.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr

1 x 100.00 60.00 35.00

52 x 75.00 45.00 26.75

10. SPECIAL FEATURES

5-MINUTE NEWS/WEATHER CASTS

18 x, ea. 10 52 x, ea. 9

ETHNIC PROGRAMS

Rhythm & the Blues—Sat.
Negro Programs—Sat pm, Sun am.
Polish Polka Jamboree—Sat and Sun.
The Irish Hour—Sat.
Echoes of the Middle East—Sat.
Sounds of Russia—Sat. (adjacencies only).
Italian Serenade—Sat and Sun.
Jewish Melodies—Sun.
Germany in Music—Sun.
Following rates apply to programs above:
1 ti 10. 52 ti 9.

WSYR

1922

SYRACUSE

NBC Radio Network

Media Code 4 233 8650 7.00
Newhouse Broadcasting Corp., 1030 James St., Syracuse, N. Y. 13203. Phone 315-474-3911. TELEX 710-541-0428.

STATION'S PROGRAMMING DESCRIPTION

WSYR: Programmed for adults.
AIR PERSONALITIES handle all segments. NEWS: 10 min every hour 7-10 am, plus 15 min at noon, 6 pm, 11 pm, local, national, world, sports. NETWORK news 5 min every hour plus 7:45-8:05 pm. FARM: 5-7 am markets, farm news, player piano. Entertainment 7-10 am general popular music, time and weather. Entertainment 10-11 am live studio orchestra, 2 vocalists, music featuring current hits, showtunes, standards. TALK: 11 am-noon woman's show, interviews, public affairs, homemaking. Entertainment 1-6 pm trend music, middle-of-the-road music, showtunes, standards. 6:25-7:45 pm standards, middle-of-the-road music. 8:05-10 pm general orchestral music. 10:05-11 pm showtunes. 11:15 pm-12M standard music. SPORTS: college football, basketball, play-by-play. Contact Representative for further details. Rec'd 8/9/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—E. R. Vadeboncoeur.
Sales Director—William R. Alford, Jr.

2. REPRESENTATIVES

Henry I. Christal Co., Inc.

3. FACILITIES

5,000 w.; 570 kc. Directional—separate patterns day and night.
Operating schedule: 5-12:05 am. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 28d, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60i, 60k, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

No. 27 ET 7/1/69—Rec'd 7/80/69.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

Sold in multiples of 3 spots weekly alternating Mon, Wed, Fri and Tues, Thurs, Sat.

CLASS AAA

1 MINUTE

PER WK: 1 ti 6 ti 12 ti 18 ti 24+

1 x 48 46 44 42 40

100 x 46 44 42 40 38

300 x 43 41 39 37 35

500+ 40 38 36 34 32

30/20 SECONDS

1 x 38 36 34 32 30

100 x 35 33 31 29 27

300 x 32 30 28 26 24

500+ 29 27 25 23 21

AM-PM TRAFFIC PLAN: Advertiser may elect to divide his schedule of spots equally between AAA and AA. AA rate prevails if for single product, spots are same length and AAA and AA are running concurrently. Minimum 6 spots per week.

CLASS AA

1 MINUTE

1 x 40 38 36 34 32

100 x 38 36 34 32 30

300 x 36 34 32 30 28

500+ 34 32 30 28 26

30/20 SECONDS

1 x 30 28 26 24 22

100 x 28 26 24 22 20

300 x 26 24 22 20 18

500+ 24 22 20 18 16

CLASS A

1 MINUTE

1 x 36 34 32 30 28

100 x 34 32 30 28 26

300 x 32 30 28 26 24

500+ 30 28 26 24 22

30/20 SECONDS

1 x 28 26 24 22 20

100 x 26 24 22 20 18

300 x 24 22 20 18 16

500+ 22 20 18 16 14

CLASS B

1 MINUTE

1 x 18 17 16 15 14

100 x 17 16 15 14 13

300 x 16 15 14 13 12

500+ 15 14 13 12 11

30/20 SECONDS

1 x 15 14 13 12 11

100 x 14 13 12 11 10

300 x 13 12 11 10 9

500+ 12 11 10 9 8

ID's

1x 100x 300x 500+

AA 20 18 17

A 18 16 15

B 9 8 7 6

10-seconds may be combined with other spots for frequency discounts. Not subject to weekly quantity discounts.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

Sold in multiples of 4 spots (IAAA, IAA and 2A).

Scheduled within 7 day period.

PER WK: 4 ti 8 ti 12 ti 16 ti 20 ti 24 ti 28 ti

1 min. 34 34 32 32 30 30 28

30 sec. 28 28 26 26 24 24 22

Do not combine with any other spots for discount.

8. PROGRAM TIME RATES

AAA—Daily 7-10 am.

AA—Daily 10 am-9 pm.

A—All other times.

CLASS AAA

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x 276 185 120 85 55

52 x 261 167 105 73 52

158 x 248 149 99 75 50

312+ 234 140 94 71 47

UTICA-ROME (6 AM; 2 FM)

Onida County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WADR REMSEN

City of license—Remsen, N. Y.
Utica office—Rm. 423, 258 Genesee St., Utica, N. Y. 13502. Phone 315-724-5158.
See listing under Remsen, New York.

WBVM 1962 UTICA

Media Code 4 233 8750 5.00
Fusco Broadcasting Corp., King Cole Plaza, 1924 Genesee St., Utica, N. Y. 13503. Re 5-2785.

STATION'S PROGRAMMING DESCRIPTION

WBVM: Programmed for adults. Entertainment 6-10 am, air personality, audience participation via telephone, broadcasting from station airplanes, middle-of-the-road music. Noon-1 pm news and weather round-up, local and state, discussions. 1-5 pm entertainment, popular, middle-of-the-road music, news on hour, headlines on half hour. Foreign language programs Sat 1-2:30 pm (Polish), Sun 9:30-11 am (Polish), 11 am-1 pm (Italian). Commercials delivered in Polish-English and Italian-English. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**
President—Michael C. Fusco.
General Manager—Daniel A. Fusco.
Sales Manager—Mike Fusco.
- REPRESENTATIVES**
Donald Cooke, Inc.
- FACILITIES**
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 25a, 25b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Northeast Radio Network.

TIME RATES

No. 3 Eff 1/68—Rec'd 1/31/68.
AA—Mon thru Fri 7-10 am & 4-6 pm.
A—10 am-4 pm & 6:30 pm-sign-off.

- SPOT ANNOUNCEMENTS**
PER WK: CLASS AA
1 min: 15 14 13 12 11 10
30 sec: 12 11 10 9 8 7
CLASS A
1 min: 13 12 11 10 9 8
30 sec: 10 9 8 7 6 5
10 sec: 50% of applicable 1-min.
All spots, 1 minute, 30 second and 15 sec may be combined for maximum frequency.
- PACKAGE PLANS**
WEEKEND PLAN
(6:30 pm Fri thru 7 am Mon)
1 hr 9 11 18 11
30 sec 7 7 6 5
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
Each 60.00 36.00 24.00 12.00

WIBX 1925 UTICA



Subscriber to the NAB Radio Code
Media Code 4 233 8800 8.00
WIBX, Inc., Box 950, Utica, N. Y. 13503 (Mailing address) Phone 315-736-9313.
Business Office & Studio: Clark Mills Rd. Whites-town, N. Y.

- PERSONNEL**
President—Ms. Margaret Bowen Shepard.
Vice-Pres. & Gen'l Mgr.—Frederic C. Bowen.
- REPRESENTATIVES**
Meeker Radio, Inc.
Regional Reps Corp.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
5,000 w.; 950 kc. Directional.
Operating schedule: 5-12:05 am.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 24c, 25a, 28b, 29b, 31, 33d.

Contracts: 40a, 41, 42a, 45, 46, 61b.
Comb.: Cont. Discounts: 60a, 60d, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

ET 12/1/68—Rec'd 12/2/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

- SPOT ANNOUNCEMENTS**
PER WK: CLASS AA
1 min: 15 14 13 12 11 10
30 sec: 12 11 10 9 8 7
CLASS A
1 min: 13 12 11 10 9 8
30 sec: 10 9 8 7 6 5
10 sec: 50% of applicable 1-min.
- CONSECUTIVE WEEK DISCOUNTS**
52 wk—10%
Mon thru Sun minimum of 6 1-minute and/or 30-second per week.
- PROGRAM TIME RATES**
1 hr: 500% of 1-min. 10 min: 150% of 1-min.
1/2 hr: 300% of 1-min. 5 min: 125% of 1-min.
1/4 hr: 200% of 1-min.
- PARTICIPATING PROGRAMS**
At Your Service with Brad Clay—Mon thru Fri 1:10-6 pm, 1-minute or less 1-5 th. Fixed
World's Most Exciting Music with Skip Fero—Sun 8:10-10 pm, 1-minute or less, flat 15
- SPECIAL FEATURES**
Italians with Rena Bonaparte—Sun 1:10-2 pm & 2:05-3 pm.
Ukrainian Melodies—Sat 4-5 pm.
Polish Programs with Louis Blenkowski—Sun 7:35 am-noon; Sat 5-6 pm.
1-minute or less including translation, flat 20

WKAL 1946 ROME



Media Code 4 233 8850 3.00
Maurer Broadcasting Corp., R.D. 1, S. Jay St., Rome, N. Y. 13440. Rome: Phone FF 6-7700.

STATION'S PROGRAMMING DESCRIPTION

WKAL: Programmed for adults 6 am-7:30 pm, young adults and teens 7:30-11 pm.
NEWS: world news hourly at :30. Local news at 7 am, 8 am, noon, 5:25 pm, 11 pm. Sports at 8:30 am, 11:30 am, 3:30 pm, 8:05 pm, 11:05 pm. Stock market reports daily at 5:35 pm. 5 air personalities with middle-of-the-road standards and popular tunes to 7:30 pm. Rock and roll, rhythm and blues request show 7:30-11 pm. Audience phone gripe session daily at 12:10 pm. Area weather reports hourly. Contact Representative for further details. Rec'd 3/25/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. B. Maurer.
Sales Manager—Woodard J. Maurer.
Program Director—Carman Paicca.
- REPRESENTATIVES**
The Derney Organization, Inc.
- FACILITIES**
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 5 am-11:15 pm, EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 29b, 33d.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES

ET 12/1/68—Rec'd 11/3/68.

- PACKAGE PLANS**
WEEKLY ANNOUNCEMENT PACKAGES
1 min or less: 5 10 15 20 25 1
10 seconds: 8.00 7.50 7.00 6.50 6.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 36 18 15 12
- SPECIAL FEATURES**
Foreign Language Programs
"Polish Hour"—10:30 am-12:30 pm Sun.
Italian Program—12:30-1:30 pm Sun.
Following rates apply to above programs, per announcement:
1 x 8.00 52 x 7.50

WLFH LITTLE FALLS

City of license, Little Falls, N. Y.
Considered by the American Entertainment Network as their Utica-Rome outlet.
See listing under Little Falls, N. Y.

WRNY 1959 ROME

Media Code 4 233 8900 6.00
Promedia Communications, Inc., 202 W. Dominick St., Rome, N. Y. 13440. Phone 315-338-5600.

- PERSONNEL**
Pres. & Gen'l Mgr.—Carl J. Eilenberg.
Vice-Pres. & Sales Mgr.—Donald Rich.
Program Director—Maris Rich.
- REPRESENTATIVES**
AAA Representatives.
- FACILITIES**
500 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 23a, 24a, 24c, 28a, 29a, 35b.
Contracts: 40a, 43b, 46, 51c.
Comb.: Cont. Discounts: 60d, 60g, 60j, 61b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
PER WK: CLASS AA
1 min: 15 14 13 12 11 10
30 sec: 12 11 10 9 8 7
CLASS A
1 min: 13 12 11 10 9 8
30 sec: 10 9 8 7 6 5
10 sec: 50% of 1-min.
- CONSECUTIVE WEEK DISCOUNT**
13 wk—5% 26 wk—10% 52 wk—15%
- PROGRAM TIME RATES**
5 min 10 min 1/4 hr 1/2 hr 1 hr
1 x 10 15 20 35 60
- SPECIAL FEATURES**
Local news at 6:30, 7:30, 8:30, 9:30 am, 12:30, 3:30, 4:30 & 5:30 pm 12.50

WRUN and WRUN-FM

1947
UTICA



Sold in Combination Only: Programmed Separately.
Media Code 4 233 8950 1.00
Rome Sentinel Co., Box 1150, Commercial Dr., Utica, N. Y. 13503. Phones: Utica 315-736-5225; Rome 315-337-4400.
Mail Continuity and Et's to Box 1150, Utica, N. Y.

- PERSONNEL**
President—George B. Waters.
Dir. & Sta. Mgr.—Robert Morris.
Chief Engineer—George S. Woods.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—separate patterns day and night.
Operating schedule: 5-12:30 am, EST.
FM-ERP 100,000 w. (horiz.), 33,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 5-12:30 am, EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 27, 28a, 32a, 33a.
Contracts: 40b, 41, 42a, 42c, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

WRUN and WRUN-FM COMBINATION
ET 9/1/69—Rec'd 8/4/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

- PACKAGE PLANS**
1 MINUTE
PER YR: 1x 52x 156x 260x 520x
PER WK: 24 6 12 18 24 1
AA: 22 20 18 18 14
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%
Minutes and 30-second spots can be combined to determine weekly rate.
10-second spots cannot be combined for package rates.
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
1x 52x 104x 156x 260x 520x
AA: 32.00 29.00 27.00 25.00 22.00 21.00 19.50
A: 26.00 24.00 23.00 21.00 19.00 17.00 16.00
Includes 1-minute spot plus open and close ID.
NEWS BRIEFS & WEATHER
Earned 1-min rate.
Includes 30-second spot plus open and close.

WRUN-FM

1947
UTICA



Sold in Combination Only: Programmed Separately.
Media Code 4 233 8951 9.00
Rome Sentinel Co., Box 1150, Commercial Dr., Utica, N. Y. 13503. Phones: Utica 315-736-5225; Rome 315-337-4400.
Mail Continuity and Et's to Box 1150, Utica, N. Y.

- STATION'S PROGRAMMING DESCRIPTION**
WRUN-FM: Programmed for adult listeners. Emphasis on music, 80%, primarily popular standards and some selected current tunes, generally instrumental. Feature programs include: Sat evening, jazz, Sun, live concert recordings, opera, also religious music, book reviews, consumer information plus more than 100 newscasts each week. COMMERCIAL POLICY 6 minutes per hour, excluding network. Contact Representative for further details. Rec'd 12/4/67.

NEW YORK

- PERSONNEL**
President—George B. Waters.
Director, Radio Division—Robert Morris.
Program Director—Richard Thomas.
 - REPRESENTATIVES**
Avery-Knodel, Inc.
 - FACILITIES**
ERP 100,000 w. (horiz.), 33,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 5-12:30 am, EST.
Antenna ht.: 490 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; all bills payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
See WRUN listing for coded regulations.
Affiliated with American FM Network.
- TIME RATES**
Sold in combination with WRUN. See that listing for rates.

WTLB

1946
UTICA

A Straus Broadcasting Group Station The Eastman Station



Media Code 4 233 9000 4.00
Mohawk Broadcasting Co., Inc., Kellogg Rd., Utica, N. Y. 13502. Phone 615-797-1330.

- PERSONNEL**
President—R. Peter Straus.
Vice-Pres. & Gen'l Mgr.—Paul A. Dunn.
Station Manager—Edward J. Carey.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1310 kc.
Directional—night only.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60k, 62a.
Cancellation: 70c, 71a.
Affiliated with The Eastman Network.

TIME RATES

ET 9/1/67—Rec'd 8/23/67.

- SPOT ANNOUNCEMENTS**
(Mon thru Sat 6-10 am & 3-7 pm)
PER WK: CLASS AA
1 min: 15 14 13 12 11 10 18 11 24 11
30 sec: 12 11 10 9 8 7 17.00 15.20 14.40 13.60
10 sec: 11.00 9.50 9.00 8.50
(Mon thru Sat 10 am-3 pm & 7-10 pm)
1 min: 20.00 17.00 18.00 15.00
30 sec: 16.00 13.60 12.80 12.00
10 sec: 10.00 8.50 8.00 7.50
(All Other Times)
1 min: 18.00 15.00 14.00 13.00
30 sec: 14.40 12.00 11.20 10.40
10 sec: 9.00 7.50 7.00 6.50

- CONSECUTIVE WEEK DISCOUNTS**
26 wk—4% 52 wk—8%
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

- PACKAGE PLANS**
FAMILY PLAN
6 spots (6-9 am Mon thru Sat)
6 spots (3-6 pm Mon thru Sat)
4 spots (8-10 pm Tues thru Fri)
4 spots (9 am-4 pm Sat)
4 spots (noon-6 pm Sun)
24 spots, ea. 13.00
Not combinable with other weekly plans for added frequency.

- PROGRAM TIME RATES**
5 min: 1-1/2x applicable 1-min rate.

WUFM (FM)

1962
UTICA

Media Code 4 233 9050 9.00
Phi-Hidellty, Inc., Hotel Utica, Suite 301, Utica, N. Y. 13502. Phone 315-733-7555.

- STATION'S PROGRAMMING DESCRIPTION**
WUFM (FM): Programmed for general interest. MUSIC 90%: middle-of-the-road including disc and swing. Showtimes, cast recordings and soundtracks 9-10 am & 8-9 pm M-F. NEWS: four 5 min newscasts 7 days at 8:30 am, 12:30 pm, 5:30 pm & 10:30 pm. Commercials each half hour. Sun 9-10:30 pm community round table discussion. SPORTS: play-by-play local professional hockey. Contact Representative for further details. Rec'd 10/23/67.
- PERSONNEL**
Pres. & Gen'l Mgr.—Allen F. Bonapart.
- REPRESENTATIVES**
AAA Representatives.
(This listing continued on next page)

NEW YORK

Utica-Rome—W U F M (FM)—Continued

- 3. FACILITIES**
ERP 3,000 w.; 107.3 mc. Stereo.
Operating schedule: 6:30 am-midnight. EST.
Antenna ht.: 165 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 30a.
Contracts: 40a, 44a, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60d, 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET—Rec'd 5/15/69.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
8.00	5.00
7.50	4.50
7.00	4.00
6.50	3.50
6.00	3.00
5.50	2.50

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
1 hr	30.00	18.00	12.00
26 hr	27.00	18.20	10.80
52 hr	24.00	14.40	9.60

STEREO PROGRAM RATES

1 hr, 5 days	13 wk	26 wk
36.00	55.00	83.00
33.00	52.00	77.00

Within 1 hour program an advertiser will have 4-1/2 minutes of commercial time.
Within 1/2 hour program, 3 minutes of commercial time.

WALTON

Delaware County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WDLA

1951



Subscriber to the NAB Radio Code

Media Code 4 233 9100 2.00
Delaware County Broadcasting Corp., Walton, N. Y.
13856. Phone 607-865-4321.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael J. Cuneen.
- 2. REPRESENTATIVES**
Grant Webb & Company, Inc.
- 3. FACILITIES**
1,000 w.; 7 days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Northeast Radio Network.

TIME RATES
ET 11/1/63—Rec'd 9/28/53.

6. SPOT ANNOUNCEMENTS	
1 min.	30 sec.
8.00	5.00
7.50	4.50
7.00	4.00
6.50	3.50
6.00	3.00

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
33.00	20.00	13.00	8.50
31.35	19.50	12.50	8.25
29.70	18.75	12.00	7.75
28.05	18.00	11.50	7.50
26.40	17.25	11.00	7.25
24.75	16.50	10.50	7.00
23.10	15.75	10.00	6.75
21.45	15.00	9.50	6.50
19.80	14.25	9.00	6.25
18.15	13.50	8.50	6.00
16.50	12.75	8.00	5.75
14.85	12.00	7.50	5.50
13.20	11.25	7.00	5.25
11.55	10.50	6.50	5.00

WATERTOWN (3 AM; 1 FM)

Jefferson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WATN

1941

Media Code 4 233 9150 7.00
Watertown Broadcasting Corp., 199 Wealthy Ave.,
Watertown, N. Y. 13601. Phone 315-782-3320.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—G. Harry Righter.
- 2. REPRESENTATIVES**
Jack Musia & Co., Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:45-12:15 am weekdays; 8:00-12:15 am Sun. EST.
- 4. AGENCY COMMISSION**
15% on station time.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
1 minute, 20/30 sec may be combined to earn discounts.
Live commercials: 150 words per minute; 75 words per 1/2 minute. Copy for programs as reasonably required by sponsor.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective April 1, 1964.
Rates received March 26, 1964.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
8.00	4.50
7.50	4.25
7.00	4.00
6.50	3.75
6.00	3.50
5.50	3.25
5.00	3.00

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
1 hr	30	18	12
26x-5%	28x-5%	26x-5%	24x-5%
104x-10%	156x-20%	520x-30%	

WOTT

1959

Mort Bassett & Co., Inc.



Media Code 4 233 9200 0.00
R. B. G. Productions, Inc., 1833 State St., Water-
town, N. Y. 13601. Phone 315-782-6540.

- 1. PERSONNEL**
President—J. Graham.
Vice-Pres. & Gen'l Mgr.—James E. Brett.
- 2. REPRESENTATIVES**
Mort Bassett & Co., Inc.
- 3. FACILITIES**
5,000 w.; 1410 kc.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on net time and talent; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b.
Basic Rates: 20a, 22b, 23a, 24a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with American Contemporary Network.

TIME RATES

ET 1/1/68—Rec'd 11/3/67.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

7. PACKAGE PLANS					
AM/FM COMBINATION RATES					
1 MIN	6 TI	12 TI	18 TI	24 TI	30 TI
AA	13.00	12.00	11.00	10.00	9.00
A	11.00	10.00	9.00	8.00	7.00

IMPACT ROS PLAN
(1/2A, 1/2A)
1 min..... 12.00 9.00 8.00 7.00 6.00 5.00
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WOTT-FM

1958



Media Code 4 233 9201 8.00
R. B. G. Productions, Inc., 1833 State St., Water-
town, N. Y. 13601. Phone 315-782-6540.

- 1. PERSONNEL**
Chairman—D. M. Bernhelm.
President—J. Graham.
Vice-Pres. & Gen'l Mgr.—James E. Brett.
- 2. REPRESENTATIVES**
Mort Bassett & Co., Inc.
- 3. FACILITIES**
ERP 41,300 w. (horiz.), 41,300 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 292 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American FM Network.
Sold in combination with WOTT. See that listing for rates.

TIME RATES

50% of AM/FM combination rates.

WVNY

1941



AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code

Media Code 4 233 9250 5.00
Watertown Daily Times, Box 211, Hotel Woodruff,
Watertown, N. Y. 13601. Phone 315-788-3800.
TWX 510-287-4650.

- STATION'S PROGRAMMING DESCRIPTION**
WVNY—Programmed for adults. 6 AIR PERSONALITIES since entire operation. MUSIC 65%: featuring standards, jazz-oriented, middle-of-the-road. 85% albums, 15% singles. NEWS 20%: 15 min network and local hourly. Weekly live coverage of city council meetings. Maintains state and Washington news bureau and shares 6 county-regional news stringer setup. 3 man local news staff. Early morning farm program. Weather reports every half hour including in-season marine or road conditions. Pre-recorded telephone weather reports. SPORTS 15%: major league baseball, pro-football, live local high school football and basketball, college hockey and basketball. Remote facilities and air personalities available for on-the-scene broadcasts. Contact Representative for further details. Rec'd 7/20/67.

- 1. PERSONNEL**
General Manager—James W. Higgins.
Director of Radio—Tony C. Malara.
- 2. REPRESENTATIVES**
Avery-Knodel, Inc.
- 3. FACILITIES**
1,000 w.; 790 kc. Directional—night only.
Operating schedule: 6 am-11 pm. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22a, 24c, 25a, 28, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

ET 2/1/69—Rec'd 2/10/69.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
12.00	8.40
11.75	8.20
11.50	8.05
11.25	7.85
11.00	7.65
10.75	7.50
10.50	7.35
10.25	7.15
10.00	7.00

7. PACKAGE PLANS

1 min	18 TI	24 TI	30 TI
9.00	8.00	7.00	6.00
6.25	5.50	4.90	4.20

8. PROGRAM TIME RATES

PER WK	1 TI	3 TI	6 TI	12 TI
1/2 hr	60	54	49	42
1/4 hr	35	31	29	25
5 min	18	16	15	13

WATKINS GLEN

Schuyler County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WGMP

1968

Media Code 4 233 9275 2.00
Watkins Glen Montour Falls Broadcasting Corp.,
Jefferson Hotel, Franklin & Fourth Sts., Watkins
Glen, N. Y. 14891. Phone 535-2779.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Guy S. Erway.
Chief Engineer—Dusane Cornett.
- 3. FACILITIES**
250 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15% time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 25a, 26, 28b, 29a, 33d.
Contracts: 40a, 42d, 44a, 44b, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a, 62a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

No. 2 ET 5/1/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
4.50	3.50
4.25	3.30
4.00	3.10
3.75	2.90
3.50	2.60
3.25	2.40

7. PACKAGE PLANS

PER MO	PER DAY	1 TI	3 TI	6 TI	12 TI
59	99	59	99	189	

8. PROGRAM TIME RATES

5 min	1/4 hr	1/2 hr	1 hr
12.00	24.00	36.00	54.00
9.25	18.50	27.75	41.50
8.25	17.00	25.50	38.25
6.75	13.50	20.25	30.50
6.00	12.00	18.00	27.00

10. SPECIAL FEATURES
WEATHER, NEWS HEADLINES,
SPORTS, SCHOOL MENU

PER WK	3 TI	6 TI	9 TI	12 TI
2 min	10.50	18.00	24.00	30.00

WELLSVILLE

Allegany County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WLSV

1955



Subscriber to the NAB Radio Code

Media Code 4 233 9300 8.00
Radio Services of Wellsville, 56-1/2 N. Main St.,
Wellsville, N. Y. 14895. Phone 716-593-3727.

- STATION'S PROGRAMMING DESCRIPTION**
WLSV: Programmed for general interest.
NEWS: 5 min local, regional, national and international news on hour. 10 min news and sports 7:30 am, 15 min news and sports 12:15 pm. News headlines 25 min before hour. Farm and garden broadcast featuring local and state agricultural information 6-6:30 am. Farm market report 11:55 am. Business news and stock market report noon & 5 pm. Social events 9:05 am. MUSIC: current selling general popular music, standards, and popular country and western. Heavy emphasis on community involvement thru contests, on-the-scene coverage of significant community events, street dances. SPORTS: local scholastic and college football and basketball coverage. Pro football. Rec'd 8/29/67.

- 1. PERSONNEL**
Station Manager—Robert G. Gabler.
General Manager—L. J. Perrotto.
- 2. REPRESENTATIVES**
Call station collect.
- 3. FACILITIES**
1,000 w.; 790 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 net time; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Contracts cannot be resold or rebilled.

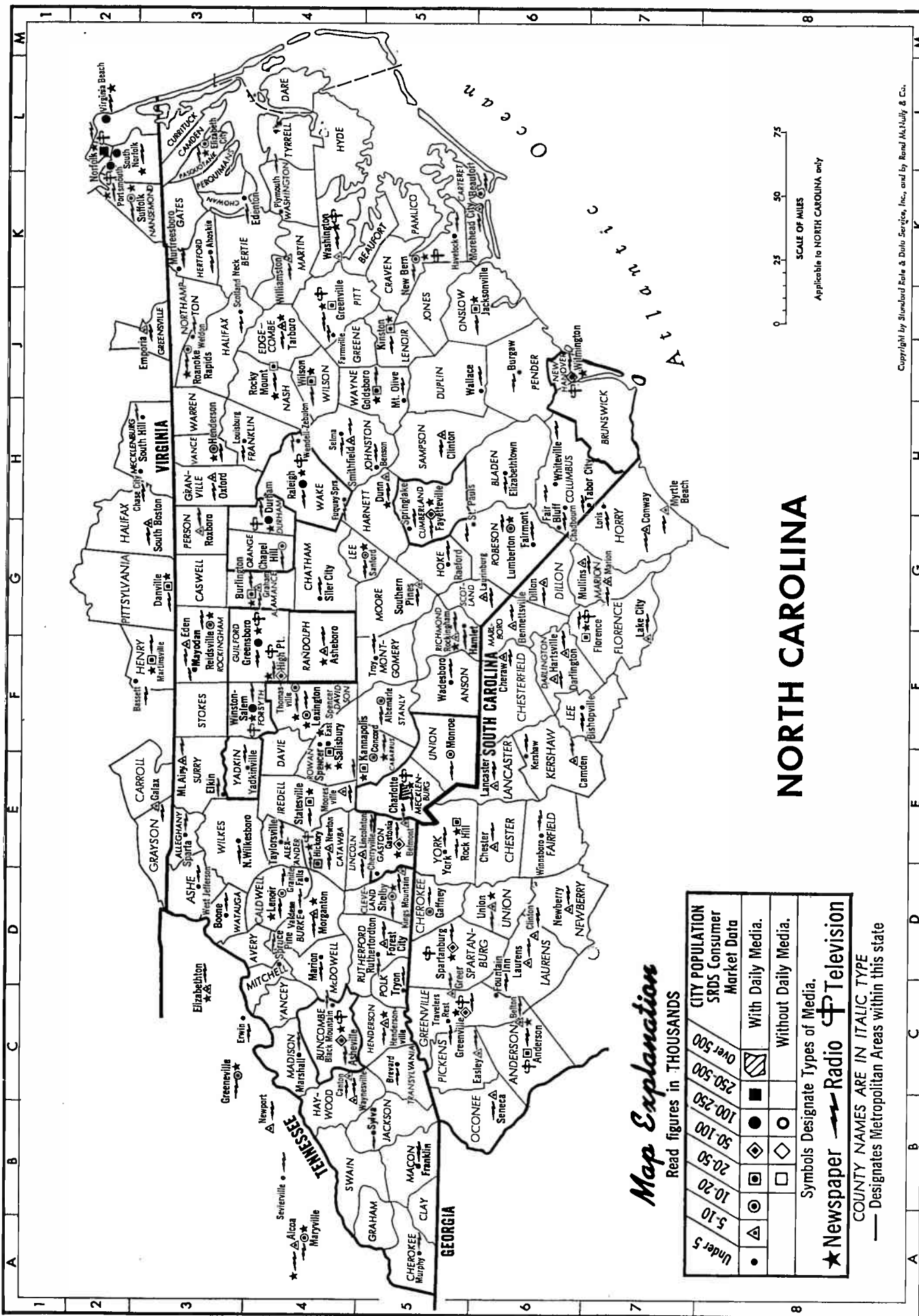
TIME RATES

No. 1 ET 9/1/55—Rec'd 8/24/67.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
6.00	4.75
5.70	4.50
5.40	4.25
5.10	4.00
4.80	3.75
4.50	3.50

8. PROGRAM TIME RATES

5 min	1/4 hr	1/2 hr	1 hr
12.00	24.00	36.00	54.00
11.40	22.80	34.20	51.30
10.80	21.60	32.40	48.60
10.20	20.40	30.60	45.90
9.60	19.20	28.80	43.20
9.00	18.00	27.00	40.50
8.40	16.80	25.20	37.80
7.80	15.60	23.40	35.10
7.20	14.40	21.60	32.40
6.60	13.20	19.80	29.70
6.00			



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One North Carolina radio buy delivers 589,700 homes with LOCAL STATION IMPACT

ALL KEY METROS SERVED

TN News Network Stations serve all key metro areas in North Carolina — and deliver a statewide total of 589,700 homes and 1,155,740 adults 18+. None of North Carolina's top seven stations can match TN News' coverage, penetration, and local impact — with a rate structure well below any multiple station buy.

12-MAN NEWS STAFF

TN News offers hourly programming prepared by a 12-man originating news staff backed by over 50 stringers and a Washington, D. C. bureau. The daily schedule includes 21 news feeds, 3 sports shows, and 6 weather shows (a full-time meteorologist).

TWO REGIONS IN BUY

TN Radio News Network consists of two regions, or Legs:

- TN East — 34 stations in 32 markets delivering 376,500 men and 370,200 women, 18+-. \$50/participating minute.
- TN West — 28 stations in 23 markets delivering 182,300 men and 226,400 women, 18+-. \$35/participating minute.

Or you can buy the full network for \$70/participating minute on the 12-plan; \$75 on the 6-plan. One order, one invoice, one affidavit. No charge for local cut-ins.

TN SPOT SALES
 P.O. BOX 1988, RALEIGH, N.C.
 PHONE COLLECT: 919-832-8885

WALLY VOIGHT General Manager
PAUL von HAGEL Nat'l Acct. Exec.
ALLEN JONES Regional Acct. Exec.

Data Source: Pulse Circulation '68
 Interviewing Conducted in 1967

World Radio History

NORTH CAROLINA

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales Per Household (\$000)	Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			Per Household (\$)	% Distribution of Families to to to to and 4999 7999 9999 14999 15000 or over					Food (\$000)	Drug (\$000)	General Mds. (\$000)	By Selected Store Types			Service Station (\$000)						
				Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Auto- motive (\$000)														
NORTH CAROLINA STATE TOTALS	5,147.5	1,433.17	11,823.102	8,250	18.7	22.7	14.8	18.5	12.9	6,948,000	4,848	1,526,282	217,544	870,902	395,256	419,744	1,487,623	604,544	2,003.07	677.7	1,563,285
ALAMANCE G-4	99.2	29.10	272,004	9,347	15.2	20.2	18.6	24.1	15.8	133,867	4,600	32,398	5,612	13,283	12,465	8,914	27,784	10,237	44.98	6.6	12,238
Burlington	41.4	12.97	130,017	10,024	15.2	20.2	18.6	24.1	15.8	94,339	7,274	17,424	4,435	10,781	10,986	7,594	21,240	6,401	7.61	3.7	7,903
ALEXANDER E-4	18.3	5.14	35,822	6,969	23.3	21.2	15.1	17.1	8.7	16,809	3,270	5,202	693	997	598	870	4,755	2,231	7.61	3.7	7,903
ALLEGHANY E-3	8.1	2.43	14,472	5,956	23.9	17.4	13.5	13.7	4.8	10,786	4,439	1,664	345	1,406	170	306	2,680	847	3.00	3.0	4,711
ANSON F-5	24.5	6.42	42,419	6,607	20.7	16.4	12.5	15.7	8.9	23,398	3,645	5,797	731	1,443	1,368	1,510	5,986	2,088	7.73	4.9	9,343
ASHE D-3	20.7	5.75	31,687	5,511	21.4	18.2	9.9	10.3	5.7	17,144	2,982	3,707	420	2,403	1,220	1,305	3,602	1,188	6.47	8.1	9,065
AVERY D-4	11.4	2.99	20,985	7,018	10.8	7.9	6.7	6.4	52.9	6,606	2,209	1,652	58	1,503	30	263	1,340	584	3.91	2.2	2,521
BEAUFORT K-5	37.1	10.43	72,232	6,925	18.4	14.2	10.8	17.0	12.4	53,329	5,113	12,023	1,171	3,319	2,881	2,759	11,105	3,103	12.70	7.8	26,685
BERTIE K-3	23.1	5.75	33,335	5,797	19.5	13.6	10.1	13.9	8.8	17,224	2,995	4,236	421	1,180	481	421	4,857	1,964	6.65	9.7	22,090
BLADEN H-6	27.8	6.79	43,919	6,468	19.0	10.6	12.5	19.1	10.5	28,768	4,237	5,952	620	3,883	757	1,147	8,115	2,037	8.32	10.2	18,627
BRUNSWICK H-7	22.3	5.78	33,810	5,849	21.3	20.2	11.0	12.2	7.0	21,333	3,691	4,964	835	2,063	103	212	4,333	3,854	7.41	4.8	8,000
BUNCOMBE C-4	144.3	45.97	391,007	8,506	19.6	20.7	17.0	18.2	12.9	254,543	5,537	52,304	6,510	45,959	10,557	15,189	46,941	23,061	63.42	8.4	14,169
Asheville	67.5	22.59	212,151	9,391	19.7	20.7	17.0	18.2	12.9	197,940	8,762	35,654	4,405	43,756	10,055	13,146	40,697	14,196	63.42	8.4	14,169
Asheville Metro Area	144.3	45.97	391,007	8,506	19.6	20.7	17.0	18.2	12.9	254,543	5,537	52,304	6,510	45,959	10,557	15,189	46,941	23,061	63.42	8.4	14,169
BURKE D-4	60.8	16.31	138,512	8,492	20.5	22.2	16.6	20.2	11.8	55,101	3,378	16,697	1,783	3,074	4,010	4,226	13,038	4,806	22.80	1.7	3,445
CABARRUS E-5	74.7	22.42	213,506	9,523	17.0	21.2	17.9	23.1	14.9	107,903	4,813	28,060	3,824	12,288	7,456	7,014	25,487	8,947	38.74	3.6	6,915
Kannapolis	41.9	12.94	107,449	8,304	17.0	21.2	17.9	23.1	14.9	86,445	6,680	1,610	1,666	6,171	3,061	3,528	13,289	5,593	22.90	3.2	4,879
CALDWELL D-4	56.8	15.62	121,482	7,777	22.6	23.6	15.7	17.1	9.8	59,597	3,837	16,410	1,666	6,171	3,061	3,528	13,289	5,593	22.90	3.2	4,879
CAMDEN L-3	5.8	1.58	8,791	5,564	20.8	17.4	12.0	15.9	6.8	2,199	1,392	832	1,666	6,171	3,061	3,528	13,289	5,593	1.83	1.3	5,511
CARTERET K-5	38.5	9.98	85,197	8,537	21.5	23.3	15.2	16.1	8.7	38,305	3,838	9,675	1,263	2,485	1,871	1,835	9,027	3,102	11.72	1.3	4,845
CASWELL G-2	20.2	4.82	34,294	7,115	19.2	16.2	11.6	16.9	10.8	9,587	1,989	1,459	157	2,126	381	1,808	1,006	4,99	9.3	15,496	
CATAWBA E-4	86.5	25.33	230,690	9,107	18.9	22.1	17.3	21.6	14.4	150,206	5,930	34,269	4,205	15,142	9,907	12,079	34,728	11,320	43.04	4.5	7,552
Hickory	24.0	7.34	83,416	11,365	19.0	20.7	17.0	18.2	12.9	90,975	12,394	20,441	2,578	12,816	7,733	8,051	18,212	6,320	9.50	6.5	21,245
CHATHAM G-4	29.8	8.17	54,843	6,713	22.3	20.3	15.2	16.6	7.8	31,804	3,994	5,882	1,051	1,414	1,247	1,193	3,676	3,609	5.26	2.0	3,244
CHEROKEE A-5	15.4	4.31	29,545	6,855	19.2	14.2	10.8	16.8	12.2	18,569	4,308	5,278	680	1,563	1,273	691	4,086	1,608	5.26	2.0	3,244
CHOWAN K-3	11.0	2.94	23,813	8,100	17.0	13.3	11.2	19.3	15.8	16,479	5,605	4,067	364	1,642	604	659	2,976	1,389	3.80	3.1	7,608
CLAY A-5	5.6	1.59	6,793	4,272	20.4	13.0	8.0	10.0	4.8	6,450	4,057	1,637	237	547	138	186	1,582	485	1.62	1.9	3,352
CLEVELAND D-5	72.1	19.99	157,897	7,899	19.6	19.4	16.2	18.9	12.1	87,829	4,394	20,416	3,121	10,283	6,270	6,627	17,788	8,105	29.38	10.4	20,354
COLUMBUS H-6	50.8	13.15	86,193	6,555	18.9	16.4	11.2	13.4	9.9	64,070	4,872	12,130	1,929	7,701	3,450	2,540	17,579	5,724	15.98	18.4	41,929
GRAVEN K-5	70.4	18.86	124,892	6,622	22.8	19.9	16.0	13.2	7.3	79,000	4,189	17,852	2,527	10,840	4,556	3,606	17,413	7,800	22.10	6.1	15,899
CUMBERLAND H-5†	192.0	46.00	400,235	8,701	22.6	23.4	14.7	16.4	9.9	256,543	5,577	43,761	6,146	39,113	14,618	24,554	67,966	19,096	66.85	8.2	16,899
Fayetteville	58.2	16.75	168,446	10,056	22.6	23.4	14.7	16.4	9.9	182,780	10,912	28,476	5,447	32,280	12,496	14,950	47,986	10,258	66.85	8.2	16,899
Fayetteville Metro Area	192.0	46.00	400,235	8,701	22.6	23.4	14.7	16.4	9.9	256,543	5,577	43,761	6,146	39,113	14,618	24,554	67,966	19,096	66.85	8.2	16,899
CURRITUCK L-3	6.9	2.05	13,531	6,600	20.9	20.9	14.2	17.7	10.0	3,306	1,613	1,269	740	15	79	785	785	2.54	1.1	7,396
DARE L-4†	6.1	1.99	15,158	7,617	18.1	17.1	12.4	20.0	14.6	13,190	6,628	3,354	530	1,108	181	1,024	2,307	1,180	2.90	1.1	50
DAVIDSON F-4	95.9	27.99	232,942	8,322	20.4	22.6	17.2	19.8	12.1	105,616	3,773	25,878	3,756	6,058	4,764	4,650	28,186	10,109	38.92	5.7	12,096
DAVIE E-4	18.7	5.45	40,258	7,387	22.0	23.4	15.6	18.0	9.4	20,339	3,732	5,580	861	1,157	270	1,327	4,063	3,415	8.11	2.9	7,307
DUPLIN J-5	41.8	11.11	59,307	5,338	20.8	14.2	10.2	12.8	7.1	39,993	3,600	8,702	1,073	3,805	2,063	2,438	9,172	3,062	13.17	16.7	52,487
DURHAM G-4	129.3	37.91	385,318	10,164	16.5	24.3	14.6	19.8	16.3	201,621	5,318	42,122	5,972	32,276	13,967	13,601	44,276	15,606	55.71	3.5	6,394
Durham	103.1	30.61	310,753	10,152	16.5	24.3	14.6	19.8	16.3	190,789	6,233	39,250	5,923	32,232	13,896	12,572	41,309	13,216	55.71	3.5	6,394
Durham Metro Area	179.7	51.16	523,133	10,225	16.5	22.6	14.5	19.9	17.5	264,377	5,175	58,097	8,578	35,845	17,818	16,356	55,057	21,417	74.09
EDGECOMBE J-4	59.8	15.19	105,138	6,922	18.4	17.0	12.7	15.6	11.2	49,858	3,282	12,920	1,735	6,224	2,663	4,029	7,702	5,065	29.25	13.0	36,284
FORSYTH F-3	227.3	68.27	637,371	9,336	16.6	24.2	16.9	20.7	14.4	343,387	5,030	72,650	9,757	58,881	25,571	21,974	73,123	22,895	99.70	5.3	11,584
Winston-Salem	150.8	46.00	445,564	9,686	16.6	24.2	16.9	20.7	14.4	290,597	6,317	59,052	8,013	54,639	23,284	18,722	60,833	17,326	99.70	5.3	11,584
Greensboro-Winston-Salem-High Point Metro Area	607.8	181.82	1,797,971	9,889	15.9	20.7	17.3	22.3	17.2	968,483	5,327	203,474	28,542	142,320	59,984	59,841	199,302	76,135	275.45
FRANKLIN H-3	28.5	7.41	46,388	6,260	20.0	15.9	11.5	13.8	8.4	31,404	4,238	7,311	1,126	3,332	1,099	772	6,967	2,042	8.00	11.6	23,362
GASTON E-5	143.2	41.15	362,194	8,802	18.3	17.0	19.5	23.8	14.4	189,271	4,600	50,477	7,543</								

State, County, City, Metro Area Data

STATE COUNTY—Map Loc. City Metropolitan Area	Population—Households		Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968						Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
	1/1/65 (000)	1/1/69 (000)	Per Household (\$)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
	3000	5000		8000	10000	15000 and over	General Mide. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)							
MONTGOMERY F-5.....	19.6	5.47	37,119	6,786	21.1	14.6	15.6	19.8	10.1	18,840	3,444	5,485	641	2,535	684	758	4,220	2,415	7.34	2.1	9,046
MOORE G-5.....	41.5	11.72	90,931	7,759	20.5	18.0	14.7	16.2	11.2	54,876	4,682	14,380	2,258	4,149	2,353	2,173	9,768	6,010	16.49	5.8	21,526
NASH H-4.....	65.9	17.42	124,805	7,164	18.6	17.3	12.4	16.3	11.6	110,181	6,325	19,982	2,904	22,454	6,885	2,963	18,852	10,692	11.13	19.2	42,244
Rocky Mount.....	38.0	11.81	103,531	8,766	96,447	8,167	18,106	2,298	19,941	8,874	5,580	13,076	8,123
NEW HANOVER J-6.....	81.0	24.87	227,084	9,131	16.0	17.3	14.7	22.7	18.6	152,065	6,114	36,375	6,073	23,016	9,574	7,602	28,733	10,235	33.90	4	3,049
Wilmington.....	59.4	18.63	166,266	9,032	118,196	6,344	26,735	4,678	16,778	8,631	6,523	27,960	5,889
Wilmington Metro Area.....	103.3	30.65	260,894	8,512	17.0	18.1	13.9	20.6	16.3	173,398	5,657	41,339	6,908	25,079	9,677	7,814	33,066	14,089	41.31
NORTHAMPTON J-3.....	27.2	6.49	36,805	5,671	20.2	15.1	10.5	12.3	8.4	18,298	2,819	5,119	565	1,716	375	171	1,417	2,947	6.66	9.1	21,394
ONslow J-5.....	112.2	24.51	200,580	8,184	24.3	22.2	14.5	16.5	8.4	112,643	4,596	18,224	2,728	18,540	4,451	11,553	31,575	8,599	26.17	5.6	12,772
ORANGE G-3.....	50.4	13.25	137,151	10,401	16.5	17.1	14.1	20.5	21.0	63,116	4,763	15,975	2,606	3,569	3,851	2,755	10,781	5,811	18.38	4.9	13,340
PAMLICO K-3.....	9.9	2.97	54,130	6,584	20.8	14.3	15.4	17.0	9.1	4,506	1,694	1,547	636	290	709	1,011	2.76	1.4	5,421
PASQUOTANK K-3.....	28.2	7.97	54,130	6,792	24.3	24.9	11.3	10.8	7.6	42,897	5,382	9,962	1,320	5,603	1,221	3,265	9,059	2,107	9.41	1.7	10,087
PENDER J-6.....	178.2	4.65	29,289	6,299	19.2	9.0	12.4	20.7	11.6	10,135	2,180	4,409	341	2,024	262	229	1,143	419	5.75	4.8	15,320
PERQUIMANS K-3.....	8.7	2.38	14,823	6,228	20.0	11.0	12.0	17.4	9.1	10,800	4,538	1,427	123	1,182	110	170	4,418	433	3.03	2.3	7,962
PERSON G-3.....	29.9	7.83	48,209	6,157	21.5	17.5	15.0	14.5	6.9	32,602	4,164	5,776	731	3,712	110	1,598	7,164	3,433	9.29	9.7	19,488
PITT J-4.....	78.1	20.01	131,965	6,595	18.0	15.0	11.9	15.4	11.5	115,103	5,752	24,768	2,791	15,675	5,643	6,008	22,546	8,932	27.02	16.6	53,674
Greenville.....	31.2	8.67	61,365	7,078	67,428	7,777	16,486	1,821	6,535	5,016	4,715	12,845	4,957
POLK C-5.....	11.3	3.53	30,862	8,743	18.7	14.2	14.4	20.7	15.2	12,319	3,490	4,442	738	1,494	287	478	1,706	1,030	4.62	1.4	2,262
RANDOLPH F-4.....	73.6	21.96	166,142	7,566	20.3	23.1	17.1	19.8	10.6	89,031	4,054	21,160	2,781	6,426	3,213	5,161	18,114	10,696	29.42	7.3	19,146
RICHMOND F-5.....	41.5	11.55	90,403	7,827	19.8	17.7	15.8	18.9	11.1	52,632	4,557	12,134	1,399	5,840	3,581	2,331	12,536	5,465	15.20	3.0	10,766
ROBESON G-6.....	93.8	22.11	137,450	6,217	18.6	15.0	10.5	15.0	10.3	116,789	5,282	25,385	3,444	11,631	5,500	6,036	24,550	10,106	27.80	32.4	61,073
ROCKINGHAM F-3.....	75.1	22.04	195,758	8,882	17.1	16.3	17.2	23.5	15.9	96,649	4,385	23,571	3,260	5,376	7,342	6,984	23,016	9,106	30.79	12.0	22,729
ROWAN E-4.....	90.5	27.36	272,909	9,975	16.2	16.8	16.4	26.6	18.6	112,463	4,110	26,069	5,690	10,871	7,719	6,579	17,286	9,607	35.36	4.5	10,630
Salisbury.....	29.3	9.15	88,154	9,634	84,498	9,235	20,293	4,838	9,823	8,488	4,826	15,076	4,466
RUTHERFORD D-5.....	47.5	13.97	113,449	8,121	18.4	17.4	15.6	21.2	13.2	58,215	4,167	14,405	2,219	4,245	4,055	5,688	12,576	7,128	19.44	3.8	5,812
SAMPSON H-5.....	49.6	12.88	71,924	5,584	20.9	14.2	11.5	12.9	6.9	51,184	3,974	9,901	1,732	4,839	2,502	3,648	12,127	3,192	15.80	19.0	45,984
SCOTLAND G-5.....	25.5	6.41	45,256	7,060	19.8	15.3	12.2	19.9	11.1	34,907	5,446	8,435	897	3,858	2,134	1,441	8,301	3,651	8.77	3.9	8,168
STANLY F-5.....	46.6	13.99	109,397	7,820	21.5	21.4	17.4	19.5	10.8	60,245	4,306	14,058	2,261	3,678	3,515	3,235	11,198	7,577	19.84	4.3	11,218
STOKES F-3.....	24.4	6.80	42,484	6,248	22.5	18.2	13.9	15.4	7.1	12,245	1,801	4,212	476	701	139	526	2,135	1,653	8.96	10.6	19,432
SURRY E-3.....	52.3	15.37	118,876	7,734	22.0	17.7	15.7	18.1	11.0	85,096	5,536	17,270	3,691	5,445	7,681	5,676	20,165	8,595	24.05	11.3	25,763
SWAIN B-4.....	7.4	2.05	13,473	6,572	19.3	21.0	10.1	11.5	8.3	11,944	5,826	3,271	376	1,085	720	118	1,283	1,868	3.05	1.2	830
TRANSYLVANIA C-5.....	18.1	5.10	40,368	7,915	20.7	18.0	16.0	19.7	11.8	21,230	4,163	6,173	893	1,556	900	1,586	3,602	2,118	7.31	1.1	1,608
TYRRELL L-4.....	4.1	1.09	5,800	5,321	19.8	17.7	7.0	6.9	4.8	3,678	3,374	859	212	448	83	287	400	186	1.10	1.3	2,503
UNION F-5.....	51.0	13.99	106,387	7,605	20.3	20.8	14.5	18.5	11.4	72,222	5,162	15,947	1,771	5,193	2,373	2,191	18,757	5,374	19.18	9.6	22,087
VANCE H-3.....	33.5	9.04	67,098	7,422	19.1	15.9	12.8	17.0	12.5	44,298	4,900	10,933	1,299	4,392	2,410	2,430	8,782	3,303	12.06	7.7	14,395
WAKE H-4.....	210.8	59.57	550,408	9,240	16.8	22.7	14.7	18.5	14.8	348,961	5,858	69,204	11,507	50,078	20,261	20,491	74,563	33,301	105.10	14.7	37,948
Raleigh.....	115.8	33.55	397,152	11,838	256,564	7,647	46,399	8,121	43,109	17,599	14,466	58,420	20,737
Raleigh Metro Area.....	210.8	59.57	550,408	9,240	16.8	22.7	14.7	18.5	14.8	348,961	5,858	69,204	11,507	50,078	20,261	20,491	74,563	33,301	105.10
WARREN H-3.....	18.7	4.49	25,504	5,680	19.2	13.7	10.6	11.7	6.1	13,345	2,972	3,887	379	1,177	403	784	1,494	1,431	6.11	7.7	12,341
WASHINGTON K-4.....	14.6	3.69	24,961	6,764	19.6	16.0	13.9	18.5	9.4	13,253	3,592	3,831	308	1,498	515	731	3,281	1,435	4.79	2.1	6,748
WATAUGA D-3.....	17.6	4.81	34,813	7,238	18.6	14.6	10.7	17.0	12.3	29,436	6,120	5,804	1,267	1,809	1,820	2,481	6,819	2,380	6.74	6.0	6,489
WAYNE J-4.....	100.4	25.89	160,495	6,199	22.1	18.7	12.6	12.8	7.5	109,506	4,230	23,283	2,843	19,589	6,871	7,308	19,994	7,116	29.43	13.9	41,559
Goldsboro.....	35.4	10.59	77,452	7,314	78,941	7,454	15,940	2,063	15,252	6,474	5,794	11,874	5,010
WILKES E-3.....	48.7	13.32	93,555	7,024	22.0	18.4	13.3	15.3	9.1	58,014	4,355	11,822	1,243	3,768	2,710	2,259	13,032	4,368	17.35	6.9	23,729
WILSON J-4.....	63.3	16.97	128,357	7,564	19.3	15.5	13.0	17.0	12.5	89,537	5,276	19,846	2,402	9,326	5,969	4,297	14,550	9,685	21.00	13.0	37,447
Winston.....	35.0	10.18	90,534	8,893	66,694	6,551	15,053	2,056	3,435	5,819	3,687	11,802	5,511
YADKIN E-3.....	23.4	6.83	57,530	8,423	17.0	18.4	12.8	22.9	15.5	23,929	3,504	6,697	409	734	230	1,434	6,688	2,731	10.82	7.3	16,867
YANCEY C-1.....	13.4	3.67	21,610	5,888	21.3	14.6	12.2	11.8	5.3	10,426	2,841	2,240	296	1,429	321	222	2,598	889	4.01	4.9	4,374

(3) Includes portion in Edgecombe County.
 (4) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

NORTH CAROLINA

State Networks—Continued

Suburban Radio Group

Comprised of:
 WCGC—Belmont, N. C. WFCM—Winston-Salem, N. C.
 WEGO—Concord, N. C. WJZZ—Christiansburg, N. C.
 WJZZ—Christiansburg, N. C.
 WMDE (FM)—Greensboro, N. C. WYVV (FM)—Blacksburg, Va.
 WSYM—Valdese, N. C. WHHV—Hillsville, Va.
 WZYK—Albemarle, N. C.
 Media Code 4 234 0150 4.00
 Mailing address: Box 630, Belmont, N. C. 28012.
 Phone 825-8224.

1. PERSONNEL

President—Robert R. Hilder.
 Vice-President—James B. Keel.
 Vice-President—William R. Hollins.

2. REPRESENTATIVES

Gill-Perna, Inc.
 South—Southern Spot Sales, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 22b, 24a, 25a, 26.
 Contracts: 40a, 46, 47a, 48, 51a.
 Comb.: Cont. Discounts: 60b, 60f, 61a, 62b.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 82.

TIME RATES

Eff 12/28/68—Rec'd 12/27/68.

6. SPOT ANNOUNCEMENTS

1 min. all stations..... 1x 10x 50x 100x
 30 sec or less: 27.25 24.85 19.75 17.15
 Discounts for any 2 stations 5%. For 3 or more stations 10%.

TN Radio News Network, The

TN Radio News Network

Comprised of:
WESTERN LEG
 WZKY—Albemarle
 WGWV—Asheboro
 WSKY—Asheville
 WBMS—Black Mountain
 WBBB—Burlington
 WIST—Charlotte
 WEGO—Concord
 Kannapolis
 WPEG (FM)—Concord
 Kannapolis
 WIFM—Elkin
 WGAJ—Gastonia
 WGBG—Greensboro
 WMDE—Greensboro
 WIRC—Hickory
 WXRC—Hickory
 WNOH—High Point
EASTERN LEG
 WRCS—Ahoskie
 WCKB—Dunn
 WDNC—Durham
 WBLA—Elizabethtown
 WFMO—Fairmont
 Lumberton
 WFAQ—Farmville
 WFNC—Fayetteville
 WGBR—Goldboro
 WNCB—Greenville
 WKYO—Havelock
 WIZS—Henderson
 WRNS—Kinston
 WEWO—Laurinburg
 WYRN—Louisburg
 WMBL—Monroehad City
 WBIT—New Bern
 Media Code 4 234 0200 7.00
 Executive Office—137 S. Salisbury St., Box 1988, Raleigh, N. C. 27602, Phone 832-8885. Call collect.
 Branch Offices: New York, Chicago—Call operator Enterprise 6982. Atlanta—Call operator Wx 1016.

1. PERSONNEL
 General Manager—Wally Voigt.
 National Account Executive—Paul von Hagel.
 Regional Account Executive—Allen B. Jones.
 2. REPRESENTATIVES
 TN Spot Sales.
 Michigan—Pearse Sales.
 4. AGENCY COMMISSION
 15/0.
 5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 4a, 5, 6a, 7b.
 Rate Protection: 10b, 11c, 12c, 13b.
 Basic Rates: 20a, 24b, 24c, 27, 28a, 28c.
 Contracts: 40a, 44a, 45, 46, 47a, 51b.
 Comb.: Cont. Discounts: 60g, 60i, 62d.
 Cancellation: 70c, 71a, 72.
 Prod. Services: 80.

TIME RATES

Eff 10/1/68—Rec'd 8/29/66.

AA—Mon thru Fri 6:55-7 am, 7:25-7:30 am, 7:55-8:05 am, 8:55-9 am, 3:55-4 pm, 4:55-5 pm, 5:25-5:30 pm & 5:55-6 pm.
 A—Mon thru Fri 9:55-10 am, 10:55-11 am, 11:55 am-12:05 pm, 12:55-1 pm, 1:55-2 pm & 2:55-3 pm.
 B—Mon thru Fri 6-6:05 pm, 6:55-7 pm, 7:55-8 pm, 8:55-9 pm, 9:55-10 pm, 10:25-10:30 pm & 10:55-11 am, 11:55-9 am, 9:55-10 am, 10:55-11 am, 11:55 am-12:05 pm & Sun 6:55-7 am, 7:25-7:30 am, 7:55-8:05 12:05 pm, 12:55-1 pm, 1:55-2 pm, 2:55-3 pm, 3:55-4 pm, 4:55-5 pm, 5:25-5:30 pm, 5:55-6:30 pm, 6:55-

7 pm, 7:55-8 pm, 8:55-9 pm, 9:55-10 pm, 10:25-10:30 pm & 10:55-11 pm

6. SPOT ANNOUNCEMENTS

PARTICIPATING NEWS ANNOUNCEMENTS (Fixed Position)

1 min. AA A B
 100 90 80

30 sec or less: 80% of 1-min.

CUMULATIVE WEEKS DISCOUNTS

13 wk 2% 26 wk 5% 39 wk 8% 52 wk 10%

7. PACKAGE PLANS

WEEKLY

12 1-minute participating spots within 7 days, each 70.00.

6 1-minute participating spots within 7 days, each 75.00.

LEG PLANS

Western Leg (27 stations) 1-minute participating, flat each 35.00.

Eastern Leg (31 stations) 1-minute participating, flat each 50.00.

Plan schedules provide best positions available at time of order. No discounts on package or leg plans.

All plan schedules are subject to preemption by two week written notice by fixed position and full network schedules.

Station breaks limited to 30 seconds transcribed or 50 words live.

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Contracts: 40a, 41, 44b, 45, 46, 47a.

Comb.: Cont. Discounts: 60b, 60f, 60i, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Member: TN Radio News Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff—Rec'd 10/28/68.

6. SPOT ANNOUNCEMENTS

1 min or less..... 1 wk 15 wk 26 wk 52 wk
 Specified times extra .50.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min 3 min

Ea..... 50 28 15 10 6 5

10. SPECIAL FEATURES

Stereo spot production 3.00.

ALBEMARLE (2 AM; 1 FM)

Stanly County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

WABZ WABZ-FM

1948 1958

Media Code 4 234 0300 5.00

Radio Station WABZ, Box 608, Albemarle, N. C. 28001, Phone Yu 2-1020.

STATION'S PROGRAMMING DESCRIPTION

WABZ: Programmed for general interest.

NEWS: UPI news hourly, local news twice daily, market reports, weather, sports and farm news. Community announcements, morning devotions, births, birthdays, obituaries, evening meditations. MUSIC: middle-of-the-road music 70%; religious music 10%, country and western music 10%; rock and roll music 10%. Contact Representative for further details. Rec'd 1/28/68.

1. PERSONNEL

Manager—Mrs. Ramelle G. Varner.

2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w. days; 1010 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

FM FACILITIES

ERP 3,000 w., 100.9 mc.

Operating schedule: 5:30 am-10:30 pm.

4. AGENCY COMMISSION

15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 3a, 4b, 4d, 5, 6a, 8.

Rate Protection: 10a, 14a, 15b.

Basic Rates: 23a, 24a, 28b.

Contracts: 40a, 44a.

Amiliated with KBS.

Member: Golden Crescent Group.

TIME RATES

Rates effective January 1, 1958.

Rates received July 6, 1953.

6. SPOT ANNOUNCEMENTS

1 15 28 52 104 812

1 min. 11 11 11 11 11 11

1 minute..... 3.75 3.50 3.25 3.10 2.90 2.70

8. PROGRAM TIME RATES

1 hour..... 35.00 32.25 31.50 29.75 27.00 25.00

1/2 hour..... 21.00 19.50 18.90 17.85 15.80 14.75

1/4 hour..... 13.00 12.35 11.70 11.05 9.40 8.75

10 minutes..... 8.00 7.60 7.20 6.80 6.40 6.00

5 minutes..... 5.25 4.99 4.72 4.46 4.20 3.94

WZKY

1956

Media Code 4 234 0350 0.00

Radio Station WZKY, Inc., Box 55a, Albemarle, N. C. 28001, Phone 704-982-1111.

STATION'S PROGRAMMING DESCRIPTION

WZKY: Programmed for general interest. ATR PERSONALITIES handle all segments. NEWS 5 min network every hour. Farm market reports following sign-on. Sign-on-9 am middle-of-the-road, standards telephone quiz for housewives. 10 am-11 am religious and gospel music. 11 am-noon women's show: fashions, cooking, audience participation contest etc. Noon: news, weather, country and western, novelty, 3 pm-5 pm-rock and roll, current hits contest. 5 pm-6 pm-off local news, sports, middle-of-the-road standards. SPORTS: All major sports when available. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL

General Manager—Ralph Gardner.

Sports Director—Bob Harris.

Chief Engineer—John M. Ingold.

2. REPRESENTATIVES

Gill-Perna, Inc.

3. FACILITIES

250 w. days; 1580 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

ASHEVILLE (4 AM; 1 FM)

Huncombe County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WFGW **WMIT (FM)**
1982 1941

CITY OF LICENSE
BLACK MOUNTAIN



(This is a paid duplicate of the listing appearing under Black Mountain, N. C.)
Media Code 4 234 0450 8.00

Subscriber to the NAB Radio Code
Blue Ridge Broadcasting Corp., Box 158, U. S. Hwy. 70, Black Mountain, N. C. 28711. Phone 669-8477.
Other office: Box 0545, Asheville, N. C. 28805.

STATION'S PROGRAMMING DESCRIPTION
WFGW: Programmed for general interest.
6 air personalities handle all program segments except news. NEWS: network news on hour. Local news 30 past hour, 20 before hour, and 3 min before hour. SPORTS: college and high school football and basketball on FM only. MUSIC 90%; top 40 sign-on-sign-off. Features include schedule of public service announcements, 1 minute per hour. Contact Representative for further details. Rec'd 9/30/68.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Morton S. Cohn.
Station Manager—Bob L. Jones.
Operations Director—William E. Stroupe.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—night only.
Operating schedule: 6 am-midnight daily. EST.
FM-ERP 38,000 w.; 99.9 mc.
Antenna ht.—6,000 ft. above average terrain.

4. AGENCY COMMISSION
15/10; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
National and Local Rates Same
No. 11-B Eff 1/1/69—Rec'd 12/19/68.
AA—5:30-9 am.
A—3-7 pm.
B—9 am-3 pm or ROS/BTA.
C—7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

7. PACKAGE PLANS
10 1t 15 1t 20 1t
1 min. 60. 82. 100.

8. PROGRAM TIME RATES
1 hr. 76.48 72.45 68.43 64.40 62.39
1/2 hr. 43.70 41.40 39.10 36.80 35.65
1/4 hr. 24.15 21.85 20.70 19.55 18.40
5 min. 12.10 11.50 10.95 10.35 9.80 (D)

WISE

1979

Media Code 4 234 0500 0.00
Davenport-McGuire Broadcasters, Inc., 2 S. Lexington Ave., Asheville, N. C. 28801. Phone 704-253-5381

1. PERSONNEL
President—John Lee Davenport.
Vice-Pres. & Gen'l Mgr.—Charles H. Reynolds.

2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc.
Directional—night only.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Station break announcements, when available, are limited to 35 words.
Affiliated with American Contemporary Network.

TIME RATES
No. 2 Eff 5/1/67—Rec'd 4/26/67.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm & 7-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
PER WK: 6 1t 12 1t 18 1t 24 1t 30 1t
AA 14.00 13.50 13.00 12.50 12.00
A 10.00 9.50 9.00 8.50 8.00
B 8.00 7.50 7.00 6.50 6.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN (1 minute)
Plan I, 18 1t per wk (8AA, 6A, 4B) 9
Plan II, 24 1t per wk (10AA, 8A, 6B) 8
Plan III, 30 1t per wk (12AA, 10A, 8B) 7

CONSECUTIVE WEEKS DISCOUNT
50 wks—10%
30 sec: 80% of 1-min. 1D's: 50% of 1-min.

WLOS WLOS-FM

1947 1947



A Wometco Station
Subscriber to the NAB Radio Code
Media Code 4 234 0550 5.00
Wometco Skyway Broadcasting Co., Box 2150, 288 Mason Ave., Asheville, N. C. 28802. Phone 704-254-4321. TWX 510-933-0168.

STATION'S PROGRAMMING DESCRIPTION
WLOS: Programmed for general interest.
6 air personalities handle all program segments except news. NEWS: network news on hour. Local news 30 past hour, 20 before hour, and 3 min before hour. SPORTS: college and high school football and basketball on FM only. MUSIC 90%; top 40 sign-on-sign-off. Features include schedule of public service announcements, 1 minute per hour. Contact Representative for further details. Rec'd 9/30/68.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Morton S. Cohn.
Station Manager—Bob L. Jones.
Operations Director—William E. Stroupe.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—night only.
Operating schedule: 6 am-midnight daily. EST.
FM-ERP 38,000 w.; 99.9 mc.
Antenna ht.—6,000 ft. above average terrain.

4. AGENCY COMMISSION
15/10; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
National and Local Rates Same
No. 11-B Eff 1/1/69—Rec'd 12/19/68.
AA—5:30-9 am.
A—3-7 pm.
B—9 am-3 pm or ROS/BTA.
C—7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

7. PACKAGE PLANS
10 1t 15 1t 20 1t
1 min. 60. 82. 100.

8. PROGRAM TIME RATES
1 hr. 76.48 72.45 68.43 64.40 62.39
1/2 hr. 43.70 41.40 39.10 36.80 35.65
1/4 hr. 24.15 21.85 20.70 19.55 18.40
5 min. 12.10 11.50 10.95 10.35 9.80 (D)

CONSECUTIVE WEEKS DISCOUNT
50 wks—10%
30 sec: 80% of 1-min. 1D's: 50% of 1-min.

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

8. PROGRAM TIME RATES
1 HOUR—PER YEAR
AA—102 96 90 84 78 72 66 60
B—92 80 74 68 62 56 50
C—25 25 25 25 25 25 25 25
1/2 hr: 70% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PER WK: PER YR: AA A B C
1 1t 1x 6.50 6.00 5.00 3.50
6 1t 12x 6.25 5.75 4.75 3.40
12 1t 24x 6.00 5.50 4.50 3.20
15 1t 360x 5.75 5.25 4.25 3.00
20 1t 480x 5.50 5.00 4.00 2.80
25 1t 600x 5.25 4.75 3.75 2.60
30 1t 720x 5.00 4.50 3.50 2.40
35 1t 840x 4.75 4.25 3.25 2.20
40 1t 1000x 4.50 4.00 3.00 2.00

NORTH CAROLINA

BELMONT

Gaston County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WCGC

1954

NAB

RAB

Media Code 4 234 0750 1.00
Central Broadcasting Co., Box 630, Belmont, N. C.
Ph. 704-828-8272, 2812.

STATION'S PROGRAMMING DESCRIPTION
WCGC: Programmed for young adults and blue collared workers of area.
AIR PERSONALITIES handle all segments. **NEWS:** emphasis placed on local and national. Network news, with local close available used throughout day on half hour. **Headline local, state and regional news available 21 hours per day on hour. MUSIC:** format includes personality, country and western 5-7 am, middle-of-the-road 7 am-1 pm, gospel 1-2:30 pm, rock 2:30 pm-1 am. Sun reserved for religious theme with local and national religious programs. **Farm news** included in 5-6 am country and western segment except 12-1 pm regional and national sports. **Contact Representative** for further details. Rec'd 10/28/68.

1. PERSONNEL

General Manager—Robert R. Hilker.
Commercial Manager—Ebb Gantt.
Program Director—Mike Spargo.

2. REPRESENTATIVES

GIH—Farr
South—Southern Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 1270 kc.
Directional—nights only.

Operating schedule: 6-1 am EST.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24a, 25a, 26.
Contracts: 40a, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60l, 61a, 62b.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.

Member: Suburban Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Est 4/1/67—Rec'd 2/27/67.

6. SPOT ANNOUNCEMENTS

PER MO: 1 tl 10 tl 25 tl 50 tl 100 tl
1 min 3.00 2.70 2.40 2.15 1.90
30 sec 2.40 2.15 1.75 1.60 1.50
15 sec 1.75 1.60 1.45 1.35 1.20

DISCOUNT

10% on firm contracts of 6 months or longer.

8. PROGRAM TIME RATES

1 hr 35.00 1/2 hr 23.50 1/4 hr 15.00 5 min 5.00

DISCOUNTS

13x-4% 52x-15% 260x-20% 365x-40%
25x-8% 104x-17% 312x-35%

10. SPECIAL FEATURES

Weather capsules—when available—1 minute rates apply.

BENSON

Johnston County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WPYB

1961

Media Code 4 234 0800 4.00
Sinco Enterprises, Box 215, Hwy. 301, S. Benson,
N. C. 27504. Phone 894-3009, Dunn, N. C., Phone
892-7003.

STATION'S PROGRAMMING DESCRIPTION

WPYB: Programmed for general interest.
AIR PERSONALITIES handle all segments. **NEWS:** 5 min every 30 min. Weather at 15 & 45. **TOP NEWS:** country and western sign-on-sign-off. **M-F Sat:** gospel music 6:30 am-noon. **Country** and western noon-sign-off. **Sun:** gospel music 7:30 am-noon, country and western noon-sign-off. **FARM:** information, market prices, etc., noon-1 pm **M-F.** **SPORTS:** local and national 10 min after each hour for 3 min. **M-F.** Rec'd 5/28/69.

1. PERSONNEL

President—Joe S. Sink.
General Manager—Wayne Sawyer.
Station Manager—Bobby Ray Johnson.

3. FACILITIES

1,000 w. days; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62b, 62a.
Cancellation: 71a, 73a.
Length of commercial copy:

5 minutes 1:15 min. 25 minutes 2:45 min.
10 minutes 2:00 min. 30 minutes 3:00 min.
15 minutes 2:30 min.

Affiliated with KBS Radio Network.

TIME RATES

Rates effective December 31, 1964.
Rates received January 25, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec
1 tl 4.00 3.00 2.60 tl 3.10 2.15
13 tl 3.75 2.90 3.12 tl 2.90 1.90
26 tl 3.50 2.75 624 tl 2.75 1.75
52 tl 3.40 2.60 936 tl 2.60 1.60
104 tl 3.30 2.50 1200 tl 2.50 1.50

8. PROGRAM TIME RATES

1 hr 37.50 1/2 hr 24.00 1/4 hr 14.00 5 min 8.50
13 tl 35.00 25.00 19.00 8.00
26 tl 32.50 23.00 17.00 7.50
52 tl 27.50 18.00 11.00 6.50
104 tl 25.00 16.00 9.00 5.50
260 tl 22.50 14.00 7.50 4.50
312 tl 20.00 12.00 7.00 4.00

BLACK MOUNTAIN

(2 AM; 1 FM)

Buncombe County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WBMS

1966

Media Code 4 234 0850 9.00
Swannanoa Valley Broadcasting Co., Inc., Box 688,
East Charlotte St., Black Mountain, N. C. 28711.
Phone 704-669-6461.

1. PERSONNEL

President—Harvey Laughter.
Mgr. & Com'l Mgr.—David Clements.

3. FACILITIES

500 w.; 1350 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

Net: agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b.
Contracts: 42b, 42c, 43, 44b, 45, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60h.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: The TN Radio News Network.

TIME RATES

Est 1/1/68—Rec'd 8/8/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec
1 x 2.50 1.75 157 x 1.40 1.10
14 x 2.30 1.60 521 x 1.30 1.00
27 x 2.00 1.40 721 x 1.10 .90
53 x 1.80 1.30 1000+ 1.00 .80
105 x 1.60 1.20

7. PACKAGE PLANS

SATURATION PACKAGE PLAN
PER WK: 10 tl 20 tl 30 tl 40 tl 50 tl 60 tl 75 tl 100 tl
1 min 18.00 32.00 45.00 70.00 97.50 120.00
30 sec 13.00 22.00 32.00 42.00 52.00 62.00
PER MO: 1 min 20.00 36.00 51.00 75.00 105.00 130.00
30 sec 14.00 24.00 36.00 52.00 72.00 82.00

8. PROGRAM TIME RATES

1 hr 30.00 1/2 hr 21.00 1/4 hr 12.00 5 min 5.50
14 x 28.00 20.00 11.00 5.00
27 x 26.00 19.00 10.00 4.50
53 x 24.00 18.00 9.50 4.00
105 x 22.00 17.00 8.00 3.50
157 x 20.00 12.00 6.50 3.00
521 x 18.00 10.00 5.00 2.50
721 x 14.00 8.00 4.00 2.00
1000+ 12.00 7.00 3.00 1.75

WFGW

1962

Media Code 4 234 0900 2.00
Blue Ridge Broadcasting Corp., Box 158, U. S.
Hwy. 70, Black Mountain, N. C. 28711. Phone
669-8477.
Other office: Box 9545, Asheville, N. C., 28805.

STATION'S PROGRAMMING DESCRIPTION

WFGW: Programmed for general interest.
6 air personalities. **MUSIC 32%:** middle-of-the-road and inspirational. **NEWS 25%:** 5 min network news every 30 min followed by regional headlines and weather. **Half hour news summary** at noon and 5 pm includes world, national, regional, and local reports with weather, business, stock market, agriculture, and public affairs. **RELIGION 22%:** Bible reading, sermons, news and interviews. **ENTERTAINMENT 16%:** 10-10:55 am, variety show from network featuring comedy, music, studio audience participation. **2:05-3 pm** variety, music interviews, public service announcements. **SPORTS 5%:** four 5 min sport shows daily, plus live college football and basketball. **Football bowl games.** Rec'd 11/20/67.

1. PERSONNEL

General Manager—Donald L. Bailey.

3. FACILITIES

50,000 w. days; 1010 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.

FM FACILITIES

ERP 36,000 w.; 106.9 mc.
Antenna ht. 300 ft. above average terrain; 6.781 ft. above sea level.
Operating schedule: 24 hours daily Mon thru Sat;
7:00 am-midnight Sun. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 25a, 26, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60f, 61c, 62b.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.
Tobacco commercials not acceptable.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective January 1, 1965.
Rates received March 3, 1966.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 20 sec 10 sec
1 tl 6.40 4.80 3.60 2.40
26 tl 6.00 4.60 3.45 2.30
52 tl 5.60 4.40 3.30 2.20
104 tl 5.50 4.00 3.00 2.00
156 tl 5.00 3.80 2.85 1.90
260 tl 4.75 3.60 2.70 1.80
520 tl 4.50 3.20 2.40 1.60
1040 tl 4.00 2.40 1.80 1.20

7. PACKAGE PLANS

PER WK: 10 tl 15 tl 20 tl 100.
1 min 60. 82. 100.

8. PROGRAM TIME RATES

1 hr 26.11 52 tl 104 tl 260 tl
1/2 hr 76.48 72.45 68.43 64.40 62.39
1/4 hr 43.70 41.40 39.10 36.80 35.65
1/4 hr 24.15 21.85 20.70 19.55 18.40
5 min 12.10 11.50 10.95 10.35 9.80 (D)

BOONE

Watauga County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WATA

1950

RAB

Media Code 4 234 0950 7.00
Wilkes Broadcasting Co., Depot St., Boone, N. C.
28607. Phone 704-264-8461.

1. PERSONNEL

President—Doris B. Potter.
General Manager—Roland B. Potter.
Manager—Frank L. Andrews.

3. FACILITIES

1,000 w.; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays;
7:00 am-11:00 pm Sun. EST.

4. AGENCY COMMISSION

15/0; 1st of month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American Contemporary Network.

TIME RATES

Rates effective April 1, 1956.
Rates received April 2, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr 1/2 hr 1/4 hr 5 min 1 min.
1 time 30.00 20.00 12.00 9.00 4.50
13 times 28.00 19.00 11.00 8.50 4.25
26 times 26.00 18.00 10.00 8.00 4.00
52 times 24.00 17.00 9.00 7.50 3.75
104 times 22.00 16.00 8.00 7.00 3.50
312 times 20.00 14.00 7.00 6.50 3.20

BREVARD

Transylvania County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WPNF

1950

Subscriber to the NAB Radio Code
Media Code 4 234 1000 0.00
Piggish Broadcasting Co., Inc., Brevard, N. C. 28712.
Phone 893-3511.

1. PERSONNEL

President—Mrs. Ed. M. Anderson.
Executive Director—John I. Anderson, Jr.
Office Manager—Katherine E. Anderson.

2. REPRESENTATIVES

South, Southwest, Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-10 pm weekdays. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 26, 27, 28c, 29a, 29b.
Contracts: 40a, 40c, 42a, 42c, 44a, 44b, 45, 46, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60h, 60l, 61a, 62b, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 4 Est 7/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

1-MINUTE SPOTS & STATION BREAKS
1x 13x 26x 52x 104x 156x 260x 312x
Ea. 4.35 3.95 3.70 3.50 3.30 3.00 2.85 2.40

8. PROGRAM TIME RATES

1 hr 37.40 35.20 33.55 30.80 29.70 27.70 24.20 22.00
1/2 hr 22.00 21.00 19.80 18.15 17.15 16.25 13.75 12.85
1/4 hr 14.30 13.20 12.10 11.55 11.40 10.50 9.25 8.15
5 min 6.00 5.50 5.25 4.95 4.65 4.30 4.00 3.45
Spots and programs cannot be combined to lower program rates.

BURGAW

Pender County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WPGF

1963

Subscriber to the NAB Radio Code
Media Code 4 234 1050 5.00
Pender Broadcasting Co., Box 695, Hwy. 117 S.,
Burgaw, N. C. 28425. Phone 919-259-4734.

1. PERSONNEL

Pres. & Gen'l Mgr.—Raymond W. Fields.
Sales Representative—Paul C. Nanny.

3. FACILITIES

1,000 w.; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST. DS1.
FM FACILITIES
ERP 12, 25, 30, 3d, 4a, 5, 6a.
Rate Protection: 15b.
Operating schedule: Local sunrise-11:00 pm.
Antenna ht.: 183 ft. above average terrain.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3b, 3d, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b, 28a, 29a.
Contracts: 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70b, 71b.
Prod. Services: 82.
Affiliated with KBS Radio Network.
Member: National AirRadio Groups, Inc.

TIME RATES

Rates effective
Rates received December 10, 1965.

6. SPOT ANNOUNCEMENTS

120 60 120 60
1 tl 3.00 2.25 208 tl 1.50 1.20
13 tl 2.40 1.80 280 tl 1.40 1.15
26 tl 2.00 1.50 312 tl 1.30 1.10
52 tl 1.80 1.35 500 tl 1.20 1.00
104 tl 1.70 1.30 1000 tl 1.10 .90
156 tl 1.60 1.25

8. PROGRAM TIME RATES

1 hr 30.00 22.00 13.00 8.00 6.00
13 tl 27.00 17.50 10.75 7.00 5.50
26 tl 24.50 14.50 9.75 6.20 4.90
52 tl 22.50 13.50 8.25 5.90 4.30
104 tl 21.00 13.00 9.00 5.70 4.10
156 tl 19.50 12.50 8.75 5.50 3.90
208 tl 18.00 12.00 8.50 5.30 3.70
280 tl 16.50 11.50 8.25 5.10 3.50
312 tl 15.00 11.00 7.75 4.90 3.30
500 tl 13.50 10.50 7.50 4.70 3.10

BURLINGTON (2 AM; 2 FM)

Alamance County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WBAG

Surlington—W B B B, W B B B-FM—Cont'd

FM FACILITIES
ERP 28,500 w.; 101.1 mc.
Antenna ht.: 450 ft. above average terrain.
Operating schedule: 5:30 am-midnight EST.

4. AGENCY COMMISSION
15/2 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60b, 61a, 62b.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: TN Radio News Network, Tobacco Radio Network.

TIME RATES
Eff 7/1/69—Rec'd 6/24/69.
AA—Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 3:30-5:30 pm
A—Mon thru Fri 5:30-6:30 am, 9-11:30 am, 1-3:30 pm & 5:30 pm-sign-off; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA					
1x	25x	50x	100x	200x	300x
1 min	5.00	4.75	4.50	4.00	3.50
30 sec	2.50	2.38	2.25	2.13	2.00
10 sec	2.50	2.38	2.25	2.13	2.00

CLASS A					
1x	25x	50x	100x	200x	300x
1 min	4.40	4.18	3.96	3.74	3.52
30 sec	3.60	3.43	3.24	3.08	2.88
10 sec	2.20	2.09	1.98	1.87	1.76

8. PROGRAM TIME RATES

	1x	25x	50x	100x
5 min	12.50	11.25	10.00	8.75
1/4 hr	25.00	22.50	20.00	17.50

WEEKLY PROGRAM RATES

PER WK:	6 ti	5 min	3 ti	6 ti	1/4 hr	3 ti
13 wk	60.00	52.50	33.00	120.00	105.00	99.00
26 wk	57.00	50.00	31.50	114.00	100.00	93.00
52 wk	54.00	47.50	30.00	108.00	95.00	80.00

CANTON (2 AM)

Herwood County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WPTL
1963
Media Code 4 234 1200 6.00
Vernon E. Pressley, Box 471, Corner of Main & Church Sts., Canton, N. C. 28716. Phone 704-648-3576.

STATION'S PROGRAMMING DESCRIPTION
WPTL: Programmed for mass appeal.
AIR PERSONALITIES handle all segments. 5 min news (local, national, international) on hour, headlines on half hour. Community affairs 6 times daily. Intermittently: recipes, fashion news, etc., for women, sports flashes, special items for men, weather information, school news, swap shows. M-F 11 am-noon gospel. 6 pm-sign-off general popular music, remainder country and western. Sat 9:30 am-noon religious music, drama, sermons. Remainder country and western. Sun sign-on-1:30 pm religious, sacred music, sermons, church service, gospel. 1:30 pm-sign-off general popular music. SPORTS: high school and college football. Rec'd 7/12/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Vernon E. Pressley.

3. FACILITIES
500 w.; 920 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 15, 1965.
Card received February 15, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR 30 SECONDS

1 ti	3.00	104 ti	2.40
13 ti	2.80	156 ti	2.00
26 ti	2.60	312 ti	1.75
52 ti	2.50	624 ti	1.50

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1	30.00	20.00	15.00	10.00	5.50

CAUTION:

It is inadvisable to use listing information from SRDS. Catalogs for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with current information from the latest issue, because current information is safe information.

G02A-6/

WWIT

1954
Media Code 4 234 1250 1.00
Western North Carolina Broadcasters, Inc., Radio Center, Super-highway West, Canton, N. C. 28716. Phone 704-648-3588, 9.

1. PERSONNEL
President—Sidney A. Watts.
Vice-Pres. & Sta. Mgr.—Dalton R. Paxton.
Treasurer—Holce M. Watts.

2. REPRESENTATIVES
George T. Houewell, Inc.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 73b.
Prod. Services: 81, 82.

TIME RATES
Rates effective February 20, 1961.
Rates received March 1, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min	(*)
1 time	36.00	21.60	14.40	7.20
13 times	34.20	20.50	13.60	6.80
26 times	32.40	19.40	12.80	6.40
52 times	30.60	18.30	12.00	6.00
104 times	28.80	17.20	11.50	5.70
156 times	27.00	16.10	10.80	5.40
260 times	25.20	15.00	10.00	5.00
312 times	23.40	13.90	9.20	4.70
500 times	21.60	12.80	8.40	4.40
1,000 times	20.00	11.70	7.60	4.00

(*) 1 minute or station break.

CHADBOURN

Columbus County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WVOE
1962
Media Code 4 234 1300 4.00
Ebony Enterprises, Inc., Box 124-A, Rt. No. 2, Chadbourne, N. C. 28431. Phone 654-3971.

1. PERSONNEL
Station Manager—Ralph J. Vaught, Jr.

2. REPRESENTATIVES
Greener, Hilken, Sears.
South—Dora Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70b, 71b, 73a.
Entire schedule Negro programming.

TIME RATES
Rates effective June 1, 1963. (Card No. 1C)
Card received June 24, 1963.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	3.00	104 ti	2.10
13 ti	2.75	156 ti	2.00
26 ti	2.50	312 ti	1.90
52 ti	2.25	624 ti	1.75
30 seconds	2.00	512 ti	1.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1	45.00	25.00	15.00	7.00
13 ti	38.00	21.00	13.00	6.75
26 ti	35.00	20.00	12.50	6.50
52 ti	32.00	19.00	12.00	6.25
104 ti	26.00	18.00	11.50	6.00
156 ti	24.00	17.50	11.00	5.75
260 ti	22.00	17.00	10.50	5.50
312 ti	20.00	16.50	10.00	5.25

CHAPEL HILL

Orange County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WCHL
1952
Subscriber to the NAB Radio Code
Media Code 4 234 1350 9.00
Village Broadcasting Co., Durham Blvd., Chapel Hill, N. C. 27514. Phone 919-988-4484.

1. PERSONNEL
President—Roland McClamroch.
Vice-Pres. & Gen'l Mgr.—Jim Heavner.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1360 kc. Directional—night.
Operating schedule: 6-3 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24c, 25c, 26, 27, 28b, 29b, 30, 31, 33d.
Contracts: 40a, 41, 44b, 45, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/69—Rec'd 2/25/69.
AAA—Mon thru Fri 6:30-9 am & 4:30-8:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS AAA (*) AA
1 min..... 6.60 5.50 5.80
30 sec..... 4.40 3.80 3.50
(*) Combination: at least 30% scheduled AAA.

WEEKLY DISCOUNT
6 ti—10% 12 ti—15% 24 ti—20% 48+—25%
CONSECUTIVE WEEK DISCOUNT
6 wk—5% 13 wk—10% 26 wk—15% 52 wk—20%
Minimum of 6 spots weekly earns all discounts.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	35	25	20

CHARLOTTE (8 AM; 4 PM)

Mecklenburg County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WAME
(formerly WWOK)
1955

McGavren-Guild
pgw radio, inc.
Modern Country
A Mission Broadcasting Co. Station
Media Code 4 234 1375 6.00
WWOK, Mission Charlotte Co., Box 1008, 1480 Collins Rd., Charlotte, N. C. 28201. Phone 704-302-0441.

1. PERSONNEL
President—Jack Roth.
Vice-Pres. & Gen'l Mgr.—Hap Pate.

2. REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.

3. FACILITIES
5,000 w.; 1480 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 26a.
Contracts: 40a, 41, 44a, 45, 46.
Cancellation: 70a, 70e, 71a, 72, 73a.

TIME RATES
No. 1 Eff 5/1/69—Rec'd 8/8/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm
AA—Daily—5-6 am & 7 pm-midnight.
B—Daily—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	14.00	12.00	10.00	14.00	11.00	9.00
6 ti	24.00	19.00	16.00	14.50	12.00	9.50
12 ti	22.00	18.00	16.00	13.00	10.00	8.00
18 ti	20.00	16.00	14.00	11.00	8.00	6.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—ROS

PER WK:	1 min	30 sec	1 min	30 sec
18 ti (AAAA, AAA, AA)	168	216	216	216
24 ti (AAAA, AAA, AA)	264	336	336	336
36 ti (AAAA, AAA, AA)	360	468	468	468

10. SPECIAL FEATURES
5 min nets: 1-1/2x applicable 1-min.

WAYS

1941
The Eastman Station
An Associated Independent Metropolitan Station
Subscriber to the NAB Radio Code
Media Code 4 234 1400 2.00
WAYS Radio, Inc., 400 Radio Rd., Charlotte, N. C. 28214. Phone 704-392-6191.

1. PERSONNEL
President—Stanley N. Kaplan.
General Manager—Sis Atlass Kaplan.
Nat. Sales Manager—Jim Beatty.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 610 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 29a, 30, 31, 33d.
Contracts: 41, 45, 46, 50.
Cancellation: 70d, 71, 73a.
Affiliated with the Eastman Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 13 Eff 7/1/69—Rec'd 6/3/69.

I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 10 am-10 pm.
III—Mon thru Sun 5-6 am & 10 pm-midnight; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	1 ti	12 ti	18 ti	24 ti
1 min	60.00	55.00	50.00	45.00	40.00
30 sec	48.00	44.00	40.00	36.00	32.00
10 sec	30.00	27.50	25.00	22.00	20.00

NORTH CAROLINA

SECTION II

PER WK:	Fixed	12 ti	18 ti	24 ti
1 min	50.00	43.00	40.00	37.00
30 sec	40.00	34.00	32.00	29.80
10 sec	25.00	21.50	20.00	18.50

SECTION III

1 min	30 sec	27.00	25.00	23.00
1 min	28.40	21.60	20.00	18.40
10 sec	16.50	13.50	12.50	11.50

All Sections combine for frequency.

7. PACKAGE PLANS
BEST WAYS PLANS

PER WK EA:	15 ti	30 ti
6-10 am & 3-7 pm Mon thru Fri	5	10
10 am-3 pm Mon thru Fri	6	12
6 am-7 pm Sat & Sun	4	8
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.	

Does not combine with any other spots.

8. PROGRAM TIME RATES
5 min; 1-1/2 x 1-min.

10. SPECIAL FEATURES
Big Ways Champion Sports—with Bob Quincey and Jim Beatty

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%
Does not apply to Best Way Plan.
Minimum wky sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WBT
1921
BLAIR RADIO
A Jefferson Standard Owned Station
Subscriber to the NAB Radio Code
Media Code 4 234 1450 7.00
Jefferson Standard Broadcasting Co., 1 Julian Price Place, Charlotte, N. C. 28208. Phone 704-833-8833. TWX 704-525-1019

1. PERSONNEL
President—Charles H. Crutchfield.
Vice-Pres. and Man'g Dir.—Paul B. Marion.
General Sales Manager—Harold Hinson.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w.; 1110 kc. Directional—night only.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 46, 49.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS and Blair Represented Network.

TIME RATES
No. 27 Eff 9/1/68—Rec'd 8/30/68.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-10 am; *Mon thru Fri 12:15-12:30 pm.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm.
C—Sun noon-7 pm.
D—Mon thru Sat 5-6 am; Sun 5 am-noon; Sun thru Sat 7 pm-midnight.
E—Sun thru Sat midnight-5 am.
(* 12:15-12:30 pm Mon thru Fri Carolina Farm News takes AA rate.)

PER WK: (1) (2) 6 ti 12 ti 18 ti 24 ti 30 ti

AA:	66	60	55	53	50	48	44
1 min	66	60	55	53	50	48	44
20/30 sec	42	48	44	42	40	38	35
ID's	40	36	33	32	30	29	26

A:

1 min	50	45	42	39	35	32
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NORTH CAROLINA

Charlotte—W B T—Continued

6. PROGRAM TIME RATES

AA—Mon thru Sat 6-10 am.					
A—Mon thru Sat 10 am-7 pm; Sun noon-11 pm.					
B—Mon thru Sat 7-9 pm; Sun 5 am-noon.					
C—Mon thru Sat 5-8 am & 9 pm-midnight; Sun 11 pm-midnight.					
D—Sun thru Sat midnight-5 am.					
PER YR:	1x	26x	52x	104x	156x \$12x
AA:					
1/4 hr.	100	95	90	85	80 70
10 min.	80	76	72	69	64 56
5 min.	65	62	59	55	52 46
A:					
1 hr.	215	205	193	183	172 151
1/2 hr.	150	140	136	130	120 110
1/4 hr.	100	95	90	85	80 70
10 min.	70	67	63	60	56 49
5 min.	60	57	53	50	45 40
B:					
1 hr.	150	143	135	128	120 105
1/2 hr.	100	95	90	85	80 75
1/4 hr.	75	70	65	60	57 50
10 min.	40	38	36	34	32 28
5 min.	30	29	27	25	24 21
C:					
1 hr.	75	71	68	64	60 53
1/2 hr.	45	43	41	38	36 32
1/4 hr.	30	29	27	26	24 21
10 min.	24	23	22	20	19 17
5 min.	19	18	17	16	15 13
D:					
1 hr.	50	45	40	35	30 25
1/2 hr.	40	38	35	30	25 20
1/4 hr.	28	26	22	20	18 15
10 min.	22	20	18	16	14 12
5 min.	15	14	13	12	11 10

Programs and spots combinable to earn CWD on spots.

10. SPECIAL FEATURES

PEAK TRAFFIC SPORTS PACKAGE
Sports Vignette—Mon thru Sat 4:55-5 pm & 6:15-6:20 pm.
PER WK FIRM: 13 wk 26 wk 52 wk
*Full sponsorship: 500 450 400
1 1/2 sponsorship: 150 160 230 215
(*) 12 mins plus 24 open & close billboards.
(†) 6 mins plus 24 open & close billboards.
Billboards will consist of clients name or product. Full sponsor receives 12 1-minute spots and 24 open and closing billboards. 1/2 sponsor receives 6 1-minute commercials and 24 open and closing billboards.

WEEKDAY UPDATE PACKAGE
Package consists of total of 60 weather and news programs per week, Mon thru Fri. Client will receive 15 1-minute spots and 120 open and closing billboards per week. Programs scheduled at following times: Mon thru Fri 5:26, 6:26, 9:26, 11:26 am, 12:30, 1:26, 2:26, 3:36, 4:26, 9:26, 10:26 & 11:26 pm.
PER WK FIRM: 13 wk 26 wk 52 wk
1/4 sponsorship: 200 180 160

W B T-FM

1962



A Jefferson Standard Owned Station
Subscriber to the NAB Radio Code

Media Code 4 234 1451 5.00
Jefferson Standard Broadcasting Co., 1 Julian Price Place, Charlotte, N. C. 28208, Phone 704-333-8933, TWX 810-626-0449.

STATION'S PROGRAMMING DESCRIPTION
WBT-FM: Programmed for adults.
MUSIC 80% instrumental albums and singles featuring current general popular music, showtunes, standards, light jazz, vocal albums with emphasis on current popular artists. AIR PERSONALITIES pre-tape daytime breaks and evening program segments. NEWS 10%: shares 18 man local-regional

staff. COMMERCIAL POLICY: 6 minutes maximum permitted per hour. Half hour product protection. All jingles subject to prior approval. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**
President—Charles H. Crutchfield.
Vice-Pres. & Man'g Dir.—Paul B. Marlon.
Operations & Sales—Don Le Brecht.
- REPRESENTATIVES**
Quality Media Incorporated.
- FACILITIES**
ERP 100,000 w.; 107.9 mc. Stereo.
Operating schedule: 5-11 am daily, EST.
Antenna ht.: 900 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11e, 12a, 14a.
Rate Protection: 10c, 11c, 12c, 14c, 15b.
Contracts: 40a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 80b, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72.
Prod. Services: 80.

Maximum commercial: 6 per hour.
Product Protection: 30 minutes.
Sold in combination with WBT-AM, see that listing for rates.

WGIV

1947



BERNARD HOWARD & CO., INC.

Independent Negro

Media Code 4 234 1500 9.00
WGIV, Inc., Box 10063, Charlotte, N. C. 28201.
Phone 704-333-0131.

STATION'S PROGRAMMING DESCRIPTION
WGIV: Programmed for Negro community.
8 air personalities feature rhythm and blues music, except gospel and spirituals 5-6:30 am. 4 newsmen prepare 170 community oriented rewritten newscasts weekly, using frequent actualities, buypers and mobile unit reports. Many contests and promotions, along with active involvements in community public affairs featured. Negro history programs presented 3 times daily. SPORTS: 6 capsules daily. Editorials regularly. Community public service hourly. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 2/18/69.

- PERSONNEL**
Vice-President—Arnold Schorr.
General Manager—Todd Branson.
Operations Manager—Jerry Stowe.
- REPRESENTATIVES**
Bernard Howard & Company, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1600 kc.
Non-directional days, directional nights.
Operating schedule: 5-11 am, EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 25c, 26, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.

Comb.; Cont. Discounts: 60a, 60c, 60i, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 ER 7/1/68—Rec'd 6/3/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1x	52x	156x	260x	512x	520x	1040x
AA	18.00	17.50	17.00	16.50	16.00	15.00 14.00
A	15.00	14.50	14.00	13.50	13.00	12.00 11.00

30 SECONDS

AA	13.50	13.00	12.50	12.00	11.50	11.00 10.50
A	12.00	11.50	11.00	10.50	10.00	9.50 9.00

7. PACKAGE PLANS

1 MINUTE

PER WK:	12 ti	18 ti	24 ti	30 ti
AA	16.00	15.50	15.00	14.00
A	13.50	13.00	12.50	12.00

30 SECONDS

AA	13.00	12.00	11.00	10.00
A	11.00	10.00	9.00	8.00

10. SPECIAL FEATURES

NEWSCASTS

1x	26x	52x	104x	208x	312x
AA	30	28	26	24	22 20
A	24	22	20	18	16 14

WIST

1951

Media Code 4 234 1550 4.00
WIST, Inc., Box 58, 2401 Wilkinson Blvd., Charlotte, N. C. 28201, Phone 704-376-6001.

- PERSONNEL**
Gen'l Mgr. & Vice-Pres.—C. B. "Rik" Rogers, Jr.
Sales Manager—William R. Truitt.
Program Director—Jerry Kearns.
- REPRESENTATIVES**
Savill/Gates, Inc.
Southeast—T-N Spot Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 7b.
Basic Rates: 26.
Contracts: 42a, 45.
In the event of revision of station rates or discounts the advertiser may choose to have the revision immediately applied to his contract—or these rates will prevail for continuous broadcasts until the termination date of his contract not exceeding 26 weeks from effective date of rate revision. Contracts expiring earlier than 26 weeks from the effective date of a rate revision may be extended at those rates up to 26 weeks from such revision date. Announcements cannot be considered when determining the rate applicable to programs or vice-versa. Program time applies in excess of one minute.
Length of commercial
5 minutes: 1:15 min.
10 minutes: 2:30 min.
15 minutes: 3:00 min.
30 minutes: 4:15 min.
60 minutes: 7:00 p.m.
Member: Golden Crescent Group, TN Radio News Network, The Tobacco Radio Network.

TIME RATES

Rates effective August 1, 1965. (Card No. 8.)
Card received September 27, 1965.
Class A—5:29-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class B—5:30-6:29 am and 9:00 am-4:00 pm Mon thru Sat; 7:30 am-7:00 pm Sun.
Class C—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1-3	4-12	13-25	26-38	39-52
1-6 ti:	wk	wk	wk	wk	wk
A	12.00	11.40	10.80	10.20	9.60
B	9.60	9.10	8.60	8.10	7.60
C	7.20	6.85	6.50	6.15	5.80

PER WK:	1-3	4-12	13-25	26-38	39-52
7-12 ti:	wk	wk	wk	wk	wk
A	11.40	10.80	10.20	9.60	9.00
B	9.10	8.60	8.10	7.60	7.10
C	6.85	6.50	6.15	5.80	5.45

13-20 ti:

A	10.80	10.20	9.60	9.00	8.40
B	8.60	8.10	7.60	7.10	6.60
C	6.50	6.15	5.80	5.45	5.10

21-29 ti:

A	10.20	9.60	9.00	8.40	7.80
B	8.10	7.60	7.10	6.60	6.10
C	6.15	5.80	5.45	5.10	4.75

40 or more ti:

A	9.60	9.00	8.40	7.80	7.20
B	7.60	7.10	6.60	6.10	5.60
C	5.80	5.45	5.10	4.75	4.40

30 SECONDS

1-6 ti:	9.00	8.55	8.10	7.65	7.20
A	7.20	6.85	6.50	6.15	5.80
B	5.40	5.15	4.90	4.65	4.40

7-12 ti:

A	8.55	8.10	7.65	7.20	6.75
B	6.85	6.50	6.15	5.80	5.45
C	5.15	4.90	4.65	4.40	4.15

13-20 ti:

A	8.10	7.65	7.20	6.75	6.30
B	6.50	6.15	5.80	5.45	5.10
C	4.90	4.65	4.40	4.15	3.90

29-31 ti:

A	7.65	7.20	6.75	6.30	5.85
B	6.15	5.80	5.45	5.10	4.75
C	4.65	4.40	4.15	3.90	3.65

40 or more ti:

A	7.20	6.75	6.30	5.85	5.40
B	5.80	5.45	5.10	4.75	4.40
C	4.40	4.15	3.90	3.65	3.40

10-seconds—50% of earned 30-second rate. 10-second announcements can be combined with minute and 30 second announcements to earn additional frequency discounts on 10-second announcements only.

WKTC

1958



Media Code 4 234 1600 7.00
WKTC Radio Corp., Box 8588, 2001 Suttle Ave., Charlotte, N. C. 28208, Phone 704-333-1101.

STATION'S PROGRAMMING DESCRIPTION
WKTC: Programmed with country and western music, utilizing air personalities. News: 5 min at :55, 3 mobile news units. Sports News, 3 min. at :10. Weather, 3 min. at :25. Personalities employing audience participation quizzes. Live remote broadcasts with live entertainment. RELIGION: sign-on-noon Sun. SPORTS: football and NASCAR racing. Contact Representative for further details. Rec'd 10/24/67.

(This listing continued on next page)

The top Charlotte station delivers a weekly cume of 212,100 N.C. adults

TN West Stations deliver nearly 93% more cume adults at less cost—only \$35/participating minute for the western leg of TN Radio News Network including Charlotte

Details of TN News single order, single invoice convenience are beside the North Carolina map at the start of this section.

TN SPOT SALES, P.O. Box 1988, Raleigh, N. C.
PHONE COLLECT: 919-832-8885

Data Source: Pulse Circulation '68
Interviewing Conducted in 1967

The combination that unlocks the Charlotte Market! deliver more adults 25+ than any other three radio stations.*

One order with your Blair man will wrap up the adult Charlotte Market!



*The audience figures are based on average quarter-hour persons, 25+, total survey area, 6 am—12 Midnight, Monday-Sunday, April/May 1969 ARB. They are estimates only and are subject to the qualifications set forth in the survey report.

- PERSONNEL**
General Manager—Johnny Jacobs.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
Southern—Southern Spot Sales, Inc.
- FACILITIES**
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 4:55 am-local sunset. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b, 16.
Basic Rates: 22a, 23a, 24a, 28c, 29b.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Country Music Network.

TIME RATES
No. 4 ET 12/1/66—Rec'd 12/5/66.

7. PACKAGE PLANS

MIN. PER WK:	1	4	13	26	39-52
1 min.	7.50	7.00	6.50	6.25	6.00
5 min.	7.25	6.75	6.25	6.00	5.75
10 min.	7.00	6.50	6.00	5.75	5.50
15 min.	6.75	6.25	5.75	5.50	5.25
20 min.	6.50	6.00	5.50	5.25	5.00

30 SEC:

1 min.	6.00	5.50	5.25	5.00	4.75
5 min.	5.75	5.25	5.00	4.75	4.50
10 min.	5.50	5.00	4.75	4.50	4.25
15 min.	5.25	4.75	4.50	4.25	4.00
20 min.	5.00	4.50	4.25	4.00	3.75

10 seconds—50% of applicable 1-minute rate.

WRNA (FM)
1968



HERBERT E. GROSKIN & COMPANY

NAFMB

Media Code 4 234 1625 4.00
Belk Broadcasting Co. of Charlotte, Inc., Box 59,
Barringer Inn, Charlotte, N. C. 28201. Phone 704-
334-0951.

- PERSONNEL**
President—Henderson Belk.
General Manager—Jack B. Petrey.
Sales Executive—Gerald M. Clegg.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 100,000 w. (horiz. & vert.); 96.1 mc. Stereo.
Operating schedule: 7-1 am. EST.
Antenna ht.: 404 ft. above average terrain.
- AGENCY COMMISSION**
15%: payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5.
Rate Protection: 10b, 11b, 12a, 13c, 14b.
Basic Rates: 20b, 22a, 22b, 24b, 25b, 26, 27, 29a,
33a.
Contracts: 40a, 42d, 44a, 46, 47c, 51b.
Comb.; Cont. Discounts: 60c, 60i, 61b.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 82.
Member: The Groskin Group.

TIME RATES

6. SPOT ANNOUNCEMENTS
ET Rec'd 6/14/68.

1 min.	1x	15x	30x	60x	125x	250x	500x
10.00	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

1 hr.	1x	15x	30x	60x	125x	250x	500x
75	70	64	61	58	55	52	50
1/2 hr.	53	50	48	46	44	42	40
5 min.	30	29	28	27	26	25	24

WRPL

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 1650 2.00
Voice of Charlotte, Inc., 237 West Trade, Charlotte,
N. C. 28202. Phone 704-372-1540.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Larry F. Keith.
Sta. & Sales Mgr.—Walter V. Mitchell.
Public Affairs Director—Mrs. Hattie Leeper.
- REPRESENTATIVES**
Dore & Allen, Inc.
Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25c, 26,
27, 28b, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 81a, 82b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
ET Rec'd 8/30/68.

1 min	1x	28x	52x	104x	260x	500x	1000+
6.00	5.75	5.50	4.75	4.50	4.25	4.00	3.75

7. PACKAGE PLANS
1-MINUTE SATURATION PACKAGE
50 th. 100 spots must be used within 7 consecutive days
with no more than 20 during any one day. BOS
schedule only, and limited to 1 package per sponsor
during any 1 week.

1933



Representatives, Inc.

NAB

RAB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 234 1700 5.00
Carolina Broadcasting Co., Box 2536, 1901-25 N.
Tryon, Charlotte, N. C. 28201. Phone 704-372-
0930. TWX 810-621-0437.

STATION'S PROGRAMMING DESCRIPTION
WSOC: Programmed for general interest.
5 air personalities. NEWS: every hour on hour, local
news every hour on half hour. 12M-6 am current hits,
standards. 5-8 am farm and home show with weather
reports. 8-10 am middle-of-the-road music, quips,
some rock. 10 am-1 pm current hits. 1-4 pm cur-
rent hits, standards, talent interviews. 4 pm-12M,
middle-of-the-road, current hits. SPORTS: major
league baseball, football, basketball, pro hockey,
NASCAR racing, Indianapolis 500. Contact Repre-
sentative for further details. Rec'd 3/26/68.

- PERSONNEL**
General Manager—C. George Henderson.
Sta. Mgr. & Dir. Sales—Wynn Hott.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
5,000 w. days. 1,000 w. nights; 930 kc.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 2-10 am Mon
thru Fri. For non-simulcast facilities see WSOC-FM.
- AGENCY COMMISSION**
10% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 23a, 25a, 28a, 33a.
Contracts: 40a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 12/24/68.

AAA—Mon thru Fri 8-10 am.
AA—Mon thru Fri 10 am-7 pm.
A—All other time.

6. SPOT ANNOUNCEMENTS

1 MIN:	1000x	750x	500x
AAA	22	23	24
AA	16	16	17
A	8	9	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
WSOC/WSOC-FM COMBINATION
(applicable 10 am-6 am Mon thru Fri; must use
equal spots on AM & FM)

PER WK:	36 ti	24 ti	18 ti	12 ti	1 ti
1 min.	4.00	4.50	5.00	5.50	6.00
30 sec.	3.00	3.50	4.00	4.50	5.00
PER YR:	500 +	4.00	3.00	4.00	3.00

7. PACKAGE PLANS
ROTATING PLAN PACKAGES
(AAA includes AM/FM simulcast)

PER WK, 1 MIN:	36 ti	24 ti	18 ti	12 ti	1 ti
AAA	24	26	28	30	32
AA	17	18	19	20	22
A	10	12	13	14	16

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
DISCOUNT
52 wk—10%.

TOTAL AUDIENCE PLAN

PER WK, 1 MIN:	Plan I	Plan II
6-10 am	8	6
10 am-3 pm	12	6
3-7 pm	8	6
Nights and/or weekends	8	6
	36 ti	24 ti

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
28 minutes on FM may be added to Plan I, ea. 4.00
18 minutes on FM may be added to Plan II, ea 4.50

8. PROGRAM TIME RATES

5 MIN:	1x	26x	52x	104x	156x	260x	312x
AAA	36	34	32	30	28	27	26
AA	24	23	22	21	20	19	18
A	21	20	19	18	17	16	15

WSOC-FM

1947



Representatives, Inc.

NAB

RAB

NAFMB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 234 1701 3.00
Carolina Broadcasting Co., Box 2536, 1901-25 N.
Tryon, Charlotte, N. C. 28201. Phone 704-372-
0930. TWX 810-621-0437.

- STATION'S PROGRAMMING DESCRIPTION**
WSOC-FM: NEWS at :15. AIR PERSONALITIES
1 am-4 pm & 7 pm-12M. MUSIC: current hits and
standards. Live opera broadcast in season. Contact
Representative for further details. Rec'd 11/29/68.
- PERSONNEL**
General Manager—C. George Henderson.
Sta. Mgr. & Dir. Sales—Wynn Hott.
 - REPRESENTATIVES**
H-R Representatives, Inc.
 - FACILITIES**
ERP 100,000 w. (horiz. & vert.); 103.7 mc. Stereo.
Antenna ht.: 1040 ft. above average terrain.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately 10-
2 am Mon thru Fri. For simulcast facilities see
WSOC.

If you want to pay more per listener forget WSOC

In the 6-10 AM, 3-7 PM drive periods and 10 AM-3 P.M. slot WSOC has the lowest CPM for adults 25 to 49 in the Metropolitan Charlotte area. This is the affluent audience that can buy your product or service. To get the full story on WSOC's sales power in the Charlotte market contact us or your H-R representative.

Audience source: Radio Pulse Report for Charlotte Jan.-March, 1969. All figures quoted or derived from audience surveys are subject to sampling and other errors. Methodology details furnished on request.

WSOC
CHARLOTTE/NBC



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WJIC-TV, Pittsburgh.

- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 23a, 25a, 28a, 33a.
Contracts: 40a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC Radio Network.
Affiliated with American FM Network.
In combination with WSOC. See that listing for rates.

TIME RATES

ET 1/1/69—Rec'd 12/24/68.

6. SPOT ANNOUNCEMENTS

PER WK:	36 ti	24 ti	18 ti	12 ti	1 ti
1 min.	11.00	12.00	13.00	14.00	16.00
30 sec.	8.50	9.50	10.50	11.00	13.00
PER YR:	1000x	750x	500x	500x	500x
1 min.	8.00	9.00	10.00	11.00	12.00
30 sec.	6.50	7.00	7.00	7.00	8.00

8. PROGRAM TIME RATES

FIXED POS:	1x	28x	52x	104x	156x	260x
55 min.	30	28	26	24	22	20
25 min.	20	18	16	14	12	10
ROS, PER WK, EA:		3 ti	5 ti	7 ti		
55 min.		25	20	15		
25 min.		15	12	10		

WWOK

NOTE: The call letters of this station have been changed to:

WAME (Charlotte)

WYFM (FM)

1960

NAB

Media Code 4 234 1800 3.00
Charlotte Broadcasters, Inc., Box 20491, 121 W. 7th
St. Charlotte, N. C. 28202. Phone 704-334-1047.

- PERSONNEL**
Pres. & Gen'l Mgr.—William A. Vaughn.
- FACILITIES**
ERP 4,000 w.; 104.7 mc.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24c, 26, 28c, 29a, 32a.
Contracts: 40a, 42c, 44b, 51a.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 61a,
61b, 62b.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80.
Announcements in all Campaigns will be equally distributed Mon thru Sat.

TIME RATES

Rates effective May, 1961.
Rates received August 2, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
OPEN RATE
(Any commercial time not part of a Campaign)
1-hour programs, each..... 20.00
1/2-hour programs, each..... 12.00
announcements, each..... 4.00

Service Features
Applicable announcement rate plus talent fee, per broadcast, 1.00.

7. PACKAGE PLANS
MAXIMUM CAMPAIGN
(2 1-hour programs and 24 announcements per week, 4 announcements per day Mon thru Sat)

13 weeks	Per wk	Per wk
1 week	86.00	70.00
13 weeks	75.00	65.00

MAJOR CAMPAIGN
(1 1-hour program, 1 1/2 hour program and 18 announcements per week, 3 announcements per day Mon thru Sat)

13 weeks	Per wk	Per wk
1 week	68.00	55.00
13 weeks	59.00	51.00

MEDIUM CAMPAIGN
(1 1-hour program and 12 announcements per week, 2 announcements per day Mon thru Sat)

13 weeks	Per wk	Per wk
1 week	48.00	39.00
13 weeks	42.00	36.00

MINIMUM CAMPAIGN
(1 1/2-hour program and 8 announcements per week, 1 announcement per day Mon thru Sat)

13 weeks	Per wk	Per wk
1 week	24.00	22.00
13 weeks	24.00	20.00

CHERRYVILLE

Gaston County—Map Location E-5
See SIBS consumer market map and data at beginning of the State.

WC SL

1967

RAB

Media Code 4 234 1825 0.00
Broadcasting Company of the Carolinas, Inc., North
Cherry St., Cherryville, N. C. 28021. Phone 704-
435-3287.

- PERSONNEL**
President—Donald W. Curtis.
General Manager—James F. Riddle.
Vice-President—Robert Pickett.
- FACILITIES**
500 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0.

(This listing continued on next page)

Durham—WSRC-FM—Continued

5. GENERAL ADVERTISING See coded regulations See WSRC listing for Coded Regulations.

TIME RATES

Rates effective December 1, 1965.
Rates received November 8, 1965.

6. SPOT ANNOUNCEMENTS	
1 hr.	5.00
13 hr.	4.75
26 hr.	4.50
52 hr.	4.25
104 hr.	4.00

7. PACKAGE PLANS

1 MINUTE SPOT PACKAGES	
10 hr.	3.75
15 hr.	5.50
20 hr.	3.25

8. PROGRAM TIME RATES

1 hr.	17.00	12.75	8.50
13 hr.	15.50	11.50	7.50
26 hr.	14.00	10.25	6.50
52 hr.	12.50	9.00	5.50
104 hr.	11.50	8.00	5.00
156 hr.	10.00	7.00	4.75
260 hr.	9.50	6.50	4.50
312 hr.	8.50	6.00	4.25

WSSB
1947

Media Code 4 234 2150 2.00
Woods Communications Corp., Box 1286, Durham, N. C. 27702. Phone 919-682-8109, 8100.

1. PERSONNEL

President—John Woods
General Manager—M. G. Bobbitt, Jr.
Station Manager—M. G. Bobbitt

2. REPRESENTATIVES

Stone Representatives, Inc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only.
5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 23a, 24a, 24b, 25a, 26, 27, 28c, 29a, 30.
Contracts: 40a, 41, 44b, 45, 47a, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

ET 4/17/68—Rec'd 4/18/68.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS	
1 hr.	52x
1/2 hr.	104x
1/4 hr.	260x
5 min.	520x

20/30 sec: 75% of earned rate.
10 sec: 50% of earned rate.

7. PACKAGE PLANS

PER WK.	
AAA	14
AA	13
A	12

20/30 sec: 75% of earned rate.
10 sec: 50% of earned rate.

8. PROGRAM TIME RATES

1 hr.	100	95	90	85	80	75
1/2 hr.	60	58	56	54	52	50
1/4 hr.	40	38	36	34	32	30
5 min.	20	18	16	14	13	12

10. SPECIAL FEATURES
News, sports, agricultural weather forecasts, agricultural advisories and Funny Birds—1-1/2x earned rate.

WTIK
1946

Country and Western



Subscriber to the NAB Radio Code
Media Code 4 234 2200 5.00
W and W Broadcasting Co., Inc., Box 1571, 707 Leon St., Durham, N. C. 27702. Phone 919-477-7351.

1. PERSONNEL

General Manager—Orval C. Cox
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
David Carpenter Company.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1310 kc. Directional.
Operating schedule: 5:00-12:05 am Mon thru Sat; 7:00-12:05 am Sun. EST.

4. AGENCY COMMISSION

15%
5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 47b, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Golden Crescent Group.

TIME RATES

Rates effective May 1, 1963.
Rates received May 1, 1963.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 hr.	12.00
13 hr.	10.80
26 hr.	9.60

7. PACKAGE PLANS

ROS PACKAGE	
15 announcements	126.00
25 announcements	180.00
50 announcements	330.00

8. PROGRAM TIME RATES

1 hr.	30.00	18.00	52 hr.	21.00	12.80
13 hr.	27.00	16.20	156 hr.	18.00	10.80
26 hr.	24.00	14.40	312 hr.	16.50	9.90

10. SPECIAL FEATURES

News service fee 30% of the time charges. No extra charge for newscaster on duty.
Sports programs—30% higher than listed rates.
10 second Time Signals—Minimum of 30 per wk: 1-13 wk 2.75 13-26 wk 2.25

EDEN (1 AM; 1 FM)

Rockingham County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WLOE WEAF (FM)
1946 1950



Subscriber to the NAB Radio Code
Media Code 4 234 2225 2.00
WLOE, Inc., Box 632, Eden, N. C. 27288. Phone 919-623-3118.

1. PERSONNEL

Pres. & Mgr.—Douglas L. Craddock.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:00 am-midnight. EST.

FM FACILITIES

ERP 27,000 w.; 94.5 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 96 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47b, 51b.
Comb.; Cont. Discounts: 60c, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 ET 8/1/68—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS	
1 min	2.25
30 sec	1.75

8. PROGRAM TIME RATES

1 hr.	25.00	24.50	24.00	23.50	23.00	22.00
1/2 hr.	16.00	15.50	15.00	14.50	14.00	13.00
25 min.	14.00	13.50	13.00	12.50	12.00	11.00
1/4 hr.	8.50	8.00	7.75	7.50	7.25	7.00
10 min.	6.50	6.25	6.00	5.75	5.50	5.25
5 min.	5.00	4.50	4.25	4.00	3.75	3.50

EDENTON

Chowan County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WCDJ
1955

Media Code 4 234 2250 0.00
Colonial Broadcasters, Inc., Box 180, Paradise, Rd., Edenton, N. C. 27032. Phone 919-482-2103.

1. PERSONNEL

President—William T. Watkins.
General Manager—James F. Flanagan.
Sales Manager—Thomas L. Privott.

3. FACILITIES

1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations

Contract: 43.
Affiliated with KBS and NAB.
Member: Southeastern Key Market Network.

TIME RATES

ET 7/31/68—Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS	
1 min	3.00
30 sec	2.25

8. PROGRAM TIME RATES

1 hr.	30.00	27.00	24.30	21.85	19.85	18.85
1/2 hr.	18.00	16.20	14.55	13.10	11.80	10.40
1/4 hr.	10.00	9.00	8.10	7.30	6.63	5.90
10 min.	7.00	6.30	5.65	5.05	4.55	4.10
5 min.	5.00	4.50	4.05	3.65	3.30	3.00

ELIZABETH CITY (2 AM)

Pasquotank County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WCNC
1939

Media Code 4 234 2300 3.00
Albemarle Broadcasting Co., Inc., Box 535, Personage St., Extended, Elizabeth City, N. C. 27909. Phone 919-355-4370.

1. PERSONNEL

General Manager—Joseph L. Lamb, Jr.
Assistant Manager—Desmond S. Barclay.
Program Director—Jimmy Raper.

2. REPRESENTATIVES

Hal Walton & Company, Inc.
Bobm-Tenn Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION

15%
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective April 1, 1958.
Rates received March 26, 1958.

6. SPOT ANNOUNCEMENTS

1 time	1 min.	80 sec.	(*)
13 times	5.50	4.50	3.50
26 times	5.20	4.20	3.20
52 times	5.00	4.00	3.00
104 times	4.80	3.80	2.80
156 times	4.50	3.50	2.50
260 times	4.25	3.25	2.25
312 times	4.00	3.00	2.00

(*) 10-second "Quickie", maximum 30 words.

WGAI
1947

Media Code 4 234 2350 8.00
WGAI Radio Co., Inc., Box 849, Elizabeth City, N. C. 27909. Phone 919-355-4371.
Studio: 4 miles N. of Elizabeth City on U. S. 17.

1. PERSONNEL

Owner-Manager—C. Alden Baker.
Station Manager—Bob Thomas.
Assistant Manager—Mrs. Faye H. Jones.

2. REPRESENTATIVES

Tenn Spot Sales.
3. FACILITIES
1,000 w. days, 500 w. nights; 560 kc. Directional—separate patterns, day and night.
Operating schedule: 8 am-midnight. EST.

4. AGENCY COMMISSION

None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 24c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 ET 8/1/68—Rec'd 5/28/68.

6. SPOT ANNOUNCEMENTS	
Traffic Times—7-9 am, noon-1 pm & 4-6:30 pm.	10 sec 20 sec 30 sec 1 min
Traffic time/fix pos.	1.75 2.25 3.00 4.00
1,000 w.	1.50 2.00 2.50 3.25

8. PROGRAM TIME RATES

3 hr.	5%	11 hr.	15%
6 hr.	10%	16 hr.	20%
Each 13 wks.	5%	52 wk.	20%

8. PROGRAM TIME RATES

2 min.	3.50	10 min.	9.00
5 min.	6.00	15 min.	12.00

ELIZABETHTOWN

Bladen County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WBLA
1956

Subscriber to the NAB Radio Code
Media Code 4 234 2400 1.00
Bladen Broadcasting Corp., Box 458, Elizabethtown, N. C. 28337. Phone 919-862-3184, 5.

STATION'S PROGRAMMING DESCRIPTION

WBLA: Programmed for farmers.
6-7 am & 11:30 am-1 pm farm market, weather reports, county agents reports, guests and discussion.
Country oriented music, 7-9 am entertainment, news, general popular music, 9-10 am sermons, sacred music, 10-11:30 am entertainment, news and telephone conversation format with air personality using open telephone lines. 1-3 pm general popular music. 3-5 pm programmed for young adults and teens, school news, sports, current hits, 5-7:30 pm general popular music featuring showtunes, film, music. NEWS: 5 min network every hour at :55. Local and headline news on half hour. Contact Representative for further details. Rec'd 7/20/67.

1. PERSONNEL

President—E. Clayton Register.
Vice-President—Edward B. Clark.
Secretary-Treasurer—Chatham C. Clark.

2. REPRESENTATIVES

George T. Hopewell, Inc.
T-N Spot Sales.

3. FACILITIES

1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6:00 am-sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations

General: 3d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b.
Contracts: 40c.
Cancellation: 70c.
Prod. Services: 82.
Affiliated with KBS Radio Network.
Member: The Tobacco Radio Network and The TN Radio News Network.

TIME RATES

Rates effective October 1, 1956.
Rates received October 8, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 hr.	1/2 1/4 10 5 1
1 hr.	40.00
13 hr.	38.00
26 hr.	36.00
52 hr.	34.00
104 hr.	32.00
156 hr.	30.00
210 hr.	28.00
264 hr.	26.00
312 hr.	24.00

(*) Station break.

NORTH CAROLINA

NORTH CAROLINA

Fairmont—W F M O—Continued

Cancellation: 71a, 73a.
Member: The Tobacco Radio Network and The TN Radio News Network.

TIME RATES

Card received September 19, 1955.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1/2 hr. 1/4 hr. 5 min. 1 min. 50 wds.
1 time... 36.00 24.00 12.00 7.00 5.50
13 times... 34.20 22.80 11.40 6.85 4.75
26 times... 32.40 21.60 10.80 6.30 4.50
52 times... 30.60 20.40 10.20 5.85 4.25
104 times... 28.80 19.20 9.60 5.60 4.00
156 times... 27.00 18.00 9.00 5.25 3.75
260 times... 25.20 16.80 8.40 4.90 3.50
Station break spots limited to 50 words, carry one minute rate. One minute spots placed as near desired time as possible. Position of station breaks guaranteed.

FARMVILLE

Pitt County—Map Location J-4
See SHDS consumer market map and data at beginning of the State.

W F A G

1959



Media Code 4 234 2550 3.00
Carl V. Venters, Jr., Farmville Broadcasting Co., Box 148, N. Main St., Ext., Farmville, N. C. 27828. Phone 753-4122.
STATION'S PROGRAMMING DESCRIPTION
W F A G: Programmed for adults and young adults. Modern country and western music. AIR PERSONALITIES handle all segments. NEWS: programs M-Sat, 6-7 am & noon-1 pm. NEWS: 5 min every hour, 2 min every half hour. Local weather conditions every hour. Local news and police reports noon-12:10 pm, 4:05-4:10 pm. Community bulletin board 5 times daily. Sat high school and college football plus little league award programs. Sun 7 am-noon live and recorded religious programs. Mobile remote truck. Contact Representative for further details. Rec'd 7/24/57.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl V. Venters, Jr.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
500 w. days; 1250 kc. Non-directional. Operating schedule: 5:45 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26b, 30, 33a.
Contracts: 40a, 42d, 44b, 45, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60l, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Tobacco Radio Network, The TN Radio News Network.

TIME RATES

Rates effective July 1, 1961. (Card No. 1.)
Rates received August 3, 1961.
6. SPOT ANNOUNCEMENTS
1 minute 1 13 26 52 104 260 312
or less... 3.25 3.00 2.75 2.50 2.25 2.00 1.75
8. PROGRAM TIME RATES
1/2 hr 1/4 hr 10 min 5 min
13x—5% 52x—12 1/2% 156x—20%
26x—10% 104x—15% 260x—25%

FAYETTEVILLE (4 AM; 1 FM)

Cumberland County—Map Location H-5
See SHDS consumer market map and data at beginning of the State.

W F A I

1948

Media Code 4 234 2600 6.00
Jackson F. Lee, Box 649, 1108 (R) Ramsey St., Fayetteville, N. C. 28302. Phone 919-483-0393.
STATION'S PROGRAMMING DESCRIPTION
W F A I: Programmed for adults.
Network news, features, sports and personalities. 5 min local news 7:10 am, 12:10 pm & 6:15 pm M-F. 10 min locally done sports 7:45 am M-Sat. 15 min sports 6 pm M-F. Live play-by-play of local high school and area college football and basketball and major league baseball. 5 min editorial twice daily. All general popular middle-of-the-road music, except country and western 5:30-7 am M-F. 1 hour Spanish Sat. Feature Broadway showtimes 2:10-3 pm M-F. Live coverage of city council meetings and other important local events. Contact Representative for further details. Rec'd 7/21/57.

1. PERSONNEL
Gen'l & Com'l Mgr.—Jackson F. Lee.
Program Director—Joyce Wagstaff.
2. REPRESENTATIVES
Burn-Smith Company, Inc.
Atlanta—David Carpenter Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30-12:15 am Mon thru Sat; 5:45-12:05 am Sun. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15c.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 28a.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60d, 60g, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with CBS and KBS.

TIME RATES

No. 7 Eff 12/1/57—Rec'd 10/31/57.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 260x 312x
1 min 9.00 8.65 8.40 8.00 7.75 7.40 7.20 6.75
30 sec 7.25 6.95 6.75 6.45 6.25 6.00 5.80 5.45
10 sec, ea, cannot be combined for discount 3.50
7. PACKAGE PLAN
PER WK: 10 t 12 t 20 t 40 t 50 t
1 min 55 63 130 240 250
80 sec 55 63 130 240 250
8. PROGRAM TIME RATES
1x 13x 26x 52x 104x 156x 260x 312x
1 hr 60.00 57.00 54.00 51.00 48.00 45.00 42.00 40.00
1/2 hr 36.00 34.20 32.40 30.60 28.80 27.00 25.20 24.00
1/4 hr 24.00 22.80 21.60 20.40 19.20 18.00 16.80 15.60
5 min 12.00 11.40 10.80 10.20 9.60 9.00 8.40 8.10

W F B S

SPRING LAKE

City of license—Spring Lake, N. C.
Fayetteville office—4788 Raeford Rd., Fayetteville, N. C. Phone 919-485-8101.
See listing under Spring Lake, N. C.

W F L B

1947

Media Code 4 234 2650 1.00
WFLB, Inc., Box 530, 325 Hay St., Fayetteville, N. C. 28302. Phone 919-483-7136.

1. PERSONNEL
General Manager—Herschell G. Barbour.
Program Director—Paul Michels.
Sales—Bill Davis.
2. REPRESENTATIVES
PRO Time Sales, Inc.
Atlanta—Busby, Finch and Woods, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21c, 24a, 24c, 25a, 28b, 28c, 30, 32a, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

Eff 6/1/58—Rec'd 10/17/58.
6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 1 t 4 t 6 t 10 t 12 t 15 t 20 t
1 min 11.00 10.00 9.00 8.00 7.50 7.00 6.50
30 sec 8.00 7.50 7.00 6.50 6.00 5.50 5.00
26 wk 8.10 7.70 7.30 6.90 6.50 6.20 5.90
52 wk 7.70 7.30 6.90 6.50 6.20 5.90 5.60
7. PACKAGE PLANS
1 MINUTE—ROS
PER WK: 6 t 12 t 18 t 24 t 30 t
1 min 11.00 10.00 9.00 8.00 7.00 6.50 6.00 5.20
30 sec 8.00 7.50 7.00 6.50 6.00 5.50 5.00
Less than 30 sec: 50% of 1-min.

W F N C

W F N C-FM

1938

1947

Media Code 4 234 2700 4.00
Cape Fear Broadcasting Co., 1009 William Clark Rd., Fayetteville, N. C. 28303. Phone 919-484-4181.
1. PERSONNEL
President—Victor W. Dawson.
Asst. Mgr. & Com'l Mgr.—Johnny Joyce.
Program Director—Bill Ashford.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
10,000 w. days; 1,000 w. nights; 940 kc.
Directional—night only.
Operating schedule: 5:30 am-midnight. EST.
FM FACILITIES
ERP 50,000 w.; 98.1 mc.
Antenna ht.—300 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 18b, 14b.
Basic Rates: 20a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60l, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: The Tobacco Radio Network; The TN Radio News Network.

TIME RATES

No. 9 Eff 5/1/58—Rec'd 4/4/58.
6. SPOT ANNOUNCEMENTS
FIXED POSITION: 1 min 104 x 8.60
1 x 11.00 10.35 9.70 9.05
13 x 11.00 10.35 9.70 9.05
26 x 11.00 10.35 9.70 9.05
52 x 11.00 10.35 9.70 9.05
20/30 sec: 75% of 1-min. *10 sec: 50% of 1-min.
(* Not combinable for frequency discount.)
7. PACKAGE PLANS
1 MINUTE—ROS
PER WK: 5 t 12 t 18 t 24 t 30 t
1 min 11.00 10.35 9.70 9.05 8.40
20/30 sec: 75% of 1-min. *10 sec: 50% of 1-min.
(* Not combinable for frequency discount.)
8. PROGRAM TIME RATES
1 x 1/2 hr 1/4 hr 10 min 5 min
13 x 41.00 28.00 17.00 14.00
26 x 39.30 26.20 16.70 13.25
18 x 37.25 24.85 16.10 12.65
52 x 35.20 23.45 15.55 12.10
104 x 33.10 22.10 14.95 11.60
156 x 31.00 20.70 14.40 10.95
260 x 28.75 19.10 13.80 10.35
312 x 25.90 18.40 13.20 9.80

WIDU

1958



Media Code 4 234 2750 9.00
WIDU Broadcasting, Inc., Box 247, North Water St., Fayetteville, N. C. 28302. Phone 919-483-6111.

1. PERSONNEL
President—D. F. Owen.
Vice President—Ted Leeper.
Sec. & General Manager—W. B. Belch.
2. REPRESENTATIVES
Greener, Hiken, Sears.
South—Bernard I. Ochs Co.
3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 28a.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 11/15/56—Rec'd 11/25/56.
AA—7-9 am & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
CLASS AA
1 x 1 min 30 sec 1 min 30 sec
52 x 6.50 5.00 312 x 5.05 4.00
104 x 5.85 4.50 936 x 4.45 3.50
156 x 5.35 4.25 1248 x 4.15 3.25
CLASS A
1 x 5.25 4.20 312 x 4.25 3.40
52 x 5.00 4.00 624 x 4.00 3.20
104 x 4.75 3.80 936 x 3.75 3.00
156 x 4.50 3.60 1248 x 3.50 2.80

FOREST CITY (2 AM; 2 FM)

Rutherford County—Map Location D-5
See SHDS consumer market map and data at beginning of the State.

W A G Y

1958

Media Code 4 234 2800 2.00
Tri-City Broadcasting Co., Box 280, Forest City, N. C. 28043. Phone 704-245-9887.

STATION'S PROGRAMMING DESCRIPTION
W A G Y: Programmed for mass appeal.
NEWS: on hour. Telephone swap shop 45 min daily. Morning devotion and evening reports. Farm program. 1 hour women's program. MUSIC: 60% country, 30% gospel, 15% current hits, and 5% organ and piano instrumentals from '20's and '30's. 8 air personalities handle all segments. Rec'd 7-31-57.
1. PERSONNEL
General Manager—G. T. Becknell.
Traffic Manager—Mary Flack.
Commercial Manager—Fred A. Blanton.
2. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
3. AGENCY COMMISSION
15/0.
4. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3b, 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 28b, 28c, 29a.
Contracts: 40c, 41, 42b, 42d, 44a, 47c, 48, 61b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 7/30/59.
6. SPOT ANNOUNCEMENTS
1 min 100x 300x 1000x
30 sec 2.35 2.12 1.88 1.65
15 sec 1.53 1.41 1.30 1.18
1.18 1.06 1.00 .94

W A G Y-FM

1960

Media Code 4 234 2801 0.00
Tri-City Broadcasting Co., Box 280, Forest City, N. C. 28043. Phone 704-245-9887.

STATION'S PROGRAMMING DESCRIPTION
W A G Y-FM: All nighttime gospel and country music until 12M. Rec'd 3/26/59.
1. PERSONNEL
General Manager—G. T. Becknell.
Traffic Manager—Mary Flack.
Commercial Manager—Fred A. Blanton.
2. FACILITIES
ERP 100,000 w. (horiz. & vert.); 105.3 mc.
Operating schedule: 5 am-midnight.
Antenna ht.: 900 ft. above average terrain.
3. AGENCY COMMISSION
15/0.
4. GENERAL ADVERTISING See coded regulations
See W A G Y listing for coded regulations.
TIME RATES
Rates are identical to W A G Y. See that listing.

W B B O

1947



Subscriber to the NAB Radio Code
Media Code 4 234 2850 7.00
Rutherford County Radio Co., Inc., Forest City, N. C. 28043.

1. PERSONNEL
Pres. & Mgr.—Mrs. Ed M. Anderson.
Commercial Manager—Carl R. Henson.
2. REPRESENTATIVES
David Carpenter Company.

5. FACILITIES

1,000 w. days; 780 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-9 am and 4 pm-sunset Mon thru Fri, sunrise-sunset Sat & Sun. For non-simulcast facilities see WBBO-FM.

4. AGENCY COMMISSION

15/0 net charges. Bills rendered monthly.
5. GENERAL RATE POLICY
TIME RATES
Eff 1/1/58—Rec'd 12/9/58.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 260x 312x
1 min 4.60 4.25 3.75 3.00 2.75 2.50 2.25
8. PROGRAM TIME RATES
1x 13x 26x 52x 104x 156x 260x 312x
1 hr 60.00 57.00 54.00 51.00 48.00 45.00 42.00 39.00
1/2 hr 33.00 30.00 30.00 27.00 25.00 23.00 20.00
1/4 hr 22.00 20.00 18.00 17.00 16.00 15.40 14.30
5 min 8.00 7.00 6.50 6.00 6.00 5.50 5.00
Announcements and programs cannot be combined to lower program rates.

W B B O-FM

1948

Media Code 4 234 2851 5.00
Rutherford County Radio Co., Inc., Box 469, West Main St., Forest City, N. C. 28043. Phone 704-245-4205.

1. PERSONNEL
Pres., Gen'l Mgr. & Prog. Dir.—Mrs. Ed M. Anderson.
Sta. & Sales Mgr.—Carl R. Henson, Jr.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
ERP 1,500 w.; 93.3 mc.
Operating schedule: 9 am-4 pm Mon thru Fri. EST.
Antenna ht.: 315 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-4 pm Mon thru Fri. For simulcast facilities see WBBO.
4. AGENCY COMMISSION
15/0 time only; payable by 10th of each month.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM duplicated by AM at no extra cost.

TIME RATES
Eff 9/12/56.
6. SPOT ANNOUNCEMENTS
1 min 5.00 4.00 104 x 4.00 3.20
13 x 4.75 3.80 156 x 3.75 3.00
26 x 4.50 3.60 260 x 3.50 2.80
52 x 4.25 3.40 312 x 3.25 2.60
(* 1 minute or station break.)

FRANKLIN (1 AM; 1 FM)

Macon County—Map Location B-5
See SHDS consumer market map and data at beginning of the State.

W F S C

1957



Subscriber to the NAB Radio Code
Media Code 4 234 2900 0.00
Macon County Broadcasting Co., Box 470, Franklin, N. C. 28734. Phone 704-524-4418.

1. PERSONNEL
President—Henry Bartol.
Vice-Pres. & Gen'l Mgr.—Edwin P. Healy.
Sales Manager—Zeb Guffie, Jr.
2. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: EST.
3. AGENCY COMMISSION
None; all rates net to station.
4. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 44a, 44b, 45, 46, 47c, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES
Eff 9/11/58.
6. SPOT ANNOUNCEMENTS
1 min flat 2.00
8. PROGRAM TIME RATES
1 x 1 hr 1/2 hr 1/4 hr 5 min
13 x 36.80 21.85 13.70 5.75
26 x 34.50 20.70 12.55 5.47
52 x 33.35 19.55 12.08 5.18
104 x 31.05 18.40 11.59 4.89
156 x 30.40 17.25 10.92 4.60
260 x 24.15 13.70 9.20 4.03
312 x 21.85 12.65 7.77 3.94

W F S C-FM

1963



Subscriber to the NAB Radio Code
Media Code 4 234 2901 8.00
Radio Station W F S C, Inc., Box 470, Franklin, N. C. 28734. Phone 704-524-4418.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Edwin P. Healy.
Sales Manager—Zeb Guffie, Jr.
2. FACILITIES
ERP 3,000 w.; 98.7 mc.
Antenna ht.: 200 ft. above average terrain.
3. AGENCY COMMISSION
Net to station, commission if any should be added.
4. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4b, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 44a, 44b, 45, 46, 47c, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 81, 82.
(This listing continued on next page)

TIME RATES

ET 5/1/68—Rec'd 4/16/68.
50% of AM rates.

FUQUAY-VARINA

Wake County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WAKS

1949

Subscriber to the NAB Radio Code
Media Code 4 234 2950 5.00
Wake County Broadcast Company, Inc., Box 588,
Hwy 55, 1.5 miles North of Fuquay-Varina, N. C.
27526. Phone 552-4001.

STATION'S PROGRAMMING DESCRIPTION
WAKS: MUSIC: country and western with gospel feature each hour. 5 trading programs daily and farm programs in morning and noon. 6 personalities handle all segments. Rec'd 10/2/67.

1. PERSONNEL
President—Ted J. Gray, Jr.
General Manager—John B. Constant.
Program Director—Walter Pearson.

2. REPRESENTATIVES
National Time Sales.

3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Amiliated with MBS, Inc.

6. SPOT ANNOUNCEMENTS
NATIONAL AND LOCAL RATES SAME
No. 5 ET 10/67—Rec'd 9/1/67.

7. PACKAGE PLANS
SATURATION PACKAGE
PER MO: 30 ti 60 ti 90 ti 120 ti 150 ti
1 min. 3.75 3.40 3.15 2.70 2.35 2.20
30 sec. 3.15 3.00 2.65 2.35 2.05 1.85

8. PROGRAM TIME RATES
1 hr. 13x 26x 52x 103x 156+
1 hr. 35.00 31.00 27.00 25.00 22.50 19.50
1/2 hr. 21.25 19.25 18.25 16.25 13.25 11.75
1/4 hr. 17.00 14.00 12.00 10.00 8.25 8.25
5 min. 12.00 9.50 7.75 6.75 5.50 4.50

9. SPECIAL FEATURES
PER DAY: 1-3 ti. 1.15 3-5 ti. 1.00

10. TIME SIGNALS
1-3 ti. 1.15 3-5 ti. 1.00

GASTONIA (3 AM; 1 FM)

Gaston County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WGAS

1959

Subscriber to the NAB Radio Code
Media Code 4 234 3000 8.00
MGM Broadcasting Corp., Drawer 250, Gastonia,
N. C. 28052. Phone 704-885-5796.

STATION'S PROGRAMMING DESCRIPTION
WGAS: Programming adults 18-35 years.
WAS: 6-7 am & 11-30 am, market reports,
crop conditions. MUSIC: country 40%, middle-of-the-road 40%, rock 20%. Talk 20%, daily phone swap shop 9-30-11 am, 4-4-30 pm, audience participation by phone on record programs. Editorials, daily, discussions forums. SPORTS: 2 daily programs with seasonal play-by-play. Personalities, 5.

NEWS: director, 3 mobile units, regional news network, local actualities and beeper reports, school, special events. Weather, US Weather Bureau reports 12 daily. Continuity and production facilities. Personalities and equipment available for remote broadcasts. Contact Representative for further details. Rec'd 8/16/67.

1. PERSONNEL
General Manager—Boyce J. Hanna.
Commercial Manager—Charles Hanna.
Operations Manager—Gray Ingram.

2. REPRESENTATIVES
George V. Hopewell, Inc.

3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 4:30 am-local sunset. EST.

4. AGENCY COMMISSION
15% on cash discount. Bills due monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 22a, 23a, 24a, 25a, 26a, 28a, 28c.
Contracts: 40a, 41, 42, 43a, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70a, 70a, 71a, 73a.
Prod. Services: 80, 82.

Quantity discounts apply on each classification only.
Member: The TN Radio News Network, The Tobacco Radio Network.

6. SPOT ANNOUNCEMENTS
NATIONAL AND LOCAL RATES SAME
Rates effective: October 1, 1964.
Card received October 1, 1964.

7. PACKAGE PLANS
SATURATION PLANS
1 MINUTE
PER WK: 30 ti. 75.00 70 ti. 154.00
40 ti. 90.00 80 ti. 172.00
50 ti. 115.00 90 ti. 189.00
60 ti. 135.00 100 ti. 210.00
20 seconds—80% of above rates.
10 seconds—70% of above rates.

8. PROGRAM TIME RATES
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 x. 60 42 30 20 12

9. SPECIAL FEATURES
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 x. 60 42 30 20 12

10. TIME SIGNALS
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 x. 60 42 30 20 12

11. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 28a, 28c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60g, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Amiliated with American Information Network.
Member: Tobacco Radio Network; The TN Radio News Network.

12. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 23a, 28c, 28c.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 60i.
Cancellation: 70a, 71a.
Member: The Radio Smiles Group.

13. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 23a, 28c, 28c.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 60i.
Cancellation: 70a, 71a.
Member: The Radio Smiles Group.

14. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 23a, 28c, 28c.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 60i.
Cancellation: 70a, 71a.
Member: The Radio Smiles Group.

8. PROGRAM TIME RATES

1 Hour: 60% of hour. 10 min: 80% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

DISCOUNTS
13x—5% 52x—12 1/2% 156x—20%
26x—10% 104x—15% 260x—25%

WGNC

1939

WGNC-FM

1968

Subscriber to the NAB Radio Code
Media Code 4 234 3050 3.00
Catherine T. McSwain, Dallas Rd., Gastonia, N. C.
28052.

1. PERSONNEL
Manager—Pat McSwain.

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
Prod. Services: 80, 82.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Comb.: Cont. Discounts: 60a.
Amiliated with American Entertainment Network.
Discounts not applicable if periods exceed corresponding number of times.

6. SPOT ANNOUNCEMENTS
Announcement programs consisting of recorded music with announcements made between selections.
One minute announcement limited to 100 words.
1 (6:00-11:00 pm)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 minute. 4.00 3.80 3.60 3.40 3.20 3.00

7. PACKAGE PLANS
SATURATION PACKAGE
PER MO: 30 ti 60 ti 90 ti 120 ti 150 ti
1 min. 2.15 2.05 1.95 1.85 1.75
30 sec. 1.80 1.70 1.60 1.50 1.40

8. PROGRAM TIME RATES
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 x. 60 42 30 20 12

9. SPECIAL FEATURES
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 x. 60 42 30 20 12

10. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 28a, 28c.
Contracts: 40a, 42b, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

11. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

12. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

13. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

14. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

15. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

16. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

17. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

18. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

19. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

20. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

21. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

22. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

23. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

24. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

25. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

26. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

27. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

28. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

29. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

30. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

31. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

32. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

33. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

34. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

35. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

36. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

37. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

38. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4b, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 25b, 28c, 29a.
Contracts: 40a, 42b, 43, 44, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.

WEQR (FM)

1946

NAB

Media Code 4 234 3150 1.00
Eastern Carolina Broadcasting

NORTH CAROLINA

GRANITE FALLS

Caldwell County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WKJK

1963

Media code 4 234 3325 9.00
Broadcasting Enterprises, Inc., Box R, South Main
Ext., Granite Falls, N. C. 28630. Phone 704-398-
3901.

- PERSONNEL**
General Manager—John R. Morris.
Chief Engineer—Frank White.
News Editor—Robin Gatwood.
- FACILITIES**
500 w.; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 24a, 24b, 25b, 26, 28b, 28c,
29a, 33b.
Contracts: 40a, 42a, 42c, 44a, 45, 47e, 48, 51a, 51b,
51c.
Comb.: Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES		5/1/68—Rec'd 4/23/69.	
6. SPOT ANNOUNCEMENTS			
1 min.	ix	5ix	500x 750+
30 sec.	4.25	3.50	3.00 2.60 2.80
15 sec.	3.00	2.50	2.25 2.00 1.75
7. PACKAGE PLANS			
30 DAYS:	50 ti	100 ti	150 ti
1 min.	3.00	2.50	2.30
30 sec.	2.25	2.00	1.75
15 sec. (minimum 50 ti)			1.50
10 DAYS:	25 ti	50 ti	75 ti
1 min.	3.25	2.70	2.50
30 sec.	2.40	2.10	2.00
15 sec. (minimum 50 ti)			1.50
8. PROGRAM TIME RATES			
1 hr.	ix	5ix	500x 750+
1/2 hr.	45.00	40.00	
1/4 hr.	25.00	22.00	18.50
1/4 hr.	17.00	14.00	12.00
5 min.	8.50	7.00	6.00 4.60

GREENSBORO (5 AM; 2 FM)

Gulford County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WBIG

1926

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 234 3350 7.00
North Carolina Broadcasting Co., Inc., Box 20204,
Battleground at Edney Ridge Rd., Greensboro,
N. C. 27420. Phone 919-288-4131.

- PERSONNEL**
Pres. & Gen'l Mgr.—Allen Wannamaker.
Assistant Manager—Dan T. Griffin.
Director of Sales—W. H. Henry.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w.; 1470 kc. Directional—night only.
Operating schedule: 5:00-1:00 am weekdays; 6:30 am-
midnight Sun. EST.
- AGENCY COMMISSION**
15% on net charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24c, 26, 28a,
29a, 33a, 34a, 35a, 36a, 37a, 38a, 39a, 40a, 41a,
42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a.
Comb.: Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES		No. 20 Eff 4/15/68—Rec'd 4/10/68.	
AA—Mon thru Sat 6-10 am & 4-6:30 pm.			
A—All other times.			
6. SPOT ANNOUNCEMENTS			
1 min.	ix	5ix	500x 750+
30 sec.	4.25	3.50	3.00 2.60 2.80
15 sec.	3.00	2.50	2.25 2.00 1.75
7. PACKAGE PLANS			
30 DAYS:	50 ti	100 ti	150 ti
1 min.	3.00	2.50	2.30
30 sec.	2.25	2.00	1.75
15 sec. (minimum 50 ti)			1.50
10 DAYS:	25 ti	50 ti	75 ti
1 min.	3.25	2.70	2.50
30 sec.	2.40	2.10	2.00
15 sec. (minimum 50 ti)			1.50
8. PROGRAM TIME RATES			
1 hr.	ix	5ix	500x 750+
1/2 hr.	45.00	40.00	
1/4 hr.	25.00	22.00	18.50
1/4 hr.	17.00	14.00	12.00
5 min.	8.50	7.00	6.00 4.60

A:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min.	20.00	18.00	18.00	17.00	16.00
30/20 sec.	15.00	14.25	13.50	12.75	12.00
ID's	10.00	9.50	9.00	8.50	8.00

All spots are combinable.

10. SPECIAL FEATURES

	ix	5ix	10ix	15ix	20ix	30ix
AA	35.00	34.00	33.00	28.00	27.00	26.00
A	27.00	26.50	26.00	25.00	24.00	23.00

WCOG

1948

A Thoms Station



- PERSONNEL**
President—Harold H. Thoms.
General Manager—James P. Poston.
Program Director—Jon Holiday.
- REPRESENTATIVES**
H-R Representatives, Inc.
Thoms Radio-TV Enterprises, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. night; 1320 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net charges; no cash discount or rebate.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,
6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23a,
24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 61c,
62b.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES		ET 4/1/68—Rec'd 3/11/68.	
6. SPOT ANNOUNCEMENTS			
AAA—Mon thru Fri 3-7 pm.			
AA—Mon thru Fri 6-10 am.			
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sun all day.			
B—All other times.			
1 MINUTE			
PER WK:	6 ti	12 ti	18 ti 24 ti 30 ti
AAA	18.00	17.00	16.00 15.00 14.00
AA	16.00	15.00	14.00 13.00 12.00
B	12.00	11.00	10.00 9.50 9.00
ROS, Mon-Sat.	15.50	14.75	14.00 13.25 12.50
20/30 sec.	80%	1-min.	10 sec.
CONSECUTIVE WEEK DISCOUNTS			
26 wk	4%	52 wk	8%
RATEHOLDER			
Minimum wky schedule of 6 1-min spot 6 am-mid Mon-Sun necessary to maintain consec wk advertising.			
10. SPECIAL FEATURES			
PROGRAM STRIP RATES			
5-Minute Spotting Plan			
5-min on the hour available for news, sports, weather, market summary or other participation. Also available within balanced musical segments.			
5-min—1-1/2x applicable 1-min rate.			

WEAL

1962

- PERSONNEL**
Media Code 4 234 3450 5.00
WEAL, Inc., Box 6828, 1002 Arnold St., Greensboro, N. C. 27405. Phone 919-272-5121.
- STATION'S PROGRAMMING DESCRIPTION**
WEAL: Programmed for Negro listener.
MUSIC: rhythm and blues jazz and gospel. AIR PERSONALITIES handle all segments. Commercials by air personalities are interchangeable and can be taped or ad-lib. NEWS: 5 min at :55 & 15 min at noon, local and national in scope. Mobile unit for on the spot coverage. COMMERCIAL POLICY 16 minutes maximum permitted in any hour. Contact Representative for further details. Rec'd 11/20/67.
- PERSONNEL**
Chairman of Board—Ralph C. Price.
Pres. & Gen'l Mgr.—Carroll G. Ogle.
Asst. & Sales Director—William P. Mitchell.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10b.
Basic Rates: 20b, 21a, 22b, 28c, 29a, 33c.
Contracts: 40a, 44a, 45.
Comb.: Cont. Discounts: 60e, 62b.
Cancellation: 70d, 71a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES		ET 10/1/68—Rec'd 9/8/68	
6. SPOT ANNOUNCEMENTS			
1 min.	ix	5ix	260x 520x 1000x
30 sec.	10	9	8 7 6
7. PACKAGE PLANS			
SATURATION PACKAGES			
Per wk	10 ti	15 ti	20 ti 30 ti
10 second—50% of 1-minute rate.	9	8	7 6
30 second—75% of 1-minute rate.			
8. PROGRAM TIME RATES			
1 hr.			120

WBG

1942

adam young inc.



- PERSONNEL**
Subscriber to the NAB Radio Code
Media Code 4 234 3500 7.00
Greensboro Broadcasting Co., Inc., Box 22005, Greensboro, N. C. 27420. Phone 919-273-3831.
- STATION'S PROGRAMMING DESCRIPTION**
WBG: Programmed for young adults and adults. MUSIC: modern country and western. SPORTS: news, play-by-play coverage, football and basketball, local, regional, college, high school, and little league baseball. AIR PERSONALITIES with interviews, editorials, call-ins, comedy. NEWS: local, regional, national, international, weather, time, live network, on spot reports, and stock market. New York and local over counter. FARM: agricultural hints and farm bureau. RELIGIOUS: music, sermons. COMMERCIAL POLICY: product protection 10 minutes, public affairs 15%. Percentage breakdown: news 13%, public affairs 1%, entertainment and sports 80%, and all other except entertainment and sports 6%. Personalities available for remote pickups from shopping centers, state fairs, other special events. Contact Representative for further details. Rec'd 3/11/68.
- PERSONNEL**
Sls. & Sales Mgr.—Ralph M. Lambeth.
Gen'l. & Sports Dir.—Tom Miller.
Woman's Director—Jean Robertson.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-1 am weekdays, 7-12:10 am Sun. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60e, 61a, 62d.
Cancellation: 70a, 70b, 71a, 73a.
Prod. Services: 80, 82.
Member: TN Radio News Network, Tobacco Radio Network.

TIME RATES		ET 11/1/67—Rec'd 9/27/67.	
6. SPOT ANNOUNCEMENTS			
1 min.	ix	5ix	156x 208x 260x 312x
30 sec.	15.00	14.00	13.00 12.00 11.00 10.00 9.00
15 sec.	11.50	10.75	10.00 9.25 8.50 7.75 7.00
10 sec.	7.50	7.00	6.50 6.00 5.50 5.00 4.50
7. PACKAGE PLANS			
WKLY:	5 ti	10 ti	15 ti 20 ti 25 ti
1 min.	12.00	11.00	10.00 9.00 8.00
30 sec.	9.25	8.50	7.75 7.00 6.25
15 sec.	6.00	5.50	5.00 4.50 4.00
8. PROGRAM TIME RATES			
1 hr.	ix	5ix	100x 200x 300x
1/2 hr.	12.00	11.00	10.00 9.00 8.00
1/4 hr.	8.00	7.00	6.00 5.00 4.00
1/4 hr.	4.50	4.00	3.50 3.00 2.50
5 min.	2.25	2.00	1.75 1.50 1.25
Spot maximum of 100 words live or 1-minute transcription; all chain break spots limited to 20 seconds or 50 words.			

WMDE (FM)

1958

- PERSONNEL**
Media Code 4 234 3550 2.00
Piedmont-Crescent Broadcasting Co., 311 Ashboro St., Greensboro, N. C. 27408. Phone 919-274-9711.
- PERSONNEL**
President—Robert R. Hilker.
General Manager—Rick Hall.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
ERP 100,000 w.; 98.7 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.—350 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24a, 25a, 26.
Contracts: 40a, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60d, 60f, 61a, 62b.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Member: TN Radio News Network.

TIME RATES		ET 9/3/68.	
6. SPOT ANNOUNCEMENTS			
PER MO:	1 ti	10 ti	25 ti 50 ti 100 ti
1 min.	8.00	7.25	6.50 5.75 5.00
30 sec.	7.00	6.25	5.50 4.75 4.00
15 sec.	4.00	3.25	2.50 2.25 2.00
CONSECUTIVE WEEK DISCOUNT			
26 wk	4%	52 wk	8%
8. PROGRAM TIME RATES			
1 hr.	ix	5ix	26x 52x
1/2 hr.	47.00	44.50	42.50 37.50
1/4 hr.	28.00	27.00	25.00 23.00
1/4 hr.	16.00	15.00	14.00 13.00

WPET

1954

- PERSONNEL**
Media Code 4 234 3600 5.00
Mido Communications, Inc., Box 950, Meadowview Rd., Greensboro, N. C. 27402. Phone 919-275-4464.
- PERSONNEL**
President—Donald L. Wilks.
General Manager—Thomas Armshaw.
- REPRESENTATIVES**
Meeker Radio, Inc.
Detroit—Pearse Sales.
- FACILITIES**
500 w. days; 850 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a.

TIME RATES		ET 3/22/68—Rec'd 3/25/68.	
6. SPOT ANNOUNCEMENTS			
AA—Drive Times 6-10 am & 4-7 pm.			
A—Housewife Times Sat & Sun all day.			
PER WK:	12 ti	18 ti	24 ti 30 ti
1 min.	8.00	7.00	6.00 5.50
30 sec.	7.00	6.50	6.00 5.50
8. PROGRAM TIME RATES			
1 hr.		52x	104x 156x
1/2 hr.		60	55 50
1/4 hr.		85	80 25
		20	17 15

WQMG (FM)

1962

- PERSONNEL**
Media Code 4 234 3650 0.00
Murray Hill Broadcasting Co., Box 6702, Greensboro, N. C. 27405. Phone 919-275-1657.
- STATION'S PROGRAMMING DESCRIPTION**
WQMG(FM): Programmed for adults and young adults.
MUSIC: popular music including showtunes, film music, middle-of-the-road, 80%. Serious music including classical, Baroque, romantic and modern, 12%. NEWS: 5 min wire service newscasts on hour. COMMERCIAL POLICY: maximum of 10 minutes per hour. No double spotting. Rec'd 12/26/67.
- PERSONNEL**
Pres. & Gen'l Mgr.—Julian Price, III.
Sec'y/Treas. & Asst. to Gen'l Mgr.—Joyce M. Webster.
Sales & Adv. Mgr.—Bill H. Weatherly, Jr.
- FACILITIES**
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 97.1 mc.
Stereo.
Operating schedule: 19 hours daily. EST.
Antenna ht.—515 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 62b.
Cancellation: 70a, 70d.
Prod. Services: 80.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
No. 5 ET 9/1/68—Rec'd 9/8/68.			
6. SPOT ANNOUNCEMENTS			
1 min.	ix	25x	50x 75x 100x 125x 150x
30 sec.	4.25	4.00	3.75 3.50 3.25 3.00 2.75
15 sec.	3.00	2.75	2.50 2.25 2.00 1.75
(*) or less.			
8. PROGRAM TIME RATES			
5 min.	ix	13x	26x 52x 104x 156x
1/4 hr.	7.50	7.00	6.75 6.25 6.00 5.75
1/2 hr.	12.50	11.75	11.25 10.75 10.00 9.00
1/2 hr.	20.00	19.00	18.00 17.00 16.00 15.00
1 hr.	35.00	33.25	31.50 29.75 28.00 26.25
Commercial content:			
5-min program	1 min	30-min program	3 min
15-min program			

6. SPOT ANNOUNCEMENTS

	AA	A
1 min	30/20	1 min 30/20
2 min	17.00	12.75
28 x	16.00	12.00
52 x	15.00	11.25
104 x	14.00	10.50
156 x	13.00	9.75
260 x	12.00	9.00
312 x	11.00	8.25
520 x	10.00	7.50
1000 x	9.00	6.75

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
AA	12.00	11.00	10.00	9.00
A	10.00	9.00	8.00	7.00

AA	30/20 SECONDS	9.00	8.25	7.50	6.75
A		7.50	6.75	6.00	5.25

8. PROGRAM TIME RATES

	5x	52x	104x	260x	312x
1 hr	100.00	95.00	90.00	85.00	75.00
1/2 hr	75.00	72.00	69.00	66.00	63.00
1/4 hr	50.00	47.00	44.00	41.00	38.00
5 min	25.00	23.00	21.00	19.00	18.00

WNCT-FM

1963



Media Code 4 234 3701 1.00
 WNCT (FM)—Box 898, Evans St., Extension, Greenville, N. C. 27834. Phone 919-758-3180. TWX 92-102-101.
STATION'S PROGRAMMING DESCRIPTION
 WNCT-FM. Programmed for adults and young adults. NEWS: 10 min network every hour on hour. MUSIC: features general popular music, showtunes, standards. COMMERCIAL POLICY: five 1 minute announcements per hour segment. Rec'd 7/14/67.

- PERSONNEL**
 President—Roy H. Park
 Manager—Hank Tribble
 Sales Manager—J. T. Snowden, Jr.
- FACILITIES**
 ERP 100,000 w.; 107.7 mc. Stereo.
 Operating schedule: 6:00-1:00 am Mon thru Fri; 7:30-1:00 am Sat and Sun.
 Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
 15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26a, 28a, 29a, 30a, 32b.
 Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.

15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26a, 28a, 29a, 30a, 32b.
 Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.

6. SPOT ANNOUNCEMENTS

1 MINUTE	4.50	2.08	3.50
1 ti	4.50	2.08	3.50
26 ti	4.25	3.60	3.25
52 ti	4.00	6.20	3.00
104 ti	3.75		

Media Code 4 234 3750 8.00
 WOOW Broadcasting Inc., Box 847, 304 Evans St., Greenville, N. C. 27834. Phone 919-758-1171.

- PERSONNEL**
 Pres., Sta. Mgr. & Prog. Dir.—Danny S. Jacobson.
- REPRESENTATIVES**
 New York, Chicago, Los Angeles—Hal Walton & Company, Inc.
- FACILITIES**
 South—Southern Spot Sales, Inc.
 1,000 w. days. 250 w. nights; 1340 kc. Non-directional.
 Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
 15% of time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10g, 12g, 13g, 14g, 15a, 15b.
 Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62a.
 Cancellation: 70b, 70c, 71a, 73a.
 Prod. Services: 80, 82.

7. TIME RATES

ET 5/1/69—Rec'd 3/17/69.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	100	180	240	300	325

Media Code 4 234 3800 1.00
 Curtis & Associates, Inc., Drawer 487, 1 Radio Rd., Greenville, N. C. 27834. Phone 919-758-4161.

- PERSONNEL**
 President—Donald W. Curtis.
 Vice-Pres. & Gen'l Mgr.—George R. Francis, Jr.
- REPRESENTATIVES**
 Vic Plano Associates, Inc.
- FACILITIES**
 1,000 w. days; 1550 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15% of time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,

September 1, 1969

25a, 26, 28a, 28c, 29a, 30, 33d.
 Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.
 Member: National AirRadio Groups, Inc., Carolina Radio Network.
 10% discount if bought with WCSL, Cherryville or WEWO, Laurinburg.
 15% discount if bought with WCSL, Cherryville or WEWO, Laurinburg.

ET 12/1/68—Rec'd 11/18/68.

6. SPOT ANNOUNCEMENTS

1 min	ix	13x	26x	52x	156x
1 min	6.50	6.00	5.50	5.00	4.50
30 sec	75% of 1-min.		10 sec	50% of 1-min.	

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	35.00	20.00	16.50	10.00
13 x	47.20	32.20	18.75	15.60	9.20
26 x	44.35	29.40	17.50	14.70	8.40
52 x	41.55	28.00	16.25	13.80	7.60
156 x	39.00	23.80	15.00	12.60	6.50

HAMLET

Richmond County—Map Location F-5
 See SDDS consumer market map and data at beginning of the State.

WKDX

1957

Media Code 4 234 3850 6.00
 Hilden A. Lyon, Box 828, Fifth St., Hamlet, N. C. 28345. Phone 582-2658.

- PERSONNEL**
 General Manager—V. E. Beboist.
- REPRESENTATIVES**
 Vic Plano Associates, Inc.
- FACILITIES**
 1,000 w. days; 1250 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 15% of time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 4a, 5, 6a.
 Rate Protection: 10b.
 Basic Rates: 20b, 21a, 23a, 24a, 25a, 26.
 Contracts: 40a, 44a, 47a, 51a.
 Comb.; Cont. Discounts: 60a, 62b.
 Cancellation: 72.
 Prod. Services: 80, 82.

7. TIME RATES

Rates effective August 30, 1961.

6. SPOT ANNOUNCEMENTS

1 minute	4.00	3.80	3.60	3.40	3.20	3.00
30 seconds	3.00	2.85	2.70	2.55	2.40	2.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 ti	5 ti
1 hour	50.00	47.50	45.00	42.50	40.00
1/2 hour	27.50	26.13	24.75	23.38	22.00
1/4 hour	15.00	14.25	13.50	12.75	12.00
10 minutes	12.00	11.40	10.80	10.20	9.60
5 minutes	8.00	7.60	7.20	6.80	6.40

HAVELOCK

Craven County—Map Location K-5
 See SDDS consumer market map and data at beginning of the State.

WKVO

(formerly WUSM)

1962

Subscriber to the NAB Radio Code
 Media Code 4 234 3900 9.00
 Southeast State Broadcasting Corp., The Penthouse, Commercial Center, Havelock, N. C. 28532. Phone 447-5100.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Charles P. Wenk.
 Operation Director—Bruce Kent.
 Commercial Manager—Dee Davis.
- REPRESENTATIVES**
 Gill-Perna, Inc.
- FACILITIES**
 1,000 w. days; 1330 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 15% of time and talent.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 23a, 24a, 26, 28b, 29a.
 Contracts: 40c, 42b, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with KBS.
 Member: TN Radio News Network, Tobacco Radio Network.

7. TIME RATES

ET 4/1/68—Rec'd 4/2/62.

6. SPOT ANNOUNCEMENTS

1 min	ix	13x	26x	52x	156x
1 min	5.00	4.75	4.50	4.20	4.00

Media Code 4 234 3950 4.00
 Henderson Radio Corp., Norfolk Rd., Henderson, N. C. 27536. Phone 919-438-7136.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—George R. Francis, Jr.
- REPRESENTATIVES**
 Vic Plano Associates, Inc.
- FACILITIES**
 1,000 w. days; 1550 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15% of time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,

September 1, 1969

- PERSONNEL**
 President—Nathan Frank.
 Exec. Vice-Pres. & Gen'l Mgr.—Dr. Claye Frank.
- REPRESENTATIVES**
 South—Southern Spot Sales, Inc.
- FACILITIES**
 1,000 w. days; 890 kc. Non-directional.
 Operating schedule: _____ EST.
 Partial simulcast operation. Simulcast sign-on 9 am, non-1 pm & 5 pm sign-off Mon thru Fri; all day Sat & Sun. For non-simulcast facilities see WHNC-FM.

- AGENCY COMMISSION**
 15% of time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3b, 4a, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 29a, 31.
 Comb.; Cont. Discounts: 40c, 42c, 43, 44b, 45, 46, 47a, 51a.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 82.
 Affiliated with KBS.
 Member: Carolina Radio Network; The Tobacco Radio Network.

7. TIME RATES

No. A ET 11/1/66—Rec'd 11/7/66.

6. SPOT ANNOUNCEMENTS

1 min	ix	13x	26x	52x	100x	300x
1 min	4.00	3.80	3.60	3.30	3.10	2.80
30 sec	3.00	2.80	2.60	2.30	2.10	1.80

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	40.80	38.00	36.00	32.00	28.00
1/2 hr	28.00	25.00	24.00	23.00	20.00
1/4 hr	19.50	18.00	16.50	15.00	13.50
10 min	9.70	9.30	8.70	8.40	8.00
5 min	7.70	7.30	6.70	6.40	6.00

Media Code 4 234 3951 2.00
 Henderson Radio Corp., Norfolk Rd., Henderson, N. C. 27536. Phone 919-438-7136.

- PERSONNEL**
 President—Nathan Frank.
 Exec. Vice-Pres. & Gen'l Mgr.—Dr. Claye Frank.
- REPRESENTATIVES**
 South—Southern Spot Sales.
- FACILITIES**
 ERP 15,500 w.; 92.5 mc.
 Operating schedule: 6 am-11 pm. EST.
 Antenna ht.: 300 ft. above average terrain.
 Partial simulcast operation. Operated separately 9 am-noon, 1-5 pm & local sunset. 11 pm Mon thru Fri. For simulcast facilities see WHNC.
- AGENCY COMMISSION**
 15% of time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 See WHNC listing for coded regulations.
 Affiliated with KBS.

7. TIME RATES

No. A ET 1/1/69—Rec'd 3/5/69.

6. SPOT ANNOUNCEMENTS

100 wds	ix	13x	26x	52x	100x	300x
100 wds	3.50	3.30	3.10	2.80	2.50	2.25
50 wds	2.50	2.30	2.10	1.80	1.50	1.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	35.00	31.50	28.00	24.50	21.00
1/2 hr	22.00	20.35	18.00	15.75	13.50
1/4 hr	15.00	13.50	12.00	10.50	9.40
10 min	9.00	8.10	7.20	6.30	5.40
5 min	7.00	6.30	5.60	4.90	4.20

Media Code 4 234 4000 7.00
 Radio Corporation, Box 1011, Roanoke Ave., Henderson, N. C. 27536. Phone 919-438-8136.

- PERSONNEL**
 President—Stan Fox.
 Gen'l & Sales Mgr.—Mike Hight.
- REPRESENTATIVES**
 Hal Walton & Company, Inc.
 Oxford, N. C.—Tel-For Network.
- FACILITIES**
 1,000 w. 1450 kc. Non-directional.
 Operating schedule: 5:30 am-midnight.
- AGENCY COMMISSION**
 15% of time and talent.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 16.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 23b, 24b, 27, 28a, 28c, 29b, 30, 32a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 81, 82.
 Affiliated with NAB Radio Network.
 Member: The TN Radio News Network.

7. TIME RATES

ET 4/1/68—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS

1 min	ix	13x	26x	52x	156x
1 min	6.00	5.00	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	50.00	47.20	44.35	41.55	39.00
1/2 hr	35.00	32.20	29.40	26.60	23.80
1/4 hr	20.00	18.75	17.50	16.25	15.00
10 min	16.50	15.60	14.70	13.80	12.90
5 min	10.00	9.20	8.40	7.60	6.80

Media Code 4 234 4050 2.00
 Radio Hendersonville, Inc., Box 451, Chimney Rock Rd., Hendersonville, N. C. 27539. Phone 693-9061.

- PERSONNEL**
 President—Donald W. Curtis.
- REPRESENTATIVES**
 Vic Plano Associates, Inc.
- FACILITIES**
 1,000 w. days; 1550 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15% of time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,

NORTH CAROLINA

HICKORY (3 AM; 2 FM)

Catawba County—Map Location E-4
See SDDS consumer market map and data at beginning of the State.

WKHY WKHY-FM

1939 1960

Subscriber to the NAB Radio Code
Media Code 4 234 4150 0.00
Catawba Valley Broadcasting Co., Inc., Box 1059,
Hickory, N. C. 28601, Phone 345-2204.

STATION'S PROGRAMMING DESCRIPTION
WKHY: Programmed for adults.
NEWS: local and regional news 13 times per day. National and international news every hour from network. 4-6 am farm interest with country and gospel music. 6-10 am middle-of-the-road, showtunes and standards with personality. 10-11:15 am women's interest. 11 am-noon middle-of-the-road, showtunes and standards. Noon-12:45 pm news and sports block. 12:45-2:30 pm country and western with personality. 2:30-8 pm middle-of-the-road, showtunes and standards. 6-8:40 pm news and sports. 8:40 pm-12M middle-of-the-road, showtunes and standards with personality. **COMMERCIAL POLICY:** no gimmicks or promotions. Contact Representative for further details. Rec'd 1/26/68.

- PERSONNEL**
General Manager—E. S. Long.
Assistant General Manager—Thomas E. Long.
Sales Manager—David E. Dancy.
- REPRESENTATIVES**
R. S. Crane Company, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—nighttime only.
Operating schedule: 4 am-midnight, EST.
FM-ERP 14,800 w.; 102.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 327 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62a.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with American FM Network.

TIME RATES

No. 12 ET 7/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	7.00	5.80	3.50
52 x	6.65	5.25	3.35
104 x	6.30	5.05	3.15
156 x	5.95	4.75	3.00
208 x	5.60	4.50	2.80
260 x	5.25	4.25	2.65
312 x	4.90	3.90	2.45
364 x	4.55	3.65	2.30
416 x	4.20	3.35	2.10
468 x	3.85	3.10	1.95

To be used within 12 months.

WIRC

1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 4200 3.00
Foothills Broadcasting, Inc., 329 First Ave., NW,
Hickory, N. C. 28601, Phone 704-397-8527.

STATION'S PROGRAMMING DESCRIPTION
WIRC: Programmed for general interest.
MUSIC: general popular music with emphasis on current middle-of-the-road 6 am sign-off. NEWS: 3:30 local, 27% state and regional, 40% world and national. News, weather, sports 7:45-8:15 am, noon-12:30 pm. Other hours: 10 min news plus 2 min weather at 15, news at 30, sports at 45. TALK: trading program, mail plus phone calls, 8:35-9:30 am. Telephone discussion 12:30-1 pm. SPORTS: college football, NASCAR and sports car races Jan-Oct. **COMMERCIAL POLICY:** 14 minutes average per hour. 15 minute sponsor protection. State and network news, local 2 man news staff. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 1/29/69.

- PERSONNEL**
General Manager—Edmond H. Smith, Jr.
Assistant Manager—Elmer Troutman.
- REPRESENTATIVES**
Savill/Gates, Inc.
- FACILITIES**
1,000 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 5, 6a, 7b.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15c.
Basic Rates: 20b, 21b, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WXRC (FM).
Affiliated with American Information Network.
Member: The TN Radio News Network.
When bought in combination with WXRC (FM), deduct extra 10% from applicable rates of each station.

TIME RATES

No. 6 ET 6/1/67—Rec'd 6/0/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	6.25	5.50	3.15
13 x	6.00	5.15	3.00
26 x	5.80	5.00	2.90
52 x	5.50	4.80	2.75

	1 min	30 sec	15 sec
104 x	5.30	4.30	2.65
156 x	5.15	4.05	2.55
260 x	4.85	3.85	2.45
312 x	4.40	3.50	2.20
600 x	4.05	3.10	2.10
1000 x	3.80	2.90	1.95
1500 x	3.60	2.75	1.80

15 seconds may be combined with 30 seconds & 1 minute to establish 15 second frequency only.

- PACKAGE PLANS**
PER WK, EA: 25 ti 50 ti 75 ti 100 ti
1 min 5.15 4.85 4.40 4.05
30 sec 4.05 3.85 3.50 3.10
15 sec 2.55 2.45 2.20 2.10

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	44.70	33.55	23.55	17.85	10.60
13 ti	42.40	31.80	22.95	17.05	10.30
26 ti	40.00	30.00	22.35	16.75	10.00
52 ti	37.70	28.25	21.70	16.50	9.40
104 ti	35.30	26.50	21.00	15.80	8.80
156 ti	34.15	25.60	18.85	14.15	7.95
260 ti	32.35	24.70	18.25	13.55	7.35
312 ti	31.80	22.35	17.65	13.25	7.10

- PARTICIPATING PROGRAMS**
Personality Shows:
Open Mike—Mon thru Sat 12:30-1 pm.
Swap Shop—Mon thru Sat 8:25-9:30 am.
World's Word—Mon thru Fri 10-10:15 am.
Applicable 1-minute rate plus talent fee of 1.00 per spot. Talent fees non-commissionable.

WSPF

1963

Media Code 4 234 4250 8.00
Piedmont Broadcasting Co., Inc., Box 1709, Hickory,
N. C. 28601, Phone 704-328-1731.

STATION'S PROGRAMMING DESCRIPTION
WSPF: Programmed for adults and young adults. Top 40 music. Sun morning: middle-of-the-road music, religious programs, 8 hour live broadcast of local church service. NEWS: at :55 featuring local, state, regional, and national coverage including 3 expanded newscasts throughout broadcast day. Headline news at :30. Local, state regional, and national sports news at :15 and area weather report at :45. 5 air personalities handle all segments. Trading post about 11:30 am. M-Sat 9-9:30 am. Remote broadcast facilities with air personalities available. Rec'd 9/6/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Willis A. Deal.
Program Director—Jim Howie.
- FACILITIES**
1,000 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 25c, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33a, 33d.
Contracts: 40b, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 62a, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 2 ET 2/1/67—Rec'd 1/19/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	5.30	4.30	3.12
52 ti	4.95	3.95	3.24
104 x	4.75	3.85	3.08
156 x	4.55	3.65	2.88
208 x	4.35	3.45	2.68
260 x	4.15	3.25	2.48

1-minute and 1/2-minute spots may be combined for additional frequency discounts. Programs and spots may not be combined for additional discounts.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	60.00	36.00	24.00	12.00	6.00
13 ti	57.00	34.00	22.80	11.50	5.80
26 ti	54.00	32.00	21.60	11.00	5.50
52 ti	51.00	30.00	20.40	10.50	5.20
104 ti	48.00	28.00	19.20	10.00	4.90
156 ti	45.00	27.00	18.00	9.50	4.60
208 ti	42.00	25.20	16.80	9.00	4.30

WXRC (FM)

1962

NAB

Media Code 4 234 4300 1.00
Foothills Broadcasting, Inc., 329 First Ave., N. W.,
Hickory, N. C. 28601, Phone 704-328-2516.

STATION'S PROGRAMMING DESCRIPTION
WXRC (FM): Programmed for general interest.
MUSIC: 24 hour modern country music M-Sat, except gospel 6:30-6:55 pm M-F. Country Sun except gospel 7 am-12:30 pm. NEWS: local at :55, 11:55 pm-5:55 am; 805 am, 1 pm & 6:05 pm. State, national, world at :55; 6:55 am-11 pm; 8 am, noon, on hour 6-10:15 am. Sports, 20 min. at :15 news at :30, weather at :45. SPORTS: high school and college football, high school basketball, NASCAR races Jan-Oct. State news network, network 6-10:15 pm. Personalities available for remote broadcasts. **COMMERCIAL POLICY:** 14 minutes average per hour, 15 minute sponsor protection. Contact Representative for further details. Rec'd 10/7/68.

- PERSONNEL**
General Manager—Edmond H. Smith, Jr.
Assistant Manager—Elmer Troutman.
- REPRESENTATIVES**
Savill/Gates, Inc.
- FACILITIES**
ERP 27,000 w.; 85.7 mc. Stereo.
Operating schedule: 24 hours a day, EST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 5, 6a, 7b.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15c.
Basic Rates: 20b, 21b, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WIRC.

Affiliated with American Information Network.
Member: The TN Radio News Network.
Sold in combination with WIRC. See that listing for discount.

TIME RATES
No. 2 ET 6/1/67—Rec'd 6/9/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	4.70	3.50	2.35
13 x	3.00	3.10	1.95
26 x	5.50	2.75	1.75
52 x	3.10	2.60	1.55
104 x	2.05	2.40	1.50
156 x	2.90	2.35	1.45
208 x	2.80	2.25	1.40
312 x	2.75	2.20	1.35
600 x	2.60	2.10	1.30
1000 x	2.35	1.95	1.20

15 seconds may be combined with 30 seconds and 1 minute to establish 15 second frequency only.

- PACKAGE PLANS**
PER WK, EA: 25 ti 50 ti 75 ti 100 ti
1 min 2.90 2.80 2.75 2.60
30 sec 2.35 2.25 2.20 2.10
15 sec 1.45 1.40 1.35 1.30

8. PROGRAM TIME RATES

	1 hr	55 min	1/2 hr	1/4 hr	10 min	5 min
1 x	48.95	46.50	31.20	22.40	15.30	7.10
13 x	47.10	44.75	29.50	21.30	14.10	6.50
26 x	45.30	43.00	27.85	20.00	13.00	6.15
52 x	43.55	41.20	25.90	17.85	11.75	5.90
104 x	41.75	39.40	24.15	15.90	10.60	5.60
156 x	39.40	37.10	21.75	14.75	10.00	5.30
208 x	36.50	34.15	18.80	11.75	9.40	5.00
312 x	34.15	31.80	16.50	10.60	8.25	4.75

- PARTICIPATING PROGRAMS**
Participation in feature personality shows, such as Cousin Annie Show, 1-min rate plus 1.00 talent fee per spot. Talent fee non-commissionable.

HIGH POINT (3 AM; 3 FM)

Gulfport County—Map Location F-3
See SDDS consumer market map and data at beginning of the State.

WHPE WHPE-FM

1947

NAB

RAB

Media Code 4 234 4350 6.00
The High Point Broadcasting Co., Tower Ave., High
Point, N. C. 27601, Phone 883-1468.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary C. Davis.
Commercial Manager—Jesse E. Hill.
- FACILITIES**
1,000 w. days; 1070 kc. Non-directional.
Operating schedule: 5:30 am local sunset, EST.
ERP 13,000 w.; 95.5 mc.
Operating schedule: 5:30 am-midnight, EST.
Antenna ht.—395 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 8.
Basic Rates: 22b, 28, 29a.
Contracts: 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b, 62c.
Cancellation: 73a.

Affiliated with KBS Radio Network.
Member: Golden Crescent Group.

TIME RATES
Rates effective January 1, 1958.
Rates received November 6, 1957.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	(*)	(†)
1 time	6.00	4.50	6.50	6.50
13 times	5.75	4.25	6.25	6.25
26 times	5.50	4.00	6.00	6.00
52 times	5.25	3.75	5.75	5.75
104 times	5.00	3.50	5.50	5.50
156 times	4.80	3.40	5.40	5.40
208 times	4.65	3.30	5.30	5.30
312 times	4.50	3.20	5.20	5.20

(*) Station break (30 seconds).
(†) Station break (1 minute).

8. PROGRAM TIME RATES

	1 hr	13	36	52	104	156
1 hour	61.00	41.00	31.00	21.00	16.00	11.00
1/2 hour	36.00	24.00	18.00	12.00	9.00	6.00
1/4 hour	24.00	16.00	12.00	8.00	6.00	4.00
5 minutes	12.00	11.00	10.00	9.00	8.00	7.00

(*) 260 or more times

WMFR

1935

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 4400 9.00
WMFR, Inc., Box 27, 164 S. Main St., High Point,
N. C. 27601, Phone 919-885-2191.

STATION'S PROGRAMMING DESCRIPTION
WMFR: Programs middle-of-the-road musical format with news at :30, supplemented with network programs. Local on the spot news from mobile and portable units as news coverage. Contact Representative for further details. Rec'd 1/2/68.

- PERSONNEL**
General Manager—Frank S. Lambeth.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-midnight, EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 9 ET 1/1/69—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312+
1 min	7.50	7.25	7.00	6.75	6.50	6.00
30/20 sec	6.00	5.75	5.50	5.25	5.00	4.50
10	4.75	3.85	3.50	3.38	3.25	3.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	208x	312+
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Jacksonville—W B S—Continued

1. PERSONNEL
General Manager—Shelton Kellum.
Program Director—James Kelso.
Traffic Director—Ann Silvas.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1200 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20b, 21a, 21c, 24b, 28a, 29a, 29b.
Contracts: 40a, 40c, 40d.
Comb., Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 82.

TIME RATES
No. 1 EST Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS

1 min.	4.00	50x	100+
30 sec.	2.80	3.10	2.50

7. PACKAGE PLANS PER MO:

1 min 30 sec	276	230
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10. SPECIAL FEATURES
Weather or Time Signals, per mo. 200

WJNC
1945



Subscriber to the NAB Radio Code
Media Code 4 234 4500 6.00
The Onslow Broadcasting Corp., Box E. Route 24,
Jacksonville, N. C. 28540. Phone 347-1707.

1. PERSONNEL
Pres., Com'l & Gen'l Mgr.—Robert P. Mendelson.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00-12:10 am.
15/0.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21a, 21b, 21d, 22b, 23a, 24b, 24c,
25c, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51b,
51c.
Comb., Cont. Discounts: 60a, 60f, 61c, 62b.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Rates effective December 1, 1955. (Card No. 1.)
Card received July 2, 1956.
Rev. (Ann.) rec'd March 24, 1960.

6. SPOT ANNOUNCEMENTS

1 min.	6.00	10 times	4.50
3 min.	5.50	15 times or more	4.00
5 min.	5.00		

80-second announcements—75% of 1-minute rate.
10-second ID's—50% of 1-minute rate.

Additional Discounts

13 weeks	5%	30 weeks	15%
28 weeks	10%	52 weeks	20%

9. PARTICIPATING PROGRAMS
Joe Fyne Show—Mon thru Fri 9-10 am &
10-11 pm, 1 min daily, per wk. 25.00
Night Beat—Mon thru Sat 7-10 pm, 6 30
minute programs, wky. 75.00
10. SPECIAL FEATURES
Head line of the moment—1 minute rate plus 25%.

WLAS
1954



Media Code 4 234 4550 1.00
Seaboard Broadcasting Corp., Box 1197, Jacksonville,
N. C. 28541. Phone 347-4111.

1. PERSONNEL
Gen'l & Com'l Mgr.—Paul Parker.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w. days; 910 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 46, 46, 47a.
Comb., Cont. Discounts: 60a, 61a, 62e.
Cancellation: 70a, 70c, 73a.

TIME RATES
Rates effective
Rates received May 20, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
50.00	37.50	25.00	16.00	10.00	6.00
13 times	45.00	32.50	22.50	14.00	9.50
26 times	40.00	27.50	20.00	12.00	8.00
52 times	35.00	22.50	17.50	10.00	7.00
104 times	30.00	20.00	15.00	9.00	6.50
156 times	27.50	18.00	14.00	8.00	6.00
260 times	25.00	17.00	13.00	7.50	5.50
312 times	23.00	16.00	12.00	7.00	5.00

9. PARTICIPATING PROGRAMS
"Paul Parker Show"—6 times per week, 30.00.

KANNAPOLIS (2 AM)

Cabarrus County—Map Location E-6
See SDDS consumer market map and data at begin-
ning of the State.

WGTL

1946



Media Code 4 234 4600 4.00
Fred H. Whitley, Inc., Cannon Blvd., and Country
Club, Kannapolis, N. C. 28081. Phone 932-8700.
Other Studio—Concord, N. C. Phone 782-7615.

1. PERSONNEL
General Manager—Fred H. Whitley.
3. FACILITIES
1,000 w. days; 870 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 6b, 7a, 7b, 8.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 41, 42a, 42d, 44a, 45, 47a, 48, 49,
51a, 51b.
Comb., Cont. Discounts: 60a, 61a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Member: Country Music Network and Golden Crescent
Group.

TIME RATES
Rates effective July 1, 1947. (Card No. 1.)
Class A—Noon-1:30 pm and 5:00 pm-sign-off week-
days; non-sign-off Sun.
Class B—Sign-on-noon and 1:30-5:00 pm.

6. SPOT ANNOUNCEMENTS

CLASS A

1 minute or 100 words:				
1 time	6.00	104 times	4.50	
13 times	5.70	208 times	4.35	
26 times	5.40	312 times	3.90	
39 times	5.10	416 times	3.15	
52 times	4.80	520 times	3.00	

CLASS B

1 minute or 100 words:				
1 time	4.20	104 times	3.15	
13 times	3.99	208 times	3.05	
26 times	3.78	312 times	2.73	
39 times	3.57	416 times	2.31	
52 times	3.36	524 times	2.10	

7. PACKAGE PLANS
15 or more broadcasts per week: 25 weeks 5%; 27 to
35 weeks 7-1/2%; 36 to 52 weeks 10%.
- 8. PROGRAM TIME RATES**
- CLASS A**
- | | | | | |
|-----------|---------|---------|---------|--------|
| 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 time | 60.00 | 42.00 | 24.00 | 12.00 |
| 13 times | 57.00 | 39.00 | 22.80 | 11.40 |
| 26 times | 54.00 | 37.80 | 21.60 | 10.80 |
| 39 times | 51.00 | 35.70 | 20.40 | 10.20 |
| 52 times | 48.00 | 33.60 | 19.20 | 9.60 |
| 104 times | 45.00 | 31.50 | 18.00 | 9.00 |
| 208 times | 42.00 | 29.40 | 17.40 | 8.70 |
| 312 times | 39.00 | 27.30 | 16.80 | 8.40 |
| 416 times | 36.00 | 25.20 | 16.20 | 8.10 |
| 520 times | 33.00 | 23.10 | 15.60 | 7.80 |
- CLASS B**
- | | | | | |
|-----------|-------|-------|-------|------|
| 1 time | 42.00 | 29.40 | 18.00 | 9.40 |
| 13 times | 39.00 | 27.30 | 16.97 | 7.97 |
| 26 times | 36.00 | 25.20 | 15.94 | 7.54 |
| 39 times | 33.00 | 23.10 | 14.91 | 7.14 |
| 52 times | 30.00 | 21.00 | 13.88 | 6.72 |
| 104 times | 27.00 | 18.90 | 12.85 | 6.30 |
| 208 times | 24.00 | 16.80 | 11.82 | 5.88 |
| 312 times | 21.00 | 14.70 | 10.79 | 5.46 |
| 416 times | 18.00 | 12.60 | 9.76 | 5.04 |
| 520 times | 15.00 | 10.50 | 8.73 | 4.62 |

WRKB

1960

Media Code 4 234 4650 9.00
Foy T. Hinson, 101 W. First St., Kannapolis, N. C.
28081. Phone 933-1121.

1. PERSONNEL
General Manager—Foy T. Hinson.
Sales Manager—L. C. McCommons.
Program Director—Bob Lee.
2. REPRESENTATIVES
Continental Radio Sales
3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule: 6:30 am-local sunset weekdays;
7:00 am-local sunset Sun. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 46, 46, 47a.
Comb., Cont. Discounts: 60a, 61a, 62e.
Cancellation: 70a, 70c, 73a.

TIME RATES
Rates effective June 1, 1961. (Card No. 1.)
Rates received March 27, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
40.00	29.00	18.00	12.00	6.00	4.00
13 times	38.00	27.00	11.40	5.70	3.85
26 times	36.00	25.00	10.80	5.40	3.70
52 times	34.00	23.00	10.20	5.10	3.55
104 times	32.00	21.00	9.60	4.80	3.40
156 times	30.00	19.00	9.00	4.50	3.25
208 times	28.00	17.00	8.40	4.20	3.10
312 times	26.00	15.00	7.80	3.90	2.95
520 times	24.00	13.00	7.20	3.60	2.80
780 times	22.00	11.00	6.60	3.30	2.65
1,040 times	20.00	9.00	6.00	3.00	2.50

7. PACKAGE PLANS
1-MINUTE SATURATION ANNOUNCEMENTS
Per week:
25 times 70.00 100 times 210.00
50 times 120.00

KINGS MOUNTAIN

Cleveland County—Map Location D-5
See SDDS consumer market map and data at begin-
ning of the State.

WKMT

1953

Media Code 4 234 4700 2.00
K. H. Whitesides, Box 669, Kings Mountain, N. C.
28086. Phone 739-3672.

1. PERSONNEL
Gen'l & Com'l Mgr.—Jonas Bridges.
Promotion Manager—Doris Bridges.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3c, 4a, 5, 6a, 6b, 7a, 7b, 8.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 22a, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 47a.
Comb., Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Member: Southeastern Key Market Network, National
Agriadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective March 12, 1953. (Card No. 1-B.)
Card received March 31, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	13 1/2	22 1/2	32 1/2	104 1/2	312 1/2
1 min.	8.00	10.50	13.00	30.50	27.50
1/4 hr.	12.00	11.25	10.50	9.75	9.00
5 minutes	6.25	5.75	5.25	4.75	4.25
1 minute	3.00	2.80	2.60	2.40	2.20
30 seconds	2.00	1.90	1.80	1.70	1.50

KINSTON (3 AM)

Lenoir County—Map Location J-5
See SDDS consumer market map and data at begin-
ning of the State.

WELS

1950

Media Code 4 234 4750 7.00
Farmers Broadcasting Service, Inc., Box 3384, Kin-
ston, N. C. 28501. Phone 919-523-5151.

- STATION'S PROGRAMMING DESCRIPTION
WELS: Programmed for general interest.
NEWS: 15% 6 min every hour with additional 15
min news newscasts. AIR PERSONALITIES on
music, news, weather, sports and farm news. Gen-
eral popular music throughout day. Programmed for
Negro listeners from 2:30-4 pm daily. FARM news
in early morning and noon hour. Contact Representa-
tive for further details. Rec'd 7/27/67.
1. PERSONNEL
President—William S. Page.
General Manager—Jack P. Hankins.
2. REPRESENTATIVES
Southern—James S. Ayers Company, Inc.
3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28a,
28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51b.
Comb., Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Advertisers of more than 1 product may combine
their contracts for the purpose of earning additional
discount.
Member: Carolina Radio Network.
Also sold in combination with WGOL, Goldsboro,
N. C. See that listing for rates.

TIME RATES
Rates effective January 1, 1962.
Rates received January 8, 1962.

6. SPOT ANNOUNCEMENTS

1 min.	6.00	4.80	3.00
26 times	5.80	4.50	2.80
52 times	5.60	4.25	2.63
156 times	4.50	3.60	2.25
312 times	3.75	3.00	1.88
624 times	3.40	2.70	1.70
1,000 times	3.00	2.40	1.50

7. PACKAGE PLANS
WEEKLY PACKAGE PLAN

21 times	1 min.	30 sec.	10 sec.
35 times	4.50	3.60	2.25
50 times	3.75	3.00	1.88
100 times	3.00	2.40	1.50

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
50.00	30.00	15.00	12.50	10.00
26 times	29.00	14.75	12.25	9.50
52 times	28.00	14.50	12.00	9.00
104 times	27.00	14.25	11.75	8.50
156 times	26.00	14.00	11.50	8.00
260 times	25.00	13.75	11.25	7.50
312 times	24.00	13.50	11.00	7.00

10. SPECIAL FEATURES
"Joe Overman, Weather"—8:05-8:15 am and 12:35-
12:45 pm. Time plus 5.00 talent.
"Triple-H News"—12:45-1 pm. Time plus 5.00
talent.
"Weather Reports"—every hour at :05. 1 minute
rate plus 10%.

WFTC

1937

Media Code 4 234 4800 0.00
H-G-R Broadcasting Corp., Box 609, Kinston, N. C.
28501. Phone 919-523-4111, 12.

NORTH CAROLINA

1. PERSONNEL
President—Wilbur J. Rider.
Sec'y-Treas.—J. B. Ham.
General Manager—Bill Woodard.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 960 kc.
Directional—night only.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 42d, 44a, 45, 47a, 48, 49,
51a, 51b.
Comb., Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: American Entertainment Network.
Member: Tobacco Radio Network.

TIME RATES
Rates effective January 1, 1963.
Rates received November 30, 1962.

6. SPOT ANNOUNCEMENTS

1 min or less	8.00	7.00	260 ft	1 min or less	6.50	5.50
52 ft	7.50	6.50	212 ft	6.00	5.00	6.00
104 ft	7.00	6.00				

WISP

1953



Media Code 4 234 4850 8.00
Smiles of Kinston, Inc., Box 606, Kinston, N. C.
28501. Phone 919-523-6161.

- STATION'S PROGRAMMING DESCRIPTION
WISP: Programmed for adults and young adults.
MUSIC: 80% singles, 20% albums. Popular music
plus standards. NEWS: network 5 min before hour.
SPORTS: high school and college football and bas-
ketball. 3 sports shows daily. FARM: 15 min at 5
am-8 am. 8 air personalities handle all programs
and commercials. Personalities available for remote
broadcasts. Personalities participate in community
activities such as fund drives and civic club projects.
Programmed for Negro audience 12M-6 clb. Contact
Representative for further details. Rec'd 4/3/69.

1. PERSONNEL
President—Norman J. Suttles.
General Manager—Richard V. Surles.
Operations Manager—Dave Rock.
2. REPRESENTATIVES
Southern—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 23a, 28c, 29a.
Contracts: 40a, 44a.
Comb., Cont. Discounts: 60i.
Cancellation: 70c, 71a.
Member: The Radio Smiles Group.

TIME RATES
ET 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS
(8:30-9 am, noon-1 pm & 3:30-6 pm)

PER WK:	6 ft	12 ft	18 ft	24 ft
1 min	6.00	5.60	5.00	4.50
30 sec	4.50	4.10	3.75	3.35

(All other times)

1 min	4.80	4.40	4.00	3.60
30 sec	3.60	3.30	3.00	

NORTH CAROLINA

Laurinburg—W E W O—Continued

NATIONAL AND LOCAL RATES SAME
No. 5 ET 8/1/69—Rec'd 9/3/69.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		20 sec		10 sec	
1 x	3.00	2.50	2.00	1.75	1.50	1.30	1.10	1.00	0.85
52 x (avg. 1 wk)	2.75	2.25	1.80	1.60	1.40	1.20	1.00	0.90	0.75
156 x (avg. 3 wk)	2.50	2.00	1.60	1.40	1.20	1.00	0.85	0.75	0.60
240 x (avg. wk)	2.25	1.80	1.40	1.10	1.00	0.85	0.75	0.60	0.50
312 x (avg. 6 wk)	2.00	1.65	1.30	1.00	0.90	0.75	0.60	0.50	0.40
520 x (avg. 10 wk)	1.90	1.50	1.25	0.90	0.80	0.65	0.50	0.40	0.30
780 x (avg. 15 wk)	1.80	1.40	1.10	0.80	0.70	0.55	0.40	0.30	0.25
1040 x (avg. 20 wk)	1.70	1.25	1.00	0.70	0.60	0.45	0.30	0.25	0.20
1300 x (avg. 25 wk)	1.60	1.10	0.90	0.60	0.50	0.35	0.25	0.20	0.15
1560 x (avg. 30 wk)	1.50	1.00	0.75	0.50	0.40	0.30	0.20	0.15	0.10

7. PACKAGE PLANS
SPECIAL PACKAGE PLAN
To be eligible for this plan, advertiser must buy in exact package quantity as below, and air spots within 1 month.

1 min		30 sec		20 sec		10 sec	
25 tl	50.00	40.00	30.00	25.00	20.00	15.00	10.00
50 tl	87.50	65.00	50.00	35.00	27.50	20.00	15.00
100 tl	150.00	110.00	90.00	60.00	45.00	30.00	20.00

8. PROGRAM TIME RATES

1x		52x		104x		156x		260x		312x	
1 hr	50.00	42.00	36.00	32.00	30.00	28.00	26.00	24.00	22.00	20.00	18.00
1/2 hr	27.50	23.00	20.00	17.50	16.50	15.50	14.50	13.50	12.50	11.50	10.50
1/4 hr	14.00	11.00	9.00	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
5 min	3.00	2.40	2.00	1.80	1.65	1.50	1.35	1.20	1.05	0.90	0.75

WLNC

1962



Media Code 4 234 4950 3.00
Laurinburg Broadcasting Co. Box 1776, 721 Biggs St., Laurinburg, N. C. 28352. Phone 919-276-1300, 1301.

- PERSONNEL**
President—George W. Phillips.
Gen'l & Com'l Mgr. Prog. Dir.—Skip White.
Religious Director—Rev. J. K. Kinkle.
- REPRESENTATIVES**
Southeast—Dora-Clayton Agency, Inc.
- FACILITIES**
500 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-10 am. Local newsman.
- AGENCY COMMISSION**
None; agencies add commission to rates shown. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 61a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME
No. 5 ET 8/1/69—Rec'd 3/21/69.

6. SPOT ANNOUNCEMENTS		1x		16x		61x		91+	
1 min	3.50	3.20	2.90	2.55	2.20	1.90	1.65	1.40	1.15
8. PROGRAM TIME RATES		1x		16x		61x		91+	
1 hr	42.00	36.00	30.00	24.00	18.00	12.00	6.00	3.00	1.50

WSTS (FM)

(formerly WEWO-FM)
1951

Media Code 4 234 5000 6.00
Curtis & Associates, Inc., Box 512, Laurinburg, N. C. 28352. Phone 919-276-2913.

- PERSONNEL**
President—Donald W. Curtis.
Sales Manager—Jack Miller.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
ERP 15,600 w.; 98.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 234 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WEWO.
- AGENCY COMMISSION**
15/0 net time only; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations
See WEWO listing for coded regulations.
AM Facilities: WEWO.

TIME RATES

Rates are identical to WEWO. See that listing.

LENOIR (2 AM)

Caldwell County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WJRI

1946



Subscriber to the NAB Radio Code
Media Code 4 234 5050 1.00
WJRI, Inc., Box 349, Lenoir, N. C. 28645. Phone 704-754-5361.

- PERSONNEL**
President—Mrs. Katherine B. Rabb.
General Manager—Kent Atwater.
Sales Manager—Nancy Honeycutt.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6-12:05 am. EST.
- AGENCY COMMISSION**
15/0 net time only; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 16b.
Basic Rates: 23a, 24b, 26c, 28b.
Contracts: 40a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 6/1/69—Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS		1x		10x		15x		20x		25x		30+	
PER WK:	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
10 sec	.90	.85	.80	.75	.70	.65	.60	.55	.50	.45	.40	.35	.30
30 sec	2.00	1.85	1.65	1.50	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.70	0.60
1 min	2.50	2.35	2.20	2.00	1.90	1.80	1.70	1.60	1.50	1.40	1.30	1.20	1.10

8. PROGRAM TIME RATES

1x		25x		52x		156x		260x		312x	
1 hr	50.00	47.50	45.00	42.50	40.00	37.50	35.00	32.50	30.00	27.50	25.00
1/2 hr	25.50	22.50	19.50	18.00	15.50	13.50	12.00	10.50	9.00	7.50	6.00
1/4 hr	17.50	15.00	13.50	10.50	8.50	7.50	6.50	5.50	4.50	3.50	2.50
10 min	13.00	10.50	9.50	8.50	7.50	6.50	5.50	4.50	3.50	2.50	1.50
5 min	8.00	7.00	6.00	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50

WKGX

1969

Media Code 4 234 5065 9.00
Furniture City Broadcasters, Inc., Box 349, N. Main By-Pass, Lenoir, N. C. 28645. Phone 704-764-4180.

- PERSONNEL**
President—George Beasley.
Station Manager—Preston Barbour.
Program Director—Robert Chandler.
- FACILITIES**
1,000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time; 10% on month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25a, 26, 27, 28b, 29b, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 2 ET 7/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS		1x		52x		104x		156x		260x		312x	
1 min	4.00	3.75	3.50	3.35	3.15	3.00	2.85	2.70	2.55	2.40	2.25	2.10	
30 sec	3.00	2.90	2.80	2.75	2.65	2.55	2.45	2.35	2.25	2.15	2.05	1.95	

8. PROGRAM TIME RATES

1x		13x		26x		52x		104x		156x		260x		312x	
5 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	
10 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	
1/4 hr	15.50	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00	
1/2 hr	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00	
1 hr	42.00	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00	24.00	22.00	20.00	18.00	16.00	

LEXINGTON (1 AM; 1 FM)

Davidson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WBUY

1946

WLXN (FM)

1948

Media Code 4 234 5100 4.00
Davidson County Broadcasting Co., Box 538, Lexington, N. C. 27292. Phone 704-246-2716, 5944.

- PERSONNEL**
Co-Owner & Manager—Greeley N. Hillton.
Co-Owner & Tech. Dir.—Omar G. Hillton.
Sales Manager—Dewey M. Hutchins.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
5,000 w. days non-directional, 1,000 w. nights directional; 1440 kc.
Operating schedule: 5 am-midnight. EST.
FM-ERP 4,320 w.; 94.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 228 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Golden Crescent Group, Tobacco Radio Network, Southeastern Key Market Network and The TN Radio News Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 ET 1/69—Rec'd 11/8/68.

6. SPOT ANNOUNCEMENTS		1x		52x		104x		156x		260x		312x	
1 min	4.45	4.15	3.85	3.55	3.20	2.90	2.60	2.30	2.00	1.70	1.40	1.10	

7. PACKAGE PLANS

52-WEEK VOLUME DISCOUNT—1 MINUTE		2.60		2.35	
10 per wk, 520 per yr.	2.60	2.35	2.10	1.85	1.60
20 per wk, 1040 per yr.	2.35	2.10	1.85	1.60	1.35

7-DAY PACKAGE—ROS

1x		1 wk		4 wk		8+	
15 tl	3.80	3.25	2.95	2.65	2.35	2.05	1.75
25 tl	3.50	2.95	2.65	2.35	2.05	1.75	1.45
50 tl	2.95	2.65	2.35	2.05	1.75	1.45	1.15

8. PROGRAM TIME RATES

1x		13x		26x		52x		104x		156x		260x		312x	
1 hr	57.50	51.75	46.00	40.25	34.50	28.75	23.00	17.25	11.50	5.75	0.00	0.00	0.00	0.00	
1/2 hr	34.50	31.05	27.60	24.15	20.70	17.25	13.80	10.35	6.90	3.45	0.00	0.00	0.00	0.00	
1/4 hr	23.00	20.70	18.40	16.10	13.80	11.50	9.20	6.90	4.60	2.30	0.00	0.00	0.00	0.00	
10 min	17.25	15.65	14.05	12.45	10.85	9.25	7.65	6.05	4.45	2.85	0.00	0.00	0.00	0.00	
5 min	11.50	10.35	9.20	8.05	6.90	5.75	4.60	3.45	2.30	1.15	0.00	0.00	0.00	0.00	

LINCOLNTON

Lincoln County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WLON

1953



Subscriber to the NAB Radio Code
Media Code 4 234 5200 2.00
Lincoln County Broadcasting Co., Inc., Box 430, Startown Rd., Lincolnton, N. C. 28092. Phone 704-735-8071.

- PERSONNEL**
Pres. & Gen'l & Sales Mgr.—W. Jack Brown.
Program Manager—David L. Boliek.
- REPRESENTATIVES**
C. K. Weaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 25a, 28b, 28c.
Contracts: 40a, 41.
Comb.: Cont. Discounts: 60b, 61c.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with NAB.
Member: TN Radio News Network, Tobacco Radio Network.

TIME RATES

Lumberton—W T S B, W T S B-FM—Cont'd

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 42b, 44b, 45, 46, 47e, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with KRS Radio Network.
Member: Carolina Radio Network.

TIME RATES
Rate card effective September 1, 1958.
Rev. eff. date, Feb. 15, '61, rec'd March 3, '61.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	13	26	52	104	166	212
1/2 hr.	11	22	44	88	140	184
15 min.	7	14	28	56	90	118
10 min.	6	12	24	48	76	101
5 minutes	4	8	16	32	51	68
1 minute	3	6	12	24	38	51

MARION

McDowell County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WBRM

1949
Media Code 4 234 5400 8.00
Lake City Broadcasting Corp., Drawer 219, 13-1/2 W. Court St., Marion, N. C. 28752. Phone 695-7221.
TWX 704-695-7221.

1. PERSONNEL
President—W. P. Erwin
Mgr. & Prog. Dir.—J. L. Reynolds
Commercial Manager—John Pleasant.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 8:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71b, 73a.
Rates do not include talent or production on local programs.
Member: The TN Radio News Network, Tobacco Radio Network.

TIME RATES
Rates effective February 1, 1949. (Card No. N-1.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	48.00	28.80	18.00	7.80	3.60
1/2 hr.	43.20	26.40	16.20	6.50	3.25
15 min.	40.80	24.50	15.30	6.15	3.10
10 min.	38.40	23.05	14.40	5.80	2.90
5 min.	36.00	21.60	13.50	5.40	2.70
15/10 times	33.60	20.20	12.50	5.10	2.55
20 times	31.20	18.75	11.70	4.70	2.40
212 times	28.80	17.30	10.80	4.35	2.30

(*) One minute or station break.

MARSHALL

Madison County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WMMH

1956
Subscriber to the NAB Radio Code
Media Code 4 234 5450 8.00
Marshall Broadcasting Co., Inc., Skyline Drive, Marshall, N. C. 28753. Phone 3521.

1. PERSONNEL
General Manager—Dean Shields
Program Director—Jerry Flemmons
Commercial Manager—Ed Stines.

3. FACILITIES
500 w. days; 1450 kc.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15/10 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 21b, 28b, 28c, 30.
Contracts: 40a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60d, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Keystone Network.

TIME RATES
Rates effective January 1, 1960.
Rates received May 26, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	55.00	30.00	18.00	7.00	4.50
1/2 hr.	50.00	28.00	16.00	6.50	4.25
15 min.	45.00	26.00	14.00	6.00	4.00
10 min.	40.00	24.00	12.00	5.50	3.75
5 min.	35.00	22.00	11.00	5.00	3.50
15/10 times	30.00	20.00	10.00	4.50	3.25
20 times	28.00	19.00	9.00	4.00	3.00
212 times	26.00	18.00	8.00	3.50	2.75

(*) 1 minute or less, transcriptions, announcements or station breaks.

MAYODAN

Rockingham County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WMYN

1957
Media Code 4 234 5500 5.00
Mayo Broadcasting Corp., Box 311, Mountain View Rd., Madison, N. C. 27027. Phone 548-9207.

STATION'S PROGRAMMING DESCRIPTION
WMYN: Programmed for adults and young adults. Current hits. Country 6-7 am & noon-1:15 pm, with farm news. Country 2:30-3:30 pm. Air personality noon-1:15 pm. Current pop 7 am-noon. NEWS: at :55 in am, headlines at :25 & :55 in pm. Current pop 1-2 pm. RELIGIOUS: 2-2:30 pm. Rock 3:30 pm sign-off 7:00 pm. Rec'd 1/2/68.

1. PERSONNEL President—J. B. Shelton.
Gen'l & Sta. Mgr.—Banner F. Shelton.

3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:30 am-local sunset Sun. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 29a.
Contracts: 40a, 47e.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a.
Prod. Services: 81.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS

1 min.	2.25	2.15	2.05	1.95	1.85	1.75
600 spots in 1 year, ea.	1.50	1.40	1.30	1.20	1.10	1.00
1200 spots in 1 year, ea.	1.25	1.15	1.05	0.95	0.85	0.75

8. PROGRAM TIME RATES

1 hr.	34.00	30.60	27.20	23.80	20.40	17.00
1/2 hr.	20.00	18.00	16.00	14.00	12.00	10.00
15 min.	14.00	12.00	11.20	9.80	8.40	7.00
10 min.	10.50	9.50	8.50	7.50	6.50	5.50
5 min.	6.50	5.90	5.30	4.70	4.10	3.50

MONROE (2 AM)

Union County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WIXE

1968
Media Code 4 234 5525 2.00
Marroe Broadcasting, Inc., Box 1007, 110 S. Main St., Monroe, N. C. 28110. Phone 704-289-2525.

1. PERSONNEL
General Manager—H. David Hedrick.
Sales Manager—H. Hay Cook.
Operations Manager—L. Hayne Davis.

3. FACILITIES
500 w. days; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 33d.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 7/1/68—Rec'd 7/1/68.
AA—Mon thru Fri sign-on 9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 hr.	2.10	1.75	1.40	1.75	1.40	.70
6 times	2.10	1.65	1.35	1.65	1.35	.65
12 times	2.00	1.60	1.30	1.60	1.30	.60
18 times	1.90	1.50	1.25	1.50	1.25	.55
24 times	1.80	1.45	1.20	1.45	1.20	.50

CONTRACT DISCOUNT
25 wk—5% 52 wk—10%

7. PACKAGE PLANS

DAYS:	1	2	3	4	5	6	7
1 min	1.80	1.75	1.70	1.65	1.60	1.55	1.50
30 sec	1.35	1.30	1.25	1.20	1.15	1.05	1.00
10 sec	.80	.75	.70	.65	.60	.55	.50

Minimum 10 spots per day.

WMAF

1948
Media Code 4 234 5550 0.00
Union Broadcasting Corp., Box 160, Walkup Ave., Monroe, N. C. 28110. Phone 283-8115.

STATION'S PROGRAMMING DESCRIPTION
WMAF: Programmed for general interest.
MUSIC: top 40 sign-on-sign-off, except country rock noon-3 pm. NEWS: network news at :55, local news every hour on half hour. 4 mobile news units, weather at :15. Rec'd 10/29/68.

1. PERSONNEL
Station Manager—Frank A. Funderburk.
Sales Manager—William D. Benton.
Program Director—M. Howard Baucom.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% agency commission; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47e, 48, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KRS.
Affiliated with American Contemporary Network.

TIME RATES
ET—Rec'd 10/30/67.

6. SPOT ANNOUNCEMENTS

1 min.	3.00	2.90	2.80	2.70	2.60	2.50
30 sec.	2.50	2.40	2.30	2.20	2.10	2.00

8. PROGRAM TIME RATES

1 hr.	45.00	22.50	12.50	5.00
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MOORESVILLE

Iredell County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WHIP

1950
Media Code 4 234 5600 3.00
Wayne M. Nelson, Mooresville, N. C. 28115. Phone 668-4301.

1. PERSONNEL
Owner & Gen'l Mgr.—Wayne M. Nelson.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 7:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4b, 4d, 5, 6a, 7a, 8.
Basic Rates: 20a, 21a, 21d, 23a, 28b, 28c.
Contracts: 46.

TIME RATES
Rev. effective date January 1, 1958. (Card No. 2.)
Rec'd January 2, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	50.00	27.50	15.00	7.50	4.00	4.00
1/2 hr.	47.50	26.13	14.25	7.12	3.75	3.75
15 min.	45.00	24.75	13.50	6.75	3.40	3.40
10 min.	42.50	23.38	12.75	6.38	3.10	3.10
5 min.	40.00	22.00	12.00	6.00	2.80	2.80
313 times	37.50	20.63	11.25	5.63	2.50	2.50

(*) One minute or 100 words.
(†) 50 words or less.

MOREHEAD CITY

Carteret County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WMBL

1947
Media Code 4 234 5650 8.00
Carteret Broadcasting Co., Inc., Box 432, Radio Island, Morehead City, N. C. 28557. Phone 6-3188.

STATION'S PROGRAMMING DESCRIPTION
WMBL: Top 40 format from April 1 through September, offering fishing reports during day, also 3 surfing reports per day, brief weather forecast from weather bureau at :20 before hour. News block M-F, 7:55-8:15 am, network news, local news report, editorial and sports, all 5 minutes in length. News block at 5:55 pm, network news, charter boat fish report, weather summary and sports, all 5 min in length. Summer format all new directed at vacation and tourist traffic. Contact Representative for further details. Rec'd 3/24/69.

1. PERSONNEL
President—R. L. Pate.
Mgr. & Sec'y/Treas.—R. R. Pate.

2. REPRESENTATIVES
New York, Chicago—Grant Webb & Company, Inc.
Southern—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add 15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 28a.
Contracts: 42a, 45, 46.
Comb.; Cont. Discounts: 61a, 61b, 62e.
Member: TN Radio News Network.

TIME RATES
ET—Rec'd 3/24/69.

6. SPOT ANNOUNCEMENTS

PER WK:	7 1/2	14 1/2	28 1/2	35 1/2	49 1/2
1 min.	4.00	3.50	3.00	2.50	2.35
30 sec.	3.25	2.75	2.50	2.25	2.00

Commissionable.
NOTE: 1 spot per day, Mon thru Fri (5 spots per week) take 7 per week rate. Same discount applies.

DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%

MORGANTON (1 AM; 1 FM)

Burke County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WMNC WMNC-FM

1947
Subscriber to the NAB Radio Code
Media Code 4 234 5700 1.00
Nathan J. Cooper, Box 969, on Hwy. 181, 2 miles north of Morganton, N. C. 28655. Phone 437-0321.

1. PERSONNEL
Owner-Manager—Nathan J. Cooper.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc. Directional nights only.
Operating schedule: 5 am-midnight. EST.
FM-ERP 3,000 w.; 921 mc.
Operating schedule: 5 am-midnight.

4. AGENCY COMMISSION
None; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21c, 22b, 23a, 28b, 29a.
Contracts: 44, 45, 47e.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Prod. Services: 80, 82.
Affiliated with NBC and KRS Radio Networks.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 ET 3/1/69—Rec'd 1/30/69.

Class I—6-9 am.
Class II—9 am-sign-off.

NORTH CAROLINA

6. SPOT ANNOUNCEMENTS

CLASS I

1 min.	4.00	26x	156x	312x	624x	1000+
30 sec.	3.50	5.80	3.60	3.40	3.20	3.00
		8.30	3.10	2.90	2.70	2.50

CLASS II

1 min.	3.30	3.10	2.90	2.70	2.50	2.30
30 sec.	3.00	2.80	2.60	2.40	2.20	2.00

8. PROGRAM TIME RATES

1 hr.	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hr.	25.40	24.15	22.90	21.60	20.30	19.05
1/4 hr.	17.60	16.40	15.20	14.00	12.80	11.60
10 min.	11.20	10.70	10.20	9.75	9.20	8.70
5 min.	8.25	7.85	7.50	7.00	6.60	6.20

WSVM

Valdese
City of Lenoir, Valdese, N. C.
Morganton—111 Collett St., Morganton, N. C. Phone 704-874-4111.
See listing under Valdese, N. C.

MT. AIRY (2 AM)

Surry County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WPAQ

1948
Media Code 4 234 5750 6.00
Ralph D. Epperson, Box 907, Mt. Airy, N. C. 27030. Phone 919-786-6111.

1. PERSONNEL
Owner—Ralph D. Epperson.
General Manager—Blair Eubanks.
Commercial Director—Lucy E. Bowman.

2. REPRESENTATIVES
Gill-Perma, Inc.

3. FACILITIES
10,000 w. days; 740 kc. Non-directional.
Operating schedule: Daytime only. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KRS Radio Network.

TIME RATES
Rates effective July 1, 1965. (Card No. 3.)
Card received July 1, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 hr.	4.70	2.82	1.56
13 times	4.57		

NORTH CAROLINA

Mt. Airy—W S Y D—Continued

DISCOUNTS	
13 times.....	5% 156 times..... 24%
26 times.....	9% 260 times..... 28%
52 times.....	15% 312 times..... 30%
104 times.....	19%

MT. OLIVE

Wayne County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WDJS

1981

Subscriber to the NAB Radio Code
Media Code 4 234 550 2.00
J. Mayo & Mrs. Little S. Walden dba The Mount
Olive Broadcasting Co., Box 429, Mount Olive,
N. C. 28365. Phone 919-658-4145.

- PERSONNEL
Gen'l & Sales Mgr.—J. H. Mayo.
Program Director—Mrs. Ann W. Mayo.
- FACILITIES
1,000 w.; 1430 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15%: no cash discount.

5. GENERAL RATE POLICY
TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective.....
Rates received February 4, 1965.

6. SPOT ANNOUNCEMENTS

1 min	1 min	1 min
13 times.....	2.00 156 times.....	1.30
26 times.....	1.50 260 times.....	1.25
52 times.....	1.45 500 times.....	1.15
104 times.....	1.40 1000 times.....	1.00

7. PACKAGE PLANS

PER WK:	ea	PER MO:	ea
35 times.....	1.25	50 times.....	1.25
65 times.....	1.10	100 times.....	1.00
30 seconds (60 words) sat.			.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 times.....	30.00 18.00 10.00 4.50		
26 times.....	28.00 16.00 9.50 4.15		
52 times.....	27.00 15.00 9.25 4.00		
104 times.....	25.00 14.00 9.00 3.75		
156 times.....	24.00 13.50 8.50 3.50		
260 times.....	23.00 13.00 8.00 3.25		
312 times.....	22.00 12.00 7.50 3.00		

MURFREESBORO

Hertford County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WWDR

1955

Subscriber to the NAB Radio Code
Media Code 4 234 5900 7.00
Murfreesboro Broadcasting Corp., Box 38, Hwy. 5,
158-258 W. Murfreesboro, N. C. 27855. Phone
398-4111, 4112, 4113, 4114.

- PERSONNEL
Pres. & Gen'l Mgr.—Don A. Burnett.
Program Director—Jim Judkins.
Assistant Sales Manager—David Griffith.
- REPRESENTATIVES
T-N Spot Sales.
- FACILITIES
1,000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
None: all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14c, 15b.
Basic Rates: 21a, 21c, 25a.
Contracts: 45, 46, 47a.
Comb.: Cont. Discounts: 62d.
Cancellation: 72.
Prod. Services: 82.
Member: Tobacco Radio Network.

NATIONAL AND LOCAL RATES SAME
No. 5 ET 5/1/69—Rec'd 5/12/69.

6. SPOT ANNOUNCEMENTS

FIXED POSITION OR SPECIFIED TIME	2.50
1 min.....	2.75 30 sec.....

7. PACKAGE PLANS

ROS	13x	26x	52x	104x	260x	312x	520x
1 min.....	2.75	2.45	2.00	1.95	1.90	1.80	1.70
20 sec.....	2.50	2.20	1.75	1.70	1.65	1.55	1.35

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 times.....	50.00	30.00	15.00
26 times.....	27.50	17.50	8.00

MURPHY (2 AM)

Cherokee County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WCVP

1959

Subscriber to the NAB Radio Code
Media Code 4 234 5950 2.00
Cherokee Broadcasting Co., Hwy. 129, Box 280,
Murphy, N. C. 28906. Phone 837-2151, 2.

- PERSONNEL
General Manager—Max Blakemore.
Program Director—Elvia M. Blakemore.
Sales Manager—Grady Carringer.
- FACILITIES
1,000 w.; 800 kc. Non-directional.
Operating schedule: 6:00 am-sunset. EST.

- AGENCY COMMISSION
15%: 2% cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective August 1, 1958.
Rates received April 27, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min	20 sec
13 times.....	50.00	28.20	15.80	11.50	8.10	4.50
26 times.....	49.40	27.25	15.10	11.10	7.85	4.35
52 times.....	46.80	26.30	14.60	10.70	7.60	4.20
39 times.....	45.20	25.35	14.10	10.30	7.35	4.05
52 times.....	43.60	24.40	13.60	9.90	7.10	3.90
78 times.....	42.00	23.45	13.10	9.50	6.85	3.75
194 times.....	40.40	22.50	12.60	9.10	6.60	3.60
150 times.....	38.80	21.55	12.10	8.70	6.35	3.45
156 times.....	37.20	20.60	11.60	8.30	6.10	3.30
260 times.....	35.60	19.65	11.10	7.90	5.85	3.15
312 times.....	34.00	18.70	10.60	7.50	5.60	3.00

WKRK

1958

Subscriber to the NAB Radio Code
Media Code 4 234 6000 5.00
Childers Broadcasting Corp. of Murphy Radio Srenio
Studios, Box 339, Murphy, N. C. 28906. Phone
837-3210

- PERSONNEL
Pres. & Gen'l Mgr.—Paul Ridenhour.
Program Director—Ted R. Thomas.
Commercial Manager—Jim Goodwin.
- REPRESENTATIVES
David Carpenter Company.
- FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Cancellation: 70c.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/1/69—Rec'd 6/25/69.

6. SPOT ANNOUNCEMENTS

SPECIFIED TIMES	1x	52x	104x	312x	500x	750x	1000x
1 min 30 sec.....	2.90	2.75	2.50	2.30	2.15	2.00	1.90
30 sec 2.10.....	2.00	1.85	1.70	1.60	1.50	1.40	

8. PROGRAM TIME RATES

5 min	1/4 hr	1/2 hr	1 hr	
Ea.....	10	20	35	55

DISCOUNT

13x—10%	26x—15%	52x—20%	312x—35%
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NEW BERN (2 AM)

Craven County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WHIT

1942

Media Code 4 234 5050 0.00
New Bern Broadcasting Co., Inc., Drawer 1049,
U. S. Hwy. 17, S. New Bern, N. C. 28560.
Phone 919-637-4450, 4454.

- STATION'S PROGRAMMING DESCRIPTION
WHIT: Programmed for adults and mature teens.
MUSIC: 100% modern country and western, 24 hours
a day. News hourly at :55. Official weather at :30.
Local news via mobile units as it happens. Contact
Representative for further details. Rec'd 5/27/69.
- PERSONNEL
General Manager—Gray Ingram.
- REPRESENTATIVES
T-N Spot Sales.
- FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0: time only.
- GENERAL ADVERTISING See coded regulations
General: 3a, 5, 6a.
Contracts: 47a.
Cancellation: 70c, 71a.
Member: The TN Radio News Network, Tobacco
Radio Network.

TIME RATES
No. 5 ET 6/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE	5.00	156 x	3.50
13 x.....	4.75	260 x.....	3.00
26 x.....	4.50	312 x.....	2.75
52 x.....	4.25	500 x.....	2.25
104 x.....	4.00	1000 x.....	2.00

30 sec: 80% of 1-min.

7. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 times.....	40.00	24.00	12.00
26 times.....	37.50	22.00	10.00
52 times.....	35.00	20.00	9.50
104 times.....	33.00	18.00	9.00
156 times.....	31.00	16.00	8.50
312 times.....	30.00	14.00	8.00

WRNB

1957

Subscriber to the NAB Radio Code
Media Code 4 234 6100 5.00
Jeffery Broadcasting Corp., Box 1510, New Bern,
N. C. 28560. Phone 637-6144.

- STATION'S PROGRAMMING DESCRIPTION
WRNB: Programmed for audience 35 years old and
younger.
Top 100 music, news, weather and sports. NEWS:
features locally gathered news via 6 mobile 2-way
radio equipped cars plus national, international and
statewide news programmed hourly at :55. Play-by-
play sports features college and high school football
and basketball. Contact Representative for further
details. Rec'd 1/30/68.
- PERSONNEL
President—William W. Jeffery.
General Manager—George B. Nelson.
- REPRESENTATIVES
Southern Spot Sales.

- FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight Mon thru Sat;
7:00 am-midnight Sun. EST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a,
28a, 29a, 30, 31.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.

TIME RATES
ET—Rec'd 7/3/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE	4.15	312 x	3.15
13 x.....	3.95	500 x.....	2.95
104 x.....	3.75	1000 x.....	2.75
156 x.....	3.55	1500 x.....	2.55
260 x.....	3.35		

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl	40 tl
1 min.....	2.95	2.75	2.55	2.35

13 CONSECUTIVE WEEKS

1 min	2.05	30 tl	40 tl	50 tl
PER MO:	50 tl	100 tl	150 tl	
1 min.....	2.60	2.30	2.00	

30 sec: 80% of 1-min.

NEWTON

Catawba County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNNC

1948

Media Code 4 234 6150 8.00
Newton-Conover Broadcasting Co., West "A" St.,
Extension, Newton, N. C. 28658. In 4-4041.

- STATION'S PROGRAMMING DESCRIPTION
WNNC: Programmed for general interest.
NEWS: emphasis on world, regional and local. Also
local sports and local interviews on public affairs.
MUSIC: 80% standard pops, 17% country and
western, 17% rock and roll, 6% gospel. Rec'd 8/9/67.
- PERSONNEL
Manager—Earl Holder.
Commercial Manager—Bob Campbell.
- REPRESENTATIVES
David Carpenter Company.
- FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION
None: all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26,
28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 6/1/67—Rec'd 6/19/67.

6. SPOT ANNOUNCEMENTS

1x	50x	250x	500x	1000x	1500x
1 min.....	1.90	1.80	1.65	1.55	1.30
30 sec.....	1.50	1.40	1.20	1.10	.85
15 sec.....	.95	.90	.85	.75	.65

7. PACKAGE PLANS

PER MO:	25 tl	50 tl	100 tl
1 min.....	1.65	1.45	1.25
30 sec.....	1.30	1.15	1.00

Must be used within 30 days.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
13 times.....	33.00	32.00	31.00	30.00
26 times.....	19.25	18.75	18.25	17.75
52 times.....	9.75	9.50	9.25	9.00
104 times.....	4.25	4.00	3.75	3.50

10. SPECIAL FEATURES
Silver Star Pappy Millsaps, Henry's Weather—
Per spot (any amount purchased)..... 2.00
Before 8 am: 1 min 2.00 30 sec..... 1.60

9. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
13 times.....	33.00	32.00	31.00	30.00
26 times.....	19.25	18.75	18.25	17.75
52 times.....	9.75	9.50	9.25	9.00
104 times.....	4.25	4.00	3.75	3.50

10. SPECIAL FEATURES
Silver Star Pappy Millsaps, Henry's Weather—
Per spot (any amount purchased)..... 2.00
Before 8 am: 1 min 2.00 30 sec..... 1.60

NORTH WILKESBORO

Wilkes County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WKBC

1947

Media Code 4 234 6200 1.00
Wilkes Broadcasting Co., Radio Bldg., North Wilkes-
boro, N. C. 28659. Phone 704-838-3241.

- PERSONNEL
General Manager—Doris B. Potter.
Commercial Manager—Stanley Clifton.
- FACILITIES
1,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations
Basic Rates: 24b.
Affiliated with KBS Radio Network.

TIME RATES
Rates received March 21, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min	1 min
13 times.....	40.00	34.00	20.00	12.00
26 times.....	37.50	32.00	19.00	10.00
52 times.....	35.00	30.00	18.00	9.50
104 times.....	33.00	28.00	17.00	9.00
156 times.....	31.00	25.00	15.00	8.50
312 times.....	30.00	24.00	14.00	8.00

OXFORD

Granville County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WOXF

1949

Subscriber to the NAB Radio Code
Media Code 4 234 6250 8.00
Oxford Broadcasting Corp., Box 644, 111 Littlejohn
St., Oxford, N. C. 27565. Phone 693-6416.

- PERSONNEL
Pres. & Treas.—Mrs. A. N. Critcher.
Sec. & Gen'l Mgr.—F. Royster Critcher.
- FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm. EST.
Transmitter—Old Henderson Rd., Oxford, N. C.
- AGENCY COMMISSION
15%: no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 4d, 5, 6a.
Contracts: 45.
Beer advertising acceptable.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective January 1, 1962.
Rates received January 3, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr

Plymouth—W P N C—Continued

2. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.

Comb.: Cont. Discounts: 60h, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective September 11, 1959. (Card No. 1.)
Card received September 16, 1959.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	2.95	2.35
13 x			2.80	2.25
26 x			2.65	2.12
52 x			2.50	2.00
76 x			2.42	1.95
100 x			2.35	1.88
156 x			2.28	1.82
260 x			2.20	1.77
312 x			2.13	1.70
500 x			2.05	1.65
1000 x			1.92	1.53

RAEFORD

Hoke County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WSHB

Media Code 4 234 6350 4.00
Friendly Broadcasting, Inc., Box 669, Raeford, N. C. 28376. Phone 919-875-2148.

1. PERSONNEL
Gen'l Mgr. & Chief Engr.—Robert E. Perkins.
Station Manager—Harold Bledsoe.
Sales Manager—Gene Granger.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w. day, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:58-12:08 am daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with KBS.
Member: Tobacco Radio Network; The TN Radio News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 4/18/59—Rec'd 6/2/59.

6. SPOT ANNOUNCEMENTS

1 x	50x	100x	150x
1 min.	3.00	2.50	2.00
30 sec.	80% of 1-min.		

7. PACKAGE PLANS

PER WK:	1 tl	51 tl	76 tl
1 min.	2.00	1.80	1.60
30 sec.	1.60	1.45	1.25

8. PROGRAM TIME RATES

1 x	5 min	1/4 hr	1/2 hr
14 x	5.00	15.00	30.00
1 hr. (at 40.00)	3.50	10.00	21.00

10. SPECIAL FEATURES
Weathercasts—Minimum 3 months, includes weather, 6 promos per day and 1 30-second spot 45.00.
TIME SIGNALS
(maximum 10-seconds)
PER MO: 100 tl 150 tl 200 tl
Es: 80 75 100

RALEIGH (5 AM; 3 FM)

Wake County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WDNC

DURHAM
City of license, Durham, N. C.
Considered by CBS Radio Network as their Durham-Raleigh outlet.
See listing under Durham, N. C.

WKIX WKIX-FM

1947 1947
The Eastman Station

RAB

Media Code 4 234 6400 7.00
Southern Broadcasting Co., Box 12526, Raleigh, N. C. 27605. Phone 919-832-5511.
Durham office: 201 Security Savings & Loan Bldg.
Mailing address Box 788, Durham, N. C.

1. PERSONNEL
President—John G. Johnson.
General Manager—Carl Glickson.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 850 kc.
Directional—nights only.
Operating schedule: 24 hours daily. EST.
FM-ERP 29,500 w.; 98.1 mc.
Antenna ht. 460 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29b, 30, 32b, 33d.

September 1, 1969

Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 50, 51c.

Comb.: Cont. Discounts: 60f, 60l.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman Network.

TIME RATES
No. 8 ET 10/1/68—Rec'd 8/26/68.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight: Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	12 tl	18 tl	24 tl
1 min.	35.00	30.00	28.00
30/20 sec.	28.00	25.60	24.00
10 sec.	17.50	16.00	14.00

SECTION II

1 min.	31.00	28.00	24.00
30/20 sec.	24.80	22.40	20.80
10 sec.	15.50	14.00	13.00

SECTION III

1 min.	25.00	22.00	20.00
30/20 sec.	20.00	17.60	16.00
10 sec.	12.50	11.00	10.00

7. PACKAGE PLANS
BEST BUY PLANS

PER WK, EA:	1 min
Plan A—30 tl (12I, 12II, 6III)	21
Plan B—15 tl (6I, 6II, 3III)	26
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.	

Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2 x applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
Rateholder: Minimum wkly sched of 6 1-min spots, 6 am-mid, Mon-Sun, necessary to maintain consec wk advertising. (CR)

WLLE

Media Code 4 234 6450 2.00
Maywood Ave., Raleigh, N. C. 27603. Phone 919-857-874.

STATION'S PROGRAMMING DESCRIPTION
WLLE: Programmed for general interest.
MUSIC: rhythm and blues and gospel. AIR PERSONALITIES handle all segments. NEWS: on hour, community news on half hour. Gospel programming Sun only. All other programs rhythm and blues with air personalities. Contact Representative for further details. Rec'd 10/28/68.

1. PERSONNEL
President—Wallace L. Hankin.
General Manager—Jim Dulaney.
Station Manager—Chuck Blake.

2. REPRESENTATIVES
Dore & Allen, Inc.
South, Southwest—Bernard I. Ochs Co.

3. FACILITIES
500 w. days; 570 kc. Non-directional.
Operating schedule: 4 am-local sunset. EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Rates effective February 15, 1962.
Rates received February 18, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	75.00	50.00	30.00	15.00	8.00	6.50
52 times	70.00	45.00	27.50	14.00	7.50	6.00
104 times	65.00	40.00	25.00	13.00	7.00	5.80
156 times	60.00	35.00	24.50	12.00	6.50	5.25
260 times	55.00	30.00	20.00	11.00		
312 times	50.00	25.00	17.50	10.00	6.00	4.75
500 times	45.00	20.00	15.00	9.00	5.50	4.50
750 times					5.00	4.25
1,000 times					4.50	4.00

Less than 10 seconds—80% of 1-minute rate.

7. PACKAGE PLANS
WEEKLY PACKAGE RATES

Per week:	Each	Total
10 times	7.00	70.00
15 times	6.75	101.25
20 times	6.50	130.00
40 times	5.50	220.00

WPTF has

MARKET — 3½ million people with effective buying income of \$7 billion
— WPTF primary coverage area.

PROGRAMMING — Full Service Radio.

AUDIENCE — WPTF has the largest weekly accumulative audience of persons 18 yrs. and older, and reaches more households weekly in metro Raleigh than any other station.*

*Pulse, Inc., Raleigh, N. C., Metro Survey January, 1969.

Spot Radio Stations

World Radio History

WPTF

1924

NAB

Subscriber to the NAB Radio Code

Media Code 4 234 6500 4.00

Durham Life Broadcasting Service, Inc., Box 1511, WPTF Bldg., 410 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-332-8311. TWX 810-928-4350.

STATION'S PROGRAMMING DESCRIPTION
WPTF: Programmed for general interest.
AIR PERSONALITIES handle all except network news and features. 5-6 am farm. 6-0:30 am middle-of-the-road music, news, comedy, public affairs, weather. 9:30 am-noon women's program, telephone show, features, middle-of-the-road music. Noon-1 pm farm. 1-3:30 pm news, religion, telephone show, middle-of-the-road music. 3:30-6 pm middle-of-the-road music, news features, stock markets. 6-6:45 pm news, sports, weather. 6:45-8 pm public affairs, features, general popular music. 8 pm-5 am news, features, middle-of-the-road and general popular music, religion. 3 man news department, six 10 min regional newscasts daily. Weekends: network entertainment features, middle-of-the-road music, regional features, religion. SPORTS: college football and basketball. Contact Representative for further details. Rec'd 5/20/69.

1. PERSONNEL
General Manager—Richard H. Mason.
Sales Manager—R. W. Youngsteadt.
Promotion Manager—Don Fowler.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
50,000 w.; 680 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 5-10:30 am.
For non-simulcast facilities see WPTF-FM.

4. AGENCY COMMISSION
15% on net time, talent and service charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60l, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES
No. 12 ET 8/1/68—Rec'd 6/27/68.
AA—Daily 6-9 am.
A—Daily 9 am-7 pm.
B—Daily 7 pm-8 am.

6. SPOT ANNOUNCEMENTS

CLASS AA

1 MIN:	1 tl	6 tl	12 tl	18 tl	25+
1 x	52	49	45	42	39
100 x	48	45	41	38	35
200+	45	41	37	34	32

30/20 SEC:

1 x	42	39	36	33	31
100 x	38	36	33	30	28
200+	35	33	30	27	25

10 SEC:

1 x	31	29	27	25	23
100 x	27	25	23	21	19
200+	27	25	23	21	19

CLASS A

1 MIN:	45	43	40	38	36
1 x	42	39	36	33	31
100 x	40	37	33	30	28
200+	40	37	33	30	28

30/20 SEC:

1 x	35	34	32	30	29
100 x	33	31	29	26	24
200+	31	29	26	24	22

10 SEC:

1 x	27	25	23	21	19
100 x	25	23	21	19	17
200+	23	21	19	17	15

CLASS B

1 MIN:	25	24	22	21	20
1 x	24	23	21	20	19
100 x	23	21	19	18	17
200+	23	21	19	18	17

30/20 SEC:

1 x	20	19	17	16	15
100 x	19	18	16	15	14
200+	18	18	15	14	13

NORTH CAROLINA

10 SEC:

	1 tl	6 tl	12 tl	18 tl	25+
1 x	15	14	13	12	11
100 x	14	13	12	11	10
200+	13	12	11	10	9

ID's may combine with other spots for frequency.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	5 tl	10 tl	15 tl	20 tl	25 tl
1 min.	180	290	405	520	624
30/20 sec.	125	230	330	420	500
10 sec.	80	150	210	260	300

Sold in multiples of 5.
Not combinable with other schedules.
Scheduling options: 1AA, 3A, 1B or 5A.
ID's may combine with other spots for frequency.

WPTF/WPTF-FM COMBINATION RATES
AM advertisers may buy equal number of FM spots at 4.00 each.

(This listing continued on next page)

Who's #1 East of Raleigh?

Circulation Pulse '68* reveals WGTM North Carolina's leader East of Raleigh.

WGTM dominates a 12 county market delivering:

- 35,500 homes
- 34,500 men
- 35,300 women
- 18,400 teens

*total persons
*Interviewing conducted in 1967

Why not buy into this affluent 12 county market area encompassing 641,300 people earning \$1,007,583,000 and spending \$773,598,000 per year? (SRDS CM Data 1-1-68)

Represented by T-N Spot Sales

wgtm

Wilson, North Carolina

Durham Life Broadcasting Service

WPTF

RADIO 680
50,000 Watts NBC
Raleigh-Durham
Represented by
Henry I. Christal Co., Inc.

659

NORTH CAROLINA

Roleigh—W P T F—Continued

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS/FARM
AA—Mon thru Sat 6-9 am & noon-1 pm.
A—Daily 9 am-noon & 1-7 pm.
B—Mon thru Sun 7 pm-6 am; Sun 6-9 am & noon-1 pm.

CLASS AA				
1/4 hr.	1x	52x	156x	312+
10 min.	84	78	72	84
5 min.	87	62	57	56
CLASS A				
1/4 hr.	97	91	85	80
10 min.	78	73	68	63
5 min.	60	56	52	48
CLASS B				
1/4 hr.	78	73	68	63
10 min.	64	60	56	52
5 min.	44	40	37	35

Rates include service charge. When advertiser provides ready-to-air programs on tape or ET, 90% of above rates apply. (CB)

W P T F-FM

1949



Subscriber to the NAB Radio Code

Media Code 4 234 8501 2.00
 WPTF-FM, Box 1511, WPTF Bldg., Raleigh, N. C. 27602. Phone 919-832-8311. TWX 510-928-0530.
STATION'S PROGRAMMING DESCRIPTION
 WPTF-FM: Programmed for adults and young adults.
 10 am-2 pm middle-of-the-road music with news and weather at noon & 2 pm. 2-4 pm classical music with news and weather at 4 pm. 4-6 pm middle-of-the-road music with news and weather, sports, public affairs 6-8:30 pm. 8:30-9 pm middle-of-the-road music, film music, showtunes, swing, and folk music. News and weather at 8 pm. 8 pm-12M classical music with news and weather at 10 pm & 12M. Contact Representative for further details. Rec'd 10/18/67.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Richard H. Mason.
 Program Manager—John Todd.
 Sales Manager—L. W. Youngsteadt.
- REPRESENTATIVES**
 Henry I. Christal Co., Inc.
- FACILITIES**
 ERP 100,000 w.; 94.7 mc. Stereo.
 Operating schedule: 5-11 am. EST.
 Antenna ht. 564 ft. above average terrain.
 Partial simulcast operation. Operated separately 10:30 am-midnight. For simulcast facilities see WPTF.

The top Raleigh station delivers a weekly cume of 221,700 N. C. adults

TN East Stations deliver nearly 233% more cume adults at less cost—only \$50 participating minute for the eastern leg of TN Radio News Network, including Raleigh.

Details of TN News single order, single invoice convenience are beside the North Carolina map at the start of this section.

TN SPOT SALES, P.O. Box 1988, Raleigh, N. C. PHONE COLLECT: 919-832-8885

Data Source: Pulse Circulation '68
 Interviewing Conducted in 1967

- AGENCY COMMISSION**
 15% on net station time.
- GENERAL ADVERTISING** See coded regulations See WPTF listing for coded regulations. Sold in combination with WPTF. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 Rates effective August 1, 1965. (Card No. 2.)
 Card received July 26, 1965.

- SPOT ANNOUNCEMENTS**
 (1 minute or less)
 Fixed Position
PER WK:
 5 ti 8 12-17 ti 6
 6-11 ti 7 18 or more ti 4

7. PACKAGE PLANS
ROS
 50 announcements in 4 weeks \$3.00
 25 announcements in 2 weeks 3.25

- PROGRAM TIME RATES**
 55-60 min. 35.00 1/4 hr. 12.50
 25-30 min. 20.00
 "Festival of Music"
 Approx. 2 hrs. 60.00
 "Festival of Music"—8 minutes plus open and close.

WRAL (FM)

1947



Media Code 4 234 6550 9.00
 Capitol Broadcasting Co., Inc., Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-5929

STATION'S PROGRAMMING DESCRIPTION
 WRAL (FM): Programmed for adults and young adults.
MUSIC: 45% current hits, 45% general popular, 10% popular jazz. **NEWS:** localized regional network news at 5:55. **Weather:** 2 station meteorologists with reports at 3:30. **SPORTS:** college football, basketball, high school football, NASCAR races. Three 5 min sportscasts daily. **FAIRM:** 2 farm directors with crop features 6:30-6:55 am. **COMMERCIAL POLICY:** 6 minutes of commercials maximum per hour. No multiple spotting. Half hour competitive protection guaranteed. Contact Representative for further details. Rec'd 11/29/68.

- PERSONNEL**
 Director of Radio—Wally Voigt.
 Program Director—Mary Jane Campbell.
- REPRESENTATIVES**
 T-N Spot Sales.
- FACILITIES**
 ERP 250,000 w.; 101.5 mc.
 Operating schedule: 6:00-1:00 am. EST.
 Antenna ht.: 900 ft. above average terrain.
 Rec'd 11/29/68.
- AGENCY COMMISSION**
 15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 28a, 28c, 29a, 31.
 Contracts: 40a, 41, 42a, 43, 44, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 60d, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Maximum of 6 commercial minutes per hour, exclusive of news.
 Maximum of 10-second spots per hour. No multiple spotting.

Product Protection
 Minimum of thirty minutes separation between competitive products.
 Member: The TN Radio News Network.

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
 No. 2 ET 1/1/69—Rec'd 11/29/68.
- PACKAGE PLANS**
BEST TIMES AVAILABLE

PER WK:	5 ti	8 ti	12-17 ti	10+
1 min.	3.50	3.25	3.00	2.75
30 sec.	2.80	2.60	2.40	2.20
10 sec.	2.10	1.95	1.80	1.65

27-52 WK:

1 min.	8.00	2.75	2.50	2.25
30 sec.	2.40	2.20	2.00	1.80

 Schedule of 5 or less spots daily, requires minimum 5-day schedule per wk.

WRNC

1939

American Contemporary Ntwk

Media Code 4 234 6500 2.00
 Raleigh Radio Co., Box 1287, 515 Bart St., Raleigh, N. C. 27602. Phone 919-834-6401.

- PERSONNEL**
 General Manager—Harold Vester.
- REPRESENTATIVES**
 Stone Representatives, Inc.
- FACILITIES**
 1,000 w. days; 25w w. nights; 1240 kc.
 Non-directional.
 Operating schedule: 24 hours daily.

WNCT Greenville HAS GONE BIG TIME... ..**FULL TIME**

NOW 10,000 WATTS AT 1070
 Smack-Dab in the Middle of the Dial
THAT'S POWER!

Interference-Free Coverage
 of 561,800 people with over \$970 million in Consumer Spendable Income and \$667 million in Total Retail Sales. (SRDS CM Data, 1-1-69)

- AGENCY COMMISSION**
 15% time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
 Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33d.
 Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.
 Affiliated with American Contemporary Network.
 Member: The Radio Smiles Group.

TIME RATES
 ET 2/1/68—Rec'd 4/15/68.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK:

1 min.	6.41	12.11	18.11	24.11
30 sec.	11.50	11.00	10.50	10.00
30 sec.	8.85	8.25	7.85	7.50
10 sec.	5.75	5.50	5.25	5.00

CLASS A

1 min.	9.20	8.80	8.40	8.00
30 sec.	6.90	6.60	6.30	6.00
10 sec.	4.60	4.40	4.20	4.00

CLASS B

1 min.	6.90	6.80	6.30	6.00
30 sec.	5.20	4.95	4.75	4.50
10 sec.	3.45	3.30	3.15	3.00

 (*) Less than 6 weekly, above rate plus 10%.
 Time classifications combinable for frequency.

DISCOUNTS
 26 wks—5% 52 wks—10%
7. PACKAGE PLANS
WEEKLY SATURATION
 (1/3 AA, 2/3 ROS)

- PER WK:**
 1 min 5 sec 10 sec 10 sec
 30 ti 8 6 4

10. SPECIAL FEATURES
 5-min newscasts—1-1/2x applicable 1-min rate.

WYNA

1962

Media Code 4 234 6650 7.00
 North Carolina Electronics, Inc., Box 5575, 2008 Hillsboro St., Raleigh, N. C. 27607. Phone 919-828-9912.

STATION'S PROGRAMMING DESCRIPTION
 WYNA: MUSIC: modern country and western. Contact Representative for further details. Rec'd 3/20/68.

- PERSONNEL**
 President—Hugh E. Holder.
 General Manager—Bob Kelly.
- REPRESENTATIVES**
 Adam Young Radio, Inc.
- FACILITIES**
 1,000 w. days; 1550 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15% on time only; no cash discount, no cash rebates.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b, 8.
 Rate Protection: 12b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with American Entertainment Network.
 Member: Country Music Network and Golden Crescent Group.

TIME RATES
 ET 12/1/67—Rec'd 12/8/67.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.

- SPOT ANNOUNCEMENTS**
PER WK, 1-MIN:

AA	5 ti	10 ti	15 ti
A	10.50	10.00	9.50
A	7.50	7.00	6.50

 30 sec: 80% of 1-min.
 AA and A may be combined for frequency.
- DISCOUNTS**
 52 wk—10%
- 10. SPECIAL FEATURES**
 5-Minute News—1-1/2x applicable 1-minute rate.

REIDSVILLE (2 AM; 1 FM)

Rockingham County—Map Location F-3
 See SRDS consumer market and data at beginning of the State.

WFRC

1947

Media Code 4 234 6700 0.00
 Rockingham Broadcasting Co., Box 900, Reidsville, N. C. 27320. Phone 919-349-4361, 4362.

- STATION'S PROGRAMMING DESCRIPTION**
 WFRC: Programmed for adults and young adults with emphasis on farmer and industrial worker.
 Program farming interests with 2 networks and local news. **MUSIC:** middle-of-the-road pop. Personality programs with audience participation in air promotions and local sales promotions. Phone discussions plus carry all sports and games in appropriate season. Promote community news and events and participation in these events. Contact Representative for further details. Rec'd 4/24/68.

- PERSONNEL**
 Manager—William Pruden.
 Assistant Manager—Chuck Moseley.
- REPRESENTATIVES**
 T-N Spot Sales.
- FACILITIES**
 1,000 w.; 1600 kc. Directional—nighttime only.
 Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 25b, 29a, 30, 32a, 33d.
 Contracts: 40a, 40c, 41, 42d, 44a, 44b, 47a, 48, 49, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62d.
 Cancellation: 70a, 70b, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.
 Affiliated with American Entertainment Network.
 Member: TN Radio News Network, Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 No. 3 ET 10/1/68—Rec'd 11/15/68.

- SPOT ANNOUNCEMENTS**
PER MO:

15 sec	30 sec	1 min
1 ti	1.75	2.00
25 ti	1.25	1.50
50+	1.00	1.25

TIME SIGNALS
 10 sec flat, per day 10.00
 13 wk minimum contract.

8. PROGRAM TIME RATES
PER:

1 ti	25 ti	50+
5 min.	7	6
1/4 hr.	14	13

 12

WREV

1948



Subscriber to the NAB Radio Code

Media Code 4 234 6750 5.00
 Reidsville Broadcasting Co., Inc., Box 1349, Danville Rd., Reidsville, N. C. 27320. Phone 2-1333, 1334.

STATION'S PROGRAMMING DESCRIPTION
 WREV: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS 5 min on half hour. Sign-on-10 am general pop music with farm, sports news; 10-11 am women's program, standards; 11-noon general pop; noon-12:30 news, weather, commentary; 12:30-3:30 pm country-western; 3:30-6 pm top 40; 6-sign-off general pop, news, weather. SAT: sign-on-11 am general pop; 11-1:30 am sermon; 1:30-noon general pop; noon-12:15 news-weather; 12:15-1 pm C&W; 1-1:30 pm religious-sermon; 1:30-2 pm C&W; 2-3 pm religious-sermon, gospel; 3:30-sign-off; general pop. SUN: 7:15-7:30 am news; 7:30 am-3 pm religious; spiritual, sermons; 3 pm-sign-off—general pop. Rec'd 7/12/67.

- PERSONNEL**
 President—W. M. Oliver, Sr.
 Vice-Pres. & Chief Eng.—W. M. Oliver, Jr.
 General Manager—E. M. (Buck) Hurd.
- REPRESENTATIVES**
 Adam Young Radio, Inc.
- FACILITIES**
 1,000 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrise-local sunset weekdays; 7:15 am-local sunset Sun. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c.
 Contracts: 40a, 41, 43, 44b, 45, 46, 47e, 51a, 51b.
 Comb.: Cont. Discounts: 60a, 61b, 62d.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Member: Southeastern Key Market Network.
 FM operated separately from AM.
 FM facilities: WVMW (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
 ET 10/1/67—Rec'd 2/21/68.

- SPOT ANNOUNCEMENTS**
 1 min. flat 2.00
 30 sec. flat 1.50
- PACKAGE PLANS**
PER MO:

1 min 30 sec	1 min 30 sec
50 ti	1.50
1.25	100 ti
1.25	1.00

 10% additional discount for 12 consecutive monthly contracts.
- PROGRAM TIME RATES**

1/2 hr	1/4 hr	10 min	5 min
1 x	14.00	7.50	6.50

 No discounts.
 (Reidsville continued on next page)

WVMO (FM)
1948

Subscriber to the NAB Radio Code
Media Code 4 234 6800 8.00
Reidsville Broadcasting Co., Inc., Box 1349, Danville Rd., Reidsville, N. C. 27320. Phone 919-342-1333, 1334.

STATION'S PROGRAMMING DESCRIPTION
WVMO (FM): Programmed primarily religious. News where does not interfere with paid programs. 6-7 am middle-of-road; 7 am-8 pm religious-gospel, sacred, sermons; 6-7:30 pm middle-of-road; 7:30-8:15 pm religious-gospel; 8:15-9 pm middle-of-road; 9-10 pm concert. Format same 7 days per week. **COMMERCIAL POLICY:** no commercials that would be contrary to religious concepts. Rec'd 7/12/67.

- PERSONNEL**
President—William M. Oliver, Sr.
Vice-Pres. & Chief Engr.—W. M. Oliver, Jr.
Vice-Pres. & Gen'l Mgr.—E. M. (Buck) Hurd.
- FACILITIES**
ERP 50,000 w.; 102.1 mc. Stereo.
Operating schedule: 6 am-10 pm Mon thru Sat; 7:15 am-10 pm Sun.
- AGENCY COMMISSION**
15% time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 43, 44b, 45, 46, 47e, 51a, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 8/15/66—Rec'd 8/3/66.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.45	10 sec	2.90
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PER WEEK DISCOUNTS

5x-5%	15x-15%	25x-25%
10x-10%		

10% additional discount for 52 consecutive week contract. Unfilled contracts billed at earned rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr
25	16	9

ROANOKE RAPIDS

Halifax County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WCBT

1940
Media Code 4 234 6850 8.00
Halifax Broadcasting Company, Inc. 251 Roanoke Ave. Roanoke Rapids, N. C. 27870. Phone 537-4184.

STATION'S PROGRAMMING DESCRIPTION
WCBT: Programmed for general interest.
AIR PERSONALITIES handle all segments. **NEWS:** at 2:25 & 5:55. News block at 7:45 am, noon & 6 pm. 5-7 am farm market and weather reports, country and western music. 7-11 am middle-of-the-road and survey music, contests, telephone interviews. 11-11:30 am gospel music. 11:30 am-2 pm country and western music, farm news, weather reports, news block. 2-6 pm current hits, telephone interviews, contests. 6-6:25 pm news block, local, national, state, sports, editorial. 6:20 pm-12M current hits, standards. **SPORTS:** college football, high school football and basketball, Atlantic Coast Conference basketball, NASCAR racing. Contact Representative for further details. Rec'd 7/20/67.

- PERSONNEL**
General Manager—Earl Tolligs.
Manager—A. L. Drew.
Program Manager—Fred Taylor.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00-12:15 am. EST.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5.
Rate Protection: 10b, 11c, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 25a, 27, 28b, 28c, 29b, 30, 33b.
Contracts: 42d, 44a, 44b, 45, 46, 47a, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Tobacco Radio Network; The TN Radio News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/1/67—Rec'd 11/2/67.

7. PACKAGE PLANS

PER WK:	1 hr	10-	1 hr	10-
1 min	2.75	2.25	30 sec	1.85

8. PROGRAM TIME RATES

5 min	1/4 hr	1/2 hr	1 hr
4.50	10.50	20.00	36.00

ROCKINGHAM

Richmond County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WAYN

1946
Media Code 4 234 6900 6.00
WAYN, Inc., Box 591, Hwy. 74, Rockingham, N. C. 28379. Phone 919-895-4041.

STATION'S PROGRAMMING DESCRIPTION
WAYN: Programmed for general interest.
MUSIC: middle-of-the-road popular; sign-on-sign-off M-F, except 1-2 pm country and western, 4-6 pm rhythm and blues and rock. **NEWS:** AP news on hour 7 days. Sat: sign-on-9 am middle-of-the-road pop, 9 am-6 pm rhythm and blues and rock, except noon-1 pm middle-of-the-road pop & 1-2 pm gospel. Sun: middle-of-the-road pop and standard albums. Rec'd 10/29/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—William Futterer.
- FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES
ET—Rec'd 10/29/68.

6. SPOT ANNOUNCEMENTS

1 min	4.00	3.38	3.20	1.22	2.98	2.80
30 sec/less	2.00	1.68	1.60	1.56	1.48	1.40

8. PROGRAM TIME RATES

1 hr	80	76	72	68	62	60
1/2 hr	40	38	36	34	32	30
1/4 hr	20	19	18	17	16	15

ROCKY MOUNT (3 AM; 2 FM)

Nash County—Map Location H-4
Edgecombe County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WCEC

Tobacco Radio Network

Media Code 4 234 6950 1.00
Eastern Carolina Electronics, Inc., Hwy. 97, W. Rocky Mount, N. C. 27801. Phone 919-442-3108.
STATION'S PROGRAMMING DESCRIPTION
WCEC: Programmed for general interest.
AIR PERSONALITIES handle all segments. **Network news** at :55 each hour. **Programming:** sign-on-8 am standards, 8-9 am talk, 10 am-noon music, noon-1 pm farm talk and news, 1-2 pm gospel music, 2-4 pm Negro gospel music, 4 pm-sign-off music and news. **MUSIC:** other than ethnic and religious is middle-of-the-road. **NEWS:** local, area, plus network. **SPORTS:** high school, college, and professional baseball, basketball, and football, plus auto racing. **FARM:** 8-1/2 hours per week, talk, interviews, and feature shows. 3 radio-equipped mobile units. Contact Representative for further details. Rec'd 10/2/68.

- PERSONNEL**
General Manager—M. J. Warner.
Commercial Manager—Ray Thompson.
Program Director—Joe Warner.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w. days; 910 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Contracts: 45.
Member: Carolina Radio Group, The Tobacco Radio Network, The TN Radio News Network, Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/69—Rec'd 8/1/69.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	20 sec	10 sec
4.25	3.40	2.70	2.80
3.75	3.00	2.40	2.30
3.50	2.80	2.25	2.15
3.25	2.60	2.20	2.00
2.75	2.20	1.75	1.70
2.50	2.00	1.60	1.50
2.25	1.80	1.45	1.40
2.00	1.60	1.25	1.20
1.75	1.40	1.15	1.10

7. PACKAGE PLANS

15 DAYS:	1 min	30 sec	20 sec	10 sec
15	37.50	30.00	26.25	24.75
20	45.00	35.00	32.00	30.00
30	60.00	45.00	40.00	36.00

8. PROGRAM TIME RATES

5 min	1 hr	1/2 hr	1/4 hr
9.00	8.50	8.00	7.50
10 min	16.75	14.50	13.50
1/4 hr	23.50	17.50	16.75
1/2 hr	35.00	29.00	27.00
1 hr	65.00	60.00	55.00

WEED

1933
Subscriber to the NAB Radio Code
Media Code 4 234 7000 4.00
W. Avera Wynne, Rocky Mount, N. C. 27803. Phone 919-443-3119, 919-443-3564.

- PERSONNEL**
Manager—W. A. Wynne, Jr.
Commercial Manager—George E. Peterson.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
South—Southern Spot Sales, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1390 kc.
Non-directional. **Days:** directional—nights.
Operating schedule: 6 am-midnight. EST.
FM FACILITIES ERP 270 w.; 92.1 mc.
Antenna ht.—190 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount. No discount or commission on artists' services. Commission paid on gross station time only.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40c.
Affiliated with American Contemporary Network.
Member: Carolina Radio Network.

TIME RATES

Rates effective December 1, 1956.
Rates received October 26, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

hr.	hr.	hr.	min.	min.	min.	(*)
1 time	65.00	40.00	28.00	20.00	14.00	6.00
26 times	60.00	38.00	25.00	18.00	12.50	5.75
52 times	55.00	32.00	22.00	16.00	11.00	5.50
104 times	50.00	29.00	20.00	14.00	10.00	5.25
208 times	47.00	26.00	18.00	13.00	9.00	4.75
312 times	44.00	24.00	17.00	12.00	8.50	4.50
624 times	42.00	22.00	16.00	11.00	8.00	4.25

(*) One minute or less.

WFMA (FM)

1947
RAB **NAFMB**
Media Code 4 234 7050 9.00
Eastern Carolina Electronics, Inc., Hwy. 95, 1-1/2 miles from city, Rocky Mount, N. C. 27803. Phone 2-3109.

- PERSONNEL**
Station Manager—M. J. Warner.
Commercial Manager—Ray Thompson.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
ERP 100,000 w.; 100.7 mc.
Operating schedule: 5:30 am-11:00 pm weekdays; 8:00 am-11:00 pm Sun. EST.
Antenna ht.—540 ft. above average terrain.
- AGENCY COMMISSION**
15/20 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with CBS Radio Network.
Affiliated with American FM Network.

TIME RATES
Rates effective June 1, 1952. (Card No. 2.)
Rates received May 26, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

hr.	hr.	hr.	min.	min.	min.
1 time	43.00	36.00	15.50	11.25	9.55
13 times	39.00	31.65	13.00	9.50	8.65
26 times	37.00	28.00	12.00	8.80	8.00
52 times	34.25	18.65	10.85	8.20	4.75
104 times	31.85	17.10	9.75	7.55	4.35
156 times	30.65	16.85	9.00	7.25	4.10
312 times	29.45	15.50	8.65	6.95	3.85
312 times	27.00	14.00	7.75	6.25	3.45

WRMT

1958
RAB
Media Code 4 234 7100 2.00
Atlantic Radio Corp., Box 283, Rocky Mount, N. C. 27802. Phone 919-442-1490.

- PERSONNEL**
President—Stanley H. Fox.
Vice-President—Mike Hight.
General Manager—C. N. (Bud) Morgan.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. EST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with NAB Radio Network.

TIME RATES
Rates effective April 1, 1963.
Rates received February 25, 1962.

6. SPOT ANNOUNCEMENTS

1 min	4.95	52	3.75
26	4.10	156	3.85

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
50.00	35.00	20.00	8.50
46.00	32.00	18.50	7.50
42.00	29.00	17.00	6.50
38.00	26.00	15.50	6.00

ROXBORO

Person County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WRXO

1949
RAB
Media Code 4 234 7150 7.00
Ioxboro Broadcasting Co., Box 130, Roxboro, N. C. 27573. Phone 5013.

- PERSONNEL**
General Manager—Harold S. Taylor.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15/2—within 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a, 45.
Member: Tobacco Radio Network, TN Radio News Network.

TIME RATES
Rates effective May 1, 1953.
Rates received May 12, 1953.

NORTH CAROLINA

6. SPOT ANNOUNCEMENTS

1 min	6.00	4.00	52	5.10	3.40
13	5.70	3.80	45	4.25	3.20
26	5.40	3.60	313	4.50	3.00

(*) 1 minute or 100 words.
(†) 80 second or 50 words or less.

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min

1 hr	50.00	27.50	15.00	7.50
13	47.50	26.15	14.25	7.13
26	45.00	24.75	13.50	6.75
52	42.50	23.38	12.75	6.38
104	40.00	22.00	12.00	6.00
313	37.50	20.63	11.25	5.63

RUTHERFORDTON

Rutherford County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WCAB

1966
Media Code 4 234 7175 4.00
Isothermal Broadcasting Co., Inc., Box 511, White-side Rd., Rutherfordton, N. C. 28139. Phone 704-287-3356.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charles Melton.
Sales Manager—Miles Cooper.
Program Director—Gary Hill.
- REPRESENTATIVES**
South-C. K. Beaver & Associates, Inc.
- FACILITIES**
ERP 50,000 w.; 590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 3c, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12b, 13e, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 28b, 29b, 32a, 33d.
Contracts: 40a, 42c, 44a, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET—Rec'd 8/8/68.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.85	2.75	2.55	2.40
30 sec	2.00	1.90	1.80	1.70	1.60

8. PROGRAM TIME RATES

1 hr	40.00	38.00	36.00	34.00	32.00
1/2 hr	20.00	22.80	21.60	20.40	19.20
1/4 hr	16.00	15.20	14.40	13.60	12.80
5 min	8.00	7.60	7.20	6.80	6.40

SAINT PAULS

Robeson County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WBYB

1966
Media Code 4 234 7200 0.00
Duplin Broadcasting Co., Box 367, Saint Pauls, N. C. 28384. Phone 919-865-5198.

- PERSONNEL**
President—Harry Kramer.
Gen'l & Sales Mgr.—Coleman O'Neal.
Assistant Manager—Tommy O'Neal.
- FACILITIES**
250 w. days; 1050 kc.
Operating schedule: Sunrise-local sunset weekdays; 7 am-local sunset Sun. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 3c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21a.
Contracts: 45.
Cancellation: 71a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 3/7/67.

6. SPOT ANNOUNCEMENTS

1 min	3.00	1.50	2.25	2.00	1.75	1.50
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7. PACKAGE PLANS

1 min 60+	per yr. ea	1.40
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8. PROGRAM TIME RATES

1 hr	30.00	28.00	25.00	22
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NORTH CAROLINA

Salisbury—W S A T—Continued

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 41, 42, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Golden Crescent Group and Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 2/21/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	105x	209x
20/30 sec	4.00	3.75	3.25
10 sec	3.00	2.75	2.50
	2.00	1.75	1.50

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 ti	6.50	11.00	16.00	24.00	40.00
105 ti	6.25	10.00	15.00	21.00	36.00
209 ti	6.00	9.00	13.00	18.00	32.00

WSTP
1938



Subscriber to the NAB Radio Code
Media Code 4 234 7300 8.00
WSTP, Inc., Box 157, 1105 Statesville Blvd., Salisbury, N. C. 28144. Phone 704-636-3811.

STATION'S PROGRAMMING DESCRIPTION
WSTP: Programmed for adults and young adults. 5-9 am, 10 am-noon, 1-6 pm & 7:15-12M, air personalities, general popular music, current hits, RELIGIOUS: 9-10 am talk and sacred music. Noon-1 pm, news, weather, sports, markets, swap program, county agent, 6-7 pm news, weather, sports and standards. NEWS: local, state even hour, network odd hour and half hour. 2 man news department. SPORTS: local high school and college football, local college basketball, American Legion baseball, NASCAR racing. COMMERCIAL POLICY: 18 minutes per hour. 12 minute product protection. Contact Representative for further details. Rec'd 5/5/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Harrell.

2. REPRESENTATIVES
The Devney Organization, Inc.
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:00 am-midnight. EST. Partial simulcast operation. Simulcast 5-5:55 am & 7 pm-12:15 am. For non-simulcast facilities see WSTP-FM.

4. AGENCY COMMISSION
10.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.
Member: The Tobacco Radio Network.

TIME RATES
ET 5/1/68—Rec'd 5/20/68.

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	15 ti	20+
1 min	7.00	6.50	6.00	5.00
30 sec	75%	1-min	10 sec	1D's

8. PROGRAM TIME RATES

1/2 hr	36	10 min	18
1/4 hr	24	5 min	12

WSTP-FM
1946

Media Code 4 234 7301 6.00
WSTP, Inc., Box 157, 1105 Statesville Blvd., Salisbury, N. C. 28144. Phone 704-636-3811.

STATION'S PROGRAMMING DESCRIPTION
WSTP-FM: Programmed for country and western audiences. 6-10 am, 10 am-noon, noon-1 pm, 1-4 pm, 4-6 pm & 6-7 pm air personality segments. TALK: personality with guests noon-12:55 pm. NEWS: local, state 5 min before even hour; world and national 5 min before odd hour. 2 man news department. SPORTS: local high school and college football, local college basketball, American Legion baseball, NASCAR racing. Weather: detailed forecast on half hour. COMMERCIAL POLICY: 18 minutes per hour, 12 minute product protection. Contact Representative for further details. Rec'd 5/5/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Harrell.

2. REPRESENTATIVES
The Devney Organization, Inc.
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
ERP 15.00 w. 106.5 mc.
Operating schedule: 5-12:15 am. EST. Antenna ht.: 330 ft. above average terrain. Partial simulcast operation. Operated separately 5:55 am-7 pm. For simulcast facilities see WSTP.

4. AGENCY COMMISSION
15.0.

5. GENERAL ADVERTISING See coded regulations
See WSTP listing for coded regulations.
Affiliated with MBS.
Member: The Tobacco Radio Network.

TIME RATES

Rates are identical to WSTP. See that listing.

SANFORD (2 AM; 1 FM)

Lee County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WEYE

1952



Media Code 4 234 7350 3.00
Crest Broadcasting Corp., Box 2457, Sanford, N. C. 27330. Phone 919-775-3021.

1. PERSONNEL
General Manager—Bob Riggan.
Sales Manager—Jerry M. Farmer.
Chief Engineer—Gene Wells.

2. REPRESENTATIVES
Hal Walton & Company, Inc.

3. FACILITIES
1,000 w. days; 1990 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10a, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with NAB Radio Network.
Member: The TN Radio News Network and Southeastern Key Market Network.

TIME RATES
No. 5 ET 1/1/68—Rec'd 10/4/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	11x	26x	51x	91x	100+
1 min	4.70	4.20	4.00	3.80	3.60	3.50
20 sec	3.70	3.50	3.30	3.10	3.00	3.00
	3.00	2.80	2.60	2.50		

Prime Time (Drive Time)—6-9 am, 11:30 am-1:30 pm & 3:30-5:30 pm, extra .25 per spot.

7. PACKAGE PLANS

SATURATION RATE
75+; 3 consec days—rate card less 10%
EARLY CONTRACT DISCOUNT
52 wk—10%

WWGP

1946



WWGP-FM

1950



Subscriber to the NAB Radio Code
Media Code 4 234 7400 6.00
WWGP Broadcasting Corp., Drawer R, Sanford, N. C. 27330. Phone 919-775-3525.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank Abbott, Jr.
Vice-Pres. & Sec'y—Mary Snow Abbott

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 490 w.: 105.5 mc.
Operating schedule: 6 am-8 pm Mon thru Fri. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Tobacco Radio Network; TN Radio News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1963. (Card No. 6)
Card received October 11, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	3.00	2.50	52 ti	2.25	1.75
13 ti	2.75	2.25	104 ti	2.00	1.50
26 ti	2.50	2.00	208 ti	1.75	1.25

7. PACKAGE PLANS

1 MIN:
100 or more in 31 days..... 1.50
30 SEC:
50 or more in 7 days..... 1.00

8. PROGRAM TIME RATES

1 ti	1 hr	1/2 hr	1/4 hr	10 min	5 min
32.50	20.00	12.00	8.25	6.25	6.00
26 ti	25.00	18.00	11.00	7.75	5.75
52 ti	28.00	17.00	10.50	7.50	5.50
104 ti	26.50	16.00	10.00	7.25	5.25
208 ti	25.00	15.00	9.50	7.00	5.00

SCOTLAND NECK

Hallifax County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WYAL

1950

Media Code 4 234 7450 1.00
WYAL Radio, Inc., Box 425, Scotland Neck, N. C. 27874. Phone 919-826-3114, 4714.

1. PERSONNEL
Gen'l Mgr. & Farm Dir.—Byron Thomas.
Prog. & Sports Dir.—Jim Casey.
Woman's Editor—Mary Thomas.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 23a, 24b, 25a, 26, 28a, 29a, 33b.
Contracts: 40a, 41, 44a, 45, 46.
Cancellation: 71a.
Prod. Services: 80, 82.
Member: Tobacco Radio Network, The TN Radio News Network.

TIME RATES
No. 4 ET 10/1/68—Rec'd 10/28/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x	3.75	3.25	2.50
15 x	3.50	3.00	2.25
26 x	3.25	2.75	2.00
52 x	3.00	2.50	1.75
104 x	2.75	2.25	1.50

8. PROGRAM TIME RATES

1 x	7.00	156 x	5.75
15 x	6.75	280 x	5.50
26 x	6.50	312 x	5.25
52 x	6.25	500 x	5.00
104 x	6.00		

SELMA

Johnston County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WBZB

1964

Subscriber to the NAB Radio Code
Media Code 4 234 7500 3.00
WBZB Broadcasting Service, Inc., Box 1 Hwy. 301
S. Selma, N. C. 27576. Phone 919-965-3753.
Other office: 506 E. Hancock St., Smithfield, N. C. 27577. Phone 919-934-7368.

1. PERSONNEL
President—Lynn Barry.
General Manager—Rick Bridges.
Sales Manager—Julia Epperson.

3. FACILITIES
1,000 w.; 1090 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
Contact station for details.

5. GENERAL ADVERTISING See coded regulations
Contract: 40a.
Member: The Tobacco Radio Network, The TN Radio News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/1/68—Rec'd 3/25/69.

7. PACKAGE PLANS

1 ti	30 ti	100 ti	250 ti
10 sec	1.25	1.10	1.00
30 sec	2.00	1.80	1.60
1 min	2.80	2.30	2.16

8. PROGRAM TIME RATES

5 min	1x	30x	100x	157+
1 hr	7.00	5.60	4.30	3.50
1/2 hr	12.00	10.50	8.85	7.50
1 hr	20.00	18.00	16.00	14.00
1 hr	30.00	27.00	24.00	21.00

SHALLOTTE

Brunswick County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WVCB

1964

Media Code 4 234 7525 0.00
Shallotte Broadcasting Co., Box 314, Main Hwy. 17,
Shallotte, N. C. 28459. Phone 919-754-4512.

1. PERSONNEL
Partner, Co-Manager & Prog. Dir.—A. Earl Milliken.
Co-Manager Sales—John G. Worrell.
Farm Director—Erich Hickman.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
500 w.; 1410 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
15/0 times only: 20th of month.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3c, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 1/1/69—Rec'd 7/15/69.
A—Sign-on-9 am & 11:30 am-1:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1x	15x	26x	52x	104x	156x	208x	312x
A	3.25	3.00	2.75	2.60	2.45	2.30	2.15	2.00
B	2.75	2.50	2.25	2.10	2.00	1.90	1.80	1.75

30 SECONDS

A & B	2.50	2.25	2.00	1.90	1.80	1.70	1.60	1.50
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8. PROGRAM TIME RATES

1 hr	1x	15x	26x	52x	104x	156x	208x	312x
1 hr	33.00	32.00	31.00	30.00	29.00	28.00	27.00	26.00
1/2 hr	25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
1/4 hr	18.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 min	8.00	7.50	7.00	6.50	6.00	5.75	5.50	5.00

SHELBY (2 AM; 1 FM)

Cleveland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WADA

1958

Subscriber to the NAB Radio Code
Media Code 4 234 7550 8.00
Cleveland County Broadcasting Co., Inc., Drawer 1390, Radio Rd., Shelby, N. C. 28150. Phone 704-482-1390, 704-487-5557.

STATION'S PROGRAMMING DESCRIPTION
WADA: Programmed for adults 18-38 age range. FARM: 6-7 am & 1-2 pm, market reports, crop conditions, state reports. MUSIC: radio-of-the-road 60%, rock 20%, country 20%. Talk features, 1-2 hours daily. Air personalities: 5 daily, audience participation, music and talk, mobile reports and bulletin board items, time regularly, stock reports. SPORTS: director, play-by-play local, state and national, baseball, football, basketball, golf and others. NEWS: director at all times, regional news editorials. 3 hours news daily, 20% local, 25% state, 55% national and international. Continuity and production facilities. Personalities and equipment available for remote broadcasts. Rec'd 8/16/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Boyce J. Hanna.
Commercial Manager—Harold J. Nolas.
Operations Manager—Ken Vassay.

3. FACILITIES
1,000 w. days, 500 w. nights; 1390 kc.
Operating schedule: 4:30 am-midnight Mon thru Sat; 7:00 am-11:00 pm Sun, EST.

4. AGENCY COMMISSION
15/0 times and 20th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 22a, 22b, 23a, 24a, 25a, 28b, 28c.
Contracts: 40c, 41, 46, 47a.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 71a, 73a, 75b.
Prod. Services: 80, 82.
Member: TN Radio News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1965.
Rates received April 19, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	20 sec	10 sec
1 ti	4.00	3.10	2.90
26 ti	3.90	3.00	2.80
52 ti	3.80	2.90	2.70
104 ti	3.60	2.80	2.30
156 ti	3.50	2.75	2.55
208 ti	3.45	2.70	2.50
300 ti	3.30	2.60	2.40
500 ti	3.10	2.50	2.30
1000 or more ti	2.90	2.35	2.20

7. PACKAGE PLANS

SATURATION PLAN
(1 Minute)

PER WK:	70 ti	45 ti	144 ti
20 ti	30.00	4.00	3.10
25 ti	100.00	10.00	187.00
30 ti	115.70	11.00	207.00
40 ti	130.00		

20-second announcements—80% of 1 minute rate.
10-second announcements—70% of 1 minute rate.

8. PROGRAM TIME RATES

1 ti	1 hr	1/2 hr	1/4 hr	5 min
30.00	20.00	14.00	10.00	7.00
26 ti	19.50	13.75	9.75	6.75
52 ti	18.00			

SILER CITY

Chatham County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WNCA

1952

Subscriber to the NAB Radio Code

Media Code 4 234 7650 6.00
The Chatham Broadcasting Co., Inc. of Siler City, Box 429, U. S. Hwy. 64, Siler City, N. C. 27344. Phone 742-2135.

1. PERSONNEL President—David P. Welborne.
General Manager—Roy A. Edwards,
Secretary—Raymond Pearlsins.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 24b, 24c, 25a, 28b, 28c.
Contracts: 40a, 41, 45, 46, 47c.
Comb. Cont. Discounts: 60a, 60c.
Cancellation: 70b, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Member: The TN Radio News Network.

TIME RATES

Rates effective
Rates received March 12, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr.			1/2 hr.			5 min.		
	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.
1 time	65.00	35.00	20.00	15.00	10.00	5.00	4.00	3.00	2.50
13 times	60.00	30.00	18.50	12.50	9.50	4.80	3.80	2.80	2.30
26 times	57.50	27.50	17.00	11.00	9.00	4.70	3.75	2.75	2.30
52 times	55.00	25.00	16.00	10.00	8.50	4.50	3.60	2.60	2.20
104 times	50.00	20.00	15.00	9.50	8.00	4.00	3.20	2.40	2.00
260 times	45.00	18.50	12.50	8.00	7.00	3.75	3.00	2.20	1.80
365 times	40.00	17.00	10.00	7.00	6.00	3.50	2.80	2.00	1.60

7. PACKAGE PLANS
NAB SPOT ANNOUNCEMENT PACKAGE PLANS
Per week, each:

1 min.	(*)	1 min.	(*)
10 times	4.00	3.20	3.00
15 times	3.75	3.00	2.75
20 times	3.50	2.80	2.50
25 times	3.25	2.60	2.20

(*) 20/30 seconds.

SMITHFIELD

Johnston County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WMPM

1950

Subscriber to the NAB Radio Code
Media Code 4 234 7700 9.00
Carolina Broadcasting Service, Inc. Box 238, Smithfield, N. C. 27577. Phones 919-934-2434, 919-934-7181.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl Lamm.
Sales Manager—Mable Talton.

2. REPRESENTATIVES
Bar-Cons Associates.

3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 8:00 am-local sunset. EST.

4. AGENCY COMMISSION
Net, no cash discount; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a.
Rate Protection: 10a, 13a, 14a, 15a.
Basic Rates: 20a, 20b, 21b, 21c, 22a, 24a, 24b, 24c, 25a, 26, 28b, 29b, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb. Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with American Entertainment Network.
Prod. Services: 80, 81, 82.
Member: Carolina Radio Network; Tobacco Radio Network; Country Music Network; National AgRadio Groups, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 6/1/67—Rec'd 10/23/67.

6. SPOT ANNOUNCEMENTS

1 min.	15x	25x	52x	104x	269x	312x
1 min.	3.00	2.95	2.90	2.80	2.70	2.60

7. PROGRAM TIME RATES

1 hr.	1/2 hr.	5 min.	10 min.	1/4 hr.	1/2 hr.
1 hr.	35.00	34.50	34.00	33.00	32.00
1/2 hr.	35.00	34.50	34.00	33.00	32.00
5 min.	35.00	34.50	34.00	33.00	32.00

1/4 hr: 45% of hour. 5 min: 25% of hour.

SOUTHERN PINES

Moore County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WEEB

1947

Media Code 4 234 7750 4.00
Sandhill Community Broadcasters, Inc., Hwy. No. 2 between Pinehurst and Southern Pines, N. C. 28387. Phone 319-602-7440.
Other Studios—Pinehurst Country Club, Pinehurst, N. C.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack S. Younts.
Farm Director—Fleet Allen.

2. REPRESENTATIVES
Gill-Perna, Inc.

3. FACILITIES
5,000 w. days; 990 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 28b, 29a.
Contracts: 42b, 45, 46, 47a.
Comb. Cont. Discounts: 60a, 60c, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
Member: TN Radio News Network, Tobacco Radio Network.

TIME RATES

Rates effective January 6, 1958.

Rates received January 6, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	31.00	30.00	20.00	10.00	5.00
13 times	47.50	27.00	19.00	9.50	4.75
26 times	45.00	26.00	18.00	9.00	4.50
52 times	42.50	26.00	17.00	8.50	4.25
104 times	40.00	24.00	16.00	8.00	4.00
156 times	37.50	22.50	15.00	7.50	3.75

(*) 1-minute or station break.

SPARTA

Allegheny County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCOK

1967

Media Code 4 234 7775 1.00
Sparta-Independence Radio Corp., Box 617, Sparta, N. C. 28675. Phone 919-372-8231, 8232.

1. PERSONNEL
General Manager—Bruce A. Miller.
Prog. Dir. & Acct. Exec.—James E. Gilley.

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
250 w.; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21c, 22b, 23b, 24c, 25a, 26, 28c, 29b, 30, 32b, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb. Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 2 ET 6/1/68—Rec'd 6/10/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 x	3.00	2.50	3.00	2.50
52 x	2.75	2.00	2.50	1.75
156 x	2.50	1.75	2.25	1.50
312 x	2.00	1.50	1.75	1.25
624 x	1.75	1.25	1.50	1.00
936 x	1.60	1.15	1.40	1.00
1248 x	1.40	1.20	1.25	1.00
1560 x	1.25	1.00	1.10	1.00

7. PACKAGE PLANS

30-DAY PROMOTION PLAN					
1 min.	10 min	15 min	30 min	100 min	200 min
1 min.	2.50	2.00	1.75	1.50	1.25
30 sec.	2.00	1.75	1.50	1.25	1.10

Cannot be combined with regular yearly rates for earned rates.

8. PROGRAM TIME RATES

PER YR:	5 min	10 min	1/4 hr	1/2 hr
1 x	10.00	12.50	15.00	30.00
52 x	7.50	10.00	12.50	20.00
156 x	6.00	7.50	10.00	15.00
312 x	4.00	6.00	7.50	10.00

Programs and spots cannot be combined to earn lower rate.

SPRING LAKE

Cumberland County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WFBS

1963

Media Code 4 234 7800 7.00
Radio Smiles, Inc., Box 171, Hwy. 210, N., Spring Lake, N. C. 28380. Phone 919-497-3176.
Other office: Rm. 24, Jessup Bldg., Box 622, Fayetteville, N. C. 28302.

1. PERSONNEL
President—Norman Stutler.
Vice-Pres. & Gen'l Mgr.—Jerry Oakley.
Operations Director—Jim Ferguson.

2. REPRESENTATIVES
Southern—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.

Non-directional.

Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb. Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61a, 61b.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Radio Smiles Group.

TIME RATES

ET 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS

PER WK:	6:30-9 am	noon-1 pm	3:30-6 pm	7-11 pm	12-11 pm	18-11 pm	24 hr
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.50	4.10	3.75	3.35	3.00	2.65	2.30

(All other times)
1 min: 4.80, 4.40, 4.00, 3.60
30 sec: 3.60, 3.30, 3.00, 2.40
10 sec: 50% of 1-min.

SPRUCE PINE

Mitchell County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WTOE

1955

Subscriber to the NAB Radio Code
Media Code 4 234 7850 2.00
Toe River Valley Broadcasting Co., Inc., Box 536, Radio Chalk Mtn., 1-1/2 miles west on 19 E. Spruce Pine, N. C. 28777. Phone 704-765-4293.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom N. Cooper.
Sales Manager—Sammy Ledford.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 29b.
Contracts: 40a, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60f, 60i, 61a, 62a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KES and NAS Radio Networks.

NATIONAL AND LOCAL RATES SAME

ET 11/1/68—Rec'd 11/8/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x	3.00	2.50	3.12
13 x	2.95	2.45	3.04
26 x	2.90	2.40	2.96
52 x	2.80	2.30	2.88
156 x	2.60	2.20	2.70

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.	15x	30x	156x	312x
1 hr.	27.50	24.50	22.00	20.00	18.00	16.00	14.00
1/2 hr.	22.00	20.00	18.00	16.00	14.00	12.00	10.00
1/4 hr.	12.00	10.80	9.70	8.50	8.00	7.25	6.50
5 min.	6.00	5.40	4.80	4.50	4.20	3.90	3.60

STATESVILLE (2 AM; 2 FM)

Iredell County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDBM

1957

Media Code 4 234 7900 5.00
Iredell Broadcasting Corp., Box 1027, 212 Signal Hill Dr., Statesville, N. C. 28677. Phone 704-872-2455.

STATION'S PROGRAMMING DESCRIPTION
WDBM: Programmed for urban and rural audiences. AIR PERSONALITIES handle all segments. FARM: sign-on-7 am, 11 am-1 pm. NEWS: 5 min at :55, 15 min at 8 am, noon, 5 pm, & 10 pm. News specials periodically. Mobile units used regularly. AP. MUSIC: 50% country and western, 50% popular and old standards middle-of-the-road. SPORTS: local coverage daily, college football and basketball, 12 top NASCAR events. Rec'd 6/17/68.

1. PERSONNEL
President—Walter A. Duke.
Gen'l & Com'l Mgr.—Clay Chise.
Operations Manager—Bill Bruton.

3. FACILITIES
500 w. days; 550 kc.

Operating schedule: 5:00 am-local sunset daily. EST.

ERP 3.600 w.; 96.9 mc.

Operating schedule: 5:00 am-11:00 pm daily.

Antenna ht.—242 ft. above average terrain.

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12a, 15a, 15b.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb. Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Specified time governed by availability and priority.
Affiliated with KES Radio Network.
Member: Golden Crescent Group.

NATIONAL AND LOCAL RATES SAME

ET 10/1/68—Rec'd 10/1/68.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	48.00	28.00	18.00	8.00	6.00
13 times	46.00	26.00	17.10	7.80	5.70
26 times	43.20	25.20	16.50	7.20	5.40
52 times	40.80	23.80	15.30	6.80	5.10
104 times	38.40	22.40	14.40	6.40	4.80
156 times	36.00	21.00	12.50	6.00	4.50
260 times	33.60	19.60	11.50	5.60	4.20
312 times	31.20	17.20	10.50	5.20	3.90

(*) 1-minute or less.
Only 30 second spots accepted between 6-8 am.

NORTH CAROLINA

WFMX (FM)

1947

Media Code 4 234 7950 0.00
Mediaville Broadcasting Co., Inc., Radio Building, Radio Road, Statesville, N. C. 28677. Phone 704-872-6348.

1. PERSONNEL
Asst. Vice-Pres. & Mgr.—Dorothy Allen.
Sales Manager—J. D. Benfield.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
ERP 50,000 w.; 105.7 mc.

Operating schedule: 24 hours daily

NORTH CAROLINA

Sylva—WMSJ—Continued

3. FACILITIES
5,000 w. days; 1480 kc.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
See agency add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.
Basic Rates: 20b, 21b, 24b, 25a, 26, 28b, 28c, 30.
Contracts: 40a, 42a, 43, 45, 46, 47b, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS and MBS Radio Networks.

TIME RATES

No. 1-A ET 10/1/66—Rec'd 6/30/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	312x	624x	936x	1240x	1560x
1 min	3.00	2.75	2.50	2.00	1.75	1.60	1.40	1.25
30 sec	2.50	2.00	1.75	1.50	1.35	1.20	1.00	

7. PACKAGE PLANS

30-DAY PROMOTION PLAN

	50 tl	100 tl	150 tl	200 tl	300 tl
1 min	2.50	2.00	1.75	1.50	1.25
30 sec	2.00	1.75	1.50	1.25	1.00

Cannot be combined with Spots or Programs for earned rates.

8. PROGRAM TIME RATES

	1x	52x	156x	312x
1/2 hr	35.00	25.00	20.00	15.00
1/4 hr	20.00	15.00	12.50	10.00
10 min	12.50	10.00	7.50	6.00
5 min	10.00	7.50	6.00	4.00

Spots and Programs cannot be combined to earn lower rate.

3. FACILITIES

- 1,000 w. days; 760 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- FM FACILITIES
ERP 10,000 w.; 104.3 mc.
Operating schedule: Duplicates AM programming. EST.
- Antenna ht.—285 ft. above average terrain.
4. AGENCY COMMISSION
15%: 2% cash discount 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 27, 28a, 29a, 30, 35a.
Contracts: 40a, 42a, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NAS Radio Network.
Member: Carolina Radio Network, TN Radio News Network.

TIME RATES

Rates effective November 1, 1955.
Rates received July 8, 1957.
Rev. (Wkly. Spot Pkg.) rec'd December 8, 1961.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time	5.00	3.50	104 times	4.00
13 times	4.75	3.30	208 times	3.75
52 times	4.50	3.10	212 times	3.50
52 times	4.25	2.90		

7. PACKAGE PLANS

WEEKLY SPOT PACKAGE

Per week:	1 min.	30 sec.	1 min.	30 sec.
10 times	3.50	2.25	20 times	2.75
15 times	3.25	2.75	25 times	2.25

TAYLORSVILLE (2 AM)

Alexander County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WSTH

- 1954
Subscriber to the NAB Radio Code
Media Code 4 234 8200 9.00
The Alexander Broadcasting Company, Inc., Box 997,
Taylorsville, N. C. 28681. Phone 704-632-4621.
1. PERSONNEL
President—W. Scott Stanley.
Gen'l & Sta. Mgr.—James K. Shelton.

3. FACILITIES

- 250 w.; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11h, 15a, 15b.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 23b, 24b, 25b, 28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 42a, 42c, 43, 45, 46, 47c, 48, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60c, 60g, 60i, 61b, 62a.
Cancellation: 70b, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 8/1/66—Rec'd 9/1/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	(120)	(60)	(20)
25 x	2.55	2.05	1.25
52 x	2.45	2.00	1.20
100 x	2.35	1.90	1.15
300 x	2.30	1.80	1.10
500 x	2.10	1.70	1.05
1000 x	1.75	1.50	1.00
1000 x	1.40	1.20	.95

7. PACKAGE PLANS

1 min in 1 week, ea	50 tl	100 tl
	1.50	1.80

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 tl	40.00	25.00	15.00	5.50
25 tl	32.50	20.50	12.50	4.50
50 tl	25.00	18.50	10.50	4.25
104 tl	20.00	16.50	9.50	4.00
300 tl	17.50	15.00	8.50	3.75

WTLK

- 1962
Media Code 4 234 8250 4.00
Center Broadcasting Corp., Box 847, First Ave.,
S. W., Taylorsville, N. C. 28681. Phone 704-632-4214.

1. PERSONNEL

- Pres. & Gen'l Mgr.—Hort P. Potts.
Vice-President—Bob Canada.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
500 w.; 1870 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 25a, 30.
Contracts: 40a, 44a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.
Member: The TN Radio News Network, Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 11/6/67.

6. SPOT ANNOUNCEMENTS

	1-MINUTE	1.45
1 x	2.00	260 x
26 x	1.85	312 x
52 x	1.75	520 x
104 x	1.65	1000 x
156 x	1.55	

THOMASVILLE (1 AM; 1 PM)

Davidson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WTNC

- 1947
Subscriber to the NAB Radio Code
Media Code 4 234 8300 7.00
Thomasville Broadcasting Co., Box 250, State Commercial Bank Bldg.,
Thomasville, N. C. 27360.
Phone 704-776-7701.
Studios—726 Salem St., Thomasville, N. C. 27360.

1. PERSONNEL

- Manager—Harold Harrison.
2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTNC-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 29b, 31, 33b.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60s, 60h, 60i, 61b, 62b.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Golden Crescent Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 9/1/69—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS

	1 min	3.00	2.90	2.80	2.80	2.20	2.00	1.50	1.50
(*)	2.25	2.20	2.15	2.10	2.00	1.80	1.50	1.25	

(*) 30 sec or less.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	126x	260x	312x
1 hr	40	37	35	33	32	31	30	28
1/2 hr	27	25	23	21	20	18	16	14
1/4 hr	17	16	15	14	13	12	11	10
10 min	13	12	11	10	9	8	7	6
5 min	10	9	8	7	6	5	4	3

(*) 4.50.
Spots and programs cannot be combined for lower rate.

WTNC-FM

- 1949
Media Code 4 234 6301 5.00
Thomasville Broadcasting Co., Box 250, State Commercial Bank Bldg.,
Thomasville, N. C. 27360.
Phone 478-7701, 478-7851.
Studios—726 Salem St., Thomasville, N. C. 27360.
1. PERSONNEL
Manager—Harold Harrison.
2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
ERP 450 w.; 98.3 mc.
Antenna ht.: 230 ft. above average terrain.
Operating schedule: EST.
Partial simulcast operation. Operated separately local sunset to sign-off. For simulcast facilities see WTNC.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
See WTNC listing for coded regulations.

TIME RATES

FM 50% of AM. See that listing.

TROY

Montgomery County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJRM

- 1961
Media Code 4 234 8350 2.00
Montgomery Broadcasting, Inc., Box 57, Troy, N. C. 27371. Phone 376-8811.

- STATION'S PROGRAMMING DESCRIPTION
WJRM: Programming slanted to our local listeners. AIR PERSONALITIES handle and compile music for each segment using requests to determine interest. NEWS: headlines each hour at 7:45 am, noon & 5 pm. Farm and home programs at 6:32 am involving local leaders. Phone interviews at times, and telephone conversations Sun 12:30 pm with children under 10 questioning mc. Homemaking program Wed 1:32 pm. 4H spotlight Tues 4:20 pm with local leaders. SPORTS: at 7:25 am & 6 pm. MUSIC: country and western, middle-of-the-road, and religious. Contact Representative for further details. Rec'd 7/13/67.
1. PERSONNEL
Pres. & Gen'l Mgr.—John C. Wallace.
Program Director—Tommy S. Wallace.
Sales Manager—Goidy Loflin.
2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 23a, 24c, 25a, 30.
Contracts: 40a, 42c, 46, 47c.
Comb.; Cont. Discounts: 60d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES NATIONAL AND LOCAL RATES SAME ET—Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS

	1x	50x	100+
1 min	2.25	1.75	1.35
30 sec	1.50	1.25	1.00

Must be used within 30 days.

7. PACKAGE PLANS

SATURATION PLAN

PER WK:	10 tl	25 tl	50 tl	100 tl
10 sec	8.00	15.00	27.50	50.00

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	6.00	12.00	20.00	32.00
52 x	4.50	10.00	18.00	28.00
312 x	3.00	8.00	12.00	18.00

TRYON

Polk County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WTYN

- 1954
Subscriber to the NAB Radio Code
Media Code 4 234 8400 5.00
WTYN, Inc., Box 940, Tryon, N. C. 28782. Phone 803-856-6677.

- STATION'S PROGRAMMING DESCRIPTION
WTYN: Programmed for general adult interest. Emphasis at certain times toward various groups as farmers, housewives, business men, school children, sportsmen, retired folk, etc. Uninterrupted news hourly, headlines on half hour, includes national and local. Additional farm, sports and stockmarket as appropriate. Programming varied throughout day with features, talks, interviews, women's show and on-the-street program. MUSIC mostly general popular. Standards, film and showtunes, dixieland 60%. About 10% each of tuneful "serious music," country and western, religious and current hits. Rec'd 3/24/69.

1. PERSONNEL

- Pres. & Gen'l Mgr.—Henry G. Bartol, Jr.
Vice-Pres. & Treas.—Gertrude S. Taylor.
Program Director—H. L. Hickenbacker.

3. FACILITIES

- 1,000 w. days; 1550 kc. Non-directional.
500 w. pre-sunrise.

4. AGENCY COMMISSION

- None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 4 ET 11/1/68—Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS

	1x	50x	156x	260x	312x
1 hr	3.00	312 x			2.10
52 x	2.90	625 x			1.85
78 x	2.80	950 x			1.75
156 x	2.45	1200 x			1.65
260 x	2.25	1500 x			1.50

8. PROGRAM TIME RATES

	1x	52x	78x	156x	260x	312x
1 hr	54.00	40.00				
1/2 hr	27.00	20.00	15.00			
25 min	25.00	18.00	14.00			
15 min	15.00	12.00	10.00	9.00	8.00	7.50
5 min	5.75	5.15	4.90	4.30	3.80	3.75

VALDESE

Burke County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WSVM

- 1961
Media Code 4 234 8450 0.00
Burke County Broadcasting Co., Box 99, Valdese, N. C. 28690. Phone 704-879-5000, 4-4111.
Other office—111 Collett St., Morganton, N. C. Phone 704-874-4111.

- STATION'S PROGRAMMING DESCRIPTION
WSVM: Programmed for entire family. Emphasis on community involvement including local live broadcast of high school sports, etc. AIR PERSONALITIES program all segments. 5-7 am gospel and country and western. 7-9 am standards, current hits. 10 am-noon & 1-5 pm middle-of-the-road, current hits. 6-9 pm country and western. 9-11 pm rock and roll. NEWS: 5 min at :55, 5 local, 11 regional mobile units, local news roundup daily at 5 & 11 pm, originates at local newspaper office. Weather: 3 min at :30, weather forecast, all instrument readings. SPORTS: local, regional and live major league baseball. FARM: 12:30 pm livestock, farm news, taped interviews, detailed weather reports. Contact Representative for further details. Rec'd 6/27/69.

1. PERSONNEL

- President—Robert R. Hilker.
Vice-Pres. & Gen'l Mgr.—William R. Rollins.
Sales Manager—Charles Hicks.

2. REPRESENTATIVES

- Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-11:15 pm. EST.
(This listing continued on next page)

TARBORO (1 AM; 1 PM)

Edgecombe County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WCPS

WCPS-FM

- 1946
Media Code 4 234 8150 6.00
Coastal Plains Broadcasting Co., Inc., Box 1112,
Bridgers Bldg., Tarboro, N. C. 27886. Phones 823-2191, 82.
1. PERSONNEL
General Manager—Robert L. Harper.
Commercial Manager—Charles H. Westbrook.
2. REPRESENTATIVES
Southern Spot Sales, Inc.

WELDON

Halifax County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WSMY

(formerly WCNF)

1959



Media Code 4 234 8750 3.00
Smiles of N. C., Inc., 1504 Roanoke Rapids Rd., Weldon, N. C. 27890. Phone 536-3115.

- PERSONNEL: President—N. J. Suttles, Manager—Aubrey W. Aycock.
- REPRESENTATIVES: Southern—Southern Spot Sales, Inc.
- FACILITIES: 1000 w. days, 250 w. nights; 1400 kc. Operating schedule: 6:00 am-midnight. EST.
- AGENCY COMMISSION: 15%; no cash discount.
- GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8. Rate Protection: 15b. Basic Rates: 24b, 25a, 29a. Contracts: 44a, 46. Comb.: Cont. Discounts: 62d. Cancellation: 70a, 71a. Affiliated with KBS. Member: Carolina Radio Network, The Radio Smiles Group.

TIME RATES

ET 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS

PER WK:	6:30-9 am, noon-1 pm & 3:30-6 pm	12 ti	18 ti	24 ti
1 min.		4.00	3.50	3.00
30 sec.		3.00	2.60	2.25
	(All other times)			
1 min.		3.20	2.80	2.40
30 sec.		2.40	2.10	1.80
10 sec.		50% of 1-min.		

WENDELL-ZEBULON

Wake County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WETC

1959

Subscriber to the NAB Radio Code
Media Code 4 234 8600 6.00
Wendell-Zebulon Radio Co., Inc., Box 278, Wendell, N. C. 27591. Phone 932-9325.

- PERSONNEL: President—Lewis V. Parrish, Gen'l. Sta. & Com'l Mgr.—Bill Kirby.
- REPRESENTATIVES: South—Southern Spot Sales, Inc.
- FACILITIES: 5,000 w.; 540 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION: 15%.
- GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 29a. Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51, 60. Comb.: Cont. Discounts: 60a, 60c. Cancellation: 70b, 70d, 71a, 72, 73b. Prod. Services: 80, 81, 82. Member: Carolina Radio Network.

TIME RATES

Rates effective October 1, 1965. (Card No. 2.)

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 30 sec	1 min 30 sec
1000 ti	4.35	3.60
600 ti	4.80	3.90
300 ti	5.40	4.35

10. SPECIAL FEATURES

300 ti	6.00	5.00	8.10
100 ti	6.90	1 ti	9.60
300 ti	7.50	50 ti	10.20
100 ti	8.70	1 ti	12.00

Farm news and reports.

WEST JEFFERSON

Ashe County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WKSK

1959

Media Code 4 234 8650 1.00
Childress Broadcasting Co. of West Jefferson, Box 411, West Jefferson, N. C. 28694. Phone 919-246-6001, 246-6001.

- PERSONNEL: President—James B. Childress, General Manager—Jan Caddell. (This listing continued on next page)

OTHER TIMES

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	4.50	4.30	4.00	3.80
5 ti	4.00	3.80	3.60	3.40
10 ti	3.50	3.60	3.40	3.20
20 ti	3.50	3.30	3.20	3.00
30 ti	3.30	3.10	3.00	2.80

30-seconds or less—80% of 1-minute rate.
Traffic times and other times may be combined for earned discounts.

WITN-FM

1965

Media Code 4 234 8651 3.00
Tar Heel Broadcasting System, Inc., Box 793, U. S. Hwy. 17 South, Washington, N. C. 27889. Phone 919-946-2162.

- PERSONNEL: Pres. & Gen'l Mgr.—W. R. Roberson, Jr. Gen'l & Sales Mgr.—Robert E. Frowlin. Ass't Mgr. & Prog. Dir.—Merrill Daniels.
- REPRESENTATIVES: Adam Young Radio, Inc.
- FACILITIES: ERP 100,000 w.; 93.3 mc. Operating schedule: 6:00 am-midnight. EST. Antenna ht.: 1,300 ft. above average terrain.
- AGENCY COMMISSION: 15% time only; payable when rendered.
- GENERAL ADVERTISING: See coded regulations. See WJTV listing for coded regulations. TV facilities: WJTV-TV. Member: The TN Radio News Network.

NATIONAL AND LOCAL RATES SAME

Rates effective (Card No. 1.)

Card received October 14, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	7.00	156 ti	1 min	8.00
28 ti	6.50	260 ti		4.50
52 ti	6.00	312 ti		4.00
104 ti	5.50			

WAYNESVILLE

Haywood County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WHCC

1947

Subscriber to the NAB Radio Code
Media Code 4 234 8700 6.00
Waynesville Broadcasting Co. Box 659, 114 Church St., Waynesville, N. C. 28786. Phone 456-8661.

- PERSONNEL: Gen'l Mgr. & Prog. Dir.—Allen W. Askins, Jr. Treasurer—J. W. Byrne.
- FACILITIES: 1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 5:00 am-midnight weekdays; 7:00 am-10:00 pm Sun. EST.
- AGENCY COMMISSION: 15%; no cash discount.
- GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21c, 21d, 22b, 24b, 24c, 25a, 28b, 28c, 29a, 33a. Contracts: 41, 44a, 45, 46, 47a, 48, 49, 51c. Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with Keystone Broadcasting System. Member: Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME

ET 11/22/66.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	365x	520x	1000x
1 min 2.00	1.85	1.70	1.55	1.40	1.25	1.10	1.00
30 sec 1.80	1.50	1.40	1.30	1.20	1.10	1.00	
10 sec 1.00	.85	.85	.75	.70	.65	.55	

7. PACKAGE PLANS

PER WK:	10 ti	25 ti	50 ti	100 ti
1 min	1.85	1.55	1.40	1.10
30 sec	1.50	1.30	1.25	1.00

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	52x	156x	260x	364x
2-1/2 min.	2.50	2.40	2.30	2.20	2.10	2.00	1.90
5 min.	3.50	3.50	3.40	3.30	3.20	3.10	3.00
10 min.	7.00	6.75	6.50	6.00	5.50	5.00	4.50
1/4 hr.	9.00	8.50	8.00	7.50	7.00	6.50	6.00
25 min.	13.00	12.00	11.00	9.00			
1/2 hr.	14.50	13.00	12.00	10.00			
15 min.	20.00	19.00	18.00	16.00			

6. SPOT ANNOUNCEMENTS

1 ti	3.25	104 ti	2.76
13 ti	3.15	156 ti	2.50
26 ti	2.90	260 ti	2.00
52 ti	2.90	500 ti	1.50

8. PROGRAM TIME RATES

1 ti	12.50	8.50	6.75
13 ti	11.75	8.05	6.00
26 ti	10.95	7.30	5.00
52 ti	10.20	6.75	4.50
104 ti	9.40	5.80	3.80
156 ti	8.00	4.80	3.50
260 ti	7.00	3.80	3.00

WASHINGTON (2 AM; 1 FM)

Beaufort County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WEW

1961

Media Code 4 234 8600 0.00
WEWV, Inc., Box 439, Bank of Washington Bldg., Washington, N. C. 27889. Phone 919-946-4124.

- PERSONNEL: President—Rosa Mae Springer. Vice-Pres., Sta. Mgr. & Chief Engr.—Charles W. Moore.
- REPRESENTATIVES: Hal Walton & Company, Inc.
- FACILITIES: 500 w. days; 1320 kc. Non-directional. Operating schedule: 6 am-local sunset daily. EST.
- AGENCY COMMISSION: 15%; time only.
- GENERAL ADVERTISING: See coded regulations. General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a. Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51b. Comb.: Cont. Discounts: 60a, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. 1 min & 20/30 sec. announcements may be combined to earn frequency discounts. Special 10-sec. (ID) announcement plans do not effect and are not effected by frequency discounts. Multiple products of same parent company may combine for all applicable discounts, providing they are contracted for by the same agency at the same time. Member: The TN Radio News Network, National Ag-Radio Groups, Inc.

NATIONAL AND LOCAL RATES SAME

ET 1/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min 5.50	5.00	4.75	4.50	4.25	4.00	3.75	3.50

30 sec or less: 80% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	25 ti	50 ti	100 ti
1 min	1.85	1.55	1.40	1.10
30 sec	1.50	1.30	1.25	1.00

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	52x	156x	260x	364x
2-1/2 min.	2.50	2.40	2.30	2.20	2.10	2.00	1.90
5 min.	3.50	3.50	3.40	3.30	3.20	3.10	3.00
10 min.	7.00	6.75	6.50	6.00	5.50	5.00	4.50
1/4 hr.	9.00	8.50	8.00	7.50	7.00	6.50	6.00
25 min.	13.00	12.00	11.00	9.00			
1/2 hr.	14.50	13.00	12.00	10.00			
15 min.	20.00	19.00	18.00	16.00			

9. GENERAL ADVERTISING

See coded regulations. General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 30, 32a. Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 49, 51b. Comb.: Cont. Discounts: 60a, 60i, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73a. Prod. Services: 80, 81, 82. Affiliated with American Entertainment Network. Member: Tobacco Radio Network, Carolina Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1964. (Card No. 9.)
Card received June 1, 1964.

Traffic Times—7:00-9:00 am and 4:00-6:00 pm Mon thru Fri.
Other Times—5:00-7:00 am, 9:00 am-4:00 pm and 6:00-11:00 pm Mon thru Fri; all day Sat and Sun.

6. SPOT ANNOUNCEMENTS

TRAFFIC TIMES

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	6.50	6.20	5.90	5.50
5 ti	6.00	5.70	5.40	5.10
10 ti	5.50	5.20	5.00	4.80
20 ti	5.50	5.20	5.00	4.70
30 ti	5.30	5.00	4.80	4.50

WITN

1942

Media Code 4 234 8650 5.00
Tarheel Broadcasting System, Inc., WITN Radio, Box 793, Washington, N. C. 27889. Phone 946-2162.

Studio—Hwy. 17, one mile south of Washington, N. C.

- PERSONNEL: President—W. R. Roberson, Jr. Gen'l & Sales Mgr.—Robert E. Frowlin. Ass't Mgr. & Prog. Dir.—Merrill Daniels.
- REPRESENTATIVES: Adam Young Radio, Inc.
- FACILITIES: 5,000 w. days; 1,000 w. nights; 9:30 kc. Directional—nighttime only. Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION: 15% net charges for time; payable when rendered.
- GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 30, 32a. Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 49, 51b. Comb.: Cont. Discounts: 60a, 60i, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73a. Prod. Services: 80, 81, 82. Affiliated with American Entertainment Network. Member: Tobacco Radio Network, Carolina Radio Network.

NATIONAL AND LOCAL RATES SAME

Rates effective July 1, 1964. (Card No. 9.)
Card received June 1, 1964.

Traffic Times—7:00-9:00 am and 4:00-6:00 pm Mon thru Fri.
Other Times—5:00-7:00 am, 9:00 am-4:00 pm and 6:00-11:00 pm Mon thru Fri; all day Sat and Sun.

6. SPOT ANNOUNCEMENTS

TRAFFIC TIMES

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	6.50	6.20	5.90	5.50
5 ti	6.00	5.70	5.40	5.10
10 ti	5.50	5.20	5.00	4.80
20 ti	5.50	5.20	5.00	4.70
30 ti	5.30	5.00	4.80	4.50

7. PACKAGE PLANS

PER WK:	10 ti	25 ti	50 ti	100 ti
1 min	1.85	1.55	1.40	1.10
30 sec	1.50	1.30	1.25	1.00

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	52x	156x	260x	364x
2-1/2 min.	2.50	2.40	2.30	2.20	2.10	2.00	1.90
5 min.	3.50	3.50	3.40	3.30	3.20	3.10	3.00
10 min.	7.00	6.75	6.50	6.00	5.50	5.00	4.50
1/4 hr.	9.00	8.50	8.00	7.50	7.00	6.50	6.00
25 min.	13.00	12.00	11.00	9.00			
1/2 hr.	14.50	13.00	12.00	10.00			

NORTH CAROLINA

West Jefferson—W K S K—Continued

- FACILITIES**
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4b, 5, 6a, 6b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Cancellation: 70a, 70c, 73a.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ERP 1/15/67—Rec'd 5/22/67.

6. SPOT ANNOUNCEMENTS					
YEARLY CONTRACT PLAN					
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	3.00	2.50	880 x	1.75	1.30
52 x	2.90	2.00	1040 x	1.60	1.20
156 x	2.75	1.75	1800 x	1.50	1.10
260 x	2.50	1.60	2500 x	1.40	1.05
312 x	2.25	1.50	2080 x	1.40	1.00
520 x	2.00	1.40	2600 x	1.25	1.00

7. PACKAGE PLANS					
30 DAY PACKAGE					
10x	25x	50x	100x	200x	300x
10 sec	1.50	1.40	1.25	1.00	1.00
30 sec	1.50	1.40	1.25	1.10	1.00
1 min	2.50	2.00	1.75	1.50	1.30

WHITEVILLE (1 AM; 1 FM)

Columbus County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WENC WENC-FM

- Media Code 4 234 8900 4.00
Whiteville Broadcasting Co., Box 700, Whiteville, N. C. 28472. Phone 919-642-7133.
- STATION'S PROGRAMMING DESCRIPTION**
WENC: Programmed primarily for adults, with afternoon block for teens.
6-9 am, personality entertainment, country and western music, general pop, middle-of-the-road music till 9 am, includes community bulletins, birthdays, weather commentary, news, and devotionals. 9-11:30 am personality, middle-of-the-road, phone interviews. 11:30 am-1:30 pm country and western music, agricultural features, news and weather commentary. 1:30-3:30 pm entertainment, middle-of-the-road music. 3:30-5 pm teen block top pop with personality. 5-6 pm entertainment, general pop, news, sports, weather commentary. 6-10 pm FM middle-of-the-road music and showtunes, news throughout schedule at :55, seasonal coverage of local and regional sports. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
President—J. Herman Leder.
General Manager—Don Wiles.
Program Director—Ed Potter.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
5,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 48, 47a.
Comb.; Cont. Discounts: 60b, 60c, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Tobacco Radio Network; The TN Radio News Network.

TIME RATES

Rates effective January 1, 1965. (Card No. 5.)
Card received April 19, 1965.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
1 ti	15 ti	30 ti	45 ti	104 ti	260 ti
1 ti	5.50	4.00	3.00	2.50	2.00
13 ti	5.30	3.50	2.50	2.00	1.50
26 ti	5.05	2.60	2.00	1.50	1.00
52 ti	4.80	3.12	2.00	1.50	1.00

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
1 hr	49.05	39.45	26.00	12.45	8.00
13 ti	47.60	38.00	24.55	11.70	7.50
26 ti	46.15	36.55	23.10	10.95	7.00
52 ti	44.70	35.10	21.65	10.20	6.50
104 ti	43.25	33.65	20.20	9.45	6.00
156 ti	41.80	32.20	18.75	8.70	5.50
260 ti	40.35	30.75	17.30	7.95	5.00
312 ti	38.90	29.30	15.85	7.20	4.50

WILLIAMSTON (1 AM; 1 FM)

Martin County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WIAM

- Media Code 4 234 8950 9.00
Fargay Broadcaster's Inc., Hwy. 17 North, Williamston, N. C. 27892. Phone 792-4161.
- STATION'S PROGRAMMING DESCRIPTION**
WIAM: Programmed for general interest.
NEWS: at :55 & :25, 6-8 am farm, weather and sports reports. 8-11 am middle-of-the-road music within season, direct tobacco market auctions. 11 am-noon gospel music. Noon-1 pm farm, local regional and world news and features. 1-2 pm country music, stock reports. 2-2:30 pm middle-of-the-road music. 2:30-5:30 pm current hits. 5:30-7 pm news block featuring news, weather, sports, stock reports, public affairs feature. SPORTS: live major league baseball, college basketball, college and high school football. Contact Representative for further details. Rec'd 8/14/67.

- PERSONNEL**
General Manager—William H. Fargoy.
- REPRESENTATIVES**
Dore & Allen, Inc.
- FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**
15% on time and talent; 2% cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42, 44, 45, 46, 47a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network; Tobacco Radio Network.

TIME RATES

Rates effective April 1, 1962.
Rates received March 14, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
1 time	40.00	27.50	15.00	13.00	10.00
13 times	37.50	25.00	14.00	12.00	9.00
26 times	35.00	22.50	13.00	11.00	8.50
52 times	32.50	20.00	12.00	10.00	8.00
104 times	30.00	18.00	11.00	9.00	7.00
156 times	27.50	16.00	10.00	8.00	6.50
260 times	25.00	14.00	9.00	7.00	6.00
312 times	22.50	12.00	8.00	6.00	5.00

WIAM-FM

- Media Code 4 234 8951 7.00
Fargay Broadcaster's Inc., Box 590, Hwy. 17 N., Williamston, N. C. 27892. Phone 792-4161.
- PERSONNEL**
Gen'l & Sales Mgr.—William H. Fargoy.
 - REPRESENTATIVES**
Dore & Allen, Inc.
 - FACILITIES**
ERP 3,000 w.; 103.7 mc.
Operating schedule: 8:00 am-11:15 pm daily. EST.
Antenna ht.—252 ft. above average terrain.
 - AGENCY COMMISSION**
15/2 time and talent; 10 days.
 - GENERAL ADVERTISING** See coded regulations
See WIAM listing for coded regulations.

TIME RATES

Rates effective November 12, 1962.

6. SPOT ANNOUNCEMENTS					
(1 minute or less)					
1 ti	15 ti	30 ti	45 ti	104 ti	260 ti
1 ti	3.75	1.94	1.40	1.10	0.80
13 ti	3.50	1.58	1.10	0.80	0.60
26 ti	3.00	1.20	0.80	0.60	0.45
52 ti	2.50	1.00	0.70	0.50	0.40

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
1 hr	27.50	22.00	18.00	11.00	8.00
13 ti	25.00	20.00	14.00	10.00	7.00
26 ti	24.00	18.00	12.00	9.00	6.00
52 ti	22.00	16.00	10.00	7.00	5.50
104 ti	21.00	14.00	8.50	6.50	5.00
156 ti	20.00	12.00	8.00	6.25	4.75
260 ti	19.00	10.00	6.50	5.75	4.50
312 ti	17.00	9.00	5.25	5.00	4.00

WILMINGTON (4 AM; 1 FM)

New Hanover—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WGNI

- Media Code 4 234 9000 2.00
New Hanover Broadcasting Co., Inc., Box 869, 211 N. Second St., Wilmington, N. C. 28401. Phone 919-763-6511.
- PERSONNEL**
Pres. & Sls. Mgr.—E. D. Baydush.
Operations Manager—Mrs. Kay King.
Commercial Manager—Tommy Thompson.
 - REPRESENTATIVES**
T-N Spot Sales.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:00 am-midnight weekdays; 6:00 am-midnight Sun. EST.
 - AGENCY COMMISSION**
15%; no cash discount.
 - GENERAL RATE POLICY**
Member: The Tobacco Radio Network; The TN Radio News Network.

TIME RATES

Rates effective June 15, 1964.
Card received July 6, 1964.

6. SPOT ANNOUNCEMENTS					
TRAFFIC TIMES OR FIXED POSITION					
(Traffic Times: 6:30-9:00 am, noon-1:00 pm and 4:00-7:00 pm)					
1 ti	15 ti	30 ti	45 ti	104 ti	260 ti
1 ti	8.00	6.00	4.00	3.00	2.00
13 ti	7.50	5.50	3.50	2.50	1.50
26 ti	7.00	5.00	3.00	2.00	1.50
52 ti	6.50	4.50	2.75	2.00	1.50
104 ti	6.00	4.25	2.50	1.75	1.25
156 ti	5.50	4.00	2.25	1.50	1.00
260 ti	5.00	3.50	2.00	1.25	0.75
312 ti	4.50	3.00	1.75	1.00	0.50

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
1 hr	17.50	12.00	8.00	6.00	4.00
13 ti	15.00	10.00	7.00	5.00	3.00
26 ti	14.00	9.00	6.00	4.00	2.50
52 ti	13.00	8.00	5.00	3.50	2.00
104 ti	12.00	7.00	4.00	3.00	1.50

WHSL

- Media Code 4 234 9050 7.00
The Progressive Broadcasting Corp., Box 921, Trust Bldg., Front & Market Sts., Wilmington, N. C. 28402. Phone 919-762-4491.
- PERSONNEL**
President—Sidney W. Wilson.
 - REPRESENTATIVES**
Vic Piano Associates, Inc.
W. O. Jones, Inc.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a.
Contracts: 40a.
Cancellation: 71a, 73a.

TIME RATES

ER 7/1/64—Rec'd 6/29/64.

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	7.00	6.65	6.30	5.95	5.60
20/30 sec	5.00	4.75	4.50	4.25	4.00
10 sec/less	4.00	3.80	3.60	3.40	3.20

7. PACKAGE PLANS					
PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti
1 min	63.00	89.25	112.00	131.25	200.00

DISCOUNTS					
4 wk	5%	12 wk	15%	39 wk	25%
8 wk	10%	26 wk	20%	52 wk	30%

8. PROGRAM TIME RATES					
1/2 hr	1 hr	15x	20x	25x	312x
1/2 hr	42.00	39.20	36.40	33.60	30.80
1/4 hr	33.60	30.80	28.00	25.20	22.40
5 min	18.80	16.10	15.40	14.60	13.80

10. SPECIAL FEATURES					
5-min News	:25	:55	2x rate	spot	schedule.
4 wk	5%	12 wk	15%	39 wk	25%
8 wk	10%	26 wk	20%	52 wk	30%

WKLM

- 1957
A Thoms Station
adam young inc.

- Media Code 4 234 9100 0.00
WKLM Radio, Box 452, 118 Princess St., Wilmington, N. C. 28401. Phone 919-763-4633.

- STATION'S PROGRAMMING DESCRIPTION**
WKLM: Programmed for general interest.
5 air personalities handle all segments. MUSIC: country and western. News briefs: local, regional, national, international. at :15 & :45. Sports briefs at :10. Weather at :30, religious song at :23, community news at :60. Farm market news M-F, 12:30-12:35 pm. Area school news Sat 2 pm sign-off. Religious programs, taped and live. Sun sign-off. County farm news M-Sat 11:50-11:52 am. Religious program feature M-Sat 6:35-6:40 pm. Fishing reports Thurs 11:32 am, 12:37 pm, 5:32 pm. Public service announcements throughout each day. Equipped for remotes. Contact Representative for further details. Rec'd 10/19/67.

- PERSONNEL**
President—Harold H. Thoms.
Station Manager—Wm. H. Humble.
- REPRESENTATIVES**
Adam Young Radio, Inc.
South—David Carpenter Company.
Thoms Radio & TV Enterprises.
- FACILITIES**
5,000 w.; 980 kc.
500 w. pre-sunrise.
Opp. sched. 6 am (sunrise if earlier)-sunset. EST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42h, 43, 45, 46, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network
Member: Country Music Network.

TIME RATES

ER 7/1/66—Rec'd 1/23/67.

7. PACKAGE PLANS					
1-WEEK SATURATION PLAN					
PER WK:	EA	10 ti	15 ti	20 ti	25 ti
1 min	5.00	6.00	6.50	7.00	7.50
20/30 sec	3.50	4.20	4.50	4.90	5.25
10 sec ID	2.50	3.00	3.25	3.50	3.75

13-WEEK SATURATION PLAN					
1 min	30 sec	104x	260x	520x	1000x
1 min	4.75	5.70	6.20	6.65	7.15
20/30 sec	3.30	4.00	4.30	4.65	5.00
10 sec ID	2.35	2.85	3.10	3.30	3.55

26-WEEK SATURATION PLAN					
1 min	30 sec	104x	260x	520x	1000x
1 min	4.50	5.40	5.85	6.30	6.75
20/30 sec	3.15	3.80	4.10	4.40	4.70
10 sec ID	2.25	2.70	2.95	3.15	3.35

52-WEEK SATURATION PLAN					
1 min	30 sec	104x	260x	520x	1000x
1 min	4.25	5.10	5.50	5.95	6.35
20/30 sec	2.95	3.55	3.85	4.15	4.45
10 sec ID	2.10	2.55	2.75	2.95	3.

WILSON (3 AM; 1 FM)

Wilson County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WGTM
1937

Media Code 4 234 9200 8.00
Campbell Broadcasting, Inc., Box 1020, First Union National Bank Bldg., Wilson, N. C. 27893. Phone 919-243-2188.

- PERSONNEL**
President—A. Hartwell Campbell.
Sales & Prom. Mgr.—Thomas H. Campbell.
Prog. & Operations Mgr.—William J. Bunn.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
5,000 w.; 590 kc.

Directional—separate patterns, day and night.
Operating schedule: 5:30 am-11:00 pm. EST.

4. AGENCY COMMISSION

15% on net time only; 10th of following month.

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 29a, 29b, 30b.

Contracts: 40a, 41, 44a, 46, 47a, 49, 51a.

Comb.; Cont. Discounts: 60d, 60h, 61b, 62d.

Cancellation: 70a, 70d, 71a, 73b.

Prod. Services: 80.

Member: Carolina Radio Network.

Time Rates
ET 10/1/67—Rec'd 12/22/67.

1 MINUTE OR LESS

1 hr 1/2 hr 1/4 hr 5 min

1 x 50.00 25.00 15.00 9.25

18 x 49.00 24.00 14.00 9.00

28 x 48.00 23.00 13.50 8.75

30 x 47.00 22.00 13.00 8.50

52 x 46.00 21.00 12.50 8.25

78 x 45.00 20.00 12.00 8.00

104 x 44.00 19.00 11.50 7.75

156 x 43.00 18.00 11.00 7.50

260 x 42.00 17.00 10.50 7.25

500 x 41.00 16.00 10.00 7.00

500 x 40.00 15.00 9.50 6.75

500 x 39.00 14.00 9.00 6.50

500 x 38.00 13.00 8.50 6.25

500 x 37.00 12.00 8.00 6.00

500 x 36.00 11.00 7.50 5.75

500 x 35.00 10.00 7.00 5.50

500 x 34.00 9.00 6.50 5.25

500 x 33.00 8.00 6.00 5.00

500 x 32.00 7.00 5.50 4.75

500 x 31.00 6.00 5.00 4.50

500 x 30.00 5.00 4.50 4.25

500 x 29.00 4.00 4.00 4.00

500 x 28.00 3.00 3.50 3.75

500 x 27.00 2.00 3.00 3.50

500 x 26.00 1.00 2.50 3.25

500 x 25.00 1.00 2.25 3.00

500 x 24.00 1.00 2.00 2.75

500 x 23.00 1.00 1.75 2.50

500 x 22.00 1.00 1.50 2.25

500 x 21.00 1.00 1.25 2.00

500 x 20.00 1.00 1.00 1.75

500 x 19.00 1.00 0.75 1.50

500 x 18.00 1.00 0.50 1.25

500 x 17.00 1.00 0.25 1.00

500 x 16.00 1.00 0.00 0.75

500 x 15.00 1.00 0.00 0.50

500 x 14.00 1.00 0.00 0.25

500 x 13.00 1.00 0.00 0.00

500 x 12.00 1.00 0.00 0.00

500 x 11.00 1.00 0.00 0.00

500 x 10.00 1.00 0.00 0.00

500 x 9.00 1.00 0.00 0.00

500 x 8.00 1.00 0.00 0.00

500 x 7.00 1.00 0.00 0.00

500 x 6.00 1.00 0.00 0.00

500 x 5.00 1.00 0.00 0.00

500 x 4.00 1.00 0.00 0.00

500 x 3.00 1.00 0.00 0.00

500 x 2.00 1.00 0.00 0.00

500 x 1.00 1.00 0.00 0.00

500 x 0.00 1.00 0.00 0.00

4. AGENCY COMMISSION

15% on net time only; no cash discount. No discounts or commission on talent, news service or other material or line charges.

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 29a, 29b, 30b.

Contracts: 40a, 41, 44a, 46, 47a, 49, 51a.

Comb.; Cont. Discounts: 60d, 60h, 61b, 62d.

Cancellation: 70a, 70d, 71a, 73b.

Prod. Services: 80.

Member: Carolina Radio Network.

Time Rates
ET 8/4/60.

1 MINUTE OR LESS

1 hr 1/2 hr 1/4 hr 5 min

1 x 50.00 25.00 15.00 9.25

18 x 49.00 24.00 14.00 9.00

28 x 48.00 23.00 13.50 8.75

30 x 47.00 22.00 13.00 8.50

52 x 46.00 21.00 12.50 8.25

78 x 45.00 20.00 12.00 8.00

104 x 44.00 19.00 11.50 7.75

156 x 43.00 18.00 11.00 7.50

260 x 42.00 17.00 10.50 7.25

500 x 41.00 16.00 10.00 7.00

500 x 40.00 15.00 9.50 6.75

500 x 39.00 14.00 9.00 6.50

500 x 38.00 13.00 8.50 6.25

500 x 37.00 12.00 8.00 6.00

500 x 36.00 11.00 7.50 5.75

500 x 35.00 10.00 7.00 5.50

500 x 34.00 9.00 6.50 5.25

500 x 33.00 8.00 6.00 5.00

500 x 32.00 7.00 5.50 4.75

500 x 31.00 6.00 5.00 4.50

500 x 30.00 5.00 4.50 4.25

500 x 29.00 4.00 4.00 4.00

500 x 28.00 3.00 3.50 3.75

500 x 27.00 2.00 3.00 3.50

500 x 26.00 1.00 2.50 3.25

500 x 25.00 1.00 2.25 3.00

500 x 24.00 1.00 2.00 2.75

500 x 23.00 1.00 1.75 2.50

500 x 22.00 1.00 1.50 2.25

500 x 21.00 1.00 1.25 2.00

500 x 20.00 1.00 1.00 1.75

500 x 19.00 1.00 0.75 1.50

500 x 18.00 1.00 0.50 1.25

500 x 17.00 1.00 0.25 1.00

500 x 16.00 1.00 0.00 0.75

500 x 15.00 1.00 0.00 0.50

500 x 14.00 1.00 0.00 0.25

500 x 13.00 1.00 0.00 0.00

500 x 12.00 1.00 0.00 0.00

500 x 11.00 1.00 0.00 0.00

500 x 10.00 1.00 0.00 0.00

500 x 9.00 1.00 0.00 0.00

500 x 8.00 1.00 0.00 0.00

500 x 7.00 1.00 0.00 0.00

500 x 6.00 1.00 0.00 0.00

500 x 5.00 1.00 0.00 0.00

500 x 4.00 1.00 0.00 0.00

500 x 3.00 1.00 0.00 0.00

500 x 2.00 1.00 0.00 0.00

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500 x 0.00 1.00 0.00 0.00

500 x 0.00 1.00 0.00 0.00

WAIR

1937



Subscriber to the NAB Radio Code

Media Code 4 234 9400 4.00

Holiday Broadcasting Corp., Box 2099, Hutton St. Ext., Winston-Salem, N. C. 27102, Phone 919-724-4911.

1. **PERSONNEL**
President—John W. Googe.
Vice President—Bernard Mann.
Vice President—Nick Patella.

2. **REPRESENTATIVES**
Savalli/Gates, Inc.

3. **FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.

Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15% on net time only; 10th of following month.

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28b, 28c, 29b, 30, 31.

Contracts: 40a, 41, 44b, 45, 46.

Comb.; Cont. Discounts: 60e, 60h, 60i, 62d.

Cancellation: 70d, 71a.

Prod. Services: 81, 82.

Tobacco advertising unacceptable.

AM facilities: WAIR.

Member: The TN Radio News Network.

Time Rates
ET 8/1/67—Rec'd 5/4/67.

AA—Mon thru Fri 6-9 am & 3-7 pm.

A—All other times.

7. **PACKAGE PLANS**

PER WK: AA A AA A

Open WK: 14 12 24 11 9 8

6 11 13 11 38 11 8 7

12 11 12 10 72 11 7 6

18 11 10 9 108 11 6 5

CONSECUTIVE WEEKS DISCOUNTS

4 wk—5% 13 wk—10% 26 wk—15% 52 wk—20%

30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

8. **PROGRAM TIME RATES**

5 min: 1-1/2 ft of 1-min rates.

WFCM

1960



Media Code 4 234 9450 8.00

Forsyth County Broadcasting Co., Drawer N-1, Winston-Salem, N. C. 27105, Phone 919-722-1748.

STATION'S PROGRAMMING DESCRIPTION

WFCM: Programmed for factory workers, housewives.

MUSIC: modern country and western. Format: jingles, playlist selected by program department, promotions, contests.

PERSONALITIES: heard all segments.

Network news at :30, regional news at :60, sports at :15, weather at :45. Mobile units. Mobile communication with 10 other company-owned stations for regional actualities. College football. Religion on Sun. Civic, club, church news. Product protection. Contact Representative for further details. Rec'd 3/6/68.

1. **PERSONNEL**
President—Robert R. Hilker.

General Manager—Ellis T. Greenway.

2. **REPRESENTATIVES**
Gill-Perna, Inc.

South—Southern Spot Sales, Inc.

3. **FACILITIES**
1,000 w. days; 1550 kc.

Operating schedule: 6 am-local sunset. EST.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 13d, 14d, 15a, 15b.

Basic Rates: 20b, 21a, 21b, 22a, 23a, 25a, 28c, 29a, 30.

NORTH CAROLINA

Winston-Salem—

WSJS, WSJS-FM—Continued

- PERSONNEL**
General Manager—Harold Essex.
Sales Manager—Robert L. Spatrow.
Program Manager—Bill Brown.
- REPRESENTATIVES**
McGavren-Gulld—PGW Radio, Inc.
- FACILITIES**
5,000 w.; 600 kc.
Directional—Separate patterns day and night.
Operating schedule: 5 am-midnight, EST.
- FM FACILITIES**
ERP 15,000 w.; 104.1 mc.
Antenna ht.—1,400 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 23a, 26, 28c, 29a.
Contracts: 40c, 45, 46, 47a.
Comb. + Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

No. 18 ET 3/1/69—Rec'd 2/24/69.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm & 5-6 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1 MINUTE					
	1x	50x	150x	300x	500x	
AA	24.00	23.00	22.00	21.00	20.00	
A	22.00	21.00	20.00	19.00	18.00	
B	18.00	17.00	16.00	15.00	14.00	
PER WK:	20/30 SECONDS					
	AA	19.20	18.40	17.60	16.80	16.00
	A	17.60	16.80	16.00	15.20	14.40
	B	14.40	13.60	12.80	12.00	11.20
PER WK:	10 SECONDS					
	AA	12.00	11.50	11.00	10.50	10.00
	A	11.00	10.50	10.00	9.50	9.00
	B	9.00	8.50	8.00	7.50	7.00
PER WK:	1 MINUTE					
	AA	23.00	21.00	20.00	19.00	18.00
	A	21.00	19.00	18.00	17.00	16.00
	B	17.00	15.00	14.00	13.00	12.00

PER WK:	20/30 SECONDS					
	6 ti	12 ti	18 ti	24 ti	30 ti	
AA	18.40	16.80	16.00	15.20	14.40	
A	18.80	15.20	14.40	13.60	12.80	
B	13.60	12.00	11.20	10.40	9.60	
PER WK:	10 SECONDS					
	AA	11.50	10.50	10.00	9.50	9.00
	A	10.50	9.50	9.00	8.50	8.00
	B	8.50	7.50	7.00	6.50	6.00

7. PACKAGE PLANS

52 wk—10%	TOTAL AUDIENCE PLANS					
	TAP I 12 ti (4AA, 4A, 4B), ea	TAP II 18 ti (6AA, 6A, 6B), ea	TAP III 36 ti (12AA, 12A, 12B), ea			
	16	15	12			
8. PROGRAM TIME RATES	CONSECUTIVE WEEK DISCOUNT					
	1 hr	140.00	25x	50x	100x	800x
	1/2 hr	84.00	75.00	66.00	57.00	48.00
	1/4 hr	56.00	50.00	44.00	38.00	32.00
	5 min.	25.00	24.00	22.50	20.00	17.50

WTOB

1947

The Eastman Station



- Subscriber to the NAB Radio Code
Media Code 4 234 9600 9.00
Southern Broadcasting Co., 300 S. Stratford Rd.,
Winston-Salem, N. C. 27103, Phone 919-723-4353.
- PERSONNEL**
President—John G. Johnson.
General Manager—B. Steve Brunt.
Sales Manager—Dave Carroll.
 - REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily Tues thru Sun,
5:00 am-midnight Mon, EST.
 - AGENCY COMMISSION**
15/0 time only; 15 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20a, 33d.
Contracts: 40a, 45.
Affiliated with The Eastman Network.

TIME RATES

Rates effective July 1, 1963. (Card No. 7.)
Card received August 5, 1963.

8. SPOT ANNOUNCEMENTS

PER WK:	DRIVE TIME	
	(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)	Fixed position or less than 6 ti
6 ti	17.00	18 ti
12 ti	15.00	13.00

PER WK:	HOUSEWIFE TIME	
	(9:00 am-4:00 pm Mon thru Sat; 9:00 am-7:00 pm Sun)	Fixed position or less than 6 ti
6 ti	14.00	18 ti
12 ti	13.00	12.00

PER WK:	NIGHTTIME	
	(7:00 pm-midnight Mon thru Sun)	Fixed position or less than 6 ti
6 ti	11.00	18 ti
12 ti	10.00	9.00

PER WK:	DISCOUNTS	
	28 consec wk	52 consec wk
4%	8%	8%

Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

PER WK:	FAMILY PLAN	
	6 spots from 6:00-9:00 am Mon thru Sat.	6 spots from 4:00-7:00 pm Mon thru Sat.
4 spots from 7:00-10:00 pm Tues thru Fri.	4 spots from 9:00 am-4:00 pm Sat.	4 spots from noon-6:00 pm Sun.
24 spots, per week, each 10.00, total	240.00	

PER WK:	PERSONALITY PACKAGE	
	7 spots from 6:00-9:00 am Mon thru Sat.	7 spots from 9:00 am-noon Mon thru Sat.
7 spots from noon-3:00 pm Mon thru Sun.	7 spots from 3:00-6:00 pm Mon thru Sun.	7 spots from 6:00-9:00 pm Mon thru Sun.
7 spots from 9:00 pm-midnight Mon thru Sun.	42 spots, per week, each 8.00, total	336.00

30 seconds—80% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.
5 minutes—1-1/2 times the applicable 1-minute rate.
Family Plan and Personality Package not combinable
with other weekly plans for added frequency.

YADKINVILLE

Yadkin County—Map Location E-3
See SRDS consumer market map and data at beginning
of the State.

WYDK

1968



Subscriber to the NAB Radio Code
Media Code 4 234 9700 7.00
Yadkin Broadcasting Co., Inc., Box 606, Yadkinville,
N. C. 27055. Phone 919-679-2200.

- PERSONNEL**
National Sales Manager—Harry D. Dunnagan.
Chief Engineer—William R. Miller.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w.; 1480 kc. Directional.
Operating schedule: EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24a, 25b,
26, 28b, 29a, 29b, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,
48, 49, 51a, 51b, 51c.
Comb. + Cont. Discounts: 60a, 60c, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Tobacco Radio Network.

TIME RATES

No. 1 ET 3/68—Rec'd 1/6/69.
AA—Mon thru Sat sign-on-9 am, noon-2:30 pm &
3-6:30 pm.
A—All other times.

1 min.	CLASS AA				
	1x	13x	26x	52x	104x
20/30 sec.	2.40	2.25	2.05	1.90	1.75
	2.00	1.90	1.75	1.65	1.50

1 min.	CLASS A				
	1x	13x	26x	52x	104x
20/30 sec.	2.15	2.00	1.80	1.65	1.50
	1.75	1.65	1.50	1.40	1.25

PER WK:	PROGRAM TIME RATES				
	1x	13x	26x	52x	104x
1 hr	36.00	33.00	30.00	28.00	26.00
1/2 hr	26.00	24.00	22.00	20.00	18.00
1/4 hr	18.00	15.00	13.00	11.00	10.00
5 min.	6.75	6.00	5.25	4.50	4.25

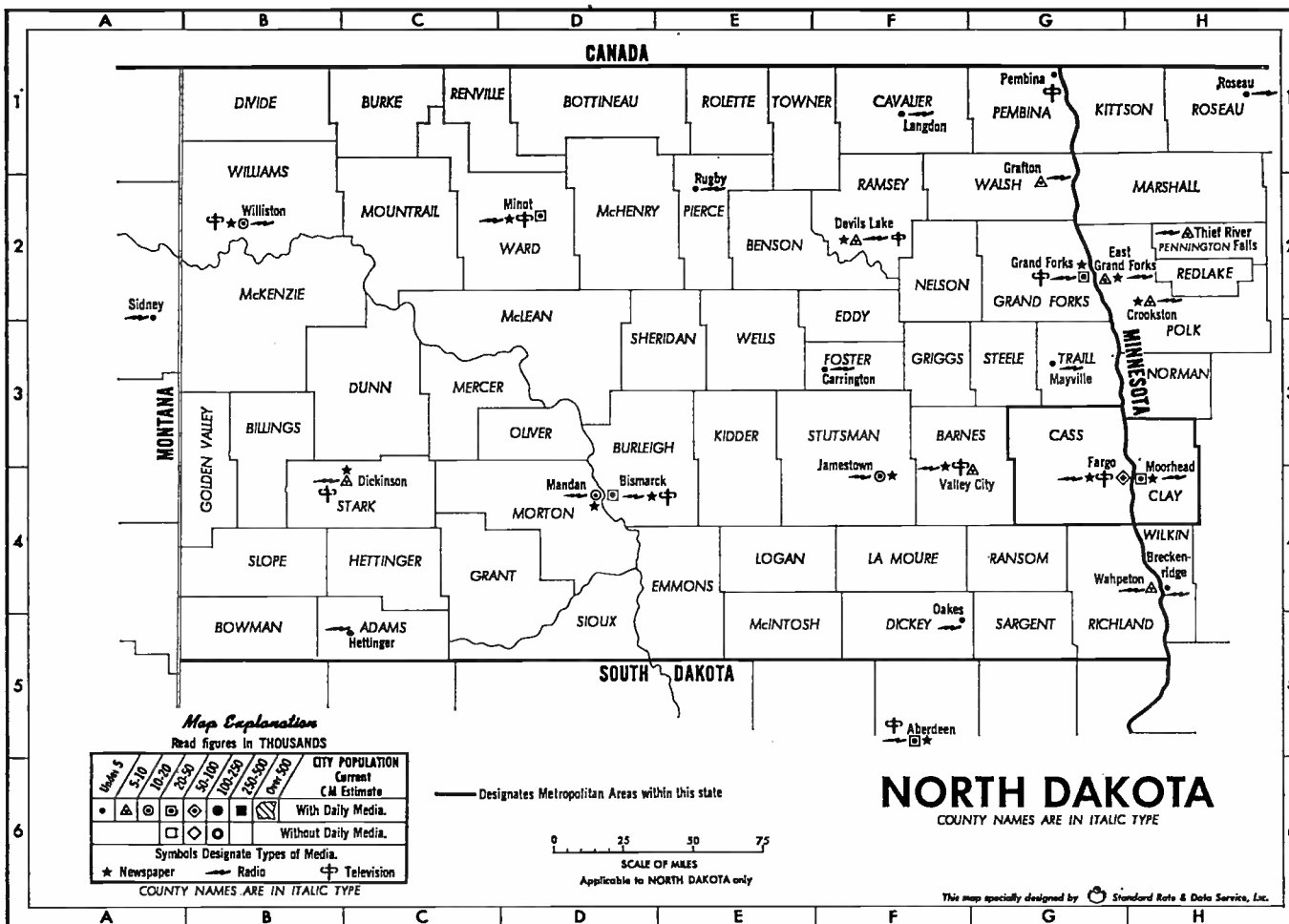
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL 1,300 Fargo-Moorhead
METRO AREAS Total Metros



State, County, City, Metro Area Data

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

CITIES AND COUNTIES— This list shows counties in which cities are located. Cities are first, counties next.
 Bismarck—Burlleigh Fargo—Cass Grand Forks—Grand Forks Minot—Ward

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—Per Household (\$)					Retail Sales—1968 By Selected Store Types—Per Household (\$000)					Auto-motive (\$000)	Service Station (\$000)	Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			Per Household (\$)	5000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Food (\$000)	Drug (\$000)	General Midee (\$000)	Apparel (\$000)	Home Furn. (\$000)	Food (\$000)	Drug (\$000)	General Midee (\$000)	Apparel (\$000)					
NORTH DAKOTA STATE TOTALS	629.4	179.68	1,514,671	8,430	16.4	22.6	18.2	20.4	13.1	1,145,763	6,377	167,517	38,440	130,496	56,838	48,551	226,520	83,075	266.40	125.3	933,816	
ADAMS C-5	3.2	.95	9,993	10,519	10.4	16.3	16.6	27.2	22.9	8,431	8,875	1,364	261	307	227	217	2,138	533	1.85	1.1	9,713	
BARNES F-3	17.1	5.00	39,622	7,924	16.9	23.2	18.5	21.2	12.8	27,797	5,559	4,935	735	2,917	1,800	1,275	4,047	2,085	7.10	3.6	29,553	
BENSON E-2	7.8	2.15	17,687	8,227	11.4	16.5	15.8	24.5	18.2	7,982	3,713	1,096	221	849	64	118	831	816	3.30	2.9	16,342	
BILLINGS B-3	1.5	.38	2,069	5,445	9.4	22.4	18.5	23.0	8.4	133	350	5,402	
BOTTINEAU D-1	10.3	3.00	25,739	8,580	13.7	18.9	20.5	26.3	15.9	16,867	5,622	2,076	387	693	793	628	2,978	1,118	4.48	2.9	21,759	
BOWMAN B-5	4.1	1.22	12,214	10,011	11.2	17.8	14.9	23.3	26.0	10,202	8,362	1,321	399	616	208	194	1,790	680	1.86	1.0	8,614	
BURKE C-1	4.6	1.40	11,693	8,352	13.8	16.7	17.5	25.3	15.3	8,261	5,901	1,265	189	396	22	42	832	1,150	2.41	1.5	10,171	
BURLEIGH D-3	40.2	11.88	102,160	8,599	19.7	27.4	18.1	16.7	10.8	76,798	6,464	12,015	4,199	17,286	4,040	4,606	15,155	6,038	17.71	2.4	16,195	
Bismarck	34.0	10.40	93,237	8,965	73,408	7,058	11,609	4,146	15,282	3,989	4,552	12,820	5,232	
Bismarck; Mandan Combined	46.5	13.87	120,459	8,685	94,466	6,811	15,591	4,515	16,527	4,166	5,068	19,215	7,178	
CASS G-3	72.7	22.13	227,339	10,273	16.1	24.7	19.1	20.4	15.3	186,273	8,417	24,942	6,969	27,158	13,455	9,583	38,994	10,881	30.62	5.0	56,775	
Fargo	52.8	16.57	166,128	10,026	149,613	9,029	20,387	6,391	25,941	13,488	8,194	31,646	8,086	
Fargo-Moorhead Metro Area	116.2	34.18	336,082	9,833	15.4	22.1	18.6	23.4	16.7	256,914	7,517	38,290	9,033	29,207	15,210	15,801	52,883	18,240	50.03	
CAVALIER F-1	8.9	2.49	20,245	8,131	10.1	18.7	18.7	24.8	17.6	11,354	4,560	1,621	188	252	715	519	2,160	912	3.90	3.5	27,413	
DICKEY F-5	6.6	1.99	16,594	8,339	12.1	16.7	16.6	25.5	16.6	12,139	6,100	1,898	477	1,138	159	200	1,847	892	3.34	2.4	13,835	
DIVIDE B-1	5.3	1.52	11,247	7,399	12.0	17.9	15.1	26.3	15.7	7,978	5,249	1,059	264	350	228	215	2,352	400	2.18	1.6	9,202	
DUNN C-3	4.6	1.18	9,334	7,910	6.8	11.4	17.4	31.1	21.3	3,302	2,798	618	67	85	56	513	172	1.99	2.7	13,902	
EDDY F-2	4.6	1.34	10,323	7,704	15.2	18.9	17.7	22.9	12.2	7,043	5,256	1,265	222	333	236	90	1,272	421	1.90	1.1	8,446	
EMMONS E-4	7.2	1.86	13,609	7,317	10.6	17.9	19.0	25.1	13.3	8,026	4,315	1,564	83	112	458	135	1,432	571	3.00	3.0	17,182	
FOSTER F-3	5.2	1.51	11,568	7,661	17.3	21.1	20.6	21.1	11.3	12,875	8,526	2,097	388	832	249	329	2,472	948	2.21	1.2	10,535	
GOLDEN VALLEY B-4	2.9	.83	5,592	6,737	15.4	20.0	17.5	22.0	10.9	4,824	5,812	650	128	171	403	211	1,138	208	1.27	.8	6,199	
GRAND FORKS G-2	55.5	15.43	144,620	9,373	21.2	27.4	18.7	16.8	11.0	111,810	7,246	14,300	3,878	15,669	7,755	6,664	24,393	6,326	22.32	3.8	48,347	
Grand Forks	41.0	11.59	105,215	9,078	90,888	7,842	11,809	3,472	13,004	7,311	6,323	21,866	4,761	
GRANT C-4	5.1	1.35	9,932	7,357	9.0	15.8	16.7	24.4	18.7	4,159	3,081	941	203	271	870	224	2.22	2.7	13,340	
GRIGGS F-3	4.7	1.38	11,205	8,120	11.3	20.4	19.2	25.6	14.7	6,813	4,937	998	134	346	115	111	1,158	174	2.15	1.6	11,705	
HETTINGER C-4	5.2	1.38	12,529	9,079	10.1	17.8	18.6	27.4	18.6	10,050	7,283	1,289	408	504	351	1,946	559	2.39	1.9	13,925	
KIDDER E-3	4.3	1.17	7,855	6,714	11.0	16.4	20.1	24.8	11.6	3,449	2,948	435	77	466	861	485	1.87	1.9	11,803	
LA MOURE F-4	8.2	2.36	15,907	6,740	12.7	20.6	19.1	23.8	10.8	11,136	4,719	1,771	326	182	225	183	2,055	784	3.59	2.8	19,855	
LOGAN E-4	4.3	1.14	7,609	6,675	11.8	14.6	16.9	21.8	15.7	4,612	4,046	827	268	86	111	53	793	219	1.92	2.0	11,630	
McHENRY D-2	9.8	2.77	19,935	7,197	11.8	18.7	17.5	25.7	14.3	11,030	3,982	1,905	360	357	713	1,530	822	4.16	3.5	18,697	
McINTOSH E-5	5.4	1.59	10,707	6,734	15.3	15.9	17.0	20.1	10.7	7,880	4,956	1,761	160	170	137	65	1,419	739	2.64	1.9	12,717	
McKENZIE B-2	7.0	2.00	16,657	8,329	12.3	18.6	16.9	25.3	16.6	6,452	3,226	819	324	218	379	924	701	2.63	2.1	15,955	
McLEAN D-2	10.0	2.88	26,979	9,368	11.2	14.5	15.0	26.5	21.3	17,946	6,231	2,501	576	913	769	88	2,841	1,425	5.14	3.7	21,816	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NORTH DAKOTA

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/69 (000)	Households 1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passen- -er Cars 1/1/69 (000)	Farm Popu- -lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			(\$000)	Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 4999 7999 8999 14999 over					—Total Retail Sales—		By Selected Store Types										
					Food (\$000)	Drug (\$000)	General Merce (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- -motive (\$000)	Service Station (\$000)	(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Merce (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- -motive (\$000)
MERCER C-3.....	4.6	1.35	13,104	9,707	12.2	13.7	15.2	25.7	21.2	10,361	7,675	1,630	628	1,031	55	108	2,904	632	3.00	1.6	10,740	
MORTON D-4.....	21.9	6.08	43,859	7,214	18.6	22.3	17.6	18.7	10.0	33,494	5,509	5,489	617	1,895	1,185	614	9,154	3,264	8.61	3.4	16,715	
Bismarck; Mandan Combined.....	46.5	13.87	120,459	8,685	19.3	19.7	19.7	18.3	6.8	94,466	6,811	15,591	4,515	16,527	4,166	5,068	19,215	7,178	3.62	2.1	13,263	
MOUNTAIN C-2.....	10.7	3.03	18,734	6,183	12.6	18.1	20.1	25.4	13.8	13,996	4,619	2,013	662	810	577	159	2,300	1,303	3.00	2.0	19,400	
NELSON F-2.....	5.9	1.83	15,400	8,415	14.1	16.0	13.5	20.0	12.5	11,540	6,306	1,233	284	1,487	71	-----	2,238	932	3.84	1.1	6,118	
OLIVER D-3.....	2.4	.62	3,322	5,358	15.2	20.4	18.5	22.5	13.0	687	1,108	1,213	-----	112	-----	-----	-----	84	1.1	-----	-----	
PEMBINA G-1.....	12.3	3.48	27,858	8,005	9.4	18.1	16.5	26.3	21.7	18,724	5,380	3,643	795	1,247	144	329	3,393	997	5.13	3.1	39,257	
PIERCE E-2.....	6.1	1.67	14,779	8,850	16.0	20.5	17.6	21.9	18.7	13,780	8,251	1,775	610	1,775	580	561	4,750	632	3.10	2.2	12,757	
RAMSEY F-2.....	12.6	3.64	36,149	9,931	15.2	19.0	17.3	22.1	11.1	35,849	9,849	4,155	922	5,524	1,492	1,556	6,581	2,011	5.82	2.4	20,731	
RANSOM G-4.....	7.6	2.35	17,000	7,234	15.2	19.0	17.3	22.1	11.1	13,256	5,641	2,349	388	2,349	575	593	2,578	594	3.41	2.1	14,716	
RENVILLE C-1.....	3.7	1.06	10,183	9,607	8.9	17.0	17.3	28.7	21.0	8,045	7,590	1,238	189	1,238	84	-----	1,091	359	1.92	1.5	10,267	
RICHLAND G-5.....	17.8	5.22	39,789	7,622	14.4	19.4	16.7	22.0	14.5	27,320	5,234	3,732	958	2,932	1,727	1,393	5,037	2,190	7.89	4.7	32,117	
ROLETTE E-1.....	10.3	2.43	15,859	6,626	19.7	18.8	17.2	16.5	6.3	13,540	5,572	3,133	389	448	564	135	2,722	1,135	3.64	2.1	10,860	
SARGENT G-5.....	6.5	1.84	11,292	6,137	12.3	21.8	21.9	21.9	7.9	6,063	3,295	1,064	64	83	57	994	520	2.84	2.5	15,542		
SHERIDAN E-3.....	3.2	.90	5,665	6,294	11.5	14.4	14.2	23.5	15.8	3,546	3,940	479	71	-----	60	58	796	312	1.69	1.7	8,391	
SIYOU D-5.....	3.6	.78	3,911	5,014	19.7	17.7	15.1	15.1	6.0	1,526	1,956	478	-----	245	-----	-----	204	.96	.9	5,350		
SLOPE B-4.....	1.9	.51	4,079	7,998	5.7	20.2	16.0	25.1	23.1	299	586	110	-----	-----	-----	64	.62	.9	.7	7,757		
STARK C-4.....	20.7	5.43	39,279	7,234	20.5	24.7	17.6	16.8	9.6	38,747	7,136	5,760	984	4,400	2,399	1,632	7,150	2,802	7.97	3.0	14,392	
STEELE G-3.....	4.4	1.27	10,935	8,610	6.8	21.5	21.5	27.0	17.2	5,068	3,991	759	-----	848	-----	606	311	1.85	1.8	16,220		
STUTSMAN F-3.....	26.1	6.98	61,918	8,871	18.0	22.3	17.3	19.0	14.0	44,835	6,423	6,143	1,968	4,789	2,621	1,563	9,444	3,692	10.57	3.9	28,335	
TOWNER E-1.....	4.5	1.28	13,193	10,307	8.2	16.2	15.4	29.5	25.3	9,005	7,035	1,387	251	472	312	369	2,046	256	2.26	1.7	20,701	
TRAILL G-3.....	10.3	3.06	23,984	7,838	14.6	22.7	20.8	24.3	10.3	17,437	5,698	2,475	583	982	329	391	4,207	1,301	4.62	2.9	29,401	
WALSH G-2.....	17.1	4.73	39,731	8,400	15.5	20.8	18.1	22.9	15.5	34,716	7,340	4,748	755	3,161	1,549	1,470	6,308	2,734	7.41	3.9	42,680	
WARD D-21.....	55.0	15.88	135,344	8,523	22.1	27.8	18.7	14.8	9.0	118,135	7,439	16,425	3,624	18,773	6,462	8,666	23,892	11,550	21.88	3.6	25,094	
Minot.....	37.3	11.27	102,186	9,067	104,110	9,238	14,465	3,614	19,808	6,182	9,400	21,360	9,237	-----	-----	-----	-----	-----	-----	-----	-----	
WELLS E-3.....	7.9	2.35	18,953	8,065	12.3	18.3	18.2	25.0	14.1	16,074	6,840	2,556	401	1,136	299	299	2,455	1,600	3.79	2.8	17,301	
WILLIAMS B-1.....	26.0	7.63	59,388	7,783	21.8	26.2	20.2	14.1	8.3	44,098	5,780	7,197	1,563	6,153	1,488	3,079	7,133	3,757	9.31	2.0	14,683	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NORTH DAKOTA

See BRDS consumer market map and data at beginning of the State.
THIS STATE OBSERVES DAYLIGHT SAVING TIME

STATE NETWORK

Dakota Salesmaker Stations

Comprised of:
KDLR—Devils Lake KILQ—Grand Forks
KGX—Williston KVOX—Fargo, Moorhead
Media Code 4 235 0350 7.00
Business Office—Box 97, Moorhead, Minn. 56560.
Phone 218-233-1522.

- PERSONNEL**
Manager—Tom Barnes, (KVOX).
- REPRESENTATIVES**
Jack Masla & Company, Inc.
- FACILITIES**
See individual station listing.
- AGENCY COMMISSION**
15% on time only; no cash discount. Invoices monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5a, 5b, 6a, 6b, 7a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 42a, 44a, 46a, 47a, 48a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
These stations may be bought in combination, offering 1 clearance, 1 billing and adavit.

TIME RATES
Rates effective July 6, 1964.
Class A—6:30-9:00 am, 11:00 am-1:00 pm and 5:00-7:00 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

CLASS A		CLASS B	
1 ti	28.00	26.00	28.00
26 ti	34.00	31.2	27.00
52 ti	32.00	624 ti	28.00
156 ti	30.00	-----	-----
CLASS B		CLASS A	
1 ti	27.00	260 ti	22.00
26 ti	26.00	312 ti	21.00
52 ti	25.00	624 ti	20.00
156 ti	23.00	-----	-----

30 seconds—75% of earned 1-minute rate.
10 seconds—50% of earned 1-minute rate.
COMBINATION RATES
Any combination of Dakota Salesmaker Stations (both for North and South Dakota) earn discounts in any combination. For specific combination rates on less than full network, please call or write Jack Masla & Company, Inc. for costs. Additional discount accrues to the advertiser using the Salesmaker Stations in both North Dakota and South Dakota. For individual rates see separate listing for each Salesmaker Station.

BISMARCK-MANDAN (3 AM)

Burlingame County—Map Location D-3
See BRDS consumer market map and data at beginning of the State.

KBMR
1938
BISMARCK



Subscriber to the NAB Radio Code
Media Code 4 235 0700 3.00
Alvin L. Anderson, Box 1233, 209 N. 7th St., Bismarck, N. D. 58501. Phone 701-255-1234.

- PERSONNEL**
General Manager—A. L. Anderson.
News Director—Dave Berdahl.
- REPRESENTATIVES**
Radio Time Sales/International
Chicago—National Time Sales.
- FACILITIES**
500 w. days; 1850 kc. Non-directional.
Operating schedule: 5:00 am-local sunset weekdays;
6:00 am-local sunset Sun. CST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 44a, 46a, 47a, 48a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a.

TIME RATES
Rates effective August 1, 1964. (Card No. 2.)
Card received August 3, 1964.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec			
1 ti	8.00	5.50	100 ti	6.50	4.50
25 ti	7.50	5.00	500 ti	6.00	4.00
60 ti	7.00	4.75	-----	-----	-----

7. PACKAGE PLANS

PER WK:	PACKAGE VOLUME PLANS		—30 sec—	
	1 WK:	ea tot	ea tot	ea tot
10 ti	51.00	51.00	3.85	38.50
15 ti	4.80	73.50	3.65	54.75
20 ti	4.70	94.00	3.45	69.00
30 ti	4.60	135.00	3.25	97.50
40 ti	4.35	174.00	3.10	124.00
13 WK:				
10 ti	4.90	49.00	3.65	36.50
15 ti	4.70	70.50	3.45	51.75
20 ti	4.50	90.00	3.25	65.00
30 ti	4.35	130.00	3.10	93.00
40 ti	4.20	168.00	2.95	118.00
26 WK:				
10 ti	4.70	47.00	3.45	34.50
15 ti	4.50	67.50	3.25	48.75
20 ti	4.35	87.00	3.10	62.00
30 ti	4.20	126.00	2.95	88.50
40 ti	4.00	160.00	2.75	110.00
52 WK:				
10 ti	4.50	45.00	3.25	32.50
15 ti	4.35	65.25	3.10	45.50
20 ti	4.20	84.00	2.95	59.00
30 ti	4.00	120.00	2.75	82.50
40 ti	3.80	152.00	2.55	102.00

8. PROGRAM TIME RATES

1 ti	5 min 10 min 1/4 hr 1/2 hr 1 hr				
	9.50	14.25	19.00	28.50	47.50
25 ti	9.00	13.50	18.00	27.00	45.00
50 ti	8.50	12.75	17.00	25.50	42.50
100 ti	8.00	12.00	16.00	24.00	40.00
300 ti	7.50	11.25	15.00	22.50	37.50

KBOM

1925

BISMARCK-MANDAN



Subscriber to the NAB Radio Code
Media Code 4 235 1050 2.00
KBOM Broadcasting Co., Box 1377, Bismarck, N. D. 58501. Phone 701-663-6411.

- PERSONNEL**
General Manager—Robert P. Schuller.
Sales Manager—Richard S. Hullander.
- REPRESENTATIVES**
Minneapolis, St. Paul—Communication Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1370 kc.
Non-directional.
Operating schedule: 6-1:05 am daily, CST.

- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10d, 11h, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28b, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60l.
Cancellation: 70b, 71a, 73a, 73b.
Affiliated with CBS and KXBS.

TIME RATES
*AA—Daily 11:30 am-1 pm & 4:30-6 pm; Mon thru Sat 6:30-10 am.
A—Daily 10-11:30 am, 1-4:30 pm & 6 pm-1 am;
Mon thru Sat 6-8:3

Bismarck-Mandan—K F Y R—Continued

TIME RATES
 ET 3/1/67—Rec'd 2/6/67.
 A—Mon thru Sat 6-9 am, 11:30 am-1:30 pm & 4-7 pm.
 B—All other times.
7. PACKAGE PLANS

PER WK:	(*)	CLASS A	12 H	18 H	24 H	30 H
1 min.	20.00	18.00	17.00	16.00	15.00	14.00
20/30 sec.	16.00	14.40	13.60	12.80	12.00	11.20
10 sec.	12.00	10.80	10.20	9.60	9.00	8.40

CLASS B
 1 min. 16.00 14.00 13.00 12.00 11.00 10.00
 20/30 sec. 12.80 11.20 10.40 9.60 8.80 8.00
 10 sec. 9.60 8.40 7.80 7.20 6.60 6.00
 (*) Less than 6 per wk. staggered.

DISCOUNTS
 25 wk—5%. 52 wk—10%.
 Minutes, stationbreaks & ID's may be combined for maximum frequency.
8. PROGRAM TIME RATES

	1x	2x	52x	156x	260x	312x
1/2 hr.	120.00	114.00	108.00	102.00	96.00	90.00
1/4 hr.	80.00	76.00	72.00	68.00	64.00	60.00
10 min.	60.00	57.00	54.00	51.00	48.00	45.00
5 min.	40.00	38.00	36.00	34.00	32.00	30.00

CLASS B
 1/2 hr. 75.00 71.25 67.50 63.75 60.00 56.25
 1/4 hr. 50.00 47.50 45.00 42.50 40.00 37.50
 10 min. 37.50 35.65 33.75 31.90 30.00 28.15
 5 min. 25.00 23.75 22.50 21.25 20.00 18.75

CARRINGTON
 Foster County—Map Location F-3
 See SRDS consumer market map and data at beginning of the State.

K D A K
 1961
 Subscriber to the NAB Radio Code
 Media Code 4 235 1750 7.00
 Central Broadcasting Corp., Box 50, 822 Main St.,
 Carrington, N. D. 58421. Phone 652-3151.

1. PERSONNEL
 President—F. W. Carr.
 General Manager—Shearn Hirsch.
 Sales Manager—Richard Johnson.

2. REPRESENTATIVES
 Continental Radio Sales.
3. FACILITIES
 500 w. days; 1600 kc. Non-directional.
 Operating schedule: Sunrise-local sunset daily. CST
4. AGENCY COMMISSION
 15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 22b, 23a, 25a, 28b.
 Cancellation: 70c.
 Prod. Services: 82.

TIME RATES
 Rates effective August 1, 1961.
 Card received October 3, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	2	52	156	260	312
1 hour.	70.00	65.00	60.00	55.00	50.00	45.00
1/2 hour.	45.00	40.00	35.00	30.00	25.00	20.00
1/4 hour.	35.00	30.00	25.00	20.00	15.00	10.00
10 min.	30.00	25.00	20.00	15.00	10.50	8.50
5 min.	20.00	15.50	12.00	10.00	8.50	7.00
1 min.	7.50	5.50	4.50	4.00	3.50	3.00
30 sec.	5.00	4.00	3.50	3.00	2.70	2.45

DEVILS LAKE
 Ramsey County—Map Location F-2
 See SRDS consumer market map and data at beginning of the State.

K D L R
 1925
Mutual Network
 Subscriber to the NAB Radio Code
 Media Code 4 235 2100 4.00
 KDRL, Inc., 400-12th Ave., Devils Lake, N. D.
 58301. Phone 682-2161.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Bert Wick.
 Vice-Pres. & Com'l Mgr.—Paul R. Lange.
 Program Director—Wilbur Clemenson.

2. REPRESENTATIVES
 Jack Masla & Company, Inc.
3. FACILITIES
 250 w.; 1240 kc. Non-directional.
 Operating schedule: 6:00 am-11:00 pm weekdays;
 8:00 am-10:30 pm Sun. CST.
4. AGENCY COMMISSION
 15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 24b, 25a, 28a, 29a, 30.
 Contracts: 40a, 44a, 45, 46, 47a.
 Comb. Cont. Discounts: 60c, 62d.
 Cancellation: 71a, 73b.
 Prod. Services: 82.
 Affiliated with MDS.
 Member: Dakota Salesmaker Stations.

TIME RATES
 Rates effective December 1, 1964. (Card No. 6.)
 Rates received October 28, 1964.

Class A—7:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sat.
 Class B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min	30 sec
1 t.	7.00	5.50	2.60
26 t.	6.70	5.25	2.30
52 t.	6.30	4.95	2.24
156 t.	6.00	4.70	2.18

CLASS B
 1 t. 6.00 4.50 2.60 4.00 3.65
 26 t. 5.75 4.30 2.30 3.75 3.60
 52 t. 5.40 4.05 2.24 3.60 3.50
 156 t. 5.10 3.80 2.18 3.50 3.40
 10 second ID's—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40	30	20	15	10

DISCOUNTS
 13x—5% 52x—15% 260x—25%
 26x—10% 156x—20%

DICKINSON
 Stark County—Map Location C-4
 See SRDS consumer market map and data at beginning of the State.

K D I X
 1947
 Subscriber to the NAB Radio Code
 Media Code 4 235 2450 3.00
 Dickinson Broadcasting Corp., Box 1368, 119 Second
 Ave. W., Dickinson, N. D. 58601. Phone 701-
 225-5138.

STATION'S PROGRAMMING DESCRIPTION
 KDIX: Programming for general interest.
 Live coverage local sports. Network and local news on
 hour, 5 min features on half hour. Remote broadcast
 capabilities. M-Sat 6-9 am farm reports, weather,
 western music. 9 am-noon general popular music,
 standards, showtunes, women's information. Noon-1
 pm general popular music, farm reports, extension
 service guests and information. Everyday 1-3:30 pm
 popular music. 3:30-5:30 pm rock, rhythm and blues,
 general popular. 5:30-6:30 pm news feature. 6:30 pm-
 12M rock, current hits, phone requests, guests, air
 personality. Sun 7 am-1 pm general popular, live and
 recorded religious programming. Contact Representative
 for further details. Rec'd 7/12/67.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Stanley T. Deck.
 Manager—Robert Weller.

2. REPRESENTATIVES
 Adam Young Radio, Inc.
 Minneapolis—William L. Hurley.

3. FACILITIES
 1,000 w.; 1230 kc. Non-directional.
 Operating schedule: 6 am-midnight daily. MST.

4. AGENCY COMMISSION
 15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 Affiliated with CBS.

TIME RATES
 Rates effective June 1, 1959. (Card No. 4.)
 Card received May 6, 1959.

Class A—7:00 am-1:00 pm.
 Class B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min	30 sec
1 t.	10.00	6.50	1.56
26 t.	9.50	6.00	2.08
52 t.	9.00	5.75	3.12
104 t.	8.50	5.50	4.24

CLASS B
 1 t. 6.00 4.00 1.56 4.50 3.20
 26 t. 5.50 3.80 2.08 4.25 3.00
 52 t. 5.00 3.60 3.12 4.08 2.80
 104 t. 4.75 3.40 4.24 3.75 2.60

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 t.	50.00	30.00	20.00	15.00
26 t.	47.50	28.50	19.00	14.25
52 t.	45.00	27.00	18.00	13.50
104 t.	42.50	25.50	17.00	12.75
156 t.	40.00	24.00	16.00	12.00
208 t.	37.50	22.50	15.00	11.25
312 t.	35.00	21.00	14.00	10.50
624 t.	32.50	19.50	13.00	9.75

CLASS B
 1 t. 30.00 18.00 12.00 9.00
 26 t. 27.50 16.50 11.00 8.25
 52 t. 25.00 15.00 10.00 7.50
 104 t. 23.75 14.25 9.50 7.15
 156 t. 22.50 13.50 9.00 6.75
 208 t. 21.25 12.75 8.50 6.40
 312 t. 20.00 12.00 8.00 6.00
 624 t. 18.75 11.25 7.50 5.65

10. SPECIAL FEATURES
 Time Signals—2.00 each, minimum 10 per day.

NORTH DAKOTA

FARGO (N. D.)-MOORHEAD (MINN.) (4 AM; 2 FM)

Fargo, Cass County, N. D.—Map Location G-3
 Moorhead, Clay County, Minn.—Map Location H-4
 See SRDS consumer market map and data at beginning of the State.
 Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage or the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

K F G O
 1947
 FARGO, N. D.
The Eastman Station

Subscriber to the NAB Radio Code
 Media Code 4 235 2600 9.00
 KFGO Broadcasting Co., Box 1228, 405 South 7th
 St., Fargo, N. D. 58102. Phone 701-237-5245.

STATION'S PROGRAMMING DESCRIPTION
 KFGO: Programmed for general interest.
 Program format: modern country music. Complete grain and livestock markets daily plus farm news and farm weather reports. Telephone discussion programs each morning. City commission meetings broadcast. Mayor's news conference programmed each Sat for 1/2 hour. Editorials on important local and state issues. Local live remote coverage. Stockmen's weather warnings and aviation weather reports each morning. 3 farm directors. Contract Representative for further details. Rec'd 6/25/69.

1. PERSONNEL
 President—Hart N. Cardozo, Jr.
 Vice-Pres. & Gen'l Mgr.—Ed. Dahl.
 Station Manager—Joel D. Melarive.

2. REPRESENTATIVES
 Robert E. Eastman & Co., Inc.
 Minneapolis, St. Paul—Communications Sales.
 Omaha—Soderlund Company.

3. FACILITIES
 5,000 w.; 790 kc. Directional—nighttime only.
 Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16
 (This listing continued on next page)

JOIN THE CAMPAIGN!

Urge media and their representatives to use more informative copy

Your job will be made much easier and more pleasant if media buyers "pass the word along" to representatives and media owners that pertinent information, minus the historic frills and fluffs of media promotion, is needed to buy "opportunities" for products.

First, a brief recapitulation of what SRDS is doing to help you. Through direct mail, salesmen, bulletins, copy service department, and Service-Ads, we are hammering hard to dispel the notion that media buyers are swayed by glittering generalities and have the time to pore through mountains of media promotion digging out needed data.

But, we need help!

Urge the representatives to tell their bosses to use informative copy in Service-Ads near their listing in SRDS publications—copy containing sufficient data to enable you to justify your choice should it be questioned.

Many media buyers have joined hands with SRDS in this campaign to foster informative copy in Service-Ads. These busy media buyers urge the presentation of information in a form that is easy to use—material that they can use with as much confidence, ease, and effectiveness as they use the information in the listings of SRDS publications.

Join this campaign to help you buy media intelligently. Urge the representatives, media owners, radio station managers, etc., to use copy with pertinent data in Service-Ads near their listing for your guidance and convenience.

G52D-2/2

KCJB has Real Radio Reach 72% Share of Home County

KCJB reaches 30,500 total persons weekly in Ward County — more total listeners than any other station in North Dakota — with a 72% daytime share of audience.* These top ratings reflect 1,000 Watt KCJB. With our new power increase to 5,000 Watts, we'll even look better!

Top North Dakota Market

Minot leads all North Dakota cities in retail sales per household — \$9,238. Ward County — the state's second ranked county in households and sales — spends over \$118 million in retail sales annually. Reach more of the big spenders in Minot and Ward County plus primary coverage over 11 North Dakota counties with KCJB-AM and the new KCJB-FM. SRDS CM Data 1-1-69

KCJB 910 kc. Minot, N. Dakota

NOW! 5,000 WATTS DAYTIME

Represented by Adam Young, Inc. Minneapolis — Bill Hurley

NORTH DAKOTA

Fargo (N.D.)-Moorhead (Minn.)—
KFGO—Continued

Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 47e, 48, 51c.
Comb.: Cont. Discounts: 60f, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with the Eastman Network.
Affiliated with CBS.

TIME RATES

No. 8 ET 8/1/68—Rec'd 7/5/68.
I—Mon thru Sat 6-9 am, noon-1 pm & 3-7 pm.
II—Mon thru Sat 9 am-noon & 1-3 pm; Sun all day.
III—All other times.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	18.00	16.00
30 sec	18.40	16.00	14.40	12.80
10 sec	11.50	10.00	9.00	8.00
SECTION II				
1 min	18.00	16.00	14.00	12.00
30 sec	14.40	12.80	11.20	9.60
10 sec	9.00	8.00	7.00	6.00
SECTION III				
1 min	12.00	10.00	8.00	6.00
30 sec	9.60	8.00	6.40	4.80
10 sec	6.00	5.00	4.00	3.00

8. PROGRAM TIME RATES

5 min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
28 wk—4% 52 wk—8%
Rateholder: Minimum wkly sched of 6 1-min spots
6 am-12 mid Mon-Sun necessary to maintain coarse
wk advertising.

KQWB

(formerly KUTT)

1960

FARGO, N. D.

RAB

Subscriber to the NAB Radio Code

Media Code 4 235 3150 8.00
Midwest Radio Co., a North Dakota Corp., Box 2122,
303 North S. Fargo, N. D. 58102. Phone 701-235-
7551.

STATION'S PROGRAMMING DESCRIPTION
KQWB: Programmed for young adults and teens.
MUSIC 84%: current hit tunes, 9 am-3 pm, substitute
selected pop album cuts, NEWS 15.95%: 2 min
at :15 and 5 min at :45, SPORTS: 3 min at :25.
FARM: .05%. Community billboard: local happen-
ings announced per hour. COMMERCIAL POLICY:
18 minutes maximum announcements permitted every
hour. Audience telephone: 9:05-9:30 am every day,
sell and trade miscellaneous items. Emphasis on air
personalities. Contact Representative for further de-
tails. Rec'd 8/0/67.

1. PERSONNEL
President—Larry Lakoduk.
Vice-Pres. & Gen'l Mgr.—Fred Drewry.
Program Director—Wayne Hillier.
2. REPRESENTATIVES
Adam Young Radio, Inc.
3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local
sunset. For non-simulcast facilities see KQWB-FM.
4. AGENCY COMMISSION
All rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,
16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a,
24b, 24c, 25a, 26, 28a, 28b, 29b, 30, 32a, 33b.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47e, 48, 49,
50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60g, 60h, 60i,
61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 3 ET—Rec'd 9/27/67.

6. SPOT ANNOUNCEMENTS						
IX	26x	52x	104x	156x	260x	312x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.50	5.00	4.50	4.00
20 sec	5.50	5.00	4.50	4.00	3.50	3.00
10 sec	4.50	4.00	3.50	3.00	2.50	2.00
7. PACKAGE PLANS						
(One or more weeks)						
PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	5.25	5.00	4.75	4.50	4.25	4.00
20 sec	4.25	4.00	3.75	3.50	3.25	3.00
10 sec	3.25	3.00	2.75	2.50	2.25	2.00

8. PROGRAM TIME RATES

	104x	156x	260x	312x
1 hr	60.00	54.00	51.00	48.00
1/2 hr	36.00	32.40	30.60	28.80
1/4 hr	24.00	21.60	20.40	19.20
10 min	20.00	18.00	17.00	16.00
5 min	15.00	13.50	12.75	12.00

KQWB-FM

1966

MOORHEAD, MINN.

Media Code 4 235 3151 6.00
Midwest Radio Co., Box 2122, 303 N. 5th St., Fargo,
N. D. 58102. Phone 701-235-7551.

1. PERSONNEL
Pres. & Gen'l Mgr.—Larry Lakoduk.
Station Manager—Fred Drewry.
Sales Manager—Del Hanson.
2. REPRESENTATIVES
Adam Young Radio, Inc.
3. FACILITIES ERP 100,000 w.; 98.7 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 460 ft. above average terrain.
Partial simulcast operation. Operated separately,
sunset-1 am. For simulcast facilities see KQWB.
4. AGENCY COMMISSION
15% time only. Payable 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24b, 24c, 25c,
26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 44b, 47e, 48, 51b.
Comb.: Cont. Discounts: 60b, 60i, 61a.
Cancellation: 70a, 70d, 71b, 73b.
Prod. Services: 80.

TIME RATES

Rates are identical to KQWB. See that listing.

KVOX

1937

MOORHEAD, MINN.

RAB

Subscriber to the NAB Radio Code

Media Code 4 235 3500 4.00
KVOX, Rox 37, Radio Ranch, 4000 8th St. E.,
Moorhead, Minn. 56561. Phone 218-233-1522.

1. PERSONNEL
Executive Vice-President—Tom Barnes.
General Manager—Bill Weaver.
2. REPRESENTATIVES
Minneapolis-St. Paul—Harry S. Hyett & Co.
New York, Chicago—Jack Masia Company, Inc.
3. FACILITIES
1,000 w.; 1280 kc. Directional—night only.
Operating schedule: 6-1 am. CST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28a, 20a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with MBS.
Member: Dakota Salesmaker Stations.

TIME RATES

ET 9/6/66—Rec'd 9/6/66.
A—Mon thru Fri 7-9 am, noon-1 pm & 5:15-6:15 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS						
CLASS A						
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk	
1 MIN:	8.90	8.45	8.00	7.60	7.10	
1 ti	8.10	7.55	7.10	6.80	6.60	
10 ti	7.30	6.75	6.20	6.00	6.00	
15 ti	6.55	6.00	5.70	5.55	5.25	
20+	5.90	5.75	5.50	5.25	5.00	
CLASS B						
1 MIN:	5.90	5.70	5.35	5.05	4.75	
1 ti	5.25	5.00	4.75	4.45	4.20	
10 ti	4.80	4.55	4.30	4.10	3.85	
15 ti	4.45	4.40	4.15	3.90	3.60	
20+	3.90	3.75	3.50	3.35	3.15	
30 SEC:	4.60	4.40	4.15	3.90	3.70	
5 ti	4.15	3.90	3.75	3.55	3.35	
10 ti	3.90	3.70	3.50	3.35	3.15	
15 ti	3.70	3.55	3.35	3.15	3.00	
CLASS C						
1/4 hr	10.70	10.70	10.70	10.70	10.70	
5 min	35.40	28.70	20.60	20.30	15.80	
10 ti	84.25	27.30	19.40	25.50	20.50	15.30
52 x	32.35	26.60	18.10	24.40	19.30	14.70
156 x	31.70	26.00	17.30	23.80	18.10	14.08
260 x	30.80	25.20	15.80	23.20	17.70	13.40

WDAY

1922

FARGO, N. D.

NBC Radio Network



mcgavren-guild
pgw radio, inc.

RAB

Subscriber to the NAB Radio Code

Media Code 4 235 3850 3.00
WDAY, Inc., 207 N. Fifth, Fargo, N. D. 58102.
Phone 701-237-6500.
Affiliated with the Fargo Forum.

STATION'S PROGRAMMING DESCRIPTION
WDAY: Programmed for general interest.
5:30-7 am farm and general; 2 men, market reports,
features, news. MUSIC: standard, country and west-
ern, 7 am-noon air personalities, music, middle-of-
the-road, country and western. Phone shows 9-10 am,
with woman personality 10:30-11 am. Noon-1 pm farm
news, weather, features, 1-3 pm air personalities,
phone quiz, 1-2 pm music standard, country and
western, 3-6 pm air personalities, music middle-of-
the-road, country and western, 6-7 pm commentary,
news entertainment, 7-11 am entertainment, general
popular music. Network news on hour, local news
following during day, 6 man news staff. SPORTS:
play-by-play local, regional college football, SAT,
Sun network and general popular music. Contact
Representative for further details. Rec'd 5/26/69.

1. PERSONNEL
President—Norman Black, Jr.
Executive Vice-President—Jack Dunn.
Gen'l & Sales Mgr.—Bill Burn.
2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w.; 970 kc. Directional—nighttime only.
Operating schedule: 5:30-9 am, noon-1 pm.
Partial simulcast operation. Simulcast 8 pm-1 am.
For non-simulcast facilities see WDAY-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80 Radio Network.
Affiliated with NBC Radio Network.

TIME RATES

ET 6/1/68—Rec'd 4/22/68.
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4-7 pm;
Farm Time 5:30-7 am & noon-1 pm.
B—Mon thru Sat 9 am-noon & 1-4 pm.
C—Mon thru Sat 7 pm-1 am; Sun all day.

6. SPOT ANNOUNCEMENTS						
1 MINUTE						
PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	
A	28	26	24	22	20	
B	23	20	18	15	13	
C	15	12	12	11	10	
AM/FM COMBINATION						
A	31	29	27	25	23	
B	28	23	19	18	16	
C	18	16	15	14	13	

(*) 1 ti or fixed position.
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
PER WK: (1/3A, 1/3B, 1/3C) 12 ti 18 ti 30 ti
Ea 15 14 12
AM/FM COMBINATION
(1/3A, 1/3B, 1/3C) 18 17 15
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

CLASS A						
	5 min	10 min	1/4 hr	1/2 hr	1 hr	
1 x	39	55	66	120	220	
26 x	37	53	63	116	210	
52 x	35	51	60	112	200	
156 x	33	49	57	106	190	
260 x	31	47	54	100	180	
CLASS B						
1 x	28	39	50	86	155	
26 x	26	36	47	84	150	
52 x	25	34	45	80	145	
156 x	24	32	43	76	140	
260 x	23	30	41	72	135	

CLASS C

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	17	24	33	61	99
26 x	15	23	32	58	95
52 x	14	22	31	54	91
156 x	13	21	30	52	88
260 x	12	20	29	49	84

WDAY-FM

1965

FARGO, N. D.

RAB

Subscriber to the NAB Radio Code

Media Code 4 235 3851 1.00
WDAY, Inc., Box 1031, 207 N. Fifth, Fargo, N. D.
58102. Phone 701-237-6500.

1. PERSONNEL
President—Norman D. Black, Jr.
Executive Vice-President—Jack Dunn.
Gen'l & Sales Mgr.—Bill Burn.
2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
3. FACILITIES
ERP 40,000 w.; 93.7 mc. Stereo.
Operating schedule: 7-1 am.
Antenna ht.: 1206 ft. above average terrain.
Partial simulcast operation. Operated separately 7
am-8 pm. For simulcast facilities see WDAY.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5.
Rate Protection: 10d, 11d, 14d, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27,
28a, 29a.
Contracts: 40a, 41, 44a, 47e, 51a.
Comb.: Cont. Discounts: 60a, 81a.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.
TV facilities: WDAY-TV.
For combination rates see WDAY.
Program commercial content: 5 min—1 1-minute an-
nouncement; 25 min—2 1-minute announcements; 65
min—3 1-minute announcements.

TIME RATES

Rates effective February 28, 1965. (Card No. 1.)
Card received October 6, 1965.

6. SPOT ANNOUNCEMENTS				
	1-50	51-150	151-300	300 or more
30 sec	7.50	7.00	6.50	6.00
1 min	9.00	8.50	8.00	7.50
1-25 26-51 52-99 100 or more				
8. PROGRAM TIME RATES	18 ti	14 ti	11 ti	more ti
5 min	18	14	10	8
25 min	38	34	30	28
55 min	50	46	42	38

KSJB

THE NORTH DAKOTA STATION

Let the man from
ALAN TORBET ASSOCIATES
show you the results of
*Circulation Pulse-68 and why
KSJB is the #1 ADULT radio
value for North and
South Dakota.

At the same time let ATA show
you the results of the full
statewide North Dakota **Pulse.
You reach more adults for your
advertising dollar on KSJB!

5 KW — Full Time — 600 KC

*Circulation Pulse — 1968
**54 County North Dakota and
Clay County, Minnesota
Pulse/Oct.-Nov., 1966.

KSJB

JAMESTOWN — SERVING THE DAKOTAS

*Interviewing conducted in 1967.

KFGO "Growth Power"

- offers a five-man farm service department . . . 15 1/2 hours of farm programming weekly.
- has virtually changed the face of "GROWING FARGO" with continuous, gusty, hard-hitting editorials.
- received the 1968 Northwest Broadcast News Association Outstanding Achievement Award.
- sold 5,000 KFGO cookbooks and drew 3,000 "growth-conscious" housewives

GRAFTON

Walsh County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KGPC

1958

Media Code 4 235 4200 0.00
KGPC Co., Box 312, Grafton, N. D. 58237. Phone 701-352-1272.

- PERSONNEL**
Pres. & Gen'l Mgr.—Clayton G. Matheson.
Commercial Manager—Del Nygard.
Program Director—Larry Wayne.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-Directional
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a.
Comb. & Cont. Discounts: 60b, 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70b, 71b, 73a.
Affiliated with NAS, KBS and MBS.

TIME RATES

Rates effective July 13, 1958.
Rates received August 10, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES				
	1/4 hr.	10 min.	5 min.	1 min. 30 sec.
1 time—	25.00	20.00	15.00	5.50
28 times—	20.00	15.00	10.50	4.00
52 times—	18.75	13.50	8.50	3.45
158 times—	15.75	10.00	6.35	2.95
280 times—	13.60	8.75	5.60	2.80
312 times—	10.90	7.80	5.35	2.70

GRAND FORKS (3 AM)

(including East Grand Forks, Minn.)

Grand Forks County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KILO

1941

GRAND FORKS

CBS Radio Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 235 4550 8.00
KILO, Inc., First National Bank Bldg., Grand Forks, N. D. 58201. Phone 701-774-5321.

- PERSONNEL**
President—Carl Bloomquist.
Station Manager—Alan J. Twomey.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1440 kc.
Non-directional
Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 24b, 26, 28a, 29b.
Contracts: 40c, 42b, 45, 46, 47a, 48.
Comb. & Cont. Discounts: 60b, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
For combination rates see CBS Radio Network.
Member: Dakota Salesmaker Stations.

TIME RATES

ET 9/1/58—Rec'd 8/5/66.
AA—Mon thru Sat sign-on-7 pm; Sun 9 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS			
	CLASS AA		
1 x	12.00	280 x	8.80
52 x	11.00	520 x	8.00
104 x	10.00	1,040 x	7.20
158 x	9.60		

7. PACKAGE PLANS			
SATURATION PACKAGES			
PER WK: each	CLASS AA	10 tl	20 tl 30+
1 min or less		8	7 6

Each time, regardless of frequency. CLASS A

8. PROGRAM TIME RATES							
	1x	52x	104x	158x	260x	520x	1040x
1/2 hr	60	57	54	51	48	45	42
1/4 hr	40	39	38	37	35	33	30
10 min	30	29	28	27	25	23	20
5 min	20	19	18	17	16	15	13

Two or more program units of 15 minutes or more broadcast on same day for same sponsor may be combined to earn 1/2 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at station's option, on 28 days notice.

- SPECIAL FEATURES**
News service fee—30% of regular rates.

KNOX

1947

GRAND FORKS

NAB

Subscriber to the NAB Radio Code

Media Code 4 235 4900 5.00
KNOX Radio, Inc., Box 1638, Grand Forks, N. D. 58201. Phone 701-775-4811.

STATION'S PROGRAMMING DESCRIPTION
KNOX: Variety programmed for general interest. ALL PERSONALITIES featured on all programs.
FARM: farm director on air 5-7 am & noon-1 pm daily.
NEWS: local and national mixture on news, network on half hour. 15 min casts at 7:30 am & noon.
SPORTS: sports director, university hockey, football, basketball, all games at home and away. High school basketball and hockey. Major league baseball and football.
ENTERTAINMENT: programs include middle-of-the-road music format with information features. Telephone discussion program 10-11:30 am daily. Contact Representative for further details. Rec'd 10/4/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Justin Hoberg.
Program Director—Jim Bollman.
Women's Director—Peggy Jensen.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Minneapolis—Wayne-Evans & Associates.
- FACILITIES**
5,000 w.; 1510 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. CST.
15/0 time and talent.
- AGENCY COMMISSION**
15/0
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Comb. & Cont. Discounts: 60b, 60c, 60d, 61a, 62d.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Sold in combination with KTYN, Minot.
15% discount when same number of spots purchased on both stations.

TIME RATES

ET 11/1/68—Rec'd 8/31/66.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS				
	1x	50x	100x	250x 500x
1 MIN:	12	11	10	9 8
AA	11	10	9	8 7

7. PACKAGE PLANS				
PER WK:	5 tl	10 tl	20 tl	30 tl
AA	10.50	10.00	9.50	9.00
A	9.00	8.50	8.00	7.50

8. PROGRAM TIME RATES					
	1x	26x	52x	158x	260x 512x
1/2 hr	60.00	57.00	52.00	49.00	46.00 43.00
1/4 hr	45.00	42.00	39.00	36.00	33.00 30.00
10 min	30.00	28.50	27.00	25.50	24.00 22.50
5 min	22.00	21.00	20.00	19.00	18.00 17.00

KRAD

1959

EAST GRAND FORKS, MINN.

Media Code 4 235 5250 4.00
KRAD, Inc., Box 349, East Grand Forks, Minn. 56721.

- PERSONNEL**
President—Marlin T. Obie.
Gen'l Mgr. & Com'l Mgr.—Jack French.
- FACILITIES**
1,000 w. days; 1590 kc.
Operating schedule: 6:00 am-midnight Mon thru Sat; 7:00 am-midnight Sun. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 47a, 48.
Comb. & Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective March 1, 1961.
Rates received February 6, 1961.
Rev. (Prog.) rec'd October 4, 1961.

CLASS A					
	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times—	6.25	5.94	5.63	5.32	5.00
10 times—	5.62	5.24	5.06	4.78	4.50
15 times—	5.12	4.87	4.61	4.36	4.10
20 times—	5.00	4.75	4.50	4.25	4.00
25 times—	4.50	4.28	4.05	3.83	3.60
30 times—	4.38	4.17	3.95	3.73	3.51

CLASS B					
	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times—	4.19	3.99	3.78	3.57	3.36
10 times—	3.69	3.51	3.33	3.14	2.96
15 times—	3.38	3.22	3.05	2.88	2.71
20 times—	3.25	3.09	2.93	2.77	2.60
25 times—	3.00	2.85	2.70	2.55	2.40
30 times—	2.88	2.74	2.60	2.45	2.31

NORTH DAKOTA

CLASS B

1 minute					
Per week:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times—	4.81	4.57	4.32	4.09	3.85
10 times—	4.19	3.99	3.78	3.57	3.36
15 times—	3.88	3.69	3.50	3.30	3.11
20 times—	3.75	3.57	3.38	3.19	3.00
25 times—	3.44	3.27	3.10	2.93	2.76
30 times—	3.25	3.09	2.93	2.77	2.60

30 seconds					
	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times—	3.25	3.09	2.93	2.77	2.60
10 times—	2.94	2.80	2.65	2.50	2.36
15 times—	2.75	2.62	2.48	2.34	2.20
20 times—	2.63	2.52	2.37	2.24	2.11
25 times—	2.44	2.32	2.20	2.08	1.96
30 times—	2.31	2.20	2.08	1.97	1.85

8. PROGRAM TIME RATES						
	Class A			Class B		
	5 min.	10	1/4	5 min.	10	1/4
1 time—	12.58	15.87	18.34	9.84	11.57	14.37
28 times—	11.78	14.24	16.50	7.93	9.78	12.54
52 times—	9.88	11.78	14.25	6.03	8.68	10.44
158 times—	9.43	11.39	13.02	5.56	7.22	9.40
280 times—	8.44	10.37	11.93	5.13	6.43	7.41
312 times—	7.71	9.64	10.98	4.82	5.69	6.51

HETTINGER

Adams County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KNDC

1954

Media Code 4 235 5800 9.00
Hettinger Broadcasting Co., Lambert Bldg., Hettinger, N. D. 58639. Phone 567-2421.

- PERSONNEL**
Pres. & Gen'l Mgr.—Allen B. McIntyre.
Program Director—Bill McIntyre.
Women's Director—Buby Dannenfelzer.
- REPRESENTATIVES**
Jack Masla & Company, Inc.
- FACILITIES**
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-8 pm Mon thru Sat. MST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4a, *5.
Contracts: 40a.
(* Copy or material due 1 week in advance.
Closing time for all sponsored programs are one week in advance. Cancellation of contracts require two weeks in advance notice to station.

TIME RATES

ET 1/1/68—Rec'd 11/29/67.
AA—Daily 7-9 am & 11 am-1:30 pm.
A—Daily sign-on-7 am; 9-11 am & 1:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	158x	260x 512x 624x
1 min	5.00	4.80	4.60	4.40	4.20 4.00 3.80
30 sec	4.50	4.40	4.15	3.90	3.70 3.50 3.25

8. PROGRAM TIME RATES						
	CLASS AA					
	1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 tl	50.00	35.00	21.00	15.00	9.00	
28 tl	44.50	31.50	19.00	13.50	8.00	
52 tl	39.00	28.00	17.00	12.00	7.00	
158 tl	33.50	26.00	15.00	10.50	6.00	
260 tl	28.00	24.00	13.00	9.00	5.50	
312 tl	25.00	22.00	11.00	7.50	5.00	
624 tl	22.50	20.00	9.00	6.00	4.50	

CLASS A					
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	35.00	21.00	15.00	9.00	7.00
28 tl	31.50	19.00	13.50	8.00	6.50
52 tl	28.00	17.00	12.00	7.00	6.00
158 tl	24.00	15.00	10.50	6.00	5.00
260 tl	20.00	13.00	9.00	5.00	5.00
312 tl	18.00	11.00	7.50	5.00	4.50
624 tl	15.00	10.00	6.00	4.50	4.00

JAMESTOWN (2 AM; 1 FM)

Stutsman County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KEYJ

1954

NAB

Media Code 4 235 5950 9.00
KEYJ, Inc., Box 1170, White Bldg., Jamestown, N. D. 58401. Phones 701-252-2180, News Dept: 701-252-2161.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert L. Richardson.
Program Director—Donald Doros.
- FACILITIES**
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:55 am-midnight weekdays; 7:30 am-10:00 pm Sun. CST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 22a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.

(This listing continued on next page)



WDAY RADIO'S "BIG EDGE"

is sharper than ever!

Our edge over the next station in the latest Fargo-Moorhead Metro Pulse is keenly clear!

• Eyeball this one: From 6:00 AM to midnight, WDAY-Radio has a 40% greater share than station 'A' . . . 80% greater than station 'B'! AND — AND — in those important time periods (6:00 AM-10:00 AM, 3:00 PM-7:00 PM) WDAY-Radio has a 44% greater share than 'A'!

Our loyal hayseeds have good cases of 'affection

NORTH DAKOTA

Jamestown—KEYJ—Continued

Comb.; Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

Rates effective December 1, 1958.
Rates received November 26, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES				
	1/4 hr.	10 min.	5 min.	1 min.
1 time	15.00	12.00	10.00	6.00
26 times	14.00	11.00	9.00	5.70
52 times	13.00	10.00	8.00	5.55
158 times	12.00	9.00	7.00	4.80
260 times	11.00	8.00	6.00	4.50
812 times	10.00	7.00	5.00	4.20

7. PACKAGE PLANS	
1-minute or less, per week:	Each
1 minute	6.00
10 or more times	4.80
15 or more times	4.00
20 or more times	3.50

KSJB

1937



Alan Torbet
Associates, Inc.

NAB

Media Code 4 235 6300 6.00
Triple R Inc., Box 600, Jamestown, N. D. 58401.
Phone 701-252-3570.
Studio: No. 6 Wells Bldg., Aberdeen, S. D. 57401.
Offices: 1327-1/2 8th St., Bismark, N. D. 58501,
424 16th St., S., Moorhead, Minn. 56560.

STATION'S PROGRAMMING DESCRIPTION
KSJB: Programmed for general interest.
FARM: 6:15 am farm show, 6:55 am county agents report, 7:05 am farm show, noon-1 pm farm programming. SPORTS: live coverage high school and college football and basketball. American League baseball games. Sports highlights 8:05 am-5:35 pm. NEWS: network news on half hour, regional and local on hour. Weather reports on quarter after each hour. News roundup 7 pm. TALK: swap and shop and mailbag 10:35-10:50 am. Audience participation show, Oct 1-Apr 15, 1:35-2 pm. Talk interview show 6-7 pm. Entertainment and music, audience participation contests and promotions. MUSIC: country western 5:30-7 am & noon-1 pm. Rest is general popular music. Contact Representative for further details. Rec'd 2/12/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. D. Crilly.
Program & Sports Director—Jack Leonard.
Music Director—Ole Olson.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Minneapolis—Call station collect.
- FACILITIES**
5,000 w.; 600 kc.
Directional—Same pattern day and night.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KSJM (FM).
Affiliated with MBS Radio Network.

TIME RATES

No. 3 Eff 5/1/67—Rec'd 4/14/67.
A—Mon thru Sat, 7-10 am, noon-1 pm & 4-6 pm.
B—Mon thru Sat 6-7 am, 10 am-noon, 1-4 pm & 6 pm-midnight; Sun all day.

7. PACKAGE PLANS									
CLASS A									
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	30 sec	30 sec
1 min.	16.00	15.00	14.00	13.00	12.00	11.00	10.00	12.80	12.00
1 min.	13.00	12.00	11.00	10.00	9.00	8.00	7.00	10.40	9.60
30 sec.	10.40	9.60	8.80	8.00	7.30	6.40	5.60	8.80	8.00

CLASS B									
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	30 sec	30 sec
1 min.	13.00	12.00	11.00	10.00	9.00	8.00	7.00	10.40	9.60
30 sec.	10.40	9.60	8.80	8.00	7.30	6.40	5.60	8.80	8.00

CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES									
CLASS A									
	1x	26x	52x	156x	260x	312x			
1/2 hr.	120	117	108	102	90	84			
1/4 hr.	75	73	68	60	56	53			
10 min.	60	58	54	51	45	42			
5 min.	40	39	36	32	30	28			

CLASS B									
	1x	26x	52x	156x	260x	312x			
1/2 hr.	90	88	81	72	68	63			
1/4 hr.	50	49	46	40	38	35			
10 min.	40	39	36	32	30	28			
5 min.	25	24	23	21	19	18			

- SPECIAL FEATURES**
Class B rates apply.
Forecast For Farming—Mon thru Sat 6:15-6:20 am.
County Agent Reports—Mon thru Sat 6:55-7 am.
Emergency Message Service—10-sec ID every hr on hr.
Swap & Shop—Mon thru Fri 10:35-10:45 am.
Mail Bag—Mon thru Fri 10:45-10:55 am.
Joe Pyne Show—Mon thru Fri 6-7 pm.
Minnesota Twins baseball—All games.

KSJM (FM)

1968

Media Code 4 235 6350 1.00
Triple R Inc., Box 600, Jamestown, N. D. 58401.
Phone 701-252-3570.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. D. Crilly.
Program Director—Jack Leonard.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Minneapolis—Call station collect.
- FACILITIES**
ERP 28,500 w. (horiz. & vert.); 93.3 mc. Stereo.
Operating schedule: 7-11 am. CST.
Antenna ht.: 256 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60f, 61a, 62a, 62d.
Cancellation: 70a, 71b, 73a.

TIME RATES

6. SPOT ANNOUNCEMENTS				
	1x	51x	151x	300+
1 min.	6.00	5.50	5.00	4.00+
30 sec.	5.00	4.50	4.00	3.50

LANGDON

Cavaller County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KNDK

1967

Media Code 4 235 6400 4.00
KNDK, Inc., Box 182, Langdon, N. D. 58249. Phone 701-256-2146.

- PERSONNEL**
President—Arnold F. Petrich.
Vice-Pres. & Gen'l Mgr.—Arthur F. Nelson.
- FACILITIES**
1,000 w.; 1080 kc.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25c, 28b, 29a.
Contracts: 40a, 42a, 43, 45, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 61b.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KSJB.
Member: National AgRadio Groups, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS						
No. 1 Eff 6/67—Rec'd 11/17/67.						
	1x	26x	52x	104x	260x	312x
1 min.	6.30	5.30	4.20	3.85	3.50	2.80
30 sec.	4.50	4.00	3.50	3.30	2.95	2.45

8. PROGRAM TIME RATES						
	1x	26x	52x	104x	260x	312x
1 hr.	42.00	39.00	36.40	29.40	25.20	21.00
1/2 hr.	29.40	27.00	25.20	21.00	17.50	14.00
1/4 hr.	19.60	17.00	15.40	12.60	11.20	9.10
5 min.	11.90	11.40	10.85	9.45	8.05	6.30

MANDAN

Morton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State

See Bismarck-Mandan

MAYVILLE

Trall County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KMAV

1967

Media Code 4 235 6500 1.00
KMAV, Inc., Box 918, Mayville, N. D. 58257. Phone 701-786-2008.

- PERSONNEL**
President—Francis J. Phelan.
Gen'l & Comm'l Mgr.—John D. Anderson.
Program Director—Austin G. Kramer.
- FACILITIES**
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29c, 33a.
Contracts: 40a, 43, 45, 47a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60i, 62d.
Cancellation: 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS						
	1x	26x	52x	156x	260x	312x
1 min.	4.20	3.90	3.60	3.30	3.00	2.80
30 sec.	2.70	2.55	2.40	2.25	2.10	1.90

8. PROGRAM TIME RATES						
	1x	26x	52x	156x	260x	312x
1 hr.	49.00	45.00	43.00	40.00	37.00	33.00
1/2 hr.	30.00	27.00	25.00	24.00	22.00	21.00
1/4 hr.	20.00	19.00	18.00	17.50	15.00	13.00
10 min.	15.00	14.00	13.20	11.40	10.50	9.80
5 min.	10.40	9.80	9.10	8.00	7.00	6.90

MINOT (4 AM; 1 FM)

Ward County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KCJB

1950

adam young inc.



Subscriber to the NAB Radio Code

Media Code 4 235 6650 4.00
Chester Reiten, Lloyd Amoo and William L. Hurley,
Box 1686, KCJB—Radio Bldg., Minot, N. D. 58702, Phone 701-835-1161. TWX 910-675-2496.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chester Reiten.
Station Manager—James Olson.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Minneapolis—William L. Hurley.
- FACILITIES**
5,000 w. days, 1,000 w. nights. Directional—days, non-directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21c, 22a.

TIME RATES

Eff 7/1/66—Rec'd 6/17/66.
Class AA—6:00-9:00 am, noon-1:00 pm and 4:00-6:00 pm Mon thru Fri.
Class A—9:00 am-noon, 1:00-4:00 pm and 6:00-7:00 pm Mon thru Fri; 6:00 am-7:00 pm Sat and Sun.
Class B—All other times.

6. SPOT ANNOUNCEMENTS						
AA						
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1x	14	12	12	10	11	8
6x	12	10	10	8	9	7
12x	11	9	9	7	8	6
18x	10	8	8	6	7	5
24x	9	7	7	5	6	4

8. PROGRAM TIME RATES						
5 MINUTES						
PER WK:	Class AA	Class A	Class B	Class AA	Class A	Class B
Less than 6 ti	20.00	15.00	13.00	18.00	13.00	11.00
6 ti	18.00	13.00	11.00	17.00	12.00	10.00
12 ti	16.00	11.00	9.00	15.00	10.00	8.00

1/4 HOUR						
PER WK:	Class AA	Class A	Class B	Class AA	Class A	Class B
Less than 6 ti	36.00	26.00	18.00	34.00	24.00	16.00
6 ti	34.00	24.00	16.00	32.00	22.00	14.00
12 ti	32.00	22.00	14.00	30.00	20.00	12.00

1/2 HOUR						
PER WK:	Class AA	Class A	Class B	Class AA	Class A	Class B
Less than 6 ti	70.00	50.00	45.00	65.00	45.00	40.00
6 or 52 ti	65.00	45.00	40.00	60.00	40.00	37.00
12 or 158 ti	60.00	40.00	37.00	55.00	35.00	34.00

KCJB-FM

1966

Media Code 4 235 6651 2.00
Chester Reiten, Lloyd Amoo, William L. Hurley,
Box 1686, KCJB Radio Bldg., Minot, N. D. 58702,
Phone 701-835-1161. TWX MT 8246.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chester Reiten.
Station Manager—James Olson.
- REPRESENTATIVES**
Adam Young Radio, Inc.
Minneapolis—William L. Hurley.
- FACILITIES**
ERP 58,000 w.; 97.1 mc. Stereo.
Operating schedule: 7-11 am. CST.
Antenna ht.: 850 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

6. SPOT ANNOUNCEMENTS						
No. 1 Eff 11/25/66—Rec'd 11/21/66.						
	1x	51x	151x	300+		
30 sec.	6.50	6.00	5.50	5.00		
1 min.	8.00	7.50	7.00	6.50		

8. PROGRAM TIME RATES						
	1x	26x	52x	100+		
5 min.	14	10	8	6		
25 min.	34	30	26	24		
55 min.	46	42	38	34		

KHRT

1957

Minot—K T Y N—Continued

3. FACILITIES
5,000 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 29c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Comb.: Cont. Discounts: 60b, 60g, 60i, 62d.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Sold in combination with KNOX. See that listing for discount.

TIME RATES

Eff 8/1/68—Rec'd 10/4/68.

SPOT ANNOUNCEMENTS	
1x	15x 25x 52x 156x 260x 312x
1 min	8.75 8.45 8.25 7.75 7.25 6.75 6.50
30 sec	5.25 5.10 4.95 4.75 4.55 4.25 4.00 3.65

7. PACKAGE PLANS
SATURATION PACKAGE—BTA

EA:	50x	250x	600+
1 min.	6.80	5.95	4.50
30 sec.	4.00	3.60	2.75

8. PROGRAM TIME RATES

CLASS A		CLASS B		CLASS C	
1/2 hr.	55.00	52.00	47.00	44.00	41.00 38.00
1/4 hr.	40.00	37.00	34.00	31.00	28.00 25.00
10 min.	30.00	28.50	27.00	25.50	24.00 22.50
5 min.	20.00	19.00	18.00	17.00	16.00 15.00

OAKES

Dickey County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KEYD



Media Code 4 235 7700 6.00
Farm States Radio Co., 110 Union Ave., Oakes, N. D. 58474. Phone 701-742-2376.

1. PERSONNEL
President—Maynard Sands.
Vice-President—David M. Sands.
General Manager—David York.

3. FACILITIES
1,000 w.; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47e, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with KBS.
5% discount if same schedule is also purchased on KOLY, Mobridge, S. D.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1964. (Card No. 2.)
Card received July 16, 1964.

Class A—6:59-9:00 am; 11:44 am-1:29 pm and 4:30-6:15 pm.
Class B—8:00-6:59 am; 9:00-11:44 am; 1:30-4:30 pm and 6:15-8:30 pm.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 MIN:	A B	A B	A B
1 ti.	4.68 3.84	1.56 ti.	3.66 3.18
13 ti.	4.38 3.72	260 ti.	3.42 2.88
26 ti.	4.14 3.66	312 ti.	3.24 2.64
52 ti.	3.96 3.48	384 ti.	3.06 2.46
78 ti.	3.90 3.42	520 ti.	2.82 2.28
104 ti.	3.78 3.30		
30 SEC:	A B	A B	A B
1 ti.	4.02 3.24	156 ti.	3.06 2.70
13 ti.	3.72 3.12	260 ti.	2.76 2.40
26 ti.	3.48 3.00	312 ti.	2.58 2.16
52 ti.	3.36 2.94	384 ti.	2.40 2.05
78 ti.	3.30 2.88	520 ti.	2.22 1.85
104 ti.	3.18 2.82		

8. PROGRAM TIME RATES

CLASS A		CLASS B		CLASS C	
1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 ti.	41.00	23.50	18.00	11.00	9.60
13 ti.	37.65	22.30	12.45	10.65	9.30
26 ti.	36.65	21.15	12.15	10.45	8.76
52 ti.	34.55	19.80	11.20	9.60	8.10
78 ti.	30.00	18.50	10.85	9.35	7.96
104 ti.	29.50	17.30	10.55	8.95	7.74
156 ti.	26.30	15.90	9.95	8.30	7.38
260 ti.	22.30	13.25	9.10	7.20	6.60
312 ti.	20.30	12.35	8.10	6.65	6.06

CLASS B

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti.	37.00	21.50	11.75	10.00
13 ti.	35.15	20.40	11.35	9.70
26 ti.	33.20	19.35	10.95	9.50
52 ti.	31.30	18.20	10.20	8.75
78 ti.	29.50	17.50	9.90	8.50
104 ti.	27.60	16.85	9.55	7.92
156 ti.	23.80	14.90	9.00	7.65
260 ti.	20.10	12.10	8.35	6.50
312 ti.	18.25	11.00	7.35	6.10

RUGBY

Pierce County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KGCA

1961

Subscriber to the NAB Radio Code
Media Code 4 235 8050 5.00
Rugby Broadcasters, Inc., Box 31, Highway 2-East, Rugby, N. D. 58368. Phone 776-5254. TWX RA 250.

1. PERSONNEL
President—Oscar Halvorson.
General Manager—Dale C. Moldenhauer.

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-10:15 pm Sun. CST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 73a.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective August 15, 1961.
Rates received September 8, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

CLASS A		CLASS B		CLASS C	
1 hr.	hr.	hr.	min.	min.	sec.
1 time.	75.00	42.50	22.50	18.50	15.00 7.50 6.00
13 times.	69.00	36.00	19.50	17.00	13.50 6.75 5.80
26 times.	63.00	33.00	18.00	15.75	12.00 6.00 5.20
52 times.	57.00	30.00	16.50	14.25	11.25 5.25 4.80
104 times.	48.00	25.50	14.25	12.50	10.50 4.85 4.40
156 times.	42.00	22.50	12.75	11.25	9.75 4.35 4.00
260 times.	36.00	16.50	9.75	8.75	7.50 3.85 3.60
312 times.	27.00	15.00	9.00	8.00	6.75 3.35 3.20

TIOGA

Williams County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KTGO

1967

Media Code 4 235 8250 1.00
Tioga Broadcasting Corp., Box 456, 301 S. E. 2nd, Tioga, N. D. 58552. Phone 701-664-8522.

STATION'S PROGRAMMING DESCRIPTION
KTGO: Programmed for general interest in rural populated areas.
MUSIC: country and western 50%, pop and other 20%. Religion 6%. News and sports 16%. Public affairs, local 4%. Community news, live reports 4%. Remotes daily plus weekly remote church services, summer season baseball and 3 county fairs in surrounding counties. Public service programs for Jaycees, Chamber of Commerce and other community organizations. Rec'd 6/5/69.

1. PERSONNEL
General Manager—Dusne Simpson.
Program Director—Ralph Lockwood.
News Director—Paul Henning.

3. FACILITIES
250 w.; 1090 kc.
Operating schedule: _____.

4. AGENCY COMMISSION
15% time only; 5% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3c, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25c, 26, 30, 33a.

TIME RATES

ET—Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B		CLASS C	
1x	13x 26x 52x 104x 156x 250x 312x				
30 sec	6.00 5.80 5.20 4.80 4.40 4.00 3.60 3.20				
1 min	7.50 6.75 6.00 5.25 4.85 4.35 3.85 3.35				
10 sec:	50% of 1-min.				

8. PROGRAM TIME RATES

1x	13x 26x 52x 104x 156x 260x 312x
5 min	15.00 13.50 12.00 11.25 10.50 9.75 7.50 6.75
10 min	18.50 17.00 15.75 14.25 12.50 11.25 8.75 8.00
1/4 hr	22.50 19.50 18.00 16.50 14.25 12.75 9.75 9.00
1/2 hr	42.50 38.00 33.00 30.00 25.50 22.50 18.50 15.00
1 hr	75.00 69.00 60.00 57.00 48.00 42.00 30.00 27.00

VALLEY CITY

Barnes County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KOVC

1936



Subscriber to the NAB Radio Code
Media Code 4 235 6400 2.00
KOVC, Inc., Broadcast House, Valley City, N. D. 58072. Phone 701-845-2531.

STATION'S PROGRAMMING DESCRIPTION
KOVC: Programmed for general community interest. 6-7 am country and western music, farm news, markets, and weather. 7-11 am middle-of-the-road music. 11-11:30 am religious. 11:30 am-1 pm farm markets, local and regional news, sports, and weather. 1-6:45 pm middle-of-the-road music. 5:45-7:30 pm national, local, and regional sports, news, and weather plus half hour talk show. 7:30-11 pm rock music. Music segments include network and local talk features. NEWS: network and local 10 min on hour, plus 7:45 am local roundup. News discussion and interviews as warranted. SPORTS: all college and high school games, 8:45 am daily review, Sat 10:30-10 am sports discussion. Sun religious programs and middle-of-the-road music, plus public affairs discussion. Rec'd 8/3/67.

1. PERSONNEL
President & Gen'l Mgr.—Robert E. Ingstad.
Station Manager—Dale Olson.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:00 pm daily. CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 22a, 24b, 24c, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 42c, 44b, 45, 46, 47e, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective December 1, 1958.
Rates received November 26, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

CLASS A		CLASS B		CLASS C	
1 min.	15.00	12.00	10.00	8.00	
26 times.	14.00	11.00	9.00	5.70	
52 times.	13.00	10.00	8.00	5.55	
156 times.	12.00	9.00	7.00	4.80	
260 times.	11.00	8.00	6.00	4.50	
312 times.	10.00	7.00	5.00	4.30	

7. PACKAGE PLANS
1-minute or less, per week: Each
1 minute _____ 6.00
10 or more times _____ 4.50
15 or more times _____ 4.00
20 or more times _____ 3.50

WAHPETON

Richland County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KBMW

Licensed as a Breckenridge, Minn. and a Wahpeton, N. D. station.
See listing under Breckenridge, Minn.

WILLISTON

Williams County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KEYZ

1948



Subscriber to the NAB Radio Code
Media Code 4 235 8750 0.00
Charles L. Scofield, Box 1240, Williston, N. D. 58801. Phone 701-572-3911.

NORTH DAKOTA

1. PERSONNEL
General Manager—Charles L. Scofield.

2. REPRESENTATIVES
Minneapolis—William L. Hurley.

3. FACILITIES
5,000 w.; 1360 kc. Directional—nighttime only.
Operating schedule: 6:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Affiliated with American Information Network.
Affiliated with KBS.
Member: The Intermountain Network, Inc.

TIME RATES

Rates effective November 1, 1962.
Rates received November 22, 1962.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B		CLASS C	
1 min.	8.50	6.38	104 times.	1 min.	30 sec.
13 times.	8.25	6.19	156 times.	6.75	5.44
26 times.	8.00	6.00	260 times.	6.00	4.50
52 times.	7.75	5.81			

8 or 10 second ID's—50% of applicable 1-minute rate.

7. PACKAGE PLANS
Saturation Packages

Per week:	1 min. 30 sec.	1 min. 30 sec.
10 times.	6.00	4.50
15 times.	5.00	3.75

Additional Discounts

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

8. PROGRAM TIME RATES

CLASS A		CLASS B		CLASS C	
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	
1 time.	70.00	42.00	28.00	21.00	16.00
13 times.	67.00	39.00	26.00	20.00	15.00
26 times.	64.00	36.00	24.00	19.00	14.00
52 times.	61.00	33.00	22.00	17.00	13.00
104 times.	58.00	30.00	20.00	15.00	12.00
156 times.	55.00	27.00	18.00	13.00	10.50
260 times.	52.00	24.00	16.00	11.00	9.00

10. SPECIAL FEATURES
Religious—Weekdays: regular rates apply. Sundays regular rates less 10%.

Advertisement
Williams County has the largest population of any county in western North Dakota and eastern Montana. Its county seat, Williston, has twice the population of any city in the area. Just to put the record straight, KEYZ is the only Williston station, and its 5,000 watts of power at 1360 kc. gives the greatest coverage in the heart of the Williston Basin. Its half-million watt includes Divke, Williams, Mountrail and McKeen counties in North Dakota and Richland, Sheridan, Roosevelt and Daniels counties in Montana, plus parts of 9 other counties in both states. Our area is rich in oil, and has bumper crops in wheat, barley, flax, etc.

KGCX

SIDNEY, MONT.

City of license—Sidney, Mont.
Considered by the Mutual Broadcasting System as their Williston, N. D.—Sidney, Mont. outlet.
Studios—Hapig Bldg., Williston, N. D., Phone 572-3778.
See listing under Sidney, Mont.

Advertisement
KGCX is the oldest station in Eastern Mont., and Western N. D., (1926), first network in the area (Mutual) and alone brings top regional spots to area listeners such as Minn. Twins, Minn. Gophers and Minn. Vikings. Aside from complete studios in Williston and Sidney, we broadcast daily from four area towns. We are the home town station for all of North-western N. D. and Northeastern Mont.
Effective May 1, 1966.

SPOT ANNOUNCEMENTS

CLASS A		CLASS B		CLASS C	
1 ti.	6.70	4.70	156 ti.	1 min.	30 sec.
26 ti.	5.80	4.40	260		

OHIO

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Milford—Clermont County



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Akron—Summit Alliance—Stark Ashtabula—Ashtabula Athens—Athens Barberton—Summit Canton—Stark Chillicothe—Ross Cincinnati—Hamilton	Cleveland—Cuyahoga Cleveland Heights—Cuyahoga Columbus—Franklin Cuyahoga Falls—Summit Dayton—Montgomery East Cleveland—Cuyahoga	East Liverpool—Columbiana Elyria—Lorain Euclid—Cuyahoga Fairborn—Greene Findlay—Hancock Garfield Heights—Cuyahoga Hamilton—Butler	Kent—Portage Kettering—Montgomery Lakewood—Cuyahoga Lancaster—Fairfield Lima—Allen Lorain—Lorain Lyndhurst—Cuyahoga	Mansfield—Richland Maple Heights—Cuyahoga Marion—Marion Massillon—Stark Middletown—Butler Newark—Licking Niles—Trumbull	Norwood—Hamilton North Olmsted—Cuyahoga Parma—Cuyahoga Parma Heights—Cuyahoga Portsmouth—Scioto Rocky River—Cuyahoga Sandusky—Erie	Shaker Heights—Cuyahoga South Euclid—Cuyahoga Springfield—Clark Steubenville—Jefferson Tiffin—Seneca Toledo—Lucas Upper Arlington—Franklin	Warren—Trumbull Whitehall—Franklin Wickliffe—Lake Willowick—Lake Xenia—Greene Youngstown—Mahoning Zanesville—Muskingum
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STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Household ¹⁻⁴ 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968					Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
			Per Household (\$000)	% Distribution of Families					Per Household (\$)	Per Household (\$)	By Selected Store Types										
				4999	5000	8000	10000	15000			to	to	to	to				and	over	Food (\$000)	Drug (\$000)
OHIO STATE TOTALS	10,637.6	3,199.70	31,180,173	9,745	14.6	22.6	19.2	22.3	16.3	17,998,694	5,625	4,150,791	570,377	3,184,059	809,189	895,086	3,604,990	1,324,846	4,808.13	362.9	1,408,764
ADAMS C-9.....	18.5	5.67	35,167	6,202	20.8	17.3	11.4	16.1	9.4	23,098	4,074	5,507	563	1,050	280	883	6,580	1,690	8.30	4.9	11,238
ALLEN B-5.....	112.5	33.90	291,815	8,608	18.2	20.6	21.3	21.4	12.3	260,168	7,675	50,603	6,359	59,678	10,987	11,787	48,729	17,845	52.64	4.7	18,335
Lima.....	61.1	19.45	135,473	6,965	159,545	8,203	24,590	3,474	43,306	7,183	7,753	33,207	9,239
Lima Metro Area.....	170.2	50.62	439,905	8,690	18.2	20.1	20.3	22.0	13.1	351,661	6,947	71,247	8,050	64,399	13,241	14,733	69,263	25,778	81.13
ASHLAND E-4.....	41.3	12.78	112,486	8,802	19.0	21.9	20.5	21.0	12.5	67,943	5,316	17,755	1,946	4,761	3,470	3,491	14,203	5,804	19.99	3.7	15,158
ASHTABULA G-3.....	102.2	30.25	261,922	8,659	18.6	24.7	19.0	20.3	11.8	168,355	5,565	43,501	4,629	23,744	7,232	5,296	38,792	13,457	45.30	6.6	18,860
Ashtabula.....	25.5	7.78	74,907	9,628	75,403	9,692	16,400	2,048	17,763	4,270	3,297	15,876	4,583
ATHENS E-8.....	49.4	13.39	100,570	7,511	22.5	18.1	18.4	18.3	6.3	66,345	4,955	15,893	2,347	3,790	3,627	2,785	16,495	5,771	18.81	3.7	4,769
Athens.....	27.5	6.47	38,024	5,877	44,507	6,879	8,575	1,716	2,654	2,990	2,057	13,247	2,721
AUGLAIZE B-5.....	38.5	11.41	95,457	8,366	19.4	22.1	19.9	21.1	11.8	66,956	5,868	16,580	1,408	3,101	2,600	3,783	13,157	6,393	18.22	3.7	22,231
BELMONT G-7.....	79.1	24.85	222,066	8,936	18.8	20.3	17.3	22.4	14.2	106,441	4,283	34,001	2,923	5,720	3,310	6,642	21,597	9,980	35.18	4.3	8,575
BROWN C-9.....	26.0	7.76	53,302	6,869	20.6	18.5	15.9	18.8	9.4	31,440	4,052	7,359	749	1,543	558	452	4,274	4,274	11.00	5.2	13,982
BUTLER A-8.....	228.7	65.37	631,599	9,662	13.2	22.5	21.3	23.3	15.3	366,642	5,609	87,482	11,778	58,104	23,473	16,101	68,473	29,540	100.51	4.9	16,694
Hamilton.....	81.0	24.81	226,224	9,118	151,800	6,119	36,005	4,250	25,040	7,280	9,358	31,705	10,339
Hamilton-Middletown Metro Area.....	228.7	65.37	631,599	9,662	13.2	22.5	21.3	23.3	15.3	366,642	5,609	87,482	11,778	58,104	23,473	16,101	68,473	29,540	100.51
Middletown.....	51.6	16.07	152,508	9,490	140,711	8,756	33,576	4,607	25,741	8,901	5,539	32,521	8,993
CARROLL G-5.....	21.6	6.10	46,883	7,686	22.9	25.1	18.4	16.8	8.0	22,046	3,614	5,708	524	1,067	458	601	5,787	2,001	9.42	3.6	6,709
CHAMPAIGN C-6.....	31.6	9.56	76,592	8,012	21.0	23.2	16.5	18.8	11.7	44,301	4,634	10,841	1,073	2,324	1,352	1,855	8,315	3,573	15.05	3.6	22,291
CLARK C-7.....	144.5	43.72	387,310	8,859	17.8	21.8	21.0	21.7	12.8	267,013	6,107	59,770	8,526	35,468	12,639	12,990	59,257	21,025	70.63	3.4	22,926
Springfield.....	86.2	26.92	248,483	9,230	202,249	7,513	43,484	7,561	34,451	12,058	11,504	47,782	15,806
Springfield Metro Area.....	144.5	43.72	387,310	8,859	17.8	21.8	21.0	21.7	12.8	267,013	6,107	59,770	8,526	35,468	12,639	12,990	59,257	21,025	70.63
CLERMONT B-9.....	100.9	27.43	220,920	8,054	15.7	24.2	16.4	22.8	11.1	102,293	3,729	30,412	2,329	8,172	2,298	3,525	25,311	8,258	43.47	5.4	8,490
COLUMBIANA G-5.....	32.0	9.66	80,406	8,324	19.2	18.6	17.5	20.9	13.3	55,040	5,698	11,637	1,488	1,736	2,410	1,640	11,607	4,274	15.20	3.4	22,321
East Liverpool.....	21.7	7.19	63,218	8,792	56,460	7,853	12,759	2,382	10,622	3,747	4,835	11,518	3,293
COSHOCTON F-6.....	31.3	10.01	85,070	8,499	19.0	18.9	19.7	23.3	12.8	45,262	4,522	11,054	1,278	6,621	2,531	1,458	7,838	3,357	15.91	3.4	11,122
CRAWFORD D-5.....	50.2	15.67	137,465	8,772	17.4	18.0	20.8	23.8	13.6	79,857	5,096	18,845	2,018	3,357	4,262	4,683	18,134	7,160	24.75	3.6	17,146
CUYAHOGA F-4.....	1,761.0	548.51	6,240,333	11,377	10.6	20.4	19.2	24.5	21.7	3,436,891	6,266	788,743	120,840	799,554	176,457	170,621	644,060	200,279	770.78	1.2	18,095
Cleveland.....	800.0	250.19	2,792,627	11,162	1,532,906	6,127	316,768	52,769	371,901	85,710	91,519	264,950	76,882
Cleveland Metro Area.....	2,094.9	640.68	7,163,702	11,181	10.5	21.1	19.4	24.6	21.0	3,884,296	6,063	910,834	136,193	856,059	192,130	184,272	742,137	241,840	927.78
Cleveland Heights.....	63.0	20.39	327,215	16,207	112,443	5,569	25,722	5,124	23,196	7,287	2,887	31,350	8,920
East Cleveland.....	40.9	15.15	149,091	9,841	70,054	4,624	20,656	2,917	2,018	1,238	1,820	26,916	4,594
Euclid.....	74.5	22.00	233,523	10,615	102,911	4,678	28,220	4,263	12,878	4,794	5,021	29,312	5,440
Garfield Heights.....	47.2	13.26	125,807	9,488	35,985	2,714	15,994	2,419	1,818	1,509	812	4,622
Lakewood.....	71.4	25.22	295,443	11,577	143,395	5,619	32,564	4,820	9,866	3,165	2,678	62,597	7,549
Lyndhurst.....	20.8	5.75	74,527	12,961	14,871	2,586	3,771	715	1,997	927
Maple Heights.....	40.4	11.01	100,928	9,167	133,750	12,148	28,652	2,812	86,412	7,942	5,220	612	4,998
North Olmsted.....	26.2	7.18	51,455	7,166	63,834	8,891	19,214	2,812	13,325	6,699	2,229	11,209	4,311
Parma.....	107.0	29.69	295,157	9,941	168,178	5,664	42,434	5,775	50,293	7,280	9,708	22,120	11,836
Parma Heights.....	27.0	7.40	64,321	8,692	27,001	3,649	6,844	1,377	5,670	367	2,621	2,265	3,037
Rocky River.....	20.7	6.61	114,157	17,270	33,035	4,998	13,019	5,670	1,096	2,961	3,264
Shaker Heights.....	35.5	11.75	411,890	35,054	100,126	8,521	23,985	3,358	1,349	6,566	2,515	46,219	3,272
South Euclid.....	35.0	10.34	115,412	11,162	37,204	3,598	8,499	1,651	1,214	1,791	3,372	3,334	4,160
DARKE A-6.....	46.4	14.27	116,928	8,194	14.0	15.7	13.0	12.7	38.1	89,501	6,272	19,089	1,692	6,848	3,459	4,536	21,371	6,640	23.67	7.1	36,363
DELAWARE B-4.....	34.3	9.87	96,331	9,760	15.3	19.5	19.1	24.8	17.0	73,603	7,457	15,596	1,552	3,475	4,101	3,231	17,816	6,417	17.18	3.1	14,970
DELAWARE D-6.....	41.3	11.77	100,386	8,529	19.9	29.7	15.1	17.1	11.8	50,706	4,308	12,334	1,155	2,440	2,802	1,453	8,863	5,969	19.10	4.0	20,094
ERIE E-4.....	77.5	23.19	216,555	9,338</																	

State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1968							Retail Sales—1968										Passenger Cars	Farm Population	Gross Farm Income	
STATE	Map Loc.	Population	Households	Per Household	% Distribution of Families	Total Retail Sales—				By Selected Store Types					1/1/69	1/1/69	1968					
COUNTY	City	1/1/69	1/1/69	(\$000)	to	3000	5000	8000	10000	15000	(\$000)	Per Household	Food	Drug	General Mdis.	Apparel	Home Furn.	Auto-motive	Service Station	(000)	(000)	(\$000)
Metropolitan Area		(000)	(000)		4999	7999	9999	14999	to and over		(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)				
HURON E-4		50.7	14.83	142,244	9,592	14.2	18.9	19.3	25.2	17.4	83,820	5,652	19,715	2,231	5,321	4,633	3,217	17,164	6,977	23.88	4.3	19,112
JACKSON E-9		29.4	8.67	67,583	7,795	20.9	17.1	16.1	21.9	13.1	35,983	4,150	10,260	1,013	3,225	1,292	1,803	8,573	3,822	12.02	3.2	4,321
JEFFERSON H-5		100.7	29.59	278,026	9,396	17.1	24.4	20.7	20.4	12.5	153,896	5,201	45,068	5,233	30,848	7,625	8,537	23,498	9,731	42.33	2.5	4,341
Stuebenville		35.9	11.44	111,313	9,730						108,940	9,523	30,014	3,460	28,710	6,844	7,173	15,248	4,196			
Stuebenville-Wellston Metro Area		176.8	52.15	478,319	9,172	15.9	26.3	21.0	20.6	11.9	237,434	4,553	69,107	8,509	37,584	11,558	13,860	40,433	17,362	69.28		
KNOX E-5		39.5	12.18	111,898	9,187	18.0	20.3	18.8	22.8	15.2	64,821	5,322	15,317	1,872	9,420	2,113	1,542	14,407	4,760	19.47	4.2	16,788
LAKE G-3		193.4	53.60	552,085	10,300	8.6	24.1	22.0	26.3	17.7	270,243	5,042	75,079	10,331	46,512	11,536	9,824	50,489	22,551	91.14	2.3	11,308
Wickliffe		21.9	5.65	55,379	9,802						19,308	3,417	4,457	964				3,116				
Willowick		27.5	7.08	68,297	9,646						44,689	6,312	18,187	2,117	13,324	4,717	273	218	2,952			
LAWRENCE E-9		59.4	17.30	115,364	6,668	24.1	23.2	21.0	13.7	5.0	82,515	4,770	26,572	3,009	5,266	1,999	2,990	16,301	9,410	24.63	4.7	3,252
LICKING E-6		102.1	31.19	254,312	8,154	16.5	20.8	17.8	15.3	24.3	181,272	5,812	43,773	5,040	19,640	7,189	7,280	43,158	15,068	50.88	6.3	19,862
Newark		47.2	15.53	128,642	8,283						108,517	6,988	24,901	3,032	12,855	5,497	5,627	30,662	7,466			
Newark Metro Area		102.1	31.19	254,312	8,154	16.5	20.8	17.8	15.3	24.3	181,272	5,812	43,773	5,040	19,640	7,189	7,280	43,158	15,068	50.88		
LOGAN C-6		35.6	11.16	89,114	7,985	20.6	19.8	18.4	21.4	11.7	69,036	6,186	15,480	1,299	6,782	1,687	2,457	14,195	5,282	17.57	3.7	17,057
LORAIN E-4		262.2	72.81	613,048	8,420	18.4	28.1	21.3	18.1	9.6	435,076	5,975	112,709	13,317	53,293	22,017	22,411	87,591	36,102	114.87	5.4	21,656
Elyria		52.7	15.56	134,432	8,640						92,497	5,945	21,890	2,975	14,826	4,679	5,569	19,602	7,467			
Lorain		80.3	22.84	196,508	8,604						142,417	6,235	33,992	5,177	17,181	10,140	9,405	33,144	11,055			
Lorain-Elyria Metro Area		262.2	72.81	613,048	8,420	18.4	28.1	21.3	18.1	9.6	435,076	5,975	112,709	13,317	53,293	22,017	22,411	87,591	36,102	114.87		
LUCAS C-3		485.6	152.04	1,742,340	11,460	11.7	19.8	19.9	25.0	19.5	888,362	5,843	196,753	34,524	193,556	39,080	45,060	161,918	64,859	221.11	4.3	17,650
Toledo		399.8	128.40	998,386	7,776						713,784	5,559	156,568	29,227	164,466	32,406	35,459	133,344	43,900			
Toledo Metro Area		679.9	206.48	2,255,564	10,924	12.8	20.7	20.1	24.2	18.1	1,158,407	5,610	263,587	42,777	220,746	48,109	54,505	231,588	87,977	306.78		
MADISON C-7		28.5	7.69	60,004	7,803	22.3	22.5	20.4	17.1	9.2	43,918	5,711	7,992	1,140	1,732	804	1,090	13,212	5,106	12.48	3.1	25,727
MAHONING G-4		316.3	94.02	877,311	9,331	16.9	24.4	19.7	20.8	14.3	508,657	5,410	120,753	17,195	114,245	25,832	25,569	89,795	39,742	138.84	4.3	11,662
Youngstown		165.4	48.97	465,526	9,506						304,036	6,209	61,606	9,346	86,693	16,938	15,607	57,168	16,078			
Youngstown-Warren Metro Area		553.5	162.36	1,567,421	9,654	15.2	23.5	20.0	22.4	15.6	807,607	4,974	200,121	26,986	162,380	38,251	37,668	154,325	63,967	247.34		
MARION D-5		64.9	19.57	182,812	9,341	15.9	20.9	19.1	24.3	15.9	110,346	5,639	21,978	3,370	24,511	4,742	5,163	21,509	8,244	29.47	2.9	17,669
Marion		39.3	12.46	116,360	9,339						84,793	6,805	17,560	2,637	15,384	4,288	4,597	20,485	5,691			
MEDINA F-4		78.8	22.08	204,492	9,261	13.0	22.2	21.5	24.7	15.1	110,845	5,020	29,061	3,079	6,596	3,583	2,074	30,899	11,852	37.29	4.9	16,732
MEIGS F-8		20.2	6.10	45,753	7,500	18.7	18.4	13.6	19.0	11.5	30,904	5,066	7,805	1,176	4,119	832	1,419	6,135	2,143	9.16	3.6	5,801
MERCER A-5		34.6	9.44	87,745	9,295	16.6	18.4	16.4	24.6	18.1	77,676	8,228	12,499	851	2,767	4,248	2,974	18,421	4,809	16.08	5.0	26,377
MIAMI B-6		81.7	25.47	225,296	8,846	15.9	27.2	18.4	20.0	12.4	124,511	4,809	27,937	3,160	9,378	5,748	12,115	28,387	9,439	41.05	4.3	22,001
MONROE G-7		14.2	4.34	32,978	7,599	16.8	16.8	14.8	21.1	12.3	14,092	3,247	4,558	299	562	492	50	2,296	1,374	6.44	3.4	4,665
MONTGOMERY B-71		596.3	181.27	1,930,756	10,651	10.4	19.9	19.8	25.8	20.5	1,130,011	6,234	247,518	36,287	257,309	51,806	60,798	211,086	79,463	284.64	5.3	16,832
Dayton		274.4	85.42	884,449	10,354						615,212	7,202	108,921	18,577	164,994	33,163	36,299	128,548	34,235			
Dayton Metro Area		832.9	249.39	2,571,129	10,310	11.6	21.8	19.2	24.6	18.8	1,432,120	5,742	319,216	43,921	279,007	62,313	80,257	286,309	105,735	402.26		
Kettering		69.7	20.63	252,220	12,226						131,665	6,382	37,556	3,987	32,620	5,853	8,719	16,550	9,664			
MORBAN F-7		11.1	3.38	28,333	8,383	19.3	16.1	15.5	22.8	14.3	14,692	4,347	3,202	376	5,396	343	343	1,677	5.35	2.7	5,058	
MORROW D-5		20.1	5.85	47,807	8,172	20.3	23.3	18.7	20.0	10.9	19,987	3,417	4,408	343	406	684	343	5,788	2,396	9.81	3.7	11,602
MUSKINGUM F-7		78.5	23.99	198,475	8,273	20.9	21.9	19.9	19.1	11.0	119,206	4,969	26,265	4,629	20,872	5,898	5,520	23,167	10,157	35.20	5.1	10,813
Zanesville		41.5	13.47	91,622	6,802						86,529	6,424	16,711	3,645	20,364	4,597	4,702	18,285	5,732			
NOBLE F-7		9.8	3.05	23,218	7,612	19.6	20.7	13.6	17.8	10.9	12,064	3,955	2,657	299	678	519	265	3,439	964	4.32	2.6	3,963
OTTAWA D-31		37.8	11.38	102,577	9,014	16.5	21.9	20.0	23.3	14.3	55,707	4,895	14,466	1,151	1,488	1,309	1,546	16,248	4,826	18.66	2.5	11,956
PAULDING A-4		17.6	5.21	38,817	7,450	23.1	25.2	17.2	17.4	9.2	24,177	4,640	6,234	556	533	1,351	562	2,309	566	9.08	2.5	12,438
PERRY E-7		25.0	7.53	57,432	7,627	23.4	19.8	18.0	20.2	9.2	26,535	3,524	7,695	751	1,351	537	1,052	5,787	3,062	12.02	2.9	5,400
PICKAWAY D-7		41.2	10.85	80,190	7,391	21.9	23.0	16.5	17.1	9.4	43,944	4,050	10,488	1,454	1,138	1,798	1,594	11,100	3,545	16.61	3.6	24,445
PIKE D-9		22.0	5.94	32,432	5,460	22.8	22.6	15.3	12.2	4.6	21,966	3,698	6,018	680	1,458	300	590	4,188	1,762	8.26	3.1	5,471
PORTAGE G-4		110.9	29.84	272,560	9,134	15.9	27.0	19.6	20.4	12.9	155,601	5,215	35,376	4,564	9,475	4,464	5,835	39,598	16,034	50.18	5.9	13,828
Kent		31.2	7.56	58,804	7,778						60,238	7,968	13,668	1,832	6,548	2,611	995	18,684	4,669			
PREBLE A-7		34.9	10.20	83,960	8,231	18.2	22.9	19.1	21.4	12.2	38,860	3,810	8,859	797	725	954	1,073	6,628	4,534	17.02	4.6	22,192
PUTNAM B-4		28.9	7.75	64,484	8,321	19.5	19.1	17.9	22.2	13.0	46,481	5,998	10,812	816	1,007	1,013	1,555	9,733	3,666	13.82	5.1	30,341
RICHLAND E-5		132.9	39.96	370,949	9,283	15.0	23.9	21.2	21.7	13.9	233,872	5,853	65,810	5,726	34,443	10,814	10,960	42,495	17,671	61.20	4.8	11,977
Mansfield		52.8	17.70	169,112	9,554						160,866	9,083	44,918	4,392	29,694	9,220	7,525	31,454	8,939			
Mansfield Metro Area		132.9	39.96	370,949	9,283	15.0	23.9	21.2	21.7	13.9	233,872	5,853	65,810	5,726	34,443	10,814	10,960	42,495	17,671	61.20		
ROSS D-8		64.0	17.94	161,950	9,027	17.1	18.8	17.6	23.1	14.9	100,259	5,589	22,035	2,794	8,							

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

STATE TOTAL..... 938,900			
METRO AREAS			
Akron	51,800	Newark	1,500
Canton	22,700	Springfield	14,600
Cincinnati	154,900	Steubenville	8,800
Cleveland	304,900	Weirton	53,300
Columbus	94,400	Toledo	55,600
Dayton	83,100	Youngstown	889,700
Hamilton	11,900	Warren	8,600
Middletown	11,900	Total Metros	889,700
Lima	8,600		

OHIO

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORK

Ohio Radio Network

Comprised of:

WHLO—Akron	WSRW—Hillbora
WFAH—Alliance	WLMJ—Jackson
WNCO—Ashland	WHOK—Lancaster
WYQI—Ashtabula	WLGN—Logan
WOMP—Bellville	WBRJ—Marietta
WTOO—Bellefontaine	WTRC—Massillon
WBCO—Bucyrus	WMVO—Mount Vernon
WILE—Cambridge	WCLT—Newark
WHLO—Canton	WPTW—Piqua
WCSP—Cincinnati	WNXT—Portsmouth
WBEX—Chillicothe	WLEC—Sandusky
WAVY—Dayton	WBYL—Springfield
WONW—Defiance	WSPD—Toledo
WDLR—Delaware	WTRC—Uhrichville
WJER—Dover	WERT—Van Wert
WOHI—East Liverpool	WMWM—Wilmington
WFIN—Findlay	WWST—Wooster
WFOB—Fostoria	WGIC—Xenia
WJER—Gallipolis	WHIZ—Zanesville
WJER—Hamilton	

Media Code 4 238 0060 0.00
Business Office—11th St., 1220 Huron Rd., Cleveland, Ohio 44115. Phone 216-781-0035.

- PERSONNEL**
General Manager—Norbert J. Kocab.
Sales Manager—Douglas Auerbach.
Operations Manager—James Knowles.
- REPRESENTATIVES**
Regional Reps Corp.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40b, 45, 46.
Cancellation: 70a, 70c, 73a.
- SPOT ANNOUNCEMENTS**
ET 8/1/69—Rec'd 5/26/69.
PER WK: 12 tl 18 tl 24 tl
Traffic

AKRON (4 AM; 3 FM)

Summit County—Map Location F-4
See SRDS Consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WAKR

1940
AKRON

RAB

A Group One Station
Media Code 4 236 0120 2.00
Summit Radio Corp., Radio-Television Center, Box 1590, Akron, Ohio 44309. Phone 216-762-8811.

- PERSONNEL**
President—Roger G. Berk.
Vice-Pres., Gen'l & Nat'l Sales Mgr.—Alfred G. Grosby.
Sales Manager—Nick Barry.

- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regu-
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 6b, 6c, 6d.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 22d, 23a, 23b, 23c, 23d, 24a, 24b, 24c, 24d, 25a, 25b, 25c, 25d, 26a, 26b, 26c, 26d, 27a, 27b, 27c, 27d, 28a, 28b, 28c, 28d, 29a, 29b, 29c, 29d, 30a, 30b, 30c, 30d, 31a, 31b, 31c, 31d, 32a, 32b, 32c, 32d, 33a, 33b, 33c, 33d.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 8/1/69—Rec'd 6/2/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am; Mon thru Sun 10 am-3 pm; Sun 5-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.

SPOT ANNOUNCEMENTS

	1 tl	6 tl	12 tl	18 tl	24 tl
AAA	55	50	45	40	35
AA	50	45	43	40	34
A	40	37	36	35	34
B	25	24	23	22	21

30 sec: 80% of 1-min. ID's: 60% of 1-min.
Rateholder—minimum of 3 per week in like category of spots previously run.

CONSECUTIVE WEEK DISCOUNT
28 wk—5% 52 wk—10%

PROGRAM TIME RATES

	1 hr
A	100

WAKR-FM

1947
AKRON

RAB

NAFMB

Media Code 4 236 0121 0.00
Summit Radio Corp., Radio-Television Ctr., Box 1590, 853 Copley Rd., Akron, Ohio 44309. Phone 216-762-8811.

- PERSONNEL**
President—Roger G. Berk.
Vice-Pres., Gen'l & Nat'l Sales Mgr.—Alfred G. Grosby.
Sales Manager—Nick Barry.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 97.5 mc. Stereo.
Operating schedule: 6:55 am-midnight. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70d, 71a, 73a.
- SPOT ANNOUNCEMENTS**
ET 8/1/69—Rec'd 1/31/69.
ROS
- PROGRAM TIME RATES**
1 min. 6 a week
Minimum 6 a week
Ea

WCUE

1950
CUYAHOGA FALLS

RAB

Media Code 4 236 0180 6.00
WCUE Radio, Inc., 424 Sackett Ave., Akron, Ohio 44313. Phone 216-923-9761.

- STATION'S PROGRAMMING DESCRIPTION**
WCUE: Programmed for adults.
ENTERTAINMENT: 5-10 am, featuring air personalities, comedy, helicopter traffic reports, middle-of-the-road and standard music. Air personalities 10 am-5 pm, comedy, helicopter traffic reports, standard middle-of-the-road and showtune music. Air personalities 6:10 pm-12a, news, middle-of-the-road and standard music. 12a-5 am, music featuring standards. 1 helicopter. News 5 min on hour, headlines at :30, local and community, national and international. News information: 7:30-8:05 am, noon-12:15 pm, 5:30-8:10 pm, news, sports, helicopter traffic information, stocks, editorials, commentary.
SPORTS: Live coverage golf tournaments, college football. Contact Representative for further details. Rec'd 1/5/68.
- PERSONNEL**
Pres. & Gen'l Mgr.—George W. Mamas.
Station Manager—Dan Bauerlein.
Program Director—Chick Watkins.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1150 kc. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING** See coded regu-
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 11b, 12b, 13b, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 25a, 26, 27, 28b, 30, 32b, 33b.
Contracts: 40a, 40c, 41, 42c, 43, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES

No. 11 ET 11/1/68—Rec'd 10/17/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-9 pm.

OHIO

- B—10 pm-5 am.
ROS—6 am-11:30 pm.
- SPOT ANNOUNCEMENTS**
1 tl 6 tl 12 tl 18 tl 24 tl
AA

PACKAGE PLANS

MAXIMUM AUDIENCE PLAN

6:00-9:30 am Mon thru Sat	6
9:30 am-noon Mon thru Sat	6
Noon-3:00 pm Mon thru Sat	12
3:00-7:00 pm Mon thru Sat	6
7:00-9:00 pm Mon thru Sat	6
11:00 am-6:00 pm Sun	4
Total	40
40-Spot plan, per wk	380

PROGRAM TIME RATES

	1 hr	1/2 hr
1 x	150	90
52 x	125	75

CLASS B

1 x	125	80
52 x	100	70

SPECIAL FEATURES

5-MINUTE NEWS, WEATHER, SPORTS	27
AA, 5 per wk	33
3-MINUTE CAPSULES	27
AA, 5 per wk	24
5 per wk, ea	35
HELICOPTER REPORTS	19
5 per wk, ea	35
10 per wk, ea	30

WCUE-FM

1960
AKRON

NAFMB

Media Code 4 236 0161 4.00
WCUE-FM Radio, 424 Sackett Ave., Akron, Ohio 44313. Phone 216-923-9761.

- PERSONNEL**
Pres. & Gen'l Mgr.—George W. Mamas.
Station Manager—Dan Bauerlein.
Program Director—Chick Watkins.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
ERP 50,000 w.; 98.5 mc.
Operating schedule: 6-3 am. EST.
Antenna ht.: 105 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 71a, 73a.
- SPOT ANNOUNCEMENTS**
ET 8/1/69—Rec'd 6/17/69.
ROS
- PROGRAM TIME RATES**
1 min. 8.00 30 sec. 6.50
Ea

WDBN (FM)

1960
CITY OF LICENSE
MEDINA

Edward Petry & Co., Inc.

Media Code 4 236 0200 2.00
(This is a paid duplicate of the listing appearing under Medina, Ohio.)
WDBN, Inc., 1715 Euclid Ave., Cleveland, Ohio 44115. Phone 216-621-0031.

- PERSONNEL**
Pres. & Prog. Dir.—Robert McBride Miller.
Vice-Pres. & Gen'l Mgr.—Jack Linn.
Vice-Pres., Prod.—Jeff Baxter.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 14c.
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60e, 60i, 61c, 62d.
Cancellation: 70a, 71a, 72.
Prod. Services: 80.

TIME RATES

	1 min	20/30	A	1 min	20/30	B
EA:						
1 tl	33	26	30	24	20	16
6 tl	31	25	28	22	19	15
12 tl	29	23	26	21	18	14
18 tl	27	22	24	19	17	13
24 tl	25	20	22	18	16	12

Class C: 50% of B rates.
(This listing continued on next page)

1ST IN AKRON

WAKR

ARB—PULSE—HOOPER

Apr/May 1969 Apr/May 1969 Jan/Feb 1969

1ST IN MEN*

123,000 Total Men
6 a.m.—Midnight
Monday—Sunday

ARB cume METRO

1ST IN WOMEN*

136,960 Total Women
6 a.m.—Midnight
Monday—Sunday

ARB cume METRO

MORE LISTENERS* THAN ALL OTHER AKRON STATIONS

120,700 more than #2
178,600 more than #3
202,300 more than #4
ARB cume METRO

1ST IN PULSE*

59% of all households
56% of all men
53% of all women

Weekly cume

1ST IN HOOPER*

43.2% (7-12 Noon)
29.3% (12-6 p.m.)

WAKR

The **BIG ONE** in Akron

853 Copley Road, Akron, O.
216/762-8811 • 44320

NATIONAL REP. MCGAVREN-GUILD-PGW-RADIO INC.

* Subject to qualifications which WAKR will supply on request

OHIO

Akron—WDBN (FM)—Continued

7. PACKAGE PLANS	
DAYTIME PACKAGE	
PER WK. EA:	1 min 20/30
6 t (3AA, 3A)	27 22
12 t (6AA, 6A)	25 20
18 t (9AA, 9A)	23 18
24 t (12AA, 12A)	21 17
TOTAL AUDIENCE PACKAGE	
6 t (2AA, 2A, 2B)	24 19
12 t (4AA, 4A, 4B)	22 18
18 t (6AA, 6A, 6B)	20 16
24 t (8AA, 8A, 8B)	19 15
TOTAL AUDIENCE PLAN—24 HOURS PER DAY	
6 t	22 18
12 t	20 16
18 t	18 14
24 t	16 13
ANNUAL TOTAL AUDIENCE PLAN	
5000 x (1/3AA, 1/3A, 1/3B)	19 15
1000 x (1/8AA, 1/8A, 1/8B)	16 13
10 sec: 60% of 1-min, when available.	
CONSECUTIVE WEEKS DISCOUNT	
52 wk—10%. Not applicable to Annual Plan.	

(D-2)

WHLO
1944

AKRON

A Susquehanna Station
The Eastman Station



Subscriber to the NAB Radio Code

Media Code 4 236 0240 8.00
Radio Akron, Inc., 2650 W. Market St., Akron, Ohio
44313. Phone 216-987-1650.
Other offices—433 W. Tuscarawas Ave., Canton,
Ohio, Phone 216-455-1650.

1. PERSONNEL
Vice-President—Arthur W. Carlson.
Vice-Pres. & Gen'l Mgr.—Allen Saunders.
Sales Manager—Steve Kelly.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.
Ohio—Regional Repts Corp.
Susquehanna Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
1,000 w.; 640 kc.
Directional—same pattern day and night.
Operating schedule: 6:00 am—Los Angeles sunset.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b,
29b, 32b, 35c.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 49,
50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Eastman Network.
Member: Ohio Radio Network.

TIME RATES

EF 1/1/69—Rec'd 12/5/68.
AA—Mon thru Sat 6 am-3 pm.
A—Mon thru Sat 6 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
PER WK:	1 t 6 t 12 t 18 t 24 t
1 min	35.00 32.00 30.00 29.00 28.00
30 sec	24.00 25.80 24.00 22.40 20.80
10 sec	21.00 19.20 18.00 16.80 15.80

CLASS A	
1 min	30.00 27.00 25.00 22.00
30 sec	24.00 21.60 20.00 17.80
10 sec	18.00 16.20 15.00 13.20

CLASS B	
1 min	24.00 22.00 21.00 20.00
30 sec	19.20 17.80 16.80 16.00
10 sec	14.40 13.20 12.80 12.00

7. PACKAGE PLANS
SCATTER PLAN
5 min between 6-10 am Mon thru Fri.
5 min between 10 am-1 pm Mon thru Fri.
5 min between 1-3 pm Mon thru Fri.
5 min between 3-7 pm Mon thru Fri.
5 min between 7-10 pm Mon thru Fri.
3 min all day Sat.
2 min all day Sun.
50 1-min spots, ea. 18.50

SPLIT RUN
15 1-min spots, ea. 21.00
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
All spots cross-combinable except Scatter Plan.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
Apply only up thru smallest weekly schedule run during consecutive week period.
Not applicable to Scatter Plan.

WSLR
1925
AKRON

KATZ RADIO
EAST



Subscriber to the NAB Radio Code
Media Code 4 236 0300 0.00
Welcome Radio, Inc., WSLR Bldg., corner Main &
Mill Sts., Akron, Ohio 44308. Phone 216-535-6165.
Cleveland office: 931 Society National Bank Bldg.,
Cleveland, Ohio 44114. Phone 216-241-3579.

- PERSONNEL**
President—Harrison M. Fuerrt.
Exec. Vice-Pres. & Gen'l Mgr.—John F. Bayless.
General Sales Manager—Richard M. Lumenello.
- REPRESENTATIVES**
Katz Radio, East.
Pittsburgh—Gateway Repts, Inc.
- FACILITIES**
5,000 w.; 1350 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST. DST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.
Contracts: 42a, 43, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio A.I.D. Plan.
Affiliated with American Entertainment Network.

TIME RATES

No. 3 EF 1/1/69—Rec'd 12/24/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	
PER WK. EA:	1 t 6 t 12 t 18 t 24 t
AA	40 39 38 37 36
A	33 32 31 30 29
B	20 19 18 17 16
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.	

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
PER WK: 12 t 18 t 24 t
1/3AA, 1/3A, *1/3B or
1/2AA, *1/2B 312 450 576
(* Subject to availability, up to 1/2 Class B spots may be scheduled any time Sat & Sun.)

8. PROGRAM TIME RATES	
5 MIN: PER YR. EA:	
AA	1x 52x 260x
A	60 47 45
B	39 37 35
	23 21 19

10. SPECIAL FEATURES
2-1/2 min News Headlines—80% of 5-min.
COMBINABILITY
All spots regardless of length or classification may be combined for discount purposes as long as TAP spots of each length are properly distributed by day-parts. Program units and spots may be combined for discounts on spots only.

(CR)

ALLIANCE (1 AM; 1 FM)

Stark County—Map Location F-5
See SADS consumer market map and data at beginning of the State.

WFAH
1953



Subscriber to the NAB Radio Code
Media Code 4 236 0360 4.00
D. A. Peterson, Inc., 393 Smyth Ave., Alliance,
Ohio 44601. Phones 216-821-1111; Canton
216-454-1910.

1. PERSONNEL
President—D. A. Peterson.
Manager—Robert A. Gates.
Program Manager—Richard Elliott.

2. REPRESENTATIVES
Regional Repts Corp.
Michigan Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am—local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am and
all News and Sports. For non-simulcast facilities see
WFAH-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 25a, 29a.
Contracts: 40a, 41, 45, 46, 47e, 48, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Ohio Radio Network.

TIME RATES

No. 8C EF 7/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS	
PER YR:	
PER WK:	
Flat	5 t 10 t 20 t 30 t 40 t 50 t
1 min	5.60 5.00 4.50 4.20 3.90 3.40
30 sec	3.90 3.80 3.40 3.10 2.90 2.75
10 sec	2.50

AM/FM COMBINATION	
1 min	8.50 7.30 6.35 5.85 5.80 5.25 4.80
30 sec	5.60 5.25 4.80 4.50 4.20 3.90 3.70
10 sec	3.65

10. SPECIAL FEATURES
NEWS/SPORTS/FEATURES
AM/FM COMBINATION
5 min..... 7.50 10 min..... 10.00

WFAH-FM

1947

Media Code 4 236 0361 2.00
D. A. Peterson, Inc., 393 Smyth Ave., Alliance,
Ohio 44601. Phones 216-821-1111. Canton 216-
454-1310.

1. PERSONNEL
President—D. A. Peterson.
Manager—Robert A. Gates.
Program Manager—Richard Elliott.

2. REPRESENTATIVES
Regional Repts Corp.
Michigan Spot Sales, Inc.

3. FACILITIES
ERP 27,000 w.; 92.5 mc. Stereo.
Operating schedule: 6 am—midnight. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 9
am—midnight. For simulcast facilities see WFAH.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
See WFAH listing for coded regulations.

TIME RATES

No. 8C EF 7/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS	
PER YR:	
PER WK:	
Flat	150x 250x 300x 500x 750x 1000x
1 min	4.50 4.00 3.55 3.35 3.15 2.90 2.70
30 sec	3.15 2.90 2.70 2.50 2.35 2.20 2.10

10. SPECIAL FEATURES
NEWS/SPORTS/FEATURES
5 min..... 6.00 10 min..... 7.50

ASHLAND (1 AM; 1 FM)

Ashland County—Map Location E-4
See SADS consumer market map and data at beginning of the State.

WNCO
1949



Media Code 4 236 0420 6.00
Ashland Broadcasting Corp., Box 311, Mansfield Rd.,
Ashland, Ohio 44805. Phones 419-322-1572, 1571.

1. PERSONNEL
President—Robert J. Neal.
General Manager—Walter Roberts.
Sales Manager—John H. Walker.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Repts Corps.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am—midnight. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22a, 24b,
25a, 28a, 28c, 29a, 30.
Contracts: 40a, 42a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS	
AM ONLY	
FIXED POSITION	
1 min 30 sec	
1 x	5.00 4.00 200 x 3.70 2.95
20 x	3.00 2.00 300 x 3.20 2.55
40 x	4.55 4.00 400 x 2.75 2.20
60 x	4.45 500 x 2.60 2.10
80 x	4.35 1000 x 2.50 2.00
100 x	4.20 3.35
10 sec: 50% of 1-min.	

AM/FM COMBINATION	
1 x	7.75 6.20 200 x 5.80 4.85
20 x	7.15 300 x 5.00 4.00
40 x	7.15 400 x 4.25 3.40
60 x	6.95 500 x 3.95 3.15
80 x	6.75 1000 x 3.85 3.10
100 x	6.55 5.25
10 sec: 50% of 1-min.	

Combination rate: 1 spot on AM and 1 spot on FM.

WNCO-FM

1948

Media Code 4 236 0421 4.00
Ashland Broadcasting Corp., Box 311, Mansfield Rd.,
Ashland, Ohio 44805. Phone 419-322-1572, 1571.

1. PERSONNEL
General Manager—Walter Roberts.
Manager—Charles Craig.
Sales Manager—Jerry Tschappat.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Repts Corps.

3. FACILITIES
ERP 10,200 w.; 101.3 mc.
Operating schedule: 6 am—11 pm. EST.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
See WNCO listing for coded regulations.
Sold in combination with WNCO. See that listing
for rates.

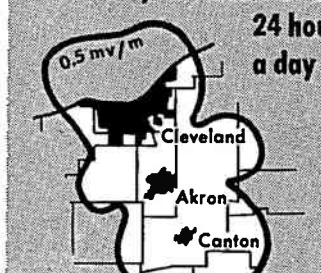
(This listing continued on next page)

WSLR AKRON
CLEVELAND
CANTON

EXCLUSIVE AM in

Northeastern Ohio
Country & Western Music

24 hours
a day



PRIME ADULT LEADERSHIP*

WSLR #1 with men (25-49) in all four
day parts. Total Area.

WSLR first with women (25-49) from
10 am to midnight. Total Area.

WSLR is #1 with away-from-home
adults during both drive time periods.
Metro Area.

WSLR leads the 2nd station in housewife
and afternoon drive time by almost twice
the total adults 18 to 49! Total Area.

*Source: ARB, Akron, Apr./May '69.

ABC Entertainment
for Akron and Cleveland

Represented by
KATZ RADIO

Ashland—W N C O-FM—Continued

TIME RATES			
NATIONAL AND LOCAL RATES SAME		Rec'd 5/29/69.	
g. SPOT ANNOUNCEMENTS			
1 min 30 sec			
1 x	3.70	2.95	2.00
20 x	3.50	3.00	2.40
40 x	3.40	4.00	2.05
60 x	3.30	5.00	1.95
80 x	3.20	1.000	1.85
100	3.15	2.50	
10 sec: 50% of 1-min.			

ASHTABULA (2 AM; 1 FM)

Ashtabula County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WAQI

1964
Media Code 4 236 0480 0.00
Quests, Inc., North Bend Road, Box 238, Saybrook Twp., Ashtabula, Ohio, 44004. Phone 216-998-3700.

STATION'S PROGRAMMING DESCRIPTION

WAQI: Programmed for adults.
MUSIC: Middle-of-the-road. Rec'd 9/3/68.
1. PERSONNEL: General Manager—Rick Randy.
2. REPRESENTATIVES: Regional Reps Corp.
3. FACILITIES: 1,000 w.; 1600 kc. Directional. Operating schedule: 10:00 a.m.—EST.
4. AGENCY COMMISSION: 15% on station time; no cash discount.
5. GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 3a, 4a, 5a, 6a, 7a. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c. Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26b, 28b, 29b, 33b. Comb.: Cont. Discounts: 60a, 60i, 62b, 62d. Cancellation: 70b, 70d, 71a, 73b. Prod. Services: 80, 82. Affiliated with American Entertainment Network. Affiliated with KBS. Member: Ohio Radio Network.

TIME RATES			
NATIONAL AND LOCAL RATES SAME		Rec'd 11/29/68.	
6. SPOT ANNOUNCEMENTS			
BTA.			
1 min 30 sec			
1 x	5.25	4.00	2.80
13 x	5.00	3.75	3.10
26 x	4.75	3.25	3.00
52 x	4.50	3.00	2.75
104 x	4.00	2.75	
15 sec. stat. ea. 1.50			

PER DAY				PER WEEK			
1 min	30 sec	1 1/2 hr	1/4 hr	10 min	5 min	10 min	5 min
1 min	3.75	3.50	3.25	3.00	2.75	2.50	2.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.25
15 sec. stat. ea. 1.50							

PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	10 min 5 min
1 x	7.00	40.00	25.00
13 x	40.25	25.30	17.25
26 x	38.50	24.40	16.40
52 x	36.25	23.45	15.60
104 x	34.75	22.55	14.65
280 x	32.90	21.80	13.80
32 x	31.05	20.70	12.95
62 x	29.20	19.80	12.25
100 x	28.00	19.00	12.00

WREO

1937
Media Code 4 236 0540 1.00
Radio Enterprises of Ohio, Inc., Box 738, Ashtabula, Ohio 44004. Phone 216-993-2126.

STATION'S PROGRAMMING DESCRIPTION

WREO: Programmed for young adults.
Current hit format emceed by 6 air personalities. MUSIC 70%. NEWS 15%. 6-man news staff, 5 min every 30 min. Local news on hour, national and international on half hour. FARM: news 6-8:30 am daily with network and local reports. SPORTS 5%: local coverage, major league broadcasts. Special Interest 10%: network and local features, women's fashions, household tips, governmental reports, and devotional comment. Remote facilities for commercial promotions, religious services, etc. Rec'd 3/26/69.

1. PERSONNEL: President—D. C. Rowley. National Sales Director—D. W. Fassett. Station Manager—Richard D. Rowley.
2. FACILITIES: 5,000 w. days, 1,000 w. nights: 970 kc. Directional—separate patterns day and night. Operating schedule: 6 am-11:15 pm. EST. Partial simulcast operation. Simulcast 6-7:15 am and 11-11:15 pm. For non-simulcast facilities see WREO-FM.

4. AGENCY COMMISSION: 15% on station time; no cash discount.
5. GENERAL ADVERTISING: See coded regulations. General: 2a, 3a, 4a, 5a, 6a, 8. Rate Protection: 15b. Basic Rates: 20a, 22b, 23a, 24b, 28a, 29a. Comb.: Cont. Discounts: 60a, 62b. Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
ET 3/21/69—Rec'd 3/26/69.

SPOT ANNOUNCEMENTS			
1 min 30 sec 10 sec			
1 x	7.45	5.60	3.70
13 x	6.15	4.60	3.05
26 x	5.90	4.45	2.95
50 x	5.80	4.30	2.90
100 x	5.45	4.05	2.70
150 x	5.05	3.80	2.65
300 x	4.85	3.65	2.45
600 x	4.55	3.35	2.25
800 x	4.30	3.20	2.15
1000 x	4.15	3.15	2.05
2000 x	4.00	3.05	2.00

PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	10 min 5 min
1 hr	70.00	68.25	65.00
1/2 hr	42.00	40.95	39.80
1/4 hr	28.00	25.35	24.70
10 min	19.50	19.00	18.50
5 min	15.00	14.60	14.25

WREO-FM

1949
Media Code 4 236 0541 9.00
Radio Enterprises of Ohio, Box 738, Ashtabula, Ohio 44004. Phone 216-993-2126.
STATION'S PROGRAMMING DESCRIPTION
WREO-FM: Programmed for adults.
MUSIC: general popular instrumentals and vocals featuring big name bands, orchestras and vocalists, all numbers unannounced. COMMERCIAL POLICY: maximum of 8 commercial minutes an hour from 7:15 am-sign-off. NEWS: 2 min capsules hourly from 8:30 am-1:30 pm. Rec'd 1/27/69.

1. PERSONNEL: President—D. C. Rowley. Station Manager—Richard D. Rowley. National Sales Director—D. W. Fassett.
2. FACILITIES: ERP 53,000 w.; 97-1 mc. Operating schedule: 7:15 am-11 pm. Antenna ht.: 385 ft. above average terrain. Partial simulcast operation. Operated separately 7:15 am-11 pm. For simulcast facilities see WREO.
4. AGENCY COMMISSION: None. All rates net to station.
5. GENERAL ADVERTISING: See coded regulations. Contracts: 40a.

TIME RATES			
ET		Rec'd 10/9/68.	
6. SPOT ANNOUNCEMENTS			
1 min 30 sec			
1 x	5.00	3.75	3.12
13 x	4.75	3.60	3.25
26 x	4.50	3.40	3.20
52 x	4.25	3.00	3.10
104 x	4.00	3.00	3.00
156 x	3.75	2.85	2.85
260 x	3.50	2.65	

ATHENS (1 AM; 1 FM)

Athens County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WATH

1950
Subscriber to the NAB Radio Code
Media Code 4 236 0600 3.00
Radio Athens, Inc., Drawer C, Athens, Ohio 45701. Phone 614-293-9551.
STATION'S PROGRAMMING DESCRIPTION
WATH: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, 3 min every 30 min. 80 min report noon-12:30 pm & 5:30-6 pm, M-F. 15 min report noon-12:15 pm Sun. M-Sat: 6-8:30 am music featuring country and western, 6:30 am-8:30 pm middle-of-the-road music, 3:30 pm-sign-off music featuring current hits. Sun: 7 am-noon religious programs and music, 12:30 pm-sign-off middle-of-the-road music. Rec'd 7/21/67.

1. PERSONNEL: President—Mrs. Irene Kovlan. General Manager—John Alden. Program Director—Harvey J. Saul.
2. FACILITIES: 1,000 w. days; 970 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WATH-FM.
4. AGENCY COMMISSION: None. All rates net to station.
5. GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 8. Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a. Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73a. Affiliated with NAB Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 ET 7/68—Rec'd 6/17/68.

SPOT ANNOUNCEMENTS			
1 min	15 ti	21 ti	91-120 ti
1 min	3.00	2.75	2.55
30 sec	2.25	2.15	2.00
20 sec	2.00	1.90	1.85
10 sec	1.85	1.80	1.75
Annual contract, min schedule: 360.00 720.00 1080.00			

6. PROGRAM TIME RATES
5 min 10 min 1/4 hr 1/2 hr 1 hr
Ea 3.75 5.50 9.50 12.60 22.00 40.00
5+ per wk 3.25 4.75 9.00 10.50 20.00 38.00

WATH-FM

1964
Subscriber to the NAB Radio Code
Media Code 4 236 0601 1.00
Radio Athens, Inc., Drawer C, Athens, Ohio 45701. Phone 614-293-9551.
STATION'S PROGRAMMING DESCRIPTION
WATH-FM: Programmed for adults.
6-8:30 am, music featuring country and western, 6:30-9 am, middle-of-the-road music, M-Sat. Programming 9 am-12M, M-Sat, 7 am-12M Sun, consisting of 75% standards, 15% classical, 5% folk, 5% jazz. NEWS: 30 min at noon and 5:30-6 pm. M-F 30 min at noon M-Sat, 5 min at 5:45, 15 min at noon on Sun, 15 min each day at 10:45 pm. Commercial content, announcements 4 minutes, (every quarter hour). Station promotion-identification, 2 minutes (every quarter hour). Rec'd 10/27/67.

1. PERSONNEL: President—Mrs. Irene Kovlan. General Manager—John Alden. Program Director—Harvey J. Saul.
2. FACILITIES: ERP 3,000 w.; 105.5 mc. Operating schedule: 6 am-midnight. EST. Antenna ht.: 65 ft. above average terrain. Partial simulcast operation. Operated separately 9 am-midnight. For non-simulcast facilities see WATH.
4. AGENCY COMMISSION: None; all rates net to station.

TIME RATES			
NATIONAL AND LOCAL RATES SAME		No. 3 ET 3/15/69—Rec'd 6/30/69.	
6. SPOT ANNOUNCEMENTS			
1 min 30 sec 10 sec			
1 ti	3.50	2.85	
3 ti	3.40	2.75	
6 ti	3.30	2.65	
8 ti	3.20	2.55	
12 ti	3.10	2.45	
18 ti	3.00	2.35	1.50
24 ti	2.90	2.25	1.45
36 ti	2.75	2.15	1.35
48 ti	2.60	2.05	1.30

CONTRACT DISCOUNTS
(1 year or less)
1 min 300x 600x 900x 1200x
30 sec 2.50 2.40 2.20 2.00
10 sec 2.20 2.10 1.90 1.70

7. PACKAGE PLANS
WEEKEND SATURATION
(Minimum of 24 spots, Sat, Sun & Mon)
1 min 2.15 10 sec 1.10
30 sec 1.70

5. GENERAL ADVERTISING See coded regulations

TIME RATES			
NATIONAL AND LOCAL RATES SAME		No. 5 ET 7/68—Rec'd 6/17/68.	
6. SPOT ANNOUNCEMENTS			
Per yr, 1 min per day, per wk 9.00			
50 ti, min order, ea. 2.00			

BELLAIRE

Belmont County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Wheeling, W. Va.

(including Bellaire, Ohio)

BELLEFONTAINE

Logan County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WTOO

1961
Media Code 4 236 0660 7.00
WOHP, Inc., Box 336, E. Sandusky Ave., Bellefontaine, Ohio 43311. Phone 513-502-5796.

1. PERSONNEL: President—Simon Goldman. Vice-Pres. & Gen'l Mgr.—Bob Armstrong. Sales Manager—Dick Marine.
2. REPRESENTATIVES: Regional Reps Corp.
3. FACILITIES: 500 w. days; 1390 kc. Non-directional. Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION: 15%.

5. GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 15c. Basic Rates: 23a, 24b, 25a, 26, 28a, 29a. Comb.: Cont. Discounts: 60k, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73a. Affiliated with NAB and KESB. Member: Ohio Radio Network. The Goldman Group.

TIME RATES			
No. 1 ET 10/1/68—Rec'd 11/29/68.			
6. SPOT ANNOUNCEMENTS			
PER WK, EA:			
1 min	4.75	4.50	4.25
P.M.O, EA:	25 ti	50 ti	75 ti
1 min	4.25	3.75	3.25
30 sec	1-min rate less .25.	2.75	2.50

PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	10 min 5 min
1 x	50.00	35.00	22.50
13 x	40.00	30.00	20.00

10. SPECIAL FEATURES
Paul Harvey Newscast—8:30-8:30-8:34 am, ea 9.25. Includes 1 1-min spot and promotion. 12:30-12:44 pm, ea 23.00. Includes 3 1-min spots, open and close and promotions.
Participating spots in News, Weather, Sports—spot rate plus 1.00.
News Advertisements—spot rate plus .50 (except Paul Harvey).

BOWLING GREEN (1 AM; 1 FM)

Wood County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WAWR (FM)

1964
Media Code 4 236 0720 9.00
Portage Valley Broadcasters, 117 E. Court St., Bowling Green, Ohio 43402. Phone 354-9641.

STATION'S PROGRAMMING DESCRIPTION
WAWR (FM): Programs middle-of-the-road features and local news. 6-10 pm features top 40 programming with phone in type format, requests, dedications, etc. Rec'd 3/24/69.

1. PERSONNEL: President—Robert W. Reider. General Manager—James R. Westerhold. Station Manager—John Duden.
2. FACILITIES: ERP 3000 w.; 93.5 mc. Operating schedule: 6:30 am-10:00 pm. EST. Antenna ht.: 175 ft. above average terrain.
4. AGENCY COMMISSION: None; all rates net to station.
5. GENERAL ADVERTISING: See coded regulations. Contracts: 40a.

TIME RATES			
NATIONAL AND LOCAL RATES SAME		No. 3 ET 3/15/69—Rec'd 6/30/69.	
6. SPOT ANNOUNCEMENTS			
1 min 30 sec 10 sec			
1 ti	3.50	2.85	
3 ti	3.40	2.75	
6 ti	3.30	2.65	
8 ti	3.20	2.55	
12 ti	3.10	2.45	
18 ti	3.00	2.35	1.50
24 ti	2.90	2.25	1.45
36 ti	2.75	2.15	1.35
48 ti	2.60	2.05	1.30

CONTRACT DISCOUNTS
(1 year or less)
1 min 300x 600x 900x 1200x
30 sec 2.50 2.40 2.20 2.00
10 sec 2.20 2.10 1.90 1.70

7. PACKAGE PLANS
WEEKEND SATURATION
(Minimum of 24 spots, Sat, Sun & Mon)
1 min 2.15 10 sec 1.10
30 sec 1.70

PROGRAM TIME RATES						
(Mon-Thru Sun)						
PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti	7+
5 min	7.50	7.00	6.50	6.00	5.50	5.75
10 min	10.00	9.50	9.25	9.00	8.50	8.00
1/4 hr	12.00	11.00	10.50	10.00	9.00	8.50
1/2 hr	21.50	19.00	17.00	16.50	14.00	13.50
1 hr	43.00	40.50	37.50	36.00	32.50	30.00

WFOB

WFOB-FM

FOSTORIA
City of license, Fostoria, Ohio.
Bowling Green Office: 118 N. Main St., Bowling Green, Ohio 43402.
See listing under Fostoria, Ohio.

WMGS

Country & Western

1954
Media Code 4 236 0780 3.00
WMGS, Inc., 138 N. Main St., Bowling Green, Ohio, 43402. Phone 419-352-5233. Toledo phone 419-248-3763.

STATION'S PROGRAMMING DESCRIPTION
WMGS: Programmed for general interest. Features modern country and western music. AIR PERSONALITIES handle all segments. Sign-on-9 am country and western music. 9 am-noon religion. Noon-sign-off modern country and western music. SPORTS: 3:30 pm. Football play-by-play. FARM: market reports, agricultural programs. Grain report at 4:55 pm. NEWS: on hour and half hour. Public affairs. Gospel music 10:30-11 am and 3 hours on Sun. Contact Representative for further details. Rec'd 8/14/67.

1. PERSONNEL: General Manager—Joseph Duro. Commercial Manager—Roger W. Fischer.
2. REPRESENTATIVES: Via Piano Associates, Inc.
3. FACILITIES: 1,000 w. days; 730 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION: 15%.

5. GENERAL ADVERTISING: See coded regulations. General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a. Rate Protection: 15b. Basic Rates: 20a, 22b, 23a, 24b, 24c, 25a, 28b, 29a. Comb.: Cont. Discounts: 60d, 60e, 60f, 62d. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 82.

TIME RATES			
NATIONAL AND LOCAL RATES SAME			
Rates effective January 1, 1966. (Card No. 11.)			
6. SPOT ANNOUNCEMENTS			
Card Rec'd January 5, 1966.			
1 min 1 ti 52 ti 156 ti 260 ti 312 ti			
1 min	12.00	11.00	9.50
30 sec	9.60	8.80	7.60

OHIO

Bryan—W B N O—Continued

6. SPOT ANNOUNCEMENTS										
PER WK. ROS:										
	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti				
1 min.	6.00	5.70	5.40	5.10	4.80	4.50				
30 sec.	4.00	3.80	3.60	3.40	3.20	3.00				
20 sec.	3.00	2.90	2.80	2.70	2.60	2.50				

8. PROGRAM TIME RATES										
	1/2 hr	1/4 hr	10 min	5 min						
Ea	35	20	15	8						

WBNO-FM

Media Code 4 234 0841 5.00
 Williams County Broadcasting System, Inc., Box 603,
 Bryan, Ohio 43508. Phone 419-836-3175.

- PERSONNEL**
 President—Carl Shipley.
 Vice-President—William Middendorf.
 Manager—Luko Thaman.
- REPRESENTATIVES**
 Gill-Perns, Inc.
- FACILITIES**
 ERP 3,000 w.; 100.9 mc.
 Operating schedule: 6 am-10 pm. EST.
 Antenna ht.: 165 ft. above average terrain.
 Partial simulcast operation. Operated separately local
 sunset (8 pm). For simulcast facilities see WBNO.

4. AGENCY COMMISSION
 None; all rates net to station, 15th following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7a.
 Rate Protection: 10a, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24c,
 25c, 28a, 28c, 29b, 30.
 Contracts: 40a, 41, 42b, 46, 47b, 48, 49, 50, 51a,
 51b.
 Comb.: Cont. Discounts: 60b, 60c, 60f, 60g, 60h, 60i,
 61a, 61b, 62a, 62d.

Cancellation: 71b, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 Rec'd 4/24/68.

6. SPOT ANNOUNCEMENTS			
PER DAY:	1 ti	2 ti	3 ti
1 min.	2.40	2.20	2.00

8. PROGRAM TIME RATES			
	1 hr	1/2 hr	1/4 hr
Ea	25	15	10

10. SPECIAL FEATURES
 1-Minute Newcasts 3

BUCYRUS (1 AM; 1 FM)

Crawford County—Map Location D-5
 See SRDS consumer market map and data at begin-
 ning of the State.

WBCO WBCO-FM

Media Code 4 236 0900 7.00
 Brokenword Broadcasting Co., Box 789, 403 E. Renss-
 sance St., Bucyrus, Ohio 44820. Phone 563-3015,
 468-2326.

Studios: Bucyrus & Gallon, Ohio.
STATION'S PROGRAMMING DESCRIPTION
 WBCO: Programmed for housewives, factory workers
 and farmers.

NEWS: 25%. 3 man department, 2 mobile units. 17
 newscasts daily, 5-30 min in length. **MUSIC:** mid-
 dle-of-the-road 6-8 am & 1-3:30 pm, country and
 western 3:30-5 pm. Interviews: 8-9:25 am, 9:35-
 9 am & 9:30-10 am. Phone call-in programs: 9:15-
 9:30 am, 10:40-11:30 am & 6-8:30 pm. **FARM:** early
 markets 6:20 am, early reports 11:30 am, markets
 and news 12:05-12:45 pm, late reports 6:30 pm, per-
 sonality. **TALK:** 8 am-1 pm. **RELIGIOUS:** Sun
 all day. Contact Representative for further details.
 Rec'd 8/2/67.

1. PERSONNEL
 Pres., Gen'l Mgr. & Sta. Mgr.—Thomas P. Moore.

2. REPRESENTATIVES
 Radio Time Sales/International.
 Chicago—National Time Sales.
 Regional Reps Corp.

3. FACILITIES
 500 w.; d. 1540 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 FM-ERP 3,000 w.; 92.7 mc.
 Operating schedule: 6 am-7 pm. EST.
 Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 on time and talent.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26,
 28a, 29a, 30, 32b.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 50, 51a.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS and KBS.
 Member: Ohio Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 3 ER 5/69—Rec'd 7/30/69.

AA—6 am-6 pm.
 A—6 pm-sun-off.

6. SPOT ANNOUNCEMENTS

CLASS AA										
	1x	25x	50x	100x	150x	200x	300x			
1 min	5.00	4.70	4.55	4.25	4.10	3.95	3.70			
30 sec	4.25	4.00	3.85	3.60	3.50	3.35	3.15			
10 sec	3.25	3.05	2.95	2.80	2.65	2.60	2.40			
1 min	3.50	3.25	3.20	3.10	3.05	2.95	2.90			
30 sec	3.00	2.75	2.70	2.68	2.64	2.60	2.50			
10 sec	2.30	2.15	2.10	2.05	2.00	1.98	1.95			
1 min	2.90	2.85	2.80	2.75	2.70	2.65	2.60			
30 sec	2.47	2.43	2.38	2.35	2.30	2.25	2.20			
10 sec	1.90	1.85	1.82	1.80	1.75	1.70	1.65			
1 min	2.65	2.50	2.45	2.40						
30 sec	2.17	2.13	2.08	2.05						
10 sec	1.66	1.63	1.60	1.58						

CLASS A											
	1x	50x	100x	200x	300x	600x					
1 min.	4.00	3.25	2.80	2.60	2.35	2.20					
30 sec.	3.40	2.75	2.40	2.20	2.00	1.90					
MONTHLY:							30 ti	60 ti	90 ti	120 ti	
1 min.							2.50	2.20	1.80	1.80	
30 sec.							2.15	1.90	1.60	1.50	
WKLY:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti					
1 min.	3.00	2.75	2.50	2.25	2.00	1.80					
30 sec.	2.55	2.35	2.15	1.95	1.70	1.55					

7. PACKAGE PLANS										
	25 ti	50 ti	75 ti	100 ti	150 ti	200 ti				
1 min.	4.00	3.50	3.35	3.10	2.90	2.65				
30 sec.	3.40	3.00	2.85	2.65	2.50	2.25				
10 sec.	2.60	2.30	2.20	2.05	1.90	1.75				

CLASS AA										
	15 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti			
1 min	4.00	3.75	3.40	3.10	3.00	2.90	2.80			
30 sec	3.40	3.20	2.90	2.65	2.55	2.50	2.40			
10 sec	2.60	2.45	2.20	2.05	2.00	1.90	1.85			
2 DAYS:	10 ti	16 ti	20 ti	30 ti	40 ti					
1 min.	3.75	3.50	3.25	3.00	2.80					
30 sec.	3.20	3.00	2.80	2.55	2.40					
10 sec.	2.45	2.30	2.15	2.00	1.85					
DAILY:	4 ti	10 ti	15 ti	20 ti						
1 min.	4.00	3.50	3.10	2.95						
30 sec.	3.40	3.00	2.65	2.50						
10 sec.	2.60	2.30	2.05	1.95						

8. PROGRAM TIME RATES

CLASS AA										
	1/2 hr	1 hr	5 min	10 min	1/4 hr	1/2 hr	1 hr			
1 x	28.00	40.00	10.00	18.00	20.00	30.00	50.00			
13 x	25.00	37.00	9.70	15.50	19.40	29.10	48.50			
26 x	23.00	34.00	9.40	13.10	18.80	28.20	47.00			
52 x	21.00	31.00	9.10	14.85	18.20	27.80	45.50			
78 x	19.00	28.00	8.80	14.25	17.60	26.40	44.00			
104 x	17.00	25.00	8.50	13.75	17.00	25.50	42.50			
156 x	15.00	22.00	8.20	13.30	16.40	24.80	41.00			
208 x	12.00	19.00	7.90	12.85	15.80	23.70	39.50			
260 x	11.00	16.00	7.60	12.40	15.20	22.80	38.00			
312 x	10.00	13.00	7.30	11.95	14.60	21.90	36.50			
365 x	8.00	10.00	7.00	11.50	14.00	21.00	35.00			

CAMBRIDGE (1 AM; 1 FM)

Guernsey County—Map Location F-6
 See SRDS consumer market map and data at begin-
 ning of the State.

WILE

Media Code 4 236 0960 1.00
 Cloverleaf Broadcasting Corp., Box 338, Cambridge,
 Ohio 43725. Phone 614-432-5605.

1. PERSONNEL
 General Manager—William R. Coffey.
 Sales Manager—George H. Wolfington.

3. FACILITIES
 1,000 w. days; 1270 kc. Non-directional.
 Operating schedule: 8 am-local sunset. EST.
 Partial simulcast operation. Simulcast during AM
 operational hours. For non-simulcast facilities see
 WILE-FM.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10a, 14a, 15b.
 Basic Rates: 20a, 22a, 22b, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 44a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.
 Member: Ohio Radio Network.

TIME RATES
 ER 8/1/68—Rec'd 7/29/68.

6. SPOT ANNOUNCEMENTS

CLASS AA			
	1 min	30 sec	1 min
1 x	5.70	3.85 x	3.95
26 x	5.40	3.70 x	3.75
52 x	5.10	3.55 x	3.60
104 x	4.75	3.40 x	3.35
260 x	4.35	3.25 x	3.20
520 x	4.35	3.10 x	3.00
312 x	4.10	2.55 x	2.85

Retrospective discount allowed only up to 365 times.

7. PACKAGE PLANS

SATURATION PLAN	
10 sec (12 per day minimum), ea.	1.30

Applies to regular spots or programs on orders of
 156+ during any 12 month period.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	56.90	34.15	19.95	15.85	12.80
26 x	54.05	32.45	18.90	14.85	12.15
52 x	51.30	30.85	17.95	14.15	11.50
104 x	48.35	29.40	16.85	11.30	8.75
156 x	47.00	28.10	15.90	10.75	8.00
260 x	44.05	25.15	14.20	9.70	6.45
312 x	42.80	20.05	11.75	9.15	6.05
365 x	40.65	19.10	11.15	8.65	5.80

WILE-FM

Media Code 4 236 0961 9.00
 Cloverleaf Broadcasting Corp., Box 338, College Hill,
 Cambridge, Ohio 43725. Phone 614-432-5605.

1. PERSONNEL
 General Manager—William R. Coffey.
 Sales Manager—George H. Wolfington.

3. FACILITIES
 ERP 1,300 w.; 96.7 mc. Stereo.
 Operating schedule: 6 am-midnight daily. EST.
 Antenna ht.: 215 ft. above average terrain.
 Partial simulcast operation. Operated separately
 6 pm-midnight. For simulcast facilities see WILE.

4. AGENCY COMMISSION

Net to station; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10a, 14a, 15b.
 Basic Rates: 20a, 22a, 22b, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Rates effective October 1, 1964.
 Rates received September 23, 1964.

6. SPOT ANNOUNCEMENTS

CLASS AA			
	1 ti	2 ti	3 ti
1 ti	2.90	3.12 ti	2.10
26 ti	2.75	3.05 ti	2.00
52 ti	2.60	2.80 ti	1.90
104 ti	2.45	2.65 ti	1.85
156 ti	2.30	2.50 ti	1.70
260 ti	2.20		

(*Any order for 156 times or more during any
 12 month period may purchase saturation plan con-
 sisting of a minimum of twelve 10-second an-
 nouncements per day at 70 each.)
 (†) Retrospective discount allowed up to 365 only
 and not allowed on saturation plan.

Any order for exact duplication on FM as ordered on
 AM will earn an FM rate of 50% of the AM rate
 rather than the rate from the FM card.

7. PACKAGE PLANS

ROS	
50 spots in 7 days	1.70

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	29.05	19.45	11.65	7.00	4.20
26 ti	27.60	18.50	11.05	6.65	4.00

WINW
1966

American Contemporary Ntwk

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 1080 2 00
Radio Canton, Inc. 4111 Martindale Rd., Canton, Ohio 44705. Phone 216-492-5630.
STATION'S PROGRAMMING DESCRIPTION
WINW: Programmed for young adults 18-49.
AIR PERSONALITIES handle all segments. **NEWS:** 15% hourly network news at :55 followed by local news. Headlines hourly at :25. **SPORTS:** network sports 8:25 am & 5:25 pm, local sports on hour during drive times. **MUSIC:** 75% current hits and million sellers. Capsule weather twice hourly. Traffic reports, promotional contests and audience participation, plus frequent editorials. Personalities available for remote appearances. Contact Representative for further details. Rec'd 3/7/69.

- PERSONNEL**
President—Pat Wardlaw.
Vice-Pres. & Gen'l Mgr.—Jim Shaheen.
Program Manager—Jay Williams.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Regional Sales Corp.
- FACILITIES**
1,000 w.; 1520 kc. Directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time and talent charges.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24c, 25c, 27, 28a, 28c, 29a, 30a.
Contracts: 40a, 40c, 41, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 61a, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 100 ET 10/1/65—Rec'd 10/1/65.

6. SPOT ANNOUNCEMENTS
1 min. 10.00
30 sec. 6.00

7. PACKAGE PLANS
AA—6-0 am & 4-6 pm.
A—All other times.

PER WK:	CLASS AA	CLASS A	CLASS B	CLASS C	CLASS D
1 min.	10.00	8.00	7.50	7.00	6.50
2/30 sec.	8.00	7.25	6.50	6.00	5.25
10 sec.	6.00	5.50	4.75	4.50	4.00

8. PROGRAM TIME RATES
1 hr. 100
1/2 hr. 60
15 min. 35
10 min. 25

10. SPECIAL FEATURES
News—1/2 applicable and Sports Capsules—1/4 applicable spot rate.

WNYN
1947

RAB

Media Code 4 236 1140 9 00
Keyes Corporation, 1515 N. Cleveland Ave., Canton, Ohio 44703. Phone 216-456-8396.
STATION'S PROGRAMMING DESCRIPTION
WNYN: Programmed for adults. 1 min news briefs every hour on hour. 15 min news M-F at 8 am, noon & 5 pm, featuring editorials, guest editorials, business news, stock market, local, regional, national, international news. 6-9 am standards, showtimes, comedy, time every 5 min, weather every 10 min. 9 am-9 pm standards, showtimes, film music. M-F tribute to a Canton lady of day 5 times daily, 60 second capsule book reviews 4 times daily, community activities 4 times daily. **COMMERCIAL POLICY:** three 1 minute announcements permitted in 15 minute segments. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Donald C. Keyes.
Sales Manager—Tracy L. Jackson.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
500 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14d, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25c, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 8/1/68—Rec'd 8/5/68.

AA—Mon thru Sat 6-9 am & 4-8 pm.
A—All other times: Sun all day.

6. SPOT ANNOUNCEMENTS
1 min. 10.00
30 sec. 6.00

PER WK:	CLASS AA	CLASS A	CLASS B	CLASS C	CLASS D
1 min.	10.00	9.20	8.80	8.40	8.00
2/30 sec.	8.00	7.35	7.00	6.75	6.40
10 sec.	6.00	4.80	4.40	4.20	4.00

8. PROGRAM TIME RATES
1 hr. 100
1/2 hr. 60
15 min. 35
10 min. 25

10. SPECIAL FEATURES
News—1/2 applicable and Sports Capsules—1/4 applicable spot rate.

BULK RATES

500 x	1 min	20/30
1000 x	5.00	4.50 2.50
7. PACKAGE PLANS	4.80	3.70 2.30

TOTAL AUDIENCE PLANS

WKLY:

TAP 1, 6AA, 6A	72
TAP 2, 9AA, 9A	99
TAP 3, 12AA, 12A	126

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS PACKAGES—MONTHLY
(Between 7 am-7 pm)

*4 wk, 1 min, 24 ti per wk	4.60
*4 wk, 30 sec, 24 ti per wk	3.68
*1 mo, 10 sec, 80 per mo	1.75

(* Minimum)

8. PROGRAM TIME RATES
1 hr. 69.00
1/2 hr. 51.75
10 min. 28.75
5 min. 17.25

10. SPECIAL FEATURES
WEATHER BRIEFS
Minimum 10 ti per wk, 13 wk contract, ea. 3
Includes 10 second intro with sponsor credits, local weather forecast and 30 second closing.

WNYN-FM

1961

Media Code 4 236 1200 1 00
Keyes Corporation, 1515 Cleveland Ave. N., Canton, Ohio 44703. Phone 216-456-8306.
STATION'S PROGRAMMING DESCRIPTION
WNYN-FM: Programmed for adults. 6 am-12M taped general, popular music, showtimes, standards, film music and serious music, light classics, pre-baroque, baroque, classic, romantic and modern. Sun evening live 9 pm-12M air personality hosting classical program with commentary on composers and their works. Sun evening live 12M-2 am air personality hosting jazz program with commentary. **COMMERCIAL POLICY:** three 1 minute announcements permitted in 30 minute segments. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Donald C. Keyes.
Sales Manager—Tracy L. Jackson.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
ERP 27,500 w.; 106.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15% on time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70b, 71a, 73a.
No more than 4 1-minute announcements scheduled per hour; 2 1-minute announcements per 1/2 hour; 1-minute per 1/4 hour.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 8/1/68—Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS
1 min. 10.00
30 sec. 6.00

8. PROGRAM TIME RATES
1 HOUR (Yearly basis)
7 days per wk. 310
4 days per wk. 180

PER MO: 7 days per wk. 310
1/2 HOUR
7 days per wk. 175
4 days per wk. 100

WOIO

1946

CBS Radio Network

Subscriber to the NAB Radio Code
Media Code 4 236 1260 5 00
Douglas Properties Corp., 4601 Hills & Dales Rd. N.W., Canton, Ohio 44708. Phone 216-477-8585.
STATION'S PROGRAMMING DESCRIPTION
WOIO: Programmed for general interest.
News and open line two-way telephone conversation format. M-Sat 7:15 am-8 pm, Sun 12:30-8 pm.
2 expanded news programs featuring news, sports, weather, traffic and special features M-Sat 7:15-9 am and M-F 4:40-5:15 pm. Hourly local and national news plus network features. Specialty talk includes: swap program M-Sat 11:10-noon, sports talk M-F 4:10-4:40 pm and Sat 9:10-10 am. Pet program Sat 10:10-11 am. Talkmasters handle phones in block broadcasts. News 33%. Telephone & talk 68%. Other 9%. Contact Representative for further details. Rec'd 1/24/60.

- PERSONNEL**
President—Sidney J. Collins.
Vice-Pres. & Gen'l Mgr.—Douglas P. Collins.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Ohio, Michigan—Thomas Broadcast Time Sales, Inc.
- FACILITIES**
5,000 w. days (385 w. pre-sunrise); 1060 kc. Directional.
Operating schedule: Sunrise (Philadelphia, Pa.)-local sunset (Ohio). EST.
- AGENCY COMMISSION**
15% net time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21d, 23a, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 61c, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with the CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 ET 10/15/68—Rec'd 1/24/69.

AA—Mon thru Fri 6-0 am & 3-8:30 pm.
A—Mon thru Fri 9 am-3 pm & 6:30 pm-sign-off.
B—Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER WK: Fixed 10 ti 20 ti 30 ti 40 ti 50 ti
1 min. 8.50 8.00 7.50 7.00 6.00 5.50
2/30 sec. 6.35 6.00 5.65 5.25 4.50 4.10

CLASS A
1 min. 7.25 7.00 6.50 6.00 5.00 4.50
2/30 sec. 5.40 5.25 4.85 4.50 3.75 3.40

CLASS B
1 min. 6.25 6.00 5.50 5.00 4.00 3.50
2/30 sec. 4.70 4.50 4.10 3.75 3.00 2.60

10 sec: 50% of 1-min. Not combinable for frequency.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 28 wk—10% 59 wk—15% 52 wk—20%

7. PACKAGE PLANS
THREE THIRDS ROS/BTA PLAN
1/3AA, 1/3A, 1/3B 16 ti 24 ti 30 ti 45 ti
30 sec: 75% of above rate. 126 156 180 225

TOTAL AUDIENCE PLAN
PER WK: 24 ti (rotated Mon thru Sun) 1 min 150

8. PROGRAM TIME RATES
CLASS A
1 hr. 110
1/2 hr. 90% of hour. 10 min: 30% of hour.
1/4 hr. 40% of hour. 5 min: 20% of hour.

WTOF (FM)

1961

Subscriber to the NAB Radio Code
Media Code 4 236 1320 7 00
Christian Broadcasting Association, Inc., Peoples Merchants Trust Bldg., Canton, Ohio 44702. Phone 216-452-4009. 477-6520.

- PERSONNEL**
President—Dr. E. M. Mortenson.
Executive Vice-President—Rev. Jack Mortenson.
- FACILITIES**
ERP 35,500 w.; 98.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 115 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1h, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 26, 29a, 29b.
Contracts: 40b, 45, 49, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 5 ET 10/17—Rec'd 11/10/67.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 156x 260x 312x
1 min 7.50 7.25 7.00 6.50 6.00 5.50
2/30 sec 5.75 5.50 5.25 4.75 4.50 4.25
10 sec (30 wds max.): 50% of 1-min.

CELINA (1 AM; 2 FM)

Merced County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WCSM

1963

Subscriber to the NAB Radio Code
Media Code 4 236 1380 1 00
WCSM Division of Central Broadcasting Corp., Box 341, Schunck & Meyer Rds., Celina, Ohio 45822. Phone 419-586-5134.

- PERSONNEL**
President—Lester G. Spencer.
Sta. & Prog. Mgr.—Norbert C. Poespelman.
Sales Manager—Eddie Cotterman.
- REPRESENTATIVES**
Meeker Radio, Inc.
Detroit, Cleveland—Pearse Sales.
Regional—Kentucky Radio Sales.
- FACILITIES**
500 w.; 1350 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast news, weather, sports 6 am-6 pm daily. For non-simulcast facilities see WCSM-FM.
- AGENCY COMMISSION**
15%; 2% discount if paid before the 15th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24c, 25b, 26, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Ohio Radio Network.

TIME RATES
No. 5 ET 2/18/69.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec
1 ti 6.00 5.45 4.90

DISCOUNTS
WKLY: 5 ti 10 ti 15 ti 20 ti 25 ti
5% 10% 15% 20% 25%

8. PROGRAM TIME RATES
AM/FM COMBINATION
1 hr 1/4 hr 10 min 5 min
1 ti 74.75 20.70 13.80 8.35
AM only—deduct .50 per spot.

WCSM-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 236 1381 9 00
WCSM Division of Central Broadcasting Corp., Box 341, Schunck & Meyer Rds., Celina, Ohio 45822. Phone 419-586-5134.

1. PERSONNEL
President—Lester G. Spencer.
Gen'l & Sta. Mgr., Prog. Dir.—Norbert C. Poespelman.
Sales Manager—Eddie Cotterman.

2. REPRESENTATIVES
Meeker Radio, Inc.
St. Louis, Kansas City—Eugene F. Gray Co.
Detroit, Cleveland—Pearse Sales

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 123 ft. above average terrain.
Partial simulcast operation. Operated separately except news and sports 6 am-6 pm daily. For simulcast facilities see WCSM.

4. AGENCY COMMISSION
15%; 2% discount if paid before 15th.

5. GENERAL ADVERTISING See coded regulations
See WCSM listing for coded regulations.

TIME RATES
No. 5 ET 2/18/69.

6. PROGRAM TIME RATES
FM only—same as AM only deduction. See WCSM. Deduct 25% for night FM.

WMER (FM)

1960

Media Code 4 236 1440 3 00
WMER, Inc., 130 W. Fayette St., Celina, Ohio 45822. Phone 419-586-2073.

- PERSONNEL**
President—John D. Kennedy.
Vice-President—C. L. Rutherford.
Vice-President—R. L. Rumley.
- FACILITIES**
ERP 740 w.; 94.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 115 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 23b, 24b, 25c, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 61b.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
ET 8/1/68—Rec'd 9/30/68.

6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 6 ti 11 ti 21 ti 51 ti
1 min. 4.00 3.50 2.50 2.25 2.00
30 sec: deduct .50. 10 sec: deduct 1.00.
Multiples of 100 only.

8. PROGRAM TIME RATES
1x 5x 10x 20x 24x
1 hr. 19.00 18.00 16.00 18.00
1/2 hr. 10.00 9.50 9.00 8.00
1/4 hr. 5.00 4.75 4.50 4.00

CHARDON

Geauga County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WBKC

1968

Media Code 4 236 1411 4 00
B-K Broadcasting Co., Box 266, Aquila Rd., Chardon, Ohio 44024. Phone 216-286-1560.

- PERSONNEL**
President—Oliver Bolton.
General Manager—Albert Kipp.
Sec'y-Treasurer—James Dinamore.
- FACILITIES**
1,000 w.; 1560 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 29a, 33a.
Contracts: 44a.
Comb.: Cont. Discounts: 60f.
Cancellation: 71a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 12/5/68.

6. SPOT ANNOUNCEMENTS
EACH: 1 min 30 sec 10 sec
3 mo 4.00 8.00 2.00
1 yr 3.60 2.70 2.00

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 25 15 6
Evenings & weekends—50% discount to annual users.

CHILLICOTHE (2 AM; 1 FM)

Ross County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WBEX

1947

Subscriber to the NAB Radio Code
Media Code 4 236 1500 4 00
Shawnee Broadcasting Co., Box 244, Carlisle Hill, Chillicothe, Ohio 45601. Phone 614-773-2244.

- PERSONNEL**
President—Tryman A. Morris.
Commercial Manager—Alice Shein.
- REPRESENTATIVES**
Regional Sales Corp.
- FACILITIES**
1000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.

(This listing continued on next page)

OHIO

Chillicothe—W B EX—Continued

4. AGENCY COMMISSION

1 1/2% time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a.
 Basic Rates: 26, 28a.
 Contracts: 40a.
 Affiliated with MBS.
 Member: Ohio Radio Network.

TIME RATES

ET 5/1/69—Rec'd 4/9/69.
6. SPOT ANNOUNCEMENTS
 1x 13x 25x 52x 156x 260x 512x 520x
 1 min 4.00 3.90 3.75 3.50 3.10 2.90 2.75 2.50

7. PACKAGE PLANS

SATURATION PLANS—ROS
 PER MO: 100 tl 200 tl
 1 min 2.75 2.60
 PER WK: 25 tl 50 tl
 30 sec 1.75 1.60
 Must run consecutive days.

8. PROGRAM TIME RATES

1x 13x 25x 52x 156x 260x 512x 520x
 1 hr. 30.00 29.60 29.00 28.50
 1/2 hr. 23.00 21.85 20.70 18.40 16.00
 1/4 hr. 14.00 13.30 12.60 9.90 9.10
 10 min. 11.00 10.45 9.90 8.80 7.70 7.15 6.60 6.05
 5 min. 8.00 7.60 7.20 6.40 5.60 5.20 4.80 4.40

W B EX-FM

1961



Subscriber to the NAB Radio Code
 Media Code 4 236 1501 2.00
 Shawnee Broadcasting Co., Box 244, Pohlman Rd.,
 Chillicothe, Ohio. Phone 773-2244.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Truman A. Morris.
 Program Director—Mary W. Morris.

3. FACILITIES
 EIR: 2,700 w.; 93.3 mc.
 Operating schedule: 6:30 am-midnight Mon thru Sat;
 7:30 am-midnight Sun. EST.

4. AGENCY COMMISSION
 15% on time only. Bill payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.

TIME RATES
 Rates effective June 1, 1963.
 Rates received June 10, 1963.

6. SPOT ANNOUNCEMENTS
 (Minimum Order)
 PER MO: ea tot ea tot
 50 tl 2.35 117.50 150 tl 2.12 325.50
 100 tl 2.25 225.00

(Maximum Order) ea tot
 200 tl 2.00 400.00
 Announcements rotated through broadcast day, seven
 days per week.

WCHI

1956

Media Code 4 236 1560 8.00
 Courthouse Broadcasting Co., 1022 Eastern Ave.,
 Chillicothe, Ohio 45601. Phone 614-775-1350.

1. PERSONNEL
 Pres. & Gen'l Mgr.—W. N. Nungesser.

3. FACILITIES
 1000 w. days; 1350 kc. Non-directional.
 Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION
 Rates commissionable on time only. 10th of following
 month.

5. GENERAL ADVERTISING See coded regulations
 General: 3d, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 24b, 28b, 28c,
 30, 32b, 35c.
 Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 51c.
 Comb.: Cont. Discounts: 60a, 60g, 60l, 61a, 62d.
 Cancellation: 70c, 73a, 73b.
 Prod. Services: 80, 82.

TIME RATES
 ET 1/1/67—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS
 1x 2x 5x 26x 52x 260x 365x
 1 min 4.00 3.50 3.00 2.25 2.00

8. PROGRAM TIME RATES
 1x 1/2 hr 1/4 hr 10 min 5 min
 1x 25.00 15.00 10.00 7.00
 26 20.00 12.00 9.00 6.00
 52 18.00 7.50 5.00
 260 8.00 6.00 4.00

CINCINNATI (9 AM; 6 FM)

(including Covington, Ky.; Newport, Ky.)
 Cincinnati, Hamilton County, Ohio—Map Location
 A-8

Covington, Kenton County, Ky.—Map Location H-3
 (Ohio)
 Newport, Campbell County, Ky.—Map Location
 H-3 (Ky.)

See SHDS consumer market map and data at begin-
 ning of this issue.

Stations contiguous to the major city are consolidated
 under the major city heading. This is not to imply
 that all of the stations provide equal coverage of
 the entire area or cities involved. It is part of the
 time buying function to determine extent of indi-
 vidual station coverage, audience delivered, etc. with-
 in the area.

WAEF (FM)

1959

CINCINNATI



QUALITY MEDIA
 INCORPORATED



Media Code 4 236 1620 0.00
 North Cincinnati Broadcasting Co., Inc., 6004 Wiebe
 Rd., Cincinnati, Ohio 45237. Phone 513-351-4040.

STATION'S PROGRAMMING DESCRIPTION
 WAEF(FM): Programmed for adults.
MUSIC: middle-of-the-road, popular and standard.
NEWS: on hour. 1 sportscast per day at 5:30 pm.
 Contact Representative for further details. Rec'd
 12/28/67.

1. PERSONNEL

General Manager—Alvin W. Fishman.
 Commercial Manager—A. W. Fishman (Mrs.)

2. REPRESENTATIVES

Quality Media Incorporated.

3. FACILITIES

ERP 50,000 w. (horiz.), 27,000 w. (vert.); 98.5 mc.
 Operating schedule: 6:00-1:00 am Mon thru Thurs,
 6:00-2:00 am Fri and Sat; 8:00 am-midnight Sun.
 ES, R.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
 Late Protection: 15b.
 Basic Rates: 20a, 20b, 21a, 22a.
 Contracts: 40a, 41, 44a, 44b, 46.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 ET 9/1/67—Rec'd 8/14/67.

AA—7 am-11 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED POSITION:
 1 min. AA A
 30/20 Sec. 9 7

ROS. PER WK: 6 tl 12 tl 18 tl 24 tl
 AA 8 7 6 5
 A 7 6 5 4
 30/20 SECONDS 7 6 5 4
 A 6 5 4 3

CONSECUTIVE WEEK DISCOUNTS
 13 wk—5% 25 wk—10% 39 wk—15% 52 wk—20%

8. PROGRAM TIME RATES
 PER YR: 1x 25x 52x 104x 156x 212x 260x
 (*) Minimum 53 minutes.
 (**) Minimum 26 minutes.
 Class: 70% of A

10. SPECIAL FEATURES
 Newscasts, flat AA A
 Open and close ID and 1 1-minute or less commercial.
 Combines with other programs to earn frequency
 discount.

WCIN

1953

CINCINNATI

Independent Negro

Media Code 4 236 1680 4.00
 Roushville of Cincinnati, Inc., 106 Glenwood Ave.,
 Cincinnati, Ohio 45217. Phone 513-281-7180.

1. PERSONNEL
 Owner & Pres.—Robert W. Roushville.
 Vice-Pres. & Gen'l Mgr.—Elton Chick.

2. REPRESENTATIVES
 Bernard Howard & Co., Inc.
 Roushville Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
 5,000 w. days, 500 w. nights; 1480 kc. Directional.
 Operating schedule: 24 hr. daily. EST.

4. AGENCY COMMISSION
 15% time only. 15th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
 Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a,
 26, 27, 28b, 28c, 29a, 32b, 33d.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50,
 51b.
 Comb.: Cont. Discounts: 60a, 60g, 60l, 62d
 Cancellation: 70a, 70d, 71a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 10 ET 4/1/69—Rec'd 3/3/69
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS
 PER YR: AA A AA A
 1x 20.90 16.80 16.70 13.30
 50 x 19.40 16.00 15.50 12.80
 100 x 18.50 15.60 14.80 12.50
 150 x 17.80 14.90 14.20 11.90
 200 x 17.00 14.30 13.60 11.40
 500 x 15.80 13.30 12.80 10.80
 750 x 14.80 12.40 11.80 9.90
 1000 x 13.80 11.30 10.90 9.00

ID's or Flash spots (10-seconds or less) sold at
 50% of the 1-minute rate. They can be combined
 with 1-minute or 30-second spots to earn lower rates
 for ID frequency only. Do not combine with Packages
 for frequency.

7. PACKAGE PLANS
1 MINUTE
 PER WK: 10 tl 15 tl 20 tl 25 tl 30 tl 35 tl
 AA 18.90 18.50 17.40 16.30 15.20 13.90
 A 14.80 14.40 13.30 12.20 11.10 10.00
 26 wk 17.30 16.10 15.10 14.20 13.10 12.10
 39 wk 15.70 14.70 13.70 12.80 11.90 11.00
 52 wk 14.30 13.30 12.50 11.70 10.90 10.00

30 SECONDS
 AA 15.90 14.80 13.90 13.00 12.10 11.10
 13 wk 14.70 13.80 12.90 12.10 11.20 10.30
 26 wk 13.80 12.90 12.10 11.40 10.50 9.70
 39 wk 12.60 11.80 11.00 10.20 9.50 8.80
 52 wk 11.40 10.70 10.00 9.40 8.70 8.10

A 12.70 11.90 11.10 10.50 9.70 9.00
 13 wk 11.80 11.10 10.40 9.70 9.00 8.30
 26 wk 11.10 10.30 9.70 9.00 8.40 7.80
 39 wk 10.20 9.40 8.80 8.30 7.60 7.10
 52 wk 9.10 8.60 8.00 7.50 7.00 6.50

1-minute and 30-seconds cross-combine to earn maxi-
 mum frequency. Each spot package stands alone.

However, advertisers may earn a higher frequency
 (13 wks, 26 wks, etc.) on subsequent orders pro-
 vided the schedules continue without interruption but
 no rebates are applicable on previous orders. Spot
 Packages subject to short rate.

8. PROGRAM TIME RATES

1x 50x 100x 150x 250x 500x
 1 hr. 143.50 138.20 134.10 128.70 123.30 114.30
 1/2 hr. 95.70 92.10 89.40 85.80 82.20 78.20
 1/4 hr. 63.80 61.40 59.60 57.20 54.80 50.80
 5 min. 31.90 30.70 29.80 28.60 27.40 25.40

Do not combine with packages for frequency.
9. PARTICIPATING PROGRAMS
 Cindy Hamilton Vignettes—1 per day rotating Mon
 thru Fri 10 am-3 pm, plus 15 1-min or 20 30-sec
 spots per wk:
 13 wk 26 wk 52 wk
 Per wk 290 270 225

WCKY

1929

CINCINNATI



An L. B. Wilson, Inc. Station
 Subscriber to the NAB Radio Code
 Media Code 4 236 1740 6.00
 L. B. Wilson, Inc., 501 Carew Tower, Cincinnati,
 Ohio 45202. Phone 513-241-6565.

1. PERSONNEL
 Exec. Vice-Pres.—Mrs. Jeanette Heinze.
 Vice-Pres. & Assoc. Gen'l Mgr.—Paul Miller.
 Sales Manager—Steve Kilias.

2. REPRESENTATIVES
 Blair Radio.

3. FACILITIES
 50,000 w.; 1530 kc. Directional—night only.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15% on net charges for time and talent.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
 Basic Rates: 20a, 21a, 21b, 22a, 23a, 24c, 25a, 26,
 27, 28a, 29a, 30, 32a.
 Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47e, 48, 50,
 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61b, 61c,
 62a, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Blair Represented Network.

TIME RATES
 ET 8/1/68—Rec'd 7/29/68.

AAA—Mon thru Fri 6-10 am.
 AA—Mon thru Fri 3-7 pm.
 A—Mon thru Fri 10 am-3 pm.
 B—Sat & Sun 6 am-7 pm.
 C—Daily after 7 pm.

6. SPOT ANNOUNCEMENTS
CLASS AAA
 WKLY: (t) 1 tl 5 tl 10 tl 15 tl 20 tl 30 tl
 1 min. 59 50 45 42 37 35 31
 20/30 sec. 46 40 36 33 30 28 25
 10 sec. 35 31 27 25 22 21 18

CLASS AA
 1 min. 53 46 40 38 34 32 28
 20/30 sec. 45 37 32 30 27 25 23
 10 sec. 32 28 25 23 21 19 17

CLASS A
 1 min. 46 37 33 30 27 24
 20/30 sec. 38 30 26 23 21 19
 10 sec. 27 23 20 18 16 (*)

CLASS B
 1 min. 41 34 30 28 24 22
 20/30 sec. 33 27 24 21 19 17
 10 sec. 24 20 18 16 14 12

CLASS C
 1 min. 36 20 26 23 20 17
 20/30 sec. 29 23 21 18 16 14
 10 sec. 20 18 16 14 12 10

(*) Specified position.
 (**) 14.50.

8. PROGRAM TIME RATES
5-MINUTE PROGRAMS
 PER WK: 1 tl 5 tl 10 tl 15 tl 20 tl 30 tl
 AAA 66 53 45 41 36
 AA 60 48 40 37 33
 A 48 40 34 30 26
 B 39 30 26 22 18
 C 38 28 24 21 17

DISCOUNTS
 52 wk—8%
 Newscasts, minutes, stationbreaks and ID's may be
 combined for frequency discounts.

WCLU

1965

COVINGTON, KY.

Media Code 4 236 1600 8.00
 WCLU Broadcasting Co., Inc., 1115 First National
 Bank Bldg., Fourth & Walnut Sts., Cincinnati,
 Ohio 45202. Phone 513-421-4950. Other office—
 135 W. 36th St., Covington, Ky. Phone 606-581-
 4950.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Irv Schwartz.

2. REPRESENTATIVES
 Adam Young Radio, Inc.
 Missouri, Kansas, Tennessee, Nebraska, Iowa—Mid-
 West Time Sales.

3. FACILITIES
 500 w. days; 1320 kc. Directional.
 Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION
 15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a,
 23b, 24b, 25a, 27, 28a, 28b, 29b, 33d.
 Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48,
 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60l,
 61c, 62b, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

Talent charges included in time costs are 20%
 thereof. Rates include 25% for production and
 service.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective April 1, 1965. (Card No. 1.)

Card received February 24, 1965.

Class AAA—8:00-9:00 am and 3:00-6:00 pm Mon
 thru Fri.

Class AA—9:00 am-3:00 pm Mon thru Fri; 6:00 am-
 6:00 pm Sat; noon-6:00 pm Sun

Class A—Before 8:00 am and after 6:00 pm Mon thru
 Sat; before noon Sun.

6. SPOT ANNOUNCEMENTS
FIXED POSITION
1 MINUTE
 Class Class Class
 AAA AA A
 1 tl. 20.00 15.00 10.00
 26 tl. 19.00 14.00 9.00
 52 tl. 18.00 13.00 8.00
 104 tl. 16.00 12.00 7.00
 156 tl. 14.00 10.00 6.00
 260 tl. 12.00 9.00 5.00

30 SECONDS
 1 tl. 15.00 11.25 7.50
 26 tl. 14.25 10.50 6.75
 52 tl. 13.50 9.75 6.00
 104 tl. 12.00 9.00 5.25
 156 tl. 10.50 7.50 4.50
 260 tl. 9.00 6.75 3.75

20 SECONDS
 1 tl. 12.00 9.00 6.00
 26 tl. 11.40 8.40 5.40
 52 tl. 10.80 7.80 4.80
 104 tl. 9.60 7.20 4.20
 156 tl. 8.40 6.00 3.60
 260 tl. 7.20 5.40 3.00

10 SECONDS
 1 tl. 6.00 4.50 3.00
 26 tl. 5.70 4.27 2.78
 52 tl. 5.40 4.05 2.70
 104 tl. 4.80 3.60 2.40
 156 tl. 4.20 3.15 2.10
 260 tl. 3.60 2.70 1.80

5 SECONDS
 1 tl. 3.0

Cincinnati—W C X L (FM)—Continued

1. PERSONNEL
Executive Director—Lester M. Smith.
General Manager—J. J. Steve Crane.
Sales Manager—Luther Strittmatter.
2. REPRESENTATIVES
Roger Coleman, Inc.
3. FACILITIES
ERP 32,000 w.; 105.1 mc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only; 10 day.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 20a, 23a, 24c, 33d.
Contracts: 40a, 41, 46, 51b.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 70a, 71a, 72.
AM facilities: WUBE.
TIME RATES
No. 3 Eff 8/1/68—Rec'd 9/4/68.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 9 am-midnight.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6-9 am.
6. SPOT ANNOUNCEMENTS
PER WK: CLASS AA
1 min: 9.50 8.00 6.50 5.50 5.00
30 sec: 8.50 7.00 5.50 4.50 4.00
CLASS A
1 min: 8.00 6.50 5.00 4.00 3.50
30 sec: 7.00 5.50 4.00 3.00 2.50
AA and A spots combinable for maximum weekly frequency.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—15%

WEBN (FM)

1967
CINCINNATI
GERT BUNCHEZ & ASSOCIATES
Media Code 4 236 1950 1.00
Frank Wood, 1050 Considine Ave., Cincinnati, Ohio.
45205. Phone 513-251-3000.
STATION'S PROGRAMMING DESCRIPTION
WEBN (FM): Programmed for young adults.
MUSIC 95%: devoted primarily to progressive rock and modern jazz. Progressive rock, 9:15 am-1 am.
M-Sun. Modern jazz 1 am-9:15 am. M-Sat. 1 am-8 am. Sun. NEWS: on hour and half hour 6-9 am.
Newscasts 4 pm, 5 pm, 6 pm, 9 pm & 12M.
COMMERCIAL POLICY: no more than 8 commercial messages per hour. Contact Representative for further details. Rec'd 7/7/69.
1. PERSONNEL
Owner—Frank Wood.
Program Director—Frank E. Wood.
Sales Manager—Richard Muth.
2. REPRESENTATIVES
Gert Bunchez and Associates.
3. FACILITIES
ERP 20,000 w (horiz.), 20,000 w. (vert.); 102.7 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only. Payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24a, 24c, 25a, 28a, 29b, 30, 33d.
Cancellation: 70c, 71a.
Prod. Services: 80, 82.
Member: Gert Bunchez & Associates Group.
TIME RATES
Eff 7/25/68—Rec'd 4/23/69.
AA—Mon thru Sun 4 pm-1 am.
A—Mon thru Sun 6 am-4 pm.
B—Mon thru Sun 1-6 am.
6. SPOT ANNOUNCEMENTS
PER WK: 1 11 7 11 13+
A 15.00 14.00 13.00
A 8.00 7.50 7.00
B: 1 min. flat. 5.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Spots in all time classifications combinable for frequency discounts.
CONSECUTIVE WEEK DISCOUNT
Any advertiser broadcasting at least 6 spots per wk:
26 wk—10% 52 wk—15%

WKRC-FM

1958
CINCINNATI
A Taft Station
Media Code 4 235 2100 2.00
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-421-1750
1. PERSONNEL
Division General Manager—John Lawrence, Jr.
Station Manager—John Soller.
Program Director—Ann C. Brown.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
ERP 10,000 w.; 101.9 mc.
Operating schedule: 24 hrs. daily. EST.
Antenna ht.: 880 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rates Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 24c, 25a, 27, 28a, 29b, 30, 31, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with American FM Network.
Member: The Groskin Group.
5% discount on any schedule for each additional Taft FM station purchased.
TIME RATES
Eff—Rec'd 6/15/67.
6. SPOT ANNOUNCEMENTS
1 min: 1x 15x 30x 60x 125x 250x 500x
14 13 12 11 10 9 8
8. PROGRAM TIME RATES
1 hr: 1x 15x 30x 60x 125x 250x 500x
98 93 88 84 80 76 72
1/2 hr: 74 70 67 64 61 58 55
5 min: 42 40 38 36 34 32 30

WKRC

1923
CINCINNATI
KATZ RADIO EAST
RAB
A Taft Station
Media Code 4 236 2040 0.00
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-421-1750. TWX 810-461-2809.
1. PERSONNEL
General Manager—Richard L. Bevington.
General Sales Manager—John J. Allonier.
Program Director—John E. Patton.
2. REPRESENTATIVES
Katz Radio East.
Taft Sta. Sales Offices: See Rep & S/O pages.
Canada—Andy McDermott Sales Ltd.

WJBI (FM)

The call letters of this station have been changed to:
WSAI-FM
WKRC
1923
CINCINNATI
KATZ RADIO EAST
RAB
A Taft Station
Media Code 4 236 2040 0.00
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-421-1750. TWX 810-461-2809.
1. PERSONNEL
General Manager—Richard L. Bevington.
General Sales Manager—John J. Allonier.
Program Director—John E. Patton.
2. REPRESENTATIVES
Katz Radio East.
Taft Sta. Sales Offices: See Rep & S/O pages.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.-days, 1,000 w. nights; 550 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% on net time charges only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 14b, 15d, 16.
Basic Rates: 20b, 23b, 24a, 25a, 30, 33a.
Contracts: 40a, 42a, 44a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with Katz Radio A.I.D. Plan.
TIME RATES
No. 3 Eff 4/1/69—Rec'd 3/6/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm.
B—Mon thru Sun 7-10 pm; Sun 6 am-7 pm.
C—Mon thru Sun 10 pm-5 am.
6. SPOT ANNOUNCEMENTS
PER WK, 1 MIN: 1 11 12 11 18 11 24 11
AAA 70 66 64 62 60
AA 48 44 42 40 38
A 45 41 39 37 35
B 35 33 31 29 27
C 30 28 26 24 22
10 sec: 50% of 1-min. May not help earn discounts for longer spots.
20/30 sec: 80% of 1-min. Not available 6-10 am & 4-6 pm.
Spots between classifications take the rates of the higher classification.
8. PROGRAM TIME RATES
10 min—200% of applicable 1-min rate.
5 min—125% of applicable 1-min rate.
10. SPECIAL FEATURES
NEWS & FEATURES
2-minute capsules (includes opening ID & 1-minute close—110% of applicable 1-min rate.
COMBINABILITY
All spots and 2-minute capsules may be cross-combined for discount purposes, except that 10-second spots may not be counted to earn discounts for longer spots or for 2-minute capsules.
All 2-minute capsules and program units may be cross-combined for discount purposes.
Spots and program units may not be cross-combined for discount purposes.

WKRC-FM

1958
CINCINNATI
A Taft Station
Media Code 4 235 2100 2.00
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-421-1750
1. PERSONNEL
Division General Manager—John Lawrence, Jr.
Station Manager—John Soller.
Program Director—Ann C. Brown.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
ERP 10,000 w.; 101.9 mc.
Operating schedule: 24 hrs. daily. EST.
Antenna ht.: 880 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rates Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 24c, 25a, 27, 28a, 29b, 30, 31, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with American FM Network.
Member: The Groskin Group.
5% discount on any schedule for each additional Taft FM station purchased.
TIME RATES
Eff—Rec'd 6/15/67.
6. SPOT ANNOUNCEMENTS
1 min: 1x 15x 30x 60x 125x 250x 500x
14 13 12 11 10 9 8
8. PROGRAM TIME RATES
1 hr: 1x 15x 30x 60x 125x 250x 500x
98 93 88 84 80 76 72
1/2 hr: 74 70 67 64 61 58 55
5 min: 42 40 38 36 34 32 30

WLV

1921
CINCINNATI
NBC Radio Network
AVCO RADIO SALES
Subscriber to the NAB Radio Code
Media Code 4 238 2160 6.00
Arco Broadcasting Corporation, 140 W. 9th St., Cincinnati, Ohio 45202. Phone 513-241-1822. TWX 513-577-1258.

WLV

1921
CINCINNATI
NBC Radio Network
AVCO RADIO SALES
Subscriber to the NAB Radio Code
Media Code 4 238 2160 6.00
Arco Broadcasting Corporation, 140 W. 9th St., Cincinnati, Ohio 45202. Phone 513-241-1822. TWX 513-577-1258.

WNOP

1948
NEWPORT, KY.
Media Code 4 236 2220 8.00
Tri-City Broadcasting Co., 606 Monmouth St., Newport, KY, 41071. Phone 581-7100.

1. PERSONNEL
Vice-Pres & Gen'l Mgr.—Charles K. Murdock, Jr.
General Sales Manager—William E. Miller.
Program Director—James Gallant.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
50,000 w.; 700 kc. Non-directional. Clear channel.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 28a, 32b.
Contracts: 40b, 41, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Rateholder: Minimum schedule of 100.00 per week.
Contracts accepted not more than 28 days in advance.
Affiliated with NBC.
TIME RATES
Eff 3/1/69—Rec'd 2/4/69.
7. PACKAGE PLANS
AAA—Mon thru Fri 6-9:30 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Sat 5-6 am; Mon thru Fri 9:30 am-3 pm; Sat 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 5 am-7 pm.
FREQUENCY PLANS—1 MINUTE
PER YR: PER WK: AAA AA A B
Fixed 1 11 100 90 70 40
26 x 3 11 75 65 50 30
52 x 6 11 70 63 48 28
104 x 9 11 65 58 45 26
156 x 12 11 60 54 42 24
208 x 15 11 55 49 38 22
312 x 18 11 50 45 34 20
520 x 24 11 45 40 31 18
780 x 30 11 40 36 28 16
1040 x 36 11 35 32 24 14
1560 x 48 11 30 27 14
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
*CONVERTIBLE DEBENTURE PLANS
PR WK, 1 MIN: Per wk
3 11 (AAAA, 2AA) 190
6 11 (3AAA, 2AA, 1A) 350
9 11 (4AAA, 2AA, 1B) 475
12 11 (5AAA, 3AA, 1B) 600
15 11 (6AAA, 4AA, 3A, 2B) 700
18 11 (7AAA, 5AA, 3A, 2B) 800
21 11 (8AAA, 6AA, 3A, 2B) 900
24 11 (9AAA, 7AA, 4A, 4B) 950
30 11 (11AAA, 7AA, 4A, 5B) 1050
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of length, combine for discounts.
(*) Conversion: Higher to lower class; each AAA and/or AA spot equal to 2 A. Each A spot equal to 2 B spots. Lower to higher class: 3 spots of lower class equal to 2 of next higher class.
Either Frequency Plan spots may be added to Convertible Debenture Plans at applicable either Frequency Plan rates corresponding to Convertible Debenture Plan purchased, and are fully convertible.
8. PROGRAM TIME RATES
A—Mon thru Sat 6 am-7 pm; Sun 7 am-7 pm.
CLASS A
1/2 hr: 1x 13x 26x 52x 104x 156x 260x 312x
1/4 hr: 475 450 425 400 375 350 250
10 min: 225 214 202 190 180 158 146 124
5 min: 175 168 158 150 140 124 114 98
10. SPECIAL FEATURES
NEWS
At :30 Mon thru Sat 6 am-11 pm, rotating. 40% traffic, 40% day, 20% night. 15 11 25 11 50 11 75 11
Per wk: 630 900 1650 2450
WEEKEND NEWS
1:30 pm Sat-9:30 pm Sun, 15 per wk. 400
HELICOPTER TRAFFIC REPORTS
Mon thru Fri 7:30, 8:40 am & 4:10-5:40 pm, rotating and equally distributed between AM and PM traffic times.
6 11 10 11 20 11 30 11
Per wk: 420 600 1000 1260
AGRI-NEWS FEATURES
Mon thru Sat at :10, :20, :40, :50. 3 11 6 11
PER WK, EA:
Mon thru Sat 5-6 am: 55 50
Mon thru Sat 6-7 am: 55 50
Mon thru Fri 11 am-noon: 75 70
Sat noon-12:30 pm: 75 70
News, Helicopter Traffic Reports, 50-50 Club and Agri-News spots may count toward numerical requirements for either Frequency or Convertible Debenture Plans but do not, themselves, earn further discounts under either Frequency or Convertible Debenture Plans.
CONSECUTIVE WEEK DISCOUNTS
26 wk—5% 52 wk—10%
Do not apply to Frequency or Convertible Debenture Plans.
Minimum weekly expenditure required, 100.00.

WPFB-FM

1959
MIDDLETOWN
RAB
(THIS IS A PAID DUPLICATE OF THE LISTING APPEARING UNDER Hamilton-Middletown, Ohio.)
Media Code 4 326 5221 3.00
WPFB, Inc., 4505 Central Ave., Middletown, Ohio, 45042. Phone 513-422-3525.
STATION'S PROGRAMMING DESCRIPTION
WPFB-FM: Programmed for adults and young adults.
MUSIC: 90% of air time. General popular music, 90% standards. NEWS: 2 min, 15 before and after hour, plus expanded news, stock markets, Radio News International reports, weather, local area reports. 7:30-8:30 am, noon-12:30 pm, 5-6 pm.
SPORTS: area college and high school football and basketball, professional basketball and baseball. Auto racing: national USAC and NASCAR sanctioned races. Horse race results from major tracks, 1:50 pm, 20 after and 10 before hour, wrap-up 6:50 pm. Contact Representative for further details. Rec'd 4/28/69.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul F. Braden.
Vice-Pres. Sales—Joseph H. LeMoine.
Vice-Pres. & Sta. Mgr.—Ray Iglehart, Jr.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 50,000 w. (horiz. & vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24c, 26, 28c.
Contracts: 40a, 41, 45, 46, 47a, 48.
Cancellation: 73, 73a.
Prod. Services: 80.
Affiliated with Major Market FM Network.
TIME RATES
Eff 1/1/67—Rec'd 12/5/66.
7. PACKAGE PLANS
WEEKLY PACKAGES
(1 minute or less)
1 11 12.00 15 11 10.50
5 11 11.50 20+ 11 10.00
10 11 11.00
8. PROGRAM TIME RATES
1/2 hr: 70 1/4 hr: 48
All rates are flat. No further discounts. (D)
(Cincinnati continued on next page)

WPFB-FM

1959
MIDDLETOWN
RAB
(THIS IS A PAID DUPLICATE OF THE LISTING APPEARING UNDER Hamilton-Middletown, Ohio.)
Media Code 4 326 5221 3.00
WPFB, Inc., 4505 Central Ave., Middletown, Ohio, 45042. Phone 513-422-3525.
STATION'S PROGRAMMING DESCRIPTION
WPFB-FM: Programmed for adults and young adults.
MUSIC: 90% of air time. General popular music, 90% standards. NEWS: 2 min, 15 before and after hour, plus expanded news, stock markets, Radio News International reports, weather, local area reports. 7:30-8:30 am, noon-12:30 pm, 5-6 pm.
SPORTS: area college and high school football and basketball, professional basketball and baseball. Auto racing: national USAC and NASCAR sanctioned races. Horse race results from major tracks, 1:50 pm, 20 after and 10 before hour, wrap-up 6:50 pm. Contact Representative for further details. Rec'd 4/28/69.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul F. Braden.
Vice-Pres. Sales—Joseph H. LeMoine.
Vice-Pres. & Sta. Mgr.—Ray Iglehart, Jr.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 50,000 w. (horiz. & vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24c, 26, 28c.
Contracts: 40a, 41, 45, 46, 47a, 48.
Cancellation: 73, 73a.
Prod. Services: 80.
Affiliated with Major Market FM Network.
TIME RATES
Eff 1/1/67—Rec'd 12/5/66.
7. PACKAGE PLANS
WEEKLY PACKAGES
(1 minute or less)
1 11 12.00 15 11 10.50
5 11 11.50 20+ 11 10.00
10 11 11.00
8. PROGRAM TIME RATES
1/2 hr: 70 1/4 hr: 48
All rates are flat. No further discounts. (D)
(Cincinnati continued on next page)

WNOP

1948
NEWPORT, KY.
Media Code 4 236 2220 8.00
Tri-City Broadcasting Co., 606 Monmouth St., Newport, KY, 41071. Phone 581-7100.

WNOP

1948
NEWPORT, KY.
Media Code 4 236 2220 8.00
Tri-City Broadcasting Co., 606 Monmouth St., Newport, KY, 41071. Phone 581-7100.

OHIO

Cincinnati—Continued

WSAI
1923
CINCINNATI



METRO RADIO SALES

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2340 4.00
Pacific & Southern Co., Inc., W. 8th St. & Matson
Pl., Cincinnati, Ohio 45204. Phone 513-251-5700.
Telex 21-4178.

- PERSONNEL**
President—Arthur H. McCoy.
Vice-President—Kent Burkhardt.
General Manager—Jack G. Carnegie.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b,
30, 33a.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.: Cont. Discounts: 60a, 60b, 62d.
Cancellation: 70a, 70b, 71a, 73a.
Prod. Services: 81.

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 12 weeks from the effective date of any increase in these rates provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

No. B Eff 7/15/69—Rec'd 7/7/69.
AA—Mon thru Fri 6-10 am; Mon thru Sat 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sat 6 am-3 pm.
B—Mon thru Fri 10 am-3 pm; Sun 9 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	1 m	6 ti	12 ti	18 ti 24 ti
1 min.	55	50	48	45 44
30 sec.	44	40	38	37 35
10 sec.	33	30	29	28 26

PER WK:	CLASS A			
	1 m	6 ti	12 ti	18 ti 24 ti
1 min.	48	46	42	40 38
30 sec.	38	37	34	32 30
10 sec.	29	28	25	24 23

PER WK:	CLASS B			
	1 m	6 ti	12 ti	18 ti 24 ti
1 min.	42	40	38	34
30 sec.	36	34	32	30 27
10 sec.	27	25	24	23 20

7. PACKAGE PLANS

AM DRIVETIME SPECIALS
(Rotating Mon thru Fri 6-10 am)

PER WK, FLAT:	10 ti	15 ti	20 ti
1 min.	45	40	35
30 sec.	36	32	28
10 sec.	27	24	21

HOUSEWIFE SPECIALS
(Rotating Mon thru Fri 10 am-3 pm)

PER WK, FLAT:	15 ti	20 ti	30 ti
1 min.	35	32	30
30 sec.	28	26	24
10 sec.	21	19	18

Specials combine and contribute to face of card rates to earn weekly frequency discounts, and combine with each other, in part or fully, as long as applicable unit cost applies. Flat rates do not earn 52 consecutive week discount. Fully preemptible for face of card advertisers.
30 day rate protection only.

FREQUENCY COMBINATION
Minutes, 20/30 seconds and 1/2 min may combine to earn weekly frequency discounts.
CONSECUTIVE WEEK DISCOUNT
52 wk—5%. Applied as earned.
Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts.

WSAI-FM
(formerly WJBI (FM))
1953
CINCINNATI



RAB NAFIMB

Subscriber to the NAB Radio Code
Media Code 4 236 2341 2.00
Pacific & Southern Co., Inc., W. 8th St. & Matson
Pl., Cincinnati, Ohio 45204. Phone 513-251-5700.

- PERSONNEL**
President—Arthur H. McCoy.
Vice-President—Kent Burkhardt.
General Manager—Jack G. Carnegie.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
ERP 34,000 w. (horiz.), 9,400 w. (vert.); 94.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.—550 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40c, 46, 48.
Comb.: Cont. Discounts: 60b, 60c, 60k, 61a, 61b, 61c.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with American Information Network.

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 7/1/68—Rec'd 6/5/68.
AA—Daily 9-11 pm.
A—Daily 7 am-3 pm.
B—Daily 11 pm-7 am rates on request.

WSAI

STANDS ALONE!

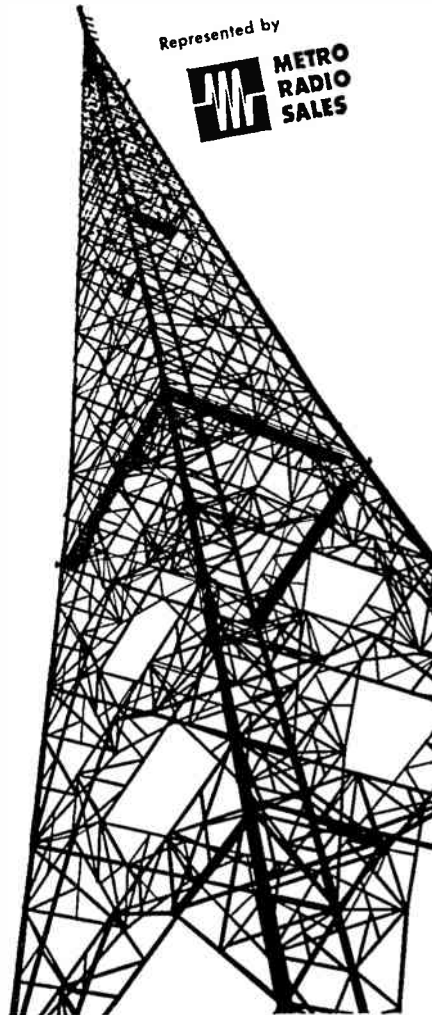
WSAI is Cincinnati's ONLY
Contemporary Music station.

Pulse and ARB agree:
WSAI ranks No. 1
in Men and Women 18-34,
6 AM-Mid., M-F*

*Pulse, Cincinnati & Hamilton-Middletown
8-County Metro areas, avg. 1/4-hr. audience,
Jan.-March 1969, ARB, April-May, 1969. Audi-
ence data subject to qualifications set forth
in said report.

A Pacific & Southern
Broadcasting Co. Station

Represented by



- SPOT ANNOUNCEMENTS**
1 MIN: 1x 6x 12x 18x 24x
AA 15 12 10 8 7
A 12 10 8 7 6
30 sec or less: 80% of applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—20%
- SPECIAL FEATURES**
NEWS AND OTHER FEATURES
2.00 premium over applicable 1-min.

WUBE
1922
CINCINNATI



RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2400 6.00
Seattle, Portland & Spokane Radio, Box 1232, Cin-
cinnati, Ohio 45201. Phone 513-621-6960.
STATION'S PROGRAMMING DESCRIPTION
WUBE: Programmed for adults.
MUSIC: modern country and western music 24 hours
every day. Emceed by 7 disc jockey personalities.
NEWS: network news on hour, 3 man local news
staff presents local and tri-state news plus sports
and weather on half hour. Country music-entertain-
ment portion is 80%. News policy is 50% world
and national, 30% local and regional, 10% sports
and 10% weather. Personalities available for remote
pickups from shopping centers, state fairs, etc. Con-
tact Representative for further details. Rec'd 6/13/69.

- PERSONNEL**
Executive Director—Lester M. Smith.
General Manager—J. J. Steve Crane.
Sales Manager—Luther Strittmatter.
- REPRESENTATIVES**
McGavren-Guld—PGW Radio, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 24a, 24b, 24c, 25b, 27, 28c,
29a, 29b, 32b, 35a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50,
51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WCXL (FM).
Affiliated with American Information Network.

TIME RATES

No. 5-N Eff 5/1/69—Rec'd 5/29/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun 6 am-mid-
night.
C—Mon thru Sun midnight-6 am.

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	24	21	19	16	13
A	20	18	16	14	12
B	18	16	14	12	10
C	13	12	11	10	8

PER WK:	12 ti	18 ti	24 ti
1 min.	15	12	10
30 sec: 80% of 1-min.	10	8	7

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WZIP
1947
CINCINNATI



SAVALLI/GATES
INCORPORATED

Modern Country Music



RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2460 0.00
Zanesville Publishing Co., 400 Oak St., Vernon
Manor Hotel, Cincinnati, Ohio 45219. Phone 513-
221-5100.

STATION'S PROGRAMMING DESCRIPTION
WZIP: Programmed for adults.
MUSIC: modern country, 6 air personalities handle
all segments. SPORTS: live local and regional high
school and college football and basketball, horse
racing and sports car racing. NEWS: local news at
:55, network news at :30, 3 mobile units. Personal-
ities available for remote pick-ups from shopping cen-
ters and fairs. Contact Representative for further
details. Rec'd 7/29/68.

- PERSONNEL**
General Manager—Henry C. Goldman.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM
operational hours. For non-simulcast facilities see
WZIP-FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a,
28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a,
51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 19 Eff 12/1/67—Rec'd 11/16/67.
AA—Mon thru Fri 6-10 am & 3-6 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 20/30 1 min 20/30
1 ti 20 16 18 14
10 ti 18 14 16 13
20+ 16 13 14 11
10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
1/4 hr 25 min 1/2 hr 1 hr
1 x 50 70 80 100
DISCOUNTS
- 52 wk—10%
- SPECIAL FEATURES**
5-min news—1-1/2 x 1-min.

WZIP-FM
1964
CINCINNATI



Subscriber to the NAB Radio Code
Media Code 4 236 2461 8.00
Zanesville Publishing Company, Vernon Manor Hotel,
400 Oak St., Cincinnati, Ohio 45219. Phone 513-
221-5100.

- PERSONNEL**
General Manager—Henry C. Goldman.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 70,000 w.; 92.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately
local sunset-midnight. For simulcast facilities see
WZIP.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a,
28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a,
51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 2 Eff 12/1/67—Rec'd 11/24/67.
6. SPOT ANNOUNCEMENTS
1 min. 7.00 6.50 6.00 5.50 5.00 4.50 4.00
20/30 5.60 5.20 4.80 4.40 4.00 3.60 3.20
10 sec: 50% of earned 1-min.

7. PACKAGE PLANS

PER WK:	1x	13x	26x	52x	104x	156x	260x
1 hr.	58.00	52.00	48.00	44.00	40.00	36.00	32.00
1/2 hr.	44.00	41.00	38.00	35.00	32.00	28.00	25.00
15 min.	30.20	28.00	26.00	24.00	22.00	20.00	18.00
1/4 hr.	28.00	26.00	24.00	22.00	20.00	18.00	16.00

10. SPECIAL FEATURES

5 min news—1-1/2 x 1-min.

CIRCLEVILLE

Pickaway County—Map Location D-7
See SRDS consumer market map and data at begin-
ning of the State.

WNRE (FM)

Media Code 4 236 2480 8.00
Circleville Broadcasting Co., Inc., 119-1/2 S. Court
St., Circleville, Ohio 43113. Phone 614-474-3344.

- PERSONNEL**
Sta. & Gen'l Mgr.—Nelson R. Embrey, II.
Sales Manager—Jerry Leist.
Program Director—Virginia Walters (Mrs.).
- FACILITIES**
ERP 9,000 w.; 107.1 mc.
Operating schedule: 5:55 am-11 pm. EST.
Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24b, 29a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 49,
51a.
Comb.: Cont. Discounts: 60b, 61c.
Cancellation: 70b, 70e, 71a, 72.
Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME

ET 10/1/65—Rec'd 11/6/67.

- SPOT ANNOUNCEMENTS**
1 min 3.50 3.00 2.50
13 x 3.40 2.90 2.40
26 x 3.30 2.80 2.20
52 x 3.20 2.70 2.20
104 x 3.10 2.60 2.10
156 x 3.00 2.50 2.00
208 x 2.90 2.40 1.90
260 x 2.80 2.30 1.80
312 x 2.70 2.20 1.70
365 x 2.60 2.15 1.60
520 x 2.50 2.00 1.50
1000 x 2.25 1.75 1.25
2000 x 2.00 1.50 1.00
- PACKAGE PLANS**
FOURTEENTHLY RATES—ROS
30 ti 2.60 2.10 1.60
40 ti 2.35 1.85 1.35
50 ti 2.10 1.60 1.10
Firm time, extra per spot 1.00.
- PROGRAM TIME RATES**
PER WK: 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 50.00 34.00 19.00 11.00 8.00
13 x 47.00 32.00 18.00 10.50 7.50
26 x 44.00 30.00 17.00 10.00 7.00
52 x 41.00 28.00 16.00 9.50 6.50
104 x 38.00 26.00 15.00 9.00 6.00
156 x 35.00 24.00 14.00 8.50 5.50
208 x 32.00 22.00 13.00 8.00 5.00
260 x 31.00 20.00 12.00 7.50 4.50
312 x 29.00 18.00 11.00 7.00 4.00
365 x 26.00 16.00 10.00 6.50 3.50

10. SPECIAL FEATURES

Newscastrs—Each extra 1.00.

CLEVELAND (9 AM; 11 FM)

(including Cleveland Heights, Willoughby)

Cuyahoga County—Map Location F-4

Lake County—Map Location 9-3

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WABQ
1947
CLEVELAND



**BERNARD HOWARD
& CO., INC.**

Independent Negro

A Booth Owned Station

Media Code 4 236 2520 1.00
Booth Broadcasting Co., 2644 St. Clair Ave., Cleveland, Ohio 44114. Phone 216-241-7555

STATION'S PROGRAMMING DESCRIPTION

WABQ: Programmed for Negro.
MUSIC: sign-on-10 am rhythm and blues. 10-11 am gospel. 11 am-noon telephone talk show, 2 air personalities, and telephone calls from listeners. Noon-sign-off rhythm and blues. NEWS: 3 man news department. 4 news reports per hour between 7 am & 9 am and 4 pm & 6 pm. Other times headlines 15 past hour, newscasts 40 past hour. Sports show 5 min 5-5:30 pm. Special sporting events: Indy 500, Fire Cracker 400, Southern 500. Heavy emphasis in community involvement. Contact Representative for further details. Rec'd 11/13/67.

1. PERSONNEL
President—John L. Booth.
General Manager—John N. Jay.
Program Director—Curt Shaw.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 71a, 73a.

TIME RATES
Est 7/1/68—Rec'd 7/11/68.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	260x	312x	520x
1 min	20	19	18	17	14
30 sec	15	14	13	12	11

1-minute and 30-second spots may be combined for frequency.

7. PACKAGE PLANS
WEEKLY PACKAGE PLANS—ROS
PER WK: 6 tt 12 tt 24 tt 30 tt 36 tt
1 min..... 14.00 13.50 13.00 12.50 12.00
30 sec..... 11.00 10.70 10.20 9.80 9.50

8. PROGRAM TIME RATES

1x	52x	156x	260x	312x
30 min	125	115	105	95
15 min	75	69	63	57

10. SPECIAL FEATURES

1x	52x	156x	260x	312x	520x
News	25	24	23	22	18
Memo Pad	25	24	23	22	18

WCJW (FM)
1948
CLEVELAND

ata Alan Torbet
Associates, Inc.

Country Music

NAB RAB NIA FIMB

Subscriber to the NAB Radio Code

Media Code 4 236 2550 8.00
Storer Broadcasting Co., 118 St. Clair Ave., N. E., Cleveland, Ohio 44114. Phone 216-781-8500. TWX 810-421-8315.

1. PERSONNEL
General Manager—Charles Renwick.
Sales Manager—James Skelly.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Storer Stations Sales Offices: See Rep & S/O pages.

3. FACILITIES
ERP 12,000 w. (horiz.), 12,000 w. (vert.); 104.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 630 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 2 EST 2/15/69—Rec'd 2/26/69.

7. PACKAGE PLANS

PER WK, EA:	1 tt	10 tt	20+
1 min	10	8	6
30 sec	75% of 1-min.	10 sec	50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
Ea	65	40	24

Spots and programs may not be combined for frequency discounts.

10. SPECIAL FEATURES
Newscasts at :60—1.2x 1-min. Includes open and close and 1-minute spot.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WCLV (FM)
1961
CLEVELAND



**HERBERT E. GROSKIN
& COMPANY**

Media Code 4 236 2580 5.00
Radio Seaway Incorporated, Penthouse East, Terminal Tower, Cleveland, Ohio 44113. Phone 216-241-0900.

STATION'S PROGRAMMING DESCRIPTION

WCLV (FM): Programmed for adults.
Plus arts programming: serious music 75%, folk music and original cast albums 15%, news, drama discussion, spoken word 10%. NEWS: 2 am, 6 am, 7:15 am, 8 am, noon, 6:30 pm, 11 pm. Length and content determined by complexity of news. In-concert broadcasts by 5 American orchestras, from world music festivals and foreign broadcasting systems. In-concert broadcasts from local universities and other local sources. Folk music, showtunes, comedy records 10:30 pm Fri-1 am Sat, 10:10 pm Sat-1 am Sun.
COMMERCIAL POLICY 6 minutes participating; 4 minutes sponsored. Contact Representative for further details. Rec'd 6/25/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. K. Patrick
Vice-Pres. Program & Operations—Robert Conrad.
Sales Manager—William Glesse.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES

ERP 27,000 w. (horiz.), 27,000 w. (vert.); 95.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
15/0. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 21b, 24c, 25a, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: The Groskin Group.

OHIO

Maximum of 6 minutes commercial copy in any given 1 hour period. Singing commercials not accepted. Minimum protection of 30 minutes guaranteed between competing advertisers.

Length of commercial copy in sponsored programs:
1 hr.....4:30 min 1/4 hr.....1:15 min
1/2 hr.....3:30 min 5 min.....1:00 min

TIME RATES

Est—Rec'd 12/11/67.

6. SPOT ANNOUNCEMENTS

1x	15x	30x	60x	125x	250x	500x
1 min	20	19	18	17	16	15

8. PROGRAM TIME RATES

1x	15x	30x	60x	125x	250x	500x
1 hr	140	133	126	120	114	108
1/2 hr	105	100	95	90	86	82
5 min	69	66	63	60	58	56

WCUY (FM)

1947

CLEVELAND HEIGHTS

Media Code 4 236 2640 7.00
Friendly Broadcasting Co., 2156 Lee Rd., Cleveland, Ohio 44118. Phone 216-371-3534.

1. PERSONNEL
President—Richard Eaton.
General Manager—Don Bruok.
Operations Manager—Ray Allen.

2. REPRESENTATIVES
UBC Sales, Inc.
Dallas—Mario Messina Company.

3. FACILITIES
ERP 27,000 w.; 92.5 mc.
Operating schedule: 7:00-1:00 am. EST, DST.
Antenna ht.: 234 ft. above average terrain.

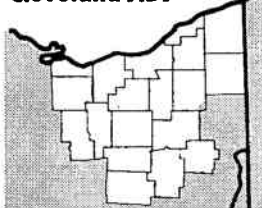
4. AGENCY COMMISSION
15/0 time only; 10 days.

(This listing continued on next page)

Nielsen indicates most product distribution areas now parallel the dominant local television stations area of influence.

Here's How You Can Cover More of the Cleveland Area of Dominant Influence with Your Spot Radio Buy!

Cleveland ADI



19 Counties ...

4.28 million people
1.28 million homes
7.3 billion dollars
retail sales

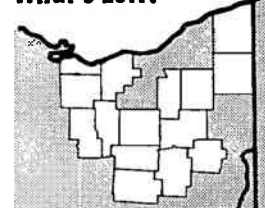
Add Cleveland Radio's 20% Household Coverage



4 Counties ...

2 million people
.64 million homes
3.8 billion dollars
retail sales

What's Left?

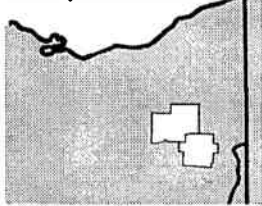


15 Counties ...

2.18 million people
.64 million homes
3.4 billion dollars
retail sales

What's the Best Way to Cover the Rest of the Cleveland ADI? See for Yourself:

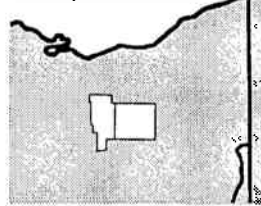
Station D (20% penetration)



Add 2 Counties ...

1/3 million people
1/10 million homes
.5 billion dollars
retail sales

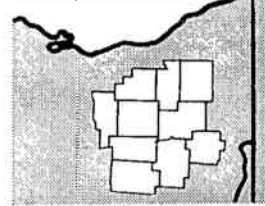
Stations B & C (20% penetration)



Add 2 Counties ...

2/3 million people
1/5 million homes
1 billion dollars
retail sales

WHLO (20% penetration)



Adds 10 Counties ...

1.4 million people
.41 million homes
2.2 billion dollars
retail sales

Sources: Circulation Pulse '68, Ohio 20% penetration SRDS CM Data 1-1-69

WHLO Captures 2/3 of the counties in Cleveland's ADI radio Stations do not normally reach. Call your EastMAN for the details on the big one in Akron ...

WHLO/640
Akron

OHIO

Cleveland—W C U Y (FM)—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12c, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a,
24c, 25a, 25c, 29a, 29b, 31, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60l, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1962. (Card No. 2.)
*Rates received November 6, 1962.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
10 ID's	9.00	7.00	5.00
13 1/2	8.50	6.40	4.50
26 1/2	8.00	5.80	4.00
52 1/2	7.50	5.20	3.50
104 1/2	7.00	4.60	3.00
208 1/2	6.50	4.00	2.50
312 1/2	6.00	3.40	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 1/2	60.00	35.00	20.00
13 1/2	57.50	32.50	17.50
26 1/2	55.00	30.00	15.00
52 1/2	52.50	27.50	12.50

Frequency discounts are based on number of broadcasts used during a 52 week period.

10. SPECIAL FEATURES

News casts: 5-minute programs at :55.
Two 1 minute announcements..... 20.00

W D B N (FM)

1950

CITY OF LICENSE
MEDINA

NAB

NAB FIMB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Medina, Ohio.)
Media Code 4 236 2700 9.00

WDBN, Inc., 1715 Euclid Ave., Cleveland, Ohio 44115. Phone 216-621-0031.

1. PERSONNEL

Pres. & Prog. Dir.—Robert McBride Miller.
Vice-Pres. & Gen'l Mgr.—John R. Linn.
Vice-Pres., Prod.—Jeff Baxter.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION

15/0 on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 14a.
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.
Contracts: 40a, 42b, 44a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60l, 61c, 62d.
Cancellation: 70a, 71a, 72.
Prod. Services: 80.

TIME RATES

No. 4 ET 10/1/62—Rec'd 9/27/68.
AA—Daily 6-10 am & 3-7 pm.
B—Daily 9 pm-midnight.
C—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK.	CLASS AA		CLASS B	
	1 min	20/30	1 min	20/30
EA:	33	28	24	20
1 1/2	31	25	22	19
6 1/2	29	23	20	18
12 1/2	27	22	19	17
18 1/2	25	20	18	16
24 1/2	23	18	16	14

Class C: 50% of B rates.

7. PACKAGE PLANS

PER WK. EA:	DAYTIME PACKAGE	
	1 min	20/30
6 1/2 (3AA, 3A)	27	22
12 1/2 (6AA, 6A)	25	20
18 1/2 (9AA, 9A)	23	18
24 1/2 (12AA, 12A)	21	17

PER WK. EA:	TOTAL AUDIENCE PACKAGE	
	1 min	20/30
6 1/2 (2AA, 2A, 2B)	24	19
12 1/2 (4AA, 4A, 4B)	22	18
18 1/2 (6AA, 6A, 6B)	20	16
24 1/2 (8AA, 8A, 8B)	19	15

PER WK. EA:	ANNUAL TOTAL AUDIENCE PLAN	
	1 min	20/30
500 x (1/3AA, 1/2A, 1/3B)	19	15
1000 x (1/3AA, 1/3A, 1/3B)	16	13

CONSECUTIVE WEEKS DISCOUNT
52 wk—10%. Not applicable to Annual Plan.

(D-2)

W D O K (FM)

1954

CLEVELAND

The Eastman Station

NAB FIMB

Media Code 4 236 2760 3.00
Westchester Corp., 3940 Euclid Ave., Cleveland, Ohio 44115. Phone 216-391-1260.

STATION'S PROGRAMMING DESCRIPTION

W D O K (FM): Programmed for adults.
MUSIC: 90% standards, 10% show tunes by large string orchestras and standard vocalists. NEWS: at 7, 8 & 9 am, noon, 4, 5, 6 & 7 pm. Stock market reports at 7:30 am & 5:30 pm. Personality available for special events. COMMERCIAL POLICY: 8 commercial minutes per hour maximum. Contact Representative for further details. Rec'd 11/8/68.

1. PERSONNEL

General Manager—Norman Wain.
General Sales Manager—Joseph T. Zingales.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 485 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL RATE POLICY

AM facilities: WIXY.
Sold in combination with WIXY. See that listing for rates.

TIME RATES

No. 1 ET 7/1/69—Rec'd 7/9/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sun 9 am-midnight; Sun 9 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I			
	1 1/2	12 1/2	18 1/2	24 1/2
1 min.	40	35	30	27
30/20 sec.	32	28	24	20
10 sec.	24	21	18	15

PER WK:	SECTION II			
	1 1/2	12 1/2	18 1/2	24 1/2
1 min.	35	30	28	25
30/20 sec.	28	24	23	20
10 sec.	21	18	17	15

PER WK:	SECTION III			
	1 1/2	12 1/2	18 1/2	24 1/2
1 min.	30	26	22	20
30/20 sec.	24	21	18	15
10 sec.	18	16	14	11

(* Fixed position.)

CONSECUTIVE WEEK DISCOUNT

52 wk—5%
RATEHOLDER
Minimum wky sched of 6 1-min spots 6 am-mid Mon thru Sun necessary to maintain consec wk advertising.

WELW

1965

WILLOUGHBY

RAB

Subscriber to the NAB Radio Code

Media Code 4 236 2790 0.00
Radio 1330 Inc., 86913 Stevens Blvd., Willoughby, Ohio 44094. Phone 216-946-1330.

1. PERSONNEL

President—Laurence Goldstein.
Vice-Pres. & Gen'l Mgr.—Kenneth L. Otstot.

3. FACILITIES

500 w.; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. EST. DST.

4. AGENCY COMMISSION

15/0; payable in 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 25a, 24b, 25a, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 45, 51a.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. Q-2 ET 6/1/66—Rec'd 11/14/67.

6. SPOT ANNOUNCEMENTS

PER WK:	BULK ADVERTISING			
	15x	52x	104x	250x
1 min.	10.00	9.00	8.00	7.00
30 sec.	6.00	5.50	4.95	4.40

7. PACKAGE PLANS

PER WK:	WEEKLY SATURATION			
	10 1/2	20 1/2	30 1/2	60 1/2
1 min.	8.00	7.00	6.00	5.00
30 sec.	4.95	4.40	3.85	3.30

PER WK:	QUARTERLY CONTRACT—4 CONSECUTIVE QUARTERS		
	65 1/2	125 1/2	250 1/2
1 min.	8.00	7.00	6.00
30 sec.	4.95	4.40	3.85

ANNUAL CONTRACT—52 CONSECUTIVE WEEKS
PER WK: 5 1/2 10 1/2 20 1/2 50 1/2
1 min. 7.00 6.00 5.00 4.00
30 sec. 4.40 3.85 3.30 2.75

Guaranteed, fixed position, extra 10%.
1-minute and 30-second spots may be combined for maximum discount.

10. SPECIAL FEATURES

News casts, Sports casts, Instant Sports—Applicable 1-minute rate plus 2.00.

WERE

1949

CLEVELAND

CBS Radio Network

CBS RADIO SPOT SALES

Represented by

NAB

Subscriber to the NAB Radio Code

Media Code 4 236 2820 5.00
Cleveland Broadcasting, Inc., 1500 Chester Ave., Cleveland, Ohio 44114. Phone 216-696-1300.

STATION'S PROGRAMMING DESCRIPTION

WERE: Programmed primarily for adults.
80% talk, 20% music. Audience telephone participation programs, including information exchange, household hints, personal comment, panel discussions with telephone questions, local documentaries, guest interviews. 3-1/2 hour news and information program 4-7:30 pm. NEWS: emphasis on local news and documentaries, plus network news and specials, helicopter traffic reports, business and stock market news, theater, film, book, and TV reviews. SPORTS: year-round, pro and college football, professional football and baseball, local basketball, bowling, and golf. Sports call-in program. MUSIC: middle-of-the-road, popular and standards, with Sun evening jazz, classics, and spoken word. Sun morning nationality programs. Contact Representative for further details. Rec'd 2/2/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ed Paul.
Program Director—Bob West.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

5,000 w., 1300 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 25a, 27, 28a, 29a.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 50, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

No. 14 ET 2/15/69—Rec'd 1/15/69

A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm.
C—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE			
	5 1/2	10 1/2	15 1/2	20 1/2
A	55	53	52	51
B	45	43	42	41
C	22	21	20	19

PER MO:	1 MINUTE			
	20 1/2	40 1/2	60 1/2	80 1/2
A	51	50	49	48
B	41	40	39	38
C	19	18	17	16

7. PACKAGE PLANS

MAXIMUM IMPACT PLAN
PER WK: 5 Plan (2A, 2B, 1C)..... 180
10 Plan (5A, 5B, 2C)..... 320
15 Plan (7A, 5B, 3C)..... 435
20 Plan (10A, 5B, 5C)..... 560
20/30 sec: 75% of 1-min. ID's: 50% of 1-min.
Rates are combinable. Percentages rounded to nearest dollar.

8. PROGRAM TIME RATES

PER WK:	5 MINUTES			
	5 1/2	10 1/2	15 1/2	20 1/2
A	90	87	86	84
B	75	70	69	68
C	45	40	37	35

PER MO:	5 MINUTES			
	20 1/2	40 1/2	60 1/2	80 1/2
A	84	82	81	79
B	69	65	64	63
C	35	33	32	30

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

WERE-FM

1948

CLEVELAND

Media Code 4 236 2821 3.00
Cleveland Broadcasting, Inc., 1500 Chester Ave., Cleveland, Ohio 44114. Phone 216-696-1300.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ed Paul.
Program Director—Bob West.

2. REPRESENTATIVES

CBS/FM National Sales.

3. FACILITIES

ERP 40,000 w.; 98.5 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 625 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 25a, 27, 28a, 29a.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 50, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 6

W H K
1921
CLEVELAND
Metromedia Radio
Independent



METRO RADIO SALES



Media Code 4 236 2940 1.00
Metromedia Radio, A Metromedia Company, 5000
Euclid Ave., Cleveland, Ohio 44103. Phone 216-
391-5000. TWX 216-574-9930.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ken Gaines.
General Sales Manager—Richard Bremkamp.
Program Director—Jerry Lee.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
5,000 w.; 1420 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast midnight-8
am. For non-simulcast facilities see WMMs (FM).
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a,
25a, 25c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60g, 61a, 61b, 61c,
62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Rates quoted herein, are guaranteed for a period
of 13 weeks from the effective date of any increase
in these rates, provided that advertising equalling a
weekly expenditure of 100.00 is actually running at
the time of effective date of increase, and providing
that these broadcasts continue without interruption
during rate protection period.
FM facilities: WMMs (FM).

NATIONAL AND LOCAL RATES SAME
Rates effective April 1, 1965. (Card D.)
Card received April 5, 1965.

- Class AA—6:00-10:00 am Mon thru Fri.
Class A—4:00-8:00 pm Mon thru Fri.
Class B—10:00 am-4:00 pm Mon thru Fri; 6:00 am-
8:00 pm Sat and Sun.
Class C—8:00 pm-1:00 am daily.

6. SPOT ANNOUNCEMENTS

CLASS AA	20/30	
	1 min	sec 10 sec
Specified (hour or day).....	52.	33.
PER WK:		
Less than 5 ti Mon-Fri (rotating) 60.	48.	30.
5 ti Mon-Fri (rotating 1 per day) 55.	44.	28.
10 ti Mon-Fri (rotating 2 per day) 50.	40.	25.
15 ti Mon-Fri (rotating 3 per day) 45.	36.	23.
20 ti Mon-Fri (rotating 4 per day) 40.	32.	20.
Specified (hour or day).....	60.	48.

CLASS A	
PER WK:	
Less than 5 ti Mon-Fri (rotating) 55.	44.
5 ti Mon-Fri (rotating 1 per day) 50.	40.
10 ti Mon-Fri (rotating 2 per day) 45.	36.
15 ti Mon-Fri (rotating 3 per day) 40.	32.
20 ti Mon-Fri (rotating 4 per day) 35.	28.

CLASS B	
Specified (hour or day).....	55.
PER WK:	
Less than 6 ti Mon-Sun (rotating) 50.	40.
6 ti Mon-Sun (rotating 1 per day) 45.	36.
12 ti Mon-Sun (rotating 2 per day) 40.	32.
18 ti Mon-Sun (rotating 3 per day) 35.	28.
24 ti Mon-Sun (rotating 4 per day) 30.	24.
30 ti Mon-Sun (rotating 5 per day) 25.	20.

CLASS C	
Specified (hour or day).....	—
PER WK:	
Less than 6 ti Mon-Sun (rotating) 35.	28.
6 ti Mon-Sun (rotating 1 per day) 30.	24.
12 ti Mon-Sun (rotating 2 per day) 25.	20.
18 ti Mon-Sun (rotating 3 per day) 20.	16.
24 ti Mon-Sun (rotating 4 per day) 18.	14.
30 ti Mon-Sun (rotating 5 per day) 16.	13.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS
These plans provide selectivity of programs with
scheduling over 7 days per week.

PER WK:	20/30	
	1 min	sec 10 sec
12 Plan (3AA, 3A, 4B, 2C).....	372.	288.
18 Plan (4AA, 4A, 6B, 4C).....	486.	389.
24 Plan (6AA, 6A, 8B, 4C).....	600.	480.
30 Plan (9AA, 9A, 12B, 8C).....	900.	720.

PER WK:	20		30	
	Plan	Plan	Plan	Plan
1 minute announcements.....	360.	480.	480.	630.
Features.....	420.	570.	570.	770.

1-minute announcements, 5 minute newscasts, and
features must be scheduled to run from 7:00 pm Fri-
day evening—all day Saturday and all day Sunday.
Flat and not combinable—no further discounts.

YEARLY CONTRACTS
The following plans are to be used within a 52-week
period:
500 time Plan (1/3 traffic, 1/3 B, 1/3 C), ea..... 24.
1000 time Plan (1/3 traffic, 1/3 B, 1/3 C), ea..... 22.

8. PROGRAM TIME RATES

PER WK:	CLASS		
	AA	A	B
Specified.....	70.	65.	60.
Less than 5 ti.....	65.	60.	55.
5 ti.....	60.	55.	50.
10 ti.....	55.	50.	45.

PER WK:	CLASS			
	AA	A	B	C
15 ti.....	60.	45.	40.	25.
20 ti.....	45.	40.	35.	23.
25 ti.....	—	—	30.	21.

10. SPECIAL FEATURES

PER WK:	CLASS			
	AA	A	B	C
Specified.....	75.	70.	65.	—
Less than 5 ti.....	70.	65.	60.	45.
5 ti.....	65.	60.	55.	40.
10 ti.....	60.	55.	50.	35.
15 ti.....	55.	50.	45.	30.
20 ti.....	50.	45.	40.	28.
25 ti.....	—	—	35.	26.

NEWSCAST PLAN

PER WK:	Class	Class	Class	Class
	AA	A	B	C
12 ti. 3AA, 3A, 4B, 2C.....	432.			

FEATURE PLAN

PER WK:	Class	Class	Class	Class
	AA	A	B	C
12 ti. 3AA, 3A, 4B, 2C.....	408.			

FREQUENCY DISCOUNTS
Minutes, newscasts, features and 30/20 second an-
nouncements may combine to earn weekly frequency
discount.
Minutes, newscasts, features and 30/20 second an-
nouncements may combine with Plans to earn weekly
frequency discount.
Plans may not combine with Plans for further weekly
frequency discounts.

WIXY
1950
CLEVELAND
The Eastman Station

Subscriber to the NAB Radio Code
Media Code 4 236 3000 3.00
Westchester Corp., 3940 Euclid Ave., Cleveland, Ohio,
44114. Phone 216-391-1260.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Norman Wehn.
National Sales Manager—Joseph T. Zingale.
Sales Manager—Bob Weis.

- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.

- FACILITIES**
5,000 w.; 1230 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 23a, 24b, 24c, 25a, 25c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 47c, 48.
Comb.: Cont. Discounts: 60d, 60e.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WDOK (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 15 Rev. 7/3/69—Rec'd 7/9/69.
I—Mon thru Sat 3-7 pm; Sat 10 am-3 pm.
II—Mon thru Sat 6-10 am.
III—Mon thru Sun 7 pm-midnight; Sun 9 am-7 pm.
IV—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I				
	Fixed	1 ti	12 ti	18 ti	24 ti
1 min.....	75	65	58	56	55
30/20 sec.....	80	52	47	45	44
10 sec.....	45	39	35	34	33

PER WK:	SECTION II				
	1 min	30/20 sec	10 sec	12 ti	18 ti
1 min.....	85	55	48	46	44
30/20 sec.....	62	44	39	37	36
10 sec.....	39	33	29	28	27

PER WK:	SECTION III				
	1 min	30/20 sec	10 sec	12 ti	18 ti
1 min.....	60	55	52	50	48
30/20 sec.....	48	44	42	40	39
10 sec.....	36	33	32	30	29

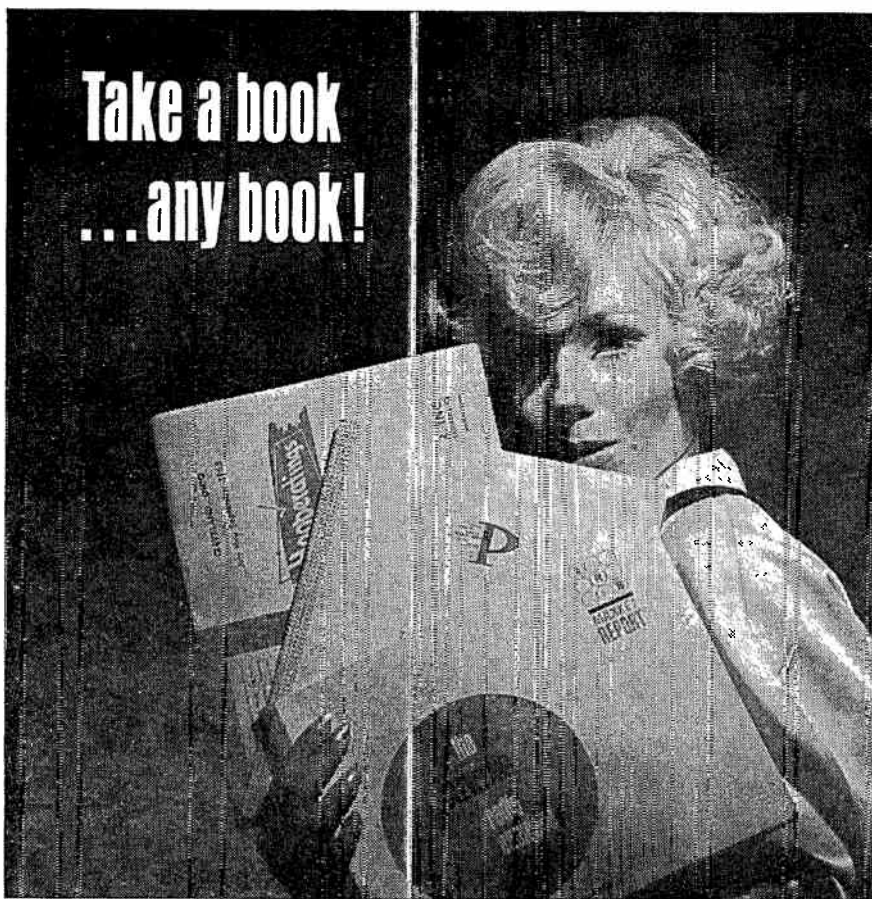
PER WK:	SECTION IV				
	1 min	30/20 sec	10 sec	12 ti	18 ti
1 min.....	55	45	42	39	36
30/20 sec.....	44	36	34	32	29
10 sec.....	33	27	26	24	22

PER WK:	SECTION V				
	1 min	30/20 sec	10 sec	12 ti	18 ti
1 min.....	73	68	64	—	—
30/20 sec.....	58	55	52	—	—
10 sec.....	44	41	39	—	—

PER WK:	SECTION VI				
	1 min	30/20 sec	10 sec	12 ti	18 ti
1 min.....	70	66	63	57	—
30/20 sec.....	56	53	51	46	—
10 sec.....	42	40	38	35	—

CONSECUTIVE WEEK DISCOUNT
52 wk—5%
RATEHOLDER
Minimum wky sched of 6 1-min spots 6 am-midnight
Mon thru Sun necessary to maintain conseq wk ad-
vertising.

(Cleveland continued on next page)



Take a book
... any book!

WIXY and WDOK deliver:

*80%
**73%
***62%
MORE

audience than the next leading
Cleveland radio station

YOUR ONE ORDER SPECTRUM BUY

WIXY 102.1mc

Cleveland's only contemporary radio station

WDOK 102.1mc

Cleveland's leading stereo station

In Cleveland, no other stations come close!

Call your Eastman for the facts!

*Pulse Jan/Feb/Mar '69 Monday through Sunday 24 hours per day, cumes.
**Hooper, Cleveland, Oct '68-Mar '69. Total persons 12+, TRTP.
***ARB, Cleveland, Apr/May '69. Avg. ¼-hr. total persons, 6 am-12 Mid., Mon-Sun.
Total survey area.

OHIO

Cleveland—Continued

WJMO

1947

CLEVELAND HEIGHTS

Independent Negro

Media Code 4 236 3060 7.00

UBC of Ohio, 11821 Euclid Ave., Cleveland, Ohio 44108, Phone 216-795-1212.

STATION'S PROGRAMMING DESCRIPTION

WJMO: Programmed for Negro listener. **MUSIC:** rhythm and blues, jazz and gospel. **AIR PERSONALITIES** handle all segments and taped commercials by them are interchangeable. **NEWS:** 5 min. at 3:55, community oriented. Station editorializes and participates in fund drives for community activities, little league, boys clubs, etc. Personalities available for remote broadcasts. All air personalities are Negro, as well as program director, news director, and operations manager. News force 5. Contact Representative for further details. Rec'd 8/10/67.

1. PERSONNEL

President—Richard Eaton.
General Manager—Don Bruck.
Station Manager—John Slade.

2. REPRESENTATIVES

UBC Sales, Inc.
Dallas—Mario Messina Company.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 13c, 14c.
Basic Rates: 20a, 24a.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb.: Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES

No. 5 ET 2/1/60—Rec'd 1/20/69.
AAA—6-10 am.
AA—4-7 pm.
A—10 am-4 pm.
B—7 pm-midnight.
C—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	B	C
1 t	30	25	20	15	13
6 t	28	24	19	14	12
12 t	25	23	18	13	11
18 t	22	21	17	12	10
24 t	22	21	16	11	9

20/30 sec: 80% of 1-min. 8/10 sec: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT

20 wk—5% 52 wk—10%

WJW

1943

CLEVELAND

A Storer Station



MAJOR MARKET RADIO, INC.



Subscriber to the NAB Radio Code

Media Code 4 236 3120 9.00

Storer Broadcasting Company, 118 St. Clair Ave. N.E., Cleveland, Ohio 44114. Phone 216-781-8500. TWX 810-421-8315.

STATION'S PROGRAMMING DESCRIPTION

WJW: Programmed for young and mature adults. 5 air personalities. **MUSIC** 90%: 50% albums, 40% singles, featuring general popular music, current hits and all night mainstream jazz show. **NEWS** 10%: 5 min hourly news reports, headlines on half hour and expanded coverage in drive time. Local, national, international, commentary, sports and business news. 6 man local staff, mobile unit, UPI wire and audio, Washington Bureau. Editorials daily. Weekend public affairs features. Live music remotes approximately twice monthly. Contact Representative for further details. Rec'd 10/11/68.

1. PERSONNEL

Regional Vice-President—James P. Storer.
Gen'l & Gen'l Sales Mgr.—Jules Blum.

2. REPRESENTATIVES

Major Market Radio, Inc.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 850 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.

MULTIPLE PRODUCT ANNOUNCEMENTS

Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min. period, unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from other station or network spots.

TIME RATES

No. 29 ET 1/1/69—Rec'd 12/6/68.

AA—Mon thru Fri 6-10 am. Rotating.
A—Mon thru Fri 3-7 pm. Rotating.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight & 6-6 am; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
	AA	A	B	C
1 x (Fixed position)	95	75	65	40
52 x	87	66	57	34
104 x	81	61	52	31
156 x	76	55	47	27
312 x	69	50	42	25
520 x	64	47	40	22
780 x	58	44	37	19
1040 x	52	41	33	17
1300 x	46	36	28	14

30 SECONDS

	AA	A	B	C
1 x (Fixed position)	76	60	52	32
52 x	70	53	46	27
104 x	65	49	42	25
156 x	60	44	38	22
312 x	55	40	34	20
520 x	51	38	32	18
780 x	46	35	30	15
1040 x	42	33	26	14
1300 x	37	29	22	11

7. PACKAGE PLANS

CLASS AA					
PER WK:	5 t	10 t	15 t	20 t	30+
1 min.	89	64	58	52	—
30 sec.	55	51	46	42	—

CLASS A					
PER WK:	5 t	10 t	15 t	20 t	30+
1 min.	56	50	45	43	40
30 sec.	44	40	36	34	32

CLASS B

PER WK:	5 t	10 t	15 t	20 t	30+
1 min.	49	40	35	29	—
30 sec.	38	34	30	28	23

CLASS C

PER WK:	5 t	10 t	15 t	20 t	30+
1 min.	29	24	20	18	15
30 sec.	23	19	16	14	12

No more than 25% of schedule may be ordered to run on any specific day except Saturday and Sunday.

20 sec: 30-sec rate applies.

10 sec: 50% of 1-min. Presumptible.

9. PARTICIPATING PROGRAMS

ALL NIGHT SHOW
(Sun thru Sat midnight-5 am)

PER WK: (2 t) 18 t 24 t
1 min or less: 75 108 132

No more than 2 spots per hour will be scheduled for the same sponsor.

10. SPECIAL FEATURES

10-MINUTE NEWSCASTS

	1x	52x	104x	156x	260x	312x	520x
AA	115	110	105	100	95	90	85
A	105	101	97	93	89	85	81
B	85	81	77	73	69	65	61
C	65	61	57	53	49	45	41

4-1/2-MINUTE NEWSCASTS

	AA	95	90	85	80	75	70	65
A	85	81	77	73	69	65	60	55
B	69	65	61	57	53	49	45	40
C	53	49	45	41	37	33	29	25

Sold on an alternate day basis in sets of 3 with the succeeding weeks schedule moved into the alternate days.

W J W NEWS PLAN

WKLY:	6 t	12 t	18 t	24 t
1 wk	53	53	47	42
8 wk	53	48	43	38
26 wk	48	44	39	34
52 wk	43	39	34	33

Newscastrs included in this plan are as follows:

Mon thru Sat 6, 10, 11 am, noon; 1, 2, 3 and 7 pm.

Minimum order 6 newscastrs weekly.

COMBINABILITY

All spots except 10 seconds may be cross-combined for discounts. All Night Show spots may be combined with other spots to earn discounts on All Night Show. Spots and program units may be combined only to earn discounts on spots.

RATEHOLDER

1x 1-minute rate in any classification.

WKYC

1923

CLEVELAND

An NBC Owned Station

NBC Radio Network

KATZ RADIO EAST



Subscriber to the NAB Radio Code

Media Code 4 236 3180 3.00

National Broadcasting Co., Inc., 1403 E. 6th St., Cleveland, Ohio 44114. Phone 216-696-1100. TWX 810-421-8854.

1. PERSONNEL

General Manager—Dino Ianni.
Manager, Sales—Marlin D. Schlottman.

2. REPRESENTATIVES

Katz Radio, East.

3. FACILITIES

50,000 w.; 1100 kc. Clear channel.

Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6b, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.

Basic Rates: 20b, 21a, 24b, 24c, 38a.

Contracts: 46, 47a.

Comb.: Cont. Discounts: 60f, 61b.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 82.

Affiliated with NBC.

Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 22C ET 4/1/69—Rec'd 3/7/69.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

A—Mon thru Sun—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, EA: (°) 6 t 12 t 18 t 24 t 36 t

AAA 65 60 55 50 45 40

AA 60 45 40 35 30 25

A 45 40 35 30 25 20

(°) Fixed or 1 t.

50/50 PLAN

Equal number of spots of same copy length, AM and PM drive, deducts 5.00 per spot.

BULK RATES

PER YR, EA: 260x 312x 500x 750x 1000x 1250x 1500x

AAA 45 45 44 43 42 41 40

AA 31 30 29 28 27 26 25

A 25 25 24 23 22 21 20

No further discounts.

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK, EA: 12 t 18 t 24 t 36 t 48 t

1/2AAA, 1/2 other times: 36 32 30 28

9. PARTICIPATING PROGRAMS

All Night Show—Mon thru Sat midnight-6 am, 1-min or less, flat 10.00.

10. SPECIAL FEATURES

5-min Newscastrs—5 sec open and close plus 1 1-min spot, applicable 1-min rate plus 5.00 flat; fully commissionable per unit.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

COMBINABILITY

All spots, regardless of length or class may be combined for discount purposes, except Bulk.

Spots and programs may be combined for discounts on spots only.

WKYC-FM

1947

CLEVELAND

N A F I M B

Media Code 4 236 3181 1.00

National Broadcasting Co., Inc., 1403 E. 6th St., Cleveland, Ohio 44114. Phone 216-696-1100. TWX 810-421-8854.

1. PERSONNEL

General Manager—Dino Ianni.
Manager, Sales—Marlin Schlottman.

FM Coordinator—Les Biehl.

2. REPRESENTATIVES

Katz Radio, East.

3. FACILITIES

ERP 27,500 w.; 105.7 mc. Stereo.

Operating schedule: 6-11 am. EST.

Antenna ht.: 900 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

See WKYC listing for coded regulations.

Maximum of 3 commercials per hour available.

TIME RATES

Cleveland—WXEN (FM)—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 29b, 32a, 33a.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

ET 8/1/69—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

	1 min	260 x	1 min
1 x	15.00	260 x	10.00
13 x	13.50	312 x	9.50
26 x	13.00	520 x	8.50
52 x	12.50	1040 x	8.00
156 x	11.50		

7. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	260x	312x	520x
1 hr	120	112	102	94	88	78	72	70
1/2 hr	65	58	55	52	50	47	44	40
1/4 hr	45	40	38	34	30	28	26	24
10 min	32	30	28	25	23	20	18	16
5 min	25	23	22	20	18	16	15	14

10. SPECIAL FEATURES

5 minute newscasts at :55 in each language.
News—5 minutes with 1 1-minute and 1 30-second announcement. 1-minute rate plus 10.00.

WZAK (FM)

1953 CLEVELAND



Media Code 4 236 3360 1.00
Trans-World Broadcasting Corp., 1303 Prospect Ave.,
Cleveland, Ohio 44115. Phone 216-621-7897.

STATION'S PROGRAMMING DESCRIPTION
WZAK (FM): Programmed for ethnic populations and adults with cosmopolitan backgrounds.
Weekdays 40% Sat-Sun 95% ethnic. Daily: German, Greek, Hungarian, Italian, Polish, Slovenian, Spanish, Weekly: Croatian, Romanian, Serbian, Ukrainian, Bohemian. Bilingual announcements. Transcribed general interest foreign features. Personalities available for remote broadcasts, store openings, etc. 10 am-5:30 pm music of 2 worlds, general popular music combined with European standards. All announcements in English. NEWS: local, national, emphasis international news. Some taped European news reports. Mobile news unit. Daily religious programs, weekly talk show. **COMMERCIAL POLICY:** Limit 12 per hour. 15 minute product protection. Contact Representative for further details. Rec'd 11/8/68.

1. PERSONNEL

Gen'l Mgr. & Sales—Joseph F. Bauer.
Sta. Mgr. & Chief Eng.—Eugene P. Zadar.
Program Director—Betty Bauer.

2. REPRESENTATIVES

Chicago, New York, Atlanta, Los Angeles, San Francisco—National Time Sales.

3. FACILITIES

ERP 27,500 w. (horiz.), 27,500 w. (vert.); 93.1 mc.
Operating schedule: 5:30-2 am. EST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 2d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 12g, 14g, 16.
Basic Rates: 21a, 21b, 22a, 23a, 24a, 24b, 24c, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60d, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71b, 73b.
Prod. Services: 81, 82.
Member: National Spanish Language Network.

TIME RATES

ET 8/1/69—Rec'd 7/30/69.

	1 min	13x	26x	52x	260x	500x
AA—Mon thru Fri 5:30-10 am & 4:30-10:30 pm; Sat & Sun all day.	15.00	14.00	13.00	12.00	11.00	10.00
A—Mon thru Fri 10 am-4:30 pm & 10:30 pm-1 am.	12.00	11.50	11.00	10.50	10.00	9.00

7. PACKAGE PLANS

	1 MINUTE	ROS	20 tl
PER WK:	1 wk	13 wk	26 wk
AA	14.00	13.00	12.00
A	11.50	11.00	10.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	260x	500x
1 HR:	115	105	95	85	75	75
1/2 hr:	75	70	65	60	50	50
1/4 hr:	40% of hour	10 min:	33-1/3% of hour			
5 min:	25% of hour					

CLEVELAND HEIGHTS

Cuyahoga County—Map Location F-3
See SBDS consumer market map and data at beginning of the State.

See Cleveland

(including Cleveland Heights, Willoughby)

COLUMBUS (6 AM; 6 FM)

(including Worthington)

Franklin County—Map Location D-7
See SBDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBNS
1922
COLUMBUS

BLAIR RADIO

CBS Radio Network



Media Code 4 236 3420 3.00
Radio, Inc., 62 E. Broad St., Columbus, Ohio
43215. Phone 614-224-9285.

1. PERSONNEL

President—R. A. Borel.
Sales Director—Herbert Welch.
Nat'l Sales Manager—Don White.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1460 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 29a, 32b, 33d.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS and Blair Represented Network.

TIME RATES

No. 22 ET 8/1/69—Rec'd 7/7/69.

AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm.
C—Sat 8 am-7 pm.
D—Mon thru Sat 5-8 am & 7 pm-midnight; Sun all day.
E—Daily midnight-5 am.

6. SPOT ANNOUNCEMENTS

	Fixed	1 tl	6 tl	12 tl	16 tl	24 tl
PER WK:	00.00	55.00	50.00	45.00	43.00	41.00
Sta brk	48.00	44.00	40.00	38.00	34.50	33.00
ID's	36.00	33.00	30.00	27.00	26.00	24.50

	1 min	50.00	40.00	36.00	34.00	32.00
Sta brk	40.00	32.00	28.80	27.20	25.60	24.00
ID's	30.00	24.00	21.50	20.00	19.25	18.00

	1 min	30.00	28.00	27.00	26.00	24.00
Sta brk	24.00	22.40	21.60	20.80	20.00	19.20
ID's	18.00	18.75	18.25	15.50	15.00	14.50

	1 min	35.00	32.00	30.00	28.00	27.00
Sta brk	28.00	25.50	24.00	22.50	21.50	21.00
ID's	21.00	19.25	18.00	17.00	16.25	15.50

	1 min	20.00	18.00	16.00	14.00	12.00
Sta brk	16.00	14.50	13.00	11.00	9.50	8.00
ID's	12.00	11.00	9.50	8.50	7.25	6.00

	1 min	15.00	12.00	10.00	9.00	8.00
Sta brk	12.00	9.50	8.00	7.50	6.50	5.50
ID's	9.00	7.25	6.00	5.50	4.75	4.25

7. PROGRAM TIME RATES

A—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
C—Mon thru Sat 7-11:15 pm; Sun all day.
D—Daily 11:15 pm-5 am.

	1/4 hr	150	110	100	102	96
5 min	84.00	80.00	75.50	71.50	67.25	62.25

	1 hr	125.00	118.75	112.50	108.25	100.00
1/2 hr	100.00	95.00	90.00	85.00	80.00	75.00
1/4 hr	87.50	83.25	78.75	74.50	70.00	65.00

	10 min	75.00	71.25	67.50	63.75	60.00
5 min	62.50	59.50	55.25	53.25	50.00	47.50

	1 hr	112.50	107.00	101.50	98.50	91.75
1/2 hr	78.75	75.00	70.00	66.25	63.00	60.00
1/4 hr	67.50	64.25	60.75	57.50	54.00	51.00

	10 min	58.25	53.50	50.75	48.00	45.00
5 min	45.00	42.75	40.50	38.25	36.00	34.00

	1 hr	67.50	64.25	60.75	57.50	54.00
1/2 hr	47.25	43.25	42.50	40.25	38.00	36.00
1/4 hr	40.25	38.50	36.50	34.50	32.50	30.50

	10 min	33.75	32.00	30.50 <th>28.75</th> <th>27.00</th>	28.75	27.00
5 min	27.00	25.75	24.50	23.00	21.50	20.00



What they say about BILL HAMILTON

Bill Hamilton, the NEW WBNS morning radio host, has really made an impact in the Columbus Market.

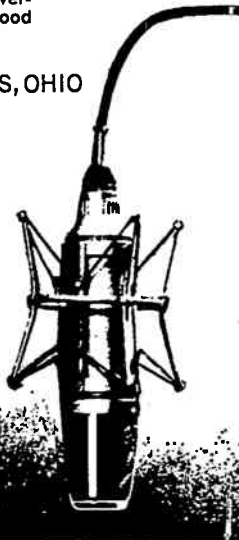
His rare humor is now the GREAT NEW MORNING SOUND OF CENTRAL OHIO.

The former WBNS AFTERNOON PERSONALITY (where listeners responded with delight to such daring episodes as "the Pidgeon Caper," and the attacks by the "Red Baron" on the WBNS TRAFFIC PLANE) is now regaling the morning audience with more of the same.

One listener writes: "Your humor is fresh, unforced, and a real pick-me-up." Advertisers, like listeners, know what's good for them — Bill Hamilton.

WBNS Radio COLUMBUS, OHIO

BLAIR RADIO



OHIO

10. SPECIAL FEATURES

TRAFFIC SAFETY PLANE
(7-8 am & 4:30-5:30 pm)

5 Plan 3 am & 2 pm alternate weeks—30-sec flat 60.
10 Plan 5 am & 5 pm each week—30-sec flat 55.

W B N S-FM

1957

COLUMBUS



QUALITY MEDIA INCORPORATED



Media Code 4 236 3421 1.00
Radio, Inc., 62 E. Broad St., Columbus, Ohio.
43215. Phone 614-224-9285.

STATION'S PROGRAMMING DESCRIPTION
WBNS-FM: Popular music 7 days a week from 9 am-11 pm. News at 11 pm for 15 min. M-F popular music from 11:15 pm-1 am. Sat Jazz 11:15 pm-1 am. Sun semi-classical music 11:15 pm-1 am. All music programmed in 15 min segments with commercial announcements after each segment. Popular music consists of showtunes, standards, and current trend beamed to the young adult. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Richard A. Borel.
Executive Vice-President—Richard M. Wolfe.
Sales Director—Don White.

2. REPRESENTATIVES

Quality Media Incorporated.

3. FACILITIES

ERP 54,000 w.; 97.1 mc. Stereo.
Operating schedule: 5:30-1:00 am Sun thru Sat. EST.
Antenna ht.: 315 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24c, 25a; 26, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 8 ET 7/1/69—Rec'd 5/28/69.

NOTE: Time classifications have been withdrawn.
Rates currently shown as Class AA now apply to all times sign-on-sign-off.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	1 tl	5 tl	10 tl	20 tl	30 tl
PER WK:	6.00	6.80	6.00	5.60	5.40	5.40
13 wk	7.60	6.50	5.70	5.30	5.10	5.10
26 wk	6.40	5.50	4.80	4.60	4.30	4.30
52 wk	6.00	5.10	4.50	4.20	4.00	4.00

7. PROGRAM TIME RATES

	1x	13x	26x	52x
1/4 hr	21	20	19	17
1/2 hr	33	31	30	27
1 hr	52	50		

OHIO

Columbus—Continued

WCOL WCOL-FM 1922 1947 COLUMBUS The Eastman Station

Media Code 4 236 3480 7.00

Air Trails, Inc., E. Broad at Young St., Columbus, Ohio. 43215. Phone 614-221-7811.

1. PERSONNEL

Executive Vice-President—J. P. Williams.
Vice Pres. & Gen'l Mgr.—Collis A. Young.
Director National Sales—Jim Rapp.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.

Non-directional.

Operating schedule: 24 hours daily. EST.

FM FACILITIES

ERP 38,000 w.; 92.3 mc.

Antenna ht.: 427 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

Affiliated with Eastman Network.

Rate protection: 6 consecutive months.

No. 10 Eff 3/5/69—Rec'd 3/5/69.

I—Mon thru Sat 6-10 am & 3-7 pm.

II—Mon thru Sat 10 am-3 pm & 7 pm-midnight;

Sun 10 am-midnight.

III—Mon thru Sat 5-8 am; Sun 6-10 am.

7. PACKAGE PLANS

PER WK: SECTION I

Fixed 1 tl 12 tl 18 tl 24 tl

1 min. 55.00 50.00 43.00 40.00

30/20 sec. 44.00 40.00 34.00 32.00

10 sec. 33.00 30.00 25.80 24.00

SECTION II

1 min. 45.00 40.00 37.00 35.00

30/20 sec. 36.00 32.00 29.60 27.00

10 sec. 27.00 24.00 22.20 21.00

SECTION III

1 min or less 80.00 22.00 21.00 20.00

PREEMPTIBLE AM DRIVE TIME SPECIAL

(6-10 am Mon thru Sat)

WKLY: 12 tl 24 tl

1 min. 35 30

PREEMPTIBLE HOUSEWIFE SPECIAL

(10 am-3 pm Mon thru Fri)

1 min. 32 28

Not combinable for additional weekly or annual fre-

quency. Plans may be withdrawn at any time.

30/20 sec: 80% of applicable 1-min.

10 sec: 60% of applicable 1-min.

Does not apply to Section III.

8. PROGRAM TIME RATES

5 min—1 1/2% applicable 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—4% 52 wk—8%

RATEHOLDER

Minimum wkly sched of 6 1-min spots 6am-12mid

Mon-Sun necessary to maintain consec wk advertising.

WMNI 1957 COLUMBUS

mcgavren-guild
pgw radio, inc.

NAB

Media Code 4 236 3540 8.00

North American Broadcasting Co., Southern Hotel,

Columbus, Ohio 43215. Phone 614-221-1354.

1. PERSONNEL

President—William R. Mnich.

Vice-Pres. & Dir. of Sales—Dale Lutz.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

1,000 w. days; 500 w. nights; 920 kc. Directional.

Operating schedule: 24 hours. EST.

Partial simulcast during AM operational hours. For

non-simulcast facilities see WMNI-FM.

4. AGENCY COMMISSION

15/0. Talent commissionable.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 45, 46, 48.

Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with MBS.

TIME RATES

No. 8 Eff 1/1/69—Rec'd 11/18/69.

AA—Mon thru Sat 5-10 am & 3-9 pm.

A—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 1 tl 6 tl 12 tl 18 tl

AA 46 44 42 40

B 35 33 31 29

30 sec or less: 80% of 1-min.

7. PACKAGE PLANS

1 MIN: 1 2 3

5-10 am & 3-7 pm Mon thru Sat 6 8 10

10 am-3 pm Mon thru Sat 6 8 10

7 pm-midnight Mon thru Sat; 6 8 10

or all day Sun 18 tl 24 tl 30 tl

Ea 32 28 26

30 sec or less: 80% of 1-min.

8. PROGRAM TIME RATES

1 hr. Flat 75

WMNI-FM 1962 COLUMBUS

NAB

Media Code 4 236 3541 6.00

North American Broadcasting Co., Southern Hotel,

Columbus, Ohio. Phone 614-221-1354.

1. PERSONNEL

Pres. & Gen'l Mgr.—William R. Mnich.

Vice-Pres. & Dir.—Sales—Dale Lutz.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

ERP 89,000 w.; 99.7 mc.

Operating schedule: 7:30 am-midnight. EST.

Partial simulcast operation with WMNI.

4. AGENCY COMMISSION

15%: no cash discount. Talent commissionable.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b.

Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 45, 46, 48.

Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective

Rates received October 10, 1962.

6. SPOT ANNOUNCEMENTS

CLASS AA

(5:30-9:30 am and 3:00-7:00 pm Mon thru Fri)

Per week: 1 wk. 13 wks. 26 wks.

6 times 9.00 8.50 7.75

12 times 8.50 7.00 6.50

24 times 6.75 6.25 5.50

36 times 5.00 4.50 4.00

CLASS A

(All other times)

6 times 6.75 6.00 6.00

12 times 6.00 5.50 5.00

24 times 5.25 4.50 4.00

36 times 4.00 3.50 3.00

30 seconds or less—75% of applicable 1-minute rate.

WNCI (FM) 1961 COLUMBUS

RAB

NAB/FM/B

Media Code 4 236 3600 0.00

Nationwide Communications, Inc., Powell Rd., (at

N. High St.), Worthington, Ohio 43085. Phone

614-885-5342.

STATION'S PROGRAMMING DESCRIPTION

WNCI (FM): Programmed primarily for young

adults.

MUSIC 90%: current hits of young adult appeal all

hours except original cast Broadway showtunes 8-9

pm daily and symphony concert 9-11 pm Sun only.

NEWS 10%: integrated with music 6-9 am & 3-6

pm, headlines at 5:00 other times. AIR PER-

SONALITIES: 6-9 am & 3-6 pm. SPORTS: limited

to professional football Sun. Contact Representative

for further details. Rec'd 9/23/68.

1. PERSONNEL

Vice-President—Joseph D. Bradshaw.

General Manager—Phil Sheridan.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

ERP 188,000 w.; 97.9 mc.

Operating schedule: 6 am-midnight. EST.

Antenna ht.: 565 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a, 26,

28a.

Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 51a.

Comb.; Cont. Discounts: 60a, 60d, 61c.

Cancellation: 70a, 70c, 71a, 73a.

Prod. Services: 80, 82.

AM facilities: WRFD.

TIME RATES

Eff 10/1/68—Rec'd 9/23/68.

6. SPOT ANNOUNCEMENTS

PER WK: 1 MINUTE

6 tl 12 tl 18 tl 24 tl 30 tl 36 tl 42 tl

1 wk. 9.50 9.00 8.50 8.00 7.50 7.00 6.50

6 wk. 9.00 8.50 8.00 7.50 7.00 6.50 6.00

13 wk. 8.50 8.00 7.50 7.00 6.50 6.00 5.50

26 wk. 8.00 7.50 7.00 6.50 6.00 5.50 5.00

52 wk. 7.50 7.00 6.50 6.00 5.50 5.00 4.50

30 SECONDS

1 wk. 7.60 7.20 6.80 6.40 6.00 5.60 5.20

6 wk. 7.20 6.80 6.40 6.00 5.60 5.20 4.80

13 wk. 6.80 6.40 6.00 5.60 5.20 4.80 4.40

26 wk. 6.40 6.00 5.60 5.20 4.80 4.40 4.00

52 wk. 6.00 5.60 5.20 4.80 4.40 4.00 3.60

10 SECONDS

1 wk. 5.70 5.40 5.10 4.80 4.50 4.20 4.00

6 wk. 5.40 5.10 4.80 4.50 4.20 4.00 3.80

13 wk. 5.10 4.80 4.50 4.20 3.90 3.60 3.30

26 wk. 4.80 4.50 4.20 3.90 3.60 3.30 3.00

52 wk. 4.50 4.20 3.90 3.60 3.30 3.00 2.70

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 40 30 20 20 15

DISCOUNTS

13x-10% 15x-15% 150x-20%

25x-12 1/2% 104x-17 1/2% 250x-25%

9. PARTICIPATING PROGRAMS

"Boston Symphony Orchestra Concert"—Sun 9-11 pm,

flat 65.00.

WRFD 1947 COLUMBUS-WORTHINGTON

NAB

RAB

A Nationwide Communications Inc. Station

Subscriber to the NAB Radio Code

Media Code 4 236 3660 4.00

Nationwide Communications, Inc., Worthington, Ohio

43085. Phone 614-885-5342. TWX 810-337-2853.

1. PERSONNEL

Gen'l Mgr. & Sales Mgr.—J. D. Bradshaw.

Operations Manager—Clyde Keathley.

2. REPRESENTATIVES

Avery-Knoel, Inc.

3. FACILITIES

5,000 w. days; 880 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4b, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.

Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c,

25a, 26, 28a, 28c

Columbus—WTVN—Continued

TIME RATES
No. 15 ET 3/1/69—Rec'd 2/17/69.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Mon thru Fri 5:30-6 am; Sun 10-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 1 11 6 11 12 11 18 11 24 11
A 55 52 50 48 46
B 46 44 42 40 38
C 35 33 31 29 27

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(Only minutes or 30-second spots will be scheduled 6-10 am & 3-7 pm.)
PER WK: 12 11 18 11 24 11
Plan I (1/3A, 1/3B, 1/3C) 456 648 816
20/30 sec: 80% of 1 min. Including TAPs; not available in Class A.
10 sec: 50% of 1-min. Including TAPs.

10. SPECIAL FEATURES
5-minute News & Sports—150% of 1-min. Minutes and 20/30-second spots may be cross-combined for discount purposes.
Minutes and 20/30-second spots may be counted to earn discounts on 10-second spots, but 10-second spots may not be counted to earn discounts on minutes or 20/30-second spots.

WV KO

1948

COLUMBUS

Media Code 4 238 3780 0.00
Sky Way Broadcasting Corp., 1485 Henderson Rd., Columbus, Ohio 43221. Phone 614-451-2191.

STATION'S PROGRAMMING DESCRIPTION
WV KO: Ethnic programmed for Negroes.
MUSIC: rhythm, blues, gospel and jazz. AIR PERSONALITIES handle all segments and are available for taped commercials. NEWS: 5 min every hour at :45 and in traffic hours at :15, community oriented.
SPORTS: live play-by-play college and high school football and basketball, minor league baseball and hockey. Daily sports news 5:45 pm. Personalities available for remote broadcasts, store openings, shopping center sales, etc. Editorialize when deem necessary. Contact Representative for further details. Rec'd 12/26/67.

1. PERSONNEL
General Manager—Bert Charles.
Sales Manager—William Selander.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w.: 1580 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only. All bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 28c, 29a, 29b, 30d.
Contracts: 40a, 44a, 46, 47c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 62d.
Cancellation: 70a, 71a.
Prod. Services: 80.
FM facilities: WSPQ (FM).

TIME RATES
No. 10 ET 6/1/69—Rec'd 5/2/69.
AA—Mon thru Fri sign-on-9 am & 3:30-6 pm; Sun 7 am-noon.
A—Mon thru Fri 9 am-3:30 pm; Sat all day; Sun noon-sign-off.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min 14.00 13.00 12.00 11.00 10.00
30 sec 11.00 10.50 10.00 9.50 8.50
CLASS A
1 min 11.00 10.50 10.00 9.00 8.50
30 sec 9.00 8.50 8.00 7.50 7.00

7. PACKAGE PLANS
CLASS AA
PER WK: 10 11 20 11 30 11 40 11 60 11
1 min 12.00 11.50 11.00 10.50 10.00
30 sec 9.50 9.25 9.00 8.75 8.50
CLASS A
1 min 9.50 9.25 9.00 8.75 8.50
30 sec 8.00 7.75 7.50 7.25 7.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 75 50 30 27 18
DISCOUNTS
13x-4% 52x-10% 156x-20%
26x-6% 104x-15% 260x-25%

CONNEAUT (1 AM; 1 FM)

Ashtabula County—Map Location G-3
See SRDS consumer market map and data at beginning of this State.

WFIZ (FM)

1964

Media Code 4 236 3840 2.00
Louis W. Skelly, 211 Main St., Conneaut, Ohio 44030. Phone 216-597-1001.

1. PERSONNEL
Pres. & Gen'l. Mgr.—Louis W. Skelly.
Station Manager—Annette Wrona.
Commercial Manager—Henry Blakley.

2. REPRESENTATIVES
Gateway Reps, Inc.

3. FACILITIES
ERP 3,000 w.: 105.5 mc.
Operating schedule: 8 am-11 pm. EST.
Antenna ht.: 21 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WWOW.

TIME RATES

ET 8/1/69—Rec'd 4/4/69.
6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 6.00 4.80 100 x 4.25 3.50
10 x 5.50 4.40 200 x 4.00 3.20
25 x 5.25 4.20 250 x 3.75 3.00
50 x 4.75 3.80 500 x 3.50 2.80
75 x 4.50 3.60
10 sec: 60% of 1 min.

WWOW

1959

Media Code 4 236 3900 4.00
Louis W. Skelly, 211 Main St., Conneaut, Ohio 44030. Phone 216-597-1001.

1. PERSONNEL
Pres., Gen'l. & Station Mgr.—Louis W. Skelly.
Commercial Manager—Henry Blakley.

2. REPRESENTATIVES
Gateway Reps, Inc.

3. FACILITIES
500 w. days: 1360 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WFIZ (FM).

TIME RATES

ET 5/1/69—Rec'd 4/4/69.
6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x 6.00 4.80 100 x 4.25 3.50
10 x 5.50 4.40 200 x 4.00 3.20
25 x 5.25 4.20 250 x 3.75 3.00
50 x 4.75 3.80 500 x 3.50 2.80
75 x 4.50 3.60
10 sec: 60% of 1-min.

COSHOCOTON

Coshocton County—Map Location F-6
See SRDS consumer market map and data at beginning of this State.

WTNS

1947

Media Code 4 236 3960 8.00
Coshocton Broadcasting Co., 114 N. Sixth St., Coshocton, Ohio 43812. Phone 622-1660.

STATION'S PROGRAMMING DESCRIPTION
WTNS: Programmed for adults and young adults.
NEWS: M-F 5 min every 30 min through 9 am, on hour thereafter. Noon news 15 min, 8 am & 5 pm news 10 min. News emphasis local and regional.
FARM: markets, agriculture reports M-F 7:05 am, county agents reports M, W & F, 12:30 pm. MUSIC: general popular music featuring current pop, standards, showtunes and film music. Basic middle-of-the-

road, all segments exceed by 4 man staff. Public affairs, local interest interviews and panel discussions. SPORTS: M-S 8:05 am, M-F 6:30 pm, major league baseball and college football, live play-by-play high school football and basketball, 3 national and area weather reports daily. M-Sat. COMMERCIAL POLICY: 18 minutes per hour. Rec'd 6/6/69.

1. PERSONNEL
President—Mrs. Evelyn Wallace.
Sales Manager—James Sigman.
Program Director—Robert C. Valliquette.

3. FACILITIES
1,000 w. days: 1560 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 25a, 26, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60d, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

Rates effective May 1, 1963. (Card No. 2.)
Card received April 1, 1963.

6. SPOT ANNOUNCEMENTS
1 11 7.00 104 11 5.80
13 11 6.65 156 11 5.25
26 11 6.30 250 11 4.30
52 11 5.85 312 11 4.55

9. PROGRAM TIME RATES
1 x 60 36 24 18 12

DISCOUNTS

13x-5% 52x-15% 156x-25%
26x-10% 104x-20% 260x-30%

CUYAHOGA FALLS

Summit County—Map Location F-4
See SRDS Consumer market map and data at beginning of this State.

See Akron

(including Cuyahoga Falls)

DAYTON (4 AM; 3 FM)

(including Kettering)
Montgomery County—Map Location B-7
See SRDS consumer market map and data at beginning of this State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WAVI

1955

DAYTON

Modern Country

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 4020 0.00
WAVI Broadcasting Corp., Broadcast Center, 1400 Cincinnati St., Dayton, Ohio 45408. Phone 513-224-1137.

STATION'S PROGRAMMING DESCRIPTION
WAVI: Programmed for adults and young adults.
MUSIC: 80% features country music top 50 hits.
NEWS: 5 min local news at :15. Network national and international at :45. RELIGIOUS: Sun, sign-on-noon. COMMERCIAL POLICY: 18 minutes maximum per hour. 1-1/2 minutes per 5 minute show. 5 air personalities. 3 man news staff. Contact Representative for further details. Rec'd 4/30/69.

1. PERSONNEL
President—H. K. Crowl.
Vice-Pres. & Gen'l. Mgr.—W. F. Russell.
Mktg. & Sales Prom. Mgr.—Tom Robertson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Ohio—Regional Reps Corp.

3. FACILITIES
250 w. days: 1210 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%: 1% cash discount

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 25a, 25a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WDAO (FM).
Affiliated with MBS.
Member: Ohio Radio Network.

6. SPOT ANNOUNCEMENTS
ET 8/1/69—Rec'd 7/7/69.
BTA

PER WK: 1 11 12 11 18 11 24 11
1 min 16 14 13 12
30 sec 13 11 10 9
6-10 am & 3-7 pm or guaranteed time, extra 1.00.
All spots may be combined for maximum frequency discounts.

7. PACKAGE PLANS
TAP 36
6-10 am Mon thru Fri 10
3-7 pm Mon thru Fri 10
10 am-3 pm Mon thru Fri 10
ROS Sat. 3
Non-6 pm Sun. 8
PER WK, EA: 36 11
1 min. 10.00

WDAO (FM)

1964

DAYTON

R & B/Gospel

Media Code 4 236 4060 4.00
WAVI Broadcasting Corp., Broadcast Center, 1400 Cincinnati St., Dayton, Ohio 45408. Phone 513-224-1137.

STATION'S PROGRAMMING DESCRIPTION
WDAO (FM): Rhythm and blues 24 hours a day. Exception: gospel 5-6 am, 5 min women's vignettes every other hour, 6 times daily beginning at 9:15 am. Weekends: same format except Sun which features gospel and spiritual 5 am-2:30 pm. Rhythm and blues music 2:30-6 pm. Audience call-in show, Sun only 6-7 pm. Jazz 7 pm-12M. NEWS: every half hour, local, national, network. Contact Representative for further details. Rec'd 5/5/69.

1. PERSONNEL
President—H. K. Crowl.
Vice-Pres. & Gen'l. Mgr.—Joseph B. Whalen.
Mktg. & Sales Prom. Mgr.—Tom Robertson.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Ohio—Thomas Broadcast Time Sales, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.): 107.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 420 ft. above average terrain.

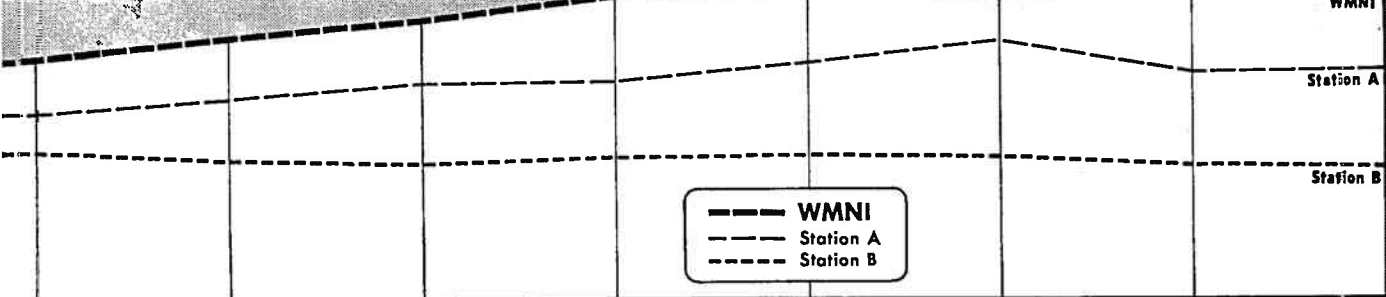
4. AGENCY COMMISSION
15% on time; 1% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 25a, 25a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WAVI.
Affiliated with MBS.

6. SPOT ANNOUNCEMENTS
ET 8/1/69—Rec'd 9/26/69.
PER WK: 1 11 12 11 18 11 24 11
1 min 16 14 13 12
20/30 sec 13 11 10 9
10 sec 9 8 7 6

7. PACKAGE PLANS
TAP 24-
6 spots 8-10 am Mon thru Sat. 10
6 spots 3-7 pm Mon thru Sat. 10
4 spots 10 am-noon Mon thru Fri. 10
4 spots noon-3 pm Mon thru Fri. 10
4 spots noon-7 pm Sun. 8
24 71 PER WK: 10 20/30 sec, ea. 8
Minutes and 20/30 seconds may combine.
(Dayton continued on next page)

ADULTS 25-49



— WMNI
- - - Station A
... Station B

WMNI

the "Country" Sound
of Columbus, Ohio

Represented by *Mg* mcgavren-guild
pgw radio, inc.

6 Consec. Pulses '66-June '67
Avg. 7 Consec. Pulses Jan. '66-Sept. '67
Avg. 8 Consec. Pulses Jan. '66-Dec. '67
Avg. 9 Consec. Pulses Jan. '66-Feb. '68
Avg. 10 Consec. Pulses Jan. '66-May '68
Avg. 11 Consec. Pulses Jan. '66-Sept. '68
Avg. 12 Consec. Pulses Jan. '66-Nov. '68
Avg. 13 Consec. Pulses Jan. '66-Feb. '69

OHIO

Dayton—Continued

WHIO
1935
DAYTON

CBS Radio Network



A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code

Media Code 4 236 4140 6.00

Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio 45401. Phone 513-254-5311.

STATION'S PROGRAMMING DESCRIPTION

WHIO: 5-10 am personality, middle-of-the-road music, comedy, helicopter traffic reports. 10 am-1 pm network and middle-of-the-road music. 1-2:30 pm phone discussion program with nationally known personalities talking direct with listener. 2:30-6 pm drive time with middle-of-the-road music, comedy and helicopter traffic reports. 6:30-11 pm sports, high school, college and pro baseball, football, basketball, hockey. 11 pm-1 am middle-of-the-road music. **NEWS:** 10 min an hour and 5 min on half hour. Sat and Sun middle-of-the-road music. Contact Representatives for further details. Rec'd 8/7/67.

1. PERSONNEL

General Manager—Stanley G. Mouse.
National Sales Manager—Jack P. McCarthy.
Mdg. & Sales Prom. Mgr.—Roy M. Whitaker.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

5,000 w.; 1290 kc. Directional—nighttime only.
Operating schedule: 5:00-12:30 am Mon thru Fri;
5:00-1:05 am Sat; 8:00-12:05 am Sun, EST.

4. AGENCY COMMISSION

15% on net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 5b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.

Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

FM sold and programmed separately from AM.
For combination rates see CBS Radio Network (Basic Network).

Where advertiser prepares own program, it should be submitted not less than three days in advance for program director's approval.

TIME RATES

No. 19 Eff 7/1/69—Rec'd 7/1/69.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

B—Sun thru Sat 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER YR, 1 MIN:	AAA	AA	A	B
520 x	59	50	44	25
1000 x	58	49	43	24
20/30 SEC:				
520 x	54	45	39	20
1000 x	53	44	38	19

7. PACKAGE PLANS

PER WK:	CLASS AAA			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.	85	82	61	50 58
20/30 sec.	80	57	56	55 53
10 sec.	45	42	41	40 38
CLASS AA				
1 min.	58	53	52	51 49
20/30 sec.	51	48	47	46 44
10 sec.	36	33	32	31 29
CLASS A				
1 min.	48	46	45	44 42
20/30 sec.	43	41	40	39 37
10 sec.	30	29	28	27 26
CLASS B				
1 min.	29	27	26	25 24
20/30 sec.	24	22	21	20 19
10 sec.	17	16	15	14 13

News, vignettes, 1-minute, 10, 20, 30-second spots may combine to earn weekly frequency discount.

TOTAL AUDIENCE PLANS (wkly Mon thru Fri)

1 MIN:	Plan
6-10 am	10 20
3-7 pm	21 51
10 am-3 pm	51 51
7 pm-midnight	3 11
Total, per wk.	480 820

8. PROGRAM TIME RATES

WKLY:	5 MINUTES	1 ti	3 ti	5 ti	10 ti
AAA	80	78	77	75	
AA	71	69	68	66	
A	63	61	60	58	
B	37	36	35	34	
1/4 hr.	100	85	80	70	
1/2 hr.	150	130	120	100	
1 hr.	200	180	160	150	

WHIO

No. 1 with Dayton adults

Look how WHIO dominates the adult Dayton Market.

We have a total audience of 18+ men and women which no other Dayton station can equal

	Mon. thru Sun. 6 a.m. to 12 Mid.
WHIO	377,600
Station A	286,100
Station B	249,900
Station C	172,400

ARB April/May 1969, total survey area, cumulative Dayton radio audience estimates. Monday through Sunday, 6 a.m. to midnight. Survey results subject to qualifications in said reports.

CBS AFFILIATE/REPRESENTED BY EDWARD PETRY & CO., INC.

Cox Broadcasting Corporation Stations; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WSB AM-FM-TV, Atlanta; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh



WHIO-FM

1945

DAYTON



A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 236 4140 6.00
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio 45401. Phone 513-254-5311.

STATION'S PROGRAMMING DESCRIPTION

WHIO-FM: Programmed for general interest. **MUSIC:** middle-of-the-road music, dance, pop concert, Latin American, combo, piano, male and female vocal, choral and show albums. 10 evening hours of classical music programming per week. **AIR PERSONALITIES** handle all segments. **NEWS:** 5 min on hour, regional, international, local, community, state, sports, and stock market reports. Extended network newscasts morning and evening. Editorials twice weekly. Contact Representative for further details. Rec'd 12/20/67.

1. PERSONNEL

General Manager—Stanley G. Mouse.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

EIP 50,000 w.; 99.1 mc. Stereo.

Operating schedule: 7:00-1:00 am Mon thru Sat; 7:30 am-midnight Sun, EST.

Antenna ht.: 1,080 ft. above average terrain.

4. AGENCY COMMISSION

15% on net time only.

5. GENERAL ADVERTISING See coded regulations

See WHIO listing for coded regulations.

FM sold and programmed separately from AM.

TIME RATES

No. 2 Eff 7/1/67—Rec'd 6/2/67.

6. SPOT ANNOUNCEMENTS

PER YR:

1 min. 104x 260x 500x 1000x

30 sec. 14 13 12 10 8

10 sec. 12 11 10 8 6

7. PACKAGE PLANS

WEEKLY

1 ti 6 ti 12 ti 18 ti 24 ti 50 +

1 min. 14 13 12 11 10 8

30 sec. 12 11 10 9 8 6

WHIO-AM spots may be applied toward frequency discounts on WHIO-FM spot schedules.

WHIO-FM spots cannot be counted toward WHIO-AM frequency discounts.

Program and spots may be combined to earn frequency discounts.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min

1 x 70 50 35 25

2 x 80 40 30 20

5 x 50 35 25 18

WING

1921

DAYTON

The Eastman Station

Media Code 4 236 4200 8.00

Great Traffic Broadcasting Corp., Talbott Tower, Dayton, Ohio 45402. Phone 513-222-3773.

1. PERSONNEL

Executive Vice-President—J. P. Williams.

Vice-Pres. & Gen'l Mgr.—James W. Bennett.

Sales Mgr.—Robert Melberth.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w.; 1410 kc. Directional—night only.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 5a, 8.

Rate Protection: 10b, 11b, 12b.

Basic Rates: 23a, 24a, 25a, 28a.

Contracts: 40a, 45, 46.

Comb.; Cont. Discounts: 60k.

Cancellation: 70a, 70c, 73a.

TIME RATES

Eff 3/1/69—Rec'd 2/4/68.

I—Mon thru Sat 6-10 am & 3-7 pm.

II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun noon-10 pm.

III—Mon thru Sun 10 pm-midnight; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:

1 min. 42.00 40.00 38.00 36.00

30/20 sec. 33.80 32.00 30.40 28.80

10 sec. 25.20 24.00 22.80 21.60

SECTION II

1 min. 88.00 85.00 83.00 80.00

30/20 sec. 30.40 28.00 26.40 24.00

10 sec. 22.80 21.00 19.80 18.00

SECTION III

1 min. 30.00 28.00 26.00 24.00

30/20 sec. 24.00 22.40 20.80 19.20

10 sec. 18.00 16.80 15.60 14.40

7. PACKAGE PLANS

PER WK, EA:

30 ti (*12I, 12II, 6III) 1 min 25

(* 1/2 6-10 am & 1/2 3-7 pm.

Section III may be converted to 4 section II. of 3

15 ti (6I, 6II, 6III) 27

Section III may be converted to 2 section II or 1 section I.

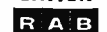
CONSECUTIVE WEEK DISCOUNT

52 wk—10% 26 wk—5%

WONE

1948

DAYTON



A Group One Station
Media Code 4 236 4260 2.00

Group One Broadcasting Company, 11 S. Wilkinson St., Dayton, Ohio 45402. Phone 513-224-1501.

1. PERSONNEL
President—Roger G. Berk.
Vice-Pres. & Gen'l Mgr.—Samuel J. Yacovazzi.
Vice-Pres. National Sales—Alfred G. Grosby.

2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w.; 980 kc.

Directional—separate patterns day and night.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33b.

Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51b, 52b, 62a.

Cancellation: 70a, 70d, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Information Network.

TIME RATES

Eff 8/1/69—Rec'd 8/1/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—Mon thru Sat 7 pm-midnight; Sun all day.

C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

6 ti 12 ti 18 ti 24 ti

AA 40 38 36 34

A 38 33 31 28

B 32 29 26 23

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS (Mon thru Sat)

6-10 am 3 5 6

10 am-3 pm 3 5 6

3-7 pm 3 4 6

7 pm-midnight 3 4 6

PER WK, EA: 12 ti 18 ti 24 ti

1 min. 30 27 24

30 sec. 80% of 1-min. 10 sec. 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

WONE-FM

1959

DAYTON

A Group One Station

Media Code 4 236 4281 0.00
Group One Broadcasting Co., 11 S. Wilkinson St., Dayton, Ohio 45402. Phone 513-224-1501.

Dayton—WVUD (FM)—Continued

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 5, 6b, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 25c, 28b, 29a.
Contracts: 40b, 42a, 42d, 43, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES

ET 2/1/67—Rec'd 1/4/67.

6. SPOT ANNOUNCEMENTS
1x 15x 30x 60x 125x 250x 500x
1 min 15.00 14.00 13.00 12.00 11.00 10.00 9.50

8. PROGRAM TIME RATES
1x 15x 30x 60x 125x 250x 500x
1 hr 105.00 100.00 95.00 90.00 86.00 82.00 78.00
1/2 hr 79.00 75.00 71.00 67.00 64.00 61.00 58.00
5 min 44.00 42.00 40.00 38.00 36.00 34.00 32.00

DEFIANCE

Defiance County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WONW



1949

Subscriber to the NAB Radio Code
Media Code 4 236 4380 8.00
Tri-Nate Broadcasting Co., Inc., Box 468, Radio Drive, Defiance, Ohio 43512. Phone 419-782-8126.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Glenn R. Thayer.
Sales Manager—Howard K. Myers.

2. REPRESENTATIVES
The Devney Organization, Inc.
Regional Reprs Corp.

3. FACILITIES
1,000 w. days, 500 w. nights; 1280 kc.
Directional—Light only.
Operating schedule: 5:45 am-12:30 pm Mon thru Sat;
7:00 am-midnight Sun, EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72a.
Affiliated with MRS Radio Network.
Member: Ohio Radio Network.

TIME RATES

ET 5/1/68—Rec'd 4/25/68.

AA—Mon thru Sat 7-9 am, 11 am-1 pm & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MIN: 25x 52x 156x 260x 520x 1000x
AA 8.00 7.50 7.25 6.50 6.25 5.75 5.80
A 7.00 6.50 6.25 5.50 5.25 4.75 4.50

20/30 SEC:
AA 6.50 6.00 5.75 5.35 5.25 4.75 4.50
A 5.50 5.00 4.75 4.35 4.25 3.75 3.50

ID's 50% of 1-min.
ID's not counted for rate of 1-min and 20/30 sec spots. Frequency of 1-min and 20/30 sec can be counted for rate of ID's.

8. PROGRAM TIME RATES
1 HR: 1x 26x 52x 104x 156x 260x 520x
AA 80 72 70 68 64 60 58
A 70 63 61 60 58 53 49

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

DELAWARE

Delaware County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WDLR

1981

Media Code 4 236 4440 0.00
Delaware-Marysville Broadcasting Service, Inc., Box 317, Delaware, Ohio 43015. Phone 363-1107.
Studio: Marysville, Ohio.

1. PERSONNEL
President—William C. Clay, Jr.
Exec. Vice-Pres.—Bob Doll.
General Manager—Robert Allen Kincaid.

2. REPRESENTATIVES
Regional Reprs Corp.

3. FACILITIES
500 w. days; 1550 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time; no cash discount. Bills payable 10th.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.
Member: Ohio Radio Network.

TIME RATES

Rates effective June 12, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	30.00	32.70	20.30	16.50	10.90	6.00
13 times	30.00	31.70	19.30	16.00	10.50	5.90
26 times	38.00	30.50	18.50	17.00	10.00	5.80
52 times	37.00	29.50	17.50	15.80	9.50	5.50
104 times	35.00	28.00	16.50	14.70	8.90	5.00
156 times	32.00	26.00	15.50	14.20	8.40	4.80
260 times	30.00	24.00	14.50	13.00	8.00	4.50
312 times	28.00	22.00	13.50	11.50	7.00	4.20
624 times	28.00	22.00	13.50	11.50	7.00	3.80
1,000 times	28.00	22.00	13.50	11.50	7.00	3.50

DOVER-NEW PHILADELPHIA

Tuscarawas County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJER

1950

Subscriber to the NAB Radio Code
Media Code 4 236 4500 1.00
Dover Broadcasting Co., Inc., 646 Blvd., Dover, Ohio 44622. Phone 216-343-7755.

STATION'S PROGRAM DESCRIPTION
WJER: Programmed for adults and young adults. Network news every hour on half hour, 15 min local news 8:15 am, 10 am, noon & 5:10 pm. FARM: reports, 4-H and county extension programs 6:30-7 am, 10:15 am music for Swiss population. MUSIC: with exception of Swiss segment in standards and showtunes. SPORTS: professional baseball and football, college football, local high school football and basketball. COMMERCIAL POLICY: 18 minute maximum per hour. Remote pick-ups available. Personalities secondary to music. Contact Representative for further details. Rec'd 8/3/67.

1. PERSONNEL
General Manager—George D. Galley.
Commercial Manager—Kenny Neff.

2. REPRESENTATIVES
Regional Reprs Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight, EST.
Partial simulcast operation. Simulcast 5-7:30 am. For non-simulcast facilities see WJER-FM.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11i, 13h, 14b.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 28b, 29c, 29b, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60c, 60e, 62b, 62d.
Cancellation: 70a, 71a, 72.
Prod. Services: 82.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES

No. 8 ET 4/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	15 sec
1 x	7.00	5.90	4.90	4.15
26 x	6.40	5.30	4.30	3.55
52 x	6.00	5.00	4.00	3.25
104 x	5.65	4.70	3.70	2.95
156 x	5.30	4.40	3.40	2.75

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	50.00	45.00	42.50	40.00	37.50
1/2 hr.	30.00	27.00	25.50	24.00	22.50
1/4 hr.	20.00	18.00	17.00	16.00	15.00
10 min.	15.00	13.50	12.75	12.00	11.25
5 min.	10.00	9.00	8.50	8.00	7.50

WJER-FM

1968

Media Code 4 236 4501 9.00
Dover Broadcasting Co., Inc., 646 Boulevard St., Dover, Ohio 44622. Phone 216-343-7755.

1. PERSONNEL
General Manager—George D. Galley.
Commercial Manager—Kenny Neff.
Chief Engineer—Don Graf.

2. REPRESENTATIVES
Regional Reprs Corp.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 101.7 mc. Stereo.
Operating schedule: 5 am-midnight, EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 7:30 am-midnight. For simulcast facilities see WJER.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10g, 11i, 13h, 14b, 15a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 26, 28b, 29c, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60c, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 ET 5/1/68—Rec'd 5/28/68.

6. SPOT ANNOUNCEMENTS

	1x	50x	151-
1 min	4.00	3.75	3.50
30 sec	3.50	3.25	3.00

8. PROGRAM TIME RATES

	1x	50x	300x
1 hr.	40	35	28
1/2 hr.	25	21	18
1/4 hr.	17	14	10

EAST LIVERPOOL (1 AM; 1 FM)

Columbiana County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WOHI

1949



Media Code 4 236 4560 5.00
Constrander Corp., Box 90, 236 W. Sixth St., East Liverpool, Ohio 43920. Phone 216-385-1490.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph D. Coons.
Vice-Pres. & Sta. Mgr.—Edward P. Vallor.
Program Director—Richard Frankel.

2. REPRESENTATIVES
Pittsburgh-Dome-Messervy Co., Inc.
Regional Reprs Corp.

3. FACILITIES
500 w. days, 250 w. nights; 1490 kc. Directional—days.
Operating schedule: 6 am-midnight, EST.

4. AGENCY COMMISSION
15% on time only; 2% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 16.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WJER (FM).
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 13 ET 9/1/69—Rec'd 6/25/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec
1 x	7.00	4.00	3.50
20 x	6.50	4.00	3.50
40 x	6.00	4.00	3.50
80 x	5.75	4.00	3.50
80 x	5.50	3.75	3.25
100 x	5.25	3.50	3.00
200 x	5.00	3.25	2.75
300 x	4.75	3.00	2.50
400 x	4.50	2.75	2.25
500 x	4.25	2.50	2.00
1000 x	4.00	2.35	1.75

(*) Fixed Position.

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min.	50.00	95.00	135.00	170.00	208.00
30 sec	32.50	60.00	82.50	100.00	117.50
20 sec	27.50	50.00	67.50	80.00	87.50

BUDGET PLAN—ROS
7 20-sec spots per wk in 1 yr. ea. 1.20
Non-cancellable contract. Cannot be combined for discount purposes.

WRTS (FM)

1959



Media Code 4 236 4590 2.00
Constrander Corp., Box 90, 236 W. Sixth St., East Liverpool, Ohio 43920. Phone 216-385-1490.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph D. Coons.
Vice-Pres. & Sta. Mgr.—Edward P. Vallor.
Program Director—Richard Frankel.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Regional Reprs Corp.

3. FACILITIES
ERP 26,000 w.; 104.3 mc.
Operating schedule: 6 am-midnight daily, EST.
Antenna ht.: 335 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 2% 10 days, net 30.

5. GENERAL ADVERTISING See coded regulations
See WOHI listing for coded regulations.
AM facilities: WOHI.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 ET 11/1/68—Rec'd 11/4/68.

7. PACKAGE PLANS

PER DAY:	PER MO:	1 min
3 tl	90 tl	50
7 tl	210 tl	100
12 tl	360 tl	150
17 tl	510 tl	200

EATON

Preble County—Map Location A-7
See SRDS consumer market map and data at beginning of the State.

WCTM (FM)

1960

Media Code 4 236 4620 7.00
Western Ohio Broadcasting Service, Inc., 505 N. Barron St., Eaton, Ohio 45320. Phone 513-458-4200; 3200.

1. PERSONNEL
Vice-Pres., Gen'l & Sales Mgr.—Stanley Coning.
Station Mgr. & Prog. Dir.—Ronald J. Wickersham.
Roger Coleman, Inc.

2. REPRESENTATIVES
Regional Reprs Corp.

3. FACILITIES
ERP 20,000 w.; 92.9 mc.
Operating schedule: 7:00 am-midnight Mon thru Sat;
8:20 am-5:40 pm Sun, EST.
Antenna ht.—125 ft. above average terrain.

OHIO

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Minimum length of contract, 2 years.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective November 24, 1962.
Rates received January 7, 1963.

6. SPOT ANNOUNCEMENTS
Adjacencies or participations to News, Sports, or Farm programming limited to 1 minute or 30 seconds only.

CLASS AA

	1 min	30 sec	1 min 30 sec
5 tl	6.75	4.50	8.75
10 tl	6.50	4.25	7.75
21 tl	6.00	4.00	7.60
43 tl	5.50	3.75	7.25

CLASS A

	1 min	30 sec	20 sec	15 sec
1 tl	4.75	3.50	3.00	2.75
10 tl	4.75	3.50	3.00	2.75
21 tl	4.50	3.50	3.00	2.75
88-175 tl	4.00	2.75	2.25	2.00
176-266 tl	3.75	2.50	2.00	1.75
267-365 tl	3.25	2.25	1.75	1.50
500 tl	3.00	2.00	1.65	1.40
730 tl	2.75	1.75	1.50	1.25

IDENTIFICATIONS

(10 sec)

	ea	ea
1-365 tl	1.50	730 tl
500 tl	1.25	

7. PACKAGE PLANS
SPOT SATURATION PLAN
Frequency determined by number of spots used per month, week, or day.

	per mo	per wk	per da
156 tl	60	21	6
260 tl	90	28	8
365 tl	120	35	10
730 tl	150	42	12

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	hr
5 tl	60.00	35.00	22.00	
10 tl	58.00	34.00	21.00	
21 tl	55.00	33.00	20.00	
43 tl	50.00	31.00	19.00	
87 tl	45.00	29.00	17.00	

OHIO

Findlay—WFIN—Continued

TIME RATES
 ET 10/1/68—Rec'd 9/5/68.
 AA—Mon thru Fri 8-9 am, noon-1 pm & 3-7 pm;
 Sat 6 am-1 pm.
 A—Mon thru Fri 9 am-midnight, 1-3 pm & 7 pm-sign-off;
 Sat 1 pm-sign-off; Sun all day.
6. SPOT ANNOUNCEMENTS
 PER WK: 11 7 12 24 36+
 AA 7.50 7.00 6.50 6.00 5.50
 A 7.00 6.50 6.00 5.50 5.00
 30 sec: 80% of 1-min.

WFIN-FM

1948



Media Code 4 236 4741 1.00
 The Findlay Publishing Co., 101-1/2 W. Sandusky
 St., Findlay, Ohio 45840, Phone 419-422-4545.

1. PERSONNEL
 General Manager—Clyde W. Johnson.
 Sales Manager—Gary G. Wright.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 ERP 20,000 w.; (horiz. & vert.); 100.5 mc. Stereo.
 Operating schedule: 8 am-midnight. EST.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 22a, 23a, 25a, 26, 28b,
 28c, 29a.
 Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 48, 49,
 51a.
 Comb.; Cont. Discounts: 60b, 60a, 60i, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES

ET 10/1/68—Rec'd 9/5/68.
6. SPOT ANNOUNCEMENTS
 PER WK: 11 7 12 24 36+
 1 min 5.00 4.50 4.00 3.50 3.00

FOSTORIA (1 AM; 1 FM)

Seneca County—Map Location D-4
 See SRDS consumer market map and data at begin-
 ning of the State.

WFQB

WFQB-FM

1946



1946

Media Code 4 236 4800 5.00
 Seneca Itadio Corp., 3-1/2 miles south of Fostoria
 on U. S. No. 23, Fostoria, Ohio, 44830, Phone
 435-5600.
 Other offices: 118 N. Main St., Bowling Green, Ohio.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Mel Murray.
 Vice-Pres. & Sales Mgr.—Roger V. Wise.
 Program Director—Gene Kinn.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 1,000 w.; 1430 kc.
 Directional—separate patterns, day and night.
 Operating schedule: 5:30 am-midnight. EST.
FM FACILITIES
 ERP 3,000 w., 96.7 mc.
 Antenna ht.: 205 ft. above average terrain.
4. AGENCY COMMISSION
 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26b, 29a.
 Contracts: 40a, 42b, 46, 47a.
 Comb.; Cont. Discounts: 60b, 61a, 61c, 62e.
 Cancellation: 70e, 71a, 73a.
 Member: Ohio Radio Network, National AgRadio
 Groups, Inc.

TIME RATES

Rates effective June 14, 1954.
 Rates received June 19, 1954.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10	5	Spot
	hr.	hr.	hr.	min.	min.	
1 time.....	60.00	32.00	19.00	15.00	11.50	7.50
13 times.....	58.25	31.50	18.75	14.75	11.25	7.30
26 times.....	54.50	30.75	18.25	14.50	11.00	7.10
39 times.....	52.75	29.00	18.00	14.25	10.75	6.90
52 times.....	49.00	28.50	17.75	14.00	10.50	6.70
104 times.....	46.00	27.75	17.25	13.75	10.25	6.50
156 times.....	41.75	26.50	17.00	13.50	10.00	6.30
208 times.....	37.50	25.00	16.75	13.25	9.75	6.10
260 times.....	34.00	23.75	16.25	13.00	9.50	5.90
312 times.....	32.50	23.00	15.75	12.75	9.25	5.70
10 seconds.....						2.45
20 seconds.....						4.25

FREMONT (1 AM; 1 FM)

Sandusky County—Map Location D-4
 See SRDS consumer market map and data at begin-
 ning of the State.

WFRO

1949



Subscriber to the NAB Radio Code
 Media Code 4 236 4860 9.00
 Wolfe Broadcasting Corp., 905 W. State St., Fremont,
 Ohio 43420, Phone 419-332-8218.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Robert E. Wolfe.
 Commercial Manager—Mrs. Margaret R. Wolfe.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 500 w. days; 900 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 Partial simulcast operation. Simulcast during AM
 operational hours. For non-simulcast facilities see
 WFRO-FM.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 *omb.; Cont. Discount: 60k, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Preferred position governed by priority and avail-
 ability on contract basis.

TIME RATES

ET 5/1/69—Rec'd 4/30/69.
 A—Mon thru Sat sign-on-9 am, 11 am-1 pm & 3:30
 pm-sign-off; Sun all day.
 B—Mon thru Sat 9-11 am & 1-3:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min.....	9.75	9.00	8.00	7.65	7.30	6.80
30 sec.....	5.55	5.30	5.15	4.85	4.70	4.50
10 sec.....	4.55	4.35	4.15	3.95	3.75	3.55

	1x	13x	26x	52x	104x	260x
1 min.....	8.00	7.30	6.60	6.25	5.80	4.90
30 sec.....	4.90	4.70	4.50	4.25	4.00	3.80
10 sec.....	4.25	4.00	3.85	3.65	3.50	3.25

8. PROGRAM TIME RATES

CLASS A

	1x	13x	26x	52x	104x	260x
1 hr.....	66.85	59.25	54.35	51.25	48.25	45.25
1/2 hr.....	35.60	30.60	28.10	27.25	25.90	24.55
10 min.....	29.15	25.90	23.65	21.10	18.15	16.60
5 min.....	18.15	16.20	15.55	14.60	13.95	13.30

CLASS B

	1x	13x	26x	52x	104x	260x
1 hr.....	66.85	46.60	44.70	43.35	41.75	40.15
1/2 hr.....	25.90	24.95	24.30	23.35	21.10	19.40
10 min.....	21.10	19.40	18.80	18.20	16.85	14.80
5 min.....	14.60	13.95	13.30	12.30	11.65	9.70

10. SPECIAL FEATURES

NEWS: 5 min 10 min 1/4 hr
 Time rate plus..... 1.25 2.50 3.75

WFRO-FM

1946

Media Code 4 236 4861 7.00
 Wolfe Broadcasting Corp., 905 W. State St., Fre-
 mont, Ohio 43420, Phone 419-332-8218.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Robert E. Wolfe.
 Commercial Manager—Mrs. Margaret R. Wolfe.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 ERP 20,000 w.; 99.1 mc.
 Operating schedule: 6 am-10 pm. EST.
 Antenna ht.: 217 ft. above average terrain.
 Partial simulcast operation. Operated separately local
 sunset-10 pm. For simulcast facilities see WFRO.
4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
 See WFRO listing for coded regulations.

TIME RATES

ET 5/1/69—Rec'd 4/30/69.
 A—Mon thru Sat sign-on-9 am, 11 am-1 pm & 3:30
 pm-sign-off; Sun all day.
 B—Mon thru Sat 9-11 am & 1-3:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min.....	7.30	6.80	6.00	5.75	5.50	4.95
30 sec.....	4.25	4.00	3.90	3.65	3.50	3.40
10 sec.....	3.45	3.30	3.15	2.95	2.85	2.65

	1x	13x	26x	52x	104x	260x
1 min.....	6.00	5.60	4.95	4.75	4.25	3.75
30 sec.....	3.75	3.50	3.40	3.20	3.00	2.95
10 sec.....	3.25	3.00	2.90	2.80	2.60	2.50

8. PROGRAM TIME RATES

CLASS A

	1x	13x	26x	52x	104x	260x
1 hr.....	57.10	44.50	40.75	38.50	36.25	34.00
1/2 hr.....	26.75	24.25	23.25	21.90	20.60	19.50
10 min.....	21.90	19.50	17.75	15.85	13.60	12.30
5 min.....	13.65	12.25	11.65	10.95	10.50	10.00

CLASS B

	1x	13x	26x	52x	104x	260x
1 hr.....	57.10	35.00	33.50	32.50	31.50	30.50
1/2 hr.....	19.50	18.75	18.25	17.75	16.75	14.75
10 min.....	15.90	14.80	14.25	13.60	12.65	10.95
5 min.....	10.95	10.50	10.00	9.25	8.75	7.30

GALLIPOLIS (1 AM; 1 FM)

Gallia County—Map Location E-9
 See SRDS consumer market map and data at begin-
 ning of the State.

WJEH

1950



Subscriber to the NAB Radio Code
 Media Code 4 236 4920 1.00
 Ohio Valley on the Air, Inc., Box 448, Portsmouth
 Rd., Gallipolis, Ohio 45631, Phone 446-3543.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Paul E. Wagner.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 1,000 w. days; 900 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
 15% on time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 20a, 20b, 21a, 21d, 25a, 26, 27, 28c,
 29a, 33a.
 Contracts: 45, 46.
 Cancellation: 70e.
 Member: Ohio Itadio Network.

TIME RATES

Rates effective
 Rates received December 3, 1952.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x
1 min.....	6.00	5.80	5.40	5.10	4.95	4.50

WJEH-FM

1961



Subscriber to the NAB Radio Code
 Media Code 4 236 4921 9.00
 Ohio Valley on the Air, Inc., Box 448, Portsmouth
 Rd., Gallipolis, Ohio 45631, Phone 446-3543.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Paul E. Wagner.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 ERP 16,470 w.; 101.5 mc.
 Operating schedule: 8 am-10:30 pm. EST.
 Antenna ht.—152 ft. above average terrain.
4. AGENCY COMMISSION
 15% time only.
5. GENERAL ADVERTISING See coded regulations
 See WJEH listing for coded regulations.

TIME RATES

Rates are identical to WJEH. See that listing.

GREENVILLE

Darke County—Map Location A-6
 See SRDS consumer market map and data at begin-
 ning of the State.

WDRK (FM)

1962



Media Code 4 236 4980 5.00
 Kennedy Broadcasting Corporation, 1625 Dayton Rd.,
 Greenville, Ohio, 45331, Phone 513-548-1999.

STATION'S PROGRAMMING DESCRIPTION
 WDRK (FM): Programmed for family at home.
 FARM: 6-7 am, 2 mer. markets, interviews. Entertain-
 ment 7-10 am, air personalities, audience partici-
 pation, quiz, middle-of-the-road and novelty music.
 Party line 10 am-noon & 5-6 pm, personality chats
 with ladies. News and farm noon-1 pm. Entertain-
 ment 1-5 pm, quiz, middle-of-the-road novelty music.
 Entertainment 7 pm-10 pm, middle-of-the-road music,
 birthdays and anniversaries featured. Country and
 western featured Sat. Jazz Sun evening. NEWS: on
 hour and half hour. SPORTS: cover all local sports.
 Local news and events featured. 3 man news depart-
 ment, 1 mobile unit. Contact Representative for fur-
 ther details. Rec'd 8/2/67.

1. PERSONNEL
 Pres. & Gen'l Mgr. & Farm Dir.—John D. Helby.
2. REPRESENTATIVES
 Gelderman & Company.
 Regional Reprs Corp.
3. FACILITIES
 ERP 6,000 w.; 106.5 kc.
 Operating schedule: 8:00 am-midnight Mon thru Sat;
 6:30 am-11:00 pm Sun. EST.
 Antenna ht.: 176 ft. above average terrain.
4. AGENCY COMMISSION
 15% on time; monthly.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 18.
 Basic Rates: 20a, 21a, 21b, 21d, 23a, 23a, 26, 28b,
 29a, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49,
 50, 51a.
 Comb.; Cont. Discounts: 60a, 61a.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Member: National AgRadio Groups, Inc.

TIME RATES

No. 4 ET 4/5/67—Rec'd 1/30/67.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea.....	4.00	3.20	2.20

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min
Ea.....	45.00	25.00	18.75	12.50	9.50	4.75

DISCOUNTS

	1 month or less:	25%
40.00.....	10%	180.00
80.00.....	15%	200.00
120.00.....	20%	

HAMILTON-MIDDLETOWN

(including Fairfield) (3 AM; 3 FM)
 Butler County—Map Location A-8
 See SRDS consumer market map and data at begin-
 ning of the State.

Stations located within the combined city area are
 consolidated under multiple city headings. This is
 not to imply that all of the stations provide equal
 coverage of the entire area or cities involved. It is
 part of the time buying function to determine extent
 of individual station coverage, audience delivered, etc.
 within the area.

WCNW

1964



Country Music Network

Media Code 4 236 5025 6.00
 Walter L. Follmer, Inc., 8686 Michael Lane, Fair-
 field, Ohio 45014, Phones 513-892-5958, 241-1560.

1. PERSONNEL
 President—Walter L. Follmer, Sr.
 General Manager—Gary W. Hagerich.
 Sales Manager—Vaughn Allen.
2. REPRESENTATIVES
 Regional Reprs Corp.
3. FACILITIES
 5,000 w. days; 1560 kc. Directional.
 500 w. pre-sunrise.
 Operating schedule

Hamilton-Middletown—Continued

WMOH

1944

HAMILTON

NAB

Subscriber to the NAB Radio Code

Media Code 4 238 5160 3.00
Fort Hamilton Broadcasting Co., Second National
Bank Bldg., Hamilton, Ohio 45011. Phone 513-
894-6543.

STATION'S PROGRAMMING DESCRIPTION
WMOH: Music: popular and middle-of-the-road 85%,
c and w 10%, jazz and blues 5%. **SPORTS:** live
play-by-play college and high school football, basket-
ball, professional baseball. State and regional high
school basketball tournaments, all from scene of ac-
tion. **NEWS:** local news 50%, state and regional
news 30%, national and international news 20%.
Weather reports and temperature 10 times daily.
TALK: daily hourly program of interviews with lead-
ing civic leaders with telephone questions. **FARM:**
market report, U.S.D.A. report, local county agent.
RELIGION: restricted to Sat and Sun. Contact
Representative for further details. Rec'd 8/3/67.

1. **PERSONNEL** President—Robert J. Brieds.
General Manager—Raymond C. Motley.
Program Director—Doug Anthony.
2. **REPRESENTATIVES**
Harry J. Cannon Associates,
Ohio—Thomas Broadcast Time Sales, Inc.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00-1:00 am. EST.
4. **AGENCY COMMISSION**
15% net charges for time.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 26,
27, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49,
50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMOH (FM).
Affiliated with American Information Network.

TIME RATES
Rates effective June 1, 1963. (Card No. 4.)
Card received May 2, 1963.

6. **SPOT ANNOUNCEMENTS**

	1 min	30 sec	20 sec
1 tl	10.00	7.00	5.00
20 tl	9.00	6.50	4.50
52 tl	8.00	5.50	4.00
150 tl	6.50	4.95	3.50
312 tl	5.85	4.45	3.00
500 tl	5.00	4.00	2.50

7. **PACKAGE PLANS**
WEEKLY PACKAGES—ROS

PER WK:	1 min	30 sec	20 sec
10 tl	8.00	5.75	3.75
15 tl	7.50	5.25	3.50
20 tl	7.00	4.75	3.00
25 tl	6.50	4.25	2.75

8. **PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1	75	40	30	25	20

DISCOUNTS

15x—5%	52x—10%	150x—15%
20x—5%	104x—10%	200x—15%

W P F B

1947

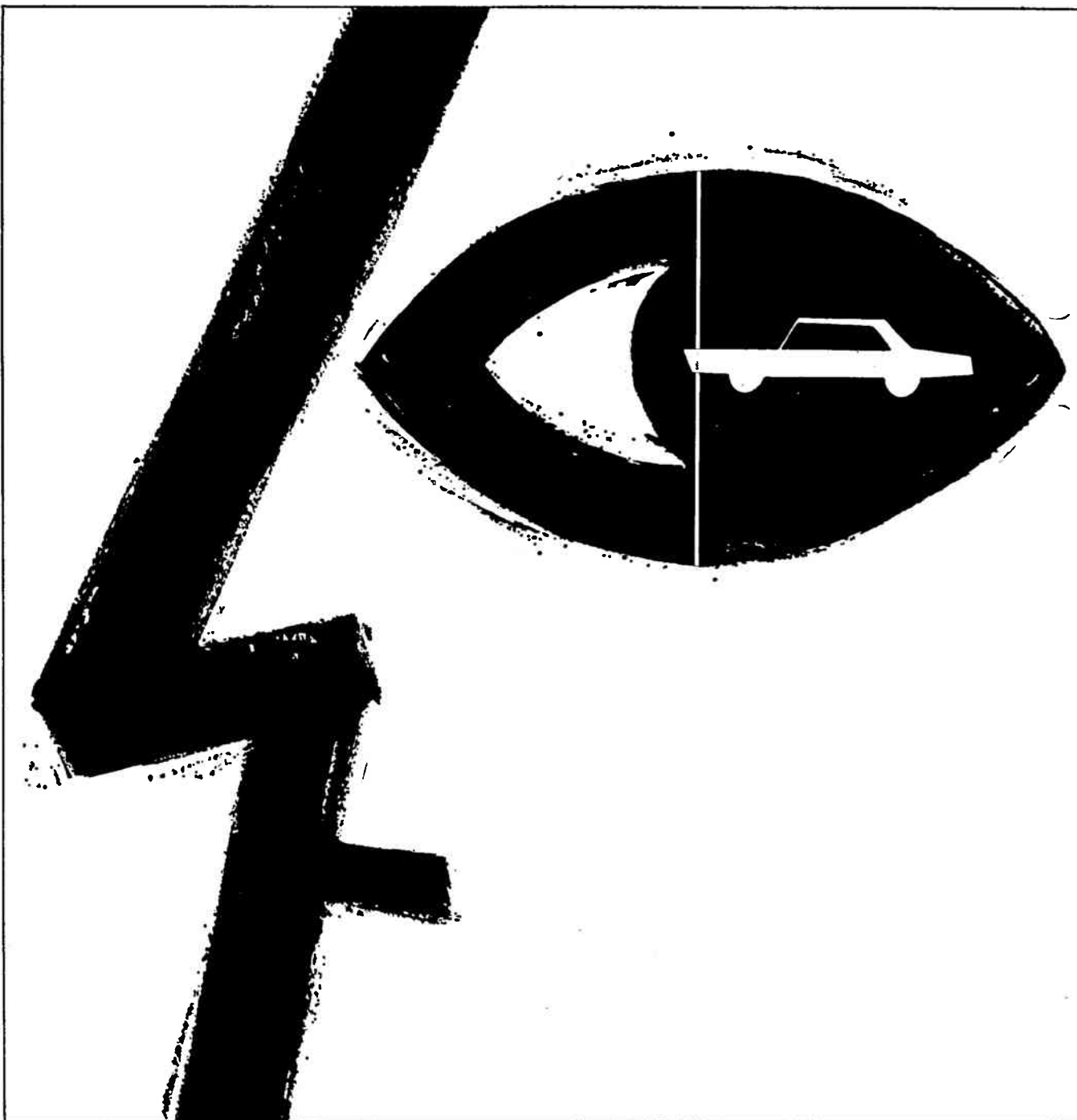
MIDDLETOWN

R A B

Media Code 4 236 5220 5.00
WPFB, Inc., 4505 Central Ave., Middletown, Ohio.
45042. Phone 513-422-3825.

STATION'S PROGRAMMING DESCRIPTION
WPFB: Programmed for general interest.
MUSIC: country and western 5-7 am & 2:30-5 pm
M-F. Middle-of-the-road 1-5 am, 8:30-10 am, public
affairs and middle-of-the-road music, 6-8 pm, rock
8 pm-1 am M-F. **TALK:** Women's program, con-
versation, guest interviews, discussions, live music,
open telephone, local issues 10-11 am M-F. **NEWS:**
stock markets, RNI reports, weather, local area re-
ports, 7:30-8:30 am, noon-12:30 pm, 5-6 pm. Area
news programs 11-11:30 am. **SPORTS:** college, high
school football and basketball. Professional basket-
ball and baseball. **RELIGIOUS:** 15 min programs
12:30-30 pm, M-F. 30 min programs Sat and Sun.
COMMERCIAL POLICY: maximum of 18 minutes
per hour. Personality remotes available. Contact
Representative for further details. Rec'd 7/31/68.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Paul F. Braden.
Vice-Pres. Sales—Joseph H. LeMoyné.
Vice-Pres. & Sta. Mgr.—Ray Iglehart, Jr.
2. **REPRESENTATIVES**
The Denney Organization, Inc.
Regional Reps. Corp.
3. **FACILITIES**
1,000 w. days, 100 w. nights; 010 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15% agency commission on cash discount.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24c, 26, 28c.
Contracts: 40a, 41, 45, 46, 47a, 48.
Cancellation: 72, 73a.
Prod. Services: 80.
Affiliated with Major Market FM Network.
- TIME RATES**
Eff 1/1/67—Rec'd 12/5/68.
7. **PACKAGE PLANS**
WEEKLY PACKAGES
(1 minute or less)
- | | | | |
|-------|-------|-------|-------|
| 1 tl | 12.00 | 15 tl | 10.50 |
| 5 tl | 11.50 | 20+ | 10.00 |
| 10 tl | 11.00 | | |
8. **PROGRAM TIME RATES**
- | | | | |
|--------|----|--------|----|
| 1/2 hr | 70 | 1/4 hr | 48 |
|--------|----|--------|----|
- All rates are flat. No further discounts.
(Hamilton-Middletown continued on next page)



Watch Out For The Other Guy

Maybe you're a good driver. Many drivers aren't. So why put yourself at the mercy of some other guy's mistakes? Better to drive defensively. And expect the unexpected. After all, nearly half the drivers in fatal collisions are good drivers, and in the right. But being in the right isn't enough. You could be dead right.

Published to save lives in cooperation with The Advertising Council and the National Safety Council.



OHIO

Hamilton-Middletown—Continued

W P F B-FM

1959

MIDDLETOWN

RAB

Media Code 4 236 5221 3.00

WFPB, Inc., 4505 Central Ave., Middletown, Ohio 45042. Phone 513-422-3025.

STATION'S PROGRAMMING DESCRIPTION
WFPB-FM: Programmed for adults and young adults, 90% standards. NEWS: 2 min. 15 before and after hour, plus expanded news, stock markets, Radio News International reports, weather, local area reports. 7:30-8:30 am, noon-12:30 pm, 5-8 pm. SPORTS: area college and high school football and basketball, professional basketball and baseball. Auto racing: national USAC and NASCAR sanctioned races, Horse race results from major tracks, 1:50 pm, 20 after and 10 before hour, wrap-up 8:50 pm. Contact Representative for further details. Rec'd 4/28/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Paul F. Braden.
Vice-Pres. Sales—Joseph H. LeMoyné.
Vice-Pres. & Sta. Mgr.—Ray Iglehart, Jr.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

ERP 50,000 w. (horiz. & vert.); 105.9 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 410 ft. above average terrain.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3d, 4a, 4c, 5, 6a.

Rate Protection: 15b.

Basic Rates: 20a, 22a, 23a, 24c, 26, 28c.

Contracts: 40a, 41, 45, 46, 47a, 48.

Cancellation: 70, 73a.

Prod. Services: 80.

TIME RATES

ET 1/1/67—Rec'd 12/5/66.

7. PACKAGE PLANS

WEEKLY PACKAGES

(1 minute or less)

1 tl.	12.00	15 tl.	10.50
5	11.50	20+	10.00
10 tl.	11.00		

8. PROGRAM TIME RATES

1/2 hr. 70 1/4 hr. 48

All rates are flat. No further discounts.

(D)

HILLSBORO (1 AM; 1 FM)

Highland County—Map Location C-8

See SRDS consumer market map and data at beginning of the State.

WSRW

WSRW-FM

1956

1962

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 236 5280 3.00

Mail all correspondence and material to: Highland Broadcasting Co., Box 176, Hillsboro, Ohio 45133. Business offices and Studio: Route 247, 1.8 miles S. of Hillsboro, Ohio. Phone 393-1590.

1. PERSONNEL

General Manager—Tom Archibald.
Station Manager—Willard Parr.
Commercial Manager—Chester Irwin.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

500 w. days; 1590 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST. FM FACILITIES

ERP 44,000 w.; 106.7 mc.

Antenna ht.—160 ft. above average terrain.

4. AGENCY COMMISSION

All rates net; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4b, 4d, 5, 6a.

Rate Protection: 12b.

Basic Rates: 20a, 22a, 23a, 24c.

Contracts: 40a, 45, 46, 47a.

Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62c.

Cancellation: 73a.

Affiliated with Keystone Broadcasting System.

Member: Ohio Radio Network.

TIME RATES

Rates received August 16, 1956.

7. PACKAGE PLANS

WEEKLY PACKAGE RATES

1 tl.	5 tl.	10 tl.	16 tl.	25 tl.	40 tl.
1 min.	3.15	2.40	2.25	2.10	2.00
30 sec.	2.75	2.00	1.85	1.70	1.60
10 sec.	2.15	1.40	1.25	1.10	.85

IRONTON

Lawrence County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

See Huntington (W. Va.)-Ashland (Ky.)

(including Ironton, Ohio) under West Virginia

JACKSON

Jackson County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

WLMJ

1953

Subscriber to the NAB Radio Code

Media Code 4 236 5400 3.00

Modern Broadcasting Co., Inc., Court & Broadway, Jackson, Ohio 45640. Phone 286-2141.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lloyd White.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w. days; 1280 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.

Rate Protection: 10b, 11b, 14b.

Basic Rates: 22b, 23a, 24a, 25a, 26a.

Contracts: 40a, 45, 46, 47a.

Comb.: Cont. Discounts: 61a, 62a.

Cancellation: 70c, 73a.

Affiliated with KBS and NAS Radio Networks.

Member: Ohio Radio Network.

TIME RATES

ET 7/1/68—Rec'd 11/1/68.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 tl.	1/2		1/4		10		5		1 min.	
	hr.	hr.	hr.	min.	min.	min.	min.	or less	or less	or less
13 tl.	30.00	18.00	12.00	9.00	6.00	3.00	3.00			
26 tl.	28.50	17.10	11.40	8.55	5.70	2.85				
39 tl.	27.00	16.20	10.80	8.10	5.40	2.70				
52 tl.	25.50	15.30	10.20	7.65	5.10	2.55				
65 tl.	24.00	14.40	9.60	7.20	4.80	2.40				
78 tl.	22.50	13.50	9.00	6.75	4.50	2.25				
91 tl.	21.00	12.60	8.40	6.30	4.20	2.10				
104 tl.	19.50	11.70	7.80	5.85	3.90	1.95				

Announcements of 1 minute or less ordered on run-of-schedule basis—7% additional discount from applicable frequency rate.
10-second run-of-schedule "billboard" announcements—50% additional discount from applicable 1-minute-or-less rate. (20% run-of-schedule discount does not apply to 10-second announcements.)

KENT (1 AM; 1 FM)

Portage County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

WKNT

1966

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 236 5460 7.00

Kent-Ravenna Broadcasting Corp., Box 629, 2449 State Route 59, Kent, Ohio 44240. Phone 216-873-1530.

STATION'S PROGRAMMING DESCRIPTION

WKNT: Programmed for general interest. FARM: 8-9 daily. Swap show daily 9:10 am. NEWS: local and state on hour, network news on half hour. SPORTS: 7-50 am, 12-10 & 4-30 pm. Major league football and basketball, College football, basketball and baseball, high school football and basketball. Bowling program M-F, 5 min, golf program in season 5 min M-F, coaches corner in season 5 min. MUSIC: middle-of-the-road. Features: network, weather service, club events, stock reports, special events. Contact Representative for further details. Rec'd 3/25/69.

1. PERSONNEL

President—Robert Dix, Sr.
Station Manager—Marty Howard.
Sales Manager—Adele Marshall.

2. REPRESENTATIVES

George T. Hopewell, Inc.
Regional Reps Corp.

3. FACILITIES

1,000 w.; 1520 kc. Daytime directional.

Operating schedule: 7 am-9 pm. EST.

4. AGENCY COMMISSION

15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a.

Rate Protection: 15b.

Basic Rates: 20a, 21a, 22a, 24b, 25c, 26, 28b, 33a.

Contracts: 40a, 41, 42a, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60c, 61a.

Cancellation: 70a, 70c, 71b, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.

Affiliated with KBS.

TIME RATES

Rates effective November 1, 1965.

Rates received January 20, 1966.

6. SPOT ANNOUNCEMENTS

1 tl.	1 min		20/30		1 min		20/30	
	sec	sec	tl.	sec	tl.	sec	tl.	sec
13 tl.	7.50	5.60	156	5.50	4.10			
26 tl.	7.10	5.30	280	5.10	3.80			
39 tl.	6.70	5.00	312	4.70	3.50			
52 tl.	6.30	4.70	365	4.30	3.20			
65 tl.	5.90	4.40						

8. PROGRAM TIME RATES

1 tl.	1 hr		1/2 hr		1/4 hr		10 min		5 min	
	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.
13 tl.	50.00	30.00	20.00	15.00	10.00					
26 tl.	48.50	29.10	19.40	14.55	9.70					
39 tl.	47.00	28.20	18.80	14.10	9.40					
52 tl.	45.50	27.30	18.20	13.65	9.10					
65 tl.	44.00	26.40	17.60	13.20	8.80					
78 tl.	42.50	25.50	17.00	12.75	8.50					
91 tl.	41.00	24.60	16.40	12.30	8.20					
104 tl.	39.50	23.70	15.80	11.85	7.90					
117 tl.	38.00	22.80	15.20	11.40	7.60					

WKNT-FM

1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 236 5461 4.00
Kent-Ravenna Broadcasting Co., Box 629, 2449 State Route 50, Kent, Ohio 44240. Phone 216-873-1530.

STATION'S PROGRAMMING DESCRIPTION

WKNT-FM: Programmed for general popular music. FARM: 8-9 am M-F. NEWS: network on half hour, 5 min at 7 am, 8 am, 9 am, noon, 3 pm, 5 pm, 6 pm and wrap-up at 10:45 pm. COMMERCIAL POLICY: 2 commercials every 15 minutes. SPORTS: live play-by-play of major league baseball and football, college and high school football and basketball. Contact Representative for further details. Rec'd 2/27/68.

1. PERSONNEL

Station Manager—Marty Howard.

Sales Manager—Adele Marshall.

2. REPRESENTATIVES

George T. Hopewell, Inc.

Regional Reps Corp.

3. FACILITIES

ERP 2,200 w.; 100.1 mc.

Operating schedule: 6 am-midnight. EST.

Antenna ht.: 355.7 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.

Rate Protection: 15b.

Basic Rates: 20b, 21a, 22a, 24b, 25c, 26, 28c, 29b, 33a.

Contracts: 40a, 41, 42a, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60c, 61a.

Cancellation: 70a, 70c, 71b, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.

Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective November 1, 1965.

Rates received January 20, 1966.

6. SPOT ANNOUNCEMENTS

1 tl.	1 min		20/30		10 sec	
	sec	sec	tl.	sec	tl.	sec
1						

LIMA (2 AM; 1 FM)

Allen County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WCIT

1963



Subscriber to the NAB Radio Code

Media Code 4 236 5640 4.00
Riggs-Bussard Broadcasting Corp., Box 940, 940 Cook Tower, Lima, Ohio 45802. Phone 419-224-2040.

STATION'S PROGRAMMING DESCRIPTION

WCIT: Programmed for young adults.
MUSIC 50%: features current hits sign-on-sign-off. NEWS 12%: 6 min every hour features national, international, local and regional, amounts depending upon news happenings. Public affairs specials and editorials when management feels they are needed. Mobile unit for direct reports on area news. Report to people every Sun night 15 min before sign-off featuring national, state, regional, and local officials discussing their professions. 4 personalities featured and are available for various promotions and remote pickups. Contact Representative for further details. Rec'd 7/20/67.

- PERSONNEL**
Station Manager—R. H. Riggs.
Sales Manager—Paul Bussard.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
250 w. days; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only. Payable monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42c, 43, 44a, 44b, 45.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Ohio Radio Network.

TIME RATES

ET 9/1/68—Rec'd 7/30/68.

WEEKLY PACKAGE PLAN

PER WK. EA:	DRIVE TIME				
	5 ti	10 ti	15 ti	20 ti	30 ti
1 min.	10.00	8.50	8.00	7.50	7.00
ALL OTHER TIMES & ROBS					
1 min.	9.00	7.50	7.00	6.50	6.00
20/30 sec: 80% of 1-min.	10 sec: 60% of 1-min.				

8. PROGRAM TIME RATES	
1 hr.	75 70 65 60
1/4 hr.	40 35 32 30
10 min.	30 25 22 20
5 min.	20 16 15 12

WIMA

WIMA-FM

1948

1948



Subscriber to the NAB Radio Code

Media Code 4 236 5700 4.00
Northwestern Ohio Broadcasting Corp., 223 N. Main St., Lima, Ohio, 45802. Phone 419-223-2060. TWX 419-745-4776.

STATION'S PROGRAMMING DESCRIPTION

WIMA: Programmed for adults and young adults.
MUSIC: general popular music 50%, middle-of-the-road 50% standards 15%, country and western, folk, 5%. NEWS: 3 newsmen staff, mobile unit. Local news 58%, network 40%, farm 2%. SPORTS: high school, college, professional football, major league baseball. 5:30-9 am air personality, general popular music, weather. 9-11 am network variety, woman commentator, discussion. 11 am-2 pm air personality, middle-of-the-road music, local, farm news. 2-3 pm air personality, popular music, news. 3 pm-12M news, sports live play-by-play, air personality, middle-of-the-road music. Contact Representative for further details. Rec'd 3/8/68.

- PERSONNEL**
General Manager—R. W. Mack.
Station & Sales Mgr.—C. J. Heller.
Program Director—Tom Francis.
- REPRESENTATIVES**
Meeker Radio, Inc.
Michigan—Pearse Sales.
Southern—Rusby, Finch and Woods, Inc.
- FACILITIES**
1,000 w.; 1150 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. EST.
FM FACILITIES
ERP 15,500 w.; 102.1 mc.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 14b.
Basic Rates: 21b, 21c, 22a, 23a, 24c, 25a, 27, 28a, 29a, 32b.
Contracts: 40a, 42c, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: American Entertainment Network.

TIME RATES

No. 7 ET 4/1/69—Rec'd 3/5/69.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 min 20/30 1 min 20/30 1 min 20/30
1 ti	16.00 12.80 14.00 11.20 12.00 9.60
6 ti	15.00 12.00 13.00 10.40 11.00 8.80
12 ti	14.00 11.20 12.00 9.60 10.00 8.00

7. PACKAGE PLANS	
6 spots 6-10 am Mon thru Sat	
6 spots 3-7 pm Mon thru Sat	
5 spots 7-11 pm Mon thru Fri	

4 spots 10 am-3 pm Sat	
3 spots noon-3 pm Sun	
24 1-min spots per wk. ea.	10.00
6 spots 6-10 am Mon thru Sat	
6 spots 3-7 pm Mon thru Sat	
6 spots 7-11 pm Mon thru Sat	
6 spots 10 am-3 pm Sat	
6 spots 8 am-8 pm Sun	
30 1-min spots per wk. ea.	9.50

LOGAN (1 AM; 1 FM)

Hocking County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WLGN

1967



Media Code 4 236 5730 3.00
Logan Broadcasting Co., Box 429, 81 N. Market St., Logan, Ohio 43138. Phone 614-385-5454.

- PERSONNEL**
President—Dannie Devol.
Station Manager—Gerald L. Boyer.
Program Director—Lee Hamilton.
- REPRESENTATIVES**
National Time Sales.
Regional Repts Corp.
- FACILITIES**
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLGN-FM.
- AGENCY COMMISSION**
15/0 time only. Payable monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 29b, 30, 31, 33d.
Contracts: 40c, 41, 42c, 43, 44a, 44b, 45.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Ohio Radio Network.

TIME RATES

No. 2 ET 1/68—Rec'd 6/19/68.

6. SPOT ANNOUNCEMENTS	
1 x	4.00 3.00 1.56 x 1 min 30 sec 3.00 2.25
15 x	3.75 2.85 3.12 x 2.75 2.10
25 x	3.50 2.70 3.85 x 2.50 2.00
52 x	3.25 2.50 7.00 x 2.25 2.00
104 x	3.15 2.35

8. PROGRAM TIME RATES	
1 hr.	35.00 32.00 32.00 30.00 28.00 24.00
1/2 hr.	22.00 20.00 19.00 18.00 17.00 16.00 15.50
1/4 hr.	12.00 10.50 10.00 9.50 9.00 8.50 8.00
10 min.	9.00 8.50 8.00 7.50 7.00 6.50 6.00
5 min.	7.00 6.50 6.00 5.50 5.00 4.50 4.00

WLGN-FM

1965

Subscriber to the NAB Radio Code

Media Code 4 236 5731 1.00
The Logan Broadcasting Company, Box 429, 81 N. Market St., Logan, Ohio 43138. Phone 385-5454.

- PERSONNEL**
President—Dannie Devol.
Station Manager—Gerald L. Boyer.
Program Director—Lee Hamilton.
- REPRESENTATIVES**
National Time Sales.
Regional Repts Corp.
- FACILITIES**
ERP 3,000 w. (horiz. & vert.); 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 240 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLGN.
- AGENCY COMMISSION**
15/0 time only. Payable monthly.
- GENERAL ADVERTISING** See coded regulations
See WLGN listing for coded regulations.

TIME RATES

Rates are identical to WLGN. See that listing.

LONDON

Madison County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WLNO (FM)

1965

Media Code 4 236 5820 2.00
Paul Dean Ford and J. T. Winchester, Box 6, London-Lockbourne Rd., Rt. 665, London, Ohio 43140. Phone 614-852-1717.

- PERSONNEL**
Gen'l & Sales Mgr.—J. T. Winchester.
Farm & Sports Dir.—E. L. Wheeler.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 7:30 am-7:30 pm. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 33c.
Contracts: 41, 42a, 43.
Comb.: Cont. Discounts: 62b.
Cancellation: 70a, 70e.
Prod. Services: 82.

TIME RATES

ET 7/1/69—Rec'd 6/25/69.

6. SPOT ANNOUNCEMENTS	
1 x	11.00 8.80 7.70 6.60
13 x	10.75 8.60 7.50 6.45
26 x	10.50 8.40 7.35 6.30
52 x	10.25 8.20 7.15 6.15
104 x	9.75 7.80 6.80 5.85
156 x	9.25 7.40 6.40 5.55
208 x	8.75 7.00 6.10 5.25
260 x	8.25 6.60 5.75 4.95
312 x	7.75 6.20 5.40 4.65
624 x	7.00 5.60 4.90 4.20
1000 x	6.00 4.80 4.20 3.60

6. SPOT ANNOUNCEMENTS	
1 x	25x 50x 100x 200x
1 min.	3.00 1.50 1.40 1.30 1.20
30 sec.	2.00 1.30 1.20 1.10 1.00

8. PROGRAM TIME RATES	
1 hr	1/2 hr 1/4 hr 5 min
40	20 10 5

LORAIN-ELYRIA (1 AM; 1 FM)

Lorain County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBEA (FM)

(formerly WEOL-FM)

1948

Media Code 4 236 5900 2.00
The Elyria-Lorain Broadcasting Co., 408 Elyria Savings & Trust Bldg., Elyria, Ohio 44035. Phones: Elyria—216-332-3761, Lorain—216-233-5161.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice Pres. & Gen'l Mgr.—Paul Nakel.
Operations Director—Bill Humphries.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mc.
Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
None; All rates net to station.
- GENERAL ADVERTISING** See coded regulations
See WEOL listing for coded regulations.
AM facilities: WEOL.

TIME RATES

ET 4/1/68—Rec'd 5/31/68.

6. SPOT ANNOUNCEMENTS	
1 x	1 min 1.00 1.56 x 1 min 30 sec 1.00 1.56
13 x	0.80 2.08 x 4.50
26 x	0.60 2.00 x 4.00
52 x	0.50 3.65 x 3.00
104 x	0.50 7.80 x 2.50

- PERSONNEL**
President—Otto B. Schoepfle.
Vice Pres. & Gen'l Mgr.—Paul Nakel.
Operations Director—Bill Humphries.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Ohio—Regional Repts Corp.
- FACILITIES**
1,000 w.; 930 kc. Directional—separate patterns day and night.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 29c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c, 51e.
Comb.: Cont. Discounts: 60a, 60c, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBEA (FM).
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	
1 hr.	1/2 hr 1/4 hr 10 min 5 min
48.00	29.00 19.00 14.00 9.50 5.50
13 times	45.00 27.00 17.00 13.25 9.00 5.00
23 times	40.00 24.00 16.00 12.00 8.00 4.50
104 times	35.00 21.00 14.50 11.00 7.00 4.00

(*) 1-minute, 100 words or less.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice Pres. & Gen'l Mgr.—Paul Nakel.
Operations Director—Bill Humphries.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Ohio—Regional Repts Corp.
- FACILITIES**
1,000 w.; 930 kc. Directional—separate patterns day and night.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 29c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c, 51e.
Comb.: Cont. Discounts: 60a, 60c, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBEA (FM).
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	
1 hr.	1/2 hr 1/4 hr 10 min 5 min
48.00	29.00 19.00 14.00 9.50 5.50
13 times	45.00 27.00 17.00 13.25 9.00 5.00
23 times	40.00 24.00 16.00 12.00 8.00 4.50
104 times	35.00 21.00 14.50 11.00 7.00 4.00

(*) 1-minute, 100 words or less.

- PERSONNEL**
General Manager—J. M. O'Hara.
Program Director—Robert A. James.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Affiliated with American Information Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	
1 hr.	1/2 hr 1/4 hr 10 min 5 min
11.00	8.80 7.70 6.60
13 x	10.75 8.60 7.50 6.45
26 x	10.50 8.40 7.35 6.30
52 x	10.25 8.20 7.15 6.15
104 x	9.75 7.80 6.80 5.85
156 x	9.25 7.40 6.40 5.55
208 x	8.75 7.00 6.10 5.25
260 x	8.25 6.60 5.75 4.95
312 x	7.75 6.20 5.40 4.65
624 x	7.00 5.60 4.90 4.20
1000 x	6.00 4.80 4.20 3.60

7. PACKAGE PLANS	
5 ti	10 ti 20 ti 30 ti 40 ti 50 ti 60 ti
1 min 7.50	7.00 6.75 6.50 6.25 6.00 5.75
80 sec 6.50	6.00 5.75 5.50 5.25 5.00 4.75
20 sec 5.40	5.10 4.95 4.80 4.65 4.50 4.35
10 sec 4.75	4.50 4.40 4.25 4.15 4.00 3.75

OHIO

FIXED POSITION/BTA

1 x	1 min	30 sec	20 sec	10 sec
13 x	10.00	8.00	7.00	6.00
26 x	9.50	7.50	6.85	5.70
52 x	9.25	7.40	6.45	5.55
104 x	8.75	7.00	6.10	5.25
156 x	8.25			

OHIO

Mansfield—WMAA—Continued

TIME RATES	
No. 5 ET 9/1/69—Rec'd 6/25/69.	
1 min 30 sec	10 sec
13 x	12.20 10.80 10.00
18 x	11.50 10.20 9.25
26 x	10.80 9.70 8.50
52 x	10.00 9.00 7.90
104 x	9.25 8.25 7.20
156 x	8.50 7.50 6.40
260 x	7.75 6.80 5.75
520 x	7.00 6.00 5.00
1000 x	6.40 5.40 4.30

PROGRAM TIME RATES	
1/2 hr 1/4 hr 10 min 5 min	
13 x	55.00 57.00 27.20 18.50
26 x	51.25 55.00 25.00 17.25
52 x	48.90 54.00 24.00 16.50
104 x	46.50 53.00 23.00 15.75
156 x	44.00 52.00 22.00 15.00
260 x	41.75 50.00 20.00 14.00
520 x	39.25 48.00 19.00 13.00
1000 x	36.75 46.00 18.00 12.00

WVNO (FM)

1962

American FM Network



Subscriber to the NAB Radio Code
Media Code 4 236 6180 0.00
Johnny Applied Broadcasting Co., 2900 Park Ave.
W. Mansfield, Ohio 44906. Phone 419-529-5000.
STATION'S PROGRAMMING DESCRIPTION
WVNO (FM): Programmed for groups 25-45 years.
Daytime: housewife and professional and clerical in office. Nighttime: male head of household. **MUSIC** 80%: general popular instrumental middle-of-the-road and sub-categories, 80% middle-of-the-road, 15% jazz oriented, 3% semi-classical, light, 2% religious. **Fun only.** Air personality 9-9 am, 2-3 pm, 7-8 pm. **NEWS** 10%: national 4%, international 4%, regional and local 2%. Network news every 60 min at 15 after 3 mobile news cruisers, 4 man news staff. **RPI and AP.** Public affairs commentary 2.5%. **Sports** 2.5%. Contact Representative for further details. Rec'd 11/29/67.

- PERSONNEL**
President—Charles Hira.
Vice-Pres. & Gen'l Mgr.—Gunther Meisse.
Traffic Manager—Doris McLaughlin.
- REPRESENTATIVES**
Ohio—Thomas Broadcast Time Sales, Inc.
- FACILITIES**
ERP 41,310 w.; 106.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3c, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

NATIONAL AND LOCAL RATES SAME

TIME RATES	
ET 9/15/69—Rec'd 7/30/69.	
1 min 30 sec	15 sec
13 x	9.75 8.75 4.90
18 x	9.45 8.45 4.75
26 x	9.10 8.10 4.55
52 x	8.75 7.75 4.40
104 x	8.15 7.15 4.10
260 x	7.50 6.50 3.75
512 x	6.80 5.80 3.40
620 x	6.20 5.20 3.10
1000 x	5.50 4.50 2.75

WEEKLY SATURATION PACKAGES	
PER WK:	
1 min 30 sec	15 sec
30 li.	7.75 6.50 3.90
50 li.	6.50 4.20 3.25

MARIETTA (2 AM; 1 FM)

Washington County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WBRJ

1964

Media Code 4 236 6240 2.00
5KW, Inc., Box 325, Pennsylvania Ave., Marietta, Ohio 45750. Phone 614-373-0910.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Carl A. Cook.
Station Manager—Carl Clovis II.
Chief Engineer—James C. Durham.
- REPRESENTATIVES**
Radio Time Sales/International.
Chicago—National Time Sales.
Ohio, Pennsylvania, Kentucky—Regional Reps Corp.
- FACILITIES**
5,000 w. days; 910 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 22a, 23a, 28a, 29a.

Contracts: 40a, 46.
Comb.: Cont. Discounts: 60b, 60c, 61a.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES	
ET 7/1/69—Rec'd 7/5/68.	
1 min 30 sec	15 sec
1 x	12.00 10.50 260 x 7.00 6.00
20 x	10.00 9.50 520 x 6.00 5.50
52 x	9.00 8.00 1000 x 5.50 5.00
104 x	8.00 7.00 2000 x 5.00 4.50

PACKAGE PLANS	
ROS	
PER WK:	50 ti 40 ti 30 ti 20 ti 15 ti 10 ti
1 min.	5.00 6.00 7.50 8.00 8.50 9.00
30 sec.	4.00 5.00 5.50 6.50 7.50 8.00
10/15 sec.	2.50 3.00 3.25 3.50 3.75 4.00

Minutes, 30-seconds and ID's may be combined to earn frequency rate.
10. SPECIAL FEATURES
NEWSCASTS
National News 5-minutes at :30 each hour. Ohio and West Virginia headlines first 5-minutes of each hour 1-1/2 x the applicable 1-minute rate.
NEWS ROUNDUPS
15-minutes each—World, National, Regional and Local—Mon thru Sat 9 am, noon & 5 pm 2 x applicable 1-minute rate.

WEATHER HIGHLIGHTS

At :15 and :45 each hour, 3-minutes each at 1-1/4 x applicable 1-minute rate. (D)

WMOA WMOA-FM

1946

1959

NBC Radio Network

Media Code 4 236 6300 4.00
Major-Minor Corp., Box 594, Marietta, Ohio. 45750.
Phone 614-373-1490.
Studio: 925 Lancaster Street, Marietta, Ohio.
STATION'S PROGRAMMING DESCRIPTION
WMOA-FM: Programmed for general interest.
AIR PERSONALITIES handle all segments. **FARM:** 6-7 am, market reports and county agent reports. **NEWS:** network, state and local every hour on hour. **MUSIC:** general popular music throughout day. **Sports,** news local, state, national and international, stock market report, local social events, weather daily, M-F 4:45-6:30 pm. Local high school and college football and basketball, major league baseball and football, college rowing. **Woman's program,** Wed 11:05 am-noon weekly. Daily stock market report 1:05-1:10 pm and educational and informational programs daily 1:15-1:30 pm. **MUSIC** 80%, news, talk and sports 20%. Weekend programming includes sports, network entertainment service, religious programs, news and music. Contact Representative for further details. Rec'd 10/26/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray H. Rosenblum.
Station Manager—Lawrence P. Steinel.
Traffic Director—James F. Pottemeyer.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Pennsylvania—Dome-Messervy Co., Inc.
Ohio—Thomas Broadcast Time Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6-1 am. EST.
FM-ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-midnight daily. EST.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with NBC.

TIME RATES	
ET 9/12/68.	
1 min.	5.50 5.00 4.50
30 sec.	4.00 3.50 3.25

MARION (1 AM; 1 FM)

Marion County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WMRN WMRN-FM

1940

1953

Subscriber to the NAB Radio Code
Media Code 4 236 6360 8.00
The Marion Broadcasting Co., Box 518, Marion, Ohio 43302. Phone 614-383-1131.
STATION'S PROGRAMMING DESCRIPTION
WMRN: Programmed for general interest.
MUSIC: general popular music throughout day. **NEWS:** on hour. Network and local news staff. **SPORTS:** news, interviews, discussion, high school football and basketball, professional and college football. **Woman's program** 10:05 am M-F. **FARM:** 12:05-12:45 pm M-Sat farm markets, weather, interviews. Daily stock market report 5:55 pm. **MUSIC** 80%, news, talk, and sports 20%. Rec'd 4/26/68.

- PERSONNEL**
President—Worth Kramer.
Vice-Pres. & Gen'l Mgr.—Arthur L. Martin.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight weekdays; 6:55 am-midnight Sun. EST.
FM FACILITIES
ERP 25,000 w.; 106.9 mc.
Operating schedule: 5:30-12:05 am Mon thru Sat; 7:00 am-midnight Sun. EST.
Antenna ht.: 365 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 22a, 24a, 25a, 29a, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Maximum of 18 spots per day regardless of length.
Affiliated with American Information Network.

TIME RATES	
No. 13 ET 8/1/69—Rec'd 2/10/69.	
A—Mon thru Sat 6-10 am & 3-7 pm; Sun 7 am-1 pm.	
B—Mon thru Sat 10 am-3 pm, 7-8 pm & 5:30-6 am; Sun 1-8 pm.	
C—Mon thru Sun 9 pm-midnight.	

SPOT ANNOUNCEMENTS	
PER WK:	
1 min 30 sec	15 sec
1 ti	9.25 8.95 8.35 6.25 6.25 4.70
3 ti	8.75 8.65 7.85 5.90 5.90 4.40
6 ti	8.00 6.00 7.20 5.40 5.40 4.10
12 ti	7.75 7.75 7.00 5.25 5.25 3.90
18 ti	7.50 5.60 6.75 5.00 5.00 3.75
24 ti	7.00 5.25 6.30 4.70 4.70 3.55
30+	6.50 4.85 5.75 4.35 4.35 3.25

CONSECUTIVE WEEK DISCOUNT	
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%	
1.00 surcharge applies to all spots in fixed positions.	

PROGRAM TIME RATES	
CLASS A	
PER WK:	1 hr 1/2 hr 1/4 hr 10 min 5 min 3 min
1 ti	60.00 40.00 30.00 22.00 16.00 12.00
2 ti	55.00 35.00 22.00 20.00 14.00 10.00
6 ti	50.00 30.00 19.00 16.00 13.00 9.00

CLASS B	
1 ti	55.00 36.00 27.00 20.00 14.50 10.50
2 ti	50.00 31.00 20.00 17.00 13.00 9.00
6 ti	45.00 27.00 19.00 15.00 12.00 8.00

CLASS C	
1 ti	50.00 30.00 20.00 15.00 11.00 8.00
2 ti	45.00 25.00 15.00 12.50 9.50 7.00
6 ti	40.00 20.00 13.50 11.00 9.00 6.00

CONSECUTIVE WEEK DISCOUNT	
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%	
1.00 surcharge applies to all spots in fixed positions.	

MEDINA

Medina County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WDBN (FM)

1960

Media Code 4 236 6480 4.00
WDBN, Inc., 1715 Euclid Ave., Cleveland, Ohio 44115. Phone 216-621-0031.

- PERSONNEL**
President—Robert McBride Miller.
Vice-Pres. & Gen'l Mgr.—Jack Linn.
Vice-Pres., Prod.—Jeff Baxter.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 14c.
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 71a, 72.
Prod. Services: 80.

TIME RATES	
No. 4 ET 10/1/68—Rec'd 9/27/68.	
AA—Daily 6-10 am & 3-7 pm.	
A—Daily 10 am-3 pm & 7-9 pm.	
B—Daily 9 pm-midnight.	
C—Daily midnight-6 am.	

SPOT ANNOUNCEMENTS	
PER WK:	
1 min 20/30	1 min 20/30
1 ti	33 28 24 20 16
6 ti	31 25 22 19 14
12 ti	29 23 20 17 14
18 ti	27 22 24 19 17 13
24 ti	25 20 22 18 16 12

DAYTIME PACKAGE	
PER WK, EA:	
6 ti (3AA, 3A)	27 22
12 ti (6AA, 6A)	25 20
18 ti (9AA, 9A)	23 18
24 ti (12AA, 12A)	21 17

TOTAL AUDIENCE PACKAGE	
PER WK, EA:	
6 ti (2AA, 2A, 2B)	24 19
12 ti (4AA, 4A, 4B)	22 18
18 ti (6AA, 6A, 6B)	20 16
24 ti (8AA, 8A, 8B)	19 15

TOTAL AUDIENCE PLAN—24 HOURS PER DAY	
PER WK, EA:	
6 ti	22 18
12 ti	20 16
18 ti	18 14
24 ti	16 13

ANNUAL TOTAL AUDIENCE PLAN	
500 x (1/3AA, 1/3A, 1/3B)	
1000 x	19 15
10 sec: 60% of 1-min. when available.	16 13

CONSECUTIVE WEEKS DISCOUNT
52 wk—10%. Not applicable to Annual Plan. (D-2)

MASSILLON

Stark County—Map Location F-5
See SRDS consumer map and market data at beginning of the State.

WTIG

1957

Media Code 4 236 6420 0.00
Scott Broadcasting Co. of Ohio, Inc., Box 873, 35 N. Erie, Massillon, Ohio 44646. Phone 216-832-5023.

- PERSONNEL**
President—Herbert Scott.
General Manager—William R. Rainhall.
- REPRESENTATIVES**
Regional Reps Corp.
Detroit—Michigan Spot Sales, Inc.
- FACILITIES**
250 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 26, 28b, 28c, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 61b, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 5/1/69—Rec'd 5/28/69.	
1 min 1000x	15 ti 50 ti 100 ti
1 min 1000x	5.00 4.50 3.50 3.00
30 sec.	4.00 3.50 2.75 2.25

MIDDLETOWN

Butler County—Map Location A-8
See SRDS consumer market map and data at beginning of the State.

See Hamilton-Middletown (including Fairfield)

MILFORD

Clermont County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WLYK (FM)

1969



Media Code 4 236 6570 2.00
Milford Associates, Inc., Box 222, 112 Main St., Milford, Ohio 45150. Phone 513-831-9595. TWX 513.

- 1. PERSONNEL
President—Francis J. Stratman.
General Manager—John J. Demeter.
3. FACILITIES
ERP 6,000 w.; 107.1 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 1,040 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (1x, 156x, 260x, 1000x) and rates for 1 min, 30 sec, 7 days, and program time rates.

MOUNT VERNON (1 AM; 1 FM)

Knox County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WMVO WMVO-FM

1953

1951



Subscriber to the NAB Radio Code
Media Code 4 236 6800 7.00
The Mount Vernon Broadcasting Co., Box 348, Coaction Rd., Mount Vernon, Ohio 43050. Phone 614-393-2111. 892-0948.

- 1. PERSONNEL
President—Mrs. Charles Zelkowitz.
Vice-Pres. & Gen'l Mgr.—Stephen Zelkowitz.
Program Manager—Ron D. Staats.
2. REPRESENTATIVES
Regional Reps Corps., Ohio Stations Representatives Division, Pittsburgh, Penn State Reps. Corp.
3. FACILITIES
500 w. days; 1300 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-EM: 20,000 w.; 93.7 mc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (5 tl, 10 tl, 15 tl, 20 tl, 25 tl, 40 tl, 50 tl) and rates for 1 min, 30 sec, 7 days, and program time rates.

NEWARK (1 AM; 1 FM)

Licking County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WCLT WCLT-FM

1949



Subscriber to the NAB Radio Code
Media Code 4 238 6660 1.00
WCLT Radio, Inc., Route 13, Jacksontown Pike, Newark, Ohio. 43055. Phone 614-324-0071.

- 1. PERSONNEL
President—T. A. Rogara.
Vice-Pres. & Gen'l Mgr.—Robert Pricer.
Program Director—Carey Justice.
2. REPRESENTATIVES
Meeker Radio, Inc.
Ohio, Pittsburgh—Regional Reps Corp.
South, Southwest—Busby, Finch and Woods, Inc.
3. FACILITIES
500 w. days; 1430 kc. Non-directional.
Operating schedule: 6:30 am-local sunset weekdays; 7:45 am-local sunset Sun. EST.
FM FACILITIES
ERP 50,000 w.; 100.3 mc.
Operating schedule: 6:30 am-10:30 pm weekdays; 7:45 am-9:00 pm Sun. EST.
Antenna ht.: 332 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net margin for time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (1, 1/2, 1/4, 10, 6, 1, 10) and rates for 1 min, 15 min, 30 min, 60 min, and program time rates.

- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES
AM-FM COMBINATION RATES
1 1/2 1/4 10 6 1 10
hr. hr. min. min. min. sec.
1 time... 75.00 45.00 30.00 22.50 15.00 9.50 3.75
26 times... 71.25 42.75 28.50 21.40 14.30 9.10
52 times... 67.50 40.50 27.00 20.20 13.80 8.70 3.60
104 times... 63.75 38.25 25.50 19.10 12.80 8.30
156 times... 60.00 36.00 24.00 18.00 12.00 7.90 3.40
208 times... 56.25 33.75 22.50 16.90 11.30 7.50
312 times... 52.50 31.50 21.00 15.75 10.50 7.10
520 times... 48.75 29.25 19.50 14.75 9.75 6.50 3.20
7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
(15/0 on schedule)
25 spots per week 175.00 50 spots per week 300.00

NEW BOSTON

Wino County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Portsmouth (including New Boston)

NILES

Trumbull County—Map Location G-4.
See SRDS consumer market map and data at beginning of the State.

See Youngstown (including Niles; Campbell)

NORWALK (1 AM; 1 FM)

Huron County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WLKR

1958

Media Code 4 236 6720 3.00
Ohio Radio, Inc., Box 547, 285 Benedict Ave., Norwalk, Ohio 44857. Phone 410-868-8151.

- 1. PERSONNEL
President—Robert W. Reider.
General Manager—James R. Westerhold.
Station Manager—Richard Schlegelmilch.
3. FACILITIES
500 w. days; 1510 kc. Directional.
Operating schedule: sunrise-local sunset. EST.
Partial simulcast operation. Simulcast AM operational hours. For non-simulcast facilities see WLKR-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (300x, 600x, 900x, 1200x) and rates for 1 min, 30 sec, 7 days, and program time rates.

Table with columns for time slots (1 min, 30 sec, 10 sec) and rates for 18 tl, 24 tl, 34 tl, 48 tl.

- WEEKEND SATURATION PLAN
SAT, SUN, MON: 1 min 30 sec 10 sec
25+ (minimum) 3.00 2.50
10-second spots and Weekend Saturation Plan may not be combined with weekly spot frequency rates.
8. PROGRAM TIME RATES
PER WK: 1 tl 2 tl 3 tl 5 tl 6 tl 7+
5 min 8.50 8.00 7.75 7.50 7.25 7.00
10 min 11.00 10.50 10.25 10.00 9.75 9.50
1/4 hr 13.50 13.00 12.50 12.00 11.50 11.00
1/2 hr 16.50 16.00 15.50 15.00 14.50 14.00
1 hr 19.50 19.00 18.50 18.00 17.50 17.00
Programs may be combined with spots for frequency rate on spots only.

WLKR-FM

1962

Media Code 4 236 6780 7.00
Ohio Radio, Inc., Box 547, 285 Benedict Ave., Norwalk, Ohio 44857. Phone 410-868-8151.

- 1. PERSONNEL
President—Robert W. Reider.
General Manager—James R. Westerhold.
Station Manager—Robert Schlegelmilch.
3. FACILITIES
ERP 1,000 w.; 85.3 mc.
Operating schedule: 6:00 am-11:00 pm. EST.
Antenna ht.: 115 ft. above average terrain.
Partial simulcast operation. Operated separately local simulcast. For simulcast facilities see WLKR.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (1x, 26x, 65x, 130x, 160x, 520x) and rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Rates are identical to WLKR. See that listing.

OXFORD

Butler County—Map Location A-8
See SRDS consumer market map and data at beginning of the State.

WOXR (FM)

1959

Media Code 4 236 6840 9.00
BGS Broadcasting, Inc., Box 85, High at Beech St., Oxford, Ohio 45058. Phone 613-623-2222.
Other office—Box 989, Kokomo, Ind. 46901.

- 1. PERSONNEL
President—James L. Gregg.
Station Manager—Jay Benham.
3. FACILITIES
ERP 3,000 w.; 97.7 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
15/0. Payable when rendered.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (1x, 25x, 50x, 104x, 260x, 500x, 1000+) and rates for 1 min, 30 sec, 7 days, and program time rates.

Yearly contract 10%.

PAINESVILLE

Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WPVL

1956

Subscriber to the NAB Radio Code
Media Code 4 236 6900 1.00
WPVL, Inc., 713 Fobes St., Painesville, Ohio 44077.
Phone 216-352-3155; Cleveland 942-2018.
STATION'S PROGRAMMING DESCRIPTION
WPVL: Programmed for adults, age 25-up.
MUSIC: middle-of-the-road. Short feature talk programs, recorded from local and syndicated sources.
NEWS: every half hour, 6-9:30 am; at 3:30, 9:50 am-sign-off. Extended news at 7:30 am, 12:30 pm & 5:30 pm. News 35% local, 10% statewide, 55% national-international. Rec'd 7/28/87.

- 1. PERSONNEL
Pres. & Gen'l Mgr.—Carl R. Lee.
Commercial Manager—Thomas E. Guthrie.
3. FACILITIES
1,000 w. ERP: 1460 kc. Directional. Daytime.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

- 15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24b, 25a, 28, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

Table with columns for time slots (1 min, 10 sec, 1 min, 20/30, 10 sec, 1 min, 20/30, 10 sec) and rates for 1x, 26x, 65x, 130x, 160x, 520x.

CONSECUTIVE WEEK PLAN

Table with columns for time slots (52 wk, 26 wk, 13 wk, 13 wk, 26 wk, 52 wk) and rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

PER WK. TIME RATES

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for 1x, 26x, 65x, 130x, 160x, 520x.

1/2 HOUR

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for 1x, 26x, 65x, 130x, 160x, 520x.

For less than 13 weeks add 20% to 1 per week, 13 week rate.

Spots of any length Traffic or ROS may be combined to earn greater discounts. Programs may be combined with spots to earn greater discounts for spots only. Traffic and ROS programs of any length may be combined to earn greater discounts on programs.

PIQUA (1 AM; 1 FM)

Miami County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WPTW

1947

Subscriber to the NAB Radio Code
Media Code 4 236 6960 5.00
WPTW Radio, Inc., 1625 W. Covington Ave., Piqua, Ohio. 45356. Phone 773-3513.

- 1. PERSONNEL
Pres. & Gen'l Mgr.—C. Oscar Baker.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sign-on-8:30 am, 11:30 am-12:30 pm and 5 pm sign-off. For non-simulcast facilities see WPTW-FM.
4. AGENCY COMMISSION
15/0: payable when rendered.
5. GENERAL ADVERTISING See coded regulations

TIME RATES

Table with columns for time slots (1 min, 30 sec, 1 min, 10 sec, 1 min, 10 sec) and rates for 1x, 26x, 65x, 130x, 160x, 520x.

AM/FM COMBINATION

Table with columns for time slots (1 wk, 4 wk, 52 wk) and rates for 1 min, 10 sec, 1 min, 10 sec.

SPECIAL FEATURES

NEWS/WEATHER/SPORTS
AM/FM COMBINATION
*PER WK, 1 MIN: 1 tl 3 tl 5 tl 7 tl 10 tl
1 wk 3.25 6.00 5.75 5.50 5.25
4 wk 6.00 5.75 5.50 5.25 5.00
52 wk 7.50 5.75 5.50 5.25 5.00
(*) Participation.
(Piqua continued on next page)

OHIO

Piqua—Continued

WPTW-FM

1960



Media Code 4 236 6961 5.00

WPTW Radio, Inc., 1625 W. Covington Ave., Piqua, Ohio 45356, Phone 773-3513.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. Oscar Baker.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES

ERP 35,600 w.; 95.7 mc.
Operating schedule: 5 am-midnight EST.
Partial simulcast operation. Operated separately 8:30-11:30 am, 12:30-5 pm & local sunset-midnight. For simulcast facilities see WPTW.

4. AGENCY COMMISSION

15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
See WPTW listing for coded regulations.
Length of commercial copy:
1 min spot..... 125 words
30 sec..... 65 words
20 sec spot..... 45 words
2 newcasts and 8 commercial spots allowed per hour.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7C ET 4/15/69—Rec'd 4/28/69.

7. PACKAGE PLANS

1 MINUTE—ROS
PER WK: 1 tl 3 tl 5 tl 7 tl 10 tl 25 tl 50 tl
1 wk..... 4.75 4.50 4.25 4.00 3.75 3.50 3.25
4 wk..... 4.50 4.25 4.00 3.75 3.50 3.25 3.00
52 wk..... 4.25 4.00 3.75 3.50 3.25 3.00 2.75
30 sec: 1-min less 1.00.

PORT CLINTON

Ottawa County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WRWR (FM)

1961

Media Code 4 236 7020 7.00
Ohio Radio, Inc., Box P, Port Clinton, Ohio 43452.
Phone 419-734-3140.

1. PERSONNEL
President—Robert W. Reider.
General Manager—James R. Westerhold.
Station Manager—Wayne Kenney.

3. FACILITIES

ERP 6,700 w.; 94.5 mc.
Operating schedule: 7 am-11 pm EST.
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 24b, 25a, 28b, 28c.
Contracts: 40a, 41, 44a, 44b, 45, 48, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60b, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 ET 4/15/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

CONTRACT DISCOUNTS
1 min..... 3.00 600x 900x 1200x
30 sec..... 2.65 2.55 2.45 2.35

7. PACKAGE PLANS

PER WK: 1 min 30 sec 10 sec
1 x..... 3.80 3.15 ---
3 x..... 3.80 3.05 ---
6 x..... 3.70 2.95 ---
8 x..... 3.60 2.85 ---
12 x..... 3.50 2.75 ---
18 x..... 3.40 2.65 1.75
24 x..... 3.30 2.55 1.70
36 x..... 3.20 2.45 1.65
48+..... 3.10 2.35 1.60

WEEKEND SATURATION

(Sat, Sun, Mon)

24 tl..... 66.00 52.80 36.00
8. PROGRAM TIME RATES
PER WK: 1 tl 3 tl 5 tl 7 tl 10 tl 15 tl 20+
1 min 6.00 5.00 4.75 4.50 4.00 3.50 3.00
5 min..... 7.50 7.00 6.75 6.50 6.25 6.00
10 min..... 10.00 9.50 9.25 9.00 8.75 8.50
1/4 hr..... 12.50 12.00 11.50 11.00 10.50 10.00
1/2 hr..... 23.50 22.50 21.75 21.00 20.25 19.50
1 hr..... 45.50 43.50 42.00 40.50 39.00 37.50

PORTSMOUTH (3 AM; 2 FM)

(including New Boston)

Scioto County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WIOI

1959

NEW BOSTON



Subscriber to the NAB Radio Code
Media Code 4 236 7080 1.00
WIOI, Inc., Box 909, Room M101, Masonic Temple Bldg., Portsmouth, Ohio, 45662. Phone 614-354-2801.

1. PERSONNEL
President & Gen'l Mgr.—Charles B. Mallet.

2. REPRESENTATIVES

Zimmer, Inc.

3. FACILITIES

1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.

6. SPOT ANNOUNCEMENTS

1-minute or less:
1 time..... 5.00 104 times..... 4.10
26 times..... 4.70 156 times..... 3.80
52 times..... 4.40 260 times..... 3.50

7. PACKAGE PLANS

12 times..... 4.00 25 times..... 3.50

WNXT WNXT-FM

1951

1966



Subscriber to the NAB Radio Code

Media Code 4 236 7140 3.00

T/R Inc., Box 1228, Masonic Bldg., Portsmouth, Ohio, 45662. Phone 614-353-1161.

1. PERSONNEL

President—Clay Littleck.
Managing Director—Allan Land.
General Manager—Boh C. Wagner.

2. REPRESENTATIVES

Savall/Gates, Inc.
Regional Reps Corp.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1260 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30-12:30 am EST.
FM-ERP 900 w.; 99.3 mc.
Operating schedule: 5:30-12:30 am daily; 8 am-midnight Sun. EST.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. Cont. Discounts: 60b, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Ohio Radio Network.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

DAY OR NIGHT

1 time..... 1/4 hr. 10 min. 5 min. 1 min.
26 times..... 28.00 21.00 14.00 7.00
52 times..... 26.60 19.55 13.30 6.65
104 times..... 25.20 18.90 12.60 6.30
156 times..... 23.80 17.85 11.90 5.95
260 times..... 22.40 16.80 11.20 5.60
312 times..... 21.00 15.75 10.50 5.25
364 times..... 19.60 14.70 9.80 4.90

30 seconds—70% of applicable 1-minute frequency.
20 seconds—60% of applicable 1-minute frequency.
10 seconds—50% of applicable 1-minute frequency.
Rates for periods longer than 1/4 hour on request.

7. PACKAGE PLANS

(Run-of-schedule, within 1 week)

12 times, per spot..... 5.50
18 times, per spot..... 5.25
24 times, per spot..... 5.00

WPAY WPAY-FM

1935

1948



Media Code 4 236 7200 5.00

WPAY, Inc., 1009 Galia St., Portsmouth, Ohio 45662. Phone 614-353-5176.

1. PERSONNEL

President—Paul F. Braden.
Vice-Pres. & Gen'l Mgr.—Earl W. Francis.
Program Director—Thomas L. Riley.

2. REPRESENTATIVES

The Devney Organization, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:00-2:30 am daily; 7:00-12:05 am Sun. EST.
FM FACILITIES
ERP 33,000 w.; 104.1 mc.
Operating schedule: 5:00-2:30 am daily; 7:00-12:05 am Sun. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28c.
Contracts: 40a, 42b, 45, 46, 47a, 48, 49, 50.
Comb. Cont. Discounts: 60a, 61b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Local programs duplicated over FM at no extra charge; 5:00 a.m. to 7:00 a.m. and 7:00 a.m. to noon Sunday.
Sold in combination with WPFM, Middletown, Ohio and WSMJ, Greenfield, Ind. 5% discount on schedules placed on two stations; weekly mini/sum, 100.00.

6. SPOT ANNOUNCEMENTS

1x 26x 52x /04x 155x 260x
*1 min..... 6.00 5.70 5.40 5.10 4.80 4.50
(* 1-minute transcription or 00 words live; station break 20 seconds or 40 words live.

7. PACKAGE PLANS

WEEKLY SPOT PACKAGES

(Minutes and/or station breaks)

Within a 7 day period:

12 spots..... Each: Total
18 spots..... 4.75 57.00
24 spots..... 4.50 81.00
30 spots..... 4.25 102.00

8. PROGRAM TIME RATES

1/4 hr..... 24.00 22.80 21.60 20.40 19.20 18.00
10 min..... 18.00 17.10 16.20 15.30 14.40 13.50
5 min..... 12.00 11.40 10.80 10.20 9.60 9.00

9. PARTICIPATING PROGRAMS

"Country Music Man" with Zeke Mullins—5:00-7:00 am and 5:05-6:00 pm weekdays. Participations, each 5.88.

"It's a Woman's World"—12:30-1:00 pm Mon thru Fri. Participations, each, 5.88.

ST. MARYS

Augusta County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

WERM (FM)

1964



ST. MARYS-WAPAKONETA

Media Code 4 236 7260 9.00

West Central Ohio Broadcasters, Inc., Box 407, Wapakoneta, Ohio, 45895. Phone 419-738-2413, 394-2113.

1. PERSONNEL

Pres., Sta., Gen'l & Sales Mgr.—Harry B. Miller.
Program Director—E. R. Miller.

3. FACILITIES

ERP 3,000 w.; 92.1 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 165 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 28b, 28c, 29a.
Contracts: 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb. Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 62a.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS

No. 3 ET 1/1/69—Rec'd 12/2/68.

PER MO: 1 tl 10 tl 25 tl 50 tl 100 tl
1 min..... 4.00 3.50 3.00 2.50 2.00
30 sec..... 3.50 3.00 2.50 2.00 1.50
20 sec..... 3.00 2.50 2.00 1.75 1.25
10 sec..... 2.50 2.25 1.75 1.25 1.00

PER YR: 120x 300x 600x 1200x
1 min..... 3.00 2.75 2.50 2.25
30 sec..... 2.50 2.25 2.00 1.75
20 sec..... 2.25 2.00 1.75 1.50
10 sec..... 2.00 1.75 1.50 1.25

8. PROGRAM TIME RATES

1 hr..... 13x 52x 156x 312x
1/2 hr..... 40.00 36.00 22.00 21.00 18.00
1/4 hr..... 25.00 21.00 15.00 14.00 11.00
10 min..... 16.00 15.00 11.00 10.00 8.00
5 min..... 14.00 12.50 8.75 8.40 6.00

SALEM (1 AM; 1 FM)

Columbiana County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

WSOM

1965

Media Code 4 236 7320 1.00

Salem Broadcasting Co., Box 380, 300 E. State St., Salem, Ohio 44460. Phone 216-337-9544.

1. PERSONNEL

President—Les R. Dixon.
Vice-Pres. & Sta. Mgr.—Robert C. Harnack.
Sales Manager—Don Dixon.

3. FACILITIES

500 w.; 600 kc. Daytime directional.
Operating schedule: Sunrise-local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WSOM-FM.

4. AGENCY COMMISSION

15% on time only; hills payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10g, 15b.
Basic Rates: 20b, 21b, 24c, 24b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 46, 48 51b.
Comb. Cont. Discounts: 61b, 62a.
Cancellation: 70a, 70c, 73b.
Prod. Services: 80, 82.

6. SPOT ANNOUNCEMENTS

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x..... 48.90 29.20 16.70 13.90 10.70

DISCOUNTS
52x—10% 156x—20% 300x—30%
104x—15% 260x—25%

Programs and spots may be combined to earn frequency discounts on spots only.

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS

PER WK: 1 tl 3 tl 5 tl 7 tl 10+
5 min..... 10.00 9.00 8.50 8.00 7.50 6.50

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 ET 2/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS

PER WK: 1 tl 3 tl 5 tl 7 tl 10 tl 15 tl 20+
1 min 6.00 5.00 4.75 4.50 4.00 3.50 3.00
30 sec 5.00 4.50 4.25 4.00 3.75 3.25 2.50

8. PROGRAM TIME RATES

1/4 hr flat, ea..... 27.50

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS

PER WK: 1 tl 3 tl 5 tl 7 tl 10+
5 min..... 10.00 9.00 8.50 8.00 7.50 6.50

WSOM-FM

1958

Media Code 4 236 7321 9.00

Salem Broadcasting Corp., Farmer's National Bank Bldg., Salem, Ohio, Phone 216-337-9544, 5.

1. PERSONNEL

President—Les R. Dixon.
Sales Manager—Robert C. Harnack.

3. FACILITIES

ERP 100,000 w.; 105.1 mc.
Operating schedule: 6:00-2:00 am Mon thru Sat; 8:00-2:00 pm Sun. EST.
Partial simulcast operation with WSOM. For simulcast rates and facilities see WSOM.

4. AGENCY COMMISSION
None; bills payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 41, 42a, 44, 47a, 26, 29a.
Comb.: Cont. Discounts: 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES

No. 2 ET—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	500 x	2.75	2.07
1 x	4.15	3.19	500 x	2.75
5 x	3.85	2.88	1000 x	2.20
100 x	3.58	2.68	2000 x	1.98
150 x	3.30	2.43	2500 x	1.93
250 x	3.03	2.26	3000 x	1.87

20 sec: 68% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

7 DAY PACKAGE PLAN

1 MIN:	10 ti	15 ti	25 ti	50 ti	75 ti	100 ti
ea	3.85	3.58	3.30	3.03	2.75	2.48

8. PROGRAM TIME RATES

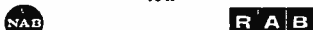
1x	13x	26x	52x	104x	156x	260x	312x
5 min	8.39	7.92	7.48	7.04	6.60	6.26	5.72
10min	12.54	11.88	11.22	10.56	9.90	9.24	8.58
1/2 hr	18.04	16.72	15.40	14.08	12.76	11.44	10.12
1/2 hr	31.35	28.60	26.85	25.10	23.35	21.60	19.85
1 hr	49.50	46.75	44.00	42.90	39.80	38.30	32.45

SPRINGFIELD (2 AM; 1 FM)

Clark County—Map Location C-7
See SLD's consumer market map and data at beginning of the State.

WBLY

1947



Subscriber to the NAB Radio Code
Media Code 4 236 7590 5-00
Champion City Broadcasting Co., 1711 W. Main St., Springfield, Ohio, 45504, Phone 513-324-5643.
STATION'S PROGRAMMING DESCRIPTION
WBLY: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. 5-6 am farm, weather reports, interviews. 6-7 am middle-of-the-road music. 7-10 am air personality, comedy, audience participation, telephone interviews, discussions, middle-of-the-road music. 10 am-1 pm air personality, current hits, local news. 1-5 pm air personality, middle-of-the-road music, comedy. 5-8 pm sports, news. 8-8 pm air personality, middle-of-the-road music. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Robert L. Yontz.
Program Director—June Powers.
Commercial Manager—Don Walters.

2. REPRESENTATIVES
Burn-Smith Company, Inc.
Ohio, Pittsburgh—Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
Simultaneous during AM obligatory hours. For non-simultaneous facilities see WBLY-FM listing.

4. AGENCY COMMISSION
15% rendered weekly or monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.
Member: Ohio Radio Network.

TIME RATES

A—Mon thru Sat 6-10 am & 3-6 pm; Sun 8 am-6 pm.
B—All other times.

7. PACKAGE PLANS

WKLY:	1 min	20/30	10 sec	1 min	20/30	10 sec
1 ti	12.00	9.60	6.00	9.00	7.20	4.50
5 ti	11.00	8.80	5.50	8.50	6.80	4.25
10 ti	10.00	8.00	5.00	8.00	6.40	4.00
15 ti	9.00	7.20	4.50	7.50	6.00	3.75
20 ti	8.00	6.40	4.00	7.00	5.60	3.50
30 ti	7.00	5.60	3.50	6.00	4.80	3.00
50 ti	6.00	4.80	3.00	5.00	4.00	2.50

DISCOUNTS

13 wks—5% 26 wks—10% 52 wks—15%

WBLY-FM

1958

Media Code 4 236 7501 6-00
Champion City Broadcasting Co., 1711 W. Main St., Springfield, Ohio, 45504, Phone 513-324-5643.
STATION'S PROGRAMMING DESCRIPTION
WBLY-FM: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. 5-8 am farm, weather reports, interviews. 6-7 am middle-of-the-road music. 7-10 am air personality, comedy, audience participation, telephone interviews, discussions, middle-of-the-road music. 10 am-5 pm air personalities, country and western music. 5 min news every 30 min. All request program. 5-8 pm sports, news. 8-8 pm air personality, middle-of-the-road music. 8 pm-1 am middle-of-the-road, showtunes. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Robert L. Yontz.
Program Director—June Powers.
Commercial Manager—Don Walters.

2. REPRESENTATIVES
Burn-Smith Company, Inc.
Ohio, Pittsburgh—Regional Reps Corp.

3. FACILITIES
ERP 20,000 w.; 102.9 mc.
Operating schedule: 5-1 am.
Partial simultaneous operation with WBLY. For simultaneous rates see WBLY listing.

4. AGENCY COMMISSION
15%.

5. GENERAL RATE POLICY

TIME RATES

ET 8/1/68—Rec'd 7/28/68.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr
1 x	28	15

W I Z E

1940

The Eastman Station

Media Code 4 236 7560 2-00
Radio Voice of Springfield, Inc., Box 1104, Springfield, Ohio, 45501. Phone 513-399-4955.
Studio: 1529 Miracle Mile, Springfield, Ohio.

1. PERSONNEL
Executive Vice-President—J. P. Williams.
Vice-Pres. & Gen'l Mgr.—Stephen T. Joss.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30-12:30 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a.
Affiliated with Eastman.
Affiliated with American Contemporary Network.

TIME RATES

No. 15 ET 8/1/69—Rec'd 7/7/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
1 ti	13.00	10.40	6.50	10.00	8.00	5.00
12 ti	11.00	8.80	5.50	9.00	7.20	4.50
18 ti	10.00	8.00	5.00	8.00	6.40	4.00

CONSECUTIVE WEEK DISCOUNT

28 wk—4% 52 wk—8%

RATEHOLDER
Minimum weekly sched of 6 1-min spots 6am-12mid Mon-Sun necessary to maintain consec wk advertising.

STEUBENVILLE (Ohio)-WEIRTON (W. Va.)

(2 AM; 1 FM)
Steubenville, Jefferson County, Ohio—Map Location H-5.
Weirton, Hancock County, W. Va.—Map Location H-5.
See SLD's consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WEIR

1950

WEIRTON, W. VA.

NBC Radio Network



Media Code 4 236 7620 4-00
The 1430 Corp., 3578 Pennsylvania Ave., Weirton, W. Va. 26062. Phone 304-725-1430.

1. PERSONNEL
General Manager—William K. Greaver.

3. FACILITIES
1,000 w.; 1430 kc.
Directional—separate patterns, day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net charges for time; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21b, 23a, 24b, 25c, 26, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Network.

TIME RATES

Rates effective March 1968. (Card No. 11.)
Rates received March 9, 1968.

6. SPOT ANNOUNCEMENTS

1 ti	1 min	30 sec	20 sec	10 sec
13 ti	7.00	6.40	5.60	4.90
28 ti	7.20	6.10	5.30	3.80
52 ti	6.80	5.45	4.75	3.40
156 ti	6.40	5.10	4.50	3.20
260 ti	6.00	4.80	4.20	3.00
520 ti	5.60	4.50	3.90	2.80
1000 ti	5.20	4.15	3.65	2.60

7. PACKAGE PLANS

WEEKLY PLANS (ROS)

1 MIN: Ea	1 wk	13 wk	26 wk	52 wk
5 ti	7.20	6.80	6.40	6.00
10 ti	6.40	6.00	5.60	5.20
20 ti	5.60	5.20	4.80	4.40
40 ti	4.80	4.40	4.00	3.60

WEEKEND PLAN

(Sat and Sun)

1 min 30 sec	1 min 30 sec	1 min 30 sec
5.00	4.50	20 ti
30 seconds—80%, 20 seconds—80%, 10 seconds—50% of 1-minute rate.	4.50	4.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100.00	60.00	32.00	24.00
13 ti	95.00	57.00	30.40	22.80
28 ti	90.00	55.50	28.80	21.60
52 ti	85.00	54.00	27.20	20.40
156 ti	80.00	52.50	25.60	19.20
260 ti	75.00	51.00	24.00	18.00
520 ti	70.00	50.00	23.00	18.80
1000 ti	65.00	48.50	23.00	15.60

WSTV

1940
STEUBENVILLE, OHIO



A Rust Craft Station
Media Code 4 236 7680 8-00
Rust Craft Broadcasting Co., 320 Market St., Steubenville, Ohio 43952. Phone 614-282-0911.
Wheeling, W. Va., office: Hawley Bldg., Main St., Phone 304-232-8199.

1. PERSONNEL
President—Jack N. Berkman.
Acting General Manager—William B. Chesson.

2. REPRESENTATIVES
Stone Representatives, Inc.
Rust-Craft Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30-1:00 am. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 25a, 26a, 30, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60b, 60i, 60j.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

No. 6 ET 7/1/68—Rec'd 6/13/68.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	156x	260x	312x	520x	1040x
AAA	15	14	13	12	11	10	9	8
AA	14	13	12	11	10	9	8	7
A	13	12	11	10	9	8	7	6

7. PACKAGE PLANS

PER WK, EA:

AAA	6 ti	12 ti	18 ti	24 ti	36 ti
AA	13	12	11	10	9
AA	12	11	10	9	8
A	11	10	9	8	7

20/30 sec: 3/4 1-min.

10. SPECIAL FEATURES
News-casts—1-1/2x 1-min plus 10% for leased wire service. (CR)

WSTV-FM

1947
STEUBENVILLE, OHIO

Media Code 4 236 7681 6-00
Rust Craft Broadcasting Co., 320 Market St., Steubenville, Ohio 43952. Phone 614-282-0911.

1. PERSONNEL
President—J. N. Berkman.
Acting General Manager—William B. Chesson.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
ERP 12,000 w.; 103.5 mc.
Operating schedule: 9 am-11 pm. EST.
Antenna ht.: 880 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WSTV listing for coded regulations.

TIME RATES

ET 7/14/66.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.50	6.50	5.50	5.00
20/30 sec	6.40	6.00	5.20	4.40	4.00

SYLVANIA

Lucas County—Map Location C-3
See SLD's consumer market map and data at beginning of the State.

WGLN (FM)

1969
Media Code 4 236 7710 3-00
Twin States Broadcasting, Inc., Box 102, Sylvania, Ohio 43560. Phone 419-885-6541.

STATION'S PROGRAMMING DESCRIPTION
WGLN (FM): Programmed for the adult listener.
NEWS: on hour, news headlines on half hour. Farm news at 5 am, 8 am & noon, M-F. SPORTS: at 4:55, 24 hours a day. Religious programs: carried Sun only.
MUSIC: format is modern country-sound. Rec'd 2/15/69.

1. PERSONNEL
President—Larry Green.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

OHIO

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 12f, 14f, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 25c.
Contracts: 40a, 41, 42a, 45, 46, 47a, 51c.
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60j.
Cancellation: 71a, 72, 73a, 73b.
Member: Country Music Network.

TIME RATES

ET 2/1/69—Rec'd 2/5/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	25 ti	50 ti	100+
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80
10 sec	4.00	3.70	3.40	3.10	2.80

10. SPECIAL FEATURES
5-min Newscasts—1-min rate plus 2.00.

TIFFIN (1 AM; 1 FM)

Seneca County—Map Location D-4
See SLD's consumer market map and data at beginning of the State.

WTF

19

OHIO

WMHE (FM)

1957

NIAFM B

Toledo-WCWA-Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28b, 29b, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 61a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio A.I.D. Plan.
Affiliated with American Entertainment Network

TIME RATES

AM/FM COMBINATION RATES
No. 12 Eff 2/1/69-Rec'd 12/30/68.

AAA-Mon thru Sat 6-10 am.
AA-Mon thru Sat 8-7 pm.
A-Mon thru Sat 10 am-3 pm.
B-All other times.

6. SPOT ANNOUNCEMENTS
PER WK, 1 MIN: 11 6 11 18 11 24 11
AAA 33 28 23 21 19
AA 28 23 21 19 17
A 22 20 18 16 14
B 20 19 14 12 10

50/50 TRAFFIC PLAN

PER WK, 1 MIN: 12 11 18 11 24 11
1/2AAA, 1/2AA 252 342 408
20/30 sec: 80% of 1-min. 10 sec: 80% of 1-min.
1-minute and 20/30-second spots may be counted to help earn frequency discounts on 10-second spots, but not vice-versa.
Spots and programs may not be combined for discounts.

8. PROGRAM TIME RATES

5 min-1-1/2x applicable 1-min rate.

10. SPECIAL FEATURES

News and/or Sports-1-1/2x applicable 1-min rate.
Religious Program-Sun 6-9 am:
PER YR: 1x 52x 104x
1 hr 75 70 65
1/2 hr 50 45 40
1/4 hr 35 (*) 30
(*) 32.50.

WCWA-FM

1949

NAB

NIAFM B

Subscriber to the NAB Radio Code
Media Code 4 236 7601 0.00
Reams Broadcasting Corp., 604 Jackson St., Toledo, Ohio 43604, Phone 419-248-2627.

1. PERSONNEL

President-Frazier Reams, Jr.
Vice-Pres. & Gen'l Mgr.-William Rimmelin.
General Sales Manager-Doug Berle.

2. REPRESENTATIVES

Katz Radio, East.

3. FACILITIES

ERP 50,000 w., 104.7 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 655 ft. above average terrain.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING

See WCWA listing for coded regulations.
Sponsors with competing products or services will be guaranteed at least 1/2 hour separation from each other.

Affiliated with American FM Network.
Affiliated with Market 1 Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

Eff 6/1/68-Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

1 min 20 16 14 12 10

WKLR (FM)

1946

Media Code 4 236 7860 6.00
Booth Broadcasting Co., 3225 Arlington Ave., Toledo, Ohio, 43614, Phone 419-385-3343, 2507.

STATION'S PROGRAMMING DESCRIPTION

WKLR (FM): MUSIC: rhythm and blues, Contact Representative for further details. Rec'd 12/29/67.

1. PERSONNEL

General Manager-Robert F. Martz.
Sales Manager-James J. Damiani.
Program Director-Alfredricks Kuffin.

2. REPRESENTATIVES

Greener, Elkon, Sears,
Ohio-Thomas Broadcast Time Sales, Inc.

3. FACILITIES

ERP 8,800 w.; 99.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WTOD.

TIME RATES

No. 26 Eff 6/1/68-Rec'd 5/6/68.

6. SPOT ANNOUNCEMENTS

PER WK: 1x 52x 104x 156x 312x 624x
1 min 13 12 11 10 9 8
30 sec: 75% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK: 12 11 18 11 24 11 38 11
1 min 10.00 8.50 7.00 5.50
30 sec: 75% of 1-min. ID's: 50% of 1-min.

10. SPECIAL FEATURES

All Nite Show-Midnight-6 am, 50 1-min spots per wk, flat 100.00.

Media Code 4 236 7920 8.00
Hillebrand Electronics, 4665 W. Bancroft St., Toledo, Ohio 43615, Phone 419-538-9843.
STATION'S PROGRAMMING DESCRIPTION
WMHE (FM): Programmed for adult listener.
NEWS: 10 am, 1 pm, 6 pm, 10 pm, 12M, 1:45 am, M-F. Sat 8 am, 9 am, 10 am, 11 am, 1 pm, 3 pm, 6 pm, 10 pm, 12M, 1:45 am. Sun 9 am, 3 pm, 6 pm, 10:45 pm. Maximum 10 min. MUSIC: 7:30 am-1:45 am standard pops. Sun 9:30 am-1 pm classical music.
COMMERCIAL POLICY: 4 minutes per hour. Rec'd 1/31/68.

1. PERSONNEL

Owner-William A. Hillebrand.
Gen'l & Comm'l Mgr.-Charles A. Myers.

2. REPRESENTATIVES

Gelderman & Company.

3. FACILITIES

ERP 10,000 w.; 92.5 mc.
Operating schedule: 7:30-2:00 am Monday thru Friday; 7:30-2:00 am Saturday; 7:30 am-11:00 pm Sunday. EST.

Antenna ht.-165 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 25c, 26, 28a, 29b, 33a.
Contracts: 40a, 41, 44a, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

Rates effective
Rates received May 3, 1963.

6. SPOT ANNOUNCEMENTS

All times Class "A"; Notation schedule, add 10% for fixed times.

1 min 10.00 10.4 11 6.50
13 11 10 156 11 6.00
26 11 7.50 312 11 5.75
52 11 7.00 624 11 5.50

7. PACKAGE PLANS

6 1-minute spot announcements each day, 13 weeks, 546 times, 2,700.00.

8. PROGRAM TIME RATES

1 hr 50.00 30.00 20.00 15.00
13 47.50 28.50 19.00 14.25
26 45.00 27.00 18.00 13.50
30 42.50 25.50 17.00 12.25
52 40.00 24.00 16.00 11.50

10. SPECIAL FEATURES

WEEKEND NEWS PACKAGE
ROS 5:30 pm Saturday, 11:00 pm Sunday.
8 10-minute newscasts; 8 1-1/2 minute headlines.
15 15-minute newscasts; 26 1-1/2 minute headlines.
13 wk 125.00 52 wk 100.00
World Newsbreak, 10 minute world and local news, at 1/4 hour rate.
News Headlines, 2 minute, news and weather-at spot rate.
Minimum contract for news programs-5 per week, 13 weeks.

WOHO

1954

BLAIR RADIO

NAB

Media Code 4 236 7980 2.00
Midwestern Broadcasting Co., 2965 Pickle Rd., Toledo, Ohio 43615, Phone 419-255-1470.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.-Lewis W. Dickey,
Assistant General Manager-Sam Holman,
National Sales Manager-Bill Pipher.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

1,000 w., 1470 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on net for station time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with Blair Represented Network.

TIME RATES

ET 11/1/65-Rec'd 10/4/65.

6. SPOT ANNOUNCEMENTS

15/0 on net for station time only.
(6-10 am & 3-7 pm Mon thru Sat)

PER WK: 1 min 30/20
1-5 30.00 24.00 18.00
6 28.00 22.40 16.80
12 26.00 20.80 15.80
18 25.00 20.00 15.00

HOUSEWIFE/NITE

(Mon thru Sat 10 am-3 pm & 7-11 pm)

1-5 24.00 19.20 14.40
6 21.00 16.80 12.60
12 20.00 16.00 12.00
18 19.00 15.20 11.40

ALL OTHER TIMES

1-5 20.00 16.00 12.00
6 18.00 14.40 10.80
12 16.00 12.80 9.60
18 15.00 12.00 9.00

8. PROGRAM TIME RATES

5 MINUTES

PER WK: (*) (†) (‡)
1-5 45.00 38.00 30.00
6 42.00 31.50 27.00
12 39.00 30.00 24.00
18 37.50 28.50 22.50

(*) Drivetime-Mon thru Sat 6-10 am & 3-7 pm.
(†) Prime Time-Mon thru Sat 10 am-3 pm & 7-10 pm.
(‡) All other times.

WSPD

1921

A Storer Station

NBC Radio Network

MAJOR MARKET RADIO, INC.

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 8040 4.00
Storer Broadcasting Co., 125 S. Superior, Toledo, Ohio 43602, Phone 419-248-6401. TWX 810-442-1740.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.-Reggie Martin.
Nat'l Sales Mgr.-Emerson Kimble, 419-248-2234.

2. REPRESENTATIVES

Major Market Radio, Inc.
Ohio-Regional Rep. Corp.
Storer Bta. Sales Office: See Rep & S/O pages.

3. FACILITIES

5,000 w.; 1370 kc. Directional-night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60g, 00h, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with NBC.
Member: Ohio Radio Network.

MULTIPLE PRODUCT ANNOUNCEMENTS

Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min period unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.

TIME RATES

No. 37 Eff 1/1/68-Rec'd 12/28/67.

AA-Mon thru Fri 6-9 am.
A-Mon thru Fri 4-7 pm.
B-Mon thru Fri 9:30 am-4 pm; Sat & Sun 6 am-7 pm.
C-Daily 5-6 am & 7 pm-midnight; Sun 6 am-7 pm, when available.

(†) Add 3.00 talent fee for 3-4 pm segment.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec 1 min 30 sec (*)

1 x 40 30 35 26 30 23 20
52 x 37 29 32 24 27 21 18
156 x 34 26 29 22 24 18 16
312 x 32 24 26 20 22 16 14
520 x 29 22 24 18 21 15 13
780 x 27 21 23 16 19 14 12
1040 x 25 19 20 15 17 13 11
1300 x 23 17 18 14 15 12 9

(*) 1 minute or less.
10 sec: 50% of applicable 1-min.
Fixed position: 1x rate.

7. PACKAGE PLANS

WKLY: 1 min 30 sec 1 min 30 sec 1 min 30 sec (*)

10 35 26 25 19 21 16 14
15 32 24 23 17 20 15 13
18 29 22 21 16 18 14 12
25 27 21 20 15 17 13 11
30+ 25 19 19 14 16 12 10

8. PROGRAM TIME RATES

A-Mon thru Sat 6 am-11 pm.
B-Sun 6 am-11 pm.

1/2 HR: 1x 52x 156x 260x 312x
A 132 120 107 100 93
B 88 80 71 66 62

1/4 hr: 67% of 1/2 hour. 5 min: 37% of 1/2 hour.
10 min: 53% of 1/2 hour.

1/4 Hour Strip Rate
(After 7:00 pm Mon thru Fri; all day Sat and Sun)

5 1/4-hour units per wk 225.
3 1/4-hour units per wk 150.

10. SPECIAL FEATURES

NEWS HEADLINES
At :30 every hour. Includes 1-minute plus open and close. Minimum order of 6 weekly.

WKLY: 6 11 12 11 18 11 24 11
A 25 24 23 21
B 17 15 13 12

Spots and headlines may be combined to earn further discounts for spots.

WSPD-FM

1948

RAB

Media Code 4 236 8041 2.00
Storer Broadcasting Co., 125 S. Superior St., Toledo, Ohio 43602, Phone 419-248-6401. TWX 810-442-1740.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.-Reggie Martin.
National Sales Manager-Emerson Kimble, 419-248-2234.

2. REPRESENTATIVES

Roger Coleman, Inc.
Storer Bta. Sales Office: See Rep & S/O pages.

3. FACILITIES

ERP 5,000 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.

4. AGENCY COMMISSION

15% payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
See WSPD listing for coded regulations.
Four commercial minutes maximum per hour.

TIME RATES

No. 1 Eff 3/2/69-Rec'd 5/1/69.

AA-3-10 pm.
A-6 am-3 pm & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, EA: CLASS AA 10 11 20 11 30 11
1 min 7.00 6.50 6.00 5.00
30 sec 5.00 4.50 4.00 3.50

CLASS A

1 min 4.50 4.00 3.00
30 sec 3.50 3.00 2.50 2.00

10. SPECIAL FEATURES

NEWSCASTS
MON THRU SUN: 3 11 7 14+
8:37, 11:37 am, 2:37, 5:37, 12 11 10
8:37, 11:37 pm, 12 11 10

8 minutes; commercial content

Toledo—W T T O—Continued
CLASS B
1x 52x 260x
1/4 hr. 30 28 26
10 min. 20 18 18
5 min. 15 13 12

UHRICHSVILLE
Tuscarawas County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WBTC
1963
RAB
Media Code 4 236 6220 2.00
Tuscarawas Broadcasting Co., 2305 N. Water St., Uhrichsville, Ohio 44683, Phone 614-922-2700.

PERSONNEL
President—James Natoli, Jr.
General Manager—John R. Terry.
Sales Manager—Dan Stillner.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w. 1540 kc. Non-directional.
Operating schedule: Sign-on-local sunset. EST.
4. AGENCY COMMISSION
15% payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 15c.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: Ohio Radio Network.

SPOT ANNOUNCEMENTS
1 MINUTE
1x 13x 26x 52x
1 min. 4.50 4.40 4.30 4.20
6. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
13 13 13 13 13
13 13 13 13 13
26 26 26 26 26
52 52 52 52 52
104 104 104 104 104
156 156 156 156 156
208 208 208 208 208
260 260 260 260 260
312 312 312 312 312

URBANA
Champaign County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCOM (FM)
1965
Media Code 4 236 8280 6.00
The Brown Publishing Co., 225 S. Main St., Urbana, Ohio 43078, Phone 513-853-5011.

PERSONNEL
Pres. & Gen'l Mgr.—Clarence J. Brown.
Sta. & Sales Mgr.—James W. Bisey.
3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 6:30 am-10 pm. EST.
Antenna ht.: 262 ft. above average terrain.
4. AGENCY COMMISSION
None, agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 26, 28c, 30, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 61b, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

SPOT ANNOUNCEMENTS
PER DAY: 1 min 30 sec 20 sec 10 sec
3 2.85 1.90 1.65 1.25
5 2.25 1.85 1.60 1.20
8 2.15 1.80 1.55 1.15
10 2.10 1.75 1.50 1.10
PER WK: 2.05 1.70 1.45 1.05

VAN WERT (1 AM; 1 FM)
Van Wert County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WERT
1958
Media Code 4 236 8340 8.00
Wert, Inc., Box 487, Van Wert, Ohio 45891, Phone 419-232-4075.

PERSONNEL
General Manager—Donna Wermer.
Regional Reps Corp.
3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WERT-FM.
4. AGENCY COMMISSION
Net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 22b, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 41, 44a, 45, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Ohio Radio Network.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER YR: ANNUAL, WKLY:
1x 4.15 1 4.15 3.80
150 3.65 3 3.65 3.30
150 3.40 5 3.40 3.05
250 3.15 7 3.15 2.90
500 2.90 10 2.90 2.80
1000 2.40 20 2.40 2.30
1600 2.20 30 2.20 2.10
30 seconds—75% of 1-minute rate.
10 seconds—40% of 1-minute rate.

7. PACKAGE PLANS
1 MINUTE 7 DAY PACKAGES
10 3.95 75 2.85
25 3.30 100 2.55
50 3.05
LISTEN LADIES
Per yr. 5.00 4.50 104x 156x 260x
Open 52x 104x 156x 260x
30 seconds—75% of 1-minute rate.
10 seconds—80% of 1-minute rate.

WERT-FM
1962
Media Code 4 236 8341 6.00
2588 Newport Corp., Box 487, East Lincoln Hwy., Weymouth, Ohio 45891, Phone 419-232-4075.
1. PERSONNEL
General Manager—Donna Wermer.
Station Manager—Kenneth McGeath.
2. REPRESENTATIVES
Pearse Sales.
Regional Reps Corp.
3. FACILITIES
ERP 6,300 w.; 98.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 120 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 am. For simulcast facilities see WERT.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
See WERT listing for coded regulations.
Affiliated with MBS.

SPOT ANNOUNCEMENTS
PER YR: 1x 300x 700x
Ea 3.00 2.20 2.00
6. PROGRAM TIME RATES
1x 1/2 hr 1/4 hr 5 min
1 25 18 7
12 20 15 6
18 15 12 4

WAPAKONETA
Auglaize County—Map location B-5
See SRDS consumer market map and data at beginning of the State.

WERM (FM)
Licensed as a St. Marys-Wapakoneta, Ohio, Station.
See listing under St. Marys, Ohio.

WARREN
Trumbull County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WHHH
1941
Subscriber to the NAB Radio Code
Media Code 4 236 8400 0.00
Radio Station (WHHH, Inc.), Second Nat'l Bldg., Market St. & Main Ave., Warren, Ohio 44481, Phone 392-2529.

PERSONNEL
President—Helen Hart Hurlbert.
Manager—Robert E. Hardy.
2. REPRESENTATIVES
Gill-Perma, Inc.
Regional Reps Corp.
3. FACILITIES
5,000 w.; 1440 kc.
Directional—separate patterns day and night.
Operating schedule: 5:28 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.

SPOT ANNOUNCEMENTS
30/20
1 min 1 min
1 10.00 7.50 104 9.00 6.75
13 9.75 7.30 260 8.50 6.85
28 9.50 7.10 520 8.00 6.00
52 9.25 6.90
10 seconds—50% of 1-minute rate.

7. PACKAGE PLANS
WEEKLY SATURATION PLANS
30/20
PER WK: 1 min sec 1 min sec
6 9.00 6.75 18 8.00 3.00
12 8.50 6.50 24 7.50 3.75
8. PROGRAM TIME RATES
(5:28 am-midnight)
1 1 52 104 156 260
1 1 1 1 1 1
1/2 hr. 60. 57. 54. 51. 48. 45. 42.
1/4 hr. 40. 38. 36. 34. 31. 28. 25.
5 min. 20. 19. 18. 17. 15. 13. 11. (D)

WASHINGTON CT. HOUSE
(1 AM; 1 FM)
Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WCHO
1952
Media Code 4 236 8460 4.00
The Court House Broadcasting Co., 113-1/2 S. Main St., Washington Court House, Ohio 43160, Phone 5-8211.

PERSONNEL
General Manager—W. N. Nungesser.
Station Manager—Robert Lutz.
3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 8:00 am-local sunset Sun. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCHO-FM.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 28a, 28c.
Contracts: 46.
Comb.: Cont. Discounts: 60a.
All rates guaranteed for one year from date of first broadcast, with or without interruption.
Beer advertising accepted.
Length of commercial copy:
5 minutes 1:00 minute
10 minutes 2:00 minutes
15 minutes 2:40 minutes
30 minutes 4:00 minutes
45 minutes 5:30 minutes
60 minutes 7:00 minutes
Affiliated with Keystone & NAB Networks.
Member: National A/Radio Groups, Inc.

SPOT ANNOUNCEMENTS/PROGRAM RATES
Rates effective October 1, 1958.
Card received September 27, 1958.
15% on time only; no cash discount.
1 hour 40.00 34.00 30.00 27.00 24.00
1/2 hour 26.00 23.50 21.00 18.00 15.50
1/4 hour 17.00 14.50 13.00 11.75 10.50
10 minutes 13.00 11.75 10.50 9.25 8.00
5 minutes 8.00 7.25 6.00 5.75 5.25
1 minute 4.00 3.50 3.25 3.00 2.75

WCHO-FM
1968
Media Code 4 236 8461 2.00
The Court House Broadcasting Co., Box 1, 1535 N. North St., Washington Court House, Ohio 43160, Phone 614-335-0941.

PERSONNEL
General Manager—W. N. Nungesser.
Sta. Mgr. & Chief Eng.—Robert Lutz.
Program Director—Bill Norman.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 309 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCHO.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
See WCHO listing for coded regulations.

SPOT ANNOUNCEMENTS
PER DAY: 26x 52x 104x 156+
30 sec. 1.60 1.40 1.25 1.10 1.00
1 min. 2.00 1.75 1.50 1.35 1.25
7. PACKAGE PLANS
SATURATION PACKAGE—ROS
(7 days or less)
EA: 1 min 30 sec 15 sec
25+ 1.25 .85 .50
10 spots in 2 days or less same as above rates.

WAWERLY
Pike County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WPKO
1954
Media Code 4 236 8520 5.00
Bennett Broadcasting Co., Box 67, Waverly, Ohio 45690, Phone 947-2166.

PERSONNEL
Manager—David M. Eshleman.
3. FACILITIES
1,000 w. days; 1380 kc. Directional.
Operating schedule: 8 am-local sunset. EST.
4. AGENCY COMMISSION
15% payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4b, 4d, 6a.
Rate Protection: 15b.
Basic Rates: 22b, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70e, 71a, 73a.
ET 2/15/87—Rec'd 3/2/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR 160 WORDS
1x 26x 50x 100x 500x 1000x
Each 2.00 1.90 1.80 1.70 1.60 1.50
30 seconds—75% of 1-minute rate (80 words).
20 seconds—65% of 1-minute rate (50 words).
10 seconds—50% of 1-minute rate (25 words).
8. PROGRAM TIME RATES
59 min 29 min 14 min 9 min 4 min
1x 25.00 15.00 9.00 6.50 4.00
4 22.50 12.50 7.50 5.50 3.00
1 yr. 21.00 11.00 6.50 4.50 2.50
1 year rate must be earned only or contracts written non-cancelable.

WELLSTON
Jackson County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WKOV
1953
Media Code 4 236 8580 9.00
The Family Broadcasting Co., Inc., Radio WKOV, Box 190, Wellston, Ohio 45692, Phone 614-384-6152, 2000.

PERSONNEL
Pres. & Gen'l Mgr.—W. N. Nungesser.
Station Manager—Gary K. Ungert.
3. FACILITIES
500 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
4. AGENCY COMMISSION
15% monthly.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 22a, 28c.
Beer advertising accepted.
Prices for time are predicated upon fulfillment of contract within 12 months period starting from first broadcast.
Affiliated with Keystone Network.

SPOT ANNOUNCEMENTS
Rates effective November 1, 1953.
Card received December 28, 1953.
1 min. or 15 30 60 90 180 360
100 wds. 3.40 3.25 3.10 2.95 2.80 2.65 2.50
1/2 min. or 50 wds. 2.60 2.50 2.40 2.30 2.20 2.10 2.00
8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 time 35.75 22.50 11.25 9.00 5.50
30 times 35.00 22.00 11.00 8.80 5.30
60 times 34.25 21.50 10.75 8.60 5.10
90 times 33.50 21.00 10.50 8.40 4.90
180 times 32.75 20.50 10.25 8.20 4.70
360 times 32.00 20.00 10.00 8.00 4.50

WILLOUGHBY
Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Cleveland
(including Cleveland Heights, Willoughby)

WILMINGTON
Clinton County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WMWM
1964
Media Code 4 236 8700 3.00
5KW, Inc., Box 1, Wilmington, Ohio 45177, Phone 513-382-1608.

PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl A. Cook.
Sales Manager—Clarence Graham.
Program Director—Fred Jay.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. 1000 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 25a, 28a, 33a.
Contracts: 40a, 44b, 46.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Member: Ohio Radio Network.

SPOT ANNOUNCEMENTS
ET 7/1/85—Rec'd 6/30/89.
FIXED: 1x 26x 52x 104x 260x 312x 520x 1000x
1 min 5.70 5.50 5.25 5.00 4.75 4.50 4.25 4.00
30 sec 4.50 4.25 4.00 3.75 3.50 3.40 3.25 3.00
10/15 sec ID's: 50% of 1-min.
7. PACKAGE PLANS
PER WK: 12 15 16 21 24 28
1 min. 5.00 4.75 4.50 4.25 4.00 3.75
30 sec. 4.25 4.00 3.75 3.50 3.25 3.00
10/15 sec. 2.50 2.35 2.20 2.15 2.10 2.00
10. SPECIAL FEATURES
Weather and Time Signals, ROS, 50+ ea, 2.00.
Limited to 15 wds. To be used within 30 days.

OHIO

WOOSTER (1 AM; 1 FM)

Wayne County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WWST

1947



Subscriber to the NAB Radio Code

Media Code 4 236 8760 7.00
Wooster Republican Printing Co., S. Hillcrest Dr.,
Wooster, Ohio 44691. Phone 216-264-5122.

STATION'S PROGRAMMING DESCRIPTION

WWST: Programmed for general adult audience. NEWS: on hour, plus half hour at 7:30 am, 20 min at 11:40 am and 5:30-7 am & noon. House- show 9:05-10 am with guests, interviews and special features. Adult programming until 4 pm. 4 pm-sign-off teenage music except news and sports report 5:20-6:15 pm. Middle-of-the-road music sign-off 4 pm, rock 4 pm-sign-off. Audience contests and features including baseball quiz, yearly trip give-away, free movies and similar features. Sports coverage, including local play-by-play. Contact Representative for further details. Rec'd 8/1/67.

1. PERSONNEL

General Manager—E. B. Evans.
Station Manager—Quentin W. Welty.
Sales Manager—Bob Heeter.

2. REPRESENTATIVES

George T. Hopewell, Inc.
Regional Reps Corp.

3. FACILITIES

1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Simultaneous sign-on-8:30 am daily; sign-on-12:15 pm Sun. For non-simultaneous facilities see WWST-FM listing.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 4b, 4d, 6a, 8.
Rate Protection: 10d, 11c, 14d, 16.
Basic Rates: 21a, 23a, 24b, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 42a, 42c, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS and NAS.
Member: Ohio Radio Network.

TIME RATES

No. 8 Eff 1/1/69—Rec'd 1/30/69.

6. SPOT ANNOUNCEMENTS

AM ONLY		AM/FM COMBINATION	
1x	13x	26x	52x
1 min 5.65	5.30	5.05	4.75
1 min 6.80	6.40	6.10	5.75

8. PROGRAM TIME RATES

AM ONLY		AM/FM COMBINATION	
1x	13x	26x	52x
1 hr. 60.50	57.50	55.00	51.00
1/2 hr. 37.80	35.80	34.00	32.10
1/4 hr. 22.60	21.50	20.45	19.30
10 min 16.95	16.10	15.25	14.45
5 min 11.30	10.75	10.15	9.60

WWST-FM

1947



Subscriber to the NAB Radio Code

Media Code 4 236 8761 5.00
Wooster Republican Printing Co., S. Hillcrest Dr.,
Wooster, Ohio 44691. Phone 216-264-5122.

STATION'S PROGRAMMING DESCRIPTION

WWST-FM: Programmed for adult middle-of-the-road music listening.
Classical hour 11 pm-12M 5 nights a week. Music plus news and sports 8:30 am-12M. News on hour, including UPI audio service and local coverage. SPORTS: play-by-play of major league baseball, local basketball, football, baseball and golf. Financial news feature at 6:05 pm daily. Rec'd 8/1/67.

1. PERSONNEL

General Manager—E. B. Evans.
Station Manager—Quentin W. Welty.
Sales Manager—Bob Heeter.

3. FACILITIES

ERP 52,000 w.; 104.5 mc.
Operating schedule: 9:05 am-midnight. EST.
Partial simultaneous operation with WWST-AM. For simultaneous rates see WWST listing.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

See WWST listing for coded regulations.
Sold in combination with WWST. See that listing for rates.

TIME RATES

Rates are identical to WWST AM only rates. See that listing.

WORTHINGTON

Franklin County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See Columbus

(including Worthington)

XENIA (2 AM; 2 FM)

Greene County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WBZI (FM)

1967



Media Code 4 236 8620 9.00
Baker Broadcasters, Inc., Box 99, Xenia, Ohio 45385.
Phone 513-372-3531. Dayton: 426-2433.

STATION'S PROGRAMMING DESCRIPTION

WBZI(FM): Programmed for country and western music listener.
AIR PERSONALITIES amee all segments. MUSIC: 100% country and western. NEWS: 5 min at :30, local staff plus mobile unit. SPORTS: play-by-play of local county teams' games. Contact Representative for further details. Rec'd 11/17/67.

1. PERSONNEL

President—Dr. Vernon H. Baker.
Vice-Pres. & Gen'l Mgr.—Richard A. Moran.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 6,000 w.; 95.3 mc.
Operating schedule: 5 am-midnight daily.

4. AGENCY COMMISSION

15% time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15a, 16b.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60i, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/67—Rec'd 10/6/67.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec	
1x	13x	26x	52x
1x 3.60	2.60	3.65	2.75
104x 3.45	2.40	620x 2.70	1.90
166x 3.25	2.30	780x 2.60	1.85
208x 3.10	2.15	1040x 2.50	1.80
260x 3.00	2.10	1300x 2.40	1.60
312x 2.90	2.05	1500+ 2.10	1.25

7. PACKAGE PLANS

PER WK.		ROS	
10 tl	15 tl	25 tl	50 tl
1 min. 2.90	2.70	2.60	2.35
20 sec. 2.35	2.15	2.00	1.85
20 sec: 60% of 1-min. 10 sec: 50% of 1-min.			

8. PROGRAM TIME RATES

1x		13x		26x		52x	
1 hr	30	30	27	24	21	18	15
1 hr	36	30	27	24	21	18	15
1/2 hr	27	21	18	15	12	9	6
1/4 hr	21	18	15	12	9	6	3

10. SPECIAL FEATURES

5 Minute Newscasts—applicable minute plus .50.

WELX

1969

Media Code 4 236 8850 6.00
West Central Ohio Broadcasters, Inc., Box 407,
Wapakoneta, Ohio 45895. Phone 419-738-2413.
Studio: 58-1/2 N. Detroit St., Xenia, Ohio 45385.
Phone 513-372-7649.

1. PERSONNEL

Pres. & Gen'l Mgr.—H. B. Miller.
Station Manager—Dennis Sandman.
Sales Manager—Terry Younce.

3. FACILITIES

250 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 12a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60c, 60h, 61a, 61b, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/69—Rec'd 12/31/68.

6. SPOT ANNOUNCEMENTS

PER YR.		120x		300x		600x		1200x	
1 min.	3.40	3.16	2.95	2.70	2.45	2.20	2.00	1.80	1.60
30 sec.	2.85	2.60	2.35	2.10	1.85	1.65	1.50	1.30	1.10
10 sec.	2.05	1.85	1.65	1.50	1.30	1.10	1.00	0.80	0.70
PER MO:		1 tl	10 tl	25 tl	50 tl	100 tl			
1 min.	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec.	3.60	3.35	3.10	2.85	2.60	2.35	2.10	1.85	1.60
20 sec.	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00
10 sec.	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.75	0.50

8. PROGRAM TIME RATES

1x		26x		52x		156x		312x	
1 hr	50.00	40.00	32.00	25.00	21.00	17.00	13.00	10.00	8.00
1/2 hr	30.00	25.00	20.00	16.00	12.80	10.00	8.00	6.40	5.00
1/4 hr	20.00	18.00	14.00	11.80	9.50	7.50	6.00	4.80	3.75
10 min	18.00	14.00	11.00	9.50	8.00	6.40	5.00	4.00	3.12
5 min	12.00	10.00	8.00	6.40	5.25	4.20	3.30	2.60	2.00

WGIC

1963



Subscriber to the NAB Radio Code

Media Code 4 236 8860 3.00
Baker Broadcasters, Inc., Box 99, 989 Bellbrook
Ave., Xenia, Ohio 45385. Phone 513-372-3531.

STATION'S PROGRAMMING DESCRIPTION

WGIC: Programmed for adults and young adults. Heavy community involvement with editorials, participation by remote broadcasts. NEWS: 5 min on half hour with local news staff, mobile unit, national and regional network. AIR PERSONALITIES handle all segments. Sign-on-9:30 am middle-of-the-road music, weather, quips, interviews, 9:30-10 am middle-of-the-road music and open line telephone discussion with guests, 10-10:05 am housewife hints and talk directed to women, 10:05-11 am network variety, 11 am-noon general popular music, Noon-12:15 pm farm news and markets, 12:15 pm-sign-off general popular music with traffic reports, community discussion, weather, quips, general information. SPORTS: at 7:25 am, 8:25 am, 12:25 pm, 4:25 pm, 5:25 pm, 5:35 pm. Contact Representative for further details. Rec'd 10/26/68.

1. PERSONNEL

President—Dr. Vernon H. Baker.
Vice-Pres. & Gen'l Mgr.—Richard A. Moran.

2. REPRESENTATIVES

Call station direct.

Regional Reps Corp.

3. FACILITIES

500 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 7b.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60i, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/68—Rec'd 10/26/68.

7. PACKAGE PLANS

ANNUAL PACKAGE		(Firm position)	
1x	13x	26x	52x
1x 5.00	3.50	3.85	3.85
104x 4.75	3.35	3.20	3.15
156x 4.50	3.15	2.90	2.85
208x 4.25	3.00	2.75	2.70
260x 4.15	2.90	2.65	2.60
312x 4.00	2.80	2.55	2.50

WEEKLY PACKAGES—ROS

PER WK. EA.		10 tl		15 tl		25 tl		50 tl		100 tl	
1 min.	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50
30 sec.	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.75
20 sec: 60% of 1-min. 10 sec: 60% of 1-min.											

8. PROGRAM TIME RATES

1x		13x		26x		52x	
1 hr	1/2 hr	1/4 hr	10 min	5 min	10 min	5 min	10 min
1 hr	35	25	20	15	10	7	5
13x—10%	26x—15%	52x—20%	260x—35%				

10. SPECIAL FEATURES

5-min local reports—applicable 1-min rate plus .50.
NETWORK NEWS PARTICIPATIONS
1 min. 4 30 sec. 3

WHBM (FM)

1962

Media Code 4 236 8940 5.00
West Central Ohio Broadcasters, Box 58-1/2, 30-1/2
N. Detroit St., Xenia, Ohio 45385. Phone 513-372-7849.

1. PERSONNEL

President—Harry B. Miller.
Program Director—E. R. Miller.

3. FACILITIES

ERP 1,000 w.; 103.9 mc.
Operating schedule: 6 am-midnight. EST.

Antenna ht.: 116 ft. above average terrain.

TIME RATES
 Eff 9/1/68—Rec'd 8/1/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 t	12 t	18 t	24 t	30 t
1 min	8.50	7.00	6.50	6.00	5.50
(*) Fixed or 1 L.					
30/20 sec:	80% of 1-min.	10 sec:	50% of 1-min.		

8. PROGRAM TIME RATES

1x	52x	156x	260x
1/2 hr.	35.00	25.00	21.50

W F A R
 FARRELL, PA.

Mutual Broadcasting System

City of License, Farrell, Pa.
 Considered by Mutual Broadcasting System as their Youngstown outlet.
 See listing under Sharon, Pa.

W F M J
 1939
 YOUNGSTOWN

NBC Radio Network

Mg mcgavren-guild
 pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 236 9060 1.00
 WFMJ Broadcasting Co., 101 W. Boardman St.,
 Youngstown, Ohio 44503. Phone 216-744-8611.
 TWX 216-738-0108.

STATION'S PROGRAMMING DESCRIPTION

WFMJ: Programmed for adults.
NEWS: every half hour, local or network. **ENTERTAINMENT:** 5 am-6 pm, with air personalities handling 4 segments. Music, middle-of-the-road, featuring familiar artists and familiar tunes, plus time, weather, sports and community information. Audience promotions and contests featured. 6-6:15 pm, news. 6:15-10 pm, telephone talk-back and news. Play-by-play football or basketball in season. 10 pm-sign-off, news, music, discussions. Contact Representative for further details. Rec'd 11/18/68.

- PERSONNEL**
 President—William J. Brown.
 Manager—Mitchell F. Stanley.
- REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
 5,000 w.: 1390 kc. Directional—nighttime only.
 Operating schedule: 6:00 am-midnight. EST.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14b.
 Basic Rates: 21a, 21d, 22b, 23a, 24a, 25a, 29a, 33a.
 Contracts: 44b, 45, 46.
 Comb.: Cont. Discounts: 60a, 61a.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.

TIME RATES

Rates effective March 1, 1968. (Card No. 12.)

Card received February 7, 1968.

Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
 Class A—9:00 am-4:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun.
 Class B—All other times.

6. SPOT ANNOUNCEMENTS

PER MIN:	Fixed	6 t	12 t	18 t
Class AA	24.	20.	19.	18.
Class A	20.	17.	16.	15.
Class B	16.	14.	13.	12.

20/30 seconds—80% of applicable 1-minute rate.
 10 seconds—50% of applicable 1-minute rate.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

6 spots (8:00-9:00 am) Mon thru Sat.	31.2
6 spots (4:00-7:00 pm) Mon thru Sat.	
6 spots (9:00 am-4:00 pm) Mon thru Sat.	
6 spots (7:00 pm-midnight) Mon thru Sat.	
24 spots, per week	31.2

W H H H
 1941
 CITY OF LICENSE
 WARREN



Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Warren, Ohio.)
 Media Code 4 236 8400 0.00

Radio Station W H H H, Inc., Second Nat'l Bldg.,
 Market St. & Main Ave., Warren, Ohio, 44481.
 Phone 392-2529.

- PERSONNEL**
 President—Heien Hart Hurlbert.
 Manager—Robert E. Hardy.
- REPRESENTATIVES**
 Gill-Perna, Inc.
 Regional Reps Corp.
- FACILITIES**
 5,000 w.: 1440 kc.
 Directional—separate patterns day and night.
 Operating schedule: 5:28 am-midnight. EST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28b, 28c, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 61b.
 Cancellation: 70a, 70c, 71b, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

Rates effective January 1, 1968.
 Rates received November 8, 1965.

6. SPOT ANNOUNCEMENTS

30/20	30/20			
1 t	1 min	sec	1 min	sec
15 t	10.00	7.50	104 t	9.00
18 t	9.75	7.30	260 t	8.50
26 t	9.50	7.10	520 t	8.00
52 t	9.25	6.90		

10 seconds—50% of 1-minute rate.

7. PACKAGE PLANS

WEEKLY SATURATION PLANS

PER WK:	1 min	sec	1 min	sec
6 t	9.00	8.75	18 t	8.00
12 t	8.50	6.50	24 t	7.50

8. PROGRAM TIME RATES
 (5:28 am-midnight)

1	13	26	52	104	156	260
t	t	t	t	t	t	t
1/2 hr.	80.	57.	54.	51.	48.	45.
1/4 hr.	40.	38.	36.	34.	31.	28.
5 min.	20.	19.	18.	17.	15.	13.

(D)

W H O T **W R E D (FM)**

1955 1959
 CAMPBELL

The Eastman Station

Media Code 4 236 9180 7.00
 WHOT, Inc., 401 N. Blaine Ave., Youngstown, Ohio
 44505, Phone 216-746-8464.

- PERSONNEL** President—Myron Jones.
 Exec. Vice-Pres. & Gen'l Mgr.—William Fleckenstein.
 Commercial Manager—Bill Ayer.
- REPRESENTATIVES**
 Robert E. Eastman & Co., Inc.
 Regional Reps Corp.
- FACILITIES**
 500 w. days, 1,000 w. nights; 1330 kc.
 Directional.
 Operating schedule: 24 hours. EST.
 FM-ERP 24,000 w.: 101.1 mc.
 Operating schedule: 6:00 am-midnight. EST. Duplicates WHOT.
 Antenna ht: 195 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with The Eastman Network.

TIME RATES

No. 9 Eff 4/1/68—Rec'd 3/24/66.

6. SPOT ANNOUNCEMENTS

SECTION I
 (Mon thru Sat 6-9 am and 3-7 pm)

PER WK:	(*)	6 t	12 t	18 t	24 t
1 min.	35.00	31.00	30.00	28.00	27.00
30 sec.	28.00	24.00	24.00	22.40	21.60
10 sec.	17.50	15.50	15.00	14.00	13.50

SECTION II
 (Mon thru Sat 9 am-3 pm)

1 min.	30.00	27.00	25.00	24.00	23.00
30 sec.	24.00	21.60	20.00	19.20	18.40
10 sec.	15.00	13.50	12.50	12.00	11.50

SECTION III
 (Mon thru Sat 6 pm-midnight; Sun all day)

1 min.	28.00	23.00	21.00	20.00	19.00
30 sec.	20.80	18.40	16.80	16.00	15.20
10 sec.	13.00	11.50	10.50	10.00	9.50

(*) Fixed position or 1-5 t.

DISCOUNTS

26 consec wks	4%	52 consec wks	8%
30 consec wks	80% of applicable 1-minute rate.		
10 consec wks	50% of applicable 1-minute rate.		
Minimum wks	1-min spots 6am-12mid	Mon-Sun necessary to maintain consec wk advertising.	

7. PACKAGE PLANS

FAMILY PLAN

6 spots Mon thru Sat 6-9 am	
6 spots Mon thru Sat 3-7 pm	
4 spots Tues thru Fri 7-10 pm	
4 spots Sat 9 am-3 pm	
4 spots Sun noon-7 pm	
24 1-minute announcements, ea	21

PERSONALITY PLAN

6 spots Mon thru Sat 6-9 am	
6 spots Mon thru Sat 9 am-noon	
6 spots Mon thru Sat noon-3 pm	
6 spots Mon thru Sat 3-6 pm	
6 spots Mon thru Sat 6 pm-midnight	
6 spots Sun noon-6 pm	
36 1-minute announcements, ea	17

10 seconds—50% of applicable 1-minute rate.
 Family Plan and Personality Plan not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES

5 minutes—1-1/2 x applicable 1-minute rate.

DISCOUNTS

26 consec wks	4%	52 consec wks	8%
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W K B N **W K B N-FM**
 1926 1947

CBS Radio Network



Subscriber to the NAB Radio Code
 Media Code 4 236 9240 9.00
 WKBN Broadcasting Corp., 8930 Sunset Blvd.,
 Youngstown, Ohio 44501. Phone 216-782-1144.
 TWX YO 081-U.

- PERSONNEL**
 Pres. & Gen'l Mgr.—W. P. Williamson, Jr.
 Vice-Pres. & Sls. Mgr.—W. P. Williamson, III.
 Sales Manager—Carl F. Glade.
- REPRESENTATIVES**
 Katz Radio, East.
 Canada—Andy McDermott Sales Ltd.
- FACILITIES**
 5,000 w.: 570 kc. Directional—night only.
 Operating schedule: 24 hours daily. EST.
 FM FACILITIES: ERP 50,000 w.: 98.9 mc.
 Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
 15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3d, 4a, 5, 6a, 7b.
 Rate Protection: 15d.
 Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 61b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with Katz Radio A.L.D. Plan.

TIME RATES

No. 20 Eff 5/1/68—Rec'd 4/17/68.

AA—Mon thru Sat 6-10 am.
 A—Mon thru Sat 3-7 pm.
 B—Mon thru Sat 10 am-3 pm & 7-8 pm; Sun 6 am-8 pm.
 C—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

1-MINUTE

PER WK:	1 t	6 t	12 t	18 t	24 t
AA	30	28	27	26	
B	25	24	23	22	21
C	20	18	17	16	15
	16	15	14	13	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- PERSONNEL** President—Myron Jones.
 Exec. Vice-Pres. & Gen'l Mgr.—William Fleckenstein.
 Commercial Manager—Bill Ayer.
- REPRESENTATIVES**
 Robert E. Eastman & Co., Inc.
 Regional Reps Corp.
- FACILITIES**
 500 w. days, 1,000 w. nights; 1330 kc.
 Directional.
 Operating schedule: 24 hours. EST.
 FM-ERP 24,000 w.: 101.1 mc.
 Operating schedule: 6:00 am-midnight. EST. Duplicates WHOT.
 Antenna ht: 195 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with The Eastman Network.

TIME RATES

No. 9 Eff 4/1/68—Rec'd 3/24/66.

6. SPOT ANNOUNCEMENTS

SECTION I
 (Mon thru Sat 6-9 am and 3-7 pm)

PER WK:	(*)	6 t	12 t	18 t	24 t
1 min.	35.00	31.00	30.00	28.00	27.00
30 sec.	28.00	24.00	24.00	22.40	21.60
10 sec.	17.50	15.50	15.00	14.00	13.50

SECTION II
 (Mon thru Sat 9 am-3 pm)

1 min.	30.00	27.00	25.00	24.00	23.00
30 sec.	24.00	21.60	20.00	19.20	18.40
10 sec.	15.00	13.50	12.50	12.00	11.50

SECTION III
 (Mon thru Sat 6 pm-midnight; Sun all day)

1 min.	28.00	23.00	21.00	20.00	19.00
30 sec.	20.80	18.40	16.80	16.00	15.20
10 sec.	13.00	11.50	10.50	10.00	9.50

(*) Fixed position or 1-5 t.

DISCOUNTS

26 consec wks	4%	52 consec wks	8%
30 consec wks	80% of applicable 1-minute rate.		
10 consec wks	50% of applicable 1-minute rate.		
Minimum wks	1-min spots 6am-12mid	Mon-Sun necessary to maintain consec wk advertising.	

7. PACKAGE PLANS

FAMILY PLAN

6 spots Mon thru Sat 6-9 am	
6 spots Mon thru Sat 3-7 pm	
4 spots Tues thru Fri 7-10 pm	
4 spots Sat 9 am-3 pm	
4 spots Sun noon-7 pm	
24 1-minute announcements, ea	21

PERSONALITY PLAN

6 spots Mon thru Sat 6-9 am	
6 spots Mon thru Sat 9 am-noon	
6 spots Mon thru Sat noon-3 pm	
6 spots Mon thru Sat 3-6 pm	
6 spots Mon thru Sat 6 pm-midnight	
6 spots Sun noon-6 pm	
36 1-minute announcements, ea	17

10 seconds—50% of applicable 1-minute rate.
 Family Plan and Personality Plan not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES

5 minutes—1-1/2 x applicable 1-minute rate.

DISCOUNTS

26 consec wks	4%	52 consec wks	8%
---------------	----	---------------	----

W N I O

1963

NILES

American Contemporary Ntwk

Media Code 4 236 9275 5.00
 The Niles Broadcasting Co., Inc., Box 307, Niles,
 Ohio 44446. Phone 216-652-1721.

- PERSONNEL**
 President—Stephen Conti.
 Vice President—Frank Bevilacqua.
- REPRESENTATIVES**
 Frederick W. Smith.
- FACILITIES**
 500 w.: 1540 kc. Directional.
 Operating schedule: sunrise-sunset. EST.
- AGENCY COMMISSION**
 15% on recognized agencies.
- GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.
 Affiliated with American Contemporary Network.

TIME RATES

No. 5 Eff 3/1/68—Rec'd 1/28/68.

TRAFFIC

1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	7.70	5.80	4.70	5.30	4.30
28 x	6.80	5.10	4.10	6.20	4.60
65 x	6.50	4.90	3.90	5.90	4.40
130 x	6.20	4.60	3.70	5.60	4.40
260 x	5.80	4.40	3.50	5.30	4.00
520 x	5.10	3.80	3.10	4.60	3.50
1040 x	4.70	3.60	2.80	4.30	3.20
1300 x	4.80	3.50	2.70	4.20	3.20
1580 x	4.50	3.40	2.60	4.10	3.10

6. SPOT ANNOUNCEMENTS

TRAFFIC

1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	7.70	5.80	4.70	5.30	4.30
28 x	6.80	5.10	4.10	6.20	4.60
65 x	6.50	4.90	3.90	5.90	4

OKLAHOMA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Atoka—Atoka County

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

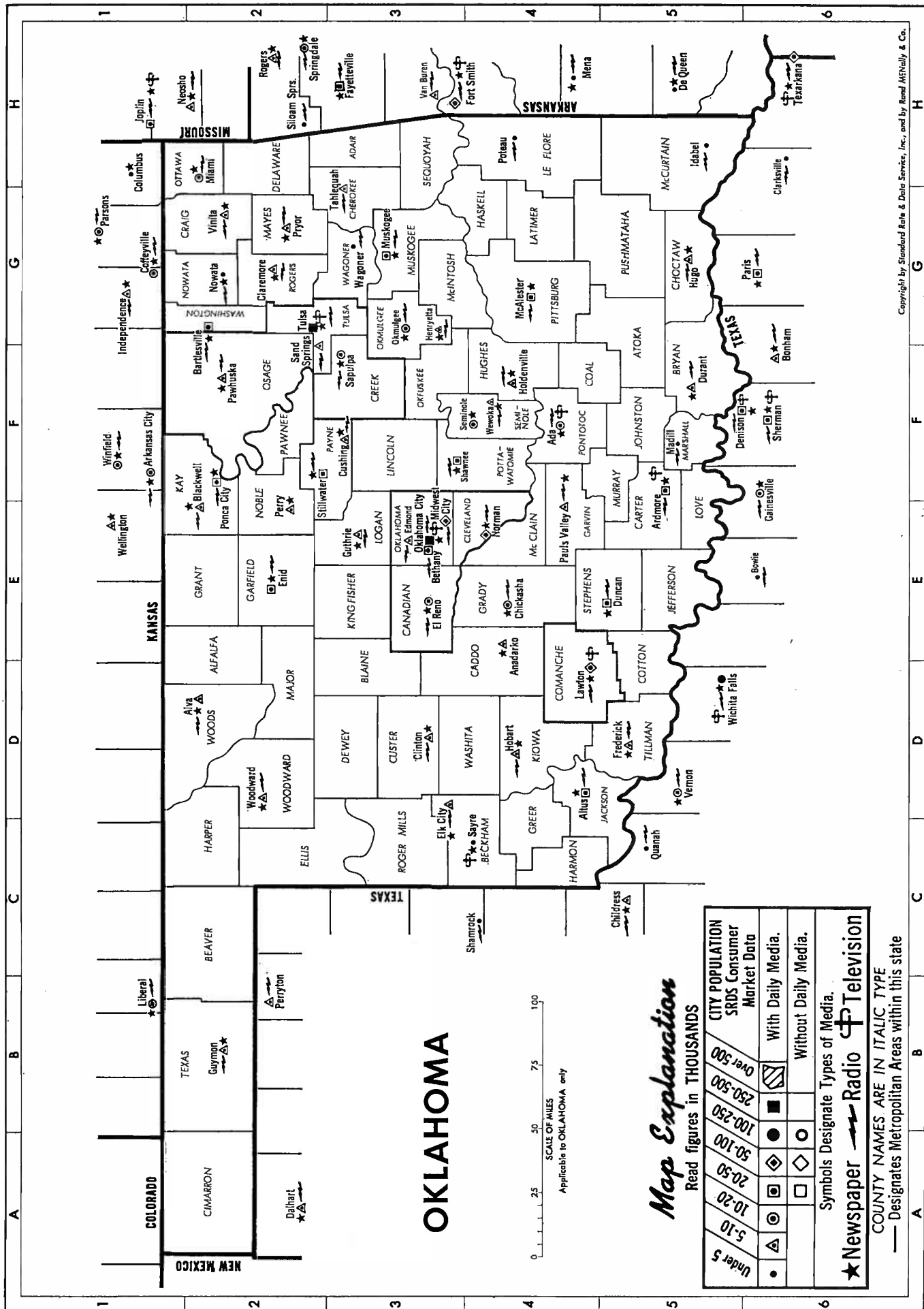
(January 1, 1969)

STATE TOTAL.....	163,000	Oklahoma City ..	44,700
METRO AREAS		Tulsa	33,100
Lawton	8,300	Total Metros	86,100

OKLAHOMA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT
SAVING TIME.



OKLAHOMA

SCALE OF MILES
0 25 50 75 100
Applicable to OKLAHOMA only

Map Explanation

Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data	With Daily Media.	Without Daily Media.
Over 500	Shaded square	Shaded circle	Shaded square
250-500	White square	White circle	White square
100-250	White square	White circle	White square
50-100	White square	White circle	White square
20-50	White square	White circle	White square
5-10	White square	White circle	White square
Under 5	White square	White circle	White square

Symbols Designate Types of Media.

★ Newspaper ◻ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
— Designates Metropolitan Areas within this state

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

World Radio History

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$000)	% Distribution of Families					—Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
OKLAHOMA STATE	2,521.2	833.49	6,277,616	7,532	18.3	19.4	15.9	20.2	14.1	3,850,744	4,620	751,019	126,334	501,782	219,632	208,326	867,402	352,656	1,147.04	156.0	1,017,705	
ADAIR H-3	14.3	4.32	16,499	3,819	22.1	9.8	10.7	9.1	2.7	10,377	2,402	2,735	407	672	366	222	1,906	1,025	4.96	2.1	6,402	
ALFALFA D-2	8.3	3.12	20,750	6,651	22.3	26.9	12.1	13.6	5.4	11,372	1,927	436	393	393	161	308	3,645	1,108	4.12	1.7	33,500	
ATOKA G-5	7.6	2.35	15,811	6,728	19.4	11.4	8.0	20.1	13.1	12,996	5,530	2,425	303	1,120	487	475	2,938	1,577	3.27	1.7	5,665	
BEAVER C-2	6.9	2.26	18,771	8,306	19.3	18.2	16.0	22.2	13.6	7,031	3,111	1,081	174	71	308	1,183	1,677	1,677	2.96	1.9	20,951	
BECKHAM C-4	15.2	5.53	46,143	8,344	17.8	17.2	11.0	22.5	16.9	31,477	5,692	5,448	1,002	3,491	1,181	1,436	6,607	4,947	7.81	2.2	15,773	
BLAINE D-3	9.8	3.42	24,299	7,105	22.1	13.7	13.7	22.0	12.7	19,086	5,581	3,072	782	3,491	543	415	3,544	2,514	5.54	2.2	19,004	
BRYAN F-5	22.0	7.56	49,017	6,484	18.9	12.4	11.1	19.9	13.3	35,195	4,655	6,907	1,053	4,419	1,506	2,167	6,629	2,990	10.55	2.5	11,862	
CADDO D-3	24.9	8.25	60,320	7,312	19.1	14.5	10.5	23.1	15.4	39,576	4,797	7,683	1,176	1,712	2,613	1,807	7,522	4,317	11.68	4.1	33,394	
CANADIAN E-3	32.8	10.52	58,306	5,542	22.6	45.6	6.6	4.8	2.7	58,593	5,570	8,106	1,123	2,462	1,300	1,068	31,141	5,960	16.27	2.8	26,164	
CARTER E-5	40.3	13.89	95,427	6,870	18.1	15.9	12.0	26.2	14.3	63,345	4,560	13,476	2,652	7,931	3,699	4,489	12,729	5,464	16.94	1.5	6,811	
Ardmore	23.7	8.57	48,490	5,658	52,961	6,180	11,276	2,111	7,879	3,626	3,939	12,573	3,838	
CHEROKEE G-3	17.8	5.36	31,635	5,902	20.9	13.4	10.4	15.4	9.6	21,657	4,040	4,088	664	2,248	1,386	948	4,678	2,011	6.92	2.2	5,895	
CHOCTAW G-5	11.6	4.05	24,832	6,131	17.9	11.5	8.4	18.5	11.8	15,822	3,907	4,290	543	1,519	710	377	3,833	1,688	4.75	1.8	5,357	
CIMARRON A-2	4.5	1.43	14,413	10,079	13.7	15.4	15.5	24.5	22.5	7,425	5,192	1,400	317	302	132	185	1,227	1,873	2.10	9	17,163	
CLEVELAND E-4	75.5	25.74	110,228	5,070	16.7	51.9	7.9	4.9	1.4	90,978	4,185	18,339	3,505	4,847	9,243	4,833	20,602	8,297	30.11	1.8	7,244	
Norman	53.9	18.34	91,205	5,946	76,211	4,968	18,025	3,157	4,040	9,218	4,640	20,130	5,659	
COAL F-4	3.4	1.17	9,070	7,752	16.9	7.9	11.1	20.9	14.6	4,500	3,846	800	171	532	117	305	575	704	2.24	1.0	5,826	
COMANCHE D-4†	115.3	30.55	238,601	7,810	24.2	22.7	16.5	17.6	10.1	147,296	4,821	23,306	3,459	19,658	7,646	7,687	38,740	11,490	37.50	2.3	11,698	
Lawton	78.1	24.17	156,701	6,483	141,268	5,845	23,497	3,337	19,926	7,629	7,649	38,147	9,359	
Lawton Metro Area	115.3	30.55	238,601	7,810	24.2	22.7	16.5	17.6	10.1	147,296	4,821	23,306	3,459	19,658	7,646	7,687	38,740	11,490	37.50	2.3	11,698	
COTTON D-5	5.9	2.02	14,955	7,403	18.6	11.6	13.2	23.7	14.2	11,154	5,552	2,021	270	645	513	438	962	574	3.41	1.2	8,655	
CRAIG G-2	15.4	4.52	29,879	6,610	21.7	16.5	14.4	16.8	10.9	22,097	4,889	4,215	776	1,843	861	410	5,082	3,103	6.14	2.4	14,981	
CREEK F-3	44.5	15.13	85,075	5,623	24.3	20.5	18.9	13.5	5.6	46,630	3,082	10,195	1,757	3,574	2,151	2,626	10,298	5,387	20.10	1.7	4,546	
CUSTER D-3	22.6	7.64	60,354	7,900	19.5	14.8	15.6	22.4	17.3	41,867	5,480	5,746	1,386	2,567	2,231	2,571	8,593	5,570	9.56	2.1	24,900	
DELAWARE H-2	12.9	4.25	22,549	5,306	19.7	11.3	10.3	16.1	9.2	9,632	2,266	1,996	345	2,348	48	2,310	1,512	7.22	2.6	10,142	
DEWEY D-3	4.0	1.46	14,194	9,722	16.5	13.6	9.3	26.2	21.4	8,786	6,018	1,811	191	259	78	121	1,188	1,427	2.88	1.5	13,256	
ELLIS C-2	3.5	1.28	14,649	11,445	15.6	11.9	9.8	27.6	24.7	8,675	6,777	1,443	492	214	152	273	4,911	16,416	2.61	1.4	12,022	
GARFIELD E-2†	56.8	19.21	156,889	8,167	19.0	18.1	18.4	22.1	15.5	97,959	5,099	10,221	5,383	14,199	5,719	5,190	18,900	8,861	28.35	3.1	29,727	
Enid	44.0	15.56	120,439	7,740	85,163	5,473	10,021	5,219	13,312	5,826	4,911	16,416	7,350	
GARVIN E-4	29.4	9.55	61,100	6,398	21.4	15.8	19.9	17.5	8.8	37,775	3,955	7,688	983	2,429	1,556	1,695	8,182	4,816	11.91	2.9	11,905	
GRADY E-4	27.1	9.37	66,043	7,048	20.9	20.4	15.6	21.1	11.9	40,047	4,274	7,836	1,351	3,269	1,791	2,164	10,501	3,387	12.79	3.9	25,034	
GRANT E-2	6.0	2.22	20,815	9,376	19.4	14.9	13.3	23.9	18.1	10,620	4,784	1,655	275	211	161	334	1,984	1,552	3.98	2.3	25,521	
GREER C-4	6.5	2.26	22,421	9,921	18.3	12.8	11.6	21.9	17.9	10,438	4,619	2,143	588	775	230	189	1,410	1,537	3.51	1.4	9,451	
HARMON C-4	3.8	1.29	17,652	13,684	16.2	12.0	8.4	23.7	25.6	7,442	5,769	1,423	340	589	259	261	1,755	384	2.27	1.2	12,610	
HARPER C-2	5.9	1.97	16,485	8,368	17.8	18.6	18.0	22.9	13.8	7,061	3,584	1,877	321	240	268	88	1,224	957	2.99	1.3	12,528	
HASKELL G-4	5.3	1.72	15,288	8,888	16.5	9.9	6.4	21.3	19.6	9,188	5,342	1,607	548	1,426	420	155	2,336	727	3.05	1.8	4,954	
HUGHES F-4	11.1	3.91	29,937	7,657	17.4	11.8	9.0	20.2	16.8	15,641	4,000	3,956	694	1,118	546	389	3,308	1,478	6.12	2.1	7,022	
JACKSON D-5†	38.1	11.77	64,137	5,449	25.6	25.3	12.8	12.4	6.2	42,701	3,628	7,088	1,773	4,005	2,096	3,570	10,225	3,683	11.45	1.9	20,777	
Altus	25.5	7.65	55,225	7,219	36,548	4,778	6,735	1,441	3,471	2,055	3,130	2,909	
JEFFERSON E-5	6.8	2.51	15,162	6,041	23.5	13.6	15.2	19.3	5.5	8,490	3,382	1,673	350	466	186	178	2,517	873	3.22	1.4	9,367	
JOHNSTON F-5	7.4	2.45	15,844	6,467	18.6	11.3	11.3	14.6	11.2	6,740	2,751	2,144	352	355	64	254	1,177	923	2.56	1.0	6,825	
KAY F-1	54.4	18.77	143,994	7,671	16.3	18.0	17.3	25.0	15.3	74,412	3,964	14,699	3,303	6,743	3,579	4,347	19,967	5,970	25.47	2.9	26,337	
Ponca City	9.4	3.26	28,287	8,677	20.5	17.0	13.5	20.9	16.1	43,296	4,287	10,501	1,988	5,239	3,084	2,971	9,865	3,313	
KINGFISHER E-3	12.2	4.41	34,347	7,788	19.4	13.3	13.1	22.0	14.8	18,614	4,221	3,485	763	489	727	381	4,034	2,350	6.12	2.7	25,852	
KIOWA D-4	5.7	1.83	14,359	7,846	17.9	11.2	8.6	20.4	18.6	6,652	3,635	2,024	263	637	908	637	4,497	1,575	6.34	2.2	17,563	
LATIMER G-4	28.4	9.46	48,270	5,103	22.6	12.3	15.1	12.5	5.2	29,221	3,089	6,321	907	3,948	677	1,072	8,592	2,329	12.38	3.1	10,852	
LE FLORE H-2	16.4	5.71	39,502	6,918	19.9	15.9	12.8	19.4	12.3	23,566	4,127	4,570	535	1,898	618	489	5,101	3,314	8.86	3.3	9,439	
LINCOLN F-3	16.3	5.59	41,648	7,450	20.2	17.0	12.1	21.9	13.2	24,253	4,339	5,026</										

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales—		Retail Sales—1968					Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			Per Household (\$000)	% Distribution of Families					Per Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				3000	5000	8000	10000	15000				General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)		
TULSA G-3	430.8	145.12	1,283,415	8,844	14.2	18.7	18.0	23.8	20.2	726,014	5,003	139,781	22,541	126,474	46,546	50,564	157,535	58,280	191.37	2.2	12,112
Tulsa	326.5	112.88	1,090,039	9,657						609,081	5,396	101,555	18,639	108,631	41,071	49,455	141,883	46,806			
Tulsa Metro Area	507.4	170.99	1,451,259	8,487	15.3	18.8	18.1	22.9	18.5	805,449	4,711	160,901	25,581	132,678	49,519	53,713	172,728	67,664	230.44		
WAGONER G-3	16.0	5.14	33,197	6,459	20.0	14.0	12.8	20.1	12.2	13,860	2,696	3,736	453	899	376	388	2,100	1,525	6.56	2.4	9,408
WASHINGTON G-2	52.2	17.33	134,516	7,762	16.8	24.8	17.5	19.4	15.2	78,516	4,531	17,093	3,273	7,845	4,970	4,351	19,961	7,141	23.15	1.2	6,014
Bartlesville	32.4	10.99	9,186							65,134	5,927	15,609	2,027	7,631	4,342	3,388	14,304	5,786			
WASHITA D-41	19.8	6.13	37,247	6,076	30.5	20.8	15.9	10.2	5.4	14,418	2,352	2,393	417	862	343	1,101	3,508	1,815	6.16	3.5	30,382
WOODS D-2	11.6	4.17	28,317	6,791	24.5	22.9	15.0	14.5	6.0	21,467	5,148	3,418	749	1,570	672	1,425	3,950	1,909	6.69	1.6	24,803
WOODWARD D-2	14.7	4.67	38,788	8,306	18.6	15.7	16.7	24.5	16.4	27,373	5,861	5,029	1,077	2,141	1,507	1,668	4,889	3,602	7.14	1.5	17,602

(3) Includes portion in Osage County.

(4) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

STATE NETWORKS

Oklahoma News Network, Inc.

Comprised of:

KADA—Ada	KSWO—Lawton
KALV—Alva	KMAD—Madill
KVRO—Ardmore	KTMC—McAlester
KYFA (FM)—Bartlesville	KGLC—Miami
KLTR—Blackwell	KBIK—Muskogee
KNRD (FM)—Chickasha	KNFB (FM)—Nowata
KWCO—Chickasha	KVLH—Paula Valley
KWPR—Claremore	KOSG—Pawhuska
KUSH—Cushing	KLOR (FM)—Ponca City
KRHD—Duncan	KLCO, KLCO—FM—Poteau
KSEO, KSEO-FM—Durant	KOLS—Pryor
KBEK—Eik City	KGFP—Shawnee
KCRC, KCRC-FM—Enid	KVRO (FM)—Stillwater
KTAT—Frederick	KTLQ, KTLQ-FM—Tahlequah
KWRV—Guthrie	KVIN—Vinita
KREN, KREN-FM—Henryetta	KWSH—Wewoka
KTJS—Hobart	KSIW—Woodward
KBEL—Idabel	KSDF—Fort Smith, Ark.

Media Code 4 237 0100 2.00
Box 1000, Oklahoma City, Okla. 73101, Phone 405-235-1071.

1. PERSONNEL

President—William D. Schueler.
Vice-Pres./Mgr.—C. Hewel Jones.
Sales Manager—Larry Filkins.

2. REPRESENTATIVES

Adam Young Radio, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 4a, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 25a, 28c, 33b.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective 8/15/69—Rec'd 8/7/69.

6. SPOT ANNOUNCEMENTS	3 ti	6 ti	9 ti	12 ti
1 min.	50.75	54.30	51.25	47.60
30 sec.	42.80	39.10	37.50	35.25

ADA

Pontotoc County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KADA

1934

Media Code 4 237 0130 9.00
KADA Broadcasting, Inc., Box 609, Ada, Okla. 74820, Phone Federal 2-1212.
Studio: North Broadway, Ada, Okla.

1. PERSONNEL

Pres. & Gen'l Mgr.—Roy Judge.
Station Manager—Jerry Spencer.

2. REPRESENTATIVES

Southwest—Clyde Melville.

3. FACILITIES

250 w.; 1230 kc. Non-directional.
Operating schedule: 5:00 am-11:00 pm weekdays; 7:00 am-10:30 pm Sun. CST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 4b, 4d, 8.
Basic Rates: 2b, 28a, 32a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Affiliated with Keystone Radio Network.
Member: Oklahoma News Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective May 1, 1959.

Rates received May 21, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 time	1 1/2 hr.	1/4 hr.	5 min.	30 sec.
13 times	27.00	15.00	10.00	5.50	3.50
26 times	25.80	14.70	9.50	5.30	3.35
52 times	24.60	13.80	9.00	5.10	3.00
104 times	24.00	13.00	8.50	4.90	2.80
156 times	21.40	11.50	7.50	4.50	2.40
260 times	19.80	11.00	7.00	4.25	2.20
312 times	19.00	10.00	6.50	4.00	2.00

(*) One minute or less if transcribed, or 100 words live. Station break announcements limited to 25 seconds if transcribed, or 50 words if live.

ALTUS

Jackson County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

KWHW

1946

NAB

Subscriber to the NAB Radio Code

Media Code 4 237 0280 4.00
Altus Broadcasting Co., Radio Bldg., Altus, Okla. 73521, Phone 405-482-1450.

STATION'S PROGRAMMING DESCRIPTION

KWHW: Programmed mainly for adult appeal.
NEWS: hourly M-Sat plus additional reports 8:30 am and four 15 min roundups. 10 news programs Sun. Additional farm and market reports morning and noon M-Sat. Network news on half hour. Telephone hook-ups and mobile unit available. Public schools and Air Force have regularly scheduled studio broadcasts. SPORTS: 2 reports daily plus local and college football. Staff available for remote pickups from shopping centers, fairs, etc. Station personality endorsements not permitted. MUSIC: middle-of-the-road including current hits, country, western and gospel. Contact representative for further details. Rec'd 6/27/68.

1. PERSONNEL

General Manager—Frank E. Wimberly.

2. REPRESENTATIVES

Savall/Gates, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:30 am-10:00 pm. CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21d, 22b, 23a, 25b, 28b, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 61a.
Cancellation: 71b, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KES Radio Network.
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Announcements and programs of five minutes or more cannot be combined to earn greater discounts. Contracts accepted 60 days prior to first broadcast.

TIME RATES

Rates received September 5, 1962.

6. SPOT ANNOUNCEMENTS

	1 ti	2 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 minute	4.00	3.75	3.50	3.25	3.00	2.50	2.25
30 seconds	3.20	3.00	2.80	2.60	2.40	2.00	1.80

7. PACKAGE PLANS

	10 ti	20 ti	25 ti	30 ti
1 minute	3.00	2.50	2.25	2.00
30 seconds	2.40	2.00	1.80	1.60

Package rates do not apply to fixed position announcements.

ALVA

Woods County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

KALV

1956

Media Code 4 237 0390 9.00
Martin Broadcasting Corp., Box 328, Alva, Okla. 73717, Phone 405-327-1430.

STATION'S PROGRAMMING DESCRIPTION

KALV: Programmed for general interest.
MUSIC: modern country and general popular music throughout day. Top 40 at night. Local morning news, market and weather programming. Dual announcer show from 7:30-8:30 am. Telephone participation show daily at 9 am. Women's features, regional network news, swap shop throughout day. Play-by-play of all high school and college sports. Rec'd 2/21/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lynn L. Martin.

3. FACILITIES

500 w.; 1430 kc. Directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21d, 24a, 28c.
Contracts: 40a, 44a, 46, 48, 51b.
Comb.: Cont. Discounts: 60h, 61b.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 82.
Member: Oklahoma News Network, Inc.

TIME RATES

ET Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

	1x	15x	32x	104x	156x	260x	312x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.55	3.30	3.05	2.80	2.55	2.30	2.05

8. PROGRAM TIME RATES

	1x	15x	26x	52x	156x	312x
1 hr.	40.00	35.00	30.00			
1/2 hr.	25.00	23.50	22.50	21.00	19.50	18.00
1/4 hr.	15.00	14.00	13.00	12.00	11.00	10.00
5 min.	10.00	9.00	8.00	7.00	6.00	5.00

ARDMORE

Cartier County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

KVSO

1935

NAB

Subscriber to the NAB Radio Code

Media Code 4 237 0520 1.00
Ardmoreite Publishing Co., Ardmoreite Bldg., Ardmore, Okla. 73401, Phone 405-223-3030.

1. PERSONNEL

General Manager—Douglas C. Dillard.

3. FACILITIES

1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15%; 10th of following month.

5. GENERAL RATE POLICY

Affiliated with American Entertainment Network.
Member: Oklahoma News Network, Inc.

TIME RATES

No. 8G ET 12/28/68—Rec'd 3/24/69.

6. SPOT ANNOUNCEMENTS

	1x	25x	52x	104x	156x	260x	312x
1 min/less.	4.50	4.39	4.27	4.05	3.83	3.60	3.18

8. PROGRAM TIME RATES

	1x	25x	52x	104x	156x	260x	312x
1 hr.	45.00	25.25	28.50	27.00	25.50	24.00	22.50
1/2 hr.	27.00	17.55	17.10	16.20	15.30	14.40	13.50
1/4 hr.	18.00	11.70	11.40	10.80	10.20	9.60	9.00
5 min.	12.00	7.31	7.12	6.75	6.37	6.00	5.63

10. SPECIAL FEATURES

News—Base rate plus 20%.
Spots and programs cannot be combined for larger discounts.

ATOKA

Atoka County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

KEOR

1968

BARTLESVILLE (1 AM; 1 FM)

Washington County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KWON

1941

Media Code 4 237 0760 1.00
Enterprise Broadcasting Group, Inc., Box 1215,
KWON Radio Center, Dewey Rd., Bartlesville,
Okla. 74003. Phone 918-336-1400.

- PERSONNEL**
President—D. A. Rawley, Jr.
Manager—Hal Kemp.
Program Director—Jim Williford.
- REPRESENTATIVES**
New York—Gene Boiles Company.
Dallas—Clyde Melville Co.
St. Louis & Kansas City—Eugene F. Gray Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-midnight Mon thru Sun.
CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12a, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c,
29a.
Contracts: 40a, 43, 45, 46, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1968.
Rates received January 7, 1968.

- SPOT ANNOUNCEMENTS**
FIXED POSITION ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 hr 7.00 6.00 200 5.00 4.00
52 times 4.80 5.00 200 4.00 3.00
156 times 5.50 4.50 1000 3.00 2.00
10 seconds—50% of 1-minute rate. Frequency applies.
- PACKAGE PLANS**
ROS PACKAGE PLANS
1-Minute Announcements
30 DA: ea tot ea tot
100 3.00 300.00 150 2.50 375.00
30-Second Announcements
30 DA: ea tot ea tot
100 2.40 240.00 150 1.85 277.50

KYFM (FM)

(formerly KVCW (FM))

1961

Subscriber to the NAB Radio Code
Media Code 4 237 0650 6.00
Thompson Broadcasting Co., Price Tower Studios,
Bartlesville, Okla. 74003. Phone 918-336-1001.

STATION'S PROGRAMMING DESCRIPTION
KYFM (FM): Programmed for adult and young
adult entertainment and information.
MUSIC: 7am-5:30 pm, middle-of-the-road, show-
tunes, film music and standards. 5:30-9 pm, standards
and semi-classical. 9-11 pm, classical. Specials of
organ, religious, jazz or particular artist. Public
affairs: weekly interviews with area public officials
and representatives of educational institutions. Station
editorials on local and national issues. **NEWS:** 15%
network news hourly 7 am-11 pm. Sports 4:50 pm.
Local news and weather twice daily and as needed.
Local stories more than ordinary length or interest
programmed as special reports. Network personality
twice daily, M-F 7:30 am & noon. **SPORTS:** live
university and local high school sports, local baseball
& minor sports. Rec'd 4/7/69.

- PERSONNEL**
Owner & Gen'l Mgr.—Fred L. Thompson.
Station Manager—John Ransom.
- FACILITIES**
ERP 280 w.; 100.1 mc.
Operating schedule: 6:45 am-11 pm. CST.
Antenna ht.: 161 ft. above average terrain.
- AGENCY COMMISSION**
15/2 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 24b, 25b, 28b, 28c.
Contracts: 40a, 44a, 45, 47e.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.
Cancellation: 70c, 71a, 73a.
Member: Oklahoma News Network, Inc.

TIME RATES

Eff 7/1/69—Rec'd 6/24/69.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 3.00 2.90 2.80 2.70 2.60
30 sec 2.80 2.70 2.60 2.50 2.40
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 32 wk—10%
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 36 24 16 12 8
DISCOUNT
15x—10% 52x—25% 156x—40%
26x—15% 104x—30% 280x—50%
- PARTICIPATING PROGRAMS**
KYFM Classical Concert—Mon thru Fri, 1-min ea
5.00. 13 week minimum.
- SPECIAL FEATURES** 1 min 30 sec
ABC Network News 2.50 2.00
Oklahoma Network News 3.00 2.50
Paul Harvey News—7:30-7:35 am & noon-12:15
pm, 1 min, ea 4.00
John Brooks Sports—Mon thru Fri 5:06-5:15
pm, 1-min, ea 2.50
13 week minimum.

BETHANY

Oklahoma County—Map Location E-3
See SRDS consumer market map and data at beginning
of the State.

**See Oklahoma City
(including Norman, Bethany, Edmond)****BLACKWELL**

Kay County—Map Location F-1
See SRDS consumer market map and data at beginning
of the State.

KLTR

1952

Media Code 4 237 0845 2.00
Communications Enterprises, Inc., Box 70, Blackwell,
Okla. 74631. Phone 405-765-4898.

STATION'S PROGRAMMING DESCRIPTION
KLTR: Programmed for general interest.
ENTERTAINMENT: contests, sports, weather, traffic
information, middle-of-the-road music format with
40% modern country and western. **NEWS:** 5 min
network news on hour, 5 min regional news 5 min
past hour. UPI and regional stringers. Rec'd 2/5/69.

- PERSONNEL**
General Manager—Ray Sullivan.
Program Director—Ronnie May.
- FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; time only. 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28c, 30,
33c.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KFOR (FM), Ponca City.
Affiliated with American Information Network.
Member: Oklahoma News Network, Inc.

TIME RATES

Eff Rec'd 7/17/67.

- SPOT ANNOUNCEMENTS**
ix 25x 52x 156x 312x 1000x
1 min 5.10 4.80 4.40 4.00 3.40 2.90
30 sec 3.90 3.60 3.20 2.80 2.25 1.95
- PACKAGE PLANS**
ROS—7 DAYS
10 ti 20 ti 30 ti 40 ti 50 ti 60 ti
1 min 4.00 3.50 3.25 3.00 2.75 2.50
30 sec 3.00 2.75 2.50 2.25 2.00 1.75
ROS—30 DAYS
100 ti 150 ti 200 ti
1 min 2.50 2.25 2.00
30 sec 2.10 1.70 1.50
- PROGRAM TIME RATES**
ix 25x 52x 156x 312x 1000x
1 hr 40.00 38.50 36.00 34.50 33.00
1/2 hr 27.00 25.50 24.00 22.50 21.00
1/4 hr 18.00 16.00 14.25 12.75 10.25
5 min 9.00 7.75 6.75 5.75 4.75 4.25

CHICKASHA (1 AM; 1 FM)

Grady County—Map Location E-4
See SRDS consumer market map and data at beginning
of the State.

KNDR (FM)

1966

Media Code 4 237 0950 0.00
Grady Radio, Inc., Box 1268, Oklahoma National
Bldg., Chickasha, Okla. 73018. Phone 405-224-
1604.

STATION'S PROGRAMMING DESCRIPTION
KNDR (FM): **MUSIC:** Country and western 6-7:15
am. General popular music 7:50 am-6:15 pm. Gen-
eral popular 6:35-8 pm. **NEWS:** local news at :15.
World-state news at :30. Mobile and beeper reports.
Stockmarket report twice daily. Area stringer for
daily Oklahoman. Public affairs: interview program
daily 8:35 am. **SPORTS:** play-by-play of university
and area high school games. Rec'd 12/28/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ben E. DeKinder.
Commercial Manager—Norman T. (Bud) Morse.
- FACILITIES**
ERP 2,145 w.; 105.5 mc.
Operating schedule: 6 am-8 pm daily. CST.
Antenna ht.: 265 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 25a, 28c.
Contracts: 40a, 41, 44a, 45, 48.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Rates & Discounts based on number of broadcasts
per month.
Member: Oklahoma News Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 8/1/68—Rec'd 1/29/68.

- SPOT ANNOUNCEMENTS**
PER MO: 1 ti 4 ti 12 ti 25 ti 50 ti 100 ti
1 min 5.50 3.00 1.75 1.50 1.25 1.00
15 sec 1.90 1.55 1.35 1.15 .95 .75
15 sec 1.45 1.20 1.00 .85 .75 .60

8. PROGRAM TIME RATES				
PER MO:	1 ti	4 ti	12 ti	25 ti
1 hr	25.00	17.50	12.50	10.00
1/2 hr	15.00	10.50	7.50	6.00
1/4 hr	9.00	6.25	4.50	3.75
5 min	6.50	3.75	2.75	2.25

KWCO

1946

RAB

Media Code 4 237 1040 9.00
Sooner Broadcasting Corp., Box 770, KWCO Bldg.,
Fourth and Grand, Chickasha, Okla. 73018. Phone
405-224-2890.

STATION'S PROGRAMMING DESCRIPTION
KWCO: Programmed for general audience.
FARM: 6-7 am, market reports, county agent, in-
terviews, weather. Farm and market programs at
6:25 am, 6:45 am, 7:15 am, 12:15 pm & 5:25 pm.
NEWS: hourly on hour, state, national and local.
Expanded local news at 7 am, 8 am noon & 5 pm.
3 man news staff, 3 2-way equipped mobile units.
SPORTS: shorts at :15, 5 min sports at 7:45 am,
12:45 pm & 5:15 pm. Live play by play of profes-
sional, college and local area high school sports.
Weather at :30 hourly, 5 min reports 6:30 am, 12:30
pm & 5:30 pm. Community bulletin board at :45.
Ladies birthday club 10:30 am M-Sat. Interview
program 8:30 am M-F. Swap shop 8:45 am M-Sat.
MUSIC: middle-of-the-road. Air personalities, au-
dience participation, contests. Contact Representative
for further details. Rec'd 3/12/69.

- PERSONNEL**
President—M. G. Tomlinson.
Vice-Pres. & Gen'l Mgr.—Jack G. Brewer.
Sec.-Treas.—James R. Brewer.
- REPRESENTATIVES**
Gill-Perns, Inc.
South—Mario Messina Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1560 kc.
Directional—nighttime only.
Operating schedule: 6:00 am-10:00 pm Mon thru Sat;
7:00 am-10:00 pm Sun. CST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27,
28c, 29b, 31, 33a.
Contracts: 40a, 42b, 44b, 46, 47e, 48, 49, 51b.
Comb.; Cont. Discounts: 60i, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Keystone Network.
Member: Oklahoma News Network, Inc.

TIME RATES

Rates received August 29, 1968.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 hr 1/2 hr 1/4 hr 5 min (%)
1 time 30.00 18.00 12.00 7.50 4.50
26 times 29.25 17.55 11.70 7.31 4.29
52 times 28.50 17.10 11.40 7.12 4.27
104 times 27.00 16.20 10.80 6.75 4.05
156 times 25.50 15.30 10.20 6.37 3.83
260 times 24.00 14.40 9.60 6.00 3.60
312 times 22.50 13.50 9.00 5.63 3.18
(* One minute or less transcribed; 100 words live.

CLAREMORE

Rogers County—Map Location G-2
See SRDS consumer market map and data at beginning
of the State.

KWPR

1958

Subscriber to the NAB Radio Code
Media Code 4 237 1170 4.00
Rowley-Taliferro Broadcasting Co., Box 570, 417 W.
2nd St., Claremore, Okla. 74017. Phone Rogers
3-1281.

- PERSONNEL**
Pres. & Gen'l Mgr.—Wayne Rowley.
Manager—Wayne Whisenhunt.
- FACILITIES**
500 w. days; 1270 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.
Contracts: 40a, 42b.
Comb.; Cont. Discounts: 60b, 60k, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Keystone Broadcasting System.
Member: Oklahoma News Network, Inc.

TIME RATES

Rates effective January 1, 1959.

Rates received December 11, 1958.

- SPOT ANNOUNCEMENTS**
1-50 times 3.00 250-500 times 2.25
50-100 times 2.70 500-1,000 times 2.00
100-250 times 2.50
"Quickie"—10-second station break, 4 times daily,
150.00.
- PROGRAM TIME RATES**
Per month: 1 hr 1/2 hr 1/4 hr 5 min
1 time 25.00 20.00 15.00 10.00
4 times 24.00 19.00 14.50 9.50
8 times 23.00 19.00 14.00 9.00

OKLAHOMA**CLINTON**

Cluster County—Map Location D-3
See SRDS consumer market map and data at beginning
of the State.

KWOE

1949

Media Code 4 237 1300 7.00
Western Oklahoma Broadcasting Co., Neptune Park,
Clinton, Okla. 73601. Phone 618.

- PERSONNEL**
General Manager—Lionie J. Preston.
- FACILITIES**
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL RATE POLICY**
TIME RATES
Rates effective August 1, 1950.
Rates received August 2, 1950.
- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 1/2 1/4 10 5
hr. hr. hr. min. min. (%) (t)
1 time 56.00 33.60 17.50 13.75 10.00 5.50 4.00
26 times 50.40 30.25 15.75 12.35 9.00 4.95 3.80
52 times 44.80 26.88 14.00 11.00 8.00 4.40 3.20
104 times 39.20 23.50 12.25 9.65 7.00 3.85 2.80
156 times 33.60 20.15 10.50 8.25 6.00 3.30 2.40
260 times 30.80 18.50 9.65 7.55 5.50 3.00 2.20
(*) 100 word spot announcement.
(t) 50 word spot announcement.

CUSHING

Payne County—Map Location F-3
See SRDS consumer market map and data at beginning
of the State.

KUSH

1953

Media Code 4 237 1430 2.00
Cimarron Valley Broadcasters, Inc., Box 791, 3
miles E. on Hwy. 23, Cushing, Okla. 74023. Phone
918-225-0922.

- PERSONNEL**
Pres. & Gen'l Mgr.—Don M. Kelly.
Sec'y & Treas.—Juno Kelly.
- REPRESENTATIVES**
Riley Representatives.
Regional—R & R Representatives, Inc.
- FACILITIES**
1,000 w. days; 1800 kc. Non-directional.
Operating schedule: 8:00 am-local sunset daily. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a,
27, 28b, 29b, 30.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 48, 49, 51a,
51c.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Oklahoma News Network, Inc.

TIME RATES**NATIONAL AND LOCAL RATES SAME**

Rates effective January, 1961.

Rates received January 30, 1961.

Rev. (Prog.) rates received November 2, 1964.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 ti 4.00 3.40 104 ti 3.20 2.60
13 ti 3.80 3.20 156 ti 3.00 2.40
26 ti 3.60 3.00 280 ti 2.80 2.20
52 ti 3.40 2.80 312 ti 2.60 2.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 ti 30.00 20.00 15.00 10.00
26 ti 27.50 17.50 12.50 8.00
52 ti 25.00 15.00 10.00 6.00
104 ti 22.50 12.50 7.50 4.50

DUNCAN

Stephens County—Map Location E-4
See SRDS consumer market map and data at beginning
of the State.

KRHD

1947

Media Code 4 237 1560 6.00
Duncan Broadcasting Co., Inc. 1701 Pine St. Dum-
can, Okla. 73533. Phone 405-255-1350.

- PERSONNEL**
Station Manager—Lester A. Agree.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
250 w. days; 100 w. nights; 1350 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays;
7:00 am-11:00 pm Sun. CST.
- AGENCY COMMISSION**
None. all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3c, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 46, 47e.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Keystone Network.
Member: Oklahoma News Network, Inc.

TIME RATES**NATIONAL AND LOCAL RATES SAME**

Eff 7/1/60—Rec'd 4/28/60.

(This listing continued on next page)

OKLAHOMA

Duncan—KRHD—Continued

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 x	2.80	1.95
52 x	2.80	2.85
104 x	2.85	2.25
156 x	3.15	2.05

7. PACKAGE PLANS

QUICKIE SPOT PACKAGES

40 10-15-sec within 1 day..... 35

MONTHLY PACKAGES—15 SECONDS

PER DAY: 5 ti 8 ti 12 ti

Per mo..... 110 165 220

8. PROGRAM TIME RATES

	1x	52x	104x	156x	208x	260x	312x
1 hr.	39.50	35.20	33.00	30.80	27.50	24.00	
1/2 hr.	24.20	22.00	19.80	18.70	16.50	14.30	
1/4 hr.	18.20	12.10	11.00	9.90	8.80	7.59	
10 min.	10.45	9.08	8.80	7.98	7.15	6.55	
5 min.	7.92	7.15	6.77	6.38	5.55	4.79	

DURANT (1 AM; 1 PM)

Bryan County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KSEO
1947

Country Music Network

Media Code 4 237 1690 1.00
Durant Publishing-Broadcasting Corp., Box 190, Durant, Okla. 74701. Phone 405-924-3100.

- PERSONNEL**
General Manager—Glen D. Burke.
Sports Director—Harold Harmon.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
- FACILITIES**
250 w. days; 750 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm Sun. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KSEO-FM.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL RATE POLICY**
Member: Country Music Network, Oklahoma News Network, Inc.

TIME RATES
ET 4/1/68—Rec'd 3/29/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.10	4.75	4.40	4.05	3.70	3.35	3.00
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

7. PACKAGE PLANS

	10 ti	20 ti	30 ti	40 ti
1 min	4.50	4.00	3.50	3.00
30 sec	3.70	3.25	2.80	2.35
10 sec	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	35	25	18	10	6

10. SPECIAL FEATURES
5-min news & sports—regular 5-min rates apply.

KSEO-FM

Media Code 4 237 1691 9.00
Durant Publishing-Broadcasting Corp., Box 190, Durant, Okla. 74701. Phone 405-924-3100.

- PERSONNEL**
General Manager—Glen D. Burke.
Sports Director—Harold Harmon.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
- FACILITIES**
ERP 625 w.; 107.1 mc.
Operating schedule: 6:00 am-10:00 pm Sun. CST.
Antenna ht.: 385 ft. above average terrain.
Partial simulcast operation. Operated separately for special events during nighttime hours. For simulcast facilities see KSEO.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21c, 22a, 23a, 24d, 25a, 28c, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Member: Oklahoma News Network, Inc.

TIME RATES
Rates are identical to KSEO. See that listing.

EDMOND

Oklahoma County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

See Oklahoma City
(including Norman, Bethany, Edmond)

ELK CITY

Beckham County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KBEK

Media Code 4 237 1950 9.00
Turner-Whitehill Broadcasting Co., Box 889, 2117 W. 3rd, Elk City, Okla. 73644. Capital 5-3333.

- PERSONNEL**
Managing Partner—Bob Whitehill.
Program Director—John Craft.
 - REPRESENTATIVES**
R & R Representatives, Inc.
 - FACILITIES**
250 w.; 1240 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm Mon thru Sat; 7:00 am-10:00 pm Sun. CST.
15% net charges for time only.
 - AGENCY COMMISSION**
15% net charges for time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4c.
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
Tobacco advertising accepted.
Member: Oklahoma News Network, Inc.
- TIME RATES**
ET 6/1/66—Rec'd 4/11/66.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min | 1 min | 30 sec |
|--------|-------|--------|--------|--------|-------|-------|--------|
| 1 x | 40.00 | 22.00 | 12.00 | 10.00 | 7.00 | 4.75 | — |
| 13 x | 37.75 | 20.75 | 11.50 | 9.50 | 6.65 | 4.45 | — |
| 26 x | 35.50 | 19.50 | 10.50 | 8.50 | 6.30 | 4.15 | — |
| 52 x | 33.25 | 18.25 | 10.50 | 8.50 | 5.95 | 3.85 | — |
| 104 x | 31.00 | 17.00 | 10.00 | 8.00 | 5.80 | 3.55 | — |
| 156 x | 28.75 | 15.75 | 9.50 | 7.50 | 5.25 | 3.25 | — |
| 260 x | 26.50 | 14.50 | 9.00 | 7.00 | 4.90 | 2.95 | — |
| 312 x | 24.25 | 13.25 | 8.50 | 6.50 | 4.55 | 2.65 | — |
| 520+ x | 22.00 | 12.00 | 8.00 | 6.00 | 4.20 | 2.35 | 1.75 |

EL RENO

Canadian County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KELR

Media Code 4 237 2080 4.00
Young Peoples' Church of the Air, Inc., Box 1480, El Reno, Okla. 73036. Phone 405-262-4248.

- PERSONNEL**
Pres. & Gen'l Mgr.—Donald B. Crawford.
Station Manager—George Culp.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
500 w. days; 1460 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 23a, 28c, 29a.
Contracts: 40a, 42b, 42c, 44a, 45, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KBN Radio Network.

TIME RATES
ET 7/8/67—Rec'd 7/7/67.

6. SPOT ANNOUNCEMENTS

	32x	104x	156x	208x	260x	312x	624x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.75
30 sec	2.50	2.35	2.20	2.05	1.90	1.75	—
10 sec	flat 1.25	—	—	—	—	—	—

8. PROGRAM TIME RATES

	1 x	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	26.00	104 x	27.50	18.50
13 x	37.50	24.50	156 x	25.00	17.00
26 x	35.00	23.00	208 x	22.50	16.00
52 x	32.50	21.50	260 x	20.00	15.00
104 x	30.00	20.00	—	—	—
1 x	14.40	8.40	5 x	12.00	7.00

ENID (2 AM; 1 PM)

Garfield County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KCRC

SAVALLI/GATES INCORPORATED



Subscriber to the NAB Radio Code
Media Code 4 237 2210 7.00
Enid Radiophone Co., Box 1390, 316 E. Willow, Enid, Okla. 73701. Phone 405-237-1390.

STATION'S PROGRAMMING DESCRIPTION
KCRC: 6-9 am, 10 am-noon, 1:30-4 pm, 7:30-11 pm. popular music, standards, middle-of-the-road plus current hits. Services: time, temperature, weather, 30 second featurettes, humorous and informational, 9-10 am family variety, 12:30-1:30 pm & 4:05-5:55 pm country and western music with service features, 2 programs daily with grain, commodity, and livestock quotations, DJ personalities for each show. Religious music, 1 recording per hour. NEWS: local at 2:25, 2 mobile units. Network news at 5:55. SPORTS: 6 per weekday, 22 sportscasts on weekends. Local high school, college, and pro games. 35 football and 40 basketball games each season. Major league baseball. Contact Representative for further details. Rec'd 8/10/67.

PERSONNEL

- PERSONNEL**
President—Milton B. Garber.
General Manager—Pat Murphy.
Program Director—William Mason.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Oklahoma—R & R Representatives, Inc.
- FACILITIES**
1,000 w.; 1390 kc.
Directional—same pattern, all hours.
Operating schedule: 5:45 am-11:05 pm. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28b, 28c, 29a, 32b.
Contracts: 40a, 43, 44a, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 ET 7/1/69—Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS

	1 min	30/40	20 sec
1 x	4.75	3.60	2.40
15 x	4.50	3.45	2.35
25 x	4.25	3.30	2.30
40 x	3.15	2.25	—
100 x	3.75	3.00	2.20
200 x	3.50	2.85	2.10
300 x	3.25	2.60	2.00
500 x	3.00	2.40	1.85
1000 x	2.75	2.20	1.70

7. PACKAGE PLANS

	10 ti	15 ti	25 ti
1 min	4.15	4.00	3.80
30/40 sec	3.25	3.10	2.90

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr.	30.00	28.50	27.00	25.50	24.00
1/2 hr.	17.50	16.75	16.00	15.25	14.50
1/4 hr.	12.00	11.25	10.50	9.75	9.25
5 min.	7.25	7.00	6.75	6.50	6.00

KCRC-FM

Media Code 4 237 2211 5.00
Enid Radiophone Co., Inc., Box 1390, 316 E. Willow St., Enid, Okla. 73701. Phone 405-237-1390.

- PERSONNEL**
President—Milton B. Garber.
General Manager—Pat Murphy.
- REPRESENTATIVES**
Savalli/Gates, Inc.
Oklahoma—R & R Representatives, Inc.
- FACILITIES**
ERP 57700 w.; 98.9 mc. Stereo.
Operating schedule: 7 am-11 pm. CST.
Antenna ht.: 185 ft. above average terrain.
- AGENCY COMMISSION**
15/0: time only. Payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 21a, 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 44a, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60i, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 6/12/67.

6. SPOT ANNOUNCEMENTS

	1 min or less	30 sec
1 min or less	2.50	—
If purchased 1 sp or more every day on 18 month contract	1.75	—

8. PROGRAM TIME RATES

	1 hr	10 min	5 min
1 hr.	10.00	10 min	2.75
1/2 hr.	6.50	5 min	2.00
1/4 hr.	3.50	—	—

KGWA

Subscriber to the NAB Radio Code
Media Code 4 237 2340 2.00
Public Broadcasting Service, Inc., Box 960, Enid, Okla. 73701. Phone 405-234-4230.

- PERSONNEL**
General Manager—Allan Page.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w.; 980 kc.
Directional—same pattern, all hours.
Operating schedule 6 am-11:05 pm. CST.
- AGENCY COMMISSION**
15/0 on time only; payable 15th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 28a.
Contracts: 40a, 41, 45.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 6 ET 4/1/69—Rec'd 3/6/69.

6. SPOT ANNOUNCEMENTS

PRIME TIME
(Week days 6:30-8:30 am, 11 am-1 pm & 4:30-6 pm)

	1x	50x	100x	250x	500x	1000x	1500x
1 min	5.00	4.70	4.40	4.10	3.80	3.50	3.20
30 sec	3.60	3.40	3.20	3.00	2.80	2.60	2.40

PACKAGE PLANS

GUARANTEED TIME SPOT PLANS

	4 wk	13 wk	26 wk	52 wk
PER WK:	1 min 30	1 min 30	1 min 30	1 min 30
3 ti	4.80	3.55	4.80	3.40
6 ti	4.60	3.40	4.40	3.25
10 ti	4.40	3.25	4.20	3.10
20 ti	4.20	3.10	4.00	2.95
30 ti	4.00	2.95	3.80	2.80
50+	3.80	2.80	3.60	2.65

ROS—ALL OTHER TIMES & SUN.

	1x	50x	100x	250x	500x	1000x	1500x
1 min	3.50	3.30	3.10	2.90	2.70	2.50	2.30
30 sec	2.70	2.55	2.40	2.25	2.10	1.95	1.80
15 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30

ANY 70 CONSEC DAYS: 10 ti 20 ti 30 ti 50 ti 70 ti

Rate: 1x 50x 100x 250x 500x

ANY 30 CONSEC DAYS: 30 ti 60 ti 90 ti 120 ti 150 ti

Rate: 1x 50x 100x 250x 500x 1000x

8. PROGRAM TIME RATES

PRIME TIME
(Weekdays 6:30-8:30 am, 11 am-1 pm & 4:30-6 pm)

	1x	52x	104x	156x	208x	312x
1 hr.	36.00	34.20	32.40	30.60	28.80	27.00
1/2 hr.	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hr.	18.00	15.20	14.40	13.60	12.80	12.00
5 min.	8.00	7.60	7.20	6.80	6.40	6.00

ALL OTHER TIMES & SUN.

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr.	30.00	28.50	27.00	25.50	24.00
1/2 hr.	18.00	17.10	16.20	15.30	14.40

Guthrie—KWRW—Continued

SUPER SATURATION SPECIAL
300 10-sec ID's..... 150.00
To be used 10 per day for 30 consecutive days.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
27.50	16.50	10.00	8.00
6-10 x	25.00	14.00	8.00

GUYMON

Texas County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KGYN

1948



Subscriber to the NAB Radio Code
Media Code 4 237 2730 4.00
Plains Broadcasting Co., Inc., Box 130, Guymon, Okla. 73942. Phone 338-8533.

STATION'S PROGRAMMING DESCRIPTION
KGYN: Blend of 50% middle-of-the-road, 50% modern country music designed to serve primarily rural area with national, regional and local farm market reports, news on hour. Local news department with mobile unit. Live sports in season. U.S. weather bureau station. Weather coverage with accent on farm related weather information. ESSA weather teletype. News actualities locally and world-wide by UPI audio service. All-talk show 10:05-11 am M-F. Contact Representative for further details. Rec'd 3/31/69.

- PERSONNEL**
Pres. & Gen'l. Mgr.—T. M. Raburn, Jr.
Station Manager—Herb Noyes.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- FACILITIES**
10,000 w. days; 1210 kc. Directional—night only.
Operating schedule: 5:30 am-11 pm. CST.
- AGENCY COMMISSION**
15% time only; if paid by 10th. 5% cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25a, 28b, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.

TIME RATES
Eff 3/1/68—Rec'd 2/2/68.

7. PACKAGE PLANS

PER WK:	1 tl	1 1/2 tl	2 1/2 tl	3 1/2 tl	4 1/2 tl
1 min	3.70	3.40	3.10	2.80	2.50
30 sec	41.00	28.65	2.35	2.10	1.90
15 sec	2.10	1.85	1.75	1.60	1.40
PER MO:	20 tl	41 tl	81 tl	121 tl	161 tl
1 min	3.50	3.20	2.90	2.65	2.35
30 sec	2.70	2.45	2.20	2.00	1.75
15 sec	2.00	1.80	1.65	1.45	1.30

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
41.00	28.65	18.95	12.85	9.38
13 x	49.20	27.50	16.40	12.30
26 x	44.45	26.35	15.80	11.70
52 x	42.70	25.15	15.20	11.10
104 x	40.95	24.00	14.65	10.55
156 x	39.20	22.80	14.05	9.95
212 x	37.45	21.65	13.45	9.35
312 x	35.70	20.45	12.85	8.75
420 x	33.95	19.30	12.30	8.20

HENRYETTA (1AM; 1FM)

Oklmusree County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KHEN

1956

Media Code 4 237 2780 1.00
Henryetta Radio Co., Box 930, Henryetta, Okla. 74437.
Phone 918-652-3311.

- PERSONNEL**
President—Leland Gourley.
Executive Vice-Pres.—John Morris.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Southwest—Marlo Messing Company.
- FACILITIES**
500 w. days; 1500 kc. Non-directional.
Operating schedule: 8:00 am-local sunset. CST.
- AGENCY COMMISSION**
15/2 time only; 1st of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5a, 6a, 8a.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 23a, 24b, 26, 28b.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60k, 62a.
Cancellation: 70c.
Affiliated with KBS, MBS Radio Networks.
Member: Oklahoma News Network, Inc.

TIME RATES
Rates effective November 1, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec
2.50	1.80	1.60
13 x	2.35	1.75
26 x	2.20	1.70
52 x	2.05	1.65
104 x	2.00	1.60
156 x	1.90	1.50
212 x	1.85	1.45
312 x	1.75	1.35
420 x	1.60	1.25
900 x	1.45	1.20
1200 x	1.35	1.15

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
40.00	25.00	15.00	12.00	8.50
13 x	35.00	24.00	14.00	11.50
26 x	32.50	22.50	13.50	10.50
52 x	31.00	21.90	13.00	10.00
104 x	30.00	20.00	12.50	9.00

1 hr	1/2 hr	1/4 hr	10 min	5 min
27.50	18.50	12.00	8.00	5.50
312 x	25.00	15.00	7.50	5.00
600 x	22.00	12.00	7.00	4.00

10. SPECIAL FEATURES
News—20% above regular rates.

KHEN-FM

1966



Media Code 4 237 2761 9.00
Henryetta Radio Co., Drawer D, I-40 & Indian Nations Turnpike, Henryetta, Okla. 74437. Phone 918-652-3311.

- PERSONNEL**
President—J. Leland Gourley.
Executive Vice-President—John T. Morris.
- REPRESENTATIVES**
R. & R. Representatives, Inc.
- FACILITIES**
ERP 53,000 w.; 99.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 317 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 2% cash discount if paid in full by 15th following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 28.
Contracts: 40a, 45.
Cancellation: 70a, 71a, 72.
Prod. Services: 80, 81, 82.
Member: Oklahoma News Network, Inc.

TIME RATES
Rates are identical to KHEN. See that listing.

HOBART

Kiowa County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KTJS

1947

Media Code 4 237 2890 6.00
A. H. Fuchs, Box 311, Hobart, Okla. 73651. Phone 405-726-2420.

- PERSONNEL**
Manager—A. H. Fuchs.
- FACILITIES**
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4b, 4d, 5, 6a.
Rate Protection: 10g.
Basic Rates: 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 41, 46, 47a.
Affiliated with NAB Radio Network.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective April 1, 1961.
Card received May 22, 1961.

6. SPOT ANNOUNCEMENTS

1 time	1 min.	30 sec.	10 sec.
26 times	3.00	2.25	1.50
52 times	2.75	2.00	1.40
156 times	2.50	1.85	1.30
280 times	2.25	1.75	1.20
312 times or more	2.00	1.65	1.10
	1.75	1.50	1.00

7. PACKAGE PLANS
DAILY PACKAGE PLAN
(Minimum of 250 within 1 year)

Per day:
5 or more times..... 6.00
Fixed position—add 1/2 to standard rates.
Minimum order produced spots 30.

6. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
28.00	18.50	10.75	7.00	5.50
26 times	26.00	15.00	8.25	6.25
52 times	25.00	14.50	8.00	6.00
156 times	23.00	13.50	7.00	5.40
280 times	22.00	13.00	6.50	5.00
312 tl. or more	20.00	12.50	6.25	4.75

HOLDENVILLE

Hughes County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KVYL

1963



Media Code 4 237 3020 9.00
Canadian River Broadcasting Co., Box 856, Holdenville, Okla. 74848. Phone 319-2370.

- PERSONNEL**
Pres., Gen'l. Sta. & Sales Mgr.—Don Hopson.
- FACILITIES**
500 w.; 1370 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 4b, 5, 6a, 8.
Rate Protection: 10a.
Basic Rates: 22a, 25a, 30.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a.
Rates and discounts based on number of broadcasts per month.

TIME RATES
Eff 9/1/68—Rec'd 4/7/66.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

20 x	2.80	75 x	2.40
15 x	2.60	100 x	2.30
50 x	2.60	150 x	2.30

ROS—deduct 40% from above rates.

HUGO

Choctaw County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KIHN

1948

Subscriber to the NAB Radio Code
Media Code 4 237 3150 4.00
The Little Dixie Broadcasting Co., 115 E. Jackson St., Hugo, Okla. 74743. Phone FA 9-3772.

- PERSONNEL**
President & Mgr.—D. W. Brawner.
Vice President—T. L. Brawner.
Sec.—Tressa—Leeta Brawner.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
250 w; 1340 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays; 7:30 am-9:00 pm Sun. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 23a, 24a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 71a.

TIME RATES
Eff 11/20/67.

6. SPOT ANNOUNCEMENTS

1 x	3.75	3.00	150 x	2.80	2.25
13 x	3.65	2.85	208 x	2.65	2.10
26 x	3.40	2.70	280 x	2.45	1.95
52 x	3.20	2.55	312 x	2.25	1.80
104 x	3.00	2.40			

(*) 1 min or 100 words.
(†) 30 sec or 50 words.

- PACKAGE PLANS**
PER WK: 5 tl 10 tl 15 tl 50+
1 min or less, ea..... 2.50 2.25 2.00 1.75
 - PROGRAM TIME RATES**
- | | | | |
|-------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min |
| 35.00 | 21.00 | 12.80 | 6.30 |
| 13 x | 33.25 | 19.95 | 11.95 |
| 26 x | 31.80 | 18.95 | 11.35 |
| 52 x | 30.20 | 18.00 | 10.80 |
| 104 x | 28.70 | 17.10 | 10.25 |
| 156 x | 27.25 | 16.25 | 9.75 |
| 208 x | 25.00 | 15.45 | 9.25 |
| 280 x | 24.00 | 14.65 | 8.80 |
| 312 x | 23.35 | 13.85 | 8.35 |

10. SPECIAL FEATURES
News service charge 10% additional.

IDABEL

McCurtain County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KBEL

1953

Subscriber to the NAB Radio Code
Media Code 4 237 3280 9.00
Idabel Broadcasting Co., Idabel, Okla. 74745. Phone 288-8092.

- PERSONNEL**
General Manager—Winston O. Ward.
Commercial Manager—J. P. Stanley.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 23a, 24b, 29a.
Contracts: 40a, 48.
Comb.: Cont. Discounts: 60b, 60k.
Member: Texas State Network, Oklahoma News Network, Inc.

TIME RATES
Rates effective May 1, 1953. (Card No. 1.)
Rates received May 25, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1/2 hr	1/4 hr	5 min	1 min	(*)
35.00	20.00	12.00	7.00	3.75	3.00
26 times	33.00	19.00	11.00	6.50	3.40
52 times	31.00	18.00	10.50	6.00	3.20
104 times	29.00	17.00	10.00	5.50	3.00
156 times	27.00	16.00	9.50	5.00	2.80
280 times	25.00	15.00	9.00	4.50	2.60

(*) 30 seconds or station breaks.

LAWTON (2 AM; 1 FM)

Comanche County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KCCO

1956

Subscriber to the NAB Radio Code
Media Code 4 237 3410 2.00
Progressive Broadcasting Co., Box 5190, Lawton, Okla. 73501. Phone 405-355-1050.
Studios: Cache Road Square.

- PERSONNEL**
General Manager—Ross B. Baker.
Assistant Manager—Ron Kirby.
Program Director—Chuck Downs.

OKLAHOMA

- REPRESENTATIVES**
Gill-Perna, Inc.
Dallas—Marlo Messing Company.
- FACILITIES**
250 w.; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 61b, 61c, 62a.
Cancellation: 70a, 70c, 71a.

TIME RATES
No. 0 Eff 12/68—Rec'd 12/3/68.

6. SPOT ANNOUNCEMENTS

1x	50x	100x	150x	300x	600x	1000x	1600x
1 min	5.50	5.20	4.95	4.65	4.20	3.70	3.30
30 sec	4.00	3.80	3.60	3.40	3.05	2.70	2.40
*10 sec	3.00	2.85	2.70	2.55	2.30	2.00	1.80

(*) When available.

7. PACKAGE PLANS
WEEKLY PACKAGES—ROS

EA:	10 tl	20 tl	30 tl	40 tl	50 tl	60 tl	70 tl
1 min	5.25	4.90	4.60	4.15	3.80	3.40	3.05
30 sec	4.00	3.75	3.45	3.15	2.85	2.60	2.35
*10 sec	3.00	2.80	2.60	2.40	2.20	2.00	1.80

(*) When available.
Impact plans do not combine with regular spot rates to earn rate frequency.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
5.50	4.00	2.50	2.00
1x	52x	104x	156x
7.50	7.00	6.50	6.00
5 min	7.50	7.00	6.50
	6.00	5.50	5.00

KLAW (FM)

1964

OKLAHOMA

Lawton-KSWO-Continued

6. SPOT ANNOUNCEMENTS									
PRIME TIME									
1x	52x	104x	156x	260x	312x	624x	1040x		
1 min	8.00	7.60	7.00	6.60	6.20	5.80	5.20	4.80	4.60
30 sec	8.80	5.90	5.50	5.20	4.80	4.30	3.90	3.60	3.80
10 sec	5.80	5.20	4.60	4.30	3.90	3.30	3.00	2.80	2.60
ROS									
1 min	8.60	5.80	5.40	5.10	4.90	4.80	4.00	3.50	3.20
30 sec	5.30	4.60	4.30	4.00	3.80	3.30	3.00	2.70	2.70
10 sec	4.50	4.00	3.50	3.30	3.00	2.60	2.30	2.00	2.00

7. PACKAGE PLANS									
ROS WEEKLY PACKAGE									
PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl	60 tl			
Rate	52x	104x	156x	260x	312x	624x			

8. PROGRAM TIME RATES										
1 hr	1/2 hr	1/4 hr	10 min	5 min						
1x	80.00	50.00	30.00	20.00	10.00					
52x	75.00	45.00	25.00	16.00	9.00					
104x	70.00	40.00	20.00	14.00	8.50					
156x	65.00	35.00	15.00	12.00	8.00					

MADILL

Marshall County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KMAD

1961
Subscriber to the NAB Radio Code
Media Code 4 237 3800 4.00
Herbert J. Pate, Box 552, Madill, Okla. 73446. Phone 405-795-2345.

- PERSONNEL**
General Manager—Wilbert Wiggs.
Chief Engineer—Herbert J. Pate.
- FACILITIES**
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 46.
Comb. & Cont. Discounts: 60a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Oklahoma News Network, Inc.

NATIONAL AND LOCAL RATES SAME

Eff 8/1/80—Rec'd 7/28/80.

6. SPOT ANNOUNCEMENTS										
1x	26x	52x	104x	156x	260x	312x	365x			
1 min	1.85	1.55	1.20	1.40	1.35	1.20	1.15	1.10		
Guaranteed time, extra 10%.										
8. PROGRAM TIME RATES										
1 hr	1/2 hr	10 min	5 min							
1x	25.00	15.00	10.00	7.50						
1/2 hr	25.00	15.00	10.00	7.50						
10 min	15.00	12.50	10.00	9.00	8.50	5.00	4.25			
5 min	5.00	4.75	4.50	4.00	3.50	3.00	1.75	1.50		
Guaranteed time, extra 10%.										

McALESTER (2 AM; 1 FM)

Pittsburg County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KNED

1950
Subscriber to the NAB Radio Code
Media Code 4 237 3930 9.00
Little Dixie Radio, Inc., Box 1068, McAlester, Okla. 74501. Phone 423-1460.

- PERSONNEL**
Pres. & Gen'l Mgr.—Francis D. Stipe.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
1,000 w. days, 500 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 13a, 14c, 15b.
Basic Rates: 25a, 28b, 28c, 30.
Contracts: 40a, 44a, 45, 46, 47a.
Comb. & Cont. Discounts: 60f, 61a, 61c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 4/1/88—Rec'd 4/19/88.

6. SPOT ANNOUNCEMENTS										
1 min	30 sec	10 sec								
1x	3.80	3.20	2.05							
13x	3.85	3.10	2.00							
26x	3.45	2.90	1.85							
52x	3.25	2.80	1.80							
104x	3.10	2.65	1.70							
156x	2.90	2.50	1.65							
260x	2.75	2.35	1.60							
312x	2.65	2.20	1.45							
520x	2.40	2.05	1.40							
780x	2.20	1.75	1.35							
1000x	2.05	1.45	1.30							
7. PACKAGE PLANS										
1-MINUTE—ROS										
PER WK:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl	50 tl			
Rate	2.75	2.50	2.25	2.05	1.95	1.80	1.70			

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	3 min						
1x	35.30	21.20	12.80	8.45	5.30					
13x	33.55	20.15	11.95	8.00	5.10					
26x	31.80	19.10	11.40	7.60	4.80					
52x	30.00	18.00	10.75	7.20	4.55					
104x	28.25	16.95	10.10	6.75	4.25					
156x	26.50	15.90	9.45	6.30	4.00					
212x	24.75	14.85	8.85	5.90	3.75					
312x	23.00	13.80	8.20	5.50	3.50					
520x	21.25	12.75	7.40	5.00	3.15					
780x	19.50	11.70	6.60	4.75	2.85					
1000x	17.75	10.65	5.80	4.40	2.60					

KNED-FM

1955
Media Code 4 237 3931 7.00
Little Dixie Broadcasting Co., Box 1068, McAlester, Okla. 74501. Phone 918-423-1460.

- PERSONNEL**
Pres. & Gen'l & Sta. Mgr.—Francis D. Stipe.
Sales Manager—Frank Hopkins.
Program Director—Lee Anderson.
- FACILITIES**
ERP 28,000 w.; 101.3 mc.
Operating schedule: 5:30 am-11 pm Mon thru Sat;
7:45 am-10:30 pm Sun. CST.
Antenna ht.: 135 ft. above average terrain.
- AGENCY COMMISSION**
15% time & talent.
- GENERAL ADVERTISING** See coded regulations
See KNED listing for coded regulations.

TIME RATES

Rates are identical to KNED. See that listing.

KTMC

1946
Media Code 4 237 4050 4.00
McAlester Broadcasting Company, Inc., Box 157, 2020 N. "A" St., McAlester, Okla. 74501. Phone 918-423-1400.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Baggett.
- FACILITIES**
250 w. days; 1400 kc. Non-directional.
Operating schedule: 5:45 am-11:00 pm weekdays;
5:45 am-11:30 pm Sat.; 7:00 am-10:30 pm Sun. CST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 46, 47a, 51a, 51c.
Comb. & Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Member: Oklahoma News Network, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS										
1 min	30 sec	10 sec								
1x	3.00	2.25	1.55	1.85	1.80					
13x	2.60	2.15	1.40	1.60	1.50					
26x	2.35	2.00	1.30	1.40	1.40					
52x	2.20	1.85	1.00	1.25	1.00					
104x	2.05	1.70	1.00	1.25	1.00					

- PERSONNEL**
Pres. & Gen'l Mgr.—Francis D. Stipe.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
1,000 w. days, 500 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 13a, 14c, 15b.
Basic Rates: 25a, 28b, 28c, 30.
Contracts: 40a, 44a, 45, 46, 47a.
Comb. & Cont. Discounts: 60f, 61a, 61c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

Eff 8/1/88—Rec'd 7/25/88.

6. SPOT ANNOUNCEMENTS										
1 min	30 sec	10 sec								
1x	3.00	2.25	1.55	1.85	1.80					
13x	2.60	2.15	1.40	1.60	1.50					
26x	2.35	2.00	1.30	1.40	1.40					
52x	2.20	1.85	1.00	1.25	1.00					
104x	2.05	1.70	1.00	1.25	1.00					
7. PACKAGE PLANS										
ROS SATURATION PACKAGE										
(20% of schedule guaranteed in traffic time)										
PER WK, EA:	10 tl	15 tl	25 tl	35 tl	50 tl					
1 min or less	1.90	1.65	1.50	1.40	1.30					
8. PROGRAM TIME RATES										
1 hr	1/2 hr	1/4 hr	10 min	5 min						
1x	25.00	15.00	10.00	7.50	5.00					
1/2 hr	18.00	10.00	7.50	5.00	3.50					
1/4 hr	12.00	9.50	9.00	8.50	8.00					
10 min	10.00	8.00	7.50	7.00	6.50					
5 min	8.00	6.50	6.00	5.50	5.00					

MIAMI

Ottawa County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KGLC

1947
Subscriber to the NAB Radio Code
Media Code 4 237 4190 9.00
Miami Radio, Inc., Box 511, Hotel Miami, Miami, Okla. 74354. Phone 918-542-3303.

- PERSONNEL**
Pres. & Gen'l Mgr.—K. C. Jeffries.
Vice-President—Kent C. Jeffries.
- FACILITIES**
KGLC: MUSIC: country and western. NEWS: state, local and national on hour. Headlines on half hour.
Weather: 10 after and 20 'til. SPORTS: 20 after and 10 'til also play-by-play on local college and area high school sports events. Community bulletin board twice each weekday. Agriculture reports aired 3 times daily. AIR PERSONALITIES handle all segments. Rec'd 9/3/88.

1. PERSONNEL
Pres. & Gen'l Mgr.—K. C. Jeffries.
Vice-President—Kent C. Jeffries.

3. FACILITIES

- 1,000 w.; 910 kc. Directional.
Operating schedule: 8:00 am-midnight daily. CST.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 8a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25c, 26, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 47a, 49, 51b.
Comb. & Cont. Discounts: 60a, 60d, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81.
Member: Magic Circle Network, Oklahoma News Network, Inc.

1955
Rates effective November 1, 1964.
Rates received October 28, 1964.

- PERSONNEL**
Pres. & Gen'l Mgr.—Francis D. Stipe.
Sales Manager—Frank Hopkins.
Program Director—Lee Anderson.
- FACILITIES**
ERP 28,000 w.; 101.3 mc.
Operating schedule: 5:30 am-11 pm Mon thru Sat;
7:45 am-10:30 pm Sun. CST.
Antenna ht.: 135 ft. above average terrain.
- AGENCY COMMISSION**
15% time & talent.
- GENERAL ADVERTISING** See coded regulations
See KNED listing for coded regulations.

TIME RATES

Rates are identical to KNED. See that listing.

MUSKOGEE (2 AM)

Muskogee County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KBIX

1956
Media Code 4 237 4320 2.00
Oklahoma Press Publishing Co., Box 1608, Muskogee, Okla. 74401. Phone 918-882-1331, 2.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tams Bixby, Jr.
Station Manager—Dick Embody.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc. Non-directional days.
Operating schedule: 5:00 am-midnight.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 25a, 25a, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb. & Cont. Discounts: 60b, 60d, 60e, 80i, 81a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 83, 82.
Affiliated with KBS and KBS.
Member: Oklahoma News Network, Inc.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tams Bixby, Jr.
Station Manager—Dick Embody.

- REPRESENTATIVES**
Burn-Smith Company, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc. Non-directional days.
Operating schedule: 5:00 am-midnight.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 25a, 25a, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb. & Cont. Discounts: 60b, 60d, 60e, 80i, 81a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 83, 82.
Affiliated with KBS and KBS.
Member: Oklahoma News Network, Inc.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tams Bixby, Jr.
Station Manager—Dick Embody.

NATIONAL AND LOCAL RATES SAME

Eff 1/1/84—Rec'd 12/6/83.

6. SPOT ANNOUNCEMENTS										
PER YR:	1 min	30 sec	10 sec							
1x	8.00	5.00	4.00							
52x	5.00	4.50	3.50							
104x	4.50	4.00	3.00							
156x	4.00	3.50	2.50							
260x	3.50	3.00	2.25							
312x	3.00	2.50	2.00							
500x	2.50	2.00	1.75							
1000x	2.00	1.75	1.50							
7. PACKAGE PLANS										
PER WK:	1 min	30 sec	10 sec							
10 tl	5.00	4.00	3.25							
20 tl	4.50	3.								

Oklahoma City—K B Y E—Continued

2. REPRESENTATIVES
New York, Chicago—Greener, Hiken, Sears.
South—Bernard I. Omer.
West Coast—Advertising Sales West.

3. FACILITIES
1,000 w. days; 890 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 29a.
Contracts: 40a, 44a, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60c, 62d.
Cancellation: 70a, 70b, 71a, 73b.
Prod. Services: 80.
Member: Gert Bunchez & Associates Group.

TIME RATES
No. 8 ET 5/15/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

1 min	24	21	19	17
30 sec	18	16	14	12

7. PACKAGE PLANS

PER WK:	1 tl	5 tl	10 tl	20 tl	30 tl	40 tl
1 min	12.00	9.00	8.50	8.00	7.50	7.00
30 sec	9.00	6.75	6.50	6.00	5.75	5.25
20 sec	6.00	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	156x	260x
1 hr	90.00	75.00	70.00	65.00	60.00
1/2 hr	72.00	59.00	49.00	45.50	42.00
1/4 hr	58.00	42.00	39.00	36.50	34.00
5 min	18.00	13.50	13.00	12.50	12.00

KNOR

1949
NORMAN



Subscriber to the NAB Radio Code
Media Code 4 237 5300 7.00
Cleveland County Broadcasting Co., Box 547, Norman, Okla. 73069. Phone 405-534-8475.

STATION'S PROGRAMMING DESCRIPTION
KNOR: Programmed for adults and young adults. MUSIC: popular including standards. TALK: morning conversation show features civic, religious and educational leaders. NEWS: on hour with UP audio, network, and local with emphasis on city and state government. SPORTS: play-by-play high school and university football and basketball. COMMERCIAL POLICY: 18 commercials per hour, no double spotting. Rec'd 10/6/67.

- PERSONNEL**
General Manager—Wm. S. Morgan.
Sales Director—Robert G. Barry.
- FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule: 6:15-1 am. CST.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 28c, 29b, 33a.
Contracts: 40a, 42a, 43, 44b, 46, 47b, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with KNS and MBS.

TIME RATES
ET 7/67—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	208x	416x	832x	1000x
1 min	3.29	3.24	3.18	3.08	2.82	2.35
30 sec	2.24	2.18	2.12	2.00	1.77	1.29

***PRIME SPOTS**

1 min	8.47	3.41	3.35	3.24	3.00	2.53
30 sec	2.47	2.41	2.35	2.24	2.00	1.53

(*) Adjacent to newcasts, sportscasts and weathercasts.

8. PROGRAM TIME RATES

1/4 hr	1x	15x	30x	60x	150x	312x
1/4 hr	12.24	9.71	9.53	9.35	9.00	8.29
10 min	9.88	8.11	7.98	7.82	7.53	6.94
5 min	7.53	6.52	6.41	6.29	6.06	5.59

KOCY

1922

OKLAHOMA CITY

NBC Radio Network



Subscriber to the NAB Radio Code

Media Code 4 237 5400 2.00
Bonebrake & Co., 101 N. E. 28th St., Oklahoma City, Okla. 73105. Phone 405-528-5548.

STATION'S PROGRAMMING DESCRIPTION
KOCY: Programmed for adults and young adults. MUSIC: general, popular music, including standards, showtunes, middle-of-the-road, and jazz-oriented. AIR PERSONALITIES during all hours, with guest interviews. SPORTS: college football, basketball and network. NEWS: news on hour for 5 min followed by local and regional for 5 min. Business news 5:30 pm M-F for 5 min. Traffic reports during heavy drive time. RELIGIOUS: broadcast Sun only. COMMERCIAL POLICY: no product endorsement by air personalities, competitive products separation 10 min. Contact Representative for further details. Rec'd 7/24/67.

- PERSONNEL**
President—M. H. Bonebrake.
Vice-Pres. & Mgr.—Ronald Bonebrake.
Program Director—Larry Moore.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 23b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 44b, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES

ET—Rec'd 7/1/68.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun 7 am-6 pm.
B—Daily 5-8 am & 7-11 pm.
(This listing continued on next page)

4. AGENCY COMMISSION
15%; 10th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 12a, 14a, 15b.
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 29a.
Contracts: 40a, 44b, 45.
Comb.: Cont. Discounts: 60b, 60c, 60d, 61c, 62d.
Cancellation: 70a, 70b, 71a, 73b.
Prod. Services: 80.
Member: Gert Bunchez & Associates Group.

TIME RATES
No. 8 ET 5/15/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

1 min	24	21	19	17
30 sec	18	16	14	12

7. PACKAGE PLANS

PER WK:	1 tl	5 tl	10 tl	20 tl	30 tl	40 tl
1 min	12.00	9.00	8.50	8.00	7.50	7.00
30 sec	9.00	6.75	6.50	6.00	5.75	5.25
20 sec	6.00	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	156x	260x
1 hr	90.00	75.00	70.00	65.00	60.00
1/2 hr	72.00	59.00	49.00	45.50	42.00
1/4 hr	58.00	42.00	39.00	36.50	34.00
5 min	18.00	13.50	13.00	12.50	12.00

KJEM

1948

OKLAHOMA CITY



Media Code 4 237 4970 4.00
Radio Oklahoma, Inc., 515 N. Robinson St., Oklahoma City, Okla. 73102. Phone 405-232-6367.

STATION'S PROGRAMMING DESCRIPTION
KJEM: Programmed for adults and young adults. MUSIC: modern country. AIR PERSONALITIES handle all except news. News department. NEWS: local at :58 & :29. Network on half hour, 5 min traffic reports. Sports at :50. Weather at :20 & :40. Contact Representative for further details. Rec'd 8/29/68.

- PERSONNEL**
President—C. B. Cameron.
Vice-Pres. & Gen'l Mgr.—Tom Reddell.
Program Director—Jim Scott.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KJEM-FM.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
ET—Rec'd 8/29/68.

6. SPOT ANNOUNCEMENTS
AA—6-9 am & 4-6 pm.
A—10S—6 am-7 pm.

PER WK:	1 min	30 sec	1 min	30 sec
1 tl	16.00	12.50	12.00	9.00
8 tl	15.40	11.50	11.00	8.50
12 tl	14.80	10.00	10.00	8.00
18 tl	14.20	8.50	9.00	7.00
24 tl	13.90	8.00	8.00	6.00
36 tl	13.50	7.50	7.00	5.50
48 tl	12.00	7.00	6.00	5.00

ID's—50% of min.

7. PACKAGE PLANS
5 MINUTE NEWS PACKAGES

PER WK:	100	20 tl	165
5 tl	100	20 tl	165
10 tl	180		

KJEM-FM

1948

OKLAHOMA CITY

Media Code 4 237 4971 2.00
Radio Oklahoma, Inc., 515 N. Robinson St., Oklahoma City, Okla. 73102. Phone 405-232-6367.

STATION'S PROGRAMMING DESCRIPTION
KJEM-FM: See KJEM for programming description. Simulcast to sunset. Carry major league baseball as well as classics and opera on Sun. Contact Representative for further details. Rec'd 2/29/68.

- PERSONNEL**
President—C. B. Cameron.
General Manager—Tom Reddell.
Program Director—Tom McCoy.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
ERP 20,500 w.; 102.7 mc.
Operating schedule: 5 am-midnight daily. CST.
Antenna ht.—301 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KJEM.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25b, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 9/1/66—Rec'd 9/4/66.

6. SPOT ANNOUNCEMENTS
1 minute or less, flat 2.75

8. PROGRAM TIME RATES

1 hr	1 tl	26 tl	156 tl
1 hr	22.00	20.00	19.00
1/2 hr	16.50	15.00	13.50

KLPR

1946

OKLAHOMA CITY

Media Code 4 237 5100 7.00
Big Chief Broadcasting Co., Inc., Box 94970, 716 S. E. 79th, Oklahoma City, Okla. 73109. Phone 405-634-1411.

- PERSONNEL**
President—Jack Beasley.
General Manager—Omer Thompson.
Program Director—Ron Hale.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
1,000 w. days; 1140 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
ET 7/1/69—Rec'd 6/16/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
1 tl	18.00	13.50	14.00	10.50	11.00	8.30
6 tl	17.00	12.75	13.00	9.75	10.00	8.00
12 tl	16.00	12.00	12.00	9.00	9.00	7.20
18 tl	15.00	11.25	11.00	8.35	8.00	6.30
24 tl	14.00	10.50	10.00	7.50	7.00	5.60
30 tl	13.00	9.75	9.00	6.75	6.00	4.80
36 tl	12.00	9.00	8.00	6.00	5.00	4.00

ID's: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	CLASS AA	1x	52x	104x	156x	260x
1/4 hr	60.00	58.00	56.00	54.00	51.00	51.00
5 min	30.00	29.00	28.00	27.00	25.50	25.50

PER YR:	CLASS A	1x	52x	104x	156x	260x
1/4 hr	48.00	46.50	44.00	42.50	40.00	40.00
5 min	24.00	23.25	22.00	21.25	20.00	20.00

PER YR:	CLASS B	1x	52x	104x	156x	260x
1/4 hr	39.00	38.00	37.00	36.00	34.00	34.00
5 min	19.50	19.00	18.50	18.00	17.00	17.00

10. SPECIAL FEATURES
5-MINUTE NEWS HEADLINES AT :60

PER WK:	5 tl	10 tl	15 tl	20 tl	25 tl
5a	125	240	350	400	450

DISCOUNTS
26 wk—5%
52 wk—10%

KNBQ (FM)

1985

BETHANY



Media Code 4 237 5230 2.00
Nall Broadcasting Co., 4032 Coronado Pl., Oklahoma City, Okla. 73122. Phones 405-789-7746, 417-865-9203.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary L. Acker.
Chief Engineer—William A. Coleman.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 3,000 w.; 104.9 mc.
Operating schedule: 5-11 pm Mon thru Fri; 8 am-11 pm Sat & Sun. CST.
Antenna ht.: 191 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES
ET—Rec'd 4/2/69.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	312x	644x	1000x
1 min	8.00	6.75	6.50	6.25	6.00
30 sec	6.00	4.75	4.50	4.25	4.00
10 sec	4.75	4.50	4.25	4.00	2.85

KEBC (FM)

1967

OKLAHOMA CITY



Media Code 4 237 4725 2.00
Electronic Broadcasting Co., Inc., 830 S. W. 31st St., Oklahoma City, Okla. 73109. Phone 405-631-1494.

STATION'S PROGRAMMING DESCRIPTION
KEBC (FM): Programmed for adults and young adults with modern country and western format. NEWS: AP wire 5 min on hour. SPORTS: 7:10 am & 5:10 pm with live broadcasts of local high school football and basketball. Live entertainment broadcasts with top country and western stars every week. Dramatic shows weekly. Weather on half hour. Traffic reports in drive time 7-8:30 am & 4:30-6 pm. Rec'd 6/18/69.

- PERSONNEL**
President—Ronald R. Tutor.
General Manager—Harley G. Wingate.
Sales Manager—R. L. Maxey.
- FACILITIES**
ERP 30,000 w. (horiz.), 22,000-w. (vert.); 94.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 185 ft. above average terrain.
- AGENCY COMMISSION**
15%; 2% cash discount; time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET—Rec'd 6/18/69.

6. SPOT ANNOUNCEMENTS

OKLAHOMA

Oklahoma City—KOCY—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec		1 min		30 sec	
	A		A		B		B	
1 x	25.00	19.50	20.00	16.50	12.00	9.00		
6 x	22.00	18.00	18.00	15.00	11.00	8.50		
12 x	20.00	16.50	17.00	14.00	10.00	8.00		
18 x	18.00	15.00	16.00	13.00	9.00	7.00		
24 x	16.00	13.00	15.00	12.00	8.00	6.00		
36 x			14.00	11.00	7.00	5.50		
48 x			13.00	10.00	6.00	5.00		

7. PACKAGE PLANS

Day-Nite Saturation Plan

If 12 or more announcements are purchased in Class B time a maximum of 50% of them may be scheduled in Class A time if desired.

KOCY-FM

1964

OKLAHOMA CITY



Subscriber to the NAB Radio Code
Media Code 4 237 5491 0.00
Bonebrake & Co., 101 N. E. 28th St., Oklahoma City,
Okla. 73105. Phone 405-528-5543.

1. PERSONNEL

President—M. H. Bonebrake.
General Manager—Ronald Bonebrake.
Director—Dub Smith.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

ERP 35,000 w.; 06.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 23b, 24c, 25b, 28c, 29a.
Contracts: 40a, 41, 44b, 46, 48, 51c.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 73b.
Prod. Services: 82.

TIME RATES

EX 4/13/87

6. PACKAGE PLANS

PER WK:	6 tl		12 tl		18 tl		24 tl		36 tl		48 tl	
1 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00					
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50					

(* Less than 6 tl.
10-sec ID's: 50% of 1-min.

KOFM (FM)

1965

OKLAHOMA CITY



HERBERT E. GROSKIN
& COMPANY



Subscriber to the NAB Radio Code
Media Code 4 237 5620 4.00
BBC, Inc., Box 14448, Oklahoma City, Okla. 73114.
Phone 405-478-0444.
Studio: 1200 E. Britton Rd., Oklahoma City, Okla.

1. PERSONNEL

President—Loyd Benefield.
General Manager—Bill Harrison.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

ERP 100,000 w.; 104.1 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 1,425 ft. above average terrain.

4. AGENCY COMMISSION

15%. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 48.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Member: The Groskin Group.

TIME RATES

No. 1 EX 4/1/87—Rec'd 3/8/87.

6. SPOT ANNOUNCEMENTS

1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
1x	15x	30x	60x	125x	250x	500x	

8. PROGRAM TIME RATES

1 hr	70	67	64	61	58	55	52
1/2 hr	53	50	48	46	44	42	40
5 min	30	29	28	27	26	25	24

KOMA

1927

OKLAHOMA CITY

BLAIR RADIO

Independent



A Storz Owned Station
Subscriber to the NAB Radio Code
Media Code 4 237 5750 9.00
Storz Broadcasting Co., Box 1520, Oklahoma City,
Okla 73101. Phone 405-794-4482.

(This listing continued on next page)

STANDARD RATE & DATA PUBLICATIONS PROVIDE . . .

TIME

. . . saved because SRDS does a large part of the "legwork" for you by making available complete media information in single, useable, monthly publications.

ACCURACY

. . . you can depend on when ever-present time limitations demand specific answers at once. Media listings in SRDS are checked each month, re-checked and checked again to insure the most accurate media information available to the advertising industry.

STANDARDIZED INFORMATION

. . . on all media in logical sequence. No need to hunt for what is needed in a listing. SRDS prepares all information in standard order—aims quick comparison of listings—ends searching through promotional material for factual buying information.

CURRENT INFORMATION

. . . kept up to date between monthly issues through listing-change bulletins that report all major media changes within days of receipt of the changes. Media have long recognized SRDS as the prime source used by buyers of media. Each month SRDS receives thousands of changes from all types of media—changes that are sent on to its users in the shortest possible time.

CONSTANT IMPROVEMENT

. . . because of the dynamic nature of the advertising industry, SRDS has been in a constant state of change for nearly half a century, constantly improving service—adding features needed by buyers—simplifying and clarifying the data of a complicated industry always "on the move."

G21B

- 1. PERSONNEL**
 President—Robert H. Storz.
 General Manager—James Erwin.
 Program Director—Tommy Bridges.
- 2. REPRESENTATIVES**
 Blair Radio
- 3. FACILITIES**
 5,000 w.; 1520 kc.
 Directional—night only.
 Operating schedule: 24 hours daily. CST
- 4. AGENCY COMMISSION**
 15/0.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 6a.
 Rate Protection: 15c.
 Basic Rates: 22a, 22b, 24b, 25a, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Blair Represented Network.

TIME RATES
 No. 12 ET 8/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

MON THRU FRI 6-10 AM	
PER WK: (*)	1 6 12 18 24 30 36
1 min.	37.00 32.00 29.00 28.00 27.00 26.00 25.00
20/30 sec.	29.50 25.50 23.00 22.50 21.50 21.00 20.00
10 sec.	22.00 19.00 17.50 17.00 16.00 15.50 15.00

MON THRU FRI 10 AM-3 PM	
1 min.	28.00 26.00 25.00 24.00 23.00 22.00
20/30 sec.	22.50 21.00 20.00 19.00 18.50 17.50
10 sec.	17.00 15.50 15.00 14.50 14.00 13.00

MON THRU FRI 8-7 PM; SAT 6 AM-7 PM	
1 min.	42.00 38.00 35.00 34.00 33.00 32.00
20/30 sec.	33.50 30.50 28.00 27.00 26.50 25.50
10 sec.	25.00 23.00 21.00 20.50 20.00 19.00

MON THRU SAT 7-11 PM; SUN 6 AM-11 PM	
1 min.	27.00 25.00 23.00 22.00 21.00 20.00
20/30 sec.	21.50 20.00 18.50 17.50 17.00 16.00
10 sec.	16.00 15.00 14.00 13.00 12.50 12.00

MON THRU SUN 11 PM-8 AM	
1 min.	20.00 18.00 17.00 16.00 15.00 14.00
20/30 sec.	16.00 14.50 13.50 13.00 12.00 11.00
10 sec.	12.00 11.00 10.00 9.50 9.00 8.50

- 10. SPECIAL FEATURES**
- 5-MINUTE NEWS PACKAGES**
- | | |
|------------|--------------------|
| PER WK: | 1 6 12 18 24 30 36 |
| 6-10 am | 40 35 32 31 30 29 |
| 10 am-3 pm | 30 28 27 26 25 24 |
| 3-7 pm | 45 41 38 37 36 35 |

KTOK

1927

OKLAHOMA CITY

The Eastman Station



Subscriber to the NAB Radio Code

Media Code 4 237 5880 4.00
 KTOK Radio, Inc., Box 1000, 1800 W. Main St.,
 Oklahoma City, Okla. 73101. Phone 405-235-1671.

- 1. PERSONNEL**
 President—William D. Schueler.
 Vice-Pres. & Mgr.—C. Hewel Jones.
- 2. REPRESENTATIVES**
 Robert E. Eastman & Company, Inc.
- 3. FACILITIES**
 5,000 w.; 1000 kc.
 Directional—separate patterns, day and night.
 Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
 15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 27,
 28b, 29a, 30b, 30c, 33a.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.
 Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Prod. Services: 81.
 These national rates entitle advertiser to best positions
 and preempt R.O.S. accounts other than national.
 Station plans are not combinable with other broad-
 casting to earn frequency discounts on the other
 broadcasting. All announcements and packages except
 personality package and family plan are cross-com-
 binable for frequency discounts.
 Affiliated with The Eastman Network.
 Affiliated with American Information Network.

TIME RATES

ET 5/1/68—Rec'd 4/22/68.

I—Mon thru Sat 6-10 am & 3-7 pm.
 II—Mon thru Sat 10 am-3 pm; Sun 11 am-7 pm.
 III—All other times.

6. SPOT ANNOUNCEMENTS

SECTION I	
PER WK:	1 6 12 18 24 30 36
1 11	45.00 38.00 22.50
12 11	40.00 32.00 20.00
18 11	37.00 29.60 18.50

SECTION II	
1 11	35.00 28.00 17.50
12 11	30.00 24.00 15.00
18 11	27.00 21.60 13.50

SECTION III	
1 11	25.00 20.00 12.50
12 11	20.00 16.00 10.00
18 11	17.00 13.60 8.50

- 26 WK. CONSECUTIVE WEEK DISCOUNTS**
 4% 52 wk 8%
 Minimum wky sched of 6 1-min spots 6am-12mid
 Sun-Sat necessary to maintain consec wk advertising.
- 10. SPECIAL FEATURES**
- NEWSCASTS**
 (Limited availability—Mon thru Fri 7-7:30 am
 & 5-80 pm)
- | | |
|-------------------|----|
| 1 min only, flat. | 50 |
|-------------------|----|

KWHP (FM)

1962

EDMOND
 Media Code 4 237 5940 8.00
 William H. Payne, 700 S. Kelley, Edmond, Okla.
 73034. Phone 405-841-1598. Oklahoma City phone
 405-478-2501.

- STATION'S PROGRAMMING DESCRIPTION**
 KWHP (FM): Programmed for adults and young
 adults.
SPORTS: sports events including professional, college,
 and high school contests broadcast regularly. **MUSIC:**
 middle-of-the-road popular music plus older popular
 songs. **NEWS:** aired on hour and half hour. Local
 news featured 5 times daily. Entire Sun programming
 devoted to 100% religious programs. News mobile
 unit and mobile studio for remote and grand opening
 broadcasts. Rec'd 5/1/68.

- 1. PERSONNEL**
 General Manager—William H. "Bill" Payne.
 Program Director—Robert Mitchener.
- 2. REPRESENTATIVES**
 Radio Time Sales/International.
 Chicago—National Time Sales.
- 3. FACILITIES**
 ERP 9,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
 Operating schedule: 8 am-10 pm. CST.
- 4. AGENCY COMMISSION**
 15% on time and talent; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
 Contracts: 40a, 42b, 45, 47a, 48.
 Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
 No. 3 ER 9/4/69—Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	20 sec	10 sec
1 x	4.95	3.85	2.95 1.95
12 x	4.25	3.25	2.20 1.50
26 x	3.50	2.70	2.00 1.00
104 x	2.75	2.30	1.80 .81
158 x	2.50	2.10	1.35 .77
240 x	2.25	1.95	1.25 .71
400 x	2.10	1.80	1.25 .60
600 x	1.95	1.65	1.25 .60
800 x	1.80	1.50	1.00 .50
1000 x	1.65	1.25	1.00 .50

- 8. PROGRAM TIME RATES**
- | | | | | | |
|--------|----------|-------|----------|-------|-------|
| 1 hr | 1 1/2 hr | 2 hr | 2 1/2 hr | 3 hr | 4 hr |
| 45.00 | 43.00 | 30.00 | 30.00 | 30.00 | 30.00 |
| 30.00 | 27.00 | 15.00 | 15.00 | 15.00 | 15.00 |
| 15.00 | 13.00 | 7.50 | 7.50 | 7.50 | 7.50 |
| 5 min. | 5.00 | 5.00 | 4.00 | 8.00 | 2.75 |
- (*) 200-1000x.

- 10. SPECIAL FEATURES**
- 9 MONTHS (SEPT-MAY) SPECIAL**
 18.00
 Includes 20 1-minute spots on no less than 5 of 101
 sporting events, 9 1-minute spots on regular pro-
 gramming per month.
- RELIGIOUS PROGRAMS**
- | | | | |
|-------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min |
| 10.00 | 5.00 | 2.50 | 2.50 |
- Sunday only. Minimum contract, 13 weeks.

KXLS (FM)

1964

OKLAHOMA CITY



Media Code 4 237 6010 7.00
 Dawson Communications, Inc., 110 N. E. 48th St.,
 Oklahoma City, Okla. 73105. Phone 405-525-5075.

- 1. PERSONNEL**
 Station Manager—Kenneth G. Hibben.
 Program Director—Gary Malton.
 Production Director—Tom Gilmore.
- 3. FACILITIES**
 ERP 60,000 w. (horiz. & vert.); 92.5 mc. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 200 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
 Rate Protection: 15b.
 Basic Rates: 20a, 21b, 24b, 25a, 28b, 28c, 29b.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 49, 51a.
 Comb.: Cont. Discounts: 60a, 62d.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 81, 82.
 Affiliated with American FM Network.
 Member: Fine Music Group.

TIME RATES
 No. 1 ET 4/68—Rec'd 6/5/68.

AA—9 am-9 pm.
 A—9 pm-9 am.

6. SPOT ANNOUNCEMENTS

FIXED POSITION	
CLASS AA	
1 min	1x 52x 104x 260x
30 sec	7.00 6.00 5.50 5.00
CLASS A	
1 min	5.00 4.00 3.50 3.00
30 sec	4.00 3.50 3.00 2.50

7. PACKAGE PLANS

ROS	
(1/2 AA, 1/2 A)	
(To be run in 7 days)	
PER WK:	20 30 40 60 80
1 min.	5.50 5.00 4.75 4.50
30 sec.	4.50 4.25 4.00 3.75

(To be run in 30 days)	
PER MO:	90 120 150 180 210
1 min.	4.75 4.50 4.25 4.00
30 sec.	4.00 3.75 3.50 3.25

BULK RATE PLANS
 (To be run in 1 year)

PER YR:	300x 500x 750x 1000x
1 min.	5.00 4.50 4.00 3.50
30 sec.	4.50 4.00 3.50 3.00

WKY

1920

OKLAHOMA CITY



AIMS Independent



Subscriber to the NAB Radio Code
 Media Code 4 237 6140 2.00
 The WKY Television System, Inc., Box 14688, Okla-
 homa City, Okla. 73114. Phone 405-478-1212. TWX
 405-842-3245.

- 1. PERSONNEL**
 Vice-Pres. & Mgr.—Norman P. Bagwell.
 Station Manager—Lee Allan Smith.
 Sales Manager—Dee Sadler.
- 2. REPRESENTATIVES**
 Katz Radio, West.
 Canada—Andy McDermott Sales, Ltd.
- 3. FACILITIES**
 5,000 w.; 930 kc. Directional—night only.
 Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
 15% on station time and talent; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 14b, 15a, 15d.
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c,
 25a, 27, 28a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49,
 51a.
 Comb.: Cont. Discounts: 60b, 60c, 60g, 60i.

OKLAHOMA

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 Beer advertising acceptable.
 Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
 No. 33B ET 8/1/69—Rec'd 7/9/69.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 6 12 18 24 30 36
AA	50 48 46 44 42
A	35 33 31 29 27
B	19 17 15 13

20/30 sec: 80% of 1-min. 21 19 17 15 13
 Spots between classifications take rates of higher
 classification.

7. PACKAGE PLANS

SPOT BULK RATE—1 MINUTE	
PER YR:	1 1/4 HOUR
260x 312x 500x 750x 1000x 1250x 1500x	
AA	41.50 40.75 40.00 39.25 38.50 37.75
A	27.00 26.75 26.50 26.25 26.00 25.75
B	13.00 12.90 12.75 12.50 12.25 12.00 11.75

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1 1/4 HOUR
AA	1x 52x 104x 156x 260x
A	150 144 140 136 132
B	108 102 98 94 90
	64 62 60 58 56

5 MINUTES

AA	75 72 70 68 66
A	53 51 49 47 45
B	32 31 30 29 28

- 10. SPECIAL FEATURES**
- NEWS-SPORTS-WEATHER-AGRICULTURE**
PROGRAMS & CAPSULES
 2-minute service capsules including 1-minute open
 or close plus ID, applicable 1-minute rates plus 5.00.
 Flat, fully commissionable, per capsule, for time, plus
 talent/production charges.
- TALENT/PRODUCTION**
 (flat commissionable)
- | | | |
|--------|----------|----|
| 1/4 hr | 20 2 min | 5 |
| 5 min | 10 | 10 |

All spots, regardless of length or classification, and
 capsules may be combined for discount purposes.
 Programs and spots/capsules may be combined for
 discounts on spots/capsules only.

WNAD

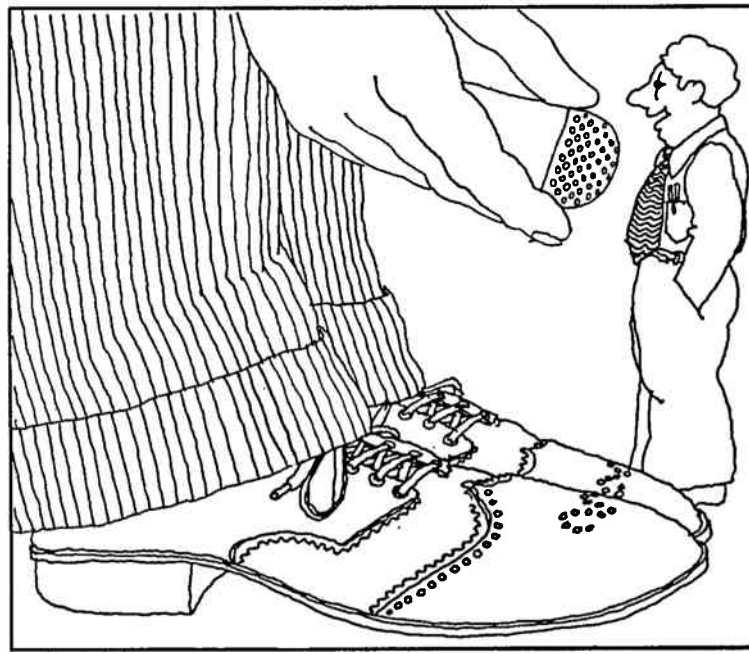
1922

NORMAN

CBS Radio Network

Subscriber to the NAB Radio Code
 Media Code 4 237 6270 7.00
 The University of Oklahoma, Faculty Exchange, Uni-
 versity of Oklahoma, Norman, Okla. 73069. Phone
 536-0900, Oklahoma City 794-6040.

- STATION'S PROGRAMMING DESCRIPTION**
 WNAD: Programmed for adults and young adults.
MUSIC: middle-of-the-road featuring popular, jazz,
 standards, albums, film, Broadway, sign-on-9 am
 10:35 am-noon, 2:10-6 pm, 6:35 pm-sign-off M-F.
 Serious music, 12:15-1:55 pm M-F, 1-3 pm M-F,
 1-3 pm Sun. Opera at 1 pm Sat. College football.
 Feature review Sun 12:10-1 pm, music and storylines
 of Broadway, albums, classical, concerts, celebrity
 interviews, commentary, jazz 8-9, 5:35-7 pm, music
 and commentary. Sun am network features. Remainder
 of 8-8, music primarily middle-of-the-road. **NEWS:**
 network hourly, 5 min featured at :30. Network
 news, features 9-10:35 am, 6-8:35 pm. Contact Re-
 presentative for further details. Rec'd 8/10/67.
- 1. PERSONNEL**
 Station Manager—William C. Boren.
 Sales Manager—Mike Schuman.
- (This listing continued on next page)



The Big News in Oklahoma City is KTOK.

Local advertisers know that good news makes
 good audiences. And KTOK has more local adver-
 tisers than any other radio station in the market.
 KTOK is big news any way you measure it:
 • 8 Full-Time News Editors . . . Largest Staff In
 Oklahoma! • 300 Newscasts Per Week! • The
 Only 1/2-Hour News Blocks In The Market (7 am /
 12 noon / 5 pm!) • National News Awards For '67
 and '68! • State News Awards Every Month Since
 December '66! • Feeds 19 Newscasts Daily To
 A State Network of 44 Stations! Measure it any
 way you want. You'll find
 KTOK is the leader . . . **KTOK**
 by a foot!

OKLAHOMA CITY • 24 HOURS DAILY • 1000kc-5kw •
 REPRESENTED BY ROBERT E. EASTMAN CO., INC.

OKLAHOMA

Oklahoma City—W N A D—Continued

2. REPRESENTATIVES.
Frederick W. Smith.
3. FACILITIES
1,000 w. days; 840 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 28a, 29a, 33a.
Contracts: 43, 44b, 45, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES

Rates effective October 15, 1965. (Card No. 2A.)
Rates received October 28, 1965.

6. SPOT ANNOUNCEMENTS

Spots to be run within contractual year.

20/30		1		20/30	
min	sec	min	sec	min	sec
150 ti	9.00	7.00	1000 ti	5.00	3.50
500 ti	7.00	5.00			

10-seconds—2.50 flat.

7. PACKAGE PLANS

20/30		1		20/30	
PER WK:	min	sec	min	sec	min
1 ti	14.00	11.00	15 ti	8.50	6.50
5 ti	12.00	9.00	10 ti	7.50	5.50
10 ti	9.00	7.00	50 ti	6.00	4.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90	45	35	30

OKMULGEE

Okmulgee County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KOKL

1937

Media Code 4 237 6400 0.00
Brauer Broadcasting Co., Box 756, Enterprise Bldg.,
410 W. 6th St., Okmulgee, Okla. 74447. Phone
918-756-3646.

1. PERSONNEL
President—J. W. Brauer.
Vice-Pres. & Gen'l Mgr.—Donna Dove.
2. REPRESENTATIVES
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-10 pm daily. CST.
4. AGENCY COMMISSION
10% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 26, 28a, 28c,
29a.
Contracts: 40a, 44a, 45, 46, 47a, 49, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Programs of 10 minutes or less and announcements
are subject to removal by program of 15 minutes or
more.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 9/30/68.

7. PACKAGE PLANS

Specified Times (Within 1/2 hr periods)

1x	52x	104x	156x	208x	312x	624x
1 min	3.50	3.30	3.10	2.90	2.65	2.45
30 sec	2.95	2.80	2.65	2.50	2.25	2.10
10 sec	2.10	2.00	1.85	1.75	1.60	1.50

ROS WEEKLY PACKAGES

1 min	10 ti	20 ti	30 ti	50 ti
3.30	3.10	2.90	2.65	2.45
30 sec	2.80	2.65	2.50	2.25
10 sec	2.00	1.85	1.75	1.60

1-minute, 30-seconds and 10-seconds combinable for frequency.

PAULS VALLEY

Garvin County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KVLH

1947

Media Code 4 237 6530 4.00
Anderson Broadcasting Service, Hwy. 77, North of
Pauls Valley, Okla. 78075. Phone 238-3314.

1. PERSONNEL
General Manager—Eddie Anderson.
2. FACILITIES
250 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c,
25a, 28a.
Contracts: 40a, 42b, 43, 44a, 45, 46, 49, 51a.
Comb.: Cont. Discounts: 60b, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Member: Oklahoma News Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 1/1/66—Rec'd 8/4/66.

6. SPOT ANNOUNCEMENTS

SPECIFIED POSITION

1 MINUTE	
1 x	2.95 260 x
26 x	2.60 312 x
52 x	2.50 624 x
156 x	2.10 1000 x

20/30 SECONDS

1 x	2.35 280 x	1.40
26 x	2.10 312 x	1.30
52 x	2.00 624 x	1.20
156 x	1.75 1000x	1.10

7. PACKAGE PLANS

ROS IMPACT PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	20.00	38.00	57.00	88.00	80.00	140.00
20/30 sec	18.00	30.40	45.60	52.40	64.00	120.00

PER MD:

1 min	30 ti	50 ti	100 ti	200 ti
1 min	89.00	100.00	180.00	220.00
20/sec	57.00	80.00	144.00	258.00

8. PROGRAM TIME RATES

SPECIFIED POSITION

1x	26x	52x	156x	260x	312x	624x
1 hr	36.45	31.75	29.40	24.70	20.00	17.00
1/2 hr	21.20	18.80	17.60	14.10	11.80	10.80
1/4 hr	11.80	10.30	9.50	7.45	6.10	5.30
5 min	6.20	5.60	5.30	4.40	3.80	3.50

PAWHUSKA

Osage County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KOSG

1963

Media Code 4 237 6680 9.00
Cherokee Broadcasting Co., Box 1207, Pawhuska,
Okla. 74558. Phone 918-287-1211.
Studios: 513A Kihcab St., Pawhuska, Okla.

1. PERSONNEL
Pres. & Gen'l Mgr.—John H. Borgen.
Vice-Pres. & Auditor—L. Q. Borgen.
Program Director—Rick Boyd.
3. FACILITIES
5,000 w.; 1500 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%; Bills due 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c,
25a, 26a, 28b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,
48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Oklahoma News Network, Inc.

TIME RATES

No. 3 ET 4/1/69—Rec'd 3/24/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.00	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.50	2.25	2.00	1.85	1.65
10 sec	2.00	1.65	1.50	1.40	1.25	1.15

Time periods may be combined to earn higher frequency rate.

DISCOUNT

8. PROGRAM TIME RATES

5 min	10 min	1/4 hr	1/2 hr	1 hr
1 ti	6.00	10.00	12.00	22.00
3 ti	4.60	8.00	10.00	20.00
6 ti	4.00	7.50	9.50	19.00

13 weeks minimum.

DISCOUNT

PONCA CITY (1 AM; 1 FM)

Key County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KLOR (FM)

1965

Media Code 4 237 6725 0.00
Communications Enterprises, Inc., Box 900, Suite
414, Community Bldg., Ponca City, Okla. 74601.
Phone 405-762-6388.

1. PERSONNEL
General Manager—Ray Sullivan.
Program Director—Bob Cauthon.
3. FACILITIES
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 175 ft. above average terrain.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28c,
30, 33c.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KLTR, Blackwell.
Member: Oklahoma News Network, Inc.

TIME RATES

Rates are identical to KLTR, Blackwell. See that listing.

WBBZ

1928

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 6790 4.00
Ponca City Publishing Co., Box 588, 1801 E. Okla-
homa, Ponca City, Okla. 74601. Phone 405-765-
6007.

1. PERSONNEL
General Manager—Allan W. Muehmore.
Station Manager—William C. Maugans.
2. REPRESENTATIVES
Savall/Gates, Inc.
3. FACILITIES
250 w.; 1230 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays;
7:00 am-11:00 pm Sun. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23b, 24b, 24c, 25a,
28a, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 50, 51b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective September 1, 1958. (Card No. 4.)
Card received August 18, 1958.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 ti	5.25
26 ti	4.90
52 ti	4.55
104 ti	4.20
156 ti	3.85

7. PACKAGE PLANS

Per week:
10 1-minute announcements..... 5.00
20 1-minute announcements..... 4.00
10-second announcements—50% of applicable minute
rates, either regular or package. May be combined
for frequency discount purposes.

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
26x—5%	80	20	15	10
52x—10%	160x—20%			

POTEAU (1 AM; 1 FM)

LeFlore County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KLCO

1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 6920 7.00
LeFlore County Broadcasting Co., Poteau, Okla. 74953.

- STATION'S PROGRAMMING DESCRIPTION
KLCO: Programmed for general interest.
NEWS: 5 min on hour throughout day, with five
15 min newscasts. Weather report at 6:15 am. Market
reports at 7:15 am & 1 pm. Music sign-on: 1:30
pm mostly middle-of-the-road. 30 min program
9:30-10 am and 15 min programs 10-10:15 & 11-
11:15 designed for the homemaker, include shopping
tips, traffic conditions, weather summaries and per-
tinent homemaking hints. Religious music 1:30-2
pm. Middle-of-the-road to 3:30 pm. 3:30-4 pm
country and western music. 4-6 pm current hits.
6 pm sign-off standards. Sun religious programs
and music. MUSIC: primarily middle-of-the-road
and standard. Contact Representative for further
details. Rec'd 7/19/67.

1. PERSONNEL
R. B. and Bernice Bell.
2. REPRESENTATIVES
R & R Representatives, Inc.
3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
4. AGENCY COMMISSION
15%. Bills rendered list of month payable 10th. 10%
interest charged after 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 27,
28b, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a,
48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Oklahoma News Network, Inc.

TIME RATES

No. 7 ET 1/1/67—Rec'd 2/13/67.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	365x 1000+
30 sec	4.00	3.50	3.25
10 sec	2.00	1.85	1.70
	1.00	.95	.85

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	5 min	3 min
1 x	32.00	22.00	16.00	8.00
52 x	30.00	18.00	9.50	6.00
365 x	25.00	14.00	8.00	5.50
1000 +	24.00	14.00	7.50	4.50

KLCO-FM

1968

NAB

Media Code 4 237 6921 5.00
LeFlore County Broadcasting Co., Box 520, Poteau,
Okla. 74953. Phone 918-847-2288.

1. PERSONNEL

R. B. and Bernice Bell.

2. REPRESENTATIVES

R & R Representatives, Inc.

3. FACILITIES

ERP 3,000 w.; 98.3 mc.
Operating schedule: 8 am-10 pm. CST.
Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION

15%. Bills rendered 1st of month payable 10th. 10%
interest charged after 30 days.

5. GENERAL ADVERTISING See coded regulations
See KLCO listing for coded regulations.
Member: Oklahoma News Network, Inc.

TIME RATES

Rates are identical to KLCO. See that listing.

PRYOR CREEK

Mayes County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KOLS

1950

Media Code 4 237 7050 2.00
Lakes Area Broadcasting Co., 5th and S. Mill,
Pryor, Okla. 74561. Phone

Pryor Creek—KOLS—Continued

6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES
(Within 1/2 hr periods)

1x	52x	104x	156x	208x	312x	624x
1 min	2.50	2.35	2.20	2.05	1.90	1.75
30 sec	2.10	2.00	1.90	1.75	1.60	1.50
10 sec	1.85	1.55	1.45	1.35	1.25	1.10

All spots combinable for frequency.

7. PACKAGE PLANS
WEEKLY—ROS

1 min	2.35	2.20	2.05	1.90	1.75
30 sec	2.00	1.90	1.75	1.60	1.50
10 sec	1.55	1.45	1.35	1.25	1.10

All spots combinable for frequency.

SAND SPRINGS

Tulsa County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KTOW
1961

Media Code 4 237 7180 7.00
Big Chief Broadcasting Company of Tulsa, Inc. Box 637, Tulsa, Okla. 74101. Phone 918-245-9577-78.

- 1. PERSONNEL**
Pres. & Gen'l. Mgr.—Buddy Powell.
Program Director—Art Johnson.
News Director—Don Warner.
- 2. REPRESENTATIVES**
Adm. Young Radio, Inc.
- 3. FACILITIES**
500 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
ET 10/1/67—Rec'd 9/27/67.

AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
Fixed	20.00	18.00	18.00	13.00	13.00	10.00
6/11	18.00	14.00	14.00	12.00	12.00	9.00
12	16.00	13.00	13.00	10.00	10.00	8.00
18	15.00	12.00	12.00	9.00	9.00	7.00
24	14.00	11.00	11.00	8.00	8.00	6.50
30	13.00	10.00	10.00	7.50	7.50	6.00
36	12.00	9.00	9.00	7.00	7.00	5.50
52	11.00	8.00	8.00	6.50	6.50	5.00

(*) Less than 6 ti.
ID's: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.	128.00	114.00	108.00	97.50
1/2 hr.	72.80	64.50	50.00	52.00
1/4 hr.	45.50	39.90	36.40	32.90

DISCOUNTS
52 wk—10% 26 wk—5% (CR)

SAPULPA

Creek County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KREK
1962

Media Code 4 237 7310 0.00
KREK, Radio Sapulpa, Box 861, Sapulpa, Okla. 74066. Phone 918-245-2820.

STATION'S PROGRAMMING DESCRIPTION
KREK: Programmed for general interest.
MUSIC: middle-of-the-road, NEWS: major news 7:30 am, 12:30 pm, 4:30 pm, 7 days weekly. Otherwise 5 min network on hour, and local at :30, 3 min weather at :15, 3 min special interest feature or sports at :45. Sun am reserved for religious programs. Contact representative for further details. Rec'd 2/6/69.

- 1. PERSONNEL**
Owners—Edward K. & Melba H. Livermore.
Manager—James H. Williams.
- 2. REPRESENTATIVES**
Mario Messina Company.
- 3. FACILITIES**
500 w. days; 1550 kc. Directional.
Operating schedule: 7 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only. Bills due 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a, 26b, 28c, 29a, 30.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

6. SPOT ANNOUNCEMENTS
ET 8/4/69—Rec'd 8/4/69.

SPECIFIED TIMES
(Within 1/2 hour periods)

1 min	4.50	3.00	2.50
30 sec	4.00	2.50	2.00

Includes insertion in available newscasts at station option.

7. PACKAGE PLANS
Media Code 4 237 7440 5.00

PER WK: ROS:	30 ti	60 ti	90 ti
1 min	3.50	3.25	3.00
30 sec	3.00	2.75	2.50

SHAWNEE

Pottawatomie County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KGFF
1930

Subscriber to the NAB Radio Code
Media Code 4 237 7440 5.00
Owned by Stauffer Publications, operated by KGFF Broadcasting Co., Inc., Shawnee Country Club, Box 9, Shawnee, Okla. 74801. Phone BR 3-4390.

- 1. PERSONNEL**
General Manager—William A. Weaver.
- 2. REPRESENTATIVES**
Avery-Knodel, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28c, 29a.
Contracts: 40a, 47a, 51b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Member: Oklahoma News Network, Inc.

TIME RATES
Rates effective October 1, 1956.
Revisions received September 14, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
(6:00 am-sign-off)

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
26 times	30.00	18.00	12.00	7.50	4.50
52 times	29.25	17.55	11.70	7.31	4.39
104 times	28.50	17.10	11.40	7.12	4.27
156 times	27.00	16.20	10.80	6.75	4.05
156 times	25.50	15.30	10.20	6.37	3.83

(*) One minute announcement or less; one minute transcription or less.

10. SPECIAL FEATURES
Weather reports, temperature and market reports available at regular rates plus 20%.

STILLWATER (1 AM; 2 FM)

Payne County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KSPI
1947

Subscriber to the NAB Radio Code
Media Code 4 237 7570 9.00
Box 231, Stillwater, Okla. 74074. Phone 372-7800.
Studio: 8602 S. Perkins Rd.

STATION'S PROGRAMMING DESCRIPTION
KSPI: Programmed for general interest.
FARM: 6:25-7 am & 12:45-1 pm. NEWS: 5 min network at :30, local and state on hour. Major newscasts 7:15-8:15 am, noon-1 pm, 5-6 pm. Noon block has local, state, national weather, sports, commentary, farm. MUSIC: general popular, featuring middle-of-the-road standards, showtunes, film. Country and western 6-7:30 am. SPORTS: live university football, basketball, baseball, wrestling, high school football and basketball, network baseball, golf, football. Sportscasts 8:05 am, 12:20 pm, 4:30 pm, 5 pm & 6:30 pm, 9 am-noon music, news, features aimed at housewife. MUSIC: general popular, featuring from hospital court clerk, fire department, police and 30 min phone swap program. Rec'd 3/24/69.

- 1. PERSONNEL**
General Manager—J. R. Bellatti.
Sta. Mgr. & Sales Dir.—Bill Platt.
- 3. FACILITIES**
250 w. days; 780 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15% net charges for time.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 26.
Contracts: 40a, 44a, 44b, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS Radio Networks.

TIME RATES
ET 4/1/69—Rec'd 3/24/69.

6. SPOT ANNOUNCEMENTS
Spot 3.00 *Shortie 1.70
(* Minimum of 6 per day and minimum 50 shortsites within 30 days of order. 10 seconds in length.)
Special rate, 8:30-8:30 am 3.50

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
	30	15	9	6

Volume Discounts

50.00 to 100.00	2%	201.00 to 250.00	8%
101.00 to 150.00	4%	251.00 and over	10%
151.00 to 200.00	6%		

KVRO (FM)

1966

Media Code 4 237 7700 2.00
KVRO, Inc., Communications Center, Oklahoma State University, Stillwater, Okla. 74074. Phone 405-372-6000.

STATION'S PROGRAMMING DESCRIPTION
KVRO (FM): Programmed for college students, young adults and teens.
MUSIC 80%: features current hits and rock. NEWS 15%: 5 min on hour, network at :30, features local, state and wire service. 20 man news staff. SPORTS 5%: Contact Representative for further details. Rec'd 6/30/69.

- 1. PERSONNEL**
Sales Mgr. & Sec'y Treas.—Jack W. Deskin.
Resident Agent—Dr. Robert P. Lacy.
General Manager—Ed Meyerling.
- 2. REPRESENTATIVES**
Campus Media, Inc.
Regional—R & R Representatives, Inc.
- 3. FACILITIES**
ERP 295 w.; 105.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 33 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4b, 4d.
Rate Protection: 10a, 11a, 12c, 13c, 14a, 15b, 16.
Basic Rates: 21a, 21b, 24a, 30, 33a.
Contracts: 40a, 44a, 45, 46.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
Member: Oklahoma News Network, Inc.

TIME RATES
No. 8 ET 3/1/67—Rec'd 3/27/67.

6. SPOT ANNOUNCEMENTS

1 min	3.15	3.00	2.80	2.50	2.40	2.25	1.90
30 sec	2.10	1.80	1.70	1.50	1.40	1.20	1.10
10 sec	1.25	1.20	1.10	1.00	.95	.85	.75

7. PACKAGE PLANS
PER WK: 30 ti 60 ti 90 ti
1 min 67.50 111.00 155.00
KVRO 80
66 30-sec spots within 1 month 60.60

TAHLEQUAH (1 AM; 1 FM)

Cherokee County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KTLQ
1957

Media Code 4 237 7830 7.00
The Camellets Co., Box 497, First National Bank Bldg., Tahlequah, Okla. 74464. Phone 918-456-2511.

- 1. PERSONNEL**
President—Jim Egan.
General Manager—Galen O. Gilbert.
Manager—Ralph Lynch.
- 3. FACILITIES**
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 5:10 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15% 2% cash discount. Bills due and payable 10th.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22a, 28b, 29b.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 12/1/65—Rec'd 4/15/66.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
1 ti	3.85	3.20	3.00	2.80
5 ti	3.85	2.90	2.60	2.50
10 ti	3.80	2.70	2.40	2.20
20 ti	3.20	2.45	2.10	2.00

8. PROGRAM TIME RATES

PER MO:	1/2 hr	1/4 hr	5 min
1	25.30	17.60	8.80
5	23.65	16.50	8.20
10	22.10	15.40	7.75
20	19.30	13.50	6.75
30	16.35	11.40	5.70
60 ti	14.70	10.30	5.15
90 ti	13.00	9.10	4.55
120 ti	12.80	8.95	4.50

KTLQ-FM

1966

Media Code 4 237 7831 5.00
Camellets Corp., Box 497, 100 S. Muskogee, Tahlequah, Okla. 74464. Phone 918-456-2511.

- 1. PERSONNEL**
President—Jim Egan.
General Manager—Galen O. Gilbert.
Manager—Ralph Lynch.
- 3. FACILITIES**
ERP 1,900 w.; 101.7 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 75 ft. above average terrain.
- 4. AGENCY COMMISSION**
None; all rates net to station. 2% cash discount. Payable by 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a.
Member: Oklahoma News Network, Inc.

OKLAHOMA

TIME RATES
ET—Rec'd 6/13/69.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	5 ti	10 ti	20 ti	50 ti	120 ti
1 min	3.75	3.00	2.80	2.35	1.95	1.50
30 sec	3.15	2.65	2.25	2.00	1.80	1.25

8. PROGRAM TIME RATES

PER MO:	1 ti	5 ti	10 ti	20 ti	30 ti	60 ti
1/2 hr.	25.30	23.65	22.10	19.30	16.35	14.70
1/4 hr.	17.60	16.50	15.40	13.50	11.40	10.30
5 min.	8.80	8.25	7.75	6.75	5.70	5.15

TULSA (6 AM; 4 FM)

Tulsa County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KAKC
1946

KATZ RADIO WEST

Subscriber to the NAB Radio Code
Media Code 4 237 7960 2.00
KAKC of Tulsa, Inc., KAKC Bldg., 51st and South Peoria, Tulsa, Okla. 74101. Phone 918-743-9877. TWX 910-845-2230.

- 1. PERSONNEL**
President—S. Carl Mark.
General Manager—Bill Allred.
Program Director—Lee Bayley.
- 2. REPRESENTATIVES**
Katz Radio, West.
- 3. FACILITIES**
1,000 w. days, 500 w. nights; 970 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 9:45 am-6 pm Mon thru Fri. For non-simulcast facilities see KAKC-FM.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 15b, 15d.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 71a, 72.
Affiliated with Katz Radio A.Y.D. Plan.

TIME RATES
No. 11 ET 7/1/68—Rec'd 7/15/68.

AAA—Mon thru Sat 6-10 am & 3-8 pm.
AA—Mon thru Sat 5-8 am, 10 am-3 pm & 8 pm-midnight; Sun 5 am-midnight.
A—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	35	33	32	21	20
AA	30	28	26	25	24

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, 1 MIN:	TAP I	12 ti	18 ti	24 ti
AM Drive Mon thru Fri	4	6	8	8
PM Drive Mon thru Fri	4	6	8	8
After 8 pm & wknds	4	6	8	8
Mon thru Sun	4	6	8	8
		324.00	468.00	600.00

TAP II

1/3 AAA	4	6	8
2/3 AAA	8	12	16
		300.00	432.00
			552.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

COMBINABILITY
All spots, regardless of length or classification, may be combined for discount purposes, as long as TAP spots of such length are properly distributed by time classifications.
Spots and program units may not be combined for discount purposes.

KAKC-FM
1954

Subscriber to the NAB Radio Code
Media Code 4 237 7961 0.00
KAKC of Tulsa, Inc., 51st and S. Peoria, Tulsa, Okla. 74101. Phone 918-743-9877. TWX 910-845-2230.

- 1. PERSONNEL**
President—S. Carl Mark.
General Manager—Bill Allred.
Program Director—Lee Bayley.
- 2. REPRESENTATIVES**
Katz Radio, West.
- 3. FACILITIES**
ERP 4,100 w.; 92.9 mc.
Operating schedule: 6:00 pm-midnight. CST.
Antenna ht.: 480 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see KAKC.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
Rate Protection: 15d.
Cancellation: 70a.

TIME RATES
Rates effective March 1, 1964. (Card No. 1)
Card received August 17, 1964.

8. PROGRAM TIME RATES
1 HOUR OR LESS

1 ti	75.00	100 ti	55.00
25 ti	70.00	150 ti	50.00
50 ti	65.00</		

OKLAHOMA

Tulsa—Continued

KCNW
1938



Subscriber to the NAB Radio Code
Media Code 4 237 7980 0.00
Unicom, Inc. dba KCNW, Inc., 8601 S. Harvard,
Tulsa, Okla. 74135, Phone 918-209-5071.

STATION'S PROGRAMMING DESCRIPTION:
KCNW: Programmed for urban adults and young adults.
NEWS: 2 man news staff and mobile unit. MUSIC: Modern country. 6 air personalities handle all segments. Personalities available for remote and/or mobile broadcasts. Contact Representative for further details. Rec'd 11/5/68.

- PERSONNEL**
General Manager—Don Boyles.
Operation Manager—Arlen Sanders.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Southwest—Riley Representatives.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1300 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-1 am CST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25b, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 61b, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

ET 12/1/68—Rec'd 12/2/68.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Fri 5-6 am & 9-11 pm; Sat & Sun 7-11 pm.
B—Daily—11 pm-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ft	6 ft	12 ft	18 ft	24 ft
AAA	28.00	26.00	24.00	22.00	20.00
AA	22.00	21.00	20.00	19.00	18.00
A	18.00	15.00	14.00	13.00	12.00
B	10.00	9.00	8.00	7.00	6.00

20/30 SEC:

AAA	22.00	21.00	19.00	18.00	17.00
AA	18.00	17.00	16.00	15.00	14.00
A	13.00	12.00	11.00	10.00	9.00
B	8.00	7.00	6.00	5.00	4.00

10 SEC:

AAA	14.00	13.00	12.00	11.00	10.00
AA	11.00	10.50	10.00	9.50	9.00
A	8.00	7.50	7.00	6.50	6.00
B	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	1 min	20/30
Plan I (AAAA, AAA, AA)	220	176
Plan II (AAAA, 5AA, 4A)	310	248
Plan III (12AAA, 7AA, 5A)	385	308

CONSECUTIVE WEEK DISCOUNT
52 wk—3%.

KELI
1934



Media Code 4 237 8090 7.00
Broadcasting Associates, Inc., Box 3685, Tulsa State
Fair Grounds, Tulsa, Okla. 74152. Phone 918-622-1430.

- PERSONNEL**
Pres. & Gen'l Mgr.—Raymond Ruff.
Station Manager—Joe Henderson.
 - REPRESENTATIVES**
McGavren-Gulld—PGW Radio, Inc.
 - FACILITIES**
5,000 w.; 1430 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 21b, 23a, 24a, 24b, 24c, 25a, 27, 28b, 29a, 29b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
- TIME RATES**
No. 143J ET 10/1/68—Rec'd 9/12/68
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—Mon thru Sat 9 am-3 pm & 7 pm-midnight; all day Sun.
B—Midnight-6 am.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| PER WK: | 1 ft | 6 ft | 12 ft | 18 ft | 24 ft | 30 ft |
| 1 min | 25.00 | 23.75 | 22.50 | 18.75 | 17.50 | 16.25 |
- CLASS AA**
- | | | | | | | |
|-------|-------|-------|-------|-------|-------|-------|
| 1 min | 19.00 | 18.50 | 18.00 | 17.50 | 17.00 | 16.00 |
|-------|-------|-------|-------|-------|-------|-------|
- B—50% ROS rate.
30 sec: 80% of minute, 10 sec: 60% of minute.
10 seconds will not combine with 30 second or 1 minute spots for discounts on longer spots.
- 7. PACKAGE PLANS**
- TOTAL AUDIENCE PLAN**
(BTA or 1/3 6-9 am & 3-7 pm, 1/3 9 am-3 pm, 1/3 7 pm-midnight)
- | | | | | |
|--------------|-------|-------|-------|-------|
| PER WK: | 15 ft | 20 ft | 25 ft | 30 ft |
| 1 min (only) | 15.50 | 14.50 | 13.50 | 12.50 |
- Will not combine with other services for frequency discounts.

ROS PACKAGES

(8 am-midnight)

50 ft	1 min	30 sec	10 sec
100	12.00	9.50	6.00
150	11.50	9.25	5.75
200	11.00	8.80	5.50
300	10.25	8.20	5.15
500	9.50	7.60	4.75
750	8.75	7.00	4.40
1000	8.00	6.40	4.00
2000	7.00	5.80	3.50

10 seconds will not combine with 30 second or 1 minute spots for discounts on longer spots.
Must be used within 1 contract year. Will not combine with other plans for discounts.

DISCOUNTS
AA, A and TAP plans—28 week firm 10%, 52 week firm 15%.

KFMJ
1946



GERT BUNCHEZ & ASSOCIATES



Subscriber to the NAB Radio Code
Media Code 4 237 8220 0.00
KFMJ, Inc., Box 746, 5400 W. Edison, Tulsa, Okla. 74101. Phone 918-685-5555.

STATION'S PROGRAMMING DESCRIPTION:
KFMJ: Programmed for adults.
AIR PERSONALITIES handle all music segments. Sign-on-7:30 am, country and western music with news, weather and farm market reports. 7:30 am-1 pm, religious programming of gospel music and sermons. 1-2 pm, gospel music personality program with music, news, weather, farm report and local activities. 2-6 pm, country and western personality with music, news, weather and local activities hourly. MUSIC: country and western current best sellers and best of past. All day Sun religious programs featuring gospel music and sermons. Contact Representative for further details. Rec'd 9/7/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—George Kravis.
Sales Manager—Carl C. Smith.
Program Director—David Ingles.
 - REPRESENTATIVES**
Gert Bunchez and Associates.
 - FACILITIES**
1,000 w. 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
15/0 time only.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 21d, 22a, 25a, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Gert Bunchez & Associates Group.
- TIME RATES**
ET 8/1/68—Rec'd 11/8/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	156x	260x	520x
20/30 sec	12.00	10.00	9.00	8.50	8.00
	9.00	7.50	6.75	6.50	6.00

7. PACKAGE PLANS

PER WK:	12 ft	18 ft	24 ft	30 ft	42 ft
1 min	11	10	9	8	7
20/30 sec	8	7	6	5	4

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
13 ft	75.00	50.00	28.00
26 ft	70.00	45.00	26.00
52 ft	60.00	37.50	23.00
260 ft	54.00	34.00	20.00
312 ft	52.00	32.00	19.00
365 ft	50.00	30.00	18.00

KMOD (FM)

1959

Media Code 4 237 8350 5.00
Davison Communications, Inc., University Club Tower,
Apt. 3002, 1722 S. Carson, Tulsa, Okla. 74119.
Phone 918-583-5115.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray Simmons.
Vice-President/Programming—Charita Whitaker.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 428 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 24b, 25a, 28b, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 49, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American FM Network.
Member: Fine Music Group.

NATIONAL AND LOCAL RATES SAME
No. 1 ET 4/68—Rec'd 9/27/68.

AA—9 am-9 pm.
A—9 pm-9 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ft	52x	104x	260x
1 min	7.00	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00

CLASS A

1 min	5.00	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50

7. PACKAGE PLANS

ROS
(1/2 AA, 1/2 A)
(To be run in 7 days)

PER WK:	20 ft	30 ft	40 ft	60 ft
1 min	5.50	5.00	4.75	4.50
30 sec	4.50	4.25	4.00	3.75

(To be run in 30 days)

PER MO:	90 ft	120 ft	150 ft	180 ft
1 min	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25

BULK RATE PLANS
(To be run in 1 year)

PER YR:	300x	500x	750x	1000x
1 min	5.00	4.50	4.00	3.50
30 sec	4.50	4.00	3.50	3.00

KRAV (FM)

1962



GERT BUNCHEZ & ASSOCIATES



Media Code 4 237 8610 2.00
Boden Broadcasting Company, 1920 First National
Bldg., Tulsa, Okla. 74103. Phone 918-582-8888.

STATION'S PROGRAMMING DESCRIPTION:
KRAV (FM): Programmed for young adults.
AIR PERSONALITIES handle all segments. MUSIC: general popular format, current middle-of-the-road hits, standards, film and show music. NEWS: network and local news at :50 past hour. Weather at :10 and at :40. Stock market reports, news briefs, sports information, area activities. COMMERCIAL POLICY: 10 announcements per hour. Contact Representative for further details. Rec'd 6/27/69.

- PERSONNEL**
President—George R. Kravis.
General Manager—Carl C. Smith.
Program Director—Will Jones.
- REPRESENTATIVES**
Gert Bunchez and Associates.
- FACILITIES**
ERP 28,500 w.; 96.5 mc.
Operating schedule: 6-1 am.
Antenna ht.—333 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 43a, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Member: Gert Bunchez & Associates Group.

TIME RATES
ET 10/1/67—Rec'd 10/31/67.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	30x	60x	125x	250x	500x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00

7. PACKAGE PLANS

1 min	12 ft	18 ft	24 ft	30 ft	42 ft
20/30 sec	8	7	6	5	4

8. PROGRAM TIME RATES

1 hr	1x	15x	30x	60x	125x	250x	500x
1 hr	84	80	76	72	68	65	62
1/2 hr	63	60	57	54	51	48	46
5 min	35	33	31	29	28	27	26

KRMG

1949

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 237 8740 7.00
Swanco Broadcasting, Inc., 1502 S. Boulder, Tulsa,
Okla. 74103. Phone 918-584-4291.

- PERSONNEL**
General Manager—Ron B. Blue.
Operations Director—Chuck Adams.
Traffic Director—Kathy Williams.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
50,000 w. days, 25,000 w. nights; 740 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 9 pm-8 am.
For non-simulcast facilities see KRMG-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman.

TIME RATES
No. 11 ET 8/1/68—Rec'd 7/8/68.

I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 5-6 am & 10 am-3 pm; Sun noon-7 pm.
IV—Daily 7 pm-midnight; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ft	12 ft	18 ft	24 ft
1 min	46.00	42.00	39.00	37.00
30/20 sec	36.80	33.60	31.20	29.80
10 sec	27.60	25.20	23.40	22.20

SECTION II

PER WK:	1 ft	12 ft	18 ft	24 ft
1 min	41.00	37.00	34.00	32.00
30/20 sec	32.80	28.80	27.20	25.80
10 sec	24.60	22.20	20.40	19.20

SECTION III

1 min	36.00	32.00	30.00	28.00
30/20 sec	28.80	25.80	24.00	22.40
10 sec	21.60	19.20	18.00	16.80

SECTION IV

1 min	25.00	22.00	21.00	20.00
30/20 sec	20.00	17.60	16.80	16.00
10 sec	15.00	13.20	12.60	12.00

7. PACKAGE PLANS

BEST BUY PLANS

PER WK, 1 MIN:	1 ft	12 ft	18 ft	24 ft
Plan A—30 ft (8I, 8II, 10III, 4IV)	28	26	24	22
Plan B—15 ft (4I, 4II, 5III, 2IV)	28	26	24	22

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Not combinable with other weekly plans.

CONSECUTIVE WEEK DISCOUNT
52 wk—8%
RATEHOLDER.
Minimum wky sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

KRMG-FM

1960



Media Code 4 237 8741 5.00
Swanco Broadcasting Co., 1502 S. Boulder Ave.,
Tulsa, Okla. 74119. Phone 918-583-7538.

STATION'S PROGRAMMING DESCRIPTION:
KRMG-FM: Programmed for adults.
MUSIC: standards 70%, middle-of-the-road 20%,
NEWS 10%. COMMERCIAL POLICY: sell only
30 second announcements. Only 6 announcements per
minute per hour. Contact Representative for further
details. Rec'd 8/15/68.

- PERSONNEL**
General Manager—Ed Montray.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
ERP 61,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 359 ft. above average terrain.
Partial simulcast operation. Operated separately 8
am-9 pm. For simul

Tulso—Continued

KTOW

SAND SPRINGS

City of license, Sand Springs, Okla.
Considered by Mutual Broadcasting System as their
Tulsa, Okla. outlet.
See listing under Sand Springs, Okla.

Advertisement

Big Chief Broadcasting Company of Tulsa, Inc., Box
637, Tulsa, Oklahoma.

Personnel
President & General Manager—Buddy Powell.
Program Director—Art Johnson.
News Director—Don Warner.
Representatives
Adam Young Radio, Inc.
Class AA—5-10 am & 3-7 pm Mon-Fri.
Class A—10 am-3 pm Mon-Fri.
Class B—All other times.

Eff 10/1/67.

PACKAGE PLANS

	Min AA	30	Min A	30	Min B	30
Fixed	20.00	16.00	16.00	13.00	13.00	10.00
Less than 6...	18.00	14.00	14.00	12.00	12.00	9.00
6/wk	18.00	13.00	13.00	10.00	10.00	8.00
12/wk	15.00	12.00	12.00	9.00	9.00	7.00
18/wk	14.00	11.00	11.00	8.00	8.00	6.50
24/wk	13.00	10.00	10.00	7.50	7.50	6.00
30/wk	12.00	9.00	9.00	7.00	7.00	5.50
36/wk	11.00	8.00	8.00	6.50	6.50	5.00

DISCOUNTS ON CONSECUTIVE WEEKS

52 wks—10% 26 wks—5%

TIME RATES

No. 16 Eff 4/1/67—Rec'd 4/3/67.

A—Mon thru Fri 6-10 am & 4-7 pm.
B—Mon thru Fri 10 am-4 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	1 t	6 t	12 t	18 t	24 t
1 min	33.00	30.00	28.00	26.00	25.00	—
10/20/30 sec	28.00	24.00	23.00	21.00	20.00	—

1 min	26.00	23.00	22.00	21.00	20.00	19.00
20/30 sec	21.00	19.00	18.00	17.00	16.00	15.00
10 sec	13.00	11.50	11.00	10.50	10.00	9.50

1 min	19.00	18.00	16.00	15.00	14.00
20/30 sec	15.00	14.00	12.50	12.00	11.00
10 sec	9.50	9.00	8.00	7.50	7.00

(*) Specified Position.
Minutes, Newcasts, Features and 20/30 second announcements may combine to earn weekly frequency discount.

Minutes, Newcasts, Features, 20/30 second announcements and ID's may combine on basis of 2 ID's equaling 1 longer announcement.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	1	20/30
Plan I—12 t (6A, 3B, 3C)	225	180
Plan II—18 t (8A, 5B, 4C)	308	246
Plan III—24 t (12A, 7B, 5C)	385	308

Must be scheduled equally over 7 day period and rotate within time classifications. TAP announcements are combinable with all weekly announcements and programs.

FREQUENCY DISCOUNTS

52 wk—10%; applied as earned; applicable to consecutive week advertisers only.

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x
1 hr	190	180	170	160	150
1/2 hr	130	120	110	100	90
1/4 hr	90	80	70	60	50

10. SPECIAL FEATURES

5 & 3-1/2 MINUTE NEWS & WEATHERCASTS
(Mon thru Fri 6-10 am & 4-7 pm)
1x 52x 156x 260x 312x
5 min 40 34 30 28 26
3-1/2 min 30 24 20 18 16
All other times less 30%.

VINITA

Craig County—Map Location G-2

See SRDS consumer market map and data at beginning of the State.

KVIN

1954

Media Code 4 237 9000 5.00
Vinita Broadcasting Co., Inc., KVIN Bldg., Vinita, Okla. 74301.

1. PERSONNEL

Owner & Mgr.—Gene Humphries.
Assistant Manager—Wally Dale Sparks.
Program Director—N. D. Meador.

2. REPRESENTATIVES

Mario Messina Company.

3. FACILITIES

500 w. days; 1470 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 4d.
Contracts: 40a.
Affiliated with KCBS.
Member: Oklahoma News Network, Inc., Magic Circle Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

(MINIMUM ORDER 10 SPOTS)

Es	10 sec	30 sec	F min
1.25	2.00	2.75	—

8. PROGRAM TIME RATES

1/4 HOUR	
1-5 t	17.50 51-100 t 7.75
6-12 t	16.75 101-200 t 6.50
13-20 t	15.50 201-300 t 5.95
21-50 t	12.75 301-1000 t 5.00

1/2 hour—2 times 1/4 hour rate.
5 minutes—2/3 of 1/4 hour rate.

WAGONER

Wagoner County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KWLG

1966

Media Code 4 237 9130 0.00
Wagoner Radio Company, Box 219, 114 S. Main St., Wagoner, Okla. 74467. Phone 918-485-2161.

1. PERSONNEL

President—Lum A. Humphries.
Manager—Jim Humphries.

2. REPRESENTATIVES

Southern—Mario Messina Company.

3. FACILITIES

250 w., 1530 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 4d.
Contracts: 40a.
Affiliated with KCBS.
Member: Magic Circle Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

1 t	1 min	30 sec	10 sec
2.75	2.00	1.25	—

8. PROGRAM TIME RATES

1x	6x	13x	21x	51x	101x	201x	301x
17.50	16.75	15.50	12.75	7.75	6.50	5.95	5.00

1/2 hr: 2x 1/4 hr. 5 min: 2/3 of 1/4 hr.

WEWOKA

Seminole County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

KWSH

1948

Media Code 4 237 9260 5.00
Tri-Cities Broadcasting Co., Inc., Box 1260, Wewoka, Okla. 74884. Phone AL 7-5441.
Other Office: Box 642, Ada, Okla. Phone FE 2-1212.
TWX 288.

1. PERSONNEL

Pres. & Gen'l Mgr.—Roy Judge.

2. REPRESENTATIVES

Southwest—Clyde Melville Company.

3. FACILITIES

1,000 w.; 1260 kc.
Non-directional—daytime; Directional—nights.
Operating schedule: 6:00 am-10:30 pm weekdays; 7:00 am-10:30 pm Sun. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 24b, 25a, 26, 28a, 28c, 29a, 32b.

Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Member: Oklahoma News Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective January 1, 1961.

Rates received January 16, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 br.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	27.00	15.00	10.00	5.50 3.50
13 times	25.80	14.70	9.50	5.30 3.25
26 times	25.20	13.80	9.00	5.10 3.00
52 times	24.60	13.00	8.50	4.90 2.80
104 times	24.00	12.00	8.00	4.70 2.60
156 times	21.40	11.50	7.50	4.50 2.40
260 times	19.80	11.00	7.00	4.25 2.20
312 times	19.00	10.00	6.50	4.00 2.00

(*) One minute or less if transcribed, or 100 words live. Station break announcements limited to 25 seconds if transcribed, or 50 words if live.

WOODWARD

Woodward County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

KSIW

1947



Subscriber to the NAB Radio Code
Media Code 4 237 9390 0.00
Woodward Broadcasting Co., Box 128, Cedar & 22nd Sts., Woodward, Okla. 73801. Phone 405-266-7456.

1. PERSONNEL

Manager—Edward A. Ryan.

2. REPRESENTATIVES

R & R Representatives, Inc.
Riley Representatives.

3. FACILITIES

1,000 w. days, 250 w. nights; 1460 kc.
Non-directional.
Operating schedule: 8 am-10:15 pm. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 18.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 29c, 29a, 29b, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Oklahoma News Network, Inc.

TIME RATES

ET 1/30/69—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec
5.25	3.50	2.50	—
5.00	3.35	2.40	—
4.75	3.20	2.30	—
4.50	3.00	2.20	—
4.25	2.80	2.10	—
4.00	2.65	2.00	—
3.75	2.50	1.90	—
3.50	2.30	1.80	—
3.25	2.15	1.70	—
3.00	2.00	1.60	—
2.75	1.75	1.50	—

8. PROGRAM TIME RATES

1x	13x	26x	52x	104x	156x	208x	260x
40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00
24.00	22.80	21.60	20.40	19.20	18.00	16.60	15.20
14.40	15.20	14.40	13.60	12.80	12.00	11.20	10.40
8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20

OREGON

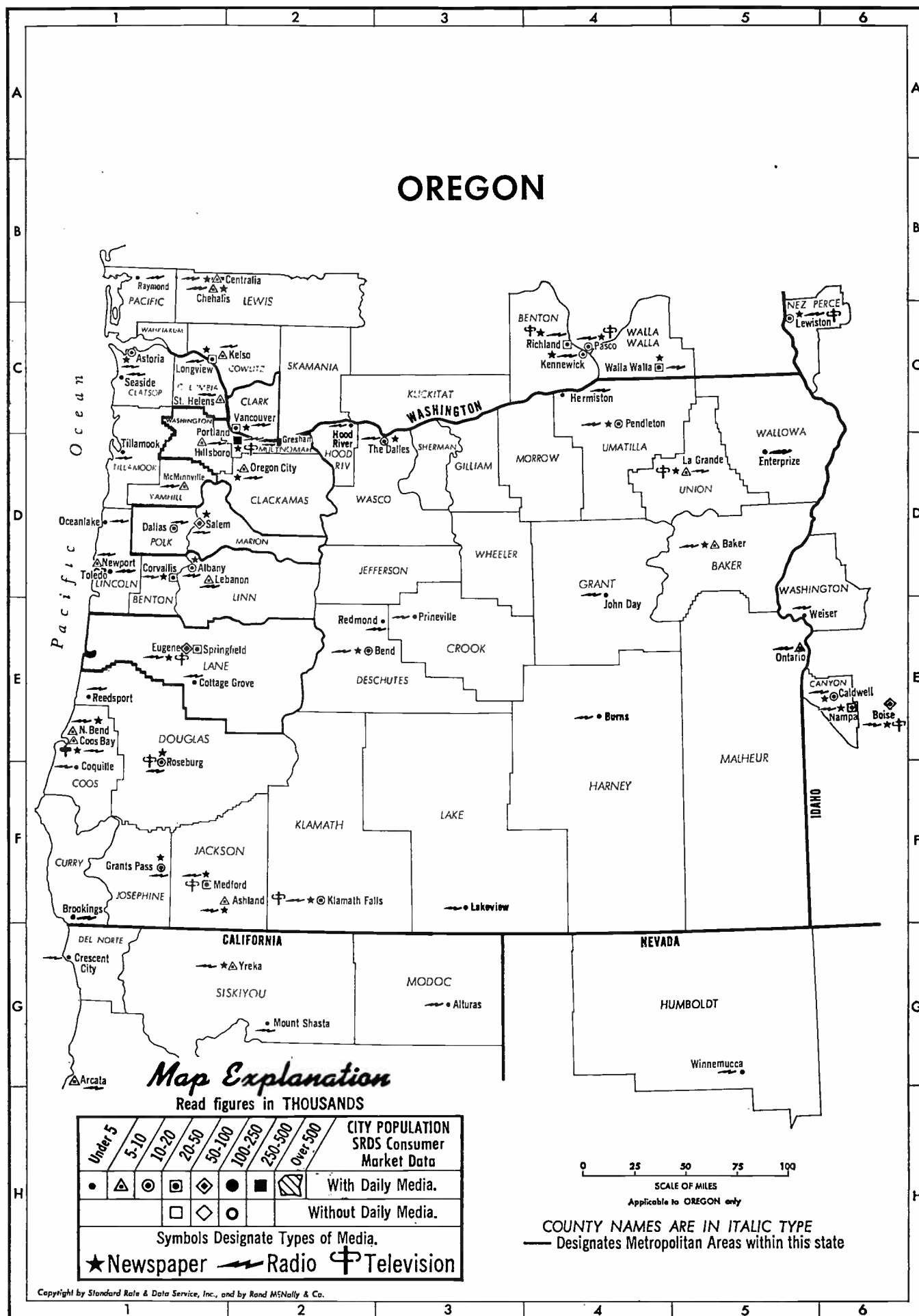
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio-ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	23,100	Portland	20,900
METRO AREAS	300	Salem	300
Eugene	400	Total Metros	21,600



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

State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968					Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)
	1/1/69 (000)	Households 1/1/69 (000)	Per Household (\$000)	Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 4999 7999 9999 14999 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	By Selected Store Types Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)			
OREGON STATE TOTALS	2,023.8	667.36	5,619,754	8,421	16.0 25.2 17.2 20.8 14.9	3,652,320	5,473	810,676	121,301	496,190	138,558	128,881	844,748	252,014	1,106.13	115.4	580,393
BAKER D-5.....	15.4	5.26	46,433	8,828	15.8 14.3 18.9 28.1 18.3	29,713	5,649	6,669	1,228	2,130	787	981	7,096	2,496	9.97	2.6	15,036
BENTON E-1.....	47.8	13.95	125,577	9,002	16.9 26.6 16.1 19.2 15.5	70,716	5,069	16,943	4,027	6,188	2,483	2,346	18,821	5,091	22.72	2.6	7,731
Corvallis.....	30.5	8.60	69,405	8,070	63,386	7,370	14,498	3,229	5,594	2,421	3,743
CLACKAMAS D-2.....	153.5	49.06	359,908	7,336	19.1 40.7 11.9 15.7 3.7	172,738	3,521	47,180	6,731	11,414	2,987	3,960	54,739	11,534	76.98	9.8	31,330
CLATSOP C-1.....	26.8	9.65	82,425	8,541	15.7 21.3 20.4 21.9 14.0	54,901	5,689	15,385	1,774	2,884	2,050	2,105	9,968	3,546	15.72	1.1	3,052
COLUMBIA C-1.....	22.5	7.37	62,022	8,415	17.1 18.6 19.9 23.5 15.1	29,955	4,064	9,996	1,010	1,504	372	484	7,408	1,877	15.10	2.2	6,818
COOS F-1.....	55.6	17.72	172,389	9,728	12.1 10.2 22.8 30.6 22.9	104,345	5,889	26,928	5,481	8,792	2,224	4,068	25,132	6,864	30.34	3.0	7,539
CROOK E-3.....	9.4	2.98	28,375	9,522	15.6 21.7 18.0 23.9 16.5	17,037	5,717	4,043	810	1,344	334	399	3,925	904	5.58	1.4	9,642
CURRY F-1.....	13.4	4.27	43,927	10,267	8.5 5.1 10.5 45.9 29.9	24,315	5,694	7,568	903	1,081	440	520	5,562	2,198	7.82	6	3,530
DESHUTES E-2.....	24.3	8.10	76,839	9,486	14.6 18.4 19.5 25.4 18.6	63,061	7,785	13,718	2,748	2,612	3,507	1,607	14,301	5,489	17.38	1.8	7,462
DOUGLAS E-1.....	78.7	23.99	182,457	7,606	18.7 27.5 19.6 19.0 9.9	117,743	4,908	26,980	4,796	11,195	4,134	3,536	29,102	12,059	39.34	4.4	9,241
GILLIAM D-3.....	3.1	1.01	9,847	9,750	21.8 18.8 19.8 16.8 18.8	7,503	7,429	1,148	109	302	98	156	1,757	852	1.70	6	11,047
GRANT D-4.....	6.9	2.27	23,377	10,298	15.8 17.9 17.7 26.1 19.5	12,224	5,385	4,276	636	612	714	254	1,101	1,101	4.58	1.0	6,766
HARNEY F-4.....	6.8	2.17	18,329	8,447	17.4 19.9 21.0 23.0 13.9	13,334	6,421	3,648	450	592	303	101	3,347	1,554	4.70	1.0	9,156
HOOD RIVER D-2.....	14.2	4.67	40,507	8,674	17.5 21.2 20.2 22.0 14.0	27,859	5,966	7,708	623	358	1,333	739	6,830	2,784	8.47	2.2	12,259
JACKSON F-1.....	94.1	31.14	212,074	6,810	20.3 32.2 14.7 14.7 8.6	169,463	5,442	39,520	5,683	15,928	5,513	6,072	37,843	10,706	53.96	4.3	17,909
Medford.....	30.5	10.89	86,508	7,944	109,181	10,026	20,795	4,084	14,260	4,529	5,180	30,170	6,124
JEFFERSON D-3.....	10.7	3.20	16,178	5,056	28.0 51.8 0.2 4.5 1.2	23,842	7,451	5,617	882	520	452	263	5,582	2,017	5.32	1.5	14,832
JOSEPHINE F-1.....	36.7	12.58	78,532	6,243	23.7 30.5 13.3 12.1 7.3	69,857	5,553	18,137	1,812	5,857	1,075	2,176	16,995	5,492	21.36	2.5	6,437
KLAMATH F-2.....	51.8	16.79	146,981	8,754	16.1 22.1 20.6 23.0 14.8	100,948	6,006	22,888	3,603	9,716	5,201	2,753	22,632	9,206	29.85	3.0	29,644
LAKE F-3.....	6.3	2.07	23,977	11,583	10.1 18.2 9.8 34.7 25.9	16,246	7,848	3,982	639	952	747	391	3,942	1,166	4.31	1.0	9,600
LANE E-1.....	200.3	62.90	483,725	7,690	18.4 27.5 19.8 17.9 11.2	338,961	5,389	82,247	12,010	41,199	11,300	13,913	86,232	24,355	111.58	6.9	22,401
Eugene.....	77.6	25.62	213,343	8,327	248,503	9,700	49,228	8,084	38,557	10,478	11,620	75,032	13,822
Eugene Metro Area.....	200.3	62.90	483,725	7,690	18.4 27.5 19.8 17.9 11.2	338,961	5,389	82,247	12,010	41,199	11,300	13,913	86,232	24,355	111.58	6.9	22,401
Springfield.....	25.5	7.80	54,595	6,999	38,558	4,943	14,874	1,797	3,104	874	1,253	3,131	4,012
LINCOLN D-1.....	25.1	8.70	71,964	8,272	16.1 17.8 15.8 26.4 17.7	45,770	5,261	13,644	1,222	2,364	882	1,165	8,852	4,766	14.39	1.1	2,721
LINN D-2.....	65.9	20.66	155,076	7,506	21.2 26.6 18.8 17.3 9.6	110,227	5,335	29,457	4,473	8,838	2,846	4,183	22,525	10,625	37.21	6.9	31,531
MALHEUR E-5.....	22.7	6.93	55,576	8,020	21.8 20.1 15.9 19.7 11.8	52,464	7,571	11,442	1,257	2,830	2,054	1,070	10,509	3,987	13.88	7.2	48,367
MARION D-2.....	148.8	45.74	318,029	6,953	19.8 30.9 15.4 14.7 8.9	260,995	5,706	52,571	11,928	44,723	7,329	9,977	58,725	14,607	77.59	11.6	45,665
Salem.....	72.9	24.82	177,871	7,166	185,448	7,472	36,137	10,822	41,633	6,221	8,623	48,335	7,990
Salem Metro Area.....	181.9	56.41	383,375	6,796	20.9 33.5 13.2 13.5 7.8	295,212	5,233	61,866	13,218	46,942	7,753	11,147	65,482	17,219	93.40	2.85	1.1
MORROW D-4.....	5.2	1.62	14,339	8,851	19.1 21.7 20.1 19.5 14.3	10,016	6,183	1,961	741	412	247	327	2,460	994
MULTNOMAH D-2.....	560.6	201.81	1,965,979	9,742	10.5 17.5 18.8 26.5 23.5	1,186,898	5,881	213,728	26,069	276,119	61,662	46,931	243,696	63,071	304.71	2.7	14,982
Portland.....	390.4	147.87	1,412,693	9,554	873,453	5,907	141,421	19,496	235,500	57,485	36,145	185,625	45,252
Portland Metro Area.....	963.2	329.18	2,954,204	8,974	13.0 25.4 16.7 22.6 17.5	1,711,437	5,199	344,636	49,284	316,583	73,375	66,036	391,333	99,429	505.58
Polk D-1.....	33.1	10.67	65,346	6,124	25.6 43.0 4.4 9.0 3.4	34,217	3,207	9,295	1,290	2,219	424	1,170	6,757	2,612	15.81	4.2	14,708
SHERMAN D-3.....	2.4	0.82	9,144	11,151	18.2 18.1 18.3 20.3 21.8	4,160	5,073	512	110	96	31	834	1,70	1.0	11,869	
TILLAMOOK D-1.....	15.9	5.07	47,922	9,452	15.8 11.0 19.3 29.7 20.1	28,748	5,670	8,395	1,093	853	1,695	993	5,093	2,535	9.82	2.6	8,622
UMATILLA D-4.....	47.5	14.91	130,795	8,772	16.4 19.7 20.0 23.6 15.7	94,823	6,360	24,014	4,385	3,066	4,378	2,503	20,630	7,496	27.11	4.1	53,526
UNION D-5.....	18.9	6.29	54,180	8,614	16.6 17.9 19.0 23.9 17.1	31,783	5,053	6,958	1,872	3,198	900	1,788	6,299	3,205	10.87	2.1	13,832
WALLOWA C-5.....	7.2	2.36	18,729	7,936	22.7 23.5 17.0 19.8 10.3	8,835	3,744	1,376	589	1,033	456	76	2,237	972	3.82	1.6	9,678
WASCO D-3.....	24.0	7.81	58,749	7,522	18.6 28.9 19.9 17.6 9.6	53,754	6,883	12,548	3,372	1,382	2,841	2,208	13,841	4,732	12.58	1.9	14,508
WASHINGTON C-1.....	131.8	40.99	326,520	7,966	16.2 36.7 12.3 15.1 12.6	203,302	4,960	46,883	4,644	19,838	4,617	8,177	60,517	14,969	65.11	7.8	25,728
WHEELER D-3.....	1.7	0.53	7,444	14,045	12.1 14.0 16.1 30.8 26.8	2,608	4,921	778	61	224	35	1,074	224	1.15	5	2,747
YAMHILL D-1.....	34.7	11.30	86,083	7,618	19.9 19.9 19.8 18.6 11.0	58,459	5,173	12,533	2,240	3,815	2,107	1,489	18,182	5,194	20.75	5.5	24,248

(*) Includes portion in Polk County.

(†) Includes portion in Clackamas County.

(‡) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

OREGON

See SRDS consumer market map and data at beginning of the State

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Fisher Station Network

Comprised of:

- KUGN—Eugene
- KUMA—Pendleton
- Media Code 4 238 0110 9.00
- Business Office—Box 112, Eugene, Ore. 97401.

1. PERSONNEL
President—Carl Fisher.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Spot package schedules may be purchased in any combination on the 5 stations and combined to earn discounted rates given below. Number of spots on each station may vary provided they are scheduled between same dates.

TIME RATES
ET Rec'd 5/6/66.

6. SPOT ANNOUNCEMENTS
Announcement schedules sold in combination on this network. Frequencies may be combined. For example: 10 announcements on KUGN, Eugene, KBZY, Salem and KUMA, Pendleton will earn 30-time rate on each station. See individual listings for each station.

ALBANY (2 AM)

Linn County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

KRKT

1959



Subscriber to the NAB Radio Code

Media Code 4 238 0220 6.00

Peter Ryan & Milton Viken, dba Oregon Interstate Broadcasters, Inc., 2840 Marion, Albany, Ore. 97321. Phone 503-928-3719.

1. PERSONNEL
General Manager—Peter J. Ryan.
2. REPRESENTATIVES
Radio Time Sales/International.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
250 w. days; 990 kc.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY

OREGON

Ashland—K R V C—Continued

5. FACILITIES

1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. Summer:
5:00 am-local sunset Mon thru Sat; 7:00 am-local
sunset Sun. PST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b.
Contracts: 40a, 45, 46, 47a.
Cancellation: 71a, 73a.
Tobacco advertising not accepted.

TIME RATES

Rates effective July, 1962.
Rates received March 4, 1963.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1 ti	3.00	156 ti	2.25
13 ti	2.85	260 ti	2.10
26 ti	2.70	312 ti	2.10
52 ti	2.55		

7. PACKAGE PLANS

SPECIAL PACKAGES

1 DAY		1 min 30 sec	
6 ti	16.20	18 ti	43.20
12 ti	30.60	15.30	21.60

PER DAY:

1 ti	16.20	4 ti	54.00	27.00
2 ti	30.60	15.30	58.50	29.25
3 ti	43.20	21.60		

4 WEEKS

1 ti	54.00	27.00	4 ti	172.80	86.40
2 ti	100.80	50.40	5 ti	180.00	90.00
3 ti	140.40	70.20			

3 MONTHS

1 ti	162.00	81.00	4 ti	518.40	259.20
2 ti	303.60	151.20	5 ti	540.00	270.00
3 ti	421.20	210.60			

8. PROGRAM TIME RATES

1 hr		1/2 hr		1/4 hr		5 min	
1 ti	30.00	18.00	12.00	6.00	6.00	6.00	6.00
13 ti	28.50	17.10	11.40	5.70	5.70	5.70	5.70
26 ti	27.00	16.20	10.80	5.40	5.40	5.40	5.40
52 ti	25.50	15.30	10.20	5.10	5.10	5.10	5.10
156 ti	21.00	12.60	8.40	4.20	4.20	4.20	4.20
260 ti	18.00	10.80	7.20	3.60	3.60	3.60	3.60
312 ti	16.50	9.90	6.60	3.30	3.30	3.30	3.30

KWIN

1946

Subscriber to the NAB Radio Code

Media Code 4 238 0550 6.00
Rogue Valley Broadcasters, Inc., Box 580, Ashland,
Ore. 97520. Phone 503-482-2211.

1. PERSONNEL

President—W. Henry Peck.
Operations Manager—Edgar W. Tomlin.

2. REPRESENTATIVES

The Sandeberg-Glenn Company.

3. FACILITIES

1,000 w.; 580 kc. Directional.
Operating schedule: 5:00 am-midnight Mon thru
Sat; 6:00 am-midnight Sun. PST.

4. AGENCY COMMISSION

15/0 time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25b, 28c.
Contracts: 40a, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with CBS.

TIME RATES

Rates effective March 1, 1966.
Rates received January 31, 1966.

7. PACKAGE PLANS

1 min 30 sec		5 min	
6 per wk or 52 ti, ea.	5.00	4.00	4.00
12 per wk or 104 ti, ea.	4.75	3.80	3.80
18 per wk or 156 ti, ea.	4.50	3.60	3.60
24 per wk or 260 ti, ea.	4.25	3.40	3.40
30 per wk or 312 ti, ea.	4.00	3.20	3.20

8. PROGRAM TIME RATES

5 min		1 hr		1/2 hr		1/4 hr		10 min		5 min	
6 per wk or 52 ti, ea.	10.00	25	15	10	8	6					
12 per wk or 104 ti, ea.	9.50										
18 per wk or 156 ti, ea.	9.00										
24 per wk or 260 ti, ea.	8.50										

1/4 hour is twice the 5 minute rate.
1/2 hour is 3 times the 5 minute rate. (CB)

ASTORIA (2 AM)

Clatsop County—Map Location C-1

See SRDS consumer market map and data at begin-
ning of the State.

KAST

1925

Subscriber to the NAB Radio Code

Media Code 4 238 0660 3.00
Astoria Broadcasting Co., 1006 W. Marine Dr., Astoria,
Ore. 97103. Phone 325-2911.

1. PERSONNEL

President—C. Howard Lane.
General Manager—Robert Chopping.

2. REPRESENTATIVES

The Sandeberg-Glenn Company.
Northwest—Art Moore and Assoc., Inc.

3. FACILITIES

1,000 w.; 1370 kc. Directional—nighttime only.
Operating schedule: 6:00 am-midnight daily. PST.

4. AGENCY COMMISSION

15/0 time only; rendered monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,
6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a,
15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a,
29b, 30, 33c.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46,
49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 61a, 61b,
62a, 62b.
Cancellation: 70a, 70b, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

ET 11/1/65—Rec'd 3/31/66.

7. PACKAGE PLANS

1 min 30 sec		5 min		10 sec	
*1 ti	6.00	4.50	3.00		
*PER WK: *PER YR:					
5 ti	5.50	4.10	2.75		
10 ti	5.00	3.75	2.50		
15 ti	4.75	3.60	2.40		
20 ti	4.50	3.40	2.25		
25 ti	4.00	3.00	2.00		
30 ti	3.75	2.80	1.90		
40 ti	3.50	2.60	1.75		
50 ti	3.25	2.45	1.65		
— ti	3.00	2.25	1.50		

(* Guaranteed Position.

(†) ROS.

8. PROGRAM TIME RATES

1/2 hr		1/4 hr		10 min		5 min	
1 x	21.00	15.00	12.00	8.00	8.00	8.00	8.00
10 x	20.00	14.50	11.50	7.75	7.75	7.75	7.75
25 x	19.00	14.00	11.00	7.50	7.50	7.50	7.50
50 x	17.00	13.00	10.50	7.00	7.00	7.00	7.00
100 x	15.00	12.50	9.50	6.50	6.50	6.50	6.50
150 x	14.00	12.00	8.50	6.25	6.25	6.25	6.25
250 x	10.00	7.00	5.00	4.50	4.50	4.50	4.50
500 x							
1000 x							

KVAS

1950

Subscriber to the NAB Radio Code

Media Code 4 238 0770 0.00
Lower Columbia Broadcasting Co., Radio Central,
Astoria, Ore. 97103. Phone 503-325-6221.

1. PERSONNEL

President—Tracy Moore.
General Manager—Charles A. Farmer.

2. REPRESENTATIVES

New York-Chicago—Vic Piano Associates, Inc.
California—Tracy Moore & Associates, Inc.
Northwest—Simpson & Associates Co.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-10 pm. PST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24c, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 51a,
51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

ET 8/1/69—Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS

PER WK:		3 ti		5 ti		10 ti		20 ti		30 ti		40 ti		50 ti	
1 min	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.00	2.80	2.65	2.50	2.35	2.20	
30 sec	4.00	3.75	3.50	3.25	3.00	2.80	2.65	2.50							

8. PROGRAM TIME RATES

1 hr		1/2 hr		1/4 hr		10 min		5 min	
Flat	25	15	10	8	6				

BAKER

Baker County—Map Location D-5

See SRDS consumer market map and data at begin-
ning of the State.

KBKR

1939

Media Code 4 238 0880 7.00
Oregon Trail Broadcasting Co., Inc., 2030 Auburn
Ave., Baker, Ore. 97814. Phone 503-623-4431.

1. PERSONNEL

General Manager—Kenneth B. Lockwood.

2. REPRESENTATIVES

The Sandeberg-Glenn Company.
Northwest—Art Moore and Assoc., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1480 kc.
Non-directional.
Operating schedule: —, PST.

4. AGENCY COMMISSION

15/0 net time; 20th of following month.

5. GENERAL RATE POLICY

Rates are predicated upon fulfillment of contract
within a 12 month period.

TIME RATES

ET 6/1/68—Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		4.00		3.15	
*1 x					
*PER WK: *PER YR:					
5 ti	5.00	3.95	2.90		
10 ti	4.50	3.75	2.70		
15 ti	4.00	3.55	2.50		
20 ti	3.50	3.35	2.40		
25 ti	3.00	3.15	2.30		
30 ti	2.50	3.00	2.25		
40 ti	2.00	2.90	2.20		
50 ti	1.50	2.80	2.15		

8. PROGRAM TIME RATES

1/2 hr		1/4 hr		5 min	
1 x	21.00	14.00	7.00		
10 x	19.50	12.75	6.50		
26 x	18.75	12.25	6.00		
52 x	17.25	10.75	5.75		
104 x	16.95	9.50	5.50		
156 x	16.40	8.25	5.25		
260 x	15.00	7.75	5.00		
312 x					

BEND (2 AM)

Deschutes County—Map Location E-2

See SRDS consumer market map and data at begin-
ning of the State.

KBND

1938

Subscriber to the NAB Radio Code

Media Code 4 238 0990 4.00
KBND, Inc., Box 1071, 5000 Studio Rd., Bend, Ore.
97701. Phone 503-382-4821.

1. PERSONNEL

General Manager—Doug Gaines.
Sales Manager—John Stenkamp.

2. REPRESENTATIVES

Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1110 kc.
Directional—night only.
Operating schedule: 6:00 am-11:00 pm weekdays;
7:00 am-10:00 pm Sun. PST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14b, 15b,
22a, 23b, 24a, 24c, 25b, 28c, 32a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 25a,
26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49,
50, 51b.
Comb.; Cont. Discounts: 60b, 60e, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
No blanket contracts accepted.

TIME RATES

ET 8/1/68—Rec'd 5

COOS BAY-NORTH BEND

(3 AM)

Coos County—Map Location F-1

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBBR

1951

NORTH BEND

Media Code 4 238 1430 0.00

Big Bay Radio, Inc., Box 308, 1956 Meade Ave., North Bend, Ore. 97459. Phone 503-756-5108.

STATION'S PROGRAMMING DESCRIPTION
KBBR: Programmed for general interest.
NEWS: every 30 min. Sports every hour. 5-7 am country. Balance of day middle-of-the-road. Open line phone conversation 8:45-10 am. **AIR PERSONALITIES** handle all segments. Gospel music Sun 6-8 am, remainder of day middle-of-the-road. **SPORTS:** live high school and college football and basketball. Contact Representative for further details. Rec'd 7/24/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bill Karl.
 Program Director—Dean Henderson.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division.
 Portland, Seattle—Simpson & Associates Co.
 Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES

1,000 w.; 1240 kc. Non-directional.
 Operating schedule: 5:00 am-10:00 pm weekdays;
 6:00 am-10:00 pm Sun. PST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 28c, 29a, 29b, 33a.
 Contracts: 40a, 41, 42a, 44, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.
 Member: Western States Radio Empire.

TIME RATES

Rates effective March 1, 1966.
 Rates received January 31, 1966.

7. PACKAGE PLANS

6 per wk or 52 tl, ea.	1 min 30 sec	5.00	4.00
12 per wk or 104 tl, ea.		4.75	3.80
18 per wk or 156 tl, ea.		4.50	3.60
24 per wk or 208 tl, ea.		4.25	3.40
30 per wk or 312 tl, ea.		4.00	3.20

8. PROGRAM TIME RATES

6 per wk or 52 tl, ea.	5 min	10.00
12 per wk or 104 tl, ea.		9.50
18 per wk or 156 tl, ea.		9.00
24 per wk or 208 tl, ea.		8.50

1/4 hr is twice the 5 minute rate.
 1/2 hour is 3 times the 5 minute rate.

KOOS

1928

COOS BAY



Subscriber to the NAB Radio Code

Media Code 4 238 1540 6.00

KOOS, Inc., Box 180, 505 Fitzpatrick Bldg., Coos Bay, Ore. 97420. Phone 503-267-2121.

1. PERSONNEL

President—John W. Sackett.
 Manager—Edmond M. Keim.

2. REPRESENTATIVES

Grant Webb & Company.
 Portland, Seattle—Art Moore & Assoc., Inc.

3. FACILITIES

1000 w.; 1230 kc. Non-directional.
 Operating schedule: 6 am-11 pm daily; 8 am-11 pm Sun. PST.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3c, 4a, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 28c, 29b, 30, 33a.
 Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 50, 51c.
 Comb.: Cont. Discounts: 60a, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Information Network.

TIME RATES

Rates effective September 1, 1960.
 Rates received September 6, 1960.

7. PACKAGE PLANS

PER WK:	ROS PACKAGES	1 min	30 sec	10 sec
1 tl		5.00	3.75	2.50
5 tl		4.70	3.55	2.35
10 tl		4.45	3.35	2.25
15 tl		4.25	3.20	2.15
20 tl		4.05	3.05	2.05
25 tl		3.85	2.90	1.95
30 tl		3.65	2.75	1.85
40 tl		3.45	2.60	1.75
50 tl		3.25	2.45	1.65

Discounts
 5% 52 wk 15%
 10%

KYNG

1956

COOS BAY

Media Code 4 238 1650 3.00

KYNG Radio, Inc., Box 657, Coos Bay, Ore. 97420.

1. PERSONNEL

General Manager—P. F. Waters.

2. REPRESENTATIVES

Eastern—Vic Plano Associates, Inc.
 Southwestern—Tracy Moore and Associates.
 Seattle, Portland—Charles L. Burrow Company.

3. FACILITIES

1,000 w. days; 1420 kc. Non-directional.
 Operating schedule: 5:30 am-local sunset weekdays;
 7:00 am-local sunset Sun. PST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective December 21, 1956. (Card No. 1)
 Rates received February 1, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	49.00	29.00	19.00
52 times.....	45.00	27.00	18.00
104 times.....	42.00	25.00	16.80
156 times.....	39.00	23.00	15.60
260 times.....	36.00	21.60	14.40
312 times.....	35.00	19.80	13.20

7. PACKAGE PLANS

25 announcements within 7 days..... 120.00
 50 announcements within 30 days..... 220.00

SATURATION SPOTS

Minimum 10 per day, each..... 4.00

COQUILLE

Coos County—Map Location F-1

See SRDS consumer market map and data at beginning of the State.

KWRO

1948



Media Code 4 238 1760 0.00

KWRO, Inc., Box 398, Oerding Hts., Coquille, Ore. 97423. Phone 306-2141.

STATION'S PROGRAMMING DESCRIPTION

KWRO: Adult programming.
NEWS: 5 min news each half hour. 15 min news 6:45 am & 7:15 am, 12:30 pm & 5:30 pm, local and AP. County agents. Weather report each news. **RELIGIOUS:** half hour 8:30 am, M-Sat. 4-1/2 hours religious Sun. Hyman each hour. Telephone talk 9:15 am, M-F. Talk personalities, M-F, am. Country and western show 11:30 am, M-F. Community show 2 pm, M-F. **SPORTS:** 4:45 pm, M-Sat. Interviews, debates, discussions, anytime. Sat: sports college football, World Series, high school finals. Middle-of-the-road music, religious, country and western, popular. Remote services. Stock market reports. Public service spots and programs. Contact Representative for further details. Rec'd 8/10/67.

1. PERSONNEL

General Manager—Leonard F. Epling.

2. REPRESENTATIVES

Portland-Seattle—Art Moore & Assoc., Inc.
 San Francisco, Los Angeles—Advertising Sales West.

3. FACILITIES

5,000 w. days; 630 kc. Non-directional.
 Operating schedule: 6:00 am-local sunset weekdays;
 7:30 am-local sunset Sun. PST.

4. AGENCY COMMISSION

15% to recognized advertising agencies.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30, 32b, 33a.
 Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61c, 62a, 62d.
 Cancellation: 70b, 70d, 71b, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with Keystone Network.

TIME RATES

Rates effective January 1, 1966.
 Rates received January 31, 1966.

6. SPOT ANNOUNCEMENTS

PER WK:	*PER YR:	1 min	30 sec	10 sec
5 tl	1 tl	6.00	4.50	3.00
10 tl	50 tl	5.80	4.40	2.95
15 tl	150 tl	5.60	4.20	2.80
20 tl	200 tl	5.40	4.00	2.65
25 tl	250 tl	5.00	3.75	2.50
30 tl	300 tl	4.50	3.40	2.25
40 tl	400 tl	4.25	3.20	2.10
50 tl	500 tl	4.00	3.00	2.00
50 tl	500 tl	3.50	2.80	1.75
100 tl	special end rate	3.00	2.25	1.50

(*) Guaranteed position rate.
 (†) ROS rates.

CORVALLIS (2 AM; 1 FM)

Benton County—Map Location E-1
 See SRDS consumer market map and data at beginning of the State.

KFLY

1954

Media Code 4 238 1670 7.00
 Radio Broadcasters, Inc., Box 950, 351-1/2 Madison, Corvallis, Ore. 97330. Phone 503-753-8633.

1. PERSONNEL

Pres. & Sta. Mgr.—James L. Hutchens.

2. REPRESENTATIVES

M. A. Sales Company, Inc.
 Washington, Oregon—Simpson & Associates Co.
 California—Bernard Howard Company.

3. FACILITIES

1,000 w.; 1240 kc. Non-directional.
 Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
 Contracts: 40a, 41, 44a, 44b, 46, 49, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60h, 60i.
 Cancellation: 70a, 70c, 71b, 72, 78a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Contemporary Network.
 Affiliated with KBS.

TIME RATES

AA-7-9 am & 4:30-6 pm.
 A-Sign-on-7 am, 9 am-4:30 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	24 tl	18 tl	12 tl	1 tl
1 min	525x	420x	300x	180x	60x
30 sec	3.74	3.91	4.14	4.31	4.54
10 sec	2.80	2.93	3.10	3.23	3.40
10 sec	1.87	1.96	2.07	2.16	2.27

CLASS A

1 min	3.25	3.55	3.80	3.75	3.95	4.35	5.00
30 sec	2.44	2.55	2.70	2.81	2.96	3.28	3.75
10 sec	1.63	1.70	1.80	1.88	1.98	2.18	2.50

ROS

1 min	2.78	2.89	3.06	3.19	3.38	3.70	4.25
30 sec	2.08	2.11	2.30	2.40	2.53	2.78	3.20
10 sec	1.38	1.45	1.53	1.60	1.68	1.85	2.13

40% between sign-on and sign-off.

KFLY-FM

1966

Media Code 4 238 1900 2.00
 Radio Broadcasters, Inc., Box K, 351 Madison St., Corvallis, Ore. 97330. Phone 503-753-8633.

1. PERSONNEL

General Manager—James L. Hutchens.
 Program Director—Cecll C. Hutchens.
 Announcer—Mark Foster.

2. REPRESENTATIVES

M. A. Sales Co., Inc.
 William L. Simpson Associates Company.

3. FACILITIES

ERP 28,000 w.; 101.5 mc.
 Operating schedule: 1-11 am daily. PST.
 Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
 Basic Rates: 20a, 21a, 22a, 23b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
 Contracts: 40a, 41, 42a, 44a, 46, 49, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60h, 60i.
 Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
 Prod. Services: 80, 82.

No tobacco advertising accepted between 6 pm-6 am.

Affiliated with American Entertainment Network.
 Affiliated with American Information Network.

TIME RATES

50% of KFLY rates. See that listing.

KLOO

1947

Subscriber to the NAB Radio Code
 Media Code 4 238 1980 4.00
 KLOO, Inc., Box 731, Corvallis, Ore. 97330. Phone 503-753-4493.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert L. Houghlum.
 Program Director—Gill Robbins.

2. REPRESENTATIVES

The Sandberg-Glenn Company.
 Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.
 Operating schedule: 6:00 am-midnight Mon thru Sat; 7:00 am-11:00 pm Sun. PST.

4. AGENCY COMMISSION

15% on time; rendered

OREGON

Enterprise—K W V R—Continued

PER WK:	PER YR:	1 min	30 sec	10 sec
5 ti	50 x	3.35	2.50	1.70
10 ti	100 x	3.20	2.40	1.80
15 ti	150 x	3.10	2.30	1.85
20 ti	200 x	3.00	2.25	1.50
25 ti	250 x	2.90	2.15	1.45
30 ti	300 x	2.80	2.10	1.40
40 ti	400 x	2.70	2.00	1.35
50 ti	500 x	2.50	1.90	1.25

*1000 x. per year 2.00 1.50 1.00
(*) ROS
(*) Guaranteed position.

8. PROGRAM TIME RATES					
	1x	25x	100x	200x	250x
1/2 hr.	15.00	14.50	14.00	13.50	13.00
1/4 hr.	10.00	9.50	9.00	8.50	7.50
5 min.	7.00	6.75	6.50	6.25	5.75

EUGENE (7 AM; 3 FM)

Lane County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provided equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KASH

1947

Media Code 4 238 2420 0.00
Radio Air Ways, Inc., Box 1600, Day Island Rd., Eugene, Ore. 97401. Phone 503-345-3357.

1. PERSONNEL
General Manager—E. L. Kincaid.
Station Manager—Rodney V. Loudon.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Oregon, Washington—Simpson & Associates Co.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1600 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8a.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 24b, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 12/1/68—Rec'd 11/15/68.
AA—Drive times.
A—All other times.

6. SPOT ANNOUNCEMENTS										
PER YR:	1x	60x	120x	180x	300x	420x	525x			
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	42 ti			
1 min.	8.05	7.00	6.35	6.05	5.80	5.45	5.25			
30 sec.	5.25	4.80	4.55	4.35	4.10	3.95				

CLASS A										
1 min.	7.00	6.00	5.55	5.25	5.05	4.75	4.55			
30 sec.	5.25	4.55	4.15	3.95	3.80	3.55	3.40			
ROB										
1 min.	5.95	5.15	4.70	4.45	4.30	4.05	3.85			
30 sec.	4.45	3.85	3.50	3.35	3.20	3.05	2.90			
15 sec.	2/3 of 1-min. 10 sec: 1/2 of 1-min.									

8. PROGRAM TIME RATES					
	1x	50x	150x	350x	500x
1/2 hr.	26.00	34.00	33.50	33.00	32.50
1/4 hr.	22.00	20.00	19.50	19.00	18.50
5 min.	14.00	12.00	11.40	10.20	9.50

KATR

1962

Subscriber to the NAB Radio Code
Media Code 4 238 2530 6.00
Radio KATR, Inc., 130 E. 13th Ave., Eugene, Ore. 97401. Phone 503-345-3338.

1. PERSONNEL
Station Manager—R. E. "Bob" Thomlinson.
Program Director—Jim Tull.
Sales Manager—G. W. Chase.

2. REPRESENTATIVES
Grant Webb & Company.
Seattle—Northern Time Sales, Inc.

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. PST.

4. AGENCY COMMISSION
15% on time only, no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22a, 28c.
Contracts: 40a, 45.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1966.
Rates received January 28, 1966.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 ti	6.58	5.04	2.60 ti	5.48 4.14
13 ti	6.48	4.94	317 ti	5.22 3.88
26 ti	6.38	4.86	500 ti	4.94 3.68
52 ti	6.30	4.78	750 ti	4.88 3.50
104 ti	6.02	4.58	1000 ti	4.30 3.22
156 ti	5.76	4.40		

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS										
PER WK:	ea	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti			
1 min.	6.30	6.01	5.76	5.48	5.22	4.94				
30 sec.	4.76	4.55	4.33	4.13	3.90	3.68				

8. PROGRAM TIME RATES

	1/4 hr	5 min	1/4 hr	5 min
1 ti	22.50	9.00	52 ti	20.25 8.10
13 ti	21.75	8.77	104 ti	19.50 7.80
26 ti	21.00	8.40	156 ti	18.75 7.50

KBMC (FM)

1965

Media Code 4 238 2640 3.00
Good Shepherd Broadcasting, Inc., 2895 Hilyard, Eugene, Ore. 97405. Phone 503-344-1300.

1. PERSONNEL
Pres. & Sta. Mgr.—Al Wheeler.
Program Director—Larry Jonas.

2. REPRESENTATIVES
West Coast—Albert Chance Company.

3. FACILITIES
ERP 3,400 w., 94.5 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4b, 4d, 5, 6b.
Rate Protection: 10c, 12c.
Basic Rates: 20b, 21a, 24b, 25a, 28b, 30.
Contracts: 40a, 41, 42a, 44a.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 71a, 72.
Prod. Services: 81, 82.

TIME RATES

ET 10/1/67—Rec'd 9/7/67.										
6. SPOT ANNOUNCEMENTS										
	1x	13x	26x	52x	104x	208x	300x	600x		
1 min	5.00	4.00	3.80	3.60	3.40	3.20	3.00	2.90		
30 sec	3.90	3.20	3.10	3.00	2.90	2.80	2.70	2.50		

KEED

1954

Subscriber to the NAB Radio Code
Media Code 4 238 2750 0.00
Century Pacific Broadcasting, Inc., Box 1450, 1245 Charnelton St., Eugene, Ore. 97401. Phone 503-344-1457.

1. PERSONNEL
President—John W. Mowbray.
Vice-President—Chris Weden.
Sec'y/Treas. & Sta. Mgr.—James H. O'Neil.

2. REPRESENTATIVES
Adam Young—Western States Radio Empire Division.
Seattle—Hugh Ferris & Associates.
Portland—Cam-Co Broadcast Media Sales.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 73a.
Member: Western States Radio Empire.

TIME RATES

ET 3/1/66—Rec'd 1/31/66.										
7. PACKAGE PLANS										
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti					
PER YR:	52x	104x	156x	260x	312x					
1 min.	7.60	7.20	6.70	6.40	6.00					
30 sec.	6.08	5.75	5.38	5.12	4.80					

8. PROGRAM TIME RATES										
PER WK:	6 ti	12 ti	18 ti	24 ti						
PER YR:	52x	104x	156x	260x						
5 min.	13.00	12.40	11.20	10.60						
1/2 hr:	3x 5-min.	1/4 hr:	2x 5-min.							

KERG

1949

Subscriber to the NAB Radio Code
Media Code 4 238 2860 7.00
Guard Publishing Co., publishers of Eugene Register-Guard, Box 506, Eugene, Ore. 97401. Phone 503-345-4304.

1. PERSONNEL
General Manager—Clifton C. Cole.

2. REPRESENTATIVES
Meeker Radio, Inc.
Portland, Seattle—Charles L. Burrow Co.
South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1280 kc.
Directional—night only.
Operating schedule: 5:00 am-midnight.

4. AGENCY COMMISSION
15% on net charges for station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 25a.
Contracts: 40a, 42, 46.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 70c, 71a.

TIME RATES

ET 9/1/67—Rec'd 8/21/67.										
6. SPOT ANNOUNCEMENTS										
	1x	26x	52x	156x	260x	312x	624x			
1 min.	9.50	8.00	7.50	7.00	6.00	5.50	5.00			
30 sec.	7.00	6.00	5.50	5.00	4.50	4.00	3.50			

7. PACKAGE PLANS										
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti			
1 min.	7.50	7.00	6.50	6.00	5.50	5.00	4.50			
30 sec.	5.50	5.00	4.50	4.00	3.75	3.50	3.00			

8. PROGRAM TIME RATES										
	1x	26x	52x	156x	260x					
1/4 hr.	38.00	27.50	25.00	22.50	20.00					
10 min.	25.00	22.50	20.00	17.50	15.00					
5 min.	17.00	15.00	12.50	10.00	7.50					

KFMY (FM)

1958

Media Code 4 238 2970 4.00
Music, Inc., 4555 Blanton Rd., Eugene, Ore. 97405.
Phone 503-343-4511.

STATION'S PROGRAMMING DESCRIPTION

KFMY (FM): Programmed for adults.
Network news at :30. Women's fashion, news, views, interviews, social, calendar, discussions, M-F 9-10 am. MUSIC: gospel songs 7-8 am, pop standards 8-9 am, classics orchestral-vocal 10 am-noon, Dixieland, swing, jazz noon-1 pm. Standards 1-3 pm & 4-6 pm, light classics 3-4 pm. Middle-of-the-road, showtunes, standards, 6-8 pm. Familiar standards 30's, 40's, 50's 8-9 pm. Music specialties 9-10 pm, modern jazz 10 pm-12M. M-F Sat gospel 7-8 am, modern jazz 8 pm-1 am. Sun hymns 7-9 am, fine arts, movie, Broadway, concert recitals 9 am-12M. No air personalities. No sports. COMMERCIAL POLICY: 6 minutes per hour. Programming emphasis: musical variety, entertainment, news. Contact Representative for further details. Rec'd 6/18/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lyle N. "Duke" Young.
Program Director—Timothy L. Young.

2. REPRESENTATIVES
John A. Potter & Company.

3. FACILITIES
ERP 3,500 w.; 97.9 mc. Stereo.
Operating schedule: 7 am-midnight. PST.
Antenna ht.—785 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with American FM Network.

TIME RATES

No. 3 ET 6/1/69—Rec'd 6/18/19.
AA—Mon thru Fri 7-9 am & 4-11 pm
A—Mon thru Fri 9 am-4 pm; Sat & Sun noon-9 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

(To be used in 12 months)										
1 MIN:	1x	26x	52x	156x	260x	520x				
AA	7.00	6.75	6.25	5.75	5.25	4.75				
A	6.00	5.75	5.25	4.75	4.25	3.75				
B	5.00	4.75	4.25	3.75	3.25					

Combinaible for frequency discount.

7. PACKAGE PLANS										
1 MIN. WKLY:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti				
AA	6.75	6.50	6.25	6.00	5.75	5.50				
A	5.75	5.50	5.25	5.00	4.75	4.50				
B	4.75	4.50	4.25	4.00	3.75	3.50				

20/30 sec: 80% of 1-min.

8. PROGRAM TIME RATES										
1 HR:	1x	26x	52x	156x	260x					
A	30	27	25	23	20					
B	27	25	23	20						
1/2 hr:	60% of hour. 1/4 hr: 40% of hour.									

9. PARTICIPATING PROGRAMS

Jazz FM—Mon thru Fri 10 pm-midnight; Fri 5-6 pm; Sat 8 pm-1 am. Add 10% a spot 1x.
Light Classics in Stereo—Mon thru Fri 3-4 pm. Add 25% A spot 1x per show.
Coffee Time with Mary Krenk—Mon thru Fri 9-9:55 am. Add 50% applicable B spot.

GRANTS PASS (2 AM)

Josephine County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KAGI

1959



Media Code 4 238 3520 6.00
KAGI, Inc., Box 148, Grants Pass, Ore. 97526.
Phone 476-4477.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. Edwin Arnold.
- REPRESENTATIVES**
Adam Young-VTM, Inc.
Northwest—Are Moore & Assoc., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 930 kc.
Directional—night only.
Operating schedule: 5:30 am-11:00 pm. PST.
- AGENCY COMMISSION**
15% on net station time and talent; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4b, 5, 5a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 18.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.
Member: Calif-Ore Radio Dup.
TV facilities: KXTV-TV, Medford, Ore.

NATIONAL AND LOCAL RATES SAME

Rates effective February 1, 1959. (Card No. 4.)
Card received February 23, 1959.

SPOT ANNOUNCEMENTS/PROGRAM RATES					
1	1/2	1/4	10	5	Ann.
1 time	hr.	hr.	hr.	min.	min.
26 times	40.00	24.00	16.00	12.80	9.60
52 times	38.00	22.80	15.20	12.16	9.12
158 times	36.00	21.60	14.40	11.52	8.64
260 times	34.00	20.40	13.60	10.88	8.16
520 times	32.00	19.20	12.80	10.24	7.68
1040 times	30.00	18.00	12.00	9.60	7.20
2000 times	—	—	—	—	6.54

- PACKAGE PLANS**
FIXED POSITION SATURATION PLANS
Per week: Each Total
5 times: 8.00 30.00 30 times: 4.50 135.00
10 times: 5.40 54.00 40 times: 4.20 168.00
20 times: 4.80 96.00 50 times: 3.60 180.00
Per month: Each Total
25 times: 5.70 75 times: 5.10
50 times: 5.40 100 times: 4.80
Run-of-schedule—80% of fixed position minute rate.
Station breaks and 20/38 seconds—80% of fixed position minute rate.
Time signals and 10 seconds—50% of fixed position minute rate.
ID's may not be combined with other broadcasting service for the purpose of establishing frequency discounts on either the ID's or the other broadcasting service.

KAJO

1957

Media Code 4 238 3630 3.00
Grants Pass Broadcasting Co., Box 230, Grants Pass, Ore. 97526. Phone 476-6608.

- PERSONNEL**
Gen'l & Com'l Mgr.—Jim Wilson.
- REPRESENTATIVES**
Washington, Oregon—Stimpson & Associates Co.
- FACILITIES**
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62a.
Cancellation: 71a, 73a.
No cigarette advertising accepted.

NATIONAL AND LOCAL RATES SAME

Rates effective November 1, 1960.
Rates received November 29, 1960.

SPOT ANNOUNCEMENTS/PROGRAM RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	42.00	30.00	18.00	11.40
13 times	39.50	26.40	15.85	9.80
25 times	32.95	23.80	14.30	8.50
52 times	31.65	21.15	12.70	8.40
104 times	26.40	16.20	9.50	7.20
812 times	23.15	14.70	8.50	6.50

GRESHAM

Multnomah County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KRDR

1956

Media Code 4 238 3740 0.00
Action Broadcasting Co., Box 82, Gresham, Ore. 97030. Phone 503-665-4143.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Grant.
Vice-Pres. & Oper. Mgr.—George DeWitz.
- REPRESENTATIVES**
John A. Potter & Company.
San Francisco—Don R. Pickens Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 4a.
Contracts: 40a.
Cancellation: 73a.

NATIONAL AND LOCAL RATES SAME

No. 3 ET—Rec'd 11/6/68.
7. PACKAGE PLANS
AA—6-9 am & 4-7 pm.
A—9 am-4 pm.

TIME RATES	
PER WK:	1 MINUTE
1 WEEK	1 WEEK
AA	14.00 13.50 13.00 12.50 12.00 11.50 11.00
A	12.00 11.50 11.00 10.50 10.00 9.50 9.00
ROS	11.00 10.50 10.00 9.50 9.00 8.50 8.00
4 WEEKS	8 WEEKS
AA	13.50 13.00 12.50 12.00 11.50 11.00 10.50
A	11.50 11.00 10.50 10.00 9.50 9.00 8.50
ROS	10.50 10.00 9.50 9.00 8.50 8.00 7.50
13 WEEKS	26 WEEKS
AA	12.50 12.00 11.50 11.00 10.50 10.00 9.50
A	10.50 10.00 9.50 9.00 8.50 8.00 7.50
ROS	9.50 9.00 8.50 8.00 7.50 7.00 6.50
52 WEEKS	PER MO:
AA	11.50 11.00 10.50 10.00 9.50 9.00 8.50
A	9.50 9.00 8.50 8.00 7.50 7.00 6.50
ROS	8.50 8.00 7.50 7.00 6.50 6.00 5.50

- AGENCY COMMISSION**
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Package discount retroactive if schedule is continuous.
- PROGRAM TIME RATES**
1 hr.: 110 1/4 hr.: 85
1/2 hr.: 65 5 min.: 15

- SPECIAL FEATURES**
NEWSCASTS
3-min at :60 & :30 spot rate plus 3.00. (D)

HERMISTON

Umatilla County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KOHU

1955

Subscriber to the NAB Radio Code
Media Code 4 238 3850 7.00
Hermiston Broadcasting Co., Box 145, Hermiston, Ore. 97838. Phone 503-567-6500.

- PERSONNEL**
Manager—Harmon Springer.
Sales Manager—Al Springer.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—The Teacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**
15/2 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 5.
Member: Western States Radio Empire, National AgRadio Groups, Inc.

NATIONAL AND LOCAL RATES SAME

No. 103 ET 5/67—Rec'd 5/5/67.

PACKAGE PLANS	
PER WK:	PER YR:
12 ti	104 x
18 ti	156 x
24 ti	260 x
30 ti	312 x

- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62a.
Cancellation: 71a, 73a.
No cigarette advertising accepted.

HILLSBORO

Washington County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KUIK

1954



Media Code 4 238 3960 4.00
Sho-N-Tel, Inc., Box 335, Hillsboro, Ore. 97123.
Phone 503-648-1360.

- PERSONNEL**
Pres. & Gen'l Mgr.—John P. Gillis.
- REPRESENTATIVES**
Northwest—The Teacher Company.
Los Angeles, San Francisco—Advertising Sales West.
- FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 29a.
Contracts: 45.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 71a, 73a.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 12/12/68.
AA—6-9 am, noon-1 pm & 3:30-6:30 pm.
A—9 am-noon & 1-3:30 pm.

SPOT ANNOUNCEMENTS	
CLASS AA	CLASS A
1 min	6.10 5.25 4.80 4.45 3.50
30 sec	5.20 4.50 3.90 3.50 2.70
CLASS AA	CLASS A
1 min	5.15 4.45 4.10 3.80 2.95
30 sec	4.40 3.80 3.30 2.95 2.30

- PACKAGE PLANS**
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti
1 min: 5.20 4.85 4.70 4.45 4.20 3.70
30 sec: 3.90 3.55 3.50 3.30 3.10 2.85
CLASS A
1 min: 4.40 4.20 4.00 3.80 3.55 3.15
30 sec: 3.30 3.10 2.95 2.80 2.65 2.40
20 sec: 60% of 1-min. 10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
1 HR: 90.00 82.00 75.00 67.50 60.00
A: 75.00 67.00 60.00 55.00 40.00
1/2 hr: 60% of 1 hr. 10 min: 30% of 1 hr.
1/4 hr: 40% of 1 hr. 5 min: 20% of 1 hr.

HOOD RIVER

Hood River County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KIHR

1950



Subscriber to the NAB Radio Code
Media Code 4 238 4070 1.00
Columbia Gorge Broadcasters, Inc., Box 360, 22nd St., Hood River, Ore. 97031. Phone 503-386-1511.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul E. Walden.
- REPRESENTATIVES**
Advertising Sales West.
Seattle, Portland—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 29b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

NATIONAL AND LOCAL RATES SAME

ET 1/1/66—Rec'd 4/7/66.

PACKAGE PLANS	
*WKLY:	1 YRLY:
1 ti	1 x
5 ti	50 x
10 ti	100 x
15 ti	150 x
20 ti	200 x
25 ti	250 x
30 ti	300 x
40 ti	400 x
50 ti	500 x

- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

OREGON

PROGRAM TIME RATES	
1/2 hr	1/4 hr
1 x	22.00 15.00 10.00
10 x	21.00 14.50 9.50
25 x	20.00 14.00 9.00
50 x	19.00 13.00 8.50
100 x	18.00 12.50 8.00
150 x	17.50 12.00 7.00
250 x	— 11.00 6.00
500 x	— — 5.00

JOHN DAY

Grant County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KJDY

1963

Subscriber to the NAB Radio Code
Media Code 4 238 4180 8.00
John Day Valley Broadcasters, Box 113, 413 N. W. Bridge St., John Day, Ore. 97845. Phone 575-1185.

- PERSONNEL**
Partners: C. H. Fisher & Ted A. Smith.
Station Manager—J. L. "Buss" Jolley.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w.; 1400 kc.
Operating schedule: 6:00 am-7:00 pm Mon thru Sat; 8:00 am-6:00 pm Sun.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 25a.
Contracts: 40a, 45.
Cancellation: 70a.
Prod. Services: 82.
Concurrent schedules on KJDY and KUMA, Pendleton, may be combined to earn most favorable frequency discount on KJDY.
50% of charge for Station Time, 40% for Talent, Program Service.

NATIONAL AND LOCAL RATES SAME

Rates effective April 1, 1965. (Card No. 2.)
Card received October 13, 1965.

SPOT ANNOUNCEMENTS	
CLASS AA	CLASS A
1 min	6.10 5.25 4.80 4.45 3.50
30 sec	5.20 4.50 3.90 3.50 2.70
CLASS AA	CLASS A
1 min	5.15 4.45 4.10 3.80 2.95
30 sec	4.40 3.80 3.30 2.95 2.30

- PACKAGE PLANS**
PER WK: 1 min 30 sec 1 min 30 sec
10 ti 3.25 2.45 25 ti 2.80 2.15
15 ti 3.00 2.30 40 ti 2.60 2.05
PER MO: 2.80 2.15 100 ti 2.45 1.95
75 ti 2.60 2.05

PROGRAM TIME RATES	
1 hr	1/2 hr
1 ti	35.00 21.50 12.00 7.00
13 ti	33.00 19.50 10.50 6.00
26 ti	31.00 18.00 9.50 5.00
52 ti	29.00 16.50 8.50 4.50
158 ti	27.00 15.00 7.50 4.00
312 ti	25.00 13.50 6.00 3.50

KLAMATH FALLS (3 AM)

Klamath County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KAGO

1923

Media Code 4 238 4290 5.00
Klamath Broadcasting Co., Box 1150, Klamath Falls, Ore. 97601. Phone 503-882-2551.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John L. Fern.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

NATIONAL AND LOCAL RATES SAME

No. 3 ET 8/1/68—Rec'd 6/26/68.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.

SPOT ANNOUNCEMENTS	
CLASS AA	CLASS A
1 min	6.10 5.25 4.80 4.45 3.50
30 sec	5.20 4.50 3.90 3.50 2.70
CLASS AA	CLASS A
1 min	5.15 4.45 4.10 3.80 2.95
30 sec	4.40 3.80 3.30 2.95 2.30

OREGON

Klamath Falls—K A G O—Continued

PER WK:	26 WEEKS	5 ti	10 ti	20 ti
1 min	8.00	7.00	6.00	6.00
30 sec	6.50	5.50	5.00	4.50

CLASS A				
PER WK:	1 WEEK	7.00	6.00	5.00
1 min	8.00	7.00	6.00	5.00
30 sec	6.50	5.50	4.50	4.00

13 WEEKS				
1 min	7.00	6.00	5.50	5.00
30 sec	6.50	5.00	4.50	4.00

26 WEEKS				
1 min	6.00	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES									
1x 13x 26x 52x 104x 156x 260x 312x	1/2 hr.	33.00	32.25	31.50	30.75	30.00	29.25	28.50	27.75
	1/4 hr.	23.00	22.25	21.50	20.75	20.00	19.25	18.50	17.75
	5 min.	14.50	14.00	13.50	13.00	12.50	12.00	11.50	11.00

10. SPECIAL FEATURES
5-min newscasts—1-1/2 x applicable 1-min.

KFLW

1946

Media Code 4 238 4400 0.00
Radio Klamath Falls, Box 1450, Klamath Falls, Ore. 97601. Phone 503-882-4656.

1. PERSONNEL
Owner & Manager—Dave Snow.

2. REPRESENTATIVES
Burn-Smith Company, Inc. Seattle, Portland—Simpson & Associates Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 6 am-midnight, PST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 8. Contracts: 40a.

Affiliated with CBS.

Member: CBS Radio Pacific Network, Western States Radio Empire.

TIME RATES

ET 9/1/66—Rec'd 1/31/66.

6. SPOT ANNOUNCEMENTS

PER YR. EA:	52x	104x	156x	260x	312x
PER WK. EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.70	5.40	5.10	4.80
30 sec	4.80	4.56	4.32	4.08	3.84

8. PROGRAM TIME RATES

PER YR. EA:	52x	104x	156x	260x	312x
PER WK. EA:	6 ti	12 ti	18 ti	24 ti	30 ti
5 min	12.00	11.40	10.80	10.20	9.60
1/2 hr—3x 5-min.	1/4 hr—2x 5-min.				

KLAD

1955

Media Code 4 238 4510 6.00
Radio K-Lad, Box 960, Midland, Rd., Klamath Falls, Ore. 97601. Phone 503-884-7794.

1. PERSONNEL
Owner & Mgr.—Orden Knapp.

2. REPRESENTATIVES
The Mesker Company, Inc. Seattle, Portland—Charles L. Burrow Company.

3. FACILITIES
5,000 w. days; 960 kc. Non-directional.

Operating schedule: 5:00 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.

Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26.

Contracts: 40a, 41, 42b, 44a, 46, 48, 49, 51a.

Comb.; Cont. Discounts: 60b, 61c, 62d.

Cancellation: 70b, 70d, 71a, 73a.

Prod. Services: 82.

Affiliated with American Information Network.

TIME RATES

Rates effective April 1, 1958. (Card No. 3.)

Card received April 14, 1958.

Rev. card received June 13, 1963.

6. SPOT ANNOUNCEMENTS

FIXED POSITION				
1 ti	1 min	30 sec	20 sec	10 sec
13 ti	8.00	6.25	5.75	4.80
52 ti	7.75	6.00	5.50	4.40
26 ti	7.50	5.75	5.25	4.20
13 ti	7.25	5.50	5.00	4.00
104 ti	7.00	5.25	4.75	3.80
156 ti	6.75	5.00	4.50	3.60
260 ti	6.50	4.75	4.25	3.40
312 ti	6.25	4.50	4.00	3.20

7. PACKAGE PLANS

ROS SATURATION SCHEDULE PLAN				
—1 min—		—30 sec—		
PER WK:	ea	tot	ea	tot
5 ti	7.25	36.25	5.50	27.50
10 ti	7.00	70.00	5.30	53.00
15 ti	6.75	101.25	5.10	76.50
20 ti	6.50	130.00	4.90	98.00
25 ti	6.25	156.25	4.70	117.50
30 ti	6.00	180.00	4.50	135.00
40 ti	5.50	220.00	4.15	166.00
50 ti	5.00	250.00	3.75	187.50
75 ti	4.50	337.50	3.40	255.00
100 ti	4.00	400.00	3.00	300.00

5 ti
 5.00 | 25.00 | 4.00 | 20.00 |

10 ti
 4.75 | 47.50 | 3.80 | 38.00 |

15 ti
 4.50 | 67.50 | 3.60 | 54.00 |

20 ti
 4.25 | 85.00 | 3.40 | 68.00 |

25 ti
 4.00 | 100.00 | 3.20 | 80.00 |

30 ti
 3.85 | 109.50 | 3.00 | 90.00 |

40 ti
 3.50 | 140.00 | 2.75 | 110.00 |

50 ti
 3.00 | 150.00 | 2.50 | 125.00 |

75 ti
 2.75 | 206.25 | 2.25 | 168.75 |

100 ti
 2.50 | 250.00 | 2.00 | 200.00 |

PER MO:	—1 min—	—30 sec—		
PER WK:	ea	tot		
25 ti	6.50	162.50	4.90	122.50
50 ti	6.00	300.00	4.50	225.00
75 ti	5.50	412.50	4.15	311.25
100 ti	5.00	500.00	3.75	375.00

20 sec—				
PER WK:	10 sec—	10 sec—	10 sec—	10 sec—
25 ti	3.90	97.50	3.25	81.25
50 ti	3.60	180.00	3.00	150.00
75 ti	3.30	247.50	2.75	206.25
100 ti	3.00	300.00	2.50	250.00

8. PROGRAM TIME RATES

1 ti	55.00	35.00	20.00	15.00	12.00
13 ti	53.00	33.00	19.00	14.25	11.50
26 ti	51.00	31.00	18.00	13.50	11.00
52 ti	49.00	29.00	17.00	12.75	10.50
104 ti	47.00	27.00	16.00	12.00	10.00
156 ti	45.00	25.00	15.00	11.25	9.50
260 ti	43.00	23.00	14.00	10.50	9.00
312 ti	40.00	21.00	13.00	9.75	8.50

LA GRANDE

Union County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KLBM

1938



Subscriber to the NAB Radio Code
Media Code 4 238 4620 5.00

Inland Radio, Inc., Box 907, Hotel Sacajawes, La Grande, Ore. 97850. Woodland 3-4121.

1. PERSONNEL
Manager—Ken Lillard.

2. REPRESENTATIVES
The Sandberg-Glenn Company, Oregon, Washington—Art Moore & Assoc., Inc. Chicago & New York—Burn-Smith Company, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 6:00 am-10:30 pm Mon thru Sat; 8:00 am-9:00 pm Sun. PST.

4. AGENCY COMMISSION
15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.

Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 42b, 44a, 45, 46, 47a, 49, 51a.

Comb.; Cont. Discounts: 60b, 61a, 62b, 62d.

Cancellation: 71a, 72, 73b.

Prod. Services: 81, 82.

TIME RATES

ET 12/1/67—Rec'd 1/8/68.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec	
PER WK:	3.75	3.15	2.50	
5 ti	50 x	3.70	2.90	2.25
13 ti	100 x	3.50	2.70	2.15
15 ti	150 x	3.30	2.50	2.00
20 ti	200 x	3.10	2.40	1.85
25 ti	250 x	2.90	2.30	1.75
30 ti	300 x	2.75	2.25	1.65
40 ti	400 x	2.65	2.20	1.60
50 ti	500 x	2.55	2.15	1.55
*Special End Rate: 1000 x		2.30	2.00	1.40

(*) ROS.

(†) Guaranteed Position rate.

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	5 min
13 x	21.00	14.00	7.00
26 x	19.55	12.75	6.50
52 x	18.75	12.25	6.00
104 x	17.25	10.75	5.75
156 x	16.95	9.50	5.50
260 x	16.40	8.25	5.25
312 x	15.00	7.75	5.00
			4.85

LAKEVIEW

Lake County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KQIK

1956

Media Code 4 238 4730 0.00

Pacific Northwest Radio, Inc., Box 311, Lakeview, Ore. 97830. Phone Whitehall 7-2164.

1. PERSONNEL
Owner & Gen'l Mgr.—E. L. McKinney.

2. REPRESENTATIVES
Seattle, Portland—Charles L. Burrow Company. Advertising Sales West.

3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.

Operating schedule: 6:30 am-7:00 pm weekdays; 9:00 am-5:00 pm Sun. PST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10g, 14g.

Basic Rates: 21b, 24c, 25a, 28c, 30.

Contracts: 40a, 44b, 45, 46, 51b.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62b.

Cancellation: 70a, 70c, 71b, 73a.

Prod. Services: 82.

Affiliated with KBS and NAB Radio Networks.

TIME RATES

Rates effective July 1, 1963.

Rates received July 1, 1963.

6. SPOT ANNOUNCEMENTS

1 ti	1 min	30 sec	1 min	30 sec
13 ti	4.50	3.50	3.00	2.50
26 ti	4.25	3.25	2.50	2.00
	3.75	3.00		

7. PACKAGE PLANS

—1 min—					—30 sec—				
PER WK:		ca	tot	ca	tot	ca	tot	ca	tot
5 ti	10 ti	4.50	4.50	3.50	3.50	3.50	3.50	3.50	3.50
15 ti	20 ti	4.25	42.50	3.25	32.50	3.00	30.00	2.75	27.50
25 ti	30 ti	4.00	60.00	3.00	45.00	2.75	27.50	2.50	25.00
41 ti	50 ti	3.50	140.00	2.50	100.00	2.25	90.00	2.00	80.00
50 ti	75 ti	3.00	150.00	2.25	112.50				

8. PROGRAM TIME RATES

KBOY-FM



1958
Media Code 4 238 5061 9.00
KBOY Broadcasters, Inc., Box 730, Medford, Ore., 97501. Phone 503-779-2244.

- PERSONNEL**
Vice-Pres. & Sta. Mgr.—Randy Archer.
Program Director—Ron Norwood.
- REPRESENTATIVES**
Eastern—M. A. Sales Company, Inc.
Los Angeles—San Francisco—Pacific Broadcast Sales.
Portland, Seattle—William L. Simpson & Associates Co.
- FACILITIES**
ERP 800 w.; 95.3 mc.
Operating schedule: 6 am-1 am PST DST.
Antenna ht.: 325 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations See KBOY listing for coded regulations. Sold in combination with KBOY. See that listing for rates.

KMED



NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 238 5170 8.00
Radio Medford, Inc., Box 10, Ross Lane, Medford, Ore. 97501. Phone 503-773-7373. TWX 503-779-2044.

STATION'S PROGRAMMING DESCRIPTION
KMED: Programmed for adults. News and news-type feature blocks 6:40-9:10 am, noon-1:10 pm & 5-8:05 pm. NEWS: 5 min network and 5 min local on hour, 5 min feature on half hour. Middle-of-the-road music until 8:05 pm. 8:05 pm-12M showtimes, light classic and standards. 3 man news department, 2 mobile units. SPORTS: high school football and basketball, college football, 2 sportscasters. Contact Representative for further details. Rec'd 7/13/67.

- PERSONNEL**
General Manager—Ray Johnson.
Commercial Manager—Ted Thompson.
National Sales Manager—Art Chipman.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Portland, Seattle—Charles L. Burrow Company.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1440 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. PST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 60c, 61c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
Affiliated with NBC Radio Network.

TIME RATES

No. 12 Rev 1/1/65—Rec'd 2/28/68.

- SPOT ANNOUNCEMENTS**
*1 min..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00 6.50
30 sec..... 7.50 7.15 6.75 6.40 6.00 5.65 5.25 4.90
(*) Or less.
 - PACKAGE PLANS**
AA—6-9 am, noon-1 pm & 4-6 pm.
A—All other times.
- | PER WK: | 1 min | 30 sec | 10 sec | 1 min | 30 sec | 10 sec |
|---------|-------|--------|--------|-------|--------|--------|
| 10 ti | 9.35 | 6.70 | 4.70 | 8.50 | 6.35 | 4.25 |
| 15 ti | 8.25 | 6.20 | 4.10 | 7.50 | 5.60 | 3.75 |
| 20 ti | 7.15 | 5.35 | 3.60 | 6.50 | 4.85 | 3.25 |
| 25 ti | 6.60 | 4.95 | 3.30 | 6.00 | 4.50 | 3.00 |
| 30 ti | 6.00 | 4.50 | 3.00 | 5.50 | 4.10 | 2.75 |
| 40 ti | 5.50 | 4.10 | 2.75 | 5.00 | 3.75 | 2.50 |
| 50 ti | 5.00 | 3.70 | 2.50 | 4.50 | 3.35 | 2.25 |
| 100 ti | 4.40 | 3.30 | 2.20 | 4.00 | 3.00 | 2.00 |
- (*) Subject to availability. Can be combined with ROS to earn maximum discounts.
(**) ROS.
- PROGRAM TIME RATES**
- | 1 x | 5 hr | 1/2 hr | 1/4 hr | 5 min |
|-------|-------|--------|--------|-------|
| 13 x | 70.00 | 40.00 | 25.00 | 12.50 |
| 26 x | 65.00 | 38.00 | 23.75 | 11.85 |
| 26 x | 65.00 | 36.00 | 22.50 | 11.25 |
| 52 x | 59.00 | 34.00 | 21.25 | 10.65 |
| 78 x | 56.00 | 32.00 | 20.00 | 10.00 |
| 156 x | 52.50 | 30.00 | 18.75 | 9.40 |
| 260 x | 49.00 | 28.00 | 17.50 | 8.75 |
| 312 x | 45.50 | 26.00 | 16.25 | 8.15 |
- 10 min: 75% of 1/4 hr.
Program charges—25% net station time.
- SPECIAL FEATURES**
News Service—25% net station time.

KSHA

1952

Subscriber to the NAB Radio Code
Media Code 4 238 5280 5.00
Medford Broadcasters, 27 W. Main, Medford, Ore. 97501. Phone 503-772-8600.

- PERSONNEL**
Station Manager—Michael M. Lochrie.
General Manager—B. E. Thomlinson.
Program Director—Ron Lloyd.
- REPRESENTATIVES**
New York—Chicago—San Francisco—Los Angeles—Grant Webb & Company.
- FACILITIES**
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25, 28c, 29a, 30.
Contracts: 40a, 42d, 44a, 45, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 60i, 60j, 61b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1966.
Rates received January 28, 1966.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 ti..... 5.47 4.20 260 ti..... 4.57 3.45
13 ti..... 5.40 4.12 312 ti..... 4.35 3.22
26 ti..... 5.32 4.05 500 ti..... 4.12 3.07
52 ti..... 5.25 3.97 750 ti..... 3.90 2.92
104 ti..... 5.02 3.82 1000 ti..... 3.67 2.77
156 ti..... 4.80 3.67
10 seconds—50% of 1-minute rate.
- PACKAGE PLANS**
WEEKLY PACKAGE PLANS
PER WK: 1 min 30 sec 1 min 30 sec
10 ti..... 5.25 3.97 25 ti..... 4.57 3.43
15 ti..... 5.01 3.79 30 ti..... 4.35 3.25
20 ti..... 4.80 3.61 35 ti..... 4.12 3.07
10 seconds—50% of 1-minute rate.
- PROGRAM TIME RATES**
1/4 hr 5 min 1/4 hr 5 min
1 ti..... 22.50 9.00 52 ti..... 20.25 8.10
13 ti..... 21.75 8.77 104 ti..... 19.50 7.80
26 ti..... 21.00 8.40 156 ti..... 18.75 7.50

KWIN

ASHLAND

City of license, Ashland, Ore.
Considered by CBS Radio Network as their Medford-Ashland outlet.
See listing under Ashland, Ore.

KYJC

1947

Subscriber to the NAB Radio Code
Media Code 4 238 5390 2.00
Medford Printing Co., publisher of Medford Mail Tribune, Box 1352, Barnet Rd., Medford, Ore. 97501. Phone 503-779-3131.

- PERSONNEL**
General Manager—Pat McCoy.
- REPRESENTATIVES**
Savall/Gates, Inc.
San Francisco—Radio Time Sales/International.
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6:00 am-midnight daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a 61b.
Cancellation: 73a.
Affiliated with American Information Network.

TIME RATES

ET 10/1/65—Rec'd 6/6/66.

- SPOT ANNOUNCEMENTS**
*1 x..... 7.00 5.80 5.60
*PER WK: *PER YR:
5 ti..... 6.00 4.80 3.00
10 ti..... 5.40 4.30 2.70
15 ti..... 5.10 4.10 2.65
20 ti..... 4.80 3.95 2.40
25 ti..... 4.65 3.70 2.30
30 ti..... 4.50 3.60 2.25
40 ti..... 4.20 3.35 2.10
50 ti..... 3.60 2.90 1.80
Special End Rate:
*1000 x 70%..... 3.00 2.40 1.50
(*) Guaranteed Position
(†) Run-of-schedule
- PROGRAM TIME RATES**
1 x..... 1 hr 1/2 hr 1/4 hr 10 min 5 min
10 x..... 50 25 16 13 10

NEWPORT

Lincoln County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KNPT

1948

Subscriber to the NAB Radio Code
Media Code 4 238 5500 6.00

Yaquina Radio, Inc., Box 1428, 1940 N. Coast Hwy., Newport, Ore. 97365. Phone 503-265-2266.
STATION'S PROGRAMMING DESCRIPTION
KNPT: Programmed for general interest.
NEWS: 6 min on hour, 15 min at 7:15 am, 30 min at noon & 6 pm. General popular music: 6:30-10 pm current hits. Emphasis on community affairs with information on freighters arriving and departing, beach and recreation information, fishing information, fish plant work schedules, logging, fire weather, community activities, 5 on-air personalities, plus news director. SPORTS: high school sports, World Series, Indianapolis 500, college football, championship boxing. Sun: news 5 min on hour, 15 min 6 am, noon, 6 pm. General popular music. RELIGIOUS: 9:30 am-noon. Sport scores and results. Same community affairs involvement, as on weekdays. Contact Representative for further details. Rec'd 7/17/67.

- PERSONNEL**
President—Tom Becker.
General Manager—Ron Phillips.
Sales Manager—Larry Holloran.
- REPRESENTATIVES**
New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Company/JALCO.
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 6 am-10 pm daily. PST.
Prod. Services: 82.
Affiliated with KBS.
Sold in combination with KBCH, Lincoln City. 25 spots on each station earn 50% rate on each.

TIME RATES

ET 10/1/65—Rec'd 6/28/68.

- SPOT ANNOUNCEMENTS**
*1 x..... 5.50 4.10 2.75
*PER WK: *PER YR:
5 ti..... 5.00 3.75 2.50
10 ti..... 4.75 3.50 2.40
15 ti..... 4.50 3.40 2.25
20 ti..... 4.00 3.00 2.00
25 ti..... 3.75 2.80 1.90
30 ti..... 3.50 2.60 1.75
40 ti..... 3.25 2.45 1.60
50 ti..... 3.00 2.25 1.50
*Special End Rate:
1000 x..... 2.50 1.85 1.25
(*) Guaranteed position.
(†) ROS.
- PROGRAM TIME RATES**
1 x..... 1/2 hr 1/4 hr 5 min
25.00 15.00 8.00
10 x..... 24.00 14.50 7.75
25 x..... 23.00 14.00 7.50
50 x..... 21.00 13.00 7.00
100 x..... 18.00 12.50 6.50
150 x..... 17.00 12.00 6.25
200 x..... 16.00 11.00 6.00
500 x..... 5.00
1000 x..... 4.50

NORTH BEND

Coos County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

See Coos Bay-North Bend

ONTARIO

Malheur County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KSRV

1946

Subscriber to the NAB Radio Code
Media Code 4 238 5720 0.00
Inland Radio, Inc., Box 129, Ontario, Ore. 97014. Phone 503-889-8651.

STATION'S PROGRAMMING DESCRIPTION
KSRV: Programmed for adult audience with interests which vary from sports and news to musical and discussion programs.
AIR PERSONALITIES handle all segments. 6-8 am devoted primarily to news and information with emphasis on farm and local coverage. Balance of day devoted to popular music and personality programming with emphasis throughout on local news coverage. 2 man and 2 mobile units provide news coverage. SPORTSCASTS: 7-7:45 am, 12-12:45 pm, 6:40 pm & 6-8:15 pm. Coverage, play-by-play on all local high school and college football, basketball, and baseball. Contact Representative for further details. Rec'd 8/7/67.

OREGON

- PERSONNEL**
Manager—J. Robert Humphreys.
Commercial Manager—Roy Probasco.
- REPRESENTATIVES**
The Sandberg-Glen Company,
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 5:00 am-11:00 pm. MST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 25a, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

- TIME RATES**
ET 9/1/67—Rec'd 8/21/67.
- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
*1 x..... 5.00 4.00 3.00
*PER WK: *PER YR:
5 ti..... 4.75 3.80 2.85
10 ti..... 4.50 3.60 2.70
15 ti..... 4.25 3.40 2.55
20 ti..... 4.00 3.20 2.40
25 ti..... 3.80 3.00 2.30
30 ti..... 3.70 2.95 2.20
40 ti..... 3.60 2.90 2.15
50 ti..... 3.50 2.80 2.10
*SPECIAL END RATE:
*1000 x 70%..... 3.00 2.40 1.80
(*) Run of schedule.
(†) Guaranteed position.
 - PROGRAM TIME RATES**
1/2 hr..... 30.00 25.00 21.00 17.00 15.00 14.00 13.00
1/4 hr..... 20.00 16.00 12.50 10.00 9.00 8.50 8.00
5 min..... 14.00 11.00 8.50 6.50 6.00 5.50 5.00

OREGON CITY

Clatsop County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

See Portland

(including Oregon City, Vancouver, Wash.)

PENDLETON (2 AM)

Umatilla County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KTIX

1941

- Subscriber to the NAB Radio Code
Media Code 4 238 5830 7.00
Roderick Sound, Inc., Box 578, S.W. 6th St., Pendleton, Ore. 97801. Phone 503-276-1311.
- PERSONNEL**
General Manager—David N. Capps.
 - REPRESENTATIVES**
Adam Young Radio, Inc.
Seattle, Portland—Charles L. Burrow Company.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. PST.
 - AGENCY COMMISSION**
15%; time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a.
Rate Protection: 12x, 14g.
Basic Rates: 20a, 25a, 28a.
Contracts: 40a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73a.
Member: Western States Radio Empire.

TIME RATES

- ET 10/7/68.
- PACKAGE PLANS**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
PER YR: 52x 104x 156x 208x 312x
1 min..... 4.75 4.50 4.25 4.00 3.75
30 sec..... 4.00 3.70 3.60 3.30 3.00
 - PROGRAM TIME RATES**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
PER YR: 52x 104x 156x 208x 312x
5 min..... 9.25 8.75 8.25 7.75 7.00
1/4 hr: 2x 5-min. 1/2 hr: 3x 5-min.

KUMA

1953

- Subscriber to the NAB Radio Code
Media Code 4 238 5940 4.00
Pendleton Broadcasting Co., Box 278, 1815 S. W. Emigrant, Pendleton, Ore. 97801. Phone 503-276-1511.
- PERSONNEL**
President—C. O. Fisher.
Vice-Pres. & Gen'l Mgr.—Ted A. Smith.
(This listing continued on next page)

OREGON

Pendleton—KUMA—Continued

- 2. REPRESENTATIVES**
Alan Torbat Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
- 3. FACILITIES**
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. PST.
- 4. AGENCY COMMISSION**
15% on station time charges. No cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 25a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.
Prod. Services: 82.
Affiliated with American Information Network.
The following rates include station time 60%; services 40%.
Member: Fisher Station Network.

TIME RATES

ET 3/15/68—Rec'd 5/6/68.

7. PACKAGE PLANS

WKLY: YRLY:	1 min	30 sec	10 sec
1 ti	8.00	4.50	8.00
5 ti	5.50	4.15	2.75
10 ti	5.25	4.00	2.60
15 ti	5.00	3.75	2.50
20 ti	4.75	3.55	2.40
25 ti	4.50	3.40	2.25
30 ti	4.25	3.20	2.10
40 ti	4.00	3.00	2.00
50 ti	3.75	2.80	1.90
1000 x	3.50	2.65	1.75

8. PROGRAM TIME RATES

1/2 hr.	1 hr.	10x	25x	50x	100x	150x
36.00	25.00	34.00	24.00	33.00	32.00	30.00
28.00	20.00	24.00	23.00	22.00	20.00	19.00

5 MINUTES

1 x	10 x	100 x
13.00	12.75	15.00
11.00	12.50	25.00
10.50	12.00	500 x
10.00		

PORTLAND (14 AM; 9 FM)

(including Oregon City, Vancouver, Wash.)
Portland, Multnomah Co., Ore.—Map Location D-2
Oregon City, Clackamas Co., Ore.—Map Location D-2
Vancouver, Clark County, Wash.—Map Location B-4
See SKDS consumer market map and data at beginning of this issue.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KEX

1926
PORTLAND



MAJOR MARKET RADIO, INC.



Subscriber to the NAB Radio Code
Media Code 4 238 6050 1.00
Golden West Broadcasters, Inc., 2130 S. W. Fifth Ave., Portland, Ore. 97201. Phone 503-222-1881. TWX 503-224-1722.

STATION'S PROGRAMMING DESCRIPTION
KEX: Programmed for young adults.
6 air personalities. 5 min news on hour, headlines on half hour. 6 newsmen and promotion director.
MUSIC 90%: half albums and half singles, featuring current selling general popular music and standards. NEWS 10%: emphasizes local coverage with UPI audio national and international. Stringer service from other company owned stations. Extended newscasts at 7 am, noon, & 6 pm. Traffic air watch. Occasional editorial. Daily news features. SPORTS: pro baseball, university football and basketball, high school football. 3 sports shows daily. 8:05 am, 4:30 pm & 5:05 pm. COMMERCIAL POLICY: 15 minutes maximum. Contact Representative for further details. Rec'd 10/28/68.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Fulton Wilkins.
General Sales Manager—Richard Kale.
Program Director—Hal Raymond.

- 2. REPRESENTATIVES**
Major Market Radio, Inc.
- 3. FACILITIES**
50,000 w.; 1190 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily except sign-off 2:00 am Sun to sign-on 8:00 am Sun. PST.
- 4. AGENCY COMMISSION**
15% on net station time. No cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KMPC and KTLA-TV, Los Angeles, Calif.; KSFO, San Francisco, Calif.; and KVI, Seattle, Wash.
All product and/or services and advertising continuity thereof are subject to acceptance before broadcast.

TIME RATES

No. 3 ET 1/1/67—Rec'd 12/27/66.

Keep Time—Mon thru Fri 6-9:30 am.
Commute Club—Mon thru Fri 4-7 pm.
A—Mon thru Fri 9:30 am-4 pm.
B—Mon thru Fri 7 pm-midnight; Sat 6 am thru Sun midnight; Mon thru Sat 5-8 am.
C—Daily midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	156x	512x	520x	780x	1040x
Keep Time	45	40	37	33	31	28	26
Commute							
Club	35	30	27	25	23	20	17
A	30	28	25	23	21	18	16
B	25	20	17	16	13	12	11

30 SEC:
Keep Time—33 30 27 23 22 21 19
Commute
Club—27 24 21 18 17 15 13
A—21 20 18 16 15 13 11
B—18 15 13 11 10 9 8

10 sec (as available): 50% of earned 1-min rate.
All spots, with exception of Class C, may be combined for discount purposes.

7. PACKAGE PLANS

1 MINUTE

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30+
Keep Time	34	22	30	28	—	—
Commute Club	26	24	22	20	18	—
A	25	23	21	19	17	16
B	18	17	15	13	12	11

30 SECONDS

Keep Time	19	18	16	15	13	—
Commute Club	19	18	16	15	13	—
A	18	17	15	14	12	11
B	14	13	11	10	9	8

10. SPECIAL FEATURES

5-MINUTE HOURLY NEWSCASTS

1 x	5 x	10 x	15 x	20 x	25 x	30 x
52	48	38	34	28	26	22
156	40	33	30	22	21	18
280	38	30	28	21	20	17
312	36	28	26	19	18	15
520	33	26	24	17	16	13
780	30	23	22	16	15	12
1040	29	21	20	15	14	11

(*) Mon thru Fri 6:05-9:30 am.
(†) Mon thru Fri 4:7-7:05 pm.
(††) Class A includes 6 am news.
2 MINUTES ON THE HALF-HOUR

1 x	5 x	10 x	15 x	20 x	25 x	30 x
46	36	32	26	22	20	17
156	41	33	30	22	21	18
280	38	31	28	19	18	15
312	36	29	26	18	17	14
520	32	25	22	15	14	11
780	29	22	20	14	13	10
1040	27	19	18	13	12	9

(*) Mon thru Fri 6:05-9:05 am.
(†) Mon thru Fri 4:7-7:05 pm.
All Newscasts may be combined for discount purposes.
Charges include cost of 5 for each Newscast of 5-minutes or less and 10 for each 10-minute or longer Newscast for facilities and editing.

KGAR

1953
VANCOUVER, WASHINGTON

Media Code 4 238 5160 8.00
KGAR, 949 S. W. Oak St., Portland, Ore. 97205.
Phone 503-227-1284.
STATION'S PROGRAMMING DESCRIPTION
KGAR: Programmed for young adults and teens 15-35 years of age.
MUSIC 80%: all from weekly top 100 hits, half regular rock, half rhythm and blues. 7 air personalities. 4 white, 3 negro. NEWS: 5 min local news at :50, 5 min network news at :25 hourly. Contact Representative for further details. Rec'd 5/26/69.

- 1. PERSONNEL**
President—Gordon A. Rogers.
General Manager—Gordon A. Rogers, Jr.
General Sales Manager—R. T. Fletcher.
- 2. REPRESENTATIVES**
Pro Time Sales Inc.
- 3. FACILITIES**
1,000 w.; 1550 kc. Non-directional.
Operating schedule: Daytime.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22b, 24b, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61b, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 2 ET 7/1/67—Rec'd 6/5/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x	17	15	104 x
13 x	16	14	166 x
26 x	15	13	280 x
39 x	14	12	312 x
52 x	13	11	365 x

7. PACKAGE PLANS

ROS PACKAGES

YEARLY:	240x	300x	350x	400x
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
15 sec	6.00	5.00	4.00	3.00
MONTHLY:	20 ti	50 ti	80 ti	100 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
15 sec	6.00	5.00	4.00	3.00
WEEKLY:	1 min	5 ti	12 ti	24 ti
30 sec	4.00	8.00	7.00	6.00
15 sec	3.00	7.00	6.00	5.00
DAILY:	1 min	4 ti	6 ti	10 ti
30 sec	3.00	8.00	7.00	6.00
15 sec	2.00	6.00	5.00	4.00

5-MINUTE PROGRAMS

Monthly	25 ti	50 ti	100 ti	150 ti
15.00	12.50	11.50	11.00	10.50
Weekly	6 ti	12 ti	24 ti	36 ti
13.50	13.00	12.50	11.50	

8. PROGRAM TIME RATES

1 x	5 x	10 x	15 x	20 x	25 x	30 x	35 x	40 x	45 x	50 x	55 x	60 x
85	36	104	36	46	27	24	22	20	18	16	14	12
59	34	156	34	42	24	22	20	18	16	14	12	11
58	32	260	32	37	22	20	18	16	14	12	11	10
53	31	312	31	33	19	18	16	14	12	11	10	9
51	29	365	29	30	18	17	15	14	12	11	10	9

Spots and programs may not be combined for frequency discounts.

10. SPECIAL FEATURES
1 min and 30 sec spots within newscasts at 5:30 & 5:30 on hr—applicable ROS 240x yearly rate.
Time signals, weather reports—take 1 minute yearly rate. Specified time spots available at 60% premium over earned rate.

KGW

1922
PORTLAND

BLAIR RADIO



Subscriber to the NAB Radio Code.

Media Code 4 238 6270 5.00
King Broadcasting Co., KGW Broadcast Center 1501 S. W. Jefferson St., Portland, Ore. 97201. Phone 503-224-8820. Telefax: FKC.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ancl H. Payne.
General Sales Manager—Peter G. Hight.
Station Manager—Jim D. Klime.
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
5,000 w.; 820 kc.
Directional—same pattern, all hours.
Operating schedule: 5:30-1 am. PST.

- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 29a.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b.
Cancellation: 70a, 70c, 71, 73b.
FM facilities: KINK (FM).
Affiliated with NBC and Blair Represented Network.
In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 13 weeks from the effective date of such revision.
Multi brands may be combined for frequency discount purposes.
Rates include station production services as available. station transcriptions, libraries and records. Rates also include news service and editing charges in the purchase of newscasts. Total package commissionable to recognized agencies.

TIME RATES
ET 8/1/67—Rec'd 7/21/67.

AA—Mon thru Fri 6-9 am & 4-7 pm.
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 5:30-8 am & after 7 pm.

6. SPOT ANNOUNCEMENTS

WKLY:	SECTION I			SECTION II		
	1 min	20/30	1 min	20/30	1 min	20/30
Spec pos	25	18	20	15	15	12
1 ti	20	16	18	14	14	11
6 ti	19	15	16	13	12	10
12 ti	18	14	15	12	11	9
18 ti	17	13	14	11	10	8
24 ti	16	12	13	10	9	7
30 ti	15	11	12	9	8	6
36 ti	14	10	11	8	7	5

SECTION II (Subject to preemption)

1 ti	6+	1 ti	6+	1 ti	6+
17	13	15	12	13	11
16	12	14	11	12	10
14	11	12	10	11	9
13	10	11	9	10	8
12	9	10	8	9	7
11	8	9	7	8	6
10	7	8	6	7	5

10 sec: 60% of 1-min.
Minutes, 30 and 10 seconds may be combined for maximum frequency.
Sections I and II may be combined for maximum frequency.

- 9. PARTICIPATING PROGRAMS**
The Fenwick Show—Mon thru Fri 9 pm-1 am.
5 1/2 min spots per wk (1 per night), as..... 15
Fenwick contracts provide category exclusivity for their duration. All Fenwick spots staggered over full 4 hour period.
Fenwick spots may be combined with other spots to earn frequency discounts on the other spots.

10. SPECIAL FEATURES

NEWS

WKLY:	SECTION I			SECTION II		
	1 ti	6+	1 ti	6+	1 ti	6+
5 min news	27.50	25.00	22.00	20.00	19.00	17.00
Headlines	22.00	20.00	20.00	18.00	17.00	15.00

SECTION II

5 min news	20	18	16	14	14
Headlines	18	16	14	14	12.50

Section I spots and news subject to rebate of 8% upon completion of 52 weeks consecutive broadcasting. The 8% rebate applies only to net figures after agency commission.
Section I and II may be combined for maximum frequency.

KINK (FM)

1968



Media Code 4 238 6300 0.00
King Broadcasting Co., 1501 S. W. Jefferson St., Portland, Ore. 97201. Phone 503-224-8620. TWX 810-46-6150.
STATION'S PROGRAMMING DESCRIPTION
KINK (FM): Programmed for young adults and teens.
MUSIC: 95% current hits and rock. Directed at 18-30 age group, including teenagers, college students, young adults and young attitude listeners. NEWS: 2 min at :45 and :15. Contact Representative for further details. Rec'd 12/23/68.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ancl H. Payne.
Station Manager—John C. David.
Production Manager—Jeff Douglas.
- 2. REPRESENTATIVES**
The Progressive Rock Media Company.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 6-1:30 am daily. PST.
Antenna ht.: 1,811 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 1

Portland—KISN—Continued

1-MINUTE ROTATING PLAN PACKAGES				
PER WK:	35	24	18	12
AA	33.00	34.00	35.00	36.00
A	31.00	32.00	33.00	34.00
B	15.00	15.50	16.00	16.50

TAP spots do not contribute toward frequency of Rotating Plan spots.
 .30 sec or less: 75% of 1-min.
 10 sec or less: 50% of 1-min.

10. SPECIAL FEATURES

5 MINUTE NEWS				
AA	5x	5x	5x	5x
A	4x	4x	4x	4x
B	3x	2x	2x	2x
10 MINUTE NEWS				
AA	6x	6x	5x	5x

KJIB (FM)

1968
 Media Code 4 238 6435 4.00
 Contemporary FM, Inc., 809 S. W. 4th Ave., Suite 516, Portland, Ore. 97204. Phone 503-224-1995.

STATION'S PROGRAMMING DESCRIPTION
 KJIB (FM) is programmed for adults.
 6 am-6 pm M-F middle-of-the-road music. 65% instrumental. 35% vocal, with excursions into jazz, folk and comedy. Hourly news, weather and sports from UPI. 8-8 pm M-F middle-of-the-road music. 80% instrumental. 20% vocal. 8-10 pm M-F music format same as 8 am-6 pm, plus sound effects, discussion of technical topics. 10 pm-12M. M-F concert music. Sat-Sun. same as weekday 6 am-6 pm format. 6 am-12M. Rec'd 7/31/69.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Bernard D. Seitz.
 Sales Manager—Bill Fuller.
- FACILITIES**
 ERP 35,000 w.; 99.5 mc. Stereo.
 Operating schedule: 6 am-midnight. PST.
 Antenna ht.: 874 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11c, 12c, 13c, 14b, 15b.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 29b, 30, 31.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60f, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME				
No. 1 ET 6/1/68—Rec'd 7/10/68.				
AA—Daily 6-10 pm.	7.00	6.75	6.05	5.45
A—Daily 6 am-5 pm & 10 pm-midnight.	5.00	4.50	4.05	3.80
30 sec: 70% of 1-min. 10 sec: 50% of 1-min.				
CONSECUTIVE WEEK DISCOUNTS				
13 wk—5%	39 wk—15%			
26 wk—10%	52 wk—20%			
Spots combine for frequency discounts.				

KKEY

1954
 PORTLAND
Good Music



Subscriber to the NAB Radio Code
 Media Code 4 238 6490 9.00
 Western Broadcasting Co., Box 3361, Portland, Ore. 97208. Phone 503-289-2565.

STATION'S PROGRAMMING DESCRIPTION
 KKEY: Programming popular music for adults and mature young adults.
 MUSIC: standard, popular, showtunes. Maximum music, minimum talk NEWS: actualities, vignettes and human interest anecdotes. Contact Representative for further details. Rec'd 7/2/69.

- PERSONNEL**
 President—Ralph C. Weagant.
 General Manager—Ernest E. Crater.
- FACILITIES**
 5,000 w.; 1150 kc. Directional.
 Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
 15/0 time only; 20 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 24b, 25a, 26, 29a.
 Contracts: 40a, 41, 44a, 45, 46, 50, 51a.
 Comb.; Cont. Discounts: 60b, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 1 spot per hour per advertiser.

TIME RATES

NATIONAL AND LOCAL RATES SAME				
ET—Rec'd 10/7/68.				
6. SPOT ANNOUNCEMENTS				
1 MINUTE				
PER WK:	10+	50+	100+	200+
PER WK:	8.00	50+	8.00	7.00
PER YR:	100+	8.50	800+	5.50
30 sec or less: 80% of 1-min.				

KLIQ

1946
 PORTLAND
All Talk



Subscriber to the NAB Radio Code
 Media Code 4 238 6600 3.00
 Cascade Broadcasting Corp., Broadcast Bldg., Oaks Park, Portland, Ore. 97202. Phone 503-234-8448.

STATION'S PROGRAMMING DESCRIPTION
 KLIQ: Programmed for adults and young adults. 100% TALK. 8 AIR PERSONALITIES and 2 interviewers emcee the entire operation. NEWS at 5:55. Listener call-in shows at 10:15 am, 12:30, 2:00, 3:00, 4:30 & 6:30 pm, M-F. Interviews at noon, 4:00 & 8:30 pm Sat. Interview shows at 9:30, 10:30, 11:00 & 11:30 am, 2:00, 4:30, 6:00 & 8:30 pm. Sun at 4:00, 6:00, 7:00, 7:30 & 8:00 pm. Sat telephone shows at noon and 6:30 pm. Sun at 2:00 pm. Interview shows are 30 min. telephone shows are 1-1/2 or 2 hours. College football, stock and sports car races and high school sports on weekends. Contact Representative for further details. Rec'd 7/17/67.

- PERSONNEL**
 Pres. & Gen'l Mgr.—David M. Jack.
 Operations Manager—Allen Goodman.
- REPRESENTATIVES**
 Gert Bunchez and Associates.
 Seattle—Aller & Associates, Inc.
- FACILITIES**
 5,000 w. days; 1290 kc. Non-directional.
 Operating schedule: 6 am-local sunset. PST.
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KLIQ-FM.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28c, 29a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 61a.
 Cancellation: 70a, 71a, 73a.
 Prod. Services: 82.
 Affiliated with KBS Radio Network.
 Member: Gert Bunchez & Associates Group.

TIME RATES

ER 1/1/68—Rec'd 2/2/68.				
AA—Mon thru Fri 6-9 am & 4-7 pm.	11	10	9	8
A—Mon thru Fri 9 am-4 pm.	10	9	8	7
B—Mon thru Fri 7 pm-midnight; Sat & Sun all day.	10	9	8	7
6. SPOT ANNOUNCEMENTS				
—AA— —A— —B—				
PER YR:	1 min	30 sec	1 min	30 sec
1 x	16	17	15	13
50 x	16	16	14	12
150 x	16	14	12	10
850 x	15	13	12	9
500 x	14	11	10	9
750 x	13	10	9	8
1000 x	11	9	8	7
PER MO:				
10	16	14	13	12
15	15	13	12	11
20	14	12	11	10
30	13	11	10	9
40	11	10	9	8
50	11	10	9	8
60	10	9	8	7
100	9	8	7	6
7. PACKAGE PLANS				
Open	20			

ROS WEEKLY PACKAGES

(Mon thru Sun 6 am-midnight)				
PER WK:	10	20	30	40
1 min	12	10	9	8
30 sec	10	9	8	7

Best times available. Not combinable for discount.

9. PARTICIPATING PROGRAMS
 Doug Baker Telephone Show—10:15-11:55 am.
 Joe Pyne Show—noon & 4 pm.
 Mark Lee Telephone Show—12:30-2:30 pm.
 Joe Redburn Telephone Show—2:30-4 pm.
 Joe Redburn Telephone Show—4:30-6:30 pm.
 Weekends only.
 Del Leeson Telephone Show—noon-6 pm Sat; 2-6 pm Sun.
 1 min, Mon thru Fri. 17

KLIQ-FM

1957
 PORTLAND
All Talk



Subscriber to the NAB Radio Code
 Media Code 4 238 6601 1.00
 Cascade Broadcasting Corp., Broadcast Bldg., Oaks Park, Portland, Ore. 97202. Phone 503-234-8448.

STATION'S PROGRAMMING DESCRIPTION
 KLIQ-FM: Simulcast with KLIQ through local sunset. Maintains same type programming 6 pm-6 am. Contact Representative for further details. Rec'd 12/1/67.

- PERSONNEL**
 Pres. & Gen'l Mgr.—David M. Jack.
 Operations Manager—Allen Goodman.
 - REPRESENTATIVES**
 Gert Bunchez and Associates.
 Seattle—Aller & Associates, Inc.
 - FACILITIES**
 ERP 60,000 w.; 92.3 mc.
 Antenna ht.: 920 ft. above average terrain.
 Operating schedule: 24 hours daily.
 Partial simulcast operation. Operated separately 6 pm-6 am Mon thru Sat; 6 pm-1 am Sun. For simulcast facilities see KLIQ.
 - AGENCY COMMISSION**
 15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
 See KLIQ listing for coded regulations.
 Affiliated with American FM Network.
 Member: Gert Bunchez & Associates Group.
- TIME RATES
 ET 12/1/67—Rec'd 12/1/67.

6. SPOT ANNOUNCEMENTS

Flat, ea	1x	52x	104x	260x	512x
	8	7	6	5	4
7. PACKAGE PLANS					
PER WK:	10	25	50	100	100
1 min	7.00	6.00	5.00	4.00	4.00
30 sec	5.00	4.00	3.75	3.00	
10 sec	3.50	3.00	2.50	2.00	
8. PROGRAM TIME RATES					
1 x	1 hr	1/2 hr	1/4 hr	5 min	
	44	32	24	15	

KOIN

1924
 PORTLAND



Subscriber to the NAB Radio Code
 Media Code 4 238 6710 0.00
 Mount Hood Radio & Television Broadcasting Corp., 140 S. W. Columbia St., Portland, Ore. 97201. Phone 503-228-3333.

STATION'S PROGRAMMING DESCRIPTION
 KOIN: Programmed for adults.
 6-8 am. M-Sat entertainment featuring live instrumental combo, popular music, personalities, time, weather, traffic bulletins, network and local news each hour. 8-10 am, same except recorded popular music. Non-1 pm. M-F local news, weather, live studio orchestra, vocalists, featuring popular and western music, personalities, celebrity guests. 1-5 personality, middle-of-the-road music, network and local news on hour. 5-6:10 pm network and local news, sports, business, features. 8-10 pm symphonic concert. 10 pm-12M general popular, news on hour. News: 12 pm consolidated radio and TV news department, 5 news cars, 2 way communications for direct reports. SPORTS: college football, basketball. FARM: 5:30-6 am agent interviews, agricultural college reports. Contact Representatives for further details. Rec'd 8/10/67.

- PERSONNEL**
 Gen'l & Sales Mgr.—Andrew E. Jacobs, Jr.
 Program Director—Willard Mears.
 - REPRESENTATIVES**
 Henry I. Christal Co., Inc.
 Northwest—Art Moore & Assoc., Inc.
 - FACILITIES**
 8,000 w.; 970 kc. Directional—night only.
 Operating schedule: 5:30 am-midnight. PST.
 - AGENCY COMMISSION**
 15% time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51a.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.
 Member: CBS Radio Pacific Network.
- TIME RATES
 Rates effective July 1, 1964. (Card No. 15.)
 Card received July 6, 1964.
 Class A—6:00 am-7:00 pm daily.
 Class B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A					
1 MINUTE					
PER WK:	1	52	156	260	more
1	35.00	33.25	31.50	29.75	28.00
10	33.25	31.50	29.75	28.00	26.80
15	31.50	29.75	28.00	26.75	25.20
20	29.75	28.25	26.75	25.25	23.80
25	28.00	26.50	25.20	23.80	22.40
30 or more	26.25	24.94	23.63	22.31	21.00

20/30 SECOND BREAKS					
1	25.00	23.75	22.50	21.25	20.00
10	23.75	22.56	21.38	20.19	19.00
15	22.50	21.38	20.25	19.13	18.00
20	21.25	20.19	19.13	18.06	17.00
25	20.00	19.00	18.00	17.00	16.00
30 or more	18.75	17.81	16.88	15.94	15.00

1	13.00	12.35	11.70	11.05	10.40
10	12.35	11.73	11.12	10.50	9.88
15	11.70	11.12	10.53	9.95	9.36
20	11.05	10.50	9.95	9.39	8.84
25	10.40	9.88	9.36	8.84	8.32
30 or more	9.75	9.26	8.78	8.29	7.80

CLASS B					
1 MINUTE					
1	23.00	21.85	20.70	19.55	18.40
10	21.85	20.76	19.67	18.57	17.48
15	20.70	19.67	18.63	17.60	16.56
20	19.55	18.57	17.60	16.62	15.84
25	18.40	17.48	16.56	15.64	14.72
30 or more	17.25	16.39	15.53	14.68	13.80

20/30 SECOND BREAKS					
1	18.00	17.25	16.50	15.75	15.00
10	17.10	16.25	15.39	14.54	13.68
15	16.20	15.39	14.58	13.77	12.96
20	15.30	14.54	13.77	13.01	12.24
25	14.40	13.68	12.98	12.24	11.52
30 or more	13.50	12.83	12.15	11.48	10.80

ID'S					
1	8.00	8.55	8.10	7.65	7.20
10	8.55	8.12	7.70	7.27	6.84
15	8.10	7.70	7.29	6.89	6.48
20	7.65	7.27	6.89	6.50	6.12
25	7.20	6.84	6.48	6.12	5.76
30 or more	6.75	6.41	6.08	5.74	5.40

Minutes and 20/30 seconds are combinable for frequency discounts, but ID's are not.

- PACKAGE PLANS**
- FULL MARKET PENETRATION PLAN**
 (Advertiser may select days)
 FMP spots carry additional discount and rotate Mon thru Fri from 10 am-4 pm; Sat 7 am-7 pm; Sun 9 am-7 pm.
 Net rates after Weekly Quantity, Frequency & FMP Plan Discounts:

OREGON

1 MINUTE					
PER WK:	1x	52x	156x	260x	512+
5	29.75	28.26	26.78	25.29	23.80
10	28.00	26.27	24.94	23.61	22.28
15	26.25	24.45	23.26	22.09	20.96
20	24.50	22.70	21.60	20.49	19.47
25	22.75	21.05	19.95	18.85	17.83
30+	21.00	19.95	18.90	17.85	16.80
	19.69	18.71	17.72	16.73	15.75

30/20 SECONDS					
5	21.25	20.19	19.13	18.08	17.00
10	19.00	18.05	17.10	16.15	15.20
15	16.85	16.04	15.19	14.35	13.50
20	14.70	13.94	13.18	12.42	11.66
2					

OREGON

Portland—Continued

KPAM-FM (formerly KPFF (FM)) 1946

Media Code 4 238 6821 5.00

Romito Corp., Box 1230, Portland, Ore. 97207. Phone 503-226-7676.

- PERSONNEL**
President—Wally Rosman.
Program Director—Bob King.
- REPRESENTATIVES**
Radio Time Sales/International.
- FACILITIES**
ERP 33,000 w.; 97.1 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KPAM.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations.
See KPAM listing for coded regulations.

TIME RATES

Rates are identical to KPAM. See that listing.

KPDQ 1947

Media Code 4 238 6930 4.00

KPDQ, Inc., 4903 N. E. Sandy Blvd., Portland, Ore. 97213. Phone 503-282-3232.

STATION'S PROGRAMMING DESCRIPTION
KPDQ: Programmed for adults.
RELIGIOUS: non-denominational format. 6 am-1:30 pm local and nationally syndicated religious programs. 1:30-6 pm sacred and gospel music. 6-7 pm sacred instrumental music. 7 pm-sign-off sacred and gospel music. NEWS: 5 min features on half hour during music programming. Rec'd 7/19/67.

- PERSONNEL**
President—John W. Davis.
General Manager—Robert W. Ball, Jr.
- FACILITIES**
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

AM/FM COMBINATION RATES

Eff 9/1/67—Rec'd 9/27/67.

- SPOT ANNOUNCEMENTS**
1 min. 9.00 8.50 7.50 6.50 5.50 5.00
30 sec. 7.00 6.50 6.00 5.50 5.00 4.50

7. PACKAGE PLANS

MONTHLY PACKAGES

1 min.	10 ti	25 ti	50 ti	100 ti	200 ti
1 min.	7.00	6.00	5.50	5.00	4.50
30 sec.	5.00	4.75	4.50	4.25	4.00
10 sec.	3.50	3.25	3.00	2.75	2.50

- WEEKLY PACKAGES**
1 min. 5.00 4.75 4.50 4.25 4.00
30 sec. 4.00 3.75 3.50 3.25 3.00
ROS. 15% discount on year contracts, current billing only.

- PROGRAM TIME RATES**
1 hr. 80.00 77.00 71.00 65.00 58.00 54.00
1/2 hr. 45.00 44.00 42.00 39.00 35.00 33.00
1/4 hr. 20.00 28.50 27.50 26.00 24.00 22.00
5 min. 14.00 13.50 12.50 11.50 10.00 9.00

KPDQ-FM 1961

Media Code 4 238 6931 2.00

KPDQ, Inc., 4903 N. E. Sandy Blvd., Portland, Ore. 97213. Phone 503-282-3232.

STATION'S PROGRAMMING DESCRIPTION
KPDQ-FM: Programmed for adults.
RELIGIOUS: non-denominational format. 6 am-1:30 pm local and nationally syndicated religious programs. 1:30-6 pm sacred and gospel music. 6-7 pm sacred instrumental music. 7-10 pm sacred and gospel music. NEWS: 5 min features on half hour during music programming. Rec'd 7/19/67.

- PERSONNEL**
President—John W. Davis.
General Manager—Robert W. Ball, Jr.
- FACILITIES**
ERP 57,000 w.; 93.7 mc.
Operating schedule: 6:00 am-10:00 pm. PST.
Antenna ht.: 937 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations.
See KPDQ listing for coded regulations.

TIME RATES

Eff 9/1/67—Rec'd 9/27/67.

8. SPOT ANNOUNCEMENTS

1 min.	1x	13x	52x	156x	260x	312x
1 min.	6.00	5.50	5.00	4.50	4.25	4.00
30 sec.	5.00	4.50	4.00	3.50	3.25	3.00

7. PACKAGE PLANS

MONTHLY PACKAGES

1 min.	10 ti	25 ti	50 ti	100 ti	200 ti
1 min.	5.00	4.75	4.50	4.25	4.00
30 sec.	4.00	3.75	3.50	3.25	3.00

- WEEKLY PACKAGES**
1 min. 5.00 4.75 4.50 4.25 4.00
30 sec. 4.00 3.75 3.50 3.25 3.00
ROS. 10% discount when combined with current spot contract on KPDQ.

8. PROGRAM TIME RATES

1 hr.	1x	13x	52x	156x	260x	312x
1 hr.	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hr.	30.00	28.00	26.00	24.00	22.00	20.00
1/4 hr.	20.00	18.00	17.00	16.00	15.00	14.00
5 min.	10.00	9.50	9.00	8.50	8.00	7.50

- SPECIAL FEATURES**
1/4 HOUR MUSIC PARTICIPATIONS
PER WK: 1 ti 5 ti 10 ti 15 ti 25 ti
Ea 10 9 8 7 6
(* Available Mon thru Fri 7:30-11:30 pm. ROS. Includes 30-second open and close plus 1-minute spot.
Discounts (current billings only.)
CONSECUTIVE WEEK DISCOUNTS
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

KPOJ 1923

Media Code 4 238 7150 8.00

KPOJ, Inc., 1019 S. W. 10th Ave., Portland, Ore. 97205. Phone 503-227-3484.

STATION'S PROGRAMMING DESCRIPTION
KPOJ: Programmed for adults.
RELIGIOUS: non-denominational format. 6 am-1:30 pm local and nationally syndicated religious programs. 1:30-6 pm sacred and gospel music. 6-7 pm sacred instrumental music. 7 pm-sign-off sacred and gospel music. NEWS: 5 min features on half hour during music programming. Rec'd 7/19/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—R. M. Brown.
Gen'l Sales Mgr.—Al Vuytsteke.
Vice-Pres./Prog.—Vern Mueller.
- REPRESENTATIVES**
Edward Petry & Company, Inc.
Seattle—Charles L. Burrow Company.
- FACILITIES**
5,000 w.; 1330 kc. Directional.
Operating schedule: 5:30-1 am. PST.
- AGENCY COMMISSION**
15/0 time only; 10th following month.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 21a, 22a, 22b, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b.
Cancellation: 70a, 70b, 71a, 72, 73b.
Prod. Services: 80, 82.
Multiple products of the same parent company may combine for all applicable discounts as if placed by a single product advertiser, provided a blanket commitment is made which establishes the rates for all products and agencies affected.
Admitted with MBS Radio Network.
FM facilities: KPOK (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 22 Eff 8/1/68—Rec'd 7/30/68.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 ti 17.00 14.50 15.00 13.00 8.50 7.25
6 ti 16.00 13.50 14.00 12.00 8.00 6.75
12 ti 15.00 12.50 13.00 11.00 7.50 6.25
18 ti 14.00 11.50 12.00 10.00 7.00 5.75
24 ti 13.00 10.50 11.00 9.00 6.50 5.25
30 ti 12.00 9.50 10.00 8.00 6.00 4.75
36 ti 11.00 8.50 9.00 7.00 5.50 4.25
42 ti 10.00 7.50 8.00 6.00 5.00 3.75

- PROGRAM TIME RATES**
1 hr. 80.00 77.00 71.00 65.00 58.00 54.00
1/2 hr. 45.00 44.00 42.00 39.00 35.00 33.00
1/4 hr. 20.00 28.50 27.50 26.00 24.00 22.00
5 min. 14.00 13.50 12.50 11.50 10.00 9.00

- WEEKLY PACKAGES**
1 min. 5.00 4.75 4.50 4.25 4.00
30 sec. 4.00 3.75 3.50 3.25 3.00
ROS. 15% discount on year contracts, current billing only.

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 80.00 77.00 71.00 65.00 58.00 54.00
1/2 hr. 45.00 44.00 42.00 39.00 35.00 33.00
1/4 hr. 20.00 28.50 27.50 26.00 24.00 22.00
5 min. 14.00 13.50 12.50 11.50 10.00 9.00

- DISCOUNTS**
52x—5% 156x—15% 260x—20%

10. SPECIAL FEATURES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.50	4.00	3.50

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- SPECIAL FEATURES**
KPOJ/KPOK (FM) COMBINATION
No. C-2 Eff 8/1/68—Rec'd 7/30/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 5:30-6 am; Mon thru Fri 7-9 pm; Sat & Sun 7 pm-midnight.
C—Midnight-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.50	4.00	3.50

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- SPECIAL FEATURES**
KPOK (FM)
(formerly KPOJ-FM)
1968
Media Code 4 238 7200 1.00
KPOJ, Inc., 1019 S. W. 10th Ave., Portland, Ore. 97205. Phone 503-227-3484.

- PERSONNEL**
Pres. & Gen'l Mgr.—R. M. Brown.
Gen'l Sales Mgr.—Al Vuytsteke.
Vice-Pres./Prog.—Vern Mueller.
- REPRESENTATIVES**
Edward Petry & Company, Inc.
Seattle—Charles L. Burrow Company.
- FACILITIES**
ERP 100,000 w. (horiz.), 56,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,036 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations.
See KPOJ for coded regulations.
AM facilities: KPOJ.
Sold in combination with KPOJ. See that listing for rates.

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	4.35	4.25	4.00	3.70	3.50	3.25
30 sec.	3.35	3.25	3.00	2.75	2.50	2.25

- PROGRAM TIME RATES**
1 hr. 35.00 33.00 31.00 29.00 27.00 25.00
1/2 hr. 25.00 23.00 21.00 19.00 17.00 15.00
1/4 hr. 15.00 14.00 12.00 10.00 8.00 6.00
5 min. 7.50 7.00 6.50 6.00 5.50 5.00

- CONSECUTIVE WEEK DISCOUNTS**
26 wk—10% 52 wk—15%

KRDR 1956

Media Code 4 238 3740 0.00

Action Broadcasting Co., Box 32, Gresham, Ore. 97030. Phone 503-685-4143.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Grant.
Vice-Pres. & Oper. Mgr.—George DeWitz.
- REPRESENTATIVES**
John A. Potter & Company.
San Francisco—Don R. Pickens Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations.
General: 40a.
Contracts: 40a.
Cancellation: 73a.
American Contemporary Network.

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

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- CONSECUTIVE WEEK DISCOUNTS**
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- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

- CONSECUTIVE WEEK DISCOUNTS**
13-25 wk—5% 26-51 wk—10% 52+ wk—15%

- PROGRAM TIME RATES**
1 hr. 110 1/4 hr. 55 5 min. 11

1925

PORTLAND

RAB

Subscriber to the NAB Radio Code

Sold in Combination Only: Programmed Separately.
Media Code 4 238 7811 5.00
Seattle, Portland & Spokane Radio, Box 22106, Portland, Ore. 97222. Phone 503-654-3193.

- PERSONNEL**
General Manager—Lester M. Smith.
Station Manager—Melvin M. Bailey.
Sales Manager—Dennis Mahoney.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
ERP 68,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 24c, 28b, 32b.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 72, 73b.

TIME RATES

Sold in combination with KXXL.
See that listing for rates.

KYXI

1947

OREGON CITY

KATZ RADIO WEST

RAB

Subscriber to the NAB Radio Code
Media Code 4 238 7820 4.00

Republic Broadcasting, Inc., Box 22125, Portland, Ore. 97222. Phone 503-656-1441.

- PERSONNEL**
General Manager—James B. McGovern.
Program Director—James Liniger.
- REPRESENTATIVES**
Katz Radio, West.
Seattle—The Tacher Company.
- FACILITIES**
50,000 w. days; 10,000 w. nights. 1520 kc.
Same pattern day and night.
Operating schedule: 2 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11f, 12b, 13b, 14b, 15a, 15d.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 30.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 4E, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 3A Eff 3/1/69—Rec'd 2/20/69.
A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6 am-10 pm; Sun 10 am-10 pm.
C—All other times.

- SPOT ANNOUNCEMENTS**
PER WK, 1 MIN: 11t 6t 12t 18t 24t
A 30 28 24 23 22
B 27 25 20 19 18
C 15 14 12 11 10
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
All spots, regardless of length or class, may combine for discounts. Spots and programs may not be combined for discounts.

- PACKAGE PLANS**
TOTAL AUDIENCE PLANS
PER WK, 1 MIN: 12t 18t 24t
Plan I (2/3A, 1/3B) 246 351 444
Plan II (1/3A, 1/3B, *1/3C) 204 288 360
Plan III (1/2B, *1/2C) 180 252 312
(*) 1/2 of spots may run any time on weekends.
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
BULK RATE MINUTE SPOTS

- PER YEAR:
- | | | | | | | |
|----------|-------|-------|-------|-------|-------|-------|
| 260x | 312x | 500x | 750x | 1000x | 1250x | 1500x |
| A. 22.00 | 21.75 | 21.50 | 21.25 | 20.75 | 20.25 | 19.75 |
| B. 18.00 | 17.75 | 17.50 | 17.25 | 17.00 | 16.75 | 16.25 |
| C. 10.00 | 9.90 | 9.80 | 9.70 | 9.50 | 9.25 | 9.00 |
- 20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

- SPECIAL FEATURES**
5-minute News—1 1/2 min.
RATEHOLDER
Minimum 6 1-minute spots per week in R time.

- PRINEVILLE**
Crook County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KRCO

1950

Subscriber to the NAB Radio Code

Media Code 4 238 8030 1.00
Radio Central Oregon, Inc., Box K, Prineville, Ore. 97754. Phone 503-447-6239.

- PERSONNEL**
Pres. & Gen'l Mgr.—C. R. Matheny.
Sales Manager—C. R. Matheny.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.

KWJJ

1925

PORTLAND

NAB

RAB

Media Code 4 238 7700 0.00
KWJJ Broadcasting Co., 931 S. W. King Ave., Portland, Ore. 97205. Phone 503-228-4393.

STATION'S PROGRAMMING DESCRIPTION
KWJJ: Programmed for adults.
6 air personalities emcee entire operation. 24 hour per day country music programming. NEWS: network 5 min on hour, local news community oriented 5 min 4 times daily. 15 min local news 5 pm M-F. Sports news at 4:45, 6 times daily M-F. Religion M-Sat 7:30-9:30 pm. Public interest weekend entertainment guide 4 times every Fri. COMMERCIAL POLICY: 17 minutes per hour. Contact Representative for further details. Rec'd 4/28/69.

- PERSONNEL**
Pres. & Owner—Rodney F. Johnson.
General Manager—George R. Sanders.
Traffic Manager—Jerry Speerstra.

- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Seattle—Cam-Co Broadcast Media Sales.

- FACILITIES**
50,000 w. days, 10,000 w. nights; 1080 kc.
Directional—same patterns, day and night.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15% time only; 15th of following month.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 62.
Affiliated with American Entertainment Network.

- TIME RATES**
Eff 4/69—Rec'd 2/26/69.

AAA—Mon thru Fri 7-10 am.
AA—Mon thru Fri 6-7 am & 3-6 pm.
A—Mon thru Fri 10 am-3 pm & 6-7 pm; Sat & Sun 6 am-7 pm.
B—All other times.

- PACKAGE PLANS**
1 MINUTE—1-52 WEEKS
PER WK: 10t 15t 20t 30t
AAA 24 22 20 18 16
AA 22 20 18 16 14
A 19 17 15 13 11
B 16 14 12 10 8
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

- SPECIAL FEATURES**
5 min news: 1-1/2x 1-min.

KXL and KXL-FM

1926

PORTLAND

NAB

RAB

Subscriber to the NAB Radio Code
Sole in Combination Only: Programmed Separately.
Media Code 4 238 7810 7.00
Seattle, Portland and Spokane Radio, Box 22106, S. E. 82nd and Sunnyvale Rd., Portland, Ore. 97222. Phone 503-654-3193.

- PERSONNEL**
General Manager—Lester M. Smith.
Station Manager—Melvin M. Bailey.
Sales Manager—Dennis Mahoney.

- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.

- FACILITIES**
50,000 w. days; 750 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-local sunset. PST.
FM—ERP 68,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.

- AGENCY COMMISSION**
15%; no cash discounts.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 24c, 28b, 32b.
Contracts: 40a, 41, 46, 47a.
Comb. Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with American Information Network.

- TIME RATES**

KXL and KXL-FM COMBINATION
Eff 2/1/69—Rec'd 12/18/68.
AA—Mon thru Fri 8-10 am & 3-6 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.
B—Daily 6 pm-6 am.

- PACKAGE PLANS**
PER WK: 6t 12t 18t 24t
AA 25 22 20 18
A 22 20 18 16
B 15 13 11 9
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
TOTAL AUDIENCE PLAN
PER WK: 12t 18t 24t
Plan I (1/2 AA, 1/2 A) 18 17 15
Plan II (1/3 AA, 1/3 A, 1/3 B) 14 13 12
CONTINUOUS WEEK DISCOUNTS
26 wk—5% 52 wk—10%

KYXI

TAKES THE PORTLAND MARKET WITH MUSIC

- THE RIGHT MUSIC
- THE FINEST NEWS
- AIR TRAFFIC REPORTS

KYXI

50,000 WATTS
PORTLAND METRO'S
#1 with Adults 25-64

Ave. 1/4 Hr. Estimates
MON thru FRI
ADULTS 25 - 64

6AM-10AM & 3PM-7PM

KYXI # ONE

10AM-3PM

KYXI # ONE

7PM-Midnight

KYXI # ONE

ONE OUT OF THREE
PORTLANDERS
25 - 64 listen to
KYXI each week

SOURCE

April - May 1969
ARB Metro Survey Area.
Subject to the limitations
described in ARB. Copies
available upon request.

KYXI

"THE OREGON CITY
STATION"
Phone 503-656-1441
P.O. Box 22125
Portland, Oregon 97222



REPRESENTED BY
KATZ RADIO

- FACILITIES**
1,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST, DST.
- AGENCY COMMISSION**
15/0 time only; 20 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 26, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60d, 60g, 61b, 62d.
Cancellation: 72, 73a.
Member: Western States Radio Empire.

TIME RATES

Rates effective
Rates received March 4, 1966.

- PACKAGE PLANS**
1 min 30 sec
6 per wk or 52 t 5.00 4.00
12 per wk or 104 t 4.75 3.80
24 per wk or 208 t 4.50 3.60
30 per wk or 312 t 4.25 3.40
4.00 3.20

- PROGRAM TIME RATES**
5 min
6 per wk or 52 t 10.00
12 per wk or 104 t 9.50
18 per wk or 156 t 9.00
24 per wk or 208 t 8.50
1/4 hour—2 times 5-minute rate.
1/2 hour—3 times 5-minute rate.

REDMOND

Deschutes County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KPRB

1952

Media Code 4 238 8140 8.00
Don and Rita Anderson, Box 787, Hwy. 97 N., Redmond, Ore. 97756. Phone 503-648-3100.

- PERSONNEL**
Station Manager—Don Anderson.
- REPRESENTATIVES**
J. A. Lucas & Co., Inc.—JALCO.
Seattle, Portland—The Tacher Company.

- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-8 pm daily. PST.

- AGENCY COMMISSION**
15%; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective September 1, 1958. (Card No. 1.)
Card received September 2, 1958.
Rev. (Package Rates) effective September 1, 1959.

- SPOT ANNOUNCEMENTS**
1 time (\$) 2.00 (¢) 2.60
15 times 3.70 2.47
25 times 4.50 3.50 2.34
52 times 4.25 3.80 2.21
104 times 3.75 3.10 2.08
156 times 3.50 2.90 1.95
312 times 3.00 2.70 1.82
(*) One minute or 150 words.
(†) 1/2 minute or 75 words.
(‡) 10 second time signal or 25 words live including time.

- PACKAGE PLANS**
Per week: 1 min. 30 sec. 10 sec.
10 times, each 4.50 3.25 2.00
15 times, each 4.25 3.00 1.75
20 times, each 4.00 2.75 1.50
25 times, each 3.75 2.50 1.25
30 times, each 3.50 2.25
35 times, each 3.25 2.00
40 times, each 3.00 1.75

- Per month:**
20 times, each 4.75 3.50 2.25
30 times, each 4.50 3.25 2.00
40 times, each 4.25 3.00 1.75
50 times, each 4.00 2.75 1.50
60 times, each 3.75 2.50
70 times, each 3.50 2.25

- REEDSPORT**
Douglas County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KRAF

1961

Media Code 4 238 8250 5.00
KRAF, Box 411, No. 1 Melody Lane, Reedsport, Ore. 97467. Phone 503-271-2674. Florence phone 503-997-3514.

- PERSONNEL**
Owner Manager—Wayne A. Moreland.
Sales Manager—Don Atkinson.
Program Director—Ray James.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—The Tacher Company.

- FACILITIES**
5,000 w.; 1470 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST, DST.

- AGENCY COMMISSION**
15/0 time and talent; 10 days.
(This listing continued on next page)

OREGON

Reedsport—K R A F—Continued

5. GENERAL RATE POLICY

Member: Western States Radio Empire.

TIME RATES

No. 104 Eff 6/67—Rec'd 6/19/67.

7. PACKAGE PLANS

1 MINUTE

YEARLY: 52x 104x 156x 200x 312x
WEEKLY: (*) 12 ti 18 ti 24 ti 30 ti

Open 4.00 5.80 8.00 9.40 12.00

30 SECONDS

Open 5.20 7.04 9.28 10.72 13.56

(*) 6 ti or less.

10 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES

5 MINUTES

YEARLY: 52x 104x 156x 200x
WEEKLY: (*) 12 ti 18 ti 24 ti

Open 8.00 11.00 14.00 18.00

(*) 6 ti or less.

1/4 hr: 2x 5-min. 1/2 hr: 3x 5-min.

ROSEBURG (3 AM)

Douglas County—Map Location E-1

See SRDS consumer market map and data at beginning of the State.

KQEN

1950

Media Code 4 238 8360 2.00
KQEN Broadcasters, Inc., Box 847, Roseburg, Ore. 97470. Phone 503-673-4464.

1. PERSONNEL

Owner & Manager—Lyle Fenner.

2. REPRESENTATIVES

Washington, Oregon—Simpson & Associates Co. San Francisco—Pacific Broadcast Sales.

3. FACILITIES

1,000 w.; 1240 kc. Non-directional. Operating schedule: 6 am-midnight daily. PST.

4. AGENCY COMMISSION

15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a. Affiliated with American Information Network.

TIME RATES

Rates effective February 1, 1959.

Rates received January 29, 1959.

6. SPOT ANNOUNCEMENTS

1 ti 6.00 104 ti 4.50
13 ti 5.50 156 ti 4.25
28 ti 5.25 280 ti 4.00
52 ti 5.00 385 ti 3.75

7. PACKAGE PLANS

10 SECONDS

10 ti 35.00
20 ti, within 7 days 60.00
30 ti, within 30 days 95.00
50 ti, within 30 days 150.00
100 ti, within 30 days 275.00
120 ti, within 30 days 315.00

1 MINUTE

10 ti 45.00
20 ti, within 7 days 80.00
30 ti, within 30 days 127.50
50 ti, within 30 days 200.00
100 ti, within 30 days 375.00
120 ti, within 30 days 420.00

8. PROGRAM TIME RATES

1 hr 37.50 1/2 hr 25.00 1/4 hr 18.00 5 min 12.00
13 ti 35.00 23.00 17.00 11.00
28 ti 32.50 22.00 16.00 10.50
52 ti 30.00 21.00 15.00 9.50
104 ti 28.50 19.00 14.00 8.50
156 ti 27.00 17.00 13.00 7.50
280 ti 26.00 15.00 12.00 6.50
385 ti 25.00 14.00 11.00 6.25

KRNR

1958

Subscriber to the NAB Radio Code
Media Code 4 238 8470 9.00
Douglas County Tricasters, Inc., Box 910, 782 N. E. Garden Valley Rd., Roseburg, Ore. 97470. Phone Orchard 3-5551.

1. PERSONNEL

Pres., Mgr., & Sales Mgr.—James H. Johnson.

2. REPRESENTATIVES

Mesker Radio, Inc. Portland-Seattle—Art Moore & Assoc., Inc. South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5 am-midnight daily.

4. AGENCY COMMISSION

15% 0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5a, 6a, 7a, 8a, 9a, 10a, 11a, 12a, 13a, 14a, 15a. Rate Protection: 10b, 11b, 14b. Basic Rates: 22a, 23a, 24a, 25a, 28b. Contracts: 40a. Comb.: Cont. Discounts: 60b. Cancellation: 71a, 73a. Affiliated with CBS. Member: CBS Radio Pacific Network. Various products of a single manufacturer, with or without different agency representation may combine schedules to secure maximum discounts, providing blanket contract is issued from one source.

TIME RATES

Eff 8/15/66—Rec'd 9/6/66.

6. SPOT ANNOUNCEMENTS

*PER WK: (PER YR: 1 min 30 sec 10 sec

1 x 5.50 4.10 2.75
5 ti 50 x 6.00 3.75 2.50
10 ti 100 x 4.75 3.50 2.40
15 ti 150 x 4.50 3.40 2.25
20 ti 200 x 4.00 3.00 2.00
25 ti 250 x 3.75 2.80 1.90
30 ti 300 x 3.50 2.60 1.75
40 ti 400 x 3.25 2.45 1.60
50 ti 500 x 3.00 2.25 1.50
1000 x 2.50 1.85 1.25

(*) ROS rate. (1) Guaranteed Position rate. (2) Special end rate.

8. PROGRAM TIME RATES

1x 10x 25x 50x 100x 150x 250x
1/2 hr 25.00 24.00 23.00 22.00 21.00 20.00 18.00
1/4 hr 18.00 17.00 16.50 16.00 15.00 14.00 13.00
5 min 10.00 9.50 9.25 9.00 8.50 8.00 7.50

KYES

1955

Subscriber to the NAB Radio Code
Media Code 4 238 8580 5.00
Douglas Broadcasters, Inc., Box 1138, 762 S. E. Pine St., Roseburg, Ore. 97470.

1. PERSONNEL

Manager—Elliott Motschenbacher.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division. Seattle, Portland—The Tacher Company. Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES

1,000 w. days; 950 kc. Non-directional. Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION

15% 0 time only; 20 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a. Rate Protection: 12a, 14a, 15a. Basic Rates: 22a, 22b, 23a, 24b, 29a. Contracts: 40a, 46. Comb.: Cont. Discounts: 61b. Cancellation: 70a, 71a, 73a. Affiliated with KBS.

Member: Western State Radio Empire.

TIME RATES

Rates effective March 1, 1968.

Rates received January 31, 1968.

7. PACKAGE PLANS

1 min 30 sec

6 per wk or 52 ti, ea 5.50 4.40
12 per wk or 104 ti, ea 5.20 4.18
18 per wk or 156 ti, ea 5.00 4.00
24 per wk or 280 ti, ea 4.70 3.78
30 per wk or 312 ti, ea 4.40 3.52

8. PROGRAM TIME RATES

5 min

6 per wk or 52 ti, ea 11.00
12 per wk or 104 ti, ea 10.40
18 per wk or 156 ti, ea 10.00
24 per wk or 280 ti, ea 9.40
1/4 hour is twice the 5 minute rate.
1/2 hour is 3 times the 5 minute rate.

ST. HELENS

Columbia County—Map Location C-1

See SRDS consumer market map and data at beginning of the State.

KOHI

1959

Media Code 4 238 8690 2.00
Columbia County Broadcasters, Inc., Box 187, KOHI Bldg., 585 S. Columbia Hwy., St. Helens, Ore. 97051. Phone 397-1600.

1. PERSONNEL

President—L. Berenice Brownlow. Vice-Pres., Gen'l & Sta. Mgr.—Charles T. Brownlow. Program Director—Ric Elgin.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division. Seattle, Portland—The Tacher Company.

3. FACILITIES

1,000 w. days; 1600 kc. Non-directional. Operating schedule: 6:00 am-local sunset. PST.

4. AGENCY COMMISSION

15% 0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4b, 4d, 5, 6a. Rate Protection: 12a, 14a. Basic Rates: 20a, 22b, 24b, 28, 28b. Contracts: 40a, 45, 47a. Comb.: Cont. Discounts: 60k, 61b, 62b, 62e. Cancellation: 70a, 70c, 71a, 73a. Rates are for station time and facilities 60%; services 40%. Member: Western States Radio Empire.

TIME RATES

Rates effective March 4, 1966.

7. PACKAGE PLANS

1 min 30 sec

6 per wk or 52 ti 4.00 3.20
12 per wk or 104 ti 3.80 3.04
18 per wk or 156 ti 3.60 2.88
24 per wk or 280 ti 3.40 2.72
30 per wk or 312 ti 3.20 2.56

8. PROGRAM TIME RATES

5 min

6 per wk or 52 ti 8.00
12 per wk or 104 ti 7.60
18 per wk or 156 ti 7.20
24 per wk or 280 ti 6.80
1/4 hour—2 times 5-minute rate.
1/2 hour—3 times 5-minute rate.

SALEM (4 AM)

Marion County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

KAPT

1961

Subscriber to the NAB Radio Code
Media Code 4 238 8800 7.00
Salem Broadcasters, 212 High St. N. E., Salem, Ore. 97301. Phone 503-364-8353.

1. PERSONNEL

General Manager—Bob Thomlinson. Station Manager—Hugh Garrahrant.

2. REPRESENTATIVES

Grant Webb & Company, Inc. Portland, Seattle—Charles L. Burrow Company.

3. FACILITIES

1,000 w. days; 1220 kc. Non-directional. Operating schedule: 6:00 am-local sunset. PST.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 25c, 28a, 28c, 29a, 31, 32b, 33c. Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a, 51b. Comb.: Cont. Discounts: 60b, 60l, 61a, 62a. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective September 1, 1965.

Rates received October 26, 1965.

6. SPOT ANNOUNCEMENTS

PER YR: 1 min 30 sec 1 min 30 sec

1 ti 5.47 4.20 280 ti 4.57 3.45
13 ti 5.40 4.12 312 ti 4.35 3.22
28 ti 5.32 4.05 500 ti 4.12 3.07
52 ti 5.25 3.97 750 ti 3.90 2.92
104 ti 5.02 3.82 1000 ti 3.67 2.77
156 ti 4.80 3.68

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS

PER WK: 1 min 30 sec 1 min 30 sec

16 ti 4.57 3.43 25 ti 4.35 3.25
15 ti 5.01 3.79 30 ti 4.35 3.25
20 ti 4.80 3.61 35 ti 4.12 3.07

8. PROGRAM TIME RATES

5 min

PER YR: 5 min 5 min

13 ti 6.00 104 ti 5.20
13 ti 5.85 156 ti 5.00
26 ti 5.80 280 ti 4.75
52 ti 5.40

KBZY

1957

Subscriber to the NAB Radio Code
Media Code 4 238 8910 4.00
The Salem Broadcasting Co., 369 N. High St., Salem, Ore. 97308. Phone 503-364-8748.

1. PERSONNEL

President—Carl O. Fisher. General Manager—Gene Harrison. Program Director—John Vaughan.

2. REPRESENTATIVES

Alan Torbet Associates, Inc. Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

1,000 w.; 1490 kc. Operating schedule: 19 hours daily. PST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a. Basic Rates: 20a, 20b, 21c, 22a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 33d. Contracts: 40a, 41, 44a, 46, 49, 51b. Comb.: Cont. Discounts: 60a, 61c, 62d. Cancellation: 70a, 71a, 72, 73a. Prod. Services: 80, 82. Member: Fisher Station Network. The following rates include station time 60%; services 40%. Affiliated with American Contemporary Network.

TIME RATES

Eff 3/15/66—Rec'd 5/6/66.

7. PACKAGE PLANS

WKLY: YRLY: 1 min 30 sec 10 sec

1 ti 6.00 4.50 3.00
5 ti 50 x 5.50 4.15 2.75
10 ti 100 x 5.25 4.00 2.60
15 ti 150 x 5.00 3.75 2.50
20 ti 200 x 4.75 3.55 2.40
25 ti 250 x 4.50 3.40 2.25
30 ti 300 x 4.25 3.20 2.10
40 ti 400 x 4.00 3.00 2.00
50 ti 500 x 3.75 2.80 1.90
1000 x 3.50 2.65 1.75

8. PROGRAM TIME RATES

1x 10x 25x 50x 100x 150x

1/2 hr 36.00 34.00 33.00 32.00 30.00 28.00
1/4 hr 25.00 24.00 23.00 22.00 20.00 19.00

5 MINUTES

1 x 13.00 100 x 11.50
10 x 12.75 150 x 11.00
25 x 12.50 250 x 10.50
50 x 12.00 500 x 10.00

KGAY

1951

Media Code 4 238 9020 1.00
Capitol Equities Corp., Box 1430, Salem, Ore. 97308. Phone 503-364-1430.

1. PERSONNEL

President—Donald H. Cushing. Sec'y—Treas. & Gen'l Mgr.—Leslie J. Manning.

2. REPRESENTATIVES

Advertising Sales West. Seattle, Portland—The Tacher Company.

3. FACILITIES

5,000 w. days; 1430 kc. Non-directional. Operating schedule: 5:00 am-local sunset. PST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8. Rate Protection: 12b, 14b. Basic Rates: 22a, 23a, 24b, 25a, 29a. Contracts: 40a, 42b, 45, 46, 47a. Cancellation: 70a, 70e, 71a, 73a. Affiliated with American Entertainment Network.

TIME RATES

Rates effective March 1, 1966.

Rates received January 31, 1966.

7. PACKAGE PLANS

1 min 30 sec

6 per wk or 52 ti, ea 5.50 4.40
12 per wk or 104 ti, ea 5.20 4.18
18 per wk or 156 ti, ea 5.00 4.00
24 per wk or 280 ti, ea 4.70 3.78
30 per wk or

Seaside—K S W B—Continued

2. REPRESENTATIVES
Los Angeles, San Francisco, New York, Chicago—
J. A. Lucas & Co., Inc./JALCO.
Northwest—The Tacher Company.

3. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/10 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 23b, 24c, 25a, 26, 27, 28b, 28c, 30.
Contracts: 40a, 41, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 6/7/68.

6. SPOT ANNOUNCEMENTS

1 min	5.00	4.50	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.00	2.80	2.60	2.45	2.25	2.00

7. PACKAGE PLANS

PER WK:	8 tt	12 tt	18 tt	24 tt	30 tt
PER YR:	52x	104x	156x	208x	312x
1 min	6.25	6.00	5.75	5.50	5.25
30 sec	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

PER WK:	6 tt	12 tt	18 tt	24 tt	30 tt
PER YR:	52x	104x	156x	208x	312x
5 min	9.25	8.75	8.25	7.75	7.00
1/4 hr:	2x 5-min.	1/2 hr:	8x 5-min.		

THE DALLES (2 AM)

Wasco County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KACI

1955



Subscriber to the NAB Radio Code
Media Code 4 238 9240 5.00
Radio KACI, Inc., Box 516, Williams Bldg., The
Dalles, Ore. 97058. Phone 503-298-2211.

1. PERSONNEL
President—Gary L. Camps.
General Manager—C. K. Patterson.

2. REPRESENTATIVES
Adam Young Radio, Inc.
Seattle, Portland—Charles L. Burrow Company.

3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/10 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a.
Rate Protection: 12g, 14g.
Basic Rates: 20a, 25a, 28a,

Contracts: 40a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73a.

TIME RATES
ET—Rec'd 10/7/68.

7. PACKAGE PLANS

PER WK:	8 tt	12 tt	18 tt	24 tt	30 tt
PER YR:	52x	104x	156x	208x	312x
1 min	6.25	6.00	5.75	5.50	5.25
30 sec	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

PER WK:	6 tt	12 tt	18 tt	24 tt	30 tt
PER YR:	52x	104x	156x	208x	312x
5 min	9.25	8.75	8.25	7.75	7.00
1/4 hr:	2x 5-min.	1/2 hr:	8x 5-min.		

KODL

1940



Media Code 4 238 9350 2.00
Frederic A. Danz, Box 741, The Dalles, Ore. 97058.
Phone 503-298-2300.

STATION'S PROGRAMMING DESCRIPTION
KODL: Programmed for general interest and infomation.

NEWS: network news each half hour with headlines on hour, 15 min expanded news at 7:15 am, 12:15 pm & 5:15 pm. Spot news from shortwave equipped cars. **MUSIC:** popular music. **SPORTS:** local coverage of 2 high school, World Series, university football, county fair remotes. Local issue coverage by stories, interview. Contact Representative for further details. Rec'd 2/28/69.

1. PERSONNEL
President—Frederic A. Danz.
Manager—Larry E. Jones.

2. REPRESENTATIVES
M. A. Sales Co., Inc.
Portland, Seattle—Art Moore & Assoc., Inc.
California—Advertising Sales West.

3. FACILITIES
1,000 w.; 1440 kc.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/10 if paid by 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44a, 44b, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS and MBS.

TIME RATES

ET—Rec'd 11/1/68.

6. SPOT ANNOUNCEMENTS

1 min	5.00	3.80	250 x	3.50	2.60
50 x	4.75	3.55	300 x	3.25	2.45
100 x	4.50	3.40	400 x	3.00	2.25
150 x	4.25	3.20	500 x	2.50	1.90
200 x	4.00	3.00			

8. PROGRAM TIME RATES

1x	10x	25x	50x	100x	150x	250x
1/2 hr	22.00	21.00	20.00	18.00	16.00	15.00 13.00
1/4 hr	14.00	13.50	13.00	12.00	11.50	11.00 9.00
5 min	7.50	7.25	7.00	6.50	6.25	6.00 5.00

TILLAMOOK

Tillamook County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTIL

1947



Media Code 4 238 9460 9.00
Beaver Broadcasting System, Inc., Box 112, Tillamook,
Ore. 97141. Phone 503-842-4422.

1. PERSONNEL
Gen'l & Com'l Mgr.—Robert Douglas.
Program Director—Al Berger.

2. REPRESENTATIVES
The Sandberg-Glenn Company.
Portland, Seattle—The Tacher Company.

3. FACILITIES
5,000 w.; 1390 kc. Directional—night only.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c 15b, 16.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 32a, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES

ET 2/1/67—Rec'd 12/29/68.

7. PACKAGE PLANS

PER WK:	6 tt	12 tt	18 tt	24 tt	30 tt
PER YR:	52x	104x	156x	208x	312x
1 min	6.75	6.30	5.85	5.40	5.00
30 sec	5.40	5.05	4.70	4.35	4.00
10 sec	ID's: 50%	1-min.			

8. PROGRAM TIME RATES

PER WK:	6 tt	12 tt	18 tt	24 tt	30 tt
PER YR:	52x	104x	156x	208x	312x
5 min	13.50	12.60	11.70	10.80	10.00
1/4 hr:	2x 5-min.	1/2 hr:	8x 5-min.		

10. SPECIAL FEATURES
News Program charge—1.00 per Program.

TOLEDO

Lincoln County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTDO

1960

Media Code 4 238 9570 5.00
Edward C. McElroy, Jr., Box 568, Toledo, Ore. 97391.
Phone 538-2682.

STATION'S PROGRAMMING DESCRIPTION
KTDO: Programmed for adults and young adults.
MUSIC: popular standards, folk, jazz, showtunes, country and western. **NEWS:** 5 min local news on half hour, except 1/4 hour at 7:30 am, 12:30 pm & 6:30 pm. 5 min network news at :55 and network news commentaries throughout day. Local ministerial program and religious music at close of each day. **SPORTS:** high school football and basketball, network football. **COMMERCIAL POLICY:** maximum of four 1 minute announcements per 1/4 hour, or a maximum total of 18 minutes commercial time per hour. Rec'd 8/28/67.

1. PERSONNEL
Owner & Gen'l Mgr.—Ed C. McElroy, Jr.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-10 pm. PST.

4. AGENCY COMMISSION
15/10 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 28c, 29b.
Contracts: 40a, 44a, 44b, 45.
Affiliated with NAB.
Affiliated with American Entertainment Network.

TIME RATES

ET 1/1/69—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS

1 min	3.50	3.30	3.20	3.00	2.90	2.80	2.60
30 sec	2.60	2.50	2.30	2.20	2.00	1.90	1.80

8. PROGRAM TIME RATES

1x	25x	50x	100x	150x	250x	300x
1 hr	27.00	26.00	25.00	24.00	23.00	22.00 21.00
1/2 hr	16.20	15.60	15.00	14.40	13.80	13.20 12.60
1/4 hr	10.80	10.40	10.00	9.60	9.20	8.80 8.40
5 min	5.40	5.20	5.00	4.80	4.60	4.40 4.20

PENNSYLVANIA

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

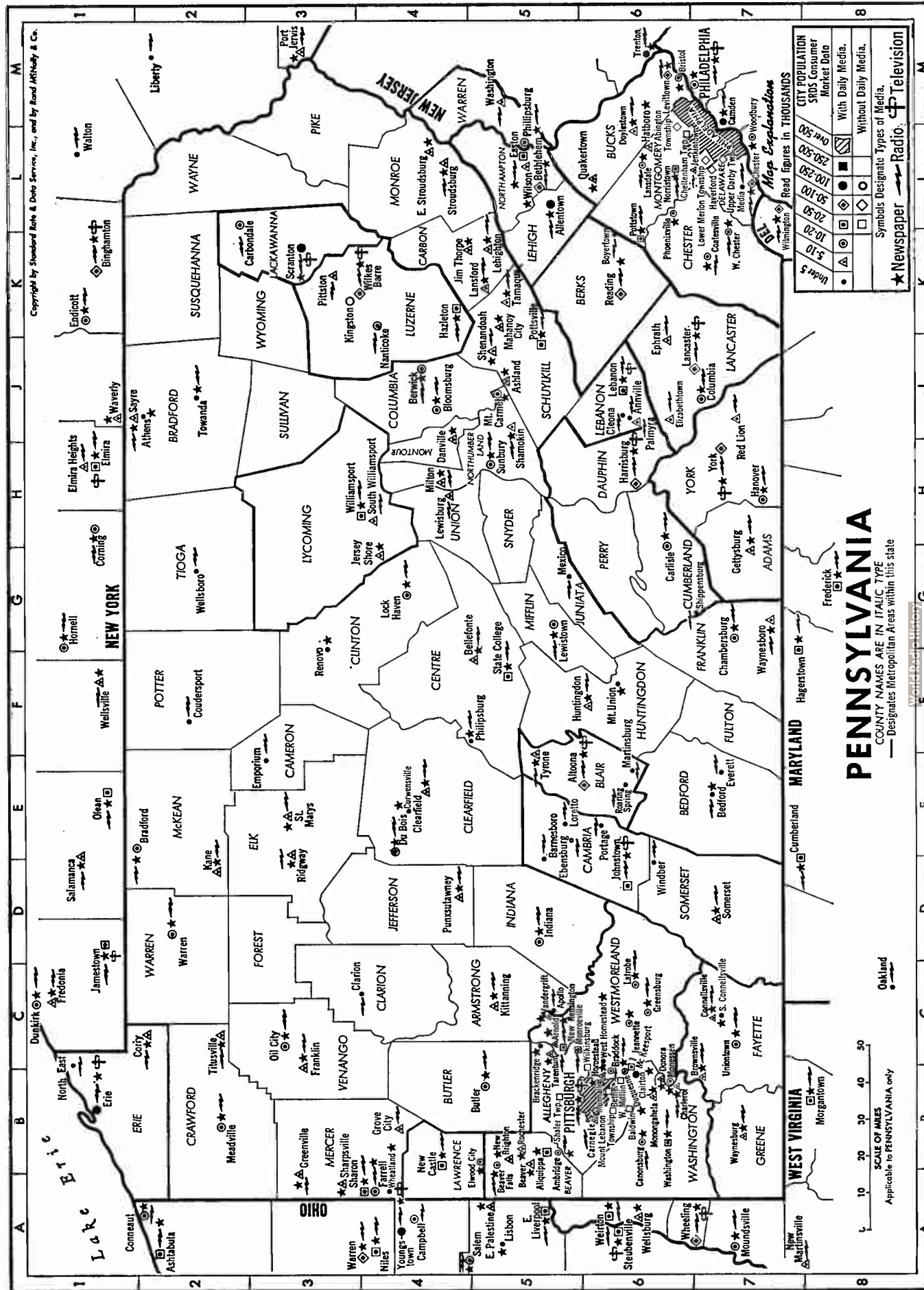
(January 1, 1969)

STATE TOTAL.....	994,200	New Castle.....	3,300
METRO AREAS.....		Philadelphia.....	766,000
Allentown.....		Pittsburgh.....	185,300
Bethlehem.....		Reading.....	5,200
Easton.....	4,300	Scranton.....	1,000
Altoona.....	1,200	Wilkes-Barre.....	
Erie.....	8,100	Hazleton.....	1,300
Harrisburg.....	26,500	Williamsport.....	1,300
Johnstown.....	4,200	York.....	6,600
Lancaster.....	4,100	Total Metros.....	1,018,400

PENNSYLVANIA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.



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

State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Abington Township—Montgomery	Butler—Butler	Haverford Township—Delaware	Lebanon—Lebanon	Mount Lebanon Township—Allegheny	Philadelphia—Philadelphia	Sharon—Mercer	West Mifflin—Allegheny
Alliquippa—Beaver	Cheltenham Township—Montgomery	Hazleton—Luzerne	Levittown—Bucks	New Castle—Lawrence	Pittsburgh—Allegheny	Shaler Township—Allegheny	Whitehall—Allegheny
Allentown—Lehigh	Chester—Delaware	Johnstown—Cambria	Lower Merion Township—Montgomery	New Kensington—Westmoreland	Pottstown—Montgomery	State College—Centre	Wilkes-Barre—Luzerne
Altoona—Blair	Easton—Northampton	Kingston—Luzerne	McKeesport—Allegheny	Reading—Berks	Pottsville—Schuylkill	Upper Darby Township—Delaware	Wilkes-Barre—Allegheny
Bethel Park—Allegheny	Erle—Erle	Lancaster—Lancaster	Monroeville—Allegheny	Scranton—Lackawanna	Reading—Berks	Washington—Washington	Williamsport—Lycoming
Bethlehem—Northampton	Harrisburg—Dauphin						York—York

ESTIMATES FOR:	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)				
	COUNTY	Population (000)	Households (000)	Per Household (\$)	% Distribution of Families	Total Retail Sales (\$000)	Per Household (\$)	By Selected Store Types					Service Station (\$000)									
City	Map Loc.	1/1/69	1/1/69		3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)							
PENNSYLVANIA STATE TOTALS		11,727.8	3,574.22	34,495,342	9,651	17.1	23.0	17.9	21.4	16.0	19,140,135	5,355	4,662,404	572,356	3,133,786	1,261,408	952,616	3,764,449	1,274,764	4,783.26	274.5	1,080,813
ADAMS G-7		57.2	16.57	121,221	7,316	27.1	29.5	15.9	12.9	6.5	76,396	4,611	16,409	2,404	5,259	2,654	2,182	16,509	9,837	26.31	5.0	33,101
ALLEGHENY B-5†		1,600.8	491.73	5,526,307	11,238	13.1	17.6	18.4	25.2	23.3	2,740,286	5,573	705,753	96,872	628,659	150,213	129,306	504,509	171,874	615.13	1.3	9,824
Bethel Park		31.2	8.52	83,251	9,771						33,503	3,932	16,475	1,814	1,522	540	238	2,763	3,589			
McKeesport		40.1	13.08	140,371	10,732						93,303	7,133	19,364	2,608	10,187	14,319	10,008	23,111	4,162			
Monroeville		27.6	7.46	79,770	10,693						83,843	11,239	16,701	1,750	43,018	3,412	3,198	12,707	5,280			
Mount Lebanon Township		40.5	12.68	237,578	18,590						43,000	3,365	23,518	2,299		1,125	581		2,862			
Pittsburgh		563.6	180.75	2,032,473	11,251						1,250,852	6,924	233,137	38,894	405,349	79,799	68,959	215,297	55,831			
Pittsburgh Metro Area		2,393.7	728.75	7,633,542	10,475	14.7	19.3	18.7	24.2	20.2	3,869,092	5,309	1,019,874	131,590	781,233	222,569	187,233	730,079	267,127	942.80		
Shaler Township		32.0	9.26	80,674	8,712						14,459	1,561	6,192	386	1,882		1,117		1,943			
West Mifflin		32.8	9.18	78,410	8,541						18,065	1,968	10,838	448	235				1,394			
Whitehall		20.5	6.32	76,581	12,117						25,513	4,037	14,392			295	1,727		321			
Wilkinsburg		28.1	9.80	116,798	11,918						40,376	4,120	9,521	2,287	3,951	1,288	262	18,401	1,433			
ARMSTRONG C-5		76.1	23.25	187,025	8,044	22.1	22.6	18.5	19.7	9.5	106,293	4,572	30,482	2,990	8,047	5,083	5,241	29,703	8,960	37.79	3.6	7,089
BEAVER B-5		207.2	60.85	591,563	9,722	17.6	20.4	20.8	24.6	16.0	279,102	4,587	83,491	10,092	38,367	18,428	15,484	52,968	23,330	85.15	2.3	5,041
Alliquippa		24.1	6.92	70,407	10,174						46,637	6,739	17,736	1,952	5,979	2,262	2,070	7,698	2,771			
BEDFORD E-6		42.5	12.61	102,913	8,161	21.7	20.4	16.4	18.6	11.9	76,411	6,062	15,677	1,163	5,511	2,070	2,398	19,905	13,171	20.09	5.8	14,608
BERKS K-6		293.8	95.62	852,608	8,917	19.2	29.7	17.3	18.7	11.3	507,388	5,306	111,983	9,974	85,172	28,911	30,078	108,015	31,757	131.06	9.6	46,111
Reading		98.8	35.26	310,801	8,815						220,448	6,252	39,381	5,476	55,952	20,790	16,198	42,046	11,133			
Reading Metro Area		293.8	95.62	852,608	8,917	19.2	29.7	17.3	18.7	11.3	507,388	5,306	111,983	9,974	85,172	28,911	30,078	108,015	31,757	131.06		
BLAIR E-6		139.9	43.38	360,731	8,316	22.2	28.6	15.7	17.2	10.0	222,163	5,121	58,026	5,841	36,658	15,605	12,186	50,456	14,388	61.22	2.6	10,784
Altoona		65.4	21.28	199,642	9,382						127,954	6,013	34,324	3,291	24,453	10,437	7,818	29,905	6,556			
Altoona Metro Area		139.9	43.38	360,731	8,316	22.2	28.6	15.7	17.2	10.0	222,163	5,121	58,026	5,841	36,658	15,605	12,186	50,456	14,388	61.22		
BRADFORD J-2		55.1	16.25	138,939	8,550	20.7	21.3	17.2	21.1	12.5	89,179	5,488	19,552	1,908	7,886	3,637	3,134	27,850	6,250	23.91	8.2	31,894
BUCKS L-6		384.9	106.25	1,055,845	9,937	11.3	21.6	20.5	25.9	19.8	579,433	5,453	131,415	16,815	55,730	17,794	17,984	200,722	35,919	155.46	5.9	33,891
Levittown		77.7	21.54	175,327	8,140						83,155	3,860	25,164	2,171	23,583	4,292	2,031	*	4,029			
BUTLER B-4		122.5	35.38	338,386	9,564	15.5	23.2	18.7	23.0	15.6	174,444	4,931	42,965	4,586	26,188	7,849	8,525	39,265	18,950	55.48	5.2	19,230
Butler		19.4	6.48	75,539	11,657						87,392	13,486	18,317	2,626	22,493	6,641	4,519	18,406	5,996			
CAMBRIA D-6		194.3	56.70	478,610	8,441	22.0	20.3	18.8	20.7	11.6	283,509	5,000	78,505	7,242	55,781	14,255	14,794	59,372	17,352	79.88	3.4	7,518
Johnstown		48.8	15.66	120,963	7,724						128,114	8,181	20,997	3,730	47,153	6,451	7,577	23,514	5,792			
Johnstown Metro Area		269.9	79.11	649,912	8,215	22.4	20.3	18.5	19.6	10.8	388,290	4,908	103,706	9,393	63,987	17,795	18,794	85,086	29,627	114.80		
CARON E-3		7.5	2.29	28,314	12,364	9.3	16.0	17.0	30.2	25.9	11,402	4,979	3,821	361	1,199	812	402	2,018	1,287	2.87	.1	186
CAMERON K-4		50.2	15.87	115,419	7,273	27.9	27.9	19.6	12.2	4.4	69,933	4,407	23,121	1,276	6,132	3,325	3,265	14,257	6,513	24.40	8	2,386
CENTRE F-4		84.9	22.45	208,931	9,307	19.7	21.1	18.6	21.3	14.3	132,140	5,886	31,434	4,397	14,976	7,546	5,445	31,297	9,656	32.53	3.9	14,580
State College		29.5	5.99	78,370	13,083						63,838	10,657	16,183	3,272	12,022	4,725	1,088	9,292	2,308			
CHESTER K-7†		271.2	74.52	706,302	9,478	17.9	31.1	15.2	16.3	13.9	354,412	4,756	87,422	10,155	20,624	18,141	14,281	73,972	29,510	96.62	9.6	63,494
CLARION C-4		34.9	10.32	95,194	9,224	19.9	20.5	17.4	21.3	14.3	58,438	5,663	16,256	1,130	4,897	2,640	2,331	16,728	4,340	18.18	3.4	7,603
CLEARFIELD E-4		74.7	22.69	204,184	8,999	19.5	17.7	17.3	23.4	15.1	110,797	4,883	31,357	2,896	14,355	6,385	6,097	24,828	10,830	33.96	2.2	4,330
CLINTON G-4		36.9	11.16	106,679	9,559	19.8	22.3	17.8	23.3	15.0	65,098	5,833	16,506	1,599	8,384	3,733	2,582	19,098	4,377	16.74	1.3	3,946
COLUMBIA J-4		51.4	16.27	136,633	8,398	21.6	20.8	17.7	22.3	11.6	89,378	5,493	23,480	2,901	11,103	6,199	3,028	20,351	6,862	27.74	4.2	15,387
CRAWFORD B-2		74.6	22.68	216,608	9,551	18.1	19.0	18.1	24.3	15.6	132,540	5,844	32,613	4,144	14,693	4,944	5,182	31,494	9,745	38.26	7.6	22,305
CUMBERLAND G-6†		142.7	43.15	441,083	10,222	15.2	22.9	18.3	23.1	18.6	266,034	6,165	60,168	7,082	34,713	12,103	11,200	64,021	25,248	66.97	5.6	23,470
DAUPHIN H-6		229.5	72.79	695,773	9,559	16.4	25.9	17.3	22.4	14.8	510,450	7,013	94,643	16,911	100,184	42,198	26,004	105,531	32,261	96.62	3.9	15,206
Harrisburg		77.2	27.30	264,363	9,684						251,099	9,198	41,081	9,651	52,874	31,237	16,283	49,396	9,496			
Harrisburg Metro Area		400.3	124.30	1,195,407	9,617	16.6	24.9	17.7	22.1	15.5	811,518	6,529	165,331	24,509	136,483	54,961	37,750	178,343	60,992	177.94		
DELAWARE L-7		610.1	182.96	2,155,976	11,784	8.3	21.1	16.4	26.0	26.7	877,682	4,797	240,686	32,408	116,479	50,692	35,088	199,775	55,313	244.90	.7	6,340
Chester		64.1	19.61	179,044	9,130						116,092	5,920	21,915	3,669								

PENNSYLVANIA

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1958 (\$000)			
			Per Household (\$000)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types				Service Station (\$000)						
				to 4999	5000 7999	8000 9999	10000 14999	15000 and over				General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- mobile (\$000)							
LEHIGH K-5	247.6	77.65	750,043	9,659	17.0	23.7	20.7	21.3	14.4	502,598	6,473	94,050	10,472	144,335	20,681	27,788	101,484	28,024	100.45	3.7	18,168	
Allentown	110.0	35.83	386,534	10,788	312,056	8,709	56,291	5,819	101,079	18,069	17,675	60,262	13,778	
Allentown-Bethle- hem-Easton Metro Area	528.7	164.51	1,533,239	9,320	18.2	23.1	21.3	21.1	13.1	900,559	5,474	208,829	22,017	186,646	41,732	49,982	171,432	60,478	243.00	
LUZERNE K-4	340.1	106.79	851,955	7,978	23.7	24.4	17.7	16.1	8.7	526,708	4,932	141,188	14,603	83,809	44,592	29,236	90,038	33,988	143.49	2.8	9,328	
Hazleton	33.0	10.61	89,723	8,456	70,337	6,629	19,316	2,464	13,427	5,770	6,047	10,644	3,068	
Kingston	19.6	6.45	72,728	11,276	58,736	9,106	7,446	985	7,546	7,145	2,248	24,844	2,206	
Wilkes-Barre	60.2	19.20	180,498	9,401	125,860	6,555	27,880	2,603	42,712	15,387	5,589	10,603	4,997	
Wilkes-Barre- Hazleton Metro Area	340.1	106.79	851,955	7,978	23.7	24.4	17.7	16.1	8.7	526,708	4,932	141,188	14,603	83,809	44,592	29,236	90,038	33,988	143.49	
LYCOMING H-3	115.5	36.51	313,171	8,578	21.2	25.3	17.2	19.0	11.9	188,054	5,151	46,522	5,746	25,498	12,466	11,350	34,325	13,138	52.62	4.3	14,065	
Williamsport	41.3	13.86	132,500	9,560	116,131	8,379	15,569	3,917	1,455	11,366	8,531	7,141	6,094	
Williamsport Metro Area	115.5	36.51	313,171	8,578	21.2	25.3	17.2	19.0	11.9	188,054	5,151	46,522	5,746	25,498	12,466	11,350	34,325	13,138	52.62	
McKEAN E-2	51.0	16.26	161,200	9,914	18.8	21.6	17.6	23.2	16.1	80,610	4,958	23,787	3,049	4,135	6,617	3,393	18,585	7,602	25.35	1.0	3,558	
MERCER B-3	134.7	39.57	364,704	9,217	16.7	22.4	20.2	22.7	13.7	208,625	5,272	54,212	5,298	27,284	11,030	11,253	49,357	16,966	58.83	6.1	14,638	
Sharon	23.8	7.50	87,031	11,604	69,890	9,319	16,006	1,686	16,280	4,884	4,726	16,155	3,897	
MIFFLIN G-5	44.7	13.92	117,478	8,440	20.9	22.0	17.4	20.5	11.5	73,679	5,293	16,578	2,253	10,200	4,911	4,937	14,738	6,882	19.61	2.9	10,554	
MONROE L-4f	44.0	13.84	117,512	8,491	20.7	26.7	16.0	18.1	12.4	82,747	5,979	19,528	2,026	9,520	3,745	2,258	20,352	6,178	21.52	1.1	4,488	
MONTGOMERY L-6f	610.3	178.51	2,528,912	14,167	8.2	19.7	15.2	24.0	31.8	1,210,381	6,780	283,406	35,325	250,795	84,183	56,476	220,333	74,710	247.77	4.8	25,299	
Abington Township	65.5	19.38	329,578	17,006	76,411	3,943	20,050	1,437	45,977	2,221	1,661	407	3,399	
Chesterham Township	44.1	13.91	265,030	19,053	81,856	5,885	20,802	2,441	31,026	7,146	1,941	6,555	3,438	
Lower Merion Township	66.6	20.21	524,552	25,955	133,044	6,583	21,867	2,440	50,521	12,500	5,112	18,904	5,803	
Norristown	39.0	10.46	127,817	12,220	102,527	9,802	22,949	2,631	27,207	10,333	6,474	15,287	4,970	
Pottstown	28.1	9.21	99,444	10,797	82,388	8,945	16,117	2,783	11,740	12,911	6,558	16,115	4,374	
MONTGOMERY H-4	16.6	4.27	38,357	8,983	20.4	19.0	18.8	24.6	12.8	17,430	4,082	4,886	676	1,997	1,091	755	4,402	1,063	6.69	1.4	3,883	
NORTHAMPTON L-5	210.1	65.11	599,028	9,200	19.3	21.7	22.6	21.0	12.1	284,324	4,367	84,051	9,089	37,233	17,938	16,887	48,384	19,889	108.58	4.3	17,087	
Bethlehem	77.6	23.96	249,199	10,401	117,883	4,920	32,297	4,194	23,203	5,506	5,455	18,506	6,623	
Allentown-Bethle- hem-Easton Metro Area	528.7	164.51	1,533,239	9,320	18.2	23.1	21.3	21.1	13.1	900,559	5,474	208,829	22,017	186,646	41,732	49,982	171,432	60,478	243.00	
Easton	31.4	10.34	96,078	9,292	74,795	7,234	15,679	2,568	13,933	9,733	6,671	10,159	3,790	
NORTHUMBER- LAND H-5	91.3	29.52	277,878	9,413	18.6	22.4	15.1	21.5	15.4	168,603	5,711	41,400	5,766	16,591	14,946	9,021	32,830	10,238	47.84	4.0	16,342	
PERRY G-6	28.1	8.36	58,551	7,004	26.9	23.6	18.5	14.2	5.9	35,034	4,191	10,520	516	1,586	660	8,791	3,483	3,483	14.35	3.5	12,111	
PHILADELPHIA M-7f	2,070.9	654.61	5,719,672	8,738	19.0	25.8	17.9	19.0	11.7	3,398,963	5,192	757,709	117,276	619,161	307,461	201,319	460,911	159,482	639.99	1,058
Philadelphia	2,070.9	654.61	5,719,672	8,738	3,398,963	5,192	757,709	117,276	619,161	307,461	201,319	460,911	159,482	
Philadelphia Metro Area	4,878.6	1,454.58	14,583,191	10,026	14.9	24.8	17.6	21.2	17.2	7,832,788	5,385	1,819,630	247,263	1,300,761	545,319	393,997	1,459,789	453,424	1,703.73	
PIKE L-3	9.3	3.24	28,900	8,920	17.9	18.3	17.5	24.4	16.3	12,623	3,896	2,344	202	1,260	233	374	1,414	1,196	4.78	2,074
POTTER F-2	15.7	4.85	38,800	8,000	23.4	19.1	19.4	18.8	10.0	23,553	4,856	6,452	532	808	1,071	2,961	5,226	2,355	6.69	2.1	7,512	
SCHUYLKILL J-5	149.7	48.30	434,825	9,003	19.8	21.1	16.7	21.5	13.9	224,123	4,640	64,876	5,140	25,247	16,437	9,813	46,586	17,674	77.97	4.0	13,988	
Pottsville	21.3	7.01	57,783	8,243	71,889	10,255	14,750	1,896	20,986	7,104	5,256	14,537	2,892	
SNYDER H-5	27.0	7.45	62,165	8,344	21.6	19.6	18.9	20.9	11.6	45,832	6,152	9,892	613	3,640	1,749	1,738	12,420	4,695	11.96	3.4	10,886	
SOMERSET D-7	75.6	22.41	171,302	7,644	23.7	19.2	18.3	16.9	8.9	104,781	4,676	25,201	2,151	8,206	3,540	4,000	25,714	12,275	34.92	6.1	22,714	
SULLIVAN J-3	6.2	1.81	14,755	8,152	24.8	23.3	15.8	16.5	9.3	6,676	3,688	1,42	142	510	56	402	1,191	657	3.35	1.0	2,463	
SUSQUEHANNA K-2	34.2	10.00	80,163	8,016	21.8	27.5	14.4	15.8	10.3	43,104	4,310	11,777	722	1,742	963	760	13,903	2,680	14.83	5.3	19,858	
TIOGA G-2	37.9	11.17	86,874	7,777	25.4	29.4	14.3	13.9	8.1	53,633	4,802	13,769	1,081	3,648	1,967	1,422	13,947	4,819	17.22	4.9	18,021	
UNION H-4	27.8	7.23	67,961	9,400	20.2	28.4	12.8	15.6	15.1	33,820	4,678	7,981	851	2,524	1,137	1,723	9,339	2,340	11.48	2.2	9,052	
VENANGO C-3	62.8	18.61	169,112	9,087	20.3	22.7	18.7	21.0	13.3	91,782	4,932	25,603	2,855	12,714	7,154	4,380	19,585	7,059	28.22	2.1	4,185	
WARREN D-2	46.3	13.59	141,384	10,404	15.3	19.4	19.2	24.9	18.6	110,525	8,133	18,305	2,561	6,836	49,961	2,643	16,572	4,908	20.57	2.1	7,437	
WASHINGTON B-6	214.1	65.22	616,849	9,458	17.3	19.2	20.0	23.3	15.6	319,424	4,898	91,683	8,099	38,595	21,917	14,427	67,102	24,964	94.23	6.1	15,995	
Washington	20.8	6.81	73,206	10,750	96,217	14,129	23,967	2,714	19,478	10,729	4,208	18,064	6,300	
Wayne L-2	26.7	7.88	64,697	8,210	24.1	20.8	15.7	18.0	11.4	47,687	6,052	11,969	1,351	3,613	1,720	1,803	9,860	3,344	13.88	4.8	17,714	
WESTMORELAND C-6	371.6	110.95	898,823	8,101	18.9	24.8	18.6	20.3	12.0	530,280	4,779	138,947	16,527	75,612	32,011	28,016	105,500	46,959	148.29	5.7	18,378	
New Kensington	21.1	6.97	73,552	10,553	60,825	8,727	12,399	2,518	12,880	6,109	4,520	13,177					

STATE NETWORKS

Allegheny Mountain Network

Comprised of:
AM NETWORK
 WKBI—St. Marys WBLF—Bellefonte
 WFTN—Coudersport WNET—Wellsburo
 WTRN—Tyrore WEND—Ebensburg

FM NETWORK
 WGMR (FM)—Tyrore WEND-FM—Ebensburg
 WKBI-FM—Ridgeway
 Media Code 4 239 0050 5.00
 Business Office—Tyrore, Pa. 16688. Phone 814-684-3200.

- PERSONNEL**
 President—C. H. Simpson.
 Vice-Pres. & Sales Mgr.—William E. Moses.
 Vice-Pres. & Gen'l Mgr.—John A. Fay.
- REPRESENTATIVES**
 Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome Messervey Co., Inc.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
 Comb. & Cont. Discounts: 60a, 60b, 60c, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Originations without additional charge from any stations of network. Instantaneous origination from WTRN, WBLF, WEND, WEND-FM, WGMR (FM), WKBI, WKBI-FM or WNET.

TIME RATES

ET 10/1/67—Rec'd 7/25/69.

6. SPOT ANNOUNCEMENTS

AM NETWORK

1x	13x	26x	52x	104x	812x
1 min.	36.00	34.20	32.40	30.60	28.80
30 sec.	24.00	22.80	21.60	20.40	19.20

FM NETWORK

1 min.	18.00	17.10	16.20	15.30	14.40
30 sec.	12.00	11.40	10.80	10.20	9.60

ALLENTOWN-BETHLEHEM-EASTON (7 AM; 5 FM)

Allentown—Lehigh County—Map Location K-5
 Bethlehem—Lehigh, Northampton Counties—Map Location K-5
 Easton—Northampton County—Map Location L-5
 See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

W A E B

1949
 ALLENTOWN

McGavren-Guild
pgw radio, inc.



A William Rust Station
 Media Code 4 239 0100 8.00
 WAEZ Broadcasters, Inc., 700 Fenwick St., Allentown, Pa. 18105. Phone 215-434-4424. Philadelphia office 215-737-5544.

- PERSONNEL**—President—W. F. Rust, Jr.
 Vice-Pres. & Gen'l Mgr.—S. Robert Ackley, Jr.
 Station Manager—Ronald Sotak.
- REPRESENTATIVES**
 Philadelphia—McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
 1,000 w. 790 kc.
 Directional—separate patterns day and night.
 Operating schedule: 24 hours daily except 1:00-5:00 am Tues. EST.
- AGENCY COMMISSION**
 15/0 time only; 10 days. Bills due 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 25a.
 Contracts: 40a, 41, 45, 46, 47a, 49.
 Comb. & Cont. Discounts: 60a, 60g, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 82.

TIME RATES

ET 10/1/67—Rec'd 8/27/67.

AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
(*)	25	19	21	16	19	15
6 ti	24	18	20	15	18	14
12 ti	22	17	19	14	17	13
18 ti	22	18	18	13	16	12
24 ti	—	17	12	15	11	—

(*) 1-5 ti or fixed position.
 10 sec: 50% of applicable 1-min rate.
 Consecutive Weeks Discount
 26 wk. 5% 52 wk. 10%

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	156x	312x
1/2 hr	105.00	101.50	98.00	94.50	91.00
1 hr	75.00	72.50	70.00	67.50	65.00
5 min.	45.00	43.50	42.00	40.50	39.00

9. PARTICIPATING PROGRAMS
 Comment—Mon thru Fri 11 pm-12:30 am. 5 min per wk 85.

W A E B-FM

1961

ALLENTOWN

A William Rust Station
 Media Code 4 239 0101 6.00
 WAEZ Broadcasters, Inc., 700 Fenwick St., Allentown, Pa. 18105. Phone 215-434-4424. Philadelphia, 215-567-6544.

- PERSONNEL**—President—William F. Rust, Jr.
 Vice-Pres. & Gen'l Mgr.—S. Robert Ackley, Jr.
 Commercial Manager—Ronald Sotak.
- REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
 ERP 8,000 w.; 104.1 mc. Stereo.
 Operating schedule: 6-2 am. EST.
 Antenna ht.: 304 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 See WAEZ listing for coded regulations.

TIME RATES

ET 10/1/67—Rec'd 3/1/67.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	9.00	8.50	7.50	7.00
Consecutive Weeks Discount				
26 wks.	5%	52 wks.	10%	

W E E X W E E X-FM
 1958

EASTON

Media Code 4 239 0150 3.00
 WEEZ, Inc., Easton, Pa. 18042. Phone 215-258-6155.

- PERSONNEL**
 President—Donald W. Diehl.
 Station Manager—Tom Durgless.
- REPRESENTATIVES**
 Adam Young Radio, Inc.
 Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervey Co., Inc.
- FACILITIES**
 1,000 w. days; 250 w. nights; 1230 kc.
 Operating schedule: 24 hours daily. EST.
 FM FACILITIES
 ERP 13,000; 99.9 mc.
 Antenna ht.: 456 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 net time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 12b.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 28a, 28a.
 Contracts: 40a, 44a, 45, 50, 51a, 51c.
 Comb. & Cont. Discounts: 60a, 60i, 62d.
 Cancellation: 70a, 70e, 71a, 72.

TIME RATES

No. 7 ET 2/15/69—Rec'd 1/30/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	CLASS AA	12 ti	18 ti	24 ti	30 ti
1 min.	18.00	16.00	14.00	13.00	12.00	11.00
30 sec.	14.50	13.00	11.00	10.50	9.50	9.00
10 sec.	9.00	8.00	7.00	6.50	6.00	5.50

CLASS A

1 min.	14.00	12.00	10.00	9.00	8.00	7.00
30 sec.	11.00	9.50	8.00	7.00	6.50	5.50
10 sec.	7.00	6.00	5.00	4.50	4.00	3.50

CLASS B

1 min.	12.00	10.00	8.00	7.00	6.00	5.00
30 sec.	9.50	8.00	6.50	5.50	5.00	4.00
10 sec.	6.00	5.00	4.00	3.50	3.00	2.50

CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
 (Sold only on a firm 13 week contract)
 5-minute Newscast—7 per week 125.00.
 Includes 10-second open, 1-minute spot and 10-second close.
 2-minute Sports at 15¢ per week 85.00.
 Includes 10-second open, 30-second spot.

WEST WEST-FM

1936

EASTON

NBC Radio Network

A Steelman Station
 Subscriber to the NAB Radio Code
 Media Code 4 239 0200 6.00
 Associated Broadcasters, Inc., 436 Northampton St., Easton, Pa. 18042. Phone 215-258-6181.

STATION'S PROGRAMMING DESCRIPTION
 WEST: Programmed for adults and young adults.
 MUSIC: popular standard selected from current best selling singles and albums. NEWS: 5 min on hour network, local at :25 and :55. Extended summaries 7:30 am, 12:15 pm, 5:35 pm & 10:45 pm. 4 man news staff plus stringers, 1 mobile unit. SPORTS: 5 min reports in am and pm drivetimes. Live major league baseball and football. Local live college football and basketball. Stock market reports 5:55 pm, M-F. Direct line from local broker. Hourly reports from network and local. Telephone talk 12:35-1:35 pm, M-F and 6:05-8:55 pm, M-F. Weather: every 15 min on quarter hour. Contact Representative for further details. Rec'd 6/23/69.

- PERSONNEL**
 Station Executive—Clair R. McCollough.
 Station Manager—Theodore Pierce.
 National Sales Representative—H. Eugene Peters.
- REPRESENTATIVES**
 Meeker Radio, Inc.
- FACILITIES**
 Steelman Radio Stations: See Rep & S/O pages.
 Non-directional.
 Operating schedule: 5:00-1:30 am. EST.

- PERSONNEL**
 President—Ray M. Schacht.
 General Manager—Carl Stuart.
 Chief Engineer—James A. Herbert.
- FACILITIES**
 600 w. days; 1600 kc. Non-directional.
 Operating schedule: 6 am local sunset. EST.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 28b, 28c, 29a, 30, 32d.
 Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb. & Cont. Discounts: 60a, 61c.
 Cancellation: 70b, 70d, 71a, 73a.
 Prod. Services: 80, 82.
 Affiliated with American Entertainment Network.
 Member: Country Music Network.

PENNSYLVANIA

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective January 1, 1965.

Rates received December 31, 1964.

6. SPOT ANNOUNCEMENTS

PREFERRED POSITION

1-156 ti	1 min	30 sec	10 sec
1-156 ti	5.76	4.00	2.88
157-260 ti	5.41	3.82	2.71
261-520 ti	4.94	3.41	2.47
521 or more ti	4.12	2.94	2.06

Preferred positions are sold on a contractual year basis, subject to frequency discounts, as earned. These announcements are not subject to pre-emption.

7. PACKAGE PLANS

IMPACT PLANS
 1 MINUTE

PER WK:	1-4 wk	5-8 wk	9 wk or more
12 ti	5.29	63.48	4.71
18 ti	4.88	87.84	4.41
24 ti	4.47	107.28	4.00
36 ti	4.12	148.82	3.53

80 SECONDS

12 ti	3.65	43.80	3.29
18 ti	3.41	61.38	3.06
24 ti	3.12	74.88	2.82
36 ti	2.82	101.52	2.47

10 SECONDS

18 ti	2.58	45.54	2.24
24 ti	2.29	54.96	2.12
36 ti	2.12	76.32	1.94

Run-of-schedule only, and all spots must run within seven days. Advertiser may choose days and quantities to fit his needs. Packages may be combined to earn a lower rate. Impact Plan may not be combined with Preferred Position in order to earn a lower rate. Impact Plan must run in consecutive weeks in order to qualify for a lower rate. There shall be no retroactive rebates or discounts on Impact Plan.

10. SPECIAL FEATURES

Newscasts sold only on 13 week firm orders:

PER WK:	3 or more days	8.47
5 minute newscasts, 5 or more days	5.85	
3 minute newscasts, 5 or more days	3.76	

4. AGENCY COMMISSION

15/0 on station time.

- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
 Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
 Comb. & Cont. Discounts: 60b, 61a, 62a.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.
 New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year. All acceptable accounts subject to same rate.

TIME RATES

ET 8/1/66—Rec'd 7/18/66.

AA—Mon thru Sat 6:30-10 am.
 A—Mon thru Sat 4-7 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	14	13	12	11	10
A	11	10	9	8	7
B	10	9	8	7	6

20/30 seconds—80% of minute rate.
 10 seconds—50% of minute rate.

7. PACKAGE PLANS

1-MINUTE BULK RATES

PER YR:	250x	500x	1000x	2000x
AA	12.00	11.00	10.00	9.00
A	8.00	7.00	6.50	6.00
B	8.00	7.00	6.50	6.00

8. PROGRAM TIME RATES

1 hr	55.00	50.00	45.00	40.00
1 1/2 hr	80.00	75.00	70.00	65.00
2 hr	105.00	100.00	95.00	90.00
3 hr	130.00	125.00	120.00	115.00
4 hr	155.00	150.00	145.00	140.00
5 hr	180.00	175.00	170.00	165.00
6 hr	205.00	200.00	195.00	190.00
7 hr	230.00	225.00	220.00	215.00
8 hr	255.00	250.00	245.00	240.00

To earn discounts, programs must be used within 12 month period.

W F M Z (FM)

1946

ALLENTOWN
 Media Code 4 239 0250 1.00
 WFMZ, Marantha Broadcasting Co., Inc., E. Rock Rd., Allentown, Pa. 18103. Phone 215-797-4530.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Richard C. Dean.
 Sales Manager—Robert O. Johnson.
 News & Special Features—Paul Brittain.
- REPRESENTATIVES**
 New York City—C. Otis Rawalt, Inc.
- FACILITIES**
 ERP 4,800 w.; 100.7 mc. Stereo.
 Operating schedule: 6-1 am Mon thru Sat; 8 am-11 pm Sun. EST.
 Antenna ht.: 835 ft. above average terrain.
- AGENCY COMMISSION**
 15%; additional cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3d, 4b, 5.
 Rate Protection: 10e, 13e, 14e.
 Basic Rates: 20a, 21a, 22a, 24b, 25a, 29b.
 Contracts: 40c, 44a, 46.
 Comb. & Cont. Discounts: 60d, 61b, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Tobacco advertising not acceptable.
 Affiliated with American FM Network.

TIME RATES

Rates effective December 1, 1961.

Rates received November 29, 1961.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1 ti	5.00	156 ti	6.00
13 ti	7.50	212 ti	5.50
26 ti	7.00	624 ti	5.00
52 ti	6.50		

8. PROGRAM TIME RATES

1 hr	55	32	22	17	12
1 1/2 hr	80	70	60	50	40
2 hr	105	95	85	75	65
3 hr	130	120	110	100	90
4 hr	155	145	135	125	115
5 hr	180	170	160	150	140
6 hr	205	195	185	175	165
7 hr	230	220	210	200	190
8 hr	255	245	235	225	215

PENNSYLVANIA

Allentown-Bethlehem-Easton— WHOL—Continued

TIME RATES

Rates effective August 1, 1956. (Card No. 3.)
Card received September 17, 1966.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 ti.....	9.00 104 ti..... 7.00
13 ti.....	8.50 156 ti..... 6.50
26 ti.....	8.00 208 ti..... 6.00
52 ti.....	7.50 312 ti..... 5.75

7. PACKAGE PLANS

SATURATION PACKAGE RATES

	Per week				
	4 wks.	13 wks.	26 wks.	39 wks.	52 wks.
6 announcements.....	\$9.00	\$7.00	\$5.00	\$3.00	\$1.00
12 announcements.....	72.00	68.50	65.00	61.50	58.00
18 announcements.....	103.50	98.50	93.00	88.00	83.00
24 announcements.....	132.00	125.50	119.00	112.00	106.00
30 announcements.....	167.50	149.50	142.00	134.00	128.00

WKAP

1946
ALLENTOWN



A Rahal Station
Subscriber to the NAB Radio Code
Media Code 4 239 0400 2.00
WKAP, Inc., Box 246, Whitehall, Pa. 18052, Phone
215-433-3166.

STATION'S PROGRAMMING DESCRIPTION
WKAP: Programmed for young, young married, adults.
MUSIC: general popular, showtunes, standards, middle-of-the-road all day. AIR PERSONALITIES handle all programs and commercials. NEWS: emphasis local, regional and on-spot by mobile phone, 5 min hourly. Expanded news, sports, stock market 6-8:30 pm, 10:50-11 pm. Editorials. Stock market 3:05 pm, 4:05 pm, 6:25 pm M-F. FARM: 6:15-6:30 am, 12:15-12:20 pm. Short reports throughout day. SPORTS: at 140, local basketball, pro sport network. TALK: audience telephone participation 9:05-9:30 am, 12:30-1:30 pm, 7-7:30 pm, 10:05 pm-12M M-F. RELIGIOUS Sun 7-10 am, 5:30-6:30 pm. Public service announcements and programs. Contact Representative for further details. Rec'd 8/18/67.

- PERSONNEL**
President—Joe Rahall.
General Manager—Oggie Davies.
Program Director—Alan D. Raber.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1820 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-2 am. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 25c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 4 ET 9/1/68—Rec'd 9/12/68.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Mon thru Fri 10 pm-midnight; Sun noon-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
PER WK:	(*) 6 ti 12 ti 18 ti 24 ti 36 ti
AAA.....	22 21 20 19 18 17
AA.....	21 20 19 18 17 16
A.....	19 18 17 16 15 14
B.....	15 14 13 12 11 10

(*) Less than 6 ti or fixed.
30 sec/less: 80% of 1-min.
10 sec/less: 60% of 1-min.

DISCOUNT

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

1 MIN:	Plan		
	I	II	III
6-10 am.....	8	6	4
10 am-3 pm.....	12	6	4
3-7 pm.....	8	6	4
7 pm-midnight.....	8	6	5
Total.....	36 ti	24 ti	18 ti
Per wk. ea.....	12.00	13.00	14.00

Spots between 2 classes take higher rate. Spots and programs may not be combined for frequency discounts. All Plan spots, in all categories, are combinable. Minutes, 30 and 20-seconds may be counted to help frequency discounts on 10-second spots, but 10-second spots may not be counted to help earn frequency discounts on minutes, 30 and 20-seconds.

10. SPECIAL FEATURES

NEWSCASTS

PER WK:	1 ti	6 ti	12 ti	24 ti
AAA.....	26	25	24	22
AA.....	24	23	22	20
A.....	22	21	20	18
B.....	17	16	15	13

WSAN

1923
ALLENTOWN



Media Code 4 239 0450 7.00
Lenigh Valley Broadcasting Co., 1183 Mickley Rd., Allentown, Pa. 18105, Phone 215-434-9511.

- PERSONNEL**
Owners and Managers—Olivia M. Barnes & Reuel H. Musselman.
Sales Manager—Austin R. Dreisbach.
National Sales—Charles B. Peirle.
- REPRESENTATIVES**
Call station collect.
Pennsylvania—Dome-Messervy Co., Inc.
- FACILITIES**
5,000 w.; 1470 kc. Directional—night only.
Operating schedule: 6:00-1:00 am EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 23a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC Radio Network.

TIME RATES

Rates effective January 1, 1962. (Card No. 16.)
Card received January 29, 1962.

6. SPOT ANNOUNCEMENTS

Per week:	Class A		Class B	
	1	30	1	30
1 time.....	9.75	6.50	4.75	6.50
6 times.....	8.50	6.00	4.50	6.15
10 times.....	7.50	5.70	4.30	5.75
15 times.....	7.00	5.40	4.10	5.40
20 times.....	6.50	5.10	3.90	5.05
25 times.....	6.00	4.80	3.70	4.70

ALTOONA (3 AM; 2 FM)

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WFBG

1924
A Triangle Station

BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 239 0500 9.00
Radio and Television Division, Triangle Publications, Inc., Commerce Park, Altoona, Pa. 16803, Phone 814-944-2031, TELEX 501-691-4841.

- PERSONNEL**
Division General Manager—George A. Koehler.
General Manager—Edward Gillier.
- REPRESENTATIVES**
Blair Radio.
Regional Reps Corp.
Triangle Sta. Sales Offices: See Reps & S/O pages.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—day and night.
Operating schedule: 6-2 am Mon thru Fri; 8 am-midnight Sat & Sun. EST.
- AGENCY COMMISSION**
15/0 time, news and talent charges.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.
Affiliated with American Contemporary Network.

TIME RATES

No. 7 ET 5/1/65—Rec'd 4/6/65.
A—Mon thru Sat 6-10 am & 4-7 pm. Rotating.
B—Mon thru Sun 10 am-4 pm; Sun 4-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
PER WK:	(*) 1 ti 6 ti 12 ti 18 ti 24 ti 30+
A.....	23.00 21.00 19.00 18.00 17.00 16.00 15.00
B.....	17.00 15.00 14.00 13.00 12.00 11.00
C.....	10.00 8.00 7.50 7.00 6.50 6.00

(*) Specified position.
30 sec: 75% of 1-min. ID's: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	6 ti	12 ti	18 ti	24 ti
6 ti, 1 per day.....	24.00	26.00	28.00	30.00
Less than 6 ti.....	19.00	21.00	23.00	25.00
5 ti, 1 per day.....	19.00	21.00	23.00	25.00
Less than 5 ti.....	14.00	16.00	18.00	20.00
5 ti, 1 per day.....	10.00	12.00	14.00	16.00
Less than 5 ti.....	12.00	14.00	16.00	18.00

WFBG-FM

1960
A Triangle Station



Media Code 4 239 0501 7.00
Radio & Television Division, Triangle Publications, Inc., Commerce Park, Altoona, Pa. 16803, Phone 814-944-2031, TWX 501-691-4841.

- PERSONNEL**
Division General Manager—George A. Koehler.
Station Manager—Robert Hucksbone.
Program Director—Victor L. Stamm.
- REPRESENTATIVES**
Blair Radio.
Triangle Sta. Sales Offices: See Rep. & S/O pages.
- FACILITIES**
ERP 30,000 w. (horiz. & vert.) 98.1 mc. Stereo.
Operating schedule: 7:30-12:30 am. EST.
Antenna ht.—1,021 ft. above average terrain.
- AGENCY COMMISSION**
15% of net time charge; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WFBG listing for coded regulations.
TV facilities: WFBG-TV.
Affiliated with Blair Group Plan.
Affiliated with American FM Network.

TIME RATES

No. 5 ET 7/1/68—Rec'd 8/1/68.
1 min 5.40 1x 15x 30x 60x 125x 250x 500x
5.00 4.85 4.65 4.25 3.85 3.50 3.10

8. PROGRAM TIME RATES	
1 hr.....	27.00 25.00 23.25 21.25 19.25 17.50 15.50
1/2 hr.....	20.25 18.75 17.50 16.00 14.50 13.00 11.50
5 min.....	9.50 9.00 8.50 7.50 7.00 6.00 5.50

WRTA

1947
Subscriber to the NAB Radio Code

Media Code 4 239 0550 4.00
Altoona Trans-Audio Corp., Box 272, Penn Alto Hotel, Altoona, Pa. 16803, Phone 814-943-6112.

- PERSONNEL**
Executive Vice-President—Lou H. Murray.
Station Manager—David R. Wolf.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
Regional—Call station collect.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight Mon thru Sat; 7:45 am-midnight Sun. EST.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 25a, 26, 28b, 29b, 33d.
Contracts: 40a, 41, 44b, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60g, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

ET 1/1/68—Rec'd 11/16/67.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti 36 ti
1 min.....	12.00 11.00 10.50 10.00 9.50 8.00
20/30 sec.....	9.00 8.25 7.85 7.50 7.10 6.00

1 min..... 9.00 8.25 7.85 7.50 7.10 6.00
20/30 sec..... 6.75 6.25 5.80 5.85 5.35 4.50
ID's: 50% of applicable 1-min.

8. PROGRAM TIME RATES

DISCOUNTS	
1/2 hr.....	54 1/4 hr..... 36
13 wk—2% 26 wk—4% 39 wk—6% 52 wk—10%	

Discounts apply to consecutive weekly orders on programs.

WVAM

WVAM-FM

1948

1950

McGavren-Guild
pgw radio, inc.

Media Code 4 239 0600 7.00
Blair County Broadcasters, Inc., WVAM Broadcast House, 2727 W. Albert Dr., Altoona, Pa. 16801, Phone 814-944-9456.

- STATION'S PROGRAMMING DESCRIPTION**
WVAM: Programmed for adults and teens.
MUSIC 78%: All personalities feature current hits and select album cuts 6 am-3 pm, current hits 3 pm-6 am, NEWS 15%: 5 min at :55 expanded to 10 min 3 times daily. Capable headlines at :25, 24 hours per day, 5 man news team, with 7 mobile units, portable units and access to fixed wing aircraft. Emphasis on local news with on spot coverage and statewide correspondents, UPI audio for national and international. Emphasis on special event coverage. SPORTS: high school football and basketball, 25 sports reports 5 times daily. Direct reports from many local athletic events. Audience participation contests and promotions run throughout year. Contact Representative for further details. Rec'd 7/7/69.
- PERSONNEL**
President—Randolph Burdall.
Vice-Pres. & Gen'l Mgr.—Denny J. Bixler.
Program Director—Bill Robbins.

- REPRESENTATIVES**
New York—McGavren-Guild-PGW Radio, Inc. Pittsburgh—Gateway Reps, Inc.
- FACILITIES**
5,000 w.; 1430 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.
ET—ET 11:30 w.; 100.1 fm.
Operating schedule: 3 pm-midnight daily. EST.
Antenna ht.: 1,275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 28b, 28c, 30, 32b, 33d.
Contracts: 40a, 42c, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60e, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

ET 5/1/60—Rec'd 4/28/69.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm; Sun 8 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS	
AA.....	6 ti 12 ti 18 ti 24 ti
A.....	20 18 18
B.....	16 15 14 13
30 sec: 80% of 1-min. ID's 50% of 1-min	12 11 10 9

8. PROGRAM TIME RATES	
1/2 hr.....	53 50 47 44 41 38
1/4 hr.....	38 34 32 30 28 26
5 min.....	19 18 17 16 15 14

10. SPECIAL FEATURES	
5-MINUTE NEWSCASTS	
5 ti per wk.....	AA 110 A 77 B
Less than 5 ti, ea.....	22
Flat. per newscast.....	22

AMBRIDGE

Beaver County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WMBA

1958

Media Code 4 239 0650 2.00
Miners Broadcasting Service, Inc., Box 509, 304 Duss Ave., Ambridge, Pa. 15003, Phone 412-266-1110; 774-1147; 766-8224.

STATION'S PROGRAMMING DESCRIPTION
WMBA: Programmed for adults.
NEWS: 5 min every 30 min, with local and regional news featured first in newscasts. Weather: four 5 min forecasts daily from local U.S. Weather Bureau. Editorials on local issues. MUSIC: management selected general popular music with current hits featured, also standards, showtunes, film music, middle-of-the-road. SPORTS: college, pro and high school football play-by-play. Contact Representative for further details. Rec'd 7/11/67.

- PERSONNEL**
Station Manager—R. E. Angst.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
500 w. days; 1460 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28a, 29a, 29b, 30.
Contracts: 40a, 41, 44b, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 ET 8/1/68—Rec'd 7/5/68.

6. SPOT ANNOUNCEMENTS	
PER	

Ambridge—W M B A—Continued

BULK-ROS-BTA		1 min 30 sec	
MINIMUM, EA:		4.00	3.00
6 in 1 consec days		3.75	2.75
10 in 2 consec days		3.75	2.75
15 in 3 consec days		3.70	2.70
20 in 4 consec days		3.60	2.60
30 in 5 consec days		3.50	2.50
50 in 7 consec days		3.40	2.45
75 in 10 consec days		3.30	2.40
100 in 14 consec days		3.20	2.35
200 in 21 consec days		3.10	2.30
300 in 30 consec days		3.00	2.25
1 x	1/2 hr 1/4 hr 5 min	55	35 16

ANNVILLE-CLEONA

Lebanon County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WAHT

1968



Subscriber to the NAB Radio Code

Media Code 4 239 0674 2.00

Valley Communications Corp., Box 15, Rt. 5, The
Coblebrook Rd., Lebanon, Pa. 17042. Phone 717-
278-8547.

- PERSONNEL**
Pres. & Gen'l Mgr.—William E. Sullivan.
Commercial Manager—Richard L. Rotunda.
Operations Manager—Fred Williams.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
New England Spot Sales, Inc.
Regional Reps Corp.
- FACILITIES**
5,000 w. days; 1510 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% time only; 2% cash discount. Payable by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c,
29a, 33b.
Contracts: 40a, 42a, 42c, 43, 44b, 46.
Comb. Cont. Discounts: 60a, 60c, 60f, 60h, 61c, 62a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
ER 7/1/67—Rec'd 9/11/68.			
AA—Mon thru Sat 6-9 am & 4-6 pm			
A—Mon thru Sat 9 am-4 pm. Sun all day.			
6. SPOT ANNOUNCEMENTS			
CLASS AA			
1 min	13x	26x	52x
30 sec	6.82	8.26	5.71
10 sec	1.60	1.90	1.35
except on 2 to 1 basis.			
Class A—87% of AA.			
7. PACKAGE PLANS			
1 MINUTE			
PER WK:	6 t	12 t	18 t
AA	8.79	8.33	7.63
A	7.68	7.27	6.67
30 sec: 87% of 1-min, combinable for package and frequency.			
10 sec: 50% of 1-min, not combinable for frequency except on 2 to 1 basis.			
8. PROGRAM TIME RATES			
CLASS AA			
1 hr	13x	26x	52x
1/2 hr	78.00	71.00	64.00
1/4 hr	31.50	28.00	24.50
5 min	16.50	15.00	12.78
Class A—87% of AA. (D)			

APOLLO

Armstrong County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WAVL

1947

Media Code 4 239 0700 5.00
Tri-Boro Broadcasting Co., Box 277, Orchard Hills,
1-3/4 miles E. of Apollo, Pa. 15613 off Route 55.
Phone Grover 2-3921.

- PERSONNEL**
Gen'l & Com'l Mgr.—Cecil F. Clifton.
Business Manager—R. J. West.
Chief Engineer—Walter Hurley.
 - REPRESENTATIVES**
Charles Bernard Co.
 - FACILITIES**
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
 - AGENCY COMMISSION**
15%—no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 4b, 4d.
Advertising of tobacco not accepted.
Member: Country Music Network.
- | TIME RATES | | NATIONAL AND LOCAL RATES SAME | |
|------------------------------|--------|-------------------------------|-------|
| ER 7/1/69—Rec'd 6/27/69. | | | |
| 6. SPOT ANNOUNCEMENTS | | | |
| CLASS AA | | | |
| 1 min | 10.00 | 9.00 | 8.00 |
| 30 sec | 8.00 | 7.20 | 6.00 |
| 7. PACKAGE PLANS | | | |
| PER WK, EA: | | | |
| 1 min | 9.00 | 8.50 | 7.25 |
| 30 sec | 7.20 | 6.80 | 5.80 |
| 10 sec | 5.40 | 5.10 | 4.35 |
| 8. PROGRAM TIME RATES | | | |
| CLASS AA | | | |
| 1 hr | 105.00 | 98.00 | 94.00 |
| 1/2 hr | 55.00 | 50.00 | 47.50 |
| 1/4 hr | 28.50 | 26.50 | 24.50 |
| 5 min | 17.50 | 16.00 | 15.25 |

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 t	38.00	23.80	13.30	9.50	6.65
26 t	38.00	21.60	12.80	9.00	6.30
52 t	32.00	20.40	11.20	8.50	5.95
65 t	32.00	19.20	10.20	8.00	5.60
104 t	30.00	18.00	10.50	7.50	5.25
156 t	28.00	16.80	9.80	7.00	4.90
312 t	26.00	15.60	9.10	6.50	4.55

10. SPECIAL FEATURES

PACKAGE PRICE ON NEWS
(6 month contract)
5-minutes news, Mon thru Sat. per wk. 27.00.

BARNESBORO

Cambridge County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WNCC

1950

Media Code 4 239 0750 0.00
WNCC, Inc., Box 277, American Legion Home Bldg.,
Barnesboro, Pa. 17714. Phone 814-948-9201.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. Howard Bair.
Business Manager—Eric M. Bauer.
Program Director—Elaime Bair.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
500 w. days; 950 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15% commission to recognized advertising agencies.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. Cont. Discounts: 60a, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
Rates effective December 1, 1958. Rates received December 3, 1958.			
6. SPOT ANNOUNCEMENTS/PROGRAM RATES			
CLASS AA			
1 time	35.00	25.50	11.75
13 times	32.00	20.50	10.50
26 times	30.00	18.75	10.00
52 times	29.25	17.50	9.50
104 times	26.50	17.00	9.00
260 times	23.50	16.50	8.75

BEAVER FALLS (1 AM; 1 FM)

Beaver County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBVP

1948

Subscriber to the NAB Radio Code
Media Code 4 239 0800 3.00
Beaver Valley Broadcasting, Inc., Box 719, Beaver
Falls, Pa. 15010. Phone 412-846-4100.

STATION'S PROGRAMMING DESCRIPTION
WBVP: Programmed for general interest.
AIR PERSONALITIES handle all segments, music,
news, sports. **NEWS:** 5 min every hour, headlines on
half-hour. 6-9 am popular music, quips, news, 9:15
am recipes, women chatter, 10 am pop music, educa-
tion program, news and birth reports. Noon: news,
death reports and pop music. 3 pm pop music, news,
sports, reports, 6 pm middle-of-the-road music, news,
9 pm music. Emphasis on local news. **SPORTS:** high
school, college, pro football, basketball and baseball.
Contact Representative for further details. Rec'd
3/28/68.

- PERSONNEL**
President—Robert M. Hall.
Vice-Pres. & Mgr.—Walter G. Broadhurst.
Program Director—Charles Wilson.
- REPRESENTATIVES**
Pittsburgh—Gateway Reps, Inc.
- FACILITIES**
1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00-12:05 am. EST.
Partial simulcast operation. Simulcast noon-12:30 pm
and 6-6:30 pm. For non-simulcast facilities see
WBVP-FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
23b, 24b, 24c, 25c, 26, 28a, 29a, 30.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 49,
51a, 51c.
Comb. Cont. Discounts: 60a, 60c, 60f.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Beer, wine and cigarette commercials unacceptable on
high school and college spots.
WBVP advertisers may purchase FM spots at 50%
of their AM rates.

TIME RATES		NATIONAL AND LOCAL RATES SAME	
ER 7/1/69—Rec'd 6/27/69.			
6. SPOT ANNOUNCEMENTS			
CLASS AA			
1 min	10.00	9.00	8.00
30 sec	8.00	7.20	6.00
7. PACKAGE PLANS			
PER WK, EA:			
1 min	9.00	8.50	7.25
30 sec	7.20	6.80	5.80
10 sec	5.40	5.10	4.35
8. PROGRAM TIME RATES			
CLASS AA			
1 hr	105.00	98.00	94.00
1/2 hr	55.00	50.00	47.50
1/4 hr	28.50	26.50	24.50
5 min	17.50	16.00	15.25

WBVP-FM

1960

Media Code 4 239 0801 1.00
Beaver Valley Broadcasting, Inc., Box 719, 1400 7th
Ave., Beaver Falls, Pa. 15010. Phone 412-846-
4101.

- PERSONNEL**
President—Robert M. Hall.
Vice-Pres. & Mgr.—Walter G. Broadhurst.
Program Director—Charles Wilson.
- REPRESENTATIVES**
Gateway Reps, Inc.
- FACILITIES**
ERP 16,500 w.; 106.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,322 ft. above average terrain.
Partial simulcast operation. Operated separately 6
am-noon, 12:30-6 pm & 6:30 pm-midnight. For
simulcast facilities see WBVP.
- AGENCY COMMISSION**
15/0 on time. Bills payable in 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28a, 28c, 29a,
33d.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 49, 51a.
Comb. Cont. Discounts: 60a, 60c, 60f, 61a, 61b, 62b,
62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b, 80, 82.
WBVP advertisers may purchase FM spots at 50%
of their AM rate.

TIME RATES

ER—Rec'd 1/17/69.

- SPOT ANNOUNCEMENTS**
- | PER WK, EA: | 13 wk | 26 wk | 39 wk | 52 wk |
|---|-------|-------|-------|-------|
| 1 min | 4.00 | 3.50 | 3.00 | 2.50 |
| 1 spot, per day, 7 days per wk, 52 wks, ea | 2.00 | 1.75 | 1.50 | 1.25 |
| Minimum purchase—2 1-minute spots per week. | | | | |
| Maximum purchase—2 1-minute spots per day. | | | | |

BEDFORD

Bedford County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WBFD

1955

Subscriber to the NAB Radio Code
Media Code 4 239 0650 8.00
The Inquirer Printing Co., Box 572, American Legion
Bldg., R. N. 2, Bedford, Pa. 15522. Phone 623-
5131.

- PERSONNEL**
Sales & Station Manager—Glenn B. Ritchey.
Program Director—Sherwood B. Hawley.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
5,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b,
25a, 28b, 28c, 30.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
48, 49, 51c.
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 62b.
Cancellation: 70b, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

No. 3 ER 7/1/68—Rec'd 12/18/67.

- SPOT ANNOUNCEMENTS**
- | | 1x | 13x | 26x | 52x | 104x | 365x |
|--------|------|------|------|------|------|------|
| 1 min | 6.50 | 6.50 | 6.25 | 6.00 | 5.50 | 5.00 |
| 30 sec | 5.00 | 5.00 | 4.75 | 4.25 | 4.00 | 3.50 |
- PROGRAM TIME RATES**
- | | 1x | 13x | 26x | 52x | 104x | 365x |
|--------|----|-----|-----|-----|------|------|
| 1/2 hr | 35 | 32 | 30 | 28 | 26 | 24 |
| 1/4 hr | 20 | 18 | 16 | 15 | 14 | 12 |
| 10 min | 16 | 15 | 14 | 13 | 12 | 11 |
| 5 min | 10 | 10 | 10 | 9 | 8 | 8 |

BELLEFONTE

Centre County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WBLF

1956

Subscriber to the NAB Radio Code
Media Code 4 239 0900 1.00
Bellefonte Broadcasting Co., Box 88, Crider Ex-
change Bldg., Bellefonte, Pa. 16823. Phone 814-
355-4751

- PERSONNEL**
President—Cary H. Simpson.
Vice-Pres. & Gen'l Mgr.—William E. Moses.
Sta. & Comm'l Mgr.—James F. Kerschner, Jr.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
500 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b,
25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50,
51a.
Comb. Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70b, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Allegheny Mountain Network.

PENNSYLVANIA

TIME RATES

ER 2/1/57—Rec'd 2/6/67.

- SPOT ANNOUNCEMENTS**
- | | 1x | 13x | 26x | 52x | 104x | 312x |
|-------|------|------|------|------|------|------|
| 1 min | 6.90 | 6.56 | 6.21 | 5.87 | 5.62 | 5.18 |
- PROGRAM TIME RATES**
- | | 1x | 13x | 26x | 52x | 104x | 312x |
|--------|-------|-------|-------|-------|-------|-------|
| 1 hr | 48.00 | 48.00 | 48.00 | 48.00 | 48.00 | 48.00 |
| 1/2 hr | 28.00 | 28.00 | 28.00 | 28.00 | 28.00 | 28.00 |
| 1/4 hr | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 |
| 5 min | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 |

BERWICK

Columbia County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WBRX

1957

Media Code 4 239 0950 6.00
Berwick Broadcasting, Corp., Box 387, Berwick, Pa.
18603. Phone 717-752-1616.

- PERSONNEL**
Station Manager—John Wellenhofer.
Program Director—Andy Kalta.
- FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15%—no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 24a, 24b, 25a, 28a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60a, 61b, 61c, 62b, 62e.
Cancellation:

PENNSYLVANIA

Bloomsburg—W H L M, W H L M-FM—Cont'd

3. FACILITIES
1,000 w.; 550 kc. Directional.
Operating schedule: 6:00 am-midnight. EST.
FM FACILITIES
ERP 10,000 w.; 106.5 mc.
Operating schedule: noon-midnight. EST.
Antenna ht.: 597 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Same rates apply to FM as to AM.

6. SPOT ANNOUNCEMENTS
Rates effective 9/1/68—Rec'd 11/29/68.

Time	1 hr.	1/2 hr.	15 min.	10 sec.	5 min.	30 sec.
1 time	55.00	38.00	24.50	16.00	12.50	6.75
13 times	52.50	35.00	20.00	15.00	11.50	6.50
26 times	48.50	31.50	18.00	13.00	10.00	6.00
52 times	41.50	27.50	13.00	11.00	8.00	5.75
104 times	37.50	25.00	11.50	10.00	7.00	5.50
156 times	35.00	23.00	10.00	9.00	6.50	5.25
260 times	32.50	19.00	9.50	8.00	6.00	5.00
312 times	30.00	17.00	9.00	7.00	5.50	4.75

(*) Station break.

BOYERTOWN

Berks County—Map Location K-6
See SRDS consumer market map and data at beginning of the State

WBYO (FM)

1960



Subscriber to the NAB Radio Code
Media Code 4 239 1100 7.00
Boyertown Broadcasting Co., Inc., Broadcast Heights,
Boyertown, Pa. 19512. Boyertown 369-1075, 6.
STATION'S PROGRAMMING DESCRIPTION
WBYO (FM): Programmed for general interest.
NEWS: 5 min every hour. Country music 5-7 am.
Religious programs 7-11 am. Country music 11 am-noon.
FARM: 12-15 pm. market reports, farm news and special farm features, weather, music, 1-2 pm band organ, sacred music, 2-3 pm variety, 3-4 pm instrumental music, 4-5 pm variety, psychology talk, organ, 5-6 pm sacred music, 6-8:30 pm instrumental music, 6:30-7 pm religious programs, 7-8:30 pm sacred music, 8:30-10 pm phone discussion, 10-11 pm sacred music, 11 pm-12M instrumentals, 12M-5 am sacred music. Sat schedule varies slightly. Sun, religious programs. **CONTINUITY POLICY:** tobacco, movies, not acceptable, no commercials on Sun. Rec'd 7/13/67.

1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—David G. Hendricks.

2. FACILITIES
ERP 20,000 w.; 107.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.—326 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4b, 4d, 5a, 5b, 8.
Rate Protection: 10a, 11a, 13a, 14a, 15a.
Basic Rates: 20b, 21b, 21c, 23a, 24b, 25a, 28b, 29a.
Contracts: 44a, 47e, 50, 51a.
Comb.: Cont. Discounts: 60l, 61a, 62d.
Cancellation: 72, 73a.
Prod. Services: 82.
Maximum of 10 spots within 24 hours.

6. SPOT ANNOUNCEMENTS
ET 9/1/68—Rec'd 11/29/68.

Time	1 min	30 sec	10 sec
1 x	3.75	2.65	1.50
13 x	3.55	2.50	1.45
26 x	3.40	2.35	1.40
52 x	3.20	2.25	1.30
104 x	3.10	2.15	1.25
156 x	3.00	2.10	1.20
260 x	2.80	1.95	1.15
312 x	2.70	1.85	1.10
520 x	2.25	1.60	.92
624 x	2.10	1.50	.90

7. PACKAGE PLANS
(Must be used within 6 days)

EA:	10 ti	20 ti	30 ti
1 min	3.20	2.90	2.60
30 sec	2.25	2.00	1.85

8. PROGRAM TIME RATES

Time	1 hr	1/2 hr	1/4 hr	5 min
1 x	32.80	23.80	17.60	7.80
13 x	31.80	22.25	16.40	7.35
26 x	30.75	21.20	15.40	6.80
52 x	29.70	20.15	14.30	6.40
104 x	28.65	19.10	13.50	6.21
156 x	27.55	18.00	12.75	5.95
260 x	25.45	16.90	11.10	5.50
312 x	22.25	13.80	9.54	5.00
520 x	19.50	11.80	8.00	4.25
624 x	18.55	11.15	7.42	4.00

DISCOUNTS
15% on religious programs and spots.

BRADDOCK

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including McKeesport, New Kensington, Braddock, Carnegie)

BRADFORD

McKean County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WESB

1947



Subscriber to the NAB Radio Code
Media Code 4 239 1150 2.00
WESB, 43 73rd St., Bradford, Pa. 16701. Phone 814-368-4141.

1. PERSONNEL
General Manager—Joseph M. Cleary.
Commercial Manager—Larry T. Chittister.
Program Director—William Winn.

2. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:25 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 42a, 45, 46, 51b.
Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 71a, 73b.

6. SPOT ANNOUNCEMENTS
No. 4 ET 9/1/68—Rec'd 8/1/68.

Time	1 min	15 sec	26 sec	52 sec	104 sec	260 sec
1 min	7.75	7.30	6.90	6.50	6.15	5.75
30/20 sec	6.60	6.25	5.90	5.60	5.25	5.00

10 sec (ROS): 50% of 1-min.
Minute and 30/20-second spots may be combined to earn frequency discount.

BROWNSVILLE

Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WASP

1968



Media Code 4 239 1175 9.00
Brownsville Radio, Inc., 404 Gallatin Bank Bldg.,
Brownsville, Pa. 15417. Phone 412-785-3450.

1. PERSONNEL
Pres. & Gen'l Mgr.—D. C. Loughry.
Operations Manager—Bob Williams.
Traffic Manager—Phil Crysler.

2. FACILITIES
1,000 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60l, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

6. SPOT ANNOUNCEMENTS
ET 8/2/68—Rec'd 1/27/69.

Time	1 min	30 sec	10 sec
1 x	5.60	3.50	1.56
13 x	5.00	3.25	1.32
26 x	4.20	3.00	1.24
52 x	3.80	2.75	1.00
104 x	3.40	2.50	.92

8. PROGRAM TIME RATES

Time	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	29.00	21.00	12.00	9.00
13 x	40.00	25.80	15.00	11.60	8.65
26 x	38.00	23.60	14.60	11.00	8.30
52 x	36.00	22.40	13.90	10.50	7.95
65 x	34.00	21.20	13.20	10.00	7.60
104 x	32.00	20.00	12.50	9.50	7.25
156 x	30.00	18.80	11.80	9.00	6.90
312 x	28.00	17.60	11.10	8.50	6.65

9. PARTICIPATING PROGRAMS
Polka Program—Mon thru Fri 11:30 am-noon 1-min rate plus .50.

BUTLER (2 AM; 1 FM)

Butler County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBUT

1948



WBUT-FM

1949



Media Code 4 239 1200 5.00
WBUT, Inc., Box 1626, McQuisition Rd., Butler, Pa. 16001. Phone 287-5773.

STATION'S PROGRAMMING DESCRIPTION
WBUT: Programmed for general interest.
NEWS: local news every hour and half hour. Complete news 4:5-8 am, noon-12:30 pm, birthdays, anniversaries, club news, births, etc. SPORTS: 8:10 am, 12:25 pm, 5:30 pm. Telephone discussion programs 9-10 am & 12:30-1:15 pm. Local live high school football and basketball and college football. Local sports interviews. Remote portable mobile studio broadcasts entire programs on location. Contact representative for further details. Rec'd 11/30/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Larry M. Berg.

2. REPRESENTATIVES
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervrey Co., Inc.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 720 w.; 97.7 mc.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 46.
Cancellation: 70a, 71a.

TIME RATES
Rates effective May 1, 1964. (Card No. 6.)
Card received April 20, 1964.

6. SPOT ANNOUNCEMENTS

Time	1 min	30 sec	10 sec
1 ti	5.90	4.50	8.85
13 ti	4.75	4.25	8.60
26 ti	4.00	3.75	8.35
52 ti	3.75	3.50	8.10
104 ti	3.50	3.25	7.85
260 ti	3.25	3.00	2.60
312 ti	3.00	2.75	2.35

8. PROGRAM TIME RATES

Time	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	40.00	25.00	20.00	15.00	10.00
13 ti	66.50	37.50	23.50	19.50	14.00
26 ti	53.00	34.50	20.75	18.00	13.75
52 ti	40.50	32.00	17.50	16.75	12.50
104 ti	40.00	30.00	16.25	14.00	12.00
260 ti	42.50	28.50	14.00	12.75	11.25

WISR

1941



Media Code 4 239 1250 0.00
Butler Broadcasting Co., Inc., 357 N. Main St.,
Butler, Pa. 16001. Phone 287-4701.

STATION'S PROGRAMMING DESCRIPTION
WISR: Programmed for general interest.
Regular features: news, with local stories, hour and half hour. Expanded news 7:30-8:10 am, noon-12:30 pm, 5-6:15 pm. Sports 7:40 am, 8:30 am, 12:30 pm & 5:15 pm. Farm 6-7 am. M-F. Women's 11 am-noon, M-F. Talk show 12:45-1:30 pm M-F. Phone call-in show 5:30-6 pm. M-F. Hunt and fish show 3 times weekly. Births, deaths, anniversaries, devotions, stocks, club news, etc. SPORTS: bowling, local area college football, high school football, coach and player interviews, pro football. Specialties: regular editorials. Interview local guests on all program segments. MUSIC: general popular, middle-of-the-road, and standards. Contact Representative for further details. Rec'd 10/26/67.

1. PERSONNEL
President—Joel W. Rosenblum.
General Manager—Robert L. Kaufman.
Commercial Manager—J. Victor O'Brien.

2. REPRESENTATIVES
Gateway Reps. Inc.

3. FACILITIES
250 w. days; 680 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15%: net 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 71a, 72.
Prod. Services: 81, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/67—Rec'd 12/29/66.

6. SPOT ANNOUNCEMENTS

Time	1 min	30 sec	10 sec
1 x	4.70	3.70	3.30
13 x	4.00	3.60	3.20
26 x	4.50	3.45	3.10
52 x	4.35	3.35	3.00
104 x	4.10	3.20	2.80
156 x	4.00	3.00	2.60
260 x	3.75	2.75	2.45
312 x	3.50	2.65	2.35

8. PROGRAM TIME RATES

Time	1 hr	1/2 hr	1/4 hr	5 min
1 x	44.12	23.58	10.4 x	30.59

CANONSBURG

Washington County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WARO

1957

A Universal Owned Station
Media Code 4 239 1300 5.00
Universal Communications of Pittsburgh, Inc., Box 11311, Pittsburgh, Pa. 15242. Phones 412-531-2800, 412-745-5400.

1. PERSONNEL
President—Marvin B. Kosofsky.
Vice-President—Lawrence Brandon.
General Manager—Jim Thompson.

2. REPRESENTATIVES
Universal Broadcasting Corporation.
Dora-Clayton Agency, Inc.

3. FACILITIES
250 w. days; 640 kc. Directional.
Operating schedule: 5:45 am-8:45 pm. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
ET 5/15/67—Rec'd 5/19/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE

Time	1 min	30 sec	10 sec
1 x	11.50	280 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min ID's: 50% of 1-min.

PER WK: 10 ti 15 ti 20 ti 25 ti
1 min 95 135 170 200

8. PROGRAM TIME RATES

Time	1 hr	1/2 hr	1/4 hr	5 min	312x
1 hr	80.00	76.50	73.00	69.50	66.00
1/2 hr	64.00	62.00	60.00	58.00	56.00
1/4 hr	40.00	38.00	36.00	34.00	32.00
10 min	24.00	23.00	22.00	21.00	20.00
5 min	18.00	17.00	16.00	15.00	14.00

(D)

CARBONDALE (1 AM; 1 FM)

Lackawanna County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WC DL

1950



Media Code 4 239 1350 5.00
Carbondale Broadcasting Co., Inc., 127 Salem Rd.,
Carbondale, Pa. 18407. Phone 717-282-2770.
Honesdale, Pa.—849 Main St.

CARLISLE (2 AM; 1 FM)

Cumberland County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WHYL 1952 **WHYL-FM** 1959
NAB **RAB**

Media Code 4 239 1400 1.00
Richard Field Lewis, Jr., Inc., Bergner Bldg., 2nd Floor, 3rd & Market Sts., Harrisburg, Pa. 17101.
1. PERSONNEL
President—Marion P. Lewis.
General Manager—Philip J. Potter.
2. REPRESENTATIVES
PRO Time Sales, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
3. FACILITIES
5,000 w. days; 900 kc. Directional.
Operating schedule: 6:00 am-local sunset. EST.
FM FACILITIES
ERP 700 w.; 102.3 mc.
Operating schedule: 6:00 am-11:00 pm. EST.
4. AGENCY COMMISSION
15% on net station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 10a, 11a, 12b, 13a, 14a, 15b.
Basic Rates: 22a, 23a.
Contracts: 40a, 45.
Comb. Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with American Entertainment Network.
Member: Green Valley Group.

TIME RATES
Rates effective November 1, 1964.
Rates received November 5, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk
5 min	8.00	7.50	7.00	6.50
10 min	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00
15 sec	5.50	5.00	4.50	4.00

10-second announcements combinable with other announcements at a ratio of 2 to 10-second to 1-1 minute announcement.
20/30 seconds—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER WK:	13 wk	26 wk	52 wk
5 min	12.50	11.75	11.00
10 min	11.75	11.00	10.25
15 min	11.00	10.25	9.50

(D)

WIOO 1963
RAB

American Contemporary Ntwk

Media Code 4 239 1450 6.00
WIOO, Inc., 33 W. High St., Carlisle, Pa. 17013.
Phone 717-243-1200.
1. PERSONNEL
General Manager—F. Eugene Walte.
Prog. Dir. & Chief Eng.—Bob Hamilton.
2. REPRESENTATIVES
Gill-Perkins, Inc.
3. FACILITIES
1,000 w.; 1,000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15b.
Basic Rates: 21b, 23b, 24b, 25a, 28b, 29a, 30, 33c.
Contracts: 41, 42a, 42c, 43, 45, 46, 49, 51a.
Comb. Cont. Discounts: 60a, 61a.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 10/11/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	51x	101x	251x	500x
30 sec	8.00	6.50	6.00	4.50	4.00	3.00

10 sec: 50% of 30-sec.
Minutes and 30's may be combined for frequency discount.

7. PACKAGE PLANS
(DRIVE TIME—Mon thru Fri 6-9 am & 4-6 pm)

PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti
1 min	35.00	62.50	110.00	142.50	200.00
30 sec	25.00	45.00	80.00	100.00	137.50

(ROS)

1 min	30.00	55.00	100.00	135.00	175.00
30 sec	22.50	40.00	70.00	90.00	125.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	80	60	40	30
14 x	70	50	30	14
27 x	50	35	20	10

(*) 17.50.

10. SPECIAL FEATURES
(DRIVE TIME—Mon thru Fri 6-9 am & 4-6 pm) 15 min news, ea. (ROS) 10
5 min news, ea. (CR)

CARNEGIE
Allegheny County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.
See Pittsburgh
(including McKeesport, New Kensington, Braddock, Carnegie)

CHAMBERSBURG (2 AM; 1 FM)

Franklin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WCBG 1958
NBC Radio Network

Media Code 4 239 1500 8.00
Four States Broadcasting Corp., Radio Hill, Chambersburg, Pa. 17201. Phone 263-4131.
1. PERSONNEL
Pres. & Gen'l Mgr.—Norman E. Messner.
Station Manager—Ted E. Foreman.
Program Director—Joe Anthony.
2. REPRESENTATIVES
New York—Charles Bernard Company.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 1590 kc.
Directional—night only.
Operating schedule: 5-11 pm. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 24b, 25b, 28b, 28c, 30.
Contracts: 40a, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51b.
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70d, 71b, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with NBC.
Member: Country Music Network.

TIME RATES
ET 1/1/68—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

1 min	14.00	13.50	13.00	12.00	11.00	10.00
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8. PROGRAM TIME RATES

1 hr	1x	15x	26x	52x	104x	260x
1/2 hr	140.00	134.00	128.00	120.00	112.00	104.00
1/4 hr	84.00	80.00	76.00	72.00	68.00	64.00
10 min	42.00	40.00	38.00	36.00	34.00	32.00
5 min	28.00	27.00	25.80	24.00	23.00	21.50

WCHA 1946 **WCHA-FM** 1948
Subscriber to the NAB Radio Code
Media Code 4 239 1550 3.00
The Chambersburg Broadcasting Co., The Craft Press Bldg., Chambersburg, Pa. 17201. Phone Colony 4-7121

STATION'S PROGRAMMING DESCRIPTION
WCHA: Programmed for general interest.
MUSIC: popular 6:30-8:30 am, 9:30 am-8 am.
SPORTS: 6:40 am, 7:10 am, 7:40 am, 8:10 am & 4:30 pm. Live sports horse racing, little league baseball, daylight major league baseball and college football. AIR PERSONALITIES handle all music shows. NEWS: 5 min every hour, with local newscast at 6:55 am, 8:30 am, 12:15 pm, & 6:05 pm. Farm news 11:30 am-noon. RELIGIOUS: 8:45-9:30 am & 7:00-8:00 am. WEATHER: 8:40 am, 12:30 pm & 6:15 pm. Civic news at 10:30 am, 1:25 pm & 8:30 pm. School news at 4:25 pm. Stock market 5:25 pm. Audience participation shows at 10:05 am & 6:20 pm. Contact Representative for further details. Rec'd 8/21/67.

1. PERSONNEL
General Manager—John S. Booth.
Station Manager—Earl Strine.
2. REPRESENTATIVES
Philadelphia—Philadelphia Spot Sales.
3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 2,800 w.; 95.1 mc.
Antenna ht.: 285 ft. above average terrain.
4. AGENCY COMMISSION
15% net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 24b, 26.
Contracts: 40a, 46, 47a, 49.
Cancellation: 70a, 70c, 71a.

TIME RATES
No. 3 ET 4/1/66—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS

1 min	1x	13x	26x	52x	104x	260x
30 sec	7.50	7.15	6.80	6.45	6.10	5.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	72.00	43.20	28.80	21.60

DISCOUNTS
13x—5% 52x—12-1/2% 260x—20%
26x—10% 104x—15%

10. SPECIAL FEATURES
Time Signals—Three a day, Monday through Saturday, consisting of the correct time and 15 words, per week 60.00. Subject to rebates applicable to weekly frequency rates.

CHARLEROI (1 AM; 1 FM)
Washington County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WESA 1947
Subscriber to the NAB Radio Code
Media Code 4 239 1600 6.00
Laubach Radio Prop., Inc., Box 584, Charleroi, Pa. 15022. Phone 412-483-6551.
1. PERSONNEL
General Manager—William G. Richards.
Sales Manager—James Saxon.
Program Director—Jay Morton.

2. REPRESENTATIVES
Dome-Messervy Co., Inc.
3. FACILITIES
250 w. days; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise to 4:05 pm. For non-simulcast facilities see WESA-FM.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES
No. 9-A ET 7/10/67—Rec'd 5/13/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	39x	78x	156x	312x	624x
30 sec	4.75	4.25	4.00	3.75	3.50	3.25
	3.10	2.85	2.70	2.50	2.35	2.20

7. PACKAGE PLANS
PER WK:

1 min	5 ti	15 ti	30 ti	60 ti
1 min	1.25	3.75	7.25	14.25
30 sec	2.85	2.50	2.20	2.25
15 sec	1.90	1.70	1.45	1.20

8. PROGRAM TIME RATES

1 hr	1x	39x	78x	156x	312x	624x
1/2 hr	60	50	45	40	35	30
1/4 hr	30	40	35	30	25	20
10 min	30	20	18	16	12	8
5 min	20	17	14	12	8	6

WESA-FM 1967
NAB

Media Code 4 239 1625 3.00
Laubach Radio Prop., Inc., Box 584, Charleroi, Pa. 15022. Phone 412-483-6551.
1. PERSONNEL
General Manager—William G. Richards.
Sales Manager—James Saxon.
Program Director—Jay Morton.
2. REPRESENTATIVES
Dome-Messervy Co., Inc.
3. FACILITIES
ERP 3,000 w. (horiz. & vert.): 98.3 mc.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 1,000 ft. above average terrain.
Partial simulcast operation. Operated separately 4:05 pm-midnight. For simulcast facilities see WESA.
4. AGENCY COMMISSION
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42d, 44a, 45, 46, 47e, 49, 51a.
Comb. Cont. Discounts: 60b, 60d, 60e, 61a, 61c, 62d, 62e.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates are identical to WESA. See that listing.

CHESTER
Delaware County—Map Location L-7
See SRDS consumer market map and data at beginning of the State.
See Philadelphia Urban Area

CLARION
Clarion County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WWCH 1960
Subscriber to the NAB Radio Code
Media Code 4 239 1650 10.00
Clarion County Broadcasting Corp., Box 171, Garby, Theatre Bldg., Clarion, Pa. 16214. Phone 814-226-8600.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul R. Rutan.
Assistant Manager—V. C. Hearst.
Traffic Manager—Mrs. Sandra Himes.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w. days; 1,300 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective June 15, 1962.
Rates received May 7, 1962.

6. SPOT ANNOUNCEMENTS

1 ti	6.50	104 ti	4.50
13 ti	6.00	260 ti	4.00
26 ti	5.50	312 ti	3.50
52 ti	5.00		

7. PACKAGE PLANS
SATURATION RATES
10 or more per day—earn 10% discount from earned rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	30.00	20.00	15.00	13.00
13 ti	27.50	19.00	14.00	12.00
26 ti	26.00	18.00	13.00	11.00
52 ti	25.50	17.00	12.00	10.00
104 ti	24.50	16.00	11.00	9.00
260 ti	23.50	15.00	10.00	8.00
312 ti	22.00	14.00	9.00	7.75

CLEARFIELD (1 AM; 1 FM)

Clearfield County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WCPA 1947
NAB

Media Code 4 239 1700 4.00
Clearfield Broadcasters, Inc., 215 Church St., Clearfield, Pa. 16830. Phone 814-765-5541.
1. PERSONNEL
President—W. K. Uerlich.
General Manager—Carl A. Falvo.
Regional Sales Manager—Joe Millsop.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am, non-1 pm and 5-5:15 pm. For non-simulcast facilities see WCPA-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 20b, 22a, 22b, 23b, 24a, 25a, 26.
Contracts: 40a, 44a, 45, 46, 48, 51a, 51c.
Comb. Cont. Discounts: 60a, 60c, 61c, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective April 1, 1965.
Rates received March 16, 1965.

6. SPOT ANNOUNCEMENTS

1 min	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	8.00	6.00	130 ti
13 ti	7.75	5.75	260 ti
26 ti	7.50	5.50	520 ti
52 ti	7.25	5.25	1000 ti
65 ti	7.00	5.00	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	40.00	30.00	20.00	15.00
13 ti	37.00	28.00	18.00	14.00
26 ti	34.00	26.00	18.00	14.00
52 ti	31.00	24.00	17.00	13.00
100 ti	28.00	22.00	16.00	13.00
130 ti	25.00	20.00	15.00	12.00
260 ti	22.00	18.00	14.00	11.00

WCPA-FM 1967
NAB

Media Code 4 239 1725 1.00
Clearfield Broadcasters, Inc., Box 1032, Clearfield, Pa. 16830. Phone 814-765-5541.
1. PERSONNEL
President—W. K. Uerlich.
General Manager—Carl A. Falvo.
Sales Manager—David McCracken.
3. FACILITIES
ERP 4,000 w. 93.5 mc.
Operating schedule: 6 am-midnight. EST
Antenna ht.:
Partial simulcast operation. Operated separately 9 am-noon, 1-5 pm and 5:15 pm-midnight. For simulcast facilities see WCPA.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
See WCPA listing for coded regulations.

TIME RATES
ET—Rec'd 11/9/67.

7. PACKAGE PLANS
CONTRACT—MINIMUM 13 WEEKS

PER MO:	10 ti	20 ti	30 ti
1 min	25	50	75
30 sec	17.50	35.00	52.50

NON-CONTRACT—MAXIMUM 10 PER DAY

1 min. sat.	2.75	30 sec. sat.	2.35
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	25.00	12.00	7.00	5.00

Minimum contract 13 weeks. Non-contract rate extra 25%.

COATESVILLE
Chester County—Map Location K-7
See SRDS consumer market map and data at beginning of the State.

WCOJ 1949
Media Code 4 239 1750 9.00
Chester County Broadcasting Co., 809 E. Lincoln Hwy., Coatesville, Pa. 19320. Phone 215-384-2100.
West Chester Studio: Mansion House Hotel, West Chester, Pa. 19380. Phone 215-696-2690.

STATION'S PROGRAMMING DESCRIPTION
WCOJ: Programmed for adults.
NEWS: 5 min hourly. Local area news, 5 and 10 min segments, 12 times daily. MUSIC: played by personalities, middle-of-the-road, standards and show-tunes. TALK: telephone forum 2:05-2:30 pm M-F. Public affairs 10:05-11 pm, M-W-Th. SPORTS: live major league baseball nights only. Local high school and college football and basketball. Facilities and personalities available for remote broadcasts, store openings, shopping centers, etc. Rec'd 8/8/69.
(This listing continued on next page)

PENNSYLVANIA

Coatesville—W C O J—Continued

- 1. PERSONNEL**
President—Louis N. Seltzer.
General Manager—William S. Halpern.
Commercial Manager—Donald G. Kimes.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
- 3. FACILITIES**
5,000 w.; 1420 kc. Directional—nighttime only.
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**
15/0 net time and talent; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 7b, 8.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb. Cont. Discounts: 60b, 61c.
Cancellation: 70c, 71a.
Prod. Services: 82.
- TIME RATES**
No. 6 ET 8/1/68—Rec'd 8/5/68.
- 6. SPOT ANNOUNCEMENTS**
AA—Mon thru Sat 6-10 am; Mon thru Fri 4-7 pm.
A—All other times.
- | 1 MINUTE | |
|------------|-------------------------------------|
| PER WK: | 11 6 11 12 11 24 11 30 11 |
| AA | 16 15 18 12 11 10 8 |
| A | 14 13 11 10 9 8 |
| 20/30 sec: | 80% of 1-min. 10 sec: 50% of 1-min. |
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr
- 10. SPECIAL FEATURES**
HOURLY NEWS
5 min—1-1/2x applicable 1-min rate. Local news, extra 5.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%
Discounts apply to spots and programs but may not be combined for frequency discounts.

COLUMBIA

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WCOY



- Media Code 4 239 1800 2.00
Kraner Communications, Inc., Box 36, 348 Poplar St., Columbia, Pa. 17510. Phone 717-684-2591.
- STATION'S PROGRAM DESCRIPTION**
WCOY: Programmed for young adults and adults. 5 air personalities emcee entire operations. NEWS: 5 min summary every half hour from network with local news at 25 before hour. NEWS 15%: national, local and international 10% sports 5% women's news, talk, school 2%. MUSIC 85%: singles 45%, albums 40% featuring current selling popular music, standards. Personalities available for remote broadcasts, store openings, shopping centers, etc. Contact Representative for further details. Rec'd 12/26/68.
- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Ronald A. Kraner.
Sales Manager—Ed Moshier.
Mgr. & Prog. Dir.—Ed Wickenheiser.
- 2. REPRESENTATIVES**
Radio Time Sales/International.
Selective Broadcast Advertising, Inc.
Regional Reps Corp.
- 3. FACILITIES**
500 w. days; 1580 kc.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 net time and talent; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 21c, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a, 30, 31, 33d.
Contracts: 40a, 44a, 44b, 45, 46, 51a, 51c.
Comb. Cont. Discounts: 60a, 60b, 60f, 60g, 60h, 61c.
Cancellation: 71a, 73a.
Prod. Services: 81, 82.
At station's option, cancellation of contracts cannot be made effective until 2 weeks after contractual starting date.
Affiliated with KBS and MBS.
- TIME RATES**
No. 2 ET 11/1/67—Rec'd 12/28/67.
- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 13x | 26x | 52x | 156x | 260x | 312x |
|---------|------|------|------|------|------|------|------|
| 1 min. | 6.00 | 5.75 | 5.50 | 5.25 | 5.00 | 4.50 | 4.00 |
- 7. PACKAGE PLANS**
- | WEEKLY PENETRATION | |
|--------------------|-------------------------------|
| 6 11 | 12 11 18 11 24 11 30 11 |
| 1 min. | 5.50 5.25 5.00 4.75 4.50 4.25 |
| 30 sec—75% of min. | |
| 10 sec—50% of min. | |
- 8. PROGRAM TIME RATES**
5 min—2x the 1 min rate.
1/4 hr—2x the 5 min rate.

CONNELLVILLE

Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WCVI

1947

- Subscriber to the NAB Radio Code
Media Code 4 239 1850 7.00
Connellville Broadcasters, Inc., 133 E. Crawford Ave., Connellville, Pa. 15425. Phone 412-628-4600.
Branch Office: Gary W. Hughes, 4 Oliver Heights, Uniontown, Pa. Phone 412-437-4995.
- 1. PERSONNEL**
President—Cam T. Troilo, M.D.
Manager—Albert A. Callisti.
- 2. REPRESENTATIVES**
Regional Reps Corp.

3. FACILITIES

- 1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb. Cont. Discounts: 61a, 61b, 62b.
Cancellation: 70a, 70c.

TIME RATES

ET 7/1/68—Rec'd 6/27/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	15 sec
1 x	5.15	3.85	2.70
26 x	4.75	3.55	2.50
52 x	4.35	3.25	2.30
104 x	3.95	2.95	2.10
156 x	3.55	2.65	1.90
260 x	3.15	2.35	1.70
312 x	2.75	2.05	1.50
365 x	2.35	1.75	1.30
500 x	2.15	1.60	1.20
750 x	1.95	1.45	1.10
1000	1.75	1.30	1.00

7. PACKAGE PLANS

7 DAY PLAN—BTA	
EA:	10 11 20 11 30 11 40 11 50 11
1 min.	3.15 2.85 2.55 2.25 1.95
30 sec.	2.05 1.90 1.75 1.60 1.45
15 sec.	1.50 1.40 1.30 1.20 1.10

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	104x	156x	260x	312x
1 hr.	48.00	42.00	38.00	36.00	34.00	32.50	30.25
1/2 hr.	29.00	26.00	25.00	24.00	23.00	21.50	18.95
1/4 hr.	17.25	15.20	15.00	14.50	14.00	13.00	12.00
10 min.	13.00	11.60	11.20	10.90	10.50	9.80	9.00
5 min.	6.80	6.30	5.80	5.55	5.30	4.80	4.40

CORRY

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

WOTR

1953

- Media Code 4 239 1900 0.00
Olivia T. Hennekamp, 25 N. Center St., Corry, Pa. 16407. Phone 683-6811.
- Other Studio: 513-515 Berger Bldg., Pittsburgh, Pa. Phone 281-1365.
- 1. PERSONNEL**
Mr. & 'om'l Mgr.—Kenneth E. Hennekamp.
- 2. REPRESENTATIVES**
Dome-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days; 500 w. nights; 1370 kc.
Directional—nighttime only.
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-11:00 pm Sun. EST.
- 4. AGENCY COMMISSION**
15/0 net time and talent; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 42d, 43, 44a, 47a, 49, 51b, 51c.
Comb. Cont. Discounts: 60a, 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Rates effective April 2, 1955. (Card No. 1.)
Card received August 1, 1955.
Revision received January 6, 1958.
- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 13x | 26x | 52x | 156x | 260x | 312x |
|---------|------|------|------|------|------|------|------|
| 1 min. | 4.00 | 3.30 | 2.85 | 2.60 | 2.40 | | |
- 8. PROGRAM TIME RATES**
- | PER YR: | 1x | 13x | 26x | 52x | 104x | 156x | 260x |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr. | 40.00 | 37.00 | 34.00 | 31.00 | 28.00 | 25.00 | 22.00 |
| 1/4 hr. | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | |
| 10 min. | 12.00 | 11.10 | 10.20 | 9.30 | 8.40 | 7.50 | 6.60 |

COUDERSPORT

Potter County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WFRM

1953

- Media Code 4 239 1950 5.00
Farm & Home Broadcasting Co., Inc., 95 Main St., Coudersport, Pa. 16915. Phone 274-8600.
- 1. PERSONNEL**
President—C. H. Simpson.
Exec. Vice-Pres. & Gen'l Mgr.—John A. Fay.
Sales Manager—George Kuratomi.
- 2. REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days; 600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Allegheny Mountain Network.
- TIME RATES**
ET 2/1/67—Rec'd 2/6/67.
- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 13x | 26x | 52x | 104x | 156x | 260x |
|---------|------|------|------|------|------|------|------|
| 1 min. | 6.90 | 6.58 | 6.21 | 5.87 | 5.52 | 5.18 | |
- HOUSEWIFE TIME**
1 hr. 4.00

DOYLESTOWN

Bucks County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Philadelphia Urban Area

DU BOIS (1 AM; 1 FM)

Clearfield County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WCED

1939

WCED-FM

1948



Media Code 4 239 2000 8.00
Tri-County Broadcasting Co., Inc., 80 Park Place, Du Bois, Pa. 15801.

- 1. PERSONNEL**
General Manager—Jason S. Gray.
Sta. & Com'l Mgr.—George Williams.
- 2. REPRESENTATIVES**
The Devney Organization, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
5,000 w. days, 500 w. nights; 1420 kc. Directional.
Operating schedule: 6:30-12:05 am. EST.
FM-ERP 9.500 w.; 101.2 mc.
- 4. AGENCY COMMISSION**
15/0 by 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 7a.
Contracts: 43, 45.
Cancellation: 71a.
Frequency discounts to advertisers as earned.

TIME RATES

Rates effective May 1, 1962. (Card No. 6.)
Card received May 31, 1962.

- 6. SPOT ANNOUNCEMENTS**
- | (*) | (†) | (*) | (†) |
|-----------|------|------|-------------|
| 1 time | 7.25 | 6.00 | 209 times |
| 27 times | 6.95 | 5.75 | 313 or more |
| 53 times | 6.50 | 5.50 | times |
| 105 times | 6.30 | 5.25 | 5.70 |
- (*) 1-minute live or transcribed.
(†) Station Break.
- 8. PROGRAM TIME RATES**
- | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
|-------------|---------|---------|---------|--------|
| 1 time | 55.00 | 36.40 | 22.40 | 16.00 |
| 14 times | 53.20 | 34.60 | 21.30 | 15.20 |
| 27 times | 50.40 | 32.75 | 20.15 | 14.40 |
| 57 times | 47.60 | 30.95 | 19.05 | 13.60 |
| 105 times | 44.80 | 29.10 | 17.90 | 12.90 |
| 313 or more | 42.00 | 27.30 | 16.80 | 11.25 |
| times | 42.00 | 27.30 | 16.80 | 11.25 |

EASTON

Northampton County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

See Allentown-Bethlehem-Easton

EBENSBURG (1 AM; 1 FM)

Cambria County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WEND

1961



Media Code 4 239 2050 3.00
Cambria County Broadcasting Co., 120 S. Center St., Ebensburg, Pa. 15931. 814-472-8801.

- 1. PERSONNEL**
President—Cary H. Simpson.
Station Manager—Robert Clivis.
- 2. REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: 7 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Allegheny Mountain Network.
- TIME RATES**
ET 2/1/67—Rec'd 2/6/67.
- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 13x | 26x | 52x | 104x | 156x | 260x |
|---------|------|------|------|------|------|------|------|
| 1 min. | 6.90 | 6.58 | 6.21 | 5.87 | 5.52 | 5.18 | |
- HOUSEWIFE TIME**
1 hr. 4.00

WEND-FM

1962

- Media Code 4 239 2051 1.00
Cambria County Broadcasting Co., 120 S. Center St., Ebensburg, Pa. 15931. Phone 814-472-8801.
Studio: New Germany, Pa. Phone 814-495-4208.
- 1. PERSONNEL**
President—Cary H. Simpson.
Gen'l & Sales Mgr.—Robert Clivis.
Station Manager—Francis Krug.
- 2. REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
ERP 9,800 w.; 99.1 mc.
Operating schedule: 11 am-midnight. EST.
Antenna ht.: 520 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on station time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Allegheny Mountain Network.
- TIME RATES**
Rates received November 1, 1965.
- 6. SPOT ANNOUNCEMENTS**
- | 18 11 | 2.50 | 52 11 | 2.13 |
|-------|------|--------|------|
| 18 11 | 2.28 | 104 11 | 2.01 |
| 26 11 | 2.35 | 312 11 | 1.89 |

ELIZABETHTOWN (1 AM; 1 FM)

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WEPN

(formerly WHRY)

1958



Subscriber to the NAB Radio Code
Media Code 4 239 2100 6.00
East Penn Broadcasting Corp., Box 1800, Elizabethtown, Pa. 17022. Phone 717-367-1511.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Stanley S. Stoller.
Program Director—Barry Freidly.
- 2. REPRESENTATIVES**
AAA Representatives.
- 3. FACILITIES**
500 w. days; 1600 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WEPN-FM.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25c, 28c, 29a.
Contracts: 40a, 42b, 42d, 44b, 47e, 49, 51a.
Comb. Cont. Discounts: 60b, 60f, 61a, 62a.
Cancellation: 70b, 71a, 72.
Prod. Services: 80.

TIME RATES

Rates received June 4, 1965.
Class A—6:00-9:00 am, 4:00-6:00 pm and 8:00-10:00 pm.
Class B—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | CLASS A | | CLASS B | |
|------------|------------------|------------------|------------|
| PER WK: | 1 wk 14 wk 52 wk | 1 wk 14 wk 52 wk | 30 sec |
| 10 or more | 6.25 8.25 5.75 | 8.25 7.00 4.75 | 10 or more |
| 10 or more | 8.25 7.00 4.75 | 7.00 5.75 3.50 | 10 or more |
- 7. PACKAGE PLANS**
- | WEEKLY PACKAGES | |
|-----------------|--------------------------|
| 10 11 | 55. 35. 40 11 180. 105. |
| 20 11 | 105. 60. 50 11 170. 115. |
| 30 11 | 155. 85. |
- 8. PROGRAM TIME RATES**
-

Elizabethtown—WEPN-FM—Continued

4. AGENCY COMMISSION 15/0.
5. GENERAL RATE POLICY

TIME RATES

Rates are identical to WEPN. See that listing.

EMPORIUM

Cameron County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WLEM

1955

Subscriber to the NAB Radio Code
Media Code 4 239 2200 4.00
Emporium Broadcasting Co., Box 310, 145 E. 4th St., Emporium, Pa. 15834. Phone 814-483-3712.

- PERSONNEL**
Pres., Gen'l & Sta. Mgr.—James A. Spotts.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
Regional Reps Corp.
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days; 1250 kc.
Non-directional.
Operating schedule: 8:00 am-local sunset Mon thru Sat; 8:00 am-local sunset Sun. EST.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 22b, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44a, 44b, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b, 61c.
Prod. Services: 80, 82.
Affiliated with Keystone Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective January 14, 1963.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
1 ti	2.60	52 ti	2.00
13 ti	2.45	105 ti	1.90
26 ti	2.10	300 ti	1.75

EPHRATA (1 AM; 1 FM)

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WGSA WGSA-FM

1955 1962



Subscriber to the NAB Radio Code
Media Code 4 239 2250 9.00
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phone 814-717-733-2226; Lancaster 717-397-1310.

STATION'S PROGRAMMING DESCRIPTION
WGSA: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. Sports headlines at :50. Civic announcements rotated at :10. MUSIC 85%: features general popular music, 70% singles, 30% LP's, same format all segments. FARM: 5:30-6:30 am personality plus farm director, reports, prices. Weather emphasis in early morning including Weather Bureau reports, 15 min news at 7:30 am, noon & 5 pm. Livestock reports daily M-F 11:50 am. Telephone call-in daily M-Sat 12:15-1 pm. SPORTS: two 5 min reports daily M-S. live regional baseball, football, basketball. Contact Representative for further details. Rec'd 7/20/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Samuel R. Youse.
Sales Manager—John P. Weis.
Program Director—Ed Thomas.
- REPRESENTATIVES**
Gill-Perma, Inc.

- FACILITIES**
5,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM FACILITIES
ERP 10,000 w.; 105.1 mc.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.
Contracts: 40a.
Comb.; Cont. Discounts: 60h, 60l.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: National AGRadio Groups, Inc.

TIME RATES

ET 3/1/69—Rec'd 3/3/69.
AA—Mon thru Sat 6-10 am & 3:30-7 pm.
A—All other times: Sun all day.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
PER YR:	1x 25x 52x 104x 158x 260x 312x		
AA	14.50 13.00 12.50 11.50 10.50 9.00		
A	12.50 11.00 10.50 10.00 9.50 8.00		

- PACKAGE PLANS**
WKLY: 36 ti 24 ti 18 ti 12 ti 8 ti
1 min. ea. 8 9 10 11 12
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

ERIE (4 AM; 2 FM)

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

WJET

1951

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 239 2350 7.00
The "JET" Broadcasting Co., Inc., 1635 Ash St., Erie, Pa. 16503. Phone 814-455-2741.
After 5:30 p.m.—Phone 814-455-3335.

- PERSONNEL**
President—Myron Jones.
Exec. Vice-Pres., Nat'l Com'l Mgr.—Pete Cotichia.
General Manager—Rick Hanna.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Regional Reps Corp.

- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 24c, 25a, 27, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Eastman.

TIME RATES

No. 4 ET 8/1/69—Rec'd 8/4/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS		SECTION I	
PER WK:	1 ti	12 ti	16 ti
1 min.	25.00	22.00	21.00
30/20 sec.	20.00	17.00	16.80
10 sec.	12.50	11.00	10.50

SECTION II	
1 min.	22.00 20.00 19.00 18.00
30/20 sec.	17.60 16.00 15.20 14.40
10 sec.	11.00 10.00 9.50 9.00

SECTION III	
1 min.	20.00 17.00 16.00 15.00
30/20 sec.	16.00 13.80 12.80 12.00
10 sec.	10.00 8.50 8.00 7.50

- PACKAGE PLANS**
CUME PLAN
PER WK: 1 min 1 mjn
Plan A—30 ti (15, 10H, 5H) 16
Plan B—15 ti (8, 5H, 2H) 18
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.

- CONSECUTIVE WEEK DISCOUNT**
26 wk—4% 52 wk—10%
Applicable to all plans.
- RATEHOLDER**
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

- PROGRAM TIME RATES**
5 min—1-1/2 x 1-min.

SERVICE-ADS Are More Than JUST PROMOTION!

The Service-Ads that media puts into SRDS are more than just publication or station promotion. They represent an honest effort to provide you with information you can use in evaluating media and comparing them with others.

The data you find in Service-Ads can be as valuable to you as the information you pick up from the listing material in Standard Rate. Be sure that you take advantage of this material when it is provided for your use. Read, and Use, the Service-Ads in SRDS!

G15D

WRIE

1948

Media Code 4 239 2375 4.00
Radio ERIE, Inc., Box 2072, Erie, Pa. 16512. Phone 814-864-0601.

STATION'S PROGRAMMING DESCRIPTION
WRIE: Programmed for young adults and adults.
AIR PERSONALITIES handle all segments. MUSIC 80%: features 75% current hits of an adult appeal, 25% general popular, same format all segments. NEWS: headlines on hour, network at :30, half hour news at noon. Weather reports at :45. Sports reports at :15. RELIGION: Sun 7:30-10 am. SPORTS: play-by-play college and high school football, basketball and major league baseball. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 8/7/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—F. Brady Louis.
Vice-Pres. & Sta. Mgr.—F. Bill Erb.
Chief Engineer—Kenneth Hubbard.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Canada—Andy McDermott Sales Ltd.

- FACILITIES**
5,000 w.; 1330 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40c, 41, 43, 44b, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 1 ET 3/1/68—Rec'd 2/23/68.
AA—Mon thru Fri 5:30-9 am & 3-7 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 5:30 am-7 pm.
B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
PER YR:	1x 52x 104x 260x 520x 1040x		
PER WK:	1 ti 5 ti 10 ti 15 ti 20 ti 25 ti		
AA	15 12 11 10 9 8		
A	12 11 10 9 8 7		
B	9 8 7 6 5 4		

30 sec: 80% of applicable 1-min rate.
10 sec: 50% of applicable 1-min rate.
Spots in all classes combinable for maximum discounts.

- PACKAGE PLANS**
1-MINUTE EQUAL SPREAD PLAN
PER WK: 4 ti (50% A, 50% B)
Wkly: 40 72 96 120 140 160 180
- WEEKEND PLAN**
(Fri 7 pm-Sun midnight)
Minimum 10 ti, ea. _____ 6
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Concurrent AA, A and B spots may be used to reach weekly minimum in above plans.

- PROGRAM TIME RATES**
PER YR: 1/2 hr 1/4 hr 10 min 5 min
1 x 60 35 30 25
13 x 55 30 28 20
28 x 53 27 25 17
52 x 50 25 22 15

- SPECIAL FEATURES**
NEWS BRIEFS SPORTS ROUNDUP
WEATHER REPORT
Applicable AA, A, or B 1-min plus 1.00 fixed feature charge.
Includes opening billboard, 2 minutes of information, closing 1-minute spot.

WVFM (FM)

1947

Media Code 4 239 2400 0.00
WVRC, Inc., State at 32nd, Erie, Pa. 16508. Phone 814-525-9229.

- PERSONNEL**
President—Simon Goldman.
Vice-Pres. & Gen'l Mgr.—Art Arkellan.
Station Manager—Jim Shield.
- REPRESENTATIVES**
Adam Young—VTM, Inc.
Canada—Hardy Radio & Television Ltd.

- FACILITIES**
ERP 9,700 w. days; 99.9 mc.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately except 10 pm-midnight Sat. For simulcast facilities see WVYN.
- AGENCY COMMISSION**
15%. Bills due and payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29b, 31, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WVYN.
Affiliated with American FM Network.
Member: The Goldman Group.

TIME RATES

ET 4/11/68.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
1 min.	5 ti 10 ti 15 ti 20 ti		
1 min.	8 7 6 5		
30 sec:	80% of 1-min. 10 sec: 80% of 1-min.		

PENNSYLVANIA

WWGO

1935

Media Code 4 239 2450 5.00
WWGO, 212 Commerce Bldg., 12th & State Sts., Erie, Pa. 16501. Phones 814-456-7078, 7079.

- PERSONNEL**
Station Manager—Ronald P. Smith.
General Manager—John R. Speciale.
Program Director—Bob Tracy.
- REPRESENTATIVES**
Stone Representatives, Inc.
Dome-Messervy Co., Inc.

- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES

ET—Rec'd 7/30/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Sat 10 am-3 pm; Sun 6-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
PER YR:	1x 52x 104x 158x 260x 312x 520x 1040x		
AAA	15 14 13 12 11 10 9 8		
AA	13 12 11 10 9 8 7 6		
A	11 10 9 8 7 6 5 4		

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

- PACKAGE PLANS**
SATURATION PACKAGES
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti 36 ti
AAA _____ 13 12 11 10 9
AA _____ 11 10 9 8 7
A _____ 9 8 7 6 5
- TOTAL AUDIENCE PLAN**
6 ti (2AAA, 2AA, 2A) _____ 60
12 ti (4AAA, 4AA, 4A) _____ 108
18 ti (6AAA, 6AA, 6A) _____ 144
24 ti (8AAA, 8AA, 8A) _____ 168
36 ti (12AAA, 12AA, 12A) _____ 216
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- AM/FM COMBINATION—SATURATION PACKAGES**
1 min. _____ 6 ti 12 ti 18 ti 24 ti 36 ti
15.00 15.00 14.00 13.00 12.00
30/30 sec. _____ 12.00 11.25 10.50 9.75 8.00
10 sec. _____ 8.00 7.50 7.00 6.50 6.00

- SPECIAL FEATURES**
Newscasts—1-1/2x earned rate.

WWGO-FM

1968

Media Code 4 239 2451 3.00
WWGO, 212 Commerce Bldg., 12th & State Sts., Erie, Pa. 16501. Phones 814-456-7078, 7079.

- PERSONNEL**
General Manager—John R. Speciale.
Station Manager—Ron Smith.
Program Director—Bobby Ocean.

- REPRESENTATIVES**
Stone Representatives, Inc.
Dome-Messervy Co., Inc.

- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,154 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
See WWGO listing for coded regulations.
Affiliated with American Contemporary Network.
Sold in combination with WWGO. See that listing for rates.

TIME RATES

ET—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
1 min.	10.00 9.00 8.00 7.00 6.00 5.00 4.00 3.00		
20/30 sec.	7.50 6.75 6.00 5.25 4.50 3.75 3.00 2.25		
10 sec.	5.00 4.50 4.00 3.50 3.00 2.50 2.00 1.50		

WVYN

1941

Media Code 4 239 2500 7.00
WVRC, Inc., State St. at 32nd, Erie, Pa. 16508.
Phone 814-456-2096.
Other office: R. D. No. 4, Robison Rd., Erie, Pa.
Phone 814-864-3017.

- PERSONNEL**
President—Simon Goldman.
Vice-Pres. & Gen'l Mgr.—Art Arkellan.

- REPRESENTATIVES**
New York—Adam Young Radio, Inc.
Pittsburgh—Gateway Reps, Inc.
Cleveland—Thomas Broadcast Time Sales, Inc.
New England—Eckels & Queen, Inc.
Toronto—Hardy Radio & Television Ltd.

- FACILITIES**
5,000 w.; 1280 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30-12-15 am. EST.
Partial simulcast operation. Simulcast 10 pm-midnight Sat. For non-simulcast facilities see WVFM (FM).
(This listing continued on next page)

PENNSYLVANIA

Erie—W W Y N—Continued

4. AGENCY COMMISSION
15%. Bills due and payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WWFM (FM).
Affiliated with NBC Radio Network.
Member: The Goldman Group.

TIME RATES

ET 12/1/62—Rec'd 10/25/62.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		15 sec		10 sec		5 sec	
1x	13x	26x	52x	104x	156x	260x					
1 min	16.00	15.00	14.00	13.00	12.00	10.50	9.75				
20/30 sec	11.50	11.00	10.50	10.00	9.50	9.00	8.50				
ID's	8.25	7.75	7.25	6.75	6.25	5.75	5.25				

7. PACKAGE PLANS

WEEKLY SATURATION		10 ti		15 ti		20 ti		30 ti	
PER WK:									
1 min	12.00	11.00	10.00	9.00					
30 sec	8.00	8.00	7.50	7.00					
ID's	6.00	5.50	5.00	4.50					

8. PROGRAM TIME RATES		1x		13x		26x		52x		104x		156x		260x	
1 hr	110	105	99	94	88	83	77								
1/2 hr	66	63	59	56	53	50	46								
1/4 hr	44	42	40	37	35	33	31								
10 min	33	31	30	28	27	25	23								
5 min	22	21	20	19	18	17	16								

10. SPECIAL FEATURES

STEREO JAZZ PARTY (Simulcast)
(Sat 10 pm-midnight)

13 wk		26 wk		52 wk	
1/2 hr, rotating	25.00	22.50	20.00		

EVERETT

Bedford County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WSKE

1963

Media Code 4 239 2550 2.00
Radio Everett, Inc., Box 187, Everett, Pa. 15537.
Phone 814-652-2600.

1. PERSONNEL
Pres., Gen'l. Sta. & Prog. Mgr.—Melvin "Sborly" King.
Program Director—Sandra Bakner.

3. FACILITIES
250 w.; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/1/63—Rec'd 6/10/63.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		20 sec	
1 x	2.00	1.35	1.10				

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	35.00	20.00	10.50	7.50	4.75						

FARRELL

Mercer County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

See Sharon
(including Farrell)

FRANKLIN

Venango County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

W F R A

1958

Subscriber to the NAB Radio Code
Media Code 4 239 2600 5.00
Northwestern Pennsylvania Broadcasting Co., Inc.,
Box 808, Voyager Motor Inn, Franklin, Pa. 16323.
Phone 814-432-2188.
Other office: Oil City—Box 7, Oil City, Pa. 16301.
Phone 814-644-6701.

1. PERSONNEL
Station Manager—Robert H. Sauber.
2. REPRESENTATIVES
Gateway Repts, Inc.
Philadelphia—Dome-Messervy Co., Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42b, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective
Rates received April 23, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1		1/2		1/4		10		5	
1 time	37.50	27.50	20.00	16.75	12.00	8.50					
28 times	36.00	26.40	19.20	14.50	9.80	4.90					
52 times	34.00	24.80	18.25	13.70	9.10	4.50					
104 times	32.00	23.50	17.20	12.85	8.55	4.35					
156 times	30.00	22.00	16.30	12.20	8.15	4.20					
260 times	28.00	20.40	15.20	11.40	7.60	4.00					

GETTYSBURG

Adams County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WGET

1950

NAB

Media Code 4 239 2650 0.00
Radio Station WGET, Box 280, Gettysburg, Pa.
17325. Phone 717-394-3101.

1. PERSONNEL
Gen'l. & Cont'l Mgr.—P. H. Cunningham.
2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
1,000 w. days 500 w. nights; 1320 kc.
Directional—separate patterns day and night.
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-midnight Sun. EST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.
Member: Country Music Network.

TIME RATES

No. 4 ET 10/1/61—Rec'd 11/6/61.

- A—Mon thru Sat 6:30-9 am, noon-1 pm & 4-7 pm;
Sun 8 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS		CLASS A		CLASS B		CLASS C		CLASS D		CLASS E	
1 min	7.50	7.15	6.75	6.40	5.85	5.25					
20/30 sec	4.50	4.30	4.05	3.85	3.40	3.15					

7. PACKAGE PLANS		CLASS A		CLASS B		CLASS C		CLASS D		CLASS E	
1 min	6.00	5.70	5.40	5.10	4.50	4.20					
20/30 sec	3.60	3.45	3.25	3.10	2.70	2.50					

8. PROGRAM TIME RATES		CLASS A		CLASS B		CLASS C		CLASS D		CLASS E	
1 hr	75.00	71.75	67.50	63.25	58.25	52.50					
1/2 hr	45.00	42.75	40.50	38.25	33.75	31.50					
1/4 hr	30.00	28.50	27.00	25.50	22.50	21.00					
10 min	22.50	21.40	20.30	19.20	16.90	15.75					
5 min	15.00	14.25	13.50	12.80	11.30	10.50					

8. PROGRAM TIME RATES		CLASS A		CLASS B		CLASS C		CLASS D		CLASS E	
1 hr	60.00	57.00	54.00	51.00	45.00	42.00					
1/2 hr	36.00	34.20	32.40	30.60	27.00	25.20					
1/4 hr	24.00	22.80	21.60	20.40	18.00	16.80					
10 min	18.00	17.10	16.20	15.30	13.50	12.60					
5 min	12.00	11.40	10.80	10.20	9.00	8.40					

GREENSBURG (1 AM; 1 FM)

Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WHJB

1934

Subscriber to the NAB Radio Code
Media Code 4 239 2700 3.00
WHJB, Inc., 227 W. Otterman St., Greensburg, Pa.
15601. Phone Greensburg 412-834-0600.

1. PERSONNEL
Pres. & Gen'l. Mgr.—Melvin A. Goldberg.
Sales Manager—Nick A. Corvello.
Program Director—Ron Asbury.
2. REPRESENTATIVES
Call station collect.

3. FACILITIES
1,000 w. days, 500 w. nights; 620 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight. EST, DST.
Partial simulcast operation. Simulcast 6-8 am & 6-7 pm. For non-simulcast facilities see WOKU (FM).

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 5, 6a, 7a.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Cancellation: 70c.
Affiliated with MBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 ET 1/1/60—Rec'd 11/27/68.

- AA—5 am-8 pm.
A—8 pm-sign-off.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B		CLASS C		CLASS D	
1 min	10.00	9.50	8.00	7.50	7.00	6.50					
30 sec	7.50	6.50	6.00	5.50	5.00	4.50					

7. PACKAGE PLANS
PER WK: (within 7 days)
10 ti 20 ti 40 ti 80 ti
1 min 8.50 7.50 7.00 6.50
30 sec 6.50 5.50 5.00 4.25

8. PROGRAM TIME RATES		CLASS AA		CLASS A		CLASS B		CLASS C		CLASS D	
1 hr	100	95	90	85	80	75					
1/2 hr	65	60	55	50	45	40					
1/4 hr	50	45	40	35	30	25					
5 min	38	33	28	23	18	13					

8. PROGRAM TIME RATES		CLASS AA		CLASS A		CLASS B		CLASS C		CLASS D	
1 hr	85	81	77	73	68	64					
1/2 hr	55	51	47	43	38	34					
1/4 hr	43	38	34	30	26	22					
5 min	32	28	24	20	15	11					

9. PARTICIPATING PROGRAMS
Talent fee, per spot..... 1.75
Applies to Country Music Time with Cowboy Phil
5:30-9 am and Davey Tyson Show 10 am-noon &
1-2:30 pm.

WOKU (FM)

1968

JEANNETTE-GREENSBURG
Media Code 4 239 2725 0.00
WHJB, Inc., 306 Clay Ave., Jeannette, Pa. 15644.
Phone 412-523-5558, 242-3903.

1. PERSONNEL
General Manager—Melvin A. Goldberg.
Manager—Nick A. Corvello.
Commercial Manager—Joseph Hannon.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
ERP 3,100 w. (horiz. & vert.); 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 94 ft. above average terrain.
Partial simulcast operation. Operated separately 8
am-6 pm & 7 pm-midnight. For simulcast facilities
see WHJB.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 24b, 24c, 25a, 26, 28a, 29a,
32a, 33c.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47c, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 ET 2/1/60—Rec'd 6/20/68.

- AA—sign-on-sign-off.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B		CLASS C		CLASS D	
1 min	4.50	4.25	4.00	3.75	3.50						

7. PACKAGE PLANS
PER WK, EA: (Must be used within 7 day period)
5 ti 10 ti 25 ti 50 ti
1 min 4.25 4.00 3.75 3.25

8. PROGRAM TIME RATES		CLASS AA		CLASS A		CLASS B		CLASS C		CLASS D	
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Grove City—WEDA (FM)—Continued

SPOT ANNOUNCEMENTS
FIXED POSITION

1 min	30 sec	10 sec
1 x	5.00	4.00
13 x	4.75	3.75
26 x	4.50	3.50
52 x	4.25	3.25
104 x	4.00	3.00
156 x	3.75	2.75
210 x	3.50	2.50
300 x	3.25	2.25
500 x	3.00	2.00

7. PACKAGE PLANS
ROS SATURATION PLANS
(Mon thru Sat)

18 tl	24 tl	30 tl	36 tl	42 tl	48 tl	60 tl
30 sec	60	65	70	75	80	100

30 CONSECUTIVE DAYS

150 x	240	300 x	450
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8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	104x	156x	210x
1 hr	40.00	38.00	35.00	30.00	25.00	23.00	20.00
1/2 hr	30.00	28.00	25.00	22.00	18.00	15.00	13.00
1/4 hr	20.00	18.00	15.00	12.00	10.00	9.00	8.00
5 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00

HANOVER

York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WHVR

1949



Media Code 4 239 2850 8.00
Radio Hanover, Inc., Box 234, 1/2 mile W. of Car-Hale Pike and 1-1/2 miles N.W. of Hanover, Pa. 17331. Phone 637-3831.

- 1. PERSONNEL**
Station & Commercial Manager—John D. Bare.
- 3. FACILITIES**
5,000 w. days; 500 w. nights; 1280 kc. Directional—separate patterns day and night. Operating schedule: 6:00 am-midnight. EST.
- 4. AGENCY COMMISSION**
15/0 net time.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6a, 8.
Basic Rates: 20b, 22a.
Contracts: 40a.
Comb. Cont. Discounts: 60a.
Cancellation: 73a.
Prod. Services: 82.

TIME RATES

Rates effective October 1, 1955.
Revisions received August 29, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min.	(*)
1 time	65.00	39.00	26.00	13.00
52 times	61.75	37.00	24.75	12.25
104 times	58.50	35.00	23.50	11.75
312 times	55.25	33.00	22.00	10.50

(*) One minute or less.

- 10. SPECIAL FEATURES**
News special charge—regular time rate plus 10%.

HARRISBURG (4 AM; 2 FM)

Dauphin County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WCMB

1947



Media Code 4 239 2900 9.00
Hudson Broadcasting Corp., Box 3433, Harrisburg, Pa. 17105. Phone 717-234-3005.

- 1. PERSONNEL**
General Manager—Ed K. Smith.
- 2. REPRESENTATIVES**
Edward Petry & Co., Inc. Western Pa.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
5,000 w.; 1480 kc. Directional—night only. Operating schedule: 5-2 pm daily. EST.
- 4. AGENCY COMMISSION**
15% on broadcast rate only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24c, 25a, 25b, 28c, 29a, 33a.
Contracts: 40a, 43, 45, 46, 47a.
Comb. Cont. Discounts: 60h, 81a.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate Protection: 5 months.
FM facilities: WSPM (FM).

TIME RATES

No. 8 Eff 4/1/68—Rec'd 3/27/69.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	CLASS AAA	12 tl	18 tl	24 tl
1 min.	20.00	18.00	17.00	16.00	15.00
20/30 sec.	16.00	14.00	13.50	13.00	12.00
10 sec.	12.00	11.00	10.00	9.50	8.50

PER WK:	(*)	CLASS AA	14 tl	18 tl	22 tl
1 min.	18.00	16.00	15.00	14.00	13.00
20/30 sec.	14.00	13.00	12.00	11.00	9.50
10 sec.	11.00	9.50	9.00	8.50	7.00

PER WK:	(*)	CLASS A	16 tl	18 tl	22 tl
1 min.	17.00	15.00	14.00	13.00	12.00
20/30 sec.	13.50	12.00	11.00	10.50	9.00
10 sec.	10.00	9.00	8.50	8.00	7.50

PER WK:	(*)	CLASS B	18 tl	20 tl	24 tl
1 min.	15.00	12.00	11.00	10.00	9.00
20/30 sec.	9.50	9.00	8.00	7.00	6.50
10 sec.	7.00	6.50	6.00	5.50	5.00

(*) Specified position.
Minutes, features and 20/30-second spots may combine to earn weekly frequency discount. These, plus ID's, may combine on basis of 2 ID's equaling 1 longer spot.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PER WK:	1 min	20/30
12 Plan (3AAA, 3AA, 4A, 2D)	156	125
18 Plan (6AAA, 4AA, 6A, 3B)	216	173
24 Plan (8AAA, 6AA, 8A, 4B)	264	211

Must be scheduled equally over 7-day period and rotate within time class. Combinable with all weekly spots.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned.

WFEC

1945

Media Code 4 239 2950 4.00
Scott Broadcasting Corp., 112 Market St., Harrisburg, Pa. 17101. Phone 717-238-5122.

- 1. PERSONNEL**
President—Herbert Scott.
General Manager—Ralph S. Hartman.
Oper./Prog. Mgr.—Bob Janis.
- 2. REPRESENTATIVES**
McGavren-Guld—PGW Radio, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 24b, 24c, 25a, 28c, 29a, 29b, 30.
Contracts: 40a, 44a, 44b, 45, 46, 51a, 51b, 51c.
Comb. Cont. Discounts: 60b, 60c, 60f, 60h, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

Eff 7/15/69—Rec'd 5/27/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sun 7 pm-8 pm.

7. PACKAGE PLANS

Fixed	1 min	30 sec	A	B
6 Plan	25	20	18	14
12 Plan	22	18	16	13
18 Plan	20	16	14	11
24 Plan	18	14	12	10

TOTAL AUDIENCE ROTATION

PLAN, EA	12	18	24	30	36
1/3 ea AA, A, B	17	15	13	11	10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	150	90	70
13 x	130	80	60
26 x	110	70	50
52 x	100	60	40

WHP

1924

WHP-FM

1946

CBS Radio Network

KATZ RADIO EAST



Subscriber to the NAB Radio Code
Media Code 4 239 3000 7.00
WHP, Inc., Box 1207, Harrisburg, Pa. 17108. Phone 717-234-3211. TWX 717-564-4126.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Joseph M. Higgins.
General Sales Manager—Donald C. Yelzer.
Radio Sales Manager—John W. Howling, Jr.
- 2. REPRESENTATIVES**
Katz Radio, East.
- 3. FACILITIES**
5,000 w.; 580 kc. Directional—night only. Operating schedule: 5-1 am. EST.
FM-ERP 1,800 w.; 97.3 mc. Operating schedule: Same as AM.
Antenna ht.: 780 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on net time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 22a, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 46, 47a, 51a.
Comb. Cont. Discounts: 60a, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Contracts for announcements accepted 30 days prior to starting date. Firm contracts for programs accepted 60 days prior to initial broadcast. Affiliated with CBS.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 18A Eff 7/1/69—Rec'd 5/28/69.

AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 5-8 am, 10 am-3 pm & 7-8 pm.
C—All other times.

7. PACKAGE PLANS

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
Guar pos, flat	40	31	30	29	28
Floating pos.	32	31	30	29	28

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
Guar pos, flat	30	24	23	22	21
Floating pos.	25	24	23	22	21

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
Guar pos, flat	24	20	19	18	17
Floating pos.	20	19	18	17	16

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
Guar pos, flat	17	14	13	12	11
Floating pos.	14	13	12	11	10

TOTAL AUDIENCE PLAN

PER WK:	12 tl	24 tl
Plan I (1/AAA, 1/AA, 1/AB, 1/AC)	228	468
Plan II (1/AAA, 1/AA, 1/AB)	258	468

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of length or class, may be combined for discounts as long as TAP spots of each length are properly distributed by time class.

8. PROGRAM TIME RATES
Percentage of 1-min. per unit 100% 175% 180%
Programs and spots may not be combined for discounts.

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS
1/4 hr 10 min 5 min
Talent fees, per unit: 8.00 7.00 5.50

WHYL WHYL-FM

1952 CITY OF LICENSE CARLISLE 1959



(This is a paid duplicate of the listing appearing under Carlisle, Pa.)
Media Code 4 239 1400 1.00
Richard Field Lewis, Jr., Inc., Bergner Bldg., 2nd Floor, 3rd & Market Sts., Harrisburg, Pa. 17101.

- 1. PERSONNEL**
President—Marion P. Lewis.
General Manager—Philip J. Potter.
- 2. REPRESENTATIVES**
PRO Time Sales, Inc. Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
5,000 w. days; 960 kc. Directional. Operating schedule: 6:00 am-local sunset. EST.
FM FACILITIES
ERP 760 w.; 102.3 mc. Operating schedule: 6:00 am-11:00 pm. EST.
- 4. AGENCY COMMISSION**
15% on net station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a.
Contracts: 40a, 45.
Comb. Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with American Entertainment Network.
Member: Green Valley Group.

TIME RATES

Rates effective November 1, 1964.
Rates received November 5, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk
5 tl	8.00	7.50	7.00	6.50
10 tl	7.50	7.00	6.50	6.00
20 tl	7.00	6.50	6.00	5.50
30 tl	6.50	6.00	5.50	5.00

10-second announcements combinable with other announcements at a ratio of 2 10-second to 1 1-minute announcement.
20/30 seconds—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER WK:	13 wk	26 wk	52 wk
5 tl	12.50	11.75	11.00
10 tl	11.75	11.00	10.25
15 tl	11.00	10.25	9.50

(D)

WIOO CARLISLE
American Contemporary Ntwk.

City of license, Carlisle, Pa. Considered by the American Contemporary Network as their Harrisburg outlet.
See listing under Carlisle, Pa.

WKBO

1922

NBC Radio Network

- 1. PERSONNEL**
Station Executive—Clair R. McCollough.
Station Manager—Ron Candito.
National Sales Manager—Gene Peters.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
Stoimen Radio Stations: See Rep & S/O pages.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 6:00-1:00 am. EST, DST.
15/0 on station time.
- 4. AGENCY COMMISSION**
See coded regulations
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb. Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.

- 1. PERSONNEL**
Station Executive—Clair R. McCollough.
Station Manager—Ron Candito.
National Sales Manager—Gene Peters.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
Stoimen Radio Stations: See Rep & S/O pages.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 6:00-1:00 am. EST, DST.
15/0 on station time.
- 4. AGENCY COMMISSION**
See coded regulations
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb. Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.

PENNSYLVANIA

New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year.
All acceptable accounts subject to same rate.
Affiliated with NBC.

TIME RATES
Eff 8/1/66—Rec'd 7/18/66.

AA—Mon thru Sat 6:30-10 am.
A—Mon thru Sat 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
AA	11	10	9	8	7
A	10	9	8	7	6
B	10	9	8	7	6

20/30 seconds—80% of minute rate.
10 seconds—50% of minute rate.

7. PACKAGE PLANS
1-MINUTE BULK RATES

PER YR:	250x	500x	1000x	2000x
AA	12.00	11.00	10.00	9.00
A	9.00	8.00	7.00	6.50
B	8.00	7.00	6.50	5.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 tl	55.00	35.00	17.50
13 tl	53.00	33.75	17.00
26 tl	51.00	32.50	16.50
52 tl	49.00	31.25	16.00
104 tl	47.00	30.00	15.50
156 tl	45.00	27.50	15.00
210 tl	40.00	25.00	14.00

To earn discounts, programs must be used within 12 month period.

WSFM (FM)

1965

PENNSYLVANIA

HUNTINGDON

Huntingdon County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHUN

1946

Media Code 4 239 3200 3.00
Huntingdon Broadcasters, Inc., 400 Washington St.,
Huntingdon, Pa. 16852. Phone 814-643-3340.

- PERSONNEL
President—John H. Biddle.
Manager—William E. German.
- FACILITIES
5,000 w.; 1150 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28b.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70b, 71a, 73a.
Frequency discounts as earned, no rebates.
Affiliated with KDS Radio Network.

TIME RATES

Rates effective October 1, 1957.

Rates received August 2, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES									
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.		1 hr.	1/2 hr.	1/4 hr.
1 time	110.00	70.00	45.00	25.00	9.00	13 times	105.00	67.00	42.50
26 times	100.00	64.00	40.00	22.50	8.50	52 times	92.00	61.00	37.50
104 times	80.00	58.00	35.00	20.00	7.20	156 times	85.00	55.00	32.50
260 times	80.00	52.00	30.00	17.50	6.80	520 times	75.00	49.00	27.50
624 or more times	70.00	46.00	25.00	15.00	5.40				

FM FACILITIES

- ERP 250 w.; 92.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION
15/0; no cash discount on talent or remote facilities.
 - GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES

Rates effective June 1, 1958. (Card No. 3.)

Card received May 20, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES									
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.		1 hr.	1/2 hr.	1/4 hr.
1 time	110.00	70.00	45.00	25.00	9.00	13 times	105.00	67.00	42.50
26 times	100.00	64.00	40.00	22.50	8.50	52 times	92.00	61.00	37.50
104 times	80.00	58.00	35.00	20.00	7.20	156 times	85.00	55.00	32.50
260 times	80.00	52.00	30.00	17.50	6.80	520 times	75.00	49.00	27.50
624 or more times	70.00	46.00	25.00	15.00	5.40				

7. PACKAGE PLANS

1-minute per week:	6 wks.	13 wks.	26 wks.
10 times	6.75	6.50	6.00
15 times	6.50	6.25	5.75
20 times	6.25	6.00	5.75
10 second ID's—50% applicable minute rate.			

WCRO

1947

Media Code 4 239 3350 6.00
Century Broadcasting Corp., Carnegie Bldg., 605
Main St., Johnstown, Pa. 15901. Phone 536-5158.

- PERSONNEL
Gen'l & Sales Mgr.—John P. Foster.
- REPRESENTATIVES
Stone Representatives, Inc.
Pittsburgh—Gateway Reps., Inc.
- FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5-2 am. EST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with MBS.

TIME RATES

ET 1/1/68—Rec'd 12/29/67.

6. SPOT ANNOUNCEMENTS									
	1x	52x	104x	156x	260x	312x	520x	1040x	
AAA	19	18	17	16	15	14	13	12	11
AA	17	16	15	14	13	12	11	10	9
A	14	13	12	11	10	9	8	7	6

7. PACKAGE PLANS				
	12x	18x	24x	30x
AAA	16	15	14	13
AA	14	13	12	11
A	11	10	9	8

TOTAL AUDIENCE PLAN		
	1 MINUTE	
12 ti (4AAA, 4AA, 4A)	152	
18 ti (8AAA, 6AA, 6A)	210	
24 ti (8AAA, 8AA, 8A)	256	
30 ti (10AAA, 10AA, 10A)	290	
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.		

WJAC

1925

Subscriber to the NAB Radio Code
Media Code 4 239 3400 9.00
WJAC, Inc., WJAC Bldg., Hickory Lane, Johnstown,
Pa. 15907. Phone 814-255-5831. TWX 814-535-
1160.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Edward J. Klym.
Program Director—Frank Dell.
Traffic & Scheduling—Margaret Ossola.
- REPRESENTATIVES
Southwest—Busby, Finch and Woods, Inc.
- FACILITIES
10,000 w.; 850 kc. Directional.
Operating schedule: 5:30-1:30 am weekdays; 8:00
am-midnight Sun EST.
- AGENCY COMMISSION
15%; no cash discount. No discount on talent.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with NBC Radio Network.

TIME RATES

7. PACKAGE PLANS									
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.		1 hr.	1/2 hr.	1/4 hr.
AAA—Mon thru Sat 6-9:30 am & 4-7 pm.	18.00	17.00	16.00	15.00	14.00	30 sec—Mon thru Sat 5:30-6 am, 9:30-4 pm; Sun 8 am-7 pm.	18.00	17.00	16.00
AA—Mon thru Sat 7 pm-1:30 am; Sun 7 pm-midnight.	14.00	13.00	12.00	11.20	10.40	10 sec—	9.00	8.50	8.00

PER WK. EA:				
	1 min.	30 sec.	10 sec.	5 sec.
CLASS AAA	18.00	17.00	16.00	15.00
CLASS AA	14.00	13.00	12.00	11.20
CLASS A	8.00	7.50	7.00	6.75

1 min.				
	1 min.	30 sec.	10 sec.	5 sec.
CLASS AAA	18.00	17.00	16.00	15.00
CLASS AA	14.00	13.00	12.00	11.20
CLASS A	8.00	7.50	7.00	6.75

ROS—Single Product
25 1-min spots per wk—187.50 when contracted for
minimum of 26 weeks consecutively. 52 week dis-
counts not applicable.

- DISCOUNT
52 consec. wks. 10%
Multi-brand advertisers can combine concurrent-run-
ning schedules for lower rate only when schedules
are placed simultaneously.
Programs and announcements cannot be combined to
earn larger discounts.
- PROGRAM TIME RATES
Flat 1/2 hr 1/4 hr 5 min
108.00 72.00 36.00
- SPECIAL FEATURES
Newscauts: On the hour.
NEWSCAST PACKAGES
3 5-minute newscasts ea per wk 30.00 90.00
5 5-minute newscasts 25.00 125.00

WJAC-FM

1948

Media Code 4 239 3401 7.00
WJAC, Inc., WJAC Bldg., Hickory Lane, Johnstown,
Pa. Phone 814-255-5831. TWX 814-248-9354.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Edward J. Klym.
Program Director—Frank Dell.
- REPRESENTATIVES
The Meeker Company, Inc.
- FACILITIES
ERP 57,000 w.; 95.5 mc.
Operating schedule: 6:45-1:00 am weekdays; 9:00-
12:05 am Sun, EST.
Antenna ht.: 1070 ft. above average terrain.
- AGENCY COMMISSION
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70b, 71a, 73a.
FM operated separately from AM 9:00 am-11:00 pm
daily, all stereo.
TV facilities: WJAC-TV.

TIME RATES

7. PACKAGE PLANS					
	Each	Total	Each	Total	
Per week:	7 times	8.00	56.00	28 times	5.00
	14 times	7.00	98.00	35 or more	140.00
	21 times	6.00	126.00	times	4.50

8. PROGRAM TIME RATES				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
Flat	48.00	30.00	20.00	10.00

KANE

McKean County—Map Location E-2
See SRDS consumer market map and data at begin-
ning of the State.

WKZA

1954

Media Code 4 239 3450 4.00
WKZA Broadcasting Co., Box 518, S. Fraley St.,
Kane, Pa. 16735. Phone 814-837-7100.

- PERSONNEL
Owner & Gen'l Mgr.—Edward H. Lenaway.
Commercial Manager—Guy Willey.
Program Director—John Chmickis.
- REPRESENTATIVES
Regional Reps Corp.
- FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION
15/0 to recognized agencies.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 25c, 26, 28b,
29a.
Contracts: 40a, 41a, 42b, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

6. SPOT ANNOUNCEMENTS									
	1 min.	30 sec.	10 sec.	5 sec.		1 min.	30 sec.	10 sec.	5 sec.
1 min.	5.00	10 sec.	2.00			1 min.	5.00	10 sec.	2.00
30 sec.	3.50					10 sec.	2.00		

8. PROGRAM TIME RATES				
	1 hr.	1/2 hr.	1/4 hr.	10 min.
1x	40.00	24.00	16.00	12.00
13x-5%	52x-15%	156x-37-1/2%	26x-10%	

KITTANNING

Armstrong County—Map Location C-5
See SRDS consumer market map and data at begin-
ning of the State.

WACB

1948

Media Code 4 239 3500 6.00
WACB, Inc., Kittanning Highlands, Kittanning, Pa.
16201. Phone 412-543-1381.

- PERSONNEL
President—Ray H. Rosenblum.
General Manager—G. Earl Sadlon.
- FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15/0 net time.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15.
Basic Rates: 21a, 21b, 22a, 22b, 23b, 24b, 25a, 28b,
28c, 29a, 32a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47e, 48, 49,
51a, 51b, 51.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 61c, 62d.
Cancellation: 70a, 70b, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 7/16/69.

6. SPOT ANNOUNCEMENTS				
	1x	52x	104x	312x
1 min.	8.70	3.40	3.30	3.00
30 sec.	3.25	2.65	2.50	2.10
10 sec.	2.75	1.95	1.85	1.35

8. PROGRAM TIME RATES									
	1x	13x	26x	52x	104x	156x	260x	312x	
1 hr.	71.00	68.00	66.00	64.00	61.00	59.00	57.00	54.00	
1/2 hr	35.00	34.00	33.00	32.00	31.00	30.00	29.00	27.00	
1/4 hr	18.00	17.00	16.00	15.50	15.00	14.50	14.00	13.50	
5 min	9.00	8.00	7.00	6.50	6.00	5.50	5.00	4.00	

LANCASTER (2 AM; 3 FM)

Lancaster County—Map Location J-7
See SRDS consumer market map and data at begin-
ning of the State.

WDAC (FM)

1959

A Crawford Owned Station
Media Code 4 239 3550 1.00

Crawford Broadcasting Company, Box 22, Lancaster,
Pa. 17604. Phone 717-284-4123.

- STATION'S PROGRAMMING DESCRIPTION
WDAC (FM): Programmed for general interest to
Christian, Protestant.
- AIR PERSONALITIES handle all segments. FARM:
5-7 am, noon-1 pm, 3 men, weather, county agent,
university extension service. General: 7-9 am, 11
am-noon, 1:30-1:45 pm, 3:30-3:45 pm, 7:30-8 pm,
9-9:45 pm pre-recorded religious. Specific: 9-11
am & 3:45-4:30 pm housewives' music. 2-3:30 pm
guest telephone interviews. 4:30-5 pm children. 8:10-
8:25 pm news commentary. 5:30-6 pm teens. 6:10-
6:30 pm sacred music. 6:35-9 pm mail request. 10
pm-12M classical. 12M-5 am music, pre-recorded
religious. Miscellaneous: 10:05-10:16 am & 5:25-
5:30 pm community events. 6:30-6:35 pm telephone
interviews. 9:50-10 pm music. NEWS: 6:15 min.
two 10 min. 15 min. 15 min. 6:50 am, 12:15
pm, 6:05 pm. 16 commercial minutes maximum per
hour. Rec'd 1/2/68.
- PERSONNEL
General Manager—Donald B. Crawford.
Station Manager—Paul R. Hollinger.
Chief Engineer—Ralph Hansenman.
- FACILITIES
ERP 15,000 w.; 94.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 554 ft. above average terrain.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12i, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a,
28, 28b, 28c, 29a.
Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50,
51b.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Tobacco advertising not acceptable.

TIME RATES

6. SPOT ANNOUNCEMENTS									
	1 min.	30 sec.	10 sec.	5 sec.		1 min.	30 sec.	10 sec.	5 sec.
1x	6.90	104x	5.10			1x	6.90	104x	5.10
3x	6.30	156x	4.80			3x	6.30	156x	4.80
26x	6.30	312x	4.20			26x	6.30	312x	4.20

7. PACKAGE PLANS				
	10 ti	20 ti	30 ti	40 ti
Per WK:	10.00	5.00	4.00	3.00
1 min/14 wds.	5.00	5.00	5.00	5.00
30 seconds—75% of applicable 1-minute rate.				
10 seconds—50% of applicable 1-minute rate.				

8. PROGRAM TIME RATES				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1x	50	30	25	15

DISCOUNTS			
	52x-10%	156x-20%	312x-30%
	104x-15%	260x-25%	

TIME RATES

6. SPOT ANNOUNCEMENTS									
	1 min.	30 sec.	10 sec.	5 sec.		1 min.	30 sec.	10 sec.	5 sec.
1x	6.90	104x	5.10			1x	6.90	104x	5.10
3x	6.30	156x	4.80			3x	6.30	156x	4.80
26x	6.30	312x	4.20			26x	6.30	312x	4.20

7. PACKAGE PLANS				
	10 ti	20 ti	30 ti	40 ti
Per WK:	10.00	5.00	4.00	3.00
1 min/14 wds.	5.00	5.00	5.00	5.00
30 seconds—75% of applicable 1-minute rate.				
10 seconds—50% of applicable 1-minute rate.				

8. PROGRAM TIME RATES				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1x	50	30	25	15

DISCOUNTS			
	52x-10%	156x-20%	312x-30%
	10		

Lancaster—W G A L—Continued

Contracts: 40a, 41, 42b, 44b, 45, 40, 47e, 48, 51c, Comb.; Cont. Discounts: 60b, 61a, 62a. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year. All acceptable accounts subject to same rate.

Affiliated with NBC Radio Network.

TIME RATES

ET 8/1/66—Rec'd 7/18/66.
AA—Mon thru Sat 6:30-10 am.
A—Mon thru Sat 4-7 pm.
B—All other times.

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti
AA	14	13	12	11	10
A	11	10	9	8	7
B	10	9	8	7	6

20/30 seconds—80% of minute rate.

15 seconds—50% of minute rate.

7. PACKAGE PLANS

PER YR:	250x	500x	1000x	2000x
AA	12.00	11.00	10.00	9.00
A	9.00	8.00	7.00	6.50
B	8.00	7.00	6.50	6.50

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 ti	55.00	35.00	17.50
13 ti	53.00	33.75	17.00
26 ti	51.00	32.50	16.50
52 ti	49.00	31.25	16.00
104 ti	47.00	30.00	15.50
156 ti	45.00	27.50	15.00
260 ti	40.00	25.00	14.00

To earn discounts, programs must be used within 12 month period.

W G A L-FM

1944



A Steinman Station

Subscriber to the NAB Radio Code
Media Code 4 239 3601 2.00
WGAL, Inc., 24 S. Queen St., Lancaster, Pa. 17603.
Phone 717-307-9333.

1. PERSONNEL
President & General Manager—Clair R. McCollough.
Station Manager—Kenneth L. Kreider.
National Sales Representative—H. Eugene Peters.

2. REPRESENTATIVES
Meeke Radio, Inc.

3. FACILITIES
ERP 20,000 w. (horiz. & vert.); 101.3 mc. Stereo.

Operating schedule: 5:45 am-midnight. EST.

Antenna ht.: 940 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 30th of following month.

5. GENERAL ADVERTISING See coded regulations

See WGAL listing for coded regulations.

Affiliated with see NBC Radio Network.

TV facilities: WGAL-TV.

TIME RATES

ET 11/1/65—Rec'd 10/7/66.

6. SPOT ANNOUNCEMENTS

1-MINUTE AND 30-SECOND ANNOUNCEMENTS

PER WK:

1 ti

5 ti

10 or more ti

1 ti

5 ti

10 or more ti

8. PROGRAM TIME RATES

1 ti

2 ti

3 ti

5 or more ti

(*) 1 hour or 55 minutes.

(†) 1/2 hour or 25 minutes.

WGSA WGSA-FM

1965

1962

CITY OF LICENSE

EPHRATA



Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Ephrata, Pa.)

Media Code 4 239 2250 9.00

Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany

Rd., Ephrata, Pa. 17522. Phones Ephrata 717-

733-2250; Lancaster 717-307-1310.

STATION'S PROGRAMMING DESCRIPTION

WGSA: Programmed for general interest.

AIR PERSONALITIES handle all segments. NEWS: 5

min early morning including Weather Bureau

reports; 15 min news at 7:30 am, noon & 5 pm.

Livestock reports daily M-F 5:10 pm. Telephone

call-in daily M-Sat 12:15-1 pm. SPORTS: two 5

min reports daily M-S, live regional baseball, foot-

ball, basketball. Contact Representative for further

details. Rec'd 7/20/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Samuel R. Youse.

Sales Manager—John P. Veis.

Program Director—Philip A. Jacobs.

2. REPRESENTATIVES

Gill-Perna, Inc.

3. FACILITIES

5,000 w. days; 1310 kc. Directional.

Operating schedule: 6 am-local sunset. EST.

TV FACILITIES

ERP 10,000 w.; 105.1 mc.

Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION

15% time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations.

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.

Rate Protection: 15b.

Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.

Contracts: 40a.

Comb.; Cont. Discounts: 60b, 60f.

Cancellation: 71a, 73b.

Prod. Services: 80, 82.

Affiliated with American Entertainment Network.

Member: National Aglandio Groups, Inc.

TIME RATES

ET 3/1/66—Rec'd 8/3/66.

AA—Mon thru Sat 6-10 am & 3:30-7 pm.

A—All other times; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER YR:

AA

A

7. PACKAGE PLANS

36 ti 24 ti 18 ti 12 ti 8 ti

1 min ea

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

(D)

WLAN

1946

American Contemporary Ntwk

Media Code 4 239 3650 9.00
Peoples Broadcasting Co., Inc., Box 868, 252 N.
Queen St., Lancaster, Pa. 17603. Phone 717-304-
7261.

1. PERSONNEL

President—Frank H. Altdorffer.

Manager—Samuel M. Altdorffer.

Sales Manager—W. F. Cifuni.

2. REPRESENTATIVES

Adam Young Radio, Inc.

Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-

ington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES

5,000 w.; 1390 kc. Directional.

Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a.

Rate Protection: 10b, 11c, 12f, 13f, 14a, 15b.

Basic Rates: 21a, 21b, 22a, 22b, 23b, 25a, 28b, 28c,

29a, 30, 31.

Contracts: 40a, 41, 44b, 45, 46, 47a.

Comb.; Cont. Discounts: 60a, 61a.

Cancellation: 71a, 73b.

Prod. Services: 81, 82.

FBI operated separately from AM.

Affiliated with American Contemporary Network.

TIME RATES

No. 11 ET—Rec'd 4/26/68.

Drive Time—Mon thru Fri 6:30-10 am & 3:30-7 pm.

Daytime (M-Tu) Mon thru Fri 5-6:30 am & 10 am

3-3:30 pm; Sat & Sun 6:30 am-7 pm.

Evening Daily 7 pm-12:30 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

(*) 14.50 14.00 13.50 13.00 12.50 12.00 11.50 11.00

(**) 13.50 13.00 12.50 12.00 11.50 11.00 10.50 10.00

(†) Drive Time. 10.50 11.00 11.50 12.00 12.50 13.00 13.50 14.00

(**) Daytime.

(†) Evening.

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

20 sec: 70% of 1-min.

7. PACKAGE PLANS

PER WK ROS: 10 ti 20 ti 30 ti 40 ti 50 ti

1 min

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

13 x

DISCOUNTS

25x—5% 104x—18% 200x—28%

52x—12% 156x—24%

WLAN-FM

1948

Media Code 4 239 3651 7.00
Peoples Broadcasting Co., Inc., 252 N. Queen St.,
Lancaster, Pa. 17603. Phone 717-394-7261.

1. PERSONNEL

President—Frank H. Altdorffer.

Manager—Samuel M. Altdorffer.

Sales Manager—W. F. Cifuni.

2. REPRESENTATIVES

Adam Young Radio, Inc.

Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-

ington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES

ERP 7,500 w.; 106.9 mc.

Operating schedule: 6-11 am. EST.

Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION

15/0; billed monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.

Contracts: 40a, 45, 46, 47a, 48.

Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c.

Cancellation: 70a, 71a, 73a.

Affiliated with American FM Network.

TIME RATES

No. 11 ET—Rec'd 4/26/68.

6. SPOT ANNOUNCEMENTS

1 min 7.25 7.00 6.75 6.50 6.25 6.00 5.75 5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

20 sec: 70% of 1-min.

7. PACKAGE PLANS

PER WK ROS: 10 ti 20 ti 30 ti 40 ti 50 ti

1 min

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

20 sec: 70% of 1-min.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x

26 x

52 x

104 x

156 x

260 x

312 x

420 x

WSBA

YORK

City of license, York, Pennsylvania.
Lancaster office—1470 Mannheim Pike. Phone 717-
303-1155.

See listing under York, Pennsylvania.

Advertisement

WSBA — York-Lancaster-Harrisburg

Harrisburg phone number—717-331-1155

Lancaster phone number—717-303-1155

WSBA serves Harrisburg in primary fashion. First in

York-Lancaster-Harrisburg 6-County Area Pulse, Sep-

tember-October, 1968—6 AM to 7 PM. No campaign in

Central Pennsylvania complete without WSBA.

Drive Times

1 Minute (12x) \$32.00

Represented by Robert E. Eastman & Co., Inc.

LANSDALE

Montgomery County—Map Location L-6

See SIRDs consumer market map and data at begin-

ning of the State.

WNPV

1960



Media Code 4 239 3700 2.00
Equitable Publishing Co., Box 1440, Snyder Rd.,
Lansdale, Pa. 19448. Phones 855-8211, 723-2116.

1. PERSONNEL
Station Manager—John G. Skibbe, Jr.
Sales Mgr. & Prog. Dir.—Richard H. Helst.
Chief Engineer—W. Leroy Nuss.

2. REPRESENTATIVES
Dome-Messervy Co., Inc.

3. FACILITIES
600 w. days; 1440 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

PENNSYLVANIA

Lotrobe—W T R A—Continued

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/66—Rec'd 10/6/68.

6. SPOT ANNOUNCEMENTS

1 min	4x	26x	52x	104x	208x	312x	1000x
30 sec	0.00	3.50	3.00	2.75	2.25	2.00	1.75
10 sec	2.00	1.75	1.50	1.40	1.30	1.10	1.25
10 sec	2.00	1.75	1.50	1.40	1.30	1.10	1.00

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	208x	312x	1000x
1/2 hr	50.00	45.00	39.00	35.00	32.50	30.00	25.00
1/4 hr	39.00	34.00	30.00	26.50	22.50	20.00	15.00
5 min	15.00	12.00	11.00	10.00	9.00	8.00	7.00

LEBANON (1 AM; 1 FM)

Lebanon County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WAHT

1968

CITY OF LICENSE ANNVILLE-CLEONA



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Annullville-Cleona, Pa.)
Media Code 4 239 0674 2.00
Valley Communications Corp., Box 15, Rt. 5, The
Colebrook Rd., Lebanon, Pa. 17042. Phone 717-
273-8547.

- PERSONNEL**
Pres. & Gen'l Mgr.—William E. Sullivan.
Commercial Manager—Richard L. Rotunda.
Operations Manager—Fred Williams.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
New England Spot Sales, Inc.
Regional Reps Corp.
- FACILITIES**
5,000 w. days; 1510 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% time only; 2% cash discount. Payable by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28a, 28c,
29a, 33b.
Contracts: 40a, 42a, 42c, 43, 44b, 48.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60h, 61c, 62a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with MBS.

NATIONAL AND LOCAL RATES SAME

ET 9/11/68.

AA—Mon thru Sat 6-9 am & 4-6 pm.
A—Mon thru Sat 9 am-4 pm. Sun all day.

6. SPOT ANNOUNCEMENTS

1 min	13x	CLASS AA	104x	160x	520x
30 sec	3.70	8.33	7.63	6.97	5.56
10 sec	6.02	6.26	5.71	5.20	4.14
10 sec	50%	1-min.	not combinable for frequency	except on 2 to 1 basis.	
Class A	—87%	AA.			

7. PACKAGE PLANS

PER WK:	1 MINUTE	6	12	18	24	36
AA	8.70	8.33	7.63	6.97	5.56	
A	7.68	7.27	6.67	6.06	4.85	

10 sec: 50% of 1-min. not combinable for frequency except on 2 to 1 basis.

8. PROGRAM TIME RATES

1 hr	13x	CLASS AA	104x	208x	312x
1/2 hr	78.00	71.00	64.00	57.00	49.00
1/4 hr	58.00	45.00	40.00	35.00	25.00
5 min	31.50	28.00	24.50	20.50	16.50
10 sec	10.50	15.00	12.78	11.82	9.29

Class A—87% of AA. (D)

WLBR

WLBR-FM

1946

1948



Media Code 4 239 3900 8.00
Lebanon Broadcasting Co., Inc., Route 72 North,
Lebanon, Pa. 17042. Phone 717-272-7651.

- PERSONNEL**
President—H. Raymond Stadium.
Managing Director—Lester F. Etter.
Director of Sales—Edward J. Burris.
- REPRESENTATIVES**
Dome-Messervy Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1270 kc.
Directional.
Operating schedule: 5:00-1:00 am weekdays; 6:30 am-
midnight Sundays.
FM FACILITIES
ERP 3,000 w. (horiz. & vert.); 100.1 mc.
Antenna ht.: 270 ft. above average terrain.
Operating schedule: 5:00-1:00 am weekdays; 6:30 am-
midnight Sundays.
- AGENCY COMMISSION**
15% on time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 24a, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a,
51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h,
60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Rates effective July 1, 1962. (Card No. 5.)
Rates received July 9, 1962.

Class AA—6:00-9:00 am and 4:00-8:00 pm Mon thru
Sat
Class A—9:00 am-4:00 pm Mon thru Sat; 9:00 am-
6:00 pm Sun.
Class B—6:00-10:00 pm Mon thru Sat; 7:30-9:00 am
and 6:00 pm-midnight Sun.
Class C—5:00-6:00 am and 10:00 pm-1:00 am Mon
thru Sat.

6. SPOT ANNOUNCEMENTS

1 min.	CLASS AA	1 min.	30 sec.
1 time	11.00	8.25	104 times
13 times	10.50	7.90	158 times
26 times	10.00	7.50	260 times
52 times	9.50	7.10	

10 seconds—50% of 1-minute rate.

8. PROGRAM TIME RATES

1 hr	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	105.00	70.00	45.00	24.00
13 times	98.00	64.00	41.00	22.00
26 times	92.00	59.00	37.00	20.00
52 times	87.00	54.00	33.00	18.00
104 times	80.00	49.00	29.00	16.00
156 times	74.00	44.00	25.00	14.00
260 times	68.00	39.00	21.00	12.00

CLASS AA
85% of Class AA rates.
CLASS B
70% of Class AA rates.
CLASS C
60% of Class AA rates.

LEHIGHTON

Carbon County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WYNS

1962



Media Code 4 239 3950 3.00
Valley Broadcasting Co., Box 115, Nis Hollow Rd.,
Lehighton, Pa. 18233. Phone 377-1150.

STATION'S PROGRAMMING DESCRIPTION
WYNS: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. NEWS
13%: 5 min on hour, national, international and
local, 2 min headlines on half hour. Weather, 15
min before and after hour, in addition to weather in
all news reports. SPORTS: review 8 times daily.
MUSIC 70%: 25% albums, 75% singles, featuring
current selling general popular music, showtunes and
standards. Public affairs 4%. Includes talk and dis-
cussion programs. Farm, religious, and educational
programs 13%. Personalities available for remote
broadcasts, store openings, shopping centers, county
fairs, etc. Contact Representative for further details.
Rec'd 7/21/67.

- PERSONNEL**
President—Martin H. Phillip.
Sec'y/Treas.—Frances J. Phillip.
Gen'l & Com'l Mgr.—Doc A. Rose, Jr.
- REPRESENTATIVES**
Gill-Perma, Inc.
Regional Reps Corp.
- FACILITIES**
1,000 w. days; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 24b, 25a, 28c, 29a.
Contracts: 44a, 45, 46, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 61a, 61b, 62a.
Cancellation: 71a, 73b.
Prod. Services: 82.
Affiliated with KBBS.

TIME RATES

ET 4/1/62—Rec'd 3/1/62.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	1 min.	30 sec.
1 time	6.00	4.50	156 times
26 times	5.75	4.25	312 times
52 times	5.50	4.00	365 times
104 times	5.20	3.75	

7. PACKAGE PLANS

10 anns.	to be used in 1 week	1 min.	20 wds.
20 anns.	to be used in 1 week	50.00	
30 anns.	to be used in 1 week	87.00	
50 anns.	to be used in 1 week	135.00	95.00
50 anns.	to be used in 1 week	210.00	150.00

8. PROGRAM TIME RATES

1 hr	1/2	1/4	10	5
1 x	60	36	24	18

5-MINUTE NEWSCASTS

Per week: 13 wks. 26 wks. 52 wks.
7 days 43.00 40.00 36.00
6 days 39.00 36.00 32.50
6 days 35.50 32.50 29.00

Sportscasts: 5 minutes at the 5-minute news rate.
Sport capsules: 2 minutes at the TNT news rate.
TNT Newscasts: 2 minutes, same rates as 5-minute
newscasts.

LEVITTOWN

Bucks County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WBCB

1957

LEVITTOWN



Media Code 4 239 4000 6.00
O'Keefe Broadcasting Co., Box 1490, Levittown, Pa.
10054. Phone 215-949-1490.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Wellington.
Sales Manager—William Garry.
Station Manager—Stu Wayne.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 24a, 24b, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective May 1, 1962. (Card No. 5.)
Card received April 18, 1962.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 MINUTE
(7:00-9:00 am and 4:00-7:00 pm Mon thru Sat)	(7:00-9:00 am and 4:00-7:00 pm Mon thru Sat)
12 weekly, staggered, 1 per day, each	8.00
Less than 12, staggered, each	9.00
Fixed position, each	10.00
(9:00 am-4:00 pm Mon thru Sat; 7:00 am-7:00 pm Sun)	
5 weekly, per day, each	8.00
Less than 5 weekly, each	9.00
1 weekly, each	8.00
(7:00 pm-midnight daily)	
5 weekly, 1 per day, each	7.00
Less than 5 weekly, each	8.00
1 weekly, each	8.50

7. PACKAGE PLANS

1-MINUTE SATURATION PLANS
(7:00-9:00 am and 4:00-7:00 pm Mon thru Sat)

6 weekly, each	9.00	24 weekly, each	7.00
12 weekly, each	8.00	48 weekly, each	6.75

(9:00 am-4:00 pm Mon thru Sat; 7:00 am-7:00 pm Sun)

6 weekly, each	8.00	24 weekly, each	7.00
12 weekly, each	7.50	48 weekly, each	6.75

(7:00 pm-midnight daily)

6 weekly, each	7.00	24 weekly, each	6.50
12 weekly, each	6.75	48 weekly, each	6.25

20/30 seconds—75% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.
30 sec and 10 seconds require minimum expenditures of 100.00.

8. PROGRAM TIME RATES

Mon thru Sat:	1 hr	1/2 hr	1/4 hr	10 min	5 min
7:00-9:00 am	—	—	—	25.00	20.00
4:00-7:00 pm	—	—	—	22.00	17.50
9:00 am-4:00 pm	80.00	54.00	30.00	20.00	15.00
Mon thru Sun:					
7:00 pm-midnight	64.00	50.00	27.00	17.00	12.00
*Midnight-7:00 am	25.00	20.00	15.00	10.00	5.00
Sun:					
7:00 am-7:00 pm	74.00	50.00	27.00	17.00	12.00

(*) 25% discount on contracts for 5 nights per week. 13 weeks firm.

SPECIAL PACKAGES
Strips, news, sports, weathercasts, 1 per day, Mon
thru Sat, minimum contract 4 weeks.

5 min 10 min 1/4 hr	5 min 10 min 1/4 hr
7:00-9:00 am	15.00 20.00 25.00
4:00-7:00 pm	12.50 15.00 20.00
All other times	10.00 12.50 17.50

ROS 5-MINUTE NEWSCASTS
5-minute newscasts: 9:00 am-4:00 pm Mon thru Sat;
6:00 pm-midnight daily; all day Sun, 20 5-minute
newscasts, per week, 125.00.
Minimum contract 4 weeks.

ROS 1-MINUTE PACKAGE
(Minimum contract 4 weeks)

Per week:
100 announcements, each 6.00
50 announcements, each 6.50

9. PARTICIPATING PROGRAMS
"Speak Your Piece"—12:10-1:00 pm Mon thru Sat,
minimum of 6 programs per week, minimum contract
4 weeks, per 10-minute segment, 20.00.

LEWISBURG

Union County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WUDO

(formerly WUNS)

1956



Media Code 4 239 4050 1.00
Trans-National Communications, Inc., RD. No. 1,
Box 93, Broadcast House, Lewisburg, Pa. 17837.
Phone 717-523-1222.

- PERSONNEL**
President—E. W. "Ted" Hodge.
Vice-Pres. & Gen'l Mgr.—Robert Hyle.
- FACILITIES**
250 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22b, 23a, 24c, 25a, 28b, 28c,
29b, 30, 33b.
Contracts: 40c, 41, 42c, 43, 44b, 46, 47b, 48, 51a,
51c.
Comb.: Cont. Discounts: 60f, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.
Profits protection: minimum 15 minutes.
Affiliated with American Information Network.

TIME RATES
ET 6/1/69—Rec'd 6/27/68.

6. SPOT ANNOUNCEMENTS

PRIME TIME	1x	26x	52x	104x	260x
1 min	3.75	3.40	3.00	2.65	2.50
30 sec	3.00	2.65	2.25	1.90	1.75
REGULAR TIME	1 min	3.00	2.65	2.45	2.25
30 sec	2.25	2.00	1.80	1.65	1.50

LEWISTOWN (2 AM)

Mifflin County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WKVA

1949



Media Code 4 239 4100 4.00
Central Pennsylvania Broadcasting Co., Box 432,
Lewistown, Pa. 17044. Phone 248-6741.
Studios: 3 West Hale St., Lewistown, Pa. 17044.

- PERSONNEL**
General Manager—Robert L. Wilson.
Station Manager—Fran Fisher.
- REPRESENTATIVES**
Gill-Perma, Inc.
Regional Reps Corp.
- FACILITIES**
1,000 w. days, 500 w. nights; 920 kc.
Directional—night only.
Operating schedule: 5:55 am-midnight. EST.
- AGENCY COMMISSION**
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28c, 29a.
Contracts: 40a, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 60i.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
Rates effective December 1, 1956.
Rates received November 1, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
13 times	58.00	30.00	19.00	11.00	7.50
26 times	56.00	27.50	18.00	10.00	6.50
52 times	54.00	25.00	17.00	9.00	6.00
104 times	52.00	22.50	16.00	8.00	5.50
260 times	50.00	20.00	15.00	7.00	5.00

MONROEVILLE

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WPSL
1965



Media Code 4 239 4450 3.00
Monroeville Broadcasting Co., Inc., No. 1 Sylvan Lane, Monroeville, Pa. 15146, Phone 412-823-1500.

- PERSONNEL**
President—Sarah E. Thompson.
General Manager—Jim Rice.
- FACILITIES**
250 w. 1510 kc.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a, 32a.
Contracts: 40b, 42a, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Length of commercial copy: 15-minute program..... 3:00

TIME RATES
Rates effective August 15, 1966.
Rates received March 2, 1966

7. PACKAGE PLANS		BULK RATES	
7 ti	1 min 30 sec	156 ti	1 min 30 sec
7 ti	5.00	3.75	156 ti
26 ti	4.75	3.60	312 ti
52 ti	4.50	3.40	500 ti
104 ti	4.00	3.00	1000 ti

8. PROGRAM TIME RATES	
1 hr	1/2 hr
1 ti	50.00
13 ti	48.00
26 ti	46.00
52 ti	44.00
104 ti	42.00
156 ti	40.00
260 ti	38.00
312 ti	38.00

NANTICOKE

Luzerne County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WNAC
1946

Media Code 4 239 4500 5.00
Seven-Thirty Broadcasters, Inc., Box 849, Wilkes-Barre, Pa. 18734, Phone 717-822-6108.
Studios: 40 E. Main St., Nanticoke, Pa. 18834.

- PERSONNEL**
Managing Executive—Robert W. Neilson.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
ET 8/1/69—Rec'd 8/5/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		CLASS AA	
1 min	30 sec	156x	260x
1 min	17	15	14
30 sec	14	12	11

7. PACKAGE PLANS		CLASS AA	
PER WK:	CLASS AA	12 ti	18 ti
1 min	14	13	11
30 sec	12	10	8



- REPRESENTATIVES**
Burn-Smith Company, Inc.
Dome-Messervrey Co., Inc.
- FACILITIES**
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time and talent; 2% cash discount—10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 48, 47a, 48.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Rates effective September 1, 1955.
Rates received August 29, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 hr	1/2 hr
1 hr	40.00
1/2 hr	22.50

MILTON (1 AM; 1 FM)

Northumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WMLP
1955

Media Code 4 239 4400 8.00
WMLP, Inc., Hunt Bldg., 65-71 Bound Ave., Milton, Pa. 17847, Phone 717-742-8705.

- PERSONNEL**
Sta. & Sales Manager—John Yingling.
Sales Representative—Robert H. Michael.
Program Director—Jim W. Jacobs.
- FACILITIES**
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 24c, 25a, 23, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 ET 8/1/69—Rec'd 11/30/66.

6. SPOT ANNOUNCEMENTS	
1x	26x
1 min	6.50
30 sec	5.30
10 sec	3.50

7. PACKAGE PLANS	
PER WK:	(Times selected by station)
10 ti	30 ti
20 ti	40+
30 sec	6.40
10 sec	3.40

1 YEAR SATURATION
(52 consec. wk. 10% discount)

6. SPOT ANNOUNCEMENTS	
1000-1499 spots	1 min 30 sec
1000-1499 spots	4.80

7. PACKAGE PLANS
1000-1499 spots

- PERSONNEL**
General Manager—Victor A. Michael.
Station Manager—John H. Yingling.
Program Director—Jim Jacobs.
- FACILITIES**
ERP 760 w. (horiz.), 760 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 6 am-midnight Mon thru Sat; 7 am-midnight Sun. EST.
Antenna ht.: 760 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 26, 28b.
Contracts: 40a, 42b, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET—Rec'd 11/3/67.

6. SPOT ANNOUNCEMENTS	
(6 am-midnight)	*1 min †30 sec
1x	7.00
26x	6.50
52x	6.40
104x	6.10

SATURATION RATES
1 min 30 sec

7. PACKAGE PLANS	
PER MO:	(Time selected by station)
1 min	10 ti
30 sec	6.40
10 sec	5.00

8. PROGRAM TIME RATES	
(6 am-midnight)	1/2 hr
1-12 x	36

FM-ERP 390 w. (horiz.), 390 w. (vert.); 92.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 610 ft. above average terrain.

- AGENCY COMMISSION**
15% time only; 20 days following billing.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 26, 28b, 29c, 29b, 32a.
Contracts: 47b.
Comb.: Cont. Discounts: 60b, 60i.

TIME RATES
ET—Rec'd 4/25/69.

6. SPOT ANNOUNCEMENTS	
1x	150x
1 min	7.00
30 sec	6.00
15 sec	5.00

7. PACKAGE PLANS	
25 ti	137
25 ti	68
137	50
50 ti	237
137	115

McKEESPORT

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including McKeesport, New Kensington, Braddock, Carnegie)

MEADVILLE (1 AM; 1 FM)

Crawford County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WMGW WMGW-FM
1947 1948

Media Code 4 239 4300 0.00
Regional Broadcasters, Inc., 964 Park Ave., Meadville, Pa. 16335, Phone 814-336-1111.

- PERSONNEL**
Station Manager—James R. Nicholson.
Program Manager—Kevin G. Hayes.
- REPRESENTATIVES**
Call James R. Nicholson direct.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
ERP 10,000 w.; 100.3 mc.
Antenna ht.: 585 ft. above average terrain.
- AGENCY COMMISSION**
15/0; net 10 days EOM.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60c, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
No. 8 ET 1/1/69—Rec'd 4/25/69.

A—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-noon.
B—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat noon-Sun midnight.

6. SPOT ANNOUNCEMENTS	
CLASS A	CLASS B
1 min	8.50
20/30 sec	7.80
1 min	6.00
20/30 sec	4.80

MEDIA

Delaware County—Map Location L-7
See SRDS consumer market map and data at beginning of the State.

See Philadelphia Urban Area

MEXICO

Junista County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WJUN
1955

Subscriber to the NAB Radio Code
Media Code 4 239 4350 5.00
Lewiston Broadcasting Co., dba Junista Perry Broadcasting Company, Box 97, Millintown, Pa. 17059.
Studio—1/2 mile East of Mexico, Pa. Phone 717-436-2155.

- PERSONNEL**
General Manager—Thomas W. Metzger.
Station Manager—Ralph S. Parker.

Lock Haven—WBPZ, WBPZ-FM—Cont'd

folk music, 3-5 pm pop music, 5-6 pm middle-of-the-road music, 6-7 pm world, regional, local news, sports, weather, editorialization, stock market, network commentary, 7-9 pm public affairs, 9-11 pm pop music, 11 pm-12M sports interviews, 12M-1 am serious music, Extended news summaries at 11 pm, 12M, 1 am. PERSONALITIES handle all pop music segments. SPORTS: pro baseball and football, college and scholastic football, basketball, wrestling. Contact Representative for further details. Rec'd 2/1/68.

- PERSONNEL**
General Manager—Harris Lipetz.
- REPRESENTATIVES**
The Devney Organization, Inc.
Dome-Messervrey Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5-1 am.
FM-ERP 3,000 w.; 92.1 mc.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 22a.
Affiliated with MBS Radio Network.

TIME RATES
Rates effective March 1, 1958.
Rates received January 27, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 hr	1/2 hr
1 hr	40.00
1/2 hr	22.50
15 min	13.00
5 minutes	9.50
1 minute	6.00

LORETTO

Cambria County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WWSF
1963



Media Code 4 239 4250 7.00
Saint Francis College of Loretto, Loretto, Pa. 15940.
Phone 814-472-7000.

STATION'S PROGRAMMING DESCRIPTION.
WWSF: Programmed for adults.
6-9 am time, headlines, sports briefs, weather and general news, 9 am-noon women's interests, general music format, middle-of-the-road leaning toward strings and showtunes. Noon-12:30 pm news national, international, state, local, agricultural and home economics. 12:30-5 pm on hour news, middle-of-the-road music, 5-5:30 pm big bands, sports briefs, weather and roads for drivers, 5:30-6:15 pm news and sports, wire audio features, 6:15-10 pm music, news, college basketball, live, in season. Rec'd 9/27/67.

- PERSONNEL**
President—Rev. Vincent R. Negherbon, T.O.R.
General Manager—Dick Wayne.
Program Director—Paul Flinn.
- FACILITIES**
250 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:55 am-10 pm. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3d, 4a, 4d, 5, 6a.
Rate Protection: 10c, 11d, 12c, 13c, 14b.
Basic Rates: 21a.
Contracts: 40a, 44a.
Cancellation: 70e.
Prod. Services: 82.

TIME RATES
ET—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS	
CLASS A	CLASS B
1x	13x
1 min	5.20
30 sec	3.20
10 sec	2.60

10. SPECIAL FEATURES
Time checks—10 second spot rate.
Weather—30 second spot rate.

MARTINSBURG (1 AM; 1 FM)

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WJSM WJSM-FM
1958 1965

Media Code 4 239 4275 4.00
Beacon Broadcasting Concern, R. D. 2, Martinsburg, Pa. 16662, Phone 793-2188.

STATION'S PROGRAMMING DESCRIPTION
WJSM: Programmed for adults and young adults.
NEWS: news and weather every 30 min. 90 second general interest features, hourly. MUSIC: standards, showtunes and film music, with emphasis on arrangements from 30's, 40's and 50's. 10 am-noon, religious, 1-2 pm sacred music. Sun. religious with limited news and music segments. Contact Representative for further details. Rec'd 3/31/69.

- PERSONNEL**
Owner—Cynthia W. Ferry.
- REPRESENTATIVES**
AAA Representatives.
- FACILITIES**
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

PENNSYLVANIA

NEW CASTLE (2 AM)

Lawrence County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBZY

1968

Media Code 4 239 4525 2.00
Lawrence County Broadcasting Co., Inc., Suite 520,
First National Bank Bldg., New Castle, Pa. 16101.
Phone 412-658-3587.

STATION'S PROGRAMMING DESCRIPTION
WBZY: Programmed for adults and young adults.
NEWS: on hour, minimum of 5 min. News headlines
on half hour. Sports and weather follow news.
SPORTS: daily 7:30 am, Sat 9:30 am & 5:30 pm.
Live football Sat afternoons. MUSIC: middle-of-the-
road, swing, standards and showtunes, 6:30 am-align-
off. Live organ program Wed 4:30-5 pm, Fri 8:30-
4 pm. Big band sounds of 30's and 40's Sunday 1-4
pm. 5 min club, church and civic announcements
10:30 am & 2:30 pm daily. Personalities available
for remote pickups. Contact Representative for fur-
ther details. Rec'd 2/28/69.

1. PERSONNEL
President—Norman J. Dixon.
Station Manager—Irvin A. Eubanks.
Program Director—Robert Jolly.

2. REPRESENTATIVES
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES
3,000 w. days; 1140 kc. Directional.
Operating schedule: 6:30 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b,
25a, 26, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e,
48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61c,
62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
ET 7/1/68—Rec'd 10/14/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	52x	156x	312x	500x	1000x
30 sec	9	8	7	6	5	4	3

Daily program sponsors—1000x rate.
3 times per week program sponsors—500x rate.
1 time per week program sponsors—156x rate.

7. PACKAGE PLANS

WEEKLY SATURATION
(to be used within 1-week)

1 min	15 ti	25 ti	50 ti	100 ti
30 sec	120	175	300	550
	130	230	425	

8. PROGRAM TIME RATES

1/4 hr	1x	13x	52x	156x	312x
10 min	52	42	26	21	16
5 min	39	30	21	17	14
	26	20	15	14	9

WKST

1938

Media Code 4 239 4550 0.00
WKST, Scott Broadcasting Co. of Pennsylvania, Inc.,
Savannah-Gardner Rd., New Castle, Pa. 16101.
Phone 412-654-5501.

1. PERSONNEL
President—Herbert Scott.
General Manager—Byron McConnell.

2. REPRESENTATIVES
Burn-Smith Company, Inc.
Detroit—Pearce Sales.
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1260 kc. Directional—night only.
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a,
24b, 24c, 25a, 26a, 29a.

Contracts: 40a, 41, 44a, 44b, 45, 47a, 48, 49, 51a,
51c.
Comb.: Cont. Discounts: 60h, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
ET 4/1/68—Rec'd 4/22/68.

5. SPOT ANNOUNCEMENTS

2000 x	4.20	156 x	7.05
1500 x	4.70	52 x	7.85
1000 x	5.30	13 x	8.85
500 x	5.50	1 x	14.00
385 x			

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
385 x	53	32	17	14
156 x	59	35	21	18
52 x	70	39	26	21
13 x	100	60	40	30
1 x	117	71	52	39

NEW KENSINGTON

Westmoreland County—Map Location C-8
See SRDS consumer market map and data at begin-
ning of the State.

See Pittsburgh

(including McKeesport, New Kensington,
Braddock, Carnegie)

NORRISTOWN

Montgomery County—Map Location L-6
See SRDS consumer market map and data at begin-
ning of the State.

See Philadelphia Urban Area

NORTH EAST

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning
of the State.

WHYP

1965

Media Code 4 239 4700 1.00
James D. Brownyard, U. S. Rt. 20, R. D. 4, North
East, Pa. 16429. Phone 814-726-9684.
Other office: 3622 Ridge Parkway, Erie, Pa. 16510.

1. PERSONNEL
Gen'l & Sales Mgr.—James D. Brownyard.
Program Director—H. I. Brownyard.

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 24b, 24c, 25a, 27, 28c,
30.

Contracts: 40a, 42a, 42d, 44b, 45, 46, 51a, 51b,
Comb.: Cont. Discounts: 60g, 60i, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES
ET 1/1/67—Rec'd 1/11/67.

9. SPOT ANNOUNCEMENTS

ROS:	1x	50x	100x	250x	1000x
1 min	7.00	6.00	6.00	5.50	4.50
30/20 sec	5.90	5.50	5.10	4.70	3.90
ID's	4.80	4.50	4.20	3.90	3.30

Fixed position, per spot, extra .50.

7. PACKAGE PLANS

PER WK: WEEKLY SATURATION—ROS

1 min	5.11	10 ti	15 ti	25 ti	50 ti
30/20 sec	4.70	4.50	4.30	4.10	3.90
ID's	3.90	3.75	3.60	3.45	3.30

Fixed position, per spot, extra .50.

8. PROGRAM TIME RATES

5 min	1x	13x	26x	52x	156x	260x	312x
1/4 hr	15	14	13	11	10	9	8
	22	21	20	19	18	17	16

OIL CITY (1 AM; 1 FM)

Venango County—Map Location C-3
See SRDS consumer market map and data at begin-
ning of the State.

W FRA

FRANKLIN

City of license Franklin, Pa.
Oil City—Box 7, Oil City, Pa. 16301.
Phone 814-844-6701.
See listing under Franklin, Pa.

WKRZ WDJR (FM)

1945

1959

Media Code 4 239 4750 6.00
WKRRZ, Inc., Seneca St., Oil City, Pa. 16301.
Phones 814-644-1289, 1260.
Other office—Suite 300, McCrady, Nicklas Bldg., Ross
St., Pittsburgh, Pa. 15219. Phone 412-281-1365.

1. PERSONNEL
General Manager—Kenneth E. Renskamp, Jr.
Commercial Manager—Linda Bannon.

2. REPRESENTATIVES
Philadelphia, Pittsburgh, Baltimore, Richmond,
Washington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Directional, days.
Operating schedule: 6 am-midnight. EST.

FM FACILITIES
ERP 3,400 w.; 98.5 mc.
Antenna ht.—300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a.

Basic Rates: 20a, 21b, 21d, 22a, 23a, 24a, 25a, 26,
28a, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 47e,
48.

Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 62a.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC and KBS.
FM programmed separately from AM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1962.
Rates received November 19, 1962.

6. SPOT ANNOUNCEMENTS

1 ti	5.70	52 ti	4.80
13 ti	5.40	104 ti	4.50
26 ti	5.10	812 ti	4.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti	40.00	30.00	15.00
13 ti	37.50	18.50	13.00
26 ti	37.50	18.50	11.00
52 ti	35.00	17.50	9.00
104 ti	34.00	17.00	8.50
312 ti	33.00	16.50	8.50

10. SPECIAL FEATURES
News broadcasts: Add 10% of time rate for news
service.

PALMYRA

Lebanon County—Map Location J-6
See SRDS consumer market map and data at begin-
ning of the State.

WCTX (FM)

(formerly WRLC (FM)
1959

NAB

NAFMB

Media Code 4 239 4800 9.00
Clinton Broadcasting Co., Box 231, Palmyra, Pa.
17078. Phone 717-838-1318.

1. PERSONNEL
President—Hugh J. Clinton.
Station Manager—John M. Talley.

3. FACILITIES
ERP 800 w.; 92.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60k, 61b, 62a.
Cancellation: 71a, 73a.

TIME RATES
ET 4/14/69—Rec'd 5/1/69.

6. SPOT ANNOUNCEMENTS

1 min	6.00	5.00	4.00	3.50	3.00	2.50
30 sec	5.00	4.00	3.50	3.00	2.50	2.00
10 sec	3.00	2.50	2.00	1.75	1.50	1.25

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	104x	316x
1/2 hr	35	32	30	27	24	20
1/4 hr	20	19	18	17	16	15
5 min	10	9	8	7	6	5

PHILADELPHIA (and) PHILADELPHIA URBAN AREA STATIONS IN PHILADELPHIA:

KYW WCAU, WCAU-FM WIF (FM)
WDAS, WDAS-FM WIP
WDVR (FM) WMMR (FM)
WFIL, WFIL-FM WPBS (FM)
WFLN, WFLN-FM WPEN, WPEN-FM
WAT, WAT-FM WQAL (FM)
WIBG, WIBG-FM WRCP-FM
WTEL

STATIONS IN PHILADELPHIA URBAN AREA:
Philadelphia Urban Area stations are listed (unless
otherwise indicated) immediately following the list-
ings for Philadelphia stations.

*WGB, Levittown, Pa. *WKON, WKON-FM,
Camden, N. J.
*WBUX, Doylestown, Pa.
*WGAM, Camden, N. J. WNAR, Norristown, Pa.
*WEEZ, Chester, Pa. WVCH, Chester, Pa.
*WIBF (FM), Jonkintown WWRU, WXUR-FM,
Media, Pa.

(*) See listing under city of license.

**20% scheduled in B time. Subject to short rate. No
further discounts. To be used within 52-week period.**

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
May be earned by maintaining uninterrupted schedule
of no less than 3 1-minute spots per week.

WCAU
1922
CBS Owned
Represented by
CBS RADIO
SPOT SALES
News-Talk-Information

Subscriber to the NAB Radio Code
Media Code 4 239 4900 7.00
CBS Radio, a division of Columbia Broadcasting Sys-
tem, Inc., City and Monument Aves., Philadelphia,
Pa. 19131. Phone 215-839-7000.

STATION'S PROGRAMMING DESCRIPTION
WCAU: News and open line two-way telephone con-
versation format 24 hours a day. Network and local
news every hour. 11 to noon, audience discussion re-
garding children. All live home and away major
league baseball, pro football and basketball. 16 man
news department, 3 mobile units, 1 plane. Contact
Representative for further details. Rec'd 9/17/68.

1. PERSONNEL
General Manager—John O. Downey.
General Sales Manager—Tom Primavera.
Dir. of News & Prog.—Jack Clements.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 1210 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net charges for station time.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c,
25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 39 ET 1/19/69—Rec'd 2/5/69,
AM Drive—Mon thru Fri 6-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Daytime—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
Nighttime—Mon thru Sat 7 pm-midnight & 5:30-6
am; Sun 5:30 am-midnight.
(This listing continued on next page)

1. PERSONNEL
General Manager—Wallace Dunlap.
General Sales Manager—Frank Oxarart, Jr.

Subscriber to the NAB Radio Code
Media Code 4 239 4850 4.00
Westinghouse Broadcasting Co., Inc., 1619 Walnut
St., Philadelphia, Pa. 19103. Phone 215-564-8700.
TWX 710-870-0380.

STATION'S PROGRAMMING DESCRIPTION
KYW: Programmed for adults.
NEWS: all news 24 hours a day. Local news staff of
57 newsmen, editors, writers and editorial assistants,
plus area bureaus and stringers, 6 mobile units. Corpo-
rate national and international news bureaus and
foreign news service. Corporate commentators also file
regular analyses of news daily. Regular features in-
clude sports news, features, traffic reports, enter-
tainment reviews, comparison shopping reports, inves-
tigative documentary reports and editorials. Contact
Representative for further details. Rec'd 12/19/68.

1. PERSONNEL
General Manager—John O. Downey.
General Sales Manager—Tom Primavera.
Dir. of News & Prog.—Jack Clements.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 1210 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net charges for station time.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c,
25a, 27, 28a, 29a.
Contracts: 40b, 41,

G. SPOT ANNOUNCEMENTS

PER WK. EA:	SECTION 1 1 MINUTE			
	Fixed	1 tl	6 tl	12+
AM DRIVE:				
1 wk	120	100	90	80
52+	108	90	81	72
PM DRIVE:				
1 wk	100	90	80	70
52+	90	81	72	63
DAYTIME & SAT:				
1 wk	80	75	65	55
52+	72	67	58	49
NIGHTTIME & SUN:				
1 wk	60	50	40	35
52+	54	45	36	31

PER WK. EA:	30/20 SECONDS			
	Fixed	1 tl	6 tl	12+
AM DRIVE:				
1 wk	96	80	72	64
52+	86	72	65	58
PM DRIVE:				
1 wk	80	72	64	56
52+	72	65	58	50
DAYTIME & SAT:				
1 wk	64	60	52	44
52+	58	54	47	40
NIGHTTIME & SUN:				
1 wk	48	40	32	28
52+	43	36	29	25

PER WK. EA:	10 SECONDS			
	Fixed	1 tl	6 tl	12+
AM DRIVE:				
1 wk	60	50	45	40
52+	54	45	40	36
PM DRIVE:				
1 wk	50	45	40	35
52+	45	40	36	31
DAYTIME & SAT:				
1 wk	40	37	33	27
52+	36	33	30	24
NIGHTTIME & SUN:				
1 wk	30	25	20	17
52+	27	22	18	15

PER WK. EA:	SECTION 2 MATTINE PLANS—ROS (2 per day Mon-Fri 10 am-3 pm)			
	Fixed	1 tl	6 tl	12+
AM DRIVE:				
1 wk	50	45	40	36
52+	45	40	36	31

PER WKND:	WEEKEND PLANS (Fri 8 pm-Sun midnight)	
	1 min	30/20
10 tl	380	300
20 tl	680	540

PER DAY:	VERTICAL SATURATION PLANS (5:30 am-midnight)			
	1 min	30/20	10 sec	5 min
10 tl	750	600	375	
20 tl	1400	1100	675	

PER WK:	NIGHT TALK (10:15 pm-2 am)			
	5 tl	10 tl	20 tl	30
1 min	125	180	320	
52+	110	160	280	

PLAN:	SECTION 3 MAXIMUM IMPACT PLANS (1/3 drivetime, 1/8 daytime and/or Sat, 1/3 nighttime and/or Sun)			
	6	12	18	24
1 min	342	624	884	1056
50/20 sec	276	520	702	884
10 sec	174	312	432	528

Total	BULK PLAN—ROS			
	150+	300+	500+	25000
	9750	16500	25000	

PER WK:	SECTION 4 5 MINUTES			
	1 tl	6+	12	18
AM DRIVE:				
1 wk	135	130	122	117
52+	122	117	110	105
PM DRIVE:				
1 wk	105	100	95	90
52+	95	90	85	80
DAYTIME & SAT:				
1 wk	85	80	75	70
52+	75	70	65	60
NIGHTTIME & SUN:				
1 wk	55	50	45	40
52+	50	45	40	35

PER WK:	10 MINUTES			
	1 tl	6+	12	18
AM DRIVE:				
1 wk	230	225	210	205
52+	207	203	190	185
PM DRIVE:				
1 wk	170	165	150	145
52+	153	149	135	130
DAYTIME & SAT:				
1 wk	140	135	120	115
52+	126	122	110	105
NIGHTTIME & SUN:				
1 wk	75	70	60	55
52+	68	63	55	50

PER WK:	1/4 HOUR			
	1 tl	6+	12	18
AM DRIVE:				
1 wk	295	290	270	265
52+	266	261	240	235
PM DRIVE:				
1 wk	235	230	210	205
52+	212	207	190	185
DAYTIME & SAT:				
1 wk	200	195	175	170
52+	180	176	160	155
NIGHTTIME & SUN:				
1 wk	105	100	90	85
52+	95	90	80	75

PER WK:	CONSECUTIVE WEEK DISCOUNTS			
	52 wk-10%	52 wk-15%	52 wk-20%	52 wk-25%
AM DRIVE:				
1 wk	295	290	270	265
52+	266	261	240	235
PM DRIVE:				
1 wk	235	230	210	205
52+	212	207	190	185

PER WK:	CONSECUTIVE WEEK DISCOUNTS			
	52 wk-10%	52 wk-15%	52 wk-20%	52 wk-25%
AM DRIVE:				
1 wk	295	290	270	265
52+	266	261	240	235
PM DRIVE:				
1 wk	235	230	210	205
52+	212	207	190	185

PER WK:	CONSECUTIVE WEEK DISCOUNTS			
	52 wk-10%	52 wk-15%	52 wk-20%	52 wk-25%
AM DRIVE:				
1 wk	295	290	270	265
52+	266	261	240	235
PM DRIVE:				
1 wk	235	230	210	205
52+	212	207	190	185

1935



WCAU-FM
1935

Subscriber to the NAB Radio Code

Media Code 4 239 4901 5.00

CBS Owned
CBS/FM Broadcasting, a service of CBS Radio, a division of Columbia Broadcasting System, Inc., City and Monument Aves., Philadelphia, Penn. 19131. Phone 215-830-7000.

Address all copy to General Sales Manager, CBS/FM National Sales, 51 W. 52nd St., New York, N. Y. 10019.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John O. Downay.
Sales Manager—Robert Altman.
- REPRESENTATIVES**
CBS/FM National Sales: See Reps. & S/O pages.
- FACILITIES**
ERP 10,000 w.: 98.1 mc. Stereo.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 850 ft. above average terrain.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 31.
Contracts: 40b, 41.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 73a.
Member: CBS/FM Broadcasting.

PER WK:	TIME RATES			
	1 tl	6 tl	12 tl	18 tl
1 min	18	15	14	13
30 sec	15	12	11	10
30 sec	15	12	11	10

PER YR:	BULK PLANS			
	52x	156x	312x	624x
1 min	18	14	12	11
30 sec	12	11	9	8

PER WK:	SPECIAL FEATURES			
	1 tl	5 tl	10 tl	15 tl
Newscasts	25	22	19	17

WDAS

1922

WDAS
1922

Media Code 4 239 4950 2.00

Max M. Leon, Inc., WDAS Bldg., Belmont Ave. & Edgely Rd., Philadelphia, Pa. 19131. Phone 215-878-2000.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—R. A. Klein.
Sta. Mgr. & Gen'l Sales Mgr.—Alex Klein.
Vice-Pres. & Sales Mgr.—William H. Vogt.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1480 kc.
Directional.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 25a, 26, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.

PER WK:	TIME RATES			
	10 tl	15 tl	18 tl	24 tl
1 wk	35	34	33	32
13 wk	33	32	31	30
28 wk	31	30	29	28
52 wk	28	27	26	25

PER WK. EA:	MINUTE CLASS AA			
	10 tl	15 tl	18 tl	24 tl
1 wk	28	27	26	25
13 wk	27	26	25	24
28 wk	26	25	24	23
52 wk	24	23	22	21

PER WK. EA:	MINUTE CLASS B			
	10 tl	15 tl	18 tl	24 tl
1 wk	23	21	20	19
13 wk	22	21	20	19
28 wk	21	20	19	18
52 wk	20	19	18	17

PER WK. EA:	MINUTE CLASS A			
	10 tl	15 tl	18 tl	24 tl
1 wk	28	27	26	25
13 wk	27	26	25	24
28 wk	26	25	24	23
52 wk	24	23	22	21

PER WK. EA:	MINUTE CLASS B			
	10 tl	15 tl	18 tl	24 tl
1 wk	23	21	20	19
13 wk	22	21	20	19
28 wk	21	20	19	18
52 wk	20	19	18	17

1959

WDAS-FM
1959

Media Code 4 239 5000 5.00

Max M. Leon, Inc., WDAS Bldg., Belmont Ave. & Edgely Rd., Philadelphia, Pa. 19131. Phone 315-878-2000.

- PERSONNEL**
President—Max M. Leon.
Exec. Vice-Pres. & Gen'l Mgr.—Robert A. Klein.
V. P. & Gen'l Sales Mgr.—Al Klein, Jr.
- REPRESENTATIVES**
Greener, Hiken, Sears.
- FACILITIES**
ERP 20,000 w.: 105.3 mc.
Antenna ht.: 200 ft. above average terrain.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 71a, 73a.

PER WK. EA:	TIME RATES			
	1 min	15 min	30 min	1 hr
1 x	15.00	156 x	12.50	12.00
13 x	14.50	260 x	12.00	11.50
26 x	14.00	312 x	11.50	11.00
52 x	13.50	624 x	11.00	10.50
104 x	13.00	1248 x	10.50	10.00

PER WK. EA:	PROGRAM TIME RATES			
	1/2 hr	1/4 hr	10 min	5 min
1 x	150	90	60	45
13 x	145	86	57	43
26 x	140	82	54	41
52 x	135	78	51	39
104 x	130	74	48	37
156 x	125	70	45	35
260 x	120	66	42	33
312 x	110	62	39	31
624 x	100	58	36	29

PER WK. EA:	CONSECUTIVE WEEK DISCOUNTS			
	52 wk-5%	52 wk-10%	52 wk-15%	52 wk-20%
AM DRIVE:				
1 wk	295	290	270	265
52+	266	261	240	235
PM DRIVE:				
1 wk	235	230	210	205
52+	212	207	190	185

PENNSYLVANIA

Philadelphia—W F I L-FM—Continued

3. FACILITIES
ERP 27,000 w. (horiz.); 25,500 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 43a, 44a, 46a, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
No. 14 ERP 3/1/68—Rec'd 2/1/68.
AAA—Mon thru Sat 6-10 am & 4-7 pm (drive time).
AA—Mon thru Sat 10 am-4 pm; Sun all day.
A—Mon thru Sat 7 pm-midnight & 5-6 am.
B—Tues thru Sun midnight-5 am.

7. PACKAGE PLANS
PER WK, EA:

1 min.	30.00	28.00	24.00	22.00	20.00	18.00	16.00
20/30 sec.	21.00	19.50	17.00	15.50	14.00	12.50	11.00
10/15 sec.	15.00	14.00	12.00	11.00	10.00	9.00	8.00

CLASS AAA

1 min.	25.00	23.00	20.00	18.00	16.00	14.00	12.00
20/30 sec.	17.50	16.00	15.50	14.00	12.50	11.00	10.00
10/15 sec.	12.50	11.50	11.00	10.00	9.00	8.00	7.00

CLASS A

1 min.	18.00	17.00	16.00	14.00	12.00	11.00	9.00
20/30 sec.	13.00	12.00	11.50	10.00	8.50	7.50	6.50
10/15 sec.	9.00	8.50	8.00	7.00	6.00	5.50	4.50

CLASS B
50% discount from Class A rates.

8. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

9. SPOT ANNOUNCEMENTS
1 min. 36 32 29 26 23 21 19

10. SPECIAL FEATURES
NEWSCASTS
PER WK: 345 270 204
A B C
630 450 396
Includes time, talent and news service; fully commissionable.
Political contracts—25% discount.

11. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

12. SPOT ANNOUNCEMENTS
1 min. 37 35 34 33 32 31 27 23
30 sec 30 28 27 26 25 22 21 19
10 sec 23 22 21 19 18 17 16 14

13. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

14. SPOT ANNOUNCEMENTS
1 min. 37 35 34 33 32 31 27 23
30 sec 30 28 27 26 25 22 21 19
10 sec 23 22 21 19 18 17 16 14

15. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

16. SPOT ANNOUNCEMENTS
1 min. 37 35 34 33 32 31 27 23
30 sec 30 28 27 26 25 22 21 19
10 sec 23 22 21 19 18 17 16 14

17. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST, DST.

4. AGENCY COMMISSION
15% on time rates only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 24a.
Contracts: 42a.
Comb.: Cont. Discounts: 60c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
FM facilities: WWDB (FM).
Affiliated with American Contemporary Network.

TIME RATES
No. 14 ERP 3/1/68—Rec'd 2/1/68.
AAA—Mon thru Sat 6-10 am & 4-7 pm (drive time).
AA—Mon thru Sat 10 am-4 pm; Sun all day.
A—Mon thru Sat 7 pm-midnight & 5-6 am.
B—Tues thru Sun midnight-5 am.

7. PACKAGE PLANS
PER WK, EA:

1 min.	30.00	28.00	24.00	22.00	20.00	18.00	16.00
20/30 sec.	21.00	19.50	17.00	15.50	14.00	12.50	11.00
10/15 sec.	15.00	14.00	12.00	11.00	10.00	9.00	8.00

CLASS AAA

1 min.	25.00	23.00	20.00	18.00	16.00	14.00	12.00
20/30 sec.	17.50	16.00	15.50	14.00	12.50	11.00	10.00
10/15 sec.	12.50	11.50	11.00	10.00	9.00	8.00	7.00

CLASS A

1 min.	18.00	17.00	16.00	14.00	12.00	11.00	9.00
20/30 sec.	13.00	12.00	11.50	10.00	8.50	7.50	6.50
10/15 sec.	9.00	8.50	8.00	7.00	6.00	5.50	4.50

CLASS B
50% discount from Class A rates.

8. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

9. SPOT ANNOUNCEMENTS
1 min. 36 32 29 26 23 21 19

10. SPECIAL FEATURES
NEWSCASTS
PER WK: 345 270 204
A B C
630 450 396
Includes time, talent and news service; fully commissionable.
Political contracts—25% discount.

11. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

12. SPOT ANNOUNCEMENTS
1 min. 37 35 34 33 32 31 27 23
30 sec 30 28 27 26 25 22 21 19
10 sec 23 22 21 19 18 17 16 14

13. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

14. SPOT ANNOUNCEMENTS
1 min. 37 35 34 33 32 31 27 23
30 sec 30 28 27 26 25 22 21 19
10 sec 23 22 21 19 18 17 16 14

15. PROGRAM TIME RATES
PER WK, EA:

5 min.	46	44	42	40	38	36
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AAA

5 min.	41	39	37	35	33	32
1/4 hr.	70	68	66	64	62	60
1/2 hr.	125	120	115	110	105	100
1 hr.	185	175	165	150	140	130

CLASS AA

5 min.	30	28	27	25	24	22
1/4 hr.	50	48	46	44	42	40
1/2 hr.	100	90	88	84	82	80
1 hr.	140	135	125	110	105	100

CLASS A
50% discount from Class A rates.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 24a, 25a, 28b, 31.
Contracts: 40a, 42c, 43, 44b, 46, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 6

Philadelphia—WIP—Continued

Minutes, 30-seconds and Newcasts may combine to form weekly frequency discounts. ID's combine on basis of 2 ID's equaling 1 longer period.
 Rate protection: Rates guaranteed for 13 weeks from effective date of any increase providing advertising equalling weekly expenditure of 150.00 is actually running at time of effective date of increase, and providing these broadcasts continue without interruption during rate protection period.
CONSECUTIVE WEEKS DISCOUNT
 52 wk—10%
 Applied as earned. Only consecutive weeks with expenditures of 150.00, or more, may combine to qualify for discounts.

WJBR (FM)

1957
 CITY OF LICENSE
 WILMINGTON, DEL.



(This is a paid duplicate of the listing appearing under Wilmington, Del.)
 Media Code 4 208 4500 0.00

Reynolds Broadcasting Co., 2617 Ebright Rd., Wilmington, Del. 19103. Phone 302-475-4000.

STATION'S PROGRAMMING DESCRIPTION
 WJBR(FM): Programmed for adults.
MUSIC: instrumental popular standards with some film and showtunes, plus 1 vocal group or chorus per hour. NEWS: broadcast every 2 hours, and consists of 5 min and 1 min reports with emphasis on national and international news, plus important local and regional news. Special weather reports made 5 times daily. **COMMERCIAL POLICY:** double spot at :15, :30 & :45. Single spot before commercial news on hour. Contact Representative for further details. Rec'd 3/28/68.

- PERSONNEL**
 Gen'l & Sales Mgr.—John B. Reynolds.
 Sta. Mgr. & Prog. Dir.—John B. Reynolds, Jr.
 Program Manager—Ed Hunt.
- REPRESENTATIVES**
 Jack Masla & Co., Inc.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc. Stereo.
 Operating schedule: 24 hrs. daily. EST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 4a, 4d, 6b, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 22a, 24b, 25a, 28b, 29a.
 Contracts: 40a.
 Comb.; Cont. Discounts: 60a, 61a.
 Cancellation: 70a, 71a.

TIME RATES
 Rec'd 3/2/67.

- SPOT ANNOUNCEMENTS**

1x	15x	52x	104x	156x	260x	520x	1040x
1 min	25	24	23	21	19	18	15
- PACKAGE PLANS**
 PER WK, EA: 6 ti 12 ti 18 ti
 1 min 23 18 15
 30 sec: 80% of 1-min rate.
 Package Plans cannot be combined for frequency discounts.

WMMR (FM)



Media Code 4 239 5550 9.00
 Metromedia Stereo, A division of Metromedia, Inc., 19th & Walnut Sts., Philadelphia, Pa. 19103. Phone 215-561-0933. Telex 083-4525.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Richard F. Carr.
 General Sales Manager—Jack Rattigan.
- REPRESENTATIVES**
 Metro Radio Sales.
- FACILITIES**
 ERP 25,000 w. (horiz.), 25,000 w. (vert.); 93.3 mc. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 670 ft. above average terrain.
- AGENCY COMMISSION**
 15/0: time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 28a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60a, 61a, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 73a.
 Rate Protection: Rates guaranteed for period of 13 weeks from effective date of any increase in rates provided advertising equalling weekly expenditure of 50.00 is actually running at time of effective date of increase and continues without interruption during rate protection period.
AM facilities: WIP.

TIME RATES
 No. 2, Rev. 1 Eff 12/1/68—Rec'd 10/21/68.

- SPOT ANNOUNCEMENTS**
 PER WK: Fixed 6 ti 12 ti 18 ti 24 ti
 1 min 25.00 20.00 15.00 12.00 10.00 9.00
 30 sec 20.00 16.00 12.00 10.00 8.00 7.50
 10 sec 12.50 10.00 8.00 7.00 6.00 5.00
 Rotating.
- PACKAGE PLANS**
WEEKEND SATURATION
 8 1-min spots, full rotation, Sat 6 am-6 pm; Sun 9 am-6 pm, per wknd, 85.00.

9. PARTICIPATING PROGRAMS

Sinatra & Co.—Mon thru Sun 8:30-8 pm.
 7 min, 1 per night 126
 14 min, 2 per night 210
 Marconi Experiment—Rotating Mon thru Sun 9 pm-1 am, per wk: 1 min 30 sec 1 min 30 sec
 12 ti 15 12 24 ti 12 10

10. SPECIAL FEATURES

93.30 PLAN
 1 min, 5 ti, ea 18.66 30 sec, 7 ti, ea 13.93
 Checkpoint—3 min capsules, rotating Mon thru Sun at :30; Mon thru Sat 7:30 am-11:30 pm; Sun 9:30 am-11:30 pm, per wk:
 6 ti 90.00 16 ti 180.00
 12 ti 144.00
 Includes 10-second open, plus 30-second spot.
FREQUENCY DISCOUNTS
 28 wk—5% 52 wk—10%
 Applied as earned. Only weeks with expenditures of 50.00 or more may combine to qualify for discounts.

WPBS (FM)

1961



Alan Torbet Associates, Inc.



Media Code 4 239 5600 2.00
 Bulletin Co., 440 Domino Lane, Philadelphia, Pa. 19128. Phone 215-483-7200.
 New York phone 212-986-2201.

STATION'S PROGRAMMING DESCRIPTION
 WPBS (FM): Programmed for adults.
MUSIC: consistent variety of album standards, predominantly instrumental in uninterrupted 15 min segments. NEWS: am drive time 3 min every half hour, 8:30 am-11:30 pm, 3 min every 3 hours, 1 am-6 am, 5 min on hour. **COMMERCIAL POLICY:** 6 spots per hour maximum. Contact Representative for further details. Rec'd 4/4/69.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Edward J. Meehan, Jr.
 Operations Director—Nicholas G. Frunzi.
 General Sales Manager—David Bolton.
- REPRESENTATIVES**
 Alan Torbet Associates, Inc.
- FACILITIES**
 ERP 10,000 w. (horiz.), 5,400 w. (vert.); 98.9 mc. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 850 ft. above average terrain.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
 Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 26, 28a, 29a, 30, 33a.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50.
 Comb.; Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d.
 Cancellation: 70b, 70c, 71a, 73b.
 Prod. Services: 80, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 6/1/69—Rec'd 5/2/69.

- SPOT ANNOUNCEMENTS**

1 min	3.00	3.00	27.00	25.00	25.00	21.00	19.00
30 sec	30.00	27.80	20.00	18.40	16.80	15.20	10.50
10 sec	15.00	13.50	12.50	11.50	10.50	9.50	

 (†) Pre-emptible.
- CONSECUTIVE WEEK DISCOUNT**
 28 wk—5% 52 wk—10%
- PACKAGE PLANS**
TOTAL AUDIENCE PLANS

	12 ti	18 ti	24 ti	30 ti	36 ti
6-10 am	3	4	6	7	9
10 am-4 pm	3	5	6	8	9
4-8 pm	3	4	6	7	9
8 pm-midnight	3	5	6	8	9
Per wk	270	370	458	613	650

 Midnight-6 am—30% of regular rate (15 spots or more, per wk).
 TAP must be scheduled over 7-day period and rotate within time classification; not combinable with weekly spots.

- SPECIAL FEATURES**
NEWSCASTS
 10% above 1-minute spot rate.
 Each 29.70 27.50 25.30
 3-minute newscast with opening ID and 1-minute closing commercial.
- WEATHERCAST**
 5% above 1-minute spot rate.
 Each 28.35 26.25 24.15
 1-minute weathercast with opening ID and 1-minute closing commercial.

WPEN

1929

NBC Radio Network
The Eastman Station



Media Code 4 239 5650 7.00
 Field Communications, Inc., 2212 Walnut St., Philadelphia, Pa. 19103. Phone 215-564-6000.

- PERSONNEL**
 President—Harvey Glascock.
 Vice-Pres. & Gen'l Mgr.—Allan Hotlen.
- REPRESENTATIVES**
 Robert E. Eastman & Co., Inc.
- FACILITIES**
 5,000 w.; 950 kc. Directional—night only.
 Operating schedule: 21 hours daily. EST.
 Partial simulcast operation. For non-simulcast facilities see WPEN-FM.
- AGENCY COMMISSION**
 15/0 time only.

- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 22a, 24a, 25a, 27, 28b, 28c, 29b, 30, 32b.
 Contracts: 40a, 42a, 44b, 47a, 51b.
 Comb.; Cont. Discounts: 60c, 60f, 62d.
 Cancellation: 70a, 70c, 70e, 71a, 72, 73b.
 No cash rebates.
 Affiliated with NBC and Eastman.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 7/14/69—Rec'd 7/21/69.
 Gold—Mon thru Sat 6-10 am & 3-7 pm.
 Silver—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
 Blue—Mon thru Sun 5-6 am & 7-11 pm; Sun 6-10 am.

- SPOT ANNOUNCEMENTS**
GOLD
 PER WK: Fixed 2 ti 15 ti 30 ti 45 ti
 1 min 60.00 40.00 35.00 32.00 30.00
 30/20 sec 48.00 32.00 30.00 25.80 24.00
 10 sec 36.00 24.00 21.00 19.20 18.00
SILVER
 1 min 50.00 35.00 32.00 26.00 24.00
 30/20 sec 40.00 30.00 25.80 20.80 19.20
 10 sec 30.00 21.00 19.20 15.60 14.00
BLUE
 1 min 40.00 25.00 20.00 18.00 15.00
 30/20 sec 32.00 20.00 18.00 14.40 12.00
 10 sec 24.00 15.00 12.00 10.80 9.00
- PACKAGE PLANS**
CUME PACKAGE PLANS
 PER WK, 1 MIN: Ea
 50 ti (28 Gold, 14 Silver, 8 Blue) 21
 25 ti (12 Gold, 9 Silver, 4 Blue) 25
 15 ti (7 Gold, 5 Silver, 3 Blue) 28
 30/20 sec: 80% of 1-min. 10 sec: 80% of 1-min.
 Not combinable with other weekly plans. Preemptible by full rate advertisers.

- PARTICIPATING PROGRAMS**
 Frank Ford Show—Daily 11:05 pm-2 am, 7-1 min spots, (minimum), ea 25.00, 4 weeks Fri. Not combinable with spots or programs for discount purposes.
 Robin Roberts Show—Rotating 3 ti Mon thru Fri 6-10 am, 3 ti Mon thru Fri 3-7 pm, flat ea 75.00.

- SPECIAL FEATURES**
6-MINUTE NEWS
 Mon thru Sat 6-10 am & 3-7 pm—1-min rate plus 10.00.
 All other times—1 min rate plus 5.00.
CONSECUTIVE WEEK DISCOUNT
 52 wk—10%
RATEHOLDER
 Minimum 150.00 per week.

WPEN-FM

1942

The Eastman Station



Media Code 4 239 5651 5.00
 Field Communications, Inc., 2212 Walnut St., Philadelphia, Pa. 19103. Phone 215-564-6000.

- PERSONNEL**
 President—Harvey Glascock.
 Vice-Pres. & Gen'l Mgr.—Allan Hotlen.
- REPRESENTATIVES**
 Robert E. Eastman & Co., Inc.
- FACILITIES**
 ERP 20,000 w.; 102.9 mc.
 Operating schedule: 6-2 am. EST.
 Antenna ht.: 300 ft. above average terrain.
 Partial simulcast operation. Operated separately 9 am-11 pm Mon thru Sat; 6-2 am Sun. For simulcast facilities see WPEN.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 See WPEN listing for coded regulations.
 Affiliated with Eastman and NBC.

TIME RATES
 Eff 11/1/64—Rec'd 10/5/64.
 A—Daily 6-11 pm.
 B—All other times.

- SPOT ANNOUNCEMENTS**

1x	100x	250x	500x	750x	1000x
A	15	14	11	10	9
B	13	12	10	9	8
- PACKAGE PLANS**
 PER WK: 12 ti 18 ti 30 ti 40 ti
 A 10 9 8 7
 B 9 8 7 6
- PROGRAM TIME RATES**

	55 min	1/2 hr	25 min	1/4 hr
A	95	60	50	30
B	85	50	35	20
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS AT :30

PER WK:	5 ti	10 ti	20 ti
A	18	13	14
B	18	14	12

WQAL (FM)

1959

American FM Network



Roger Coleman, Inc.



Stereo



Media Code 4 239 5700 0.00
 George Voron Co., 1230 E. Mermaid Lane, Philadelphia 18, Penn. Phone 215-248-4900.
STATION'S PROGRAMMING DESCRIPTION
 WQAL (FM): Programmed for adults.

PENNSYLVANIA

MUSIC: selections from albums of standards, show and pop music, semi-classical favorites in uninterrupted 15 min segments. NEWS: 12 times daily. Time and weather 18 times daily. Editorials weekly. **COMMERCIAL POLICY:** one 1 minute commercial at end of each 15 minute segment. Contact Representative for further details. Rec'd 11/29/67.

- PERSONNEL**
 President—George Voron.
 General Manager—Abe Voron.
 Station Manager—John Beaty.
- REPRESENTATIVES**
 Roger Coleman, Inc.
- FACILITIES**
 ERP 7,700 w. 108.1 mc.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 720 ft. above average terrain.
- AGENCY COMMISSION**
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 3a, 4c, 5, 6a, 7a.
 Rate Protection: 15b, 16.
 Basic Rates: 20a, 21d, 22a, 23a, 29a, 33a.
 Contracts: 40a, 44b, 46.
 Comb.; Cont. Discounts: 60a, 62d.
 Cancellation: 70c, 71a.
 Affiliated with American FM Network.

TIME RATES
 Eff 7/7/67—Rec'd 3/3/67.

- SPOT ANNOUNCEMENTS**
 PER WK: 104x 156x 300x 500x
 1 min 20.00 19.00 18.00 17.00 16.00 15.00
 30 sec 14.00 13.50 13.00 12.50 12.00 11.50
 10 sec: 50% of min.
- PACKAGE PLANS**
 PER WK: 10 ti 15 ti 20 ti
 1 min 18 15 14
 30 sec 12 11 10
- PROGRAM TIME RATES**
 1 hr 100 1/2 hr 75

WRCP

1947

Country & Western



A Rust Craft Station
 Media Code 4 239 5750 5.00
 WRCP Broadcasting Corp., 2043 Locust St., Philadelphia, Pa. 19103. Phone 215-564-2300.
STATION'S PROGRAMMING DESCRIPTION
 WRCP: MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: 3 min network news at 20 before and 3 min local news 20 after hour. Helicopter traffic reports. Emphasis on competitive for further details. Rec'd 1/30/68.

- PERSONNEL**
 General Manager—Monroe E. Berkman.
 General Sales Manager—Jerry Michaels.
 Program Director—Don Paul.
- REPRESENTATIVES**
 Adam Young Radio, Inc.
- FACILITIES**
 50,000 w. days; 1540 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 Simulcast during AM operational hours. For non-simulcast facilities see WRCP-FM.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 29b, 30, 32b, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 49, 50, 51c.
 Comb.; Cont. Discounts: 60f, 61a, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Information Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 2/1/68—Rec'd 1/2/68.

- SPOT ANNOUNCEMENTS**
 AAA—Mon thru Sun 6-10 am.
 AA—Mon thru Sun 4-7 pm.
 A—Mon thru Sun 10 am-4 pm.
 B—Mon thru Sun 7 pm-midnight.
- SPOT ANNOUNCEMENTS**
 1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	30	25	22	19	18
AA	28	22	18	16	14
A	23	18	16	14	11
B	22	16	14	11	10

 80/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CIRCULATION PLANS
 (20% AAA & AA, 40% A, 20% B)
 PER WK: 10 ti 20 ti 30 ti 50 ti
 1 min 155 231 327 495
 30/20 sec 124 184 261 896
 Daytime portions of circulation schedules simulcast.
 B portions FM only.

- SPECIAL FEATURES**
 Newcasts, Weather-spots, other vignettes available at 1-1/4 x applicable 1-minute rate.
- DISCOUNTS**
 1-minute and 30/20 second spots and newcasts combine for weekly frequency.
- CONSECUTIVE WEEK DISCOUNTS**
 28 wk—5% 52 wk—10%

WRCP-FM

1968

A Rust Craft Station
 Media Code 4 239 5600 8.00
 WRCP Broadcasting Corp., 2043 Locust St., Philadelphia, Pa. 19103. Phone 215-564-2300.

- PERSONNEL**
 General Manager—Monroe E. Berkman.
 General Sales Manager—Jerry Michaels.
 Program Director—Don Paul.
- (This listing continued on next page)

PENNSYLVANIA

Philadelphia—W R C P-FM—Continued

- 2. REPRESENTATIVES**
Adam Young Radio, Inc.
- 3. FACILITIES**
ERP 26,000 w.; 104.5 mc.
Operating schedule: 24 hours daily.
Partial simulcast operation. For simulcast facilities see WRCP, WRCP-FM.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
See WRCP listing for coded regulations.
Affiliated with American Information Network.

TIME RATES

Rates are identical to WRCP. See that listing.

WT EL

1925

Media Code 4 239 5850 3.00
WT EL, Inc., 4140 Old York Rd., Philadelphia, Pa. 19140. Phone 215-455-9200.

STATION'S PROGRAMMING DESCRIPTION
WT EL: RELIGIOUS: 6-11 am M-F. Religious music and sermons. Spanish programming 2-8:30 pm M-F, 3:30-8:30 pm Sat and Sun. Rec'd 7/24/67.

- 1. PERSONNEL**
Pres. & Bus. Dir.—George D. Hopkinson.
Exec. Vice-Pres. & Sales Mgr.—Quentin C. Sturm.
- 2. REPRESENTATIVES**
Call station collect.
- 3. FACILITIES**
10,000 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0; no commission on religious broadcasts.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 4d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60c, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: National Spanish Language Network.

TIME RATES

No. 10 Eff 12/9/68—Rec'd 12/9/68.

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min.....	1x	50x	100x	300x
30 sec.....	20.00	18.00	14.00	12.00
10 sec.....	12.00	12.00	8.50	7.40
	9.00	8.00	6.50	6.00

PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min.....	140	84	49	32
30 sec.....	370	220	130	90
10 sec.....	550	325	195	130

WT MR

1948

CITY OF LICENSE
CAMDEN, N. J.



(This is a paid duplicate of the listing appearing under Camden, N. J.)

Media Code 4 239 5852 8.00
Roberts Broadcasting Co., 2775 Mt. Ephraim Ave., Camden, N. J. 08104. Phone 809-982-8000. Philadelphia phone 215-923-4190.

- 1. PERSONNEL**
President—Tommy Roberts.
General Manager—Joseph F. Frazer.
- 2. REPRESENTATIVES**
Mort Bassett & Co., Inc.
- 3. FACILITIES**
5,000 w. days; 800 kc. Directional.
Operating schedule: 6:30 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 13g, 14g.
Basic Rates: 20a, 21d, 22b, 23a, 25a.
Contracts: 40c, 41, 42a, 46.
Comb.; Cont. Discounts: 60b, 60d, 80c, 601, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES

No. 1 Eff 8/1/68—Rec'd 8/9/68.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min.....	45.00	40.00	36.00	32.00
30 sec.....	45.00	38.00	34.00	30.00
10 sec.....	40.00	36.00	32.00	28.00
500 x.....	38.00	34.00	30.00	24.00

CLASS AAA

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min.....	35.00	32.00	29.00	24.00
30 sec.....	33.00	30.00	27.00	22.00
10 sec.....	31.00	28.00	25.00	20.00
500 x.....	29.00	26.00	23.00	18.00

Equal distribution in AAA and AA takes AA rates.

CLASS A

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min.....	15.00	14.00	12.00	11.00
30 sec.....	17.00	15.00	13.00	11.50
10 sec.....	18.00	14.00	12.50	11.00
500 x.....	15.00	13.50	12.00	10.50

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
All spots combinable for weekly frequency and annual volume discounts. Annual discounts do not require consecutive weekly advertising.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

(AAAA, AAA, 3A)
PER WK, 1 MIN: 5 ti 10 ti 15 ti 20 ti 25 ti
EA: 21.00 18.00 17.00 16.50 14.00
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Scheduled units of 5 per week.
Spots preemptible. Higher class spots may be rescheduled into A time and/or make-goods given in comparable time periods at station's discretion. No further discounts. Not combinable with other spots. Rate protection 30 days.

10. SPECIAL FEATURES
5-minute Newcasts—Applicable 1 ti wky rate, plus 5.00 ea.

CONSECUTIVE WEEK DISCOUNTS

13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%
Newcasts combine for weekly frequency and are combinable to determine frequency discounts for spots, but spots do not apply to Newcasts discounts. (D)

WW DB (FM)

1947



Media Code 4 239 5858 5.00
Banks Broadcasting Co., Inc., 3830-40 Conshohocken Ave., Philadelphia, Pa. 19131. Phone 215-878-1500.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—William A. Banks.
Station Manager—Dolly Banks.
General Sales Manager—Jack J. Dash.
- 2. REPRESENTATIVES**
Bernard Howard & Co., Inc.
- 3. FACILITIES**
ERP 12,000 w. (horiz), 12,000 w. (vert.); 96.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,200 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 24a.
Contracts: 42a.
Comb.; Cont. Discounts: 60c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.

TIME RATES

No. 1 Eff 1/1/69—Rec'd 12/2/68.
AA—Mon thru Sat 4-8 pm.
A—Mon thru Sat 6 am-4 pm and 8 pm-1 am; Sun 8:30 pm-1 am.

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min.....	25.00	23.00	21.00	19.00	17.00	13.00	10.00
30 sec.....	17.50	16.00	15.00	13.00	12.00	9.00	7.00
15 sec.....	12.50	11.50	10.50	9.50	8.50	6.50	5.00

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min.....	18.00	17.00	15.00	14.00	12.00	10.00	9.00
30 sec.....	12.50	12.00	10.50	10.00	8.50	7.00	6.50
15 sec.....	9.00	8.50	7.50	7.00	6.00	5.00	4.50

- 10. SPECIAL FEATURES**
5-MINUTE NEWCASTS
PER WK, EA: 6-5 5-11 4-11 3-11 2-11 1-11
AA: 25 27 29 31 33 35
A: 19 20 21 23 25 27
BAGELS AND LOX & FRIDAY WITH FRANK
ix 13 wk 28 wk 52 wk
1 min..... 25 24 23 22
1/4 hr..... 57 55 53 50
Talent charges included.

STATIONS AND GROUPS IN PHILADELPHIA URBAN AREA

The Philadelphia Suburban Group
Mort Bassett & Co., Inc.

Comprised of:
WEEZ—Chester, Pa. WTMR—Camden, N. J.
WNAR—Norristown, Pa. WAAT—Trenton, N. J.
WMD—Atlantic City, WBUX—Doylestown, Pa.
N. J.

Media Code 4 239 5870 1.00
Business Office—Mort Bassett & Co., Inc., 551 Fifth Ave., New York, N. Y. 10017. Phone 212-682-6980.

- 1. PERSONNEL**
General Manager—Paul S. O'Brien.
- 2. REPRESENTATIVES**
Mort Bassett & Co., Inc.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL RATE POLICY**
- TIME RATES**
Eff 8/4/68—Rec'd 8/4/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
- 7. PACKAGE PLANS**
- | PER WK: | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|------------|-------|-------|-------|-------|-------|-------|
| 1 min..... | 64.00 | 58.00 | 52.00 | 46.50 | 41.50 | 32.00 |
| AA..... | 55.00 | 49.00 | 43.00 | 38.00 | 32.00 | 20.00 |
- 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
May be bought as a single station buy in conjunction with The New York City Suburban Group.

WBC B

LEVITOWN

See listing under Levittown, Pa.

WBUX

1948

DOYLESTOWN

Media Code 4 239 5875 0.00
Eastern Broadcasting Co., Box 512, 30 E. Oakland Ave., Doylestown, Pa. 18901. Phone 215-348-3583.

- 1. PERSONNEL**
Mgr. & Farm Dir.—Roger H. Condit.
News & Sports—George Malfair.
Woman's Editor—Nonnie Crawford.
- 2. REPRESENTATIVES**
Mort Bassett & Co., Inc.
- 3. FACILITIES**
5,000 w. days; 1570 kc. Directional.
Operating schedule: Sunrise to local sunset. EST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a, 15c, 16.
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 60i, 61a, 61b, 62a, 62b, 62c.
Cancellation: 70b, 71a.
Prod. Services: 80, 82.
Member: Philadelphia Suburban Group.

TIME RATES

Eff 1/1/69—Rec'd 2/5/69.

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min.....	1x	52x	104x	156x	208x
30 sec.....	20.00	19.00	18.00	17.00	16.00
10 sec.....	16.00	15.00	14.00	13.00	12.00
	10.00	9.50	9.00	8.50	8.00

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
|-------------|-------|--------|--------|--------|-------|
| 1 min..... | 10.11 | 15.11 | 20.11 | 25.11 | 30.11 |
| 30 sec..... | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 |
| 10 sec..... | 12.00 | 11.00 | 10.00 | 9.50 | 9.00 |
| | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |

- 8. PROGRAM TIME RATES**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
|------------|------|--------|--------|--------|-------|
| 1 min..... | 85 | 85 | 45 | 35 | 25 |

WCAM

CAMDEN, N. J.

See listing under Camden, N. J.

WEEZ

1947

CHESTER

Media Code 4 239 5900 6.00
Radio Del-Val, Inc., 3500 Edgmont Ave., Chester, Pa. 19015. Phone 215-874-4321.

- STATION'S PROGRAMMING DESCRIPTION**
WEEZ: Programmed for general adult audience.
7 air personalities handle operation. MUSIC: country and western, 24 hours daily. All regular program features 2 min or less. Features include news headlines twice each hour, statement from area industry executive describing his company every hour, interview with business or civic leader on current topic or event every hour, bulletin board every hour. Other regular features include announcements of birthdays, area overseas servicemen. Programming includes community and public service involvement, local, regional, national news, industry news and on air promotions. Contact Representative for further details. Rec'd 8/14/67.

- 1. PERSONNEL**
President—Ray Tannen.
Exec. Vice-Pres. & Gen'l Mgr.—Dick Reynolds.
Vice-Pres., Sales—Doug Hibbs.
- 2. REPRESENTATIVES**
Mort Bassett & Co., Inc.
- 3. FACILITIES**
1,000 w.; 1590 kc.
Operating schedule: 24 hrs. daily. EST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 23a, 24a, 25a.
Contracts: 40a, 46, 50.
Comb.; Cont. Discounts: 60a, 601, 61a.
Cancellation: 70d, 71a, 73a.
Member: Philadelphia Suburban Group.

TIME RATES

No. A Eff 6/1/67—Rec'd 5/3/67.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min.....	10	15	20	25	30
30 sec.....	10	8	7	6	5

B/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- CONSECUTIVE WEEK DISCOUNTS**
52 wk—10%.

- 7. PACKAGE PLANS**
- | PER WK: | 12 ti | 18 ti | 24 ti | 36 ti | 48 ti | 60 ti |
|------------|-------|-------|-------|-------|-------|-------|
| 1 min..... | 138 | 189 | 228 | 324 | 384 | 450 |
- Impact Plan spots scheduled 50% in AA and 50% in A time.
All spots and program features may combine to earn frequency discounts.

WIBF (FM)

1960

JENKINTOWN

Subscriber to the NAB Radio Code
Media Code 4 239 5950 1.00
WIBF Broadcasting Co., Benson-East, Jenkintown, Pa. 19046. Phone 886-2929.

- STATION'S PROGRAMMING DESCRIPTION**
WIBF (FM): Programmed for general interest. Entertainment 6-6:55 am. 7:15-10 am employing air personalities (travel tips, household hints and comments, middle-of-the-road music. RELIGIOUS: 6:55-7 am sermons. Music 10 am-6 pm featuring general popular music, standards, showtunes, middle-of-the-road, 6-7 pm original Broadway cast albums, 7-11 pm country and western music. TALK: 11:30 pm-12M featuring discussion and interviews. NEWS: hourly. Contact Representative for further details. Rec'd 0/12/68.

- 1. PERSONNEL**
Pres. Gen'l Mgr. & Prog. Dir.—William L. Fox.
Commercial Manager—Bill Hamersley.
Operations Manager—Douglas Henson.
- 2. REPRESENTATIVES**
Paul H. Raymer Company, Inc.
- 3. FACILITIES**
ERP 300 w.; 103.9 mc.
Operating schedule: Mon thru Sat 6:00-12:15 am; Sun 8 am-midnight.
Antenna height—1,225 ft. above mean sea level.
- 4. AGENCY COMMISSION**
15% on net time charges; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 61b, 62a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective May 1, 1964.
Card received May 1, 1964.

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min.....	10.00	150 ti	250 ti	7.00	6.00
25 ti.....	9.00	250 ti	250 ti	6.00	5.50
75 ti.....	8.00	500 ti	500 ti	5.50	5.00

30 seconds or less—75% of 1-minute rate.

6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min.....	100.00	55.00	29.00	20.00	11.00
12 ti.....	90.00	50.00	26.00	18.00	10.00
25 ti.....	80.00	44.00	23.00	16.00	9.00
75 ti.....	70.00	39.00	20.00	14.00	8.00
150 ti.....	60.00	35.00	17.00	12.00	7.00
250 ti.....	50.00	28.00	14.00	10.00	6.00

- 8. PROGRAM TIME RATES**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
|------------|--------|--------|--------|--------|-------|
| 1 min..... | 100.00 | 55.00 | 29.00 | 20.00 | 11. |

WTMR

CAMDEN, N. J.

See listing under Camden, N. J.

WVCH

1947
CHESTER



Media Code 4 239 6000 4.00

James M. Tisdale, Wolf Bldg., Market Square, Chester, Pa. 19013. Phone 215-872-8861.

1. PERSONNEL
General Manager—James M. Tisdale.
Station Manager—Robert A. Hibbert, Jr.

3. FACILITIES
1,000 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1961. (Card No. 7.)
Card received October 6, 1961.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	(*)
1 time	10.00	6.00	4.80
26 times	9.50	5.80	4.60
52 times	9.00	5.60	4.40
104 times	8.50	5.40	4.20
156 times	8.00	5.20	4.00
260 times	7.50	5.00	3.80
312 times	7.00	4.80	3.60
520 times	6.50	4.60	3.40
1,040 times	5.50	4.20	3.00

(*) 20 seconds or less.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	100.00	60.00	40.00	30.00	20.00
13 times	95.00	57.00	38.00	28.50	19.00
26 times	90.00	54.00	36.00	27.00	18.00
52 times	85.00	51.00	34.00	25.50	17.00
104 times	80.00	48.00	32.00	24.00	16.00
260 times	75.00	45.00	30.00	22.50	15.00
312 times	70.00	42.00	28.00	21.00	14.00

WXUR

1962
MEDIA



Media Code 4 239 6050 9.00

Brandywine-Main Line Radio, Inc., Box 567, Media, Pa. 19063. Phones 215-666-9050, 9051.

1. PERSONNEL
Managing Director—John H. Norris.
Pub. Rel. Dir. & Acct. Exec.—John W. Stewart.

3. FACILITIES
500 w. days; 690 kc. Directional.
Operating schedule: Sunrise to local sunset. EST.
Simultaneous during AM operational hours. For non-simultaneous facilities see WXUR-FM.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

No. 6 ET 11/1/65—Rec'd 8/7/69.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	4.00	4.50	3.75
2-13 ti	5.25	4.00	3.50
14-26 ti	4.50	3.75	3.00

AM & FM RATES

	1 ti	1 ti	1 ti
1 ti	8.00	6.00	5.00
2-13 ti	7.00	5.25	4.50
14-26 ti	6.00	4.50	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	60.00	37.50	22.50	7.50
2-13 ti	52.50	31.50	21.00	6.75
14-26 ti	51.00	30.00	20.50	6.50
27-52 ti	48.75	29.00	19.50	6.00
53-156 ti	47.00	28.50	18.75	5.75
157-260 ti	45.00	28.00	18.25	5.25

AM & FM RATES

	1 ti	1 ti	1 ti
1 ti	80.00	50.00	30.00
2-13 ti	70.00	42.00	26.00
14-26 ti	67.50	40.00	25.00
27-52 ti	65.00	39.00	24.00
53-156 ti	62.50	38.00	23.00
157-260 ti	60.00	37.50	22.50

WXUR-FM

1962
MEDIA



Media Code 4 239 6100 2.00

Brandywine-Main Line Radio, Inc., Box 567, Media, Pa. 19063. Phones 215-666-9050, 9051.

1. PERSONNEL
Managing Director—John H. Norris.
Pub. Rel. Dir. & Acct. Exec.—John W. Stewart.

3. FACILITIES
ERP 4,200 w.; 100.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation with WXUR-AM. For simulcast rates, see WXUR-AM, WXUR-FM listings.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WXUR listing for coded regulations.

TIME RATES
No. 6 ET 11/1/65—Rec'd 8/7/69.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	4.00	3.00	2.50
2-13 ti	5.25	4.00	3.50
14-26 ti	4.50	3.75	3.00

PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	40.00	25.00	15.00	5.00
2-13 ti	35.00	21.00	14.00	4.50
14-26 ti	33.75	20.00	13.50	4.25
27-52 ti	32.50	19.50	13.00	4.00
53-156 ti	31.25	19.00	12.50	3.75
157-260 ti	30.00	18.75	12.25	3.50

PHILIPSBURG

Centre County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPHB

1956

Subscriber to the NAB Radio Code
Media Code 4 239 6150 7.00
Moshannon Valley Broadcasting Co., Radio Park, Philipsburg, Pa. 16866. Phone 814-342-2300.

1. PERSONNEL
Pres. & Gen'l Mgr.—William Emert.
Sta. & Comm'l Mgr.—Dorothy Emert.

2. REPRESENTATIVES
Broadcast Associates.

3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 5, 6a.
Basic Rates: 23a, 24a.
Contracts: 40a, 44a.
Affiliated with NAS Radio Network.

TIME RATES

Rates effective January 1, 1960.
Rates received June 2, 1960.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time	5.00	3.50	12 times	38.00
3 times	14.00	9.50	18 times	54.00
5 times	20.00	13.50	24 times	70.00
6 times	24.00	15.00		

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	56.00	34.00	28.00	14.00	9.00
13 times	52.00	32.00	27.50	13.00	8.50
26 times	48.00	30.00	27.00	12.50	8.00
52 times	46.00	28.00	25.00	12.00	7.50
104 times	44.00	26.00	24.00	11.00	7.00
312 times	43.00	25.00	23.00	10.00	6.00

PITTSBURGH (13 AM; 12 FM)

(including McKeesport, New Kensington, Braddock, Carnegie)

Allegheny County—Map Location B-5
Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KDKA KDKA-FM

1920 1941

PITTSBURGH

A Group W Station

RADIO ADVERTISING REPRESENTATIVES, INC.



Subscriber to the NAB Radio Code
Media Code 4 239 6200 0.00
Westinghouse Broadcasting Company, Inc., KDKA Radio, 1 Gateway Center, Pittsburgh, Pa. 15222.
Phone 412-391-3000, TWX 412-642-3036.

STATION'S PROGRAMMING DESCRIPTION
KDKA: Varied programming for general audience. Popular music, personalities. NEWS: 5 min each hour on hour except 10 min at 7 am, 8 am, 10 pm, 15 min at noon, additional 10 min at 6:30 am, 5 min at 7:30 am & 8:30 am half hour wrap up at 5:30 pm. Frequent specials and documentaries. Drive time programming includes direct weather, sports and traffic reports. TALK: 2 way telephone show 9:05-10 pm and telephone show 10:05 pm-12M. Sun 5-8 pm review of week's news. SPORTS: professional baseball and football, college football. Contact Representative for further details. Rec'd 4/29/68.

1. PERSONNEL
General Manager—A. B. (Bill) Hartman.
General Sales Manager—John Lego.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.

PENNSYLVANIA

3. FACILITIES
50,000 w.; 1020 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

FM FACILITIES
ERP 47,000 w.; 92.9 mc.
Operating schedule: 6 am-midnight Mon thru Sun.
Duplicates AM 6 am-noon Mon thru Sun. EST.
Antenna ht.: 889 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 71a, 2a, 3a, 3b, 4a, 4b, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40b, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60c, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
(*) 5 minute program—1:15 min. commercial limitation.

Continuing Discounts: After the first contractual year, an advertiser may continue his schedule into the next year at the incentive discount applicable provided he purchase 1 spot each week in a time period desirable to the advertiser.
In the event an advertiser interrupts his schedule during a second or succeeding year, any subsequent schedules within that year would receive the discount applicable to the actual number of weeks scheduled.

TIME RATES

No. 18 ET 4/7/69—Rec'd 3/28/69.

AAA—6-10 am; Mon thru Sat 6-9:30 am or 6:30-10 am, rotating.
AA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	CLASS AA	CLASS A	CLASS B
PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	150	138	128	120
30 sec	127	115	109	102
10 sec	90	81	77	72

CLASS AA

	1 min	30 sec	10 sec
1 min	75	68	64
30 sec	64	58	54
10 sec	45	41	38

CLASS A

	1 min	30 sec	10 sec
1 min	70	63	60
30 sec	60	54	51
10 sec	42	38	34

CLASS B

	1 min	30 sec	10 sec
1 min	50	45	43
30 sec	43	38	37
10 sec	30	27	26

25% AAA, 25% AA, 25% A, 25% B and/or Sunday subject to availabilities 6 am-7 pm.

7. PACKAGE PLANS

M.A.N. PLANS

	8 ti	12 ti	20 ti	28 ti	36 ti
PER WK, EA:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	49	68	93	118	143
30 sec	55	74	99	124	149
10 sec	44	61	81	101	121

M.A.N. Plan spots may contribute toward weekly frequency discount. Additions may be made in increments of 4, 25% in each class.
When combination of 1-minute, 30-second and 10-second are purchased under M.A.N. Plans combinations must be in units of 4, percentage distribution as shown.

ROS PLAN

	1 min	30 sec	10 sec
PER WK:	AA	A	B
5 ti	49	34	29
10 ti	53	48	41
15 ti	51	46	43
20 ti	47	42	40
30 ti	41	36	35

ROS Plan Minimum purchase is 5 spots per week Class A & B and 10 spots per week Class AA. Times and days are non-selective within time classes ordered. Preemptible without notice. Spots do not combine and do not earn incentive discounts.

NITE-WATCH
(Tues thru Sun midnight-5 am)

	1 ti	10 ti	20 ti	40 ti	80 ti
PER WK:	10	8	8	4	4
1 min	9	7	5	4	3
30 sec	9	7	5	4	3

Class AAA, AA, A & B spots and M.A.N. Plan spots contribute toward further discounts in nite-watch but not vice versa.

SPECIAL FEATURES

5-MINUTE NEWS

I—Mon thru Sat 7:30, 8 & 8:30 am.
II—Mon thru Sat 6:30 am, 5 pm, 5:30-6 pm.
III—Mon thru Sat 6, 9, 10 & 11 am, noon, 1, 2, 3, 4, 7 & 8 pm. Sun 10, 11 am, noon, 1, 2, 3, 4, 5 & 6 pm.
IV—Mon thru Sat 9, 10 & 11 pm, midnight. Sun 6, 7, 8, 9 am & 7 & 8 pm.
V—Tues thru Sun 1, 2, 3, 4 & 5 am.

PER WK:

	I	II	III	IV	V
3 ti	182	113	94	61	61
6 ti	174	108	90	58	58
12 ti	166	104	85	56	56
18 ti	158	99	82	53	53

Must be purchased in increments of 3 Monday thru Saturday alternating.
May be combined for frequency purposes toward spot discounts but not vice versa.
Fully commissionable and includes scheduled talent, news service charge and production.

SPORTS

I—Mon thru Sat 6:20, 7:20 & 8:20 am.
II—Mon thru Sat 5:55 pm.
III—Mon thru Sat 4:30 pm.
IV—Mon thru Sat 10:10 pm.

PER WK:

	I	II	III	IV
3 ti	182	113	94	61
6 ti	174	108	90	58
12 ti	166	104	85	56

WEATHER

I—Mon thru Sat 6:50, 7:45 & 8:45 am, rotating.

PER WK:

	3 ti	6 ti	12 ti
I	182	174	166

Party Line with Ed and/or Wendy King—Mon thru Sat 10:15 pm-midnight; April thru September 10:15 pm-12:30 am. Talent per spot 4.00.

INCENTIVE DISCOUNTS
Minimum weekly expenditure before discount 70.00 news or spots. Applies to consecutive weeks of broadcast.

CONSECUTIVE WEEK DISCOUNT
52 wk—10% 26 wk—5%
Not available to ROS Plan or Nite-Watch advertisers (Pittsburgh continued on next page)

Media Director

PENNSYLVANIA

Pittsburgh—Continued

KQV

1919

PITTSBURGH

An ABC Owned Station
The Eastman Station

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 239 6250 5.00

KQV Inc., a subsidiary of American Broadcasting Companies, Inc., Chamber of Commerce Bldg., 411 7th Ave., Pittsburgh, Pa. 15219. Phone 412-281-9100.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John D. Gibbs.
General Sales Manager—Larry O. Garrett.
Program Director—Michael McCormick.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w.; 1410 kc.
Operating schedule: 24 hours daily, EST.
Partial simulcast operation. Simulcast 3-9 am. For non-simulcast facilities see KQV-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 29a, 30, 32b, 33d.
Contracts: 40b, 41, 42a, 43, 45, 46, 48, 49, 50.
Comb.; Cont. Discounts: 60b, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with the Eastman Network.
Affiliated with American Contemporary Network.
Sold in combination with KQV-FM. See that listing for rates.

TIME RATES

No. 19 ET 2/15/69—Rec'd 1/7/69.

AAA (Exclusive)—Mon thru Sat 6-10 am only or 3-7 pm only.
AAA (Combination)—Mon thru Sat 6-10 am & 3-7 pm. 50% each time period.
AA (Exclusive)—Mon thru Sat 10 am-3 pm only or 7 pm-midnight only.
AA (Combination)—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight. 50% each time period.

7. PACKAGE PLANS

PER WK:	CLASS AAA (Exclusive)	CLASS AAA (Combination)	CLASS AA (Exclusive)	CLASS AA (Combination)
1 min.	70 65 60 55 50 45	58 52 48 44 40 36	80 60 47 45 43 40	44 40 38 36 34 32
20/30 sec.	58 52 48 44 40 36	44 40 36 33	48 40 38 36 34 32	44 41 39 37
1 min.	55 50 45 42	44 40 36 33	48 40 38 36 34 32	44 41 39 37
20/30 sec.	44 40 36 33	35 33 31 29	48 40 38 36 34 32	44 41 39 37

(*) Fixed position.
(†) Less than 6 ti.
10-sec ID's: 50% of 1-min. May combine with other spot units for frequency discount.

COMBINATION PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	43	41	39	37	35
20/30 sec.	35	33	32	30	28

Scheduled: AAA 1/4 6-10 am, 1/4 3-7 pm; AA 1/4 10 am-3 pm, 1/4 7 pm-midnight, when available.

ANNUAL BULK RATES

MINUTES:	Exec Comb	Exec Comb	AA
500 spots	45	40	39 36
750 spots	42	38	37 34
1000 spots	40	36	35 32
1500 spots	38	34	32 30
2000 spots	35	32	30 28

30 sec: 80% of 1-min.
Rates earned within 52-week period from date of contract. Advertisers may continue at earned Annual Bulk rate as long as consecutive week advertising is maintained. Do not combine with any other plans for further discounts.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
PER WK EA, ROTATING AAA AA
Fixed strip 90 75
1-5 ti 75 63
6-10 ti 68 57
11-15 ti 63 54
16-20 ti 60 52
Contains 1 full minute spot plus open and close commercial billboard.

KQV-FM

1948

PITTSBURGH

Media Code 4 239 6251 3.00

American Broadcasting Co., Inc., Chamber of Commerce Bldg., 411 7th Ave., Pittsburgh, Pa. 15219. Phone 412-281-9100. TELEEX 771-9237.

STATION'S PROGRAMMING DESCRIPTION

KQV-FM: MUSIC: progressive rock. PROGRAMMING: one continuous program, 24 hours per day employing progressive rock music, interspersed with topical comments and thought. Contact Representative for further details. Rec'd 5/1/69.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John D. Gibbs.
General Sales Manager—Larry O. Garrett.
Operations Manager—Bob Wilson.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

ERP 55,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hours, EST.
Antenna ht.: 520 ft. above average terrain.
Partial simulcast operation. Operated separately 9-3 am. For simulcast facilities see KQV.

4. AGENCY COMMISSION

15/0 time & talent; when rendered.

5. GENERAL ADVERTISING See coded regulations

See KQV listing for coded regulations.
Affiliated with American FM Network.

TIME RATES

No. 1 ET 2/1/69—Rec'd 5/29/69.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min or less	12	10	8	7

Bulk plan advertisers must contract in advance for a firm 52-week period subject to short rate if cancelled.

AM/FM COMBINATION

PER WK:	6 ti	12 ti	18 ti	24 ti
Ea	10	8	7	6

FM frequency does not combine for AM discounts.

WAMO

1948

PITTSBURGH

Independent Negro

NAB

Media Code 4 239 6300 8.00

Dynamic Broadcasting Inc., 1811 Blvd. of Allies, Pittsburgh, Pa. 15219. Phone 412-471-2181.

STATION'S PROGRAMMING DESCRIPTION

WAMO: Programmed for Negro listener.
AIR PERSONALITIES handle all segments. Rhythm and blues music format. NEWS: 5 min. at :55 headlines at :25. Negro community news 75%, national and other local news 25%. 3 man news department, 1 mobile unit. SPORTS: at 7:30 am & 5:30 pm. Station participates in fund drives for community activities. Personalities available for remote broadcasts and endorsements. Contact Representative for further details. Rec'd 7/21/67.

1. PERSONNEL

President—Leonard E. Walk.
Exec. Vice-Pres. & Nat'l Sales Mgr.—Joe Bassett.
Vice-Pres. & Gen'l Mgr.—Walter L. Jones.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

1,000 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset, EST.

4. AGENCY COMMISSION

15%: net time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b.
Cancellation: 71a.

5% discount when comparable schedule is purchased in combination with either WUFO Buffalo, N. Y., WITO Miami or WILD Boston. 7-1/2% discount when purchased in combination with any 3 stations and 10% discount when purchased in combination with any 4 or more stations.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10 ET 4/1/69—Rec'd 2/28/69.

6. SPOT ANNOUNCEMENTS

1 min.	1x	15x	26x	52x	104x	156x	260x	312x
18.00	17.10	16.20	15.30	14.40	13.50	12.60	11.70	10.80

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	504	30 ti	324.00
60 ti	486.00	24 ti	288.40
54 ti	460.80	18 ti	205.20
42 ti	422.40	12 ti	144.00
36 ti	375.60		

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
150.00	90.00	60.00	45.00	30.00
135.00	81.00	54.00	40.50	27.00
120.00	72.00	48.00	36.00	24.00
105.00	63.00	42.00	31.50	21.00
90.00	54.00	36.00	27.00	18.00
75.00	45.00	30.00	22.50	15.00
60.00	36.00	24.00	18.00	12.00
45.00	27.00	18.00	13.50	9.00

10. SPECIAL FEATURES

PER WK:	NEWSCASTS	12 ti	6 ti
5 min.		216	120

WAMO-FM

1960

PITTSBURGH

NAB

RAB

NAB FMB

Media Code 4 239 6301 6.00

Dynamic Broadcasting Inc., 1811 Blvd. of Allies, Pittsburgh, Pa. 15219. Phone 412-471-2181.

STATION'S PROGRAMMING DESCRIPTION

WAMO-FM: Programmed for Negro listener.
Simulcast except 9-11 am gospel, 11 am-noon telephone conversation show with air personality using open telephone lines, noon-1 pm and Sun 6 am-1 pm gospel, weekdays 9:30 pm jazz. Contact Representative for further details. Rec'd 7/21/67.

1. PERSONNEL

President—Leonard E. Walk.
Exec. Vice-Pres. & Nat'l Sales Mgr.—Joe Bassett.
Vice-Pres. & Gen'l Mgr.—Walter L. Jones.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

ERP 72,000 w. (horiz.), 68,000 (vert.), 105.9 mc.
Antenna ht.: 440 ft. above average terrain.
Operating schedule: 24 hrs. daily, EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

See WAMO listing for coded regulations.
Sold in combination with WUFO, Buffalo, WLTO, Miami and WILD, Boston.
See WAMO listing for discounts.

TIME RATES

No. 10 ET 4/1/69—Rec'd 2/28/69.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	312x
9.00	8.40	7.80	7.20	6.60	6.00	5.40

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	5.40	5.10	4.80	4.50	4.20

30 sec: 25% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr	1x	13x	26x	52x	104x	156x	312x
90.00	84.00	78.00	72.00	66.00	60.00	54.00	48.00
84.00	78.00	72.00	66.00	60.00	54.00	48.00	42.00
78.00	72.00	66.00	60.00	54.00	48.00	42.00	36.00
72.00	66.00	60.00	54.00	48.00	42.00	36.00	30.00
66.00	60.00	54.00	48.00	42.00	36.00	30.00	24.00
60.00	54.00	48.00	42.00	36.00	30.00	24.00	18.00

WEEKLY PACKAGES: 1/4 hr 1/2 hr 1 hr
6 ti 120 156 240

WARO

1957

CITY OF LICENSE
CANONSBURG

Country & Western

A Universal Owned Station
(This is a paid duplicate of the listing appearing under Cannonsburg, Pa.)
Media Code 4 239 1300 3.00

Universal Communications of Pittsburgh, Inc., Box 13131, Pittsburgh, Pa. 15243. Phones 412-531-8800, 412-745-5400.

1. PERSONNEL

President—Marvin B. Kosofsky.
Vice-President—Lawrence Brandon.
General Manager—Jim Thompson.

2. REPRESENTATIVES

Universal Broadcasting Corporation.
Dora-Clayton Agency, Inc.

3. FACILITIES

250 w. days; 540 kc. Directional.
Operating schedule: 5:45 am-8:45 pm, EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 35a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Member: The Groskin Group.

TIME RATES

ET 5/15/67—Rec'd 5/19/67.

6. SPOT ANNOUNCEMENTS

1x	11.50	260 x	9.00
28 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	824 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.	95	135	170	200

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	156x	260x	312x
80.00	76.50	73.00	69.50	66.00	62.50	59.00	55.50
76.50	73.00	69.50	66.00	62.50	59.00	55.50	52.00
73.00	69.50	66.00	62.50	59.00	55.50	52.00	48.50
69.50	66.00	62.50	59.00				

WEDO
1946
McKEESPORT

CBS Radio Network

GERT BUNCHEZ & ASSOCIATES

Media Code 4 239 6350 3.00
Tri-City Broadcasting Co., Box 810, 547 Fifth Ave.,
McKeesport, Pa. 15135. Phone 412-461-3113, 412-
864-7167.

STATION'S PROGRAMMING DESCRIPTION
WEDO: Programmed for adult and young adult
audiences.

NEWS: Talk on hour followed by local coverage,
15 min. TALK: programming includes live trading
post telephone show 12:35-1 pm weekdays. 5 min
features on half hour. 4-5 PM traffic reports. 4:35
sports break. MUSIC: general popular music. Contact
Representative for further details. Rec'd 4/4/69.

1. PERSONNEL
President—Edward J. Hirschberg.
Sales Manager—Spencer Hirschberg.

2. REPRESENTATIVES
Gert Bunchez and Associates.

3. FACILITIES
1,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 23a, 24b, 25c, 28a, 29a, 33b.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

Member: Gert Bunchez & Associates Group.

TIME RATES
Rec'd 12/5/68.

8. SPOT ANNOUNCEMENTS

1 min 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20
30 sec 6.40 6.10 5.75 5.45 5.10 4.80 4.50 4.15
20 sec 5.80 5.30 5.00 4.75 4.50 4.20 3.90 3.65
10 sec 4.00 3.80 3.60 3.40 3.20 3.00 2.80 2.60

Fixed position, 1-min rate plus 2.00.

7. PACKAGE PLANS

1 min. EA, ROS: 5 ti 10 ti 20 ti 40 ti
1 min. 7.20 6.40 5.80 4.80
30 sec 5.75 5.10 4.50 3.80
10 sec 3.60 3.20 2.80 2.40

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 100 60 32 24 16

WEEP WEEP-FM
1947 1961

PITTSBURGH
Country Music

Media Code 4 239 6400 6.00
Golden Triangle Broadcasting Corp., 107 6th St.,
Pittsburgh, Pa. 15222. Phone 412-471-9950.

1. PERSONNEL
President—Myron Jones.
General Manager—Roger Willoughby-Ray.
National/Regional Sales Manager—Al Miller.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Regional Rep Corp.

3. FACILITIES
1,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sign-on-local sunset. EST.
Simulcast during AM operational hours.
FM—ERP 38,000 w.; 107.9 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
No. 3 Eff 4/1/69—Rec'd 3/31/69.

AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A (FM) Sat & Sun 7 pm-midnight.

7. PACKAGE PLANS

WEEKLY PACKAGE

PER WK: AAA AA A* AAA AA A*
1 ti 20.00 17.50 12.50 16.25 11.75 8.75
15 ti 17.50 15.00 10.00 13.75 11.25 8.25
25-36 ti 15.00 12.50 7.50 11.25 8.75 5.00

ANNUAL PACKAGE

280 x 18.75 16.25 11.25 15.00 12.50 8.75
520 x 17.50 15.00 10.00 13.75 11.25 7.50
780 x 16.25 13.75 8.75 12.50 10.00 6.25
1040 x 15.00 12.50 7.50 11.25 8.75 5.00

(*) FM.

TOTAL AUDIENCE PARTICIPATION
(1/3AAA, 1/3AA, 1/3A(FM))

PER WK: 12 ti 24 ti 36 ti 48 ti
Ea 13.75 12.50 10.00 8.75

SINGLE WEEKEND PLAN

1 MIN: 15 ti 20 ti
Total 150.00 175.00

8. PROGRAM TIME RATES

5 min 10 min 1/4 hr 1/2 hr 1 hr
Open 25 45 75 125 200

10. SPECIAL FEATURES

NEWS

WKLY: 5 ti 10 ti 15 ti 20 ti 25 ti
Ea 25.00 22.50 20.00 17.50 15.00

ANNUAL CONTRACT: Wkly
5 min AAA, AA News (5x strip) 125.00
5 min Jim O'Brien Sports Show 160.00
15 min Trading Post 280.00

WEEKEND NEWS PLAN

Per broadcast 17.50
NEWS HEADLINES & WEATHER SUMMARIES

Mon thru Fri, per broadcast 15.00
Sat & Sun, per broadcast 10.00
Includes 1-minute spot at open & close.

WIXZ

1946
McKEESPORT

RRR

RKO RADIO REPRESENTATIVES, INC

NAB

Media Code 4 239 6425 3.00
Westchester Corp., Four Gateway Center, Pittsburgh,
Pa. 15222. Phone 412-391-9700.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John F. Tenaglia.
Program Manager—George Brewer.
Sales Manager—Robert J. Link.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc.
Directional nights.
Operating schedule: 24 hours daily EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 23a, 24b, 25c, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42c, 45, 44b, 47e, 48.
Comb.: Cont. Discounts: 60d, 60e.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 2 Eff 8/1/69—Rec'd 7/7/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 7 pm-midnight; Sat 10 am-3 pm;
Sun 11 am-7 pm.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min. 35.00 32.00 30.00 28.00 27.00 26.00
30 sec 28.00 25.80 24.00 22.40 21.00 20.80
10 sec 21.00 19.20 18.00 16.80 16.20 15.60

CLASS AA

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min. 30.00 28.00 26.00 24.00 23.00 21.00
30 sec 24.00 22.40 20.80 19.20 18.40 16.80
10 sec 18.00 16.80 15.60 14.40 13.80 12.60

CLASS A

1 min. 26.00 24.00 22.00 21.00 20.00 18.00
30 sec 20.80 19.20 17.50 16.80 16.00 14.40
10 sec 15.80 14.40 13.20 12.60 12.00 10.80

7. PACKAGE PLANS

COMBINATION PACKAGES

WEEKLY SATURATION PLANS
(25% AAA, 25% AA, 50% A)

PLAN: 12 18 24 30 36 50
Ea 20 18 17 16 15

COMMUTER SPECIAL

6-10 am Mon thru Sat, ROS:
18 ti 450 24 ti 550
No further discounts, non-combinable.

HOUSEWIFE IMPACT

10 am-3 pm Mon thru Fri, ROS:
18 ti 300 24 ti 400
No further discounts, non-combinable.

YEARLY CONTRACTS

EA: 1000x 500x 250x
1/3AAA, 1/3AA, 1/3A 16 18 21

10. SPECIAL FEATURES

NEWSCASTS

5 min at :45—applicable 1-min rate plus 5.00.
3 min at :15—applicable 1-min rate plus 3.00.

WJAS WJAS-FM

1921 PITTSBURGH 1948

An NBC Owned Station

NBC Radio Network

NAB RAB

An NBC Station

Subscriber to the NAB Radio Code

Media Code 4 239 6450 1.00

National Broadcasting Co., Inc., 100 Forbes Ave.,
Pittsburgh, Pa. 15222. Phone 412-391-9800, TWX
710-084-4319.

STATION'S PROGRAMMING DESCRIPTION
WJAS: Programmed for general interest in news and
conversation format.
6 am-9 am & 3 pm-6 pm station programs continuous
news. Remainder of station's 24 hour schedule devoted
to two-way telephone talk. 5 min network news on
hour (outside of continuous news). Conversation pro-
gramming is news oriented. 10 man news department,
4 mobile units, stringer system, AP, UPI, network.
In addition to above, network special programming
carried on weekends. Contact Representative for fur-
ther details. Rec'd 2/7/69.

PENNSYLVANIA

1. PERSONNEL
General Manager—Earl Berham.
Sales Manager—Jay Garber.
Program Manager—Mel Herman.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
5,000 w.; 1320 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
FM-ERP 24,000 w.; 99.7 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 470 ft. above average terrain.
Simulcast Mon thru Sun 4 pm-1 am.

4. AGENCY COMMISSION
15% on net time. Published rates apply only if
payments are made on or before due date specified
in contract. Otherwise, net amount due (before de-
duction of agency commission, if any) is increased by
2%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 26a,
28a.
Contracts: 42b, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.

TIME RATES
Eff 7/15/69—Rec'd 7/28/60.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-
7 pm.

A—Mon thru Sun 7 pm-2 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
AAA 32 24 22 20 18 16
AA 28 21 19 17 15 13
A 19 16 14 12 11 10

30 SECONDS

AAA 26 19 18 16 14 13
AA 22 17 15 14 12 10
A 15 13 11 10 9 8

10 sec: 50% of 1-min.
Limitation of times, extra per spot 2.00.
All time periods combinable for frequency.

7. PACKAGE PLANS

YEARLY BULK RATES

PER YR: AAA AA A AAA AA A
520 x 18 13 11 13 10 9
780 x 14 12 10 11 9 8
1040 x 12 10 9 10 8 7
1500 x 10 9 8 8 7 6

Maximum 52 weeks. No further discounts.

TOTAL AUDIENCE PARTICIPATION
(1/3 each AAA, AA, A)

PLAN: 12 24 36 12 24 36
Per wk, ea 17 13 11 14 10 9

CONSECUTIVE WEEK DISCOUNT
52 wk—10% Spots and TAP plans only.

SATURATION PACKAGES

WKLY, EA: 50 ti 75 ti 100 ti
1 min. 10 9 8
30 sec or less: 80% of 1-min.
Preemptible. Not combinable with other plans. No
further discounts.

W K J F (FM)
1948

PITTSBURGH

QMI QUALITY MEDIA INCORPORATED

RAB NAB

Media Code 4 239 6500 3.00

WKJF, Inc., Grandview, Pittsburgh, Pa. 15211.
Phone 412-381-8100. TWX NY 4850.

STATION'S PROGRAMMING DESCRIPTION
WKJF (FM): Programmed for adults.
MUSIC: general popular, mostly instrumental stand-
ards with about 15% vocal groups. Weekend pro-
grams: 3 hours dance bands, 1 hour organ. NEWS:
on hour, 5 min. 10 min at 8 am, noon & 6 pm.
Daily percentage: 85% music, 10% news, local,
national, and international. 5% miscellaneous features
such as book reviews and commentary. COMMERCIAL
POLICY 8 minutes maximum per hour. Contact Rep-
resentative for further details. Rec'd 1/30/69.

1. PERSONNEL
General Manager—Robert G. Clarke.
Program Manager—Jerome S. Roberts.
Commercial Manager—Arthur D. Stein.

2. REPRESENTATIVES
Quality Media Incorporated.

3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 93.7 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 530 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46.
Cancellation: 71a, 73a.

TIME RATES
Eff 8/1/66—Rec'd 8/1/66.

AA—9 am-7 pm.
A—6-9 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min. 21 18 17 15 14
52 x 20 17 16 14
156 x 18 15 14 12
260 x 15 13 12 10
500 x 14 12 11 9
1,000 12 10 9 7

10. SPECIAL FEATURES
5 min News—1-1/2x applicable 1 min rate.
(Pittsburgh continued on next page)

WIXZ QUICKIES

WHAT CONTEMPORARY MUSIC STATION IN THE GREATER PITTSBURGH AREA REACHES

- ... 68% of contemporary station "A"s weekend teen levels†
- ... 60% of its nighttime teens, (7:00 PM-Mid., M-F)
- ... is #2 with teens over-all
- ... is #2 with men and women 18-34 on Saturday (6:00 PM-Mid.)
- ... comes more men 18-34 than good music stations "A" and "B"
- COMBINED 6:00-10:00 AM, M-F
- ... is #2 with women 18-24 over-all in LESS THAN THREE MONTHS!*

WIXZ 1360

4 Gateway Center • (412) 391-9700

NOW, YOU'VE GOT A CHOICE! Call RKO RADIO REPS for details or call GM John Tenaglia collect for latest earth-shattering data!

*ARB Pittsburgh, Apr-May '69
Avg. 1/4-hour audiences,
Metro area.

†Noon-6 pm, Sat.

WKPA
1940

NEW KENSINGTON

Media Code 4 239 6525 0.00
Gateway Broadcasting Enterprises, Inc., 810 5th Ave., New Kensington, Pa. 15068, Phone 412-337-3588.

STATION'S PROGRAMMING DESCRIPTION
WKPA: PERSONALITIES handle all segments of music. MUSIC: middle-of-the-road, pop, Broadway showtunes, standards. NEWS: 5 min. every hour on hour, expanded to 10 min at 8 am, noon, & 4 pm news, market, and weather. SPORTS: major national auto racing events, university and pro football, local high school football, basketball, and baseball. Contact Representative for further details. Rec'd 8/30/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nelson L. Goldberg.
General Sales Manager—Peter N. Stanton.

2. REPRESENTATIVES
Gateway Reps, Inc.

3. FACILITIES
1,000 w. days; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0, 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Basic Rates: 20a, 21b, 23a, 28c.
Contracts: 40a, 46.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 82.

TIME RATES
ET Rec'd 6/30/69.

1 min	1x	39x	78x	156x	312x	624x
30 sec	8.00	7.50	7.00	6.50	6.00	5.50
	6.50	5.00	4.75	4.50	4.25	4.00

6. SPOT ANNOUNCEMENTS
PER WK, ROS: 1 min 30 sec 15 sec
15 ti 6.00 4.25 3.50
30 ti 5.00 3.75 3.25
60 ti 5.00 3.25 3.00
Must be used within 7 days.

7. PACKAGE PLANS
1 min 30 sec 15 sec
15 ti 6.00 4.25 3.50
30 ti 5.00 3.75 3.25
60 ti 5.00 3.25 3.00
Must be used within 7 days.

9. PARTICIPATING PROGRAMS
Radio Bingo—Mon thru Fri 9-9:15 am, minimum 25 wks, per wk
Farm Hour—Mon thru Fri 6-6:30 am, spot participation.
Mike Rice's Locker Room—Sat 9:45-10 am.
Polka Bandstand—Sun 9-11 am, participating.
Carosello Italiano—Sun 11 am-noon, participating.
Bob Liverio Show—Sat 10 am-1 pm participating.
Ea 10.00

WLOA WLOA-FM
1947 1959

BRADDOCK



HERBERT E. GROSKIN & COMPANY

Media Code 4 239 6550 8.00
Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. 15104. Phone 412-351-1100.

STATION'S PROGRAMMING DESCRIPTION
WLOA: Programmed for adults.
MUSIC: general standards, showtunes, light classics and classics, mostly instrumentals, Choral 5%. Classics programmed after 9 pm. NEWS: local, national and international. Mornings on hour and half hour 6-9 am. Remainder on hour. Business news and stock market report, 3 times daily. Women's show at 11:30 am M-W-F. COMMERCIAL POLICY: 5 minutes maximum per hour. No double spotting. 1 hour competitive protection. Contact Representative for further details. Rec'd 5/8/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—William G. Matta.
Program Director—E. R. Matta.
Commercial Manager—William J. Matta.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
1,000 w. days; 1550 kc.
Non-directional.
Operating schedule: Sign-on-local sunset. EST.
FM FACILITIES
ERP 68,000 w.; 96.9 mc. Stereo.
Licensed to operate unlimited hours.
Operating schedule: 6-1 am daily, EST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Groskin Group.

TIME RATES
ET 9/1/67—Rec'd 10/23/67.

1x	52x	104x	156x	312x	500x	1000x
1 min	20.00	19.00	18.00	17.00	15.00	13.00
30 sec	16.00	15.00	14.00	13.00	12.00	10.00
15 sec	10.00	9.50	9.00	8.50	7.50	6.50

8. SPOT ANNOUNCEMENTS
1x 52x 104x 156x 312x 500x 1000x
1 min 20.00 19.00 18.00 17.00 15.00 13.00 12.00
30 sec 16.00 15.00 14.00 13.00 12.00 10.00 9.00
15 sec 10.00 9.50 9.00 8.50 7.50 6.50 6.00

PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
100	60	40	33	25
52	33	21	16	12
104	66	44	33	25
156	99	66	50	37
312	198	132	100	75

10. SPECIAL FEATURES
5-min newscasts—6 wksly 125
Stock market report & business review—5 wksly 150
Time or weather reports—8 wksly 60
Blanch Anderson's Show—applicable rate, plus 5

WNUF (FM)
1967

NEW KENSINGTON

Media Code 4 239 6625 8.00
Milton James Hammond, 404 North Ave., Millvale, Pa. 15209. Phone 821-5430.

STATION'S PROGRAMMING DESCRIPTION
WNUF (FM): Programmed for adults.
MUSIC: big band, dance band, standards. NEWS: 5 min at 5:55, 10 min at 11:55 am & 5:55 pm.
Farm news daily 6:50 am, 1 pm & 7 pm. SPORTS: late results with news, complete report at 6:50 pm. Stocks with newscasts, complete market report at 6:05 pm. High school and professional football carried. Rec'd 8/5/68.

1. PERSONNEL
General Manager—Tal Welmer.
Owner—Milton James Hammond.
Program Manager—Mark Bursic.

3. FACILITIES
ERP 20,000 w. (horiz. & vert.), 100.7 mc. Stereo.
Operating schedule: 6:50-1 am, EST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0, 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11i, 12b, 13h, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 26, 28b, 28c, 29a, 30, 31, 33b.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 3/1/68—Rec'd 7/30/68.

1 min	13x	26x	52x	156x	312x	624x
30 sec	4.50	4.25	4.00	3.50	3.00	2.50
15 sec	2.25	2.15	2.00	1.75	1.50	1.25

6. SPOT ANNOUNCEMENTS
1 min 4.50 4.25 4.00 3.50 3.00 2.50
30 sec 4.50 4.25 4.00 3.50 3.00 2.50
15 sec 2.25 2.15 2.00 1.75 1.50 1.25
Fixed position, extra 1.00.

7. PACKAGE PLANS
1-WEEK SATURATION PLAN
PER WK: 15 ti 30 ti 60 ti 90 ti
30 sec 50 90 165 225

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x 50.00 30.00 18.35 8.00
6 x 45.00 27.50 16.54 7.20

WPIT WPIT-FM
1947 1948

PITTSBURGH



A Rust Craft Station
Media Code 4 239 6550 6.00
Rust Craft Broadcasting of Pa., Inc., Pick-Roosevelt Hotel, 6th St., and Penn Ave., Pittsburgh, Pa. 15222. Phone 412-281-1900.

1. PERSONNEL
General Manager—Andrew F. Hofmann.

3. FACILITIES
5,000 w. days; 730 kc. Non-directional.
Operating schedule: Sign-on-local sunset. EST.
FM-ERP 19,000 w.; 101.5 mc.
Antenna ht.: 510 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60l, 61a, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Country Music Network.

TIME RATES
Rates effective November 24, 1965.

1 wk	4 wk	52 wk
25.	24.	21.
24.	23.	20.
23.	22.	19.
22.	21.	18.

6. SPOT ANNOUNCEMENTS
FIXED POSITION
PER WK: 1 wk 4 wk 52 wk
1-5 ti 25. 24. 21.
6 ti 24. 23. 20.
12 ti 23. 22. 19.
18 ti 22. 21. 18.
30 seconds—75% of minute rates.
10 seconds—50% of minute rates.

8. PROGRAM TIME RATES
1 ti 13 ti 52 ti 260 ti
1 hr 200. 175. 150. 115.
1/2 hr 125. 100. 90. 65.
1/4 hr 100. 90. 80. 55.
10 min 65. 60. 55. 40.
5 min 50. 45. 40. 30.

WTAE WTAE-FM
1922 1960

PITTSBURGH

Mg mcgavren-guild
pgw radio, inc.



Subscriber to the NAB Radio Code
Media Code 4 239 6700 9.00
WTAE Broadcast Division—The Hearst Corp., 400 Ardmore Blvd., Pittsburgh, Pa. 15230. Phone 412-242-4300. TWX 412-642-4095.

STATION'S PROGRAMMING DESCRIPTION
WTAE: Programmed for adults and young adults.
7 personalities emcee operation. MUSIC: popular of adult appeal and standards, albums and singles.
NEWS: 5 min every hour on hour. Headlines at :30, except 10 min at 7 am, 8 am & 5 pm, and 5 min at 6:30 am, 7:30 am, 8:30 am, 4:30 pm, 5:30 pm, 16 min news stat., 4 mobile units & 8 wire services, plus UPI audio. Information programming includes private weather forecasting service, sports and market reports in drive time and helicopter traffic reports in drive time. TALK: 2 way telephone shows featuring guests at 7-11 pm, Sun 7 pm-12M. COMMERCIAL POLICY: 16 minutes or 30 units per hour. Contact Representative for further details. Rec'd 11/1/68.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—F. Geer Parkinson.
Sales Manager—Richard K. Ross.
Program Director—Donald L. Sbafer.

2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
5,000 w.; 1250 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
FM-ERP 80,000 w.; 96.1 mc.
Operating schedule: 6 am-midnight Mon thru Sun.
Duplicates AM 10 am-7 pm Mon thru Sat; 10 am-6 pm Sun.
Antenna ht.: 296 ft. above average terrain.
WTAE-FM not available on a commercial basis during non-simulcast hours.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Where a national spot advertiser for a period of at least two years has used a thousand or more spot announcements within each contract year, he will continue to be billed at the thousand-time rate for each subsequent year.
In the event such an advertiser discontinues without completing a contract year after two years, he will not be short-rated. However, when that advertiser

resumes a spot schedule he will be subject to the existing frequency discounts as earned until such time as he fulfills the provision of broadcasting a thousand or more announcements within the contract year for a period of two consecutive years.

TIME RATES
No. 5 ET 4/1/68—Rec'd 2/29/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	CLASS A	CLASS B
1 min	1x 52x 156x 260x 520x 1040x	1x 61x 121x 181x 241x 301x	1x 57x 67x 77x 87x 97x
30 sec	80 57 62 48 46 43	48 46 42 38 36 34	48 46 42 38 36 34

7. PACKAGE PLANS
1-MINUTE TOTAL AUDIENCE PLANS
PLAN: 12 18 24
AA—Mon thru Sat 6-10 am 3 4 6
A—Mon thru Sun 10 am-3 pm 3 4 6
A—Mon thru Sat 3-7 pm 3 4 6
B—Mon thru Sun 7 pm-midnight 3 4 6
Per wk, ea 40 35 31
Total Audience Plans may be combined with other spots or plans for frequency purposes but earned rates will not be retroactive on package plans.

CORDIC & CO. WEEKEND PACKAGE PLANS—BTA
Fri 7 pm—Mon noon includes Cordic & Co. Sun 9 am-1 pm 1 min 30 sec
Cordic & Co., flat ea. 60 48
PER WK:
10 ti (2 Cordic & Co.) 300 240
15 ti (3 Cordic & Co.) 420 350
20 ti (4 Cordic & Co.) 520 416
25 ti (5 Cordic & Co.) 580 464
1-minute and 30-seconds may be combined for frequency.
Cordic & Co. Weekend Package spots may be combined for annual and weekly package plan frequency but not vice-versa.
Do not combine with TAP plans.

10. SPECIAL FEATURES
All newscasts in Cordic & Co. show at :60 and :30, each 75.00 plus talent.
May be combined for annual and weekly frequency on news but not vice-versa.

WWSW WWSW-FM
1932 1940

PITTSBURGH

BLAIR RADIO



Subscriber to the NAB Radio Code
Media Code 4 239 6750 4.00
WWSW Radio, Inc., 1 Allegheny Square, Pittsburgh, Pa. 15212. Phone 412-822-5500.

1. PERSONNEL
President—Pete Schloss.
Vice-Pres. & Gen'l Mgr.—Ben W. Muros.
Nat'l Sales Co-ordinator—Robert Mortensen.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 970 kc. Directional.
Operating schedule: 24 hours daily. EST.
ERP 50,000 w.; 94.5 mc.
Antenna ht.: 810 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24c, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60l, 60j, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
ET 11/1/66—Rec'd 10/2/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 7 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	CLASS A	CLASS B
1 min	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti	47.50 45.00 42.50 40.00 37.50	45.00 42.50 40.00 37.50 35.00
20/30 sec	50.00 40.00 38.00 36.00 34.00 32.00	38.00 36.00 34.00 32.00 30.00	36.00 34.00 32.00 30.00 29.00

10 SECONDS
Mon thru Sat 6 am-7 pm; Sun noon-7 pm, flat 25.00.
All other times, flat 15.00.
DISCOUNTS
52 wk—10%

10. SPECIAL FEATURES
Fixed position and spots within news add 5.00 commissionable to applicable rate.
(Pittsburgh continued on next page)

PUT ZIP in your mail

Include ZIP CODE NUMBERS IN ALL ADDRESSES

COOPERATE with the Zip Code Program of the Post Office Department

Use Your Zip Code Number In Your Return Address

1/2-G 6/66

WYDD (FM)

1963

PITTSBURGH



Media Code 4 239 6800 7.00
Gateway Broadcasting Enterprises, Inc., WYDD
Suite, Gateway Towers, Gateway Center, Pittsburgh,
Pa. 15222. Phone 412-362-2144.

STATION'S PROGRAMMING DESCRIPTION
WYDD (FM): Programmed for adults and young
adults.
MUSIC: middle-of-the-road, mainstream jazz, show-
tunes. Personalities handle 80% of programming.
Female DJ 6-10 am M-Sat. NEWS: network news
7:30 am-10:30 pm. Other area news at :30, other
hours UPI wire. Features: sports, stock market re-
ports and air traveler reports, reviews of books, plays,
etc. 10 am & 10 pm daily. Weather and time at
peak hours of interest. **COMMERCIAL POLICY:** 8
commercial interruptions per hour. Contact Representa-
tive for further details. Rec'd 6/30/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nelson L. Goldberg.
National Sales Manager—Eric Hughes.
- REPRESENTATIVES**
Pittsburgh—Gateway Repts, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc.
Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,573 ft. above sea level.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 24b, 25a, 28c, 29a.
Contracts: 40a, 45, 46, 47c, 48.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70b, 70d, 71a, 72.
Maximum spots 1 hour—8 commercials.
15-minute separation between competitive accounts.
Affiliated with American Entertainment Network

TIME RATES

Est.—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

1 min	50x	150x	250x	500x
30 sec: 80% of 1-min.	18	16	14	12

8. PROGRAM TIME RATES

1 hr	1x	50x	150x	250x	500x
1/2 hr	110	90	80	70	55
1/4 hr	75	65	60	55	45
5 min	35	30	25	22	17

WZUM

1962

CARNEGIE

Media Code 4 239 6850 2.00
PS Broadcasting Corp., Box 4442, 201 Ewing Rd.,
Pittsburgh, Pa. 15205. Phone 922-0550.

- PERSONNEL**
Pres. & Gen'l Mgr.—James D. Pschoulis.
- REPRESENTATIVES**
New York—Dora & Allen, Inc.
South—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w.; 1,590 kc.
Directional—daytime only.
Operating schedule: 6:00 am-6:00 pm. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 24b, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective June 15, 1964.
Card received June 15, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	8.50	156 ti	6.80
13 ti	8.50	260 ti	8.00
26 ti	8.00	312 ti	5.50
52 ti	7.50	500 ti	5.00
104 ti	7.00		

7. PACKAGE PLANS

PER WK:	ea	tot	ea	tot
18 ti	6.00	108.00	42 ti	5.00 210.00
24 ti	5.75	138.00	60 ti	4.50 270.00
30 ti	5.50	165.00	100 ti	4.00 400.00
36 ti	5.25	189.00		
30-seconds—20% of the 1-minute rate.				
10-seconds—30% of the 1-minute rate.				

8. PROGRAM TIME RATES

1 hr	100.00	65.00	40.00	30.00	20.00
13 ti	95.00	62.00	38.00	29.00	19.00
26 ti	90.00	60.00	36.00	27.00	17.00
52 ti	85.00	57.00	33.00	25.00	15.00
104 ti	80.00	54.00	30.00	23.00	14.00
156 ti	75.00	51.00	28.00	21.00	13.00
260 ti	70.00	48.00	26.00	20.00	12.00

10. SPECIAL FEATURES

Newscastr: 5 minutes on the hour, headlines at :30.			
NEWS-SPORTS-WEATHER			
6 5-minute newscasts, per wk	12.00	72.00	
6 5-minute sportscasts, per wk	12.00	72.00	
10 weather reports, per wk	6.50	65.00	

PITTSBURGH

Luzerne County—Map Location K-4
See SRDS consumer market map and data at begin-
ning of the State.

WPTS

1953

Media Code 4 239 6900 5.00
Midway Broadcasting Co., 83 Foote Ave., Durysa,
Pa. 1000 Clay Ave., Scranton, Pa. 18642. Phone
717-654-3388; 717-344-6045; 717-654-3389.

- PERSONNEL**
President—A. W. Fiorani.
Commercial Manager—R. E. Florey.
General Manager—Al V. Castelli.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
- FACILITIES**
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 13a, 14d, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b,
24a, 25a, 28a, 29a, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49,
51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60h, 60i, 62a,
62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Country Music Network.

TIME RATES

Rates effective June 1, 1961. (Card No. 2.)
Card received June 3, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2	1/4	10	5	30
1 time	46.00	27.00	23.00	18.00 7.00 5.50
13 times	44.00	26.00	22.00	17.00 6.75 5.25
26 times	42.00	25.00	21.00	16.00 6.50 5.00
52 times	40.00	24.00	20.00	15.00 6.25 4.75
104 times	38.00	23.00	19.00	14.00 6.00 4.50
156 times	36.00	22.00	18.00	13.00 5.75 4.25
260 times	34.00	21.00	17.00	12.00 5.50 4.00
312 times	32.00	20.00	16.00	11.00 5.25 3.75
364 times	30.00	19.00	15.00	10.00 5.00 3.50

PORTAGE

Cambria County—Map Location D-6
See SRDS consumer market map and data at begin-
ning of the State.

WWML

1960



Media Code 4 239 6950 0.00
Mainline Broadcasting Co., 712 Main St., Portage,
Pa. 15946. Phone 814-736-8000.

- PERSONNEL**
President—George Wasiko.
General Manager—David J. Driscoll.
Program Director—Stan Macdlyn.
- REPRESENTATIVES**
Regional Rept Corp.
- FACILITIES**
500 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Est 8/1/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

1 x	7.00	5.50	156 x	5.75	4.25
13 x	6.75	5.25	260 x	5.50	4.00
26 x	6.50	5.00	312 x	5.25	3.75
52 x	6.25	4.75	364+	5.00	3.50
104 x	6.00	4.50			

8. PROGRAM TIME RATES

1 x	46	27	23	18
13 x	44	26	22	17
26 x	42	25	21	16
52 x	40	24	20	15
104 x	38	23	19	14
156 x	36	22	18	13
260 x	34	21	17	12
312 x	32	20	16	11
364+	30	19	15	10

POTTSTOWN

Montgomery County—Map Location L-6
See SRDS consumer market map and data at begin-
ning of the State.

WPAZ

1951

Media Code 4 239 7000 3.00
Pottstown Broadcasting Co., Box 638, 247 High St.,
Pottstown, Pa. 19464. Phone 215-326-4000.

- PERSONNEL**
Pres. & Gen'l Mgr.—Herbert Scott.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 28c,
29a, 29b, 33d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

1 min	1x	13x	26x	52x	156x	312x	500x
30 sec: 1.00 less earned rate.	25	22	20	18	16	12	10

8. PROGRAM TIME RATES

1/2 hr	95	90	80	70	60	50
1/4 hr	60	50	45	40	35	30
5 min	40	35	30	25	20	16

Drive Time: add 10% to earned rate.

POTTSVILLE (2 AM; 1 FM)

Schuylkill County—Map Location J-5
See SRDS consumer market map and data at begin-
ning of the State.

WPAM

1947

Media Code 4 239 7050 6.00
Miners Broadcasting Service, Box 629, Pottsville,
Pa. 17901. Phone 717-622-1450.

- PERSONNEL**
Station Manager—James K. Stock.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messurvey Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 23a, 24b, 24c,
28a, 29a.
Contracts: 40a, 41, 44b, 46, 51b.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

1 x	4.70	3.55	301 x	3.55	2.65
51 x	4.45	3.35	501 x	3.25	2.55
101 x	4.25	3.25	1001 x	2.95	2.35
151 x	4.00	3.00	2000+	2.65	2.20
201 x	3.75	2.90			

7. PACKAGE PLANS

MINIMUM:	1 min 30 sec	1 min 30 sec
6 ti in 12 hrs	3.92	2.94
10 ti in 24 hrs	3.58	2.65
15 ti in 48 hrs	3.53	2.65
40 ti in 72 hrs	3.29	2.59
30 ti in 5 consec days	3.29	2.59
50 ti in 7 consec days	3.18	2.47
75 ti in 10 consec days	3.06	2.41
100 ti in 14 consec days	2.94	2.35
200 ti in 21 consec days	2.85	2.18
300 ti in 30 consec days	2.35	2.06

WEEKLY ROS/BTA ANNOUNCEMENT PACKAGE

PER WK:	1 min 30 sec	10 sec
10 ti	4.17	3.24
15 ti	3.82	2.94
20 ti	3.65	2.82
25 ti	3.52	2.71
30 ti	3.41	2.59
40 ti	3.29	2.53
50 ti	3.18	2.47
70 ti	2.94	2.35
100 ti	2.65	2.18

PENNSYLVANIA

10-SECOND ID'S OR SHORTIES

MINIMUM	E	MINIMUM	Es
10 ti in 12 hrs	1.47	100 ti in 7 consec	1.00
20 ti in 36 hrs	1.35	days	1.00
30 ti in 48 hrs	1.29	150 ti in 10 consec	.94
40 ti in 72 hrs	1.24	days	.94
60 ti in 5 consec	1.18	200 ti in 15 consec	.88
days	1.18	days	.88

Scheduled at times selected by station. 10 to 15 words permissible. Cannot be combined with longer spots to compute frequency discounts.

8. PROGRAM TIME RATES

PER YR:	1/2 hr	1/4 hr	5 min
1 x	41.20	29.40	14.10
51 x	31.75	21.75	8.25
101 x	30.00	20.00	7.95
151 x	28.25	18.80	7.65
201 x	26.50	17.65	7.35
301 x	24.70	16.45	7.05
501 x	24.70	16.45	7.05
1001 x	24.70	16.45	7.05
2000+	24.70	16.45	7.05

10. SPECIAL FEATURES

PER DAY:	5-MINUTE NEWSCASTS	Daily (*)	(**)
3 consec mo.	5.60	5.90	6.20
6 consec mo.	5.30	5.60	5.90
9 consec mo.	5.00	5.30	5.60
12 consec mo.	4.70	5.00	5.30

(*) Mon thru Sat.
(**) Mon thru Fri.

WPPA

1946



Media Code 4 239 7100 1.00
A. V. Tidmore dba The Pottsville Broadcasting Co.,
212 S. Centre St., Pottsville, Pa. 17901. Phone
717-622-1300.

- PERSONNEL**
Owner—Gen'l Mgr.—A. V. Tidmore.
Commercial Manager—Ralph Price.
- REPRESENTATIVES**
Gill-Perna, Inc.
Philadelphia—Selective Broadcast Advertising, Inc.
- FACILITIES**
5,000 w. days; 500 w. nights; 1360 kc.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10d, 14a, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25c, 26,
28b, 29a.
Contracts: 40a, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 62b.
Cancellation: 70c, 70d, 71a, 72, 73b.

PENNSYLVANIA

Pottsville—W P P A-FM—Continued

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

CLASS A (6:00-11:00 pm)				
	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time	48.00	24.00	12.00	3.40
13 times	48.00	24.00	12.00	3.20
26 times	43.20	21.60	10.80	3.05
52 times	40.80	20.40	10.20	2.90
104 times	38.40	19.20	9.60	2.75
208 times	36.00	18.00	9.00	2.65
312 times	33.60	16.80	8.40	2.40
624 times	28.80	14.40	7.20	2.20
936 times	24.00	12.00	6.00	2.05
1,248 times	21.60	10.80	5.40	1.90
1,560 times	19.20	9.60	4.80	1.75

CLASS B (8:30 am-6:00 pm)				
	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time	36.40	18.20	9.10	2.85
13 times	36.40	18.20	9.10	2.40
26 times	34.55	17.28	8.65	2.30
52 times	32.65	16.30	8.15	2.20
104 times	30.70	15.35	7.70	2.05
208 times	28.80	14.40	7.20	1.90
312 times	26.90	13.45	6.70	1.80
624 times	24.00	12.00	6.00	1.65
936 times	21.60	10.80	5.40	1.50
1,248 times	19.20	9.60	4.80	1.30
1,560 times	17.00	8.50	4.25	1.15

PUNXSUTAWNEY

Jefferson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WPME

1953

NAB

Media Code 4 239 7150 6.00
Punxsutawney Broadcasting Co., Box 88, McCarthy-Carlino Bldg., Punxsutawney, Pa. 15767. Phones 841-938-6000, 01.

- Other Studios: Veratine Bldg., Brookville, Pa.
- PERSONNEL**
General Manager—Charles M. Erhard, Jr.
Regional Sales Manager—C. M. Erhard.
 - FACILITIES**
5,000 w. days (1,000 w. during critical hours); 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
 - AGENCY COMMISSION**
15%; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with Keystone Network.

TIME RATES

Rates effective June 1, 1957.

Rates received May 10, 1957.

Rev. (1-hour & 1/2 hour rates) rec'd Oct. 8, 1957.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS				
	1 hr.	1/2 hr.	1/4 hr.	10 min 5 min
1 ti	7.70	104 ti	5.50	
13 ti	7.15	260 ti	4.95	
26 ti	6.60	312 ti	4.40	
52 ti	6.10			

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
1 ti	40.00	25.00	15.00	20.00	10.50
13 ti	38.50	24.00	14.50	19.00	10.00
26 ti	37.00	23.00	14.00	18.00	9.50
52 ti	35.50	22.00	13.50	17.00	9.00
104 ti	34.50	21.00	13.00	16.00	8.50
260 ti	33.50	20.00	12.75	15.00	8.00
312 ti	32.00	19.00	12.50	14.00	7.50

READING (3 AM; 1 FM)

Berks County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WEEU

1931

American Entertainment Ntwk

Media Code 4 239 7200 9.00
WEEU Broadcasting Co., 34 N. Fourth St., Reading, Pa. 19601. Phone 215-376-7335.

STATION'S PROGRAMMING DESCRIPTION
WEEU: Programmed for mass appeal.
AIR PERSONALITIES handle all segments assisted by several newsmen. Farm agents, home economists and farm prices 6-7 am. Music 8 am-10 pm middle-of-the-road plus general popular music. 11-11:30 am accept phone calls on air when listeners discuss bird watching. 10 pm-12M serious music. Newscasts every half hour with bulletins as received. Sportscast 7:05 am, 8:10 pm, 11-10 pm. Country and western music 5:30-6 pm. SPORTS: pro baseball and football, college football, high school basketball. Non-commercial religious Sun 8 am-noon. Contact Representative for further details. Rec'd 1/15/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—K. Richard Creita.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w.; 850 kc. Directional—nighttime only.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 30, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 62b, 62d.

Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82 Entertainment Network.
Affiliated with AMERICAN TIME RATES.

No. 11 Est 3/1/69—Rec'd 3/3/69.
AA—Mon thru Sat 6-10 am & 3:30-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE CLASS AA				
	1 ti	6 ti	12 ti	18 ti
1 wk	20	18	17	16
52 wk	18	16	15	14

CLASS A				
	1 wk	15	14	13
1 wk	18	15	14	13
52 wk	15	13	12	11

AA and A—combinable for discount.
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
Two 10 second announcements equal 1 unit when earning toward frequency discounts. All ID's subject to pre-emption by minute advertisers without notice to be re-scheduled by station at next nearest available time. All discounts must be arranged for in advance. No retroactive discounts allowed.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	150	90	60	30

DISCOUNTS		
	150x-10%	260x-15%
Applicable to programs only.		

WHUM

1946

CBS Radio Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 7250 4.00
Eastern Radio Corporation, Berkshire Hotel, Reading, Pa. 19603. Phone 215-376-3987.

STATION'S PROGRAMMING DESCRIPTION
WHUM: Programmed for general interest. AIR PERSONALITIES handle all segments. Fifteen min network and local NEWS every hour, 6-7 am country and western music plus farm and weather reports, 7 am-8 pm, middle-of-road music and network features, 6-9 pm, music middle-of-road, show tunes and network features, 9-12 pm, telephone conversation format. Week-ends, mostly middle-of-road music, network features and news. RELIGIOUS programs 7 am-noon Sun only. Contact Representative for further details. Rec'd 7/10/67.

WEEU

850 ON YOUR RADIO

READING, PA.

DELIVERS

83,800 radio homes in a "Top 100" Metro Area.

DOMINATES

WEEU—your dominant buy in the Reading Metro Area. Ask your Avery-Knodel representative for the facts.

DEVELOPS

sales with a quality adult sound, programmed to local tastes.

WEEU

1000 WATTS • 850 KC.

Represented Nationally by

AVERY-KNODEL, INC.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert G. Magee.
Program Manager—Alan Lane.
Sales Manager—Warren Ruffner.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 8:00 am-midnight Mon thru Sat; 8:00 am-midnight Sun. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20b, 28c, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60c, 62d.
Cancellation: 70a, 70c, 71a.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective September 1, 1955. (Card No. 8.)
Card received August 26, 1955.
Class AA—6:00-9:00 am and 4:00-7:00 pm.
Class A—9:00 am-4:00 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA				
	1 min	sec	ID's	
1 ti	15.00	12.00	7.50	
26 ti	14.00	11.00	7.00	
52 ti	13.00	10.00	6.50	
156 ti	12.00	9.00	6.00	
260 ti	11.00	8.00	5.50	
520 ti	10.00	7.00	5.00	

CLASS A				
	12.00	9.00	6.00	
1 ti	12.00	9.00	6.00	
26 ti	11.00	8.00	5.50	
52 ti	10.00	7.50	5.00	
156 ti	9.00	7.00	4.50	
260 ti	8.00	6.50	4.00	
520 ti	7.00	6.00	3.50	

CLASS B				
	10.00	7.00	5.00	
1 ti	10.00	7.00	5.00	
26 ti	9.50	6.75	4.75	
52 ti	9.00	6.25	4.50	
156 ti	8.00	6.00	4.00	
260 ti	7.50	5.75	3.75	
520 ti	7.00	5.25	3.50	

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS				
	MINUTES	Class AA	Class A	Class B
PER WK:		10.00	8.00	6.00
6 ti		9.00	7.00	5.75
12 ti		8.00	6.50	5.25
18 ti		7.00	6.00	5.00

30/20 SECONDS				
	7.50	6.00	4.50	
6 ti	7.50	6.00	4.50	
12 ti	7.25	5.75	4.25	
18 ti	7.00	5.50	4.00	
24 ti	6.50	5.00	3.75	

ID's				
	5.00	4.00	3.00	
6 ti	5.00	4.00	3.00	
12 ti	4.50	3.50	2.85	
18 ti	4.00	3.25	2.60	
24 ti	3.50	3.00	2.50	

- PACKAGE PLANS**
All spots combinable to earn discount.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 x 85 55 35 20

WRAW

1922

McGavren-Guild
pgw radio, inc.

NAB

A William Rust Station

Media Code 4 239 7300 7.00
Reading Radio, Inc., 19 N. Fifth St., Reading, Pa. 19601. Phone 215-376-7173.

- PERSONNEL**
Pres. & Gen'l Mgr.—W. F. Rust, Jr.
Station Manager—Ben Varishone.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60c, 61b.
Cancellation: 70a, 70b, 71a, 73a.
Prod. Services: 82.

TIME RATES

Est 10/1/68—Rec'd 9/12/68.
8. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—All other times.

CLASS AA				
	6 ti	12 ti	18 ti	24 ti
ROS: (C)	22	22	22	22
1 min	23	17	16	15
30 sec	18	17	16	15

CLASS A				
	19	18	17	16
1 min	19 <td>18</td> <td>17</td> <td>16</td>	18	17	16
30 sec	15	14	13	12

CLASS B				
	15	14	13	12
1 min	15	14	13	12
30 sec	13	12	11	10

(*) 1 ti or fixed position.
10 sec: 50% of applicable 1-min.
CONSECUTIVE WEEKS DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1x	26x	52x	156x	312x
1/2 hr	80	77	74	71	68
1/4 hr	60	58	56	54	52
5 min	35	34	33	32	31

WRFY (FM)

1962

NAB

Media Code 4 239 7350 2.00
City Broadcasting Co., Inc., 2325 Parklomen Ave., Mt. Penn, Reading, Pa. 19606. Phone 215-779-4545.

- PERSONNEL**
President—Howard F. Reber.
General Manager—Mrs. H. D. Franco.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
New York—Roger Coleman, Inc.
- FACILITIES**
ERP 27,000 w.; 102.5 mc. Stereo.
Operating schedule: 6-2 am daily. EST.
Antenna ht.: 538 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 28b, 28c, 31, 33a.
Contracts: 40b, 42c, 48, 49, 51b.
Comb.; Cont. Discounts: 60d, 61b, 62d.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: Fina Music Group.

TIME RATES

Est 1/1/68—Rec'd 11/27/68.

- SPOT ANNOUNCEMENTS**
1 min 10.00 9.00 8.00 7.00 6.00 5.00 4.00
30 sec 5.00 4.75 4.50 4.25 4.00 3.75 3.50
- PACKAGE PLANS**
PER WK: 10 ti 20 ti 30 ti 40 ti
7 6 5

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x
1 hr	65.00	60.00	55.00	50.00	40.00
1/2 hr	40.00	35.00	30.00	27.50	25.00
1/4 hr	25.00	22.50	20.00	19.00	17.00
5 min	15.00	13.00	11.00	9.50	8.00

RED LION (1 AM; 1 FM)

York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WGCB

1950

NAB

WGCB-FM

1959

Subscriber to the NAB Radio Code
Media Code 4 239 7400 5.00
Red Lion Broadcasting Co., Box 88, Red Lion, Pa. 17356. 1-1/2 miles southeast of Red Lion, Pa.

- PERSONNEL**
Owner



Subscriber to the NAB Radio Code

Media Code 4 239 7700 8.00

The Scranton Times, Times Bldg., Penn Ave. at Spruce St., Scranton, Pa. 18503. Phone 717-346-6555.

STATION'S PROGRAMMING DESCRIPTION
WEJL: Programmed for adults and young adults. Middle-of-the-road music. Farm 6-8:30 am county agent reports. Personality 6-10 am, general pops and standards. Entertainment 10 am-noon. Personality noon-4:30 pm. Entertainment 5 pm-sign-off. NEWS: 5 min on hour, highlights on half hour. Extended quarter hour at 7:30 & 3 pm, half hour at 12:30 pm & 4:30 pm. 5 man news staff, plus 33 reporters and correspondents. AP wire, UPI wire and audio. Market reports 11:30 am, 1 pm & 4:25 pm. Women's news daily 3:45 pm. 2 mobile units, 7 two-way radio cars, 1 helicopter. Contact Representative for further details. Rec'd 8/25/67.

- PERSONNEL**
Manager—Hugh J. Connor.
Program Director—William Longworth.
Sales Manager—Robert O'Hara.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Dome-Messervy Co., Inc.
- FACILITIES**
500 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during 5 min. news programs. For non-simulcast facilities see WEJL-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 15c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

ET 3/1/68—Rec'd 2/24/69.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS		CLASS AA				
	1x	52x	156x	260x	312x	624x
1 min.	16.00	15.00	14.00	13.00	12.00	11.00
30 sec.	12.80	12.00	11.20	10.40	9.60	8.80
7. PACKAGE PLANS		CLASS AA				
	1x	10 ti	15 ti	20 ti		
WKLY:	5.41	10.81	15.11	20.11		
1 min.	13.00	11.00	10.00	9.00		
30 sec.	10.40	8.80	8.00	7.20		
		CLASS A				
1 min.	9.00	8.00	7.00	6.00		
30 sec.	7.20	6.40	5.60	4.80		

WEJL-FM

1967



Media Code 4 239 7701 6.00

The Scranton Times, 149 Penn Ave., Scranton, Pa. 18503. Phone 717-346-6555.

STATION'S PROGRAMMING DESCRIPTION
WEJL-FM: Programmed for adults and young adults. 6 air personalities. Music 80%, news 20%. MUSIC: from albums and IGM tapes, features middle-of-the-road, showtunes, light classics, standards. Live concerts also featured. COMMERCIAL POLICY: 8 minutes per hour. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 4/4/68.

- PERSONNEL**
Manager—Hugh J. Connor.
Program Director—William Longworth.
Sales Manager—Robert O'Hara.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Dome-Messervy Co., Inc.
- FACILITIES**
ERP 125,000 w. (horiz. & vert.); 107.1 mc. Stereo.
Operating schedule: 8-2 am. EST.
Antenna ht.: 1,170 ft. above average terrain.
Partial simulcast operation. Operated separately except for 5-minute newscasts. For simulcast facilities see WEJL.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25b, 26, 27, 28c, 29a, 29b, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42d, 44a, 45, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 1 ET 11/1/67—Rec'd 4/4/68.

6. SPOT ANNOUNCEMENTS		1 ti		6 ti	
PER WK:	1 ti	6 ti	1 ti	6 ti	
1 min.	5.00	25.00	30 sec.	3.75	20.00
7. PACKAGE PLANS		PER WK:		30 ti	
1 min.	120				
8. PROGRAM TIME RATES		1/4 hr		1/2 hr	
ca	18	35	50		
10. SPECIAL FEATURES		5-minute news		8	

(Scranton continued on next page)

SPOT RADIO SELECTION SIMPLIFIED

... BY CITY

Every commercially-licensed AM and FM radio station in the U.S. is listed in *SRDS Spot Radio Rates and Data*. Stations are listed alphabetically according to the city or metro area they serve.

... BY FOREIGN LANGUAGE PROGRAMMING

Stations with at least one program are listed by state, alphabetically showing the language and number of weekly hours of foreign language programming, in the monthly edition.

... BY NEGRO PROGRAMMING

Stations listed alphabetically by state, city and call letters. Stations having at least one regularly scheduled program are shown with total weekly hours of Negro programming, in the monthly edition.

... BY FARM PROGRAMMING

Stations are listed alphabetically by state, showing station's total weekly farm broadcast hours, in the monthly edition.

These special features are kept current monthly. Check the contents page for the location of these and other feature bonuses to aid your media selection.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 time	60.00	25.00	10.00	5.00	6.00
13 times	57.00	23.80	9.50	7.60	5.70
26 times	54.00	22.50	9.00	7.20	5.40
52 times	51.00	21.25	8.50	6.80	5.10
104 times	48.00	20.00	8.00	6.40	4.80
312 times	45.00	18.75	7.50	6.00	4.50

SAYRE

Bradford County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WATS

1950



Media Code 4 239 7600 0.00
WATS, Inc., 106 W. Lockhart St., Sayre, Pa. 18840.
Phone 717-882-2401.

- PERSONNEL**
General Manager—R. C. Galleher.
Program Director—H. E. Johnson.
News Director—Don Dunning.
- FACILITIES**
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22b, 25a, 28b.
Contracts: 40a, 43, 46, 47a, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 72.
Prod. Services: 82.
Member: Northeast Radio Network.

TIME RATES

No. 3 ET 2/1/67—Rec'd 9/1/67.
AA—Mon thru Sat 6-10 am & 3:30 pm-sign-off or 6 pm.

- PERSONNEL**
Station Manager—Gerald B. Miller.
News Director—Merle Ebersole.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 29a.
Contracts: 42a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

SCRANTON (5 AM; 3 FM)

Lackawanna County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WARM

1940.

A Susquehanna Station The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 239 7650 5.00
WARM Broadcasting Co., Box 590, Avoca, Pa. 18641.
Business offices and Studios: WARM Bldg., Wilkes Barre/Scranton Hwy., Rt. 81, Avoca Pa. 18641.
Phone: 717-346-4646, 656-2271.

- PERSONNEL**
Vice-President—Arthur W. Carlson.
General Manager—Alan Kornish.
Sales Manager—Tom Kroh.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Susquehanna Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**
5,000 w.; 590 kc.
Directional—similar pattern day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Eastman Network.

TIME RATES

ET 3/1/69—Rec'd 2/3/69.

*I—Mon thru Sat 6-10 am & 3-7 pm-rotating.

II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun noon-7 pm.

III—Mon thru Sat 5-6 am & 10 pm-midnight.

(* Fixed position or limited rotation add 5.00 per spot to applicable rate.

6. SPOT ANNOUNCEMENTS		WKLY, 1 MIN:				
	I	6 ti	12 ti	18 ti	24 ti	
I	47	45	40	35	32	
II	35	40	35	30	27	
III	35	30	25	20	15	

30 sec: 80% of applicable 1-min.

10 sec: 60% of applicable 1-min.

7. PACKAGE PLANS

BEST BUY PLAN

6-10 am.

10 am-noon.

Non-3 pm.

3-7 pm.

7 pm-midnight.

4 spots noon-9 pm Sun.

34 1-minute spots, per wk, ca. 25.

17 1-minute spots, per wk, ca. 29.

10. SPECIAL FEATURES

NEWS OR SPORTS

5-minute—1-1/2x applicable 1-minute rate.

10-minute—2x applicable 1-minute rate. (D)

Ridgway—W K B I-FM—Continued

- AGENCY COMMISSION**
15/0 time only; payable 15 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WKBI, St. Marys.
Member: Allegheny Mountain Network.

TIME RATES

6. SPOT ANNOUNCEMENTS		ET Rec'd 2/6/67.				
	1x	13x	26x	52x	104x	312x
1 min.	2.50	2.38	2.25	2.13	2.01	1.89

1 hr. 26.32 25.00 23.68 22.87 21.58 20.26

1/2 hr. 15.79 15.00 14.21 13.42 12.63 11.84

1/4 hr. 8.95 8.48 8.05 7.61 7.17 6.73

5 min. 4.47 4.25 4.03 3.80 3.40 3.36

ROARING SPRING

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WKMC

1955



Media Code 4 239 7500 2.00
Cove Broadcasting Co., Inc., Roaring Spring, Pa. 16873. Phone 224-2151.

STATION'S PROGRAMMING DESCRIPTION
WKMC: Programmed for adults.
AIR PERSONALITIES handle all segments. 6-10 am general popular music featuring country and western music, audience participation programs, community announcements. 10 am-2 pm general popular music featuring country and western music, audience participation programs, half hour noon news program. 6 pm general popular music featuring country and western music, community announcements, hospital reports. 6 pm-sign-off general popular music featuring country and western music. NEWS: 5 min at 2:25, 2-1/2 min on hour. SPORTS: college football, three 5 min sports news programs daily, score boards on half hour, local high school baseball. Contact Representative for further details. Rec'd 12/1/67.

- PERSONNEL**
Station Manager—Gerald B. Miller.
News Director—Merle Ebersole.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 29a.
Contracts: 42a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective August 22, 1966.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		Rates effective August 22, 1966.				
	1	5	1	5	1	5
1 time	45.00	30.00	14.00	10.50	4.50	2.25
13 times	42.00	28.50	17.25	10.10	4.15	2.05
26 times	39.00	27.00	16.50	9.75	3.75	1.80
52 times	36.00	25.50	15.75	9.40	3.00	1.50
156 times	28.00	22.50	14.25	7.90	—	—
260 times	—	—	11.25	6.00	—	—

ST. MARYS

Elk County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WKBI

1950

Media Code 4 239 7550 7.00
Elk-Cameron Broadcasting Co., 41 Erie Ave., St. Marys, Pa. 15857. Phone 814-834-2821.
Other Studios—Elk County National Bank Bldg., Ridgway, Pa. Phone 814-773-3166.

- PERSONNEL**
Station Manager—John A. Fay.
Sales Manager—John J. Kain.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
1000 w. days; 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKBI-FM, Ridgway.
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES

Rates effective July 24, 1950. (Card No. 1.)

Revisions received November 30, 1956.

PENNSYLVANIA

Scranton—Continued

WGBI 1925
WGBI-FM 1948
CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 239 7750 3.00
WGBI Radio, Inc., 1000 Wyoming Ave., Scranton,
Pa. 18509. Phone 717-342-7634. TWX 510-656-
5192.

- PERSONNEL**
General Manager—Mrs. M. Megargee Holcomb.
Program Director—Mort Rosenthal.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 910 kc.
Non-directional.
Operating schedule: 6-2 am. EST.
FM FACILITIES ERP 2,300 w.; 101.3 mc.
Antenna ht.: 1,100 ft. above average terrain.
- AGENCY COMMISSION**
15% on charges for station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21c, 22a, 23b, 24c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b, 62a.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

ET 7/1/67—Rec'd 1/5/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	Fixed Position
1 MIN:	1 tl 52 tl 158 tl 260 tl 312 tl 624 tl
Class AA	15.00 14.25 13.50 12.75 12.00 11.25
Class A	12.00 11.40 10.80 9.20 8.60 8.00
30 sec/less: 65% of 1-min.	10 sec/less: 50% of 1-min.

7. PACKAGE PLANS

ROTATING PLANS

	CLASS AA			
	1 wk	13 wk	26 wk	52 wk
PER WK:	9.00	8.75	8.50	8.00
24 tl	10.00	9.75	9.50	9.00
18 tl	11.00	10.75	10.50	10.00
12 tl	12.00	11.75	11.50	11.00
6 tl	Housewife, Nighttime & Weekend			
	CLASS A			
24 tl	6.75	6.50	6.25	6.00
18 tl	7.50	7.25	7.00	6.75
12 tl	8.25	8.00	7.75	7.50
6 tl	9.00	8.75	8.50	8.25
30 sec/less: 65% of 1-min.	10 sec/less: 50% of 1-min.			

TOTAL AUDIENCE PLAN

	I	II	III
6-9 am	8	5	4
9 am-3 pm	12	7	5
3-6 pm	9	5	4
6 pm-midnight and/or weekends	9	7	5
1 MIN PER WK:	36	24	18
Ea	6.00	7.00	8.00
30 sec/less: 65% of 1-min.	10 sec/less: 50% of 1-min.		

DISCOUNT
52 wk—10% (subject to short rate).
CLASS A ROS PLAN
12 or more spots per week, flat, each 7.00
No further discount.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	100.00	60.00	40.00	30.00	25.00
26 times	95.00	57.00	38.00	28.50	23.75
52 times	90.00	54.00	36.00	27.00	23.00
104 times	85.00	51.00	34.00	25.50	21.25
156 times	80.00	48.00	32.00	24.00	20.00
260 times	75.00	45.00	30.00	22.50	18.75
312 times	70.00	42.00	28.00	21.00	17.50
	CLASS A				
1 time	65.00	40.00	25.00	20.00	16.00
26 times	61.75	38.00	23.75	18.00	15.20
52 times	58.50	36.00	22.50	17.00	14.40
104 times	55.25	34.00	21.25	16.00	13.60
156 times	52.00	32.00	20.00	15.00	12.80
260 times	48.75	30.00	18.75	14.00	12.00
312 times	45.50	28.00	17.50	14.00	11.80

WICK

1954
Media Code 4 239 7800 6.00
Scranton Radio Corporation, 116 Adams Ave., Scranton,
Pa. 18501. Phone 717-348-8583.

STATION'S PROGRAMMING DESCRIPTION
WICK: M-F programming consist of live talk shows
7 am-12M. Discussions of local, state, national &
international events. Station is involved in local
community on an in-depth basis by broadcasting city
council meetings live and complete each week. In
addition, whenever a significant event occurs, presi-
dential visit, rallies, citizens committee meetings,
news conferences, local seminars, etc., they are car-
ried live. 12M-7 am, music is programmed. Sat &
Sun devoted to music. Sat morning middle-of-the-
road and Sat afternoon and night polkas. Sun morn-
ing is religious programming. Sun night jazz. Con-
tact Representative for further details. Rec'd 6/2/69.

- PERSONNEL**
President—Joseph W. Dobbs.
Program Director—Dave Garrett.
Chief Engineer—James D. Pettinato.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Beer advertising acceptable.
Affiliated with MBS.

TIME RATES

Rates effective April 1, 1954.

Rates received March 29, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1/4 hour	24.00	21.60	20.40	19.20	18.00	16.80
10 minutes	18.00	16.20	15.30	14.40	13.50	12.60
5 minutes	12.00	10.80	10.20	9.60	9.00	8.40
1 minute or less	6.00	5.40	5.10	4.80	4.50	4.20

RUN-OF-SCHEDULE ANNOUNCEMENTS

	12 wks	18 wks	24 wks	30 wks
One minute announcements on weekly basis:	48.00	67.50	84.00	97.50
Run-of-Schedule Discounts	5%	26-51 weeks	15%	
1-6 weeks	10%	52 weeks	20%	
13-25 weeks	10%	52 weeks	20%	
Station Identifications—8 second shorts, flat, each.	3.00			

WILK

WILKES-BARRE

City of license, Wilkes-Barre, Pa.
Considered by American Entertainment Network as
their Wilkes-Barre-Scranton outlet.
See listing under Wilkes-Barre, Pa.

WPTS

PITSTON

City of license, Pittston, Pa.
Scranton—1000 Clay Ave., Scranton, Pa. Glenwood
7-5149.
See listing under Pittston, Pa.

WSCR

1947



Media Code 4 239 7850 1.00
Rice Communications Inc., 1520 N. Keyser Ave.,
Scranton, Pa. 18504. Phone 717-347-3388 or 347-
8380.

STATION'S PROGRAMMING DESCRIPTION

WSCR: Programming consists of a top 40 music
policy. NEWS: local news coverage using 2 mobile
news cruisers for direct on scene reporting, hourly
network news and features. SPORTS: live local sports
in season, night American League baseball, world
series and bowl games. Twice hourly sports capsules,
2 expanded sports shows, M-F. Nighttime program-
ming designed for young adults using popular songs
of the day clustered in pairs. Contact Representative
for further details. Rec'd 2/3/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Wm. Thomas Rice, Sr.
Nat'l & Reg'l Sales—Tom Rice.
Program Director—Vincent Luciano.

- REPRESENTATIVES**
Meeker Radio, Inc.
Regional Reps Corp.
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days; 500 w. nights; 1320 kc.
Directional—night only.
Operating schedule: 6-2 am. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 23a, 23b, 24b,
24c, 25b, 26b, 29a, 30, 33a.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 61a, 61b, 62b.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES

No. 10 ET 11/1/68—Rec'd 10/7/68.
AA—6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

	CLASS AA	6 tl	12 tl	18 tl	24 tl	30 tl
PER WK:						
1 min	9.00	8.50	8.00	7.50	7.00	
30 sec	7.00	6.75	6.50	6.25	6.00	
	CLASS A					
1 min	7.50	7.00	6.50	6.00	5.50	
30 sec	6.00	5.75	5.50	5.25	5.00	
10 sec: 50% of 1-min.						

TOTAL AUDIENCE PLAN

6 spots 6-10 am Mon thru Sat.	
7 spots 10 am-3 pm Sun thru Sat.	
7 spots 3-7 pm Sun thru Sat.	
4 spots 7 pm-midnight Wed thru Sat.	
24 1-min spots; ea	7.50
30 sec/less: 65% of 1-min.	10 sec/less: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75.	55.	35.	20.
27 x	70.	50.	30.	18.
130 x	65.	48.	28.	16.
209 x	60.	45.	25.	14.
521+	55.	47.	22.	12.

WDDL (FM)

1964



Media Code 4 239 7900 4.00
Lana Broadcasting Corporation, 1049 N. Sekel Rd.,
Scranton, Pa. 18504. Phone 717-344-1221.

STATION'S PROGRAMMING DESCRIPTION

WDDL (FM): Programmed for adults and young
adults.
4 air personalities. Music 90% and 10% MUSIC:
all from albums featuring middle-of-the-road, show-
tunes, and standards. Vocals scheduled at rate of 4
per hour. No vocals between 6-8 pm & 10 pm-12M.

COMMERCIAL POLICY 8 minutes per hour. Person-
alities available for remote broadcasts. Contact
Representative for further details. Rec'd 10/17/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Douglas V. Lane.
Vice-President—William J. Lane.
Treasurer—D. Stewart Padgett.
- REPRESENTATIVES**
Roger Coleman, Inc.
- FACILITIES**
ERP 1,600 w.; 104.9 mc. Stereo.
Operating schedule: 6-12:30 am. EST.
Antenna ht.: 1,093 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21a, 23a, 24a, 25a, 26, 28b, 28c,
29a, 31, 35h.
Contracts: 40a, 41, 42c, 43, 45, 46, 47e, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- SPOT ANNOUNCEMENTS**
No. 3 ET 6/1/68—Rec'd 7/31/68.
- SPOT ANNOUNCEMENTS**
1 min 10.00 9.00 8.00 7.00 6.00 5.00
30 sec 8.00 7.50 7.00 6.50 5.50 4.00
- PACKAGE PLANS**
PER WK, EA: 10 tl 15 tl 20 tl
30 min 7.00 6.50 6.00
60 min 5.60 5.20 4.80
- PROGRAM TIME RATES**
1 hr 1x 15x 52x
1/2 hr 60 54 48
1/4 hr 48 43 38
1/4 hr 30 27 24
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
Ea 1x 52x 104x
Includes 1:20 spot 15 13 11

WYZZ (FM)

WILKES-BARRE

City of license, Wilkes-Barre, Pa.
Considered by American FM Network as their Scranton-
Wilkes-Barre outlet.
See listing under Wilkes-Barre, Pa.

SHAMOKIN (1 AM; 1 FM)

Northernumberland County—Map Location H-5
See SRDS consumer market map and data at begin-
ning of the State

WISL

1947

WISL-FM

1968



Media Code 4 239 7950 9.00
Radio Anthracite, Inc., Box P, Rock & Sunbury Sts.,
Shamokin, Pa. 17872. Phone 717-648-6831. TWX
7760-08.

- PERSONNEL**
President—Henry W. Lark.
Manager—Bernard Friedman.
Commercial Manager—Anthony Manello.
- REPRESENTATIVES**
Forjoe-TV, Inc.
- FACILITIES**
1,000 w.; 1480 kc. Directional—night only.
Operating schedule: 6:15 am-midnight. EST.
FM-ERP 1,760 w.; 95.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 379 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 25a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61c.
Beer advertising acceptable.

TIME RATES

ET—Rec'd 5/2/69.

- SPOT ANNOUNCEMENTS**
1 min 6.50 6.25
30 sec 5.00 4.50
- PACKAGE PLANS**
25+ per wk, 13 wk minimum 1 min 30 sec 6.00 4.25
- PROGRAM TIME RATES**
1 x 70.00 40.00 25.00 15.00
25+ 80.00 37.50 25.00 13.50

SHARON (2 AM; 1 FM)

(including Farrell)
Mercer County—Map Location B-3
See SRDS consumer market map and data at begin-
ning of the State.

WFAR

1953

FARRELL

Mutual Broadcasting System

Subscriber to the NAB Radio Code
Media Code 4 239 8000 2.00
Farrell-Sharon Broadcasting Co., RFD No. 2, Sharon,
Pa. 16148. Phone 412-346-4171. TWX 346-4171.

- PERSONNEL**
Owner—Sanford A. Schaftz.
General Manager—Albert Zippay.
- REPRESENTATIVES**
Regional Reps Corp.
(This listing continued on next page)

The swingin' sound in Scranton is the Country sound on WGBI.

CBS in Scranton/Wilkes-Barre. Sold by H R Representatives, Inc.

Sharon—W F A R—Continued

3. FACILITIES
1000 w. days; 500 w. nights; 1470 kc.
Directional—night only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with MBS.

TIME RATES
Est 7/1/69—Rec'd 5/25/68.

6. SPOT ANNOUNCEMENTS

1 min.	5.00	4.50	4.00	3.75
30 sec.	90% of 1-min.	10 sec.	50% of 1-min.	
20 sec.	75% of 1-min.			

(CR)

WPIC

1938
SHARON
RAB

Media Code 4 239 8050 7.00
Sharon Broadcasting Co., Inc., Box 211, Pine Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-4113.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lorraine Yuhasz.
Program Director—Jack Sandstrom.
Chief Engineer—Glen Clark.

2. REPRESENTATIVES
Cleveland—Gateway Reps, Inc.

3. FACILITIES
1000 w.; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPIC-FM.

4. AGENCY COMMISSION
15/0 on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5.
Rate Protection: 15h.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42, 46, 47a, 47b, 51a.
Comb. Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 81, 82.
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
Affiliated with American Information Network.

TIME RATES
Est 8/1/60—Rec'd 8/1/60.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	100x	300x
1 min.	9.00	8.55	8.10	7.65	7.20
30 sec.	80% of 1-min.	10 sec.	50% of 1-min.		
20 sec.	75% of 1-min.				

12 second spots not combinable with other spots for frequency discounts.

WPIC-FM

1947
SHARON
RAB

Media Code 4 239 8051 5.00
Sharon Broadcasting Co., Inc., Box 211, Pine Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-4113.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lorraine Yuhasz.
Program Director—Jack Sandstrom.
Chief Engineer—Glen Clark.

2. REPRESENTATIVES
Cleveland—Gateway Reps, Inc.

3. FACILITIES
ERP 28,000 w.; 102.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 455 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WPIC.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
See WPIC listing for coded regulations.
Affiliated with American Information Network.

TIME RATES
50% of applicable AM rate.

SHENANDOAH

Schuykill County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WMBT

1963
Subscriber to the NAB Radio Code

Media Code 4 239 8100 0.00
Schuykill Trans-Audio Corp., Box 1530, Shenandoah, Pa. 17078. Phone 717-482-2759.

1. PERSONNEL
Exec. Vice-Pres.—Lou H. Murray.
Station Manager—Robert E. Hyle.

2. REPRESENTATIVES
National—Call station collect.

3. FACILITIES
250 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 25a, 26, 28b, 29b, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a.
Comb. Cont. Discounts: 60a, 60g, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Est 6/1/68—Rec'd 5/1/68.

7. PACKAGE PLANS

PER WK:	1t	6t	12t	18t	24t	30t	36t
1 min.	6.00	5.70	5.40	5.10	4.80	4.50	4.20
20/30 sec.	4.50	4.25	4.05	3.80	3.60	3.35	3.15

Quickies: 50% of 1-min.

SHIPPENSBURG

Cumberland County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WSHP

1961
Media Code 4 239 8150 5.00
Town Radio Inc., Box 1480, 890 W. King St., Shippensburg, Pa. 17257. Phone 717-532-4105.

1. PERSONNEL
General Manager—Arthur K. Greiner.
Sales Manager—Paul Kuhn.

3. FACILITIES
500 w. days; 1480 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
20/0 time and talent if paid 15 days from billing.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20b, 22a, 22b, 24b, 25a, 28b, 28c, 30.
Contracts: 40a, 42c, 43, 44a, 46, 47a, 51b.
Comb. Cont. Discounts: 60b, 60c, 60i, 61a, 62a.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 Est 3/1/67—Rec'd 1/31/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	40 sec	20 sec
1 x	8.00	5.50	5.25
13 x	5.75	5.25	5.00
26 x	5.50	5.00	4.75
52 x	5.25	4.75	4.50
104 x	5.00	4.50	4.25
156 x	4.75	4.25	4.00
260 x	4.50	4.00	3.75
312 x	4.25	3.75	3.50
620 x	4.00	3.50	3.25

8. PROGRAM TIME RATES

PER YR:	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	10.00	15.00	20.00	30.00	50.00
13 x	9.50	13.00	17.00	27.00	45.00
26 x	9.25	12.00	16.00	24.00	42.00
52 x	9.00	11.00	15.00	22.00	39.00
104 x	8.50	10.50	14.00	20.00	36.00
156 x	8.00	10.00	13.00	19.00	34.00
260 x	7.50	9.50	12.00	18.00	30.00
312 x	7.00	9.00	11.00	17.00	28.00

SOMERSET (1 AM; 1 FM)

Somerset County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

WVSC

1950
NAB

Subscriber to the NAB Radio Code
Media Code 4 239 8200 8.00
WVSC, Inc., Box 231, Somerset, Pa. 15501. Phone 814-445-4186.

1. PERSONNEL
General Manager—T. H. Oppenard.
Commercial Manager—J. Richard Adams.

2. REPRESENTATIVES
Regional Reps Corp.
Philadelphia—Dome-Messervy Co., Inc.

3. FACILITIES
5,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-sunset, no earlier than 6:00 am. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVSC-FM.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 33b.
Contracts: 40a, 41, 44b, 45, 46, 49, 50, 51a.
Comb. Cont. Discounts: 60a, 60d, 61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Est 1/67—Rec'd 5/1/67.

6. SPOT ANNOUNCEMENTS

1 min	8.00	7.50	7.00	6.80	6.40	5.95
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8. PROGRAM TIME RATES

1x	13x	26x	52x	104x	156x	260+
1 hr	60.00	58.00	56.00	53.00	50.00	48.00
1/2 hr	36.00	34.80	33.60	31.80	30.00	28.80
1/4 hr	24.00	23.20	22.40	21.20	20.00	19.20
10 min	18.00	17.40	16.80	15.90	15.00	14.40
5 min	12.00	11.60	11.20	10.60	10.00	9.60

WVSC-FM

1966
Media Code 4 239 8201 6.00
WVSC, Inc., Box 231, Somerset, Pa. 15501. Phone 814-445-4186.

1. PERSONNEL
General Manager—T. H. Oppenard.
Commercial Manager—J. Richard Adams.

2. REPRESENTATIVES
Regional Reps Corp.
Philadelphia—Dome-Messervy Co., Inc.

3. FACILITIES
ERP 3,000 w.; 97.7 mc.
Operating schedule: 6 am-11:30 pm weekdays; 7 am-11:30 pm Sun.
Partial simulcast operation. For simulcast facilities see WVSC.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
See WVSC listing for coded regulations.

TIME RATES
60% of AM when purchased separately.

SOUTH WILLIAMSPORT

Lycoming County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Williamsport

(including South Williamsport)

STATE COLLEGE (2 AM; 2 FM)

Centre County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WMAJ

1945
Media Code 4 239 8250 3.00
Centre Broadcasters, Inc., Box 888, State College, Pa. 16801. Phone 814-237-4959.

STATION'S PROGRAMMING DESCRIPTION
WMAJ: Middle-of-the-road 1 am-8 pm. Programming to university audience rock and roll 8 pm-1 am. All regular network features and network on weekends. 2 man news staff. Local news at :58. Local features and news 7:30-8 am, noon-1:10 pm, 5-5:20 pm, & 6-7 pm. Discussion and documentaries. Pro football, baseball, college football, basketball, wrestling, high school football. FM separate 8 am-1 am with middle-of-the-road and classics. Rec'd 8/7/67.

1. PERSONNEL
General Manager—Milton J. Bergstein.
Sales Manager—N. J. Lingenfelser.

3. FACILITIES
1000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1h, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 46, 47a, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60d, 60i, 61a, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
Rates received October 7, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 t.	8.00	6.00	1.80
13 t.	7.75	5.75	2.00
26 t.	7.50	5.50	2.20
52 t.	7.25	5.25	2.40
65 t.	7.00	5.00	2.60

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 t.	47.00	30.00	20.00	15.00
13 t.	40.00	28.00	19.00	14.00
26 t.	34.00	26.00	18.00	14.00
52 t.	31.00	24.00	17.00	13.50
65 t.	28.00	22.00	16.00	13.00
130 t.	25.00	20.00	15.00	12.50
260 t.	22.00	18.00	14.00	12.00

WMAJ-FM

1965
Media Code 4 239 8251 1.00
Centre Broadcasters, Inc., Box 888, State College, Pa. 16801. Phone 814-237-4959.

1. PERSONNEL
President—V. K. Ularich.
General Manager—M. J. Bergstein.
Sales Manager—J. F. Trimarchi.

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Antenna ht.: 60 ft. above average terrain.
Operating schedule: 24 hours daily. EST, DST.

4. AGENCY COMMISSION
15% on net time. Bills payable by 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 44a, 46, 47a, 51a, 51b.
Comb. Cont. Discounts: 60b, 60d, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Est 7/1/68—Rec'd 2/16/67.

6. SPOT ANNOUNCEMENTS

PER MO:	10 t	20 t	30 t
30 sec	20	40	60
1 min	40	80	120

Non-Contract 2.50
30 sec 5.00

8. PROGRAM TIME RATES
MINIMUM CONTRACT 13 WEEKS

1 x	5 min	1/4 hr	1/2 hr	1 hr
1 x	10	15	20	30

Non-contract program rate—add 5% to contract rate.
6 month contract—2% 1 year contract—4%

WQWK (FM)

1965
Media Code 4 239 8275 0.00
Edora Corp., 160 Clearview Ave., State College, Pa. 16801. Phone 814-238-5085.

STATION'S PROGRAMMING DESCRIPTION
WQWK (FM): Progressive rock music programmed for university students. NEWS: network and 2 man local news staff. Telephone equipped mobile news unit. Student oriented news after 8 pm at :55 past hour. Contact Representative for further details. Rec'd 8/27/69.

1. PERSONNEL
President—Michael M. Rea.
Vice-Pres. & Gen'l Mgr.—J. Albert Dame.
Operations Manager—Wendell L. Williams.

2. REPRESENTATIVES
Pittsburgh, Cleveland—Gateway Reps, Inc.
New York—Campus Media, Inc.

TIME RATES
Est 5/1/67—Rec'd 5/1/67.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	260x	520x
1 min.	9.00	8.00	7.25	6.75	6.25
20/30 sec.	6.75	6.00	5.50	4.75	4.50
10 min.	5.50	4.00	3.50	3.25	3.00

8. PROGRAM TIME RATES

1x	26x	52x	156x	260x
5 min.	20.00	16.00	15.00	13.00

(Stroudsburg continued on next page)

PENNSYLVANIA

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 100 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am daily. For simulcast facilities see WRSC.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
See WRSC listing for coded regulations.
AM facilities: WRSC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Est 1/1/60—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	260x	520x
1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	3.00	2.75	2.50	2.25	2.00
10 sec.	50% of 1-min.				

8. PROGRAM TIME RATES

1x	26x	52x	156x	260x
1 hr.	30.00	27.00	24.00	21.00
1/2 hr.	20.00	18.00	16.00	14.00
1/4 hr.	12.00	11.50	11.00	10.50
10 min.	10.00	9.50	9.00	8.50
5 min.	8.00	7.50	7.00	6.50

WRSC

1961
RAB

Media Code 4 239 8300 6.00
Edora Corp., 160 Clearview Ave., State College, Pa. 16801. Phone 814-238-5085.

STATION'S PROGRAMMING DESCRIPTION
WRSC: MUSIC: current hits for 18-45 age-group NEWS: combination of network and 2 man local news staff. News at :55. Morning and evening drive time news at :25 and :55 with expanded 10 min newscasts at 7:25 am, 12:25 pm & 5:25 pm. Telephone equipped mobile news unit. Contact Representative for further details. Rec'd 6/27/69.

1. PERSONNEL
President—Michael M. Rea.
Vice-Pres. & Gen'l Mgr.—J. Albert Dame.
Operations Director—Wendell L. Williams.

2. REPRESENTATIVES
Pittsburgh, Cleveland—Gateway Reps, Inc.
New York—Campus Media, Inc.

3. FACILITIES
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
Partial simulcast operation. Simulcast 6 am-6 pm daily. For non-simulcast facilities see WQWK (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25c, 26b, 28c, 30, 33c.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WQWK (FM).
Affiliated with American Contemporary Network.

TIME RATES
Est 1/1/60—Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	260x	520x
1 min.	8.00	7.75	7.50	7.25	7.00
30 sec.	6.00	5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

1x	26x	52x	156x	260x
1 hr.	40.00	37.00	34.00	31.00
1/2 hr.	30.00	28.00	26.00	24.00
1/4 hr.	20.00	19.00		

PENNSYLVANIA

Stroudsburg—Continued

WVPO-FM

1964



Subscriber to the NAB Radio Code

Media Code 4 239 8351 9.00
Pocono Broadcasting, Inc., Box 270, 22 E. Sixth St.,
Stroudsburg, Pa. 18360. Phone 717-421-2100.

- PERSONNEL**
President—Lyndon R. Boyd.
General Manager—Ronald C. Drescher.
- REPRESENTATIVES**
Ottaway Advertising Sales.
Call station collect.
- FACILITIES**
ERP 330 w., 93.5 mc.
Operating schedule: 6:00 am-midnight, EST, DST.
Antenna ht.: 777 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WVPO listing for coded regulations.
FM sold and programmed separately from AM.
Simulcast with WVPO-AM during daylight hours.
Rates apply to FM broadcast only.

TIME RATES

ET 5/1/67—Rec'd 5/1/67.

6. SPOT ANNOUNCEMENTS					
	1x	2x	52x	156x	260x
1 min	7.00	6.00	5.25	4.75	4.25
20/30 sec	5.50	5.00	4.25	4.00	3.75
10 sec	3.50	3.00	2.75	2.50	2.25

8. PROGRAM TIME RATES					
	1x	2x	52x	156x	260x
5 min	14.00	12.00	11.50	11.00	10.50

SUNBURY (1 AM; 1 FM)

Northumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WKOK

WKOK-FM

1933

1948

Media Code 4 239 8400 4.00
Sunbury Broadcasting Corp., 1150 N. Front St., Sun-
bury, Pa. 17801. Phone 286-5838, 286-5839.

- PERSONNEL**
President—Roger S. Haddon.
Station Manager—Terry T. Abrams.
- REPRESENTATIVES**
Meeker Radio, Inc.
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
10,000 w. days, 1,000 w. nights; 1070 kc.
Directional.
Operating schedule: 7:00 am-11:15 pm Sun, 6:00
am-11:15 pm weekdays, EST.
- FACILITIES**
ERP 4,400 w., 94.1 mc.
Antenna ht.: 875 ft. above average terrain.
Simultaneous transmission of all programs and spots
on WKOK-FM at rates noted here. Not sold sepa-
rately.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 27, 28a, 28c,
29a, 32b.
Contracts: 41, 43, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS and NAS.

TIME RATES

ET 10/1/68—Rec'd 9/18/68.

AAA—Mon thru Sat 6-9 am & 3-6 pm.
AA—Mon thru Sat 9 am-3 pm.
A—Mon thru Sat 6 pm-sig-off; Sun all hours.

6. SPOT ANNOUNCEMENTS				
1 MINUTE				
PER YR:	104x	52x	26x	1x
AAA	7.50	8.00	8.50	9.00
AA	7.00	7.20	7.60	8.00
A	5.00	5.50	6.00	6.50

20/30 sec: 75% of applicable 1-min.
10 sec: 50% of applicable 1-min.
All spots rotated within time period.

8. PROGRAM TIME RATES				
CLASS AAA				
PER YR:	104x	52x	26x	1x
5 min	15	16	17	18
1/4 hr	25	26	27	28
1/2 hr	40	43	46	49
1 hr	70	75	80	85
CLASS AA				
5 min	13	14	15	16
1/4 hr	23	24	25	26
1/2 hr	37	40	43	46
1 hr	65	70	75	80
CLASS A				
5 min	11	12	13	14
1/4 hr	19	20	21	22
1/2 hr	29	32	35	38
1 hr	55	60	65	70

TAMAQUA

Schuylkill County—Map Location J-5
See SRDS consumer market map and data at begin-
ning of the State.

WVSB (FM)

1965

Media Code 4 239 8450 9.00
James W. Reichard, dba Sky View Broadcasting
Service, Welsh Park, Dutch Hill, Tamaqua, Pa.
18252. Phone 717-668-2892.

- PERSONNEL**
Pres. & Sta. Mgr.—James W. Reichard.
General Manager—William N. Reichard.
Sales Manager—Richard Rabenold.
- FACILITIES**
ERP 1,300 w.; 105.5 mc.
Operating schedule: 7:00 am-10:00 pm, EST, DST.
Antenna ht.: 11 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

Rates effective
Rates received January 14, 1966.

6. SPOT ANNOUNCEMENTS					
PER YR:					
	1 min	30 sec	1 min	30 sec	1 min
11 ti	4.50	3.00	104 ti	3.50	2.00
13 ti	4.25	2.75	156 ti	3.25	1.75
28 ti	4.00	2.50	260 ti	3.00	1.50
62 ti	3.75	2.25	500 ti	2.75	—

8. PROGRAM TIME RATES					
PER YR:					
	1 hr	1/4 hr	5 min		
11 ti	45.00	—	—	—	—
13 ti	40.00	—	—	—	—
28 ti	35.00	—	—	—	—
62 ti	30.00	9.75	5.75	—	—
104 ti	—	9.50	5.50	—	—
156 ti	—	9.25	5.25	—	—
208 ti	—	9.00	5.00	—	—
260 ti	—	8.75	4.75	—	—
312 ti	—	8.50	4.50	—	—
364 ti	—	8.25	4.25	—	—

TITUSVILLE

Crawford County—Map Location B-2
See SRDS consumer market map and data at begin-
ning of the State.

WTIV

1955



Subscriber to the NAB Radio Code

Media Code 4 239 8500 1.00
Crawford County Broadcasting Co., Inc., Second
Nat'l Bank Bldg., Box 184, Titusville, Pa. 16354.
Phone 814-825-3234.

- PERSONNEL**
General Manager—Robert H. Sauber.
- REPRESENTATIVES**
Gateway Reps, Inc.
Philadelphia—Dome-Messervy Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-midnight, EST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 26, 28b,
28c, 29a, 30.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

ET 8/20/56—Rec'd 8/20/56.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	156x
1 min	5.30	4.90	4.50	4.35	4.20

8. PROGRAM TIME RATES					
	1x	26x	52x	104x	156x
1 hr	37.50	38.00	34.00	32.00	30.00
1/2 hr	27.50	28.40	24.90	23.50	22.00
1/4 hr	20.00	19.20	18.25	17.20	16.20
10 min	16.75	14.60	13.70	12.85	12.20
5 min	12.60	9.60	9.10	8.55	7.60

TOWANDA (1 AM; 1 FM)

Bradford County—Map Location H-2
See SRDS consumer market map and data at begin-
ning of the State.

WTTC

WTTC-FM

1959

1959



Media Code 4 239 8550 6.00
Twin Tier Broadcasting, Inc., 214 Main St., Towanda,
Pa. 18848. Phone 717-265-2165, 66.

- PERSONNEL**
Gen'l & Sales Mgr.—Charles L. Snyder.
- FACILITIES**
500 w. days; 1550 kc. Non-directional.
Operating schedule: 6:00 am-local sunset, EST.
- FACILITIES**
ERP 720 w.; 92.7 mc.
Operating schedule: Sunrise-8:15 pm, EST.
Antenna ht.: 125 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with MBS and KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS					
ET 9/1/65—Rec'd 8/31/66.					
	1 min	30 sec	1 min	30 sec	1 min
11 ti	2.70	2.30	104 ti	1.90	1.40
13 ti	2.60	1.95	156 ti	1.70	1.30
28 ti	2.50	1.80	260 ti	1.60	1.20
62 ti	2.10	1.60	512 ti	1.50	1.10

TAMAQUA

Schuylkill County—Map Location J-5
See SRDS consumer market map and data at begin-
ning of the State.

7. PACKAGE PLANS

SATURATION					
50 1-minute spots per week	25.00	16.00	10.00	8.00	4.78
50 30-second spots per week	23.60	15.00	9.50	7.60	4.48
1 hr	22.50	14.40	9.00	7.20	4.15
1/2 hr	21.25	13.60	8.50	6.80	3.85
104 ti	19.50	12.40	7.75	6.25	3.35
156 ti	18.75	12.00	7.25	5.75	3.00
312 ti	18.25	11.00	7.00	5.00	2.75

TYRONE (1 AM; 1 FM)

Blair County—Map Location E-6
See SRDS consumer market map and data at begin-
ning of the State.

WGMR (FM)

1961



Media Code 4 239 8600 9.00
Allegheny Mountain Network, Box 247, Washington
Ave. and First St., Tyrone, Pa. 16886. Tyrone:
Phone 814-684-3200. State College: 814-238-0792.

- PERSONNEL**
President—C. H. Simpson.
Sales Manager—William E. Moses.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
ERP 6,800 w. (horiz.), 6,800 w. (vert.); 101.1 mc.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 890 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b,
25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50,
51a.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WTRN.
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES

Rates effective November 1, 1961.
Rates received October 16, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1x	26x	52x	104x	156x
1 hour	26.32	25.00	23.68	22.87	21.88
1/2 hour	15.79	15.00	14.21	13.42	12.63
1/4 hour	8.95	8.51	8.05	7.61	7.17
5 minutes	4.47	4.25	4.03	3.80	3.66
1 minute	2.50	2.39	2.25	2.13	2.01

WTRN

1954



Subscriber to the NAB Radio Code
Media Code 4 239 8650 4.00
The Tyrone Broadcasting Co., Washington Ave. and
First St., Tyrone, Pa. 16886. Phone 814-684-3200.

- PERSONNEL**
President—C. H. Simpson.
General Manager—William E. Moses.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.
- FACILITIES**
1000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b,
25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50,
51a.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WGMR (FM).
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES

ET 2/1/67—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS					
	1x	13x	26x	52x	104x
1 min	6.90	6.58	6.21	5.87	5.52

HOUSEWIFE TIME					
	1x	13x	26x	52x	104x
1 min	—	—	—	—	—

UNIONTOWN (1 AM; 1 FM)

Fayette County—Map Location C-7
See SRDS consumer market map and data at begin-
ning of the State.

WMBS

1937



Media Code 4 239 8700 7.00
Fayette Broadcasting Corp., 82 W. Fayette St.,
Uniontown, Pa. 15401. Phone 412-438-3900.

- PERSONNEL**
President—Mrs. Betty M. Balling.
Comm'l Dir. & Sales Mgr.—Mrs. Hester W. Nagy.
Program Director—Richard E. Kessler.

2. REPRESENTATIVES

- Vic Plano Associates, Inc.
Regional Reps Corp.
- FACILITIES**
1000 w.; 590 kc. Directional—night only.
Operating schedule: 5:00-2:00 am, EST.
- AGENCY COMMISSION**
15%.
- GENERAL RATE POLICY**
Affiliated with CBS.

TIME RATES

ET 4/1/68—Rec'd 4/2/68.

6. SPOT ANNOUNCEMENTS						
	1x	26x	52x	104x	156x	260x
1 min	12.00					

Warren—WNAE—Continued

TIME RATES
No. 4 ET 1/1/68—Rec'd 11/20/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	150x	300x	600x	900x
1 min.	8.00	7.00	6.00	5.25	5.00	4.75
20/30 sec.	6.00	5.25	4.50	3.90	3.75	3.65

7. PACKAGE PLANS

SATURATION PLAN

PER WK:	12 tl	24 tl	36 tl
3 1-min. per day	7.00	6.00	5.25
15% discount from earned rate.			

8. PROGRAM TIME RATES

PER YR:	1x	50x	150x	250x	300x
1 hr.	52.80	41.25	36.25	33.25	31.25
1/2 hr.	31.50	24.75	21.75	20.25	18.75
1/4 hr.	21.00	16.50	14.50	13.50	12.50
5 min.	10.50	8.25	7.25	6.75	6.25

WRRN (FM)

1948



Media Code 4 239 8800 5.00
Northern Allegheny Broadcasting Co., Box 824, 310
Second Ave., Warren, Pa. 15385. Phone 814-723-

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—David Potter.
- 3. FACILITIES**
ERP 25,500 w.; 92.3 mc.
Operating schedule: 5:45 am-11:05 pm. EST.
- 4. AGENCY COMMISSION**
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 5, 6a.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60d, 61a, 62b, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WNAE.

TIME RATES
ET 1/1/68—Rec'd 12/7/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	150x	300x	600x	900x
1 min.	4.00	3.50	3.00	2.80	2.50	2.40
20/30 sec.	3.00	2.80	2.25	1.95	1.85	1.75

7. PACKAGE PLANS

WKL, EA:

1 min.	12 tl	24 tl	36 tl
1 min.	3.50	3.00	2.50

SATURATION PLAN

8 1-min spots per day, earned rate less 15%.

8. PROGRAM TIME RATES

1 hr.	1/2 hr	1/4 hr	10 min	5 min
25.00	15.00	10.00	7.50	5.00

DISCOUNTS

50x-20%	150x-30%	250x-35%	300x-40%
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WASHINGTON (1 AM; 1 FM)

Washington County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WJPA WJPA-FM

1942 1948



Subscriber to the NAB Radio Code
Media Code 4 239 8850 0.00
Washington Broadcasting Co., 98 S. Main St., Wash-
ington, Pa. 15301. Phone 412-222-2110.

- 1. PERSONNEL**
President—A. Boyd Siegel.
General Manager—John L. Meridian.
- 2. REPRESENTATIVES**
Gill-Perna, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:55-12:01 am. EST.
FM FACILITIES
ERP 3,700 w.; 95.3 mc.
Operating schedule: 5:55 am-midnight. EST.
Antenna ht.: 350 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 8.
Rate Protection: 15h.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 29a.
Contracts: 40b, 42h, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Contracts to run concurrently within year.
Affiliated with MBS Radio Network.

TIME RATES
No. 6 ET 5/15/68—Rec'd 5/22/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec
10.00	7.00	4.50
9.00	6.30	4.00
8.10	5.70	3.60
7.30	5.15	3.25
6.60	4.65	2.95
5.95	4.20	2.65
5.35	3.80	2.40
4.80	3.15	2.05

WAYNESBORO (1 AM; 1 FM)

Franklin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAYZ WAYZ-FM

1953 1959

Media Code 4 239 8900 3.00
Richard F. Lewis, Jr., Inc., 33 E. Main St., Waynes-
boro, Pa. 17268. Phone 762-3138, 3139.

- 1. PERSONNEL**
President—Marion P. Lewis.
Manager—Samuel Hanshaw.
- 2. REPRESENTATIVES**
Call station collect.

- 3. FACILITIES**
1000 w. days; 1380 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
FM FACILITIES
ERP 3,100 w.; 101.5 mc.
Operating schedule: 5:30 am-midnight.
- 4. AGENCY COMMISSION**
15% on station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 29a, 30, 32b.
Contracts: 40a, 41, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60g.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.
Member: Green Valley Group.

TIME RATES
Rates effective November 1, 1964.
Card received November 5, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk
5 tl	5.40	4.90	4.35	4.40
10 tl	5.15	4.65	4.40	4.15
20 tl	4.00	4.40	4.15	3.90
30 tl	4.65	4.15	3.90	3.65

- 10-second announcements combinable with other announcements at a ratio of 2 10-second to 1 1-minute announcement.
- 20/30 second—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.
- 10. SPECIAL FEATURES**
5-MINUTE NEWSCASTS
- | | | | |
|---------|-------|-------|-------|
| PER WK: | 13 wk | 26 wk | 52 wk |
| 5 tl | 8.50 | 8.50 | 8.00 |
| 10 tl | 9.00 | 8.00 | 7.50 |
| 15 tl | 8.50 | 7.50 | 7.00 |

WAYNESBURG

Greene County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WANB

1956

Media Code 4 239 8950 8.00
Commonwealth Broadcasters, Inc., First Federal
Bldg., E. High St., Waynesburg, Pa. 15370. Phone
627-5555.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—James E. Pattison.
Program Director—Frances Pattison.
- 2. REPRESENTATIVES**
Regional Repts Corp.
- 3. FACILITIES**
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24a, 24c, 25a,
26, 28b, 28c, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62b, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective May 1, 1957.
Rates received May 2, 1957.
Rev. (Wkly. Sat.) rec'd January 8, 1962.

6. SPOT ANNOUNCEMENTS

1 min.	5.00	4.75	25x	52x	104x	260x
	4.00	3.75	4.50	4.25	4.00	3.75

- 7. PACKAGE PLANS**
- WEEKLY SATURATION RATES**
- | | | | |
|-----------|------|---------------|-------|
| Per week: | Each | 20-30 seconds | Total |
| 10 times | 4.25 | 42.50 | 29.50 |
| 15 times | 6.00 | 60.00 | 40.50 |
| 25 times | 3.75 | 93.75 | 2.60 |
| 30 times | 3.50 | 105.00 | 2.25 |
| 50 times | 3.25 | 162.50 | 2.00 |
- 10. SPECIAL FEATURES**
10% additional charge on all news programs including weather and sports.

WELLSBORO

Tioga County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WNBT

1955

Media Code 4 239 9000 1.00
Farm & Home Broadcasting Co., 89 Main St., Wells-
boro, Pa. 16901. Phone 717-724-2113.

- 1. PERSONNEL**
President—G. H. Simpson.
Vice-Pres. & Gen'l Mgr.—John A. Fay.
Commercial Manager—Robert Linquist.
- 2. REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 23b, 24b,
25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50,
51a.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.
Member: Allegheny Mountain Network.

TIME RATES
Rates effective February 15, 1955.
Rates received January 26, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10	5	Spots
1 hour	60.00	35.00	20.00	16.00	12.00	6.00
13 times	57.00	33.25	19.00	15.00	11.40	5.70
28 times	54.00	31.50	18.00	14.00	10.80	5.40
52 times	51.00	29.75	17.00	13.00	10.20	5.10
104 times	48.00	28.00	16.00	12.00	9.60	4.80
312 times	45.00	26.25	15.00	11.00	9.00	4.50

WEST CHESTER

Chester County—Map Location K-7.
See SRDS consumer market map and data at beginning of the State.

WCHE

1963

Media Code 4 239 9050 6.00
WCHE Broadcasting Co., 183 N. High St., West
Chester, Pa. 19380. Phone 215-692-3131.

- 1. PERSONNEL**
President—Frank A. Robino.
Vice-Pres. & Gen'l Mgr.—William H. Gehlert.
- 3. FACILITIES**
1,500 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on station time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 28c, 29a,
33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 1/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	7 tl	14 tl	21 tl	28 tl	35+
1 min.	5.00	4.75	4.50	4.00	3.75	3.50
30 sec.	3.75	3.55	3.40	3.00	2.80	2.65

- 13 WEEKS**
- | | | | | | | |
|---------|------|------|------|------|------|------|
| 1 min. | 4.75 | 4.50 | 4.25 | 3.75 | 3.50 | 3.25 |
| 30 sec. | 3.55 | 3.40 | 3.20 | 2.80 | 2.65 | 2.45 |
- 26 WEEKS**
- | | | | | | | |
|---------|------|------|------|------|------|------|
| 1 min. | 4.50 | 4.25 | 4.00 | 3.50 | 3.25 | 3.00 |
| 30 sec. | 3.40 | 3.20 | 3.00 | 2.65 | 2.45 | 2.25 |
- 52 WEEKS**
- | | | | | | | |
|---------|------|------|------|------|------|------|
| 1 min. | 4.00 | 3.75 | 3.50 | 3.00 | 2.75 | 2.50 |
| 30 sec. | 3.00 | 2.80 | 2.65 | 2.25 | 2.05 | 1.90 |
- 8. PROGRAM TIME RATES**
5 minutes—1 1/2 times 1-minute announcement rate.

WILKES-BARRE (3 AM; 2 FM)

Luzerne County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WARM

1940

CITY OF LICENSE
SCRANTON

A Susquehanna Station
The Eastman Station



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing
under Scranton, Pa.)
Media Code 4 239 7650 5.00
WARM Broadcasting Co., Box 590, Avoca, Pa. 18641.
Business office and Studio: WARM Bldg., Wilkes/
Barre/Scranton Hwy., Rt. 81, Avoca, Pa. 18641.
Phone 717-348-4646, 655-2271.

- 1. PERSONNEL**
Vice-President—Arthur W. Carlson.
General Manager—Alan Kornish.
Sales Manager—Tom Kroh.
- 2. REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
Susquehanna Sta. Sales Office: See Repts & S/O
pages.
- 3. FACILITIES**
5,000 w.; 590 kc.
Directional—similar pattern day and night.
Operating schedule: 24 hours daily. EST
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a,
27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49,
50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Eastman Network.

TIME RATES
ET 3/1/69—Rec'd 2/3/69.

*I—Mon thru Sat 6-10 am & 3-7 pm rating;
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun
noon-7 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight.
(* Fixed position or limited rotation add 5.00
per spot to applicable rate.)

6. SPOT ANNOUNCEMENTS

WKL, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
I	47	45	40	35	32
II	45	40	35	30	27
III	35	30	25	20	15

30 sec: 80% of applicable 1-min.
10 sec: 80% of applicable 1-min.

PENNSYLVANIA

7. PACKAGE PLANS

- BEST BUY PLAN**
- 6 SPOTS MON THRU SAT:**
6-10 am..... 25.
10 am-noon..... 29.
Noon-3 pm.....
3-7 pm.....
7 pm-midnight.....
4 spots noon-9 pm Sun.
34 1-minute spots, per wk, ea..... 25.
17 1-minute spots, per wk, ea..... 29.
- 10. SPECIAL FEATURES**
NEWS OR SPORTS
5-minute—1 1/2x applicable 1-minute rate.
10-minute—2x applicable 1-minute rate. (D)

WBAX

1922



Media Code 4 239 9150 4.00
P. A. L. Broadcasters, Inc., 85 W. Union St., Wilkes-
Barre, Pa. 18702. Phone 717-825-5528.

- 1. PERSONNEL**
President—Frank M. Henry.
Vice-Pres. & Gen'l Mgr.—James F. Ward.
Treasurer—Willard G. Seymour.
- 2. REPRESENTATIVES**
Alan Torbet Associates, Inc.
Pennsylvania, Maryland, Virginia, Washington, D. C.
—Dome-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 1b.
Basic Rates: 20a, 21a, 25a, 28a, 33a.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70c, 71a, 73a.
Schedules do not have to run consecutive weeks to
earn number of week frequency. All announcements,
regardless of length, combine for frequency.
Affiliated with MBS.

TIME RATES
ET 4/1/67—Rec'd 3/6/67.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
1 wk	12.00	11.50	11.00	10.50	10.00
13 wk	11.00	10.50	10.00	9.50	9.00
26 wk	10.00	9.50	9.00	8.50	8.00
52 wk	9.00	8.50	8.00	7.50	7.00

- (All other times)
- | | | | | |
|------|-------|-------|-------|------|
| 1 wk | 11.00 | 10.50 | 10.00 | 9.50 |
|------|-------|-------|-------|------|

PENNSYLVANIA

Wilkes-Barre—W BRE, W BRE-FM—Cont'd

Regular frequency discounts apply but may not combine with other announcements to earn frequency discounts.

Class A rates apply to entire weekend.

8. PROGRAM TIME RATES
ANNUAL CONTRACT

	1/2 hr	1/4 hr	5 min
1 tl	45.00	30.00	15.00
104 tl	43.50	29.00	14.50
156 tl	42.00	28.00	14.00
260 tl	40.50	27.00	13.50
520 tl	39.00	26.00	13.00

WGBI SCRANTON

City of License, Scranton, Pa.
Considered by CBS Radio Network as their Scranton-Wilkes-Barre outlet.
See listing under Scranton, Pa.

WILK 1947

American Entertainment Ntwk

Mort Bassett & Co., Inc.



Subscriber to the NAB Radio Code
Media Code 4 239 9250 2.00
Wyoming Valley Broadcasting Co., 88 N. Franklin St., Wilkes-Barre, Pa. 18701. Phones 717-824-4666, 717-855-1235, 717-454-4241.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Roy E. Morgan.
Business Manager—Emerson H. Itamaga.
Sales Manager—Lee Vincent.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 980 kc.
Non-directional—daytime only.
Directional—nights only.
Operating schedule: 5:30-2 am. EST.
- AGENCY COMMISSION**
15/0 on time only
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21b, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb. & Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70a, 72, 73a.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES

ET—Rec'd 0/6/66.
A—Mon thru Sat 6-9 am & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x
A	13	12	11	10	8
B	13	11	10	9	8

30 seconds—80% of above rates.

7. PACKAGE PLANS

	A		B	
WKLY:	1 min	30 sec	1 min	30 sec
12 tl	10.00	8.00	9.00	7.25
18 tl	9.50	7.50	8.50	6.75
24 tl	9.00	7.25	8.00	6.50
30 tl	8.50	6.75	7.50	6.00
36 tl	8.00	6.50	7.00	5.50

ID—flat combinable. A—6:00; B—5:00.

8. PROGRAM TIME RATES

	25 min	1/4 hr	10 min	5 min
1 x	90	54	42	27

DISCOUNTS

52x—10% 156x—20% 260x—30% (CR)

WNAK 1946

CITY OF LICENSE NANTICOKE

(This is a paid duplicate of the listing appearing under Nanticoke, Pa.)

Media Code 4 239 4500 5.00
Seven-Thirty Broadcasters, Inc., Box 849, Wilkes-Barre, Pa. 18734. Phone 717-822-6108.
Studios: 40 E. Main St., Nanticoke, Pa. 18634.

- PERSONNEL**
Managing Executive—Robert W. Neilson.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb. & Cont. Discounts: 60k, 61a, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 8/1/69—Rec'd 8/5/69.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA		CLASS A	
1 min	17	12	14	13
30 sec	14	12	11	9

	1x	52x	156x	260x	312x
1 min	17	12	14	13	12
30 sec	14	12	11	10	9

DISCOUNTS

1x—10% 52x—15% 156x—20% 260x—30% 312x—35%

7. PACKAGE PLANS

	CLASS AA				
PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	14	13	11	10	9
30 sec	12	10	8	8	7

	CLASS A				
1 min	10	9	8	7	6
30 sec	8	7	6	5	5

(D)

WYZZ (FM) 1946

Media Code 4 239 9300 5.00
Scranton-Wilkes-Barre Fine Music Broadcasting Co., Inc., 156 Prospect St., Wilkes-Barre, Pa. 18702. Phone 717-823-1166.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard G. "Dick" Evans, Sr.
Sec'y-Treas. Sta. & Oper. Mgr.—Mrs. Richard G. Evans, Sr.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
Philadelphia—Selective Broadcast Advertising, Inc.
- FACILITIES**
ERP 100,000 w.; 92.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1065 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only: 25%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b.
Comb. & Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

Rates effective June 1, 1965. (Card No. 7.)
Station received October 6, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 tl	10.00	52 tl	8.00
13 tl	9.50	104 tl	6.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr			
1 tl	60.00	52 tl	48.00	28.80	
13 tl	57.00	34.20	104 tl	36.00	21.60
26 tl	54.00	32.40			

(CR)

WILLIAMSPORT (4 AM; 3 FM)

(including South Williamsport)
Lycoming County—Map Location H-3
See SIDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WLYC 1949

Subscriber to the NAB Radio Code
Media Code 4 239 9350 0.00
Lycoming Broadcasting Co., Box 389, 331 Pine St., Williamsport, Pa. 17701. Phone 717-322-4676.

- PERSONNEL**
President—John T. Kellher.
Gen'l & Com'l Mgr.—Vincent Campana.
Program Director—Anne Davis.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
South—Mario Messina Company.
Philadelphia—Selective Broadcast Advertising, Inc.
- FACILITIES**
1000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLYC-FM.
- AGENCY COMMISSION**
15/0 time only: payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 13g, 14g, 15a.
Basic Rates: 20b, 24b.
Contracts: 40a, 47e.
Comb. & Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70e, 73b.
Prod. Services: 82.
Affiliated with KBS and MBS.

TIME RATES

No. 8 ET 1/1/69—Rec'd 12/9/68.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec		1 min 30 sec	
1 x	7.00	5.50	156 x	5.75
13 x	6.75	5.25	208 x	5.50
26 x	6.50	5.00	260 x	5.25
52 x	6.25	4.75	312 x	5.00
104 x	6.00	4.50	365 x	4.75

7. PACKAGE PLANS

PER WK:	12 tl	18 tl	24 tl
1 min	6.00	5.25	4.50
30 sec	4.25	3.50	3.25

WLYC-FM 1949

Media Code 4 239 9351 8.00
Lycoming Broadcasting Co., Box 389, 331 Pine St., Williamsport, Pa. 17701. Phone 717-322-4676.

- PERSONNEL**
President—John T. Kellher.
Gen'l & Com'l Mgr.—Vincent Campana.
Program Director—Anne Davis.

- REPRESENTATIVES**
Vic Piano Associates, Inc.
South—Mario Messina Company.
Philadelphia—Selective Broadcast Advertising, Inc.
- FACILITIES**
ERP 3,800 w.; 105.1 mc.
Operating schedule: 10 am-10 pm. EST.
Antenna ht.: 1,300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset—10 pm. For simulcast facilities see WLYC.
- AGENCY COMMISSION**
15/0 time only: payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
See WLYC for coded regulations.

TIME RATES

Rates are identical to WLYC. See that listing.

WMPT 1957

SOUTH WILLIAMSPORT

Media Code 4 239 9400 3.00
Will-Mont Broadcasting Co., Box 883, Williamsport, Pa. 17701. Phone 717-323-3608.

- PERSONNEL**
Gen'l & Com'l Mgr.—Galen D. Castlebury, Jr.
Program Director—Dyson F. Crownover.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Penn State Reps.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:00-1:00 am Mon thru Fri; 7:00-1:00 am Sat and 8:00 am-11:00 pm Sun.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 25a, 28c.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 48, 51b.
Comb. & Cont. Discounts: 60a, 60d, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

ET—Rec'd 3/3/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min or less	4.00	3.50	3.00	2.50	2.00

WMPT-FM 1968

SOUTH WILLIAMSPORT

Media Code 4 239 9401 1.00
Will-Mont Broadcasting Co., Box 883, Williamsport, Pa. 17701. Phone 717-323-3608.

- PERSONNEL**
Gen'l & Com'l Mgr.—Galen D. Castlebury, Jr.
Program Director—Dyson F. Crownover.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Penn State Reps.
- FACILITIES**
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,300 ft.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 48, 51b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 25a, 28c.
Comb. & Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

ET—Rec'd 6/27/68.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x
1 min or less	6.00	5.50	4.50	3.50

WRAC WRAC-FM 1929 WILLIAMSPORT 1947

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 239 9450 8.00
Wright Mackay Corp., Box 1067, 1559-1561 W. 4th St., Williamsport, Pa. 17701. Phone 717-322-6118.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. Wright Mackay.
Program Manager—Everett W. Rubendall.
- REPRESENTATIVES**
Meeker Radio, Inc.
South. Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**
1000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EST.
FM FACILITIES
ERP 53,000 w.; 102.7 mc.
Antenna ht.: 1,270 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only: 15th of month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10g, 11g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb. & Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES
Rates effective August 1, 1960.
Rates received July 1, 1960.

6. SPOT ANNOUNCEMENTS

	-1-12 wks.-		-13-25 wks.-	
Per week:	Each	Total	Each	Total
5 times	9.00	45.00	8.50	42.50
10 times	8.00	40.00	7.60	38.00
15 times	7.50	37.50	7.15	35.75
20 times	7.00	35.00	6.65	33.25
30 times	6.50	31.50	6.20	30.60
40 times	6.00	24.00	5.70	228.00

	-26-51 wks.-		-52 wks.-	
5 times	8.00	40.00	7.80	39.00
10 times	7.20	36.00	6.85	34.25
15 times	6.80	32.00	6.45	31.75
20 times	6.30	31.50	6.00	30.00
30 times	5.90	27.00	5.60	27.00
40 times	5.40	21.60	5.15	20.60

30-second announcements—80% of applicable 1-minute rate.
10-second announcements—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	55.00	35.00	17.50	17.50
13 times	51.00	33.00	17.00	17.00
26 times	47.00	31.00	16.50	16.50
52 times	43.00	29.00	16.00	16.00
104 times	40.00	28.00	15.50	15.50
156 times	38.00	27.00	15.00	15.00
260 times	37.00	26.00	14.00	14.00

WWPA 1949

WILLIAMSPORT

Media Code 4 239 9500 0.00
Summit Enterprises, Inc., Box 866, 330 Government Place, Williamsport, Pa. 17701. Phone 717-323-7119.

- PERSONNEL**
Pres. & Gen'l Mgr.—Woodrow W. Ott.
Sta. & Com'l Mgr.—Philip D. Lane.
Office Manager—Cecelia A. Shick.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
- FACILITIES**
1000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00-12:05 am. EST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 12, 13, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 48, 51a, 51c.
Comb. & Cont. Discounts: 60a, 60d, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective August 1, 1960. (Card No. 3.)
Card received June 23, 1960.

6. SPOT ANNOUNCEMENTS

	1 min		1 min	
1 x	8.00	104 x	6.75	6.75
13 x	7.75	156 x	6.25	6.25
26 x	7.50	208 x	5.75	5.75
52 x	7.25	260 x	5.25	5.00

20/30 seconds—80% of applicable 1-minute rate.

7. WEEKLY ANNOUNCEMENT PACKAGE RATES
Announcement packages may not be combined with regular announcements to earn frequency discounts. Retrospective discounts on package rates apply for continuous schedules only.

One minute:	70.00
15 announcements:	97.50
20 announcements:	120.00
30 announcements:	165.00
40 announcements:	200.00

Windber—W W B R—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28b, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47e, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70b, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

ET 1/1/67—Rec'd 12/16/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	7.00	4.20	3.50
5 x	6.85	4.15	3.32
10 x	6.30	4.10	2.96
25 x	5.95	4.05	2.78
50 x	5.40	4.00	2.60
75 x	5.05	3.95	2.42
100 x	4.70	3.90	2.24
250 x	4.35	3.85	2.16
500 x	4.00	3.80	1.98
750 x	3.65	3.45	1.80
1000 x	3.55	3.25	1.62

No combination of spots.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100	60	40	34	25

9. PARTICIPATING PROGRAMS

Polka Party—Mon thru Thurs 25 min, 50.
Hungarian Program—Sun 1/2 hr, 60.
Italian Program—Sun 1/4 hr, 30.
Polka Party—Sun, 3/4 hr, 90.

10. SPECIAL FEATURES

News, 5 min at :30 9.00
Weather, Sports & News Headlines, 3 min at :60 6.75

YORK (3 AM & 7 PM)

York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WNOW

1948

Mg mcgavren-guild
pgw radio, inc.

NAB

A William Rust Station

Media Code 4 239 9500 8.00
WNOW, Inc., Box 1747, Pleasureville Hill, York, Pa. 17405. Phone 717-755-1049.

1. PERSONNEL

President—W. F. Rust, Jr.
General Manager—S. Robert Ackley.
Station Manager—John B. Frankhouser, Jr.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES

ET 4/1/68—Rec'd 3/4/68.

AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
AA	16	15	14	13	12	11
A	13	12	11	10	9	8

(*) 1-5 ti or fixed position. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TWELVE-FIFTY PLAN—BOS

5 ti 6-10 am Mon thru Fri.
5 ti 3-7 pm Mon thru Fri.
4 ti 8 am-7 pm Sat.
4 ti 8 am-7 pm Sun.

18 1-minute spots per week 180

WEEKEND SPECIAL—BOS

9 am-7 pm Sat & Sun only.

24 1-minute spots per weekend 180

8. PROGRAM TIME RATES

	1x	28x	52x	156x	312x
1/2 hr	60	55	52	50	47
1/4 hr	45	40	37	35	33
5 min	24	22	20	18	17

WNOW-FM

1948

A William Rust Station

Media Code 4 239 9501 6.00
WNOW, Inc., Box 1747, Pleasureville Hill, York, Pa. 17405. Phone 717-755-1049.

1. PERSONNEL

President—William F. Rust, Jr.
General Manager—S. Robert Ackley.
Station Manager—John B. Frankhouser, Jr.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

ERP 2,160 w. (horiz.), 2,160 w. (vert.); 105.7 mc.
Operating schedule: 6:00 am-midnight. EST.
Simulcast with WNOW during daylight hours.
Antenna ht.: 717 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

See WNOW listing for coded regulations.

TIME RATES

Rates effective March 1, 1965.

Rates received January 20, 1965.

6. SPOT ANNOUNCEMENTS

PER WK:	ea	tot	ea	tot
6 ti	5.50	33.00	18 ti	4.50 81.00
12 ti	5.00	60.00	24 ti	4.00 96.00

PM includes ea bonus to AM schedule during daylight hours. Rates for PM only 6:00 pm-midnight.
20/30 seconds—75% of applicable 1-minute rate.
Consecutive Week Discount
26 wk. 5% 52 wk. 10%

WORK

1932

NBC Radio Network

NAB

A Steinman Station

Subscriber to the NAB Radio Code
Media Code 4 239 9650 3.00
Associated Broadcasters, Inc., 13 S. Beaver St., York, Pa. 17401. Phone 717-846-8875.

STATION'S PROGRAMMING DESCRIPTION

WORK: Programmed for young adults 18-49 years old.
MUSIC: popular selected from current best selling singles and albums. NEWS: 5 min on hour network, local on half hour, permanent remote line installations at prominent local news points, 5 min news staff plus stringers. SPORTS: 5 min reports in am and pm drivetime. Live major league baseball and football, local live college and high school football and basketball. FARM: commodity and livestock prices in morning drive plus county farm agent. Stock market reports 6:20 pm daily via direct line from stock broker. Telephone talk 5:05-6 pm. M-F. Contact Representative for further details. Rec'd 6/23/69.

1. PERSONNEL

Station Executive—Clair R. McCollough.
Station Manager—George M. Trout.
National Sales Representative—H. Eugene Peters.

2. REPRESENTATIVES

Meeker Radio, Inc.
Steinman Radio Stations: See Rep & S/O pages.

3. FACILITIES

5,000 w. days, 1000 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 5:00-1:00 am. EST.

4. AGENCY COMMISSION

15/0 on station time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47c, 48, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year.
All acceptable accounts subject to same rate.
Affiliated with NBC Radio Network.

TIME RATES

ET 8/1/66—Rec'd 7/18/66.

AA—Mon thru Sat 6:30-10 am.

A—Mon thru Sat 4-7 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	14	13	12	11	10
A	11	10	9	8	7
B	10	9	8	7	6

20/30 seconds—80% of minute rate.
10 seconds—50% of minute rate.

7. PACKAGE PLANS

1-MINUTE BULK RATES
PER YR: 250x 500x 1000x 2000x
AA 12.00 11.00 10.00 9.00
A 9.00 8.00 7.00 6.50
B 8.00 7.00 6.50 6.50

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 ti	55.00	35.00	17.50
18 ti	53.00	33.75	17.00
26 ti	51.00	32.50	16.50
52 ti	49.00	31.25	16.00
104 ti	47.00	30.00	15.50
156 ti	45.00	27.50	15.00
260 ti	40.00	25.00	14.00

To earn discounts, programs must be used within 12-month period.

WSBA

1942

A Susquehanna Station The Eastman Station

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 239 9700 6.00
The Susquehanna Broadcasting Co., Box 910, York, Pa. 17405. Phone 717-764-1155. TWX 717-590-4213.

Harrisburg—Phone 717-233-1155. Lancaster—Phone 717-393-1155.
Other office: 904 Drexel Hills Blvd., New Cumberland, Pa.

1. PERSONNEL

Vice-Pres. Chg. of Radio Div.—Arthur W. Carlson.
Vice-Pres. & Sta. Mgr.—Phillip K. Eberly.
Sales Manager—Jack Herr.

2. REPRESENTATIVES

Robert E. Eastman and Co., Inc.
Canada—Andy McDermott Sales Ltd.
Susquehanna Sta. Sales Office: See Reps & S/O pages.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 910 kc.
Directional—separate patterns day and night.
Operating schedule: EST.

4. AGENCY COMMISSION

15% on station time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60h, 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Eastman Network.

TIME RATES

No. 12 ET 1/1/69—Rec'd 11/27/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun noon-7 pm.
B—All other times except midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS	1 ti	12 ti	18 ti	24 ti
1 min	AA	33.00	30.00	28.00	26.00
30 sec	AA	26.40	24.00	22.40	21.00
10 sec	AA	19.80	18.00	16.80	15.60

PENNSYLVANIA

PER WK:	CLASS A	12 ti	18 ti	24 ti
1 min	AA	29.00	27.00	25.00
30 sec	AA	23.20	21.60	20.00
10 sec	AA	17.40	16.20	15.00

CLASS B

PER WK:	1 min	30 sec	10 sec
1 min	23.00	20.00	19.00
30 sec	18.40	16.00	15.20
10 sec	13.80	12.00	11.40

Spots are combinable.

7. PACKAGE PLANS

BEST BUY PLAN
PER WK, 1 MIN: 30 sec—100% of 1-min.
Plan I, 40 ti (15AA, 15A, 10B) 18
Plan II, 30 ti (12AA, 12A, 6B) 20
Plan III, 15 ti (6AA, 6A, 3B) 23
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNTS
28 wk—4% 52 wk—8%
Apply only to weekly schedules and only up thru smallest weekly schedule run during consecutive week period.

8. PROGRAM TIME RATES

5 min—1-1/2x 1-min.
9. PARTICIPATING PROGRAMS
On the Farm with Herb Stebbins—Mon thru Sat 5:30-5:55 am
1-6 per wk, flat 25 6+ per wk, flat 20
Midnight to Dawn Plan—Midnight-5:30 am, flat 7 (CB)

WSBA-FM

1962

RAB

Media Code 4 239 9701 4.00
The Susquehanna Broadcasting Co., Box 910, R. D. York, Pa. 17405. Phone 717-764-1155. TWX 717-590-4213.
Harrisburg—Phone 717-233-1155. Lancaster—Phone 717-393-1155.

1. PERSONNEL

Vice-President—Phillip K. Eberly.
Acting Station Manager—John J. Concino.

2. REPRESENTATIVES

Roger Coleman, Inc.

3. FACILITIES

ERP 6,500; 103.3 mc.
Operating schedule: 7:00 am-midnight. EST.
Antenna ht.: 470 ft. above average terrain.

4. AGENCY COMMISSION

15% on station time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60h, 60d, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with WSBA-TV.
Rates entitle advertiser to best positions and preempt ROS accounts.

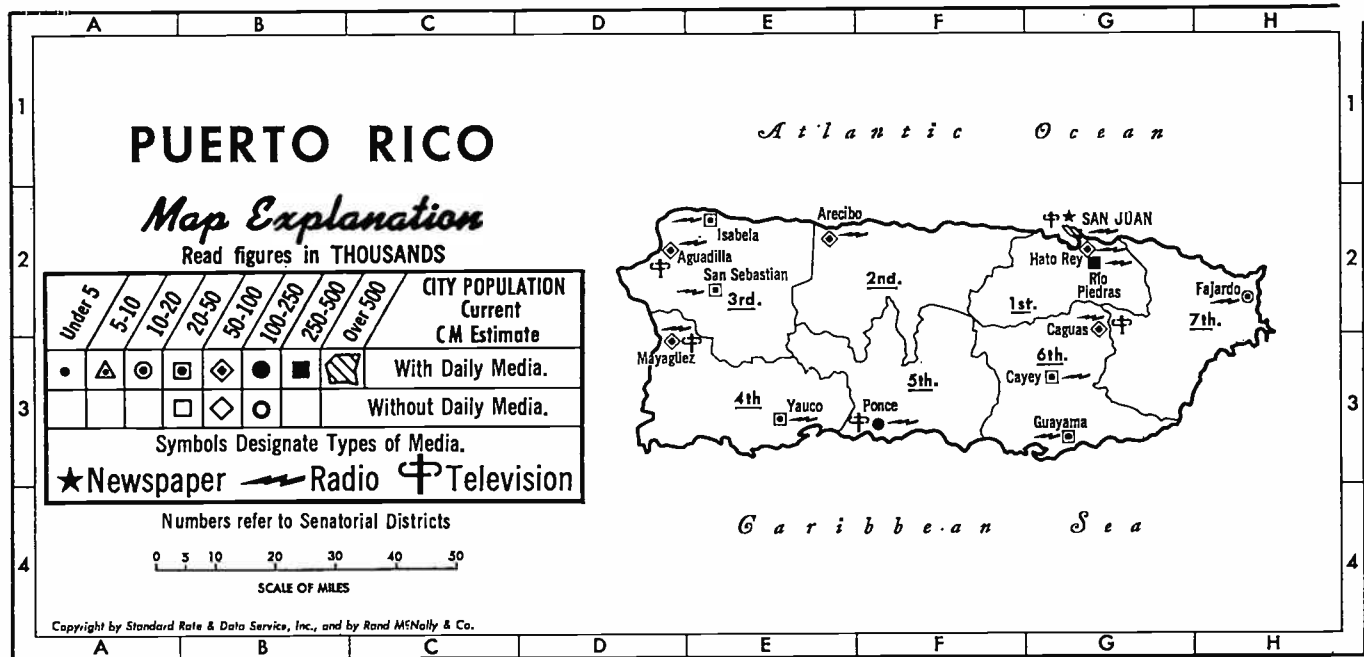
TIME RATES

Rates effective December 1, 1962.

Rates received November 5, 1962.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 ti	12 ti	18 ti	24 ti	30 ti
1 ti	10.00	125 ti	8.00		
15 ti	9.50	250 ti	7.80		



Commonwealth, Municipality Data

The estimates for Puerto Rico were supplied to SRDS by the Economic Development Administration, Commonwealth of Puerto Rico. See "Explanation of SRDS Consumer Market Data" for details.

Municipality	Population 1968 (000)	Households 1968 (000)	Consumer Spendable Income 1968		Total Retail Sales—1968		Retail Sales by Store Type—For the Year 1968							Passenger Cars 1968 (000)
			(\$000)	Per Household (\$)	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mktg. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	
PUERTO RICO	2,735.2	597.76	1,885,000	3,226	650,312	64,662	144,103	203,223	147,798	286,359	96,069	470.00
Mayaguez	92.7	19.07	107,154	5,619	31,396	3,729	3,772	10,823	8,466	28,717	5,572	19.42
Ponce	161.6	33.65	145,951	4,337	44,661	4,524	11,384	19,265	13,136	25,687	6,276	30.18
San Juan Metro Area	792.8	176.12	960,689	5,455	281,482	31,702	92,226	105,676	68,209	204,626	39,388	173.89

PUERTO RICO AGUADILLA (2 AM; 1 FM)

WABA

1951
Media Code 4 240 0250 9.00
Hector Reichard, Box 188, No. 5 Moreno St., Aguadilla, P. R. 00603. Phone 891-1230, 0840, 0840.

- PERSONNEL**
General Manager—Pedro E. Hernandez.
- REPRESENTATIVES**
Inter-American Publications, Inc.
- FACILITIES**
500 w.; 850 kc. Non-directional.
Operating schedule: 5:45 am-11:00 pm Mon thru Sat; 7:00 am-10:00 pm Sun. AST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Programs and announcements may be in Spanish or English.
Length of commercial copy: A maximum of 4-30" spots during each 15 minutes program. Station breaks limited to 15 seconds.
1-minute announcements limited to 100 words or less.
30-second announcements limited to 50 words or less.
15-second announcements limited to 25 words or less.
Time units: 1 hour—55 minutes, 1/2 hour—27 minutes, 1/4 hour—13-1/2 minutes.
FM facilities: WIVA (FM)

TIME RATES

No. 5 ET 9/1/66—Rec'd 9/2/66
A-7 am-7 pm
B-6-7 am & 7 pm-sizn-off.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	15 sec
A	3.00	2.00	1.35
B	2.40	1.50	1.25

STATION BREAKS

Annual contracts only:
10-15 sec..... 300 10-30 sec..... 400

7. PACKAGE PLANS		15 SECONDS			
MONTHLY:		3 tl	6 tl	10 tl	15 tl
Mon-Sat	90	170	265	360
Mon-Sun	100	180	280	390
50 SECONDS		125	235	365	505
Mon-Sat	140	250	380	510
Mon-Sun	150	260	390	520

Non-cancellable. Minimum 3 consecutive months.

8. PROGRAM TIME RATES		1 HOUR			
		1x	52x	104x	312+
A	45	40	35	30
B	30	26	24	22
1/2 HOUR		25	20	18	16
A	18	16	14	12
1/4 HOUR		14	12	10	9
A	12	11	10	9
B	12	11	10	9

WGRF

1958
Media Code 4 240 0500 7.00
Jaicoa Broadcasting Co., Box 766, Mercedes Moreno, Aguadilla, P. R. 00603. Phone 805.

- PERSONNEL**
President—M. A. Cabrera.
General & Commercial Manager—Marcos A. del Valle.
- FACILITIES**
250 w.; 1340 kc.
Operating schedule: 6:00 am-11:00 pm. EST.
- AGENCY COMMISSION**
15%.
- GENERAL RATE POLICY**
TIME RATES
Rates effective February 2, 1959.
Rates received June 22, 1959.
- SPOT ANNOUNCEMENTS** 1 min 30 sec 15 sec
Class A 1.50 1.00 .50
Class B 1.00 .65 .40
- *STATION BREAKS**
Monday to Saturday:
9 per day..... 90.00 17 daily..... 150.00
(* 15 seconds.

8. PROGRAM TIME RATES		11:00 am-2:00 pm.			
Class A	Class B	1 tl	51 tl	101 tl	300 tl
1 hour:	30.00	25.00	22.00	18.00
Class A	20.00	16.00	14.00	11.00
1/4 hour:	16.00	13.50	12.00	10.50
Class B	10.50	9.50	8.50	7.50
1/2 hour:	9.00	8.00	7.00	6.00
Class A	8.00	7.00	6.00	5.00
Class B	8.00	7.00	6.00	5.00

WIVA (FM)

1964
Media Code 4 240 0625 2.00
Hector Reichard, Box 188, Aguadilla, P. R. 00603.
Phones 891-0840, 891-0940.

- PERSONNEL**
General Manager—Pedro E. Hernandez.
- REPRESENTATIVES**
Inter-American Publications, Inc.
- FACILITIES**
ERP 18,000 w (horiz.), 1.450 (vert.); 100.3 mc.
Antenna ht.: 800 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See WABA listing for coded regulations.
Programs and announcements may be in Spanish or English.
AM facilities: WABA.

TIME RATES		No. 3 ET 7/1/66—Rec'd 6/27/66.	
1 min. ea.	30 sec. ea.	1.75	1.00

- 7. PACKAGE PLANS**
MONTHLY (Minimum 13 weeks)

30 SEC:	5 tl	10 tl
Mon thru Fri	100	190
Mon thru Sat	110	210
Mon thru Sun	120	230
1 MIN:	170	330
Mon thru Fri	170	330
Mon thru Sat	190	360
Mon thru Sun	210	390

- 8. PROGRAM TIME RATES**
Each 25 15 10

DISCOUNTS		1 year contract—20%	
3 months contract—10%	6 months contract—15%	1.75	1.00

ARECIBO (3 AM; 2 FM)

1947
Media Code 4 240 0750 8.00
Caribbean Broadcasting Corp., Box 436, 82 Jose de Diego Ave., Arecibo, P. R. 00612. Phone 878-0070.

- PERSONNEL**
President—Juan F. Piza.
General Manager—Nabal Barreto.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1280 kc.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:30 am-10:00 pm Sun. AST.
FM-ERP 50,000 w.; 107.3 mc. Stereo.
Operating schedule: 7:30 am-11:30 pm.
- AGENCY COMMISSION**
15%.
- GENERAL RATE POLICY**
TIME RATES
No. 7 ET 10/1/64—Rec'd 9/10/64.
- SPOT ANNOUNCEMENTS** 15 sec 30 sec 1 min
1-25 tl..... 1.50 2.10 2.55
1-51 tl..... 1.35 1.95 2.40
1-103 tl..... 1.20 1.80 2.25
1-311 tl..... 1.05 1.65 2.10
Over 311..... .90 1.50 1.95

- 7. PACKAGE PLANS**
PACKAGE DEALS (Daily Mon thru Sat)
PER MO:
5 spots..... 112.50 180.00 240.00
10 spots..... 210.00 315.00 465.00
Minimum, 3 months.

8. PROGRAM TIME RATES		1 hr 1/2 hr 1/4 hr			
1 tl	45.00	27.00	15.00	

WMIA

1957
Media Code 4 240 1000 7.00
Abaco Radio Corp., Box 1055, Arecibo, P. R. 00612.
Phone 878-1275, 878-3248, 878-3476.
Other Office: Ponce De Leon, 400 Hato Rey, San Juan, P. R. Phone 766-5000.

- PERSONNEL**
President—Carlos Piralto-Lopez.
Treasurer—Manuel Piralto-Lopez.
General Manager—Epifanio Rodriguez-Velez.

- FACILITIES**
500 w.; 1070 kc.
Operating schedule: 5:30 am-midnight Mon thru Sat; 6:00 am-10:00 pm Sun. AST.

- AGENCY COMMISSION**
15%. No cash discount.

- GENERAL RATE POLICY**
TIME RATES
Rates effective July 1, 1965. (Card No. 2.)
Card received July 26, 1965.

6. SPOT ANNOUNCEMENTS		1 min 15 sec	
1 min	15 sec	2.50	1.25

- 7. PACKAGE PLANS**
(Minimum contract 3 months)

15 SEC:	*MON-	*MON-	*MON-	PER SPOT
5 tl	77.00	61.00	105.00	.70
10 tl	143.00	169.00	195.00	.65
15 tl	198.00	234.00	270.00	.60
30 SEC:	121.00	143.00	165.00	1.10
5 tl	231.00	252.00	273.00	1.05
10 tl	330.00	390.00	450.00	1.00
1 MIN:	185.00	185.00	225.00	1.50
5 tl	319.00	377.00	435.00	1.45
10 tl	462.00	546.00	630.00	1.40

- 8. PROGRAM TIME RATES**
15-seconds packages also for 10-seconds time signals. Packages will be divided proportionately between morning, afternoon and night.
(*) Prices are per month.

8. PROGRAM TIME RATES		312 or more			
1 hr	1 1/2 hr	26 tl	78 tl	156 tl	260 tl
1 hr	40.00	35.00	31.00	28.00
1/2 hr	24.00	21.00	18.50	17.00
1/4 hr	14.00	12.50	11.00	10.00

Selected time for program will be charged 10% extra.

(Arecibo continued on next page)

ISABELA

WISA (FM)

Media Code 4 240 3000 5.00
 Louis A. Mejias, WISA Radio Station, Inc., Box "W", Jobos Rd., Isabela, P. R. Phone 872-2880.

1. PERSONNEL
 Station Manager—Samuel Rodriguez Cintron.
 3. FACILITIES
 ERP 3,400 w.; 101.5 mc.
 Operating schedule: 7:00 am-11:00 pm. AST.
 Antenna ht.: 125 ft. above average terrain.
 4. AGENCY COMMISSION
 15% on time.
 5. GENERAL ADVERTISING See coded regulations
 General: 3a, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 14b.
 Basic Rates: 23a.
 Contracts: 46, 48.
 Comb.; Cont. Discounts: 60a.
 Cancellation: 70a, 70c.

TIME RATES

Rates effective July 1, 1964.
 Rates received October 5, 1964.

6. SPOT ANNOUNCEMENTS
 1 ti..... 1.00
 Spots take the same rate whether they are 15-second duration or 45 seconds.
 8. PROGRAM TIME RATES
 1 hr daily..... \$25.00 mo.

MAYAGUEZ (5 AM; 1 FM)

WAEL

Media Code 4 240 3250 6.00
 WAEL, Inc., Box AE, Mayaguez, P. R. 07708
 Phones 832-4560, 832-0550, 832-0197.

1. PERSONNEL
 General Manager—Manuel Piralto.
 Commercial Manager—Pedro Ojeda.
 Program Manager—Francisco Macias.
 3. FACILITIES
 1,000 w.; 600 kc. Directional.
 Operating schedule: 6:00 am-11:00 pm. AST.
 4. AGENCY COMMISSION
 15/0 time only; monthly.
 5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3b, 4a, 4c, 5, 6b, 7a, 8.
 Rate Protection: 10b, 11c, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 21a, 21b, 21d, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 31.
 Contracts: 40a, 41, 42b, 44a, 45, 46.
 Comb.; Cont. Discounts: 60a, 60b, 60c, 61b.

TIME RATES

No. 4 ET 7/1/64—Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS
 15 sec..... 1.70 1.60 1.50 1.40 1.30 1.20
 30 sec..... 2.40 2.20 2.00 1.90 1.80 1.70
 1 min..... 4.00 3.00 3.75 3.55 3.45 3.35
 7. PACKAGE PLANS
 (Minimum 3 months)
 - 15 SECONDS OR LESS
 5 ti 10 ti 15 ti
 Mon thru Fri..... 115.00 212.50 291.00
 Mon thru Sat..... 132.00 240.00 338.00
 Mon thru Sun..... 160.00 270.00 378.00
 30 SECONDS
 Mon thru Fri..... 185.00 308.00 415.00
 Mon thru Sat..... 195.00 359.00 480.00
 Mon thru Sun..... 225.00 414.00 540.00
 1 MINUTE
 Mon thru Fri..... 234.00 432.00
 Mon thru Sat..... 270.00 504.00
 Mon thru Sun..... 306.00 576.00

8. PROGRAM TIME RATES
 1 hr..... 40.00 38.00 36.00 34.00 32.00 30.00
 1/2 hr..... 24.00 23.00 21.50 20.00 19.00 18.00
 1/4 hr..... 15.00 14.00 13.00 12.00 11.00 10.00
 5 min..... 10.00 9.00 8.00 7.00 6.00 5.00

WKJB

Media Code 4 240 3500 4.00
 Jose A. Bechara, Jr., Box 1293, Mayaguez, P. R. 00709. Phone 832-4585.

1. PERSONNEL
 President—Jose A. Bechara, Jr.
 Manager—Imael Mendez.
 Commercial Manager—Ernesto E. Gemma.
 2. REPRESENTATIVES
 Rafael Fusaro (Promotores Asociados), San Juan, P. R. Phone 725-0070.
 3. FACILITIES
 1,000 w.; 710 kc.
 Operating schedule: 6 am-midnight. AST.
 4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
 5. GENERAL RATE POLICY
 Contracts must be signed, specifying the number of programs or announcements, not to exceed one year, and provide for a minimum of one broadcast every week. Contracts accepted in accordance with NAB Standards of Practice, 1946. Maximum of 300 words during each 15 minute program time. Station breaks limited to 15 seconds. All program units 60 to 90 seconds less than indicated. Programs may be in either English or Spanish.

TIME RATES

No. 6 ET 12/1/65—Rec'd 5/31/66.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 15 sec
 Ea..... 2.00 1.50 1.00
 (This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 26, 28a.
 Contracts: 40a, 41, 46, 47a.
 Cancellation: 72, 73a, 73b.
 Prod. Services: 82.

TIME RATES

No. 11 ET 11/3/65—Rec'd 8/29/66.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 15 sec
 Each..... 2.00 1.25 .85
 7. PACKAGE PLANS
 MON thru SAT
 (13 wk minimum)
 PER MO:
 5 ti..... 195 125 85
 10 ti..... 350 222 150
 8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr
 1 x..... 36 18 9
 DISCOUNTS
 13 wk minimum—25%.

FAJARDO

WMDD

Media Code 4 240 2500 5.00
 Pan Caribbean Broadcasting, Corp., Box 387, 10 Cello Aguilera St., Fajardo, P. R. 00648. Phone 182.

1. PERSONNEL
 President—Richard J. Friedman.
 Gen'l Mgr. & Prog. Dir.—Jose Luis Torregrosa.
 Commercial Manager—Mrs. Laura Jimenez.
 3. FACILITIES
 5,000 w.; 1480 kc.
 Operating schedule: 6:00 am-10:00 pm Mon thru Fri;
 6:00 am-midnight Sat; 8:00 am-10:30 pm Sun. AST.
 4. AGENCY COMMISSION
 15/0 time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 4c, 5, 7a.
 Rate Protection: 15c.
 Basic Rates: 22b, 23a, 24a, 24b, 25a, 26, 29a.
 Contracts: 40a, 48.
 Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
 Cancellation: 71a, 73a.

TIME RATES

ET—Rec'd 4/3/67.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 15 sec
 1 x..... 6.00 4.00 3.00
 7. PACKAGE PLANS
 MONTHLY PACKAGES
 (In contracts for 3 months or more)
 MON THRU SUN:
 PER DAY:
 5 ti..... 565 335 225
 10 ti..... 940 560 375
 15 ti..... 1275 760 500
 MON THRU SAT:
 5 ti..... 490 300 200
 10 ti..... 715 500 325
 15 ti..... 1000 700 450
 MON THRU FRI:
 5 ti..... 415 270 170
 10 ti..... 690 435 280
 15 ti..... 815 585 375
 8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr
 1 ti..... 50.00 27.00 14.50
 13 ti..... 47.50 25.50 13.75
 26 ti..... 45.00 24.25 13.00
 52 ti..... 42.50 23.00 12.50
 104 ti..... 40.00 21.50 11.50
 312 or more ti..... 37.50 20.25 10.75

GUAYAMA

WXRF

Media Code 4 240 2750 6.00
 Guayama Broadcasting Co., Box 615, 42 Hostos St., Guayama, P. R. 00655. Phone 243.

1. PERSONNEL
 President—Rafael Fuster, Jr.
 General Manager—Guersindo Cordero, Jr.
 3. FACILITIES
 1,000 w.; 1590 kc.
 Operating schedule: 6:00 am-10:00 pm Mon thru Thu; 6:00 am-11:00 pm Fri and Sat; 7:00 am-11:00 pm Sun. AST.
 4. AGENCY COMMISSION
 15/0 time only; monthly.
 5. GENERAL RATE POLICY
 Length of commercial copy: Programs
 60 minutes..... 10:00 minutes
 80 minutes..... 5:00 minutes
 15 minutes..... 3:00 minutes
 5 minutes..... 1:30 minutes

TIME RATES

No. 5 ET 9/1/66—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS
 1 min..... 2 30 sec..... 3
 7. PACKAGE PLANS
 1 MINUTE
 PER DAY:
 5 ti 10 ti 15 ti 20 ti
 Mon-Fri..... 295 560 790 990
 Mon-Sat..... 350 660 935 1270
 Mon-Sun..... 405 765 1080 1850
 30 SECONDS
 Mon-Fri..... 195 370 525 680
 Mon-Sat..... 230 440 620 780
 Mon-Sun..... 270 510 720 900
 13 wk minimum
 8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr
 1 hr..... 50.00 47.50 45.00 42.50 40.00 37.50
 1/2 hr..... 30.00 28.50 27.00 25.50 24.00 22.50
 1/4 hr..... 20.00 19.00 18.00 17.00 16.00 15.00

CAGUAS (2 AM)

WNEL

Media Code 4 240 1750 7.00
 Radio Tiempo, Inc., Box 5389, Puerta de Tierra, San Juan, P. R. 00906.

1. PERSONNEL
 President—Segismundo Quinones, Jr.
 Vice-Pres. & Gen'l Mgr.—Tomas Quinones.
 Sales Manager—Francisco Soler.
 2. REPRESENTATIVES
 Caribbean Networks, Inc.
 3. FACILITIES
 5,000 w. days, 500 w. nights; 1430 kc.
 Operating schedule: 24 hours. AST.
 4. AGENCY COMMISSION
 15%: no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3b, 4a, 4c, 8.
 Basic Rates: 22a, 24a, 26, 28b, 29a.
 Contracts: 42a, 45, 46.
 Cancellation: 70c, 71a, 73a.
 Commercial copy limited to 250 words for each 1/4 hour.
 Sold in combination WPRM (FM), San Juan, P. R. When bought in combination, 15% discount.

TIME RATES

No. 2 ET 9/1/68—Rec'd 2/18/69.

6. SPOT ANNOUNCEMENTS
 1 min 30 sec 15 sec
 Ea..... 4.00 3.00 2.50
 7. PACKAGE PLANS
 13 WEEK PACKAGES—MON THRU SAT
 PER DAY:
 1 min..... 228 338 598 780
 30 sec..... 148 221 390 507
 15 sec..... 118 169 299 390
 8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr
 1 x..... 75 50 35
 DISCOUNT
 14x—5% 27x—10% 104x—15%
 10. SPECIAL FEATURES
 NEWS PROGRAMS—MON THRU SAT
 Pre mo
 5 ti (6-8:30 am) 2 ti (5:15-6:15 pm) per day..... 210
 9 ti (6-8:30 am) 4 ti (5:15-6:15 pm) per day..... 338
 30 SEC:
 5 ti (6-8:30 am) 2 ti (5:15-6:15 pm) per day..... 275
 9 ti (6-8:30 am) 4 ti (5:15-6:15 pm) per day..... 440

WVJP

Media Code 4 240 2000 6.00
 Borinquen Broadcasting Co., Box 207, 51 Ruiz Helvia St., Caguas, P. R. 00626. Phone 731-5790.

1. PERSONNEL
 General Manager—Hector Perera.
 Sales Manager—Jorge L. Arzuaga.
 3. FACILITIES
 250 w.; 1110 kc.
 Operating schedule: 5:30 am-11:00 pm weekdays; 7:30 am-10:00 pm Sun. AST.
 4. AGENCY COMMISSION
 15/0 time only; payable when rendered.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 23a.
 Contracts: 40a.
 No discount on cost of spot advertising.

TIME RATES

Rates effective January 1, 1965. (Card No. 5.)
 Card received January 5, 1965.

- Class A—6:00 am-6:00 pm.
 Class B—6:00 pm-sign-off.
 6. SPOT ANNOUNCEMENTS
 CLASS A
 Up to 30-second transmissions..... 1.00
 From 30-second to 1-minute transmissions..... 2.00
 CLASS B
 Up to 30-second transmissions..... .75
 From 30-second to 1-minute transmissions..... 1.00
 8. PROGRAM TIME RATES
 CLASS A
 1 hr 1/2 hr 1/4 hr 5 min.
 1 time..... 40.00 20.00 11.00 5.00
 26 times..... 36.00 18.00 9.90 4.80
 52 times..... 34.00 17.00 9.35 4.25
 104 times..... 32.00 16.00 8.80 4.00
 312 times..... 30.00 15.00 8.25 3.75
 CLASS B
 1 time..... 30.00 15.50 8.00 4.00
 26 times..... 27.00 13.05 7.20 3.60
 52 times..... 25.50 13.20 6.80 3.40
 104 times..... 24.00 12.45 6.40 3.20
 312 times..... 22.50 11.70 6.00 3.00

CAYEY

WLEY

Media Code 4 240 2250 7.00
 Ponce Broadcasting Corp., Box 1186, Cayey, P. R. Phone 738-2276.
 1. PERSONNEL
 General Manager—Charles Cordero.
 Manager—Ramon Alberdi Rodriguez.
 Technical Director—Julius Conesa.
 3. FACILITIES
 250 w.; 1080 kc.
 Operating schedule: Mon thru Fri 5 am-11 pm; Sat 5-1 am & Sun 7 am-11 pm.

Arecibo—Continued

WNIK

1957
 Media Code 4 240 1250 8.00
 Arecibo Radio Corp., Inc., Box 908, 462 De Diego Ave., Arecibo, P. R. 00612. Phone 878-1464, 1366, 1548.

1. PERSONNEL
 General Manager—David Ortiz.
 3. FACILITIES
 1,000 w. days, 250 w. nights; 1230 kc.
 4. AGENCY COMMISSION
 15%: Bills due and payable when rendered.
 5. GENERAL ADVERTISING See coded regulations
 Programs and spots must conform with FCC rules and regulations.
 Length of commercial copy: A maximum of 300 words during each 15 minutes.

TIME RATES

Rates effective February 1, 1966. (Card No. 2.)
 Card received February 18, 1966.

6. SPOT ANNOUNCEMENTS
 1 min or 100 wds..... 2.50 15 sec or 25 wds..... 1.00
 30 sec or 50 wds..... 1.50
 Station breaks—limited to 15 seconds. Rate on request.
 7. PACKAGE PLANS
 MONTHLY PACKAGES
 (Mon thru Sun)
 10 ti..... 475. 245. 190.
 8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 1 ti..... 38.00 19.00 9.50 4.75
 26 ti..... 36.00 18.00 9.00 4.50
 52 ti..... 34.00 17.00 8.50 4.25
 104 ti..... 32.00 16.00 8.00 4.00

WNIK-FM

1965
 Media Code 4 240 1251 6.00
 Arecibo Radio Corp., Inc., Box 908, 462 De Diego Ave., Arecibo, P. R. 00612. Phone 878-1464, 1366, 1548.

1. PERSONNEL
 President—Manuel A. Cabrera.
 Gen'l & Sta. Mgr.—David Ortiz.
 Program Director—A. Santiago.
 3. FACILITIES
 ERP 10,500 w.; 106.5 mc.
 Operating schedule: 7:00 am-10:00 pm Mon thru Sat;
 8:00 am-10:00 pm Sun. AST.
 Antenna ht.: 150 ft. above average terrain.
 4. AGENCY COMMISSION
 15% on time. Bills payable when rendered.
 5. GENERAL ADVERTISING See coded regulations
 Contracts: 40a.

TIME RATES

Rates effective February 1, 1966. (Card No. 2.)
 Card received February 18, 1966.

6. SPOT ANNOUNCEMENTS
 1 min or 100 wds..... 2.50 15 sec or 25 wds..... 1.00
 30 sec or 50 wds..... 1.50
 Station breaks—limited to 15 seconds.
 7. PACKAGE PLANS
 MONTHLY PACKAGES
 (Mon thru Sun)
 10 ti..... 475. 245. 190.
 8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 5 min
 1 ti..... 38.00 19.00 9.50 4.75
 26 ti..... 36.00 18.00 9.00 4.50
 52 ti..... 34.00 17.00 8.50 4.25
 104 ti..... 32.00 16.00 8.00 4.00

BAYAMON

WBYM (FM)

Media Code 4 240 1500 6.00
 Radio Aeropuerto, Inc., Box 1252, Hato Rey, P. R. 00910.
 Offices: 400 Ponce De Leon Ave., Hato Rey, P. R. 00919. Phones 765-0135; 766-5000.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Carlos Piralto-Lopez.
 3. FACILITIES
 ERP 30,000 w.; 94.7 mc.
 4. AGENCY COMMISSION
 15%: no cash discount.
 5. GENERAL RATE POLICY
 TIME RATES
 Rates effective January 1, 1966. (Card No. 3.)
 Card received January 4, 1966.

6. SPOT ANNOUNCEMENTS
 1 min..... 2.50 15 sec..... 1.25
 30 sec..... 1.75
 7. PACKAGE PLANS
 Minimum contract 3 months.
 15 SECOND PACKAGES
 (Also for 10 second "Time Signal")
 *Mon *Mon *Mon
 thru thru thru
 Fri Sat Sun Per Per
 5 ti..... 77.00 81.00 105.00 3.50 .70
 10 ti..... 143.00 169.00 195.00 6.50 .65
 15 ti..... 188.00 234.00 270.00 9.00 .60
 30 SECOND PACKAGES
 5 ti..... 121.00 143.00 165.00 5.50 1.10
 10 ti..... 231.00 252.00 278.00 10.30 1.05
 15 ti..... 330.00 390.00 450.00 15.00 1.00

PUERTO RICO

Mayaguez—W K J B—Continued

7. PACKAGE PLANS

PER MO:	1 min 30 sec 15 sec
5 ti Mon thru Sun	260 175
5 ti Mon thru Fri	190 140
10 ti Mon thru Sun	475 325 200
10 ti Mon thru Fri	370 285 160
15 ti Mon thru Sun	450 285
15 ti Mon thru Fri	370 230

8. PROGRAM TIME RATES

1 hr	38.00	34.00	32.00	25.00
1/2 hr	19.00	17.00	16.00	14.00
1/4 hr	9.50	8.50	8.00	6.50

All contracts retain previous rates until expiration date.

W K J B-FM

Media Code 4 240 3501 2.00
1962
Jose A. Bechara, Jr., Box 1293, Mayaguez, P. R. 00708. Phone 832-4585.

- PERSONNEL**
President—Jose A. Bechara, Jr.
Sia. & Com'l Mgr.—Esteban Rosado Baex.
- REPRESENTATIVES**
Rafael Fusaro (Promotores Asociados), San Juan, P. R. Phone 725-0070.
- FACILITIES**
ERP 13,600 (horiz.), 13,600 (vert.); 99.1 mc.
Operating schedule: Mon thru Sun 7:00 am-11:00 pm.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; bills payable when rendered.
- GENERAL RATE POLICY**
Contracts must be signed specifying the number of programs or spots, not to exceed 1 year, and provide for a minimum of 1 broadcast every week.
Contracts accepted in accordance with NAB Standard of Practice, 1948.
Maximum of 300 words during each 15 minute program time slot. Limited to 15 seconds. All program units 60 to 90 seconds less than indicated. Program may be in either English or Spanish.

NATIONAL AND LOCAL RATES SAME
No. 1 ER 12/1/65—Rec'd 5/81/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	1.75 1.00 .75
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7. PACKAGE PLANS

PER MO:	1 min 30 sec 15 sec
5 ti Mon thru Sun	190 110
5 ti Mon thru Fri	140 90
10 ti Mon thru Sun	360 200 120
10 ti Mon thru Fri	275 150 100
15 ti Mon thru Sun	295 175
15 ti Mon thru Fri	225 140

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	20	12	7
52 x	18	10	6
104 x	15	8	5

WORA

Media Code 4 240 3750 5.00
1947
Radio Americas Corp., Box 43, Darlington Bldg., Mayaguez, P. R. 00708. Phone 809-832-1150. Cable address "Raco."

- PERSONNEL**
General Manager—Glenn A. Tryon.
Resident Manager—Reinaldo Rodriguez.
Program Director—Reinaldo Rodriguez.
- REPRESENTATIVES**
Island Network, Suite 1513, First Federal Bldg., Box 9986, Santurce, P. R. 00908. Phone 809-724-7575.
- FACILITIES**
5,000 w.; 760 kc.
Operating schedule: 5-12:15 am. AST.
- AGENCY COMMISSION**
15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 25c, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Programs and announcements made in either Spanish or English.
Affiliated with WORA-FM, WORA-TV Mayaguez, P. R.

NATIONAL AND LOCAL RATES SAME
No. 10 ER 9/1/65—Rec'd 11/28/66.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	4.00 3.00 2.25 3.50 2.25 2.00
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7. PACKAGE PLANS

PER MO:	1 min 30 sec 15 sec
5 ti Mon thru Sun	370 285 160
10 ti Mon thru Sun	720 500 300
15 ti Mon thru Sun	820 600 350

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	50	30	20
52 x	45	25	18
104 x	40	22	16
312+	38	20	14

WORA-FM

Media Code 4 240 3751 3.00
1957
Radio America Corp., Box 43, Darlington Bldg., Mayaguez, P. R. 00708. Phone 809-832-1150. Cable address "Raco."

- PERSONNEL**
General Manager—Glenn A. Tryon.
Resident Manager—Reinaldo Rodriguez.
Chief Engineer—Rector Nicolau.
- FACILITIES**
ERP 5,600 w.; 97.5 mc.
Operating schedule: Mon thru Sat 6 am-midnight & Sun 7 am-midnight. AST.
Antenna ht.: 8,000 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 23b, 24a, 25c, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42b, 42d 44b 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

Hold only in combination with WKYN-FM San Juan, P. R. See listing under San Juan, P. R.

W P R A

Media Code 4 240 4000 4.00
1957
W.P.R.A., Inc., Box 869, Mayaguez, P. R. 00709.
Studio—13 N. Rio St., Mayaguez, P. R.

- PERSONNEL**
Pres. & Gen'l Mgr.—Andres Camara.
Sales Manager—Mario Acosta.
- FACILITIES**
1,000 w.; 980 kc.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 20a.
Contracts: 46, 48, 49.
Cancellation: 73b.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	3.00 2.00 1.50
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7. PACKAGE PLANS

PER DAY, EA:	4 ti	6 ti	8 ti	10 ti
1 min	2.00	2.80	2.70	2.80
30 sec	1.80	1.80	1.70	1.80
15 sec	1.40	1.30	1.20	1.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	50.00	27.50	15.00

W T I L

Media Code 4 240 4250 5.00
1950
Mayaguez Radio Corp., Box 1360, Mayaguez, P. R. 00708. Phone 832-1290-1-2.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gilbert Mamery.
Program Director—Rafael Colon Diaz.
Station Manager—Patricio R. Framalitt.
- REPRESENTATIVES**
Pan American Broadcasting Company.
San Juan—Svend A. Schellenberg Associates.
- FACILITIES**
1,000 w.; 1300 kc.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24a.
Contracts: 40a, 48.
Comb.: Cont. Discounts: 60b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Length of commercial copy:
5 minutes..... 1:30 minutes
15 minutes..... 4:00 minutes
30 minutes..... 9:00 minutes
60 minutes..... 18:00 minutes

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	4.15 2.65 1.80
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7. PACKAGE PLANS

PER MO:	1 min 30 sec 15 sec
10 ti	805 570 360 720 500 325
5 ti	510 340 230 450 300 205

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	59.00	32.00	17.00
26 x	57.00	30.00	16.00
52 x	54.00	28.00	15.25
104-312 x	52.00	27.00	14.75

PONCE (4 AM)

W I S O

Media Code 4 240 4500 3.00
1953
South Puerto Rico Broadcasting Corp., Box 2023, Torres Bldg., Roosevelt and Torres Sts., Ponce, P. R. 00731. Phone 842-1257, 4124.

- PERSONNEL**
General Manager—Luis E. Freyre.
- REPRESENTATIVES**
Pan American Broadcasting Company.

- FACILITIES**
1,000 w.; 1280 kc.
Operating schedule: 6:00 am-midnight. AST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 26, 28b, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 40b, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 47d, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	4.50 3.25 2.50 1.80
100 ti	4.80 3.10 2.40 1.70
280 or more	4.10 2.95 2.30 1.60

7. PACKAGE PLANS

PER MO:	5 ti	10 ti	15 ti	20 ti
1 min	320	575	780	950
30 sec	220	380	470	560
15 sec	150	250	340	410

8. PROGRAM TIME RATES

1 min	395	660	935	1270
30 sec	250	440	620	780
15 sec	175	285	391	470

9. PROGRAM TIME RATES

1 hr	50.00	47.50	45.00	42.50
1/2 hr	26.00	24.00	23.00	21.00
1/4 hr	15.00	14.00	13.00	12.00

W L E O

Media Code 4 240 4750 4.00
1956
Ponce Broadcasting Corp., Box 38, Playa Ponce, P. R. 00731. Phone 842-3058.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charles Cordero.
Assistant Manager—Felix Irizarry.
Technical Director—Julius H. Conesa.
- FACILITIES**
250 w.; 1170 kc. Non-directional.
Operating schedule: 24 hrs. daily. AST.
- AGENCY COMMISSION**
15% on time only; 2% discount 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24c, 26, 28c.
Contracts: 41, 46, 47a.
Cancellation: 72, 73a.
Prod. Services: 82.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	4.50 2.75 1.85
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7. PACKAGE PLANS

PER MO:	1 min 30 sec 15 sec
5 ti	425 275 175
10 ti	725 450 300

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	60	30	15

W P A B

Media Code 4 240 5000 3.00
1939
Pan American Broadcasting Co., Inc., Box 786, 65 Infantry Ave., Ponce, P. R. 00731. Phone 842-3260.

- PERSONNEL**
Pres. & Gen'l Mgr.—A. Gimenez-Aguayo.
Ass't Mgr./Operations—Alfonso Gimenez, Jr.
Ass't Mgr./Administration—Luis W. Morales.
- REPRESENTATIVES**
San Juan—Svend A. Schellenberg Associates.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 550 kc.
Non-directional.
Operating schedule: 6:00 am-midnight Mon thru Sat; 7:00 am-11:00 pm Sun. AST.
- AGENCY COMMISSION**
15% on net station time charges.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 26, 28c, 31.
Contracts: 40a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Programs and announcements may be made in either Spanish or English.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	6.00 4.00 3.00
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7. PACKAGE PLANS

PER MONTH	3 ti	5 ti	10 ti	3 ti	5 ti	10 ti
1 min	430	880	1170	500	765	1350
30 sec	285	440	780	330	510	900
15 sec	215	350	580	250	380	675

Across the board when available, 1 product only. Contracts for a minimum of 3 consecutive months.

8. PROGRAM TIME RATES

1 hr	1/2 hr	10 min
1 ti	70.00	40.00 15.00
52 ti	60.00	35.00 13.00
104 ti	55.00	30.00 11.00
312 or more ti	45.00	25.00 10.00

W P R P

Media Code 4 240 5250 4.00
1956
The Voice of Puerto Rico, Inc., Box 430, Ponce, Puerto Rico 00731. Phone 842-0166, 841-7001.

- PERSONNEL**
Resident Manager—Miguel A. Borrero.
Sales Manager—Carlos Morales.
Program Director—Jorge L. Rosaly.
- REPRESENTATIVES**
Island Network, Suite 1513, First Federal Bldg. Box 9986, Santurce, P. R. 00908. Phone 809-723-8088.
- FACILITIES**
5,000 w. days, 500 w. nights; 910 kc.
Operating schedule: 5-12:15 am. AST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 25c, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Programs and announcements in Spanish or English.

6. SPOT ANNOUNCEMENTS

1 min/100 words	5.00	4.00
30 sec/50 words	4.00	2.75
15 sec/25 words	3.00	2.25

7. PACKAGE PLANS

PER MO:	1 min 30 sec 15 sec
3 ti	4.61 3.20 2.48 4.56 2.96 2.41
5 ti	4.39 3.07 2.31 4.33 3.01 2.25
10 ti	3.83 2.68 2.10 3.78 2.54 2.05

8. PROGRAM TIME RATES

1 hr	55	50	45	42
1/2 hr	35	30	26	24
1/4 hr	22	20	18	16

9. PROGRAM TIME RATES

1 hr	45	40	35	30
1/2 hr	26	24	22	20
1/4 hr	16	14	12	12

RIO PIEDRAS (2 AM)

W R A I

Media Code 4 240 5325 4.00
1949
Radio Aeropuerto Inc., Box 1262, Hato Rey, P. R. 00919.
Other office—400 Ponce de Leon Ave., Rio Piedras, P. R. 00919. Phone 767-0098; 786-5000.

- PERSONNEL**
Pres. & Gen'l Mgr.—Carlos Piralto Lopez.
Chief Engineer—Espinoza Orta.
- FACILITIES**
250 w.; 1820 kc.
Operating schedule: 6:00-1:00 am. AST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3b, 4a, 5.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 22a, 24b.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a, 73a.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec	4.00 15 sec	2.50
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7. PACKAGE PLANS

PER DAY:	Fri	Sat	Sun	day	spot
4 ti	248.40	201.20	336.00	11.20	2.80
5 ti	302.50	357.50	412.50	13.75	2.75
6 ti	356.40	431.20	488.00	16.20	2.70
7 ti	408.10	482.30	558.50	18.55	2.65
8 ti	457.60	540.80	624.00		

WUNO
1949



RAB

Media Code 4 240 5775 0.00
The San Juan Broadcasting Co., Box Q, WUNO Bldg., Hato Rey, P. R. 00919. Phone 765-4720. Offices—Antigua Carr R. P. a Caguas.

1. PERSONNEL
President—W. M. Carpenter.
General Manager—Mariano Angelet Escudero.
2. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc. Non-directional.
Operating schedule: 20 hrs daily. AST.

4. AGENCY COMMISSION
15% on net time; 2% cash discount 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 28b, 28c, 36, 31.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f. Contracts subject to cancellation on 28 days' prior written notice for programs and for announcements. Contracts may be renewed providing there is no interruption in service on 28 days' written notice for programs and for announcements.

TIME RATES
No. 4 ET 7/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec
Ea 12.50 8.50 4.00

7. PACKAGE PLANS

WEEKEND SATURATION PLAN 30 sec

Sat & Sun 30 spots, ea. 5.00
SPECIAL PACKAGES—MON THRU FRI

400 ti (10 per day) ea. 8.50 6.00
320 ti (8 per day) ea. 8.75 6.25
240 ti (6 per day) ea. 9.00 6.50
180 ti (4 per day) ea. 10.00 6.75
Minimum contract 8 weeks.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr
Ea 135 85 50

1. PERSONNEL

President—James L. Saphier.
Vice-Pres. & Gen'l Mgr.—Robert Lee Bennett.
Commercial Manager—William Johnson.

2. FACILITIES

10,000 w. days, 5,000 w. nights; 1190 kc. Directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION

15% time only; cash discount 2% 10 days. Net 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16. Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 28c, 29b, 30, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Programmed entirely in English.

TIME RATES

No. 3 ET 7/1/60—Rec'd 8/6/60.

A—Mon thru Sat 9 am-7 pm.
B—Mon thru Sat after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec 1 min 30 sec

1 x 18.00 13.10 11.80 8.50 6.80
26 x 14.50 11.80 10.80 8.50 7.80 6.10
52 x 13.10 10.80 9.50 7.80 6.80 5.50
104 x 11.80 9.50 8.50 6.80 6.10 5.00

(* A spots 4-7 pm, extra 10%.)

7. PACKAGE PLANS

ROS

13 wk 26 wk 52 wk 13 wk 26 wk 52 wk

PER WK: 7.80 7.33 6.97 6.18 5.86 5.54
8 ti 7.80 7.24 6.88 6.10 5.78 5.46
12 ti 7.51 7.15 6.79 6.02 5.70 5.38
24 ti 7.43 7.06 6.70 5.94 5.62 5.20
30 ti 7.33 6.97 6.61 5.86 5.54 5.22
36 ti 7.24 6.88 6.52 5.78 5.46 5.14
42 ti 7.15 6.70 6.43 5.70 5.38 5.06
48 ti 7.06 6.70 6.34 5.62 5.30 4.98
54 ti 6.97 6.61 6.25 5.54 5.22 4.90
60 ti 6.88 6.52 6.16 5.46 5.14 4.82
66 ti 6.70 6.43 6.07 5.38 5.06 4.74
72 ti 6.70 6.34 5.98 5.30 4.98 4.66

10. SPECIAL FEATURES

NEWSCASTS

Headlines 12 10 8
15 min 18 15 *12

28 week minimum.
(*) Includes 15 sec open, 30 sec spot, 15 sec close.
(†) Includes 15 sec open, 1 min spot, 15 sec close.
(*) Weekdays only by special arrangement.

7. PACKAGE PLANS

(Monday thru Saturday)

Per month—

1 30 15
min sec sec

5 ti 850. 490. 275.
10 ti 1610. 935. 525.
15 ti 2260. 1260. 750.

(Monday thru Sunday)

5 ti 965. 555. 310.
10 ti 1825. 1050. 590.
15 ti 2540. 1410. 840.

All packages are across the board only.

8. PROGRAM TIME RATES

(5:30 am-11:00 pm)

1 hr 1/2 hr 1/4 hr
1 ti 80.00 50.00 27.00
26 ti 75.00 47.00 25.00
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
103 ti 70.00 44.00 23.00
312 or more ti 65.00 41.00 21.00
60.00 38.00 19.00

WITA WITA-FM
1947 1961

Media Code 4 240 6750 2.00
Electronics Enterprises, Inc., Box 2692, El Imparcial Bldg., San Juan, P. R. 00903, Phone 724-3591.
Address all communications to Treasurer.

1. PERSONNEL

Pres. & Gen'l Mgr.—Iris Mieres De Ayuso.
Treasurer—Guillermo O'Neill.
Director—Jose A. Geigel.

2. REPRESENTATIVES

International Newspaper Representative, Inc., 501 Madison Ave., New York 22, N. Y.

3. FACILITIES

10,000 w.; 1140 kc.
Operating schedule: 24 hours daily. AST.
FM-ERP 10,000 w.; 93.7 mc.
Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION

15% on net station time charges; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Contracts must be signed specifying the number of periods not to exceed one year's duration and provide for a minimum of one transmission weekly.

TIME RATES

No. 5 ET 8/1/68—Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS

1 min 10.00 9.00 8.00 7.00
30 sec 7.50 7.00 6.00 5.50
15 sec 4.00 3.50 3.00 2.75

7. PACKAGE PLANS

SPECIAL PACKAGE DEALS
(Minimum of 13 consecutive weeks)

MON THRU FRI

15 sec 30 sec 1 min
5 ti 297.89 595.38 737.75
10 ti 595.38 1071.68 1327.95

SAT

5 ti 357.23 714.46 910.00
10 ti 714.46 1286.93 1638.00

SUN

5 ti 416.76 833.52 1060.85
10 ti 833.52 1464.34 1909.63

8. PROGRAM TIME RATES

1 x 95.00 55.00 30.00 15.00
52 x 85.00 50.00 27.50 13.00
104 x 75.00 45.00 25.00 11.00
312+ 70.00 40.00 22.50 10.00

10. SPECIAL FEATURES

News program broadcast simultaneously Mon thru Sat from 6:30 am includes WITA-AM, WITA-FM, San Juan, and WRJS, San German, (No frequency discount).

1 min 15 15 sec 15
30 sec 12

SAN JUAN (9 AM; 6 FM)

WAPA
1947



Media Code 4 240 6000 2.00
Hearst Radio, Inc., Box 4563, San Juan, P. R. 00905. Phone 724-3000.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ray Owen.
Program Director—Francisco Aranzamendi, Jr.
Commercial Manager—Carlos Vizcarondo.

2. REPRESENTATIVES

New York—Edward Patry & Co., Inc.

3. FACILITIES

10,000 w.; 680 kc.
Operating schedule: 5:10 am-midnight Mon thru Sat 7:00 am-11:00 pm Sun. AST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8. Rate Protection: 10b, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60g, 61c, 62d. Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.
Maximum length of contract 1 year; minimum 1 broadcast weekly.
1 hour equals 57 minutes; 1/2 hour equals 27 minutes; 1/4 hour equals 13 minutes.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 4/19/68.

6. SPOT ANNOUNCEMENTS

10 sec 30 sec 1 min 10 sec 30 sec 1 min

10 x 5.00 7.35 14.50 5.90 9.05 17.60
20 x 4.75 7.00 13.75 5.65 8.75 17.00
40 x 4.50 6.75 12.00 5.40 8.45 16.40
80 x 4.25 6.50 10.25 5.15 8.15 15.80
160 x 4.00 6.25 11.50 4.90 7.85 15.20
320 x 3.75 6.00 10.75 4.65 7.55 14.60
680 x 3.50 5.75 10.00 4.40 7.25 14.00

8. PROGRAM TIME RATES

5 min 1/4 hr 1/2 hr 1 hr
1 x 25 40 75 125

WBMJ
1968



RAB

Media Code 4 240 6125 7.00
Mid-Ocean Broadcasting Corp., Penthouse, San Juan Darlington Hotel, San Juan, P. R. 00907. Phone 724-1190. TWX RCA 325487.

STATION'S PROGRAM DESCRIPTION

WBMJ: Programmed for mass appeal.
MUSIC: current hits 50%, middle-of-the-road 40%, Spanish 10%. 6 air personalities handle all programs. Emphasis on local activities and personalities. Audience participation through telephone and write in contests. NEWS: 20-30 format, emphasis local 50%, national and international 50%. 2 mobile units, direct overseas cable to U.S. wire service. Rec'd 12/26/68.

TIME RATES

1 min 7.00 15 sec 4.00

6. SPOT ANNOUNCEMENTS

1 min 7.00 15 sec 4.00

WHOA
1954



RAB

Media Code 4 240 6250 3.00

Continental Broadcasting Corp., Box V, 105 Padra de las Casas, Esq. Munoz Rivera, Hato Rey, P. R. 00919. Phone 765-8700.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carmela Mendez.

2. FACILITIES

5,000 w.; 870 kc.
Operating schedule: 10 hours daily. AST.

4. AGENCY COMMISSION

15% on net station time; no cash discount

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 4c.
Rate Protection: 10b, 11b, 12b, 13b, 14b 15b.
Basic Rates: 20b, 21a, 21b, 22a, 29a, 30.
Contracts: 44a, 44b, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61a, 61b, 62d. Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 3/1/67—Rec'd 9/11/67.

6. SPOT ANNOUNCEMENTS

1 min 8.00 7.00 6.00 5.00
30 sec 5.75 5.00 4.25 3.50
15 sec 4.00 3.50 3.00 2.50

WIAC WIAC-FM

1947 1961

Media Code 4 240 6500 1.00

Bestov Broadcasting, Inc. of Puerto Rico, Box 4504, San Juan, P. R. Ponce De Leon Ave., 1281 Santurce, P. R. 00901.

1. PERSONNEL

General Manager—Luis A. Mejia.

3. FACILITIES

10,000 w.; 740 kc.
Operating schedule: 6:00 am-midnight. AST.
FM FACILITIES
ERP 91,600 w.; 102.5 mc.
Antenna ht.: 142 ft. above sea level.
Operating schedule: 7:00 am-11:00 pm daily. AST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60b, 61b, 62e.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

1 min 7.00 15 sec 4.00

6. SPOT ANNOUNCEMENTS

1 min 7.00 15 sec 4.00

WKAQ
1922



Media Code 4 240 7000 1.00
El Mundo Broadcasting Corp., Box 4668, San Juan, P. R. 00936.
Studios: 383 Franklin D. Roosevelt Ave., Hato Rey, P. R. 00918.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—V. Lamas, Jr.
Station Manager—Reinaldo Rovo, Jr.
Sales Manager—Rafael A. Vega.

2. REPRESENTATIVES

Inter-American Publications, Inc.

3. FACILITIES

5,000 w.; 580 kc.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12c, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23a, 26, 27, 30, 31, 33a.
Contracts: 40a, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 61a, 62b.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 81, 82.
Programs and announcements made in Spanish.

TIME RATES

No. 18 ET 3/1/69—Rec'd 3/28/69.

6. SPOT ANNOUNCEMENTS

A—6 am-7 pm.
B—All other times.

1 min 18.00 11.00 8.60 14.10 9.00 6.00

7. PACKAGE PLANS

A—6 am-7 pm.
A & B—8 am-midnight.

15 sec 30 sec

5 ti 10 ti 5 ti 10 ti
Mon thru Sat 950 1780 1215 2280
Mon thru Sun 1105 2070 1415 2660

DAILY: Mon thru Sun
5 ti (3A, 2B) 835 1125 970 1310
10 ti (6A, 4B) 1570 2120 1830 2445

8. PROGRAM TIME RATES

A—6 am-7 pm.
B—All other times.

1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr

1 x 180 100 60 180

PUERTO RICO

San Juan—Continued

WKVM-FM

1985

Media Code 4 240 7251 0.00
American Colonial Broadcasting Corp., Box 4583,
Domenech Ave. 400, Hato Rey, P. R. 00918. Phone
765-0393.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph Perez Perry.
Program Director—Gladys R. de Aponso.

3. FACILITIES

ERP 50,000 w.; 105.7 mc. Stereo.
Operating schedule: 6 am-11 pm. AST.
Antenna ht.: 14 ft. below average terrain.

4. AGENCY COMMISSION

15% time only; 2% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 30, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,
48, 49.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a,
61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff. Rec'd 7/22/88.

6. SPOT ANNOUNCEMENTS
1x 26x 52x 104x 157x 211+
1 min. 3.30 3.25 3.20 3.10 3.00 2.90
30 sec. 2.25 2.15 2.05 1.90 1.80 —
15 sec. 1.50 1.45 1.40 1.30 1.25 —

7. PACKAGE PLANS

MONTHLY PACKAGES
PER WK. EA: 11 ti 16 ti 19 ti 22 ti 31 ti 37 ti 40 ti
1 min 3.20 3.10 3.05 3.00 2.85 2.85 2.80
30 sec 2.10 1.95 1.90 1.85 1.80 1.75 1.70
15 sec 1.40 1.35 1.30 1.25 1.20 1.15 1.10

13-WEEK PACKAGES

15 SECONDS

DAILY:
Mon thru Fri 5 ti 10 ti 15 ti
Mon thru Sat 135 260 380
Mon thru Sun 159 304 445

30 SECONDS

Mon thru Fri 190 368 543
Mon thru Sat 224 434 640
Mon thru Sun 253 491 728

1 MINUTE

Mon thru Fri 303 596 884
Mon thru Sat 360 707 1049
Mon thru Sun 413 810 1206

8. PROGRAM TIME RATES

1x 26x 52x 104+
1 hr. 40 36 33 30
1/2 hr. 24 21 19 17
1/4 hr. 14 13 12 11

10. SPECIAL FEATURES

10-SECOND TIME SIGNAL
8 ti daily, per wk. 84

WKYN (FM)

1981

Media Code 4 240 7501 8.00
Quality Broadcasting Corp. of San Juan, Box 9986,
First Federal Bldg., Santurce, P. R. 00908. Phone
725-4020.

1. PERSONNEL
President—Alfredo Ramirez de Arellano, Jr.
General Manager—Glenn A. Tryon.
Assistant Manager—Robert S. Hambley.

3. FACILITIES

ERP 5,000 w.; 99.9 mc.
Operating schedule: 6 am-midnight. AST.
Antenna ht.:

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 23b, 24a,
25c, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47c, 48,
49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a,
61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff. Rec'd 11/14/88.

Rates quoted below include WORA-FM, Mayaguez,
P.R., which duplicates WKYN (FM).

6. SPOT ANNOUNCEMENTS
30 sec. 2.00
Minimum 7 days per week, 13-week contract.

WPRM (FM)

1959

NAB

Media Code 4 240 7750 1.00

Radio Tiempo, Inc., Box 5389, Puerta de Tierra,
San Juan, P. R. 00908. Phone 724-5335.

1. PERSONNEL

President—Segismundo Quinones, Jr.
Vice-Pres. & Gen'l Mgr.—Thomas Quinones.
Sales & Prom. Mgr.—F. Soler.

2. REPRESENTATIVES

Caribbean Networks, Inc.

3. FACILITIES

ERP 17,500 w.; 98.5 mc.
Operating schedule: 6:30 am-midnight. AST.
Antenna ht.: 120 ft. above average terrain.

4. AGENCY COMMISSION

15%. 2% cash discount. Bills rendered and due
monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40c, 42a, 45, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Status: will not broadcast more than 2 commercials
in any one break; all commercial announcements
will have the same rate, but cannot exceed 30-
seconds.

(* 80 min. 5:00 30 min. 3:00
Sold in combination with WVEL, Cagusa, P. R.
See that listing for discount.

TIME RATES

No. 3 Eff 12/1/88—Rec'd 1/31/89.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 15 sec
1x 2.50 2.00 1.50

7. PACKAGE PLANS

SPECIAL PACKAGES
(Minimum 13 comms wk—Mon thru Sun)

30 SECONDS
PER DAY: 2 ti 3 ti 4 ti 6 ti 8 ti
PER WK: 14 ti 21 ti 28 ti 42 ti 56 ti
Monthly 90 135 180 250 325

8. PROGRAM TIME RATES

1x 1 hr 1/2 hr 1/4 hr
1 40 30 20

10. SPECIAL FEATURES

3-MINUTE NEWS PROGRAMS
6 ti daily, per month 175
12 ti daily, per month 325

TIME SIGNALS

(Even or odd hours at :15 or :45)
15 sec (9 ti per day, 63 ti per wk), per month 150

WQBS

1960

Media Code 4 240 7900 2.00
Quality Broadcasting Corp. of San Juan, Box 9986,
1st Federal Bldg., Santurce, P. R. 00908. Phone
809-725-4020.

1. PERSONNEL

President—Alfredo R. de Arellano, Jr.
General Manager—Glenn A. Tryon.
Program Director—Hector Ortiz.

2. REPRESENTATIVES

Island Network.

3. FACILITIES

1,000 w.; 630 kc. Directional nights.
Operating schedule: 5 am-midnight. AST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a,
33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

No. 1 Eff 2/3/89—Rec'd 8/4/89.

6. SPOT ANNOUNCEMENTS
15 sec 30 sec 1 min
Ea 4 7 12

7. PACKAGE PLANS

SPECIAL PACKAGES
(Rotates proportionately morning, afternoon & evening)

MONDAY THRU FRIDAY
PER DAY: 3 ti 6 ti 9 ti 12 ti
PER WK: 15 ti 30 ti 45 ti 60 ti
15 sec 3.75 3.80 3.40 3.30
30 sec 6.50 6.25 6.00 5.75
1 min 9.75 9.00 8.50 8.25

MONDAY THRU SATURDAY
PER DAY: 3 ti 6 ti 9 ti 12 ti
PER WK: 18 ti 36 ti 54 ti 72 ti
15 sec 3.65 3.45 3.20 3.05
30 sec 6.35 6.15 5.90 5.85
1 min 9.50 8.85 8.30 8.00

MONDAY THRU SUNDAY
PER DAY: 3 ti 6 ti 9 ti 12 ti
PER WK: 21 ti 42 ti 63 ti 84 ti
15 sec 3.50 3.25 3.00 2.75
30 sec 6.20 5.95 5.70 5.40
1 min 9.25 8.70 8.10 7.75

8. PROGRAM TIME RATES

1/4 hr 1/2 hr 1/4 hr
Ea 50 85 140

WRSJ

1947

Media Code 4 240 8000 0.00
Radio San Juan, Inc. Box 5627, San Juan, P. R.
Studio: No. 3 Flamboyán St. Garden Hills, Guay-
nabo, P. R. 00905. Phone 782-6388.

1. PERSONNEL

General Manager—Nelson R. Varela.

3. FACILITIES

5,000 w. days, 250 w. nights; 1560 kc.
Non-directional.
Operating schedule: 5:30-1:00 am Mon thru Fri;
5:30-2:00 am Sat; 7:00-1:00 am Sun. AST.

4. AGENCY COMMISSION

15%; 2% cash discount if paid within 14 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 7a, 8.
Rate Protection: 10b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a,
25a, 28b, 28c.
Contracts: 40b, 41, 42a, 42c, 43, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60f, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Spanish language only.

Rate protection guaranteed for duration of contract if
so stated on contract and agreed upon by station and
advertiser under their respective signatures.
All spots are limited to a maximum of 30 seconds.
In order to maintain a maximum of 120 seconds of
spot commercial copy on the station breaks, 60-second
spots will be accepted at double rate and 1 of the
30-second spots will be eliminated.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 3/1/89—Rec'd 8/1/89.
AA—Sign-on-8 pm.
A—8 pm sign-off.

6. SPOT ANNOUNCEMENTS
15 sec 30 sec 1 min
AA 4.75 6.50 11.00
A 3.85 5.00 8.50

7. PACKAGE PLANS

13 WEEK PACKAGE
(Mon thru Fri—AA)
PER WK: 10 ti 15 ti 20 ti 30 ti
15 sec 3.50 3.25 3.00 2.75
30 sec 4.80 4.65 4.30 3.85
1 min 8.25 8.00 7.25 6.50

SPECIAL COMBINATION AA & A PACKAGE
PER WK, EA: 30 sec 1 min
60 ti (50AA, 30A) 2.68 4.75
100 ti (50AA, 50A) 2.43 4.25
13 week contract.

SPECIAL WEEKEND SATURATION
30 ti (15 on Sat, 15 on Sun) 5.00 7.00

SAN SEBASTIAN

WFBA

1965

Media Code 4 240 8100 8.00
Pepino Broadcasters, Inc., Box CC, San Sebastian,
P. R. 00755. Phone 898-1005, 1024.

1. PERSONNEL

Pres. & Gen'l Mgr.—Felix Bonnet-Velez.
Vice-President—Julio E. Almeida.

3. FACILITIES

800 w.; 1480 kc. Non-directional.
Operating schedule: 5:30 am-11:05 pm. AST.

4. AGENCY COMMISSION

15% time only; payable 60 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24a, 25c,
27, 28b, 29b, 30, 31, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48,
49, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a,
62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 3 Eff 8/16/88—Rec'd 10/17/88.

6. SPOT ANNOUNCEMENTS
1 min 2.50 15 sec 1.00
30 sec 1.50

7. PACKAGE PLANS

15 SECONDS
PER MO: 5 ti 10 ti 15 ti
Mon thru Fri 100 180 250
Mon thru Sat 120 210 295
Mon thru Sun 135 245 340

30 SECONDS
Mon thru Fri 150 280 370
Mon thru Sat 180 305 435
Mon thru Sun 205 360 500

1 MINUTE
Mon thru Fri 250 440 630
Mon thru Sat 295 520 745
Mon thru Sun 340 600 860

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr
1 40 20 10
53+ 30 15 8

YAUCO

WKFE

1961

Media Code 4 240 8250 1.00
Radio Emisora WKFE, Box 324, Yuaco, P. R. 00768.
Phone 856-1320.

1. PERSONNEL

Pres. & Gen'l Mgr.—Charles Cordero.
Station Manager—Julio Victor Ramirez.
Technical Director—Julius H. Coresca.

3. FACILITIES

250 w.; 1550 kc. Non-directional.
Operating schedule: 24 hours. AST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24c.
Contracts: 40a, 41, 45, 47c, 48.
Cancellation: 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

No. 3 Eff 4/30/86—Rec'd 8/20/86.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 15 sec
each 1.75 1.15 .75

7. PACKAGE PLANS

MON THRU SAT
(13 week minimum)
PER MO: 1 min 30 sec 15 sec
5 ti 175 125 85
10 ti 300 225 150

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr
1x 34.00 17.00 8.50

DISCOUNTS

13 wk minimum—25%.

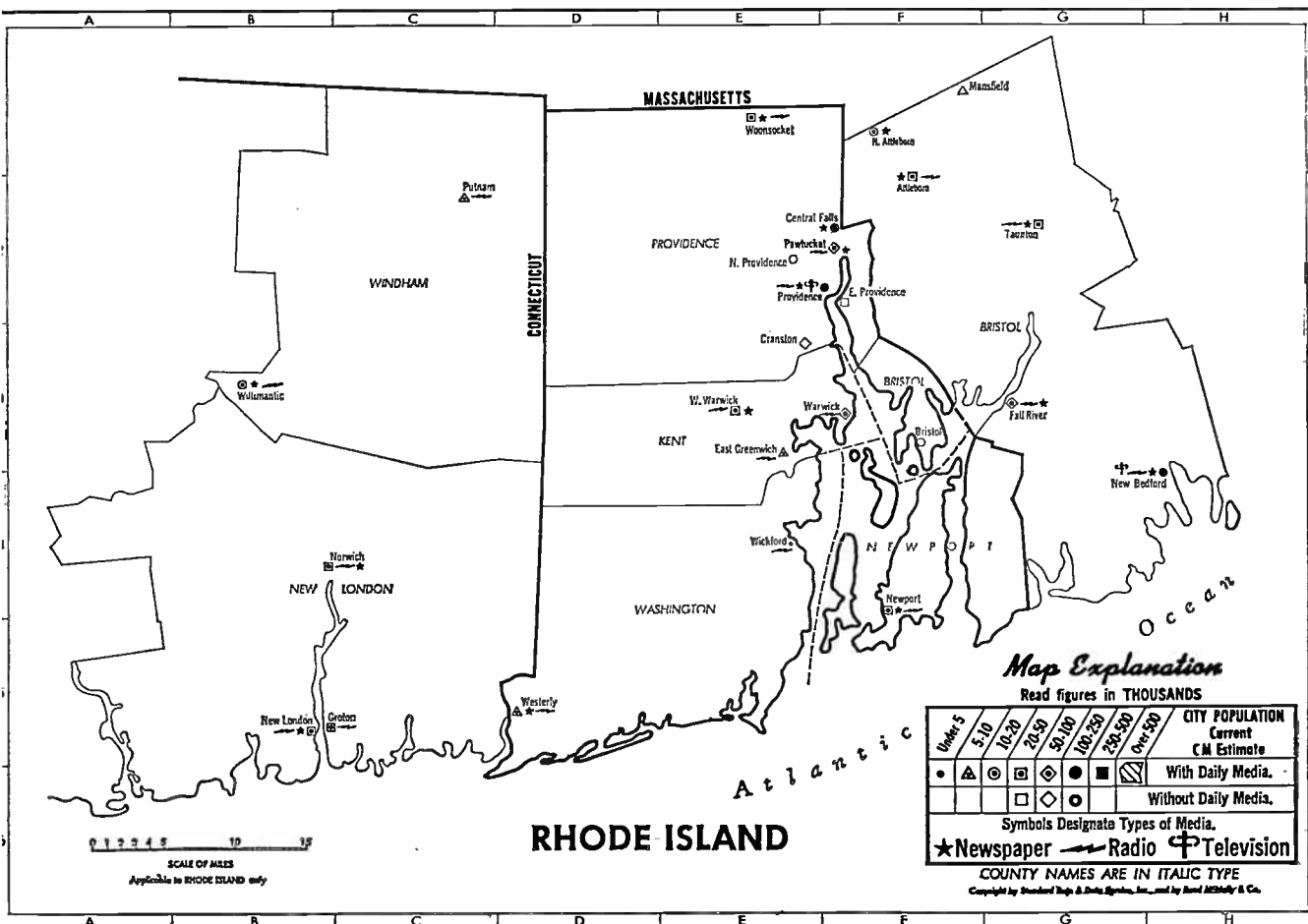
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	23,700	Providence-Pawtucket-Warwick (County Basis)...	18,700
METRO AREAS		Total Metros (S.M.S.A.)	18,300
Providence-Pawtucket-Warwick (S.M.S.A.)	18,300	Total Metros (County Basis)...	18,700



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Central Falls—Providence East Providence—Providence Newport—Newport Pawtucket—Providence Providence—Providence Warwick—Kent West Warwick Town—Kent Woonsocket—Providence
 Cranston—Providence

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1968					Retail Sales—1968								Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)						
	Population 1/1/69 (000)	Households 1/1/69 (000)	Per Household (\$)	% Distribution of Families					Total Retail Sales Per Household (\$)	By Selected Store Types												
				3000	5000	8000	10000	15000		Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)						
RHODE ISLAND STATE TOTALS	920.5	282.24	2,847,632	10,089	16.3	20.0	18.0	24.8	17.8	1,523,642	5,398	347,326	62,786	251,156	106,589	76,451	274,402	95,466	395.10	3.3	22,379	
BRISTOL G-3†.....	45.1	13.35	132,334	9,913	16.5	21.1	20.9	21.3	16.8	64,970	4,867	19,902	2,937	1,470	4,626	2,983	13,825	4,932	20.03	.2	1,262	
KENT E-3.....	139.3	41.11	396,725	9,650	14.7	21.3	19.9	24.9	17.5	242,899	5,909	61,782	8,832	44,483	9,182	10,730	46,744	15,482	65.48	.2	1,663	
Warwick.....	83.6	24.45	270,796	11,076	154,177	6,306	39,898	5,052	39,251	3,723	4,309	31,502	9,800	
West Warwick Town.....	22.8	7.04	78,212	11,110	52,238	7,420	12,431	1,992	7,035	4,045	2,943	5,872	3,277	
NEWPORT F-4†.....	83.4	21.33	277,005	12,987	13.2	5.2	16.2	33.4	26.4	109,835	5,149	25,639	5,372	13,031	6,320	4,850	16,677	7,799	31.21	.9	5,149	
Newport.....	36.1	8.05	182,319	22,648	53,889	6,694	10,977	2,536	2,902	6,008	3,944	4,870	2,547	
PROVIDENCE E-2†.....	574.0	184.59	1,858,644	10,069	16.5	18.5	18.3	25.6	18.3	998,306	5,408	212,537	41,020	184,872	82,018	53,815	176,116	58,782	247.14	1.2	8,087	
Central Falls.....	18.1	6.19	55,793	9,013	14,118	2,281	4,492	1,147	224	148	1,488	434	1,710	
Cranston.....	75.4	21.86	226,412	10,357	110,117	5,037	29,518	7,553	1,375	11,062	8,456	13,818	8,985	
East Providence.....	46.7	14.29	137,443	9,618	100,452	7,030	22,918	4,660	10,282	1,678	2,725	33,257	5,571	
Pawtucket.....	77.6	26.12	270,955	10,373	161,533	6,184	29,997	6,874	30,287	15,484	7,733	30,441	8,496	
Providence.....	183.2	61.67	715,531	11,603	415,405	6,736	71,346	14,029	99,240	46,649	24,248	73,671	17,979	
Providence-Pawtucket-Warwick Metro Area (Official S.M.S.A.).....	878.8	266.95	2,689,521	10,075	1,489,613	5,580	353,933	57,784	250,070	104,510	73,255	266,252	90,038	286.94
Providence-Pawtucket-Warwick Metro Area (county basis).....	758.4	239.05	2,387,703	9,988	16.1	19.5	18.7	25.1	18.0	1,306,175	5,464	294,221	52,789	230,825	95,826	67,528	236,685	79,196	332.65
Woonsocket.....	46.7	15.61	138,592	8,878	79,227	5,075	20,799	2,514	10,805	6,751	5,535	13,807	5,036	
WASHINGTON D-5†.....	78.7	21.86	182,924	8,368	22.2	38.0	11.4	13.5	7.7	107,632	4,924	27,466	4,625	7,300	4,443	4,073	21,040	8,471	31.24	.8	6,218	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

RHODE ISLAND

RHODE ISLAND

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

NEWPORT

Newport County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WADK

Media Code 4 241 0500 5.00
KZY Stations, Box 807, Newport, R. I. 02840. Phone 401-846-1540.

1. PERSONNEL

President—Arnold S. Lerner.
Manager—Charles K. (Buddy) Bentz.

2. REPRESENTATIVES

Via Piano Associates, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES

1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

ET 3/1/68—Rec'd 2/16/68.

SPOT ANNOUNCEMENTS

1x 25x 52x 104x 156x 260x 312x
1 min 9.00 8.75 8.50 8.25 8.00 7.50 7.00
30 sec 9.00 of 1-min. 10 sec: 50% of 1-min.

PACKAGE PLANS

PER WK: 10 ti 15 ti 20 ti 30 ti 40 ti
1 min 8.00 8.00 7.75 7.50 7.00 6.50
30 sec 8.50 6.25 6.00 5.50 5.00

PROGRAM TIME RATES

1 hr 26x 52x 104x 156x 260x 312x
5 min 17.00 16.25 15.50 14.75 14.00 13.00 12.00

PAWTUCKET

Providence County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

See Providence-Pawtucket

(including Warwick-East Greenwich; West Warwick)

PROVIDENCE-PAWTUCKET

(10 AM; 4 FM)
(including Warwick-East Greenwich; West Warwick)

Kent County—Map Location E-3
Providence County—Map Location E-2

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WARV

1959
WARWICK-EAST GREENWICH

American Contemporary Ntwk

Media Code 4 241 0700 1.00
Cranston-Warwick Radio, Inc., 19 Luther Ave., Warwick, R. I. 02886. Phone 401-737-0700.

STATION'S PROGRAMMING DESCRIPTION

WARV: Programmed for young adults.
MUSIC 80%; featuring current hits including hard rock, pop rock, folk, rhythm and blues, country and western, and general popular music. Programmed from play-list of 68 selections updated weekly. Features 4 triple plays plus 2 current album selections every hour. NEWS 15%; network at :55 immediately followed on hour by 3 min local, regional news, sports results and weather. Features 5%; programmed in 2 or 3 min segments, includes political, art and drama, sports, community activities, women's interest.

COMMERCIAL POLICY: maximum 14 commercial minutes per hour. Placement only in news, following news, following triple play, following album selections. Contact Representative for further details. Rec'd 10/7/68.

1. PERSONNEL

President—James G. Smith, Jr.
Executive Vice-President—William S. Cook.
General Manager—Louis J. Rocks.

2. REPRESENTATIVES

Burn-Smith Company, Inc.
Boston—Harold H. Segal & Company.
Philadelphia—Dome-Messervy Co., Inc.

3. FACILITIES

1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset Mon thru Sat; 7 am-local sunset Sun. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Contemporary Network.

TIME RATES

ET 10/7/68.

6. SPOT ANNOUNCEMENTS

1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 15.00 14.00 13.00 12.00 11.00 10.00 9.00
30 sec 10.00 9.50 9.00 8.50 8.00 7.50 7.00
15 sec, flat. _____ 5.00

FIXED POSITION

(in an hour)
1 min 11.00 30 sec _____ 8.00

7. PACKAGE PLANS

MONTHLY SATURATION PLANS—BOS
60x 120x
1 min 480 840 30 sec _____ 860 800

CONTRACT DISCOUNTS

28 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min 3 min
1 x 150.00 90.00 60.00 45.00 30.00 20.00
26 x 142.50 85.50 67.00 42.75 28.50 19.00
52 x 135.00 81.00 54.00 40.50 27.00 18.00
156 x _____ 31.00 38.25 25.50 17.00
312 x _____ 48.00 38.00 24.00 16.00

CONTRACT DISCOUNTS

13 wk—5% 26 wk—10% 52 wk—20%

WBRU (FM)

1966
PROVIDENCE

American FM Network

GERT BUNCHEZ & ASSOCIATES

Subscriber to the NAB Radio Code
Media Code 4 241 1009 5.00
Brown Broadcasting Services, Inc., Brown University, Providence, R. I. 02912. Phone 401-863-2892.

1. PERSONNEL

General Manager—James D. Schantz.
Program Director—Vito A. Perillo.
Sales Manager—Samuel J. Merrell.

2. REPRESENTATIVES

Gert Bunchez and Associates.

3. FACILITIES

ERP 20,000 w.; 95.5 mc. Stereo.
Operating schedule: 7-2 am. EST.
Antenna ht.: 112 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 24a, 24c, 28b, 28c.
Contracts: 40c, 41, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 72, 73b.

TIME RATES

ET 9/1/68—Rec'd 8/4/68.

AA—Mon thru Sun 6 pm-midnight.
A—Mon thru Sat 7-9 am; Mon thru Sun 2-6 pm.
B—Mon thru Sun 9 am-2 pm & midnight-2 am.

6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
AA _____ 4.00 3.75 3.50 3.25 3.00
A _____ 3.00 2.75 2.50 _____
B _____ 2.00 _____
30 sec: 75% of 1-min.

LONG TERM DISCOUNT

(on contracts in excess of 100.00 per month)
4 wk—10% 13 wk—20% 28 wk—30%

10. SPECIAL FEATURES

Network News: AA rates apply.
10-sec time checks: 60% of applicable rate.

FOOTBALL, 9 GAMES:

Season, 10-min pre-game show _____ 250
Season, full game _____ 1000
Season, 1/2 _____ 600
Season, 1/4 _____ 350

SOCCER, 13 GAMES:

Season, full game _____ 1250
Season, 1/2 _____ 750

HOCKEY, 24 GAMES:

Season, 10-min pre-game show _____ 500
Season, full game _____ 3500
Season, 1 period _____ 1500

WEAN

1922
PROVIDENCE

CBS Radio Network

Subscriber to the NAB Radio Code
Media Code 4 241 2000 4.00
Providence Journal Co., Journal Bldg., 75 Fountain St., Providence, R. I. 02902. Phone 401-531-0600.

STATION'S PROGRAMMING DESCRIPTION

WEAN: Programmed for adults and young adults.
MUSIC: middle-of-the-road including adult appeal current hits. AIR PERSONALITIES: 5-10 am, 10 am-1 pm, 2-6 pm, M-F, Sat 5-9 am. Local telephone call-in Sat 11:35 am-noon. NEWS: network news on hour followed by local news. News on hour and half hour during drive times. News, weather, sports, information block 6:35 pm M-F. Local and network interview, discussion, public affairs 10:15-11 pm M-F. 4 man local news staff, mobile unit. SPORTS: major league baseball, NBA basketball, NFL football, high school basketball playoffs, network sports specials. RELIGIOUS: programming 3-1/2 hours, Sun morning. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 4/2/69.

1. PERSONNEL

General Manager—H. William Koster.
Commercial Manager—William F. Hewitt.

2. REPRESENTATIVES

Henry I. Christal Co., Inc.
Boston—Kettell-Carter, Inc.

3. FACILITIES

5,000 w.; 790 kc.
Directional—separate patterns day and night.

Operating schedule: 4:30-1 am. EST.
Partial simulcast operation. Simulcast 5-10 am and 11 pm-1 am. For non-simulcast facilities see WPJB (FM).

4. AGENCY COMMISSION

15/0 net time; payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.
FM facilities: WPJB (FM).
Affiliated with CBS Radio Network.
In combination with WPJB (FM). See that listing for rates.

TIME RATES

No. 23 ET 8/1/68—Rec'd 7/2/68.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Sat & Sun 6 am-7 pm.
B—Daily 7-11 pm; Mon thru Fri 10 am-3 pm.
C—Daily 11 pm-8 am.

7. PACKAGE PLANS

CLASS AAA
1 MINUTE

PER WK: 5 ti 10 ti 15 ti 20 ti
1 x _____ 30 28 26 24 22
100 x _____ 29 27 25 23 21
300 x _____ 28 26 24 22 20
500+ _____ 27 25 23 21 19

30/20 SECONDS

1 x _____ 24 22 20 18 17
100 x _____ 23 21 19 17 16
300 x _____ 22 20 18 16 15
500+ _____ 21 19 17 15 14

CLASS AA

1 MINUTE

1 x _____ 24 23 21 20
100 x _____ 25 23 22 20 19
300 x _____ 24 22 21 19 18
500+ _____ 23 21 20 18 17

30/20 SECONDS

1 x _____ 21 19 18 16 15
100 x _____ 20 18 17 15 14
300 x _____ 19 17 16 14 13
500+ _____ 18 16 15 13 12

50/50 PLAN

An advertiser may elect to divide his schedule of spots equally between AAA and AA times. In this election the AA rate will prevail provided the advertising is for a single product; the spots are of the same length; and the AAA and AA schedules are running concurrently.

CLASS A

1 MINUTE

1 x _____ 21 19 18 17 16
100 x _____ 19 17 16 15 14
300 x _____ 18 16 15 14 13
500+ _____ 17 15 14 13 12

30/20 SECONDS

1 x _____ 17 15 14 13 12
100 x _____ 16 14 13 12 11
300 x _____ 15 13 12 11 10
500+ _____ 14 12 11 10 9

CLASS B

1 MINUTE

1 x _____ 18 16 14 13 12
100 x _____ 17 15 13 12 11
300 x _____ 16 14 12 11 10
500+ _____ 15 13 11 10 9

30/20 SECONDS

1 x _____ 15 14 13 12 11
100 x _____ 14 13 12 11 10
300 x _____ 13 12 11 10 9
500+ _____ 12 11 10 9 8

CLASS C

1 MINUTE

PER WK: 1x 100x 300x 500+
1 ti _____ 9 8 7 6
5 ti _____ 8 7 6 5
10+ _____ 6 5 4 3

30/20 SECONDS

1 ti _____ 8 7 6 5 4
5 ti _____ 7 6 5 4 3
10+ _____ 6 5 4 3

10 SECONDS

AAA _____ 15 14 13 12
AA _____ 13 12 11 10
A _____ 11 10 9 8
B _____ 9 8 7 6
C _____ 8 5 4 3

May combine only with themselves for frequency; not subject to, nor included in calculating weekly frequency.

MULTI-AUDIENCE PLANS

(Within 7-day period daily 6 am-midnight)

PER WK, EA: 5 ti 10 ti 20 ti 30 ti 40+
1 min _____ 15 14 13 12 11
30/20 sec _____ 12 11 10 9 8

8. PROGRAM TIME RATES

1 hr 52x 104x 156x 260+
1 hr _____ 120 115 105 100 90
1/2 hr _____ 72 69 63 60 54
1/4 hr _____ 48 46 42 40 36
10 min _____ 36 34 32 30 27
5 min _____ 24 23 21 20 18

10. SPECIAL FEATURES

NEWS
CLASS AAA
10 MINUTES

PER WK: 5 ti 52x 104x 156x 260+
1 ti _____ 53 51 50 49 47
5 ti _____ 50 48 47 45 44
10+ _____ 47 45 44 42 41

5 MINUTES

1 ti _____ 36 35 34 33 32
5 ti _____ 34 33 32 31 30
10+ _____ 32 31 30 29 28

CLASS AA

10 MINUTES

1 ti _____ 47 45 44 42 41
5 ti _____ 44 42 41 39 38
10+ _____ 42 41 39 38 37

5 MINUTES

1 ti _____ 32 31 30 29 28
5 ti _____ 30 29 28 27 26
10+ _____ 29 28 27 26 25

CLASS A

10 MINUTES

1 ti _____ 36 35 34 33 32
5 ti _____ 34 33 32 31 30
10+ _____ 32 31 30 29 28

PER WK: 5 MINUTES

1 ti _____ 32 31 30 29 28
5 ti _____ 25 23 22 21 20
10+ _____ 24 22 21 20 19

CLASS B

10 MINUTES

1 ti _____ 35 33 32 30 29
5 ti _____ 32 30 29 27 26
10+ _____ 30 27 26 24 23

5 MINUTES

1 ti _____ 24 23 22 21 20
5 ti _____ 22 21 20 19 18
10+ _____ 20 19 18 17 16

CLASS C

10 MINUTES

1 ti _____ 21 20 18 17 15
5 ti _____ 20 18 17 15 14
10+ _____ 18 17 15 14 13

5 MINUTES

1 ti _____ 16 14 13 11 10
5 ti _____ 14 13 12 10 9
10+ _____ 13 12 11 9 8

WHIM

1947

WPRO
1924
PROVIDENCE

BLAIR RADIO
Independent

Subscriber to the NAB Radio Code

Media Code 4 241 5000 1.00
Capital Cities Broadcasting Corp., WPRO Bldg., 24
Mason St., Providence, R. I. 02902. Phone 401-
831-8363.

- PERSONNEL
General Manager—James P. Arcara.
Sales Manager—Richard Berkson.
Operations Manager—Alvin Herskovitz.
- REPRESENTATIVES
Blair Radio.
- FACILITIES
5,000 w.; 650 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15% on station time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21b, 22a, 22b, 22c, 22d, 22e, 22f, 22g, 22h, 22i, 22j, 22k, 22l, 22m, 22n, 22o, 22p, 22q, 22r, 22s, 22t, 22u, 22v, 22w, 22x, 22y, 22z.
Contracts: 40a, 42a, 42c, 43a, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60d, 60e, 61c, 62d.
Cancellation: 70a, 70b, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.
For combination rates see WPRO-FM.

TIME RATES
No. 13 Eff 6/1/69—Rec'd 4/25/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-8 pm.
A—Mon thru Sat 7 pm-midnight; Sun 8:45 am-10 pm.

7. PACKAGE PLANS

WKLY:	CLASS AAA	1 min	20/30	ID's
6 ti				58 46 35
12 ti				57 45 34
CLASS AA				
6 ti				40 32 24
12 ti				39 31 23
18 ti				38 30 22
CLASS A				
6 ti				28 22 17
12 ti				27 21 16
18 ti				26 20 15

Fixed position, 20% extra.

- DISCOUNTS
52 wk—8%
Rateholder: Minimum 5 spots weekly.
10. SPECIAL FEATURES
HEADLINE NEWSCASTS AND FEATURES
AAA—1-min rate plus 5.00 AA—1-min rate plus 2.00
A—1-min rate plus 1.50.

WPRO-FM
1946
PROVIDENCE

BLAIR RADIO
Independent

Subscriber to the NAB Radio Code
Media Code 4 241 5001 9.00
Capital Cities Broadcasting Corp., 24 Mason St.,
Providence, R. I. 02902. Phone 401-831-8363.
Studio—Jpswick St., Johnston, R. I.

- PERSONNEL
General Manager—James P. Arcara.
Station Manager—Robert J. L. Chance.
Program Director—Donald Yankee.
- REPRESENTATIVES
Blair Radio.
- FACILITIES
ERP 15,000 w. 92.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.
- AGENCY COMMISSION
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 22b, 22c, 22d, 22e, 22f, 22g, 22h, 22i, 22j, 22k, 22l, 22m, 22n, 22o, 22p, 22q, 22r, 22s, 22t, 22u, 22v, 22w, 22x, 22y, 22z.
Contracts: 40a, 44a, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 3/15/68—Rec'd 3/20/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.
B—Sat & Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min		16.00	15.00	14.00	13.00	12.00	11.00 10.00
30 sec		12.80	12.00	11.20	10.40	9.60	8.80 8.00
10 sec		9.60	9.00	8.40	7.80	7.20	6.60 6.00
CLASS AA							
1 min		13.00	12.00	11.00	10.00	9.00	8.00 7.00
30 sec		10.40	9.60	8.80	8.00	7.20	6.40 5.60
10 sec		7.80	7.20	6.60	6.00	5.40	4.80 4.20
CLASS A							
1 min		9.00	8.00	7.00	6.00	5.00	4.00 3.00
30 sec		7.20	6.40	5.60	4.80	4.00	3.20 2.40
10 sec		5.40	4.80	4.20	3.60	3.00	2.40 1.80

(*) Fixed position.
(*) This listing continued on next page.)

6. SPOT ANNOUNCEMENTS

FIXED	AAA	AA	A
PER YR:	1 mi 30 sec	1 mi 30 sec	1 mi 30 sec
1 x	30.00	24.00	25.00 20.00 15.00 12.00
50 x	24.00	18.00	20.00 16.00 12.00 8.50
250 x	21.00	16.00	18.00 14.00 11.00 8.50
500 x	18.00	14.00	16.00 12.00 10.00 8.00
1000 x	15.00	12.00	14.00 10.00 8.00 6.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	CLASS AAA	1 ti	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min		30.00	20.00	19.00	18.00	17.00	16.00	15.00
30 sec		24.00	16.00	15.00	14.50	13.50	12.50	11.00
10 sec		15.00	10.00	9.50	9.00	8.50	8.00	7.50

PER WK:	CLASS AA	1 ti	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min		25.00	16.00	15.00	14.00	13.00	12.00	11.00
30 sec		20.00	13.00	12.00	11.00	10.50	9.50	8.00
10 sec		12.50	8.00	7.50	7.00	6.50	6.00	5.50

8. PROGRAM TIME RATES

PER YR, 1 HR:	65x	156x	312x	624x
AAA	300.00	180.00	165.00	150.00 124.00
AA	250.00	150.00	137.50	125.00 100.00
A	125.00	75.00	68.75	62.50 50.00

1/2 hr: 60% of hour. 1/4 hr: 40% of hour.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

AAA	AA	A
60.00	86.00	83.00 30.00 24.00
50.00	80.00	27.50 25.00 20.00
25.00	15.00	13.75 12.50 10.00

2-MINUTE VIGNETTES
(News, Headlines, Sports, Weather, Features)
AAA 60.00 80.00 27.50 25.00 20.00
AA 40.00 22.00 21.00 20.00 18.00
A 20.00 11.00 10.50 10.00 8.00

Program and/or vignettes 7 days per week receive additional 10% discount each.
Minimum of 5 ROS news, weather, sports and/or feature vignettes weekly on 4-week firm contract.
Spots, ROS packages and program/vignettes combinable for discount purposes on AM and FM.

CONSECUTIVE WEEK DISCOUNT
52 wk—5%

WPJB (FM)

1948
PROVIDENCE
RAB

Media Code 4 241 4500 1.00
Providence Journal Co., 75 Fountain St., Providence,
R. I. 02902. Phone 401-331-0600.

STATION'S PROGRAMMING DESCRIPTION
WPJB(FM): Programmed for adults.
NEWS: 10 am, noon, 2 pm, 4 pm, 5 pm, 6 pm, 8 pm & 10 pm. MUSIC: Showtunes, semi-classics, standards 10 am-6 pm, semi-classics 7-8 pm, operetta or opera highlights 8:05-9 pm, serious music 9-10 pm, semi-classics 10:10-11 pm, standards 11 pm-1 am. COMMERCIAL POLICY: 8 minutes in 1 hour.
Contact Representative for further details. Rec'd 2/22/68.

- PERSONNEL
General Manager—H. William Koster.
Station Manager—Lincoln W. N. Pratt.
- REPRESENTATIVES
Henry I. Christal Co., Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES
ERP 20,000 w.; 105.1 mc.
Operating schedule: 5-11 am EST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-11 pm daily. For simulcast facilities see WEAN.

4. AGENCY COMMISSION
15/0. Payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24c.
Contracts: 40a, 41, 42a, 43, 45, 46, 47e, 48, 51c.
Comb.: Cont. Discounts: 601, 62b.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WEAN.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 10/1/67—Rec'd 1/30/68.

6. SPOT ANNOUNCEMENTS

FIXED	1x	52x	104x	156x	260x	312x
1 min	6.00	5.75	5.50	5.25	5.00	4.75

30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	3.00	2.75	2.50
30 sec: 80% of 1-min.			

8. PROGRAM TIME RATES
Up to 1 hr maximum, ea 25
10. SPECIAL FEATURES
NEWS, STOCK MARKET REPORTS
5 min: 8.00 7.75 7.50 7.25 7.00 6.75
- WEAN/WPJB (FM) COMBINATION
When WPJB (FM) is purchased in combination with a minimum weekly budget of 200.00 on WEAN, the following applies:
1 min, flat 2.50 5 min newscast, flat 6.75
No further discounts.

W L K W W L K W-FM
1951 1955
PROVIDENCE

Edward Petry & Co., Inc.

Independent

NAB

Subscriber to the NAB Radio Code
Media Code 4 241 4000 2.00
Radio Rhode Island, Inc., 228 Weybosset St., Providence,
R. I. 02903. Phone 401-331-7810.

STATION'S PROGRAMMING DESCRIPTION
WLKW: Programmed for adults 18-49.
AIR PERSONALITIES 24 hours a day, M-Sun, featuring middle-of-the-road standards, new albums, singles of an adult appeal, Broadway and Hollywood themes. NEWS: local, national and world news, 6 min reports on hour and half hour during morning and afternoon drive time, weather, news highlights on hour and 5 min news on half hour during daytime and weekends. 6 man local news staff. Sports capsules 7:15, 7:45, 8:15 am and 4:15, 5:15 & 5:45 pm. Stock market reports 7 times daily between 10:45 am-5:45 pm. Contact Representative for further details. Rec'd 12/27/68.

- PERSONNEL
President—Alexander M. Tanger.
General Sales Manager—Frederick H. Elliott, Jr.
Edward Petry & Co., Inc.
Boston—Bill Cread Associates, Inc.
- REPRESENTATIVES
Edward Petry & Co., Inc.
Boston—Bill Cread Associates, Inc.
- FACILITIES
50,000 w. days; 890 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 40,000 w.; 101.5 mc.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 8 Eff 8/1/69—Rec'd 7/11/69.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-8 pm.
A—Mon thru Sun 6-8 pm; Sat & Sun 6 am-6 pm.

The News Station

"THE MORNING REPORT"
6 to 9 AM

"THE AFTERNOON REPORT"
4 to 6:30 PM

plus
TELEPHONE TALK-BACK
all day long

Proven adult rating-getters.
McGavren-Guild/PGW has details.

WJAR/92
NBC in Providence

Providence-Pawtucket—WICE—Continued

Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61c.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with The Eastman Network.

TIME RATES
Eff 7/1/69—Rec'd 6/13/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight;
Sun all day.
B—Mon thru Sat 6 am-3 pm. BTA, ROS/Pre-emptible.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 ti	12 ti	18 ti	24 ti	30 ti
1 min		31.00	29.00	27.00	24.00	
30 sec		24.80	23.20	21.60	19.20	
10 sec		18.60	17.40	16.20	14.40	
CLASS A						
1 min		26.00	24.00	22.00	20.00	
30 sec		20.80	19.20	17.60	16.00	
10 sec		15.60	14.40	13.20	12.00	
CLASS B						
1 min		22.00	20.00	18.00	16.00	14.00
30 sec		17.60	16.00	14.40	12.80	11.20
10 sec		13.20	12.00	10.80	9.60	8.40

(*) No further discounts.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%
Rateholder: Discounts apply only up thru smallest weekly schedule run during consecutive week period.

WJAR

1922
PROVIDENCE

NBC Radio Network

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 241 3500 2.00
The Outlet Company, 176 Weybosset St., Providence,
R. I. 02903. Phone 401-861-9200. TWX 401-521-
6372.

STATION'S PROGRAMMING DESCRIPTION
WJAR: Programmed for adults.
Format combines telephone/talk with all-news and information blocks. Following is M-F: music show with personality, middle-of-the-road music 12M-6 am, 6-9 am & 4-6:30 pm all news, local, network, national and international, traffic reports, station's own meteorologist, financial and sports reports. Syndicated conversation program 9-10 am. Telephone/talk, talk back format 10 am-4 pm & 7-8 pm. Music show with personality, middle-of-the-road music, 8-12M. Sat & Sun combines network programming with telephone/talk and local music shows with personalities. 11 man news staff, plus station's own meteorologist, AP, UPI, 4 mobile news units, air traffic airplane, US weather bureau weather wire. College play-by-play football and basketball. Contact Representative for further details. Rec'd 4/17/68.

- PERSONNEL
Group Vice-President—David J. Shurtleff.
Vice-President—Robert J. Crohan.
Station Manager—Alan H. Andrews.
- REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
Eckels & Queen, Inc.
- FACILITIES
5,000 w.; 920 kc. Directional—night only.
Operating schedule: 24 hours daily, except Sun—sign-off at midnight. EST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 24c, 25a, 27, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60g, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES
Eff 5/1/68—Rec'd 4/2/68.
AA—Mon thru Sat 9-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	30	25	23	20	18
A	25	20	18	17	16
B	20	18	16	14	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
1-min and 20/30-sec spots count toward ID's for discount purposes, but ID's do not count toward longer spots.

7. PACKAGE PLANS

PER WK, 1 MIN:	TOTAL AUDIENCE PLANS	12 ti	18 ti	24 ti	36 ti	50 ti
Plan I (1/2AA, 1/2A)	240	324	360	468	550	
Plan II (1/3AA, 1/3A, 1/3B)	216	288	336	432	450	
Plan III (ROS preemptible 8 am-midnight daily)	192	252	288	360	400	

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of class, may be cross-combined for discounts as long as equal number of TAP spots of each length is scheduled in each of designated time brackets. Programs and spots, however, may not be combined for discounts.

10. SPECIAL FEATURES
6-MINUTE NEWSCASTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	40	85	80	25
A	80	28	24	22
B	25	22	18	16

No Newscasts available in am drive-time during solid news block.
CONTINUOUS WEEK DISCOUNT
26 wk—5% 52 wk—10%

RHODE ISLAND

Providence-Pawtucket—W P R O-FM—Cont'd

7. PACKAGE PLANS
AM/FM COMBINATION
 When WPRO-FM is bought in combination with WPRO:
 Spots flat, ea..... 7 Newscasts flat, ea..... 9
 Regardless of number of spots or newscasts purchased.
DISCOUNTS

52 wk—10%
10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER WK:	11	6	12	18	11
AA	18	17	16	15	15
A	15	14	13	12	12
B	11	10	9	8	8

FEATURES
 Time classifications 1-min plus 25%.

WRIB

1947



PROVIDENCE

Media Code 4 241 5500 0.00
 Rhode Island Broadcasting Co., Water St., East Providence, R. I. 02915. Phone 434-0406.

STATION'S PROGRAMMING DESCRIPTION
 WRIB: Programmed for general interest. Religious programming sign-on-12:30 pm. Atr personality 12:30 pm sign-off. Program consists of interviews, audience participation quiz, plus top 50 records. Contact Representative for further details. Rec'd 11/8/67.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Arthur Tacker.
 Station Manager—Roland Petrella.
 Program Director—Edward B. Hill.
- REPRESENTATIVES**
 Charles Bernard Co., Inc.
- FACILITIES**
 1,000 w. days; 1220 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 3a, 4a, 5, 6a, 7a.
 Basic Rates: 20a, 22a, 22b, 23a, 24a.
 Member: Country Music Network, French Program Group of New England.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective May 1, 1958.

6. SPOT ANNOUNCEMENTS
 1-minute:

1 time	8.00	78 times	6.20
13 times	7.55	156 times	5.35
26 times	7.10	312 times	4.90

7. PACKAGE PLANS
 6-10-second announcements per day..... 17.00
 Special rates on long term contracts.

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	00.00	60.00	36.00	25.00
12 times	85.50	57.00	34.20	23.75
26 times	81.00	54.00	32.40	22.50
52 times	76.50	51.00	30.60	21.25

WSVP

(formerly WWRI)

1956

WEST WARWICK



Subscriber to the NAB Radio Code

Media Code 4 241 5700 0.00
 RSVP, Inc., 1501 Main St., West Warwick, R. I. 02893. Phone 401-821-8200.

STATION'S PROGRAMMING DESCRIPTION
 WSVP: Programmed for general mass appeal to adults, housewives and commuters.
MUSIC: a blend of the best current pop alternated with non-rock million sellers of past 10 years. Emphasis on local community involvement and marine service to pleasure boating on Narragansett Bay. Features include marine weather twice hourly, tide timetable every hour, boating salute every hour Sat & Sun. Taped interviews with local community leaders broadcast hourly. News of local group meetings broadcast hourly. National news on hour, local news on half hour. Contact Representative for further details. Rec'd 4/14/69.

- PERSONNEL**
 President—Erny Tannen.
 Exec. Vice-Pres.—Marvin Mirvia.
 General Manager—Thomas J. Kennedy.
- REPRESENTATIVES**
 Jack Masia & Co., Inc.
 Boston—Nona Kirby Co., Inc.

3. FACILITIES
 1000 w. days; 250 w. nights, 1450 kc.
 Non-directional.
 Operating schedule: 6-12:05 am daily. EST.

4. AGENCY COMMISSION
 15% time and talent.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 15b.
 Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 24b, 26, 28a, 28b, 29a, 32a.
 Contracts: 40a, 42a, 42d, 45, 46.
 Comb.: Cont. Discounts: 60b, 60g, 61a.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prnd. Services: 82.
 Affiliated with American Information Network.
 Affiliated with KDS.

TIME RATES

ET—Rec'd 3/10/69.

Drive Time—6-10 am & 3-7 pm.

Family Time—10 am-3 pm & after 7 pm.

7. PACKAGE PLANS

TOTAL IMPACT PLAN
 (1/2 Drive Time, 1/2 Family Time)
 WKLY: 84 ti 72 ti 60 ti 48 ti 36 ti 24 ti
 1 min, ea..... 7.00 7.25 7.50 7.75 8.00 8.25

DRIVE TIME
 WKLY: 36 ti 24 ti 18 ti 12 ti 6 ti
 1 min, ea..... 8.50 8.75 9.00 9.125 9.25

FAMILY TIME
 1 min, ea..... 7.50 7.75 8.00 8.50
 30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

CONSECUTIVE MONTH DISCOUNT
 3 mo—2-1/2% 6 mo—5% 9 mo—7-1/2% 12 mo—10%

WXTR

1950

PAWTUCKET



time sales inc.



Media Code 4 241 6000 0.00

Roger Williams Broadcasting Co., Inc., Box 55, Cumberland, R. I. 02864. Phone 401-725-9000.

STATION'S PROGRAMMING DESCRIPTION
 WXTR: Programmed for young adult families.
ENTERTAINMENT: 5 am-2 am standards, show-tunes, film music, middle-of-the-road selections. Restrained personality approach to music programming.
NEWS: 8 men on staff, 4 radio equipped cars, mobile studio newsroom trailer, aircraft available. Local news on hour, network news on half hour, local headlines at 35. **SPORTS:** capsule reports on quarter hour 8-9 am, 4-6 pm, M-Sun. Contact Representative for further details. Rec'd 1/17/69.

- PERSONNEL**
 President—Dominick A. Hysko.
 General Manager—Donald R. Hysko.
 Sales Manager—Don Anderson.
- REPRESENTATIVES**
 PRO Time Sales, Inc.
 Boston—Harold H. Segal & Company.
- FACILITIES**
 1,000 w. 550 kc. Directional—night only.
 Operating schedule: 6-2 am daily. EST.
- AGENCY COMMISSION**
 15/0; time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11d, 12d, 13d, 14d, 15b.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28b, 29b, 30, 33a.
 Contracts: 40a, 43, 44b, 45, 46, 47a, 49, 51a, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60i, 62a, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Prnd. Services: 82.
 Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 ET 1/1/68—Rec'd 5/22/68.

AA—Mon thru Fri 6-9 am & 4-7 pm.
 A—Mon thru Fri 9 am-4 pm & 7 pm-2 am; Sat & Sun 5-2 am.

7. PACKAGE PLANS
1 MINUTE
CLASS AA

PER WK:	1 wk	5 wk	9 wk	13 wk	26 wk	39 wk	52 wk
1 ti	14.00	13.00	12.00	11.00	10.00	9.00	8.00
5 ti	13.50	12.50	11.50	10.50	9.50	8.50	7.50
10 ti	13.00	12.00	11.00	10.00	9.00	8.00	7.00
15 ti	12.50	11.50	10.50	9.50	8.50	7.50	6.50
20 ti	12.00	11.00	10.00	9.00	8.00	7.00	6.00
25+	11.50	10.50	9.50	8.50	7.50	6.50	5.50

CLASS A

1 ti	12.00	11.00	10.00	9.00	8.00	7.00	6.00
5 ti	11.50	10.50	9.50	8.50	7.50	6.50	5.50
10 ti	11.00	10.00	9.00	8.00	7.00	6.00	5.00
15 ti	10.50	9.50	8.50	7.50	6.50	5.50	4.50
20 ti	10.00	9.00	8.00	7.00	6.00	5.00	4.00
25+	9.50	8.50	7.50	6.50	5.50	4.50	3.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WARWICK-EAST GREENWICH

Kent County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

See Providence-Pawtucket

(including Warwick-East Greenwich; West Warwick)

WESTERLY (1 AM; 1 FM)

Washington County—Map Location E-4

See SRDS consumer market map and data at beginning of the State.

WERI

WERI-FM

1949

1968



Media Code 4 241 7000 9.00

Westerly Broadcasting Co., Colonial Office Bldg., Westerly, R. I. 02891. Phone 401-596-7728.

- PERSONNEL**
 President—Natalie L. Urso.
 Vice-Pres. & Gen'l Mgr.—Carl Grande.
- REPRESENTATIVES**
 Vic Piano Associates, Inc.
 New England—Bill Creed Associates, Inc.

- FACILITIES**
 1,000 w. days, 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 5:45 am-midnight. EST.
 FM-ERP 20,000 w.: 103.7 mc.
 Operating schedule: 6 am-11:30 pm.
 Antenna ht.: 140 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b.
 Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 45, 46, 48.
 Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.
 Cancellation: 70a, 70b, 71a, 73a.

NATIONAL AND LOCAL RATES SAME

No. 8 ET 5/1/68—Rec'd 3/24/69.

AA—5:45 am-6:30 pm.

A—6:30-11:15 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AA	CLASS A			
	1x	2x	104x	156x	260x
1 min	7.50	7.00	6.50	5.75	5.10
30 sec	5.25	4.75	4.35	3.95	3.50
10 sec			2.50		2.00

CLASS A

1 min	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.25	3.75	3.25	2.95	2.50	2.00

FIXED POSITION

1 min	8.50	30 sec	6.00
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10. SPECIAL FEATURES
NEWSCASTS

	13 wk	26 wk	39 wk	52 wk
10 min	85x	180x	195x	260x
5 min	18.00	15.00	13.00	10.00
	11.00	9.00	8.90	8.00

NEWS ADJACENCIES

1 min	8.50	7.00	6.00	5.00
30 sec	6.00	5.00	4.40	3.80

Production charges, per spot, 2.50.

WEST WARWICK

Kent County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

See Providence-Pawtucket

(including Warwick-East Greenwich; West Warwick)

WICKFORD

Washington County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

WKFD

1961

Media Code 4 241 8000 8.00
 Adman Radio, Box 441, North Kingstown, R. I. 02852. Phones 401-884-8134, 295-1370.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Ronald L. Hickman.
 Vice-President—Louis C. Adler.
- REPRESENTATIVES**
 Vic Piano Associates, Inc.
 New England—Eckels & Queen, Inc.
- FACILITIES**
 500 w. days; 1370 kc. Non-directional.
 Operating schedule: 5:55 am-local sunset. EST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 1b, 2b, 3a, 3c, 3d, 5, 6a, 7a.
 Rate Protection: 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 26, 28b, 30.
 Contracts: 40a, 42c, 43, 45, 49, 51b, 51c.
 Comb.: Cont. Discounts: 62b.
 Cancellation: 70a, 71b.
 Prnd. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 7/9/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	500x	1000x
1 min	6.00	5.75	5.50	5.00	4.50	4.00
30 sec	5.00	4.75	4.50	4.00	3.50	3.00

7. PACKAGE PLANS
WITHIN 7-DAY PERIOD: 10 ti 15 ti 20 ti 30 ti

1 min	50.00	50.00	71.50	90.00	127.50
30 sec	40.00	56.25	70.00	97.50	

SALES HIKERS

PER WK:	12 ti	24 ti	48 ti
10 sec	30.00	48.00	84.00

10. SPECIAL FEATURES

	1x	52x	104x	260x	500x
5 min	12.00	11.50	11.00	10.50	10.00
2 min	9.00	8.50	8.00	7.50	7.00

Commercial copy 30 seconds.

WOONSOCKET (2 AM; 1 FM)

Providence County—Map Location E-2

See SRDS consumer market map and data at beginning of the State.

WNRI

1954

Subscriber to the NAB Radio Code

Media Code 4 241 8500 7.00
 The Friendly Broadcasting Co., Inc., 786 Diamond Hill Rd., Woonsocket, R. I. 02895. Phone 401-769-0000.

- PERSONNEL**
 Pres., Treas. & Gen'l Mgr.—Joseph Britt.
 Vice-Pres., Sec'y & Com'l Mgr.—John Thomas.
 Station Manager—Robert Andrade.

- REPRESENTATIVES**
 New England—Eckels & Queen, Inc.
- FACILITIES**
 1000 w. days; 1380 kc. Non-directional.
 Operating schedule: 6:00 am-sunset EST.
- AGENCY COMMISSION**
 15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
 Rate Protection: 11a, 12a, 13a, 14a, 15c.
 Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25c, 26, 27, 28a, 28c, 29a, 30.
 Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.: Cont. Discounts: 60a, 60i, 61a, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prnd. Services: 80, 81, 82.
 Affiliated with American Information Network.
 Member: French Program Group of New England.

TIME RATES
NATIONAL AND LOCAL RATES SAME
 Rates effective June 1, 1958. (Card No. 3.)
 Card received October 1, 1958.

6. SPOT ANNOUNCEMENTS

	1x	2x	52x	104x	156x	260x
1 min	5.20	4.80	4.60	4.30	4.00	3.70
30 sec	3.00	2.85	2.70	2.55	2.40	2.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	30	20	15	10

DISCOUNTS

13x—5%	52x—21%	156x—25%
28x—10%	104x—20%	260x—30%

WWON

1946

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	879,100	Fairfield	12,200
METRO AREAS			
Anderson	19,900	Georgetown	19,500
Charleston	108,600	Greenville	41,000
Columbia	85,500	Greenwood	14,000
Greenville	45,900	Horry	20,200
Spartanburg	36,700	Kershaw	12,800
Total Metros	296,600	Lancaster	10,900
COUNTIES			
Alken	23,400	Lee	14,200
Anderson	19,900	Lexington	11,600
Beaufort	19,200	Marion	17,600
Berkeley	20,400	Marlboro	13,000
Charleston	88,200	Newberry	10,000
Chester	11,900	Orangeburg	41,900
Chesterfield	12,200	Richland	73,900
Clarendon	19,200	Spartanburg	36,700
Colleton	14,300	Sumter	38,300
Darlington	24,500	Williamsburg	27,100
Dillon	13,900	York	23,000
Dorchester	11,900	Total Counties..	769,600

SOUTH CAROLINA



Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	▲	○	◻	◇	●	■	▨	With Daily Media.
			◻	◇	○			Without Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

SOUTH CAROLINA

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Anderson—Anderson Charleston—Charleston		Columbia—Richland		Florence—Florence		Greenville—Greenville		Greenwood—Greenwood		Rock Hill—York		Spartanburg—Spartanburg		Sumter—Sumter																												
Estimates for:		Consumer Spendable Income—1968										Retail Sales—1968					Passenger Cars		Farm Population		Gross Farm Income																					
STATE	County—Map Loc.	Population 1/1/69	Households 1/1/69	Per Household (\$)		% Distribution of Families to 1000 5000 8000 10000 15000					Total Retail Sales—Per Household (\$)	By Selected Store Types					1/1/69 (000)	1/1/69 (000)	1968 (\$000)																							
	Metropolitan Area	(000)	(000)	(0000)	(000)	4999	7999	9999	14999	15000	(0000)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	(000)	(000)	(0000)																					
SOUTH CAROLINA STATE TOTALS.....																						2,677.2	715.17	5,589,143	7,815	17.9	17.1	15.3	19.4	13.4	3,423,696	4,787	808,482	114,285	469,218	189,606	204,998	730,030	305,869	964.46	278.2	550,624
ABBEVILLE B-5.....																						21.4	6.03	47,422	7,864	17.2	15.4	16.8	21.4	12.1	18,389	3,050	6,023	1,018	1,559	779	992	2,630	2,102	8.28	2.5	3,205
AIKEN C-6.....																						100.4	28.17	208,697	7,408	13.8	16.4	16.0	18.2	23.2	98,661	3,502	29,430	4,805	7,995	3,703	4,295	19,991	11,744	38.97	5.5	11,221
ALLENDALE D-7.....																						11.3	2.99	19,556	6,540	16.9	12.0	9.9	16.8	13.3	14,982	5,011	3,010	357	961	754	759	1,041	3,390	3.06	1.7	7,554
ANDERSON B-4.....																						107.5	31.91	248,673	7,793	20.2	19.4	16.9	20.0	11.3	154,869	4,853	35,290	4,665	23,483	9,954	10,109	38,540	13,860	45.21	7.8	16,164
Anderson Metro Area.....																						46.8	14.49	115,269	7,955	20.2	19.4	16.9	20.0	11.3	105,837	7,304	22,701	2,617	20,299	8,420	7,980	25,837	6,149	-----	-----	-----
BAMBERG D-7.....																						107.5	31.91	248,673	7,793	20.2	19.4	16.9	20.0	11.3	154,869	4,853	35,290	4,665	23,483	9,954	10,109	38,540	13,860	45.21	7.8	16,164
BARNWELL D-7.....																						15.0	3.87	26,977	6,971	16.6	10.8	12.3	17.8	13.3	20,228	5,227	4,317	1,668	1,689	715	1,327	3,179	2,901	4.70	3.4	8,020
BEAUFORT E-8.....																						18.7	5.02	34,261	6,825	18.6	14.6	13.3	20.0	12.3	20,138	4,612	6,073	817	1,369	924	707	5,448	2,504	5.82	2.9	6,952
BERKELEY F-7.....																						59.7	12.71	100,585	7,914	22.0	21.5	13.8	14.8	8.1	37,178	2,925	9,411	765	3,126	1,614	2,257	9,270	3,068	15.21	1.4	5,911
BERKELEY F-7.....																						60.6	14.45	171,131	6,971	22.0	19.3	13.1	12.6	4.4	21,623	3,496	5,872	1,180	3,321	532	1,093	1,627	3,080	14.40	4.4	5,392
CALHOUN E-6.....																						11.5	2.86	16,594	5,802	16.7	11.3	10.5	13.1	8.9	11,406	3,988	2,469	414	159	449	399	5,123	816	3.17	4.2	10,444
CHARLESTON F-8.....																						267.4	74.28	617,599	8,314	16.3	18.6	15.6	20.2	15.8	354,563	4,773	74,504	12,808	76,755	23,173	24,334	72,120	26,941	89.51	1.7	8,392
Charleston Metro Area.....																						93.8	27.40	198,592	7,248	-----	-----	-----	-----	-----	202,324	7,384	53,780	7,062	46,421	17,137	17,708	45,229	10,620	-----	-----	-----
Charleston Metro Area.....																						328.0	88.73	688,730	7,762	17.2	19.0	15.1	18.8	13.8	376,186	4,240	80,376	13,988	80,076	23,705	25,427	73,747	30,021	103.91	-----	-----
CHESTER D-4.....																						37.5	10.39	73,752	7,098	20.2	17.6	17.8	18.3	9.0	43,390	4,176	12,345	2,284	2,199	2,416	1,803	7,329	5,144	14.35	3.6	8,807
CHESTER D-4.....																						30.6	8.28	65,204	7,875	17.2	15.9	16.2	22.0	13.5	36,616	4,422	9,793	1,312	2,935	2,232	2,322	8,095	3,999	10.42	4.1	5,183
CHESTERFIELD F-4.....																						33.6	8.71	61,719	7,086	19.0	13.9	13.3	18.7	11.4	40,652	4,667	12,970	1,663	3,287	2,481	1,013	8,710	4,574	12.28	8.1	13,003
CLARENDON E-6.....																						27.7	6.09	38,230	6,278	18.8	11.4	9.5	15.4	9.9	27,938	4,588	5,544	875	3,725	775	1,320	4,037	5,984	6.62	12.1	19,524
COLLETON E-8.....																						28.4	7.58	45,925	6,059	18.7	12.9	11.1	17.9	10.9	29,436	3,883	7,869	1,389	2,662	1,429	2,026	4,522	5,984	8.85	4.4	7,336
DARLINGTON F-5.....																						57.8	14.48	101,290	6,900	17.7	15.1	13.9	18.0	12.0	64,955	4,425	18,146	2,295	8,460	2,203	3,092	9,956	6,153	18.59	11.9	25,160
DILLON G-5.....																						31.7	7.45	41,591	5,583	19.4	12.8	13.0	14.2	7.8	41,362	5,552	9,910	1,123	2,738	2,433	1,872	6,872	3,905	8.66	11.3	6,220
DORCHESTER E-7.....																						27.3	7.04	44,582	6,333	18.4	14.7	13.9	17.8	10.1	34,195	4,857	9,799	1,053	1,496	1,342	1,045	9,980	3,114	10.97	3.3	6,220
EDGEFIELD C-6.....																						14.9	3.82	25,274	6,616	19.3	14.0	12.1	17.5	10.0	24,111	6,312	4,260	719	874	995	797	10,732	1,563	4.78	2.9	10,095
FAIRFIELD D-5.....																						19.9	4.95	34,032	6,875	17.2	12.6	13.1	19.5	12.1	15,058	3,042	5,278	591	1,809	677	636	2,609	1,567	5.85	2.7	3,747
FLORENCE F-5.....																						93.1	23.86	189,702	7,951	17.2	15.9	12.5	18.9	15.5	156,173	6,545	36,818	3,204	21,908	10,234	10,443	33,610	12,367	32.64	21.4	39,644
Florence.....																						32.5	9.72	80,408	8,272	-----	-----	-----	-----	-----	98,680	10,152	18,908	2,071	14,920	8,099	7,086	23,498	6,749	-----	-----	-----
GEORGETOWN G-6.....																						39.1	9.35	57,376	6,136	19.0	19.6	12.9	14.4	8.1	44,402	4,749	11,622	1,451	3,858	2,582	3,607	8,129	4,348	9.63	3.7	5,214
GREENVILLE B-3.....																						245.2	72.27	661,447	9,152	17.2	18.2	17.1	22.8	16.9	404,722	5,600	94,873	12,801	73,907	18,871	26,867	76,513	32,219	108.16	5.3	12,687
Greenville Metro Area.....																						75.8	23.53	247,366	10,513	-----	-----	-----	-----	-----	269,120	11,437	60,236	5,978	64,279	12,654	17,928	55,097	12,462	-----	-----	-----
Greenville Metro Area.....																						297.8	87.69	782,098	8,919	17.6	18.7	17.4	22.3	15.8	464,767	5,300	109,662	14,979	79,984	22,784	29,616	92,206	38,219	131.53	-----	-----
GREENWOOD C-5.....																						50.6	15.11	118,850	7,866	19.1	18.1	17.1	20.7	11.3	75,800	5,017	18,716	1,793	6,676	5,322	7,109	12,741	6,005	22.42	1.9	4,892
Greenwood.....																						25.8	8.16	44,164	5,412	-----	-----	-----	-----	-----	60,142	7,370	13,900	1,104	5,932	3,883	6,952	4,124	-----	-----	-----	-----
HAMPTON D-8.....																						17.6	4.60	27,803	6,044	19.6	13.5	12.8	14.4	8.5	24,015	5,221	4,660	426	1,652	1,072	1,111	5,074	2,174	5.26	2.0	7,109
HORRY G-5.....																						17.8	19.89	141,375	7,108	19.8	14.9	13.4	16.7	11.8	123,102	6,189	26,568	3,419	20,791	5,465	7,235	25,092	8,552	25.34	20.4	46,420
JASPER D-8.....																						13.9	3.52	16,231	4,611	20.1	16.1	11.2	11.6	4.3	11,202	3,182	2,900	190	641	284	419	2,550	2,312	3.28	1.3	2,423
KERSHAW E-5.....																						35.8	9.31	74,916	8,047	16.1	14.3	13.1	21.1	16.0	44,657	4,797	12,264	1,583	4,139	2,162	2,659	7,886	4,931	13.60	4.9	6,002
LANCASTER E-4.....																						42.8	11.55	95,264	8,248	17.2	18.9	17.7	22.1	13.2	51,604	4,468	14,045	1,592	8,098	1,901	3,020	12,222	3,315	17.42	3.0	4,148
LAURENS C-5.....																						49.7	13.49	112,421	8,334	16.8	16.8	16.5	22.8	14.5	56,204	4,166	13,590	1,779	7,167	2,884	3,051	15,285	5,412	18.05	4.8	8,716
LEE E-5.....																						21.1	4.81	24,463	5,086	18.9	11.8	9.2	13.7	8.0	16,802	3,493	4,375	355	2,205	953	309	2,690	1,570	5.47	9.0	13,825
LEXINGTON D-5.....																						76.4	21.37	164,270	7,687	17.9	18.9	17.4	21.5	13.1	80,542	3,769	24,355	2,742	5,797	2,263	3,948	15,252	11,505	35.52	4.4	11,003
MCCORMICK B-5.....																						8.6	2.07	12,459	6,019	20.2	14.5	13.1	16.5	4.9	7,298	3,526	2,317	255	398	197	247	1,706	1,297	2.22	1.2	1,094
MARION G-5.....																						31.7	7.91	56,751	7,175	17.3	12.0	9.8	16.8	14.6	47,293	5,979	11,178	1,678	3,033	3,666	2,431	8,645	2,724	9.31	8.6	18,725
MARLBORO F-4.....																						21.1	6.90	45,638	6,614	17.9	11.9	14.1	16.5	10.3	30,259	4,385	8,679	885	3,181	806	1,435	2,719	2,718	9.11	7.7	15,412
NEWBERRY C-5.....																						28.6	8.34	65,034	7,798	18.3	14.1	14.4	21.3	13.1	37,752	4,527	9,638	1,664	3,428	2,602	2,388	8,955	3,641	11.60	4.3	9,820
OCONEE A-4.....																						42.7	11.64	90,660	7,789	20.7	17.0	16.4	20.5	10.9	50,769	4,362	15,610	1,970	4,081	3,475	3,217	9,397	4,647	16.96</		

SOUTH CAROLINA

Batesburg—WBLR—Continued

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec	2.00
52 x	3.50	2.65	1.80	
104 x	3.30	2.50	1.70	
158 x	3.00	2.20	1.60	
280 x	2.70	2.00	1.50	
312 x	2.50	1.90	1.35	
930 x	2.25	1.86	1.80	
1248 x	2.00	1.50	1.00	

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	40.00	22.00	18.00	14.00	8.00
15 x	35.00	21.00	14.00	12.00	7.00
26 x	34.00	20.00	13.00	10.00	6.75
52 x	32.00	19.00	12.00	9.00	6.50
104 x	30.00	18.00	11.00	8.50	6.00
158 x	28.00	17.00	10.00	8.00	5.50
280 x	26.00	15.00	9.00	7.50	5.00
312 x	24.00	14.00	8.00	7.00	4.75

WBLR-FM

1956

Media Code 4 242 0946 8.00

Ridge Broadcasting Corp., Inc., Drawer 410, E. Church St., Batesburg, S. C. 29006. Phone 803-532-8254.

1. PERSONNEL

Pres. & Gen'l Mgr.—H. Edward Crapps, Sr.
Station Manager—D. D. Dorris
Sales Manager—George E. Hydrick

3. FACILITIES

ERP 3,000 w.; 92.1 mc.
Operating schedule: 5:57 am-midnight, EST.
Antenna ht.: 180 ft. above average terrain.
Partial simulcast operation. Operates separately local sunset-midnight. For simulcast facilities see WBLR.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES

ET 1/1/68—Rec'd 4/20/68.

6. SPOT ANNOUNCEMENTS

1 min. ea. 4.00

8. PROGRAM TIME RATES

1 x 1 hr 1/2 hr 1/4 hr 35 20 18

BEAUFORT (2 AM; 1 FM)

Beaufort County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WBEU

1954



Media Code 4 242 1050 8.00

Beaufort Broadcasting Co., Inc., Box 951, Hwy. 21, Beaufort, S. C. 29902. Phone 803-524-3050, 3118.

STATION'S PROGRAMMING DESCRIPTION

WBEU: Programmed for general interest.
ENTERTAINMENT: middle-of-the-road music 6-8 am. News and interest (local) 8-9 am. Current hits, general popular music 9-10 am. Air station hour 10-11 am. General popular music 11-noon. News and local interest noon-1 pm. General popular music 1-2:30 pm. Women's program 2:30-3:30 pm. Top 40, popular hits 3:30 pm-sunset. Local military features on Sat. NEWS: 1 newsmen, AP, U.S. weather bureau, network hourly at 5:55, 30 min local, state, regional, markets, network 8 am, noon & 5 pm, M-F. SPORTS: network 8:25 am & 5:25 pm. Local 10 min 6:45 am, 8:30 am, 12:20 pm & 5:30 pm. Live college football, live national stock car races. Ethnic: local Negro live music programs 7-11 am Sun. Contact Representative for further details. Rec'd 8/14/69.

1. PERSONNEL

President—John M. Trask, Jr.
General Manager—Melvin E. Shoemaker.
Program Director—Lee Oxenrider.

2. REPRESENTATIVES

National Time Sales.

3. FACILITIES

1,000 w. days; 960 kc. Non-directional.
Operating schedule: 8 am-local sunset, EST.

4. AGENCY COMMISSION

15% net; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 33c.
Contracts: 40a, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Affiliated with American Contemporary Network.

6. SPOT ANNOUNCEMENTS

No. 4 ET 1/1/68—Rec'd 4/24/68.

1 min. 4.00 6.00 8.00 3.70 3.80 3.50

30 sec. 2.85 2.75 2.65 2.55 2.45 2.35

7. PACKAGE PLANS

PER MO: 1 min 30 sec 3.25 2.25

100 ti. 10-SECOND QUICKIES 3.25 2.25

20 per wk (minimum) Sat. ea. 1.50

WBEU-FM

1962

Media Code 4 242 1051 6.00
Beaufort Broadcasting Co., Inc., Box 951, Hwy. 21, Beaufort, S. C. 29902. Phone 803-524-3050, 3118.

STATION'S PROGRAMMING DESCRIPTION

WBEU-FM: Middle-of-the-road music format. Network news plus local weather. Contact Representative for further details. Rec'd 2/24/69.

1. PERSONNEL

President—John M. Trask, Jr.
General Manager—Melvin E. Shoemaker.
Program Director—Lee Oxenrider.

2. REPRESENTATIVES

National Time Sales.

3. FACILITIES

KIP 5,900 w.; 98.7 mc. Stereo.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 33c.
Contracts: 40a, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES

No. 2 ET 1/1/68—Rec'd 4/24/68.

6. SPOT ANNOUNCEMENTS

1 MIN, ROS: 1x 13x 26x 52x

Ea 2.50 2.00 1.50 1.25

1-minute maximum, subject to availability. Station limit 10 spots per hour, sponsor limit 1 spot per hour.

7. PACKAGE PLANS

100 PER MO, ROS: Ea

52 week contract 1.20

3 month contract 1.50

Minimum package 2.00

Spot frequencies earned are applicable on the purchase of spots on WBEU to earn most advantageous rate on that station.

WSIB

1961

Media Code 4 242 1155 5.00

Sea Island Broadcasting Corp. of S. C., 1210 Broadway St., Beaufort, S. C. 29902. Phone 803-524-4700.

1. PERSONNEL

Pres. & Gen'l Mgr.—Charles E. Bell.
Sales Manager—Charles E. Bell, Jr.

2. REPRESENTATIVES

Continental Radio Sales.
David Carpenter Company.

3. FACILITIES

500 w.; 1490 kc. Non-directional.
Operating schedule: 5:30-12:10 am, EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24b, 26, 28b, 28c, 29a, 29b.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70b, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
10% discount when simultaneous duplicate schedules are run with WDOG Allendale, S. C.

TIME RATES

ET 6/1/69—Rec'd 3/8/69.

6. SPOT ANNOUNCEMENTS

PER WK: (*) 11 6 11 12 11 24 11 30 11

1 min. 5.00 4.00 3.50 3.40 3.80 3.20 3.00

20/30 sec. 4.00 3.20 2.80 2.70 2.60 2.50 2.40

10 sec. 2.40 1.70 1.60 1.50 1.40 1.30

(*) Specified position.

7. PACKAGE PLANS

100 PER WK: (*) 11 6 11 12 11 24 11 30 11

1 min. 5.00 4.00 3.50 3.40 3.80 3.20 3.00

20/30 sec. 4.00 3.20 2.80 2.70 2.60 2.50 2.40

10 sec. 2.40 1.70 1.60 1.50 1.40 1.30

(*) Specified position.

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

13 35.00 20.00 12.00 6.50 4.00

26 33.00 19.00 11.00 6.25 3.75

52 32.00 18.00 10.00 6.00 3.50

104 30.00 17.00 9.00 5.75 3.25

158 28.00 16.00 8.00 5.50 3.00

280 26.00 15.00 7.00 5.25 2.75

312 24.00 14.00 6.00 5.00 2.50

20 per wk (minimum) Sat. ea. 1.50

9. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

13 35.00 20.00 12.00 6.50 4.00

26 33.00 19.00 11.00 6.25 3.75

52 32.00 18.00 10.00 6.00 3.50

104 30.00 17.00 9.00 5.75 3.25

158 28.00 16.00 8.00 5.50 3.00

280 26.00 15.00 7.00 5.25 2.75

312 24.00 14.00 6.00 5.00 2.50

20 per wk (minimum) Sat. ea. 1.50

10. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

13 35.00 20.00 12.00 6.50 4.00

26 33.00 19.00 11.00 6.25 3.75

52 32.00 18.00 10.00 6.00 3.50

104 30.00 17.00 9.00 5.75 3.25

158 28.00 16.00 8.00 5.50 3.00

280 26.00 15.00 7.00 5.25 2.75

312 24.00 14.00 6.00 5.00 2.50

20 per wk (minimum) Sat. ea. 1.50

11. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

13 35.00 20.00 12.00 6.50 4.00

26 33.00 19.00 11.00 6.25 3.75

52 32.00 18.00 10.00 6.00 3.50

104 30.00 17.00 9.00 5.75 3.25

158 28.00 16.00 8.00 5.50 3.00

280 26.00 15.00 7.00 5.25 2.75

312 24.00 14.00 6.00 5.00 2.50

20 per wk (minimum) Sat. ea. 1.50

12. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min

13 35.00 20.00 12.00 6.50 4.00

26 33.00 19.00 11.00 6.25 3.75

52 32.00 18.00 10.00 6.00 3.50

104 30.00 17.00 9.00 5.75 3.25

158 28.00 16.00 8.00 5.50 3.00

280 26.00 15.00 7.00 5.25 2.75

312 24.00 14.00 6.00 5.00 2.50

BENNETTSVILLE

Marlboro County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WBSC

1947



Media Code 4 242 1365 0.00

Big Bend Broadcasting Corp., Box 639, Bennettsville, S. C. 29512. Phone 803-479-4051.

STATION'S PROGRAMMING DESCRIPTION

WBSC: Programmed for adults 6 am-3 pm.
Farm news and reports given in 5 min blocks every 15 min 6-7:30 am. Housewife programs 10 am-noon.
News every 5 min noon-1 pm. Programmed 3-5:30 pm for teenager and young adult. News every 5 min 5:30-6 pm. Country and western music 6-7 am, 1-3 pm & 6-7 pm. Programmed for Negro 7-10:30 pm with local Negro news every half hour for 5 min. News and weather programmed every half hour 6 am-11 pm. Contact Representative for further details. Rec'd 9/11/68.

1. PERSONNEL

President—W. S. Dodson.

Vice-Pres. & Gen'l Mgr.—A. K. Harmon.

Sales Manager—O. R. Brown.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

10,000 w. days 5,000 w. nights. 1550 kc.

Directional—night only.

Operating schedule: 6 am-11:15 pm daily, EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 26b, 26, 27, 29a.
Contracts: 40a, 44a, 44b, 45.
Comb.: Cont. Discounts: 62d.
Cancellation: 70c, 71c, 72.
Affiliated with MBS Radio Network.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1-R ET 9/1/69—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

STATION'S PROGRAMMING DESCRIPTION
 WQSN: Programmed for general adult audience with emphasis on local news and information. MUSIC: modern country 24 hours a day handled by air personalities. NEWS: newscasts on hour and at half hour with addition of information capsules (news, sports, weather) at 5 min intervals during morning and afternoon drive periods. Contact Representative for further details. Rec'd 2/18/69.

- PERSONNEL**
 President—Barry Winton.
 General Manager—Doug Randall.
 Operations Manager—Ron Childers.
- REPRESENTATIVES**
 John C. Butler & Company, Inc.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1450 kc.
 Non-directional.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 32b, 33c.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 No. 4 ER 5/1/69—Rec'd 4/3/69.
 AA—Mon thru Sat 6-9 am & 4-7 pm.
 A—All other times.

CLASS AA

PER WK:	1 min	30/20	10 sec
1 tl	20	18	10
12 tl	18	14	9
18 tl	16	12	8

CLASS AA

1 tl	15	13	8
12 tl	14	12	7
18 tl	13	11	6

CLASS A

1 tl	12	10	6
12 tl	10	8	5
18 tl	9	7	4

PROGRAM TIME RATES
 5-min—1/12x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%
 (Charleston continued on next page)

WQSN

Modern Country's Affluent Adult Station

Only WQSN of Charleston's top 2 stations delivers more mature, affluent adults 25-49 and 25 and over.

In less than one year (Jan.-Aug. 1968), since changing to Charleston's only modern country format, WQSN climbed to the top adult station.

WQSN Adults		
6-10 am	25-49	70.3%
10 am-3 pm	61.1%	72.2%
3-7 pm	61.7%	70.2%
7-12 Mid	34.4%	40.0%

Avg. 1/4-hour listeners, M-F. Share of total listeners.

WQSN AM Drive

#1 in all major phases of male listeners:

- 3,900 Total Men—26% ahead of the other station
- 2,500 Men 25+—56% ahead of the other station

Avg. 1/4-hour listeners, 6-10 am, M-F.
 Source: Pulse, Charleston County, S. C. White Households, Oct-Nov, 1968.

WQSN

Charleston, S. C.
 Represented by John C. Butler & Co., Inc.

Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 62a.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 81, 82.
 Affiliated with WQNC.
 Affiliated with American Entertainment Network.

TIME RATES
 No. 3 ER 1/1/69—Rec'd 11/20/68.
 AA—Mon thru Sat 6-9 am & 4-7 pm.
 A—Mon thru Sat 9 am-4 pm; Sun noon-7 pm.
 B—All other times.

CLASS AA

PER YR:	1x	52x	104x	156x	260x	520x
PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	8.00	7.75	7.50	7.25	7.00	6.75
30 sec	6.50	6.25	6.00	5.75	5.50	5.25

CLASS A

1 min	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	5.50	5.25	5.00	4.75	4.50	4.25

CLASS B

1 min/less	4.00	3.75	3.50	3.25	3.00	2.75
10 sec:	50%	of 1-min.				

WPAL
 1947
 CHARLESTON

DORE & ALLEN, INC.

Media Code 4 242 2100 0.00
 WPAL, Inc., 1717 Wappoo Rd., St. Andrews Parish, Charleston, S. C. 29407. Phone 803-786-5584.

- PERSONNEL**
 General Manager—Bob Chrystie.
 Manager—Matthew A. Mouzou.
 Technical Director—Joe Sarco.
- REPRESENTATIVES**
 Dore & Allen, Inc.
 South, Southwest—Dora Clayton Agency, Inc.
- FACILITIES**
 1,000 w. days; 730 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 15% on time and talent charges.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
 Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 60l.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80.
 Member: Spideal Broadcasters, Inc.

TIME RATES
 No. B1 ER 7/1/68—Rec'd 6/3/68.
 AA—Mon thru Sat 6-9 am; Mon thru Fri 4-7 pm.
 A—All other times.

CLASS AA

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 wk	11.00	9.00	8.00	7.50	7.00	6.50
7 wk	10.50	8.50	7.50	7.00	6.50	6.25
13 wk	10.00	8.00	7.00	6.50	6.25	6.00
26 wk	9.50	7.50	6.50	6.25	6.00	5.75
52 wk	9.00	7.00	6.25	6.00	5.75	5.50

CLASS A

1 wk	9.00	7.50	6.50	6.25	6.00	5.75
7 wk	8.50	7.00	6.00	5.75	5.50	5.25
13 wk	8.00	6.50	5.75	5.50	5.25	5.00
26 wk	7.50	6.00	5.50	5.25	5.00	4.75
52 wk	7.00	5.50	5.25	5.00	4.75	4.50

CLASS AA

1 wk	8.80	7.20	6.40	6.00	5.80	5.20
7 wk	8.40	6.80	6.00	5.80	5.20	5.00
13 wk	8.00	6.40	5.80	5.60	5.00	4.80
26 wk	7.60	6.00	5.20	5.00	4.80	4.60
52 wk	7.20	5.80	5.00	4.80	4.60	4.40

CLASS A

1 wk	7.20	6.00	5.20	5.00	4.80	4.60
7 wk	6.80	5.60	4.80	4.60	4.40	4.20
13 wk	6.40	5.20	4.60	4.40	4.20	4.00
26 wk	6.00	4.80	4.40	4.20	4.00	3.80
52 wk	5.60	4.40	4.20	4.00	3.80	3.60

PROGRAM TIME RATES

CLASS AA

1/4 hr.	30.00	28.00	26.00	24.00	22.00	20.00
5 min.	23.00	22.00	21.00	20.00	19.00	18.00

CLASS A

1 hr.	60.00	56.00	54.00	50.00	47.00	44.00
1/2 hr.	37.00	34.00	32.00	29.50	28.00	26.50
1/4 hr.	24.00	21.50	20.20	17.80	16.30	15.00
5 min.	17.50	15.20	14.05	11.75	10.60	9.45

WQSN
 1948
 CHARLESTON

JOHN C. BUTLER & COMPANY, INC.

Media Code 4 242 2205 7.00
 Low Country Broadcasting Co., Box 891, 42 Tenth Ave., Charleston, S. C. 29402. Phone 803-722-2652.

- REPRESENTATIVES**
 PRO Time Sales, Inc.
 South—David Carpenter Company.
- FACILITIES**
 ERP 6,000 w.; 102.5 mc. Stereo.
 Operating schedule: 6:00 am-midnight. EST.
 Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
 15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.
 AM facilities: WQNC.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Rates effective May 1, 1965.
 Rates received July 1, 1965.

PROGRAM TIME RATES

Spot	1 min	14 tl	27 tl	53 tl	105 tl	157 tl
	5.00	4.60	4.20	3.80	3.40	3.00

WNCG
 1960
 NORTH CHARLESTON

PRO time sales inc.

Media Code 4 242 1890 7.00
 KTM Broadcasting Company, Box 5758, North Charleston, S. C. 29406. Phone 803-747-5225.

STATION'S PROGRAMMING DESCRIPTION
 WNCG: Programmed for adults.
 Middle-of-the-road music. NEWS: every half hour.
 Stock market reports twice daily. Marine and harbor weather forecasts twice daily. 2 sports shows daily. UPI audio and local news inserts regularly throughout day. Remote broadcasts of interest when warranted. Medical news reports daily. Station subscribes to AP, UP and UPI audio news services and maintains a local news department. Features air personalities during regular shifts throughout day. Station adheres rigidly to format of middle-of-the-road music and local, national and international news reporting. Contact Representative for further details. Rec'd 8/2/67.

- PERSONNEL**
 Gen'l & Sales Mgr.—Ansley D. Cohen, Jr.
 Mgr. & Prog. Dir.—Jay Mullen.
- REPRESENTATIVES**
 PRO Time Sales, Inc.
 South—David Carpenter Company.
- FACILITIES**
 500 w. days; 910 kc. Non-directional.
 Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b.
 Basic Rates: 22b, 23a, 24b, 26, 28a, 29a.
 Contracts: 40a, 42b, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities WTKM (FM).
 Affiliated with American Information Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Rates effective May 1, 1965.
 Rates received July 1, 1965.

PROGRAM TIME RATES

PER WK:	1 min	20/30	8/10
5 tl	5.50	4.40	2.75
10 tl	5.00	4.00	2.50
20 tl	4.50	3.60	2.25
30 tl	4.00	3.20	2.00
40 tl	3.50	2.80	1.75

DISCOUNTS

26 wk	5%	52 wk	10%
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Continuous advertisers earn retroactive discounts. Non-continuous advertisers earn weekly discounts, but no retroactive rebates are applied. All lengths of announcements combine to earn frequency discounts.

- SPECIAL FEATURES**
 Headlines and weather on the hour; 1 minute sports line-up—1-minute rate plus 1.00.
 5-minute news on the half hour, flat—8.00
 News rate includes production charge of 1.00.

WOKE
 1946
 CHARLESTON

Media Code 4 242 1995 4.00
 Weaver Broadcasting Corp., Box 183, 152 Market St., Charleston, S. C. 29402. Phone 803-723-1843.

STATION'S PROGRAMMING DESCRIPTION
 WOKE: Programmed for adults and young adults. Network or wire or local news twice an hour sign-on-sign-off. MUSIC 50% albums, 50% singles, including current hits, trend, general popular music, show tunes, standards, jazz and country-rock oriented music. SPORTS network and local college and high school football and basketball play-by-play, auto races, daily studio sportscasts. **COMMERCIAL POLICY:** 18 minutes of commercials permitted per hour. **PERSONALITIES** available for remote pickups from stores, shopping centers, fairs, openings and show-rooms. Contact Representative for further details. Rec'd 7/10/67.

- PERSONNEL**
 Owner & Gen'l Mgr.—Harry C. Weaver.
- REPRESENTATIVES**
 Meeker Radio, Inc.
- FACILITIES**
 1000 w. days, 250 w. nights; 1340 kc.
 Non-directional.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 3a, 4a, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 20b, 21a, 22a, 23a, 22b, 25b, 26, 28a, 28c, 29b.
 Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.

Charleston—W CSC—Continued

- SPOT ANNOUNCEMENTS**
 1-MINUTE—FIXED POSITION

PER YR:	1x	26x	52x	156x	312x	500x	1000x
PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
AAA	14.00	12.00	11.00	10.00	8.00	7.00	6.00
AA	12.00	10.00	9.00	8.00	7.00	6.00	5.00

30/30 SECONDS—FIXED POSITION

AAA	11.00	9.80	8.80	8.00	6.40	5.60	4.80
AA	9.80	8.00	7.20	6.40	5.60	4.80	4.00

10 sec: 50% of 1-min.
 A rate: 50% of applicable AA rate.
 1-minute and/or 30-second spots may be combined with 10-second spots to earn discounts for 10-second spots only.

- PACKAGE PLANS**

ROS MONTHLY PLANS

100 tl	1 min	30 sec	20 sec	10 sec
50 tl	350.00	280.00	230.00	200.00
20 tl	210.00	180.00	160.00	140.00
	92.00			

ROS WEEKLY PLANS

1 min	50 tl	25 tl	15 tl
30 sec	190.00	100.00	61.50
	180.00	80.00	49.50

LONG WEEKEND PLANS—SAT, SUN, MON, TUES

40 tl	1 min	30 sec	10 sec
20 tl	140.00	110.00	80.00
	80.00	60.00	50.00

- PROGRAM TIME RATES**

1 hr.	1x	26x	52x	156x	260x	312x
1/2 hr.	120	100	80	70	65	60
1/4 hr.	70	50	45	38	34	33
5 min.	40	30	25	20	17	16
	21	16	14	12	11	10

WCSC-FM
 1948
 CHARLESTON

RAB

Media Code 4 242 1681 0.00
 John Rivers, Box 186, 485 E. Bay St., Charleston, S. C. 29402. Phones 803-723-8371, 722-7811.

- PERSONNEL**
 President—John M. Rivers.
 Station Manager—James K. Whitaker.
- REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
 ERP 75,000 w. (horiz.), 75,000 w. (vert.); 96.9 mc. Stereo.
 Operating schedule: 6-12:30 am. EST.
 Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; payable when rendered.
- GENERAL RATE POLICY**
 FM schedules may be combined with schedules on WCSC for maximum discounts on FM only.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 1 ER 3/68—Rec'd 3/20/68.

SPOT ANNOUNCEMENTS
 AA—Mon thru Sat 7 pm-midnight.
 A—All other times.

FIXED POSITION
 1 MINUTE

PER WK:	1 tl	8 tl	12 tl	18 tl	24 tl	30 tl	36 tl
PER YR:	1x	26x	52x	156x	312x	500x	1000x
AA	5.00	4.40	4.00	3.80	3.40	3.00	2.60
A	4.00	3.60	3.20	3.00	2.80	2.40	2.00

30/30 SECONDS

AA	4.00	3.60	3.20	3.00	2.80	2.40	2.00
A	3.20	3.00	2.80	2.40	2.00	1.80	1.60

- PACKAGE PLANS**

ROS

PER MO, EA:	40 tl	60 tl	100 tl	160 tl	200 tl
1 min.	2.50	2.30	2.00	1.80	1.80
30 sec.	2.00	1.80	1.60	1.40	1.30

ROS MONTHLY 1 A DAY PLAN
 1 spot daily in different time each day or night, average of 30 spots per mo:

1 min.	2.60	30/20 sec.	as	2.10
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CONSECUTIVE WEEK DISCOUNTS
 13 wk—5% 26+ wk—10%

FM ROS spot plans may be combined with ROS spot plans on AM for maximum earned rate on FM, but not on AM.

- PROGRAM TIME RATES**

1 hr.	1x	26x	52x	156x	260x
1/2 hr.	45	40	35	30	25
1/4 hr.	25	22	20	18	14
Program	17	16	14	12	10

Program and spots may not be combined for frequency discounts.

- SPECIAL FEATURES**
 2-min vignettes—1-1/2 x earned 1-min rate.
 Includes open, close and 1-minute spot.

WTKM (FM)
 1962
 NORTH CHARLESTON

PRO time sales inc.

Media Code 4 242 1785 9.00
 KTM Broadcasting Corp., Box 5758, Aragon St., North Charleston, S. C. 29406. Phone 803-747-5225.

STATION'S PROGRAMMING DESCRIPTION
 WTKM (FM): Adult programmed. Middle-of-the-road music 6 am-12M M-Sat. Sun middle-of-the-road music 7 am-9 pm, complete Broadway show production featured 9 pm, symphony programmed featuring music by famous artists and composers 10 pm-12M. Commercial activity limited to four 1 minute announcements each hour. Contact Representative for further details. Rec'd 8/7/67.

PERSONNEL
 Pres., Gen'l & Sales Mgr.—Ansley D. Cohen, Jr.
 Program Director—Jay Mullen.

SOUTH CAROLINA

Charleston—Continued

WTMA **WTMA-FM**
1939 1945

CHARLESTON

The Eastman Station

RAB

Media Code 4 242 2310 5.00
The Atlantic Coast Broadcasting Corp. of Charleston,
1 Radio Park, Orange Grove Rd., Charleston, S. C.
29411. Phone 803-556-5680.

- PERSONNEL**
President—Charles E. Smith.
General Manager—Terry Watts.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
FM-ERP 15,000 w.; 95.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 432 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60k, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with MBS and Eastman Radio Networks.

TIME RATES

No. 3 ET 6/15/68—Rec'd 5/31/68.

- Mon thru Sat 6-10 am.
- Mon thru Sat 8-7 pm.
- Mon thru Sat 10 am-3 pm & 7-10 pm.
- Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I	1 min	30 sec	10 sec
1 tl	19.00	15.20	9.50	
12 tl	18.00	14.40	9.00	
18 tl	17.00	13.60	8.50	

SECTION II

1 tl	17.00	13.60	8.50
12 tl	16.00	12.80	8.00
18 tl	15.00	12.00	7.50

SECTION III

1 tl	15.00	12.00	7.50
12 tl	14.00	11.20	7.00
18 tl	13.00	10.40	6.50

SECTION IV

1 tl	13.00	10.40	6.50
12 tl	12.00	9.60	6.00
18 tl	11.00	8.80	5.50

CONSECUTIVE WEEK DISCOUNTS

26 wk—4% 52 wk—8%
All spots and packages are cross-combinable for frequency discount except Best Buy Plan.

7. PACKAGE PLANS

30 tl (6L, 6II, 6III, 6IV), ea	BEST BUY PLAN
15 tl (3I, 3II, 3III, 3IV), ea	12.50
Not combinable with other weekly plans for added frequency.	18.50

8. PROGRAM TIME RATES

5-min—1-1/2x applicable 1-min.
RATEHOLDER

Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consec wk advertising (or spots equivalent) in length and wkly frequency to the existing sched.

CHERAW

Chesterfield County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCRC

1953

Media Code 4 242 2415 2.00
Dispatching Broadcasting Company, Box 631, U. S. Highway 1 South, Cheraw, S. C. 29520. Phone 803-537-7887.

- PERSONNEL**
General Manager—Wayne B. Sawyer.
Station Manager—Z. V. Gwynn.
Sec'y & Treas.—Joe Sink.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w. days; 1,420 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15% to recognized agencies.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 45, 46.
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 73a.
Member: Tobacco Radio Network.

TIME RATES

Rates effective July 7, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1	1/2	1/4	5	100
hrs.	hr.	hr.	min.	min.	min.	ws.
1 time	38.50	23.50	15.40	11.50	7.70	3.50
13 times	38.50	21.80	14.85	11.00	7.30	3.30
26 times	34.50	20.80	13.45	10.40	6.95	3.15
52 times	32.70	19.80	13.10	9.80	6.55	3.00
104 times	30.80	18.50	12.30	9.25	6.15	2.80
156 times	28.95	17.30	11.50	8.65	5.45	2.50
312 times	27.00	16.15	10.80	8.10	5.40	2.40

CHESTER

Chester County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WGCD

1948

NAB

Subscriber to the NAB Radio Code

Media Code 4 242 2520 9.00
Dispatch Broadcasting Co., Box 746, Harris St.,
Chester, S. C. 29706. Phone 803-885-2171.

- PERSONNEL**
President—Charles Sink.
General Manager—Wayne B. Sawyer.
Sec'y & Treas.—Joe S. Sink.
- REPRESENTATIVES**
Continental Radio Sales,
Southern Spot Sales, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00-11:00 pm. EST.
- AGENCY COMMISSION**
15% to recognized agencies.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 24b, 26, 28b, 29a.
Contracts: 42b, 45, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with NAS, and Keystone Radio Networks.
Member: Southeastern Key Market Network.

TIME RATES

ET—Rec'd 1/3/68.

- SPOT ANNOUNCEMENTS**
13x 26x 52x 104x 156x 260x 312x
1 min 3.00 2.90 2.80 2.70 2.60 2.50 2.40
- PROGRAM TIME RATES**
15x 26x 52x 104x 156x 260x 312x
1 hr. 38.00 36.00 34.00 32.00 30.00 28.00 26.00
1/2 hr. 22.75 22.50 22.25 22.00 21.75 21.50 21.25
1/4 hr. 18.00 15.00 14.00 13.00 12.00 11.00 10.00
5 min. 7.60 7.20 6.80 6.40 6.00 5.60 5.20

CLINTON

Laurens County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WPCC

1957

Media Code 4 242 2625 6.00
Radio Station WPCC, Inc., Box 563, Clinton, S. C.
29325. Phone 803-833-1562, 3.

- STATION'S PROGRAMMING DESCRIPTION**
WPCC: Programmed for young adults and adults 7 am-1 pm including "top 50" music, news at :55, headlines at :20 & :40. Music programmed for young adults 3 pm-sign-off with "top 50" music, news at :55, headlines at :20 & :40. 5-7 am & 1-3 pm country and western music. Air personality handles all segments. NEWS: at :55, headlines at :20 & :40. Weekends primarily "top 50", same news. MUSIC: "top 50" music formatted and programmed by program director, country and western by DJ's. 3 man news department, 7 DJ's. Contact Representative for further details. Rec'd 7/12/67.

- PERSONNEL**
Gen'l Mgr. & Secy.—O. P. Haynes.
Prog. Dir. & Com'l Mgr.—Dan Lynch.
- REPRESENTATIVES**
Hal Walton & Company, Inc.

- FACILITIES**
1,000 w. days; 1,410 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 25a, 26, 28b, 28c.
Contracts: 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 62b, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.
Affiliated with American Contemporary Network.

TIME RATES

ET—Rec'd 7/3/67.

- SPOT ANNOUNCEMENTS**
1x 1 min 30 sec 1 min 30 sec
1x 5.00 3.75 104x 4.40 3.15
13x 4.85 3.60 156x 4.25 3.00
26x 4.70 3.45 280x 4.10 2.85
52x 4.55 3.30 312x 3.95 2.70
- PACKAGE PLANS**
100 tl per mo. 300. 175.
100 tl in 2 wks. 250. 125.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1x 50.00 29.00 19.00 7.50
13x 47.50 28.50 18.50 7.25
26x 46.00 28.00 18.25 7.00
52x 44.00 27.50 18.00 6.75
104x 42.50 27.00 17.75 6.50
156x 41.00 26.50 17.50 6.25
280x 40.00 26.00 17.25 6.00
312x 39.00 25.50 17.00 5.75
624x 30.00 20.00 15.00 4.00

COLUMBIA (6 AM; 2 FM)

(including Cayce)
Michlind County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCAY

1958

Media Code 4 242 2730 4.00
Lexington County Broadcasters, Box 125, 1303 State St., Cayce, S. C. 29033. Phone 803-256-2000.

- STATION'S PROGRAMMING DESCRIPTION**
WCAY: Programmed primarily for adults.
Farm, entertainment 5-6 am employing personality, agricultural weather, market report, country music, Entertainment 6-10 am employing personalities, national, local news, weather, country music, local interest discussions. Entertainment, information for housewife, suburban area news 10 am-3 pm, country music, personality. Farm 12:30-1 pm, 3 reporters, agricultural weather, market reports, general farm information. Entertainment 3 pm-sign-off, traffic reports, personality, country music, local and national news, weather, national sports. M-Sat country music 90%; religious music 10%. Sun religious programs and music 60%, country music 40%. Facilities: 3 studios, remote show wagon with mobile stage, 2 man news, remote facilities, UPI, and weather wire, recording facilities. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**
President—J. Olin Tice, Jr.
Business Manager—Joe Morris.
General Sales Manager—Will Sullivan, III.

- REPRESENTATIVES**
PRO Time Sales, Inc.
David Carpenter Company,
J. Olin Tice, Jr. Sta. Sales Office: See Repts & S/O pages.

- FACILITIES**
500 w. days; 620 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.

- AGENCY COMMISSION**
15% on station time; no cash discount.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 12L, 14a.
Basic Rates: 20a, 21a, 21d, 23a, 24a, 25a, 32a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS Radio Network.

TIME RATES

ET 12/15/68—Rec'd 2/9/67.

- PACKAGE PLANS**
1 MINUTE
PER CONSEC WK: 1 wk 4 wk 13 wk 26 wk 52 wk
1 tl 14.00 13.00 12.00 11.00 10.00
10 tl 12.00 11.00 10.00 9.00 8.00
15 tl 11.00 10.00 9.00 8.00 7.50
20+ tl 10.00 9.00 8.00 7.50
- 80 SECONDS**
1 tl 11.00 10.50 9.50 8.50 7.50
5 tl 10.00 9.50 8.50 7.50 6.50
10 tl 9.00 8.50 7.50 6.50 5.50
15 tl 8.00 7.50 6.50 5.50 4.50
20+ tl 7.00 6.50 5.50 4.50

WCOS

1939

COLUMBIA

STONE REPRESENTATIVES, INC.
Subscriber to the NAB Radio Code
Media Code 4 242 2835 1.00
WCOS, Inc., Box 748, Cornell Arms Bldg., Columbia, S. C. 29202. Phone 803-252-2177.

- PERSONNEL**
Pres. & Gen'l Mgr.—George H. Buck, Jr.
Commercial Manager—Jess E. Plummer.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
1,000 w.; 1,400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10d, 11d, 12d.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective July 1, 1965, (Card No. 6.)
Card received June 14, 1965.
Class AAA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class A—9:00 am-4:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA		1 min	30 sec	20 sec	10 sec
1 tl	15.00	12.00	10.50	7.50	
52 tl	14.00	11.20	9.80	7.00	
104 tl	13.00	10.40	9.10	6.50	
156 tl	12.00	9.60	8.40	6.00	
280 tl	11.00	8.80	7.70	5.50	
520 tl	10.00	8.00	7.00	5.00	
1040 tl	9.00	7.20	6.30	4.50	

CLASS AA

1 tl	12.00	9.60	8.40	6.00
52 tl	11.50	9.20	8.05	5.75
104 tl	11.00	8.80	7.70	5.50
156 tl	10.00	8.00	7.00	5.00
280 tl	9.00	7.20	6.30	4.50
520 tl	8.00	6.40	5.60	4.00
1040 tl	7.00	5.60	4.90	3.50

CLASS A

1 tl	7.50	6.00	5.25	3.75
52 tl	7.00	5.60	4.90	3.50
104 tl	6.50	5.20	4.55	3.25
156 tl	6.00	4.80	4.20	3.00
280 tl	5.50	4.40	3.85	2.75
520 tl	5.00	4.00	3.50	2.50
1040 tl	4.50	3.60	3.15	2.25

7. PACKAGE PLANS SATURATION PACKAGE

CLASS AAA		1 min	30 sec	20 sec	10 sec
PER WK:					
12 tl	12.00	9.60	8.40	6.00	
18 tl	11.00	8.80	7.70	5.50	
24 tl	10.00	8.00	7.00	5.00	
36 tl	9.00	7.20	6.30	4.50	

CLASS AA

12 tl	10.00	8.00	7.00	5.00
18 tl	9.00	7.20	6.30	4.50
24 tl	8.00	6.40	5.60	4.00
36 tl	7.00	5.60	4.90	3.50

CLASS A

12 tl	8.00	4.80	4.20	3.00
18 tl	7.50	4.40	3.85	2.75
24 tl	7.00	4.00	3.50	2.50
36 tl	6.50	3.60	3.15	2.25

Saturation Packages may be cross combined to earn numerical frequency. Not subject to retro-active discounts.

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	20 sec	10 sec
12 tl (4AAA, 4AA, 4A)	102.00	81.60	71.40	51.00
18 tl (6AAA, 6AA, 6A)	138.00	110.40	96.60	69.00
24 tl (8AAA, 8AA, 8A)	164.00	131.20	114.80	

Columbia—WIS—Continued

2 direct from brokerage firms. Live reports from weather bureau. Daily community events coverage. **FARM:** 6-7 am, noon-1 pm. County agent reports daily. **SPORTS:** pro baseball, golf, football, stock car races, college football. 2 hour night live interview show. **COMMERCIAL POLICY:** 18 minutes maximum per hour. Personalities available for remote pickups from shopping centers, state fairs, etc. Contact Representative for further details. Rec'd 8/17/67.

1. PERSONNEL

General Manager—C. Lamar Clifton.
Assistant National Sales—Lillian Davis.
Sales Manager—John Carroll.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w.; 560 kc. Directional—nighttime only.
Operating schedule: 5-12:05 am. EST.

4. AGENCY COMMISSION

15% time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 22a, 24a, 25a, 27, 28a, 29a, 33a.

Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62b.

Cancellation: 70a, 71a, 72, 73b.

Prod. Services: 82.

Affiliated with NBC.

TIME RATES

No. 21 ET 5/27/68—Rec'd 5/1/68.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 4-7 pm.

A—Mon thru Fri 10 am-4 pm.

B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK: AAA AA A B

FIXED: 30.00 28.00 24.00 16.00

1-6 ti. 28.00 26.00 22.00 14.00

12 ti. 22.00 20.00 18.00 13.00

18 ti. 21.00 19.00 17.00 12.00

24 ti. 20.00 18.00 16.00 10.00

30 sec. 10.00 17.00 15.00 9.00

26 WEEKS

FIXED: 27.00 25.00 22.00 15.00

1-6 ti. 25.00 23.00 20.00 13.00

12 ti. 20.00 18.00 16.00 12.00

18 ti. 19.00 17.00 15.00 11.00

24 ti. 18.00 16.00 14.00 9.00

30 sec. 17.00 15.00 13.00 8.00

52 WEEKS

FIXED: 24.00 22.00 19.00 13.00

1-6 ti. 22.00 20.00 17.00 11.00

12 ti. 18.00 16.00 14.50 10.50

18 ti. 17.00 15.00 13.50 9.50

24 ti. 16.00 14.00 12.50 8.50

30 sec. 15.00 13.00 11.50 7.50

30 sec: 80% of 1-min. *10 sec: 50% of 1-min.

1-minute ads in groups of 3 per hour.

1-minute ads 30 seconds may be converted to earn frequency for 10-second spots, but not vice-versa.

WNOK

1947

COLUMBIA



Media Code 4 242 3045 6.00

Palmetto Radio Corp., Box 5307, 6027 Devine St., Columbia, S. C. 29205. Phone 803-776-1230. TWX 803-733-1131.

STATION'S PROGRAMMING DESCRIPTION

NEWS: 10 min network for adults ages 18-49.

regional news, weather, sports, news units. **FARM:** 6-6:30 am. **AIR PERSONALITIES** handle all segments, employing clips, short information features.

MUSIC: middle-of-the-road approach to general popular music, current hits. Music format consistent all day. 6:45-7:35 pm national, international news, analysis, sports news. **SPORTS:** local boat races, major stock car races, football. **COMMERCIAL POLICY** 15 min separation of competitive products. News 20%, talk 10% music 70%. Contact Representative for further details. Rec'd 11/24/67.

1. PERSONNEL

Executive Vice-President—H. Moody McElveen, Jr.

Commercial Manager—Frank Stish.

Program Director—William L. Breland.

2. REPRESENTATIVES

Paul H. Raymer Company, Inc.

Southeast—James S. Ayers Company, Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1230 kc.

Non-directional.

Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sun. EST.

4. AGENCY COMMISSION

15%; no cash discount. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 31.

Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 49, 51b.

Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62b, 62d.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 82.

Affiliated with CBS Radio Network.

TIME RATES

ET 10/31/65—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.

A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

1 min. 1x 52x 104x 156x 260x 520x 1040x

12.00 11.00 10.00 9.00 8.00 7.00 6.00

20/30 sec. 9.00 8.25 7.50 6.75 6.00 5.25 4.50

CLASS A

1 min. 10.00 9.50 9.00 8.00 7.00 6.00 5.00

20/30 sec. 8.50 7.20 6.20 6.00 5.20 4.40 3.60

7. PACKAGE SATURATIONS

PER WK: 21 ti 28 ti 35 ti

1 min. 7.00 6.00 5.00

35% of all spots will be aired in AA time.

8. PROGRAM TIME RATES

CLASS AA

1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time. 60.00 38.00 20.00 12.00

13 times. 57.00 34.20 19.00 11.40

26 times. 54.00 32.40 18.00 10.80

52 times. 51.00 30.60 17.00 10.20

100 times. 48.00 28.80 16.00 9.60

260 times. 45.00 27.00 15.00 9.00

500 times. 42.00 25.20 14.00 8.40

CLASS A

1 time. 40.00 24.00 16.00 8.00

13 times. 38.00 22.80 15.00 7.60

26 times. 36.00 21.60 14.40 7.20

52 times. 34.00 20.40 13.60 6.80

100 times. 32.00 19.20 12.80 6.40

260 times. 30.00 18.00 12.00 6.00

500 times. 28.00 16.80 11.20 5.60

Advertisers using 6 or more programs weekly will earn an additional discount of 5% of the 1 time rate.

WNOK-FM

1959

COLUMBIA



Media Code 4 242 3046 4.00

Palmetto Radio Corp., Box 5307, 6027 Devine St., Columbia, S. C. 29205. Phone 803-776-8020. TWX 803-733-1131.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—H. Moody McElveen, Jr.

Managing Director—A. P. Gary.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

ERP 3,400 w.; 104.7 mc.

Operating schedule: 6 am-midnight EST.

Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION

15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.

Rate Protection: 15b.

Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.

Contracts: 40b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 60c, 60k, 61c, 62b, 62k.

Cancellation: 70a, 70c, 71a, 73a.

WIS Radio Is

believable . . . powerful . . .
trusted . . . entertaining . . .
dominant . . . award-winning . . .

it has been since 1930.
ask those who know
best — our advertisers.
(McGavren-Guild-PGW
knows, too!)

WIS 
COLUMBIA, SOUTH CAROLINA
NBC • 560 KC • 5000 W
C. Lamar Clifton, Gen. Mgr.

TV facilities: WNOK-TV.
Rates do not include talent.
Advertisers using 6 or more programs weekly will earn an additional discount of 5% of the 1 time rate.

TIME RATES

No. 2 ET 5/1/69—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

1-26 WEEKS

PER WK, ROS. 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7+

1 min. 8.00 7.35 6.70 6.00 5.35 4.70 4.00

27-52 WEEKS

1 min. 7.50 6.85 6.20 5.50 4.85 4.20 3.50

Fixed Position—add 25%.

8. PROGRAM TIME RATES

CLASS AA

1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time. 60.00 38.00 20.00 12.00

13 times. 57.00 34.20 19.00 11.40

26 times. 54.00 32.40 18.00 10.80

52 times. 51.00 30.60 17.00 10.20

100 times. 48.00 28.80 16.00 9.60

260 times. 45.00 27.00 15.00 9.00

500 times. 42.00 25.20 14.00 8.40

CLASS A

1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time. 40.00 24.00 16.00 8.00

13 times. 38.00 22.80 15.00 7.60

26 times. 36.00 21.60 14.40 7.20

52 times. 34.00 20.40 13.60 6.80

100 times. 32.00 19.20 12.80 6.40

260 times. 30.00 18.00 12.00 6.00

500 times. 28.00 16.80 11.20 5.60

Advertisers using 6 or more programs weekly will earn an additional discount of 5% of the 1 time rate.

WOIC

1954

COLUMBIA

DORE & ALLEN, INC.



A Speldel Station

Media Code 4 242 3150 4.00

WOIC, Inc. Box 565, 830 Laurel St., Columbia, S. C. 29202. Phone 803-256-1551, 2.

STATION'S PROGRAMMING DESCRIPTION

WOIC: Programmed for Negro audience.

MUSIC: rhythm and blues, popular, jazz and gospel.

AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable.

NEWS: on hour every hour. Community involvement includes all local and national fund drives, half hour M-F 8-8:30 community time with variety of programs of audience discussion and participation type, plus a bi-racial discussion program, youth council, softball league, job opportunities, junior achievement, and others including many sports broadcasts. Appearances made by personalities at record hops, store openings, remote broadcasts, etc. Contact Representative for further details. Rec'd 10/21/68.

1. PERSONNEL

Station Manager—R. H. "Luke" Brannon.

Chief Engineer—W. W. Bridges.

2. REPRESENTATIVES

Dore & Allen, Inc.

South, Southwest—Dora Clayton Agency, Inc.

3. FACILITIES

5,000 w.; 1520 kc. Directional—night only.

Operating schedule: 5:00 am-midnight Mon thru Sat; 6:30 am-10:00 pm Sun. EST.

4. AGENCY COMMISSION

15%; no cash discount. Time and talent net.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.

Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.

Comb.: Cont. Discounts: 60d, 60h, 60i, 60j.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80.

Member: Speldel Broadcasters, Inc.

TIME RATES

No. B1 ET 7/1/69—Rec'd 6/3/68.

AAA—Mon thru Fri 6-9 am.

AA—Mon thru Fri 4-7 pm; Sat 6-9 am.

A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

CLASS AAA

PER WK: 1 ti 6 ti 18 ti

SOUTH CAROLINA

DARLINGTON (1 AM; 1 FM)

Darlington County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WDAR
1955

Country & Western

Media Code 4 242 3465 6.00

Rebel Radio, Inc., Box 277, Darlington, S. C. 29532.
Phone 803-393-4081.

STATION'S PROGRAMMING DESCRIPTION
WDAR: MUSIC: country music with gospel features each hour. 5 personalities handle all segments. Personalities and equipment available for remote broadcast. NEWS: local news 3 times daily, regional and state news on half hour. Network news on hour, weather at :15 & :45. Other features include farm news, trading post, bulletin board and audience contest. Contact Representative for further details. Rec'd 9/23/68.

1. PERSONNEL

President—Ted J. Gray, Jr.
General Manager—Bill C. Walls.
Sales Manager—Freeland L. Riles.

2. REPRESENTATIVES

National Time Sales.

3. FACILITIES

1,000 w. days; 1950 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WDAR-FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4c, 5, 6a, 7a, 8a, 9a, 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 22b, 23a, 24b, 25a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with American Information Network.
Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET—Rec'd 9/23/68.

6. SPOT ANNOUNCEMENTS

AM/FM COMBINED
1x 12x 20x 52x 103x 156x 260x
1 min. 3.75 3.40 3.15 2.70 2.35 2.20
30 sec. 3.15 3.00 2.85 2.35 2.05 1.85

STATION BREAKS
Each hour and 1/2 hour sign-on-sign-off, 30 sec.
flat, per day 20
Time signals 1

7. PACKAGE PLANS

AM/FM COMBINED
MONTHLY BONUS SATURATION PACKAGE
30 ti 60 ti 90 ti 120 ti 150 ti
1 min. 2.15 2.05 1.95 1.85 1.75

8. PROGRAM TIME RATES

AM/FM COMBINED
1x 12x 20x 52x 103x 156x 260x
1 hr. 35.00 31.00 27.00 25.00 22.50 19.50
1/2 hr. 21.25 19.25 18.25 16.25 13.25 11.75
1/4 hr. 17.00 14.00 12.00 10.00 9.25 8.25
5 min. 12.00 9.50 7.75 6.75 6.25 4.50

WDAR-FM

1965

Media Code 4 242 3466 4.00

Rebel Radio, Inc., Box 277, Darlington, S. C. 29532.
Phone 803-393-4081.

STATION'S PROGRAMMING DESCRIPTION
WDAR-FM: See WDAR listing for programming description.

1. PERSONNEL

President—Ted J. Gray, Jr.
General Manager—Bill C. Walls.
Sales Manager—Freeland L. Riles.

2. REPRESENTATIVES

National Time Sales.

3. FACILITIES

ERP 9,000 w.; 105.5 mc.
Operating schedule: 6 am-11 pm. EST.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WOAR.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Sold in combination with WDAR. See that listing for rates.

TIME RATES

FM only 50% of combined AM/FM rates.

DILLON (1 AM; 1 FM)

Dillon County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WDSC

WDSC-FM

1946

1954

NAB

Subscriber to the NAB Radio Code

Media Code 4 242 3570 3.00

Border Broadcasting Co., Inc., Highway 301, 4 miles south of Dillon, S. C. 29536. Phone 803-774-9031, 2.

1. PERSONNEL

Pres. & Gen'l Mgr.—Joseph Martin.
Asst. Mgr. & Pub. Dir.—Johnny Quick.
Program Director—Everett Leviner.

2. REPRESENTATIVES

Gill-Perna, Inc.
T-N Spot Sales.

3. FACILITIES

1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 10,000 w.; 92.9 mc.
Operating schedule: Sunrise-10:30 pm.

4. AGENCY COMMISSION

15% net charges; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 25a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a.
Member: Tobacco Radio Network.

TIME RATES

Rates effective July 1, 1948. (Card No. 2.)
6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr. 1/2 hr. 1/4 hr. 5 min. Ann.
1 time... 50.00 30.00 20.00 10.00 5.00
13 times... 47.50 28.50 19.00 9.50 4.75
26 times... 45.00 27.00 18.00 9.00 4.50
39 times... 42.50 25.50 17.00 8.50 4.25
52 times... 40.00 24.00 16.00 8.00 4.00
156 times... 37.50 22.50 15.00 7.50 3.75
260 times... 35.00 21.00 14.00 7.00 3.50
312 times... 32.50 19.50 13.00 6.50 3.25

EASLEY (1 AM; 1 FM)

Pickens County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WELP

1951

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 242 3675 0.00

Pickens County Broadcasting Co., Inc., Box 667, Easley, S. C. 29840. Phone 803-859-9388.

1. PERSONNEL

Pres., Treas. & Gen'l Mgr.—Cleatus Branzell.
Vice-President—Henry O. McDonald, Jr.

2. FACILITIES

1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WELP-FM.

4. AGENCY COMMISSION

15/0. 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21d, 24a, 25a, 26, 28c, 29b, 31, 33d.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES

ET 8/1/68—Rec'd 12/6/68.
6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 104x 156x 260x 312x
(*) 6.00 5.50 5.20 4.70 4.20 3.90 3.50 3.15
(* 1 min or less.

8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 260x 312x
1/2 hr 20.00 19.00 18.00 17.00 16.00 15.00 14.00 13.00
1/4 hr 10.00 9.50 9.00 8.50 8.00 7.50 7.00 6.50
5 min 7.50 7.00 6.50 6.00 5.50 5.00 4.50 4.00

WELP-FM

1965

Media Code 4 242 3676 8.00

Pickens County Broadcasting Co., Box 667, Maple & Cross Hill Sts., Easley, S.C. 29840. Phone 803-859-9388.

1. PERSONNEL

Pres. & Sta. Mgr.—C. O. Branzell.
Program Director—Betty H. McDonald.

3. FACILITIES

ERP 2,300 w.; 103.9 mc.
Operating schedule: 5:55 am-10:00 pm. EST.
Antenna ht.: 201 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WELP.

4. AGENCY COMMISSION

15/0. 10th of following month.

5. GENERAL ADVERTISING See coded regulations

See WELP listing for coded regulations.

TIME RATES

Rates are identical to WELP. See that listing.

FLORENCE (3 AM; 1 FM)

Florence County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJMX

1947

NAB

Media Code 4 242 3780 8.00

Atlantic Broadcasting Co., Box 1211, Florence, S. C. 29501. Phone 803-689-6351.
Other offices: U. S. Highway 52—north of Florence, S. C.

1. PERSONNEL

President—E. E. Stone.
General Manager—Paul H. Benson, Jr.

2. REPRESENTATIVES

The Dervy Organization, Inc.

3. FACILITIES

5,000 w. days; 1000 w. nights; 970 kc.
Directional—night only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a, 45.
Rates do not include music copyright fees or talent costs.
Time for exclusive use of contracting parties.
Alcoholic beverage advertising: beer only.
FM facilities: WYNN (FM).
Affiliated with CBS.
Affiliated with American Entertainment Network.
Member: Tobacco Radio Network, Carolina Radio Network.

TIME RATES

No. 5 ET 2/1/67—Rec'd 1/4/67.
6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti
1 min. 9.00 8.00 7.00 6.00 5.00
30 sec. 6.75 6.00 5.25 4.50 3.75
10 sec. 4.50 4.00 3.50 3.00 2.50

DISCOUNTS

26 wks—5% 52 wks—10%

WOLS

1937

NAB

Subscriber to the NAB Radio Code

Media Code 4 242 3885 5.00

Florence Broadcasting Co., Inc., 151 S. Dargan St., Drawer 789, Florence, S. C. 29501. Phone 803-682-3271.

1. PERSONNEL

Station Manager—A. P. Skinner.

2. REPRESENTATIVES

Southwest—Marlo Messina Company.
Southern—Southern Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-midnight Mon thru Sat; 7:00 am-midnight Sun. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective February 1, 1962.
Rates received February 7, 1962.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec
1 ti 6.00 4.50 52 ti 5.10 3.82
13 ti 5.70 4.27 104 ti 4.80 3.80
26 ti 5.40 4.05 260 ti 4.50 3.37
1-minute transcribed or 100 words live announcements can be scheduled in announcement periods only. 30-second announcements (other than station breaks) limited to 50 words and also to announcement periods. Time signals, when available, limited to 5 seconds. Announcements and programs may not be combined for lower rate.

8. PROGRAM TIME RATES

1/4 hr 10 min 5 min
1 ti 40.00 37.00 34.00 31.00 28.00
13 ti 22.80 17.10 11.40
26 ti 21.60 16.20 10.80
52 ti 20.40 15.30 10.20
104 ti 19.20 14.40 9.60
260 ti 18.00 13.50 9.00
Announcements and programs may not be combined for lower rate.

WSTN (FM)

1964

Media Code 4 242 3935 8.00

Atlantic Broadcasting Company, Box 1211, Florence, S. C. 29501. Phone 803-689-6351.

1. PERSONNEL

President—E. E. Stone.
Gen'l & Sta. Mgr.—Paul H. Benson, Jr.

2. REPRESENTATIVES

The Dervy Organization, Inc.

3. FACILITIES

ERP: 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% time; 10th of following month.

5. GENERAL RATE POLICY

AM facilities: WJMX.
Affiliated with American FM Network.

TIME RATES

Rates effective September 30, 1964.
6. SPOT ANNOUNCEMENTS
1 Minute
13 ti 4.50 104 ti 3.90
26 ti 4.35 156 ti 3.75
52 ti 4.20 260 ti 3.60
52 ti 4.05 312 ti 3.45

WYNN

1956



DORE & ALLEN, INC.

NAB

A Spield Station

Media Code 4 242 3900 3.00

WYNN, Inc., Box 1586, 163 N. Colt St., Florence, S. C. 29501. Phone 803-682-6384.

STATION'S PROGRAMMING DESCRIPTION

WYNN: Programmed for general interest. AIR PERS. SONALITIES handle all segments. NEWS: 5 min every hour except 15 min at 8 am, noon, 5 pm. FARM: news 6:15-6:30 am; 6:30 am-10 am rhythm and blues music. 10 am-noon gospel music, telephone request, church activities, mail request. Noon-3 pm rhythm and blues music, conversation, women's news, household hints. 3-7:30 pm rhythm and blues music, interviews, guests, public affairs. 7:30 pm sign-off and Sat rhythm and blues. Sun 6 am-1 pm gospel, church services and preachers, remainder of day through sign-off, rhythm and blues music. Contact Representative for further details. Rec'd 1/17/67.

1. PERSONNEL

General Manager—Donald F. Law.
Chief Engineer—William M. Pell.
Program Director—Lionnie Kaye.

2. REPRESENTATIVES

Dore & Allen, Inc.
South, Southwest—Dora Clayton Agency, Inc.

3. FACILITIES

250 w. days; 540 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28b, 29a, 29b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Member: Spield Broadcasters, Inc.

TIME RATES

AA—Mon thru Fri 8-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti

Fountain Inn—WFIS—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a.
 Rate Protection: 10b, 12b, 14b.
 Basic Rates: 20b, 21a, 21d, 23a, 24a, 25a, 26, 33c.
 Contracts: 40a, 41, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60i, 61a.
 Cancellation: 70a, 70c.
 Affiliated with NAB Radio Network.
 Member: Southeastern Key Market Network.

TIME RATES

AA—Mon thru Sat 7-9 am & 4-6 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1x	15x	1x	15x
1 min 7.00	6.50	6.00	5.50
30 sec 6.30	5.80	5.30	4.80
15 sec 5.60	5.00	4.50	4.00

CLASS AA		CLASS A	
1x	15x	1x	15x
1 min 4.65	4.25	3.85	3.45
30 sec 4.15	3.75	3.35	2.95
15 sec 3.65	3.25	2.85	2.45

AA & A may be combined to earn lower rate.
 1 minute, 30 and 15 second spots may be combined to earn lower rate.

7. PACKAGE PLANS

PER WK:	1st	6th	12th	18th	24th	30th
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	6.30	5.80	5.30	4.80	4.30	3.80
15 sec	5.60	5.00	4.50	4.00	3.50	3.00

CLASS AA		CLASS A	
1x	15x	1x	15x
1 min	4.65	4.25	3.85
30 sec	4.15	3.75	3.35
15 sec	3.65	3.25	2.85

AA & A may be combined to earn greater discount.
 1 minute, 30 and 15 second spots may be combined to earn lower rate.

8. PROGRAM TIME RATES

5 MIN:	1x	65x	130x	260x	512x
AA	10.50	9.75	8.25	7.00	6.00
A	8.05	7.25	6.00	4.50	3.95

SUNDAY ONLY

1 hr	13x	65x	130x	260x	512x
1 hr	55.00	50.00	48.00	42.00	38.00
1/2 hr	36.00	32.00	29.00	25.00	22.00

GAFFNEY (2 AM)

Cherokee County—Map Location C-3

See BRDS consumer market map and data at beginning of the State.

WEAC

1962



Subscriber to the NAB Radio Code

Media Code 4 242 4200 6.00
 Gaffney Broadcasting Inc., Box 120, Gaffney, S. C.
 29340, Phone 803-489-9086.

1. PERSONNEL

President—E. Raymond Parker.
 Vice-President—Shirley C. Lovelace.
 Secretary—Bright G. Parker.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

1,000 w. days; 1500 kc. Non-directional.
 Operating schedule: sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% Billing 10 days net.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 28c.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a.
 Comb.: Cont. Discounts: 60a.
 Prod. Services: 82.
 Member: Golden Crescent Group.

TIME RATES

Rates effective September 29, 1962.
 Rates received January 28, 1963.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 hr	1/2 hr
1 hr	104
13 hr	3.45
26 hr	3.30
52 hr	2.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 hr	51.75	31.00	16.70
13 hr	48.44	28.20	16.00
26 hr	44.25	26.45	15.50
52 hr	41.40	24.70	13.80
104 hr	38.50	23.00	13.20
156 hr	34.50	21.30	10.90
260 hr	32.20	19.00	10.35
312 hr	30.75	18.70	9.75

WFGN

1948

Media Code 4 242 4305 3.00
 Cherokee Radio Co., Inc., Box 47, Gaffney, S. C.
 29340, Phone 803-489-4795.

1. PERSONNEL

President—A. Ray Godshall.
 Manager—M. E. Green.

3. FACILITIES

250 w. days, 1570 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7a.
 Rate Protection: 10b.
 Basic Rates: 22a, 23a, 24b, 26, 28b, 29a.
 Contracts: 40c, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 61a, 62b, 62a.
 Cancellation: 71a, 73a.

TIME RATES

Rates effective June 27, 1949. (Card No. 1.)
 Rev. received September 4, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1		1/2		1/4		10		5		30	
hr	hr	hr	hr	min.	min.	min.	min.	min.	min.	min.	sec.
1-20	11	33.00	16.50	8.25	8.60	4.15	2.10	1.40			
21-65	11	30.00	15.00	7.50	8.00	3.75	1.80	1.30			
65-156	11	29.00	14.50	7.25	8.00	3.50	1.80	1.20			
156-260	11	28.00	14.00	7.00	8.00	3.50	1.75	1.15			
260-500	11	27.00	13.50	6.75	8.00	3.50	1.70	1.10			
500-1000	11	26.00	13.00	6.50	8.00	3.20	1.65	1.05			
1000 or more	11	25.00	12.50	6.25	8.00	3.00	1.60	1.00			

GEORGETOWN (2 AM)

Georgetown County—Map Location G-6

See BRDS consumer market map and data at beginning of the State.

WGTV

1949

Subscriber to the NAB Radio Code

Media Code 4 242 4410 1.00
 Georgetown Broadcasting Co., 216 Fraser St., Georgetown, S. C. 29440, Phones 546-4161, 564-4162.

1. PERSONNEL

General Manager—J. B. Dezell.
 Program Director—M. A. Dezell.

2. REPRESENTATIVES

Donald Cooke, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.

Non-directional.
 Operating schedule: 5:30 am-11:30 pm. EST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING

See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29a, 29b.
 Contracts: 40a, 41, 44a, 46, 47a, 48, 49.
 Comb.: Cont. Discounts: 61a.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS Radio Network.
 Member: Southeastern Key Market Network.

TIME RATES

Rates effective October 28, 1949.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1		1/2		1/4		5		100		150	
hr	hr	hr	hr	min.	min.	min.	min.	min.	min.	min.	min.
1 time	50.00	30.00	17.00	9.00	4.50	4.00					
13 times	47.50	28.50	16.15	8.55	4.27	3.80					
26 times	45.00	27.00	15.30	8.10	4.05	3.60					
51 times	42.50	25.50	14.50	7.65	3.82	3.40					
104 times	40.00	24.00	13.80	7.20	3.60	3.20					
312 times	37.50	22.50	12.75	6.75	3.38	3.00					

(*) Station breaks are limited to 25 words and take the 50-word rate.

WINH

1962



Subscriber to the NAB Radio Code

Media Code 4 242 4515 7.00
 Winyah Bay Broadcasting Company, Inc., Drawer "W", Georgetown, S. C. 29440, Phone 803-546-5141.

1. PERSONNEL

President—A. I. Fogel.
 General Manager—Harry R. Fogel.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

1,000 w. days; 1470 kc. Non-directional.

Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
 General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10b, 11h, 12g, 13g, 14g, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25b, 26, 28b, 28c, 29a, 29b.
 Contracts: 40a, 41, 44a, 48, 47a, 48, 49.

Comb.: Cont. Discounts: 60b, 61a.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.

TIME RATES

1x		15x		25x		512x	
1 min	2.50	2.25	2.15	2.05	1.95	1.85	1.70
30 sec	1.75	1.65	1.55	1.45	1.40	1.35	1.25

7. PACKAGE PLANS

50-Spot Package run within 5 days takes end rate.

1x		15x		25x		512x	
1 hr	30.00	28.50	27.20	25.80	24.50	23.25	22.00
1/2 hr	18.00	17.20	16.30	15.50	14.70	13.95	13.25
1/4 hr	11.00	10.25	9.75	9.25	8.80	8.35	7.95
5 min	6.50	6.15	5.80	5.50	5.20	4.95	4.70

GREENVILLE (6 AM; 3 PM)

Greenville County—Map Location B-3

See BRDS consumer market map and data at beginning of the State.

WESC

1947

Subscriber to the NAB Radio Code
 Media Code 4 242 4620 5.00
 Broadcasting Company of the Carolinas, Box 2447,
 One College St., Greenville, S. C. 29602, Phone
 803-242-4650.

STATION'S PROGRAMMING DESCRIPTION

WESC: Programmed for adults.
 MUSIC: modern country and western. NEWS: 5 min on hour and on half hour includes national, international, state, local, plus station's Washington bureau and 2 mobile news units. SPORTS: scores and news hourly at quarter before hour. Local and area weather at quarter past and on half hour. Editorials every other hour at 5 past. Community events bulletin board at 20 past hour every other hour. FARM: news at 5:30 am & 6:30 am. Contact Representative for further details. Rec'd 8/21/67.

1. PERSONNEL

President—Robert A. Schmid.
 Vice-Pres. & Sta. Mgr.—John Y. Davenport.
 Sales Manager—W. A. Mullinax.

2. REPRESENTATIVES

Adam Young Radio, Inc.

3. FACILITIES

10,000 w. days; 660 kc. Non-directional.
 Operating schedule: 6 am-local sunset. EST.

Partial simulcast operation. Simulcast 6-8 am. For non-simulcast facilities see WESC-FM.

4. AGENCY COMMISSION

15%: no cash discount; no commission on talent.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
 Rate Protection: 10b, 12b, 14b.
 Basic Rates: 20b, 24c.
 Contracts: 40a, 41, 46, 47a.
 Comb.: Cont. Discounts: 60c, 60i.
 Cancellation: 70a, 70e.
 Affiliated with MBS.

TIME RATES

No. 7 ET 9/1/68—Rec'd 8/5/68.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm; Sun all day.
 B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1x	15x	1x	15x
1 min	23.00	21.00	19.00
30 sec	17.00	16.00	15.00
10 sec	11.50	10.50	9.50

CLASS A

1 min	18.00	16.00	15.00	14.00	13.00
30 sec	14.00				

SOUTH CAROLINA

Greenville—Continued

WFBC
1933

WFBC-FM
1948

NBC Radio Network



Subscriber to the NAB Radio Code

Media Code 4 242 4725 2.00

Multimedia Broadcasting Co., Box 788, 505 Rutherford St., Greenville, S. C. 29602. Phone 803-239-1321.

STATION'S PROGRAMMING DESCRIPTION

WFBC: Programmed for adults. MUSIC: middle-of-the-road. AIR PERSONALITIES handle all segments. 5 am-12M M-F: telephone interviews, contests, comedy, sports capsules; weather, informative features. NEWS: 5 min network on hour, 2 min local on half hour, 5 min local 7 am, 7:55 am, 5:55 pm, 10:05 pm, & 12M. Noon-12:15 pm news roundup, 7 man news department. FARM: market report 6:45 am, 12:45 pm. SPORTS: capsules in all shows, 6:45-5:55 pm 10 min sports show, major league baseball, college football and basketball. Sat and Sun network and local news and music. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL

President—Wilson C. Wearn.
General Manager—Bruce Buchanan.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

5,000 w.; 1330 kc. Directional—night only.
Operating schedule: 5 am-12 pm. EST.
FM FACILITIES
ERP 100,000 w.; 93.7 mc.
Operating schedule: 6:30 am-midnight. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 24a, 24b, 24c, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60g, 60f, 61a, 61c.
Cancellation: 70a, 71a.
Affiliated with NBC.
In the event of revised station rates or discounts, any continuous broadcasts under existing contract may be extended at the rates and discounts shown herein. All 52 week contracts are for frequency purposes only.

TIME RATES

Eff 1/1/69—Rec'd 11/19/68.

AA—Mon thru Sat 6-9 am. Rotating.
A—Mon thru Sat all other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE					
	1x	2x	5x	15x	20x	30x
AA	24	22	20	19	17	15
A	18	16	13	12	11	10

20/30 sec: 75% of 1 min. 10 sec: 50% of 1-min.

WHYZ

1966



Media Code 4 242 4830 0.00

E. S. Lowe Media, Inc., Box 4308, Greenville, S. C. 29608. Phone 803-246-1441.

1. PERSONNEL

President—Edwin S. Lowe.
General Manager—Don Merriman.

2. REPRESENTATIVES

Dora & Allen, Inc.
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES

50,000 w. days: 1070 kc; Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20b, 21a, 22a, 24a, 25a, 26, 27, 28a, 28c, 29a, 32a, 33a, 10.50, 9.75, 9.00, 8.25, 7.50.
Contracts: 40a, 42a, 44b, 45, 46, 47c, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

No. 3 Eff 12/15/67—Rec'd 12/27/67.

6. SPOT ANNOUNCEMENTS

1 min	1x				
	52x	104x	156x	208x	312x
10 sec	15.00	14.00	13.00	12.00	11.00
30 sec	11.25	10.50	9.75	9.00	8.25
10 sec	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS

PER WK:	WEEKLY SATURATION PACKAGES				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12.00	11.50	11.00	10.50	9.00
30 sec	9.00	8.75	8.25	7.90	6.75
10 sec	6.00	5.65	5.50	5.25	4.50

8. PROGRAM TIME RATES

1 hr	1/2 hr					1/4 hr					10 min					5 min							
	1x	80.00	48.00	32.00	24.00	20.00	12.00	78.00	45.50	30.50	23.00	19.00	100 x	72.00	45.00	29.00	22.00	18.00	300 x	68.00	41.00	27.00	21.00

W M R B

1954

CBS Radio Network

Media Code 4 242 4935 7.00

Paramount Broadcasting Co., Inc., Box 88, Greenville, S. C. 29602. Phone 803-233-2751.

STATION'S PROGRAMMING DESCRIPTION

WMRB: Programmed for adults. MUSIC: standard, middle-of-the-road. AIR PERSONALITIES handle all segments. Live interviews, sports features, weather 3 times an hour, information features. NEWS: 10 min network on hour, 5 min network information features on half hour. SPORTS: major league baseball, college football and basketball, local high school football, Master's Golf Tournament. Sat and Sun network, news and music, 2 local church service religious programs. Contact Representative for further details. Rec'd 9/27/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—C. F. Cope.
Station Mgr. & Prog. Dir.—William T. Arrington.

2. REPRESENTATIVES

Gill-Ferna, Inc.
South—Southern Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight weekdays; 7 am-midnight Sun. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective March 1, 1962. (Card No. 3.)
Card received March 5, 1962.

5. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1/2 hr			1/4			10 min						
	50.00	32.50	18.50	13.85	10.25	8.00	26 times	47.00	30.63	17.37	13.00	9.50	7.50
52 times	44.00	28.76	16.25	12.16	9.00	7.00	104 times	42.50	27.82	15.80	11.82	8.60	6.50
156 times	41.00	26.87	15.12	11.32	7.90	6.00	208 times	38.00	25.00	14.00	10.48	7.50	5.50
312 times	35.00	23.12	12.87	9.65	7.00	5.00	8-second announcements or less (minimum 10 weekly) —50% of 1-minute earned frequency rate.						

7. PACKAGE PLANS

12 times	Weekly Saturation Plans		Total
	(1-minute or less, 1/2 to 6 weeks—fixed spots)	Each	
18 times	8.50	78.00	5.00
24 times	8.00	108.00	4.75
		132.00	237.50

Additional discounts applicable to above Saturation Plans:

1-12 weeks	5%	26-38 weeks	15%
13-25 weeks	10%	39 weeks	20%

WMUU

1949



Media Code 4 242 5040 5.00

Bob Jones University, Greenville, S. C. 29614. Phone 803-239-9856.

1. PERSONNEL

Chairman-of-Board—Dr. Bob Jones.
General Manager—Dr. R. K. Johnson.
Sales Manager—Frank Richardson.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation, Simulcast during AM operational hours. For non-simulcast facilities see WMUU-FM.

4. AGENCY COMMISSION

15/0; time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b.
Contracts: 46, 47e, 48.
Comb.; Cont. Discounts: 62d.
Cancellation: 71a, 72.
Prod. Services: 80.
WMUU offers an additional 10% discount when identical schedule is placed on WAVO, WAVO (FM), Decatur, Ga.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 3/15/69—Rec'd 3/31/69.

6. SPOT ANNOUNCEMENTS

1 min	1x				
	15x	25x	52x	104x	156x
30 sec	6.30	5.10	4.90	4.80	4.70
6:30-8:30 am, extra 1.00.	4.50	4.35	4.20	4.05	3.98

8. PROGRAM TIME RATES

1 hr	MON-SAT				
	1x	15x	25x	52x	104x
1/2 hr	55.00	53.00	51.00	49.00	47.00
1/4 hr	35.00	31.80	30.80	29.40	28.20
5 min	22.00	21.20	20.40	19.80	18.80
6:30-8:30 am, extra 1.00.	11.00	10.80	10.20	9.80	9.40

WMUU-FM

1960



Media Code 4 242 5145 2.00

Bob Jones University, Greenville, S. C. 29614. Phone 803-239-9856.

1. PERSONNEL

Chrmn. of Bd. & Pres.—Dr. Bob Jones.
General Manager—Dr. R. K. Johnson.
Station Manager—Jim Ryerson.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.:
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WMUU.

4. AGENCY COMMISSION

15/0; time and talent.

5. GENERAL ADVERTISING See coded regulations

See WMUU listing for coded regulations.
Time cannot be guaranteed.
Singing commercials not accepted.
Facilities available to broadcast spots on FM only on hour and 1/2 hour station breaks during daylight hours.
WMUU-FM offers an additional 10% discount when identical schedule is placed on WAVO, WAVO (FM), Decatur, Ga.

TIME RATES

Rates are identical to WMUU. See that listing.

WQOK

1950

Independent

Media Code 4 242 5250 0.00

WQOK, Inc., Drawer T, Greenville, S. C. 29610.
Phone 803-246-2112.

1. PERSONNEL

Pres. & Gen'l Mgr.—T. C. Hooper.

2. REPRESENTATIVES

Stone Representatives, Inc.

3. FACILITIES

5,000 w.; 1440 kc. Directional—nights only.
Operating schedule: 4:55-1:00 am Mon thru Sat; 6:55 am-11:30 pm Sun. EST.

4. AGENCY COMMISSION

15% on time only; no cash discounts.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 33b.
Contracts: 40c, 41, 42c, 44a, 45, 46, 47a, 50, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60b, 60f, 61a, 62b.
Cancellation: 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective September 1, 1965.
Rates received November 1, 1965.

Class AAA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.

Class AA—9:00 am-4:00 pm Mon thru Sat and all day Sun.

Class A—7:00 pm-6:00 am Mon thru Sun.

6. SPOT ANNOUNCEMENTS

1 ti	CLASS AAA			
	1 min	30 sec	20 sec	10 sec
52 ti	17.00	18.80	11.90	8.50
104 ti	16.00	12.80	11.20	8.00
156 ti	15.00	12.00	10.60	7.50
208 ti	14.00	11.20	9.80	7.00
312 ti	13.00	10.40	9.10	6.50
520 ti	12.00	9.60	8.40	6.00
1040 ti	11.00	8.80	7.70	5.50
	10.00	8.00	7.00	5.00

1 ti	CLASS AA			
	1 min	30 sec	20 sec	10 sec
52 ti	14.00	11.20	9.80	7.00
104 ti	13.00	10.40	9.10	6.50
156 ti	12.00	9.60	8.40	6.00
208 ti	11.00	8.80	7.70	5.50
312 ti	10.00	8.00	7.00	5.00
520 ti	9.00	7.20	6.30	4.50
1040 ti	8.00	6.40	5.60	4.00
	7.00	5.60	4.90	3.50

1 ti	CLASS A			
	1 min	30 sec	20 sec	10 sec
52 ti	8.50	6.80	5.95	4.25
104 ti	8.00	6.40	5	

GREENWOOD (2 AM; 1 FM)

Greenwood County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WCBS 1941
WCBS-FM 1965
NBC Radio Network

NAB **NIAFM B**

Media Code 4 242 5355 7.00
Greco, Inc., Box 1247, 408 Main St., Greenwood, S. C. 29646. Phone 803-223-8553, 8554.

STATION'S PROGRAMMING DESCRIPTION
WCBS: Programmed for adults and young adults, 4 DJ's emcee entire log. Format consists of music, news, sports and weather. MUSIC: middle-of-the-road format, is 72% of all programs. NEWS: is 12% with network hourly plus local daily strips. Play-by-play pickups of football, basketball and baseball from high schools, colleges and pros. Weather every half-hour from U. S. Weather Bureau. Rec'd 2/28/69.

1. PERSONNEL
President—Douglas Featherstone.
Gen'l & Sta. Mgr.—Dan Crossland.
Sales Manager—Ralph Norman.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 1,300 w. (horiz.), 1,300 w. (vert.); 96.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 361 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40b, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.

TIME RATES
ET 4/1/60—Rec'd 2/28/69.

6. SPOT ANNOUNCEMENTS					
PER WK:	14	61	121	181	241
1 min/less.....	2.70	2.45	2.20	1.95	1.70
8. PROGRAM TIME RATES					
PER YR:	26x	52x	104x	208x	
1 hr.....	60.00	54.00	48.00	42.00	36.00
1/2 hr.....	30.00	27.00	24.00	21.00	18.00
1/4 hr.....	18.00	16.20	14.40	12.60	10.80
5 min.....	12.00	10.80	9.60	8.40	7.20

WGSW
1953

Media Code 4 242 5460 5.00
Radio Greenwood, Inc., Edward Arms Building, Greenwood, S. C. 29646.

1. PERSONNEL
General Manager—George B. Cook, Jr.
President—W. C. Woodall, Jr.

2. REPRESENTATIVES
North—Hal Walton & Company, Inc.
South—David Carpenter Company.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a, 30.
Contracts: 40a, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60l, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with Keystone & NAS Networks.

Rates effective September 1, 1962.
Rev. (eff. date) rec'd September 4, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
hr.	1/2 hr.	1/4 hr.	5 min.	(*)	
1 time.....	40.00	25.00	15.00	7.00	4.00
13 times.....	37.75	23.80	14.15	6.45	3.75
26 times.....	35.50	22.20	13.30	5.90	3.50
52 times.....	33.25	20.80	12.45	5.35	3.25
104 times.....	31.00	19.40	11.60	4.80	3.00
208 times.....	28.75	18.00	10.75	4.25	2.75

Station break announcements are limited to 25 words. One minute transcriptions are accepted at the 160 word announcement rate; all 100 word announcements and one minute transcriptions are accepted for scheduling in announcement periods only. No spot announcements over 100 words accepted.

GREER (2 AM)

Greenville County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WCKI
1955

Media Code 4 242 5565 1.00
Sira-Pak Radio, Inc., Box 709, Greer Theatre Bldg., N. Main St., Greer, S. C. 29651. Phone 803-877-8458.

STATION'S PROGRAMMING DESCRIPTION
WCKI: Programmed for adults.
NEWS: reports by news personalities every hour and half hour, including direct weather reports from airport. 6-9 am country music. DJ modern country music format. 11 am sign-off. Racing news, sports news, farm news, commentary, and special beeper news

WQOK

DELIVERS

GREENVILLE'S

BIGGEST UNDUPLICATED AUDIENCE

Check WQOK's Firm
Leadership and
Balanced Composition

Weekly Cume Estimates

	WQOK	Sta. A
Households	34,000	32,400
Total		
Persons	90,700	75,300
Total		
Adults	62,000	61,800
Teens	22,000	7,400

Pulse: Greenville 2-County Metro Area, April/May/68—Mon-Sun cume estimates

AGAIN YOUR BEST BUY IN GREENVILLE

WQOK

5,000 watts 1440 kc
Greenville, South Carolina

Represented by
STONE REPRESENTATIVES, INC.

reports. All air personalities available for spots. Recording facilities available for production work. Commercial time available on limited basis. Contact Representative for further details. Rec'd 8/10/67.

- PERSONNEL**
President—Marshall Thomas Pack.
Station Manager—Frank Foster.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
- FACILITIES**
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 5 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4b, 4d, 5, 5a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 20a.
Contracts: 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Country Music Network, Southeastern Key Market Network.

TIME RATES
ET 4/28/69.

6. SPOT ANNOUNCEMENTS				
100 WORDS OR MORE				
1 x.....	5.00	104 x.....	4.00	
13 x.....	4.75	156 x.....	3.75	
26 x.....	4.50	280 x.....	3.50	
52 x.....	4.25	312 x.....	3.25	
8. PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	5 min
1 tl.....	68.00	38.00	25.00	12.00
13 tl.....	67.00	37.00	24.00	11.50
26 tl.....	66.00	36.00	23.00	11.00
52 tl.....	65.00	35.00	21.00	10.50
104 tl.....	64.00	34.00	20.00	10.00
156 tl.....	62.50	32.50	19.00	9.50
280 tl.....	61.50	31.50	18.00	9.00
312 tl.....	60.00	30.00	16.50	8.00

WEAB

1949

NAB

Media Code 4 242 5670 9.00
Edd A. Burch, Box 70, Tryon Street., Greer, S. C. 29651. Phone 803-877-3141.

STATION'S PROGRAMMING DESCRIPTION
WEAB: Programmed for adults and young adults. AIR PERSONALITIES emcee all segments. News headlines on hour, 5 min briefs on half hour. Weather every 15 min. Sports capsules every hour between 6-9 am & 4-7 pm. MUSIC: 90% featuring current selling general popular music and standards. NEWS: 10%, local, state, national, and international. Wire service and local staff. SPORTS: college football network, stock car races. Personalities available for remote pickups from shopping centers, fairs, etc. Rec'd 7/15/67.

- PERSONNEL**
Owner—E. A. Burch.
General Manager—John A. Salter, Jr.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/15/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS					
1 min	1x	13x	26x	52x	104x
2.70	2.60	2.45	2.25	2.00	1.75
7. PACKAGE PLANS					
PER WK:	20 tl	30 tl	40 tl		
Ea.....	1.50	1.40	1.30		
8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	5 min	
1 x.....	60.00	40.00	22.50	10.00	
13 x.....	55.00	35.00	20.00	0.00	
26 x.....	50.00	30.00	17.50	7.00	
52 x.....	45.00	25.00	15.00	5.00	

HAMPTON

Hampton County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WBHC

1957

Subscriber to the NAB Radio Code

Media Code 4 242 5775 6.00
Joseph B. Wilder dba Hampton County Broadcasters, Inc., Box 666, Hwy. 601, Hampton, S. C. 29924.

- PERSONNEL**
Owner—Joseph B. Wilder.
General Manager—Carl (Tony) Gross.
- FACILITIES**
1000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.

SOUTH CAROLINA

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/31/69—Rec'd 4/15/68.

6. SPOT ANNOUNCEMENTS					
1 min.....	ix	11x	51x	101x	351x
	3.25	3.00	2.75	2.25	1.75
	1.25				
8. PROGRAM TIME RATES					
	ix	11x	51x	101x	351x
1 hr.....	50.00	40.00	35.00	32.50	31.00
1/2 hr.....	35.00	28.00	25.00	22.50	21.25
1/4 hr.....	15.00	13.50	10.75	8.75	8.00
5 min.....	6.50	6.00	5.25	5.00	4.75
10. SPECIAL FEATURES					
MUTUAL PROGRAMS					
5 min News.....			ix	26x	101x
			6.50	6.00	5.50
10 min World Report.....			8.50	7.50	6.75

HARTSVILLE

Darlington County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WHSC

1946

NAB

Subscriber to the NAB Radio Code

Media Code 4 242 5660 4.00
Hartsville Broadcasting Co., Inc., Box 940, Hartsville, S. C. 29550.

- PERSONNEL**
General Manager—Oby B. Lyles.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11:05 pm. EST.
- AGENCY COMMISSION**
None, all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 21c, 23a, 24b, 25a, 26, 28a, 28b, 28c, 20a.
Contracts: 45, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 2/1/69—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS					
1 min	2.50	2.35	2.25	2.15	2.00
30 sec:	1.85				
6. PROGRAM TIME RATES					
	ix	13x	26x	52x	156x
1 hr.....	36.00	34.40	32.40	30.80	28.80
1/2 hr.....	21.60	20.64	19.44	18.36	17.28
1/4 hr.....	14.40	13.68	12.06	11.24	10.80
10 min.....	10.80	10.26	9.72	9.18	8.64
5 min.....	7.20	6.84	6.48	6.12	5.76

HEMINGWAY

Williamsburg County F-6
See SRDS consumer market map and data at beginning of the State.

WKYB

1068

Media Code 4 242 5920 8.00
Hemingway Broadcasting Company, Box 1000, Hemingway, S. C. 29554. Phone 803-558-2558.

- PERSONNEL**
General Manager—Raymond Somers.
Director of Programs—G. Stephen Green.
News & Farm Director—Jim Squire.
- FACILITIES**
5,000 w., 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
15%.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 25c, 26, 27, 28b, 28c, 31, 33c.
Contracts: 40c, 41, 42b, 42d, 46, 51c.
Comb.; Cont. Discounts: 60a, 60l, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Rates and discounts based on number of broadcasts per month.
Member: Carolina Radio Network.

TIME RATES
No. 3 ET 3/8/68—Rec'd 3/11/68.

6. SPOT ANNOUNCEMENTS					
1 min.....	ix	52x	156x	312x	500x
	4.50	4.15	3.45	3.00	2.60
30 sec.....	2.80	2.60	2.10	1.80	1.70
8. PROGRAM TIME RATES					
	ix	52x	156x	312x	500x
1/2 hr.....	28.25	23.80	20.05	17.65	15.85
1/4 hr.....	17.65	14.15	10.60	9.45	8.85
10 min.....	12.00	10.45	7.65	6.50	5.30
5 min.....	7.10	6.00	4.75	4.15	3.90

SOUTH CAROLINA

HOLLY HILL

Orangeburg County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHHL

1962
Media Code 4 242 5965 1.00
Palmetto Communications Corp., Box 607, Holly Hill, S. C. 29050.

- PERSONNEL**
President—P. M. Eargle.
Station Manager—Doc Holiday.
Sales Manager—Paul Rice.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/5 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 45, 46, 48.
Comb. & Cont. Discounts: 60b, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates effective June 4, 1964.
Rates received July 8, 1964.

SPOT ANNOUNCEMENTS	MINUTE	1-10	11-20	21-30	31-40
1-10	1-10	3.00	2.80	2.50	2.30
11-20	1-10	2.80	2.50	2.30	2.10
21-30	1-10	2.50	2.30	2.10	1.90
31-40	1-10	2.30	2.10	1.90	1.70
1-10	30 sec	1.50	1.20	1.00	0.80

No frequency discounts on less than 1 minute.

PROGRAM TIME RATES	1 hr	3/4 hr	1/2 hr	1/4 hr	5 min
1-10	37.50	30.00	20.00	12.00	6.00
11-20	37.50	29.80	19.80	11.80	5.80
21-30	37.10	29.60	19.60	11.60	5.60
31-40	36.70	29.40	19.40	11.40	5.40
41-50	37.70	29.20	19.20	11.20	5.80
51-100	36.50	29.00	19.00	11.00	5.50
101-200	36.20	28.80	18.80	10.80	5.40
200 or more	35.90	28.60	18.60	10.60	5.30

JOHNSTON

Edgefield County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WJES

1961
Media Code 4 242 6090 9.00
Edgefield Radio Co., Inc., Box 1, Lee St., Johnston, S. C. 29832. Phone 803-275-4444.

- PERSONNEL**
Sales & Gen'l Mgr.—Claude Casey.
Program Director—James E. Calk.
- FACILITIES**
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42b, 45, 48, 47a, 48.
Comb. & Cont. Discounts: 60b, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 10/1/68—Rec'd 1/15/69.

SPOT ANNOUNCEMENTS	15 ti	25 ti	50 ti
PER WK:	25 ti	50 ti	100 ti
PER MO:	1.75	1.50	1.25
30 sec	1.40	1.20	1.00

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 hr	40	25	15	8
1/2 hr	25	20	15	8
1/4 hr	15	12	9	7
5 min	8	7	6	5

(*) 7.50

KERSHAW

Kershaw County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WKSC

1961
Media Code 4 242 6195 6.00
Kershaw Broadcasting Corp., Box 548, 502 W. Church St., Kershaw, S. C. 29067. Phone 475-8585.

- PERSONNEL**
Pres. & Mgr.—Jess B. Tatum.
Sales Manager—Reba T. Tatum.
Prog. Dir. & Ass't Sales Mgr.—John Shacklesford.
- FACILITIES**
500 w. days; 1300 kc. Non-directional.
Operating schedule: 4:00 am-local sunset. EST.
- AGENCY COMMISSION**
All prices net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 23a, 28c.
Contracts: 40a, 41.
No cigarette advertising accepted.

TIME RATES

Rates effective
Card received August 27, 1962.

SPOT ANNOUNCEMENTS	1.00
1.00 per spot net.	

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	25.00	15.00	10.00	7.50	5.00
13 times	23.50	14.00	9.50	7.00	4.75
26 times	20.00	13.00	9.00	6.50	4.50
52 times	17.50	12.00	8.50	6.00	4.25
104 times	15.00	11.00	8.00	5.50	4.00
156 times	14.00	10.00	7.50	5.00	3.00
312 times	13.50	9.00	5.00	4.50	2.75

KINGSTREE (2 AM; 1 FM)

Williamsburg County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WKD WKD-FM

1949
Media Code 4 242 6300 2.00
Subscriber to the NAB Radio Code

Media Code 4 242 6300 2.00
Santree Broadcasting Co., Inc., Box 525, Kingstree, S. C. 29556. Phone 382-2362, 382-2362, 354-9514.
Studio—on U.S. Hwy., 52 between Lake City & Kingstree, S. C.

- PERSONNEL**
General Manager—C. G. Bass.
- FACILITIES**
5000 w. days; 1310 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 5000 w. days; 100.1 mc.
Operating schedule: 6:00-11:15 pm, EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 28c, 29a, 29b.
Contracts: 41, 44a, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb. & Cont. Discounts: 60b, 60c, 60f, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Tobacco Radio Network.

TIME RATES

Rates effective August 1, 1961. (Card No. 2.)
Card received July 3, 1961.

SPOT ANNOUNCEMENTS/PROGRAM RATES	1/2 hr.	1/4 hr.	10 minutes
1/2 hr.	30.00	15.00	9.00
1/4 hr.	15.00	1.00	4.00
10 minutes	12.00	30 seconds	3.00

WKSP

1967
Media Code 4 242 6350 7.00
Williamsburg County Broadcasting Co., Inc., Box 698, Rt. 627, W., Kingstree, S. C. 29556. Phone 803-382-2323.

- PERSONNEL**
General Manager—Bill Peele.
Program Director—Eddy Seeger.
Traffic Manager—Joe Peele.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
500 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% time only. 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24b, 25b, 26, 28b, 33a.
Contracts: 40a, 44a, 45, 47a, 50.
Comb. & Cont. Discounts: 60b, 60d, 60e, 60f, 61a.
Cancellation: 70b, 70d, 71b, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 ET 7/1/68—Rec'd 11/26/68.

SPOT ANNOUNCEMENTS	PER YR:	52x	104x	156x	208x	260x	312x
1 min	3.00	2.75	2.50	2.25	2.00	1.75	1.50
30 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.00

PROGRAM TIME RATES	PER YR:	1 hr	1/2 hr	1/4 hr	5 min
52 x	28	14	8	5	
156 x	20	12	7	4	
312 x	18	10	6	3	

LAKE CITY

Florence County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJOT

1953
Media Code 4 242 6405 9.00
Lake City Broadcasting Corp., Box 1177, 10 S. Acland Ave., Lake City, S. C. 29560. Phone 803-394-2088.

- PERSONNEL**
President—Russell George.
General Manager—Hub Terry.
- REPRESENTATIVES**
T-N Spot Sales.

- FACILITIES**
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset Mon thru Sat; 7:00 am-local sunset Sun. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4b, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51b.
Comb. & Cont. Discounts: 60d, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Tobacco Radio Network.

TIME RATES

No. 8 ET 4/7/67—Rec'd 4/7/67.

SPOT ANNOUNCEMENTS	1 min	30 sec	2x	104x	260x	312x	624x	1000x
1 min	3.00	2.20	2.20	1.75	1.50	1.20	1.00	0.75
30 sec	2.40	2.20	1.95	1.75	1.55	1.40	1.20	0.90

PACKAGE PLANS	ROSPACKAGES
In 7 days	10 ti 25 ti 50 ti 10 ti 25 ti 40 ti
10 sec: 50% of 1-min.	25 50 80 20 40 65

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 hr	40.00	38.00	36.00	30.00
1/2 hr	24.00	22.00	20.00	18.00
1/4 hr	12.00	10.00	10.00	8.00
10 min	10.00	9.00	8.00	6.00
5 min	6.00	5.00	4.50	3.75

LANCASTER (2 AM; 1 FM)

Lancaster County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WAGL

1962
Media Code 4 242 6510 6.00
Palmetto Broadcasting System, Inc., Box 28, S. Woodland Dr., Lancaster, S. C. 29720. Phone 283-8431.

- STATION'S PROGRAMMING DESCRIPTION**
WAGL: Programmed to reach young adults to about 35 years of age.
4 air personalities handle all segments. MUSIC: top 50 records of pop, rhythm and blues and rock music each week. 1 man local and regional news stat.
Network news hourly at :30 past and at 12:30 pm daily. Local and state news 3 min hourly on hour.
SPORTS: 3 min at :45 past 4 times daily. FARM: report 5 min daily at 12:55 pm. Music 90%, all other 10% including news. Contact Representative for further details. Rec'd 8/5/68.
- PERSONNEL**
Pres. & Sta. Mgr.—B. L. Phillips, Jr.
Gen'l & Sales Mgr.—John D. Martin.
- REPRESENTATIVES**
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w. days; 1560 kc. Clear Channel.
Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20b, 21c, 21d, 23a, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 46, 47a, 51a, 51b.
Comb. & Cont. Discounts: 60a, 60e, 60i, 61a, 61b.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Country Music Network.

TIME RATES

ET 5/1/68—Rec'd 5/13/68.

SPOT ANNOUNCEMENTS	1 min	30 sec	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.75	4.50	4.25	4.00	3.75
(*) 30 sec or less	5.10	4.75	4.40	4.10	3.90	3.75	3.50	3.25	3.00

PACKAGE PLANS	WEEKLY SPOT PLANS
1 min	1 ti 10 ti 15 ti 20 ti 30 ti
30 sec or less	6.00 5.00 4.75 4.50 4.00
	4.75 4.10 3.90 3.70 3.35

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 hr	65.00	60.00	58.00	52.00
1/2 hr	45.00	42.00	40.00	38.00
1/4 hr	28.00	25.00	24.00	22.00
10 min	18.00	17.00	16.00	15.00
5 min	14.00	13.00	12.00	11.00

WLCM

1951
Media Code 4 242 6615 3.00
The Royal Broadcasting Co., 103 S. Catawba St., Lancaster, S. C. 29720. Phone 803-283-2051.

- PERSONNEL**
President—Charles Connelly, Jr.
General Manager—Joseph W. Dorton.
Sales Manager—Gene Baker.
- REPRESENTATIVES**
Atlanta—Harry J. Cannon Associates.
- FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 5.
Contracts: 45, 47a.
(*) Script required 24 hours in advance.
Alcoholic beverage advertising: beer only.

PACKAGE PLANS	75 ti	50 ti	30 ti	20 ti	15 ti	10 ti
1 year (1500 spots) qualifies for rate of 1.50.	1.55	1.65	1.75	1.90	2.10	2.50
1 year (1200 spots) qualifies for rate of 1.60.	1.55	1.65	1.75	1.90	2.10	2.50

(*) Less than 10.

ANNUAL CONTRACTS

SPOT ANNOUNCEMENTS	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	46.00	28.00	17.50	13.00	10.00
13 x	41.00	25.00	15.50	11.00	8.50
26 x	36.00	22.00	13.50	10.00	7.25
52 x	31.00	19.00	12.50	9.00	6.00
104 x	28.50	17.00	11.50	8.00	4.75
156 x	26.50	15.00	10.50	7.00	3.75
260 x	23.50	16.00	9.50	6.00	3.25
312 x	23.50	15.00	8.50	5.00	3.00

WLCM-FM

1964
Media Code 4 242 6616 1.00
The Royal Broadcasting Co., 103 S. Catawba St., Lancaster, S. C. 29720. Phone 803-283-2051.

- PERSONNEL**
President—Charles Connelly, Jr.
General Manager—Joseph W. Dorton.
Sales Manager—Gene Baker.
 - REPRESENTATIVES**
Atlanta—Harry J. Cannon Associates.
 - FACILITIES**
ERP 3,000 w.; 107.1 mc.
Operating schedule: 5 am-11 pm, EST.
Antenna ht.: 205 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station. No cash discount.
 - GENERAL ADVERTISING** See coded regulations
See WLCM for coded regulations.
- TIME RATES
- No. 1 ET 11/1/68—Rec'd 11/19/68.
- | PACKAGE PLANS | PER WK: | 1 ti | 10 ti | 15 ti | 20 ti | 30 ti | 50 ti | 75 ti |
|-----------------|---------|--------|-------|-------|-------|-------|-------|-------|
| 1500 spots, ea. | 2.10 | 1.75</ | | | | | | |

Loris—W L S C—Continued

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
1000 w. days; 1570 kc. Non-directional.
Operating schedule: local sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70a, 71a, 72a.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective January 1, 1960.
Rates received December 28, 1959.
Rev. (Rate) received April 4, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	25.00	15.00	7.50	4.00	3.50
13 times	21.50	14.50	7.00	3.90	3.40
26 times	20.00	13.50	6.50	3.80	3.30
52 times	18.00	12.50	6.00	3.70	3.20
104 times	15.50	11.00	5.00	3.40	2.90
156 times	14.50	10.50	4.80	3.20	2.80
312 times	13.00	10.00	4.50	3.10	2.60

MANNING

Clarendon County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WYMB

1957
Media Code 4 242 6930 6.00
Clarendon County Broadcasting Co., Box 400, Manning, S. C. 29102.

1. PERSONNEL
Pres. & Gen'l Mgr.—Betty T. Roper.
Farm Director—Ray Wilkinson.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1000 w. days; 1410 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 28c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Tobacco Radio Network.

TIME RATES
Rates effective January, 1964.
Rates received April 19, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 t	3.50	2.50
13 t	3.25	2.50
26 t	3.00	2.30

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
36.00	26.00	18.00	11.00	6.75

MARION

Marion County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WATP

1957
Media Code 4 242 7035 3.00
Swamp Fox Broadcasting Corp., Box 1033, 324-1/2 N. Main St., Marion, S. C. 29671, Phone 803-423-1415.

1. PERSONNEL
Gen'l Mgr. & Dir. of Engr.—Harry Hyman.
Program Director—Loree M. Hyman.
Farm Director—John L. Madera.

2. REPRESENTATIVES
Continental Radio Sales.
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11h, 12a, 13h, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
ET 10/15/67—Rec'd 10/23/67.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	312x
1 min 5.00	4.75	4.50	4.25	4.00	3.80	3.60

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
59.50	31.50	17.50	7.00
13 t	51.00	27.00	15.00
26 t	45.00	24.00	13.50
52 t	43.35	22.95	12.75
104 t	40.80	21.80	12.00
208 t	38.25	20.25	11.25
312 t	35.70	18.50	10.50

MONCK'S CORNER

Berkley County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBER

1963
Subscriber to the NAB Radio Code
Media Code 4 242 7140 1.00
Berkley Broadcasting Corp., Box 87, 223 E. Main St., Moncks Corner, S. C. 29461. Phone 899-2195; Charleston, S. C. 722-0290.

1. PERSONNEL
Pres. & Gen'l Mgr.—Vincent M. French.

2. REPRESENTATIVES
Regional—David Carpenter Company.

3. FACILITIES
500 w.; 950 kc. Non-Directional
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Contract: 40a.
Member: Country Music Network.

TIME RATES
ET 1/1/69—Rec'd 11/25/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
3.00	2.10	1.00

7. PACKAGE PLANS
PER WK, EA:

10 t	20 t	30 t	40 t	50 t
3.00	2.85	2.65	2.60	2.35
30 sec	2.10	2.00	1.85	1.75

8. PROGRAM TIME RATES
1/4 hr thru 1 hr, per min. 1.50

10. SPECIAL FEATURES
FIXED POSITION

5-min news at :35	6
2-1/2 min weather at :15 and :45	3
2-1/2 min sports at :30	3

Includes 30-second intro and 1-minute close.

RATE VARIATION
If News, Weather or Sports are accepted on a rotational basis with major-minor sharing, we will guarantee not more than 5 and not less than 2 for same rate.

MULLINS

Marion County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WJAY

1949
Subscriber to the NAB Radio Code
Media Code 4 242 7245 8.00
Mullins & Marion Broadcasting Co., Box 542, Mullins, S. C. 29574. Phone 464-0252; Marion Phone 423-1140.

STATION'S PROGRAMMING DESCRIPTION
WJAY: General adult appeal programming. Country music, weather, farm features 5:30-7 am. General popular music, weather, sports, editorials, local and national news 7-11:45 am. Farm reports, weather, country music, livestock markets, world-state-national news 11:45 am-2 pm. General music, news, weather, features, 2-5:15 pm. Showtimes, sports, news, standards, film music 5:15 pm-sign-off. Contact Representative for further details. Rec'd 7/10/67.

1. PERSONNEL
Manager—James F. Ramsey.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 8:00 am-local sunset weekdays; 7:00 am-local sunset Sun. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 22a, 24b, 29a.
Contracts: 40a, 41, 44b, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60b, 62d.
Cancellation: 70c, 73b.
Affiliated with American Contemporary Network.
Member: Tobacco Radio Network.

TIME RATES
Rates effective January 1, 1959.
Rates received January 28, 1959.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	104x	156x	312x
1 min 4.50	4.35	4.20	4.05	3.90	3.75	3.60
30 sec 4.00	3.85	3.70	3.55	3.40	3.25	3.10

MYRTLE BEACH (2 AM; 1 FM)

Horry County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WMYB

1948
Subscriber to the NAB Radio Code
Media Code 4 242 7350 6.00
Golden Strands Broadcasting Co., Box 1497, 28th & Oak Sts., Myrtle Beach, S. C. 29577 Phone 803-448-3189.

STATION'S PROGRAMMING DESCRIPTION
WMYB: Programmed for adults and young adults.
MUSIC: standards. Network news on half hour, local and regional news on hour. 25 weather programs weekly with US Weather Bureau teletype facilities. 75% music, 5% sports, 3% public affairs. Stock market reports and business news programs daily

TIME RATES
ET 10/15/67—Rec'd 10/23/67.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	312x
1 min 5.00	4.75	4.50	4.25	4.00	3.80	3.60

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
59.50	31.50	17.50	7.00
13 t	51.00	27.00	15.00
26 t	45.00	24.00	13.50
52 t	43.35	22.95	12.75
104 t	40.80	21.80	12.00
208 t	38.25	20.25	11.25
312 t	35.70	18.50	10.50

M-F. High school and college sports broadcasts. Emphasis on community affairs with live coverage. Personalities available for special events. Contact Representative for further details. Rec'd 2/28/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wade H. Alley.
Sales Manager—Paul W. Smith.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sun. EST.
FM FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 5:55-12:05 am. EST.
Antenna ht.: 188 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23a, 24b, 26, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective June 1, 1965.
Rates received April 15, 1965.

6. SPOT ANNOUNCEMENTS

1 t	5.00	156 t	3.75
26 t	4.75	260 t	3.50
52 t	4.50	312 t	3.25
104 t	4.00	364 t	3.00

WTGR

1965
Media Code 4 242 7455 3.00
Grand Strand Broadcasting Corp., Box 2005, Ocala Beach, S. C. 29577. Phone 803-448-5005.

STATION'S PROGRAMMING DESCRIPTION
WTGR: Top 40 music. NEWS: hourly from network with local and regional news every half hour. SPORTS: 5 min sports daily featuring local sports activities. 2 sportscasts daily from network. Associated Press News Service. Emphasis on community service organizations such as Jaycees and Chamber of Commerce. Contact Representative for further details. Rec'd 11/7/68.

1. PERSONNEL
General Manager—Thomas J. Rogers.
General Sales Manager—Mannon R. Turner.
News Director—H. Ross Cox.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
250 w.; 1520 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 13b, 15a, 15b, 16.
Basic Rates: 21b, 22a, 22b, 24b, 25a, 28c, 29a, 29b, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60a, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 4 ET 7/1/69—Rec'd 7/23/69.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	312x
1 min 3.75	3.50	3.25	3.00	2.75	2.50	2.00
30 sec 3.25	3.00	2.75	2.50	2.25	2.00	1.50

7. PACKAGE PLANS
152 15-sec spots in 15 days or less, ea 1.52.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
50.00	48.00	45.00	43.00
1/2 hr 40.00	37.00	35.00	30.00
1/4 hr 30.00	28.00	26.00	24.00
5 min 10.00	8.50	7.50	6.50

Fixed position extra 1.00.

NEWBERRY (2 AM)

Newberry County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WKDK

1946
Subscriber to the NAB Radio Code
Media Code 4 242 7500 0.00
Newberry Broadcasting Co., Inc., 3000 Hazel St., Box 494, Newberry, S. C. 29108.

1. PERSONNEL
President—James F. Coggins.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: Sun 7:00 am-11:00 pm; weekdays 6:00 am-11:30 pm. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.

SOUTH CAROLINA

Rate Protection: 10a, 11e, 12a, 13e, 14e, 15b, 16, 24b, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Keystone and MBS Networks.

TIME RATES
Rates effective December 1, 1957.
Rates received December 6, 1957.

6. SPOT ANNOUNCEMENTS

1 time	6.00	104 times	4.00
13 times	4.75	156 times	3.75
26 times	4.50	312 times	3.50
52 times	4.25		

8. PROGRAM TIME RATES

1 time	1 hr	1/2 hr	1/4 hr	5 min
13 times	30.00	22.00	16.00	8.00
26 times	28.00	20.50	15.00	7.50
52 times	26.00	19.00	14.00	7.00
156 times	24.00	17.50	13.00	6.50
312 times	22.00	16.00	12.00	6.00
	20.00	14.50	11.00	5.50

WKMG

1968
Media Code 4 242 7600 4.00
Service Radio Co., Inc., Box 697, Glenn St. Ext., Newberry, S. C. 29108. Phone 803-270-2507, 2508.

STATION'S PROGRAMMING DESCRIPTION
WKMG: Programmed for an adult audience, entertainment and information.
MUSIC: modern country music. Primary news service provided by UPF. Featured news reports include weather news at :15 past and before each hour, news headlines and local news on hour. Network news on half hour. Various other features of community interest including reports on agriculture sporting news and news of interest to community. Rec'd 4/28/69.

1. PERSONNEL
Manager—Donald P. Estelle.
Sales Manager—Howard E. (Hal) Whitaker.
Program Director—Roscoe Bedenbaugh.

3. FACILITIES
1,000 w. 1620 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13b, 14a, 15b, 16.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 31, 32a, 33.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

NATIONAL AND LOCAL RATES SAME
ET 5/1/68—Rec'd 9/25/68.

6. SPOT ANNOUNCEMENTS

PER	10 t	10 t	25 t	40 t	10 t	100 t	200 t
MO:	2.25	2.00	1.80	1.60	1.50	1.45	1.40

(*) 1 min or less.
To be used only 30 days.

7. PACKAGE PLANS
PER

WK:	5 t	7 t	10 t	14 t	20 t	25 t	30 t	50 t
(*)	1.60	1.50	1.40	1.35	1.30	1.25	1.20	1.10

Minimum 13 weeks.

8. PROGRAM TIME RATES

1x	13x	52x	156x	312+
3 min	5.00	3.50	3.00	2.50
5 min	8.00	5.00	4.00	3.50
10 min	11.00	7.50	6.00	5.25
1/4 hr	14.00	10.00	8.00	7.00
1/2 hr	24.00	20.00	16.00	12.00

NORTH AUGUSTA

Aiken County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Augusta, Ga.
(including North Augusta, S. C.)

NORTH CHARLESTON

Charleston County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

See Charleston
(including North Charleston)

ORANGEBURG (3 AM; 1 FM)

Orangeburg County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WDIX

1946
Media Code 4 242 7655 7.00
WDIX, Inc., Drawer 689, Whitman St., Extension, Orangeburg, S. C. 29115. Phone 803-534-4461.

1. PERSONNEL
General Manager—Frank B. Best.
Asst. Manager—Frank B. Best, Jr.
Commercial Manager—Norman M. Matthews.

2. REPRESENTATIVES
The Devery Organization, Inc.
South—David Carpenter Company.
(This listing continued on next page)

SOUTH CAROLINA

Orangeburg—W D I X—Continued

3. FACILITIES
5,000 w. days, 500 w. nights; 1150 kc. Directional.

4. AGENCY COMMISSION
Operating schedule: 5:30 am-midnight. EST. 15% time; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b, 16. Basic Rates: 20a, 20b, 21a, 22b, 23a, 24a, 24c, 26, 27, 28a, 28c, 29a, 29b. Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51b. Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62a. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with American Contemporary Network. Member: Carolina Radio Network.

6. SPOT ANNOUNCEMENTS
No. 5 ET 8/29/54—Rec'd 5/29/67.
1x 1x 2x 2x 2x 156x 260x 500x 1000x
1 min 6.00 5.70 5.40 5.10 4.80 4.50 4.20 3.90
30 sec: 75% of 1-min.
(*) Quickie—20 words oral or 10 second transcription.

7. PACKAGE PLANS
PER WK: 25 tl 30 tl 36 tl 42 tl
52 wks: 3.80 3.70 3.60 3.50
For 26 weeks, add .10 per spot, for 13 weeks, add .20 per spot.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1x 60.00 36.00 24.00 9.00
13x 57.00 34.20 22.80 8.55
26x 54.00 32.40 21.60 8.10
52x 51.00 30.60 20.40 7.65
156x 48.00 28.80 19.20 7.20
260x 45.00 27.00 18.00 6.75
500x 42.00 25.20 16.80 6.30
1000x 40.00 24.00 16.00 6.00
Program performance earns spot rate.

DISCOUNTS
10 min—20% off 1/4 hr rate.
25 min—10% off 1/2 hr rate.

CONSECUTIVE WEEKS DISCOUNT
13 wks—10% 25 wks—15% 52 wks—20%
Payable on programs of 1/4 hr or longer.
Payable in cash on completion of contract. Discounts on time only.

W D I X-FM

1967

NAB

Media Code 4 242 7666 5.00
WDIX, Inc., Box 669, Whitman St. Extension, Orangeburg, S. C. 29115. Phone 803-534-4461.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank B. Best.
Station Manager—Frank B. Best, Jr.
Sales Manager—Norman Matthews.

2. REPRESENTATIVES
The Devney Organization, Inc.
South—David Carpenter Company.

3. FACILITIES
ERP 04,000 w.; 108.7 mc. Stereo.
Operating schedule: 5 am-midnight Mon thru Sat; 6 am-midnight Sun. EST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51b. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Member: Tobacco Radio Network.

TIME RATES
No. 7 ET 2/1/67—Rec'd 8/7/67.

6. SPOT ANNOUNCEMENTS
1x 13x 26x 52x 156x 260x 500x
1 min 3.10 2.90 2.70 2.50 2.30 2.10 1.90
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
1 MINUTE
PER YR: 25 tl 30 tl 35 tl 40 tl
PER WK: 1.80 1.70 1.60 1.50
PER MO: 5.00 4.80 4.60 4.40
per wk: 2.20 1.90 1.70 1.50
PER WK: 35 tl 60 tl 100 tl
per wk: 1.90 1.70 1.60
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1x 13x 26x 52x 156x 260x 500x
1 hr 40.00 38.00 36.00 34.00 32.00 30.00 28.00
1/2 hr 24.00 22.80 21.60 20.40 19.20 18.00 16.80
1/4 hr 16.00 15.20 14.40 13.60 12.80 12.00 11.20
5 min 6.30 6.00 5.70 5.40 5.10 4.80 4.50

DISCOUNTS
Less than 3 min—25% off 5 min.
10 min—20% off 1/4 hr. 25 min—10% off 1/2 hr.

EARNED RATES
Announcement performance earns program rate.
Program performance earns announcement rate.

10. SPECIAL FEATURES
THE PA JOHNSON SHOW
3 ti 6 ti
PER WK: 13 wk 26 wk 52 wk 13 wk 26 wk 52 wk
Per wk: 19.50 18.00 16.50 36.00 33.00 30.00

WORG

1958

NAB

Media Code 4 242 7770 5.00
Radio Orangeburg, Inc., Box 618, Cannon Bridge Rd., Orangeburg, S. C. 29115. Phone 803-536-1580.

STATION'S PROGRAMMING DESCRIPTION
WORG: MUSIC: pop sign-on-9 am. Country and western 9 am-noon. Noon-1 pm national, state and local news, weather from airport, all markets including Wall Street, sports. 1 pm sign-off. Top 40. Affiliated with local churches and carry services each Sun from a different church, on a monthly basis. Contact Representative for further details. Rec'd 1/30/69.

1. PERSONNEL
Gen'l & Comm. Mgr.—Ed Paulling.
Program Director—Joe Phillips.
Engineer—Doug Sanders.

2. REPRESENTATIVES
W. O. Jones, Inc.

3. FACILITIES
1000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 21d, 22a, 22b, 23a, 24b, 28b, 28c, 30. Contracts: 40a, 41, 42a, 42d, 44b, 46, 49, 51a, 51b. Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with MBS.

TIME RATES
ET 7/1/68—Rec'd 6/17/68.

6. SPOT ANNOUNCEMENTS
PER YR: 1x 26x 52x 104x 156x 312x
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 5.00 4.75 4.50 4.00 3.75 3.40
30 sec 2.75 3.50 3.25 3.00 2.75 2.50
10 sec 2.00 1.90 1.80 1.70 1.60 1.50

8. PROGRAM TIME RATES
1x 26x 52x 104x 156x 312x
1 hr 40.00 38.00 34.00 32.00 30.00 28.00
1/2 hr 30.00 28.00 26.00 24.00 22.00 20.00
1/4 hr 20.00 17.00 15.00 13.00 11.00 10.00
5 min 10.00 9.50 9.00 8.50 8.00 7.50

WTND

1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 242 7875 2.00
WTND, Inc., Radio Center, Memorial Plaza, Orangeburg, S. C. 29115. Phone 803-534-1301.

STATION'S PROGRAMMING DESCRIPTION
WTND: Programmed for general interest.
NEWS: network, local, regional, agricultural, weather, on every hour. 6-7 am country and western music, market reports, county agents. 7-8 am general popular music. 8-9 am commentaries, homemaking, local sports. 9 am-noon devotions, standard music. Noon-1 pm editorial, agricultural, public affairs, swap shop, network sports. 1 pm sign-off general popular music, markets, local sports. Sun, 6 am-noon programmed for Negro listeners, gospel music. Noon-1 pm church. 1 pm sign-off general popular music. SPORTS: area high school and college baseball, football, basketball. Contact Representative for further details. Rec'd 7/27/67.

1. PERSONNEL
General Manager—L. Richard Rhame.
Commercial Manager—Milton Blakely.
Chief Engineer—W. Larry Styles.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4b, 4d, 5, 6a, 8. Rate Protection: 11g, 14g, 15b. Basic Rates: 20b, 22b, 23a, 24b, 25a, 26, 27, 28c, 29a, 32b. Contracts: 40a, 42c, 44b, 45, 46, 47a, 49, 50, 51a. Comb.; Cont. Discounts: 60a, 61a, 62a. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 82. Affiliated with KHS Radio Network. Member: Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 8/1/68—Rec'd 6/26/68.

6. SPOT ANNOUNCEMENTS
1x 28x 104x 260x 312x
1 min 4.50 3.00 2.25 2.00 1.80
30 sec 3.00 2.25 1.60 1.40 1.30

8. PROGRAM TIME RATES
1x 26x 104x 260x 312x
1 hr 45.00 40.00 36.50 33.00 30.00
1/2 hr 25.00 20.00 18.50 16.50 15.00
1/4 hr 12.50 10.00 9.00 8.25 7.50
5 min 8.50 6.50 5.50 5.00 4.50

PICKENS

Pickens County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WKKR

1967

Media Code 4 242 7900 8.00
Pick Radio Co., Box 7, Pickens, S. C. 29671. Phone 803-878-4711.

1. PERSONNEL
Gen'l & Sales Mgr.—Franklin D. R. McClure.
Traffic Manager—Shirley C. McClure.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b. Basic Rates: 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29a, 30a. Contracts: 40a, 41, 42d, 44b, 45, 46, 47b, 48, 51b, 51c. Comb.; Cont. Discounts: 60a, 60i, 61a. Cancellation: 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 2/1/68—Rec'd 2/16/68.

6. SPOT ANNOUNCEMENTS
PER YR: 1 min 30 sec 1 min 30 sec
10x 2.50 2.00 800x 1.80 1.45
100x 2.25 1.80 800x 1.75 1.40
250x 2.00 1.60 1000x 1.70 1.35
400x 1.85 1.50 2000x 1.50 1.20
Contract only.

7. PACKAGE PLANS
PER MO: 1 min 30 sec 1 min 30 sec
1 ti 2.50 2.25 60 ti 1.80 1.50
10 ti 2.25 2.00 80 ti 1.75 1.45
25 ti 2.00 1.80 100 ti 1.70 1.40
40 ti 1.85 1.60 200 ti 1.50 1.25
Open account.
PER WK: 2.00 1.60 20 ti 1.60 1.30
7 ti 1.85 1.50 25 ti 1.55 1.25
10 ti 1.70 1.40 30 ti 1.50 1.20
14 ti 1.65 1.35 50 ti 1.40 1.10
Minimum 13 weeks; contract only.

8. PROGRAM TIME RATES
1x 15x 52x 156x 312+
1/2 hr 24.00 20.00 16.00 14.00 12.00
1/4 hr 14.00 10.00 8.00 7.00 6.00
10 min 11.00 7.50 6.00 5.25 4.50
5 min 8.00 5.00 4.00 3.50 3.00
Contract only.
Programs and spots may not be combined to earn lower rates.

10. SPECIAL FEATURES
News available at program rates.

RIDGELAND

Jasper County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WBUG

1964

Media Code 4 242 7928 9.00
Dispatch Broadcasting Co., Inc., Drawer E, Ridgeland, S. C. 29386. Phone 803-726-5505.

STATION'S PROGRAMMING DESCRIPTION
WBUG: Programmed for adults, with emphasis on rural and suburban residents and Negro listener. MUSIC: modern country 6 am-9 pm. Rhythm and blues 3 pm sign-off. Country and rock on Sat. Spirituals on Sunday am. Parade of quartets 7-10:30 am. Middle-of-the-road Sunday afternoon. Market reports 12:20 pm daily. County agent speaks. M-Sat at 1 pm Community calendar swap show, local news round-up and local news features. Contests occasionally. Weather and tides. Sports, fishing, hunting programs weekly. Local and regional news, weather, sports, music in general. Rec'd 11/14/68.

1. PERSONNEL
Sec'y & Treas.—Joe S. Sink.
General Manager—Wayne B. Sawyer.
Station Manager—H. Lowery Bumgardner.

3. FACILITIES
1,000 w.; 1430 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 4c, 5, 6a, 7b. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16. Basic Rates: 20b, 22b, 23a, 25a. Contracts: 40a. Cancellation: 70a, 70e, 71b. Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 10/1/68—Rec'd 11/15/68.

6. SPOT ANNOUNCEMENTS
PER WK: Flat 1 ti 3 ti 5 ti 6 ti 7 ti
1 min or less 2.50 2.25 1.75 1.60 1.55 1.50

7. PACKAGE PLANS
CONTRACT PACKAGE RATES
Ea 10 ti 15 ti 20 ti 25 ti 30+
1.40 1.30 1.20 1.10 1.00

8. PROGRAM TIME RATES
PER WK: Flat 1 ti 3 ti 5 ti 6 ti 7 ti
59-1/2 min 25.00 22.50 20.00 16.50 15.00 13.50
29-1/2 min 15.00 13.50 12.00 10.00 8.00 7.00
14-1/2 min 8.50 8.00 7.00 6.00 5.50 5.00
9-1/2 min 7.00 6.00 5.00 4.50 4.25 4.00
4-1/2 min 5.00 4.50 4.25 4.00 3.75 3.50

ROCK HILL (2 AM)

York County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WRHI

1941

Media Code 4 242 7980 0.00
The York County Broadcasting Co., Box 429, Rock Hill National Bank Bldg., Rock Hill, S. C. 29730.

1. PERSONNEL
General Manager—James S. Beaty, Jr.
Station Manager—William C. Beaty.
Commercial Manager—Harper S. Gault.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-11:15 pm. EST.

4. AGENCY COMMISSION
15% time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
Affiliated with KHS and MBS Radio Networks.

TIME RATES
Rates effective July 1, 1953. (Card No. 1B.)
Revisions effective date received July 6, 1953.

6. SPOT ANNOUNCEMENTS
30 sec 1 min 30 sec 1 min
1 time 4.00 4.50 52 times 3.40 3.82
13 times 3.80 4.27 104 times 3.20 3.60
26 times 3.60 4.05 312 times 3.00 3.38

8. PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 time 4.00 4.50 52 times 3.40 3.82
13 times 3.80 4.27 104 times 3.20 3.60
26 times 3.60 4.05 312 times 3.00 3.38

WTYC

1948

Subscriber to the NAB Radio Code
Media Code 4 242 8085 7.00
Tri-County Broadcasting Co., Inc., Box 1091, Rock Hill, S. C. 29730. Phone 803-386-4148.

STATION'S PROGRAMMING DESCRIPTION
WTYC: Programmed for general interest. NEWS 5 min every hour and headlines every 30 min. Weather at :45. Station editorializes 4 times daily. Civic calendar at :15 plus interviews and programs with clubs and civic organizations interspersed in programming throughout the day. 6-9 am popular music, new baby announcements, quiz comments. 9-12 am popular music, morning devotions featuring area ministers, syndicated educational program, 12-1 pm trading post, local, Carolina, national, international news, obituary column, farm programs, county and home demonstration agents programs. 1-3 pm popular music. 3 pm sign-off top 40 hits. Teenage D. J., school activities. PERSONALITIES available for remote broadcasts. Studio facility used for live broadcasts and public service features. Contact Representative for further details. Rec'd 7/10/67.

1. PERSONNEL
Gen'l & Comm. Mgr.—E. L. Burwell.

2. REPRESENTATIVES
Harry J. Cannon, Associates.

3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b. Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29a. Contracts: 40a, 44a, 45, 46, 47a, 61a, 51b. Comb.; Cont. Discounts: 60a, 60i, 61c, 62d. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Member: Southeastern Key Market Network.

TIME RATES
No. 1 ET 1/1/52—Rec'd 1/23/52.

6. SPOT ANNOUNCEMENTS
1x 104x 260x 500x 1000x
1 min 4.50 4.00 3.50 3.00 2.75
30 sec 3.00 2.75 2.50 2.25 2.00
52x 3.00 2.75 2.50 2.25 2.00

ST. GEORGE

Dorchester County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WQJZ

1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 242 8180 5.00
WQJZ, Inc., Box 458, St. George, S. C. 29477.
Phone 803-563-4371.

1. PERSONNEL
Pres. & Gen'l Mgr.—Clarence Jones.
Vice-Pres. & Sec'y—Julia Margaret Jones.
Vice-Pres. & Dir. of Gospel Bdcstg.—Rev. Don Cubbison.

3. FACILITIES
5,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 14a. Basic Rates: 21a, 21c, 21d, 22b, 23a, 25c, 26, 27, 28b, 28c, 31. Contracts: 40a, 41, 43, 45, 46, 47a, 50. Prod. Services: 80, 81, 82.

TIME RATES
ET 3/29/67.

6. SPOT ANNOUNCEMENTS
1x 104x 260x 500x 1000x
1 min 120-150 wds 5.00 4.50 4.25 4.00 3.75
30 sec 60-75 wds 4.00 3.50 3.25 3.00 2.75
20 sec 40-50 wds 3.00 2.75 2.50 2.25 2.00

8. PROGRAM TIME RATES
1x 104x 260x 500x 1000x
1/4 hr 18.00 15.00 12.00 10.00 8.00
5 min 8.00 7.00 6.00 5.00 4.50
2 min 6.00 5.50 5.00 4.50 4.00

10. SPECIAL FEATURES
NEWS 5 min on the hour 5
WEATHER 2 min at :30 3
*GOSPEL 15 min 10
(*) No agency commission.

SENECA (1 AM; 1 FM)

Oconee County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

WBFM (FM)

1953



Media Code 4 242 8295 2.00
Blue Ridge Broadcasting Co., Inc., Box 793, Seneca, S. C. 29878.
Studio: 1/2 mile W. of Seneca off Westminster Hwy., Seneca, S. C.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. A. Gallimore.
Treasurer—Virginia F. Gallimore.
- REPRESENTATIVES**
South—Southern Spot Sales, Inc.
- FACILITIES**
ERP 50,000 w.; 98.1 mc.
Operating schedule: 6 am-10 pm, EST.
Antenna ht.: 1,175 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only, 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See WSNW listing for coded regulations.
AM facilities: WSNW.

TIME RATES

Rates are identical to WSNW. See that listing.

WSNW

1949

Media Code 4 242 8296 0.00
Blue Ridge Broadcasting Co., Inc., Box 793, Seneca, S. C. 29878.
Studio: 1/2 mile W. of Seneca off Westminster Hwy., Seneca, S. C.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. A. Gallimore.
Treasurer—Virginia F. Gallimore.
- REPRESENTATIVES**
South—Southern Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 1150 kc. Non-directional.
- AGENCY COMMISSION**
15/0 time only, 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30, 33d.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 61b, 62c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WBFM (FM).
Affiliated with MBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
ET 9/1/67—Rec'd 7/31/67.
1 min 30 sec 1 min 30 sec
1 x 3.20 2.40 104 x 2.95 2.15
13 x 3.15 2.35 186 x 2.90 2.10
26 x 3.10 2.30 260 x 2.85 2.05
52 x 3.05 2.25 312 x 2.80 2.00
78 x 3.00 2.20

- PACKAGE PLANS**
DAILY ANNUAL SPOT SCHEDULE
(5 days weekly—52 weeks)
PER DAY: 1 min 2.40 2.30 2.20 2.10
30 sec 1.80 1.70 1.60 1.50
MONTHLY PACKAGE RATE
PER MO: 30 ti 40 ti 50 ti 60 ti 100 ti
1 min 2.90 2.85 2.80 2.75 2.60
30 sec 2.30 2.25 2.20 2.15 2.00

- PROGRAM TIME RATES**
1/2 hr 1/4 hr 5 min
1 x 26.00 14.00 11.70
13 x 25.00 13.75 11.20
36 x 24.00 13.50 10.70
52 x 23.00 13.25 10.20
78 x 22.00 13.00 9.70
104 x 21.00 12.75 9.20
156 x 20.00 12.50 8.70
260 x 19.00 12.25 8.20
312 x 18.00 12.00 7.70

SPARTANBURG (4 AM; 1 FM)

Spartanburg County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WASC

1968

Media Code 4 242 8350 5.00
Carolina Radio Broadcasting Co., Inc., Box 5688, 840 Woford St., Spartanburg, S. C. 29301. Phone 803-585-8156.

- STATION'S PROGRAMMING DESCRIPTION**
WASC: MUSIC: modern country. NEWS: 5 min at 5:55, weather at 7:15 & 4:45. Sports at 3:30, 5 min farm news at 5:55 am & 12:55 pm. Religious programs Sun only. Contact Representative for further details. Rec'd 6/27/68.
- PERSONNEL**
Station Manager—James E. Harrelson.
Sales Manager—K. Joseph Sessoms.
Prog. & Farm Dir.—Bob Dean.
 - REPRESENTATIVES**
Southern Spot Sales, Inc.
 - FACILITIES**
1,000 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
 - AGENCY COMMISSION**
15/0 time only, 10th following broadcast.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20b, 21c, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29b, 3a, 31, 33c.
Contracts: 40a, 42b, 42d, 44b, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60c, 60e, 60l, 61a, 62a, 62d.
Cancellation: 70b, 70c, 71b, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.
Affiliated with American Information Network.

- SPOT ANNOUNCEMENTS**
No. 1 ET 1/1/68—Rec'd 5/28/63.
10 sec 20 sec 30 sec 60 sec
Ea 3.50 4.50 6.00 9.00
WEEKLY DISCOUNTS
5 ti—5% 15 ti—15% 25 ti—25%
10 ti—10% 20 ti—20%
CONSECUTIVE WEEK CONTRACT
52 wk—additional 5%
PROGRAM TIME RATES
2 min 5 min 10 min 1/4 hr
Ea 12 16 24 30

WHCQ

1962

Media Code 4 242 8400 8.00
Mid-South Broadcasting Co., Inc., Box 5035, Radio Park, Spartanburg, S. C. 29301. Phone 803-583-2727.

- PERSONNEL**
General Manager—Al E. Martin, Jr.
Sales Manager—Mrs. Sue B. Teale.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
Bernard I. Ochs Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 24a, 25a, 29a.
Contracts: 40a, 42b, 45, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective November 1, 1964.
Card received September 28, 1964.

- SPOT ANNOUNCEMENTS**
1 minute, flat 9.00
- PACKAGE PLANS**
Weekly packages: Weeks must run consecutively to earn lower rates.
1 MINUTE
1-12 wk 13-25 wk 26-51 wk 52 wk
5 ti 8.00 7.50 7.00 6.50
10 ti 7.50 7.00 6.50 6.00
15 ti 7.00 6.50 6.00 5.50
20 ti 6.50 6.00 5.50 5.00
30 ti 6.00 5.50 5.00 4.50
40 or more ti 5.50 5.00 4.50 4.00
30 SECONDS
5 ti 6.00 5.60 5.25 4.90
10 ti 5.60 5.25 4.90 4.50
15 ti 5.25 4.90 4.50 4.15
20 ti 4.90 4.50 4.15 3.75
30 ti 4.50 4.15 3.75 3.35
40 or more ti 4.15 3.75 3.35 3.00
10-second announcements—50% of 1-minute rate.
- PROGRAM TIME RATES**
1/4 hr 5 min
1 ti 28.00 14.00
26 ti 26.00 13.00
52 ti 25.00 12.50
104 ti 24.00 12.00
156 ti 23.00 11.50
312 ti 20.00 10.00

WORD

1940

The Eastman Station

Media Code 4 242 8505 4.00
Associated Broadcasting Corp., Box 3257, White Ave., Spartanburg, S. C. 29303. Phone 803-583-2711.

- PERSONNEL**
General Manager—Robert B. Brown.
Sta. & Sales Mgr.—Ross M. Holmes.

- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 910 kc.
Directional—separate patterns, day and night.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only, monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20b, 21c, 23a, 24a, 24c, 25a, 26, 28c, 30, 32b.
Contracts: 40a, 41, 42d, 43, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60e, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with Eastman & MBS Radio Networks.

TIME RATES

ET 8/1/68—Rec'd 7/5/68.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun all day.
III—All other times.

- SPOT ANNOUNCEMENTS**
SECTION I
PER WK: 1 min 30 sec 10 sec
1 ti 18.00 14.40 9.00
12 ti 16.00 12.80 8.00
18 ti 15.00 12.00 7.50
SECTION II
1 ti 14.00 11.20 7.00
12 ti 12.00 9.60 6.00
18 ti 11.00 8.80 6.50
SECTION III
1 ti 10.00 8.00 5.00
12 ti 9.00 7.20 4.50
18 ti 8.00 6.40 4.00

- PROGRAM TIME RATES**
5-min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% RATEHOLDER 52 wk—8%
Minimum wkly sched of 6 1-min spots 6 am-midnight
Mon thru Sat necessary to maintain consecutive wk advertising.

WSPA

1929

CBS Radio Network

- Subscriber to the NAB Radio Code
Media Code 4 242 8610 2.00
Spartan Radiocasting Co., Radio Center, 224 E. Main St., Spartanburg, S. C. 29301. Phone 803-585-7777. TWX 810-282-2692.
Greenville Phone 803-233-7777. Asheville, N. C. Phone: 704-684-3771.

- PERSONNEL**
President—Walter J. Brown.
Vice-Pres. & Gen'l Mgr.—Charles R. Sanders.
Sta. & Sales Mgr.—"Hub" Blankenship.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w.; 950 kc. Directional—night only.
Operating schedule: 5-12:05 am, EST.
Partial simulcast operation. Simulcast 5:30-7:30 am.
For non-simulcast facilities see WSPA-FM.
- AGENCY COMMISSION**
15% on time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b.
Basic Rates: 20b, 21a, 21c, 22b, 23b.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 71a.
Affiliated with CBS Radio Network.

TIME RATES

No. 16 ET 12/1/67—Rec'd 11/2/67.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

SOUTH CAROLINA

- SPOT ANNOUNCEMENTS**
AAA, per spot, flat 20.00
- PACKAGE PLANS**
CLASS AA
PER WK: (°) 1 ti 6 ti 12 ti 18 ti 24 ti
1 min 19.00 18.00 17.00 16.00 15.00 14.00
20/30 sec 14.50 13.50 13.00 12.00 11.50 10.50
ID's 9.50 9.00 8.50 8.00 7.50 7.00
CLASS A
1 min 16.00 15.00 14.00 13.00 12.00
20/30 sec 12.00 11.50 10.50 10.00 9.00
ID's 8.00 7.50 7.00 6.50 6.00
(°) Specified position.
Class B—75% of A.
All spots combinable.

- PROGRAM TIME RATES**
(Without talent)
1x 26x 52x 104x 156x 260x
1 hr 100 95 90 85 80 75
1/2 hr: 60% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

WSPA-FM

1946



Subscriber to the NAB Radio Code
Media Code 4 242 8611 0.00
Spartan Radiocasting Co., Radio Center, 224 E. Main St., Spartanburg, S. C. 29301. Phone 803-585-7777.
Greenville Phone 803-233-7777.
Asheville Phone 704-684-3771.

- PERSONNEL**
President—Walter J. Brown.
Vice Pres. & Gen'l Mgr.—Charles B. Sanders.
Manager—Buddy Womick.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 100,000 w.; 98.9 mc. Stereo.
Operating schedule: 8 am-midnight, EST.
Antenna ht.: 1910 ft. above average terrain.
Partial simulcast operation. Operated separately 7:30 am-midnight daily. For simulcast facilities see WSPA.
- AGENCY COMMISSION**
15% on time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American FM Network.

TIME RATES

- PACKAGE PLANS**
ET 12/1/67—Rec'd 11/2/67.
1-MINUTE OR LESS—ROS
PER WK: 1 ti 12 ti 24 ti 36+
1 wk 5.00 4.50 4.00 3.50
26 wk 4.50 4.10 3.70 3.30
52 wk 4.00 3.70 3.40 3.10
Fixed position, within 1 hour period, add 1.00 per spot to applicable rate.
- PROGRAM TIME RATES**
1x 52x 105+
55/60 min 35 30 25
25/30 min 25 22 19
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
PER WK: 5 ti 10 ti 15 ti
1 wk 12 10 8
26 wk 11 9 7
52 wk 10 8 6

In Spartanburg WSPA Gives You Results**• COVERAGE**

10 important counties in 0.5 mw coverage: Cherokee, Greenville, Laurens, Pickens, Spartanburg and Union counties in S.C.

Cleveland, Henderson, Polk and Rutherford, N. C. . . . 740,400 people*

• AUDIENCE **

73,000 different listeners-18+ in Spartanburg County; 14% more than number 2 and 33% more than number 3

*SRDS 1/1/68
**ARB Special Tabulation 4/5 and 10/11/67

• PROGRAMMING

Quality adult programming . . . popular up-beat music . . . No rock'n roll

4 man news team . . . sports . . . personalities . . . CBS affiliate

RADIO 95

SPARTAN RADIOCASTING COMPANY Represented Nationally by EDWARD PETRY & CO., INC.

Spartanburg, S.C.

SOUTH CAROLINA

SUMMERVILLE

Dorchester County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAZS

1962

Media Code 4 242 5715 9.00
Radio Summerville, Inc., Box 859, Hwy. 78 W.,
Summerville, S. C. 29483. Phone 803-873-2691.

- PERSONNEL**
President—S. E. Folkel.
General Manager—Wayne Phillips.
Sales Manager—Jim Bond.
- REPRESENTATIVES**
Southeastern—David Carpenter Company.
- FACILITIES**
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 1/1/66—Rec'd 8/31/66.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 x 2.15
13 x 2.00
26 x 1.85
52 x 1.75
104 x 2.30
30 sec: 75% of 1-min. 20 sec: 60% of 1-min.
- PACKAGE PLANS**
30 DAY PACKAGE
50 tl 75 tl 100 tl
100 tl ea 2.25 150 tl ea 1.75
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
- SPECIAL FEATURES**
Headlines and/or Weather, ea 3

SUMTER (3 AM; 1 FM)

Sumter County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WDXY

1960

Media Code 4 242 8820 7.00
WDXY, Inc., Box 1269, 814 Boulevard Rd., Sumter,
S. C. 29150. Phone 803-775-2321.

- PERSONNEL**
Pres. & Gen'l Mgr.—W. C. Boehman.
Sales Manager—Joe Anthony.
- REPRESENTATIVES**
South—Southern Spot Sales, Inc.
- FACILITIES**
1,000 w. days; 250 w. night; 1240 kc. Non-directional.
Operating schedule: 5:45 am-midnight.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Carolina Radio Network.
Affiliated with KBS.

TIME RATES

Rates effective February 10, 1966.

- SPOT ANNOUNCEMENTS**
1 MINUTE OR LESS
1 tl 4.80
13 tl 4.20
26 tl 3.60
52 tl 3.00
- PACKAGE PLANS**
1 MINUTE OR LESS ROS
PER WK: 1-8 wk 3.00 25 tl 30 tl 40 tl
9-13 wk 3.00 2.75 2.50

WFIG

1940

Media Code 4 242 8925 4.00
WFIG, Inc., Drawer 38, 45 N. Main St., Sumter,
S. C. 29150. Phone 803-773-7305.

- STATION'S PROGRAMMING DESCRIPTION**
WFIG: Programmed for general interest.
Modern country and western music. AIR PERSONALITIES handle all segments. NEWS: at top of every hour. 1 mobile unit covers on spot news, traffic and special events. 1 remote unit for live coverage of pageants, special interest events. Weather reports twice hourly. Bulletin board announces community interest items at 15 hourly. FARM: 5:45-6:45 am market, farm interviews, weather reports. Noon-12:30 pm, county agent's news & facts for farmers, in co-operation with university extension services. Women's show Sat. 11-11:30 am, extension home economist. Live programming of Negro gospel and singing Sun 9-11 am. Church services live Sat and Sun. Contact Representative for further details. Rec'd 1/16/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John E. Miles.
Sales Manager—Donald L. Ralph.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15% (time: 10th of following month).
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 5 ET 1/1/69—Rec'd 1/16/69.
AA—5:45-8:45 am, 6:45-9 am, *noon-12:30 pm &
4:30-6:30 pm.
A—All other times.
(*) Farm time.

- SPOT ANNOUNCEMENTS**
1 tl 8.00 6.50 7.00 5.50
12 tl 5.20 4.50 5.00 4.00
15 tl 5.00 4.50 5.00 4.00
20 tl 3.12 2.50 3.00 2.50
25 tl 3.24 2.50 3.00 2.50
30 tl 1.00 0.80 1.00 0.80
15 sec: 50% of 1-min.
- PACKAGE PLANS**
ROS
Flat 1 min 30 sec 1D's
3.50 3.00 1.50
- PROGRAM TIME RATES**
1 hr 1x 13x 26x 52x 104x 156x 260x 512x
1/2 hr 36 28 24 22 20 18
1/4 hr 24 22 20 18 16 14 12 10
5 min 14 12 9 8 7 6 5

WFIG-FM

1961

Media Code 4 242 8926 2.00
WFIG, Inc., Drawer 38, 45 N. Main St., Sumter,
S. C. 29150. Phone 803-773-7305.

- PERSONNEL**
Pres. & Treas.—Thomas P. Tidale, III.
Vice-Pres. & Gen'l Mgr.—John E. Miles.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 2,900 w.; 101.3 mc.
Operating schedule: 8:00 am-midnight daily. EST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
See WFIG listing for coded regulations.

TIME RATES

Rates are identical to WFIG. See that listing.

WSSC

1955

Subscriber to the NAB Radio Code
Media Code 4 242 9030 2.00
Radio Sumter, Inc., Box 1468, Calhoun Street Extension
Sumter, S. C. 29151. Phone 803-773-7369

- STATION'S PROGRAMMING DESCRIPTION**
WSSC: Programmed for adults in 20-50 age bracket.
Middle-of-the-road music with some jazz and Broadway showtunes. Classical music 11 pm-12M weekdays, 9-11 pm Sun. SPORTS: live coverage of local games plus college football and basketball NEWS: 15 times daily at 15, local and state news 10 times daily, weather every half hour. FARM: segments 6-7 am & noon-1 pm with interviews and crop service reports. Live coverage of local pageants and festival events. Live Negro quartets Sun 8-11 am. Contact Representative for further details. Rec'd 8/3/67.

- PERSONNEL**
Pres. & Mgr.—Ed Damron.
Commercial Manager—John Quackenbush.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 21c, 22a, 22b, 23a, 24b, 26a, 26b, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Tobacco Radio Network, Southeastern Key Market Network.

TIME RATES

- Rates effective February 5, 1957.
Rates received February 8, 1957.
- SPOT ANNOUNCEMENTS**
(*) 1 min or less
1 tl 3.50 104 tl 3.00
13 tl 3.40 156 tl 2.90
26 tl 3.30 260 tl 2.80
52 tl 3.20 312 tl 2.70
78 3.10
(*) Transcriptions, oral announcements, or station breaks.

The 156 time rate is the flat automotive rate—not retroactive—no rebates allowed.

- PROGRAM TIME RATES**
1 x 1 hr 1/2 hr 1/4 hr 5 min
50 30 15 9
- DISCOUNTS**
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—40%

TRAVELERS REST

Greenville County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WBBR

1964

NAB

Media Code 4 242 9135 9.00
Piedmont Broadcasting Co., Inc., Box 456, Travelers
Rest, S. C. 29890. Phone 803-834-7265.

- STATION'S PROGRAMMING DESCRIPTION**
WBBR: Programmed for general interest.
AIR PERSONALITIES handle all segments. Country, western and gospel music with concentration on local recorded talent. Local, regional, national, international news and sports plus weather 5 min on hour. Headlines and weather on half hour. FARM: news 5 min twice daily 6:45 am, & 12:15 pm. Editorials 3 times daily 7:05 am, 1:05 pm, & 5:05 pm. Community news and swap shop daily 10:55 am. Local college football, 2 major stock car races. Live local talent Sat at 2 pm. Contact Representative for further details. Rec'd 8/4/67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William H. Kirby.
Program Director—Allen Riddle.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
1,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 2/1/68—Rec'd 2/8/68.

- SPOT ANNOUNCEMENTS**
1 tl 6 tl 12 tl 18 tl 24 tl 48 tl
1 min 3.50 3.35 3.10 2.85 2.60 2.40
30 sec 2.50 2.40 2.25 2.10 1.95 1.70
15 sec 1.75 1.65 1.55 1.40 1.30 1.15
- PROGRAM TIME RATES**
PER WK: 1 tl 2 tl 3 tl 4 tl 5 tl 6 tl
1 hr 38.00 30.40 28.50 26.60 24.70 22.80
1/2 hr 25.00 20.80 19.50 18.20 16.90 15.60
1/4 hr 18.00 12.80 12.00 11.20 10.40 9.60
5 min 8.00 6.40 6.00 5.60 5.20 4.80
Programs and spots cannot be combined to earn lower rate.

CONTRACT DISCOUNTS

- (For Firm Orders)
12 wk—12%
ANNUAL PACKAGES
(Contract Basis Only)
1000 min 1.80

UNION

Union County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WBCU

1949

Media Code 4 242 9240 7.00
Broadcasting Company of Union, Inc., 210 E. Main
St., Union, S. C. 29378. Phone 427-2411.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward L. B. Osborne
Vice-Pres. & Sec'y—James F. Coggins.
Program Director—Bill Kirby.
- REPRESENTATIVES**
Harry J. Cannon Associates.
- FACILITIES**
1,000 w.; 1480 kc. Directional—night only.
Operating schedule: 6 am-10:30 pm. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 16.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 32a, 33b.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with KBS.
Member: Southeastern Key Market Network.

TIME RATES

ET—Rec'd 4/7/69.

- SPOT ANNOUNCEMENTS**
1 min 3.00 2.90 2.80 2.70 2.60 2.50
30 sec: 80% of applicable 1-min.
20 sec: 70% of applicable 1-min.
10 sec: 50% of applicable 1-min.
- PROGRAM TIME RATES**
1 x 1 hr 1/2 hr 1/4 hr 10 min 5 min
DISCOUNTS
13x—5% 52x—12 1/2% 156x—20%
26x—10% 104x—15% 260x—25%

WALHALLA

Oconee County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

WGOG

1959

Media Code 4 242 9345 4.00
Oconee Broadcasting Co., Inc., Box 278, Hwy. 183
South, Walhalla, S. C. 29691. Phone 803-638-3616.

- STATION'S PROGRAMMING DESCRIPTION**
WGOG: Programmed for young married, adults, and teens.
Local news emphasis daily. Mobile news units cover area. Live phone reports from state capitol during legislative session. Man-on-street taped opinions. Town choir type program about county-wide civic, church, school events. Services news type program about county members in armed forces. 5 min newscasts on hour. Weather-cast each half hour. Weekly interviews with county legislators. SPORTS: sports and weather on half hour. Little league baseball and college football play-by-play, NASCAR races. MUSIC: current hits and country rock. Rec'd 8/7/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dorothy Friend.
Vice Pres. & Com'l Mgr.—Edith Moonenham.
- FACILITIES**
1,000 w. days; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
Rates net to station. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11, 12, 13b, 14b, 16.
Basic Rates: 21b, 21c, 22a, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42b, 44a, 45, 46, 50.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 4 ET 7/1/68—Rec'd 8/3/68.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 x 2.40 1.90 2.00 x 2.10 1.60
15 x 2.35 1.85 400 x 1.80 1.45
25 x 2.30 1.80 800 x 1.60 1.30
50 x 2.25 1.75 1600 x 1.40 1.20
100 x 2.15 1.65
- PACKAGE PLANS**
WEEKLY PACKAGE PLANS
(Spots must be used within a 7 day period)
PER WK: 10 tl 15 tl 25 tl 35 tl 45 tl 55 tl
1 min 2.20 2.15 2.10 2.05 2.00 1.95
30 sec 1.70 1.60 1.55 1.50 1.40 1.35
- PROGRAM TIME RATES**
1x 15x 25x 50x 100x 200x
1 hr 40.00 38.00 36.00 34.00 30.00 26.00
1/2 hr 24.50 22.50 20.50 18.50 16.00 14.00
1/4 hr 14.00 13.00 12.00 11.00 8.00 7.00
5 min 8.50 8.00 7.50 7.00 6.00 5.00

WALTERBORO

Colleton County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WALD

1947

Media Code 4 242 9450 2.00
Walterboro Broadcasting Co., Inc., Hwy. 17A South,
1 mile from city limits, Walterboro, S. C. 29488.
Phone 803-538-5401, 6402.

- PERSONNEL**
President—Robert S. Taylor.
Mgr. & Vice-Pres.—Klein B. Beach, Jr.
- REPRESENTATIVES**
David Carpenter Company.
Donald Cooke, Inc.
- FACILITIES**
1,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21b, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Same rate applies for WLOW and WALD. 10% discount applies on total order when advertiser buys both stations.

TIME RATES

ET 3/1/69—Rec'd 2/27/69.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 100x 300x
1 min 4.00 3.80 3.60 3.40 3.20 3.00
30 sec 2.75 2.50 2.40 2.25 2.15 2.00
- PROGRAM TIME RATES**
1x 13x
1 hr 40.00 38.00 36.00 34.00 30.00 27.50
1/2 hr 22.50 21.25 20.00 18.75 17.50 16.25
1/4 hr 12.50 11.85 11.25 10.60 10.00 9.35
5 min 6.00 5.70 5.40 5.10 4.80 4.50

MARKETS . . . You'll find that many media advertisers give you illuminating facts about the market they cover — sales potential, expenditures of industries and other vital statistics.

WINNSBORO

Fairfield County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WCKM

1961

Subscriber to the NAB Radio Code
Media Code 4 242 9555 8.00
Better Broadcasting, Inc., Box 505, 719 Hudson St.,
Winnsboro, S. C. 29180. Phone 803-635-4422.

STATION'S PROGRAMMING DESCRIPTION
WCKM: NEWS: 5 min on hour, headlines on half hour. Expanded news at 7 am, 8 am, noon & 5 pm. Weather: local forecast at 1:15, 5 min weather round-ups at 7:25 am, 12:25 pm & 5:05 pm. SPORTS: sportline at :45, 5 min sportcast at 7:45 am, 12:15 pm & 5:10 pm. High school football and college football. FARM: farm news 15 min program M-F at 12:45 pm by members of extension service. MUSIC: programming aimed at 20-50 age group 8 am-3 pm. Mixture of light top 40, country and western and middle-of-the-road. Inspiration song each hour. 3 pm sign-off, programmed for teens and young adults with top 40 and rhythm and blues. Remote broadcasts live local news coverage available. Contact Representative for further details. Rec'd 2/3/69.

- PERSONNEL**
President—B. L. Williamson.
General Manager—Talmadge Williamson.
Program Director—Jerry Tano.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20b, 21a, 22b, 24a, 24c, 25a, 26, 28b, 28c, 32a, 33a.
Contracts: 40a, 41, 43, 44a, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60e, 60h, 61b.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 82.

TIME RATES NATIONAL AND LOCAL RATES SAME Eff 1/1/69—Rec'd 12/12/68.

6. SPOT ANNOUNCEMENTS			
PER MO:	1 tl	60 tl	120 tl
1 min.....	2.00	1.75	1.50
30 sec.....	1.75	1.50	1.25
15 sec.....	1.50	1.25	1.00

8. PROGRAM TIME RATES				
PER MO:	1 tl	4 tl	13 tl	21+
1 hr.....	30.00	25.00	20.00	15.00
1/2 hr.....	18.00	14.00	12.00	10.00
1/4 hr.....	10.00	8.00	7.00	6.00
5 min.....	4.00	3.50	3.00	2.50

WOODRUFF

Spartanburg County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WSJW

1967

Media Code 4 242 9605 1.00
S. J. Workman, Box 30, Hwy. 101, Woodruff, S. C.
29388. Phone 803-476-8189.

- PERSONNEL**
President—S. J. Workman.
General Manager—Bond Thomas.
- FACILITIES**
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 26, 27, 28a, 28c, 29a, 33a.

Contracts: 40c, 41, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60l, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 7/1/68—Rec'd 8/21/68.

6. SPOT ANNOUNCEMENTS							
	1x	13x	26x	52x	104x	156x	260x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80
30 sec	3.50	3.30	3.10	2.90	2.70	2.50	2.30

8. PROGRAM TIME RATES							
	1 hr	1/2 hr	1/4 hr	5 min			
1 x	60.00	35.00	20.00	12.00			
13 x	56.00	32.50	18.50	11.00			
26 x	52.00	30.00	17.00	10.00			
52 x	48.00	27.50	15.50	9.00			
104 x	44.00	25.00	14.00	8.00			
156 x	40.00	22.50	12.50	7.00			
260 x	36.00	20.00	11.00	6.00			
312 x	32.00	18.50	10.50	5.00			

YORK

York County—Map Location D-3

See SRDS consumer market map and data at beginning of the State.

WYCL

1955



Subscriber to the NAB Radio Code
Media Code 4 242 9560 6.00
York-Clover Broadcasting Co., Box 398, U. S. Highway 221 By Pass, York, S. C. 29745. Phone 803-684-4241.

- PERSONNEL**
Pres. & Gen'l Mgr.—Curtis Sigmon.

SOUTH CAROLINA

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
George T. Hopewell, Inc.
Dallas—Riley Representatives.

3. FACILITIES
1,000 w. days; 980 kc. Directional.
500 w. pre-sunrise.
Oper. sched. 6 am (sunrise if earlier)—sunset. EST.

4. AGENCY COMMISSION
15%; Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23b, 24a, 24c, 25a, 26, 28a, 29b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NAB Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

No. 6 Eff 2/1/69—Rec'd 2/7/68.

6. SPOT ANNOUNCEMENTS							
PER YR:	1x	50x	100x	250x	500x	750x	1000x
1 min	5.50	5.00	4.50	4.25	4.00	3.75	3.50
30 sec	4.80	4.40	4.00	3.60	3.20	3.00	2.80
10 sec	3.00	2.75	2.50	2.25	2.00	1.80	1.60

7. PACKAGE PLANS				
PER WK:	20 tl	30 tl	40 tl	50 tl
1 min	4.25	4.00	3.75	3.50
30 sec	3.40	3.20	3.00	2.80
10 sec	2.15	2.00	1.90	1.75

8. PROGRAM TIME RATES							
PER WK:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl	7 tl
1 hr	50.00	47.50	45.00	40.00	35.00	33.00	30.00
1/2 hr	37.50	35.00	34.00	30.00	28.00	25.00	23.00
1/4 hr	25.00	24.00	23.00	22.00	19.00	18.00	16.50
5 min	10.00	9.50	9.00	8.00	7.00	6.50	6.00

SOUTH DAKOTA

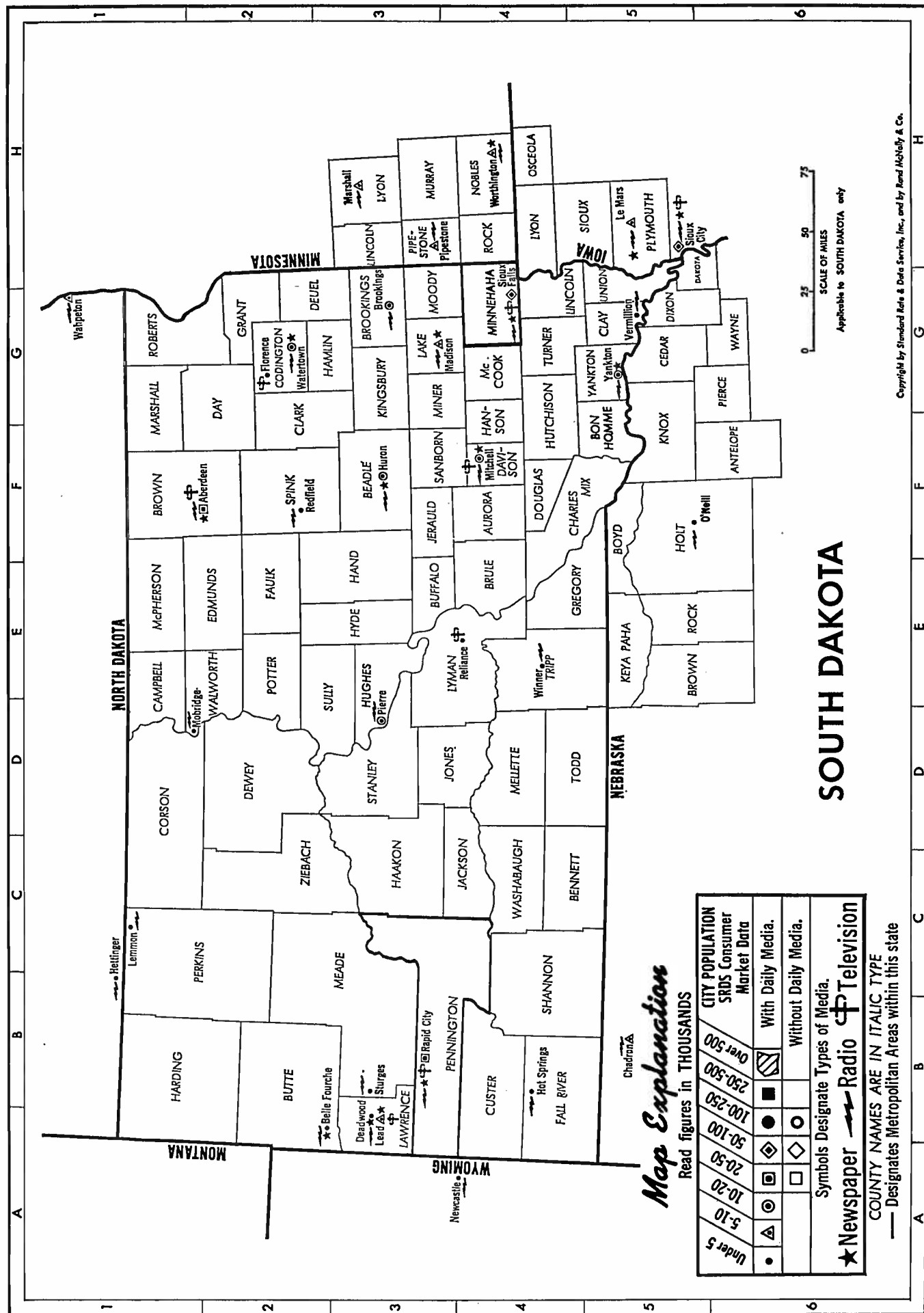
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	1,300	Sioux Falls	200
METRO AREAS		Total Metros	900
Rapid City	700		



State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Aberdeen—Brown Pierre—Hughes Rapid City—Pennington Sioux Falls—Minnehaha Yankton—Yankton

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$)	% Distribution of Families to to to to to 4999 7999 9999 14999 over					Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				(\$000)	10000	15000	20000	25000				and over	General Mde. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)	
SOUTH DAKOTA	660.9	195.54	1,645,689	8,416	15.6	15.7	18.6	24.3	15.2	1,112,071	5,687	188,000	39,698	113,461	52,176	42,589	207,163	99,400	284.12	138.3	1,075,353
AURORA F-4.....	3.9	1.20	7,040	5,867	13.8	10.9	13.1	24.1	17.2	3,503	2,919	840	134	69	37	224	437	1.74	1.7	12,950	
BEADLE F-3.....	21.4	6.68	58,813	8,804	15.3	15.7	18.4	26.0	14.8	47,146	7,058	8,189	1,655	7,610	3,098	2,238	6,740	4,492	9.50	3.4	20,902
BENNETT C-4.....	2.4	.66	6,469	9,802	10.3	9.4	11.7	25.2	31.0	4,161	6,305	704	142	218	121	715	326	1.26	.9	12,300	
BON HOMME F-5.....	8.7	2.77	16,300	5,884	14.7	12.9	16.7	23.3	11.6	10,275	3,709	1,884	380	622	182	209	1,152	326	3.91	2.8	20,414
BROOKINGS G-3.....	20.9	6.06	46,167	7,618	16.8	16.3	19.5	24.0	10.7	28,782	4,750	4,944	854	2,265	2,065	537	5,133	6,277	8.31	4.2	28,683
BROWN F-1.....	34.9	10.44	92,346	8,845	18.1	18.5	19.1	22.8	12.9	83,590	8,007	11,933	2,337	12,606	5,403	4,054	17,048	6,142	15.92	4.2	28,794
Aberdeen.....	26.2	7.97	66,275	8,316	17.1	16.5	18.5	24.0	12.9	71,255	8,840	10,367	2,061	12,286	5,479	3,676	15,488	5,096
BRULE E-4.....	6.1	1.86	14,654	7,878	13.4	14.2	18.5	27.9	18.5	11,744	6,314	2,036	238	662	459	284	1,759	1,315	2.54	1.6	13,553
BUFFALO E-3.....	1.4	.34	2,064	6,071	16.0	11.4	15.5	19.4	12.0	817	2,403	282	148	165	5,573
BUTTE B-2.....	8.5	2.65	25,063	9,458	12.9	15.2	17.9	27.9	22.1	17,082	6,443	2,817	574	1,228	691	213	2,860	2,111	3.51	1.7	18,596
CAMPBELL E-1.....	3.2	.90	7,105	7,894	7.9	14.3	15.4	30.9	22.2	2,218	2,464	510	83	68	4.25	1.5	12,431
CHARLES MIX F-5.....	8.5	2.39	19,465	8,144	11.9	9.9	12.3	26.8	23.4	13,204	5,525	2,516	426	1,147	197	163	1,030	731	4.25	3.5	23,728
CLARK G-2.....	5.7	1.81	12,715	7,025	11.4	9.8	15.6	28.4	18.8	7,899	4,364	1,089	202	425	108	169	1,145	272	2.72	2.7	14,586
CLAY G-5.....	10.6	3.08	26,131	8,484	15.4	15.2	18.4	25.4	14.0	14,383	4,670	2,150	505	611	762	473	3,014	1,403	4.57	2.2	24,453
CODINGTON G-2.....	20.1	5.99	52,137	8,704	17.0	15.1	19.4	24.8	14.4	42,290	7,060	7,709	925	5,882	1,770	1,818	6,774	3,711	9.22	2.6	14,631
CORSON D-1.....	5.0	1.26	9,765	7,750	13.6	10.9	13.1	22.4	20.7	4,266	3,386	1,090	125	96	49	628	1.56	1.6	14,355
CUSTER B-4.....	3.7	1.21	12,285	10,153	13.9	12.1	17.8	30.8	20.1	5,514	4,557	1,320	162	123	68	805	1,068	2.00	.8	6,671	
DAVISON F-4.....	16.3	5.07	46,663	9,204	16.5	15.3	18.2	24.7	16.1	49,359	9,736	7,215	1,844	6,744	3,012	2,534	12,073	3,741	7.97	1.9	11,322
DAY G-2.....	8.6	2.64	19,604	7,426	12.5	11.3	14.6	26.9	19.6	13,098	4,967	1,958	493	932	326	2,455	881	4.01	3.3	14,157	
DEUEL G-2.....	5.5	1.64	12,150	7,409	10.7	10.9	14.2	27.9	20.8	5,916	3,607	924	116	283	94	137	886	518	2.70	2.7	14,593
DEWEY D-2.....	4.7	1.23	9,609	7,812	14.7	11.6	15.2	23.5	18.9	5,474	4,450	1,605	81	246	64	1,168	746	1.39	1.1	7,914
DOUGLAS F-4.....	3.9	1.16	7,785	6,711	10.5	10.3	17.4	29.1	16.4	5,034	4,340	823	151	232	121	28	832	373	2.07	2.1	11,401
EDMUNDS E-2.....	3.7	1.09	11,834	10,857	8.3	7.6	9.1	28.0	36.7	9,481	8,698	1,349	191	99	201	26	2,197	1,077	2.33	2.0	12,670
FALL RIVER B-4.....	11.2	3.41	30,300	8,886	12.6	17.1	22.5	22.6	9.7	11,690	3,428	2,805	572	451	531	685	2,234	1,064	3.42	.8	8,577
FAULK G-2.....	4.0	1.21	8,145	6,731	12.4	12.3	17.9	24.2	17.3	4,781	3,951	1,160	203	312	82	172	509	506	1.76	1.6	11,072
GRANT G-2.....	9.3	2.76	19,278	6,985	13.6	13.3	17.5	24.6	15.4	11,783	4,269	1,734	335	720	262	480	2,007	2,084	3.97	3.0	16,896
GREGORY E-4.....	6.0	1.85	17,452	9,434	9.7	9.2	11.2	22.0	34.6	10,932	5,909	2,332	332	456	255	535	1,593	956	3.12	2.6	15,560
HAAKON C-3.....	3.4	1.01	8,688	8,602	10.9	15.8	16.2	29.1	19.4	7,166	7,095	1,002	169	515	269	284	1,683	913	1.19	1.0	11,574
HAMLIN G-3.....	5.0	1.57	10,344	6,589	12.6	10.3	14.4	27.2	17.3	5,619	3,579	1,219	97	359	20	710	607	2.63	2.2	14,969
HAND E-3.....	5.8	1.68	12,820	7,631	10.4	11.2	14.2	27.5	23.4	8,374	4,985	1,296	208	777	168	25	1,872	634	2.68	2.6	20,192
HANSON F-4.....	4.0	1.13	6,540	5,788	12.4	11.5	16.2	24.9	14.9	2,282	2,019	541	82	124	205	139	1.56	2.0	10,736	
HARDING B-1.....	2.1	.59	7,008	11,878	6.2	11.0	12.4	22.7	40.5	1,903	3,225	338	142	456	201	71	1.1	12,044	
HUGHES E-3.....	14.1	4.07	42,694	10,490	13.2	15.4	23.2	28.2	16.6	28,554	7,016	5,343	1,424	1,764	2,348	1,540	6,244	2,440	5.03	.7	7,167
Pierre.....	13.2	3.86	37,181	9,632	27,436	7,108	5,303	1,229	1,556	2,350	1,540	6,012	2,192
HUTCHINSON F-4.....	10.9	3.39	17,694	5,219	14.7	12.7	18.2	22.1	10.7	13,842	4,083	1,282	436	1,146	208	255	1,667	1,072	4.74	3.9	24,746
HYTE E-3.....	2.2	.68	5,039	7,410	11.5	12.9	14.7	24.9	19.9	3,232	4,753	810	48	143	75	89	231	810	1.01	.9	10,270
JACKSON C-4.....	1.7	.49	5,070	10,347	13.1	13.1	16.4	26.7	26.3	3,357	6,851	754	186	35	421	541	7.6	.4	4,564
JERRARD F-3.....	3.7	1.17	6,172	5,275	15.1	12.5	19.7	21.0	9.6	2,192	1,874	376	85	33	35	425	358	1.46	1.4	9,284
JONES D-3.....	1.7	.49	4,373	8,924	12.6	12.2	14.6	24.7	24.9	3,956	8,073	838	155	508	496	83	.6	8,318	
KINGSBURY G-3.....	8.4	2.65	18,298	6,905	12.3	12.9	20.2	29.4	14.8	12,316	4,648	2,151	319	437	191	309	2,811	891	3.73	3.0	26,077
LAKE G-3.....	11.5	3.46	27,219	7,867	13.6	15.2	18.1	26.9	16.3	17,101	4,942	2,774	455	525	1,352	569	1,252	1,507	5.07	2.8	25,430
LAWRENCE A-3.....	16.9	5.12	48,423	9,458	21.3	17.5	22.8	24.0	10.0	26,204	5,118	6,114	854	2,494	1,490	598	6,321	2,293	7.06	.7	4,742
LINCOLN G-4.....	11.9	3.71	26,218	7,067	14.0	13.2	17.6	24.9	14.5	10,545	2,842	2,338	426	564	204	195	1,575	791	5.61	3.7	38,838
LYMAN E-4.....	4.0	1.14	9,467	8,304	10.8	13.3	16.6	27.0	23.1	5,239	4,596	1,641	158	240	782	608	1.58	1.2	12,416	
McCOOK G-4.....	7.3	2.19	15,759	7,196	11.2	11.5	13.9	24.7	21.9	8,128	3,711	1,463	60	351	24	49	1,400	511	3.36	3.3	18,728
McPHERSON E-1.....	3.7	1.11	10,112	9,110	9.0	8.8	11.5	28.5	29.8	6,921	6,235	1,422	244	452	83	89	656	885	2.16	2.1	13,998
MARSHALL G-1.....	5.4	1.63	12,726	7,807	12.2	10.6	14.9	27.0	19.6	9,871	6,056	1,398	287	319	370	51	2,316	1,381	2.65	2.2	14,260
MEADE B-3.....	12.2	3.39	32,813	9,679	15.4	15.3	19.0	25.0	17.5	13,905	4,102	2,589	787	668	717	395	2,706	1,111	4.31	2.5	21,668
MELLETT D-4.....	2.3	.60	4,264	7,107	14.0	11.0	12.3	18.1	20.7	1,232	2,037	80	42	263	34	237	147	81	.8	9,413
MINER G-3.....	3.9	1.19	8,763	7,364	11.8	8.7	13.0	28.3	20.5	5,816	4,887	750	247	328	75	937	250			

SOUTH DAKOTA

SOUTH DAKOTA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME

STATE NETWORK

South Dakota Salesmaker Stations

Comprised of:

KABR—Aberdeen
KBRK—Brookings
KJLV—Huron
KOLY—Mobridge

KISD—Sioux Falls
KWAT—Watertown
KYNT—Yankton

Media Code 4 243 0350 1.00

Business Office—c/o Radio Station KWAT, Watertown, S. D. 57201.

- PERSONNEL**
Manager—Ross E. Case (KWAT).
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
See individual station listing.
- AGENCY COMMISSION**
15%; no cash discount. Invoices monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 4d, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a.

The stations may be bought in any combination, offering one clearance, 1 billing and affidavit.

TIME RATES

Rates effective July 6, 1964.
Rates received July 6, 1964.

Class A—8:30-9:00 am, 11:00 am-1:00 pm and 5:00-7:00 pm.
Class B—All other times.

CLASS A			
1 MINUTE			
1 tl.	45.00	260 tl.	35.00
28 tl.	42.00	312 tl.	34.00
52 tl.	39.00	624 tl.	33.00
156 tl.	37.00		

CLASS B			
1 tl.	35.00	260 tl.	29.00
28 tl.	34.00	312 tl.	28.00
52 tl.	32.00	624 tl.	27.00
156 tl.	31.00		

30 seconds—75% of earned 1-minute rate.
10 seconds—50% of earned 1-minute rate.

COMBINATION RATES
Any combination of South Dakota Salesmaker Stations (both for North and South Dakota) earn discounts in any combination. For specific combination rates on less than full network, please call or write to Spot Time Sales, Inc. or Wm. Humphreys for costs. Additional discount accrues to the advertiser using the Salesmaker Stations in both North Dakota and South Dakota. For individual rates see separate listing for each Salesmaker station.

CLASS D					
(All other times)					
Per week:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times	5.40	5.10	4.85	4.60	4.30
10 times	4.85	4.55	4.35	4.10	3.80
15 times	4.45	4.20	4.00	3.80	3.55
20 times	4.30	4.05	3.80	3.65	3.45

8. PROGRAM TIME RATES					
CLASS A			CLASS B		
	1/4 hr.	1/2 hr.	1/4 hr.	1/2 hr.	5 min.
1 time	32.00	24.00	16.00	25.00	19.00
28 times	27.60	20.40	13.80	22.50	17.10
52 times	24.50	18.60	12.40	21.25	16.15
156 times	22.40	18.80	11.20	17.50	13.30
280 times	20.00	15.00	10.00	15.00	11.40
312 times	17.60	13.20	9.80	13.75	10.45

KSDN

1947

Subscriber to the NAB Radio Code

Media Code 4 243 1050 6.00
Aberdeen News Co., 2-1/2 miles S. W. on Hwy. 281, Aberdeen, S. D. 57401. Phone 605-225-5930.

- PERSONNEL**
General Manager—Stanley J. Olson.
Sales Manager—H. O. Schumacher.
- REPRESENTATIVES**
Wed Radio Corporation.
Minnesota—William L. Hurlay.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w.; 930 kc. Directional—night only.
Operating schedule: 7:00 am-midnight Sun; 6:00 am-midnight weekdays, CST.
- AGENCY COMMISSION**
15% net charges for time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 4b.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c.
Cancellation: 71a, 73a.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES

Err Rec'd 7/5/68.
A—6-9 am, 11:30 am-1 pm & 5-7 pm.
B—All other times.

8. SPOT ANNOUNCEMENTS					
CLASS A					
	1x	13x	26x	156x	260x
1 min	8.80	8.35	7.90	7.50	6.80
30 sec	6.05	5.80	5.45	5.15	4.85
10 sec	3.95	3.80	3.60	3.35	2.95

CLASS B					
1 min	6.80	5.85	5.65	5.60	5.55
30 sec	4.75	4.25	4.15	4.10	3.95
10 sec	2.90	2.85	2.80	2.75	2.65

8. PROGRAM TIME RATES					
CLASS A					
	1/4 hr.	1/2 hr.	1/4 hr.	1/2 hr.	5 min.
1/4 hr.	35.20	32.55	30.35	28.95	24.65
10 min.	28.40	24.40	22.45	20.45	18.50
5 min.	17.60	16.30	14.95	13.65	12.30

CLASS B					
1/4 hr.	20.40	19.60	18.85	17.65	16.80
10 min.	16.85	15.70	15.50	14.40	13.40
5 min.	12.50	12.00	11.60	10.95	10.35

BROOKINGS (1 AM; 1 PM)

Brookings County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KBRK

1955

Subscriber to the NAB Radio Code
Media Code 4 243 1505 9.00
Brookings Broadcasting Co., 507-1/2 Main Ave.,
College Theatre Bldg., Brookings, S. D. 57008.
Phone 629-6233.

- PERSONNEL**
General Manager—R. J. Reimers.
Sales Manager—Grant Peterson.
Program Director—E. J. Platek.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBRK-FM.
- AGENCY COMMISSION**
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: South Dakota Salesmaker Stations.

TIME RATES

Rates effective July 1, 1964.
Rates received July 6, 1964.
Class A—6:30-9:00 am Mon thru Sat; 11:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sun.
Class B—Sign-on-11:00 am Sun; Sign-on-6:30 am and 9:00-11:00 am Mon thru Sat and 1:00-5:00 pm and 7:00 pm-Sign-off Mon thru Sun.

8. SPOT ANNOUNCEMENTS					
CLASS A					
	1 min	30 sec	1 min	30 sec	
1 tl.	6.50	5.55	260 tl.	5.35	3.75
28 tl.	6.20	4.40	312 tl.	5.25	3.70
52 tl.	5.85	4.10	624 tl.	5.20	3.85
156 tl.	5.50	4.00			

CLASS B					
1 tl.	5.00	3.50	260 tl.	4.15	2.90
28 tl.	4.75	3.40	312 tl.	4.10	2.85
52 tl.	4.50	3.15	624 tl.	4.00	2.80
156 tl.	4.35	3.05			

8. PROGRAM TIME RATES					
CLASS A					
	1/4 hr.	10 min.	5 min.		
1 time	26.00	18.00	13.00		
28 times	24.00	18.00	12.00		
52 times	22.00	16.50	11.00		
104 times	20.00	15.00	10.00		
156 times	18.00	13.50	9.00		
280 times	16.00	12.00	8.00		

CLASS B					
1 time	20.00	15.00	10.00		
28 times	18.00	13.50	9.00		
52 times	16.00	12.00	8.00		
104 times	14.00	10.50	7.00		
156 times	12.00	9.00	6.00		
280 times	10.00	7.50	5.00		

KBRK-FM

1968

Media Code 4 243 1506 7.00
Brookings Broadcasting Co., 507-1/2 Main Ave.,
Brookings, S. D. 57008. Phone 605-692-6233.

- PERSONNEL**
General Manager—R. J. Reimers.
Sales Manager—Grant Peterson.
Program Director—E. J. Platek.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 178 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KBRK.
- AGENCY COMMISSION**
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See KBRK listing for coded regulations.

TIME RATES

Rates are identical to KBRK. See that listing.

DEADWOOD

Lawrence County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

KDSJ

1946

Media Code 4 243 1355 3.00
John, Ell and Harry Daniels, 745 Main St., Deadwood, S. D. 57732. Phone 186.

- PERSONNEL**
Gen'l & Bus. Mgr.—Harry Daniels.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w.; 980 kc. Directional—night only.
Operating schedule: 8:00 am-10:00 pm weekdays; 7:00 am-9:00 pm Sun. MST.
- AGENCY COMMISSION**
15% time and talent payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 20a.
Contracts: 40a, 4b.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

Sold in combination with KRSD, Rapid City, S. D.
See that listing for combination rates.

TIME RATES					
Err 1/1/67 Rec'd 12/28/68.					
1 min	5.50	5.25	5.00	4.50	4.00
30 sec	4.50	4.25	4.00	3.50	3.00

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 156x 300x
- PROGRAM TIME RATES**
1-52 x..... 35.00 1 hr 1/2 hr 1/4 hr 10 min 5 min
..... 18.00 10.00 9.00 2.50
- FREQUENCY DISCOUNT**
Over 52x—10%.
- SPECIAL FEATURES**
Weather reports, temperature and sports.
Add 20% to announcement charges if tag line is required.

HOT SPRINGS (1 AM; 1 PM)

Fall River County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KOBH

1958

Media Code 4 243 2205 5.00
Major Short, Box 611, Hot Springs, S. D. 57747.
Phone 605-745-3152.

- PERSONNEL**
President—Russell M. Stewart.
Gen'l & Sta. Mgr.—Friedrick M. Walgren.
Sales Mgr. & Prog. Dir.—H. Del Brandt.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
500 w. days; 580 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. MST.
FM FACILITIES
ERP 1,500 w.; 99.7 mc.
Operating schedule: 2:00-10:00 pm. MST.
Antenna ht.: 295 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 20th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 25b, 26, 28a, 28c, 29a, 30, 33d.
Contracts: 40a, 42d, 44b, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective May 1, 1964.
Rates received April 27, 1964.

8. SPOT ANNOUNCEMENTS					
CLASS A					
	1 min	30 sec	1 min	30 sec	
1 tl.	4.00	3.00	52 tl.	3.25	2.50
13 tl.	3.75	2.85	156 tl.	3.00	2.25
52 tl.	3.50	2.70	312 tl.	2.75	2.00

8. PROGRAM TIME RATES					
CLASS A					
	1 hr	1/2 hr	1/4 hr	5 min	
1 tl.	50.00	30.00	22.50	9.00	
13 tl.	47.60	28.00	20.00	8.50	
28 tl.	45.00	27.50	17.50	8.00	
52 tl.	42.50	25.50	13.00	7.00	
156 tl.	35.00	21.00	10.00	5.75	
312 tl.	25.00	15.00	8.00	4.00	

CLASS B					
1 tl.	50.00	30.00	22.50	9.00	
13 tl.	47.60	28.00	20.00	8.50	
28 tl.	45.00	27.50	17.50	8.00	
52 tl.	42.50	25.50	13.00	7.00	
156 tl.	35.00	21.00	10.00	5.75	
312 tl.	25.00	15.00	8.00	4.00	

HURON

Beadle County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KIJV

1947

Subscriber to the NAB Radio Code
Media Code 4 243 2555 3.00
James Valley Broadcasting Co., Box 1407, 1728 Dakota St., Huron, S. D. 57350. Phone 605-352-8621.

- PERSONNEL**
Manager—Max E. Staley.
Commercial Manager—Larry Galligher.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21b, 21d, 22a, 24c, 28a, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Member: South Dakota Salesmaker Stations.

TIME RATES

Rates effective April 1, 1961.
Rates received March 31, 1961.

8. SPOT ANNOUNCEMENTS					
CLASS A					
	7:00-9:00 am	Mon thru Sat	11:00 am-1:00 pm	and 5:00-7:00 pm	Mon thru Sun
30 seconds:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks

LEMMON

Perkins County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KBJM

1966

RAB

Subscriber to the NAB Radio Code

Media Code 4 243 2700 5.00
Lemmon Broadcasting Co., Inc., Box 147, 223 Main St., Lemmon, S. D. 57638. Phone 605-374-5747.

- PERSONNEL**
President—William Boots.
Sis. & Sales Mgr.—Darrell Solberg.
Program Director—Tom Mahler.
- FACILITIES**
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**
15/0 time only; payable upon receipt.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 28a, 30, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with KES.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/1/68—Rec'd 2/29/68.

A—6 am-2 pm & 5-7 pm.

B—2-5 pm & 7 pm-sign-off.

- SPOT ANNOUNCEMENTS**
CLASS A
1 min 1x 15x 20x 52x 104x 156x 312x
30 sec 3.20 2.95 2.80 2.65 2.50 2.35 2.20
80 sec 2.50 2.40 2.30 2.20 2.10 2.00 1.90
CLASS B
1 min 2.95 2.80 2.65 2.50 2.35 2.20 2.05
30 sec 2.10 2.00 1.90 1.80 1.70 1.60 1.50
- SALE/STATION PACKAGES—30 SECONDS**
15 spots (within 8 days) 28.50
30 spots (w/in 7 days) 49.50
60 spots (within 2 wks) 93.50
- PROGRAM TIME RATES**
CLASS A
1 hr 15x 20x 52x 104x 156x 312x
1/4 hr 15.00 14.70 13.50 12.00 11.00 10.10 9.20
10 min 11.05 10.45 9.90 9.50 9.00 8.60 8.00
5 min 7.50 7.10 6.80 6.10 5.80 5.20 5.00
CLASS B
1 hr 32.00 30.40 28.80 27.20 25.80 24.00 22.40
1/2 hr 19.00 18.25 17.30 16.30 15.35 14.40 13.45
1/4 hr 12.50 11.25 10.50 10.00 9.50 9.00 8.40
10 min 9.60 9.30 9.00 8.60 8.10 7.50 7.00
5 min 6.80 6.30 6.00 5.70 5.40 5.10 4.80

MADISON (1 AM; 1 FM)

Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KJAM

1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 243 2905 0.00
Madison Broadcasting Co., Inc., Box 549, Madison, S. D. 57042. Phone 605-256-4514.

- PERSONNEL**
General Manager—John A. Goeman.
- FACILITIES**
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
Partial simulcast operation... Simulcast during AM operational hours. For non-simulcast facilities see KJAM-FM.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21d, 22a, 23b, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 44a, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 ET 11/1/68—Rec'd 3/1/67.

- SPOT ANNOUNCEMENTS**
AA—6-8 am & 11:30 am-1 pm.
A—All other times.
CLASS AA 1 min 30 sec 15 sec
1 x 4.10 3.20 2.70
20 x 3.80 2.90 2.40
50 x 3.60 2.70 2.30
100 x 3.40 2.50 2.10
200 x 3.20 2.30 1.90
300 x 3.00 2.10 1.70
500 x 2.80 1.80 1.50
1000+ 2.10 1.30 1.10
- PACKAGE PLANS**
CLASS A
10% discount on above rates.
ROB (must be used within 7-day period)
10 ti 20 ti 30 ti 50 ti 100 ti
1 min 35 64 90 130 210
30 sec 25 40 54 70 120
- PROGRAM TIME RATES**
1x 20x 50x 100x 200+
1/4 hr 35 28 18 12 10
10 min 18 15 10 8 6
5 min 10 8 6 5 4

KJAM-FM

1967

Media Code 4 243 2908 8.00
Madison Broadcasting Co., Inc., Box 549, 115-1/2 South Egan, Madison, South Dakota. 57042. Phone 605-256-4514.

- PERSONNEL**
Manager—John A. Goeman.
- FACILITIES**
ERP 3,000 w.; 103.1 mc.
Operating schedule: 6 am-11:30 pm...CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:30 pm. For simulcast facilities see KJAM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21d, 22a, 23b, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 44a, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

KJAM Class AA rates less 20%. No package plans.

MITCHELL

Devon County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KORN

1946

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 243 3255 9.00
Mitchell Broadcasting Ass'n., Inc., Box 908; Mitchell National Bank Bldg., Mitchell, S. D. 57301. Phone 605-998-5621.

- PERSONNEL**
General Manager—Raymond V. Eppel.
Commercial Manager—Gerald R. Eppel.
- REPRESENTATIVES**
The Devney Organization, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-midnight Sun. CST.
- AGENCY COMMISSION**
15% on net charges for station time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 23a, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 44b, 45, 46, 47c, 48.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c.
Prod. Services: 80.
Affiliated with MBS.

TIME RATES

ET—Rec'd 6/6/68.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 5 ti 10 ti 15 ti 20+
1 min 7.00 6.50 6.00 5.50 5.00
30/20 sec: 80% of 1-min. 10 sec ID's: 50% of 1-min.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 38 24 18 12
- WEEKLY DISCOUNTS**
3 per wk—10% 5 per wk—20%

MOBRIDGE

Walworth County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KOLY

1956

Subscriber to the NAB Radio Code
Media Code 4 243 3605 5.00
Moberge Broadcasting Corp., 114 Third St. East, Moberge, S. D. 57801. Phone 605-845-3654.

- STATION'S PROGRAMMING DESCRIPTION**
KOLY: NEWS: local, 10 & 15 min newscasts. Weekly auction market roundup Mon mornings. FARM: news programming broadcast daily in early morning and noon hour featuring local interviews, terminal market reports, local auction barn reports. Personalities show 2:30-5 pm and teen show 5-6 pm, 7 days a week. Contact Representative for further details. Rec'd 10/9/67.
- PERSONNEL**
General Manager—Q. P. Coleman.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
5,000 w.; 1300 kc. Non-directional.
500 w. pro-sunrise.
Operating schedule: 5:30 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.

Contracts: 42d, 44a, 45, 46, 47c, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: South Dakota Salesmaker Stations.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/1/68—Rec'd 8/26/68.

AA—6-10 am, 11:44 am-2 pm & 4-6:30 pm.
A—5:30-5:59 am, 10-11:44 am, 2-3:59 pm & 6:30-9:30 pm.

- SPOT ANNOUNCEMENTS**
CLASS AA 1 min 30 sec
1 x 5.50 4.90 5.05 4.50
13 x 5.20 4.55 4.80 4.15
26 x 5.00 4.35 4.80 3.95
52 x 4.70 4.10 4.30 3.70
104 x 4.50 3.90 4.05 3.50
156 x 4.40 3.80 3.85 3.30
260 x 3.65 3.05 3.10 2.60
312 x 3.45 2.80 2.75 2.20
365 x 3.25 2.65 2.55 2.05
520 x 3.15 2.55 2.45 1.90
780 x 3.00 2.40 2.30 1.70
1000 x 2.85 2.25 2.15 1.60
- PROGRAM TIME RATES**
CLASS AA 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60.00 34.00 18.00 15.00 12.50
13 x 56.00 31.00 16.20 14.10 11.85
26 x 47.00 28.50 15.10 13.00 10.95
52 x 36.00 21.90 13.25 11.50 10.60
104 x 29.00 18.00 12.30 10.25 8.30
156 x 28.00 15.90 11.25 9.15 8.05
260 x 24.50 13.50 9.90 7.40 6.30
312 x 21.50 12.70 8.90 6.90 5.75
384 x 19.00 11.80 7.80 6.25 5.05
A—deduct 15%.

SOUTH DAKOTA

KGFX

1916

RAB

Subscriber to the NAB Radio Code
Media Code 4 243 4305 1.00
James Valley Broadcasting Co., Box 399, Pierre, S. D. 57501. Phone 605-224-8686.

STATION'S PROGRAMMING DESCRIPTION

KGFX: Programmed for general interest.
AIR PERSONALITIES handle all segments, live. MUSIC: country. NEWS: hourly on hour, headline news at :30 after, weather at :20 after, sports at :40 after. Farm news and markets to 8 am & 11:50 am-1:30 pm. Local news reports direct from area towns at 9:25 am, 10:25 am, 11:15 am. Swap shop at 9:20 am, 1:20 pm. Hospital reports at 11:05 am, 12:55 pm. Contact Representative for further details. Rec'd 4/19/68.

- PERSONNEL**
President—Robert Ingstad, Sr.
Gen'l Mgr. & Prog. Dir.—Dean P. Sorenson.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w. days; 1060 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 27, 28c, 29a, 30, 33a.
Contracts: 40a, 44a, 45, 47a, 49.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61b.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.
10% discount on joint purchase with KEZU, Rapid City, S. D.

TIME RATES

No. 2 ET 6/1/67—Rec'd 5/1/67.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER CONSEC WK: 1 ti 5 ti 10 ti 15 ti 25+
1 wk 12.00 11.00 10.00 9.00 8.00
13 wk 11.50 10.50 9.50 8.50 7.50
26 wk 11.00 10.00 9.00 8.00 7.00
39 wk 10.00 9.00 8.00 7.00
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
CLASS AA 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 70 68 63 60 57 55 50
1/2 hr 48 45 43 41 39 36 30
1/4 hr 34 33 31 30 27 22
10 min 25 24 23 21 20 18 16
5 min 16 15 14 13 12 11 10

PIERRE (2 AM)

Hughes County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KCCR

1959

Media Code 4 243 3955 4.00
Agrusa Broadcasting, Inc., Box 309, Pierre, S. D. 57501. Phone 605-224-7381.

- STATION'S PROGRAMMING DESCRIPTION**
KCCR: Programmed for general interest. AIR PERSONALITIES handle all segments and are available for remote broadcasts. 1 land mobile and 1 marine mobile. 6 am-7 am farm news, markets, weather and country & western music. 7-7:30 am, 8-8:30 am, noon-12:30 pm, 5:30-6 pm & 9:45-10:15 pm news, weather, markets, sports. 7:30 am-noon & 2-5:30 pm, middle-of-the-road music. 1-2 pm country & western music. 6-6:30 pm public affairs programming. 12:30-1 pm phone interviews and hospital reports. NEWS 5 min every 30 min. 8:30-9:45 pm rock and roll. SPORTS, major league baseball, college & high school football, high school basketball. Heavy local news coverage. Contact Representative for further details. Rec'd 7/10/67.
- PERSONNEL**
General Manager—Tony Dean.
Operations Director—Lou Novak.
News Director—John Dea.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. night; 1240 kc. Non-directional.
Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21d, 22a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44b, 46, 48.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Special program expense for services additional to those supplied with the purchase of time must be borne by advertiser.
Affiliated with KBS.
Sold in combination with KHAQ, Cedar Rapids. See that listing.

TIME RATES

Rates effective September 1, 1963.

Rates received September 5, 1963.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 ti 5.25 4.00 2.60
13 ti 5.00 3.75 2.45
26 ti 4.75 3.50 2.30
52 ti 4.50 3.25 2.15
104 ti 4.25 3.00 2.00
156 ti 4.00 2.75 1.85
260 ti 3.75 2.50 1.70
312 ti 3.50 2.25 1.55
520 ti 3.25 2.00 1.40
1040 ti 3.00 1.75 1.25
- PACKAGE PLANS**
PER WK: ea tot ea tot
10 ti 4.50 45.00 40 ti 3.75 150.00
20 ti 4.25 85.00 50 ti 3.50 175.00
30 ti 4.00 120.00
- PROGRAM TIME RATES**
CLASS AA 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 36 24 18 12
- DISCOUNTS**
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

RAPID CITY (4 AM)

Pennington County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KEZU

1959

Subscriber to the NAB Radio Code
Media Code 4 243 4655 9.00
James River Broadcasting Co., Box 3026, Rapid City, S. D. 57701. Phone 605-343-6161.

- PERSONNEL**
General Manager—Robert E. Ingstad, Jr.
Station Manager—William Spitzer.
News Director—Abner George.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24a, 26, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 48, 47a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
10% discount on joint purchase with KGFX, Pierre, S. D.

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 1/23/69.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER CONSEC WK: 1 ti 5 ti 10 ti 15 ti 25 ti
1 wk 9.00 8.00 7.00 6.00 5.00
13 wk 8.50 7.50 6.50 5.50 4.50
26 wk 8.00 7.00 6.00 5.00 4.00
39 wk 7.00 6.00 5.00 4.00
30 sec: 75% of 1-min. 10 sec: 50% of 1 min.
- PROGRAM TIME RATES**
CLASS AA 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 70 68 63 60 57 55 50
1/2 hr 48 45 43 41 39 36 30
1/4 hr 35 34 33 31 30 27 22
10 min 25 24 23 21 20 18 16
5 min 16 15 14 13 12 11 10

(Rapid City continued on next page)

SOUTH DAKOTA

Rapid City—Continued

KIMM

1962

RAB

Subscriber to the NAB Radio Code

Media Code 4 243 5005 6.00

Gene Taylor Broadcasting Co., Box 2006, Rapid City, S. D. 57702. Phone 605-348-1100.

1. PERSONNEL

Owner—James E. Taylor.

2. REPRESENTATIVES

Edward Peery & Co., Inc.
Denver—Charles Vais, 1089 Bannock St., Denver, Colo.

3. FACILITIES

5,000 w. days; 1,150 kc. Non-directional.
Operating schedule: 5:00 am-sundown.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES

No. 2 ET 6/1/68—Rec'd 5/27/68.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 156x 260x 312x 624x
1 min 7.30 7.15 7.00 6.85 6.70 6.45 6.15 5.85

7. PACKAGE PLANS

A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

SATURATION ANNOUNCEMENT PLAN

PER WK, EA:	CLASS A	CLASS B
1 min.	12.00 18.00 24.00 30.00 36.00	4.00 4.00 4.00 4.00 4.00
30 sec.	4.30 4.10 3.80 3.50 3.20	2.75 2.55 2.35 2.20 2.00
1 min.	4.40 4.00 3.65 3.30 2.90	3.50 3.20 2.80 2.35 2.00
30 sec.	2.20 2.00 1.85 1.65 1.45	

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
45.00 44.10 43.20 42.30 41.40 39.80 37.80 35.00	27.00 26.46 25.92 25.38 24.84 23.76 22.68 21.00	17.00 17.54 17.98 18.42 18.86 15.84 15.12 14.40	13.50 13.23 12.96 12.69 12.42 11.88 11.34 10.80	12.00 11.75 11.50 11.25 11.00 10.50 10.00 7.50

KOTA

1959

CBS Radio Network
The Eastman Station

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 243 5355 5.00

Duhamel Broadcasting Enterprises, Box 1752, Duhamel Bldg., Rapid City, S. D. 57701. Phone 605-342-2000. TWX 605-921-0184.

1. PERSONNEL

Pres. & Gen'l Mgr.—Helen S. Duhamel.
Nat'l TV & Radio Sales—Dan C. Lesmeister.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Omaha—Soderlund Company.

3. FACILITIES

5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with CBS and Eastman Radio Networks.
Member: CBS Radio Mountain Network.

TIME RATES

Rates effective February 1, 1965. (Card No. 14.)
Card received January 18, 1965.
Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Fri.
Class A—9:00 am-4:00 pm Mon thru Fri; all day Sat and Sun.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	Class AA	Class A	Class B
1 ti.	15.00	12.50	10.00
50 ti.	14.25	11.75	9.25
100 ti.	14.00	11.50	9.00
250 ti.	13.50	11.00	8.50
500 ti.	12.50	10.00	7.50

7. PACKAGE PLANS

PER WK:	Class AA	Class A	Class B
5 ti.	14.50	12.00	9.50
10 ti.	13.50	11.00	8.50
15 ti.	13.00	10.50	8.00
20 ti.	12.50	10.00	7.50
30 ti.	12.00	9.50	7.00

10 seconds—50% of applicable 1-minute rate.
20/30 seconds—80% of applicable 1-minute rate.

8. PROGRAM TIME RATES

CLASS AA		1 ti	13 ti	26 ti	52 ti	104 ti
1 hr.	120.00	114.00	108.00	102.00	96.00	
1/2 hr.	72.00	68.40	64.80	61.20	57.60	
1/4 hr.	54.00	51.30	48.60	45.90	43.20	
10 min.	36.00	34.20	32.40	30.60	28.80	
5 min.	24.00	22.80	21.60	20.40	19.20	

CLASS A		1 ti	13 ti	26 ti	52 ti	104 ti
1 hr.	100.00	95.00	90.00	85.00	80.00	
1/2 hr.	65.00	62.50	58.50	55.25	52.00	
1/4 hr.	45.00	42.75	40.50	38.25	36.00	
10 min.	30.00	28.50	27.00	25.50	24.00	
5 min.	20.00	19.00	18.00	17.00	16.00	

CLASS B		1 ti	13 ti	26 ti	52 ti	104 ti
1 hr.	60.00	57.00	55.50	54.00	51.00	
1/2 hr.	35.00	33.25	32.50	31.50	29.75	
1/4 hr.	22.50	21.50	20.75	20.25	19.25	
10 min.	15.00	14.25	14.00	13.50	12.75	
5 min.	12.50	11.75	11.50	11.25	10.25	

KRSD

1953

Country and Western

RAB

Media Code 4 243 5705 1.00
Heart of The Black Hills, 1438 Mt. View Rd., Rapid City, S. D. 57701. Phone 605-342-6050.
Studio: 1438 Mountain View Rd.

1. PERSONNEL

Gen'l & Sales Mgr.—Eli Daniels.
Program Director—Marty Martison.

2. REPRESENTATIVES

M. A. Sales Co., Inc.
Denver—Bob Hix Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights: 1340 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. MST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28c, 29a.
Contracts: 40a, 41c, 43, 44a, 44b, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET—Rec'd 11/2/66.

6. SPOT ANNOUNCEMENTS

1 min.	15x	26x	52x	156x	300x
5.50	4.25	5.00	4.50	4.00	3.50
60 words	4.50	4.25	4.00	3.50	3.00

COMBINATION RATES

KRSD/KRSDJ, Deadwood, S.D.
1 min. 7.00 6.50 6.00 5.50 5.00 4.50
60 words 6.00 5.50 5.00 4.50 4.00 3.50

8. PROGRAM TIME RATES

1-52 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	35.00	18.00	10.00	9.00	7.50

DISCOUNTS

Over 52 x—10%.

REDFIELD

Spink County—Map Location F-2
See SADS consumer market map and data at beginning of the State.

KFCB

1962

Media Code 4 243 6055 0.00
Victoria Broadcasting System, Inc., Box 110, Redfield, S. D. 57469. Phone 472-1380.

1. PERSONNEL

Pres., Gen'l & Sales Mgr.—Gordon Sjobin.
Sta. & Sales Mgr.—Jerry Zastrow.
News & Prog. Dir.—Robert Miller.

3. FACILITIES

500 w.; 1380 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25c, 28b, 28c, 29a.
Contracts: 40a, 44a, 46, 48, 51a.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective September 1, 1964.
Rates received September 3, 1964.
Class A—6:00-8:30 am, 11:30 am-1:00 pm and 5:30-6:30 pm Mon thru Sat.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE		1 ti	13 ti	26 ti	52 ti	104 ti
1 ti.	6.00	156 ti	4.75			
13 ti.	5.75	260 ti	4.50			
26 ti.	5.50	312 ti	4.25			
52 ti.	5.25	624 ti	4.00			
104 ti.	5.00					

CLASS B		1 ti	13 ti	26 ti	52 ti	104 ti
1 ti.	5.00	156 ti	3.75			
13 ti.	4.75	260 ti	3.50			
26 ti.	4.50	312 ti	3.25			
52 ti.	4.25	624 ti	3.00			
104 ti.	4.00					

30-seconds—70% of the applicable 1-minute rate.
20-seconds—50% of the applicable 1-minute rate.

SIoux FALLS (3 AM; 1 FM)

Minnehaha County—Map Location G-4
See SADS consumer market map and data at beginning of the State.

KELO

1937

NBC Radio Network

HR Representatives, Inc.

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 243 6505 7.00

Midcontinent Broadcasting Co., Inc., Phillips at 13th, Sioux Falls, S. D. 57102. Phone 605-336-1100. TWX 910-860-0552.

1. PERSONNEL

President—Joe Floyd.
Exec. Vice-Pres. & Gen'l Mgr.—Evans A. Nord.
Sta. & Com'l Mgr.—Pat Rickert.

2. REPRESENTATIVES

H-R Representatives, Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES

5,000 w. (Franklinized) at 13,600 w. during non-directional operation; 1330 kc. Directional—night only.
Operating schedule: 5:30-1:00 am. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26a, 28c, 30, 33b.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with NBC Radio Network.
Member: National AgRadio Groups, Inc.

TIME RATES

Rates effective February 1, 1955.
Rates received January 3, 1955.
Rev. (Package) rates received August 1, 1960.

6. SPOT ANNOUNCEMENTS

CLASS A		1 ti	13 ti	26 ti	52 ti	104 ti
(6:00 am-7:30 pm daily)		14.00	260 ti	8.75		
1 ti.	12.60	312 ti	7.70			
52 ti.	11.80	600 ti	7.00			
104 ti.	10.85	1000 ti	6.50			
156 ti.	9.80					

CLASS B		1 ti	13 ti	26 ti	52 ti	104 ti
(7:30 pm-8:00 am daily)		7.00	260 ti	4.28		
1 ti.	6.30	312 ti	3.75			
52 ti.	5.95	600 ti	3.50			
104 ti.	5.43	1000 ti	3.25			
156 ti.	4.90					

7. PACKAGE PLANS

10 announcements	1 min	30 sec
	75.00	55.00
15 announcements	105.00	

KSOO
1927



AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code

Media Code 4 243 7105 2.00

KSOO-TV, Inc., 205 N. Phillips Ave., Sioux Falls, S. D. 57102. Phone 605-336-1300. TWX 605-331-2252.

STATION'S PROGRAMMING DESCRIPTION
KSOO: General interest programming featuring personalities.

NEWS: on hour & at :30. 5-7 am farm, market and agriculture business, popular music. 7-10 am home and road service show, comedy, audience participation, day calendar, middle-of-the-road music. 10-noon homemaker quarter hour, modern country and western music with 2 voice format, variety features. Noon-1:15 pm service segment, news, weather, agriculture bulletin boards. 1:15-2:30 pm standards and show-tune music. 2:30-6 pm trend and general popular music, service features, audience participation. 6-10 pm sports features, middle-of-the-road music. In season, local, regional sports, major league baseball, 10 pm-12M trend, general popular music. 12:05-1 am general popular music. Extended week-end programming with music, sports, news and service specials. Contact Representative for further details. Rec'd 3/31/69.

1. PERSONNEL

Chairman of the Board & Chief Exec. Officer—Gordon H. Ritz.
Pres. & Gen'l Mgr.—Morton H. Henkin.
Mgr. & Sales Mgr.—Orrin Melton.

2. REPRESENTATIVES

Avery-Knodel, Inc.
Minneapolis, St. Paul—Harry S. Hyett Co., Inc.
Omaha—Soderlund Company.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1140 kc.
Directional—night only.
Operating schedule: 5:00-1:00 am weekdays; 6:00-1:00 am Sun. CST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24b, 24c, 25a, 25b, 27, 30.
Contracts: 40a, 41, 44a, 44b, 47a, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

Eff 9/1/68—Rec'd 8/8/68.

A—6-9 am, 11:45 am-1 pm & 4-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

A	1 MINUTE					
	1x	26x	52x	156x	260x	312x
B	22	21	20	19	18	17
A	17	16	15	14	13	12

7. PACKAGE PLANS

SATURATION PACKAGES

PER WK. EA:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	30 ti
1 min	18	17	16	15	14	14
20/30 sec	15	14	13	12	11	11

1 min	CLASS B					
	15	14	13	12	11	11
20/30 sec	12	11	10	9	8	8

All above spots may be combined for frequency discount.
10 sec ROS, not combinable, ea. 8
No frequency discount.

8. PROGRAM TIME RATES

1 hr	CLASS A					
	1 ti	26 ti	52 ti	156 ti	260 ti	312 ti
1/2 hr	100.	95.	90.	85.	80.	75.
1/4 hr	65.	64.	63.	62.	61.	60.
10 min	45.	44.	43.	42.	41.	40.
5 min	35.	34.	33.	32.	31.	30.
	28.	27.	26.	25.	24.	23.

1 hr	CLASS B					
	77	73.	70.	65.	60.	60.
1/2 hr	50.	47.	44.	42.	40.	38.
1/4 hr	30.	29.	28.	27.	25.	23.
10 min	25.	24.	23.	21.	19.	18.
5 min	20.	19.	18.	17.	16.	15.

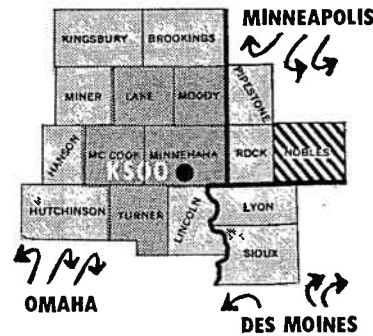
WNAX
YANKTON

City of license, Yankton, S. D.
Considered by CBS Radio Network as their Sioux City-Sioux Falls-Yankton outlet.

See listing under Yankton, S. D.

**MAXIMUM
SIOUX FALLS
COVERAGE
MUST BE
FROM
WITHIN**

Only KSOO fills the coverage hole left by leading stations in "traditional buy" markets. KSOO alone delivers solid, complete, point-of-purchase coverage in the 16-county Sioux Falls trade area—a region representing close to half of South Dakota's annual retail sales.



	Counties	Net Weekly Circulation
Over 50%	5	23,400
20-49%	10	11,200
5-19%	1	1,300
Totals	16	35,900

Blanket Coverage*

- 59% penetration of 5 key counties — 23,400 Net Weekly Circulation
- 43% penetration of the total area — 35,900 Net Weekly Circulation

Proven Dominance*

- 33.4% more Net Weekly Circulation and
- 46% more adults (62,300) than the nearest competitor

*Circulation Pulse 1968. Interviewing conducted in 1967.

KSOO a sound radio buy
10,000/5,000 Watts abc
Coverage • Audience • Efficiency

Sold nationally by



AVERY-KNODEL, INC.

STURGIS

Meade County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBHB

1962



Media Code 4 248 7455 1.00
Black Hills Broadcasting Co., Box 380, Sturgis, S. D. 57785. Phone 605-347-2526.

- PERSONNEL**
Owner & Gen'l Mgr.—Les Klieven.
Sales Manager—Dana Caldwell.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
5,000 w.; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

No. 6 Eff 11/1/67—Rec'd 10/30/67.

AA—Mon thru Sat 7-9 am & noon-1:30 pm.

PER WK:	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	8.50	7.50	6.50	5.50
30 sec	8.50	7.50	6.50	5.50	4.75

1 min	CLASS A				
	1x	26x	52x	156x	260x
1 hr	60.00	47.50	45.00	42.50	40.00
1/2 hr	30.00	28.50	27.00	25.50	24.00
1/4 hr	20.00	19.00	18.00	17.00	16.00
10 min	15.00	14.95	13.50	12.75	12.00
5 min	10.00	9.25	8.50	7.75	7.00

VERMILION (1 AM; 1 FM)

Clay County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KVRA

1967



Subscriber to the NAB Radio Code
Media Code 4 243 7805 1.00
Siouxland Broadcasting, Inc., Box 278, 23 W. Main, Vermillion, S. D. 57089. Phone 605-624-2662.

- STATION'S PROGRAMMING DESCRIPTION**
KVRA: Programmed for adults and young adults.
MUSIC 70%: middle-of-the-road aimed primarily at a university audience. NEWS 8%: local regional, national news and weather. 5 min every hour plus special news and weather. Complete summary morning, noon and evening. SPORTS 7%: local, regional, national sports with 3 complete summaries each day plus play-by-play baseball, football, basketball in season. Community information 7%: telephone interviews, local current events, school activities, etc. Religion 4%. Agricultural information 4%: livestock reports, county agent reports, state agricultural programs. Rec'd 6/2/69.
- PERSONNEL**
President—Theodore J. Doiney.
Gen'l & Sta. Mgr.—Monroe Johnson.
- FACILITIES**
500 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-7 pm.
For non-simulcast facilities see KVRF (FM).
- AGENCY COMMISSION**
15%: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 22a, 24c, 25a, 27, 28c.
Contracts: 40a, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 82.
FM facilities: KVRF (FM).

TIME RATES

Eff 5/1/68—Rec'd 7/16/68.

PER WK:	CLASS A				
	1 ti	5 ti	10 ti	15+ ti	15+ ti
1 min	7	6	5	4	4
30/20 sec	80%	80%	80%	80%	80%

1 hr	CLASS B				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	50	30	20	16	16
3 per wk—10%	50	30	20	16	16

1 hr	CLASS A				
	1 ti	5 ti	10 ti	15+ ti	15+ ti
1 min	7	6	5	4	4
30/20 sec	80%	80%	80%	80%	80%

KVRF (FM)

1967



Subscriber to the NAB Radio Code
Media Code 4 243 7705 9.00
Siouxland Broadcasting, Inc., Box 278, 23 W. Main, Vermillion, S. D. 57089. Phone 605-624-2632.

- PERSONNEL**
President—Theodore J. Doiney.
Gen'l & Sta. Mgr.—Monroe Johnson.
- FACILITIES**
ERP 3,000 w.; 102.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 255 ft. above average terrain.
Partial simulcast operation. Operated separately 7 pm-midnight. For simulcast facilities see KVRA.
- AGENCY COMMISSION**
15%: time only.
- GENERAL ADVERTISING** See coded regulations
See KVRA listing for coded regulations.
AM facilities: KVRA.

TIME RATES

75% of KVRA rates. See that listing.

SOUTH DAKOTA

WATERTOWN (2 AM)

Codington County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KSDR

1961



Subscriber to the NAB Radio Code
Media Code 4 243 7805 7.00
Box 293, Watertown, S. D. 57201. Phone 605-886-5747.

All copy and instructions should be sent to:
The Berry-Iverson Co., Box 293, Watertown, S. D. Studio—15 1st Ave. N. W., Watertown, S. D. Phone 605-886-5747; 508 Main St., Webster, S. D. Phone 605-886-3939.

STATION'S PROGRAMMING DESCRIPTION

KSDR: Programmed for general interest. Network and area news in 5 min segments each hour at :55 & :25. Programs of rural interest 6-7:30 am with bulletins from county agent, home extension agent, etc. Weathercasts given in detail twice hourly at :20 & :50. MUSIC: in all segments of day 6 am-3 pm current hits, middle-of-road, and country and western. 3-5:30 pm and evening hours for youth market. Contact Representative for further details. Rec'd 7/10/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—A. G. "Spike" Berry.
Vice-Pres. & Oper. Mgr.—Ron L. Iverson.
- REPRESENTATIVES**
Radio Time Sales/International.
Chicago—National Time Sales.
- FACILITIES**
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21b, 22b, 23a, 25b, 28b, 28c.
Contracts: 40a, 41, 48.
Comb.; Cont. Discounts: 60h.
Cancellation: 70a.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES

Eff—Rec'd 1/30/69.

A—Mon thru Sat 6 am-2 pm.	CLASS A					
	1x	13x	26x	52x	104x	156x
B—All other times.	6.00	5.75	5.50	5.25	5.00	4.75
	4.75	4.50	4.25	4.00	3.75	3.50

1 min	CLASS B					
	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	3.75	3.50	3.25	3.00	2.75	2.50
	3.50	3.25	3.00	2.75	2.50	2.25

KWAT

1925



Subscriber to the NAB Radio Code
Media Code 4 243 8155 6.00
The Midland National Life Broadcasting Co., Box 827, U. S. Hwy. 81, 4-1/2 miles S. of Watertown, S. D. 57201. Phone 605-886-8444.

- PERSONNEL**
General Manager—Ross E. Case.
Program Director—Dick Myers.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
1,000 w.; 950 kc. Directional—night only.
Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
15% on net station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 48.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 71a, 73a.
ID's 1 minute and 30 seconds may be combined for frequency.
Affiliated with MBS Radio Network.
Member: South Dakota Salesmaker Stations.

TIME RATES

Rates effective March 26, 1964.

6. SPOT ANNOUNCEMENTS	CLASS A	
	1 MINUTE	30 SECONDS
1 ti	6.80	4.75
26 ti	6.80	4.75
52 ti	6.80	4.75
156 ti	6.80	4.75

1 hr	CLASS B	
	1 MINUTE	30 SECONDS
1 ti	5.25	3.70
26 ti	5.25	3.70
52 ti	5.25	3.70
156 ti	5.25	3.70

SOUTH DAKOTA

WINNER

Tripp County—Map Location E-4
See BRDS consumer market map and data at beginning of the State.

KWYR

1957



Subscriber to the NAB Radio Code

Media Code 4 243 8505 2.00
Midwest Radio Corporation, Box 491, 4th & Main
Sts., Winner, S. D. 57580. Phone 605-842-3333.

1. PERSONNEL

Pres. & Gen'l Mgr.—Al Clark.
Program Director—Ben Veldt.
Commercial Manager—Don DeMonbrun.

2. REPRESENTATIVES

Call station direct.

3. FACILITIES

5,000 w. days; 1260 kc. Non-directional.
Operating schedule 6:00 am-local sunset weekdays;
7:00 am-local sunset Sun. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60b, 60c, 61a, 61b, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

Eff 9/1/66—Revd 1/3/67.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time	8.50	5.00	3.00
13 times	8.00	4.75	2.85
26 times	7.75	4.60	2.75
52 times	7.50	4.50	2.70
104 times	7.25	4.35	2.60
156 times	7.00	4.25	2.55
260 times	6.75	4.00	2.40
312 times	6.50	3.90	2.35

7. PACKAGE PLANS

SATURATION PACKAGES

	1 min	30 sec	10 sec
10 in 1 day	65.00	38.00	22.50
10 in 2 days	67.50	40.00	24.00

8. PROGRAM TIME RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	35.00	22.50	15.00	12.50
13 times	33.25	21.50	14.25	11.75
26 times	32.50	20.75	14.00	11.50
52 times	31.50	20.25	13.50	11.25
104 times	30.50	19.75	13.00	10.75
156 times	29.50	19.25	12.75	10.25
260 times	28.00	18.00	12.00	10.00
312 times	27.00	17.00	11.00	9.50

YANKTON (2 AM)

Yankton County—Map Location G-5
See BRDS consumer market map and data at beginning of the State.

KYNT

1955



Subscriber to the NAB Radio Code

Media Code 4 243 8655 1.00
Leon T. Scoble and Lloyd G. Reedstrom, Box 654,
Yankton, S. D. 57078. Phone 605-665-7892.

1. PERSONNEL

General Manager—Lloyd G. Reedstrom.

Sta. & Sales Mgr.—Darold Loecker.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:00 am-midnight weekdays;
8:00 am-midnight Sun. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 28c.
Contracts: 40a, 47a.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with MBS Radio Network.
Member: South Dakota Salesmaker Stations.

TIME RATES

Rates effective May 1, 1961.

Rates received April 10, 1961.

Rev. (Ann.) received February 3, 1964.
Class A—7:00-9:00 am, 11:00 am-1:00 pm and 5:00-7:00 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 ti	6.00	4.20	2.60	1.80
26 ti	5.85	4.10	2.52	1.75
52 ti	5.40	3.80	2.40	1.65
156 ti	5.25	3.65	2.30	1.60

CLASS B

	1 min	30 sec	1 min	30 sec
1 ti	4.65	3.25	2.60	1.80
26 ti	4.50	3.00	2.40	1.70
52 ti	4.15	2.90	2.24	1.60
156 ti	4.00	2.80	2.16	1.55

10-seconds—50% of the applicable 1-minute rate.
ID's—minutes and 30-seconds may be combined for frequency.

WNAX

1922



CBS Radio Network

Subscriber to the NAB Radio Code

Media Code 4 243 9205 8.00
Roy H. Park Broadcasting of the Midwest, Inc.,
WNAX Bldg., Yankton, S. D. 57078.

Studio—3rd and Mulberry Sts., Yankton, S. D.
Phone 605-665-7442; Sioux City, Ia. Phone 712-252-0553. Sioux Falls, S. D. Phone 605-334-5143.

1. PERSONNEL

President—Roy H. Park.
Executive Vice-President—Elmer F. Smith.
Prog. & Com'l Mgr.—Rex Messersmith.

2. REPRESENTATIVES

Katz Radio, West.

3. FACILITIES

5,000 w.; 570 kc. Directional—night only.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 15d.

Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 61a, 61b, 62b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 81.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 31 Eff 4/1/69—Revd 3/28/69.
AA—6-11 am & 11:45 am-1:15 pm.
A—11-11:45 am & 1:15-8:45 pm.
B—After 6:45 pm & before 6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE	1 hr	6 ti	12 ti	18 ti	24 ti
AA	40	38	35	33	31	31
A	30	28	26	24	22	22
B	20	18	17	16	15	15

20/30 sec: 15% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	52x	104x	156x	260x
1/2 hr	185	160	150	143	135
1/4 hr	90	86	80	77	74
10 min	67	64	60	57	55
5 min	50	48	45	43	41

CLASS A

	1 hr	6 ti	12 ti	18 ti	24 ti
1/2 hr	92	89	87	83	78
1/4 hr	62	60	59	56	53
10 min	47	46	45	42	40
5 min	35	34	33	32	30

CLASS B

	1 hr	6 ti	12 ti	18 ti	24 ti
1/2 hr	74	72	70	66	63
1/4 hr	50	49	48	45	43
10 min	38	36	35	34	33
5 min	28	26	25	24	23

(*) 1/4 hr Class B strip rates:
6 per wk (exc. Sun), per wk, flat 175

All spots, regardless of length or classification, may be combined for discount purposes. Spots and Programs, however, may be combined for discounts on spots only.

9. PARTICIPATING PROGRAMS

Your Neighbor Lady—with Wynn Speers Mon thru Fri 10:10-11 am; Sat 10:15-10:55 am. Available only for minute participations. Sold on basis of 3 or 6 per wk, minimum 4 wks. Class AA rates apply.

10. SPECIAL FEATURES

Production charges: Commissionable—per 1/4 hr. 10.00; 10 minutes, 7.50; 5 minutes, 5.00. (CR2)

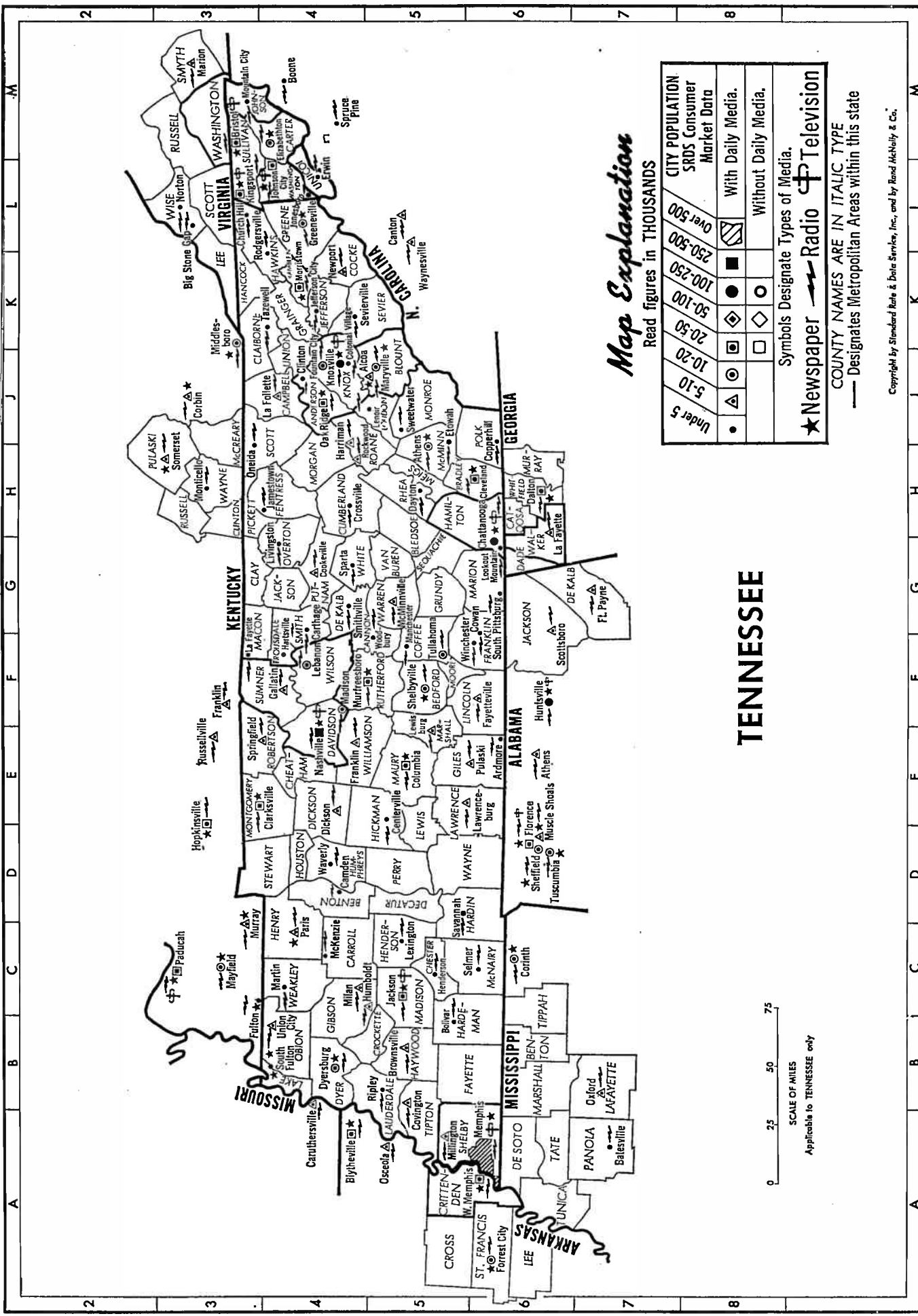
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	664,800	Chattanooga	57,500
METRO AREAS		Knoxville	30,500
Bristol-		Memphis	280,600
Johnson City-		Nashville	98,200
Kingsport	7,700	Total Metros	474,500



Map Explanation
Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data	With Daily Media.	Without Daily Media.
Over 500	Over 500	◻	◻
250-500	250-500	◼	◼
100-250	100-250	●	○
50-100	50-100	◊	◊
20-50	20-50	◐	◑
5-10	5-10	◒	◓
Under 5	Under 5	◔	◕

Symbols Designate Types of Media.
 ★ Newspaper ↗ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

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TENNESSEE

SCALE OF MILES
 0 25 50 75
 Applicable to TENNESSEE only

TENNESSEE

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968 By Selected Store Types										Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			(\$000)	Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to to 4899 7999 9999 14999 over					(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Mde. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)				
					1968	1967	1966	1965	1964													
TENNESSEE STATE TOTALS	3,970.0	1,165.54	8,875,964	7,615	18.9	18.0	14.9	18.1	12.7	5,845,139	5,015	1,256,307	202,041	868,523	291,378	306,416	1,264,136	498,525	1,583.09	439.7	775,965	
ANDERSON J-4	64.3	18.23	163,825	8,987	12.3	23.4	15.4	22.0	15.6	78,646	4,314	23,037	4,350	11,995	3,977	3,800	13,292	8,096	30.28	1.7	2,108	
Oak Ridge	32.0	9.44	104,123	11,030	20.0	14.9	15.0	20.7	13.1	47,987	5,083	13,841	2,936	10,018	2,289	2,173	7,442	3,787	
BEDFORD F-5	23.9	7.51	58,360	7,771	20.0	14.9	15.0	20.7	13.1	37,247	4,960	9,333	1,092	3,299	1,537	2,215	8,317	3,370	11.78	4.3	10,199	
BENTON D-4	11.3	3.66	23,194	6,337	19.5	15.8	15.3	17.0	9.8	16,918	4,622	2,984	541	1,443	98	319	5,470	1,605	4.93	1.8	2,071	
BLEDSOE H-5	7.2	1.87	9,427	5,041	21.3	11.4	9.1	12.7	5.3	5,650	3,021	1,479	215	582	150	317	1,101	505	2.57	1.9	2,772	
BLOUNT J-5	61.3	17.48	141,609	8,101	17.7	18.6	17.0	21.3	13.7	79,839	4,567	19,578	3,872	9,240	1,381	4,636	20,409	6,781	30.00	4.5	6,935	
BRADLEY H-5	45.1	13.16	95,077	7,225	20.8	19.0	17.1	17.7	10.5	80,533	6,120	16,360	2,800	4,091	5,042	6,326	20,161	7,425	21.86	2.7	7,090	
CAMPBELL J-4	24.8	6.79	43,754	6,444	19.6	15.0	10.6	17.2	10.4	33,745	4,970	9,837	936	2,557	814	1,049	7,501	2,945	10.09	2.6	2,182	
CANNON F-5	8.4	2.54	13,163	5,182	28.0	13.6	12.1	6.4	3.2	8,645	3,404	2,271	120	526	349	532	1,849	1,005	3.42	3.1	3,931	
CARROLL C-4	21.8	7.08	44,544	6,292	20.2	12.7	12.1	16.4	9.4	32,400	4,576	6,858	749	2,788	700	1,591	8,867	3,234	10.17	6.4	11,406	
CARTER M-4	44.4	12.50	82,485	6,599	24.4	19.8	18.4	14.8	6.8	35,680	2,854	9,390	1,174	4,664	1,992	1,735	7,515	3,713	19.10	4.5	2,809	
CHEATHAM E-4	10.2	3.02	18,775	6,217	22.5	14.5	10.8	12.6	6.0	8,273	2,739	3,056	142	440	272	119	1,596	929	5.24	2.2	3,704	
CHESTER C-5	8.6	2.50	14,516	5,806	22.4	14.5	10.8	12.6	6.0	11,598	4,559	2,658	245	522	557	992	2,387	1,007	4.12	3.0	5,403	
CLAIBORNE K-3	14.8	4.02	25,233	6,277	19.4	10.7	7.0	15.0	9.4	16,660	4,144	3,120	710	1,845	484	1,431	1,662	2,489	5.94	7.4	7,837	
CLAY G-3	5.8	1.63	9,188	5,637	18.9	10.0	7.6	13.6	7.9	3,954	2,426	774	68	320	81	63	349	286	2.52	3.1	3,126	
COCKE K-4	25.7	7.10	37,382	5,265	20.2	13.8	11.4	12.0	6.2	26,035	3,667	8,336	1,122	2,431	1,211	1,678	4,619	2,814	11.08	5.9	7,747	
COFFEY F-5	34.7	10.30	72,363	7,026	16.4	20.3	16.0	18.5	11.5	47,927	4,653	11,212	1,785	2,786	3,005	3,283	9,538	5,218	14.27	3.8	6,696	
CROCKETT B-5	12.9	3.93	24,474	6,227	21.0	12.6	11.5	15.1	7.9	12,978	3,302	4,164	576	1,253	456	364	1,968	1,084	4.89	6.3	16,927	
CUMBERLAND H-4	20.1	5.35	28,751	5,374	20.5	12.6	11.7	13.8	7.6	21,643	4,045	5,249	469	1,174	1,397	411	1,759	1,990	7.74	3.6	3,853	
DAVIDSON E-4	473.1	142.29	1,385,844	9,740	14.6	18.1	16.2	23.0	20.8	874,718	6,147	178,061	31,909	172,830	44,039	49,823	182,586	71,380	189.47	3.9	9,513	
Nashville	473.1	142.29	1,385,844	9,740	14.6	18.1	16.2	23.0	20.8	874,718	6,147	178,061	31,909	172,830	44,039	49,823	182,586	71,380	189.47	3.9	9,513	
Nashville Metro Area	555.8	167.65	1,521,190	9,074	16.2	19.1	15.4	20.7	18.1	961,258	5,734	200,018	34,914	179,386	47,782	53,628	201,754	79,244	228.14	
DECATUR D-5	7.8	2.46	14,332	5,826	19.1	11.2	13.4	14.1	6.9	9,576	3,893	2,446	169	459	510	326	3,097	912	4.79	2.1	3,345	
DE KALB G-4	10.7	3.30	14,468	4,384	24.7	11.2	11.7	7.7	2.3	13,988	4,239	2,461	546	1,029	521	1,114	3,713	1,480	4.64	3.8	5,108	
DICKSON E-4	20.7	6.32	38,105	6,029	23.0	14.7	16.9	14.7	6.3	24,120	3,816	6,423	1,076	2,474	893	2,201	4,018	2,054	9.91	3.9	4,877	
DYER B-4	28.9	9.19	68,701	7,476	19.2	13.5	12.3	17.4	13.4	50,324	5,476	10,133	1,352	4,879	3,175	2,832	13,220	2,918	12.51	6.3	25,116	
FAYETTE B-5	22.7	5.15	23,736	4,609	19.3	10.3	7.2	10.5	4.9	14,527	2,821	3,750	258	2,665	351	746	1,904	986	7.74	12.3	18,942	
FENTRESS H-4	13.3	3.27	13,348	4,082	21.2	11.0	11.3	7.7	2.7	11,975	3,662	2,099	325	3,539	327	655	2,743	758	3.88	2.5	5,855	
FRANKLIN F-6	28.1	7.88	52,626	6,678	21.6	17.7	14.8	15.0	9.0	32,383	4,110	8,133	2,468	4,974	1,224	1,693	6,871	2,848	10.39	4.8	11,320	
GIBSON B-4	47.0	15.23	94,484	6,204	21.3	13.5	14.0	16.2	7.6	75,927	4,985	15,927	2,468	4,974	3,409	3,750	16,841	6,741	20.25	11.2	30,285	
GILES E-5	20.8	6.32	40,315	6,379	20.8	15.4	12.6	13.9	8.0	29,027	4,599	6,469	573	1,694	1,679	1,166	5,200	3,251	9.01	6.8	11,033	
GRAINGER K-4	13.1	3.62	18,507	5,112	24.1	14.6	11.5	11.5	4.1	8,927	2,466	2,012	79	607	92	132	2,060	2,941	4.69	5.3	5,545	
GREENE L-4	45.8	13.40	81,486	6,081	23.7	16.8	13.3	14.1	6.6	56,232	4,196	12,474	2,021	5,383	1,867	3,434	12,110	3,668	19.76	13.0	19,185	
GRUNDY G-5	11.4	3.06	13,651	4,461	22.7	14.5	10.9	7.6	4.0	8,674	2,835	2,604	801	1,387	225	1,618	759	336	3.6	9	2,405	
HAMBLETON K-4	41.6	12.12	81,143	6,695	23.4	19.2	16.8	15.6	8.8	63,749	5,260	14,820	1,891	5,844	2,106	3,582	18,451	5,216	18.67	3.4	5,653	
Morristown	30.9	9.11	55,745	6,119	23.7	14.5	10.9	7.6	4.0	62,263	6,835	14,276	1,891	5,818	2,106	3,631	18,232	4,706	
HAMILTON H-5	270.3	83.05	835,362	10,059	14.3	16.3	15.4	24.0	23.1	516,978	6,225	108,993	15,972	80,015	22,663	29,324	112,440	38,914	105.86	2.4	6,029	
Chattanooga	138.4	44.06	432,326	9,812	15.1	17.1	15.8	23.5	21.4	359,391	8,157	56,953	9,481	56,932	17,724	23,160	93,782	20,920	
Chattanooga Metro Area	325.7	99.05	966,119	9,754	15.1	17.1	15.8	23.5	21.4	567,204	5,726	125,299	18,146	82,389	26,820	31,759	120,744	44,569	129.15	
East Ridge	21.4	6.45	68,134	10,563	24.358	3,776	7,095	848	2,661	1,295	1,067	2,225	3,267	
HANCOCK K-3	7.3	1.91	5,683	2,975	19.2	5.6	5.5	2.1	0.1	2,645	1,385	374	87	604	164	35	596	36	2.00	4.5	4,242	
HARDEMAN B-5	22.7	5.43	25,216	4,644	20.4	10.6	11.0	9.5	5.6	18,809	3,464	4,408	421	1,657	635	779	4,508	1,996	6.51	6.3	10,431	
HARDIN D-5	18.3	5.35	26,726	4,996	20.3	14.2	11.8	10.0	5.1	20,445	3,840	4,626	715	1,426	1,207	1,425	3,123	2,151	7.11	3.4	4,652	
HAWKINS K-4	32.7	9.12	52,583	5,766	23.8	17.1	12.8	14.6	6.9	29,915	3,280	7,774	873	1,623	934	1,380	7,549	3,110	12.00	8.9	8,673	
HAYWOOD B-5	21.7	5.43	27,266	5,021	19.8	9.5	8.9	11.2	5.3	21,391	3,939	4,907	662	1,860	1,351	1,082	3,346	1,474	5.93	11.4	20,168	
HENDERSON C-5	16.9	5.12	25,112	4,905	24.3	13.2	10.7	10.0	4.2	21,788	4,255	5,982	807	2,056	1,001	871	5,752	1,277	6.94	5.0	8,941	
HENRY C-4	22.3	7.38	47,566	6,445	21.2	13.3	14.5	17.3	9.4	33,620	4,556	8,676	1,305	2,652	1,849	1,592	6,024	3,181	9.74	4.3	9,674	
HICKMAN E-5																						

State, County, City, Metro Area Data

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			(\$000)	Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	By Selected Store Types									
					4999	5000-7999	8000-9999	10000-14999	15000 and over			Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)	Service Station (\$000)
SCOTT H-4.....	14.3	3.57	20,194	5,657	20.3	12.6	11.4	14.5	9.1	12,563	3,519	2,738	76	2,484	452	433	2,927	1,619	5.24	1.1	2,964
SEQUATCHIE G-5.....	6.5	1.74	9,403	5,404	24.9	16.0	15.7	12.4	4.8	6,879	3,953	2,171	78	543	322	322	2,322	412	3.96	.9	1,504
SEVIER K-5.....	26.9	7.64	43,324	5,672	23.2	15.3	13.9	13.7	6.2	40,103	5,249	9,066	1,457	3,116	1,248	1,879	5,447	3,416	11.07	6.4	7,185
SHELBY A-5t.....	756.7	221.72	1,851,924	8,353	17.4	20.6	15.9	20.1	15.3	1,246,969	5,624	250,712	44,741	245,515	81,184	56,890	280,657	94,910	246.72	10.3	24,036
Memphis.....	550.4	166.77	1,412,571	8,470	17.3	20.5	15.7	19.7	15.0	1,094,896	6,565	211,273	39,173	214,146	73,445	53,254	257,867	77,135	-----	-----	-----
Memphis Metro Area.....	812.6	235.99	1,937,644	8,211	23.5	13.1	12.3	11.1	4.1	1,322,214	5,603	262,142	46,252	248,054	82,961	58,517	311,203	102,219	264.00	-----	-----
SMITH F-4.....	11.1	3.57	18,958	5,310	22.0	12.7	13.7	13.2	4.8	11,887	3,330	2,577	335	2,379	188	821	1,771	609	4.58	5.1	8,470
STEWART D-4.....	7.4	2.17	13,956	6,431	22.0	12.7	13.7	13.2	4.8	7,284	3,357	1,331	147	1,451	91	186	1,145	522	2.64	2.1	3,108
SULLIVAN M-3.....	134.6	39.19	298,177	7,608	18.3	22.4	17.4	18.4	10.9	200,785	5,123	36,550	6,939	37,683	10,524	13,063	47,710	16,010	62.90	6.8	8,416
Bristol.....	39.0	11.84	89,063	7,522	-----	-----	-----	-----	-----	96,119	8,118	15,531	3,007	15,862	5,658	7,464	22,473	9,384	-----	-----	-----
Bristol-Johnson City-Kingsport Metro Area.....	310.9	88.57	658,737	7,437	19.7	22.0	17.5	17.5	9.9	426,937	4,820	75,847	12,380	69,318	20,287	25,661	103,627	38,203	140.95	-----	-----
Kingsport.....	35.5	10.97	106,811	9,737	-----	-----	-----	-----	-----	108,329	9,875	16,715	3,243	22,040	6,678	7,034	26,681	7,313	-----	-----	-----
SUMNER F-4.....	47.7	14.51	77,945	5,372	25.5	24.5	9.4	7.9	4.4	45,884	3,162	13,275	1,938	4,163	1,709	1,420	8,990	4,390	21.66	8.3	17,642
TIPTON A-5.....	29.5	7.81	43,591	5,581	22.4	14.4	11.1	13.6	6.7	27,732	3,551	6,575	981	3,586	675	584	4,985	1,724	8.15	9.8	22,871
TROUSDALE F-4.....	3.9	1.18	8,888	7,532	20.6	13.7	11.3	19.0	10.2	9,535	8,081	1,660	311	553	197	345	2,422	852	3.60	2.1	3,636
UNICOI L-4.....	15.8	4.52	31,688	7,011	20.8	18.0	14.7	20.1	9.8	14,288	3,161	2,760	399	1,328	930	921	3,625	1,640	6.66	2.1	1,263
UNION J-4.....	9.1	2.46	13,179	5,357	21.5	13.7	12.2	12.6	4.8	5,020	2,041	1,973	165	447	-----	137	1,003	690	4.05	3.3	2,440
VAN BUREN G-5.....	2.7	.97	4,031	4,156	24.6	12.4	13.1	9.5	2.3	1,882	1,940	558	129	88	74	53	170	274	1.28	.9	873
WARREN G-5.....	25.2	7.68	48,517	6,317	19.5	13.5	12.2	14.2	18.5	36,550	4,759	8,211	1,452	3,054	2,002	2,481	6,779	3,177	10.58	4.5	10,035
WASHINGTON L-4.....	72.8	20.44	165,208	8,083	19.5	17.8	15.5	18.8	12.7	108,964	5,331	15,909	3,043	19,171	3,509	7,114	30,128	8,131	35.08	8.4	12,868
Jackson City.....	36.5	9.87	93,704	9,494	-----	-----	-----	-----	-----	94,281	9,552	11,187	2,897	18,807	3,405	6,963	29,455	6,132	-----	-----	-----
Bristol-Johnson City-Kingsport Metro Area.....	310.9	88.57	658,737	7,437	19.7	22.0	17.5	17.5	9.9	426,937	4,820	75,847	12,380	69,318	20,287	25,661	103,627	38,203	140.95	-----	-----
WAYNE D-5.....	10.9	3.06	18,211	5,951	20.7	12.2	12.3	14.6	7.4	7,481	2,445	1,779	226	599	159	298	2,150	596	3.98	2.9	3,372
WEAKLEY C-4.....	21.8	7.25	49,774	6,865	21.4	12.5	12.4	18.0	10.1	36,439	5,028	8,177	1,143	3,346	1,415	2,404	5,412	3,260	10.24	6.7	14,253
WHITE G-4.....	16.4	4.93	24,191	4,907	24.9	12.2	11.2	10.7	4.9	21,164	4,258	5,442	870	999	912	5,105	3,081	6.17	4.3	5,616	
WILLIAMSON E-5.....	28.0	7.84	62,872	8,019	19.6	16.0	14.1	18.8	13.7	33,900	4,324	9,040	974	2,787	838	794	8,607	3,317	15.22	6.6	13,729
WILSON F-4.....	35.0	10.85	57,401	5,290	24.7	19.6	15.9	9.4	3.5	40,656	3,747	8,682	1,067	2,393	2,034	2,385	10,178	3,474	17.01	6.2	11,496

(*) Includes portion in Washington County, Virginia.
 (†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

TENNESSEE

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Dixie Network, The

Comprised of:
 WDXI—Jackson, Tenn.
 WEAF—Union City, Tenn.
 WTPR—Paris, Tenn.
 WTPR-FM—Paris, Tenn.
 WDXE—Lawrenceburg, Tenn.
 WCMA—Cortih, Miss.
 WDXN—Clarksville, Tenn.
 WDXE-FM—Lawrenceburg, Tenn.
 Media Code 4 244 010 3.00
 Business address—Box 489, Williams Bldg., Jackson, Tenn. 38301. Phone 901-427-9811.

1. PERSONNEL
 President—Aaron B. Robinson, Jr.
 Exec. Vice-Pres. & Gen'l Mgr.—J. Kenneth Marston.
 Nat'l & Regional Sales—Jim Hoppers.
 2. REPRESENTATIVES
 National & Regional—Call Jim Hoppers, collect; Jackson, Tenn. Phone 901-427-9611.
 4. AGENCY COMMISSION
 15/0; 10th of following month.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 20b, 21a, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60a, 60f, 60i, 61a, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Rates shown below are for individual stations within this network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff. 1/1/69—Rec'd 11/29/67.

6. SPOT ANNOUNCEMENTS

1 min (*)	1 min (*)
1 x..... 4.70	3.75 260 x..... 2.85 2.10
26 x..... 4.10	3.30 312 x..... 2.35 1.90
102 x..... 3.80	3.05 520 x..... 2.25 1.75
524 x..... 3.60	2.80 780 x..... 2.10 1.70
156 x..... 3.25	2.60 1000 x..... 2.05 1.60

(*) 30 sec or less.

8. PROGRAM TIME RATES

1 hr..... 70.60	53.00	35.30	30.60	27.00	23.50
1/2 hr..... 35.25	31.80	18.80	16.50	15.30	11.75
1/4 hr..... 23.50	21.20	11.75	10.60	10.00	8.25
10 min..... 17.95	15.90	9.40	8.25	7.35	6.15
5 min..... 14.10	12.70	6.45	5.50	5.00	4.40

Advertiser may purchase 1 or more stations in this network, and all schedules are combined for frequency discount to earn lowest rate for all stations.

ALCOA

Blount County—Map Location J-5
 See SRDS consumer market map and data at beginning of the State.

WEAG

1957



Media Code 4 244 0140 4.00
 Blount County Broadcasting Co., Box 127, Main Rd., Alcoa, Tenn. 37701. Phone 615-983-0890, 1.

1. PERSONNEL
 Pres., Gen'l & Com'l Mgr.—Herman Petre.
 3. FACILITIES
 1,000 w. days; 1,470 kc. Non-directional.
 Operating schedule: 5:00 am-local sunset weekdays; 6:00 am-local sunset Sun. EST.
 4. AGENCY COMMISSION
 15/0 time only; 10th of following month.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22b, 23a, 24b, 26, 28a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with NAB Radio Network.
 Fractional time periods on programs—10 minutes.
 75% of 1/4-hour rate; 20 minutes; 80% of 1/2-hour rate; 25 minutes; 80% of 1/2-hour rate; 45 minutes; 80% of 1-hour rate.

TIME RATES
 Rates effective January 1, 1958.
 Rates received March 19, 1958.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec
1 ti..... 4.00	3.00 52 ti..... 3.25 2.25
18 ti..... 3.75	2.75 100 ti..... 3.00 2.00
26 ti..... 3.50	2.50

7. PACKAGE PLANS

100 words maximum, no guaranteed times:

10 announcements.....	40.00	75 announcements.....	168.75
20 announcements.....	75.00	150 announcements.....	200.00
30 announcements.....	97.50	200 announcements.....	230.00
40 announcements.....	110.00	300 announcements.....	420.00
50 announcements.....	125.00		

25 words maximum, no guaranteed times:
 30 announcements..... 60.00
 90 announcements..... 126.00
 60 announcements..... 102.00
 Maximum acceptable contract on Saturation Rate and Flash Announcements, 30 days.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti..... 40.00	22.50	14.00	6.00	6.00
18 ti..... 35.00	21.00	12.90	5.75	5.75
26 ti..... 32.50	19.50	12.00	5.50	5.50
100 ti..... 30.00	18.00	11.10	5.25	5.25
100 ti..... 27.50	16.50	10.20	5.00	5.00

ARDMORE

Giles County—Map Location E-5
 See SRDS consumer market map and data at beginning of the State.

WSLV

1967



Media Code 4 244 0180 0.00
 Stateline Broadcasting Company, Inc., Box 96, 500 Stateline Rd., W., Ardmore, Tenn. 38440. Phone 615-427-2179.

1. PERSONNEL
 President—E. D. Hildreth.
 General Manager—Bobby Powell.
 2. REPRESENTATIVES
 Harry J. Cannon Associates.
 3. FACILITIES
 1,000 w. days; 1,520 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.
 4. AGENCY COMMISSION
 None; all rates net to station.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 23a, 24c, 25c, 26, 28b, 30, 33d.
 Contracts: 40a, 42c, 44a, 47a, 48a, 51b.
 Comb.; Cont. Discounts: 60a, 61a.
 Cancellation: 70b, 70d, 71b.
 Prod. Services: 81, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff. 4/4/68.

7. PACKAGE PLANS
 (Spots to be run in a 30 day period)

1 ti..... 1 min	30 sec	20 sec	10 sec
50 ti..... 1.75	1.50	1.25	1.00
100 ti..... 1.50	1.25	1.00	.75
100 ti..... 1.25	1.00	.75	.50

MONTHLY ADVERTISING PACKAGE
 25 in 1 min, 44 in 30 sec & 60 in 10 sec.
 119 spots..... 100

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x..... 40.00	22.50	12.50	10.00	8.00
13 x..... 30.00	20.00	11.00	9.20	7.00
26 x..... 26.50	17.00	9.50	8.60	6.20
52 x..... 24.00	15.00	8.50	6.90	5.70
104 x..... 23.10	13.75	8.50	6.40	5.20
158 x..... 22.00	12.25	7.50	5.95	4.50
260 x..... 20.90	11.75	7.00	5.80	4.00
312 x..... 20.00	11.00			

TENNESSEE

BOLIVAR

Hardeman County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBOL

1962



Media Code 4 244 0350 9.00
Savannah Broadcasting Service, Inc., Box 191, Fair-ground Extended, Bolivar, Tenn. 38008. Phone 658-5400.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ben L. Enochs.
Sta. & Sales Mgr.—Ralph D. Glenny.
- REPRESENTATIVES**
Southeast and Southwest. Memphis, Atlanta and Dallas—C. K. Beaver & Associates, Inc.
- FACILITIES**
1500 w.; 1.580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None, all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21c, 22b, 24b, 25c, 26, 28b, 28c, 29a, 33c.
Contracts: 40a, 42b, 42d, 44a, 44b, 47e, 48, 49, 51c.
Comb. & Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with KBB.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective October 22, 1962.

Rates received October 22, 1962.

6. SPOT ANNOUNCEMENTS		1 min.		1 min.	
		or less		or less	
1 time	2.00	104 times	1.80	1 time	2.00
13 times	1.95	156 times	1.50	26 times	1.90
26 times	1.85	208 times	1.45	39 times	1.85
52 times	1.80	312 times	1.35	78 times	1.75

7. PACKAGE PLANS		SPECIAL PROMOTION PACKAGES	
60 spots per mo (regular advertisers) ea	1.00	50 spots per mo (regular advertisers) ea	1.05
2 or more spots daily per yr, ea	1.00		

8. PROGRAM TIME RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	35.00	20.00	7.50	4.50
13 times	32.00	17.50	7.15	3.50
26 times	28.50	15.00	6.80	3.25
39 times	24.50	12.50	6.65	2.95
52 times	20.00	11.00	6.30	2.85
78 times			5.90	2.75
104 times			5.50	2.65
156 times			5.10	2.55
208 times			4.75	2.45
260 times			4.35	2.35
312 times			4.00	2.25

BRISTOL (1 AM; 1 FM)

Va.—Washington County—Map Location M-8
Tenn.—Sullivan County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WCYB

1946

CITY OF LICENSE
BRISTOL, VA.

JAMES S. AYERS COMPANY, INC.
Southern Representative



Subscriber to the NAB Radio Code

(This is a duplicate of the listing appearing under Bristol, Va.)
Media Code 4 248 0675 0.00
Appalachian Broadcasting Corporation, Box 1009, Reynolds Arcade Bldg., Bristol, Va. 24201, Phone 705-869-4181, TWX 705-669-4313; Bristol, Tenn. 37621, Box 603.

STATION'S PROGRAMMING DESCRIPTION
WCYB: Programmed for mass adult audience. Personality handles all segments. MUSIC: current best selling middle-of-the-road albums and singles, standards. NEWS: 6 newsmen. 5 min network news on hour. 5 min local and regional news on half hour. Daily 15 min local newscast at 5 pm, stock market report at 4:45 pm, farm market report at 12:15 pm. Local employment information 3 times daily. Local public affairs interviews or feature at 5:30 pm. SPORTS: university football, 14 NASCAR races, Indianapolis 500 race. Local fishing program M-F, 6:45 pm and Sat, 7:15 am, 5 min M-Thurs, expanded to 15 min Fri and Sat. 3-1/2 min sportscast every hour on weekends. Remotes for openings, fairs, special events. Contact Representative for further details. Rec'd 5/17/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert H. Smith.
Vice-Pres. & Sales Mgr.—J. Fey Rogers.
Operating Manager—Ed Spiegel.
- REPRESENTATIVES**
Meeker Radio, Inc.
Regional—The James S. Ayers Company.

3. FACILITIES

10,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0. All bills payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 26, 28a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a.
Comb. & Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

Rates effective July 1, 1952. (Card No. 4.)
Card received June 25, 1952.
Revisions rec'd May 6, 1957.

6. SPOT ANNOUNCEMENTS							
1 min	1x	15x	20x	52x	104x 156x 260x		
1 min	8.00	8.50	8.00	7.50	7.00	6.50	5.75

7. PACKAGE PLANS					
WEEKLY SATURATION RATES					
(Run of schedule)					
1 minute	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
10 per week	7.00	6.65	6.30	5.95	5.66
15 per week	6.50	6.23	5.85	5.53	5.20
20 per week	6.00	5.70	5.40	5.10	4.80
30-second announcements—75% of 1-minute rate.					
10-second announcements—50% of 1-minute rate.					

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
1 hr	90	54	36	27	18

DISCOUNTS

13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

- SPECIAL FEATURES**
News and Weather report programs.
Service Fee: 2.00 commissionable.

WFHG

1946

CITY OF LICENSE
BRISTOL, VA.



(This is a duplicate of the listing appearing under Bristol, Va.)

Media Code 4 248 0750 1.00
Bristol Broadcasting Co., Box 789, Valley Dr., Bristol, Va. 24201. Phone 703-669-8112.

- PERSONNEL**
General Manager—W. L. Nininger.
Commercial Manager—Jack Martin.
Program Director—Ted Gibbs.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 980 kc.
Directional—night only.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 4a
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comb. & Cont. Discounts: 60a.
Affiliated with American Contemporary Network.

TIME RATES

ET 1/1/69—Rec'd 12/31/68.

AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS							
CLASS AA							
1x	52x	104x	156x	260x	312x 520x		
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
20/30	8.00	7.60	7.20	6.80	6.40	6.00	5.60
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

CLASS A							
1 min	52x	104x	156x	260x	312x 520x		
1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50
20/30	6.80	6.40	6.00	5.60	5.20	4.80	4.40
10 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS						
SATURATION PACKAGES						
CLASS AA						
WKLY, EA:	1 min	20/30	10 sec	1 min	20/30	10 sec
12 ti	8.50	6.80	4.25	7.00	5.80	3.50
18 ti	8.00	6.40	4.00	6.50	5.20	3.25
24 ti	7.50	6.00	3.75	6.00	4.80	3.00
30 ti	7.00	5.60	3.50	5.50	4.40	2.75

CLASS A

CLASS A						
WKLY, EA:	1 min	20/30	10 sec	1 min	20/30	10 sec
12 ti	8.00	6.40	4.00	6.50	5.20	3.25
18 ti	7.50	6.00	3.75	6.00	4.80	3.00
24 ti	7.00	5.60	3.50	5.50	4.40	2.75

WJCW

JOHNSON CITY

City of License Johnson City, Tenn.
Bristol Office—1233 Indian Hill Dr., Bristol, Tenn.
Phone 928-829-34.
See listing under Johnson City, Tenn.

WKYE

1962

CITY OF LICENSE
BRISTOL, VA.

(This is a duplicate of the listing appearing under Bristol, Va.)

Media Code 4 248 0825 1.00
Davenport Broadcasting Corp., Box 706, 1009 W. State St., Bristol, Va. 24201. Phone 703-669-1550.

- PERSONNEL**
President—John Lee Davenport.
Vice-Pres. & Gen'l Mgr.—Garrett W. Haston.
Sales Manager—William Rhengness.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 4a.
Contract: 40a, 45, 48.
Contracts not transferable.
Affiliated with American Entertainment Network.

TIME RATES

ET 8/1/68—Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS				
1 min	1x	52x	104x	500x
1 min	8.00	7.50	7.00	6.50

7. PACKAGE PLANS				
PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.50	5.00	4.50
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.			

WOPI

WOPI-FM

1929

1946

BRISTOL, TENN.



Media Code 4 244 0700 5.00
Tri-Cities Broadcasting Co., 1234 W. State St., Bristol, Tenn. 37620. Phone 615-764-5131.

- PERSONNEL**
President—E. O. Roden.
General Manager—Thomas S. Mikell.
Sales Manager—John C. Thomas.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
Southeast—David Carpenter Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 am-12:10 am Mon thru Sat;
8:00 am-midnight Sun. EST.
FM FACILITIES
ERP 9.700 w.; 96.9 mc.
Antenna ht.: 302 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. & Cont. Discounts: 60b, 60k, 61a, 62c.
Cancellation: 70a, 71b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

Rates effective July 1, 1958. (Card No. 20.)

Card received June 6, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES						
1 hr.						
1	1/3	1/4	10	5		
1 time	42.00	25.00	17.00	13.00	10.00	5.00
13 times	38.00	22.00	15.00	12.00	9.00	4.75
26 times	34.00	19.00	13.00	11.00	8.00	4.50
52 times	31.00	17.00	11.00	10.00	7.00	4.25
104 times	28.00	15.00	10.00	9.00	6.00	4.00
156 times	25.00	13.00	9.00	8.00	5.80	3.75
260 times	22.00	12.00	8.00	7.00	5.00	3.50

(*) Announcements—minute or station break.
8-10 second "quickie" announcements (minimum 10 weekly)—50% of earned frequency minutes rate.

7. PACKAGE PLANS					
SPECIAL ANNOUNCEMENT PACKAGE RATES					
(Fixed position, 1-5 weeks)					
Per week:	Each	Total			
10 spots	4.00	40.00			
15 spots	3.75	56.25			
20 spots	3.50	70.00			
25 spots	3.25	81.25			

Additional discounts for continuous broadcast on above package rates:

6-12 weeks	5%
13-25 weeks	10%
26-51 weeks	15%
52 weeks	20%

(D)

7. PACKAGE PLANS		SPECIAL ANNOUNCEMENT PACKAGE RATES	
Per week:	Each	Total	
10 spots	4.00	40.00	
15 spots	3.75	56.25	
20 spots	3.50	70.00	
25 spots	3.25	81.25	

Additional discounts for continuous broadcast on above package rates:

6-12 weeks	5%
13-25 weeks	10%
26-51 weeks	15%
52 weeks	20%

(D)

BROWNSVILLE (1 AM; 1 FM)

Haywood County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBHT

1963

Media Code 4 244 0770 8.00
Brownsville Broadcasting Co., Inc., Box 198, Brownsville, Tenn. 38012. Phone 901-772-1730.

- PERSONNEL**
Manager—John Latham.
Station Manager—Robert Moore.
Commercial Manager—Bob Anderson.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 25b, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb. & Cont. Discounts: 60d, 60i, 61a, 61b, 62d.
Cancellation: 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

CENTERVILLE

Hickman County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WHL P

1955



Media Code 4 244 0980 3.00
Trans-Aire Broadcasting Corp., Highway 50, Centerville, Tenn. 37402.

- PERSONNEL**
Pres. & Gen'l Mgr.—David Price.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
All rates net to station.
- GENERAL ADVERTISING** See coded regulations
Contracts: 45.
Alcoholic beverage advertising: beer only.
Programs shall have priority over announcements.
Affiliated with NAB Radio Network.

TIME RATES

ET Rec'd 3/8/67.

- SPOT ANNOUNCEMENTS**
1 min. 13 13 26 11 78+
30 sec—2/3 of min. 1.50 1.30 1.20 1.10 1.00
- PACKAGE PLANS**
TNT pkg. per mo. 180.00
1/2 TNT pkg. per mo. 100.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 20.00 10.00 5.00 4.00 2.25

CHATTANOOGA (8 AM; 4 FM)

(including Lookout Mountain, Tenn., and Rossville, Ga.)

Hamilton County—Map Location H-5
Rossville, Ga., Walker County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDEF WDEF-FM

1941

1964

CHATTANOOGA



Subscriber to the NAB Radio Code
Media Code 4 244 1120 5.00
Roy H. Park Broadcasting of Tennessee, Inc., 3300 Broad St., Chattanooga, Tenn. 37402. Phone 615-267-3393.

STATION'S PROGRAMMING DESCRIPTION

WDEF: Programmed for adults.
Entertainment, 5-6 am, air personality, country and western music, 6-10 am, air personalities, standard, popular music, telephone and live interviews, mobile traffic reports. Air personalities, 10 am-3 pm, standard, popular music, audience participation features, food marketing reports. Entertainment, 3-7 pm, air personalities, standard, popular music, telephone questions and answers, mobile traffic reports, network news features, business news, sports scores, 7-9 pm, sports news, weather, religious, Music, 8 pm-12 M, air personalities, standard, popular music, discussions, forums, Sat. Sun, network and local air personalities. NEWS: local 5 min at :25 and :55, network on hour. 6 man news staff. 3 mobile units. SPORTS: live college football, basketball. Contact Representative for further details, Rec'd 8/11/67.

- PERSONNEL**
President—Roy H. Park.
Executive Vice-Pres.—Ken Flanniken.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
5,000 w.; 1370 kc. Directional night only.
Operating schedule: 5 am-midnight daily. EST.
FM-ERP 100,000 w.; 92.3 mc.
Operating schedule: 5 am-midnight daily. EST.
Antenna ht.: 895 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only: 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 13d, 14d.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47c, 48.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

- No. 11 ET 2/1/68—Rec'd 5/26/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 3-7 pm.
A—All other times.
- SPOT ANNOUNCEMENTS**
CLASS AAA
1 min, flat. 10 1 min, flat. 20
(* 52 wk advertisers.)
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Maximum 1 spot daily Mon thru Sat 6-10 am rotating.

CLASS AA		CLASS AA		CLASS AA		CLASS AA	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
20.00	18.00	17.00	15.00	17.00	15.00	17.00	15.00
15.20	14.40	12.80	12.00	12.80	12.00	12.80	12.00
10.00	9.50	9.00	8.50	9.00	8.50	9.00	8.50

CLASS AA		CLASS AA		CLASS AA		CLASS AA	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
15.00	14.00	15.00	14.00	15.00	14.00	15.00	14.00
12.00	11.20	12.00	11.20	12.00	11.20	12.00	11.20
7.50	7.00	7.50	7.00	7.50	7.00	7.50	7.00

CLASS AA		CLASS AA		CLASS AA		CLASS AA	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
12.00	11.00	12.00	11.00	12.00	11.00	12.00	11.00
9.80	8.80	9.80	8.80	9.80	8.80	9.80	8.80
6.00	5.50	6.00	5.50	6.00	5.50	6.00	5.50

CLASS AA		CLASS AA		CLASS AA		CLASS AA	
1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.
70.00	50.00	70.00	50.00	70.00	50.00	70.00	50.00
35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00

Media Code 4 244 1190 6.00
Cy N. Bahakel Broadcasting Stations, Box 4232, Chattanooga, Tenn. 37405. Phone 615-266-5117.

- PERSONNEL**
President—Cy N. Bahakel.
General Manager—William R. Nash.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
FM-ERP 19,000 w.; 98.5 mc. Stereo.
Operating schedule: 5:00 am-midnight. EST.
Antenna ht.: 1,010 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 45, 40, 47a.
Comb.: Cont. Discounts: 60b, 60c, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.

PROGRAMS		PROGRAMS		PROGRAMS	
Length of commercial copy:	Programs	Length of commercial copy:	Programs	Length of commercial copy:	Programs
5 minutes	1:45 min.	15 minutes	2:40 min.	30 minutes	4:00 min.
15 minutes	2:40 min.	30 minutes	4:00 min.	60 minutes	5:00 min.

TIME RATES <th colspan="2">TIME RATES <th colspan="2">TIME RATES </th></th>		TIME RATES <th colspan="2">TIME RATES </th>		TIME RATES	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
12.15	10.80	8.50	7.55	6.10	5.40
8.50	7.55	6.10	5.40	4.75	4.40
6.10	5.40	4.75	4.05	3.60	3.35

Media Code 4 244 1260 9.00
WDXB Broadcasting Co., Chattanooga, Tenn. 37402.
Phone 615-266-1114

STATION'S PROGRAMMING DESCRIPTION
WDXB: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. 5-9 am standard, popular music, weather, traffic reports. 9 am-noon standard popular music, audience participation feature. Noon-3 pm standard, popular music, weather. 3-6 pm standard, popular music, weather, traffic reports. 6 pm-12M standard popular music, weather. Sat and Sun editorials, entertainment features, public affairs information, educational program, standard popular music, weather, traffic reports. NEWS: 5 min at :55, headlines every 10 min, network news on hour daily, network sports aired on Sat and Sun. SPORTS: M-F, 3:25 pm, 4:25 pm, 5:25 pm & 8:25 pm, 5 min, professional baseball and football, local high school football and basketball. Personalities available for remote broadcasts, etc. Contact Representative for further details. Rec'd 4/10/69.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Larry Johnson.
Program Director—Lloyd Payne.
- REPRESENTATIVES**
Meeker Radio, Inc.
Busby, Finch and Woods, Inc.
Detroit—Pearse Sales.

- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 2c, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21b, 24c, 25c, 28a.
Contracts: 40a.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71b, 72.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES <th colspan="2">TIME RATES <th colspan="2">TIME RATES </th></th>		TIME RATES <th colspan="2">TIME RATES </th>		TIME RATES	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
9.00	8.60	9.00	8.60	9.00	8.60
6.80	6.60	6.80	6.60	6.80	6.60
5.00	4.80	5.00	4.80	5.00	4.80

Media Code 4 244 1300 0.00
WFLI Inc., O'Grady Dr., Chattanooga, Tenn. 37409
Phone 615-821-3555.

- PERSONNEL**
Manager—William E. Bennis, Jr.
Commercial Manager—Johnny Eagle.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
50,000 w. days; 1,000 w. nights; 1070 kc.
Directional.
Operating schedule: 24 hours daily. EST.

Subscriber to the NAB Radio Code
Media Code 4 244 1365 6.00
Turner Communications Corp., Box 974, 410 W. 6th St., Chattanooga, Tenn. 37401. Phone 615-266-0141.

STATION'S PROGRAMMING DESCRIPTION
WGOW: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. 5-9 am standard, popular music, weather, traffic reports. 9 am-noon standard popular music, audience participation feature. Noon-3 pm standard, popular music, weather. 3-6 pm standard, popular music, weather, traffic reports. 6 pm-12M standard popular music, weather. Sat and Sun editorials, entertainment features, public affairs information, educational program, standard popular music, weather, traffic reports. NEWS: 5 min at :55, headlines every 10 min, network news on hour daily, network sports aired on Sat and Sun. SPORTS: M-F, 3:25 pm, 4:25 pm, 5:25 pm & 8:25 pm, 5 min, professional baseball and football, local high school football and basketball. Personalities available for remote broadcasts, etc. Contact Representative for further details. Rec'd 4/10/69.

STATION'S PROGRAMMING DESCRIPTION
WFLI: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. 5-9 am standard, popular music, weather, traffic reports. 9 am-noon standard popular music, audience participation feature. Noon-3 pm standard, popular music, weather. 3-6 pm standard, popular music, weather, traffic reports. 6 pm-12M standard popular music, weather. Sat and Sun editorials, entertainment features, public affairs information, educational program, standard popular music, weather, traffic reports. NEWS: 5 min at :55, headlines every 10 min, network news on hour daily, network sports aired on Sat and Sun. SPORTS: M-F, 3:25 pm, 4:25 pm, 5:25 pm & 8:25 pm, 5 min, professional baseball and football, local high school football and basketball. Personalities available for remote broadcasts, etc. Contact Representative for further details. Rec'd 4/10/69.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Larry Johnson.
Program Director—Lloyd Payne.
- REPRESENTATIVES**
Meeker Radio, Inc.
Busby, Finch and Woods, Inc.
Detroit—Pearse Sales.

TENNESSEE

- AGENCY COMMISSION**
15/0 time only: 10th of following month.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10b, 11b, 12b.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 60d.
Cancellation: 70a.
Not frequency rates shown are based on total number of programs or announcements in all rate brackets used within 1 year for same advertiser.
Affiliated with American Contemporary Network.

TIME RATES <th colspan="2">TIME RATES <th colspan="2">TIME RATES </th></th>		TIME RATES <th colspan="2">TIME RATES </th>		TIME RATES	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
17.00	15.00	17.00	15.00	17.00	15.00
14.00	12.00	14.00	12.00	14.00	12.00
11.00	10.00	11.00	10.00	11.00	10.00

Media Code 4 244 1400 0.00
WVOD, Chattanooga, Tenn. 37405. Phone 615-266-5117.

- PERSONNEL**
President—James C. Roddey.
Station Manager—Ron Thompson.
Commercial Manager—Rome Benedict.
Gill-Perna, Inc.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 23a, 24a, 25b, 28c, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES <th colspan="2">TIME RATES <th colspan="2">TIME RATES </th></th>		TIME RATES <th colspan="2">TIME RATES </th>		TIME RATES	
1 min.	30/20 sec.	1 min.	30/20 sec.	1 min.	30/20 sec.
12.15	10.80	8.50	7.55	6.10	5.40
8.50	7.55	6.10	5.40	4.75	4.40
6.10	5.40	4.75	4.05	3.60	3.35

STATION'S PROGRAMMING DESCRIPTION
WVOD: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. 5-9 am standard, popular music, weather, traffic reports. 9 am-noon standard popular music, audience participation feature. Noon-3 pm standard, popular music, weather. 3-6 pm standard, popular music, weather, traffic reports. 6 pm-12M standard popular music, weather. Sat and Sun editorials, entertainment features, public affairs information, educational program, standard popular music, weather, traffic reports. NEWS: 5 min at :55, headlines every 10 min, network news on hour daily, network sports aired on Sat and Sun. SPORTS: M-F, 3:25 pm, 4:25 pm, 5:25 pm & 8:25 pm, 5 min, professional baseball and football, local high school football and basketball. Personalities available for remote broadcasts, etc. Contact Representative for further details. Rec'd 4/10/69.

STATION'S PROGRAMMING DESCRIPTION
WVOD: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. 5-9 am standard, popular music, weather, traffic reports. 9 am-noon standard popular music, audience participation feature. Noon-3 pm standard, popular music, weather. 3-6 pm standard, popular music, weather, traffic reports. 6 pm-12M standard popular music, weather. Sat and Sun editorials, entertainment features, public affairs information, educational program, standard popular music, weather, traffic reports. NEWS: 5 min at :55, headlines every 10 min, network news on hour daily, network sports aired on Sat and Sun. SPORTS: M-F, 3:25 pm, 4:25 pm, 5:25 pm & 8:25 pm, 5 min, professional baseball and football, local high school football and basketball. Personalities available for remote broadcasts, etc. Contact Representative for further details. Rec'd 4/10/69.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Larry Johnson.
Program Director—Lloyd Payne.
- REPRESENTATIVES**
Meeker Radio, Inc.
Busby, Finch and Woods, Inc.
Detroit—Pearse Sales.

MORE PEOPLE LISTEN TO WFLI THAN TO THE NEXT TWO CHATTANOOGA STATIONS COMBINED!

The 1968 Circulation Pulse shows WFLI overwhelming other stations:

Counties Covered	Net Wkly. People Reached	% of WFLI 100%
WFLI	23 189,900	100%
Station B	9 106,500	56
Station C	11 68,100	36
Station D	4 38,400	20

WFLI's 50,000 watts blankets all of the Chattanooga market — inside and outside! WFLI is a powerful salesman for your product!

Another Blue Chip Station
Chattanooga, Tenn.
Edward Petry & Co., Inc.

TENNESSEE

Chattanooga—Continued

WGTA SUMMERVILLE

City of license, Summerville, Ga.
Chattanooga—705 Macellan Bldg., Chattanooga, Tenn.
37402. Phone 615-285-3445.
See listing under Summerville, Ga.

WLOM (FM) 1960

CHATTANOOGA



Subscriber to the NAB Radio Code
Media Code 4 244 1400 1.00
Rock City Broadcasting, Inc., 2644 S. Broad St.,
Chattanooga, Tenn. 37408. Phone 615-287-0931.

- PERSONNEL**
Pres./Treas.—E. Y. Chapin, III.
Vice-Pres. & Gen'l Mgr.—E. Y. Chapin, IV.
Secretary—Margaret Dahrling.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 33,000 w.; 106.5 mc. Stereo.
Operating schedule: 7 am-midnight daily, EST.
Antenna ht.: 1,214 ft. above average terrain.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL RATE POLICY**
Length of commercial copy: Limit 8 1 minutes per hour.
Member: The Groskin Group.

TIME RATES ET 8/1/67—Rec'd 6/30/67.

6. SPOT ANNOUNCEMENTS						
1x	15x	30x	60x	125x	250x	600x
1 min 7.00	6.50	6.00	5.50	5.00	4.50	4.00
8. PROGRAM TIME RATES						
1 hr	15x	30x	60x	125x	250x	500x
1/2 hr	58	48	34	32	30	28
5 min	22	21	20	19	18	17

WMOC 1945 CHATTANOOGA

Country & Western

Media Code 4 244 1470 4.00
Dick Broadcasting Co., Inc. of Tennessee, Box 886,
Hotel Patten, Chattanooga, Tenn. 37401. Phone
615-287-5479.

- STATION'S PROGRAMMING DESCRIPTION**
WMOC: Programmed for adults and young adults.
MUSIC: Modern country. Songs commonly heard on top 40 with new modern string instrument sound complete with amplifying devices also part of programming format. **NEWS:** network aired at :45. Direct weather bureau reports regularly. Contact Representative for further details. Rec'd 10/15/68.

- PERSONNEL**
General Manager—C. Alfred Dick.
Program Director—Tom Rea.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
South—Call station direct.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hrs daily.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 5, 6a.
Basic Rates: 28a.
Contracts: 46.
Comb.; Cont. Discounts: 60k.
Affiliated with MBS.

TIME RATES ET—Rec'd 11/3/67.

AA—Mon thru Sat 7-10 am & 4-6 pm.	A—All other times.					
6. SPOT ANNOUNCEMENTS						
1 MINUTE						
PER WK:	6 tl	12 tl	18 tl	24 tl		
AA	10	9	8	5		
A	8	7	6	5		
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.						
DISCOUNTS						
26 wk in 52—5% 52 consec wk—8%						

WNOO 1951 CHATTANOOGA

Independent Negro

Subscriber to the NAB Radio Code
Media Code 4 244 1540 4.00
WMFS, Inc., Box 166, 816 Broad, Chattanooga,
Tenn. 37401. Phone 615-286-4148.

- STATION'S PROGRAMMING DESCRIPTION**
WNOO: Programmed for Negro listener.
MUSIC: Popular, rhythm and blues, spiritual and gospel. **AIR PERSONALITIES** handle all segments and taped commercials by them are interchangeable. **NEWS:** community 6 min at :25, national and international news at :55. **SPORTS:** headlines at :45 for 1 min, weather on hour. School reports M-Tues-W 12:30-1 pm. Mayor's report 1-1:15 pm Fri. Discussion program on community problems, Sat noon-12:15 pm. **COMMERCIAL POLICY:** 16 minutes maximum between 6-10 am & 3-6 pm. All other periods permit 18 minutes. Personalities available for remote pickups from shopping centers, etc. Contact Representative for further details. Rec'd 8/10-67.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Fred Webb.
Program Manager—David Oliver.
National Sales Manager—Fred Webb.
- REPRESENTATIVES**
Dore & Allen, Inc.
South—Bernard I. Ochs Company.
Tennessee, Alabama—Contact station direct.
- FACILITIES**
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 28b, 29a, 30.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.

TIME RATES ET 1/1/69—Rec'd 11/8/68.

AA—Mon thru Sat 6-10 am; daily 3-8 pm.	A—Mon thru Sat 10-3 pm; Sun all day.					
6. SPOT ANNOUNCEMENTS						
1 MIN:	1x	104x	156x	208x	260x	624x
AA	11.00	10.50	9.90	9.35	8.80	8.25
A	10.00	9.50	9.00	8.50	8.00	7.50
30 SEC:						
AA	8.80	8.50	7.90	7.50	6.00	6.20
A	8.00	7.80	7.20	7.00	6.40	6.20
10 sec: 80% of 1-min.						
8. PROGRAM TIME RATES						
1x	100	75	50	30	20	
10. SPECIAL FEATURES						
NEWSCASTS						
5 min daily at :55:						
PER WK:	8 tl	108	18 tl			
12 tl	192					

WRIP 1958 ROSSVILLE, GA.

Country Music Network

Media Code 4 244 1610 5.00
Chattanooga Broadcasting Co., 270 N. Crest Road,
Chattanooga, Tenn. 37404. Phone 404-866-3855.

- PERSONNEL**
Pres. & Gen'l Mgr.—Col. Jay Sadow.
Prog. & Woman's Dir.—Mrs. Sylvia Sadow.
Farm & Sports Dir.—Gene Smith.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
Southern—David Carpenter Company.
- FACILITIES**
500 w. days; 980 kc. Directional.
Operating schedule: 4:00 am-local sunset, EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c.
Member: Country Music Network.

TIME RATES ET 4/1/67—Rec'd 3/7/67.

6. SPOT ANNOUNCEMENTS						
1x	52x	104x	156x	208x	260x	
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00	5.00
10 sec	8.00	5.50	5.00	4.50	4.00	3.50
7. PACKAGE PLANS						
PER WK:	10 tl	15 tl	20 tl	25 tl		
1 min	10.00	9.00	8.00	7.00		
30 sec	8.00	7.00	6.00	5.00		
10 sec	5.00	4.50	4.00	3.50		
8. PROGRAM TIME RATES						
1 hr	90	85	80	75	70	65
1/2 hr	65	61	57	53	49	45
1/4 hr	40	38	36	34	32	30
10 min	30	28	26	24	22	20
5 min	18	17	16	15	14	13

WRIP-FM 1966 ROSSVILLE, GA.

Media Code 4 244 1611 3.00
Chattanooga Broadcasting Co., 270 N. Crest Rd.,
Chattanooga, Tenn. 37404. Phone 615-998-3348.

- PERSONNEL**
Pres. & Gen'l Mgr.—Col. Jay Sadow.
Sales Manager—Mrs. Sylvia Sadow.
Program Director—Sterling Bright.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
David Carpenter Company.
- FACILITIES**
ERP 2,950 w.; 105.5 mc.
Operating schedule: 5:30 am-midnight.
- AGENCY COMMISSION**
20%.
- GENERAL RATE POLICY**

TIME RATES ET—Rec'd 6/8/68.

6. SPOT ANNOUNCEMENTS						
1x	25x	52x	104x	156x	208x	260x
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75
7. PACKAGE PLANS						
WEEKLY SATURATION PLANS						
PER WK:	10 tl	15 tl	20 tl	25 tl		
1 min	5.50	5.00	4.50	4.00		
30 sec	3.25	3.00	2.75	2.50		
8. PROGRAM TIME RATES						
1 hr	75.00	72.50	70.00	67.50	65.00	62.50
1/2 hr	45.00	43.00	41.00	39.00	37.00	35.00
1/4 hr	31.00	30.00	29.00	28.00	27.00	26.00
10 min	23.00	22.00	21.00	20.00	19.00	18.00
5 min	15.00	14.50	14.00	13.50	13.00	12.50

CHURCH HILL

Hawkins County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WMCH

1954



Subscriber to the NAB Radio Code
Media Code 4 244 1680 8.00
Lola B. Wallace, dba Wallace Broadcasting Co.,
Box 128, Church Hill, Tenn. 37642. Phone 357-5601.

- PERSONNEL**
Owner—Lola B. Wallace.
Station Manager—Bettye Creasy.
Sales Manager—Dallas Broome.
- FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 8:00 am-local sunset weekdays;
7:00 am-local sunset Sun, EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 15b.
Basic Rates: 20a, 21a.
Contracts: 45.

TIME RATES

Rates effective _____						
Rates received April 30, 1962.						
6. SPOT ANNOUNCEMENTS/PROGRAM RATES						
1x	1/2	1/4	10	5	1	30
1 time	24.00	14.00	12.00	7.00	2.00	1.50
No frequency discount.						

CLARKSVILLE (2 AM)

Montgomery County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WDXN

1954

Subscriber to the NAB Radio Code
Media Code 4 244 1750 9.00
Clarksville Broadcasting Co., Inc., Box 724, Bailey
Bldg., S. Second St., Clarksville, Tenn. 37040.
Phone 615-645-2411.

- STATION'S PROGRAMMING DESCRIPTION**
WDXN: Programmed for adults and young adults.
MUSIC: current hits. **NEWS:** at :55 & :25, weather at :15 & :45, sports at :35. **FARM:** farm and home hour, M-Sat, 12:15-1 pm. **Farm director** conducts program with markets, farm news, analysis, daily interviews. **Women's:** around town, M-F, 10-10:30 am. **Woman's director** conducts program of local area interest, daily interviews, recipes, etc. **AIR PERSONALITIES** featured all day and available for remote broadcasts. Contact Representative for further details. Rec'd 2/18/69.

- PERSONNEL**
Executive Vice-President—J. Kenneth Marston.
General Manager—Jack Mayer.
Nat'l & Reg. Sales—Jim Hoppers.
- REPRESENTATIVES**
National, Regional—Call collect; Jim Hoppers, Jackson, Tenn. Phone 901-427-9811.
- FACILITIES**
1,000 w. days; 540 kc. Non-directional.
Operating schedule: Sunrise-local sunset, CST, DST.
- AGENCY COMMISSION**
15/0. 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: Aug. 13g, 12r, 13r, 14g.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: The Dixie Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME						
ET 1/1/68—Rec'd 11/29/67.						
6. SPOT ANNOUNCEMENTS						
1x	1 min (*)	26x	52x	104x	156x	260x
1x	4.70	3.75	2.80	2.00	1.50	1.00
26x	4.10	3.30	2.40	1.80	1.35	0.90
52x	3.80	3.05	2.20	1.65	1.25	0.85
104x	3.50	2.80	2.00	1.50	1.10	0.75
156x	3.25	2.60	1.90	1.40	1.00	0.70
(*) 30 sec or less.						
8. PROGRAM TIME RATES						
1 hr	70.80	58.00	35.30	30.80	27.00	23.60
1/2 hr	35.25	31.80	18.80	16.50	15.30	11.75
1/4 hr	23.50	21.20	11.75	10.80	10.00	8.25
10 min	17.65	15.90	9.40	8.25	7.35	6.15
5 min	14.10	12.70	6.45	5.90	5.00	4.40

WCLE

1957



Subscriber to the NAB Radio Code
Media Code 4 244 1960 4.00
Southeastern Enterprises, Inc., Box 1189, 67 Ocoee
St., N. W., Cleveland, Tenn. 37311. Phone 615-472-6511.

- PERSONNEL**
President—Carl J. Hoskins.
Vice-Pres. & Gen'l Mgr.—Jack L. Hoskins.
Program Director—Tom Rowland.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
1,000 w. 1,570 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
Partial simulcast operation. Simulcast sign-on-9 am.
For non-simulcast facilities see WCLE-FM.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 24b, 26, 28b, 28c, 29b.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 61c, 62b, 62c.
Cancellation: 70b, 70d, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME						
No. 6 ET 11/22/68—Rec'd 1/2/69.						
AAA—Sign-on-9 am.						
AA—3-6 pm.						
A—9 am-3 pm & 6 pm-sign-off.						
(This listing continued on next page)						

Cleveland—W C L E—Continued

6. SPOT ANNOUNCEMENTS

CLASS AAA
1 min. 3.00 30 sec. 2.50
Coverage on WCLE-FM at no additional charge.

CLASS AA
1 min. 2.50 30 sec. 2.00

CLASS A
1 min 30 sec 2.00 1.75
Wkly base 2.00 1.90 1.85
30 ti 1.90 1.85
40 ti 1.80 1.65

YEARLY CONTRACT—CLASS A
1000 x 1.70 1.45
All spots combine to earn frequency discount in A.

8. PROGRAM TIME RATES

Flat	1 hr	1/2 hr	1/4 hr	5 min
26 x	40	20	14	7
52 x	38	19	11	6
104 x	35	18	10	5

May be bought in combination with WCLE-FM.

WCLE-FM

1957

NAB

Subscriber to the NAB Radio Code

Media Code 4 244 1961 2.00
Southeastern Enterprises, Inc., Box 1189, 67 Ocoee St., N. W., Cleveland, Tenn. 37311. Phone 615-472-6511.

- 1. PERSONNEL**
President—Carl J. Hoskins.
Vice-Pres. & Gen'l Mgr.—Jack L. Hoskins.
Sales Manager—Don Johnson.
- 2. REPRESENTATIVES**
David Carpenter Company.
- 3. FACILITIES**
ERP 50,000 w.; 100.7 mc.
Operating schedule: 5 am-midnight. EST.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WCLE.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 6 ET 11/27/68—Rec'd 1/21/69.
- 6. SPOT ANNOUNCEMENTS**
1 min. 1.65 30 sec. 1.40
- 8. PROGRAM TIME RATES** 5 min 1/4 hr 1/2 hr 1 hr
1 x 5 9 18 85
May be bought in combination with WCLE.

CLINTON (1 AM; 1 FM)

Anderson County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WYSH

1960

Media Code 4 244 2030 5.00
Clinton Broadcasters, Inc., Box 329, Cullom St., Clinton, Tenn. 37718. Phone 457-1880.

- STATION'S PROGRAMMING DESCRIPTION**
WYSH: Programmed for general interest.
5 personalities emcee entire operation. Taped commercials are interchangeable. NEWS and weather: 5 min on hour, 2 min headlines on half hour of local, regional, national and international. MUSIC: sign-on 6 am gospel, 6 am-6:30 pm country and western, 6:30 pm-sign-off general popular. Rm. showtunes, standards. Station editorializes 3 times daily, has a 1 hour weekly open mike program for interviews on community projects and current local government issues. SPORTS: area high school and college football and basketball. COMMERCIAL POLICY: 18 minutes maximum permitted in one hour. Contact Representative for further details. Rec'd 7/31/67.
- 1. PERSONNEL**
President—George R. Quertin.
Gen'l & Sta. Mgr.—James F. Stair.
Sales Manager—Charles Phillips.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
- 3. FACILITIES**
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15% on time and talent; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 3 ET 2/1/68—Rec'd 3/8/68.
- 6. SPOT ANNOUNCEMENTS**
- | | | | |
|---------|-------|--------|--------|
| PER YR: | 1 min | 30 sec | 10 sec |
| 1 x | 2.00 | 1.75 | 1.25 |
| 500 x | 1.75 | 1.50 | 1.00 |
| 1000 x | 1.50 | 1.25 | .75 |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|-------|-------|--------|--------|--------|-------|
| 1 x | 5 min | 10 min | 1/4 hr | 1/2 hr | 1 hr |
| 13 x | 6.00 | 9.50 | 14.00 | 25.00 | 40.00 |
| 52 x | 5.75 | 8.00 | 12.00 | 22.50 | 37.00 |
| 52 x | 5.00 | 6.50 | 10.00 | 17.50 | 31.00 |
| 312 x | 3.25 | 4.50 | 7.00 | 16.00 | 31.00 |

WYSH-FM

1966

Media Code 4 244 2060 2.00
Clinton Broadcasters, Inc., Box 329, Clinton, Tenn. 37718. Phone 615-457-1380.

- 1. PERSONNEL**
General Manager—James F. Stair.
Commercial Manager—Charles Phillips.
- 2. REPRESENTATIVES**
Hal Walton & Company, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 104.9 mc. Stereo.
Operating schedule: 8 am-11 pm. EST.
Antenna ht.: 88 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 3b, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 28c.
Contracts: 40a, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 ET 2/1/68—Rec'd 4/12/68.

- 6. SPOT ANNOUNCEMENTS**
1 min. 2.00 1.75 1.50
- 8. PROGRAM TIME RATES** 1x 13x 52x 312x
1/4 hr. 6 5 4 3
1/2 hr. 10 8 7 6
1 hr. 18 14 13 10
1/4 hour program includes 10 second open and close and 1 1-minute spot.
1/2 hour program includes 10 second open and close plus 2 1-minute spots.
1 hour programs include open, close and middle ID plus 4 1-minute spots.

COLONIAL VILLAGE

Knox County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

See Knoxville

(including Colonial Village)

COLUMBIA (2 AM)

Maury County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

W K R M

1946

NAB

RAB

Media Code 4 244 2100 6.00
Middle Tennessee Broadcasting Co., Inc., Box 113, 315 W. Seventh St., Columbia, Tenn. 38401. Phone 615-388-3636.

- STATION'S PROGRAMMING DESCRIPTION**
WKRM: Programmed for general interest.
FARM: 5-6 am & 11:45 am-noon. Interviews, market reports, county agent reports. NEWS: 5 min at 7 am & noon, 30 min at 5 pm features national, international with emphasis on local and regional. MUSIC: 7:00 middle-of-the-road, 6 am-7 pm, 7 pm-12M 20% rock with remainder country and religious in early morning and Sun. SPORTS: all local and area. Live high school and college football and basketball. Little league baseball. Contact Representative for further details. Rec'd 7/28/67.
- 1. PERSONNEL**
Gen'l & Com'l Mgr.—R. M. McKay, Jr.
- 2. REPRESENTATIVES**
Burn-Smith Company, Inc.
Southeast—R. S. Crane Company, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5-12:05 am. CST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 9 ET 9/1/68—Rec'd 7/23/68.
Premium Time—Mon thru Sat 6-9 am.
Regular Time—All other times.
Drive Time—6-9 am & 3-5:30 pm.
- 6. SPOT ANNOUNCEMENTS**
- | | | | |
|------|-------|--------|--------|
| 1 x | 1 min | 30 sec | 10 sec |
| 104+ | 3.25 | 2.50 | 1.65 |
| | 2.75 | 2.00 | 1.50 |
- REGULAR TIME**
- | | | | |
|--------|------|------|------|
| 1 x | 3.75 | 2.75 | 1.90 |
| 13 x | 3.50 | 2.50 | 1.75 |
| 28 x | 3.25 | 2.50 | 1.65 |
| 52 x | 3.00 | 2.40 | 1.50 |
| 104 x | 2.75 | 2.10 | 1.35 |
| 156 x | 2.40 | 1.80 | 1.20 |
| 208 x | 2.30 | 1.80 | 1.15 |
| 260 x | 2.25 | 1.70 | 1.10 |
| 312 x | 2.15 | 1.60 | 1.05 |
| 624 x | 1.95 | 1.45 | 1.00 |
| 936 x | 1.85 | 1.40 | .95 |
| 1248 x | 1.75 | 1.30 | .90 |
| 1872 x | 1.65 | 1.25 | .85 |
- Regular Time 10-second spots not combinable to earn frequency discount.

7. PACKAGE PLANS

MONTHLY—ROB
No Drive Times guaranteed.

1 min.	15 ti	30 ti	50 ti	70 ti	100 ti
30 sec.	2.75	2.50	2.25	2.10	1.95
10 sec.	2.40	2.10	1.70	1.50	1.35
After 8 pm.	1.65	1.50	1.30	1.20	1.10

1. PERSONNEL
1 min. 2.00 1.85 1.70 1.55 1.45
30 sec. 1.80 1.50 1.35 1.10 1.00
10 sec. 1.20 1.10 .95 .80 .85
Not subject to discounts, but combinable with Premium Time.

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min
	7.50	5.00	4.00	4.00	2.50	2.50

REGULAR TIME

1 x	29.50	16.50	11.00	7.25	4.75	3.25
13 x	25.50	15.25	10.25	7.00	4.50	3.00
28 x	23.50	14.25	8.75	6.70	4.25	2.85
52 x	22.00	13.00	8.25	6.25	4.00	2.75
104 x	10.75	12.00	7.50	5.75	3.75	2.40
156 x	17.25	11.00	7.00	5.25	3.50	2.20
208 x	15.75	10.25	6.50	4.90	3.25	2.10
260 x	14.75	9.75	6.00	4.40	3.00	2.00
312 x	13.75	9.25	5.50	4.00	2.75	1.90

10. SPECIAL FEATURES
NEWS 1/4 hr 5 min
104 x or less. 10 5

CLASSIFIED ADS
Mon thru Sat 7:30 am, 12:15 & 6:15 pm, 8 courses readings, per wd .05.

WMCP

1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 2170 9.00
Maury County Boosters Corp., Box 711, Columbia, Tenn. 38402. Phone 615-388-3241.

- 1. PERSONNEL**
General Manager—T. Earl Williford.
- 3. FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 25a, 26, 28a, 28c, 20a, 33b.
Contracts: 42b, 44a, 46, 47a, 48, 40, 51c.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES

ET 11/12/58—Rec'd 2/25/58.

6. SPOT ANNOUNCEMENTS

1 min.	1-26x	52x	104x	156x	260x	312x
	1.00	1.75	3.50	3.25	2.75	2.50

8. PROGRAM TIME RATES

1 hr.	1-26x	52x	104x	156x	260x	312x
	25.00	20.00	18.75	17.50	15.00	12.50
1/2 hr.	13.75	11.75	11.00	10.25	9.00	8.00
1/4 hr.	9.25	8.00	7.50	7.00	6.00	5.50
10 min.	6.75	6.00	5.50	5.00	4.50	4.00
5 min.	4.50	4.00	3.75	3.50	3.25	2.75

COOKEVILLE (2 AM; 2 FM)

Putnam County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WHUB

1940

NAB

Media Code 4 244 2240 0.00
WHUB Inc., 136 E. Spring St., Cookeville, Tenn. 38501. Phone 615-526-2131.

- STATION'S PROGRAMMING DESCRIPTION**
WHUB: Programmed for general interest.
NEWS: network and local 10 min on hour, more frequently early morning. 5-7 pm local and network news, sports, weather, stock market, news features.
MUSIC: 4:30-7 am country and western, farm market, weather. 7-11 am general popular music, network programs. 11 am-2 pm country and western, farm and home hints. 2-3 pm middle-of-the-road. 3-5 pm current hits. 7-8 pm country and western. 8-11:30 pm current hits. SPORTS: live college and high school football and basketball, home and away. Frequent scoreboards and features on weekends. Rec'd 7/19/67.
- 1. PERSONNEL**
General Manager—M. L. Medley.
Station Director—Stacey Mott.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-11:05 pm Sun; 4:30 am-11:30 pm weekdays. CST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a.
Cancellation: 71a, 73a.
Affiliated with CBS and KBS.
- TIME RATES**
No. 6 ET 10/1/68—Rec'd 12/1/68.
- 8. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|------|------|------|------|------|
| 1 min. | 1x | 13x | 52x | 156x | 312x |
| 30 sec. | 3.00 | 2.75 | 2.60 | 2.45 | 2.35 |
| | 2.10 | 1.90 | 1.85 | 1.80 | 1.75 |
- frequency discount.

TENNESSEE

ROS

1 min.	1x	13x	52x	156x	312x
30 sec.	2.50	2.35	2.25	2.15	2.10
	1.85	1.75	1.70	1.65	1.60

ROS—30% of spots guaranteed in drive times.
Advertiser may specify that all spots run before 7 pm.

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	36.00	21.00	14.40	11.40	7.20
13 x	33.00	19.60	12.60	10.40	6.80
52 x	28.80	17.85	11.10	9.00	5.50
156 x	25.80	15.80	9.60	7.80	4.80
312 x	22.80	13.70	8.40	6.85	4.20

WHUB-FM

1964

Media Code 4 244 2241 8.00
WHUB, Inc., 136 E. Spring St., Cookeville, Tenn. 38501. Phone 615-526-2131.

- STATION'S PROGRAMMING DESCRIPTION**
WHUB-FM: Programmed for adults and young adults.
NEWS: 10 min alternate hours, more frequently early morning. Weather at 3:30. Stock exchange reports morning and early evening. MUSIC: general popular music used on all music programs except 5-7 pm with instrumental standards. Sun 7-9 am religious music and Sun 1-3 pm serious music. SPORTS: features and news morning and evening. Current scores on major games throughout schedule. Live broadcasts of college and high school football and basketball, home and away. Rec'd 7/19/67.

- 1. PERSONNEL**
General Manager—M. L. Medley.
Station Director—Stacey Mott.
- 3. FACILITIES**
ERP 1,500 w.; 98.3 mc.
Operating schedule: 6 am-11:30 pm daily. CST.
Antenna ht.: 450 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount. Bill rendered 1st of month; 10th of month.
- 5. GENERAL RATE POLICY**
- TIME RATES**
Rates effective April 16, 1965.
Rates received April 16, 1965.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|------|-------|-------|--------|--------|
| 1 min. | 1 ti | 13 ti | 52 ti | 156 ti | 312 ti |
| 30 sec. | 2.25 | 2.05 | 1.95 | 1.85 | 1.75 |
| | 1.65 | 1.55 | 1.50 | 1.40 | 1.35 |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|---------|-------|-------|-------|--------|--------|
| 1 hr. | 1 ti | 13 ti | 52 ti | 156 ti | 312 ti |
| | 30.00 | 27.50 | 24.00 | 21.50 | 19.00 |
| 1/2 hr. | 18.00 | 16.30 | 14.70 | 13.00 | 11.40 |
| 1/4 hr. | 12.00 | 10.50 | 9.25 | 8.00 | 7.00 |
| 5 min. | 6.00 | 5.25 | 4.60 | 4.00 | 3.50 |

WPTN

1962

NAB

Media Code 4 244 2310 1.00
WPTN, Inc., Box 635, 230 1/2 E. Broad St., Cookeville, Tenn. 38501. Phone 615-526-7144.

- 1. PERSONNEL**
Station Manager—Larry Nunn.
Program Director—Bob Cox.
- 2. REPRESENTATIVES**
Continental Radio Sales.
- 3. FACILITIES**
250 w. days; 1550 kc. Non-directional.
Operating schedule: 4:55 am-local sunset. CST
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 4b, 4d, 5, 6a, 8.
Basic Rates: 22a, 23a, 24b, 28b, 29a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60b, 61a, 62a.

TIME RATES

Rates effective October 5, 1962.

6. SPOT ANNOUNCEMENTS

1-10 ti.	4.30	52-156 ti.	2.90
10-52 ti.	3.70	156-365 ti.	2.80
30 second spots under 100 each	2.25;	over 100 each	1.75.

8. PROGRAM TIME RATES

1-10	1 hr	1/2 hr	1/4 hr	10 min	5 min
	39.55	23.75	15.05	13.20	7.90

TENNESSEE

COPPERHILL

Polk County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WLSB

1958
Media Code 4 244 2380 4.00
Copper Basin Broadcasting Co., Inc., Box 477, 200-1/2
Ocoee, Copperhill, Tenn. 37317. Phone 496-3631.
Studios—Copperhill, Tenn.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert P. Schwab.
- FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays;
7:00 am-10:00 pm Sun. EST.
- AGENCY COMMISSION
None: All rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Contracts: 45.
Affiliated with KDS.

No. 5 ET 10/1/66—Rec'd 11/2/66.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	158x	312x
30 sec	1.80	1.65	1.50	1.35
	1.40	1.30	1.20	1.10

7. PACKAGE PLANS

PER WK:	1 min 30 sec	PER MO:	1 min 30 sec
10 times	1.50 1.25	100 times	1.20 1.00
20 times	1.35 1.10		
30 times	1.20 1.00		

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	33.00	20.00	14.00	11.00
52 times	2.00	1.30	1.00	0.80
156 x	25.00	14.50	9.25	7.75
312 x	23.00	13.00	8.00	6.50

COVINGTON

Tipton County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WKBL

1954
Subscriber to the NAB Radio Code
Media Code 4 244 2450 5.00
Tipton County Broadcasters, Box 289, Roper Drug Co.
Bldg., Covington, Tenn. 38019. Phone 901-476-9635.

- PERSONNEL
Owner-Manager—Bob Whitesley.
- REPRESENTATIVES
C. K. Beaver & Associates, Inc.
- FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 26.
Contracts: 40a, 42a, 44a, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/66—Rec'd 8/15/66.
Rates effective January 1, 1955.
Rates received April 18, 1955.

6. SPOT ANNOUNCEMENTS

1 time	100 wds.	50 wds.	10 sec.
13 times	2.25	2.47	1.46
26 times	2.02	2.21	1.32
52 times	2.02	2.02	1.30
104 times	2.48	1.85	1.13
156 times	2.37	1.78	1.07
156 times	2.29	1.70	1.03
260 times	2.11	1.63	.98
312 times	2.17	1.69	.94
624 times	1.71	—	—
936 times	1.48	—	—

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	52.51	32.50	16.52	11.69
13 times	48.94	25.95	14.16	10.82
26 times	35.69	22.73	12.39	9.56
52 times	32.45	19.47	10.05	8.66
104 times	29.21	16.23	9.09	7.61
156 times	25.96	14.61	8.13	6.73
260 times	24.66	13.63	7.62	6.90
312 times	23.36	12.98	7.14	6.13

COWAN

Franklin County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WZYX

1957
Media Code 4 244 2520 5.00
Guldon Broadcasting Company, Box 398, Cowan,
Tenn. 37318. Phone 616-932-7471.

- PERSONNEL
Pres. & Gen'l Mgr.—Joe Brewer.
- REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
- FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 5:30-sunset. CST.
- AGENCY COMMISSION
None: all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Basic Rates: 21a, 23a.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60d, 61a.
Cancellation: 70b, 70c, 71a.

TIME RATES
No. 7 ET 9/1/68—Rec'd 9/16/68.

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
(1/3 5:30-10 am, 1/3 10 am-3 pm, 1/3
8 pm-sign-off)

PER WK, EA:

1 min	11	10 1/2	25+
1 min	3.00	2.75	2.50
30 sec	1.75	1.50	1.30

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x	60	30	15
52 times	36	15	8

(*) Renewable each 13 weeks.

CROSSVILLE (2 AM)

Cumberland County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WAEW

1952
Subscriber to the NAB Radio Code
Media Code 4 244 2590 8.00
WAEW, Inc., Drawer W, La Frances Bldg., Cross-
ville, Tenn. 38555. Phone 615-484-5115.

- PERSONNEL
President—E. F. Lawson.
General Manager—Faira J. Brent (Mrs.).
Commercial Manager—Lois Carson (Mrs.).
- REPRESENTATIVES
David Carpenter Company.
- FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION
None: all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 44a, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

NATIONAL AND LOCAL RATES SAME
No. 7 ET 7/1/68—Rec'd 8/15/68

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec
1 t	3.25 2.25 260 t
13 t	3.15 2.15 312 t
26 t	3.05 2.05 520 t
52 t	2.95 1.95 624 t
104 t	2.85 1.85 1040+
156 t	2.75 1.75

Announcements over 1 minute—5 minute rate applies.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	30.00	19.00	10.00	8.00
13 times	26.50	18.00	9.50	7.50
26 times	27.00	17.00	9.00	7.20
52 times	25.00	16.00	8.50	6.80
104 times	24.00	15.00	8.00	6.40
156 times	22.50	14.00	7.50	6.00
260 times	21.00	13.00	7.00	5.60
312 times	19.50	12.00	6.50	5.20

10. SPECIAL FEATURES
RELIGIOUS
1/2 hr Sun. 12.75

WCSV

1968
Subscriber to the NAB Radio Code
Media Code 4 244 2625 2.00
WCSV, Inc., Box 591, Wells Rd., Crossville, Tenn.
38555. Phone 615-484-5168.

- STATION'S PROGRAMMING DESCRIPTION
WCSV: Programmed with combinations to attract both rural farm population and city dwellers.
MUSIC: format includes 80% country and western, 15% top 40 and 5% middle-of-the-road. Local news department with 2-way radio equipped mobile units to cover local events and 15 area stringer reporters. Network newscasts every hour on hour. Report is preceded by current local and regional news. Regional news supplied by AP teletype service and direct reporter reports from correspondents in area. Special news and sports events are also carried. Contact Representative for further details. Rec'd 3/31/69.
- PERSONNEL
President—Millard V. Oakley.
Vice-Pres. & Gen'l Mgr.—Jack Johnson.
Sales Manager—Mike Proffitt.
 - REPRESENTATIVES
AAA Representatives.
 - FACILITIES
250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
 - AGENCY COMMISSION
None: all rates net to station; 10th of following month.
 - GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 26, 28b, 29b.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70b, 70d, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 6/1/69—Rec'd 6/13/69.

6. SPOT ANNOUNCEMENTS

1 min 45 sec	1 min 45 sec
1 x	2.15 2.10 78 x
13 x	2.14 2.00 104 x
26 x	2.13 1.90 156 x
39 x	2.12 1.85 260 x
52 x	2.11 1.80 312 x

7. PACKAGE PLANS
TO BE USED WITHIN 7 DAYS

30 sec	25 t	50 t
	32	60

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	26.00	16.00	12.00	9.00
13 x	25.50	15.00	11.40	8.55
26 x	27.00	16.20	10.80	8.10
39 x	25.50	15.30	10.20	7.65
52 x	24.00	13.90	9.60	7.20
78 x	22.50	12.00	9.00	6.75

104 x	21.00	11.00	8.40	6.30	4.20
156 x	19.50	10.00	7.80	5.85	3.90
280 x	18.00	9.00	7.20	5.40	3.60
312 x	16.00	8.50	6.60	4.95	3.30

10. SPECIAL FEATURES

NEWS

7 min.	4	10 min.	6
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DAYTON

Rhea County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WDNT

1957
Media Code 4 244 2660 9.00
Norman A. Thomas dba Dayton Broadcasting Co.
Box 290, Dayton, Tenn. 37321. Phone 775-2331.

- PERSONNEL
President—Norman A. Thomas.
Gen'l & Sta. Mgr.—Jack S. Pullin.
Commercial Manager—Johnny W. White.
- REPRESENTATIVES
C. K. Beaver & Associates, Inc.
David Carpenter Company.
- FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 24b, 25a, 26, 28c, 29a, 33d.
Contracts: 40a, 42a, 44a, 45, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60l, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS Radio Network.

TIME RATES
ET 10/1/67—Rec'd 9/15/67.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec
1 x	2.45 1.95 208 x
13 x	2.45 1.95 208 x
26 x	2.40 1.90 312 x
52 x	2.35 1.85 384 x
104 x	2.30 1.80

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 time	40.00	25.00	15.00
13 times	36.00	22.00	13.00
26 times	32.00	20.00	12.00
52 times	28.00	18.00	11.00
104 times	25.00	16.00	10.00
208 times	23.00	14.00	9.00
260 times	21.00	12.00	8.00
312 times	19.00	11.00	7.00
364 times	17.00	10.00	6.00

DICKSON (1 AM; 1 FM)

Dickson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDKN

1955
Subscriber to the NAB Radio Code
Media Code 4 244 2750 6.00
Dickson County Broadcasting Co., Inc., Box 829,
College at Poplar St., Dickson, Tenn. 37055. Phone
615-446-4000.

- STATION'S PROGRAMMING DESCRIPTION
WDKN: Programmed for general interest.
FARM: 5-6 am, 2 men, c and w music, market, News and information 6-7 am, local-state news, bulletin board, lost and found, sports scores, popular and gospel music. Entertainment and talk 7-11 am. News, news, discussion, pop music. Entertainment, news and information 11 am-2 pm, swap shop, local and state news, popular and gospel music. Entertainment, news, top 40 music, state news 2-4:30 pm. FM: music, middle-of-the-road, news, weather, sunset-11 pm. National, international, regional, state, local news (mobile), Art, High school, college sports. Discussion program: Agriculture, Editorials, lost and found, classified, community announcements, charity cooperation. Rec'd 8/7/67.
- PERSONNEL
Pres. & Gen'l Mgr.—William A. Potts.
 - FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
 - AGENCY COMMISSION
ERP 3.00% w.; 102.3 mc.
Operating schedule: 5 am-11 pm. CST.
 - GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60l, 61a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 1/1/69—Rec'd 1/2/69.

6. SPOT ANNOUNCEMENTS

1 min	1x	15x	26x	52x	104x
	4.50	4.03	3.45	2.88	2.30

8. PROGRAM TIME RATES

1 hr	1x	15x	26x	52x	104x
1/2 hr	57.50	46.00	—	—	—
1/4 hr	34.50	28.75	23.00	—	—
10 min	20.70	17.25	15.00	—	—
5 min	11.50	8.05	6.90	5.18	4.03

DYERSBURG (2 AM; 1 FM)

Dyer County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WDSG

1946
Subscriber to the NAB Radio Code
Media Code 4 244 2800 1.00
State Gazette Broadcasting Co., Box 617, Dyersburg,
Tenn. 38024. Phone 901-285-1294, 5.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Ward.
Assistant Manager—William J. Bryant.
- REPRESENTATIVES
R. S. Crane Company, Inc.
- FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a, 15b, 16.
Basic Rates: 21a, 21d, 23b, 24b, 26, 28a, 28c, 29a, 33c.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective February 1, 1957. (Card B.)
Card received February 4, 1957.

6. SPOT ANNOUNCEMENTS

1 min. 30 sec.	1 min.	30 sec.
1 time	3.50	3.25 156 times
13 times	3.25	3.00 280 times
26 times	2.90	2.65 512 times
52 times	2.75	2.50 368 or more
104 times	2.50	2.25 times

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	50.00	31.00	18.00	11.00
13 times	37.50	24.00	12.00	10.00
26 times	34.00	20.00	10.50	8.50
52 times	30.00	18.50	9.00	7.50
104 times	28.00	15.50	8.00	6.50
156 times	25.00	13.50	7.00	5.50
260 times	22.50	11.50	6.50	5.00
312 times	20.00	10.50	6.00	4.50
368 or more	15.00	10.00	5.75	4.00

WTRO

1957
Media Code 4 244 2870 4.00
McQueen & Co., Inc., Box 100, Dyersburg, Tenn.
38024. Phone 901-285-1330.

Dyersburg—W T R O-FM—Continued

- 3. FACILITIES**
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 195 ft. above average terrain.
- 4. AGENCY COMMISSION**
None. Payable following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 3d, 4b, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47e.
Comb.: Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
AM and FM may be combined for volume discounts.
Affiliated with American FM Network.

TIME RATES

Rates are identical to WTR0. See that listing.

ELIZABETHTON (2 AM)

Carter County—Map Location M-4
See SRDS consumer market map and data at beginning of the State.

WBEJ

1946



Media Code 4 244 2940 5.00
WBEJ, Inc., Box 829, Elizabethton, Tenn. 37643.
Phone 615-642-2184.

- 1. PERSONNEL**
President—R. C. Turrentine, Jr.
Station Manager—Mack Morris.
- 2. FACILITIES**
1,000 w. days, 250 w. nights: 1240 kc.
Non-directional.
Operating schedule: 6:00 am-midnight Mon thru Sat;
6:00 am-10:00 pm Sun. EST.
- 3. AGENCY COMMISSION**
15%: no cash discount.
- 4. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 28a, 28b, 29a, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- Rates received July 20, 1947.
Revisions received November 1, 1961.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | | | | |
|--------|-------|-------|-------|-------|-------|------|------|
| 1 hr | 15 | 28 | 52 | 104 | 156 | 300 | 812 |
| 1/2 hr | 11 | 21 | 41 | 81 | 121 | 241 | 612 |
| 1/4 hr | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 |
| 5 min. | 9.38 | 8.75 | 8.13 | 7.50 | 6.88 | 6.25 | 5.63 |
| *Ann. | 3.75 | 3.44 | 3.12 | 2.81 | 2.50 | 2.18 | 1.87 |
- (* Spot announcements, 100 words or less and/or station breaks.)

WIDD

1964

Media Code 4 244 3010 6.00
Holston Broadcasting Corp., Box 429, 604-1/2 E. Elk Ave., Elizabethton, Tenn. 37643. Phone 615-643-3112.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—J. H. Lewis.
Program Manager—William R. Harris.
Sales Manager—Eugene Hopson.
- 2. FACILITIES**
1,000 w. days: 1520 kc.
Operating schedule: Sunrise-local sunset.
- 3. AGENCY COMMISSION**
15%.
- 4. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 28a, 28b, 29a, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 28a, 28b, 29a, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.

ENGLEWOOD

McMinn County—Map Location H-5
See SRDS consumer market map and data at beginning of State.

WENR

1967

Media Code 4 244 3050 2.00
Norman A. Thomas & Associates, Inc., Box 745, Athens, Tenn. 37903. Phone 615-887-7291.

- 1. PERSONNEL**
President—Norman A. Thomas.
- 2. REPRESENTATIVES**
Gill-Ferna, Inc.
- 3. FACILITIES**
1,000 w.: 1090 kc.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11g, 12b, 13g, 14g, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42a, 42b, 43, 44a, 45, 46, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

- ET 9/18/67—Rec'd 9/18/67.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|-------|------|------|------|------|------|------|
| 1 x | 1x | 26x | 52x | 156x | 260x | 312x |
| 1 min | 2.50 | 2.45 | 2.40 | 2.35 | 2.30 | 2.25 |
- 7. PACKAGE PLANS**
- | | | | | | |
|---------|-------|-------|-------|-------|--------|
| PER WK: | 28 ti | 42 ti | 56 ti | 70 ti | 100 ti |
| 1 min | 2.45 | 2.40 | 2.35 | 2.20 | 2.25 |
- 8. PROGRAM TIME RATES**
- | | | | | |
|-----|------|--------|--------|-------|
| 1 x | 1 hr | 1/2 hr | 1/4 hr | 5 min |
| | 80 | 35 | 20 | 10 |

ERWIN (1 AM; 1 FM)

Union County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WEMB

1956



Subscriber to the NAB Radio Code
Media Code 4 244 3080 9.00
WEMB, Inc., Box 280, Erwin, Tenn. 37650. Phone 615-742-2011, 2012.

- 1. PERSONNEL**
Gen'l & Com'l Mgr.—J. E. Trus, Jr.
Assistant Manager—Jim Buchanan.
- 2. REPRESENTATIVES**
David Carpenter Company.
- 3. FACILITIES**
5,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays;
7:00 am-local sunset Sun. EST.
- 4. AGENCY COMMISSION**
None: all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12g, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 44a, 46, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.
FM facilities: WXIS (FM).

TIME RATES

- ET 9/18/67—Rec'd 9/18/67.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|------|-------|--------|-------|--------|
| 1 x | 1 min | 30 sec | 1 min | 30 sec |
| 1 x | 2.65 | 2.40 | 78 x | 2.15 |
| 13 x | 2.55 | 2.30 | 104 x | 2.05 |
| 26 x | 2.45 | 2.20 | 150 x | 1.95 |
| 39 x | 2.35 | 2.10 | 200 x | 1.75 |
| 52 x | 2.25 | 2.00 | 312 x | 1.50 |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|--------|-------|--------|--------|--------|-------|
| 1 ti | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 13 ti | 35.00 | 20.00 | 12.00 | 9.00 | 8.00 |
| 26 ti | 33.00 | 19.00 | 11.75 | 8.50 | 5.90 |
| 39 ti | 32.50 | 18.50 | 11.50 | 8.00 | 5.80 |
| 52 ti | 32.00 | 18.00 | 11.25 | 7.75 | 5.70 |
| 78 ti | 31.00 | 17.50 | 11.00 | 7.50 | 5.60 |
| 104 ti | 30.00 | 15.50 | 10.50 | 7.25 | 5.45 |
| 150 ti | 28.00 | 14.50 | 10.00 | 7.00 | 5.30 |
| 200 ti | 26.00 | 14.00 | 9.25 | 6.50 | 5.10 |
| 260 ti | 23.00 | 13.50 | 7.75 | 6.00 | 4.75 |
| 312 ti | 21.00 | 12.00 | 7.00 | 5.50 | 4.00 |

WXIS (FM)

1968



Media Code 4 244 3115 3.00
WEMB, Inc., Asheville Hwy, S. Erwin, Tenn. 37650. Phone 615-743-6124.

- 1. PERSONNEL**
Manager—Daniel M. Trus.
Operations—Hilda White.
Music Director—Larry Bennett.
- 2. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 480 ft. above average terrain.
- 3. AGENCY COMMISSION**
None: all rates net to station. 10th of month.
- 4. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21c, 23b, 25a, 29a, 30, 33b.
Contracts: 40a, 46, 47e, 49, 51c.
Comb.: Cont. Discounts: 62d.
Prod. Services: 80, 82.
AM facilities: WEMB.

TIME RATES

- ET 11/1/68—Rec'd 11/29/68.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|------|----------|-------|------|------|
| 1 x | 1 MINUTE | 3:15 | 78 x | 2:65 |
| 13 x | 3:05 | 104 x | 2:55 | |
| 26 x | 2:95 | 150 x | 2:45 | |
| 39 x | 2:85 | 200 x | 2:25 | |
| 52 x | 2:75 | 312 x | 2:00 | |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|-------|-------|--------|--------|--------|-------|
| 1 x | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
| 13 x | 35.00 | 20.00 | 12.00 | 9.00 | 6.00 |
| 26 x | 33.00 | 19.00 | 11.75 | 8.50 | 5.90 |
| 39 x | 32.50 | 18.50 | 11.50 | 8.00 | 5.80 |
| 52 x | 32.00 | 18.00 | 11.25 | 7.75 | 5.70 |
| 78 x | 31.00 | 17.50 | 11.00 | 7.50 | 5.60 |
| 104 x | 30.00 | 15.50 | 10.50 | 7.25 | 5.45 |
| 150 x | 28.00 | 14.50 | 10.00 | 7.00 | 5.30 |
| 200 x | 26.00 | 14.00 | 9.25 | 6.50 | 5.10 |
| 260 x | 23.00 | 13.50 | 7.75 | 6.00 | 4.75 |
| 312 x | 21.00 | 12.00 | 7.00 | 5.50 | 4.00 |

ETOWAH

McMinn County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WCPC

1955

Subscriber to the NAB Radio Code

Media Code 4 244 3150 0.00
McMinn Broadcasters, Inc., Box L, 109 Ninth St., Etowah, Tenn. 37331.

- 1. PERSONNEL**
General Manager—John R. Blair.
Sales Manager—Bob Leonard.
- 2. REPRESENTATIVES**
South, Southeast, Southwest—C. K. Beaver & Associates, Inc.
- 3. FACILITIES**
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
None: all rates net to stations.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 4d.
Contracts: 45.

TIME RATES

- No. 6 ET 1/1/66—Rec'd 3/30/66.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|------|-------|-------|-------|---------|
| PER MO: | 1 ti | 10 ti | 25 ti | 50 ti | 100+ ti |
| 1 min | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 |
| 30 sec | 2.00 | 1.75 | 1.50 | 1.25 | 1.00 |
- 10% discount on above rates on firm year's contract.
- 8. PROGRAM TIME RATES**
- | | | | | |
|------|-------|--------|--------|-------|
| 1 x | 1 hr | 1/2 hr | 1/4 hr | 5 min |
| 10 x | 50.00 | 25.00 | 15.00 | 5.00 |
| 25 x | 45.00 | 22.50 | 12.50 | 4.50 |
| 50+ | 40.00 | 20.00 | 10.00 | 4.00 |
| | 35.00 | 18.00 | 9.00 | 3.50 |

FAYETTEVILLE

Lincoln County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WEKR

1948



Media Code 4 244 3220 1.00
James Porter Clark, Box M, Fayetteville, Tenn. 37334. Phone 615-433-3545.

- 1. PERSONNEL**
General Manager—James Porter Clark.
Station Manager—Edward K. Chapman.
- 2. FACILITIES**
1,000 w. days, 250 w. nights: 1240 kc.
Non-directional.
Operating schedule: 5:00 am-10:00 pm. CST.
- 3. AGENCY COMMISSION**
15%.
- 4. GENERAL ADVERTISING** See coded regulations
General: 2a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 25a, 29a.
Contracts: 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 73b.
Prod. Services: 81, 82.
Affiliated with MBS and KBS.

TIME RATES

- No. 6 ET 5/1/69—Rec'd 3/31/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|--------|------|------|------|------|------|-------|
| 1 min | 1x | 50x | 100x | 300x | 500x | 1000x |
| 30 sec | 2.25 | 2.15 | 2.05 | 1.95 | 1.85 | 1.75 |
| 10 sec | 1.50 | 1.45 | 1.40 | 1.35 | 1.30 | 1.25 |
| 10 sec | 1.25 | 1.20 | 1.15 | 1.10 | 1.05 | 1.00 |
| 10 sec | 1.00 | .95 | .90 | .85 | .80 | .75 |
- 7. PACKAGE PLANS**
- | | | | |
|----------------|-------|-------|-------|
| 7 CONSEC DAYS: | 20 ti | 40 ti | 60 ti |
| Rate | 100x | 300x | 1000x |
- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr | 1x | 15x | 52x | 104x | 156x | 260x | 312x |
| 1/2 hr | 25.00 | 23.50 | 22.00 | 20.50 | 19.00 | 17.50 | 16.00 |
| 1/4 hr | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
| 5 min | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 |
| 10 min | 6.50 | 6.00 | 5.50 | 5.00 | 4.75 | 4.50 | 4.25 |
| 5 min | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 |

FRANKLIN (2 AM; 1 FM)

Williamson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WAGG

1953

Media Code 4 244 3280 4.00
Williamson County Broadcasting Co., Inc., Mallory Rd., Franklin, Tenn. 37064. Phone 615-794-1594.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Wm. R. Ormes.
Commercial Manager—Virgil Trimm.
- 2. REPRESENTATIVES**
David Carpenter Company.
- 3. FACILITIES**
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
None: all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b.
Cancellation: 70a, 70c, 71a.
Affiliated with KBS Radio Network.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 1/9/68.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|---------|------|------|------|------|------|------|
| PER YR: | 500x | 250x | 100x | 50x | 25x | 1x |
| 1 min | 2.00 | 2.40 | 2.80 | 3.20 | 3.60 | 4.00 |
| 30 sec | 1.50 | 1.80 | 2.10 | 2.40 | 2.70 | 3.00 |

TENNESSEE

- 6. PROGRAM TIME RATES**
- | | | | | | | |
|------|--------|--------|--------|--------|--------|-------|
| 1 hr | 55 min | 1/2 hr | 25 min | 1/4 hr | 10 min | 5 min |
| 1 x | 40.00 | 36.00 | 24.00 | 20.00 | 16.00 | 12.00 |
| 7 x | 37.00 | 33.00 | 22.20 | 18.50 | 14.80 | 11.10 |
| 13 x | 34.00 | 30.80 | 20.40 | 17.00 | 13.80 | 10.20 |
| 21 x | 30.00 | 27.00 | 18.00 | 15.00 | 12.00 | 9.00 |
| 28 x | 28.00 | 25.20 | 16.80 | 14.00 | | |

TENNESSEE

Gallatin—Continued

WFMG (FM)

1960

Subscriber to the NAB Radio Code
Media Code 4 244 3500 6.00
E. F. Jones, Jr., Music Mountain, Gallatin, Tenn.
3706, Phone 615-452-7300.
STATION'S PROGRAMMING DESCRIPTION
WFMG(FM): Programmed for adults and young adults. NEWS: 10 min at 9 am, 5 min at noon & 3 pm. Hospital report, 5 min at 7:20 am & 4 pm. MUSIC: standards 7:25 am-8:30 pm, semi-classic 8:30-7:30 pm, standards 7:30-sign-off. Rec'd 7/13/67.

1. PERSONNEL
General Manager—E. F. Jones, Jr.
Assistant Manager—Ruby Dewese.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 7:00 am-11:00 pm Mon thru Sat; noon-11:00 pm Sun. CST.
Antenna ht.: 1050 ft. above average terrain.

4. AGENCY COMMISSION
15% on time; no cash discount. Bills payable in 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.

Basic Rates: 20a, 21c, 23a, 24a, 28b, 28c.
Contracts: 40a, 41, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Prod. Services: 82.

Commercial content of all programs is limited to 12 1-minute announcements per hour. Music is broadcast in uninterrupted 15 minute segments.

TIME RATES
Rates effective November 1, 1960.
Rates received October 28, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hour.....20.00 1 minute.....3.00
1/2 hour.....10.00

WHIN

1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 3570 9.00
Sumner County Broadcasting Co., Hwy. 109, N. Rt. 1, Gallatin, Tenn. 37066. Phone 615-452-4747.

1. PERSONNEL
General Manager—Charles W. Brewer.
Assistant Manager—Lottie Shaw.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 13b, 14b, 15b.

Basic Rates: 20b, 21b, 22b, 23a, 26, 28c, 33a.
Contracts: 42d, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 61a.
Cancellation: 73b.

Prod. Services: 82.
Affiliated with KBS Radio Network.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 3/1/68—Rec'd 4/1/68.

6. SPOT ANNOUNCEMENTS
1 min.....1x 40x 60x 80+
30 sec.....1.85 1.75 1.85 1.55
80 sec.....1.55 1.45 1.35 1.25

8. PROGRAM TIME RATES
5 min 10 min 1/4 hr 1/2 hr 1 hr
1 x.....7.80 12.30 15.60 30.00 48.00
52 x.....6.10 9.60 12.20 23.40 37.45
156 x.....4.30 6.85 8.55 16.80 26.85
280 x.....3.40 5.40 7.15 13.15 21.00
312+.....3.20 4.75 6.40 11.45 18.35

GREENEVILLE (2 AM; 1 FM)

Greene County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WGRV

1947

NAB

Media Code 4 244 3640 0.00
Radio Greenville, Inc., Box 243, Greeneville, Tenn.
37743. Phone 615-638-4147.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul O. Metcalfe.
Assistant Manager—Hugh Pickel.
Sales Manager—LeRoy Moon.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4d, 5, 6a, 7b, 8.
Rate Protection: 11h, 13h, 14h.

Basic Rates: 20a, 23a, 25a, 29a.
Contracts: 40a, 44b, 45, 47a, 48.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a, 73a.

Prod. Services: 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 11/1/68—Rec'd 9/25/68.

A-6-8:30 am, 11 am-1 pm & 3:30-7 pm.
B-6-8 am, 8:30-11 am & 1-3:30 pm.
C-7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	A	B	C	A	B	C
1 x.....	2.75	2.45	2.25	2.20	1.95	1.75
26 x.....	2.85	2.55	2.15	2.10	1.85	1.65
52 x.....	2.55	2.25	2.05	2.00	1.75	1.55
65 x.....	2.45	2.15	1.95	1.90	1.65	1.45
180 x.....	2.35	2.05	1.85	1.80	1.55	1.35
156 x.....	2.25	1.95	1.75	1.70	1.45	1.25
280 x.....	2.15	1.85	1.65	1.60	1.35	1.15
312 x.....	2.05	1.75	1.55	1.50	1.25	1.05
624 x.....	1.95	1.65	1.45	1.40	1.15	.95
936 x.....	1.85	1.55	1.35	1.30	1.05	.85
1248 x.....	1.75	1.45	1.25	1.20	.95	.75

	10 sec			10 sec		
	A	B	C	A	B	C
1 x.....	2.05	1.75	1.55	1.65	1.55	1.45
26 x.....	1.95	1.65	1.45	1.55	1.45	1.35
52 x.....	1.85	1.55	1.45	1.45	1.35	1.25
65 x.....	1.75	1.45	1.35	1.35	1.25	1.15
180 x.....	1.65	1.35	1.25	1.25	1.15	1.05
280 x.....	1.55	1.25	1.15	1.15	1.05	.95
312 x.....	1.45	1.15	.95	.95	.85	.75
624 x.....	1.35	1.05	.85	.85	.75	.65
936 x.....	1.25	.95	.75	.75	.65	.55
1248 x.....	1.15	.85	.65	.65	.55	.45

7. PACKAGE PLANS
PER WK: 16 ti 24 ti 30 ti 36 ti
1.50 1.45 1.40 1.35
30 sec.....1.05 1.00 .95 .90

Weekly schedule equally distributed within at least 3 of 4 days; Sun, Mon, Tues or Wed. Daily schedule equally distributed within A, B and C.

8. PROGRAM TIME RATES
1 x.....1.85 1/2 hr 1/4 hr 10 min 5 min
26 x.....24.50 16.50 9.75 7.75 5.75
52 x.....24.00 16.25 9.25 7.50 5.50
65 x.....23.50 16.00 9.00 7.00 5.85
180 x.....21.00 14.50 8.50 6.50 4.75
156 x.....19.00 13.50 8.00 6.00 4.90
280 x.....18.00 12.00 7.50 5.50 4.00
312 x.....17.50 11.50 7.00 5.00 3.50

WO FM (FM)

1958

Media Code 4 244 3710 1.00
Radio Greenville, Inc., Box 243, Greeneville, Tenn.
37743. Phone 615-639-1831. TWX 639-1831.

1. PERSONNEL
President—Paul O. Metcalfe.
General Manager—Ray Smith.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
ERP 28,500 w.; 94.9 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 245 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4d, 5, 6a, 7b, 8.
Rate Protection: 11h, 13h, 14h.

Basic Rates: 20a, 23a, 25a, 29a.
Contracts: 40a, 44b, 45, 47a, 48.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a, 73a.

Prod. Services: 82.

TIME RATES
No. 3 Eff 8/1/68—Rec'd 3/28/69.
A-7-8 am, 11:30 am-1 pm & 5:45-10 pm.
B-6-7 am, 8-11:30 am, 1-5:45 pm & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 min 30 sec CLASS A
1 x.....2.50 1.70 260 x.....1.65 1.10
26 x.....2.20 1.60 312 x.....1.50 1.00
52 x.....2.05 1.50 624 x.....1.35 .90
180 x.....1.90 1.30 936 x.....1.25 .80
156 x.....1.80 1.20

Class B: A rate less 15%.

8. PROGRAM TIME RATES
CLASS A: 1 hr 1/2 hr 1/4 hr
52 x.....10.00 6.50 4.00
156 x.....9.00 5.75 3.50
364 x.....8.00 5.00 3.00

Class B: A rate less 15%.

10. SPECIAL FEATURES
NEWS AND SPECIAL FEATURE
CLASS A: 1 hr 1/2 hr 1/4 hr 5 min
52 x.....15.00 10.00 5.50 3.50
156 x.....10.60 7.00 4.75 3.00
364 x.....9.00 6.00 4.00 2.00

Class B: A rate less 15%.

WSMG

1961

NAB

Media Code 4 244 3780 4.00
Greene County Broadcasting Co., Inc., Box 737, 105-1/2 Depot St., Greeneville, Tenn. 37743. Phone 615-638-8188.

1. PERSONNEL
President—R. C. Turrentine, Jr.
Station Manager—Glen W. Scott.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
250 w. days; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight Mon thru Sat; 7:00 am-10:00 pm Sun. EST.

4. AGENCY COMMISSION
Net to station; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15b.

Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 28b, 28c, 30.
Contracts: 40a, 45, 46, 47a, 47b, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60b, 61b, 62d.
Cancellation: 70b, 70d, 71a, 73b.

Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/67—Rec'd 9/6/67.

6. SPOT ANNOUNCEMENTS
PER
YR DAY: 1x 26x 52x 156x 260x 365x 730x 1095x
1 min 3.00 2.75 2.50 2.25 2.20 1.50 1.35 1.25

7. PACKAGE PLANS

Less than 30, ea 1.80.
Within 30 days: 30 ti 60 ti 90 ti
1.60 1.45 1.30

8. PROGRAM TIME RATES
25x 52x 156x 260x
1 hr.....40.00 38.00 32.00 28.00 24.00
1/2 hr.....20.00 18.00 18.00 14.00 12.00
1/4 hr.....10.00 9.00 8.00 7.00 6.00
5 min.....6.75 5.75 5.00 4.50 4.00

HARRIMAN

Roane County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WHBT

1947

Media Code 4 244 3850 5.00
Follows Broadcasting Co., Inc., Box 221, Harriman, Tenn. 37748. Phone 882-1600.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth J. Crosthwait.
Vice-President—William R. Carrigan.
Station Manager—Grant E. Roberts.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
5,000 w. days; 1800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b, 13b, 14b.

Basic Rates: 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective February 15, 1963. (Card No. 5)
Rates received March 4, 1963.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
Flat.....2.50 2.00 1248 ti.....1.90 1.50
312 ti.....2.25 1.85 1872 ti.....1.65 1.25
624 ti.....2.15 1.75

7. PACKAGE PLANS
(as used in 7 days)
1 ti.....2.50 2.00 60 ti.....2.00 1.60
30 ti.....2.25 1.85 80 ti.....1.85 1.45
40 ti.....2.15 1.75 100 or more ti 1.65 1.25

8. PROGRAM TIME RATES
1/4 hr 10 min 5 min
1 ti.....21.18 16.48 12.95
52 ti.....16.95 13.18 10.34
156 ti.....14.85 11.53 9.08
280 ti.....12.71 9.89 7.76
600 ti.....11.65 9.06 7.12
1000 ti.....10.59 8.24 6.48

HARTSVILLE

Trousdale County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WJMK

1966

Media Code 4 244 3880 2.00
Hartsville Broadcasting Corp., Marlene St., Hartsville, Tenn. 37074. Phone 615-374-2111.

1. PERSONNEL
Pres., Sta. & Sales Mgr.—Chester J. Davis.
Program Director—Linda Porter.

2. REPRESENTATIVES
250 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

3. FACILITIES
15% time only. Payable by 10th of month.

4. AGENCY COMMISSION
15% time only. Payable by 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.

Basic Rates: 20a, 22a, 24b, 25b, 28c, 33c.
Contracts: 42a, 44a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60f, 61c.
Cancellation: 70a, 72.
Prod. Services: 82.

Affiliated with American Information Network.

TIME RATES
ET Rec'd 7/21/67.

6. SPOT ANNOUNCEMENTS
1 min 30 sec 1 min 30 sec
1 x.....3.53 2.94 312-364 x.....1.88 1.59
26-30 x.....2.24 1.94 624-728 x.....1.82 1.53
78-90 x.....2.12 1.82 1248-1456 x.....1.79 1.47
156-180 x.....2.00 1.71

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x.....40.59 24.71 16.47 13.82 8.24
26-30 x.....34.71 20.59 13.82 11.47 6.82
78-90 x.....30.00 17.85 12.08 10.00 6.06
156-180 x.....28.47 15.88 10.59 8.53 5.28
312-364 x.....21.76 14.71 9.12 7.06 4.59

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
(at :30)
26-30 x.....5.19 312-364 x.....4.24
78-91 x.....4.71 624-728 x.....4.00
156-182 x.....4.47

1-MINUTE HEADLINE NEWS
(at :30)
26-30 x.....3.53 312-364 x.....3.06
78-91 x.....3.53 624-728 x.....2.82
156-182 x.....3.29

HENDERSON

Chester County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WHHM

1967

NAB

Media Code 4 244 3900 8.00
Dixie Broadcasting Co., Inc., Box 203, 103 Main St., Henderson, Tenn. 38340. Phone 901-989-4181.

1. PERSONNEL
General Manager—Don Fenimore.
Program Director—Donald Earl Holmes.
News Director—Bill Coatsney.

(This listing continued on next page)

2. REPRESENTATIVES

R. S. Crane Company, Inc.
3. FACILITIES
250 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable by 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.

Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24a, 25a, 26, 27, 28a, 28b, 29b, 30, 31, 32a.
Contracts: 40a, 43, 44b, 45, 47a, 48, 51b.
Comb.: Cont. Discounts: 60f, 61a, 61b, 61c, 62d.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 9/1/68—Rec'd 9/11/68.

6. SPOT ANNOUNCEMENTS
PER MO: 1 ti 4 ti 8 ti 16 ti 30 ti 60 ti 100 ti
1 min/less.....5.00 4.50 4.00 3.00 2.75 2.50 2.00

Jackson—WDX—Continued

1. PERSONNEL
Executive Vice-President—J. Kenneth Marston.
General Manager—Charles H. Stimms.
National & Regional Sales—Jim Hoppers.

2. REPRESENTATIVES
Call Jim Hoppers collect.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc.
Directional—nighttime only.
Operating schedule: 5:00-12:05 am. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21c, 22a, 22b, 23a, 24b,
25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44a, 44d, 45, 46, 47a, 48,
51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61a,
62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Dixie Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 11/29/67.

6. SPOT ANNOUNCEMENTS

1 x	4.70	3.75	260 x	2.85	2.10
26 x	4.10	3.30	312 x	2.35	1.80
104 x	3.80	3.00	520 x	2.25	1.75
156 x	3.25	2.80	1000 x	2.10	1.70

(*) 30 sec or less.

6. PROGRAM TIME RATES

1 hr.	70.60	53.00	35.30	30.60	27.00	23.50
1/2 hr.	35.25	31.50	18.80	16.50	15.30	11.75
1/4 hr.	23.50	21.20	11.75	10.60	10.00	8.25
10 min.	17.65	15.90	9.40	8.25	7.35	6.15
5 min.	14.10	12.70	6.45	5.90	5.00	4.40

WJAK

1955



Media Code 4 244 4060 0.00
Jackson Broadcasting Enterprises, Inc., 416 Airways
Blvd., Jackson, Tenn. 38301. Phone 901-424-1460.

1. PERSONNEL
President—Robert G. Blow.
Station Manager—Tom Mapes.
Program Director—Bob Sunday.

2. REPRESENTATIVES
Savall/Gates, Inc.
R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a,
26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47c, 49,
51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Rates effective April 1, 1963. (Card No. 2.)
Card received March 7, 1963.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	5.00	4.00	156 ti	4.00	3.20
2 ti	4.75	3.80	260 ti	3.75	3.00
52 ti	4.50	3.60	312 ti	3.50	2.80
104 ti	4.25	3.40			

7. PACKAGE PLANS
WEEKLY PACKAGE PLANS

15 ti	1 min 30 sec	3.25	2.50	25 ti	2.75	2.20
20 ti	3.00	2.40	30 or more	2.50	2.00	

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
1 x	40	24	16	12
26x—5%	104x—15%	260x—25%		
52x—10%	156x—20%			

WTJS

1931



WTJS-FM

1947



Subscriber to the NAB Radio Code
Media Code 4 244 4130 1.00
Sun Publishing Co., Box 1119, 255 W. LaFayette
St., Jackson, Tenn. 38301. Phone 901-427-3316.

STATION'S PROGRAMMING DESCRIPTION
WTJS: Programmed for general interest.
Emphasis on farm news 5-6 am. Radio personalities
handle all programs. NEWS: 5 min every 30 min.
on hour and half hour. Sports shorts at :10 & :40.
Weather news at :20 & :50. Farm news at 5:30 am
& 11:30 am daily. Play-by-play of major league
baseball, college football, high school football games
of 3 schools, high school and college basketball, All
Star game and World Series. Local news staff. Direct
lines to all news centers. AP news. Contact Representa-
tive for further details. Rec'd 7/31/68.

1. PERSONNEL
Vice-President—Frank S. Proctor.
Manager—Leslie R. Brooks.

2. REPRESENTATIVES
Watson Broadcasting Sales Corporation.
South—C. K. Beaver & Associates, Inc.
West—Harlan G. Oakes, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 kc.
Directional—night only.
Operating schedule: 5-1 am. CST.

September 1, 1969

FM FACILITIES
ERP 50,000 w.; 104.1 mc.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
23b, 24b, 24c, 26, 28a, 28c, 29a, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i,
61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS Radio Network.

TIME RATES
Rates effective January 1, 1956. (Card No. 8.)
Rates received January 24, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	50.00	30.00	20.00	15.00	10.00	5.00	4.00
13 times	47.50	28.50	19.00	14.25	9.50	4.75	3.80
26 times	45.00	27.00	18.00	13.50	9.00	4.50	3.60
52 times	42.50	25.50	17.00	12.75	8.50	4.25	3.40
104 times	40.00	24.00	16.00	12.00	8.00	4.00	3.20
208 times	37.50	22.50	15.00	11.25	7.50	3.75	3.00
260 times	35.00	21.00	14.00	10.50	7.00	3.50	2.80
312 times	32.50	19.50	13.00	9.75	6.50	3.25	2.60
500 times							
10-second announcements—50% of the 30-second rate at earned frequency.							

Run-of-schedule announcements placed approximately as ordered, subject to reschedule without notice:
10 per week: 40% discount from one-time rate.
20 per week: 45% discount from one-time rate.
30 or more per week: 50% discount from one-time rate.

JAMESTOWN

Fentress County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WJLC

1957



Subscriber to the NAB Radio Code
Media Code 4 244 4200 2.00
Jamestown Broadcasting Co., Inc., Box 130, White
Oak Rd., Jamestown, Tenn. 38557. Phone 615-
879-2825.

1. PERSONNEL
General Manager—Howard Ray Cravens.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4b.
Cancellation: 73b.
Contracts are not transferable.
Specified time is governed by availability and priority; programs held priority over announcements.
Affiliated with Keystone Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1959. (Card No. 2.)
Card received November 20, 1959.
Rev. rates rec'd November 7, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

Per week:	hr.	hr.	hr.	min.	min.
5 or less times	25.00	12.75	7.60	4.00	3.00
6-10 times	20.00	10.00	5.00	3.00	2.00
11-24 times	20.00	10.00	5.00	3.00	1.50
24 or more times	20.00	10.00	5.00	3.00	1.25

JEFFERSON CITY

Jefferson County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WJFC

1961

Subscriber to the NAB Radio Code
Media Code 4 244 4270 5.00
Jefferson County Broadcasting Co., Inc., Box 271,
Dandridge Hwy. Jefferson City, Tenn. 37760.
Phone 615-475-3825.

1. PERSONNEL
President—Paul O. Metcalfe.
Vice-President & Gen'l Mgr.—Wayne Roberts.
Program Director—Keith Craig.

3. FACILITIES
500 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 21a, 22b, 23b, 25a, 26, 28b, 28c.
Contracts: 40a, 42b, 47a.
Comb.; Cont. Discounts: 60i.
Cancellation: 72.
Prod. Services: 81, 82.

TIME RATES
ET—Rec'd 6/1/67.

6. SPOT ANNOUNCEMENTS

PER MO:	12 ti	25 ti	50 ti	100 ti	200 ti
1 min.	3.25	2.15	2.00	1.85	1.70
30 sec: 1-min less	.10	10 sec: 1-min less	.20		

8. PROGRAM TIME RATES

1 ti	1 hr	1/2 hr	1/4 hr	10 min	5 min
26 ti	25.00	17.50	10.00	8.00	6.00
52 ti	24.50	16.50	9.75	7.75	5.75
65 ti	24.00	16.25	9.25	7.50	5.50
130 ti	23.50	16.00	9.00	7.00	5.25
156 ti	21.00	14.50	8.50	6.50	4.75
260 ti	19.00	13.50	8.00	6.00	4.50
312 ti	18.00	12.00	7.50	5.50	4.00
	17.50	11.50	7.00	5.00	3.50

JOHNSON CITY (2 AM; 1 FM)

Washington County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WETB

1947



Media Code 4 244 4340 6.00
Press, Inc., Press Bldg., Johnson City, Tenn.
Studio: RFD, Johnson City, Tenn. 37602.

1. PERSONNEL
President—Carl A. Jones.
Manager—Arthur Kelsey.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1000 w. days; 790 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/10 time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b 21a, 21b, 21d, 22a, 23a, 24c, 25a,
28b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 60h,
60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES
Rates effective January 1, 1961.
Rates received November 21, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2 hr.	1/4 hr.	5 min.	1 min.
Flat	30.00	19.00	10.00

WEEKLY ANNOUNCEMENTS

Per week:	5 times	30 times	93.00
	10 times	55.00	30 times
	15 times	75.00	120.00

30 seconds—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.

DISCOUNTS

26 weeks	5%	52 weeks	10%
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10. SPECIAL FEATURES
5 MINUTE NEWSCAST PACKAGE
Per week: 8.00 5 times 6.00
3 times

WJCW

1936



Subscriber to the NAB Radio Code
Media Code 4 244 4410 7.00
Tri-Cities Broadcasting, Inc., Box 569, Princeton
Tid., Johnson City, Tenn. 37601. Phone 615-926-
6167.
Other office: 1233 Indian Hill Dr., Bristol, Tenn.
Phone 968-2934.

STATION'S PROGRAMMING DESCRIPTION
WJCW: Programmed for young adults and adults.
5-7 am. farm, air personality, 7-9 am air personality,
time, news, temperatures, 9-10 am, women personality,
10-noon news and network features. Noon-2 pm. air
personality and farm news. 2-6 pm. air personality,
news, sports, traffic information. 6-8 pm, news, sports
features and network. 8-12M, top 40 music. SPORTS:
college and high school football, basketball and base-
ball. Professional football, NASCAR racing, MDSIC:
country and gospel 10 hours, M-F. Progressive rock
rest of time except top 40, 8-12M. Contact Representa-
tive for further details. Rec'd 6/25/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Wilson.
Sales Manager—Roger L. Matney.
Operations Manager—Charles Bonale.

2. REPRESENTATIVES
Jack Masla & Company, Inc.
David Carpenter Company.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 910 kc.
Directional—nighttime only.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/10.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c,
25a, 26, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.

TIME RATES
No. 2 ET 1/1/67—Rec'd 7/24/67.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10'
13 x	15.00	10.00	7.50
26 x	14.25	9.50	7.25
52 x	13.50	9.00	7.00
104 x	12.75	8.50	6.75
208 x	12.00	8.00	6.50
260 x	11.25	7.50	6.25
312 x	10.50	7.00	6.00
	9.75	6.50	5.75
	9.00	6.00	5.50

TENNESSEE

7. PACKAGE PLANS

PER WK:	SATURATION	PACKAGE	10 ti	15 ti	20 ti	25 ti
ca	7.50	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
90	54	36	24

WJCV-FM

1946



Media Code 4 244 4411 5.00
Tri-Cities Broadcasting Inc., Box 569, Johnson City,
Tenn. 37601. Phone 615-926-6167.
Studio: Princeton Rd., North Johnson City, Tenn.
37602.

STATION'S PROGRAMMING DESCRIPTION
WJCV-FM: Programmed separately from WJCV.
Programmed for all people, with middle-of-the-road
music beginning at 7 am-12M. Contact Representative
for further details. Rec'd 6/24/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Wilson.

2. REPRESENTATIVES
Jack Masla & Company, Inc.

3. FACILITIES
ERP 65,000 w.; 101.5 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 1400 ft. above average terrain.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL RATE POLICY
Rates effective March, 1964.
Rates received January 26, 1965.

6. SPOT ANNOUNCEMENTS
(Maximum frequency—1 announcement every 10 minutes.)

1 ti	30 sec	1 min	1 30 sec
13 ti	5.00	3.50	104 ti
26 ti	4.00	3.00	260 ti
52 ti	3.50	2.50	312 ti
	3.00	2.00	

7. PACKAGE PLANS
35 buys within one week earns 312 rate given below.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	25.00	17.50	10.00	8.00
13 ti	24.00	16.50	9.00	7.50
26 ti	23.00	15.50	8.00	7.00
52 ti	22.00	14.50	6.00	4.50
104 ti	21.00	13.50	6.00	4.00
260 ti	20.00	12.50	5.00	4.00
312 ti	18.00	10.50	4.00	3.50



Sorry, I'll have to call you back. Somebody around here swiped my copy of Standard Rate.

Why annoy the client and embarrass yourself? See to it that the "rascal" down the hall gets his own subscription! It actually costs very little.

Keep up to date . . . with Standard Rate

Subscription Department
Standard Rate & Data Service
5201 Old Orchard Rd., Skokie, Ill. 60076

TENNESSEE

JONESBORO

Washington County—Map Location L-4
See SIDS consumer market map and data at beginning of the State

WJSO

1958



Media Code 4 244 4510 4.00
Thomas Enterprises, Inc., Box 5188, Johnson City, Tenn. 37604. Phone 615-926-3121.

STATION'S PROGRAMMING DESCRIPTION
WJSO: Programmed for adults and young adults, 2 or more air personalities for each program segment. NEWS: at :55 hourly, national, international, local, mobile from 4 units. SPORTS: at :15 hourly, personal interviews of sport figures. Remotes: done several times weekly. Stock markets: 1 pm & 5 pm live. Livestock news: 8:15 am & 12:15 pm. Sign-on: 7 am country music, news and weather for farm households, 7-10 am, middle-of-the-road music, news, weather, time checks, civic announcements, 10 am-noon, top pop with information for housewives. Noon-1 pm top pop, market, livestock news, 1-3 pm top pop, 3-5 top 40, 5 pm-sign-off middle-of-the-road music, news features. Contact Representative for further details. Rec'd 9/30/68.

- PERSONNEL**
President—Norman A. Thomas.
Exec. Vice-President—Norman A. Thomas, Jr.
- REPRESENTATIVES**
Gill-Perna, Inc.
Southeast—Harry Harkins, Inc.
Southwest—Mario Messina Company.

- FACILITIES**
5,000 w. days; 1690 kc. Non-directional.
Operating schedule: 8:00 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24c, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82, 82.

TIME RATES

No. 5 Eff 9/1/68—Rec'd 9/12/68.

6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	ID's
13 x	15.00	12.00	7.50
25 x	14.00	11.20	7.00
52 x	13.50	10.80	6.75
104 x	12.00	9.60	6.00
156 x	11.00	8.80	5.50
260 x	10.00	8.00	5.00
512 x	9.00	7.20	4.80

7. PACKAGE PLANS				
PLANS, PER WK:	6	12	18	24
1 min.	8.50	7.50	6.50	6.00
DISCOUNTS				
13 wk—5%	26 wk—10%	39 wk—15%	52 wk—20%	

8. PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	5 min
1 x	80	54	38	24
DISCOUNTS				
13x—5%	52x—15%	156x—25%	260x—35%	

KINGSPORT (3 AM; 1 FM)

Sullivan County—Map Location M-3
See SIDS consumer market map and data at beginning of the State.

WGOC

1967



Media Code 4 244 4530 2.00
J. T. Parker Broadcasting Corp., Box 1369, Kingsport, Tenn. 37660. Phone 615-247-7131.

- PERSONNEL**
President—J. T. Parker, Jr.
General Manager—Phil Roberts.
Sales Manager—Truman Conley, Jr.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
- FACILITIES**
1,000 w. 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0: payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11, 12c, 13g, 14g, 15b, 16.
Basic Rates: 20a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 28c, 33d.
Contracts: 40a, 42a, 42c, 43, 45, 47c, 51c.
Comb.: Cont. Discounts: 60a, 80c, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff 8/4/69. Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS						
EA:	1x	26x	52x	104x	208x	312x
1 min.	7.50	7.25	7.00	6.75	6.50	6.25
30 sec:	80%	1-min.	10 sec:	50%	1-min.	

7. PACKAGE PLANS					
PER WK:	5 ti	10 ti	20 ti	30 ti	
1 min.	7.00	6.50	6.00	5.50	
30 sec:	5.80	5.20	4.80	4.40	
DISCOUNTS					
13 wk—5%	26 wk—10%				

8. PROGRAM TIME RATES					
	1x	13x	26x	52x	
1/2 hr.	30.00	28.50	27.00	25.50	
1/4 hr.	18.00	17.00	16.00	15.00	
5 min.	12.00	11.50	11.00	10.50	

WKIN

1951

Media Code 4 244 4550 0.00
WKIN, Inc., E. Market and Wexler Sts., Kingsport, Tenn. 37660. Phone 615-246-8131.

- PERSONNEL**
President—Cy Bahakel
Manager—Lew Sadler.
Commercial Manager—Randy Webb.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%: payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 61a, 61b, 62b, 62a.
Cancellation: 71a, 73a.

TIME RATES

Rates effective January 1, 1960.
Rates received January 27, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.
1 time	45.00	30.00	18.00	11.00	6.75
13 times	42.50	28.50	15.80	10.00	6.50
26 times	40.00	27.00	15.80	9.50	6.25
52 times	38.50	26.50	15.40	9.00	6.00
104 times	36.00	25.50	15.20	8.50	5.75
156 times	34.50	25.00	15.10	8.00	5.50
208 times	34.50	25.00	15.10	7.50	5.00
260 times	34.00	24.50	15.00	6.75	4.75

WKPT and WKPT-FM

1940

1948

NBC Radio Network



Subscriber to the NAB Radio Code

Sold in Combination Only: Programmed Separately.
Media Code 4 244 4620 1.00
Holston Valley Broadcasting Corp., Box 569, Kingsport, Tenn. 37660.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Robert I. Ratcliff.
Vice-Pres. & Sta. Mgr.—Phil J. Weaver.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-12:05 am EST.
FM-ERP 45,000 w.; 98.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 970 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10g, 11g, 14g.
Basic Rates: 20b, 21a, 22a, 25c, 26, 29b.
Contracts: 40a, 40c, 42a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES

WKPT and WKPT-FM COMBINATION
Eff—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS					
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min.	9.00	8.50	8.25	8.00	7.75
30 sec or less: 80% of 1-min. 10 sec or less: 50% of 1-min.					

8. PROGRAM TIME RATES					
WKPT-AM & WKPT-FM COMBINATION	5 min	1-1/2x	1-min.		
CONSECUTIVE WEEK DISCOUNT					
52 wk—10%					

WKPT-FM

1948



Sold in combination only: Programmed Separately.
Media Code 4 244 4621 9.00
Holston Valley Broadcasting Corp., Box 569, Kingsport, Tenn. 37660.

- STATION'S PROGRAMMING DESCRIPTION**
WKPT-FM: Modern country music 24 hours a day.
AIR PERSONALITIES in all segments. Simulcasts network and local news. Live high school and college football and basketball. Contact Representative for further details. Rec'd 12/30/68.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Robert I. Ratcliff.
Vice-Pres. & Sta. Mgr.—Phil J. Weaver.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
ERP 45,000 w.; 98.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 970 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
See WKPT listing for coded regulations.
Affiliated with NBC.

TIME RATES

Sold in combination with WKPT.
See that listing for rates.

KNOXVILLE (9 AM; 3 FM)

(including Colonial Village)

Knox County—Map Location J-4
See SIDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WATE

1927

KNOXVILLE



Subscriber to the NAB Radio Code

Media Code 4 244 4690 4.00
Nationwide Communications, Inc., 1306 Broadway, N. E. Knoxville, Tenn. 37917. Phone 615-524-4051. TWX 615-546-0023.

- STATION'S PROGRAMMING DESCRIPTION**
WATE: Programmed for adults and family.
FARM: 5:05-6 am, farm director interviews, country agent reports, market and agriculture news and daily features. Entertainment: 6:05 am-8 pm, air personalities; audience involvement, middle-of-the-road music. Entertainment: 8:05 pm-1 am, standards, showtunes, film music, predominately instrumental, middle-of-the-road music. NEWS: 5-1/2 min network news on hour, 7 times daily. 5 min local news highlights 2 min before hour and 5 min at 6 am, 6:30 am, 7:30 am, 8:30 am, 12:30 pm, 3:30 pm, 4:30 pm, 5:30 pm, 6:30 pm, 12M & 1 am, 7 man news department, 3 mobile units, 2 equipped with 2 way radio, 16 area stringer reporters. SPORTS: daily, and as frequent as needed, news of sports world, football games live followed by score show for 2 hours. Contact Representative for further details. Rec'd 8/11/67.

- PERSONNEL**
General Manager—J. T. McCloud.
Program Director—John H. Reese.
National Sales Manager—Russell W. Hillis.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
5,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 5-12:05 am EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14a.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a.
Contracts: 40a, 42a, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60d, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES

No. 21 Rev 8/1/60—Rec'd 7/9/69.

7. PACKAGE PLANS					
PER WK:	CLASS AAA	CLASS AA	CLASS A	CLASS B	CLASS C
1 min.	17.00	18.00	19.00	20.00	22.00
30 sec.	12.75	13.50	14.25	15.00	16.50
CLASS AA					
1 min.	13.00	14.00	15.00	16.00	18.00
30 sec.	8.75	10.50	11.25	12.00	13.50
CLASS A					
1 min.	11.00	12.00	13.00	14.00	16.00
30 sec.	8.25	9.00	9.75	10.50	12.00
CLASS B					
1 min.	9.00	10.00	11.00	12.00	14.00
30 sec.	6.75	7.50	8.25	9.00	10.50
10 sec: 50% of 1-min.					

8. PROGRAM TIME RATES					
PER WK:	CLASS AAA	CLASS AA	CLASS A	CLASS B	CLASS C
1 min.	17.00	18.00	19.00	20.00	22.00
30 sec.	12.75	13.50	14.25	15.00	16.50
CLASS AA					
1 min.	13.00	14.00	15.00	16.00	18.00
30 sec.	8.75	10.50	11.25	12.00	13.50
CLASS A					
1 min.	11.00	12.00	13.00	14.00	16.00
30 sec.	8.25	9.00	9.75	10.50	12.00
CLASS B					
1 min.	9.00	10.00	11.00	12.00	14.00
30 sec.	6.75	7.50	8.25	9.00	10.50
10 sec: 50% of 1-min.					

9. ROTATING PACKAGE PLANS					
PER WK:	CLASS AAA	CLASS AA	CLASS A	CLASS B	CLASS C
1 min.	17.00	18.00	19.00	20.00	22.00
30 sec.	12.75	13.50	14.25	15.00	16.50
CLASS AA					
1 min.	13.00	14.00	15.00	16.00	18.00
30 sec.	8.75	10.50	11.25	12.00	13.50
CLASS A					
1 min.	11.00	12.00	13.00	14.00	16.00
30 sec.	8.25	9.00	9.75	10.50	12.00
CLASS B					
1 min.	9.00	10.00	11.00	12.00	14.00
30 sec.	6.75	7.50	8.25	9.00	10.50
10 sec: 50% of 1-min.					

10. 52-WEEK DISCOUNT					
PLAN:	1	11	111		
6-10 am	9	6	4		
10 am-3 pm	9	6	5		
3-7 pm	9	6	5		
7 pm-midnight and/or wknds.	9	6	4		
PER WK, EA:	36 ti	24 ti	18 ti		
1 min.	9.00	10.00	11.00		
30 sec.	6.75	7.50	8.25		
10 sec.	4.50	5.00	5.50		

No further discount.
Spots between two rate classifications take higher rate.
Spots and programs may not be combined for frequency discounts.
All Rotating Plan spots in all categories combinable. Minutes, 30, 20 and 10 seconds may be counted to help earn frequency discounts on 10-second spots; but 10-second spots may not be counted to help earn frequency discounts on minutes, 30 and 20 seconds.

8. PROGRAM TIME RATES						
	1x	26x	52x	104x	156x	260x
1 hr.	125	95	90	85	80	75
1/2 hr.	75	57	54	51	48	45
1/4 hr.	45	38	36	34	32	30
5 min.	25	23	21	19	17	15

WBIR

1941

KNOXVILLE



Subscriber to the NAB Radio Code

Media Code 4 244 470 5.00
Multimedia Broadcasting Co., 1513 Hutchinson Ave., Knoxville, Tenn. 37917. Phone 615-525-8101. TWX 615-

Knoxville—W B I R-FM—Continued

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	
1 x	5.00	4.00	3.00
2x	4.80	3.80	2.80
5x	4.60	3.60	2.60
10x	4.40	3.40	2.40
15x	4.20	3.20	2.20
20x	4.00	3.00	2.00
31x	3.80	2.80	1.80
50x	3.60	2.60	1.60
100x	3.40	2.40	1.40

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
Flat	60	30	20	15

DISCOUNTS

13x-5%	52x-15%	156x-25%
26x-10%	104x-20%	260x-30%

Announcements and programs may not be combined to earn lower rate.
No contracts accepted for periods longer than 52 weeks.

WEZK (FM)

1967
KNOXVILLE
RAB

Media Code 4 244 4830 6.00
South Central Broadcasting Corp., Sharp's Ridge, Memorial Park Rd., Knoxville, Tenn. 37901. Phone 615-687-2312.

1. PERSONNEL

Pres. & Gen'l Mgr.—John A. Englebrecht.
Station Manager—Rudolph L. Ennis.

2. REPRESENTATIVES

Savelli/Cates, Inc.

3. FACILITIES

ERP 100,000 w.; 97.5 mc.
Operating schedule: 24 hrs Mon thru Sat; 1 am sign-off Sun, EST.
Antenna ht.: 1128 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time and talent; dual on lat.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 3/1/67—Rec'd 3/7/67.

1 min	6.00	5.00	156x	4.80	4.00
2x	5.70	4.75	260x	4.50	3.75
5x	5.40	4.50	312x	4.20	3.50
10x	5.10	4.25	1000x	3.90	3.25

8. PROGRAM TIME RATES

1 hr	25x	52x	104x	156x	260x	312x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00

WIVK
1953
KNOXVILLE
RAB

Subscriber to the NAB Radio Code

Media Code 4 244 4970 0.00
Dick Broadcasting Co., Inc., Box 10207, 6711 Kingston Pike, Knoxville, Tenn. 37919. Phone 615-588-6511.

1. PERSONNEL

President—James A. Dick.
General Manager—Claude Tomlinson.
National Sales Manager—Ken Russell.

2. REPRESENTATIVES

Stone Representatives, Inc.

3. FACILITIES

50,000 w. days; 850 kc. Directional.
550 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WIVK-FM.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21b, 22b, 23a, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 48.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a.
Prod. Services: 82.

TIME RATES

ET 9/1/68—Rec'd 7/30/68.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA			
1 min	25.00	20.00	12.50
5x	24.00	19.20	12.00
10x	23.00	18.40	11.50
15x	22.00	17.60	11.00
20x	21.00	16.80	10.50
31x	20.00	16.00	10.00
50x	19.00	15.20	9.50
100x	18.00	14.40	9.00
CLASS AA			
1 min	22.00	17.80	11.00
5x	21.00	16.80	10.50
10x	20.00	16.00	10.00
15x	19.00	15.20	9.50
20x	18.00	14.40	9.00
31x	17.00	13.60	8.50
50x	16.00	12.80	8.00
100x	15.00	12.00	7.50

1 min	20/30	10 sec	
1 x	15.00	12.00	7.50
5x	14.00	11.20	7.00
10x	13.00	10.40	6.50
15x	12.00	9.60	6.00
20x	11.00	8.80	5.50
31x	10.00	8.00	5.00
50x	9.00	7.20	4.50
100x	8.00	6.40	4.00

7. PACKAGE PLANS

SATURATION PACKAGES			
CLASS AAA			
PER WK:	12 ti	18 ti	24 ti
1 min	22.00	21.00	20.00
20/30 sec	17.60	16.80	16.00
10 sec	11.00	10.50	10.00
CLASS AA			
PER WK:	12 ti	18 ti	24 ti
1 min	19.00	18.00	17.00
20/30 sec	15.20	14.40	13.60
10 sec	9.50	9.00	8.50
CLASS A			
PER WK:	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00
20/30 sec	9.60	8.80	8.00
10 sec	6.00	5.50	5.00

Not combinable to earn frequency discounts, and multi-products do not combine unless purchased on 1 contract through 1 agency. Not subject to retro-active discounts. May be cross combined to earn numerical frequency.

TOTAL AUDIENCE PLAN

PER WK:	200.00
12 ti (4AAA, 4AA, 4A)	282.00
18 ti (6AAA, 6AA, 6A)	352.00
24 ti (8AAA, 8AA, 8A)	410.00

10. SPECIAL FEATURES

5 minute newcasts, net. each plus talent..... 1.00

WIVK-FM

1965
KNOXVILLE
NAB

Subscriber to the NAB Radio Code

Media Code 4 244 4971 8.00
Dick Broadcasting Co., Inc. of Tennessee, Box 10207, 6711 Kingston Pike, Knoxville, Tenn. 37919. Phone 615-588-6511.

1. PERSONNEL

President—James A. Dick.
Vice-Pres. & Gen'l Mgr.—Claude Tomlinson.
National Sales Manager—Ken Russell.

2. REPRESENTATIVES

Stone Representatives, Inc.

3. FACILITIES

ERP 100,000 w.; 107.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 390 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sign-off. For simulcast facilities see WIVK.

AGAIN

#1

#1 ADULT SHARES:

6 am-12 Mid.,
M-F; Drivetimes,
6-10 am & 3-7 pm, M-F

#1 1/4-HOUR ADULTS:

6 am-7 pm,
M-F; Drivetimes,
6-10 am & 3-7 pm, M-F

Pulse, Knoxville 3-County Metro,
Mar-Apr '69

WVWV 50,000 WATTS AM
100,000 ERP. FM

KNOXVILLE, TENNESSEE

STONE REPRESENTATIVES, INC.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

See WIVK listing for coded regulations.

TIME RATES

ET 9/1/68—Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS			
1 min	30/20	10 sec	
1 x	15.00	12.00	7.50
5x	14.00	11.20	7.00
10x	13.00	10.40	6.50
15x	12.00	9.60	6.00
20x	11.00	8.80	5.50
31x	10.00	8.00	5.00
50x	9.00	7.20	4.50
100x	8.00	6.40	4.00

7. PACKAGE PLANS

SATURATION PACKAGE			
PER WK:	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00
20/30 sec	9.60	8.80	8.00
10 sec	6.00	5.50	5.00

WJBE

1963
KNOXVILLE
NAB

Media Code 4 244 4990 8.00

JH Broadcasting Ltd., Box 281, 2401 McCalla Ave., Knoxville, Tenn. 37901. Phone 615-546-2210.

1. PERSONNEL

President—James Brown.
Vice-President—Gregory Moses.
Station Manager—Tom Hankerson.

2. REPRESENTATIVES

Greener, Hiken, Sears,
South—Bernard I. Ochs Co.

3. FACILITIES

1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 4/1/68—Rec'd 3/6/68.

6. SPOT ANNOUNCEMENTS			
1 min	6 ti	12 ti	18 ti
1 wk	10.00	8.00	7.00
13 wk	9.00	7.50	6.50
26 wk	8.00	7.00	6.00
40+	12.00	7.00	6.50
30 sec	80% of 1-min.		

WKGN

1947
KNOXVILLE
NAB

McGavren-guild
pgw radio, inc.

Subscriber to the NAB Radio Code

Media Code 4 244 5040 1.00
WKGN, Inc., Box 1750, 2200 W. Cumberland Ave., Knoxville, Tenn. 37901. Phone 615-525-8177.

1. PERSONNEL

President—George P. Mooney.
General Manager—R. E. Crenshaw.
Commercial Manager—Richard Sterchi.

2. REPRESENTATIVES

McGavren-Guild-PGW Radio, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 61a, 61b, 62a.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman and MBS.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective June 1, 1963.
Rates received May 3, 1963.

6. SPOT ANNOUNCEMENTS

DRIVE TIME			
(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)			
PER WK:	22.00	12 ti	20.00
HOUSEWIFE TIME AND EVENING			
(9:00 am-4:00 pm and 7:00-10:00 pm Mon thru Sat)			
Fixed position of	12 ti	18.00	
less than 6 ti	22.00	18 ti	15.00
6 ti	17.00	24 ti	18.00
NIGHTTIME AND SUNDAY			
(10:00 pm-midnight Mon thru Sat; all day Sun)			
6 ti	14.00	18 ti	12.00
12 ti	13.00	24 ti	13.00
DISCOUNTS			
26 consec wk	4%	52 consec wk	8%
Minimum wkly sched of 6 1-min spots 6am-12mid Mon-Sun necessary to maintain consec wk advertising.			

TENNESSEE

7. PACKAGE PLANS

FAMILY PLAN	
6 from 6:00-9:00 am Mon thru Sat.	
6 from 4:00-7:00 pm Mon thru Sat.	
4 from 7:00-10:00 pm Tues thru Fri.	
4 from 9:00 am-4:00 pm Sat.	
4 from noon-6:00 pm Sun.	
24 per wk	ea tot 15.00 \$60.00

PERSONALITY PACKAGE

7 from 6:00-9:00 am Mon thru Sun.	
7 from 9:00 am-noon Mon thru Sun.	
7 from noon-3:00 pm Mon thru Sun.	

TENNESSEE

Knoxville—WNOX—Continued

3. FACILITIES
10,000 w.; 990 kc. Directional—night only.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 28b.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.

TIME RATES

Eff 7/1/64—Rec'd 5/25/64.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA	
(*) 11	611 1211 1811 2411 3011
1 min.	40.00 30.00 28.00 25.00 24.00 20.00 20.00
Sta brks.	32.00 24.00 22.50 20.75 19.25 17.50 16.00
ID's	20.00 15.00 14.00 13.00 12.00 11.00 10.00

CLASS A	
1 min.	25.00 23.00 21.00 18.00 17.00 15.00
Sta brks.	20.00 18.50 16.75 14.50 13.50 12.00
ID's	12.50 11.50 10.50 9.00 8.50 7.50

CLASS B	
1 min.	20.00 18.00 16.00 14.00 13.00 12.00
Sta brks.	16.00 14.50 12.75 11.25 10.50 9.50
ID's	10.00 9.00 8.00 7.00 6.50 6.00

(*) Specified position.
May be cross-combined for maximum frequency.
DISCOUNT

72 wk—8%

2. PROGRAM TIME RATES (5-12:05 am)

	1 hr	1/2 hr	1/4 hr
1 x	100.00	75.00	40.00
26 x	95.00	71.25	38.00
52 x	90.00	67.50	36.00

WROL

1960
KNOXVILLE



Media Code 4 244 5250 6.00
WROL, Inc., 5041 N. Broadway, Knoxville, Tenn.
37918. Phone 687-3621.

STATION'S PROGRAMMING DESCRIPTION
WROL: MUSIC: full time country and western.
SPORTS: professional football, major league baseball, heavy local high school sports, Indy 500 race, golf, track, plus network sports. 8 man air staff available for limited remotes. Contact Representative for further details. Rec'd 4/24/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel P. Thrower.
Program Director—Phil Rainey.

2. REPRESENTATIVES
Adam Young Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES

Rates effective October 1, 1961.
Rates received October 6, 1961.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 time	7.00	5.50	3.50
26 times	6.75	5.40	3.35
52 times	6.50	5.25	3.25
104 times	6.00	4.75	3.00
156 times	5.50	4.50	2.75
260 times	5.00	4.00	2.50
512 times	4.50	3.50	2.25

7. PACKAGE PLANS

1-MINUTE SATURATION PLAN	
For week:	Each Total
4 times	8.50 39.00 30 times 4.25 127.50
12 times	5.00 60.00 38 times 4.00 144.00
18 times	4.75 85.50 50 times 3.50 175.00
24 times	4.50 108.00

WSKT

1961
COLONIAL VILLAGE

Media Code 4 244 5320 7.00
Morgan Broadcasting Co., Box 9030, 6202 Chapman Hwy., South Knoxville, Tenn. 37920. Phone 615-577-4439.

1. PERSONNEL
Owner & Station Mgr.—Harry J. Morgan.

3. FACILITIES
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 60a, 60c, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
Affiliated with MBS.

TIME RATES

Eff 8/1/68—Rec'd 7/11/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	260x
1 min.	20	18	16	12
30 sec.	15	(*)	12	9
10 sec.	10	9	8	6

(*) 13.50.

8. PROGRAM TIME RATES

	1x	13x	52x	260x
1 hr.	150.00	142.50	127.50	112.50
1/2 hr.	90.00	85.50	76.50	67.50
1/4 hr.	60.00	57.00	51.00	45.00
5 min.	30.00	28.50	25.50	22.50

LAFAYETTE

Macon County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WEEN

1958

Subscriber to the NAB Radio Code
Media Code 4 244 5300 0.00
Lafayette Broadcasting Company, Inc., Box 160,
Lafayette, Tenn. 37083. Phone 615-666-2169.

1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—Billie G. Speck.
Asst. Sta. & Sales Mgr.—Jack Williams.

3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21b, 24b, 25a, 26, 28c, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3 Eff 2/1/68—Rec'd 10/7/68.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 x	3.80 74 x 2.50
13 x	3.55 108 x 2.25
26 x	3.20 150 x 2.20
39 x	2.95 260 x 2.05
52 x	2.70 312 x 1.95

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	38.75	24.50	14.60	10.40	7.15
13 x	36.25	22.75	13.80	9.80	6.50
26 x	34.75	20.25	12.15	9.40	6.15
39 x	33.30	19.00	12.35	9.80	6.75
52 x	30.00	17.25	10.95	8.25	5.40
78 x	27.40	16.70	10.30	7.80	5.10
104 x	26.80	14.60	9.60	7.25	4.75
156 x	22.75	13.45	8.90	6.70	4.40
260 x	21.00	12.45	8.15	5.70	4.00
312 x	20.40	10.80	8.00	5.40	3.75

LA FOLLETTE

Campbell County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WLAF

1953

Media Code 4 244 5460 1.00
Campbell County Broadcasting Corp., Fleet Bldg.,
105 N. Fifth, La Follette, Tenn. 37766. Phone
615-562-7848.

1. PERSONNEL
Manager—Hillard Mattie.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10g, 11b, 12b, 13g, 14g.
Basic Rates: 21a, 22a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Affiliated with NAB Radio Network.
Member: Southeastern Key Market Network.

TIME RATES

No. 2 Eff 3/1/67—Rec'd 8/17/67.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 x	3.20 156 x 2.55
13 x	3.10 260 x 2.40
26 x	3.05 312 x 2.25
52 x	2.90 624 x 2.10
104 x	2.70 728 x 1.90

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	37.05	21.20	12.20	5.30
13 x	36.25	20.70	11.90	5.15
26 x	35.20	20.15	11.65	5.05
52 x	33.35	19.10	11.00	4.80
104 x	31.50	18.00	10.35	4.60
156 x	28.65	16.95	9.75	4.25
260 x	26.00	15.90	9.15	3.95
312 x	25.95	14.85	8.55	3.70
624 x	24.10	13.80	7.90	3.45
728 x	22.25	12.70	7.30	3.15

LAWRENCEBURG (1 AM; 1 FM)

Lawrenceburg—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WDXE

1951



Subscriber to the NAB Radio Code
Media Code 4 244 5530 1.00
Lawrenceburg Broadcasting Co., Locke Bldg., N.
Military Ave., Lawrenceburg, Tenn. 38464. Phone
615-762-4411.

STATION'S PROGRAMMING DESCRIPTION
WDXE: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. NEWS:
5 min on hour. Local news 7 am, 12:30 pm & 4 pm.
Noon farm news, farm and home agent and market
reports. Sportscasts 7:10 am & 4 pm. College football,
high school football and basketball. MUSIC: middle-
of-the-road. Country and gospel music 25%. Weather
at 1:15. News staff, UPI, local women's editor. Contact
Representative for further details. Rec'd 11/27/67.

1. PERSONNEL
Executive Vice-President—J. Kenneth Marston.
General Manager—Milton Griffin.
National & Reg'l Sales—Jim Hoppers.

2. REPRESENTATIVES
National & Regional—Call Jim Hoppers collect; Jack-
son, Tenn. Phone 901-427-9611.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b,
16.
Basic Rates: 20a, 20b, 21a, 21c, 22b, 23a, 24b,
25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a,
51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a,
62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KHS and NAB Radio Networks.
Member: The Dixie Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/68—Rec'd 11/29/67.

6. SPOT ANNOUNCEMENTS

	1 min	(*)	1 min	(*)
1 x	4.70	3.75	2.60 x	2.65 2.10
26 x	4.10	3.30	312 x	2.35 1.90
52 x	3.80	3.05	520 x	2.25 1.75
104 x	3.50	2.80	780 x	2.10 1.70
188 x	3.25	2.60	1000 x	2.05 1.60

(*) 30 sec or less.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr.	70.80	53.00	35.30	30.80	27.00	23.50
1/2 hr.	35.25	31.80	18.80	16.50	15.30	11.75
1/4 hr.	23.60	21.20	11.75	10.80	10.00	8.25
10 min.	17.65	15.90	9.40	8.25	7.35	6.15
5 min.	14.10	12.70	6.45	5.90	5.00	4.40

WDXE-FM

1965

Media Code 4 244 5531 9.00
Lawrenceburg Broadcasting Co., Locke Bldg., N.
Military Ave., Lawrenceburg, Tenn. 38464. Phone
615-762-4411.

STATION'S PROGRAMMING DESCRIPTION
WDXE-FM: Programmed for adults and young adults
age 20-50.
NEWS: world news at :25 past hour, local news
at 7 am, 8 pm & 0:45 pm. MUSIC: film music,
showtunes, and standards. SPORTS: high school
football and basketball, and college basketball. News
staff, UPI. AIR PERSONALITIES handle all seg-
ments. Contact Representative for further details.
Rec'd 11/27/67.

1. PERSONNEL
Exec. Vice-Pres.—J. Kenneth Marston.
General Manager—Milton Griffin.
National & Reg'l Sales—Jim Hoppers.

2. REPRESENTATIVES
National & Regional—Call Jim Hoppers collect; Jack-
son, Tenn. Phone 901-427-9611.

3. FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 5:30 am-10 pm. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 26,
29a, 30, 33a.
Contracts: 40a, 42a, 42d, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a,
62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Member: The Dixie Network.

TIME RATES

Rates are identical to WDXE. See that listing.

MEDIA SERVICE-ADS

IN SRDS HELP YOU—

By Backing Up Your

Media Recommendations

When Your Proposals

Are on the Spot!

Whenever you may be in the process of media evaluation and selection, there comes a time when you are called upon to support your media recommendations. You must be a salesman with information about the media you have selected ready at your fingertips to justify your choices.

As the questions and challenges to your judgment come up, you reach for your tools . . . for the media data you have accumulated—for the market information you have screened—for the notes you have made after talking to media representatives. But first, you reach for Standard Rate.

Both the listed information in Standard Rate and the companion media Service-Ads that supplement the information in the

LEBANON (1 AM; 1 FM)

Wilson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCOR

1949



Subscriber to the NAB Radio Code
Media Code 4 244 5600 2.00
Lebanon Broadcasting Co., Inc., Box 549, 1 mile east of Lebanon on Trousdale Ferry Pike, Lebanon, Tenn. 37087. Phone 615-444-0474.

- PERSONNEL**
General Manager—Theo. F. Ezell, Jr.
Commercial Manager—Jack Hendrickson.
Manager—AM—Jack Hendrickson, Jr.
- FACILITIES**
500 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40b, 46, 47a, 48.
Comb.; Cont. Discounts: 80a, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Rates received May 26, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	50.00	25.00	12.50	4.00
13 times.....	47.00	23.50	12.00	3.75
26 times.....	43.50	22.00	11.50	3.50
52 times.....	40.00	20.00	10.50	3.25
104 times.....	37.50	19.00	9.50	2.75
156 times.....	34.00	17.50	9.00	2.50
212 times.....	32.50	17.00	8.50	2.25
365 times.....	30.00	16.00	8.00	2.00

- SPECIAL FEATURES**
News Service—A.P. 20% base rate, news premiums.

WCOR-FM

1963

Media Code 4 244 5601 0.00
Lebanon Broadcasting Co., Inc., Box 549, 1 mile east of Lebanon on Trousdale Ferry Pike, Lebanon, Tenn. 37087. Phone 615-444-0474.

- PERSONNEL**
President—Theo. F. Ezell, Jr.
Vice-President—Jack Hendrickson, Jr.
Manager—W. Randall Newman.
- FACILITIES**
ERP 3,300 w.; 107.3 mc.
Operating schedule: 5:30 am-10:30 pm. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See WCOR listing for coded regulations.

TIME RATES

ET 5/25/56—Rec'd 2/10/67.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	1 MINUTE
1 x.....	4.00 156 x..... 2.75
13 x.....	3.75 260 x..... 2.50
26 x.....	3.50 312 x..... 2.25
52 x.....	3.25 365 x..... 2.00

8. PROGRAM TIME RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	
1 x.....	50.00	25.00	12.50	7.25
13 x.....	47.00	23.50	12.00	6.75
26 x.....	43.50	22.00	11.50	6.50
52 x.....	40.00	20.00	10.50	6.00
104 x.....	37.50	19.00	9.50	5.75
156 x.....	34.00	17.50	9.00	5.00
212 x.....	32.50	17.00	8.50	4.50
365 x.....	30.00	16.00	8.00	4.25

- SPECIAL FEATURES**
News premiums—20% base rate.

LENOIR CITY (2 AM; 1 FM)

Loudon County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WBLC

1965

Subscriber to the NAB Radio Code
Media Code 4 244 5670 5.00
Livessy Corp., Box 100, Lenoir City, Tenn. 37771.
Phone 615-988-8021.

- PERSONNEL**
General Manager—Ronald F. Cassady.
- REPRESENTATIVES**
Atlanta—David Carpenter Company.
- FACILITIES**
1,000 w.; 1360 kc. Non-directional.
Operating schedule: Local sunrise-sunset.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 7a.

TIME RATES

Rates effective June 15, 1965. (Card No. 1.)

Card received February 4, 1966.

6. SPOT ANNOUNCEMENTS	
1 min 30 sec	1 min 30 sec
1 ti.....	2.50 100 ti..... 1.70 1.40
13 ti.....	2.35 100 ti..... 1.60 1.30
26 ti.....	2.20 100 ti..... 1.50 1.20
52 ti.....	2.05 100 ti..... 1.40 1.10
104 ti.....	1.90 100 ti..... 1.25 1.00
156 ti.....	1.80 100 ti..... 1.10 1.00

7. PACKAGE PLANS				
(To be used in 1 week)				
1 min.	30 ti	40 ti	50 ti	
1 min.....	2.25	2.00	1.75	1.50
30 sec.....	1.55	1.40	1.25	1.10
60 10-second announcements.....	1.40	1.25	1.10	1.00

WLIL

1950



Media Code 4 244 5740 6.00
WLIL, Inc., Box 340, 406 E. Broadway, Lenoir City, Tenn. 37771. Phone 615-988-7536.

STATION'S PROGRAMMING DESCRIPTION
WLIL: Programmed for adults, MUSIC 70%; popular music featuring rock, country, current hits, standards, religious, instrumental, big dance band. NEWS 20%; national, international and local, 5 min on hour, 2 min on half hour, 15 min wrap-up at noon & 5 pm. TALK 5%; telephone call-in, public affairs, interviews, woman's interest. FARM 5%; 5 min news 8 & 11:55 am, 15 min farm program M-F 12:30 pm. 3 mobile news units. One music mobile for live broadcasts. RELIGIOUS and church programs Sun 70%. Rec'd 7/13/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Arthur Wilkerson.
Vice-President—Dwight D. Wilkerson.
Sec'y & Office Mgr.—Mrs. Evelyn Wynn.
- FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation Simulcast 7:45-9 am, 9:15-9:30 am, 10:30-11 am & 11:30 am-7 pm. For non-simulcast facilities see WLIL-FM.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4a, 5, 6a, 8.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 62a, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective July 1, 1954.

Rates received July 6, 1954.

6. SPOT ANNOUNCEMENTS	
1 time	52 times
1 time.....	6.00 52 times..... 4.80
13 times.....	5.70 104 times..... 4.50
26 times.....	5.40 156 times..... 4.50

8. PROGRAM TIME RATES				
1 hr.	1/2 hr.	1/4 hr.	5 min.	
1 time.....	50.00	30.00	20.00	10.00
13 times.....	47.50	28.50	19.00	9.50
26 times.....	45.00	27.00	18.00	9.00
52 times.....	42.50	26.50	17.00	8.50
104 times.....	40.00	24.00	16.00	8.00
156 times.....	37.50	22.50	15.00	7.50

WLIL-FM

1967



Media Code 4 244 5741 4.00
WLIL, Inc., Box 340, 406 E. Broadway, Lenoir City, Tenn. 37771. Phone 615-988-7536.

- PERSONNEL**
Pres. & Mgr.—Arthur Wilkerson.
Traffic Director—Barbara P. Lovelace.
Sports Director—Glen McNish.
- FACILITIES**
ERP 2,650 w.; 93.5 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately 6-7:45 am, 9-9:15 am, 9:30-10:30 am, 11-11:30 am & 7 pm-midnight. For simulcast facilities see WLIL.
- AGENCY COMMISSION**
15/0 time only; payable monthly.
- GENERAL ADVERTISING** See coded regulations
See WLIL listing for coded regulations.

TIME RATES

Rates are identical to WLIL. See that listing.

LEWISBURG

Marshall County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WJJM

1947



Media Code 4 244 5810 7.00
Louis D. Lingner, East Hill, Lewisburg, Tenn. 37091. Phone 615-359-4511. 12.

- PERSONNEL**
Owner & Gen'l Mgr.—Louis D. Lingner.
Office Manager—Sara Smith.
Commercial Manager—O. P. Gillum.
- FACILITIES**
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-10:10 pm daily. CST.
- AGENCY COMMISSION**
15% on time charges only. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 22a, 22b, 23a, 26, 28b, 29c, 29a.
Contracts: 42a, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 62e.
Cancellation: 73a.
Affiliated with Mutual and Keystone Networks.

TIME RATES

ET—Rec'd 12/1/67.

6. SPOT ANNOUNCEMENTS							
1x	13x	26x	52x	104x	156x	260x	312x
1 min 3.00	2.00	2.00	2.65	2.55	2.40	2.25	2.10
30 sec 2.30	2.15	2.00	1.85	1.70	1.55	1.40	1.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	35.00	22.50	14.15	10.10	7.10
13 x.....	33.00	21.25	12.70	9.55	6.35
26 x.....	31.00	20.00	11.80	8.50	5.65
52 x.....	29.00	18.75	9.90	7.45	4.95
104 x.....	27.00	17.50	9.20	6.90	4.80
156 x.....	25.50	16.00	7.75	6.45	4.25
260 x.....	23.25	14.75	7.00	6.00	3.90
312 x.....	22.00	12.50	6.25	5.55	3.55

LEXINGTON (1 AM; 1 FM)

Henderson County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WDXL

1954



Subscriber to the NAB Radio Code
Media Code 4 244 5880 0.00
Lexington Broadcasting Service, Inc., Broad at Church, Lexington, Tenn. 38551. Phone 968-3500, 968-3155.

- PERSONNEL**
General Manager—Ben Enoch.
Program Manager—Aubrey Booth.
- REPRESENTATIVES**
Mid-South—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Keystone Network.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective September 15, 1962.

Card received August 29, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	30.00	18.00	13.50	9.00	6.00
26 times.....	28.50	17.00	12.75	8.50	5.70
52 times.....	27.00	16.00	12.00	8.00	5.40
104 times.....	25.50	15.00	11.25	7.50	5.10
156 times.....	24.00	14.00	10.50	7.00	4.80
260 times.....	22.50	13.00	9.75	6.50	4.50
312 times.....	21.00	12.00	9.00	6.00	4.20

- PACKAGE PLANS**
SATURATION RATES
Per week:
10 announcements, earned frequency less 10%
15 announcements, earned frequency less 15%
20 announcements, earned frequency less 20%
25 or more announcements, earned frequency less 25%

WDXL-FM

1965



Subscriber to the NAB Radio Code
Media Code 4 244 5881 8.00
Lexington Broadcasting Service, Inc., Box 170, Church and Broad St., Lexington, Tenn. Phone 968-3500.

- PERSONNEL**
President—Guy B. Amis.
Gen'l. Sta. & Sales Mgr.—Ben L. Enoch.
Program Director—Aubrey Booth.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mc.
Operating schedule: 8:00 am-10:00 pm daily. CST.
Antenna ht.: 185 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective

Rates received April 21, 1965.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	1 MINUTE
1 ti.....	3.00 104 ti..... 2.10
13 ti.....	2.85 156 ti..... 1.95
26 ti.....	2.70 208 ti..... 1.80
39 ti.....	2.55 260 ti..... 1.65
52 ti.....	2.40 312 ti..... 1.50
78 ti.....	2.25

8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	5 min	
1 ti.....	30.00	18.00	12.00	6.00
13 ti.....	28.50	17.10	11.40	5.70
26 ti.....	27.00	16.20	10.80	5.40
39 ti.....	25.50	15.30	10.20	5.10
52 ti.....	24.00	14.40	9.60	4.80
78 ti.....	22.50	13.50	9.00	4.50
104 ti.....	21.00	12.60	8.40	4.20
156 ti.....	19.50	11.70	7.80	3.90
208 ti.....	18.00	10.80	7.20	3.60
260 ti.....	16.50	9.90	6.60	3.30
312 ti.....	15.00	9.00	6.00	3.00

LIVINGSTON (1 AM; 1 FM)

Overton County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WLIV

1956

Media Code 4 244 5950 1.00
WLIV, Inc., Box 359, Livingston, Tenn. 38570.
Phone 615-823-1226.

TENNESSEE

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard Gillespie.
Sales Manager—Robert Gallaher.
Program Director—Drew Huffines.
- FACILITIES**
1,000 w.; D20 kc. Non-directional.
Operating schedule: 4:30 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only; 10 days.
- GENERAL RATE POLICY**
TIME RATES
Rates effective November 1, 1956.
Rates received June 29, 1964.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	1 MINUTE
1 ti.....	3.75 78 ti..... 2.80
13 ti.....	3.55 104 ti..... 2.60
26 ti.....	3.35 156 ti..... 2.45
39 ti.....	3.20 260 ti..... 2.25
52 ti.....	3.00 312 ti..... 2.05

8. PROGRAM TIME RATES					
1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 ti.....	37.50	22.50	15.00	11.25	7.50
13 ti.....	35.60	21.40	14.25	10.55	7.10
26 ti.....	33.75	20.25	13.50	10.40	7.00
39 ti.....	31.90	19.10	12.75	9.70	6.35
52 ti.....	30.00	18.00	12.25	9.00	6.00
78 ti.....	28.10	16.90	11.25	8.25	5.60
104 ti.....	26.25	15.75	10.50	7.85	5.25
156 ti.....	24.40	14.60	9.75	7.30	4.85
260 ti.....	22.50	13.50	9.00	6.75	4.50
312 ti.....	20.60	12.35	8.25	6.20	4.10

WLIV-FM

1968

Media Code 4

TENNESSEE

Manchester—WMSR—Continued

- PERSONNEL**
General Manager—Russell Daniel.
- REPRESENTATIVES**
Atlanta—David Carpenter Company.
Memphis, Dallas—C. K. Beaver & Associates, Inc.
- FACILITIES**
5,000 w. days; 1920 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Member: Southeastern Key Market Network.

TIME RATES

ET Rec'd 8/3/68.

- SPOT ANNOUNCEMENTS**
1 hr 10 1/2 hr 25 1/2 hr 50 1/2 hr 100+
1 min 2.30 1.80 1.55 1.45 1.40 1.30
1/2 minute—15% less.
- PROGRAM TIME RATES**
1/2 hour 30.00 10 min 12.00
1/4 hour 18.00 5 min 7.00

WMSR-FM

1962

NAB

- Subscriber to the NAB Radio Code
Media Code 4 244 6021 0.00
WMSR, Inc., Oakdale St., Manchester, Tenn. 37355.
Phone 615-728-5526.
- STATION'S PROGRAMMING DESCRIPTION**
WMSR-FM: COMMERCIAL POLICY: 8 min hour.
SPORTS: All local high school football, basketball and baseball. Monday movie soundtracks. Tuesday Broadway musicals. Friday, Jazz, Sunday, Classic. Special programs broadcast 8-9:30 pm on respective nites. Contact Representative for further details. Rec'd 4/4/68.
- PERSONNEL**
General Manager—Russell Daniel.
 - REPRESENTATIVES**
Atlanta—David Carpenter Company.
Memphis, Dallas—C. K. Beaver & Associates, Inc.
 - FACILITIES**
ERP 20,000 w.; 99.7 mc.
Operating schedule: 7 am-11 pm. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL RATE POLICY**

TIME RATES

ET Rec'd 8/3/66.

- SPOT ANNOUNCEMENTS**
(To be used in 30 days)
1 hr 10 1/2 hr 25 1/2 hr 50 1/2 hr 100+
1 min 2.30 1.80 1.55 1.45 1.40 1.30
1/2 minute—15% less.
- PROGRAM TIME RATES**
(To be used in 30 days)
1/2 hour 30.00 10 min 12.00
1/4 hour 18.00 5 min 7.00

MARTIN

Weekly County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WCMT

1957

Media Code 4 244 6090 5.00
J. T. Sudbury, Box 318, Martin, Tenn. 38237. Phone 587-2660.

- STATION'S PROGRAMMING DESCRIPTION**
WCMT: Block programming. Programmed for housewives, farmers and commuters.
FARM: 6-7 am farm market, county agent, weather reports, interviews. NEWS: 5 min on hour, 1 min on half-hour. 7-11 am middle-of-the-road music. 11 am-noon music, women's show. Noon-1 pm swap shop, hospital, local weather news, 15 min national and international news. RELIGIOUS: music and church news M-F, 30 min at 7 am, 1 pm & 7:30 pm. 1:30-2:45 pm standard and popular music. 3-4 current hits and rock, school news. 5 pm 15 min sports news. 5:30-7:30 pm middle-of-the-road music. 45 min religious music before sign-off. Sun am gospel music, quartets, church services, remainder of Sun standard, romantic music. Contact Representative for further details. Rec'd 7/17/67.

- PERSONNEL**
President—J. T. Sudbury.
Gen'l Sta. & Sales Mgr.—D. A. Drumm.
Program Director—Dorris Gill.
- REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w.; 1440 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15a, 16, 22a, 23a, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z, 25a, 25b, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h, 26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r, 26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b, 27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l, 27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v, 27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h, 31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r, 31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n, 88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y, 88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j, 89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u, 89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f, 90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q, 90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b, 91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m, 91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x, 91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i, 92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t, 92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e, 93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p, 93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a, 94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l, 94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w, 94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h, 95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s, 95t, 95u, 95v, 95w, 95x, 95y, 95z, 96a, 96b, 96c, 96d, 96e, 96f, 96g, 96h, 96i, 96j, 96k, 96l, 96m, 96n, 96o, 96p, 96q, 96r, 96s, 96t, 96u, 96v, 96w, 96x, 96y, 96z, 97a, 97b, 97c, 97d, 97e, 97f, 97g, 97h, 97i, 97j, 97k, 97l, 97m, 97n, 97o, 97p, 97q, 97r, 97s, 97t, 97u, 97v, 97w, 97x, 97y, 97z, 98a, 98b, 98c, 98d, 98e, 98f, 98g, 98h, 98i, 98j, 98k, 98l, 98m, 98n, 98o, 98p, 98q, 98r, 98s, 98t, 98u, 98v, 98w, 98x, 98y, 98z, 99a, 99b, 99c, 99d, 99e, 99f, 99g, 99h, 99i, 99j, 99k, 99l, 99m, 99n, 99o, 99p, 99q, 99r, 99s, 99t, 99u, 99v, 99w, 99x, 99y, 99z, 100a, 100b, 100c, 100d, 100e, 100f, 100g, 100h, 100i, 100j, 100k, 100l, 100m, 100n, 100o, 100p, 100q, 100r, 100s, 100t, 100u, 100v, 100w, 100x, 100y, 100z.

TIME RATES

Rates effective January 1, 1963.
Rates received December 6, 1962.

Memphis—Continued

KWAM

1946
MEMPHIS
Media Code 4 244 650 5.0J
KWAM, Inc., Box 12107, Memphis, Tenn.
Studio—64 Flicker St., Memphis, Tenn. 38112. Phone
923-6070.
1. PERSONNEL
Chairman of the Board—E. D. Rivers, Jr.
General Manager—K. W. Wise.
2. REPRESENTATIVES
Gill-Perna, Inc.
South, Southwestern, Southeastern — Dora-Clayton
Agency, Inc.
3. FACILITIES
10,000 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when needed.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.
Member: The Dee Rivers Group.

TIME RATES

Rates effective March 1, 1965.
Rates received March 2, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
14.00	11.70	15.00	11.60
26	17.00	28	11.00
48	11.40	50	9.20
52	12.80	10.70	10.40
104	14.20	10.20	9.80

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
121.50	63.00	35.00	18.50
26	117.00	34.00	17.75
52	113.00	33.00	17.25
104	108.00	31.75	15.75
156	104.50	30.75	15.00
280	95.50	29.50	13.50
312	89.50	28.50	12.75
540	83.25	27.50	12.00

WDIA

1947
MEMPHIS
A Sounding Station
Media Code 4 244 6650 6.00
WDIA, Inc., Box 12045, 2265 Central Ave., Memphis,
Tenn. 38112. Phone 901-278-4551.
STATION'S PROGRAMMING DESCRIPTION
WDIA: Programmed for Negro audience.
MUSIC: rhythm and blues and gospel. Negro DJs do
all shows including live commercials. NEWS: 4 man
news staff, mobile unit, and UPI audio reports. Ex-
tended news reports each evening at 7:55 pm, 5 min
at 20 min after hour. Daily editorials. Live and
direct sports coverage of local high school sports
tournaments. TALKS 3 weekly, 1 daily local talk
show. Sound off line 24 hours per day. Contact
representative for further details. Rec'd 9/30/68.

1. PERSONNEL
President—Egmont Sonderling.
Exec. Pres. & Gen'l Mgr.—Bert Ferguson.
Vice-President Sales—Archie S. Grimalds, Jr.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Kansas City, St. Louis, Omaha—Eugene F. Gray Co.
Dallas—Ed Robbins, Box 31211, Dallas, Texas 75231.
Phone 214-748-0035.
3. FACILITIES
50,000 w. days, 5,000 w. nights; 1070 kc.
Directional—separate pattern.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a,
26, 27, 28a, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60d, 61a, 61b, 62b,
62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Ampex Contemporary Network.

TIME RATES
No. 16 Eff 9/1/69—Rec'd 5/21/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 10
am-10 pm; Sun 6 am-10 am.
A—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA			
1 x	40.00	30.00	20.00
52 x	36.50	28.00	18.50
156 x	33.50	25.00	16.50
280 x	31.00	23.50	15.50
312 x	29.00	21.50	14.50
520 x	28.00	21.00	14.00
780 x	26.50	20.00	13.50
1040 x	25.50	19.00	13.00
1560 x	24.50	18.50	12.50
2080 x	23.50	18.00	12.00
CLASS AA			
1 x	24.50	28.50	18.00
52 x	33.50	28.00	18.50
156 x	31.00	23.50	15.50
280 x	29.00	21.50	14.50
312 x	26.50	20.00	13.50
520 x	25.50	19.00	13.00
780 x	24.50	18.50	12.50
1040 x	23.50	18.00	12.00
1560 x	22.50	17.50	11.50
2080 x	21.00	15.50	10.50
CLASS A			
1 x	24.50	18.50	12.50
52 x	23.50	18.00	12.00
156 x	23.00	17.00	11.00
280 x	21.00	15.50	10.50
312 x	19.50	14.50	10.00
520 x	18.00	13.50	9.00

1 min 30 sec 1/2 D's

780 x	15.50	12.00	8.00
1040 x	13.50	10.00	7.00
1560 x	13.00	9.50	7.00
2080 x	12.50	9.00	6.50

(†) 10-sec ROS.

8. PROGRAM TIME RATES

CLASS AAA				
1 hr	228.00	204.00	184.00	175.00
1/2 hr	146.50	132.00	110.00	103.00
1/4 hr	100.00	91.00	83.00	78.00
10 min	85.50	77.00	69.50	66.00
5 min	66.50	60.00	54.50	51.50
CLASS AA				
1 hr	208.00	187.00	169.00	160.00
1/2 hr	134.50	121.00	109.50	104.00
1/4 hr	91.50	83.00	75.00	71.00
10 min	78.50	70.50	64.00	60.50
5 min	61.00	54.50	49.50	47.00
CLASS A				
1 hr	153.00	138.00	124.50	118.00
1/2 hr	97.00	87.00	79.00	75.00
1/4 hr	60.00	54.00	49.00	46.00
10 min	48.00	43.50	39.00	37.00
5 min	33.50	30.00	26.50	24.00

WHBQ

1925
MEMPHIS
An RKO General Station
Media Code 4 244 6720 7.00
RKO General, Inc., 485 S. Highland, Memphis, Tenn.
38111. Phone 901-323-7661. TWX 901-278-1314.
1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Jim Bedwell.
Program Director—Jack Parnell.
Promotion Director—Sam McCullough.
2. REPRESENTATIVES
RKO Radio Representatives, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 500 kc.
Directional—separate pattern.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12h, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 27,
30, 33d.
Contracts: 40a, 41, 44b, 45, 48, 48, 50, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.



TIME RATES
Eff 9/1/68—Rec'd 7/15/68.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun
10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat &
Sun 6-10 am & 7-9 pm.
B—Daily 6 pm-1 am & 5-8 am.
C—Daily 1-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MINUTE					
EA	6 tl	12 tl	16 tl	24 tl	30 tl
A	28.00	27.00	26.00	25.00	24.00
A	23.00	22.00	21.00	20.00	18.00
B	20.00	19.00	18.00	17.00	16.00
30 SECONDS					
AA	22.00	21.00	20.00	19.00	18.00
A	18.50	17.50	17.00	16.00	15.00
B	16.00	15.00	14.50	13.50	12.00
CLASS C					
1 min, flat	6.00	30 sec, flat	5.00		

10. SPECIAL FEATURES
News participations (minutes only)—125% of 1-min.
CONSECUTIVE WEEK DISCOUNTS
28 wk—5% 52 wk—10%

WHBQ-FM

1968
MEMPHIS
Media Code 4 244 6760 3.00
RKO General, Inc., 485 S. Highland, Memphis, Tenn.
38111. Phone 901-323-7661. TWX 901-278-1314.
1. PERSONNEL
General Manager—Jim Bedwell.
Operations Director—Kurt Alexander.
Director of Sales—John Freeman.
2. REPRESENTATIVES
RKO Radio Representatives, Inc.
3. FACILITIES
ERP 100,000 w.; 105.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 762 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
See WHBQ listing for coded regulations.



6. SPOT ANNOUNCEMENTS

1 min	ix	52x	104x	260x	520x	1040x
5.50	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	4.50	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	3.00	2.50	2.00	2.00	2.00

7. PACKAGE PLANS

SATURATION PACKAGES
(1/3 Drive Time, 1/8 Mid-Day, 1/3 Night)

PER WK:	12 tl	18 tl	24 tl	36 tl
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00
10 sec	2.50	2.00	2.00	2.00

8. PROGRAM TIME RATES

1 hr	ix	26x	52x	104x	260x	520x
40.00	37.50	35.00	32.50	30.00	27.50	25.00
1/2 hr	25.00	23.00	21.00	19.00	17.00	15.00
1/4 hr	16.00	15.00	14.00	13.00	12.00	11.00
5 min	8.00	7.50	7.00	6.50	6.00	5.50

WHER

1955
MEMPHIS
Media Code 4 244 6790 0.00
Tenn. State Broadcasting Service, Inc., Mid-City
Bldg., Union & Cleveland, Memphis, Tenn. 38104.
Phone 901-274-8955.
1. PERSONNEL
President—Sam C. Phillips.
General Manager—Charles B. Sullivan.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25c,
28c, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES
Rates effective March 1, 1964.
Rates received December 6, 1965.

6. SPOT ANNOUNCEMENTS

YEARLY CONTRACTS			
20/30		20/30	
100 tl	1 min	500 tl	1 min
7.20	5.05	600 tl	1 min
200	6.00	700 tl	4.50
300	5.40	800 tl	4.20
400	5.10	900 tl	3.90
500	4.80	1000 tl	3.60
10 second announcements—50% of 1-minute rate.			

10. SPECIAL FEATURES
Newcasts on the hour.
6-MINUTE NEWSCASTS

1 tl	11.00	104 tl	0.60
13 tl	11.40	156 tl	9.00
28 tl	10.80	289 tl	8.40
52 tl	10.20		

WLOK

1951
MEMPHIS
An OK Group Station
Media Code 4 244 6860 1.00
WLOK, Inc., 363 S. Second St., Memphis, Tenn.
38102. Phone 901-527-9595.
STATION'S PROGRAMMING DESCRIPTION
WLOK: Programmed for Negro audience.
MUSIC: rhythm and blues, blues and jazz. Negro
DJ's do all shows including live commercials. NEWS: 5
min on half hour, headline news on hour. Weekly
editorials. Live and direct sports coverage of high
school football and basketball. Live and recorded
interviews with civic leaders and city officials on
matters of interest to all citizens. Remote unit for
store openings, broadcasts from schools, civic centers
and churches. Contact Representative for further de-
tails. Rec'd 12/28/67.
1. PERSONNEL
General Manager—Jack Maurer.
President—Jules J. Haglin.
Executive Vice-President—Stanley W. Ray, Jr.
2. REPRESENTATIVES
Dora & Allen, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily CST.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a,
62d.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a,
62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: The OK Group.
TIME RATES
No. 4 Eff 4/1/67—Rec'd 3/6/67.
AA—6-0 am & 4-7 pm.
A—4-6 am & 0 am-4 pm.
B—7 pm-midnight.

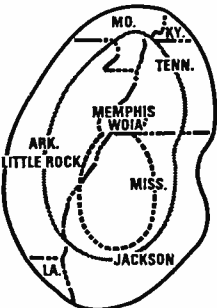
6. SPOT ANNOUNCEMENTS

CLASS AAA					
1 x	13.00	9.75	11.05	8.30	9.10
50 x	12.50	9.40	10.60	7.85	8.75
100 x	12.00	9.00	10.20	7.65	8.40
150 x	11.50	8.65	9.75	7.30	8.05
200 x	11.00	8.25	9.35	7.00	7.70
250 x	10.50	7.90	8.90	6.70	7.25
300 x	10.00	7.50	8.50	6.40	7.00
500 x	9.50	7.15	8.05	6.05	6.65
750 x	9.00	6.75	7.65	5.75	6.30
1000 x	8.50	6.40	7.25	5.40	5.95
ID's or Flash Spots—50% of 1-minute. Can be combined with 1-minute or 30 second spots to earn lower rates for ID frequency only.					

(This listing continued on next page)

**In the Memphis Market
44 out of 62 grocery and drug products
owe their No. 1 rating to Negro purchases**

The Memphis Negro Market has increased 15.3% in 7 years.*
*(Special U. S. Census Sept. 6, 1967)



WDIA COVERAGE MAP
1070 KC, 50,000 Watts Day
5,000 Watts Night
— 0.5 MV Day
— 0.1 MV Day
- - - 0.5 MV Night (Est.)

THE WDIA NEGRO MARKET

- Over 1,440,000 Negroes are reached by WDIA. As many people as Metro Market #16.
- The WDIA Negro Audience has over \$1 billion to spend.
- WDIA-reached Negroes buy more than their share of barbecue sauce, flavored beverages, household cleaners, food wraps, sherbet, mayonnaise, pepper, spray starch, deodorants, toothpaste, and 20 other major supermarket classifications.
- Ask about our research, reach and top ratings for over 12 years.



The Call Letters The People Answer
50,000 Watts Memphis



TENNESSEE

Memphis—W L O K—Continued

7. PACKAGE PLANS

PER WK:	1 MINUTE				
	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	12.90	15.10	17.30	19.50	21.70
13 wks	11.70	11.20	10.40	9.80	9.75
26 wks	10.40	9.80	9.40	9.25	8.90
39 wks	9.80	9.40	8.90	8.45	8.35
52 wks	9.40	8.90	8.40	8.35	8.20

PER WK:	CLASS AA				
	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	10.95	10.70	10.45	10.20	9.95
13 wks	9.85	9.50	8.85	8.35	8.15
26 wks	8.85	8.35	8.00	7.85	7.52
39 wks	8.35	8.00	7.55	7.20	7.10
52 wks	8.00	7.55	7.15	7.10	6.95

PER WK:	CLASS A				
	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	9.70	9.45	9.25	9.00	8.80
13 wks	8.90	8.40	7.80	7.35	7.20
26 wks	7.80	7.35	7.05	6.95	6.70
39 wks	7.35	7.05	6.70	6.35	6.25
52 wks	7.05	6.70	6.30	6.25	6.15

PER WK:	CLASS AA				
	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	8.20	8.00	7.85	7.65	7.45
13 wks	7.45	7.15	6.85	6.25	6.10
26 wks	6.55	6.30	6.00	5.90	5.70
39 wks	6.25	6.00	5.70	5.40	5.30
52 wks	6.00	5.70	5.35	5.30	5.25

1 minute and 30 seconds combine to earn maximum frequency. No ID's available. Packages not combinable. However, advertisers may earn higher frequency on subsequent orders providing schedules continue without interruption but no rebates are applicable on previous orders. Packages subject to short rate.

8. PROGRAM TIME RATES

CLASS AA	1 MINUTE				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90.00	60.00	40.00	30.00	18.00
50 x	86.15	57.45	38.30	28.70	17.25
100 x	82.30	54.90	36.30	27.45	16.45
150 x	78.45	52.35	34.90	26.15	15.70
200 x	74.60	49.80	33.20	24.90	14.90
250 x	70.75	47.25	31.50	23.60	14.15
300 x	66.90	44.70	29.80	22.35	13.40
500 x	63.05	42.15	28.10	21.15	12.60

CLASS A	1 MINUTE				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	51.00	34.00	25.60	15.30	9.00
50 x	47.25	31.50	23.65	14.65	8.35
100 x	43.50	29.10	22.35	14.00	7.70
150 x	39.75	26.70	21.05	13.35	7.05
200 x	36.00	24.35	20.15	12.70	6.40
250 x	32.25	22.00	19.25	12.00	5.75
300 x	28.50	19.65	18.35	11.30	5.10
500 x	24.75	17.30	17.45	10.60	4.45

40% less than Class AA.

WMC
1923
MEMPHIS

BLAIR RADIO

NBC Radio Network



Subscriber to the NAB Radio Code
Media Code 4 244 6930 2.00

Scripture-Howard Broadcasting Co., Box 420, Cross-town Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

1. PERSONNEL
Station Manager—Dean Osmundson,
Sales Manager—Bill Heffernan.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM operated separately from AM.
Affiliated with NBC and Blair Represented Network.

TIME RATES
No. 26 Eff 9/1/68—Rec'd 8/8/68.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
A—Mon thru Fri 5:30-6 am, 10 am-noon & 1-3 pm;
Sat & Sun 5:30 am-7 pm.
B—Mon thru Sun 7 pm-5:30 am.

CLASS AA	1 MINUTE				
	11 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	27.00	25.00	24.00	23.00
30 sec	24.00	21.00	20.00	19.00	18.50
10 sec	18.00	16.25	15.00	14.50	13.25

CLASS A	1 MINUTE				
	11 ti	6 ti	12 ti	18 ti	24 ti
1 min	26.00	24.00	22.00	21.00	20.00
30 sec	21.00	19.00	17.50	17.00	16.00
10 sec	15.50	14.50	13.25	12.50	11.50

WMC AM/FM COMBINATION
For each WMC-AM 1 min spot purchased, the client may receive WMC-FM spot for 4.00 flat each. 30 seconds 80% of 4.00 flat. 10 seconds 60% of 4.00 flat.

DRIVE & NOON FARM TIME
(Mon thru Fri 6-10 am, *noon-1 pm & 3-7 pm)
1x 28x 52x 104x 156x 260x
1 hr 185.00 154.00 148.50 143.00 137.50 132.00
1/2 hr 99.00 97.00 94.50 92.50 90.00 88.00
1/4 hr 66.00 64.00 61.50 59.50 57.00 55.00
10 min 35.00 32.80 30.50 28.50 26.00 24.00
5 min 19.50 18.50 17.50 16.50 15.50 14.50
(* Mid-south Review Derek Rooke—Mon thru Fri noon-1 pm.

ALL OTHER TIMES
1 hr 110.00 104.50 99.00 95.50 93.00 92.50
1/2 hr 66.00 64.00 61.50 59.50 57.00 55.00
1/4 hr 44.00 42.00 40.50 39.50 38.50 37.50
10 min 23.00 21.50 20.00 19.00 18.00 17.00
5 min 13.00 12.00 11.00 10.50 10.00 9.50

TALENT CHARGES
(Commissionable)
Ea 5 min 10 min 1/4 hr
2 6 8 10

DISCOUNTS
52 wk—10%

WMC-FM

1947
MEMPHIS



Subscriber to the NAB Radio Code
Media Code 4 244 9391 0.00

Scripture-Howard Broadcasting Co., Box 420, Cross-town Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

1. PERSONNEL
Station Manager—Dean Osmundson,
Sales Manager—Bill Heffernan.

2. FACILITIES
ERP 300,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc.
Antenna ht.: 970 ft. above average terrain.
Operating schedule: 24 hours. CST.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM operated separately from AM.
TV facilities: WMC-TV.

TIME RATES
No. 2 Eff 4/1/67—Rec'd 2/28/67.

CLASS AA	1 MINUTE				
	11 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	27.00	25.00	24.00	23.00
30 sec	24.00	21.00	20.00	19.00	18.50
10 sec	18.00	16.25	15.00	14.50	13.25

7. PACKAGE PLANS
1 WEEK ROS SATURATION PACKAGES
EA: 1 min 30 sec 1 min 30 sec
1 ti 9.00 7.75 24 ti 7.00 5.75
6 ti 8.50 7.00 30 ti 6.50 5.50
12 ti 8.00 6.50 36 ti 6.00 5.00
18 ti 7.50 6.25 48 ti 5.50 4.75
ID's: 50% of 1-min. May be combined with 1-minute and 30-seconds for frequency discount.

WMPS

1925
MEMPHIS

Scripture-Howard Broadcasting Co., Box 420, Cross-town Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

1. PERSONNEL
Station Manager—Dean Osmundson,
Sales Manager—Bill Heffernan.

2. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM operated separately from AM.
Affiliated with NBC and Blair Represented Network.

TIME RATES
No. 26 Eff 9/1/68—Rec'd 8/8/68.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM operated separately from AM.
TV facilities: WMC-TV.

TIME RATES
No. 2 Eff 4/1/67—Rec'd 2/28/67.

CLASS AA	1 MINUTE				
	11 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	27.00	25.00	24.00	23.00
30 sec	24.00	21.00	20.00	19.00	18.50
10 sec	18.00	16.25	15.00	14.50	13.25

7. PACKAGE PLANS
1 WEEK ROS SATURATION PACKAGES
EA: 1 min 30 sec 1 min 30 sec
1 ti 9.00 7.75 24 ti 7.00 5.75
6 ti 8.50 7.00 30 ti 6.50 5.50
12 ti 8.00 6.50 36 ti 6.00 5.00
18 ti 7.50 6.25 48 ti 5.50 4.75
ID's: 50% of 1-min. May be combined with 1-minute and 30-seconds for frequency discount.

1. PERSONNEL
Station Manager—Dean Osmundson,
Sales Manager—Bill Heffernan.

2. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM operated separately from AM.
TV facilities: WMC-TV.

TIME RATES
No. 26 Eff 9/1/68—Rec'd 8/8/68.

2. REPRESENTATIVES

Stone Representatives, Inc.
10,000 w. days, 5,000 w. nights; 650 kc.
Directional night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

The following rates are for general advertising. All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specified trade-named product or products, by or for any advertiser or agency outside of a 25-mile radius of Memphis, shall be classed as general advertising and must carry the general rate, except in cases wherein the product advertised does not have multiple distribution in the primary coverage area of this station, and except in cases wherein the advertising is placed by and for a retailer.

TIME RATES
No. 30 Eff 1/1/69—Rec'd 2/3/69.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Sun thru Sat 7 pm-midnight.
B—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MIN. ROTATING: AAA AA A B
1 hr 38 33 27 21
52 x 37 32 28 20
104 x 36 31 25 19
156 x 35 30 24 18
260 x 33 27 23 16
312 x 32 26 22 15
364 x 30 24 21 14
520 x 27 23 20 18
1040 x 25 21 18 12

Fixed position within specified
1/2 hour 44 38 31 31
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.

7. PACKAGE PLANS
SATURATION PACKAGES—1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
AAA 216 420 612 792 960 1116
AA 186 360 522 672 810 936
A 150 298 414 528 630 720

Not combinable to earn frequency discounts, may be cross-combined to earn numerical frequency. Multi-products do not combine unless purchased on 1 contract thru 1 agency.

TOTAL AUDIENCE PLAN—1 MINUTE
PER WK: 6 ti 7 ti 12 ti 14 ti 18 ti 21 ti
1 (AAA, 2AA, 2A) 144
12 ti (4AAA, 4AA, 4A) 276
18 ti (6AAA, 6AA, 6A) 396
24 ti (8AAA, 8AA, 8A) 504
30 ti (10AAA, 10AA, 10A) 612
36 ti (12AAA, 12AA, 12A) 720

45 per wk ea 150 20 per wk ea 18
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
PER WK: 6 ti 7 ti 12 ti 14 ti 18 ti 21 ti
AAA 276 315 504 574 702 777
AA 228 259 408 462 594 630
A 198 224 360 408 504 567

CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%

WMPS-FM

1959
MEMPHIS



Scripture-Howard Broadcasting Co., Box 420, Cross-town Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

1. PERSONNEL
Station Manager—Dean Osmundson,
Sales Manager—Bill Heffernan.

2. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM operated separately from AM.
TV facilities: WMC-TV.

AM ONLY					
CLASS A					
	1x	25x	52x	104x	156x
1/2 hr.	100	95	90	80	75
1/4 hr.	60	57	54	51	48
10 min.	55	53	50	48	45
5 min.	45	43	40	38	35

CLASS B					
	1x	25x	52x	104x	156x
1/2 hr.	60	57	54	51	48
1/4 hr.	40	38	34	32	30
10 min.	35	33	32	30	28
5 min.	30	29	27	26	24

COMBINABILITY
All spots, regardless of length or classification, may be combined for discount purposes. Programs and spots, however, may not be cross-combined for discount purposes.

18. SPECIAL FEATURES
Zero Hour—Mon thru Fri, early afternoon. A rates.

WREC-FM

1967
MEMPHIS
Media Code 4 244 7180 3.00
Covles Broadcasting Service, Inc., Hotel Peabody, Memphis, Tenn. 38101. Phone 901-525-1313.

- PERSONNEL
Pres. & Gen'l Mgr.—Charles B. Brakenfeld.
National Sales Manager—Zack Hill.
Program Director—Fred Cook.
- REPRESENTATIVES
Katz Radio, West.
- FACILITIES
ERP 100,000 w.; 102.7 mc.
Operating schedule: 8 am-midnight daily. CST.
Antenna ht.: 900 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-8 pm Mon thru Sat; 6 am-11 pm Sun. For simulcast facilities see WREC.
- AGENCY COMMISSION
15% net station time.
- GENERAL ADVERTISING See coded regulations
See WREC listing for coded regulations.

TIME RATES

Sold in combination with WREC.
See that listing for rates.

WTCV (FM)

1968
MEMPHIS
Religious
A Sponderling Station
Media Code 4 244 7195 1.00
WTCV (FM), Box 12045, 2265 Central Ave., Memphis, Tenn. 38112. Phone 901-278-9315.

- STATION'S PROGRAMMING DESCRIPTION
WTCV (FM): 100% Religious format.
MUSIC: gospel and sacred. NEWS: local and world wide four 5 min daily featuring UPI audio reports. Religious news three 2-1/2 min reports daily on religious activity at various churches and religious organizations. Special features: Christian teenager of week, 2 min sermonette by local area minister, 3 min history of a local area church or religious organization. SPORTS: university basketball and professional baseball. Special programs: various commercial and non-commercial syndicated shows. Live church broadcasts. Contact Representative for further details. Rec'd 3/28/69.
- PERSONNEL
President—Egmont Sponderling.
Exec. Vice-Pres. & Gen'l Mgr.—Bert Ferguson.
Program Director—Bert McDowell.
- REPRESENTATIVES
Bernard Howard & Co., Inc.
Kansas City, St. Louis, Omaha—Eugene F. Gray Co.
Dallas—Ed Robbins, 2601 Fidelity Union Tower, Dallas, Texas 75201. Phone 214-742-3879.
- FACILITIES
ERP 100,000 w. (horiz.), 25,000 w. (vert.); 104.5 mc.
Operating schedule: 6 am-10 pm daily. CST.
Antenna ht.: 181 ft. above average terrain.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60l, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Cigarette and alcoholic beverage advertising not acceptable.

TIME RATES

Et 10/20/68—Rec'd 1/22/69.

6. SPOT ANNOUNCEMENTS

	1x	25x	52x	104x	200x	520x	1040x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

SATURATION PACKAGES

	14 tl	21 tl	42 tl
1 min	14.00	21.00	42.00
30 sec	10.00	15.00	30.00

8. PROGRAM TIME RATES

	1x	25x	52x	104x	200x	520x
1 hr.	50.00	46.50	43.00	39.50	36.00	32.50
3/4 hr.	40.00	37.00	34.00	31.00	28.00	25.00
1/2 hr.	30.00	28.00	26.00	24.00	22.00	19.00
1/4 hr.	15.50	14.50	13.50	12.40	11.50	10.50
5 min.	10.00	9.50	9.00	8.50	8.00	7.50

21. GENERAL ADVERTISING See coded regulations
See WREC listing for coded regulations.

TIME RATES

Et 10/20/68—Rec'd 1/22/69.

6. SPOT ANNOUNCEMENTS

	1x	25x	52x	104x	200x	520x	1040x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

SATURATION PACKAGES

	14 tl	21 tl	42 tl
1 min	14.00	21.00	42.00
30 sec	10.00	15.00	30.00

8. PROGRAM TIME RATES

	1x	25x	52x	104x	200x	520x
1 hr.	50.00	46.50	43.00	39.50	36.00	32.50
3/4 hr.	40.00	37.00	34.00	31.00	28.00	25.00
1/2 hr.	30.00	28.00	26.00	24.00	22.00	19.00
1/4 hr.	15.50	14.50	13.50	12.40	11.50	10.50
5 min.	10.00	9.50	9.00	8.50	8.00	7.50

21. GENERAL ADVERTISING See coded regulations
See WREC listing for coded regulations.

WREC-FM

1967
MEMPHIS
Media Code 4 244 7180 3.00
Covles Broadcasting Service, Inc., Hotel Peabody, Memphis, Tenn. 38101. Phone 901-525-1313.

- PERSONNEL
Pres. & Gen'l Mgr.—Charles B. Brakenfeld.
National Sales Manager—Zack Hill.
Program Director—Fred Cook.
- REPRESENTATIVES
Katz Radio, West.
- FACILITIES
ERP 100,000 w.; 102.7 mc.
Operating schedule: 8 am-midnight daily. CST.
Antenna ht.: 900 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-8 pm Mon thru Sat; 6 am-11 pm Sun. For simulcast facilities see WREC.
- AGENCY COMMISSION
15% net station time.
- GENERAL ADVERTISING See coded regulations
See WREC listing for coded regulations.

TIME RATES

Sold in combination with WREC.
See that listing for rates.

- PERSONNEL
Station Manager—Bill Haney.
Program Director—Larry H. Dunphy.
- REPRESENTATIVES
Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.
Philadelphia, New York, Chicago—Continental Radio Sales.
- FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION
15% time and talent; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 13e, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 24b, 25c, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 51a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62l.
Cancellation: 71h, 72.
Prod. Services: 82.
Member: Southeastern Key Market Network, National AgRadio Groups, Inc.

Et 10/20/68—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156+
1 min	2.00	1.75	1.60	1.50	1.40	1.25

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x
1 hr.	29.40	27.60	25.25	23.25	21.50
1/2 hr.	19.40	18.50	14.75	13.75	12.50
1/4 hr.	9.40	8.15	7.60	7.00	6.85
5 min.	6.55	5.90	5.25	5.00	4.25

WKBJ-FM

1964
MEMPHIS
Media Code 4 244 7211 6.00
West Tennessee Broadcasting Co., Box 230, Hwy. 70A, Milan, Tenn. 38358. Phone 901-586-2481.

- PERSONNEL
Station Manager—Bill Haney.
Program Director—Larry H. Dunphy.
- REPRESENTATIVES
Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.
Philadelphia, New York, Chicago—Continental Radio Sales.
- FACILITIES
ERP 28,500 w.; 92.3 mc.
Operating schedule: 8 am-10 pm daily. CST.
- AGENCY COMMISSION
15% time and talent; 10 days.
- GENERAL ADVERTISING See coded regulations
See WKBJ listing for coded regulations.

Et 10/20/68—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156+
1 min	2.00	1.75	1.60	1.50	1.40	1.25

8. PROGRAM TIME RATES

	1x	1/2 hr	1/4 hr	10 min	5 min
1 x	75.00	41.00	24.00	19.75	15.50
13 x	70.00	38.00	22.00	18.00	14.00
26 x	65.00	35.00	20.00	16.25	12.50
52 x	60.00	32.00	18.00	14.50	11.00

WKBJ-FM

1964
MEMPHIS
Media Code 4 244 7260 1.00
Millington Broadcasters, Plaza Shopping Center, Millington, Tenn. 38053. Phones 901-872-3398, 7.

- PERSONNEL
Owners—Al Crain, Gary L. Acker.
- FACILITIES
500 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION
15% time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a.
Contracts: 45, 46, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 71a, 73a.
15 minute program—3:00 commercial limitation.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES

Rates effective July 1, 1965.
Rates received July 1, 1965.

Class AA—6:00-9:00 am, 4:00 pm-sign-off Mon thru Fri.
Class A—9:00 am-4:00 pm Mon thru Fri; all day Sat and Sun.

- SPOT ANNOUNCEMENTS
- PROGRAM TIME RATES

MORRISTOWN (2 AM; 1 FM)

Humblen County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WCRK

1947
MEMPHIS
Subscriber to the NAB Radio Code
Media Code 4 244 7350 2.00
WCRK, Inc., Radio Center, Morristown, Tenn. 37814. Phone 615-586-0101.

- PERSONNEL
Manager—Howell Ashford.
- REPRESENTATIVES
Walton Broadcasting Sales Corporation.
- FACILITIES
Operating schedule: 5:00 am-11:00 pm. EST.
- AGENCY COMMISSION
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Basic Rates: 22a, 23a, 25a, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 61a.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with KBS and MBS Radio Networks.

Et 10/20/68—Rec'd 10/17, 1957.

6. SPOT ANNOUNCEMENTS

1 minute:	5.00	104 times	4.00
13 times	4.75	260 times	3.75
26 times	4.50	520 times	3.50
52 times	4.25		

WMTN

1957
MEMPHIS
Subscriber to the NAB Radio Code
Media Code 4 244 7420 3.00
East Tennessee Broadcasting Corp., W. Economy Rd., Morristown, Tenn. 37814. Phone 615-586-7995.

- PERSONNEL
President—George Guertin.
General Manager—Bill Holland.
Program Director—Jim Potts.
- REPRESENTATIVES
David Carpenter Company.
- FACILITIES
5,000 w. days; 1300 kc.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 21b, 23a, 25a, 28.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60f.
Affiliated with NAB.

Et 10/20/68—Rec'd 2/24/69.

6. SPOT ANNOUNCEMENTS

PER WK, EA. 1 MIN:	5.00	25 tl	2.30
5 tl	4.00	30 tl	2.00
10 tl	3.00	35 tl	2.10
15 tl	2.75	40 tl	2.00
20 tl	2.40	50 tl	1.90

20/30 sec: 70% of 1-min. 10 sec: 50% of 1-min.
10-second ID's combinable with other spots at ratio of 2 ID's to 1 minute or station break.

WMTN-FM

1964
MEMPHIS
Subscriber to the NAB Radio Code
Media Code 4 244 7421 1.00
East Tennessee Broadcasting Corp., Box 70, Morristown, Tenn. 37814. Phone 615-586-7995.

- PERSONNEL
President—George R. Guertin.
General Manager—W. J. Holland, Jr.
- FACILITIES
ERP 3,000 w.; 95.9 mc. Stereo.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 156 ft. above average terrain.
- AGENCY COMMISSION
15% on time; no cash discount.
- GENERAL ADVERTISING See coded regulations
See WMTN listing for coded regulations.

Et 10/20/68—Rec'd 6/5/67.

MOUNTAIN CITY

Johnson County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WMCT

1967
MEMPHIS
Media Code 4 244 7456 7.00
Johnson County Broadcasting Co., Inc., Box 78, Mountain City, Tenn. 37853. Phone 727-8701.

- PERSONNEL
President—Thomas Atkinson.
Station Manager—Frances Anne Atkinson.
Engineer—Hugh Shoun.
- FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION
15/0; time and talent.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 5, 6a, 8.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 29a, 20b, 30, 33b.
Contracts: 44a, 44b, 46, 51b, 51c.
Comb.: Cont. Discounts: 50l, 52d.
Cancellation: 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with KBS.

Et 10/20/68—Rec'd 6/28/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min	30 sec	1 min 30 sec
1 x	4.00	3.00	78 x
13 x	3.80	2.85	104 x
26 x	3.60	2.70	130 x
39 x	3.40	2.55	260 x
52 x	3.20	2.40	520 x
65 x	3.00	2.25	

7. PACKAGE PLANS

ROS
(To be run within 1 week)

1 min	10 tl	15 tl	20 tl	25 tl	30 tl	60 tl
1 min	2.50	2.35	2.20	2.10	2.00	1.85
30 sec	2.10	1.95	1.85	1.75	1.65	1.50

8. PROGRAM TIME RATES

	1x	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	24.00	16.00	12.00	8.00
13 x	38.00	22.80	15.20	11.40	7.80
26 x	36.00	21.60	14.40	10.80	7.20
39 x	34.00	20.40	13.60	10.20	6.80
52 x	32.00	19.20	12.80	9.60	6.40
65 x	30.00	18.00	12.00	9.00	6.00
78 x	28.00	16.80	11.20	8.40	5.80
104 x	26.00	15.60	10.40	7.80	5.20
130 x	24.00	14.40	9.60	7.20	4.80
160 x	22.00	13.20	8.80	6.80	4.40
520 x	20.00	12.00	8.00	6.00	4.00

MURFREESBORO (2 AM; 1 FM)

Rutherford County—Map Location F-5
See SRDS consumer market

TENNESSEE

Murfreesboro—W G N S—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS and MBS.
Member: Southeastern Key Market Network.

TIME RATES
ER 2/1/68—Rec'd 2/2/68.

6. SPOT ANNOUNCEMENTS

1 min	1 min
1 x..... 4.00	156 x..... 8.00
18 x..... 3.80	260 x..... 2.80
26 x..... 3.60	312 x..... 2.60
52 x..... 3.40	624 x..... 2.40
104 x..... 3.20	

WMTS

1953



Subscriber to the NAB Radio Code
Media Code 4 244 7560 6.00
WMTS, Inc., 915 N. W. Broad St., Murfreesboro,
Tenn. 37130. Phone 615-893-6611.
STATION'S PROGRAMMING DESCRIPTION
WMTS: MUSIC: country and western and gospel.
NEWS: 5 min on hour, headlines on half-hour, 3
mobile news units. TPI wire and audio. SPORTS:
coverage of local high school and college. Farm and
markets on regularly. Rec'd 8/11/67.

1. PERSONNEL
President—Mary Reeves.
Vice-Pres. & Gen'l Mgr.—Tom Perryman.

3. FACILITIES
5,000 w. days: 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during news-
casts at :60 and :30. For non-simulcast facilities
see WMTS-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

NATIONAL AND LOCAL RATES SAME
ER 1/1/68—Rec'd 1/4/68.

6. SPOT ANNOUNCEMENTS

30 DAYS:	Flat	10 ti	25 ti	50 ti	100 ti	150 ti
1 min.....	3.50	3.00	2.75	2.25	2.00	1.75
30 sec.....	2.65	2.35	2.10	1.75	1.50	1.30

10 sec: 80% of 1-min.

8. PROGRAM TIME RATES

1x	26x	52x	104x	156x	260x	312x
1 hr.....	50.00	45.00	40.00	35.00	30.00	28.00
1/2 hr.....	35.00	30.00	28.00	25.00	22.00	20.00
1/4 hr.....	17.00	16.00	15.00	14.00	13.00	12.00
5 min.....	10.00	9.00	8.00	7.00	6.50	6.00
2 min.....	7.00	6.00	5.00	4.00	3.00	2.00

10. SPECIAL FEATURES
AM/FM SIMULCAST NEWSCASTS
News at :60 and :30—AM rates plus 50%.

WMTS-FM

1963



Media Code 4 244 7581 4.00
WMTS, Inc., Box 860, 915 N. W. Broad St.,
Murfreesboro, Tenn. 37130. Phone 615-893-6611.
STATION'S PROGRAMMING DESCRIPTION
WMTS-FM: MUSIC: middle-of-the-road and general
pop, from tape and album library, original arrange-
ments from big band era. NEWS: on hour. Rec'd
8/11/67.

1. PERSONNEL
President—Mary Reeves.
Vice-Pres. & Gen'l Mgr.—Tom Perryman.

3. FACILITIES
ERP 3,500 w.: 96.3 mc.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
Partial simulcast operation. For simulcast facilities
see WMTS.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
See WMTS listing for coded regulations.

TIME RATES
75% of AM rates.

NASHVILLE (8 AM; 4 FM)

(including Madison)
Davidson County—Map Location E-4
See STDS consumer market map and data at begin-
ning of the State.
Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply
that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the
time buying function to determine extent of indi-
vidual station coverage, audience delivered, etc. with-
in the area.

WENO

1957
MADISON



STONE REPRESENTATIVES, INC.
Media Code 4 244 7830 7.00
Central Broadcasting Corp., Box 5236, Nashville,
Tenn. 37115. Phone 615-895-5401.

1. PERSONNEL
President—H. C. (Cal) Young, Jr.
General Manager—Ed Jenkins.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
5,000 w. days, non-directional; 1,000 w. nights,
directional; 1430 kc.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective July 1, 1965.
Rates received June 28, 1965.

Class AAA—6:00-9:00 am and 4:00-7:00 pm Mon
thru Sat.
Class AA—9:00 am-4:00 pm Mon thru Sat; 6:00 am-
7:00 pm Sun.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 min	sec	10 sec
1 ti.....	15.00	11.25	7.50
52 ti.....	14.00	10.50	7.00
156 ti.....	13.00	9.75	6.50
260 ti.....	12.00	9.00	6.00
312 ti.....	11.00	8.25	5.50
520 ti.....	10.00	7.50	5.00
1040 ti.....	9.00	6.75	4.50

CLASS AA	1 ti	10.50	7.00
52 ti.....	13.00	9.75	6.50
156 ti.....	12.00	9.00	6.00
260 ti.....	11.00	8.25	5.50
312 ti.....	10.00	7.50	5.00
520 ti.....	9.00	6.75	4.50
1040 ti.....	8.00	6.00	4.00

CLASS A	1 ti	7.50	5.85	3.75
52 ti.....	7.00	5.25	3.50	
156 ti.....	6.50	4.80	3.25	
260 ti.....	6.00	4.50	3.00	
312 ti.....	5.50	4.10	2.75	
520 ti.....	5.00	3.75	2.50	
1040 ti.....	4.50	3.35	2.25	

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	1 min	sec	10 sec
12 ti (4AAA, 4AA, 4A).....	116.00	87.00	58.00
18 ti (6AAA, 6AA, 6A).....	159.00	119.10	79.50
24 ti (8AAA, 8AA, 8A).....	192.00	144.00	98.00
36 ti (12AAA, 12AA, 12A).....	258.00	193.20	129.00

SATURDAY PACKAGES

CLASS AAA	12 ti	13.00	9.75	6.50
18 ti.....	12.00	9.00	6.00	
24 ti.....	11.00	8.25	5.50	
36 ti.....	10.00	7.50	5.00	
12 ti.....	9.00	6.75	4.50	

CLASS A	12 ti	6.50	4.90	3.25
18 ti.....	6.00	4.50	3.00	
24 ti.....	5.50	4.10	2.75	
36 ti.....	5.00	3.75	2.50	

Saturation Packages may be cross combined to earn
numerical frequency. Not subject to Retroactive dis-
counts.

WKDA

1946
NASHVILLE



The Eastman Station



Chatham Corporation
Media Code 4 244 7701 8.00
WKDA Broadcasting Company, Inc., 1202 Stahlman
Bldg., Union St., Nashville, Tenn. 37203. Phone
615-254-1355.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard C. Huckaba, Jr.
Program Director—Al Adams.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11b, 12b, 13b.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 26, 33d.
Contracts: 40a, 48, 49, 51c.
Cancellation: 71a, 72.
Affiliated with The Eastman Network.

TIME RATES
Rates effective September 1, 1964.
Card received August 4, 1964.

6. SPOT ANNOUNCEMENTS

DRIVE TIME
(6:00-10:00 am and 3:00-7:00 pm Mon thru Sat)

PER WK:
Fixed Position or less than 6 ti per wk, ea..... 40.00
6 ti..... 35.00
12 ti..... 30.00
18 ti..... 25.00

DAY & NIGHT TIME
(10:00 am-3:00 pm and 7:00-10:00 pm Mon
thru Sat)

Fixed Position or less than 6 ti per wk, ea..... 36.00
6 ti..... 32.00
12 ti..... 28.00
18 ti..... 24.00

ALL OTHER TIMES

Fixed Position or less than 6 ti per wk, ea..... 30.00
6 ti..... 25.00
12 ti..... 21.00
18 ti..... 17.00

20-seconds—80% of applicable 1-minute rate.
10-seconds—50% of applicable 1-minute rate.
5-minutes—1-1/2 times applicable 1-minute rate.

DISCOUNTS
26 consec wk..... 4% 52 consec wk..... 8%
Minimum wkly sched of 6 1-min spots 6 am-12 mid.
Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

FAMILY PLAN
6 spots—6:00-10:00 am Mon thru Sat.
6 spots—3:00-7:00 pm Mon thru Sat.
4 spots—7:00-10:00 pm Mon thru Sat.
4 spots—10:00 am-3:00 pm Sat.
4 spots—noon-7:00 pm Sun.
24 1-minute announcements per wk (26.00 ea) 624.00

PERSONALITY PLAN
Mon thru Sat:
Per wk:
6 spots—6:00-10:00 am.
6 spots—10:00 am-noon.
6 spots—noon-3:00 pm.
6 spots—3:00-7:00 pm.
6 spots—7:00 pm-midnight.
Sun:
6 spots—noon-8:00 pm.
36 1-minute announcements per wk (23.00 ea) 828.00
All announcements and packages, except Family Plan
and Personality Package are combinable for frequency
discounts.

WKDA-FM

1962
NASHVILLE



Media Code 4 244 7701 6.00
Hickory Broadcasting Corp., 1202 Stahlman Bldg.,
Union St., Nashville, Tenn. 37201. Phone 615-
254-0511.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard C. Huckaba, Jr.
Program Director—Al Adams.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
ERP 19,400 w.: 103.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 229 ft. above average terrain.

4. AGENCY COMMISSION
15% on net time charge; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WKDA listing for coded regulations.

TIME RATES
No. 1 ER 9/1/66—Rec'd 12/7/66.
AA—6 pm-midnight.
A—Midnight-6 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 min	13 wk	26 wk	39 wk	52 wk
1 min.....	5.00	4.50	4.00	3.50	3.00
30 sec.....	3.50	3.15	2.80	2.45	2.10
15 sec.....	2.50	2.25	2.00	1.75	1.50

CLASS A	1 min	3.50	3.00	2.50	2.00
30 sec.....	2.80	2.45	2.10	1.75	1.40
15 sec.....	1.80	1.75	1.50	1.25	1.00

8. PROGRAM TIME RATES

CLASS AA	1x	28x	91x	182x	273x	364x
1/2 hr.....	25.00	24.00	21.75	19.50	17.25	15.00
1/4 hr.....	17.00	16.00	14.50	13.00	11.50	10.00

CLASS A	1/2 hr	22.50	19.50	17.25	15.00	12.75
1/4 hr.....	15.00	14.50	13.00	11.50	10.00	8.50

WLAC

1926
NASHVILLE



Subscriber to the NAB Radio Code
Media Code 4 244 7770 1.00
Life and Casualty Insurance Co. of Tennessee, 161
4th Ave. N., Nashville, Tenn. 37219. Phone 615-
258-0161. TWX 615-244-1048.

STATION'S PROGRAMMING DESCRIPTION
WLAC: Programmed for general interest.
6-10 am continuing news, middle-of-the-road, heli-
copter traffic reports, comedy, service announcements.
10-11 am network. 11 am-2 pm talk program with
local personality, panel discussion, telephone call-in.
2-3:30 pm news each half hour, middle-of-the-road
music, helicopter traffic reports, service announce-
ments. 5:30-7 pm news, sports reports, editorials. 7
pm-3 am rhythm and blues music, regional and na-
tional news, weather and service announcements, 3-6
am farm, country and western music, market and
weather reports, interviews. Contact Representative
for further details. Rec'd 4/30/69.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—James M. Ward.
Vice-Pres. & Sales Mgr.—E. G. Blackman.
Program Director—Hairi Hensley.

2. REPRESENTATIVES
Katz Radio, East.

3. FACILITIES
50,000 w.: 1510 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; payable upon receipt.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 25a, 26,
28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60x.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 15 ER 12/1/68—Rec'd 11/13/68.
Rev. 1/8/69—Rec'd 1/13/69.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-10 am, 4-7 pm & 1-6 am.
A—Mon thru Fri 10 am-4 pm; Sat & Sun 6 am-
7 pm.

AM/FM COMBINATION
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti
AA..... 25 24 23 22 21
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

AM ONLY
Deduct 5.00 per spot from combined AM/FM rates.

7. PACKAGE PLANS
AM/FM COMBINATION
TOTAL AUDIENCE PLANS

PER WK:	12 ti	18 ti	24 ti
TAP I (1/2 AA, 1/2 A).....	228	324	408
TAP II (1/3 AA, 2/3 A).....	216	306	384
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.			

8. PROGRAM TIME RATES
AA—Sun thru Sat 5 pm-1 am.
A—All other times.
Nighttime—Sun thru Sat 7 pm-1 am.

CLASS AA

PER YR:	1x	13x	26x	52x	104x	260x
1 hr.....	150	145	135	130	125	120
1/2 hr.....	115	110	105	97	95	90
1/4 hr.....	90	85	80	75	70	65
10 min.....	65	63	62	60	57	55
5 min.....	42	41	40	39	37	35

CLASS A

1 hr.....	115	110	105	100	95	90
1/2 hr.....	75	70	65	63	60	57
1/4 hr.....	50	47	45	42	40	38
10 min.....	35	33	31	29	27	25
5 min.....	25	24	23	22	21	20

ROTATION PLAN
10-minute program segments rotating between 8 pm
and midnight, 1 per day Mon thru Fri, per wk 275.
AM ONLY
PER YR: 1x 156x 260x 520x 1000x
Nighttime..... 30 28 27 26 25

COMBINABILITY
All AM/FM spots, regardless of length or classifica-
tion, may be cross-combined for discount purposes,
as long as spots of each length are properly dis-
tributed by time classifications. Spots and program
units may not be combined for discount purposes.
AM only schedule is similarly combinable.

WLAC-FM

1953
NASHVILLE



Subscriber to the NAB Radio Code
Media Code 4 244 7771 3.00
Life and Casualty Insurance Co. of Tennessee, 161
4th Ave. N., Nashville, Tenn. 37219. Phone 615-
255-3421.

STATION'S PROGRAMMING DESCRIPTION
WLAC-FM: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC:
popular music, mostly middle-of-the-road, with cur-
rent hits and standards. Network news each hour at
15 min after hour 7:15 am-10:15 pm. COMMERCIAL
POLICY: 6 minutes per hour. Contact Representative
for further details. Rec'd 4/30/69.

1. PERSONNEL
Manager—James M. Ward.
Sales Manager—E. G. Blackman.
Program Director—Forrest McBride.

2. REPRESENTATIVES
Katz Radio, East.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert); 105.9 mc.
Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WLAC listing for coded regulations.
Sold in combination with AM. See that listing for
rates.
Affiliated with American FM Network.

NATIONAL AND LOCAL RATES SAME
No. 4 ER 12/1/68—Rec'd 11/20/68.

6. SPOT ANNOUNCEMENTS

1 min.....	1x	52x	104x	260x
10 sec.....	10	8	7	6
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.	</			

Nashville—WMAK—Continued

Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

ET 4/1/69—Rec'd 2/28/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-8 am, 10 am-3 pm & 7 pm-midnight; Sun 9 am-midnight.

BB—Mon thru Sat 5-8 am; Sun midnight-9 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE
PER WK: *11 6 11 12 11 18 11 24 11 30 11
AAA 40.00 36.00 34.00 32.00 30.00 28.00
AA 36.00 32.00 30.00 28.00 26.00 24.00
A 18.00 16.00 15.00 14.00 13.00 12.00

20/30 SECONDS
AAA 32.00 28.80 27.20 25.60 24.00 22.40
AA 28.80 25.60 24.00 22.40 20.80 19.20
A 14.40 12.80 12.00 11.20 10.40 9.60

10 SECONDS
AAA 20.00 18.00 17.00 16.00 15.00 14.00
AA 18.00 16.00 15.00 14.00 13.00 12.00
A 9.00 8.00 7.50 7.00 6.50 6.00

(*) Fixed position.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

AAA 5 10 15
AA 5 10 15
A 2 4 6

1 min. ea. 28.00 24.00 22.00

20/30 sec; 80% of 1-min. 10 sec; 50% of 1-min.

No other discounts applicable to TAP Plan.

RQS in respective time classifications. Preferences granted subject to time available.

WNAH

1949

NASHVILLE

Media Code 4 244 7980 6.00

Hermitage Broadcasting Corp., Hermitage Hotel.

Nashville, Tenn. 37219. Phone 615-254-7811.

1. PERSONNEL

Gen'l & Com'l Mgr.—Van T. Irwin, Jr.

Program Director—Hoyt Carter, Jr.

3. FACILITIES

1,000 w. days; 1360 kc.

Non-directional.

Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.

Contracts: 40a, 42a, 46.

Comb.; Cont. Discounts: 60b, 60c, 61b, 61c, 62b.

Cancellation: 70a, 70e, 71a, 73a.

Affiliated with KBN and NAS Radio Networks.

Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 11/1/68—Rec'd 12/27/68.

6. SPOT ANNOUNCEMENTS

1 min. 3.50 3.25 3.00 2.75 2.50

30 sec 2.80 2.60 2.40 2.20 2.00

10 sec 2.10 1.95 1.80 1.65 1.50

8. PROGRAM TIME RATES

1x 26x 52x 104x 260x

1/2 hr. 75.00 71.25 67.50 63.75 60.00

1/4 hr. 37.50 35.63 33.75 31.88 30.00

10 min. 18.75 17.31 16.88 15.94 15.00

5 min. 12.50 11.87 11.25 10.62 10.00

15/30 SPECIAL FEATURES

Religious programs at 260x rate on open contract basis.

WSIX

1927

NASHVILLE

AVCO RADIO SALES

Subscriber to the NAB Radio Code

Media Code 4 244 8050 7.00

General Electric Broadcasting Co., Inc., 441 Mur-

freeboro Rd., Nashville, Tenn. 37210. Phone 615-

255-5431. TWX 810-371-1943.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—A. Donovan Faust.

Mgr. & Sales Mgr.—Paul L. Ruhle.

Promotion Manager—Sam Somora.

2. REPRESENTATIVES

Arco Radio Sales.

3. FACILITIES

5,000 w.; 880 kc. Directional—night only.

Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20b, 21b, 21d, 23b, 25a, 28a, 29a, 33a.

Contracts: 40a, 41, 44b, 46, 51b.

Comb.; Cont. Discounts: 60a, 60g, 61a.

Cancellation: 70a, 70e, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

TV facilities: WSIX-TV.

Affiliated with American Information Network.

TIME RATES

WSIX/WSIX-FM COMBINATION

No. 15 ET 1/1/69—Rec'd 1/2/69.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1-MINUTE WEEKLY FREQUENCY PLANS

PER WK: PER YR: AAA AA A B

1 11 65 62 60 55 50

6 11 63 60 58 53 48

12 11 61 58 56 51 46

18 11 59 56 52 48 42

25+ 11 57 52 48 45 40

30/20 SECONDS

1 11 52 50 48 44 40

6 11 50 48 46 42 38

12 11 48 46 44 41 37

18 11 46 44 42 39 34

25+ 11 44 42 38 36 32

PER WK: PER YR: AAA AA A B

12 11 156 x 44 40 36 22

15 11 208 x 42 38 34 20

18 11 312 x 40 36 32 19

21 11 520 x 38 34 30 18

24 11 780 x 36 32 28 17

30 11 1040 x 34 30 26 16

30/20 sec; 80% of applicable 1-min.

10 sec; 50% of applicable 1-min.

AM ONLY

10% discount combination rates.

7. PACKAGE PLANS

1-MINUTE CONVERTIBLE DEBENTURE PLANS

PER WK: PER YR: AAA AA A B

3 11 (1AAA, 1AA, 1A) 135

6 11 (2AAA, 1AA, 3A) 240

9 11 (3AAA, 2AA, 3A, 1B) 325

12 11 (4AAA, 3AA, 3A, 3B) 395

15 11 (5AAA, 4AA, 5A, 3B) 445

18 11 (6AAA, 5AA, 5A, 4B) 495

21 11 (7AAA, 6AA, 6A, 4B) 555

24 11 (8AAA, 7AA, 7A, 4B) 600

30 11 (9AAA, 8AA, 8A, 5B) 895

Convertible Debenture Plans convert as follows:

Higher to Lower—each AAA and/or AA spot equal

to 2 A spots; each 30 sec equal to 2 B spots.

Lower to Higher—3 B spots equal to 2 A spots; 3 A

spots equal to 2 AAA or AA spots.

COMBINABILITY

Weekly Frequency Plan spots in designated classifica-

tions may be added to Convertible Debenture Plans

at applicable rates and fully convertible. Annual

Frequency Discounts do not apply.

WSIX-FM

1946

NASHVILLE

Subscriber to the NAB Radio Code

Media Code 4 244 8051 5.00

WSIX, 441 Murfreesboro Rd., Nashville, Tenn. 37210.

Phone 615-255-5431. TWX 810-371-1943.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—A. D. Faust.

Mgr. & Sales Mgr.—Paul Ruhle.

Promotion Manager—Sam Somora.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9

mc. Stereo.

Operating schedule: 7 am-midnight. CST.

Antenna ht.: 1,110 ft. above average terrain.

4. AGENCY COMMISSION

15% no cash discount.

See WSIX listing for coded regulations.

TV facilities: WSIX-TV.

TIME RATES

FM only: 50% of AM/FM Combination rates.

WSM

1925

NASHVILLE

Subscriber to the NAB Radio Code

Media Code 4 244 8120 8.00

WSM, Inc., Box 100, Nashville, Tenn. 37202. Phone

615-201-4444. TWX 810-371-1148.

STATION'S PROGRAMMING DESCRIPTION

NEWS: Programmed for general interest.

NEWS: half hour 5-10 am, 4-7 pm. News on hour,

24 hours. Entertainment country music, 2 men,

talent interviews 12M-6 am, 10-15 am-room. Farm

6-7 am, 2 men interviews, markets. Entertainment

7-10:30 am, live music, popular, 10 man orchestra,

guest interviews. RELIGIOUS: 12:30-1 pm. Enter-

tainment 11-1:30 pm, country music, guest talent

interviews. Farm 11:30 am-12:30 pm. Entertainment

1-5:30 pm, popular music, features, guest interviews,

News 5:30-6:45 pm, network, local business, sports,

13 man news staff. Entertainment 6:45-10 pm, popu-

lar music, features, 6 personalities. Sat, country

music, network, live country music. Sun, network,

religious. SPORTS: major league baseball, college

football, basketball, network World Series, bowl

games. Contact Representative for further details.

Rec'd 9/12/68.

1. PERSONNEL

President—Irving C. Waugh, Jr.

Vice-Pres. & Gen'l Mgr.—Robert Evans Cooper.

Nat'l Sales Mgr. & Com'l Mgr.—Len Hensel.

2. REPRESENTATIVES

Henry I. Christal Co., Inc.

3. FACILITIES

50,000 w.; 650 kc. Non-directional.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% on net charges for station time and talent.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,

6a, 7b, 8.

Rate Protection: 10c, 11h, 12h, 13c, 14c, 16.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,

23b, 24b, 24c, 25a, 27, 28a, 28b, 29b, 30, 32b, 33a.

Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46,

47a, 49, 51b.

Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i,

62a, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with NBC.

TIME RATES

No. 25 ET 9/1/68—Rec'd 8/12/68.

6. SPOT ANNOUNCEMENTS

AAA—Mon thru Sat 6-10 am; Sat 10:30 pm-midnight.

AA—Mon thru Sat 6-10 am; Sat 10 am-7:30 pm;

Sun 7 am-10:30 pm.

B—Mon thru Sat 5-8 am; Mon thru Thurs 8-10 pm;

Fri 10:30 pm-midnight.

C—Sun thru Thurs 10 pm-5 am; Fri & Sat mid-

night-5 am.

CLASS AA

1 MINUTE

PER WK: PER YR: 1x 100x 200x 300x 500+</

TENNESSEE

Nashville—Continued

WVOL
1951
NASHVILLE

Independent Negro

Media Code 4 244 8190 1.00
Huntsville of Nashville, Inc., Box 8085, 1320 Brick Church Pike, Nashville (Berry Hill), Tenn. 37207. Phone 615-228-3424.

STATION'S PROGRAMMING DESCRIPTION
WVOL: Programmed for Negro listener. MUSIC: popular, rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. NEWS: 5 min at :55, headlines on half hour. High school sports events are broadcast live. Job opportunities every hour. Station editorializes weekly. Contact Representative for further details. Rec'd 11/4/68.

1. PERSONNEL
Owner-President—Robert W. Rounsaville.
Vice-Pres. & Gen'l Mgr.—Noble V. Blackwell.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Rounsaville Sta Sales Office: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 1470 kc. Directional.
Operating schedule: 5:00 am-midnight daily, CST.

4. AGENCY COMMISSION
15/0 time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11d, 12d, 13d, 14d, 15c, 18.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51b.

Como.; Cont. Discounts: 60a, 60b, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 11 ET 4/1/69—Rec'd 3/3/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec
1 wk.....	17.20 14.40	13.80 11.50
13 wk.....	16.60 13.90	13.30 11.10
50 x.....	16.00 13.50	12.80 10.80
100 x.....	15.40 13.00	12.30 10.40
150 x.....	14.70 12.40	11.80 9.90
200 x.....	13.70 11.50	11.00 9.20
250 x.....	12.70 10.70	10.20 8.60
300 x.....	11.80 9.90	9.40 7.90

ID's or Flash spots (10 seconds or less) sold at 50% of the 1-minute rate. They can be combined with 1-minute or 30-second spots to earn lower rates for ID frequency only. Do not combine with Packages for frequency.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
AA:						
1 wk.....	16.60 15.90 15.10 14.30 13.50 12.80					
13 wk.....	15.40 14.70 13.90 13.30 12.50 11.90					
26 wk.....	14.50 13.80 13.00 12.40 11.60 11.10					
39 wk.....	13.10 12.50 11.90 11.30 10.70 10.10					
52 wk.....	11.90 11.40 10.90 10.30 9.70 9.20					

80 SECONDS

AA:	1 wk	13 wk	26 wk	39 wk	52 wk
1 wk.....	13.30 12.70 12.10 11.50 10.90 10.30				
13 wk.....	12.40 11.80 11.20 10.70 10.10 9.50				
26 wk.....	11.50 11.00 10.50 10.00 9.40 8.90				
39 wk.....	10.50 10.10 9.50 9.10 8.60 8.10				
52 wk.....	9.50 9.10 8.70 8.20 7.80 7.40				

A:

1 wk	13 wk	26 wk	39 wk	52 wk
1 wk.....	10.60 10.20 9.70 9.20 8.70 8.20			
13 wk.....	9.90 9.40 8.90 8.50 8.10 7.60			
26 wk.....	9.20 8.90 8.40 8.00 7.50 7.10			
39 wk.....	8.40 8.10 7.70 7.30 6.90 6.60			
52 wk.....	7.60 7.30 7.00 6.60 6.20 5.90			

1-minute and 30-seconds cross-combine to earn maximum frequency. Each spot package stands alone. However, advertisers may earn a higher frequency (13 wks, 26 wks, etc.) on subsequent orders provided the schedule continues without interruption but no rebates are applicable on previous orders. Spot packages subject to short rate.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
142.20	137.30	132.80	127.80
94.80	91.50	88.50	85.20
63.20	61.00	59.00	56.80
31.60	30.50	29.50	28.40

9. PARTICIPATING PROGRAMS
Dana Davidson Vignettes—1 per day rotating Mon thru Fri 10 am-5 pm plus 15 1-min or 20 30-sec spots per wk:
13 wk 26 wk 52 wk
Per wk..... 250 235 195

NEWPORT

Coke County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WLKJ
1954

Media Code 4 244 8330 5.00
WLKJ, Inc., Box 270, Intersection Highways 25-E and 25-W west of Newport, Tenn. 37821, Phone 615-623-2095.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arthur Wilkerson.
Vice-President—Dwight D. Wilkerson.
Secretary—Mrs. Evelyn Wynn.

5. FACILITIES

5,000 w. days, 500 w. nights; 1270 kc.
Non-directional, days, directional nights.
Operating schedule: 6 am-midnight daily, EST.

4. AGENCY COMMISSION

15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7a.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 22a, 23b, 24b, 25b, 26, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60f, 61a, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and NAB Radio Networks.

TIME RATES

Rates effective December 1, 1955.
Rates received November 28, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min
1 time.....	50.00 30.00 20.00 10.00		
13 time.....	47.50 28.50 19.00 9.50		
26 times.....	45.00 27.00 18.00 9.00		
52 times.....	42.50 25.50 17.00 8.50		
104 times.....	40.00 24.00 16.00 8.00		
156 times.....	37.50 22.50 15.00 7.50		

(* Spot announcements one minute or less.
Automatic rate, 2at 4.50

OAK RIDGE (1 AM; 1 FM)

Anderson County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WATO
1948

Mutual Network

Media Code 4 244 8400 4.00
WATO, Inc., 113 Eastburn Lane, Oak Ridge, Tenn. 37830. Phone 615-483-3535, 3536.

STATION'S PROGRAMMING DESCRIPTION
WATO: Programmed for adults and young adults. 6 air personalities encompass entire operation. MUSIC: current selling general popular music, showtunes, standards. NEWS: local, state, national and international with 5 min local and state on hour each hour and 5 min network news on half hour. SPORTS: local high school and college football and basketball, pro football and baseball. COMMERCIAL POLICY: 20 minutes maximum permitted between 7-9 am & 4-6 pm. All other periods permit 18. Personalities available for remote pickups from shopping centers, fairs, etc. Contact Representative for further details. Rec'd 8/9/67.

1. PERSONNEL
President—Henry Rau.
Executive Vice-President—Lloyd S. Smith.
Manager—Leonard M. McColg.

2. REPRESENTATIVES
New York, Chicago, Los Angeles, San Francisco—
UBC Sales.
Philadelphia—Dome-Messervy Co., Inc.
Atlanta—David Carpenter Company.

3. FACILITIES
5,000 w. days; 500 w. nights; 1290 kc.
Directional.
Operating schedule: 5:30 am-midnight, EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Broadcasting System.
Member: Country Music Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 ET—Rec'd 4/8/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min 30 sec
1 x.....	5.00 3.00 3.65 x	3.75 2.25
52 x.....	4.75 2.85 520 x	3.50 2.10
104 x.....	4.50 2.70 780 x	3.25 1.95
156 x.....	4.25 2.55 1040 x	3.00 1.80
260 x.....	4.00 2.40	

7. PACKAGE PLANS

WKLY:	20 ti	30 ti	40 ti	50 ti
1 min.....	70	90	110	125
30 sec.....	56	72	88	100

SPECIAL 10 SECOND FLASH

Per wk:	100 ti	50 ti	20 ti
1 wk.....	125	75	40

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
9.50	3.65 x		6.75
52 x.....	3.75 520 x		6.50
104 x.....	3.25 780 x		6.25
156 x.....	2.75 1040 x		6.00
260 x.....	2.25		

WATO-FM

Media Code 4 244 8435 0.00
WATO AM, FM, Inc., 113 Eastburn Lane, Oak Ridge, Tenn. 37830. Phone 615-483-3535.

1. PERSONNEL
President—Henry Rau.
Executive Vice-President—Lloyd S. Smith.
Manager—Leonard M. McColg.

2. REPRESENTATIVES
New York, Chicago—UBC Sales.
Philadelphia—Dome-Messervy Co., Inc.
Atlanta—David Carpenter Company.

3. FACILITIES
ERP 2,450 w. (horiz. & vert.), 94.3 mc. Stereo.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
See WATO listing for coded regulations.
TIME RATES
ET—Rec'd 4/8/68.

7. PACKAGE PLANS

MONTHLY PLAN
(Minimum 30 days)

1 MIN:		
1 ti every 4 hrs.....	150	1 ti every hr..... 600
1 ti every 2 hrs.....	300	

QUARTERLY PLAN
(Minimum 90 days)

1 ti every 4 hrs.....	375	1 ti every hr..... 1500
1 ti every 2 hrs.....	750	

ONEIDA (1 AM; 1 FM)

Scott County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WBNT
1959

Subscriber to the NAB Radio Code
Media Code 4 244 8470 7.00
Oneida Broadcasters, Inc., Box 370, 42 Huntsville Rd., Oneida, Tenn. 37841. Phone 569-8598. TWX 7551-37-10.

STATION'S PROGRAMMING DESCRIPTION
WBNT: Headline news every half hour, 5 min news every hour. Local news 7 am, noon & 4:30 pm daily. Country and western music 5:30-9 am. Women's show 9-10 am. Country and western music 10-11:30 am. FARM: news 11:30 am-noon. RELIGIOUS: music 12:30-2 pm week-days and all day Sun. 2-5 pm popular music. 5 pm sign-off general orchestral music. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL
President—George R. Guertin.
Sec'y-Treas.—James F. Stair.

2. REPRESENTATIVES
Continental Radio Sales.
David Carpenter Company.

3. FACILITIES
1,000 w.; 1310 kc. Non-directional.
Operating schedule: 5:30 am-sunset, EST.
Partial simulcast during AM operational hours. For non-simulcast facilities see WBNT-FM listing.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4b, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 28b, 32b.
Contracts: 40c, 45, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 82.
Affiliated with KBS and NAB Radio Networks.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 6/1/69—Rec'd 5/14/69.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 min	30 sec
1 x.....	3.20 156 x	2.55
13 x.....	3.10 260 x	2.40
26 x.....	3.05 312 x	2.25
52 x.....	2.90 624 x	2.10
104 x.....	2.70 728 x	1.90

WBNT/WBNT-FM COMBINATION
Extra 40%

6. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
37.05	21.20	12.30	6.30
13 x.....	36.25 20.70	11.90 5.15	
26 x.....	35.20 20.15	11.65 5.05	
52 x.....	33.35 19.10	11.00 4.80	
104 x.....	31.50 18.00	10.35 4.60	
156 x.....	28.65 16.95	9.75 4.25	
260 x.....	27.00 15.90	9.15 3.95	
312 x.....	25.95 14.85	8.55 3.70	
624 x.....	24.10 13.80	7.90 3.45	
728 x.....	22.25 12.70	7.30 3.15	

WBNT-FM

Subscriber to the NAB Radio Code
Media Code 4 244 8471 5.00
Oneida Broadcasters, Inc., Box 370, 42 Huntsville Rd., Oneida, Tenn. 37841. Phone 569-8598. TWX 7551-37-10.

1. PERSONNEL
President—George R. Guertin.
General Manager—Hillard Mattie.
Commercial Manager—E. B. Willis, Jr.

2. REPRESENTATIVES
Continental Radio Sales.
David Carpenter Company.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6:00 am-11:00 pm, EST.
Simulcast with WBNT-AM 6 am-sunset.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 26, 33a.
Contracts: 41, 47a, 49, 51a.
Comb.; Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS and NAB Radio Network
Sold in combination with WBNT. See that listing.

TIME RATES
Rates are identical to WBNT. See that listing.

PARIS (1 AM; 1 FM)

Henry County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WTPR
1946

Subscriber to the NAB Radio Code
Media Code 4 244 8540 7.00
The Paris Broadcasting Co., Box 700, 206 N. Brewer, Paris, Tenn. 38242. Phone 901-642-2821.

STATION'S PROGRAMMING DESCRIPTION
WTPR: AIR PERSONALITIES handle all segments. Farm programming with country music sign-on-6:30 am & 11 am-2 pm. Middle-of-the-road music with 3 top 40 tunes per hour 6:30-11 am & 2 pm sign-off.

NEWS: emphasis on local news, news director. Local news at 6:55 am, 7:55 am, noon, 4:30 pm & 5:55 pm. State, national and world news at 5 min before all other times, with national and regional headlines every hour at half hour. 15 min newscast at 7 am, noon & 4:30 pm. Weather reports :15 & :45 every hour. Sportscasts at 7:30 am & 4:50 p.m. UPI news service and 24 hour weather wire. Contact Representative for further details. Rec'd 1/5/68.

1. PERSONNEL
Executive Vice-President—J. Kenneth Marston.
General Manager—Joe P. Van Dyke.
Assistant Manager—Reed Brewer.

2. REPRESENTATIVES
National & Regional—Call Jim Hoppers collect; Jackson, Tenn. Phone 901-427-9611.

3. FACILITIES
250 w. days; 710 kc. Non-directional.
Operating schedule: 5:30 am-6 pm, CST.

4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Dixie Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/68—Rec'd 11/29/67.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x.....	4.70 3.		

Pulaski—W KSR—Continued

Comb. Cont. Discounts: 60b, 60h, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Southeastern Key Market Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 1/1/68—Rec'd 12/19/67.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.80	2.50	2.20	2.00	1.85	1.80	1.40
30 sec	2.50	2.35	2.20	2.05	1.95	1.70	1.40	1.25

8. PROGRAM TIME RATES

1 hr	40.00	30.00	26.50	24.00	23.10	22.00	20.90	20.00
1/2 hr	22.50	20.00	17.00	15.00	13.75	12.25	11.75	11.00
1/4 hr	12.50	11.00	9.50	9.00	8.50	7.50	7.00	6.25
10 min	10.00	9.20	8.60	6.90	6.40	5.95	5.80	4.60
5 min	8.00	7.00	6.20	5.70	5.20	4.50	4.00	3.50

RIPLEY

Lauderdale County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WTRB
1954
Media Code 4 244 8680 1.00
Lauderdale Broadcasting Co., Box 410, Ripley, Tenn. 38063. Phone 635-2221.

1. PERSONNEL
Owner & Gen'l Mgr.—John L. Stewart.
Program Director—Don Paris.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days: 1570 kc. Non-directional.
Operating schedule: Daytime. CST.

4. AGENCY COMMISSION
None. Net to station.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Amfiliated with KBS.
Beer advertising accepted.

TIME RATES
Rates effective April 1, 1959. (Card No. 2.)
Card received April 15, 1965.

6. SPOT ANNOUNCEMENTS

1 min	4.00	3.20	2.50
13 1/2	3.50	1.04	2.00
26 1/2	3.00	3.12	1.80

All 1 minute announcements scheduled at station's option.

ROCKWOOD

Roane County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WRKH
1957
Media Code 4 244 8750 2.00
Dick Holloway Enterprises, 562 S. Kingston Ave., Rockwood, Tenn. 37854. Phone 615-354-0580.

1. PERSONNEL
Owner & Gen'l Mgr.—Richard W. Holloway.

3. FACILITIES
1,000 w. days: 580 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 28c.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 49, 50.
Comb. Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 7/1/68—Rec'd 7/11/68.

6. SPOT ANNOUNCEMENTS

1 min	2.00	30 sec	1.50
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	30	16	10

ROGERSVILLE

Hawkins County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WRGS
1954
Media Code 4 244 8820 3.00
WRGS, Inc., Burton Rd., Rogersville, Tenn. 37857.
Phone 615-456-7401.

1. PERSONNEL
General Manager—Harry M. Beal.
Business Manager—Mrs. Chas. V. Beal.

2. REPRESENTATIVES
George T. Hopewell, Inc.
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days: 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15i.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24c, 25a, 27, 28b, 29a, 32a, 33c.
Contracts: 40a, 42b, 42d, 44b, 47a, 48, 51a, 51b, 51c, 51a, 51b, 51c.
Comb. Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
ET 1/1/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	11x	26x	51-100	(*)
1 min	2.50	2.25	2.00	1.50	1.25
30 sec	1.50	1.50	1.25	1.10	1.00
10 sec	1.00	.80	.80	.75	.60

(*) Yearly contract.

SAVANNAH (1 AM; 1 FM)

Hardin County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WORM WORM-FM
1956 1966
Media Code 4 244 8890 6.00
Savannah Broadcasting Service, Inc., Box B, Craven Landing Rd., Savannah, Tenn. 38372. Phone 925-4981.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Neal B. Bunn.

2. REPRESENTATIVES
Southeast & Southwest, Memphis, Atlanta & Dallas—C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w. days: 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

FM FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: 3-10 pm. CST.
Antenna ht.: 190 ft. above average terrain.

4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. Cont. Discounts: 60a
Cancellation: 73a.
Amfiliated with Keystone Network.

TIME RATES
ET 1/1/68—Rec'd 7/2/68.

6. SPOT ANNOUNCEMENTS

1 min	2.00	1.04	1.80
13 1/2	1.95	1.58	1.50
26 1/2	1.90	2.08	1.45
39 1/2	1.85	2.60	1.35
52 1/2	1.80	3.12	1.25
78 1/2	1.75		

7. PACKAGE PLANS
30 SECONDS OR LESS
90 or more ti (within 1 mo), ea..... 1.25

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 x	25.00	15.00	9.00	7.00	4.50
13 x	24.00	14.50	8.50	6.85	3.60
26 x	23.00	14.00	8.00	6.50	3.25
39 x	22.00	13.00	7.50	6.25	2.95
52 x	20.00	12.00	7.00	5.75	2.85
78 x	6.50	5.25	2.75
104 x	5.60	4.75	2.85
156 x	5.00	4.25	2.55
208 x	4.50	3.75	2.45
260 x	4.00	3.25	2.35
312 x	2.75	2.25

SELMER

McNairy County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WDTM
1967
Media Code 4 244 8920 1.00
McNairy County Broadcasting Co., Box 128, Selmer, Tenn. 38375. Phone 901-645-6165.

1. PERSONNEL
President—David B. Jordan, Sr.
Sta. Mgr. & Prog. Dir.—Aubrey Whitaker.

2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
Southern—C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w. 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time and talent. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3c, 3d, 4b, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 25b, 26, 28b, 28c.
Contracts: 40b, 42c, 43, 45, 46, 49, 50, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60f, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71b, 73a.
Prod. Services: 81, 82.
Amfiliated with KBS.

TIME RATES
No. 1 ET 2/2/68—Rec'd 2/2/68.

6. SPOT ANNOUNCEMENTS

1 min	2.75	2.65	2.60	2.25	1.80
13 1/2	2.65	2.15	3.12	2.10	1.75
26 1/2	2.55	2.05	3.20	2.00	1.65
104 x	2.45	1.90	7.80	1.80	1.50
156 x	2.35	1.85	10.00	1.60	1.25

(*) 30 sec or less.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min	
1 x	60.00	34.50	18.00	9.75	6.75
26 x	55.00	28.50	18.00	9.25	6.25
52 x	48.00	26.25	14.50	9.00	6.00
104 x	45.00	24.50	12.75	8.50	5.50
156 x	40.00	22.50	10.60	8.00	5.00
260 x	36.00	21.00	9.60	7.75	4.50
312 x	34.00	19.50	9.00	7.25	4.25
520 x	30.00	17.50	7.50	6.75	4.00
780 x	26.00	15.00	6.75	5.90	3.50
1000 x	20.00	12.00	5.50	4.00	3.00

SEVIERVILLE (1 AM; 1 FM)

Sevier County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WSEV
1955
Subscriber to the NAB Radio Code
Media Code 4 244 8960 7.00
Smoky Mountain Broadcasting Corp., Middlecreek Rd., Sevierville, Tenn. 37882. Phone 615-453-2844.

Other Stations: Gatlinburg, Tenn.

STATION'S PROGRAMMING DESCRIPTION
WSEV: Programmed for urban and rural adults.
5:45-8:45 am country music. 6:45-7 am farm mar-

ket and weather reports. 8-11 am middle-of-the-road music. 11 am-2 pm gospel and country music. 2 pm sign-off middle-of-the-road music. NEWS: 5 min on hour with 15 min summary at 6 am noon & 6 pm. 1 local newsmen. SPORTS: 15 min report daily, high school football, basketball and network college football. Rec'd 7/17/67.

1. PERSONNEL
General Manager—Hugh E. Trotter.

3. FACILITIES
5,000 w. days: 930 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 25a, 26, 28b, 28c.
Contracts: 40a, 44b, 45, 46, 47e.
Cancellation: 70a, 70c, 73a.
Prod. Services: 82.
Rates are for station time and include services of announcer, program and merchandising departments.
Member: Southeastern Key Market Network.

TIME RATES
Rates effective April 1, 1955. (Card No. 1.)
Card received September 2, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2	1/4	5	(*)
1 time	hr.	hr.	min.
13 times	28.60	17.00	8.00
26 times	25.20	16.20	7.30
52 times	23.80	15.30	6.80
104 times	22.40	14.40	6.40
156 times	21.00	12.50	6.00
260 times	19.60	11.50	5.60
312 or more times	17.20	10.50	5.20

(*) One minute or less.

WSEV-FM

1961
Media Code 4 244 8961 5.00
Smoky Mountain Broadcasting Corp., Box 192, Middle Creek Rd., Sevierville, Tenn. 37882. Phone 615-453-2844.

STATION'S PROGRAMMING DESCRIPTION
WSEV-FM: Programmed for adults.
MUSIC: Film music, jazz-oriented, general popular music, all instrumental. NEWS: 5 min on hour with 15 min summary at noon & 8 pm. SPORTS: 15 min report daily, high school football and basketball and network college football. Rec'd 7/17/67.

1. PERSONNEL
Chairman of the Board—Fred C. Atchley.
Sta. & Gen'l Mgr.—Hugh E. Trotter.
Program Director—Gordon.

3. FACILITIES ERP 22,100 w.; 102.1 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 383 ft. above average terrain.

4. AGENCY COMMISSION
15% time only: Payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 25a, 26, 28b, 28c.
Contracts: 40a, 44b, 45, 46, 47e.
Cancellation: 70a, 70c, 73a.
Prod. Services: 82.

TIME RATES
No. 4 ET 7/1/65—Rec'd 3/10/67.

6. SPOT ANNOUNCEMENTS

1 min	1 min		
1 x	3.50	156 x	2.85
13 x	3.25	260 x	2.50
26 x	3.00	312 x	2.25
52 x	2.75	520 x	2.00
104 x	2.75		

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
1 x	34.50	23.00	11.50	6.90
13 x	32.75	21.25	11.00	6.50
26 x	31.00	19.75	10.25	6.25
52 x	29.25	18.50	9.75	5.75
104 x	27.50	17.25	9.25	5.50
156 x	25.75	16.00	8.75	5.25
260 x	24.25	15.00	8.00	4.85
312 x	22.50	13.75	7.50	4.40

SHELBYVILLE (2 AM; 1 FM)

Bedford County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WHAL WHAL-FM
1946 1962
Media Code 4 244 9030 6.00
Shelbyville Broadcasting Co., Inc., Box 696, Shelbyville, Tenn. 37160. Phone 615-884-1400.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. A. Davidson.

3. FACILITIES
1,000 w. days: 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.

FM FACILITIES
ERP 29,000 w.; 102.9 mc.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 24c, 26, 28b, 28c, 29a, 29b, 33d.
Contracts: 41, 44a, 45, 46, 47c, 51a.
Comb. Cont. Discounts: 82d.
Cancellation: 71b, 73b.
Prod. Services: 81, 82.
Member: Southeastern Key Market Network.

TIME RATES
No. 4 ET 1/1/66—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

1 min	1 min	30 sec	1 min	30 sec	
1 x	3.65	3.00	104 x	2.45	2.00
13 x	3.20	2.75	156 x	2.25	1.90
26 x	2.95	2.50	200 x	2.00	1.70
52 x	2.70	2.25	312 x	1.75	1.50

TENNESSEE

6. PROGRAM TIME RATES

1 hr	40.00	37.00	34.00	31.00	28.00	25.00	22.00	19.00
1/2 hr	25.00	23.00	21.00	19.00	17.00	15.00	13.00	11.00
1/4 hr	13.00	12.00	11.00	10.00	9.00	7.50	7.00	6.00
10 min	10.25	9.50	8.75	8.00	7.25	6.50	5.75	5.00
5 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00

Rate for minimum of 13 weeks, 312 time rates apply: non-cancelable.

10. SPECIAL FEATURES
20% discount on station time for religious programs requiring remote facilities.

WLIJ

1959
Media Code 4 244 9100 9.00
Arthur Wilkerson, Box 340, Lenoir City, Tenn. Studio
—Box 7, Gunter Bldg., Shelbyville, Tenn. 37160.
Phone 615-684-1514.

1. PERSONNEL
Owner & Gen'l Mgr.—Arthur Wilkerson.

3. FACILITIES
1,000 w. days: 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 47a.
Comb. Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Amfiliated with Keystone Network.

TIME RATES
Rates effective January 1, 1960. (Card No. 2.)
Card received October 7, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1 min.	
1 time	hr.	hr.	hr.	min. or less	
13 times	48.00	28.00	18.00	8.00	5.00
26 times	45.60	26.60	17.10	7.80	4.75
52 times	43.20	25.20	16.20	7.20	4.50
104 times	40.80	23.80	15.30	6.80	4.25
156 times	38.40	22.40	14.40	6.40	4.00
260 times	36.00	21.00	12.50	6.00	3.75
312 times	33.60	19.60	11.60	5.60	3.50
312 times	31.20	17.20	10.70	5.20	3.25

Announcements longer than 1 minute—5-minute rate applies.

SMITHVILLE

DeKalb County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

TENNESSEE

South Pittsburg—WEPG—Continued

8. PROGRAM TIME RATES	1 hr	1/4 hr	10 min	5 min
13 x	30.00	20.00	10.00	5.00
26 x	28.00	18.00	9.35	4.60
28 x	25.00	16.50	8.50	4.20
52 x	23.50	15.00	7.75	3.80
104 x		13.90	7.00	3.50
208 x		12.80	6.35	3.20
260 x		11.20	5.75	2.90
512 x		10.50	5.20	2.60
364 x		9.00	4.00	2.25

SPARTA (1 AM; 1 FM)

White County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WSMT WSMT-FM



Media Code 4 244 9310 4.00
Sparta Broadcasting Co., U. S. Hwy. 42, Sparta, Tenn. 38582. Phone 336-3714, 836-3111.

- PERSONNEL**
President—Sam J. Albritton.
General Manager—Martha L. Albritton.
Commercial Manager—Van L. Slack.
- FACILITIES**
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
FM-ERP 3,000 w.: 105.5 mc.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 28, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 40c, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60b, 60d, 61a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 4 ET 4/1/66—Rec'd 4/4/66.	
1 MINUTE	
1 x	3.00
13 x	2.75
26 x	2.50
52 x	2.40

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
1 x	50.00	30.00	15.00	6.80
13 x	47.50	28.20	14.00	6.30
26 x	45.00	26.30	13.00	5.80
52 x	42.50	24.40	12.00	5.40
104 x	40.00	19.50	11.00	5.00
208 x	37.50	17.60	10.00	4.60
260 x	35.00	15.70	9.00	4.20
512 x	32.50	13.80	8.00	3.80
364 x	30.00	11.90	7.00	3.40
512 x	27.50	10.00	6.00	3.00

SPRINGFIELD (1 AM; 1 FM)

Robertson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDBL WDBL-FM



Subscriber to the NAB Radio Code
Media Code 4 244 9380 7.00
Springfield Broadcasting Co., Box 729, Hwy. 49, Signal Hill, Springfield, Tenn. 37172. Phone 615-884-5541.

- STATION'S PROGRAMMING DESCRIPTION**
WDBL: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min on hour and half hour, local and regional 10%. Country and western 6-7 am, general popular 7 am-3 pm, rock and roll 3-5 pm, general popular 5 pm-sign-off. Emphasis on community news, activities and swap programs. SPORTS: Live coverage of college and high school football and basketball, little league baseball, industrial league softball, and local stock car racing. Local events such as fairs, parades, and pageants broadcast. Mobile studio available for on-the-spot broadcasts. Contact Representative for further details. Rec'd 7/12/67.

- PERSONNEL**
General Manager—W. N. Locke.
Commercial Manager—Bill Gray.
- REPRESENTATIVES**
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.: 94.3 mc.
Operating schedule: 5:00 am-11:00 pm. CST.
Antenna ht.: 215 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with KBS Radio Network.
Simulcast sunrise-local sunset; programmed separately local sunset-11:00 pm.

TIME RATES

NATIONAL AND LOCAL RATES SAME	
ET 11/1/66—Rec'd 11/30/66.	
6. SPOT ANNOUNCEMENTS	
1 min	30 sec 10 sec
1 x	2.50 1.50 1.00
13 x	2.35 1.45 .95
26 x	2.20 1.40 .90

	1 min	30 sec	10 sec
52 x	2.25	1.35	.85
104 x	2.20	1.30	.80
104 x	2.15	1.25	.75
156 x	2.10	1.20	.70
208 x	2.05	1.15	.65
312 x	2.00	1.10	.60
364 x	1.95	1.05	.55
364 x	1.90	1.00	.50

DISCOUNTS	
728 spots—5%	1092 spots—10%
1456 spots—15%	
7. PACKAGE PLANS MONTHLY PACKAGES	
NON-CANCELLABLE	
50 times	75 90 times 1.40
70 times	1.50 150 times 1.25

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	30	15	10	8	5

SWEETWATER (1 AM; 1 FM)

Monroe County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WDEH

1955

- PERSONNEL**
Manager—R. L. Sherlin.
- FACILITIES**
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None. All rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 24a, 25a, 26, 28c, 30.
Contracts: 40a, 42c, 43, 45, 46, 47c, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Programs hold priority over announcements.

TIME RATES

ET 7/66—Rec'd 2/6/67.	
6. SPOT ANNOUNCEMENTS	
1 min or less	2.00
1/2 hr	40.00 1/4 hr 15.00
1 hr	24.00 5 min 8.00

WDEH-FM

- PERSONNEL**
Manager—R. L. Sherlin.
Program Director—D. L. Scarbrough.
- FACILITIES**
ERP 2.571 w.: 95.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
See WDEH listing for coded regulations.
Affiliated with KBS.

TIME RATES

Rates are identical to WDEH. See that listing.	
Tazewell	
Clatsop County—Map Location K-3 See SRDS consumer market map and data at beginning of the State.	

WNTT

- PERSONNEL**
Gen'l & Com'l Mgr.—Floyd Turner.
- FACILITIES**
500 w. days; 1250 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 25a, 26, 28b.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 61b, 62a.
Affiliated with NAB Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME	
Rates effective July 1, 1960.	
Rates received August 15, 1960.	
6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 hr	1/2 hr 1/4 hr 5 min Spots
1 time	32.00 18.20 11.50 6.00 2.90
13 times	31.00 18.50 11.00 5.30 2.50
26 times	30.00 18.00 10.50 4.60 2.20
52 times	28.00 16.80 9.80 3.90 2.00
104 times	26.00 15.60 9.00 3.50 1.90
156 times	24.00 14.40 8.50 3.10 1.80
260 times	20.00 12.00 7.80 2.75 1.70
312 times	18.00 10.80 6.50 2.50 1.60
364 times	16.00 9.50 5.75 2.25 1.50

TULLAHOMA (1 AM; 1 FM)

Coffee County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJIG WJIG-FM

1947

Media Code 4 244 9590 1.00
Jordan Broadcasting Co., Box 2139, West Side Dr., Tullahoma, Tenn. 37388. Phone 615-455-2807, 08.

- PERSONNEL**
Owner, Sta. & Sales Mgr.—Edwin B. Jordan.
- FACILITIES**
250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.: 93.3 mc.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 286 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 21a, 21c, 23a, 26, 28a.
Contracts: 40a, 44a, 44b, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60f, 61a, 61b.
Cancellation: 73a.
Prod. Services: 80, 82.
Affiliated with NAB.
Member: Southeastern Key Market Network.
13 weeks non-cancellation contracts, earn the same rate as one year contracts with cancellation clauses.

TIME RATES	
ET 8/1/66—Rec'd 7/23/69.	
6. SPOT ANNOUNCEMENTS	
(Basis 1-month period)	
1 min	30 sec 10 sec
104 times	2.90 1.75 1.25
208 times	2.00 1.60 1.00

UNION CITY

Obion County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WENK

1946

- PERSONNEL**
Subscriber to the NAB Radio Code
Media Code 4 244 9560 2.00
The Union City Broadcasting Co., Inc., Box 687, Union City, Tenn. 38201. Phone 801-885-1240.
- STATION'S PROGRAMMING DESCRIPTION**
WENK: Programmed for general interest.
MUSIC: middle-of-the-road except 1:30-2 pm gospel music, 2-3 pm country music, 3-5 pm & 6-30 pm-12M top 40. FAIRM: reports 5:30 am & 11:55 am. County agent 5:55 am. AIR PERSONALITIES handle all segments. NEWS: 7-10 min world, national, state and local every hour on hour. Headlines every hour on half hour. Weather, agricultural and radar round-ups 6 times daily. Forecasts at 1:15 & 4:45. SPORTS: sports at 7:45 am & 6:10 pm. Play-by-play of football and basketball of 2 high schools, college football and basketball, Babe Ruth and little league baseball. Local news director, UPI news and audio service. Contact Representative for further details. Rec'd 4/27/69.
- PERSONNEL**
Executive Vice-President—J. Kenneth Marston.
General Manager—Jay R. Moore.
- REPRESENTATIVES**
National & Regional—Call Jim Hoppers collect; Jackson, Tenn. Phone 901-427-9611.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional. CST.
Operating schedule: 4:45 am-midnight weekdays; 6 am-10 pm Sun.
- AGENCY COMMISSION**
15/0 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 30, 33a.
Contracts: 40a, 42a, 42d, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Member: The Dixie Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 1/1/66—Rec'd 11/29/67.	
6. SPOT ANNOUNCEMENTS	
1 min (*)	30 sec (*)
1 x	4.70 3.75 2.60 x 2.65 2.10
26 x	4.10 3.30 312 x 2.35 1.90
52 x	3.80 3.05 520 x 2.25 1.75
104 x	3.50 2.80 780 x 2.10 1.75
156 x	3.25 2.60 1000 x 2.05 1.60

6. PROGRAM TIME RATES	
1 hr	70.60 53.00 35.30 30.60 27.00 23.50
1/2 hr	35.25 31.80 18.80 16.50 15.30 11.75
1/4 hr	23.50 21.20 11.75 10.60 10.00 8.25
10 min	17.65 15.90 9.40 8.25 7.85 6.15
5 min	14.10 12.70 6.45 5.90 5.00 4.40

WAVERLY

Humphreys County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WPHC

1963

- PERSONNEL**
General Manager—Dean Bush.
- REPRESENTATIVES**
Southeast—R. S. Crane Company, Inc.
- FACILITIES**
1,000 w. days; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b.
Rate Protection: 15b.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Production spots—available at regular rates.
Affiliated with KBS Radio Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
No. 3 ET 10/1/67—Rec'd 7/24/67.	
6. SPOT ANNOUNCEMENTS	
1 min	30 sec 10 sec
1 x	2.75 2.20 1.10
13 x	2.50 2.00 1.10
26 x	2.35 1.90 1.05
39 x	2.20 1.80 1.00
52 x	2.00 1.70 .95
104 x	1.80 1.60 .90
156 x	1.80 1.50 .85
208 x	1.70 1.40 .80
260 x	1.60 1.35 .75
312 x	1.55 1.25 .70
365 x	1.50 1.20 .65
624 x	1.40 1.15 .60
936 x	1.35 1.10 .55

7. PACKAGE PLANS	
RUN OF SCHEDULE—NON-CANCELLABLE	
PER MO:	15 ti 30 ti 50 ti 70 ti 90 ti 125 ti
1 min	2.50 2.20 1.90 1.65 1.55 1.50
30 sec	2.00 1.80 1.60 1.40 1.25 1.15
Cannot be combined with yearly rates to earn discount.	

8. PROGRAM TIME RATES	
1 x	1 hr 1/2 hr 1/4 hr 5 min 2 min
13 x	25.00 15.00 10.00 4.50 2.60
26 x	24.00 14.00 9.25 4.00 2.40
39 x	23.00 13.00 8.50 3.50 2.20
52 x	22.00 12.00 7.75 3.00 2.00
104 x	20.00 11.00 6.00 2.55 1.95
156 x	10.50 6.50 2.75 1.90
208 x	10.00 6.00 2.65 1.85
260 x	9.50 5.50 2.55 1.80
312 x	8.50 5.00 2.45 1.75
365 x	7.50 4.50 2.35 1.70
624 x	6.50 4.25 2.25 1.65

- SPECIAL FEATURES**
Classified Ads—Mon thru Sat at 7:45, 11:55 am and 3:45 pm; 3 consecutive readings, per word, .05.

WINCHESTER

Franklin County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCDT

1948

Subscriber to the NAB Radio Code
Media Code 4 244 9800 4.00
Franklin County Radio & Broadcasting Co., Inc., Box 1103, Winchester, Tenn. 37398. Phone 615-682-2201.

- PERSONNEL**

Map Explanation

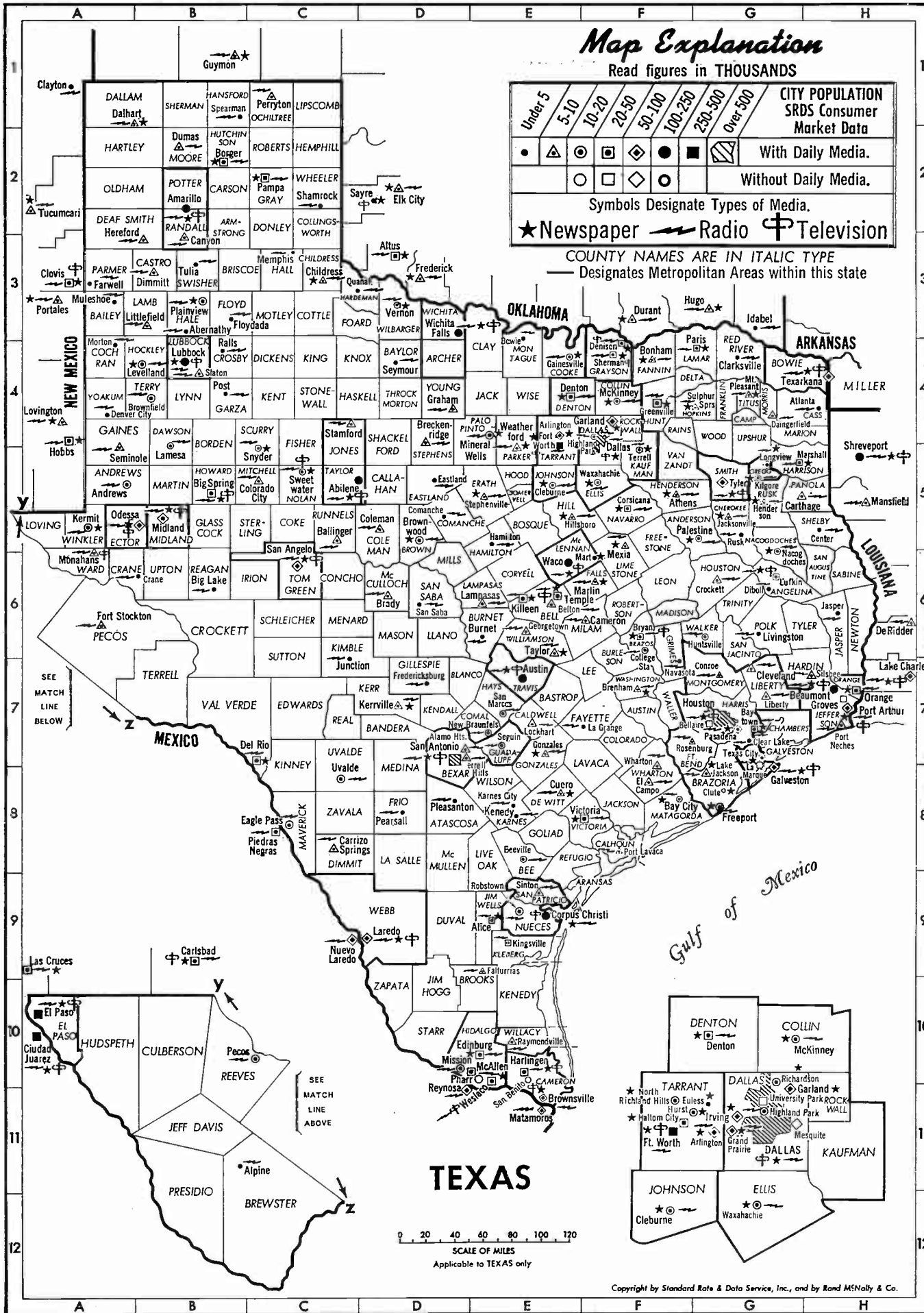
Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	▲	○	◻	◆	●	■	◻	With Daily Media.
○	◻	◆	○	○	○	○	○	Without Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state



Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	1,378,500	Houston	347,000
METRO AREAS			
Abilene	6,700	Laredo	300
Amarillo	9,100	Longview	17,600
Austin	31,400	Lubbock	14,300
Beaumont-Port Arthur-Orange	72,600	McAllen-Pharr-Edinburg	7,500
Brownsville-Harlingen-San Benito	1,200	Midland	5,800
Corpus Christi	11,900	Odesa	3,700
Dallas	190,100	San Angelo	3,700
El Paso	1,000	San Antonio	64,300
Fort Worth	69,800	Sherman-Denison	7,400
Galveston	34,500	Texarkana	24,800
		Tyler	26,900
		Waco	27,600
		Wichita Falls	10,100
		Total Metros	985,600

Spanish Population Data

(July 1, 1969)

METRO AREAS	Port Bend	14,700
Abilene	Frio	6,800
Amarillo	Galveston	18,500
Austin	Gonzales	3,400
Beaumont-Port Arthur-Orange	Guadalupe	9,600
Brownsville-Harlingen-San Benito	Hale	15,000
Corpus Christi	Harris	121,400
Dallas	Hays	9,500
El Paso	Hidalgo	164,200
Fort Worth	Hockley	6,500
Galveston	Howard	7,000
	Jefferson	10,500
	Jim Hogg	4,300
	Jim Wells	25,700
	Karnes	5,200
	Kendall	800
	Kinney	1,000
	Kieberg	16,100
	Lamb	8,800
	La Salle	3,100
	Live Oak	2,300
	Lubbock	38,100
	McAllen-Pharr-Edinburg	164,100
	McLennan	14,900
	Matagorda	6,000
	Maverick	15,500
	Medina	9,200
	Midland	7,100
	Nueces	120,900
	Pecos	4,300
	Potter	6,900
	Presidio	2,000
	Reeves	10,200
	Refugio	4,300
	San Patricio	29,000
	Starr	20,100
	Tarrant	33,800
	Taylor	8,700
	Tom Green	12,400
	Travis	38,000
	Uvalde	10,100
	Val Verde	17,000
	Victoria	15,400
	Webb	71,700
	Wharton	7,900
	Wilson	5,000
	Wichita	4,900
	Willacy	14,500
	Williamson	5,600
	Zapata	5,000
	Zavala	12,600
	Total Counties	1,882,400

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Ablene—Taylor	Big Spring—Howard	Denison—Grayson	Grand Prairie—Dallas	Killeen—Bell	Mesquite—Dallas	Plainview—Hale	Texarkana—Bowie
Alice—Jim Wells	Borger—Hutchinson	Denton—Denton	Greenville—Hunt	Kingsville—Kleberg	Midland—Midland	Port Arthur—Jefferson	Texas City—Galveston
Amarillo—Potter	Brownsville—Cameron	Edinburg—Hidalgo	Groves—Jefferson	La Marque—Galveston	Odessa—Ector	Richardson—Dallas	Tyler—Smith
Arlington—Tarrant	Bryan—Brazos	El Paso—El Paso	Haltom City—Tarrant	Laredo—Webb	Orange—Orange	San Angelo—Tom Green	University Park—Dallas
Austin—Travis	Corpus Christi—Nueces	Fort Worth—Tarrant	Harlingen—Cameron	Longview—Gregg	Pampa—Gray	San Antonio—Bexar	Victoria—Victoria
Baytown—Harris	Corsicana—Navarro	Galveston—Galveston	Houston—Harris	Lubbock—Lubbock	Paris—Lamar	San Benito—Cameron	Waco—McLennan
Beaumont—Jefferson	Dallas—Dallas	Garland—Dallas	Irving—Dallas	McAllen—Hidalgo	Pasadena—Harris	Sherman—Grayson	Weslaco—Hidalgo
Bellaire—Harris	Del Rio—Val Verde			Marshall—Harrison	Pharr—Hidalgo	Temple—Bell	Wichita Falls—Wichita

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$)	% Distribution of Families					Total Retail Sales Per Household (\$)	By Selected Store Types												
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		(\$000)	Food (\$000)	Drug (\$000)	General Merce- (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)					
TEXAS STATE TOTALS	11,034.7	3,302.49	28,373,482	8,592	18.1	20.9	15.6	19.3	14.2	18,000,000	5,450	3,582,690	609,105	2,304,991	1,019,683	819,854	4,021,964	1,459,546	4,695.03	503.3	3,365,634	
ANDERSON F-5	28.7	9.40	58,467	6,220	22.0	28.4	10.9	9.6	5.8	40,719	4,332	9,850	1,785	2,756	2,002	1,820	9,077	3,829	11.31	3.1	6,581	
ANDREWS A-5	12.9	3.71	40,954	11,039	19.501	5,256	5,468	504	19,501	5,256	5,468	504	904	660	601	4,900	2,883	5,38	1.5	1,707		
ANGELINA G-6	46.9	14.75	109,559	7,428	21.3	18.6	17.3	16.8	10.7	59,025	4,002	13,514	4,148	3,955	2,868	2,961	12,264	4,882	17.93	1.5	3,772	
ARANSAS F-9	8.8	2.74	17,014	6,209	22.6	17.7	16.2	15.9	8.7	11,368	4,149	3,513	396	683	202	453	549	1,463	3.33	3	581	
ARCHER D-4	6.1	1.99	15,367	7,722	23.8	45.9	12.1	5.0	1.7	7,110	3,573	1,603	265	118	207	101	1,362	1,121	2.83	9	8,449	
ARMSTRONG B-2	2.1	.72	5,603	7,782	11.9	55.1	0.1	0.1	7.2	2,463	3,421	199	95	221	61	666	493	98	7	7,029		
ATASCOSA D-8	18.2	4.93	35,459	7,192	18.8	15.1	12.8	17.5	11.8	20,108	4,079	4,736	452	905	470	228	5,220	2,018	6.14	2.6	15,347	
AUSTIN F-7	12.5	4.24	26,968	6,360	19.4	12.7	12.1	17.8	9.7	22,767	5,370	4,024	582	1,038	517	890	3,183	2,912	5.60	3.4	15,021	
BAILEY A-3	10.6	3.18	25,450	8,003	25.4	19.8	12.5	13.5	12.9	22,322	7,019	4,055	392	716	1,109	982	3,972	683	3.72	2.6	33,177	
BANDERA D-7	3.1	1.13	9,297	8,227	19.4	12.0	11.7	20.6	12.8	6,300	5,575	1,449	174	84	240	265	1,800	737	1.96	9	3,278	
BASTROP E-5	14.8	4.78	34,010	7,115	18.9	15.9	11.3	17.6	11.2	17,845	3,733	4,445	676	771	467	486	4,801	2,215	6.74	2.2	6,438	
BAYLOR D-4	4.2	1.50	17,357	11,571	11,560	7,707	2,193	369	11,560	7,707	2,193	369	134	596	480	2,657	1,570	2.75	1.0	11,847		
BEE E-8†	24.5	6.43	52,149	8,110	19.1	9.3	15.8	23.7	13.6	28,530	4,437	6,043	1,010	1,353	1,241	6,290	2,774	8.18	2.0	8,254		
BELL E-6†	122.9	34.45	235,139	6,826	28.0	38.3	6.8	5.0	4.2	165,426	4,802	29,299	6,412	14,690	9,005	8,970	42,987	14,383	43.30	4.7	18,317	
Killeen	35.3	10.94	55,729	5,094	56,015	5,120	7,933	756	56,015	5,120	7,933	756	3,147	4,603	17,864	5,154	
Temple	36.9	11.66	90,623	7,772	72,159	6,189	14,869	4,421	72,159	6,189	14,869	4,421	9,445	4,390	2,935	18,867	4,663
BEXAR D-7†	827.3	227.87	1,959,227	8,598	20.3	18.0	16.7	19.7	13.8	1,173,723	5,151	223,669	34,967	216,685	76,315	53,092	251,634	81,071	335.21	4.9	22,529	
San Antonio	714.8	202.22	1,578,841	7,808	1,086,375	5,372	198,471	31,922	201,017	70,779	51,530	248,169	74,328
San Antonio Metro Area	861.8	237.95	2,026,410	8,516	20.3	19.3	16.6	19.4	13.5	1,212,876	5,097	232,986	36,511	218,500	78,026	54,941	260,446	84,705	327.39
BLANCO D-7	3.7	1.23	9,860	8,016	23.0	13.9	13.6	14.3	12.8	6,424	5,223	882	309	354	123	234	6,670	1,214	1.75	1.2	5,227	
BORDEN B-4	1.1	.32	3,586	11,206	22.8	15.8	17.1	20.7	12.3	274	856	84	48	69
BOSQUE E-5	9.6	3.51	24,380	6,946	21.1	13.1	12.5	18.2	10.0	15,262	4,348	2,771	655	1,148	305	150	3,322	1,332	5.38	2.5	10,938	
BOWIE G-4†	64.4	20.88	147,969	7,087	21.5	23.0	13.8	15.7	9.3	117,914	5,647	26,076	4,193	17,586	5,762	6,670	24,278	9,897	30.60	3.2	11,929	
Texarkana	56.4	18.98	124,946	6,583	155,960	8,217	27,723	4,692	25,196	10,173	7,989	29,078	12,334
Texarkana Metro Area	102.1	32.63	217,649	6,670	21.7	21.4	14.5	15.4	8.5	186,993	5,731	36,658	5,883	27,523	10,955	9,061	39,034	15,872	43.36
BRAZORIA G-8	98.7	27.31	228,323	8,360	13.4	21.8	20.4	23.3	12.7	129,158	4,729	32,335	4,137	7,479	5,625	6,133	27,203	13,651	41.51	2.4	19,323	
BRAZOS F-6	49.8	13.98	116,287	8,318	17.8	14.8	14.4	21.2	16.4	73,271	5,241	16,067	9,099	2,678	4,085	2,820	12,779	5,671	21.11	2.3	11,908	
Bryan	35.2	10.81	70,778	6,547	69,008	6,384	15,558	2,274	4,064	6,547	6,384	15,558	2,274	9,130	2,594	11,618	4,155
BREWSTER C-12	4.7	1.37	16,492	12,038	15.4	15.2	11.2	23.9	25.4	11,130	8,124	2,296	593	989	699	416	1,859	1,482	2.60	3	5,358	
BRISCOE E-3	3.6	1.10	9,317	8,470	27.0	16.3	12.9	14.4	12.8	5,599	5,090	1,239	119	154	164	47	1,223	468	1.34	1.2	10,823	
BROOKS E-10	7.6	1.97	16,855	8,556	15.7	13.1	11.1	21.3	16.9	14,781	7,503	2,884	304	1,121	522	522	3,620	1,431	2.75	9	3,406	
BROWN D-5	25.6	9.11	66,911	7,345	19.7	17.7	14.4	17.5	8.5	47,702	5,236	10,882	2,030	5,060	3,067	1,791	8,362	4,590	12.61	1.9	9,082	
BURLESON F-6	9.2	3.01	20,923	6,951	17.8	12.5	10.5	18.2	12.1	10,832	3,599	2,650	328	652	454	382	1,535	909	3.46	3.0	11,343	
BURNET E-6	7.6	2.52	21,545	8,550	20.6	17.1	12.6	21.4	14.3	13,007	5,162	3,508	466	371	470	105	2,442	1,678	4.48	1.7	7,999	
CALDWELL E-7	15.2	4.70	39,211	8,343	18.5	13.2	11.3	20.0	15.5	22,435	4,773	6,045	825	1,355	842	818	5,044	2,359	7.84	2.1	8,540	
CALHOUN F-8	20.2	5.26	45,909	8,728	13.7	18.0	13.9	27.9	16.9	20,588	3,914	6,960	908	892	950	1,018	2,093	2,257	7.09	1.2	5,582	
CALLAHAN D-5	6.1	2.21	20,684	9,359	16.9	15.4	12.6	23.4	18.3	7,606	3,442	1,733	240	431	173	143	1,243	1,092	4.11	1.5	7,437	
CAMERON E-10	164.4	40.17	283,661	7,062	19.3	13.7	13.3	17.7	12.0	184,582	4,595	39,082	5,308	22,930	23,492	7,967	26,936	11,899	47.81	7.7	54,837	
Brownsville	57.9	14.09	80,576	5,719	95,417	6,772	19,418
Brownsville-Harlingen-San Benito Metro Area	164.4	40.17	283,661	7,062	19.3	13.7	13.3	17.7	12.0	184,582	4,595	39,082	5,308	22,930	23,492	7,967	26,936	11,899	47.81
Harlingen	42.4	10.74	100,373	9,346	62,540	5,823	11,856	1,676	7,209	5,018	3,127	13,235	3,993
San Benito	17.8	4.31	25,599	5,939	17,167	3,983	5,584	542	1,265	607
CAMP G-4	6.2	2.07	19,090	9,222	14.7	11.0	10.6	24.7	22.1	11,722	5,663	2,780	389	398	795	1,052	3,262	667	2.95	7	1,888	
CARSON B-2	8.4	2.48	23,642	9,533	16.4	18.5	18.9	24.1	15.2	12,123	4,888	2,116	354	139	49	2,920	2,191	3.54	9	14,819	
CASS G-4	21.5	6.63	50,240	7,578	17.4	14.7	12.7	20.2	14.7	28,226	4,257	6,764	1,180	2,411	1,135	853	7,917	2				

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Retail Sales—1968										Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$000)	% Distribution of Families					Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Mdis. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
DAWSON B-4.....	19.7	5.83	54,108	9,281	21.3	21.5	13.7	16.5	14.4	46,421	7,962	11,259	1,023	2,001	2,490	2,001	10,656	3,733	7.05	2.7	38,334	
DEAF SMITH A-2.....	19.5	5.53	31,506	5,697	28.7	24.2	10.0	8.2	5.0	41,500	7,505	6,604	740	1,121	2,110	1,619	8,961	3,528	7.58	1.9	40,356	
DELTA F-4.....	3.5	1.24	11,190	9,024	16.8	12.0	6.8	18.7	18.6	6,635	5,351	1,371	206	139	227	157	1,075	480	2.08	1.6	7,019	
DENTON E-4.....	66.2	20.41	124,424	6,096	27.9	32.2	8.9	7.4	4.9	94,250	4,618	18,604	3,282	8,386	3,015	3,141	26,636	8,051	27.49	4.0	18,928	
Denton.....	39.8	11.69	75,007	6,416	57,062	4,881	12,329	1,731	7,003	2,674	2,762	13,997	4,809	
DE WITT E-8.....	18.6	6.01	40,751	6,781	18.5	13.9	10.8	16.8	11.2	34,046	5,665	6,175	1,204	2,170	1,225	886	9,446	2,622	8.62	3.6	14,956	
DICKENS C-4.....	2.5	.82	12,156	14,824	12.2	11.4	6.0	20.6	36.2	8,443	10,296	1,760	223	383	126	228	938	932	1.83	1.2	8,936	
DIMMIT C-8.....	9.3	2.15	15,427	7,175	17.1	11.8	9.6	15.9	13.0	8,338	3,878	2,540	166	193	348	198	1,602	1,053	2.47	.7	8,251	
DONLEY G-2.....	2.5	.91	10,790	11,857	16.6	12.7	9.2	25.6	21.1	8,361	9,188	1,532	183	387	147	384	2,651	1,332	2.23	1.1	9,545	
DUVAL D-9.....	11.3	2.92	23,321	7,987	16.8	14.8	11.4	19.0	13.4	9,254	3,169	3,379	462	339	351	194	1,420	1,654	3.40	1.4	6,275	
EASTLAND D-5.....	15.8	5.97	47,949	8,032	18.7	16.8	11.1	21.6	14.4	30,121	5,045	6,661	1,347	2,673	814	585	6,864	3,978	8.89	2.4	9,007	
ECTOR A-5.....	110.8	31.84	294,074	9,236	15.0	17.7	21.5	26.3	15.8	175,650	5,517	34,663	6,510	17,092	11,551	7,828	50,609	15,068	47.69	.2	753	
Odessa.....	92.2	27.26	275,723	10,115	160,008	5,870	31,228	6,049	15,270	11,309	7,134	47,117	13,729	
Odessa Metro Area.....	110.8	31.84	294,074	9,236	15.0	17.7	21.5	26.3	15.8	175,650	5,517	34,663	6,510	17,092	11,551	7,828	50,609	15,068	47.69	
EDWARDS C-7.....	2.3	.76	6,270	8,250	9.2	6.5	4.4	22.8	49.6	2,616	3,442	894	108	62	211	187	341	.66	.6	7,034	
ELLIS F-5.....	45.5	14.41	102,436	7,109	20.7	17.3	16.0	18.3	9.3	57,371	3,981	12,396	1,757	3,369	2,004	13,700	6,156	18.93	5.3	22,821		
EL PASO A-10f.....	385.9	99.55	869,452	8,734	20.0	20.0	17.3	20.7	14.1	540,524	5,430	93,729	15,199	103,461	46,134	36,165	119,394	30,399	136.19	2.4	52,747	
El Paso.....	339.0	90.97	770,090	8,465	515,989	5,672	89,771	14,841	102,965	45,969	34,917	119,521	29,680	
El Paso Metro Area.....	385.9	99.55	869,452	8,734	20.0	20.0	17.3	20.7	14.1	540,524	5,430	93,729	15,199	103,461	46,134	36,165	119,394	30,399	136.19	
ERATH E-4.....	15.2	5.33	41,712	7,543	20.0	15.9	13.9	17.5	10.2	31,484	5,693	5,265	999	3,352	672	1,077	4,492	2,399	7.84	3.3	16,096	
FALLS F-4.....	18.4	5.93	33,602	5,717	20.1	12.0	10.9	14.3	8.1	25,172	4,245	6,065	1,012	1,880	672	944	4,187	1,713	6.92	3.7	19,352	
FANNIN F-4.....	21.3	7.51	49,883	6,589	21.9	11.7	14.9	17.1	4.6	31,822	4,237	8,347	988	2,098	989	1,109	7,426	2,711	9.60	4.6	16,098	
FAYETTE F-7.....	19.2	6.57	37,103	5,647	22.8	11.1	12.3	12.8	5.6	29,598	4,557	5,798	700	1,574	1,288	967	5,326	2,537	8.06	5.8	17,727	
FISHER C-4.....	7.1	2.31	17,516	7,583	15.9	15.0	8.6	26.6	20.9	9,236	3,998	2,327	549	927	249	2,011	1,058	2,802	2.80	2.3	14,133	
FLOYD B-3.....	13.8	4.16	37,988	9,132	19.2	16.0	14.3	18.4	17.5	25,180	6,053	4,388	587	1,159	1,073	514	6,848	2,122	4.88	3.5	47,248	
FLOYD D-3.....	2.5	.85	7,277	8,561	24.0	19.0	11.8	12.4	9.3	5,149	6,728	997	316	127	245	56	6,426	710	1.10	1.0	6,126	
FORT BEND F-7.....	49.0	12.96	88,463	6,826	21.7	18.1	15.4	15.2	9.9	71,393	5,509	13,183	1,759	2,576	3,494	2,741	21,034	5,578	17.62	6.2	22,893	
FRANKLIN G-4.....	3.5	1.24	11,160	9,000	16.9	13.0	9.6	21.6	18.0	7,236	5,835	1,187	367	625	557	277	1,885	751	1.98	1.1	2,916	
FREESTONE F-5.....	9.7	3.24	23,656	7,301	16.8	14.8	9.4	16.3	13.9	14,310	4,417	3,747	681	1,046	251	247	3,134	2,368	4.41	1.9	8,249	
FRIO D-8.....	9.3	2.40	7,501	3,125	23.3	22.6	4.6	1.5	1.3	11,097	4,624	2,160	106	329	426	165	1,142	297	1.5	1.0	10,704	
GAINES A-4.....	14.6	4.23	33,989	8,035	21.0	26.6	17.0	16.6	9.2	22,347	5,283	3,631	575	808	622	209	5,776	2,486	5.05	2.0	22,155	
GALVESTON G-7.....	166.4	51.89	424,280	8,177	17.3	26.5	16.0	18.0	12.3	209,840	4,044	55,104	8,519	16,137	16,311	9,271	36,901	17,365	65.03	.6	7,427	
Galveston.....	72.0	24.12	206,051	8,543	99,080	4,108	23,595	4,019	9,547	10,993	6,042	14,536	7,490	
Galveston-Texas City Metro Area.....	166.4	51.89	424,280	8,177	17.3	26.5	16.0	18.0	12.3	209,840	4,044	55,104	8,519	16,137	16,311	9,271	36,901	17,365	65.03	
La Marque.....	24.5	6.95	40,619	5,844	20,671	2,974	9,037	969	857	321	467	6,711	2,392	
Texas City.....	42.5	12.26	96,300	7,855	54,079	4,411	12,578	1,951	3,420	3,632	1,940	16,343	3,787	
Garza B-4.....	6.5	1.96	18,354	9,364	17.2	20.8	15.5	23.1	17.1	10,889	5,556	2,510	255	440	325	455	2,573	1,471	2.28	1.2	7,334	
GILLESPIE D-7.....	9.2	3.15	24,475	7,770	24.3	17.6	12.7	18.3	11.3	19,556	6,208	2,946	329	1,929	551	506	4,188	1,907	4.98	2.4	9,492	
GLASSCOCK B-5.....	1.1	.36	4,427	12,297	17.2	20.5	16.9	20.9	20.1	347	964	76	39	32	.42	.4	4,270	
GOLIAD E-8.....	4.6	1.44	9,714	6,746	19.6	14.3	10.4	15.9	10.0	5,313	3,690	1,455	89	98	134	66	680	872	1.83	1.6	5,679	
GRANDE E-7.....	15.6	4.87	34,113	7,005	19.2	15.0	10.3	15.8	11.8	24,481	7,080	5,040	882	2,059	819	285	5,927	1,830	6.50	3.7	20,899	
GRAY C-2.....	37.1	12.11	108,676	8,974	17.2	27.9	18.7	19.8	11.4	51,020	4,213	11,415	1,983	5,220	3,212	3,387	11,941	5,309	16.05	.9	9,100	
Pampa.....	29.6	9.59	86,192	8,988	47,121	4,914	10,496	1,839	4,997	2,898	3,195	11,470	4,541	
GRAYSON F-4f.....	76.6	25.61	187,109	7,306	22.9	28.2	12.9	12.9	8.3	127,917	4,995	26,220	3,531	9,722	8,235	6,749	32,662	11,719	37.70	4.6	15,347	
Denison.....	27.7	9.54	69,794	6,268	51,666	5,416	11,720	1,130	2,598	3,779	2,516	14,585	4,181	
Sherman.....	32.0	10.67	55,743	6,255	61,417	5,756	11,139	2,039	7,132	4,665	4,194	15,856	4,488	
Sherman-Denison Metro Area.....	76.6	25.61	187,109	7,306	22.9	28.2	12.9	12.9	8.3	127,917	4,995	26,220	3,531	9,722	8,235	6,749	32,662	11,719	37.70	
GREGG G-5.....	76.6	24.71	226,162	9,153	16.2	15.9	16.7	23.3	17.6	162,146	6,562	31,806	6,356	17,437	10,128	8,314	35,488	11,237	37.62	.8	3,693	
Longview.....	52.7	16.91	130,731	7,731	111,085	6,569	21,529	4,620	15,400	7,430	6,962	23,034	7,683	
Longview Metro Area.....	76.6	24.71	226,162	9,153	16.2	15.9	16.7	23.3	17.6	162,146	6,562	31,806	6,356	17,437	10,128	8,314	35,488	11,237	37.62	
GRIMES F-6.....	10.6	3.39	21,324	6,29																		

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Retail Sales—1968										Passen- ger Car 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			Per Household (\$)		% Distribution of Families				Total Retail Sales—		By Selected Store Types—										
			(\$000)	(\$)	4999	5000-7999	8000-14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)				
IRION C-6.....	1.2	.41	3,634	8,863	19.2	19.0	14.6	18.2	16.3	949	2,315	213	50	39	176	319	.51	2	3,765		
JACK E-4.....	6.4	2.30	22,501	9,783	18.2	18.9	14.2	24.0	16.0	9,076	3,946	2,084	428	364	249	1,202	3.12	1.2	5,967		
JACKSON F-8.....	14.7	4.24	32,292	7,616	20.1	20.3	15.3	17.8	9.5	18,128	4,275	4,302	670	245	466	3,227	5.18	2.1	15,563		
JASPER H-6.....	24.5	7.27	43,300	5,956	21.5	20.1	13.4	14.1	7.1	37,177	5,244	8,185	1,151	3,723	1,149	3,464	8.64	1.3	3,717		
JEFF DAVIS B-11.....	1.6	.46	3,625	7,880	23.6	14.6	15.4	17.0	15.0	609	1,324	98	46	39	36	221	.47	.3	4,545		
JEFFERSON H-7.....	281.0	85.95	802,656	9,339	13.5	17.6	19.1	25.7	16.6	451,167	5,249	97,871	16,834	53,265	28,150	29,726	113.15	.6	18,677		
Beaumont.....	135.6	42.02	392,159	9,333	244,817	5,826	45,960	6,642	32,833	14,915	17,199		
Beaumont-Port Arthur-Orange Metro Area.....	355.0	106.57	979,906	9,195	14.1	18.4	19.1	25.3	15.8	542,909	5,094	122,713	19,186	62,229	32,578	33,640	142.61		
Beaumont.....	30.1	8.31	49,482	5,955	15,179	1,827	7,977	957	298	746	1,711		
Port Arthur.....	70.5	22.32	210,861	9,447	122,953	5,509	27,324	5,309	13,454	8,165	9,024		
JIM HOGG D-10.....	5.0	1.31	6,798	5,189	18.2	15.4	9.9	12.1	6.6	6,275	4,790	1,494	312	100	199	1,986	1.42	.2	3,067		
JIM WELLS E-9.....	40.1	10.41	68,943	6,623	20.6	21.2	12.5	13.4	9.3	46,348	4,452	10,391	1,651	2,073	2,821	2,286	11.94	2.5	14,120		
Alice.....	24.7	6.50	46,196	7,107	39,735	6,113	8,525	1,488	1,701	2,821	10,410		
JOHNSON E-5.....	14.22	4.22	92,449	6,501	27.2	39.2	7.7	5.8	4.7	53,102	3,734	13,321	1,752	2,544	2,864	13,052	20.01	4.3	21,592		
JONES C-5.....	19.2	6.48	51,000	7,870	20.7	17.9	17.8	19.2	9.4	37,008	5,711	6,139	968	1,258	1,452	12,438	8.62	2.9	21,256		
KARNEE F-8.....	12.9	3.49	27,593	7,906	16.9	14.5	10.7	17.6	14.1	22,938	6,572	4,174	684	1,354	744	3,900	4.91	3.5	10,420		
KAUFMAN F-5.....	29.2	8.58	70,235	8,186	18.4	14.6	13.4	20.3	14.9	46,867	5,462	8,926	1,512	1,584	2,431	13,782	5.34	12.25	13,615		
KENDALL D-7.....	1.0	1.99	15,230	7,698	20.0	15.3	14.5	18.0	12.2	9,426	4,737	1,954	353	368	110	78	3.36	1.2	3,408		
KENEDY E-10.....	6.0	.23	2,255	9,804	16.8	8.5	5.2	6.7	14.2	168	730		
KENT C-4.....	.9	.33	5,104	15,467	12.3	13.2	7.7	23.6	35.9	2,465	7,470		
KERR D-7.....	19.3	6.04	47,004	7,782	24.1	19.2	15.4	17.5	11.9	37,339	6,182	6,902	748	2,971	1,682	894	8.66	1.0	4,863		
KIMBLE C-6.....	3.1	1.13	9,097	8,050	24.0	20.9	12.6	17.2	10.3	7,559	6,689	1,233	311	170	238	1,527	1.73	.9	5,167		
KING C-4.....	.6	.19	1,042	5,484	27.7	18.8	9.3	7.3	2.1	394	2,074	131		
KINNEY C-8.....	1.7	.47	7,541	16,045	14.0	11.7	8.6	19.0	31.1	1,586	3,374	508		
KLEBERG E-9t.....	36.0	9.26	72,682	7,849	18.4	20.9	14.4	17.5	11.8	42,215	4,559	9,523	1,365	2,097	2,707	11,317	3.15	11.33	8,326		
Kingsville.....	29.7	8.01	60,871	7,549	41,166	5,139	9,291	1,365	2,097	2,707	10,718	2,925		
KNOX C-4.....	5.4	1.75	18,764	10,779	16.2	12.9	9.8	23.8	23.4	13,477	7,701	2,781	575	848	619	355	2,200	1.9	13,541		
LAMAR F-5.....	27.5	9.51	80,833	8,489	17.2	15.4	11.1	20.4	16.2	51,998	5,468	10,452	2,226	6,952	2,895	11,656	4,092	3.9	14,551		
Paris.....	25.5	9.11	54,139	5,943	48,028	5,272	9,244	1,969	6,875	2,752	11,357	3,572		
LAMB B-3.....	23.8	7.26	53,696	7,396	23.7	19.3	13.1	15.0	11.9	45,282	6,237	7,179	1,270	1,134	2,547	1,496	3,198	8.50	5.2	67,413	
LAMPASAS E-6.....	8.4	2.86	23,790	8,318	19.0	16.0	12.8	20.2	13.6	16,882	5,903	3,341	618	780	605	4,071	1,731	1.3	8,643		
LA SALLE D-8.....	4.1	1.06	12,029	11,348	14.5	11.8	7.1	17.4	23.5	5,406	5,100	1,640	161	259	308	1,089	811	1.56	7,600		
LAVACA F-8.....	18.2	5.92	33,125	5,595	21.4	15.0	10.3	13.4	6.9	26,958	4,554	6,704	760	1,609	974	4,945	3,136	7.50	6.2	13,678	
LEE F-7.....	7.0	2.29	15,748	6,877	18.1	12.0	9.6	19.7	13.6	12,749	5,567	2,841	382	429	642	2,070	1,398	3.14	2.5	6,717	
LEON F-6.....	7.9	2.57	14,807	5,761	20.6	13.2	8.2	12.8	8.4	12,641	4,919	2,778	308	740	74	2,431	2,882	2.66	2.3	8,008	
LIBERTY G-7.....	35.8	10.79	71,963	6,669	18.9	18.3	14.0	15.9	10.6	57,836	5,360	14,113	1,843	1,884	2,256	11,161	6,514	12.54	2.0	11,077	
LIMESTONE F-6.....	16.6	5.17	36,351	7,031	17.7	14.2	10.4	17.9	12.3	23,990	4,640	6,018	953	1,901	1,214	5,569	1,874	7.17	2.7	9,568	
LIPSCOMB C-1.....	2.4	.78	12,331	15,809	13.7	16.6	13.0	24.1	29.3	7,079	9,076	999	134	390	78	51	2,000	624	1.6	7,194	
LIVE OAK E-8.....	6.2	1.69	15,167	8,975	16.8	11.9	10.9	21.5	19.7	9,728	5,756	2,366	223	106	56	1,668	1,624	2.52	1.6	7,187	
LLANO D-6.....	5.2	1.96	13,343	6,808	23.2	19.9	12.0	15.0	9.8	11,780	6,010	2,268	211	545	212	1,575	1,813	3.09	.7	7,187	
LOWING A-5.....	.3	.11	555	5,045	32.7	17.1	8.7	13.2	10.1	57	518	
LUBBOCK B-4t.....	194.4	56.75	505,661	8,910	20.2	21.5	16.9	19.1	14.8	354,577	6,248	58,110	9,623	51,875	19,320	25,089	81,554	23,819	80.97	7.7	99,256
Lubbock.....	171.3	50.78	425,192	8,373	6,195	52,257	8,745	50,514	18,513	23,380	74,270	21,968	
Lubbock Metro Area.....	194.4	56.75	505,661	8,910	20.2	21.5	16.9	19.1	14.8	354,577	6,248	58,110	9,623	51,875	19,320	25,089	81,554	23,819	80.97
LYNN B-4.....	10.8	3.20	27,445	8,577	20.8	17.9	12.4	16.5	14.2	16,135	5,042	3,126	392	327	581	5,116	878	4.20	4.0	33,181	
McCULLOCH D-6.....	6.2	2.19	25,614	11,696	14.9	13.0	9.7	23.2	24.5	15,399	7,032	3,235	643	543	954	3,928	2,171	3.92	1.2	8,567	
McLENNAN E-6t.....	166.8	52.45	444,500	8,475	18.0	19.2	16.1	20.6	14.3	278,845	5,316	56,624	10,234	43,295	10,659	16,336	62,244	19,115	66.36	5.5	28,665
Waco.....	115.6	36.85	307,194	8,336	228,608	6,204	43,541	8,634	41,847	9,453	14,937	52,786	14,125	
Waco Metro Area.....	166.8	52.45	444,500	8,475	18.0	19.2	16.1	20.6	14.3	278,845	5,316	56,624	10,234	43,295	10,659	16,336	62,244	19,115	66.36
McMULLEN D-8.....	1.1	.36	4,608	12,800	12.8	15.7	14.2	17.1	17.3	799	2,219	166	
MADISON F-6.....	6.8	2.22	10,346	4,660	19.5	13.9	8.9	18.4	11.0	13,597	6,125	2,550	487	245	370	4,122	1,130	3.18	1.9	5,011	
MARION G-4.....	6.0	1.86	14,450	7,769	16.9	13.7	9.7	18.9	15.1	11,242	6,044	3,121	298	1,400	223	2,686	1,582	2.69	5	7,749	
MARTIN B-5.....	5.1	1.49	18,398	12,348	16.1	14.9	16.9	24.0	24.1	10,084	6,768	1,150	248	204	309	140	3,525	883	2.23	1.7	17,172
MASON D-6.....	2.3	.83	9,696	11,682	14.5	13.8	8.2	18.9	25.8	6,731	8,110	1,107	215	215	204	1,329	723	1.62	1.0	10,889	
MATAGORDA F-8.....	30.0	8.95	67,443	7,536	17.9	19.8	14.2	16.6	13.0	48,378	5,405	10,773	1,								

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales— Per Household (\$000)	Retail Sales—1968 By Selected Store Types							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			Per Household (\$000)	% Distribution of Families to to to to to 4999 7999 9999 14999 15000 and over					Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
				(\$000)	to	to	to												to	and over	
POTTER B-21	143.4	43.70	372,666	8,528	21.5	29.4	15.8	16.4	11.4	290,996	6,659	38,049	11,575	36,132	21,081	17,870	68,069	20,523	56.62	.4	14,730
Amarillo	174.5	53.07	457,787	8,626	20.4	28.7	17.4	16.8	11.3	306,666	5,779	43,228	12,008	36,501	22,151	18,918	64,839	24,058	79.38
Amarillo Metro Area	197.1	59.60	504,401	8,463	18.5	21.6	15.4	15.9	8.6	322,670	5,414	46,398	13,205	13,197	22,688	19,845	70,682	25,465	1.72	.4	5,841
PRESIDIO B-11	4.7	1.33	11,564	8,695	18.5	11.8	8.0	15.8	10.8	7,356	5,531	1,894	454	553	409	238	568	313	1.54	1.1	2,192
RAINS F-4	1.9	.69	4,956	7,183	17.9	26.9	21.5	17.9	11.3	2,255	3,268	902	87	149	66	265	4,942	22.76	1.6	16,575
RANDALL B-2	53.7	15.90	131,735	8,285	15.5	15.8	18.1	25.4	19.9	4,701	4,053	1,074	66	149	104	51	1,191	550	1.60	.2	1,957
REAGAN B-6	3.9	1.16	12,024	10,366	17.1	11.5	7.4	22.7	19.6	2,241	6,225	745	86	54	34	63	144	333	.76	.4	2,387
REAL C-7	1.1	.36	3,609	10,025	17.5	13.9	8.8	17.2	14.0	17,722	4,751	4,327	849	1,900	1,047	371	3,025	1,237	5.45	2.7	8,140
RED RIVER G-4	11.2	3.73	30,116	8,074	9.1	18.2	0.1	38.3	28.7	32,171	7,246	5,839	1,028	3,146	1,942	496	5,348	3,245	5.56	1.3	30,584
REEVES B-10	16.4	4.44	50,388	11,349	17.3	16.6	15.2	19.7	13.2	13,589	4,093	3,503	566	301	675	438	2,718	1,638	3.98	.9	6,514
REFUGIO E-8	11.6	3.32	27,944	8,311	20.0	14.9	16.3	19.3	15.7	2,386	6,628	474	82	38654	.3	7,784
ROBERTS C-2	1.1	.36	3,404	9,456	20.8	14.5	11.8	13.3	7.5	18,472	3,914	2,939	733	1,341	614	405	4,727	2,770	5.56	2.1	11,190
ROBERTSON F-6	15.0	4.72	27,898	5,911	19.7	16.0	16.1	17.6	8.5	10,957	5,797	1,840	210	915	3.68	1.1	4,219
ROCKWALL F-4	6.0	1.89	14,114	7,468	17.1	13.4	12.5	23.5	18.5	27,857	6,570	5,266	878	1,320	1,362	1,133	7,306	2,709	6.41	2.8	18,137
RUNNELS C-5	13.0	4.24	39,940	9,420	18.4	14.1	15.0	21.2	13.3	43,893	4,121	8,872	1,365	3,093	2,175	1,896	13,437	3,697	15.68	2.7	7,986
RUSK G-5	33.3	10.65	86,955	8,165	17.3	12.8	12.1	12.6	11.9	7,370	4,260	2,109	329	483	268	202	2,082	2,082	2.28	.7	4,235
SABINE H-6	7.4	1.73	12,883	7,447	20.2	12.6	8.3	15.3	10.3	8,122	4,512	1,984	378	666	207	297	2,112	775	2.43	1.2	3,409
SAN AUGUSTINE H-6	6.1	1.80	11,498	6,388	17.7	11.6	7.4	14.8	12.4	3,358	2,469	1,113	127	314	591	400	1.59	1.1	2,881
SAN JACINTO G-6	4.5	1.36	8,580	6,309	17.7	17.7	14.7	16.5	10.3	51,324	3,788	10,533	1,943	2,792	1,047	2,885	12,834	5,325	17.30	3.5	28,638
SAN PATRICO E-9	53.0	13.55	91,295	6,738	15.0	10.3	7.8	24.7	24.2	9,856	10,573	2,010	406	245	289	1,700	950	2,531	1.8	1.8	12,455
SAN SABA D-6	3.8	1.32	15,801	11,970	21.3	18.0	19.2	15.7	12.9	3,449	3,919	659	130	149	202	69	994	568	1.11	.6	5,939
SCHLEICHER C-6	2.8	.88	7,591	8,626	15.2	19.9	16.0	25.1	19.9	31,217	5,717	6,648	737	2,012	1,477	667	7,971	3,357	7.48	2.1	11,821
SCURRY C-4	18.2	5.46	62,527	11,452	11.5	10.7	8.1	25.3	37.6	5,112	5,809	1,230	82	164	251	240	1,732	546	1.89	.5	5,286
SHACKELFORD D-4	2.4	.88	14,257	16,201	20.0	13.1	10.9	16.7	9.5	30,525	5,236	6,266	87	1,603	635	529	9,049	1,917	6.84	3.4	15,824
SHELBY H-5	18.1	5.83	37,218	6,384	7,096	8,549	1.63	.7	16,342
SHERMAN B-1	2.6	.83	9,405	11,331	14.3	15.1	17.3	23.5	23.0	174,790	5,750	38,815	7,098	24,255	13,538	8,253	34,506	14,626	42.14	3.1	14,114
SMITH G-5	97.2	30.40	248,977	8,190	19.1	20.0	15.1	18.1	13.8	155,654	7,946	33,702	6,545	23,291	13,271	7,728	33,076	12,178
Tyler	60.1	19.59	182,690	9,326	19.1	20.0	15.1	18.1	13.8	174,790	5,750	38,815	7,098	24,255	13,538	8,253	34,506	14,626	42.14	3.1	14,114
Tyler Metro Area	97.2	30.40	248,977	8,190	19.1	20.0	15.1	18.1	13.8	155,654	7,946	33,702	6,545	23,291	13,271	7,728	33,076	12,178
SOMERVELL E-5	2.6	.95	5,725	6,026	22.8	13.6	12.1	12.6	8.0	2,824	2,973	891	122	127	860	283	860	283	1.20	.5	1,258
STARR D-10	19.9	4.40	15,275	3,472	17.7	12.8	7.4	6.5	2.5	11,979	2,723	3,072	406	1,914	458	386	1,735	1,193	4.43	1.8	5,984
STEPHENS D-5	7.8	2.84	26,475	9,322	21.3	18.0	19.2	15.7	12.9	19,478	6,858	3,851	744	1,904	1,106	585	4,780	1,812	4.16	.9	6,152
STERLING C-5	1.2	.38	6,165	16,224	19.3	14.2	15.4	18.5	20.6	2,199	5,787	103	139	76	76	1,117	1,117	.45	.3	5,239
STONEWALL C-4	3.0	1.00	8,641	8,641	14.3	13.6	8.4	19.6	36.0	4,517	4,517	718	213	81	1,096	627	1.19	.9	5,737
SUTTON C-7	3.7	1.14	12,579	11,034	18.1	13.3	14.9	20.7	19.7	6,966	6,111	1,028	81	181	175	120	5,550	2,213	1.36	.4	7,283
SWISHER B-3	12.3	3.71	33,634	9,066	20.0	19.4	13.7	16.1	16.6	29,356	7,913	4,291	985	645	975	560	5,550	2,213	4.94	3.4	37,513
TARRANT E-41	640.8	202.18	1,956,804	9,679	15.3	16.7	18.5	25.7	18.7	1,340,358	6,630	265,055	46,598	256,362	47,476	47,276	303,751	96,081	324.65	3.1	23,334
Arlington	70.6	20.11	144,946	7,208	130,714	6,500	29,898	5,249	8,570	5,898	43,733	10,094
Fort Worth	406.1	133.60	1,333,180	9,979	977,065	7,313	168,585	31,443	208,470	37,462	35,915	228,097	63,097
Fort Worth Metro Area	684.0	216.40	2,049,253	9,470	16.1	18.4	17.6	24.3	17.8	1,393,460	6,439	278,376	48,350	258,906	51,033	50,140	316,803	101,295	344.66
Haltom City	34.8	10.48	74,210	7,081	46,818	4,467	15,922	2,671	5,138	1,046	1,293	9,367	3,874
TAYLOR C-51	127.9	38.07	284,069	7,462	23.4	26.9	16.1	14.7	8.8	197,866	5,197	32,481	6,141	28,610	13,660	14,097	46,969	19,837	47.09	2.1	11,060
Abilene	116.7	34.35	259,322	7,549	180,971	5,268	30,199	5,956	28,509	13,461	13,456	42,805	16,021
Abilene Metro Area	147.1	44.55	335,069	7,521	23.0	25.8	16.3	15.3	8.8	234,874	5,272	38,620	7,109	29,868	15,292	15,549	59,407	23,122	55.71
FERRILL B-7	1.8	.54	8,837	16,365	10.7	10.6	8.8	20.4	37.5	3,836	7,104	881	139	480	959	680	75	.75	.3	3,063
FERRY B-4	19.1	5.59	50,013	8,947	22.0	21.2	14.5	15.6	14.4	40,384	7,224	6,469	1,087	2,506	1,440	923	8,028	2,881	6.19	2.8	46,840
THROCKMORTON D-4	1.1	.39	8,856	22,708	7.2	8.5	2.7	24.6	53.1	3,319	8,510	540	162	123	85	236	372	538	1.07	.7	6,698
ITTUS G-4	16.6	5.36	42,048	7,563	19.1	15.3	15.1	20.8	11.2	32,774	5,895	6,913	1,854	1,633	1,758	7,437	3,666	7.80	1.6	3,133	
TOM GREEN C-61	72.8	22.76	194,301	8,537	21.4	20.8	15.5	17.6	13.1	124,208	5,457	22,755	4,054	17,803	6,592	5,271	28,232	9,703	33.12	2.1	21,357
San Angelo	65.8	20.70	183,194	8,850	118,291	5,715	20,370	3,888	17,692	6,579	5,261	27,276	9,782
San Angelo Metro Area	72.8	22.76	194,301	8,537	21.4	20.8	15.5	17.6	13.1	1											

TEXAS

TEXAS

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

All-Tex Network

Comprised of:
KAWA—Waco
KCAD—Abilene
KEES—Gladewater
 Media Code 4 245 0025 4.00
 Business office—1312 Central Expwy., Plano, Tex. 75074.
 Phone 214-235-8960.

KTEO—San Angelo
KYAL—McKinney
KPNG—Fort Neches
 Media Code 4 245 0025 4.00
 Business office—1312 Central Expwy., Plano, Tex. 75074.
 Phone 214-235-8960.

1. **PERSONNEL**
 Pres. & Gen'l Mgr.—Del Morton.
 KAWA—Goodson McKee.
 KCAD—Virgil Terry.
 KEES—Bob Brown.
 KPNG—Tom Gresham.
 KTEO—Bennie Ballamy.
 KYAL—Terry Kunkle.

2. **REPRESENTATIVES**
 Dallas—Morton Time Sales, Inc.

4. **AGENCY COMMISSION**
 15%: no cash discount. Invoices mailed monthly.

5. **GENERAL RATE POLICY**
 See individual station listing for coded regulations.

TIME RATES

ET	Rec'd 10/5/66.	CLASS AA				
1 min.	6 min.	12 min.	18 min.	24 min.	30 min.	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	
1 min.	1.00	6.00	12.00	18.00	24.00	
30 sec.	0.40	2.40	4.80	7.20	9.60	

Combination of 3 or more of above stations allows advertiser to combine total schedules for frequency discount: 1st, 4 spots/week on each station, qualifies for 24% rate on each station.

7. **PACKAGE PLANS**
ROUND-UP PACKAGE PLANS
 (42 times per wk)
KAWA 6.00 4.80 **KTEO** 4.00 3.00
KCAD 5.00 4.00 **KYAL** 5.00 4.00
KEES 3.50 2.75 **KPNG** 4.00 3.00
 Identical schedules on all stations of 7 or more spots per week qualify for Round-Up Package Plans.
DISCOUNTS
 13 wk—5%. 28 wk—10%.

Big-K Stations, The

Comprised of:
KMHT—Marshall, Texas **KLUE**—Longview, Texas
KLUE-FM—Longview, Texas
 Plus supplementary stations on order.
 Media Code 4 245 0050 2.00
 Business Office—2323 Jefferson Ave., Marshall, Tex. 75671. Phone 214-935-8789. TWX 214-935-9331.

1. **PERSONNEL**
 President—E. W. Mahone, Jr.
 Vice-President—H. A. Bridge, Jr.
 News Director—Paul Williams.
 Sales Directors:
KMHT—Vinson L. Stevens.
KLUE—C. Lowell Wolfe.

2. **REPRESENTATIVES**
 Jack Masia & Co., Inc.
 Southwest—Clyde Melville Company.

4. **AGENCY COMMISSION**
 15%: no cash discounts. Invoices mailed monthly.

5. **GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26 28b, 28c, 29a, 30.
 Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 70a, 70d, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

ET	Rec'd 11/1/66.	CLASS AA				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	
1 time	56.00	35.00	22.50	11.25	6.50	
13 times	55.00	33.00	21.00	10.50	6.20	
26 times	45.00	29.75	19.50	9.80	5.90	
52 times	45.50	28.50	18.20	9.10	5.60	
104 times	42.00	26.50	16.80	8.40	5.30	
156 times	38.50	24.50	15.40	7.70	5.00	
260 times	35.00	22.50	14.00	7.00	4.70	
1 time	40.00	24.00	16.00	10.00	6.00	
13 times	38.00	22.80	15.20	9.50	5.70	
26 times	36.00	21.60	14.40	9.00	5.40	
52 times	34.00	20.40	13.60	8.50	5.10	
104 times	32.00	19.20	12.80	8.00	4.80	
156 times	30.00	18.00	12.00	7.50	4.50	
260 times	28.00	16.80	11.20	7.00	4.20	

Combination rate available on comparable schedules.
 Two stations earn 5% discount.

Three stations earn 7-1/2% discount from regular individual rates.
 Four or more stations earn 10% discount from regular individual rates.

North Texas Network, The

Comprised of:
KIXZ—Amarillo **KTRN**—Wichita Falls
 Media Code 4 245 0075 9.00
 Mailing Address—Box 10004, Amarillo, Texas. Phone 806-355-4477.
 Copy of transcriptions—mail to individual stations.

1. **PERSONNEL**
KIXZ—Terry McRight.
KTRN—R. M. (Mack) Lester.

2. **REPRESENTATIVES**
 McGavren-Guild—PGW Radio, Inc.

4. **AGENCY COMMISSION**
 15%: no cash discount. Invoices mailed monthly.

5. **GENERAL RATE POLICY**
 The Network is sold only through the McGavren-Guild Company. The NTN discount is based on equal schedules on each station to run simultaneously. Otherwise the smallest schedule on either of the stations is used as a base for NTN discount. All rates are for fixed position service. 10-second announcements may not be combined with announcements of longer length for purposes of discount on the longer length announcements, however, they may be combined for purposes of discounts on the 10-second announcements only. 30-second announcements and minutes may be combined for purposes of discount on either service. Number of announcements indicated are for each station. Rates will be protected for a period of 6 months from any announced date of a rate increase. 1 order placed with KIXZ meets all requirements.

TIME RATES

No. 2 ET	1/1/69—Rec'd 12/18/68.	CLASS AA			
AA—Mon thru Fri	6-10 am & 3-7 pm	1 min.	6 min.	12 min.	18 min.
A—Mon thru Fri	10 am-3 pm; Sat & Sun 6 am-7 pm.	24.00	21.75	18.75	16.50
B—Mon thru Sun	7 pm-6 am.	19.20	17.40	15.00	13.20
		12.00	11.00	8.50	8.25
		17.25	15.00	12.75	11.25
		13.80	12.00	10.20	9.00
		8.75	7.50	6.50	5.75
		15.00	12.75	11.25	9.75
		12.00	10.20	9.00	7.80
		7.50	6.50	5.75	5.00
		15.00	12.75	11.25	9.75
		12.00	10.20	9.00	7.80
		7.50	6.50	5.75	5.00

TOTAL AUDIENCE PLAN
 (1/3 AA, 1/3 A, 1/3 B)
 1 min. 15.00 12.75 11.25 9.75
 (*) Preemptible by regular spots.
CONSECUTIVE WEEK DISCOUNT
 28 wk—10% 52 wk—20%

Spanish Broadcast System

Comprised of:
XEF—El Paso **XEWR**—El Paso
XEV—El Paso
 (2hr. in a paid listing.)
 Media Code 4 245 0085 8.00
 Business Office—3310 Alameda Ave., El Paso, Tex. 79905. Phone 915-532-2525.

1. **PERSONNEL**
 President—Jose Boone M.
 Sales Director—John S. Chavez.

2. **REPRESENTATIVES**
 Spanish Broadcast System.

4. **AGENCY COMMISSION**
 15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 1b, 2b, 3a, 4a, 4c, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 29b.
 Contracts: 40a, 41, 44a, 46, 47a, 50, 51a.
 Comb.: Cont. Discounts: 60a, 60c, 60e, 60i.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

No. 1 ET	8/1/69—Rec'd 7/14/69.	3 STATION COMBINATION				
PER WK:	5 11	10 15	20 11	25 11	30 11	
1 min.	24.30	22.05	21.60	20.25	18.22	
20/30 sec.	18.23	17.21	16.20	15.10	13.67	

DISCOUNT
 5% off combined station rates if identical spot contract runs concurrently on any 2 stations. (S)

Texas State Network

Comprised of:
 Interconnected Stations
KWKC—Abilene **KXIT**—Dalhart
KOPV—Alice **KXIT-FM**—Dalhart
KDWW, **KDJV-FM**— **KDLK**, **KDLK-FM**—
 Amarillo **Del Rio**
KACT—Andrews **KDNT**—Denton
KBDU—Athens **KDDD**—Dumas
KALT—Atlanta **KDDD-FM**—Dumas
KRST—Austin **KERC**—Eastland
KRST-FM—Austin **KFTT**—Fort Stockton
KRPO (FM)—Beaumont **KBUY**—Fort Worth
KLVI—Beaumont **KWXL** (FM)—Fort Worth
KBLT—Big Lake **KGTN**—Georgetown
KBST—Big Spring **KSWA**—Graham
KRAN—Bowling Green **KRVL**—Greenville
KNTB—Brownfield **KCLW**—Hamilton
KNTB-FM—Brownfield **KVRD**—Henderson
WTAW—Bryan **KPAN**, **KPAN-FM**—
 Hereford
WTAW-FM—Bryan **KHBR**, **KHBR-FM**—
 Hillsboro
KTSL—Burnet **KSAM**—Huntsville
KBN—Carrizo Springs **KLEN**—Killeen
KGAS—Carthage **KLEN-FM**—Killeen
KDPT—Center **KLEN**—Kingsville
KCTX—Childress **KPET**—Lamesa
KVVC—Colorado City **KVOZ**—Laredo
KCOM—Comanche **KZZN**—Littlefield
KEYS—Corpus Christi **KETX**—Livingston
KAND—Corsicana **KLSN**—Crane
KLSN—Crane

***KLUE-FM**—Longview
 ***KRBA**—Lufkin
 ***KBFM-FM**—Lubbock
KLLE—Lubbock
 ***KMHT**—Marshall
KYAL—McKinney
KBER—Memphis
KBUS—Merida
 ***KNFM-FM**—Midland
KMOO—Mineral Wells
KORC—Mineral Wells
 ***KVKM**—Monahans
KMP—Mt. Pleasant
 ***KIMP-FM**—Mt. Pleasant
 ***KEE**—Nacogdoches
 ***KEFM** (FM)—Nacog-
 doches
KWBC—Navasota
KQNB—New Braunfels
 ***KNBT** (FM)—New
 Braunfels
 ***KBBZ**—Odessa
 ***KNBT**—Palestine
 ***KGHO**—Pampa
KPLT—Paris
KY3D—Pearsall
 Media Code 4 245 0100 5.00
 Business Office: Box 1317, 4801 W. Freeway, Fort
 Worth, Tex. 76107. Phone 817-737-6631.

1. **PERSONNEL**
 President—Stan Wilson.
 Manager—Gene Craft.
 Sales Manager—Ray Menefee.

4. **AGENCY COMMISSION**
 15/0 net time only; payable when rendered.

5. **GENERAL RATE POLICY**
 Rates guaranteed for 6 months from date of first broadcast provided schedule is running and has been continuous at time of increase.

TIME RATES

ET	Rec'd 7/31/67.	TOTAL NETWORK		
1 min.	6 min.	12 min.	18 min.	
1 min.	2.50	15.00	20.00	
30 sec.	1.00	6.00	8.00	
1 min.	2.50	15.00	20.00	
30 sec.	1.00	6.00	8.00	

Per wk (6 5-min newscasts) 690 650 580
EVENING NETWORK
 (6:55-7 pm or 7:55-8 pm)
 Per wk (5 5-min newscasts) 225 200 150
 (*) Regular Network members also carrying evening network.
 (†) Evening network only.

Voice of Southwest Agriculture Radio Network

Comprised of:
KCBS—Midland **KPET**—Lamesa
KGKL—San Angelo **KXOX**—Sweetwater
KMBL—Junction
 Media Code 4 245 0175 7.00
 Business Office—Box 3610, San Angelo, Tex. 76901.
 Phone 915-944-1218.

1. **PERSONNEL**
 Owner & Farm and Ranch Director—Roddy Peoples.

2. **REPRESENTATIVES**
 Walton Broadcasting Sales Corporation.

4. **AGENCY COMMISSION**
 15/0.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
 Basic Rates: 20a, 20b, 21d, 22b, 24b, 26, 28a, 28c, 29a, 32b.
 Contracts: 40a, 44b, 45, 46, 47a, 49.
 Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Rates include production talent, time and leased telephone line between affiliates and are commissionable. No cash discount.

TIME RATES

No. 2 ET	4/1/68—Rec'd 4/1/68.	NATIONAL AND LOCAL RATES SAME				
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	
1 hr.	25.00	18.00	13.00	8.00	5.00	
13 times	24.00	17.00	12.00	7.00	4.00	
26 times	23.00	16.00	11.00	6.00	3.00	
39 times	21.50	15.00	10.00	5.00	2.50	
52 times	20.00	14.00	9.00	4.00	2.00	

30 sec: 80% of 1-min.

6. **SPOT ANNOUCEMENTS/PROGRAM RATES**
KLUE—AM and FM
 Rates received February 11, 1966.
 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 30 sec.
 1 time..... 56.00 35.00 22.50 11.25 6.50 4.50
 13 times..... 55.00 33.00 21.00 10.50 6.20 4.30
 26 times..... 45.00 29.75 19.50 9.80 5.90 4.10
 52 times..... 45.50 28.50 18.20 9.10 5.60 3.90
 104 times..... 42.00 26.50 16.80 8.40 5.30 3.70
 156 times..... 38.50 24.50 15.40 7.70 5.00 3.50
 260 times..... 35.00 22.50 14.00 7.00 4.70 3.25

Voice of Valley Agricultural Radio Network

Comprised of:
KBOH—Brownsville **KURV**—Edinburg
 Media Code 4 245 0200 9.00
 Business Office: Box 1109, Edinburg, Tex. 78539.
 Phone 512-383-2777.

1. **PERSONNEL**
 Farm Ranch Director—Charlie Rankin.
 Sales Director—Lloyd Hawkins.

2. **REPRESENTATIVES**
 Walton Broadcasting Sales Corporation.

4. **AGENCY COMMISSION**
 15/0 net time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4d, 6b, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c.
 Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 29b, 32b, 35a, 36c, 38c.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 49.
 Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73u.
 Prod. Services: 80, 82.

TIME RATES

No. 1 ET	5/18/67—Rec'd 5/26/67.	MON THRU SAT 5:45-7 AM.		
1 min.	6 min.	12 min.	18 min.	
1 min.	15.00	11.00	8.00	
30 sec.	6.00	4.00	3.00	

8. PROGRAM TIME RATES	1x	26x	52x	156x	260x
1 hr.	90	85	80	75	70
1/2 hr.	54	51	48	45	42
1/4 hr.	45	42	40	38	35
5 min.	27	26	24	23	21

ABERNATHY

Hale County—Map Location B-3
 See SRDS consumer market map and data at beginning of the State.

KWGO (FM)

Media Code 4 245 0225 0.00
KWGN-FM, Box N, Abernathy, Tex. 79311. Phone 806-757-2800.

1. **PERSONNEL**
 Owners—Bob Stephens, Ray Stephens, John Stephens.
 General Manager—Bob Stephens.
 Chief Engineer—Buddy Frazer.

3. **FACILITIES**
 ERP 57,000 w.; 99.5 mc.
 Operating schedule: _____.

4. **AGENCY COMMISSION**
 15%: Payable 10th of following month.

5. **GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22b, 23a, 24a, 25a, 26.
 Contracts: 4

Abilene—K FM N (FM)—Continued

TIME RATES
No. 2 Eff 1/1/68—Rec'd 2/28/68.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	39x	52x	104x	260x	512x
1 min	6.00	5.40	5.10	4.80	4.50	4.20	3.90
30 sec	4.00	3.60	3.40	3.20	3.00	2.80	2.60

8. PROGRAM TIME RATES

1 hr	32.00	28.80	27.20	25.60	24.00
1/2 hr	20.00	18.00	17.00	16.00	15.00
1/4 hr	14.00	13.00	12.30	11.20	10.50
6 min	8.00	7.00	6.80	6.40	6.00

KNIT
1957



Subscriber to the NAB Radio Code
Media Code 4 245 0300 1.00
Key City Broadcasters, Inc., Box 8098, Abilene, Tex. 79604.
Studios & offices: Penthouse, Windsor Hotel. Phone 915-877-1404.

- PERSONNEL**
President—Frank Junell.
Vice-Pres. & Gen'l Mgr.—Robert C. (Bob) Sewell.
Sales Manager—Tom Hughes.
- REPRESENTATIVES**
Jack Masia & Company, Inc.
Southwest—Riley Representatives.
- FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KXBS and KXBS.
Duplicate schedules on KBYG, Big Spring earn 10% discount on each station from the applicable rate.

TIME RATES
Eff 9/1/66—Rec'd 8/15/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
8.00	6.80	4.00

DISCOUNTS

26x—5%	156x—20%	395x—40%
62x—10%	260x—30%	520x—45%
104x—15%	312x—35%	624x—50%

7. PACKAGE PLANS

DRIVE TIME
(Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.)

PER WK:

1 min	10.00	9.00	8.00	7.00
30 sec	8.00	7.20	6.40	5.60
10 sec	5.00	4.50	4.00	3.50

(All other times)

1 min	8.00	7.00	6.00	5.00
30 sec	6.40	5.80	4.80	4.00
10 sec	4.00	3.60	3.00	2.50

ROS WEEKLY PACKAGE PLANS—1/3 IN DRIVE

1 min	7.50	6.50	5.50
30 sec	6.00	5.20	4.40
10 sec	3.75	3.25	2.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
60	36	24	18	15

DISCOUNTS

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

KRBC
1936

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 245 0325 8.00
Radio Abilene Inc., Box 178, 4510 S. 14th St., Abilene, Tex. 79604. Phone 915-692-4242. TWX 915-492-9210.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bill Fox.
Sales Manager—John Taylor.
Operations Manager—Kirk Woodward.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1470 kc.
Directional—night only.
Operating schedule: 16 hours daily. CST.
- AGENCY COMMISSION**
15/0; rendered monthly.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k.
Cancellation: 70e, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 1/1/69—Rec'd 12/5/68.

I—Mon thru Sat 8-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	1 min	30/20	10 sec
1 hr	17.00	13.00	8.50
1/2 hr	15.00	12.00	7.50
1/4 hr	14.00	11.20	7.00

SECTION II

1 hr	15.00	12.00	7.50
1/2 hr	13.00	10.40	6.50
1/4 hr	12.00	9.60	6.00

SECTION III

1 hr	13.00	10.40	6.50
1/2 hr	11.00	8.80	5.50
1/4 hr	10.00	8.00	5.00

- 7. PACKAGE PLANS**
- BEST BUY PLANS**
- PER WK, 1 MIN: Ea
- Plan A, 30 ti (12i, 12ii, 6iii)..... 12
Plan B, 15 ti (6i, 6ii, 3iii)..... 10
30/20 sec; 80% of 1-min. 10 sec; 50% of 1-min.
Not combinable with other weekly plans for added frequency.
- 8. PROGRAM TIME RATES**
- 5 min—1-1/2x 1-min.
- CONSECUTIVE WEEK DISCOUNTS**
- 26 wk—4% 52 wk—8%
Rateholder: Minimum wkly sched of 6 1-min spots
8 am-mid Mon-Sun necessary to maintain consec wk advertising.

KWKC
1948

Media Code 4 245 0350 6.00
Texas Communications, Inc., Box 2201, 25th & Butternut Sts., Abilene, Tex. 79604. Phone 915-873-2545.

- PERSONNEL**
General Manager—Jim Watson.
Program Director—Ben Noe.
Commercial Manager—Ralph Fry.
- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-12:30 pm daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations.
Contracts: 40a.

TIME RATES
Eff 9/1/67—Rec'd 7/28/67

7. PACKAGE PLANS
(Drive Time—Mon thru Fri 8-10 am)

PER WK:

6 ti	12 ti	18 ti	24 ti
1 min	12.00	9.50	8.50
30 sec or less	10.00	8.50	7.50

(All other times)

1 min	9.00	7.50	6.75
30 sec or less	8.00	6.75	6.00

10 sec ID's: 50% of 1-min.

DISCOUNTS

13 wks—5%	26 wks—8%	52 wks—10%
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ALAMO HEIGHTS

Bexar County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See San Antonio
(including Alamo Heights; Terrell Hills)

ALICE

Jim Wells County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KOPY
1947



Media Code 4 245 0375 3.00
Norman Building Corp., Box 731, Alice, Tex. 78332.
Phone 512-664-4323.

- PERSONNEL**
General Manager—Damon K. Meek, Jr.
Commercial Manager—Nelson L. Lewis, Jr.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
Dallas—Riley Representatives.
- FACILITIES**
1,000 w.; 1070 kc. Directional—night.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations.
General: 3a, 4a, 5, 6a.
Basic Rates: 23a, 24b, 28a.
Contracts: 40a, 46.
Cancellation: 71a, 73a.
Member: Texas State Network.

TIME RATES
Eff 3/1/66—Rec'd 8/9/66.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
9.14	6.21	5.60
8.80	5.98	5.40
8.40	5.64	5.10
7.70	4.95	4.50

7. PACKAGE PLANS

14 ti	21 ti	35 ti	49 ti	63 ti
1 min	71.65	103.84	173.07	207.92

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
14.86	29.32	22.79	17.89	15.61
13.23	26.82	21.38	16.60	14.50
11.98	23.46	18.73	14.58	12.80
11.44	21.85	17.21	13.58	11.88
10.81	20.30	15.75	12.58	10.88
10.24	18.82	14.42	11.58	10.10
9.72	17.60	13.48	10.88	9.39

ALPINE

Brewster County—Map Location C-12
See SRDS consumer market map and data at beginning of the State.

KVLF

1947

Subscriber to the NAB Radio Code
Media Code 4 245 0400 9.00

- Big Bend Broadcasters, Inc., Box 779, Alpine, Tex. 79830. Phone 915-837-2144.
- STATION'S PROGRAMMING DESCRIPTION**
KVLF: Programmed for general interest.
News: 7-8:30 am, national state, farm, sports, local.
8:30 am-noon, middle-of-the-road music, with 5 min news every half hour. Noon-1 pm news block, 1-6 pm middle-of-the-road music with 5 min news each half hour. 6-7 pm newblock. 7-9 pm showtimes, semi-classical music. 9-10 pm Spanish. Sat night 6-10 pm teenage personalities, talk and music format.
Contact Representative for further details. Rec'd 7/1/67.

- PERSONNEL**
President—Gene Hendrix.
- REPRESENTATIVES**
New York—Charles Bernard Company.
Southwest—Clyde Melville Company.
- FACILITIES**
1,000 w. 1240 kc. Non-directional.
Operating schedule: 7:00 am-10:00 pm. CST.
- AGENCY COMMISSION**
15/0 time only; invoices mailed on 1st.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 27b, 28a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 71a, 73a.
Member: Country Music Network.

NATIONAL AND LOCAL RATES SAME
Eff 7/1/67—Rec'd 12/18/68.

6. SPOT ANNOUNCEMENTS

1 min or less	3.00	2.50	2.25	2.10	2.00	1.80
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8. PROGRAM TIME RATES

1/4 hr	15.00	12.00	10.00	8.00	6.00	5.00
5 min	4.00	3.80	3.50	3.30	3.15	3.00

AMARILLO (6 AM; 2 FM)

Potter County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KDJW

1947

Media Code 4 245 0415 7.00
A John Walton Station, Box 5844, 5200 Amarillo Blvd., E., Amarillo, Tex. 79107. Phone 806-372-6543.

- PERSONNEL**
General Manager—Clarence V. Davis.
Assistant Manager—Howard Roberson.
Sales Manager—Jim Davis.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1010 kc. Directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 1 hour per day. For non-simulcast facilities see KDJW-FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Texas State Network.

TIME RATES
Eff 1/1/69—Rec'd 1/9/69.

AA—6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 hr	1/2 hr	1/4 hr	10 min	5 min
11.00	9.90	8.80	7.70	6.60	5.50
6.15	5.95	5.85	5.40	5.30	5.05

20/30 sec; 80% of 1-min. 10 sec; 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—4%	52 wk—8%
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
85	75	70	45	42
50	45	42	28	26

- 10. SPECIAL FEATURES**
- PAUL HARVEY NEWS—MON THRU FRI**
(Two per day)
7:55—1 min before & 1 min after, 6:00
1 record away, 4:00. 19 wk 26 wk 52 wk
Noon (open & close, 3 1-min inside) 35.00 82.50 80.00

STOP!

Turn to the front cover of this SRDS catalog. Is it the latest? If not, you're taking a chance. Judgments based on old information contained in pass-along copies may prove costly.

G08A

TEXAS

KDJW-FM

1964



Media Code 4 245 0420 7.00
A John B. Walton, Jr., Box 5844, 5200 Amarillo Blvd., E., Amarillo, Tex. 79107. Phone 806-372-6543.

- PERSONNEL**
General Manager—Clarence V. Davis.
Assistant Manager—Howard Roberson.
Sales Manager—Jim Davis.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
ERP 10,500 w.; 94.1 mc. Stereo.
Operating schedule: 7 am-midnight. CST.
Antenna ht.: 840 ft. above average terrain.
Partial simulcast operation. Operated separately 17 hours per day. For simulcast facilities see KDJW.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations.
See KDJW listing for coded regulations.
Affiliated with American Information Network.
Member: Texas State Network.
In combination with KDJW. See that listing for rates.

TIME RATES
Eff 12/1/67—Rec'd 5/24/68.

AA—0-0 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE	1 hr	1/2 hr	1/4 hr	10 min	5 min
AA	5.00	4.50	4.00	3.50	3.00	2.50
A	2.80	2.70	2.60	2.50	2.40	2.30

20/30 sec; 80% of 1-min. 10 sec; 50% of 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk—4%	52 wk—8%
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8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
45	35	30	25	20
25	20	15	10	10

- 10. SPECIAL FEATURES**
- Paul Harvey—5 days per wk at 7:55 am, 6 days per wk at noon, per program 15:00.
(* Includes open & close and 3 1-min inside spots.)

KGNC

1922

NBC Radio Network



AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code
Media Code 4 245 0425 6.00
Stauffer Publications, Inc., Box 751, 2000 N. Polk St., Amarillo, Tex. 79105. Phone 806-383-3321.
TWX 910-808-4146.

- STATION'S PROGRAMMING DESCRIPTION**
KGNC: Programmed for adults and general interest.
P.M.: 5:30-7:10 am & noon-1 pm, 2 men, interviews, market reports, news, weather. Entertainment 7:10 am-noon, employing air personality, comedy, middle-of-the-road music, news and weather locally, network news on hour, TALK; controversy 1-2 pm. Entertainment 2-8 pm, employing air personality, comedy, middle-of-the-road trend music, network news on hour, local news, weather capsules, 6-7 pm news, weather, public affairs, business and national news, 7-9 pm entertainment, current hits music, 10 pm-12M entertainment, showtimes, semi-classical, 10 man news department, 3 mobile units, SPORTS: high school and college football, basketball, pro golf tournaments. Weekends primarily network service and religious broadcasts. Contact Representative for further details. Rec'd 11/13/67.

- PERSONNEL**
Vice-President/Broadcasting—Thad M. Sandstrom.
Station Manager—Cliff Craig.
Program Director—Bill Sexton.
- REPRESENTATIVES**
Avery-Knodel, Inc.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
10,000 w.; 710 kc. Directional—separate patterns day and night.
Operating schedule: 5 am-midnight daily. CST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations.
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES
Eff 6/1/69—Rec'd 5/12/69.

6. SPOT ANNOUNCEMENTS

Farm Time—5:30-7:10 am & noon-1 pm.
AA fixed time—Mon thru Sat 7:10-9 am; Mon thru Fri 4 pm-6 pm.
A fixed time—Mon thru Sat 9 am-noon; Mon thru Fri 1-4 pm; Sat 1-6 pm; Sun 6 am-6 pm.
B—Sun thru Sat 6 pm-5:30 am.

FARM

TEXAS

Amarillo—KGN C—Continued

CLASS AA FIXED TIME			
PER WK, 1 MIN:	1 wk	26 wk	52 wk
1 ti	23	22	18
6 ti	22	17	17
10 ti	21	20	16
20 ti	20	19	15
30 ti	19	18	14
50 ti	18	17	13

CLASS A FIXED TIME			
PER WK, 1 MIN:	1 wk	26 wk	52 wk
1 ti	21	19	17
6 ti	20	18	16
10 ti	19	17	15
20 ti	18	16	14
30 ti	17	15	13
50 ti	16	14	12

CLASS B			
PER WK, 1 MIN:	1 wk	26 wk	52 wk
1 ti	14	12	10
6 ti	13	11	9
10 ti	12	10	8
20 ti	11	9	7
30 ti	10	8	6
50 ti	9	7	5

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
8. PROGRAM TIME RATES
 A—Daily 7:10 am-noon & 1-7 pm.
 B—7 pm-5:30 am.

1 HOUR					
1x	13x	26x	52x	104x	156x
104x	156x	260x	312x		
A—125	122	110	117	112	107
1/2 hr: 65% of hour.	10 min: 33% of hour.				
1/4 hr: 40% of hour.	5 min: 25% of hour.				
B—50% of A rates.					

FARM PROGRAMS					
1x	13x	26x	52x	104x	156x
260x	312x				
1/4 hr.: 65	64	63	62	60	58
10 min.: 52	51	50	49	47	46
5 min.: 44	43	42	41	40	39

*5-MINUTE PLAN (9 am-noon & 1-6 pm)					
	3 ti	5 ti	7 ti	10 ti	15 ti
1-51 wks.	25	23	21	19	17
52 wks.	21	19	17	15	13
(6 pm-midnight)					
1-51 wks.	17	16	15	14	12
52 wks.	15	14	13	12	11

(*) Applies to 5-minute program units.

KGN C-FM

1958



Subscriber to the NAB Radio Code
 Media Code 4 245 0426 4.00
 Stauffer Publications, Inc., Box 751, 2000 N. Polk St., Amarillo, Tex. 79105. Phone 806-383-3321.

STATION'S PROGRAMMING DESCRIPTION
 KGN C-FM: Farm and ranch programming 5:30-7 am M-Sat. 7 am-10 pm daily, music primarily for young adults, with current hits and general popular music. Automated, with no personalities involved. NEWS: network at 3:15 past hour throughout day. Network and local news, weather and sports 10-10:15 pm. 10:15 pm-12M. music for adults, showtunes, semi-classics, film music. SPORTS: high school regional football, limited college football. Contact Representative for further details. Rec'd 3/13/68.

- PERSONNEL**
 Vice-President/Broadcasting—Thad M. Sandstrom.
 Station Manager—Cliff Craig.
 Program Director—Bill Sexton.
- REPRESENTATIVES**
 Avery-Knoedel, Inc.
 Mountain States—Bob Hix Co., Inc.
- FACILITIES**
 ERP 14,100 w.: 93.1 mc.
 Operating schedule 5:30 am-midnight Mon thru Sat;
 6 am-midnight Sun, CST.
 Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
 See KGN C listing for coded regulations.
 Affiliated with American FM Network.
 FM operated separately from AM.
 TV facilities: KGN C-TV.

TIME RATES				
ET—Rec'd 11/8/67.				
7. PACKAGE PLANS				
PER MO, EA:	30 ti	60 ti	90 ti	120 ti
1 min.	5.00	4.00	3.00	2.50
30 sec.	4.00	3.00	2.50	2.00
10 sec.	2.50	2.00	1.75	1.50
PER WK, EA:				
1 min.	10 ti	20 ti	30 ti	
30 sec.	5.00	3.75	3.00	
10 sec.	4.00	3.00	2.50	
10 sec.	2.50	1.85	1.75	

KIXZ

1947



Media Code 4 245 0450 4.00
 Broadcasting Associates, Inc., Box 10004, 1703 Avondale, Amarillo, Tex. 79106. Phone 806-355-4477, 4478.

- PERSONNEL**
 President—Raymond Ruff.
 General Manager—Terry McNight.
 Program Director—Bobby Dairs.
- REPRESENTATIVES**
 McGowan-Guild—PGW Radio, Inc.
- FACILITIES**
 5,000 w. days. 1,000 w. nights; 940 kc.
 Directional—separate patterns day and night.
 Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10a, 12a, 14a.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 27, 28a, 32a.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
 Comb.: Cont. Discounts: 60b, 60g, 60h, 60i, 61c.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 82.
 Member: The North Texas Network.

TIME RATES
 No. 4 ET 9/1/67—Rec'd 12/18/68.
 AA—Mon thru Fri 6-10 am & 9-7 pm.
 A—Mon thru Fri 10 am-8 pm; Sat & Sun 6 am-7 pm.
 B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
PLANS: (*)	1	6	12	18	24
1 min.	17.00	15.00	14.00	12.00	10.00
30 sec.	13.80	12.00	11.20	9.80	8.00
10 sec.	8.50	7.50	7.00	6.00	5.00
CLASS A					
1 min.	9.00	8.00	7.00	6.00	5.00
30 sec.	7.00	6.00	5.00	4.80	4.00
10 sec.	4.50	4.00	3.50	3.00	2.50
CLASS B					
1 min.	8.00	7.00	6.00	5.00	4.00
30 sec.	6.40	5.80	4.80	4.00	3.20
10 sec.	4.00	3.50	3.00	2.50	2.00

(*) Fixed position
 (1/3 each AA, A, B; preemptible by regular spots)
 Each..... 9.00 12 ti 18 ti 24 ti 30 ti 4.50
CONSECUTIVE WEEK DISCOUNT
 26 wk—10% 52 wk—20%

KPUR

1939

The Eastman Station

Subscriber to the NAB Radio Code
 Media Code 4 245 0475 1.00
 Lone Star Broadcasting Co., Box 128, Amarillo, Tex. 79105. Phone 806-374-1637.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Charlie B. Jordan.
 Sales Manager—Gardner "Webb" Webers.
 Program Director—Johnny May.
- REPRESENTATIVES**
 Robert E. Eastman & Co., Inc.
- FACILITIES**
 5,000 w. days; 1,000 w. nights; 1440 kc.
 Directional—night only.
 Operating schedule: 24 hours, CST.
- AGENCY COMMISSION**
 15/0 cash charges.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with The Eastman Network.

TIME RATES				
Rates effective October 1, 1964. Rates received September 11, 1964.				
6. SPOT ANNOUNCEMENTS				
1 MINUTE				
(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)				
PEK WK:	6 ti or less.....	14.00	15 ti.....	12.00
	12 ti.....	13.00	24 ti.....	11.00
	(9:00 am-4:00 pm 7:00-10:00 pm Mon thru Sat)			
	6 ti or less.....	12.00	18 ti.....	10.00
	12 ti.....	11.00	24 ti.....	9.00
	(10:00 pm-midnight Mon thru Sat; all day Sun)			
	6 ti or less.....	9.00	18 ti.....	6.50
	12 ti.....	7.00	24 ti.....	6.00
FAMILY PLAN				
	6 spots—6:00-9:00 am Mon thru Sat.			
	6 spots—4:00-7:00 pm Mon thru Sat.			
	4 spots—7:00-10:00 pm Mon thru Sat.			
	4 spots—9:00 am-4:00 pm Sat.			
	4 spots—noon-7:00 pm Sun.			
	24 1-minute announcements per wk (8.00 ea).....	192.00		
PERSONALITY PACKAGE				
	7 spots—6:00-9:00 am Mon thru Sun.			
	7 spots—9:00 am-noon Mon thru Sun.			
	7 spots—noon-3:00 pm Mon thru Sun.			
	7 spots—3:00-6:00 pm Mon thru Sun.			
	7 spots—6:00-9:00 pm Mon thru Sun.			
	7 spots—9:00 pm-midnight Mon thru Sun.			
	42 1-minute announcements per wk (7.00 ea).....	294.00		
DISCOUNTS				
	26 weeks.....	5%	52 weeks.....	10%
	Family Plan & Personality Package not combinable with other weekly plans for add frequency.			
8. PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	10 min
1 x	71.25	46.70	31.35	28.50
DISCOUNTS				
	13x—5%	26x—10%	52x—15%	

KRAY

1955

Media Code 4 245 0500 6.00
 Raymond D. Hollingsworth, 233 Paramount Bldg., Box 1816, Amarillo, Tex. 79105. Phone 806-374-5325

- PERSONNEL**
 Dir. & Com'l Mgr.—Raymond D. Hollingsworth.
- REPRESENTATIVES**
 The Sandberg-Glenn Company.
- FACILITIES**
 5,000 w. days; 1,380 kc. Non-directional.
 Operating schedule: 6:00 am-sunset, CST.
- AGENCY COMMISSION**
 15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13c, 14a.
 Basic Rates: 20a, 21a, 23a, 24a, 25a, 26, 29a.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60c, 60i, 61b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 82.
 Affiliated with MBS Radio Network.

TIME RATES
 Rates effective May 15, 1958. (Card No. 1.)
 Card received September 11, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2	1/4	5	30
	hr.	hr.	hr.	min.	sec.
1 time	55.00	30.00	22.00	10.00	5.50
26 times	52.25	31.25	20.00	11.45	5.35
52 times	49.10	29.70	19.80	9.90	5.00
104 times	46.75	28.00	18.70	9.35	4.75
156 times	44.00	26.40	17.80	8.80	4.50
260 times	41.25	24.75	16.90	8.25	4.25
312 times	38.50	23.00	15.60	7.70	3.75
624 times	35.75	21.25	14.25	7.00	3.00
1,248 times	33.00	21.00	13.00	6.00	2.75

7. PACKAGE PLANS		
SATURATION SPOT PACKAGES		
	1 min.	30 sec.
25 announcements per week	93.75	68.75
50 announcements per week	150.00	125.00
100 announcements per week	275.00	225.00

KZIP

1955



Media Code 4 245 0550 1.00
 Panhandle Broadcasting Co., Drawer 5905, 808 Charlotte St., Amarillo, Tex. 79107. Phone 806-374-3796.

STATION'S PROGRAMMING DESCRIPTION
 KZIP: Programmed for adults.
 NEWS: hourly on hour. Weather reports hourly on half hour. MUSIC: 100% country and western. Market reports daily from USDA office. Air Personalities. SPORTS: report daily. Editorialization on occasion. Telephone and live interviews with community and national figures. Civic affairs program. 15 min daily. Swap shop for private, non-commercial sale and trade of various items. Luncheon menus for public and private schools broadcast daily during school term. 1 hymn hourly M-F. Live and recorded religious programs 7-11 am Sun. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**
 Owner—Dave (Stone) Pinkston.
 General Manager—Johnny Hathcock.
- REPRESENTATIVES**
 Mario Messina Company.
- FACILITIES**
 1,000 w. days; 1310 kc. Non-directional.
 Operating schedule: 5 am-local sunset, CST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 16.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
 Basic Rates: 21a, 23b, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.
 Contracts: 40a, 41, 42d, 44b, 47e, 48, 49, 50, 51a.
 Comb.: Cont. Discounts: 60e, 60f, 60i, 61a, 61b, 62b.
 Cancellation: 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.
 Affiliated with American Entertainment Network

TIME RATES						
No. 5 ET 9/1/67—Rec'd 10/3/67.						
6. SPOT ANNOUNCEMENTS						
1x	52x	104x	156x	260x	312x	624x
1 min	5.80	5.30	5.00	4.75	4.35	3.90
30 sec	4.30	4.10	3.85	3.65	3.30	3.00
10 sec	3.35	3.20	3.00	2.85	2.60	2.35
Specified times within 1/2-hour periods.						
All spots combinable for frequency.						
7. PACKAGE PLANS						
WEEKLY PACKAGES—ROS						
1 min.	10 ti	20 ti	30 ti	40 ti	50 ti	
30 sec.	5.00	4.75	4.50	4.20	3.90	3.65
10 sec.	3.85	3.65	3.45	3.25	3.00	2.80
10 sec.	3.00	2.85	2.70	2.50	2.35	1.90
All spots combinable for frequency.						
8. PROGRAM TIME RATES						
1 hr	75.00	72.50	69.00	62.00	55.00	
1/2 hr	45.00	43.50	41.00	37.00	33.00	
1/4 hr	30.00	29.00	27.00	24.00	22.00	
5 min	19.00	18.00	17.00	15.00	13.00	

ANDREWS

Andrews County—Map Location A-5
 See SRDS consumer market map and data at beginning of the State.

KACT

1955



Subscriber to the NAB Radio Code
 Media Code 4 245 0575 8.00
 KACT Radio, Inc., Drawer 308, Seminole Hwy., Andrews, Tex. 79714. Phone 915-523-2845.

- STATION'S PROGRAMMING DESCRIPTION**
 KACT: Programmed for general interest.
 Network news hourly. 6:15 am-1 pm middle-of-the-road music with local news, network news and women's feature programs. 1-4 country and western music. 4-6 pm top 40, 6 pm sign-off middle-of-the-road. SPORTS: local high school and network professional football. Rec'd 7/14/67.
- PERSONNEL**
 President—Clint Formby.
 Vice-President—Marshall Formby.
 General Manager—Gary E. Miller.
 - FACILITIES**
 1,000 w. days; 1360 kc. Non-directional.
 Operating schedule: 6:15 am-local sunset Mon thru Sat. 7:15 am-local sunset Sun, CST.
 -

Austin—KASE (FM)—Continued

7. PACKAGE PLANS

WKLY:	1 tl	10 tl	19 tl	29+
1 min.	4.00	3.80	3.25	3.00
30 sec.	3.00	2.75	2.50	2.25
10 sec. minimum of 20, flat.	2.00			2.00

MONTHLY PACKAGE

	—1 min.	—30 sec.
EA	100+	200+
	2.50	2.00
	2.00	2.00

Spot rates combinable with KVET for frequency provided 50% or more of schedule runs on KVET.

10. SPECIAL FEATURES

LALO CAMPOS SHOW

1 x	7.15	3 x	6.05
2 x	6.80	5 x	5.50

RADIO

Flat 8.00

Above shows take KASE (FM) rates only.

KHFI

NOTE: The call letters of this station have been changed to:

KTAP

KHFI (FM)

1956

Media Code 4 245 0676 4.00
The Southwest Republic Corp., Box 490, 908 W. 19th St., Austin, Tex. 78767. Phone 512-476-4611. TWX 910-874-1370.

- PERSONNEL**
General Manager—Dan Love, Manager—Mel Pennington.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
ERP 1,300 w.; 98.3 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 418 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 15th of following month.
- GENERAL ADVERTISING** See coded regulations. See KHFI listing for coded regulations. AM facilities: KTAP. Affiliated with MBS. Sold in combination with KTAP. See that listing for rates.

TIME RATES

Rates are identical to KTAP. See that listing.

KNOW

1927

A Wendell Mayes Station

The Eastman Station
News-Current Hits



Media Code 4 245 0700 2.00
Pioneer Broadcasting Co., Capital National Bank Bldg., Austin, Texas. 78701. Phone 512-472-6213.

- PERSONNEL**
President—Wendell Mayes, Vics-Pres. & Gen'l Mgr.—Louis R. Cook.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w.; 1490 kc. Non-directional. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 14a, 15a, 15b. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 24c, 27, 28b, 28c, 33d. Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c. Comb.: Cont. Discounts: 60a. Cancellation: 70a, 71a, 73a. Prod. Services: 80, 81, 82. Affiliated with The Eastman Network.

TIME RATES

No. 28 ET 2/1/69—Rec'd 12/31/68.
AA—Mon thru Sat 6-9:30 am, noon-1 pm & 3:30-7 pm.
A—Mon thru Sat 5-6 am, 9:30 am-noon; 1-3:30 pm & 7-8 pm; Sun all day.
B—Mon thru Sun 8 pm-5 am.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	21.00	20.50	20.00	19.50	19.00	18.50	18.00
30 sec.	14.00	13.75	13.50	13.25	13.00	12.75	12.50
10 sec.	10.50	10.25	10.00	9.75	9.50	9.25	9.00

CLASS A

1 min.	15.75	15.40	15.00	14.65	14.25	13.90	13.50
30 sec.	10.50	10.30	10.00	9.80	9.50	9.30	9.00
10 sec.	7.90	7.70	7.50	7.35	7.15	6.95	6.75

CLASS B

1 min.	10.50	10.25	10.00	9.75	9.50	9.25	9.00
30 sec.	7.00	6.90	6.75	6.65	6.50	6.40	6.25
10 sec.	5.25	5.15	5.00	4.90	4.75	4.65	4.50

All AA, A and B spots combinable for frequency discount.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
(Mon thru Sat 1/3 AA, 1/3 A, 1/3 B; Sun all A)

PER WK:

1 min.	14.00	13.75	13.50	13.25	13.00	12.75	12.50
30 sec.	9.35	9.20	9.00	8.85	8.70	8.50	8.35
10 sec.	7.00	6.90	6.75	6.65	6.50	6.40	6.25

Total Audience Plan does not combine with other weekly plans for added frequency.

KOKE

1948



Media Code 4 245 0725 9.00
KOKE, Inc., Box 1208, Austin, Tex. 78767. Phone 512-442-8771.

- PERSONNEL**
General Manager—H. Kenneth Moyer.
- REPRESENTATIVES**
Alan Turbet Associates, Inc.
- FACILITIES**
1,000 w. days; 1870 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 10 am-7 pm daily. For non-simulcast operation see KOKE-FM.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 3b, 4a, 5, 6a, 7a, 8. Basic Rates: 22a, 23a, 29a. Contracts: 45, 46. Cancellation: 70a, 70c, 71a. Member: Texas State Network.

TIME RATES

ET—Rec'd 8/30/68.

6. SPOT ANNOUNCEMENTS

AA—6-10 am & 3-7 pm.

CLASS AA

1 min.	14	10 tl	20 tl	30+
	14	12	11	10

ALL OTHER TIMES

1 min.	12	10	9	8
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20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.	90.00	87.50	85.00	82.50	80.00	77.50
1/2 hr.	54.00	52.50	51.00	49.50	48.00	46.50
1/4 hr.	36.00	35.00	34.00	33.00	32.00	31.00
5 min.	22.50	22.00	21.50	21.00	20.00	19.00

KOKE-FM

1957



- Media Code 4 245 0726 7.00
KOKE, Inc., Box 1208, Austin, Tex. 78767.
- PERSONNEL**
General Manager—H. Kenneth Moyer.
 - REPRESENTATIVES**
Alan Turbet Associates, Inc.
 - FACILITIES**
ERP 10,000 w.; 95.5 mc. Operating schedule: 24 hours. CST. Antenna ht.: 265 ft. above average terrain. Partial simulcast operation. Operated separately 6-10 am & 7 pm-2 am daily. For simulcast facilities see KOKE.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations. See KOKE listing for coded regulations.

TIME RATES

ET—Rec'd 8/30/68.

6. SPOT ANNOUNCEMENTS

Buenos Dias—6-10 am.
A—7 pm-2 am.

BUENOS DIAS

1 min.	8	6	5	4
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CLASS A

1 min.	6	5	4	3
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20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.	90.00	87.50	85.00	82.50	80.00	77.50
1/2 hr.	54.00	52.50	51.00	49.50	48.00	46.50
1/4 hr.	36.00	35.00	34.00	33.00	32.00	31.00
5 min.	22.50	22.00	21.50	21.00	20.00	19.00

KTAP

(formerly KHFI)

1959

Good Music-News

Media Code 4 245 0738 2.00
The Southwest Republic Corp., Box 490, 908 W. 19th St., Austin, Tex. 78767. Phone 512-476-4611.

STATION'S PROGRAMMING DESCRIPTION
KTAP: Programmed for adults and young adults with general popular music, personalities played down. MUSIC: 80% News, weather, sports 20%. 5 min news local on half hour, 5 min network news on hour. Weather: 2 min local at :15 & :45. Stock market reports 3 times daily. News wrap-up 5:30 pm M-F with local network news, sports, weather. COMMERCIAL POLICY: maximum of 18 announcements per hour. Contact Representative for further details. Rec'd 8/30/67.

- PERSONNEL**
General Manager—Dan Love, Manager—Mel Pennington.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
1,000 w. days; 970 kc. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; 15th of following month.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 21a, 21b, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a. Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c. Comb.: Cont. Discounts: 60b, 60c, 60f, 60g, 60b, 60i, 61c. Cancellation: 70a, 71a, 73a. Prod. Services: 80, 81, 82. Maximum 2 participating spots per client any 1 hour. FM facilities: KHFI (FM). Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 11/1/68—Rec'd 10/10/68.

7. PACKAGE PLANS

COMBINATION AM & FM

PER WK: 1x 26x 52x 104x 156x 260x 520x

1 min.	18	16	15	13	11	9
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SEPARATE AM OR FM

1 min.	8	7	6	5	4
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20/30 sec: 80% of 1 min. 10 sec: 50% of 1 min.

8. PROGRAM TIME RATES

COMBINATION AM & FM

1 wk.	100	80	40	22
52 wk.	90	50	35	17

SEPARATE AM OR FM

1 wk.	60	40	25	17
52 wk.	50	30	20	12

KTBC

1959

CBS Radio Network

Subscriber to the NAB Radio Code
Media Code 4 245 0750 7.00
Texas Broadcasting Corp., Box 1209, 10th and Brazos Sts., Austin, Tex. 78767. Phone 512-472-2424. TWX 910-874-1301.

- PERSONNEL**
General Manager—J. C. Kellam, Gen'l Sales Mgr. & Sta. Mgr.—O. P. (Bob) Bobbitt.
- REPRESENTATIVES**
Katz Radio, West.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 590 kc. Directional—night only. Operating schedule: 5:00-1:00 am daily. CST.
- AGENCY COMMISSION**
15%; no cash discount. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d. Basic Rates: 20b, 21b, 23b, 24c, 25b, 26, 27c, 30, 33d.

TEXAS

Contracts: 40a, 41, 42a, 44b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 11 ET 2/1/69—Rec'd 1/9/69.
AA—Sun thru Sat 6-9:30 am, noon-1 pm & 4-7 pm.
A—Sun thru Sat 9:30 am-noon, 1-4 pm & 7-9 pm.
B—Sun thru Sat sign-on-6 am & 9 pm sign-off.

KTBC/KTBC-FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK: 1 min: 1 tl 6 tl 12 tl 18 tl 24 tl

AA	24.00	23.00	22.00	21.00	20.00
A	18.00	17.00	16.00	15.00	14.00
B	13.00	12.50	12.00	11.50	11.00

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
AM only: Deduct 4.00 per spot.
Spots adjacent to 2x classification take higher rate. All spots, except Package Plans, may be combined for discount purposes. Spots and Special Features may be combined for discount purposes. Rate protection to continuous advertisers for 6 months from effective date of increase.

7. PACKAGE PLANS

25 1-min spots Sun thru Sat, per wk 850
Spots scheduled 40% in AA & 60% in A on ROS basis. Not combinable with any other schedule for discount purposes. 20/30 second and 8/10 second spots take applicable discounts.
20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
AM only: Deduct 4.00 per spot.

8. PROGRAM TIME RATES

AM ONLY

PER YR, AA & A:	1x	50x	150x	250x
1 hr.	100	90	85	80
1/2 hr.	60	55	50	45
1/4 hr.	40	38	36	34
5 min.	30	28	26	24

CLASS B

80% of above rates.

- 10. SPECIAL FEATURES**
- 5-minute news, sports or weather programs—200% of applicable minute rate.
3-minute features—150% of applicable minute rate.

KTBC-FM

1960

Subscriber to the NAB Radio Code
Media Code 4 245 0751 5.00
Texas Broadcasting Co., Box 1209, 10th and Brazos Sts., Austin, Tex. 78767. Phone 512-472-2424.

- PERSONNEL**
General Manager—J. C. Kellam, Gen'l Sales Mgr. & Sta. Mgr.—O. P. (Bob) Bobbitt. Program Manager—Richard (Cactus) Pryor.
- REPRESENTATIVES**
Katz Radio, West.
- FACILITIES**
ERP 94,000 w.; 93.7 mc. Operating schedule: 6 am-midnight. CST. Antenna ht.: 1,057 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d. Basic Rates: 20b, 23a, 24b, 26, 28a, 29a. Contracts: 40a, 42a, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 62b. Cancellation: 70a, 70c, 71a, 73a. TV facilities: KTBC-TV. Sold in combination with KTBC. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 4/1/69—Rec'd 3/7/69.

6. SPOT ANNOUNCEMENTS

PER WK: 1 tl 6 tl 12 tl 18 tl 24 tl

1 min.	5.00	4.75	4.50	4.25	4.00
10 sec.	2.50	2.40	2.25	2.10	2.00

7. PACKAGE PLANS

WEEKLY ROS SATURATION PLANS

EA:	10-19	20-39	40+
1 min.	3.00	2.75	2.50
10 sec.	1.75	1.50	1.25

DAILY ROS SATURATION PLANS

1 1-minute and 1 20/30-second plan sold each day.
All available non-competitive 1-min spots (based on guarantee of 10) for any one day (Sun thru Sat) per day, flat 27.50.
2—Same as above except all available 20/30-sec spots per day, flat 27.50.
All spots, except Saturation Plans, may be combined for discount purposes.

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
1 x	40	24	16	12
50 x	34	20	14	11
150 x	32	19	13	10
250 x	30	18	12	9

Spots and programs may not be combined for discount purposes.

- 10. SPECIAL FEATURES**
- 3-MINUTE NEWS/SPORTS/WEATHER/COMMUNITY REPORTS
- 5 per day (Mon thru Fri) per mo. 75
3 per day (Sat & Sun) per mo. 115
3 per day (Mon thru Fri) per mo. 115
Spots and special features may be combined for discount purposes.

KVET

1948



Media Code 4 245 0775 4.00
KVET Broadcasting Co., Inc., 705 N. Lamar, Austin, Tex. 78703. Phone 512-478-8521.

- STATION'S PROGRAMMING DESCRIPTION**
KVET: Programmed for general interest.
MUSIC: features modern country music 24 hours every day. AIR PERSONALITIES handle all segments. NEWS: 5 min at 13 min after every hour. 4 man, 4 mobile unit department. SPORTS: live play-by-play of pro, college, high school football, baseball, basketball. Contact Representative for further details. Rec'd 8/10/60.
- PERSONNEL**
Pres. & Gen'l Mgr.—John R. Kreiger.
- (This listing continued on next page)

TEXAS

Austin—K V E T—Continued

2. REPRESENTATIVES
John C. Butler & Company, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc. Directional.
Operating schedule: 2 hours daily, CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24c, 28b, 28c.
Contracts: 40a, 44b, 46, 47a.
Comb.: Cont. Discounts: 60d, 62d.
Cancellation: 73b.
Prod. Services: 82.
FM facilities: KASE (FM).
Affiliated with American Information Network.

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 7/21/69—Rec'd 7/30/69.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 5-6 am, 9 am-4 pm & 7-10 pm;
Sun 5 am-midnight.
B—Mon thru Sat 10 pm-5 am.

7. PACKAGE PLANS		CLASS AA				
WKLY:	1 hr	6 ti	11 ti	21 ti	31-40	
1 min	8.05	8.50	7.05	6.95	5.95	
30 sec	7.50	7.00	6.50	6.00	6.00	
		CLASS A				
1 min	8.05	8.50	5.95	5.50	4.95	
30 sec	5.75	5.25	4.75	4.25	3.95	
		CLASS B: 50% of AA.				
		CLASS A				
10 sec	3.50	3.25	3.00	2.75	2.50	

MONTHLY SATURATION PACKAGE

1/3 EA: 100 ti 150 ti 200 ti 100 ti 150 ti 200 ti
AA, A, B: 4.25 3.75 3.50 3.50 3.25 2.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	120	60	30	20

9. PARTICIPATING PROGRAMS

Sammy "Geezinslaw" Allred—1 min or less, flat 10.00.

10. SPECIAL FEATURES

5-MINUTE NEWS
Full sponsorship: 10 1/2 sponsorship: 6

BALLINGER

Runnels County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KRUN

1947
Subscriber to the NAB Radio Code
Media Code 4 245 0800 0.00
Central West Broadcasting Co., Inc., Box 351, Ballinger, Tex. 76821. Phone 3151.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert F. McGarvey.
Vice-Pres. & Sales Mgr.—Dean Smith.

3. FACILITIES

1,000 w. days, 250 w. night, 1400 kc. Non-directional.
Operating schedule: 11a-14c.

4. AGENCY COMMISSION

15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 11c, 14c.
Basic Rates: 20b, 21a, 22b, 23a.
Contracts: 46.
Cancellation: 71a, 73a.
Member: Texas State Network.

TIME RATES

Rates effective November 1, 1964
Rates received October 30, 1964.

6. SPOT ANNOUNCEMENTS

(Commissionable; used in 4 weeks)

	ea	12 or more ti	2.36	48 or more ti	1.77
24 or more ti	2.08	96 or more ti	1.48		

8. PROGRAM TIME RATES

(Within 30 days)

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	20.60	13.55	7.87	6.50	5.80
12 times	17.10	11.20	6.50	5.30	3.95
20 times	13.55	8.85	5.30	4.15	2.95

BAY CITY

Matagorda County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KIOX

1949
Media Code 4 245 0825 7.00
Bay City Broadcasting Co., Box 1391, Bay City, Tex. 77414. Phone 713-245-4642, 4643.

1. PERSONNEL

Owner: C. Long.
Manager—James Alexander.
Sales Manager—Chet Hancock.

3. FACILITIES

1,000 w.; 1270 kc.
Directional—night only.
Operating schedule: 5 am-midnight, CST.

4. AGENCY COMMISSION

15% on station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 23b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 71a.
Affiliated with MBS Radio Network.

TIME RATES

Eff 7/1/66—Rec'd 3/24/67.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS

	1 x	15 x	156 x	5.10
13 x	5.90	260 x	4.90	
26 x	5.70	312 x	4.70	
52 x	5.50	1200 x	4.05	
104 x	5.30			

8. PROGRAM TIME RATES		1 hr	1/2 hr	1/4 hr	5 min
1 x	50.00	30.00	18.00	11.00	
13 x	48.25	28.95	17.40	10.60	
26 x	46.50	27.90	16.75	10.20	
52 x	44.75	26.85	16.20	9.80	
104 x	43.00	25.80	15.50	9.70	
156 x	41.25	25.45	14.85	9.30	
260 x	39.50	24.40	14.25	9.00	
312 x	37.75	23.35	13.60	8.65	
1200 x	35.00	21.20	12.40	7.85	

BAYTOWN

Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Houston

(including Baytown, Clear Lake City, Pasadena)

BEAUMONT (4 AM; 4 FM)

Jefferson County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KAYC

1938



Subscriber to the NAB Radio Code
Media Code 4 245 0850 5.00
Texas Coast Broadcasters of Beaumont, Inc., Box 870, 3130 Blanchette St., Beaumont, Tex. 77704. Phone 713-833-0421.

1. PERSONNEL

President—David H. Morris.
Vice-President—Jim Scott.
General Manager—Ed Dittert.

2. REPRESENTATIVES

Katz Radio, West.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d.
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 61c.
Cancellation: 70c, 71c, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio A.I.D. Plan.
Sold in combination with KNUZ, Houston and KNUZ + KQUE (FM), Houston. See KNUZ for rates.

TIME RATES

No. 2 Eff 5/1/68—Rec'd 5/2/68.
*AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.
(* Advertiser may specify either 6-9 or 7-10 am or 3-6 or 4-7 pm.)

6. SPOT ANNOUNCEMENTS

PER WK, EA:

	11	6 ti	12 ti	18 ti	24 ti
AA	11	10	9	8	7
A	9	8	7	6	5
B	8	7	6	5	4

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Spots between classes take rates of higher class.

7. PACKAGE PLANS

PER WK:

	6 ti	12 ti	18 ti	24 ti
1/3AA, 1/3A, 1/3B	48	84	108	120
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.				

All spots and programs, regardless of length or class, may be cross-combined for discounts, as long as TAP spots of each length are properly distributed by time class. Each spot and program, regardless of length, counts as 1 unit.

10. SPECIAL FEATURES

5-minute newscasts—1-1/2x applicable 1-min rate.

KAYD (FM)

1948

Media Code 4 245 0875 2.00
Texas Coast Broadcasters of Beaumont, Inc., Box 870, Beaumont, Tex. 77704.

STATION'S PROGRAMMING DESCRIPTION

KAYD (FM): Programmed for adults, Middle-of-road music, 5 min news 4 times daily. Rec'd 7/15/67.

1. PERSONNEL

President—David H. Morris.
Vice-President—Jim Scott.
General Manager—Ed Dittert.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mc.
Operating Schedule: 5:50-12:30 am, CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 61c.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Rates effective

6. SPOT ANNOUNCEMENTS

(Minute only)

	1 time	4.00	104 times	3.00
26 times	3.75	156 times	2.50	
52 times	3.50			

8. PROGRAM TIME RATES

One rate—minimum of 13 times must be scheduled.

	1 hour	20.00	1/4 hour	5.00
1/2 hour	10.00			

KBPO (FM)

1966

Media Code 4 245 0887 7.00
Radio Beaumont, Inc., Box 5463, Beaumont, Tex. 77705. Phone 713-838-6191.

1. PERSONNEL

President—John H. Hicks.
Executive Vice-President—John H. Hicks III.
Vice-Pres. & Gen'l Mgr.—Ed E. Carroll.

2. REPRESENTATIVES

Gert Bunchez and Associates.

3. FACILITIES

ERP 24,000 w. (horiz.), 6,000 w. (vert.) 94.1 mc.
Stereo.
Operating schedule: 8 am-midnight daily.

4. AGENCY COMMISSION

15%. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22b, 25a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 42a, 44b, 47a, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KLVJ.
Member: Gert Bunchez & Associates Group, Texas State Network.

TIME RATES

No. 1 Eff 10/1/66—Rec'd 11/7/66.

6. SPOT ANNOUNCEMENTS

AA—7 pm-midnight.
A—All other times.

	1x	CLASS AA	28x	52x	104x	260x	512x
1 min or less	4.00	3.75	3.50	3.25	3.00	2.50	
		CLASS A					
1 min or less	3.00	2.75	2.50	2.25	2.00	1.75	

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	50	26	18	10
26 ti	45	24	14	9
52 ti	40	20	13	7
104 ti	35	18	12	6

10. SPECIAL FEATURES

WEEKLY NEWS CASTS

PER WEEK: 21 7 ti

DISCOUNT

13 wks—10%

KJET

1947

Media Code 4 245 0900 8.00
KJET, Inc., Box 6087, 4945 Fannett Rd., Beaumont, Texas 77705. Phone 713-842-2210.

1. PERSONNEL

President—R. Tom Gibson.
Vice-Pres. & Gen'l Mgr.—Jim Saxon.
National Sales Office—R. Thomas Gibson, 6300 N. Central Exp'wy, Dallas, Tex. 75206. Phone 214-361-0405.

2. REPRESENTATIVES

Dore & Allen, Inc.
Southeastern—Dora-Clayton Agency, Inc.

3. FACILITIES

1,000 w. days, 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Sold in combination with KZEY, Tyler, Texas.

TIME RATES

No. G-4 Eff 12/1/67—Rec'd 10/16/67.
AA—Mon thru Sat 6-9 am &

Beaumont—Continued

KTRM
1947

ata Alan Torbet Associates, Inc.

RAB

Media Code 4 245 0950 3.00
KTRM, Inc., Box 5425, 4385 Crow Rd., Beaumont, Tex. 77706. Phone 713-892-4900.

1. PERSONNEL Chairman-of-the-Board—Jack Neill. Pres. & Gen'l Mgr.—John Neill.
2. REPRESENTATIVES Alan Torbet Associates, Inc.
3. FACILITIES 1,000 w.; 990 kc. Directional—same pattern day and night. Operating schedule: 5:00 am-midnight Mon thru Sat; 6:59 am-midnight, Sun. CST.
4. AGENCY COMMISSION 15% on station time.
5. GENERAL ADVERTISING See coded regulations General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16. Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a. Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49. Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with American Information Network.

TIME RATES
No. 13 ET 7/1/68—Rec'd 8/3/66.
A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
- | WKLY: | 11 | 5 | 10 | 15 | 20 | 30 |
|-------|-------|-------|-------|-------|-------|-------|
| 1 wk | 13.00 | 12.75 | 12.50 | 12.25 | 12.00 | 11.75 |
| 13 wk | 12.50 | 12.25 | 12.00 | 11.75 | 11.50 | 10.50 |
| 26 wk | 12.00 | 11.75 | 11.50 | 11.25 | 11.00 | 10.00 |
| 52 wk | 11.50 | 11.25 | 11.00 | 10.75 | 10.50 | 9.50 |
- | CLASS A | 5 | 10 | 15 | 20 | 30 |
|---------|------|------|------|------|------|
| 1 wk | 9.00 | 8.50 | 8.25 | 8.00 | 7.75 |
| 13 wk | 8.75 | 8.25 | 8.00 | 7.75 | 7.50 |
| 26 wk | 8.50 | 8.00 | 7.75 | 7.50 | 6.75 |
| 52 wk | 8.25 | 7.75 | 7.50 | 7.25 | 6.25 |
- 30 seconds or less—80% of 1-minute rate.
10 seconds—50% of 1-minute rate.
All classes combine for frequency. Weeks used need not be consecutive, but must be used within 52 week period for discount.
10. SPECIAL FEATURES Talent spots: Applicable rate plus 20%. Remote facilities available (2 mobile news units and 1 plane).

5-MINUTE NEWSCAST PACKAGES
WKLY: 1 wk 13 wk 26 wk 52 wk
3 ti 18.00 17.50 17.00 16.50
5 ti 17.00 16.50 16.00 15.50
6 ti 16.00 15.50 15.00 14.50
"Farm Reporter" with Charles Schmucker—6:05-6:30 am Mon thru Sat. Spot and Program rates apply. (CR2)

KTRM-FM

1961

Media Code 4 245 0951 1.00
KTRM, Incorporated, Box 5425, Beaumont, Tex. 77706. Phone 713-892-4900.

1. PERSONNEL General Manager—Frank B. Neill. Program Director—Robert Hooker.
2. REPRESENTATIVES Alan Torbet Associates, Inc.
3. FACILITIES ERP 3,100 w.; 95.1 mc. Operating schedule: 8 am-midnight. Antenna ht.: 430 ft. above average terrain.
4. AGENCY COMMISSION 15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b. Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28b. Contracts: 40a, 42a. Comb.: Cont. Discounts: 60a, 61a, 62b. Cancellation: 71a. Affiliated with American FM Network.

TIME RATES
No. 14 ET 2/1/67—Rec'd 3/4/68.

5. SPOT ANNOUNCEMENTS
- | PER WK: | 10 ti | 15 ti | 20 ti | 25 ti | 35 ti | 50 ti |
|-------------|-------|-------|-------|-------|-------|-------|
| 1 min | 2.60 | 2.40 | 2.20 | 2.00 | 1.80 | 1.60 |
| 30 sec/less | 2.10 | 1.90 | 1.70 | 1.50 | 1.30 | 1.20 |
7. PACKAGE PLANS
- | WEEKLY PACKAGE | 52x | 156x | 260x | 312x | 624x |
|----------------|-------|-------|-------|-------|-------|
| PER WK: | 10 ti | 15 ti | 20 ti | 25 ti | 35 ti |
| 1 min | 2.50 | 2.40 | 2.25 | 2.15 | 2.00 |
| 30 sec/less | 2.00 | 1.90 | 1.80 | 1.70 | 1.60 |
8. PROGRAM TIME RATES
- | PER MO: | 125 ti | 93 ti | 68 ti | 40 ti |
|---------|--------|-------|-------|-------|
| 1 min | 2.00 | 2.15 | 2.25 | 2.50 |
10. SPECIAL FEATURES 1 min talent spots. 3.50

BEEVILLE

Bee County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KIBL

1949

Subscriber to the NAB Radio Code
Media Code 4 245 0975 0.00
Bee Broadcasting Co., Box 700, Hwy. 202, Beeville, Tex. 77812. Phone 512-358-1400.

1. PERSONNEL Owner, Gen'l & Sales Mgr.—John D. Rossi. Program Director—Pat Howell.
2. REPRESENTATIVES Alan Torbet Associates, Inc.
3. FACILITIES 250 w.; 1490 kc. Non-directional. Operating schedule: 6:30 am-10:30 pm.
4. AGENCY COMMISSION 15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 23a, 24a, 24b, 25, 26, 28a, 29a. Contracts: 40a, 42b, 45, 46, 48. Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b. Cancellation: 70a, 70b, 71a, 73a.

TIME RATES
Rates effective November 1, 1949. (Card No. 2.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	1	1/2	1/4	5	1	30
1 time	40.40	24.48	18.32	10.20	5.10	3.58
13 times	38.78	23.25	16.50	9.49	4.85	3.44
26 times	36.72	22.03	14.68	9.18	4.59	3.45
52 times	34.62	20.80	13.87	8.67	4.34	3.26
104 times	32.64	19.58	13.05	8.16	4.08	3.06
156 times	30.60	18.36	12.24	7.65	3.83	2.87
280 times	28.56	17.13	11.42	7.13	3.57	2.68
312 or more times	26.51	15.91	10.57	6.63	3.32	2.49

BELTON

Bell County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

See Temple (including Belton)

BIG LAKE

Reagan County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KBLT

1958

Media Code 4 245 0985 9.00
WMO Broadcasting Co., Inc., Box 70, Florida & 1st St., Big Lake, Tex. 76932. Phone 916-884-2828.

1. PERSONNEL Station Manager—Bill Birrell. Program Director—Fran Steele.
 2. REPRESENTATIVES Mario Messina Company.
 3. FACILITIES 1,000 w.; 1270 kc. Non-directional. Operating schedule: 6:00 am-local sunset. CST.
 4. AGENCY COMMISSION 15% on time only; no cash discount.
- STATION'S PROGRAMMING DESCRIPTION
KBLT: Programmed for general interest.
NEWS: world, state, farm news at 8:30 am. News from network 5 min at :55, news and weather from UPI at 30 min, community news 15 min before hour, country music 6-10 am, top pops 10 am-noon, network news 7:30 am & noon. Local news 7:45 am & 12:20 pm, farm news 12:45 pm, school news 15 min past noon. Country music 3 pm, current rock hits 3-6 pm weekdays. Local music club program Sat 11:30

am-noon. Spanish music 4-6 pm Sat and Sun. Local and network ball games, chamber of commerce program once weekly. Contact Representative for further details. Rec'd 11/27/67.

1. PERSONNEL Manager—William I. Harper. Program Director—James Pat Covey.
2. REPRESENTATIVES Radio Time Sales/International. Chicago—National Time Sales.
3. FACILITIES 1,000 w.; 1290 kc. Non-directional. Operating schedule: 6 am-6 pm. CST.
4. AGENCY COMMISSION 15% time only.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a. Rate Protection: 15a, 15b. Basic Rates: 21a, 21d, 23a, 24a, 24b, 25a, 26, 28a, 28c. Contracts: 40a, 41, 44a, 46, 47a, 51a. Comb.: Cont. Discounts: 60b, 60c, 61a, 62d. Cancellation: 70b, 70d, 71a, 72. Prod. Services: 80, 82. Member: Texas State Network.

TIME RATES
ET 4/1/68—Rec'd 2/27/69.

PER YR:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	4.45	3.20	2.50
13 x	3.80	2.62	1.90
26 x	3.20	2.10	1.55
52 x	3.20	2.30	1.65
104 x	2.90	2.00	1.30
156 x	2.45	1.65	1.10

7. PACKAGE PLANS

	35 ti	55 ti	75 ti	100 ti	150 ti
1 min	66.00	86.00	109.15	127.00	171.00
30 ti/3 days	44.50	57.00	69.50	82.00	107.50
45 ti/4 days	44.50	57.00	69.50	82.00	107.50
60 ti/5 days	44.50	57.00	69.50	82.00	107.50
150 ti/30 days	167.50	167.50	167.50	167.50	167.50

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 x	38.00	20.80	16.65	6.50
13 x	35.45	19.55	15.05	5.10
26 x	32.90	18.30	13.45	4.70
52 x	30.35	17.05	11.85	3.30
104 x	27.80	15.80	10.25	2.90
156 x	25.25	14.55	8.65	2.50
260 x	22.70	13.30	7.05	2.10
312 x	20.15	12.05	5.45	1.70
364 x	17.60	10.80	3.85	1.30
780 x	15.05	9.55	2.25	0.90

10. SPECIAL FEATURES WOMAN'S WORLD & SPANISH PROGRAMS
1x 13x 52x 104x 156x 260x 312x 364x
Ea 3.80 3.20 2.90 2.55 2.25 2.10 2.00 1.90
Includes open and close and 1-minute spot.

BIG SPRING (3 AM; 1 FM)

Howard County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KBST

1956

Subscriber to the NAB Radio Code
Media Code 4 245 1000 6.00
Snider Corp., Box 1632, 702 Johnson St., Big Spring, Tex. 79721. Phone 915-264-6391.

1. PERSONNEL Manager—E. Winston Wrinkle. Sales Manager—Bob Taylor. Music Director—Jim Willett.
2. REPRESENTATIVES Savalli/Gates, Inc.
3. FACILITIES 1,000 w.; 1290 kc. Non-directional. Operating schedule: 5:45 am-midnight.
4. AGENCY COMMISSION 15% on time only.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b. Basic Rates: 22a, 23a, 24a, 25a, 26, 28a, 29a. Contracts: 40a, 42a, 45, 46, 47a. Comb.: Cont. Discounts: 60k. Cancellation: 71a, 73a. Affiliated with American Contemporary Network. Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 8/1/68—Rec'd 11/29/68.

AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-6 pm.	BB—Sun thru Sat 7 pm-midnight.	
1 min	3.00	2.00
30 sec	2.50	1.50
15 sec	2.00	1.00

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	3.75	3.50	3.25	3.00	2.75	2.50
B	2.00	2.00	2.00	2.00	2.00	2.00
B	2.50	2.25	2.00	1.75	1.50	1.25

WEEKEND PLAN—ROS
30 SEC: 1 day 2 days 3 days
18 ti daily 32.40 63.00 93.00
Special weekly packages and impact plans cannot be combined with other schedules to earn greater frequency discounts.

10. SPECIAL FEATURES 5-min news—2x 1-min rate. 15-min news—4x 1-min rate.

KBYG

1949

Media Code 4 245 1025 3.00
Big Spring Radio, Inc., Box 1713, City Park, Big Spring, Tex. 79721. Phone 915-263-7326.

1. PERSONNEL President & Gen'l Mgr.—Jack Wallace. Sales Manager—Bob Bell. Program Director—Jim Baum.

TEXAS

2. REPRESENTATIVES Jack Masia & Co., Inc. Southwest—Riley Representatives.
3. FACILITIES 1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 8:00 am-midnight. CST.
4. AGENCY COMMISSION 15/0 time only.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 32b. Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a. Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Affiliated with American Entertainment Network. Duplicate schedules on KNIT, Abilene earn a 10% discount on each station from the applicable rate.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 4/1/67—Rec'd 4/21/67.

6. SPOT ANNOUNCEMENTS (Drive Time—Mon thru Sat 6-9 am, noon-1 pm thru 4-7 pm)

	1x	15x	312x	500x	1000x
1 min	4.50	4.00	3.75	3.50	3.00
30 sec	3.80	3.20	3.00	2.80	2.40
10 sec	2.25	2.00	1.85	1.75	1.80
(All other times)					
1 min	3.50	3.00	2.75	2.50	2.00
30 sec	2.80	2.40	2.20	2.00	1.60
10 sec	1.75	1.50	1.35	1.25	1.00

7. PACKAGE PLANS (ROS—1/3 Drive Time)

PER WK:	10 ti	30 ti	30 ti	40 ti
1 min	8.45	8.15	7.80	7.40
30 sec	30.00	18.00	12.00	9.00
10 sec	1.75	1.60	1.40	1.20

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	30.00	18.00	12.00	9.00	7.50

DISCOUNTS
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

KFNE (FM)

1961

Media Code 4 245 1050 1.00
The Cobra Corporation, Radio Center, Box 750, Big Spring, Texas 79720. Phone 915-267-2523.

STATION'S PROGRAMMING DESCRIPTION
KFNE (FM): Programmed for adults. MUSIC: balanced between standards, showtunes, and light semi-classic. Commercials limited to 6 minutes each hour placed on quarter and half hour. Contact Representative for further details. Rec'd 7/27/67.

1. PERSONNEL Station Manager—Bob Bradbury. Program Director—Fran Steele. Sales Manager—Bill Birrell.
2. REPRESENTATIVES Dallas & Southwest—Mario Messina Company.
3. FACILITIES FM-ERP 1,790 w. (horiz.), 1,790 w. (vert.); 95.3 mc. Operating schedule: 8:00 am-midnight daily, CST. Antenna ht.: 29 ft. above average terrain.
4. AGENCY COMMISSION 15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations. See KHEM listing for coded regulations. Affiliated with American FM Network.

TIME RATES
ET 9/1/66—Rec'd 9/2/66.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-10 pm; Sat and Sun all day.
A—Mon thru Fri 6 am-6 pm & 10 pm-midnight.

PER WK:

	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	5.00	4.00	4.25
3 ti	4.50	3.50	3.75
7 ti	4.00	3.00	3.25
14 ti	3.50	2.50	2.75
24 ti	3.00	2.00	2.25

DISCOUNTS (Schedule weekly)
1 month 5% 1 year 20%
3 months 10%

KHEM

1956

Subscriber to the NAB Radio Code
Media Code 4 245 1075 8.00
The Cobra Corporation, Box 750, Radio Center, 2-1/2 miles east of Big Spring, Tex. 79720. Phone 915-267-2523.

STATION'S PROGRAMMING DESCRIPTION

TEXAS

Big Spring—KHEM—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26,
28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 50.
Comb.: Cont. Discounts: 60f, 61c.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

ET 3/1/67—Rec'd 2/23/67.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	208x	312x
1 min.....	3.90	8.70	3.50	3.20	3.00
30 sec.....	3.00	2.80	2.60	2.40	2.25
10 sec.....	2.55	2.40	2.25	2.10	1.95

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	3.90	8.70	3.50	3.20	3.00
30 sec.....	3.00	2.80	2.60	2.40	2.25
10 sec.....	2.55	2.40	2.25	2.10	1.95

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x	30	20	15

DISCOUNTS

13x-5%	52x-15%	156x-25%
26x-10%	104x-20%	260x-30%

BONHAM

Fannin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KFYN
1948

Subscriber to the NAB Radio Code
Media Code 4 245 1170 4.00
Fannin County Broadcasting Co., Box 248, Bonham, Tex. 75418. Phone 214-583-3151.

1. PERSONNEL
Manager—Bill Bennett.

2. REPRESENTATIVES
South—Busby Finch and Woods, Inc.

3. FACILITIES
250 w. days: 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS Radio Network.
Member: National AdRadio Groups, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 8/1/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	312x
1 min 2.25	2.10	1.95	1.80	1.65	1.50	1.35
30 sec 1.90	1.75	1.60	1.55	1.30	1.15	1.00
15 sec 1.50	1.35	1.20	1.15	.90	.75	---

7. PACKAGE PLANS

1x	26x	52x	104x	156x	260x	312x
1 hr.....	28.00	26.50	25.00	20.25	19.00	18.00
1/2 hr 18.00	15.00	14.00	13.00	12.00	11.00	10.00
1/4 hr 10.00	9.50	9.00	8.25	7.50	6.75	6.00
5 min 4.00	3.75	3.50	3.25	2.75	2.25	2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	70.00	42.00	25.50	21.00

DISCOUNTS

13x-5%	52x-20%	260x-35%
26x-10%	104x-28%	312x-42%

BORGER

Hutchinson County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBBB
1957

Media Code 4 245 1125 1.00
KBBB, Inc., Box 1478, 409 W. 10th St., Borger, Tex. 79006. Phone 806-273-7575.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gayle Price.

2. REPRESENTATIVES
Gill-Perma, Inc.
Southwest—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
5,000 w. days: 1800 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 24a, 24b, 24c, 25a, 26, 28c.
Contracts: 40a, 44a, 44b, 51c.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 4/1/69—Rec'd 7/1/69.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	312x
1 min 5.00	4.50	4.25	4.00	3.75	3.50	3.00
30 sec 4.00	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min.....	4.00	3.75	3.50	3.00	2.50	2.00
30 sec.....	3.00	2.75	2.50	2.25	2.00	1.75

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	48.00	41.00	37.00	33.00

9. PARTICIPATING PROGRAMS
Trading Post—9-9:30 am, per mo 600.00.

10. SPECIAL FEATURES
Aerial Traffic Reports, per mo 600.00.
Mobile Unit News reports, per mo 100.00.

BOWIE

Montague County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KBAN
1959

Media Code 4 245 1150 9.00
Bowie-Nocoma Broadcasting Co., Inc., Box 1080, Bowie, Tex. 76230. Phone 817-872-2288.

1. PERSONNEL
President—Earle Fletcher.
General Manager—Ollie Carriker.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Robert E. Eastman & Co., Inc.

3. FACILITIES
500 w. days: 1410 kc. Directional.
Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective October 1, 1960.
Rates received October 12, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2 hr	1/4 hr	5 min	(*)
1 time.....	30.00	20.00	15.00	8.00
13 times.....	29.00	19.00	14.00	7.75
26 times.....	28.00	18.00	13.00	7.25
52 times.....	27.00	17.00	12.00	6.75
104 times.....	26.00	16.00	11.00	6.25
186 times.....	25.00	15.00	10.00	6.00
260 times.....	24.00	14.00	9.00	5.50

BRADY

Mculloch County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KNEL
1933

Media Code 4 245 1175 6.00
Radio Brady, Inc. Box 630, Brady, Tex. 76825.
Phone 815-597-2346.

1. PERSONNEL
General Manager—Kenneth W. Harrison.
Program Director—Gaylon Young.

2. REPRESENTATIVES
Clyde Melville Company.

3. FACILITIES
250 w.: 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 net charges for time: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3h, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 61b, 62a.
Cancellation: 71a, 73a.
Member: Texas State Network.

TIME RATES

ET 4/1/60—Rec'd 5/5/60.

6. SPOT ANNOUNCEMENTS

Per spot.....	3.00	2.55	2.40	2.25
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7. PACKAGE PLANS

1 hr.....	50.00	45.00	43.00	39.75
1/2 hr.....	30.00	25.00	21.00	19.75
1/4 hr.....	20.00	15.00	14.00	10.25
5 min.....	7.50	6.00	5.00	4.75

BRECKENRIDGE

Stephens County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KSTB
1947

Media Code 4 245 1200 2.00
Regal Broadcasting Corp., Miller Bldg., Breckenridge, Tex. 76024. Phone 817-559-3331.

1. PERSONNEL
General Manager—Buddy Moser.

2. REPRESENTATIVES
Clyde Melville Company.

3. FACILITIES
1,000 w. days: 1430 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 25a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Texas State Network.

TIME RATES

Rates effective October 1, 1965. (Card No. 11-NR.)
Rates received October 8, 1965.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1x	3.00	2.35
13 ti	2.85	2.25
26 ti	2.70	2.10
52 ti	2.55	2.00
104 ti	2.40	1.85
156 ti	2.30	1.75
260 ti	2.00	1.55
312 ti	1.70	1.35

7. PACKAGE PLANS

ANNOUNCEMENT PACKAGES	1 min	30 sec	10 sec
(Within 7 consecutive days)	1.85	1.45	1.05

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	30.00	18.00	12.00	9.00

BRENHAM (1 AM; 1 FM)

Washington County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KWHI
1947

KWHI-FM
1964

Media Code 4 245 1225 9.00
Tom S. Whitehead, Inc., Box 730, Brenham, Tex. 77833. Phone 713-836-3655.

STATION'S PROGRAMMING DESCRIPTION
KWHI: MUSIC: 6-7 am country and western, 7-9 am middle-of-the-road, 9-10 am polkas, 11 am-1 pm middle-of-the-road, 1-4 pm country and western, 4-5 pm top 40, 5-11 pm middle-of-the-road. Emphasis on local and area news, including community involvement, special events and sports remotes. Network news 5 min before hour, local news on hour. 4 major 30 min news casts: 7:30 am, noon, 5 pm and 10 pm, includes network, local and sports. Contact Representative for further details. Rec'd 6/30/69.

1. PERSONNEL President—Tom S. Whitehead, Sr. Manager—Tom S. Whitehead, Jr.

2. REPRESENTATIVES
Southeast—Southern Spot Sales, Inc.
Northwest—Mario Messina Company.

3. FACILITIES
1,000 w. days: 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

FM FACILITIES
ERP 3,000 w.: 106.3 mc.
Operating schedule: 6-11 pm. CST.

4. AGENCY COMMISSION
15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60c, 62a, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network.

TIME RATES

No. 2 ET 7/1/66—Rec'd 7/29/66.

6. SPOT ANNOUNCEMENTS

1x	5.00	4.20	2.60	3.50	2.80
13x	4.70	3.80	3.12	3.20	2.60
26x	4.40	3.60	3.20	3.00	2.30
52x	4.10	3.30	3.00+	2.70	2.00
104x	3.80	3.00	---	---	---

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	70.00	42.00	25.50	21.00

DISCOUNTS

13x-5%	52x-20%	260x-35%
26x-10%	104x-28%	312x-42%

BROWNFIELD

Terry County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KKUB
1949

Subscriber to the NAB Radio Code
Media Code 4 245 1250 7.00
Brownfield Radio Inc., Drawer 1300, Tahoka Rd., Brownfield, Tex. 79316. Phone 806-637-4531.

1. PERSONNEL
General Manager—Jim Farr.

2. REPRESENTATIVES
Charles Bernard Co., Inc.
Riley Representatives.

3. FACILITIES
1,000 w. days: 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 42a, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
No hear or wire advertising, except in Spanish.
Member: Texas State Network.

TIME RATES

ET 9/1/68—Rec'd 8/28/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1x	6.50	5.50
30 sec/less	4.50	4.00
10 sec	3.50	3.25

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min.....	4.50	4.00	3.50
30 sec/less.....	3.50	3.25	3.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	45	28	18	12

7. PACKAGE PLANS

AA—Mon thru Sat 7-9:30 am & 4:30-8:30 pm.	AA—All other times.
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8. PROGRAM TIME RATES

PER WK, EA:	5 ti	12 ti	18 ti	24 ti
1 min.....	12.00	11.00	10.00	9.00
30/20 sec.....	9.75	9.00	8.25	7.50
10 sec.....	6.00	5.50	5.00	4.50

CLASS AA

1 min	30/20 sec	10 sec
1x	10.00	9.00
30/20 sec.....	8.25	7.50
10 sec.....	6.00	5.50

CLASS A

1 min	30/20 sec	10 sec
1x	9.00	8.00
30/20 sec.....	7.50	6.75
10 sec.....	5.00	4.50

BROWNSVILLE

Cameron County—Map Location K-10
See SRDS consumer market map and data at beginning of the State.

KBOR
1949

Media Code 4 245 1275 4.00
Brownsville Broadcasting Co., Box 2049, Brownsville, Tex. 77820. Phone 512-542-5077.

STATION'S PROGRAMMING DESCRIPTION
KBOR: Programmed for general interest.
FARM: program 5:45-7 am, 7-9 am middle-of-road music, news, sports, weather, culps, 9-9:30 am women's news, 9:30 am-noon middle-of-road music,

news at :55, Noon-1 pm news, world, national, local, stock markets, weather. M-F 1-5 pm middle-of-the-road music, news, sports, events. 5-7 pm middle-of-the-road music, news, sports local events, weather, 7-11:30 pm music featuring general popular music, classic, standards, weather of hour. News and weather 10 pm. SPORTS: local high school and college football, Sat 2 pm complete opera broadcast. Local news reporters. Contact Representative for further details. Rec'd 9/16/68.

1. PERSONNEL
General Manager—Minor J. Wilson.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Dallas—Clyde Melville Company.

3. FACILITIES
1,000 w.: 1800 kc.
Directional—Separate pattern, day and night.
Operating schedule: 5:15 am-11:30 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station. No cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10c, 11a, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Voice of Valley Agricultural Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1964. (Card No. 5.)
Card received July 6, 1964.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1x	4.00	3.50	3.00
26 ti	3.90	3.40	2.95
52 ti	3.75	3.25	2.80
104 ti	3.60	3.10	2.65
156 ti	3.45	2.95	2.50
260 ti	3.30	2.80	2.35

7. PACKAGE PLANS

MONTHLY PACKAGE PLANS
Class A—7:00-9:30 am, noon-1:00 pm and 5:00-7:00 pm.
Class B—All other times.

PER MO:	1 min 30 sec	1 min 30 sec
Open	4.00	3.50
30 ti	3.50	3.00
60 ti	3.25	2.75
90 ti	3.00	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x	60.00	30.00	20.00
26 ti	46.00	27.00	18.00
52 ti	42.00	24.00	16.00
104 ti	40.00	22.50	15.50
156 ti	38		

Brownsville—Continued

XEO

MATAMOROS, MEXICO

City of license, Matamoros, Tamaulipas, Mexico.
Box 1708, Brownsville, Texas 78520.
U. S. Representatives:
Harlan G. Oakes, Inc.
East—AAA Representatives.
Atlanta—David Carpenter Company.
See listing in Mexican Publicitarios Mexicanos under Matamoros, Tamaulipas, Mexico.

BROWNWOOD (2 AM; 1 FM)

Brown County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBWD

1941



A Wendell Hayes Station

Media Code 4 245 140 5.00
Brown County Broadcasting Co., Box 280, Brownwood, Tex. 88801. Phone 915-646-3505.

- PERSONNEL**
President—Wendell Hayes.
Station Manager—Bill Jamar.
- REPRESENTATIVES**
Robert E. Eastman Co., Inc.
- FACILITIES**
1,000 w.; 1380 kc. Non-directional.
Operating schedule: 5:30 am-midnight daily, CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a, 44b, 48.
Comb.; Cont. Discounts: 60h.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80.
Affiliated with MBS Radio Network.
Member: Texas State Network.

TIME RATES
ET—Rec'd 4/4/66.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1x	52x	104x	260x	512x
1/2 hr.	25.80	23.40	21.00	19.80		
1/4 hr.	16.40	15.20	14.00	13.40		
5 min.	8.50	7.50	6.50	6.00		
1 min.	4.40	4.10	3.80	3.50		
30 sec.	3.15	2.95	2.75	2.50		

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
(20 AAA, 20 AA, 10 A)

PER WK: 1 min 30 sec 155 110
50 ti

8. PARTICIPATING PROGRAMS
Central Texas Farm & Ranch participations Mon thru Sat 5:50-6:30 am.

1 min per wk 3 ti 8 ti 11.50 16.50
3-MINUTE DIRECT WEATHER BUREAU REPORTS 97.50

KEAN

1953



Subscriber to the NAB Radio Code
Media Code 4 245 1425 5.00
KEAN Radio Corp., Box 100, 2220 Flak Ave., Brownwood, Tex. 76801. Phone 915-645-4456.

- PERSONNEL**
President—Pat Farren Davidson.
General Manager—Eddie Farren.
Sales Manager—Kerry D. Alford.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
Regional—Riley Representatives.
- FACILITIES**
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6:00 am-midnight daily, CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 24a, 25a, 28b, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 71a, 73a.
FM facilities: KFRR (FM).
Member: Country Music Network.

TIME RATES
ET—Rec'd 4/29/68.
Drive Time—Mon thru Sat 6-9 am & 4-7 pm.
All other times.

6. SPOT ANNOUNCEMENTS

i min 30 sec 10 sec		1 min 30 sec 10 sec	
1 x	6.00 4.80 3.00	5.00 4.00 2.50	
50 x	5.75 4.60 2.90	4.75 3.80 2.40	
100 x	5.50 4.40 2.75	4.50 3.60 2.25	
250 x	5.00 4.00 2.50	4.00 3.20 2.00	
500 x	4.50 3.60 2.25	3.50 2.80 1.75	

(*) Drive Time.
(†) All other times.

KFRR (FM)

1966



Subscriber to the NAB Radio Code
Media Code 4 245 1450 3.00
KEAN Radio Corp., Box 100, 2220 Flak Ave., Brownwood, Tex. 76802. Phone 915-643-4456.

- PERSONNEL**
President—Pat Farren Davidson.
Station Manager—Eddie Farren.
Sales Manager—Kerry D. Alford.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
Regional—Riley Representatives.

3. FACILITIES

ERP 700 w.; 99.3 mc.
Operating schedule: 9 am-midnight, CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
AM facilities: KEAN.

TIME RATES
ET—Rec'd 3/30/67.

6. SPOT ANNOUNCEMENTS

1 min		52x	104x	260x	512x
1 min	1.90	1.80	1.70	1.60	1.50
30 sec	1.50	1.45	1.35	1.30	1.25

BRYAN—COLLEGE STATION

(2 AM; 2 FM)

Brazos County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the station provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KORA

1947



Subscriber to the NAB Radio Code
Media Code 4 245 1475 0.00
Bryan Broadcasting Co., Inc., 1240 Villa Maria Rd., Bryan, Tex. 77801. Phone 713-823-1240.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mike Mistovich.
Sales Manager—Bob Bell.
- REPRESENTATIVES**
Regional—Riley Representatives.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-midnight daily, CST.
Partial simulcast operation. Simulcast 6-7:10 am.
For non-simulcast facilities see KORA-FM.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Southeastern Key Market Network.

TIME RATES
No. 3 ET 10/15/67—Rec'd 12/11/67.

6. SPOT ANNOUNCEMENTS
(Drive Times—6-9 am & 4-6 pm)

1 min		52x	104x	260x	500x	1000x
1 min	6.00	4.25	3.75	3.25	2.75	
30 sec	3.00	3.40	3.00	2.80	2.20	
10 sec	2.25	2.10	1.85	1.65	1.40	

(All other times)

1 min		52x	104x	260x	500x	1000x
1 min	3.50	3.25	3.00	2.50	2.00	
30 sec	2.80	2.60	2.40	2.00	1.60	
10 sec	1.75	1.65	1.50	1.25	1.00	

7. PACKAGE PLANS

WKLY: (1/2 Guaranteed Drive Times)

10 ti		20 ti	30 ti	40 ti
1 min	3.75	3.25	2.75	2.25
30 sec	3.00	2.60	2.20	1.80
10 sec	1.85	1.65	1.40	1.15

KORA-FM

1966



Media Code 4 245 1476 8.00
Bryan Broadcasting Co., Inc., Box 3069, 1240 Villa Maria Rd., Bryan, Tex. 77802. Phone 713-823-1240.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mike Mistovich.
Sales Manager—Bob Bell.
Vice-Pres., Traffic—Mary Jane Mistovich.
- REPRESENTATIVES**
Regional—Riley Representatives.
- FACILITIES**
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 6 am-midnight, CST.
Antenna ht.: 197 ft. above average terrain.
Partial simulcast operation. Operated separately 7:10 am-midnight. For simulcast facilities see KORA.
- AGENCY COMMISSION**
15/0 time only; payable 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
ET—Rec'd 1/26/67.

6. SPOT ANNOUNCEMENTS

1 ti		26 ti	52 ti	156 ti	312 ti
1 min	8.50	3.80	3.00	2.65	2.25
30 sec	2.45	2.30	2.10	1.85	1.60
10 sec	1.75	1.65	1.50	1.35	1.15

7. PACKAGE PLANS

SATURATION

1 min 30 sec 10 sec	
20 ti	2.65 1.85 1.65
40 ti	2.25 1.60 1.15
60 ti	2.00 1.30 1.00

WTAW

1922
COLLEGE STATION



Subscriber to the NAB Radio Code
Media Code 4 245 1500 5.00
Radio Bryan, Inc., Box 3008, Bryan, Tex. 77801.
Phone 846-7788.

- PERSONNEL**
Pres. & Sales Mgr.—Bill Watkins.
Program Director—Tommy Thompson.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
1,000 w. days; 1150 kc. Non-directional.
600 w. pre-sunrise.
Opr. sched. 6 am (sunrise if earlier)—sunset, CST.
- AGENCY COMMISSION**
15% on station time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a; 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22, 24c, 28c, 30, 31, 33a.
Contracts: 40a, 44b, 46, 47e, 51c.
Comb.; Cont. Discounts: 60a, 60b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
No. 25 ET 1/1/69—Rec'd 11/29/68.
AA—Mon thru Sat 6:30-9:30 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		1 ti	10 ti	20 ti	30 ti
1 min	6.50	5.40	4.50	3.90	
30 sec	5.90	4.80	3.60	3.15	

CLASS A		1 ti	10 ti	20 ti	30 ti
1 min	4.80	4.30	3.60	3.00	
30 sec	3.85	3.45	2.90	2.40	

DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%
10 sec spots, flat 2.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK: 1 min 30 sec 175 125
50 ti (AAA, 25A) 175 125

Class and Class A Plans may be used in combination—each taking a rate based on their total number of spots.
30-second announcements combinable only with 1-minute announcements for frequency discount.

8. PROGRAM TIME 5 MINUTES
150% of applicable 1-minute rate.

WTAW-FM

1964
COLLEGE STATION



Subscriber to the NAB Radio Code
Media Code 4 245 1501 3.00
Radio Bryan, Inc., Box 3008, Mobile Ave., Bryan, Tex. 77801. Phone 846-7788.

- PERSONNEL**
Pres. & Gen'l & Sta. Mgr.—Rodger B. Watkins.
Program Director—Tommy Thompson.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 3,000 w.; 92.1 mc.
Operating schedule: 5:45 am-midnight, CST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
See WTAW listing for coded regulations.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 23-A ET 10/1/67—Rec'd 12/11/67.
AAA—6-9 am, noon-1 pm & 4-6:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS
AAA—FIXED TIMES

1 min 30 sec	
6 ti	4.35 3.80
18 ti	3.90 3.50

7. PACKAGE PLANS

10-DAY—RTA

10 ti		30 ti	60 ti	30 ti
1 min	3.20	2.90	2.80	2.85
30 sec	2.80	2.55	2.25	1.95

MONTHLY PACKAGE

100 ti		200 ti	300 ti
1 min	2.80	2.55	2.25
30 sec	2.25	1.95	1.75

PER WK; EA:

5 ti		10 ti	20 ti
1 min	3.25	3.05	2.90
30 sec	2.80	2.60	2.35

26-WEEK PACKAGE

3.00		2.80	2.60
1 min	3.00	2.80	2.60
30 sec	2.60	2.35	2.15

12-MONTH PACKAGE

250x		520x	1040x	2000x
1 min	3.10	2.85	2.50	2.25
30 sec	2.60	2.35	2.05	1.75

BURNET

Burnet County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KTSL

1969

Country Music Network

Media Code 4 245 1525 2.00
Hill Country Broadcasting Corp., Box 119, Burnet, Tex. 78611. Phone 512-756-2148

STATION'S PROGRAMMING DESCRIPTION:
KTSL: Programmed for general interest.
MUSIC: country and western 6:30 am-10 pm. NEWS: state network news and spots at :55, 15 min news at 7:30 am, noon & 6 pm. Local and regional news, weather and sports on half hour. Remote facilities available. Contact Representative for further details.
Rec'd 5/19/69.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert G. Dalchau.
Sales Manager—Dick Dickerson.
Chief Eng. & Prog. Dir.—Jerry White.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
Southwest—Riley Representatives.
- FACILITIES**
250 w.; 1,340 kc. Non-directional.
Operating schedule: 6:30 am-10 pm, CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 23a, 24b, 28a, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network, Country Music Network.

TIME RATES
ET 5/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

1x		52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

7. PACKAGE PLANS

WKLY:

10 ti		15 ti	20 ti	25 ti	30 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

1 hr		1/2 hr	1/4 hr	10 min	5 min
1 x	50	35	25	15	10

CAMERON

Milam County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KMIL

1955

Media Code 4 245 1550 0.00
Milam Broadcasting Co., Box 832, Cameron, Tex. 76520. Phone 817-697-4633.

- PERSONNEL**
Partner-Manager—Eugene Smitherman.
- FACILITIES**
500 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded

TEXAS

CARRIZO SPRINGS

Dimmit County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

K BEN

1955

Media Code 4 245 1600 3.00
Walter H. Herbolt, Jr., Box 488, 105 S. 5th St., Carrizo Springs, Tex. 78834. Phone 512-876-2210.

- PERSONNEL**
General Manager—Walter H. Herbolt, Jr.
Sales Manager—Bill Owens.
Program Director—Ramon Montemayor (Spanish).
- FACILITIES**
250 w.; 1450 kc. Non-directional.
Operating schedule: 6:00 am-7:00 pm. CST.
- AGENCY COMMISSION**
15/0 on time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25b, 26, 28b, 30, 33d.
Contracts: 40a, 42b, 44a, 44b, 45, 47e, 51c.
Comb. Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70b, 70d, 71b, 72, 73a.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 10/1/65—Rec'd 3/3/68.

6. SPOT ANNOUNCEMENTS		1 hr		1/2 hr		1/4 hr	
1x	15x	1hr	1/2 hr	1/4 hr	1hr	1/2 hr	1/4 hr
1 min	3.50	3.15	2.80	2.45	2.10	1.75	1.40
50 wds	2.50	2.25	2.00	1.75	1.50	1.25	1.00
SPECIAL YEARLY PACKAGE:							
1000 1-min spots	800.00						
8. PROGRAM TIME RATES							
1x	1hr	1/2 hr	1/4 hr	1hr	1/2 hr	1/4 hr	1hr
13	21.00	17.50	9.10	18.00	15.40	7.70	18.00
26	18.00	14.00	7.35	15.40	12.60	7.00	14.00
52	14.00	11.20	6.85	12.60	9.80	6.30	11.20
104	11.20	8.40	5.95	9.80	7.70	5.60	11.20
156	8.40	6.30	4.50	7.70	5.60	3.90	9.80
312	6.30	4.50	3.15	5.60	3.90	2.70	5.60
10. SPECIAL FEATURES							
PER WK	6 tl	12 tl	24 tl	6 tl	12 tl	24 tl	6 tl
5-Minute News	117	208	365	117	208	365	117

CARTHAGE

Panola County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KGAS

1955

Subscriber to the NAB Radio Code
Media Code 4 245 1625 0.00
Beverly E. Brown dba KGAS Radio, Drawer B, 218 E. Sabine St., Carthage, Tex. 75833, Phone 214-693-8668.

- PERSONNEL**
Owner/Manager—Beverly E. Brown.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**
15% on time only 2% 10 days, net 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20b, 21c, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 44b, 48, 47e, 50, 51b.
Comb. Cont. Discounts: 60a, 60e.
Affiliated with Keystone Network.
Member: Texas State Network.

TIME RATES

Rates effective February 1, 1959.
Rates received January 12, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1 hr		1/2 hr		1/4 hr	
1	hr.	hr.	hr.	hr.	hr.	hr.	hr.
1 time	34.50	20.70	12.75	6.90	3.45	2.25	2.25
26 times	32.80	19.85	13.20	6.80	3.10	2.02	2.02
52 times	31.00	18.40	12.65	6.30	3.00	1.95	1.95
104 times	29.05	17.25	11.75	5.75	2.90	1.89	1.89
156 times	27.00	16.10	10.90	5.45	2.75	1.79	1.79
260 times	25.00	14.95	10.05	5.00	2.60	1.69	1.69
312 times	21.50	13.80	9.20	4.60	2.30	1.50	1.50

CENTER

Sbelly County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KDET

1949

Subscriber to the NAB Radio Code
Media Code 4 245 1650 8.00
Center Broadcasting Company, Inc., 205 Austin St., Center, Tex. 75935. Phone 713-598-3304.

- PERSONNEL**
President—Tom F. Foster.
Manager—Jack Bell.
- REPRESENTATIVES**
Dallas—Mario Messina Company.
- FACILITIES**
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 5:30 am-local sunset.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.

Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 71a, 73a.
Member: Texas State Network.

TIME RATES

Rates received April 29, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1 hr		1/2 hr		1/4 hr	
1	hr.	hr.	hr.	hr.	hr.	hr.	hr.
1 time	60.00	36.00	24.00	14.00	6.00	4.50	4.50
13 times	50.00	30.00	20.00	12.00	5.50	4.25	4.25
26 times	48.00	29.00	19.00	11.00	5.25	4.00	4.00
52 times	46.00	28.00	18.00	10.50	5.00	3.75	3.75
104 times	44.00	27.00	17.00	10.25	4.75	3.50	3.50
156 times	42.00	26.00	16.00	10.00	4.50	3.25	3.25
260 or more times	40.00	25.00	15.00	9.75	4.00	3.00	3.00

CHILDRESS

Childress County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KCTX

1947

Subscriber to the NAB Radio Code
Media Code 4 245 1675 5.00
Golden West Broadcasting Co., Inc., 200 Main St., Childress, Tex. 79201. Phone 817-937-2563.

- PERSONNEL**
Pres. & Gen'l Mgr.—George E. Morey.
Sales Manager—Skip Aduddell.
Program Director—Darrell Sehorn.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Mario Messina Company.
- FACILITIES**
250 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 20, 28c.
Affiliated with KBS.

Member: Texas State Network.
Commercial political broadcasts are acceptable.
Length of commercial copy: Programs News
Day & Eve. Day & Eve.
5 minutes 1:45 min. 1:45 min.
10 minutes 2:00 min. 2:15 min.
15 minutes 3:00 min. 3:00 min.
30 minutes 4:30 min. 4:30 min.
60 minutes 7:00 min. 7:00 min.

TIME RATES

Rates effective June 1, 1956. (Card No. 1.)
Rev. No. 2.)
Card received June 29, 1956.

6. SPOT ANNOUNCEMENTS		1 hr		1/2 hr		1/4 hr	
1	time	hr.	hr.	hr.	hr.	hr.	hr.
1 time	3.50	65 times	2.80	3.33	130 times	2.49	3.15
13 times	3.33	130 times	2.49	3.15	156 times	2.45	2.98
26 times	3.15	156 times	2.45	2.98			
52 times	2.98						
Automotive rate 2.45							
8. PROGRAM TIME RATES							
1	time	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 hr.	1/2 hr.
1	time	35.00	21.00	14.00	7.00	26	times
26	times	19.85	13.20	6.80	3.45	52	times
52	times	19.50	12.60	6.30	3.15	65	times
65	times	31.75	17.85	11.90	5.95	130	times
130	times	26.25	15.75	10.50	5.25	156	times
156	times	24.50	14.70	9.80	4.90		

CLARKSVILLE

Red River County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KCAR

1955

Subscriber to the NAB Radio Code
Media Code 4 245 1700 1.00
KCAR, Inc., Box 609, Highway 114, Clarksville, Tex. 75426. Phone 214-427-2696.

- PERSONNEL**
Gen'l Mgr. & Prog. Mgr.—Bruce Anderson.
Commercial Manager—Jan Bland.
- REPRESENTATIVES**
Continental Radio Sales.
Southwest—Clyde Melville Company.
- FACILITIES**
500 w. days; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 24b, 26, 28b, 28c, 29a.
Contracts: 40a, 42d, 44a, 45, 46, 47b, 49, 51a, 51b.
Comb. Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Keystone Network.

TIME RATES

ET 5/1/66—Rec'd 4/1/66.

6. SPOT ANNOUNCEMENTS		1 hr		1/2 hr		1/4 hr	
1	time	hr.	hr.	hr.	hr.	hr.	hr.
1	x	3.00	1.56	x	2.25	2.6	x
26	x	2.85	260	x	1.95	52	x
52	x	2.70	312	x	1.50	104	x
104	x	2.50					
8. PROGRAM TIME RATES							
1	x	30.00	18.00	12.00	7.50	28x-10%	156x-35%
26x	-10%	156x-35%	52x-20%	280x-45%			
10. SPECIAL FEATURES							
NEWSCASTS							
1/4 hr	hr.	1x	28x	52x	156x	260x	
		13.00	11.80	10.60	8.80	7.60	
5 min		8.10	7.35	6.60	5.48	4.78	
Carousel—per spot 3.75. Women's program. Minimum contract 65 times. Limited to 3 participants daily.							

CLEAR LAKE CITY

Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Houston

(including Baytown, Clear Lake City, Pasadena)

CLEBURNE (1 AM; 1 FM)

Johnson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KCLE

1947

Media Code 4 245 1725 8.00
KCCE, Inc., Box 1529, 910 N. Main, Cleburne, Tex. 76033. Phone 817-6643.

- STATION'S PROGRAMMING DESCRIPTION**
KCLE: Programmed for general interest.
MUSIC: middle-of-the-road including country and western interspersed. NEWS: 15 min news at 7:15 am, 12:15 pm, 5:15 pm. 5 min news at :55, head-lines on half hour, weather at :15 and :45. Mobile news and special events coverage, remotes available. Contact representative for further details. Rec'd 10/31/68.
- PERSONNEL**
Pres. & Gen'l Mgr.—Earle Fletcher.
Program Director—Joe Hurley.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
250 w. days; 1120 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22b, 28a, 28c.
Contracts: 40a, 47a, 48, 51b.
Comb. Cont. Discounts: 60b, 60f.
Cancellation: 70c, 73b.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 8/1/68—Rec'd 2/10/69.

7. PACKAGE PLANS		WEEKEND RATES		SAT/SUN/MON/TUE		10 tl		20 tl		30 tl		40 tl	
1 min	ea.	1 min	ea.	1 min	ea.	1 min	ea.	1 min	ea.	1 min	ea.	1 min	ea.
30 sec	ea.	30 sec	ea.	30 sec	ea.	30 sec	ea.	30 sec	ea.	30 sec	ea.	30 sec	ea.
10 sec	ea.	10 sec	ea.	10 sec	ea.	10 sec	ea.	10 sec	ea.	10 sec	ea.	10 sec	ea.
WEEKLY PACKAGES													
EA:	1 tl	5 tl	10 tl	15 tl	25 tl	35 tl	50 tl	1 min	3.35	3.25	3.15	3.05	2.85
30 sec	2.35	2.25	2.15	2.05	1.95	1.85	1.75	10 sec	1.35	1.25	1.20	1.15	1.10
MONTHLY PACKAGES													
EA:	25 tl	50 tl	100 tl	150 tl	1 min	3.10	2.95	2.85	2.75	30 sec	2.10	1.95	1.85
10 sec	1.25	1.10	1.05	1.00									
8. PROGRAM TIME RATES													
1 hr.	45.00	42.00	41.00	40.00	39.00	38.00	37.00	1/2 hr	25.00	23.50	22.50	21.50	20.50
1/4 hr	15.00	14.00	13.25	12.50	11.75	11.00	10.50	10.00	10 min	12.00	10.50	10.00	9.50
5-MINUTE NEWS PACKAGE	Open & close sponsor ID, 1 1-minute & 1 30-second spot.	PER WK:	1 tl	2 tl	3 tl	5 tl	6 tl	7 tl	EA	6.25	6.00	5.75	5.50
HEADLINE NEWS AT 30	Open & close sponsor ID plus 30-second spot.	PER WK:	5 tl	10 tl	15 tl	25 tl	35 tl	50 tl	EA	2.50	2.40	2.30	2.20

KFAD (FM)

1949

Subscriber to the NAB Radio Code
Media Code 4 245 1735 7.00
Jim Gordon, Inc., Box 753, 919 N. Main, Cleburne, Tex. 76031. Phone 817-645-5943; Fort Worth-Dallas phone 817-477-2282.
Studio—2216 S. Cooper, Arlington, Tex. 76010. Phone 817-261-2002.

- STATION'S PROGRAMMING DESCRIPTION**
KFAD (FM): MUSIC: 6 am-6 pm popular and rock music. 6 pm-8 am jazz. Remotes with personalities available. Rec'd 6/2/69.
- PERSONNEL**
General Manager—Jim Gordon.
- FACILITIES**
ERP 50,000 w. (horiz.), 20,300 w. (vert.); 94.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 666 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 29a.
Contracts: 40a, 44a, 45, 47a.
Comb. Cont. Discounts: 61a.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/5/60.

3. FACILITIES
1,000 w. days; 1920 kc. Non-directional.
Operating schedule: 6:00 am-sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21b, 22c, 22a, 25b, 26, 28c, 30.
Contracts: 40a, 41, 46, 47e.
Comb.: Cont. Discounts: 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NAB Radio Network.
Member: Texas State Network.

TIME RATES
Rates effective June 1, 1955.

6. SPOT ANNOUNCEMENTS

	1x	2x	52x	104x	156x	312x
(*)	4.75	4.50	4.25	4.00	3.75	3.50
(†)	3.75	3.50	3.25	3.00	2.75	2.50

(*) One minute transcription or 100 words live.
(†) One-half minute transcription or 50 words live.
Automotive rate 3.50

COMANCHE

Comanche County—Map Location D-5
See SHDS consumer market map and data at beginning of the State.

KCOM

1962
Media Code 4 245 1825 6.00
Radio Comanche, Box 9, 105 N. Sand St., Comanche, Tex. 76442. Phone 817-356-2558, 2559.

1. PERSONNEL
S. & Gen'l Mgr.—Elton McCullough.
Sales Mgr. & Prog. Dir.—Bill B. Day.

2. REPRESENTATIVES
Clyde Melville Company.

3. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 71a, 73a.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective April 1, 1962. (Card No. 1.)
Card received March 19, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	2 hr.	3 hr.	min.	min.	min.	sec.
1 time	25.00	13.00	9.00	7.50	5.00	2.40	1.75
30 times	24.00	12.00	8.00	7.25	4.00	2.25	1.60
312 times	22.00	10.50	7.50	7.00	3.00	2.00	1.40
365 times	20.00	10.00	7.00	6.00	3.00	1.50	1.35

Flat, each.....30 10 per day, flat..... 7.50

10. SPECIAL FEATURES
Gospel Broadcasts (from station), 1/3 less above rates.

CONROE (1 AM; 1 FM)

Montgomery County—Map Location G-7
See SHDS consumer market map and data at beginning of the State.

KMCO

1950
Subscriber to the NAB Radio Code
Media Code 4 245 1850 4.00
Montgomery County Broadcasting Co., Inc., Box 69, 218 W. Davis St., Conroe, Tex. 77301. Phone 713-745-4468.

1. PERSONNEL
President—Mrs. Reagan Smith.
Gen'l & Prog. Mgr.—Joe Cooper.

2. REPRESENTATIVES
Gill-Perna, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
500 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i.
Basic Rates: 20a, 20b, 21a, 21c, 22a, 23a, 24b, 25a, 28c.
Contracts: 40a, 41.
Cancellation: 71b.
Prod. Services: 80, 82.
Affiliated with Keytone and MBS Radio Networks.

TIME RATES
No. 5 ET 9/1/67—Rec'd 10/25/67.

6. SPOT ANNOUNCEMENTS

	1x	2x	52x	104x	156x	312x
1 min	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	2.25	2.10	1.85	1.80	1.65	1.50

7. PACKAGE PLANS

PER WK:	10	10	20	30	40	50
1 min	3.00	2.50	2.70	2.50	2.25	2.00
30 sec	2.00	1.75	1.90	1.75	1.50	1.35
10 sec	1.80	1.75	1.60	1.50	1.35	1.20

All spots may be combined for frequency.

8. PROGRAM TIME RATES

	1x	2x	52x	104x	156x	260x	312x
1 hr.	50.00	47.50	45.00	40.00	35.00	30.00	25.00
1/2 hr.	30.00	27.50	27.00	24.00	21.00	18.00	15.00
1/4 hr.	20.00	19.00	18.00	16.00	14.00	12.00	10.00
5 min.	12.50	12.00	11.25	10.00	8.75	7.50	6.25

KNRO (FM)

1965
Media Code 4 245 1875 1.00
Family Group Enterprises, Inc., Drawer 810, Hwy. 105 E., Conroe, Texas 77301. Phone 713-756-5501.

1. PERSONNEL
President—Rigby Owen, Sr.
Sta. Mgr. & Prog. Dir.—Bob Brown.
Sales Manager—Ed Watson.

3. FACILITIES
ERP 36,000 w.; 108.9 mc.
Operating schedule: 10:00 am-midnight. CST.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24c, 26, 29b, 30, 33a.
Contracts: 40a, 42b, 42d, 44a, 46, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60d, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.

TIME RATES
ET—Rec'd 8/5/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1x	3.00	2.75

7. PACKAGE PLANS

100 1 min spots within 30 days	1.75
100 30 second spots within 30 days	1.25

CORPUS CHRISTI (6 AM; 2 FM)

Nueces County—Map Location E-9
See SHDS consumer market map and data at beginning of the State.

KCCT

1954
Media Code 4 245 1900 7.00
International Radio Company, Box 5206, 403 S. Staples, Corpus Christi, Texas. 78405. Phone 512-884-2426, 882-2427.

STATION'S PROGRAMMING DESCRIPTION
KCCT: All Spanish programming. Audience participation programs. Gifts and prizes for listeners. Participating in fund drives and community activities. Facilities and personalities available for remote broadcasts, store openings, promotions and contests. 5 daily newscasts. Weather information and news from Mexico. Afternoon sports and quiz programs. On-the-spot reports. Local and Mexican folk songs 5-9 am. Variety, soap opera and women's local program from 9-11 am. Afternoon: news, sports and soap opera. Monthly regional folk songs. Free time given to local non-political clubs and organizations, plus regular public services from national, state, county and city government agencies. Commercials translated free. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Rector de Pena.
Vice-Pres. & Gen'l Mgr.—Gabe Lozano.
Program Manager—Humberto Lopez.

2. REPRESENTATIVES
New York—Dore & Allen.
Southwest—Riley Representatives.
Atlanta—David Carpenter Company.

3. FACILITIES
1,000 w. days; 1150 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b, 62c.
Cancellation: 71a, 73a.
Length of commercial copy:
5 minutes.....2:00 min.
10 minutes.....3:00 min.
15 minutes.....4:30 min.
25 minutes.....5:30 min.
30 minutes.....7:00 min.
45 minutes.....10:30 min.
60 minutes.....14:00 min.
Member: National Spanish Language Network.

TIME RATES
ET 6/1/67—Rec'd 7/3/67.

6. SPOT ANNOUNCEMENTS

1 min or less	10.00
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7. PACKAGE PLANS

PER WK:	5	10	15	20	30
1 min	9.00	8.75	8.50	8.00	8.00
30 sec	7.50	7.50	7.50	7.50	7.50

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr
Ea	60	35

PER WK: 6-MINUTE PROGRAM PACKAGE

	3	4	5	6
Ea	20	19	18	18

Fully commissionable.

KCTA

1945
Media Code 4 245 1925 4.00
Box 898, 402 S. Chaparril, Corpus Christi, Tex. 78403. Phone 512-884-3541.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Kent.

2. REPRESENTATIVES
Continental Radio Sales.

3. FACILITIES
50,000 w. days; 1030 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 15b.
Basic Rates: 20b, 29b.
Contracts: 40a, 42a, 42c, 43, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70c, 71b.
Prod. Services: 82.
FM facilities: KCTA-FM Sinton, Tex.
Member: Country Music Network.

TIME RATES

No. 3 ET 7/1/57—Rev Rec'd 1/24/61.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	52x	104x	156x	260x	312x
1 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.75

7. PACKAGE PLANS

PER WK:	10	20	30
1 min	5.75	5.00	4.30

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1x	125.00	75.00	50.00	25.00
13x	118.75	71.25	47.50	23.75
28x	112.50	67.50	45.00	22.50
52x	106.25	63.75	42.50	21.25
104x	100.00	60.00	40.00	20.00
156x	93.75	56.25	37.50	18.75
260x	87.50	52.50	35.00	17.50
312x	81.25	48.75	32.50	16.25

KEYS

1941
KATZ RADIO WEST
Subscriber to the NAB Radio Code
Media Code 4 245 1950 2.00
Radio Corpus Christi, Inc., Box 1460, 441 Laguna St., Corpus Christi, Tex. 78403. Phone 512-882-7411.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—E. C. Stern, Jr.
Program Director—Stephen La Grande.
General Sales Manager—Bob White.

2. REPRESENTATIVES
Katz Radio, West.

3. FACILITIES
1,000 w. days, 500 w. nights; 1440 kc.
Directional—nighttime only.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 27, 28b, 29c, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Katz Radio A.I.D. Plan.
Member: Texas State Network.

TIME RATES
No. 8 ET 4/1/69—Rec'd 3/6/69.
AA—Sun thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1	6	12	18	24
AA	22	19	17	15	14
A	18	15	14	12	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	12	18	24
1/2AA, 1/2A	168	234	288

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

A I D PLAN RATES
1 MINUTE

PER YR, EA:	260x	312x	500x	750x	1000x	1250x	1500x
AA	13.00	13.50	13.25	12.75	12.50	12.00	11.75
A	11.00	11.50	11.25	11.00	10.60	10.30	10.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 min—1-1/2 x applicable 1-min.

COMBINABILITY
All 1 minute and 30 second spots, and 5 minute programs regardless of classification, may be combined for discount purposes, as long as TAF spots of each length are properly distributed by time classification. 10 second spots may not be combined with longer spots or with 5 minute programs for discount purposes.

KIOU (FM)

1967
RAB
Media Code 4 245 1965 0.00
Stereo Broadcasting Corp., 807 Wilson Tower, Corpus Christi, Tex. 78401. Phone 512-882-4394.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen A. DeWalt.

3. FACILITIES
ERP 25,000 w. (horiz.), 6,940 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 344 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60c, 60e.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES
ET 9/1/67—Rec'd 4/8/68.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	52x	104x	156x	312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

10 sec: 50% of applicable 1-min.
10 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	30.00	20.00	10.00	7.50

KROB

1963
CITY OF LICENSE
ROBSTOWN
M Jack Masla & Company, Inc.

RAB

(This is a paid duplicate of the listing appearing under Robstown, Tex.)
Media Code 4 245 8600 8.00
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-884-1510.

1. PERSONNEL
General Manager—W. A. Raeko.
Commercial Manager—James Raeko.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
500 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KROB-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
ET 1/67—Rec'd 4/7/69.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	CLASS AA	1	6	12	18
PER WK:		12.00	10.00	9.50	9.00
30 sec		9.80	8.00	7.60	7.20
10 sec		6.00	5.00	4.75	4.50

CLASS A

1 min	9.00	8.00	7.50	7.00
30 sec	7.20	6.40	6.00	5.60
10 sec	4.50	4.00	3.75	3.50

7. PACKAGE PLANS
25 spots per wk (22AA, 13A)..... 125.00

8. PROGRAM TIME RATES
5 min: 1-1/2 x 1-min. 1/2 hr: 7x 1-min.
1/4 hr: 4x 1-min. (D)

KRYS

1927
Mg mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 245 2000 5.00
Big C Broadcasting Corp., Box 6218, 4134 S. Staples, Corpus Christi, Tex. 78411. Phone 512-882-7341.

1. PERSONNEL
General Manager—A. C. Lloyd, Jr.
Sales Manager—Jim Springer.
Program Director—Joe Ethridge.

2. REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.

3. FACILITIES
1,000 w.; 1360 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21c, 21d, 22a, 23a, 24c, 26, 28c, 29b, 32b, 33b.
Contracts: 40a, 41, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 1-min.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 10 ET 2/1/69—Rec'd 12/31/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-8 am & 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6	12	18	24
AA	18	16	14	14
A	14	13	12	10
B	9	8	7	6

10 sec: 50% of applicable 1-min.
10 sec: 50% of applicable 1-min.

DISCOUNTS
26 wk—5% 52 wk—10%

7. PACKAGE PLANS

PER WK:	18	27	36
AA	18	12	16
A	6	9	12

TEXAS

Corpus Christi—Continued

K SIX

1947

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2025 2.00
Corpus Christi Broadcasting Co., Inc., Show Room
Bldg., Corpus Christi, Tex. 78403. Phone 512-884-1616.

- PERSONNEL**
General Manager—Vann M. Kennedy.
Commercial Manager—Charles R. Mannings
Program Director—Eugene Looper.
- REPRESENTATIVES**
H-B Representatives, Inc.
- FACILITIES** 1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5:45-12:30 am. CST.
- AGENCY COMMISSION** 15%.
- GENERAL RATE POLICY**
Affiliated with CBS Radio Network.

TIME RATES

No. 3 ET 9/1/66—Rec'd 8/18/66.

7. PACKAGE PLANS
A—Daily 6:30-9 am & 4-6:30 pm.
B—All other times.

1 MINUTE					
PER WK:	1 wk	5 wk	13 wk	26 wk	52 wk
1 ti	9.00	8.50	8.00	7.50	7.00
A	8.00	7.50	7.00	6.50	6.00
B	8.00	7.50	7.00	6.50	6.00
5 ti	8.00	7.50	7.00	6.50	6.00
A	7.00	6.50	6.00	5.50	5.00
B	7.00	6.50	6.00	5.50	5.00
10 ti	7.50	7.00	6.50	6.00	5.50
A	6.50	6.00	5.50	5.00	4.50
B	6.50	6.00	5.50	5.00	4.50
20 ti	7.00	6.50	6.00	5.50	5.00
A	6.00	5.50	5.00	4.50	4.00
B	6.00	5.50	5.00	4.50	4.00

10 seconds—50% of applicable 1-minute rate; not combinable.
30 seconds—80% of applicable 1-minute rate.

KTOD KTOD-FM

1934 1961

CITY OF LICENSE
SINTON

NAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing
under Sinton, Texas.)
Media Code 4 245 7475 4.00
Sinton Broadcasting Co., Box 269, Corpus Christi,
Tex. 78403. Phone 512-888-5731.

- PERSONNEL**
Gen'l & Sta. Mgr.—Jerry Fullerton.
Commercial Manager—Jim Bixler.
Traffic Director—Kymone Samples.
- REPRESENTATIVES**
Southwest, Midwest, Southeast—Mario Messina Com-
pany.
Detroit—Max Goldfarb.
West—Hugh Wallace Company.
San Francisco—The Sandberg-Glenn Company.
- FACILITIES**
1,000 w. days, 800 w. nights; 1590 kc.
Directional.
Operating schedule: 5 am-midnight. CST.
FM-ERP 100,000 w.; 101.3 mc. Stereo.
Antenna ht.: 296 ft. above average terrain.
- AGENCY COMMISSION** 15%.
- GENERAL ADVERTISING** See coded regulations
Cancellation: 70c.

TIME RATES

Eff 1/1/69—Rec'd 8/30/69.

AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS

AA						A						
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	7.00	6.25	4.45	6.90	6.25	4.45	7.00	6.25	4.45	6.90	6.25	4.45
20 ti	7.25	6.70	4.15	6.25	4.70	3.15	7.25	6.70	4.15	6.25	4.70	3.15
30 ti	6.75	6.00	3.90	5.75	4.30	2.90	6.75	6.00	3.90	5.75	4.30	2.90
50 ti	6.20	4.90	3.80	5.20	3.90	2.80	6.20	4.90	3.80	5.20	3.90	2.80
100 ti	5.20	4.15	3.10	4.20	3.15	2.10	5.20	4.15	3.10	4.20	3.15	2.10

All spots combinable for frequency discount.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
60.00	55.00	50.00	45.00
40.00	35.00	30.00	27.00
25.00	22.00	20.00	18.00
15.00	13.75	12.50	11.25

Figured on 31 day month. (D)

KUNO

1950

Tichenor Spanish Group

NAB

RAB

Media Code 4 245 2075 7.00
KUNO Radio, Inc., Box 4286, Corpus Christi, Tex.
78408. Phone 512-884-5203.

- STATION'S PROGRAMMING DESCRIPTION**
KUNO: Programmed for general interest. Ethnic
Spanish. AIR PERSONALITIES handle all segments.
NEWS: 5 min every hour, 15 min news recap 10
pm. Weather line news 6 times daily, plus weather
bulletins. AP news service. Local news. Live sport
broadcasts. All sports. Soap operas in Spanish at
9:30 am, 10 am & 11 am. Latin music of all kinds.
Man on the street program daily 5:45 pm. Live
coverage of local social and civic events. Contact
Representative for further details. Rec'd 7/12/67.
- PERSONNEL**
General Manager—J. F. Robards.
Program Manager—Luis Munoz.
National Sales Manager—Willie Harris, Jr., Drawer
20844, Phoenix, Ariz. 85036.
 - REPRESENTATIVES**
Savalli/Gates, Inc.

- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. non-directional.
Operating schedule: 19 hours daily. CST.
- AGENCY COMMISSION** 15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b,
24c, 26, 28c.
Contracts: 40a, 41, 48, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a,
62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group, Tichenor Span-
ish Group.

TIME RATES

No. GR 4 ET 8/1/69—Rec'd 7/14/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	15 sec	10 sec	5 sec
1 min	15.00	14.00	13.00	12.00
20/30 sec	11.25	10.50	9.75	9.00
10 sec ID	7.50	7.00	6.50	6.00

7. PACKAGE PLANS

1 min	15 sec	10 sec	5 sec
9.00	20/30 sec	6.75	6.75

Minimum buy 1040 per year.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
100.00	95.00	90.00	87.50
60.00	57.00	54.00	52.50
40.00	38.00	36.00	34.00
30.00	28.50	27.00	26.25
25.00	23.75	22.50	21.88

10. SPECIAL FEATURES
NEWSCAST/WEATHERCAST

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	30	25	20	15

Advertisement

KUNO is a "must buy" to cover the 1/2 million
Spanish-speaking Corpus Christi Radio Market.
KUNO ranks FIRST 6 am-3 pm, M-F in the
September '68 Corpus Christi Metro Pulse and
SECOND 3 pm-12 Mid, M-F. (Share of Audience).
KUNO, owned by U. S. Largest Spanish Radio
Chain, can be bought through AMIGO SPANISH
GROUP; contact Savalli/Gates, Inc.

KZFM (FM)

1957

NAB

Media Code 4 245 2090 6.00
Gulf Business Music, Inc., 600 Broadway Bldg.,
Corpus Christi, Tex. 78401. Phone 512-883-7955.

- PERSONNEL**
President—Charles W. Balhrope,
Manager—Cal Goode,
Program Director—Jim Frye.

IF You Don't speak SPANISH ... Count on US! KUNO

Corpus Christi, Texas
99th Metro Market

WHY?

... because

almost 50% of our population speak Spanish in their daily activities ... and we talk to them EVERYDAY!

#1 — with an Exclusive audience
#1 — In Personalities
#1 — In Sales Aids/Promotion

*Total market \$34,700
Spanish speaking .. . \$245,950
46.1%

The Tichenor Group

GREAT 3 STATIONS

KUNO KUNO KUNO

KUNO

1400 KC. 1,000 WATTS

Contact SR. Jack Robards
512/884-5203
P. O. Drawer 4286, Corpus Christi Tex. 78408
or SAVALLI/GATES, INC.

Cume Audience Spanish-Programmed Stations—Metro
Pulse Sept. '68

- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 41,000 w.; 95.5 mc.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION** 15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a,
26, 28b, 29a, 33d.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 46, 48, 49,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

Eff 1/2/69.

6. SPOT ANNOUNCEMENTS

1 min	15 sec	10 sec	5 sec
7.00	6.50	6.00	5.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
150	145	140	135
98	93	88	83
22	21	20	19

CORSICANA

Navarro County—Map Location F-5
See SRDS consumer market map and data at begin-
ning of the State.

KAND

1937

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2100 3.00
KAND-LAND, Inc., Box 959, 609 W. Seventh Ave.,
Corsicana, Tex. 75110. Phone 214-874-7421.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard C. Parker.
- REPRESENTATIVES**
Mario Messina Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:30 am-11:30 pm Sun; 5:30
am-11:30 pm weekdays; 5:30 am-midnight Fri and
Sat.
- AGENCY COMMISSION** 15/0 time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a,
7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b,
24b, 24c, 25a, 26, 27, 28b, 28c, 28a, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,
48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60h, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 16 ET 9/15/67—Rec'd 12/1/67.

AAA—Mon thru Fri 6-9 am & 4-7 pm or specified time.
AA—Mon thru Fri 9 am-4 pm.
A—Mon thru Fri 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

1 min	15 sec	10 sec	5 sec
4.50	4.35	4.10	3.85
3.40	3.20	3.00	2.80

CLASS AA

1 min	15 sec	10 sec	5 sec
3.95	3.70	3.55	3.30
2.90	2.60	2.40	2.20

CLASS A

1 min	15 sec	10 sec	5 sec
3.30	3.10	2.90	2.70

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
45.00	41.80	38.85	37.75
23.50	22.00	19.25	18.85
10.95	9.25	8.75	7.45
6.50	6.00	5.75	5.25

CRANE

Crane County—Map Location A-6
See SRDS consumer market map and data at begin-
ning of the State.

KBSN

1959

Media Code 4 245 2125 0.00
Richard A. Peterson & Gary L. Miller, Box 1116,
N. E. County By-pass Rd., Crane, Tex. 79731.
Phone 915-858-3292.

- STATION'S PROGRAMMING DESCRIPTION**
KBSN: Programmed entirely for adults.
MUSIC: middle-of-the-road format combining pop
country and pop. NEWS: coverage includes network
news hourly, 30 min summaries at 7:30 am, noon & 5
pm including in depth local news coverage. Womens
news, county agents reports, local high school coaches
reports, are regular features. Stock markets and
weather covered at regular intervals. Editorials and
religious broadcasts heard daily. Rec'd 10/2/68.
- PERSONNEL**
Manager—Pete Peterson.
Sales Manager—Ted Gordon.
 - FACILITIES**
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6:15 am-6:00 pm Mon thru Sun.
CST.
 - AGENCY COMMISSION** 15% on time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 24a, 24b, 28b, 29a.
Contracts: 40a, 42b, 45.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES

Eff 10/2/68.

6. SPOT ANNOUNCEMENTS

1 min	15 sec	10 sec	5 sec
2.20	2.00	1.80	1.60

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	50 ti	100 ti
1 min	2.00	1.75	1.50	1.25	1.00
30 sec	1.60	1.40	1.20	1.00	.80

6. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
15	14	13	12	11
24	23	22	21	20
15	14	13	12	11
9	8	7	6	5
12	11	10	9	8
15	14	13	12	11
9	8	7	6	5

All spots regardless of length may be combined to
earn frequency.

CROCKETT

Houston County—Map Location G-6
See SRDS consumer market map and data at begin-
ning of the State.

KIVY

1949

Media Code 4 245 2150 8.00
James H. Gibbs dba, The Pioneer Broadcasting Co.,
Box 1109, Crockett, Tex. 75835. Phone 713-544-2171.

- STATION'S PROGRAMMING DESCRIPTION**
KIVY: Programmed for general interest and 40%
Negro.
- NEWS: 30 min local 7:15 am & 12:30 pm, 15 min
general 6:15 am, 10 am, noon, 3 pm, 5:30 pm.
MUSIC: country and western 6:30-7:15 am, 10:30
am-noon, 3:30-4:30 pm. Current hits and general
pop 7:45-8:15 am, 4:30-5:30 pm. Standards 9-10 am,
1:30-2 pm. Rhythm and blues 2-3 pm. Religious 1-
1:30 pm. Various service programs interspersed;
county agent, home demonstration agent, 7 day
weather forecast, homemakers program, school news,
community reports, etc. Rec'd 7/14/67.
- PERSONNEL**
General Manager—James H. Gibbs.
 - REPRESENTATIVES**
Mario Messina Company.
 - FACILITIES**
1,000 w. days; 1290 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
 - AGENCY COMMISSION** 15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b.
Basic Rates: 23a, 24b, 25a, 28b.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 72a.
Affiliated with KBS.
In determining frequency discount, order must be
completed within one year, otherwise client agrees to
day rate actually earned.

TIME RATES

Eff 1/3/69—Rec'd 1/30/69.

A—Noon hour.
B—Before 8 am or after 5 pm.
C—No specified time.

6. SPOT ANNOUNCEMENTS

30 sec	1 min
4.00	3.00
6.00	4.50

Minimum order 5 spots

PER DAY:
8 ti (all C) 10.00 8 ti (6 C, 2 B) 12.50

8. PROGRAM TIME RATES

5 min	10 min	15 min
9.00	7.50	6.00

Year order based on 48 weeks.

10. SPECIAL FEATURES
Time/Temp—Class C, 2 per day, 5 days per week,
per month (year) 15.00.

KIXL and KIXL-FM
1947
DALLAS
Independent

Sold in Combination Only; Programmed Separately.
Media Code 4 245 2275 3.00
Strauss Broadcasting Co., 1401 S. Akard St., Dallas, Tex. 75215. Phone 214-741-5016.
STATION'S PROGRAMMING DESCRIPTION
KIXL: Programmed for general interest to adult and young adult men and women.
No ad-libs or conversation other than news, sports, music 90%; includes only film music, showtunes, standards and popular middle-of-the-road. NEWS 10%; national, international, regional and local under supervision of news director and staff. AP plus UPI audio reports. Twice hourly 5 min news in am-pm traffic periods, hourly other times at :25. Stock market reports twice hourly. Weather forecasts for air traveler twice daily. 2 sportscasts daily at 5 pm & 5:55 pm. Women's program each Sat 9-10 am. Contact Representative for further details. Rec'd 11/10/67.

1. PERSONNEL
President—Robert S. Strauss.
Exec. Vice Pres. & Gen'l Mgr.—Dan Hayslett.
Station Manager—Jack Eisale.
2. REPRESENTATIVES
Avery-KnodeL Inc.
Strauss Broadcasting Company Stations: See Rep & S/O pages.
3. FACILITIES
1,000 w. days; 1040 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 100,000 w.; 104.5 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 520 ft. above average terrain.
4. AGENCY COMMISSION
15% time only. Payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4b, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 48.
Comb.: Cont. Discounts: 60a, 60b, 60c, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a.

TIME RATES
KIXL and KIXL-FM COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 12 ET 9/1/68—Rec'd 2/3/68.
AA—Mon thru Fri 6:30-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
KIXL & KIXL-FM COMBINATION

	1 min	30 sec	1 min	30 sec
1 x.....	34	26	27	22
2 x.....	27	22	23	20
3 x.....	23	20	21	18
4 x.....	23	18	19	16
5 x.....	21	16	17	14
6 x.....	19	15	16	13
7 x.....	17	14	14	11
8 x.....	15	11	12	9

7. PACKAGE PLANS
KIXL & KIXL-FM COMBINATION

	1 min	30 sec	1 min	30 sec
6 Plan.....	30	24	25	20
12 Plan.....	27	22	23	18
18 Plan.....	22	16	17	14

MONTHLY PACKAGES

	19	15	16	13
50 tl per mo.....	19	15	16	13
100 tl per mo.....	17	13	14	11

10. SPECIAL FEATURES
KIXL & KIXL-FM COMBINATION
5-MINUTE NEWSCASTS & SPORTSCASTS
AA..... 35 30 28 26 24 21 20
A..... 30 26 24 22 20 19 17
Includes 1-minute spot, plus open & close ID.
6-MINUTE WEEKEND NEWS PACKAGE
(Divided equally Sat & Sun)
6 tl..... 150 10 11 200
NEWS BRIEFS & WEATHER
Earned 1-minute rate.
Includes 30 second spot plus open & close.
(Dallas continued on next page)

8. PROGRAM TIME RATES

	AAA	AA	AA	B
5 min.....	75	70	65	55

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

KBOB-DALLAS/KBUY-FT. WORTH COMBINATION
No. 2 ET 9/1/68—Rec'd 8/4/68.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm. Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	1 min	6 ti	12 ti	18 ti	24 ti
AAA.....	88	83	77	—	—
AA.....	78	73	67	61	—
A.....	57	53	50	47	44

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(1/2 AM/PM Drive, 1/4 AA, 1/4 A)

	12 ti	16 ti	24 ti
Plan.....	64	59	55

52 wk—10%

KBOB-FM
1955
DALLAS

Media Code 4 245 2251 4.00
KBOB, Inc., 9900 McCree Rd., Dallas, Tex. 75238.
Phone 214-348-3800.

1. PERSONNEL
President—Roger G. Berk.
Vice-Pres. & Gen'l Mgr.—Robert I. Bostian.
Vice-Pres. & Nat'l Sales Mgr.—Alfred G. Grosby.
2. REPRESENTATIVES
Southwest—Southern Spot Sales, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
ERP 750 w.; 95.9 mc.
Operating schedule: 8 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see KXIT.
4. AGENCY COMMISSION
15% time only; payable 10th of month following billing.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: Texas State Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE—ROS

	5 per wk (minimum)	ea 10	6+	ea.....
1 hr.....	65	1/4 hr.....	20	
1/2 hr.....	35			

10. SPECIAL FEATURES
News Headlines at :45, Weather at :15, ea..... 12

KEIR (FM)
1965
DALLAS

Media Code 4 245 2260 5.00
KEIR, Inc., 2807 Inwood Rd., Dallas, Tex. 75235.
Phone 214-367-4001.

1. PERSONNEL
Pres. & Gen'l Mgr.—Billy Bob Elkins.
Station Manager—Jim Craddock.
Sales Manager—Bill Bain.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
1,000 w.; 1560 kc. Clear channel.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24b, 25a, 25b, 28c, 29b, 30, 31, 32b, 33a, 33b.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 9/1/68—Rec'd 8/17/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min.....	6.00	5.75	5.50	5.25	5.00
30 sec.....	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1-52 x.....	40	20	12
53-104 x.....	34	17	10

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
1x 10x 26x 52x 104x 260x
EA..... 10.00 9.50 9.00 8.50 8.00 7.50
1-1/2 minutes commercial copy. Includes open and close ID.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	13 ti	26 ti	50 ti	75+
100 wds.....	3.60	2.85	2.45	2.00	1.80	1.60
50 wds.....	3.00	2.40	2.00	1.65	1.45	1.25
Time caps.....	2.00	1.60	1.25	1.00	.85	.70

Automotive rate flat, no cash discounts:
100 word spots..... 2.10
50 word spots..... 1.78
10 second spots..... 1.20

8. PROGRAM TIME RATES
CLASS A

	1 ti	5 ti	9 ti	13 ti	17 ti	21 ti	25+
1 hr.....	37.50	33.50	30.00	28.00	25.00	22.50	20.00
1/2 hr.....	22.50	20.00	18.00	16.50	15.00	13.75	12.50
1/4 hr.....	14.00	12.50	11.00	9.75	8.50	7.25	6.50
5 min.....	9.50	8.00	6.75	5.75	4.75	3.75	3.00

10. SPECIAL FEATURES
Religious—15% discount.

KXIT-FM
1966

Media Code 4 245 2226 6.00
Dalhart Broadcasters, Box 1350, Dalhart, Tex. 79022
Phone 806-249-4747.

1. PERSONNEL
Gen'l & Sales Manager—Robert J. Beller.
Program Director—James W. Rhoades.
2. REPRESENTATIVES
Southeast—Southern Spot Sales, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
ERP 750 w.; 95.9 mc.
Operating schedule: 8 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see KXIT.
4. AGENCY COMMISSION
15% time only; payable 10th of month following billing.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: Texas State Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 10/17/68.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	9 ti	13 ti	17 ti	21 ti	25+
100 wds.....	3.60	2.85	2.45	2.00	1.80	1.60	
50 wds.....	3.00	2.40	2.00	1.65	1.45	1.25	
Time caps.....	2.00	1.60	1.25	1.00	.85	.70	

8. PROGRAM TIME RATES
CLASS A

	1 ti	5 ti	9 ti	13 ti	17 ti	21 ti	25+
1 hr.....	37.50	33.50	30.00	28.00	25.00	22.50	20.00
1/2 hr.....	22.50	20.00	18.00	16.50	15.00	13.75	12.50
1/4 hr.....	14.00	12.50	11.00	9.75	8.50	7.25	6.50
5 min.....	9.50	8.00	6.75	5.75	4.75	3.75	3.00

DALLAS (9 AM; 9 FM)

(including Grand Prairie, Highland Park)
(Also see Fort Worth)
Dallas County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

NOTE
Frequencies 570 and 820 are shared and interchanged by stations WFAA and WDAF. These stations are presented alphabetically by call letter under both DALLAS and FORT WORTH City Headings. Check "Operating Schedules" in the listings for complete details.

KBOB
1952
DALLAS

A Group One Station

Media Code 4 245 2250 6.00
KBOB, Inc., 9900 McCree Rd., Dallas, Tex. 75238.
Phone 214-348-3800.

1. PERSONNEL
President—Roger G. Berk.
Vice-President—Bob Bostian.
National Sales Manager—Al Grosby.
2. REPRESENTATIVES
McGavren-Guild—PGW Radio, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1480 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 42c, 44a, 46, 48, 49, 51b.
Comb.: Cont. Discounts: 60h, 61a.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES
No. 5 ET 9/1/68—Rec'd 8/4/68.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm. Sun 6 am-7 pm.
A—Mon thru Sat 7 pm-midnight.
B—Mon thru Sat midnight-6 am.

7. PACKAGE PLANS
1 MINUTE

	1 ti	6 ti	12 ti	18 ti	24 ti
AAA.....	70	65	60	—	—
AA.....	60	55	51	45	—
A.....	50	46	43	40	37

B: 50% of A.

TOTAL AUDIENCE PLANS
(1/4 AM AAA, 1/4 PM AAA, 1/4 AA, 1/4 A)

	12 ti	16 ti	24 ti
PER WK, EA:	49	45	42

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

Cuero—KCFH—Continued
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 23a, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60h, 61a.
Cancellation: 71a, 73b.
Prod. Services: 80.
Member: National Spanish Language Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1968.
Rates received November 15, 1965.

6. SPOT ANNOUNCEMENTS

	PER YR:	↑	↓
1 ti.....	3.50	2.50	1.85
26 ti.....	3.00	2.25	1.70
52 ti.....	2.65	2.00	1.50
104 ti.....	2.40	1.80	1.35
156 ti.....	1.95	1.45	1.10
260 ti.....	1.65	1.25	.85
520 ti.....	1.55	1.15	.85
1040 ti.....	1.50	1.00	.75

(*)—30 to 60 seconds.
(†)—10 to 30 seconds.
(‡)—10 seconds or 15 words.

7. PACKAGE PLANS

	PER MO:	1 min	30 sec	10 sec
100 Announcements.....	155.00	115.00	85.00	
200 Announcements.....	300.00	200.00	180.00	
360 Announcements.....	405.00	303.75	273.00	

PER WK:

	33.00	25.00	22.50
20 Announcements.....	48.00	36.00	32.50
40 Announcements.....	62.00	46.50	42.00
50 Announcements.....	75.00	56.25	50.00
60 Announcements.....	87.00	65.25	58.50
70 Announcements.....	98.00	73.50	66.00

DAINGERFIELD

Morris County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KEGG
1966

Media Code 4 245 2200 1.00
Beamon Advertising, Inc., Box 600, Daingerfield Dr., Daingerfield, Tex. 75838. Phone 214-645-2234.
STATION'S PROGRAMMING DESCRIPTION
KEGG: Programmed for general interest.
NEWS: 5 min every 30 min. MUSIC: middle-of-the-road all day. 7:30 am, 15 min national, international, state, and weather news also at noon & 5 pm. 15 min local news at 11 am. AIR PERSONALITIES handle all segments. 2 min sports at 45 min after hour. Swap program at 10:45 am for 10 min. Request time with telephone interviews at 4 pm for 1 hour. Contact Representative for further details. Rec'd 8/2/68.

1. PERSONNEL
President—G. L. Brogolliti.
Manager—Jay C. Harrison.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
1,000 w.; 1560 kc. Clear channel.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28, 28b, 28c, 32b, 33a.
Contracts: 40a, 41, 42a, 44b, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
ET 9/1/68—Rec'd 10/28/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	156+
1 min.....	8.00	2.75	2.50
30 sec.....	2.30	2.10	1.90
10 sec.....	1.80	1.65	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	45.00	29.00	17.00	7.50
52 x.....	30.00	17.00	9.00	6.50
156+.....	23.00	12.00	7.00	4.50

DALHART (1 AM; 1 FM)

Dallem County—Map Location A-1
See SRDS consumer market map and data at beginning of the State.

KXIT
1948

Subscriber to the NAB Radio Code
Media Code 4 245 2225 8.00
Dalhart Broadcasters, Box 1350, Dalhart, Tex. 79022.
Phone 806-249-4747.

1. PERSONNEL
Co-owner & Mgr.—Robert J. Beller.
Co-owner & Prog. Dir.—Leonard J. Beller.
2. REPRESENTATIVES
Southeast—Southern Spot Sales, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6:45 am-local sunset. CST.
Partial simulcast operation. For non-simulcast facilities see KXIT-FM.
4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 4a, 4d, 5, 6a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 26.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 73a.
Affiliated with KBS.
Member: Texas State Network.
FM rate is 25% extra on both AM & FM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/1/68—Rec'd 10/4/66.

FAMILIAR AS THE ALAMO



* C. E. HOOPER, INC.

MAY-JUNE 1969

TOTAL RATED TIME PERIODS

7 am-10 am, M-F	
KLIF	29.2
Sta. B	23.0
Sta. C	11.1
10 am-3 pm, M-F	
KLIF	32.2
Sta. B	10.7
Sta. C	6.9
3 pm-7 pm, M-F	
KLIF	38.3
Sta. B	11.1
Sta. C	10.7
SAT.	
8 am-7 pm	
KLIF	35.4
Sta. B	11.8
Sta. C	10.8

NUMBER 1 SINCE 1954*

*Hooper Reports — every three month span

THE **McLendon** STATION
FOR DALLAS

Represented Nationally by:

BLAIR RADIO

*Audience measurement data are estimates only; subject to limitations of source material and methods.

TEXAS

Dallas—Continued

KIXL-FM

1947
DALLAS

NAB

Sold in Combination Only: Programmed Separately.
Media Code 4 245 2276 1.00
Strauss Broadcasting Co., 1401 S. Akard St., Dallas, Tex. 75215. Phone 214-741-5016.

STATION'S PROGRAMMING DESCRIPTION

KIXL-FM: Programmed for general interest to adults and young adult men and women.
No ad libs or conversation other than news, sports, MUSIC 95%: includes film music, showtunes, standards and popular middle-of-the-road, NEWS 5%: national, international, regional and local under supervision of news director and staff. AP plus UPI audio reports. Twice hourly 5 min news in am-pm traffic periods, hourly other times at 25. Stock market reports twice hourly. Weather reports for air travelers thrice daily. COMMERCIAL POLICY: no more than 2 clustered every quarter hour. Contact Representative for further details. Rec'd 5/1/68.

1. PERSONNEL

President—Robert S. Strauss.
Exec. Vice Pres. & Gen'l Mgr.—Dan Hayslett.
Station Manager—Jack Eisele.

2. REPRESENTATIVES

Avery-Knodel, Inc.
Strauss Broadcasting Company Stations: See Rep & S/O pages.

3. FACILITIES

ERP 100,000 w.; 104.5 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 520 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations

See KIXL listing for coded regulations.

TIME RATES

Sold in combination with KIXL.

See that listing for rates.

KKDA

1955

GRAND PRAIRIE

Media Code 4 245 2288 6.00
Republic Broadcasting, Inc., Box 1889, Dallas, Tex. 75221. Phone 214-264-2304.

1. PERSONNEL

General Manager—Irene B. Rannels.

2. REPRESENTATIVES

John C. Butler & Company, Inc.

3. FACILITIES

500 w. days; 730 kc.
Operating schedule: Sunrise-local sunset. CST.
15/0 time only.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24c, 25a, 28c, 29a, 33b.

Contracts: 40a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 61a, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES

ET 1/1/69—Rec'd 12/9/68.

AA—Mon thru Sat 6:30-9:30 am & 4-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
1x	25x	52x	156x
22	19	17	15
17	15	13	12
13	12	10	8

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
16	14	13	12
12	11	10	9
9	8	7	6

7. PACKAGE PLANS

PER MO:	AA	A
	1 min 30 sec	1 min 30 sec
100	12	9
10 sec ID's: 50% of applicable 1-min.		

DISCOUNTS

26 wk—50 52 wk—10%

10. SPECIAL FEATURES

News Headlines at :30—applicable 1-minute rate plus 20%.

KLIF

1947

BLAIR RADIO

DALLAS

A McLendon Station

Independent

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2300 9.00
McLendon Corp., KLIF Radio Plaza, 2120 Commerce St., Dallas, Tex. 75201. Phone 214-747-9311.

1. PERSONNEL

Chairman of the Board—Barton R. McLendon.

President—Gordon B. McLendon.

General Manager—Al Lurie.

2. REPRESENTATIVES

Blair Radio.
McLendon Sta Sales Office: See Rep & S/O pages.

3. FACILITIES

50,000 w. days, 1,000 w. nights; 1190 kc. Directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast midnight-1 am Tues thru Sat; 1-6 am Mon; 6-9 am & 10:30 am-noon Sun; Dallas Cowboy football games. For non-simulcast facilities see KNUS (FM).

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25b, 28c, 29a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i.

Cancellation: 70e.

Affiliated with Blair Represented Network.

FM facilities: KNUS (FM).

Member: The McLendon Stations.

TIME RATES

ET 7/1/68—Rec'd 6/5/68.

6. SPOT ANNOUNCEMENTS

KLIF/KNUS (FM) COMBINATION RATES

1 min, flat..... 3.00 30 sec/less, flat..... 2.50

7. PACKAGE PLANS

A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.
C—Daily 7 pm-midnight; Sun 6 am-noon.

CLASS A

PER WK: Specified position..... 1 min Sta brk ID's
Less than 6 ti, staggered..... 85.00 68.00 51.00
6 ti..... 70.00 58.00 42.00
12 ti, 2 per day..... 85.00 68.00 51.00
18 ti, 3 per day..... 98.00 80.00 62.00
24 ti, 4 per day..... 110.00 90.00 70.00

CLASS B

Less than 6 ti..... 60.00 48.00 36.00
6 ti..... 58.00 46.00 34.00
12 ti..... 52.00 40.00 30.00
18 ti..... 50.00 40.00 30.00
24 ti..... 48.00 38.00 29.00
30 ti..... 44.00 35.25 26.50
36 ti..... 40.00 32.00 24.00

CLASS C

Less than 6 ti..... 35.00 28.00 21.00
6 ti..... 33.00 26.50 20.00
12 ti..... 30.00 24.00 18.00
18 ti..... 29.00 23.25 17.50
24 ti..... 28.00 22.50 17.00
30 ti..... 27.00 21.50 16.25
36 ti..... 26.00 21.00 15.75

Minutes, station breaks and ID's may be combined for maximum frequency.

DISCOUNT

52 wk—8%

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

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WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

52 wk—8%

5-MINUTE NEWSCASTS

WKLY: 6-10 am & 3:05-7 pm..... 1 ti *6 ti
10 am-3:05 pm..... 85 82
Mon thru Sat after 7 pm; Sun all day..... 44 30

(*) 1 per day.

KLIF, Dallas/KRIZ, Fort Worth

COMBINATION RATES

ET 7/1/68—Rec'd 6/5/68.

7. PACKAGE PLANS

A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.
C—Daily 7 pm-midnight; Sun 6 am-noon.

CLASS A

PER WK: Specified pos., 1 per station (6-10 am) 1 min Sta brk
Less than 6 ti, per station..... 115.00 92.50
6 ti per station, staggered..... 83.00 74.00
12 ti per station..... 87.00 89.00
18 ti per station..... 80.00 64.50
24 ti per station..... 77.00 62.00
30 ti per station..... 74.00 59.25

CLASS B

Less than 6 ti, per station..... 81.00 65.25
6 ti per station..... 76.00 61.00
12 ti per station..... 70.00 56.50
18 ti per station..... 65.00 52.00
24 ti per station..... 61.00 49.75
30 ti per station..... 57.00 45.00
36 ti per station..... 53.00 41.75

CLASS C

Less than 6 ti, per station..... 50.00 40.00
6 ti per station..... 46.00 37.00
12 ti per station..... 40.00 32.00
18 ti per station..... 38.00 30.50
24 ti per station..... 36.00 29.25
30 ti per station..... 35.00 29.00
36 ti per station..... 32.00 26.00

ID's: 60% of applicable 1-min rate.

Minutes, station breaks and ID's may be combined for maximum frequency.

DISCOUNTS

52 wk—8%

KNOK KNOK-FM

FORT WORTH

Independent Negro

City of license, Fort Worth, Texas.
Dallas—Box 432, 1914 Forest Ave., Dallas, Tex.
Phone 214-421-4144.

See listing under Fort Worth, Texas.

Advertisement

TIME RATES

Rates effective January 1, 1969.

6. SPOT ANNOUNCEMENTS

1 min		1 min	
1 x	22.00	156 x	20.00
26 x	21.50	280 x	19.50
52 x	21.00	312 x	19.00
104 x	20.50		

30 Seconds—8

- 1. PERSONNEL**
 President—Clyde W. Rembert.
 Vice-Pres., Gen'l Mgr. & Sales Mgr.—W. A. Roberts.
 Ass't to Mgr. Prod. Prog.—Dan McGraw.
- 2. REPRESENTATIVES**
 K-R Representatives, Inc.
- 3. FACILITIES**
 50,000 w.; 1080 kc. Directional—night only.
 Operating schedule: 24 hours daily. CST.
 Simulcast 11:30 pm-noon. FM stereo noon-11:30 pm.
FM FACILITIES
 RHP 100,000 w.; 92.5 mc.
 Antenna ht.: 1,685 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15/0. Bills payable 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 60c, 61c, 62b.
 Cancellation: 70a, 70b, 71a, 73a.
 Affiliated with CBS.

TIME RATES

Rev 8/1/69—Rec'd 7/18/69.

- AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Fri 3-7 pm.
 A—Mon thru Fri 10 am-3 pm.
 B—Mon thru Fri 7 pm-6 am; Sat 10 am-Mon 6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER YR:	1x	26x	52x	104x	156x	260x	312x
1 min.....	85	81	77	70	87	84	80
20/30 sec.....	68	65	61	58	55	53	50
10/less.....	44	42	41	39	38	36	34

CLASS AA

1 min.....	70	67	64	61	58	55	52
20/30 sec.....	60	58	55	53	50	48	45
10/less.....	40	39	37	36	34	33	31

CLASS A

1 min.....	55	53	51	49	47	45	43
20/30 sec.....	45	44	42	41	39	38	36
10/less.....	28	27	26	25	24	23	22

CLASS B

1 min.....	40	39	38	36	34	32	29
20/30 sec.....	29	28	26	25	24	23	22
10/less.....	24	23	22	21	20	19	19

7. PACKAGE PLANS

ROTATING PLAN PACKAGES

PER WK:	AAA	AA	A	B
30 tl.....	55	44	33	27
18 tl.....	60	42	36	30
12 tl.....	85	52	39	35
6 tl.....	80	64	48	55
30 tl.....	35	28	21	25
18 tl.....	40	32	24	30
12 tl.....	45	36	27	35
6 tl.....	50	40	30	40

TOTAL AUDIENCE PLAN

PLANS:	I	II	III	IV
6:30-10 am.....	5	4	3	2
10 am-3 pm.....	10	8	6	4
3-7 pm.....	5	4	3	2
7 pm-mid and/or wknds.....	10	8	6	4
Total spots.....	30	24	18	12
PER WK, 1 MIN:	Ea			
Plan I—30 tl.....	\$3.00			
Plan II—24 tl.....	\$3.50			
Plan III—18 tl.....	\$7.00			
Plan IV—12 tl.....	\$3.50			

ANNUAL RATES

(1,000 spots used in 1 yr or less)

FIXED POS:	AAA	AA	A	B
1 min.....	50	45	35	30
20 sec.....	40	36	28	18
10 sec/less.....	30	27	21	12

8. PROGRAM TIME RATES

- AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Fri 3-7 pm.
 A—Mon thru Fri 10 am-3 pm & 7-10:30 pm; Sat 10 am-10:30 pm; Sun 6 am-10:30 pm.
 B—Daily 10:30 pm-6 am.

CLASS AAA

1 hr.....	400	380	360	340	323	300	281
1/2 hr.....	240	228	217	205	193	180	168
1/4 hr.....	160	152	144	136	129	120	112
5 min.....	120	114	108	102	96	90	85

CLASS AA

1 hr.....	363	345	327	309	294	278	254
1/2 hr.....	218	208	197	186	175	164	153
1/4 hr.....	145	139	131	124	117	109	102
5 min.....	109	103	98	92	87	81	76

CLASS A

1 hr.....	273	259	245	231	218	205	191
1/2 hr.....	164	155	147	139	131	122	114
1/4 hr.....	109	103	98	92	87	81	77
5 min.....	83	78	74	69	66	62	57

CLASS B

1 hr.....	133	128	120	113	107	100	94
1/2 hr.....	80	76	73	68	64	61	56
1/4 hr.....	53	51	48	46	44	40	37
5 min.....	43	41	40	39	37	36	35



**FROM 6 AM to MIDNIGHT
 MONDAY thru SUNDAY
 WITH A BIGGER ADULT AUDIENCE
 (more men and women combined—
 age 18 and over) THAN ANY SINGLE
 STATION IN THE SOUTHWEST****

*ARB—April/May 1969; average 1/4 hour and cumulated listening estimates, Monday thru Sunday 6:00 a.m. to Midnight; average persons—total survey area.

Audience measurement data are estimates only.

**Texas, Arizona, New Mexico, Oklahoma, Arkansas and Louisiana.

Sold nationally by **KRLD 1080 Dallas**

KRLD

The 50,000 watt voice of Texas
 CBS outlet for Dallas-Ft. Worth
 Clyde W. Rembert, President

KSKY
 1941
 DALLAS

Independent-Religious

Media Code 4 245 2400 7.00
 Sky Broadcasting Service, Hotel Stoneleigh, 2927
 Maple Ave., Dallas, Tex. 75201. Phone 214-742-
 6195.

STATION'S PROGRAMMING DESCRIPTION
 KSKY: Gospel programming. FARM: news 5-5:45
 am, agriculture extension service news, USDA sum-
 mary, market summary, cotton reports, news and
 weather. 5:45-11:45 am various church programs,
 ministers, teachers and evangelists. 11:45 am-noon
 news roundup, livestock report and stock market aver-
 ages. Noon-2 pm ministers, teachers, and evangelists.
 2-3:45 pm gospel music with western instrumenta-
 tion. 3:45-4 pm devotional and religious music, news
 and weather. 4-4:45 pm Bible teachers and evangeli-
 sts. 4:50-5 pm news and commentary. 5-6 pm Bible
 teaching. 6 pm sign-off spot programming with sacred
 music, news and weather. Final 15 min devoted to
 news: local, national, international, sports and stock
 market final. **COMMERCIAL POLICY:** tobacco ad-
 vertising unacceptable. Contact Representative for
 further details. Rec'd 8/7/67.

- 1. PERSONNEL**
 Managing Partner—A. L. Chilton.
 Station Manager—Andy Bell.
- 2. REPRESENTATIVES**
 Los Angeles—Harlan G. Oakes, Inc.
- 3. FACILITIES**
 10,000 w. days; 660 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
 15% if paid by 20th following month.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1b, 2, 3d, 4, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 21a, 21d, 23a, 24c, 28c, 32a.
 Contracts: 40a, 41, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
 Cancellation: 70c, 72.
 Prod. Services: 80, 82.
 Rates for periods longer than 30 minutes in exact
 proportion to the 30-minute rate.
 Program contracts subject to cancellation on 14 days'
 prior written notice.

TIME RATES

No. 13 ET 10/1/68—Rec'd 9/6/66.

- 6. SPOT ANNOUNCEMENTS**
 30 sec (50 words)..... 12 10 sec (20 words)..... 8
 Comb. for frequency discount.
- 7. PACKAGE PLANS**

WEEKLY SATURATION ROS

80 sec.....	10 tl	20 tl	30+
10 sec.....	10.80	10.20	9.60
Comb. for frequency discount.....	7.20	6.80	6.40

- 8. PROGRAM TIME RATES**
- | | | | | |
|--------------------|--------|--------|--------|-------|
| 1 tl..... | 1/2 hr | 1/4 hr | 10 min | 5 min |
| RELIGIOUS PROGRAMS | 76.00 | 45.60 | 34.20 | 25.65 |
| 1 tl..... | 57.00 | 34.20 | 25.65 | 19.24 |
- Program rates flat—10% discount on 5 times or more
 per week.
 Programs and announcements cannot be combined to
 earn larger discounts.

KVIL
 1959
 HIGHLAND PARK

A Sovereign Station
 Subscriber to the NAB Radio Code

Media Code 4 245 2425 4.00
 Carla Broadcasting, Inc., Park Cities Bank Bldg.,
 Dallas, Tex. 75205. Phone 214-526-8666.

STATION'S PROGRAMMING DESCRIPTION
 KVIL: Programmed for adults and young adults.
MUSIC: pop standard music including current singles,
 albums and standards with young adult appeal. Air
 personality emphasis. **NEWS:** network news and local
 news at :55 each hour. Local news at :25 each hour.
 3 mobile units. AP. Local news staff, 3 men. **COM-
 MERCIAL POLICY:** 15 commercial minutes hourly.
 Contact Representative for further details. Rec'd
 6/9/69.

- 1. PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Robert D. Hanna.
 Vice-Pres., Sales—Robert O. Magruder.
 Vice-Pres., Operations—Ron Chapman.
- 2. REPRESENTATIVES**
 Alan Torbert Associates, Inc.
- 3. FACILITIES**
 1,000 w. days; 1150 kc. Directional.
 Operating schedule: 5:30 am-local sunset. CST.
 Partial simulcast operation. Simulcast during AM
 operational hours. For non-simulcast facilities see
 KVIL-FM.
- 4. AGENCY COMMISSION**
 15% time only.
- 5. GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b.
 Basic Rates: 22a, 22a, 24b, 28a, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60c, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with American Contemporary Network.

TIME RATES

AM/FM COMBINATION RATES
 No. 1 ET 1/1/69—Rec'd 2/10/69.

- AA—Mon thru Fri 6-10 am & 3-7 pm.
 A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|-----------------------|----------|------|-------|-------|-------|
| PER WK: | CLASS AA | 1 tl | 10 tl | 20 tl | 30 tl |
| 1 min..... | 20 | 18 | 16 | 14 | 14 |
| 30 sec..... | 18 | 16 | 14 | 12 | 12 |
| 1 min..... | CLASS A | 18 | 16 | 14 | 12 |
| 30 sec..... | 16 | 14 | 12 | 10 | 10 |
| 10 sec: 50% of 1-min. | | | | | |
- CONSECUTIVE WEEK DISCOUNTS**
 26 wk—5% 52 wk—10%
 (Dallas continued on next page)

**We found the
 key to Dallas'
 heart. It's the
 new sound of
 KVIL.**

KVIL contemporary radio offers
 listeners in Dallas a new kind of
 sound.
 Not the raucous, twangy kind of
 sound that appeals to teeny
 boppers. Not the kind, either,
 that tries to appeal only to the
 string quartet set.
 The new sound of KVIL is
 a cross-section of what's
 happening in today's music.
 It's a comfortable kind of
 sound and it's the only sound
 like it in Dallas.
 But there's more to the new
 KVIL than just music.
 There's our exclusive ABC
 Contemporary Network News.
 There are the weather reports.
 And Howard Cossell for the
 sports fans.
 We have commercials, too. But
 fewer than most stations in our
 market and a limited number
 at that. We plan to keep it that
 way. It makes your commercial
 just that much more meaningful.
 Get your message to the heart
 of things on KVIL.
 It's the key to success in Dallas.

KVIL
 1150AM | 103.7FM

Park Cities Bank Building, Dallas, Texas 75205
 A Sovereign Broadcast Station represented
 nationally by Alan Torbert Associates, Inc.

TEXAS

Dallas—Continued

KVIL-FM

1959
HIGHLAND PARK-DALLAS



Subscriber to the NAB Radio Code

Media Code 4 245 2426 2.00
Carls Broadcasting, Inc., Park Cities Bank Bldg.,
Dallas, Tex. 75205. Phone 214-526-8666.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert D. Hanna.
Vice-Pres., Sales—Robert O. Magruder.
Vice-Pres., Operations—Ron Chapman.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
ERP 119,000 w.; 103.7 mc.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Operated separately local sunset-5:30 am. For simulcast facilities see KVIL.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
See KVIL listing for coded regulations.
No commercial clusters.
Affiliated with American Contemporary Network.
Sold in combination with KVIL. See that listing for rates.

TIME RATES

For FM only, during non-simulcast hours, 50% of KVIL class A rates.

KXXX (FM)

1968
DALLAS



Media Code 4 245 2436 7.00
Dawson Communications, Inc., 257-B Exchange Park,
Dallas, Tex. 75235. Phone 214-357-0111.

STATION'S PROGRAMMING DESCRIPTION
KXXX (FM): Programmed for adults 18-49.
Current middle-of-the-road music, news, weather, sports, other information features, air personalities.
Contact Representative for further details. Rec'd 6/25/68

- PERSONNEL**
President—Lynn A. Christian.
General Manager—Miller R. Gardner.
Director of Programming—Charles W. Whitaker.
- REPRESENTATIVES**
Quality Media Incorporated.
- FACILITIES**
ERP 60,400 w. (horiz.), 60,400 w. (vert.); 105.3 mc.
Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 60d.
Cancellation: 70a, 71a, 72a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 ET 5/15/68—Rec'd 6/5/68.
AA—9 am-9 pm.
A—9 pm-9 am.

- SPOT ANNOUNCEMENTS**
FIXED POSITION
CLASS AA
1 min. 11.00 8.50 7.50 6.50
30 sec. 9.00 6.50 5.50 4.50
CLASS A
1 min. 9.00 6.50 5.50 4.50
30 sec. 8.00 5.50 4.50 3.50

- PACKAGE PLANS**
ROS
(1/2 AA, 1/2 A)
(To be run in 7 days)
PER WK: 10 tl 20 tl 30 tl 40 tl
1 min. 75 130 180 220
30 sec. 65 110 150 180
(To be run in 30 days)
PER MO: 90 tl 120 tl 150 tl 180 tl
1 min. 540 650 750 810
30 sec. 450 540 600 675

WBAP

1922
CITY OF LICENSE
FORT WORTH



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Fort Worth, Texas.)
Media Code 4 245 3450 1.00
Fort Worth Star-Telegram, Box 1780, 3900 Barnett
St., Fort Worth, Tex. 76101. Phone 817-536-1981.
TWX 1-910-893-5089.

- PERSONNEL**
Operations Manager/Radio—Hal Chesnut.
Sales Manager—Guy Woodward, Jr.
Program Manager—Don Harris.
- REPRESENTATIVES**
Henry I. Christal Co., Inc.
- FACILITIES**
820-WBAP, 50,000 w.; 820 kc. Non-directional.
570-WBAP, 5,000 w.; 570 kc. Directional.
Operating schedule: 24 hours daily. CST.
(Mon thru Sun)
820-WBAP
Midnight-7:30 am. 570-WBAP
7:30 am-12:30 pm.
12:30-5:00 pm. 5:00 pm-midnight.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60b, 60l, 61a.
Cancellation: 70a, 70b, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with NBC.
Affiliated with American Entertainment Network.
SPECIAL NOTICE: WBAP operates as one full time station, dividing a 24 hour daily schedule between two frequencies as shown above in accordance with rates as shown below.

TIME RATES

No. 13-A ET 3/8/69—Rec'd 2/20/69.
AAA—Mon thru Fri 8:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7-10 pm;
Sat & Sun 5 am-10 pm.
B—Daily 10 pm-5 am.
F—Farm Programs Mon thru Sat 6-6:30 am; Mon
thru Fri 12:30-1 pm.

6. SPOT ANNOUNCEMENTS

AM ONLY		CLASS AAA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	28	26	24	22	21
52 x	27	25	23	21	20
156 x	26	24	22	20	19
312+	24	22	20	19	18

30/20 SECONDS		CLASS AA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	22	20	18	16	15
52 x	21	19	17	15	14
156 x	20	18	16	14	13
312+	19	17	15	13	12

10 SECONDS		CLASS AA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	24	22	20	18	17
52 x	23	21	19	17	16
156 x	22	20	18	16	15
312+	20	18	16	15	14

30/20 SECONDS		CLASS AA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	20	18	16	15	14
52 x	19	17	15	14	13
156 x	18	16	14	13	12
312+	17	15	13	12	11

10 SECONDS		CLASS A			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	19	18	17	16	15
52 x	18	17	16	15	14
156 x	17	16	15	14	13
312+	15	14	13	12	11

30/20 SECONDS		CLASS B			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	16	15	14	13	12
52 x	15	14	13	12	11
156 x	14	13	12	11	10
312+	13	12	11	10	9

10 SECONDS		CLASS B			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	14	12	11	10	9
52 x	12	10	9	8	7
156 x	10	8	7	6	5
312+	9	8	7	6	5

30/20 SECONDS		CLASS F			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	12	10	9	8	7
52 x	10	8	7	6	5
156 x	9	7	6	5	4
312+	7	6	5	4	3

10 SECONDS		CLASS F			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	9	8	7	6	5
52 x	7	6	5	4	3
156 x	6	5	4	3	2
312+	5	4	3	2	1

AM/FM COMBINATION

CLASS AAA		CLASS AAA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	31	29	27	25	24
52 x	30	28	26	24	23
156 x	29	27	25	23	22
312+	27	25	23	22	21

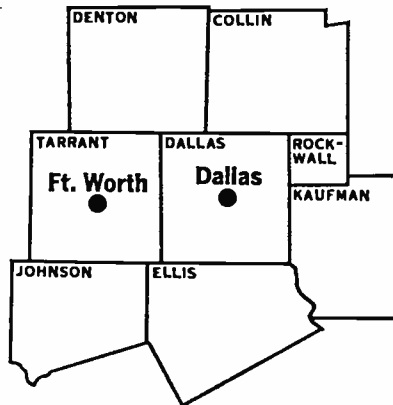
30/20 SECONDS		CLASS AA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	24	22	20	18	17
52 x	23	21	19	17	16
156 x	22	20	18	16	15
312+	21	19	17	15	14

10 SECONDS		CLASS AA			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	27	25	23	21	20
52 x	26	24	22	20	19
156 x	25	23	21	19	18
312+	23	21	19	18	17

30/20 SECONDS		CLASS A			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	22	20	18	17	16
52 x	21	19	17	16	15
156 x	20	18	16	15	14
312+	19	17	15	14	13

10 SECONDS		CLASS A			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	22	21	20	19	18
52 x	21	20	19	18	17
156 x	20	19	18	17	16
312+	18	17	16	15	14

Twin Cities / Twin Frequencies Dual Impact in the Dallas- Fort Worth 8-County Metro



Radio WBAP

Dallas Fort Worth

820
50 KW/NBC

Full Range Programming

570
5 KW/ABC

Represented Nationally by
Henry I. Christal Co., Inc.



Measure of a Great
Radio Station

Spot Radio Stations

30/20 SECONDS		CLASS B			
1 MINUTE		1 tl	6 tl	12 tl	18 tl 24+
PER WK:					
1 x	18	17	16	15	14
52 x	17	16	15	14	13
156 x	16	15	14	13	12
312+	15	14	13	12	11

7. PACKAGE PLANS

50/50 TRAFFIC PLAN
(AM Only or AM/FM Combination)
An advertiser may elect to divide his schedule of spots equally between AAA and AA. In this selection, AA rate will prevail provided the advertising is for a single product, spots are of the same length, and that AAA and AA schedules are scheduled concurrently.

TOTAL AUDIENCE PLAN
Available as AM/FM Combination consisting of 8 1-minute spots per Plan.
4 AM spots scheduled 50% in 6-10 am, 3-7 pm Mon thru Fri; 50% in 10 am-3 pm Mon thru Fri or 6 am-6 pm weekends.
4 FM spots scheduled in best time available.

AM ONLY		Plans					
1 MINUTE		1	2	3	4	5	6+
PER WK, EA:							
SPOTS:	4 tl	6 tl	12 tl	16 tl	20 tl	24 tl	
1 min.	60	58	56	54	52	48	
30 sec.	48	46	44	42	40	38	
10 sec.	36	35	34	33	31	29	

AM/FM COMBINATION		Plans					
1 MINUTE		1	2	3	4	5	6+
PER WK, EA:							
SPOTS:	8 tl	16 tl	24 tl	32 tl	40 tl	48 tl	
1 min.	88	86	84	82	80	76	
30 sec.	55	53	51	49	47	45	

TAP spots not combinable with other spots for discount purposes but do earn their own weekly discounts.
Total Audience Plans for different length spots may be combined for weekly discount.
WEEKEND PLAN
Available as AM/FM Combination consisting of 16 1-minute spots per Plan; to be broadcast on Saturday or Sunday between 8 am-10 pm. Weekend Plan available with AM spots only and consisting of 8 spots per Plan.

AM ONLY		Plans					
1 MINUTE		1	2	3	4	5	6+
PER WK, EA:							
SPOTS:	8 tl	16 tl	24 tl	32 tl	40 tl	48 tl	
1 min.	112	90	96	96	96	77	

AM/FM COMBINATION		Plans					
1 MINUTE		1	2	3	4	5	6+
PER WK, EA:							
SPOTS:	128	102	108	112	112	90	

Weekend Plan spots not combinable with other spots or plans for discount purposes.
10. SPECIAL FEATURES
AM ONLY
NEWS PROGRAMS

CLASS AA		CLASS AA			
1 MINUTE		1x	52x	156x	260x+
AAA & AA:					
1/4 hr.	80	57	54	51	
10 min.	48	46	43	40	
5 min.	33	31	30	28	
A:					
1/4 hr.	44	42	40	37	
10 min.	35	33	32	30	
5 min.	24	23	22	20	
B:					
5 min.	21	20	19	18	

WFAA
1922
DALLAS



Subscriber to the NAB Radio Code
Media Code 4 245 2475 9.00
The Dallas Morning News, Communications Center,
Dallas, Tex. 75202. Phone 214-748-9631. TWX 910-861-4420.

- PERSONNEL**
General Manager—Mike Shapiro.
Station Manager—Denson Walker.
Sales Manager—Norm Stewart.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
Operating power:
WFAA 820 kc.—50,000 w. Non-directional.
WFAA 570 kc.—5,000 w. Directional—separate
patterns day and night.
WFAA licensed to operate half time on cleared
national channel, 820 kilocycles and half time on
regional channel, 570 kilocycles; equivalent to full
time operation.
Operating schedule: 24 hours a day except 12:01-
4:55 am Mon. CST.

- AGENCY COMMISSION**
15% on station time and talent. No cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25a, 26, 28c,
33a.
Contracts: 40c, 41, 42d, 45, 46, 47a, 48, 49, 50, 51a,
51b, 51c.
Comb.: Cont. Discounts: 60f, 60j, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network (820 kc.).
Affiliated with American Entertainment Network (570
kc).
Contracts on the 820 kc and 870 kc frequencies may
be combined to earn maximum discounts.

TIME RATES
No. 9 ET 7/1/68—Rec'd 5/31/68.
WFAA 820-570
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Fri 7 pm-6 am; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA		1 min	20/30 sec	10 sec
Spec	Rot	6 ti	12 ti	18 ti
37.50	30.00	28.00	26.00	24.00
32.50	30.00	24.00	22.00	18.00
18.75	15.00	14.00	13.00	12.00

CLASS A

1 min	20/30 sec	10 sec
32.50	26.00	24.00
27.50	22.00	20.00
16.25	13.00	12.00

CLASS B

1 min	20/30 sec	10 sec
21.25	17.00	16.00
17.50	14.00	13.00
12.50	10.00	9.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS		1 min	20/30
12 ti (6AA, 4A, 2B)	250	200	200
18 ti (9AA, 5A, 4B)	325	250	250
24 ti (12AA, 7A, 5B)	375	285	285

10. SPECIAL FEATURES

5-MINUTE FARM PROGRAMS

PER WK:	1 ti	3 ti	12 ti	18 ti	24 ti
A	55	50	45	40	35
B	40	35	30	25	21

***2-MINUTE NEWS FEATURES**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	45.00	42.50	40.00	35.00	30.00
A	35.00	32.50	30.00	27.50	25.00
B	25.00	23.00	21.00	20.00	18.00

(*) Plus 5.00 talent for each Julie Bonell Feature.
Spots (except TAB) and programs may be combined
to earn applicable rates.
CONSECUTIVE WEEK DISCOUNT
52 wk—5%
Applied as earned. Retroactive rebates in time only.
(CR)

WFAA-FM
1985
DALLAS



Subscriber to the NAB Radio Code
Media Code 4 245 2476 7.00
The Dallas Morning News, Young & Record Sts.,
Dallas, Tex. 75202. Phone 214-748-9631. TWX
214-899-8413.

- PERSONNEL**
General Manager—Mike Shapiro.
Station Manager—Denson Walker.
Program Director—Wm Grady Royster.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 57,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,680 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
See WFAA listing for coded regulations.
TV facilities: WFAA-TV.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 ET 12/1/68—Rec'd 11/1/68.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Fri 7 pm-6 am; Sat & Sun all day.

WKLY:	(*)	CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.50
20/30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.50
10 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.75

CLASS A

1 min	20/30 sec	10 sec
7.50	7.00	6.50
5.50	5.00	4.50
3.75	3.50	3.25

CLASS B

1 min	20/30 sec	10 sec
7.00	6.50	6.00
5.00	4.50	4.00
3.50	3.25	3.00

(*) Specified position.
10. SPECIAL FEATURES
News/Weather—Applicable 1-minute rate, per pro-
gram, extra 2.00.
Programs and spots may be combined to earn lower
rate.

WRR
1920
DALLAS

Mutual--Texas State Networks



Subscriber to the NAB Radio Code
Media Code 4 245 2500 4.00
City of Dallas, WRR Bldg., State Fair Grounds,
Dallas, Tex. 75226. Phone 214-823-6101.

STATION'S PROGRAMMING DESCRIPTION
WRR: Programmed for general interest.
Air personalities with emphasis on comedy, 5 min
comedy segment every hour. MUSIC: 'middle-of-the-
road music all day and night. NEWS: 5 min local
and regional news every hour, 5 min national, inter-
national, network news every hour, 7 min local news
staff. Traffic team am-pm drive. SPORTS: report
every 15 min. Business, stock market, commentaries,
public affairs and civic events daily. News, sports
block 5:55-6:35 pm & 7-7:30 pm. Guest interview
noon-12:30 pm. Live major league baseball nightly.
Live college basketball and football. Contact Repre-
sentative for further details. Rec'd 5/9/68.

- PERSONNEL**
General Manager—Durward J. Tucker.
Sales Coordinator—Charles Frauman.
- REPRESENTATIVES**
Avco Radio Sales.

PER WK:	1 min	20/30
12 ti (6AA, 4A, 2B)	250	200
18 ti (9AA, 5A, 4B)	325	250
24 ti (12AA, 7A, 5B)	375	285

WFAA
RANKS FIRST
IN COST
EFFICIENCY

CALL YOUR
PETRYMAN
OR
WFAA
748-9631
DALLAS

April/May 1960 Dallas ARB Cume Persons Total
Survey Area, 6 am-12 Midnight Mon.-Sun.

TEXAS

- FACILITIES**
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 29a.
Contracts: 40a, 41, 44b, 46.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with-MBS.

TIME RATES

ET 3/1/68—Rec'd 2/18/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE		AAA	AA	A	B
PER WK:	PER YR:	40	35	30	20
1 ti	Fixed	34	30	28	19
6 ti	52 x	30	28	26	18
12 ti	156 x	28	24	22	17
18 ti	312 x	28	24	22	16
24 ti	730 x	24	22	20	15
30 ti	1040 x	10 sec: 50% of 1-min.			

- PACKAGE PLANS**
WEEKLY CONVERTIBLE DEBENTURE PLAN
6 ti (3AAA, 2AA, 1A)..... 165
12 ti (5AAA, 3AA, 2A, 1B)..... 285
18 ti (7AAA, 5AA, 3A, 2B)..... 385
24 ti (10AAA, 7AA, 4A, 3B)..... 480
30 ti (12AAA, 8AA, 6A, 4B)..... 540
Each AAA and/or AA spot is equal to 2 A spots;
each A spot is equal to 2 B spots; 3 B spots are
equal to 2 A spots; 3 A spots are equal to 2 AAA
or 4 AA spots.
Weekly frequency spots in designated class may
be added to CD Plans at applicable rates and are fully
convertible.

8. PROGRAM TIME RATES

AA—6-10 am & 3-7 pm.		1x	25x	52x	104x	156x	250x
1/4 HR:	A	100	90	85	80	75	70
A	85	80	75	70	65	60	
5 MIN:	AA	55	50	47	45	43	41
A	48	45	42	40	38	36	

WRR-FM
1948
DALLAS



HERBERT E. GROSKIN & COMPANY



Subscriber to the NAB Radio Code
Media Code 4 245 2501 2.00
City of Dallas, WRR Bldg., State Fair Grounds,
Dallas, Tex. 75226. Phone 214-823-6101.

STATION'S PROGRAMMING DESCRIPTION
WRR-FM: Programmed for adults and young adults
whose special interest is serious music. NEWS: 5
min at 3:0, 15 times daily. General orchestral music
with emphasis on symphonies and concertos daily 9-
10 am, 11 am-noon, 2-4 pm, 7-8 pm & 10-11 pm.
Solo or chamber forms daily 10-11 am & 9-10 pm.
Complete opera each Wed at 8 pm. Groupings of
shorter serious music selections in all types and forms
employing air personalities daily 6-9 am, noon-2 pm,
4-7 pm & 12M-2 am. Programs presented in coopera-
tion with local musical and art events. Contact Repre-
sentative for further details. Rec'd 7/31/67.

- PERSONNEL**
General Manager—Durward J. Tucker.
Sales Coordinator—Charles Frauman.
- REPRESENTATIVES**
Herbert E. Groskin & Company.
- FACILITIES**
ERP 100,000 (horiz.), 100,000 w. (vert.): 101.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
See WRR listing for coded regulations.
Member: The Groskin Group.

TIME RATES

ET 1/1/68—Rec'd 5/4/68.

1 MINUTE		1x	15x	25x	52x	104x	156x	250x
1 min	18	17	16	15	14	13	12	

8. PROGRAM TIME RATES

1 hr	1x	15x	25x	52x	104x	156x	250x
95	90	85	80	75	70	65	

Gotta Minute?



whatever you want to put your product in the Dallas limelight... WRR can spot it. Our audience loves our programming. We give 'em what they want. Fun! Our Library of Lafts comes on strong to entertain every 3/4 hour. Surprise personalities, contests, and whistling tunes keep them with us all through the day.

Plant your spot schedule with WRR, and see your sales grow minute by minute.

See our national representa-tive...



WRR
RADIO/1310

State Fair Grounds, Dallas, Tex. 75226
Telephone (214) 823-6101



TEXAS

DEL RIO (2 AM; 1 FM)

Val Verde County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

KDLK
1946

Subscriber to the NAB Radio Code

Media Code 4 245 2525 1.00
Western Plains Broadcasting Co., 405 Bedell Ave.,
Del Rio, Tex. 78840. Phone 512-775-4941.

- PERSONNEL**
General Manager—Curtis Roberts.
Program Director—Tom Sullivan.
Chief Engineer—Charles R. Dent.
 - REPRESENTATIVES**
Charles Bernard Co., Inc.
Southwest—Riley Representatives.
 - FACILITIES**
250 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
 - AGENCY COMMISSION**
15/0 time only; monthly.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 62a.
Cancellation: 70a, 71a.
Member: Texas State Network.
- TIME RATES**
No. 5 ET 1/1/69—Rec'd 6/2/69.
- 6. SPOT ANNOUNCEMENTS**
(Mon thru Sat 8:30-0 am & 3:30-6:30 pm)
- | | | | | | |
|---------|------|------|------|------|------|
| 1 min. | 9.00 | 8.50 | 8.00 | 7.00 | 6.00 |
| 30 sec. | 7.20 | 6.80 | 6.40 | 5.60 | 4.80 |
| 10 sec. | 4.50 | 4.30 | 4.00 | 3.50 | 3.00 |
- (All Other Times)
- | | | | | | |
|---------|------|------|------|------|------|
| 1 min. | 7.50 | 7.00 | 6.50 | 5.50 | 4.50 |
| 30 sec. | 6.00 | 5.60 | 5.20 | 4.40 | 3.60 |
| 10 sec. | 3.80 | 3.50 | 3.30 | 2.80 | 2.30 |
- 7. PACKAGE PLANS**
PER WK: 10 ti 20 ti 30 ti 40 ti
Applicable rate: 50x 100x 250x 500x

KDLK-FM

Media Code 4 245 2526 9.00
Western Plains Broadcasting Co., Inc., Box 1384,
408 Bedell Ave., Del Rio, Tex. 78840. Phone 512-
775-4941.

- PERSONNEL**
General Manager—Curtis Roberts.
Program Director—Dick Cooksey.
 - REPRESENTATIVES**
Charles Bernard Co., Inc.
Riley Representatives.
 - FACILITIES**
ERP 3,000 w.; 94.3 mc.
Operating schedule: 7 am-10 pm. CST.
Antenna ht.: 130 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; monthly.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a, 72.
Member: Texas State Network.
- TIME RATES**
ET 1/1/69—Rec'd 6/12/69.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|------|------|------|------|------|
| 1 min. | 3.75 | 3.50 | 3.25 | 2.75 | 2.25 |
| 30 sec. | 3.00 | 2.80 | 2.60 | 2.20 | 1.80 |
| 10 sec. | 1.90 | 1.75 | 1.65 | 1.40 | 1.15 |

KWMC

Subscriber to the NAB Radio Code
Media Code 4 245 2535 0.00
Amistad Broadcasting Co., Box 1505, 210 Canal St.,
Del Rio, Tex. 78840. Phone 512-775-3591.

- PERSONNEL**
Vice-President—Don Turner.
Gen'l Mgr. & Prog. Dir.—Chuck Spaug.
Sales Manager—Jack Meeks.
 - REPRESENTATIVES**
Southern—Mario Messina Company.
 - FACILITIES**
250 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight.
 - AGENCY COMMISSION**
15/0 time and talent; 10 days from billing.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b,
15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22a,
24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 32a, 33a.
Contracts: 41, 42a, 42c, 43, 44a, 45, 46, 47e, 48,
49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
- TIME RATES**
No. 1 ET 9/1/67—Rec'd 3/11/68.
- 6. SPOT ANNOUNCEMENTS**
SPECIFIED TIMES
(within 1/2 hour periods)
- | | | | | | |
|---------|------|------|------|------|------|
| 1 min. | 3.75 | 3.40 | 3.20 | 3.00 | 2.80 |
| 30 sec. | 2.90 | 2.60 | 2.45 | 2.30 | 2.15 |
| 10 sec. | 3.40 | 2.20 | 2.10 | 1.95 | 1.80 |

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	75 ti
1 min.	3.50	3.40	3.20	3.00	2.80	2.50
30 sec.	2.70	2.60	2.45	2.30	2.15	1.90
10 sec.	2.30	2.25	2.10	1.95	1.80	1.60

All spots combinable for frequency discount.

8. PROGRAM TIME RATES

1 hr.	50.00	47.00	44.00	39.00	34.00
1/2 hr.	30.00	28.00	26.00	23.00	20.00
1/4 hr.	20.00	19.00	18.00	16.00	14.00
5 min.	13.00	11.75	11.00	9.75	8.50

XERF

1947
COAHUILA, MEX.
(This is a paid listing.)
Media Code 4 245 2600 2.00
Compania Radiodifusora de Coahuila, S. A., Ciudad
Acuna, Coahuila, Mexico 78840.

- REPRESENTATIVES**
Inter-American Radio Advertising, Inc.
- FACILITIES**
250,000 w.; 1570 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL RATE POLICY**
All copy subject to station approval.

TIME RATES

ET—Rec'd 7/2/68.

A—Daily 6-11 pm.
B—Daily 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 min.	50.00	48.75	47.50	45.00	42.50	40.00	37.50
50 words.	40.00	39.00	38.00	36.00	34.00	32.00	30.00

CLASS B

1 min.	38.00	36.00	34.00	32.00	30.00
--------	-------	-------	-------	-------	-------

- PROGRAM TIME RATES**
 - FACILITIES**
250 w.; 1570 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL RATE POLICY**
All copy subject to station approval.
- TIME RATES**
ET—Rec'd 7/2/68.
- A—Daily 6-11 pm.
B—Daily 11 pm-6 am.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|
| 1 min. | 50.00 | 48.75 | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 |
| 50 words. | 40.00 | 39.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |
- CLASS B**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1 min. | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |
|--------|-------|-------|-------|-------|-------|

DENISON

Grayson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KDSX

Licensed as a Denison—Sherman, Tex. station.
See listing under Sherman, Texas.

KDSX-FM

Licensed as a Denison—Sherman, Tex. station.
See listing under Sherman, Texas.

DENTON (1 AM; 1 FM)

Denton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KDNT

1938
Subscriber to the NAB Radio Code
Media Code 4 245 2625 3.00
Harwell V. Shepard, Box 1006, Radio Center Bldg.,
Denton, Tex. 76201. Phone 817-382-2552. Dallas
Phone 214-247-6000, Ft. Worth Phone 817-283-
1800.

- PERSONNEL**
General Manager—Harwell V. Shepard.
- FACILITIES**
5,000 w. days, 500 w. nights; 1440 kc.
Directional—nighttime only.
Operating schedule: 5:30 am-11:00 pm weekdays;
6:30 am-9:00 pm Sun. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72a.
Affiliated with American Information Network.
Member: Texas State Network.

- TIME RATES**
Rates effective May 1, 1953.
Rates received May 4, 1953.
Rev. (1-minute rates) rec'd January 27, 1958.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | | |
|------------|-------|-------|-------|------|------|
| 1 time. | 25.00 | 15.00 | 10.00 | 5.00 | 4.00 |
| 12 times. | 32.75 | 14.25 | 9.50 | 4.90 | 3.80 |
| 26 times. | 33.50 | 13.50 | 9.00 | 4.80 | 3.60 |
| 52 times. | 31.25 | 12.75 | 8.50 | 4.70 | 3.40 |
| 104 times. | 30.00 | 12.00 | 8.00 | 4.50 | 3.20 |
| 158 times. | 19.75 | 11.25 | 7.50 | 4.40 | 3.00 |
| 240 times. | 17.50 | 10.50 | 7.00 | 4.30 | 2.80 |
- Fifty word station break, guaranteed time, available at one minute transcription rate.
- AM-FM COMBINATION RATES**
Add 40% to AM rates.
- 7. PACKAGE PLANS**
(Minimum contract, 4 consecutive weeks)
10 1-minute spots per day, 6 days per week, each 3.00

KDNT-FM

1947
Media Code 4 245 2626 7.00
Harwell V. Shepard, Box 1006, Radio Center Bldg.,
Denton, Tex. 76201. Phone 817-382-2552. Dallas
Phone 214-247-6000, Ft. Worth Phone 817-283-
1800.

- PERSONNEL**
General Manager—Harwell V. Shepard.
- FACILITIES**
ERP 100,000 w.; 106.1 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 294 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL RATE POLICY**

TIME RATES
ET—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS

1 min.	3.00	2.90	2.65	2.50	2.00
50 words.	2.00	1.95	1.80	1.65	1.70

8. PROGRAM TIME RATES

1 hr.	30.00	28.00	27.00	26.00	22.75
1/2 hr.	17.00	16.00	15.00	14.00	12.00
1/4 hr.	10.00	9.00	8.50	7.80	7.00
5 min.	7.00	6.50	6.00	5.50	5.00

DENVER CITY

Yoskum County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KKAL

Media Code 4 245 2650 7.00
Yoskum County Broadcasting Co., Drawer KKK,
Denver City, Tex. 79232. Phone 806-592-2503.

- PERSONNEL**
General Manager—Jim Smith.
Chief Engineer—Billy Light.
- REPRESENTATIVES**
Mario Messina Company.
- FACILITIES**
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Cancellation: 70c.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS
PER YR:

1 min.	2.30	2.20	2.10	2.00	1.90	1.80	1.70
30 sec.	1.80	1.70	1.60	1.50	1.40	1.30	1.20

7. PACKAGE PLANS

1 min.	1.80	1.60	1.40	1.20	1.00
30 sec.	1.40	1.20	1.00	0.80	0.60

- PERSONNEL**
General Manager—Ken Duke.
- FACILITIES**
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- FM FACILITIES**
ERP 680 w.; 95.3 mc.
Operating schedule: 6:00 am-midnight weekdays; 7:00
am-midnight Sun. CST.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 73a.
Affiliated with Keystone Network.
Member: Texas State Network.

DIBOLL (1 AM; 1 FM)

Angelina County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KSPL

1957
Subscriber to the NAB Radio Code
Media Code 4 245 2675 4.00
Pineywoods Broadcasters, Box 336, Diboll, Tex.
75941. Phone 731-829-5597.

- PERSONNEL**
General Manager—J. W. Mitchell.
Commercial Manager—Kenneth Barfield.
Program Director—Ed Cook.
- REPRESENTATIVES**
Dallas—Mario Messina Company.
- FACILITIES**
1,000 w.; 1260 kc. Non-directional.
Operating schedule: 5:30 am-local sunset.
FM-ERP 6,500 w.; 95.5 mc.
Operating schedule: 5:30 am-midnight.
Antenna ht.: 465 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a,
26, 28b, 28c, 29a, 29b, 30, 33a.
Contracts: 40b, 41, 42d, 44a, 46, 47a, 48, 49, 50,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET—Rec'd 7/14/67.

6. SPOT ANNOUNCEMENTS

1 min.	4.10	4.00	3.90	3.80	3.70
30 sec.	3.00	2.90	2.80	2.70	2.60

8. PROGRAM TIME RATES

1 hr.	40	5 min.	10
1/2 hr.	25		

DIMMITT

Castro County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KDHN
1963

Subscriber to the NAB Radio Code
Media Code 4 245 2700 0.00
High Plains Broadcasting Co., Box 608, Dimmitt,
Tex. 79027. Phone 806-647-3186.

- PERSONNEL**
President—Jay Taylor.
Vice Pres.—Sister Taylor.
Farm, News Sports Dir.—Harley Daniel.
- REPRESENTATIVES**
Charles Bernard Co., Inc.
- FACILITIES**
500 w. days; 1470 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Member: Country Music Network.

TIME RATES
ET—Rec'd 10/21/68.

6. SPOT ANNOUNCEMENTS

1 min.	6.50	5.00	5.50	5.00	4.50	4.00	3.50
30 sec.	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec.	3.25	3.00	2.75	2.50	2.25	2.00	1.75

WEEKEND RATE
(15 Sat & 15 Sun)

1 min.	ea.	4.50	30 sec.	ea.	3.00
--------	-----	------	---------	-----	------

8. PROGRAM TIME RATES

1 hr.	20.00	*Per Yr.	15.00
1/2 hr.	7.50	*Per Yr.	6.00

(*) Minimum 1 per week.
(†) Minimum 3 per week.
1/2 hr Sun. 25.00

10. SPECIAL FEATURES
1/4 hour news and spot adjacencies, extra 20%.

DUMAS (1 AM; 1 FM)

Moore County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KDDD
1947

Subscriber to the NAB Radio Code
Media Code 4 245 2725 7.00
Dumas Broadcasters, Inc., Box 555, U. S. Hwy. 287,
Dumas, Tex. 79029. Phone 806-935-4141.

- PERSONNEL**
General Manager—Ken Duke.
- FACILITIES**
250 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- FM FACILITIES**
ERP 680 w.; 95.3 mc.
Operating schedule: 6:00 am-midnight weekdays; 7:00
am-midnight Sun. CST.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 73a.
Affiliated with Keystone Network.
Member: Texas State Network.

TIME RATES
ET—Rec'd 1/3/68.

6. SPOT ANNOUNCEMENTS

1 min.	3.40	2.40	1.04	x	2.85	2.00
13 x	3.25	2.30	1.55	x	2.75	1.85
26 x	3.15	2.20	2.60	x	2.60	1.75
52 x	2.95	2.10	3.12	x	2.35	1.65

- PROGRAM TIME RATES**
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a,
26, 28b, 28c, 29a, 29b, 30, 33a.
Contracts: 40b, 41, 42d, 44a, 46, 47a, 48, 49, 50,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61b,

EAGLE PASS

Maverick County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KEPS
1957

National Spanish Language Network

RAB

Media Code 4 245 2750 5.00

Eagle Pass Broadcasters, Inc., Box 1123, Eagle Pass, Tex. 78852, Phone 512-773-9246.

STATION'S PROGRAMMING DESCRIPTION
KEPS: 100% for Mexican-American audience. NEWS: newscasts hourly on hour throughout broadcast day. News bulletins as they happen. Mobile units available for on scene reporting. SPORTS: live coverage of local events. CONTINUITY: translation and production available. Contact Representative for further details. Rec'd 2/24/69.

- PERSONNEL**
General Manager—Al Kinsall.
Station Manager—George Willhite.
Spanish Director—Manuel Wheeler.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
1,000 w. days; 1270 kc.
Operating schedule: 6 am-6 pm daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5a, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 28a, 29a.
Contracts: 40a, 41a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: National Spanish Language Network.

TIME RATES

No. 4 Eff 9/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS	
1x	52x 104x 312x 624x
1 min.	4.00 3.75 3.50 3.00 2.75
30 sec.	2.00 2.75 2.50 2.25 2.00
1 min.	2.50 2.25 2.00 1.90 1.80
30 sec.	1.80 1.60 1.50 1.30 1.25
10 sec	ID's: 50% of 1-min.

8. PROGRAM TIME RATES	
1x	52x 104x 312x 624x 1248x 1872x 2496x
1/2 hr	30.00 25.00 17.50 15.00
1/4 hr	15.00 12.00 10.00 9.00 8.50 7.00
5 min	9.50 9.00 8.00 7.50 7.00 6.50 6.00 5.00

XEMJ

PIEDRAS NEGRAS, MEXICO

City of license, Piedras Negras, Coahuila, Mexico.
Box 208, Eagle Pass, Texas 78852.
U. S. Representatives:
Harlan G. Oakes, Inc.
East, Midwest—AAA Representatives.
Southwest—Riley & Associates.
Southeast—David Carpenter Company.
See listing in Medios Publicitarios Mexicanos under Piedras Negras, Coahuila, Mexico.

EASTLAND

Eastland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KERC

1953

Media Code 4 245 2825 5.00
Box 590, Eastland, Tex. Phone 817-629-2621. Cisco, Tex. 76448. Phone 817-442-3300.

- PERSONNEL**
General Manager—James Staggs.
- REPRESENTATIVES**
Clyde Melville Company.
- FACILITIES**
500 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24b, 26, 28b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/61—Rec'd 8/2/61.

6. SPOT ANNOUNCEMENTS	
1 min.	13x 26x 39x 52x 104x 208x 312x
30 sec	3.25 3.05 2.85 2.65 2.45 2.25 2.00
10 sec	70% of 1-min.

8. PROGRAM TIME RATES	
1 hr.	35.00 33.50 32.00 30.50 29.00 27.00 25.00
1/2 hr.	19.00 18.25 17.50 16.75 16.00 15.00 14.00
1/4 hr.	10.50 10.10 9.70 9.30 8.90 8.50 8.00
10 min.	8.75 8.35 7.95 7.55 7.15 6.75 6.25
5 min.	6.75 6.35 5.95 5.55 5.15 4.75 4.25

EDINBURG

Hidalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KURV

1947

RAB

Subscriber to the NAB Radio Code

Media Code 4 245 2850 3.00
KURV Radio, Box 1109, Edinburg, Tex. 78839.
Phone 512-383-2777.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lloyd Hawkins.
Farm Director—Charlie Rankin.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
Southern—Marlo Messina Company.
- FACILITIES**
250 w., 710 kc. Directional night only.
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**
15% on station time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: Voice of Valley Agricultural Radio Network.

TIME RATES

No. 2-A Eff 7/1/66—Rec'd 7/11/66.

6. SPOT ANNOUNCEMENTS	
SPECIFIED TIMES	
1 min	10.00 8.00 6.50
25 x	9.50 7.50 6.10
104 x	9.00 7.20 5.80
104 x	8.50 6.80 5.50
156 x	8.00 6.40 5.20
260 x	7.50 6.00 4.90
312 x	7.00 5.50 4.60
520 x	6.50 5.20 4.30

7. PACKAGE PLANS	
WEEKLY PACKAGE PLANS	
PER WK:	8.00 7.50 7.00 6.50
30 sec.	6.40 6.00 5.60 5.20
10 sec	5.20 4.90 4.60 4.30

8. PROGRAM TIME RATES	
1 x, stat.	1 hr 1/2 hr 1/4 hr 10 min 5 min
	78.00 52.00 35.00 26.00 17.50

EL CAMPO (1 AM; 1 FM)

Wharton County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KULP

1948

Media Code 4 245 2875 0.00
Bar-B Broadcasting, Inc., Box 1390, 515 E. Jackson St., El Campo, Tex. 77437, Phone 713-543-3303.
Remote Studio: East Bernard, Tex.

- PERSONNEL**
President—Fred V. Barbee, Jr.
Sta. & Comm'l Mgr.—John W. Fox, III.
- FACILITIES**
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60c, 60e, 61a, 62d.
Cancellation: 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff 1/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS	
1 min	4.20 3.80 3.60 3.40 3.20 3.00 2.80 2.60
30 sec	3.20 3.05 2.90 2.75 2.60 2.45 2.30 2.15
10 sec	20-sec Time Signals—30-sec rate.

8. PROGRAM TIME RATES	
1 x	1 hr 1/2 hr 1/4 hr 5 min
13 x	40.00 28.80 16.00 8.00
26 x	38.00 27.60 15.20 7.66
52 x	36.00 26.40 14.40 7.20
104 x	34.00 25.20 13.60 6.80
156 x	32.00 24.00 12.80 6.40
260 x	30.00 22.80 12.00 6.00
312 x	28.00 21.60 11.20 5.60
520 x	26.00 20.40 10.40 5.10

KULP-FM

Media Code 4 245 2876 8.00
Bar-B Broadcasting, Inc., Box 1390, 515 E. Jackson, El Campo, Tex. 77437. Phone 713-543-3303.

- PERSONNEL**
President—Fred V. Barbee, Jr.
Station Manager—John W. Fox, III.
- FACILITIES**
ERP 27,000 w.; 96.9 mc.
Operating schedule: 6 pm-midnight. CST.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See KULP listing for coded regulations.

TIME RATES

Rates are identical to KULP. See that listing.

EL PASO (7 AM; 3 FM)

El Paso County—Map Location A-16
See SRDS consumer market map and data at beginning of the State.

KELP

1947

RAB

A John Walton Station
Media Code 4 245 2900 6.00
KELP, Box 12277, No. 5 Executive Park, El Paso, Tex. 79912. Phone 915-533-5911. TWX 910-904-1365.

STATION'S PROGRAMMING DESCRIPTION
KELP: Programmed for young adults and teens.
MUSIC 80%: top 40 of folk, rock, and rhythm and blues. NEWS: 5 min news on hour and half hour. Weather at 15. Sports at 14.5. National, international and local news with mobile and beepers. Bulletin board, PTA news, scores, strong community involvement. 6 man news department, 3 mobile units. Air personalities available for personal appearances, hcps, etc. Contact Representative for further details. Rec'd 11/8/68.

- PERSONNEL**
General Manager—Gene Roth.
Program Director—Steve Croson.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days. 500 w. nights; 920 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15% on station time only; no comb discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22b, 23a, 24c, 25a, 28a, 29b, 30.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Rates listed include 20% production and talent charges.

TIME RATES

Eff—Rec'd 5/3/67.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.
C—After midnight.

- SPOT ANNOUNCEMENTS**
CLASS AA
EA: (*) 1 1 6 1 12 1 18 1 24 1 30 1
1 min. 25 22 20 16 14 12 10 8 7
(*) Fixed position.
- CLASS A**
1 min. 20 18 12 11 10 9
- CLASS B**
1 min. 16 14.50 10 9 8 7
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.
All announcements may be combined for maximum frequency.

- PACKAGE PLANS**
WEEKEND PACKAGE PLAN
12 or more announcements scheduled on Sat and Sun earn the Class B rate. 50% of such announcements must be scheduled each day.

- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
Per week: Class AA Class A Class B
Less than 6 times: 35.00 30.00 24.00
6 times: 33.00 29.00 22.00
12 times: 31.00 27.00 20.00
18 times: 29.00 25.00 18.00
24 times: 27.00 23.00 18.00
36 times: 25.00 21.00 18.00
ROS, flat 22.50

- 3-MINUTE NEWSCASTS**
Less than 6 times: 30.00 24.00 20.00
6 times: 28.00 22.00 18.00
12 times: 26.00 20.00 18.00
18 times: 24.00 18.00 14.00
24 times: 22.00 16.00 12.00
36 times: 20.00 14.00 10.00
ROS, flat 18.00

KHEY

1947

Subscriber to the NAB Radio Code
Media Code 4 245 2925 3.00
KHEY Broadcasting, Inc., 2419 N. Piedras, El Paso, Tex. 79930. Phone 915-566-9301.

- PERSONNEL**
General Manager—Bert E. Wahlen.
Program Director—Gary Perkins.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
10,000 w.; 890 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.

TEXAS

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62b.
Prod. Services: 82.

TIME RATES

Eff—Rec'd 8/5/69.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.
- | Fixed Position | AA | A |
|----------------|------------------------------|---------------|
| PER YR: | 50x 100x 250x 500x 1000x | 25 22 |
| PER WK: | 6 ti 12 ti 18 ti 24 ti 30 ti | 18 14 12 10 9 |

30/20 sec: 80% of 1-min.
DISCOUNTS
52 consec wks—10%.
Minimum of 6 min and/or 20/30 sec per week.

KINT

1959

NAB

Media Code 4 245 2950 1.00
Sun Country Broadcasting Co., Inc., 5300 El Paso Dr., El Paso, Tex. 79905. Phone 915-772-1480.

STATION'S PROGRAMMING DESCRIPTION
KINT: Programmed for young adults and teens.
MUSIC 85%: features pop rock with minimum rhythm and blues. NEWS: network news 3 min at :25 and 5 min at :55. Cover all sports and carry weather reports. High school report 3 times daily. College happenings 3 times daily. 6 announcer air personalities staff available for spots and remote broadcast appearances. **COMMERCIAL POLICY:** no more than 12 minutes of commercial time per hour. Contact Representative for further details. Rec'd 6/27/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Larry Daniels.
Vice-Pres. & Sales Mgr.—Glen Randle.
Program Manager—Sonny Melendrez.
- REPRESENTATIVES**
New York—Jack Masla & Co., Inc.
Southwest—Riley Representatives.
- FACILITIES**
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Member: Southwest Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 5/1/68—Rec'd 4/29/68.

- SPOT ANNOUNCEMENTS**
CLASS AA
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.
- | CLASS AA | 1x | 50x | 100x | 250x | 500x | 1000x |
|----------|------|------|------|------|------|-------|
| 1 min. | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 4.00 |
| 30 sec. | 7.20 | 6.40 | 5.60 | 4.80 | 4.00 | 3.20 |
| 10 sec. | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 |
- | CLASS A | 1 min. | 30 sec. | 10 sec. |
|---------|--------|---------|---------|
| 1 min. | 6.75 | 6.00 | 5.25 |
| 30 sec. | 5.40 | 4.80 | 4.20 |
| 10 sec. | 3.40 | 3.00 | 2.65 |

- PACKAGE PLANS**
PER WK: 10 ti 20 ti 30 ti 40 ti
Applicable rate: 50x 100x 250x 500x

KINT-FM

(Target date 8/15/69)

NAB

Media Code 4 245 2951 9.00
Sun Country Broadcasting Co., Inc., 5300 El Paso Dr., El Paso, Tex. 79905. Phone 915-772-5300.

- PERSONNEL**
Pres. & Gen'l Mgr.—Larry Daniels.
Vice-Pres. & Sales Mgr.—Glen Randle.
Program Manager—Sonny Melendrez.
- REPRESENTATIVES**
New York—Jack Masla & Co., Inc.
Dallas—Riley Representatives
- FACILITIES**
ERP 60,000 (horiz.), 80,000 w. (vert.); Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1,080 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: Southwest Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 8/1/69—Rec'd 7/7/69.

(This listing continued on next

TEXAS

El Paso—KINT-FM—Continued

6. SPOT ANNOUNCEMENTS						
	1x	52x	104x	312x	500x	1000x
1 min	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	4.00	3.60	3.20	2.80	2.50	2.00
10 sec	3.00	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS						
PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl	60 tl
1 min	4.00	3.50	3.00	2.50	2.00	1.50
30 sec	3.20	2.80	2.50	2.00	1.75	1.50
10 sec	2.25	2.00	1.75	1.50	1.25	1.00

KIZZ

1958

Media Code 4 245 2975 8.00
Sunland Broadcasting Company, Inc., Box 10035, 470 S. Glenwood Dr., El Paso, Tex. 79991. Phone 918-772-5211.

STATION'S PROGRAMMING DESCRIPTION
KIZZ: Programmed for adults. News and telephone conversation format with air personalities using open telephone lines. NEWS: network 10 min every hour on hour except 6 am & 5 pm which are 15 min. 7-10 am audience involvement features with discussions and interviews. 10 am-noon network features. Noon-1 pm news and news features. 1-5 pm audience discussions, guests, interviews. 5-6 pm news and news features, network and local 5 pm sign-off audience involvement discussions and debates. Sun morning mostly religious programming. Sun afternoon classical music features. Sat primarily specialized discussions (gardening, entertainment, pets, home decorating) with audience involvement. Rec'd 7/18/67.

- PERSONNEL**
President—I. T. Cohen.
- FACILITIES**
1,000 w. days; 1150 kc.
Operating schedule: —, MST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 9/1/68—Rec'd 11/20/67.

6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	10 sec
Open Rate	4.00	3.00	2.00
30 x	3.20	2.40	1.60
60 x	3.00	2.25	1.50
120 x	2.80	2.10	1.40
180 x	2.60	1.95	1.30
240 x	2.40	1.80	1.20
300 x	2.20	1.65	1.10
360 x	2.00	1.50	1.00

Applicable to spots used within any 30-day period. Maximum of 15 spots will be scheduled in any one day for any one advertiser.

7. PACKAGE PLANS						
	EA:	500x	1000x	1500x	2000x	3000x
1 min	3.00	2.80	2.60	2.40	2.00	1.50
30 sec	2.25	2.10	1.95	1.80	1.50	1.00
10 sec	1.50	1.40	1.30	1.20	1.00	0.75

8. PROGRAM TIME RATES						
	1 hr	1/2 hr	1/4 hr	10 min	5 min	
Open Rate	40	80	20	15	10	

KPAK (FM)

1958

NAB

Media Code 4 245 3000 4.00
Rio Grande Broadcasting Co., Inc., Box 20000, 904 Macgiffin Ave., El Paso, Tex. 79998. Phone 918-532-3131.

STATION'S PROGRAMMING DESCRIPTION
KPAK (FM): Programmed for general interest. Air personalities. Country and western music, folk music, Gospel songs 5:30-6 am M-F. Performance medium: vocal and instrumental. News and weather 6 times daily. Devotionals daily. Book review daily M-F. Commentary M-F 8 pm. Sat between 7 & 7:30 pm a single artist is featured. COMMERCIAL POLICY: 1 spot aired at a time. Minimum 15 minute product protection. Contact Representative for further details. Rec'd 1/27/69.

- PERSONNEL** President—Fred T. Hervey. Vice-Pres. & Gen'l Mgr.—Sam E. Pendleton. Chief Engineer—Herb N. Rand.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- FACILITIES**
ERP 3,320 w.; 94.7 mc.
Operating schedule: 24 hours. MST.
Antenna ht.: 732 ft. above average terrain.
- AGENCY COMMISSION**
15% on station time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60e, 60f, 61a, 62a.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Aff. facilities: KSET.

NATIONAL AND LOCAL RATES SAME

Eff 9/1/68—Rec'd 1/27/69.

AA		A	
PER WK:	1 min	30 sec	10 sec
1 min	5.00	4.00	3.00
6 tl	4.50	3.50	2.50
12 tl	4.25	3.25	2.25
18 tl	4.00	3.00	2.00
24 tl	3.75	2.75	1.75
30 tl	3.50	2.50	1.50
36 tl	3.25	2.25	1.25
42 tl	3.00	2.00	1.00

6. SPOT ANNOUNCEMENTS

AA							A						
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	
1 min	5.00	4.00	3.00	4.50	3.50	2.50	4.00	3.00	2.00	3.50	2.50	1.50	
6 tl	4.50	3.50	2.50	4.25	3.25	2.25	3.75	2.75	1.75	3.25	2.25	1.25	
12 tl	4.25	3.25	2.25	4.00	3.00	2.00	3.50	2.50	1.50	3.00	2.00	1.00	
18 tl	4.00	3.00	2.00	3.75	2.75	1.75	3.25	2.25	1.25	2.75	1.75	0.75	
24 tl	3.75	2.75	1.75	3.50	2.50	1.50	3.00	2.00	1.00	2.50	1.50	0.50	
30 tl	3.50	2.50	1.50	3.25	2.25	1.25	2.75	1.75	0.75	2.25	1.25	0.25	
36 tl	3.25	2.25	1.25	3.00	2.00	1.00	2.50	1.50	0.50	2.00	1.00	0.00	
42 tl	3.00	2.00	1.00	2.75	1.75	0.75	2.25	1.25	0.25	1.75	0.75	0.00	

8. PROGRAM TIME RATES						
PER WK:	5 MINUTES	5 tl	10 tl	14 tl	18 tl	22 tl
AA	8.00	7.00	5.00	4.00	3.00	2.00
A	6.00	5.00	4.00	3.00	2.00	1.00
B	4.00	3.00	2.00	1.50	1.00	0.50

KROD

1940



NAB

RAB

A Doubleday Station

Subscriber to the NAB Radio Code

Media Code 4 245 3025 1.00
Doubleday Broadcasting Co., Inc., Box 1799, 2201 Wyoming St., El Paso, Tex. 79999. Phone 918-532-8551.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Irv Prell. Sales Manager—Mary Sullivan. Program Director—Paul Rain.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w.; 600 kc. Directional—night only. Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51e.
Comb.: Cont. Discounts: 60a, 60f, 60l, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Bulk rate discounts reimbursed in cash or credit upon completion of contract.
Affiliated with American Entertainment Network.

TIME RATES

No. 4 Eff 7/1/68—Rec'd 5/31/68.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-noon & 1-3 pm;
Sun 7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS						
PER WK:	(*)	1 tl	6 tl	12 tl	18 tl	24 tl
1 min	15.00	13.00	12.00	11.00	10.00	9.00
20/30 sec	11.50	10.00	9.00	8.00	7.00	6.00
10 sec	7.50	6.50	6.00	5.50	5.00	4.50

CLASS A						
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 min	12.00	10.00	9.00	8.00	7.00	6.00
20/30 sec	9.00	7.50	6.50	6.00	5.00	4.50
10 sec	6.00	5.00	4.50	4.00	3.50	3.00

CLASS B						
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 min	7.00	6.50	6.00	5.50	5.00	4.50
20/30 sec	5.50	5.00	4.50	4.00	3.50	3.00
10 sec	3.50	3.25	3.00	2.75	2.50	2.25

(*) Specified position.
Minutes, newcasts, features and 20/30-second spots may combine to earn weekly frequency discount. Minutes, newcasts, features, 20/30-second spots and ID's may combine on basis of 2 ID's equaling 1 longer spot and program.

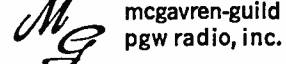
7. PACKAGE PLANS						
TOTAL AUDIENCE PLANS						
	1 min	20/30	12 Plan (6AA, 4A, 2B)	105	79	24 Plan (14AA, 8A, 2B)
12 Plan (6AA, 4A, 2B)	105	79	185	124	124	124

8. PROGRAM TIME RATES						
PER WK:	5 MIN:	AA	A	B		
1 tl	19	15	11	10		
3 tl	19	14	10	9		
6 tl	18	13	9	8		

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

KSET

1947



NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 3050 9.00
Rio Grande Broadcasting Co., Inc., Box 20000, 904 Macgiffin St., El Paso, Tex. 79998. Phone 918-532-4979.

6. SPOT ANNOUNCEMENTS						
PER WK:	CLASS AA	1 min	30 sec	10 sec	12 min	9.60
Fixed position or less than 6 tl	12.00	9.60	5.00	5.00	10.00	8.00
6 tl	10.00	8.00	5.00	5.00	9.00	7.20
12 tl	9.00	7.00	4.50	4.50	8.50	6.80
18 tl	8.50	6.80	4.25	4.25	8.00	6.40
24 tl	8.00	6.50	4.00	4.00	7.50	6.00
30 tl	7.50	6.25	3.75	3.75	7.00	5.50

CLASS A						
PER WK:	1-5 tl	6-10 tl	11-15 tl	16-20 tl	21-25 tl	26-30 tl
1-5 tl	10.00	8.00	6.00	5.00	4.00	3.00
6-10 tl	8.00	6.40	4.80	4.00	3.20	2.40
11-15 tl	7.50	6.00	4.50	3.75	3.00	2.25
16-20 tl	7.00	5.60	4.20	3.50	2.80	2.10
21-25 tl	6.50	5.20	3.90	3.25	2.60	1.95
26-30 tl	6.00	4.80	3.60	3.00	2.40	1.80

CLASS B						
PER WK:	1-5 tl	6-10 tl	11-15 tl	16-20 tl	21-25 tl	26-30 tl
1-5 tl	8.00	6.40	4.80	4.00	3.20	2.40
6-10 tl	7.50	6.00	4.50	3.75	3.00	2.25
11-15 tl	7.00	5.60	4.20	3.50	2.80	2.10
16-20 tl	6.50	5.20	3.90	3.25	2.60	1.95
21-25 tl	6.00	4.80	3.60	3.00	2.40	1.80
26-30 tl	5.50	4.40	3.30	2.75	2.20	1.65

7. PACKAGE PLANS						
TOTAL AUDIENCE PLANS						
	1 min	20/30	12 Plan (6AA, 4A, 2B)	105	79	24 Plan (14AA, 8A, 2B)
12 Plan (6AA, 4A, 2B)	105	79	185	124	124	124

(One-third in each time class or on BTA basis)
1 MINUTE
PER WK: ca PER WK: ca
20 tl 6.00 30 tl 5.00

DISCOUNTS
(Consecutive weeks only, decided at time of buy)
26 wk 5% 52 wk 10%
Spots may be combined for frequency discounts.

10. SPECIAL FEATURES
Network news every 1/2 hour; 5-minute newcasts and weather reports every 1/2 hour; 24 hours per day.
5-MINUTE NEWCASTS

PER WK:	Class AA	Class A	Class B
1 tl	15	12	9
5 tl	14	11	8
10 tl	13	10	7

DISCOUNTS
(Consecutive weeks only, decided at time of buy)
13 wk 5% 52 wk 15%
26 wk 10%

Advertisement
KSET — Prestige Radio for El Paso, Texas Housewife & Adult Male 20 yrs. to 60 yrs. Assoc. by ownership with over 300 Food Stores, Chain of Restaurants and 60,000 circ. shoppers. Call McGavren-Guild—PGW for more information on KSET.

KTSM

1929



AVERY-KNODEL, INC.

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3075 6.00
Tri-State Broadcasting Co., Inc., 801 N. Oregon, El Paso, Tex. 79902. Phone 918-532-5421. TWX 910-964-1329.

STATION'S PROGRAMMING DESCRIPTION
KTSM: Programmed for adults and young adults. 5 air personalities emcee all music segments. NEWS: 5 min network news on hour, 2-1/2

FALFURRIAS

Brooks County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KPSO

1953
Media Code 4 245 3175 4.00
Regional Broadcasters, Inc., Box 309, Broadcast Center, Falfurrias, Tex. 78355. Phone 512-325-2112

STATION'S PROGRAMMING DESCRIPTION
KPSO: Programmed for young adults and adults. 5 air personalities emcee entire operation. MUSIC 80%: half albums, half singles, comprising 50% current selling popular, 25% standard, 25% modern country music during English language segments, plus 4 hours Spanish current selling popular music programming each afternoon. NEWS 15%: 5 min at :30 includes local, regional, national, and world news. 15 min news summaries at 7:45 am, noon, 5 pm. News headlines and weather at :30. Talk 5%. **COMMERCIAL POLICY:** maximum of 18 minutes commercial time permitted within any hour, Bemota broadcast facilities available. Rec'd 3/28/68.

1. **PERSONNEL**
President—Don Funkhouser.
Gen'l & Sales Manager—Bill Brink.
2. **REPRESENTATIVES**
500 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
3. **FACILITIES**
150,000 w.; 800 kc. Non-directional.
Operating schedule: 5-7 am. MST.
4. **AGENCY COMMISSION**
15% on net time; no cash discount.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group.

TIME RATES
No. 11 ET 8/1/69—Rec'd 8/6/69.
AA—5:30 am-7 pm.
A—7 pm-midnight

7. **PACKAGE PLANS**
AM/PM COMBINATION

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	10 ti	15 ti	20 ti
1 min.	6.00	5.50	5.25
30 sec/less	4.80	4.40	4.20
CLASS A	2.40	2.15	2.00
1 min.	3.00	2.75	2.50
30 sec/less	2.40	2.20	2.00
(*) Fixed position or less than 5 ti.			
Monthly Packages			
1 min, 300 ti	1050	30 sec/less, 300 ti	840

8. **PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
1 min.	45.00	30.00	17.50

9. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 x	3.75	5.40
13 x	3.55	3.20
26 x	3.50	3.00
52 x	3.35	2.80
104 x	3.20	2.65

FARWELL

Parmer County—Map Location A-3.
See SRDS consumer market map and data at beginning of the State.

KZOL

1958
Subscriber to the NAB Radio Code
Media Code 4 245 3200 0.00
The Best Broadcasting Co., Inc., Box 458, 205 9th St., Farwell, Tex. 79525. Phone 806-481-3818.

STATION'S PROGRAMMING DESCRIPTION
KZOL: Programmed for general interest. FARM; early morning and noon hour, farm interviews, reports, daily programs by county agent, reports by various agricultural offices, daily market reports. ENTERTAINMENT: air personalities, telephone reports, remotes, audience participation shows. MUSIC: modern country and western. M-Sat. Religious all day SUN. NEWS: 3 min on hour and half hour, national and international, 5 min morning, noon, afternoon, state news. 15 min morning, noon, afternoon, local and regional. Weather news: 2 min at :15 & :45. Rec'd 9/27/67.

1. **PERSONNEL**
Gen'l Mgr., Sec'y, Treas.—Gill W. Patschke.
2. **FACILITIES**
250 w.; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
3. **AGENCY COMMISSION**
15% on time only; payable 10th following billing on first.
4. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 33d.
Contracts: 40a, 44b, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS Radio Network.

FLOYDADA

Floyd County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KFLD

1951
Subscriber to the NAB Radio Code
Media Code 4 245 3225 7.00
West Texas Broadcasters, Inc., Box 490, Floydada, Tex. 79235. Phone 806-983-2841.
Studio: Box 5756, 322 N. University.

STATION'S PROGRAMMING DESCRIPTION
KFLD: Bi-lingual programming, English sign-on-2 pm. Spanish 2 pm-sign-off.
English: adult agricultural interest, country and western music. AIR PERSONALITIES all periods.
(This listing continued on next page)

XEF

1934

CIUDAD JUAREZ, MEX.

(This is a paid listing.)
Media Code 4 245 3080 6.00
Spanish Broadcast System, 3319 Alameda Ave., El Paso, Tex. 79905. Phone 915-532-2525.

1. **PERSONNEL**
President—Jose Boone M.
Sales Director—John S. Chavez.
2. **REPRESENTATIVES**
Spanish Broadcast System.
3. **FACILITIES**
5,000 w.; 1420 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 29b.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Spanish Broadcast System.

TIME RATES
No. 1 ET 8/1/69—Rec'd 7/14/69.

6. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 min.	4.50	3.00
30 sec/less	3.50	2.50

7. **PACKAGE PLANS**

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	5 ti	10 ti	15 ti
1 min.	8.50	8.00	7.50
30 sec/less	6.50	6.00	5.50

8. **PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
1 min.	45.00	30.00	17.50

XEFV

1932

CIUDAD JUAREZ, MEX.

(This is a paid listing.)
Media Code 4 245 3085 5.00
Spanish Broadcast System, 3319 Alameda Ave., El Paso, Tex. 79905. Phone 915-532-2525.

1. **PERSONNEL**
President—Jose Boone M.
Sales Director—John S. Chavez.
2. **REPRESENTATIVES**
Spanish Broadcast System.
3. **FACILITIES**
1,000 w.; 1000 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 29b.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Spanish Broadcast System.

TIME RATES
No. 1 ET 8/1/69—Rec'd 7/14/69.

6. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 min.	9.50	9.00
30 sec/less	7.50	7.00

7. **PACKAGE PLANS**

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	5 ti	10 ti	15 ti
1 min.	9.50	9.00	8.50
30 sec/less	7.50	7.00	6.50

8. **PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
1 min.	65	40	25

XEJ

1930

CIUDAD JUAREZ, MEX.

(This is a paid listing.)
Media Code 4 245 3100 2.00
Mexican Broadcasting Co., Box 9555, El Paso, Tex. 79955.
Studio: Ciudad Juarez, Mexico. Phone Juarez 111.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Pedro Meneses Hoyos.
Commercial Manager—Maria Dolores Heredia R.
2. **REPRESENTATIVES**
National Film Sales
West Coast—Harlan G. Oakes, Inc.
3. **FACILITIES**
10,000 w.; 970 kc.
Operating schedule: 6 am-midnight. MST.
4. **AGENCY COMMISSION**
15% to recognized agencies; 2% cash discounts.
5. **GENERAL ADVERTISING** See coded regulations
General: 5.
Basic Rates: 23a.
Comb.: Cont. Discounts: 60a.
Entire schedule is broadcast in Spanish.
Translation of commercials from English to Spanish is free of charge. Contracts must be completed within one year to earn net rates shown.
Member: National Spanish Language Network.

TIME RATES
No. 6 ET 1/1/67—Rec'd 8/28/68.

7. **PACKAGE PLANS**

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	5 ti	10 ti	15 ti
1 min.	9.00	8.00	7.50
30 sec/less	7.00	6.00	5.00

8. **PROGRAM TIME RATES**

1 x	5 min	1/4 hr	1/2 hr
1 min.	20	30	50

XELO

1936

CIUDAD JUAREZ, MEX.

(This is a paid listing.)
Media Code 4 245 3125 9.00
Badiodifusora Continental, S. A., c/o Broadcast Services, Inc., Los Arcos Bldg. 4141 Pinnacle St., El Paso, Tex. 79902. Phone 915-532-6978.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Karl O. Wyler, Sr.
Sales Manager—Irving Prell.
2. **REPRESENTATIVES**
Avery-Knodel, Inc.
3. **FACILITIES**
ERP 27,000 w.; 99.9 mc. Stereo.
Operating schedule: 5:30 am-midnight Mon thru Sat; 9:00 am-midnight Sun. MST.
Antenna ht.: 1,910 ft. above average terrain.

4. **AGENCY COMMISSION**
15% on gross billing; no cash discount.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: KTSM-TV.
Sold in combination with KTSM. See that listing for rates.

TIME RATES
No. 11 ET 8/1/69—Rec'd 8/6/69.
AA—5:30 am-7 pm.
A—7 pm-midnight

7. **PACKAGE PLANS**
CLASS AA

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	10 ti	15 ti	20 ti
1 min.	4.20	3.85	3.70
30 sec/less	3.35	3.10	2.95
CLASS A	2.10	1.85	1.75
1 min.	2.10	1.85	1.75
30 sec/less	1.70	1.55	1.40
(*) Fixed position or less than 5 ti.			
Monthly Packages			
1 min, 300 ti	750	30 sec/less, 300 ti	600

8. **PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
1 min.	15	10	6

9. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 x	1.55	1.85
13 x	1.80	1.50
26 x	1.65	1.40
52 x	1.50	1.30
104 x	1.35	1.20

10. **SPECIAL FEATURES**
NEWS, COMMENTARY, MUSIC
MON THRU SUN: 1 hr 1/2 hr 5 min
6 am-7 pm: 25 15 9
7 pm-midnight: 15 10 6
PER MO: TIME SIGNAL PACKAGES
17 5-sec spots per day (510 per mo)..... 200

11. **STATION'S PROGRAMMING DESCRIPTION**
XELO: Programmed basically for Spanish speaking Latin Americans.
Spanish shows 5 am-7 pm, 4 soap operas daily. Mobile unit broadcasts. NEWS: each hour on half hour. Films, weather, temperature each hour on hour. MUSIC: varied between Mariachi, rock and popular. Women's shows 8-8:30 am & 1-2 pm. Teenager show 6-7 pm. SPORTS: remotes, talk shows. English language programming 7 pm-1 am. Pop rock music show 9 pm-1 am. Contact Representative for further details. Rec'd 9/27/68.

1. **PERSONNEL**
General Manager—Jack R. McVeigh.
2. **REPRESENTATIVES**
Savall/Gates, Inc.
Southwest—Broadcast Services, Inc.
3. **FACILITIES**
150,000 w.; 800 kc. Non-directional.
Operating schedule: 5-7 am. MST.
4. **AGENCY COMMISSION**
15% on net time; no cash discount.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group.

TIME RATES
No. 1 ET 8/1/69—Rec'd 7/14/69.

6. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 min.	117.50	220.00
30 sec/less	75.00	150.00

7. **PACKAGE PLANS**

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	5 ti	10 ti	15 ti
1 min.	117.50	220.00	307.50
30 sec/less	75.00	150.00	202.50

8. **PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
1 min.	50	40	25

9. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 x	120	72
13 x	120	72
26 x	120	72
52 x	120	72
104 x	120	72

10. **STATION'S PROGRAMMING DESCRIPTION**
XELO: Programmed for young adults and adults. 5 air personalities emcee entire operation. MUSIC 80%: half albums, half singles, comprising 50% current selling popular, 25% standard, 25% modern country music during English language segments, plus 4 hours Spanish current selling popular music programming each afternoon. NEWS 15%: 5 min at :30 includes local, regional, national, and world news. 15 min news summaries at 7:45 am, noon, 5 pm. News headlines and weather at :30. Talk 5%. **COMMERCIAL POLICY:** maximum of 18 minutes commercial time permitted within any hour, Bemota broadcast facilities available. Rec'd 3/28/68.

1. **PERSONNEL**
President—Don Funkhouser.
Gen'l & Sales Manager—Bill Brink.
2. **REPRESENTATIVES**
500 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
3. **FACILITIES**
150,000 w.; 800 kc. Non-directional.
Operating schedule: 5-7 am. MST.
4. **AGENCY COMMISSION**
15% on net time; no cash discount.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group.

TIME RATES
No. 11 ET 8/1/69—Rec'd 8/6/69.

6. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 x	3.75	5.40
13 x	3.55	3.20
26 x	3.50	3.00
52 x	3.35	2.80
104 x	3.20	2.65

7. **PACKAGE PLANS**

CLASS AA	20 ti	30 ti	50 ti
PER WK: (*)	5 ti	10 ti	15 ti
1 min.	117.50	220.00	307.50
30 sec/less	75.00	150.00	202.50

8. **PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
1 min.	50	40	25

9. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 x	120	72
13 x	120	72
26 x	120	72
52 x	120	72
104 x	120	72

10. **STATION'S PROGRAMMING DESCRIPTION**
XELO: Programmed for young adults and adults. 5 air personalities emcee entire operation. MUSIC 80%: half albums, half singles, comprising 50% current selling popular, 25% standard, 25% modern country music during English language segments, plus 4 hours Spanish current selling popular music programming each afternoon. NEWS 15%: 5 min at :30 includes local, regional, national, and world news. 15 min news summaries at 7:45 am, noon, 5 pm. News headlines and weather at :30. Talk 5%. **COMMERCIAL POLICY:** maximum of 18 minutes commercial time permitted within any hour, Bemota broadcast facilities available. Rec'd 3/28/68.

1. **PERSONNEL**
President—Don Funkhouser.
Gen'l & Sales Manager—Bill Brink.
2. **REPRESENTATIVES**
500 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
3. **FACILITIES**
150,000 w.; 800 kc. Non-directional.
Operating schedule: 5-7 am. MST.
4. **AGENCY COMMISSION**
15% on net time; no cash discount.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group.

TIME RATES
No. 11 ET 8/1/69—Rec'd 8/6/69.

6. **SPOT ANNOUNCEMENTS**

1 min.	30 sec	15 sec
1 x	3.75	5.40

TEXAS

Floydada—KFLD—Continued

Two 15 min news, 7:45 am & 11:45 am. 5 min news hourly, weather at 15, headlines and weather on half hour. Women's program 9 am M-F. Live and tape local sports and school interest programs. Sun morning religious interest. Spanish: 1 pm-sign-off ethnic music, air personality with occasional talk. NEWS: hourly. Weather, sports, school news hourly. Drama 4:15-4:30 pm M-F. Separate English and Spanish staff. Written commercials translated free. Contact Representative for further details. Rec'd 8/28/68.

- PERSONNEL**
President—B. A. Robertson.
General Manager—Betty Holmes.
- REPRESENTATIVES**
National Time Sales.
Southern—Mario Messina Company.
- FACILITIES**
250 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% no cash discount; due by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 21c, 22a, 22b, 23b, 28c.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60c.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KCRS Radio Network.
Member: National Spanish Language Network, National AgRadio Groups, Inc.

15/0 time only.

15% no cash discount; due by 10th.

TIME RATES
ET 11/1/68—Rec'd 11/6/68.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES
(within 1/2 hour periods)

1x	2x	3x	4x	5x	6x	7x	8x	9x	10x	11x	12x	13x	14x	15x	16x	17x	18x	19x	20x
1 min	3.40	3.25	3.10	2.90	2.70	2.50	2.30	2.10	1.90	1.75	1.65	1.55	1.45	1.35	1.25	1.15	1.05	0.95	0.85
30/20 sec	2.70	2.60	2.50	2.30	2.15	2.00	1.85	1.70	1.55	1.45	1.35	1.25	1.15	1.05	0.95	0.85	0.75	0.65	0.55
10 sec	2.20	2.10	2.00	1.90	1.75	1.65	1.55	1.45	1.35	1.25	1.15	1.05	0.95	0.85	0.75	0.65	0.55	0.45	0.35

7. PACKAGE PLANS
WEEKLY PACKAGE
ROS: 10 tl 20 tl 30 tl 40 tl
1 min 2.90 2.70 2.50 2.30
30/20 sec 2.30 2.15 2.00 1.85
10 sec 1.90 1.75 1.65 1.55
All spots combinable for frequency discount.

8. PROGRAM TIME RATES
Rates received November 12, 1965.

1 hr	26x	52x	104x	156x	208x	312x
1 hr	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hr	26.00	25.00	24.00	23.00	22.00	20.00
1/4 hr	17.00	16.50	16.00	15.00	14.00	13.00
5 min	12.00	11.50	11.00	10.00	9.50	9.00

FORT STOCKTON

Frees County—Map Location A-6
See BRDS consumer market map and data at beginning of the State.

KFST

1954
Subscriber to the NAB Radio Code
Media Code 4 245 3250 5.00
KFST, Inc., Box 1327, Marathon Rd., Ft. Stockton, Tex. 79735. Phone 915-336-2228.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jim Hawkins.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Southwest—Riley Representatives,
National Time Sales. (Spanish)
- FACILITIES**
250 w. days; 860 kc. Non-directional.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 62b, 62a.
Cancellation: 73a.
Affiliated with Keystone Network.
Member: Texas State Network, Southeastern Key, Market Network.

TIME RATES
ET 2/1/67—Rec'd 2/8/67.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	208x	312x	500x
1 min	3.75	3.50	3.00	2.75	2.50
30 sec	3.00	2.80	2.40	2.20	2.00

7. PACKAGE PLANS
(1/2 guaranteed Drive Time)

PER WK:	10 tl	20 tl	30 tl	40 tl
1 min	3.00	2.75	2.50	2.25
30 sec	2.40	2.20	2.00	1.80

FORT WORTH (6 AM; 5 FM)

(Also see Dallas)
Tarrant County—Map Location E-4
See BRDS consumer market map and data at beginning of the State.

NOTE
Frequencies 570 and 820 are shared and interchanged by stations WBAP and WFAA. These stations are presented alphabetically by call letter under both FORT WORTH and DALLAS City Headings. Check "Operating Schedules" in the listings for complete details.

KBUY



Media Code 4-245 3275 2.00
A John Walton Station, Box 2049, Seminary South, Ft. Worth, Tex. 76116. Phone 817-926-4606.

- PERSONNEL**
Owner—John B. Walton, Jr.

- General Manager—Roy L. Lemons.**
- REPRESENTATIVES**
Program Director—Stan Wilson.
Vice Pres. & Gen'l Sales Mgr.—Ray Menefee.
Program Director—Geo. Erwin.
- FACILITIES**
50,000 w. days, 1,000 w. nights; 1540 kc.
Directional—separate pattern day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast midnight-5 am. For non-simulcast facilities see KBUY-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20b, 25a.
Contracts: 40a.
Contract must be completed within 12 months.
Member: Texas State Network.
Sold in combination with KBOX, Dallas. See that listing for rates.

TIME RATES
ET 1/1/69—Rec'd 1/7/69.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-5 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

AA	11	6 tl	12 tl	18 tl	24 tl
A	29	27	26	25	24
B	28	24	23	22	21
30 sec	15	14	13	12	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNTS
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min

1 hr	150.00	90.00	60.00	30.00
1/2 hr	148.00	85.00	57.00	28.00
1/4 hr	135.00	81.00	54.00	27.00
5 min	127.00	78.00	51.00	25.00
104 tl	112.00	67.00	45.00	22.00
312 tl	105.00	63.00	42.00	20.00

KBUY-FM

- 1954
Media Code 4 245 3276 0.00
A John Walton Station, Box 2049, Seminary South, Ft. Worth, Tex. 76115. Phone 817-926-4606. Dallas—Phone 214-264-1351.
- PERSONNEL**
President—John B. Walton Jr.
General Manager—Roy L. Lemons.
Program Director—Marcos Rodriguez Sanchez.
 - FACILITIES**
ERP 100,000 w.; 93.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 434 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-midnight. For simulcast facilities see KBUY.
 - AGENCY COMMISSION**
15% on time; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4b, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20b, 24c.
Contracts: 40a.
Member: National Spanish Language Network.

TIME RATES
Rates received November 12, 1965.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	10 sec
1 tl	12.00	9.60	8.00
6 tl	10.00	8.00	5.00
10 tl	8.00	6.40	4.00
20 tl	6.00	4.80	3.00
30 tl	5.00	4.00	2.50
40 tl	4.00	3.20	2.00

KCWM (FM)

1962

Stereo
Country Music



- Media Code 4 245 3288 5.00
KXOL, Inc., Box 2287, 1705 W. 7th St., Fort Worth, Tex. 76102. Phone 817-335-9511.
- PERSONNEL**
President—Wendell Mayes.
Vice-President—J. D. "Dick" Osburn.
Manager—Rusty Reynolds.
 - REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
 - FACILITIES**
ERP 20,000 w.; 99.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 274 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
See KXOL listing for coded regulations.
AM facilities: KXOL.

TIME RATES
ET 8/1/68—Rec'd 8/1/68.

7. PACKAGE PLANS

PER WK:	1 tl	12 tl	24 tl
1 min	6	5	5
20/30 sec	80% of 1-min.	10 sec: 50% of 1-min.	

CONSECUTIVE WEEKS DISCOUNT
26 wk—4% 52 wk—8%

KFJZ

1922

BLAIR RADIO
Independent



Subscriber to the NAB Radio Code
Media Code 4 245 3300 8.00
Texas State Network, Inc., Box 1317, 4801 W. Freeway, Fort Worth, Tex. 76101. Phone 817-737-6631. TWX 817-891-8291.

- PERSONNEL**
Pres. & Gen'l Mgr.—Stan Wilson.
Vice Pres. & Gen'l Sales Mgr.—Ray Menefee.
Program Director—Geo. Erwin.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
McLendon Sta Sales Office: See Rep & S/O pages.
5,410 w.; 1270 kc.
Directional—Same pattern all hours.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 61c.
Cancellation: 70c, 71a, 73a.
Affiliated with Blair Represented Network.
Sold in combination with KLIFF Dallas. See that listing for rates and details.

TIME RATES
ET 7/1/68—Rec'd 6/5/68.

7. PACKAGE PLANS

A—Mon thru Fri 6-10 am & 3-7 pm.	1 min	Sta brk	ID's
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.	40.00	32.00	24.00
C—Daily 7 pm-midnight; Sun 6 am-noon.	30.00	24.00	18.00
	28.00	22.50	17.00
	27.00	21.75	16.25
	26.00	21.00	15.25
	25.00	20.00	15.00

CLASS B

Less than 6 tl	27.00	21.75	16.25
6 tl	25.00	20.00	15.00
12 tl	24.00	19.25	14.50
18 tl	23.00	18.50	14.00
24 tl	22.00	17.75	13.25
30 tl	21.00	17.00	12.75
36 tl	20.00	16.00	12.00

CLASS C

Less than 6 tl	16.00	13.00	9.75
6 tl	14.00	11.25	8.50
12 tl	13.00	10.50	8.00
18 tl	12.00	9.75	7.25
24 tl	11.00	9.00	6.75
30 tl	10.00	8.00	6.00
36 tl	9.00	7.25	5.50

Minutes, station breaks and ID's may be combined for maximum frequency.

DISCOUNTS
52 wk—8%

PER WK: Specified pos. (6-10 am only) 40.00 32.00 24.00
Less than 6 tl 30.00 24.00 18.00
6 tl 28.00 22.50 17.00
12 tl 27.00 21.75 16.25
18 tl 26.00 21.00 15.25
24 tl 25.00 20.00 15.00

KFJZ-FM

NOTE: The call letters of this station have been changed to:

KWXI (FM)

KFWT (FM)

1947
Media Code 4 245 3325 5.00
Trinity Broadcasting Co., Inc., Box 852, Fort Worth, Tex. 76101. Phone 817-534-4801.

- PERSONNEL**
President—W. C. Windsor, Jr.
Program Director—Mickey Murphy.
General Manager—R. E. Weatherford.
- REPRESENTATIVES**
Roger Coleman, Inc.
- FACILITIES**
ERP 100,000 w. (horiz), 97,000 w. (vert); 102.1 mc.
Operating schedule: 24 hrs. daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6b, 8.
Basic Rates: 20b, 22a.
Contracts: 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 73a.
Prod. Services: 81, 82.

TIME RATES
ET—Rec'd 4/4/68.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	312x
1 min	20	18	16	14	12
30 sec	17	15	13	11	9

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	20 tl
1 min	14	12	10
30 sec	11	9	8

KJIM

1948

Media Code 4 245 3350 3.00
KJIM Broadcasting Co., Box 7321, 2214 E. 4th St., Fort Worth, Tex. 76111. Phone 817-336-7175.

STATION'S PROGRAMMING DESCRIPTION
KJIM: Programmed for housewives and commuters, featuring middle-of-the-road music. 5 min news on hour, headlines on half hour. Stock market reports at 11:30 am & 3:30 pm. Subscribers to UPI wire and audio services. Contact Representative for further details. Rec'd 8/3/67.

- PERSONNEL**
General Manager—George Faulder.
Assistant General Manager—Cleon Nettles.
Operations Manager—Dick Fain.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
Southwest—Riley Representatives.
- FACILITIES**
250 w. days; 870 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.

Basic Rates: 20b, 21a, 21h, 22a, 22b, 23a, 24a, 24c, 28c, 31, 33a.
Contracts: 40a, 41, 45, 46, 50.
Comb.: Cont. Discounts: 60b, 60f, 62b.
Cancellation: 70a, 70c, 72.
Prod. Services: 80, 82.

TIME RATES
ET 2/1/69—Rec'd 1/2/69.

AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	6 tl	11 tl	21 tl
AA	16	14	13	12
A	13	11	10	9
20/30 sec: 85% of 1-min.	10 sec:	50% of 1-min.		

- SPECIAL FEATURES**
5-minute Newscasts—1-1/2 x 1-min rate.

KNOK

1946

Independent Negro



Media Code 4 245 3375 0.00
KNOK Broadcasting Co., Inc., Box 7116, 3601 Kimbo Rd., Fort Worth, Tex. 76111. Phone 817-831-1278.
Dallas office: Box 432, 1914 Forest Ave., Dallas, Tex. 75202. Phone 214-421-4144.

STATION'S PROGRAMMING DESCRIPTION
KNOK: Programmed for Negro listener.
MUSIC: rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min at 5:55, community oriented. Broadcast legitimate public service requests, participate in fund drives for various community activities. Sports programming features sports director. Contact Representative for further details. Rec'd 8/29/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Stuart J. Hepburn.
Sales Manager—Dean McClain.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KNOK-FM.

- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60l, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81.
All announcements routed in program sequence desired. National, regional and local rates same for product advertising only.

TIME RATES
ET 1/1/69—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS

1x	22.00	156x	20.00
26x	21.50	260x	19.50
52x	21.00	312x	19.00
30 sec:	10.50		

30 sec: 80% of 1-min.

7. PACKAGE PLANS
1 MINUTE—ROS

PER WK, EA:	14.50	24 tl	16.50
42 tl	15.00	18 tl	17.00
36 tl	15.50	12 tl	17.50
30 tl	16.00		

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

1x	1 hr
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KRLD KRLD-FM

1928 1948
CITY OF LICENSE
DALLAS

CBS Radio Network

HR Representatives, Inc.

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Dallas, Texas.)
Media Code 4 245 5375 1.00
The Dallas Times Herald, 400 N. Griffin St., Dallas, Tex. 75202. Phone 214-742-5711. TWX 214-899-8072.

1. PERSONNEL
President—Clyde W. Rombert.
Vice-Pres. Gen'l Mgr. & Sales Mgr.—W. A. Roberts.
Asst'to Mgr. Prod., Prog.—Dan McGraw.

2. REPRESENTATIVES
H-B Representatives, Inc.

3. FACILITIES
50,000 w.; 1080 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
Simulcast 11:30 pm-noon. FM stereo mon-11:30 pm.
FM FACILITIES: ERP 100,000 w.; 92.5 mc.
Antenna ht.: 1,685 ft. above average terrain.

4. AGENCY COMMISSION
15/0. Bills payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES
Rev 8/1/69—Rec'd 7/18/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Fri 7 pm-8 am; Sat 10 am-Mon 6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	2x	5x	10x	15x	20x	31x
1 min.	85	81	77	70	67	64	60
30/30 sec.	66	63	61	58	55	53	50
10/less	44	42	41	39	38	36	34

CLASS AA

PER WK:	1x	2x	5x	10x	15x	20x	31x
1 min.	70	67	64	61	58	55	52
30/30 sec.	60	57	55	53	50	48	45
10/less	40	39	37	36	34	33	31

CLASS A

PER WK:	1x	2x	5x	10x	15x	20x	31x
1 min.	55	53	51	49	47	45	43
30/30 sec.	45	44	42	41	39	38	36
10/less	28	27	26	25	24	23	22

CLASS B

PER WK:	1x	2x	5x	10x	15x	20x	31x
1 min.	40	39	38	36	34	32	29
30/30 sec.	29	28	26	25	24	23	22
10/less	24	23	22	21	20	19	18

7. PACKAGE PLANS
ROTATING PLAN PACKAGES

PER WK:	1 min 20/30	30 sec 20/30	1 min 20/30	30 sec 20/30
30 tl.	55	44	33	27
18 tl.	45	34	23	19
12 tl.	35	24	13	10
6 tl.	25	14	5	4

TOTAL AUDIENCE PLAN

PLANS:	I	II	III	IV
5:30-10 am	1	4	3	2
10 am-3 pm	10	8	6	4
3-7 pm	16	4	3	2
7 pm-mid and/or wknds.	7	4	3	2
Total spots	30	24	18	12

PER WK, I MIN:

Plan	I	II	III	IV
Plan I—30 tl.	33.00			
Plan II—24 tl.	35.50			
Plan III—18 tl.	37.00			
Plan IV—12 tl.	39.50			

ANNUAL RATES
(1,000 spots used in 1 yr or less)

FIXED POS:	AAA	AA	A	B
1 min.	50	45	35	20
30 sec.	40	36	28	16
10 sec/less	30	27	21	12

PROGRAM TIME RATES
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10:30 pm; Sat 10 am-10:30 pm; Sun 6 am-10:30 pm.
B—Daily 10:30 pm-6 am.

CLASS AAA

1 hr.	1/2 hr.	1/4 hr.	5 min.
400	380	350	340
225	215	205	195
160	152	144	136
120	114	108	96

CLASS AA

1 hr.	1/2 hr.	1/4 hr.	5 min.
303	345	327	309
218	208	197	186
145	139	132	121
109	103	98	92

CLASS A

1 hr.	1/2 hr.	1/4 hr.	5 min.
273	259	245	231
164	155	147	139
109	103	98	92
83	78	74	68

CLASS B

1 hr.	1/2 hr.	1/4 hr.	5 min.
133	128	120	113
80	76	73	68
53	51	48	44
43	41	40	39

KWXI (FM)

(formerly KFJZ-FM)
1939

Subscriber to the NAB Radio Code
Media Code 4 245 5386 7.00
Tarrant Broadcasting Co., Inc., 4801 W. Freeway,
Fort Worth, Tex. 76101. Phone 817-737-6631. TWX
817-891-8291.

STATION'S PROGRAMMING DESCRIPTION
KWXI (FM): Programs current middle-of-the-road
music 24 hours a day. Network news at 5:55, weather,
professional football and personalities. Contact Rep-
resentative for further details. Rec'd 4/21/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stan Wilson.
Sales Manager—Ray Menefee.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 34,000 w. (vert.); 97.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 728 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent; due when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24a, 24b, 24c, 25b, 25c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61b.
Cancellation: 70e, 72, 73a.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
ET 8/1/60—Rec'd 8/15/60.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	5x	10x	260+
1 min.	6.00	5.50	5.00	4.50
30 sec.	4.00	3.75	3.50	3.25

7. PACKAGE PLANS
SPOT SATURATION PLANS—ROS

PER WK:	28 tl	35 tl	42 tl
PER DAY:	4 tl	5 tl	6 tl
EA	4.00	3.75	3.50

8. PROGRAM TIME RATES
1 HR: Open
6-10 am daily (incl. 5 min news) 40 35 30

1. PERSONNEL
President—Wendell Mayes.
Vice-Pres. & Gen'l Mgr.—J. D. "Dick" Osburn.
Sales Manager—Cal Druyman.

2. REPRESENTATIVES
Robert E. Eastman & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time; 5% talent, eng., transcribing.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a, 26a, 33d.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 73b.
Affiliated with The Eastman Network.
All spots and 5-minute newcast may be combined to
determine number of units per week on spots only, so
long as BTA spots of the same length are properly
distributed by time classification. Each spot and 5-
minute newcast count as a unit.
FM facilities: KCWM (FM).

TIME RATES
No. 14 ET 6/1/67—Rec'd 5/3/67.
Rev. 11/4/68—Rec'd 1/27/69.

7. PACKAGE PLANS

PER WK, EA:	1 tl	12 tl	18 tl	24 tl
1 min.	23.00	22.00	21.00	20.00
30/20 sec.	18.40	17.60	16.80	16.00
10 sec.	11.50	11.00	10.50	10.00

CLASS II

1 min.	30/20 sec.	10 sec.
21.00	20.00	18.00
16.00	15.00	14.00
10.50	10.00	9.00

CLASS III

1 mi	30/20	10
16.00	15.00	13.00
12.80	12.00	10.40
8.00	7.50	6.50

PER WK, EA:

CLASS IV	1 tl	12 tl	18 tl	24 tl
1 min.	9.00	8.00	7.00	6.00
30/20 sec.	7.20	6.40	5.60	4.80
10 sec.	4.50	4.00	3.50	3.00

CLASS V

1 min.	30/20 sec.	10 sec.
19.80	18.00	17.00
15.20	14.40	13.80
9.50	9.00	8.50

CONSECUTIVE WEEKS DISCOUNTS
26 wk—4%
Minimum wkly sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

8. PROGRAM TIME RATES
5 min: 1-1/2x 1-min.

WBAP
1922

Subscriber to the NAB Radio Code
Media Code 4 245 5450 1.00
Fort Worth Star-Telegram, Box 1780, 3900 Barnett
St., Fort Worth, Tex. 76101. Phone 817-538-1981.
TWX 1-910-893-5069.

1. PERSONNEL
Operations Manager/Radio—Hal Chesnut.
Sales Manager—Guy Woodward, Jr.
Program Manager—Don Harris.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
820-WBAP, 50,000 w.; 820 kc. Non-directional.
570-WBAP, 5,000 w.; 570 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 28a, 29a, 33a.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with NBC.
Amiliated with American Entertainment Network.

SPECIAL NOTICE: WBAP operates as one full time
station dividing a 24 hour daily schedule between
two frequencies as shown above in accordance with
rates as shown below.

TIME RATES
No. 13-A ET 3/8/69—Rec'd 2/20/69.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7-10 pm;
Sat & Sun 5 am-10 pm.
B—Daily 10 pm-6 am.
F—Farm Programs Mon thru Sat 6-6:30 am; Mon
thru Fri 12:30-1 pm.

6. SPOT ANNOUNCEMENTS
AM ONLY

PER WK:	1 tl	6 tl	12 tl	18 tl	24+
1 min.	23	25	23	21	20
30/20 sec.	24	22	20	19	18
10/less	24	22	20	19	18

30/20 SECONDS

1 x	52 x	156 x	312+
22	20	18	15
19	17	15	14
20	18	16	14
19	17	15	13

10 SECONDS

1 tl	52x	156x	312+
17	16	15	14
14	13	12	11

CLASS AA
1 MINUTE

PER WK:	1 tl	6 tl	12 tl	18 tl	24+
1 x	19	18	17	16	15
52 x	19	17	15	14	13
156 x	18	16	14	13	12
312+	17	15	13	12	11

30/20 SECONDS

1 x	52 x	156 x	312+
16	15	14	13
15	14	13	12
14	13	12	11
13	12	11	10

CLASS A
1 MINUTE

PER WK:	1 tl	6 tl	12 tl	18 tl	24+
1 x	19	18	17	16	15
52 x	18	17	16	15	14
156 x	17	16	15	14	13
312+	15	14	13	12	11

30/20 SECONDS

1 x	52 x	156 x	312+
16	15	14	13
15	14	13	12
14	13	12	11
13	12	11	10

CLASS B
1 MINUTE

PER WK:	1 tl	6 tl	12 tl	18 tl	24+
1 x	14	12	11	10	8
6 tl	12	10	9	8	7
12+	10	8	7	6	5

30/20 SECONDS

1 tl	52x	156x	312+
12	11	10	9
10	9	8	7

CLASS F
1 MINUTE

PER WK:	1x	52x	156x	260+
1 min.	30	28	27	25
6 tl	27	25	24	22
12+	24	23	22	20

10-second spots may combine only with themselves for
frequency and weekly discounts.

TEXAS

AM/F

TEXAS

Fort Worth—WBAP-FM—Continued

- PERSONNEL**
Director of Operations—Hal Chesnut.
Program Manager—Don Harris.
- REPRESENTATIVES**
Henry I. Chistal Co., Inc.
- FACILITIES**
ERP 88,000 w.; 96.3 mc.
Operating schedule: 6:00 am-midnight daily. CST.
Antenna ht.: 1,440 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
No. 6 Eff 8/1/68—Rec'd 3/4/68.
AA—Mon thru Sun 6 pm-midnight.
A—Mon thru Sun 6 am-6 pm.

- SPOT ANNOUNCEMENTS**
CLASS AA OR A
- PACKAGE PLANS**
ROB, 20 or more per wk
- PROGRAM TIME RATES**
CLASS AA

SPOT ANNOUNCEMENTS
CLASS AA OR A

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 hr	1 hr	1 hr
1 1/2 hr	1 1/2 hr	1 1/2 hr

PACKAGE PLANS
ROB, 20 or more per wk

1 min	105.00	80.00	66.00	52.50	39.00	21.00
1 hr	280.00	200.00	160.00	120.00	80.00	40.00

PROGRAM TIME RATES
CLASS AA

1 hr	1 1/2 hr	2 hr
25.00	37.50	50.00

SPECIAL FEATURES
5 MINUTE NEWS
(Class AA or Class A)

1-4 ti	5.00	10 or more ti	3.50
5-9 ti	4.00	10 or more ti	3.50

WFAA
DALLAS
City of license, Dallas, Texas.
WFAA, Dallas (shares time with WBAP, Fort Worth) is considered by the National Broadcasting Company and American Broadcasting Company as their Fort Worth-Dallas outlet.
See listing under Dallas, Tex.

FREDERICKSBURG

Gillespie County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KNAF
1947
Media Code 4 245 3475 8.00
Gillespie Broadcasting Co., Box 311, Security State Bank Bldg., Fredericksburg, Tex. 78624. Phone 812-987-2300.

- PERSONNEL**
General Manager—Norbert A. Fritz.
Commercial Manager—Francis J. Walsh.
Program Director—Mrs. Alene Fritz.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days; 910 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24b, 25c, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 42c, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
Rates received August 1, 1958.

SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	2 times	3 times	4 times	5 times	6 times	7 times	8 times	9 times	10 times
39.00	33.40	23.40	14.45	9.35	8.00	3.90	3.90	3.90	3.90
13 times	38.20	22.90	14.15	9.15	8.50	2.80	2.80	2.80	2.80
26 times	37.05	22.20	13.70	8.90	8.35	2.70	2.70	2.70	2.70
52 times	35.10	21.10	13.00	8.45	8.05	2.60	2.60	2.60	2.60
104 times	32.35	19.40	12.00	7.75	7.45	2.35	2.35	2.35	2.35
156 times	29.25	17.55	10.80	7.00	6.70	2.10	2.10	2.10	2.10

Automotive rate, not retroactive, flat. 2.90
(* One minute or less.

FREEPOT

Brazoria County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

KBRZ
1952
Media Code 4 245 3500 3.00
Radio Brazoport, Inc., Box 2077, Brazoport Savings Center, Freeport, Tex. 77541. Phone 771-233-2635.

- STATION'S PROGRAMMING DESCRIPTION**
KBRZ: Adult programming.
FARM: Livestock and farm report 5:55 am M-F, 12:55 pm M-F. Women's feature 9:05-10 am M-F. News, weather, sports blocks M-S 6:30-6:45 am & 6:55-7:10 am, M-F 4:55-5:15 pm. Stock market report 4:30 pm M-F. Fishing report 5:15 pm M-S. News roundups noon-12:15 pm & 4-4:15 pm. Other news on hour, headlines on half hour. Weather briefs on quarter hour. News coverage by 3 man news team and UPL MUSIC: format ranges from middle-of-the-road to pops. Country and western 5:30-5:55 am M-S, 12:15-12:55 pm, M-F & 12:15-sign-off Sat. Rec'd 8/18/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mrs. Sue B. Hairgrove.
Sales Manager—Randy Griffin.
- FACILITIES**
500 w. days; 1460 kc. Non-directional.
Operating schedule: 5:30 am-local sunset Mon thru Sat; 7:00 am-local sunset Sun. CST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
Rates effective — (Card No. 6.)
Card received January 15, 1965.

SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 hr	1 hr	1 hr
1 1/2 hr	1 1/2 hr	1 1/2 hr

FRIONA

Farmar County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

KNNN
1966
Media Code 4 245 3512 8.00
KNNN Broadcasting Corp., Box 1028, Friona, Tex. 79035. Phone 806-247-2733.

- PERSONNEL**
General Manager—Ted Lamora.
Program Director—Tommy Haney.
Traffic Mgr. & News Dir.—Dora Johnson.
- REPRESENTATIVES**
Vic Plano Associates, Inc.
- FACILITIES**
250 w. days; 1070 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3c, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11g, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 44b, 45, 47a, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 61b, 62c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 8/1/68—Rec'd 8/21/68.

SPOT ANNOUNCEMENTS

1 min	1 1/2 hr	1 1/2 hr	1 1/2 hr	10 min	5 min
1 x	45	25	17	12	7

GAINESVILLE (1 AM; 1 FM)

Cooke County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KGAF
1947
Media Code 4 245 3525 8.00
White Fuel Corp., Box 368, Radio Hill, Training School Rd., Gainesville, Tex. 75240. Phone 817-465-5546.

- PERSONNEL**
General Manager—Phil Keener.
Commercial Manager—Ed Hinkle.
- REPRESENTATIVES**
Southwest—Riley Representatives.
- FACILITIES**
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 29a.
Contracts: 40a, 41, 42a, 44b, 47a.
Comb.: Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 1/10/68—Rec'd 1/29/69.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—Mon thru Sat 9 am-4 pm; Sun 7 am-6 pm.

SPOT ANNOUNCEMENTS
AM/FM COMBINATION

PER YEAR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	5.00	3.75	2.50	4.00	3.00	2.00
50 x	4.75	3.55	2.35	3.80	2.85	1.90
100 x	4.50	3.35	2.25	3.60	2.70	1.80
200 x	4.25	3.20	2.10	3.40	2.55	1.70
300 x	4.00	3.00	2.00	3.20	2.40	1.60
400 x	3.75	2.80	1.85	3.00	2.25	1.50
500 x	3.50	2.60	1.75	2.80	2.10	1.40
1000 x	3.25	2.45	1.60	2.60	1.95	1.30
3000 x	3.00	2.25	1.50	2.40	1.80	1.20
6000 x	2.50	1.85	1.25	2.00	1.50	1.00

7. PACKAGE PLANS
ROS:
1 min..... 5.00
30 sec..... 3.70
10 sec..... 2.50

BILLBOARDS
PER 7 CONSEC DAY, ROS:
10 sec..... 1.60 1.50

- PROGRAM TIME RATES**
AM/FM COMBINATION
CLASS AA
- PERSONNEL**
General Manager—Phil Keener.
Commercial Manager—Ed Hinkle.
- REPRESENTATIVES**
Southwest—Riley Representatives.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 29a.
Contracts: 40a, 41, 42a, 44b, 47a.
Comb.: Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 1/10/68—Rec'd 1/29/69.

SPOT ANNOUNCEMENTS
(6 pm-midnight)

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 hr	1 hr	1 hr
1 1/2 hr	1 1/2 hr	1 1/2 hr

KGAF-FM
1958
Media Code 4 245 3526 8.00
White Fuel Corp., Box 368, Radio Hill, Training School Rd., Gainesville, Tex. 75240. Phone 817-465-5546.

- PERSONNEL**
General Manager—Phil Keener.
Commercial Manager—Ed Hinkle.
- REPRESENTATIVES**
Southwest—Riley Representatives.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 29a.
Contracts: 40a, 41, 42a, 44b, 47a.
Comb.: Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 1/10/68—Rec'd 1/29/69.

SPOT ANNOUNCEMENTS
(6 pm-midnight)

1 min 30 sec	1 min 30 sec	1 min 30 sec
1 hr	1 hr	1 hr
1 1/2 hr	1 1/2 hr	1 1/2 hr

- PERSONNEL**
General Manager—Frank Junell.
Vice-Pres. & Gen'l Mgr.—Tom Wisheart.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Dallas—Riley Representatives.
- FACILITIES**
250 w. days; 1400 kc. Non-directional.
Operating schedule: 24 hrs. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28b, 30.
Contracts: 40a, 42a, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
No. 12 Eff 2/1/69—Rec'd 2/10/69.
AA—6-9 am, 11:30 am-1:30 pm & 4-7 pm.
A—All other times.

SPOT ANNOUNCEMENTS
CLASS AA

1 min	100x	250x	500x
30 sec	12.00	10.75	9.50
10 sec	9.80	8.60	7.60
10 sec	7.20	6.45	5.70

CLASS A

1 min	10.00	8.75	7.50
30 sec	8.00	7.00	6.00
10 sec	6.00	5.25	4.50

KGBC
1947
Media Code 4 245 3550 8.00
Harbor Broadcasting Co., Inc., Box 1138, Pelican Island, Galveston, Tex. 77550. Phone 713-744-4567.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—George D. "Steve" Cowan.
Vice. Pres. Sales—Fred Katool.
Vice Pres. Oper.—Vandy Anderson.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1540 kc.
Directional—nighttime only.
Operating schedule: 5:30-1 am. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 25a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 71a, 73a.
Affiliated with American Information Network.

TIME RATES
No. 14 Eff 6/1/68—Rec'd 6/26/68.

SPOT ANNOUNCEMENTS
1-MINUTE CONTRACT RATES

AA	8.00	7.50	7.00	8.00	5.50
A	6.50	6.00	5.50	5.00	4.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
1-MINUTE
PER WK, EA: 10 ti 15 ti 20 ti 30 ti 40 ti
Fixed or AA: 8.00 7.50 7.00 6.50 6.00
BTA: 6.50 6.00 5.50 5.00 4.50
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1/2 hr	45.00	42.50	40.00	37.50	35.00
1/4 hr	30.00	28.00	26.00	24.00	22.00
5 min	15.00	14.00	13.00	12.00	11.00

KGBC-FM

1968

Media Code 4 245 3551 6.00
Harbor Broadcasting Co., Box 1138, Galveston, Tex. 77550. Phone 713-744-4567.

- PERSONNEL**
Vice-Pres. & Mgr.—Vandy Anderson.
Chief Engineer—Luke Stripling.
Program Director—Hurt Porter.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 26,000 w.; 106.5 mc. Stereon.
Operating schedule: 5-1 am. CST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station, 10th of month.
- GENERAL ADVERTISING** See coded regulations
See KGBC for coded regulations.
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 1/68—Rec'd 4/24/68.

SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	28 ti	14 ti	7 ti	4 ti	1 ti
1 wk	1.80	1.00	2.00	2.20	2.50
13 wk	1.65	1.75	1.80	2.00	2.20
26 wk	1.55	1.60	1.65	1.80	2.00
52 wk	1.40	1.50	1.60	1.65	1.80

7. PACKAGE PLANS
ROS

PER WK, EA:	70 ti	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	105.00	80.00	66.00	52.50	39.00	21.00
PER MO, EA:	280 ti	200 ti	160 ti	120 ti	80 ti	40 ti
1 min	406.00	300.00	240.00	180.00	120.00	60.00

Package plans not combinable with other spots for frequency discounts.

CONSISTENT IMPRESSION PLAN-ROS
(rotated daily throughout schedule)
(minimum schedule 13 weeks)

PER DAY: PER WK: 13 wk 26 wk 52 wk
1 ti..... 7 ti..... 6 ti..... 5 ti.....
2 ti..... 11 ti..... 10 ti..... 9 ti.....
3 ti..... 21 ti..... 15 ti..... 14 ti.....

PROGRAM TIME RATES
WITHIN 52 WEEKS

5 min	5.90	4.50	4.05	3.65	3.30
10 min	7.50	6.75	6.05	5.45	4.90
1/4 hr	10.00	9.00	8.10	7.30	6.65
1/2 hr	15.00	13.50	12.15	10.95	9.85

KILE

1922

Media Code 4 245 3575 5.00
Galveston Radio, Inc., Box 1441, Galvez Hotel, Galveston, Tex. 77550. Phone 713-762-8434.
Other studio: Texas City, Tex. Phone W1 5-4056.

- PERSONNEL**
President—Frank Junell.
Vice-Pres. & Gen'l Mgr.—Tom Wisheart.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Dallas—Riley Representatives.
- FACILITIES**
250 w. days; 1400 kc. Non-directional.
Operating schedule: 24 hrs. CST.

Georgetown—KGTN—Continued

Contracts: 40a, 51a.
Comb.; Cont. Discounts: 60b.
Cancellation: 73b.
Prod. Services: 82.
Member: Texas State Network.

TIME RATES
ET 5/1/67—Rec'd 5/4/67.

7. PACKAGE PLANS

PER MO:	1 tl	13 tl	26 tl	30 tl
1 min	4.00	3.50	3.25	3.00

Per hr
35 tl 98.25 100 tl 250.00
70 tl 138.50 200 tl 400.00
10 sec ID: 1.50 (minimum 30).

8. PROGRAM TIME RATES

5 min	6.00
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GLADEWATER

Gregg County—Map Location G-5
Upshur County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KEES
1949

NAB **RAB**

Media Code 4 245 3625 8.00
Gemini Enterprises, Box 1426, Gladewater, Tex.
75847. Phone 214-845-3011.

1. PERSONNEL
General Manager—Del Morton.
Station Manager—Bob Brown.

2. REPRESENTATIVES
Savall/Gates, Inc.
Morton Time Sales, Inc.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays;
7:00 am-local sunset Sun. CST.

4. AGENCY COMMISSION
15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21b, 22b, 23a, 24c, 25c, 28b, 28c.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70d, 72a, 73a.
Prod. Services: 81, 82.
Member: All-Tex Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective
Rates received December 3, 1965.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 30 sec	1 min 30 sec
1 tl	5.00 4.00 18 tl	4.25 3.25
6 tl	4.75 3.75 24 tl	4.00 3.00
12 tl	4.50 3.50	

8. PROGRAM TIME RATES

1 tl	10.00	1/4 hr	1/2 hr	1 hr
26 tl	9.00	19.00	32.00	46.00
52 tl	8.00	18.00	29.00	42.00
104 tl	7.00	17.00	26.00	38.00
156 tl	6.50	16.00	23.00	34.00
312 tl	6.00	15.00	20.00	30.00

KLUE

LONGVIEW
City of license, Longview, Texas.
Considered by Mutual Broadcasting System as their Longview-Gladewater outlet.
See listing under Longview, Texas.

GONZALES

Gonzales County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KCTI

NAB **RAB**

Media Code 4 245 3650 8.00
Gonzales Broadcasting Co., 425 S. George St., Gonzales, Tex. 78629.

1. PERSONNEL
Owners—L. M. Walshak, Frank Wilson, Jr.
Gen'l & Com'l Mgr.—Lawrence M. Walshak.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 10:30 am-6:00 pm Sun; 6:30 am-10:00 pm weekdays. CST.

4. AGENCY COMMISSION
15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b.
Basic Rates: 21a, 22a, 23a, 24b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60g, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Keystone Network.

TIME RATES (Card No. 1.)
Rates effective December 1, 1947.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	24.80	15.00	8.95	4.35	3.15	1.90
26 times	23.80	14.45	8.60	4.20	3.08	1.85
52 times	22.80	13.90	8.25	4.05	3.01	1.80
104 times	21.80	13.35	7.90	3.90	2.94	1.75
156 times	20.80	12.80	7.55	3.75	2.87	1.70
280 times	19.80	12.25	7.20	3.60	2.80	1.65
312 times	19.80	11.70	6.95	3.45	2.73	1.60

(*) 50 words or less.

10. SPECIAL FEATURES

News:	tl	tl	tl	tl	tl	tl
1/4 hour	10.95	10.50	9.60	9.15	8.70	8.25
5 minutes	5.25	5.05	4.85	4.65	4.45	4.25

News rates apply to: News, markets and sports.

GRAHAM

Young County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KSWA

NAB

Media Code 4 245 3675 3.00
Norman Radio, Inc., Box 1050, Graham, Tex. 76046.
Phone 817-549-1330.

1. PERSONNEL
President—Charles E. Moore.
General Manager—Curtis Short.
Assistant Manager—James M. Jones.

2. REPRESENTATIVES
Southwest—Riley Representatives.

3. FACILITIES
500 w. days; 1330 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 23b, 24b, 25a, 28a, 30, 33d.
Contracts: 40a, 42a, 44a, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: Texas State Network.

TIME RATES
No. 7 ET 1/1/69—Rec'd 2/7/68.

6. SPOT ANNOUNCEMENTS

PER VR:	1x	50x	100x	250x	500x	1000x
1 min	4.50	4.25	4.00	3.75	3.50	3.00
30 sec	3.80	3.40	3.20	3.00	2.80	2.40
10 sec	2.25	2.15	2.00	1.90	1.75	1.50

7. PACKAGE PLANS

WKLY:	20 tl	30 tl	40 tl	50 tl
1 min	4.00	3.75	3.50	3.25
30 sec	3.20	3.00	2.80	2.60
10 sec	2.00	1.80	1.75	1.60

GRAND PRAIRIE

Dallas County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Dallas

(including Grand Prairie, Highland Park)

GREENVILLE

Hunt County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KGVL

NAB

1946
Subscriber to the NAB Radio Code
Media Code 4 245 3700 9.00
KGVL Inc., 1400 Wolfe City Highway, Greenville, Tex. 75402. Phone 455-1400.

1. PERSONNEL
Pres. & Gen'l Mgr.—Leo Hackney.
Program Director—James D. Jones.
Chief Engineer—Jim Brashears.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 18 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with Keystone Network.
Member: Texas State Network.

TIME RATES
Rates effective February 1, 1952.
Rates received January 29, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	15	26	82	104	156	260
1 hr	45.00	42.50	40.00	37.50	35.00	30.00
1/2 hr	27.00	25.50	24.00	22.50	21.00	18.00
1/4 hr	18.00	17.00	16.00	15.00	14.00	12.00
5 minutes	9.00	8.50	8.00	7.50	7.00	6.50
1 minute	4.50	4.25	4.00	3.75	3.50	3.00

or less.

HAMILTON

Hamilton County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KCLW

NAB

1948
Subscriber to the NAB Radio Code
Media Code 4 245 3725 6.00
KCLW, Inc., Box 592, Hamilton, Tex. 76531. Phone 817-386-5269.
Other Studio—Box 274 Gatesville, Tex. Phone 865-5259.

1. PERSONNEL
General & Sales Manager—Bill Edgar.
Manager Gatesville Studio—John Ashley.

2. REPRESENTATIVES
Riley Representatives.

3. FACILITIES
250 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 62b, 62c.
Cancellation: 71a, 73a.
Affiliated with KRS.
Member: Texas State Network.

TIME RATES
Rates effective September 1, 1965.
Rates received November 15, 1965.

6. SPOT ANNOUNCEMENTS

1 min	1 tl	13 tl	26 tl	52 tl	104 tl	312 tl
30 sec	2.15	2.00	1.85	1.70	1.55	1.40
10 sec	1.50	1.35	1.20	1.05	.90	.75

7. PACKAGE PLANS

WEEKLY SATURATION PACKAGES

20 tl	1 min 30 sec	1 min 30 sec
20 tl	2.25	1.85
30	2.05	1.40

8. PROGRAM TIME RATES

1 hr	37.50	34.50	31.50	28.50	25.50	22.00
1/2 hr	21.50	20.00	18.50	17.00	15.50	14.00
15 min	14.50	13.40	12.30	11.20	10.10	9.00
5 min	7.50	6.80	6.20	5.60	5.00	4.40

Rates include all station facilities including Gatesville studios, mobile units and production.

HARLINGEN (1 AM; 1 FM)

Cameron County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KELT (FM)

NAB

1960
Media Code 4 245 3750 4.00
Harbenito Radio Corporation, Drawer 711, Harlingen, Tex. 78551. Phone 512-423-3010. TWX 512-423-8990.

1. PERSONNEL
General Manager—Otis Shumate.
Program Director—Charles Ball.
General Sales Manager—Willie Harris, Jr., Drawer 2064, Phoenix, Ariz. 85038.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
ERP 3,017 w.; 94.5 mc.
Operating schedule: 6:00-1:00 am. CST.
Antenna ht.: 700 ft. above average terrain.

4. AGENCY COMMISSION
15% on time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60d, 61a.
Cancellation: 70a, 70c, 71a, 73a.
One 30-second spot on each 1/2 hour break.
No spots will be scheduled adjacent to a sponsored hour or 1/2 hour program.
AM facilities: KGBT-TV Harlingen, Texas.
TV facilities: KGBT-TV Harlingen, Texas.

TIME RATES
Rates effective Dec. 1, 1963. (Card No. GFM-2.)
Card received January 2, 1964.

6. SPOT ANNOUNCEMENTS

1 min	1 tl	13 tl	26 tl	52 tl	104 tl	312 tl
1 min	4.00	3.50	3.00	2.50	2.00	1.50
30 sec	3.75	3.25	2.75	2.25	1.75	1.25
104 tl	3.25					

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
35.00	20.00	15.00	10.00
32.00	18.50	14.00	9.00
28.00	16.75	13.00	8.70
26.00	15.50	12.00	7.00
24.00	14.25	11.00	6.00
22.00	13.00	10.00	5.00
20.00	12.00	10.00	4.00

10. SPECIAL FEATURES
NEWS SPONSORSHIP
20% of earned rate.

KGBT

NAB **RAB**

1941
Subscriber to the NAB Radio Code
Media Code 4 245 3775 1.00
Harbenito Radio Corp., Drawer 711, Harlingen, Tex. 78551.
Studios: 1519 W. Harrison, Harlingen, Tex. Phone 512-423-3910. TWX 512-423-8990.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lloyd Elliott.
Program Manager—Martin Rosales, Jr.
Vice-Pres. & Gen'l Sales Mgr.—Willie Harris, Jr., Drawer 2064, Phoenix, Ariz. 85038.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1550 kc.
Directional—nighttime only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: KGBT-TV.
Member: The Amigo Spanish Group, Tichenor Spanish Group.

TIME RATES
No. GR 12 ET 7/1/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
30/20 sec	15.00	14.25	13.50	12.75	12.00	11.25	10.50
10 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

7. PACKAGE PLANS
(Minimum buy 1040)

PER YR:
1 min ea 14.00 30/20 sec ea 10.50

8. PROGRAM TIME RATES

1 hr	1x	15x	25x	52x	104x	156x	260x
1 hr	100.00	95.00	90.00	87.50	85.00	80.00	75.00
1/2 hr	60.00	57.00	54.00	52.50	51.00	48.00	45.00
1/4 hr	40.00	38.00	36.00	35.00	34.00	32.00	30.00
10 min	30.00	28.50	27.00	26.50	25.50	24.00	22.50
5 min	25.00	23.75	22.50	21.88	21.25	20.00	18.75

10. SPECIAL FEATURES
NEWSCAST/WEATHERCAST

PER WK: 1 tl 3 tl 5 tl 10 tl
5 min 35 30 25 20

KRGV
1927
CITY OF LICENSE
WESLACO

(This is a paid duplicate of the listing appearing under Weslaco, Texas.)
Media Code 4 245 8375 5.00
Mobile Video Tapes, Inc., 900 E. Expressway, Weslaco, Tex. 87596. Phone 512-968-3181. TWX 512-968-3086.

1. PERSONNEL
General Manager—Jack H. Drake.
General Sales Manager—Earl Noel.
Assistant General Manager—Hank Page.

2. REPRESENTATIVES
Jack Masia & Co., Inc.

3. FACILITIES
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 3 ET 1/1/65—Rec'd 12/14/64.
AAA—Mon thru Sat 6-7 am; Mon thru Fri 12:30-1 pm.
AA—Mon thru Sat 7-9:30 am & 4-8:30 pm.
A—All other times.
(This listing continued on next page)

IF You Don't speak SPANISH ... Count on US!

KGBT
Lower Rio Grande Valley, Texas and Northern Mexico.

WHY?
... because
92% ... of this total international market speak Spanish as their primary language ... AND ... we talk to them EVERYDAY!

TOTAL TEXAS 337,065 — 80%
TOTAL MEXICO 584,542 — 100%
Combined 921,607 — 92%

Eight Ports of Entry enjoy 12,800,000 border crossings annually.

The Tichenor Spanish Group
GREAT 3 STATIONS
KFN KUNO
Phoenix Corpus Christi
KGBT
1530 KC 50,000 WATTS
Contact SR. Mauricio Mendez 512/423-3910
P. O. Drawer 711, Harlingen, Tex. 78550 or SAVALLI/GATES, INC.

TEXAS

Harlingen—K R G V—Continued

6. SPOT ANNOUNCEMENTS

CLASS AAA

1 min	15.00	26 wk	32 wk
30/20 sec	12.00	11.00	10.00
10 sec	7.50	7.00	6.50

CLASS AA

1 min	14.00	13.00	12.00	11.00	10.00
30/20 sec	11.25	10.50	9.75	9.00	8.25
10 sec	7.00	6.50	6.00	5.50	5.00

CLASS A

1 min	13.00	12.00	11.00	10.00	9.00
30/20 sec	10.50	9.75	9.00	8.25	7.50
10 sec	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

AA—Mon thru Sat 7-9:30 am & 4:30-6:30 pm.
A—All other times.

CLASS AA

PER WK, EA:	6 1/2	12 1/2	18 1/2	24 1/2
1 min	12.00	11.00	10.00	9.00
30/20 sec	9.75	9.00	8.25	7.50
10 sec	6.00	5.50	5.00	4.50

CLASS A

1 min	10.00	9.00	8.00	7.00
30/20 sec	8.25	7.50	6.75	6.00
10 sec	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

AAA/AA/A:

1 hr	26x	52x	156x	260x
1/2 hr	90.	85.	80.	75.
1/4 hr	54.	51.	48.	45.
5 min	27.	26.	24.	23.
1/4 hr	45.	42.	40.	38.
5 min	27.	26.	24.	23.
1/4 hr	36.	34.	32.	30.
5 min	22.	21.	20.	19.

(D-3)

HENDERSON (2 AM; 1 FM)

Rusk County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KGRI

Media Code 4 245 3825 4.00
Henderson Broadcasting Corp., Box 311, Henderson, Tex. 75852. Phone 4528, 5661.

- PERSONNEL**
President—Mary Reeves.
Vice-President—Tom Perryman.
Manager—W. M. "Mac" McCreary.
- FACILITIES**
250 w. days; 1000 kc. Non-directional.
Operating schedule: 6:00 am-sunset. CST
Partial simulcast operation. For non-simulcast facilities see KGRI-FM.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25c, 28a, 28c, 29a, 33a.
Contracts: 40a, 44a, 45, 48.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 80.

NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1963.
Rates received February 4, 1963.

6. SPOT ANNOUNCEMENTS

1 30 sec	1 30 sec
1-52 1/2	3.00 2.00 157-312 1/2
52-156 1/2	2.50 1.80 313-614 1/2

8. PROGRAM TIME RATES

1 1/2 hr	1 hr	1/2 hr	1/4 hr	5 min
1-52 1/2	30.00	17.50	12.50	5.00
53-156 1/2	22.50	12.50	8.00	3.75
157-312 1/2	19.00	11.00	7.00	3.25
313-614 1/2	16.50	10.00	6.00	2.75

KGRI-FM

Media Code 4 245 3826 2.00
Henderson Broadcasting Corp., Box 311, Henderson, Tex. 75852. Phone 857-4528.

- PERSONNEL**
President—Mary Reeves.
Vice-President—Tom E. Perryman.
Manager—W. M. "Mac" McCreary.
- FACILITIES**
ERP 3,000 w.; 100.1 mc.
Operating schedule: 7 am-11 pm.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast with KGRI. For simulcast operation see KGRI.
- AGENCY COMMISSION**
15% on time only; payable 30 days.
- GENERAL ADVERTISING** See coded regulations
See KGRI listing for coded regulations.

TIME RATES
ET—Rec'd 9/13/66.

6. SPOT ANNOUNCEMENTS

1 min	3.00	52x	157x	313 1/2
30 sec	2.00	1.80	1.60	1.40
10 sec	1.20	1.10	1.00	.90

8. PROGRAM TIME RATES

1 hr	30.00	22.50	19.00	16.50
1/2 hr	17.50	12.50	11.00	10.00
1/4 hr	12.50	8.00	7.00	6.00
5 min	5.00	3.75	3.25	2.75

KWRD

1966

Subscriber to the NAB Radio Code
Media Code 4 245 3850 2.00
Wes Dean & Company, Box 219, Henderson, Tex. 75852. Phone 2334.

- PERSONNEL**
Manager—Wes Dean.
- REPRESENTATIVES**
Mario Messina Company.
Southeast—C. K. Beaver & Associates, Inc.
- FACILITIES**
500 w.; 1470 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 47a, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 73a.
Member: Texas State Network.

NATIONAL AND LOCAL RATES SAME
ET 1/1/66—Rec'd 5/23/66.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|--------|------|------|------|------|------|------|------|
| 1 min | 3.00 | 3.75 | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 |
| 30 sec | 2.25 | 2.00 | 1.80 | 1.65 | 1.50 | 1.40 | 1.30 |
| 10 sec | 1.85 | 1.75 | 1.60 | 1.45 | 1.30 | 1.20 | 1.10 |
- 7. PACKAGE PLANS**
- | | | | |
|---------------------|------|------|------|
| 1 min-30 sec 10 sec | 2.50 | 1.80 | 1.40 |
| 10 1/2 | 2.25 | 1.65 | 1.45 |
| 20 1/2 | 2.00 | 1.50 | 1.30 |
| 30 1/2 | 1.75 | 1.40 | 1.20 |
- 1 minutes, 30 seconds and 10 seconds combinable for frequency discount.
ERO within 1/2 to one hour segment. Billing to specify only the 1/2 hour or one hour period spots as scheduled.

HEREFORD (1 AM; 1 FM)

Deaf Smith County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

KPAN KPAN-FM

1948

1965

Subscriber to the NAB Radio Code
Media Code 4 245 3875 9.00
Hereford Broadcasting Co., Drawer 1757, 218 E. 5th St., Hereford, Tex. 79045. Phone 806-364-1860.

- PERSONNEL**
Owners—Marshall Formby, Clint Formby.
General Manager—Clint Formby.
- FACILITIES**
250 w. 860 kc. Non-directional.
Operating schedule: 6:00 am-sunset. CST.
ERP—ERP 3,000 w.; 106.3 mc.
Operating schedule: 6:30 am-10 pm. CST.
Antenna ht.: 270 ft. above average terrain.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 71a, 73a.
No cash rebates.
Member: Texas State Network.

NATIONAL AND LOCAL RATES SAME
ET 3/1/65—Rec'd 1/18/67.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|-----------------------------------|------|------|------|------|------|
| 1 min | 2.90 | 2.60 | 2.30 | 2.00 | 1.85 |
| 365x (1 spot every day of the wk) | 1.75 | | | | |
- 7. PACKAGE PLANS**
- 1-MINUTE PACKAGES
- | | | | |
|----------------------------------|---------|---------|--------|
| Daily (completed in 2 days), ea. | 1.60 | 1.90 | 2.20 |
| Wkly | 1.50 | 1.75 | 2.00 |
| Monthly | 125 1/2 | 100 1/2 | 80 1/2 |
| 175 1/2 | 1.40 | 1.55 | 1.85 |
- DOBBUSTER
- | | |
|---------------------|------|
| 85 wd limit, ea. | 1.20 |
| Monthly, 125+ , ea. | 1.10 |
- 8. PROGRAM TIME RATES**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1 hr | 40.00 | 38.00 | 33.50 | 28.75 | 27.75 |
| 1/2 hr | 21.00 | 20.00 | 17.50 | 15.50 | 14.50 |
| 1/4 hr | 12.00 | 11.00 | 10.50 | 8.50 | 7.50 |
| 1 min | 9.50 | 8.50 | 8.00 | 6.75 | 5.75 |
| 5 min | 5.75 | 5.50 | 5.25 | 4.75 | 4.50 |

HIGHLAND PARK

Dallas County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Dallas
(including Grand Prairie, Highland Park)

HILLSBORO (1 AM; 1 FM)

Hill County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KHBR KHBR-FM

1948

1959

Media Code 4 245 3900 5.00
KHBR Radio, Inc., Box 317, Country Club Road, Hillsboro, Tex. 76645. Phone 817-532-8431.

- PERSONNEL**
Pres. & Gen'l Mgr.—Neilson W. Galle.
Vice-Pres. & Gen'l Sales Mgr.—J. K. Lane, Jr.
- REPRESENTATIVES**
Mario Messina Company.
- FACILITIES**
350 w. days; 1500 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
ERP 1,000 w.; 102.5 mc.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 26, 28a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.
Amalgated with KBB Radio Network.
Member: Texas State Network.

TIME RATES
Rates effective July 1, 1959.
Rates received July 8, 1952.

- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | |
|-----------------|--------|--------|-------|------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min | (%) |
| 1 time—55.00 | 32.00 | 22.00 | 18.75 | 5.80 |
| 25 times—51.10 | 31.25 | 20.90 | 18.10 | 5.25 |
| 50 times—47.20 | 29.70 | 19.80 | 18.45 | 5.00 |
| 100 times—43.30 | 28.05 | 18.70 | 11.80 | 4.75 |
| 156 times—28.40 | 26.40 | 17.60 | 11.15 | 4.50 |
| 200 times—25.80 | 24.75 | 16.50 | 10.80 | 4.25 |
| 312 times—21.50 | 23.10 | 15.40 | 9.40 | 4.00 |
- (*) One minute or less.

HOUSTON (13 AM; 9 FM)

(including Baytown, Clear Lake City, Pasadena)

Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBNO (FM)

1963

HOUSTON

American FM Network

NAB FM

Media Code 4 245 3925 2.00
The Briar Bayou Corp., 3212 Smith St., Houston, Tex. 77006. Phone 813-526-3241.

- PERSONNEL**
President—Jerry R. Daniel.
Traffic Manager—Carol Kerfoot Hall.
Production Director—Dick Bonelle.
- REPRESENTATIVES**
Jack Masia & Company, Inc.
- FACILITIES**
ERP 25,000 w.; 93.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 560 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General 1a, 2a, 2b, 3a, 3b, 3c, 3d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c.
Cancellation: 71b, 72.
Prod. Services: 80, 82.
Commercial time limit: 8 minutes per hour.
Amalgated with American FM Network.

TIME RATES
No. 6 ET 8/1/67—Rec'd 9/1/67.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|--------|-------|-------|-------|------|
| 1 min | 12.00 | 11.00 | 10.00 | 9.00 |
| 30 sec | 11.50 | 10.50 | 9.50 | 8.50 |
- 7. PACKAGE PLANS**
- TOTAL AUDIENCE
- | | | | | |
|---------|--------|---------|---------|---------|
| PER WK: | 12 1/2 | 24 1/2 | 36 1/2 | 48 1/2 |
| 1 min | 8.50 | 7.50 | 6.50 | 5.50 |
| 30 sec | 8.00 | 7.00 | 6.00 | 5.00 |
| PER MO: | 60 1/2 | 100 1/2 | 140 1/2 | 180 1/2 |
| 1 min | 7.00 | 6.00 | 5.00 | 4.00 |
| 30 sec | 6.00 | 5.00 | 4.00 | 3.00 |
- 8. PROGRAM TIME RATES**
- | | | | |
|------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min |
| 1 x | 72 | 40 | 25 |
| | 10 | 25 | 10 |
- 10. SPECIAL FEATURES**
Newscasts—1-min fixed position rates.

KCOH

1948

HOUSTON

Independent Negro

RAB

Media Code 4 245 3950 0.00
Call of Houston, Inc., 5611 Alameda St., Houston, Tex. 77064. Phone 718-621-1001.

- PERSONNEL**
President—Robert C. Meeker.
Commercial Manager—John Sheddin.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 4 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 1 ET 1/1/69—Rec'd 1/18/69.

- AA—6-9 am & 4-7 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1 min | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 |
| 30 sec | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 |
| ID— | 8.00 | 7.50 | 7.25 | 7.00 | 6.75 |
- A:
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1 min | 14.00 | 13.00 | 12.50 | 12.00 | 11.50 |
| 30 sec | 11.00 | 10.50 | 10.00 | 9.20 | 8.80 |
| ID— | 7.00 | 6.50 | 6.25 | 6.00 | 5.75 |

- 7. PACKAGE PLANS**
- SATURATION PLANS
- | | | | |
|------|-------|-------|-------|
| 1 wk | 13 wk | 26 wk | 52 wk |
|------|-------|-------|-------|
- 1 MIN:
- | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|
| AA | A | AA | A | AA | A | AA | A |
| 10 1/2 | 15.50 | 18.50 | 14.75 | 12.75 | 11.75 | 12.75 | 10.75 |
| 15 1/2 | 15.25 | 14.25 | 12.25 | 11.25 | 10.25 | 10.25 | 9.25 |
| 20 1/2 | 14.00 | 13.00 | 11.75 | 10.75 | 9.75 | 9.75 | 8.75 |
| 25 1/2 | 14.75 | 12.75 | 11.50 | 10.50 | 9.50 | 9.50 | 8.50 |
| 30 1/2 | 14.50 | 12.50 | 11.25 | 10.25 | 9.25 | 9.25 | 8.25 |
- 20/30 sec: 80% of 1-min package rate.
10 sec: 55% of 1-min package rate. Not combinable with minutes or 30 seconds.

KENR

1968

HOUSTON

adam young inc.

Media Code 4 245 3965 8.00
Lake Huron Broadcasting Corp., 3616 Richmond Ave., Houston, Tex. 77027. Phone 713-621-1550.

KIKK
1947
PASADENA



Alan Torbet
Associates, Inc.

Media Code 4 245 4000 5.00
KIKK Radio, Box 53508, 2016 Main, Houston, Tex.
77052. Phone 713-473-4433.
Main Studio: Box 1152, 712 E. Southmore, Pasadena, Tex. 77501.

- 1. PERSONNEL**
President—Leroy J. Gloger.
Commercial Manager—Mike McKay.
Program Director—Bill Bailey.
- 2. REPRESENTATIVES**
Alan Torbet Associates, Inc.
- 3. FACILITIES**
250 w. days; 650 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-10 am Mon thru Fri, 8 am Mon Sat, 4 am-3 pm Sun. For non-simulcast facilities see KIKK-FM.

- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11b, 12a, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 27, 28a, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40a, 41, 42, 44a, 44b, 45, 46, 47a, 43, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 61a, 61b.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- No. 11 Eff 9/1/69—Rec'd 7/21/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24+
AA 39 37 35 33 31
A 36 34 32 30 28
30/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- DISCOUNTS**
26 wk 4% 52 consec wk 10%

KIKK-FM

1959
HOUSTON

Media Code 4 245 4001 1.00
Industrial Broadcasting Co., Box 53508, 2016 Main,
Houston, Tex. 77052. Phone 713-473-4433.

- 1. PERSONNEL**
President—Leroy Gloger.
Operations Manager—Art Posner.
- 2. FACILITIES**
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 95.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 403 ft. above average terrain.
Partial simulcast operation. Operated separately
10-6 am Mon thru Fri, noon-6 am Sat, 3 pm-6 am
Sun. For simulcast facilities see KIKK.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
See KIKK listing for coded regulations.

TIME RATES

- No. 4 Eff 9/1/69—Rec'd 7/21/69.
- 6. SPOT ANNOUNCEMENTS**
FIXED: 1 ti 6 ti 12 ti 24+
1 min 10.50 9.50 8.50 7.50
30 sec 8.50 8.00 7.50 7.00
- 7. PACKAGE PLANS**
(10 am-6 am—ROS)
PER WK, EA: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 6.50 6.00 5.50 5.00 4.50
30 sec 6.10 5.60 5.15 4.70 4.25
WKND: EA: 20 ti 40 ti
1 min 5.50 4.50
30 sec 5.15 4.25
PER MO, EA: 100 ti 200 ti
1 min 5.25 4.75
30 sec 4.95 4.25

KILT **KILT-FM**
1948 **HOUSTON** 1961

A LIN Owned Station

JOHN C. BUTLER & COMPANY, INC.

Independent

Media Code 4 245 4025 0.00
LIN-Texas Broadcasting Corp., 500-04 Lovett Blvd.,
Houston, Tex. 77006. Phone 713-526-3461.

- 1. PERSONNEL**
Pres. (LIN Broadcasting Corp.)—Donald A. Fels.
Pres., Gen'l Mgr., Nat'l Sales—Dickie Rosenfeld.
Sales Manager—Harry Rogers.

- 2. REPRESENTATIVES**
John C. Butler & Company, Inc.
LIN Station Sales office: See Rep & S/O pages.
- 3. FACILITIES**
8,000 w.: 610 kc. Directional—separate patterns,
day and night.
Operating schedule: 24 hours daily. CST.
FM-ERP 15,250 w.: 100.3 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 331 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0. Bills payable upon receipt.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 43c, 44a, 44b, 45, 46,
48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60b, 60i.

TIME RATES

- No. 4 Eff 6/15/69—Rec'd 8/7/69.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
A—Daily 7 pm-midnight; Sun 6 am-noon.
Midnight-6 am. Rates on request.
- 7. PACKAGE PLANS**
- | PER YR: | PER WK: | AAAA—1 min 20/30 | AAA—1 min 20/30 |
|---------|---------------|------------------|-----------------|
| 1 x | 1 ti or fixed | 75 | 60 |
| 26 x | 3 ti | 60 | 54 |
| 52 x | 6 ti | 56 | 48 |
| 104 x | 9 ti | 54 | 44 |
| 156 x | 12 ti | 52 | 42 |
| 260 x | 15 ti | 50 | 40 |
| 312 x | 18 ti | 48 | 38 |
| 520 x | 21 ti | 46 | 37 |
| 780 x | 24 ti | 44 | 36 |

- | PER YR: | PER WK: | AA—1 min 20/30 | A—1 min 20/30 |
|---------|---------------|----------------|---------------|
| 1 x | 1 ti or fixed | 63 | 51 |
| 26 x | 3 ti | 50 | 45 |
| 52 x | 6 ti | 48 | 38 |
| 104 x | 9 ti | 46 | 37 |
| 156 x | 12 ti | 44 | 36 |
| 260 x | 15 ti | 42 | 34 |
| 312 x | 18 ti | 40 | 33 |
| 520 x | 21 ti | 38 | 32 |
| 780 x | 24 ti | 36 | 31 |

- 10 sec: ID's: 60% of 1-min. Immediately preemptible. All spots, regardless of length or time classification, combine to earn lowest frequency or package discounts.

- 10. SPECIAL FEATURES**
News—applicable 1-minute/30 second rate, plus 10%.

KLEF (FM)

1964
HOUSTON



HERBERT E. GROSKIN & COMPANY

NAFMB

Media Code 4 245 4050 5.00
Entertainment Communications, Inc., Suite 204, 2929
Buffalo Speedway, Houston, Tex. 77006. Phone 713-
622-5533.

- STATION'S PROGRAMMING DESCRIPTION**
KLEF (FM): Programmed for adults.
Classical music, fine arts format, 24 hours. Many
local professional and amateur concerts and recitals
broadcast from station studios or on location. 5 min
AP news on even numbered hours plus 7 am. Inter-
views with people in arts occasionally broadcast. At
least half hour separation between competing prod-
ucts and services. Contact Representative for further
details. Rec'd 12/31/68.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ronald G. Schmidt.
Program Director—Ray Landers.
- 2. REPRESENTATIVES**
Herbert E. Groskin & Co.
- 3. FACILITIES**
ERP 100,000 w.: 94.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 610 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 51a, 51b.
Cancellation: 70a, 70c, 71b, 72.
Prod. Services: 80.
Member: The Groskin Group.

TIME RATES

- Eff Rec'd 12/1/67.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min | 1x | 15x | 30x | 60x | 125x | 250x | 500x |
|-------|------|------|------|------|------|------|------|
| 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 | |
- 8. PROGRAM TIME RATES**
- | 1 hr | 1x | 15x | 30x | 60x | 125x | 250x | 500x |
|------|----|-----|-----|-----|------|------|------|
| 53 | 50 | 48 | 46 | 44 | 42 | 40 | |
| 30 | 29 | 28 | 27 | 26 | 25 | 24 | |

KLVL

1950
PASADENA

Media Code 4 245 4075 3.00
Felix H. Morales, 2903 Canal St., Houston, Tex.
77005. Phone 713-225-3203, 713-225-3209.
Main Studio—1815 Pasadena Blvd., Pasadena, Tex.
77501. Phone 713-472-1361.
STATION'S PROGRAMMING DESCRIPTION
KLVL: Spanish language. MUSIC: variety music,
current recordings from Mexico. Dramatic programs,
sports flashes, special events, news, weather. SPORTS:
broadcast high school, college and professional football,
basketball, baseball. Contact Representative for fur-
ther details. Rec'd 11/27/67.

- 1. PERSONNEL**
General Manager—Felix H. Morales.
Assistant Manager—Mrs. Felix Morales.
Sales Manager—Johnny P. Hernandez.
- 2. REPRESENTATIVES**
East, Midwest—AAA Representatives.
West—Earlan G. Oakes, Inc.
Atlanta—David Carpenter Company.
- 3. FACILITIES**
1,000 w. days, 600 w. nights; 1480 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 5.
Basic Rates: 28.
Contracts: 45, 46, 47a, 49.
AU acceptable accounts are subject to the same rates.
Announcements cannot be combined with time pro-
grams to earn a larger discount on time programs,
however, providing the expiration of the contract
coincides with the earned discount for time programs may
be combined with announcements to earn a larger
discount for announcements only. Five minute pro-
grams subject to time change.
Member: The Groskin Group.

TIME RATES

- No. 5 Eff 6/1/68—Rec'd 10/11/68.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min | 1x | 26x | 52x | 104x | 156x | 312x | 625x |
|--------|------|------|------|------|------|------|------|
| 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 | |
| 30 sec | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 |
- 6. PROGRAM TIME RATES**
- | 1 hr | 1x | 26x | 52x | 104x | 156x | 312x | 625x |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 82.50 | 58.75 | 55.25 | 51.75 | 48.25 | 44.75 | 41.25 | |
| 35.63 | 33.75 | 31.88 | 30.00 | 28.13 | 26.25 | 24.38 | |
| 1/4 hr | 23.75 | 22.50 | 21.25 | 20.00 | 18.75 | 17.50 | 16.25 |
| 5 min | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |

KMSC (FM)

1963
CLEAR LAKE CITY

NAFMB

Media Code 4 245 4100 1.00
Spaceland Broadcasting Corp., Box 58102, Houston,
Tex. 77058. Phone 713-489-1131.

- STATION'S PROGRAMMING DESCRIPTION**
KMSC (FM): Programmed for general interest.
MUSIC: middle-of-the-road music interspersed with
news, weather, sports. AIR PERSONALITIES 24
hours per day. NEWS: on half hour, weather on
hour. News at noon features world, national, regional,
local, space, sports and business information. 6 pm
news wrap-up same general format as news at noon.
Rec'd 8/31/67.

- 1. PERSONNEL**
General Manager—Al Pavey.
Operations Director—Larry Oldham.
- 2. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 323 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only. No cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 10d, 11e, 12e, 13f, 14d, 15a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24a, 24c, 26,
28a, 29a, 29b, 30, 32b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48,
49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60c, 60e, 60i, 61a, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 30, 32.
Maximum length of contract—1 year.

TIME RATES

- No. 3 Eff 3/1/67—Rec'd 3/2/67.
- 6. SPOT ANNOUNCEMENTS**
- | 1 ti | 1 min | 30 sec | 10 sec |
|------|-------|--------|--------|
| | 13 | 9 | 7 |
- BLANKET RATES**
- | PER YR: | 1 min | 30 sec | 10 sec |
|---------|-------|--------|--------|
| 200 x | 11.00 | 8.75 | 6.90 |
| 400 x | 16.00 | 8.00 | 6.50 |
| 800 x | 8.00 | 6.25 | 5.50 |
| 1200 x | 7.00 | 5.00 | 4.90 |

- 7. PACKAGE PLANS**
WEEKLY PLANS
(Must be used in 14 days)
- | 10 ti | 1 min | 30 sec | 10 sec |
|-------|-------|--------|--------|
| 20 ti | 95 | 80 | 65 |
| 30 ti | 180 | 165 | 88 |
| 40 ti | 210 | 170 | 120 |
| 50 ti | 235 | 185 | 130 |
| 60 ti | 260 | 200 | 150 |
- 700 PLAN**
100 1-min spots, 30 days, fixed 700
500 PLAN
100 30-sec spots, 30 days, fixed 500

- 10. SPECIAL FEATURES**
NEWS SPONSORSHIP
News wheel with 9 newscasts, 6 days per week (even
hours or combination) as a non-competitive partici-
pating sponsor.
- | Per wk, ea | 1 wk | 18 wk | 26 wk |
|------------|------|-------|-------|
| | 150 | 135 | 130 |
- (Houston continued on next page)

**KILT IS HOUSTON'S
HEARTBEAT
AND
ITS Pulse
IS GREAT!**

UNDUPLICATED CUME LISTENING ESTIMATES

6 am-10 am, Mon.-Fri.					
KILT Reaches:	79,900 Men	— 18-49 —	32.5% Stronger than	Second Station	
	75,000 Women	— 18-49 —	47.0% Stronger than	Second Station	
	154,900 Total Adults	— 18-49 —	40.3% Stronger than	Second Station	
10 am-3 pm, Mon.-Fri.					
KILT Reaches:	25,400 Men	— Total —	10.4% Stronger than	Second Station	
	39,600 Women	— Total —	2.3% Stronger than	Second Station	
	64,000 Adults	— Total —	5.3% Stronger than	Second Station	
3 pm-7 pm, Mon.-Fri.					
KILT Reaches:	50,200 Men	— 18-49 —	14.1% Stronger than	Second Station	
	57,600 Women	— 18-49 —	65.0% Stronger than	Second Station	
	107,800 Total Adults	— 18-49 —	36.6% Stronger than	Second Station	

ADVERTISING GOALS IN HOUSTON ARE REACHED ON

JOHN C. BUTLER & COMPANY, INC.
the everywhere, all the time rep.

KILT

Source:
Houston
5-County
Metro Pulse:
Jan. — Mar., 1969.

Best Gulf Coast Combo
--- Best Gulf Coast Buy

KNUZ

Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

KQUE

Number 1 FM in Houston. One of America's super power stations... Stereo 24 hours.

KAYC

Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

For Complete Information



THE KATZ AGENCY, Inc.

STATION REPRESENTATIVES

In Houston call Dave Morris JA 3-2581

TEXAS

Houston—Continued

KNUZ

1948 HOUSTON

AIMS -- Independent

KATZ RADIO WEST



An Associated Independent Metropolitan Station
 Subscriber to the NAB Radio Code
 Media Code 4 245 4125 8.00
 Texas Coast Broadcasters, Inc., Box 188, 4701 Caroline, Houston, Tex. 77001. Phone 713-523-2581.
 TVX 713-571-2231.

1. PERSONNEL

President—David H. Morris.
 Vice-Pres. & Oper. Mgr.—Jim Scott.
 Vice-President of Sales—Forrest Patton.

2. REPRESENTATIVES

Katz Radio, West.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d.
 Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
 Comb.: Cont. Discounts: 60h, 61c.
 Cancellation: 70a, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

SINGLE STATION/COMBINATION RATES

No. 10A ET 5/1/69—Rec'd 5/27/69.
 Combination Rate Cards: No. B (KNUZ, KQUE (FM), Houston), No. 4 (KNUZ, KAYC, Beaumont), No. BB (KNUZ, KQUE (FM), KAYC), ET 5/1/68—Rec'd 4/30/68.

*AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—All other times.

(*) Advertiser may specify either 6-9 am or 7-10 am, 3-6 pm or 4-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK, 1 MIN:	KNUZ	KQUE (FM)	KNUZ + KAYC	(†)
1 tl	50	57	57	58
6 tl	43	51	50	54
12 tl	40	48	46	51
18 tl	38	46	43	49
24 tl	37	45	41	48

CLASS A

1 tl	45	50	50	52
6 tl	38	46	44	49
12 tl	35	43	41	45
18 tl	32	40	37	42
24 tl	30	38	34	42

CLASS B

1 tl	30	35	35	38
6 tl	25	33	30	36
12 tl	23	31	28	34
18 tl	22	30	26	34
24 tl	21	29	25	33

(†) KNUZ + KQUE (FM) + KAYC.

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

Spots scheduled between classes take rates of higher class.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PLAN 1

(1/3AA, 1/3A, 1/3B)

PER WK, 1 MIN:	KNUZ	KQUE (FM)	KNUZ + KAYC	(†)
6 tl	198	240	240	282
12 tl	368	450	438	522
18 tl	512	639	603	729
24 tl	648	816	744	912

PLAN 2

(1/2AA, 1/2B)

6 tl	180	222	222	264
12 tl	336	420	408	492
18 tl	477	603	567	693
24 tl	612	780	708	876

PLAN 3

(1/2 A, 1/2B)

6 tl	185	204	204	246
12 tl	300	384	372	456
18 tl	414	540	504	630
24 tl	518	684	608	776

(†) KNUZ + KQUE (FM) + KAYC.

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

5-min newcasts—1-1/2x applicable 1-min rate.

COMBINABILITY

All spots and programs, regardless of length or class, may be cross-combined for discounts as long as TAP spots of each length are properly distributed by time class. Each spot and program, regardless of length, counts as 1 unit.

KODA

1961 HOUSTON



Media Code 4 245 4150 6.00
 Taft Broadcasting Company, 4808 San Felipe Road
 Houston, Tex. 77027. Phone 713-622-1010.

1. PERSONNEL

General Manager—Martin Griffin.
 Sales Manager—Rick Rawlinson.
 Program Director—Milt Willis.

KPRC

95

SOUNDS LIKE FUN

24 HOURS A DAY

Edward Petry & Co., National Representatives

2. REPRESENTATIVES

Roger Coleman, Inc.

Dallas—Riley Representatives.

3. FACILITIES

5,000 w. days; 1010 kc. Directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time charget; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 24a, 25a, 32b.

Contracts: 40a, 42a, 43, 45, 46.

Comb.: Cont. Discounts: 62b, 62d.

Cancellation: 70a, 71a, 73a.

Prod. Services: 80, 81.

Affiliated with MBS.

TIME RATES

Err 1/1/69—Rec'd 12/16/68.

AA—Mon thru Fri sign-on-9:30 am & 3:30-sign-off

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:

1 tl 6 tl 12 tl 18 tl 24 tl

AA 21 19 17 15 14

A 21 18 16 14 13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KODA-AM & KODA-FM COMBINATION

1 MINUTE

PER WK, Ea: 1 tl 6 tl 12 tl 18 tl 24 tl

AA 27 24 22 20 18

A 24 21 19 17 15

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT

(AM only or Combination)

52 wk—10%

8. PROGRAM TIME RATES

1/2 hr: 3-1/2x 1-min. 1/4 hr: 2-1/2x 1-min.

5 min: 1-1/2x 1-min.

10. SPECIAL FEATURES

News headlines up to 2-minutes—applicable 1-minute rate.

KODA-FM

1958 HOUSTON



Media Code 4 245 4161 4.00
 Taft Broadcasting Co., 4808 San Felipe Rd., Houston, Tex. 77027. Phone 713-622-1010.

1. PERSONNEL

General Manager—Martin Griffin.

Sales Manager—Rick Rawlinson.

Program Director—Jim Butler.

2. REPRESENTATIVES

Roger Coleman, Inc.

Dallas—Riley Representatives.

3. FACILITIES

Operating schedule: 24 hours daily. CST.

Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION

15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 24a, 25a, 32b.

Contracts: 40a, 42a, 43, 45, 46.

Comb.: Cont. Discounts: 62b, 62d.

Cancellation: 70a, 71a, 73a.

Prod. Services: 80, 81.

Length of commercial continuity 5 minute program

1:30.

Sold in combination with KODA-AM. See that listing for rates.

TIME RATES

Err 1/1/69—Rec'd 12/16/68.

AA—Mon thru Fri 1-11 pm; Sat & Sun 6 am-midnight.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:

6 tl 12 tl 18 tl 24 tl 30 tl 36+

1 min 15 14 13 12 11 10

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr: 6x 1-min. 1/2 hr: 4x 1-min.

1/4 hr: 2-1/2x 1-min. 5 min: 1-1/2x 1-min.

KPRC

1925 HOUSTON



Subscriber to the NAB Radio Code
 Media Code 4 245 4175 3.00
 Houston Post Co., Box 2222, 3014 Post Oak Rd., Houston, Tex. 77001. Phone 713-622-2950.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jack Harris.

Gen'l Sales Mgr.—Cleve Griffin.

Production Manager—Jack London.

2. REPRESENTATIVES

Edward Petry & Company, Inc.

3. FACILITIES

5,000 w.; 950 kc.

Directional—night only.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.

Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 31, 32b, 33c.

Contracts: 40a, 41, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62d.

Cancellation: 70a, 70b, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with NBC Radio Network.

TIME RATES

No. 23 ET 1/1/68—Rec'd 12/6/67.

AA—Daily 5-10 am & 4-7 pm.

A—Daily 10 am-4 pm.

B—All other times.

(This listing continued on next page)

Houston—K P R C—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	11	12	18	24
1 min	45.00	40.00	39.00	38.00	37.00
30/20 sec	38.00	34.00	33.00	32.00	31.00
10 sec ID's	22.50	20.00	19.50	19.00	18.50

PER WK:	CLASS A	11	12	18	24
1 min	36.00	33.00	32.00	31.00	30.00
30/20 sec	31.00	28.00	27.00	26.00	25.00
10 sec ID's	18.00	16.50	16.00	15.50	14.50

PER WK:	CLASS B	11	12	18	24
1 min	20.00	19.00	18.00	17.00	16.00
30/20 sec	18.00	17.00	16.00	15.00	14.00
10 sec ID's	10.00	9.50	9.00	8.50	8.00

(*) Specified position.
 1-minute, 20/30-second spots, newcasts and features may combine to earn weekly frequency discount.
 1-minute, 20/30-second spots, newcasts and features and ID's may combine on the basis of 2 ID's equaling 1 longer spot.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

	1 min	20/30
12 tl (9AA, 4A, 2B)	350	280
18 tl (9AA, 5A, 4B)	480	384
24 tl (12AA, 7A, 5B)	623	496

18 plan WEEKEND PLAN—SAT & SUN 360 298
 52 wk—10%
 Spots must be scheduled equally over 7-day period and rotate within time classification. TAP spots are combinable with all weekly spots and programs.

10. SPECIAL FEATURES

5-MINUTE NEWCASTS

PER WK:	11	12	18	24
AA	75	71	69	67
A	63	60	58	55
B	38	36	35	33

15-MINUTE NEWCASTS

PER WK:	11	12	18	24
AA	90	85	86	84
A	75	73	71	71
B	45	44	43	43

KQUE (FM)

1950 HOUSTON
KATZ RADIO
 WEST

NAB RAB

Subscriber to the NAB Radio Code
 Media Code 4 245 4200 1.00
 Texas Coast Broadcasters, Inc., Box 188, 4701 Caroline, Houston, Tex. 77001. Phone 713-523-2581.
 TWX 713-571-2231.

1. PERSONNEL
 President—David H. Morris.
 Vice-President—Jim Scott.
 Operations Manager—Webb Hunt.
 2. REPRESENTATIVES
 Katz Radio, West.
 3. FACILITIES
 ERP 280,000 w. (horiz.), 250,000 w. (vert.); 102.9 mc. Stereo.
 Operating schedule: 24 hours daily. CST.
 4. AGENCY COMMISSION
 15%
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d.
 Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
 Comb.: Cont. Discounts: 60b, 61c.
 Cancellation: 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Sold in combination with KNUZ, Houston and KNUZ, Houston + KATC, Beaumont. See KNUZ, Houston for rates.

TIME RATES
 No. 3 ET 11/1/68—Rec'd 10/7/68.
 6. SPOT ANNOUNCEMENTS
 1 min 18 17 16 15 14
 30/20 sec: 75% of 1-min. 8/10 sec: 60% of 1-min.
 8. PROGRAM TIME RATES
 1 hr—5 1/2 1-min. 1/4 hr—2 1/2x 1-min.
 1/2 hr—3 1/2x 1-min.

KRBE (FM)

1958 HOUSTON
 Media Code 4 245 4210 8.00
 Texas Fine Music Broadcasters, Inc., 3775 Kirby Dr., Houston, Tex. 77006. Phone 713-526-4985.

1. PERSONNEL
 General Manager—Budd Jarvis.
 Operations Manager—Doug Getz.
 Program Director—Sooty Morgan.
 3. FACILITIES
 ERP 100,000 w.; 104.1 mc. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 235 ft. above average terrain.
 4. AGENCY COMMISSION
 15% time only. 2% cash discount. 10th of month.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20b, 21a, 22a, 23b, 24b, 25a, 26, 28a.
 Contracts: 40a, 41, 42b, 46, 47a, 49, 51b.
 Comb.: Cont. Discounts: 60a, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 4 ET 10/1/68—Rec'd 8/11/67.
 6. SPOT ANNOUNCEMENTS
 1 min 30 sec 10 sec
 1 20 15 10
 7. PACKAGE PLANS
 PER WK: 10 20 30 40 50
 1 min 150 240 300 320 350
 30 sec 120 200 240 280 300
 10 sec 90 180 210 240 250

To be used within 7 days.
 700 Plan—100 1-minute spots (fixed position, to be used within 30 days) 700.00.
 BLANKET CONTRACT RATES
 PER YR, EA: 500x1000x 1500x 2000x
 1 min 15 12 10 8
 30 sec 12 10 8 6
 To be used within 1 year.
 10 sec 9 7 5 4

KTHT
 1944 HOUSTON
Independent
The Eastman Station
 RAB

Subscriber to the NAB Radio Code
 Media Code 4 245 4225 6.00
 Southern Broadcasting Co., 2100 Travis, Houston, Tex. 77002. Phone 713-224-6226.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Charles W. Brunt.
 President—John G. Johnson.
 Commercial Manager—Deane Hardy.
 2. REPRESENTATIVES
 Robert E. Eastman & Co., Inc.
 3. FACILITIES
 5,000 w.; 730 kc.
 Operating schedule: 24 hours daily. CST.
 4. AGENCY COMMISSION
 15% on time charges only; no cash discount.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 29a, 29b, 32b, 33a.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60c, 60i, 61a.
 Cancellation: 70c, 71a, 72.
 Prod. Services: 80, 82.
 Affiliated with American Information Network.

TIME RATES
 No. 8 ET 5/1/68—Rec'd 4/1/68.
 I—Mon thru Sat 6-10 am & 3-7 pm.
 II—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
 III—All other times.

7. PACKAGE PLANS

	SECTION I	SECTION II
PER WK:	11 12 18 24	11 12 18 24
1 min	35.00 30.00 28.00 26.00	30.00 26.00 24.00 22.00
30/20 sec	28.00 24.00 22.40 20.80	24.00 20.80 19.20 17.60
10 sec	17.50 15.00 14.00 13.00	15.00 13.00 12.00 11.00



SECTION III

PER WK:	11	12	18	24
1 min	22.00	20.00	18.00	16.00
30/20 sec	17.00	16.00	14.40	12.80
10 sec	11.00	10.00	9.00	8.00

*BEST BUY PLANS
 PER WK, 1 MIN: Ea
 Plan A, 30 tl (12I, 12II, 6III) 20.00
 Plan B, 15 tl (6I, 6II, 3III) 23.00
 (*) Not combinable with sections I, II, III.
 6. PROGRAM TIME RATES
 5 min: 1-1/2x 1-min.
 CONSECUTIVE WEEK DISCOUNTS
 26 wk—5% 52 wk—10%
 Not applicable to Best Buy Plan.
 Minimum wkly sched of 6 1-min spots 6 am-12 mid
 Mon-Sun necessary to maintain consec wk advertising.

KTLW

City of License, Texas City, Texas.
 Houston office—Las Vegas Motor Hotel, Houston, Texas. Phone 713-666-1411.
 See listing under Texas City, Texas.

KTRH

1930 HOUSTON

BLAIR RADIO
 News-Talk-Information
 NAB RAB

Subscriber to the NAB Radio Code
 Media Code 4 245 4250 4.00
 Rusk Corporation, Rice Hotel, Houston, Tex. 77042.
 Phone 713-227-1621.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Frank Stewart.
 Business Manager—Tom Jacobs.
 2. REPRESENTATIVES
 Blair Radio.
 3. FACILITIES
 30,000 w.; 740 kc. Directional.
 Operating schedule: 19 hours daily.
 4. AGENCY COMMISSION
 15% on time and talent.
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
 Basic Rates: 20a, 20b, 22a, 24c, 25a, 32b, 33d.
 Contracts: 41, 42a, 45, 46, 47a, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60a, 60f, 60i.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Blair, Represented Network.
 TIME RATES
 ET 2/1/69—Rec'd 1/7/69.
 AA—Mon thru Sat 5:30-10 am.
 A—Mon thru Sat 3-7 pm.
 B—Mon thru Sat 6:5-30 am & 10 am-3 pm.
 C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	11	12	18	24
1 min	60	56	53	50	47
30 sec	48	45	42	40	38
10 sec ID's	36	34	32	30	28

PER WK:	CLASS A	11	12	18	24
1 min	45	42	39	36	33
30 sec	36	33	30	27	25
10 sec ID's	24	22	20	18	16

PER WK:	CLASS B	11	12	18	24
1 min	36	33	30	27	25
30 sec	29	26	24	22	20
10 sec ID's	18	16	15	14	13

KWBA

1947 BAYTOWN
Country Music

Media Code 4 245 4275 1.00
 KWBA, Box 419, Baytown, Tex. 77520. Phone 713-424-5631.

1. PERSONNEL
 General Manager—Glen Walker.
 Chief Engineer—Phil Williams.
 Program Director—Don Ard.
 3. FACILITIES
 1,000 w.; 1350 kc.
 Operating schedule: 6 am-midnight daily. CST.
 4. AGENCY COMMISSION
 15%
 5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with MBS Radio Network.
 Member: Country Music Network, National Ag Radio Groups, Inc.

TIME RATES
 ET 8/25/66.
 6. SPOT ANNOUNCEMENTS
 1 min 12.00 11.00 10.00 9.00 8.50 8.00 7.50
 30 sec 9.00 8.50 8.00 7.50 7.00 6.50 6.00
 10 sec 6.00 5.50 5.00 4.50 4.00 3.50 3.00

7. PACKAGE PLANS

	10 tl	15 tl	20 tl	25 tl	30 tl	35 tl	40 tl
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES
 1 hr 110 100 90 85 80 75
 1/2 hr 66 62 50 46 43 40
 1/4 hr 44 40 38 36 34 32
 5 min 22 20 18 14 12 10

KXYZ
 1930 HOUSTON
 An ABC Owned Station
 mcvaren-guild
 pgw radio, inc.

KXYZ Radio delivers the 25 to 49 year old adults in Houston. The latest Pulse and ARB* reports show KXYZ's primary audience is this select, hard-to-reach adult age group. But it's no accident—since KXYZ is the only station in Houston that programs beautiful music, news and sports 24 hours a day.

Advertisers who want quick delivery—at lowest cost—of this very special, big-spending 25-49 year old market want KXYZ Radio—Houston's Bright and Beautiful Music Station.

KXYZ HOUSTON abc

Represented nationally by McGavren-Guild-PGW

*PULSE for March, 1969 and ARB, April for the Houston Metro Area.

TEXAS

Houston—K X Y Z—Continued

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 24c,
 25b, 26b, 29a, 30, 33a.
 Contracts: 40b, 41, 42a, 42c, 44a, 45, 47a, 50, 51b.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 60i,
 62b.
 Cancellation: 70a, 70e, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Station position buy will preempt Plans Spots.
 Affiliated with American Entertainment Network.

TIME RATES
 No. 5 ET 5/1/69—Rec'd 5/1/69.
 AAA—Mon thru Sat 6-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm; Sun all day.
 A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	Fixed	1x	52x	156x	260x	500x
PER WK:	11	6	12	18	18	24
1 min	45.00	42.00	40.00	38.00	36.00	34.00
30 sec	36.00	33.80	32.00	30.40	28.80	27.20
10 sec	27.00	25.20	24.00	22.80	21.60	20.40

CLASS AAA

1 min	37.00	32.00	31.00	29.00	27.00	25.00
30 sec	29.00	25.60	24.80	23.20	21.60	20.00
10 sec	22.00	19.20	18.80	17.40	16.20	15.00

CLASS A

1 min	27.00	22.00	20.00	18.00	17.00	16.00
30 sec	21.90	17.90	16.00	14.40	13.60	12.80
10 sec	16.20	13.20	12.00	10.80	10.20	9.60

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
 1 wk 13 wk 26 wk 52 wk
 AAA 50 47 45 42
 AA 40 38 35 33
 A 30 27 24 21

5-minute newscasts in AAA contain 1-minute spot plus open and close billboard. Newscasts in AA and A receive 1-minute spot plus 10-second close.

THE OUTDOOR SPORTSMAN—
BOB STEPHENSON
 Wkly 5-6 am, per report 20
 Wknd Sat & Sun, per report 35
 Includes 2.50 non-commissionable talent fee.

K X Y Z-FM
 1961
 HOUSTON
 NAB

Media Code 4 245 4301 5.00
 KXYZ, Inc., a wholly owned subsidiary of American Broadcasting Companies, Inc., 1802 Fannin Bank Bldg., Houston, Tex. 77025. Phone 713-748-3980.
STATION'S PROGRAMMING DESCRIPTION
 KXYZ-FM: Programmed for adults.
MUSIC: General popular music including standards, film music, show tunes, semi classical, middle-of-the-road. **COMMERCIAL POLICY:** maximum of 14 minutes per hour. Contact Representative for further details. Rec'd 11/4/68.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Ronald L. Sack.
 General Sales Manager—Martin Greenberg.
 Sales Manager—Chris Robinson.

2. REPRESENTATIVES
 McGavren-Guild—PGV Radio, Inc.

3. FACILITIES
 ERP 100,000 w.; 96.5 mc. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 597 ft. above average terrain.
 Partial simulcast operation. Operated separately 6 pm-5 am. For simulcast facilities see KXYZ.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 See KXYZ listing for coded regulations.
 Maximum of 14 commercial minutes per hour.

TIME RATES
 No. 1 ET 4/15/69—Rec'd 4/4/69.
 AA—Mon thru Sat 6 pm-midnight; Sun 10 am-midnight.
 A—Tues thru Sat 6 pm-midnight.

7. PACKAGE PLANS

FM ONLY	6 ti	12 ti	18 ti	24 ti
6 pm-midnight	9	8	7	6
Midnight-6 pm	7	6	5	4

FM WHEN BOUGHT IN COMBINATION WITH AM

6 pm-midnight	8	7	6	5
Midnight-6 am	6	5	4	3

BULK RATES
 500x 1000x 500x 1000x
 6 pm-mid 5 4 Mid-6 am 3 2
 To be used within 52-week period. Preemptible.
 Bulk plan advertisers must contract in advance for a firm, 52-week period, subject to short rate if cancelled.
 Rate Protection: 90-day rate protection.

KYOK
 1947
 HOUSTON

Independent Negro
 Starr Broadcasting Group
 Media Code 4 245 4325 4.00
 KYOK, Inc., 613 Preston Ave., Houston, Tex. 77002.
 Phone 713-222-2535.

STATION'S PROGRAMMING DESCRIPTION
 KYOK: Programmed for Negro audience.
MUSIC: rhythm and blues, Negro disc jockeys do all shows, including taped and live commercials.
NEWS: 5 min international, national and community news hourly on half hour. Local headlines, 1 min on hour. Weekly editorials. **SPORTS:** live high school and college football and high school basketball broadcasts, including pre-game and post-game interviews with coaches and players. Sports personality participation shows daily, M-F. Discussion: interviews and panel debates on local problems. Sun 7 pm. Mobile

unit, personalities available for remote broadcasts, store openings, etc. Contact Representative for further details. Rec'd 10/17/67.

1. PERSONNEL
 General Manager—Richard Oppenheimer.
 Executive—Julius J. Paglin.
 Executive Vice-President—Stanley W. Ray, Jr.

2. REPRESENTATIVES
 Dore & Allen, Inc.

3. FACILITIES
 5,000 w.; 1590 kc. Directional—nights only.
 Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
 15%: 10th of month.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
 Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 82.
 Member: The OK Group.

TIME RATES
 No. 10 ET 4/1/68—Rec'd 3/13/68.
 AA—6-9 am & 4-7 pm.
 A—4-6 am & 9 am-4 pm.
 B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	17.00	13.60	14.45	11.55	11.90
50 x	16.35	13.10	13.90	11.10	11.45
100 x	15.70	12.55	13.35	10.65	11.00
150 x	15.05	12.05	12.80	10.20	10.55
200 x	14.40	11.50	12.25	9.75	10.10
250 x	13.75	11.00	11.70	9.30	9.75
300 x	13.10	10.45	11.15	8.85	9.30
400 x	12.45	9.95	10.60	8.40	8.85
500 x	11.80	9.40	10.05	7.95	8.40
1000 x	11.15	8.90	9.50	7.50	7.95

7. PACKAGE PLANS

1 MINUTE	20	40	60	80	100
AA:	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	18.65	16.00	15.40	14.80	13.80
13 wk	15.45	14.35	13.75	13.00	12.90
26 wk	13.75	13.00	12.15	12.10	11.55
39 wk	13.00	12.15	11.80	11.00	10.90
52 wk	12.15	11.80	10.95	10.45	9.95

1 MINUTE

1 wk	14.15	13.60	13.10	12.40	11.75
13 wk	13.15	12.20	11.70	11.05	10.35
26 wk	11.70	11.05	10.35	10.30	9.80
39 wk	11.05	10.35	9.85	9.25	8.90
52 wk	10.35	9.85	9.30	8.90	8.45

30 SECONDS

1 wk	13.30	12.80	12.30	11.70	11.05
13 wk	12.35	11.50	11.00	10.40	10.30
26 wk	11.00	10.40	9.75	9.70	9.25
39 wk	10.40	9.75	9.30	8.80	8.70
52 wk	9.75	9.30	8.75	8.35	7.95

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

1 MINUTE

1 wk	11.30	10.80	10.60	9.90	9.40
13 wk	10.50	9.75	9.35	8.85	8.75
26 wk	9.35	8.85	8.30	8.25	7.85
39 wk	8.85	8.30	7.90	7.60	7.40
52 wk	8.30	7.90	7.45	7.10	6.75

Kermit—K E R B—Continued

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

1,000 w. days; 600 kc. Directional.

Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION

15/0. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.

Rate Protection: 11a, 14a.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c,

25a, 25b, 29a.

Contracts: 40a, 41, 44a, 44b, 46, 51b.

Comb.: Cont. Discounts: 60a, 62d.

Cancellation: 70e, 71a, 72, 73a, 73b.

Prod. Services: 82.

Affiliated with KBB.

Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/69—Rec'd 1/22/69.

6. SPOT ANNOUNCEMENTS

1 min. 1x 52x 104x 260x 312x 500x

30 sec. 3.00 2.80 2.40 2.20 2.00 1.80

10 sec. 1.90 1.75 1.50 1.40 1.25 1.00

7. PACKAGE PLANS

1/2 GUARANTEED IN DRIVE TIME

PER WK: 10 ti 20 ti 30 ti 40 ti

1 min. 4.00 3.80 3.00 2.75 2.50 2.25

30 sec. 2.40 2.20 2.00 1.80

10 sec. 1.50 1.40 1.25 1.15

KERRVILLE

Kerr County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

KERV

1948



Subscriber to the NAB Radio Code

Media Code 4 245 4500 2.00

Kerrville Broadcasting Co., Box 791, Kerrville, Tex.

78028. Phone 512-257-8200.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bob Couch.

Asst. Mgr. & Chief Eng.—Ken Jaeger.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.

Non-directional.

Operating schedule: 8 am-11 pm. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.

Rate Protection: 10b.

6. SPOT ANNOUNCEMENTS

1-13x 26x 52x 104x 240x

1 min. 4.50 4.10 3.75 3.40 3.00

30 sec. 3.00 3.30 3.15 3.00 2.50

10 sec. 2.00 2.60 2.20 1.80 1.85

KILGORE

Gregg County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

KLUE

LONGVIEW

City of license, Longview, Texas.

Considered by Mutual Broadcasting System as their

Longview-Kilgore outlet.

See listing under Longview, Texas.

KILLEEN (1 AM; 1 FM)

Bell County—Map Location E-6

See SRDS consumer market map and data at beginning of the State.

KLEN

1955

Media Code 4 245 4550 7.00

Highlite Broadcasting Co., Box 879, Killeen, Tex.

78541.

1. PERSONNEL

Pres. & Gen'l Mgr.—A. W. Stewart.

3. FACILITIES

250 w. days; 1050 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

FM FACILITIES

ERP 1,000 w.; 93.3 mc.

Operating schedule: 6:00 am-10:00 pm. CST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 4a, 4c, 5, 6a, 7a, 8.

Rate Protection: 10a.

Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Bates effective (Card No. 2.)

Card received December 9, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 min. 1/2 1/4 5 1 30

13 times 60.00 30.00 15.00 8.00 6.00 4.00

26 times 57.00 28.50 14.25 7.60 5.70 3.80

52 times 54.00 27.00 13.50 7.20 5.40 3.60

104 times 51.00 25.50 12.75 6.80 5.10 3.40

156 times 48.00 24.00 12.00 6.40 4.80 3.20

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

156 times 45.00 22.50 11.25 6.00 4.50 3.00

KINGSVILLE

Kleberg County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

KINE

1948

Media Code 4 245 4575 4.00

Radio Station KINE, Inc., 205 E. King Ave., Kings

villie, Tex. 78363. Phone 512-592-5211.

1. PERSONNEL

General Manager—Ben Gluings.

Sta. & Comm'l Mgr.—Andy Cook.

2. REPRESENTATIVES

Continental Radio Sales.

3. FACILITIES

1,000 w. days; 1330 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,

28b, 29a.

Contracts: 40a, 42a, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.

Cancellation: 70a, 70c, 71b, 73a

Member: Texas State Network.

TIME RATES

ET 3/1/68—Rec'd 5/29/68.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 260x 312x 520x

1 min 4.00 3.80 3.60 3.40 3.20 3.00 2.80 2.60

30 sec 3.50 3.35 3.20 3.05 2.90 2.75 2.60 2.45

7. PACKAGE PLANS

(Must be used within 30 days)

1 min. 40 ti 60 ti 100 ti 150 ti

30 sec. 120 188 250 330

10 sec. 2.00 1.15 44+

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min

1st 50 40 30 20

10. SPECIAL FEATURES

PER WK, EA: 1 ti 2 ti 3 ti 6 ti

TSN News Insert 4.00 8.00 11.40 22.20

Porter Randall 5.00 10.00 13.50 24.00

LA GRANGE

Fayette County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

KVLG

1959



Subscriber to the NAB Radio Code

Media Code 4 245 4600 0.00

Lloyd E. Kolbe, Drawer K, La Grange, Tex. 78945.

Phone 713-988-3173.

STATION'S PROGRAMMING DESCRIPTION

KVLG: Programmed for adults.

Emphasis on local and regional news coverage.

FARM: 6-7 am tapes, market reports. 7-10 am

entertainment, news, middle-of-the-road music, bul-

letin boards. 7:30-8 am overnight news summary.

8:45-9 am hospital registers from 4 counties and

local news. 10-10:30 am homemaker hints, guests,

interviews, women's news. 10:30-11:30 am T-5h-Sat

Czech hour broadcast in Bohemian. M-W-F

entertainment, middle-of-the-road music. 11:45 am-noon

trading post. Noon-12:30 pm, news roundup, and

market reports. 12:30-12:45 pm brass band music.

12:45-2 pm polka and waltz. 1-2 pm Fri German

hour. 2-5 pm country and western music. 5-5:30 pm

evening news and sports roundup. 5:30-8 pm music,

middle-of-the-road. Rec'd 7/14/67.

1. PERSONNEL

Owner & Gen'l Mgr.—Lloyd E. Kolbe.

Sales Manager—Charley Gesber.

3. FACILITIES

250 w.; 1570 kc. Directional daytime.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 4c, 5, 6a, 7a, 8.

Rate Protection: 10h, 11h, 12h, 13h, 14b, 15a, 15c,

16.

Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24b,

24c, 25a, 26, 28b, 28c, 29a, 29b, 30, 32b, 33a,

Contracts: 42d, 44a, 48, 50, 51a, 51c.

Comb.: Cont. Discounts: 60b, 60c, 61a, 62c.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 82.

TIME RATES

ET 1/1/69—Rec'd 11/29/68.

6. SPOT ANNOUNCEMENTS

1x 52x 156x 260x 365x 520x

1 min 2.50 2.30 2.20 2.10 2.05 1.90

30 sec 2.10 1.95 1.90 1.80 1.75 1.60

7. PACKAGE PLANS

ROS SPOT PACKAGE

(to be used in 30 days)

10 ti 25 ti 50 ti 75 ti 100 ti

1 min or less 23.00 62.50 97.50 142.50 180.00

150+, per spot 1.75

LAKE JACKSON

Brassoria County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

KLJT (FM)

1964

Media Code 4 245 4625 7.00

Texas Audio Electronics Co., Box 518, Lake Jackson,

Tex. 77568.

STATION'S PROGRAMMING DESCRIPTION

KLJT (FM): Programmed for adults.

Hourly news. Features include: stock report, business

news and commentary M-F. Area weather every 30

min each evening. SPORTS: coverage includes live

play-by-play of all high school sports and summer

teenage baseball and college football. MUSIC: daily

format ranges from middle-of-the-road in am to

mixture of showtunes, standards and semi-classical in

evening. Rec'd 10/6/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mrs. Sue B. Hairgrove.

Sales Manager—Randy Griffin.

TEXAS

Laredo—Continued

KVOZ

1952

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4725 5.00
Border Broadcasters, Inc., Box 1638, Laredo, Tex.
78040. Phone 512-725-4396.

STATION'S PROGRAMMING DESCRIPTION
KVOZ: Programmed for young adults and adults.
5 Air personalities play current popular and favorite standards by Mexican and US artists, 70% albums, 30% singles, Spanish and English commercials accepted throughout 19 hour day. NEWS: network and local news every hour, 15 min newscasts at 8 am, noon, 6 pm & 10 pm, 3 man local news staff, mobile news unit. Emphasis on community involvement through editorials and opinion program at noon.
SPORTS: 75 football, basketball, sports originations each year. COMMERCIAL POLICY: 16 minutes per hour. Contact Representative for further details. Rec'd 4/17/69.

1. PERSONNEL

National Sales Manager—Al Kinsall,
General Manager—Bill Farrell,
Station Manager—Scott Ellis.

2. REPRESENTATIVES

National Time Sales,

3. FACILITIES

250 w.; 1490 kc. Non-directional.
Operating schedule: 6-1 am. CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20b, 21a, 22a, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network, National Spanish Language Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 ET 11/1/68—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS

Prime Drive—Mon thru Fri 7-9 am & 4-6:30 pm.
ROS—Best Time Available.

	Prime Drive			ROS		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	5.00	3.00	2.00	3.00	2.25	1.50
52 x	4.80	2.85	1.95	2.85	2.20	1.45
104 x	4.60	2.70	1.90	2.70	2.15	1.40
312 x	4.40	2.55	1.85	2.55	2.10	1.35
624 x	4.20	2.45	1.80	2.45	2.05	1.30
1248 x	4.00	2.35	1.75	2.35	2.00	1.25
1872 x	3.80	2.25	1.70	2.25	1.90	1.20
2496 x	3.60	2.15	1.65	2.15	1.70	1.15
3120 x	3.40	2.10	1.60	2.10	1.60	1.10
3744 x	3.20	2.00	1.50	2.00	1.50	1.05

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	36	18	10
26 x	54	30	16	8
52 x	48	26	15	7
104 x	45	24	14	6

Advertisement

KVOZ, Laredo, Texas, is programmed to the unique bilingual Laredo-Nuevo Laredo market, where 90% of residents speak both Spanish and English.
KVOZ is tops in latest Pulse '68 Circulation Pulse—Interviews conducted in '67. Also see our January '69 Mediastat. Product successes include Pet Milk, Borden's, Falstaff, Coca-Cola, Lone Star Beer, Royal Crown, Levi Strauss, UniRoyal, Goodyear, Pearl Beer, Knolle Milk, Foremost Milk, Seven Up, Mass Hartina, Butter Krust Bread, Firestone, Bunsler, Dr Pepper, all leading Laredo department stores, all three banks, four leading drug stores, and all leading supermarkets.

XEAS

LAREDO, MEXICO

City of license, Nuevo Laredo, Tamaulipas, Mexico.
Box 338, Laredo, Texas 78040.
U. S. Representatives:
East, Midwest—AAA Representatives.
Western States—Harlan G. Oakes, Inc.
Southeast—David Carpenter Company.
See listing in Mexico Publicity Mexicanos under Nuevo Laredo, Tamaulipas, Mexico.

XEK

1957

NUOVO LAREDO, MEX.

(This is a paid listing.)
Media Code 4 245 4825 5.00
Ruperto Villarreal, El Diario Bldg., 2nd floor Dr. Mier 2223 Nuevo Laredo, Mex. Phone 2-30-35.
Mailing Address—P. O. Box 87, Laredo, Tex. 78041.

1. PERSONNEL

Pres. & Mgr.—Ruperto Villarreal.
Commercial Manager—Felipe Maldonado P.

2. REPRESENTATIVES

Chicago, Atlanta, Dallas, Los Angeles, New York and San Francisco—Savalli/Gates, Inc.
El Paso—Broadcast Services, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 980 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm weekdays;
8:00 am-2:00 pm Sun. CST.

4. AGENCY COMMISSION

15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4c, 4d, 5a, 5b, 5c, 5d, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23a, 29a.
Contracts: 40a, 42a, 43, 44a, 44b, 46.
Cancellation: 70b, 70c, 71a.
Member: The Amigo Spanish Group.

TIME RATES

ET 3/1/68—Rec'd 1/8/68.

7. PACKAGE PLANS

PER WK: Open 5 ft 10 ft 15 ft 20 ft 25+
1 min..... 8.00 7.60 7.20 6.90 6.40 5.90
10 sec 1D's: 50% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr
1 x	50	25
		(8)

XENU

1957

NUOVO LAREDO, MEX.

(This is a paid listing.)
Media Code 4 245 4850 1.00
Miguel Villarreal, 2201 Madero St., 2nd Floor, Nuevo Laredo, Mex. Phone 2-33-99, 2-13-99.
Other address—Box 814, Laredo, Tex. 78041.

STATION'S PROGRAMMING DESCRIPTION

XENU: Programmed for Spanish speaking people only.
MUSIC: country, rural Mexican type via live, tape, records, and transcription. Request programs dominate entire schedule. Mixing persons broadcast daily.
PERSONALITIES handle all segments. COMMERCIAL POLICY: announcements only. Commercials translated free from English into Spanish to all clients. Contact Representative for further details. Rec'd 10/28/67.

1. PERSONNEL

President—Miguel Villarreal.
General Manager—Deyla R. Villarreal (Mrs.).

2. REPRESENTATIVES

Southwest—Riley Representatives.
Southeast—Harry Harkins, Inc.
New York, Chicago—National Time Sales.
West Coast—Radio Time Sales/International.

3. FACILITIES

5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a.

6. SPOT ANNOUNCEMENTS

ET 7/1/68—Rec'd 6/17/68.

	Open	5 ft	10 ft	15 ft	20 ft	25 ft	30 ft
1 min	9.00	8.60	8.20	7.80	7.20	6.60	6.00
30 sec	6.75	6.45	6.15	5.85	5.40	4.95	4.50
10 sec	4.50	4.30	4.10	3.90	3.60	3.30	3.00

LEVELLAND

Hockley County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

KLVT

1949

Subscriber to the NAB Radio Code
Media Code 4 245 4925 1.00
Clint & Marshall Formby, dba Levelland Broadcasters,
Box 1230, Farm-to-Market Hwy., Levelland, Tex.
79336. Phone 894-3134, 35.

1. PERSONNEL

Manager—Gene Stanley.
Sales Manager—Jerry Cammack.
News Director—Del Kirby.

3. FACILITIES

1,000 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4b, 4d, 5.
Affiliated with KBS.

TIME RATES

ET 7/31/68.

	1x	13x	156x	312x
6. SPOT ANNOUNCEMENTS				
1 min.	3.50	3.00	2.75	2.40

7. PACKAGE PLANS

PER WK, EA: 50 ft 25 ft 15 ft
1 min..... 1.75 2.00 2.50
PER MO, EA: 150 ft 100 ft 60 ft
1 min..... 1.50 1.75 2.00

8. PROGRAM TIME RATES

	1x	13x	156x	312x
1 hr	45.00	42.00	37.50	34.00
1/2 hr	25.00	22.00	19.00	17.50
1/4 hr	17.50	14.00	12.00	10.00
5 min	10.00	7.50	7.00	6.00

10. SPECIAL FEATURES

TIME SIGNAL PACKAGES
(20 word limit)

	1 WK:	50 ft	100 ft
1 WK:			
EA	1.15	1.00	
1 MO:			
300 ft, ea			1.00
200 ft, ea mo on a regular basis, ea			1.00

LIBERTY

Liberty County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KPXE

1957

Media Code 4 245 4935 0.00
Liberty County Broadcasters, Inc., Box 402, Wallisville Rd., Liberty, Tex. 77575. Phone 713-836-3601.

1. PERSONNEL

President—C. L. Wilson, Jr.
Station Manager—Anthony Haba, Jr.

3. FACILITIES

250 w.; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only, Net 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21c, 23a, 26, 28c.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 62b.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 ET 12/21/67—Rec'd 1/25/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
EA	3.00	2.00	1.50

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
EA	5	10	20	35

LITTLEFIELD

Lamb County—Map Location B-3

See SRDS consumer market map and data at beginning of the State.

KZZN

1947

Country Music Network

Subscriber to the NAB Radio Code
Media Code 4 245 4950 9.00
Littlefield Broadcasting Co., Box 192, Littlefield, Tex. 79339. Phone 808-384474.

STATION'S PROGRAMMING DESCRIPTION

KZZN: Programmed for general interest.
MUSIC: Middle-of-the-road and general popular music. 70% albums, 30% singles. FARM: News, interviews, county agent reports, market reports at 6-7 am, 12-1 pm and 6-7 pm. NEWS: 5 min newscasts every hour, 15 min newscasts at 7:30 am, noon and 8 pm. Weather information every 15 min. 8-9 am daily discussions, guests from shopping center.
SPORTS: Play-by-play of area sporting events. Rec'd 4/4/68.

1. PERSONNEL

Manager—Jim Vandenberg.
Farm Director—J. B. McShan.

3. FACILITIES

1,000 w. days; 1490 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION

15% no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80.
Member: Texas State Network, Country Music Network.

TIME RATES

ET 6/27/68.

	1x	52x	104x	156x	208x	260x	312x
6. SPOT ANNOUNCEMENTS							
1 min	3.00	2.75	2.60	2.45	2.30	2.15	2.00
30 sec	2.50	2.25	2.10	1.95	1.80	1.65	1.50

8. PROGRAM TIME RATES

	1x	13x	52x	156x	312x
1/2 hr	23.00	21.50	20.00	18.00	16.00
1/4 hr	12.00	11.50	10.50	9.50	8.50
5 min	5.00	4.75	4.50	4.00	3.00

LIVINGSTON

Polk County—Map Location G-6

See SRDS consumer market map and data at beginning of the State.

KETX

1957

Media Code 4 245 4975 6.00
Voice of East Texas, Box 111, Livingston, Tex.
77351. Phone 713-327-8916.

1. PERSONNEL

Pres. & Gen'l Mgr.—Harold J. Haley.

3. FACILITIES

5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

All rates net to station. Agency adds commission.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21c, 23a, 24a, 25c, 26, 28b, 28c, 30, 31, 32, 33d.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 61a, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NAB.
Member: Texas State Network.

TIME RATES

1. PERSONNEL
 President—E. W. Mahone, Jr.
 Vice-Pres. & Gen'l Mgr.—H. A. Bridge, Jr.
 Commercial Manager—Lowell Wolfe.

2. REPRESENTATIVES
 Jack Masia & Co., Inc.
 Southwest—Clyde Melville Company.

3. FACILITIES
 1,000 w. days; 1280 kc. Non-directional.
 Operating schedule: 5:45 am-local sunset. CST.

4. AGENCY COMMISSION
 15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b,
 28c, 29a, 30.
 Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 70b, 70d, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS, and KBS.
 Member: Big-K Network, Texas State Network.

TIME RATES
 Rates effective January 1, 1962.
 Rates received August 30, 1965.

6. SPOT ANNOUNCEMENTS

(*)	(†)	(*)	(†)		
1x.....	6.20	4.50	10x.....	5.30	3.70
2x.....	6.00	4.30	20x.....	5.00	3.50
26x.....	5.90	4.10	312x.....	4.70	3.25
52x.....	5.60	3.90	624x.....	4.40	3.00

(*) One minute or 100 words.
 (†) 1/2 minute or 50 words.

7. PACKAGE PLANS
WEEKLY PACKAGE PLAN

One minute.....	4.55	18 times.....	4.35
6 times.....	4.45	24 times.....	4.10
12 times.....	4.45	24 times.....	4.10

(CB)

K L U E-FM

1963
 Subscriber to the NAB Radio Code
 Media Code 4 245 5026 7.00
 Radio Longview, Inc., Box 7100, Signal Hill Drive,
 Longview, Tex 75601. Phone 214-758-4496.
STATION'S PROGRAMMING DESCRIPTION
 K L U E-FM: Adult level programming of albums, in-
 cluding showtunes, film music, standards, jazz, and
 melodic popular selections. NEWS: Includes 5 min
 hourly from networks. Special discussions and
 community involvement programs on regularly scheduled
 basis. Contact Representative for further details.
 Rec'd 7/12/67.

1. PERSONNEL
 President—E. W. Mahone, Jr.
 Vice-Pres. & Gen'l Mgr.—H. A. Bridge, Jr.
 Commercial Manager—G. Lowell Wolfe.

2. REPRESENTATIVES
 Jack Masia & Co., Inc.
 Southwest—Clyde Melville Company.

3. FACILITIES
 ERP 36,000 w.; 105.7 mc. Stereo.
 Operating schedule: 6 am-11 pm. CST.
 Antenna ht.: 328 ft. above average terrain.

4. AGENCY COMMISSION
 15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b,
 28c, 29a, 30.
 Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 70b, 70d, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS and KBS.
 Member: Big-K Network, Texas State Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 7 ET 4/1/67—Rec'd 3/31/67.

6. SPOT ANNOUNCEMENTS
 60 sec or less, ea..... 2.00
 10 or more (in any 7 day period) ea..... 1.75

LUBBOCK (7 AM; 2 FM)

Lubbock County—Map Location B-4
 See SRDS consumer market map and data at beginning
 of the State.

K B F M (FM)

1958
 Subscriber to the NAB Radio Code
 Media Code 4 245 5050 7.00
 Corbin Broadcasting Co., 2001 Great Plains Bldg.,
 Lubbock, Tex. 79401. Phone 806-763-5657.

1. PERSONNEL
 General Manager—Glenn Corbin.
 Sales Manager—Larry W. Corbin.

3. FACILITIES
 ERP 3,600 w.; 96.3 mc. Stereo.
 Operating schedule: 24 hours. CST.
 Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
 15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 4d, 5, 8.
 Rate Protection: 10b, 11b, 13b.
 Basic Rates: 23a, 24b, 25a, 26, 29a.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60b.
 Cancellation: 71a, 73a.
 Member: Texas State Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 7 ET 1/1/68—Rec'd 3/29/66.

6. SPOT ANNOUNCEMENTS

1 min.....	3.00	10 sec.....	1.70
30 sec.....	2.50		

9. PARTICIPATING PROGRAMS
 Lubbock After Dark—7 pm-midnight.

1x.....	26x.....	52x.....	104x.....	156x.....	260x.....
1 hr.....	20.00	18.50	17.50	16.25	14.00

NBC Radio Network

Media Code 4 245 5075 4.00
 Bryant Radio & Television, Inc., Box 2190, 5600
 Avenue A, Lubbock, Tex. 79408. Phone 806-744-
 1414. TWX 910-896-4306.

1. PERSONNEL
 President—Joe H. Bryant.
 Station Manager—Keith Tye.

2. REPRESENTATIVES
 Call station Manager collect.
 Southwest—Blair Radio.

3. FACILITIES
 1,000 w.; 1590 kc. Directional—separate patterns,
 day and night.
 Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
 15/0: time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 12b, 13b, 14b.
 Basic Rates: 21b, 22a, 23a, 24b, 28a, 29a.
 Contracts: 40a, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60h, 61a.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 80
 TV facilities: KCB D-TV.
 Affiliated with NBC.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 7 ET 9/1/68—Rec'd 7/22/68.
 AA—Mon thru Fri 9-9 am & 4-7 pm.
 A—Mon thru Fri 9 am-4 pm; Sat & Sun all day.
 B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 hr	6 hr	12 hr	24 hr
50/60 sec.....	5.00	4.50	4.00	3.50	3.00
20/30 sec.....	4.50	4.00	3.50	3.00	2.50
ID's, flat 2.50.					

PER WK:	CLASS A	4.50	4.00	3.50	3.00
50/60 sec.....	4.50	4.00	3.50	3.00	2.50
20/30 sec.....	4.00	3.50	3.00	2.50	2.00
ID's, flat 2.00.					

PER WK:	CLASS B	4.00	3.50	3.00	2.50
50/60 sec.....	4.00	3.50	3.00	2.50	2.00
20/30 sec.....	3.50	3.00	2.50	2.00	1.50
ID's, flat 1.50.					

K D A V

1953
 Media Code 4 245 5100 0.00
 Western Broadcasting Co., Box 6070, 6602 Quirt,
 Lubbock, Tex. 79413, Phone 806-744-4567.
STATION'S PROGRAMMING DESCRIPTION
 K D A V: Programmed for general interest.
 AIR PERSONALITIES: emcee entire operation using
 inserts of community affairs, endorsement of public
 drives and events, and artist interviews. MUSIC
 80%: modern country and western, 90% new or cur-
 rent selling singles and individual album tracks, 10%
 former popular country and western records. NEWS
 20%: regional and local news on hour, network news
 or sports at :30, weather or sports at :15 & :45.
 Agricultural news stressed in early am. Personalities
 available for remote broadcast and pick-ups from
 commercial locations. Contact Representative for fur-
 ther details. Rec'd 11/8/67.

1. PERSONNEL
 Owners—Dave (Stone) Pinkston & Robert E. Clark.
 Gen'l & Sales Mgr.—Robert E. Clark.

2. REPRESENTATIVES
 Savalli/Gates, Inc.

3. FACILITIES
 500 w. days; 580 kc. Directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
 15/0 on time.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20a, 21a, 21c, 21d, 22b, 23b, 24b, 25a,
 26, 28b, 28c, 29a.
 Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 49, 51c.
 Comb.: Cont. Discounts: 60h, 61a.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS.
 Member: National AgRadio Groups, Inc.

TIME RATES
 ET 9/15/66—Rec'd 11/3/66.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	104x	156x	260x	312x	500x
1 min.....	6.00	5.25	4.50	4.00	3.50	3.00
30 sec.....	4.80	4.30	3.70	3.30	2.90	2.50
15 sec.....	3.60	3.15	2.70	2.40	2.10	1.80
Drive Time—7-9 am & 4-6 pm add 20% to earned rate.						

7. PACKAGE PLANS
WEEKLY SPOT PLANS

PER WK, EA:	15 hr	20 hr	30 hr	40 hr	50 hr
1 min.....	5.25	4.50	4.00	3.50	3.00
30 sec.....	4.30	3.70	3.30	2.90	2.50
15 sec.....	3.15	2.70	2.40	2.10	1.80
Drive Time—7-9 am & 4-6 pm add 20% to earned rate.					

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 hr.....	54.00	34.50	22.50	11.25
26 hr.....	51.00	31.50	21.75	10.90
52 hr.....	48.00	30.00	21.00	10.50
104 hr.....	45.00	28.50	19.50	9.75
156 hr.....	42.00	27.00	18.00	9.00
260 hr.....	40.50	25.00	16.50	8.25
312 hr.....	37.50	22.50	15.00	7.50

Subscriber to the NAB Radio Code
 Media Code 4 245 5125 7.00
 Plains Radio Broadcasting Co., 914 Avenue J, Lub-
 bock, Tex. 79401. Phone 806-765-5657.

STATION'S PROGRAMMING DESCRIPTION
 Programmed for general interest. FARM
 11%: 5:30-7 am, noon-1 pm, 2 man, agricultural
 markets, interviews, events, weather. NEWS 22%:
 local, state, national, world, analysis, community
 events, commentary, interviews, mobile unit reports.
 2% weather. 7-8 am, 5-6 pm news block. SPORTS:
 national baseball, live play-by-play college football
 and basketball, daily coverage. MUSIC: 8:05 am-
 noon popular music featuring film, show, standards,
 folk, middle-of-the-road, swing, jazz. Network news,
 variety program and music. 1-5 pm network audi-
 ence participation program and celebrity interviews,
 news. General popular music featuring show, popular
 and dixieland jazz, novelty, 5:30 pm-12M general
 popular music, mainstream jazz. RELIGIOUS: pro-
 grams Sun morning. COMMERCIAL POLICY: 18
 minutes per hour. Contact Representative for further
 details. Rec'd 7/27/67.

1. PERSONNEL
 President—Roy Whittenburg.
 General Mgr.—Gordon Thompson.
 National Sales Manager—Bob Nash.

2. REPRESENTATIVES
 Alan Torbet Associates, Inc.

3. FACILITIES
 5,000 w. days, 1,000 w. nights; 790 kc.
 Directional separate patterns, day and night.
 Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
 15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27,
 28a, 28c, 29a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50,
 51b.
 Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS.

TIME RATES
 ET 9/1/68—Rec'd 4/26/66.
 A—Mon thru Sat 6-9 am & 5-6 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	26x	52x	156x	260x	520x	1000x
A.....	12.00	11.00	10.00	9.00	8.00	7.00	6.00
B.....	10.00	9.00	8.00	7.00	6.00	5.00	4.00

20/30 SEC:
 A..... 8.80 8.00 7.20 6.40 5.60 4.80 4.00
 B..... 8.00 7.20 6.40 5.60 4.80 4.00 3.20

10 SEC:
 A..... 6.00 5.50 5.00 4.50 4.00 3.50 3.00
 B..... 5.00 4.50 4.00 3.50 3.00 2.50 2.00

DISCOUNTS
 26 wks..... 5% 52 wks..... 18%

7. PACKAGE PLANS
 ROS (Best Times Available)

PER WK:	5 hr	10 hr	20 hr	30 hr
1 min.....	7.00	6.00	5.50	5.00
20/30 sec.....	6.00	5.00	4.50	4.00
10 sec.....	3.50	3.00	2.75	2.50

DISCOUNTS
 26 wks..... 5% 52 wks..... 10%

8. PROGRAM TIME RATES

1 HR:	1x	13x	26x	52x	104x	156x	260x
A.....	85	81	79	77	72	68	63
B.....	70	67	63	61	59	56	53

1/2 hr: 60% of hour. 10 min: 30% of hour.
 1/4 hr: 40% of hour. 5 min: 25% of hour.

DISCOUNTS
 26 wks..... 5% 52 wks..... 10%

K L B K

1955
 Subscriber to the NAB Radio Code
 Media Code 4 245 5150 5.00
 Grayson Enterprises, Inc., Box 1559, 7400 University
 Ave., Lubbock, Tex. 79408. Phone 806-744-2345.
 TWX 910-896-4321.

STATION'S PROGRAMMING DESCRIPTION
 KLBK: Programmed for adults and young adults.
 6 air personalities emcee entire operation. Discussion,
 interviews, contests, emphasis on local events. NEWS:
 5 min network news at :55 and headline, two 2-1/2
 min. at 20 min before and after hour plus local
 mobile reports from 6 mobile units. 7 man news
 department. MUSIC: 75% top 40 singles, 15% al-
 bums. Noon-6 am emphasis on middle-of-the-road,
 current hits, and standards. SPORTS: sports director,
 90 second sports at :30, local high school play-by-play
 sports and Southwest Conference football. Local and
 area weather reports. COMMERCIAL POLICY: com-
 mercials translated free. Contact Representative for
 further details. Rec'd 2/12/68.

1. PERSONNEL
 Gen'l Mgr. & Exec. Ass't to Pres.—John Thorwald.
 Station Manager—Herb Harding.

2. REPRESENTATIVES
 K-R Representatives, Inc.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1340 kc.
 Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
 15/0 time only; bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 12h, 14b.
 Basic Rates: 22a, 25a, 29a.
 Contracts: 40a, 45, 46.
 Comb.: Cont. Discounts: 60b, 61a, 62d.
 Cancellation: 70a, 70c.
 Prod. Services: 82.
 Affiliated with American Contemporary Network.

TIME RATES
 No. 7 ET 2/1/68—Rec'd 2/12/68.

6. SPOT ANNOUNCEMENTS

Fixed position.....	1 min	30 sec	15 sec
	8.50	7.50	6.00

7. PACKAGE PLANS
WEEKLY IMPACT PLANS

	5 hr	10 hr	15 hr	25 hr
1 min.....	6.00	5.50	5.00	4.50
30 sec.....	5.50	5.00	4.50	4.00
15 sec.....	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min
1x.....	60	23	19	13	10	9
26x.....	55	32	21	18	12	9
52x.....	50	29	20	17	11	8
156x.....	45	27	19	16	10	7
260x.....	40	25	18	15	9	6

K L F B

1967
 Media Code 4 245 5165 3.00
 La Fiesta Broadcasting Co., Inc., Box 5897, 2700
 Marshall Ave., Lubbock, Texas 79417. Phone 806-
 765-5010.
STATION'S PROGRAMMING DESCRIPTION
 K L F B: 100% Spanish with music directed to local
 Mexican population.
 MUSIC: 95% ranchero, 20% bolero, 20% mariachi
 and 25% top pops from Mexico. Contact Representa-
 tive for further details. Rec'd 11/21/68.

1. PERSONNEL
 Manager—Ernest F. Barton.
 Office Manager—A. L. Bradley.

2. REPRESENTATIVES
 National Time Sales.

3. FACILITIES
 500 w. days; 1420 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
 15/0 time only; 1st of month.
 (This listing continued on next page)

Your Heart Fund Fights

**HEART ATTACK
 STROKE
 HIGH BLOOD
 PRESSURE
 INBORN HEART
 DEFECTS**



TEXAS

Lubbock—K L F B—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 24b, 25a, 28, 28a, 28c,
29a, 32a, 33a.
Contracts: 40a, 44a, 46, 47a, 50, 51b.
Comb. Cont. Discounts: 60b, 60i, 61a.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Member: National Spanish Language Network.

TIME RATES NATIONAL AND LOCAL RATES SAME ET—Rec'd 11/25/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	5.00	3.50	2.50
52 x	4.80	3.25	2.30
104 x	4.20	3.00	2.10
312 x	4.00	2.80	2.00
924 x	3.80	2.60	1.90
1040 x	3.60	2.40	1.80
1248 x	3.40	2.20	1.70
1872 x	3.00	2.00	1.60
2496 x	2.80	1.90	1.50
3120 x	2.60	1.80	1.40
3744 x	2.40	1.70	1.30

7. PACKAGE PLANS

IMPACT PLAN-BTA (to be used within 30 days)		200x	300x
1 min	50x	100x	100x
30 sec	4.00	3.50	3.00
15 sec	3.00	2.70	2.40
	2.10	1.90	1.50

8. PROGRAM TIME RATES

	1x	7x	26x	52x	104x	260x	312x
5 min.	8.50	7.50	6.75	6.00	5.50	5.25	5.00
1/4 hr	25.00	22.50	20.00	18.00	16.00	15.00	-----
1/2 hr	45.00	40.00	36.00	32.00	30.00	-----	-----
1 hr	75.00	70.00	65.00	60.00	-----	-----	-----

KLLL

1953



Media Code 4 245 5175 2.00
Corbin Broadcasting Co., 2001 Great Plains Ldgs
Bldg., Lubbock, Tex. 79401. Phone 806-763-1911.

STATION'S PROGRAMMING DESCRIPTION

KLLL: Programmed for adults and young adults.
MUSIC: modern country and western, with emphasis
on country pop, folk country, and country songs per-
formed by pop artists. AIR PERSONALITIES handle
all segments. Listener participation contests regularly.
NEWS: local and network news, including state,
national and international coverage. RELIGIOUS:
music and programs 8 am-noon Sun. Contact Rep-
resentative for further details. Rec'd 12/26/67.

1. PERSONNEL

General Manager—Glenn Corbin.
Sales Manager—Larry Corbin.

2. REPRESENTATIVES

PHO Time Sales, Inc.
Dallas—Riley Representatives.

3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28c, 33a.
Contracts: 40a, 44b, 48.
Comb. Cont. Discounts: 60e, 60i, 61b.
Cancellation: 70c, 71b, 73a.
Prod. Services: 82.
Member: Texas State Network.

TIME RATES

Rates effective February 1, 1966.
Rates received January 20, 1966.

6. SPOT ANNOUNCEMENTS

KION (For drive time, 7:00-9:00 am and 4:00-6:00 pm add 10% to earned rate)		1 min	30 sec	15 sec
1 min.	7.00	6.50	6.00	5.50
30 sec.	5.50	5.25	4.80	4.50
15 sec.	4.50	4.25	3.80	3.50

7. PACKAGE PLANS

KION (For drive time, 7:00-9:00 am and 4:00-6:00 pm add 10% to earned rate)		1 min	30 sec	15 sec
PER WK:		5.00	4.00	3.25
20 ti		4.50	3.50	2.80
30 ti		4.00	3.25	2.50
PER MO:		5.00	4.00	3.25
70 ti		4.50	3.50	2.80
100 ti		4.00	3.25	2.50

8. PROGRAM TIME RATES

	1 ti	26 ti	52 ti	104 ti	156 ti	312 ti
1 hr	70.00	60.00	55.00	50.00	45.00	40.00
1/2 hr	50.00	40.00	38.00	35.00	32.00	28.00
1/4 hr	35.00	28.00	25.00	22.00	20.00	18.00
5 min.	17.50	14.00	12.50	11.00	10.00	9.50

KSEL

1946

The Eastman Station



Subscriber to the NAB Radio Code
Media Code 4 245 5200 8.00
McAllister Broadcasting Corp., Box 2805, E. Broad-
way, Lubbock, Tex. 79408. Phone 806-763-0484.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bill B. McAllister.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w. days, 500 w. nights; 950 kc.
Non-directional—Separate patterns day and night.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 26, 20a.
Contracts: 40a, 42a, 45, 48.
Cancellation: 71a.
Affiliated with Eastman Network.
Contracts subject to cancellation by either party
upon 14 days written notice. Advertiser must assume
any sale or excise tax that may be placed into effect.

TIME RATES

ET 8/1/66—Rec'd 6/27/66.

Drivetime—Mon thru Sat 6-9 am & 4-7 pm.
Housewife time—Mon thru Sat 9 am-4 pm & all
day Sun.

6. SPOT ANNOUNCEMENTS

DRIVETIME:		1 ti	6 ti	12 ti	18 ti
1 min.		24.00	20.00	19.00	18.00
30/20 sec.		19.20	16.00	15.20	14.40
10 sec.		12.00	10.00	9.50	9.00
HOUSEWIFE TIME:		22.00	18.00	17.00	16.00
30/20 sec.		17.60	14.80	13.60	12.80
10 sec.		11.00	9.00	8.50	8.00
ALL OTHER TIME:		20.00	17.00	16.00	15.00
30/20 sec.		16.00	13.60	12.80	12.00
10 sec.		10.00	8.50	8.00	7.50

7. PACKAGE PLANS

FAMILY PLAN
6 spots Mon thru Sat 6-9 am.
6 spots Mon thru Sat 7-10 pm.
4 spots Mon thru Sat 7-10 pm.
4 spots Sat 9 am-4 pm.
4 spots Sun noon-6 pm.
24 1-minute announcements, ea. 14.00
30/20 seconds—80% of applicable minute rate.
10 seconds—50% of applicable minute rate.

DISCOUNTS

26 consec wk. 4% 52 consec wk. 8%
Minimum wky sched of 6 1-min spots 8am-12mid
Mon-Sun necessary to maintain consec wk advertising.
Family Plan not combinable with other weekly plans
for added frequency.

8. PROGRAM TIME RATES

5 minutes—1-1/2x applicable 1 minute rate.

KSEL-FM

1958



Subscriber to the NAB Radio Code
Media Code 4 245 5201 6.00
McAllister Broadcasting Corp., Box 2805, E. Broad-
way, Lubbock, Tex. 79408. Phone 806-763-0484.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. B. McAllister.
Director of Operations—Bill McAllister.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

EM 9,900 w.; 93.7 mc.
Operating schedule: 7:00 am-11:00 pm. CST.
Antenna ht.: 195 ft. above average terrain.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

See KSEL listing for coded regulations.
Contracts subject to cancellation by either party upon
14 days written notice.

TIME RATES

Rates effective July 1, 1962.
Rates received October 9, 1962.

6. SPOT ANNOUNCEMENTS

1 minute	3.00	15 seconds	1.00
30 seconds	2.00		

LUFKIN (2 AM)

Angelina County—Map Location G-6
See FRDS consumer market map and data at begin-
ning of the State.

KEE

1947



CITY OF LICENSE
NACOGDOCHES

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing
under Nacogdoches, Texas.)
Media Code 4 245 5850 0.00
J. C. Stallings, Box 1111, 300 E. Main St., Stone
Fort, National Bank Bldg., Nacogdoches, Tex.
75961, Phone 564-4444.

STATION'S PROGRAMMING DESCRIPTION

KEE: Programmed for mass appeal.
AIR PERSONALITIES handle all segments. MUSIC:
top 40 No hard rock until after 7 pm. 10 pm-2 am
middle-of-the-road music. NEWS: 5 min to hour,
headlines on half hour. Local, regional, network,
world, international. Beepers. 5 man news staff, 6
mobile units, plane. SPORTS: high school, local col-
lege football, basketball wherever games played. Contact
Representative for further details. Rec'd 12/1/67.

1. PERSONNEL

Pres. & Mgr.—J. C. Stallings.
Sales Manager—R. C. Atherton.
General Manager—Ron Douglas Cowling.

2. REPRESENTATIVES

Radio Time Sales.
Chicago—National Time Sales.
Riley Representatives.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.

Operating schedule: 5:30-2 am. CST.

4. AGENCY COMMISSION

15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 21b, 22b, 23a, 24b, 25a, 33b.
Contracts: 40a, 60.
Cancellation: 70c.
Prod. Services: 82.
FM facilities: KKFM (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Texas State Network, National AgRadio
Groups, Inc.

TIME RATES

Rates effective
Rates received April 16, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	7.00	5.75
13 ti	6.75	5.50
26 ti	6.50	5.25
52 ti	6.25	5.00
104 ti	6.00	4.75
156 ti	5.75	4.50
208 ti	5.50	4.25

10. SPECIAL FEATURES

On the spot news coverage—5-min rates apply.

KRBA

1938



Subscriber to the NAB Radio Code
Media Code 4 245 5225 5.00
Darrell E. Yates, Box 1345, Lufkin, Tex. 75901.
Phone 713-634-6681.

1. PERSONNEL

Mgr. & Farm Dir.—Darrell E. Yates.
Woman's Editor—Shirley Yates.
News & Sports Dir.—Bill Bartlett.

2. REPRESENTATIVES

Mario Messina Company.

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.

Operating schedule: 5:30 am-11 pm. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL RATE POLICY

Member: Texas State Network.

TIME RATES

ET 9/1/68—Rec'd 9/9/68.

	1x	52x	104x	156x	208x	260x	312x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50
10 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

	10 ti	20 ti	30 ti	40 ti
1 min.	7.50	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00	4.50
10 sec.	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	55	35	25	17	12

KTRE

1947



Subscriber to the NAB Radio Code
Media Code 4 245 5250 3.00
Forest Capital Communications Corp., Drawer 729,
114-1/2 N. First St., Lufkin, Tex. 75902. Phone
713-634-7771. TWX 713-632-3107.

1. PERSONNEL

President—Fred C. Hill.
Sales Manager—Royce Christenson.
Traffic Manager—Janice Knight.

2. REPRESENTATIVES

Dallas—Clyde Melville Company.

3. FACILITIES

1,000 w.; 1420 kc. Directional—nighttime only.
Operating schedule: 5:25 am-11:00 pm weekdays;
6:25 am-11:00 pm Sun.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

McAlLEN (2 AM; 1 FM)

(Including Mission)

Hidalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KIRT

1957

MISSION

Subscriber to the NAB Radio Code
Media Code 4 245 5325 3.00
KIRT, Inc., Box 985, Mission, Tex. 78572. Phone 512-585-1629; McAllen, Tex. 512-686-7505.

STATION'S PROGRAMMING DESCRIPTION
KIRT: Programming 100% in Spanish language. ALL PERSONALITIES featured on all segments. NEWS: on hour; weather on half hour. Many studio bands featured during broadcast week. Regular community and public service programs, featuring some live broadcasts from remote studios. Phone and mail request programs. Farm reports, interviews, sports, special events, and editorials featured. Contact Representatives for further details. Rec'd 8/2/67.

- PERSONNEL**
President—Ray V. Jensen.
General Manager—"Chuck" McKasson.
- REPRESENTATIVES**
National Time Sales, Inc.
Dallas—Clyde Melville Company.
- FACILITIES**
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a, 30, 31.
Contracts: 40a, 41a, 42a, 47a, 48a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

Member: National Spanish Language Network.

TIME RATES
EP 11/1/66—Rec'd 1/3/67.

6. SPOT ANNOUNCEMENTS

GUARANTEED			
1 min	30 sec	1 min	30 sec
1 x	4.10	3.85	1.56 x
13 x	3.85	3.55	2.60 x
26 x	3.55	3.25	3.12 x
52 x	3.25	2.95	4.00 x
104 x	2.95	2.65	

7. PACKAGE PLANS

PER MO:	10 ti	20 ti	30 ti	50 ti	100 ti	150 ti
1 min	3.55	3.25	2.95	2.35	2.05	1.75
30 sec	2.75	2.50	2.25	2.00	1.75	1.50
15 sec	2.25	2.00	1.75	1.50	1.25	1.00

1 day saturation—all available.
40 minimum guarantee, 15 sec. 39.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	70.60	38.95	23.50	14.70
13 x	64.70	35.30	20.60	13.50
26 x	58.80	31.75	17.65	12.35
52 x	52.95	28.25	15.90	11.20

(*) 5 min or less.

- SPECIAL FEATURES**
Two minute weather forecasts on the half hour. 1-minute rates plus 1.00.

KQXX (FM)

1966

McAlLEN

Subscriber to the NAB Radio Code
Media Code 4 245 5350 1.00
Rio Broadcasting Co., c/o Casa De Palmas Hotel, 113 N. Main St., McAllen, Tex. 78501. Phone 512-682-3231.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward L. Gomez.
Sales Manager—Gene Tinsley.
Program Director—Art Brock.
- FACILITIES**
ERP 25,500 w.; 98.5 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; payable 15th following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 25a, 26, 28b, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
No. 1 EP—Rec'd 12/1/66.

6. SPOT ANNOUNCEMENTS

Open	1 min	30 sec	1 min	30 sec
Open	5.00	4.80	2.08 x	3.75
26 x	4.85	4.65	2.00 x	3.55
52 x	4.65	4.45	1.92 x	3.35
104 x	4.40	4.20	1.84 x	3.15
156 x	4.10	3.90		

8. PROGRAM TIME RATES

Open	1 hr	1/2 hr	1/4 hr	10 min	5 min
Open	50.00	32.50	22.50	18.00	12.00
26 x	46.00	30.00	20.75	16.80	11.00
52 x	42.00	27.50	19.50	15.20	10.00
104 x	38.00	25.00	17.25	13.80	9.00
156 x	34.00	22.50	15.50	12.40	8.00
208 x	30.00	20.00	13.75	11.00	7.00
260 x	26.00	17.50	12.00	9.60	6.00
312 x	22.00	15.00	10.25	8.20	5.00

KRGV

1927

CITY OF LICENSE

WESLACO

(This is a paid duplicate of the listing appearing under Weslaco, Texas.)
Media Code 4 245 8375 5.00
Mobile Video Tapes, Inc., 900 E. Expressway, Weslaco, Tex. 78596. Phone 512-968-3131. TWX 612-988-3086.

- PERSONNEL**
General Manager—Jack H. Drake.
General Sales Manager—Earl Noel.
Assistant General Manager—Hank Page.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 3 EP 1/1/65—Rec'd 12/14/64.
AAA—Mon thru Sat 6-7 am; Mon thru Fri 12:30-1 pm.
AA—Mon thru Sat 7-9:30 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 wk	26 wk	52 wk
1 min	15.00	14.00	13.00
30/20 sec	12.00	11.00	10.00
10 sec	7.50	7.00	6.50

CLASS AA

CLASS AA	52x	156x	260x	520x
1 min	14.00	13.00	12.00	11.00
30/20 sec	11.25	10.50	9.75	9.00
10 sec	7.00	6.50	6.00	5.50

CLASS AA

CLASS AA	110	100	90	80
1 min	13.00	12.00	11.00	10.00
30/20 sec	10.50	9.75	9.00	8.25
10 sec	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK, EA:	CLASS AA	5 ti	12 ti	18 ti	24 ti
1 hr	15.00	11.00	10.00	9.00	8.25
30/20 sec	12.00	9.00	8.25	7.50	6.75
10 sec	6.00	5.50	5.00	4.50	

CLASS AA

CLASS AA	10.00	9.00	8.00	7.00
1 min	10.00	9.00	8.00	7.00
30/20 sec	8.25	7.50	6.75	6.00
10 sec	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

AA/AA/A:	1x	26x	52x	156x	260x
1 hr	90.	85.	80.	75.	70.
1/2 hr	54.	51.	48.	45.	42.
1/4 hr	45.	42.	40.	38.	35.
5 min	27.	26.	24.	23.	21.
AA/A:	36.	34.	32.	30.	28.
1/4 hr	22.	21.	20.	19.	18.
5 min					(D-3)

KRIO

1947

McAlLEN

The Eastman Station

Subscriber to the NAB Radio Code
Media Code 4 245 5400 4.00
Valley Broadcasting, 500 E. Beaumont St., McAllen, Tex. 78501. Phone 512-686-5454.

- PERSONNEL**
Pres. & Mgr.—Jim R. Phillips.
Assistant Manager—Charles Morrill.
Farm Director—Burt Johnson.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 910 kc.
Directional—same pattern day and night.
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION**
15% on station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14c, 15b.
Basic Rates: 20a, 24a, 24b, 24c, 25b, 28a, 29a, 31.
Contracts: 40a, 41, 44a, 45, 46, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Eastman.

TIME RATES
Rates effective November 1, 1964.
Rates received September 18, 1964.

6. SPOT ANNOUNCEMENTS
(6:00-9:00 am and 4:00-7:00 pm Mon thru Sat)

PER WK:	Less than 6 ti	20.00	12 ti	14.00
6 ti	18.00	18 ti	12.00	12.00
(9:00 am-4:00 pm and 7:00-9:00 pm Mon thru Sat)	Less than 6 ti	16.00	12 ti	12.00
6 ti	14.00	18 ti	10.00	10.00

(All other times)

Less than 6 ti	10.00	12 ti	8.00
6 ti	9.00	18 ti	7.00

30 seconds—80% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.
5 minutes—1-1/2 times applicable 1-minute rate.

DISCOUNTS

26 consec wk	4%	52 consec wk	8%
Minimum wkly sched of 6 1-min spots 6am-12mid		Mon-Sun necessary to maintain consec wk advertising.	

7. PACKAGE PLANS

FAMILY PLAN

6 spots—8:00-9:00 am Mon thru Sat	
6 spots—4:00-7:00 pm Mon thru Sat	
4 spots—7:00-10:00 pm Mon thru Sat	
4 spots—9:00 am-4:00 pm Sat	
4 spots—noon-8:00 pm Sun	
24 1-minute announcements, per wk	216.00
30 seconds—75% of applicable 1-minute rate.	
10 seconds—50% of applicable 1-minute rate.	
5 minutes—1-1/2 times the applicable 1-minute rate.	
All announcements and packages, except Family Plan are combinable for frequency discount.	

FARM PROGRAM

Mon thru Fri 6-6:45 am	15.
Less than 6 weekly	12.
6+	

KURV

1947

CITY OF LICENSE

EDINBURG

RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Edinburg, Texas.)
Media Code 4 245 2850 3.00
KURV Radio, Box 1109, Edinburg, Tex. 78539. Phone 512-383-2777.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lloyd Hawkins.
Farm Director—Charles Bankin.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
Southern—Mario Messina Company.
- FACILITIES**
250 w.; 710 kc. Directional night only.
Operating schedule: 6:00 am-midnight. CST.
- AGENCY COMMISSION**
15% on station time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 25a, 26, 28, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: Voice of Valley Agricultural Radio Network.

TIME RATES
No. 2-A EP 7/1/66—Rec'd 7/11/66.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 min	30 sec	16 sec
1 x	10.00	8.00	6.80
26 x	9.50	7.80	6.10
52 x	9.00	7.20	5.80
104 x	8.50	6.80	5.50
156 x	8.00	6.40	5.20
260 x	7.50	6.00	4.90
312 x	7.00	5.60	4.60
520 x	6.50	5.20	4.30

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	8.00	7.50	7.00	6.50
30 sec	6.40	6.00	5.60	5.20
10 sec	5.20	4.90	4.60	4.30

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x, stat	78.00	52.00	35.00	26.00
				17.50

(D)

XEOR

REYNOSA, MEXICO

City of License, Reynosa, Tamaulipas, Mexico.
Box 1708, Brownsville, Texas 78520.
U. S. Representatives:
Harlan G. Oakes, Inc.
East—AAA Representatives.
Atlanta—David Carpenter Company.
See listing in Mexico Publicistas Mexicanos under Reynosa, Tamaulipas, Mexico.

McKINNEY

Collin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KYAL

1946

Media Code 4 245 5525 8.00
AHB Broadcasting Corp., 218 E. Virginia St., McKinney, Tex. 75069. Phone 214-542-2651, 2450.

- PERSONNEL**
General Manager—Del Morton.
Station Manager—Jerry Kunkle.
- REPRESENTATIVES**
Savall/Gates, Inc.
Morton Time Sales, Inc.
- FACILITIES**
5,000 w. days; 1600 kc. Directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 28b, 28c.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.: Cont. Discounts: 60e, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
Member: All-Tex Network, Texas State Network.

TIME RATES
EP—Rec'd 11/27/68.

6. SPOT ANNOUNCEMENTS

1 min	14.00	13.00	12.00	11.00	10.40	10.00
30 sec	11.00	10.00	9.80	9.40	9.00	8.60
10 sec	6.00	5.00	4.80	4.60	4.40	4.20

10 sec: 60% of 1-min.

TEXAS

7. PACKAGE PLANS

WEEKLY PACKAGES

PER WK, EA:	20 ti	40 ti	60 ti
1 min	12.80	11.00	10.00
30 sec	10.20	9.00	8.00
10 sec: 50% of 1-min.			

MONTHLY PACKAGES

PER MO:	100 ti	200 ti	300 ti
1 min	11.00	10.00	9.00
30 sec	9.00	8.00	7.00
10 sec: 50% of 1-min.			

MEMPHIS (1 AM; 1 FM)

Hall County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KBGH

TEXAS

Midland—K A B H—Continued

2. REPRESENTATIVES

New York—Weed Radio Corporation.
Dallas—Clyde Melville Company.

3. FACILITIES

500 w. days; 1510 kc. Non-directional.
Operating schedule: 8 am-local sunset daily. CST.

4. AGENCY COMMISSION

Payable 10th of month.
General: 1a, 3a, 4a, 4d, 5, 6a, 7b.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 R ET 11/7/68—Rec'd 11/18/68.

6. SPOT ANNOUNCEMENTS		1x		52x		156x		260x		312x		364x	
1 min.	3.20	3.05	2.85	2.70	2.55	2.40	2.25	2.10	1.95	1.80	1.65	1.50	1.35
30 sec.	2.45	2.35	2.25	2.15	2.00	1.85	1.70	1.55	1.40	1.25	1.10	0.95	0.80

7. PACKAGE PLANS

PER WK. EA:	20 ti	30 ti	40 ti	50 ti
1 min.	3.05	2.95	2.85	2.75
30 sec.	2.20	2.10	2.00	1.90
PER MO. EA:	60 ti	100 ti	150 ti	200 ti
1 min.	3.00	2.80	2.45	2.30
30 sec.	2.20	2.10	2.00	1.85

SPECIAL OFFERS

PER YR. EA:	700x	1000x
1 min.	2.10	1.85
30 sec.	1.40	1.20

8. PROGRAM TIME RATES

1x		52x		156x		260x		312x		364x	
1 hr.	37.45	35.95	33.70	31.80	29.95	28.10	26.25	24.40	22.55	20.70	18.85
1/2 hr.	28.50	24.90	23.80	22.85	20.95	19.05	17.15	15.25	13.35	11.45	9.55
1/4 hr.	18.35	17.45	16.50	15.60	14.65	13.75	12.85	11.95	11.05	10.15	9.25
5 min.	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00

KCRS

1935

The Eastman Station



A Wendell Mayes Station
Media Code 4 245 5625 6.00

Midland Broadcasting Co., Box 4807, 1001 S. Midkiff,
Midland, Tex. 79701. Phone 915-663-0550.

1. PERSONNEL

President—Wendell Mayes, Jr.
Manager—J. Fred Perry.
Program Director—Don Mac.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 550 kc.
Directional—separat. patterns, day and night.
Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b,
30, 33d.

Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.

Prod. Services: 81.
Affiliated with Eastman.

Member: Voice of Southwest Agriculture Radio Network.

TIME RATES

Rates effective September 1, 1965. (Card No. 9.)
Card received August 30, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE ANNOUNCEMENTS

DRIVE TIME

(5:45-9:00 am and 4:00-7:00 pm Mon thru Sat)

PER WK:

1 ti 13.00 12 ti 11.00

6 ti 12.00 18 ti 10.00

ALL OTHER TIMES

1 ti 11.00 18 ti 8.50

6 ti 10.00 24 ti 8.00

12 ti 9.00

30 seconds—75% of earned 1-minute rate.

10 seconds—50% of earned 1-minute rate.

DISCOUNTS

26 consec wk. 4% 52 consec wk. 8%

Minimum wky sched of 6 1-min spots 6am-12mid

Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

PERSONALITY PLANS

MON THRU SAT:

6 spots from 0:00-9:00 am.

6 spots from 9:00 am-noon.

6 spots from noon-3:00 pm.

6 spots from 3:00-7:00 pm.

6 spots from 7:00-10:00 pm.

SUN:

6 spots from noon-7:00 pm.

36 spots per wk. ea wky 7.252.

Personality plans not combinable with other weekly plans for added frequency.

KJBC

1950

Media Code 4 245 5650 4.00

Hugh M. McBeath, dba Radio KJBC, South Lamesa

Rd., Midland, Tex. 79701. Phone 915-684-5152.

STATION'S PROGRAMMING DESCRIPTION

KJBC: Programmed for adults, Country and western.

NEWS: at 5:55. Spanish language program daily M-

Sat. RELIGIOUS: 4 hours Sun morning, music and

church services. Weather on half hour. Rec'd 1/31/69.

1. PERSONNEL

Owner, Manager—Hugh M. McBeath.

Program Director—Keith Ward.

3. FACILITIES

1,000 w.; 1150 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0; 10th of following month.

GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11c, 12h, 14b, 15b.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,

26, 28b, 28c, 29a, 30.

Contracts: 40a, 41, 44a, 46, 47e.

Comb.: Cont. Discounts: 60a, 60c, 60f.

Cancellation: 71a.

Prod. Services: 81, 82.

Affiliated with KBS.

TIME RATES

No. 4 ET 1/1/69—Rec'd 12/8/68.

6. SPOT ANNOUNCEMENTS		1x		26x		52x		104x		156x		260x		312x	
1 min.	4.15	3.85	3.45	3.20	2.85	2.60	2.20	2.00	1.85	1.70	1.55	1.40	1.25	1.10	0.95
30 sec.	3.45	3.20	2.95	2.70	2.55	2.20	2.00	1.85	1.70	1.55	1.40	1.25	1.10	0.95	0.80
10 sec.	2.70	2.50	2.30	2.15	2.00	1.75	1.55	1.40	1.25	1.10	0.95	0.80	0.65	0.50	0.35

8. PROGRAM TIME RATES

1x		26x		52x		104x		156x		260x		312x	
1 hr.	48.45	45.45	42.15	38.95	35.75	32.45	29.15	25.95	22.75	19.55	16.35	13.15	9.95
1/2 hr.	27.95	25.95	23.50	22.00	20.15	18.15	16.25	14.35	12.45	10.55	8.65	6.75	4.85
1/4 hr.	18.60	18.25	14.95	13.65	11.95	10.10	8.75	7.45	6.15	4.85	3.55	2.25	0.95
5 min.	10.35	9.75	9.10	8.55	7.90	7.15	6.50	5.85	5.20	4.55	3.90	3.25	2.60

10. SPECIAL FEATURES

SPANISH HOUR

(Last hour of day)

1 min. 3.60 30 sec. 2.50

KNF M (FM)

1959

Media Code 4 245 5675 1.00

Perman Broadcasters, Inc., 307 W. Ohio Ave., Mid-

land, Tex. 79701. Phone 915-683-3878.

STATION'S PROGRAMMING DESCRIPTION

KNF M (FM): Programmed for adults and young

adults.

M-F 9-8 am, 2 men, news, and music alternating

headlines, stocks, sports, and weather. 8 am-1 am,

music, some current hits, standards, general popular

music, showtunes, middle-of-the-road. NEWS: net-

work 5 min at :55, three 15 min newscasts daily, M-

Sat. Sat, same music policy, except: 7-8 pm preview

new albums. 8 pm-1 am emphasis on swing. Sun

music primarily middle-of-the-road, serious music

8-10 pm. SPORTS: live professional and high school

football. COMMERCIAL POLICY: maximum of 8

commercial minutes per hour. All commercials are re-

produced and broadcast from reel tape. Rec'd 9/8/68.

1. PERSONNEL

President—Rudolph M. Rubin, Jr.

General Manager—Michael Fitz-Gerald.

Sta. & Sales Mgr.—Max B. Lloyd.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

ERP 34,000 w. (horiz.), 17,000 w. (vert.); 92.3 mc.

Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 390 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 5.

Rate Protection: 10c, 11b, 12d, 15b.

Basic Rates: 20b, 22a.

Contracts: 40a, 45.

Comb.: Cont. Discounts: 61b.

Prod. Services: 82.

Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 8/9/69—Rec'd 7/18/69.

7. PACKAGE PLANS

Breakfast A-La-Carte, AAA—Mon thru Fri 8-8:30

am.

Drive Time, AA—Mon thru Fri 5-8:30 pm & 9:30-

11:30 pm; Sat & Sun 10 am-11:30 pm.

BTA, A—All other times.

BREAKFAST A-LA-CARTE-AAA

PER YR:

1x 100x 250x 500x 1000x

PER WK:

1 ti 10 ti 20 ti 30 ti 40 ti

1 min. 8.00 7.00 6.50 6.00

30 sec. 6.40 5.60 5.20 4.80

10 sec. 4.00 3.50 3.25 3.00

DRIVE TIME-AA

1 min. 7.50 6.50 6.00 5.50 5.00

30 sec. 6.00 5.20 4.80 4.40 4.00

10 sec. 3.75 3.25 3.00 2.75 2.50

BTA-A

1 min. 7.00 6.00 5.50 5.00 4.50

30 sec. 5.80 4.80 4.40 4.00 3.60

10 sec. 3.50 3.00 2.75 2.50 2.25

(* 20% of the schedule guaranteed AA.

KWEL

1957

Media Code 4 245 5700 7.00

KWEL, Inc., 401 W. Missouri, Midland, Tex. 79701.

Phone 915-682-4331.

1. PERSONNEL

President—Bob Hicks.

Commercial Manager—Rick Riquier.

Program Director—Larry Hart.

2. REPRESENTATIVES

Hal Walton

Mount Pleasant—K I M P—Continued

of-the-road standards, current hits, discussion, interviews, public affairs, teen news. 5-5:35 pm 15 min local news, international, sports, stock markets, state news. Entertainment: 6:35 pm sign-off, middle-of-the-road. NEWS: 5 min. 55 network, local news at 7:30 am, 11 am, 12:15 pm, 5 pm. Local news gathering facilities, 2 mobile news units. SPORTS: live pro and college football, all local sports. Rec'd 7/28/67.

- PERSONNEL
Owner & Manager—Winston O. Ward.
- FACILITIES
1,000 w. days; 860 kc. Non-directional. Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION
15/0 times only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 2a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28b, 29a.
Contracts: 45, 46, 47e.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Rates effective August, 1960.
Rates received August 24, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	Specified Times			1 min	30 sec
	1/2 hr	1/4 hr	10 min		
13 times	35.00	21.25	13.50	10.20	8.20
26 times	34.00	20.50	12.75	9.60	7.60
52 times	33.00	19.75	12.00	9.00	7.00
104 times	32.00	19.00	11.25	8.40	6.40
156 times	31.00	18.25	10.50	7.80	5.80
208 times	30.00	17.50	9.75	7.20	5.20
260 times	29.00	16.75	9.00	6.60	4.60
312 times	28.00	16.00	8.25	6.00	4.00

7. PACKAGE PLANS
120 WORD SPOTS—ROS

5 days	10 spots in 2 days	15 spots in 2 days	20 spots in 2 days	30 spots in 3 days	40 spots in 4 days	50 spots in 5 days
27.00	2.70	2.50	2.40	2.10	1.85	1.80
81.00	2.70	2.50	2.40	2.10	1.85	1.80
150.00	2.70	2.50	2.40	2.10	1.85	1.80
207.00	2.70	2.50	2.40	2.10	1.85	1.80
258.00	2.70	2.50	2.40	2.10	1.85	1.80
292.50	2.70	2.50	2.40	2.10	1.85	1.80
315.00	2.70	2.50	2.40	2.10	1.85	1.80

60 WORD SPOTS—ROS

5 days	10 spots in 2 days	15 spots in 2 days	20 spots in 2 days	30 spots in 3 days	40 spots in 4 days	50 spots in 5 days
17.50	1.75	1.65	1.50	1.40	1.30	1.20
24.75	1.75	1.65	1.50	1.40	1.30	1.20
30.00	1.75	1.65	1.50	1.40	1.30	1.20
42.00	1.75	1.65	1.50	1.40	1.30	1.20
54.00	1.75	1.65	1.50	1.40	1.30	1.20
66.00	1.75	1.65	1.50	1.40	1.30	1.20
78.00	1.75	1.65	1.50	1.40	1.30	1.20
90.00	1.75	1.65	1.50	1.40	1.30	1.20

60 WORD SPOTS—ROS

5 days	10 spots in 2 days	15 spots in 2 days	20 spots in 2 days	30 spots in 3 days	40 spots in 4 days	50 spots in 5 days
17.50	1.75	1.65	1.50	1.40	1.30	1.20
24.75	1.75	1.65	1.50	1.40	1.30	1.20
30.00	1.75	1.65	1.50	1.40	1.30	1.20
42.00	1.75	1.65	1.50	1.40	1.30	1.20
54.00	1.75	1.65	1.50	1.40	1.30	1.20
66.00	1.75	1.65	1.50	1.40	1.30	1.20
78.00	1.75	1.65	1.50	1.40	1.30	1.20
90.00	1.75	1.65	1.50	1.40	1.30	1.20

60 WORD SPOTS—ROS

5 days	10 spots in 2 days	15 spots in 2 days	20 spots in 2 days	30 spots in 3 days	40 spots in 4 days	50 spots in 5 days
17.50	1.75	1.65	1.50	1.40	1.30	1.20
24.75	1.75	1.65	1.50	1.40	1.30	1.20
30.00	1.75	1.65	1.50	1.40	1.30	1.20
42.00	1.75	1.65	1.50	1.40	1.30	1.20
54.00	1.75	1.65	1.50	1.40	1.30	1.20
66.00	1.75	1.65	1.50	1.40	1.30	1.20
78.00	1.75	1.65	1.50	1.40	1.30	1.20
90.00	1.75	1.65	1.50	1.40	1.30	1.20

MULESHOE

Ball County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

KMUL
1956
Subscriber to the NAB Radio Code
Media Code 4 245 5825 2.00
Burroughs, Randolph & Lamb, Box 486, 600 W. 8th St. Muleshoe, Tex. 79547. Phone 806-272-4273.

- PERSONNEL
President—John Burroughs.
General Manager—Leola Randolph.
Station Manager—Gilbert Lamb.
- FACILITIES
1,000 w.; 1360 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
ET 12/1/68—Rec'd 1/30/69.

6. SPOT ANNOUNCEMENTS

PER MO. 1 MIN OR 30 SEC:	Each
Less than 100 tl.	2.00
100+	1.75

NACOGDOCHES (2AM; 1FM)

Nacogdoches County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KEEE
1947
Subscriber to the NAB Radio Code
Media Code 4 245 5850 0.00
J. C. Stallings, Box 1111, 300 E. Main St., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 564-4444.

- PERSONNEL
General Manager—Bob Dunn.
Sales Manager—Berl Raborn.
Sales & Merchandising Dir.—Sara Jane Moon.
- REPRESENTATIVES
Mario Messina Company.
- FACILITIES
1,000 w.; 860 kc. Non-directional. Operating schedule: Daytime only. CST.
- AGENCY COMMISSION
15/2; 20 days.

local college football, basketball wherever games played. Contact Representative for further details: Rec'd 12/1/67.

- PERSONNEL
Pres. & Mgr.—J. C. Stallings.
Sales Manager—R. C. Thornton.
General Manager—Ron Douglas Cowling.
- REPRESENTATIVES
Radio Time Sales.
Chicago—National Time Sales.
Riley Representatives.
- FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 5:30-2 am. CST.
- AGENCY COMMISSION
15% to recognized agencies.
- GENERAL ADVERTISING See coded regulations
General: 3a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 21b, 22b, 23a, 24b, 29a, 33b.
Contracts: 40a, 50.
Cancellation: 70a.
Prod. Services: 82.
FM facilities: KEFM (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Texas State Network, National AgRadio Groups, Inc.

TIME RATES
Rates effective April 16, 1965.

6. SPOT ANNOUNCEMENTS

1 tl.	1 min 30 sec
7.00	5.75
6.75	5.50
6.40	5.25
6.25	5.00
6.00	4.75
5.75	4.50
5.50	4.25

On the spot news coverage—5-minute rates apply. (D)

KEFM (FM)
(formerly KEEF-FM)
1957

Media Code 4 245 5860 8.00
Voice of the Lakes Broadcasting, Inc., Box 1111, 300 E. Main St., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 564-4444, 564-3210.

STATION'S PROGRAMMING DESCRIPTION
KEFM (FM) Programmed for mass appeal.
AIR PERSONALITIES handle all segments. NEWS: 5 min to hour, headlines on half hour. Local, regional, network, world, international. 5 man news staff, beepers, 5 mobile units, plane. SPORTS: high school, college football, basketball wherever games played. Professional football, sports newscasts. Four 15 min newscasts per day. MUSIC: standards, middle-of-the-road albums, showtunes, sound tracks. COMMERCIAL POLICY: two 1 minute commercial announcements permitted within 15 minute segment. Contact Representative for further details. Rec'd 12/1/67.

- PERSONNEL
President—J. C. Stallings.
General Manager—Ron Douglas Cowling.
Sales Manager—Charles Owens.
- REPRESENTATIVES
Radio Time Sales.
Chicago—National Time Sales.
Riley Representatives.
- FACILITIES
ERP 100,000 w.; 103.3 mc. Stereo. Operating schedule: 6-2 am daily. CST. Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 31, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 61a.
Prod. Services: 82.
AM facilities: KEEF.
Member: Texas State Network.

TIME RATES
Rates are identical to KEEF. See that listing.

KSFA
1947

Subscriber to the NAB Radio Code
Media Code 4 245 5875 7.00
Texan Broadcasting Co., Inc., Box 848, 301 Savings & Loan Bldg., Nacogdoches, Tex. 75961. Phone 564-3723.

STATION'S PROGRAMMING DESCRIPTION
KSFA: Programmed for adults and young adults. Emphasis on housewifes and computers. AIR PERSONALITIES emcee entire operation. Middle-of-the-road music except country and western 1:05-3 pm M-Sat. 5 min news on hour and half hour. Weather reports. 5 min area news at 7:45 am, 9:15 am, 10:15 am & 11:55 am. 15 min area newscast 12:30 pm M-Sat. Station news staff plus reporters in area towns. On-the-scene news coverage by 3 mobile units. Beeper reports used extensively. FARM: report 8:05-8:15 am M-F, market reports noon-12:05 pm. Two 5 min sportscasts 6:45 am & 5:05 pm, running scores during weekends. Carry college football. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 7/24/67.

- PERSONNEL
General Manager—Bob Dunn.
Sales Manager—Berl Raborn.
Sales & Merchandising Dir.—Sara Jane Moon.
- REPRESENTATIVES
Mario Messina Company.
- FACILITIES
1,000 w.; 860 kc. Non-directional. Operating schedule: Daytime only. CST.
- AGENCY COMMISSION
15/2; 20 days.

- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 5, 6a, 8.
Rate Protection: 10b, 11c, 12b, 13c, 14b, 15b.
Basic Rates: 20b, 23a, 24b, 25a, 28, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44b, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Rates effective August 1, 1959.
Rates received August 5, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	Specified Times			1 min	30 sec
	1/2 hr	1/4 hr	10 min		
13 times	30.50	18.50	8.50	8.50	5.25
26 times	29.00	18.25	8.00	8.25	5.00
52 times	28.25	18.00	7.75	8.00	4.75
104 times	28.00	17.25	7.50	7.75	4.50
156 times	27.25	16.00	7.25	7.50	4.25
208 times	26.00	15.00	6.50	7.25	4.00
260 times	25.00	14.00	6.00	7.00	3.75

On-the-spot news coverage—5-minute rates apply.

NAVASOTA

Grimes County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KWBC
1960
Subscriber to the NAB Radio Code
Media Code 4 245 5900 3.00
Whitten Broadcasting Co., Box 751, 117 Railroad St., Navasota, Tex. 77868. Phone 713-825-6434.

- PERSONNEL
Owner & Manager—Robert H. Whitten.
Program Director—Pat Craddock.
- REPRESENTATIVES
Riley Representatives.
- FACILITIES
250 w.; 1550 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION
15/0 time only; weekly or monthly.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23a, 26, 28b, 28c, 30.
Contracts: 41, 42b, 46, 47a, 48, 49, 51a.
Cancellation: 70a, 73a.
Prod. Services: 80, 82.
AM facilities: KGNB.
Member: Texas State Network.

TIME RATES
ET 11/1/68—Rec'd 10/28/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	50x	100x	250x	500x
5.00	4.50	4.00	3.50	3.00	2.50
3.75	3.40	3.00	2.85	2.50	2.25
2.50	2.25	2.00	1.75	1.50	1.25

NEW BRAUNFELS (1AM; 1FM)

Comal County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KGNB
1950
Subscriber to the NAB Radio Code
Media Code 4 245 5925 0.00
Comal Broadcasting Co., Drawer 593, 184 Castell St., New Braunfels, Tex. 78130. Phone 512-625-7211.

STATION'S PROGRAMMING DESCRIPTION
KGNB: Programmed for adults and young adults. 5 air personalities emcee entire operation. Network news at 5 before and weather at 25 after hour. Local news reports on hour and five 15 min summaries daily. Spanish music sign-on-6:30 am, general broadcast day middle-of-the-road, with polkas and waltzes 10-10:30 am M-Sat. German music Sun pm. Also program 10% country and western. Heavy emphasis on community service programs daily at 11:45 am and as they happen. Weather bureau reports 3 times daily. Rec'd 7/20/68.

- PERSONNEL
General Manager—Carl H. Skoog, Jr.
Sales Manager—Ron McCreless.
Program Director—Gerald Thiele.
- REPRESENTATIVES
Mario Messina Company.
- FACILITIES
1,000 w. days; 1420 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KNBT (FM).
- AGENCY COMMISSION
15% to recognized agencies on station time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a.
Rate Protection: 10a, 11b, 12b, 13b, 14a.
Basic Rates: 20a, 21b, 22a, 24b, 25a, 28a, 28c, 33b.
Contracts: 40a, 48.
Comb.; Cont. Discounts: 60b.
Prod. Services: 82.
FM facilities: KNBT (FM).
Member: Texas State Network.

TIME RATES
No. 16 ET 2/1/69—Rec'd 4/14/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	5x	10x	15x	20x	31x	62x
1 min.	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30/20 sec.	4.00	3.80	3.60	3.40	3.20	3.00	2.80
10 sec.	2.80	2.60	2.35	2.20	2.10	1.95	1.80

All spots combinable for frequency.

7. PACKAGE PLANS

PER WK:	ROS				
	1 tl	10 tl	20 tl	30 tl	40 tl
1 min	4.25	4.00	3.75	3.50	3.25
30/20 sec.	8.40	3.20	8.00	7.80	2.60
10 sec.	2.20	2.10	1.95	1.80	1.70

ROS spots 6:30-9 am & 4-6:30 pm add 10%.
ROS packages cannot be combined with specific times for frequency.

KNBT (FM)
1968

Media Code 4 245 5937 5.00
Comal Broadcasting Co., Box 593, 184 S. Castell St., New Braunfels, Tex. 78130. Phone 512-825-7311.

- PERSONNEL
General Manager—Carl H. Skoog, Jr.
Sales Manager—Jack Kaufmann.
Program Director—Gerald Thiele.
- REPRESENTATIVES
Mario Messina Company.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Operating schedule: 6 am-11 pm. CST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KGNB.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21b, 22a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
AM facilities: KGNB.
Member: Texas State Network.

TIME RATES
Rates are identical to KGNB. See that listing.

ODESSA (4 AM; 2 FM)

Ector County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

KBZB
1946

Media Code 4 245 5950 8.00
Atkins and Green Broadcasting Co., Box 3509, Odessa, Tex. 79760. Phone 915-332-6791.

- PERSONNEL
Co-owner—H. H. Atkins.
Co-owner—G. M. Green.
- REPRESENTATIVES
Savall/Gates, Inc.
- FACILITIES
1,000 w. days, 500 w. nights; 920 kc. Directional—nighttime only.
- AGENCY COMMISSION
15%; bills payable 10th of month.
- GENERAL ADVERTISING See coded regulations
Rate Protection: 15b.
Basic Rates: 20a, 28a.
Contracts: 40a

TEXAS

Odessa—KCRS—Continued

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.

Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman.
Member: Voice of Southwest Agriculture Radio Network.

TIME RATES

Rates effective September 1, 1965. (Card No. 9.)
Card received August 30, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE ANNOUNCEMENTS

(5:45-9:00 am and 4:00-7:00 pm Mon thru Sat)
PER WK:

1 ti	13.00	12 ti	11.00
6 ti	12.00	18 ti	10.00

ALL OTHER TIMES

1 ti	11.00	18 ti	8.50
6 ti	10.00	24 ti	8.00
12 ti	9.00		

30 seconds—75% of earned 1-minute rate.

10 seconds—50% of earned 1-minute rate.

DISCOUNTS

28 consec wk 4% 52 consec wk 8%
Minimum wily sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

7. PACKAGE PLANS

PERSONALITY PLANS

MON THRU SAT:

6 spots from 8:00-9:00 am.

6 spots from 9:00 am-noon.

6 spots from noon-3:00 pm.

6 spots from 3:00-7:00 pm.

6 spots from 7:00-10:00 pm.

SUN:
6 spots from noon-7:00 pm.

36 spots per wk 7.25% wily
Personality Plans not combinable with other weekly
plans for added frequency. (D)

KOYL

1957



Subscriber to the NAB Radio Code
Media Code 4 245 6025 6.00
Mid-Cities Broadcasting Corp., 4000 Rasco Ave.,
Odessa, Tex. 79762.

1. PERSONNEL

Pres. & Gen'l Mgr.—E. L. Roskelley.

2. REPRESENTATIVES

Detroit—Max Goldfarb,
Mario Messina Company.

3. FACILITIES

1,000 w. days; 1310 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 27,
28b, 28c.

Contracts: 40a, 42b, 42d, 45, 46, 47e, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 62d.

Cancellation: 70c, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES

ET 7/1/68—Rec'd 10/8/68.

6. SPOT ANNOUNCEMENTS

SPECIFIED TIMES

(Within 1/2 hr periods)

1 min	5.00	30/20	10 sec	5.00	4.50	3.85
52 x	5.30	4.25	3.45			
104 x	5.00	4.00	3.25			
156 x	4.70	3.75	3.05			
260 x	4.30	3.45	2.80			
312 x	3.90	3.10	2.55			
600 x	3.50	2.80	2.30			
750 x	3.10	2.50	2.00			
1000 x	2.85	2.30	1.85			

7. PACKAGE PLANS

WEEKLY PACKAGES—ROS

1 min	5.00	4.70	4.30	3.90	3.60
30/20 sec	4.00	3.75	3.45	3.10	2.95
10 sec	3.25	3.05	2.80	2.55	2.35

All spots combinable for frequency discount.

8. PROGRAM TIME RATES

1 hr	55.00	52.50	50.00	45.00	40.00
1/2 hr	33.00	31.50	30.00	27.00	24.00
1/4 hr	22.00	21.00	20.00	18.00	16.00
5 min	11.00	10.50	10.00	9.00	8.00

AM/FM COMBINED

AM rates plus 50%.

10. SPECIAL FEATURES

Spanish, 1 min flat 5.80

KOYL-FM

1965



Subscriber to the NAB Radio Code
Media Code 4 245 6026 6.00
Mid-Cities Broadcasting Corp., 4000 Rasco, Odessa,
Tex. 79762. Phone 915-366-2801.

1. PERSONNEL

Pres. & Gen'l Mgr.—Edward L. Roskelley.

2. REPRESENTATIVES

Detroit—Max Goldfarb,
Mario Messina Company.

3. FACILITIES

ERP 34,000 w.; 97.9 mc. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

See KOYL listing for coded regulations.
Affiliated with American FM Network.
In combination with KOYL. See that listing for
rates.

TIME RATES

FM only 75% of AM rates.

KOZA

1947



Media Code 4 245 6040 7.00
Odessa Broadcasting Co., Box 351, 1300 S. Crane
Ave., Odessa, Tex. 79760. Phone 915-352-4301.

1. PERSONNEL

Chairman of the Board—Cedric L. Trigg.

President—Steve Trigg.

General Manager—Frank Childs.

2. REPRESENTATIVES

H-R Representatives, Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1230 kc.

Non-directional.

Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a.

Rate Protection: 12c, 14c.

Basic Rates: 20a.

Contracts: 41.

Comb.; Cont. Discounts: 60f, 60k, 61b.

Cancellation: 70e, 73a

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 ET 6/1/69—Rec'd 5/26/69.

A—Mon thru Sat 6-10 am & 3-7 pm.

B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

C—All other times.

7. PACKAGE PLANS

ROTATING CLASS A

PER WK:	18 ti	12 ti	6 ti	(*)
1 min	6.00	7.00	8.00	10.00
30 sec	5.00	5.50	6.50	8.00
10 sec	3.00	3.50	4.00	5.00

CLASS B

1 min	30 ti	24 ti	18 ti	12 ti	6 ti	(*)
30 sec	4.00	4.50	5.00	5.50	6.00	7.00
10 sec	2.00	2.50	3.00	3.50	4.00	5.00

Class C: 50% of applicable Class A rate.

(*) 1 ti if specified.

May be combined for greater frequency discounts.

DISCOUNTS

26 wk—5% 52 wk—10%

Does not combine with weekly rotating plans.

8. PROGRAM TIME RATES

5 min: 1-1/2x applicable 1x rate.
1/4 hr: 4x applicable 1x rate.
1/2 hr: 8x applicable 1x rate.
Not combinable with spot.

PERSONNEL

Pres. & Gen'l Mgr.—E. L. Roskelley.

2. REPRESENTATIVES

Detroit—Max Goldfarb,
Mario Messina Company.

3. FACILITIES

1,000 w. days; 1310 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 27,
28b, 28c.

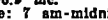
Contracts: 40a, 42b, 42d, 45, 46, 47e, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 62d.

Cancellation: 70c, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.
Affiliated with KBS.

KQIP (FM)

1961



Media Code 4 245 6050 6.00
Texas Broadcast Industries, Inc., 1001 ABC Bldg.,
Odessa, Texas. 79760. Phone 915-337-6262.

1. PERSONNEL

President—James F. McCubbin.

Gen'l & Sales Mgr.—Roy A. Elsner.

Program Director—Arthur Roberts.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

ERP 1,700 w.; 98.9 mc.

Operating schedule: 7 am-midnight daily. CST.

Antenna ht.: 228 ft. above average terrain.

4. AGENCY COMMISSION

15% on time and talent; 2% cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5.

Rate Protection: 12a, 15b.

Basic Rates: 24b, 25c.

Contracts: 40a.

Comb.; Cont. Discounts: 60b, 60f, 61a.

Cancellation: 70b, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective February 1, 1961.

Rates received July 14, 1961.

Rev. (Pkr. rates) rec'd April 29, 1965.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	Ann.	1/2 hr.	1 hr.
26 times	4.50	15.00	22.50
52 times	4.25	14.10	21.25
104 times	4.00	13.35	20.00
156 times	3.75	12.50	18.75
260 times	3.50	11.75	17.50
312 times	3.25	10.95	16.25
	3.00	10.00	15.00

7. PACKAGE PLANS

ROS PACKAGE RATES

35 or more announcements per week, ea 2.

33 or more announcements per month, ea 3.

30 or more hours per month, ea 10.

30 or more half-hours per month, ea 7.

KRIG

1946



Media Code 4 245 6075 3.00
KRIG Inc., Box 231, Crane Hwy., Odessa, Tex
79760. Phone 915-332-6871, 2.

1. PERSONNEL

President—Joe Garrison.

General Manager—Grady W. Jones.

Sales Manager—Leo F. Box.

2 REPRESENTATIVES

Burn-Smith Company, Inc. (Except Texas.)

3. FACILITIES

1,000 w.; 1410 kc. Directional—night only.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.

Rate Protection: 10a, 11, 12, 13, 14, 15b.

Basic Rates: 20b, 21c, 22b, 28a, 28c, 30, 33a.

Contracts: 40a, 44a, 44b, 45, 49, 51a.

Comb.; Cont. Discounts: 60f, 62d.

Cancellation: 70a, 70d, 71a.

Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 ET 10/1/68—Rec'd 10

Pampa—K P D N—Continued

- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 7:00 am-midnight Sun; 6:00 am-midnight weekdays. CST.
- 4. AGENCY COMMISSION**
15/0 net time.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 28c, 29b, 30, 33c.
Contracts: 40a, 41, 42d, 44b, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60i, 61b.
Cancellation: 70a, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Rates effective July 1, 1962.
Rates received June 25, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1	30
hr.	hr.	hr.	min.	min.	sec.
1 time.....	30.00	22.00	10.00	6.00	4.00
26 times.....	47.50	28.50	18.00	9.50	4.75
52 times.....	45.00	27.00	18.00	9.00	4.50
104 times.....	42.50	25.50	17.00	8.50	4.25
156 times.....	40.00	24.00	16.00	8.00	4.00
260 times.....	37.50	22.50	15.00	7.50	3.75

7. PACKAGE PLANS

1	30	1	30	
Per week:	min. sec.	min. sec.	min. sec.	
5 times, each	4.00	3.20	30 times, each	3.40
10 times, each	3.80	3.05	25 times, each	3.20
15 times, each	3.60	2.90		
10 seconds—50% of 1-minute rate.				

PARIS (2 AM; 1 FM)

- Lamar County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KPLT

1935
Subscriber to the NAB Radio Code
Media Code 4 245 6225 4.00
KPLT, Inc., Box 9, 1/2 mile S. on Hwy. 24,
Paris, Tex. 75460. Phone 214-784-3311, 12, 13.

- 1. PERSONNEL**
General Manager—Jeff D. Methven.
News & Prog. Dir.—Phil Ransom.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 am-midnight Mon thru Sat; 7:00 am-11:00 pm Sun. CST.
Partial simulcast operation. Simulcast operation 5-6 am, 9 am-11 pm, 4-7 pm and 10 pm-midnight. For most simulcast facilities see KPLT-FM.
- 4. AGENCY COMMISSION**
15/0 announcements and time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 24d, 25a, 26, 27, 28a, 29a, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c, 52b, 52c, 52d, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n, 88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y, 88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j, 89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u, 89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f, 90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q, 90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b, 91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m, 91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x, 91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i, 92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t, 92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e, 93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p, 93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a, 94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l, 94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w, 94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h, 95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s, 95t, 95u, 95v, 95w, 95x, 95y, 95z, 96a, 96b, 96c, 96d, 96e, 96f, 96g, 96h, 96i, 96j, 96k, 96l, 96m, 96n, 96o, 96p, 96q, 96r, 96s, 96t, 96u, 96v, 96w, 96x, 96y, 96z, 97a, 97b, 97c, 97d, 97e, 97f, 97g, 97h, 97i, 97j, 97k, 97l, 97m, 97n, 97o, 97p, 97q, 97r, 97s, 97t, 97u, 97v, 97w, 97x, 97y, 97z, 98a, 98b, 98c, 98d, 98e, 98f, 98g, 98h, 98i, 98j, 98k, 98l, 98m, 98n, 98o, 98p, 98q, 98r, 98s, 98t, 98u, 98v, 98w, 98x, 98y, 98z, 99a, 99b, 99c, 99d, 99e, 99f, 99g, 99h, 99i, 99j, 99k, 99l, 99m, 99n, 99o, 99p, 99q, 99r, 99s, 99t, 99u, 99v, 99w, 99x, 99y, 99z, 100a, 100b, 100c, 100d, 100e, 100f, 100g, 100h, 100i, 100j, 100k, 100l, 100m, 100n, 100o, 100p, 100q, 100r, 100s, 100t, 100u, 100v, 100w, 100x, 100y, 100z.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 4/1/67—Rec'd 10/5/67.

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	5	1	30
min.	min.	min.	min.	min.	min.
1 min.....	4.00	3.00	1.50	1.00	0.50
15 times.....	4.00	2.60	1.30	0.90	0.45
30 times.....	3.50	2.40	1.20	0.80	0.40
60 times.....	3.25	2.20	1.10	0.75	0.37
104 times.....	3.00	2.00	1.00	0.70	0.35

7. PACKAGE PLANS

WEEKLY PACKAGES—ROS

PER WK:	5	10	20	30	40	50
1 min, ea.....	3.00	2.80	2.50	2.25	2.00	1.80
8 wk—5%.....	28 wk—15%.....					
13 wk—10%.....	52 wk—20%.....					

8. PROGRAM TIME RATES

1	1/2	1/4	10 min	5 min
x.....	x.....	x.....	x.....	x.....
1 x.....	40.00	24.00	16.00	12.00

DISCOUNTS

13x—10%	52x—30%	280x—50%
26x—20%	156x—40%	312x—55%

KPLT-FM

1966
Media Code 4 245 6228 2.00
KPLT, Inc., Box 9, Paris, Tex. 75460. Phone 214-784-3311.

- 1. PERSONNEL**
Pres., Gen'l & Sta. Mgr.—Jeff Methven.
News & Prog. Dir.—Phil Ransom.
- 2. REPRESENTATIVES**
Savalli/Gates, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 99.3 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 168 ft. above average terrain.
Partial simulcast operation. Operated separately 6-9 am, 1-4 pm and 7:10 pm. For simulcast facilities see KPLT.
- 4. AGENCY COMMISSION**
15/0 time only. Payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
See KPLT listing for coded regulations.
- TIME RATES**
Rates are identical to KPLT. See that listing.

KPRE

1950
Media Code 4 245 6238 7.00
Michael T. Halbouty, 210 1st National Bank Bldg.,
Paris, Tex. 75460. Phone 214-784-6676.

- 1. PERSONNEL**
President—Clyde L. Glynn Lova.
General Manager—Chuck Kelly.
Southwest—Clyde Melville Company.
- 2. REPRESENTATIVES**
George T. Hopewell, Inc.
- 3. FACILITIES**
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23c, 23a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47c.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70h, 70d, 72.
Prod. Services: 82.

TIME RATES
Eff 11/15/68—Rec'd 8/8/68.

6. SPOT ANNOUNCEMENTS

1	1/2	1/4	5	1	30
x.....	x.....	x.....	x.....	x.....	x.....
1 x.....	4.50	3.50	1.50	1.00	0.50
13 x.....	4.00	2.80	1.40	0.90	0.45
26 x.....	3.50	2.60	1.30	0.80	0.40
52 x.....	3.25	2.40	1.20	0.75	0.37
104 x.....	3.00	2.20	1.10	0.70	0.35

8. PROGRAM TIME RATES

1	1/2	1/4	10 min	5 min
hr.	hr.	hr.	min.	min.
1 hr.....	40	25	30	25
1/2 hr.....	30	27	23	19
1/4 hr.....	15	13	11	10
10 min.....	13	10	9	8
5 min.....	10	9	8	7

PASADENA

Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Houston

(including Baytown, Clear Lake City,
Pasadena)

PEARSALL

Frio County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KWVG

1962
Media Code 4 245 6250 2.00
Box 958, Pearsall, Tex. 78051. Phone 512-384-2615.
STATION'S PROGRAMMING DESCRIPTION
KWVG: Programmed for general interest for farmers and ranchers 6 am-1 pm. Programmed for Spanish speaking Latin American 1-8 pm. NEWS 15%: emphasis on local news coverage. MUSIC: 100% country and western 6 am-1 pm. Spanish music 1-6 pm. COMMERCIAL POLICY: commercial or promotion announcement between reports, with a limit of 8 per half hour segment. Commercials translated free for Spanish programs. Portable studio available for remotes. Rec'd 12/5/68.

- 1. PERSONNEL**
Station Manager—Michael King.
- 3. FACILITIES**
500 w.; 1280 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21

TEXAS

Port Arthur—K F M P (FM)—Continued

6. SPOT ANNOUNCEMENTS	
OPEN RATE MINUTES	
1 hr.	3.25 52 ti. 2.50
13 ti.	3.00 100 ti. 2.25
28 ti.	2.75
7. PACKAGE PLANS	
WEEKLY PLANS	
14 ti.	3.00 42 ti. 2.25
21 ti.	2.70 56 ti. 2.03
30 ti.	2.40

KOLE

1947

Media Code 4 245 6400 3.00
Radio Southwest, Inc., Box 336, 3rd Floor, Port Arthur Savings & Loan Bldg., Port Arthur, Tex. 77641. Phone 713-982-9436.

- PERSONNEL**
Pres. & Gen'l Mgr.—Geo. C. Breeding, Jr.
Station Manager—Don Dullion.
Prog. & Oper. Dir.—Lee Edwards.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Southwest—Mario Messina Company.
- FACILITIES**
250 w.; 1340 kc. Non-directional.
Operating schedule: 5:00-1:00 am daily. CST.
- AGENCY COMMISSION**
15% on station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 8b, 4d, E, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1963. (Card No. 7.)
Card received August 5, 1963.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
(7:00-9:00 am and 4:00-6:00 pm Mon thru Fri)	
PER WK:	
1 ti.	12.00 18 ti. 7.00
6 ti.	11.00 24 ti. 6.50
12 ti.	8.00
CLASS A	
(8:00-7:00 am, 9:00 am-4:00 pm and 6:00-7:00 pm Mon thru Fri all day Sat; 10:00 am-9:00 pm Sun)	
12 ti.	6.00 30 ti. 4.50
18 ti.	5.50 50 ti. 4.00
24 ti.	5.00
CLASS B	
(All other times)	
70% of Class A rates.	
7. PACKAGE PLANS	
HALF AND HALF PLAN	
PER WK:	
50% of Class AA rates.	
50% of Class A rates.	
12 ti.	8.00 24 ti. 5.00
18 ti.	6.50

- SPECIAL FEATURES**
News, live at :55. Headlines at :20.
NEWSCASTS
Local News:
5 per wk—Mon thru Fri 35.00
7 per wk—Mon thru Sun 40.00
Headlines and Weather:
5 days per wk 25.00
7 days per wk 30.00

KPAC

KPAC-FM

1934

1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 6425 0.00
Port Arthur College, Box 520, Port Arthur, Tex. 77640. Phone 713-985-7456.

STATION'S PROGRAMMING DESCRIPTION
KPAC: Programmed for adults and young adults.
NEWS 20%: 5 min on half hour and hourly headlines, featuring four 15 min locally originated newscasts daily. Weather reports on quarter hour. MUSIC 80%: 70% albums, 30% singles featuring current selling general popular music, showtunes and standards. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 8/18/67.

- PERSONNEL**
Station Manager—Sam Monroe.
News Director—Floyd Badesaux.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.
FM-ERP 96.0 w.; 98.5 mc.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 26c, 29a, 30.
Contracts: 40c, 44b, 40.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70b, 71a, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

Est 7/1/68—Rec'd 6/27/68.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
1 min.	
1 min.	1x 13x 26x 52x 104x 156x 260x 312x
30 sec.	10.00 9.20 8.40 8.20 7.40 7.00 6.60
10 sec.	8.00 7.40 7.10 6.90 6.50 6.20 4.90 4.60
10 sec.	50% of 1-min.

7. PACKAGE PLANS

CLASS AA—GUARANTEED TIMES	
PER WK:	
1 min.	10.00 9.00 8.00 7.00 6.00
30 sec.	8.50 7.50 6.50 5.50 4.50
CLASS A	
1 min.	7.00 6.00 5.00 4.00
30 sec.	6.50 5.75 5.00 4.25 3.50
10 sec.	50% of 1-min.
PER 100:	
1 min.	100 ti 200 ti
30 sec.	400 600
10 sec.	850 600

- PROGRAM TIME RATES**
1/4 hr 5 min
1 x 24 hr 5 min 22.00 14.00
13 x 25.00 15.00 104 x 21.00 13.50
26 x 24.00 15.00 260 x 20.00 13.00
52 x 23.00 14.50 312 x 19.50 12.50 (CR)

KTRM

BEAUMONT

City of license, Beaumont, Texas.
Considered by American Information Network as their Port Arthur outlet.
See listing under Beaumont, Texas.

PORT LAVACA

Calhoun County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KGUL

1961

Media Code 4 245 6450 8.00
Angelo Broadcasting & Telecasting Inc., 213 N. Colorado St., Port Lavaca, Tex. 77799. Phone 512-524-2951.

- PERSONNEL**
President—Lewis O. Selbert.
General Manager—L. Dean Holford.
- FACILITIES**
500 w.; 1560 kc. Non-directional.
Operating schedule: 8 am-6 pm. CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 4a.
Contracts: 40a.

TIME RATES

Rates effective April 1, 1961. (Card No. 1.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
CLASS A	
1 hr. 1/2 1/4 5 1 30	
1 time	36.00 21.60 14.40 7.20 4.20 3.15
13 times	34.20 20.50 13.65 6.80 4.00 3.00
26 times	32.40 19.40 12.90 6.40 3.80 2.85
52 times	30.60 18.30 12.15 6.00 3.60 2.80
104 times	28.80 17.20 11.40 5.60 3.20 2.40
156 times	27.00 16.10 10.65 5.20 3.00 2.25
260 times	25.20 15.00 9.90 4.80 2.80 2.10
312 times	23.40 13.90 9.15 4.40 2.60 1.95

PORT NECHES

Jefferson County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KPNG

1959

Media Code 4 245 6475 5.00
Mid-County Radio, Inc., 3185 Merriman Ave., Port Neches, Tex. 77651. Phone 713-727-2177.

- PERSONNEL**
President—Joe Trum.
General Manager—Tom Lewis.
Commercial Manager—Richard Ryley.
- REPRESENTATIVES**
New York—George T. Hopewell, Inc.
- FACILITIES**
500 w.; 1,150 kc. Directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 25a, 28a, 29a.
Contracts: 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: All-Tex Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS	
CLASS A: Drivetime only ordered.	
1 min.	
1 min.	5.90 5.00 4.70 4.40 4.10 3.50
30 sec.	50% of 1-min.
10 sec.	50% of 1-min.
7. PACKAGE PLANS	
PER WK:	
10 ti	15 ti 25 ti 35 ti 50 ti 70 ti
1 min.	45.00 61.50 93.75 122.50 162.50 210.00
30 sec.	80% of 1-min.
10 sec.	50% of 1-min.
20% guaranteed in Traffic Time.	

POST

Garza County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KPOS

1955

Subscriber to the NAB Radio Code
Media Code 4 245 6500 0.00
Post Broadcasting Co., 115 W. Main, Post, Texas 73356. Phone 806-495-2831.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William A. Searle.
Program Director—Linda S. Searle.

2. REPRESENTATIVES

- Radio Time Sales.
Chicago: Final Time Sales
- FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a.
Rate Protection: 15a, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 42b, 42d, 44a, 44b, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Beer, wine and cigarette advertising accepted.
Affiliated with KBS.
Member: Texas State Network.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
1 min.	
1 min.	4.20 3.85 3.50 3.15 2.80 2.45
30 sec.	3.50 3.15 2.80 2.45 2.10 1.75
8. PROGRAM TIME RATES	
1 hr.	
1 hr.	42.00 39.20 36.40 33.60 30.80 28.00
1/2 hr.	21.00 19.60 18.20 16.80 14.00 12.80
1/4 hr.	12.25 11.20 10.15 9.10 8.05 7.45
10 min.	8.40 7.70 7.00 6.30 5.60 5.30
5 min.	7.00 6.30 5.60 4.90 4.20 3.85

QUANAH

Hardeman County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KOLJ

1952

Media Code 4 245 6525 7.00
Fay Neel Eggleston, Quanah, Tex. 79252. Phone 817-683-2572.

- PERSONNEL**
Owner—Fay Neel Eggleston.
 - FACILITIES**
500 w. days; 1150 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
 - AGENCY COMMISSION**
15%: no cash discount.
 - GENERAL RATE POLICY**
Affiliated with KBS Radio Network.
- Rates received October 31, 1952.
- | 6. SPOT ANNOUNCEMENTS/PROGRAM RATES | |
|-------------------------------------|-----------------------|
| 1-156 times: | |
| 1 hour | |
| 1 hour | 36.00 5 minutes 10.00 |
| 1/2 hour | 21.00 1 minute 2.25 |
| 1/4 hour | 16.50 30 seconds 1.75 |

RALLS

Crosby County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KCLR

1963

Media Code 4 245 6550 5.00
KCLR, Inc., Box 689, 704 Main St., Ralls, Tex. 79357. Phone 806-9351.
Remote Studio: Suite 414, Myrick Bldg., Lubbock, Tex. Phone 806-762-1314.

- PERSONNEL**
Pres. & Gen'l Mgr.—F. T. Wilson.
 - FACILITIES**
5,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 25a, 26, 28b, 28c, 30, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
- No. 2 Est 4/1/68—Rec'd 5/8/68.
- | 6. SPOT ANNOUNCEMENTS | |
|-----------------------|-------------------------------------|
| 1 min. | |
| 1 min. | 6.10 5.80 5.00 4.75 4.30 3.75 |
| 30 sec. | 5.80 5.00 4.75 4.30 3.75 3.00 |
| 8. PROGRAM TIME RATES | |
| 1 hr. | |
| 1 hr. | 82.00 51.75 47.50 41.00 37.25 35.00 |
| 1/2 hr. | 41.00 25.80 23.50 20.75 18.00 |
| 1/4 hr. | 25.00 20.75 18.00 14.50 12.50 12.00 |
| 5 min. | 12.50 10.25 9.25 8.25 7.50 6.25 |

RAYMONDVILLE

Willacy County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KSOX

1955

Media Code 4 245 6575 2.00
Melody Inc., Box 1240, 345 S. 7th St., Raymondville, Tex. 78580. Phone 512-689-3333.

- PERSONNEL**
Pres. & Gen'l Mgr.—Burney Jones.
Vice-Pres. & Sales—Neil Gilligan, Jr.
- FACILITIES**
250 w.; 1240 kc. Non-directional.
Operating schedule: 6:30 am-10:15 pm. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 22a, 24b, 25a, 26, 28a, 28c, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60h, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: National AirRadio Groups, Inc.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
1 min.	
1 min.	4.00 3.00 104 x 3.00 2.40
13 x	3.75 2.85 156 x 2.75 2.25
26 x	3.50 2.70 260 x 2.50 2.10
52 x	3.25 2.55 312 x 2.80 1.95

8. PROGRAM TIME RATES

1 hr		1/2 hr		1/4 hr		5 min	
1 x	32.00 18.00 12.50 7.00	13 x	30.00 17.00 11.50 6.75	26 x	28.00 16.00 11.00 6.50	52 x	26.00 15.00 10.50 6.25
104 x	24.00 14.00 10.00 6.00	156 x	22.00 13.00 9.50 5.75	260 x	20.00 12.00 9.00 5.50	312 x	18.00 11.00 8.50 5.25

ROBSTOWN (1 AM; 1 FM)

Nueces County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KROB

1963

Media Code 4 245 6600 8.00
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-884-1510.

- PERSONNEL**
General Manager—W. A. Raekle.
Commercial Manager—James Raekle.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
- FACILITIES**
500 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KROB-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1-156 times:	
1 hour	
1 hour	36.00 5 minutes 10.00
1/2 hour	21.00 1 minute 2.25
1/4 hour	16.50 30 seconds 1.75

Rates received October 31, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1-156 times:	

ROSENBERG-RICHMOND

(1 AM; 1 FM)
 Fort Bend County—Map Location F-7
 See NRDS consumer market map and data at beginning of the State.

KFRD



1948
 ROSENBERG-RICHMOND

Subscriber to the NAB Radio Code
 Media Code 4 245 6625 5.00
 Fort Bend Broadcasting Co., Box 832, Rosenberg, Tex. 77471. Phone 713-662-3778.

STATION'S PROGRAMMING DESCRIPTION
 KFRD: Programmed for adults, with ethnic segments. Czech 8:30-9:30 am M-Sat and Sun 12:30-2:45 pm, Spanish 1:30-3:30 pm M-Sat and Sun 2:45-4 pm, Polka 6:05-6:25 am M-Sat, 1:05-1:30 pm M-F, and 12:30-1:30 pm Sat. FAIRM: 6:40-6:45 am, 11:50 am, amnoon, & 12:30-12:45 pm M-F. SPOITS: 7:20 am, 8:20 am & 5:15 pm M-F. Local baseball and football play-by-play. Middle-of-the-road pops 6:45-7:45 am. Country music 10-11:30 am, pops and country 3:45-5 pm & 5:30 pm sign-off M-Sat. Local news 8 times each day, world news 12 times each day. Rec'd 11/29/68.

1. PERSONNEL
 General Manager—Bill Sloan.
2. FACILITIES
 1,000 w. days; 980 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 3:30 pm-local sunset. For non-simulcast facilities see KFRD-FM.
4. AGENCY COMMISSION
 15/0.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 14a, 15b.
 Basic Rates: 21a, 22b, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 30, 31.
 Contracts: 42a, 44a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 61a, 61b.
 Cancellation: 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 ET 8/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x..... 7.00	5.00	104 x..... 4.24	3.28
13 x..... 5.13	4.00	156 x..... 3.88	3.04
26 x..... 4.96	3.77	260 x..... 3.59	2.69
52 x..... 4.65	3.52	312 x..... 3.37	2.52
78 x..... 4.46	3.43	365 x..... 3.28	2.44

7. PACKAGE PLANS

100 per day, 10 days.....	108.00	287.50
10 per day, 3 days.....	402.50	103.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x..... 35.20	17.83	12.23	13.60	13.60
13 x..... 62.56	33.61	17.61	15.53	12.80
26 x..... 57.34	32.00	17.40	14.81	12.10
52 x..... 54.56	29.83	16.58	14.00	11.36
78 x..... 52.00	29.21	16.15	13.85	10.99
104 x..... 50.92	28.37	15.84	13.25	10.67
156 x..... 47.20	26.92	14.91	12.49	9.70
260 x..... 43.93	25.46	14.20	11.13	9.05
312 x..... 38.68	24.01	12.35	10.27	8.23
365 x..... 37.10	22.55	12.01	9.07	7.28

9. PARTICIPATING PROGRAMS
 American Czech Hour:
 Mon thru Sat 8:30-9:30 am, 1 ti..... 7.50 5.00
 13+..... 0.00 4.26
 Sun 12:30-2:30 pm..... 7.50 5.00

10. SPECIAL FEATURES
 NEWS HEADLINES/WEATHER CAPSULE
 1 min: 1-1/2x 1-min rate 30 sec: 2x 30-sec rate

KFRD-FM



1968
 ROSENBERG

Media Code 4 245 6626 3.00
 Fort Bend Broadcasting Co., Box 832, Rosenberg, Tex. 77471. Phone 713-662-3778.

STATION'S PROGRAMMING DESCRIPTION
 KFRD-FM: See KFRD listing for programming prior to 6:30 pm.
MUSIC: pop and country music 5:30-10:30 pm, week-nights. Rock 5:30-11 pm, Saturday. Pop 5:30-10:30 pm, Sunday. Contact Representative for further details. Rec'd 11/29/68.

1. PERSONNEL
 General Manager—Bill Sloan.
2. FACILITIES
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Operating schedule: 3:30-11 pm. CST. Antenna ht.: 230 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KFRD.
4. AGENCY COMMISSION
 15/0.
5. GENERAL ADVERTISING See coded regulations
 See KFRD listing for coded regulations.
TIME RATES
 Rates are identical to KFRD. See that listing.

RUSK

Cherokee County—Map Location G-5
 See NRDS consumer market map and data at beginning of the State.

KTLU



1953

Media Code 4 245 6650 3.00
 E. H. Whitehead, Box 475, Rusk, Tex. 75785. Phone 614-985-2258.

1. PERSONNEL
 General Manager—E. H. Whitehead.
 Program Director—Sam Florian.
2. FACILITIES
 Operating power—500 watts days.
 500 w. days; 1580 kc. Non-directional.
 Operating schedule: Sunrise-sunset. CST.

4. AGENCY COMMISSION
 15%; 2% cash discount.
5. GENERAL RATE POLICY
 Amiliated with KRSB.

TIME RATES
 ET 5/27/68.

8. SPOT ANNOUNCEMENTS

1 min	8.00	2.75	2.50	2.25	2.00	1.75
30 sec	2.50	2.25	2.00	1.75	1.50	1.25

8. PROGRAM TIME RATES

1 hr	30.00	28.00	28.00	24.00	22.00	20.00
1/2 hr	15.00	14.00	13.00	12.00	10.00	9.00
1/4 hr	8.75	8.00	7.25	6.50	5.75	5.25
10 min	6.00	5.50	5.00	4.50	4.00	3.75
5 min	5.00	4.50	4.00	3.50	3.00	2.75

SAN ANGELO (4 AM; 3 FM)

Tom Green County—Map Location C-6
 See NRDS consumer market map and data at beginning of the State.

KGKL



1928
 Media Code 4 245 6075 0.00
 KGKL, Inc., Box 1878, San Angelo, Tex. 76902.
 Phone 915-655-6715.
 Studio—311 W. Concho.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Bill Nell.
2. REPRESENTATIVES
 Alan Torbet Associates, Inc.
3. FACILITIES
 5,000 w. days; 1,000 w. nights; 960 kc. Directional—nighttime only. Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
 15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 12a, 14a.
 Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 61a, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Amiliated with American Entertainment Network.
 Member: Voice of Southwest Agriculture Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Rates effective September 1, 1965. (Card No. 1.)
 Card received August 30, 1965.

7. PACKAGE PLANS

WEEKLY SPOT PLANS
 (5:30-9:00 am, noon-9:00 pm and 4:00-6:30 pm Mon thru Fri)

PER WK:	1 min (*)	1 min (*)
1-9 ti	4.50	3.50
10 ti	4.00	3.25
15 ti	3.75	3.00

CLASS B ROS
 (All other time—Best available)

1-9 ti	3.50	2.80	2.50	2.00
10 ti	3.00	2.40	30 ti	2.25
15 ti	2.75	2.20	50 ti	1.75

(*) 30 seconds or less.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 ti..... 45.00	25.00	15.00	7.50
52 ti..... 43.50	23.50	13.50	6.75
156 ti..... 42.00	22.00	12.00	6.00
280 ti..... 41.00	20.50	10.50	5.25

All classes combine for frequency. Weeks used need not be consecutive but must be used in 52 weeks period for discount purposes.

DISCOUNTS

26 wk.....	5%	52 wk.....	10%
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KPEP



1954
 Media Code 4 245 6700 6.00
 Western Broadcasting Co., Box 1350, San Angelo, Tex. 76901. Phone 915-655-8118.

STATION'S PROGRAMMING DESCRIPTION
 KPEP: Programmed for general interest.
MUSIC: country and western featured. Current hits with classics & climbers played. Network news on hour. State and local headlines on half hour. 30 min news blocks at 7 am, noon and 5 pm. SPOITS: at 5:10. Network sports at 10 min after hour all day Saturday and Sunday afternoon. Radio equipped news cars, AP and Eas weather news wires. Full time local news man. Mobile remote facilities available including portable transmitters. Contact Representatives for further details. Rec'd 9/30/68.

1. PERSONNEL
 Co-owner & Gen'l Mgr.—Bill Nicholson.
2. REPRESENTATIVES
 Grant Webb & Company.
 Southwest—Mario Messina Sales.
 Southeast—Southern Spot Sales, Inc.
3. FACILITIES
 1,000 w. days; 1420 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
 15/0.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10e, 11b, 12b, 13e, 14e, 15a, 15b, 16.
 Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a, 29a, 30, 33c.
 Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
 Comb.: Cont. Discounts: 60d, 60f, 60h, 61b.
 Cancellation: 70b, 70e, 71b, 73b.
 Prod. Services: 80, 82.
 Amiliated with American Information Network.

TIME RATES
 ET 7/1/65—Rec'd 3/1/65.

6. SPOT ANNOUNCEMENTS

PER YR:	10x	156x	260x	312x	500x
1 min.....	8.00	5.50	5.00	4.25	4.00
30 sec.....	4.80	4.50	4.00	3.40	3.20

7. PACKAGE PLANS

PER WK:	15 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	82.50	100.00	135.00	170.00	200.00
30 sec.....	67.50	80.00	108.00	138.00	160.00

K SJ T (FM)



1965
 Media Code 4 245 6715 4.00
 Thomas H. Earnest dba Concho Valley Broadcasters, Box 1296, Texas Farm to Market Rd. 2105, San Angelo, Tex. 76901. Phone 915-653-5008.

STATION'S PROGRAMMING DESCRIPTION
 K SJ T (FM): Programmed for general interest to Spanish speaking listener.
MUSIC: current hits and classics in all Spanish music categories, with musical variety from most Spanish speaking countries, particularly Mexico. Spanish soap operas and comic programs. EBSA weather wire, UPI Spanish newswire. 15 min news at 7:15 am, 8 am, noon, 6 pm & 10 pm. Live and taped weather programs. Air personalities handle remote broadcasts for store openings, dances, promotions, sports, etc. COMMERCIAL POLICY: no charge for commercial translations. Contact Representative for further details. Rec'd 7/7/68.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Thomas H. Earnest.
 Com'l Mgr. & News Dir.—Sabino Garcia.
 Program Director—Pepe Avalos.
2. REPRESENTATIVES
 National Time Sales.
3. FACILITIES
 ERP 34,000 w.; 97.5 mc. Operating schedule: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 18. Antenna ht.: 100 ft. above average terrain.
4. AGENCY COMMISSION
 15/0 time only. 20th of following month.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 18. Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 25a, 26, 28a, 29a, 33c.
 Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 49, 51b.
 Comb.: Cont. Discounts: 60h, 60i, 61a, 61b, 61c, 62b.
 Cancellation: 70b, 70d, 71a, 73b.
 Prod. Services: 80, 81, 82.
 Member: International Spanish Language Network.

TIME RATES
 ET 5/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

1 min	65x	130x	195x	260x
30 sec	5.00	4.80	4.85	4.50
	4.00	3.85	3.75	3.65

8. PROGRAM TIME RATES

5 min	65x	130x	195x	260x
1/4 hr	6.00	5.75	5.50	5.35
1/2 hr	15.00	14.00	13.25	12.90
1 hr	25.00	23.00	21.00	20.00
1 hr	35.00	32.50	30.00	28.00

KTEO



1947
 Subscriber to the NAB Radio Code
 Media Code 4 245 6725 3.00
 Western Itadio Corp., 333 Rto Concho Dr., San Angelo, Tex. 76902. Phone 915-653-8838, 915-653-1824.

1. PERSONNEL
 General Manager—Johnny Mitchell.
 Station Manager—Benny Bellamy.
 Sales Manager—Clyde Estes.
2. REPRESENTATIVES
 Savalli/Gates, Inc.
 Morton Time Sales, Inc.
3. FACILITIES
 250 w. 1140 kc. Non-directional. Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sundays. CST.
4. AGENCY COMMISSION
 15%. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14a, 15c.
 Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 28b, 28c.
 Contracts: 40a, 41, 42b, 45, 46, 51a.
 Comb.: Cont. Discounts: 60e, 62d.
 Cancellation: 70d, 71a, 72, 73a.
 Prod. Services: 81, 82.
 Amiliated with NAS and KRSB.
 Member: All-Tex Network.

TIME RATES
 Rates effective January 1, 1966.
 Rates received February 21, 1966.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min 30 sec	1 min 30 sec
10 ti.....	6.00	4.80
14 ti.....	5.00	4.00
156 ti.....	5.00	4.00

10-second ID's—50% of 1-minute rates.

7. PACKAGE PLANS

PER WK:	1 min 30 sec	1 min 30 sec
15 ti.....	67.50	40 ti..... 160.00
20 ti.....	100.00	50 ti..... 175.00
30 ti.....	135.00	108.00

KWFR



1954
 Media Code 4 245 6750 1.00
 Solar Broadcasting Co., Inc., Box 3275, West First at City Hall Plaza, San Angelo, Tex. 76901. Phone 915-653-3387.

STATION'S PROGRAMMING DESCRIPTION
 KWFR: Programmed for general interest.
MUSIC: current hits sign-on-sign-off. 5 air personalities handle all segments. NEWS: network 5 min at :55. Live local news at 7:55 am, 12:55 pm & 4:55 pm. Local weather on half hour. Aviation weather 6:30 am daily. Network sports news at 5 pm daily. Remote facilities with air personalities available for dances, store openings, sales, etc. Contact Representative for further details. Rec'd 10/18/68.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Walton A. Foster.
2. REPRESENTATIVES
 PRO Time Sales, Inc.
 Southwest—Clyde Melville Company.
3. FACILITIES
 1,000 w. days; 1260 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast noon-local sunset. For non-simulcast facilities see KWFR-FM.
4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3c, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29b, 30, 31, 33b.
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
 Comb.: Cont. Discounts: 60d, 60e, 60g, 60i, 62b, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Member: Texas State Network.

TIME RATES
 ET 11/1/68—Rec'd 10/16/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	156x	260x	312x	364x
30 sec	6.40	6.20	5.95	5.75	5.50	5.30
	5.10	4.95	4.80	4.65	4.50	4.30

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	6.20	5.95	5.75	5.50	5.25
30 sec.....	4.05	4.80	4.65	4.50	4.35

KWFR-FM



1967
 Media Code 4 245 6751 0.00
 Solar Broadcasting Co., Inc., Box 3275, West First at City Hall Plaza, San Angelo, Tex. 76901. Phone 915-653-3387.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Walton A. Foster.
2. REPRESENTATIVES
 PRO Time Sales, Inc.
 Southwest—Clyde Melville Company.
3. FACILITIES
 ERP 30,000 w.; 94.7 mc. Operating schedule: noon-midnight. CST. Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KWFR.
4. AGENCY COMMISSION
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 See KWFR listing for coded regulations.
 Member: Texas State Network.

TIME RATES
 ET 11/1/68—Rec'd 10/16/68.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	156x	312x	468x
30 sec	5.00	4.85	4.70	4.55	4.40	4.25

Are You Sure of Reaching ... the Right People ... the Right Area?

Let's suppose your budget is small, and results are essential through a limited advertising program. You have a product that appeals primarily to farmers and people in rural areas. You have to be mighty sure that the media you select are going to do a sure-fire selling job for you.

This is your problem, but Standard Rate & Data Service wants to help you solve it. That's why you'll find reliable up-to-date market statistics and market maps every month in these Standard Rate Catalogs:

Spot Radio Rates and Data
Spot TV Rates and Data
Newspaper Rates and Data

Of course, media selection cannot be 100% guaranteed by anyone, but certain steps can be taken to make the best possible choice and to definitely put the odds in your favor. The buyer of media who does a careful job of research—making a thorough study of these averages and percentages—knows when he has made his decision that it is justified. He knows that his product is being presented to the people who want it and who can afford to purchase it.

Whether your budget is large or small, whether your product appeals to city dwellers or rural folk, you have something to sell and results are essential. You'll get those results by using the market data made available to you by Standard Rate & Data Service.

Helping you to arrive at final decisions in the selection of the best possible media to reach the people you want to reach is just one of the many ways Standard Rate seeks to help you.

NR102B-2/2

TEXAS

San Antonio—Continued

K A P E

1960
SAN ANTONIO

Independent Negro

R A B

Media Code 4 245 6800 4.00

Bexar Broadcasting Co., Inc., 608 E. Travis St., San Antonio, Tex. 78205. Phone 512-223-3877.

STATION'S PROGRAMMING DESCRIPTION
KAPK: Programmed for Negro listener.
MUSIC: predominately rhythm and blues and gospel with occasional jazz. **AIR PERSONALITIES** are interchangeable, handling all segments, taped commercials, news and sports, and are available for remote broadcasts, store openings, shopping center sales days, etc. **NEWS:** 5 min. at :55, local, regional, national and international oriented, with a community bulletin daily. Personality shows, in addition to entertainment, include interviews, telephone requests, discussions, etc. Contact Representative for further details. Rec'd 11/17/67.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Maxwell Marvin.
Commercial Manager—Earl Hawthorne.
Program Director—Franklin Collins.
- 2. REPRESENTATIVES**
Greener, Elkon, Sears,
Southeastern—Dora-Clayton Agency, Inc.
- 3. FACILITIES**
500 w. days; 1480 kc. Directional.
Operating schedule: 5:30 am-local sunset. CST.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET— Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS					
PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti
1 min.	12.00	11.00	10.00	9.00	8.00
30 sec.	9.80	8.80	8.00	7.20	6.40
10 sec.	6.00	5.50	5.00	4.50	4.00
DISCOUNTS					
13 wk—2%					52 wk—10%
10. SPECIAL FEATURES					
5 MINUTE NEWSCASTS					
PER WK:	ea	20 ti	ca		
5 ti	14.00	20 ti	12.00		
10 ti	13.00				
(Discounts)					
PER WK:	13 wk	26 wk	52 wk		
5 ti	13.30	12.60	11.20		
10 ti	12.35	11.70	10.40		
20 ti	11.40	10.80	9.60		

K B A T

1926

SAN ANTONIO

The Eastman Station

R A B

Subscriber to the NAB Radio Code

Media Code 4 245 6825 1.00

Swanco Broadcasting Co., 8108 Bandera Rd., San Antonio, Tex. 78228. Phone 512-684-0068.

- 1. PERSONNEL**
General Manager—Richard F. Marcellan.
Sales Manager—Henry Roberts.
Program Director—Dick Jones.
- 2. REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**
50,000 w. days; 10,000 w. nights. 680 kc.
Non-directional, daytime. Directional, nighttime.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15% time.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12i, 13c, 14c.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
Affiliated with Eastman.

TIME RATES

No. 16 ET 12/1/68—Rec'd 11/22/68.

I—Mon thru Sat 6-10 am & 3-7 pm.					
II—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.					
III—Mon thru Sun 7-10 pm; Sun 6 am-noon.					
6. SPOT ANNOUNCEMENTS					
SECTION I					
PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti
1 min.	25.00	22.00	20.00	18.00	16.00
30 sec.	20.00	17.80	16.00	14.40	13.00
10 sec.	15.00	13.20	12.00	10.80	9.60
SECTION II					
1 min.	20.00	18.00	16.00	14.00	12.00
30 sec.	16.00	14.40	12.80	11.20	9.60
10 sec.	12.00	10.80	9.60	8.40	7.20
SECTION III					
1 min.	18.00	16.00	14.00	12.00	10.00
30 sec.	14.40	12.80	11.20	9.60	8.00
10 sec.	10.80	9.60	8.40	7.20	6.00
Minimum wkly sched of 6 1-min spots 6am-12mid					
Mon-Sun necessary to maintain consec wk advertising.					
(This listing continued on next page)					

7. PACKAGE PLANS

CUMULATIVE PLANS	
12 ti (5I, 5II, 2III), ea.	17.00
18 ti (7I, 7II, 4III), ea.	16.50
24 ti (9I, 9II, 6III), ea.	14.00

CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%

KBER

1961

SAN ANTONIO

atb Alan Torbet Associates, Inc.

NAB

Subscriber to the NAB Radio Code

Media Code 4 245 6850 9.00
Kepo Broadcasting Co., Inc., Frontier Sq., 5500 Alma Dr., San Antonio, Texas 78222. Phone 512-648-1150.

STATION'S PROGRAMMING DESCRIPTION

KBER: MUSIC: modern country. Contact Representative for further details. Rec'd 12/8/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—A. V. Bamford.
Station Manager—Dennis Griffin.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

1,000 w. days; 1150 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.
Partial simulcast operation. Simulcast 3-6 pm. For non-simulcast facilities see KBER-FM.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25b, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Country Music Network, Texas State Network.

TIME RATES

ET Rec'd 10/5/67.

AA—6-10 am & 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

AA		A	
1 min	20/30	10 sec	1 min
18.00	14.00	9.00	16.00
10 ti	16.00	13.00	8.00
20+	14.00	11.00	7.00

8. PROGRAM TIME RATES

AA		A	
1 hr	120.00	105.00	1/4 hr
1/2 hr	75.00	60.00	5 min

10. SPECIAL FEATURES

5-min newcasts—1-1/2 x applicable 1-min rate.

DISCOUNTS
26 wk in 52 wk—8% 52 consec wk—10%

KBER-FM

1966

SAN ANTONIO

Subscriber to the NAB Radio Code

Media Code 4 245 6851 7.00
Kepo Broadcasting Co., Inc., Frontier Sq., 5500 Alma Dr., San Antonio, Tex. 78222. Phone 512-648-1150.

1. PERSONNEL

Pres. & Gen'l Mgr.—A. V. Bamford.
Station Manager—Dennis Griffin.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

ERP 85,000 w.; 100.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 230 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see KBER.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL RATE POLICY

Member: Texas State Network.

TIME RATES

ET 7/1/66—Rec'd 1/9/67.

AA—6 pm-midnight.

A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1 min	Flat	26x	52x
4.00	3.75	3.50	3.25
30 sec	3.50	3.00	2.75

CLASS A		CLASS AA	
1 min	3.00	2.50	2.25
30 sec	2.50	2.25	2.00

KBUC

1948
SAN ANTONIO

NAB

Media Code 4 245 6875 6.00

Turner Broadcasting Corp., 3259 E. Commerce St., San Antonio, Tex. 78220. Phone 512-222-9191.

1. PERSONNEL

President—Tom E. Turner.
General Manager—Harrell Banks.
Sales Manager—L. W. (Bubba) Reding.

2. REPRESENTATIVES

Adam Young Radio, Inc.
Regional—Mario Messina Company.

3. FACILITIES

5,000 w. days; 1310 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-6 pm.
For non-simulcast facilities see KBUC-FM.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 28c, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

Rates effective October 1, 1965.

Card received September 21, 1965.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
1 ti	12.00
26 ti	11.40
52 ti	10.80
104 ti	10.20
80-seconds—75% of applicable 1 minute rate.	7.50

7. PACKAGE PLANS

1 MINUTE	
PER WK:	102
12 ti	20 ti
15 ti	125

KBUC-FM

1967

TERRELL HILLS

NAB

Media Code 4 245 6876 4.00

Turner Broadcasting Co., 3259 E. Commerce St., San Antonio, Tex. 78220. Phone 512-222-9191.

1. PERSONNEL

President—Tom E. Turner.
General Manager—Harrell Banks.
Sales Manager—L. W. (Bubba) Reding.

2. REPRESENTATIVES

Adam Young Radio, Inc.
Regional—Mario Messina Company.

3. FACILITIES

ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 408 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see KBUC.

4. AGENCY COMMISSION

15/0. Payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25c, 27, 28a, 28c, 29a, 33c.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

ET Rec'd 1/19/68.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1 min	ix	26x	52x
4.00	3.75	3.50	3.25
30 sec	3.20	2.75	2.50

CLASS A		CLASS AA	
1 min	3.00	2.50	2.25
30 sec	2.50	2.25	2.00

KCOR

1945

SAN ANTONIO

Amigo Spanish Group

Media Code 4 245 6900 2.00

Inter-American Radio, Inc., KCOR Bldg., 411 E. Durango Blvd., San Antonio, Texas 78204. Phone 512-225-2751.

STATION'S PROGRAMMING DESCRIPTION

KCOR: Programming 100% Spanish.
MUSIC: combines regional and traditional favorites with latest releases from Mexico City. Through use of radio teletype equipment, receive UPI's shortwave teletype service directed to Latin-America in Spanish and schedule news hourly throughout broadcast day. Mobile news units, radio-connected with studio, for direct coverage of local events. Radio serial drama, both station produced and others imported from Mexico, broadcast daily. Emphasis on personality programming. Contact Representative for further details. Rec'd 9/22/67.

1. PERSONNEL

President—Allen E. Ivolin.
Executive Vice-President—Arnold B. Hartley.
Vice-Pres. & Gen'l Mgr.—Nathan Saffr.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

5,000 w., 1350 kc. Directional nights only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 18b, 14b.
Basic Rates: 20a.
Comb.; Cont. Discounts: 60a.
Entire schedule Spanish.
Translating English copy into Spanish included in rates.
Member: The Amigo Spanish Group.

TIME RATES

ET 8/1/68—Rec'd 8/2/68.

AA—8 am-9 pm.

A—4-6 am & 9 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1 ti	10 ti	15 ti
1 min	24.00	22.00	21.00
30/20 sec	18.00	17.00	16.00
10 sec	12.00	11.00	10.50

CLASS A		CLASS AA	
1 min	14.00	13.00	12.50
30/20 sec	10.50	10.00	9.50
10 sec	7.00	6.50	6.25

7. PACKAGE PLANS

PER YR:		AA		A	
1 min	18	11	18	11	11
Minimum	1050.				

8. PROGRAM TIME RATES

1x		26x		52x		104x		156x		260x		312x	
1/2 hr	120	114	108	102	96	90	84	78	72	66	60	54	48
1/4 hr	80	76	72	68	64	60	56	52	48	44	40	36	32
10 min	60	57	54	51	48	45	42	39	36	33	30	27	24
5 min	40	38	36	34	32	30	28	26	24	22	20	18	16

10. SPECIAL FEATURES

PER WK:		NEWSCASTS	
1 ti	3 ti	5 ti	10 ti
5 min	50	45	40

KCOR-FM

1967

SAN ANTONIO

Media Code 4 245 6901 1.00
Inter-American Radio, Inc., KCOR Bldg., 411 E. Durango Blvd., San Antonio, Texas 78204. Phone 512-225-2751.

1. PERSONNEL

President—Allen E. Ivolin.
Executive Vice-President—Arnold B. Hartley.
Vice-Pres. & Gen'l Mgr.—Nathan Saffr.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

ERP 100,000 w.; 101.9 mc.

Operating schedule: 8 am-midnight.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL RATE POLICY

All spots in English.
No quarter hour sponsored program shall be preceded or followed by a quarter hour sponsored program.

TIME RATES

ET 10/15/67—Rec'd 9/25/67.

6. SPOT ANNOUNCEMENTS

ROB		ROB	
PER YR:	52x	104x	156x
1 min	4.00	3.75	3.50
30 sec	3.00	2.75	2.50

7. PACKAGE PLANS

WEEKLY SATURATION—ROB		MONTHLY SATURATION—ROB	
1 min	20 ti	30 ti	40 ti
ea	3.75	3.50	3.25
30 sec	2.75	2.50	2.25

Must be used within 1 week.

1/4 hr 1/2 hr 1 hr

1/4 hour includes 2 1-minute spots plus open and close.

1/2 hour includes 3 1-minute spots and 1 40-second spot plus open and close.

1 hour includes 7 1-minute spots and 1 20-second spot plus open and close.

FREQUENCY DISCOUNTS

52 programs: 1/4 hr—5% 1/2 hr—10% 1 hr—15%

10. SPECIAL FEATURES

TIME AND WEATHER SIGNALS

Minimum package, 10 per wk, ea. Includes open and close spots.

KDRY

1963

ALAMO HEIGHTS

Media Code 4 245 6925 9.00
National Enterprises, Inc., Box 6628, 5170 Broadway, San Antonio, Tex. 78209. Phone 512-724-2361.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dr. Sam Morris.
Program Director—Sam Morris, Jr.

3. FACILITIES

1

TEXAS

San Antonio—Continued

KEDA 1956 SAN ANTONIO Spanish



Media Code 4 245 6950 7.00

D & E Broadcasting Co., 226 1/2 Dolorosa St., San Antonio, Tex. 78205, Phone 512-226-8942.

STATION'S PROGRAMMING DESCRIPTION
KEDA: Spanish language radio featuring Mexican regional music, 5 min news and sports in Spanish. No charge for translating commercials to Spanish. Contact Representative for further details. Rec'd 1/30/69.

- PERSONNEL**
Gen'l & Sales Mgr.—Manuel G. Davila.
Ass't Mgr. & Dir. Eng.—W. G. Egerton.
- REPRESENTATIVES**
AAA Representatives.
- FACILITIES**
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset.

- AGENCY COMMISSION**
15/0 time only; payable 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a, 34a, 35a, 36a, 37a, 38a, 39a, 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 63a, 64a, 65a, 66a, 67a, 68a, 69a, 70a, 71a, 72a, 73a, 74a, 75a, 76a, 77a, 78a, 79a, 80a, 81a, 82a, 83a, 84a, 85a, 86a, 87a, 88a, 89a, 90a, 91a, 92a, 93a, 94a, 95a, 96a, 97a, 98a, 99a, 100a.
Cancellation: 70a, 70a, 71a.
Prod. Services: 82.

TIME RATES

No. 3 ET 1/15/69—Rec'd 3/31/69.

6. SPOT ANNOUNCEMENTS			
	26x	52x	156x
1 min.	15.00	13.75	18.00
30 sec.	10.00	9.10	8.40
20 sec.	8.40	7.60	6.40
10 sec.	6.70	6.10	5.10

7. PACKAGE PLANS			
WKLY:	5 ti	10 ti	20 ti
1 min.	50.00	11.00	0.00
30 sec.	40.00	8.00	5.00
20 sec.	30.00	6.00	4.00

8. PROGRAM TIME RATES			
	1x	26x	52x
1 hr.	70.00	63.00	57.00
1/2 hr.	42.00	38.00	35.00
1/4 hr.	28.00	25.00	23.00
5 min.	21.00	18.50	17.50

KEEZ (FM)

1951
SAN ANTONIO
NAB FM B

Media Code 4 245 6075 4.00
The Camel Co., 2800 Tower Life Bldg., San Antonio, Tex. 78205, Phone 512-223-3004.

- PERSONNEL**
President—Charles W. Balther.
Station Manager—Wayne McSwain.
Herbert E. Groskin & Co.
Southwest—Mario Messina Company.
- FACILITIES**
ERP 81,000 w.; 97.3 mc. Stereo.
Operating schedule: 24 hrs. daily; until midnight Sun. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a, 34a, 35a, 36a, 37a, 38a, 39a, 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 63a, 64a, 65a, 66a, 67a, 68a, 69a, 70a, 71a, 72a, 73a, 74a, 75a, 76a, 77a, 78a, 79a, 80a, 81a, 82a, 83a, 84a, 85a, 86a, 87a, 88a, 89a, 90a, 91a, 92a, 93a, 94a, 95a, 96a, 97a, 98a, 99a, 100a.
Cancellation: 70a, 70a, 71a, 72a, 73a, 74a.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Member: The Groskin Group.

TIME RATES

No. 3 ET 7/1/67—Rec'd 8/18/67.

6. SPOT ANNOUNCEMENTS			
	1x	15x	30x
1 min.	10.00	9.50	9.00
30 sec.	7.50	7.00	6.50

8. PROGRAM TIME RATES			
	1x	15x	30x
1 hr.	70	67	64
1/2 hr.	53	50	48
5 min.	30	29	28

KISS (FM)

1946
SAN ANTONIO

Media Code 4 245 7000 0.00
The Walmas Company, Aurora Apartment Hotel, 509 Howard Street, San Antonio, Texas. 78212. Phone 512-223-8211.

- PERSONNEL**
General Manager—Howard W. Davis.
Program Director—Barbara Smith.
Sales Promotion—Lou Roney.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 14,850 w.; 99.5 mc.
Operating schedule: 7:00 am-midnight. CST.
Antenna ht.: 517 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 6b, 7b, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a, 34a, 35a, 36a, 37a, 38a, 39a, 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a, 48a, 49a, 50a, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 63a, 64a, 65a, 66a, 67a, 68a, 69a, 70a, 71a, 72a, 73a, 74a, 75a, 76a, 77a, 78a, 79a, 80a, 81a, 82a, 83a, 84a, 85a, 86a, 87a, 88a, 89a, 90a, 91a, 92a, 93a, 94a, 95a, 96a, 97a, 98a, 99a, 100a.
Cancellation: 40a, 42b, 45, 46, 48.

Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
AM facilities: KMAC.

TIME RATES

Rates effective October 1, 1957.
Rates received August 26, 1957.

6. SPOT ANNOUNCEMENTS	
Per week:	Min. spots
1 time	8.00
7 times	45.00
14 times	75.00
21 times	100.00

DJscounts	
13 weeks	5% 52 weeks
26 weeks	10%

Spot announcements will be carried only on station breaks. No double spot announcements. No participating programs.

8. PROGRAM TIME RATES			
Per week:	1 hr.	1/2 hr.	1/4 hr.
1 time	40.00	24.00	16.00
3 times	108.00	64.00	42.87
5 times	140.00	90.00	60.00
7 times	180.00	108.00	72.00

KITE

1947
TERRELL HILLS

Independent



A Doubleday Station
Subscriber to the NAB Radio Code

Media Code 4 245 7025 7.00
Doubleday, 535 S. Main Ave., Suite 801, San Antonio, Tex. 78204, Phone 512-226-0355.

STATION'S PROGRAMMING DESCRIPTION
KITE: Programmed for adults and young adults.
MUSIC: general popular music showtunes and standards. **AIR PERSONALITIES** with audience participation and contests. Guest interviews. Direct to control room listeners line keeps audience and DJ in daily topical conversation. Local editorials. **NEWS:** RNI audio 5 min at :55 except 15 min 6:45 am, 7:45 am, 11:45 am & 6 pm. Heavy emphasis in all club programs using members own voices on PSA spots. South West Conference football on weekends. Contact Representative for further details. Rec'd 3/4/68.

- PERSONNEL**
General Manager—Paul English.
National Sales Manager—Rex Preiss.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 930 kc.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
All rates include a 30% talent and production charge.
Affiliated with American Entertainment Network.

TIME RATES

No. 1 A ET 6/1/68—Rec'd 4/22/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

7. PACKAGE PLANS			
PER WK:	CLASS AA	CLASS B	CLASS C
1 min.	35	34	32
20/30 sec.	30	27	26
10 sec/ID's.	23	20	19

CLASS AA			
PER WK:	12 ti	18 ti	24 ti
1 min.	80	28	26
20/30 sec.	24	22	21
10 sec/ID's.	18	17	16

CLASS B			
PER WK:	12 ti	18 ti	24 ti
1 min.	20	18	16
20/30 sec.	16	14	13
10 sec/ID's.	12	11	10

(*) Specified position.
1-minute and 20/30-second spots may combine to earn weekly frequency discount. 1-minute, 20/30-seconds and ID's may combine on basis of 2 ID's equaling 1 longer spot.

TOTAL AUDIENCE SPOTS

PER WK:	12 ti	18 ti	24 ti
12 ti (6AA, 4A, 2B)	280	282	282
18 ti (9AA, 5A, 4B)	380	304	304
24 ti (12AA, 7A, 5B)	480	384	384

CONSECUTIVE WEEK DISCOUNTS

52 wk—8%
KITE/KITE-FM COMBINATION RATES
No. 1 AF ET 8/1/68—Rec'd 4/22/68.

CLASS AA			
PER WK:	12 ti	18 ti	24 ti
1 min.	42	38	36
20/30 sec.	34	31	30
10 sec/ID's.	27	24	23

CLASS A			
PER WK:	12 ti	18 ti	24 ti
1 min.	34	32	30
20/30 sec.	28	26	25
10 sec/ID's.	22	21	20

CLASS B			
PER WK:	12 ti	18 ti	24 ti
1 min.	24	22	20
20/30 sec.	20	18	17
10 sec/ID's.	16	15	14

(*) Specified position.

1-minute and 20/30-second spots may combine to earn weekly frequency discount. 1-minute, 20/30-seconds and ID's may combine on basis of 2 ID's equaling 1 longer spot.

TOTAL AUDIENCE PLANS

PER WK:	1 min	20/30
12 ti (6AA, 4A, 2B)	335	268
18 ti (9AA, 5A, 4B)	445	356
24 ti (12AA, 7A, 5B)	565	452

Spots must be scheduled equally over 7-day period and rotate within time class. TAP spots combinable with all weekly spots.

CONSECUTIVE WEEK DISCOUNTS

52 wk—8%

KITE-FM

1966
SAN ANTONIO



Independent

A Doubleday Station

Media Code 4 245 7026 5.00
Doubleday, 535 S. Main Ave., Suite 300, San Antonio, Tex. 78204, Phone 512-226-9384.

- PERSONNEL**
General Manager—Jordan E. Sawyer.
National Sales Manager—Rex Preiss.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 83,000 w.; 104.5 mc. Stereo.
Operating schedule: 6-11 am. CST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15% time and talent.
- GENERAL ADVERTISING** See coded regulations
See KITE listing for coded regulations.
Daytime commercial maximum: 8 minutes per hour.
In combination with KITE. See that listing for rates.

TIME RATES

No. 2 ET 4/1/68—Rec'd 2/23/68.

6. SPOT ANNOUNCEMENTS			
	1 min.	30 sec.	20 sec.
Open	52x	104x	156x
Fixed Position (6 am-7 pm)	6.50	5.50	5.00

7. PACKAGE PLANS			
PER WK:	10 ti	20 ti	30 ti
1 min.	6.00	5.50	5.00
30 sec.	4.50	4.00	3.50
20 sec.	3.00	2.50	2.00

- AGENCY COMMISSION**
15% time and talent.
- GENERAL ADVERTISING** See coded regulations
See KITE listing for coded regulations.
Daytime commercial maximum: 8 minutes per hour.
In combination with KITE. See that listing for rates.
- PROGRAM TIME RATES**
Evenings, per hr (4 spots) 16
Programs combine with spots for spot frequency.
- PARTICIPATING PROGRAMS**
Fifth Row Center, Rodney Hoare—Mon thru Fri 8-11 pm.
Underground—Mon thru Thurs 11 pm-1 am; Fri 11 pm-3 am; Sat 10 pm-3 am.
Jazz—Sat 7-10 pm.
Opera—Sun 9 pm-midnight.
Broadway Revisited—Mon, Wed, Fri 7-8 pm.
Phase Four Stereo Theatre—Tues 7-8 pm.
What's New—Thurs 7-8 pm.

- SPECIAL FEATURES**
NEWS & WEATHER
15 minutes Mon thru Sat at 6:45 am & 7:45 am; Mon thru Fri at 11:45 am.
Es 5 minutes Mon thru Sun at 6, 9, 10, 11 am & 1, 2, 3, 4, 5 and 6 pm.
10 broadcasts daily, total 27
TIME SIGNALS & TEMPERATURE
6:30 am-6:30 pm at :30, 13 times daily with sponsor ID

KITY (FM)

1947
SAN ANTONIO



METRO RADIO SALES

A Mission Broadcasting Co. Station
Subscriber to the NAB Radio Code

Media Code 4 245 7050 5.00
Mission Broadcasting Co., Box 2338, San Antonio, Tex. 78205.
Studio—KONO Bldg., 317 Arden Grove, San Antonio, Tex. Phone 512-225-5111. TWX 76-74-20.

- PERSONNEL**
President—Jack Roth.
Vice-Pres. & Gen'l Mgr.—William P. Perry.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 (vert.); 92.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 475 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 20th of following month.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 23a, 23b, 25a, 20a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61c.
Cancellation: 70a, 70a, 71a, 72, 73a.
AM facilities: KONO.
Sold in combination with KONO, San Antonio. See that listing for rates.

TIME RATES

Rates effective
Rates received May 8, 1965.
Class A—7:00-11:00 pm.
Class B—7:00 am-7:00 pm and 11:00 pm-midnight.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
CLASS A			
1 ti	7.00	104 ti	6.00
13 ti	6.75	156 ti	5.75
26 ti	6.50	312 ti	5.50
52 ti	6.25		

CLASS B			
1 ti	104 ti	156 ti	312 ti
1 ti	6.00	104 ti	4.00
13 ti	4.75	156 ti	3.75
26 ti	4.50	312 ti	3.50
52 ti	4.25		

30 seconds—75% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES			
	1 hr	1/2 hr	1/4 hr
1 ti	30.00	20.00	15.00
13 ti	25.00	18.25	14.50
26 ti	22.00	16.50	

TIME RATES		Rec'd 3/10/69.	
6. SPOT ANNOUNCEMENTS			
AFTERNOON			
1 min	1x	15x	27x
30 sec	4.10	3.90	3.70
25 wds	3.10	2.95	2.80
EVENING			
1 min	5.00	4.80	4.55
30 sec	3.90	3.70	3.50
25 wds	2.70	2.50	2.35

PROGRAM TIME RATES		Rec'd 3/10/69.	
AFTERNOON			
1/4 hr	1x	13x	26x
1/2 hr	14.50	13.75	13.00
1 hr	28.00	24.70	23.40
EVENING			
1/4 hr	18.00	17.10	16.20
1/2 hr	24.50	23.25	22.00
1 hr	32.50	30.80	29.25

SPECIAL FEATURES		Rec'd 3/10/69.	
Afternoon 5 min newscast			5.50
Evening 5 min newscast			7.00

KONO
192Z
SAN ANTONIO



METRO RADIO SALES

A Mission Broadcasting Co. Station

Subscriber to the NAB Radio Code

Media Code 4 245 7125 5.00

Mission Broadcasting Co., Box 2338, KONO Bldg., 1317 Arden Grove, San Antonio, Tex. 78206. Phone 512-295-5111.

- PERSONNEL**
President—Jack Roth
Vice-Pres. & Gen'l Mgr.—William P. Perry.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 860 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
FM facilities KITY (FM).

TIME RATES

No. A Eff 7/15/68—Rec'd 7/15/68.	
AA—Mon thru Sat 6-10 am & 3-7 pm.	
A—Mon thru Sat 5-6 am & 10 am-3 pm.	
B—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.	
C—Daily midnight-6 am.	

6. SPOT ANNOUNCEMENTS		CLASS AA	
Specified hour or day	1 min	20/30	10 sec
PER WK. ROTATING MON-SAT:			
Less than 6 ti		40	32
6 ti (1 per day)		36	29
12 ti (2 per day)		34	27
CLASS A			
Specified hour or day	1 min	20/30	10 sec
PER WK. ROTATING MON-SAT:			
Less than 6 ti		30	24
6 ti (1 per day)		28	22
12 ti (2 per day)		25	21
24 ti (4 per day)		24	19
CLASS B			
Specified hour or day	1 min	20/30	10 sec
PER WK. MON-SUN:			
Less than 6 ti		24	19
6 ti (1 per day)		22	18
12 ti (2 per day)		20	16
18 ti (3 per day)		18	14
24 ti (4 per day)		16	13

- PACKAGE PLANS**
WEEKLY CIRCULATION PLANS
PER WK: 1 min 20/30 10 sec
Plan A 18 ti (8AA, 6A, 3B)..... 432 342 216
Plan B 24 ti (12AA, 8A, 4B)..... 528 432 284
Plan C 36 ti (18AA, 12A, 6B)..... 720 576 380
Offered on a preemptible basis at station's discretion for a full rate card advertiser.
Must be scheduled equally over 7 day period and rotate within time class.
In event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience and prior to expiration of schedule. Earn 52 consecutive weeks discount. Do not contribute to Weekly Circulation Plans for further weekly frequency. May combine with minutes, 20/30-seconds, ID's and Newscasts to earn weekly frequency discounts on face of card rates only.
DRIVETIME SPECIALS
PER WK: 1 min 30 sec
10 ti, Sat..... 30 24
15 ti, Sat..... 28 22
Rotating Mon thru Sat 8-10 am and/or 3-7 pm.
HOUSEWIFE SPECIALS
10 ti, Sat..... 20 16
15 ti, Sat..... 18 14
Rotating Mon thru Sat 10 am-3 pm.
Do not combine with minutes, 20/30-seconds, ID's, Newscasts or Weekly Circulation Plans to earn weekly frequency discounts. They do combine with each other. Offered on preemptible basis at station's discretion for full rate card advertisers.
YEARLY CONTRACTS
Es (1/3AA, 1/3A, 1/3B) sat..... 1500x 2000x
To be used within 52 week period.

- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
1 ti 6 ti 12 ti 18 ti 24 ti
AA..... 60.00 52.50 49.50 46.50 43.50
A..... 43.60 37.50 36.00 34.50 33.00
B..... 34.50 28.50 27.00 25.50 24.00
Minutes, 20/30-seconds, ID's and Newscasts may combine to earn weekly frequency discounts.
Rate Protection: Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates providing advertising equalling weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing that broadcasts continue without interruption during rate protection period.
CONSECUTIVE WEEKS DISCOUNT
52 wk—10%.
Applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

KTSA

192Z
SAN ANTONIO

BLAIR RADIO
Independent

RAB

Media Code 4 245 7150 3.00

Waterman Broadcasting Corp. of Texas, 4050 Eisenhower Rd., San Antonio, Tex. 78218. Phone 512-655-5500.

- PERSONNEL**
General Manager—Woody Roberts.
Sales Manager—Douglas McCall.
Program Director—Khan Hamon.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 550 kc. Directional—nighttime only on cleared regional channel.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 8.
Rate Protection: 10c, 11c, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 29a.
Contracts: 40, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a.
Cancellation: 71a.
Affiliated with Blair Represented Network.

TIME RATES

No. 9 Eff 7/1/69—Rec'd 5/29/69.	
6. SPOT ANNOUNCEMENTS	
(Mon thru Fri 6-10 am & 3-7 pm)	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min	48 42 39 37 35 32
20/30 sec	38 33 31 29 28 26
10 sec	29 24 24 22 21 19
(Mon thru Fri 10 am-3 pm)	
1 min	33 27 25 23 22 20
20/30 sec	26 21 20 19 18 17
10 sec	20 16 15 14 13 12
(Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-7 pm)	
1 min	35 32 30 28 26 25
20/30 sec	28 24 22 21 20
10 sec	21 19 18 17 16 15
Mon thru Sun midnight-6 am. Rates on request.	
DISCOUNT	
52 wk—8%	

KUKA

1953
SAN ANTONIO

Independent Spanish

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 7175 0.00
For Favor, 1301 W. Quincy, San Antonio, Tex. 78212. Phone 512-225-5757.

- PERSONNEL**
General Manager—Alex Coe.
Commercial Manager—Don Couser.
- REPRESENTATIVES**
UBC Sales, Inc.
- FACILITIES**
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 12c, 14b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 46, 47c.
Comb.; Cont. Discounts: 60f, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Latin Network.
All rates include a 30% talent and production charge.

TIME RATES

Eff 1/1/68—Rec'd 3/21/68.	
7. PACKAGE PLANS	
PER WK:	
1 ti	5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti
1 min	12.00 11.00 10.00 9.50 9.00 8.50 8.25 8.00
30 sec	7.5% of 1-min. 10 sec: 50% of 1-min.

WOAI

192Z

SAN ANTONIO



Subscriber to the NAB Radio Code

Media Code 4 245 7200 6.00

Avco Broadcasting Corp., Box 2641, WOAI Bldg., 1031 Navarro St., San Antonio, Tex. 78205. Phone 512-227-4221. TWX 512-571-0744.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Guy Harris.
General Sales Manager—H. Robert Reinhard.
Program Manager—William Traphagen.
- REPRESENTATIVES**
Avco Radio Sales.
- FACILITIES**
50,000 w.; 1200 kc. Non-directional.
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21b, 22a, 24a, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40b, 42a, 42c, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

No. 39 Eff 10/1/68—Rec'd 10/10/68	
AAA—Mon thru Fri 6-10 am.	
AA—Mon thru Fri 4-7 pm.	
A—Mon thru Fri 5-5:30 am & 10 am-4 pm; Sat & Sun 6:30 am-7 pm.	
B—Mon thru Sun 7-11 pm; Sat & Sun 5-6:30 am.	

6. SPOT ANNOUNCEMENTS		Per wk	
1 MIN:	AAA AA A B		
1 ti	40 36 28 20		
3 ti	38 33 24 19		
6 ti	34 31 22 18		
9 ti	32 30 21 17		
12 ti	30 29 20 16		
15 ti	29 28 19 15		
18 ti	28 27 18 14		
21 ti	27 26 17 13		
24 ti	26 25 16 12		
30 ti	24 22 14 11		

CONSECUTIVE WEEKLY DISCOUNT

13 wk—5%	26 wk—10%	52 wk—15%
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- PACKAGE PLANS**
WEEKLY CONVERTIBLE DEBENTURE PLAN
3 ti (2AAA, 1AA)..... 100
6 ti (3AAA, 2AA, 1A)..... 155
9 ti (4AAA, 2AA, 2A, 1B)..... 205
12 ti (5AAA, 3AA, 3A, 1B)..... 255
15 ti (6AAA, 4AA, 3A, 2B)..... 300
18 ti (7AAA, 5AA, 3A, 3B)..... 340
21 ti (8AAA, 6AA, 3A, 3B)..... 375
24 ti (10AAA, 7AA, 4A, 3B)..... 400
30 ti (12AAA, 8AA, 6A, 4B)..... 450
Conversion: Higher to lower classifications—each AAA and/or AA spot equal to 2A. Each A spots equal to 2B spots. Lower to higher classifications—3 spots lower classification equal to 2 of the next higher classification.
Either frequency plan spots may be added to convertible debenture plans at applicable frequency plan rates corresponding to convertible debenture plan purchased, and are fully convertible.
30/20 sec: 80% of 1 min 10 sec: 50% of 1 min
All spots are combinable for discounts.

- PROGRAM TIME RATES**
A—9:30 am-10:30 pm.
B—All other times.

CLASS A	
1x	26x 52x 104x 156x 260x 312x
1 hr 187.00	182.35 177.65 168.30 158.95 149.60 140.25
1/2 112.20	109.40 106.60 101.00 95.35 89.75 84.15
1/4 74.80	72.95 71.05 67.30 63.60 59.85 56.10
5 min 58.10	54.70 53.30 50.50 47.70 44.90 42.10
CLASS B	
1 hr 112.20	109.40 106.60 101.00 95.35 89.75 84.15
1/2 67.30	65.65 63.95 60.80 57.20 53.85 50.50
1/4 44.90	43.75 42.65 40.40 38.15 35.90 33.65
5 min 33.65	32.80 32.00 30.30 28.60 26.95 25.25

- PARTICIPATING PROGRAMS**
ALLAN DALE SHOW
Available only on fixed position rate basis. No 10-second spots sold.

- SPECIAL FEATURES**
FARM AND RANCH NEWS
(Mon thru Fri 5:30-8 am & 12:15-12:45 pm)
PER WK: 1 wk 13 wk 26 wk 52 wk
1 ti..... 19 18 17 16
6 ti..... 18 17 16 15

- ROAD SHOW U.S.A.**
(Tues thru Sun 11 pm-5 am)
Per wk..... 50 90 120
Additional spots pro-rated. Minimum 4 week contract. Skywave Package spots do not combine with any others for discounts.

SAN MARCOS

Hays County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KCNY

1946

Media Code 4 245 7225 3.00
Central Broadcasting Co., Inc., Box 2150, 505 Umland Rd., San Marcos, Tex. 78686. Phone 512-392-3354.
STATION'S PROGRAMMING DESCRIPTION

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Guy Harris.
General Sales Manager—H. Robert Reinhard.
Program Manager—William Traphagen.
- REPRESENTATIVES**
Avco Radio Sales.
- FACILITIES**
50,000 w.; 1200 kc. Non-directional.
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28c, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
President—Dr. Forest L. Whan.
Vice President—Geraldine C. Whan.
General Manager—William C. Veit.
- FACILITIES**
250 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 am-local sunset Mon thru Sat; 7:00 am-local sunset Sun. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28c, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.

- PERSONNEL**
President—Jack Roth
Vice-Pres. & Gen'l Mgr.—William P. Perry.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 860 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
FM facilities KITY (FM).

SAN SABA

San Saba County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KBAL

1956

Subscriber to the NAB Radio Code
Media Code 4 245 7250 1.00
San Saba County Broadcasting Co., Box 206, San Saba, Tex. 76877. Phone 372-5131.

- PERSONNEL**
Pres. Gen'l Sta. & Sales Mgr.—H. A. Stephens.
Program Director—Mrs. Dannie Cummings.
- FACILITIES**
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6:00 am-6:00 pm. CST.
- AGENCY COMMISSION**
15/5 time and talent; payable on lat.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 15c.
Basic Rates: 21a, 21b, 22c, 23a, 24a, 24b, 24c, 25a, 29a, 29b, 30, 31, 32a, 33b, 33c, 33d.
Contracts: 40b, 40c, 41, 42c, 42d, 43, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 61a, 61b.
Prod. Services: 80.
Affiliated with NAS.
Announcements and programs of 1/4 hour or more cannot be combined to earn larger discount.

- PROGRAM TIME RATES**
A—9:30 am-10:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1 hr. 1/2 hr. 1/4 hr. 5 min. (*) (†)	
1 time	35.00	21.00	11.90
13 times	32.55	19.53	11.07
26 times	30.10	18.08	10.24
52 times	27.65	16.59	9.41
100 times	25.20	15.12	8.57
150 times	22.75	13.65	7.73
250 or more times			

TEXAS

Seguin—K W E D—Continued

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 15b.
Basic Rates: 20a, 21c, 21d, 22a, 24b, 25a, 28b, 28c,
29a, 30, 32b, 33a.
Contracts: 40a, 43b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 82.

TIME RATES

Eff 3/1/67—Rec'd 4/10/67.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B	
1	2	1	2	1	2	1	2
hr.	min.	hr.	min.	hr.	min.	hr.	min.
1 time	24.80	15.00	8.95	4.35	3.15	1.90	
26 times	23.80	14.45	8.50	4.20	3.08	1.85	
52 times	22.80	13.90	8.25	4.05	3.01	1.80	
104 times	21.80	13.35	7.90	3.90	2.94	1.75	
156 times	20.80	12.80	7.55	3.75	2.87	1.70	
260 times	19.80	12.25	7.20	3.60	2.80	1.65	
312 times	18.80	11.70	6.95	3.45	2.73	1.60	

(* 50 words or less.

Radio Shorts
Up to 8 seconds and 16 words, 1.50 per spot.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1		1/2		1/4		5		1	
hr.	min.	hr.	min.	hr.	min.	hr.	min.	hr.	min.
1 time	24.80	15.00	8.95	4.35	3.15	1.90			
26 times	23.80	14.45	8.50	4.20	3.08	1.85			
52 times	22.80	13.90	8.25	4.05	3.01	1.80			
104 times	21.80	13.35	7.90	3.90	2.94	1.75			
156 times	20.80	12.80	7.55	3.75	2.87	1.70			
260 times	19.80	12.25	7.20	3.60	2.80	1.65			
312 times	18.80	11.70	6.95	3.45	2.73	1.60			

SHAMROCK

Wheeler County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

K BYP

Media Code 4 245 7350 91949
Eugene B. Henderson Enterprises, Box 623, Shamrock, Tex. 79079. Phone 808-256-1157.

1. PERSONNEL
General Manager—John M. Carman.
Program Director—Bill Franklin.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 28, 28c, 29b, 30.
Contracts: 40c, 42b, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60c, 60e, 61c, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B	
1	2	1	2	1	2	1	2
hr.	min.	hr.	min.	hr.	min.	hr.	min.
1 time	24.80	15.00	8.95	4.35	3.15	1.90	
26 times	23.80	14.45	8.50	4.20	3.08	1.85	
52 times	22.80	13.90	8.25	4.05	3.01	1.80	
104 times	21.80	13.35	7.90	3.90	2.94	1.75	
156 times	20.80	12.80	7.55	3.75	2.87	1.70	
260 times	19.80	12.25	7.20	3.60	2.80	1.65	
312 times	18.80	11.70	6.95	3.45	2.73	1.60	

SEMINOLE

Gaines County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KIKZ

Media Code 4 245 7300 40055
Accent Radio Corp., Box 808, 402 S. Main, Seminole, Tex. 79360. Phone 915-758-3798.
Other office—Box 1164, Hobbs, N. M. 88240.

1. PERSONNEL
President—Lon H. Williams.
Vice-Pres. & Gen'l Mgr.—Charles R. Wood.
Station Manager—Ronald Scheuren.

2. REPRESENTATIVES
Gill-Perma, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28c, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 60c, 61c, 62d.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

Eff 4/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B	
1	2	1	2	1	2	1	2
min.	sec.	min.	sec.	min.	sec.	min.	sec.
1 min	4.00	3.80	3.60	3.10	2.90	2.50	
30 sec	3.10	2.95	2.80	2.40	2.15	1.90	
10 sec	2.40	2.30	2.15	2.00	1.85	1.70	1.50

7. PACKAGE PLANS
WEEKLY PACKAGES—ROS
1 hr. 3.60 3.40 3.20 3.00 2.80 2.60
30 sec 2.80 2.60 2.50 2.30 2.15 2.00
10 sec 2.15 2.00 1.90 1.80 1.70 1.60

8. PROGRAM TIME RATES
1 hr. 50.00 47.50 45.00 40.00 35.00 30.00
1/2 hr. 25.00 23.50 22.00 20.00 19.00 18.00
1/4 hr. 17.00 16.00 15.00 13.00 11.00 9.00
5 min. 10.00 9.00 8.00 7.00 6.50 5.00

SHERMAN (3 AM; 1 FM)

Grayson County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

KDSX

1948
DENISON-SHERMAN
Subscriber to the NAB Radio Code
Media Code 4 245 7375 800
KDSX, Inc. Drawer D, Sherman, Tex. 75090. Phone 214-465-1800.
Denison Studio, Box 331, Denison, Tex. 75020. Phone 214-465-1800.

STATION'S PROGRAMMING DESCRIPTION
KDSX: Programmed for general interest.
AIR PERSONALITIES handles all segments. NEWS: 5 min on hour, national, international, local area and community news. Editorials occasionally. Playback of mobile unit reports of past 12 hours, at 7 am & 7 pm. 8 man news department, 3 mobile units. SPORTS: 1 min at :55, local and/or wire. Remote coverage of area high school football games. ENTERTAINMENT: 5:30 am-12M employing air personalities and current hits. FARM: county agent report 12:55 pm. M-F. Farm bureau program Sat 5:30 am. Rec'd 8/9/67.

1. PERSONNEL
Manager (Denison Office)—B. V. Hammond.
Manager (Sherman Office)—L. L. Hendrick.
Program Director—Don Day.

3. FACILITIES
500 w.: 950 kc. Directional—separate patterns day and night.
Operating schedule: 5:30-12:05 am. CST.
Partial simulcast operation. Simulcast during news. For non-simulcast facilities see KDSX-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B	
1	2	1	2	1	2	1	2
min.	sec.	min.	sec.	min.	sec.	min.	sec.
1 min	3.50	3.30	3.10	2.60	2.40	2.00	
30 sec	2.80	2.60	2.40	2.10	1.90	1.60	
10 sec	2.20	2.00	1.75	1.50	1.30	1.10	1.00

7. PACKAGE PLANS
PER WK, ROS: 1 hr. 10.00 9.50 9.00 8.00 7.00 6.00 5.00

8. PROGRAM TIME RATES
1 hr. 50.00 47.50 45.00 40.00 35.00 30.00
1/2 hr. 25.00 23.50 22.00 20.00 19.00 18.00
1/4 hr. 17.00 16.00 15.00 13.00 11.00 9.00
5 min. 10.00 9.00 8.00 7.00 6.50 5.00

SEYMOUR

Baylor County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KKEY

Media Code 4 245 7325 100
W. C. Moss, Jr., Lubbock Hwy., Seymour, Tex. 76380.

1. PERSONNEL
Station Manager—W. C. Moss, Jr.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24b, 24c, 25c, 27, 28b, 30, 32b, 33c.
Contracts: 40a, 42a, 42b, 42d, 44b, 46, 47a, 49.
Comb.; Cont. Discounts: 60d, 60f, 61b, 62d.
Cancellation: 71a.
Prod. Services: 80, 81, 82.
Affiliated with NAS.
Member: Southeastern Key Market Network.

TIME RATES

Rates effective October, 1950.

6. SPOT ANNOUNCEMENTS

AM ONLY		CLASS AA		CLASS A		CLASS B	
1	2	1	2	1	2	1	2
min.	sec.	min.	sec.	min.	sec.	min.	sec.
1 min	3.50	3.30	3.10	2.60	2.40	2.00	
30 sec	2.80	2.60	2.40	2.10	1.90	1.60	
10 sec	2.20	2.00	1.75	1.50	1.30	1.10	1.00

CLASS A
1 min. 2.75 2.50 2.25 2.00
30 sec. 2.25 2.00 1.75 1.50
10 sec ID's, ea 1.25

CLASS B
1 min. 2.50 2.25 2.00 1.75
30 sec. 2.00 1.75 1.50 1.25
10 sec ID's, ea 1.00.

AM/FM COMBINATION
CLASS AA
1 min. 3.50 3.25 3.00 2.75
30 sec. 3.00 2.75 2.50 2.25
10 sec ID's, ea 2.00

CLASS A
1 min. 3.25 3.00 2.75 2.50
30 sec. 2.75 2.50 2.25 2.00
10 sec ID's, ea 1.75

CLASS B
1 min. 3.00 2.75 2.50 2.25
30 sec. 2.50 2.25 2.00 1.75
10 sec ID's, ea 1.50.

8. PROGRAM TIME RATES
5 min—2x 30-sec rate.
10. SPECIAL FEATURES
5-min Newcast—2x 1-min AM/FM rate.
2-min Headlines & Weather—1-1/2x 30-sec AM/FM rate.

ANNUAL CONTRACT
PER YR: 260 520 1040
Per wk rate: 10 tl 20 tl 30 tl

7. PACKAGE PLANS
MONTHLY PACKAGE PLANS
Pks. Freq. 1 min 30 sec
1 20 tl 52 42
2 40 tl 90 72
3 60 tl 135 108
4 80 tl 180 128
Must be used within 31 days.
SATURATION SCHEDULES
50 spots: 20 sec 10 sec 65 55
All to be used within 7 days.

KT XO
1947
SHERMAN
Subscriber to the NAB Radio Code
Media Code 4 245 7425 900
O'Connor Broadcasting Corp., Box 220, Woodlake Rd., Sherman, Tex. 75090. Phone 214-893-3003.

1. PERSONNEL
President—Tom E. Spellman.
Sec. Treas. & Mgr.—William A. Jaco.

2. REPRESENTATIVES
Continental Radio Sales.
West Coast—Harian G. Oakes, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
1,000 w. days; 1500 kc. Directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11g, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47b, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/68—Rec'd 2/23/68.

6. SPOT ANNOUNCEMENTS
1 hr. 3.40 3.25 3.10 2.90 2.70 2.50 2.30 2.10
30/20 2.70 2.60 2.50 2.30 2.15 2.00 1.85 1.70
10 sec 2.20 2.10 2.00 1.90 1.75 1.65 1.55 1.35
Specified times within 1/2 hour periods.
All spots combinable for frequency discount.

7. PACKAGE PLANS
PER WK, ROS: 10 tl 20 tl 30 tl 40 tl
1 min. 2.90 2.70 2.50 2.30
30/20 sec. 2.30 2.15 2.00 1.85
10 sec. 1.90 1.75 1.65 1.55
All spots combinable for frequency discount.

8. PROGRAM TIME RATES
1 hr. 40.00 38.00 36.00 34.00 32.00 30.00 28.00
1/2 hr. 20.00 19.00 18.00 17.00 16.00 15.00 14.00
1/4 hr. 17.00 16.50 16.00 15.00 14.00 13.00 12.00
5 min. 12.00 11.50 11.00 10.00 9.50 9.00 8.00

1. PERSONNEL
President—B. V. Hammond, Jr.
General Manager—L. L. Hendrick.
Program Director—Don Day.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 5:30-12:05 am. CST.
Antenna ht.: 266 ft. above average terrain.
Partial simulcast operation. Operated separately except during news. For simulcast facilities see KDSX.

4. AGENCY COMMISSION
15% time only; no cash discount. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
See KDSX listing for coded regulations.
Sold in combination with KDSX. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff — Rec'd 5/8/67.

6. SPOT ANNOUNCEMENTS
Per spot, flat 1.00

KRRV
1936
SHERMAN
Subscriber to the NAB Radio Code
Media Code 4 245 7400 200
McDunn, Inc., KRRV Bldg., Drawer M, Hwy. 75 N., Sherman, Texas 75090. Phone 214-893-1151.

STATION'S PROGRAMMING DESCRIPTION
KRRV: Programmed for general interest. AIR PERSONALITIES all segments. Network news 15 min at 7:30 am, noon, 6 pm. Hourly news 3 min network plus local and regional at :55. SPORTS: Local 5 min at 7 am, national and regional at 5 pm. Live coverage high school football, pro football, semi-pro football. Stock market and business news at 5:05 pm. MUSIC: 5:30-7:30 am country and western. 7:30 am-6 pm current hits, general popular music, show tunes, standards, middle-of-the-road. 6 pm-midnight rock, current hits. All segments include 1 min sports at :45, weather on the hour. :20 & :40. Sun: 7 am-noon block religious programming. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL
President—W. Glenn Duncan.

2. REPRESENTATIVES
Savall/Gates, Inc.

3. FACILITIES
1,000 w.: 910 kc. Directional—same pattern all hours.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70b, 70c, 71b, 72.
Prod. Services: 80, 82.
Member: Texas State Network

SINTON (1 AM; 2 FM)

San Patricio County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KCTA-FM



Media Code 4 245 7460 6.00
Broadcasting Corporation of the Southwest, Box 898,
Corpus Christi, Tex. 78403. Phone 512-643-3541,
8504.

- PERSONNEL**
General Manager—Robert C. Kent.
Chief Engineer—Leonard A. Schmidt, Jr.
Announcer—Michael C. Kent.
- REPRESENTATIVES**
Continental Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc.
Operating schedule: 7 am-11 pm. CST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
See KCTA, Corpus Christi, listing for coded regulations.

AM facilities: KCTA, Corpus Christi.

TIME RATES
No. 1 ER 4/1/68—Rec'd 4/1/68.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	2.45	2.25	2.10	1.95	1.75	1.50	1.25

7. PACKAGE PLANS
PER WK, ROS: 10 ti 20 ti 30 ti
1 min..... 2.00 1.50 1.25

8. PROGRAM TIME RATES

1 hr	80.00	28.50	27.00	25.50	24.00	22.50	21.00	19.00
1/2 hr	18.00	17.10	16.20	15.30	14.40	13.50	12.60	11.70
1/4 hr	12.00	10.40	10.20	9.60	9.00	8.40	7.80	
5 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90

KTOD KTOD-FM



Subscriber to the NAB Radio Code
Media Code 4 245 7475 4.00
Sinton Broadcasting Co., Box 269, Corpus Christi,
Tex. 78403. Phone 512-888-5731.

- PERSONNEL**
Gen'l & Sta. Mgr.—Jerry Fullerton.
Commercial Manager—Jim Bixler.
Traffic Director—Yvonne Sample.
- REPRESENTATIVES**
Southwest, Midwest, Southeast—Mario Messina Company.
Detroit—Max Goldfarb.
West—Hugh Wallace Company.
San Francisco—The Sandberg-Glenn Company.
- FACILITIES**
1,000 w. days, 500 w. nights; 1590 kc.
Directional.
Operating schedule: 5 am-midnight. CST.
FM-ERP 92,000 w. 101.3 mc. Stereo.
Antenna ht.: 298 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Cancellation: 70c.

TIME RATES
ER 1/1/69—Rec'd 6/30/69.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
10 ti	7.90	6.25	4.45	6.90	5.25	3.45
20 ti	7.25	5.70	4.15	6.25	4.70	3.15
30 ti	6.75	5.30	3.90	5.75	4.30	2.90
40 ti	6.20	4.90	3.60	5.20	3.90	2.60
50 ti	5.20	4.15	3.10	4.20	3.15	2.10

All spots combinable for frequency discount.

8. PROGRAM TIME RATES

1 hr	80.00	28.50	27.00	25.50	24.00	22.50	21.00	19.00
1/2 hr	18.00	17.10	16.20	15.30	14.40	13.50	12.60	11.70
1/4 hr	12.00	10.40	10.20	9.60	9.00	8.40	7.80	
5 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90

SLATON

Lubbock County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KCAS



Subscriber to the NAB Radio Code
Media Code 4 245 7500 9.00
Star of the Plains Broadcasting Co., 133 S. 9th,
Slaton, Tex. 79384. Phone 806-828-4217.

- PERSONNEL**
Co-owners—James B. Hughes, Jr. & Kermit Ashby.
General Manager—Dee Bowman.
Commercial Manager—Frank D. Childs.
- FACILITIES**
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local Sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 23a.
Contracts: 40a.

Contracts must be completed within a year.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 1, 1962.
Card received February 15, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2	1/4	10	5	1	80	
hr	hr	min.	min.	min.	sec.	
1 time	28.00	16.80	10.00	7.50	5.00	2.50
13 times	26.00	15.60	9.25	6.75	4.60	2.35
26 times	24.00	14.40	8.50	6.25	4.25	2.30
52 times	22.00	13.20	7.75	5.75	3.90	2.05
104 times	20.00	12.00	7.00	5.25	3.55	1.90
156 times	18.00	10.80	6.25	4.75	3.20	1.75
312 times	16.00	9.60	5.50	4.25	2.85	1.60
855 or more times	14.00	8.00	4.75	3.75	2.50	1.50

SNYDER

Scurry County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KSNY



Media Code 4 245 7525 6.00
Snyder Broadcasting Co., Box 1008, 2206 KSNY
Drive, Snyder, Tex. 79549. Phone 915-573-9322.

- PERSONNEL**
General Manager—Mel Gilbert.
Operations Manager—Frank Taylor.
Program Director—Bob Clifton.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 25c, 28, 29b, 29c, 30.
Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
Rates effective February 1, 1960.
Card received February 15, 1960.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	312x	
1 min	3.10	3.00	2.90	2.75	2.50

SPEARMAN

Hansford County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KBMF (FM)



Media Code 4 245 7575 1.00
Coy Palmer, 803 E. Kenneth, Spearman, Tex. 79081.
Phone 806-659-2935.

- PERSONNEL**
President—Coy Palmer.
Sales—Walter Valera, Bruce Palmer.
Program Director—Dwayne Smith.
- FACILITIES**
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: National AgRadio Groups, Inc., Texas State Network.

TIME RATES
ER 9/1/67—Rec'd 9/8/67.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	156x
	3.75	3.50	3.25	3.00

STAMFORD

Jones County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KDWT



Subscriber to the NAB Radio Code
Media Code 4 245 7600 7.00
ABKO Broadcasting Co., Inc., Box 1205, Stamford,
Tex. 79553. Phone 915-773-3401.

- PERSONNEL**
President—A. Boyd Kelley.
General Manager—Robert A. Prichard.
- FACILITIES**
1,000 w. days; 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1960. (Card No. 1.)
Rates received May 2, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1	80		
hr	hr	hr	min.	min.	sec.		
1 time	27.00	16.00	13.50	7.20	4.00	2.00	2.00
52 times	24.60	14.75	11.70	6.80	3.75	2.80	1.80
156 times	22.20	13.20	10.60	6.20	3.25	2.40	1.60
260 times	18.00	10.00	8.50	5.60	3.00	2.20	1.50

STEPHENVILLE

Ertch County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KSTV



Subscriber to the NAB Radio Code
Media Code 4 245 7625 4.00
Jinx Broadcasters, Box 102, Dublin Hwy., Stephenville,
Tex. 76401. Phone 817-985-3141.

- PERSONNEL**
Commercial Manager—Mel Bennett.
- FACILITIES**
250 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14c.
Basic Rates: 21d, 22a, 24b, 25a, 29a.
Contracts: 40a, 41, 44a, 46, 47e, 48, 49.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 72.
Prod. Services: 82.
Member: Texas State Network.

TIME RATES
Rates effective November 1, 1950.
Revisions received July 1, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1	80		
hr	hr	hr	min.	min.	sec.		
1 time	40.00	25.00	12.50	9.00	6.00	3.50	3.50
26 times	37.50	22.00	12.00	7.00	5.50	3.10	3.10
52 times	35.00	20.00	11.50	6.50	5.00	2.90	2.90
100 times	32.50	18.00	10.50	6.00	4.75	2.90	2.90
150 times	30.00	16.00	10.00	5.50	4.25	2.75	2.75
300 times	27.50	15.00	9.00	5.00	4.00	2.50	2.50

(*) One minute transcription or 100 words live.
(†) 1/2 minute transcription or 50 words live.

SULPHUR SPRINGS

Hopkins County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KSST



Subscriber to the NAB Radio Code
Media Code 4 245 7650 2.00
Hopkins County Broadcasting Co., Radio Rd., Box
284, Sulphur Springs, Tex. 75482. Phone 214-885-3111.

- PERSONNEL**
President—Coy Palmer.
Sales—Walter Valera, Bruce Palmer.
Program Director—Dwayne Smith.
- FACILITIES**
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: National AgRadio Groups, Inc., Texas State Network.

TIME RATES
ER 9/1/67—Rec'd 9/8/67.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	156x
	3.75	3.50	3.25	3.00

TEXAS

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Late Protection: 15b.
Basic Rates: 20b, 21b.
Contracts: 40a, 41, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
ER 11/1/66—Rec'd 10/5/66.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	
1 min	4.00	3.80	3.60	3.50	3.40	3.20	3.00
30 sec	3.00	2.85	2.70	2.60	2.55	2.40	2.25

8. PROGRAM TIME RATES

1x	1/2	1/4	10	5	
hr	hr	hr	min	min	
1	40	24	16	12	10

DISCOUNTS

13x—5%	52x—12-1/2%	156x—20%
26x—10%	104x—15%	260x—25%

SWEETWATER

Nolan County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KXOX



Subscriber to the NAB Radio Code
Media Code 4 245 7675 9.00
KXOX, Box 570, Hwy. 70, Sweetwater, Tex. 79556.

- PERSONNEL**
General Manager—Myrl Stehn.
Commercial Manager—Jack Stehn.
- REPRESENTATIVES**
Dallas—Clyde Melville Company.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm. CST.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25a, 26, 28c, 29a, 33a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Texas State Network, Voice of Southwest Agriculture Radio Network.

TIME RATES
Rates effective April 15, 1956.
Rates received October 28, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	10	5	100	50	
hr	hr	hr	min.	min.	min.	sec.	
1 time	48.00	21.60	14.40	10.80	7.20	3.60	3.60
13 times	42.00	20.40	12.60	9.60	6.00	3.20	2.85
26 times	36.00	19.20	10.80	9.00	5.82	3.00	2.78
39 times	33.60	18.00	9.60	8.82	5.70	2.88	2.70
52 times	30.00	16.80	9.00	8.40	5.52	2.78	2.40
78 times	28.40	15.60	8.40	7.80	5.34	2.58	2.10
156 times	24.00	14.40	7.80	6.60	5.10	2.22	1.92
312 times	21.60	13.20	7.20	5.40	4.80	2.10	1.80

TAYLOR

Williamson County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KTAE



Media Code 4 245 7700 5.00
KTAE, Inc., 2nd and Forter, Taylor, Tex. 76754.
Phone 512-352-8631.

- PERSONNEL**
General Manager—Gillis Conoley.
- FACILITIES**
1,000 w. days; 1,260 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25c, 26, 28b, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70a, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KKB.

TIME RATES
Rates effective February 1, 1957.
(This listing continued on next page)

To the best
of our ability,
all service-ad
copy regarding
rating data has
been checked
for proper
source lines

6/6-RTV
12/66

TEXAS

Taylor—K T A E—Continued

6. SPOT ANNOUNCEMENTS

1-minute transcriptions or 100 words:				
1 time.....	4.25	100 times.....	3.40	
10 times.....	4.04	200 times.....	3.19	
25 times.....	3.83	300 or more times.....	2.98	
50 times.....	3.62			
30-second transcriptions or 50 words:				
1 time.....	3.00	100 times.....	2.40	
10 times.....	2.85	200 times.....	2.25	
25 times.....	2.70	300 or more times.....	2.10	
50 times.....	2.50			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	50	30	20	15	10
DISCOUNTS					
15x—5%	12x—12 1/2%		156x—20%		
26x—10%	104x—15%		280x—25%		

TEMPLE (2 AM; 1 FM)

(including Belton)
Bell County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KTEM

1936
TEMPLE
RAB

Subscriber to the NAB Radio Code
Media Code 4 245 7725 2.00
Bell Broadcasting Co., Inc., Box 188, 17 S. Third St., Temple, Tex. 76701. Phone 817-773-5252.

STATION'S PROGRAMMING DESCRIPTION
KTEM: Programmed for general interest. News 30%, music 40%, and sports 10%. Network news on hour and half hour, local and state news at :55, and 15 min local originated news at 7 am, noon, 5 pm & 10:30 pm. 5:30-7 am farm news and country and western music. 7 am-7 pm middle-of-the-road music. 7-9 pm rock. 9-10 pm network news. 10-11 pm general popular music including showtunes, film music, standards and middle-of-the-road. SPORTS: all local high school and junior college sports play-by-play, college and professional football. Equipment and personalities for remotes. Contact Representative for further details. Rec'd 7/13/67.

- PERSONNEL**
President—Frank W. Mayborn,
General Manager—Charles L. Brooks,
Program Director—Don Maples.
- REPRESENTATIVES**
National—Contact station direct.
Southwest—Clyde Melville Company.
- FACILITIES**
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.
- AGENCY COMMISSION**
15/0 station time; bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 43, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES					
No. 5 Eff 5/1/68—Rec'd 3/30/68.					
6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	156x 260x 312x
1 min.....	5.00	4.75	4.50	4.25	4.00 3.75 3.50
30 sec.....	4.00	3.80	3.60	3.40	3.20 3.00 2.80
7. PACKAGE PLANS					
WEEKLY IMPACT PLAN (ROS within 7 consecutive days)					
	10 ti	20 ti	40 ti	60 ti	
1 min.....	4.50	3.75	3.25		
30 sec.....	3.80	3.00	2.60		
ONE DAY SATURATION PLAN					
	10 ti	15 ti	20 ti	25 ti	50 ti
30 sec.....	35.00	50.00	64.00	75.00	180.00
8. PROGRAM TIME RATES					
	1x	26x	52x	104x	156x 260x 312x
1 hr.....	45.00	42.75	40.50		
1/2 hr.....	27.00	25.65	24.30		
1/4 hr.....	18.00	17.00	16.00	15.00	14.00 13.00 12.00
5 min.....	9.00	8.50	8.00	7.50	7.00 6.50 6.00

ARB's Radio Circulation Study of the 7-county area documents KTEM's lead over all stations, in Net Weekly Circulation Estimates, 23,000 persons above 12 years. (ARB Jan.-Feb. '68)
KTEM... Temple's only AM radio station... delivers a primary market of 850,000 population, with spendable income over \$89,000,000.
Fort Hood—a bonus military market averaging 40,000 military & civilian personnel, whose income exceeds \$100,000,000—not included in normal market data.
KTEM programs mid-road days; top 40 nights, plus Mutual news, local news & sports (100 high school games), Southwest Conference Football. Contact direct National; Southwest, Clyde Melville.

KTON

1981
BELTON
RAB

Media Code 4 245 7750 0.00
Belton Broadcasters, Inc., Box 240, Belton, Tex. 76513. Phone 817-899-3738.
STATION'S PROGRAMMING DESCRIPTION
KTON: Adult appeal 25 and up.
MUSIC: top 40 country music. NEWS: network news on hour, state and local news on half hour. 2 mobile news units, mobile home equipped as studio for special events. Contact Representative for further details. Rec'd 11/4/68.

- PERSONNEL**
General Manager—Gaylon Christie,
Commercial Manager—Bill Elliott,
Program Director—Jerry King.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Southwestern—Mario Messina Company.
- FACILITIES**
1,000 w. days; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12a, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 44a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES					
NATIONAL AND LOCAL RATES SAME No. 7 Eff 10/15/68—Rec'd 11/4/68.					
6. SPOT ANNOUNCEMENTS					
	1x	52x	156x	260x	620x
1 min.....	6.50	6.25	6.00	5.00	4.00
30 sec.....	4.75	4.50	4.25	3.50	3.00
All spots combinable for frequency.					
7. PACKAGE PLANS					
PER WK:					
	20 ti	80 ti	50 ti		
Time rate.....	52x	156x	260x		
8. PROGRAM TIME RATES					
	1x	52x	156x	260x	620x
1/2 hr.....	40	38	36	34	30
1/4 hr.....	20	18	15	14	13
5 min.....	12	11	10	9	8
10. SPECIAL FEATURES					
5 min Newscafe—flat 5.00, includes 1-min spot plus 10-sec open & close.					
15-minute Headlines—flat 2.50, includes 30-sec spot plus 10-sec open & close.					

KYLE (FM)

1964
TEMPLE
Subscriber to the NAB Radio Code
Media Code 4 245 7775 0.00
Texas Radio Corporation, Drawer 1048, Kyle Hotel, Temple, Tex. 76701. Phone 817-778-4271.

- PERSONNEL**
Pres. & Gen'l Mgr.—Boyd Porter, Jr.
Ass't Mgr. & Prog. Dir.—Mrs. Marie Mihatch.
- FACILITIES**
ERP 1,800 w.; 104.9 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 22a, 23a, 28c, 29a.
Contracts: 40a, 42a, 43, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
Member: Texas State Network.

TIME RATES					
NATIONAL AND LOCAL RATES SAME No. 7 Eff 6/1/68—Rec'd 4/9/69.					
6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	156x	312x 624x 1200x
1 min 4:50	3.55	3.25	3.00	2.45	2.10 1.75 1.45
30 sec 3:55	2.80	2.60	2.35	1.90	1.60 1.30 1.05
10 sec ID: 60% of 1 min.					
7. PACKAGE PLANS					
PER MO: 1 min 30 sec PER WK: 1 min 30 sec					
100 ti.....	2.15	1.65	35 ti.....	2.50	1.95
WEEKENDS AND HOLIDAYS					
1 min, 10 ti.....	8.10	30 sec, 10 ti.....	4.40		2.40
10 sec ID's: 60% of 1 min.					
8. PROGRAM TIME RATES					
	1x	13x	26x	52x	156x 312x
1 hr.....	42	35	32	29	
1/2 hr.....	25	21	19	17	
1/4 hr.....	14	12	11	10	8 7
5 min.....	8	7	6	5	4 3

TERRELL

Kaufman County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KTER

- 1950
Terrell Broadcast Corporation, Box 220, Terrell, Tex. 75160. Phone 214-563-4497.
- PERSONNEL**
Manager—Bill Pirtle.
 - FACILITIES**
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
 - AGENCY COMMISSION**
15/2 time only; 10 days.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 26, 29a.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73a.
Affiliated with KHS and NAS.
Member: Texas State Network.

TIME RATES					
Rates effective February 1, 1952. Rates received December 31, 1951.					
6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1 hr	1/2 hr	1/4 hr	5 min	Ann.
1 time.....	24.00	13.00	9.00	5.00	3.25
52 times.....	23.00	12.00	8.00	4.50	3.00
104 times.....	21.00	11.00	7.00	4.00	2.75
260 times.....	18.00	10.00	6.00	3.50	2.50
312 or more times.....	17.00	9.50	5.75	3.30	2.30
7. PACKAGE PLANS					
100 spots in any calendar month.					
Each.....					2.00

TERRELL HILLS

Bexar County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See San Antonio

(including Alamo Heights; Terrell Hills)

TEXARKANA (3 AM)

Tex.—Bowie County—Map Location G-4
Ark.—Miller County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KADO (FM)
1958
CITY OF LICENSE
TEXARKANA, ARK.

- (This is a duplicate of the listing appearing under Texarkana, Ark.)
Media Code 4 204 6745 6.00
KADO Radio, Box 53, Texarkana, Ark. 75501. Phone 501-773-5791.
STATION'S PROGRAMMING DESCRIPTION
KADO (FM): Country and western music with air personalities. NEWS: at :25 and weather at :55 hourly. Religious programs Sun am only. Contact Representative for further details. Rec'd 5/26/69.
- PERSONNEL**
General Manager—Floyd Bell,
Commercial Manager—O. T. Mabray,
Program Director—Doug Davis.
 - REPRESENTATIVES**
Burn-Smith Company, Inc.
 - FACILITIES**
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 180 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM Facilities: KATQ.
Member: Arkansas Radio Network.

TIME RATES					
ET 8/1/68—Rec'd 10/9/68.					
6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	260x
1 min.....	4.00	3.50	3.00	2.75	2.50
30 sec.....	3.00	2.50	2.25	2.00	1.75
7. PACKAGE PLANS					
PER WK: ROS					
	10 ti	20 ti	30 ti		
1 min.....	30	54	72		
30 sec.....	25	40	54		
8. PROGRAM TIME RATES					
	1x	20x	52x		
1/2 hr.....	20	18	15		
1/4 hr.....	15	14	12		
5 min.....	8	7	6		

KATQ

1961
TEXARKANA, TEXAS
Subscriber to the NAB Radio Code
Media Code 4 245 7825 0.00
KATQ Radio, Inc., 303 W. Broad St., Texarkana, Tex. 75501. Phone 793-4671.

- STATION'S PROGRAMMING DESCRIPTION**
KATQ: Programmed for adults and young adults. NEWS: 5 min news on hour. Local news at 7:25 am & 5:25 pm, also in hourly newscasts. Weather at :30. Agricultural weather wire. Sports headlines at :15, news headlines at :45. MUSIC: general popular music, standards 40%, middle-of-the-road, new singles 20%, showtunes 20%, jazz oriented 20%. 1 man news department. Business man's news 5-5:35 pm including national news, bowling report, sports final market news, local news, feature report, and agricultural weather 5 min each. RELIGIOUS: programs Sun am only. Contact Representative for further details. Rec'd 8/27/67.
- PERSONNEL**
General Manager—Floyd Bell,
Commercial Manager—Jim LeFan,
Program Director—James N. Mason.
 - REPRESENTATIVES**
Burn-Smith Company, Inc.

- FACILITIES**
1,000 w. days; 940 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
- AGENCY COMMISSION**
15% on net station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KADO (FM).
Member: Arkansas Radio Network.

TIME RATES					
ET 6/1/66—Rec'd 6/3/66.					
6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	260x
1 min.....	6.00	5.50	5.00	4.50	4.00
30 sec.....	5.00	4.50	4.00	3.50	3.00
10 sec.....	4.00	3.50	3.00	2.50	2.00
7. PACKAGE PLANS					
PER WK, ROS:					
	10 ti	20 ti	30 ti		
1 min.....	50	90	120		
30 sec.....	40	72	96		
10 sec ID.....	30	54	72		
8. PROGRAM TIME RATES					
	1x	26x	52x		
1/2 hr.....	38	34	32		
1/4 hr.....	24	22	20		
5 min.....	12	11	10		

KCMC

1952
TEXARKANA, TEXAS
Subscriber to the NAB Radio Code
Media Code 4 245 7850 6.00
KCMC, Inc., Box 521, 3227 Summerhill Rd., Texarkana, Tex. 75501.

- STATION'S PROGRAMMING DESCRIPTION**
KCMC: MUSIC: country and western. Contact Representative for further details. Rec'd 7/31/68.
- PERSONNEL**
General Manager—B. L. Wood.
 - REPRESENTATIVES**
A. A. Sales Company, Inc.
Southwest—Clyde Melville Company.
 - FACILITIES**
1,000 w.; 740 kc. Directional.
Operating schedule: 5-1 am. CST.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES					
Rates received August 4, 1961.					
Class A—6:00 am-6:00 pm.					
Class B—All other times.					
6. SPOT ANNOUNCEMENTS					
	1 min 30 sec	1 min 30 sec	1 min 30 sec		
1 ti.....	10.00	8.00	156 ti.....	8.50	6.75
28 ti.....	9.75	7.75	260 ti.....	8.00	6.50
52 ti.....	9.50	7.50	312 ti.....	7.50	5.00
104 ti.....	9.00	7.25			
CLASS B					

Texarkana—KOSY—Continued

7 am-noon music, audience participation, quips, comedy. Noon-12:20 pm news, national, local, regional, weather. 12:20-2 pm music, comedy, variety. 2-3 pm audience participation call in show for selling or trading items. 3 pm-12M entertainment, music, news, sports. College high school football, pro baseball, 2 local roundups daily, 2 hunting and fishing reports M-F. Contact Representative for further details. Rec'd 7/31/87.

PERSONNEL

President—W. Decker Smith.
General Manager—J. K. Smith.
Program Director—Marvin Propes.

REPRESENTATIVES

Savall/Gates, Inc.

FACILITIES

1,000 w. days, 500 w. nights; 790 kc.
Directional—night only.
Operating schedule: 5:00 am-midnight, CST.
Partial simulcast operation. For non-simulcast facilities see KOSY-FM.

AGENCY COMMISSION

15/0 on net time.

GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.: Cont. Discounts: 61c.
Cancellation: 70a, 71a, 73a.

TIME RATES

Rates effective June 1, 1964.

Rates received May 18, 1965.

Class A—8:00 am-6:00 pm.

Class B—All other times.

SPOT ANNOUNCEMENTS

CLASS A		CLASS B			
1 min	30 sec	1 min	30 sec		
26 ti	10.00	8.00	156 ti	8.50	6.75
1 ti	9.75	7.75	260 ti	8.00	6.50
62 ti	9.50	7.50	312 ti	7.50	6.00
104 ti	9.00	7.25			
1 ti	8.00	6.00	156 ti	6.75	5.00
26 ti	7.75	5.75	260 ti	6.50	4.75
62 ti	7.50	5.50	312 ti	6.00	4.50
104 ti	7.25	5.25			

PACKAGE PLANS

PER WK:	*PACKAGE PLANS	
	Class A	Class B
10 ti	1 min 30 sec	1 min 30 sec
15 ti	9.00	6.40
30 ti	7.50	6.00
30 or more ti	7.00	5.80
	6.50	5.20
	5.00	4.00

(*) Not combinable for frequency.
10 seconds—60% of applicable 1-minute rate.

PROGRAM TIME RATES

1 hr:	75.00	73.25	71.25	67.50	60.00	58.25
1/2 hr:	48.75	47.50	45.00	42.50	40.00	37.50
1/4 hr:	24.38	23.75	22.50	21.25	20.00	18.75

SPECIAL FEATURES

News—regular time charges plus 20% of base rate.
(D)

KOSY-FM

1965

CITY OF LICENSE

TEXARKANA, ARK.

(This is a duplicate of the listing appearing under Texarkana, Ark.)

Media Code 4 204 9021 1.00
Gateway Broadcasting Co., Box 1318, 111 E. 6th St.,
Texarkana, Tex. 75501. Phone 501-772-8771.

STATION'S PROGRAMMING DESCRIPTION

KOSY-FM: Programmed to adults.
MUSIC: standards, NEWS: at :55, 5 min every hour, Arkansas and Texas wire service, network reports, programs, interviews, 9 am-12M entertainment.
SPORTS: college football. Contact Representative for further details. Rec'd 7/31/87.

PERSONNEL

President—W. Decker Smith.
Gen'l. Sta. & Sales Mgr.—James K. Smith.
Program Director—Marvin Propes.

REPRESENTATIVES

Savall/Gates, Inc.

FACILITIES

ERP 85,000 w.; 102.5 mc. Stereo.
Operating schedule: 5 am-midnight Mon thru Sat;
6:30 am-11 pm Sun. CST.
Antenna ht.: 265 ft. above average terrain.
Partial simulcast operation. Operated separately 9
am-midnight Mon thru Sat; 8:30 am-11 pm Sun. For
further details see KOSY.

AGENCY COMMISSION

15% time only; due when rendered.

GENERAL ADVERTISING

See coded regulations
General: 1a, 3b, 4a, 5, 8.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20b, 21d, 22a, 24c, 25a, 33b.
Contracts: 40a, 41, 44b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70c, 71a.

TIME RATES

Eff 10/31/66. Rec'd 10/31/66.

SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	6.00
30 sec	5.00

PROGRAM TIME RATES

1 hr:	37.50	36.50	35.50	33.50	31.50	30.00	28.00
1/2 hr:	22.50	22.00	21.50	20.50	19.50	18.00	16.00
1/4 hr:	15.00	14.50	14.00	13.50	13.00	12.00	11.00

30 sec: 80% of programs using 1-minute commercials.
1-minute or 30-second spots run only in programs,
either 1/4, 1/2 or 1 hour in length. (D)

KTAL (FM)

Licensed as a Texarkana, Texas-Shreveport, La. sta-
tion.

See listing under Shreveport, La.

KTFS

1946

TEXARKANA, TEXAS



Subscriber to the NAB Radio Code
Media Code 4 245 7900 1.00
KTFS Radio, Inc. Box 1260, 4305 N. Stettelne Ave.,
Texarkana, Tex. 75502. Phone 793-1109.

PERSONNEL

Pres. & Gen'l Mgr.—Hugh D. Frizzell.
Station Manager—Tom Alford.
Program Director—Jim Cooper.

REPRESENTATIVES

The Devney Organization, Inc.
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.

FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

AGENCY COMMISSION

15% no cash discount.

GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 24b, 29a, 30.
Contracts: 40a, 41, 44a, 45, 47e, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a.
Cancellation: 71a, 72, 81.
Prod. Services: 80, 81, 82.
Member: Texas State Network.

TIME RATES

Eff 1/1/69—Rec'd 1/6/69.

SPOT ANNOUNCEMENTS/PROGRAM RATES					
1 hr.	1/2 hr.	1/4 hr.	5 min.		
1 time	55.00	37.00	26.00	14.00	8.00
13 times	67.75	37.00	24.00	13.00	7.90
26 times	58.50	35.00	23.00	12.00	7.80
52 times	55.25	33.00	22.00	11.00	7.60
104 times	52.00	31.00	20.00	10.50	7.20
156 times	48.75	29.00	19.00	10.00	6.80
260 times	45.50	27.00	18.00	9.50	6.40
312 times	42.00	25.00	17.00	9.00	6.00

(*) 1 minute or less. (D)

TEXAS CITY

Galveston County—Map Location G-7

See SRDS consumer market map and data at begin-
ning of the State.

KTLW

1947

Subscriber to the NAB Radio Code
Media Code 4 245 7925 8.00
Texas City Broadcasting Service, Box 2279, Show
Boat Bldg., Texas City, Tex. 77590. Phone 718-
945-4418.
Other Studio: Las Vegas Motor Hotel, Houston, Tex.
Phone 713-686-1411.

PERSONNEL

General Manager—Bill Le Grand.
Commercial Manager—Bob Greer.
Program Director—Phil Parr.

REPRESENTATIVES

Country Music Sales.

FACILITIES

1,000 w. days; 920 kc. Non-directional.
Operating schedule: 3:00 am-local sunset. CST.

AGENCY COMMISSION

15% on station time; no cash discount.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b,
62c.
Cancellation: 70a, 70c, 71a, 73a.
Fixed time 1.00 above regular rate.
Member: Country Music Network.

TIME RATES

Rates effective May 1, 1956.

SPOT ANNOUNCEMENTS/PROGRAM RATES

(8:00 am-6:00 pm)

SPOT ANNOUNCEMENTS/PROGRAM RATES						
1 hr.	1/2 hr.	1/4 hr.	5 min.			
1 time	60.00	38.00	24.00	15.00	9.00	6.00
13 times	57.00	34.20	22.80	14.25	8.55	5.70
26 times	54.00	32.40	21.60	13.50	8.10	5.40
52 times	51.00	30.60	20.40	12.75	7.65	5.10
104 times	48.00	28.80	19.20	12.00	7.20	4.80
156 times	45.00	27.00	18.00	11.25	6.75	4.50
260 times	42.50	25.20	16.80	10.50	6.30	4.20
312 times	39.00	23.40	15.60	9.75	5.85	3.90

(*) One minute or 100 words.
(†) 30 seconds, 50 words or station break. (CR)

TULIA

Swisher County—Map Location B-3

See SRDS consumer market map and data at begin-
ning of the State.

KTUE

1954

Media Code 4 245 7950 6.00
KTUE Radio, Box 169, Tulia, Tex. 79088. Phone
806-995-3531.

PERSONNEL

President—W. A. Amour.
Manager—Glen Amburn.
Sec'y-Treas.—Doris Amburn.

REPRESENTATIVES

Continental Radio Sales.

FACILITIES

1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

AGENCY COMMISSION

15/0 time only; 10 days.

GENERAL ADVERTISING

See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 71a, 73a.
Affiliated with KRS.
Member: Texas State Network.

TIME RATES

Rates effective January 1, 1960.
Rates received December 7, 1959.

SPOT ANNOUNCEMENTS/PROGRAM RATES

SPOT ANNOUNCEMENTS/PROGRAM RATES						
1 hr.	1/2 hr.	1/4 hr.	5 min.			
1 time	32.00	18.00	8.00	5.00	3.00	2.50
12 times	31.00	15.50	7.75	4.75	2.75	2.25
26 times	30.00	15.00	7.50	4.50	2.50	2.10
52 times	29.00	14.50	7.25	4.25	2.25	2.00
104 times	28.00	14.00	7.00	4.00	2.00	1.75
156 times	27.00	13.50	6.75	3.75	1.90	1.60
312 times	26.00	13.00	6.50	3.50	1.75	1.50

TYLER (4 AM; 2 FM)

Smith County—Map Location G-5

See SRDS consumer market map and data at begin-
ning of the State.

KDOK

1930

Media Code 4 245 7975 3.00
KDOK Broadcasting Co., Box 8007, Loop 923, N. E.,
Tyler, Tex. 75701. Phone 214-593-2519.

PERSONNEL

Pres. & Gen'l Mgr.—Dana Adams.
Sales Manager—Hugh Neeld.

REPRESENTATIVES

Grant Webb & Company, Inc.
Southwest—Savall/Gates, Inc.

FACILITIES

1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

AGENCY COMMISSION

15/0 time only.

GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 48, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KNUE (FM).
Member: Texas State Network.

TIME RATES

Eff 12/1/68—Rec'd 11/4/68.

A—6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 min	8.00	7.75	7.50
30 sec	6.40	6.20	6.00
1 min	6.00	5.75	5.50
30 sec	4.80	4.60	4.40
10 sec	50% of applicable 1-min.		

PACKAGE PLANS

PER WK:	(1/2 guaranteed in A times)	
	10 ti	20 ti
1 min	5.50	5.00
30 sec	4.40	4.00
10 sec	50% of applicable 1-min.	

Not combinable for frequency.

KNUE (FM)

1964

Media Code 4 245 7987 8.00
KDOK Broadcasting Co., Box 3007, Loop 323 N. E.,
Tyler, Tex. 75701. Phone 214-593-2519.

TEXAS

Tyler—Continued

KZ EY

1958

Media Code 4 245 8050 4.00

Tyler Broadcasting Corp., Box 1931, Lake Park Dr., Tyler, Tex. 75702. Phone 214-595-1744. Other office: 518 First National Bank Bldg., Longview, Texas. Phone 214-758-2586.

STATION'S PROGRAMMING DESCRIPTION
KZ EY: Programmed for Negro listeners. AIR PERSONALITIES handle all segments and taped commercials are interchangeable. Gospel music segments 9:30-11:30 am on week days and 7 am-noon Sun. All other segments popular and rhythm and blues music. NEWS: 5 min at :55 and 8 min community news at :27. Heavy emphasis on community involvement throughout station's primary coverage area. Station sponsors beauty contests, a good neighbor fund, Easter egg hunts, awards scholarships, play-by-play football broadcasts, etc. Personalities make frequent public appearances. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 3/31/69.

- PERSONNEL**
President—R. Tom Gibson.
General Manager—Frank Dusenbury.
National Sales Office—R. Thomas Gibson, 6300 N. Central Exp'wy, Dallas, Tex. 75206. Phone 214-561-0405.
- REPRESENTATIVES**
Dore & Allen, Inc.
Atlanta—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w. days; 690 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 14b, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 42b, 44b, 45, 46, 47e.
Comb.: Cont. Discounts: 60b, 60g, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
For combination rates see KJ EY, Beaumont, Tex.

TIME RATES

No. G-4 Est 12/1/67—Rec'd 10/10/67.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS			1 MINUTE		
	AA	A		AA	A
1 x	7.50	6.50	260 x	5.75	5.00
26 x	7.15	6.20	312 x	5.40	4.70
52 x	6.80	5.90	624 x	5.05	4.40
104 x	6.45	5.70	1000 x	4.80	4.00
156 x	6.10	5.30			

7. PACKAGE PLANS			CLASS AA		
PER WK, ROS:	12 ti	18 ti	24 ti	36 ti	
1 wk	6.45	6.15	5.75	5.40	
13 wk	6.15	5.75	5.40	5.05	
26 wk	5.75	5.40	5.05	4.80	
52 wk	5.40	5.05	4.80	4.25	

8. PROGRAM TIME RATES			CLASS AA			
	1x	52x	104x	156x	260x	312x
1 hr.	60	55	50	45	40	35
1/2 hr.	42	39	36	33	30	27
1/4 hr.	24	22	20	18	16	14
5 min.	12	11	10	9	8	7

UVALDE

Uvalde County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KVOU

1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 245 8075 1.00

Uvalde Broadcasters, Inc., Box 758, Uvalde, Tex. 78801. Phone 512-278-2555.

- PERSONNEL**
General Manager—E. J. Harpole.
Station Manager—Neal Melneke.
Sales Manager—Nona Whitley.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21b, 24b, 25a, 26, 28b, 30.
Contracts: 40a, 41, 42a, 44a, 44b, 46, 47e, 51a.
Comb.: Cont. Discounts: 60d, 60g, 61a.
Cancellation: 70b, 70e, 71a, 73a.
Prod. Services: 82.
Member: National Spanish Language Network, Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Est 7/1/63—Rec'd 2/10/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	4.50	3.00	1248 x	3.00
52 x	4.00	2.75	1872 x	2.75
104 x	3.75	2.50	2496 x	2.50
812 x	3.50	2.25	3120 x	2.25
624 x	3.25	2.00	3744 x	2.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x	2496x
1 hr.	80.00	25.50	24.00	19.50	18.00	—	—
1/2 hr	18.00	15.80	14.40	11.70	10.80	—	—
1/4 hr	12.00	10.20	9.60	7.80	7.20	6.60	—
5 min.	7.50	6.88	6.00	4.88	4.50	3.90	3.60

VERNON

Wilbarger County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KVWC

1939

NAB

Media Code 4 245 8100 7.00
KVWC, Inc., Box 1419, Vernon, Tex. 76384. Phone 817-642-6221.

STATION'S PROGRAMMING DESCRIPTION
KVWC: Programmed for adults and young adults. Heavy emphasis on community involvement through 4-11 and FFA livestock shows. Farm Bureau queen contest. Country music 6-7 am including farm market and county agent reports. 7-8 am weather, local news. 8 am-noon popular music. MUSIC 70%: country, popular, showtunes, religious. NEWS 15%: 15 min local at 7:30 am & 12:45 pm, world and state on hour. SPORTS 5%: high school baseball, basketball, football, kid league baseball, basketball, football. RELIGIOUS 5%. Personalities for remote station programming varies according to activities in community. Rec'd 7/12/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Joe Garrison.
Vice-President—Dorothy Garrison.
- FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL RATE POLICY**
Member: Country Music Network.

TIME RATES

Est 9/1/65—Rec'd 8/26/68.

6. SPOT ANNOUNCEMENTS			1 MINUTE				
	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.40	5.00	4.50	4.00	3.50
(*) 30 sec or less.	4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS			CLASS AA		
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.50	4.00	3.50	3.20	3.00
30 sec or less	3.50	3.25	3.00	—	—

8. PROGRAM TIME RATES			CLASS AA		
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	45	28	18	12	9

VICTORIA (2 AM; 1 FM)

Victoria County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KNAL

1949

Media Code 4 245 8125 4.00
Victoria Broadcasters, Inc., Box 2209, Victoria, Tex. 77901. Phone 512-443-9176.

- PERSONNEL**
Managing Director—M. N. Bestick.
Station Manager—Robert C. Martin.
Nat'l & Reg'n'l Sales Mgr.—Pete McNeel, Waco, Tex. Phone 817-756-4451.
- FACILITIES**
500 w.; 1410 kc. Directional—nighttime only.
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 8.
Contracts: 40a.

TIME RATES


Rates effective June 7, 1955.

MIDLAND / ODESSA

KCRS

550 KC 5000 Watts Days 1000 Watts Nights
Best Coverage of the Midland/Odessa Market

Represented by
robert e. eastman & CO., Inc.



6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	40.00	24.00	16.00	10.00	6.00	4.50
3 times	38.00	23.00	15.20	9.50	5.70	4.25
96 times	36.00	21.60	14.40	9.00	5.40	4.05
52 times	34.00	20.40	13.60	8.50	5.10	3.90
104 times	32.00	19.20	12.80	8.00	4.80	3.70
156 times	30.00	18.00	12.00	7.50	4.50	3.50
260 times	28.00	16.80	11.20	7.00	4.20	3.30
312 times	26.00	15.60	10.40	6.50	3.90	3.10

(*) 100 words live or one minute transcribed.
(†) 50 words live or 30 seconds transcribed.

KTXN (FM)

1965
Subscriber to the NAB Radio Code
Media Code 4 245 8150 2.00
Cosmopolitan Enterprises of Victoria, Inc., Box 2882, 500 First Victoria Nat'l Bank Bldg., Victoria, Tex. 77901. Phone 512-573-4986.

STATION'S PROGRAMMING DESCRIPTION
KTXN (FM): Programmed for adults and young adults. MUSIC: middle-of-the-road album music ranging from jazz to semi-classical. Commercials clustered at 15, 30, 45, and 60, providing 12 minutes of uninterrupted music per quarter hour. NEWS: 5 min newscasts aired at 6 am, 7 am, noon, 6 pm, 10 pm & 12M. Headline news aired at 9:30 am, 11:30 am, 5:30 pm, 7:30 pm, 9:30 pm & 11:30 pm. Contact Representative for further details. Rec'd 5/20/68.

- PERSONNEL**
General Manager—Bill McCaskill.
Commercial Manager—Bill Jackson.
- REPRESENTATIVES**
Gelderman & Company.
- FACILITIES**
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 130 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28b, 28c, 29a, 29b, 32a, 33c.
Contracts: 40a, 42b, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61b, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Est—Rec'd 11/21/68.

6. SPOT ANNOUNCEMENTS			1 MINUTE				
	1x	52x	104x	156x	260x	312x	320x
1 min	5.50	5.30	5.10	4.90	4.70	4.50	4.30
20/30 sec	4.60	4.40	4.20	4.00	3.80	3.60	3.40

7. PACKAGE PLANS			CLASS AA		
PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.60	3.50	3.40	3.30	3.20
20/30 sec	3.00	2.90	2.80	2.70	2.60

PER MO, ROS:			CLASS AA		
	100 ti	150 ti	100 ti	100 ti	100 ti
1 min	430.00	350.00	260.00	260.00	260.00
30 sec	300.00	260.00	220.00	220.00	220.00

KVIC

1939

NAB

A Wendell Mayes Station
Media Code 4 245 8175 9.00
Pioneer Broadcasters of Texas, Inc., Box 3487, Victoria, Tex. 77901. Phone 512-573-9171.

- PERSONNEL**
President—Wendell Mayes.
Vice-Pres. & Gen'l Mgr.—Dale Drake.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
250 w.; 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15%: 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Est 5/1/68—Rec'd 6/10/68.
AA—Mon thru Sat 6-9 am; Mon thru Fri 4-6 pm.
A—Mon thru Fri 9 am-4 pm; Sat 9 am-7 pm; Sun 7 am-7 pm.
B—Daily 7 pm-midnight.

7. PACKAGE PLANS

PER WK:	CLASS AA	CLASS AB	CLASS AC
1 ti	7 ti	14 ti	21 ti
1 min	3.75	3.55	3.45
30 sec	3.00	2.90	2.80

CLASS AA
1 min 3.00 2.90 2.80 2.70 2.60 2.50 2.40 2.30
30 sec 2.25 2.15 2.05 1.95 1.85 1.75 1.65 1.55
Class B: A rates less .75 per spot.
PER MO, ROS: 300 ti 200 ti 100 ti
1 min 579.75 419.75 219.75
30 sec 399.75 289.75 149.75

IMPACT PLANS
18 ti, ROS: 3 days 2 days 1 day
1 min 104.75 79.75 49.75
30 sec 74.75 59.75 34.75
Sat thru Wed, or any combination of those days.
10 sec: 50% of 1-min.

Weekly, Monthly Packages or Impact Plans cannot be combined to earn greater frequency discounts.

10. SPECIAL FEATURES

5-minute News—2 1/2 x 1-min.

WACO (4 AM; 2 FM)

McLennan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KAWA

1952

NAB

Media Code 4 245 8200 5.00
Morburo, Inc., Box 482, 1705 Austin Ave., Waco, Tex. 76703. Phone 817-754-1488.

STATION'S PROGRAMMING DESCRIPTION
KAWA: Programmed for adults and commuters. 100% country and western. AIR PERSONALITIES handle all segments of programming. NEWS: 5 min on hour, weather on half hour, headline news at :45. Hymn of hour at :50. Mobile news unit, traffic reports, and mobile studio with broadcasting facilities available for remote broadcasts, store openings, shopping center site days, Farm and ranch program 12:05-12:30 pm M-F. Polka hour each Sat and Sun, featuring favorite polkas, schottisches and waltzes beamed to German and Czech audiences. Contact Representative for further details. Rec'd 8/9/67.

- PERSONNEL**
General Manager—Del Morton.
Station Manager—Goodson McKee.
Sales Manager—Joe Webb.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
10,000 w. days; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 28b, 28c.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.: Cont. Discounts: 60e, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.
Member: All-Tex Network.

TIME RATES		
Rates effective March 1, 1965. Rates received April 27, 1965.		

6. SPOT ANNOUNCEMENTS			1 MINUTE		
	(Drive Time)	(6:00-9:00 am and 4:00-6:00 pm)			
PER WK:	15.00	18 ti	9.00		
1 ti	12.00	24 ti	8.50		
12 ti	10.00				

7. PACKAGE PLANS

ROUNDUP PLANS

(7 days per wk)

1 spot from 6:00-9:00 am.	
1 spot from 9:00 am-noon.	
1 spot from noon-1:00 pm.	
1 spot from 1:00-3:00 pm.	
1 spot from 3:00-6:00 pm.	
35 1-minute announcements per wk. (each 6.00)	210.00.
Discounts	
13 wks. _____	5% 26 wks. _____
30 seconds—80% of applicable 1-minute rate.	10%
10 seconds—50% of applicable 1-minute rate.	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
75.00	55.00	35.00	15.00
26 1/2	70.00	52.50	14.00
52 1/2	65.00	50.00	13.00
104 1/2	60.00	45.00	12.00
156 1/2	55.00	40.00	11.00
212 1/2	50.00	35.00	10.00

KBGO

1962
WACOMedia Code 4 245 6225 2.00
Audiocasting of Texas, Inc., Box 888, 1580 Radio Park, Waco, Tex. 76703. Phone 817-756-1898.

9. PERSONNEL

General Manager—Ray Kaluza.
Program Director—Jack Handley.

10. REPRESENTATIVES

PRO Time Sales, Inc.
Dallas—Clyde Melville Company.

11. FACILITIES

1,000 w.; 1580 kc. Directional.
Operating schedule: 24 hours daily. CST.

12. AGENCY COMMISSION

15/0; time only.

13. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 20a, 21a, 22a, 23a, 24b, 25b, 26, 29a, 32a.
Contracts: 40a, 42b, 42d, 44a, 45, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61a, 61b.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Texas State Network.TO
MEET
YOUR
MARKETING
NEEDS...SRDS
CONSUMER
MARKET
DATA
ESTIMATEScontain the latest
SMSA definitions

R-N-TV-Trans.—12/68

TIME RATES

EM Rec'd 7/8/68.
AAA—Mon thru Sat 6-9 am & 4-7 pm.
AA—Daily 9 am-4 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 min.	1x	CLASS AAA	100x	500x	1000x
30 sec.	9.50	12.75	12.25	11.50	10.50
		8.25	8.75	8.00	7.25
		8.50	8.25	7.75	7.00
		8.75	8.50	8.00	7.25
		5.75	5.50	5.00	4.50

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min.	75.00	147.00	278.00	398.00
30 sec.	54.00	105.00	192.00	270.00
	57.00	111.00	204.00	288.00
	48.00	93.00	168.00	234.00
	49.50	96.00	174.00	243.00
	31.50	60.00	102.00	135.00

DISCOUNT

6+ mo—5%.

KEFC (FM)

1959

WACO

Media Code 4 245 6250 0.00
Centex Radio Co., 1705 Austin Ave., Waco, Tex. 76710. Phone 817-754-1488.

1. PERSONNEL

General Manager—Goodson McKee.

2. REPRESENTATIVES

Call station.

3. FACILITIES

ERP 3,200 w.; 95.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11g, 12d, 13g, 14g, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 26, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47d, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

EM 2/1/68—Rec'd 2/1/68.

1 min.	1x	13x	26x	52x
30 sec.	4.00	3.50	3.00	2.00
10 sec Quickies, ea 1.00.	3.00	2.60	2.25	1.50
1 hr	1/2 hr	1/4 hr	5 min	
28.00	16.00	12.00	8.00	
24.50	14.00	10.50	7.00	
21.00	12.00	9.00	6.00	
14.00	8.00	6.00	4.00	

9. PARTICIPATING PROGRAMS

Programs listed below are sold as either participating or program package with regular spot rates and 1 hour program rates applying. Each 1/2 hour program, when sold as package includes 3-30 second spots; each 1 hour program as a package includes 6-30 second spots.
Music of the Masters—Mon thru Sun 6:30-7:30 pm.
Dance Party—Sat 9 pm-midnight.
Sacred Music—Sun 8-9 am.
Hollywood Showcase—Mon thru Fri 7:30-8 pm.
Stardust Sorenade—Mon thru Fri 10 pm-midnight.

KWTX

1946

WACO

Media Code 4 245 6275 7.00
KWTX Broadcasting Co., Box 7128, 48th and Bosque, Waco, Tex. 76710. Phone 817-756-4451. TWX 817-756-4420.

STATION'S PROGRAMMING DESCRIPTION

KWTX: Programmed for adults.
Emphasis on community involvement. MUSIC 80%: 80% middle-of-the-road, 20% modern country and western. NEWS 17%: regular news, weather, both network and local. Special reports as warranted. SPORTS: 15%: live network and local coverage, including major league baseball, major college and local high school football, basketball, baseball and track, little league baseball. Regular sports reports. TALK 8%: including regular and special public affairs, and religious programs. AIR PERSONALITIES all segments. 5 man announce staff, 6 man news staff, 1 weatherman, 1 farm editor, 1 women's editor. Contact Representative for further details. Rec'd 5/9/68.

1. PERSONNEL

Managing Director—M. N. Bostick.
Station Manager—Frank Fallon.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

1,000 w. days. 250 w. nights: 1230 kc.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a.
Prod. Services: 80, 82.
For combination rates see Mutual Broadcasting System.

TIME RATES

EM 9/1/65—Rec'd 8/29/66.

6. SPOT ANNOUNCEMENTS

A—Mon thru Fri 6-9 am & 4-7 pm.
B—Mon thru Fri 9 am-4 pm; Sat & Sun all day.
C—All other times.

Fixed or 1 x	1 min	30 sec	1 min	30 sec
6 x	11	11	11	9
12 x	10	8	8	6
18 x	9	7	7	5
24 x	8	6	6	4
30 x	7	5	5	3

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
12 ti 16 ti 24 ti 30 ti 36 ti
1/3A, 1/3B, 1/3C—7.50 7.00 6.50 6.00 5.50

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr
5 minute programs:	50.00	30.00	20.00
1/wk	15.00	5/wk	10.00
3/wk	12.50	6/wk	9.00
26 wk	5%	52 wk	10%

10. SPECIAL FEATURES

Farm Program—8-7 am, 17.50 flat per spot.
Women's Program—Rate card + 2.50 premium.

WACO

1922

WACO

The Eastman Station
American Contemporary Ntwk

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 6300 3.00
WACO Broadcasting Corp., 314 W. Loop 340, Waco, Tex. 76710. Phone 817-772-7100.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. E. Lee Glasgow.
Vice-Pres. & Ass't Mgr.—Robert W. Weathers.
Chief Engineer—Jack Vinson.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w.; 1460 kc. Directional—night only.
Operating schedule: 5:30-1 am daily. CST.

4. AGENCY COMMISSION

15% on station time charges; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 24c, 26a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 61b, 62i.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with Eastman.
Affiliated with American Contemporary Network.

TIME RATES

No. 31 EM 4/1/64—Rec'd 3/20/64.

Drive Time—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
Housewife Time—Mon thru Sat 10 am-noon & 1-3 pm; Sun all day.
Nighttime Daily 7 pm-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	6 ti	12 ti	18 ti
Drive Time	15	13	12	11
Housewife Time	13	12	10	9
Nighttime	12	10	9	8

(*) Fixed position or less than 6 ti.
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
DISCOUNTS
28 consec wk. _____ 4% 52 consec wk. _____ 8%
Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.
Announcements and packages combinable for maximum frequency discount.

7. PACKAGE PLANS

FAMILY PLAN
6 spots from 6:00-9:00 am Mon thru Sat.
6 spots from 4:00-7:00 pm Mon thru Sat.
4 spots from 7:00-10:00 pm Tues thru Fri.
4 spots from 9:00 am-4:00 pm Sat.
4 spots from noon-6:00 pm Sun.
24 1-minute announcements per wk. (ea 8.00), 192.00.
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

PERSONALITY PLAN

7 DAYS PER WK:
1 spot from 6:00-9:00 am.
1 spot from 9:00 am-noon.
1 spot from noon-3:00 pm.
1 spot from 3:00-6:00 pm.
1 spot from 6:00-9:00 pm.
1 spot from 9:00 pm-midnight.
42 1-minute personality sales messages per wk. (ea 6.00), 252.00.
30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
Family Plan & Personality Plan not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES

5-min-1-1/2x applicable 1-min rate.

TEXAS

WACO-FM

1960

WACO

NAB

Subscriber to the NAB Radio Code

Media Code 4 245 6301 1.00
WACO Broadcasting Corp., 314 W. Loop 340, Waco, Tex. 76710. Phone 817-772-7100.

1. PERSONNEL

Pres. & Gen'l Mgr.—R. E. Lee Glasgow.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

ERP 3,400 w.; 99.9 mc.
Operating schedule: 7 am-midnight. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

See WACO listing for coded regulations.
Affiliated with American FM Network.

TIME RATES

Rates effective July 1, 1961. (Card No. 1.)

Rates received December 4, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

35-word announcements	2.00
75-word announcements	3.00
5-minute news	5.00
55-minute program	25.00
All announcements ROS with a maximum of 5 within any 1-hour segment. Limit of 8 per day to any one advertiser.	

WAXAHACHIE

Ellis County—Map Location F-5

See SRDS consumer market map and data at beginning of the state.

KBEC

1955

Media Code 4 245 6325 0.00
The Richard Tuck Enterprise, Box 558, Waxahachie, Tex. 75165. Phone 214-937-1890.

1. PERSONNEL

Manager—Richard Tuck.
Commercial Manager—Dob Estes.

2. REPRESENTATIVES

Mario Messina Company.

3. FACILITIES

500 w. days; 1390 kc.
Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b.

Basic Rates: 20a, 22a, 22b, 23a, 26, 28b.

Contracts: 40a, 45, 46, 48.

Comb.; Cont. Discounts: 60b, 61a, 61b.

Cancellation: 71b, 73a.
Member: Texas State Network.

TIME RATES

EM—6-9 am & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

A	1 min	30 sec	15 sec
B	4.00	3.00	2.00
	3.50	2.50	1.50

10. SPECIAL FEATURES

NEWS: (Subject to availabilities)	1 min
6:15-6:45 am	5
7:15-7:45 am	6
12:15-12:30 pm	5
5:15-5:30 pm	5

WEATHERFORD

Parker County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

KZEE

1956

Media Code 4 245 6350 6.00
Bartlesville Broadcasting Company, Drawer K, Weatherford, Tex. 76088. Phone 817-594-3826.

1. PERSONNEL

President—J. Fred Case.

3. FACILITIES

250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL RATE POLICY

All rates quoted include 20% for talent and production fees.

TIME RATES

Rates effective February 1, 1961.

Rates received February 8, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	1 hr	1/2 hr	1/4 hr	5 min	1 min	30 sec
26 times	30.00	20.00				

TEXAS

WESLACO

Hidalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KRGV

1927



Subscriber to the NAB Radio Code

Media Code 4 245 8375 5.00
Mobile Video Tapes, Inc., 900 E. Expressway, Weslaco, Tex. 78596. Phone 512-968-3131. TWX 512-968-3086.

- PERSONNEL**
General Manager—Jack H. Drake.
General Sales Manager—Earl Noel.
Assistant General Manager—Hank Page.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- FACILITIES**
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5 am-midnight, CST.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES

No. 3 ET 1/1/65—Rec'd 12/14/64.
AAA—Mon thru Sat 6-7 am; Mon thru Fri 12:30-1 pm.
AA—Mon thru Sat 7-9:30 am & 4-6:30 pm.
A—All other times.

CLASS AAA			
	1 wk	26 wk	52 wk
1 min	15.00	14.00	13.00
30/20 sec	12.00	11.00	10.00
10 sec	7.50	7.00	6.50

CLASS AA			
	1x	156x	260x
1 min	14.00	13.00	11.00
30/20 sec	11.25	10.50	9.75
10 sec	7.00	6.50	6.00

CLASS A			
	1 min	30/20 sec	10 sec
1 min	13.00	12.00	11.00
30/20 sec	10.50	9.75	9.00
10 sec	6.50	6.00	5.50

- PACKAGE PLANS**
AA—Mon thru Sat 7-9:30 am & 4:30-6:30 pm.
A—All other times.
- | CLASS AA | | | |
|-------------|-------|-------|-------|
| | 6 H | 12 H | 24 H |
| PER WK. EA: | 12.00 | 11.00 | 10.00 |
| 30/20 sec | 7.75 | 8.00 | 8.25 |
| 10 sec | 6.00 | 5.50 | 5.00 |
-
- | CLASS A | | | |
|-----------|-------|-----------|--------|
| | 1 min | 30/20 sec | 10 sec |
| 1 min | 10.00 | 9.00 | 8.00 |
| 30/20 sec | 8.25 | 7.50 | 6.75 |
| 10 sec | 5.00 | 4.50 | 4.00 |

- PROGRAM TIME RATES**
AAA/AA/A: 1x 26x 52x 156x 260x
1 hr. 90. 85. 80. 75. 70.
1/2 hr. 54. 51. 48. 45. 42.
AAA:
1/4 hr. 45. 42. 40. 38. 35.
5 min. 27. 26. 24. 23. 21.
AA/A:
1/4 hr. 36. 34. 32. 30. 28.
5 min. 22. 21. 20. 19. 18.
(DS)

WHARTON

Wharton County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KANI

1962



Media Code 4 245 8425 8.00
V. M. Preston, Box 111, Wharton, Tex. 77488. Phone 713-532-2570.

- PERSONNEL**
Pres. & Gen'l Mgr.—V. M. Preston.
Station Manager—R. O. Preston.
- FACILITIES**
500 w.; 1500 kc. Directional.
Operating schedule: 6:00 am-11:00 pm, CST.
- AGENCY COMMISSION**
15% on time only; 2% cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 71a, 73a.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective _____
Card received June 11, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1/2 hr	1/4 hr	min.	min.	sec.
1 time	56.00	33.50	22.50	11.25	7.00
52 times	44.80	26.80	18.00	9.00	4.60
156 times	39.00	23.45	15.25	7.90	4.05
260 times	36.40	21.90	14.65	7.35	3.75
312 times	33.60	20.10	13.60	6.75	3.54
624 times	30.80	17.45	12.40	6.20	3.25
936 times	25.20	15.10	10.15	5.10	2.60

WICHITA FALLS (3 AM; 2 FM)

Wichita County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KLUR (FM)

1963



Media Code 4 245 8450 6.00
Nortex Broadcasting Co., Inc., 903 N. Beverly, Wichita Falls, Tex. 76305. Phone 817-322-5587.

- PERSONNEL**
General Manager—Ron Crowder.
Operations Manager—Ron Richards.
- REPRESENTATIVES**
Southeast—C. K. Beaver & Associates, Inc.
Southwest—Mario Messina Company.
- FACILITIES**
ERP 20,000 w.; 99.9 mc.
Operating schedule: 6:00 am-midnight daily, CST.
Antenna ht.: 880 ft. above average terrain.
- AGENCY COMMISSION**
15%; no cash discount. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.

TIME RATES

Rates effective January 1, 1965. (Card No. 8.)
Card received April 19, 1965.

6. SPOT ANNOUNCEMENTS					
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 t.	6.00	4.00	104 t.	4.00	2.75
13 t.	5.50	3.50	156 t.	3.50	2.50
26 t.	5.00	3.25	280 t.	3.00	2.00
52 t.	4.50	3.00	365 t.	2.50	1.50

8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	1/4 hr	5 min
13 t.	40.00	25.00	15.00	10.00	10.00
26 t.	35.00	20.00	14.00	9.50	9.50
52 t.	30.00	18.00	13.50	7.50	7.50
104 t.	25.00	17.00	13.00	6.50	6.50
156 t.	23.00	16.00	12.00	5.50	5.50
280 t.	22.00	15.50	11.50	5.00	5.00
365 t.	21.00	15.00	11.00	4.50	4.50
	20.00	14.00	10.00	4.00	4.00

KNIN

1947

The Eastman Station



Media Code 4 245 8475 3.00
Wichita Broadcasting Corporation, Box 787, Suite 210, 1st National Bldg., Wichita Falls, Tex. 76307.
Phone 817-723-0791.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob H. Walker.
Program Director—Ken Wilson.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
10,000 w. days; 1,000 w. nights. 990 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30-1:00 am Mon thru Sat; 6:00 am-midnight Sun, CST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 26, 28a, 29a, 29b, 31, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman.
Affiliated with American Contemporary Network.

TIME RATES

Bates effective January 1, 1960. (Card No. 3.)
Card received March 17, 1960.
Prog. rates received September 20, 1960.

6. SPOT ANNOUNCEMENTS					
*DAYTIME (6:00 am-7:00 pm daily)					
1 minute:	1 time	12 times	12 times	12 times	10.00
	52 times	11.00	18 times	9.00	
	156 times	10.00	24 times	8.00	
	280 times	9.00	30 times	7.00	
	500 times	8.00	36 times	6.00	

*NIGHTTIME (7:00 pm-midnight daily)					
1 time	8.00	14 times	7.00		
52 times	7.50	21 times	6.50		
156 times	7.00	28 times	6.00		
280 times	6.50	35 times	5.50		
500 times	6.00	42 times	5.00		

DISCOUNTS					
26 consec wk.	4%	52 consec wk.	8%		
Minimum wkly sched of 6 1-min spots 6am-12mid Mon-Sun necessary to maintain consec wk advertising.					

- PACKAGE PLANS**
*PERSONALITY PACKAGES
7 days per week:
1 spot from 6:00-9:00 am; 9:00 am-noon; noon-3:00 pm; 3:00-6:00 pm; 6:00-9:00 pm and 9:00 pm-midnight.
42 1-minute sales messages per week, 189.00.

- *FAMILY PLAN
6 spots from 6:00-9:00 am Mon thru Sat.
6 spots from 4:00-7:00 pm Mon thru Sat.
4 spots from 7:00-10:00 pm Mon thru Sat.
4 spots from 9:00 am-4:00 pm Sat.
4 spots from 10:00 am-6:00 pm Sun.
24 1-minute sales messages per week, 156.00.
(* The following apply to all the above announcement rates and packages:
30-second rates—80% of the applicable 1-minute rate.
10-second rates—50% of the applicable 1-minute rate.
All announcements and packages, except Personality Package and Family Plan, are cross-combinable or frequency discount.

8. PROGRAM TIME RATES						
	1x	26x	52x	104x	156x	260x
1 hr.	90.00	84.00	78.00	72.00	68.00	60.00
1/2 hr.	60.00	58.00	52.00	48.00	44.00	40.00
1/4 hr.	38.00	33.50	31.00	28.50	26.00	23.00
10 min	24.00	22.80	21.00	20.40	19.20	18.80
5 min	18.00	16.75	15.50	14.25	13.20	11.75

KNTD (FM)

1961

Media Code 4 245 8500 6.00
Wichita Radio Corp., Inc., Box 2247, 8700 Onaway Trail, Wichita Falls, Texas 76301, Phone 817-723-2417.

- PERSONNEL**
General Manager—William W. Spurgeon.
- REPRESENTATIVES**
Southwest—Clyde Melville Company.
- FACILITIES**
ERP 3,750 w.; 95.1 mc. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent; 2% cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 8/1/68—Rec'd 12/30/68.

6. SPOT ANNOUNCEMENTS					
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	3.85	3.05	104 x	3.25	2.35
13 x	3.75	2.95	156 x	3.05	2.15
26 x	3.60	2.75	280 x	2.95	2.05
52 x	3.45	2.65	365 x	2.85	1.95

- PACKAGE PLANS**
20 x 3.20 2.25 450 x 2.35 1.45
30 x 2.90 2.05 530 x 2.30 1.40
60 x 2.75 1.85 720 x 2.10 1.35
90 x 2.60 1.70 1035 x 1.95 1.30
180 x 2.60 1.65 1250 x 1.80 1.25
240 x 2.50 1.60 1500 x 1.75 1.20
360 x 2.45 1.55

- PROGRAM TIME RATES**
1x 13x 26x 52x 104x 156x 260x 365x
1 hr. 40.00 35.00 30.00 25.00 23.00 22.00 21.00 20.00
1/2 hr. 25.00 20.00 18.50 17.00 16.00 15.50 15.00 14.00
1/4 hr. 15.00 14.00 13.50 13.00 12.50 11.50 11.00 10.00
5 min. 10.00 9.50 7.50 6.50 5.50 5.00 4.50 4.00

KTRN

1948

Media Code 4 245 8525 5.00
Broadcasting Associates Inc., Box 5005, Wichita Falls, Tex. 76307. Phone 817-855-3555.

- PERSONNEL**
President—Raymond Ruff.
Manager—R. M. Lester.
Program Director—Tom York.
- REPRESENTATIVES**
McGavren-Gullid—PGW Radio, Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1290 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 26, 27, 29a, 29a, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Member: The North Texas Network.

TIME RATES

No. 7 ET 1/1/69—Rec'd 11/11/68.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
	1 t	6 t	12 t	18 t	24 t
1 min.	17.00	15.00	13.00	12.00	11.00
30 sec.	13.00	12.00	10.40	9.80	8.80
10 sec.	8.50	7.50	6.50	6.00	5.50

CLASS A					
	1 t	6 t	12 t	18 t	24 t
1 min.	14.00	12.00	10.00	9.00	8.00
30 sec.	11.25	9.50	8.00	7.20	6.40
10 sec.	7.00	6.00	5.00	4.50	4.00

CLASS B					
	1 min	30 sec	10 sec	1/4 hr	10 min
1 min.	12.00	10.00	9.00	8.00	7.00
30 sec.	9.50	8.00	7.20	6.40	5.80
10 sec.	6.00	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
PLAN: 1/3 AA, 1/3 A, 1/3 B. 5 12 18 24
Preemptible. 11 10 9 8

CONSECUTIVE WEEK DISCOUNTS
28 wk—10% 52 wk—20%

10. SPECIAL FEATURES			
NEWS/WEATHER/FARM			
	1 min	5 min	1/4 hr
6 t	15	25	50
12 t	13	20	40
18 t	12	15	30

KWFT

1939

CBS Radio Network

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	5,100	Provo-Orem	2,500
METRO AREAS		Salt Lake City..	4,600
Ogden	2,100	Total Metros	4,600

Map Explanation

Read figures in THOUSANDS

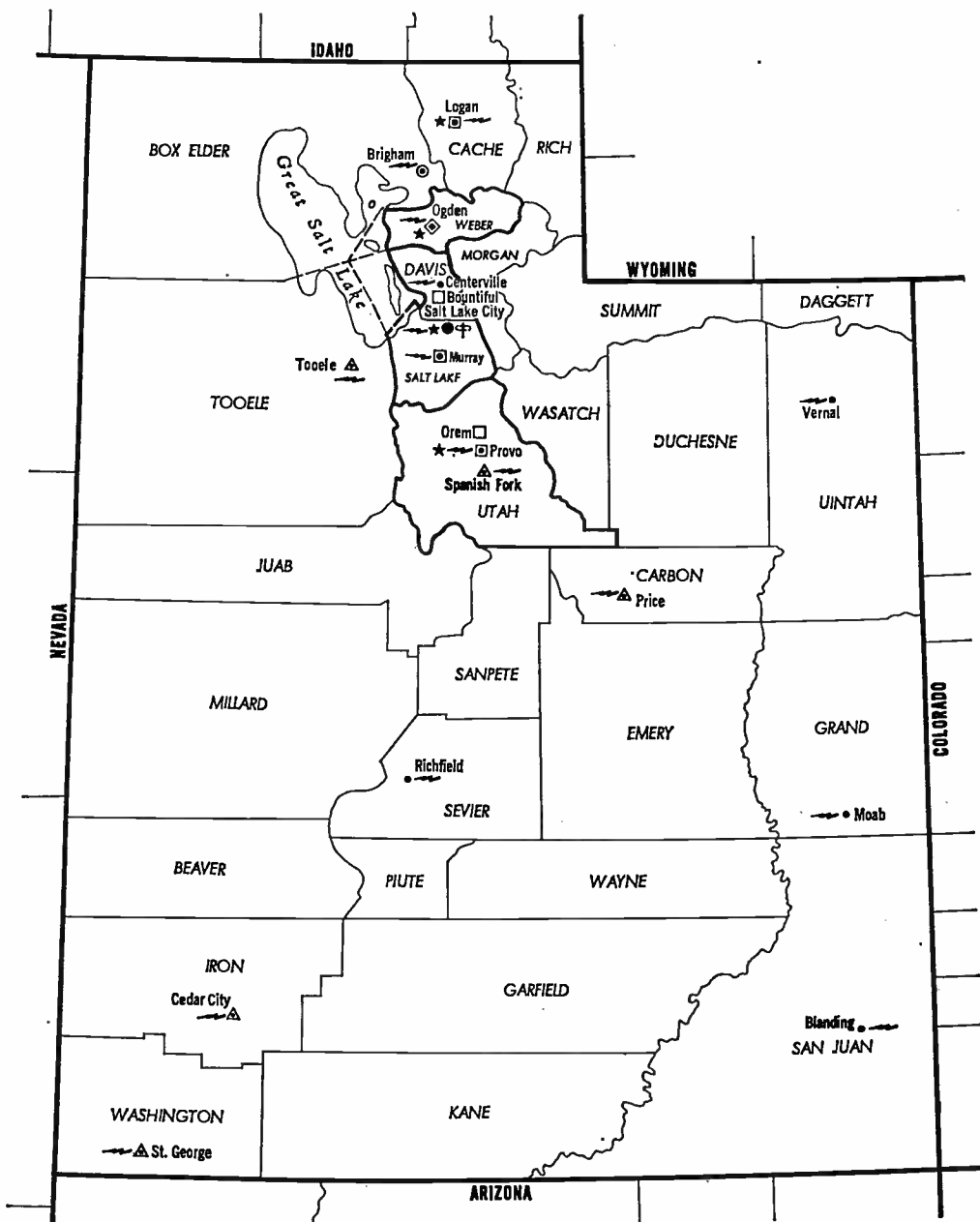
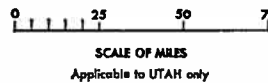
Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION Current CM Estimate
●	▲	◉	◻	◊	●	■	▨	With Daily Media.
□	◇	○						Without Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio 📺 Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

UTAH



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State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Bountiful—Davis Logan—Cache Ogden—Weber Orem—Utah Provo—Utah Salt Lake City—Salt Lake
 Murray—Salt Lake

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales—		Retail Sales—1968					Passenger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
			(\$000)	Per Household (\$)	% Distribution of Families					Household (\$)	Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types							
					3000	5000	8000	10000	15000					General Mde. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)
UTAH STATE TOTALS...	1,035.6	293.65	2,510,426	8,549	16.5	23.4	19.6	22.3	14.6	1,607,037	5,473	335,921	93,156	191,686	69,945	81,790	330,678	144,817	450.21	42.0	219,972
BEAVER D-10.....	3.4	1.01	12,245	12,124	15.6	15.5	17.2	27.4	23.3	6,138	6,077	385	240	668	274	189	788	1,350	1.60	.5	4,641
BOX ELDER D-5.....	32.2	8.79	61,106	6,952	24.1	44.7	11.8	8.6	4.0	42,593	4,846	9,242	2,716	1,887	1,618	1,247	10,221	5,463	11.99	4.7	24,204
CACHE F-5.....	42.5	12.20	85,340	6,995	24.8	29.3	15.7	13.8	6.5	55,721	4,567	10,550	1,323	9,269	2,004	2,575	9,601	6,127	16.44	3.6	20,769
Logan.....	26.8	8.09	45,306	5,600	45,092	5,574	8,440	836	8,711	1,903	2,473	8,604	4,306	1,975
CARBON G-8.....	17.3	5.02	59,014	11,756	14.8	12.5	18.0	30.1	24.5	28,637	5,705	5,723	670	4,203	696	533	6,110	3,523	7.36	.7	920
DAGGETT H-6.....	.9	.25	3,870	15,480	6.9	26.3	22.7	29.4	13.0	455	1,820	129	97	88	88	920
DAVIS F-6†.....	90.0	22.26	178,592	8,023	15.6	26.2	23.4	22.2	10.7	79,066	3,552	22,452	5,473	1,340	3,857	5,060	20,174	6,172	38.36	2.1	10,488
Bountiful.....	25.7	6.46	56,047	8,676	31,361	4,855	9,376	3,491	288	2,868	1,179	6,576	1,512
DUCHESNE G-7.....	5.2	1.34	17,083	12,749	15.4	13.4	12.1	27.5	23.6	10,001	7,463	1,413	359	1,273	82	168	2,635	1,210	2.61	2.9	6,877
EMERY G-9.....	4.4	1.27	10,540	8,299	22.0	15.4	17.5	23.9	12.3	4,195	3,303	661	119	758	32	62	1,307	1,307	2.25	.8	3,904
GARFIELD F-10.....	2.7	.74	7,777	10,509	19.9	13.2	19.5	29.1	15.2	3,477	4,699	569	150	570	158	332	570	1.30	.3	2,286
GRAND H-9.....	9.4	2.82	19,378	6,872	17.2	29.1	19.5	17.9	10.6	11,306	4,009	3,640	287	348	516	77	1,527	3.14	.4	418
IRON D-10.....	12.6	3.56	26,215	7,364	21.2	22.9	21.1	21.0	9.6	23,842	6,697	3,569	941	1,684	548	1,331	8,501	2,575	4.52	.4	8,247
JUAB E-8.....	2.8	.86	9,391	10,920	19.6	18.2	13.5	26.1	18.6	7,412	8,619	1,241	242	325	143	130	2,069	1,749	1.95	.1	2,079
KANE F-11.....	2.7	.76	5,809	7,643	21.4	15.9	23.2	23.8	10.9	3,490	4,592	636	197	238	103	53	226	1,518	.96	.1	1,247
MILLARD D-9.....	5.7	1.59	15,488	9,741	19.1	14.2	14.8	24.0	15.3	13,172	8,284	1,700	414	1,232	40	41	2,329	2,504	2.82	2.0	11,875
MORGAN F-6.....	2.7	.75	6,515	8,687	25.6	18.7	28.0	19.1	7.5	2,881	3,841	491	376	382	164	590	352	1.68	1.1	1,961
PIUTE E-10.....	.5	.14	3,217	22,979	15.3	9.8	21.5	30.1	19.0	591	4,221	99	208	221	221	.53	.4	1,641
RICH F-5.....	1.8	.51	3,363	6,594	22.8	19.2	17.3	18.9	7.1	1,332	2,612	275	622	217	217	.66	.5	3,631
SALT LAKE F-6†.....	455.3	136.06	1,195,175	8,784	14.9	21.9	20.5	23.5	16.7	815,665	5,995	166,435	51,582	107,463	35,299	50,474	168,634	59,977	209.26	4.7	18,270
Murray.....	24.5	6.56	38,793	5,914	47,465	7,236	9,056	2,635	3,257	3,100	1,245	17,885	4,341
Salt Lake City.....	201.2	68.27	656,838	9,621	578,616	8,475	91,660	31,157	97,181	24,251	42,228	136,362	36,674
Salt Lake City Metro Area.....	545.3	158.32	1,373,767	8,677	15.0	22.8	21.0	23.2	15.7	894,731	5,651	188,887	57,055	108,803	39,156	55,534	188,808	66,149	247.62
SAN JUAN H-11.....	12.1	2.89	16,160	5,592	21.7	26.4	17.3	12.9	5.9	7,839	2,712	1,834	571	1,316	149	628	1,653	2.15	1.2	4,023
SANPETE F-8.....	8.9	2.80	21,944	7,837	21.4	14.3	17.8	21.2	12.3	12,195	4,355	2,737	527	1,214	355	517	1,524	1,726	4.77	.9	16,413
SEVIER F-9.....	9.5	2.82	24,979	8,858	20.5	17.6	16.6	25.3	15.7	19,937	7,070	3,499	766	1,988	487	376	5,888	1,630	4.33	.9	12,193
SUMMIT G-6.....	4.5	1.33	14,245	10,711	19.1	14.0	20.3	27.2	17.9	5,941	4,467	700	359	903	143	1,940	532	2.75	1.2	4,645
TOOELE D-6†.....	21.1	5.72	54,979	9,612	18.3	19.1	21.6	24.5	14.6	23,286	4,071	5,921	1,058	2,080	501	790	6,125	2,971	9.36	.8	1,944
UINTAH H-7.....	13.1	3.41	24,914	7,306	24.3	23.9	20.6	15.5	6.8	19,844	5,819	3,691	1,368	3,478	272	620	3,436	2,289	4.67	2.6	5,564
UTAH F-7.....	126.6	32.30	268,284	8,306	18.3	23.5	18.8	21.2	13.6	162,013	5,016	36,544	7,811	19,350	8,307	6,959	30,956	17,764	47.89	4.5	24,137
Orem.....	25.0	6.01	44,773	7,450	22,641	3,767	8,291	585	449	172	1,315	761	3,266
Provo.....	45.2	11.65	95,185	8,224	92,287	7,922	16,134	5,285	14,418	7,240	4,693	20,044	6,720
Provo-Orem Metro Area.....	126.6	32.30	268,284	8,306	18.3	23.5	18.8	21.2	13.6	162,013	5,016	36,544	7,811	19,350	8,307	6,959	30,956	17,764	47.89
WASATCH F-7.....	4.9	1.38	15,279	11,072	15.7	17.5	17.9	25.4	21.2	9,890	7,167	1,675	217	483	223	2,652	1,563	2.51	.7	4,260
WASHINGTON D-11.....	11.2	3.16	22,227	7,034	20.1	17.6	17.2	19.0	13.8	19,080	6,038	3,447	800	1,733	708	312	3,779	2,771	4.41	.5	7,141
WAYNE G-10.....	1.7	.49	3,419	6,978	21.9	15.5	15.4	14.4	11.1	1,012	2,065	97	168	54	357	.69	.4	2,165
WEBER F-5†.....	129.9	37.42	323,878	8,655	13.7	23.2	19.2	25.4	16.4	216,026	5,773	46,566	14,590	26,406	13,573	9,915	40,013	14,890	59.02	3.1	12,054
Ogden.....	80.0	24.74	221,410	8,949	176,450	7,132	32,222	13,012	24,554	12,361	7,521	36,477	9,875
Ogden Metro Area.....	129.9	37.42	323,878	8,655	13.7	23.2	19.2	25.4	16.4	216,026	5,773	46,566	14,590	26,406	13,573	9,915	40,013	14,890	59.02

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

UTAH

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORK

Intermountain Utah Group Intermountain Network

Comprised of:

KALL—Salt Lake City
KLO—Ogden
KOVO—Provo
KDXU—St. George
KXNU—Logan
KOAL—Price

KSYC—Richfield
KVEL—Vernal
KURA—Moab
KUTA—Monticello/
Blanding

Rates: See Intermountain Network under Regional Radio Networks and Groups.

BLANDING

San Juan County—Map Location H-11
See SRDS consumer market map and data at beginning of the State.

KUTA

1961

Media Code 4 246 0300 9.00
Jack Hawkins, Box 790, N. Hwy. 47, Blanding, Utah.
84511. Phone 678-4321.

1. PERSONNEL
President—Jack Hawkins.
Gen'l & Sta. Mgr.—Dale Holmes.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. days; 790 kc. Non-directional.

Operating schedule: 6:00 am-local sunset weekdays;
7:00 am-local sunset Sun. MST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 24a, 24b, 24c,
25a, 26, 28b, 28c, 29a, 29b, 30.

Contracts: 40a, 41a, 42a, 43a, 44a, 45a, 46a, 47a.
Comb.: Cont. Discounts: 60b, 61b, 62a.

Cancellation: 70a, 70c, 71a, 72a, 73a, 73b,
Prod. Services: 80, 81, 82.

Affiliated with MBS Radio Network.
Affiliated with American Information Network.

Member: Intermountain Network.

TIME RATES

ET—Rec'd 11/8/67.

6. SPOT ANNOUNCEMENTS
1 min or less..... 3.00 2.75 2.50 2.25 2.00

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 30 18 12 8 5

DISCOUNTS

13x—4% 104x—12% 280+x—20%
52x—8% 156x—16%

BRIGHAM CITY

Box Elder County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBUH

1948

RAB

Media Code 4 246 0600 2.00
Wade M. Ebeling, 948 W. Forest Rd., Brigham City,
Utah. 84302. Phone 801-723-3401.

1. PERSONNEL
Gen'l & Com'l Mgr.—Wade M. Ebeling.
Program Director—John Greenwell.
Promotion Director—Eula Thompson.

2. REPRESENTATIVES
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Felts & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
1,500 w. days; 800 kc. Non-directional.

Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 times only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 26b,
29a.

Contracts: 40a, 42b, 47a.
Comb.: Cont. Discounts: 60a, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.
Member: Western States Radio Empire.

TIME RATES

Rates effective
Rates received March 4, 1966.

F. PACKAGE PLANS
6 per wk or 52 tl..... 3.75 3.00
12 per wk or 104 tl..... 3.55 2.84
18 per wk or 156 tl..... 3.35 2.68
24 per wk or 208 tl..... 3.15 2.52
30 per wk or 312 tl..... 3.00 2.40

8. PROGRAM TIME RATES
5 min
6 per wk or 52 tl..... 7.50
12 per wk or 104 tl..... 7.10
18 per wk or 156 tl..... 6.70
24 per wk or 208 tl..... 6.30

1/4 hour—2 times 5-minute rate.
1/2 hour—3 times 5-minute rate.

CEDAR CITY

Iron County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

KSUB

1937



EVERY-KNODEL, INC.

Media Code 4 246 0900 6.00
Southern Utah Broadcasting Co., Box 811, Cedar
City, Utah 84720. Phone 801-586-6547.

STATION'S PROGRAMMING DESCRIPTION
KSUB: Programmed for general interest.

Network news, features, personalities. NEWS: local
news 8 times daily. Mobile news unit. SPORTS:
daily network and local programs plus college and
high school play-by-play. FARM: 6-7 am M-S,
county agents, university extension reports. MUSIC:
6-9 am general popular. 10 am-3 pm general popular,
recent middle-of-the-road. 3-5:30 pm current hits.
6-9 pm light classic, standards, showtunes. 9-10 pm
country and western. 10 pm-12M general popular,
dance bands. Equipment and personalities for all
types of remote Community activities, chamber of
commerce promotions, school functions. Contact Rep-
resentatives for further details. Rec'd 11/8/67.

1. PERSONNEL
President—Howard D. Johnson.
Gen'l Mgr. & Prog. Dir.—Donald E. Cartwright.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w.; 590 kc. Directional—night only.
Operating schedule: 6:00 am-midnight. MST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 25a,
26, 28b, 28c, 29a, 30, 32a.

Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a,
47b, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Rates effective October 1, 1965. (Card No. 9.)
Card received October 4, 1965.

Class A—6:30-9:00 am. noon-1:00 pm, 4:00-6:30 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

Class A		Class B	
1 min	30 sec	1 min	30 sec
1 ti	5.25	4.00	2.35
50 ti	4.95	3.45	2.10
250 ti	4.15	2.90	1.70
1000 ti	3.70	2.35	1.35

7. PACKAGE PLANS
ROS Class A and Class B

PER WK: 1 min 30 sec 1/2 sec 1 min 30 sec 1/2 sec
5 ti daily (35 ti wky)..... 4.35 3.00 1.80
10 ti daily (70 ti wky)..... 4.00 2.75 1.45

PER MO: 5 ti daily (140 ti monthly)..... 4.00 2.75 1.45
10 ti daily (280 ti monthly)..... 3.60 2.20 1.30

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 45.50 24.20 14.60 11.00 7.30

DISCOUNTS

50x—10% 250x—15%

10. SPECIAL FEATURES
Flat, ea..... 1.00

5 MINUTE NEWS

5 MINUTE NEWS

5 MINUTE NEWS

5 MINUTE NEWS

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KBLW

1957



Subscriber to the NAB Radio Code
Media Code 4 246 1300 8.00
Peoples Broadcasting Co., Inc., Box 526, 2nd North
810 West, Logan, Utah 84321. Phone 801-752-1890.

STATION'S PROGRAMMING DESCRIPTION
KBLW: Programmed for general interest.

NEWS: on hour, headlines on half hour. MUSIC:
M-Sat 6-8:30 am country and western, 8:30 am-7
pm middle-of-the-road, 7 pm-12M rock and roll
request. Business report noon-12:05 pm, 12:05-1 pm
farm reports and news. Fri live county agent. Sports-
casts: 4 daily. Editorials M-S 8:30 am. Social Cal-
endar 3 daily. Local and regional sports, live home
and away. Telephone interviews, audience discussions
9:05-9:30 am. Participation show 8:25 am. Tourist
Information daily. On spot broadcasting. Sat teen
party 10 pm-12M. See religious and middle-of-the-
road. Contact Representative for further details.
Rec'd 2/5/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Glacus G. Merrill.
Program Director—Daria Dean Merrill.
Sales Manager—Melvin R. Meyer.

2. REPRESENTATIVES
Radio Time Sales/International,
Chicago—National Time Sales.

3. FACILITIES
1,000 w. days, 500 w. nights; 1390 kc. Directional
nights.

Operating schedule: 5-1 am. MST.

4. AGENCY COMMISSION
15/0: 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27,
28b, 29b, 30, 33c.

Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a,
47b, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.
Affiliated with MBS.

15% discount if sold in combination with WKLP.
Keyser, W. Va.

TIME RATES

ET—Rec'd 4/1/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	104x	265x	500x	1600x
3.75	3.50	3.25	3.00	2.75	2.25	2.00
30 sec.	3.00	2.80	2.65	2.50	2.25	2.00

7. PACKAGE PLANS

PER WK, EA: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min..... 3.40 3.10 2.90 2.75 2.50
30 sec..... 3.00 2.70 2.75 2.50 2.00
10 sec..... 1.90 1.70 1.50 1.40 1.25

SATURATION PLAN

12 ti 18 ti 24 ti 30 ti 36 ti

12 ti 18 ti 24 ti 30 ti 36 ti

12 ti 18 ti 24 ti 30 ti 36 ti

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UTAH

Ogden—KANN—Continued

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	60.00	41.25	22.50	18.50	9.00
13 ti	52.50	37.50	20.50	15.00	8.25
26 ti	45.00	33.75	16.50	13.50	7.50
52 ti	30.00	22.25	14.25	12.00	6.75
104 ti	15.00	11.12	7.12	6.00	3.37
156 ti	10.00	7.37	4.87	4.12	2.25
260 ti	6.00	4.50	3.00	2.62	1.50

KLO
1924

RAB

NAB

Subscriber to the NAB Radio Code

Media Code 4 246 2400 5.00
Utah Radio, Inc., Box 1499, Ogden, Utah. 84401.
Phone 801-394-5721.

- PERSONNEL**
President—Cecil Heftel.
General Manager—Kim Ward.
Program Director—Hal Buckner.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w.; 1430 kc. Directional.
Operating schedule: 5:30-1:00 am. MST.
- AGENCY COMMISSION**
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 25a, 26, 27, 28a, 28b, 28c, 29a, 29b, 32b.
Contracts: 40a, 41, 44a, 44b, 46, 48, 49.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 61c.
Cancellation: 70a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.
Member: Intermountain Network.

TIME RATES

ET 7/1/68—Rec'd 5/27/68.	
A—Mon thru Fri 6:30-9:30 am & 4-7 pm.	
B—All other times.	
1 MIN: 1x	6x 12x 18x 24x 30x 36x
A	9.00 7.50 7.00 6.50 6.00 5.50 5.00
B	7.50 6.00 5.50 5.00 4.50 4.00 3.50
20/30 SEC:	
A	6.00 5.35 5.00 4.70 4.35 4.00 3.70
B	5.00 4.30 4.00 3.70 3.35 3.00 2.70
10 SEC:	
A	4.50 4.25 4.00 3.75 3.50 3.25 3.00
B	3.50 3.20 3.00 2.80 2.60 2.40 2.20

1 hr	1/2 hr	1/4 hr	10 min	5 min
125	60% of hour	5 min: 20% of hour		
1/2 hr	40% of hour			

KSVN

- Media Code 4 246 2700 8.00
North American Broadcasting Company, Inc., Box 107, Ogden, Utah 84402. Phone 801-394-8478.
- PERSONNEL**
President—LaVor Wood.
General Manager—John Terrill.
 - REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Felts & Associates.
Denver—Bob Hix Co., Inc.
 - FACILITIES**
1,000 w.; 730 kc. Non-directional.
 - AGENCY COMMISSION**
15%: 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42d, 44a, 45: 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: Western States Radio Empire.

TIME RATES

Rates effective March 1, 1968.
Rates received January 31, 1968.

	1 min	30 sec
6 per wk or 52 ti, ea.	5.50	4.40
12 per wk or 104 ti, ea.	5.20	4.18
18 per wk or 156 ti, ea.	5.00	4.00
24 per wk or 208 ti, ea.	4.70	3.78
30 per wk or 312 ti, ea.	4.40	3.52

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	49.00	29.00	21.00	9.75
26 ti	44.00	26.00	19.00	8.25
52 ti	39.00	23.00	17.00	7.50
104 ti	34.00	20.00	15.00	6.75
156 ti	29.00	17.00	13.00	6.00
260 ti	24.00	14.00	11.00	5.25
500 ti	14.00	9.00	6.75	5.00

KVOG
1948

- Media Code 4 246 3000 2.00
United Broadcasting Co., 1506 Gibson Ave., Ogden, Utah 84404. Phone 801-392-7535.
- PERSONNEL**
Pres. & Gen'l Mgr.—Arch G. Webb.
Assistant Manager—David B. Affleck.
 - REPRESENTATIVES**
Grant Webb & Company.
 - FACILITIES**
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:45 am-midnight.
 - AGENCY COMMISSION**
15%: 10th of following month.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12c, 13c, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28a, 28b, 29, 31, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

ET 4/1/67—Rec'd 9/6/67.

	1 min	30 sec
1 x	5.25	4.00 157 x 3.90 3.20
26 x	4.80	3.75 281 x 3.50 2.95
52 x	4.40	3.50 500 x 3.15 2.50
104 x	4.15	3.45 1000+ x 2.75 2.00

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	30.00	28.00	27.50	27.00	26.50 26.00
1/2 hr	23.00	21.50	21.00	20.50	20.00 19.50
1/4 hr	18.05	14.45	13.65	12.85	12.00 11.20
5 min	8.50	7.55	7.10	6.85	6.35 5.90

PRICE

Carbon County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

KOAL

- Media Code 4 246 3300 6.00
Eastern Utah Broadcasting Co., Price, Utah, 84501.
Phone 801-937-0407.
- PERSONNEL**
President—Jack Richards.
General Manager—Thomas B. Anderson.
 - REPRESENTATIVES**
Edward Petry & Co., Inc.
 - FACILITIES**
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-10 pm weekdays. MST.
 - AGENCY COMMISSION**
15%: no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c, 16.
Basic Rates: 21b, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29b, 30, 32b, 33a.
Contracts: 40a, 44a, 46, 48, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81, 82.
Affiliated with MBS and Keystone Radio Networks.
Member: Intermountain Network.

TIME RATES

No. 26 ET 2/1/68—Rec'd 9/1/68.

1 MINUTE/100 WORDS OR LESS	
1 x	4.55 156 x 4.19
26 x	4.46 260 x 4.00
52 x	4.37 312 x 3.82
104 x	4.28 624 x 3.64

SATURATION ANNOUNCEMENT PLAN	
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.	
B—All other times.	
PER WK:	CLASS A
1 min	14.41 18 ti 2.98 2.73 2.50
30 sec	2.78 2.55 2.37 2.18 2.00
10 sec	1.71 1.60 1.48 1.37 1.25
1 min	CLASS B
30 sec	2.73 2.50 2.28 2.05 1.82
10 sec	2.18 2.00 1.82 1.64 1.46
10 sec	1.37 1.25 1.14 1.03 .91

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	35.00	21.00	14.00	10.50	7.00
26 x	34.30	20.58	13.72	10.29	6.82
52 x	33.60	20.16	13.44	10.08	6.72
104 x	32.90	19.74	13.16	9.87	6.58
156 x	32.20	19.32	12.88	9.66	6.44
260 x	30.80	18.48	12.32	9.24	6.16
312 x	29.40	17.64	11.76	8.82	5.88
624 x	28.00	16.80	11.20	8.40	5.60

PROVO (3-AM; 1 FM)

Utah County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KEY

- Media Code 4 246 3600 9.00
Mid-Utah Broadcasting Co., Drawer K, Provo, Utah 84001. Phone 801-373-2174.
- PERSONNEL**
General Manager—Dave Weiser.
Sales Manager—William Barth.
 - REPRESENTATIVES**
The Sandberg-Glenn Company.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 20 hours daily. MST.
 - AGENCY COMMISSION**
15%: payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Keystone Network.

TIME RATES

ET 10/1/66—Rec'd 9/6/66

	1 min	30 sec	15 sec	200x	300x
1 min	4.00	3.75	3.50	3.25	3.00 2.75
30 sec	3.00	2.85	2.70	2.55	2.40 2.25
15 sec	2.00	1.90	1.80	1.70	1.60 1.50

400+ earns 10% discount off listed end rates.

- PACKAGE PLANS**
PER WK: 1 min 30 sec 15 sec
35 ti 3.30 2.80 1.73
70 ti 2.55 2.15 1.45
- PROGRAM TIME RATES**
5 min 1/4 hr 1/2 hr 1 hr
1 x 18 24 40
13x—5% DISCOUNTS 260x—25%
104x—15%
52x—10% 156x—20%
- SPECIAL FEATURES**
The Joe Pyne Show and Perspective—1 min or 30 sec only, 1 time 3.75.

KFMC (FM)
1967

- Media Code 4 246 3700 7.00
KFMC, University Club Bldg., 136 E. South Temple, Salt Lake City, Utah 84111. Phone 801-364-1801.
- PERSONNEL**
President—Ashley L. Robison.
Vice-Pres. & Gen'l Mgr.—Glenn Shaw.
 - FACILITIES**
ERP 32,000 w. (horiz. & vert.); 96.1 mc. Stereo.
Operating schedule: 6-1 am.
Antenna ht.: ft. above average terrain.
 - AGENCY COMMISSION**
15%: net time; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.
Cancellation: 70a, 70c.

Prod. Services: 80, 81, 82.

No. 1 ET 12/1/67—Rec'd 11/22/67.	
AA—Specified times—5-11 am.	
1 min	10.00 9.00 8.00 7.00 6.00 5.00
30 sec	8.00 7.00 6.00 5.00 4.50 4.00

BEST TIMES AVAILABLE	
(Scheduled 1/3 each, Morning, Afternoon & Evening)	
25x 100x 250x 500x 750x 1000x *2500x	
1 min	7.00 6.50 6.00 5.50 5.00 4.50 4.00
(* Guarantees advertiser an exclusive category.)	
8. PROGRAM TIME RATES	
A—Mon thru Sat 6-10 pm; Sun noon-10 pm.	
B—All other times.	

CLASS A		CLASS B	
1 hr	1/2 hr	1 hr	1/2 hr
100	94	88	82
50	47	44	41
25	23	22	21

KIXX

- Media Code 4 246 3900 4.00
KIXX, Inc., Box 1400, 1400 S. University Ave., Provo, Utah 84601. Phone 801-373-1400.
- PERSONNEL**
Gen'l & Sales Mgr.—Richard T. Dixon.
 - REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Felts & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
 - FACILITIES**
250 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight.
 - AGENCY COMMISSION**
15%: payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 4b, 5, 6a, 7b.
Basic Rates: 21a, 21b, 24b, 25c, 33d.
Contracts: 40c, 47a, 51a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70d, 71b.
Affiliated with MBS.
Member: Western States Radio Empire.

TIME RATES

Rates effective January 31, 1968.
Rates received January 31, 1968.

	1 min	30 sec
6 per wk or 52 ti, ea.	4.50	3.60
12 per wk or 104 ti, ea.	4.25	3.40
18 per wk or 156 ti, ea.	4.05	3.24
24 per wk or 208 ti, ea.	3.80	3.04
30 per wk or 312 ti, ea.	3.60	2.88

	5 min
6 per wk or 52 ti, ea.	8.00
12 per wk or 104 ti, ea.	8.50
18 per wk or 156 ti, ea.	8.10
24 per wk or 208 ti, ea.	7.60

KOVO

- Media Code 4 246 4200 7.00
KOVO, Inc., Box 949, Provo, Utah. 84601. Phone 801-373-8550.
- PERSONNEL**
President—Ashley L. Robison.
Vice-President—Glenn C. Shaw.
Sales Manager—Ross Davis.
 - REPRESENTATIVES**
Edward Petry & Co., Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 960 kc.
Directional—night only.
Operating schedule: 20 hours daily. MST.
 - AGENCY COMMISSION**
15%: time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.

- Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
ET 7/1/68—Rec'd 5/31/66.

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
A	8.50	7.00	6.50	6.00	5.50	5.00
B	7.00	5.50	5.00	4.50	4.00	3.50

A	B
6.50	5.00
5.50	4.00

A	B
5.50	4.00
4.50	3.00

1 hr	1/2 hr	1/4 hr	10 min	5 min
90	60% of hour	5 min: 20% of hour		
1/2 hr	40% of hour	1 min: 13% of hour		

RICHFIELD

SALT LAKE CITY (11 AM; 7 FM)

(including Murray)

Salt Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.Salt Lake Metro Market Group
Intermountain Network

Comprised of:

KOVU—Provo KLO—Ogden

KALL—Salt Lake City
Rates: See Intermountain Network under Regional Radio Networks and Groups.

KALL

1945

SALT LAKE CITY

NAB

R A B

Subscriber to the NAB Radio Code

Media Code 4 246 5100 6.00
Salt Lake City Broadcasting Co., Inc., 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-364-3551, TWX 910-925-5819.

1. PERSONNEL

National Sales Mgr.—Lynn L. Meyer.
Executive Vice President—Homer K. Peterson.
Station Manager—C. Bruce Miller.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 910 kc.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 48.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60h.
Cancellation: 71a.
Prod. Services: 82.
FM facilities: KQMU (FM).
Affiliated with NBC Network.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

No. 68 Eff 8/1/67—Rec'd 7/31/67.

AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
A—Mon thru Fri 9:30 am-4 pm; Sat & Sun 7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.....	20.00	18.00	17.00	16.00	15.00	14.00
30/20 sec.....	18.00	15.00	14.00	13.00	12.00	11.00
10 sec.....	12.00	9.00	8.50	8.00	7.50	7.00
PER WK:	CLASS A					
	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.....	18.00	15.00	14.00	13.00	12.00	11.00
30/20 sec.....	15.00	12.00	11.00	10.00	9.00	8.00
10 sec.....	10.00	7.50	7.00	6.50	6.00	5.50
PER WK:	CLASS B					
	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.....	15.00	13.00	12.00	11.00	10.00	9.00
30/20 sec.....	13.00	10.00	9.00	8.00	7.00	6.00
10 sec.....	9.00	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:	TOTAL AUDIENCE PLAN	1 min	30/20
Plan 1 (8AA, 3A, 2B).....	175	140	
Plan 2 (9AA, 5A, 4B).....	240	192	
Plan 3 (12AA, 7A, 5B).....	300	240	

Spots must be scheduled over 7 day period and rotate within time classification. Total Audience Plan Spots are combinable with all weekly Spots and programs.

10. SPECIAL FEATURES

PER WK:	5 MINUTE NEWSCASTS			
	1 tl	3 tl	6 tl	12 tl
AA.....	25	27	25	23
A.....	23	21	19	17
B.....	20	18	16	14

Minutes, Newscasts, Features, and 30/20 second spots may combine to earn weekly frequency discount. Minutes, Newscasts, Features, and 30/20 second spots, and ID's may combine on the basis of 2 ID's equaling 1 longer spot.

DISCOUNTS
52 wks—10%. Discount applied as earned applicable to consecutive week advertisers only.

KCPX

1922

SALT LAKE CITY

KATZ RADIO
WEST

NAB

Subscriber to the NAB Radio Code

Media Code 4 246 5400 2.00
Screen Gems Broadcasting Corp., 130 Social Hall Ave., Salt Lake City, Utah, 84111. Phone 801-322-5681, TWX 801-521-2365.

1. PERSONNEL

Manager—William E. Wright.
News and Production—Joe Lee.
Program Director—Gary Wooly Waldron.

(This listing continued on next page)

If you don't have cancer, read this.

You've taken an important step in the right direction by starting to read this. Tragically, many people will not.

There is a feeling among many people that cancer is incurable. That a diagnosis of cancer is a death sentence. This is far from true. In fact there are over 1,300,000 Americans alive today who are cured of cancer.

And yet, every year over 90,000 people die of cancers who might have been saved. They die because they go to their doctors too late. Because they don't give medical science a chance to treat and cure what is curable.

By simply going to your doctor once a year for a health checkup, you are doing something essential for your own protection. Early detection and prompt treatment of cancer can make the difference between life and death. For example, a simple, painless examination called the "Pap" test could prevent nearly all deaths from uterine cancer in women.

Through early detection, one out of two of all cancer cases could be cured with what science knows today. But because some people delay seeing their doctors, their cancers are detected too late and doctors are now able to save only one out of three patients.

What about cancers that cannot yet be cured?

Every day research centers throughout the country come a little closer to the answers to cancer's many remaining riddles. Research teams probe for answers to the question of virus causation of cancer. The question of cures by chemotherapy. The question of why some people get cancer and others don't. Your dollars have already bought some answers. But many, many more questions remain. The price for the answers comes very high. They must be paid for. Without these answers, cancer will never be entirely conquered. Do your part. Fight cancer with a checkup. And a check.



American Cancer Society

UTAH

Salt Lake City—KCPX—Continued

- 2. REPRESENTATIVES**
Katz Radio, West.
- 3. FACILITIES**
5,000 w.; 1320 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 14a, 15b, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 28b, 28c, 32b.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61c.
Cancellation: 70c, 71a.
Prod. Services: 82.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

No. 32 Eff 5/1/68—Rec'd 4/22/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.
B—All other times.
(* 6-9 am or 7-10 am.)

1 MIN. PER WK:	AA	A	B
Fixed position	25	22	18
11	22	19	16
6	19	17	14
12	18	16	13
18	17	15	12
24	16	14	11
20/30 sec: 80% of 1 min.	10	9	8

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS
(1/2 AA, 1/2 after 7 pm and/or wknd or 1/3 AA, 1/3 Mon thru Fri 10 am-3 pm, 1/3 all other times)

Per wk.	12 ti	18 ti	24 ti
	174	243	300

SPECIAL WEEKEND PLAN
(Divided equally between Sat & Sun)

Per wknd, ea.	15	14	13
20/30 sec: 80% of 1 min.	10	9	8

- 10. SPECIAL FEATURES**
5-min news programs—1-1/2x applicable minute rate. All announcements, regardless of length or classification, may be cross-combined for discounts. Announcement and program units may not be combined for discount purposes.

KCPX-FM

1947

SALT LAKE CITY

Media Code 4 246 5401 000
Screen Gems Broadcasting Corp., 130 Social Hall Ave., Salt Lake City, Utah, 84111. Phone 801-322-5681.

- 1. PERSONNEL**
Manager—William E. Wright.
News & Production—Joe Lee.
- 2. REPRESENTATIVES**
Katz Radio, West.
- 3. FACILITIES**
ERP 1,200 w.; 98.7 mc.
Operating schedule: 6-1 am. MST.
Antenna ht.: 3,030 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
See KCPX listing for coded regulations.

TIME RATES

Eff 7/7/67. Rec'd 7/7/67.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x
1 min.	5.50	5.25	5.00	4.75	4.25
30 sec.	4.00	3.75	3.50	3.25	3.00
10 sec.	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

WEEKLY

7 CONSEC DAYS:	1 min	30 sec	10 sec
1 per hr (15 per day)	210	145	100
1 every other hr (8 per day)	135	95	70
1 every third hr (5 per day)	85	60	45

MONTHLY

30 CONSEC DAYS:	1 min	30 sec	10 sec
1 per hr (15 per day)	650	450	330
1 every other hr (8 per day)	390	270	215
1 every third hr (5 per day)	300	210	140

YEARLY

12 CONSEC MO:	1 min	30 sec	10 sec
1 per hr (15 per day)	565	380	290
1 every other hr (8 per day)	330	280	185
1 every third hr (5 per day)	250	190	125

KLUB

1939

SALT LAKE CITY



Subscriber to the NAB Radio Code

Media Code 4 246 5700 500
KLUB-KWIC Broadcasting, Div. of Carman Corp., Box 389, 1550 W. 22nd North, Salt Lake City, Utah 84110. Phone 801-350-7794.

- STATION'S PROGRAMMING DESCRIPTION**
KLUB: Programmed for adults. Segued film music, showtunes, standards, light classic. Accent on big strings. Beta announced at conclusion. NEWS: 5 min at :52, expanded news 5-9 am M-F, 3 man department. RELIGION: short non-denominational vignettes. COMMERCIAL POLICY

12 minute maximum per hour, 2 minute maximum per break. No programs prepared by outside sources accepted. Farm, sports in regular newscasts. Each hour opens with 1 min vignette. Contact Representative for further details. Rec'd 11/30/67.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Frank C. Carman.
Vice-President of Sales—Allan Thomas.
Vice-President of Programs—Frank C. McIntyre.
- 2. REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- 3. FACILITIES**
5,000 w.; 570 kc. Directional.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15/0 net time. Bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 23a, 24c, 27, 28b, 28c, 30, 33b.
Contracts: 40a, 42a, 46, 48.
Comb.; Cont. Discounts: 60b, 60e, 60f.
Station operates with a limit of 12 minutes of commercial copy in every hour.
FM facilities: KWIC (FM).
50% of the total number of spots scheduled on AM will be broadcast on FM.

TIME RATES

KLUB/KWIC (FM) COMBINATION RATES
Eff 8/1/68—Rec'd 8/4/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	35.00	31.50	28.00	25.50	23.00	21.00
30 sec.	28.00	25.00	22.50	20.50	18.50	17.00

CLASS A	1 min	30 sec
1 min.	28.00	25.00
30 sec.	22.50	20.00

CLASS B	1 min	30 sec
1 min.	21.00	19.00
30 sec.	17.00	15.00

DISCOUNTS

52 wk—10%.
KWIC (FM) only—20%.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

WKLY, EA:	1 min
Plan I (4AA, 5A, 3B)	20.50
Plan II (8AA, 8A, 4B)	18.00
Plan III (8AA, 10A, 6B)	17.00
Plan IV (10AA, 12A, 8B)	15.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNTS

52 wk—10%.
KWIC (FM) only—20%.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
AA	50	47	43	40
All other times	40	38	34	32

26 wk—5%.
All classes may combine for weekly frequency.

KMOR

1948

MURRAY

Subscriber to the NAB Radio Code

Media Code 4 246 6000 900
O. J. Wilkinson, Box 7383, 4646 E. State St., Murray, Utah 84107. Phone 801-266-4418.

- STATION'S PROGRAMMING DESCRIPTION**
KMOR: Programmed for 16-49 year old market. MUSIC: Emphasis on music which includes light rock, standards and popular music. NEWS: network news on half hour, 2 min local news on hour. Contact Representative for further details. Rec'd 3/17/69.

- 1. PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Joseph L. Dorton.
Sales Manager—Don K. Griffiths.
Program Director—Paul Engeman.
- 2. REPRESENTATIVES**
Adam Young Radio, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 25a, 26, 28b, 28c, 30, 32b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff 4/1/68—Rec'd 3/7/69.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
A—Mon thru Fri 9:30 am-4 pm; Sat & Sun 7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	7.50	7.25	7.00	6.75	6.50	6.25
10 sec.	4.50	4.25	4.00	3.75	3.50	3.25

CLASS AA	1 min	30 sec
1 min.	7.00	6.50
30 sec.	5.50	5.25
10 sec.	3.50	3.25

CLASS B	1 min	30 sec
1 min.	5.00	4.50
30 sec.	4.00	3.50
10 sec.	2.50	2.25

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
Plan 1 (4AA, 5A, 3B)	70	45	35
Plan 2 (8AA, 8A, 4B)	95	78	47
Plan 3 (8AA, 10A, 6B)	118	94	59
Plan 4 (10AA, 12A, 8B)	139	112	70

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
AA	12.00	11.50	11.00	11.50
A	9.50	9.00	8.50	8.00
B	6.00	5.75	5.50	5.25

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	26 wk—7%	52 wk—10%
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KNAK

1945

SALT LAKE CITY

The Eastman Station



Media Code 4 246 6300 300
Granite District Radio Broadcasting Co., 1042 S. 6th West, Salt Lake City, Utah, 84104. Phone 801-364-3685.

- 1. PERSONNEL**
President—Howard D. Johnson.
Station Manager—William (Bill) Hesterman.
- 2. REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**
5,000 w. days; 500 w. nights; 1280 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 24b, 29a, 30.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60d, 60e.
Cancellation: 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

Eff 3/1/67—Rec'd 4/28/67.
AA—Mon thru Fri 8-9 am & 3-8 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-6 pm.
B—Mon thru Sun 6 pm-midnight.
C—Mon thru Sun midnight-6 am.

7. PACKAGE PLANS

MARKET BUSTER PLAN

PER WK:	1 min	30 sec	10 sec
36 ti	14.00	11.20	11.50
30 ti	15.00	12.00	9.20
24 ti	16.00	12.80	10.40
18 ti	17.00	13.60	10.80
12 ti	18.00	14.40	11.60
6 ti	19.00	15.20	12.80
1 ti	22.00	17.60	14.40

CLASS C	1 min	30 sec
1 min.	7.50	7.00
30 sec.	6.00	5.50

Flat 10 sec: 50% of 1-min.

7-DAY SOUND VALUE PLAN

PER WK:	1 ti	6 ti	12 ti	18 ti
21 ti (5 ti/wk may be in AA), ea.	14	12	10	10
28 ti (7 ti/wk may be in AA), ea.	12	10	8	8
35 ti (10 ti/wk may be in AA), ea.	10	8	6	6

7-Day Sound Value Plan spots must be spread proportionately over 7 days. 7-Day Plan spots do not combine with Market Buster Plan for greater discounts.

WEEKEND SPECIAL PLAN

PER WKND:	24 ti	18 ti	12 ti
Ea	13.00	14.00	15.00

Weekend Plan spots must be equally divided between Sat & Sun. Weekend Plan schedules may combine with Market Buster Plan for greater discounts. All ID's are 50% of minute rate on any plan. ID's combine at rate of 2 ID's equal 1-minute for greater discounts.

8. PROGRAM TIME RATES

5 MINUTES

PER WK:	1 ti	6 ti	12 ti	18 ti
AA	40	35	30	25
A	35	30	25	20
B	30	25	20	15
C, flat	15			

1/4 HOUR

PER WK:	1 ti	6 ti	12 ti	18 ti
AA	50	45	40	35
A	45	40	35	30
B	40	35	30	25
C, flat	30			

1/2 HOUR

PER WK:	1 ti	6 ti	12 ti	18 ti
AA	75	70	65	60
A	70	65	60	55
B	65	60	55	50
C, flat	60			

KQMU (FM)

1968



Media Code 4 246 6335 900
Salt Lake City Broadcasting Co., Inc., 312 E. South Temple St., Salt Lake City, Utah 84111. Phone 801-364-3561. TWX 910-925-5819.

- 1. PERSONNEL**
Manager—C. Bruce Miller.
National Sales Manager—Lynn L. Meyer.
Sales Manager—Bennie L. Williams.
- 2. REPRESENTATIVES**
Edward Peiry & Co., Inc.
- 3. FACILITIES**
ERP 24,000 w.; 94.1 mc. Stereo.
Operating schedule: 5 am-midnight. MST.
Antenna ht.: 3,030 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; bills payable 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 48.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60h.
Cancellation: 71a.
Prod. Services: 82.
AM facilities: KALL.

TIME RATES

No. 1 Eff 12/1/68—Rec'd 1/29/69.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
A—Mon thru Fri 9:30 am-4 pm; Sat & Sun 7am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	8.50	8.00	7.50	7.00	6.50	6.00
20/30 sec.	7.00	6.50	6.00	5.50	5.00	4.50

CLASS AA	1 min	30 sec
1 min.	8.00	7.50
20/30 sec.	6.50	6.00

CLASS B	1 min	30 sec
1 min.	7.50	7.00
20/30 sec.	6.00	5.50

KRGO

1956

SALT LAKE CITY



KSOP
1955
SALT LAKE CITY

Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code

Media Code 4 246 6900 0.00
KSOP, Inc. Box 15588, Salt Lake City, Utah 84115.
Phone 801-484-4435.

STATION'S PROGRAMMING DESCRIPTION
KSOP: Programmed for adults.
MUSIC: country and western. 3 min of news, local, regional and national every hour on hour. AIR FEEL-SONALITIES all times. Features: farm report 6:30 am, county agent 8:50 am, job report 9:20 am market report noon. RELIGIOUS: hymn of hour daily. 7-10 am Sun sermons. Origination, remote for on scene broadcasting. Staff, 8 piece band. Contact Representative for further details. Rec'd 8/30/68.

- PERSONNEL**
President—M. H. Hilton.
Gen'l & Sales Mgr.—Henry Hilton.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Associates, Inc.
- FACILITIES**
1,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 41, 42a, 42c, 44b, 45, 46, 47a, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62c, 62d.
Cancellation: 70a, 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 13 ET 5/1/68—Rec'd 4/18/66.

- PACKAGE PLANS**
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.

	1 MINUTE CLASS AA			
	6 t	12 t	18 t	24 t
1 wk	11.00	10.50	10.00	9.50
13 wk	10.50	10.00	9.50	9.00
40 wk	10.00	9.50	9.00	8.50
52 wk	9.50	9.00	8.50	8.00

	CLASS A			
	6 t	12 t	18 t	24 t
1 wk	9.00	8.75	8.50	8.25
13 wk	8.75	8.50	8.25	8.00
40 wk	8.50	8.25	8.00	7.75
52 wk	8.25	8.00	7.75	7.50

- SPECIAL FEATURES**
5-minute News or Features—1-1/2 x applicable minute rate.

KSOP-FM
1964
SALT LAKE CITY

Subscriber to the NAB Radio Code
Media Code 4 246 6901 8.00
KSOP, Inc., Box 15588, 2320 S. 1300 West, Salt Lake City, Utah, 84115. Phone 801-484-4435.

STATION'S PROGRAMMING DESCRIPTION
KSOP-FM: Programmed for adults.
MUSIC: country and western. NEWS: 5 min news-cast on hour, emphasis on local. Weather on half hour. Calendar of local and civic events daily feature. Commercials clustered on quarter hour, maximum of 3 minutes per cluster. Contact Representative for further details. Rec'd 10/16/67.

- PERSONNEL**
President—M. H. Hilton.
Gen'l & Comm'l Mgr.—Henry Hilton.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Associates.
- FACILITIES**
ERP 25,000 w.; 104.3 mc.
Operating schedule: 24 hours a day. MST.
Antenna ht.: 110 ft. above average terrain.
- AGENCY COMMISSION**
15/2% time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 27, 28a, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 4 ET 10/1/67—Rec'd 9/5/67.

- SPOT ANNOUNCEMENTS**
FIXED POSITIONS—5 am-midnight
1 min..... 10.25 8.95 8.45 9.05 8.85 8.45 *8.05
30 sec..... 9.25 8.90 8.55 8.20 7.85 7.50 7.15

	ROS—5 am-midnight			
	1 min	30 sec	15 sec	10 sec
1 min	8.75	8.35	7.95	7.55
30 sec	8.00	7.65	7.30	6.95

	8. PROGRAM TIME RATES			
	1 hr	1/2 hr	1 hr	1/2 hr
1 x	82.00	50.00	104 x	72.00
13 x	70.50	48.50	156 x	69.50
26 x	77.00	47.00	208 x	67.00
52 x	74.50	45.50	312 x	64.50

(This listing continued on next page)

PER YR: 1 min 30 sec 10 sec
1000 3.00 2.00 1.10

- SPECIAL FEATURES**
NEWSCASTS
5-min, Mon thru Fri, per mo..... 280

HEADLINE NEWS
SPONSORSHIP at :60 13 wk 26 wk 52 wk
5 min..... 8.00 7.50 6.00
Open and closing billboards and 1 1-min commercial.
SPONSORSHIP at :30 6.00 5.00 4.00
2 min..... 6.00 5.00 4.00
Open and closing billboards and 1 30-sec commercial.

WEATHERCASTS
SPONSORSHIP 1 1/2-min..... 5.25 4.75 3.75
Open and closing billboards and 1 30-sec commercial.

KSL
1922
SALT LAKE CITY

METRO RADIO SALES

Subscriber to the NAB Radio Code
Media Code 4 246 6600 6.00
KSL, Inc., Broadcast House, Salt Lake City, Utah
84111. Phone 801-355-4641.

- PERSONNEL**
President—Arch L. Madsen.
Vice-Pres. & Gen'l Sales Mgr.—Joseph A. Kjar.
National Sales Manager—Robert O. Pussay.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
50,000 w.; 1160 kc. Non-directional.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
Contracts: 40c, 44a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

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General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
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Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
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Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
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General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
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Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
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Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
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General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
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Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
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Operating schedule: 24 hours daily.
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- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
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Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
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Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
Contracts: 40c, 44a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

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Operating schedule: 24 hours daily.
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15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
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- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
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Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
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National Sales Manager—Robert O. Pussay.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
50,000 w.; 1160 kc. Non-directional.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
Contracts: 40c, 44a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

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National Sales Manager—Robert O. Pussay.
- REPRESENTATIVES**
Metro Radio Sales.
- FACILITIES**
50,000 w.; 1160 kc. Non-directional.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
Contracts: 40c, 44a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

Salt Lake City—Continued
KRSP
1967
SALT LAKE CITY

Media Code 4 246 6450 6.00
Holiday Broadcasting Co., 1130 W. 5200 S., Salt Lake City, Utah, 84107. Phone 801-262-5541.

STATION'S PROGRAMMING DESCRIPTION
KRSP: Programmed for adult audience.
Middle-of-the-road music with national, international, regional and local news including sports. NEWS: 5 min at :30 & 2 min at :30. Employ 1 & 2 min informational vignettes on the unusual. COMMERCIAL POLICY: limited to 12 commercials per hour. M-F: 6-9 am middle-of-the-road music, standards aimed at adults and commuters. 9-11 am & 11 am-1 pm standards, news and vignettes for commuters. 1-4 pm middle-of-the-road music, showtunes, standards and vignettes. 4 pm-sign-off standards, news and vignettes for commuters, home and office. Weekends: same programming format except for special sports off network available and special interest features nationally and locally. Contact Representative for further details. Rec'd 3/5/69.

- PERSONNEL**
General Manager—Ralph J. Carlson.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
10,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 41, 42a, 42c, 44b, 45, 46, 47a, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62c, 62d.
Cancellation: 70a, 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

- PERSONNEL**
General Manager—Ralph J. Carlson.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
10,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 41, 42a, 42c, 44b, 45, 46, 47a, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62c, 62d.
Cancellation: 70a, 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

- PERSONNEL**
General Manager—Ralph J. Carlson.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
10,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 41, 42a, 42c, 44b, 45, 46, 47a, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62c, 62d.
Cancellation: 70a, 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

UTAH

Salt Lake City—KSOP-FM—Continued

TIME RATES

Est 11/10/66—Rec'd 8/16/67.

7. PACKAGE PLANS

PER WK:	1 MINUTE	15 MINUTE	30 MINUTE	45 MINUTE	1 HOUR
1 wk	6.00	12.00	18.00	24.00	36.00
13 wk	5.75	11.50	17.25	22.50	33.75
40 wk	5.50	11.00	16.50	21.75	32.50
52 wk	5.25	10.50	16.00	21.25	31.75

30 sec or less: 80% of 1-min.
10 sec or less: 50% of 1-min.
Flights need not be consecutive to earn weeks used within the year discounts. Class AA and Class A announcements may be combined for discounts. Minute and 20 second or 30 second announcements may be combined for discounts with 2 20- or 30-second announcements counting as 1 minute. 10-second announcements do not earn discounts for minutes or station breaks.

10. SPECIAL FEATURES

5 minute News or Features—1-1/2 time applicable minute rate.

KSXX

1960

SALT LAKE CITY



Media Code 4 246 7200 4.00
Star Broadcasting Co., 364 S. State St., Salt Lake City, Utah. 84111. Phone 801-355-6233.

1. PERSONNEL

General Manager—Stanley D. Bush.
Station Manager—Paul R. Droubay.
Program Director—Bill Terry.

2. REPRESENTATIVES

J. A. Lucas & Co., Inc./ALCO.

3. FACILITIES

1,000 w.; 630 kc. Directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

No. 6 Est 5/1/68—Rec'd 4/1/68.

A—Mon thru Fri 6:30-9:30 am & 4-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	A		B	
	1 wk	13 wk	1 wk	13 wk
1 min	10.00	8.50	7.50	8.00
15 min	9.75	8.25	7.25	7.75
30 sec	9.50	8.00	7.00	7.50
45 min	9.25	7.75	6.75	7.25
1 hr	9.00	7.50	6.50	7.00

10. SPECIAL FEATURES

NEWSCASTS
5 TI PER WK: 13 wk 26 wk 52 wk
10 min 25.00 22.50 20.00
15 min 18.00 16.50 15.00

KWHO

1955

SALT LAKE CITY

Media Code 4 246 7500 7.00
Reese C. Anderson, 512 E. 2nd St., South, Salt Lake City, Utah. 84102. Phone 801-322-5819.

STATION'S PROGRAMMING DESCRIPTION

KWHO: Programmed for adults.
Sign-on-9 am, light classical music, news, weather, time, business news, 9-9:15 am, community news and announcements. 9:15-noon, classical music, symphonies, tone poems, concertos, suites. Noon-12:15 pm news, 12:15-2 pm, popular orchestral music, news. 2-4 pm, classical music, symphonies, quartets, ballets, concertos, sonatas, news. 4 pm-sign-off. Light classics, news, weather, time, guest interviews. NEWS: local, national, international at :55, 15 min newscasts at noon & 6 pm. Foreign language programming; Spanish 1 hour per week, German 1 hour per week. Contact Representative for further details. Rec'd 4/2/60.

1. PERSONNEL

Owner & Manager—Reese C. Anderson.

2. REPRESENTATIVES

AAA Representatives.

3. FACILITIES

1,000 w. 880 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KWHO-FM.

4. AGENCY COMMISSION

15%, 10th of month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12f, 13a, 14f, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 33a.

Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

Est 10/1/66—Rec'd 0/1/66.

SPOT ANNOUNCEMENTS	1x 26x 52x 104x 156x 260x 365x						
	1 min	10.50	10.00	9.50	9.00	8.50	8.00
20/30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.25	5.00	4.75	4.50	4.25	4.00	3.75

7. PACKAGE PLANS

SPOTS PER DAY:	1-min. ea	10 1-min. ea	7.50
5 1-min. ea	8.00	10 1-min. ea	7.50
5 30-sec. ea	5.50	10 30-sec. ea	5.00

8. PROGRAM TIME RATES

	1x 26x 52x 104x 156x 260x 365x
1 hr	90.00 85.00 80.00 75.00 70.00 65.00 60.00
1/2 hr	58.00 51.00 48.00 45.00 42.00 39.00 36.00
1/4 hr	36.00 34.00 32.00 30.00 28.00 26.00 24.00
5 min	22.50 21.25 20.00 18.75 17.50 16.25 15.00

10. SPECIAL FEATURES

Weather forecasts—1-minute rate. Includes 10 seconds of commercial copy.

KWHO-FM

1965

SALT LAKE CITY

Subscriber to the NAB Radio Code

Media Code 4 246 7501 5.00
Irene C. Anderson, dba Radio Station KWHO-FM, 512 E. 2nd South, Salt Lake City, Utah 84102. Phone 801-322-5819.

STATION'S PROGRAMMING DESCRIPTION

KWHO-FM: Programmed for adults.
Classical music and news. Sign-on-7 pm, light classical music, weather, time, guest interviews. 7-8 pm, chamber music, baroque and pre-baroque. 8-10 pm, major classical works, symphonies, tone poems, suites, ballets, concertos, oratorios. 10-10:15 pm, major national, international news. 10:15-11 pm, classical music. Contact Representative for further details. Rec'd 8/25/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Reese C. Anderson.
Program Director—Virginia A. Hughes.

2. REPRESENTATIVES

AAA Representatives.

3. FACILITIES

ERP 37,000 w.; 93.3 mc. Stereo.
Operating schedule: 4-11 pm. MST.
Antenna ht.: 283 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KWHO.

4. AGENCY COMMISSION

15/2 time; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12f, 13a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

Est 10/1/66—Rec'd 0/1/66.

SPOT ANNOUNCEMENTS	1x 26x 52x 104x 156x 260x 365x						
	1 min	10.50	10.00	9.50	9.00	8.50	8.00
20/30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.25	5.00	4.75	4.50	4.25	4.00	3.75

7. PACKAGE PLANS

PER DAY:	1-min. ea	10 1-min. ea	7.50
5 1-min. ea	8.00	10 1-min. ea	7.50
5 30-sec. ea	5.50	10 30-sec. ea	5.00

8. PROGRAM TIME RATES

	1x 26x 52x 104x 156x 260x 365x
1 hr	90.00 85.00 80.00 75.00 70.00 65.00 60.00
1/2 hr	58.00 51.00 48.00 45.00 42.00 39.00 36.00
1/4 hr	36.00 34.00 32.00 30.00 28.00 26.00 24.00
5 min	22.50 21.25 20.00 18.75 17.50 16.25 15.00

10. SPECIAL FEATURES

Weather forecasts—1-minute rate. Includes 10 seconds of commercial copy.

KWIC (FM)

1961

SALT LAKE CITY



Subscriber to the NAB Radio Code

Media Code 4 246 7600 5.00
KLUB-KWIC Broadcasting, Div. of Carman Corp., Box 389, 1550 W. 22nd North, Salt Lake City, Utah 84110. Phone 801-350-7704.

STATION'S PROGRAMMING DESCRIPTION

KWIC (FM): Programmed for adults.
Segued film music, showtunes, standards, light classics. Accent on big strings. Sets announced at conclusion. NEWS: 1 min at :45. RELIGION: short non-denominational vignettes. COMMERCIAL POLICY: 6 minute maximum per hour. No programs prepared by outside sources accepted. Contact Representative for further details. Rec'd 8/4/69.

1. PERSONNEL

Pres. & Gen'l Manager—Frank C. Carman.
Vice-President Sales—Allan Thomas.
Vice-President Programs—Frank C. McIntyre.

2. REPRESENTATIVES

McGavren-Guild—PGW Radio, Inc.

3. FACILITIES

ERP 19,000 w. (horiz.), 13,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 3,650 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 23a, 24c, 27, 28b, 28c, 30, 33b.
Contracts: 40a, 42a, 46, 48.
Comb.: Cont. Discounts: 60b, 60c, 60f.
AM facilities: KLUB.

TIME RATES

Sold in combination with KLUB. See that listing for rates.

SPANISH FORK (1 AM; 1 FM)

Utah County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

KONI

1960

SALT LAKE CITY



Media Code 4 246 8100 5.00
Pioneer Broadcasting Co., 2500 South Main, Spanish Fork, Utah. 84660. Phone 801-489-5168.

STATION'S PROGRAMMING DESCRIPTION

KONI: Programmed for adults.
MUSIC 100%; western. NEWS: 4 major newscasts daily plus five 5 min summaries. Radio news international audio news actualities daily plus AP wire service plus several daily recorded commentaries. FARM: major farm programs morning and noon. COMMERCIAL POLICY: no double spotting; Rec'd 3/10/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—George K. Culbertson.
V. P. & Prog. Dir.—Mrs. Charlotte L. Culbertson.

3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KONI-FM.

4. AGENCY COMMISSION

15/2 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 71a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Est 4/1/69—Rec'd 3/10/69.

6. SPOT ANNOUNCEMENTS

PER WK:	25x 50x 100x 250x 500x 1000x 2000x						
	1 min	2.60	2.45	2.25	2.05	1.90	1.80
30 sec	1.90	1.80	1.70	1.60	1.45	1.35	1.25
10 sec	1.35	1.30	1.23	1.13	1.03	.95	.87

7. PACKAGE PLANS

PER WK:	10 TI 20 TI 30 TI 40 TI 50 TI 60 TI 75 TI						
	1 min	2.50	2.30	2.10	2.00	1.80	1.75
30 sec	1.80	1.60	1.45	1.40	1.35	1.25	1.22
10 sec	1.25	1.15	1.05	1.00	.95	.90	.87

8. PROGRAM TIME RATES

PER YR:	1x 26x 52x 104x 260x 312x 624x
5 min	8.28 4.92 4.73 4.48 4.12 4.00 3.74
10 min	7.92 4.58 4.39 4.14 3.78 3.67 3.41
1/4 hr	10.57 9.84 9.48 8.93 8.23 8.00 7.47
1/2 hr	15.80 14.70 14.18 13.35 12.32 12.00 11.40
1 hr	26.40 24.55 23.05 22.25 20.55 20.00 18.65

KONI-FM

1967

Media Code 4 246 8101 3.00
Pioneer Broadcasting Co., RFD 1, Box 80-A, Spanish Fork, Utah 84660. Phone 801-489-5168.

STATION'S PROGRAMMING DESCRIPTION

KONI-FM: See KONI listing for station's programming description.

1. PERSONNEL

Pres. & Sta. Mgr.—George K. Culbertson.
Program Director—Charlotte L. Culbertson.

3. FACILITIES

ERP 220 w.; 106.3 mc. Stereo.
Operating schedule: 5 am-10 pm. MST.
Antenna ht.: 920 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am & local sunset-10 pm. For simulcast facilities see KONI.

4. AGENCY COMMISSION

15% on time and talent; 2% cash discount. Bills payable 10th of month.

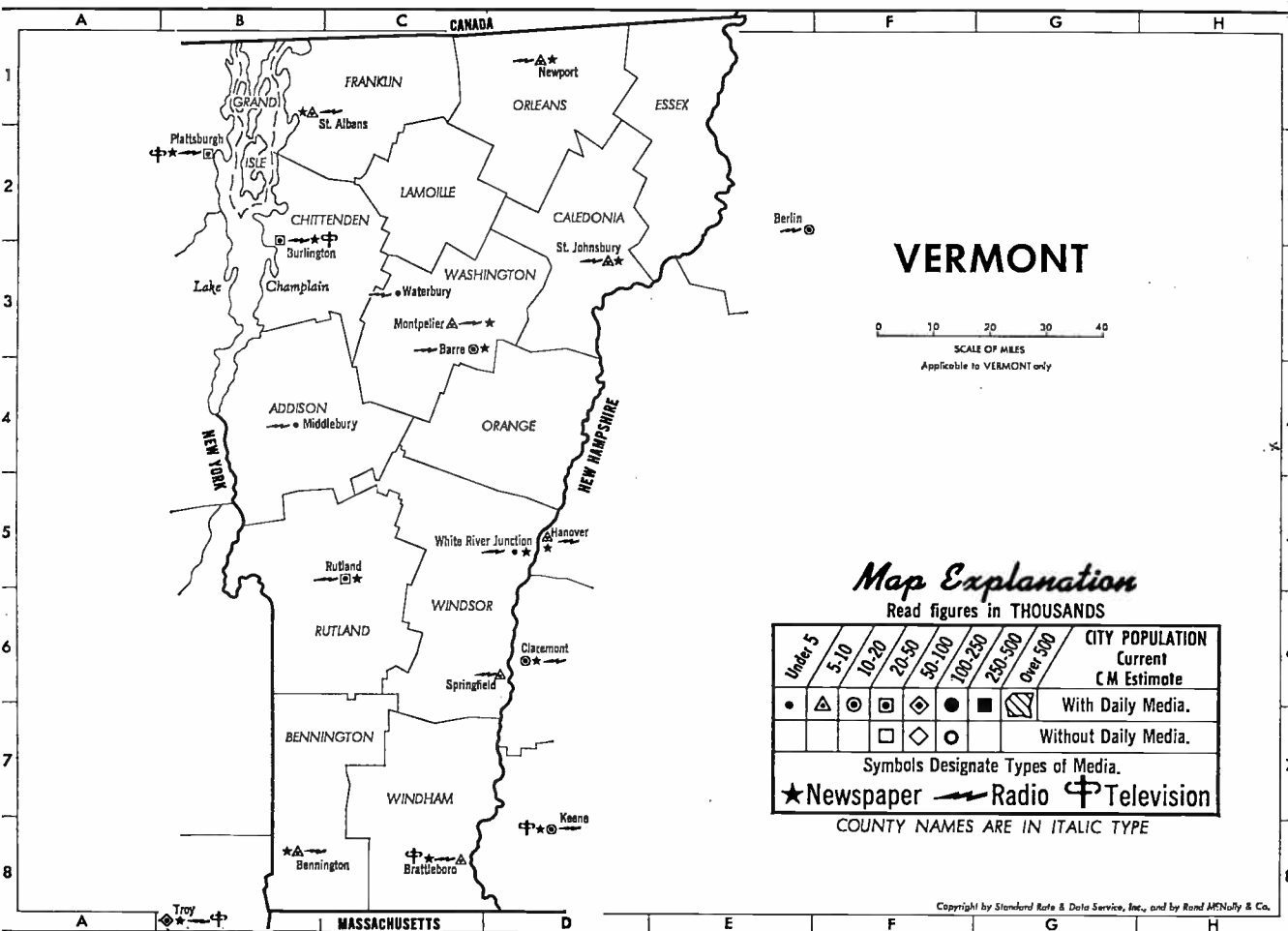
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL..... 500



State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Burlington—Chittenden Montpelier—Washington Rutland—Rutland

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

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—1968		Retail Sales—1968 By Selected Store Types					Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)
			Per Household (\$000)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)				
VERMONT STATE TOTALS.....	423.7	124.05	1,125,399	9,072	19.1 20.7 17.1 22.3 14.9	771,983	6,223	174,682	18,991	85,075	33,214	30,961	158,703	57,031	170.41	34.8	160,409
ADDISON B-4.....	21.9	5.86	47,802	8,157	22.0 18.6 17.0 19.4 11.1	34,026	5,806	7,351	966	1,715	1,081	944	7,098	3,467	8.12	3.9	20,562
BENNINGTON B-7.....	27.9	8.60	78,408	9,117	18.8 22.6 18.7 21.1 14.1	58,742	6,830	12,844	1,428	4,150	2,666	2,710	11,316	3,737	11.61	1.1	5,177
CALEDONIA D-2.....	23.2	7.14	61,506	8,614	21.2 18.6 17.1 21.7 13.9	50,104	7,017	10,376	1,045	7,022	3,500	1,344	9,536	3,826	10.90	2.8	12,047
CHITTENDEN B-2.....	86.9	24.05	230,189	9,571	17.0 20.5 16.8 24.6 17.5	155,078	6,448	37,289	3,515	27,560	6,812	6,746	27,589	8,652	29.43	3.0	17,021
Burlington.....	42.9	12.62	116,145	9,203	74,711 5,920 12,489 2,484 12,649 5,080 5,224 17,012 3,491	74,711	5,920	12,489	2,484	12,649	5,080	5,224	17,012	3,491
ESSEX E-1.....	6.3	1.79	15,085	8,427	22.8 21.5 18.7 21.6 11.4	4,144	2,315	1,065	241	670	7	73	223	267	2.85	.5	2,083
FRANKLIN C-1.....	31.6	8.97	71,603	7,982	20.7 19.2 16.1 21.1 11.3	47,562	5,302	11,525	1,233	3,815	1,594	1,977	10,488	3,780	13.24	4.5	22,013
GRAND ISLE B-1.....	2.9	.87	7,053	8,107	19.9 16.2 16.1 18.6 12.8	4,390	5,046	1,266	537	553	409	1.40	.7	2,685
LAMOILLE C-2.....	11.4	3.30	26,157	7,926	21.9 22.2 15.8 17.9 10.2	21,050	6,379	4,271	909	1,248	305	463	4,045	1,726	4.52	1.7	6,992
ORANGE D-4.....	16.4	4.76	39,146	8,224	23.0 19.6 15.4 21.2 11.6	24,751	5,200	4,985	704	1,873	352	967	4,886	2,003	7.19	2.9	12,554
ORLEANS D-1.....	20.2	5.78	52,331	9,054	20.3 17.6 15.9 22.5 13.7	39,610	6,853	8,157	895	5,954	1,204	1,128	8,292	3,145	8.75	3.9	18,422
RUTLAND C-6.....	50.4	15.05	139,066	9,240	18.6 19.2 17.0 23.6 16.2	99,569	6,616	22,869	2,054	12,876	5,873	4,169	21,464	7,074	20.77	2.9	12,835
Rutland.....	20.0	6.42	63,428	9,880	62,461 9,729 13,559 1,343 9,172 5,457 2,998 13,707 3,999	62,461	9,729	13,559	1,343	9,172	5,457	2,998	13,707	3,999
WASHINGTON C-3.....	45.6	13.51	127,610	9,446	18.9 22.2 17.7 21.8 15.8	82,755	6,125	19,049	1,503	7,786	3,914	4,860	18,810	6,228	18.45	2.6	8,577
Montpelier.....	9.8	3.25	31,569	9,714	21,789 6,704 3,338 578 597 1,356 1,442 5,829 1,912	21,789	6,704	3,338	578	597	1,356	1,442	5,829	1,912
WINDHAM C-7.....	32.9	10.20	94,208	9,236	18.0 23.6 16.9 22.1 15.5	70,570	6,919	15,961	2,040	5,651	3,259	2,120	13,392	4,839	13.30	1.5	7,716
WINDSOR C-6.....	46.1	14.17	135,235	9,544	18.2 20.4 18.2 22.8 16.8	79,632	5,620	17,674	2,458	4,218	2,647	3,460	21,011	7,878	19.88	2.8	11,725

VERMONT

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORK

North Country Stations, The

Comprised of:
WTWN—St. Johnsbury **WIKI**—Newport
 Media Code 4 247 0530 9.00
 Box 249, Concord Ave., St. Johnsbury, Vt. 05819.
 Phone 802-748-2344.

- PERSONNEL
 General Manager—E. Dean Finney.
 Assistant Manager—Douglas N. Drown.
- REPRESENTATIVES
 Jack Masla & Co., Inc.

New England—New England Spot Sales.
 Canada—Andy McDermott Sales, Ltd.

- AGENCY COMMISSION
 15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 28a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 61c.
 Cancellation: 71a, 73a.
 Affiliated with CBS Radio Network.
 Earned rate applies if contract is cancelled.

TIME RATES
 Eff 8/1/68—Rec'd 5/24/68.

- SPOT ANNOUNCEMENTS
 1x 25x 52x 104x 156x 260x 312x 520x
 1 min 9.00 8.50 8.00 7.75 7.35 7.00 6.50 5.85
 30 sec 7.20 6.75 6.30 5.95 5.50 5.20 4.75 4.05
- PACKAGE PLANS
 WKLY: 12 tl 20 tl 30 tl 40 tl
 1 min..... 97.00 144.00 202.50 252.00
 30 sec..... 81.00 128.00 175.50 218.00
 10 sec..... 65.00 90.00 121.50 144.00

- PROGRAM TIME RATES
 See individual listings. Same group discounts as for announcements.

BARRE-MONTPELIER (2 AM)

Washington County—Map Location C-3
 See SRDS consumer market map and data at beginning of the State.

WSKI

1947
MONTPELIER
 Subscriber to the NAB Radio Code
 Media Code 4 247 1060 8.00
 The Green Mt. Broadcasting Co., Inc., 94 Main St.,
 Montpelier, Vt. 05602. Phone 802-223-5275. TWX
 802-223-5275. Barre: 802-478-5221.
 Other Studios—14 N. Main St., Barre, Vt. Phone
 802-478-5221.

- PERSONNEL
 Pres. & Gen. Mgr.—Daniel B. Ruggles, III.
 Barre Manager—Victor Lavin.

- REPRESENTATIVES
 New England—Bill Creed Associates, Inc.
 Other Areas—Call station collect.
 - FACILITIES
 1,000 w. days, 250 w. nights; 1240 kc.
 Non-directional.
 Operating schedule: 8:00-12:05 am weekdays; 8:00-12:05 am Sun. EST.
 - AGENCY COMMISSION
 15% on time only. No cash discount.
 - GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 24c, 25c, 28c,
 20a, 33a.
 Contracts: 40a, 45, 46, 47a.
 Comb.: Cont. Discounts: 60d, 60e.
 Prod. Services: 83.
 Affiliated with American Entertainment Network.
- TIME RATES**
 Eff 7/1/68—Rec'd 5/17/68.
 (This listing continued on next page)

VERMONT

Barre-Montpelier—W S K I—Continued

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	52x	104x	156x	260x
	6.00	5.75	5.25	5.00	4.50	4.00

7. PACKAGE PLANS

SATURATION PLAN

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	5.00	4.50	4.00	3.75	3.50
30 sec.	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
	40	20	15	8

DISCOUNTS

13x-5%	52x-15%	156x-25%
26x-10%	104x-20%	260x-30%

WSNO

1959

BARRE

RAB

Media Code 4 247 1590 2.00
Robert I. Kimmel and Basile W. Grad, Box 1, Jacques St., Barre, Vt. 05641. Phone 802-476-4168.

- PERSONNEL**
Station Manager—Alan H. Noyes.
Program Director—Mike Donovan.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Boston—Harold H. Segal & Company.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5-12:15 am. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES
ET 2/1/68—Rec'd 3/8/68.

7. PACKAGE PLANS

PER WK:	5 ti	7 ti	10 ti	14 ti	21 ti	28 ti	35 ti	50 ti
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60
30 sec	3.00	2.90	2.75	2.65	2.50	2.40	2.30	2.20

8. PROGRAM TIME RATES

1 x	1/2 hr	1/4 hr	10 min	5 min
	24	16	12	8

BENNINGTON

Bennington County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WBTV

1953

RAB

Subscriber to the NAB Radio Code
Media Code 4 247 2120 7.00
Catamount Broadcasters, Inc., Box 580, Harwood Hill, U. S. Route 7, Bennington, Vt. 05201. Phone 802-442-6321.

- PERSONNEL**
Pres. & Sta. Mgr.—(Mrs.) Belva C. Kayworth.
- REPRESENTATIVES**
Grant Webb & Company.
Boston—Nona Kirby Co.
- FACILITIES**
1,000 w.; 1370 kc. Non-directional.
Operating schedule: 6:30 am-6:30 pm weekdays; 9:00 am-6:30 pm Sun. EST. DST.
- AGENCY COMMISSION**
15% on time charges only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72.
Prod. Services: 80, 82.

TIME RATES
Rates effective January 1, 1961. (Card No. 8.)
Card received March 6, 1961.

6. SPOT ANNOUNCEMENTS

1 minute or less:	6.00	104 times	5.00
18 times	5.75	156 times	4.75
26 times	5.50	312 times	4.50
52 times	5.25	1,000 times	4.25

7. PACKAGE PLANS
(Maximum of 4 changes in copy per week)

1 minute or less:	125.00	80 per week	328.00
25 per week	176.00		

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	65.00	50.00	30.00	20.00
13 times	55.00	45.00	25.00	18.00
26 times	50.00	40.00	23.00	12.00
52 times	47.50	37.50	21.00	15.00
104 times	45.00	35.00	19.50	14.00
156 times	42.50	32.50	18.00	13.00
312 times	40.00	30.00	16.00	9.00

BRATTLEBORO (2 AM)

Windham County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WKVT

1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 247 2650 3.00
Radio Brattleboro, Inc., Box 818, William & Larkin Sts., Brattleboro, Vt. 05301. Phone 802-254-2343.

- STATION'S PROGRAMMING DESCRIPTION**
WKVT: Programmed for adults.
MUSIC: popular, middle-of-the-road. NEWS: network 10 min on hour, 5 min on half hour. Local news 6 am, 6:30 am, 7 am, 7:30 am, 8:10 am, 8:35 am. Local news summaries after all network news programs. News specials noon-12:20 pm, 6-6:30 pm, 11-11:10 pm. 2 mobile units, transmitter, A.P. SPORTS: major league baseball, little league baseball, high school and college football and basketball, professional football, ski jumps and races, all carried live. Sports reports, ski reports throughout day. Weather reports: 15 & 45. Farm news M-F 5:55 am, Sat 12:15 pm. Woman's show M-F 1:10-1:30 pm. Sat opera in season. Sun 10:30-12M classical music. Contact Representative for further details. Rec'd 11/8/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—David E. Parnigoni.
Director of Broadcast Operations—David S. Calef.
- REPRESENTATIVES**
Grant Webb & Company, Inc.
Boston—Harold H. Segal & Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5-11 am.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 20b, 21b, 21c, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 42b, 44a, 45, 50.
Comb.; Cont. Discounts: 60e, 60f, 62d.
Cancellation: 70e, 71a.
Prod. Services: 82.
Affiliated with CBS Radio Network.

TIME RATES
ET 4/1/67—Rec'd 2/15/67.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	7.00	6.00	156 x
13 x	6.50	5.50	280 x
26 x	6.00	5.00	312 x
52 x	5.50	4.50	520 x
104 x	5.00	4.00	
10 sec: 50% of 1 min.			

7. PACKAGE PLANS

1 wk	5.00	15 ti	20 ti	25 ti	30 ti
13 wk	4.75	4.50	4.25	4.00	
26 wk	4.00	3.75	3.50	3.25	3.00
52 wk	3.75	3.50	3.25	3.00	2.75
20/30 sec: 80% of 1-min.					8/10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 x	80	156 x	65
13 x	78	280 x	64
26 x	74	312 x	63
52 x	71	520 x	62
104 x	66		
1/2 hr: 75% of hour.		10 min: 25% of hour.	
1/4 hr: 60% of hour.		5 min: 15% of hour.	

WTSA

1950

Subscriber to the NAB Radio Code
Media Code 4 247 3100 0.00
Southern Vermont Broadcasters, Box 819, Putney Rd., Brattleboro, Vt. 05301. Phone 802-254-4577.

- STATION'S PROGRAMMING DESCRIPTION**
WTSA: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS 5 min every hour at :55 & :25. FARM report every morning at 6:15 am. Weather reports every hour at :20 past and :25 till the hour. 6-10 am general popular music. 10 am-noon general popular music with 10 min of news at 11:50-noon. Noon-12:55 pm open mike show with discussions on local issues and listener participation. 1-6 pm general popular music with news headlines at the quarter hour. 10 min of news at 5:50 pm. 6 pm-12 M general popular music. SPORTS—reports 8 times a day. Contact Representative for further details. Rec'd 7/12/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—John K. Healy.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 18 hr. daily. EST.
- AGENCY COMMISSION**
15% time charges only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70e, 71a, 73a.

TIME RATES

Rates effective February 19, 1965.
Class AAA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class AA—9:00 am-4:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

1 ti	7.50	6.50	3.75
52 ti	7.00	6.00	3.50
104 ti	6.50	5.50	3.25
156 ti	6.00	5.00	3.00
520 ti	5.50	4.50	2.75

7. PACKAGE PLANS

WEEKLY SATURATION ANNOUNCEMENT PLANS

PER WK:	ea tot	Class AAA	Class AA	Class A
12 ti	6.00	72.00	5.00	60.00
18 ti	5.50	99.00	4.50	81.00
24 ti	5.00	120.00	4.00	96.00

Saturation packages may be cross-combined to earn numerical frequency. Not subject to retroactive discounts.
30/20 seconds—80% of 1-minute rate.
10 seconds—50% of 1-minute rate.

TIME RATES
No. 12 ET 8/1/68—Rec'd 7/5/68.

7. PACKAGE PLANS
AA—Mon thru Sat 8-9 am; 4-7 pm.
A—All other times.

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	10.00	9.00	8.00	7.50	7.00
30 sec	8.00	7.50	6.75	6.00	5.25

CLASS AA

1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.25	5.00

Spots of all lengths combine to earn frequency.

WJOY-FM

1962

NAB

NAFMB

BURLINGTON (3 AM; 1 FM)

Chittenden County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WDOT

1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 247 4241 9.00
Vermont Broadcasting Corp., Box 927, Joy Dr., South Burlington, Vt. 05401. Phone 802-658-1230.

STATION'S PROGRAMMING DESCRIPTION
WJOY-FM: Programmed for adults.
NEWS: at 8 am, noon, 6 pm & sign-off. 8 am-noon general popular music, standards, film music, show-tunes. Noon-6 pm general popular music, and standards. 6:30 pm-12M general popular music, standards, semiclassical and classical. COMMERCIAL POLICY: two 1 minute announcements permitted in 15 minute segments. Features include play reviews, jazz workshop and live concerts. Contact Representative for further details. Rec'd 8/2/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—William A. Hunter.
Commercial Manager—Daniel Shannon.
- REPRESENTATIVES**
Mort Bassett & Co., Inc.
Boston—Bill Creed Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6-11 am. EST.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 24c, 25c, 28, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
ET 7/1/68—Rec'd 6/3/68.
AA—Daily 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	10	9	7	6	6
A	0	8	7	6	6

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
26 wk—5% 52 wk—10%

CONSECUTIVE WEEK DISCOUNTS

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.

WJOY

1946

Subscriber to the NAB Radio Code
Media Code 4 247 4240 1.00
Vermont Broadcasting Corp., Joy Dr., South Burlington, Vt. 05401. Phone 802-658-1230.

- STATION'S PROGRAMMING DESCRIPTION**
WJOY: Programmed for adults.
MUSIC: current hits and standards, middle-of-the-road emphasis. NEWS: network 10 min on hour, headlines at :30. News block noon-12:30 pm with news, weather, sports. 6-7:30 pm weather, local news, sports, commentary from network. Maintain local news department and mobile unit. SPORTS: major league baseball, college football, high school and college basketball, college hockey, all carried live. Program policy holds M-Sat, with break on Sun for show music 9-10 am, and country and western program 9 pm-12M. Remotes for openings, fairs, news. Contact Representative for further details. Rec'd 1/30/69.

- PERSONNEL**
Manager—Frank A. Balch.
- REPRESENTATIVES**
Meeker Radio, Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities see WJOY-FM.
- AGENCY COMMISSION**
15% on net time charges.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 21a, 21b, 23a, 24c, 25a, 26, 29a, 33a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a, 73a.
Affiliated with CBS Radio Network.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	10.00	9.00	8.00	7.50	7.00
30 sec	8.00	7.50	6.75	6.00	5.25

CLASS A

1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.25	5.00

10 sec: 50% of 1-min.
Spots of all lengths combine to earn frequency.

DISCOUNTS
26 wk—5% 52 consec wk—10%

STATION'S PROGRAMMING DESCRIPTION
WJOY-FM: Programmed for adults.
NEWS: at 8 am, noon, 6 pm & sign-off. 8 am-noon general popular music, standards, film music, show-tunes. Noon-6 pm general popular music, and standards. 6:30 pm-12M general popular music, standards, semiclassical and classical. COMMERCIAL POLICY: two 1 minute announcements permitted in 15 minute segments. Features include play reviews, jazz workshop and live concerts. Contact Representative for further details. Rec'd 8/2/67.

- PERSONNEL**
Gen'l. Sls. & Sales Mgr.—Frank A. Balch.
- REPRESENTATIVES**
Meeker Radio, Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
5,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 5:30-12:10 am. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WJOY listing for coded regulations.

TIME RATES
No. 2 ET 10/1/65—Rec'd 2/10/67.

6. SPOT ANNOUNCEMENTS

1x	25x	50x	100x	200x	300x	500x
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30 sec	4.50	4.30	4.05	3.85	3.60	3.40

7. PACKAGE PLANS

SATURATION PLANS

1 MINUTE	5 ti	10 ti	20 ti	35 ti	50 ti
1 wk	5.00	4.50	4.00	3.50	3.00
13 wk	4.75	4.25	3.75	3.25	3.00
26 wk	4.50	4.00	3.50	3.00	3.00
52 wk	4.25	3.75	3.25	3.00	3.00

30 SECONDS

1 wk	3.75	3.40	3.00	2.60	2.20
13 wk	3.55	3.20	2.80	2.40	2.20
26 wk	3.40	3.00	2.60	2.25	2.20
52 wk	3.20	2.85	2.40	2.25	2.20

Consecutive weeks of advertising necessary to

RUTLAND (2AM)

Rutland County—Map Location C-6
S-e SRDS consumer market map and data at beginning of the State.



Media Code 4 247 6360 5.00
Central Vermont Broadcasting Corp., Box 591, West
Proctor Rd., Rutland, Vt. 05701. Phone 802-773-
8315.

STATION'S PROGRAMMING DESCRIPTION
NEWS: 6 min summaries on hour. Headlines on half
hour. Stock reports at 11:05 am, 12:45 pm, 2:05
pm, 4:30 pm, 4:55 min news, wx, sports, commentary
and community news at noon. Womens' news 8:05
am. Mobile unit. UP audio network. UPI and
AP wire services. MUSIC: middle-of-the-road with
emphasis on current hits. Country music 11 am-noon.
Polish, Italian and Irish programs Sun 10:30 am-
1 pm. SPORTS: ski reports and sport capsules at
3:45, 15 min sports at 4 pm. Local live football and
soccer. Ski show weekly at 9:30-4 pm. School report
Wed 10:05-10:30 am. Labor and social security
reports. Contact Representative for further details.
Rec'd 12/30/68.

- PERSONNEL
President—E. Dean Finney.
Vice-Pres. & Sta. Mgr.—William Graham.
- REPRESENTATIVES
M. A. Sales Company, Inc.
New England—New England Spot Sales.
Canada—Andy McDermott Sales Ltd.
- FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26a, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61c.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
Member: The North Country Stations.
Sold in combination with WTVN, St. Johnsbury—
10% discount.

TIME RATES

ET 6/1/68—Rec'd 5/24/68.

- SPOT ANNOUNCEMENTS
1 min 6.00 5.00 4.75 4.50 4.30 4.10 3.85 3.25
30 sec 4.00 3.75 3.50 3.30 3.10 2.90 2.65 2.25
- PACKAGE PLANS
WKLY: 12 ti 20 ti 30 ti 40 ti
1 min 54.00 80.00 112.50 140.00
30 sec 45.00 70.00 97.50 120.00
10 sec 36.00 50.00 67.50 80.00
- PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 50 30 20 15 10
- DISCOUNTS
13x-10% 52x-20% 156x-30%
26x-15% 104x-25% 260x-40%
- SPECIAL FEATURES
News-5 minutes .50; over 5 minutes 1.00.

- PERSONNEL
President—John J. Carusone.
Treas. & Gen'l Mgr.—Frank E. McCormack.
Sales Manager—Edward R. Lloyd.
- REPRESENTATIVES
Gill-Perna, Inc.
New England—New England Spot Sales, Inc.
- FACILITIES
1,000 w. days; 1,000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 24b,
25a, 26a, 29a, 30, 31, 32d.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a,
51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

ET 1/1/68—Rec'd 5/20/66.

- SPOT ANNOUNCEMENTS
1 min 6.00 5.00 4.75 4.50 4.30 4.10 3.85 3.25
30 sec 4.00 3.75 3.50 3.30 3.10 2.90 2.65 2.25
- PACKAGE PLANS
WKLY: 12 ti 20 ti 30 ti 40 ti
1 min 54.00 80.00 112.50 140.00
30 sec 45.00 70.00 97.50 120.00
10 sec 36.00 50.00 67.50 80.00
- PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 50 30 20 15 10
- DISCOUNTS
13x-10% 52x-20% 156x-30%
26x-15% 104x-25% 260x-40%
- SPECIAL FEATURES
News-5 minutes .50; over 5 minutes 1.00.

RANDOLPH

Randolph County—Map Location D-4
See SRDS consumer market map and data at beginning
of the State.



Subscriber to the NAB Radio Code
Media Code 4 247 6100 5.00
Central Vermont Radio Corp., Box 1320, Randolph,
Vt. 05680. Phone 802-728-3326.

- PERSONNEL
President—Frank R. Gilman.
General Manager—Theodore E. Nixon.
Business Manager—Scott R. McQueen.
- REPRESENTATIVES
Nona Kirby Co., Inc.
- FACILITIES
1,000 w.; 1320 kc.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15% time only; monthly.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 24b, 24c,
25a, 25b, 28c, 29a.
Contracts: 40a, 44a, 46, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i,
61b, 62e.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

ET 6/9/68—Rec'd 6/9/68.

- SPOT ANNOUNCEMENTS
1 min 6.00 5.00 4.75 4.50 4.25 4.00 3.50
30 sec 4.00 3.80 3.60 3.40 3.20 2.80
10 sec 3.00 2.85 2.70 2.65 2.40 2.10
- PACKAGE PLANS
1 MINUTE
PER WK: 20 ti 30 ti 50 ti
1 wk 3.50 3.25 3.00
14 wk 3.25 3.00 2.75
27-52 wk 3.00 2.75 2.50
30 SECONDS
1 wk 2.80 2.60 2.40
14 wk 2.60 2.40 2.20
27-52 wk 2.40 2.20 2.00
10 SECONDS
1 wk 2.10 1.95 1.80
14 wk 1.05 1.80 1.85
27-52 wk 1.80 1.85 1.60
- SPECIAL FEATURES
8-min News and Sports 8.90
5-min Sports and Weather 5.50
Prime time. Frequency discounts available.

WSYB

1930
Media Code 4 247 6890 1.00
Phillip Weiss Music Co., Dorr Drive, Rutland, Vt.
05702. Phone 802-773-8140.

STATION'S PROGRAMMING DESCRIPTION
NEWS: every hour on hour including local, regional,
national, and network news. MUSIC: middle-of-road
with some country and western. Network features and
special programs. SPORTS: big league baseball,
football, local basketball and football. Contact Re-
presentative for further details. Rec'd 8/16/67.

- PERSONNEL
Gen'l & Com'l Mgr.—Phillip Weiss.
- REPRESENTATIVES
The Devney Organization, Inc.
Boston—Bill Creed Associates, Inc.
- FACILITIES
5,000 w. days, 1,000 w. nights; 1880 kc.
Directional—nighttime only.
Operating schedule: 6 am-11:15 pm. EST.
- AGENCY COMMISSION
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 28a, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
Member: The North Country Stations.
Sold in combination with WKIE, Newport—10% dis-
count.

TIME RATES

No. 9 ET 7/1/69—Rec'd 6/23/69.

- PACKAGE PLANS
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti
1 min/less 7.50 7.00 6.50 6.00 5.50 5.00
30 sec: 80% of 1-min
- PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 36 24 18 12 12

ST. ALBANS

Franklin County—Map Location C-1
See SRDS consumer market map and data at begin-
ning of the State.



Media Code 4 247 7420 6.00
Box 270, St. Albans, Vt. 05478. Phone 802-524-2133.

STATION'S PROGRAMMING DESCRIPTION
WWSR: Programmed for general interest.
Farm and industry 6-8 am with farm reports, traffic,
weather, news, time, comedy, 8-8:30 am news, 8:30-
8:45 am audience phone participation, 8:45-11:45 am
entertainment, music general popular, 11:45 am-au-
dience phone participation. Noon-4 pm news, 4-4
pm country and western music, 2-3 pm middle-of-the-
road, 3-5:30 pm current hits, 5:30-6 pm news, 6
pm-sign-off current hits. Features: women's news,
editorial comments, discussion programs. SPORTS:

TIME RATES

ET 6/1/68—Rec'd 5/24/68.

- SPOT ANNOUNCEMENTS
1 min 6.00 4.75 4.50 4.30 4.10 3.90 3.65 3.25
30 sec 4.00 3.75 3.50 3.30 3.10 2.90 2.65 2.25
- PACKAGE PLANS
WKLY: 12 ti 20 ti 30 ti 40 ti
1 min 54.00 80.00 112.50 140.00
30 sec 45.00 70.00 97.50 120.00
10 sec 36.00 50.00 67.50 80.00
- PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 50 30 20 15 10
- DISCOUNTS
13x-10% 52x-20% 156x-30%
26x-15% 104x-25% 260x-40%

Burlington—WVMT—Continued

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Member: The Goldman Group.

TIME RATES
ET 1/1/68—Rec'd 1/22/68.
AAA—Mon thru Fri 8-10 am.
AA—Mon thru Fri 8-6 pm.
A—Mon thru Fri 10 am-3 pm & 6-7 pm; Sat & Sun
6 am-7 pm.
B—Daily 7 pm-8 am.

- SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: AAA AA A B
1 ti 12.00 10.00 8.50 7.00
10 ti 11.00 9.00 7.50 6.00
20 ti 10.00 8.00 6.50 5.00
30 ti 9.00 7.00 5.50 4.50
20/30 sec: 80% of 1-min 10 sec: 50% of 1-min.
- DISCOUNTS
28 wk in 52 wk—5% 52 consec wk—10%

MIDDLEBURY

Addison County—Map Location B-4
See SRDS consumer market map and data at begin-
ning of the State.



Media Code 4 247 5300 2.00
The Voice of Middlebury, Drawer 1490, Middlebury,
Vt. 05753. Phone 802-388-2490.

STATION'S PROGRAMMING DESCRIPTION
WFAD: Programmed for general interest.
MUSIC: middle-of-the-road 6-9 am, country and
western 10 am-noon, general popular music 1-4 pm,
middle-of-the-road 4-8 pm, pop hits 7:30-10 pm.
Folk music 7:30-9 pm and jazz 9-10:45 pm Sat,
classical 8-9:30 pm Sun. NEWS: network news on
hour followed by local news every other hour. Farm
programs 6:35 am & 7:20 am, Women's show 12:15-
1 pm M-F. Local news department. SPORTS: complete
coverage of high school and college sports. This in-
cludes football, baseball, skiing, and hockey, carried
live or tape replay. Locally originated sports pro-
grams plus network sports programs. Half hour syn-
dicated dramatic presentation each Sun at 5:30 pm.
Contact Representative for further details. Rec'd
9/10/68.

- PERSONNEL
Gen'l Mgr. & Tech. Dir.—Frank A. Delle, Jr.
Sta. Mgr. & Sales Dir.—Donald G. Fisher.
- REPRESENTATIVES
Boston—New England Spot Sales.
New York—Vic Plano Associates, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-10 pm. EST.
- AGENCY COMMISSION
15/0. Payable monthly.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 28c, 29a.
Contracts: 40a, 43.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 73b.
Prod. Services: 80, 82.
Member: The North Country Stations.

TIME RATES
No. 1 ET 7/10/68—Rec'd 8/1/66.

- SPOT ANNOUNCEMENTS
1 min 6.00 5.00 4.75 4.50 4.25 4.00 3.50
30 sec 4.00 3.80 3.60 3.40 3.20 2.80
10 sec 3.00 2.85 2.70 2.65 2.40 2.10
- PACKAGE PLANS
7 (Must be used within 7 days) 1 min 30 sec 10 sec
10 ti 40.00 27.50 22.50
25 ti 87.50 62.50 50.00
50 ti 112.50 100.00 75.00
- PROGRAM TIME RATES
5 min 10.00 8.00 6.00 4.50

MONTPELIER

Washington County—Map Location C-9
See SRDS consumer market map and data at begin-
ning of the State.

See Barre-Montpelier

NEWPORT

Orleans County—Map Location D-1
See SRDS consumer market map and data at begin-
ning of the State.



Subscriber to the NAB Radio Code
Media Code 4 247 5600 1.00
Memphreusag Broadcasting Co., Inc., Box 377,
Newport, Vt. 05855. Phone 802-334-6521.

VERMONT

SPRINGFIELD

Windsor County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCFR
1954



Subscriber to the NAB Radio Code
Media Code 4 247 8480 9.00
Connecticut Valley Broadcasting Co., Inc., Box 800
106 Park St., Springfield, Vt. 05158. Phone 802-
885-4555.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carlo F. Zezza

2. REPRESENTATIVES

Vic Piano Associates, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24a, 24b, 24c,
25a, 28c, 29a, 29b, 32b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,
47c, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 10/1/67—Rec'd 8/28/67.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	8.00	7.50	7.25	7.00	6.75	6.50
13 wk	7.50	7.00	6.75	6.50	6.25	6.00
26 wk	7.00	6.50	6.25	6.00	5.75	5.50
52 wk	6.50	6.00	5.75	5.50	5.25	5.00

20/30 sec: 80% of 1-min.
8/10 sec: 50% of 1-min.
All spots may be combined to earn frequency.
Weeks need not be consecutive to earn cumulative week frequency.

WATERBURY

Washington County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WDEV
1931



Media Code 4 247 9010 3.00
Lloyd E. Squier, 9 Stowe St., Waterbury, Vt. 05876.
Phone 802-244-7321; Montpelier, Vt. 802-223-5266.

1. PERSONNEL

General Manager—Lloyd E. Squier.

Commercial Director—Craig S. Parker.

2. REPRESENTATIVES

The Dorney Organization, Inc.

Boston—Kettell-Carter, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 550 kc.

Directional—separate patterns, day and night.

Operating schedule: 5:00 am-midnight. EST.

4. AGENCY COMMISSION

15% on net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 2a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 12c, 13b, 14a.

Basic Rates: 21b, 22a, 22b, 23a, 24b, 25a, 28a, 29a.

Contracts: 40a, 44a, 46, 51a, 51b.

Comb.; Cont. Discounts: 60b, 60i.

Cancellation: 72, 73b.

Prod. Services: 82.

TIME RATES

Rates effective January 1, 1940.

6. SPOT ANNOUNCEMENTS

1 min/Sta brk	1x	13x	26x	52x	100x	300x
	8.00	7.60	7.20	6.80	6.40	6.00

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	60.00	36.00	24.00	18.00	12.00

DISCOUNTS

13x—5%	52x—15%	300x—25%
26x—10%	100x—20%	

WHITE RIVER JUNCTION

Windsor County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

WNHV
1959



Media Code 4 247 9540 9.00
New Hampshire-Vermont Broadcasting Corp., Box
910, White River Junction, Vt. 05001. Phone 802-
295-3167.
Other studio: Lebanon, New Hampshire.

1. PERSONNEL

President—Rex Marshall.
General Manager—Robert Alston.

2. REPRESENTATIVES

New York—Vic Piano Associates, Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES

1,000 w. days; 910 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST, DST.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 28b, 29a.

Contracts: 40a, 42a, 45, 46, 47a, 48.

Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Information Network.

TIME RATES

No. 3 Eff 12/1/67—Rec'd 10/16/67.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	8.00	7.50	7.25	7.00	6.75	6.50
13 wk	7.50	7.00	6.75	6.50	6.25	6.00
26 wk	7.00	6.50	6.25	6.00	5.75	5.50
52 wk	6.50	6.00	5.75	5.50	5.25	5.00

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.
All spots may be combined to earn frequency.

VIRGINIA

Map Explanation

Read figures in THOUSANDS

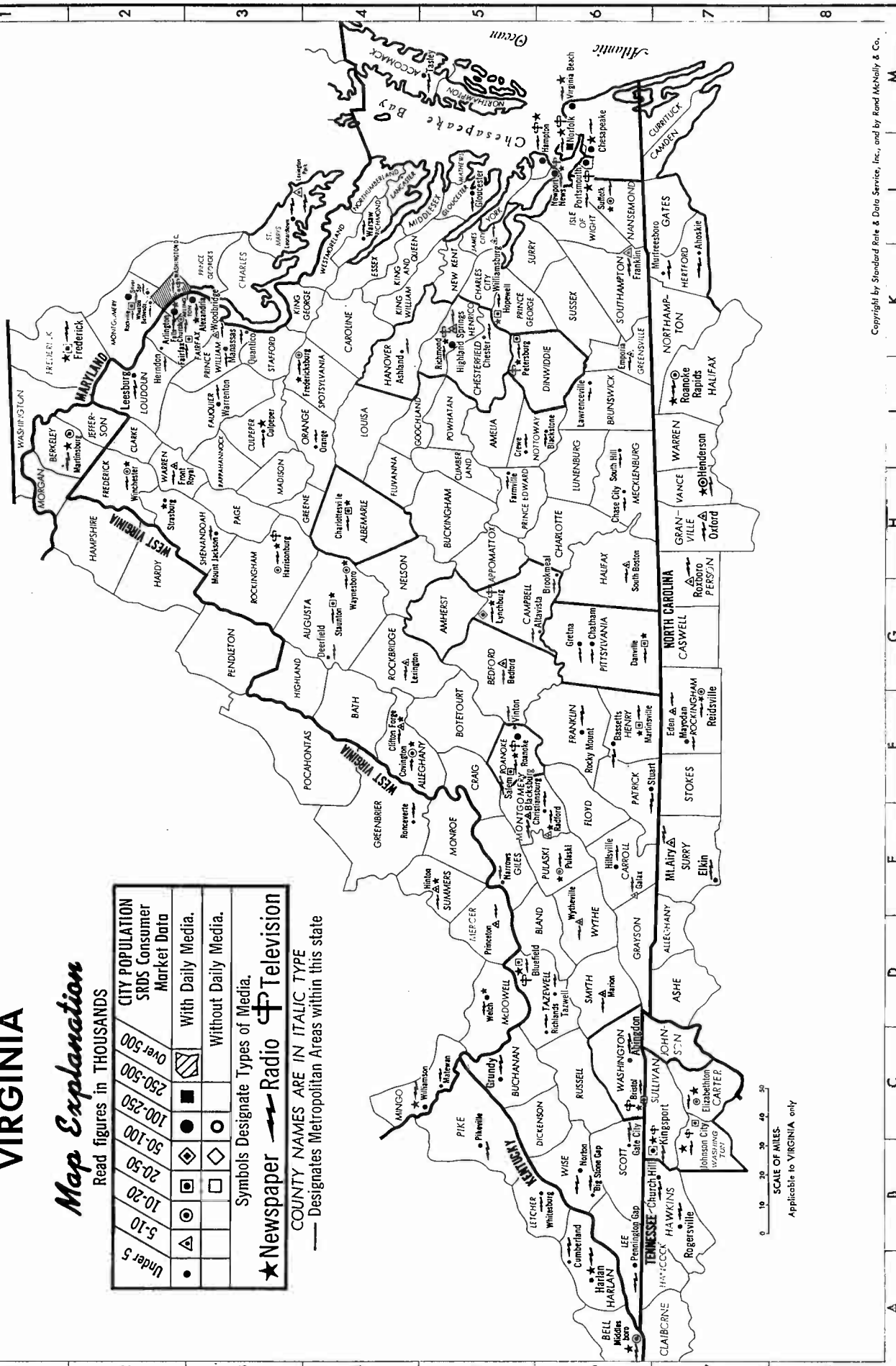
CITY POPULATION	SRDS Consumer Market Data	With Daily Media.	Without Daily Media.
Over 500	Over 500	◼	◻
250-500	250-500	◼	◻
100-250	100-250	◼	◻
50-100	50-100	◼	◻
20-50	20-50	◼	◻
5-10	5-10	◼	◻
Under 5	Under 5	◼	◻

Symbols Designate Types of Media.

★ Newspaper ⚡ Radio 📺 Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state



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VIRGINIA

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL.....	920,000	Brunswick	11,300
METRO AREAS		Campbell	20,300
Bristol-		Chesapeake	21,800
Johnson City-		Dinwiddie	34,700
Kingsport	7,700	Fairfax	16,200
Charlottesville ..	11,200	Halifax	18,300
Danville	35,000	Hampton	21,700
Lynchburg	26,200	Henrico	109,100
Newport News-		Henry	16,700
Hampton	70,500	Mecklenburg	16,100
Norfolk-		Nansemond	27,400
Portsmouth ..	167,200	Newport News ..	43,700
Petersburg	34,700	Norfolk	86,200
Richmond	128,800	Pittsylvania	35,000
Roanoke	22,800	Portsmouth	44,100
Total Metros	504,100	Roanoke	22,800
COUNTIES		Southampton	16,900
Accomack	12,300	Virginia Beach..	15,100
Albemarle	11,200	Total Counties ..	622,100
Arlington	21,200		

VIRGINIA

State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1968										Retail Sales—1968										Virginia Beach—Virginia Beach							
	Population		Households		Per Household		% Distribution of Families						Total Retail Sales		By Selected Store Types						Passenger Cars	Farm Population	Gross Farm Income					
	1/1/69	1/1/69	(000)	(000)	(\$000)	(\$)	4999	5000	7999	8000	9999	14999	15000	and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	1/1/69 (000)	1/1/69 (000)	1968 (\$000)		
VIRGINIA STATE TOTALS	4,614.9	1,290.10	11,990,465	9,294	15.7	17.2	11.8	15.5	9.6	33,664	3,555	9,858	800	2,760	1,423	1,588	3,831	4,130	17.21	3.5	19,202							
ALBEMARLE ² H-4	69.5	20.61	216,656	10,512	15.9	17.1	14.9	21.1	21.7	123,651	6,000	29,836	4,519	19,585	7,080	7,547	19,444	6,799	23.43	3.4	9,297							
CHARLOTTESVILLE	41.2	13.55	109,313	8,067						89,608	6,613	20,855	3,794	16,040	5,586	6,268	13,812	4,260										
CHARLOTTESVILLE Metro Area	69.5	20.61	216,656	10,512	15.9	17.1	14.9	21.1	21.7	123,651	6,000	29,836	4,519	19,585	7,080	7,547	19,444	6,799	23.43	3.4	9,297							
ALLEGHANY ³ F-4	30.1	8.90	88,167	9,906	14.7	17.2	16.2	25.3	21.1	46,773	5,188	11,932	1,634	4,198	2,200	1,846	11,334	4,091	13.23	1.1	1,212							
AMELIA J-5	8.0	1.96	12,053	6,149	21.5	17.3	9.6	15.7	8.2	5,811	2,965	760	117	721		125	1,699	1,449	2.87	3.0	7,295							
AMHERST G-5	25.8	6.01	52,439	8,725	17.1	18.2	13.9	24.5	15.9	18,804	3,129	5,767	731	663	135	345	4,840	2,515	7.36	2.7	3,050							
APPOMATTOX H-5	10.0	2.73	15,968	5,849	21.8	22.4	13.3	13.3	5.8	10,612	3,887	1,912	366	691	102	99	3,190	1,392	3.45	2.6	4,493							
ARLINGTON ⁴ K-21	306.6	103.25	1,382,940	13,394	6.4	16.1	13.8	26.1	36.5	720,486	6,978	134,062	36,996	155,267	28,029	37,891	195,867	39,128	155.89		121							
ALEXANDRIA ⁵	115.2	37.29	416,265	11,163						234,524	6,289	46,210	13,040	43,899	10,808	11,354	62,326	15,462										
AUGUSTA ⁶ G-4	191.4	65.96	966,675	14,655	16.2	19.8	16.6	22.1	18.2	485,962	7,368	87,852	23,956	111,368	17,221	26,527	133,541	23,666	31.70	6.7	25,848							
STAUNTON	24.7	6.86	93,036	7,562						55,794	8,133	11,837	2,431	6,679	3,246	3,181	12,194	3,812										
BATH F-4	5.0	1.42	10,993	7,742	20.0	14.9	15.5	19.5	8.9	6,025	4,243	994	314	812	390	344	953	852	2.30	.9	2,225							
BEDFORD ⁷ G-5	33.6	9.26	69,811	7,539	21.7	18.0	15.6	19.3	10.9	28,739	3,104	8,242	291	3,754	890	1,179	5,591	2,213	12.12	5.7	12,174							
BLAND D-6	5.9	1.51	9,157	6,064	22.8	14.3	14.6	13.3	5.5	2,476	1,640	824	244	147			735	110	2.53	1.7	2,219							
BOTETOURT F-5	18.4	5.18	31,774	6,134	25.3	23.3	15.0	13.8	5.3	11,092	2,141	2,392	377	639		341	1,897	2,343	6.64	2.7	6,655							
BRUNSWICK J-6	16.8	4.16	26,319	6,327	20.3	13.0	11.1	15.5	9.1	17,273	4,152	3,934	539	2,962	1,762	143	3,691	835	7.70	6.2	10,356							
BUCHANAN C-5	10.4	2.69	15,852	5,893	21.2	17.7	12.3	15.2	8.7	8,214	3,918	8,595	657	5,293	1,429	3,311	5,674	3,089	13.51	2.3	568							
BUCKINGHAM H-5	10.4	2.69	15,852	5,893	21.2	17.7	12.3	15.2	8.7	8,214	3,918	8,595	657	5,293	1,429	3,311	5,674	3,089	13.51	2.3	568							
CAMPBELL ⁸ G-5	100.9	29.49	266,710	9,044	17.5	21.7	16.8	20.8	15.8	170,912	5,798	37,373	6,551	25,805	12,235	10,125	34,242	11,744	37.85	5.1	8,826							
LYNCHBURG	59.0	17.93	204,273	11,393						137,492	7,664	26,514	5,497	24,084	10,523	8,315	28,944	8,912										
LYNCHBURG Metro Area	126.7	35.50	319,149	8,990	17.4	21.2	16.3	21.4	15.8	189,796	5,346	43,140	7,282	26,468	12,370	10,470	39,082	14,259	45.21	9.9	4,388							
CAROLINE K-41	14.1	3.49	25,331	7,258	22.8	17.3	16.4	16.8	9.5	16,426	4,707	2,627	217	2,347	121	118	2,899	4,538	4.39	1.9	4,388							
CARROLL ⁹ E-6	30.6	8.80	53,268	6,053	26.5	30.9	8.8	5.7	2.7	40,582	4,612	9,673	906	4,726	2,263	2,240	10,393	3,590	9.75	6.2	5,428							
CHARLES CITY K-5	6.1	1.30	7,907	6,082	22.6	16.1	14.0	15.9	8.5	1,222	940	360		730			63	1.80	.7	1,836								
CHARLOTTE H-6	13.6	3.64	23,514	6,460	20.6	15.8	11.2	16.8	10.5	9,128	2,508	2,017	314	1,984	77	223	1,418	1,931	5.06	5.3	8,413							
CHESAPEAKE ¹⁰ L-6	100.3	29.48	225,374	7,645	16.9	29.1	15.0	18.4	13.2	71,395	2,422	25,943	3,470	4,185	229	1,695	4,829	8,539	35.63	2.0	12,597							
CHESAPEAKE Metro Area	100.3	29.48	225,374	7,645						71,395	2,422	25,943	3,470	4,185	229	1,695	4,829	8,539	35.63	2.0	12,597							
NORFOLK-PORTSMOUTH Metro Area	696.2	192.90	1,813,782	9,403	16.9	23.5	13.8	19.4	15.7	943,502	4,891	209,061	32,389	160,915	65,108	59,792	181,895	55,482	233.87									
CHESTERFIELD ¹¹ J-51	112.4	31.33	307,739	9,823	11.3	22.9	19.0	25.7	20.5	66,205	2,113	17,911	3,359	10,618	1,398	2,882	10,945	8,910	24.45	1.4	4,324							
CLARKE J-2	8.4	2.36	17,899	7,584	18.2	12.9	16.3	22.5	14.8	10,545	4,468	3,293	290	725	160	156	1,490	1,990	3.16	1.3	6,737							
CRAIG F-5	3.4	1.00	5,271	5,271	23.5	20.3	13.1	14.8	5.6	2,629	2,629	749	272	171			808	175	1.44	.8	1,459							
CULPEPER J-3	17.0	4.77	34,584	7,250	20.7	17.9	12.6	17.8	13.1	27,056	5,672	6,107	1,113	1,219	2,139	614	4,476	3,025	6.13	2.3	11,648							
CUMBERLAND J-5	6.7	1.75	7,523	4,299	20.7	14.4	11.2	8.1	2.4	3,093	1,767	629	38	1,236		505	115	585	2.89	2.1	4,658							
DICKENSON B-6	18.0	4.25	29,368	6,910	16.9	13.9	12.4	20.4	11.3	14,217	3,345	3,403	152	2,307	581	637	4,296	900	9.00	1.1	359							
DINWIDDIE ¹² J-6	65.7	17.25	142,518	8,262	17.7	19.5	14.8	20.0	14.4	123,842	7,179	22,382	4,222	21,363	7,557	6,159	26,191	7,750	24.76	4.5	9,096							
PETERSBURG	40.0	12.11	104,017	8,589						117,153	9,674	22,382	4,222	21,363	7,557	6,159	26,191	7,750	24.76	4.5	9,096							
PETERSBURG Metro Area	65.7	17.25	142,518	8,262	17.7	19.5	14.8	20.0	14.4	123,842	7,179	22,382	4,222	21,363	7,557	6,159	26,191	7,750	24.76	4.5	9,096							
ESSEX K-4	6.7	1.78	14,735	8,278	17.7	14.4	12.1	21.0	17.0	12,841	7,214	3,333	541	1,512	207	903	2,273	1,198	2.69	1.4	3,251							
FAIRFAX ¹³ K-31	424.1	106.88	1,228,390	11,493	5.0	18.7	14.6	27.9	32.6	544,360	5,093	164,359	30,591	71,396	28,214	25,478	97,584	48,320	95.45	1.5	4,789							
FAIRFAX Metro Area	22.4	5.72	52,866	9,242						90,238	15,776	24,896	3,886	2,024	1,119	3,181	38,872	6,625										
FAUQUIER J-31	27.7	7.46	57,550	7,714	20.6	17.8	14.8	17.7	12.8	37,317	5,002	8,393	1,593	2,979	793	1,451	5,702	2,572	8.98	5.1	18,377							
FLOYD E-6	10.1	2.89	18,674	6,462	24.1	16.6	12.9	15.5	6.5	8,237	2,850	1,582	148	1,402	83	554	2,905	770	4.73	4.7	4,718							
FLUVANNA H-4	7.1	1.87	11,058	5,913	22.5	18.5	13.5	15.2	5.8	3,745	2,003	1,299	124	428														

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968						Total Retail Sales		Retail Sales—1968							Passen- ger Cars 1/1/69 (000)	Farm Popu- lation 1/1/69 (000)	Gross Farm Income 1968 (\$000)	
			Per Household (\$000)	% Distribution of Families					Per Household (\$)	Food (\$000)	Other (\$000)	By Selected Store Types									
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over				General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)					
LUNENBURG H-6.....	11.7	3.24	21,359	6,592	19.4	17.2	11.3	17.3	9.7	8,950	2,762	1,926	360	469	690	849	1,530	513	6.02	4.5	8,389
MADISON H-3.....	8.0	2.21	13,764	6,228	22.1	15.0	12.0	15.6	9.7	8,302	3,757	3,203	116	1,392	62	1,007	712	3.34	2.4	6,962	
MATHEWS L-5.....	7.4	2.38	16,369	6,878	21.2	17.6	13.3	18.0	11.5	9,644	4,052	2,631	328	828	229	713	1,983	1,107	3.49	.4	727
MECKLENBURG H-6.....	31.0	8.09	53,192	6,575	19.2	14.4	12.2	17.5	10.8	45,353	5,606	8,791	1,565	5,228	1,799	2,048	10,187	6,304	13.82	9.8	16,759
MIDDLESEX L-5.....	6.2	1.90	11,354	5,976	21.0	14.7	13.1	15.3	8.7	7,724	4,065	2,708	323	673	90	180	713	810	3.22	.8	2,331
MONTGOMERY ⁽¹⁾ E-5.....	47.0	12.76	116,872	9,159	18.7	17.8	13.3	23.4	16.6	69,389	5,438	16,813	2,235	4,827	3,614	3,566	17,331	6,819	18.45	2.7	5,745
NANSEMOND ⁽²⁾ L-6.....	51.2	14.04	90,795	6,467	21.3	21.7	14.2	15.9	9.1	63,174	4,500	15,085	2,030	4,666	6,439	3,382	11,456	5,180	17.61	3.9	10,039
NELSON H-4.....	12.1	3.25	20,722	6,376	21.2	18.4	11.7	15.4	9.3	7,607	2,341	3,017	121	1,409	132	1,395	848	5.06	2.3	3,321	
NEW KENT K-5.....	4.6	1.16	8,892	7,666	21.9	22.8	13.7	15.5	11.1	5,822	5,019	210	515	755	-----	1,654	875	1.61	.6	1,997	
NEWPORT NEWS ⁽¹⁾ L-6.....	138.8	37.72	372,506	9,876	16.6	27.1	14.6	19.5	15.1	240,656	6,380	48,097	8,028	57,901	14,532	16,856	48,477	13,097	52.10	-----	-----
Newport News ⁽¹⁾ Metro Area.....	138.8	37.72	372,506	9,876	-----	-----	-----	-----	-----	240,656	6,380	48,097	8,028	57,901	14,532	16,856	48,477	13,097	-----	-----	-----
Norfolk-Portsmouth; Newport News-Hampton Metro Area Combined.....	286.8	78.52	768,881	9,792	15.3	24.1	15.6	21.8	17.6	396,088	5,044	85,953	12,869	90,318	19,013	24,339	82,070	24,755	96.67	-----	-----
NORFOLK ⁽²⁾ L-6.....	317.0	87.72	999,608	11,395	14.5	17.5	14.6	22.7	20.2	558,169	6,363	110,642	17,518	102,815	46,365	39,555	118,494	25,540	124.86	-----	-----
Norfolk-Portsmouth Metro Area.....	317.0	87.72	999,608	11,395	-----	-----	-----	-----	-----	558,169	6,363	110,642	17,518	102,815	46,365	39,555	118,494	25,540	-----	-----	-----
Norfolk-Portsmouth; Newport News-Hampton Metro Area Combined.....	696.2	192.90	1,813,782	9,403	16.9	23.5	13.8	19.4	15.7	943,502	4,891	209,061	32,389	160,915	65,108	59,792	181,895	55,482	233.87	-----	-----
NORTHAMPTON M-5.....	983.0	271.42	2,582,663	9,515	16.4	23.7	14.4	20.1	16.3	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
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NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
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NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,237	330.54	-----	-----
NORTHAMPTON M-5 Metro Area Combined.....	983.0	271.42	2,582,663	9,515	-----	-----	-----	-----	-----	1,339,590	4,935	295,014	45,258	251,233	84,121	84,131	263,965	80,			

VIRGINIA

VIRGINIA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

ABINGDON

Washington County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WBBI

1956



Subscriber to the NAB Radio Code
Media Code 4 248 0075 3.00
Burley Broadcasting, Inc., Box 190, U. S. 11, Abingdon, Va. 24210. Phone 703-628-2147.

- PERSONNEL**
President—Nelson T. Barker.
Gen'l & Sta. Mgr.—Lindy M. Seamon.
Commercial Manager—Thomas Boyd.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-10:05 pm Mon thru Sat;
7:00 am-10:05 pm Sun, EST.
- AGENCY COMMISSION**
15/10 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBS.

TIME RATES

No. 4 ET Rec'd 4/4/66.

6. SPOT ANNOUNCEMENTS		(8 am-6:30 pm daily)	
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	4.50	3.50	78 x
26 x	1.10	3.20	130 x
39 x	3.90	3.05	156 x
52 x	3.70	2.90	280 x
65 x	3.50	2.75	312 x

All spots over 312 times within contract year:
1 min. 2.15 30 sec. 1.65

8. PROGRAM TIME RATES (6 am-6:30 pm daily)

1x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13x-5%	52x-20%	158x-40%	26x-10%	104x-30%	260x-45%

10. SPECIAL FEATURES
News service charge—per week, 40.00.

ALEXANDRIA

Arlington County—Map Location K-2
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Silver Spring, Wheaton, Md.)

ALTAVISTA (1 AM; 1 FM)

Campbell County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WKDE

1962



Media Code 4 248 0150 4.00
Altavista Broadcasting Corp., Box 512, Lola Ave., Altavista, Va. 24517. Phone 703-369-5586.

STATION'S PROGRAMMING DESCRIPTION
WKDE: Programmed for general interest.
6-7 AM PERSONALITIES handle all segments. 6-7 am country music. News 8:30 am. 7-7:15 am state and local news. 7:15 am middle-of-the-road music. 7:30 am trading post. 7:45-9 am middle-of-the-road music. News 8 am. Birthday time 8:30 am. bulletin board 8:35 am, morning devotions 8:45 am. 9 am-noon country music. Noon-1 pm news, sports, weather, farm news. 1-5 pm current popular standard hits, sports 3:30 pm. 5 pm sign-off middle-of-the-road. Local news 5:30 pm. Weather on half hour throughout day. High school and local college football. Sat and Sun primarily same except Sun am is complete religion, talk and music. Contact Representative for further details. Rec'd 7/13/67.

- PERSONNEL**
Pres., Gen'l & Station Mgr.—Ted J. Gray, Jr.
Sales Manager—Lester Woodie.
Program Director—Doug Catlin.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
1,000 w. days; 1000 kc.
Operating schedule: Sunrise-local sunset, EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WKDE-FM.
- AGENCY COMMISSION**
0/5; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 28b, 29a.

Contracts: 40a, 42a, 43, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 3/1/66—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
1 x	3.75	3.15	103 x	2.35	2.05
13 x	3.40	3.00	156 x	2.20	1.85
26 x	3.15	2.85	260 x	2.00	1.85
52 x	2.70	2.35	312 x	1.75	1.50

(*) 120 words. (†) 65 words.
10 seconds—50% of earned 30 second rate.
1 continuous spot per day of year, each. 1.15

7. PACKAGE PLANS
MONTHLY BONUS SATURATION PACKAGE

30 ti	60 ti	90 ti	120 ti	150 ti
1 min	2.15	2.05	1.95	1.75
30 sec	1.65	1.55	1.45	1.25

TIME SIGNALS

1 ti	3 ti	5 ti	1 hr
1 x	1.15	1.00	.85
13 x	35.00	21.25	17.00
13 x	31.00	19.25	14.00
26 x	27.00	18.25	12.00
52 x	25.00	16.25	10.00
103 x	22.50	13.25	9.25
156 x	19.50	11.75	8.25
260 x	18.00	10.25	7.00
312 x	16.75	9.75	6.50

WKDE-FM

1969



Media Code 4 248 0161 2.00
Altavista Broadcasting Corp., Box 512, Lola Ave., Altavista, Va. 24517. Phone 703-369-5586.

- PERSONNEL**
Pres., Gen'l & Sta. Mgr.—Ted J. Gray, Jr.
Sales Manager—Lester Woodie.
Program Director—Doug Catlin.
 - REPRESENTATIVES**
National Time Sales.
 - FACILITIES**
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: _____
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WKDE.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING** See coded regulations
See WKDE listing for coded regulations.
- TIME RATES
FM only—50% of AM rates.

ARLINGTON

Arlington County—Map Location K-2
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Bladensburg, Silver Spring, Wheaton, Md.)

ASHLAND (1 AM; 1 FM)

Hanover County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WIVE

1961



Subscriber to the NAB Radio Code
Media Code 4 248 0225 4.00
Christian Enterprises, Inc., Box 272, Ashcake Rd., Ashland, Va. 23006. Phone 703-798-8484.

STATION'S PROGRAMMING DESCRIPTION
WIVE: NEWS: 10 hours a week. MUSIC: format is variety middle-of-the-road, including popular and sacred. Programming is public service, commercial and religious. AIR PERSONALITIES: Educational, sports, farm news. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**
Pres., Exec. Dir. & Sales Mgr.—James N. Birkitt.
Program Director—Wilbur Goforth.
Sales Manager—Gordan Hood.
 - REPRESENTATIVES**
Hal Walton & Company, Inc.
 - FACILITIES**
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset, EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WIVE-FM.
 - AGENCY COMMISSION**
15% on time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 22b, 23a, 24b, 25c, 26, 28c, 29a, 33a.
Contracts: 40b, 41, 43, 45, 46, 47c.
Comb.; Cont. Discounts: 60a, 60h, 62a.
Cancellation: 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.
- TIME RATES
ET 3/1/66—Rec'd 4/1/66.
- | 6. SPOT ANNOUNCEMENTS | | 1x | | 156x | | 261+ | |
|-----------------------|------|------|------|------|------|------|------|
| 1 min | 5.60 | 5.80 | 5.05 | 4.75 | 4.55 | 4.05 | 3.70 |
| 30 sec | 3.60 | 3.35 | 3.20 | 3.00 | 2.85 | 1.70 | 2.35 |

7. PACKAGE PLANS

SPOT PACKAGES
(to be used in 1 week)

15-50 ti	1 min 30 sec	3.80	2.30
Contracts are subject to special discounts			
52x-10%	104x-15%	156x-20%	261+-25%
6 10-second break spots per day (ROS) 7 days per week \$175.00 per month. Minimum contract period 13 weeks.			
Additional advertising subject to discount to those already on contract.			

8. PROGRAM TIME RATES

1x	1/2 hr	1/4 hr	5 min
13x-7%	52x-17%	156x-30%	26x-12%
25% discount to Church affiliated groups.			
AM/FM SIMULCAST			
Simulcast contract: 2nd station buy 50% of net of 1st station; commissionable.			

WIVE-FM

1967



Media Code 4 248 0226 2.00
Christian Enterprises, Inc., Box 272, Ashland, Va. 23006. Phone 703-798-8484.

- PERSONNEL**
Pres., Exec. Dir. & Sales Mgr.—James N. Birkitt.
Program Director—Wilbur Goforth.
Sales Manager—Gordan Hood.
 - REPRESENTATIVES**
Hal Walton & Company, Inc.
 - FACILITIES**
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WIVE.
 - AGENCY COMMISSION**
15/10 time only; 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
See WIVE listing for coded regulations.
- TIME RATES
Rates are identical to WIVE. See that listing.

BASSETT

Henry County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WODY

1960



Media Code 4 248 0300 5.00
WODY, Inc., Drawer 231, North Bassett, Va. 24055.
Phone 703-629-2508.

- PERSONNEL**
President—S. L. Goodman.
Vice-President—E. Arnold Terry.
Commercial Manager—Blaine T. Woody.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
500 w. days; 900 kc.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
None; all rates net to station. No discounts.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10c, 11c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 24b, 26, 28a, 28c, 29a, 32b, 33d.
Contracts: 40b, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NAS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ET 3/1/66—Rec'd 4/1/66.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
1 x	4.00	2.80	312 x	2.00	1.40
13 x	3.60	2.52	600 x	1.90	1.25
26 x	3.40	2.38	801 x	1.80	1.20
52 x	3.00	2.10	1001 x	1.75	1.15
104 x	2.80	1.95	1201 x	1.70	1.10
156 x	2.60	1.82	1501 x	1.65	1.05
208 x	2.40	1.68	2001 x	1.60	1.00
260 x	2.20	1.54			

7. PACKAGE PLANS
PER WK, ROS:

10 ti	20 ti	40 ti	70 ti	100 ti
1 min	24.00	44.00	80.00	126.00
30 sec	16.00	30.80	56.00	87.50
20 sec	14.80	26.80	48.00	73.50

8. PROGRAM TIME RATES

1x	1 hr	1/2 hr	1/4 hr	5 min
13x-5%	52x-15%	156x-25%	26x-10%	104x-35%

DISCOUNTS

13x-8%	52x-25%	156x-35%	26x-15%	104x-30%	260x-45%
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BEDFORD

Bedford County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WBLT

1950



Subscriber to the NAB Radio Code
Media Code 4 248 0375 7.00
Bedford Broadcasting Corp., Box 606, Bedford, Va. 24523. Phone 703-588-8245.

- PERSONNEL**
General Manager—J. E. Synan.
Sales Manager—James Patterson.

3. FACILITIES

1,000 w. days; 1350 kc. Non-directional.
Operating schedule: Sunrise-local sunset Mon thru Sat; 7:30 am-local sunset Sun, EST.

4. AGENCY COMMISSION

None. All rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22b, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Rates include station time, all regular station facilities and program services. Short term orders renewed before expiration will earn net frequency discount.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/67—Rec'd 6/30/67.

6. SPOT ANNOUNCEMENTS		1x		13x		26x		52x		104x		166x		260x		780x	
1 min	4.00	3.25	2.80	2.60	2.30	2.00	1.75	1.50	3.00	2.50	2.10	1.75	1.50	1.25	1.15	1.00	
10 sec. 50% of 1-min. (minimum .65).																	

7. PACKAGE PLANS

PER WK:

6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	3.50	3.00	2.75	2.50	2.25
30 sec	2.75	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

1/2 hr	18.00	18.00	14.00	12.60	11.00	10.00	9.00
1/4 hr	14.00	12.00	10.50	9.25	8.00	7.00	5.50
6 min	11.00	9.50	8.25	7.00	5.75	4.50	3.25

BIG STONE GAP

Wise County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WLSB

1953

Media Code 4 248 0450 8.00
Gap Broadcasting Co., Intermont Hqts., Big Stone Gap, Va. 24218. Phone 703-523-1700.

- PERSONNEL**
President—W. H. Wren.
General Manager—Charles Miller.
Engineer—Bill Coomer.
- REPRESENTATIVES**
David Carpenter Company.
- FACILITIES**
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20b, 21a, 24c, 28b, 29c.
Contracts: 40a, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 5/1/68—Rec'd 4/14/69.

6. SPOT ANNOUNCEMENTS		1 min 30 sec	
1 x	2.50	2.50	2.50

8. PROGRAM TIME RATES

1x	1 hr	1/2 hr	1/4 hr	5 min
13x	30.00	15.00	7.50	4.00

BLACKSBURG (1 AM; 1 FM)

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CITY OF LICENSE
BRISTOL, TENN.



(This is a duplicate of the listing appearing under Bristol, Tenn.)
Media Code 4 244 0700 5.00
Tri-Cities Broadcasting Co., 1234 W. State St.,
Bristol, Tenn., 37620. Phone 615-764-5131.

- PERSONNEL
President—E. O. Roden.
General Manager—Thomas S. Mikell.
Sales Manager—John C. Thomas.
- REPRESENTATIVES
Burn-Smith Company, Inc.
Southeast—David Carpenter Company.
- FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00-12:10 am Mon thru Sat;
6:00 am-midnight Sun, EST.
- AGENCY COMMISSION
FM FACILITIES
ERP 0.700 w.; 96.9 mc.
Antenna ht.: 302 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,
29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC Radio Network.

TIME RATES
Rates effective July 1, 1958. (Card No. 20.)
Card received June 8, 1958.

- SPOT ANNOUNCEMENTS/PROGRAM RATES
1 time..... hr. hr. hr. min. min. (*)
13 times..... 38.00 22.00 15.00 12.00 9.00 4.75
26 times..... 34.00 19.00 13.00 11.00 8.00 4.50
52 times..... 31.00 17.00 11.00 10.00 7.00 4.25
104 times..... 28.00 15.00 10.00 9.00 6.00 4.00
156 times..... 25.00 13.00 9.00 8.00 5.50 3.75
280 times..... 22.00 12.00 3.00 7.00 5.00 3.50
(*) Announcements—minute or station break.
8-10-second "quickie" announcements (minimum 10
weekly)—50% of earned frequency minute rate.
- PACKAGE PLANS
SPECIAL ANNOUNCEMENT PACKAGE RATES
(Fixed position, 1-5 weeks)
Per week: 1 1/2 1/4 10 5
10 spots..... 4.00 40.00
15 spots..... 3.75 56.25
20 spots..... 3.50 70.00
25 spots..... 3.25 81.25
Additional discounts for continuous broadcast on
above package rates.
6-12 weeks..... 5%
13-25 weeks..... 10%
26-51 weeks..... 15%
52 weeks..... 20%
(D)

BROOKNEAL

Campbell County—Map Location G-5
See SRDS consumer market map and data at begin-
ning of the State.

WODI

Media Code 4 248 0975 4.00
WODI Inc., Box 518, Radio Road, Brookneal, Va.
24528. Phone 376-2288.

- PERSONNEL
President—Lester L. Williams.
Gen'l. Sta., Sales Mgr. & Prog. Dir.—Graham L.
Jones.
- FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-7 pm daily. EST.
- AGENCY COMMISSION
None, agencies add commission to rates shown, 10%
cash discount if paid in advance.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 8/1/65—Rec'd 5/13/67.

- SPOT ANNOUNCEMENTS
—1 min.—30 sec—
1 x..... 2.75 2.20 2.55 2.00
13 x..... 2.55 2.00 2.85 1.80
26 x..... 2.40 1.90 2.60 1.70
52 x..... 2.20 1.75 2.00 1.55
104 x..... 2.00 1.65 1.80 1.45
156 x..... 1.90 1.60 1.70 1.40
208 x..... 1.75 1.55 1.55 1.35
260 x..... 1.70 1.45 1.50 1.25
312 x..... 1.65 1.35 1.45 1.15
- PACKAGE PLANS
ROS
(7 day period)
10 ti..... 15.00 27.00 48.00 70.00
20 ti..... 20.00 36.00 60.00 84.00
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a,
26, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM Facilities: WCCV (FM).
Affiliated with American Entertainment Network.

DISCOUNTS
13 wks—5% 28 wks—10% 52 wks—15%

8. PROGRAM TIME RATES

1 x.....	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x.....	33.00	17.00	9.50	8.00	6.00
26 x.....	28.50	16.15	9.10	7.60	5.70
52 x.....	27.00	15.30	8.95	7.20	5.40
104 x.....	25.50	14.45	8.80	6.50	5.10
156 x.....	23.10	12.75	7.70	6.00	4.68
208 x.....	21.25	11.90	7.15	5.50	4.25
260 x.....	19.50	11.20	6.60	5.00	3.82
312 x.....	18.00	10.25	6.00	4.50	3.25
312 x.....	16.00	9.75	5.50	4.15	3.00

15 WEEK GUARANTEED CONTRACT
PER WK: 5 min 10 min 1/4 hr 1/2 hr
6 ti..... 18.00 24.90 33.00 49.50
3 ti..... 12.75 16.50 21.45 35.70
Advertising may continue indefinitely on this basis
after 13 weeks if desired.

CHARLOTTEVILLE (3 AM; 2 FM)

Albemarle County—Map Location H-4
See SRDS consumer market map and data at begin-
ning of the State.

WCCV (FM)

Media Code 4 248 1050 5.00
Evans Communication Systems, Inc., Box 631, Char-
lottesville, Va. 22902. Phone 703-295-5121.

- PERSONNEL
Gen'l. Mgr. & Exec. Vice-Pres.—Robert C. Walker.
Commercial Manager—Jack W. Creech.
- REPRESENTATIVES
North, Northeast, West—Vic Piano Associates, Inc.
South, Southwest—C. K. Beaver & Associates, Inc.
- FACILITIES
ERP 3.500 w.; 97.5 kc.
Operating schedule: 5:50 am-midnight daily. EST.
- AGENCY COMMISSION
15/0; monthly.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a,
26, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73u.
Prod. Services: 80, 82.
AM facilities: WCHV.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective October 1, 1958. (Card No. 1.)
Card received July 5, 1960.

- SPOT ANNOUNCEMENTS
CLASS A
(7:00 am-12:00 pm daily)
1 x..... 2.65 2.15 2.00 1.90 1.80 1.70
30 sec..... 1.50 1.45 1.35 1.30 1.25 1.20
15 sec..... 1.10 .95 .85 .85 .75 .70
- PROGRAM TIME RATES
1 HR: 1x 26x 52x 156x 260x 312x
A..... 15.00 14.25 13.50 12.75 12.00 11.25
B..... 7.50 7.10 6.75 6.35 6.00 5.60
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.

WCHV

Media Code 4 248 1125 5.00
Evans Communication Systems, Inc., Box 631, Char-
lottesville, Va. 22902. Phone 703-295-5121.

- PERSONNEL
Gen'l. Mgr. & Exec. Vice-Pres.—Robert C. Walker.
Commercial Manager—Jack W. Creech.
- REPRESENTATIVES
North, Northeast, West—Vic Piano Associates, Inc.
South, Southwest—C. K. Beaver & Associates, Inc.
- FACILITIES
5,000 w. days; 1,000 w. nights; 1260 kc.
Directional.
Operating schedule: 6:00 am-midnight Mon thru Thu.,
6:55 am-midnight Sun. EST.
- AGENCY COMMISSION
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a,
26, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM Facilities: WCCV (FM).
Affiliated with American Information Network.

TIME RATES
No. 6 ET 10/1/68—Rec'd 9/22/66.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS
CLASS AA
1 min..... 10.00 9.00 8.00 7.50 7.00 6.50 6.00
20/30 sec..... 8.00 7.20 6.40 6.00 5.60 5.20 4.80
15 sec..... 5.00 4.50 4.00 3.75 3.50 3.25 3.00
 - CLASS A
1 min..... 8.00 7.50 7.00 6.50 6.00 5.50 5.00
20/30 sec..... 6.40 6.00 5.60 5.20 4.80 4.40 4.00
15 sec..... 4.00 3.75 3.50 3.25 3.00 2.75 2.50
- (This listing continued on next page)

TIME RATES
Rates effective July 1, 1952. (Card No. 4.)
Card received June 25, 1952.
Revisions rec'd May 6, 1957.

- SPOT ANNOUNCEMENTS
1x 15x 26x 52x 104x 156x 260x
1 min 9.00 8.50 7.50 7.00 6.50 5.75
- PACKAGE PLANS
WEEKLY SATURATION RATES
(Run-of-schedule)
1 minute: 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
10 per week 7.00 6.45 6.30 5.95 5.66
15 per week 6.50 6.23 5.85 5.52 5.20
20 per week 6.00 5.70 5.40 5.10 4.80
- PROGRAM TIME RATES
1 x..... 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x..... 90 54 36 27 18
- DISCOUNTS
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 280x—30%
- SPECIAL FEATURES
News and Weather report programs.
Service Fee: 2.00 commissionable. (D)

WFHG

1946
BRISTOL, VA.

Media Code 4 246 0750 1.00
Bristol Broadcasting Co., Box 799, Valley Dr., Bris-
tol, Va. 24201. Phone 703-669-8112.

- PERSONNEL
General Manager—W. L. Ninninger.
Commercial Manager—Jack Martin.
Program Director—Ted Gibbs.
- REPRESENTATIVES
Stone Representatives, Inc.
- FACILITIES
5,000 w. days, 1,000 w. nights; 980 kc.
Directional—night only.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 4a.
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comb.; Cont. Discounts: 60a.
Affiliated with American Contemporary Network.

TIME RATES
ET 1/1/69—Rec'd 12/31/68.
AA—6-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS
CLASS AA
1x 52x 104x 156x 260x 312x 520x
1 min 10.00 9.50 9.00 8.50 8.00 7.50 7.00
20/30 sec 8.00 7.50 7.20 6.80 6.40 6.00 5.80
10 sec 5.00 4.75 4.50 4.25 4.00 3.75 3.50
- CLASS A
1 min 8.50 8.00 7.50 7.00 6.50 6.00 5.50
20/30 sec 6.80 6.40 6.00 5.60 5.20 4.80 4.40
10 sec 4.25 4.00 3.75 3.50 3.25 3.00 2.75
- PACKAGE PLANS
SATURATION PACKAGES
WKLY, EA: 1 min 20/30 10 sec 1 min 20/30 10 sec
12 ti..... 8.50 6.80 4.25 7.00 5.60 3.50
18 ti..... 8.00 6.40 4.00 6.50 5.20 3.25
24 ti..... 7.60 6.00 3.75 6.00 4.80 3.00
30 ti..... 7.00 5.60 3.50 5.50 4.40 2.75
(D)

WKYE

1962
BRISTOL, VA.

Media Code 4 248 0825 1.00
Davenport Broadcasting Corp., Box 708, 1009 W.
State St., Bristol, Va. 24201. Phone 703-669-1550.

- PERSONNEL
President—John Lee Davenport.
Vice-Pres. & Gen'l. Mgr.—Garrett W. Haston.
Sales Manager—William Rhengness.
- REPRESENTATIVES
Dora-Clayton Agency, Inc.
- FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 4a.
Contracts: 40a, 45, 46.
Contracts not transferable.
Affiliated with American Entertainment Network.

TIME RATES
ET 8/1/69—Rec'd 8/4/69.

- SPOT ANNOUNCEMENTS
1x 52x 104x 500x
1 min..... 8.00 7.50 7.00 6.50
- PACKAGE PLANS
PER WK: 12 ti 18 ti 24 ti 30 ti
1 min..... 6.00 5.50 5.00 4.50
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(D)

Blacksburg—WV VV (FM)—Continued

- REPRESENTATIVES
GHI-Perma, Inc.
- FACILITIES
ERP 2.990 w.; 104.9 mc.
Operating schedule: 5:00-2:00 am. EST.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26b, 28c,
29a, 30, 31, 33d.
Contracts: 40a, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51a,
51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70c, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Member: Suburban Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/67—Rec'd 4/3/67.

- PACKAGE PLANS
(To be used in 30 days)
1 ti 10 ti 25 ti 50 ti 100+
1 min..... 2.25 2.00 1.75 1.50 1.25
30 sec..... 2.00 1.75 1.50 1.00 .80
Specified times—extra .50 per spot. All other spots
will run at the best times available on a first come,
first serve basis.

BLACKSTONE

Nottoway County—Map Location J-6
See SRDS consumer market map and data at begin-
ning of the State.

WKLV

1947
Subscriber to the NAB Radio Code
Media Code 4 248 0600 8.00
Blackstone Broadcasting Corp., Drawer 192, Black-
stone, Va. 23824. Phone 703-292-4146.

- PERSONNEL
General Manager—John M. Williams.
Program Director—J. E. Fox.
News Director—Mac I. Moore.
- FACILITIES
5,000 w.; 1440 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION
None; all rates net to station. 15th following month.
- GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,
6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 28a,
29a, 31, 33c.
Contracts: 40a, 44a, 45, 47e, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 ET 4/8—Rec'd 3/4/68.

- SPOT ANNOUNCEMENTS
1x 312x 936x 1560x
1 min..... 3.00 2.50 1.90 1.60
30 sec or less..... 2.10 1.70 1.35 1.15
 - PROGRAM TIME RATES
1x 26x 156x 312x
1 hr..... 42.00 33.80 24.00 18.30
1/2 hr..... 27.60 21.90 15.90 12.00
5 min..... 19.20 14.40 10.50 8.10
5 min..... 9.60 7.20 5.40 4.20
- Includes 10% talent.
Spots and programs may not be combined to earn
lower rates.

BRISTOL (3 AM)

Washington County—Map Location C-6
See SRDS consumer market map and data at begin-
ning of the State.

WCYB

1946
BRISTOL, VA.

JAMES S. AYERS COMPANY, INC.
Southern Representative

Subscriber to the NAB Radio Code
Media Code 4 248 0675 0.00

- PERSONNEL
Pres. & Gen'l. Mgr.—Robert H. Smith.
Vice-Pres. & Sales Mgr.—J. Fey Rogers.
Station Manager—Ed Spiegel.
- REPRESENTATIVES
Meeker Radio, Inc.
Regional—The James S. Ayers Company.
- FACILITIES
1,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION
15/0. All bills payable when rendered.
- GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 26,
28a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

VIRGINIA

Charlottesville—WCHV—Continued

8. PROGRAM TIME RATES

1 HOUR		15 MIN		30 SEC	
1x	15x	1x	15x	1x	15x
AA	56.00	53.20	52.15	50.00	44.75
A	50.00	45.00	42.50	40.00	35.00
1/2 hr: 60% of hour.		5 min: 20% of hour.			
1/4 hr: 40% of hour.					

WELK

1957



Subscriber to the NAB Radio Code
Media Code 4 248 1200 8.00
WELK, Inc., Box 1294, Charlottesville, Va. 22902.
Phone 703-286-2144.

- PERSONNEL**
General Manager—Robert W. Stroh.
- REPRESENTATIVES**
Mosker Radio, Inc.
Atlanta, Dallas—Busby, Finch and Woods, Inc.
- FACILITIES**
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 45.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Eff 5/1/69—Rec'd 3/14/69.
AA—Sign-on-9 am & 4-6:30 pm.
A—9 am-4 pm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	1 WEEK		2 WEEKS		3 WEEKS	
	10 sec	30 sec	1 min	10 sec	30 sec	1 min
5 tl	3.25	4.00	5.00	2.25	3.00	4.00
10 tl	3.15	3.90	4.75	2.15	2.90	3.75
25 tl	3.05	3.80	4.50	2.05	2.80	3.50
13 WEEKS						
5 tl	3.15	3.90	4.75	2.15	2.90	3.75
10 tl	3.05	3.80	4.50	2.05	2.80	3.50
25 tl	2.95	3.70	4.25	1.95	2.70	3.25
26 WEEKS						
5 tl	3.05	3.80	4.50	2.05	2.80	3.50
10 tl	2.95	3.70	4.25	1.95	2.70	3.25
25 tl	2.85	3.60	4.00	1.85	2.60	3.00
52 WEEKS						
5 tl	2.95	3.70	4.25	1.95	2.70	3.25
10 tl	2.85	3.60	4.00	1.85	2.60	3.00
25 tl	2.75	3.25	3.75	1.75	2.25	2.75

WINA

WINA-FM

1949

1954



Subscriber to the NAB Radio Code
Media Code 4 248 1275 8.00
Charlottesville Broadcasting Corp., Box 1230, 4th and
Main Sts., Charlottesville, Va. 22902. Phone 703-
286-6177.

- PERSONNEL**
President—Donald G. Heyne.
Exec. Vice-Pres. & Gen'l Mgr.—Colin Rosse.
- REPRESENTATIVES**
PRO Time Sales, Inc.
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**
5,000 w.; 1070 kc. Directional night only.
Operating schedule: 18 hours daily, EST.
FM-ERP 2,800 w.; 95.3 mc.
- AGENCY COMMISSION**
15/0. Bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25a, 28b, 28c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Live copy: 125 words per minute.

TIME RATES

No. G Eff 6/1/69—Rec'd 3/31/69.
AA—Mon thru Fri 6-9:30 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	CLASS AA		CLASS A		CLASS B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl	13.20	12.50	11.65	11.30	10.10	9.70
5 tl	12.80	12.00	11.30	10.85	9.70	9.40
10 tl	12.40	11.70	10.85	10.50	9.40	9.05
15 tl	12.00	11.30	10.50	10.15	9.00	8.65
20+	11.60	11.00	10.15	9.80	8.65	8.05
20/30 SECONDS						
1 tl	10.80	10.20	9.55	9.35	8.05	7.80
5 tl	10.50	9.90	9.20	9.00	7.80	7.45
10 tl	10.20	9.60	8.90	8.65	7.45	7.10
15 tl	9.70	9.30	8.60	8.40	7.20	6.85
20+	9.60	9.00	8.30	8.10	6.85	6.50
CLASS A						
1 MINUTE						
1 tl	10.00	9.40	8.75	8.55	7.55	7.15
5 tl	9.80	9.20	8.50	8.30	7.00	6.65
10 tl	9.20	8.60	7.85	7.55	6.85	6.45
15 tl	8.80	8.30	7.55	7.40	6.80	6.05
20+	8.40	8.05	7.40	7.10	6.35	5.80

20/30 SECONDS

PER WK, EA:	1 wk	4 wk	8 wk	13 wk	26 wk	39 wk	52 wk
1 tl	7.80	7.70	7.20	6.95	6.35	6.00	5.65
5 tl	7.85	7.45	7.00	6.80	6.10	5.75	5.40
10 tl	7.80	7.25	6.80	6.65	6.00	5.65	5.30
15 tl	7.45	7.00	6.60	6.25	5.75	5.40	5.05
20+	7.20	6.90	6.25	6.00	5.65	5.30	4.95

Spots in different time periods may be combined to determine frequency rates.

7. PACKAGE PLANS

MINIMUM OF:

	1 min	20/30
10 in 1 day	8.85	6.90
25 in 7 days	7.80	6.30
100 in 30 days	6.90	5.70
100 each month for 1 year	6.05	5.10

Fixed position spots take precedence, but spots will be scheduled in best positions available on a first come first served basis.

8. PROGRAM TIME RATES

1 HOUR:	1x	20x	65x	130x	195x	260x
AA	100.00	95.00	90.00	85.00	80.00	75.00
A	75.00	72.00	67.00	63.00	60.00	56.25
1/2 hr: 60% of hour.		10 min: 30% of hour.				
1/4 hr: 40% of hour.		5 min: 20% of hour.				

9. PARTICIPATING PROGRAMS
Early Farm Hour—Mon thru Fri 6-8:30 am.
Saturday Farm Hour—11:15 am-noon.
PER WK: 1 11 6 tl 12 tl 18 tl
1 min 13 11 10 9
5 min—1-1/2x applicable minute rate.

CHASE CITY

Mecklenburg County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WMEK

1959



Subscriber to the NAB Radio Code
Media Code 4 248 1350 9.00
Mecklenburg Broadcasting Co., Inc., 512 N. Main St.,
Chase City, Va. 23924. Phone 703-372-3141.

- STATION'S PROGRAMMING DESCRIPTION**
WMEK: Programmed for general interest.
NEWS: every hour, 6-7 am farm, state news, weather, country and western music. 7-8 am general popular music. 8-9 am network and station news, general popular music. 9-10 am women's show, fashions, discussions. 10-11 am network variety program, 11 am-noon country and western music, farm information. Noon-1 pm news, weather, swap program, farm talk, country agent, country and western music. 1-2 pm news, standard music. 2-3 pm news, standard music. 3-5 pm popular music, current hits, 5-8 pm world and local news, sports, standard music. 6-7 pm news, standard music. Rec'd 7/24/67.
- PERSONNEL**
President—John L. Cole, Jr.
Vice-Pres. & Gen'l Mgr.—Arthur A. Moran, Jr.
 - FACILITIES**
500 w. days; 980 kc. Non-directional.
Operating schedule: 6:00 am-local sunset, EST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 71a, 73a.
Affiliated with KBS Radio Network.
Affiliated with American Information Network.
Member: National AirRadio Groups, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS

1x	27x	52x	104x	261x	365x	750x
1 min	4.00	3.75	4.50	3.00	2.60	2.50
30 sec	3.00	2.80	2.70	2.50	2.30	2.00
10 sec	1.60	1.50	1.40	1.25	1.15	1.00

8. PROGRAM TIME RATES

1 hr	15	15x	105x	260x	312x
1 hr	45.00	30.00	25.00	30.00	25.00
1/2 hr	30.00	25.00	20.00	20.00	18.00
1/4 hr	18.00	15.00	12.50	10.50	9.50
10 min	14.50	12.00	10.50	9.00	8.40
5 min	8.50	7.50	6.75	6.00	5.80

CHATHAM

Pittsylvania—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WKBY

1966

Media Code 4 248 1425 9.00
Pittsylvania County Broadcasters, Inc., Route 2, Box
105A, Chatham, Va. 24531. Phone 703-432-8108.
Danville phone 703-793-1344.

- STATION'S PROGRAMMING DESCRIPTION**
WKBY: Farm oriented country and western music 100%. Farm features hourly area weather hourly community news hourly Sun, gospel music from sign-on-noon. Contact Representative for further details. Rec'd 1/30/69.
- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Everett C. Peace, Jr.
Station Manager—Ed Martin.
Farm Director—Lyn Hutson.
 - REPRESENTATIVES**
National Times Sales.
Southern Spot Sales, Inc.
 - FACILITIES**
1000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset, EST, DST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 25, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47b, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60l, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 6/1/66—Rec'd 8/25/66.

6. SPOT ANNOUNCEMENTS

1x	1 min	30 sec	1 min	30 sec
1x	4.50	3.50	2.60	3.50
13x	4.30	3.30	2.12	3.40
26x	4.10	3.10	2.00	3.20
52x	4.00	3.00	1.80	3.10
104x	3.80	2.80	1.60	3.00
156x	3.60	2.60		

10-second spots, each 1.50

8. PROGRAM TIME RATES

1x	1/2 hr	1/4 hr	10 min	5 min
1x	38.00	25.00	15.00	12.00
13x	36.00	23.00	14.50	11.50
26x	34.00	21.50	14.00	11.25
52x	32.00	20.00	13.50	10.75
104x	30.00	18.50	13.00	10.50
156x	28.00	17.00	12.50	9.50
280x	27.00	15.50	12.25	9.25
312x	26.00	15.00	12.00	9.00

CHESAPEAKE

Chesapeake County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth
(including Virginia Beach-Chesapeake)
and
Newport News-Hampton

CHESTER

Chesterfield County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

See Richmond

(including Highland Springs, Chester)

CHRISTIANSBURG

Montgomery County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WJJJ

1954

Media Code 4 248 1575 1.00
Blackburg-Christiansburg Broadcasting Co., Box 30,
Christiansburg, Va. 24078. Phone 703-382-4993,
4994.

- PERSONNEL**
General Manager—Lewis Bagwell, Jr.
Program Director—David Carter.
- REPRESENTATIVES**
Gil-Ferna, Inc.
- FACILITIES**
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5:00 am-local sunset, EST, DST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30, 31, 33d.
Contracts: 40a, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62a.
Cancellation: 70c, 70d, 71a, 72d.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KBS Radio Network.
Member: Suburban Radio Group.

NATIONAL AND LOCAL RATES SAME
Rates effective November 1, 1964. (Card No. 15.)
Card received November 5, 1964.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
5:00-11:00 am, noon-1:00 pm, 3:00-6:00 pm	10.00	8.00	7.00
6 days	5.00	4.00	3.50
7 days	4.00	3.50	3.00
CLASS B		CLASS C	
1 min	8.00	7.00	6.00
6 days	4.00	3.50	3.00
7 days	3.50	3.00	2.50

7. PACKAGE PLANS

WEEKLY ROS PLAN

500 tl	1 min	30 sec	20 sec	10 sec
500 tl	3.00	2.50	2.00	1.50
1000 tl	2.50	2.20	1.60	1.20

CONTRACT RATES

1 min	30 sec	20 sec	10 sec
250 tl	4.00	3.50	3.00
500 tl	3.50	3.00	2.50
1000 tl	2.00	2.50	2.00

CLIFTON FORGE

Allegheny County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCFV

1950

Media Code 4 248 1650 2.00
Image Radio, Inc., Box 48, Fairview Heights, Clifton Forge, Va. 24422. Phone 703-862-4147.

- PERSONNEL**
General Manager—Clifford H. Davis.
Program Director—Robert L. Nuckels.
Music Director—Bill Ray.

- REPRESENTATIVES**
Vic Plano Associates, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.<

VIRGINIA

Emporia—WEVA—Continued

8. PROGRAM TIME RATES					
	15x	25x	52x	156x	312x
1 hr.	80.00	50.00	37.50	35.00	30.00
1/2 hr.	40.00	30.00	27.50	25.00	20.00
1/4 hr.	20.00	18.00	14.00	13.00	10.00
5 min.	15.00	12.00	10.00	9.00	7.00

FAIRFAX (1 AM; 1 FM)

Fairfax County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WEEL

1955

Subscriber to the NAB Radio Code
Media Code 4 248 2400 1.00
The OK Broadcasting Co., 3909 Oak St., Fairfax, Va. 22030. Phone 703-273-4000.

STATION'S PROGRAMMING DESCRIPTION
WEEL: Programmed for adults 21-50 years of age. MUSIC: middle-of-the-road. NEWS: 5 min on half hour with local news headlines on hour. 80% of all news local, with on-the-spot, beeper and live reports. SPORTS: college and high school football, regular material and local sports features. Heavy emphasis on local public affairs and public service. Contact Representative for further details. Rec'd 11/8/87.

- 1. PERSONNEL**
Pres. & Gen'l. Mgr.—Arthur Kellar.
Regional Sales Manager—Virginia Ellis.
- 2. REPRESENTATIVES**
Vic Piano Associates, Inc.
- 3. FACILITIES**
5,000 w.; 1310 kc.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 net; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Sold in combination with WEZR (FM). Minimum of 6 times weekly on both WEEL and WEZR (FM), 10% discount.

TIME RATES

No. 12 Eff 10/1/88—Rec'd 11/27/88.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—Sun thru Sat all other times. BTA basis.
B—Mon thru Fri 9 pm-midnight.

6. SPOT ANNOUNCEMENTS					
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 t	11.00	10.00	9.50	8.00	8.00
6 t	10.00	9.50	9.00	8.50	7.50
12 t	9.50	9.00	8.50	8.00	7.00
24 t	9.00	8.00	7.50	7.00	6.50
48 t	8.00	7.00	6.50	6.00	5.50
30 sec:	80% of 1-min.	15 sec:	60% of 1-min.		
AA—Per spot, extra 3.00.					
B—50% of A rates.					

7. PACKAGE PLANS					
PER MO:	50 t	100 t	75 t	50 t	25 t
1 min.	975.00	700.00	562.50	400.00	212.50
30 sec.	780.00	590.00	450.00	320.00	170.00
15 sec.	624.00	448.00	360.00	256.00	136.00

PRIME TIME PACKAGES					
1 min.	30 sec.	15 sec.	75 t	50 t	25 t
1325.00	880.00	597.50	450.00	337.50	237.50
930.00	680.00	425.00	370.00	270.00	195.00
774.00	548.00	435.00	308.00	181.00	161.00

8. PROGRAM TIME RATES					
CLASS A					
PER WK:	1 hr	1/2 hr	1/4 hr	5 min	5 min
1 t	100	75	60	25	25
5 t	85	60	45	18	18
AA—5-minute rate plus 4.00.					
B—50% of A rates.					

WEZR (FM)

1988
Media Code 4 248 2430 8.00
Radio Fairfax—Prince William, Inc., 3909 Oak St., Fairfax, Va. 22030. Phone 703-273-4000.

- 1. PERSONNEL**
Pres. & Gen'l. Mgr.—Arthur Kellar.
Regional Sales Manager—Virginia Ellis.
- 2. REPRESENTATIVES**
Vic Piano Associates, Inc.
- 3. FACILITIES**
ERP 10,000 w.; 108.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% net; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Sold in combination with WEEL. See that listing for discount.

TIME RATES

6. SPOT ANNOUNCEMENTS					
PER WK:	4 wk	13 wk	26 wk	52 wk	52 wk
1 t	7.00	6.50	6.00	5.00	5.00
6 t	6.50	6.00	5.50	5.00	4.50
12 t	6.00	5.50	5.00	4.50	4.00
24 t	5.50	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES					
PER WK:	1/4 hr	1/2 hr	1 hr	1 hr	1 hr
1 t	25	40	50	50	50
6 t	15	25	35	35	35

FALLS CHURCH

Fairfax County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Blodensburg, Silver Spring, Wheaton, Md.)

FARMVILLE (1 AM; 1 FM)

Prince Edward County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WFLO

1947

Subscriber to the NAB Radio Code
Media Code 4 248 2475 3.00
Colonial Broadcasting Co., Cumberland Rd., Farmville, Va. 23901. Phone 703-892-4195.

STATION'S PROGRAMMING DESCRIPTION
WFLO: Programmed for general interest.
NEWS: headlines and weather every half hour. 15 min news 21 times a week. Home demonstration agent talks M-F 9:30-9:45 am. County agent farm talks M-F 12:30-12:40 pm. Farm markets and trading post M-F during noon hour. SPORTS: college, high school and professional football in season. High school and college basketball and local golf tournaments. MUSIC: country and western 30 hours per week, middle-of-the-road 24 hours per week, top tunes 44 hours per week. FM: middle-of-the-road 8 am-10 pm. Rec'd 5/2/88.

- 1. PERSONNEL**
Owner & Gen'l. Mgr.—Mrs. Carla B. Keys.
Manager—John D. Wilson.
- 2. REPRESENTATIVES**
Regional—Omni-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days; 870 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 6,300 w.; 95.7 mc.

4. AGENCY COMMISSION
15% on net charges.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 15b.
Basic Rates: 21c, 22a, 23a, 24b, 25a, 28b, 29a, 30, 31a, 31b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES

6. SPOT ANNOUNCEMENTS					
1 min.	15 sec.	15 sec.	15 sec.	15 sec.	15 sec.
5.00	4.00	4.00	3.75	3.50	2.75
4.00	3.50	3.00	2.75	2.50	1.50
1.50	1.50	1.50	1.50	1.50	1.50

8. PROGRAM TIME RATES					
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	5 min.
48	45	45	45	45	45
36	34	34	34	34	34
18	18	18	18	18	18
10	9	9	9	9	9

FRANKLIN

Southampton County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WYSR

1955
Media Code 4 248 2550 3.00
The Franklin Broadcasting Corp., Franklin Shopping Center, Franklin, Va. 23851. Phone 703-562-3135.

- 1. PERSONNEL**
President—Thomas F. Clark.
- 2. REPRESENTATIVES**
PRO Time Sales, Inc.
Philadelphia—Selective Broadcast Advertising, Inc.
- 3. FACILITIES**
1,000 w. days; 1250 kc.
Non-directional.
Operating schedule: 5:55 am-11:15 pm Mon thru Fri; 5:55 am-midnight Sat; 7:30 am-10:35 pm Sun. EST.
FM FACILITIES
ERP 5,100 w.; 101.5 mc.
- 4. AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 28b, 29a.
Contracts: 40a, 45, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with Keystone Network.

TIME RATES

Rates effective January 1, 1981. (Card No. 2.)
Card received January 16, 1981.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
1 time	13 times	26 times	52 times	104 times	208 times
3.50	3.40	3.25	3.00	2.75	2.50
104 times	208 times	312 times	520 times	2.80	2.10

8. PROGRAM TIME RATES					
1 time	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
45.00	42.00	21.00	12.00	9.00	6.00
42.00	40.00	20.00	11.75	8.50	5.75
20.00	19.00	10.00	7.50	6.50	5.50
38.00	35.00	17.50	9.50	7.00	4.75
35.00	32.00	16.00	8.75	6.50	4.50
30.00	28.00	14.00	7.50	6.00	4.25

FREDERICKSBURG (2 AM; 2 FM)

Spotsylvania County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WFLS

1960

Subscriber to the NAB Radio Code
Media Code 4 248 2625 3.00
Star Broadcasting Corp., 616 Amelia St., Fredericksburg, Va. 22401. Phone 703-373-1500.

STATION'S PROGRAMMING DESCRIPTION
WFLS: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. 5:30-5:45 am farm market and weather reports, interviews. 5:45-9:30 am middle-of-the-road music, weather, school information, traffic, telephone reports. 9:30-10 am women's show, interviews, fashions. 10:05-11 am telephone discussion with guests. Noon-1 pm news, stock market, farm reports. 1-4 pm music, telephone interviews. 4-8 pm current hits. 8-9 pm showtunes. 8-11 pm standards, showtunes. SPORTS: high school football, basketball, college football, major league baseball, football. Contact Representative for further details. Rec'd 7/20/87.

- 1. PERSONNEL**
President—Charles S. Rowe.
General Manager—Joshua P. Rowe, III.
Sta. & Comm'l. Mgr.—James W. Poole.
- 2. REPRESENTATIVES**
Regional—Omni-Messervy Co., Inc.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 5:25 am-local sunset Mon thru Sat; 7:25 am-local sunset Sun. EST.
FM FACILITIES
ERP 42,000 w.; 93.3 mc.
Operating schedule: 5:25-12:15 am Mon thru Sat; 7:25 am-10:15 pm Sun. EST.
Antenna ht.: 335 ft. above average terrain.

- 4. AGENCY COMMISSION**
15% on time and talent; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 4a, 4d, 5, 6a.

Rate Protection: 15b.
Basic Rates: 20b.
Comb.: Cont. Discounts: 60a, 62d.
Prod. Services: 82.

TIME RATES
Rates effective July 15, 1980.
Rates received August 3, 1980.

6. SPOT ANNOUNCEMENTS					
1 min.	30 sec.	10 sec.	10 sec.	10 sec.	10 sec.
4.50	3.00	2.10	2.10	2.10	2.10
3.75	2.65	1.80	1.80	1.80	1.80
3.00	2.25	1.50	1.50	1.50	1.50

8. PROGRAM TIME RATES					
1 time	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
52.50	53.75	22.50	15.00	9.75	8.65
45.00	28.00	18.75	13.00	8.65	8.65
28 or more times	37.50	22.50	15.00	11.25	7.50

WFVA

1939
Media Code 4 248 2700 4.00
Fredericksburg Broadcasting Corp., Box 289, 707 Princess Anne St., Fredericksburg, Va. 22401. Phone 703-373-7721.

STATION'S PROGRAMMING DESCRIPTION
WFVA: MUSIC: M-F daytime, Sat and Sun afternoon and night, mixed current hits and general popular. M-F night and Sat forenoon top 100. NEWS: local news staff, radio-equipped van. 13 network, 13 live local newscasts. 3 local weathercasts daily. SPORTS: Play-by-play high school football, basketball, baseball, junior league baseball, college football. 5 local, 2 network sportscasts M-F, 20 network plus local supplemental sportscasts weekends. Network and local special events and features, election coverage, special event remotes. Daily phone shows. Editorials as events warrant. RELIGION: Sun forenoon and 5 min sign-off features. Contact Representative for further details. Rec'd 8/2/87.

- 1. PERSONNEL**
General Manager—John C. Morgan.
- 2. REPRESENTATIVES**
PRO Time Sales, Inc.
Philadelphia—Selective Broadcast Advertising, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:55 am-11:15 pm Mon thru Fri; 5:55 am-midnight Sat; 7:30 am-10:35 pm Sun. EST.
FM FACILITIES
ERP 5,100 w.; 101.5 mc.
- 4. AGENCY COMMISSION**
15/0 net; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 61b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Member: Green Valley Group.

TIME RATES
Rates effective November 1, 1984.
Rates received November 4, 1984.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
PER WK:	1 wk	13 wk	26 wk	52 wk	52 wk
5 t	6.25	5.85	5.45	5.05	4.65
10 t	5.85	5.45	5.05	4.65	4.25
20 t	5.45	5.05	4.65	4.25	3.85
30 t	5.05	4.65	4.25	3.85	3.45
10-seconds—75% of applicable minute rate.					
10-seconds—50% of applicable minute rate.					
10-second announcements are combinable with other announcements at a ratio of 2 10-second to 1 1-minute announcement.					

10. SPECIAL FEATURES					
5 MINUTE NEWSCASTS					
PER WK:	13 wk	26 wk	52 wk	52 wk	52 wk
5 t	11.00	11.00	11.00	11.00	9.50
10 t	10.25	9.50	8.75	8.00	8.00
15 t	9.50	8.75	8.00	8.00	8.00

FRONT ROYAL

Warren County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

WFTR

1948

Subscriber to the NAB Radio Code
Media Code 4 248 2775 6.00
WFTR, Inc., Box 192, Front Royal, Va. 22630. Phone 703-835-4121.

- 1. PERSONNEL**
Pres. & Gen'l. Mgr.—Charles B. Britt.
Sta. & Comm'l. Mgr.—John E. Taylor.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm, EST.

4. AGENCY COMMISSION
15%: no cash discount on line charges or talent fees.

PROGRAM TIME RATES

1 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/2 hr	60%	of hour.					
1/4 hr	40%	of hour.					

GATE CITY

Scott County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WGAT

1959
Subscriber to the NAB Radio Code
Media Code 4 248 2225 7.00
Tri-Cities Broadcasting Corp., Box 37, 133 E. Jackson St., Gate City, Va. 24251. Phone 703-888-7025.

STATION'S PROGRAMMING DESCRIPTION
WGAT: Programmed for general interest.
NEWS: 5 min network news every 30 min. 15 min news at 7:45 am & noon. MUSIC: middle-of-the-road during morning drive time, sign-on-10 am, and afternoon drive time, 4:05 pm-sign-off. Country music mid-morning and mid-afternoons. SPORTS: play-by-play college and high school football. Major league baseball. RELIGION: commercial paid religious programming on Sun. FARM: market news and trading post during noon hour. Sat. Contact Representative for further details. Rec'd 10/7/68.

PERSONNEL
President—J. Herman Long.
Station Manager—James B. Roberts.
REPRESENTATIVES
Vic Plano Associates, Inc.
FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
AGENCY COMMISSION
15/10 time only.
GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47b, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
No. 3 ET Rec'd 8/30/66.

PACKAGE PLANS

PER WK:	1t	5t	10t	15t	20t	30t
1 min	4.00	3.75	3.50	3.25	3.00	2.50
20/30 sec	75%	1-min. 8/10 sec: 50% of 1-min.				

PROGRAM TIME RATES

1 hr	1x	15x	25x	52x	104x	156x	260x
1/2 hr	5.00	47.50	45.00	42.50	40.00	37.50	35.00
1/4 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
10 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min	7.50	7.125	6.75	6.375	6.00	5.625	5.25

GLoucester

Gloucester County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

WDDY

1957
Subscriber to the NAB Radio Code
Media Code 4 248 3000 8.00
Cape Radio, Inc., Box 673, Coca Cola Bldg., Gloucester, Va. 23061. Phone 683-2105.

STATION'S PROGRAMMING DESCRIPTION
WDDY: Programmed for general interest. NEWS: 5 min hourly, headlines and weather on half hour. 8-11 am middle-of-the-road music. 11 am-noon & 1-2 pm country and western. Noon-1 pm & 5 pm-sign-off standards. 3-30-5 pm and Sun 2 pm-sign-off rock. FARM: news 8:25-8:30 am & 12:45-1 pm. SPORTS: live major league baseball and college football. Personalities available for all remote pickups. Plans available. Contact Representative for further details. Rec'd 7/15/67.

PERSONNEL
General Manager—Arthur Lazarow.
Assistant Manager—Joan R. Lazarow.
REPRESENTATIVES
New York—Gene Bolles Company.
FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 1:30 am-local sunset Sun. EST.
AGENCY COMMISSION
15/10: 10th of following month.
GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b, 29c, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective January 1, 1957. (Card No. 1.)
Card received April 8, 1957.

SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	208x	365x
1 min	7.50	7.00	6.85	6.30	5.95	5.60
10 sec	5.00	4.75	4.50	4.00	3.75	3.50

PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
55.00	30.00	22.50	17.50	10.50

DISCOUNTS

3x-10%	52x-22%	208x-33%
16x-18%	104x-25%	365x-40%

RETNA (1 AM; 1 FM)

West Virginia County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WMNA WMNA-FM
1955 1959

Media Code 4 248 3075 0.00
Central Virginia Broadcasting Co., Inc., Box 780, Gretna, Va. 24557. Phone 703-656-1234.

STATION'S PROGRAMMING DESCRIPTION
WMNA: Programs directed toward all ages and tastes.
MUSIC: country and western, early morning and noon. Middle-of-the-road during morning and afternoon drive times. Standards early afternoon and early evening. Rock in afternoon. NEWS: national wire on hour, statewide and local on half hour. SPORTS: daily sports show, races, high school play-by-play. FARM: special farm shows early morning and noon. Special events: community service programs and remote broadcasts, tapes, interviews, mobile unit and FM network. Rec'd 4/14/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lyle C. Motley.

3. FACILITIES
1,000 w. days; 730 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 3,000 w.; 108.3 mc. Stereo.
Operating schedule: 6:00 am-11:00 pm. EST.
Antenna ht.: 272 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24c.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 61b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective October 31, 1960.
Rates received October 31, 1960.

6. SPOT ANNOUNCEMENTS

Per week:	1 min. 30 sec.	1 min. 30 sec.
1 time	3.75	3.00
3 times	3.25	2.50
5 times	3.00	2.00
10 times	2.00	1.50
15 times	1.90	1.40

10-seconds (minimum 4 per day) each, .75.

8. PROGRAM TIME RATES

Per year:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	30.00	17.00	9.00	6.00
3 times	25.00	14.00	7.50	5.00
5 times	21.00	12.00	6.50	4.00
10 times	18.75	10.50	5.25	3.00

GRUNDY (1 AM; 1 FM)

Buchanan County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WNRG

1955
Media Code 4 246 3150 1.00
Virginia-Kentucky Broadcasting Co., Inc., Grundy, Va. 24614. Phone 703-935-2587.

1. PERSONNEL
President—Herman G. Dotson.
General Manager—Dave Jordan.

3. FACILITIES
5,000 w. days; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 45, 48.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 71a, 73a.
Member: Appalachian Network.

TIME RATES
Rates effective October 1, 1962.
Rates received October 4, 1962.

6. SPOT ANNOUNCEMENTS

1 min.	(*)	1 min.	(*)
1 time	4.75	3.35	156 times
13 times	4.50	3.20	208 times
26 times	4.25	3.05	280 times
52 times	4.00	2.90	312 times
104 times	3.75	2.75	365 times

(*) Less than 30 seconds.

8. PROGRAM TIME RATES

Per year:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	38.00	23.75	14.75	12.75	9.00
13 times	36.00	23.00	14.00	12.00	8.50
26 times	34.00	21.75	13.25	11.25	8.00
52 times	32.00	20.00	12.50	10.50	7.50
104 times	30.00	18.75	11.75	9.75	7.00
156 times	28.00	17.50	11.00	9.00	6.50
208 times	26.00	16.25	10.25	9.25	6.00
280 times	24.00	15.00	9.50	7.50	5.50
312 times	22.00	13.75	8.75	6.75	5.00
365 times	20.00	12.50	8.00	6.00	4.50

WNRG-FM

1966
Media Code 4 246 3151 9.00
Virginia-Kentucky Broadcasting Co., Inc., Box V Grundy, Va. 24614.

1. PERSONNEL
General Manager—Dave Jordan.

3. FACILITIES
ERP 3,000 w.; 97.7 mc.
Operating schedule: 8 am-midnight daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL RATE POLICY
TIME RATES
ET. 10/1/62—Rec'd 10/14/66.

6. SPOT ANNOUNCEMENTS

1 min	(*)	1 min	(*)
1x	4.75	3.35	156x
13x	4.50	3.20	208x
26x	4.25	3.05	280x
52x	4.00	2.90	312x
104x	3.75	2.75	365x

(*) Less than 30 seconds.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
38.00	23.75	14.75	12.75	9.00
36.00	23.00	14.00	12.00	8.50
34.00	21.75	13.25	11.25	8.00
32.00	20.00	12.50	10.50	7.50
30.00	18.75	11.75	9.75	7.00
28.00	17.50	11.00	9.00	6.50
26.00	16.25	10.25	9.25	6.00
24.00	15.00	9.50	7.50	5.50
22.00	13.75	8.75	6.75	5.00
20.00	12.50	8.00	6.00	4.50

HAMPTON

Hampton County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth

(including Virginia Beach-Chesapeake)

and Newport News-Hampton

HARRISONBURG (3 AM; 1 FM)

Rockingham County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WHBG

1956
Media Code 4 248 3225 1.00
Radio Harrisonburg, Inc., Box 392, Harrisonburg, Va. 22801. Phone 703-434-1311.

STATION'S PROGRAMMING DESCRIPTION
WHBG: Programmed for all ages having general interest in popular music.
40% current hits. 30% new releases. 30% old standards. 6 air personalities emcee entire operation.
NEWS: 5 min summaries presented on hour with expanded coverage of news, weather, sports and market reports 7-9 am, noon-1 pm, & 5-7 pm. Farm director, local news staff and remote broadcast facilities. Contact Representative for further details. Rec'd 8/18/67.

1. PERSONNEL
President—W. W. Greer, Jr.
Vice-Pres. & Gen'l Mgr.—Bill Kramer.
Sales Manager—David Frankel.

2. REPRESENTATIVES
Hil Walton & Company, Inc.

3. FACILITIES
5,000 w. days; 1360 kc.
Operating schedule: 8 am-local sunset. EST.
15% on time only; no cash discount.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 29a.
Contracts: 40a, 41, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.
Member: National Air Radio Groups, Inc.

TIME RATES
No. 9 ET 1/68—Rec'd 2/23/68.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	156x	312x	520x	1040x
1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	3.50	3.00	2.50	2.00	1.50

7. PACKAGE PLANS

PER WK, EA:	5t	10t	15t	25t	50t
1 min.	5.00	4.75	4.50	4.00	3.50
30 sec.	3.50	3.00	2.75	2.25	1.75
15 sec.	2.00	1.75	1.50	1.25	1.00

WKCY

1967
Subscriber to the NAB Radio Code
Media Code 4 248 3300 2.00
Radio Blue Ridge, Inc., Box 1007, Harrisonburg, Va. 22801. Phone 703-434-1777.

1. PERSONNEL
Gen'l & Sta. Mgr.—Donald W. Miller.
Sales Manager—Homer Quann.

2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
5,000 w.; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Antenna ht.: _____

4. AGENCY COMMISSION
15% on net station time.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 20a, 21a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 32b.
Contracts: 40a, 42a, 42c, 43, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60g, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
ET _____ Rec'd 5/4/67.

VIRGINIA

7. PACKAGE PLANS

PER WK:	6t	12t	18t	24t	30t
1 min.	7.00	6.50	6.00	5.50	5.00
20/30 sec.	5.00	5.20	4.80	4.40	4.00
10 sec.	3.50	3.25	3.00	2.75	2.50

WSVA

1935

NBC Radio Network



AVERY-KNODEL, INC.

Gilmore Broadcasting Group
Subscriber to the NAB Radio Code
Media Code 4 248 3375 4.00
Gilmore Broadcasting Corp. of Virginia, Box 752, Rawley Pike, Harrisonburg, Va. 22801. Phone 703-434-0331. TWX 710-839-1394.

STATION'S PROGRAMMING DESCRIPTION
WSVA: MUSIC: middle-of-the-road 5 am-7 pm, current hits 7-10 pm, standards 10 pm-12 M. 12% farm service, 5-7 am & 12:05-12:30 pm, daily with farm director. NEWS: 9-1/2% local with 5 man staff plus 11 area stringers. SPORTS: 3 daily local shows plus all seasonal local play-by-play college and high school football and basketball, semi-pro baseball, World Series, pro football, title fights with sports director. Official US Government weather reporting station. 5 man personality and music staff. Open line telephone and talk show 10:05-10:55 am daily. Contact Representative for further details. Rec'd 12/28/67.

1. PERSONNEL
President—James Gilmore.
Exec. Vice-Pres. & Gen'l Mgr.—Hamilton Shea.
Station Manager—Alvin Mullenax.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 550 kc.
Directional—5-8 am & sunset-sign-off.
Operating schedule: 5:00-12:05 am Mon thru Sat; 7:00 am-11:05 pm Sun. EST. DST.

4. AGENCY COMMISSION
15% on net station time. No cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 28b, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60a, 60g, 61b, 62d.
Cancellation: 70a, 70c, 71

VIRGINIA

Harrisonburg—W SVA-FM—Continued

TIME RATES
ET Rec'd 12/5/66.

6. SPOT ANNOUNCEMENTS

1 min spots, ea.	3
Buy 6 per week, earn 1 additional.	
Buy 11 per week, earn 3 additional.	
Buy 16 per week, earn 5 additional.	

10. SPECIAL FEATURES
(News, Weather, Sports, etc.)

Up to 5 min. ea.	5
Buy 6 per week, earn 1 additional.	
Buy 11 per week, earn 3 additional.	
Buy 16 per week, earn 5 additional.	

CONSECUTIVE WEEK DISCOUNTS

26 wk—4%	52 wk—8%
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HERNDON

Fairfax County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WHRN

1965
Media Code 4 248 3450 5.00
Three Towers Broadcasting Corp., Fox Mill Rd., Herndon, Va. 22070, Phone 703-437-6620.

- 1. PERSONNEL**
President—J. Stewart Brinsfield, Jr.
General Manager—John Humphreys.
- 2. REPRESENTATIVES**
National Times Sales.
- 3. FACILITIES**
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15% net station time.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a, 4b.
- 6. SPOT ANNOUNCEMENTS**
ET 1/1/68—Rec'd 12/26/67.
- | | | | | | | | |
|---------|------|------|------|------|------|------|------|
| 1 min. | 7.00 | 6.80 | 6.60 | 6.40 | 6.10 | 5.80 | 5.40 |
| 30 sec. | 4.90 | 4.75 | 4.60 | 4.50 | 4.30 | 4.05 | 3.80 |
| 20 sec. | 4.20 | 4.10 | 3.95 | 3.85 | 3.70 | 3.50 | 3.25 |
| 10 sec. | 3.50 | 3.40 | 3.20 | 3.10 | 3.00 | 2.90 | 2.70 |
- 8. PROGRAM TIME RATES**
- | | | | |
|-------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min |
| 40.00 | 30.00 | 15.00 | 5.00 |
- 10. SPECIAL FEATURES**
News, Sports, Specials—Program time rates apply.

HIGHLAND SPRINGS

Henrico County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

See Richmond

(including Highland Springs, Chester)

HILLSVILLE

Carroll County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHHV

1960
Media Code 4 248 3475 2.00
Hillsville-Galax Broadcasting Co., Box 648, Virginia St. Ext., Hillsville, Va. 24343. Phones 703-728-9114, 9115.

- 1. PERSONNEL**
General Manager—Frank Thomas.
- 2. REPRESENTATIVES**
Gill-Perna, Inc.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1400 kc.
Operating schedule: 5 am-10 pm. EST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11h, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 25a, 26, 28c, 30, 33c.
Contracts: 40b, 42a, 42c, 45, 47a, 49, 51a.
Comb. Cont. Discounts: 60a, 60c, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Member: Suburban Radio Group.
- 6. SPOT ANNOUNCEMENTS**
ET Rec'd 11/6/68.
- | | | | | | |
|---------|------|------|------|------|-------|
| PER MO: | 1 t | 10 t | 25 t | 50 t | 100 t |
| 1 min. | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 |
| 30 sec. | 2.25 | 2.00 | 1.75 | 1.50 | 1.25 |
| 15 sec. | 1.55 | 1.45 | 1.40 | 1.25 | 1.00 |
- Must be used within 30 days. 10% discount on firm contracts of 6 months or longer.

HOPEWELL

Prince George County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WHAP

1949
Media Code 4 248 3525 4.00
Eastern Broadcasting Corp., Box 821, City Point Rd., Hopewell, Va. 23860. Phone 703-458-3518.

- 1. PERSONNEL**
President—Roger A. Neuhoff.
Vice-Pres. & Gen'l Mgr.—Charles E. Dunn.
- 2. REPRESENTATIVES**
Vic Riano Associates, Inc.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6-1 am. EST.
- 4. AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 3b, 4a, 4d, 8
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 29a.
Contracts: 40a, 46.
Affiliated with KBS Radio Network.

TIME RATES
ET 6/1/68—Rec'd 6/4/68.

AA—Mon thru Fri 8:30-9 am & 4-8:30 pm.
A—Mon thru Fri 9 am-4 pm & 6:30-8:30 pm; Sat all day.

B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 t	6 t	12 t	18 t	24 t
1 min.	7.00	6.50	6.00	5.50	5.00
30 sec.	5.00	5.20	4.80	4.40	4.00

CLASS AA

1 min.	6.00	5.50	5.00	4.50	4.00
30 sec.	4.80	4.40	4.00	3.60	3.20

CLASS A

1 min.	4.00	3.80	3.00	3.00	2.70
30 sec.	3.20	2.90	2.65	2.40	2.10

DD: 50% of 1 t 1-min rate.

7. PACKAGE PLANS
SPECIAL 50, MINUTE PLAN

PER WK:

25 traffic times, 25 non-traffic times, ea.	4.00
30 sec: 75% of 1-min.	

LAKESWOOD

Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Tacoma (including Lakewood)

LAWRENCEVILLE

Brunswick County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WLES

1959
Media Code 4 248 3600 5.00
Brunswick Broadcasting Co., E. N. Doyle, Jr.; W. C. Link, Law Bldg., Lawrenceville, Va. 23869. Phone 848-2800.

- 1. PERSONNEL**
Prog. & Comm. Mgr.—E. Norborne Doyle.
- 3. FACILITIES**
500 w. days; 580 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 5, 6a.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25b, 26a, 28c, 29a.
Contracts: 40c, 42b, 47d, 51b.
Comb. Cont. Discounts: 60d, 60e, 60f, 61b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with Keystone Network.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- | | | | | | | |
|-----------|-------|-------|-------|------|------|------|
| 1 time | 51.50 | 31.20 | 19.50 | 9.20 | 5.20 | 4.00 |
| 13 times | 46.30 | 26.80 | 18.70 | 8.50 | 5.00 | 3.80 |
| 26 times | 42.20 | 24.60 | 17.90 | 8.00 | 4.80 | 3.70 |
| 52 times | 38.00 | 22.60 | 15.60 | 7.50 | 4.60 | 3.50 |
| 104 times | 34.00 | 20.50 | 12.60 | 6.50 | 4.10 | 3.30 |
| 156 times | 30.70 | 18.60 | 11.50 | 6.00 | 3.80 | 3.10 |
| 260 times | 23.70 | 15.40 | 9.80 | 5.50 | 3.20 | 2.90 |
| 312 times | 22.50 | 13.80 | 8.90 | 5.10 | 3.00 | 2.60 |

LEESBURG

Loudoun County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WAGE

1958
Media Code 4 248 3675 7.00
Radio WAGE, Inc., Box 891, WAGE Dr., Leesburg, Va. 22075. Phone 703-777-1290.

- 1. PERSONNEL**
President—James Symington.
Commercial Manager—William H. Spencer, Jr.
News & Farm Director—Frank G. Orrison.
- 2. REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
- 3. FACILITIES**
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
Rates shown net to station; agencies add commission.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 21a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 41, 44a, 46, 47a.
Comb. Cont. Discounts: 60b, 61a.
Cancellation: 73b.
Prod. Services: 80, 82.

TIME RATES
ET Rec'd 4/6/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	260x	628x	1000+
1 min.	2.75	2.50	2.25	2.00
30 sec.	2.00	1.85	1.70	1.50
10 sec.	1.50	1.35	1.25	1.15

7. PACKAGE PLANS
SPECIAL CAMPAIGN PACKAGES
(Within 10 consecutive days)

45 30-second spots or 30 1-minute spots	75.00
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8. PROGRAM TIME RATES

1x	1 hr	1/2 hr	1/4 hr	5 min
	40	30	15	5

9. PARTICIPATING PROGRAMS

"Around Middleburg"—Tues 10-11 am 5.00 per spot.
"Sterling Park Show"—Wed 10 am-noon 2.50 per spot.
"Thursday At The Village"—Thurs 10-11:30 am 4.00 per spot.

10. SPECIAL FEATURES
NEWSBEAT
3 or less per wk—7.50 3 or more per wk—6.00
Available Mon thru Fri 6 times per day; Sat 3 times; Sun 2 times.

LEXINGTON

Rockbridge County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WREL

1948
Subscriber to the NAB Radio Code
Media Code 4 248 3750 8.00
Rockbridge Broadcasting Corp., Route 111, Lexington, Va. 24450. Phone 703-663-2161.

- 1. PERSONNEL**
Gen'l & Com'l Mgr.—Milton R. Hanson.
Station Manager—J. B. Trainer.
Program Director—Joseph E. Lynn, Jr.
- 2. REPRESENTATIVES**
National Times Sales.
- 3. FACILITIES**
250 w.; 1450 kc. Non-directional.
Operating schedule: 6 am-10 pm EST.
- 4. AGENCY COMMISSION**
None, all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb. Cont. Discounts: 60b, 61b, 62b, 62c.
Cancellation: 71b, 73a.
Affiliated with Keystone Radio Network.

TIME RATES
ET 1/1/66—Rec'd 3/30/66.

6. SPOT ANNOUNCEMENTS

1 min.	1x	13x	26x	51x	104x	156x	260+
1 min.	2.50	2.40	2.30	2.20	2.10	2.00	1.90
30 sec.	1.80	1.75	1.70	1.65	1.60	1.55	1.50

8. PROGRAM TIME RATES

1 hr	13x	26x	51x	104x	156x	260+	
1 hr	25.00	24.00	23.00	22.00	21.00	20.00	19.00
1/2 hr	15.00	14.40	13.80	13.20	12.60	12.00	11.40
1/4 hr	9.00	8.65	8.30	7.95	7.55	7.20	6.85
10 min.	7.00	6.75	6.50	6.25	6.00	5.75	5.50
5 min.	4.20	4.05	3.90	3.75	3.60	3.45	3.30

DISCOUNTS
10% discount on any time period from 5 minutes to 1 hour if scheduled 7 days per week. Advertiser or station may terminate this order on 2 weeks notice.

10. SPECIAL FEATURES
News Service—AP. Service charge 10% extra.

LYNCHBURG (5 AM; 2 FM)

Campbell County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WBRG

1956
Media Code 4 248 3825 8.00
Harry A. Epperson, Sr., Box 1079, Lynchburg, Va. 24505. Phone 703-845-5916.

- 1. PERSONNEL**
Owner—Harry A. Epperson, Sr.
Gen'l & Com'l Mgr.—Tom Buckley.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
Southeast—Harry J. Cannon Associates.
- 3. FACILITIES**
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15% Bill; 15% day of month. Net 30 days.
2% service charge per month on accounts 90 days past due.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b.
Contracts: 40, 45, 46, 47a, 48, 49, 51a.
Comb. Cont. Discounts: 60b, 60c, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES
No. 5 ET 9/68—Rec'd 11/4/68.

7. PACKAGE PLANS
(40% Drive Times)

WKLY:	5 t	10 t	15 t	20 t	25 t
1 min.	7.60	7.20	6.80	6.40	6.00
30 sec.	5.70	5.40	5.10	4.80	4.50
10 sec.	3.80	3.60	3.40	3.20	3.00

CONSECUTIVE WEEKS DISCOUNT

52 wk—10%	
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6. PROGRAM TIME RATES

Flat	5 min	1/4 hr	1/2 hr
	10	25	50

WJJS (FM)

1964

Negro

Media Code 4 248 3940 5.00
Rulon-Maynard Corp., 801 Main St., Lynchburg, Va. 24504. Phone 703-847-6666.

- 1. PERSONNEL**
President—John Denney.
Operations Director—Ron Joseph.
- 2. REPRESENTATIVES**
Gill-Perna, Inc.
South—Southern Spot Sales, Inc.
- 3. FACILITIES**
1,000 w.; 101.7 kc.
Operating schedule: 5:30 am-10:30 pm daily. EST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM Facilities: WJGM.

TIME RATES
No. A-1 ET 6/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1x	4.90	3.90	2.90
13x	3.90	2.90	3.12
26x	3.80	2.80	3.20
52x	3.70	2.70	3.10
104x	3.60	2.60	3.00
156x	3.50	2.50	2.90

7. PACKAGE PLANS
1 MINUTE

PER WK:	1 hr	4 wk	13 wk	26 wk
50 t	175	158	142	121
30 t	108	98	88	77
20 t	74	67	60	53

30 SECONDS

50 t	125	112	102	91
30 t	73	71	64	57
20 t	54	49	44	41

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
1x	40.00	22.00	12.00	6.00
13x	38.00	21.00	11.00	5.90
26x	36.00	20.00	10.50	5.80
52x	34.00	19.00	10.00	5.70
104x	33.00	18.00	9.50	5.60
156x	32.00	17.00	9.00	5.50
260x	30.00	16.00	8.50	5.20
312x	28.00	15.00	8.00	5.00
620x	25.00	14.00	7.00	4.50

WJGM

1962

RAB

Subscriber to the NAB Radio Code
Media Code 4 248 3960 3.00
Rulon-Maynard Corp., 801 Main St., Lynchburg, Va. 24504. Phone 703-847-6666.

- 1. PERSONNEL**
President—L. John Denney.
Operations Director—Ron Joseph.
- 2. REPRESENTATIVES**
Gill-Perna, Inc.
South—Southern Spot Sales, Inc.
- 3. FACILITIES**
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WJJS (FM).
Affiliated with American Entertainment Network.

NATIONAL AND LOCAL RATES SAME
No. A-2 ET 5/1/68—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1x	6.00	5.00	5.50
13x	5.30	4.90	5.40
26x	5.30	4.80	5.30
52x	5.70	4.70	5.20
104x	5.60	4.60	

7. PACKAGE PLANS

PER WK:	1 Min	30 Sec	30 Sec	30 Sec
1 wk	275	168	114	225
13 wk	258	158	107	212
13 wk	242	148	100	202

1. PERSONNEL
 Pres. & Gen'l Mgr.—A. Hundley Griffith.
 Program Director—Stan H. Jayson.
 National Sales Manager—A. H. Griffith.

2. REPRESENTATIVES
 PRO Time Sales, Inc.
 Southeast—David Carpenter Company.
 Southwest—Mario Messina Company.

3. FACILITIES
 5,000 w. days; 930 kc. Non-directional.
 Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 5, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21d, 22a, 24b, 24c, 25a, 28b, 28c,
 29a, 30.
 Contracts: 40a, 41, 42b, 45, 46, 48, 50, 51c.
 Comb.; Cont. Discounts: 60a, 61b, 62a.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Information Network.

TIME RATES
 ET 2/1/89—Rec'd 12/23/68.

6. SPOT ANNOUNCEMENTS
 PER WK: 1 1/2 5 10 15 20 25
 1 min..... 8.00 7.00 6.50 6.00 5.50 5.00
 30 sec..... 6.00 5.50 5.00 4.50 4.00 3.50
 10 sec..... 50% of 1-min.

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min 2 min
 1 x..... 65 40 25 18 12 10

WLVA
 1930

HR Representatives, Inc.

NAB **RAB**

Subscriber to the NAB Radio Code
 Media Code 4 248 4050 2.00
 WLVA, Inc., 2320 Langhorne Rd., Lynchburg, Va.
 24505. Phone 703-845-1242. TWX 710-871-1525.

STATION'S PROGRAMMING DESCRIPTION
 WLVA: Programmed for general interest.
 AIR PERSONALITIES handle all segments. NEWS:
 12 man news department, 5 min local news each
 half hour 8:30-9:30 am & 3:30-7 pm. 2 min local
 headlines each half hour in other hours. Live play-
 by-play local high school and college sports. Edi-
 torials on local issues. Farm report 8 am. MUSIC:
 middle-of-the-road, standards, country rock oriented.
 Telephone talk show 6:15-6:55 pm. Contact Repre-
 sentative for further details. Rec'd 4/30/69.

1. PERSONNEL
 General Manager—Thomas N. Waller.
 Vice-President—Frederick E. Houwink.
 Sales & Oper. Mgr.—Robert H. MacCallum.

2. REPRESENTATIVES
 H-R Representatives, Inc.

3. FACILITIES
 1,000 w. days; 590 kc.
 Directional—separate patterns day and night.
 Operating schedule: 6-12:30 am. EST.

4. AGENCY COMMISSION
 15/0 time only; 15th following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10c, 12d, 13c, 14d.
 Basic Rates: 20b, 21a, 21b, 22a, 23b, 24c, 25a, 28,
 28b, 29a, 32b.
 Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48,
 49, 50, 51c.
 Comb.; Cont. Discounts: 60a, 61a, 62b.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with American Contemporary Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 10 ET 9/1/69—Rec'd 8/8/69.

AA—Mon thru Sat 6-9:30 am.
 BB—Mon thru Fri 9:30-7 pm.
 B—All other times.

6. SPOT ANNOUNCEMENTS
 FIXED POSITION

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 1/2	7.50	5.80	6.00	4.50	4.00	3.00
3	7.00	5.20	5.60	4.20	3.70	2.75
6	6.50	4.90	5.20	3.90	3.40	2.55
12	6.00	4.50	4.80	3.60	3.20	2.40
24	5.50	4.10	4.40	3.30	2.90	2.20

10 sec/less: 50% of 1-min.

CONSECUTIVE WEEK CONTRACT
 28 wk—1 rate lower 52 wk—2 rates lower.
 No rate lower than 2x.

RATEHOLDER
 B spots per week.

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
500 x	8.00	4.50	4.80	3.80	3.20	2.40
1000 x	5.50	4.10	4.40	3.30	2.90	2.20
1500 x	5.00	3.75	4.00	3.00	2.50	1.90

10 sec/less: 50% of 1-min.

7. PACKAGE PLANS
 TOTAL AUDIENCE PLANS—BTA

PER WK, EA:	1 min	30 sec
Plan I—12 1/2 (2AA, 2A, 8B)	3.80	2.85
Plan II—18 1/2 (3AA, 3A, 12B)	3.55	2.65
Plan III—24 1/2 (4AA, 4A, 16B)	3.30	2.50
Plan IV—36 1/2 (6AA, 6A, 24B)	3.15	2.35
Plan V—48 1/2 (8AA, 8A, 32B)	3.05	2.25

10 sec/less: 50% of 1-min.

WEEKLY SATURATION PLANS

1 min	30 sec
50 1/2	2.80 2.10 75 1/2
2.65	2.00

Not combinable with any other plan.

8. PROGRAM TIME RATES
 5 MINUTE

PER WK:	AA	A	B
1 1/2	12.00	11.00	10.00
3 1/2	10.25	9.25	8.00
6 1/2	8.75	7.75	6.50

Programs and spots combine for discount on spots only.

W W O D W W O D-FM

1947 1948
 Media Code 4 248 4125 2.00
 Lynchburg Independent Broadcasters, Inc., Box 1300,
 Boonesboro Rd., Lynchburg, Va. 24505, Phone 703-
 384-1211.

1. PERSONNEL
 President—Cy N. Bahakel.
 Manager—W. Carroll Seay, Jr.
 Program Director—Gary Williams.

2. REPRESENTATIVES
 Savalli/Gates, Inc.

3. FACILITIES
 5,000 w. days, 1,000 w. nights; 1390 kc.
 Directional—nighttime only.
 Operating schedule: 24 hours daily. EST.
FM FACILITIES
 ERP 940 w.; 100.1 mc.
 Antenna ht.: 983 ft. above sea level.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 3a, 3b, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b.
 Basic Rates: 22a, 23a, 24b, 25a, 28a.
 Contracts: 40a, 47a.
 Comb.; Cont. Discounts: 61b, 62b.
 Affiliated with Mutual Broadcasting System.

TIME RATES
 ET 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS
 PER WK: 1 1/2 5 10 15 20 25
 1 min 5.80 5.55 5.30 5.05 4.80 4.55 4.30
 30 sec 4.35 4.15 3.95 3.75 3.55 3.35 3.15
 10 sec or less: 50% of 1-min.

MANASSAS

Prince William County—Map Location J-3
 See SRDS consumer market map and data at begin-
 ning of the State.

W P R W

1957
 Media Code 4 248 4200 3.00
 Prince William Broadcasting Corp., Box 151, Manas-
 sas, Va. 22110. Phone 703-368-3108.

1. PERSONNEL
 Pres. & Treas.—Harold H. Harsch.
 General Manager—E. R. Westlake.
 Program Director—Frederick A. Pickroll.

2. REPRESENTATIVES
 Adam Young Radio, Inc.
 Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
 ington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES
 5,000 w.; 1480 kc.
 Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 28c, 29a, 30.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 48, 49, 51a.
 Comb.; Cont. Discounts: 60a, 60i, 60j, 61a, 62d.
 Prod. Services: 80, 82.
 Affiliated with MBS.

TIME RATES
 ET 2/69—Rec'd 4/1/69.

6. SPOT ANNOUNCEMENTS
 PER WK, 1 MIN: 1 wk 1 mo 13 wk 26 wk 52 wk
 1 1/2 7.70 7.40 7.10 6.80 5.90
 3 1/2 7.40 7.10 6.80 6.50 5.30
 6 1/2 7.10 6.50 6.20 5.90 4.80
 12 1/2 6.50 5.90 5.30 4.80 4.50
 24 1/2 5.90 5.30 4.80 4.50 3.60
 31+ 5.90 5.30 4.80 4.50 3.60
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
 PER YR: 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 x 70.60 58.85 85.80 23.55 11.80
 26 x 64.57 55.00 29.45 20.80 11.20
 52 x 58.55 47.80 25.80 17.80 10.80
 104+ 54.95 47.10 23.55 14.70 10.00

MARION (2 AM; 1 FM)

Smyth County—Map Location D-6
 See SRDS consumer market map and data at begin-
 ning of the State.

W M E V W M E V-FM

1948 1981
 Media Code 4 248 4275 5.00
 Mountain Empire Broadcasting Corp., Box 470, Park
 Blvd., Marion, Va. 24354. Phone 703-783-3151.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Stella Wolfenden Maloney.
 Program Director—Aloma D. Frye.

2. REPRESENTATIVES
 National Time Sales.
 Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
 ington, D. C.—Dome-Messervy Co., Inc.

3. FACILITIES
 1,000 w. days; 1010 kc. Non-directional.
 Operating schedule: Sunrise to local sunset.

FM FACILITIES
 ERP 3,400 w.; 93.9 mc.
 Operating schedule: 6:00 am-11:00 pm. EST.

4. AGENCY COMMISSION
 15/0 time only; rendered on 1st.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a,
 29a.
 Contracts: 40c, 42b, 46.
 Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
 Cancellation: 71a, 73a.
 FM operated in conjunction with AM during day;
 sold separately after sunset or for special programs.
 Affiliated with MBS and NAB Radio Networks.
 Affiliated with American Information Network.

TIME RATES

Rates effective August 1, 1953. (Card No. 2-N.)
 Rates received August 5, 1953.

6. SPOT ANNOUNCEMENTS

1 time.....	(*)	(†)	(‡)
1 time.....	5.00	4.00	3.50
13 times.....	4.50	3.75	3.25
26 times.....	4.00	3.50	3.00
52 times.....	3.50	3.25	2.75
104 times.....	3.25	3.00	2.50
156 times.....	3.00	2.75	2.25
208 times.....	2.75	2.50	2.00
260 times.....	2.50	2.25	1.75
312 times.....	2.25	2.00	1.50

(*) 1 minute or 100 words.
 (†) Station break or 35 words.
 (‡) 50 word station breaks.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time.....	46.00	30.00	16.00	11.00
13 times.....	42.00	27.00	14.50	10.00
26 times.....	38.00	24.00	13.00	9.00
52 times.....	34.00	22.00	12.00	8.00
104 times.....	30.00	20.00	11.00	7.50
156 times.....	28.00	18.00	10.00	7.00
208 times.....	26.00	16.00	9.00	6.50
260 times.....	24.00	15.00	8.50	6.00
312 times.....	22.00	14.00	8.00	5.50

W O L D

1982
 Subscriber to the NAB Radio Code
 Media Code 4 248 4350 6.00
 Emerald Sound, Inc., Box 31, Hwy. 16, S., Marion,
 Va. 24345. Phone 703-783-7109.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Robert S. Dix.
 Program Director—Patricia A. Dix.

3. FACILITIES
 1,000 w. days; 1330 kc. Non-directional.
 Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
 15/0; time only.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
 Basic Rates: 20b, 21b, 22a, 23b, 24c, 25a, 26, 28b,
 29a, 32b.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51c.
 Comb.; Cont. Discounts: 60a, 61a, 62a.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 9/1/68—Rec'd 9/14/66.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	154x	250x
20/30 sec.....	5	4	3	2
10 sec.....	3	2	1	—

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr.....	45	28x	52x	104x
1/2 hr: 80% of hour.	45	41	39	85
1/4 hr: 40% of hour.	23	14	28	56

9. PARTICIPATING PROGRAMS
 (Flat 1x rate)
 Betty Lee Show—Mon thru Sat 9-10 am. (5, 10 or
 15 minute segments). Women's feature program.

10. SPECIAL FEATURES
 Newscaats at :30 & :50—1-1/2x applicable minute
 rate.

MARTINSVILLE (2 AM; 1 FM)

Henry County—Map Location F-6
 See SRDS consumer market map and data at begin-
 ning of the State.

W H E E

1954
 Media Code 4 248 4425 6.00
 Patrick Henry Broadcasting Corp., Drawer 552, 40
 Franklin St., Courthouse Sq., Martinsville, Va.
 24112. Phone 632-9811.

1. PERSONNEL
 President—Phil F. Hedrick.
 Gen'l & Com'l Mgr.—Charles F. Adams.
 Gen'l & Prom. Mgr.—Thomas W. Patterson.

3. FACILITIES
 5,000 w. days; 1370 kc. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60b, 61c, 62b.
 Cancellation: 71a.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 ET 8/1/69—Rec'd 8/8/69.

6. SPOT ANNOUNCEMENTS

30 sec	1x	15x	25x	39x	52x	104x
30 sec.....	4.50	4.30	4.05	3.80	3.60	3.4c
30 sec.....	156x	312x	624x	1200x	2400x	4800x
30 sec.....	3.15	2.90	2.70	2.25	1.8c	—

ROS

1 min	1x	15x	26x	39x	52x	104x
1 min.....	5.50	5.20	4.95	4.70	4.40	4.10
30 sec.....	3.50	3.30	3.15	3.00	2.80	2.60
20 sec.....	2.80	2.65	2.50	2.40	2.25	2.10
1 min.....	156x	312x	624x	1200x	2400x	4800x
1 min.....	3.85	3.60	3.30	2.75	2.20	—
30 sec.....	2.45	2.30	2.10	1.75	1.40	—
20 sec.....	1.95	1.80	1.70	1.40	1.10	—

7. PACKAGE PLANS
 SPECIFIED TIME

PER WK:	26 1/2	39 1/2	52 1/2
50 sec.....	2.90	2.70	2.25

VIRGINIA

PER WK: ROS 26 1/2 39 1/2 52 1/2
 1 min..... 3.60 3.30 2.75
 30 sec..... 2.30 2.10 1.75
 20 sec..... 1.80 1.70 1.40

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr.....	35.00	33.25	31.50	29.75
1/2 hr.....	22.00	20.90	19.80	18.75
1/4 hr.....	14.00	13.30	12.60	11.90
5 min.....	7.00	6.65	6.30	5.95

W M V A W M V A-FM
 1941 1950
NBC Radio Network

Media Code 4 248 4500 6.00
 Martinsville Broadcasting Co., Inc., Box 831,
 Martinsville, Va. 24112. Phone 632-2152.

1. PERSONNEL
 President—J. C. Aaron.
 Vice-Pres. & Gen'l Mgr.—Lynwood J. Jenkins, Jr.
 Sales Manager—Louis Campbell.

2. REPRESENTATIVES
 Dome & Allen, Inc.

3. FACILITIES
 1,000 w. days; 250 w. nights; 1450 kc.
 Non-directional.
 Operating schedule: 5 am-midnight. EST.
 FM-ERP 14,500 (horiz.), 14,500 (vert.); 96.3 mc.
 Stereo.
 Antenna ht.: 1,541 ft. above sea level.

4. AGENCY COMMISSION
 15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a,
 28a, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 47a, 48,
 49, 51c.
 Comb.; Cont. Discounts: 60a, 61a, 62b.
 Cancellation: 70b, 70d, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC and KBS Radio Networks.

TIME RATES
 Rates effective June 1, 1956. (Card No. 7.)
 Rates received July 18, 1956.

6. SPOT ANNOUNCEMENTS
 1-minute transcription or 125 words:

1 time.....	6.00	100 times.....	4.80
13 times.....	5.70	150 times.....	4.80
26 times.....	5.40	300 times.....	4.20
52 times.....	5.10	—	—

STATION BREAKS

1 time	5.00
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VIRGINIA

Mount Jackson—WSIG—Continued

6. SPOT ANNOUNCEMENTS				
PER WK:	1 wk	13 wk	26 wk	52 wk
5 ti	5.40	4.90	4.65	4.40
10 ti	5.15	4.65	4.40	4.15
20 ti	4.90	4.40	4.15	3.90
30 ti	4.65	4.15	3.90	3.65

10-second announcements combinable with other announcements at a ratio of 2 10-second to 1-minute announcement.

20/30 seconds—75% of applicable minute rate.

10 seconds—50% of applicable minute rate.

10. SPECIAL FEATURES				
5-MINUTE NEWSCASTS				
PER WK:	13 wk	26 wk	52 wk	
5 ti	9.50	8.50	8.00	
10 ti	9.00	8.00	7.50	
15 ti	8.50	7.50	7.00	

NARROWS-PEARISBURG

Giles County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WNRV

1953
Media Code 4 248 4650 9.00
Giles Broadcasting Co., Rt. 100, Narrows, Va. 24124.
Phone Pearisburg 921-3990.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Megan M. McWilliams.
Vice-Pres. & Sta. Mgr.—Robert M. Whitehead.
Sales Manager—Harry A. Gentry.

3. FACILITIES
5,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset (varies monthly). EST.

4. AGENCY COMMISSION
None; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5.
Contracts: 45.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective September 19, 1965.
Rates received October 11, 1965.

6. SPOT ANNOUNCEMENTS		
1 MINUTE OR LESS		
1 ti	2.40	2.40
18 ti	2.85	1.56 ti
26 ti	2.70	2.60 ti
52 ti	2.55	312 ti

7. PACKAGE PLANS		
(To be used in 1 week)		
1 MINUTE		
10 ti	2.20	40 ti
20 ti	2.00	50 ti
30 ti	1.80	

8. PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	5 min
1 ti	40.00	24.00	12.00	6.00
18 ti	38.00	22.80	11.40	5.70
26 ti	36.00	21.60	10.80	5.40
52 ti	34.00	20.40	10.20	5.10
78 ti	32.00	19.20	9.60	4.80
156 ti	30.00	18.00	9.00	4.50
280 ti	28.00	16.80	8.40	4.20
312 ti	26.00	15.60	7.80	3.90

NEWPORT NEWS

Newport News County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth (including Virginia Beach-Chesapeake) and Newport News-Hampton

NORFOLK-PORTSMOUTH

(including Virginia Beach-Chesapeake)
and

NEWPORT NEWS-HAMPTON (11 AM; 7 FM)

Norfolk, Norfolk County—Map Location L-6
Portsmouth, Norfolk County—Map Location L-6
Hampton, Hampton County—Map Location L-6
Newport News, Newport News County—Map Location L-6
Virginia Beach County—Map Location M-6.
Chesapeake County—Map Location L-6

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the areas.

WCMS

1954
NORFOLK

Media Code 4 248 4800 0.00
WCMS Radio, Norfolk, Inc., 5600 Curlew Dr., Norfolk, Va. 23502. Phone 703-241-1050; 703-420-1050.

1. PERSONNEL
President—George AuBrey Crump.
Exec. Vice-Pres. & Gen'l Mgr.—Irvine B. Hill.
Vice-Pres. & Prog. Dir.—Joseph M. Hoppel.

2. REPRESENTATIVES
New York, Chicago, West Coast, Atlanta—Adam Young Radio, Inc.
Detroit—Pearse Sales.

3. FACILITIES

5,000 w. days; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast operation during AM operational hours. For non-simulcast facilities see WCMS-FM.

4. AGENCY COMMISSION

15% on net time and talent charges; no cash discount

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 60k, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 7 Eff 7/1/69—Rec'd 6/2/69.
AA—Mon thru Sat 6-9 am & 3:30-6:30 pm.
A—Mon thru Sat 9 am-3:30 pm; Sun all day.
B—Mon thru Sun 6:30 pm-6 am AM and/or FM.
Station selected times.

7. PACKAGE PLANS				
CLASS AA				
1 min	17.00	18.00	15.00	14.00
30/20 sec	13.00	12.00	11.00	10.00

CLASS A				
1 min	13.00	12.00	11.00	10.00
30/20 sec	10.50	9.50	8.50	7.50

CLASS B—ROS				
1 min	10.00	9.00	8.00	7.00
30/20 sec	8.00	7.50	6.50	5.50

10 sec: 50% of 1-min.
1-MINUTE TIDEWATER COUNTRY SATURATION PLANS
Plan 1 (12AA, 4A, 8B) 237.50
Plan 2 (18AA, 6A, 12B) 290.80

DISCOUNTS
52 consec wks—10%. Minimum 6 minutes and/or 30/20 seconds per week.

10. SPECIAL FEATURES
NEWSCASTS
5-min, ea 20
52 consec wks—10%. Minimum 6 minutes and/or 30/20 seconds per week.

WCMS-FM

1961
NORFOLK

Media Code 4 248 4801 8.00
WCMS Radio Norfolk, Inc., 5600 Curlew Dr., Norfolk, Va. 23502. Phone 703-420-1050.

1. PERSONNEL
President—George AuBrey Crump.
Exec. Vice-Pres. & Gen'l Mgr.—Irvine B. Hill.
Vice-Pres. & Prog. Dir.—Joseph M. Hoppel.

2. REPRESENTATIVES
N. Y., Chicago, West Coast—Adam Young Radio, Inc.
Detroit—Pearse Sales.

3. FACILITIES
5,000 w. days; 100.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 225 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see WCMS.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 9/1/66—Rec'd 9/1/66.

6. SPOT ANNOUNCEMENTS				
	6x	18x	24x	36x
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.00

10. SPECIAL FEATURES
NEWSCASTS
Full 5 minute newscasts, ea 15

WCPK

1967
CHESAPEAKE

Media Code 4 248 4835 6.00
Payne of Virginia, Inc., 500 E. Liberty St., Chesapeake, Va. 23324. Phone 703-543-3535.

1. PERSONNEL
President—Charles F. Payne.
Operations Manager—Jay Daniels.

2. REPRESENTATIVES
John C. Butler & Company, Inc.

3. FACILITIES
1,000 w.; 1860 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent. Bills payable as rendered.

5. GENERAL ADVERTISING See coded regulations.
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
12 commercial units per hour maximum.

TIME RATES
No. 1 Eff 12/1/67—Rec'd 11/27/67.

7. PACKAGE PLANS				
(Mon thru Sat 6-9 am & 3:30-7 pm)				
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	54	102	144	168
1 min	48	90	126	144

WCVU

1942
PORTSMOUTH
Media Code 4 248 4865 3.00
Seaboard Broadcasting, Inc., One Commercial Place, Norfolk, Va. 23510. Phone 703-623-2044.
Studios—Box 6587, Churchland Station, Portsmouth, Va. 23703. Phone 703-484-4262.

1. PERSONNEL
Pres. & Gen'l Mgr.—Daniel P. Weing.
Dir. Sta. Operations—David A. MacFee.

2. REPRESENTATIVES
H-R Representatives, Inc.

3. FACILITIES
5,000 w.; 1350 kc. Directional—separate patterns, day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 21a, 21b, 22c, 24a, 25a, 29a, 30, 33a.
Contracts: 40c, 41, 42b, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60c, 60d, 60f, 60j, 60l.
Cancellation: 70a, 70c, 72, 73b.
Affiliated with American Contemporary Network.

TIME RATES
Eff 3/1/69—Rec'd 2/7/69.

I—Mon thru Fri 6-9 am & 4-7 pm.				
II—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-7 pm.				
III—Mon thru Sun 7-11 pm.				

6. SPOT ANNOUNCEMENTS
1 MINUTE
GROUP I

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
1 wk	10.00	9.50	9.00	8.50	8.00
13 wk	9.50	9.00	8.50	8.00	7.50
26 wk	9.00	8.50	8.00	7.50	7.00
52 wk	8.50	8.00	7.50	7.00	6.50

GROUP II					
1 wk	9.00	8.50	8.00	7.50	7.00
13 wk	8.50	8.00	7.50	7.00	6.50
26 wk	8.00	7.50	7.00	6.50	6.00
52 wk	7.50	7.00	6.50	6.00	5.50

GROUP III				
1 ti	1 wk	13 wk	26 wk	52 wk
12+	8.00	7.50	7.00	6.50
	7.00	6.50	6.00	5.50

20/30 SECONDS				
GROUP I				
1 wk	7.50	7.10	6.75	6.40
13 wk	7.10	6.75	6.40	6.00
26 wk	6.75	6.40	6.00	5.60
52 wk	6.40	6.00	5.60	5.25

GROUP II				
1 wk	6.75	6.40	6.00	5.60
13 wk	6.40	6.00	5.60	5.25
26 wk	6.00	5.60	5.25	4.90
52 wk	5.60	5.25	4.90	4.50

GROUP III				
1 ti	1 wk	13 wk	26 wk	52 wk
12+	6.00	5.60	5.25	4.90
	5.25	4.90	4.50	4.10


7. PACKAGE PLANS				
ROS				
PER WK, EA:	12 ti	18 ti	24 ti	30 ti
1 min	6.50	6.00	5.50	5.00
20/30 sec: 75% of 1-min.				

10. SPECIAL FEATURES
SEAVIEW NEWS AND SEAVIEW SPORTS
GROUP

PER WK:	1 wk	13 wk	26 wk	52 wk
5 ti	75	70	65	60
10 ti	140	130	120	110

GROUP II				
5 ti	85	80	75	70
10 ti	120	110	100	90

GROUP III				
5 ti	55	50	45	40
10 ti	100	90	80	70



Blair Radio 1310

5000 WATTS 1310 KC
24 HOURS A DAY

DOMINATES THE ENTIRE TIDEWATER MARKET

58%

WGh Radio reaches 58% more people each week than any other Tidewater radio station.

Oct. '68-Jan. '69 Pulse, Norfolk-Portsmouth-Newport News-Hampton-Metropolitan Areas, Different Persons Reached in the Course of a Week, Mon.-Sun. 6 A.M.-Midnight.

Serving NORFOLK • PORTSMOUTH • NEWPORT NEWS • HAMPTON • VIRGINIA BEACH • CHESAPEAKE

Call your
JOHN BLAIR
man
BLAIR GROUP
PLAN MEMBER

WG-H-FM

1948
NEWPORT NEWS



Subscriber to the NAB Radio Code.

Media Code 4 246 4876 0.00
Hampton Roads Broadcasting Corp., Box 98, Newport News, Va. 23607, Phone 703-826-1810.
Studios—2801 Mercury Blvd., Hampton, Va.; 711 Boush St., Norfolk, Va.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—R. B. Bottom, Jr.
Sales Manager—W. Howard Jernigan, Jr.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 73,000 w.; 97.3 mc.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3c, 4b, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Speidel Broadcasters, Inc.

TIME RATES

No. B1 Eff 7/1/68—Rec'd 6/3/68.

AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 4-7 pm; Sat 6-9 am.
A—All other times.

1 MINUTE

PER WK:	1 tl	CLASS AAA	18 tl	24 tl	30 tl
1 wk	20.00	17.00	15.00	14.00	13.00
7 wk	19.50	16.50	14.50	13.50	12.50
13 wk	19.00	16.00	14.00	13.00	12.00
26 wk	18.25	15.25	13.50	12.50	11.50
52 wk	17.50	14.50	13.00	12.00	11.00

30 SECONDS

PER WK:	1 tl	CLASS AAA	18 tl	24 tl	30 tl
1 wk	16.00	14.00	12.00	11.25	10.50
7 wk	15.50	13.50	11.50	10.75	10.00
13 wk	15.00	13.00	11.00	10.25	9.50
26 wk	14.50	12.50	10.50	9.75	9.00
52 wk	14.00	12.00	10.00	9.25	8.00

CLASS A

PER WK:	1 tl	CLASS A	18 tl	24 tl	30 tl
1 wk	13.00	11.50	10.00	9.50	9.00
7 wk	12.50	11.00	9.50	9.00	8.50
13 wk	12.00	10.50	9.00	8.50	8.00
26 wk	11.50	10.00	8.50	8.00	7.50
52 wk	11.00	9.50	8.00	7.50	7.00

WNOR-FM

- 1962
NORFOLK
Media Code 4 248 5026 1.00
The Virginia State Network, Inc., 252 W. Brambleton Ave., Norfolk, Va. 23510. Phone 703-622-7071.
- PERSONNEL**
General Manager—Bob Bruton.
General Sales Manager—Fred Gage.
Sales Manager—Bob Laferme.
 - REPRESENTATIVES**
Herbert Z. Groskin & Co.
 - FACILITIES**
ERP 59,400 w.; 98.7 mc.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 174 ft. above average terrain.
 - AGENCY COMMISSION**
15% on time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Groskin Group.

TIME RATES

Eff 6/1/69—Rec'd 6/30/69.

AA—Sat & Sun all day.
A—Mon thru Fri 4 pm-midnight.
B—Mon thru Fri 6 am-4 pm.

1 MINUTE

PER WK:	1 tl	CLASS AAA	18 tl	24 tl	30 tl
1 min	7.00	6.00	5.00	4.50	4.00
30 sec	6.00	5.00	4.00	3.50	3.00

30 SECONDS

PER WK:	1 tl	CLASS A	18 tl	24 tl	30 tl
1 min	4.50	4.00	3.50	3.00	2.50
30 sec	4.00	3.50	3.00	2.50	2.00

WRAP

- 1952
NORFOLK
A Rollins Group Station
Media Code 4 248 5100 4.00
Rollins Inc., Box 598, Norfolk, Va. 23501. Phone 703-484-5243.
- STATION'S PROGRAMMING DESCRIPTION**
WRAP: Programmed for adults and young adults of general and Negro audience.
AIR PERSONALITIES handle all segments. Negro oriented news; headline news at :30. 5 min news at :55. Community bulletin board news at :15. Gospel music and religious services 5-6:30 am. Rhythm and blues, 6:30 am-4:30 pm. Vignettes, employing helpful tips to homemaker, 12 times daily, 3 min each. Contact Representative for further details. Rec'd 5/1/69.
- PERSONNEL**
President—O. Wayne Rollins.
Vice-President—R. Randall Rollins.
General Manager—Charles N. Moyer.
 - REPRESENTATIVES**
New York-Chicago-Los Angeles—Rollins Broadcasters, Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 850 kc.
Operating schedule: 24 hours daily, EST.
 - AGENCY COMMISSION**
15% time; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60l, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Rollins, Inc.

TIME RATES

No. 9 Eff 2/1/68—Rec'd 1/9/68.

A—Mon thru Sat 6-9 am & 4-7 pm.
B—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.
C—Sun thru Sat 7 pm-1 am.

CLASS A

PER WK, EA:	1 wk	13 wk	26 wk	39 wk	52 wk
1 tl	24	23	22	21	20
6 tl	22	21	20	19	18
12 tl	21	20	19	18	17
18 tl	20	19	18	17	16
24 tl	19	18	17	16	15

CLASS B

PER WK, EA:	1 wk	13 wk	26 wk	39 wk	52 wk
1 tl	20	19	18	17	16
6 tl	19	18	17	16	15
12 tl	18	17	16	15	14
18 tl	17	16	15	14	13
24 tl	16	15	14	13	12

CLASS C

PER WK, EA:	1 wk	13 wk	26 wk	39 wk	52 wk
1 tl	14	13	12	11	10
6 tl	13	12	11	10	9
12 tl	12	11	10	9	8
18 tl	11	10	9	8	7
24 tl	10	9	8	7	6

TOTAL AUDIENCE PLAN
(Rotating minutes)

12 tl	18 tl	24 tl	30 tl	36 tl	42 tl
12 tl (4A, 4B, 4C)	17	16	15	14	13
18 tl (6A, 6B, 6C)	16	15	14	13	12
24 tl (6A, 6B, 6C)	15	14	13	12	11

WRVC (FM)

- 1948
NORFOLK
Media Code 4 248 5175 6.00
Virginia Good Music Corp., 2712 Colley Ave., Norfolk, Va. 23517. Phone 703-627-1100.
- PERSONNEL**
Manager—Linda Scott.
Director of Programs—Ray Jones.
 - REPRESENTATIVES**
Roger Coleman, Inc.
 - FACILITIES**
ERP 8,700 w.; 102.9 mc.
Operating schedule: 7:00-12:05 am daily, EST.
 - AGENCY COMMISSION**
15/0 time only; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 29a, 30, 35a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60h, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Market 1 Network.

TIME RATES

No. 4 Eff 5/1/63—Rec'd 4/3/63.

6. SPOT ANNOUNCEMENTS

Fixed	1x	52x	104x	250x	520x	1040+
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.60	7.20	6.80	6.40	6.00
15 sec	5.00	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 hr	45.00	42.75	40.50	38.25	36.00
1/2 hr	27.00	25.65	24.30	22.95	21.60
1/4 hr	18.00	17.10	16.20	15.30	14.40
5 min	18.50	12.83	12.15	11.48	10.80

5+ PER WK:

1 hr	1/2 hr	1/4 hr	5 min
40.00	38.00	36.00	34.00
24.00	22.80	21.60	20.40
18.00	17.10	16.20	15.30
12.00	11.40	10.80	10.20

10. SPECIAL FEATURES

News ads	1x	52x	104x	250x	520x	1040+
1 min	12.00	11.40	10.80	10.20	9.60	9.00

WTAR

- 1923
NORFOLK
Subscriber to the NAB Radio Code
Media Code 4 248 5250 7.00
Landmark Communications, Inc., 720 Boush St., Norfolk, Va. 23510. Phone 703-625-6711. TWX 703-625-8855.
- PERSONNEL**
President—Lee C. Kitchin.
Vice-Pres. & Mgr.—Jack B. Prince.
Sales Manager—Larry Saunders.
 - REPRESENTATIVES**
Henry I. Christal Co., Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 850 kc.
Operating schedule: 24 hours daily, EST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a.
Contracts: 40a, 41, 45, 46, 50.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
- (This listing continued on next page)

WHIH
1946
PORTSMOUTH
DORE & ALLEN, INC.

- A Speidel Station
Media Code 4 248 4950 3.00
WHIH Inc., Box 2640, Norfolk, Va. 23501.
Other Office: 1410 Columbus Ave., Portsmouth, Va. Phone 703-893-1041.
- STATION'S PROGRAMMING DESCRIPTION**
WHIH: Programmed for Negro audience.
MUSIC: rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments and taped commercials by air personalities are interchangeable.
NEWS: 1 min local and regional headlines at :50 & :10. Network national and international news on half hour—exception: local & regional—5 min newscasts at 8:30, 7:30 & 3:30 am; 4:30 & 5:30 pm.
Station participates in fund drives for community activities, little league, boys clubs, etc. Personalities available for remote broadcasts, store openings, shopping center sale days, etc. SPORTS: play-by-play college football and basketball. Community news hourly. Public affairs program nightly for 1 hour.
COMMERCIAL POLICY: station guarantees 10 minutes commercial protection of competitive commercials. Contact Representative for further details. Rec'd 5/28/69.
- PERSONNEL**
General Manager—George Pleasant.
Program Director—Charles Andrews.
Station Manager—Marvin L. Walberg.
 - REPRESENTATIVES**
Dore & Allen, Inc.
South, Southwest—Dora Clayton Agency, Inc.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily, EST.

8. PROGRAM TIME RATES

CLASS AAA

1/4 hr	1/2 hr	5 min
60	56	52
48	44	40
34	31	28
25	22	19

CLASS A

1/4 hr	1/2 hr	5 min
75	68	65
65	60	55
48	44	40
34	31	28
25	22	19

CLASS A

1 hr	1/2 hr	5 min
85	80	78
72	67	65
54	50	47
48	44	40
34	31	28
25	22	19

WNOR
1948
NORFOLK
RAB
The Eastman Station
Media Code 4 248 5025 3.00
The Virginia State Network, Inc., 252 W. Brambleton Ave., Norfolk, Va. 23510. Phone 703-622-7071.

- PERSONNEL**
General Manager—Bob Bruton.
General Sales Manager—Ronald B. Nickell.
Program Director—Ron Frazier.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with The Eastman Network.

No. 2 Eff 9/1/68—Rec'd 8/26/68.

AA—8-10 am & 3-7 pm.
A—10 am-3 pm.
B—7-10 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 min	30 sec
1 min	18	17
30 sec	14	13

CLASS A

PER WK:	1 min	30 sec
1 min	15	14
30 sec	10	9

CLASS B

PER WK:	1 min	30 sec
1 min	10	9
30 sec	8	7

WEEKEND SPECIAL—FRI 7 PM-SUN MIDNIGHT

1 min	30 sec
8	6
5	4

(*) 5 or less tl.

VIRGINIA

Norfolk-Portsmouth and Newport News-Hampton—W T A R—Continued

TIME RATES
No. AA-5 Eff 9/1/68—Rec'd 7/11/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

*IMPACT PLAN CLASS AA				
1 MIN:	1 wk	13 wk	26 wk	52 wk
24+	25.00	24.00	23.00	21.00
12 ti	26.00	25.00	24.00	22.00
1 ti	28.00	27.00	26.00	24.00
20/30 SEC:				
24+	19.00	18.00	17.00	15.00
12 ti	20.00	19.00	18.00	16.00
1 ti	22.00	21.00	20.00	18.00

CLASS A				
1 MIN:	1 wk	13 wk	26 wk	52 wk
24+	19.00	18.00	17.00	16.00
12 ti	20.00	19.00	18.00	17.00
1 ti	22.00	21.00	20.00	19.00
20/30 SEC:				
24+	16.00	15.00	14.00	13.00
12 ti	17.00	16.00	15.00	14.00
1 ti	19.00	18.00	17.00	16.00

TROS						
1 MIN:	60+	48 ti	36 ti	24 ti	12 ti	1 ti
1 wk	14.00	15.00	16.00	17.00	18.00	19.00
13 wk	13.00	14.00	15.00	16.00	17.00	18.00
26 wk	12.00	13.00	14.00	15.00	16.00	17.00
52 wk	11.00	12.00	13.00	14.00	15.00	16.00
20/30 SEC:						
1 wk	9.50	10.50	11.00	11.50	12.00	12.50
13 wk	8.50	9.50	10.00	10.50	11.00	11.50
26 wk	8.00	9.00	9.50	10.00	10.50	11.00
52 wk	7.50	8.50	9.00	9.50	10.00	10.50

10 sec: 60% of applicable 1-min.
Specified times, extra 2.00.
(*) Specific times.
(†) Unspecified position, may be moved without notification.

Impact Plan and ROS spots earn frequency discounts on number of spots per week for cumulative number of weeks if consecutive, or if covered by single order within contract year. If not consecutive, or covered by single order, credit is given for previous schedules within contract year to determine discounts for number of spots per week and number of weeks run, provided there is no reduction in schedule. No rebates will be given on previous schedules. Do not earn retroactive rebates.

BULK PLAN					
	AA	A	ROS	AA	ROS
312 x	24.00	19.00	18.00	18.00	11.00
624 x	22.00	17.00	15.00	16.00	10.00
1248 x	21.00	16.00	14.00	15.00	9.00

Spots may be scheduled in any manner during 52-week period.

1-minute and 20/30-second spots may combine with 10-second spots for 10-second frequency only.

8. PROGRAM TIME RATES			
PER WK:	1 hr	1/2 hr	1/4 hr
Flat	120	80	55
5 MIN:	1 wk	26 wk	52 wk
10+	29	26	24
5 ti	30	27	25
1 ti	32	28	26

10. SPECIAL FEATURES
Helicopter Traffic Patrol Reports—Bat 30.00.
Mildred Alexander, Stan Geran, World News Round-up—applicable 1-min rate plus 2.00.
Spots and programs of 15 minutes, or longer, cannot be combined to earn discounts.
Contract for second year continues to earn frequency discounts on consecutive schedules for the same or larger number weekly. If lapse in schedule of 1 week or more, new contract year will begin.

W T A R-FM

1961

NORFOLK



Subscriber to the NAB Radio Code
Media Code 4 248 5251 5 00
WTAR Radio-TV Corp., 720 Boush St., Norfolk, Va. 23510. Phone 703-625-8711. TWX 703-625-8355.

1. PERSONNEL
President—Lee C. Kitchin.
Station Manager—Jack B. Prince.
Sales Manager—Larry Saunders.

2. REPRESENTATIVES
Henry I. Christal Co., Inc.

3. FACILITIES
ERP 40,000 w.; 95.7 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 881 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 8.
Rate protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a.
Contracts: 40a, 41, 42, 43, 44, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.

WTAR-FM will broadcast no more than 4 commercials per 50-minute block.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. A-5 Eff 9/1/68—Rec'd 8/4/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
24+	4.50	4.00	3.25	2.75	2.25	2.75
12 ti	5.00	4.50	4.25	3.75	3.25	2.75
1 ti	5.50	5.00	4.75	4.25	3.75	3.25
10+	6.00	5.50	5.25	4.75	4.25	3.75

Guaranteed times applicable rate plus 1.00 per spot.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 hr	105+	53+	35
1/2 hr	20	25	30

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
PER WK: 1 wk 26 wk 52 wk
10+ 8 7 6
5 ti 9 8 7
1 ti 10 9 8
AM/FM simulcast News—AM Newscast rate plus 4.00.

WTID

1947

NEWPORT NEWS

Media Code 4 248 5325 7 00
Big T Corp., 6022 Jefferson Ave., Newport News, Va. 23607. Phone 703-244-7391 (Newport News), 703-625-7601 (Norfolk).
Norfolk office—Golden Triangle.

1. PERSONNEL
President—Milton C. Ford.
General Manager—Joseph B. Burton.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 15b.
Basic Rates: 20b, 22b, 23b, 24c, 29a, 30.
Contracts: 40c, 41, 42c, 43, 44a, 44b, 46, 51a.
Comb.: Cont. Discounts: 62a, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Tobacco advertising accepted.

TIME RATES
Eff 12/1/67—Rec'd 12/1/67.

AA—Mon thru Sat 6-10 am & 3-6 pm.
A—All other times.

7. PACKAGE PLANS

1 MIN, PER WK:	1 ti	10 ti	20 ti	30+
AA	14	12	11	10
A	13	11	10	9

20/30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES
5 min: 1-1/2x applicable 1-min.

WVAB

1954

VIRGINIA BEACH

Media Code 4 248 5400 8 00
Sea Broadcasting Corp., 3108 Pacific Ave., Virginia Beach, Va. 23451. Phone 703-425-1550.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Sales Mgr.—Jack H. Harris.
Program Manager—Don Beckstrom.
News Director—Les Lehigh.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a, 45.
Cancellation: 70c.
Current advertisers are protected for 12 months from effective date of any rate increases, provided advertising is consecutive (at least once weekly).

An advertiser signing for a second contract year may continue to enjoy earned frequency discounts on consecutive schedules for the same or larger number weekly. In case of lapse in schedule of one week or more, a new contract year will begin.
All contracts are cancellable on 14 days written notice in case of announcements and 28 days written notice in the case of programs of 5 minutes or longer. Affiliated with NBC.

TIME RATES
No. 1-B Eff 11/2/67—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

DRIVE TIME	1 min	30 sec	1 min	30 sec	1 min	30 sec
(Mon thru Sat 6-9:30 am & 3:30-7:30 pm)	14.00	13.50	13.00	12.50	12.00	11.50
	11.25	10.75	10.25	9.75	9.25	8.75
10 sec.	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

DRIVE TIME	1 MINUTE	1 ti	12 ti	18 ti	24 ti	30 ti	36+
(Mon thru Sat 6-9:30 am & 3:30-7:30 pm)	12.00	11.00	10.00	9.00	8.00	7.00	6.00
	9.75	8.75	7.75	6.75	5.75	4.75	3.75
10 sec.	6.00	5.00	4.00	3.00	2.00	1.00	0.50

ROS:

1 wk	13 wk	26 wk	52 wk
10.00	9.00	8.00	7.50
8.25	7.25	6.25	5.75
6.50	5.50	4.50	4.00
4.75	3.75	2.75	2.25

30 SECONDS

1 wk	13 wk	26 wk	52 wk
6.00	5.50	5.00	4.50
4.75	4.25	3.75	3.25
3.00	2.50	2.00	1.50
2.25	2.00	1.75	1.25

10 SECONDS

1 wk	13 wk	26 wk	52 wk
6.00	5.50	5.00	4.50
4.75	4.25	3.75	3.25
3.00	2.50	2.00	1.50
2.25	2.00	1.75	1.25

10. SPECIAL FEATURES
5-MINUTE NEWS & WEATHER REPORTS
(Mon thru Sat 6-9:30 am & 3:30-7:30 pm)

PER WK: 1 wk 13 wk 26 wk 52 wk
1 ti 21.00 19.00 17.00 15.00
5 ti 20.00 18.00 16.00 14.00
10+ 19.00 17.00 15.00 13.00

ROS

1 wk	13 wk	26 wk	52 wk
13.00	12.00	11.00	10.00
10.75	9.75	8.75	8.25
9.00	8.00	7.00	6.50
7.25	6.25	5.25	4.75

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
24+	5.00	4.50	4.25	3.75	3.25	2.75
12 ti	5.50	5.00	4.75	4.25	3.75	3.25
1 ti	6.00	5.50	5.25	4.75	4.25	3.75

Guaranteed times applicable rate plus 1.00 per spot.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 hr	105+	53+	35
1/2 hr	20	25	30

WVEC

1948

HAMPTON

American Information Network

SAVALLI/GATES, INC.

RAB

Media Code 4 248 5475 0 00
Peninsula Radio Corp., Box 481, 1930 E. Pembroke, Hampton, Va. 23363. Phone 703-722-6331. TWX 703-722-2960.
Other Office: 110 Third St., Norfolk, Va. 23510. Phone 703-627-7773.

STATION'S PROGRAMMING DESCRIPTION
WVEC: Programmed for adults. Hourly format: national news on hour, local news and weather follows. 6-8 am standards and middle-of-the-road with time signal between each selection. Headlines and weather each 15 min. 9 am-6 pm standards, showtunes and middle-of-the-road. 10 pm-6 am showtunes, standards and middle-of-the-road. Sports, stock market and other seasonal programs such as fishing reports scheduled on regular basis. COMMERCIAL POLICY: 18 minutes maximum each hour with no more than 120 seconds total commercial continuity any one interruption. Contact Representative for further details. Rec'd 1/30/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas P. Chisman.
Vice-Pres. & Sales Dir.—Harrol A. Brauer, Jr.
Vice-Pres. & Oper. Dir.—L. W. Killewer.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily, EST, DST. Partial simulcast operation. Simulcast 9 pm-6 am daily. For non-simulcast facilities see WVEC-FM.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 21d, 22a, 23a, 24, 25a, 26b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 9 Eff 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS

1x	5x	10x	15x	20x	30x	40x	50x
1 wk	13.50	13.00	12.50	12.00	11.00	10.50	10.00
13 wk	12.50	12.00	11.00	10.50	10.00	9.50	9.00
26 wk	11.00	10.50	10.00	9.50	9.00	8.50	8.00
52 wk	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	127	121	116	110	105	99	94
1/2 hr	78	72	68	63	59	54	50
1/4 hr	51	48	44	41	38	35	31
10 min	39	37	35	32	30	28	26
5 min	27	26	25	24	22	21	20

NORTON

Wise County—Map Location K-8
See SRDS consumer market map and data at beginning of the State.

WNVA

1945



Subscriber to the NAB Radio Code
Media Code 4 248 5625 0.00

Radio-Wise, Inc., Norton, Va. 24273.
STATION'S PROGRAMMING DESCRIPTION
WNVA: Programmed for general interest.
NEWS: 5 min at 6:00, headlines at 30, 15 min at 7 am & 5 pm. Farm news at 8:05-8:10 am, local weather at 7:15 am & 8:15 am, 5 mobile news units. **MUSIC:** country and gospel 6-7 am, country 7:20-7:50 am & 8:20-10 am & 10:30 am-noon, standards 1-3 pm, current hits 3 pm-sign-off. **SPORTS:** live college football, college scoreboard, sports news 8-8:05 am M-F Sat & 5:05-5:10 pm, local high school football and basketball scores Sat 9:45-10 am. **TALK:** editorials 4 times daily, swap shop 10:05-10:30 am, women's show 12:45-1 pm. **RELIGIOUS:** music, services and sermons Sun 7 am-5 pm. **COMMERCIAL POLICY:** 18 minutes maximum per hour, 15 minutes clearance between competitive sponsors. Rec'd 2/26/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—R. B. Helms.
Station Manager—Wm. G. Stallard.
- FACILITIES**
5,000 w. days; 1350 kc. Non-directional.
Operating schedule: 8 am-local sunset Mon thru Sat; 6:45 am-local sunset Sun, EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 15b.
Basic Rates: 20a, 21a, 21b, 24b, 25a.
Contracts: 40a, 44a, 45, 47a, 51a.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with Keystone Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 7/1/68—Rec'd 5/27/66.

6. SPOT ANNOUNCEMENTS						
	1x	15x	52x	156x	260x	512x
1 min.	3.80	3.55	3.35	2.90	2.65	2.40
30 sec.	3.00	2.90	2.50	2.15	1.90	1.80

8. PROGRAM TIME RATES						
	1x	15x	52x	156x	260x	512x
1 hr.	42.00	39.80	37.20	31.20	27.60	25.20
1/2 hr.	24.00	22.80	21.00	16.80	15.20	14.40
1/4 hr.	14.40	14.10	13.20	11.10	9.30	8.40
10 min.	10.80	10.10	9.00	7.80	7.20	6.60
5 min.	7.20	7.10	6.70	6.10	5.70	4.80

ORANGE

Orange County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WJMA

1949



Subscriber to the NAB Radio Code
Media Code 4 248 5700 1.00
WJMA, Inc., Box 271, Orange, Va. 22980. Phone 703-672-1000.

- PERSONNEL**
Pres. & Gen'l Mgr.—Arch Harrison, Jr.
Sales Manager—C. V. Little.
- REPRESENTATIVES**
Call station collect.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:55 am-10:45 pm weekdays; 7:45 am-5:30 pm Sun.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Member: Green Valley Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 10 ET 5/1/68—Rec'd 5/1/69.

6. SPOT ANNOUNCEMENTS			
	10 sec	30 sec	1 min
Open	2.00	2.50	3.50
10+ per wk	1.90	2.25	3.25
*Contract	1.75	2.00	3.00

8. PROGRAM TIME RATES			
	2 min	5 min	1/4 hr
Open	4.50	5.50	11.50
*Contract	3.50	4.50	9.50

(*) Contract rates: Spots minimum of 1 30-second program per wk; 52 wks. minimum of 1 5-minute program per wk, 52 wks.

PENNINGTON GAP

Lee County—Map Location B-8
See SRDS consumer market map and data at beginning of the State.

WSWV

1959

Media Code 4 248 5775 3.00
Lee County Broadcasting Co., Box 338, Pennington Gap, Va. 24277. Phones: 548-2520; 548-2521.

- PERSONNEL**
Pres. & Gen'l Mgr.—Daniel Gabriel, M. D.
Manager—Clyde Wardell.

2. REPRESENTATIVES

George T. Hopewell, Inc.
Kentucky Radio Sales—South.

3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL RATE POLICY

TIME RATES

Rates effective February 5, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	1/2 hr	1/4 hr	10 min	5 min
1 ti.	3.00	78 ti.			2.25
13 ti.	2.85	104 ti.			2.10
26 ti.	2.70	156 ti.			1.95
39 ti.	2.55	260 ti.			1.80
52 ti.	2.40	312 ti.			1.65

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti.	30.00	18.00	12.00	9.00	6.00
13 ti.	28.60	17.10	11.40	8.55	5.70
26 ti.	27.00	16.20	10.80	8.10	5.40
39 ti.	25.50	15.30	10.20	7.65	5.10
52 ti.	24.00	14.40	9.60	7.20	4.80
78 ti.	22.50	13.50	9.00	6.75	4.50
104 ti.	21.00	12.60	8.40	6.30	4.20
156 ti.	19.50	11.70	7.80	5.85	3.90
260 ti.	18.00	10.80	7.20	5.40	3.60
312 ti.	16.50	9.90	6.60	4.95	3.30

PETERSBURG (2 AM; 1 FM)

Dinwiddie County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WPVA

1955



Media Code 4 248 5650 4.00
Smiles of Virginia, Inc., Box 87, 16 E. Tabb St., Petersburg, Va. 23804. Phone 703-732-3478.

- PERSONNEL**
General Manager—E. J. McKeown.
- REPRESENTATIVES**
Southern—Southern Spot Sales, Inc.
- FACILITIES**
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount, no cash rebates.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 70a, 70b, 71a, 73a.
Member: The Radio Smiles Group.

TIME RATES

ET 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS					
(8:30-9 am, noon-1 pm & 3:30-6 pm)					
PER WK:	6 ti	12 ti	18 ti	24 ti	
1 min.	6.00	5.50	5.00	4.50	4.50
30 sec.	4.50	4.10	3.75	3.35	

8. PROGRAM TIME RATES					
	1 min	5 min	1/2 hr	1/4 hr	10 min
1 min.	4.80	4.40	4.00	3.60	3.60
30 sec.	3.60	3.30	3.00	2.40	

10 sec: 50% of 1-min.

WSSV

1945

WSSV-FM

1966

Media Code 4 248 5925 4.00
Petersburg Broadcasting Co., Inc., Box 231, 702 Petersburg Mutual Bldg., Petersburg, Va. 23803.
Phone 703-733-4587.

- PERSONNEL**
General Manager—Robert B. Peterson.
- REPRESENTATIVES**
Savall/Gates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-midnight Sun. EST.
FM-RP 3,000 (horiz.), 3,000 (vert.); 99.3 mc.
Operating schedule: Mon thru Sat 8 am-midnight; Sun 8 am-midnight. EST. DST.
Antenna ht.: 290 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.

TIME RATES

ET 10/1/68—Rec'd 8/3/66.

- GENERAL ADVERTISING** See coded regulations
AA—Weekdays 6-10 am & 3-7 pm; Sun 8 am-6 pm.
A—Weekdays 10 am-3 pm & 7 pm-midnight; Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 wk.	5.00	4.50	4.00	3.50	3.00
13 wk.	4.75	4.25	3.75	3.25	2.75
26 wk.	4.50	4.00	3.50	3.00	2.50
52 wk.	4.25	3.75	3.25	2.75	2.00

8. PROGRAM TIME RATES					
	1 wk.	10 wk.	20 wk.	30 wk.	40 wk.
1 wk.	5.00	4.50	4.00	3.50	3.00
13 wk.	4.75	4.25	3.75	3.25	2.75
26 wk.	4.50	4.00	3.50	3.00	2.50
52 wk.	4.25	3.75	3.25	2.75	2.00

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 wk.	4.50	4.00	3.50	3.00	2.50
13 wk.	4.25	3.75	3.25	2.75	2.25
26 wk.	4.00	3.50	3.00	2.50	2.00
52 wk.	3.75	3.25	2.75	2.25	1.75

7. PACKAGE PLANS

PER WK:	ROS	15 ti	20 ti	30 ti	50 ti
1 min.	5.00	4.25	3.50	3.25	3.00
30 sec.	4.40	3.75	3.00	2.75	2.50

PORTSMOUTH

Norfolk County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth
(including Virginia Beach-Chesapeake)
and
Newport News-Hampton

PULASKI

Pulaski County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WPUV

1946



Subscriber to the NAB Radio Code
Media Code 4 248 6000 5.00
Pulaski Broadcasting Corp., Box 351, Pulaski, Va. 24301. Phone 3-3931.

- STATION'S PROGRAMMING DESCRIPTION**
WPUV: Programmed for general interest or mass appeal.
AIR PERSONALITIES handle all musical segments. **NEWS:** local news department, 5 min news on hour, spot news on half hour. 3 expanded news summaries daily, 8 am, 12:30 pm & 6 pm. AP wire service, audio cut-ins. **MUSIC:** country music 6-7 am & 1:30-2:30 pm. Pop and standards 7:05-8:40 am & 9 am-noon. Standards and LP's 2-4 pm. Top 40 4:05-5:30 pm & 7-7:45 pm. Standards and LP's 5:30-6 pm & 6:15-7 pm. Farm and home 12:15-12:30 pm. M-F Sat and Sun mostly music, country music Sat 1:30-3 pm, top 40 Sat and Sun 3-7:45 pm. Rec'd 10/16/67.
- PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—John A. Columbus.
Sales Manager—Herb Gardner.
- FACILITIES**
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 24a, 28a.
Contracts: 40a, 42a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 82.

TIME RATES

Rates effective February 1, 1958.
Rates received February 10, 1958.

6. SPOT ANNOUNCEMENTS					
	1 x	5 x	10 x	15 x	30 sec
1 min.	6.00	4.50	3.75	3.00	4.80
26 x	5.70	4.28	3.60	3.00	4.20
52 x	5.40	4.05	3.12	2.50	3.90
104 x	5.10	3.83	2.84	2.25	3.60

8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	36	24	18	12	

DISCOUNTS

26x—5%	104x—15%	280x—25%
52x—10%	156x—20%	

QUANTICO

Prince William County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WQVA

1961

Media Code 4 248 6075 7.00
WQVA, Inc., Box 172, Quantico, Va. 22134. Phone 703-875-9460.

- PERSONNEL**
President—S. J. Cole.
General Manager—E. R. Westlake.
Program Director—Lee Mack.
- REPRESENTATIVES**
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messersoy Co., Inc.
- FACILITIES**
250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60i, 60j, 61a, 62d.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

ET 3/6/69—Rec'd 4/2/69.

6. SPOT ANNOUNCEMENTS					
	1 min	150x	500x	300x	250x
1 min.	1.50	1.75	2.00	2.25	2.50
20/30 sec: 80% of 1-min.					1.00

VIRGINIA

7. PACKAGE PLANS

VIRGINIA

RICHMOND (10 AM; 4 FM)

(including Highland Springs, Chester)

Chesterfield County—Map Location K-5
Henrico County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WANT
1951
RICHMOND
Negro

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 248 6300 9.00

Old Dominion Broadcasting Co., Broad-Grace Arcade Bldg., 3rd & Grace Sts., Richmond, Va. 23219. Phone 703-643-2368.

STATION'S PROGRAMMING DESCRIPTION
WANT: Programmed for Negro adult and young adult. Information and entertainment. MUSIC: rhythm and blues, and spiritual and gospel 10-11 am. AIR PERSONALITIES: heavy emphasis on topical, ethnic commentary, community involvement, and local public service. NEWS: 5 min for hour at 20 min before and after each hour. COMMERCIAL POLICY includes sponsored high school and college sports broadcast, remotes from area merchants, night clubs, etc., and all ethnic-oriented advertising. Contact Representative for further details. Rec'd 2/5/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—John L. Sinclair.
General Manager—John L. Marver.
- REPRESENTATIVES**
Dore & Allen, Inc.
Southeast—Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 23a, 20a, 23d.
Contracts: 41, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 20 Eff 7/1/67—Rec'd 7/3/67.
AA—Mon thru Sat 7-9 am; Mon thru Fri 4-7 pm.
A—All other times.

7. PACKAGE PLANS					
1 hr	1 1/2 hr	2 hr	3 hr	4 hr	5 hr
1 min	13.00	12.00	11.00	10.00	9.00
20/20 sec	10.40	9.60	8.80	8.00	7.20
10 sec	6.50	6.00	5.50	5.00	4.50

DISCOUNTS					
1 hr	1 1/2 hr	2 hr	3 hr	4 hr	5 hr
1 min	10.00	9.50	9.00	8.50	8.00
20/20 sec	8.00	7.50	7.20	6.80	6.40
10 sec	5.00	4.75	4.50	4.25	4.00

28 consec wk—5% 52 consec wk—10%
Minimum weekly schedule of 6 1-minute spots necessary to maintain consecutive weeks advertising.

WEET
1955

RICHMOND

Media Code 4 248 6375 1.00
WEET Radio Broadcasters, 2106 N. Hamilton, Richmond, Va. 23230. Phone 703-353-6841.

- PERSONNEL**
Owner, Manager—Ray B. Bentley.
- REPRESENTATIVES**
Adam Young Radio, Inc.
- FACILITIES**
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% net station time.

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25b, 26, 28b, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70h, 70i, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with MBS.
Member: Country Music Network.

TIME RATES

Eff 8/21/67. Rec'd 8/21/67.
AA—Mon thru Sat 8-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	13	12	11	10	9
A	11	10	9	8	7

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
1-1/2 times the applicable 1-minute rate.

WENZ
1961

HIGHLAND SPRINGS

Independent Negro

Subscriber to the NAB Radio Code
Media Code 4 248 6450 2.00
Baron Radio, Inc., 111 N. 4th St., Richmond, Va. 23219. Phone 703-643-7436.

STATION'S PROGRAMMING DESCRIPTION
WENZ: Programmed for Negro listener.
MUSIC: rhythm and blues, jazz and gospel. NEWS: 20 after & 35 before hour. Negro DJ's handle all segments. Local sports program M-F. Negro heritage series every other hour, 7 days a week. Editorialize daily. Participate in fund drives, safety campaigns, school events, social calendar events. Community calendar every other hour daily. Personalities available for remote broadcasts, store openings, sales events, etc. Contact Representative for further details. Rec'd 11/20/67.

- PERSONNEL**
President—Ralph J. Baron.
Vice-Pres. & Gen'l Mgr.—George J. Lund.
Program Director—Willie Ed Poe.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

No. 3 Eff 3/1/69—Rec'd 3/3/69.
AA—Daily 6-10 am & 3-7 pm.
A—Daily 5-8 am, 10 am-3 pm & 7 pm-midnight.
B—Daily midnight-5 am.

6. SPOT ANNOUNCEMENTS					
PER WK:	1 min	30/20	10 sec	1 min	30/20
1 hr	17.00	18.50	8.50	13.50	10.75
12 ti	16.00	12.75	8.00	12.75	10.25
18 ti	15.00	12.00	7.50	12.00	9.50
24 ti	14.00	11.25	7.00	11.25	9.00
30 ti	13.00	10.50	6.50	10.50	8.50

Class B: 5:00 flat.
CONSECUTIVE WEEK DISCOUNT
28 wk—5% 52 wk—10%
Weekly schedule must be same spot frequency. No rateholders.

8. PROGRAM TIME RATES
1 hr: 1x 15x 25x 52x 104x 260x 520x
A: 80 70 65 60 55 50
1/2 hr: 60% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

WFMY (FM)

1961

RICHMOND

Media Code 4 248 6525 1.00
Professional Broadcasting, Inc., Box 2961, 1147 Bon Air Rd., Richmond, Va. 23235. Phone 703-272-7518.

STATION'S PROGRAMMING DESCRIPTION
WFMY (FM): MUSIC: 100% classical music. Contact Representative for further details. Rec'd 2/28/68.

- PERSONNEL**
President—Benjamin F. Thomas.
- REPRESENTATIVES**
Herbert E. Groskin & Co.

- FACILITIES**
74,000 w.; 103.7 mc. Stereo.
Operating schedule: 7-11 am. EST.
Antenna ht.: 440 ft. above average terrain.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 61c.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Groskin Group.

TIME RATES

Eff 1/28/69.
AA—Mon thru Sat 8-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS					
1 min	15x	30x	60x	125x	250x
1 hr	70	67	64	61	58
1/2 hr	53	50	48	46	44
5 min	30	29	28	27	26

WGOE
1964

RICHMOND

RAB

Media Code 4 248 6600 2.00
Dixie Broadcasting Corp., 5001 W. Broad St., Richmond, Va. 23230. Phone 703-288-5404.

- PERSONNEL**
President—Stanley H. Fox.
General Manager—Vince Marty.
Production Manager—John Reeves.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
5,000 w.; 1590 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 (variable when tendered).
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 24b, 24c, 28a.
Contracts: 40a, 44a, 47a, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 60j.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff 3/3/69.
AA—3-6 pm.
A—Mon thru Fri 8:30 am-3 pm; Sat & Sun 6:30 am-sign-off.

6. SPOT ANNOUNCEMENTS					
1 hr	15x	30x	60x	125x	250x
1 min	12.00	8.00	11.00	10.00	8.00
25 ti	11.50	7.50	10.50	7.50	7.50
50 ti	11.00	7.00	10.00	7.00	7.00
100 ti	10.50	6.50	9.50	6.50	6.50
200 ti	10.00	6.00	9.00	6.00	6.00
500 ti	9.00	5.50	8.00	5.50	5.50
1000 ti	8.00	5.00	7.00	5.00	5.00
1500 ti	7.00	4.50	6.00	4.50	4.50
2000 ti	6.00	4.00	5.00	4.00	4.00

Fixed position within 1/2 hour, earned rate plus 2.00.
7. PACKAGE PLANS
PER WK: 1 wk 4 wk 15wk 26 wk 52 wk
1 hr: 20 19 18 17 16 15
2 hr: 19 18 17 16 15 14
3 hr: 18 17 16 15 14 13
5 hr: 17 16 15 14 13 12
10 hr: 16 15 14 13 12 11

TOTAL AUDIENCE PLAN
(8:30 am-sign-off)
PER WK: 1 min 30 sec 1 min 30 sec
50 ti 250 200 100 ti 300 240
Must be used within 7 consecutive days.

9. PARTICIPATING PROGRAMS
Marty & Morgan in the Morning Show—6:30-9:00 am as 15.00. Commercial time 90 seconds. No frequency discount, commissionable.

10. SPECIAL FEATURES
3-min News-at :15 and :45, earned rate plus 5.00.

WIKI
1964

CHESTER

Media Code 4 248 6650 7.00
WIKI, Inc., 10800 Jefferson Davis Hwy., Richmond, Va. 23234. Phone 703-275-6161.

- PERSONNEL**
Pres. & Farm Dir.—John Laurino.
Exec. Vice-Pres. & Women's Ed.—Donna M. Laurino.
Sta. Mgr./News & Sports Dir.—R. L. Miller.
- FACILITIES**
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 14d, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28b, 28c, 29a.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Programs (in full or in part) not furnished by, but presented in studios of station are subject to special charges.

TIME RATES

Eff 5/1/68—Rec'd 6/5/68.

6. SPOT ANNOUNCEMENTS					
1 min	15x	30x	60x	125x	250x
1 hr	10.00	9.50	9.00	8.50	8.00
20/30 sec	8.00	7.50	7.00	6.50	6.00

7. PACKAGE PLANS
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min: 8.50 8.00 7.50 7.00
20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x: 70.50 41.50 25.50 15.50

WLEE
1945

RICHMOND

HR Representatives, Inc.

Media Code 4 248 6675 4.00
Nationwide Communications, Inc., Box 8765, 6200 W. Broad Street Rd., Richmond, Va. 23226. Phone 703-288-2935.

- PERSONNEL**
Corporate Vice-Pres. & Gen'l Mgr.—George Campbell.
Vice-Pres. & Gen'l Mgr.—Harvey Hudson.
General Sales Manager—Jack Ambrozic.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
5,000 w.; 1480 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
No. 15 Eff 8/1/69—Rec'd 7/17/69.
Harvey Hudson Show—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS					
PER WK:	24 ti	18 ti	12 ti	1 hr	1 1/2 hr
1 min	31	32	34	36	38
20/30 sec	25	26	27	29	31
10 sec	15	16	17	19	21

7. PACKAGE PLANS					
PER WK:	24 ti	18 ti	12 ti	1 hr	1 1/2 hr
1 min	28	29	31	33	35
20/30 sec	22	23	25	26	28
10 sec	14	15	16	17	18

CLASS AA
28 29 31 33
22 23 25 26
14 15 16 17

CLASS A
17 18 20 22
14 15 16 17
10 11 8 9 10 11

Rotating 1 min 20/30
Fixed CONSECUTIVE WEEK DISCOUNT 3.00 2.50 5.00 4.00
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

Plan	1	11	111
Harvey Hudson Show	5	4	3
AA	7	5	4
A	12	9	5

PER WK, EA: 24 ti 18 ti 12 ti
1 min: 21.00 22.00 24.50
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
(Sun 7-11 am & 9 pm-midnight)
1 hr 1/2 hr 1/4 hr 5 min
1 x: 110 85 86 28
26 x: 99 77 55 22
52 x: 88 66 44 17
104 x: 77 55 33 11

10. SPECIAL FEATURES
5-MINUTE NEWS or FEATURES
Harvey Hudson Show—applicable 1-min rate plus 8.00.
Class AA—applicable 1-min rate plus 7.00.
Class A—applicable 1-min rate plus 6.00.

RATEHOLDER
May be any combination of spots based on 1x rate, but not less than 50.00 weekly.

WRGM
1958


RICHMOND

RAB

Media Code 4 248 6750 5.00
1540 Radio, Inc., 6001 Wilkinson Rd., Richmond, Va. 23227. Phone 703-266-8787.

STATION'S PROGRAMMING DESCRIPTION
WRGM: Programmed for adults.
MUSIC: middle-of-the-road album oriented music and singles coupled with entertaining and informative features, weather, local and network sports. NEWS: network, 5 min reports on hour weekly, preceded by local in-depth headlines M-Sat, 2-5 min in length. Stock market reports M-Sat. Network information reports 10 min past hour M-Sat. AIR PERSONALITIES: available for remote broadcasts, with or without mobile studio, for store openings, sales events, etc. Contact Representative for further details. Rec'd 1/22/69.

(This listing continued on next page)



Richmonders turn on their morning with...
The Harvey Hudson Show
and they've been doing it for 27 years.

WLEE

1480-5,000 Watts
Represented by H-R

Richmond—WRGM—Continued

1. PERSONNEL
 General Manager—M. B. John Duvall.
 Program Director—Herb Scott.
 Chief Engineer—Bill Fairley.

2. REPRESENTATIVES
 The Devney Organization, Inc.

3. FACILITIES
 10,000 w. days; 1540 kc. Directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 22a, 23a, 24c, 25a.
 Contracts: 40a, 41, 45, 48, 51b.
 Comb.: Cont. Discounts: 60b, 60c, 60i.
 Cancellations: 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

ET—Rec'd 8/1/69.
 AA—Mon thru Fri 6:30-9 am & 4-8:30 pm.
 A—Mon thru Fri 9 am-3 pm; Sat & Sun all day.

7. PACKAGE PLANS

PER WK:	CLASS A 1 MINUTE				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	7.00	6.75	6.50	6.00	5.50
6 ti	6.75	6.50	6.25	5.75	5.25
12 ti	6.50	6.25	6.00	5.50	5.00
18 ti	6.25	6.00	5.75	5.25	4.75
24 ti	6.00	5.75	5.50	5.00	4.50

PER WK:	30 SECONDS				
	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	5.50	5.30	5.10	4.70	4.30
6 ti	5.30	5.10	4.90	4.50	4.10
12 ti	5.10	4.90	4.70	4.30	3.90
18 ti	4.90	4.70	4.50	4.10	3.70
24 ti	4.70	4.50	4.30	3.90	3.50

10 sec: 50% of 1-min.
 Class AA: Per spot, extra 2.50.

8. PROGRAM TIME RATES

CLASS A:	1 hr	13x	26x	52x	104x
1 hr	10	5	5	4	4
1/2 hr	36	33	30	27	24
1/4 hr	22	20	18	16	14

10. SPECIAL FEATURES
 10-minute News, extra..... 5
 5-minute News, extra..... 8
 Headlines and Weather, extra..... 1

WRNL

1937
 RICHMOND

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

	AAA	AA	A
1 x	25	21	18
3 x	23	19	11
6 x	21	17	9

AIR TRAFFIC REPORTS—AAA

5 ti wkl. ea. 20 10 ti wkl. ea. 18

CONSECUTIVE WEEK DISCOUNT
 52 wk—10%

WRNL-FM

1949
 RICHMOND
 Media Code 4 248 6826 3.00
 WRNL, Inc., Box 6792, 7100 Bethlehem Rd., Richmond, Va. 23230. Phone 703-282-9731.

1. PERSONNEL
 General Manager—Frank P. Soden.
 Sales Manager—Leland Jackoway.

2. REPRESENTATIVES
 Edward Petry & Co., Inc.

3. FACILITIES
 ERP 140,000 w.; 102.1 mc. Stereon.
 Operating schedule: 5:00-1:00 am. EST.
 Separate programming except between sign-on-8:15 am.
 Antenna ht.: 380 ft. above average terrain.
 Partial simulcast operation with WRNL.

4. AGENCY COMMISSION
 15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 See WRNL listing for coded regulations.

TIME RATES
 ET 8/1/69—Rec'd 8/3/69.

6. SPOT ANNOUNCEMENTS
 1 MINUTE

Per contract yr. ea.	1x	156x	312+
1 x	10	9	8
10 sec.	40	25	15

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	40	25	15
10 sec.	10.00	7.50	6.00

WRVA

1925
 RICHMOND
NBC Radio Network

Mg
 mcgavren-guild
 pgw radio, inc.

WRVA

Subscriber to the NAB Radio Code
 Media Code 4 248 6900 6.00
 WRVA-Radio Inc., Box 1516, 200 N. 22nd St., Richmond, Va. 23212. Phone 703-643-6633. TWX 710-956-0189.

1. PERSONNEL
 Exec. Vice-Pres. & Gen'l Mgr.—John B. Tansey.
 Vice-Pres. & Sales Mgr.—Harold B. Barre.
 Vice-Pres. & Prog. Dir.—Alden Aaroe.

2. REPRESENTATIVES
 McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
 50,000 w.; 1140 kc. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0; payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
 Basic Rates: 20a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32b, 33a.
 Contracts: 40c, 41, 42b, 42d, 44b, 45, 48, 47a, 49, 51a, 51c.

Comb.; Cont. Discounts: 60g, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Short Rate: Charges under each contract will be billed at the net unit rates applicable to broadcasts for the entire period covered by such contract.
 If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to the station the difference between the charges so billed and the net rate actually earned.
 AM schedule duplicated over FM.
 Affiliated with NBC.

TIME RATES

No. 20 ET 3/2/69—Rec'd 2/5/69.
 AA—Mon thru Fri 6-10 am; Sat 6-9 am.
 A—Mon thru Fri 3-7 pm.
 B—Mon thru Sat 5:30-8 am; Mon thru Fri 10 am-3 pm; Sat & Sun 9 am-7 pm.
 C—Sun 5:30-9 am; Mon thru Sun 7 pm-midnight.
 D—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

SECTION I CLASS AA

WKLY:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	50	48	45	41	---
30 sec	40	38	36	33	---
10 sec	25	24	23	21	---

CLASS A

1 min	43	40	36	---	---
30 sec	36	34	32	29	---
10 sec	23	22	20	18	---

CLASS B

1 min	35	34	31	28	25
30 sec	28	27	25	22	20
10 sec	18	17	16	14	13

CLASS C

1 min	25	24	22	20	17
30 sec	20	19	18	16	14
10 sec	13	12	11	10	9

CLASS D

1 min or less	15	14	13	11	9
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CLASS AA

PER YR:	1x	52x	156x	260x	520x	1040x	1560x
1 min	50	48	45	41	37	33	28
30 sec	40	38	36	33	30	26	22
10 sec	25	24	23	21	19	17	14

CLASS A

1 min	45	43	40	36	32	28	23
30 sec	36	34	32	29	26	22	18
10 sec	23	22	20	18	16	14	12

CLASS B

1 min	35	34	31	28	25	21	16
30 sec	28	27	25	22	20	17	13
10 sec	18	17	16	14	12	10	8

CLASS C

1 min	25	24	22	20	17	14	11
30 sec	20	19	18	16	14	11	9
10 sec	13	12	11	10	9	7	5

1 min/less. 15 14 13 11 9 7 5
 (*) Schedules of 8 consecutive weeks or more will rotate equally in time periods, less than 8 consecutive weeks schedules, best available rotation.
 2 10-second spots count as 1 spot for frequency.

7. PACKAGE PLANS

SECTION II TOTAL AUDIENCE PLANS

PER WK. EA:	1 min	30 sec	1 min 30 sec
Plan 1—12 ti (3AA, 3A, 4B, 2C)	32	28	28
Plan 2—18 ti (4AA, 4A, 6B, 4C)	28	22	22
Plan 3—24 ti (5AA, 5A, 8B, 6C)	25	20	20
Plan 4—36 ti (6AA, 6A, 15B, 9C)	22	18	18

May not combine with schedules in Sections I or III for discount. Placement of spots by days is at the option of station.

8. PROGRAM TIME RATES

SECTION III
 AA—Mon thru Fri 6-10 am; Sat 6-9 am.
 A—Mon thru Fri 3-7 pm.
 B—Mon thru Sat 5:30-8 am; Mon thru Fri 10 am-3 pm; & 7-11 pm; Sat & Sun 9 am-11 pm.
 C—All other times.

CLASS AA

	1x	52x	156x	260x	312x
1 min	115	104	97	89	80
5 min	75	72	68	62	58

CLASS A

10 min	97	93	88	78	69
5 min	68	65	60	54	48

CLASS B

	1x	52x	156x	260x	312x
1/2 hr	150	144	135	126	115
25 min	140	138	124	112	100
1/4 hr	105	102	93	84	75
10 min	75	72	67	61	54
5 min	53	51	47	42	38

CLASS C

1/2 hr	83	75	70	63	55
25 min	74	70	66	61	50
1/4 hr	50	47	44	40	36
10 min	42	39	36	32	28
5 min	27	26	25	23	20

Section III may earn discounts for Section I, but Section I does not earn discounts for Section III.

WRVA-FM

1948
 RICHMOND
NAB FM B
 Media Code 4 248 6901 4.00
 WRVA-FM, Inc., Box 1516, 200 N. 22nd St., Richmond, Va. 23212. Phone 703-643-6633. TWX 710-956-0189.

STATION'S PROGRAMMING DESCRIPTION
 WRVA-FM: MUSIC: Country and western. NEWS: on hour. Contact Representative for further details.
 Rec'd 7/15/69.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—John B. Tansey.
 Vice-Pres. & Sales Mgr.—Harold B. Barre.
 Vice-Pres. & Prog. Dir.—Alden Aaroe.

2. REPRESENTATIVES
 McGavren-Guild—PGW Radio, Inc.

3. FACILITIES
 ERP 200,000 w.; 94.5 mc.
 Operating schedule: 7 pm-1 am. EST.
 Antenna ht.: 355 ft. above average terrain.

4. AGENCY COMMISSION
 15%: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
 See WRVA listing for coded regulations.

TIME RATES
 No. 2A ET 7/1/69—Rec'd 7/15/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	21 ti
1 min	5.00	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50

WTVR

1926
 RICHMOND

Subscriber to the NAB Radio Code
 Media Code 4 248 6975 8.00
 Roy H. Park Broadcasting of Virginia, Inc., Box 11084, 3301 W. Broad St., Richmond, Va. 23230.
 Phone 703-355-8611.

1. PERSONNEL
 Exec. Vice-Pres. & Gen'l Mgr.—Ed. J. Frech.
 Station Manager—Robert Gilmore.

3. FACILITIES
 5,000 w.; 1380 kc. Directional—nighttime only.
 Operating schedule: 24 hrs. daily. EST.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2b, 3a, 3d, 4a, 5, 6a.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20a, 25a, 26, 28a.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60d, 61a, 62a, 62d.
 Cancellation: 70b, 70c, 71a, 73a.
 Prod. Services: 80, 82.
 Affiliated with American Entertainment Network.
 (This listing continued on next page.)

WRVA-RADIO 1140

Richmond

—Virginia's 50,000 Watt Station
REACHES A RICH 72 COUNTY MARKET

Population 1,968,900

Households 548,800

Effective Buying Income \$12,296,850,000.00

Average Per Household
 Buying Income \$ 6,934.00

WRVA-RADIO

Richmond, Virginia
 50,000 Watts AM, 1140 KC/200,000 Watts FM, 94.5 MC
 National Representative: McGavren-Guild, PGW Radio, Inc.

VIRGINIA

Richmond—W T V R—Continued

TIME RATES

No. 5 Eff 11/1/66—Rec'd 10/10/66.

AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK, EA:	8 ti	12 ti	18 ti	24 ti	30 ti	40 ti
1 min	18.00	15.00	14.00	13.00	12.00	11.00
30/20 sec	14.40	12.00	11.20	10.40	9.60	8.80
ID's	9.00	7.50	7.00	6.50	6.00	5.50

CLASS A

1 min	15.00	12.00	11.00	10.00	9.00	8.00	7.00
30/20 sec	12.00	9.60	8.80	8.00	7.20	6.40	5.60
ID's	7.50	6.00	5.50	5.00	4.50	4.00	3.50

DISCOUNTS

26 wk—10% 52 wk—15%

All spots are combinable.

7. PACKAGE PLANS

ROS PACKAGE

(Position not quoted or guaranteed)

PER WK, EA:	10 ti	15 ti	20 ti	30 ti
1 min	10.00	9.00	8.00	7.00
30/20 sec	8.00	7.20	6.40	5.60
ID's	5.00	4.50	4.00	3.50

10. SPECIAL FEATURES

ix	5-MINUTE NEWSCASTS	260x	312x
AA	20.00	19.00	18.50
A	17.00	16.00	15.50

W T V R-FM

1944

RICHMOND

N A F I M B

Media Code 4 248 6976 6.00
Roy H. Park Broadcasting of Virginia, Inc., Box 11064, 8301 W. Broad St., Richmond, Va. 23230. Phone 703-355-8611.

STATION'S PROGRAMMING DESCRIPTION
WTVR-FM: Programmed for general family appeal. Emphasis on continuous popular music. Some simulcasting for news and special public affairs programs. Daily hymn program, late afternoon. Romantic popular standards for late evening. Rec'd 9/25/67.

- 1. PERSONNEL**
Executive Vice-President—Ed. J. Frech.
Station Manager—Robert Gilmore.
- 2. REPRESENTATIVES**
Call station collect.
- 3. FACILITIES**
ERP 50,000 w.; 98.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 840 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations See WTVR listing for coded regulations. Affiliated with American FM Network.

No. 10-A Eff 9/1/66—Rec'd 8/7/66.

6. SPOT ANNOUNCEMENTS

EA	1 min	30 sec	10 sec
	6	4	2

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	60	30	10
52 x	45	27	9
156 x	40	24	8
260 x	35	21	7

WXGI

1947

RICHMOND

Media Code 4 248 7050 9.00
Radio Virginia, Inc., 701 German School Rd., Richmond, Va. 23225. Phone 703-233-7666.

STATION'S PROGRAMMING DESCRIPTION
WXGI: Programmed for adults.
MUSIC: 100% country and western. 90% country, 10% western. AIR PERSONALITIES smooze entire operation. NEWS: 5 min before every hour. Headlines every hour on half hour. Daily hymn programs 10-10:30 am & 2:30-3 pm. SPORTS: live automobile racing, grand national, championship and modified. 5 min general sports daily. Contact Representative for further details. Rec'd 1/2/68.

- 1. PERSONNEL**
President & Treas.—D. H. Robertson.
Program Director—George Popkins.
General Manager—David Wilburn.
- 2. REPRESENTATIVES**
Alan Torbet Associates, Inc.
- 3. FACILITIES**
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset.
- 4. AGENCY COMMISSION**
15/0 time; rendered weekly or monthly.
- 5. GENERAL ADVERTISING** See coded regulations General: 2a, 3a, 4a, 5a, 6a, 7a, 8a.
Rate Protection: 10a, 11a.
Basic Rates: 22a, 23a, 24a, 25a, 26a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 8/1/66—Rec'd 5/2/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
13 x	11.20	7.90	156 x	8.25
26 x	10.60	7.55	280 x	7.65
52 x	10.00	7.20	512 x	7.10
78 x	9.40	6.85	824 x	6.50
104 x	8.85	6.50	1000 x	5.00

ROANOKE (6 AM; 3 FM)

(including Vinton)

Roanoke County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WDBJ WDBJ-FM

1924 ROANOKE 1948



mcgavren-guild
pgw radio, inc.

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 248 7125 9.00
NOTE: Address mail to Radio Station WDBJ, Box 150, Roanoke, Va. 24002.
Times-World Corp., 201 W. Campbell Ave., Roanoke, Va. 24002. Phone 703-345-1511. TVX 703-342-5719.

- 1. PERSONNEL**
Vice-Pres. & Radio Mgr.—Frank E. Koehler.
Prog. Mgr. & Sports Dir.—Jerry L. Joyner.
News Director—Norman Ray.
- 2. REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
- 3. FACILITIES**
5,000 w.; 960 kc. Non-directional—day-time; directional—nighttime only.
Operating schedule: 5:30-12:05 am. EST.
FM-ERP 14,500 w.; 94.8 mc.
Antenna ht.: 1,937 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time; 15 days.

SELL THE MEN

with WDBJ's

News and Sports

About 60 play-by-play football and basketball broadcasts are scheduled this season — many originating over WDBJ. Together with outstanding news programs — from CBS and WDBJ's full time, three-man news staff — you'll have a winning combination for reaching men in 25 western Virginia counties. Incidentally, the girls will be listening, too!

WDBJ RADIO

CBS-ROANOKE, VA.

AM 960 Kc. • 5,000 watts • Full time

Represented by
McGavren-Guild-P.G.W. Radio, Inc.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 21c, 22b, 23a, 24a, 24c, 25a, 29a, 32a, 33a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.
Cancellation: 70a, 71a, 72a, 73a.
Prod. Services: 80, 82.
All programs and announcements duplicated on FM at no additional charge.
Affiliated with CBS.

TIME RATES

Eff 10/1/68—Rec'd 8/28/68.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	8 ti	12 ti	18 ti	24 ti
1 min	20.00	18.00	17.00	16.00	14.00
30 sec	16.00	14.00	13.00	12.00	11.00
10 sec	10.00	9.00	8.50	8.00	7.00

CLASS A

1 min	17.00	15.00	14.00	13.00	11.00
30 sec	13.00	12.00	11.00	10.00	9.00
10 sec	8.50	7.50	7.00	6.50	5.50

CLASS B

1 min	14.00	12.00	11.00	10.00	8.00
30 sec	11.00	9.50	9.00	8.00	7.00
10 sec	7.00	6.00	5.50	5.00	4.00

(*) Fixed position.

26 wk—5% 52 wk—10%

7. PACKAGE PLANS

PER WK, EA:	TOTAL AUDIENCE PLAN	1 min
12 ti (5AA, 4A, 3B)		13.00
18 ti (7AA, 6A, 5B)		11.50
24 ti (9AA, 8A, 7B)		10.00
30 sec: 80% of 1-min.	10 sec: 50% of 1-min.	

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	100.00	50.00	40.00	30.00	18.00
26 times	95.00	47.00	36.00	28.00	17.00
52 times	90.00	44.00	33.00	27.00	16.00
156 times	85.00	41.00	30.00	25.00	15.00
260 times	80.00	38.00	28.00	24.00	14.00
520 times	75.00	35.00	26.00	22.00	13.00
1000 times	70.00	32.00	24.00	21.00	12.00

- 1. PERSONNEL**
Mgr. & Comm'l Mgr.—Harry R. Peyton.
News & Farm Dir.—Buddy Mark.
Production Manager—Sheryl Leonard.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
- 3. FACILITIES**
5,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 25b, 25c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Country Music Network.
Sold in combination with WKBX, Winston-Salem, N. C.; 20% discount.

WKBA

1961

VINTON

RAB

Subscriber to the NAB Radio Code
Media Code 4 248 7200 0.00
Roanoke-Vinton Radio, Incorporated, 2043 10th St., N. E. Roanoke, Va. 24012. Phone 703-943-5597.

STATION'S PROGRAMMING DESCRIPTION
WKBA: Programmed for adults.
Sign-on-8:30 am Negro orientated program. Personalities smooze all music shows. MUSIC: country and western. Audience participation contests. Station personalities available for remote programs and broadcasts. 4 mobile units available. Editorials broadcast frequently on local and national and international subjects. Farm programs 7 hours weekly. Contact Representative for further details. Rec'd 11/4/68.

- 1. PERSONNEL**
Mgr. & Comm'l Mgr.—Harry R. Peyton.
News & Farm Dir.—Buddy Mark.
Production Manager—Sheryl Leonard.
- 2. REPRESENTATIVES**
Charles Bernard Co., Inc.
- 3. FACILITIES**
5,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 25b, 25c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Country Music Network.
Sold in combination with WKBX, Winston-Salem, N. C.; 20% discount.

TIME RATES

No. 4 Eff 8/1/68—Rec'd 6/10/68.

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
10 sec	4.00	4.00	3.50	3.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
10 sec	4.00	4.00	3.50	3.00

8. PROGRAM TIME RATES

1 x	hr	1/2 hr	1/4 hr	10 min	5 min
	100	60	40	25	15

9. PARTICIPATING PROGRAMS

Buddy Mark's Afternoon Hall of Hits—Noon-4 pm.
Cliff Davis Show—4-6 pm.
Cousin Zeke Show—6-8:45 pm.
Regular rates apply.

WLRJ (FM)

1960

N A F I M B

Media Code 4 248 7275 2.00
Lee Hartman & Sons, Box 559, 3236 Cove Rd., NW, Roanoke, Va. 24017. Phone 703-866-5350.

STATION'S PROGRAMMING DESCRIPTION
WLRJ (FM): Programmed for adults and young adults. 6 air personalities smooze entire operation. NEWS: 15 past each hour from network. MUSIC 90%: 50% albums, 50% singles. Popular music 70%, standards and Broadway soundtracks 10%, classical 10%. Evening features and sports report from network. AP and local news and sports. Contact Representative for further details. Rec'd 6/17/68.

- 1. PERSONNEL**
Vice-President—Lee C. Hartman, Jr.
General Manager—Van Hobbs.
- 2. REPRESENTATIVES**
Fine Music Hi-Fi Broadcasters, Inc.
- 3. FACILITIES**
ERP 2,800 w.; 92.3 mc.
Operating schedule: 7:30 am-midnight. EST.
Antenna ht.: 900 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3c, 4a, 5, 6a, 7a, 12a, 13a, 14a, 15b.
Rate Protection: 15c, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 21b, 23a, 24b, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Member: The Fine Music Group.

TIME RATES

Eff 2/1/65—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS	15x	60x	125x	250x	500x
1 min	10.00	9.00	8.50	8.00	7.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	70	67	63	60
1/2 hr	50	47	45	43
1/4 hr	25	24	23	21

(*) 52.50.

No more than 8 1-minute spots scheduled in 1-hour.

WRIS

1953

ROANOKE

Media Code 4 248 7425 3.00
WRIS Radio, Inc., Box 6099, 219 Luckett St. N. W., Roanoke, Va. 24017. Phone 703-342-3131. (Agency collect calls accepted.)

STATION'S PROGRAMMING DESCRIPTION
WRIS: Programmed for general adult interest. AIR PERSONALITIES

Roanoke—Continued

WROV
1946
ROANOKE
The Eastman Station

NAB **RAB**

Media Code 4 248 7500 3.00
WROV Broadcasters, Inc., 15th & Cleveland Ave.,
Roanoke, Va. 24015. Phone 703-343-4444.

- PERSONNEL**
Pres. & Gen'l Mgr.—Burt Levine.
Ass't to Pres.—Don Foutz.
Operations Director—John Cigna.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49,
51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61a, 61b,
61c, 62a, 62b, 62d.
Cancellation: 70a, 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

- No. 8-A ER 9/1/68—Rec'd 8/5/68.
- SPOT ANNOUNCEMENTS**
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Mon thru Fri 5-6
am; Sun 8 am-8 pm.
B—All other times.

PER WK:	CLASS AA				
	1 min	30 sec	1 min	30 sec	1 min 30 sec
1 t	19	15	18	15	12
6 t	20	14	17	14	11
12 t	18	13	16	13	10
18 t	17	12	15	12	9
24 t	16	11	14	11	8
30 t	15	10	13	10	7

PER WK:	CLASS A				
	1 min	30 sec	1 min	30 sec	1 min 30 sec
1 t	20	15	18	15	12
6 t	21	14	17	14	11
12 t	19	13	16	13	10
18 t	18	12	15	12	9
24 t	17	11	14	11	8
30 t	16	10	13	10	7

PER WK:	CLASS B				
	1 min	30 sec	1 min	30 sec	1 min 30 sec
1 t	21	16	19	16	13
6 t	22	15	18	15	12
12 t	20	14	17	14	11
18 t	19	13	16	13	10
24 t	18	12	15	12	9
30 t	17	11	14	11	8

SECTION II
1 min.....17.00 18.00 15.00 14.00 13.00
20/20 sec.....13.60 12.80 12.00 11.20 10.40
10 sec.....8.50 8.00 7.50 7.00 6.50

SECTION III
1 min.....14.00 13.00 12.00 11.00 10.00
20/20 sec.....10.50 10.00 9.50 9.00 8.50
10 sec.....7.00 6.50 6.00 5.50 5.00

BEST BUY PLAN
30 t (12I, 12II, 6III), ea.....12
15 t (6I, 6II, 3III), ea.....14

CONSECUTIVE WEEK DISCOUNTS
26 wks—4% 52 wks—8%
Not applicable to Best Buy Plan.

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

WLSL
1940
ROANOKE

adam young inc.

NAB **RAB**

Subscriber to the NAB Radio Code
Media Code 4 248 7575 5.00
Shenadoah Life Stations, Inc., Box 2161, Roanoke,
Va. 24009. Phone 703-344-9228. TWX 710-870-
0428.

- STATION'S PROGRAMMING DESCRIPTION**
WLSL: Programmed for general interest.
5 personalities on entire operation except network
3-6 pm Sat and 2-10 pm Sun. MUSIC: country and
western, 90% singles, 10% albums. 1 gospel hymn
per hour. Phone requests, hourly audience partici-
pation contests. Personalities available for remote
broadcasts. 2 remote units. NEWS: Five 5 min local
and regional reports daily, M-Sat. Hourly headlines
provided by 6 man radio and TV news dept. 5 min
network news hourly. Irregularly scheduled editorials.
SPORTS: college football with scoreboard show.
Hourly 1 min headlines and scores. FARM: 3 reports
daily, M-Sat, 5:15 am, 6:15 am, 12:10 pm. Contact
Representative for further details. Rec'd 7/17/67.
- PERSONNEL**
Exec. Vice-Pres. & Mgr.—Horace Fitzpatrick.
Vice-President—George W. Chermault, Jr.
National Sales Manager—A. S. Trevillian, Jr.
 - REPRESENTATIVES**
Adam Young Radio, Inc.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 610 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST

WLSL-670

"In morning drive time WLSL has more
adult listeners than any other station —
M-F, 6-10 AM."

"WLSL ranks first in all-day average house-
hold shares, M-F, 6 AM-12 Mid."

- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,
7b.
Rate Protection: 10g, 11g, 12g, 14g, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24c, 25a,
26, 28b, 28c, 30.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49,
51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61a, 61b,
61c, 62a, 62b, 62d.
Cancellation: 70a, 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

- No. 8-A ER 9/1/68—Rec'd 8/5/68.
- SPOT ANNOUNCEMENTS**
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Mon thru Fri 5-6
am; Sun 8 am-8 pm.
B—All other times.

PER WK:	CLASS AA				
	1 min	30 sec	1 min	30 sec	1 min 30 sec
1 t	19	15	18	15	12
6 t	20	14	17	14	11
12 t	18	13	16	13	10
18 t	17	12	15	12	9
24 t	16	11	14	11	8
30 t	15	10	13	10	7

PER WK:	CLASS A				
	1 min	30 sec	1 min	30 sec	1 min 30 sec
1 t	20	15	18	15	12
6 t	21	14	17	14	11
12 t	19	13	16	13	10
18 t	18	12	15	12	9
24 t	17	11	14	11	8
30 t	16	10	13	10	7

SECTION II
1 min.....17.00 18.00 15.00 14.00 13.00
20/20 sec.....13.60 12.80 12.00 11.20 10.40
10 sec.....8.50 8.00 7.50 7.00 6.50

SECTION III
1 min.....14.00 13.00 12.00 11.00 10.00
20/20 sec.....10.50 10.00 9.50 9.00 8.50
10 sec.....7.00 6.50 6.00 5.50 5.00

BEST BUY PLAN
30 t (12I, 12II, 6III), ea.....12
15 t (6I, 6II, 3III), ea.....14

CONSECUTIVE WEEK DISCOUNTS
26 wks—4% 52 wks—8%
Not applicable to Best Buy Plan.

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid
Mon-Sun necessary to maintain consec wk advertising.

WLSL-FM
1947
ROANOKE

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 7576 3.00
Shenadoah Life Stations, Inc., Box 2161 Roanoke,
Va. 24009. Phone 703-344-9228.
Sales Office: 3rd & Church, Roanoke, Va.

STATION'S PROGRAMMING DESCRIPTION
WLSL-FM: Programmed for adults.
MUSIC: general popular 90%, classical 10% 8-10
pm Thur and 3:30-10:30 pm Sun. SPORTS: pro-
fessional baseball, college football. TALK: 1 hour
discussion daily 7-8 pm. RELIGION: one half hour
daily M-Sat 6:30-7 pm, 3 hours Sun noon-2 pm &
7:30-8:30 pm. Rec'd 7/17/67.

- PERSONNEL**
Executive Vice-President—Horace S. Fitzpatrick.
Vice-President—George W. Chermault, Jr.
Sales Manager—Herm Reavis.
- FACILITIES**
ERP 200,000 w.; 99.1 mc. Stereo.
Operating schedule: 7 AM-midnight.
Antenna ht.: 1,892 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WLSL listing for coded regulations.
Affiliated with Market 1 Network.

TIME RATES

- No. 7-FM ER 10/15/68—Rec'd 2/27/68.
- SPOT ANNOUNCEMENTS**
AA—Daily 6-11 pm.
A—All other times.
- | PER YR: | CLASS AA | | | | |
|---------|----------|--------|-------|--------|--------|
| | 1 min | 30 sec | 1 min | 30 sec | 10 sec |
| 1 x | 6.40 | 4.50 | 3.20 | 3.20 | 2.25 |
| 28 x | 6.00 | 4.20 | 3.00 | 3.00 | 2.10 |
| 52 x | 5.60 | 3.90 | 2.80 | 2.80 | 1.95 |
| 104 x | 5.20 | 3.65 | 2.60 | 2.60 | 1.80 |
| 156 x | 4.90 | 3.40 | 2.40 | 2.40 | 1.70 |
| 208 x | 4.60 | 3.10 | 2.20 | 2.20 | 1.55 |
| 260 x | 4.40 | 2.90 | 2.00 | 2.00 | 1.40 |
| 1040 x | 3.60 | 2.50 | 1.80 | 1.80 | 1.25 |

7. PACKAGE PLANS
28-DAY PACKAGE PLAN—ROS

	10 t	20 t	40 t	60 t	80 t	100 t
1 min	4.50	4.00	3.50	3.00	2.75	2.25
30 sec	3.15	2.80	2.45	2.10	1.95	1.60
10 sec	2.25	2.00	1.75	1.50	1.40	1.15

"During housewife time, 10 AM-3 PM,
WLSL delivers more women than any other
station — and more young women 25-49
than any other station."

"CUME AUDIENCE — WLSL reaches more
cume men and cume women Mon-Sun than
any other station."

"And, on top of all this, WLSL provides
the greatest available coverage out of
Roanoke."

VIRGINIA

8. PROGRAM TIME RATES

PER YR:	CLASS AA					
	5 min	10 min	1/4 hr	1/2 hr	1 hr	1 hr
1 x	13.00	16.00	22.00	31.00	44.00	44.00
13 x	12.00	15.00	20.00	29.00	42.00	42.00
26 x	11.00	14.00	18.00	27.00	39.00	39.00
52 x	10.00	13.00	17.00	25.00	36.00	36.00
104 x	9.00	12.00	16.00	23.00	33.00	33.00
156 x	8.00	11.00	15.00	21.00	30.00	30.00
208 x	7.00	10.00	13.00	19.00	28.00	28.00
312 x	6.00	9.00	12.00	17.00	26.00	26.00

WTOY
1957
ROANOKE

Independent Negro

Media Code 4 248 7611 8.00
T. & H. Broadcasting, Inc., 26 E. Church Ave.,
Roanoke, Va. 24011. Phone 703-343-5545, 343-
5546.

- PERSONNEL**
President—Connie T. Hausman.
Gen'l & Sales Mgr.—Barry L. Hausman.
Station Manager—William F. Moss.
- REPRESENTATIVES**
New York, Chicago—Greener, Hiken, Sears.
Southeast—Bernard I. Ochs Co.
- FACILITIES**
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 28b, 29a,
31, 33c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49,
50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 1 ER 2/1/69—Rec'd 1/29/69.

- SPOT ANNOUNCEMENTS**
1 MINUTE

PER WK:	CLASS AA				
	1 wk	13 wk	26 wk	39 wk	52 wk
6 t	8.00	7.75	7.50	7.25	7.00
12 t	7.75	7.50	7.25	7.00	6.75
18 t	7.50	7.25	7.00	6.75	6.50
24 t	7.25	7.00	6.75	6.50	6.25
30 t	7.00	6.75	6.50	6.25	6.00

ROCKY MOUNT (2 AM)

Franklin County—Map Location F-6
See SRDS consumer market map and data at begin-
ning of the State.

WKWS
1959
NAB

- Media Code 4 248 7550 6.00
Radio Franklin, Inc., Box 250, Church St., Rocky
Mount, Va. 24151. Phone 703-483-9244.
- PERSONNEL**
Pres. & Gen'l Mgr.—Kermit W. Salyer.
 - FACILITIES**
1,000 w. days; 1290 kc. Non-directional.
 - AGENCY COMMISSION**
15% on net time only; 2% cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 6a.
Rate Protection: 10a, 14a.
Basic Rates: 20b, 21a, 24c, 25b, 26, 28b, 29c, 30,
33c.
Contracts: 40a, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 71a.
Prod. Services: 82.

TIME RATES
Rates effective
Rates received September 28, 1964.
(This listing continued on next page)

WLSL
5000 Watts 610 Kc.
adam young inc.

Affiliated with WLSL-FM Multi-plex Stereo
*FCC Coverage Analysis 0.5 mv/m
Pulse Metro Roanoke, April 1968
Survey figures are estimates only, not verified
by station.

The
Roanoke, Va.
market.
You get it with
WROV. Here's why.

Q. What kind of programming do you do?

A. WROV is basically a Pop Music station with broad appeal programming that includes news every quarter hour, play-by-play sports, heavy community involvement, audience participation and 24 hour service.

Q. How consistent is your management and programming?

A. WROV has had the same ownership, and management for the past 13 of its 21 years of broadcasting.

Q. Who do I reach when I advertise on WROV?

A. The first of the big spenders: young adults with growing families who need more of almost everything.

Q. How do the surveys rate WROV?

A. WROV has consistently rated first or second in its area among the seven A M radio stations surveyed.

Q. How does WROV compare to other Roanoke stations?

A. WROV reaches more different households per day and per week than any other Roanoke station. More local advertisers use WROV than the next two stations combined.

Q. What is WROV's share of the national radio dollar in its market area?

A. Of the 40 national radio advertisers who had spot schedules in Roanoke last year, 36 of them were on WROV.

You won't make a mistake buying for the young adult families in Roanoke when you buy WROV. Consistency is on your side!

WROV
24 hour radio 7 days and nights
Burt Levine, Pres.
Represented by
Robert E. Eastman & Co., Inc.
Pulse Metro Area, April 1968

VIRGINIA

Rocky Mount—W K W S—Continued

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 hr	4.00	3.00	2.50
13 hr	3.75	2.75	2.25
26 hr	3.50	2.50	2.00
52 hr	3.25	2.25	1.75
104 hr	3.00	2.00	1.50
156 hr	2.75	1.75	1.40
208 hr	2.50	1.70	1.30
260 hr	2.50	1.80	1.25
312 hr	2.40	1.50	1.20
364 hr	2.25	1.25	1.10

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	40.00	28.00	18.00	14.00	10.00
13 hr	35.00	24.50	17.00	12.00	9.00
26 hr	30.00	21.00	15.00	10.00	8.00
52 hr	25.00	18.00	11.00	8.00	6.00
104 hr	23.00	14.00	9.50	7.00	5.00
208 hr	22.00	13.00	8.00	6.00	4.50
416 hr	21.00	12.00	7.00	5.00	4.00

WYTI

1957

Media Code 4 248 7725 6.00
Mailing address—Box 430, Rocky Mount, Va. 24151
Office and Studio—Highway 220 North, Rocky Mount, Va. 24151. Phone 703-483-9955.

STATION'S PROGRAMMING DESCRIPTION
WYTI: Programmed 80% pop, rock and roll. 40% country music. Rec'd 7/12/67.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Lester L. Williams.
Program Manager—Diane Arrington.
Commercial Manager—Bill Jefferson.

3. FACILITIES

1,000 w. days; 1570 kc.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28b, 29a.

Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb. Cont. Discounts: 60b, 61a, 61b, 62b, 62a.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective April 1, 1960. (Card No. 1.)

Card received February 1, 1961.

6. SPOT ANNOUNCEMENTS

	(*)	(†)	(‡)
1 time	4.00	3.50	2.80
13 times	3.60	3.15	2.52
26 times	3.40	2.97	2.38
52 times	3.00	2.62	2.10
104 times	2.80	2.45	1.96
156 times	2.60	2.27	1.82
208 times	2.40	2.10	1.68
260 times	2.20	1.92	1.54
312 times	2.00	1.75	1.40
364 times	1.80	1.50	1.25

(*) 1 minute, 100 words, run-of-schedule.

(†) Station breaks, 80 words, live or transcribed.

(‡) 80 words, run-of-schedule.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min.	5 min.
1 time	33.00	20.00	15.00	10.00	6.80
13 times	29.70	18.00	13.50	9.00	5.94
26 times	26.05	17.00	12.75	8.50	5.61
52 times	24.75	15.00	11.75	7.50	4.95
104 times	23.10	14.00	10.50	7.00	4.62
156 times	21.45	13.00	9.75	6.50	4.29
208 times	19.80	12.00	9.00	6.00	3.95
260 times	18.15	11.00	8.25	5.50	3.63
312-599 times	14.85	10.00	7.50	5.00	3.30

SALEM (1 AM; 1 FM)

Roanoke County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WBLU

1956

Subscriber to the NAB Radio Code
Media Code 4 248 7800 7.00
Baker Broadcasters, Inc., Box 408, 212 E. Main St., Salem, Va. 24153. Phone 703-389-5448.

1. PERSONNEL

President—Vernon H. Baker.
Vice-Pres. & Gen'l Mgr.—Richard A. Moran.
Station Manager—David H. Moran.

3. FACILITIES

5,000 w.; 1480 kc. Non-directional days.

Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10b.

Basic Rates: 20a, 21a, 22a, 23a, 25a, 32a.

Contracts: 40a, 41.

Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 7/1/68—Rec'd 6/25/68.

6. SPOT ANNOUNCEMENTS

PER YR. EA:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	4.00	2.50	3.65 x
104 x	3.75	2.35	3.20 x
156 x	3.50	2.15	2.80 x
208 x	3.25	2.00	2.50 x
260 x	3.15	1.80	2.25 x
312 x	3.00	1.80	2.00 x
20 sec: 60% of 1-min.		10 sec: 50% of 1-min.	

7. PACKAGE PLANS

PER WK.	10 tl	15 tl	25 tl	50 tl	70 tl	100 tl
EA:	5.50	3.25	3.00	2.75	2.50	2.25
10 sec:	7.75	2.50	2.25	2.00	1.75	1.50
20 sec: 60% of 1-min.		10 sec: 50% of 1-min.				

8. PROGRAM TIME RATES

	1x	15x	26x	52x	260x
1 hr	45.00	40.00	37.50	35.00	27.50
1/2 hr	30.00	25.00	23.00	21.00	17.00
10 min	20.00	18.50	17.00	16.00	10.00

10. SPECIAL FEATURES

5-minute Newscasts—Applicable 1-min rate plus .50.

5-min local news reports, ea. .50

WJLM (FM)

1969

Media Code 4 248 7150 7.00
WRIS, Inc., Box 6099, 219 Lucket St. N.W., Roanoke, Va. 24017. Phone 703-342-3131.

WJLM (FM)—Salem, Virginia—Page 911

STATION'S PROGRAMMING DESCRIPTION

WJLM (FM): Programmed for adults.

MUSIC: 100% modern country music. NEWS: 5 min network news on hour, every hour. Teletype to local weather bureau at local airport. Contact Representative for further details. Rec'd 4/18/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lloyd Goehenor.
Program Director—Gary E. Cooper.
Traffic & Recop.—Mary E. Porterfield.

2. REPRESENTATIVES

Gill-Perna, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.

Operating schedule: 6 am-midnight. EST.

Antenna ht.: 81 ft. below average terrain.

4. AGENCY COMMISSION

15/0 time only; 25th of month.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20b, 21a, 21b, 22b, 23a, 24c, 25c, 26, 28b, 28c, 29a, 29b, 30, 33a.

Contracts: 40a, 41, 42a, 42c, 42d, 44b, 45, 46, 47a, 51a, 51c.

Comb. Cont. Discounts: 60a, 60c, 61c, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 82.

Affiliated with WRIS, Roanoke.

Member: Country Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 3/1/69—Rec'd 4/2/69.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100+
1 min	2.50	2.25	2.00	1.75	1.50
30 sec	2.00	1.75	1.50	1.25	1.00

SOUTH BOSTON

Halifax County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WHLF

1947

Subscriber to the NAB Radio Code
Media Code 4 248 7675 9.00
Halifax Broadcasting Co., 554 N. Main St., South Boston, Va. 24592. Phone 572-2988.

1. PERSONNEL

Pres. & Gen'l Mgr.—John L. Cole, Jr.
Station Manager—H. Preston Young, Jr.
Chief Engineer—James C. Bishop.

3. FACILITIES

1,000 w. days; 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 5:00 am-11:00 pm. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 25a, 27, 28a, 29a, 29b, 30, 33a.

Contracts: 40a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.

Comb. Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.

Cancellation: 70b, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with the Keystone Network.

Affiliated with American Information Network.

Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 11/1/68—Rec'd 10/7/68.

6. SPOT ANNOUNCEMENTS

	160 wds	80wds	50 wd 30 wd	30 wd 15 wd
1 x	3.30	2.85	3.00	2.65
13 x	3.10	2.65	2.85	2.35
26 x	2.90	2.55	2.65	2.20
52 x	2.65	2.35	2.40	2.05
104 x	2.50	2.30	2.30	2.00
156 x	2.40	2.20	2.15	1.95
208 x	2.30	2.15	2.00	1.85
260 x	2.10	2.05	1.85	1.75
312 x	2.05	1.80	1.65	1.55

(*) Specified.

Any yearly contract running 13 weeks or longer may be cancelled without short-term rate being applied.

7. PACKAGE PLANS

ROS:	30 wd 50 wd 80 wd 160 wd	60 x	85	1.00	1.35	1.65
1000 x		75	90	1.25 <td>1.55 <td></td> </td>	1.55 <td></td>	
	(To be used over 52 weeks)					
ROS:	7 tl	10 tl	25 tl	50 tl	75 tl	100 tl
30 wd	12.85	10.45	23.00	45.00	60.00	73.00
50 wd	12.85	18.50	33.00	55.00	77.00	88.00
80 wd	14.85	20.00	43.00	77.00	110.00	127.00
160 wd	16.60	24.00	55.00	95.00	125.00	150.00
	(To be used in 7-day period)					
ROS:	7 tl	10 tl	25 tl	50 tl	75 tl	100 tl
30 wd	12.85	10.45	23.00	45.00	60.00	73.00
50 wd	12.85	18.50	33.00	55.00	77.00	88.00
80 wd	14.85	20.00	43.00	77.00	110.00	127.00
160 wd	16.60	24.00	55.00	95.00	125.00	150.00
	(To be used over 52 weeks)					
ROS:	30 wd 50 wd 80 wd 160 wd	60 x	85	1.00	1	

WTON

1945



Subscriber to the NAB Radio Code
Media Code 4 248 8175 3.00
Charles F. Blackley, Morrison Bldg., Staunton, Va.
24401. Phone 703-886-6668, 886-3010.

PERSONNEL
Owner and Gen'l Mgr.—Charles F. Blackley.
Sales Manager—Charles E. Seebeck.
REPRESENTATIVES
Call stations collect.

FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:50 am-midnight. EST.

AGENCY COMMISSION
15% no cash discount.
GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24a, 25a, 26a, 28a, 30.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective April 1, 1962. (Card No. 3.)
Rates received February 5, 1962.

SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1	30
hr.	hr.	hr.	min.	min.	sec.
1 time	80.00	38.00	24.00	12.00	6.00 4.20
13 times	57.00	34.20	22.80	11.40	5.70 3.99
24 times	54.00	32.40	21.60	10.80	5.40 3.78
52 times	51.00	30.60	20.40	10.20	5.10 3.57
104 times	48.00	28.80	19.20	9.60	4.80 3.36
208 times	45.00	27.00	18.00	9.00	4.50 3.15
416 times	42.00	25.20	16.80	8.40	4.20 2.94
1,000 times					3.90 2.73

STUART

Patrick County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHEO

1959

Media Code 4 248 6250 4.00
Gray Broadcasting Corp., Wayside Dr., Stuart, Va.
24171. Phone 694-3114.

PERSONNEL
President—Ted J. Gray, Jr.
Station Manager—Ray N. Sheppard.
Sales Manager—Lew M. Savage.

REPRESENTATIVES
National Time Sales.
FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-10:00 am local sunset Mon thru Sat; 7 am-local sunset Sun. EST.

AGENCY COMMISSION
None; all rates net to station.
GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 23a, 24a, 24b, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective April, 1962. (Card No. 1.)
Card received April 28, 1965.

SPOT ANNOUNCEMENTS

*1 min	*1 min	*30 sec	*1 min	*30 sec
1-12 ti	3.50	2.90	104-155 ti	2.10 1.80
13-25 ti	3.15	2.75	156-229 ti	1.95 1.80
26-51 ti	2.90	2.40	230-311 ti	1.75 1.40
52-103 ti	2.45	2.10	812 or more ti	1.50 1.25

10-seconds—50% of the applicable 30-second rate.
1 continuous spot every day of year, ea 1.15.
(*) 120 words.
(†) 65 words.

PACKAGE PLANS
MONTHLY BONUS SATURATION PACKAGE

1 min 30 sec	1 min 30 sec
30 ti	1.90 1.40 120 ti
60 ti	1.80 1.30 150 ti
90 ti	1.70 1.20

TIME SIGNALS
1-3 ti .90 5 or more ti .60
3-5 ti .75

PROGRAM TIME RATES

1-12 ti	1 hr	1/2 hr	1/4 hr	5 min
13-25 ti	30.00	20.00	18.00	11.50
26-51 ti	29.00	18.00	13.00	9.00
52-103 ti	25.00	17.00	11.00	7.25
104-155 ti	23.00	15.00	9.00	6.25
156-229 ti	20.50	12.00	8.25	5.00
230-311 ti	17.50	10.50	7.25	4.00
312 or more ti	14.75	8.50	5.50	3.00

SUFFOLK (1 AM; 1 FM)

Nampanom County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WLPM

1940

Media Code 4 248 8325 4.00
Suffolk Broadcasting Corp., 987 Windsor Rd., Suffolk, Va. 23434. Phone 703-539-2394.

STATION'S PROGRAMMING DESCRIPTION
WLPM: Programmed for general interest with emphasis on young adults and teens.
Rock mixed with some country and western and stand-arids. P.M. news 6-8:30 am, 11:45 am-12:15 pm.
Editorials frequently. NEWS: emphasis on local events. Rec'd 7/28/67.

PERSONNEL
Executive Vice President—Edmund Baydush.
General Manager—L. Earl Hundley.

3. FACILITIES

1,000 w.; 1480 kc. Non-directional.
Operating schedule: 5:30-12:30 am. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with XBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/69—Rec'd 3/31/69.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec
1 x	2.75	2.25	1.50

7. PACKAGE PLANS
25 spots per day or 45 within 3 consec days, or 70 within 7 days:

1 min	30 sec	10 sec
1 min	2.25	30 sec
Minimum 10 per day	consec days or more:	
1 min	2.00	30 sec

10. SPECIAL FEATURES
DAILY: ROTATING HEADLINE NEWS 3 min 5 min
6 days per wk 2.75 3.75
FIXED TIME NEWS SPONSORSHIP
6 days per wk 4.50 5.50

WXYZ (FM)

1966

Media Code 4 248 6400 5.00
Suffolk Broadcasting Corp., 987 Windsor Rd., Suffolk, Va. 23434. Phone 703-539-2394, Norfolk phone 703-893-1111.

STATION'S PROGRAMMING DESCRIPTION
WXYZ (FM): Programmed for adults.
Minimum 65 min of music per hour. Commercial acceptance based on program and audience compatibility.
MUSIC: 94% instrumental, 6% vocals. Contents 50% Standards, balance is Latin American, popular, jazz, show tunes and film music. All selections segue with no talk. COMMERCIAL POLICY: 5 minutes per hour maximum. Contact Representative for further details. Rec'd 4/3/68.

1. PERSONEL
General Manager—Edmund Baydush.
2. REPRESENTATIVES
Quality Media Incorporated.
3. FACILITIES
ERP 80,000 w.; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 432 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 23a, 24a, 24c, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60b, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 7/15/68—Rec'd 7/15/68.

6. SPOT ANNOUNCEMENTS

WKLY, ROS:	1 ti	6 ti	12 ti	18 ti	24+
1 min or less	12	11	9	8	7

(D)

TASLEY

Accomack County—Map Location M-4
See SRDS consumer market map and data at beginning of the State.

WESR

1957



Subscriber to the NAB Radio Code
Media Code 4 248 9475 7.00
Accomack-Norhampton Broadcasting Co., Inc., U.S. Hwy. 13, Eastern Shore Radio Center, Tasley, Va. 23441. Phone 703-787-3200.

1. PERSONEL
President—Vernon H. Baker.
Vice-Pres. & Gen'l Mgr.—Brooks Russell.
2. FACILITIES
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24b, 25c.
Contracts: 40a, 44a, 44b, 46.
Comb.; Cont. Discounts: 60d, 60e, 60f.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/9/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec
1 ti	4.25	4.00	3.75
28 ti	4.25	4.00	3.50
52 ti	4.25	4.00	3.00
104 ti	4.25	3.50	2.75
153 ti	4.15	3.00	2.50
280 ti	4.05	2.75	2.25
385 ti	3.75	2.50	2.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	25 ti	50 ti	70 ti	100 ti
1 min	3.50	3.25	3.00	2.75	2.60	2.50
30 sec	2.75	2.65	2.50	2.25	2.15	2.00
10 sec	2.00	1.95	1.85	1.50	1.50	1.50

TAZEWELL (1 AM; 1 FM)

Tazewell County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WTZE

1966

Media Code 4 248 8550 7.00
Tazewell Broadcasting Co., Box 89, Tazewell, Va. 24651. Phone 703-988-4150.

STATION'S PROGRAMMING DESCRIPTION
WTZE: Programmed for general interest.
4 air personalities emcee entire operation. NEWS: 4 min on hour, headlines at :35, sports headlines at :45, community news at :15. M-Sat 6-8 am country and western music, slanted to farmers and commuters. 8 am-noon middle-of-the-road music slanted to housewives. Noon-1 pm farm reports, swap shop, religion. 1 pm-sign-off rock. Sun 7 am-1 pm religion, live and taped plus gospel music. 1 pm-sign-off rock. Frequent national and area weather and temperature, emphasis on community involvement, civic, and school affairs. Frequent remote broadcasts for special sales events, etc. Rec'd 8/21/67.

1. PERSONEL
Pres. & Gen'l Mgr.—Garland A. Hess.
Program Director—James L. Cox.
3. FACILITIES
1,000 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-2 pm. Non-simulcast facilities see WTZE-FM.
4. AGENCY COMMISSION
15/0 time only; payable 10th month following broadcast.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 23a, 24b, 25a, 26, 28c.
Contracts: 40a, 41, 45, 46, 50.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/67—Rec'd 1/31/67.

6. SPOT ANNOUNCEMENTS

1 min	15x	26x	52x	78x	104x	156x
1 min	3.75	3.40	3.15	2.95	2.40	2.30 2.20

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 sec			
1 hr	40.00	37.00	34.00	31.00	27.00	26.00
1/2 hr	24.00	22.00	20.00	19.00	18.00	17.00
1/4 hr	15.00	14.00	12.50	11.50	11.00	10.00
5 min	8.00	7.50	6.50	6.00	5.75	5.00

WTZE-FM

1969



Media Code 4 248 8551 5.00
Tazewell Broadcasting Co., Box 89, Tazewell, Va. 24651. Phone 703-988-4150.

1. PERSONEL
Pres. & Gen'l Mgr.—Garland A. Hess.
Program Director—James L. Cox.
3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 103 ft. above average terrain.
Partial simulcast operation. Operated separately 2 pm-sign-off. For simulcast facilities see WTZE.
4. AGENCY COMMISSION
15/0 time only; payable 10th of month following broadcast.
5. GENERAL ADVERTISING See coded regulations
See WTZE listing for coded regulations.

TIME RATES
Rates are identical to WTZE. See that listing.

VINTON

Roanoke County—Map location F-5
See SRDS consumer market map and data at beginning of the State.

See Roanoke

(including Vinton)

VIRGINIA BEACH

Virginia Beach County—Map Location M-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth

(including Virginia Beach-Chesapeake)

and

Newport News-Hampton

WARRENTON (2 AM; 1 FM)

Fauquier County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WEER

1957

Media Code 4 248 8625 7.00
Elektra Broadcasting Corp. of Virginia, Box 817, Warrenton, Va. 22186. Phone 703-347-1250.

1. PERSONEL
President—George J. Gillespie.
Exec. Vice-Pres. & Gen'l Mgr.—Daniel W. Kirby.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
500 w. pre-sunrise.
Simulcast during AM operational hours. For non-simulcast facilities see WEER-FM.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.

VIRGINIA

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Basic Rates: 28a, 24a.

TIME RATES
No. 1 ET 4/15/68—Rec'd 5/3/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00
10 sec	Specified times extra 1.00.				

7. PACKAGE PLANS
PER WK:

10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75 3.50
30 sec	4.00	3.85	3.60	3.45	3.30	3.15 3.00

Within 7 days.
Specified times extra 1.00.
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1x	50x	100x	250x	500x
1 hr	58.50	55.50	52.75	47.00	
1/2 hr	35.00	34.00	32.00	29.25	
1/4 hr	23.50	21.00	18.75	16.50	
5 min	10.00	9.40	8.80	8.20	

WEER-FM

1966

Media Code 4 248 8626 5.00
Elektra Broadcasting Corp. of Virginia, Box 817, Warrenton, Va. 22186. Phone 347-1250.

1. PERSONEL
President—George J. Gillespie.
Exec. Vice-Pres. & Gen'l Mgr.—Daniel W. Kirby.
3. FACILITIES
ERP 3,800 w.; 107.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 803 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WEER.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
See WEER listing for coded regulations.

TIME RATES
No. 1 ET 4/15/68—Rec'd 10/8/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00
10 sec	50% of 1-min. Specified times, extra 1.00.				

7. PACKAGE PLANS
(Within 7 days)

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75	

VIRGINIA

WARSAW (1 AM; 1 FM)

Richmond County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WNNT

1949

Subscriber to the NAB Radio Code
Media Code 4 248 8775 0.00
Northern Neck and Tidewater Broadcasting Co., Inc.,
Warsaw, Va. 22572. Phone 333-6900.

STATION'S PROGRAMMING DESCRIPTION
WNNT: Programmed for general interest.
AIR PERSONALITIES handle all segments. **FARM:** news and markets 6-7 am, 12:45-1:05 pm. Middle-of-the-road music 7-9 am, 10:30-11:45 am, 2-4 pm, & 7-10 pm. C and w music 6-7 am, 9-10 am & 1-2 pm. Teen music 4-6 pm. Ladies' news and programs 10-10:30 am, 11:45 am-12:45 pm. **NEWS:** 5 min each hour. 50% national 50% local. 6-8:30 pm sports. **TALK:** 6:30-7 pm with syndicated personalities. **SPORTS:** big league baseball, pro football, high school sports in season. Rec'd 7/14/67.

1. PERSONNEL

President & Owner—Mrs. Lee Williams.
Account Executive—W. A. Martin.
Vice-Pres., Chief Eng. & Mgr.—Dean Loudy.

2. FACILITIES

250 w. days; 690 kc. Non-directional.
Operating schedule: Summer months—6:00 am-7:30 pm weekdays; 7:00 am-7:30 pm Sun. EST.
Partial simulcast operation during AM operational hours. For non-simulcast operation see WNNT-FM.

4. AGENCY COMMISSION

None. All rates net to station; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 28a, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 50, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Est 7/5/60—Rec'd 9/8/67.

6. SPOT ANNOUNCEMENTS

	1/2	1	1/2	1
min.	min.	min.	min.	min.
1 time.....	3.50	2.25	52 times.....	3.25
13 times.....	3.50	2.25	104 times.....	3.00
26 times.....	3.25	2.15	312 times.....	3.00

7. PACKAGE PLANS

YEARLY BULK RATE

	1500x	3000x	5000x
1 min.....	2.50	2.25	2.00
30 sec.....	1.75	1.50	1.25
10 sec: 75% of 30 sec rate.			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min.
1 time.....	40.00	24.00	12.50	6.25
13 times.....	38.00	22.80	12.00	6.00
26 times.....	36.00	21.60	11.50	5.75
52 times.....	34.00	20.40	11.00	5.50
104 times.....	32.00	19.20	10.50	5.25
312 times.....	30.00	18.00	10.00	5.00

10 minute periods are 75 per cent of cost of 15 minute periods.

WNNT-FM

1967

Subscriber to the NAB Radio Code
Media Code 4 248 8778 0.00
Northern Neck-Tidewater Broadcasting Co., Inc. Box 258, Warsaw, Va. 22572. Phone 703-333-6900.

1. PERSONNEL

President—Mrs. Patricia Williams.
Sta. & Gen'l Mgr.—Dean Loudy.
Sales Manager—W. A. Martin.

3. FACILITIES

ERP 2,400 w.; 100.9 mc.
Operating schedule: 6 am-10 pm daily. EST.
Antenna ht.: 330 ft. above average terrain.
Partial simulcast operation. Operated separately from AM sign-off to 10 pm. For simulcast facilities see WNNT.

4. AGENCY COMMISSION

None. All rates net to station; no cash discount.

5. GENERAL ADVERTISING See coded regulations
See WNNT listing for coded regulations.

TIME RATES

Rates are identical to WNNT. See that listing.

WAYNESBORO (2 AM)

Augusta County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WANV

1965

Media Code 4 248 8850 1.00
WANV, Inc., Box 97, Waynesboro, Va. 22980, Phone 703-942-1153.

1. PERSONNEL

President—Louis Spilman.
Sta. & Sales Mgr.—Charles E. Neer.
General Manager—J. S. Osburg.

2. REPRESENTATIVES

The Meeker Company, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 970 kc.
Directional—separate patterns day and night.
Operating schedule: 6-12:10 am. EST, DST.

4. AGENCY COMMISSION

15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 4a, 4c, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21b, 24c, 28b, 28c, 33c.
Contracts: 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60g.
Cancellation: 70a, 71a, 73a.
Prod. Services: 82.
Only minutes acceptable from 7-9 am and 4-6 pm.

TIME RATES

No. 2 Est 5/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS

FIXED POSITION—FREQUENCY BASIS

	1 min	30 sec	1 min	30 sec
1 x.....	8.00	280 x	4.50	
10 x.....	5.75	312 x	4.25	
26 x.....	5.50	781 x	4.00	
52 x.....	5.25	1801 x	3.75	
104 x.....	5.00	1561 x	3.50	

30 sec: 75% of 1-min. 7-12 sec: 60% of 1-min.
To be used within 1 year, but not necessarily consecutively. 1-minute and 30-second spots may be combined for greater frequency discount. Minutes and station breaks may not be combined.

7. PACKAGE PLANS

1-MINUTE—ROS

PER	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 wk.....	4.75	4.55	4.50	4.40	4.30	4.15
4 wk.....	4.20	4.20	4.15	4.05	3.95	3.80
13 wk.....	4.25	4.05	4.00	3.90	3.80	3.65
26 wk.....	3.95	3.75	3.70	3.60	3.50	3.35
52 wk.....	3.70	3.50	3.45	3.30	3.20	3.05

30 sec: 75% of 1-min. 7-12 sec: 60% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	75	45	30	10

DISCOUNTS
15x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

WAYB

1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 248 8925 1.00
Waynesboro Broadcasting Corp., Box 40, 1304 Ivy St.,
Waynesboro, Va. 22980, Phone 703-942-1490.

STATION'S PROGRAMMING DESCRIPTION

WAYB: MUSIC: middle-of-the-road. NEWS: network on half hour. World, state and local news headlines on hour. Local weather every half hour following news. 2 major newspaper blocks daily 7:35 am & 5:50-6:35 pm. Local news director plus 2 anchors. 3 radio equipped mobile news vehicles. 4 major local news programs daily of 5 min or more duration, plus local news headlines on hour. SPORTS: over 300 play-by-play broadcasts annually professional football and baseball, college and high school football and basketball, major automobile races and local golf tournaments and youth baseball play-offs. Rec'd 1/3/68.

1. PERSONNEL

Pres. & Gen'l Mgr.—N. Wilbur Kidd.
Vice-Pres. & Sta. Mgr.—Al Charles.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION

10% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61a, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with Mutual Broadcasting System.

TIME RATES

Est 7/1/68—Rec'd 7/1/68.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1 x.....	5.70	4.30
26 x.....	5.40	3.95
52 x.....	5.00	3.60
104 x.....	4.70	3.45
156 x.....	4.45	3.30

7. PACKAGE PLANS

	30 sec	1 min
20 ti.....	50	70
100 ti.....	65	85
250 ti.....	75	95

(To be used within 24 hours)
(To be used within 1 week)

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	64.50	35.75	22.85	14.30	8.95
26 x.....	57.15	28.60	20.00	12.85	8.80
52 x.....	50.00	26.45	17.15	11.45	8.20
104 x.....	47.50	25.70	16.15	10.95	7.80
156 x.....	45.00	24.65	15.25	10.40	7.40
280 x.....	42.50	23.00	14.60	9.85	6.85
312 x.....	40.50	21.70	13.95	9.30	6.60
624 x.....	39.15	20.50	13.65	8.70	6.00
1000 x.....	37.95	19.70	13.05	8.20	5.70
1500 x.....	35.75	18.25	12.15	7.00	5.35

WILLIAMSBURG (1 AM; 1 FM)

James City County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

WBCI

1959

Media Code 4 248 9000 2.00
Williamsburg Broadcasting Co., Inc., Box 180, Williamsburg, Va. 23185. Phone 703-229-7400.

STATION'S PROGRAMMING DESCRIPTION

WBCI: Programmed for general interest.
AIR PERSONALITIES handle all segments. **NEWS:** 5 min on hour, 2 min on half hour. Middle-of-the-road music all day. 6:30 am farm report. 7:30 am sports report. Noon-12:30 pm national and local

news and local farm report. 4 pm military report from local base. 5:30 pm business report. 6-8:30 pm national and local news and sports news. 11-11:20 pm national and local news and sports report. **SPORTS:** live coverage of major league baseball, college football and basketball and local high school football and basketball. Live coverage of 12 NASCAR races annually. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL

General Manager—Donald M. Bentley.

2. REPRESENTATIVES

Dome-Messervrey Co., Inc.

3. FACILITIES

500 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%: no cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 Est 7/1/67—Rec'd 7/3/67.

7. PACKAGE PLANS

	ANNUAL	MONTHLY
1,000 spots minimum	2.25	30 sec. ea. 1.75
1 min. ea.....	10 ti	25 ti
1 min.....	35.00	75.00
30 sec.....	27.00	62.50

DISCOUNTS
13 wk—10% 26 wk—15%

8. PROGRAM TIME RATES

	1x	15x	26x	52x	260x	312x
1 hr.....	50.00	46.00	41.40	37.25	25.00	20.00
1/2 hr.....	31.00	28.00	25.25	22.75	17.00	15.00
1/4 hr.....	18.00	15.75	14.50	13.25	10.00	8.00

10. SPECIAL FEATURES

Newscastrs—1-1/2 x 1-min rate.

WBCI-FM

1963

Subscriber to the NAB Radio Code
Media Code 4 248 9001 0.00
Williamsburg Broadcasting Co., Inc., Box 180, Williamsburg, Va. 23185. Phone 703-229-7400.

STATION'S PROGRAMMING DESCRIPTION

WBCI-FM: Programmed for general interest.
AIR PERSONALITIES handle all segments. **NEWS:** 5 min on hour, 2 min on half hour. **MUSIC:** middle-of-the-road all day. 6:30 am farm report. 7:30 am sports report. Noon-12:20 pm national, local news, and local farm report. 4 pm military report from local base. 5:30 pm business report. 6-8:30 pm national, local, and sports news. 11-11:20 pm national, local news, and sports report. **SPORTS:** live major league baseball. Live coverage university and local high school football and basketball. Live coverage 12 NASCAR races annually. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL

President—William E. Allsain, Jr.
Gen'l & Sales Mgr.—Donald M. Bentley.

2. REPRESENTATIVES

Dome-Messervrey Co., Inc.

3. FACILITIES

ERP 17,000 w.; 96.5 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%. No cash discount.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS and KBB Radio Network.
FM sold and programmed in conjunction with AM, daytime only.
AM programming duplicated on FM at no extra charge.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 Est 7/1/67—Rec'd 7/3/67.

7. PACKAGE PLANS

PER MO:	10 ti	20 ti	50 ti	100 ti
1 min.....	80.00	62.50	100.00	150.00
30 sec.....	25.00	50.00	87.50	125.00

WINCHESTER (2 AM; 2 FM)

Frederick County—Map

Winchester—Continued

WRFL (FM)

1948



Media Code 4 248 9300 6.00
Richard Field Lewis, Jr., Inc., Drawer 805, WINC
Bldg., Winchester, Va. 22601. Phone 703-867-7904.

STATION'S PROGRAMMING DESCRIPTION
WRFL(FM): MUSIC: weekdays 5:45 am-5 pm
middle-of-the-road, 5-11 pm country and western.
Sat am top 40, 2 hours. Religious Sun am only.
Country and western Sat and Sun nights, remainder
middle-of-the-road. NEWS: network at :55 through-
out week. Carry local news am's 7 days. SPORTS:
professional baseball and football in season, college
football. Some local football and basketball. Public
affairs remotes, broadcasts of special events, etc.
Contact Representative for further details. Rec'd
7/1/68.

- PERSONNEL**
President—Marion Lewis.
General Manager—Philip Whitney.
Commercial Manager—Buddy Allen.
- REPRESENTATIVES**
PRO Time Sales, Inc.
Regional—Dome-Messervy Co., Inc.
- FACILITIES**
ERP 22,000 w.; 92.5 mc.
Operating schedule: 5:55 am-midnight weekdays;
5:55-2:00 am Sat and Sun. EST.
Antenna ht.: 1,690 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,
29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62a.
Cancellation: 71a, 73a.
AM facilities: WINC.

TIME RATES

Rates effective October 1, 1948.

- SPOT ANNOUNCEMENTS**
Guaranteed time, station break and 1 minute..... 2.75
Run of schedule, station break and 1 minute..... 2.25

8. PROGRAM TIME RATES

Following rates apply to:

1 hour.....	20.00
1/2 hour.....	10.00
1/4 hour.....	5.00

WOODBRIDGE

Prince William County—Map Location J-3
See SKDS consumer market map and data at begin-
ning of the State.

WXRA (FM)

1958



Media Code 4 248 9375 8.00
Potomac Broadcasting Corp., 523 First St., Alexan-
dria, Va. 22314. Phone 683-3003.

- PERSONNEL**
President—Carl L. Lindberg.
Vice-Pres. & Gen'l Mgr.—Howard B. Hayes.
General Sales Manager—Marshall Ginsburg.
- REPRESENTATIVES**
Adam Young—VTM, Inc.
- FACILITIES**
ERP 10,000 w.; 105.9 mc.
Operating schedule: 24 hrs. EST.
Antenna ht.: 305 ft. above average terrain.
- AGENCY COMMISSION**
15% on net charges for time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,
28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 1/1/68—Rec'd 1/29/68.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 tl 6 tl 12 tl 18 tl 24 tl 36 tl
1 wk..... 5.00 4.50 4.00 3.50 3.00 2.50
4 wk..... 4.90 4.41 3.92 3.43 2.94 2.45
13 wk..... 4.75 4.27 3.80 3.32 2.85 2.37
26 wk..... 4.50 4.05 3.60 3.15 2.70 2.25
52 wk..... 4.25 3.82 3.40 2.97 2.55 2.12

	30 SECONDS					
PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
1 wk.....	4.00	3.50	3.00	2.50	2.00	1.50
4 wk.....	3.92	3.43	2.94	2.45	1.96	1.47
13 wk.....	3.80	3.32	2.85	2.37	1.90	1.42
26 wk.....	3.60	3.15	2.70	2.25	1.80	1.35
52 wk.....	3.40	2.97	2.55	2.12	1.70	1.27

8. PROGRAM TIME RATES

	1 hr 1/2 hr 1/4 hr 5 min			
Ea.....	40	25	15	9
DISCOUNTS				
13 wk—5%	26 wk—10%	52 wk—15%		

Program rates not combinable with spots for further discounts.

WYTHEVILLE

Wythe County—Map Location D-6
See SKDS consumer market map and data at begin-
ning of the State.

WYVE

1949



Subscriber to the NAB Radio Code
Media Code 4 248 9450 3.00
Wythe County Broadcasting Co., Box 534, WYVE
Bldg., 195 S. First St., Wytheville, Va. 24382.
Phone 703-228-3185.

STATION'S PROGRAMMING DESCRIPTION
WYVE: Programmed for general and rural audiences.
6-8:30 am middle-of-the-road music, local and na-
tional news, weather, calendar of events. 8:30-9 am
news roundup and editorial. 9-10 am religious pro-
grams. 10 am-noon female personality, general pep
music and homemaker information. Noon-1 pm news
and farm programs, country music. 1-2:30 pm, country
music personality. 2:30-5 pm new and old pop music.
5-6 pm syndicated country music show. NEWS: twice
hourly. 1 man local news department with mobile
unit. Sun. religious programs and news until 3 pm
followed by popular music. Rec'd 7/17/67.

- PERSONNEL**
General Manager—Arthur M. Gates.
Sales Manager—Edward A. Zuber.
- REPRESENTATIVES**
Southeast—David Carpenter Company.
Philadelphia, Pittsburgh, Baltimore, Richmond, Wash-
ington, D. C.—Dome-Messervy Co., Inc.

- FACILITIES**
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 am-sunset. EST.
- AGENCY COMMISSION**
15/0; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21c, 23a, 24c, 30.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 61b, 62d.
Prod. Services: 82.
All discounts must be contracted for in advance.
Affiliated with Keystone Network.

TIME RATES

No. 14 ET 7/1/68—Rec'd 5/1/68.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min (*) 30 sec 1D's
1 tl..... 2.85 2.55 2.00 1.15
10 tl..... 2.50 2.30 1.80 .85
30+..... 2.30 1.90 1.55 .85

(*) Participating spot.

DISCOUNTS

25 wk—5% 52 consec wk—10%

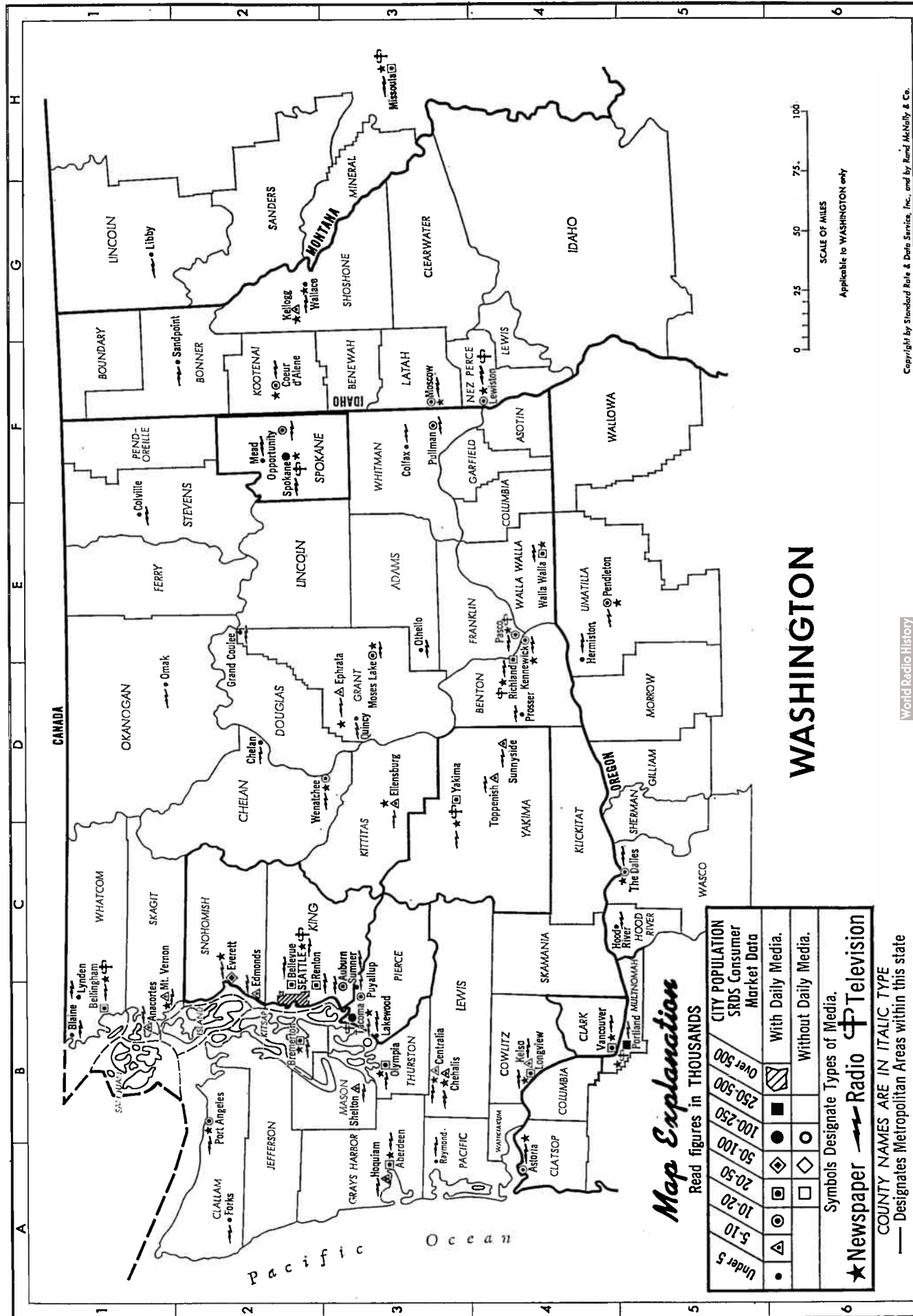
- PACKAGE PLANS**
PER YR: 1 min (*) 30 sec 1D's
500 x..... 2.30 1.90 1.55 .85
1000 x..... 2.05 1.75 1.40 .75
2000 x..... 1.85 1.65 1.30 .70
Daily Dozen..... 1.85 1.65 1.30 .70

(*) Participating spot.

- PROGRAM TIME RATES**
Ea..... 1 hr 1/2 hr 1/4 hr 5 min
28.75 17.25 11.50 5.75
5% discount each additional program per week.

VIRGIN ISLANDS

For listed radio stations see Guam-Virgin Islands
following Wyoming.



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

State, County, City, Metro Area Data

WASHINGTON

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

State	Consumer Spendable Income—1968		% Distribution of Families					Total Retail Sales		Retail Sales—1968						Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)			
	Per Household (\$)	Per Household (\$)	5000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)						
WASHINGTON STATE TOTALS	3,255.7	1,059.37	10,116,147	9,549	12.4	18.9	17.8	26.6	20.5	5,716,341	5,396	1,349,776	224,369	807,410	224,523	208,955	1,027,514	377,323	1,515.07	139.6	885,784
ADAMS E-3	12.7	3.80	35,158	9,252	15.6	21.1	17.1	22.1	19.7	27,323	7,190	5,772	867	689	511	341	3,540	1,997	5.43	2.3	38,288
ASOTIN F-4	14.9	4.95	36,350	7,343	17.3	16.3	19.6	25.6	14.5	10,398	2,101	3,506	452	507	100	586	1,128	1,342	6.60	7	5,864
BENTON D-4	70.7	20.64	200,322	9,706	9.3	20.9	20.4	27.4	18.4	103,346	5,007	30,501	6,822	5,855	5,007	4,421	18,836	8,020	26.36	3.4	26,256
Richland	29.0	8.41	79,594	9,464						45,947	5,463	15,718	4,587	4,788	2,192	2,445	2,419	3,364			
CHELAN D-2	42.3	14.36	137,243	9,557	12.9	16.2	18.1	26.5	23.6	93,458	6,508	21,217	3,416	14,193	4,477	2,788	17,405	7,401	22.41	4.6	27,292
CLALLAM A-2	34.2	10.95	90,891	8,301	16.7	21.0	20.0	23.2	13.5	59,651	5,448	17,527	1,791	5,468	2,476	1,555	10,050	3,744	15.39	1.6	5,548
CLARK B-4	117.3	37.32	301,797	8,087	14.7	29.6	17.7	20.9	11.8	148,499	3,979	36,845	11,840	9,212	4,109	6,968	32,381	9,855	58.78	6.2	17,194
Vancouver	38.5	13.53	112,141	8,288						91,453	6,759	21,375	5,616	8,322	2,932	6,103	26,986	4,947			
COLUMBIA E-4	4.6	1.58	16,015	1,236	14.3	12.1	14.2	28.3	29.2	12,441	7,874	2,233	258	633	113	478	1,445	2,478	2.78	7	17,104
COWLITZ B-4	65.3	20.92	200,621	9,590	13.4	19.6	17.6	26.3	20.1	113,844	5,442	30,328	4,196	16,241	3,234	4,364	24,874	7,614	33.94	1.7	5,162
Longview	28.8	9.49	92,695	9,768						84,446	8,898	22,929	3,195	15,774	2,644	2,831	18,438	4,211			
DOUGLAS D-2	17.8	5.28	44,204	8,372	14.3	19.5	20.1	26.5	16.5	10,960	2,076	2,912	478	651	228	152	1,770	1,081	6.15	2.9	21,800
FERRY E-1	3.7	1.08	9,955	9,218	19.5	15.9	18.5	25.4	15.7	2,749	2,545	1,088	127	429	109	133	398	1.15	7	2,015	
FRANKLIN E-4f	28.8	8.62	64,405	7,472	12.2	13.7	23.6	30.4	14.0	69,090	8,015	13,393	2,734	8,567	2,148	1,728	13,351	4,327	19.88	2.8	21,633
GARFIELD F-4	2.0	.64	13,628	21,294	9.3	7.0	10.4	24.3	47.9	6,853	10,708	876	335	571	125	566	1,089	1.62	1.0	12,092	
GRANT D-3f	43.3	12.50	103,346	8,268	14.3	18.7	14.5	31.5	17.7	80,342	6,427	17,583	2,704	3,143	2,150	2,140	12,159	5,440	17.59	4.9	60,128
GRAYS HARBOR A-3f	58.4	19.72	186,387	9,452	14.5	21.6	16.8	23.1	20.1	105,972	5,374	28,976	4,071	9,597	4,127	3,129	18,819	7,150	26.14	2.3	5,547
Aberdeen	20.2	7.33	69,351	9,461						68,538	9,350	17,368	2,691	8,615	4,072	2,472	14,853	3,532			
ISLAND B-2f	26.4	7.70	52,537	6,823	20.9	18.5	19.7	22.6	11.2	23,806	3,092	3,270	750	2,448	421	1,036	5,471	2,041	10.06	1.1	3,776
JEFFERSON A-2	7.3	2.33	30,909	13,266	11.3	10.4	14.1	33.2	28.6	13,693	5,877	5,235	748	429	531	391	1,693	1,022	4.07	4	1,513
KING C-2f	1,084.3	370.36	4,028,845	10,878	9.2	16.4	18.3	28.6	25.1	2,178,804	5,883	500,224	86,556	376,163	96,806	77,049	377,727	127,032	537.05	5.7	31,965
Seattle	594.4	221.96	2,558,128	11,525						1,332,801	6,005	268,405	47,345	269,428	68,550	48,976	222,200	65,288			
Seattle-Everett Metro Area	1,320.0	444.46	4,647,049	10,455	9.9	17.8	18.0	28.2	23.6	2,526,623	5,685	597,422	97,531	404,932	107,430	91,232	435,572	151,225	638.32		
KITSAP B-2f	93.9	30.20	276,849	9,167	12.4	18.9	19.7	26.5	18.6	134,437	4,452	39,243	7,205	14,981	4,104	5,703	22,063	8,147	43.80	1.8	2,820
Bremerton	39.9	13.26	99,430	7,498						81,758	6,166	19,361	5,172	14,254	3,200	4,633	15,105	3,030			
KITTITAS C-3	18.9	6.08	65,031	10,696	13.9	11.1	13.8	31.0	25.6	44,862	7,379	7,379	1,791	1,571	1,791	911	9,580	5,996	9.59	2.1	21,644
KLICKITAT C-4	14.8	4.74	34,604	7,300	20.4	20.3	20.7	22.5	11.8	18,781	3,962	5,050	567	685	378	301	3,633	1,536	6.14	2.8	10,804
LEWIS B-3	42.9	14.53	129,162	8,889	15.6	13.4	20.4	26.2	17.2	89,406	6,153	21,676	2,468	8,251	2,508	3,079	15,182	7,840	21.90	5.4	15,297
LINCOLN E-2	10.5	3.52	39,575	11,243	12.4	14.5	13.7	27.5	30.1	20,755	5,896	4,507	1,027	771	386	623	2,523	2,202	4.97	2.9	37,798
MASON B-3	17.2	5.74	50,652	8,824	15.6	16.6	18.3	27.4	19.0	25,545	4,510	7,831	907	1,063	1,640	806	4,516	2,026	8.12	9	1,447
OKANOGAN D-1	22.1	7.02	72,284	10,297	14.8	11.6	14.5	30.7	24.6	42,135	6,002	11,734	1,600	1,562	2,625	1,249	6,842	4,377	11.57	4.7	25,527
PACIFIC A-3	12.5	4.48	45,853	10,235	13.4	13.2	13.8	29.3	25.7	23,806	5,314	7,203	790	3,516	546	91	3,637	2,182	6.65	9	2,964
PEND OREILLE F-1	5.9	1.95	19,424	9,961	14.0	11.2	16.5	29.8	23.6	8,528	4,373	1,339	529	821	225	163	2,272	908	3.31	1.0	2,314
PIERCE C-3f	381.7	118.32	1,060,168	9,960	14.1	21.3	17.7	24.5	17.9	588,927	4,977	123,621	20,317	102,825	21,605	30,055	119,225	40,509	169.02	5.1	24,556
Tacoma	160.2	56.25	528,609	9,397						352,983	6,275	61,620	11,755	73,359	12,177	19,756	79,345	20,247			
Tacoma Metro Area	381.7	118.32	1,060,168	9,960	14.1	21.3	17.7	24.5	17.9	588,927	4,977	123,621	20,317	102,825	21,605	30,055	119,225	40,509	169.02		
SAN JUAN B-1	1.9	.71	9,047	12,742	13.7	10.4	10.3	29.2	30.0	5,216	7,346	1,446	178	639	150	66	769	120	1.72	5	1,070
SKAGIT C-1	57.2	18.18	148,513	8,169	15.0	17.4	20.9	26.4	15.3	101,741	5,596	24,078	3,486	8,635	3,932	3,342	15,791	7,200	25.47	4.7	24,730
SKAMANIA C-4	5.2	1.68	16,417	9,772	12.5	15.8	20.4	29.0	20.2	3,778	2,249	1,337	185	213			595	489	2.15	5	843
SNOHOMISH C-2f	235.7	74.10	618,204	8,343	13.5	23.1	16.8	26.3	16.6	347,819	4,694	97,198	10,975	28,769	10,624	14,183	57,845	24,193	101.27	6.7	24,413
Everett	61.8	22.13	174,414	7,881						171,632	7,756	38,851	5,554	29,023	6,897	8,575	32,552	9,067			
Seattle-Everett Metro Area	1,320.0	444.46	4,647,049	10,455	9.9	17.8	18.0	28.2	23.6	2,526,623	5,685	597,422	97,531	404,932	107,430	91,232	435,572	151,225	638.32		
SPOKANE F-2f	306.2	100.21	869,947	8,681	12.8	18.7	17.0	26.9	21.0	497,890	4,968	113,409	17,803	97,172	19,859	15,522	99,855	31,971	129.98	7.8	36,564
Spokane	190.3	67.45	586,161	8,690						369,129	5,473	79,452	14,208	83,524	17,766	14,731	68,119	20,810			
Spokane Metro Area	306.2	100.21	869,947	8,681	12.8	18.7	17.0	26.9	21.0	497,890	4,968	113,409	17,803	97,172	19,859	15,522	99,855	31,971	129.98		
STEVENS E-1	17.3	5.43	44,747	8,241	18.8	14.9	15.9	25.7	16.0	24,194	4,456	6,002	982	3,617	293	533	5,185	1,565	7.01	4.8	14,802
THURSTON B-3	62.5	20.54	194,242	9,457	12.3	14.9	18.0	28.2	22.1	111,154	5,412	29,951	3,782	14,862	2,326	4,429	18,149	9,165	25.87	3.4	12,119
Olympia	22.0	8.10	73,519	9,076						86,164	10,638	19,429	3,188	13,945	2,268	3,897	16,678	5,511			
WAHIAKIUM B-4	3.4	1.14	9,924	8,705	10																

WASHINGTON

Aberdeen-Hoquiam—K D U X (FM)—Cont'd

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a.
Basic Rates: 20b, 22a, 24b.
Contracts: 40a.
Comb.: Cont. Discounts: 60b.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 4/1/69—Rec'd 7/29/69.

6. SPOT ANNOUNCEMENTS

1x	25x	50x	100x	200x	500x
30 sec	6.00	5.50	5.25	5.00	4.50
1 min	8.00	7.50	7.00	6.50	6.00

8. PROGRAM TIME RATES

1x	26x	52x	100x	250x
1/4 hr	17.00	15.00	13.50	12.00
1/2 hr	24.00	21.00	18.00	15.50
1 hr	30.00	27.50	25.00	21.50

10. SPECIAL FEATURES
News Adjacencies—earned 1-minute plus 15%.

KGHO KGHO-FM

1961 HOQUIAM

Media Code 4 249 0285 6.00
Grays Harbor Broadcasting Co., 31st and Bay,
Hoquiam, Wash. 98550. Phone 206-438-1200.

1. PERSONNEL
General Manager—Ernest Linnenkohl.
Assistant Manager—Stan Foreman.

2. REPRESENTATIVES
Adam Young—Western States Radio Empire Division,
Seattle, Portland—Hugh Felts & Associates,
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. PST.
FM—ERP 2,800 w.; 103.9 mc.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 12a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 40b, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Western States Radio Empire.

TIME RATES
Rates effective March 1, 1966.
Rates received January 31, 1966.

7. PACKAGE PLANS

6 per wk or 52 tl	1 min 30 sec	5.00	4.00
12 per wk or 104 tl	4.75	3.80	
18 per wk or 156 tl	4.50	3.60	
24 per wk or 208 tl	4.25	3.40	
30 per wk or 312 tl	4.00	3.20	

8. PROGRAM TIME RATES

6 per wk or 52 tl	10.00
12 per wk or 104 tl	9.50
18 per wk or 156 tl	9.00
24 per wk or 208 tl	8.50

1/4 hr is twice the 5 minute rate.
1/2 hr is 3 times the 5 minute rate.

KXRO

1927 ABERDEEN

Subscriber to the NAB Radio Code
Media Code 4 249 0380 5.00
KXRO, Inc., Box 47, 1308 Coolidge St., Aberdeen,
Wash. 98520. Phone 206-533-1320.

1. PERSONNEL
President—Miller C. Robertson.
Manager—Joe Kendall.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Oregon & Washington—Art Moore & Assoc., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc.
Directional—nighttime only.
Operating schedule: 6 am-11:30 pm. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 23a, 24b, 24c, 25a, 29a, 33a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/1/69—Rec'd 12/4/68.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	1 min	30 sec	10 sec
1 tl	50 x	5.00	4.25	8.50
10 tl	100 x	4.75	4.00	3.25
15 tl	150 x	4.50	3.75	3.00
20 tl	200 x	4.25	3.50	2.50
25 tl	250 x	4.00	3.25	2.25
30 tl	300 x	3.75	3.00	2.00
40 tl	400 x	3.40	2.90	1.90
50 tl	500 x	3.30	2.80	1.80
60 tl	600 x	3.20	2.70	1.70
---	1000 x	3.10	2.60	1.60
---	1500 x	3.00	2.50	1.50

Specified Drive Times (7-9 am & 4-6 pm) per spot, extra 1.00.

8. PROGRAM TIME RATES

1x	13x	26x	52x	78x	156x	260x	312x
1/2 hr	35.00	30.00	28.00	25.00	---	---	---
1/4 hr	20.00	18.00	16.00	14.00	---	---	---
5 min	15.00	14.00	13.00	12.00	10.50	9.00	7.50

10. SPECIAL FEATURES

NEWS—SPECIFIED

1 x	6.80	156 x	4.95
15 x	6.00	280 x	4.75
28 x	5.65	512 x	4.30
52 x	5.30	824 x	4.00
78 x	5.10	---	---

ANACORTES

Shaglit County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KAGT

1964 RAB

Media Code 4 249 0475 3.00
Island Broadcasting Co., Inc. Box 96, Anacortes,
Wash. 98221. Phone 206-293-3141.

STATION'S PROGRAMMING DESCRIPTION
KAGT: Programmed for general interest.

NEWS: 3 min every half hour with 15 min 7-8 am
30 min noon-5 pm, local, regional, national, inter-
national, aircraft, weather reports. MUSIC: current
hits, showtunes, standards with 4 personalities hand-
ling all segments. ENTERTAINMENT: telephone
contests, audience participation features, live remotes.
Community news 11:30 am-noon M-F. SPORTS: live
and taped features hourly, remotes high school and
college football, local basketball, regional hydroplane
races. Station editorializes on occasion. Contact
Representative for further details. Rec'd 7/24/67.

1. PERSONNEL
General Manager—William T. Berry.

2. REPRESENTATIVES
Advertising Sales West.
Seattle—The Teacher Company.

3. FACILITIES
500 w.; 1340 kc. Non-directional.
Operating schedule: PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,
23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b,
30, 33c.
Contracts: 40a, 41, 42d, 43, 44a, 44b, 46, 47a, 50,
51c.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 61b,
62c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES
No. 103 ET 7/68—Rec'd 2/28/67.

6. SPOT ANNOUNCEMENTS

PER WK:	52x	104x	156x	260x	312x
1 min	5.50	5.20	5.00	4.70	4.40
30 sec	4.50	4.18	4.00	3.78	3.52

8. PROGRAM TIME RATES

PER WK:	52x	104x	156x	260x
1 hr	11.41	12.41	18.41	24.41
5 min	11.00	10.40	10.00	9.40

1/4 hr—2x 5-min rate. 1/2 hr—3x 5-min rate.

AUBURN

King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KASY

1958

Media Code 4 249 0570 1.00
Auburn Broadcasters, Inc., Box 459, 122 S. Division,
Auburn, Wash. 98002. Phone 206-833-5220.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Garra.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 24b, 25a, 26,
28b, 28c, 29a, 29b.
Contracts: 44b, 46, 51b, 51c.
Comb.: Cont. Discounts: 60c, 60d, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 2/1/68—Rec'd 10/2/67.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
1 x	4.80	3.80	5.00 x	5.10
25 x	4.55	3.50	750 x	2.80
50 x	4.30	3.25	1000 x	2.40
150 x	3.70	2.95	2000 x	2.00
250 x	3.40	2.70	---	---

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	57.00	36.00	21.60	18.00
28 x	51.60	33.00	19.80	16.10
52 x	48.20	30.00	18.00	15.00
104 x	42.00	24.00	16.20	14.40
156 x	38.00	21.00	15.00	12.60
260 x	33.00	18.00	12.60	10.80
312 x	28.80	16.80	10.80	9.00
364 x	24.00	15.00	9.00	7.20

10. SPECIAL FEATURES
NEWS/WEATHER
5 min 10 min 1/4 hr (*)
Ea 5.40 9.00 12.60 3.70
(*) Weather Report.

BELLEVUE

King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Seattle

(including Bellevue)

BELLINGHAM (3 AM; 2 FM)

Whatcom County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KARI

1960

CITY OF LICENSE

BLAINE

NAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing
under Blaine, Wash. in the SRDS.)
Media Code 4 249 1235 0.00

The Birch Bay Broadcasting Co., Inc., Box 1037,
Bellingham, Wash. 98225. Phone 206-734-4221.
Blaine Phone: 206-932-0751.

STATION'S PROGRAMMING DESCRIPTION
KARI: Programmed for the entire family.

Varied general interest programs and features using
a religious format. NEWS: 5 min network news at
7:30, 6:30 am-10:30 pm. 15 min local and regional
news at 7:45 am, noon & 5:45 pm using local news
gathering facilities plus AP and Broadcast News
Ltd. Features: women's show, fashions, interviews,
cooking hints, etc. 2:45-3 pm. Airport interviews at
5:05-5:30 pm. RELIGIOUS: programming: drama,
inspirational, discussion, sermons and special holiday
programs. MUSIC: includes full spectrum of sacred
and gospel—ranges from classics to modern gospel.
Contact Representative for further details. Rec'd
5/15/69.

1. PERSONNEL
Sta. & Gen'l Mgr.—Don J. Bevilacqua.
Sales Manager U. S.—Bob Dunn.
Sales Manager—Canadian—Jim McGehean.

2. REPRESENTATIVES
Gill-Perma, Inc.
Canada—Radio-Television Representatives, Ltd.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 kc.
Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28c,
29a, 30, 33a.
Contracts: 40a, 41, 42d, 43a, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 62c.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 5/1/68—Rec'd 4/25/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	26x	52x	104x	260x	520x
1 min	8.00	7.50	7.25	7.00	6.00	5.00
30 sec	6.00	5.50	5.25	5.00	4.50	4.00
15 sec	4.00	3.60	3.40	3.20	2.80	2.40

7. PACKAGE PLANS

PER WK, ROS:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	70	130	180	220	260
30 sec	50	95	135	170	200
15 sec	30	58	84	108	125

8. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	260x	520x
AA	100	180	260	340	420	500
BB	80	140	200	260	320	380

1/2 hr: 60% of hour. 5 min: 25% of hour.
1/4 hr: 40% of hour.

9. PARTICIPATING PROGRAMS
Airport interviews Mon thru Fri 5-5:30 pm, 1-minute
spot each 15.00.

10. SPECIAL FEATURES
Weather reports at :30. 1-1/4 times applicable 1-
minute rate.
University of Washington Football: 10 games per
season, full sponsorship 2,400.00.

1. PERSONNEL
President—George A. Wilson.
Vice-Pres. & Gen'l Mgr.—Don J. Bevilacqua.
Sales Manager—Bob Dunn.

3. FACILITIES
ERP 10,500 w. (vert.), 16,500 w. (horiz.), 104.3 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,470 ft. above average terrain.

4. AGENCY COMMISSION
15%; payable following month.

5. GENERAL ADVERTISING See coded regulations
See KARI listing for coded regulations.
KARI and KEHI (FM) may be combined for
frequency discount.

TIME RATES
ET 7/1/68—Rec'd 5/2/66.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1x	26x	52x	104x	260x	520x
1 min	4.00	3.75	3.62	3.50	3.00	2.50
30 sec	3.00	2.75	2.62	2.50	2.25	2.00
15 sec	2.00	1.80	1.70	1.60	1.40	1.20

7. PACKAGE PLANS

PER WK, ROS:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	35	65	90	110	125
30 sec	25	45	68	85	100
15 sec	15	29	42	54	62

8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x
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Bellingham—KGM I—Continued

- 1. PERSONNEL**
General Manager—Jim Hamstreet.
Program Director—Frederick Johnson.
- 2. REPRESENTATIVES**
Bernard Howard & Co., Inc.
Washington, Oregon—Art Moore & Assoc., Inc.
- 3. FACILITIES**
5,000 w. days; 1,000 w. nights; 790 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15% on net station time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8a.
Rate Protection: 10a, 12a, 14a, 15b.
Basic Rates: 20a.
Contracts: 40a, 45, 46.
Cancellation: 73b.
KGM I-AM and KGM I-FM may be combined for frequency discount.
Affiliated with American Information Network.

TIME RATES
ET 2/1/69—Rec'd 2/3/69.

7. PACKAGE PLANS
GUARANTEED DRIVE TIMES
(7-9 am & 4-6 pm)

Extra per spot.....	1.00
1 min or less, ea.....	6.50
30 sec or less, ea.....	5.00
PER WK:	
5 ti	10 ti
PER YR:	
50x	100x
150x	200x
250x	300x
400x	500x
*1 min	6.25
6.00	5.75
5.50	5.25
5.00	4.75
4.50	4.00
4.00	3.80
3.80	
SPECIAL END RATE	
1000x	2000x
*1 min	4.25
4.00	
30 sec	3.40
3.20	
(*) 1 min or less.	
(†) 30 sec or less.	

8. PROGRAM TIME RATES

1/2 hr	1/4 hr	5 min
29.00	21.50	11.00
50 x	32.50	19.50
10.00		

KGM I-FM
1959



Media Code 4 249 0951 3.00
International Good Music, Inc., Box 043, Bellingham, Wash. 98225. Phone 206-734-9790.

STATION'S PROGRAMMING DESCRIPTION
KGM I-FM: 12M-6 pm daily except Sun, music with emphasis on orchestration. Each 2 hour segment programmed for time of day. Evenings 6 pm-12M & Sun 1 pm classical music. Complete operas Wed and Sat beginning at 9:15 pm. NEWS: network 5 min at :55 thru 6 pm, except Sun. COMMERCIAL POLICY: maximum 12 announcements per daytime hour. Sun and after 6 pm maximum 8 per hour, without interrupting musical compositions except for between acts in opera. Contact Representative for further details. Rec'd 10/2/67.

- 1. PERSONNEL**
General Manager—Jim Hamstreet.
- 2. REPRESENTATIVES**
Bernard Howard & Co., Inc.
Washington, Oregon—Art Moore & Assoc., Inc.
- 3. FACILITIES**
ERP 16,500 w.; 92.9 mc.
Operating schedule: 24 hour daily. PST.
Antenna ht.: 2,300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8a.
Rate Protection: 10a, 12a, 14a, 15b.
Basic Rates: 29a.
Contracts: 40a, 45, 46.
Cancellation: 73b.
Affiliated with American FM Network.
KGM I-AM and KGM I-FM may be combined for frequency discount.

TIME RATES
ET—Rec'd 8/31/69.

6. SPOT ANNOUNCEMENTS

Per Wk:	Per Yr:	Per Wk:	Per Yr:
1 ti	3.00	25 ti	250 x
5 ti	2.90	30 ti	300 x
10 ti	1.00	40 ti	400 x
15 ti	1.50	50 ti	500 x
20 ti	2.00		

KPUG
1947

Subscriber to the NAB Radio Code
Media Code 4 249 1140 2.00
KPUG, Inc., KPUG Bldg., Box 655, 2340 E. Sunset Dr., Bellingham, Wash. 98225. Phone 206-734-1170.

- 1. PERSONNEL**
General Manager—James M. Tinker.
Sales Manager—Dick Stark.
Program Director—Bob O'Neil.
- 2. REPRESENTATIVES**
Avery-Knodel, Inc.
Seattle, Portland—Simpson & Associates Co.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 1170 kc. Directional.
Operating schedule: 5-1 am. PST.

- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 24b, 25a, 29a.
Contracts: 44a, 46, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61a, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 82.
Rates are for station time and facilities—60%: services—40%.
Affiliated with MBS.

TIME RATES
ET 8/1/68—Rec'd 3/31/69.
AA—Drive Time 7-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS
CLASS AA

PER WK:	42 ti	36 ti	30 ti	24 ti	18 ti	12 ti
PER YR:	525x	420x	300x	180x	120x	60x	1x
1 min	5.25	5.50	5.80	6.05	5.35	7.00	8.05
30 sec	3.95	4.10	4.35	4.55	4.80	5.25	6.05
CLASS A							
1 min	4.55	4.75	5.05	5.25	5.55	6.10	7.00
30 sec	3.40	3.60	3.80	3.95	4.15	4.55	5.25
ROS							
1 min	3.85	4.05	4.30	4.45	4.70	5.20	5.95
30 sec	2.90	3.05	3.20	3.35	3.50	3.90	4.45
ROS spots—40% between 6 am-sign-off, 40% between noon-6 pm, 20% between 6 pm-sign-off.							

BLAINE

Whatcom County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KARI



Subscriber to the NAB Radio Code
Media Code 4 249 1235 0.00
The Birch Bay Broadcasting Co., Inc., Box 1037, Bellingham, Wash. 98225. Phone 206-734-4221.
Blaine Phone: 206-332-0751.

STATION'S PROGRAMMING DESCRIPTION
KARI: Programmed for the entire family. Varied general interest programs and features using religious format. NEWS: 5 min network news at 6:30, 6:30 am-10:30 pm. 15 min local and regional news at 7:45 am, noon & 5:45 pm using local news gathering facilities plus AP and Broadcast News Ltd. Features: women's show, fashions, interviews, cooking hints, etc. 2:45-3 pm. Airport interviews at 5:05-5:30 pm. RELIGIOUS programming: drama, inspirational, discolor, sermons and special holiday programs. MUSIC: includes full spectrum of sacred and gospel—ranges from classics to modern gospel. Contact Representative for further details. Rec'd 5/15/60.

- 1. PERSONNEL**
Sta. & Gen'l Mgr.—Don J. Bevilacqua.
Sales Manager U. S.—Bob Dunn.
Sales Manager, Canadian—Jim McGeehan.
- 2. REPRESENTATIVES**
Gill-Perma, Inc.
Canada—Radio-Television Representatives, Ltd.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 550 kc.
Directional.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only; following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28c, 30, 35a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62c.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Country Music Network.
KARI and KARI (FM) may be combined for frequency discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 5/1/68—Rec'd 4/25/68.

6. SPOT ANNOUNCEMENTS

1 min	8.00	7.50	7.25	7.00	6.00	5.00	4.00
30 sec	6.00	5.50	5.25	5.00	4.50	4.00	3.00
15 sec	4.00	3.80	3.40	3.20	2.80	2.40	2.00

7. PACKAGE PLANS
PER WK, ROS:

1 min	10 ti	20 ti	30 ti	40 ti	50 ti
30 sec	70	130	180	220	250
15 sec	60	95	135	170	200
	80	58	84	108	125

- 8. PROGRAM TIME RATES**
AA—Mon thru Sat 6:30 am-7:30 pm; Sun all day.
A—All other times.
- 9. PARTICIPATING PROGRAMS**
Airport Interviews Mon thru Fri 5-5:30 pm, 1-minute spot, each..... 15.00
- 10. SPECIAL FEATURES**
Weather reports at :30. 1-1/4 times applicable 1-minute rate.
University of Washington Football: 10 games per season, full sponsorship..... 2,400.00 (D)

BREMERTON

Kitsap County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBRO

1947



Subscriber to the NAB Radio Code
Media Code 4 249 1330 0.00
Bruce Bartley, 801 11th St., Bremerton, Wash. 98310.
Phone 206-377-3995.

- 1. PERSONNEL**
General Manager—R. W. Harris.
Sales Manager—Dale Woods.
Program Director—Bill Thomas.
- 2. REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—The Tacher Company.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:45 am-midnight. PST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Western States Radio Empire.

TIME RATES
ET 3/1/60—Rec'd 2/20/69.

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR, EA:	52x	104x	156x	208x	312x
1 min	9.90	9.60	9.30	9.00	8.70
30 sec	7.92	7.68	7.44	7.20	6.96

8. PROGRAM TIME RATES

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
PER YR, EA:	52x	104x	156x	208x
5 min	14.00	13.30	12.60	11.90
1/4 hr:	2x 5-min.	1/2 hr:	3x 5-min.	

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER YR:	1x	50x	150x	300x
	14.65	13.80	13.20	12.50

KBRO-FM

1964



Subscriber to the NAB Radio Code
Media Code 4 249 1331 7.00
Bruce Bartley, 805 11th St., Bremerton, Wash. 98310. Phone 206-377-3995.

- 1. PERSONNEL**
President—Bruce Bartley.
General Manager—R. W. Harris.
Sales Manager—Dale Woods.
- 2. REPRESENTATIVES**
Washington, Oregon—The Tacher Company.
- 3. FACILITIES**
ERP 32,000 w.; 106.9 mc.
Operating schedule: 6:00 am-midnight. PST.
Antenna ht.: 155 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Cancellation: 70c.
Station reserves the right to final approval of program contract.

TIME RATES
ET 11/15/67—Rec'd 12/1/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	150x	300x	600x
1 min	4.90	4.50	4.25	4.00	3.80
30 sec	4.30	4.00	3.75	3.55	3.35

CENTRALIA-CHEHALIS (2 AM)

Lewis County—Map Location B-3
See SRDS consumer market map and data at beginning of the State

KELA

1937



Subscriber to the NAB Radio Code
Media Code 4 249 1425 7.00
KELA Corp., Box 677, Centralia, Wash. 98531; Box 827 Chehalis, Wash. 98532.
Studio—KELA Bldg., Centralia, Wash. Phone Centralia 206-736-3321; Chehalis, 206-748-3321.

- STATION'S PROGRAMMING DESCRIPTION**
KELA: Programmed for general interest. MUSIC 45%; 27% singles, 19% albums, featuring current selling general popular music, showtunes, standards. NEWS 33%; 16% local, 4% regional, 6% national and international, 4% area, 2% weather, 1% community club. SPORTS 9%; local high school and college. TALK 5%. FARM 3%; early morning, noon and evening, local market reports, twice daily, extension agent talks. ENTERTAINMENT 3%. RELIGION 1%. News, special events, 3 mobile units, 8-8 am music, news, sports, farm, weather, 8 am-noon music, quiz, talk, news. Noon-2 pm news, farm, quiz, women's program, music. 2-6:30 pm music, news, traffic reports. 6:30-8 pm news, local, regional, national, international. 8-11 pm music, sports in season. Contact Representative for further details. Rec'd 7/29/67.

- 1. PERSONNEL**
General Manager—Joe Chytil.
Assistant Manager—Lee Stottlemeyer.
Commercial Manager—Richard Dawson.
- 2. REPRESENTATIVES**
The Devney Organization, Inc.
Oregon, Washington—Simpson & Associates Co.
L. A., San Francisco—Lee F. O'Connell Company.

- 3. FACILITIES**
5,000 w. days; 1,000 w. nights; 1470 kc.
Non-directional.
Operating schedule: 5:00 am-11:00 pm. PST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21d, 22a, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
ET—Rec'd 7/28/67.
AA—7-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS — AA — A —

PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
42 ti	525 x	5.95	4.50	5.20	3.90
36 ti	420 x	6.25	4.70	5.45	4.10
30 ti	300 x	6.50	4.95	5.75	4.30
24 ti	180 x	6.90	5.20	6.00	4.50
18 ti	120 x	7.25	5.45	6.30	4.75
12 ti	60 x	8.00	6.00	6.95	5.20
	1 x	9.20	6.90	8.00	6.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
(40% between 6 am-noon, 40% between noon-6 pm, 20% between 6 pm-sign-off)

PER WK: 42 ti 36 ti 30 ti 24 ti 18 ti 12 ti

PER YR: 525x 420x 300x 180x 120x 60x 1x

1 min	4.40	4.60	4.80	5.10	5.35	5.90	6.80
30 sec	3.30	3.45	3.65	3.85	4.05	4.45	5.10

8. PROGRAM TIME RATES

PER WK:	CLASS AA	CLASS A	CLASS B	CLASS C
PER YR:	30 ti	24 ti	18 ti	12 ti
5 min	300x	180x	120x	60x
1/4 hr	0.00	10.35	10.90	12.00
1/2 hr	14.00	15.50	16.35	18.00
	21.50	22.40	23.60	26.00
	29.00			
5 min	CLASS	8.65	9.00	10.00
1/4 hr		12.05	13.00	14.20
1/2 hr		18.70	19.50	20.55
		22.60	23.60	25.00

KITI

1954



Subscriber to the NAB Radio Code
Media Code 4 240 1520 5.00
KITI-KITI Corp., 51 Helen's Hotel, Chehalis, Wash. 98531. Phone 206-748-3378.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Donald F. Whitman.
- 2. REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Feltis & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
- 3. FACILITIES**
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 8:00 am-6:00 pm. PST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 4a, 5.
Rate Protection: 15b.
Basic Rates: 23a, 28b, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60k, 61a.
Cancellation: 70c, 71a, 73a.
Member: Western States Radio Empire.

TIME RATES
Rates effective March 4, 1966.

7. PACKAGE PLANS

6 per wk or 52 ti	1 min	30 sec
12 per wk or 104 ti	5.00	4.00
18 per wk or 156 ti	4.75	3.84
24 per wk or 208 ti	4.50	3.60
30 per wk or 312 ti	4.25	3.40
	4.00	3.20

8. PROGRAM TIME RATES

6 per wk or 52 ti	10.00
12 per wk or 104 ti	9.50
18 per wk or 156 ti	9.00
24 per wk or 208 ti	8.50
1/4 hour—2 times 5-minute rate.	
1/2 hour—3 times 5-minute rate.	

CHELAN

Chelan County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KOZI

1957

Media Code 4 249 1615 3.00
Lake Chelan Broadcasting Corp., Box 1210 Woodin Ave., Chelan, Wash. 98816. Phone 440.

- 1. PERSONNEL**
President & Gen'l Mgr.—St

WASHINGTON

Cheleon-KOZI-Continued

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	1 min.	30 sec.
1 time.....4.80	3.60	156 times.....8.55	2.85
13 times.....4.55	3.40	260 times.....8.30	2.80
26 times.....4.30	3.25	512 times.....8.05	2.30
52 times.....4.05	3.05	500 times.....2.80	2.10
104 times.....3.80	2.85		

7. PACKAGE PLANS
(To be used within 7 days)

	1 minute	30 seconds	Each	Total
10 announcements.....	50.00	30.00	2.85	28.50
20 announcements.....	3.70	74.00	2.75	55.80
30 announcements.....	3.55	108.50	2.65	79.50
40 announcements.....	3.30	132.00	2.50	100.00
50 announcements.....	3.05	152.50	2.30	115.00
60 announcements.....	2.80	168.00	2.10	128.00

8. PROGRAM TIME RATES

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.
26 times.....	45.00	27.00	16.20	9.90
52 times.....	42.50	25.50	15.30	9.25
104 times.....	40.00	24.00	14.40	8.80
156 times.....	37.50	22.50	13.50	8.25
260 times.....	35.00	21.00	12.60	7.70
512 times.....	32.50	19.50	11.70	7.15

COLFAX

Whitman County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KCLX

1950



Media Code 4 249 1710 2.00
Adrian de Vries, Box 710, Colfax, Wash. 99111.
Phone 509-397-5441.

- PERSONNEL**
Manager—Adrian de Vries.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
San Francisco, Los Angeles—Tracy Moore and Associates.
- FACILITIES**
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays;
7:00 am-10 pm Sun. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11d, 12d, 13d, 14d 15a, 15b.
Basic Rates: 20b, 21a, 24b, 26.
Contracts: 40a, 44b, 48, 51a.
Comb.: Cont. Discounts: 60b, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
60% of rates are for station time and broadcast facilities; 40% are for other services.
Affiliated with KHS.

NATIONAL AND LOCAL RATES SAME

ET 7/15/68—Rec'd 8/5/68.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	10 sec.
5 ti.....	5.00	3.75
PER WK: *PER YR:	4.50	3.40
5 ti.....	5.00	4.25
10 ti.....	15.00	4.00
20 ti.....	20.00	3.75
25 ti.....	25.00	3.50
30 ti.....	30.00	3.25
40 ti.....	40.00	3.00
50 ti.....	50.00	2.75
SPECIAL END RATE:	2.50	1.90

8. PROGRAM TIME RATES

1/2 hr.	1 hr.	10x	25x	50x	100x	150x	250x
20.00	18.00	16.00	14.00	12.00	10.00	8.00	6.00
15.00	14.00	13.00	12.00	10.00	8.00	6.00	4.00
7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.00

COLVILLE

Stevens County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KCVL

1955



Subscriber to the NAB Radio Code
Media Code 4 249 1805 0.00
Colville Broadcasting Company, Box 268, Colville, Wash. 99114. Phone 509-684-6481.

- PERSONNEL**
General Manager—Norman C. Davis.
 - REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Feltis & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
 - FACILITIES**
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays;
8:00 am-local sunset Sun. PST.
 - AGENCY COMMISSION**
15/0 time only; 10 days.
 - GENERAL RATE POLICY**
Member: Western States Radio Empire.
- TIME RATES**
Rates effective
Rates received March 4, 1968.
- 7. PACKAGE PLANS**
- | | | |
|---------------------|-------|--------|
| 6 per wk or 52 ti | 1 min | 30 sec |
| 12 per wk or 104 ti | 4.75 | 3.80 |
| 18 per wk or 156 ti | 4.50 | 3.60 |
| 24 per wk or 208 ti | 4.25 | 3.40 |
| 30 per wk or 312 ti | 4.00 | 3.20 |

8. PROGRAM TIME RATES

5 min	10.00
6 per wk or 52 ti	9.50
12 per wk or 104 ti	9.00
18 per wk or 156 ti	8.50
24 per wk or 208 ti	8.00
1/4 hour—2 times 5-minute rate.	8.50
1/2 hour—3 times 5-minute rate.	8.50

EDMONDS (1 AM; 1 FM)

Snohomish County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KBIQ (FM)

1960



Media Code 4 249 1850 6.00
King's Garden, Inc., 19303 Fremont N., Seattle, Wash. 98133. Phone 206-548-3128.
STATION'S PROGRAMMING DESCRIPTION
KBIQ is programmed for adults and young adults. MUSIC: 99%, NEWS/SPORTS: 1%. General popular music, standards, film music, original versions or adult/listenable arrangements of current popular, middle-of-the-road hits. Comprehensive ski reports in season. Frequent editorials. COMMERCIAL POLICY: 6 minutes maximum per hour. Talent and facilities available for remote broadcasts from shopping centers, store openings and/or sales, etc. Contact Representative for further details. Rec'd 1/8/69.

- PERSONNEL**
General Manager—Phillip Butler.
Sales Manager—Paul Baker.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
ERP 240,000 w.; 105.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 721 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGDN.

NATIONAL AND LOCAL RATES SAME

No. 2 ET 12/1/68—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	52x	104x	208x	312x	520x
30 sec.	8.00	7.60	7.20	6.80	6.40	5.60	5.20
10 sec: 50% of 1-min.							
Fixed Position: Add 10%.							

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

1 hr	1 ti	26 ti	52 ti
1/2 hr	60.00	45.00	40.00
10 SPECIAL FEATURES	30.00	27.00	24.80

1-minute rate, plus 50%. (D)

KGDN

1954



Subscriber to the NAB Radio Code
Media Code 4 249 1000 9.00
King's Garden, Inc., 19303 Fremont, N., Seattle, Wash. 98133. Phone 206-542-3139.

- PERSONNEL**
General Manager—Phillip Butler.
Sales Manager—Paul Baker.
- FACILITIES**
5,000 w. days; 630 kc. Non-directional.
Operating schedule: 5 am-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not accepted.
FM facilities: KBIQ (FM).

NATIONAL AND LOCAL RATES SAME

No. 9 ET 7/1/69—Rec'd 7/14/69.

AA—6-9 am & 3:30-6:30 pm.
A—9 am-3:30 pm, 5-6 am & 6:30-7:30 pm.
B—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	52x	104x	208x	312x	520x
11.00	10.00	9.50	9.00	8.60	7.75	7.00	6.50
9.00	8.00	7.50	7.00	6.50	5.75	5.00	4.50

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	7.75	8.00	7.25	6.75	6.25
30 sec.	6.50	6.80	6.00	5.75	5.25

10. SPECIAL FEATURES

PER WK:	1 ti	6+	1 ti	6+
5 min	15.00	13.50	14.00	12.50
10 min	20.00	18.50	19.00	17.50
1/4 hr.	25.00	23.50	24.00	22.50

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15% (D)

ELLENSBURG

Kititas County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KXLE

1945

Subscriber to the NAB Radio Code
Media Code 4 249 2090 6.00
Box 249, Ellensburg, Wash. 98926. Phone 509-925-1488.

- PERSONNEL**
President—John R. Dimco.
Vice-Pres. & Gen'l Mgr.—Don Downing.
- REPRESENTATIVES**
Burns Smith Company, Inc.
Northwest—The Tacher Company.
- FACILITIES**
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:55 am-midnight. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 4c, 5, 6a.
Rate Protection: 10a, 11a, 14a, 15b.
Basic Rates: 22a, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 47a, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

ET 3/1/69—Rec'd 2/14/69.

AA—6-9 am & 4:30-6:30 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
PER YR:	760x	520x	312x	156x	52x
1 min.	3.00	3.25	3.75	5.25	5.50
30 sec.	3.10	3.25	3.45	4.80	4.75
10 sec: 60% of 1-min.					

7. PACKAGE PLANS

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
PER YR:	760x	520x	312x	156x	52x
1 min.	2.75	3.00	3.25	3.75	4.25
30 sec.	2.10	2.25	2.45	2.80	3.20
10 sec: 60% of 1-min.					

EPHRATA

Grant County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KULE

1950



Media Code 4 249 2165 6.00
Coulter Broadcasting Corp., Box 1077, Ephrata, Wash. 98823. Phone 509-754-4686.

- PERSONNEL**
Owner & Gen'l Mgr.—Donald R. Berry.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Hugh Feltis & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 14a, 15b.
Basic Rates: 22a, 24b, 24c, 25a, 29a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60e.
Cancellation: 71a.
Member: Western States Radio Empire, National AgRadio Groups, Inc.

TIME RATES

Rates effective
Rates received March 4, 1968.

7. PACKAGE PLANS

6 per wk or 52 ti	1 min	30 sec
12 per wk or 104 ti	5.50	4.4a
18 per wk or 156 ti	5.20	4.18
24 per wk or 208 ti	5.00	4.00
30 per wk or 312 ti	4.70	3.76
	4.40	3.52

8. PROGRAM TIME RATES

6 per wk or 52 ti	5 min
12 per wk or 104 ti	11.00
18 per wk or 156 ti	10.40
24 per wk or 208 ti	10.00
30 per wk or 312 ti	9.40

1/4 hour—2 times 5-minute rate.
1/2 hour—3 times 5-minute rate.

10. SPECIAL FEATURES
15-minute "Local and Regional" news 5 times daily.
5-minute "Great Moments in Sports" daily. News and sports sold on outright sponsorship or participating basis.
News announcements—earned 1-minute or program rate plus 25%.

EVERETT (2 AM)

Snohomish County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KRKO

1920



Media Code 4 249 2280 5.00
Everett Broadcasting Company, Inc., Box 1227, Everett, Wash. 98201. Phone 206-259-1144.
Other office: 314 First Ave., Seattle, Wash. 98104.
Phone 206-292-7010.

- STATION'S PROGRAMMING DESCRIPTION**
KRKO: Programmed for general interest.
5 Air Personalities, MUSIC: general popular music.
NEWS: 195 min of news every day. Every 30 min, 5

min on hour, 2-1/2 min on half hour, 10 min at 7 am, 9 am and noon. 4 local newsmen, AP, UPI and UPI audio. Radio equipped newsmen, 3 radio equipped news cars. WX every 15 min. Air traffic reports 7:45 AM and PM. SPORTS: university football, 1 min sports at :45. Local public service, meeting notices, etc. at :15. Contact Representative for further details. Rec'd 8/8/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—William R. Taft.
Sales Manager—Norman F. "Sparky" Taft.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
Washington & Oregon—Simpson & Associates Co.
- FACILITIES**
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% on net time and talent charges.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 23a, 24b, 24c, 25a, 27, 28c, 29b.
Contracts: 40a, 41, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70e, 71a, 72.
The following rates include station time 40%; other services 60%.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 23 ET 7/1/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

PER WK: PER MO: PER YR:	1 min	30 sec	10 sec
1 ti.....	10.00	8.00	6.00
12 ti.....	24 ti.....	100 x.....	9.50 7.60 5.70
24 ti.....	48 ti.....	200 x.....	9.00 7.20 5.40
36 ti.....	72 ti.....	250 x.....	8.50 6.80 5.10
42 ti.....	84 ti.....	350 x.....	8.00 6.40 4.80
84 ti.....	168 ti.....	500 x.....	7.50 6.00 4.50
168 ti.....	336 ti.....	750 x.....	7.00 5.60 4.20
		1000 x.....	6.50 5.20 3.90
		1500 x.....	6.00 4.80 3.60

TRAFFIC TIME—MON THRU FRI
6-9 AM & 3-6 PM

EA: 1 min 30 sec 10 sec
Extra..... 2.00 1.50 1.00
No discounts.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
PER YR:	760x	520x	312x		

ERNDALE

Whatcom County—Map Location C-1
See SIDS consumer market map and data at beginning of the State.

K B F W

Licensed as a Bellingham-Ferndale, Wash. Station.
See listing under Bellingham, Wash.

ORKS

Clallam County—Map Location A-2
See SIDS consumer market map and data at beginning of the State.

KVAC

Media Code 4 249 2420 7.00
Forks Broadcasting Co., Box 450, Forks, Wash. 98331. Phone 374-0233.

PERSONNEL
President—Gordon F. Otos.
Manager—Bruce J. Elliott.
Program Director—Rudolf Howard.

REPRESENTATIVES
Hugh Felts & Associates.

FACILITIES
500 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. PST.

AGENCY COMMISSION
15% on time only; no cash discount.

GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12a, 13a, 14g, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 31, 33a.

Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 62a, 62d.

Cancellation: 70b, 70d, 71a, 72, 73a, 73b, 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES
No. 105 ET 11/1/68—Rec'd 1/6/69.

SPOT ANNOUNCEMENTS
PER YR: 52x 104x 156x 260x 312x
PER WK: 6 wk 12 wk 18 wk 24 wk 30 wk
10 sec 4.00 3.80 2.60 3.40 3.20
30 sec 3.90 3.04 2.88 2.72 2.56
15 sec ID: 50% of 1-min.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 6 wk 12 wk 18 wk 24 wk
1 min. 8.00 7.00 7.20 6.80
1/4 hr: 2x 5-minute rate. 1/2 hr: 3x 5-minute rate.

GRAND COULEE

Grant County—Map Location E-2
See SIDS consumer market map and data at beginning of the State.

KFDR

Media Code 4 249 2470 2.00
Evergreen Broadcasting Corp., Box R, Grand Coulee, Wash. 99133. Phone 509-633-1660.

PERSONNEL
Manager—David J. Schmidt.

REPRESENTATIVES
Adam Young—Western States Radio Empire Division.
Felts/Dove/Croghan, Inc.
Seattle—The Tacher Company.

FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. PST.

AGENCY COMMISSION
15% on time only; no cash discount.

GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 24b, 25a, 26, 28a, 28c, 29a, 32a, 33a.

Contracts: 40a, 41, 42b, 43, 44b, 45, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61b, 62b.

Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 101 ET 10/6/68—Rec'd 1/9/67.

PACKAGE PLANS
1 MINUTE
PER YR: 52x 104x 156x 260x 312x
PER WK: 1-6 tl 12 tl 18 tl 24 tl 30 tl
Open 5.00 4.75 4.50 4.25 4.00
30 SECONDS
Open 4.00 3.80 3.60 3.40 3.20
10 sec ID: 50% of 1-min.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

HOQUIAM
Grays Harbor County—Map Location A-3
See SIDS consumer market map and data at beginning of the State.

See Aberdeen-Hoquiam

ELSO
Cowlitz County—Map Location B-4
See SIDS consumer market map and data at beginning of the State.

See Longview
(including Kelso)

See Aberdeen-Hoquiam

See Aberdeen-Hoquiam

See Aberdeen-Hoquiam

See Aberdeen-Hoquiam

See Aberdeen-Hoquiam

See Aberdeen-Hoquiam

See Aberdeen-Hoquiam

KENNEWICK

Benton County—Map Location D-4
See SIDS consumer market map and data at beginning of the State.

See Richland-Pasco-Kennewick

LAKESWOOD

Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Tacoma

(including Lakewood)

LONGVIEW (3 AM)

(including Kelso)
Cowlitz County—Map Location B-4
See SIDS consumer market map and data at beginning of the State.

KBAM

1955
LONGVIEW
Subscriber to the NAB Radio Code
Media Code 4 249 2565 9.00
ALMAX Broadcasters, Inc., Box 98, 1451 Alabama St., Longview, Wash. 98032. Phone 206-423-1210.

STATION'S PROGRAMMING DESCRIPTION
KBAM: Programmed for adults.
Country and western music. NEWS: 5 min every 30 min. Weather reports at 11 & 11:45. 5-8:30 am fire-weather reports, stock market reports, community bulletin board, featuring country and western music. 8:30 am-noon, entertainment, special features include space reports, want ad corner. Noon-1 pm entertainment, special features, news, weather coverage, sports report. Part of Longview report and farm report. 1:30-5 pm segments, 1-6 pm entertainment, country and western music. SPORTS: college football and basketball, city league softball, high school football and basketball and auto racing. SPORTS: on live and delayed basis. Contact Representative for further details. Rec'd 7/17/67.

PERSONNEL
1. Pres. & Gen'l Mgr.—Arne G. Peterson.
National Sales Manager—Howard Kynaston.
Program Director—J. Kim Henry.

REPRESENTATIVES
Adam Young—Western States Radio Empire Division.
Seattle, Portland—Cam-Cor Broadcast Media Sales.
Denver, Salt Lake—Bob Hix Co., Inc.

FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 8 am-local sunset. PST.

AGENCY COMMISSION
15% on time only; no cash discount.

GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 28a, 28c, 29a, 33b.

Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60a, 60h, 60i, 61a, 61c, 62b.

Cancellation: 70a, 70e, 71b, 72.
Prod. Services: 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES
No. 9 ET 8/1/69—Rec'd 7/9/69.

SPOT ANNOUNCEMENTS
PER WK: 5 tl 10 tl 15 tl 20 tl 25 tl 30 tl 40 tl
1 min 5.90 5.70 5.60 5.40 5.25 5.00 4.80
30 sec 4.70 4.60 4.40 4.30 4.00 3.80 3.70
PER MO: 15 tl 30 tl 50 tl 75 tl 100 tl 200 tl
1 min 5.00 5.00 5.00 5.00 5.25 5.00
30 sec 4.80 4.70 4.50 4.35 4.10 3.90
15 sec: 50% of 1-min.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x 312x
PER WK: 1-6 tl 12 tl 18 tl 24 tl 30 tl
Open 5.00 4.75 4.50 4.25 4.00
30 SECONDS
Open 4.00 3.80 3.60 3.40 3.20
10 sec ID: 50% of 1-min.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
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PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
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PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
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PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
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PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
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Open 10.00 9.50 9.00 8.50
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PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
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PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

PROGRAM TIME RATES
PER YR: 52x 104x 156x 260x
PER WK: 1-6 tl 12 tl 18 tl 24 tl
Open 10.00 9.50 9.00 8.50
1/4 hr: 2x 5-min rate. 1/2 hr: 3x 5-min rate.

KLOG

1949
KELSO
Media Code 4 249 2755 6.00
Washington Interstate Broadcasters, Box 90, 506 Cowlitz Way, Kelso, Wash. 98626. Phone 206-638-0110.

PERSONNEL
General Manager—Steve Hanson.
Program Director—Mike Davis.

REPRESENTATIVES
Radio Time Sales/International.
Northwest—Art Moore & Assoc., Inc.

FACILITIES
250 w.; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

AGENCY COMMISSION
15% on time; no cash discount.

GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 24b, 28, 28b, 29a.
Contracts: 40a, 47a.

Comb.: Cont. Discounts: 61b, 62b, 62a.
Cancellation: 70a, 70c, 73a.

TIME RATES
ET 10/1/67—Rec'd 10/3/67.

SPOT ANNOUNCEMENTS
1 min 30 sec 10 sec
1 tl (guaranteed) 5.00 3.80 2.50
*PER WK: 10x 10x 10x
5 tl 5.00 4.75 3.55 2.40
10 tl 5.00 4.25 3.40 2.25
15 tl 5.00 4.25 3.20 2.10
20 tl 5.00 4.00 3.00 2.00
25 tl 5.00 3.50 2.60 1.75
30 tl 5.00 3.25 2.45 1.80
40 tl 5.00 3.00 2.25 1.50
50 tl 5.00 2.50 1.80 1.25
100 tl 5.00 2.00 1.50 1.00
(*) ROS.
(†) Guaranteed position.

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

PROGRAM TIME RATES
1/2 hr 1/4 hr 5 min
1 x 22.00 14.00 7.50
10 x 21.00 13.50 7.25
25 x 20.00 13.00 7.00
50 x 18.00 12.00 6.50
100 x 18.00 11.50 6.25
150 x 15.00 11.00 6.00
200 x 14.00 9.00 5.25
500 x 4.25
1000 x 3.50

WASHINGTON

MOUNT VERNON (2 AM)

Skagit County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KAPS
1963

RAB

Media Code 4 249 3135 0.00
Totem Broadcasters, Inc., Box 70, Mount Vernon, Wash. 98273. Phone 206-424-1822.

STATION'S PROGRAMMING DESCRIPTION
KAPS: Programmed for young adults, 18-40.
MUSIC: general popular, emphasis on current hits, hard rock integrated at night only. 75% of commercial announcements produced and recorded on cartridge system. **NEWS:** on hourly 5 min at :55, headlines, sports, weather, calendar of local events. Daily fashion, golf, ski tips, marine weather. 15 min news. 15 min farm show with local news, taped reports from agriculture department, variety extension and livestock reports plus national and worldwide farm news. Audience participation encouraged through contests and requests. Special broadcasts: major sports car races, local speedway races, college football and coverage of all community events such as county fair. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 8/14/67.

1. PERSONNEL

General Manager—George Aller.
Assistant Manager—Paul McCarthy.

Program Director—Rick Knapp.

2. REPRESENTATIVES

Radio Time Sales/International.

3. FACILITIES

500 w.; 1470 kc. Directional—day only.

Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 25a, 25b, 26a, 26b, 28a, 28b, 29a, 29b, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z.
Contracts: 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z.
Cancellation: 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z.
Prod. Services: 81, 82.
Affiliated with KRS.

TIME RATES

No. 1 Eff 9/1/69—Rec'd 4/28/69.

6. SPOT ANNOUNCEMENTS

PER WK: 1x 250x 500x 1000x 2000x 3000x 5000x

PER WK: 5 ti 10 ti 20 ti 40 ti 60 ti 100 ti

1 min 4.00 3.00 2.50 2.00 1.75 1.50 1.25

30 sec 3.20 2.40 2.00 1.60 1.40 1.20 1.00

10 sec 2.40 1.80 1.50 1.20 1.10 1.00 .75

7. PACKAGE PLANS

PER WK: 10 ti 25 ti 50 ti 100 ti 200 ti

1 min 2.85 2.25 2.00 1.50 1.25

30 sec 2.10 1.80 1.60 1.20 1.00

10 sec 1.50 1.35 1.20 1.00 .75

PER MD: 25 ti 50 ti 100 ti 200 ti 400 ti

1 min 3.25 2.75 2.25 1.75 1.50

30 sec 2.60 2.20 1.80 1.40 1.20

10 sec 1.95 1.65 1.35 1.10 .90

8. PROGRAM TIME RATES

1 hr 1x 13x 25x 52x

1/2 hr 50 35 30 20

1/4 hr 30 20 15 (*)

(*) 12.50.

10. SPECIAL FEATURES

HOURLY HEADLINES

1 x 5.00 200 x 3.25

13x 4.50 312 x 3.00

28 x 4.25 624 x 2.75

52 x 4.00 1248 x 2.50

104 x 3.75 2496 x 2.25

156 x 3.50

10 & 15-MINUTE NEWSCOPE

10 min 10.00 15 min 13.50

Full sponsorship.

13-week minimum contract with reduction of:

26 wk—10% 52 wk—20%

PARTICIPATING FARM SHOW

PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti

Per mo: 25.00 45.00 65.00 85.00 100.00 115.00

KBRC
1946

NAB

RAB

Media Code 4 249 3230 9.00
Beckley Radio Co., Box 250, Mount Vernon, Wash. 98273. Phone 206-424-2430.

1. PERSONNEL

Manager—Leo Beckley.

2. REPRESENTATIVES

Oregon-Washington—Art Moore & Assoc., Inc.

Eastern—Donald Cooke, Inc.

California—Pacific Broadcast Sales.

3. FACILITIES

5,000 w. days. 1,000 w. nights; 1430 kc.

Directional—night only.

Operating schedule: 5:00 am-midnight Mon thru Sat;

8:00 am-10:00 pm Sun. PST.

4. AGENCY COMMISSION

15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 49.

Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.

Cancellation: 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z.

Prod. Services: 80, 81, 82.

Rates 60% time, 40% facilities.

TIME RATES

Rates effective February 1, 1968.

Rates received January 24, 1968.

7. PACKAGE PLANS

1 min 30 sec 10 sec

5 ti 5.50 4.15 3.30

10 ti 5.00 3.75 3.00

15 ti 4.75 3.55 2.85

20 ti 4.50 3.40 2.70

25 ti 4.25 3.20 2.55

30 ti 4.00 3.00 2.40

40 ti 3.75 2.80 2.25

50 ti 3.50 2.60 2.10

60 ti 3.00 2.25 1.80

(*) Special end rate.

(†) NOS schedule.

(‡) Guaranteed position rate.

8. PROGRAM TIME RATES

1/2 hr 1/4 hr 5 min

1 ti 25.00 16.00 10.00

10 ti 24.00 15.50 9.75

25 ti 23.00 15.00 9.50

50 ti 22.00 14.50 9.00

100 ti 21.00 13.50 8.50

150 ti 20.00 12.50 8.00

250 ti 11.50 7.50

500 ti 7.00

1000 ti 6.00

OLYMPIA (2AM)

Thurston County—Map Location B-3

See SRDS consumer market map and data at beginning of the State.

KGY

1922

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 249 3325 7.00
Tom Olson, Box 1249, Olympia, Wash. 98501. Phone 206-943-1240.

1. PERSONNEL

General Manager—Tom Olson.

Station Manager—Herb Anderson.

Commercial Manager—Harry Fullick.

2. REPRESENTATIVES

California—Lee F. O'Connell Company.

Washington, Oregon—Art Moore & Assoc., Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1240 kc.

Non-directional.

Operating schedule: 6 am-11 pm. PST.

4. AGENCY COMMISSION

15/0 if paid by 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12b, 13a, 14a, 15a, 15b, 16c.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 32b.

Contracts: 40a, 41, 44a, 45, 46, 47a, 49.

Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.

Cancellation: 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z.

Prod. Services: 81, 82.

Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/67—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS

1 x 10x 25x 50x 100x 150x 250x

PER WK: 6.50 4.50 4.00

5 ti 6.00 4.25 3.50

10 ti 5.50 4.00 3.25

15 ti 5.00 3.75 3.00

20 ti 4.75 3.50 2.75

25 ti 4.50 3.25 2.50

30 ti 4.25 3.00 2.25

40 ti 4.00 2.75 2.00

50 ti 3.75 2.50 1.75

SPECIAL END RATE: 1 min 30 sec 10 sec

1000 x 3.50 2.25 1.50

Specified Drive Time—6:30-10 am & 4:30-8 pm.

6,00 minimum per spot.

8. PROGRAM TIME RATES

1 hr 80.00 50.00 45.00 40.00 35.00 30.00

1/2 hr 35.00 30.00 28.00 25.00 23.00 20.00

1/4 hr 20.00 15.00 14.00 13.00 12.00 11.00

10 min 15.00 14.00 13.00 12.00 10.00 9.00

5 min 12.00 11.00 10.00 9.50 9.00 8.50

6.00 minimum per spot.

KITN

1956

Media Code 4 249 3420 6.00
KITN-KITTI Corp., Box 48, Downtown Olympia, Olympia, Wash. 98501. Phone 206-357-7718.

1. PERSONNEL

Pres. & Gen'l Mgr.—Donald F. Whitman.

2. REPRESENTATIVES

Adam Young—Western States Radio Empire Division.

Seattle, Portland—Hugh Felts & Associates.

Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES

1,000 w. days; 920 kc. Non-directional.

Operating schedule: 6:00 am-8:00 pm. PST.

4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 5.

Rate Protection: 15b.

Basic Rates: 25a, 25b, 29a.

Contracts: 40a.

Comb.: Cont. Discounts: 60k, 61a.

Cancellation: 70e, 71a, 72a.

Member: Western States Radio Empire.

TIME RATES

Rates effective March 4, 1968.

Rates received March 4, 1968.

7. PACKAGE PLANS

1 min 30 sec

6 per wk or 52 ti 5.00 4.00

12 per wk or 104 ti 4.75 3.80

18 per wk or 156 ti 4.50 3.60

24 per wk or 208 ti 4.25 3.40

30 per wk or 312 ti 4.00 3.20

8. PROGRAM TIME RATES

5 min 10.00

12 per wk or 104 ti 9.50

18 per wk or 156 ti 9.00

24 per wk or 208 ti 8.50

1/4 hour—2 times 5-minute rate.

1/2 hour—3 times 5-minute rate.

OMAK

Okanogan County—Map Location D-1

See SRDS consumer market map and data at beginning of the State.

KOMW

1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 249 3515 3.00

KOMV, Inc., Box 151, Omak, Wash. 98841.

1. PERSONNEL

PROSSER

Benton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KARY

1956
Media Code 4 249 8895 9.00
Prosser-Grandview Broadcasters, Inc., Box 1314
Prosser, Wash. 99350. Phone 984-7310.

- PERSONNEL**
President & Gen'l Mgr.—Sidney Boach.
Vice Pres. & Sales Mgr.—Naomi Burghardt.
Treasurer, Announcer—Judith Rae Boach.
- REPRESENTATIVES**
George T. Hopewell, Inc.
Seattle—Northern Time Sales, Inc.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24b, 25a, 25b, 28c, 29b, 30.
Contracts: 40a, 41, 44a, 45, 46, 47b, 49, 51b.
Comb.; Cont. Discounts: 62b, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective May 7, 1962. (Card No. 4.)
Card received May 24, 1962.

6. SPOT ANNOUNCEMENTS			
(Yearly Contract)			
	1 min.	30 sec.	10 sec.
1 time	4.00	3.75	2.00
26 times	3.75	3.25	1.85
52 times	3.50	3.00	1.75
104 times	3.25	2.75	1.65
208 times	3.00	2.50	1.50
+16 times	2.75	2.25	1.40
832 times	2.50	2.00	1.25
1,040 times	2.25	1.75	1.00

7. PACKAGE PLANS			
SATURATION PACKAGES			
(10 days)			
Per day:	1 min.	30 sec.	10 sec.
10 times	33.00	27.00	16.50
20 times	60.00	50.00	30.00
40 times	110.00	90.00	55.25
60 times	150.00	120.00	75.00
80 times	180.00	140.00	80.00
100 times	175.00	150.00	87.00

(30 days)			
	5 times	225.00	87.00
	10 times	425.00	225.00
	20 times	630.00	480.00

- SPECIAL FEATURES**
Production spots, 25% additional charge.
1/4 hour newscast (13 week contract), each... 3.00
5 minute newscasts (13 week contract), each... 2.50
Remote and other rates on request.
 - NEWS**
(Yearly Contract)
- | | | | |
|-----------|------|-------------|------|
| 1 time | 4.80 | 208 times | 3.30 |
| 26 times | 4.50 | 416 times | 3.00 |
| 52 times | 4.25 | 832 times | 2.75 |
| 104 times | 3.60 | 1,040 times | 2.50 |

PULLMAN (1 AM; 1 PM)

Whitman County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KPUL

1950
Media Code 4 249 3990 8.00
Robert Lloyd Hoover, Box 259, Pullman, Wash. 99163.
Phone 208-882-0100.

Other office: Box 11, Moscow, Idaho 83843. Phone 208-882-0100.

STATION'S PROGRAMMING DESCRIPTION
KPUL: Programmed for adults.
MUSIC: modern country and western format. NEWS: hour farm news plus 3/4 hour local news daily. Stock market and commodities reports following hourly network news. Each program has title and theme. Special introduction to shows with human elements of conversation during shows. Remotes available. Contact Representatives for further details. Rec'd 11/26/68.

- PERSONNEL**
Manager—Robert Lloyd Hoover.
Program Director—John Ready.
Chief Engineer—Jerry Fisher.
- REPRESENTATIVES**
Adam Young—Western States Radio Empire Division.
Seattle—Hugh Feldis & Associates.
Portland—The Tacher Company.
Denver—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities, see KPUL-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b.
Basic Rates: 28b.
Contracts: 40a.
Comb.; Cont. Discounts: 60e, 60f, 60g, 60h, 60i, 61c.
Prod. Services: 80.
Affiliated with MBS.

7. PACKAGE PLANS			
Member: Western States Radio Empire.			
TIME RATES			
Rates effective March 4, 1966.			
	1 min	30 sec	
6 per wk or 52 ti	5.00	4.00	
12 per wk or 104 ti	4.75	3.80	
18 per wk or 156 ti	4.50	3.60	
24 per wk or 208 ti	4.25	3.40	
30 per wk or 312 ti	4.00	3.20	

8. PROGRAM TIME RATES		5 min
6 per wk or 52 ti		10.00
12 per wk or 104 ti		9.50
18 per wk or 156 ti		9.00
24 per wk or 208 ti		8.50
1/4 hour—2 times 5-minute rate.		
1/2 hour—3 times 5-minute rate.		(D)

KPUL-FM

1967
Media Code 4 249 3991 6.00
Robert Lloyd Hoover, Box 259, Pullman, Wash. 99163.
Other office: Box 11, Moscow, Idaho 83843. Phone 208-882-0100.

- STATION'S PROGRAMMING DESCRIPTION**
KPUL-FM: Simulcast until KPUL signs off. See KPUL for programming description. Contact Representative for further details. Rec'd 4/17/68.
- PERSONNEL**
Owner—Robert Lloyd Hoover.
 - REPRESENTATIVES**
Adam Young Radio, Inc.
Seattle—Hugh Feldis & Associates.
Portland—The Tacher Company.
Denver—Bob Hix Co., Inc.
 - FACILITIES** ERP 1,688 w.; 104.9 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 57 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KPUL.
 - AGENCY COMMISSION**
15/0; time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b.
Basic Rates: 28b.
Contracts: 40a.
Comb.; Cont. Discounts: 60e, 60f, 60h.
Cancellation: 73e.
Prod. Services: 80.
Affiliated with MBS.

TIME RATES

Rates are included with those of KPUL. See that listing.

PUYALLUP

Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KAYE

1951
Media Code 4 249 4085 6.00
Kaye Broadcasters, Inc., 1520 E. Main, Puyallup, Wash. 98371. Phone 208-845-7545.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jim Nicholls.
Program Director—Bud Blair.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION**
15/0 time only. Rendered 1st. payable by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22b, 23a.
Contracts: 40a, 45.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME					
ET Rec'd 7/5/67.					
6. SPOT ANNOUNCEMENTS					
	1 min.	15	15x	52x	1000x
1	9.00	6.25	5.50	4.90	3.45
30	5.00	4.75	4.20	3.70	2.70
10 sec.	5.00	3.25	2.85	2.50	1.85

8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 5 min					
1 x	46.00	28.00	19.00	10.00	
13 x	43.75	28.85	18.10	9.55	
52 x	39.25	25.95	16.30	8.65	
260 x	34.75	21.25	14.50	7.75	

QUINCY

Grant County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KPOR

1957
Media Code 4 249 4180 5.00
Quincy Valley Broadcasters, Box 578, 806 S. Central Ave. Quincy, Wash. 98848. Phone 787-2721.

- PERSONNEL**
President—John DiMeco.
Vice-Pres. & Gen'l Mgr.—Don Nelson.
Secretary-Treasurer—Don Downing.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset Mon thru Sat; 7:00 am-local sunset Sun. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28b.
Contracts: 45, 47a.
Comb.; Cont. Discounts: 61a.
Affiliated with MBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME			
Rates effective March 4, 1966.			
7. PACKAGE PLANS			
	1 min	30 sec	
6 per wk or 52 ti	5.00	3.00	
12 per wk or 104 ti	3.55	2.84	
18 per wk or 156 ti	3.35	2.68	
24 per wk or 208 ti	3.15	2.52	
30 per wk or 312 ti	3.00	2.40	

8. PROGRAM TIME RATES			
	5 min		
6 per wk or 52 ti	7.50		
12 per wk or 104 ti	7.10		
18 per wk or 156 ti	6.70		
24 per wk or 208 ti	6.30		
1/4 hour—2 times 5-minute rate.	3.40		
1/2 hour—3 times 5-minute rate.			

RAYMOND

Pacific County—Map Location A-8
See SRDS consumer market map and data at beginning of the State.

KAPA

1950
Media Code 4 249 4275 3.00
Willis Broadcasting Co., Inc., 2065 Ocean Ave., Raymond, Wash. 98577. Phone 875-5661.

- PERSONNEL**
Co-owners—J. W. Reavley & R. E. Ciauneh.
- REPRESENTATIVES**
San Francisco—Advertising Sales West.
Washington-Oregon—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. 1340 kc. Non-directional.
Operating schedule: 6:30 am-6:30 pm. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a.
Basic Rates: 20b, 24c, 25a, 29a.
Contracts: 40a, 44b.
Comb.; Cont. Discounts: 61a.
Cancellation: 71a.
Prod. Services: 82.

TIME RATES

ET 7/15/66—Rec'd 8/3/66.			
6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	10 sec
*1 x	5.00	3.75	3.00
**PER WK: **PER YR:			
5 ti	50 x	4.50	3.40
10 ti	100 x	4.25	3.20
15 ti	150 x	4.00	3.00
20 ti	200 x	3.75	2.80
25 ti	250 x	3.50	2.60
30 ti	300 x	3.25	2.45
40 ti	400 x	3.00	2.25
50 ti	500 x	2.75	2.10
Special Rate:	1000 x	2.50	1.90

- (*) Guaranteed position rates.
(**) Run-of-schedule rates.
- PROGRAM TIME RATES**
- | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1/2 hr | 20.00 | 19.00 | 18.00 | 16.00 | 14.00 | 12.00 | 10.00 |
| 1/4 hr | 15.00 | 14.00 | 13.00 | 12.00 | 10.00 | 8.00 | 6.00 |
| 5 min. | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |

RENTON

King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KREN

1963
Media Code 4 249 4370 2.00
Washington Broadcasting Company, Box 218, 16800 22nd Ave. S., Renton, Wash. 98055. Phone 208-226-1420.

- PERSONNEL**
Station Manager—Joe Salvatore.
General Manager—Ray Pounder.
Program Director—Jack Regan.
- FACILITIES**
500 w.; 1420 kc. Directional.
Operating schedule: Sign-on 6:00 am-sign-off 7:00 pm. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 5.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 24b, 25a, 28a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 1 ET Rec'd 11/19/67.			
6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	
1 x	6.00	5.00	4.75
101 x	5.75	4.75	4.50
201 x	5.50	4.50	4.25
301 x	5.25	4.25	4.00
401 x	5.00	4.00	3.75

7. PACKAGE PLANS			
	1 min	30 sec	
PER WK:			
10 ti/2 days	5.50	4.50	
20 ti/2 days	5.25	4.25	
30 ti/3 days	5.00	4.00	
40 ti/4 days	4.75		
50 ti/5 days	4.50	3.50	

- SPECIAL FEATURES**
NEWSCASTS
PER WK, EA: 1-5 6-12 15-20 25-30 36-42
5 min..... 8.00 7.50 7.00 6.50 6.00
2-1/2 min..... 7.00 6.50 6.00 5.50 5.00
5-minute Newscasts include 20-second open and close plus 1-minute commercial.

RICHLAND-PASCO-KENNEWICK (4 AM; 1 PM)

Richland, Kennewick, Benton County—Map Location D-4.
Pasco, Franklin County—Map Location E-4.
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is the part of the time buying function to determine extent of coverage, audience delivered, etc., within the area.

KALE

1950
Media Code 4 249 4465 0.00
Subscriber to the NAB Radio Code
KALE, Inc., Box K, Pasco, Wash. 99301. Phone 509-547-3388.

WASHINGTON

- PERSONNEL**
President—W. R. Taft.
Vice-Pres. & Mgr.—L. G. Dix.
Chief Engineer—Bill Wolfenbarger.
- REPRESENTATIVES**
Bernard Howard & Co., Inc.
Seattle, Portland—Simpson & Associates Co.
- FACILITIES**
1,000 w.; 980 kc. Directional—nights only.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME			
No. 16 ET 7/1/68—Rec'd 11/11/68.			
6. SPOT ANNOUNCEMENTS			
PER WK:	PER MO:	PER YR:	1 min 30 sec 10 sec
5 ti	12 ti	x	6.00 5.00 4.00
12 ti	24 ti	x	5.75 4.75 3.75
18 ti	36 ti	x	5.50 4.50 3.50
24 ti	48 ti	x	5.00 4.00 3.00
30 ti	72 ti	x	4.50 3.50 2.50
42 ti	84 ti	x	4.00 3.25 2.75
84 ti	168 ti	x	3.75 3.00 2.50
168 ti	336 ti	x	3.50 2.75 2.25
336 ti	672 ti	x	3.00 2.50 2.00

- PACKAGE PLANS**
TOTAL AUDIENCE PLAN
A:
Minimum schedule of 1 every 4 hours equally spread over 24 hours; minimum 6 in 24 hours.
1-5 consecutive days—30%
7 consecutive days—40%
Sat midnight-Tues midnight—40%
B:
Swingshift 8 pm-midnight—40%
Graveyard shift midnight-4 am—80%.
- SPECIAL FEATURES**
NEWS
26x 52x 104x 156x 260x 520x 1040x
5 min..... 10.00 9.50 8.50 7.50 6.50 5.50 5.00
1-1/2 min..... 6.00 5.75 5.50 5.25 5.00 4.50 4.00
News TAP (1 daytime, 1 swing shift, 1 graveyard).
3 daily Newscasts earn same discounts as spots earn for 8 daily; see schedule A and B above. Use of schedule A or B is optional, but only 1 may be used at a time.

KCYS (FM)

1965
Media Code 4 249 4512 9.00
Three Rivers Broadcasting, Inc., Box 413, 745 The Parkway, Richland, Wash. 99352. Phone 509-946-6140.

- PERSONNEL**
President—Dr. Rjorn Lih.
Gen'l &

WASHINGTON

Richland-Pasco-Kennewick—KEPR—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21c, 21d, 22b, 24b, 25a, 25b, 25c, 25d, 30, 32a, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c, 51d, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z.
Cancellation: 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z.
Prod. Services: 80, 81, 82, 7 days.
Affiliated with American Information Network.

TIME RATES

Rates effective October 1, 1964.
Rates received September 21, 1964.
Class AA—8:00-9:00 am and 4:00-6:30 pm Mon thru Fri.
Class A—9:00 am-4:00 pm and 6:00 am-6:30 pm Sat and Sun.
Class B—All other times.

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER WK:	1 min 30 sec	1 min 30 sec	
Fixed	18 ti	4.25	3.75
position	8.00	6.50	3.75 3.25
Less than 6 ti	7.00	5.50	3.00 2.75
6 ti	5.50	4.75	2.75 2.50
12 ti	4.50		

CLASS A	
Fixed	18 ti
position	6.00 5.00 18 ti
Less than 6 ti	5.00 4.00 24 ti
6 ti	4.50 3.50 36 ti
12 ti	4.00 3.25 48 ti

CLASS B	
Fixed	18 ti
position	5.00 4.50 18 ti
Less than 6 ti	4.00 3.75 24 ti
6 ti	3.75 3.25 36 ti
12 ti	3.50 3.00 48 ti

7. PACKAGE PLANS

7-DAY SOUND VALUE PLAN
PER WK: 21 (5 scheduled in AA) 3.50
28 (7 scheduled in AA) 3.25
35 (10 scheduled in AA) 3.00
7-Day Sound Value Plan announcements must be spread proportionately over 7 days.
7-Day Plan announcements do not combine with Spot Announcements for greater discounts.
WEEKEND SPECIAL PLAN
PER WKND: 12 ti 3.50
18 ti 3.25
24 ti 3.00
Weekend Plan announcements must be equally divided between Saturday and Sunday.
Weekend Plan schedules may be combined with Spot Announcements for greater discounts.
All ID's are 50% of minute rate on any plan. ID's combine at rate of 2 ID's equal 1-minute for greater discounts.

8. PROGRAM TIME RATES	
1/2 hr.	40.00
1/4 hr.—60% of 1/2 hour.	5 min.—40% of 1/2 hour.

DISCOUNTS		
13x—5%	52x—15%	260x—25%
26x—10%	104x—20%	

KEPR-FM

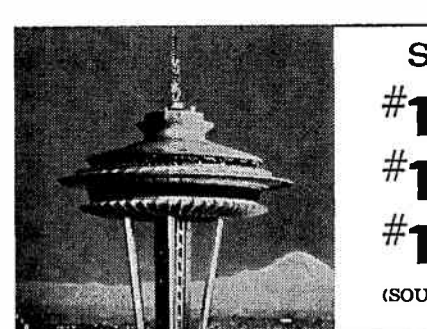


Media Code 4 249 4561 6.00
Cascade Broadcasting Co., Box 2648, Tri-Cities, Wash. 99301. Phone 509-547-0547.
Studio: 2807 W. Lewis, Pasco, Wash.
1. PERSONNEL President—Thomas C. Bostic.
General Manager—Dean W. Mitchell.
2. REPRESENTATIVES Adam Young Radio, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 6:30 am-midnight, PST.
Antenna ht.: 1,280 ft. above average terrain.
4. AGENCY COMMISSION 15% time only.
5. GENERAL ADVERTISING See coded regulations
See KEPR listing for coded regulations.

TIME RATES

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER WK:	1 min 30 sec	1 min 30 sec	
1 x, flat	4.25	3.75	3.10
PER WK:	5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti		
PER YR:	50x 100x 150x 200x 250x 300x 400x 500x		
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50 2.25			
30 sec 3.50 3.25 3.00 2.75 2.50 2.25 2.00 1.75			
10 sec 3.00 2.80 2.70 2.50 2.25 2.00 1.75 1.50			
YEAR END:	1 min 30 sec 10 sec		
1000 x	2.00 1.50 1.25		

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER WK:	1 min 30 sec	1 min 30 sec	
1 x, flat	4.25	3.75	3.10
PER WK:	5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti		
PER YR:	50x 100x 150x 200x 250x 300x 400x 500x		
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50 2.25			
30 sec 3.50 3.25 3.00 2.75 2.50 2.25 2.00 1.75			
10 sec 3.00 2.80 2.70 2.50 2.25 2.00 1.75 1.50			
YEAR END:	1 min 30 sec 10 sec		
1000 x	2.00 1.50 1.25		



Seattle's up to its ears in Kountry KAYO

#1 MEN 18-49/6-10 a.m. Whatever your demographic needs, Seattle's only Country/Western station delivers.

#1 WOMEN 18-49/6-10 a.m.

#1 WOMEN 18-49/10-3 p.m.

(SOURCE: Seattle-Everett-Tacoma three county metropolitan area Pulse, January-March, 1963, avg. 1/4 hour)

Sold nationally by
EVERETT-KNODEL, INC.

KORD

1956 PASCO



Media Code 4 249 4655 6.00
KORD, Box 2485, Pasco, Wash. 99301. Phone 509-547-0791.

1. PERSONNEL Pres. & Gen'l Mgr.—Wallace K. Reid.
Program Director—Roger Clawson.
2. REPRESENTATIVES Savilli/Gates, Inc.
Seattle, Portland—Cam-Co Broadcast Media Sales.

3. FACILITIES 1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION 15% time and talent; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 25a, 25a, 33a.
Contracts: 40a, 41, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.

If contract is not completed, advertiser will be billed for the time used within the bracket which has been fulfilled.

TIME RATES

Rates effective January 1, 1964. (Card No. 5.)
Card received January 31, 1964.

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER YR:	1 min 30 sec	1 min 30 sec	
1 ti	6.00	4.50	3.50 2.85
25 ti	5.40	4.05	3.40 2.40
50 ti	4.85	3.50	3.25 2.30
150 ti	4.25	3.05	3.00 2.15
250 ti	3.80	2.85	2.75 1.95
10 seconds—60% of 1-minute rate.			

7. PACKAGE PLANS

WEEKLY PROMOTION PLAN
—1 min— —30 sec—
ea tot ea tot
10 ti 4.20 42.00 3.45 34.50
15 ti 3.90 58.50 3.25 48.75
20 ti 3.75 75.00 3.05 61.00
25 ti 3.70 92.50 2.95 73.75
30 ti 3.55 106.50 2.85 85.50
35 ti 3.45 120.75 2.80 98.00
40 ti 3.30 132.00 2.65 106.00
50 ti 3.20 160.00 2.50 125.00
70 ti 2.95 206.50 2.35 164.50
10 seconds—60% of 1-minute rate.

MONTHLY SATURATION	
3 ti, for 90 days	3.25 292.50 2.50 225.00
6 ti, for 180 days	2.50 450.00 2.10 287.00
12 ti, for 360 days	2.00 720.00 1.75 630.00
10 seconds—60% of 1-minute rate.	

10. SPECIAL FEATURES

NEWS SEGMENTS
PER YR: 10 min 5 min 1 min
13 ti 12.80 8.00 4.80
18 ti 12.40 7.75 4.65
26 ti 12.00 7.50 4.50
52 ti 11.60 7.25 4.35
104 ti 11.20 7.00 4.20
156 ti 10.80 6.75 4.05
208 ti 10.40 6.50 3.90
260 ti 10.00 6.25 3.75
312 ti 9.60 6.00 3.60

KSMK

1940 KENNEWICK

Media Code 4 249 4750 5.00
Columbia View Properties, Inc., Box 8939, Kennewick, Wash. 99336. Phone 509-588-4165.

STATION'S PROGRAMMING DESCRIPTION
KSMK: Programmed for all ages, primarily adults, with NEWS, MUSIC, and SPORTS. Local two man news and play-by-play sports team cover community activities, fairs, rodeos, horse, auto, and boat races, high school football, basketball, and professional baseball. Local 10 min news reports 3 times daily, farm market twice daily. Network news on hour and half-hour. Country and western music, all phases, folk to modern, constitutes about 80% of the programming. Six AIR PERSONALITIES. Remote facilities. Contact Representative for further details.
Rec'd 7/13/67.

1. PERSONNEL President—Sam Volpentest.
Station Manager—Ralph H. Dalley.
Commercial Manager—Maury Kirkpatrick.
2. REPRESENTATIVES New York, Chicago, Los Angeles, San Francisco—Radio Time Sales/International.
Seattle—The Tacher Company.
3. FACILITIES 1,000 w. days, 250 w. nights; 1340 kc.
Operating schedule: 24 hours daily. PST.

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER YR:	1 min 30 sec	1 min 30 sec	
156 x	22	19	11
280 x	21	18	10
312 x	20	17	9
520 x	19	16	8
30 sec: 75% of applicable 1-min.			
10 sec: 50% of applicable 1-min.			

4. AGENCY COMMISSION 15%, no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60h, 60i.
Cancellation: 70c, 71a.
Affiliated with MBS Radio Network.

TIME RATES
Eff 1/1/67—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER WK:	1 min 30 sec	1 min 30 sec	
10 ti	50 ti 150 ti 1200 x	2.50 2.00 1.50	
8 ti	40 ti 100 ti 780 x	2.75 2.20 1.65	
6 ti	30 ti 75 ti 520 x	3.00 2.40 1.80	
5 ti	25 ti 50 ti 312 x	3.25 2.60 1.95	
4 ti	20 ti 40 ti 260 x	3.50 2.80 2.10	
3 ti	15 ti 30 ti 168 x	3.75 3.00 2.25	
2 ti	10 ti 20 ti 104 x	4.00 3.20 2.40	
1 ti	5 ti 10 ti 62 x	4.50 3.60 2.70	
10 sec: 50% of 30-sec.	Open	5.00 4.00 3.00	

8. PROGRAM TIME RATES	
1 hr.	30.00 33.00 36.00 39.00 42.00 45.00
1/2 hr.	18.00 19.80 21.60 23.45 25.20 27.00
1/4 hr.	12.00 13.20 14.40 15.60 16.80 18.00
10 min.	9.00 9.90 10.80 11.70 12.60 13.50
5 min.	6.00 6.60 7.20 7.80 8.40 9.00

SEATTLE (14 AM; 11 FM)

(including Bellevue)
King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying plan to function to the extent of individual station coverage, audience delivered, etc. within the area.

KAYO
1926 SEATTLE

EVERETT-KNODEL, INC.

Media Code 4 249 4845 6.00
Washington Telecasters, Inc., 2939 4th Ave. S., Seattle, Wash. 98134. Phone 206-623-2480.

1. PERSONNEL President—Jessica L. Longston.
General Manager—John H. Di Meo.
Sales Manager—Robert E. Pollock.
2. REPRESENTATIVES Avery-Knodel, Inc.
Portland, Oregon—The Tacher Company.
3. FACILITIES 5,000 w. days, 1,000 w. nights; 1150 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION 15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 23a, 24c, 25a, 25a, 25c, 25d, 32.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47b, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60g, 60i, 61a, 61b, 62a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Talk programs take 1-time rate, no discounts.
Rates are for station time and facilities 60%; services 40%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/68—Rec'd 10/28/68.
AA—Mon thru Fri 6-9 am & 8-9:30 pm.
A—Mon thru Fri 9 am-5 pm; Sat & Sun 6 am-6 pm.
B—Mon thru Fri 6:30 pm-midnight & 5-6 am.
C—Mon thru Fri midnight-5 am; Sat & Sun midnight-6 am.
6. SPOT ANNOUNCEMENTS 1 MINUTE

6. SPOT ANNOUNCEMENTS		CLASS AA	
PER YR:	AA A B C		
156 x	22 19 11		
280 x	21 18 10		
312 x	20 17 9		
520 x	19 16 8		
30 sec: 75% of applicable 1-min.			
10 sec: 50% of applicable 1-min.			

7. PACKAGE PLANS		MARKET BUSTER PLAN	
PER WK:	1 MINUTE	1 MINUTE	
AA	35 30 28 27 26 25	10 ti 15 ti 20 ti 25 ti	
B	30 26 24 23 22 21		
C	19 16 14 13 12 11		
	10 8 7 6 6		
	30 SECONDS		
AA	30 25 23 22 21 20		
A	27 23 21 20 19 18		
B	15 13 11 10 9 8		
C	8 6 5 4 4 4		
	WEEKEND SPECIAL PLAN		
	12 ti 18 ti 24 ti		
Per wknd, ea	17 16 16		
Must be equally divided between Sat & Sun. May combine with Market Buster for discounts.			
	7-DAY SOUND VALUE PLAN		
Per wk, ea	20 19 18		
Must be spread proportionately over 7 days. Does not combine with Market Buster Plan.			
	TOTAL AUDIENCE PLAN		
	(1/3 AA, 1/3 A, 1/3 B)		
PER MO:	24 ti 51 ti 102 ti 150 ti		
1 min.	15 15 14 13		
30 sec.	14 13 12 11		
	APPLICABLE TO ANY PLAN		
30 sec: 75% of 1-min. ID's: 50% of 1-min. 10-seconds combine at rate of 2 ID's equal to 1-minute for greater discounts.			

8. PROGRAM TIME RATES		CLASS AA	
PER YR:	1x 13x 26x 52x		
1 hr.	100 100 100 80		
1/2 hr.	60 75 70 60		
1/4 hr.	60 50 45 40		
	CLASS A		
1 hr.	100 80 70 60		
1/2 hr.	75 60 55 50		
1/4 hr.	50 40 35 30		
	CLASS B		
1 hr.	80 60 50 45		
1/2 hr.	60 45 40 35		
1/4 hr.	40 30 25 25		
	CLASS C		
1 hr.	60 40 30 25		
1/2 hr.	45 30 23 20		
1/4 hr.	30 20 15 18		

10. SPECIAL FEATURES

5-minute newscasts—applicable 1-minute rate plus 5.00.

KBBX (FM)
1958 SEATTLE

EVERETT-KNODEL, INC.

Media Code 4 249 4940 2.00
Market-Caster, Inc., Edgewater Inn, 2411 Alaskan Way, Seattle, Wash. 98121. Phone 2

K B I Q (FM)

1960
CITY OF LICENSE
EDMONDS



(This is a paid duplicate of the listing appearing under Edmonds, Wash.)
Media Code 4 249 1850 6.00
King's Garden, Inc., 19303 Fremont N., Seattle, Wash. 98133. Phone 206-546-3128.

STATION'S PROGRAMMING DESCRIPTION
KBIQ (FM): Programmed for adults and young adults.
MUSIC: 98%, NEWS/SPORTS: 1%. General popular music, standards, film music, original versions or adult/listenable arrangements of current popular, middle-of-the-road hits. Comprehensive ski reports in season. Frequent editorials. COMMERCIAL POLICY: 6 minutes maximum per hour. Talent and facilities available for remote broadcasts from shopping centers, store openings and/or sales, etc. Contact Representative for further details. Rec'd 1/6/69.

- PERSONNEL**
General Manager—Phill Butler.
Sales Manager—Paul Baker.
- REPRESENTATIVES**
National Time Sales.
- FACILITIES**
ERP 240,000 w.; 105.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 721 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60b, 60c, 60f, 60h, 61c.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGDN.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 ET 12/1/68—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	208x	312x	520x
1 min	10.00	9.50	9.00	8.50	8.00	7.00
30 sec	8.00	7.60	7.20	6.80	6.40	5.60
10 sec	5.00	5.00	5.00	5.00	5.00	5.00

7. PACKAGE PLANS
15/0 time only. Payable when rendered.
WEEKLY SATURATION PACKAGES
(Run of Schedule)

1 min	30 sec	1 min	30 sec
5 t	48	36	20 t
10 t	95	70	30 t
15 t	140	100	150

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 t	140	76	45	22
28 t	420	220	130	65
52 t	800	420	250	125
15 t	140	76	45	22

10. SPECIAL FEATURES
1-minute rate, plus 50%. (D)

K B L E
1947
SEATTLE



Media Code 4 249 5035 0.00
Eastside Broadcasting Co., 114 Lakeside Ave., Seattle, Wash. 98122. Phone 206-324-2000.

- PERSONNEL**
President—George A. Wilson.
General Manager—George W. Boucher.
Operations Manager—Anita Busck.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 97,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 1150 ft. above average terrain.
- AGENCY COMMISSION**
15% to recognized agencies.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21b.
Contracts: 40a, 44b.
Cancellation: 70a.

TIME RATES
Rates effective April 1, 1965. (Card No. 14.)
Card received April 12, 1965.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 t	10.00	7.50	104 t	8.50
28 t	9.50	7.00	312 t	8.00
52 t	9.00	6.50	824 t	7.50

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES
(Run of Schedule)

1 min	30 sec	1 min	30 sec
5 t	48	36	20 t
10 t	95	70	30 t
15 t	140	100	150

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 t	140	76	45	22
28 t	420	220	130	65
52 t	800	420	250	125
15 t	140	76	45	22

K B L E-FM
1964
SEATTLE

Media Code 4 249 5036 8.00
Eastside Broadcasting Company, 114 Lakeside Ave., Seattle, Wash. 98122. Phone 206-324-2000.

- PERSONNEL**
President—George A. Wilson.
General Manager—George W. Boucher.
Station Manager—Anita Busck.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 8,600 w.; 93.8 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,075 ft. above terrain.
- AGENCY COMMISSION**
15% on station time.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21b.
Contracts: 40a, 44b.
Cancellation: 70a.

TIME RATES
Rates effective January 1, 1965.
Card received April 12, 1965.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 t	6.00	4.50	104 t	4.50
28 t	5.50	4.25	280 t	4.25
52 t	5.00	4.00	824 t	4.00

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES
(110S)

1 min	30 sec	1 min	30 sec
5 t	27.50	21.00	20 t
10 t	50.00	40.00	30 t
15 t	75.00	58.00	135.00

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 t	60.00	40.00	26.00	13.00
28 t	55.00	36.00	23.00	11.50
52 t	50.00	32.00	20.00	10.00
130 t	45.00	28.00	17.00	8.50
280 t	40.00	24.00	14.00	7.00

K E T O (FM)
1959
SEATTLE



Subscriber to the NAB Radio Code
Media Code 4 249 5191 7.00
Cham-Air Inc., 1411 4th Ave. Bldg., Suite 1120, Seattle, Wash. 98101. Phone 206-682-1015.
Studio—17425 S. E. 63rd, Cougar Mt., Issaquah, Wash. 98027. Phone 206-748-1015.

- PERSONNEL**
General Manager—Kemper Freeman, Jr.
Station Manager—John Forrest.
Program Director—George Edgar.
- REPRESENTATIVES**
Gene Bowles Company.
- FACILITIES**
ERP 100 w.; 1540 kc. Directional.
Operating schedule: 8-2 am. PST.
FM-ERP 17,500 w.; 92.5 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,100 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

STATION'S PROGRAMMING DESCRIPTION
KETO (FM): Programmed for adults and young adults.
MUSIC: familiar popular albums, old and new standards, programmed in quarter hour segments.
NEWS: network news and features at half past hour.
AP wire service for local news. Stock reports and weather reports. COMMERCIAL POLICY: 8 minutes per hour at quarter hour breaks. Contact Representative for further details. Rec'd 4/12/68.

- PERSONNEL**
President—William E. Boeing, Jr.
General Manager—Jack J. Link.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 97,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 1150 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 61a.
Cancellation: 71a, 73a.
Prod. Services: 80.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 1/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS
ANNUAL PLAN—FIXED POSITION
(8 am-11 pm)

1 x	1 min	30 sec	1 min	30 sec
100 x	10.00	7.50	250 x	7.00
500 x	9.00	7.00	350 x	6.50
1000 x	8.25	6.50	500 x	6.00
1500 x	7.50	6.00	1000 x	5.00

7. PACKAGE PLANS
WEEKLY KEY PACKAGES

PER DAY:	PER WK:	1 min	30 sec
1 t	7 t	6.00	4.50
2 t	14 t	9.00	6.50
3 t	21 t	12.00	8.50
4 t	28 t	15.00	10.50
5 t	35 t	18.00	12.50
6 t	42 t	21.00	14.50
7 t	49 t	24.00	16.50
8 t	56 t	27.00	18.50
9 t	63 t	30.00	20.50
10 t	70 t	33.00	22.50

8. PROGRAM TIME RATES

PER WK:	1 t	3 t	5 t	7 t
6 am-11 pm	45.00	42.50	40.00	37.50
11 pm-8 am	27.00	25.50	24.00	22.50

CONSECUTIVE WEEKS DISCOUNTS
13 wk—5% 28 wk—10% 39 wk—15% 52 wk—20%

K F K F K F K F-FM
1958 1964



Subscriber to the NAB Radio Code
Media Code 4 249 5225 7.00
Bellevue Broadcasters, Box 008, Bellevue, Wash. 98004. Phone 206-454-1540.

- STATION'S PROGRAMMING DESCRIPTION**
KFKF: Programmed for adults and young adults.
MUSIC: general popular music mixed with 25% current hits. NEWS: 4 local newsmen, 2 mobile news units, 1 news helicopter. AP wire and beeper phones. 50% local and regional news, 50% national and international. News 5 min on hour and 2 min on half hour except 10 min news at 7 am, 8 am, noon, 5 pm & 8 pm. M-F. SPORTS: 1 sports announcer. 5 sports shows daily. Live play-by-play coverage of local high school and community college sports. Traffic reports and stock market reports during morning and afternoon traffic periods. Local public service and public affairs programs throughout week. Contact Representative for further details. Rec'd 7/7/69.
- PERSONNEL**
General Manager—Kemper Freeman, Jr.
Station Manager—John Forrest.
Program Director—George Edgar.
 - REPRESENTATIVES**
Gene Bowles Company.
 - FACILITIES**
ERP 100 w.; 1540 kc. Directional.
Operating schedule: 8-2 am. PST.
FM-ERP 17,500 w.; 92.5 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,100 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.

WASHINGTON

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4b, 4c, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44b, 46, 49.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 7/1/69—Rec'd 6/23/69.

AA—6-9 am & 4-6 pm.
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.
B—6-10 pm.
C—10 pm-2 am.

6. SPOT ANNOUNCEMENTS
CLASS AA

1 min	30 sec	10 sec
PER WK:	10 t	20 t
PER MO:	25 t	50 t
PER YR:	100x	200x
1 min	8.00	7.00
30 sec	7.00	6.00
10 sec	4.00	3.50
A: less 20%	B: less 30%	C: less 50%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
30% AA, 30% A, 20% B, 20% C. Spot rate less 30%.

8. PROGRAM TIME RATES
CLASS AA

1 hr	1/2 hr	10 min	5 min	2 min
PER WK:	80.00	40.00	20.00	14.00
PER MO:	3 t	5 t	10 t	15 t
PER YR:	8 t	12 t	25 t	35 t
1 hr	70.00	65.00	60.00	55.00
1/2 hr	38.00	34.00	32.00	30.00
10 min	18.00	17.00	16.00	15.00
5 min	13.00	12.00	11.50	10.75
2 min	10.00	9.50	9.00	8.50
A: less 20%	B: less 30%	C: less 50%		

K G D N
1954

CITY OF LICENSE
EDMONDS



Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Edmonds, Wash.)
Media Code 4 249 1900 9.00
King's Garden, Inc., 19303 Fremont N., Seattle, Wash. 98133. Phone 206-542-3130.

- PERSONNEL**
General Manager—Phill Butler.
Sales Manager—Paul Baker.
- REPRESENTATIVES**
Savalli/Gates, Inc.
- FACILITIES**
ERP 5,000 w.; 93.8 mc. Non-directional.
Operating schedule: 5 am-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not accepted.
FM facilities: KBIQ (FM).

TIME RATES
No. 9 ET 7/1/69—Rec'd 7/14/69.

AA—6-9 am & 3:30-6:30 pm.
A—9 am-3:30 pm, 6-8 am & 6:30-7:30 pm.
B—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS
CLASS AA

1 min	11.00	10.00	9.50	9.00	8.50	7.75	7.00
30 sec	9.00	8.00	7.50	7.00	6.50	5.75	5.00

CLASS A

1 min	10.00	9.50	9.00	8.50	8.00	7.00	6.50
30 sec	8.00	7.80	7.20	6.75	6.25	5.50	4.80

Fixed times, extra 10%.

7. PACKAGE PLANS
PER WK, ROS:

1 min	8.75	8.00	7.25	6.75	6.25
30 sec	7.00	6.50	5.75	5.25	4.75

10. SPECIAL FEATURES
NEWSCASTS

PER WK:	1 t	6+	1 t	6+
5 min	15.00	13.50	14.00	12.50
10 min	20.00	18.50	19.00	17.50
1/4 hr	25.00	23.50	24.00	22.50

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15% (D)

(Seattle continued on next page)

A NEW POLICY ON

RATING INFORMATION

... has become a matter of concern among firms and service organizations who produce and distribute rating data.

At SRDS we are also concerned because it is our responsibility to present objective information, to protect our subscribers from statements which misrepresent, mislead or are otherwise contrary to fact.

To live up to this responsibility, to serve the best interests of those who buy spot time, SRDS has instituted a new policy which is a requisite for acceptance of advertising in SRDS:

For all advertising copy referring to or incorporating ratings, SRDS requests...

- 1) rating claims be identified as to the actual date of rating report, stating time periods covered and also the specific month(s) and year upon which the information is based,
- 2) exact terminology of the rating service be employed, and
- 3) competing stations be referred to as stations "A," "B" and "C," not by call-letters.

3/3-RTV
6/66

You can't cover Yakima from Seattle or Spokane or Portland, either

SEATTLE PORTLAND SPOKANE

And in Yakima—KIT has a larger share of the audience than the next 3 stations combined.

—Hooper, February, 1969 (7 am-6 pm, Mon. thru Fri.)

KIT RADIO YAKIMA

AM Dial 1280 5000 Watts FM Dial 94.5 25,000 Watts

NATIONAL: MCGAVREN-GUILD-P.G.W. NORTHWEST: SIMPSON AND ASSOCIATES

WASHINGTON

Seattle—Continued

KING
1927
SEATTLE
BLAIR RADIO
NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 249 5510 2.00
King Broadcasting Co., 320 Aurora Ave., N., Seattle,
Wash. 98109, Phone 206-682-3555. TWX 206-998-
02.

1. PERSONNEL
Station Manager—Gerald D. Gawne.
General Sales Manager—Gene Wagner.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w.; 1090 kc. Directional—different pattern
day and night.
Partial simulcast operation. Simulcast from 5:45-9:05
am daily. For non-simulcast facilities see KING-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a,
27, 29a, 33a.
Contracts: 40c, 41, 42d, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and Blair Represented Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 9/4/68—Rec'd 9/10/68.
AAA—Mon thru Fri 8-10 am.
AA—Mon thru Fri 3:30-7 pm.
A—Mon thru Fri 10 am-3:30 pm; Sat & Sun 6 am-
7 pm.
B—Mon thru Fri 7-9 pm; Sat & Sun after 7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 x	30	24	18	21
52 x	28	22	17	19
156 x	26	20	16	17
260 x	25	19	15	16
312 x	24	18	14	15
520 x	23	17	14	14
780 x	22	16	13	13
1040 x	20	14	11	12

7. PACKAGE PLANS

PER WK:	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 x	22	17	13	14
52 x	20	15	12	11
156 x	18	13	11	10
260 x	17	12	10	9
312 x	16	11	10	8
520 x	15	10	9	7
780 x	14	9	8	6
1040 x	13	8	7	5

8. PARTICIPATING PROGRAMS

PER WK:	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 x	19	15	11	11
52 x	16	12	10	10
156 x	14	11	10	8
260 x	13	10	9	8
312 x	12	9	8	7
520 x	11	8	7	6
780 x	10	7	6	5
1040 x	9	6	5	4

9. SPECIAL FEATURES

PER WK:	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 x	55	49	47	45
52 x	45	41	39	37
156 x	35	31	29	27
260 x	25	21	19	17

10. SECTION II
(Preemptible on 4 weeks notice)

PER WK:	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 x	45	40	37	33
52 x	40	35	32	28
156 x	30	27	24	21
260 x	18	16	14	12

11. HELLO COURIER—1 minute rate plus 10%.

KING-FM

1947
SEATTLE

BLAIR RADIO

Media Code 4 249 5511 0.00
King Broadcasting Co., 320 Aurora Ave., Seattle,
Wash. 98109, Phone 206-682-3555.

1. PERSONNEL
Station Manager—Gerald D. Gawne.
Operations Manager—Jim Wilke.
General Sales Manager—Gene Wagner.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 20,000 w.; 98.1 mc.
Operating schedule: 5:45 am-midnight daily. PST.
Antenna ht.: 704 ft. above average terrain.
Partial simulcast operation. Operated separately from
9:05 am-midnight daily. For simulcast facilities see
KING.

4. AGENCY COMMISSION
Contact station.

5. GENERAL ADVERTISING See coded regulations
See KING listing for coded regulations.
Maximum of 4 commercial minutes per hour. A 1-min
spot will not be double spotted. Only 1-minute &
30-second spots accepted.

TIME RATES
ET 4/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1x		52x		156x		312x		520x		1040x	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	10.00	8.75	8.00	6.75	5.25	4.50	4.00	3.50	3.00	2.50	2.00	1.50
30 sec	8.75	7.50	7.00	6.50	5.50	4.75	4.25	3.75	3.25	2.75	2.25	1.75

7. PACKAGE PLANS

PER WK:	5 ti		10 ti		15 ti		20 ti	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	9.50	8.75	8.00	6.75	5.25	4.50	4.00	3.50
30 sec	7.50	7.00	6.50	6.00	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES
1/2 hr—3x applicable 1-min.
1 hr—5x applicable 1-min.

KIRO

1927
SEATTLE

CBS Radio Network

METRO RADIO SALES

Subscriber to the NAB Radio Code
Media Code 4 249 5605 0.00
KIRO, Broadcast House, 3rd & Broad, Seattle, Wash.
98121. Phone 206-624-7077.

1. PERSONNEL
Executive Vice-President—Lloyd Cooney.
Sta. & Gen'l Sales Mgr.—Wayne E. Killmer.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
50,000 w.; 710 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 gross time charges.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24a,
24c, 25a, 26, 28a, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 49, 50, 51a,
51b.
Comb.; Cont. Discounts: 60i, 60k, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Antenna ht.: 485 ft. above average terrain.
Member: CBS Radio Pacific Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. A Rev 8/28/68—Rec'd 8/30/68.
AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA		CLASS A	
	1 min	30 sec	1 min	30 sec
1 min	35	26	26	18
30 sec	32	24	18	15
6 ti, 1 per day Mon-Sat	30	23	18	15
12 ti, 2 per day Mon-Sat	28	21	14	14
18 ti, 3 per day, Mon-Sat	26	20	14	18

CLASS A

PER WK:	1 min		20/30		10 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	32	24	24	16	14	11
30 sec	30	23	21	14	13	10
6 ti, rotating Mon-Fri	28	21	18	13	12	9
12 ti, rotating Mon-Fri	26	20	18	12	11	8
18 ti, rotating Mon-Fri	24	18	12	11	10	7

CLASS B

PER WK:	1 min		20/30		10 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	28	21	14	11	10	7
30 sec	26	20	13	10	9	6
6 ti, 1 per day Mon-Sat	24	18	12	9	8	5
12 ti, 2 per day Mon-Sat	22	17	11	8	7	4
18 ti, 3 per day Mon-Sat	20	15	10	7	6	3
24 ti, 4 per day Mon-Sat	18	14	9	6	5	2
30 ti, 5 per day Mon-Sat	16	12	8	5	4	1

CLASS C

PER WK:	1 min		20/30		10 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	13	10	7	5	4	3
30 sec	12	9	6	4	3	2
6 ti, 1 per day any 6 days	11	8	5	3	2	1
12 ti, 2 per day any 6 days	10	7	4	2	1	1
18 ti, 3 per day any 6 days	9	7	3	1	1	1
24 ti, 4 per day any 6 days	8	6	2	1	1	1
30 ti, 5 per day any 6 days	8	6	2	1	1	1

7. PACKAGE PLANS

PER WK:	1 min		20/30		10 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	204	156	108	72	54	36
30 sec	288	216	144	96	72	48
6 ti, 1 per day	300	270	180	120	90	60
12 ti, 2 per day	504	378	252	168	126	84
18 ti, 3 per day	624	468	312	204	153	102

Rate protection 90 days.
Must be scheduled equally over 7 day period and ro-
tate within time classification.
Offered on preemptible basis at station's discretion
for full rate card advertiser. In event of preemption,
spots will be made good in comparable or better time
periods at earliest possible convenience and prior to
expiration of schedule.
Earn 52 consecutive weeks discount. Weekly Circulation
Plans do not contribute to Weekly Circulation
Plans for further weekly frequency. May combine
with minute, Newcasts, 20/30 seconds and ID's to
earn weekly frequency discounts on the face of card
rates only.

DRIVETIME SPECIALS

PER WK: 1 min 30 sec

Plan One—10 ti (5AA, 5A) flat	220	185
Plan Two—20 ti (10AA, 10A) flat	400	300

Rotate as indicated. 30 day rate protection.

HOUSEWIFE SPECIALS

Plan Three—15 ti B, flat	225	165
Plan Four—25 ti B, flat	325	250

Rotate as indicated. 30 day rate protection.
Drivetime and Housewife Specials have no further
discounts, and do not earn 52 consecutive weeks dis-
count. Do not combine with minutes, 20/30 seconds,
ID's or Weekly Circulation Plans to earn further
discounts. Offered on preemptible basis at station's
discretion for full rate card or higher rate adver-
tisers.
Frequency Combination: Minutes, Newcasts, 20/30
seconds and ID's may combine to earn weekly fre-
quency discounts.

Rate Protection: Rates quoted guaranteed for 28
weeks from effective date of any increase providing
advertising equalling weekly expenditure of 100.00
is actually running at time of effective date of in-
crease, and providing broadcasts continue without
interruption during rate protection period.

CONSECUTIVE WEEKS DISCOUNT
52 wk—10%
Discounts applied as earned. Only consecutive weeks
with expenditures of 100.00 or more may combine to
qualify for above discount.

KIRO-FM
1946
SEATTLE

Media Code 4 249 5606 0.00
KIRO, Broadcast House, 3rd & Broad, Seattle, Wash.
98121. Phone 206-624-7077.

1. PERSONNEL
Executive Vice-President—Lloyd Cooney.
Sta. & Gen'l Sales Mgr.—Wayne E. Killmer.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 18,500 w.; 100.7 mc. Stereo.
Operating schedule: 7-3 am. PST.
Antenna ht.: 485 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
See KIRO listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 10/1/67—Rec'd 9/20/67.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA		CLASS A	
	1 min	30 sec	1 min	30 sec
1 min	7.75	6.25	4.25	3.75
30 sec	4.00	3.25	3.00	2.75

TERM DISCOUNT
(Continuous week)

13 wk—3%	26 wk—6%	39 wk—10%	52 wk—15%
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KISW (FM)

1950
SEATTLE

Media Code 4 249 5700 9.00
SP&S, Box 3726, Seattle, Wash. 98124. Phone 206-
937-5100.

1. PERSONNEL
Executive Director—Lester M. Smith.
Station Manager—Pat O'Day.
General Sales Manager—J. Shannon Sweatte.

2. REPRESENTATIVES
McGavren-Guild-PGW Radio, Inc.

3. FACILITIES
ERP 19,500 w.; 99.9 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 14c, 15b.
Basic Rates: 21a, 21d, 24a, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81.
Affiliated with KJR.

TIME RATES
No. 1A ET 7/15/69—Rec'd 8/5/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1x		50x		100x		250x		500x		1000x	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	9.00	7.00	6.00	5.00	4.00	3.00	3.00	2.40	1.80	1.20	0.60	0.40
30 sec	7.20	5.60	4.80	4.00	3.20	2.40	2.40	1.90	1.40	0.90	0.60	0.40

KIXI

1947
SEATTLE

KIXI-FM

1960
SEATTLE

H-R Representatives, Inc.

Subscriber to the NAB Radio Code
Media Code 4 249 5795 9.00
Metropolitan Radio Corp., 1305 Third Ave., Seattle,
Wash. 98101. Phone 206-623-6910.

STATION'S PROGRAMMING DESCRIPTION
KIXI: Program for adults and young adults.
MUSIC: general popular, old and new standards.
Middle-of-the-road daytime, showtunes early eve-
nings, light semi-classic late evenings. NEWS: 5
man news staff broadcast 50% local interest news,
50% AP, UPI, UPI audio and Reuters news service.
Traffic and weather for adults frequently mornings and
afternoons. Stock market reports twice daily. COM-
MERCIAL POLICY limit 10 minute per hour drive
times, 12 minute per hour 9 am-4 pm, and 8 minutes
per hour after 8 pm. Contact Representative for
further details. Rec'd 11/1/68.

1. PERSONNEL
Vice-President & Gen'l Mgr.—Wally Nelskog.
National Sales Manager—Ned Sheridan.

2. REPRESENTATIVES
H-R Representatives, Inc.

3. FACILITIES
1,000 w.; 910 kc. Directional.
Operating schedule: 24 hours. PST.
ERP-ERP 79,000 w.; 95.7 mc.
Operating schedule: 24 hours. PST.
Antenna ht.: 1,100 ft. above average terrain.

4. AGENCY COMMISSION
15/0 of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
All spots and programs simulcast on AM and FM.
Affiliated with American Entertainment Network.

TIME RATES
No. 8 ET 11/1/68—Rec'd 10/30/68.
AAA—Mon thru Fri 5:30-10 am & 3:30-7 pm.
AA—Mon thru Fri 10 am-3:30 pm; Sat & Sun 6
am-6 pm.
A—Mon thru Fri 7 pm-midnight; Sat & Sun 6 pm-
midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA		CLASS A	
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7. PACKAGE PLANS
ROS ANNOUNCEMENTS
CLASS AA

1 ti.....	1 min	8.00	4.00	520 ti.....	1 min	(*)
52 ti.....		7.60	3.80	1040 or		6.40 3.20
104 ti.....		7.20	3.60	more ti.....		6.00 3.00
260 ti.....		6.80	3.40			

CLASS A

1 ti.....		4.80	2.40	520 ti.....		3.84 1.92
52 ti.....		4.56	2.28	1040 or		3.60 1.80
104 ti.....		4.32	2.16	more ti.....		3.60 1.80
260 ti.....		4.08	2.04			

(*) 20-second time signals and announcements.

8. PROGRAM TIME RATES
CLASS AA

PER WK:		1	2-4 or more
1 hr or 55 min		50.00	45.00 40.00
1/2 hr or 25 min		30.00	27.00 24.00
1/4 hr or 10 min		20.00	18.00 16.00
5 min		15.00	13.50 12.00

CLASS A

1 hr or 55 min		30.00	27.00 24.00
1/2 hr or 25 min		18.00	16.20 14.40
1/4 hr or 10 min		12.00	10.80 9.60
5 min		9.00	8.10 7.20

13 wk..... 5% 39 wk..... 15%
 26 wk..... 10% 52 wk..... 20%

KJR
 1923
 SEATTLE

RAB

Subscriber to the NAB Radio Code

Media Code 4 249 5890 8.00
 SP&S Radio, Box 3726, Seattle, Wash. 98124. Phone 206-937-5100.

- PERSONNEL**
 Executive Director—Lester M. Smith.
 Station Manager—Pat O'Day.
 General Sales Manager—J. Shannon Swette.
- REPRESENTATIVES**
 McGavran-Gulld—FGW Radio, Inc.
- FACILITIES**
 5,000 w.; 950 kc. Directional—night only.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15/0 net time; 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a,
 28a, 28c, 29a, 29b, 32h, 33a.
 Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47c,
 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 61b,
 62b.
 Cancellation: 70c, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: KISW (FM).
 Affiliated with American Contemporary Network.

TIME RATES

No. 19 Eff 12/1/68—Rec'd 1/10/69.
 AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm; Sun noon-6 pm.
 A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6-10 am & 7-10 pm; Sun 9 am-noon & 6-8 pm.
 B—Mon thru Sat 10 pm-1 am; Sun 6-9 am & 8 pm-midnight.
 C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	48	46	43	39	36
A	38	36	33	30	27
B	30	28	25	22	19

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
 TAP PLANS—1/3AA, 1/3A, 1/3B

PLAN:		B	C
PER WK:		12 ti	18 ti 24 ti
1 min. ea.		31	28 24

CONSECUTIVE WEEK DISCOUNT

26 wk—5%	52 wk—10%
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10. SPECIAL FEATURES

5-min Newscasts	1x	104x	260x
	55	50	45

KLSN (FM)
 1959
 SEATTLE

NAFMB

Media Code 4 249 5985 6.00
 Sight and Sound, 2510 N. University Village Mall, Seattle, Wash. 98105. Phone 206-524-3693.

- PERSONNEL**
 President—M. T. Clark.
 Vice-Pres. & Gen'l Mgr.—Cortlandt T. Clark.
 Program Director—L. C. Attinger.
- FACILITIES**
 ERP 10,000 w.; 96.5 mc. Stereo.
 Operating schedule: 24 hours daily. PST.
 Antenna ht.: 1,075 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
 General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14a, 15b, 16.
 Basic Rates: 20a, 21d, 22a, 22b, 23a, 24b, 28b, 30a, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z.
 Contracts: 40a, 44a, 45, 46.
 Comb.; Cont. Discounts: 60a, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80.
 All contracts subject to cancellation unless program starts within 30 days.
 Length of commercial copy:
 1 hour..... 4:30 min.
 1/2 hour..... 3:30 min.
 Participating programs..... 5:00 min.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Rates effective March 1, 1968. (Card No. 4.)
 Card received March 4, 1968.
 Class AA—5:00 pm-midnight Mon thru Sat; noon-11:00 pm Sun
 Class A—All other times.

8. SPOT ANNOUNCEMENTS
 (Fixed guaranteed times)

CLASS AA		1 min	(*)	1 min	(*)
1 ti.....		10.00	5.00	520 ti.....	8.00 4.00
52 ti.....		9.50	4.75	1040 or	7.50 3.75
104 ti.....		9.00	4.50	more ti.....	7.50 3.75
260 ti.....		8.50	4.25		

CLASS A

1 ti.....		6.00	3.00	520 ti.....	4.80 2.40
52 ti.....		5.70	2.85	1040 or	4.50 2.25
104 ti.....		5.40	2.70	more ti.....	4.50 2.25
260 ti.....		5.10	2.55		

(*) 20-second time signals and announcements.

7. PACKAGE PLANS
ROS ANNOUNCEMENTS
CLASS AA

1 ti.....	1 min	8.00	4.00	520 ti.....	1 min	(*)
52 ti.....		7.60	3.80	1040 or		6.40 3.20
104 ti.....		7.20	3.60	more ti.....		6.00 3.00
260 ti.....		6.80	3.40			

CLASS A

1 ti.....		4.80	2.40	520 ti.....		3.84 1.92
52 ti.....		4.56	2.28	1040 or		3.60 1.80
104 ti.....		4.32	2.16	more ti.....		3.60 1.80
260 ti.....		4.08	2.04			

(*) 20-second time signals and announcements.

8. PROGRAM TIME RATES
CLASS AA

PER WK:		1	2-4 or more
1 hr or 55 min		50.00	45.00 40.00
1/2 hr or 25 min		30.00	27.00 24.00
1/4 hr or 10 min		20.00	18.00 16.00
5 min		15.00	13.50 12.00

CLASS A

1 hr or 55 min		30.00	27.00 24.00
1/2 hr or 25 min		18.00	16.20 14.40
1/4 hr or 10 min		12.00	10.80 9.60
5 min		9.00	8.10 7.20

13 wk..... 5% 39 wk..... 15%
 26 wk..... 10% 52 wk..... 20%

KOL SEATTLE
 1922

KOL-FM SEATTLE
 1961

The Eastman Station

Media Code 4 249 6080 5.00
 Buckley Broadcasting Corp. of California, 1100 S. W. Florida St., Seattle, Wash. 98134, Phone 206-622-2312.

- PERSONNEL**
 Station Manager—Dick Curtis.
 General Sales Manager—Bob Relly.
 Program Director—Lan Roberts.
- REPRESENTATIVES**
 Robert E. Eastman & Co., Inc.
- FACILITIES**
 5,000 w.; 1300 kc. Directional—nighttime only.
 Operating schedule: 24 hours daily. PST.
 FM-ERP 5,000 w.; 94.1 mc.
 Operating schedule: 24 hours daily.
 Antenna ht.: 413 ft. above average terrain.
- AGENCY COMMISSION**
 15% Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3c, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20a, 21d, 23a, 24b, 24c, 25a, 25a.

WASHINGTON

Contracts: 40a, 41, 44b, 45, 46, 51b, Comb.; Cont. Discounts: 60e, 60i, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with Eastman.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 6 Eff 7/1/69—Rec'd 5/22/69.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
 B—Mon thru Sun 7 pm-midnight.
 C—Mon thru Sun midnight-8 am.

6. SPOT ANNOUNCEMENTS

PER YR:		A	A	B
1 min		30 sec	1 min	30 sec
50 x.....		29	23	26
150 x.....		27	22	24
350 x.....		26	21	23
500 x.....		24	20	21
750 x.....		22	18	19
1000 x.....		20	16	17

CLASS C

1 min, flat..... 5 30 sec, flat..... 4
 1 min, 60% of applicable 1-min. Combinable with other spots for frequency.

7. PACKAGE PLANS

PER WK:		A	A	B
1 min		30 sec	1 min	30 sec
10 ti.....		25	21	22
20 ti.....		23	20	18
40 ti.....		21	18	16
80 ti.....		19	16	14
160 ti.....		17	14	13

TOTAL AUDIENCE PLAN

(Daily 6 am-midnight—1/3AA, 1/3A, 1/3B)
 PER WK: 1 min..... 12 ti 24 ti 36 ti
 1 min..... 12 ti 24 ti 36 ti
 30 sec..... 17 16 14
 Not combinable for discount.
 ID's: 80% of applicable 1-min. Combinable with other spots for frequency.

10. SPECIAL FEATURES
 News—1-min rate plus 15%.

KOMO
 1926
 SEATTLE

American Information Network

KATZ RADIO WEST

NAB

RAB

Subscriber to the NAB Radio Code
 Media Code 4 249 6175 3.00
 Fisher's Island Station, Inc., 100 4th Ave., N., Seattle, Wash. 98109. Phone 206-634-6000. TWX 910-444-2253.

STATION'S PROGRAMMING DESCRIPTION
 KOMO: Programmed for adults.
AIR PERSONALITIES handle all segments. **MUSIC:** middle-of-the-road throughout day. **NEWS:** local news hourly at :57 followed by network news on hour plus three 15 min newscasts. Features: airplains traffic reports, stock market, ski, fishing, food and recipe news, school comments, recreation reports and marine weather. **SPORTS:** pro basketball, play-by-play football and sports reports daily and hourly on weekends. Product protection: 10 minute separation guaranteed. Contact Representative for further details. Rec'd 5/29/69.

- PERSONNEL**
 Pres. & Gen'l Mgr.—William W. Warren.
 Station Manager—Jay Ward.
 General Sales Manager—Fred Kaufman.
- REPRESENTATIVES**
 Katz Radio West.
 Portland-Simpson & Associates Co.
- FACILITIES**
 50,000 w.; 1000 kc. Directional—night only.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: *10b, 11b, 12b, 13b, 14b, 15d.
 Basic Rates: 20b, 22a, 24b, 24c, 25a, 27, 29a, 30, 33c.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 50, 51b, 51c, Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 (*) Applies to non-continuous users of 1,000 or more spots within contract year. Minimum rate holder 3 spots per week.
 (†) Minimum per week, 5 1-minute spots.
 Affiliated with American Information Network.
 Affiliated with Katz Radio A.I.D. Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 17 Eff 12/1/68—Rec'd 11/8/68.
 AA—Mon thru Sat 6-10 am.
 A—Mon thru Sat 3-7 pm.
 B—Mon thru Sat 5-6 am & 10 am-3 pm; Sun noon-7 pm.
 C—Mon thru Sun 7-11 pm; Sun 5 am-noon.
 D—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:		1 MINUTE	1 ti	12 ti	18 ti	24 ti
AA		45	38	33	32	31
A		35	33	30	29	28
B		30	25	23	22	21
C		25	20	18	17	16

(*) Within 1/2 hour periods.

PER YR:	250x	312x	500x	750x	1000x	1250x	1500x
AA	31.00	30.50	30.00	29.50	29.00	28.50	28.00
A	28.00	27.50	27.00	26.50	26.00	25.50	25.00
B	21.00	20.75	20.50	20.00	19.75	19.50	19.00
C	16.00	15.75	15.50	15.25	15.00	14.75	14.50

(This listing continued on next page)



KOMO COVERAGE EXPLODES AT NIGHT

In the daytime, KOMO's 50,000 watt signal blankets Western Washington. At night, it shoots out in all directions. Letters come from the Atlantic Coast, Hawaii; the Arctic, Mexico—even from Scandinavia. Hundreds of listeners write from California. KOMO's 24-hour programming is popular wherever it's heard... AND MOST OF ALL IN SEATTLE AND WESTERN WASHINGTON. See a Katz man for all the facts.

KOMO Radio 1000
DOMINATING WESTERN WASHINGTON
The Voice of KOMO Country

Shelton—K M A S—Continued

1. PERSONNEL
Co-Owner—Robert E. Sheatz.
Co-Owner—B. E. Jorgenson.

2. REPRESENTATIVES
Seattle, Portland—Hugh Felts & Associates.
Adam Young—Western States Radio Empire Division.
Deer, St. Lake—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.

4. AGENCY COMMISSION
15/2 time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 44a, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 61a, 62b.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES
Efr 3/67—Rec'd 3/3/67.

7. PACKAGE PLANS
PER WK: 1-6 tl 12 tl 18 tl 24 tl 30 tl
PER YR: 52x 104x 156x 208x 260x
1 min. 5.50 5.20 5.00 4.70 4.40
30 sec. 4.40 4.18 4.00 3.76 3.52
30 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES
PER WK: 1-5 tl 12 tl 18 tl 24 tl
PER YR: 52x 104x 156x 208x
5 min. 11.00 10.40 10.00 9.40
1/4 hr: 2x 5-min. 1/2 hr: 5x 5-min.

FM rates may be combined with AM rates for frequency discounts.
Affiliated with American Entertainment Network.

TIME RATES
Efr 4/1/68—Rec'd 3/7/68.

7. PACKAGE PLANS
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.

1 MINUTE
CLASS AA
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl
1 wk. 11.00 10.50 10.00 9.50 9.00
13 wk. 10.50 10.00 9.50 9.00 8.50
40 wk. 10.00 9.50 9.00 8.50 8.00
52 wk. 9.50 9.00 8.50 8.00 7.50

CLASS A
1 wk. 9.00 8.75 8.50 8.25 8.00
13 wk. 8.75 8.50 8.25 8.00 7.75
40 wk. 8.50 8.25 8.00 7.75 7.50
52 wk. 8.25 8.00 7.75 7.50 7.00

30/20 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
Flights need not be consecutive to earn weeks used within the year discounts.
AA and A spots may be combined for discounts.
AM and FM rates may be combined to earn frequency discounts.

KDNC-FM
1965
SPOKANE
R I A B

Media Code 4 249 6841 0.00
Independent Broadcasting Corp., Davenport Hotel.
Spokane, Wash. 99201. Phone 509-624-1440.

STATION'S PROGRAMMING DESCRIPTION
KDNC-FM: Programmed for adults.
MUSIC: general popular, film music, showtunes, standards. 80% instrumental, 20% vocal. 1 min of news once every hour. Contact Representative for further details. Rec'd 9/27/67.

1. PERSONNEL
President—Alexander P. Hunter.
Station Manager—Henry H. Hove.
Sales Manager—Les Scott.

2. REPRESENTATIVES
John C. Butler & Company, Inc.
Seattle, Portland—KBBX (FM) Radio.

3. FACILITIES
ERP 30,000 w.: 93.7 mc. Stereo.
Operating schedule: 7:00 am-midnight. PST.
Antenna ht.: 203 ft. above average terrain.

4. AGENCY COMMISSION
15%: bills due 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 26b, 29a, 32a, 33a.
Contracts: 40a, 42a, 44b, 47a, 51a.
Comb.: Cont. Discounts: 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 81.

TIME RATES
Efr 4/1/68—Rec'd 3/7/68.

7. PACKAGE PLANS
PER WK: 1 MINUTE—FIXED POSITION
6 tl 12 tl 18 tl 24 tl 30 tl
1 wk. 8.00 7.50 7.00 6.50 6.00
13 wk. 8.00 7.50 7.00 6.50 6.00
40 wk. 4.00 3.50 3.00 2.50 2.00
52 wk. 3.50 3.00 2.50 2.00 1.50

ROB
1 wk. 5.00 4.50 4.00 3.50 3.00
13 wk. 4.50 4.00 3.50 3.00 2.75
40 wk. 3.00 2.50 2.00 2.00 2.00
52 wk. 2.50 2.25 1.75 1.75 1.50

30/20 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.
AM and FM rates may be combined to earn frequency discount.

KG A
1926
SPOKANE

Media Code 4 249 6935 0.00
Liddle Broadcasting Corp., Box 141. Spokane, Wash.
99210. Phone 509-747-3141.

1. PERSONNEL
President—Grady A. Sanders.
Sales Manager—Troy Young.
Program Director—John Novak.

2. REPRESENTATIVES
H-R Representatives, Inc.

3. FACILITIES
50,000 w.: 1510 kc.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15/0 on station time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3c, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 28c, 28d, 30.
Contracts: 40a, 44a, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 29 Efr 4/1/68—Rec'd 3/20/69.

7. PACKAGE PLANS
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.
B—Sun thru Sat 7 pm-midnight.
C—Sun thru Sat midnight-6 am.

ROTATING PLAN PACKAGES—1 MINUTE
PER WK: 24 tl 18 tl 12 tl 6 tl 1 tl Fixed
AA 14 15 16 17 18 20
A 13 14 15 16 18 18
B 9 10 11 12 13 15
C: 50% of A.
30 sec or less: 75% of applicable 1-min.
10 sec or less: 50% of applicable 1-min.

DISCOUNTS
13 wk—15% 26 wk—20%
1-minute and 30-seconds may be counted to help earn frequency discounts on 10-second spots, but 10-second spots may not be counted to help earn frequency discounts on 1-minute or 30-seconds. Spots and programs may be combined to earn a greater frequency discount.

TOTAL AUDIENCE PLANS
PLAN: I II III
6-9 am 6 4 3
9 am-3 pm 6 6 3
3-7 pm 6 4 3
7 pm-midnight and/or weekends 6 4 3
PER WK, EA: 24 tl 18 tl 12 tl
1 min. 10 11 12

30 sec or less: 75% of applicable 1-min.
10 sec or less: 50% of applicable 1-min.

8. PROGRAM TIME RATES
A—9 am-3 pm.
B—7 pm-midnight.
C—midnight-6 am.

CLASS A
1/2 hr. 312x 260x 156x 104x 52x 28x 1x
1/4 hr. 30 40 41 42 43 44 45

CLASS B
1/2 hr. 53 55 57 59 61 63 65
1/4 hr. 33 34 35 36 37 38 39

C: 50% of applicable A.
Programs and spots may be combined to earn a greater frequency discount.

10. SPECIAL FEATURES
5-Minute News: 150% of earned 1-minute rate.
Includes 1-minute and open and close.
Farm Program 5-6 am: earned Class A rate.

CONSECUTIVE WEEK DISCOUNT
13 wk—15% 26 wk—20%
Rateholder: minimum 6 spots per week.

KHQ KHQ-FM
1922 SPOKANE 1961

Subscriber to the NAB Radio Code
Media Code 4 249 7030 9.00
KRQ, Inc., 4202 S. Regal St., Spokane, Wash. 99203.
Phone 509-534-0511. TVX 509-328-6068.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard O. Dunning.
Sales Manager—William Carroll.
Program Director—Chuck Heaton.

2. REPRESENTATIVES
Katz Radio, West.
Seattle & Portland—Art Moore and Associates, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.: 590 kc. Non-directional.
Operating schedule: 5:00 am-midnight: 7 am-11 pm Sun. PST.
FM FACILITIES
ERP 47,000 w.: 98.1 mc.
Operating schedule 3-11 pm. PST.
Antenna ht.: 2,031 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 62b, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with Katz Radio A.I.D. Plan.

TIME RATES
No. 25 Efr 5/1/68—Rec'd 4/17/68.

AA—Mon thru Fri 6-9:30 am.
A—Mon thru Fri 4-7 pm.
B—Mon thru Fri 9:30-4 pm; Sat & Sun 6:30 am-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 1 tl 6 tl 12 tl 18 tl 24 tl
AA 35 32 29 27 25
A 30 27 24 22 20
B 20 19 18 17 16
C 14 13 12 11 10

20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min.
Spots between classifications take the rates of the higher classification.

COMBINABILITY
All spots, regardless of length or classification, may be combined for discount purposes, as long as TAP spots of each length are properly distributed by time classifications.
Spots and program units may not be combined for discount purposes.

50/50 TRAFFIC PLAN
Advertiser scheduling at least half his weekly total of AA and A spots in a time will earn A rates on all such AA and A spots.

7. PACKAGE PLANS
PER WK: 12 tl 18 tl 24 tl
Plan I (1/3AA, 1/3A, 1/3 after 7 pm/weekend) 216 288 360
Plan II (1/4AA, 1/4A, 1/2 after 7 pm/weekend) 204 270 336
Plan III (1/6AA, 1/6A, 1/3B, 1/3C) 180 252 312

8. PROGRAM TIME RATES

A—6:30-9:30 am.
B—9:30 am-10 pm.
C—10 pm-6:30 am.

CLASS A
PER YR: 1x 52x 156x 260x 312x
1/2 hr. 90 85 75 70 66
1/4 hr. 60 55 50 45 42
5 min. 40 35 33 30 28

CLASS B
1/2 hr. 85 80 70 65 60
1/4 hr. 55 50 47 43 40
5 min. 38 34 32 28 26

CLASS C
1/2 hr. 80 70 65 60 55
1/4 hr. 50 45 43 40 38
5 min. 35 33 30 25 23

10. SPECIAL FEATURES
NEWS-WEATHER-FARM NEWS
(In addition to time costs)
5 min. 10 min. 1/4 hr.
Flat 5.00 7.50 10.00
News charges commissionable only.

KJRB
1947
SPOKANE

Subscriber to the NAB Radio Code
Media Code 4 249 7125 7.00
Seattle, Portland & Spokane Radio, Box 8007, Spokane, Wash. 99203. Phone 509-534-9833.

1. PERSONNEL
General Manager—Lester M. Smith.
Station Manager—Daniel A. Doelman.
Program Director—Mike Dalton.

2. REPRESENTATIVES
McGaven-Guild—PGW Radio, Inc.

3. FACILITIES
5,000 w.: 790 kc. Directional—night only.
Operating schedule: 24 hours daily except 11:00 pm Sun-5:00 am Mon. PST.

4. AGENCY COMMISSION
15% to station charges; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20b, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60k, 61b, 62b, 62e.
Cancellation: 71a.
Affiliated with American Contemporary Network.

TIME RATES
Efr 12/1/68—Rec'd 10/7/68.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 9 am-7 pm
A—Mon thru Fri 10 am-9 pm; Sat 6-9 am; Sun 6 am-7 pm; Mon thru Sun 7-9 pm.
B—Mon thru Sun 9 am-1 am.

6. SPOT ANNOUNCEMENTS
1 MIN: 1x 6x 12x 18x 24x
AA 25 23 21 19 18
A 20 19 17 15 14
B 17 16 15 13 12

30 sec: 80% of 1-min. 10 sec 50% of 1-min.
CONTINUOUS WEEK DISCOUNTS
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
1 min
12 tl, 6AA, 6A, 2B 17.00
18 tl, 6AA, 8A, 4B 15.50
24 tl, 9AA, 10A, 5B 14.00

KPEG
1957
SPOKANE

Media Code 4 249 7315 4.00
Radio Spokane, 6019 S. Crestline, Spokane, Wash.
99203. Phone 509-535-3688.

STATION'S PROGRAMMING DESCRIPTION
KPEG: Programmed for adults, 18 years old and over.
MUSIC: current hits, standards, general popular and country and western. NEWS: news and weather at :15 and :45. Length of news determined by its importance, usually 3 to 5 min. FARM: news at 6 & 6:30 am. Gardeners tips for city folks at 12:30 pm. Community interest announcements aired frequently, local commentary and editorial programs are featured several times a week. 16 minutes of commercial time allowed during each hour. Contact Representative for further details. Rec'd 12/19/68.

1. PERSONNEL
President—F. Kemper Freeman.
General Manager—W. R. "Dick" White.
Program Director—Ed Mosley.

2. REPRESENTATIVES
San Francisco—The Sandberg-Glenn Company.
New York, Chicago—Hurr, Smith Company, Inc.
Los Angeles—Harlan G. Oakes & Associates, Inc.

3. FACILITIES
5,000 w. days; 1980 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 24c, 26, 28b, 28c, 20a, 80, 31.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 47a, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(This listing continued on next page)

WASHINGTON

Spokane—K P E G—Continued

NATIONAL AND LOCAL RATES SAME
 Eff 9/1/68—Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS

1x	15x	25x	52x	156x	260x	312x
1 min	4.10	5.75	3.35	8.00	2.60	2.95
30 sec	3.15	2.95	2.50	2.25	1.85	1.75
10 sec:	60% of 1-min.					
Must be used within 12 consecutive months.						

7. PACKAGE PLANS

PER WK:	10 tl	30 tl	50 tl
1 min	3.70	2.85	2.40
30 sec	2.75	2.00	1.70
10 sec:	60% of 1-min.		
Must be used within 7 consecutive days.			

8. PROGRAM TIME RATES

1 hr	75.00	60.00	45.00	40.00	—
1/2 hr	50.00	40.00	30.00	25.00	—
1/4 hr	28.50	23.00	18.00	14.50	12.00
5 min.	7.50	6.85	6.25	5.60	5.00
Must be used within 12 consecutive months.					

10. SPECIAL FEATURES
 News Headline programs—En 3.00

KREM
 1946
 SPOKANE

BLAIR RADIO



Subscriber to the NAB Radio Code

Media Code 4 249 7410 3.00

KREM Broadcasting Co., 4103 S. Regal, Spokane, Wash. 99203. Phone 509-534-0423. TVX 510-773-1833.

- PERSONNEL**
 General Sales Manager—Jack E. Harris.
 Station Manager—Eugene W. Wilkin.
- REPRESENTATIVES**
 Blair Radio.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 970 kc.
 Directional—nighttime only.
 Operating schedule: 6:00-1:00 am. PST.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c.
 Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60b, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Blair Represented Network.
 Add 20% for guaranteed time programs.
 Rates include 40% programming and production services, 60% station time.

TIME RATES

Rates effective November 1, 1963.

Rates received October 4, 1963.

Add. pkg. plans eff. 11/5/65; rec'd 11/22/65.
 Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
 Class A—9:00 am-4:00 pm Mon thru Sat.
 Class B—After 7:00 pm Mon thru Sat: all day Sun.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 min	20/30	ID's
Specified position:		20.00	17.00	10.00
Less than 6 tl:		18.00	15.00	9.00
6 tl:		17.00	14.00	8.50
12 tl:		16.00	13.00	8.00
18 tl:		15.00	12.00	7.50
24 tl:		14.00	11.00	7.00
30 tl:		13.00	10.00	6.00
CLASS A				
Less than 6 tl:		16.00	13.00	8.00
6 tl:		15.00	12.00	7.50
12 tl:		14.00	11.00	7.00
18 tl:		13.00	10.00	6.50
24 tl:		12.00	9.00	6.00
30 tl:		11.00	8.00	5.50
CLASS B				
Less than 6 tl:		13.00	11.00	6.50
6 tl:		12.00	8.00	5.00
12 tl:		9.00	7.00	4.50
18 tl:		8.00	6.00	4.00
24 tl:		7.00	5.00	3.50
30 tl:		6.00	4.00	3.00

Minutes, station breaks and ID's may be combined for maximum frequency.

DISCOUNTS

28 wk 4% 52 wk 8%
 KREM/KREM-FM COMBINATION
 1 min, flat 3 30 sec, flat 2

- 7. PACKAGE PLANS**
- TOTAL AUDIENCE PLANS**
- 1 MINUTE**
- | | | | | |
|---|-------|-------|-------|-------|
| PER WK: | 1 wk | 13 wk | 26 wk | 52 wk |
| 25 tl (10AA, 10A, 5B) | 8.50 | 8.50 | 7.50 | 7.00 |
| 15 tl (6AA, 6A, 5B) | 11.00 | 10.00 | 10.00 | 9.50 |
| 20/30 seconds—80% of 1-minute rate. | | | | |
| 10 seconds—50% of 1-minute rate. | | | | |
| A consecutive schedule must be maintained to earn 13, 25 or 52 week discount. | | | | |
| In order to qualify for Plan Discounts, under any of the Announcement Plans, announcements must be ordered as Plan Schedules at the time of purchase. There will be no retroactive discounts. | | | | |

10. SPECIAL FEATURES
 5-minute news every hour on the hour and half hour between 6:00-9:00 am, noon-1:00 pm and 4:00-7:00 pm.

5-MINUTE NEWS PROGRAMS

PER WK:	CLASS AA	1 wk	13 wk	26 wk	52 wk
Less than 6 tl:		24.00	24.00	22.00	22.00
6 tl or more:		23.00	21.00	20.00	19.00
CLASS A					
Less than 6 tl:		18.00	17.00	16.00	15.00
6 tl or more:		17.00	16.00	15.00	14.00
CLASS B					
50% of Class A rates.					
(1/4 hour rates)					
Class AA					
1 wk	33.00	32.00	26 wk	29.85	28.90
4 wk	32.20	31.20	39 wk	29.10	28.20
8 wk	31.40	30.40	52 wk	28.40	27.50
13 wk	30.60	29.65			
Class A					
50% of Class A rates.					

KREM-FM
 1954
 SPOKANE



Subscriber to the NAB Radio Code
 Media Code 4 249 7411 1.00
 KREM Broadcasting Co., 4103 S. Regal St., Spokane, Wash. 99203. Phone 509-524-0423.

- PERSONNEL**
 General Sales Manager—Jack E. Harris.
 Station Manager—Eugene W. Wilkin.
 Program Director—Bob Adkins.
- REPRESENTATIVES**
 Blair Radio.
- FACILITIES**
 ERP 4,800 w.; 92.0 mc.
 Operating schedule: 6 am-midnight. PST.
 Antenna ht.: 683 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7a, 8.
 Rate Protection: 10b.
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Sold in combination with KREM. See that listing for rates.

TIME RATES

No. 4 Eff 1/1/60—Rec'd 1/22/69.
 AA—Specified fixed position.
 A—Best time available.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 tl	6 tl	12 tl	18 tl	24 tl
1 min		7.00	6.00	5.50	5.00	4.50
30 sec or less:		5.00	4.50	4.00	3.50	3.00
CLASS A						
1 min		6.00	5.50	5.00	4.50	4.00
30 sec or less:		4.00	3.50	3.00	2.50	2.00

KSP0
 1921
 SPOKANE



Media Code 4 249 7505 0.00
 Del Cody Bertholf, B.O.F. Bldg. 3rd & Monroe, Spokane, Wash. 99204. Phone 509-838-4288.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Del Cody Bertholf.
 Sta. & Sales Mgr.—Stephen Dean.
 Program Director—Hal Thomas.
- REPRESENTATIVES**
 Alan Turbet Associates, Inc.
 Seattle, Portland—The Teacher Company.
- FACILITIES**
 1,000 w. days; 250 w. nights; 1230 kc.
 Non-directional.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15/0 time and talent; 10th of month following.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20a, 21d, 22b, 23a, 24b, 28a, 28c, 29a, 32b, 33b.
 Contracts: 40a, 43, 44a, 45, 46, 47a, 48, 49, 51a.
 Comb.; Cont. Discounts: 60b, 60c, 61c, 62d.
 Cancellation: 71a, 72.
 Prod. Services: 80, 82.
 Affiliated with MBS.
 Member: Western States Radio Empire.

TIME RATES

Eff 1/1/69—Rec'd 2/21/69.

AA—6-10 am & 3-7 pm.					
A—10 am-3 pm.					
B—7 pm-6 am.					
6. SPOT ANNOUNCEMENTS					
PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
6 tl	52x	16.00	12.80	13.00	10.40
12 tl	104x	16.00	12.00	12.00	9.60
18 tl	156x	14.50	11.60	11.50	9.20
24 tl	208x	14.00	11.20	11.00	8.80
30 tl	312x	13.50	10.80	10.50	8.40

KTWD (FM)
 1955
 SPOKANE



Media Code 4 249 7600 9.00
 Denbrook Enterprises, Box 9065, West 504 Garland Ave., Spokane, Wash. 99209. Phone 509-327-4450.

- PERSONNEL**
 General Manager—Terry W. Denbrook.
 Vice-Pres. & Sta. Mgr.—R. Eldon Magnuson.
- FACILITIES**
 ERP 41,000 w.; 105.7 mc.
 Operating schedule: 9 am-midnight daily. PST.
 Antenna ht.: 36 ft. above average terrain.

- AGENCY COMMISSION**
 15/0 time and talent; payable 15th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 6b.
 Rate Protection: 10b, 11a, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 28a, 28c, 29a, 30, 33a.
 Contracts: 40a, 41, 42d, 43, 44a, 46, 47a, 48, 49, 51a.
 Comb.; Cont. Discounts: 60f, 60h, 61a, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a.
 Affiliated with American PAC Network.

TIME RATES
 Eff 12/1/67—Rec'd 11/2/67.

6. SPOT ANNOUNCEMENTS

1 min	1x	100x	350x	500x
30 sec		3.00	2.75	2.50
10 sec		2.75	2.50	2.25
Fixed position—extra, 10%.		2.50	2.25	2.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1x	25.00	20.00	17.50
100 x	22.50	17.50	15.00
350 x	20.00	15.00	12.50
500 x	17.50	12.50	10.00

KUDY
 1965
 SPOKANE

Media Code 4 249 7695 9.00
 KUDY Inc., Box 8022, Manito Sta., S. 5106 Palouse Hwy., Spokane, Wash. 99203. Phone 509-535-1795.

- PERSONNEL**
 Management Consultant—Thomas Wilmot Read.
 Sales Manager—J. Howard Thomas.
 Program Director—G. Foucha.
- REPRESENTATIVES**
 Weed Radio Corporation.
 TVII Enterprises. (Religious).
- FACILITIES**
 5000 w.; 1280 kc. Directional.
 Operating schedule: 4:55 am-sunset. PST.
- AGENCY COMMISSION**
 15% on time only.
- GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Rates effective April 15, 1965.
 Rates received April 8, 1965.

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	75.00	45.00	30.00	25.00
25 tl	60.00	40.00	27.50	22.50
50 tl	57.50	37.50	25.00	20.00
10 tl	55.00	35.00	22.50	17.50
500 tl	30.00	20.00	15.00	10.00

- SPECIAL FEATURES**
 Newscasts: 5 minutes at :30 and :55. Instant and local at :45.
- NEWSCASTS**
 (5 minutes to the hour)
 (6:30-9:00 am and 10:00-6:00 pm Mon thru Sat)
 1000 tl..... 5.00 25 tl..... 9.00
 500 tl..... 6.00 1 tl..... 10.00
 100 tl..... 7.50

RELIGIOUS PROGRAMS

1/4 hr daily (Mon thru Fri), flat	300
1/2 hr daily (Mon thru Fri), flat	400
1/2 hr (Sun), flat	100

KXLY
 1922
 SPOKANE



Media Code 4 249 7790 8.00
 Spokane Radio, Inc., 500 Boone Ave., Spokane, Wash. 99201. Phone 509-328-6202. TVX 510-773-1852.

- PERSONNEL**
 General Manager—Wayne McNulty.
 Sales Manager—Roy Albertson.
 Program Manager—Gary Giorgi.
- REPRESENTATIVES**
 John C. Butler & Company, Inc.
 Seattle, Portland—Simpson & Associates Co.
 Canada—Radio-Television Representatives, Ltd.
- FACILITIES**
 ERP 9,200 kc. Non-directional.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15% on net station time charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 General: 1a, 2b, 3a, 4a, 5, 6a.
 Rate Protection: 10b, 12b, 14b.
 Basic Rates: 20a, 21a, 24b, 29a, 33b.
 Contracts: 40a, 41, 44b, 48, 51a.
 Comb.; Cont. Discounts: 60b, 60d, 61b, 62b.
 Cancellation: 70a, 70d, 71a, 73a.
 Prod. Services: 82.
 Affiliated with CBS.
 Contract may be extended for an additional 6 months provided there has been no change in rates. In the event of a rate increase, existing contracts may be renewed for 6 months from the effective date of increase. The rate card in effect on the last day of the 6 months protection period will then apply.

TIME RATES

No. 21 Eff 1/1/69—Rec'd 3/6/69.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Fri 6-9 am & 4-7 pm.					
PER WK:	1 tl	5 tl	12 tl	18 tl	24+ tl
1 min	14	13	12	11	10
30 sec	11	10	9	8	7
ROS I—60% TRAFFIC					
1 min	12	10	8	7	6
30 sec	10	8	7	6	5
ROS II—50% TRAFFIC					
1 min	9	7	6	4	3
30 sec	7	6	5	4	3

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN
 (1/3 Traffic, 1/3 ROS Day, 1/3 Early Evening)

PER WK:	15 tl	30 tl	50 tl
1 min	6	5	4

KXLY-FM
 1959
 SPOKANE



Media Code 4 249 7791 6.00

Spokane Radio, Inc., W. 500 Boone Ave., Spokane, Wash. 99201. Phone 509-624-1218. TWX 510-773-1852.

- STATION'S PROGRAMMING DESCRIPTION**
 KXLY-FM: MUSIC: country and western programmed from top 50 country and western albums. (Commercials limited to 6 minutes per hour and news. Commercial interruptions at :18-:20, :28-:30 & :43-:45 past hour. News simulcast from KXLY-AM on hour. Contact Representative for further details. Rec'd 7/1/68.

- PERSONNEL**
 General Manager—Wayne McNulty.
 Sales Manager—Alex F. LaCou.
 Program Director—Monte Holmes.
- REPRESENTATIVES**
 John C. Butler & Company, Inc.
 Seattle, Portland—Simpson & Associates Co.
 Canada—Radio-Television Representatives, Ltd.
- FACILITIES**
 ERP 8,200 w.; 99.9 mc. Stereo.
 Operating schedule: 7:00-1:00 am. PST.
 Antenna ht.: 4,000 ft. above average terrain.
- AGENCY COMMISSION**
 15% on net station time charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations
 See KXLY listing for coded regulations.
 TV facilities: KXLY-TV.
 No more than 1 announcement per 1/4 hour in ROS time.
 Sponsored programs may contain 2 commercials per 1/2 hour; maximum 4 per hour.

TIME RATES

Rates effective March 1, 1965. (Card No. 3.)
 Card received February 22, 1965.

Class AA—6:00-10:00 pm daily.
 Class A—6:00 am-6:00 pm and 10:00 pm-1:00 am daily.

6. SPOT ANNOUNCEMENTS
 1 MINUTE OR LESS

PER WK:	CLASS AA	CLASS A	CLASS A
Flat		6.50	5.00
10 tl		50.00	35

KZUN-FM

1961
OPPORTUNITY



Media Code 4 249 7886 4.00
KZUN, Inc. Box 123, Spokane, Wash. 99206. Phone 509-924-2400.

- PERSONNEL**
General Manager—Robert L. Swartz.
Co-Manager—Arthur R. MacKevrie.
Sales Manager—Dick Wright.
- REPRESENTATIVES**
Don R. Pickens Co.
- FACILITIES**
ERP 3,300 w.; 96.1 mc.
Operating schedule: 8:00 am-11:00 pm. PST.
- AGENCY COMMISSION**
15% cash discount if paid by 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25c, 28a, 28c, 29a.
Contracts: 40a, 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
FM programmed separately from AM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1961. (Card No. 1.)
Card rec'd June 19, 1961.

6. SPOT ANNOUNCEMENTS

Per year:	Each	200 times	Each
1 time	3.50	200 times	2.70
25 times	3.25	300 times	2.40
50 times	3.20	400 times	2.10
100 times	2.95	500 times	1.80

SUMNER

Pierce County—Map Location C-3.
See SRDS consumer market map and data at beginning of the State.

KDFL

Media Code 4 249 7980 5.00
Puyallup Valley Broadcasting Co., Inc., Box 156, Sumner-Dieringer Rd., Sumner, Wash. 98390. Phone 206-863-1560.

- PERSONNEL**
Chief Engineers—Terry P. McMonagle, Brian K. Perkins.
 - REPRESENTATIVES**
Adam Young—Western States Radio Empire Division, Denver, Salt Lake City—Bob Hix Co., Inc. Seattle, Portland—Hugh Pettis & Associates.
 - FACILITIES**
250 w.; 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
 - AGENCY COMMISSION**
15/0 time and talent: 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24b, 25c, 28b, 28c, 29a.
Contracts: 40a, 44a, 46.
Comb.: Cont. Discounts: 60b.
Prod. Services: 80.
Member: Western States Radio Empire.
- TIME RATES**
ET 3/67—Rec'd 9/3/67.
- 7. PACKAGE PLANS**
- | PER WK: | 1-6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|--------|-------|-------|-------|-------|
| PER YR: | 52x | 104x | 156x | 260x | 312x |
| 1 min. | 4.50 | 4.25 | 4.05 | 3.80 | 3.60 |
| 30 sec. | 3.60 | 3.40 | 3.24 | 3.04 | 2.88 |
- 10 sec. ID's: 50% of 1-min.
- 8. PROGRAM TIME RATES**
- | PER WK: | 1-6 ti | 12 ti | 18 ti | 24 ti |
|-------------------|-------------------|-------|-------|-------|
| PER YR: | 52x | 104x | 156x | 260x |
| 5 min. | 9.00 | 8.50 | 8.10 | 7.60 |
| 1/4 hr: 2x 5-min. | 1/2 hr: 3x 5-min. | | | |

SUNNYSIDE

Yakima County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KREW

1950
Subscriber to the NAB Radio Code
Media Code 4 249 8075 3.00
Don G. Bennett, Box 149, 7th and Decatur, Sunnyside, Wash. 98944. Phone 837-2277.

- STATION'S PROGRAMMING DESCRIPTION**
KREW: Programmed for adults 6 am-8:30 pm. Middle-of-the-road music. Teenager's program 8:30-10 pm with top 40. Farm audience 6-7 am. Noon-1 pm news and features. NEWS: network and local 7-8 am, noon-12:45 pm, 5-6 pm, 7-7:36 pm, and on hour daily. News staff and equipment. SPORTS: university and local schools aft seasons. Community involvement. Mexican hour with personality and music 7:35-8:30 pm M-F. RELIGION: accepted Sun. 9-9:30 am M-Sat women's social news. Contact Representative for further details. Rec'd 7/17/67.
- PERSONNEL**
Owner—Don G. Bennett.

- REPRESENTATIVES**
Tracy Moore and Associates, Inc.
Washington, Oregon—Simpson & Associates Co.
Canada—Andy McDermott Sales Ltd.
- FACILITIES**
1,000 w. days; 250 w. nights; 1280 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm. PST.
- AGENCY COMMISSION**
15/0 on net time.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS and KBS Radio Networks.
Member: CBS Radio Pacific Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1964.
Rates received March 30, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
5 ti	22.00	17.00	35 ti	110.00
10 ti	38.00	30.00	50 ti	144.00
15 ti	54.00	40.00	70 ti	184.00
25 ti	82.00	65.00	100 ti	234.00

PER YR:

1 ti	5.50	4.50	500 ti	3.10	2.50
5 ti	4.40	3.40	700 ti	2.30	2.30
150 ti	4.00	3.00	1000 ti	2.60	2.00
250 ti	3.60	2.80	1500 ti	2.30	1.70
350 ti	3.20	2.60	2000 ti	2.00	1.40

MONTHLY CAMPAIGN
(Within 30 days)

PER DAY:	1 min	30 sec
3 ti	280.00	200.00
6 ti	420.00	340.00
12 ti	700.00	550.00
10 seconds—50% of 1-minute rate.	For specified times add 25%.	

TACOMA (4 AM; 3 FM)

(including Lakewood)
Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KLAY (FM)

- 1961
Media Code 4 249 8265 0.00
Clay Frank Huntington, 215 Tacoma Ave., S., Tacoma, Wash. 98402. Phone 206-827-3137.
- STATION'S PROGRAMMING DESCRIPTION**
KLAY (FM): Programmed for adults and young adults. Musical format with emphasis on instrumental standards. Unannounced selections with commercial breaks limited to 5 per hour. 5 min national and local newscasts featured on hour and half hour between 6 & 9 am, and on the hour between 9 am & 6 pm. Rec'd 7/12/67.
- PERSONNEL**
President—Clay Huntington.
Gen'l & Sales Mgr.—Stan Naccarato.
Program Director—Janet Huntington.
 - FACILITIES**
ERP 59,000 w.; 106.1 mc. Stereo.
Operating schedule: 6-2 am. PST.
Antenna ht.: 270 ft. above average terrain.
 - AGENCY COMMISSION**
15% on time only; no cash discount.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 29a.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c, 73a.
- TIME RATES**
ET 5/69—Rec'd 4/29/68.
- 6. SPOT ANNOUNCEMENTS**
- | FIXED POSITION | 1x | 200x | 500x | 1000x |
|----------------|------|------|------|-------|
| 1 min. | 4.00 | 3.50 | 3.00 | 2.75 |
| 30 sec. | 3.50 | 3.00 | 2.75 | 2.50 |
| 10 sec. | 3.00 | 2.50 | 2.25 | 2.00 |
- 7. PACKAGE PLANS**
- Weekly: 75% of earned rate. Yearly: 50% of earned rate. Monthly: 60% of earned rate.
- 8. PROGRAM TIME RATES**
- | FIXED POSITION | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min |
|----------------|-------|--------|--------|--------|-------|
| 1 x | 25.00 | 20.00 | 17.50 | 12.50 | 10.00 |
| 100 x | 22.50 | 17.50 | 15.00 | 10.00 | 8.00 |
| 300 x | 20.00 | 15.00 | 12.50 | 8.00 | 6.00 |
| 500 x | 17.50 | 12.50 | 10.00 | 6.00 | 5.00 |
| 1000 x | 15.00 | 10.00 | 8.00 | 5.00 | 4.00 |

KMO

1922
TACOMA
RAB

- Media Code 4 249 8360 9.00
Broadcast House, Inc., Box 1651, Tacoma, Wash. 98401. Phone 206-927-1360.
- STATION'S PROGRAMMING DESCRIPTION**
KMO: Country and western. NEWS: 5 min news before hour plus weather forecast on half hour with headlines 15 min editorial at noon. Public affairs. Personalities 24 hours daily. SPORTS: report at 15. Live coverage of all major sporting events. Remote broadcasts grand openings, etc. Contact Representative for further details. Rec'd 1/31/69.
- PERSONNEL**
President—Edward A. Wheeler.
Vice-Pres. & Gen'l Mgr.—James L. Balne.
Sales Manager—Jim Nelly.
 - REPRESENTATIVES**
Savalli/Gates, Inc.
Seattle, Portland—The Tacher Company.
Los Angeles—Hugh Wallace Company.
 - FACILITIES**
5,000 w.; 1380 kc. Non-directional.
Operating schedule: 24 hours. PST.

- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60f, 60g, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 2/1/69—Rec'd 2/11/68.

AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	25x	50x	100x	250x	500x	1000x
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti		
1 min.	12.00	10.00	8.00	7.00	6.00	5.00	4.00
30 sec.	11.00	9.00	7.00	6.00	5.00	4.00	3.00

CLASS A

1 min.	11.00	9.00	7.00	6.00	5.00	4.00	3.00
30 sec.	10.00	8.00	6.00	5.00	4.00	3.00	2.50

CLASS B

1 min.	9.00	7.00	5.00	4.00	3.00	2.75	2.50
30 sec.	8.00	6.00	4.00	3.00	2.50	2.25	2.00

ROS, BTA—6 AM-MIDNIGHT

1 min.	10.00	8.00	6.00	5.00	4.00	3.50	2.75
30 sec.	9.00	7.00	5.00	4.00	3.00	2.50	2.25

KOOD

1959
LAKESIDE
Media Code 4 249 8400 3.00
Timnankin, Inc., 10508 Stellacom Blvd., S. W. Tacoma, Wash. 98498. Phone 206-688-1480.

STATION'S PROGRAMMING DESCRIPTION
KOOD: Programmed for adults and young adults. MUSIC: full broadcast day from million seller library. Top adult appeal golden records of past 20 years. All albums, no singles. NEWS: major 10 min news at 8 am, noon, 5 pm. Headlines on half hour, important spot news stories as they happen. Greatest percentage of news locally and regionally oriented. Weather and local sports during am commute. M-Sat. RELIGIOUS: music and programming Sun am only. COMMERCIAL POLICY: maximum 18 minutes per hour. Support local community activities. Contact Representative for further details. Rec'd 2/21/68.

- PERSONNEL**
President—Robert D. Cooper.
Commercial Manager—Larry Roe.
Operations Director—Ed Jeffries.
 - REPRESENTATIVES**
Adam Young—Western States Radio Empire Division, Seattle, Portland—Hugh Pettis & Associates.
Denver, Salt Lake—Bob Hix Co., Inc.
 - FACILITIES**
1,000 w. days; 1480 kc.
Operating schedule: 0 am-local sunset. PST.
 - AGENCY COMMISSION**
15% time only; 10 days.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 12c, 14c.
Basic Rates: 23a, 23b, 23c, 24b, 26, 29a.
Contracts: 40a, 45, 46, programming Sun am only.
Comb.: Cont. Discounts: 60b, 62b, 62c.
Cancellation: 71a, 73a.
Member: Western States Radio Empire.
- TIME RATES**
ET 3/1/68—Rec'd 2/21/68.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|------|-------|-------|-------|-------|
| PER YR: | 52x | 104x | 156x | 260x | 312x |
| 1 min. | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| 30 sec. | 4.00 | 3.80 | 3.60 | 3.40 | 3.20 |
- 8. PROGRAM TIME RATES**
- | 5 MINUTES | 6 ti | 12 ti | 18 ti | 24 ti |
|------------------|------------------|-------|-------|-------|
| PER WK: | 52x | 104x | 156x | 260x |
| PER YR: | 52x | 104x | 156x | 260x |
| 30 sec. | 10.00 | 9.50 | 9.00 | 8.50 |
| 1/4 hr—2x 5-min. | 1/2 hr—3x 5-min. | | | |

KTAC

1941
TACOMA
American Entertainment Ntwk

JOHN C. BUTLER & COMPANY, INC.
Subscriber to the NAB Radio Code
Media Code 4 249 8455 7.00
Radio 850 Corp., Box 1004, Tacoma, Wash. 98401.
Phone 206-827-4933.

- PERSONNEL**
General Manager—Dale E. Watson.
Program Director—Tom Connors.
News Director—Fred Ross.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Seattle, Portland—Simpson & Associates Co.
- FACILITIES**
10,000 w.; 850 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0: 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62a.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Additional charge for sound effects and extra voices.
Affiliated with American Entertainment Network.

WASHINGTON

TIME RATES
No. 8 ET 8/1/69—Rec'd 7/31/69.

6. SPOT ANNOUNCEMENTS

WKLY:	MO	TU	WED	THU	FRY	SAT	SUN
6 ti	12 ti	1x					
12 ti	24 ti	100 x					
24 ti	48 ti	200 x					
36 ti	72 ti	250 x					
42 ti	84 ti	350 x					
84 ti	168 ti	500 x					
168 ti	336 ti	1000 x					

1 min 3 sec 10 sec
10.00 8.00 7.60 5.70
9.00 7.20 5.40
8.50 6.80 5.10
8.00 6.40 4.80
7.50 6.00 4.50
7.00 5.60 4.20
6.50 5.20 3.90
6.00 4.80 3.60

- 10. SPECIAL FEATURES**
- NEWS SPONSORSHIP**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1x | 50x | 70x | 100x | 175x | 300x |
| 5 min. | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
| 1 min. | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
- (*) News participation.
Additional discounts.
Minimum schedule 1 every 4 hours over a 24 hour period. Minimum of 6 to 24 hours.
1-8 consec days—30%
7 consec days—40%
Swing schedule 8 pm-midnight—40%
Overtime schedule midnight-8 am—40%
Use of discount schedules is optional, but cannot be combined.

KTAC-FM

1958
TACOMA
Media Code 4 249 8456 5.00
Radio 850 Corp., Box 1004, Tacoma, Wash. 98401.
Phone 206-827-4933.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Dale Watson.
Assistant Manager—Herb Pollock.
Program Director—Tom Connors.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Seattle, Portland—Simpson & Associates Co.
- FACILITIES**
ERP 2,700 w.; 103.9 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1000 ft. above average terrain.
- AGENCY COMMISSION**
15/0: 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See KTAC listing for coded regulations.

TIME RATES
No. 8 ET 8/1/69—Rec'd 7/31/69.

6. SPOT ANNOUNCEMENTS

WKLY:	MO	TU	WED	THU	FRY	SAT	SUN
6 ti	12 ti	1x					
12 ti	24 ti	100 x					
24 ti	48 ti	200 x					
48 ti	96 ti	500 x					

1 min 30 sec
5.50 4.40 3.60 2.80 2.00

10. SPECIAL FEATURES

NEWS SPONSORSHIP
(Hourly at 30)

1x	30x	70x	100x
8 min.	7.50	7.00	6.50
AM frequency combinable to establish FM rate only, on a yearly basis.			

KTNT

KTNT-FM

1952
TACOMA
Alan Torbet Associates, Inc.
Subscriber to the NAB Radio Code
Media Code 4 249 8550 5.00
Tacoma "News Tribune", 1701 S. 11th St., Tacoma, Wash. 98405. Phone 206-383-2561. TWX 206-475-3514.

- PERSONNEL**
General Manager—Max H. Bice.
Ass't & Sales Mgr.—Robert Zerbe.
Operations Manager—Glenn Brooke.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30-2 am. PST.
FM FACILITIES
ERP 10,000 w.; 97.3 mc.
Antenna ht.: 425 ft. above average terrain.
- AGENCY COMMISSION**
15/0: 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 41, 44a, 46, 51b.
Comb.: Cont. Discounts: 60d, 60

WASHINGTON

TOPPENISH

Yakima County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KENE

1954

Media Code 4 249 8645 8.00
Radio Broadcasters, Inc., Box 350, Toppenish, Wash.
98948. Phone 509-885-3900.

- PERSONNEL**
President—John R. DiMeo.
Vice-President—Don Downing.
General Manager—Al Wynn.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
Seattle, Portland—The Tacher Company.
- FACILITIES**
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 8 am-10 pm. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 27, 29a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

Rates effective February 27, 1964.
Rates received February 28, 1964.
Rev. (Prog.) rates received July 31, 1964.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 ti 5.40 4.20 150 ti 3.80 2.80
50 ti 4.20 3.50 300 ti 3.00 2.40
10-seconds—50% of the applicable 1-minute rate.
- PACKAGE PLANS**
PER WK: 1 min 30 sec 1 min 30 sec
10 ti 4.20 3.15 40 ti 3.50 2.80
20 ti 4.00 3.00 50 ti 3.40 2.50
30 ti 3.70 2.80
10-seconds—50% of the applicable 1-minute rate.
- PROGRAM TIME RATES**
5 MINUTES
1 ti 9.60 150 ti 6.60
50 ti 7.80 300 ti 6.00

VANCOUVER

Clark County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

See Portland, Ore.

(including Oregon City, Vancouver, Wash.)

WALLA WALLA (3AM)

Walla Walla County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KHIT

1956

Media Code 4 249 8740 2.00
Leader Broadcasting Co., Inc., Denny Bldg., Walla Walla, Wash. 99382. Phone 509-525-3190.

- STATION'S PROGRAMMING DESCRIPTION**
KHIT: Programmed for adults.
MUSIC: general popular, standards, film music, showtunes, middle-of-the-road. 3 air personalities emcee entire operation. NEWS: 5 min on hour, 2 min headlines on half hour, 15 min 7:30-7:45 am. 5 min farm news 8:15 am. Long range weather forecasts every hour at 15. U.S. Weather Bureau forecasts every 30 min. Comedy hour Mon only, noon-1 pm. Religious music Sat 8-8:30 am, Sun 9-9:30 am. Taped science show Sat 8:30-8:45 am. Taped discussion shows Sun 8-9 am. Maximum 18 minutes advertising in an hour. Contact Representative for further details. Rec'd 9/25/67.
- PERSONNEL**
Pres. & Gen'l Mgr.—Arch Le Roux.
- REPRESENTATIVES**
Savill/Gates, Inc.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle—Hugh Feltis & Associates.
Portland—The Tacher Company.
- FACILITIES**
1,000 w. days; 1320 kc.
Operating schedule: 8 am-local sunset. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 20b, 25a, 29a, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.

- SPOT ANNOUNCEMENTS**
1x 50x 150x 300x
1 min 6.00 5.50 5.25 4.85
30 sec 5.00 4.80 4.20 3.85
- PACKAGE PLANS**
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 5.80 5.65 5.50 5.35 5.20
30 sec 4.90 4.80 4.70 4.50 4.50

KTEL

1948

American Information Network



Subscriber to the NAB Radio Code
Media Code 4 249 8835 0.00
Walla Walla Broadcasting Co., Book Nook Bldg., Walla Walla, Wash. 99382. Phone 509-525-4103.
STATION'S PROGRAMMING DESCRIPTION
KTEL: 8:30-9 am programmed for adults, sports, local and network news, live garden club questions and answers with studio and telephones. 9 am-noon middle-of-the-road music designed for feminine audience. Noon-1 pm, local and network news and sports. 1-4 pm country and western music. 4-7 pm middle-of-the-road music designed for feminine audience and sports beamed at commuters. 7-8 pm classics. 8-11 pm teenage and young married music, news and interviews. Contact Representative for further details. Rec'd 8/14/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Keating.
Sales Manager—David Dirks.
Chief Engineer—Beven Roth.
- REPRESENTATIVES**
Pacific Northwest—Cam-Co Broadcast Media Sales.
San Francisco, Chicago, New York—The Sandberg-Glenn Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 8:30 am-11 pm Mon thru Sat; 8 am-10 pm Sun. PST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 5b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES

ET 10/1/67—Rec'd 10/13/67.

- SPOT ANNOUNCEMENTS**
1x 15x 25x 52x 104x 156x 260x
1 min 8.00 5.50 5.00 4.50 4.00 3.50 3.00
30 sec 5.50 5.00 4.50 4.00 3.50 3.00 2.50
20 sec: 70% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**
10 ti 15 ti 20 ti 25 ti
PER WK: 1 min 4.50 4.00 3.50 3.00
30 sec 4.00 3.50 3.00 2.50
If desired, choice of frequency instead of package rate.
- PROGRAM TIME RATES**
1x 15x 25x 52x 104x 156x 260x
1/2 hr 28.00 27.50 27.00 26.50 26.00 25.50 25.00
1/4 hr 19.00 18.50 18.00 17.50 17.00 16.50 16.00
5 min 12.00 11.50 11.00 10.50 10.00 9.50 9.00

KUJ

1928

CBS Radio Network

Media Code 4 249 8990 9.00
VBR Broadcasters, Inc., Box 513, U. S. Hwy. 410 East and Sudbury Rd., Walla Walla, Wash. 99382.
Phone 509-529-1230.

STATION'S PROGRAMMING DESCRIPTION
KUJ: Programmed for mass appeal; basic middle-of-the-road, some block periods of country and western, night time semi-classics. SPORTS: high school and college. Network news and personalities. Local and regional news. Farm news, stock reports, county agent reports both Oregon and Washington. State college agricultural reports. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**
Pres. & Gen'l Mgr.—Vern Russell.
- REPRESENTATIVES**
Seattle-Portland—Art Moore & Associates.
Midwest, East—Burn-Smith Company, Inc.
Western Area—Pacific Broadcast Sales.
- FACILITIES**
5,000 w.; 1420 kc. Directional—nighttime only.
Regional channel.
Operating schedule: 5:30 am-unlimited. PST.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with CBS Radio Network.
Member: CBS Radio Pacific Network.

TIME RATES

No. 16 ET 1/1/68—Rec'd 1/9/68.

- SPOT ANNOUNCEMENTS**
1x 15x 25x 52x 104x 156x 260x 312x
1 min 8.75 8.45 8.10 8.80 8.50 8.20 7.85 7.50
30 sec 5.75 5.45 5.10 4.80 4.50 4.20 4.10 3.75
- PACKAGE PLANS**
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti
1 min 8.50 8.45 8.30 8.15 8.00
30 sec 5.50 5.45 5.30 5.15 5.00
- PROGRAM TIME RATES**
1x 15x 25x 52x 104x 156x
1/2 hr 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hr 24.00 22.60 21.20 20.40 19.20 18.00
5 min 15.00 14.25 13.50 12.75 12.00 11.25

WENATCHEE (3 AM; 1 FM)

Chelan County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KMEL

1948

Media Code 4 249 9025 7.00
Frontier Broadcasting Co. of Wash., Box 638, Wenatchee, Wash. 98801. Phone 509-662-7135.

- PERSONNEL**
Pres. & Gen'l Mgr.—Craig Lawrence, Jr.
Sec'y-Treas.—Phillip E. Hather.
Program Director—Don Bernier.
- REPRESENTATIVES**
Adam Young-Western States Radio Empire Division.
Denver, Salt Lake City—Bob Hix Co., Inc.
Seattle, Portland—Hugh Feltis & Associates.
- FACILITIES**
250 w.; 1340 kc. Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 7:30 am-midnight Sun. PST.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a.
Member: Western States Radio Empire.

TIME RATES

No. 103 ET 1/1/68—Rec'd 4/7/68.

- PACKAGE PLANS**
1 min 30 sec 5.00 4.00
6 per wk or 52 ti 12 per wk or 104 ti 18 per wk or 156 ti 24 per wk or 280 ti 30 per wk or 312 ti
4.50 3.80 4.50 3.80 4.25 3.40 4.00 3.20
Non-package announcements may be counted to make up the minimum number required for a package. Package announcements may be combined with non-package announcements used during the same contractual year to determine frequency discounts on non-package announcements.
- PROGRAM TIME RATES**
5 MINUTES
6 per wk or 52 ti 10.00 18 per wk or 156 ti 9.00
12 per wk or 104 ti 9.50 24 per wk or 280 ti 8.50
1/4 hour is 2 times the 5 minute rate.
1/2 hour is 3 times the 5 minute rate.
- SPECIAL FEATURES**
News service charge 20%.

KPQ

1929

Media Code 4 249 9120 6.00
Westcoast Broadcasting Co., KPQ Radio Center Bldg., 22 N. Mission, Wenatchee, Wash. 98801. Phone 509-663-5291.

STATION'S PROGRAMMING DESCRIPTION
KPQ: Programmed for adults.
MUSIC: general popular, 4 man news staff, sports and farm director. 2 mobile news units, 35% air time news, sports, commentary. NEWS: local and regional 7 major blocks, 15 min or longer 6 am-10 pm and on hour. Sat and Sun 5 major newscasts. P.A.M.: news 8 days at 6:55 am & 12:35 pm, in-antenna, all markets applies to wheat, USDA farm and ranch area WX forecast. Contact Representative for further details. Rec'd 4/29/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—James W. Wallace.
Operations Manager—Ron Ruhser.
Merchandising Manager—Carl Fugitt.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Seattle-Portland—Simpson & Associates Co.
- FACILITIES**
5,000 w.; 560 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 28b, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60f, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES

ET 9/1/68—Rec'd 8/21/68.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 60x 120x 180x 300x 420x 525x 730x
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 42 ti
1 min 10.00 9.50 9.00 8.50 8.00 7.50
30 sec 7.50 7.10 6.75 6.40 6.00 5.80
- PROGRAM TIME RATES**
PER YR: 60x 120x 180x 300x 420x 525x 730x
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 84 ti
1 min 8.00 7.75 7.50 7.25 7.00 6.75 6.50
30 sec 6.00 5.75 5.25 4.90 4.50 4.10 3.75
10 sec: 60% of 1-min.

7. PACKAGE PLANS

24 HOUR TOTAL AUDIENCE PLAN
PER YR: 60x 120x 180x 300x 420x 525x 730x
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 84 ti
1 min 8.00 5.50 5.20 5.00 4.70 4.50 4.20
30 sec 4.60 4.20 3.90 3.80 3.50 3.40 3.10
10 sec: 60% of 1-min.
Minimum 6 per day. Rotated 1 hour per day, AA and A.

8. PROGRAM TIME RATES

CLASS AA
PER YR: 1x 60x 120x 180x 300x
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1/4 hr 32 28 27 27 27
5 min 20 18 17 15 14

CLASS A
1/2 hr 50 48 42 38 35
1/4 hr 29 28 24 22 21
5 min 18 15 14 13 12

8. SPOT ANNOUNCEMENTS

CLASS AA
PER YR: 60x 120x 180x 300x 365x 525x 730x
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 84 ti
1 min 14.00 13.00 12.40 11.80 10.80 10.00 9.60
30 sec 10.50 10.00 9.30 8.70 8.10 7.50 7.20

CLASS A
1 min 12.80 12.00 11.20 10.40 9.80 8.80 8.20
30 sec 9.60 9.00 8.40 7.80 7.20 6.80 6.00
10 sec: 60% of 1-min.

KPQ-FM

1987



Media Code 4 249 9121 4.00
Westcoast Broadcasting Co., KPQ Radio Center Bldg., Box 159, 22 N. Mission, Wenatchee, Wash. 98801.
Phone 509-663-5121.

STATION'S PROGRAMMING DESCRIPTION
KPQ-FM: Programmed for mass appeal.
MUSIC: generally recognizable music by chorus, ensembles and orchestras including film and show-tunes. NEWS: at 15. COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 4/29/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—James W. Wallace.
Sales Manager—Jim Wallace, Jr.
Operations—Gordon Sinclair.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Seattle, Portland—Simpson & Associates Co.
- FACILITIES**
ERP 35,000 w. (horiz.), 35,000 w. (vert.); 102.1 mhz.
Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 7,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 28b, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60f, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Sold in combination with KPQ. See that listing for rates.

TIME RATES

ET 9/1/68—Rec'd 8/21/68.

- SPOT ANNOUNCEMENTS**
PER YR: 60x 120x 180x 300x 420x 525x 730x
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 84 ti
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00
30 sec 6.00 5.75 5.25 4.90 4.50 4.10 3.75
10 sec: 60% of 1-min.

KUEN

1958

Subscriber to the NAB Radio Code
Media Code 4 249 9215 4.00
KUEN, Inc., Box 79, Wenatchee, Wash. 98801. Phone 509-663-5188.

- PERSONNEL**
President—Miller C. Robertson.
Vice-Pres. & Treas.—Matthew N. Clapp, Jr.
General Manager—Robert A. Sumbardo.
- REPRESENTATIVES**
Grant Webb & Company.
Seattle, Tacoma, Portland—Art Moore & Assoc., Inc.
- FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: sunrise-local sunset. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 29a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Member: CBS Radio Pacific Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 4/1/67—Rec'd 3/31/67.

- PACKAGE PLANS**
1 min 30 sec 10 sec
1x flat 5.00 4.00 2.50
*PER WK: 1 PER YR: 4.50 3.80 2.25
5 ti 100 x 4.00 3.20 2.00
15 ti 150 x 3.75 3.00 1.80
20 ti 200 x 3.50 2.80 1.75
25 ti 250 x 3.25 2.60 1.65
30 ti 300 x 3.00 2.40 1.50
40 ti 400 x 2.75 2.20 1.40
50 ti 500 x 2.50 2.00 1.25
100 x 2.40 1.90 1.20
- (*) ROS.
(†) Guaranteed position.
(This listing continued on next page)

Wenatchee-KUEN-Continued

PROGRAM TIME RATES

1 hr.	52x	156x	260x	812x
1/2 hr.	40.00	31.00	27.50	25.00
1/4 hr.	24.00	21.00	18.75	16.50
15 min.	16.00	14.00	12.50	11.00
5 min.	8.00	7.00	6.25	5.50

YAKIMA (5 AM; 1 FM)

Yakima County—Map Location D-4
See BUREAU consumer market map and data at beginning of the State.

KBBO

1947

Media Code 4 249 9310 3.00
Yakima Broadcasting Co., Box 172, Fair St. & 28th Ave., Yakima, Wash. 98901, Phone 509-248-1390.

- PERSONNEL**
General Manager—Arvid A. Erickson.
Program Director—Al Cherry.
- FACILITIES**
1,000 w. days, 500 w. nights; 1390 kc.
Directional—night only.
Operating schedule: 6:00 am-11:00 pm. PST.
- AGENCY COMMISSION**
15% on net time.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a.
Rate Protection: 10d, 11d, 12d, 14d, 16.
Basic Rates: 20b, 21d, 22a, 24c, 25c, 28a, 28c, 29b.
Contracts: 40a, 41, 44a, 44b, 44c, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 61b.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS Radio Network.

NATIONAL AND LOCAL RATES SAME
ET 1/1/67—Rec'd 1/9/67.

SPOT ANNOUNCEMENTS

1 min.	3.25	2.75	2.55	2.25	2.00	1.75
30 sec.	2.44	2.05	1.90	1.70	1.50	1.30
15 sec.	1.62	1.37	1.27	1.12	1.00	.87

(*) Less than 10 li.
Guaranteed times, extra 10%.

DISCOUNTS

13 wk—10%	52 wk—15%
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PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 x	35.00	25.00	18.00	10.00
13 x	32.50	22.50	15.00	8.00
26 x	31.00	20.00	13.00	7.00
52 x	28.00	18.00	11.00	6.00
104 x	26.50	18.50	10.00	5.75
156 x	25.00	15.00	9.50	5.50
208 x	23.50	13.50	9.00	5.00
280 x	22.00	12.50	8.50	4.75
312 x	20.00	11.00	8.00	4.25

KIMA

1944

Subscriber to the NAB Radio Code
Media Code 4 249 9405 1.00
Cascade Broadcasting Co., Inc., Box 702, KIMA
Radio Center, Terrace His., Yakima, Wash. 98901.
Phone 509-452-9111. TWX 510-777-5356.

- STATION'S PROGRAMMING DESCRIPTION**
KIMA: Programmed for young adults, 18-45, and teens.
MUSIC 70%: 5 am-7 pm, featuring jazz oriented, middle-of-the-road, showtunes, and comedy. AIR PERSONALITIES handle all segments featuring interviews, audience participation contests, remote broadcasts. ENTERTAINMENT: 7 pm-12M, featuring air personalities, rock, folk rock music, quizzes.
FARM: news, county agent, market report, farm bureau. NEWS: network, world, national, special events, local and regional 3 min every hour, news blocks at 6:45 am, noon, 5 pm, stock market, school reports, on-the-spot reports, 4 man staff, 8 mobile units. SPORTS: coverage of all local games and events, college games, network sports events, sports news every hour. Contact Representative for further details. Rec'd 8/21/67.
- PERSONNEL**
Manager—Monte O. DeVon.
Promotion Manager—Rob Horn.
 - REPRESENTATIVES**
Adam Young-VTM, Inc.
Portland & Seattle—Art Moore and Associates, Inc.
 - FACILITIES**
5,000 w.; 1460 kc. Directional—nights only.
Operating schedule: 5:00 am-midnight daily. PST.
 - AGENCY COMMISSION**
15% on station time only.
 - GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
10% discount when purchased in combination with KEPR.

TIME RATES
Rates effective October 1, 1964.
Rates received September 21, 1964.

Class AA—6:00-9:00 am and 4:00-6:30 pm Mon thru Fri.
Class A—9:00 am-4:00 pm and 6:00 am-6:30 pm Sat and Sun.
Class B—All other times.

SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	KIMA	KEPR	KIMA
Fixed Position	9.95	10.20	8.00	13.05
Less than 6	7.00	11.70	6.00	10.35
6 ti	6.50	10.80	6.50	9.20
12 ti	6.00	9.45	5.25	8.30
18 ti	5.75	9.00	5.00	7.65
24 ti	5.50	8.30	4.75	7.20
36 ti	5.00	7.20	4.25	6.30
48 ti	4.50	6.50	4.00	5.85

TIME RATES
Rates effective October 1, 1964.
Rates received September 21, 1964.

Class AA—6:00-9:00 am and 4:00-6:30 pm Mon thru Fri.
Class A—9:00 am-4:00 pm and 6:00 am-6:30 pm Sat and Sun.
Class B—All other times.

SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	KIMA	KEPR	KIMA
Fixed Position	9.95	10.20	8.00	13.05
Less than 6	7.00	11.70	6.00	10.35
6 ti	6.50	10.80	6.50	9.20
12 ti	6.00	9.45	5.25	8.30
18 ti	5.75	9.00	5.00	7.65
24 ti	5.50	8.30	4.75	7.20
36 ti	5.00	7.20	4.25	6.30
48 ti	4.50	6.50	4.00	5.85

CLASS A

PER WK:	1 min	KIMA	30 sec	KIMA
Fixed Position	8.00	12.50	6.00	9.90
Less than 6	6.00	9.90	5.50	8.55
6 ti	5.00	8.55	4.75	7.40
12 ti	4.50	7.65	4.00	6.50
18 ti	4.25	7.20	3.50	5.85
24 ti	3.75	6.30	3.00	5.15
36 ti	3.50	5.85	2.75	4.75
48 ti	3.25	5.40	2.50	4.25

CLASS B

PER WK:	1 min	KIMA	30 sec	KIMA
Fixed Position	6.00	9.90	5.00	8.55
Less than 6	5.00	8.10	4.00	7.00
6 ti	4.00	7.00	3.00	5.65
12 ti	3.75	6.50	2.75	5.25
18 ti	3.50	6.05	2.50	4.75
24 ti	3.25	5.65	2.25	4.25
36 ti	3.00	5.15	2.00	3.85
48 ti	2.75	4.75	1.50	3.15

- 7. PACKAGE PLANS**
7-DAY SOUND VALUE PLAN
- | | | | |
|---------|----------------------|------|------|
| PER WK: | 5 scheduled in AA | ea | KIMA |
| 21 ti | (5 scheduled in AA) | 4.00 | 6.75 |
| 28 ti | (7 scheduled in AA) | 3.75 | 6.30 |
| 35 ti | (10 scheduled in AA) | 3.50 | 5.85 |
- 7-Day Sound Value Plan must be spread proportionately over seven days. 7-Day Plan announcements do not combine with Spot Announcements for greater discounts.

- WEEKEND SPECIAL PLAN**
- | | | |
|-----------|------|------|
| PER WKND: | ea | KIMA |
| 12 ti | 4.25 | 6.75 |
| 18 ti | 3.50 | 6.00 |
| 24 ti | 3.25 | 5.40 |
- Weekend Plan announcements must be equally divided between Sat and Sun. Weekend Plan schedules may be combined with Spot Announcements for greater discounts.
All ID's are 50% of minute rate on any plan.
ID's combine at rate of 2 ID's equal 1-minute for greater discounts.

8. PROGRAM TIME RATES

1/2 hr.	40.
1/4 hr.	60% of 1/2 hour.
5 min.	40% of 1/2 hour.

DISCOUNTS

13x—5%	52x—15%	260x—25%
26x—10%	104x—20%	

KIT

1929

Media Code 4 249 9500 9.00
Goetz Enterprises, Inc., Box 1222, 114 S. 4th St., Yakima, Wash. 98901. Phone 509-457-8115.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack H. Goetz.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
Washington, Oregon—Simpson & Associates Co.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1280 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15a.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 40, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61a, 61d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Rates subject to change without notice.
Rate protection to anniversary date of contract.
Affiliated with American Information Network.

TIME RATES
No. 19 ET 5/1/68—Rec'd 4/3/68.

AAA—6-9 am and 4-7 pm.
AA—Noon-1 pm.
A—9 am-noon, 1-4 pm & 7 pm-midnight.
KIT All-Niter Show—Midnight-6 am.

SPOT ANNOUNCEMENTS

PER WK:	PER YR:	CLASS AAA	1 min	30 sec	10 sec
10 ti	1 x	8.10	6.95	5.20	
15 ti	50 x	7.90	6.70	5.10	
20 ti	100 x	7.65	6.50	5.00	
25 ti	200 x	7.45	6.30	4.80	
30 ti	250 x	7.25	6.10	4.75	
35 ti	500 x	6.80	5.80	4.60	
40 ti	750 x	6.80	5.65	4.65	
50 ti	1000 x	6.50	5.35	4.40	
70 ti	1500 x	6.20	5.05	4.25	

CLASS AAA

10 ti	1 x	6.00	4.85	3.65
15 ti	50 x	5.80	4.65	3.40
20 ti	100 x	5.60	4.40	3.40
25 ti	200 x	5.40	4.20	3.30
30 ti	250 x	5.20	4.00	3.20
35 ti	500 x	4.95	3.75	3.10
40 ti	750 x	4.75	3.50	2.85
50 ti	1000 x	4.40	3.20	2.80
70 ti	1500 x	4.10	2.85	2.85

CLASS A

10 ti	1 x	5.00	3.80	3.15
15 ti	50 x	4.90	3.70	3.05
20 ti	100 x	4.80	3.65	2.95
25 ti	200 x	4.70	3.45	2.80
30 ti	250 x	4.60	3.35	2.70
35 ti	500 x	4.45	3.20	2.60
40 ti	750 x	4.35	3.10	2.50
50 ti	1000 x	4.25	3.00	2.35
70 ti	1500 x	4.15	2.90	2.25

KIT All-Niter Show

50% of AA rates.

7. PACKAGE PLANS
MONTHLY SATURATION

WITHIN 30 DAYS; EA:	1 min	30 sec	10 sec
150 ti	4.80	3.60	3.00
300 ti	3.65	2.75	2.15
450 ti	3.05	2.40	1.85

Monthly Saturation scheduled proportionately in AAA, AA and A time periods, when available.

8. PROGRAM TIME RATES

1/4 hr.	10 min					
1 x	AAA	AA	A	AAA	AA	A
25 x	26	22	16	22	19	17
50 x	20	16	12	17	15	15
150 x	20	16	13	16	13	11
250 x	18	14	12	14	11	9
350 x	16	12	11	12	9	7
700 x	14	10	9	10	7	5

9 min

AAA	AA	A	AAA	AA	A
16	14	11	12	11	10
15	13	10	11	10	9
14	12	9	10	9	8
13	11	8	9	8	7
12	11	7	8	7	6
11	9	6	7	6	5
10	8	5	6	5	4

Capsule

AAA	AA	A	AAA	AA	A
16	14	11	12	11	10
15	13	10	11	10	9
14	12	9	10	9	8
13	11	8	9	8	7
12	11	7	8	7	6
11	9	6	7	6	5
10	8	5	6	5	4

10. SPECIAL FEATURES
RELIGIOUS RATES

1/4 hr.	26.00	1/2 hr.	40.00
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KIT-FM

1968
Media Code 4 249 9501 7.00
Goetz Enterprises, Inc., Box 1222, 114 S. 4th St., Yakima, Wash. 98901. Phone 509-457-8115.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack H. Goetz.
- REPRESENTATIVES**
McGavren-Guild—PGW Radio, Inc.
Washington, Oregon—William L. Simpson Associates Company.
- FACILITIES**
ERP 25,000 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht. 110.
- AGENCY COMMISSION**
15/10 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
See KIT listing for coded regulations.

TIME RATES
No. 1 ET 9/1/68—Rec'd 8/1/68.
AAA—6 am-midnight.
All-Niter—Midnight-6 am.

SPOT ANNOUNCEMENTS
AAA, SPECIFIED:

1 min	30 sec	10 sec
4.30	3.80	2.55
4.10	3.50	2.45
3.90	3.25	2.30
3.25	2.75	2.00
3.00	2.50	1.90
2.85	2.40	1.80
2.55	2.20	1.65
2.35	2.00	1.45
2.15	1.70	1.45
1.95	1.60	1.35
1.70	1.45	1.25

62-week contract, 10% discount.

ALL-NITER SHOW

PER	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
White EA:	45.00	84.00	117.00	144.00	165.00	180.00

7. PACKAGE PLANS
MONTHLY SATURATION

AAA, Within 30 days:	1 min	30 sec	10 sec
150 ti, ea.	2.40	1.80	1.45
300 ti, ca.	1.80	1.30	1.00

WEEKLY SATURATION

AAA, Within 7 days, EA:	1 min	30 sec	10 sec
10 ti	3.00	2.50	1.80
15 ti	2.95	2.45	1.75
20 ti	2.90	2.40	1.70
25 ti	2.80	2.35	1.65
30 ti	2.75	2.30	1.60
35 ti	2.70	2.25	1.55
40 ti	2.65	2.20	1.5

WEST VIRGINIA

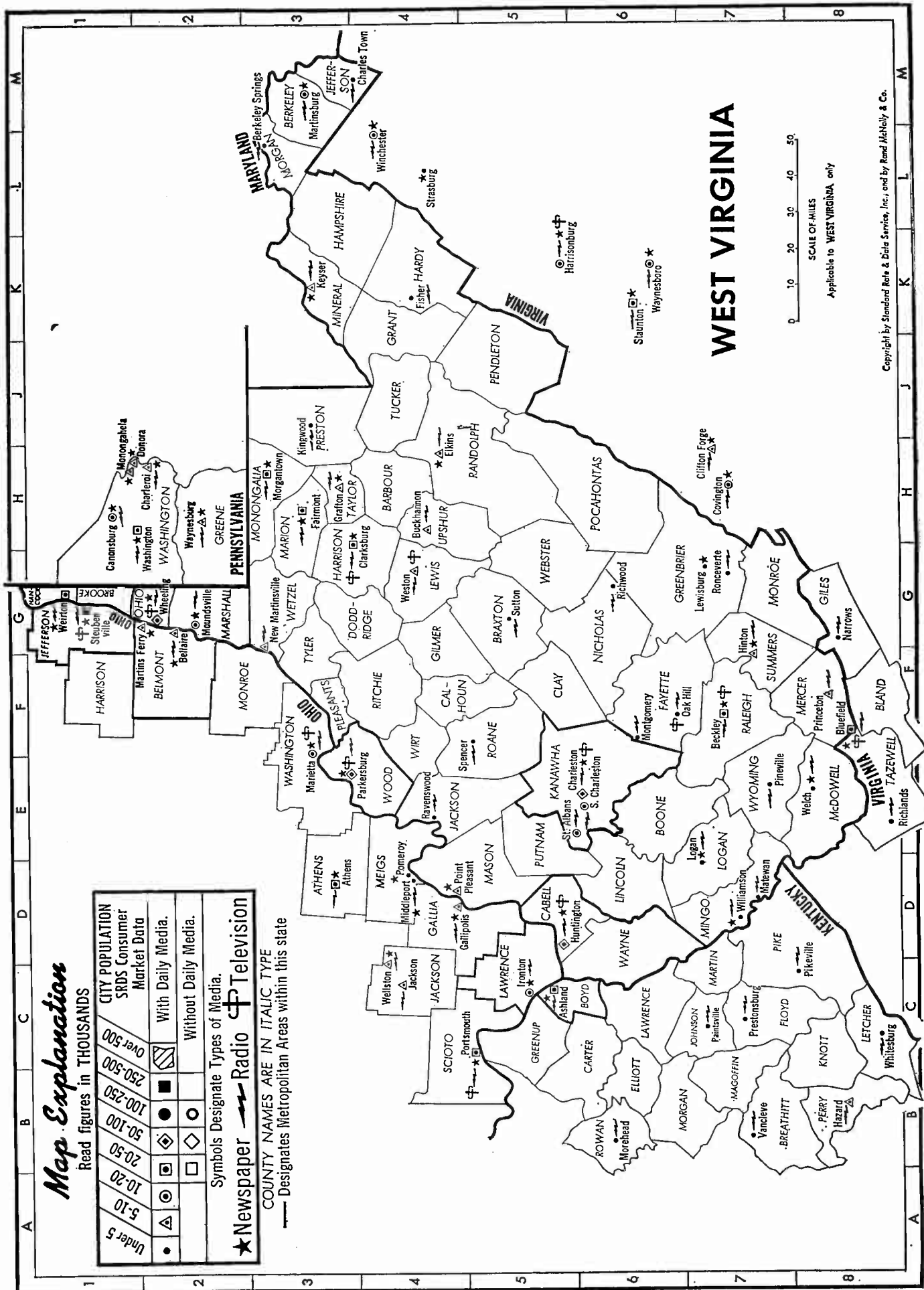
Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)

STATE TOTAL	61,900	Wheeling	3,100
METRO AREAS		Total Metros	30,000
Charleston	10,100	COUNTIES	
Huntington		Kanawha	10,100
Ashland	7,600	McDowell	10,700
Parkersburg	400	Total Counties	20,800
Steuersville-Weirton	8,800		



WEST VIRGINIA

WEST VIRGINIA

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

BECKLEY (3 AM; 1 FM)

Raleigh County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBKW (FM)



The Personality Station

Media Code 4 250 0140 1.00
Personality Stations, Inc., Box 1452, Beckley, W. Va.
25801, Phone 304-253-7311.

- PERSONNEL**
Pres. & Gen'l Mgr.—Joe L. Smith, Jr.
Sales Manager—Pat Roach.
- FACILITIES**
ERP 84,000 w. 99.5 mc.
Operating schedule: 6:00 am-midnight daily. EST.
Antenna ht.: 1,050 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 23a, 24a, 25a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 62b, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Affiliated with: WJLS.

TIME RATES

Eff 8/1/67—Rec'd 7/31/67.

- SPOT ANNOUNCEMENTS**
ROS: 1x 30x 60x 90x 180x 360x
Es 1.50 1.00 1.50 1.30 1.20 1.10 1.00
- PACKAGE PLANS**
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti 10 ti
Per wk: 10.00 17.50 21.00 26.00 30.00 55.00
Per mo: 40.00 70.00 84.00 104.00 120.00 220.00
- PROGRAM TIME RATES**
Daily 8-10 pm.
1 hr: 20.00 58.00 75.00 120.00
1/2 hr: 12.50 35.00 46.00 75.00
1/4 hr: 7.50 21.00 27.00 48.00
- SPECIAL FEATURES**
Capsule News—Earned announcement rate plus .50 per broadcast.

WCIR



Media Code 4 250 0280 5.00
Waldron Broadcasting Corp., Box 1063, Beckley, W. Va.
25801, Phone 304-252-8452.

- PERSONNEL**
President—T. M. Waldron.
General Manager—Thomas K. Martin.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
10,000 w. days, 1,000 w. critical hours; 1080 kc.
Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 16c.
Basic Rates: 20a, 20b, 21a, 21b, 23b, 24a, 24b, 24c, 25c, 28a, 29a, 30, 32a, 33c.
Contracts: 40b, 42a, 42c, 43, 44b, 45, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 12/12/66.

- SPOT ANNOUNCEMENTS**
1 MIN: 1x 6x 12x 18x 24x 30x
1 wk: 12.00 10.00 9.00 8.00 7.00 6.00
13 wk: 11.75 9.75 8.75 7.75 6.75 5.75
26 wk: 11.50 9.50 8.50 7.50 6.50 5.50
52 wk: 11.00 9.25 8.25 7.25 6.25 5.25

WJLS



The Personality Station

Media Code 4 250 0420 7.00
Personality Stations, Inc., WJLS Bldg., Beckley, W. Va.
25801, Phone 304-253-7311.

- PERSONNEL**
Pres. & Gen'l Mgr.—Joe L. Smith, Jr.
Sales Manager—Pat Roach.
- REPRESENTATIVES**
Burn-Smith Company, Inc.
Regional Rep. Corp.
- FACILITIES**
5,000 w. days, 500 w. nights; 500 kc.
Directional—nighttime only.
Operating schedule: 5:00-12:30 am weekdays. EST.
- AGENCY COMMISSION**
15/0 time only; bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 23a, 24a, 25a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 62b, 62d.
Cancellation: 70a, 70c, 72, 73a.

Prod. Services: 80, 82.
FM facilities: WBKV (FM).
Affiliated with CBS Radio Network.

TIME RATES

No. 10 Eff 10/1/64—Rec'd 9/28/64.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1 ti 12.00 8.00 156 ti 9.00 6.25
13 ti 11.50 7.75 260 ti 8.00 5.50
26 ti 11.00 7.50 512 ti 7.00 4.75
52 ti 10.50 7.25 500 ti 6.00 4.00
104 ti 10.00 7.00 1000 ti 5.00 3.25

7. PACKAGE PLANS

SPECIAL WEEKLY PACKAGES

- (1-12 weeks)
20/30
PER WK: 1 min 1 min
6-11 ti 10.00 7.00 24-27 ti 7.00 4.90
12-18 ti 9.00 6.30 30 or more 6.00 4.20
18-23 ti 8.00 5.60

- Additional Discounts
13-25 wks 10% 52 wks 20%
26-51 wks 15%

8. PROGRAM TIME RATES

- 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 70 42 25 18 10

WWNR



A Rabahl Station

Subscriber to the NAB Radio Code
Media Code 4 250 0560 0.00
Rabahl Broadcasting Co. Inc., 1708 Harper Rd.,
Beckley, W. Va. Phone 304-253-9330.

- PERSONNEL**
General Manager—Anthony P. Gonzalez.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 620 kc.
Directional—nighttime only.
Operating schedule: 6:00 am-midnight weekdays. EST.
- AGENCY COMMISSION**
15/0; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 44b, 46, 47a, 51b.
Comb.: Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with: KBS Radio Network.

TIME RATES

Rates effective September 4, 1965.

- SPOT ANNOUNCEMENTS**
1-MINUTE
Less than
1 week: 6 ti 11.00 9.00 8.00 7.00 6.00 5.00
13 weeks: 10.75 8.75 7.75 6.75 5.75 4.75
26 weeks: 10.50 8.50 7.50 6.50 5.50 4.50
52 weeks: 10.00 8.25 7.25 6.25 5.25 4.25

- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 44b, 46, 47a, 51b.
Comb.: Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with: KBS Radio Network.

- PERSONNEL**
President—N. Joe Rabahl.
- REPRESENTATIVES**
H-R Representatives, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 620 kc.
Directional—nighttime only.
Operating schedule: 6:00 am-midnight weekdays. EST.
- AGENCY COMMISSION**
15/0; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 44b, 46, 47a, 51b.
Comb.: Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with: KBS Radio Network.

8. PROGRAM TIME RATES

- 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 45.00 27.00 18.00 13.50 9.00
13 ti 42.75 25.65 17.10 12.82 8.55
26 ti 40.50 24.30 16.20 12.15 8.10
39 ti 38.25 22.95 15.80 11.47 7.65
52 ti 36.00 21.60 14.40 10.80 7.20
75 ti 33.75 20.25 13.50 10.12 6.75
104 ti 31.50 18.90 12.60 9.45 6.30
156 ti 29.25 17.55 11.70 8.77 5.85
260 ti 27.00 16.20 10.80 8.10 5.40

BERKELEY SPRINGS

(1 AM; 1 FM)

Morgan County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

WCST



Subscriber to the NAB Radio Code
Media Code 4 250 0700 2.00
Berkeley Springs Radio Station Corp., Box 8, Berkeley Springs, W. Va. 25411, Phone 304-258-1010;
Hancock, Md. 301-678-6217.

- PERSONNEL**
President—Vernon Weber.
Vice-Pres. & Gen'l Mgr.—Ken Robertson.
Program Director—Lynn Beckman.
- FACILITIES**
250 w. 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast during AM operational hours. For separate FM facilities see WCST-FM.
- AGENCY COMMISSION**
10% to recognized agencies.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 23a, 24b, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Sold in combination with WMSG, Oakland, Md. Announcements purchased on WMSG may be added to those purchased on WCST to earn the most favorable rate on both stations. Schedules need not be identical. 1,000 or more time on each station earns the minimum rate less 10%.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- No. 2 Eff 4/1/64—Rec'd 8/3/64.
A—Sign-on-6 pm.
B—6 pm sign-off.
 - SPOT ANNOUNCEMENTS**
1x 50x 200x 500x 1000+
A 2.25 2.00 1.75 1.50 1.25
B 2.00 1.75 1.50 1.25 1.00

8. PROGRAM TIME RATES

- CLASS A
1/2 hr 11.25 10.00 8.75 7.00
1/4 hr 6.75 6.00 5.25 4.50
5 min 4.50 4.00 3.50 3.00
- CLASS B
1/2 hr 10.00 8.75 7.50
1/4 hr 6.00 5.25 4.50
5 min 4.00 3.50 3.00 2.50

WCST-FM



Subscriber to the NAB Radio Code
Media Code 4 250 0701 0.00
Berkeley Springs Radio Station Corp., Box 8,
Berkeley Springs, W. Va. Phone 304-258-1010.
Hancock, Md. Phone 301-678-6217.

- PERSONNEL**
President—Vernon Weber.
Gen'l Sta. & Sales Mgr.—Kenneth Robertson.
Program Director—Lynn Beckman.
- FACILITIES**
ERP 9,000 w.; 93.5 mc.
Operating schedule: 6:00 am-11:00 pm Mon thru Fri;
6:00 am-11:30 pm Sat; 8:00 am-11:00 pm Sun. EST.
Antenna ht.: 70 ft. above average terrain.
Partial simulcast operation during AM operational hours. FM only from sunset-11 pm. For simulcast facilities see WCST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

- No. 2 Eff 4/1/64—Rec'd 11/10/64.
B-5 pm sign-off.
 - SPOT ANNOUNCEMENTS**
1 min 1.50 1.00 0.80 0.60 0.50 0.40
10 sec 3.75 3.50 3.25 3.00 2.75 2.50
 - PACKAGE PLANS**
PER WK: 12 ti 18 ti 24 ti 30 ti
1 min: 78.00 108.00 132.00 150.00
20/30 sec: 58.80 81.90 98.40 112.50
10 sec: 39.00 54.00 66.00 75.00

BLUEFIELD (2 AM; 1 FM)

Mercer County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WHIS



Subscriber to the NAB Radio Code
Media Code 4 250 0840 6.00
Daily Telegraph Printing Company, Broadcast Center,
East Cumberland Rd., Bluefield, W. Va. 24701.
Phone 304-327-7115. TWX 304-325-6966.

- PERSONNEL**
General Manager—John Shott.
Station and Sales Mgr.—George Hendrick.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1440 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with: NBC.

TIME RATES

- Eff 5/29/69.
AA—6-9 am & 4-7 pm.
A—9 am-4 pm & 7-8 pm.
B—8 pm-midnight.
 - SPOT ANNOUNCEMENTS**
PER YR: 1x 20x 52x 104x 156x 260x
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 48 ti
1 min: 9.00 8.00 7.00 6.00 5.00 4.00
10 sec: 7.20 6.40 5.60 4.80 4.00 3.20
30 sec: 4.50 4.00 3.50 3.00 2.50 2.00

- CLASS A
1 min: 6.00 5.00 4.00 3.50 3.00
30 sec: 4.80 4.00 3.60 3.20 2.80 2.40
10 sec: 3.00 2.50 2.25 2.00 1.75 1.50
- CLASS B
1 min: 5.00 4.50 4.00 3.50 3.00 2.50
30 sec: 4.00 3.60 3.20 2.80 2.40 2.00
10 sec: 2.50 2.25 2.00 1.75 1.50 1.25

WHIS-FM



Subscriber to the NAB Radio Code
Media Code 4 250 0841 4.00
Daily Telegraph Printing Co., Broadcast Center, East
Cumberland Rd., Bluefield, W. Va. 24701. Phone
304-327-7115. TWX 304-325-6966.

- PERSONNEL**
President—Hugh Shott.
General Manager—John Shott.
Sta. & Sales Mgr.—George Hendrick.
- REPRESENTATIVES**
Avery-Knodel, Inc.
- FACILITIES**
ERP 1,500 w.; 104.5 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 1170 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12a.

Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 24c, 31.
Contracts: 40a, 42a, 43, 45, 46, 51a.
Comb.: Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

No. 3 Eff 3/1/67—Rec'd 2/9/67.

- PACKAGE PLANS**
(ROS Mon thru Sun)
PER WK: 12 ti 16 ti 20 ti 24 ti 28 ti
Es 3.50 3.25 3.00 2.75 2.50
Maximum 1 minute.
- CONSECUTIVE WEEK DISCOUNTS**
26 wk—5% 52 wk—10%

WKOY



Media Code 4 250 0980 0.00
WKOY, Inc., Box 800, 623 Commerce St., Bluefield,
W. Va. 24701. Phone 304-327-6124.

- PERSONNEL**
Station Manager—Jack Darnell.
Chief Engineer—B. C. Kelly.
Program Director—Johnny Charles.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
1,000 w. days 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 1:00 am weekdays; 7:00 am-midnight Sun. EST.
- AGENCY COMMISSION**
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations
Basic Rates: 23a.
Affiliated with: MBS Radio Network.

TIME RATES

Rates effective July 1, 1965.

- Rates received March 2, 1966.
- SPOT ANNOUNCEMENTS**
1 min: 1.50 1.00 0.80 0.60 0.50 0.40
20/30 sec: 3.50 3.25 3.00 2.75 2.50
10 sec: 3.75 3.50 3.25 3.00 2.75 2.50

7. PACKAGE PLANS

- PER WK: 12 ti 18 ti 24 ti 30 ti
1 min: 78.00 108.00 132.00 150.00
20/30 sec: 58.80 81.90 98.40 112.50
10 sec: 39.00 54.00 66.00 75.00

Saturation packages may be cross combined to earn numerical frequency. Not subject to retro-active discounts.

8. PROGRAM TIME RATES

- 1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti 45.00 27.00 18.00 13.50 9.00
13 ti 42.75 25.65 17.10 12.82 8.55
26 ti 40.50 24.30 16.20 12.15 8.10
39 ti 38.25 22.95 15.80 11.47 7.65
52 ti 36.00 21.60 14.40 10.80 7.20
75 ti 33.75 20.25 13.50 10.12 6.75
104 ti 31.50 18.90 12.60 9.45 6.30
156 ti 29.25 17.55 11.70 8.77 5.85
260 ti 27.00 16.20 10.80 8.10 5.40

BUCKHANNON

Upshur County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WBUC



Subscriber to the NAB Radio Code
Media Code 4 250 1120 2.00
Radio Station WBUC, Inc., Box 71, Buckhannon,
W. Va. 26001, Phone 304-472-1460.

- PERSONNEL**
General Manager—Jesse D. Newman.
Sta. & Com'l Mgr.—Joe Barker.
- FACILITIES**
5,000 w. 1480 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 28b.
Contracts: 40a, 44a, 46.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 71a, 73b.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

CHARLESTON (7 AM; 5 FM)

(Including South Charleston, St. Albans)
Kanawha County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

WCAW

1946
CHARLESTON

The Eastman Station



Media Code 4 250 1260 6.00

Capitol Broadcasting Co., Box 4318, Charleston, W. Va. 25304. Phone 304-925-4986.

1. PERSONNEL

President—E. M. Johnson.
Vice-Pres. & Gen'l Mgr.—Paul Miles.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

10,000 w. days, 250 w. nights; 680 kc.
Directional—nights only.

Operating schedule: 6:00-1:00 am. EST.

4. AGENCY COMMISSION

15; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33d.

Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 48, 49, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60c, 60e, 61c, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 82.

TIME RATES

No. 9 ET 5/1/69—Rec'd 4/10/69.

6. SPOT ANNOUNCEMENTS

I—Mon thru Sat 6-10 am & 3-7 pm.

II—Mon thru Sat 10 am-3 pm.

III—Mon thru Sat 7 pm-1 am; Sun all day.

SECTION I

PER WK: 1 ti 12 ti 18 ti 24 ti

1 min 25.00 22.00 21.00 20.00

30/20 sec 20.00 17.00 16.80 16.00

10 sec 12.50 11.00 10.50 10.00

SECTION II

I min 20.00 18.00 17.00 16.00

30/20 sec 16.00 14.40 13.80 12.80

10 sec 10.00 9.00 8.50 8.00

SECTION III

I min 14.00 12.00 11.00 10.00

30/20 sec 11.20 9.60 8.80 8.00

10 sec 7.00 6.00 5.50 5.00

6. PROGRAM TIME RATES

6-min-1-1/2x applicable 1-min.

CONSECUTIVE WEEK DISCOUNTS

26 wk-4% 52 wk-8%

RATEHOLDER

Minimum wklly sched of 6 1-min spots 6 am-12 mid

Mon-Sun necessary to maintain consec wk advertising.

WCHS

1927
CHARLESTON

BLAIR RADIO

CBS Radio Network



A Rollins' Group Station

Media Code 4 250 1400 8.00

WCHS-AM-TV Corp., 1111 Virginia St. E., Charleston, W. Va. 25324. Phone 304-342-8131. TWX 504-666-8828.

For other Rollins' Group Stations see Rollins Broadcasting, Inc. listing.

1. PERSONNEL

President—O. Wayne Rollins.

General Manager—Ernest Saunders.

Program Director—John Kristof.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 580 kc. Directional—night only.

Operating schedule: 5:00-2:15 am. EST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 21, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c.

Comb.; Cont. Discounts: 60b, 60h, 60i, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS and Blair Represented Network.

Member: Rollins, Inc.

TIME RATES

ET 1/1/68—Rec'd 7/14/67.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—Mon thru Fri 10 am-3 pm.

B—Mon thru Fri 7-10 pm; Sat 6 am-7 pm; Sun noon-7 pm.

C—All other times.

7. PACKAGE PLANS

CLASS AA

WKLY: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti

1 min 30.00 25.00 23.00 22.00 20.00 18.00 16.00

20/30 24.00 20.00 18.40 17.60 16.00 14.40 12.80

ID's 18.00 15.00 13.80 13.20 12.00 10.80 9.60

CLASS A

1 min 20.00 18.00 16.00 14.00 13.00 12.00

20/30 16.00 14.40 12.80 11.20 10.40 9.60

ID's 12.00 10.80 9.60 8.40 7.80 7.20

CLASS B

WKLY: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti

1 min 15.00 12.00 11.00 10.00 9.00 8.00

20/30 12.00 9.60 8.80 8.00 7.20 6.40

ID's 9.00 7.20 6.60 6.00 5.40 4.80

CLASS C

1 min 10.00 8.00 7.00 6.00 5.00 4.50

20/30 8.00 6.40 5.80 4.80 4.00 3.60

ID's 6.00 4.80 4.20 3.60 3.00 2.70

(*) Specified position.

(†) Less than 6 ti.

Minutes, 20/30 seconds and ID's may be combined for maximum frequency.

DISCOUNTS

26 wks-4% 52 wks-8%

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

WKLY: (*) (†) 6 ti 12 ti 18 ti 24 ti 30 ti

AA 30 25 23 21 19 17

A 23 21 19 17 16 13

B 17 14 13 12 11 10

C 11 9 8 7 6 5

(†) Less than 6 ti.

WKAZ WKAZ-FM

1946 1951

Subscriber to the NAB Radio Code

Media Code 4 250 1680 5.00

WKAZ, Inc., Box 871, 210 Dickinson St., Charleston, W. Va. 25323. Phone 304-343-4556.

1. PERSONNEL

General Manager—Harvey Guenther.

Operations Director—Charles R. Turley.

Chief Engineer—Lester Lovejoy.

2. REPRESENTATIVES

McGivren-Guild—PGW Radio, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 950 kc.

Directional—night only.

Operating schedule: 24 hours daily. EST.

FM FACILITIES

ERP 9,000 w.; 97.5 mc.

Antenna ht.: 237 ft. above average terrain.

4. AGENCY COMMISSION

15%; no cash discount. No discounts on talent.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5.

Rate Protection: 10b, 11b, 12b.

Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.

Contracts: 40a, 45, 46, 47a.

Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Contemporary Network.

TIME RATES

No. 17 ET 9/1/68—Rec'd 8/21/68.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA

Fixed 6 ti 12 ti 18 ti 24 ti

1 min 30.00 18.00 17.00 16.00 15.00

20/30 sec 16.00 14.40 13.60 12.80 12.00

10 sec 10.00 9.00 8.50 8.00 7.50

CLASS AA

1 min 19.00 17.00 16.00 15.00 14.00

20/30 sec 15.00 13.60 12.80 12.00 11.20

10 sec 9.50 8.50 8.00 7.50 7.00

CLASS A

1 min 17.00 15.00 14.00 13.00 12.00

20/30 sec 13.60 12.00 11.20 10.40 9.60

10 sec 8.50 7.50 7.00 6.50 6.00

WKLC

1956

ST. ALBANS

Media Code 4 250 1700 1.00

WKLC, Inc., 109 Sixth Ave., St. Albans, W. Va. 25177. Phone 304-727-1300.

1. PERSONNEL

General Manager—Robert A. Entley.

3. FACILITIES

1,000 w. days; 1300 kc.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 22a, 22b, 23a, 24b, 26, 29a.

Contracts: 40a, 42a, 45, 46, 47a.

Comb.; Cont. Discounts: 60a, 61a, 61b.

Cancellation: 73a.

Affiliated with American Entertainment Network.

TIME RATES

Rates effective October 1, 1956.

Rates received November 2, 1956.

6. SPOT ANNOUNCEMENTS

One minute or 120 words live

1 time 4.00 280 times 3.85

13 times 3.85 512 times 3.00

52 times 3.00 500 times 2.50

STATION BREAK

National spot rate applies.

8. PROGRAM TIME RATES

1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time 48.00 29.45 16.50 7.20

13 times 46.60 27.25 14.15 6.84

52 times 40.80 22.45 11.85 6.48

156 times 31.20 15.60 8.58 6.40

260 times 26.40 14.40 7.28 6.68

312 times 24.00 12.00 6.60 8.98

WKLC-FM

1966

ST. ALBANS

Media Code 4 250 1701 9.00

WKLC, Inc., Box 558, St. Albans, W. Va. 25177. Phone 304-727-1300.

1. PERSONNEL

General Manager—Robert Entley.

Program Director—Randy Talley.

Sales Manager—Harry Anthony.

3. FACILITIES

ERP 50,000 w.; 105.1 mc. Stereo.

Operating schedule: 7-1 am. EST.

Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

See WKLC listing for coded regulations.

TIME RATES

ET—Rec'd 5/9/69.

Ea 1x 13x 52x 260x 312x 500x

4.00 4.60 4.20 3.75 3.50 3.00

WKNA (FM)

1960

CHARLESTON



Media Code 4 250 1820 7.00

Perfection Music, Inc. 816-20 Chelsea Drive, Charleston, W. Va. 25303. Phone 304-344-2395.

WEST VIRGINIA

Charleston—Continued

WVAF (FM)

1965
CHARLESTON

Media Code 4 250 2240 7.00

Capital Broadcasting Corp., Box 4318, Charleston, W. Va. 25304. Phone 304-926-7829.

STATION'S PROGRAMMING DESCRIPTION
WVAF (FM): Programs sacred and gospel music complete with guest interviews, community announcements, both live and tape recorded church services and sermons as well as bible studies. Contact Representative for further details. Rec'd 1/15/69.

1. PERSONNEL

President—E. M. Johnson.
Station Manager—Bill Jeffers.

2. REPRESENTATIVES

Contact station direct.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 09.9 mc. Operating schedule: 6 am-midnight. EST. Antenna ht.: 497 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 29a, 29b, 30, 33d. Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60c, 60e, 61c, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 82.

Alcohol and tobacco advertising not acceptable.

Affiliated with American FM Network.

TIME RATES

ET 3/1/69—Rec'd 1/15/69.

6. SPOT ANNOUNCEMENTS

1 min or less, flat 2.35

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Per wk	40.00	25.00	15.00
Per day	20.00	12.50	7.50

WXIT

1939
CHARLESTON

Media Code 4 250 2310 8.00

Steele Broadcasting Corp. of W. Va., Box 3142, Charleston, W. Va. 25392. Phone 804-842-4166.

1. PERSONNEL

President—David E. Steele.
Manager—Sam McClung.
Program Director—Richard Strimel.

2. REPRESENTATIVES

Weed Radio Corporation.

3. FACILITIES

1,000 w.; 1490 kc. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING

See coded regulations General: 4a. Basic Rates: *28a.

Contracts: 40a.

(*) On contract not exceeding 1 year's duration. Affiliated with American Information Network.

TIME RATES

ET 3/13/67.

6. SPOT ANNOUNCEMENTS

PER CONSEC WK:

1 wk	4 wk	8 wk	13 wk
14.00	12.00	11.00	10.00
5 ti	13.70	11.50	10.50
15 ti	13.40	11.00	10.00
20 ti	13.00	10.50	9.20

CHARLES TOWN (1 AM; 1 FM)

Jefferson County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WXVA

1962

Media Code 4 250 2380 1.00
WXVA Broadcasting Corp., Box 188, 118 N. George St., Charles Town, W. Va. 25414. Phone Charles Town 725-7055.

1. PERSONNEL

General Manager—W. Elliott Button.

3. FACILITIES

5,000 w. days; 1550 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST. Partial simulcast operation. For non-simulcast facilities see WZFM (FM).

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING

See coded regulations General: 1a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25b, 28b, 28c, 29b, 30, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47b, 49, 50, 51a, 51c.

Comb.; Cont. Discounts: 60a, 60f, 61a, 62b.

Cancellation: 70b, 70c, 71a, 72, 73a.

Prod. Services: WZFM (FM).

TIME RATES

Rates effective May 1, 1962. (Card No. 1-62.)
Rates received November 16, 1962.

6. SPOT ANNOUNCEMENTS

PER WK:

1 WEEK	6 ti	12 ti	24 ti	48 ti
1 min (120 wd limit)	3.45	3.30	3.15	2.95
30 sec (60 wd limit)	2.40	2.30	2.20	2.10
13 WEEKS				
1 min (120 wd limit)	3.35	3.20	3.00	2.75
30 sec (60 wd limit)	2.35	2.25	2.10	1.95
26 WEEKS				
1 min (120 wd limit)	3.25	3.10	2.85	2.55
30 sec (60 wd limit)	2.30	2.20	2.00	1.80
52 WEEKS				
1 min (120 wd limit)	3.15	3.00	2.70	2.35
30 sec (60 wd limit)	2.20	2.10	1.90	1.65

8. PROGRAM TIME RATES

1 WEEK

PER WK:	6 ti	12 ti	24 ti	48 ti
5 min	6.25	6.00	5.50	5.25
13 WEEKS				
5 min	6.00	5.75	5.25	5.00
26 WEEKS				
5 min	5.75	5.50	5.00	4.75
52 WEEKS				
5 min	5.50	5.25	4.75	4.50

WZFM (FM)

1966

Media Code 4 250 2520 2.00

WXVA Broadcasting Corp., Box 188, 118 N. George St., Charles Town, W. Va. 25414. Phone 304-725-7055.

1. PERSONNEL

General Manager—W. Elliott Button.

3. FACILITIES

ERP 3,000 w.; 98.3 mc. Operating schedule: 6 am-11 pm Mon thru Sat; 7:30 am-11 pm Sun, EST. Antenna ht.: 172 ft. above average terrain. Partial simulcast operation. For simulcast facilities see WXVA.

4. AGENCY COMMISSION

15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING

See coded regulations. AM facilities: WXVA.

TIME RATES

No. 1-62 ET 5/1/62—Rec'd 10/7/66.

6. SPOT ANNOUNCEMENTS

PER WK:

1 WEEK	6 ti	12 ti	24 ti	48 ti
1 min (120 wd limit)	3.45	3.30	3.15	2.95
30 sec (60 wd limit)	2.40	2.30	2.20	2.10
13 WEEKS				
1 min (120 wd limit)	3.35	3.20	3.00	2.75
30 sec (60 wd limit)	2.35	2.25	2.10	1.95
26 WEEKS				
1 min (120 wd limit)	3.25	3.10	2.85	2.55
30 sec (60 wd limit)	2.30	2.20	2.00	1.80
52 WEEKS				
1 min (120 wd limit)	3.15	3.00	2.70	2.35
30 sec (60 wd limit)	2.20	2.10	1.90	1.65

8. PROGRAM TIME RATES

PER WK:	6 ti	12 ti	24 ti	48 ti
5 min	6.25	6.00	5.50	5.25
13 WEEKS				
5 min	6.00	5.75	5.25	5.00
26 WEEKS				
5 min	5.75	5.50	5.00	4.75
52 WEEKS				
5 min	5.50	5.25	4.75	4.50

6. SPOT ANNOUNCEMENTS

PER WK:

1 min (120 wd limit)	3.45	3.30	3.15	2.95
30 sec (60 wd limit)	2.40	2.30	2.20	2.10
13 WEEKS				
1 min (120 wd limit)	3.35	3.20	3.00	2.75
30 sec (60 wd limit)	2.35	2.25	2.10	1.95
26 WEEKS				
1 min (120 wd limit)	3.25	3.10	2.85	2.55
30 sec (60 wd limit)	2.30	2.20	2.00	1.80
52 WEEKS				
1 min (120 wd limit)	3.15	3.00	2.70	2.35
30 sec (60 wd limit)	2.20	2.10	1.90	1.65

8. PROGRAM TIME RATES

PER WK:	6 ti	12 ti	24 ti	48 ti
5 min	6.25	6.00	5.50	5.25
13 WEEKS				
5 min	6.00	5.75	5.25	5.00
26 WEEKS				
5 min	5.75	5.50	5.00	4.75
52 WEEKS				
5 min	5.50	5.25	4.75	4.50

6. SPOT ANNOUNCEMENTS

PER WK:

1 min (120 wd limit)	3.45	3.30	3.15	2.95
30 sec (60 wd limit)	2.40	2.30	2.20	2.10
13 WEEKS				
1 min (120 wd limit)	3.35	3.20	3.00	2.75
30 sec (60 wd limit)	2.35	2.25	2.10	1.95
26 WEEKS				
1 min (120 wd limit)	3.25	3.10	2.85	2.55
30 sec (60 wd limit)	2.30	2.20	2.00	1.80
52 WEEKS				
1 min (120 wd limit)	3.15	3.00	2.70	2.35
30 sec (60 wd limit)	2.20	2.10	1.90	1.65

8. PROGRAM TIME RATES

PER WK:	6 ti	12 ti	24 ti	48 ti
5 min	6.25	6.00	5.50	5.25
13 WEEKS				
5 min	6.00	5.75	5.25	5.00
26 WEEKS				
5 min	5.75	5.50	5.00	4.75
52 WEEKS				
5 min	5.50	5.25	4.75	4.50

6. SPOT ANNOUNCEMENTS

PER WK:

1 min (120 wd limit)	3.45	3.30	3.15	2.95
30 sec (60 wd limit)	2.40	2.30	2.20	2.10
13 WEEKS				
1 min (120 wd limit)	3.35	3.20	3.00	2.75
30 sec (60 wd limit)	2.35	2.25	2.10	1.95
26 WEEKS				
1 min (120 wd limit)	3.25	3.10	2.85	2.55
30 sec (60 wd limit)	2.30	2.20	2.00	1.80
52 WEEKS				
1 min (120 wd limit)	3.15	3.00	2.70	2.35
30 sec (60 wd limit)	2.20	2.10	1.90	1.65

CLARKSBURG (3 AM)

Harrison County—Map Location G-3

See SRDS consumer market map and data at beginning of the State.

WBOY

1937

Media Code 4 250 2660 6.00

WBOY, 912 W. Pike St., Clarksburg, W. Va. 26301. Phone 304-624-7571. TWX 304-366-2376.

1. PERSONNEL

President—N. W. Levin.
Vice-President—John J. Borghi.
Managing Director—Roger Garrett.

2. REPRESENTATIVES

Adam Young Radio, Inc.
Ohio, Pittsburgh—Regional Reps Corp.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.

Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51a.

Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a.

Prod. Services: 80, 82.

Affiliated with NBC.

TIME RATES

No. 10 ET 1/1/69—Rec'd 12/9/68.

AA—Mon thru Fri 6:30-9 am & 3-6 pm; Sat 6:20-9 am.

A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

WTCS

1947

Media Code 4 250 3360 2.00
Fairmont Broadcasting Co., Box 1549, Fairmont,
W. Va. 26555. Phone 304-366-3700.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nick Fantasia.
- REPRESENTATIVES**
South—David Carpenter Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:45 am-11:30 pm Mon thru Sat;
7:45 am-11:30 pm Sun. EST.
- AGENCY COMMISSION**
15/0; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
Contracts: 45.
Affiliated with American Contemporary Network.
Affiliated with KBS Radio Network.
Length of commercial copy:
5 minutes.....1:00 minutes
10 minutes.....1:30 minutes
30 minutes.....3:30 minutes
60 minutes.....6:00 minutes

TIME RATES

Rates effective _____
Rates received March 4, 1963.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
11 ti.....6.00 4.50 104 ti.....4.80 3.70
13 ti.....5.70 4.25 156 ti.....4.50 3.50
25 ti.....5.40 4.05 280 ti.....4.20 3.20
52 ti.....5.10 3.90 512 ti.....3.90 3.10
- PROGRAM TIME RATES**
5 min 5 min
1 ti.....11.00 104 ti.....8.00
13 ti.....10.25 156 ti.....7.25
25 ti.....9.50 280 ti.....6.50
52 ti.....8.75 512 ti.....5.75
Program and spot announcements can be combined to
earn frequency discounts.

FISHER

Hardy County—Map Location K-4
See SHDS consumer market map and data at begin-
ning of the State.

WELD

1956

Media Code 4 250 3500 3.00
Southbranch Broadcasting Corp., Fisher, W. Va.
26318. Phone 538-6062.

- STATION'S PROGRAMMING DESCRIPTION**
WELD: Country music, M-Sat. Religious Sun only.
NEWS: local 5 daily, network on half hour, 10
daily. Agricultural news program M-F, 2 daily, 7-15
am & 12:15 pm. SPORTS: local high school football
and baseball games, college football. Sports report
1 daily. Network auto races, special feature on
Memorial Day July 4th and Labor Day. Elections
and other public affairs programs. Special events re-
motes. Contact Representative for further details.
Rec'd 11/20/67.
- PERSONNEL**
General Manager—Daniel L. Pennell.
- REPRESENTATIVES**
National—call station collect.
Regional—Dome-Messersery Co., Inc.
- FACILITIES**
500 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 15b.
Basic Rates: 20b, 21a, 21c, 28b, 28c, 33a.
Contracts: 40b.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.
Member: Green Valley Group.

TIME RATES

Rates effective November 1, 1964.
Card received November 5, 1964.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 wk 13 wk 26 wk 52 wk
5 ti.....4.00 3.50 3.25 3.00
10 ti.....3.75 3.25 3.00 2.75
20 ti.....3.50 3.00 2.75 2.50
30 ti.....3.25 2.75 2.50 2.25
10-second announcements combinable with other an-
nouncement at a ratio of 2 10-second to 1 1-minute
announcement.
20/30 seconds—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.
- SPECIAL FEATURES**
5-MINUTE NEWSCASTS
PER WK: 13 wk 26 wk 52 wk
5 ti.....7.00 6.50 6.25
10 ti.....6.75 6.25 6.00
15 ti.....6.50 6.00 5.75

GRAFTON

Taylor County—Map Location H-3
See SHDS consumer market map and data at begin-
ning of the State.

WVWV

1957

Media Code 4 250 3640 7.00
WVWV, Inc., affiliated with Beacom Broadcasting
Enterprises, Radio Center, 203 W. Main St.,
Grafton, W. Va. 26354. Phone 2000.
Other Studios—Broadcast House, Fairmont, W. Va.
Phone 363-0700.

STATION'S PROGRAMMING DESCRIPTION

WVWV: Programmed for general interest.
MUSIC: middle-of-road, standards and showtunes.
Country and western 7-1/2 hours weekly. Dominance
of instrumental dance band, string orchestra and
vocal with instrumental ensemble. SPORTS: live net-
work college football and major league baseball.
NEWS: 3 local newscasts daily, 5 min world news
on hour and headlines on half hour. College news 1
hour per week. Women's program 2-1/2 hours per
week. Club news. FARM: live college extension
service agriculture hints and farm news. RELIGION:
mostly Sun mornings, drama, services, sermons.
ENTERTAINMENT: variety, audience participation,
soap opera, remotes. COMMERCIAL POLICY: ap-
proximately 12 commercials per hour. Contact Re-
presentative for further details. Rec'd 8/7/67.

- PERSONNEL**
President—J. Patrick Beacom.
Vice-President—Jean S. Larkin.
- REPRESENTATIVES**
Weed Radio Corporation.
- FACILITIES**
1,000 w. days; 1260 kc.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 5, 6a.
10% discount on any complete contract (other than
political) paid in advance.

TIME RATES

Rates effective July 1, 1967. (Card No. 1.)
Card received October 18, 1967.

- SPOT ANNOUNCEMENTS/PHUUGHAM RATES**
1 hr. 1/4 hr. 5 min. 1 min.
1 time.....60.00 20.00 10.00 8.00
26 times.....50.00 19.00 9.00 7.75
52 times.....45.00 18.00 8.00 7.50
104 times.....40.00 17.00 7.50 7.00
156 times.....38.00 16.00 7.25 6.50
208 times.....36.00 15.00 7.00 6.00
260 times.....34.00 14.00 6.75 5.50
312 times.....32.00 13.00 6.50 5.00

HINTON

Summers County—Map Location G-7
See SHDS consumer market map and data at begin-
ning of the State.

WMTD

1963

Media Code 4 250 3780 1.00
Bluestone Broadcasters, Inc., Box 578, National Bank
of Summers Bldg., Hinton, W. Va. 25951. Phone
2140.

- PERSONNEL**
President—David B. Jordan.
General Manager—Lionie R. Mullins.
- FACILITIES**
1,000 w.; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1963. (Card No. 1.)
Card received October 14, 1963.

- SPOT ANNOUNCEMENTS**
1 MINUTE
1 ti.....3.15 260 ti.....1.75
52 ti.....2.85 312 ti.....1.80
104 ti.....2.50 364 ti.....1.50
156 ti.....2.00
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 ti.....33.75 18.75 12.75 9.00 7.00
52 ti.....30.00 16.50 11.25 8.00 6.50
104 ti.....27.50 15.00 10.00 7.50 5.40
156 ti.....24.50 13.50 8.90 6.75 4.60
208 ti.....20.00 12.00 7.80 6.00 3.80
312 ti.....17.00 11.25 7.00 5.20 3.65
364 ti.....16.50 10.50 6.50 4.85 3.50
424 ti.....16.25 10.25 6.35 4.90 3.45
728 ti.....16.00 10.00 6.15 4.85 3.35

HUNTINGTON (W. Va.)— ASHLAND (Ky.)

(including Ironton, Ohio) (6 AM; 3 FM)

Huntington, Cabell County, W. Va.—Map Location
D-5.
Ashland, Boyd County, Ky.—Map Location C-5
Lawrence County, Ohio—Map Location E-9

See SHDS consumer market map and data at begin-
ning of the State.
Stations located within the combined city area are
consolidated under multiple city headings. This is
not to imply that all of the stations provide equal
coverage of the entire area or cities involved. It is
part of the time buying function to determine extent
of individual station coverage, audience delivered, etc.,
within the area.

WCMI

1935

ASHLAND, KY.



Media Code 4 250 3920 3.00
Charbert Broadcasting Co., Box 949, Ashland, Ky.
41101. Phone 606-324-6111.
Other office: Box 1618, Huntington, W. Va. 25717.
Phone 304-522-0718.

- PERSONNEL**
President—Robert E. Levinson.
General Manager—Dick Martin.
Operations Manager—Bill Campbell.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a,
24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50,
51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61a,
61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES

ET 8/1/66—Rec'd 7/27/66.
AAA—Mon thru Sat 6-10 am & 8-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
1 min.....1x 52x 104x 156x 312x 320x 1048x
30/20 sec.....11.25 10.50 9.75 9.00 8.25 7.50 6.75
10 sec.....7.50 7.00 6.50 6.00 5.50 5.00 4.50
CLASS AA
1 min.....14.00 13.00 12.00 11.00 10.00 9.00 8.00
30/20 sec.....10.50 9.75 9.00 8.25 7.50 6.75 6.00
10 sec.....7.00 6.50 6.00 5.50 5.00 4.50 4.00
CLASS A
1 min.....12.00 11.00 10.00 9.00 8.00 7.00 6.00
30/20 sec.....9.00 8.25 7.50 6.75 6.00 5.25 4.50
10 sec.....6.00 5.50 5.00 4.50 4.00 3.50 3.00
- PACKAGE PLANS**
SATURATION PACKAGES
CLASS AAA
1 min.....12 ti 18 ti 24 ti 36 ti
30/20 sec.....12.00 11.00 10.00 9.00
10 sec.....9.00 8.25 7.50 6.75
CLASS AA
1 min.....11.00 10.00 9.00 8.00
30/20 sec.....8.25 7.50 6.75 6.00
10 sec.....5.50 5.00 4.50 4.00
CLASS A
1 min.....9.00 8.00 7.00 6.00
30/20 sec.....6.75 6.00 5.25 4.50
10 sec.....4.50 4.00 3.50 3.00
Saturation Packages may be cross combined to earn
numerical frequency. Not subject to retro-active di-
counts.
TOTAL AUDIENCE PLAN
12 spots (AAAA, AAA, AA).....116 87 58
18 spots (AAAA, AAA, AA).....156 117 78
24 spots (AAAA, AAA, AA).....184 138 92
- PROGRAM TIME RATES**
1 hr. 1/2 hr. 1/4 hr. 5 min.
1 time.....80.00 50.00 29.00 13.75
26 times.....75.00 47.00 27.00 15.00
52 times.....70.00 44.00 25.00 12.25
156 times.....60.00 38.00 21.00 17.00
260 times.....50.00 32.00 17.00 9.25

WCMI-FM

1948

ASHLAND, KY.

Media Code 4 250 3921 1.00
Charbert Broadcasting Co., Box 949, Ashland, Ky.
41101. Phone 606-324-6111.
Other Office: Box 1618, Huntington, W. Va. 25701.
Phone 304-522-0718.

- PERSONNEL**
President—Robert E. Levinson.
General Manager—W. Richard Martin.
Operations Manager—William B. Campbell.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
ERP 50,000 w.; 93.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 405 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
See WCMI listing for coded regulations.
Affiliated with American FM Network.

TIME RATES

ET 8/1/67—Rec'd 6/12/67.

- SPOT ANNOUNCEMENTS**
1 min.....1x 52x 104x 156x 312x 1040x
30 sec.....10.00 9.00 8.00 7.00 6.00 5.00
10 sec.....7.50 6.75 6.00 5.25 4.50 3.75
- PACKAGE PLANS**
12 ti 18 ti 24 ti 36 ti
1 min.....7.00 6.00 5.00 4.00
30 sec.....5.25 4.50 3.75 3.00

WEST VIRGINIA

WIRO

1950

IRONTON, OHIO



Subscriber to the NAB Radio Code
Media Code 4 250 3991 4.00
Tri-Radio Broadcasting Co., Radio Plaza, Ironton,
Ohio 45638. Phone 532-1922.
Studios: Ironton, Ohio and Ashland, Ky.

- PERSONNEL**
General Manager—Kenneth H. Auble.
Sales Manager—Hal Murphy.
Program Director—Audrey Hunter.
- REPRESENTATIVES**
George T. Hopewell, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights, 1230 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EST.
- AGENCY COMMISSION**
15/0 net time only; monthly.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 16.
Basic Rates: 20a, 21a, 21b, 22a, 28b, 28c, 29a.
Contracts: 40a, 41, 46.
Cancellation: 72, 73a.
Affiliated with MBS & KBS Radio Networks.

TIME RATES

ET 9/1/68—Rec'd 9/3/68.

- SPOT ANNOUNCEMENTS**
1x 26x 52x 156x 312x
1 min.....11 10 9 8 7
30 sec.....8 7 6 5 4
- PROGRAM TIME RATES**
1 hr.....50 1/2 hr.....35

WKEE

1947

HUNTINGTON, W. VA.



Media Code 4 250 4060 7.00
WKEE, Inc., Box 2288, 623 4th Ave., Huntington,
W. Va. 25724. Phone 304-525-7788.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert O'Dell.
Commercial Manager—Karl Meek.
Program Director—Jack O'Shea.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
5,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% on net station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b,
24a, 25c, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 44b, 45, 51a, 61c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 7 ET 11/1/64—Rec'd 10/6/64.

- SPOT ANNOUNCEMENTS**
AA—Mon thru Sat 6:30-9 am; Mon thru Fri 4-7 pm.
A—All other times.
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
AA.....21 20 19 18 17 16
A.....19 18 17 16 15 14
20/30 sec: 80% of 1-min; 8/10 sec: 60% of 1-min
All spots, regardless of length, combine for frequency.
DISCOUNTS
52 consec wk.....8%
Minimum wkly sched of 6 1-min spots 6am-12mid
Mon-Sun necessary to maintain consec wk advertising.

WKEE-FM

1947

HUNTINGTON, W. VA.



Media Code 4 250 4061 5.00
WKEE, Inc., Box 2288, 623 Fourth Ave., Huntington,
W. Va. 25701. Phone 304-525-7788.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert O'Dell.
Commercial Manager—Karl Meek.
Program Director—Jack O'Shea.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
ERP 53,000 w.; 100.5 mc.
Operating schedule: 6:00-2:00 am. EST.
Antenna ht.: 556 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
See WKEE listing for coded regulations.
Operates in conjunction with AM until 8:00 p.m.

TIME RATES

Rates effective December 1, 1960.
Rates received December 6, 1960.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
1 hr. 1/2 hr. 1/4 hr. 1 min.
1 time.....50.00 35.00 20.00 7.00
26 times.....47.00 32.00 18.00 6.50
52 times.....44.00 29.00 16.00 6.00
104 times.....41.00 26.00 14.00 5.50
156 times.....38.00 23.00 12.00 5.00
312 times.....35.00 20.00 10.00 4.50
(Huntington (W. Va.)—Ashland (Ky.) continued
on next page)

WEST VIRGINIA

Huntington (W. Va.)-Ashland (Ky.)-Cont'd

WSAZ

1923

HUNTINGTON, W. VA.

NBC Radio Network



Subscriber to the NAB Radio Code

Media Code 4 250 4200 9.00

Capital Cities Broadcasting Corp., Box 2115, 201 9th St., Huntington, W. Va. 25721. Phone 304-623-9401.

- PERSONNEL**
Exec. Vice-Pres.—Joseph P. Dougherty.
Vice-Pres. & Gen'l Mgr.—Robert O. Franklin.
Sales Manager—Samuel A. Rosenblatt.
- REPRESENTATIVES**
Katz Radio, East.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 930 kc.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 24a, 24b, 24c, 25a, 28b, 28c, 32b.
Contracts: 40a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f.
Cancellation: 71a, 72, 73a.
Affiliated with NBC Radio Network.
Affiliated with Katz Radio A.I.D. Plan.
Price quoting permitted.

TIME RATES

No. 11 ET 5/1/68—Rec'd 6/3/68.
AA—Mon thru Fri 6:30-9:30 am.
A—Mon thru Fri 6-8:30 am & 4-7 pm.
B—Mon thru Fri 9:30-4 pm; Sat 8:30 am-7 pm.
C—All other times.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 t 5 t 12 t 18 t 24 t
AA 24 23 22 21 20
A 20 19 18 17 16
B 18 15 14 13 12
C 12 11 10 9 8
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**
TOTAL AUDIENCE PLANS
PER WK: 12 t 24 t
Plan I (1/8AA, 1/6A, 1/3B, 1/3C) 156 272
Plan II (1/4AA, 1/4A, 1/2C) 150 264
Plan III (1/2B, 1/2C) 114 192
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
All announcements, regardless of length or classification may be cross-combined for discount purposes. Announcements and programs may not be combined.
- PROGRAM TIME RATES**
PER YR: 1x 52x 156x 260x
1 hr. 100 80 80 72
1/2 hr. 60 55 50 45
1/4 hr. 45 40 36 33
5 min—125% of 1-min rate.

WTOR

1954
ASHLAND, KY.



Alan Torbet Associates, Inc.

American Information Network

RAB

A Connie B. Gay Station

Media Code 4 250 4340 3.00

Connie B. Gay Broadcasting Corp., Box 1420, Ashland, Ky. 41101. Phone 606-928-6424. Huntington (W. Va.) Phone 304-525-7272.

- PERSONNEL**
Chairman of the Board—Connie B. Gay.
General Manager—Ken Stephens.
- REPRESENTATIVES**
Alan Torbet Associates, Inc.
- FACILITIES**
5,000 w.; 1420 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 45, 46, 47c, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 62d.
Cancellation: 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

ET 1/1/68—Rec'd 12/15/67.
AA—Mon thru Fri 6-10 am & 3-6 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
PER WK: 5 t 10 t 15 t 20 t 30 t
AA 15 10 10 10 10
A 10 10 10 10 10
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- CONSECUTIVE WEEK DISCOUNTS**
52 wk—10%
- PROGRAM TIME RATES**
SPECIAL PROGRAMS
1/2 hr. 58 hr. 70
WTOR/WVQM Combination Rate:
PER WK: 5 t 10 t 15 t 20 t 30 t
AA 15 10 10 10 10
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- CONSECUTIVE WEEK DISCOUNTS**
52 wk—10%
- SPECIAL FEATURES**
5 min news: 1-1/2x 1-min.

WVQM (FM)

1966

HUNTINGTON, W. VA.

RAB

NAB

Media Code 4 250 4460 7.00
Connie B. Gay Broadcasting Corp., Box 672, Skyview Dr., Huntington, W. Va. 25711. Phone 304-529-2558.

- PERSONNEL**
Chairman of the Board—Connie B. Gay.
General Manager—Ken Stephens.
- FACILITIES**
ERP 50,000 w.; 103.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
- GENERAL RATE POLICY**
Affiliated with American FM Network.
52 week contract with 28 days termination notice acceptable after first 28 weeks.
Sold in combination with WTCR. See that listing for rates.

TIME RATES

ET 1/1/68—Rec'd 12/18/67.
AA—6-10 am & 3-10 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
PER WK, 1 MIN: 5 t 10 t 20 t 30 t
AA 8.00 7.00 6.50 6.00
A 7.00 5.50 5.00 4.50
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- SPECIAL FEATURES**
5-Minute News—1-1/2x 1-minute rate.
CONSECUTIVE WEEK DISCOUNTS
52 wk—10%.

WWHY

1946

HUNTINGTON, W. VA.

Media Code 4 250 4620 8.00
Ohio River Broadcasting Corp., Box 390, Hotel Frederick, Huntington, W. Va. 25708. Phone 304-529-3421.

- PERSONNEL**
General Manager—Nedward Husted.
Sales Manager—Oly Crabtree.
Prog. Dir. & Chief Engr.—Robert W. Nixon.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- FACILITIES**
5,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time; bills payable net 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62e.
Cancellation: 70c, 73b.
Affiliated with CBS.

TIME RATES

ET 7/1/68—Rec'd 8/5/68.
AA—6-10 am & 3-6 pm.
A—10 am-5 pm & 6 pm—11 pm—11:59 pm.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 t 5 t 12 t 18 t 24 t 30 t
AA 21 20 19 18 17 16
A 19 18 17 16 15 14
20/30 sec: 80% of 1-min. 9/10 sec: 60% of 1-min.
All spots, regardless of length, combine for frequency.
- CONSECUTIVE WEEKS DISCOUNT**
52 wk—8%
Minimum weekly schedule of 6 1-minute spots, Mon thru Sun 6 am—sign-off, necessary to maintain consecutive week advertising.
- PROGRAM TIME RATES**
PER YR: 1x 52x 156x 260x
1 hr. 100 90 80 72
1/2 hr. 60 55 50 45
1/4 hr. 45 40 36 33
5 min—1-1/4x 1-min.

KEYSER

Mineral County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WKLP

1965

Subscriber to the NAB Radio Code
Media Code 4 250 4760 2.00
Poloma Broadcasting Co., Inc., Box 967 Radio Plaza, Keyser, W. Va. 26726. Phone 788-1682.

- STATION'S PROGRAMMING DESCRIPTION**
WKLP: 6-7 am country and western. 7-10:30 am middle-of-the-road. 10:30-10:45 am obituaries. 10:45-11 am women's news. 11 am-noon middle-of-the-road. Noon-12:15 pm news roundup. 12:15-1 pm farm program. 1-3:30 pm country and western music. 3-3:30 pm middle-of-the-road. 3:30-4:45 pm rock and roll. 4:45-6 pm middle-of-the-road. 6-8:30 pm public service. 6:30-sign-off middle-of-the-road. NEWS: on hour, headlines and weather on half hour. Sun am: religious programs and music. PM middle-of-the-road music. Flynn of day. M-Sat 11:05 am. Contact Representative for further details. Rec'd 9/8/67.
- PERSONNEL**
Pres. & Gen'l Mgr.—Glacus G. Merrill.
Station Manager—Mrs. Jean M. Johnston.
Program Director—Edward Miller.
- REPRESENTATIVES**
Continental Radio Sales.
Regional Reps Corp.
- FACILITIES**
1,000 w.; 1390 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on time. Payable 10th of month after broadcast.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 3a, 3b, 3c, 4a, 4d, 6b, 7a.
Rate Protection: 10d, 11a, 12d, 13a.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24b, 25b, 26, 28b, 29a.

Contracts: 40c, 42b, 43, 44b, 46, 48, 40, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Keystone Network.
15% discount if sold in combination with KBLW, Logan, Utah.

TIME RATES

ET—Rec'd 4/1/68.

- SPOT ANNOUNCEMENTS**
1x 26x 104x 265x 500x 1000x
1 min. 3.75 3.50 3.25 3.00 2.75 2.25
30 sec. 3.00 2.90 2.65 2.50 2.25 2.00
- PACKAGE PLANS**
SATURATION PLAN
PER WK, EA: 12 t 18 t 24 t 30 t 36 t
1 min. 3.40 3.10 2.90 2.75 2.50
30 sec. 3.00 2.90 2.75 2.50 2.00
10 sec. 1.90 1.70 1.50 1.40 1.25

KINGWOOD

Preston County—Map Location J-3

See SRDS consumer market map and data at beginning of the State.

WFSP

1957

Media Code 4 250 4830 3.00
Pressac, Inc., Box 158, Kingwood, W. Va. 26537.
Phone 304-329-1780.

- PERSONNEL**
President—James C. Crans.
Sales Manager—Arthur W. George.
Program Director—Larry Nelson.
- REPRESENTATIVES**
Dome-Messervrey, Inc.
- FACILITIES**
1,000 w.; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
15/0: time only.
- AGENCY COMMISSION**
15/0: time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 21a, 21c, 22b.
Contracts: 40a, 44a, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 70a, 73b.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- SPOT ANNOUNCEMENTS**
PER MO: 10 t 26 t 51 t 156 t
1 min. 3.50 3.00 2.75 2.50
30 sec. 3.00 2.50 2.25 2.00
- PROGRAM TIME RATES**
1 hr. 35.00 32.50 30.00 28.50 27.50 26.50 25.50 24.50
1/2 hr. 20.00 18.50 17.50 16.50 15.50 14.50 13.50 12.50
1/4 hr. 11.50 10.50 9.50 9.00 8.50 8.00 7.50 7.00
10 min. 7.00 6.75 6.25 6.00 5.75 5.50 5.25 5.00
5 min. 5.00 4.75 4.25 4.00 3.75 3.50 3.25 3.00

LOGAN (2 AM)

Logan County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WLOG

1940

Subscriber to the NAB Radio Code
Media Code 4 250 4900 4.00
Guy W. Valley Broadcasting Co., Inc., Box 871, Logan, W. Va. 25601.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. M. Bailey.
Commercial Manager—Audie Albright.
Program Director—Lucille Gallion.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month following service.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

- SPOT ANNOUNCEMENTS**
1 min. 3.00 2.75 2.50 2.25 2.00
30 sec. 2.40 2.20 2.00 1.80 1.60
- PACKAGE PLANS**
SATURATION PLANS
PER WK, ROS: 1 min 30 sec 10 sec 100 t
100 t 2.00 1.80 1.25
ROS CONTINUOUS SCHEDULE
PER YR, EA: 20 wk 30 wk 40 wk
1 min. 1.75 1.50 1.25
30 sec. 1.50 1.25
- PROGRAM TIME RATES**
1 hr 55 min 1/2 hr 25 min 1/4 hr 10 min 5 min
1x 40.00 35.00 30.00 25.00 20.00 15.00 10.00
10x 35.00 34.00 29.00 24.00 18.50 14.50 9.50
25x 35.00 33.00 28.00 23.00 19.00 14.00 9.00
50x 37.00 32.00 27.00 22.00 18.50 13.50 8.50
75x 36.00 31.00 26.00 21.00 18.00 13.00 8.00
100x 35.00 30.00 25.00 20.00 17.50 12.50 7.50
150x 34.00 29.00 24.00 19.00 17.00 12.00 7.00
200x 33.00 28.00 23.00 18.00 16.50 11.50 6.50
250x 32.00 27.00 22.00 17.00 16.00 11.00 6.00
300x 31.00 26.00 21.00 16.00 15.50 10.50 5.50
350x 30.00 25.00 20.00 15.00 15.00 10.00 5.00

WVOW

1952

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 250 5040 8.00

The Logan Broadcasting Co., Box 1921, Sears Bldg., Logan, W. Va. 25601. Phone 304-752-5080, 5081.

- PERSONNEL**
General Manager—William F. Becker.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1290 kc.
Non-directional—Daytime.
Operating schedule: 6-1 am. EST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 73a.

TIME RATES

ET 1/1/68—Rec'd 5/6/68.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 1 min 30 sec
1x 5.75 3.45 1.56 x 4.05 2.45
13x 5.50 3.30 2.08 x 3.75 2.30
26x 5.20 3.20 2.60 x 3.45 2.20
39x 4.90 3.00 3.13 x 3.20 2.15
52x 4.60 2.80 3.84 x 2.90 2.05
104x 4.35 2.60
- PROGRAM TIME RATES**
32 1/2 hr 1/2 hr 1/4 hr 10 min 5 min
1x 57.50 46.00 34.50 23.00 17.25 11.50
13x 54.65 43.70 32.80 21.85 16.40 10.95
26x 51.75 41.40 31.05 20.70 15.55 10.35
39x 48.90 39.10 28.75 19.65 14.70 9.85
52x 46.00 36.80 27.80 18.40 13.80 9.20
104x 43.15 34.50 25.90 17.25 12.05 8.65
156x 40.30 32.15 24.15 16.10 12.10 8.05
208x 37.40 29.80 22.45 14.95 11.25 7.50
260x 34.50 27.60 20.70 13.80 10.35 6.80
312x 31.65 25.30 19.00 12.65 9.50 6.35
364x 28.75 23.00 17.25 11.50 8.65 5.75

MARTINSBURG (1 AM; 1 FM)

Berkeley County—Map Location M-3

See SRDS consumer market map and data at beginning of the State.

WPEM

1948

WPEM-FM

1948

Subscriber to the NAB Radio Code
Media Code 4 250 5180 2.00

Martinsburg Broadcasting Co., Box 787, Peoples Trust Bldg., 3rd floor, Martinsburg, W. Va. 25401. Phone 304-263-5252.

- PERSONNEL**
General Manager—C. Leslie Golliday.
Sales Manager—George N. O'Brien.
- REPRESENTATIVES**
The Devney Organization, Inc.
- FACILITIES**
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6:00 am-midnight. EST.
FM FACILITIES
ERP 9,000 w. (horiz. & vert.); 97.5 mc. Stereo.
Antenna ht.: 1,010 ft. above average terrain.
- AGENCY COMMISSION**
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective January 1, 1956.

Rates received January 13, 1956.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**
Mixed Position/Drive Time
1 1/2 1/4 10 5 1 30
hr. hr. hr. min. min. min. sec.
1 time 60.00 36.00 24.00 17.75 12.00 7.50 5.25
13 times 57.00 34.20 22.85 16.90 11.40 7.05 4.95
26 times 54.15 32.50 21.70 16.05 10.85 6.65 4.85
52 times 51.40 30.90 20.65 15.25 10.30 6.25 4.40
104 times 48.90 29.35 19.60 14.50 9.75 5.90 4.15
156 times 46.45 27.85 18.60 13.75 9.30 5.50 3.85
208 times 44.15 26.50 17.65 13.05 8.85 5.20 3.65
260 times 41.95 25.15 16.80 12.40 8.40 4.90 3.45
312 times 39.80 23.90 15.95 11.80 7.95 4.60 3.20
1 minute ROS—5.00.

MATEWAN

Mingo County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WHJC

1951

Media Code 4 250 5320 4.00

Three States Broadcasting Co., Matewan, W. Va. 25678. Phones 427-7281, 7282.

- PERSONNEL**
President—Mrs. Florence Morningstar.
Exec. Vice-Pres. & Gen'l Mgr.—George Warren, Jr.
(This listing continued on next page)

Matewan—W H J C—Continued

2. REPRESENTATIVES
Continental Radio Sales.
3. FACILITIES
1,600 w. days; 1960 kc. Non-directional.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4d, 5a, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 25a, 28.
Contracts: 40a, 44a, 44b, 45, 46, 47a.
Comb. Cont. Discounts: 60a, 62a, 62b.
Cancellation: 70a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES

Rates effective January, 1952. (Card No. 2.)
Rates received August 18, 1952.
Revision received March 1, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time	40.00	22.50	15.00	10.00	6.50	3.00	2.00
13 times	36.00	21.50	13.50	9.00	6.00	2.75	1.80
26 times	34.00	20.00	12.00	8.00	5.50	2.50	1.80
52 times	32.00	18.50	10.50	7.00	5.00	2.25	1.60
104 times	30.00	15.00	9.00	6.00	4.50	2.00	1.40
156 times	28.00	13.00	7.50	5.00	4.00	1.75	1.20
208 times	26.00	10.50	5.00	3.50	2.50	1.50	1.00

MONTGOMERY

Fayette County—Map Location F-6
Kanawha County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

W MON

1946

Subscriber to the NAB Radio Code
Media Code 4 250 5460 8.00
Greater Montgomery Broadcasters, Inc., Box 750,
1028 First Ave., Montgomery, W. Va. 25136.
Phone 304-442-9555.

STATION'S PROGRAMMING DESCRIPTION
WMON: Programmed for general listening.
Emphasis on music, news, sports, community and local college activities. Network news every 30 min. local news throughout day. AIR PERSONALITIES handle all segments. 6-7 am country music and farm news. 7-11 am, entertainment featuring middle-of-the-road music. 11 am-noon, housewives program, information, discussions and contests. Noon-12:30 pm, musical feature. 12:30-1 pm, extended news roundup. 1-6 pm, entertainment, employing middle-of-the-road music, comedy and featurettes. 7-7:30 pm network public affairs. 7:30-10 pm rock and roll music featuring current top 20, telephone discussions and news. 10-11 pm entertainment, featuring jazz, controversial as well as informative topics discussed without editorializing. Rec'd 8/8/67.

1. PERSONNEL
Sta. & Sales Mgr.—Jack Caldo.
Program Director—Kim Smith.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
4. AGENCY COMMISSION
15% time; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24b, 25c, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES

ET 11/1/67—Rec'd 10/4/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	208x	312x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

	1x	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time	36.00	33.00	30.00	27.00	24.00	21.00	18.00
13 times	34.00	22.00	20.00	18.00	16.00	14.00	12.00
26 times	32.00	21.00	17.00	15.00	13.00	11.00	9.00
52 times	30.00	20.00	15.00	13.00	11.00	9.00	7.00
104 times	29.00	19.00	14.00	12.00	10.00	8.00	6.00
156 times	27.00	18.00	13.00	11.00	9.00	7.00	5.00
208 times	26.00	17.00	12.00	10.00	8.00	6.00	4.00
260 times	25.00	16.00	11.00	9.00	7.00	5.00	3.00
312 times	23.00	15.00	10.00	8.00	7.00	6.00	5.00

MORGANTOWN (2 AM; 1 FM)

Monongalia County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

W AJR

1940

Media Code 4 250 5600 9.00
West Virginia Radio Corp., Box 867, Morgantown,
W. Va. 26505. Phone 304-292-9488.

1. PERSONNEL
General Manager—L. W. Fleming, Jr.
Sales Manager—Paul E. Kidd.
Program Director—William H. Harris.
3. FACILITIES
5,000 w. days, 500 w. nights; 1440 kc.
Directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15%. 10% cash discount if paid by 15th of month following billing.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 25a, 28.
Contracts: 40a, 44a, 44b, 45, 46, 47a.
Comb. Cont. Discounts: 60a, 62a, 62b.
Cancellation: 70a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES

No. 3 ET 1/1/69—Rec'd 11/21/68.

6. SPOT ANNOUNCEMENTS

	1x	104x	260x	312x	520x
1 min	9.25	7.00	6.00	5.50	4.80
30 sec	7.65	6.35	5.45	4.85	4.35

7. PACKAGE PLANS
ROS, PER WK:

	10 tl	25 tl
1 min	5.90	5.30
30 sec	5.30	4.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	45.30	30.00	25.30	15.30
104 x	48.25	36.50	24.15	20.00	12.95
260 x	42.35	31.80	21.20	17.65	10.55
312 x	36.50	27.10	18.25	15.30	9.00

W AJR-FM

1948

Media Code 4 250 5601 7.00
West Virginia Radio Corp., Box 867, Morgantown,
W. Va. 26505. Phone 304-292-9488.

1. PERSONNEL
General Manager—L. W. Fleming, Jr.
Sales Manager—Paul E. Kidd.
Program Director—William H. Harris.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.0 mc.
Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 272 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10% cash discount if paid by 15th of month following billing.

5. GENERAL ADVERTISING See coded regulations
See WAJR listing for coded regulations.

TIME RATES

No. 2 ET 9/1/65—Rec'd 11/27/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	7.05	6.50	6.15	5.90	5.65	5.00	4.60

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	54.60	49.15	46.45	43.70	41.00	35.30	30.25
1/2 hr	32.80	29.55	27.85	25.25	24.60	21.20	18.20
1/4 hr	21.95	19.70	18.60	17.55	16.40	14.20	12.15
10 min	16.40	14.80	13.85	13.15	12.25	10.95	9.15
5 min	10.95	9.85	9.30	8.80	8.25	7.10	6.10

W CLG

1954

Subscriber to the NAB Radio Code
Media Code 4 250 5740 3.00
Freed Broadcasting Corp., Box 885, 343 High St.,
Morgantown, W. Va. 26504. Phone 304-542-2222.

1. PERSONNEL
President—William S. Freed.
Station Manager—Jim Feather.
Program Director—Doris Bethony.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 5.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective January, 1950.
Rates received August 3, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time	26.00	24.00	21.75	19.00	17.50	15.00	12.50
13 times	24.00	22.85	20.90	18.40	17.05	14.50	12.05
26 times	22.50	21.70	19.65	17.05	15.85	13.45	11.05
52 times	20.90	20.65	18.25	15.30	14.05	11.65	9.40
104 times	19.35	19.60	16.50	13.75	12.50	10.15	7.95
156 times	17.85	18.60	13.75	9.80	8.50	6.15	3.85
208 times	16.50	17.65	13.45	8.95	8.20	5.85	3.65
260 times	15.15	16.80	12.40	8.40	4.90	3.45	3.45
312 times	13.90	15.95	11.80	7.95	4.60	3.30	3.30

MOUNDSVILLE

Marshall County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

W EIF

1950

Media Code 4 250 5880 7.00
Miracle Valley Broadcasting Co., Inc., Box O, 317
7th St., Moundsville, W. Va. 26041. Phone 304-845-1230.

STATION'S PROGRAMMING DESCRIPTION
WEIF: Programmed for adults and young adults.
MUSIC: popular music policy, 60% current hits, 30% middle-of-the-road and 10% rhythm and blues.
AIR PERSONALITIES handle all segments. NEWS: national-international details with local-regional headlines each hour, local-regional details 4 times daily. Public affairs programming on subjects of local and regional interest. SPORTS: Emphasis on local and regional sports happenings and college football, live in season. Personalities available for remote broadcasts for grand openings, special promotions, etc. Rec'd 3/7/68.

1. PERSONNEL
President—Fred A. Grewe, Jr.
Station Manager—Donald L. Shriver.
Sales Manager—Henry R. Grewe.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 net charges for station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb. Cont. Discounts: 60b, 60c, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES

Rates effective September 1, 1959.
Rates received September 24, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time	75.00	74.00	72.00	68.00	63.00	57.00	50.00
1/2 hour	45.00	44.00	43.00	41.00	38.00	34.00	30.00
25 min.	40.00	39.00	38.00	36.00	33.00	30.00	26.00
1/4 hour	25.00	24.50	24.00	22.50	21.00	19.50	18.00
10 min.	18.00	17.50	17.00	16.00	15.00	13.50	12.00
5 min.	12.00	11.50	11.00	10.50	10.00	9.00	8.00
1 min.	7.50	7.25	7.00	6.75	6.25	5.75	4.25
30 sec.	6.00	5.75	5.50	5.25	5.00	4.75	4.25
*10 sec.	3.75	3.65	3.50	3.35	3.15	2.85	2.65

(* 10-second announcements may not earn frequency discounts for longer announcements, but longer announcements may earn frequency discounts for 10-second announcements.)

7. PACKAGE PLANS

SATURATION PLAN

Per week:	1 min.	30 sec.	10 sec.
10 times, each	7.00	5.75	3.05
20 times, each	6.50	5.25	2.55
30 times, each	6.00	5.00	2.15

Any combination of announcements in the above Saturation Plan is permissible.

WEEK-END SATURATION PLAN (Sat and Sun)

10 times per week end	6.50	5.50	3.40
20 times per week end	6.00	5.00	3.25
30 times per week end	5.75	4.75	2.90

Any combination of announcements in the above Saturation Plan is permissible.

NEW MARTINSVILLE

Wetzel County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

W ETZ

1952

Media Code 4 250 6020 9.00
Magnolia Broadcasting Co., Inc., Box 249, New
Martinsville, W. Va. 26155. Phone 304-455-8020.
Studio: Bridge St. North at Radio Drive, New
Martinsville, W. Va. 26155.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harry G. Bright.
Vice-President—Rotta C. Bright.
Commercial Manager—George K. Eubanks.
2. REPRESENTATIVES
New York, Chicago—C. Otis Rawalt, Inc.
Pittsburgh, Cleveland—Regional Reps. Corp.
3. FACILITIES
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a, 23a, 24b, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42c, 45, 47a.
Comb. Cont. Discounts: 60a.
Cancellation: 70b, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective February 1, 1962.
Rates received February 1, 1962.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 tl	6.00	4.00	104 tl	4.50	2.00	2.00
13 tl	5.70	3.80	158 tl	4.20	2.80	2.80
26 tl	5.40	3.60	280 tl	3.60	2.40	2.40
52 tl	4.80	3.20	312 tl	3.00	2.00	2.00

(* 30 seconds or less.)

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 tl	36.00	24.00	12.00
13 tl	32.00	22.80	11.40
26 tl	32.00	21.60	10.80
52 tl	28.00	19.20	9.60
104 tl	27.00	18.00	9.00
156 tl	25.20	16.80	8.40
280 tl	21.80	14.40	7.20
312 tl	18.00	12.00	6.00

OAK HILL (1 AM; 1 FM)

Fayette County—Map Location F-6
See SRDS consumer market map and data at beginning

WEST VIRGINIA

Parkersburg—W C E F—Continued

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11d, 12d, 13d, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24a, 24b, 24c, 26, 28a, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
ET 2/1/67—Rec'd 2/6/67.

1x	25x	52x	104x	208x	312x
1 min/less	10.00	9.00	8.00	7.00	6.50
10 sec:	50%	1-min			

10-second spots cannot be combined to earn lower frequency rate except on a 2 for 1 basis.

7. PACKAGE PLANS
WEEKLY PACKAGES
PER WK: 1-12 WEEKS
1 min or 30 sec, ea. 10 15 20 30 40 50
7.00 6.50 6.00 5.50

DISCOUNTS
13 wks—5% 26+ wks—10%
Retroactive discounts available only for consecutive packages.

8. SPOT ANNOUNCEMENTS
1x 25x 52x 104x 208x 312x
1/2 hr. 60 56 52 49 47 45
1/4 hr. 45 41 38 35 32 30
10 min. 30 27 25 23 21 19
5 min. 20 18 16 14 12 11

W C E F-FM

Media Code 4 250 6331 0.00
Franklin Broadcasting Co., Inc., 703 Market St., Parkersburg, W. Va. 26101. Phone 304-485-7354.
STATION'S PROGRAMMING DESCRIPTION
W C E F-FM: Programmed for adults.
MUSIC: country, western 5:30-1 am. News and farm news 2%. RELIGIOUS: programming Sun morning only. Direct and interview audio reports from local, regional, national, and international news reporters with UPI audio. COMMERCIAL POLICY: no double spotting of a national spot. Rec'd 8/4/67.

1. PERSONNEL
General Manager—C. E. Franklin.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 210 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
See W C E F listing for coded regulations.

TIME RATES
ET 5/1/66—Rec'd 4/4/66.

6. SPOT ANNOUNCEMENTS
1 min or less.

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 20.00 15.00 10.00 7.50 5.00

WMOA WMOA-FM MARIETTA, OHIO NBC Radio Network

City of license, Marietta, Ohio.
Considered by NBC Radio Network as their Parkersburg, W. Va. outlet.
See listing under Marietta, Ohio.

WPAR

Subscriber to the NAB Radio Code
Media Code 4 250 6440 9.00
WPAH, Inc., Box 449, Parkersburg, W. Va. 26101.
Phone 304-485-4491.

1. PERSONNEL
Owner—Fred A. Grewe, Jr.
General Manager—Calvin Daffley, Jr.

2. REPRESENTATIVES
Gill-Perms, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:25 am-midnight Mon thru Sat; 7:00 am-midnight Sun. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 5.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 24c, 25b.
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
Prod. Services: 80.
Affiliated with CBS.

TIME RATES
Rates effective January 1, 1964.
Rates received December 3, 1963.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS
1 tt 8.00 156 tt 4.80
26 tt 5.70 280 tt 4.20
52 tt 5.40 312 tt 3.90
104 tt 5.10

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 45.00 30.00 18.00 13.75 11.00

DISCOUNTS
25x—5% 52x—10% 104x—15%

WTAP WTAP-FM

1947 1967

Media Code 4 250 6560 2.00
Broadcasting Services, Inc., 123 W. 7th St., Parkersburg, W. Va. 26101. Phone 304-485-4588.

1. PERSONNEL
President—C. Thomas Garten.
General Manager—Ronald W. Maines.

2. REPRESENTATIVES
Savall/Gates, Inc.
Regional Rep. Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM FACILITIES
ERP 1,000 w.; 103.1 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

6. SPOT ANNOUNCEMENTS
ET 12/1/59—Rec'd 11/11/59.
1x 25x 52x 104x 156x 250x 520x
1 min or less 6.00 5.70 5.40 5.10 4.80 4.50 4.20
10 sec: 60% of 1-min.

8. PROGRAM TIME RATES
1 hr 45.00 42.00 38.00 34.00 31.50 29.50 27.50
1/2 hr 30.00 27.00 24.00 20.00 18.75 17.75 16.25
1/4 hr 18.00 17.00 16.00 14.00 12.80 11.90 11.00
10 min 13.75 13.00 12.25 11.50 10.75 10.00 9.00
5 min 11.00 10.25 9.50 8.75 8.00 7.25 6.50

PINEVILLE

Wyoming County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WWYO

Media Code 4 250 6720 4.00
Wyoming Broadcasting Co. Inc., Pineville, W. Va.

1. PERSONNEL
General Manager—Bob D. Bailey, III.
Gen'l Sales & Oper. Mgr.—Don E. Coleman.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL RATE POLICY
Rates effective November 1, 1948.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr 60.00 36.00 24.00 18.00 12.00 8.00
15 times 57.00 34.20 22.80 17.10 11.40 7.60
26 times 54.00 32.40 21.60 16.20 10.80 7.20
39 times 51.00 30.60 20.40 15.30 10.20 6.80
52 times 48.00 28.80 19.20 14.40 9.60 6.40
104 times 45.00 27.00 18.00 13.50 9.00 6.00
156 times 42.00 25.20 16.80 12.60 8.40 5.60
208 times 39.00 23.40 15.60 11.70 7.80 5.30
260 times 36.00 21.60 14.40 10.80 7.20 4.80
312 times 33.00 19.80 13.20 9.90 6.60 4.40
364 times 30.00 18.00 12.00 9.00 6.00 4.00
(* One minute or less.

PRINCETON

Mercer County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WLOH

Media Code 4 250 6650 6.00
Robert L. Harrison, dba Mountain Broadcasting Co., Box 1011, Princeton, W. Va. 24740. Phone 304-425-2151.

1. PERSONNEL
Sales Manager—Bob Harrison.
Program Director—Bob Harrison.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:00 am-11:00 pm. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a.
Affiliated with KBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 ET 10/66—Rec'd 3/30/67.

6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 x 3.00 3.00 2.60 x 2.35 2.00
25 x 3.60 2.85 2.55 2.15 1.90
52 x 3.15 2.65 2.35 x 1.95 1.75
104 x 2.85 2.25 500 x 1.75 1.50
156 x 2.60 2.15 1000 x 1.60 1.40

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 5 min
1 x 30.00 22.50 14.00 8.00
26 x 27.00 20.25 12.60 7.20
52 x 24.30 18.25 11.35 6.50
104 x 21.90 16.45 10.20 5.85
156 x 19.75 14.80 9.20 5.30
260 x 17.80 13.80 8.25 4.80
312 x 16.00 12.00 7.45 4.35
364 x 14.40 10.80 6.70 3.95

RAVENSWOOD

Jackson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WMOV

Media Code 4 250 7000 0.00
Good Neighbor Broadcasters, Inc., Gallatin St., Ravenswood, W. Va. Phone 304-273-2544.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Rex Osborne.
Sta. Mgr. & Nat'l Sales Mgr.—Sam Jackson.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 23a, 25a, 29a.
Contracts: 40a, 44b, 45, 48.
Cancellation: 70b, 71b.
Prod. Services: 82.

TIME RATES
Rates effective July 19, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
1 hr 37.00 23.00 12.75 10.50 8.50 5.50
15 times 33.95 22.00 11.98 9.95 7.95 4.75
26 times 32.00 19.95 11.50 9.20 7.50 4.50
52 times 29.75 17.98 10.75 8.50 6.75 4.00
104 times 27.75 16.75 9.50 7.95 6.50 3.85
156 times 24.95 15.50 8.78 7.20 5.95 3.45
260 times 23.00 13.98 8.20 6.55 5.25 3.00
312 times 20.75 12.75 7.50 5.75 4.75 2.50
364 times 18.20 11.20 6.35 5.20 4.20 2.15

RICHWOOD

Nicholas County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WVAR

Subscriber to the NAB Radio Code
Media Code 4 250 7140 4.00

R-S Broadcasting Company, Box 349, Cemetery Rd., Richwood, W. Va. 26261. Phone 304-846-0071.
STATION'S PROGRAMMING DESCRIPTION
WVAR: Programmed for adults and young adults.
6 air personalities encompass entire operation. 8 min news on hour. MUSIC 90%; 50% singles, 40% albums, featuring current selling general popular music, showtunes, standards. NEWS 10%; local, national and international. COMMERCIAL POLICY: 18 minutes maximum permitted between 7-9 am & 4-7 pm, all other periods permit 18 minutes. Personalities available for remote pickups from shopping centers, state fairs, etc. Rec'd 7/14/67.

1. PERSONNEL
President—Carl Gainer.
Sec'y & Treas.—Larry Tucker.
General Manager—Virgil W. Graves.

3. FACILITIES
1,000 w. days; 600 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60a, 60f, 61a, 61b, 62a.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS Radio Network.
Member: Appalachian Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2A ET 4/1/66—Rec'd 3/31/66.

A—Mon thru Sat 6:30-9:30 am, noon-2 pm & 4-6:30 pm.
B—Mon thru Sat 9:30 am-noon & 2-4 pm; Sun 6:30 am-6:30 pm.
C—Sun thru Sat 6-6:30 am & 6:30-8:30 pm.

6. SPOT ANNOUNCEMENTS
SECTION I
CLASS A
1 min 30 sec *15 sec
1 tt 4.75 3.50
13 tt 4.50 3.30
26 tt 4.25 3.10
52 tt 3.75 2.70
104 tt 3.50 2.50
208 tt 3.25 2.30
260 tt 3.00 2.10
312 tt 2.75 1.90

(* Not available in Class A time.)
CLASS B
1 tt 4.00 3.00 2.00
13 tt 3.75 2.80 1.85
26 tt 3.50 2.60 1.70
52 tt 3.00 2.20 1.40
104 tt 2.75 2.00 1.25
208 tt 2.50 1.80 1.10
260 tt 2.25 1.60 .85
312 tt 2.00 1.40 .85

CLASS C
1 min 30 sec 15 sec
1 tt 2.75 2.00 1.35
13 tt 2.55 1.85 1.25
26 tt 2.35 1.70 1.15
52 tt 1.95 1.40 1.05
104 tt 1.75 1.25 .85
208 tt 1.55 1.10 .65
260 tt 1.35 .95 .75
312 tt 1.15 .85 .70

7. PACKAGE PLANS
SECTION II
SATURATION RATES
CLASS A
Regular rates apply, although Class A spots may be combined with spots in other classes to earn discount.
PER WK: CLASS B 1 min 30 sec 15 sec
20 tt 50.00 87.50 25.00
30 tt 67.50 50.50 25.75
40 tt 85.00 60.00 40.00
50 tt 87.50 65.50 43.75

CLASS C
20 tt 31.00 23.25 15.50
30 tt 40.50 30.35 20.25
40 tt 46.00 34.50 23.50
50 tt 50.00 37.50 25.00

8. PROGRAM TIME RATES
SECTION III
CLASS A
1 hr 1/2 hr 1/4 hr 5 min
1 tt 45.00 30.00 20.00 8.75
13 tt 43.00 28.00 19.00 8.75
26 tt 41.00 27.00 18.00 8.50
52 tt 37.00 24.00 16.00 6.00
104 tt 35.00 22.50 15.00 5.75
208 tt 33.00 21.00 14.00 5.50
260 tt 31.00 19.50 13.00 5.25
312 tt 28.00 18.00 12.00 5.00

CLASS B
1 tt 88.00 27.00 16.00 6.00
13 tt 36.00 25.50 16.25 5.75
26 tt 34.00 24.00 14.50 5.50
52 tt 30.00 21.00 13.00 5.00
104 tt 28.00 19.50 12.25 4.75
208 tt 26.00 18.00 11.50 4.50
260 tt 24.00 16.50 10.75 4.25
312 tt 22.00 15.00 10.00 4.00

CLASS C
1 tt 18.00 12.00 4.50
13 tt 28.00 16.75 11.25 4.25
26 tt 26.00 15.50 10.50 4.00
52 tt 22.00 13.00 9.00 3.50
104 tt 20.00 11.75 8.25 3.25
208 tt 18.00 10.50 7.50 3.00
260 tt 16.00 9.25 6.75 2.75
312 tt 14.00 8.00 6.00 2.50

RONCEVERTE
Greenbrier County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WRON

Subscriber to the NAB Radio Code
Media Code 4 250 7280 8.00
Greenbrier Broadcasting Co., Inc., Box 69, Ronceverte, W. Va. 24970. Phone 304-645-3425.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nash L. Tatum, Jr.
Commercial Manager—Claude F. Jones.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:15 am-11:00 pm Sun. EST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28c, 29a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60h, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1965. (Card No. 2A.)
Card received October 4, 1965.

Class A—6:00-10:00 am and noon-2:00 pm Mon thru Sat; 4:00-7:00 pm Mon thru Fri.
Class B—10:00 am-noon Mon thru Sat; 2:00-4:00 pm Mon thru Fri; 2:00-7:00 pm Sat; 6:00 am-7:00 pm Sun.
Class C—7:00-11:00 pm Sun thru Sat.

6. SPOT ANNOUNCEMENTS
Guaranteed Fixed Position announcements take 1 time rate.

CLASS A
1 min 30 sec 15 sec
1 tt 4.60 3.45
13 tt 4.40 3.30
26 tt 4.20 3.15
52 tt 4.00 3.00
104 tt 3.80 2.85
156 tt 3.60 2.70
260 tt 3.40 2.55
312 tt 3.20 2.40

CLASS B
1 tt 4.00 3.00 2.00
13 tt 3.80 2.85 1.90
26 tt 3.60 2.70 1.80
52 tt 3.40 2.55 1.70
104 tt 3.20 2.40 1.60
156 tt 3.00 2.25 1.50
260 tt 2.80 2.10 1.40
312 tt 2.60 1.95 1.30

CLASS C
1 tt 3.20 2.40 1.60
13 tt 3.00 2.25 1.50
26 tt 2.80 2.00 1.40
52 tt 2.60 1.95 1.30
104 tt 2.40 1.80 1.20
156 tt 2.20 1.65 1.10
260 tt 2.00 1.50 1.00
312 tt 1.80 1.35 .90

7. PACKAGE PLANS
SATURATION PACKAGES
MON THRU SAT: 1 min 30 sec
Plan I (1A, 1B, 2C), per day 60. 45.
Plan II (2A, 2B, 4C), per day 100. 75.
(This listing continued on next page)

Ronceverte—W R O N—Continued

5. PROGRAM TIME RATES

CLASS A				
	1 hr	1/2 hr	1/4 hr	5 min
1 hr	43.00	27.00	17.00	6.00
13 hr	41.00	25.50	16.00	5.75
26 hr	39.00	24.00	15.00	5.50
52 hr	37.00	22.50	14.00	5.25
104 hr	35.00	21.00	13.00	5.00
156 hr	33.00	19.50	12.00	4.75
260 hr	31.00	18.00	11.00	4.50
312 hr	29.00	16.50	10.00	4.25

CLASS B				
	1 hr	1/2 hr	1/4 hr	5 min
1 hr	37.00	22.50	14.00	5.25
13 hr	35.00	21.00	13.00	5.00
26 hr	33.00	19.50	12.00	4.75
52 hr	31.00	18.00	11.00	4.50
104 hr	29.00	16.50	10.00	4.25
156 hr	27.00	15.00	9.00	4.00
260 hr	25.00	13.50	8.00	3.75
312 hr	23.00	12.00	7.00	3.50

CLASS C				
	1 hr	1/2 hr	1/4 hr	5 min
1 hr	31.00	18.00	11.00	4.50
13 hr	29.00	16.50	10.00	4.25
26 hr	27.00	15.00	9.00	4.00
52 hr	25.00	13.50	8.00	3.75
104 hr	23.00	12.00	7.00	3.50
156 hr	21.00	10.50	6.00	3.25
260 hr	19.00	9.00	5.00	3.00
312 hr	17.00	7.50	4.00	2.75

ST. ALBANS

Kanawha County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Charleston

(including South Charleston, St. Albans)

SOUTH CHARLESTON

Kanawha County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Charleston

(including South Charleston, St. Albans)

SPENCER

Roane County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WVRC

1960
Media Code 4 250 7560 3.00
Nubro Broadcasting Co., Inc., Green Acres Addition,
Spencer, W. Va. 25276. Phone 304-927-3760.

STATION'S PROGRAMMING DESCRIPTION

WVRC: Programmed for adults.
AIR PERSONALITIES handle all segments. 6:30-7 am gospel music. 7-8 am country and western music. 8 am-noon middle-of-the-road music, standards, show-tunes, etc. Noon-4 pm country and western music. 4-9 pm middle-of-the-road music, standards, show-tunes, etc. 9-10 pm top 40. NEWS: AP, world news on hour. State news 7:30 am, 9:30 am, 12:05 pm, 6:05 pm. Local news 8:30 am, 12:10 pm, 6:10 pm. 15 min news roundups 8:30 am, noon, 6 pm. 15 min telephone quiz 8:45 am. Free classified ads program, 12:30 pm. 15 min news analysis 5 pm. Birth-day program 2:45 pm. Rec'd 11/6/67.

1. PERSONNEL

President—Jesse D. Newman.
Vice-Pres. & Gen'l Mgr.—Richard Dale Brooks.
Sales Manager—William E. Brannon.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6:30 am-10 pm. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 11a, 13a, 14a, 15b.
Basic Rates: 20b.
Contracts: 40a, 44a, 46.
Comb.; Cont. Discounts: 61a.
Cancellation: 70c, 71a, 73b.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 4/1/68—Rec'd 8/5/69.

6. SPOT ANNOUNCEMENTS

PER MO:	30 sec	1 min	30 sec	1 min
1 hr	2.50	3.18	65	1.71
13 hr	2.36	2.89	78	1.64
26 hr	2.18	2.59	91	1.58
39 hr	2.00	2.30	104	1.53
52 hr	1.83	2.12		

Monthly rate determined by number of spots run in 31 days.

PER YR:	30 sec	1 min	30 sec	1 min
156 x	2.18	2.65	780 x	1.55
312 x	2.00	2.36	936 x	1.50
468 x	1.83	2.18	1092 x	1.45
624 x	1.64	2.00	1212 x	1.42

30-seconds and 1-minute spots may be combined to earn lower rates.

SUTTON

Braxton County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

W S G B

1964
Media Code 4 250 7700 5.00
Braxton Broadcasting Co., Box 514, 197 Main St.,
Sutton, W. Va. 26601. Phone 765-7373.

1. PERSONNEL

Partners—Charles M. Erhard, Jr. and Sheridan W. Pruett.
Gen'l & Sales Mgr.—Charles M. Erhard Jr.
Station Manager—William Hisekok.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm. EST.

4. AGENCY COMMISSION

15/10 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with KBS Radio Network.
TIME RATES
Rates effective _____
Rates received December 17, 1965.

8. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS			
	1 hr	1/2 hr	1/4 hr
1 hr	4.25	52	3.00
13 hr	3.50	104	2.75
26 hr	3.25	312	2.40

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 hr	59.00	30.70	21.25	10.65
13 hr	54.00	29.50	18.50	10.00
26 hr	50.00	27.50	17.00	9.60
52 hr	47.50	25.00	14.75	8.40
104 hr	45.50	22.75	13.15	7.75
312 hr	43.00	21.25	13.00	7.10

WEIRTON

Hancock County—Map Location G-1
See SRDS consumer market map and data at beginning of the State.

See Steubenville (Ohio)-
Weirton (W. Va.) under
Ohio

WELCH (2 AM; 1 FM)

McDowell County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WELC

1950
Subscriber to the NAB Radio Code
Media Code 4 250 7840 9.00
Pocahontas Broadcasting Co., Box 920, Welch W. Va.
24801. Phone 304-436-2131.

1. PERSONNEL

Gen'l & Sales Mgr.—Sam Sidote.

3. FACILITIES

1,000 w. days; 1150 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 13a, 14a, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 25c, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60f, 60l, 61a.
Cancellation: 71b.
Affiliated with KBS Radio Network.
Rates include talent fee for announcer on programs only. Extra talent must be paid by sponsor through station at fixed rate agreed by all parties at time of contract signing.

TIME RATES

Rates received November 3, 1950.
Revised rates (addition of 312 time rates) received
May 27, 1955.

6. SPOT ANNOUNCEMENTS

	1 min.	60 wds.	(*)
1 time	4.69	3.75	3.44
13 times	4.38	3.50	3.31
26 times	4.18	3.31	3.19
52 times	3.88	3.12	3.00
104 times	3.75	3.00	2.88
156 times	3.63	2.88	2.75
260 times	3.50	2.81	2.69
312 times	3.35	2.74	2.60

(*) Station break.

7. PACKAGE PLANS

WEEKLY FREQUENCY RATES			
	1 hour	2 wly	5 wly
1 hour	26.25	36.00	39.75
1/2 hour	23.75	22.50	21.25
1/4 hour	11.88	11.25	10.63
10 minutes	10.63	10.00	9.38
5 minutes	7.71	7.50	7.19
1 minute	3.75	3.63	3.50
60 words	3.00	2.88	2.81
Station break	2.88	2.75	2.69

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min.	5 min.
1 time	45.00	30.00	15.00	13.13	9.38
13 times	42.50	28.33	14.38	12.77	8.75
26 times	40.00	26.25	13.13	11.88	8.44
52 times	37.50	25.00	12.50	11.25	8.13
104 times	36.25	23.75	11.88	10.63	7.71
156 times	35.00	22.50	11.25	10.00	7.50
260 times	33.75	21.25	10.63	9.38	7.19
312 times	32.50	20.00	10.00	8.75	6.88

W O V E

1955
Media Code 4 250 7980 3.00
W O V E, Inc., McDowell St., Welch, W. Va. 24801.
Phone 304-436-3333.

1. PERSONNEL

Pres. & Gen'l Mgr.—Kenneth Crosthwait.
Manager—Art Jones, Jr.
Program Director—James Roberts.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 8 am-midnight. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b.
Contracts: 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 10/1/66—Rec'd 10/31/66.
AA—6-9 am, noon-3 pm & 6 pm-midnight.
A—9 am-noon & 3-6 pm.

6. SPOT ANNOUNCEMENTS

CLASS A				
	Open	780x	1560x	2080x
1 min or less	1.50	1.50	1.20	1.10

7. PACKAGE PLANS

CLASS A				
	1 hr	15 ti	30 ti	40 ti
1 min or less	1.50	1.40	1.30	1.20

Must be used within consecutive 7-day period.

8. PROGRAM TIME RATES

CLASS A					
	1x	52x	104x	260x	312x
1/2 hr	25.00	17.00	15.00	13.00	12.00
1/4 hr	18.00	10.00	9.00	8.00	7.50
5 min	7.00	6.00	5.50	5.00	4.75

W O V E - F M

1966
Media Code 4 250 7981 1.00
Kenneth J. Crosthwait, McDowell St., Welch, W. Va.
24801. Phone 304-430-3800.

1. PERSONNEL

Pres. & Gen'l Mgr.—Kenneth J. Crosthwait.
Sta. Mgr. & Prog. Dir.—Art Jones, Jr.

3. FACILITIES

ERP 3,000 w.; 106.3 mc.
Operating schedule: 6 am-midnight Mon thru Sat; 7 am-10 pm Sun. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with CBS.

TIME RATES

ET 10/1/66—Rec'd 10/14/66.
A—9 am-noon & 3-6 pm.

6. SPOT ANNOUNCEMENTS

CLASS A				
	Open	780x	1560x	2080x
1 min or less	2.00	1.65	1.45	1.25

7. PACKAGE PLANS

CLASS A				
	1 hr	15 ti	30 ti	40 ti
1 min or less	2.00	1.80	1.60	1.40

8. PROGRAM TIME RATES

CLASS A					
	1x	52x	104x	260x	312x
1/2 hr	26.00	18.00	16.00	14.00	13.00
1/4 hr	17.00	11.00	10.00	9.00	8.50
5 min	8.00	7.00	6.50	6.00	5.75

WEST VIRGINIA

WESTON

Lewis County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

W H A W

1948
Subscriber to the NAB Radio Code
Media Code 4 250 8120 5.00
Central West Virginia Service Corp., Box 431,
Harrison Ave., East Weston Hill, Weston, W. Va.
26452. Phone 304-269-6555.

STATION'S PROGRAMMING DESCRIPTION

W H A W: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, headlines and weather on half hour. 6-8 am country and western. 8-8:20 am news, weather, sports. 8:20-8:45 am middle-of-the-road. 8:45-9 am local news. 9-9:30 am music, middle-of-the-road. 9:30-10 am birth announcements and local participation show. 10-11:30 am music, middle-of-the-road. 11:30 am-noon women's program and farm news. Noon-12:30 pm news, national, state, sports, and local. 12:30-1 pm music, country and western, gospel. 1-3 pm music, middle-of-the-road. 3-4 pm music, country and western. 4-5 pm music, rock and roll. 5 pm-sign-off instrumental music. Weekends consist of news, religious programs and middle-of-the-road music. SPORTS: college football. Contact Representative for further details. Rec'd 1/30/68.

1. PERSONNEL

President—R. H. Ralston.
Vice-President—Ruth Andrew.
Manager—Terry White.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset Mon thru Sat; 7:30 am-local sunset Sun. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

WEST VIRGINIA

Wheeling—W B Z E—Continued

- 3. FACILITIES**
500 w. days; 1470 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Program rates include a 20% talent and special service charge.

TIME RATES

Rates effective March 15, 1963. (Card No. 1)
Card received May 27, 1963.

- 6. SPOT ANNOUNCEMENTS**
Traffice Time Announcements
(6:30-9:00 am and 3:00-7:00 pm)
- | 1 MINUTE | | 30 SECONDS | | | |
|----------|-------|------------|-------|-------|--------|
| PER WK: | ea | ea | tot | | |
| 6 ti | 15.00 | 90.00 | 24 ti | 12.00 | 288.00 |
| 12 ti | 14.00 | 168.00 | 36 ti | 11.00 | 396.00 |
| 18 ti | 13.00 | 234.00 | | | |
- (All other Times)
- | 1 MINUTE | | 30 SECONDS | | | |
|----------|-------|------------|-------|------|--------|
| PER WK: | ea | ea | tot | | |
| 6 ti | 10.00 | 60.00 | 24 ti | 7.00 | 168.00 |
| 12 ti | 9.00 | 108.00 | 36 ti | 6.00 | 216.00 |
| 18 ti | 8.00 | 144.00 | | | |
- 30 second ID's—80% of 1 minute rate.
10 second ID's—50% of 1 minute rate.

WHLL

1949

WHEELING

Media Code 4 250 8400 1.00

Wheeling Radio, Inc., Box 6462, Glenwood Rd.,
Wheeling, W. Va. 26003. Phone 304-233-1800.

- 1. PERSONNEL**
President—Truman Morris.
General Manager—Howard W. Meagle.
- 2. REPRESENTATIVES**
Alan Torbet Associates, Inc.
Pittsburgh, Cleveland—Regional Reps Corp.
- 3. FACILITIES**
5,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 60g, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 6/1/69—Rec'd 5/7/69.
AA—Mon thru Fri—6-10 am & 3-7 pm.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti | 10 ti | 15 ti | 25+ |
|---------|------|-------|-------|------|
| AA | 7.75 | 6.50 | 6.00 | 5.25 |
| A | 6.50 | 5.25 | 4.75 | 4.10 |
- 20/30 sec: 80% of 1-min. 5/10 sec: 50% of 1-min.
Weeks do not have to be consecutive to earn cumulative weeks frequency.
All lengths of spots combine to earn frequency.
- 10. SPECIAL FEATURES**
5-min news hourly at :60—1-1/2x applicable 1-min.

WKWK

WKWK-FM

1941

1948

Media Code 4 250 8540 4.00
WK, Inc., 16th & Market Sts., Wheeling, W. Va.
26003. Phone 304-232-2250.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gene B. Johnson.
General Sales Manager—Neil B. Fondas.
Program Director—Bob Dorris.
- 2. REPRESENTATIVES**
McGavren-Gutild-PGW Radio, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM—ERP 50,000 w.; 97.3 mc.
Antenna ht.: 470 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21h, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff 8/1/63—Rec'd 5/6/63.
Rev 5/28/68—Rec'd 5/31/68.

Drivetime—Mon thru Sat 6-9 am & 4-7 pm.
Housewife Time—Mon thru Sat 9 am-4 pm & 7-10 pm
Nighttime—Mon thru Sat 10 pm-midnight; Sun all day.

- 6. SPOT ANNOUNCEMENTS**
- | DRIVETIME | | HOUSEWIFE TIME | | NIGHTTIME | |
|-----------|----------|----------------|-------|-----------|--|
| PER WK: | (*) 6 ti | 12 ti | 18 ti | 24 ti | |
| 1 min | 35.00 | 27.00 | 25.00 | 23.00 | |
| 30 sec | 28.00 | 21.80 | 20.00 | 18.40 | |
| 10 sec | 17.50 | 13.50 | 12.50 | 11.50 | |
- | HOUSEWIFE TIME | | NIGHTTIME | | | |
|----------------|-------|-----------|--------|-------|-------|
| PER WK: | 1 min | 30 sec | 10 sec | | |
| 1 min | 30.00 | 23.00 | 21.00 | 19.00 | 17.00 |
| 30 sec | 24.00 | 18.40 | 16.80 | 15.20 | 13.80 |
| 10 sec | 15.00 | 11.50 | 10.50 | 9.50 | 8.50 |
- (*) Fixed position or less than 6 ti, flat.

- 7. PACKAGE PLANS**
- FAMILY PLAN**
6 spots, 6-9 am Mon thru Sat.
6 spots, 4-7 pm Mon thru Sat.
4 spots, 7-10 pm Mon thru Fri.
4 spots, 9 am-4 pm Sat.
4 spots, noon-6 pm.
24 1-min spots per wk, ea. _____ 18
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Non-combinable with other weekly plans for added frequency.
- PERSONALITY PACKAGE**
1 spot, 6-9 am Mon thru Sat.
1 spot, 9 am-noon Mon thru Sat.
1 spot, noon-4 pm Mon thru Sat.
1 spot, 4-7 pm Mon thru Sat.
1 spot, 7 pm-midnight Mon thru Sat.
6 spots, noon-8 pm Sun.
36 1-min spots per wk, ea. _____ 16
Non-combinable with other weekly plans for added frequency.

- 8. PROGRAM TIME RATES**
5-min—1-1/2x applicable 1-min.
- CONSECUTIVE WEEK DISCOUNTS**
25 wk—4% 52 wk—8%
Not applicable to Family and Personality Plans.
Ratholder: Minimum wks sched of 6 1-min spots
6 am-mid Mon-Sun necessary to maintain consec wks
advertising. Or, spot equivalent in length and week-
ly frequency to the existing schedule.

WOMP

1947

BELLAIRE, OHIO

NAB

RAB

- Subscriber to the NAB Radio Code
Media Code 4 250 8680 8.00
T/R Inc., Box 448, Woodmont Hill, Bellaire, Ohio
43906. Phone 614-676-5661.
Other office—Box 448, Wheeling, W. Va.
- 1. PERSONNEL**
General Manager—Robert Andre.
Sales Manager—Miles Hession.
Program Director—Bill Thalman.
- 2. REPRESENTATIVES**
Savall/Gates, Inc.
Regional Reps Corp.
- 3. FACILITIES**
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6:00 am-sign-off daily. EST.
Partial simulcast operation. Simulcast 6-11 am Mon
thru Fri. For non-simulcast facilities see WOMP-FM.
- 4. AGENCY COMMISSION**
15% time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 11d, 14d, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 25a, 28a, 28c,
29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48,
51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81.
Member: Ohio Radio Network.

TIME RATES

Eff 5/20/69—Rec'd 6/4/69.

- 7. PACKAGE PLANS**
- | 1 MINUTE | | 30/20 SECONDS | | |
|----------|-------|---------------|-------|-------|
| PER WK: | 1 wk | 13 wk | 26 wk | 52 wk |
| 6 ti | 12.00 | 11.25 | 10.50 | 10.00 |
| 12 ti | 11.00 | 10.25 | 9.50 | 9.00 |
| 18 ti | 10.00 | 9.25 | 8.50 | 8.00 |
| 24 ti | 9.00 | 8.25 | 7.50 | 7.00 |
- | 30/20 SECONDS | | 1 MINUTE | | |
|---------------|------|----------|-------|------|
| PER WK: | 6 ti | 12 ti | 18 ti | |
| 6 ti | 9.00 | 8.50 | 7.90 | 7.50 |
| 12 ti | 8.25 | 7.70 | 7.15 | 6.75 |
| 18 ti | 7.50 | 7.00 | 6.50 | 6.00 |
| 24 ti | 6.75 | 6.25 | 5.75 | 5.25 |
- ID's: 50% of 1-min.
10. SPECIAL FEATURES
5-min News—1-1/2x 1-min.
Advertisers using plan rates may combine for total
weekly frequency within any consecutive 52 weeks.

WOMP-FM

1947

BELLAIRE, OHIO

- Media Code 4 250 8681 6.00
T/R Inc., Box 448, Woodmont Hill, Bellaire, Ohio
43906. Phone 614-676-5661.
- 1. PERSONNEL**
General Manager—Robert Andre.
Sales Manager—Miles Hession.
Program Director—Bill Thalman.

- 2. REPRESENTATIVES**
Savall/Gates, Inc.
Ohio, Pennsylvania—Regional Reps Corp.
- 3. FACILITIES**
ERP 13,500 w. (horiz.), 13,500 w. (vert.); 100.5 mc.
Operating schedule: 6 am-midnight daily. EST.
Antenna ht.: 550 ft. above average terrain.
Partial simulcast operation. Operated separately 11
am-midnight Mon thru Fri. For simulcast facilities see
WOMP.
- 4. AGENCY COMMISSION**
15/0; time only. 10th of month following.
- 5. GENERAL ADVERTISING** See coded regulations
See WOMP listing for coded regulations.

TIME RATES

Eff Rec'd 2/13/67.

- 7. PACKAGE PLANS**
- 1 MINUTE**
(Guaranteed position 10 am-10 pm)
- | PER WK: | 1 wk | 13 wk | 26 wk | 39 wk | 52 wk |
|---------|------|-------|-------|-------|-------|
| 1 ti | 2.00 | 1.90 | 1.80 | 1.70 | 1.50 |
| 13 ti | 1.80 | 1.70 | 1.60 | 1.50 | 1.30 |
| 13 ti | 1.60 | 1.50 | 1.40 | 1.30 | 1.20 |
| 20 ti | 1.40 | 1.30 | 1.20 | 1.10 | 1.00 |
- 30-SECOND ROTATION PLAN**
10 per wk, 40 per mo. _____ 40.00
- 10. SPECIAL FEATURES**
NEWS PLAN—FIXED POSITION
1 per wk, ea. _____ 2.00 10+ per wk, ea. _____ 1.75

WSTV

STUEBENVILLE, OHIO

City of license, Steubenville, Ohio.
Wheeling office: Hawley Bldg., Main St., Wheeling,
W. Va. Phone 304-232-8199.
See listing under Steubenville, Ohio.

WTRF (FM)

1965

WHEELING

NAB

Subscriber to the NAB Radio Code
Media Code 4 250 8820 0.00
Forward Tele-Productions, Inc., 98 16th St., Wheel-
ing, W. Va. 26003. Phone 304-232-7777. TWX 304-
232-6897.

- 1. PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Robert W. Ferguson.
Station Manager—Cy Ackermann.
Promotion—Mary Neal.
- 3. FACILITIES**
ERP 11,220 w.; 107.5 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 907 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time; no cash discount. Net 30 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 8.
Rate Protection: 10b, 11b, 12f, 13b, 14a, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
24b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42b, 42d, 44b, 45, 46, 47a, 48, 50,
51a, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES

No. 3 Eff 1/1/68—Rec'd 2/1/68.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1x | 26x | 52x | 104x | 260x | 500x |
|---------|------|------|------|------|------|------|
| 1 min | 4.75 | 4.25 | 3.75 | 3.00 | 2.50 | 2.00 |
| 30 sec | 3.75 | 3.25 | 2.75 | 2.25 | 2.00 | 1.50 |
| 10 sec | 2.75 | 2.50 | 2.00 | 1.75 | 1.25 | 1.00 |
- 7. PACKAGE PLANS**
- | PER WK: | 14 ti | 1 min | 30 sec |
|---------|-------|-------|--------|
| 14 ti | 2.00 | 1.50 | |
- ROS spots do not apply toward frequency discount.
- 8. PROGRAM TIME RATES**
- | PER WK: | 1x | 26x | 52x | 104x | 260x | 500x |
|---------|----|-----|-----|------|------|------|
| 1 hr | 40 | 36 | 32 | 28 | 24 | 20 |
| 1/2 hr | 30 | 27 | 24 | 21 | 18 | 16 |
- 10. SPECIAL FEATURES**
SPECIAL FEATURES AND NEWS
1 min, ea. _____ 3.00 30 sec, ea. _____ 2.50

WWVA

1926

WWVA-FM

1947

WHEELING

The Eastman Station

NAB

- Subscriber to the NAB Radio Code
Media Code 4 250 8960 4.00
Basic Communications, Inc., Hawley Bldg., Wheeling,
W. Va. 26003. Phone 304-232-1170.
- 1. PERSONNEL**
President—Emil Mogul.
General Manager—Ross Felton.
Station Manager—George W. Bland.
- 2. REPRESENTATIVES**
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**
50,000 w.; 1170 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.
FM-ERP 7,500 w.; 98.7 mc.
Operating schedule: Same as AM.

- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 23a, 24a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with Eastman.

TIME RATES

No. 27A Eff 3/1/69—Rec'd 2/5/69.

- AA—Mon thru Sat 6-10 am; Mon thru Fri 4-7:30
pm; Sat 4-10 pm.
A—Mon thru Sat 10 am-4 pm; Sat 10 pm-midnight;
Sun 9 am-7 pm.
B—Mon thru Fri 7:30 pm-midnight; Mon thru Sat
5:30-6 am.
C—All other times.
- 7. PACKAGE PLANS**
- | 1 MINUTE | | 30 SECONDS | | 15 SECONDS | |
|----------|------|------------|-------|------------|-------|
| PER WK: | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| AA | 54 | 43 | 39 | 34 | 32 |
| A | 40 | 35 | 32 | 29 | 26 |
| B | 32 | 27 | 24 | 20 | 17 |
| C | 28 | 16 | 15 | 14 | 13 |
- (*) Fixed position.

- BULK RATE 1-MINUTE SPOTS**
- | PER YR: | 280x | 312x | 500x | 750x | 1000x | 1250x | 1500x |
|---------|-------|-------|-------|-------|-------|-------|-------|
| AA | 32.00 | 31.50 | 31.00 | 30.50 | 30.00 | 29.50 | 29.75 |
| A | 26.00 | 25.75 | 25.50 | 25.00 | 24.50 | 24.00 | 23.50 |
| B | 17.00 | 16.75 | 16.50 | 16.25 | 16.00 | 15.75 | 15.25 |
| C | 13.00 | 12.80 | 12.60 | 12.40 | 12.20 | 12.00 | 11.75 |
- 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
1-MINUTE TOTAL AUDIENCE PLANS
- | PER WK: | 12 ti | 18 ti | 24 ti |
|--|-------|-------|-------|
| Plan I—1/3AA, 1/3A, 1/3 after 7:30 pm and/or +weekends | 324 | 450 | 528 |
| Plan II—1/2AA, 1/2 after 7:30 pm and/or +weekends | 288 | 396 | 480 |
| Plan III—1/2A, 1/2 after 7:30 pm and/or +weekends | 264 | 360 | 408 |
- (+) Except Sat 7:30 pm-midnight.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots, regardless of length or classification, may
be cross-combined for discount purposes, as long as
TAP spots of each length are properly distributed by
time classifications.

- 8. PROGRAM TIME RATES**
- | PER YR: | 6 am-11 pm | 1x | 26x | 52x | 260x | 312x | 520x |
|---------|------------|-----|-----|-----|------|------|------|
| 1 hr | 350 | 333 | 300 | 263 | 256 | 225 | |
| 1/2 hr | 210 | 200 | 180 | 158 | 154 | 135 | |
| 1/4 hr | 123 | 117 | 105 | 102 | 90 | 79 | |
| 10 min | 85 | 80 | 75 | 70 | 64 | 56 | |
- (All other times)
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 10 min | | |
|---------|------|--------|--------|--------|-----|-----|
| 1 hr | 210 | 200 | 188 | 156 | 152 | 133 |

**ADDITIONAL
DAILY MEDIA CITIES
NOT SHOWN ON STATE MAP**

RADIO

Wisconsin Dells—Columbia County

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

		(January 1, 1969)	
STATE TOTAL	111,700	La Crosse	2,400
METRO AREAS		Madison	84,200
Appleton	800	Milwaukee	7,700
Duluth-Superior	200	Racine	2,600
Green Bay	200	Sheboygan	1,600
Janesville	2,600	Total Metros	99,500
Kenosha	1,600		



Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	⊙	◻	◇	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

SCALE OF MILES
 Applicable to WISCONSIN only

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State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Appleton—Outagamie	Eau Claire—Eau Claire	Greenfield—Milwaukee	La Crosse—La Crosse	Menomonee Falls—Waukesha	Oshkosh—Winnebago	South Milwaukee—Milwaukee	Wausau—Marathon
Béloit—Rock	Fond du Lac—Fond du Lac	Janesville—Rock	Madison—Dane	Milwaukee—Milwaukee	Racine—Racine	Superior—Douglas	Wauwatosa—Milwaukee
Brookfield—Waukesha	Green Bay—Brown	Kenosha—Kenosha	Manitowoc—Manitowoc	New Berlin—Waukesha	Sheboygan—Sheboygan	Waukesha—Waukesha	West Allis—Milwaukee
							Wisconsin Rapids—Wood

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$)	% Distribution of Families	(\$000)	Per Household (\$)	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)						
WISCONSIN STATE TOTALS	4,247.1	1,255.49	12,132,009	9,663	14.7	20.0	19.5	23.8	17.0	7,144,385	5,691	1,456,295	204,539	1,063,544	347,320	335,321	1,272,015	483,197	1,673.11	443.8	1,636,759
ADAMS E-7	7.4	2.40	13,797	5,749	22.4	14.8	16.6	17.7	6.0	8,883	3,701	1,738	204	223	312	38	2,494	940	3.54	1.6	4,891
ASHLAND D-3	15.6	4.70	37,813	8,045	22.0	17.3	20.7	21.3	9.8	33,617	7,153	6,358	870	4,732	1,203	1,350	7,818	2,930	6.13	1.4	2,869
BARRON C-5	32.0	9.60	71,877	7,487	22.5	16.4	17.3	20.7	10.5	66,483	6,925	9,270	1,895	10,458	3,065	2,210	12,703	4,423	13.65	9.6	39,369
BAYFIELD C-3	9.1	2.80	22,232	7,940	22.0	14.6	14.5	24.4	12.0	11,038	3,942	2,645	441	1,868	65	60	1,751	775	4.72	3.0	5,464
BROWN G-7	148.8	40.44	359,805	8,897	18.0	26.1	20.0	20.0	12.6	242,901	6,006	47,726	6,440	48,319	13,700	14,481	44,367	15,354	54.71	8.8	28,985
Green Bay	94.3	27.98	197,329	7,053						176,004	6,290	32,670	5,329	39,028	11,506	12,431	30,450	9,590			
Green Bay Metro Area	148.8	40.44	359,805	8,897	18.0	26.1	20.0	20.0	12.6	242,901	6,006	47,726	6,440	48,319	13,700	14,481	44,367	15,354	54.71		
BUFFALO C-6	14.8	3.81	27,431	7,200	24.7	15.8	16.4	19.1	9.1	17,592	4,617	2,179	283	562	283	502	1,398	536	5.36	5.4	22,701
BURNETT B-4	8.2	2.66	16,443	6,182	21.2	13.1	14.6	17.8	8.4	10,570	3,974	2,853	214	795	84	96	1,263	946	3.93	2.8	5,854
CALUMET G-7	24.0	6.46	53,683	8,310	19.4	19.0	20.1	22.0	13.1	36,852	5,705	5,402	590	1,267	706	585	6,034	2,204	9.65	6.3	21,518
CHIPPEWA C-5	46.4	12.50	102,801	8,224	21.6	19.7	18.7	19.8	11.3	64,838	5,187	11,847	1,360	6,571	2,206	1,630	13,822	5,005	17.03	9.6	29,465
CLARK D-6	30.4	8.61	57,131	6,635	25.4	18.0	14.7	15.0	7.2	49,314	5,728	7,725	1,367	3,641	1,331	1,391	9,174	3,072	11.36	13.6	46,295
COLUMBIA F-8	36.8	11.14	89,892	8,069	21.1	17.9	19.0	22.0	12.3	80,169	7,196	14,348	2,357	4,810	3,461	2,282	13,689	6,375	16.60	7.7	39,512
CRAWFORD D-8	13.7	3.85	33,433	8,684	21.2	14.4	14.7	21.8	14.0	26,569	6,901	5,708	381	2,568	688	459	5,197	1,637	5.60	5.2	17,867
DANE E-9	283.2	82.47	811,257	9,837	14.2	22.7	20.3	22.1	16.5	455,258	5,520	77,843	17,990	82,005	27,739	21,817	83,122	32,655	107.20	16.0	85,443
Madison	169.4	51.82	495,036	9,553						323,173	6,236	45,958	13,816	73,040	24,902	16,106	64,829	21,654			
Madison Metro Area	283.2	82.47	811,257	9,837	14.2	22.7	20.3	22.1	16.5	455,258	5,520	77,843	17,990	82,005	27,739	21,817	83,122	32,655	107.20		
DODGE F-8	64.6	18.60	161,970	8,708	20.7	18.5	19.9	22.5	13.1	99,020	5,324	19,831	1,877	4,590	3,474	4,785	15,638	7,130	25.93	12.3	59,619
DOOR H-6	19.5	5.90	51,399	8,712	22.1	16.6	17.9	21.9	12.0	40,870	6,927	8,723	700	3,637	1,044	1,141	8,227	2,791	8.83	5.2	17,736
DOUGLAS C-3	43.7	13.54	124,341	9,083	16.5	18.0	19.6	26.2	14.8	72,172	5,330	14,973	2,359	5,914	3,957	1,788	14,108	5,683	16.13	1.9	4,286
Superior	33.9	10.74	92,083	8,574						64,382	5,995	13,327	2,359	5,240	3,957	1,788	13,964	4,592			
Duluth-Superior Metro Area	287.1	91.59	741,782	8,099	18.0	17.0	22.5	24.4	14.1	443,067	4,838	91,720	13,803	57,104	32,645	21,826	76,611	33,145	112.50		
DUNN C-5	23.6	6.81	54,245	7,965	22.1	15.5	16.0	20.8	11.5	40,529	5,951	6,458	1,068	5,149	1,383	1,257	6,719	3,069	10.28	8.8	30,412
EAU CLAIRE C-6	61.3	18.34	177,349	9,670	13.7	21.5	19.4	23.8	16.2	103,617	5,650	20,281	2,613	23,211	5,080	5,596	12,809	9,170	25.91	5.2	17,869
Eau Claire Metro Area	43.8	13.70	127,035	9,273						82,415	6,016	18,873	2,472	21,719	4,006						
FLORENCE G-4	2.4	.75	8,093	10,791	16.4	13.1	13.9	24.9	23.8	4,414	5,885	786	103	174			812	411	1.39	.7	1,129
FOND DU LAC G-8	79.7	22.72	200,877	8,841	19.2	20.4	20.1	21.8	13.4	120,698	5,312	22,675	4,488	11,708	7,210	4,820	27,336	6,554	31.69	11.1	44,306
Fond Du Lac Metro Area	34.9	10.65	99,670	9,359						68,280	6,411	14,107	3,445	10,264	5,823	3,762	13,896	3,581			
FOREST F-4	5.1	1.50	15,208	10,139	18.9	13.8	13.0	26.8	19.5	7,891	5,261	1,947	304	154	118	166	1,378	939	2.66	1.1	1,959
GRANT D-9	45.2	12.83	94,682	7,380	22.1	16.4	17.1	18.2	11.2	77,952	6,076	16,237	2,027	5,149	2,312	2,848	13,360	5,951	16.56	13.2	51,523
GREEN E-9	26.2	7.99	65,748	8,229	21.5	17.6	18.6	21.0	13.5	59,928	7,500	9,721	1,039	4,081	2,849	2,500	13,048	2,620	10.92	6.9	39,061
GREEN LAKE F-7	15.0	4.82	40,353	8,372	20.5	17.3	18.7	22.1	14.0	38,628	8,014	9,463	645	2,005	2,301	1,101	8,018	1,947	7.45	3.2	15,448
IOWA E-9	18.6	5.24	40,050	7,643	21.5	15.4	16.6	19.2	11.2	27,851	5,315	5,664	469	1,459	390	1,454	4,029	1,957	7.19	6.9	33,772
IRON E-3	6.1	1.98	17,498	8,837	22.7	17.8	17.5	27.7	14.2	9,574	4,835	2,210	308	278	378	359	298	1,266	2.66	4	773
JACKSON D-7	14.1	4.21	30,908	7,342	19.8	14.2	15.4	19.0	10.9	23,042	5,473	3,750	210	2,039	884	389	4,662	3,375	5.94	4.8	18,304
JEFFERSON F-9	54.1	16.28	137,912	8,471	17.5	20.6	20.2	22.1	12.8	97,833	6,009	19,243	2,270	7,871	5,551	4,729	17,844	5,798	22.92	8.5	34,519
JUNEAU E-7	14.8	4.52	40,148	8,882	17.6	14.3	16.0	24.6	15.5	31,099	6,880	5,582	798	1,455	818	748	6,848	4,444	7.31	4.1	13,195
KENOSHA G-10	115.6	35.75	363,663	10,172	8.3	20.4	20.9	27.0	20.5	162,517	4,546	40,212	4,306	20,238	8,370	10,049	24,691	9,572	45.02	3.4	16,604
Kenosha	76.7	23.70	268,018	11,309						135,532	5,719	33,130	4,050	18,659	7,773	9,644	23,028	7,934			
Kenosha Metro Area	115.6	35.75	363,663	10,172	8.3	20.4	20.9	27.0	20.5	162,517	4,546	40,212	4,306	20,238	8,370	10,049	24,691	9,572	45.02		

Advertisement

Population 115,600
Households 35,750

HOME OF AMERICAN MOTORS

IN KENOSHA COUNTY

Consumer Spendable Income \$363,663,000
Retail Sales \$162,517,000

Source: SRDS CM Data, June, 1969

WLIP is Kenosha county's only AM radio station . . . serves the Kenosha Metropolitan Area with total family program service, including its most complete, all-day local news coverage. And, WLIP-FM also serves this market with 18 hours per day of local broadcast appeal.

WLIP
a clear channel station
KENOSHA, WISCONSIN
414-657-6162

KEWAUNEE H-6	18.7	5.21	39,023	7,490	25.3	18.0	19.5	19.1	8.3	22,803	4,377	3,288	428	3,976	532	1,236	3,918	1,093	7.00	5.9	17,238
LA CROSSE C-7	74.1	21.98	213,823	9,728	16.5	18.9	19.4	24.5	17.1	132,603	6,033	26,527	3,799	16,600	9,297	8,190	22,614	9,756	30.28	4.8	16,714
La Crosse Metro Area	52.5	16.44	149,274	9,080						110,215	6,704	22,070	3,595	16,287	8,979	7,816	19,952	7,302			
LAFAYETTE D-9	74.1	21.98	213,823	9,728	16.5	18.9	19.4	24.5	17.1	132,603	6,033	26,527	3,799	16,600	9,297	8,190	22,614	9,756	30.28		
LANGLADE F-5	17.5	4.92	38,126	7,749	22.8	16.5	17.3	19.2	10.9	23,803	4,838	3,549	344	427	455	318	4,608	2,744	6.58	6.9	

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 7/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (\$000)		
			Per Household (\$000)	% Distribution of Families to 5000 8000 10000 15000 4999 7999 9999 14999 over					Per Household (\$000)	Food (\$000)	By Selected Store Types										
				General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)													
OSAUKE G-8.....	47.1	13.01	131,333	10,095	9.8	21.7	21.4	24.9	19.9	68,813	5,289	15,301	1,513	2,415	2,705	2,323	19,095	4,126	20.81	2.8	13,571
PIERCE C-6.....	7.1	2.02	14,917	7,385	23.7	15.0	16.0	17.8	12.4	15,435	7,641	2,164	416	455	536	705	4,184	617	2.78	2.5	7,774
POLK B-5.....	22.9	6.51	52,361	8,043	20.5	17.0	18.2	20.2	13.0	39,986	6,142	6,959	1,484	1,740	891	1,770	8,664	2,666	9.31	6.9	25,342
PORTAGE E-6.....	23.8	7.23	51,712	7,152	24.8	16.3	17.7	19.0	8.5	47,814	6,613	7,242	1,686	2,879	1,447	329	10,774	3,602	10.49	8.7	26,393
RACINE G-9.....	38.5	10.68	87,171	8,162	21.7	20.2	19.7	19.2	9.9	64,991	6,085	13,016	1,665	8,661	3,928	3,827	10,549	3,950	15.66	6.7	22,148
Richland D-8.....	11.4	3.51	28,892	8,231	22.2	14.8	14.9	23.1	13.1	23,228	6,618	5,299	554	1,230	1,881	493	5,356	1,397	5.37	3.6	7,540
RUSK C-5.....	162.5	47.55	490,457	10,315	10.3	21.5	20.9	25.7	18.9	246,508	5,184	52,579	7,643	50,650	11,208	14,680	41,254	16,062	65.28	5.2	17,788
SAUK E-8.....	99.1	30.65	325,073	10,606	176,742	5,766	39,530	6,091	42,219	9,348	12,951	28,236	10,988
Shawano F-6.....	162.5	47.55	490,457	10,315	10.3	21.5	20.9	25.7	18.9	246,508	5,184	52,579	7,643	50,650	11,208	14,680	41,254	16,062	65.28	5.2	17,788
Shelby G-8.....	14.9	4.38	35,171	8,030	20.7	14.4	15.2	21.9	12.7	31,382	7,165	5,929	456	3,504	1,839	1,282	5,651	2,627	6.45	6.6	22,263
St. Croix B-5.....	127.0	38.17	351,948	9,221	16.1	21.3	21.3	23.3	14.6	211,633	5,544	40,666	7,093	32,121	10,405	11,705	37,525	13,771	53.26	9.6	52,016
Shawano F-6.....	39.4	12.20	106,770	8,752	69,395	5,688	12,821	2,601	12,296	4,740	3,890	15,605	4,518
Shawano F-6.....	45.2	14.01	122,986	8,778	95,401	6,809	19,272	2,987	17,422	5,267	6,553	15,620	6,085
Shawano F-6.....	127.0	38.17	351,948	9,221	16.1	21.3	21.3	23.3	14.6	211,633	5,544	40,666	7,093	32,121	10,405	11,705	37,525	13,771	53.26	9.6	52,016
Shawano F-6.....	11.7	3.41	28,738	8,428	21.8	14.9	14.8	23.2	13.4	22,035	6,462	4,609	520	1,295	1,255	491	3,212	1,896	5.39	5.0	12,240
Shawano F-6.....	30.2	8.48	72,127	8,506	19.3	17.6	18.9	21.0	13.1	49,516	5,839	8,455	1,506	2,577	1,082	900	8,052	3,918	12.42	8.6	32,390
Shawano F-6.....	32.6	9.67	85,862	8,879	20.3	15.8	17.1	23.0	14.0	73,644	7,616	13,079	1,626	3,574	3,516	1,348	13,487	4,630	16.39	9.0	33,663
Shawano F-6.....	8.3	2.61	17,892	6,855	22.4	14.1	14.9	19.0	10.7	17,680	6,774	4,058	562	1,791	328	247	3,267	1,536	3.88	1.7	3,761
Shawano F-6.....	31.9	9.03	67,008	7,421	24.6	16.3	16.7	19.6	9.9	50,643	5,608	10,636	910	3,987	10,934	1,846	9,625	2,977	13.04	9.6	32,694
Shawano F-6.....	91.9	28.36	262,950	9,272	18.1	22.2	21.2	22.9	12.8	141,146	4,977	29,820	4,254	33,502	4,972	7,525	20,858	8,468	37.29	9.0	32,167
Shawano F-6.....	48.4	15.73	157,657	10,023	93,099	5,919	19,672	3,407	30,749	3,379	5,932	13,260	5,423
Shawano F-6.....	91.9	28.36	262,950	9,272	18.1	22.2	21.2	22.9	12.8	141,146	4,977	29,820	4,254	33,502	4,972	7,525	20,858	8,468	37.29	9.0	32,167
Shawano F-6.....	16.5	4.50	28,629	6,362	25.0	15.2	15.8	17.1	6.5	23,407	5,202	5,515	205	832	709	673	5,148	2,065	5.99	7.4	17,397
Shawano F-6.....	22.2	6.57	45,889	6,985	22.9	16.0	18.1	20.1	8.4	41,491	6,315	6,935	979	4,796	805	1,585	4,869	3,615	9.26	7.8	29,732
Shawano F-6.....	22.2	6.61	48,530	7,342	21.9	14.4	14.4	19.9	10.3	29,540	4,469	6,910	1,089	2,164	1,621	759	2,354	2,995	9.52	9.7	32,224
Shawano F-6.....	9.0	2.96	19,089	6,449	25.3	17.1	18.1	20.0	7.9	22,909	7,740	6,056	514	2,935	893	137	2,700	1,880	4.98	5	714
Shawano F-6.....	57.8	17.36	151,227	8,711	16.7	19.5	20.1	22.6	14.6	115,138	6,632	22,190	3,299	6,609	3,447	3,087	20,809	7,382	25.66	7.1	38,233
Shawano F-6.....	8.3	2.69	22,490	8,361	18.8	13.5	15.0	23.4	14.1	23,296	8,660	3,870	760	1,395	488	200	8,014	1,797	4.40	2.5	6,325
Shawano F-6.....	54.2	15.00	136,974	9,132	16.1	22.5	22.6	21.4	13.2	73,922	4,928	16,413	1,665	6,207	4,217	4,584	11,038	5,060	23.48	6.9	23,399
Shawano F-6.....	205.8	56.19	551,643	9,817	9.5	25.3	20.4	23.8	18.3	261,055	4,646	37,878	8,851	15,909	11,491	9,699	47,879	22,169	92.46	4.9	25,453
Shawano F-6.....	34.1	8.92	83,686	9,382	30,660	3,437	12,605	668	321	276	1,750	3,220	2,227
Shawano F-6.....	29.1	7.60	61,942	8,150	36,893	4,854	13,046	1,351	1,434	2,677	1,038	6,874	3,947
Shawano F-6.....	26.7	6.83	52,911	7,747	10,209	1,495	3,572	484	201	825	323	1,294	1,486
Shawano F-6.....	37.6	10.94	102,147	9,337	81,476	7,448	18,175	2,385	10,700	4,762	3,045	19,933	5,635
Shawano F-6.....	34.0	10.38	84,152	8,107	21.9	16.5	17.7	21.0	12.9	65,836	6,343	12,209	1,701	4,335	2,695	3,468	13,731	4,013	15.22	7.9	25,491
Shawano F-6.....	12.4	4.00	26,188	6,547	22.1	14.8	15.9	19.4	8.9	21,099	5,275	3,864	481	1,344	402	3,937	2,221	2,221	6.68	4.4	14,500
Shawano F-6.....	119.9	35.23	340,512	9,665	15.9	21.3	21.4	22.6	15.6	194,232	5,513	37,573	7,240	19,250	9,150	9,483	28,665	13,507	47.81	4.4	204
Shawano F-6.....	55.0	17.12	143,675	8,392	103,925	6,070	17,086	4,334	11,333	5,424	5,548	16,713	4,820
Shawano F-6.....	119.9	35.23	340,512	9,665	15.9	21.3	21.4	22.6	15.6	194,232	5,513	37,573	7,240	19,250	9,150	9,483	28,665	13,507	47.81	4.4	204
Shawano F-6.....	64.1	17.93	164,936	9,199	19.5	21.1	20.1	21.7	14.0	108,746	6,065	22,994	3,452	13,213	4,862	5,064	18,523	8,077	24.97	7.0	22,407
Shawano F-6.....	22.6	6.84	55,657	8,137	58,354	8,531	13,762	2,020	9,453	3,033	2,813	9,097	4,853

WISCONSIN

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Laird Group

Comprised of:
WDUX, WDUX-FM—Waukesha
WDUZ, WDUZ-FM—Green Bay
Media Code 4 251 0095 5.00
Executive Offices: Box 326, 225 N. Adams St., Green Bay, Wisconsin 54305, Phone 414-435-5331.

1. PERSONNEL

President—Ben A. Laird.
Vice-President—T. M. Karavakis.
Vice-Pres. & Sta. Mgr.—Hugh E. Johnston.

2. REPRESENTATIVES

Stone Representatives, Inc.

5. GENERAL RATE POLICY

TIME RATES
ET 3/1/68—Rec'd 3/4/68.
7. PACKAGE PLANS
PER WK: 12 tl 18 tl 24 tl 30 tl
1 min. 14 13 12 11
30 sec: 80% of 1-min.

Super-Combo

Comprised of:
WNFL—Green Bay
WNAM—Appleton, Neenah-Menasha
Media Code 4 251 0190 4.00
Executive Offices: Box 520, Bellevue Rd., Green Bay, Wis. 54305, Phone 414-435-7575.

1. PERSONNEL

Co-Sales Managers—Hugh Bolce, Jr., Don C. Wirth.

2. REPRESENTATIVES

John C. Butler Co., Inc.

5. GENERAL RATE POLICY

TIME RATES
No. 3 ET 4/1/68—Rec'd 2/28/68.
AA—Mon thru Sat 6-10 am & 8-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
1 MIN: 1x 26x 52x 156x 260x
AA 15.00 14.00 13.50 13.00 12.50
A 13.50 12.50 12.00 11.50 11.00
30/20 sec: 80% of 1-min. 10 sec: 50% of 1 min.
7. PACKAGE PLANS
PER WK, 1 MIN: 6 tl 12 tl 18 tl 24 tl
AA 12.50 11.50 11.00 10.00
A 11.00 10.00 9.50 9.00
30/20 sec: 80% of 1-min. 10 sec: 50% of 1 min.

Wisconsin Network, Inc.

Comprised of:
WBXY—Appleton
WGEZ—Beloit
WEAQ—Eau Claire
KFIZ—Fond du Lac
WEMP—Milwaukee
WOBH—Oshkosh
WBDU—Poynetto
WRJN—Racine

WBAY—Green Bay
WCOJ—Janesville
WKBB—La Crosse
WISM—Madison
WUCB—Manitowoc
Media Code 4 251 0285 2.00
Executive Office—Wisconsin Rapids, Wis. 54494.
Phone 715-423-7201.

1. PERSONNEL

General Manager—Jack R. Gennaro.
2. REPRESENTATIVES Meeker Radio, Inc.
Southeast, Southwest—Busby, Finch and Woods, Inc.

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a,

WISCONSIN

Appleton—Continued

WHBY
APPLETON
1925



Media Code 4 251 0570 7.00

Norberline Fathers of West DePere, Wis., 600 S. Lave St., Appleton, Wis. 54911. Phone 414-733-7791.

STATION'S PROGRAMMING DESCRIPTION

WHBY: Programmed for general interest. NEWS: network on half hour, locally originated news and special women's interest programs on hour. Farm segment 5-6 am. Information hour of news, sports, weather, 5 min program 6-9 am. Middle-of-the-road music 6 am-8 pm. Rock show 8-10 pm. Middle-of-the-road music 10 pm-1 am. SPORTS: NFL football games plus championships and Super Bowl. Also Big 10 and local high school football. Network affiliated. COMMERCIAL POLICY: deodorant and laxative commercials unacceptable. Personality endorsements not permitted. Contact Representative for further details. Rec'd 8/25/67.

1. PERSONNEL

Gen'l & Com'l Mgr.—Lewis J. Process.
Program Manager—Edward Spoo.

2. REPRESENTATIVES

Burn-Smith Company, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES

1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION

15/0 time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c 60d, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Wisconsin Network, Inc.

TIME RATES

ET 7/1/69—Rec'd 8/11/69.
AA—6-9 am, 11 am-1 pm & 4-6 pm.
A—5-6 am, 9-11 am, 1-4 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

CLASS AA		30 sec	20 sec	10 sec
1 ti	10.00	8.00	7.00	6.00
13 ti	9.00	7.75	6.75	5.75
28 ti	8.00	7.00	6.50	5.50
b2 ti	7.75	6.50	6.00	5.25
104 ti	7.50	6.00	5.50	5.00
156 ti	7.00	5.75	5.00	4.75
280 ti	6.50	5.50	4.75	4.25
312 ti	6.25	5.25	4.50	4.00

CLASS A		30 sec	20 sec	10 sec
1 ti	9.00	7.00	6.50	5.75
13 ti	8.00	6.75	6.25	5.50
28 ti	7.00	6.00	5.50	5.00
52 ti	6.75	5.50	5.00	4.75
104 ti	6.50	5.00	4.75	4.50
156 ti	6.00	4.75	4.50	4.25
280 ti	5.50	4.50	4.25	4.00
312 ti	5.25	4.25	4.00	3.75

7. PACKAGE PLANS

ROS

(Best possible times 6 am-8 pm)

	1 min	30 sec	20 sec	10 sec
25 ti	7.00	6.00	5.75	5.00
50 ti	6.75	5.75	5.50	4.75
75 ti	6.50	5.50	5.00	4.50
100 ti	6.25	5.25	4.75	4.25
150 ti	6.00	5.00	4.50	4.00
200 ti	5.75	4.75	4.25	3.75
300 ti	5.50	4.50	4.00	3.50
500 ti	5.25	4.25	3.75	3.25

8. PROGRAM TIME RATES

CLASS AA

	1x	13x	26x	52x	104x	156x	280x	312x
1 hr...	75	73	70	65	60	55	50	45
1/2 hr 60	57	54	50	47	44	40	37	
1/4 hr 45	42	38	35	32	28	25	22	
5 min 25	24	23	22	20	18	16	14	

CLASS A

	1 hr...	60	45	30	25	20	15	10
1 hr...	85	82	78	75	72	68	65	62
1/2 hr 50	67	64	60	57	54	50	47	44
1/4 hr 40	52	48	45	42	38	35	32	28
5 min 22	21	20	19	17	15	13	11	

WKAU

1955

KAUKAUNA

Subscriber to the NAB Radio Code
Media Code 4 251 0600 2.00
Fox River Communications, Inc., Box 310, Kaukauna, Wis. 54130. Phone 414-768-4663.

1. PERSONNEL

President—Richard D. Dudley.
General Manager—Dave Raven.

2. REPRESENTATIVES

Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES

1,000 w.; 1050 kc. Directional.
Operating schedule: Sunrise to local sunset. CS1

4. AGENCY COMMISSION

15/0 on station time only; bills rendered monthly

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET 3/1/68—Rec'd 1/31/68.
AA—6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	25x	52x	156x	312x	624x
A	7.00	6.75	6.50	6.25	6.00
A	6.50	6.25	6.00	5.75	5.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	156x	312x	624x
1/2 hr	38.00	33.60	31.80	28.50	24.75	23.50
1/4 hr	18.00	16.80	15.90	14.15	12.50	11.75
5 min	10.00	8.95	8.50	7.55	6.95	6.00

WNAM

1947

NEENAH-MENASHA



JOHN C. BUTLER & COMPANY, INC.



Media Code 4 251 0665 3.00
Kimball Broadcasting, Inc., Radio Park, Neenah, Wis. 54957. Phone 414-722-6471.

STATION'S PROGRAMMING DESCRIPTION

WNAM: Programmed for adults.
MUSIC: general popular music, showtunes, standards. Format built around music of 40's, 50's & 60's. 90% of music from albums. NEWS: frequent newscasts. Three 15 min newscasts 6:45 am, 12:15 pm, 9:45 pm. 5 min newscasts every 30 min from 7-9 am. 5 min newscasts every hour thereafter. Emphasis on local news, taped actualities. News services include UPI, both wire and audio. ESSA weather wire. Use of remote pick up unit for sports news. SPORTS: 3 sports programs daily, two 10 min, one 5 min show and high school sports play-by-play. Contact Representative for further details. Rec'd 10/11/67.

1. PERSONNEL

General Manager—Don C. Wirth.

2. REPRESENTATIVES

John C. Butler & Company, Inc.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1280 kc. Directional.
Operating schedule: 5:00 am-midnight weekdays;
6:30 am-midnight Sun. CST.

4. AGENCY COMMISSION

15/0; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a.
Basic Rates: 20b, 24c, 25a, 26, 28b.
Contracts: 40a, 41, 42a, 42c, 45, 46.
Cancellation: 70c.
Prod. Services: 80, 82.
Member: Super-Combo.

TIME RATES

Rates effective September 1, 1963. (Card No. 6.)
Card received August 13, 1963.

6. SPOT ANNOUNCEMENTS

1 MINUTE

CLASS AA

	1 wk	13 wk	26 wk	52 wk
1 ti	9.00	8.50	8.00	7.50
10 ti	8.50	8.00	7.50	7.00
15 ti	8.25	7.75	7.25	6.75
20 ti	8.00	7.50	7.00	6.50
25 ti	7.75	7.25	6.75	6.25
25 ti	7.50	7.00	6.50	6.00

CLASS A

	1 wk	13 wk	26 wk	52 wk
1 ti	8.50	8.00	7.50	7.00
5 ti	8.00	7.50	7.00	6.50
10 ti	7.75	7.25	6.75	6.25
15 ti	7.50	7.00	6.50	6.00
20 ti	7.25	6.75	6.25	5.75
25 ti	7.00	6.50	6.00	5.50

30 or 20 second announcements—80% of earned 1-minute rate.

10 or 8 second announcements—50% of earned 1-minute rate.

Weeks may be non-consecutive and earn cumulative weeks frequency.

All lengths of announcements combine to earn frequency.



WNAM outdelivers all stations serving the nation's 20th market in retail sales/household . . . and Fox Cities (Appleton, Neenah, Menasha) with highest 1/4-hr. ratings in 23 of 26 half hour time segments — and on an All-Day average share of 30.77 — 6 AM-7 PM, M-F.

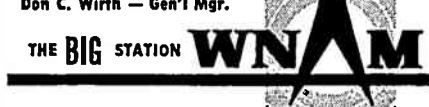
One With Adults

Programmed for adults, WNAM leads in average 1/4-hr. households and adults . . . both Total Adults and "the cream" Adults 18-49 . . . during every day-part 6 AM-7 PM, M-F.

Source: Pulse, Appleton-Neenah-Menasha Cities, Nov. '68

The only 5,000 watt station in the Fox Cities, WNAM has the most power to serve the central market — and beyond.

Affiliated with WMKC, Stereo FM in Oshkosh
1280 KC 5,000 Watts
Don C. Wirth — Gen'l Mgr.



Represented by John C. Butler & Co., Inc.

ASHLAND

Ashland County—Map Location D-3
See BRDS consumer market map and data at beginning of the State.

WATW

1940

Subscriber to the NAB Radio Code
Media Code 4 251 0760 4.00
WATW, Inc., 914 West Second St., Ashland, Wis. 54806. Phone 715-682-2727, 2728.

1. PERSONNEL

Pres. & Gen'l Manager—Gene Halker.
Commercial Manager—Gary A. Pean.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

ET 7/1/66—Rec'd 8/5/66.
Prime—7:30-8 am & noon-12:30 pm.
Choice—7-7:30 am, 8-9 am and 12:30-1 pm.
Good—5:30-7 am & 9 am-noon.
Economy—1 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE—125 WORDS		1x	39x	78x	156x	312x	624x	936x
PRIME:	---	6.00	5.75	5.50	5.00	4.50	4.50	3.00
CHOICE:	---	6.00	5.00	4.75	4.50	4.00	3.50	3.00
GOOD:	---	4.00	3.75	3.50	3.25	3.00	2.25	1.75
ECONOMY:	---	3.50	3.25	3.00	2.75	2.50	1.75	1.50

30 SECONDS—60 WORDS		1x	39x	78x	156x	312x	624x	936x
CHOICE:	---	3.75	3.50	3.40	3.00	---	---	---
GOOD:	---	2.80	2.60	2.40	2.25	1.70	1.30	---
ECONOMY:	---	2.40	2.25	2.00	1.85	1.30	1.00	---

7. PACKAGE PLANS

OPERATION IMPACT ROS
(To be used in 10 days)
5 ti 10 ti 20 ti 50 ti 75 ti 100 ti
1 min. 25 45 80 175 240 300

8. PROGRAM TIME RATES

CHOICE		1x	39x	78x	156x	312x	624x	936x
13 x	---	60.00	30.00	15.00	12.00	9.00	---	---
1 x	---	---	---	13.00	10.00	7.50	---	---
39 x	---	---	---	12.00	9.00	6.75	---	---
156 x	---	---	---	10.00	8.00	6.00	---	---
280 x	---	---	---	9.00	7.00	5.00	---	---

ALL OTHER TIMES		1x	39x	78x	156x	312x	624x	936x
1 x	---	50.00	25.00	13.00	10.0			

WISCONSIN

Eau Claire-Chippewa Falls—WBIZ, WBIZ-FM—Continued

3-7 pm new hit records with popular appeal for teens and young adults. 7-12M popular. Community oriented remote special events include musical performances, political speeches, charity events, grand openings, dedications, patriotic observances, fairs, cooking schools, FARM: county agent reports 5:55 am, markets 12:22 pm daily. Contact Representative for further details. Rec'd 11/13/68.

- 1. PERSONNEL**
President—Howard G. Bill.
Vice-Pres. & Oper. Mgr.—Lou Kassera.
Sales Manager—Jack Kelly.
- 2. REPRESENTATIVES**
Savall/Gate, Inc.
- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w.; 100.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 733 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 62b.
Cancellation: 70a, 73a.

Associated with MBS Radio Network.
TIME RATES
ET 8/1/68—Rec'd 10/5/68.
AA—6 am-6 pm.
A—6 pm-6 am.

- 6. SPOT ANNOUNCEMENTS**
CLASS AA
(Guaranteed Times)
1 min. 7.00 6.50 6.00 5.50 5.00 4.50
30 sec: 75% of 1-min.
- CLASS A**
1 min: 50% of AA.
30 sec: 75% of applicable rate.
10 sec: 50% of applicable rate.
- 7. PACKAGE PLANS**
WEEKLY ANNOUNCEMENT PLAN
Per wk. ea. 10 20 30 40 50
2 DAY SATURATION PACKAGE 60.
20 40 60.
8. PROGRAM TIME RATES
1 hr: 1x 15x 25x 52x 104x 156x 312x
AA 50.00 47.00 44.00 41.00 38.00 35.00 33.00
A 25.00 23.50 22.00 20.50 19.00 17.50 16.50
1/2 hr: 60% of hour. 10 min: 25% of hour.
1/4 hr: 35% of hour. 5 min: 20% of hour.

WEAQ

1937

EAU CLAIRE

NBC Radio Network



Media Code 4 251 1520 1.00
Broadcaster Services, Inc., Box 1, Radio Park, Tower
Dr. Eau Claire, Wis. 54701. Phone 715-832-3463.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Charles R. Dickoff.
Exec. Vice-Pres. & Sta. Mgr.—Donald E. Smith.
Program Director—Curt Johnson.
- 2. REPRESENTATIVES**
Grant Webb & Company, Inc.
Minneapolis, St. Paul—Communications Sales.
- 3. FACILITIES**
5,000 w.; 790 kc. Directional—night only.
Operating schedule: Same as CST.
Partial simulcast operation. Simulcast 5-8 am. For non-simulcast facilities see WIAL (FM).
- 4. AGENCY COMMISSION**
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIAL (FM).
Affiliated with NBC.
Member: Wisconsin Network, Inc.

TIME RATES

ET 1/1/69—Rec'd 12/8/68.

- AAA—Mon thru Sat 5:30-9 am & noon-1 pm.
AA—Mon thru Sat 3-6 pm.
A—Mon thru Sat 9 am-noon & 1-3 pm.
B—Mon thru Sat 6 pm-5:30 am; Sun all day.
- 6. SPOT ANNOUNCEMENTS**
1 MIN: 1x 52x 104x 156x 260x 312x
AAA 12.00 11.00 10.00 9.00 8.85 8.75
AA 11.00 10.00 9.00 7.40 7.25 7.15
A 10.00 9.00 8.00 6.50 6.35 6.20
B 5.00 5.00 5.00 5.00 5.00 5.00
 - 7. PACKAGE PLANS**
SATURATION PACKAGES
PER WK, ROS, BTA, EA: 12 18 30 40 50
AAA 9.40 9.10 8.80
AA 7.85 7.65 7.25
A 6.20 5.90 5.60
B 4.70 4.40 4.10
Must be used within 7 days. Cannot be combined with other products or spots to earn lower frequency discounts.

8. PROGRAM TIME RATES

1 x 85.00 69.50 46.75 26.50 17.00

WEAU (FM)

1965

EAU CLAIRE

Subscriber to the NAB Radio Code
Media Code 4 251 1615 9.00
Post Broadcasting Corp., Box 47, 1907 S. Hastings
Way, Eau Claire, Wis. 54701. Phone 715-832-3474.

STATION'S PROGRAMMING DESCRIPTION

WEAU (FM): Programmed for adults.
Entertainment features country music and air personalities, audience participation, quiz, traffic reports, notes of community interest. NEWS: on hour and half hour all day featuring local newscasts. Schedule 10 min commercial time per hour. Contact Representative for further details. Rec'd 11/28/67.

- 1. PERSONNEL**
General Manager—Leo Howard.
Station Manager—Al Howard.
- 2. REPRESENTATIVES**
H-B Representatives, Inc.
Minneapolis—William L. Hurley.
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**
ERP 84,000 w.; 104.5 mc.
Operating schedule: 7-1 am. CST.
Antenna ht.: 1850 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-1 am. For simulcast facilities see WAXX.
- 4. AGENCY COMMISSION**
15/0 time only; upon receipt.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4d, 5, 6a, 8.
Rate Protection: 10b.
Basic Rates: 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
AM facilities: WAXX.
Affiliated with American Information Network.
Member: National Agridio Groups, Inc.

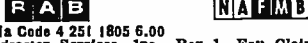
TIME RATES

Rates are identical to WAXX. See that listing.

WIAL (FM)

1946

EAU CLAIRE



Media Code 4 251 1805 6.00
Broadcaster Services, Inc., Box 1, Eau Claire, Wis.
54701. Phone 715-832-3463.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Charles R. Dickoff.
Sales Manager—Don Smith.
- 2. REPRESENTATIVES**
Grant Webb & Company, Inc.
Minneapolis, St. Paul—Communications Sales.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 31,000 w. (vert.); 94.1 mc.
Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 425 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WEAQ.
- 4. AGENCY COMMISSION**
15/0 time and talent; 20th of following month.
- 5. GENERAL RATE POLICY**
AM facilities: WEAQ.

TIME RATES

ET 12/1/68—Rec'd 11/4/68.

- 7. PACKAGE PLANS**
PER WK, EA, 1 MIN: 1 wk 13 wk 26 wk 52 wk
7 4.15 4.00 3.90 3.75
14 4.00 3.90 3.75 3.65
21 3.90 3.75 3.65 3.55
28 3.80 3.65 3.50 3.40
35 3.65 3.50 3.40 3.30
42 3.50 3.40 3.30 3.20
49 3.25 3.15 3.00 2.90
56 2.95 2.85 2.70 2.60
63 2.85 2.70 2.60 2.50
70 2.60 2.50 2.40 2.35
- 8. PROGRAM TIME RATES**
1 x 50 35 20 15 10

WOKL

(Formerly WECL)

1948

EAU CLAIRE

Subscriber to the NAB Radio Code
Media Code 4 251 1850 2.00
WECL, Inc., Box 203, Rudolph Rd., Eau Claire,
Wis. 54701. Phone 715-832-1829.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Nelson.
Sales Manager—Russ Brennan.
Program Director—George Galley.
- 2. REPRESENTATIVES**
Burn-Smith Company, Inc.
Minneapolis—Harry S. Hyett.
- 3. FACILITIES**
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 8 am-sunset. CST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60e, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

Rates effective FEBRUARY 1964. (Card No. 2.)
Card received February 6, 1964.

Class A—11:59 am-1:00 pm.
Class B—Sign-on-11:59 am and 1:00 pm-sign-off.

- 6. SPOT ANNOUNCEMENTS**
CLASS Class Class Class
A B A B
1-25 8.00 5.25 260-311 5.00 4.25
26-51 5.75 5.00 312-519 4.75 4.00
52-155 5.00 4.75 520-999 4.25 3.75
156-259 5.25 4.50 1000 or more 4.00 3.50
- 7. PACKAGE PLANS**
WEEKLY SATURATION PLAN
1 MINUTE
PER WK: ea ea
10-14 5.00 30-39 4.25
15-19 4.75 40-49 4.00
20-29 4.50 50 or more 3.75

- 30 SECONDS**
10-14 4.00 30-39 3.40
15-19 3.80 40-49 3.20
20-29 3.60 50 or more 3.00
- 20-second spots—70% of 1-minute rate.
10-second spots—60% of 1-minute rate

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 40.00	24.00	15.00	11.50	6.75
2 37.00	22.00	14.25	10.75	6.25
3 34.00	20.50	13.75	10.00	7.50
4 33.00	18.50	13.00	9.25	6.75
5 31.00	16.50	12.25	8.50	6.25
6 29.00	15.50	11.50	8.00	5.75

FOND DU LAC (1 AM; 1 FM)

Fond du Lac County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

KFIZ

1922



Subscriber to the NAB Radio Code
Media Code 4 251 1800 5.00
KFIZ Broadcasting Co., Box 350, Fond du Lac, Wis.
54935. Phone 414-921-3770.

- 1. PERSONNEL**
President—Louie A. Lange, Jr.
Vice-President—Edward W. Martin.
- 2. REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30-12:05 am Mon thru Sat;
8 am-10:05 pm Sun, CST.
- 4. AGENCY COMMISSION**
15%. 2% cash discount 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 12b, 13b, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40b, 40c, 42a, 42c, 43, 44a, 44b, 45, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Wisconsin Network, Inc.

TIME RATES

No. 23 ET 7/1/67—Rec'd 6/7/67.

- 6. SPOT ANNOUNCEMENTS**
(Mon thru Sun 8 am-6 pm)
1 min 8.00 7.50 7.20 7.00 6.80 6.20 6.00
- 7. PACKAGE PLANS**
PER WK, EA: 10 15 20 25 30
1 min or less 6.00 5.50 5.25
10-sec ID's: 50% of 1-min, 30 sec: 75% of 1-min.
After 6 pm—25% less of earned rate.
- 8. GENERAL ADVERTISING** See coded regulations
All periods must be used within a year.

DISCOUNTS

15x-5% 52x-12-1/2% 156x-20%
28x-10% 104x-15% 260x-25%

WFON (FM)

1967



Subscriber to the NAB Radio Code
Media Code 4 251 1945 0.00
Fond du Lac County Broadcasting Co., Box 126,
Radio Corner, Fond du Lac, Wis. 54935. Phone
414-921-1071.

- 1. PERSONNEL**
Executive Manager—Louie Beckman.
General Manager—Ron Harvey.
Sales Manager—Raymond J. Moringier.
- 2. REPRESENTATIVES**
ERP 3,000 w. (horiz. & vert.); 107.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
- 3. FACILITIES**
15/0 time and talent; 10th of following month.
- 4. AGENCY COMMISSION**
15/0 time and talent; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 32a.
Contracts: 40c, 42d, 44a, 44b, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 1 ET 10/1/67—Rec'd 4/29/68.

- 6. SPOT ANNOUNCEMENTS**
1x 15x 25x 52x 104x 156x 260x 365x
1 min 6.95 6.35 5.80 5.25 4.60 4.05 3.45 2.90
30 sec 6.85 6.10 5.50 4.80 4.35 3.75 3.20 2.60
B—All other times
- 7. PACKAGE PLANS**
PER YR, ROS:
1 min 30 sec 2.50 2.25
30 sec 10.00 9.50 9.00 8.50 8.00
10 15 20 25 30 35 40 45 50 55 60
A: 5.00 4.50 4.00 3.00
- 8. PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1 84.00 36.00 24.00 9.20
2 81.00 34.00 23.00 8.80
3 78.00 33.00 22.00 8.40
4 75.00 32.00 21.00 7.80
5 72.00 31.00 20.00 7.40
6 69.00 30.00 19.00 6.90
7 66.00 28.00 18.00 6.50
8 63.00 26.00 17.00 6.10

FORT ATKINSON (1 AM; 1 FM)

Jefferson County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WFAW

1963

WFAW-FM

1959



Media Code 4 251 1995 5.00
Blackhawk Broadcasting Co., Box 94, Ft. Atkinson,
Wis. 53538. Phone 414-563-6351.

1. PERSONNEL

- Station Manager—Vern Falk.
3. FACILITIES
500 w. days; 940 kc. Directional.
Operating schedule: 8 am-local sunset. CST.
FM FACILITIES
ERP 50,000 w.; 107.3 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 210 ft. above average terrain.

- 4. AGENCY COMMISSION**
15 % Billie payable monthly.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 21d, 22a, 22b, 24b, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70c, 71a.

TIME RATES

ET 11/1/68—Rec'd 11/29/68.

- 6. SPOT ANNOUNCEMENTS**
PER YR: 1x 75x 150x 225x 500x 1000x
30 sec 4.40 3.55 3.25 2.95 2.60 2.30
1 min 5.60 4.40 4.10 3.75
- 8. PROGRAM TIME RATES**
13 WKs: Open 1 1 1 5 1 6 1
5 min 8.25 7.05 6.50 6.20 5.85

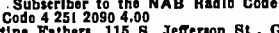
GREEN BAY (3 AM; 2 FM)

Brown County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WBAY

1922

CBS Radio Network



Subscriber to the NAB Radio Code
Media Code 4 251 2090 4.00
Norbertine Fathers, 115 E. Jefferson St., Green Bay,
Wis. 54901. Phone 414-432-3333, TWX 910-263-1280.

- STATION'S PROGRAMMING DESCRIPTION**
WBAY: Programmed for general interest. NEWS: 25%; 10 min network on hour, local 5:30 am, 6:20 am, 7:30 am, 8:10 am, 9:10 am, 12:30 pm, 4:10 pm, 5:10 pm, 6 pm, 8 pm, 10 pm, 7 man news department. FARM: 5% 2 man, market reports, county agent interviews. MUSIC: 60%: air personalities handle all segments. Polka and country music 5-11 am, popular music featuring standards and middle-of-the-road 11 am-1 pm, standard and pop rock 1:30-5 pm, top pops 7:30 am-12M. Women's programming 15%, employing air personalities, phone discussions on household problems, food and found, community events, quiz 8:30-11 am. Network entertainment shows 10-11 am, 1-1:30 pm. SPORTS: 5%: 2 men 5 min sportscasts 12:50 pm & 6:10 pm, college football, pro hockey. Air personalities available for remotes. Contact Representative for further details. Rec'd 7/31/67.

1. PERSONNEL

- General Manager—Robert C. Nelson.
- Station Manager—Greg McElrone.
- National Sales Manager—Earl H. Huth
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
5,000 w.; 1360 kc. Directional—night only.
Operating schedule: 5-2 am. CST.
Partial simulcast operation. Simulcast 5-8 am Mon thru Sat; 6-11 am Sun, midnight-2 am daily. For non-simulcast facilities see WBAY-FM.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c, 16a, 24c, 25a, 26, 28b, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.
Member: Wisconsin Network, Inc.

TIME RATES

No. 13 ET 0/1/69—Rec'd 5/14/69.

- 7. PACKAGE PLANS**
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 5-8 & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times
- ROTATING PLAN PACKAGES**
AAA: (*) 6 12 18 24 30 36 42 48 54 60
1 min 15.00 13.00 12.00 11.00 10.00
30 sec 12.00 10.50 9.50 8.75 8.00
10 sec 9.00 7.75 7.25 6.50 6.00
- 8. PROGRAM TIME RATES**
1 min 13.00 11.00 10.00 9.50 9.00
30 sec 10.50 8

Green Bay—W BAY—Continued

Plan I—36 1-minute sales messages per wk. 198.
Plan II—24 1-minute sales messages per wk. 156.
30-seconds or less 80%; 10-seconds or less 60% of the 1-minute rate.

8. PROGRAM TIME RATES

AAA—Mon thru Sat 6-10 am.	125x	104x	156x	260x
1 hr.	120	114	108	98
1/2 hr.	65	58	54	46
1/4 hr.	34	30	28	24
5 min.	20	19	18	16
B—All other times	61	56	54	46
1 hr.	46	44	42	38
1/2 hr.	30	28	26	24
1/4 hr.	18	17	16	15

The number of weeks is determined by the number of weeks in which a minimum of 10 announcements per week is scheduled. The times per week rate is then determined by the number of announcements run in any given week.

W BAY-FM

1960
Media Code 4 251 2091 2.00
Norbertine Fathers, 115 S. Jefferson St., Green Bay, Wis. 54301. Phone 414-432-3331. TWX 910-283-1280.

- PERSONNEL**
General Manager—Robert C. Nelson.
National Sales Manager—Earl H. Huth.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 89,200 w.; 101.1 mc. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 1,039 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight Mon thru Sat; 11 am-midnight Sun.
For simulcast facilities see WBAY.
- AGENCY COMMISSION**
15/0 time only; payable 10 days.
- GENERAL ADVERTISING** See coded regulations, General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 29c, 30a, 31a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60h, 60i, 62b, 62d.
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Member: Wisconsin Network, Inc.

TIME RATES
ET Rec'd 10/12/67.

6. SPOT ANNOUNCEMENTS

1 min.	11	6	12	18	24
20/30 sec.	8.00	7.20	6.40	5.60	4.80
10 sec.	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS
ROS PACKAGES

1 MIN:	Plan I	Plan II
25 min	21	15
80 sec or less: 80% of 1-min.	5.00	6.00
10 sec or less: 50% of 1-min.		

All spots combinable.

W DUZ

1947
A Laird Group Station
Media Code 4 251 2185 2.00
Green Bay Broadcasting Co., Box 36, 225 North Adams St., Green Bay, Wis. 54305. Phone 414-435-5331.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ben A. Laird.
Executive Vice-President—Hugh E. Johnston.
Program Director—Gary Price.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL RATE POLICY**
Affiliated with American Contemporary Network.
Member: Laird Group.

TIME RATES
AM/FM COMBINATION
No. 13 ET 3/1/69—Rec'd 4/4/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1x	52x	104x	156x	260x	520x
1 min.	20.00	19.00	18.00	17.00	16.00	15.00
30 sec.	15.00	14.50	13.50	12.75	12.00	11.25
10 sec.	10.00	9.50	9.00	8.50	8.00	7.50
CLASS AA	1 min.	18.00	17.00	16.00	15.00	14.00
30 sec.	13.50	12.75	12.00	11.25	10.50	9.75
10 sec.	9.00	8.50	8.00	7.50	7.00	6.50
CLASS A	1 min.	16.00	15.00	14.00	13.00	12.00
30 sec.	12.00	11.25	10.50	9.75	9.00	8.25
10 sec.	8.00	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS
SATURATION PACKAGES

PER WK:	CLASS AAA	12 ti	18 ti	24 ti
1 min.		18.00	17.00	16.00
30 sec.		13.50	12.75	12.00
10 sec.		9.00	8.50	8.00

CLASS AA

PER WK:	12 ti	18 ti	24 ti
1 min.	16.00	15.00	14.00
30 sec.	12.00	11.25	10.50
10 sec.	8.00	7.50	7.00

CLASS A

1 min.	14.00	13.00	12.00
30 sec.	10.50	9.75	9.00
10 sec.	7.00	6.50	6.00

May be cross-combined to earn numerical frequency. Not subject to retroactive discounts.

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
12 ti (4AAA, 4AA, 4A)	180.00	135.00	90.00
18 ti (6AAA, 6AA, 6A)	252.00	189.00	126.00
24 ti (8AAA, 8AA, 8A)	312.00	234.00	156.00

W DUZ-FM

1967
Media Code 4 251 2186 0.00
Green Bay Broadcasting Co., Box 36, 225 N. Adams St., Green Bay, Wis. 54305. Phone 414-435-5331.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ben A. Laird.
Executive Vice-President—Hugh E. Johnston.
Program Director—Gary Price.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 900 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; billed monthly.
- GENERAL RATE POLICY**
Affiliated with American FM Network.
Member: Laird Group.

TIME RATES

Sold in combination with WDUZ. See that listing for rates.

WNFL

1947
Subscriber to the NAB Radio Code
Media Code 4 251 2280 1.00
Green Bay Newspaper Co., Box 520, Bellevue Rd., Green Bay, Wis. 54305. Phone 414-435-7575.
STATION'S PROGRAMMING DESCRIPTION
WNFL: Programmed for adults.
MUSIC: general pop, standards, showtunes, singles and albums. One half vocals and instrumentals. Personalities. SPORTS: play-by-play professional football and baseball, high school and college football and basketball. 5 sportscasts daily. NEWS: 10 min on hour. 2 man news staff plus AP, newspaper reporters and state correspondents, 2 mobile units, emphasis local and regional news, taped activities. Contact Representative for further details. Rec'd 5/13/68.

RAB

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Hugh Boice, Jr.
Program Director—Jay Merrick.
News Director—Clair Stone.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1440 kc. Directional—separate patterns day and night.
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION**
15/0. Payable 15th of month following.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 24b, 28b, 29a.
Contracts: 45, 46, 48.
Cancellation: 70a, 70b, 71a, 73a.
Affiliated with NBC Radio Network.
Member: Super-Combo.

TIME RATES
ET 9/1/67—Rec'd 6/29/67.

AA—Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 8:30-6:30 pm.
A—All other times.

7. PACKAGE PLANS

AA:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk.	10.50	10.00	9.50	9.00	8.50	8.00
15 wk.	10.00	9.50	9.00	8.50	8.00	7.50
26 wk.	9.50	9.00	8.50	8.00	7.50	7.00
52 wk.	9.00	8.50	8.00	7.50	7.25	7.00
A:	1 wk.	9.50	9.00	8.50	8.00	7.50
15 wk.	9.00	8.50	8.00	7.50	7.00	6.50
26 wk.	8.50	8.00	7.50	7.00	6.50	6.00
52 wk.	8.00	7.50	7.00	6.50	6.25	6.00

80/20 sec: 80% of 1-min. 10/8 sec: 50% of 1-min.
All lengths of spots combine to earn frequency.

- SPECIAL FEATURES**
5 minute newscasts and sportscasts—1-1/2 x earned minute rate (includes 10-second opening and closing billboard and 1-minute middle commercial).

HARTFORD

Washington County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WTKM

1954
Media Code 4 251 2375 9.00
A-R-D, Inc., 23 N. Main St., Hartford, Wis. 53027.
Phone 414-673-3550.

- PERSONNEL**
President—A. R. Ellman.
General Manager—Ron Morrison.
- REPRESENTATIVES**
Vic Piano Associates, Inc.
- FACILITIES**
500 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 12, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 22a, 24b, 25c, 26, 28b, 28c, 29a.
Contracts: 40a, 43, 44a, 45, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60d, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS Radio Networks.
Member: National AdRadio Groups, Inc.

TIME RATES

ET 10/1/67—Rec'd 11/3/67.

6. SPOT ANNOUNCEMENTS

PER WK:	PER WK:	1 min	30 sec
1 x		4.00	3.00
18 x		3.50	2.80
26 x	1 ti	3.00	2.45
52 x	5 ti	2.75	2.10
156 x	15 ti	2.50	1.95
208 x	4 ti	2.25	1.75
260 x	5 ti	2.15	1.60
312 x	6 ti	2.00	1.50

8. PROGRAM TIME RATES

PER WK:	PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 x		55.00	29.00	21.00	7.50
18 x		50.00	26.00	19.00	7.00
26 x	1 ti	47.00	24.00	17.00	6.50
52 x	5 ti	45.00	22.00	15.50	6.00
156 x	15 ti	38.00	20.00	14.00	5.50
208 x	4 ti	34.00	18.00	12.50	5.00
260 x	5 ti	32.00	17.00	11.75	4.75
312 x	6 ti	30.00	16.00	11.00	4.50

Advertisement
WTKM is the only station with physical facilities in Oconomowoc, Wisconsin.
WTKM is the only station with live programming originating in Oconomowoc—14 hours per week.
Oconomowoc's population is 9,000 plus its ever-growing tourist trade.
Oconomowoc depends upon WTKM. The only way to effectively cover Oconomowoc and Hartford is via the use of WTKM.

HAYWARD

Sawyer County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

W HSM

1957
Media Code 4 251 2470 8.00
WJMC, Inc., Route 3, Hayward, Wis. 54843. Phone 715-634-4836.

- PERSONNEL**
President—Mary Bridges Smith.
General Manager—Russell J. Brown.
Station Manager—B. L. Munson.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
5,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24b, 28a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 71a, 73a.
Affiliated with MBS.
At station's option cancellation of contracts cannot become effective until 2 weeks after contractual starting date.
10% combination discount allowed on schedules for WJSM, Hayward and WJMC, Rice Lake, Wis.

WISCONSIN

NATIONAL AND LOCAL RATES SAME
No. 5 ET 5/1/69—Rec'd 4/1/69.

6. SPOT ANNOUNCEMENTS

1 min	5.00	4.00	3.50	3.25	3.00	2.75	2.50
30 sec	3.50	2.75	2.50	2.25	2.00	1.75	1.50

To be used in 7 days
75% of 1-min.

7. PACKAGE PLANS

1 min.	10 ti	20 ti	50 ti
30 sec.	30	55	125
10 sec.	20	37	80

8. PROGRAM TIME RATES

1 hr.	ix	39x	76x	156x	312x
1/2 hr.	60	45	30	20	15
1/4 hr.	35	20	15	10	8
5 min.	20	15	10	8	6

(*) 8.50.

JACKSON

Washington County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WYLO

1964
A Universal Owned Station
Media Code 4 251 2565 5.00
Universal Broadcasting of Milwaukee, Inc., Box 3096, Milwaukee, Wis. 53218. Phone 414-363-5300, 677-5141.

- PERSONNEL**
President—Marvin B. Kosofsky.
Vice-President—Lawrence Brandon.
General Manager—Mary Lou Burz.
- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
250 w. days; 540 kc. Directional.
Operating schedule: 5:30 am-8:30 pm. CST.
- AGENCY COMMISSION**
15% on time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 32a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 6/1/67—Rec'd 6/5/67.

6. SPOT ANNOUNCEMENTS

1 min	11.50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00
30 sec:	80% of 1-min.	ID's:	50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.	95	135	170	200

8. PROGRAM TIME RATES

1 hr.	ix	52x	104x	260x	312x
1/2 hr.	105.00	97.50	80.00	82.00	75.00
1/4 hr.	60.00	55.00	50.00	45.00	40.00
5 min.	35.00	32.50	30.00	27.50	25.00
	14.00	13.00	12.00	11.00	10.00

10. SPECIAL FEATURES
NEWS HEADLINES—SPORTS SCORE BOARDS
Applicable 1-minute rate plus 2.00 (D)

JANESVILLE (1 AM; 1 FM)

Rock County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WCLO

1930
Subscriber to the NAB Radio Code
Media Code 4 251 2560 4.00
Southern Wisconsin Radio, Inc., 1 S. Parker Dr., Janesville, Wis. 53546. Phone 608-752-7895.

- PERSONNEL**
President—Marshall W. Johnston.
General Manager—Robert Dalley.
Sales Manager—Bill Beasire.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
(This listing continued on next page)

W DUZ Number 1 in Green Bay*

*Pulse: Green Bay Metro Area, 6 AM-Midnight, Avg. 1/4-hr., Oct.-Nov. '68

125% MORE Men Than Station A	267.5% MORE Men Than Station B
119% MORE Women Than Station A	356% MORE Women Than Station B

80% MORE TOTAL AUDIENCE THAN STATIONS A & B COMBINED!

W DUZ Green Bay's only 24 hour station

STONE REPRESENTATIVES, INC.

WISCONSIN

Janesville—W C L O—Continued

4. AGENCY COMMISSION

15/0 time only.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a.
 Contracts: 40a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60b, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80.
 Member: Wisconsin Network, Inc.

TIME RATES

No. 18 ET 7/1/69—Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS

1 min.	1x	13x	26x	52x	104x	156x	260x
Drive Time	6-9 am & 3:15-6 pm—extra per spot 1.00.	10.25	0.50	9.00	8.25	7.50	7.00

8. PROGRAM TIME RATES

1 hr	100.00	95.00	90.00	85.00	80.00	75.00	70.00
1/2 hr	70.00	65.00	60.00	55.00	50.00	45.00	40.00
1/4 hr	26.50	24.00	21.75	20.00	19.00	18.00	17.00
5 min.	15.50	14.00	14.50	13.50	11.75	10.50	9.75

W C L O-FM

1947



Subscriber to the NAB Radio Code
 Media Code 4 251 2661 2.00
 Gazette Printing Co., 1 S. Parker Dr., Janesville, Wis. 53546. Phone 608-752-7895.

1. PERSONNEL

President—Marshall W. Johnston.
 General Manager—Robert Dalloy.
 Sales Manager—Bill Bessire.

2. REPRESENTATIVES

Geldman & Company.

3. FACILITIES

ERP 20,000 w. (horiz.), 18,000 w. (vert.); 99.9 mc. Stereo.
 Operating schedule: 9 am-midnight, CST.
 Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a.
 Contracts: 40a, 45, 46.
 Comb.; Cont. Discounts: 60b, 61a, 62d.
 Cancellation: 70c, 71a, 73b.
 Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Rates effective
 Rates received May 28, 1965.

6. SPOT ANNOUNCEMENTS

1 min.	1x	13x	26x	52x	104x	156x	260x
15/0	3.50	3.25	2.80	2.60	2.40	2.20	2.00

7. PACKAGE PLANS
 Rotating Sponsorship Plan includes 3 announcements on 1 day of the week, with announcements to be rotated to a different day each week. Limited to 13 week minimum participations.
 Not per wk. 7.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
32.25	17.25	8.75	5.75
52	30.00	15.50	8.00
104	28.75	14.50	7.00
260	27.50	13.75	6.50

KAUKAUNA

Outagamie County—Map Location G-6
 See SRDS consumer market map and data at beginning of the State.

See Appleton

(including Neenah-Menasha; Kaukauna)

KENOSHA (1 AM; 2 FM)

Kenosha County—Map Location G-10
 See SRDS consumer market map and data at beginning of the State.

WAXO (FM)

1962
 Media Code 4 251 2850 1.00
 Zion-Benton Broadcasting Corp., 6400 87th St., Kenosha, Wis. 53140. Phone 414-658-2055.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James Bicket.
 Sta. Mgr. & Prog. Dir.—Darrell P. Gorr.

3. FACILITIES

ERP 3,500 w.; 96.9 mc. Stereo.
 Operating schedule: 24 hours daily, CST.
 Antenna ht.: 143 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 22b, 23a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60b, 61c, 62a.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 10 ET 6/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

1 x	1 min	30 sec	10 sec
26 x	5.00	4.00	2.50
52 x	4.75	3.75	2.40
104 x	4.50	3.50	2.25
156 x	4.25	3.25	2.15
260 x	4.00	3.00	2.00
520 x	3.75	2.75	1.90
780 x	3.50	2.50	1.80
1560 x	3.25	2.25	1.70
	3.15	2.15	1.60
	3.00	2.00	1.50

7. PACKAGE PLANS

PER WK, EA:

10 ti.	1 min	30 sec	10 sec
30 ti.	4.25	3.40	2.15
50 ti.	4.00	3.25	2.00
70 ti.	3.80	3.10	1.90
90 ti.	3.60	2.95	1.80
110 ti.	3.40	2.80	1.70
130 ti.	3.20	2.65	1.60
150 ti.	3.00	2.50	1.50
170 ti.	2.80	2.35	1.40
190 ti.	2.60	2.20	1.30
210 ti.	2.40	2.05	1.20

Must be used in not more than 7 commercial days.

BULK RATE

300 x	3.80	3.10	1.90
500 x	3.40	2.80	1.70
1000 x	2.40	2.05	1.20

Must be used in 1 year or less.

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
26 x	59.00	29.50	14.75	12.75	8.50
52 x	56.00	28.00	14.00	12.00	8.00
104 x	63.00	26.50	13.25	11.25	7.50
156 x	50.00	25.00	12.50	10.50	7.00
260 x	47.00	23.50	11.75	9.75	6.50
520 x	44.00	22.00	11.00	9.00	6.00
780 x	41.00	20.50	10.25	8.75	5.50
1560 x	38.00	19.00	9.50	7.50	5.00
1780 x	35.00	17.50	8.75	6.75	4.50
1660 x	32.00	16.00	8.00	6.00	4.00

10. SPECIAL FEATURES

News—each 5-minutes, extra 1.00.
 The Mike is Yours—extra 1.00.

WLIP

1947



Subscriber to the NAB Radio Code
 Media Code 4 251 2945 9.00
 Kenosha Broadcasting, Inc., Kenosha National Bank Bldg., Kenosha, Wis. 53141. Phone 414-657-6162.

1. PERSONNEL

Pres. and Gen'l Mgr.—William L. Lipman.
 Vice-Pres. & Sta. Mgr.—Hugh L. Gately.

2. REPRESENTATIVES

Burn-Smith Company, Inc.

3. FACILITIES

250 w. days; 1050 kc. Non-directional.
 Operating schedule: Daytime, CST.

4. AGENCY COMMISSION

15/0; 20th of following.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10c, 15a, 15b.
 Basic Rates: 20b, 21a, 21b, 22b, 23a, 24b, 26, 28a, 29a.
 Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60c, 60f, 60h, 60i, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

Rates effective April 1, 1958. (Card No. 4.)
 Card received June 26, 1958.

6. SPOT ANNOUNCEMENTS

One minute:

1 time	8.75	52 times	7.40
13 times	8.30	156 times	7.10
26 times	7.90	260 or more times	6.60

7. PACKAGE PLANS

Per week: 1 min. 30 sec. 1 min. 30 sec

10 times	6.75	5.25	20 times	6.25	4.75
15 times	6.50	5.00	30 times	6.00	4.50

8. PROGRAM TIME RATES

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min
13 times	50.00	37.00	19.00	10.00
26 times	49.00	36.50	18.50	9.50
52 times	48.50	36.00	18.00	9.00
104 times	48.00	35.50	17.50	8.50
156 times	47.00	33.00	16.50	8.00
260 times	45.00	30.00	15.00	7.50
364 times	40.00	25.00	13.50	7.00

WLIP-FM

1962



Subscriber to the NAB Radio Code
 Media Code 4 251 2946 7.00
 Kenosha Broadcasting Inc., Kenosha National Bank Bldg., Kenosha, Wis. 53140. Phone 414-657-6162.

1. PERSONNEL

Owner & Gen'l Mgr.—William L. Lipman.
 Sta. Mgr. & Sales—Hugh L. Gately.
 Chief Engineer—George Dodge.

2. REPRESENTATIVES

Burn-Smith Company, Inc.

3. FACILITIES

ERP 1,000 w.; 95.1 mc.
 Operating schedule: 6:00 am-midnight, CST.
 Antenna ht.: 332 ft.

4. AGENCY COMMISSION

15/2—if paid by 20th of following month.

5. GENERAL RATE POLICY

See coded regulations

6. SPOT ANNOUNCEMENTS

ET 9/1/69—Rec'd 8/28/69.

1 min	ix	52x	156x	260+
30 sec	5.00	4.50	4.25	4.00
	4.00	3.75	3.50	3.25

8. PROGRAM TIME RATES

1/2 hr.	ix	13x	52x	156x	260+
1/4 hr.	30.00	28.00	26.00	25.00	23.00
10 min.	20.00	18.00	16.00	14.00	12.00
5 min.	14.00	13.50	12.00	11.50	11.00
	10.00	9.50	8.00	7.50	6.00

LA CROSSE (3 AM; 1 FM)

La Crosse County—Map Location C-7
 See SRDS consumer market map and data at beginning of the State.

WKBH

1922



Subscriber to the NAB Radio Code
 Media Code 4 251 3040 8.00
 WKBH, Inc., 141 So. 6th St., La Crosse, Wis. 54601. Phone 608-782-4878. TELEX 608-441-8611.

1. PERSONNEL

President—Howard Dahl.
 Manager—Richard Schueler.
 National Sales Manager—Robert Morrison.

2. REPRESENTATIVES

Avery-Knodel, Inc.
 Minneapolis—Harry S. Hyett.

3. FACILITIES

5,000 w.; 1410 kc. Directional—night only.
 Operating schedule: 5:15 am-midnight, CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 21c, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a.
 Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

4. AGENCY COMMISSION

Affiliated with with NBC Radio Network.
 Member: Wisconsin Network, Inc.

TIME RATES

No. 15 ET 7/1/65—Rec'd 6/25/65.

6. SPOT ANNOUNCEMENTS

A—Mon thru Sun 6 am-6:30 pm.
 B—Mon thru Sun 6:30 pm-6 am.

1 min	ix	26x	52x	104x	156x	260x	312x
30 sec	6.00	5.75	5.40	5.10	4.80	4.50	4.20

7. PACKAGE PLANS

A—Mon thru Fri 6:30-9 am & 3:30-6 pm.
 B—All other times.

PER WK:

10 ti.	1 min	30 sec	10 sec	1 min	30 sec	10 sec
15 ti.	7.00	5.00	4.50	5.50	4.40	4.00
20 ti.	6.50	4.75	4.25	5.20	4.15	3.75
30 ti.	6.00	4.50	4.00	5.00	4.00	3.75
	5.50	4.25	4.00	4.80	3.85	3.75

8. PROGRAM TIME RATES

A—Mon thru Sun 6 am-6:30 pm.
 B—Mon thru Sun 6:30 pm-6 am.

1/4 hr.	ix	26x	52x	104x	156x	260x	312x
5 min.	24.00	23.00	22.00	21.00	20.00	19.00	18.00
	15.00	14.25	13.50	12.75	12.00	11.25	10.50

CLASS B

1/4 hr.	18.00	17.10	16.20	15.30
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Media Director Says SRDS Publications Are 'Timely and Accurate'

An agency media director writes:

"The tremendous scope and changing nature of the information required for media selection places severe limitations on the usefulness of personal media files.

"Every day my desk is swamped with new literature. I can't possibly read all of it or file it away. And in some cases within a month the literature may be old and not usable.

"That is why I'm a regular subscriber to SRDS publications. I constantly use the SRDS publications and keep them here on my desk at all times. They are timely and accurate, well organized and concise. The hundreds of Service-Ads in the SRDS books are factual and current, they give me the information I need, when I need it most.

"Just imagine the confusion that would result if all the information in the SRDS publications was sent individually to the media buyers — the time consumed in looking for what I had to know would start me wondering whether it DID pay to advertise."

GS0B-3/5

La Crosse—WLCX—Continued

7. PACKAGE PLANS							
PER WK, ROS:	1 hr	5 hr	10 hr	20 hr	30 hr		
1 min.....	5.25	5.00	4.75	4.50	4.25		
20/30 sec.....	4.00	3.80	3.60	3.40	3.20		
10 sec.....	2.50	2.40	2.25	2.15	2.00		
8. PROGRAM TIME RATES							
1 hr.....	1x	13x	26x	52x	104x	156x	260x
1/2 hr.....	70	63	56	50	43	37	49
1/4 hr: 50% of hour.				10 min: 30% of hour.			
1/4 hr: 40% of hour.				5 min: 20% of hour.			

WWLA (FM)

1966



Media Code 4 251 3260 2.00
William E. & Louise A. Bruring, Grandad Bluff,
Rt. 2, La Crosse, Wis. 54601, Phone 608-784-7373.

- PERSONNEL**
Pres. & Gen'l Mgr.—William E. Bruring.
- FACILITIES**
ERP 100,000 w.; 93.8 mc. Stereo.
Operating schedule: 6 am-midnight daily, CST.
Antenna ht.: 557 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27,
28c, 29a, 30, 32c.
Contracts: 40c, 41, 42a, 43, 44a, 45, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 61b, 62a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES						
No. 1 ET 1/1/68—Rec'd 3/7/69.						
6. SPOT ANNOUNCEMENTS						
1 MINUTE						
PER WK:	5 hr	10 hr	15 hr	20 hr	25 hr	
1 wk.....	7.00	6.50	6.00	5.50	5.00	
13 wk.....	6.50	6.00	5.50	5.00	4.50	
26 wk.....	6.00	5.50	5.00	4.50	4.00	
52 wk.....	5.50	5.00	4.50	4.00	3.50	
30 SECONDS						
1 wk.....	5.25	4.85	4.50	4.10	3.75	
13 wk.....	4.85	4.50	4.10	3.75	3.35	
26 wk.....	4.50	4.10	3.75	3.35	3.00	
52 wk.....	4.10	3.75	3.35	3.00	2.60	
8. PROGRAM TIME RATES						
1 hr.....	1x	26x	52x	104x	156x	260x
1/2 hr.....	70.00	63.00	59.50	56.00	52.50	49.00
1/4 hr.....	42.00	37.80	35.70	33.60	31.50	29.40
10 min.....	22.00	19.80	18.70	17.60	16.50	15.40
5 min.....	18.00	16.20	15.30	14.40	13.50	12.60
5 min.....	14.00	12.60	11.90	11.20	10.50	9.80

LADYSMITH

Rusk County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WLDY

1947

Media Code 4 251 3325 3.00
Nelson Broadcasting Co., Hwy. 8, Ladysmith, Wis.
54848, Phone 715-532-5588.

Other Studio—Calvin R. Crotty, Mgr., Cornell, Wis.
STATION'S PROGRAMMING DESCRIPTION
WLDY: Programming directed to all age groups.

Certain hours of each day M-Sat set aside for rock and roll, country and western, middle-of-the-road, women's program, high school sports and national football, basketball and baseball coverage. Contact Representative for further details. Rec'd 8/4/67.

- PERSONNEL**
President—Ruth B. Nelson.
Sec'y, Treas. & Gen'l Mgr.—Charles H. Nelson.
- REPRESENTATIVES**
New York, Chicago—Hal Walton & Company, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 18 hours daily, CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25b, 26, 27,
28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47e, 48.

TIME RATES							
ET 1/1/69—Rec'd 11/29/68.							
6. SPOT ANNOUNCEMENTS							
1 MINUTE							
PER WK:	1x	14x	27x	53x	105x	157x	265+
1 min.....	6.00	5.75	5.50	5.25	5.00	4.00	3.00
8. PROGRAM TIME RATES							
1 hr.....	1x	13x	26x	52x	104x	260x	312x
1/2 hr.....	35.50	33.70	31.90	30.10	28.30	26.50	24.70
1/4 hr.....	22.75	21.60	20.45	19.30	18.15	17.00	15.85
10 min.....	13.00	12.35	11.70	11.05	10.40	9.75	9.10
5 min.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00
5 min.....	7.00	6.65	6.30	5.95	5.60	5.25	4.90

LAKE GENEVA

Walworth County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WMIR

1964



Subscriber to the NAB Radio Code
Media Code 4 251 3420 2.00
Southern Wisconsin Co., Inc., Box 552, Hwy. 50, 2
miles east of Lake Geneva, Wis. 53147, Phone
414-248-8656.

Other Studio: 100 E. Chestnut, Burlington, Wis.
Phone 414-763-2200.

- STATION'S PROGRAMMING DESCRIPTION**
WMIR: Programmed for adults and young adults.
FARM: 6-7 am farm director interviews, market and county agent reports. AIR PERSONALITIES all

segments. Women's telephone program, programs on sports, homemaking, schools and civic youth groups. Emphasis on community involvement and local news. Major newscasts on hour, headlines at half hour. MUSIC: standards, popular, current hits, c and w. Organ program Sun evenings. Sport programs daily. Contact Representative for further details. Rec'd 7/19/67.

- PERSONNEL**
President—Mrs. Miriam Monroe.
General Manager—Paul Mueller.
- REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
- FACILITIES**
1,000 w.; 1550 kc. Directional.
Operating schedule: 8 am-local sunset, CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12g, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24c 25a, 26, 28b,
28c, 29b, 31, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a,
48, 51c.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: National AirRadio Groups, Inc.

NATIONAL AND LOCAL RATES SAME
No. 3 ET 8/1/67—Rec'd 8/29/67.

- SPOT ANNOUNCEMENTS**
1 min..... 5.80 5.60 4.90 4.60 4.30 3.60
30 sec: 80% of 1-min.
- PACKAGE PLANS**
BULK PACKAGE—ROS
PER YR: 1 min 30 sec 1500 1140
500 x..... 2700 2100
1000 x.....

SATURATION SPOT SCHEDULE—ROS					
PER WK:	10 hr	15 hr	35 hr	50 hr	70 hr
1 min, ea.....	3.90	3.30	2.90	2.50	2.10
30 sec: 80% of 1-min.					

- PROGRAM TIME RATES**
1/2 hr..... 30.00 27.00 25.00 22.80 20.40 18.00
1/4 hr..... 20.00 18.00 15.80 13.20 12.00 10.80
10 min..... 14.40 13.65 12.25 11.50 10.80 9.30
5 min..... 10.00 9.30 7.90 7.20 6.80 6.10
- STATION FEATURES**
News and Weather—Applicable rate plus 10%.
10-second Time Signal—Each 1.60 (minimum 300),
to be used in a year continuation contract schedule
fixed times.

MADISON (4 AM; 4 FM)

Dane County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WIBA

1925



Subscriber to the NAB Radio Code
Media Code 4 251 3516 9.00
Badger Broadcasting Co., Box 98, Radio Park, Madison,
Wis. 53701, Phone 608-233-5311.

STATION'S PROGRAMMING DESCRIPTION
WIBA: Programmed for young adults and adults.
MUSIC: general popular, showtunes and standards.
70% from albums. NEWS: 4 major 15 min news-casts
am 12:30, 5:30 & 10:05 pm. Network on hour, local on
half hour, 2 min headlines before hour other than
drive times. 5 man news department, emphasis
on local news. Taped actualities and first person
reports, including state capitol reports. AP wire,
ESSA weather wire services. SPORTS: 2 programs
daily-7:45 am & 5:45 pm, M-F. University football,
basketball, hockey. Local professional football.
High school football. State high school basketball
tournament. State Amateur & Open golf tournaments.
FARM: 5-6:30 am & 11:50 am-12:30 pm with farm
director. Interviews, markets, weather, agricultural
reports and taped personal farm reports. Contact
Representative for further details. Rec'd 4/25/69.

- PERSONNEL**
General Manager—Fred H. Gage.
Regional Sales Manager—Albin J. Stock.
- REPRESENTATIVES**
Meeker Radio, Inc.
Minneapolis—Harry S. Hyett Co., Inc.
Dallas, Atlanta—Busby, Finch and Woods, Inc.
Michigan, Ohio, Indiana, Kentucky, Pittsburgh—
Pearse Sales.
- FACILITIES**
5,000 w.; 1310 kc. Directional—nighttime only.
Operating schedule: 5 am-midnight, CST.
- AGENCY COMMISSION**
15/0; 15 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a,
26, 27, 28a, 29a, 32a.
Contracts: 40c, 41, 42a, 44a, 44b, 45, 46, 47a, 48,
51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES
No. 11 ET 5/1/69—Rec'd 4/23/69.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER YR: 1x 52x 104x 156x 260x 520x 1000x
PER WK: 5 hr 10 hr 15 hr 20 hr 25 hr 30 hr 40 hr
1 min..... 14.00 13.50 13.00 12.50 11.75 11.00 10.00
30 sec..... 11.20 10.80 10.40 10.00 9.40 8.80 8.00
10 sec..... 8.40 8.10 7.80 7.50 7.05 6.60 6.00
- CLASS A**
1 min..... 12.00 11.50 11.00 10.50 9.75 9.00 8.00
30 sec..... 9.60 9.20 8.80 8.40 7.80 7.20 6.40
10 sec..... 7.20 6.90 6.60 6.30 5.85 5.40 4.80
1-minute and 30-second spots may be counted to earn
frequency for 10-second spots, but not vice-versa.

WISCONSIN

8. PROGRAM TIME RATES

Multiply applicable	5 min	10 min	1/4 hr	1/2 hr	1 hr
1-min rate by.....	2	3	4	6	
Programs may be counted to earn frequency for spots, but not vice-versa.					

10. SPECIAL FEATURES

15-MINUTE NEWS			
PER WK:	1 hr	3 hr	6+
AA.....	15.00	12.00	11.00
A.....	11.50	10.25	6.75

Participations only, 100 words.
HEADLINE NEWS
Applicable spot rates, plus 1.50.

5 MINUTE NEWS			
PER WK:	1 hr	5 hr	10+
AA.....	20.00	18.50	17.00
A.....	18.00	16.50	15.00

Participating spots—add 1.50 to applicable spot rate.

WIBA-FM

1948



Media Code 4 251 3516 7.00
Badger Broadcasting Co., Box 98, Radio Park, Madison,
Wis. 53701, Phone 608-233-5311.

- PERSONNEL**
General Manager—Fred H. Gage.
Regional Sales Manager—Albin J. Stock.
- REPRESENTATIVES**
Meeker Radio, Inc.
Minneapolis—Harry S. Hyett Co., Inc.
Dallas, Atlanta—Busby, Finch and Woods, Inc.
Michigan, Ohio, Indiana, Kentucky, Pittsburgh—
Pearse Sales.
- FACILITIES**
ERP 110,000 w.; 101.5 mc.
Antenna ht.: 470 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 15 days.
- GENERAL ADVERTISING** See coded regulations
See WIBA listing for coded regulations.

TIME RATES
No. 1 ET 2/1/67—Rec'd 3/31/67.

- SPOT ANNOUNCEMENTS**
*1 min..... 4.00 30 sec..... 2.50
(** 4 available each hour.)
- PROGRAM TIME RATES**
1 hr..... 30
Time may be specified, or sponsorship may rotate
through the week.
- PARTICIPATING PROGRAMS**
SATURDAY AFTERNOON AT THE OPERA
(Full length Opera Broadcasts, Sat 1:05 pm).
Opera, per hr..... 35
FINE ARTS MUSIC
(Sun noon-10 pm)..... 35

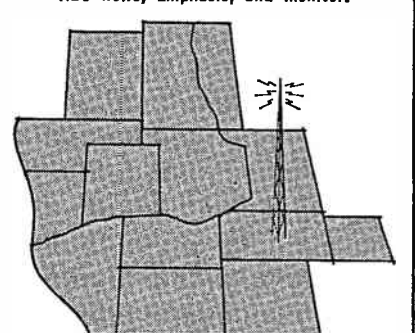
Classical, per hr..... 35
(Madison continued on next page)

The BIG STATION

in rich central and
southern Wisconsin

MADISON'S PERSONALITY
STATION with 776,600 people

- In 13 counties—WIBA is the station for people who listen, have money, and buy.
- The Madison station featuring personality programming plus State and local news, U. of Wisconsin sports, NBC news, Emphasis, and Monitor.



Your best buy is:

WIBA

(Madison's First Station)

BADGER BROADCASTING CO.
Radio Park, Madison, Wis. 1310
Phone: 608/233-5311
Represented nationally by
Meeker Radio, Inc.

WISCONSIN

Madison—Continued

WISM

1948



Subscriber to the NAB Radio Code

Media Code 4 251 3610 8.00

Heart O' Wisconsin Broadcasters, Inc., Box 2058, Madison, Wis. 53701. Phone 608-256-3167.

STATION'S PROGRAMMING DESCRIPTION

WISM: Programmed for general interest, especially for people between 20 & 40 years of age. Programming: 10% news, emphasizing state and local government activities. **TALK:** open line phone conversation 1-1:55 pm. 80% music and entertainment. **MUSIC:** general popular emphasizing established current hits and popular music of past 25 years. News staff of 3, 2 stringers for state and local government meetings. 6 talk and music personalities make frequent local personal appearances at major events. Contact Representative for further details. Rec'd 9/26/67.

1. PERSONNEL

General Manager—William R. Walker.
Sales Manager—Phil Fisher.

2. REPRESENTATIVES

Stone Representatives, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights, 1480 kc.
Directional, separate patterns day and night.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3c, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 29a, 33d.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Member: Wisconsin Network, Inc.

TIME RATES

No. 10 ET 8/1/68—Rec'd 8/28/68.

WISM/WISM-FM COMBINATION RATES

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 8 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	52x	104x	260x	312x	520x
1 min	23.00	23.00	23.00	23.00	18.00	18.00
30/20 sec	18.40	17.50	18.80	18.00	15.20	14.40
10 sec	11.50	11.00	10.50	10.00	9.50	9.00

	CLASS AA	18.00	17.00	16.00	15.00	14.00
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30/20 sec	15.20	14.40	13.80	12.80	12.00	11.20
10 sec	10.00	9.50	9.00	8.50	8.00	7.50

	CLASS A	17.00	16.00	15.00	14.00	13.00
1 min	19.00	18.00	17.00	16.00	15.00	14.00
30/20 sec	15.20	14.40	13.80	12.80	12.00	11.20
10 sec	9.50	9.00	8.50	8.00	7.50	7.00

7. PACKAGE PLANS

PER WK, EA:	CLASS AAA	18 1/2	24 1/2	36 1/2
1 min	21.00	20.00	19.00	18.00
30/20 sec	16.80	16.00	15.20	14.40
10 sec	10.50	10.00	9.50	9.00

	CLASS AA	18.00	17.00	16.00	15.00
1 min	21.00	20.00	19.00	18.00	17.00
30/20 sec	14.40	13.60	12.80	12.00	11.20
10 sec	9.00	8.50	8.00	7.50	7.00

	CLASS A	17.00	16.00	15.00	14.00
1 min	21.00	20.00	19.00	18.00	17.00
30/20 sec	13.80	12.80	12.00	11.20	10.40
10 sec	8.50	8.00	7.50	7.00	6.50

May be cross combined to earn numerical frequency. Not subject to retroactive discounts.

WISM-FM

1948



Subscriber to the NAB Radio Code

Media Code 4 251 3611 6.00
Heart O' Wisconsin Broadcasters, Inc., Box 2058, Madison, Wis. 53701. Phone 608-256-3167.

1. PERSONNEL

President—William R. Walker.
Sales Manager—Phil Fisher.
Station Manager—Tom Holter.

2. REPRESENTATIVES

Stone Representatives, Inc.

3. FACILITIES

ERP 20,000 w. (horiz. & vert.): 98.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

See WISM listing for coded regulations.

TIME RATES

Sold in combination with WISM. See that listing for rates.

WKOW

1947



Subscriber to the NAB Radio Code

Media Code 4 251 3705 8.00

Midcontinent Broadcasting Co., Box 100, 5727 Tokay Blvd., Madison, Wis. 53701. Phone 608-238-5891.

TRWY 608-654-8213

STATION'S PROGRAMMING DESCRIPTION

WKOW: Programmed for adults 18-48. Variety programming with air personalities on all programs. **NEWS:** local and world news at :25 & :55 hourly. **ENTERTAINMENT:** programs include middle-of-the-road music based on local and national surveys, public service and informational features. **AIR PERSONALITIES** featured on every program. **FARM:** 2 associate farm directors featured 5-7 am & noon-1 pm with music, market prices, trends, and farm commentary. **SPORTS:** professional and university football. **TALK:** air personality in live discussions with guests and listeners on important subjects. Adult men and women 10 pm-2 am. Contact Representative for further details. Rec'd 8/30/68.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Tony Moe.
Gen'l & Sales Mgr.—Roger Russell.

2. REPRESENTATIVES

H-R Representatives, Inc.
Minneapolis—Wayne-Evans & Associates.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1070 kc.
Directional—separate patterns day and night.
Operating schedule: 5-2 am. CST.

4. AGENCY COMMISSION

15/0 on time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42d, 43, 44a, 44b, 45, 46, 47d, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
General rates apply to all advertising, other than that of firms offering products or services direct to consumer through outlets which advertiser owns or controls.

TIME RATES

No. 13 ET 7/1/68—Rec'd 6/5/68.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
AA—Mon thru Sat 5-8 am, 10 am-noon, 1-4 pm & 7-10 pm; Sun sign-on-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	FIXED POSITION	156x	260x	312x
1 MIN:	1x	52x	104x	156x
AAA	17	16	14	12
AA	15	14	13	11
A	10	9	8	7

7. PACKAGE PLANS

	ROTATING PLAN	18x	24x	30x
1 MIN:	1x	6x	12x	18x
AAA	17	14	13	11
AA	15	12	11	9
A	10	8	7	6

30 sec or less: 80% of applicable 1-min.

10 sec or less: 50% of applicable 1-min.

CONSECUTIVE WEEK DISCOUNTS

52 wk—10% (Rotating Plan only)

TOTAL AUDIENCE PLANS

	Plan	1	11	111
1 MIN:				
6-10 am		5	4	3
10 am-4 pm		15	9	6
4-7 pm		5	4	3
Mon thru Sat 7-10 pm; Sun all day		11	7	6

36 ft 18 ft

7.00 7.50 8.00

Only 1-min & 30-sec rates apply to Total Audience Plans.

30 sec: 80% of applicable 1-min.

10. SPECIAL FEATURES

News, weather, sports farm facts and special features—1-min fixed position rate.
Farm product spot advertising 5:30-7 am & noon-1 pm—Fixed position rate.
Spots between 2 rate classifications take the higher rate.
Spots and programs may not be combined for frequency discount. All plan spots in all categories are combinable.
1-min and 30-sec may be counted to help earn frequency discounts on 10-sec spots, but 10-sec spots may not be counted to help earn frequency discounts on 1-min and 30-sec.

WMAD

1964

Country Music

Media Code 4 251 3800 5.00

Hudson Broadcasting Corp., Box 4308, Brookwood Station, Madison, Wis. 53711. Phone 608-257-0758.

STATION'S PROGRAMMING DESCRIPTION

WMAD: Programmed to modern country music listeners.
MUSIC: 70% based on country music survey and million seller of past. **NEWS:** 10% utilizing network and local news staff. Weather at :15, network world news on half hour, sports recap at :45, state news at :55. **FARM:** weekday mornings on town and country, 6-7 am. Road show, 7-9 am features year round road conditions, detours, driving tips and editorials. **TALK:** swap shop via telephone 5-10 am weekdays. Emphasis on community involvement, service club activities, local baseball and bowling. Normally a minimum of 3 daily community contests and promotions. Rec'd 5/7/69.

1. PERSONNEL

President—James A. McKenna.
Vice-Pres. & Gen'l Mgr.—Daniel C. Palen.
Program Director—Johnny Howard.

3. FACILITIES

5,000 w.; 1550 kc.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0: 1st of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a. Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28b, 28c, 29a, 30, 32a, 33a. Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 48, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 60d, 60g, 61a, 61b, 61c. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with American Entertainment Network

TIME RATES

ET 11/1/67—Rec'd 11/2/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x	500x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

PER WK:	10 ft	15 ft	20 ft	25 ft	30 ft	50 ft
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	4.50	4.25	4.00	3.75	3.50	3.25

WMFM (FM)

1948

Media Code 4 251 3895 5.00

Earl W. Fessler, 2047 Winnebago St., Madison, Wis. 53704. Phone 608-244-2847.

1. PERSONNEL

General Manager—Earl W. Fessler.
Sales Manager—B. L. Hugh.
Program Manager—Ruth Pennswell.

2. REPRESENTATIVES

C. Otis Rawalt, Inc.

3. FACILITIES

ERP 50,000 w.; 104.1 mc. Stereo.
Operating schedule: 6 am-midnight Mon thru Sat.
8 am-midnight Sun. CST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; cash discount 2%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 61a, 61b, 62a.
Cancellation: 71a, 73a.
Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 11/1/66—Rec'd 11/7/66.

(This listing continued on next page)

LOOK GOOD! BUY WISM

Madison's Top Station 8 Years Straight

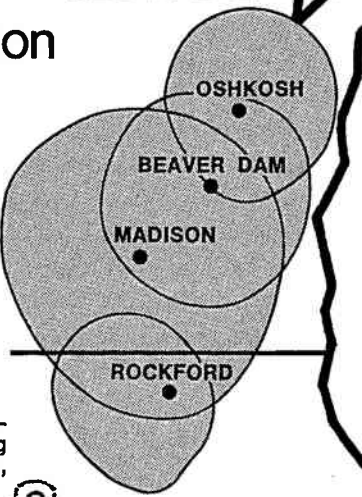
IN MADISON RADIO GET
THERE FIRST WITH WISM*

- 1st in men 18-49
- 1st in women 18-49
- 1st in total men and total women
- 1st in household share
- 1st in daily and weekly cume
- 1st with local advertisers

Look Great! Buy 4 Mid-West stations

The Mid-West Family helps you reach Wisconsin's 2nd biggest market plus thriving Northern Illinois with one convenient, moneysaving buy.

*Madison Metro Pulse (Jan./Feb. '69)



ASK STONE REPRESENTATIVES

The **MID-WEST** Family

Box 2058, Madison, Wis. 53701

WISM Madison	WOSH Oshkosh	WBEV Beaver Dam
WYFE Rockford	WITL Lansing	WJSM St. Joseph-Benton Harbor

Madison—W M F M (FM)—Continued

6. SPOT ANNOUNCEMENTS

1 min.	1x	15x	26x	39x	52x	365x
	8.00	5.40	4.80	4.20	3.80	3.00

7. PACKAGE PLANS

STATION BREAK SATURATION

1 day	60	3 days	120
2 days	92		

ROS SPOTS

1 mo	2 mo	3 mo
75	120	150

Per Day

1x	15x	26x	39x	52x	365x
1 hr.	96	72	60	48	36
1/2 hr.	60	42	36	30	24
1/4 hr.	36	30	24	18	12

8. PROGRAM TIME RATES

10. SPECIAL FEATURES

News casts 7.20
Fine Music Classics Programs—1-min. flat 7.20

W R V B (FM)

1959 NAB F M B
Subscriber to the NAB Radio Code
Media Code 4 251 8990 4.00
Paul A. Stewart Enterprises, Box 504, Madison, Wis.
53701. Phone 608-255-8803.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul A. Stewart.
Vice-President—Warren W. Hopeman.
Program Director—Cecil C. Beck.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
ERP 50,000 w.; 102.5 mc.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11a, 12d, 14d.
Basic Rates: 20b, 21a, 23b, 24a, 25a, 27, 28c, 31, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Tobacco, patent medicine and theatre advertising not accepted.
No competitive product or service aired within 1/2-hour period.

TIME RATES
ET 10/31/68—Rec'd 10/31/68.

6. SPOT ANNOUNCEMENTS

1 min.	1x	15x	26x	39x	52x	365x
	6.00	4.50	3.75	3.25	3.00	2.00
20 sec.	5.00	4.00	3.00	2.50	2.00	2.00

8. PROGRAM TIME RATES

1 hr.	1x	15x	26x	39x	52x	365x
	45	35	30	25	20	15
1/2 hr.	45	35	30	25	20	15
1/4 hr.	30	20	15	13	10	10

MANITOWOC (2AM; 1FM)

Manitowoc County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WCUB
1952 NAB R A B
Subscriber to the NAB Radio Code
Media Code 4 251 4085 2.00
Eastern Wisconsin Broadcasting Corp., 2500 N. Mirror Dr., Manitowoc, Wis. 54221. Phone 414-882-8221.

STATION'S PROGRAMMING DESCRIPTION
WCUB: General interest programming 80% FARM 10% 6:00-6:30 am & 12:30-1 pm. Teen and young adult 10%; 3-4 pm M-F & 9 am-12M Sat. NEWS: 5 min on hour plus 3 major 15 min programs daily, 50% local content. 4 mobile units. Weather: time and temperature after every record, capsules every 15 min, three 5 min programs daily. Special hourly 5 min feature on half hour (women's features, community reports, interviews, trading post, etc.). MUS-IC: middle-of-the-road (mostly standards with occasional folk, popular, religious, ethnic, country, western and showtunes interspersed). Contact Representative for further details. Rec'd 7/18/67.

1. PERSONNEL
Gen'l Mgr.—Jack Severson.
Program Director—Bob Irish.
Sales Manager—Bob Barrock.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-8:30 am.
For non-simulcast facilities see WKUB (FM).

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKUB (FM).
Affiliated with American Information Network.
Member: Wisconsin Network, Inc.

TIME RATES
ET 7/1/69—Rec'd 6/16/69.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	156x	260x	520x	1000x
1 min.	7.00	6.80	6.65	6.50	6.00	5.50	5.00
20/30 sec.	6.40	6.00	5.80	5.20	4.80	4.40	4.00
10/15 sec.	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	20 tl	25 tl	30 tl	50 tl
1 min.	65.00	90.00	110.00	135.00	150.00	225.00
20/30 sec.	52.00	72.00	88.00	108.00	120.00	180.00
10/15 sec.	32.50	45.00	55.00	67.50	75.00	112.50

8. PROGRAM TIME RATES

1 hr.	1x	1/2 hr	1/4 hr	10 min	5 min
	70	50	30	20	12

WKUB (FM)

1966 NAB F M B
Media Code 4 251 4100 9.00
Eastern Wisconsin Broadcasting Corp., Box 98, 2500 Mirror Dr., Manitowoc, Wis. 54220. Phone 414-882-8226.

1. PERSONNEL
Pres. Gen'l & Sta. Mgr.—Jack Severson.
Sales Manager—Bob Barrock.
Program Director—Bob Irish.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 236 ft. above average terrain.
Partial simulcast operation. Operated separately 8:30 am-midnight. For simulcast facilities see WCUB.

4. AGENCY COMMISSION
None; all rates net to station, 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 25a, 26, 27, 28b, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
AM facilities: WCUB.
Affiliated with American FM Network.

TIME RATES
No. 2 ET 7/1/67—Rec'd 12/18/67.

6. SPOT ANNOUNCEMENTS

PER WK:	28 tl	21 tl	14 tl	7 tl	4 tl	1 tl
1 wk.	1.80	1.80	2.00	2.20	2.50	3.00
13 wk.	1.85	1.75	1.80	2.00	2.20	2.50
28 wk.	1.55	1.60	1.65	1.80	2.00	2.20
52 wk.	1.40	1.50	1.60	1.65	1.80	2.00

7. PACKAGE PLANS

CONSTANT IMPRESSION PLAN

PER DAY:	PER WK:	13 wk	28 wk	52 wk
1 tl	7 tl	60.00	55.00	50.00
2 tl	14 tl	110.00	100.00	90.00
3 tl	21 tl	150.00	140.00	130.00

PACKAGE PLANS

PER WK:	70 tl	50 tl	40 tl	30 tl	20 tl	10 tl
1 min. ea.	1.50	1.60	1.65	1.75	1.95	2.10
1 min. ea.	280 tl	200 tl	100 tl	100 tl		
1 min. ea.	1.45	1.60	1.65			

All ROS rotated daily throughout schedule. Minimum 13 weeks.

8. PROGRAM TIME RATES

1 x.	5 min	10 min	1/4 hr	1/2 hr	1 hr
13 x.	5.00	7.50	10.00	15.00	20.00
15 x.	4.50	6.75	9.00	13.50	18.00
28 x.	4.05	6.05	8.10	12.15	16.20
52 x.	3.65	5.45	7.30	10.95	14.60
104 x.	3.30	4.90	6.55	9.85	13.15
156 x.	2.95	4.40	5.90	8.80	11.85
280 x.	2.65	3.95	5.30	8.00	10.85
512 x.	2.40	3.55	4.75	7.20	9.60

All schedules may be combined with WCUB schedules for frequency discount.

WOMT

1926 NAB
Subscriber to the NAB Radio Code
Media Code 4 251 4180 1.00
Manitowoc Radio Inc., Box 685, Manitowoc, Wis. 54220. Phone 414-882-8247.

STATION'S PROGRAMMING DESCRIPTION
WOMT: Programmed for adults and young adults. 5 min network news on half hour, local and regional news on hour. 5-7 am country and western music, farm markets and weather. 7 am-7 pm middle-of-the-road music. 7 pm-12M current hits. Network news 5:35-6 pm. 15 min newscasts at 6 am, 8 am, 12:15 pm, 3 pm, 4 pm, & 6 pm. 15 min sportscast at 5 pm. 10-10:30 am audience participation with homemaker emphasis. All live high school sports coverage and university basketball. Remote facilities available. Contact Representative for further details. Rec'd 8/3/67.

1. PERSONNEL
Gen'l Mgr. & Prog. Dir.—Alvin R. Anderson.
Sales Manager—John Hserlie.
Woman's Program Director—Karen Kay.

2. REPRESENTATIVES
Vic Plano Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 61b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 ET 1/1/69—Rec'd 1/3/69.

6. SPOT ANNOUNCEMENTS

1 min	5.50	4.50	3.85	3.55	3.40	2.85	2.50
30 sec	3.85	3.15	2.70	2.55	2.30	2.20	1.95

7. PACKAGE PLANS

SPECIAL PROMOTION RATES

PER WK:	10 tl	20 tl	30 tl	90+
1 min.	3.50	3.05	2.85	2.80
30 sec.	2.55	2.25	2.20	2.10

MARINETTE

Marinette County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WMAM
1959 NAB
Subscriber to the NAB Radio Code
Media Code 4 251 4275 9.00
Marinette Central Broadcasting Co., 400 Wells St., Marinette, Wis. Phone 715-735-8631.

1. PERSONNEL
General Manager—Howard L. Emfich.
Program Director—Bill J. Liegeois.

2. REPRESENTATIVES
Burn-Smith Company, Inc.

3. FACILITIES
250 w. days, 100 w. nights; 570 kc.
Non-directional.
Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61c.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.

TIME RATES
Rates effective July 1, 1959. (Card No. 3.)
Card received July 22, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	25.00	18.00	15.00	8.00
26 times	23.75	17.10	14.25	7.80
52 times	22.50	16.20	13.50	7.40
156 times	21.25	15.30	12.75	6.80
260 times	20.00	14.40	12.00	6.40

10 seconds or less—50% of earned 1-minute rate.

7. PACKAGE PLANS

SATURATION SCHEDULE
(Fixed position not guaranteed)

15 days:	1 min.	120.00
10 times:	45.00	30 times
20 times:	83.00	

(*) Not combinable.

MARSHFIELD (1AM; 1FM)

Wood County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WDLB
1946
Media Code 4 251 4370 8.00
WDLB Broadcasting Corp., Box 512, Marshfield, Wis. 54449. Phone 715-384-2191.

1. PERSONNEL
General Manager—Nathan L. Goetz.
Station Manager—Jack H. Hackman.

3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00 am-midnight Mon thru Sat; 7:00 am-10:00 pm Sun. CST.

4. AGENCY COMMISSION
15%. No cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25c, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i, 61a, 61b, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80.

TIME RATES
No. 5 ET 4/1/66—Rec'd 4/8/66.

6. SPOT ANNOUNCEMENTS

1 min	5.80	4.40	156 x	4.25	3.30
15 x	5.30	4.10	250 x	3.75	2.90
28 x	5.05	3.90	500 x	3.15	2.40
89 x	4.90	3.70	1000 x	2.70	2.10
78 x	4.80	3.55			

8. PROGRAM TIME RATES

1 x.	8.20	78 x.	5 min	8.45
13 x.	7.65	156 x.	5 min	8.05
28 x.	7.05	260 x.	5 min	5.40
89 x.	7.05	500 x.	5 min	3.00

WDLB-FM

1965
Media Code 4 251 4371 6.00
WDLB Broadcasting Co., Box 630, 1710 N. Central, Marshfield, Wis. 54449. Phone 715-384-2191.

1. PERSONNEL
General Manager—Nathan L. Goetz.
Station Manager—Jack Hackman.
Sales Manager—Bill Allen.

3. FACILITIES
ERP 27,500 w.; 106.5 mc.
Operating schedule: 8:00 am-midnight. CST.
Antenna ht.: 275 ft. above average terrain.

4. AGENCY COMMISSION
15/2; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25c, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with KBS Radio Network.

WISCONSIN

TIME RATES
Rates effective May 1, 1961. (Card No. 4.)
Card received October 18, 1965.

6. SPOT ANNOUNCEMENTS

1 tl	1 min	30 sec	1 min	30 sec
26 tl	5.40	4.05	500 tl	3.10
52 tl	5.10	3.90	750 tl	2.95
104 tl	4.85	3.70	1000 tl	2.70
156 tl	4.65	3.55	1500 tl	1.90
260 tl	4.35	3.30	2000 tl	1.60
	3.75	2.90		

8. PROGRAM TIME RATES

1 tl	1 hr	1/2 hr	1/4 hr	5 min
13 tl	33.00	27.00	18.00	10.00
26 tl	31.35	25.85	17.10	9.50
28 tl	29.70	24.30	16.20	9.00
52 tl	28.05	22.95	15.30	8.50
156 tl	26.40	21.60	14.40	8.00
260 tl	24.75	20.25	13.50	7.50
312 tl	23.10	18.90	12.60	7.00

MAUSTON

Juneau County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WRJC
1961
Media Code 4 251 4465 6.00
Radio Juneau County Inc., Box 58, Mauston, Wis. 53948. Phone 608-843-8001.

1. PERSONNEL
President—John D. Rice.

2. REPRESENTATIVES
Regional—Pearse Sales.

3. FACILITIES
500 w. days; 1270 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 23a, 25a, 26, 29a

WISCONSIN

MEMONOME FALLS

Waukesha County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WZMF (FM)

Media Code 4 251 4580 2.00
1953
Falls Broadcasting Corp., Box 216, Menomonee Falls, Wis. 53051, Phone 414-251-7070.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ronald F. Amann
Sales Manager—George J. Beaudet, Jr.
Program Director—David Steffen.

3. FACILITIES
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11c, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 43, 45, 48, 51a, 51b.
Cancellation: 72, 73a.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 4 ER 6/15/69—Rec'd 7/8/69.
A—Mon thru Sun 6-10 am & 4 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
PER WK: 1 min 500x 1000x 1500x
1 min 5.00 5.00 4.75
30 sec 4.50 4.00 3.25

7. PACKAGE PLANS
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec
Fixed/1 tl 12.00 10.00 10.00 8.00 7.50 6.50
6 tl 11.00 0.00 0.00 7.00 6.50 5.50
12 tl 10.00 8.00 8.00 6.00 5.50 4.50
18 tl 0.00 7.00 7.00 5.00 4.50 3.50
24 tl 8.00 6.00 6.00 4.00 3.50 2.50
30 tl 7.00 5.00 5.00 3.00 2.50 1.50

ID's: applicable 30-sec rate.
CONSECUTIVE WEEK DISCOUNT
52 wk—3%

AAA PLAN

PER WK: 12 tl 18 tl 24 tl 30 tl
1 min 8.00 7.00 6.00 5.00
30 sec 6.00 5.00 4.00 3.00

10. SPECIAL FEATURES
Newscaats at :15 and :45—applicable rate plus 2.00 ea.

MEMONOME (1 AM; 1 FM)

Dunn County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WDMW (FM)

Media Code 4 251 4605 7.00
1957
Memomone Broadcasting Co., 321 Main St., Memomone, Wis. 54751, Phone 715-235-9494.

1. PERSONNEL
President—Dr. Wendell Hansen.
Sta. Sales Mgr. & Prog. Dir.—LaVern Garton.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-10 pm daily, CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately 4-10 pm daily. For simulcast facilities see WMNE.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 26, 28b, 28c, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 47a, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60f, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 ER 3/1/69—Rec'd 3/13/69.

6. SPOT ANNOUNCEMENTS
1 min 2.50-2.00 1.75 1.50
30 sec 1.50 1.20 1.05 .90

7. PACKAGE PLANS
10 tl 21 tl 51-100
80 sec 1.30 1.10 .90

8. PROGRAM TIME RATES
55 min—5x applicable 1-min.
5 min—1-1/2x applicable 1-min.

WMNE

Media Code 4 251 4655 2.00
1951
Memomone Broadcasting Co., 321 Main St., Memomone, Wis. 54751, Phone 715-235-2112.

STATION'S PROGRAMMING DESCRIPTION
WMNE: Programmed for general interest.
Emphasis on adult, farm and housewife. 6-7 am farm, c and w, farm markets, extension programs.

7:15-8 am sports, markets, news, local, state and UPI audio, weather. 8-11 am homemaker variety; community news, church notices, hospital admissions, request music, fashions, interviews, recipes, audience

participation, etc. 11-11:30 am community programs, and 11:30 am non quiz. Noon-12:30 pm network sports, farm markets, weather, swaps, news roundup. 12:30-1 pm farm markets and programs direct. 1:30-5 pm middle-of-the-road music, news every hour, local programs and entertainment. 5-6 pm light classical and standards Sat pm current hits or football. Sun: 7:30 am-noon church and music, noon-12:30 pm news and reports pm music. Contact Representatives for further details. Rec'd 8/7/67.

1. PERSONNEL
President—Dr. Wendell Hansen.
Manager—Thorsten Edgeberg.
Program Director—Wayne Crego.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.
Partial simulcast operation. Simulcast with WDMW-FM 8 am-4 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71b, 73a.
Member: National AdRadio Groups, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ER 1/31/67—Rec'd 2/2/68.
A—7-9 am & noon-1 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MIN: A B
1 x 4.75 3.75 1.56 x 3.60 2.60
15 x 4.50 3.50 2.08 x 3.40 2.40
28 x 4.25 3.25 2.00 x 3.20 2.20
62 x 4.00 3.00 3.12 x 3.00 2.00
104 x 3.80 2.80

80 sec: 80% of applicable rate.
8. PROGRAM TIME RATES
CLASS B
1 hr 35.00 30.00 25.00 23.75 22.50 21.25 20.00
1/2 hr 22.50 20.00 17.50 16.25 15.00 13.75 12.50
1/4 hr 15.00 12.50 10.00 9.25 8.50 7.75 7.00
10 min 12.50 10.00 7.50 7.00 6.50 6.00 5.50
5 min 7.50 6.00 5.00 4.50 4.00 3.50 3.25
Class A: Applicable rate plus 1.00 each.

MERRILL

Lincoln County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WXMT

Media Code 4 251 4750 1.00
1960
North-Central Broadcasting Corp., Box 71, Merrill, Wis. 54452, Phone 715-536-6262.

1. PERSONNEL
President—Leonard Harms.
General Manager—Ken Farnsworth.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 28b, 28c.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
1 MIN, FIXED: 1 tl 2 tl 3 tl 4 tl 5 tl 10 tl
1 wk 5.99 4.12 3.82 3.53 3.24 2.94
4 wk 5.29 3.82 3.52 3.24 2.94 2.65
13 wk 5.00 3.52 3.24 2.94 2.65 2.36
52 wk 4.70 3.24 2.94 2.65 2.35 2.06

80 sec: 80% of 1-min.
7. PACKAGE PLANS
BIG X—ROSS MERCHANDISE MOVERS
Per month: EA: 10 tl 20 tl 50 tl 100 tl 200 tl
1 min 2.50 2.25 1.90 2.35 2.10 1.80
30 sec 80% of 1-min. 10 sec: 40% of 1-min.

8. PROGRAM TIME RATES
1 hr 60.00 47.25 35.50 24.00
1/2 hr 35.50 27.50 21.00 15.00
1/4 hr 21.20 14.25 10.60 8.25
5 min 10.60 8.25 5.90 4.15

MILWAUKEE (9 AM; 9 FM)

(including Wauwatosa, West Allis)
Milwaukee County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAWA

Media Code 4 251 4845 9.00
1951
West Allis
Suburbanair, Inc., 12800 W. Bluemound Rd., Elm Grove, Wis. 53122, Phone 414-786-4541.

1. PERSONNEL
Sta., Gen'l & Sales Mgr.—Neil K. Searles.
Program Director—O. C. White.

2. REPRESENTATIVES
Greenar, Hilken, Sears.

3. FACILITIES

1,000 w. days; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAWA-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 25a, 20a.
Contracts: 40a, 45, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.
Cancellation: 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ER 1/1/69—Rec'd 11/15/68.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK: 1 tl 10 tl 15 tl 20 tl 25 tl 30 tl
AA 22.00 18.00 17.00 16.00 15.00 14.00
A 20.00 17.50 16.50 15.50 14.50 13.50
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

CONSECUTIVE WEEKS DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES
1 hr 120 110 105 100 95 90 85
1/2 hr 72 66 63 60 57 54 51
1/4 hr 48 44 42 40 38 36 34
5 min 24 22 21 20 19 18 17

WAWA-FM

Media Code 4 251 4846 7.00
1966
Milwaukee
Suburbanair, Inc., 12800 W. Bluemound Rd., Elm Grove, Wis. 53122, Phone 414-786-4541.

1. PERSONNEL
Sta. Gen'l & Sales Mgr.—Neil K. Searles.
Program Director—O. C. White.

3. FACILITIES
ERP 35,000 w.; 102.1 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WAWA.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 22a, 24b, 28b, 29c, 29a, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 47a.
Comb.: Cont. Discounts: 60c, 60e, 60f, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

WAWA-FM

Media Code 4 251 4846 7.00
1966
Milwaukee
Suburbanair, Inc., 12800 W. Bluemound Rd., Elm Grove, Wis. 53122, Phone 414-786-4541.

1. PERSONNEL
Sta. Gen'l & Sales Mgr.—Neil K. Searles.
Program Director—O. C. White.

3. FACILITIES
ERP 35,000 w.; 102.1 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WAWA.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 22a, 24b, 28b, 29c, 29a, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 47a.
Comb.: Cont. Discounts: 60c, 60e, 60f, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

WBKV-FM

Media Code 4 251 4956 3.00
1958
City of License
West Bend, Wis.
(This is a paid duplicate of the listing appearing under West Bend, Wis.)

1. PERSONNEL
President—A. C. Berkholtz.
General Manager—H. H. Berkholtz.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 32,000 w.; 92.5 mc. Stereo.
Operating schedule: 5 am-midnight daily, CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 28b.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 71a, 72.

TIME RATES

ER 7/1/66—Rec'd 6/2/66.
AA—6-9 pm.
A—11:30 am-1 pm, 5-6 pm & 9-11 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MIN: 13x 39x 78x 156x
A 3.25 7.85 6.95 6.10
B 5.50 5.05 4.50 4.15
C 4.00 3.80 3.40 3.00

7. PACKAGE PLANS
PER WK, 1 MIN: 20 tl 30 tl 40 tl 50 tl 60 tl
A 4.15 3.90 3.65 3.35 3.00
B 3.70 3.50 3.25 2.85 2.50

8. PROGRAM TIME RATES
1 HR: 13x 39x 78x 156x
AA 41.30 39.15 34.80 30.45
A 28.90 27.35 24.30 21.30
B 21.30 20.20 18.00 15.70

1/2 hr: 60% of hour. 3 min news: 20% of hour.
1/4 hr: 40% of hour. (D)

WBON (FM)

Media Code 4 251 5035 6.00
1961
Milwaukee
Industrial Sound Corp., 12700 W. Beloit Rd., Milwaukee, Wis. Phone 414-425-6900.

1. PERSONNEL
President—John E. Dieringer.
Program Director—Victor Eliason.

3. FACILITIES
ERP 38,000 w.; 107.7 mc.
Operating schedule: 7:00-2:00 am Sun thru Fri. 7:00-3:00 am Sat. CST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; 5% cash discount.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES

Rates effective June 1, 1963.
Rates received June 27, 1963.

6. SPOT ANNOUNCEMENTS
1 min spot Sat 13 wk 52 wk 5.00
1 30-sec spot Sat 4.00
1 min spot per day, 7 days a week 11.75
1 30-sec spot per day, 7 days a week 9.75
1 min spot per day, 7 days a week 8.50
1 30-sec spot per day, 7 days a week 7.50

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr
6 tl 40.00 25.50 19.00
13 tl 37.50 23.00 18.50
26 tl 35.00 21.50 17.00
52 tl 32.50 20.00 15.50
104 tl 31.00 19.00 14.50
365 tl 28.75 17.75 13.75

10. SPECIAL FEATURES
NEWSCASTS
(7:00-11:00 am, 2:00-4:00 pm and 9:00 pm-1:00 am)
5-min headlines 13 wk (*) 6.00 5.00
10-min summary 8.50 7.50
5-min headlines 9.50 7.50
10-min summary 12.50 10.00
(*) Yearly.

WEMP

Media Code 4 251 5130 5.00
1955
Milwaukee
Subscriber to the NAB Radio Code
Consolidated Broadcasting Corp. 725 E. Michigan St., Milwaukee, Wis. 53202, Phone 414-272-1200.

STATION'S PROGRAMMING DESCRIPTION
WEMP: Programmed for young adults.
MUSIC: popular adult, middle-of-the-road. 5 min news on hour and half hour. Sports vignettes following morning and afternoon drive-time newscasts, and play-by-play reports of university basketball and football. Stock market reports at :15 from 10:15 am-11:00 am. Contact Representative for further details. Rec'd 2/28/69.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—A. M. Spheris.
Vice-Pres. & Sales Mgr.—John C. Gaziano.
Program Director—Tom Shanahan.

2. REPRESENTATIVES
Metzger Sales.

3. FACILITIES
5,000 w.; 1250 kc. Directional.
Operating schedule: 24 hours daily, CST.
Partial simulcast operation. Simulcast 6-9 am & 6-11 pm. For non-simulcast facilities see WEMP-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 29c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60f, 60h, 61a, 61b, 62a, 62b, 62d.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 81, 82.
Member: Wisconsin Network, Inc.

6. SPOT ANNOUNCEMENTS
1 min 30/20 10 sec 50 40 25
PER WK, MON THRU SAT: 48 38 24
6 tl (1 per day) 46 37 23
12 tl (2 per day) 44 35 22
18 tl (3 per day) 42 34 21

7. PACKAGE PLANS
10 tl 21 tl 51-100
80 sec 1.30 1.10 .90

8. PROGRAM TIME RATES
Specified hour or day: 45 36 23
Less than 6 per week rotating Mon thru Sun 42 34 21

PER WK, ANY 6 DAYS:
6 tl (1 per day) 40 32 20
12 tl (2 per day) 38 30 19
18 tl (3 per day) 36 29 18
24 tl (4 per day) 34 27 17
30 tl (5 per day) 32 26 16

CLASS B
Less than 6 per week rotating Mon thru Sun 21 17 11

PER WK, ANY 6 DAYS:
6 tl (1 per day) 20 16 10
12 tl (2 per day) 19 15 10
18 tl (3 per day) 18 14 9
24 tl (4 per day) 17 13 9
30 tl (5 per day) 16 12 8

CLASS A
Specified hour or day: 45 36 23
Less than 6 per week rotating Mon thru Sun 42 34 21

PER WK, ANY 6 DAYS:
6 tl (1 per day) 20 16 10
12 tl (2 per day) 19 15 10
18 tl (3 per day) 18 14 9
24 tl (4 per day) 17 13 9
30 tl (

Milwaukee—W E M P—Continued

7. PACKAGE PLANS
*WEEKLY CIRCULATION PLANS

PER WK:	Plan A Plan B Plan C		
	18 tl	24 tl	36 tl
AM Drive	3	4	6
PM Drive	3	4	6
Class A	6	8	12
Class B	6	8	12
TOTAL WEEKLY COST:			
1 min	504	624	864
20/30 sec	396	504	684
10 sec	252	312	432

(*) 90 days rate protection.
Must be scheduled equally over 7 day period and rotate within time class.
Offered on preemptible basis at station's discretion for full rate card advertisers. In event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience, and prior to expiration of schedule.

Earns 52 consecutive week discount.
Weekly Circulation Plans do not combine with Weekly Circulation Plans for further weekly frequency. May be combined with minutes, Newscasts, 20/30-seconds and ID's to earn weekly frequency discounts on the face of rate cards only.

7. PACKAGE PLANS
**DRIVETIME SPECIALS

PER WK, MON-SAT:	1 min	30 sec
Plan 1—5 tl ea 0-10 am & 3-7 pm, flat	400	320
Plan 2—10 tl ea 6-10 am & 3-7 pm, flat	760	600

**HOUSEWIFE SPECIALS
Plan 3—15 tl 10 am-3 pm, flat 435 348
Plan 4—25 tl 10 am-3 pm, flat 875 540
(*) 30 days rate protection.

Drivetime and Housewife Specials are flat rates—no further discount. They do not earn 52 consecutive weeks discount.

Drivetime and Housewife Specials do not combine with minutes, 20/30 seconds, ID's or Weekly Circulation Plans to earn further discounts. Offered on preemptible basis at station's discretion for full rate card advertisers.

10. SPECIAL FEATURES

5-MINUTE NEWS—ROTATING MON THRU FRI
PER WK: 5 tl 10 tl
7, 8, 9, 10 am; 4, 5, 6, 7 pm
11 am, noon; 1, 2, 3 pm
Earn 52 consecutive week discounts.
May combine with minutes, 20/30-seconds, ID's and Weekly Circulation Plans to earn further weekly discounts.

FREQUENCY DISCOUNTS

52 consec wks—10%.
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

FLARE PROTECTION

Rates guaranteed for 13 weeks from effective date of increase providing advertising squalling weekly expenditure of 100.00 is actually running at time of effective date of increase, and broadcasts continue without interruption during rate protection period.

W E M P-FM

1963
MILWAUKEE
Media Code 4 251 5131 3.00
Consolidated Broadcasting Corp. 725 E. Michigan
Milwaukee, Wis. 53202. Phone 414-272-1200.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—A. M. Speerits.
Vice-Pres. & Sales Mgr.—John C. Gagliano.
Program Director—Tom Shanahan.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 34,000 w.; 99.1 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 488 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-6 pm. For simulcast facilities see WEMP.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
See WEMP listing for coded regulations.

TIME RATES
Rates are identical to WEMP. See that listing.

W F M R (FM)

1955
MILWAUKEE
Media Code 4 251 5225 3.00

Fine Arts Broadcasters, Inc., 608 W. Wisconsin Ave., Wisconsin Tower Bldg., Suite 2200, Milwaukee, Wis. 53203. Phone 414-273-5400.
Mailing address: Box 1635, Milwaukee, Wis. 53201.
Other office: 35 E. Wacker Dr., Rm. 334, Chicago, Ill. 60601. Phone 312-293-3599.

STATION'S PROGRAMMING DESCRIPTION
WFMR (FM): Programmed for adults.
MUSIC: 98%. Classical music format; 88% albums, 12% delayed live concerts of leading American orchestras and European music festivals when available. Format embraces all phases of serious music from pre-baroque through modern, in form of concertos, symphonies, operas, operettas, songs, ballet, orchestral, chamber and sacred music. Drama, poetry, prose and discussions constitute remaining 4% of air time. **COMMERCIAL POLICY:** 4 one minute spots per hour maximum, no work is ever interrupted for a commercial, no singles are permitted, commercials must be in keeping with serious music format. Contact Representative for further details. Rec'd 9/17/68.

1. PERSONNEL
General Manager—W. C. Dunn.
Sales Manager—James H. Wohlitz.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 15,000 w.; 96.5 mc. Stereo.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 8b, 4a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 29a.

Contracts: 40a, 46, 47a.
Cancellation: 70b, 71a.
Member: The Groskin Group.

TIME RATES
ET 5/1/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.50
30 sec: 75% of 1-min.	10 sec	50% of 1-min.					

8. PROGRAM TIME RATES

1 hr	105	100	95	90	86	82	78
1/2 hr	79	75	71	67	64	61	58
5 min	35	32	29	25	22	19	16

WISN

1922
MILWAUKEE

A Hearst Owned Station
Subscriber to the NAB Radio Code
Media Code 4 251 5415 0.00
Hearst Corp., 759 N. 19th St., Milwaukee, Wis. 53233. Phone 414-342-3000. TVX 414-322-8323.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herman A. Schneider.
Sales Director—Karl G. Gierhahn.
Program Director—Tom Lambert.

2. REPRESENTATIVES
McGarrin-Guild—PGW Radio, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1130 kc. Directional.
Operating schedule: 5:20-12:30 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 29a, 30, 31, 33d.

Contracts: 40c, 41, 42a, 44b, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60h, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

No. 38-N ET 7/1/68—Rec'd 5/31/68.
AAA—Mon thru Sat 6:05-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun sign-on-7 pm.
B—Daily 7 pm-8:05 am.

7. PACKAGE PLANS
ROTATING IMPACT PLAN
CLASS AAA

PER WK:	1 min	30 sec
18 tl	48	44
12 tl	50	46
6 tl	52	48
(*)	55	44

Contracts: 40c, 41, 42a, 44b, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60h, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

CLASS AA

PER WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
18 tl	41	40	39	33	32	31
12 tl	43	42	41	34	33	32
6 tl	45	44	43	36	35	34
(*)	50	—	—	40	—	—

CLASS A

PER WK:	1 min	20/30	10 sec	1 min	20/30	10 sec
18 tl	29	28	27	23	22	21
12 tl	31	30	29	25	24	23
6 tl	33	32	31	26	25	24
(*)	35	34	33	28	27	26

CLASS B

PER WK:	1 min	20/30	10 sec	1 min	20/30	10 sec
18 tl	14	13	11	10	9	9
12 tl	16	15	14	12	11	11
6 tl	18	17	16	14	13	12
(*)	20	19	18	16	15	14
(*)	22	—	—	19	—	—

(*) 1 tl or fixed position, flat.
10 sec or less: 50% of applicable 1-min. A and B times only.
Alternate week buys always take 1-week rate only. Advertising must be continuous and consecutive to earn discounts. Flights may not be combined, to earn 28-week rates, unless continuous and consecutive.

CUME COMBOS

AAA	1	2	3	4	6
AAA	1	2	3	4	6
AA	3	5	7	8	12
A	5	8	11	12	18
B	8	12	16	18	27

PER WK: 6 tl 12 tl 18 tl 24 tl 36 tl
Total: 204 380 504 680 954
30 sec: 80% of 1-min. Combinable in Cume Combos only, and not with other spots.

9. PARTICIPATING PROGRAMS
Saturday Night Dancing Party—Fa 22

10. SPECIAL FEATURES
5-MINUTE NEWSCAST PACKAGE

PER WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
12 tl	61	59	57	55	53	51
6 tl	63	61	59	58	56	54
1 tl	65	63	61	60	58	56

12 tl 45 43 41 30 28 26
6 tl 48 46 44 33 31 29
1 tl 50 48 46 35 33 31

KLICK WEATHERCASTS
1-wk Impact Plan, no further discounts.

WISN-FM

1961
MILWAUKEE

A Hearst Owned Station
Subscriber to the NAB Radio Code
Media Code 4 251 5416 8.00
Hearst Corp., 759 N. 19th St., Milwaukee, Wis. 53233. Phone 414-342-3000. TVX 414-322-8323.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herman A. Schneider.
Sales Director—Jim Schweltzer.
Program Director—Tom Lambert.

3. FACILITIES
ERP 11,700 w.; 97.3 mc.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 920 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 28a, 29a.

Contracts: 40c, 42a, 45.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
ET 2/1/69—Rec'd 2/27/69.

A—5 pm-midnight.
B—Sign-on-5 pm.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	2x	52x	104x	260x	500x	1000x
A	12.00	11.50	11.00	10.50	10.00	7.25	5.00
B	10.00	9.50	9.25	8.75	8.00	5.50	4.00

7. PACKAGE PLANS
10/20 SECOND ROS PACKAGE
(when available)
10 Plan, 5 spots Sat & 5 spots Sun 8 am-midnight per wknd, ea 2.75
15 Plan, 3 spots daily Mon thru Fri 8 am-5 pm, per wk, ea 2.50
30 Plan, 6 spots daily Mon thru Fri 8 am-5 pm, per wk, ea 2.25

8. PROGRAM TIME RATES

1 HR:	A	25x	52x	104x	260x
A	85.00	60.00	55.00	50.00	45.00
B	50.00	47.50	45.00	42.50	40.00

9. PARTICIPATING PROGRAMS
Barry Farber..... 10

WMIL

1947
MILWAUKEE

A Hearst Owned Station
Subscriber to the NAB Radio Code
Media Code 4 251 5510 8.00
Malrite of Wisconsin, Inc., 2625 W. Wisconsin Ave., Milwaukee, Wis. 53233. Phone 414-933-1290.

1. PERSONNEL
President—Milton Maltz.
Vice-President—Robert G. Wright.
General Manager—William H. Luchtman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation from 6-10 am and 3 pm-local sunset. For non-simulcast facilities see WMIL-FM.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 28b, 28c, 29a, 33a.

WISCONSIN

Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
ET 5/1/69—Rec'd 4/22/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	20/30	10 sec	1 min	20/30	10 sec
1 tl	25	21	17	17	11	9
6 tl	22	18	11	18	14	9
12 tl	20	16	10	16	13	8
18 tl	18	14	9	14	12	7
25 +	16	12	8	12	11	6

10. SPECIAL FEATURES
5-Minute News—1-1/2x 1-min.
DISCOUNTS
26 wk in 52 wk—4% 52 consec wk—10%

WMIL-FM

1960
MILWAUKEE

Media Code 4 251 5511 6.00
Malrite of Wisconsin, Inc., 2625 W. Wisconsin Ave., Milwaukee, Wis. 53233. Phone 414-933-1290.

1. PERSONNEL President—Milton Maltz.
Vice-President—Robert G. Wright.
General Manager—William H. Luchtman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 25,500 w.; 95.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 327 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-3 pm & 7:30 pm-6 am Mon thru Sat; 7:30 pm-midnight Sun. For simulcast facilities see WMIL.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23c, 28b, 29a, 33a.

Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
ET 5/1/69—Rec'd 4/22/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	25+
1 min	11	10	9	8	7
20/30 sec	9	8	7	6	5
10 sec	8	5	4	3	2

10. SPECIAL FEATURES
5-Minute News—1-1/2x 1-min.

WNOV

1946
MILWAUKEE

Media Code 4 251 5557 9.00
WNOV Radio Station, 208 E. Wisconsin Ave., Milwaukee, Wis. 53202. Phone 414-272-1272.

1. PERSONNEL General Manager—Robert F. Bell.
Sales Manager—Horace Parks.
Program Director—Jim Frazier.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

WISCONSIN

Milwaukee—Continued

WOKY
1947
MILWAUKEE

BLAIR RADIO

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 251 5805 6.00
Barrall Broadcasters, Inc., 3500 N. Sherman Blvd.,
Milwaukee, Wis. 53218. Phone 414-442-0150.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ralph J. Barnes.
Vice-Pres. & Nat'l Prog. Dir.—George Wilson.
Director of Sales—Roland Abrams.
- REPRESENTATIVES**
Blair Radio
- FACILITIES**
5,000 w. days, 1,000 w. nights; 920 kc. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 23a, 24a, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60c, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.

TIME RATES

No. 21 Eff 9/1/69—Rec'd 7/31/69.
AAAA—Mon thru Sat 6-10 am & 3-7 pm.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Sat 7-11 pm; Sat 10 am-3 pm; Sun
all day.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
WKLY:	(*)	11	12
AAAA	52	41	45
AAA	35	37	28
AA	42	38	34
STATION BREAKS			
AAAA	42	41	38
AAA	28	28	24
AA	34	30	29
ID's			
AAAA	31	28	27
AAA	21	20	18
AA	25	23	22

DISCOUNT

52 wk—8%.

WQFM (FM)

1958
MILWAUKEE

NAB FM B

Media Code 4 251 5700 5.00
Knoth Broadcasting Corp., 608 W. Wisconsin Ave.,
Milwaukee 3, Wis. Phone 414-273-1320.

- PERSONNEL**
Pres. & Gen'l Mgr.—Hugo Knoth, Jr.
Sales Manager—John T. Holloway.
Program Director—John Kols, Jr.
- FACILITIES**
ERP 80,000 w.; 93.3 mc.
Operating schedule: 8:00 am-midnight Mon thru Sat;
9:00 am-midnight Sun.
Antenna ht.: 187 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective September 11, 1961.

Class A—5:00-10:00 pm Mon thru Fri; 2:00-10:00 pm
Sat.
Class B—10:00 am-5:00 pm; 10:00 pm-midnight week-
days; 10:00 am-2:00 pm; 10:00 pm-midnight Sat and
Sun.

6. SPOT ANNOUNCEMENTS		Class A		Class B	
	1 min.	30 sec.	1 min.	30 sec.	
1 time	7.50	5.00	6.00	4.00	
7 times	7.25	4.75	5.75	3.75	
14 times	7.00	4.40	5.50	3.50	
30 times	6.50	4.00	4.75	3.25	
60 times	5.75	3.80	4.00	3.75	
120 times	4.75	3.00	3.75	2.25	
8. PROGRAM TIME RATES					
	1 hr.	1/2 hr.	1 hr.	1/2 hr.	
1 time	50.00	30.00	40.00	22.50	
7 times	48.75	27.50	38.50	19.75	
8 weeks	44.50	25.00	36.50	17.00	
13 weeks	42.00	22.75	33.50	15.75	
26 weeks	39.00	20.25	30.00	14.75	
39 weeks	34.50	17.75	27.50	13.80	
52 weeks	30.00	16.00	25.00	12.75	
Per week:					
3 programs				5%	
4 or 5 programs				10%	
6 or 7 programs				15%	

WRIT

WRIT-FM

1953

1962

MILWAUKEE

The Eastman Station

Media Code 4 251 5795 5.00
WRIT, Inc., 5407 W. Martin Drive, Milwaukee, Wis.,
53208. Phone 414-453-4130.

- PERSONNEL**
Executive Vice-President—J. P. Williams.
Vice-Pres. & Gen'l Mgr.—Bernie Strachota.
- REPRESENTATIVES**
Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights. 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM FACILITIES
ERP 22,500 w.; 102.9 mc.
Operating schedule: 6:00 am-11 pm. CST.
Antenna ht.: 440 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 net time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 3d, 4a, 4d, 5, 8a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 27,
28b, 28c, 29b, 30, 32a.

6. **SPOT ANNOUNCEMENTS**

PER WK:		11	12	18	24
1 min.	42.00	38.00	38.00	34.00	
30/20 sec.	33.50	30.40	28.80	27.20	
10 sec.	22.80	22.80	21.60	20.40	

7. **PACKAGE PLANS**
BEST BUY PLANS
Wkly. EA: Plan A, 30 ti (10 I, 10 II, 10 III)..... 24
Plan B, 15 ti (5 I, 5 II, 5 III)..... 27
30/20 sec: 80% of applicable 1-min.
10 sec: 60% of applicable 1-min.

8. **PROGRAM TIME RATES**
5 min—1-1/2x applicable 1-min rate.
Minimum w/ky sched of 6 1-min spots 8 am-mid
Mon-Sun necessary to maintain consec wk advertising.

WTMJ
1927
MILWAUKEE

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 251 5890 4.00
The Journal Co., Radio City, 720 E. Capitol Dr.,
Milwaukee, Wis. 53201. Phone 414-332-0611. TWX
414-964-4880.

STATION'S PROGRAMMING DESCRIPTION

WTMJ: Programmed for adults.
FARM: 5-6 am. General pop music, 6-9:30 am.
Helicopter traffic reports, drive time. Some comedy.
Audience phone participation shows 11 am-1:30 pm.
SPORTS: college football and basketball, professional
football, 15 min sports show daily. NEWS: 25 man
radio-TV news staff, 3 mobile units. News on hour.
Women's features, 11:30 am M-F, with phone partici-
pation occasionally. Sun morning, 9:30-11 am, general
pop music. 11 am-noon semi-classic music. Sat.
9:30-1 am. Jazz. Contact Representative for further
details. Rec'd 3/6/68.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—George R. Comte.
Station Manager—Joseph W. Killen.
Sales Manager—William T. Haig.
- REPRESENTATIVES**
Henry I. Christal Company, Inc.
- FACILITIES**
5,000 w.; 620 kc. Directional—night only.
Operating schedule: 5 am. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 12h, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b,
24b, 24c, 25, 27, 28a, 28b, 30, 32b.
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47a, 48,
51c.
Comb.: Cont. Discounts: 60b, 60c, 60e, 60i, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

Frequency discounts are reflected in the rates quoted.

6. **SPOT ANNOUNCEMENTS**
No. 56 Eff 4/1/68—Rec'd 3/6/68.
AA—Mon thru Fri 6:05-9:30 am.
A—Mon thru Fri 9-6:30 pm.
B—Mon thru Fri 9:30 am-3 pm, Sat 6:05 am-6:30
pm; Sun 8:30 am-6:30 pm.
C—Mon thru Sat 5-6:05 am; Mon thru Sun 6:30
pm-sign-off.

PER WK:		CLASS AA		20/30 sec	
WK:	1x	50x	150x	300x	500x
1 ti	65	63	56	52	50
6 ti	63	61	58	54	50
12 ti	61	59	56	52	48
18 ti	59	57	54	50	46
24 ti	57	55	52	48	44

7. **PACKAGE PLANS**
TOTAL AUDIENCE PLAN
(Sold in multiples of 4 & scheduled within 7 days)
2 spots—Mon thru Fri 6:05-9:30 am & 3-6:30 pm
2 spots—Mon thru Fri 9:30 am-3 pm or 6:30-8:30 pm
and/or Sat & Sun all day.
EA: 1 min. 41 8 ti 12 ti 16 ti 20 ti
1 min. 180 152 144 136 120
30 sec. 128 120 116 112 96
Not combinable for discounts with other spots.
No ID's included.
1-minute and 30-seconds may be combined.

7. PACKAGE PLANS

CONVERSION
Above TAP's may be converted as follows:
5 spots—Mon thru Fri 10 am-3 pm & 7-8:30 pm;
Sat & Sun all day.
Above rates apply.

6 PLAN
3 spots—Mon thru Sat 5-6 am.
3 spots—Mon thru Sat 7:30-10 pm.
Flat, per week 150.00.
Not combinable.

8. **PROGRAM TIME RATES**
A—6:05 am-6:30 pm.
1 hr. 250 240 225 215 200
55 min. 225 215 205 195 180
1/2 hr. 150 145 135 130 120
25 min. 125 120 115 105 100
1/4 hr. 100 95 90 85 80
B—6:30 pm-6:05 am. 50% of A time.

9. **SPECIAL FEATURES**
A—Mon thru Sat 6:05 am-8:30 pm.
B—Mon thru Sat 5-6:05 am.
C—Mon thru Sun 6:30 pm-sign-off.

NEWS, WEATHER, SPORTS & MARKETS
CLASS A
5 MIN: 1 ti 2 ti 3 ti 5 ti 6 ti
1 wk. 84 154 207 335 408
52 wk. 78 138 191 310 372
10 MIN:
1 wk. 104 188 297 470 564
52 wk. 96 174 274 435 522
CLASS B
5 MIN: 64 118 161 280 312
1 wk. 59 110 150 242 291
10 MIN:
1 wk. 80 156 229 365 438
52 wk. 74 147 214 340 409
CLASS C
5 MIN: 51 94 129 210 252
1 wk. 47 86 121 197 237
10 MIN:
1 wk. 64 118 184 295 354
52 wk. 60 111 173 277 333

8. **PROGRAM TIME RATES**
1 HOUR
(Sign-on-6:00 pm)
1 ti. 48.00 150 ti. 38.44
26 ti. 43.20 260 ti. 36.00
52 ti. 40.80 512 ti. 33.60
(6:00 pm-sign-off)
1 ti. 50.00 158 ti. 40.00
26 ti. 46.00 262 ti. 37.50
52 ti. 42.00 512 ti. 35.00
Additional 15.00 on hourly rate for announcer and
services in all time periods.

8. **PROGRAM TIME RATES**
1 HOUR
(Sign-on-6:00 pm)
1 ti. 48.00 150 ti. 38.44
26 ti. 43.20 260 ti. 36.00
52 ti. 40.80 512 ti. 33.60
(6:00 pm-sign-off)
1 ti. 50.00 158 ti. 40.00
26 ti. 46.00 262 ti. 37.50
52 ti. 42.00 512 ti. 35.00
Additional 15.00 on hourly rate for announcer and
services in all time periods.

ONLY WTMJ

- Milwaukee's only station with:
- Green Bay Packers play-by-play
 - Coverage of new NBA Bucks
 - Full-time agricultural news voice
 - 'copter traffic reports



the total station
with total coverage in
Southeastern Wisconsin

WTMJ
RADIO 62
MILWAUKEE
Represented by:
HENRY I. CHRISTAL CO., INC.

DAYTIME NEWS SPECIALS

(Notated on the 1/2 hour Mon thru Fri 9:30 am-3:30
pm).
PER WK: 5 ti 10 ti 15 ti
5 min or less. 230 440 630
Minimum schedule 6 weeks.
Ask Your Neighbor with Gordon Hinkley—11:05-
11:30 am & 11:35 am-noon.
See program 175.00.
Sold in 25-minute single sponsor units.
Includes 3 1-minute spots plus open and closing ID's.

WTMJ-FM
1927
MILWAUKEE

NAB

RAB

Media Code 4 251 5891 2.00
The Journal Co., 333 W. State St., Milwaukee, Wis.,
53201. Phone 414-271-6000. TWX 414-964-4880.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—George R. Comte.
Station Manager—Joseph W. Killen.
Sales Manager—William T. Haig.
- REPRESENTATIVES**
Quality Media Incorporated.
- FACILITIES**
ERP 4,600 w.; 94.5 mc.
Operating schedule: 9:00 am-midnight daily. CST.
Antenna ht.: 980 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21d, 21d, 22a, 22b, 23a, 23b,
24b, 24c, 26, 27, 28a, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47a, 48,
51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WTMJ-TV.
All announcements, except those in news-information
period, to be sold on a run of schedule rotating basis.
Announcements in news-information period at flat rate.
A bonus discount of 10% will be paid on net time
billings on all uninterrupted 52 week schedules.

8. **PROGRAM TIME RATES**
NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1964. (Card No. 3.)
Card received March 10, 1964.

6. **SPOT ANNOUNCEMENTS**
(Sign-on-6:00 pm)
1 min 30 sec 1 min 30 sec
1 ti. 7.00 5.50 156 ti. 5.50 4.50
26 ti. 6.25 5.00 200 ti. 5.25 4.22
52 ti. 6.00 4.75 512 ti. 5.00 4.00
(6:00 pm-sign-off)
1 ti. 9.00 7.25 158 ti. 7.25 5.70
26 ti. 8.25 6.50 200 ti. 6.75 5.50
52 ti. 7.75 6.00 312 ti. 6.25 5.00

8. **PROGRAM TIME RATES**
1 HOUR
(Sign-on-6:00 pm)
1 ti. 48.00 150 ti. 38.44
26 ti. 43.20 260 ti. 36.00
52 ti. 40.80 512 ti. 33.60
(6:00 pm-sign-off)
1 ti. 50.00 158 ti. 40.00
26 ti. 46.00 262 ti. 37.50
52 ti. 42.00 512 ti. 35.00
Additional 15.00 on hourly rate for announcer and
services in all time periods.

WTOS (FM)
1960
WAUWATOSA

NAB

NAB FM B

Subscriber to the NAB Radio Code
Media Code 4 251 5895 2.00
WCAB, Inc., 831 N. Mayfair Rd., Wauwatosa, Wis.,
53226. Phone 414-476-1611.

STATION'S PROGRAMMING DESCRIPTION
WTOS (FM): NEWS: on hour with stock market re-
ports included. Local news at 9 am, 3 pm, 7 pm &
11:50 pm. SPORTS: 8:30 am, 10:30 am, 11:50 am,
1:30 pm, 5:30 pm, 9:30 pm & 11:55 pm. MUSIC:
middle-of-the-road format, 11 am-12M. TALK: 7-
11 am M-F. German program, Sat 8:30 am-3 pm,
Sunday 3:30-7 pm. Rec'd 12/10/68.

- PERSONNEL**
General Manager—Michael P. Mervin.
- FACILITIES**
ERP 20,000 w.; 103.7 mc.
Operating schedule: 8-1 am. CST.
Antenna ht.: 115 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3c, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a 16.
Basic Rates: 20a, 21a, 21d, 23a, 24b, 25a, 26, 28a,
29a.
Contracts: 40a, 41, 42d 44a, 47a, 51a.
Comb.: Cont. Discounts: 60h.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

8. **PROGRAM TIME RATES**
ET 2/1/69—Rec'd 12/10/68.

6. **SPOT ANNOUNCEMENTS**
1 min. 7.00 6.25 5.75 5.00
30 sec: 65% of 1-min. 10 sec: 35% of 1-min.
7. **PACKAGE PLANS**
100x 250x 500x
1 min. 390 815 1475
30 sec: 85% of 1-min. 10 sec: 35% of 1-min.
Must be run in year period ROB.
10. **SPECIAL FEATURES**
DIALOGUE
1 min. 2x 14x 27x 105+
30 sec: 65% of 1-min. 10 sec: 35% of 1-min.
(Milwaukee continued on next page)

Milwaukee—Continued

WYLO
1964
CITY OF LICENSE
JACKSON
Country and Western

A Universal Owned Station
(This is a paid duplicate of the listing appearing under Jackson, Wis.)
Media Code 4 251 2565 5.00
Universal Broadcasting of Milwaukee, Inc., Box 3096, Milwaukee, Wis. 53218. Phones 414-353-5300, 677-5141.

- PERSONNEL**
President—Marvin B. Kosofsky.
Vice-President—Lawrence Brandon.
General Manager—Mary Lou Burg.
- REPRESENTATIVES**
Meeker Radio, Inc.
- FACILITIES**
250 w. days; 540 kc. Directional.
Operating schedule: 5:30 am-8:30 pm. CST.
- AGENCY COMMISSION**
15% on time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb. & Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 6/1/67—Rec'd 6/5/67.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 x	11.50	260 x	9.00	
26 x	11.00	312 x	8.50	
52 x	10.50	520 x	8.00	
104 x	10.00	624 x	7.50	
160 x	9.50	1248 x	7.00	

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS
PER WK: 10 ti 15 ti 20 ti 25 ti
1 min 95 135 170 200

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	260x	512x
1 hr	105.00	97.50	90.00	82.00	75.00
1/2 hr	60.00	55.00	50.00	45.00	40.00
1/4 hr	35.00	32.50	30.00	27.50	25.00
5 min	14.00	13.00	12.00	11.00	10.00

- SPECIAL FEATURES**
NEWS HEADLINES—SPORTS SCORE BOARDS
Applicable 1-minute rate plus 2.00. (D)

MONROE (1 AM; 1 FM)
Green County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WEKZ WEKZ-FM
1951 1959
Subscriber to the NAB Radio Code
Media Code 4 251 6175 9.00
Green County Broadcasting Corp., Schuetz Bldg., Monroe, Wis. 53566. Phone 325-2161.
Studio: Highway 11-81 East, Monroe, Wis. 53566. Phone 325-2161.

- PERSONNEL**
President—Kenneth Stuart.
General Manager—Joseph G. Urban.
- FACILITIES**
1,000 w. days; 1260 kc. Non-directional.
Operating schedule 6 am-local sunset daily. CST.
FM FACILITIES
ERP 14,860 w.-93.7 mc.
Operating schedule: 5:30 am-10 pm daily.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b 25a, 28 28a, 29a.
Contracts: 40a, 44a, 46, 47a, 49, 51a, 51c.
Comb. & Cont. Discounts: 60b, 60d, 60e, 60h, 60i 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Rates effective July 27, 1963.
Rates received September 5, 1963.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 ti	7.25	4.85	78 ti	5.50 3.50
13 ti	6.75	4.50	156 ti	4.80 3.15
26 ti	6.35	4.20	280 ti	4.00 2.80
39 ti	6.05	3.75	520 ti	3.55 2.45

NEENAH
Winnebago County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.
See Appleton
(including Neenah-Menasha; Kaukauna)

NEILLSVILLE (1 AM; 1 FM)
Clark County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WCCN WCCN-FM
1957 1964
Subscriber to the NAB Radio Code
Media Code 4 251 6270 8.00
Central Wisconsin Broadcasting, Inc., Wisconsin World's Fair Pavilion, Neillsville, Wis. 54456. Phone 715-743-3933.

- PERSONNEL**
Pres., Gen'l & Sta. Mgr.—Howard Sturtz, II.
Sales Manager—Wayne Grap.
- FACILITIES**
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
FM-ERP 100,000 w.; 107.5 mc.
Operating schedule: 6 am-10:30 pm daily. CST.
Antenna ht.: 326 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb. & Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 ET 12/1/68—Rec'd 5/29/69.

AA—6 am-1 pm.
A—1-10:30 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 x	4.30	3.20	3.40	2.55
13 x	4.10	3.10	3.30	2.45
52 x	3.95	3.00	3.20	2.40
104 x	3.40	2.55	2.70	2.10
156 x	3.25	2.45	2.60	2.00
208 x	3.10	2.35	2.45	1.90
260 x	2.95	2.25	2.30	1.80
312 x	2.80	2.15	2.15	1.70
365 x	2.65	2.05	2.00	1.60
730 x	2.50	1.90	1.85	1.50

Specified times, extra 50%.
Programs may be combined with spots to establish spot frequency. 1-minute and 30-second spots may be combined to establish rate frequency if an equal number of each length spot is purchased in the schedule of more 1-minute than 30-second spots are purchased.

- PROGRAM TIME RATES**
- | 5 MIN: | AA | A | AA | A |
|--------|------|------|-------|-----------|
| 1 x | 7.70 | 6.70 | 208 x | 5.45 4.45 |
| 13 x | 7.45 | 6.45 | 260 x | 5.25 4.25 |
| 26 x | 6.80 | 5.80 | 312 x | 5.05 4.05 |
| 52 x | 6.05 | 5.05 | 365 x | 4.85 3.85 |
| 104 x | 5.85 | 4.85 | 730 x | 4.60 3.60 |
| 156 x | 5.65 | 4.65 | | |
- 10 min—3x 1-min. 1/2 hr—7x 1-min.
1/4 hr—4x 1-min. 1 hr—13x 1-min.
Specified times extra 50%.

NEW LONDON
Waupaca County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WLIH (FM)
1967
Media Code 4 251 6317 7.00
New London Enterprises, Inc., Box 935, New London, Wis. 54961. Phone 982-3000.

- PERSONNEL**
President—Ed Wholt.
Gen'l & Sales Mgr.—Arlis Davison.
- FACILITIES**
ERP 3,000 w. (horiz. & vert.); 93.5 mc. Stereo.
Operating schedule: Mon thru Sat 5 am-midnight; Sun 6 am-midnight. CST.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
None; 5% cash discount. Bills payable 5th following month.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25c, 28b, 30, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47e, 51b.
Comb. & Cont. Discounts: 60f, 60l, 61b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 1 ET—Rec'd 10/6/67.

6. SPOT ANNOUNCEMENTS

1 min	52x	156x	312x	624x	936x	1248x
1 min	1.95	1.95	1.75	1.65	1.55	1.45
30 sec	1.70	1.60	1.50	1.40	1.30	1.20
15 sec	1.45	1.35	1.25	1.15	1.05	.95

7. PACKAGE PLANS
10 DAY PACKAGE

30 sec	100 ti	50 ti	30 ti
30 sec	110	65	45

8. PROGRAM TIME RATES

PER YR:	52x	156x	312x	624x	936x	1248x
1 hr	15.00	13.50	12.00	10.50	9.00	7.50
1/2 hr	10.00	9.00	8.00	7.00	6.00	5.00
1/4 hr	6.00	5.50	5.00	4.50	4.00	3.50
5 min	3.25	3.00	2.75	2.50	2.25	2.00

NEW RICHMOND (1 AM; 1 FM)
St. Croix County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WIXK
1960
Subscriber to the NAB Radio Code
Media Code 4 251 6365 6.00
Smith Broadcasting Co., Inc., 125 E. 3rd St., New Richmond, Wis. 54017. Phone 715-246-2254.

- STATION'S PROGRAMMING DESCRIPTION**
WIXK: Station reflects WIXK and WIXK-FM programming. Programmed for general interest.
MUSIC: middle-of-the-road, some pop and old time favorites. NEWS: 10 local newscasts daily, 15 min at 8 am, noon, 6 & 10 pm. Local, regional, state and national news on hour, headlines every half hour. Will editorialize when situation warrants. FARM: 6-7 am and 11 am-1 pm, 5 market reports daily, except Sunday. SPORTS: emphasis on all high school and university sports, including play-by-play. Live remotes, interviews, commentary and discussion daily. Church remotes Sunday am. Special events covered live. Rec'd 11/19/68.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Smith.
- FACILITIES**
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST. Partial simulcast operation. Simulcast during AM operating hours. For non-simulcast facilities see WIXK-FM.
- AGENCY COMMISSION**
None; all rates net to station. 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21c, 22a, 23a, 25a, 28c.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: National Agriadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 ET 11/19/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	365x	500x
1 min/less	5.00	4.50	4.00	3.50	3.00	2.50

7. PACKAGE PLANS
1 MINUTE OR LESS—ROS

50 ti in 7 days	125
25 ti in 5 days	75
20 ti in 4 days	60
15 ti in 3 days	50
10 ti in 2 days	35

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	40	25	20	15
26 x	45	35	20	15	10
52 x	35	25	15	12	8
260 x	20	13	10	7	6
365 x	15	10	8	6	5

WIXK-FM
1969
Media Code 4 251 6368 4.00
Smith Broadcasting Co., Inc., 125 E. 3rd St., New Richmond, Wis. 54017. Phone 715-246-2254.

- STATION'S PROGRAMMING DESCRIPTION**
WIXK-FM: See WIXK listing for programming statement.
- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Smith.
- FACILITIES**
ERP 3,000 w. (horiz. & vert.); 107.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 270 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WIXK.
- AGENCY COMMISSION**
None; all rates net to station. 10th of month.
- GENERAL ADVERTISING** See coded regulations
See WIXK listing for coded regulations.
Member: National Agriadio Groups, Inc.

TIME RATES
Rates are identical to WIXK. See that listing.

OCONTO
Oconto County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WOCO
1966
Media Code 4 251 6365 4.00
Robert Henry Koeller, Box 197, Oconto, Wis. 54153. Phone 414-834-3540.

- PERSONNEL**
General Manager—Robert Koeller.
Program Director—Bill Peshek.
Trustee—Continuity—Ed Hill.
- FACILITIES**
1,000 w. days; 1260 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 5:30 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; days end of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b, 15d.
Basic Rates: 23a, 24b, 28a, 28c.
Contracts: 40a, 51a.
Comb. & Cont. Discounts: 60b, 60e, 60h.

TIME RATES
ET—Rec'd 7/24/60.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	104x	156x	208x	260x	312x
1 min	3.50	3.15	2.90	2.65	2.40	2.15	1.90
30 sec	2.30	2.15	2.00	1.85	1.70	1.40	1.20

7. PACKAGE PLANS
1-MINUTE SATURATION PROMOTION PLANS

50 ti to be used in 15 days	75.00
100 ti to be used in 30 days	110.00
2 ti per day for 60 days or more, ea.	1.30

WISCONSIN

- 8. PROGRAM TIME RATES**
PER YR:
- | 1x | 26x | 52x | 104x | 156x | 208x | 260x | 312x |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr | 32.00 | 30.00 | 28.00 | 26.00 | 24.00 | 22.00 | 20.00 |
| 1/2 hr | 18.00 | 16.50 | 15.00 | 13.50 | 12.50 | 11.50 | 10.50 |
| 1/4 hr | 10.00 | 9.25 | 8.75 | 8.00 | 7.50 | 7.00 | 6.50 |
| 10 min | 8.25 | 7.75 | 7.25 | 6.75 | 6.20 | 5.80 | 5.50 |
| 5 min | 5.50 | 5.00 | 4.50 | 4.00 | 3.75 | 3.50 | 3.25 |
- 10. SPECIAL FEATURES**
WEATHER AND/OR TIME-TEMPERATURE
Blocks of 100 within 60 days, ea. 1.10
Includes 30-second spots.

OSHKOSH (2 AM; 1 FM)
Winnebago County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAGO
1969
Media Code 4 251 6400 1.00
WAGO Radio, Inc., Box 437, Oshkosh, Wis. 54901. Phone 414-233-0690.

- STATION'S PROGRAMMING DESCRIPTION**
WAGO: Programmed for adults.
NEWS: every 30 min through 9 am, then every hour. Emphasis on local and regional news through 2 man local news staff, 7 area and 5 national correspondents.
MUSIC: general popular, standards and middle-of-the-road. Contact Representative for further details. Rec'd 6/24/69.

- PERSONNEL**
Pres. & Gen'l Mgr.—Sterling H. Saunders.
Station Manager—Wendell P. (Bud) Tedlie.
- REPRESENTATIVES**
Roger Coleman, Inc.
- FACILITIES**
250 w.; 690 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% time only; 2% 10 days net 30 days.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20a, 21a, 22b, 23b, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 51c.
Comb. & Cont. Discounts: 60b, 60f, 60l, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 ET 2/1/69—Rec'd 6/24/69.

6. SPOT ANNOUNCEMENTS

PER WK:	70 ti	1 min	42 ti	30 ti	18 ti	12 ti
1 wk	4.25	4.75	5.00	5.50	6.50	7.50
4 wk	3.75	4.25	4.50	5.00	5.80	6.50
13 wk	3.30	3.80	4.00	4.50	5.00	5.50
26 wk	3.10	3.50	3.75	4.00	4.75	5.50
52 wk	2.95	3.35	3.50	3.75	4.50	5.00

30 SECONDS

1 wk	3.25	3.50	3.65	4.00	4.70	5.40
4 wk	2.75	3.10	3.30	3.65	4.00	4.70
13 wk	2.50	2.80	2.95	3.30	3.65	4.35
26 wk	2.25	2.60	2.75	2.95	3.50	4.00
52 wk	2.00	2.25	2.50	2.75	3.30	3.65

10 sec: 50% of 1-min. (1.75 minimum).

8. PROGRAM TIME RATES

PER WK, 5 MIN:	6 ti	12 ti	18 ti
13 wk	9.50	8.50	7.50
26 wk	8.50	7.50	6.50
52 wk	7.50	6.50	5.50

WMKC (FM)
1966

RAB NAFMB
Media Code 4 251 6460 5.00
Kimball Broadcasting Co., 40 W. 9th Ave., Oshkosh, Wis. 54901. Phone 414-233-3030.
STATION'S PROGRAMMING DESCRIPTION
WMKC (FM): Programmed for adults.
FARM: 5-6 am. Semi-personality 7 am on. MUSIC: middle-of-the-road and standard music 6 am-10 pm. Modern jazz 10 pm-12M. Classical Sun 8 pm-12M. Semi-classic 7-8 pm. SPORTS: play-by-play college, high school football, basketball and baseball. NEWS: major newscasts 7 am & 12:10 pm. 5 min news on hour. 3 man news department. Woman's program 5 min at 10:30 am. Church broadcasts Sun am. Music 70%, news and talk 30%. Contact Representative for further details. Rec'd 8/24/67.

- PERSONNEL**
General Manager—Don C. Wirth.<

WISCONSIN

Oshkosh—W M K C (FM)—Continued

7. PACKAGE PLANS					
PER DAY:	10 t	6 t	4 t	2 t	
PER WK, EA:	70.41	42.11	28.07	14.04	
1 min.	1.90	2.10	2.40	2.40	
30 sec or less	1.45	1.60	1.75	1.85	
8. PROGRAM TIME RATES					
5 MIN:	1x	26x	52x	156x	312x
AA	4.85	4.25	4.00	3.90	3.55
A	4.10	3.95	3.85	3.65	3.25
13 WEEKS					
PER WK:	1 t	3 t	6 t	7 t	
10 min	7.35	6.85	6.05	5.50	
1/4 hr	10.50	9.45	8.40	7.85	
1/2 hr	18.90	17.35	16.25	14.20	
1 hr	36.75	28.25	23.10	21.00	
26 WEEKS					
10 min	6.85	6.05	5.50	5.00	
1/4 hr	9.45	8.40	7.85	7.35	
1/2 hr	17.85	16.30	14.70	13.10	
1 hr	31.60	24.15	21.00	18.90	
52 WEEKS					
10 min	6.05	5.50	5.00	4.50	
1/4 hr	8.40	7.85	7.35	6.85	
1/2 hr	16.80	15.25	13.75	12.10	
1 hr	29.45	22.05	19.05	17.85	

WOSH

1941
RAB

Subscriber to the NAB Radio Code
Media Code 4 251 6555 2.00
Value Radio Corp., 2333 Bowen St., Oshkosh, Wis.
54901. Phone 414-235-3150.

- PERSONNEL**
Manager—William I. McDonald.
- REPRESENTATIVES**
Stone Representatives, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 am-midnight Mon thru Sat;
6:00 am-midnight Sun. CST.
- AGENCY COMMISSION**
15%; no cash discount. Net 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24a,
24b, 24c, 25b, 26, 28b, 29b, 33d.
Contracts: 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a,
61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Wisconsin Network, Inc.

TIME RATES

ET 3/23/67—Rec'd 3/23/67.

AAA—Mon thru Sat 6-10 am & 3-7 pm.	AA—Mon thru Sat 10 am-3 pm; Sun 6-7 pm.	All other times.				
1 MIN:	1x	52x	104x	156x	312x	520x
AAA	10.00	9.50	9.00	8.50	8.00	7.50
AA	9.00	8.00	7.50	7.00	6.50	6.00
A	7.00	6.00	5.50	5.00	4.50	4.00
7. PACKAGE PLANS						
PER WK, EA:	1x	52x	104x	156x	312x	520x
AAA	9.00	8.50	8.00	7.50	7.00	6.50
AA	7.50	7.00	6.50	6.00	5.50	5.00
A	5.50	5.00	4.50	4.00	3.50	3.00
8. PROGRAM TIME RATES						
1 hr	60	1/4 hr	25			
1/2 hr	30	1/4 hr	12.5			
Above are 1 time rates for time only.						
10. SPECIAL FEATURES						
NEWS PROGRAMS (5 Minutes)						
PER WK:	13 wk	26 wk	52 wk			
6 t	10.	9.	8.			
12 t	9.	8.	7.			

PARK FALLS (1 AM; 1 FM)

Price County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WNBI

1953
Media Code 4 251 6650 1.00
Northland Broadcasting, Inc., Box 309, Park Falls, Wis. 54552. Phone 715-782-3221.

- PERSONNEL**
General Manager—George Palo.
Station Manager—Robert Frings.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
1,000 w.; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-3:30 pm & 5:30 pm-local sunset. For non-simulcast facilities see WNBI-FM.
- AGENCY COMMISSION**
15/0; time and talent.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KXSB.

TIME RATES
No. 5 ET 4/13/69—Rec'd 4/9/68.
A—6 am-1 pm & 5-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	30 sec		1 min	
	A	B	A	B
1 x	3.45	2.75	4.10	3.25
13 x	3.30	2.65	3.75	3.00
26 x	3.20	2.55	3.70	2.95
52 x	3.10	2.45	3.60	2.90
104 x	2.95	2.35	3.50	2.80
156 x	2.80	2.25	3.45	2.75
260 x	2.70	2.15	3.20	2.65
512 x	2.50	2.00	2.95	2.55

7. PACKAGE PLANS

GREAT 98 IMPACT SPOT PLAN
(Within 7 days)

10 t	1 min	30 sec	1 min	30 sec				
10 t	3.75	2.85	2.95	2.55				
8. PROGRAM TIME RATES								
1 hr	1x	13x	26x	52x	104x	156x	260x	512x
1/2 hr	37.50	35.00	32.50	30.00	27.50	23.75	21.25	18.75
1/4 hr	21.25	20.00	18.75	16.50	15.00	12.50	11.25	10.00
1/2 hr	11.25	10.75	10.00	8.75	8.25	7.50	6.75	6.25
5 min	8.50	8.25	7.50	6.80	6.25	5.50	5.00	4.50
CLASS B								
1 hr	30.00	28.00	26.00	24.00	22.00	19.00	17.00	15.00
1/2 hr	17.00	16.00	15.00	13.00	12.00	10.00	9.00	8.00
1/4 hr	9.00	8.50	8.00	7.00	6.50	6.00	5.50	5.00
5 min	6.75	6.50	6.00	5.50	5.00	4.50	4.00	3.50

WNBI-FM

1968
Media Code 4 251 6651 9.00
Northland Broadcasting, Inc., Box 309, Park Falls, Wis. 54552. Phone 715-762-3221.

- PERSONNEL**
General Manager—Robert Frings.
Station Manager—George Palo.
- REPRESENTATIVES**
Hal Walton & Company, Inc.
- FACILITIES**
ERP 3,500 w.; 98.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 250 ft. above average terrain.
Partial simulcast operation. Operated separately 8:30-5:30 pm & local sunset-10 pm. For simulcast facilities see WNBI.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
See WNBI listing for coded regulations.

TIME RATES
Rates are identical to WNBI. See that listing.

PLATTEVILLE (1 AM; 1 FM)

Grant County—Map Location D-9
See SRDS consumer market map and data at beginning of the State

WSWW

1955
Subscriber to the NAB Radio Code
Media Code 4 251 6745 9.00
The Southwest Wisconsin Co., Inc., Box 1, Radio Park, N. 4th St., Platteville, Wis. 53818. Phone 608-348-2775.

- PERSONNEL**
General Manager—Robert J. Bodden.
- FACILITIES**
1,000 w. days; 500 w. nights; 1590 kc.
Directional—night only.
Operating schedule: 6 am-10:30 pm. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulation.
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62e.
Cancellation: 71a, 73a.
Affiliated with MBS.

TIME RATES
ET 9/15/68—Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS						
Special 1-min spots, 9 am-noon & 1:30-5:30 pm only						
30-sec rate plus 1.00.						
AA—Noon-1:30 pm.						
A—6-9 am.						
30 SEC:	1x	39x	78x	156x	312x	520x
AA	5.00	4.50	4.00	3.50	3.00	2.50
A	4.00	3.50	3.00	2.75	2.50	2.25
All other times	3.50	3.00	2.75	2.50	2.25	
7. PACKAGE PLANS						
PER WK, EA:	5 t	10 t	25 t	35 t	50 t	
30 sec	3.00	2.75	2.50	2.25	2.00	
15 sec	2.50	2.25	2.00	1.75	1.50	
8. PROGRAM TIME RATES						
5 min	1x	26x	52x	156x	260x	512x
	7.00	6.75	6.50	6.00	5.75	5.50

WSWW-FM

1966
Media Code 4 251 6746 7.00
The Southwest Wisconsin Co., Inc., Box 1, Platteville, Wis. 53818.

- PERSONNEL**
General Manager—Robert J. Bodden.
- FACILITIES**
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 1,226 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only. Billed 1st of month, payable 10th.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with MBS.

TIME RATES
ET 12/86—Rec'd 11/21/66.

6. SPOT ANNOUNCEMENTS			
1 min	156x	260x	365x
1 min	2.50	2.35	2.20
30 sec	2.00	1.85	1.70

All spots on rotating basis.

PLYMOUTH

Sheboygan County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WPLY

1954
Media Code 4 251 6840 8.00
WPLY, Inc., Box 420, Plymouth, Wis. 53073. Phone 414-583-561.
Other Office: 1922 N. 4th St., Sheboygan, Wis. Phone 414-467-4891.

- PERSONNEL**
General Manager—Dalton C. Hillie.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
500 w. days; 1420 kc. Non-directional.
Operating schedule: 5:00 am-local sunset weekdays;
7:00 am-local sunset Sun. CST.
- AGENCY COMMISSION**
15%; no discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective January 1, 1963.
Rates received April 30, 1963.

6. SPOT ANNOUNCEMENTS
(1 Year Contract Rates)

Open rate	1 min	30 sec	1 min	30 sec
1 t	4.00	4.00	6 t	18.00
3 t	10.50	8.00		
DISCOUNTS				
13 wk. add	15%	39 wk. add	5%	
26 wk. add	10%			
7. PACKAGE PLANS				
ROS WEEKLY PACKAGE RATES				
10 t	30 sec	25 t	30 sec	
15 t	24.00	50 t	49.50	
15 t	34.20	50 t	74.75	
9. PARTICIPATING PROGRAMS				
"Uncle Otis Show"—11:00 am-1:00 pm and 5:15 pm sign-off. Flat rate, 4.00 per announcement.				
10. SPECIAL FEATURES				
(News features and Market reports)				
(1 Year contract rates)				
Newscasts: every hour on the hour. Weather specials every hour on the half hour.				
Open rate	5 min			
PER WK:	15.00			
1 t	14.00	6 t	9.00	
3 t	11.00			

(C-R 1)

PORTAGE (1 AM; 1 FM)

Columbia County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WPDR

1952
Subscriber to the NAB Radio Code
Media Code 4 251 6935 6.00
Comstock Publishing Co., Box 296, Portage, Wis. 53901. Phone 608-742-2350, 2660.
Baraboo Studio: 116-1/2 4th Ave., Phone 608-356-3568.
Wisconsin Dells—Chamber of Commerce.

- PERSONNEL**
President—W. T. Comstock.
General Manager—R. D. Hutchings.
- FACILITIES**
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.
Simulcast during AM operational hours. For non-simulcast facilities see WPDR-FM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62e.
Cancellation: 71a, 73a.
Member: National Aerial Radio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/15/66—Rec'd 11/3/66.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	20 sec		
1 t	5.00	4.60	4.30		
4 t	4.55	4.25	3.90		
8 t	4.15	3.75	3.50		
12 t	3.90	3.45	3.20		
16 t	3.65	3.20	2.95		
21 t	3.25	2.95	2.65		
26 t	3.00	2.65	2.40		
30 t	2.75	2.40	2.15		
60 t	2.40	2.10	1.80		
8. PROGRAM TIME RATES					
PER MO:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 t	42.90	26.00	19.50	13.00	9.75
4 t	35.75	22.10	15.60	9.75	6.50
8 t	33.20	19.50	13.00	7.80	5.85
12 t	29.40	18.20	12.35	7.15	5.20
16 t	26.80	16.50	11.70	6.50	4.90
21 t	24.20	15.80	11.05	5.85	4.55
26 t	21.60	14.30	10.40	5.55	4.25
30 t	20.15	13.00	9.75	5.20	3.90
DISCOUNTS					
6 mo contracts—10% 1 yr contracts—15%					
10. SPECIAL FEATURES					
NOON NEWS (Noon-1 pm)					
Per spot, minimum 5					
Contracts of 6 months or more, discount—10%					

W P D R-FM

1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 6936 4.00
Comstock Publishing Co., Box 296, Portage, Wis. 53901. Phone 608-742-2350, 2660.
Baraboo Studio: 116-1/2 4th Ave. Phone 608-356-3568.
Wisconsin Dells—Chamber of Commerce.

- PERSONNEL**
President—W. T. Comstock.
General Manager—R. D. Hutchings.
- REPRESENTATIVES**
Gill-Perna, Inc.
- FACILITIES**
ERP 3,000 w.; 100.1 mc.
Operating schedule: 5:45 am-midnight Mon thru Sat;
7 am-6 pm Sun. CST.
Partial simulcast operation. For simulcast facilities see WPDR.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
See WPDR listing for coded regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 11/15/66—Rec'd 11/3/66.

6. SPOT ANNOUNCEMENTS

PER MO:	1 t	4 t	16 t	30 t
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Poyntette—WIBU—Continued

CLASS B (All other times)		1/2	1/4	10	5	(*)
1	hr.	hr.	hr.	min.	min.	min.
1 time	38.00	24.00	18.00	13.00	9.00	4.50
13 times	33.00	22.00	16.00	11.00	8.00	4.00
26 times	31.00	21.00	15.00	10.00	7.50	3.75
52 times	28.00	20.00	14.00	9.00	7.00	3.50
100 times	25.00	19.00	12.00	8.50	6.50	3.25
200 times	23.00	17.00	11.00	8.00	5.00	2.75
250 times	22.00	16.00	10.00	7.00	4.00	2.50

(*) One minute and station break.

PRAIRIE DU CHIEN

(1 AM; 1 FM)
Crawford County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WPRE

1952



Subscriber to the NAB Radio Code
Media Code 4 251 7220 2.00
Prairie Broadcasting Co., Box 90, N. Villa Louis Rd., Prairie du Chien, Wis. 53821. Phone 608-326-2411.

1. PERSONNEL
Pres. & Gen'l Mgr.—Walter C. Schlaugat, Jr.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPRE-FM.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, *5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 27, 28b, 28c.
Contracts: 40a, 44a, 45, 46.
Comb. & Cont. Discounts: 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80.
*Payments handled similarly to other accounts.

NATIONAL AND LOCAL RATES SAME
No. 6 ET 4/68—Rec'd 4/29/68.

A—8:30-9 am & 11:50 am-1 pm.

6. SPOT ANNOUNCEMENTS
1 min. 2.75 30 sec or less. 2.50

Class A extra .25.

7. PROGRAM TIME RATES
1/4 hr 10 min 5 min
Es 8.00 5.40 4.00

Class A: extra 1.00.

10. SPECIAL FEATURES
NEWS
1/4 hr 10 min 5 min
Es 10.80 6.75 5.50

WPRE-FM

1969



Media Code 4 251 7221 0.00
Prairie Broadcasting Co., Box 90, Prairie du Chien, Wis. 53821. Phone 608-326-2411.

1. PERSONNEL
Pres. & Gen'l Mgr.—W. C. Schlaugat, Jr.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.
Operating schedule: 6:30 am-11 pm. CST.
Antenna ht.: 45 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WPRE.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22b.
Contracts: 45, 46.
Cancellation: 72, 73a.
Prod. Services: 82.

TIME RATES
Rates are identical to WPRE. See that listing.

RACINE (2 AM; 2 FM)

Racine County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WFNY (FM)

1962

Media Code 4 251 7315 0.00
Lakeshore Broadcasting Corp., 5720 Taylor Ave., Racine, Wis. 53402. Phone 414-637-7207.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jerome P. Feehey.
Program Director—Al Gelsone.
Chief Engineer—Richard Shulak.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6:00 am-midnight Mon thru Sat; 8:00 am-midnight Sun—CST.
Antenna ht.: 273 ft. above average terrain.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 5a, 5b, 5c, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b.
Contracts: 40a, 45.
Comb. & Cont. Discounts: 60d, 60e.
Cancellation: 70b, 71a.

TIME RATES
Rates effective June 1, 1965.
Card received April 29, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec		1 min 30 sec			
13 ti	5.50	4.75	104 ti	4.00	3.50
26 ti	5.25	4.25	156 ti	3.75	3.00
52 ti	5.00	4.00	260 ti	3.50	2.75
62 ti	4.75	3.75	312 ti	3.25	2.50

6. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 x	35.00	20.75	14.50
13x-5%	62x-12-1/2%	165x-20%	
26x-10%	104x-15%	260x-25%	

WRAC

1949

WRAC-FM

1948



Media Code 4 251 7410 9.00
WRAC Broadcasting Co., Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phone 414-832-1827.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Richard F. Palmquist.

2. REPRESENTATIVES
PKO Time Sales, Inc.

3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 15,000 w.; 100.7 mc.
Antenna ht.: 285 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 16b.
Basic Rates: 20a, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb. & Cont. Discounts: 60b, 60c, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
ET 4/1/68—Rec'd 8/24/69.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec	5 sec	250x	520x
1 min	6.50	6.25	6.00	5.50	5.00
30 sec	5.50	5.00	4.75	4.25	3.75

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	50 ti
1 min	6.00	6.00	5.25	5.00
30 sec	5.00	4.50	4.25	4.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	80	70	65	50
1/2 hr	50	45	40	34
1/4 hr	30	27	25	19

WRJN

1926

Subscriber to the NAB Radio Code
Media Code 4 251 7505 6.00
Sentry Broadcasting Corp., Radio Park, 4201 Victory Ave., Racine, Wis. 53405. Phone 414-634-8311.

1. PERSONNEL
President—Peter A. Barnard.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-10:15 pm. CST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb. & Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Wisconsin Network, Inc.

TIME RATES
No. 12 ET 3/1/68—Rec'd 2/15/68.
A—5:45 am-6:30 pm.
B—6:30-10 pm.

6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	8.75	8.25	7.75
30 sec	7.00	6.60	6.40
1 min	7.00	6.75	6.50
30 sec	6.00	5.25	5.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30+
1 min	6.50	6.40	6.25	6.15	5.90
30 sec	5.50	5.20	5.10	4.95	4.75

8. PROGRAM TIME RATES

1x	2x	5x	15x	260x
5 min	13.25	12.50	11.75	11.50
1/4 hr	26.50	24.75	24.00	22.00
1/2 hr	53.00	49.50	47.75	46.00

CLASS B

5 min	1/4 hr	1/2 hr
9.00	8.50	8.25
14.25	13.75	13.25
28.50	27.50	26.50

Media Code 4 251 7600 0.00
Sank Broadcasting Corp., Box 207, Reedsburg, Wis. 53959. Phone 608-624-2321.

WRDB

1954

WRDB-FM

1957



Subscriber to the NAB Radio Code
Media Code 4 251 7600 0.00
Sank Broadcasting Corp., Box 207, Reedsburg, Wis. 53959. Phone 608-624-2321.

STATION'S PROGRAMMING DESCRIPTION

WRDB: Programmed for rural and small city. Farm from 6-7:30 am, M-S with farm markets, weather, county agent reports. 7:30-11 am housewives, with women's interviews, quizzes, fashion reports. 11 am-1 pm farm, want ads, auction news, county seat news, markets farm news analysis. 1-6 pm general for everyone. 6-7:30 pm farm, markets and weather. 7:30-10 pm teenagers. All music handled by air personalities and is middle-of-the-road except during farm segments when c and w is played and teen segments when current hits are played. Several features done during the day with people and events of interest locally. Rec'd 7/12/67.

1. PERSONNEL
President—Kenneth W. Sturtz.
General Manager—Charles N. Gill.
Sales Manager—Richard Solberg.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-10:05 pm Mon thru Sat; 7:45 am-6:00 pm Sun. CST.
FM-ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-10 pm Mon thru Sat; 8 am-6 pm Sun. CST.
Antenna ht.: 227 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25c, 26, 28a, 29a.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb. & Cont. Discounts: 60b, 60c, 60f, 60h, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Wisconsin Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 4/1/68—Rec'd 4/28/68.

6. SPOT ANNOUNCEMENTS

1x	25x	52x	104x	156x	260x	520x
1 min	5.50	5.00	4.50	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	50.00	30.00	18.00	12.00
26 ti	45.00	32.00	15.00	10.00
52 ti	40.00	24.00	13.50	8.00
104 ti	35.00	20.00	12.75	8.50
130 ti	32.50	18.00	12.00	8.00
156 ti	30.00	17.00	11.25	7.60
260 ti	27.50	16.00	10.50	7.00
520 ti	25.00	15.00	9.75	6.50

RHINELANDER (1 AM; 1 FM)
Oneida County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WOBT

1947

WOBT-FM

1947



Subscriber to the NAB Radio Code
Media Code 4 251 7695 5.00
Oneida Broadcasting Co., Box 738, Rhinelander, Wis. 54501. Phone 715-382-6140.

STATION'S PROGRAMMING DESCRIPTION
WOBT: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: network on hour, local on half hour. 10 min local news 7:30 am, 12:30 pm, 5:30 pm, 10:30 pm.
SPORTS: news 10 min 5:05-5:15 pm, M-W-F. Sports coverage: local live high school major sports and local baseball, university football broadcasts.
MUSIC: pop standards 6-10 am, 2-4 pm, 7-11 pm. Stock market report, M-F, 5:15 pm. Community involvement with broadcast of beauty pageants, youth activities and fund raising events. Cont'l Representative for further details. Rec'd 8/14/67.

1. PERSONNEL
Operations Manager—Ralph Mischnick.
Broadcast Manager—John Wadd.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm weekdays; 7 am-11 pm Sun. CST.
FM-ERP 25,000 w.; 107.9 mc.
Operating schedule: 6 am-11:05 pm. CST.
Antenna ht.: 385 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net charges for time; net 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14d, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29b, 30, 31.
Contracts: 40b, 45, 49, 51a.
Comb. & Cont. Discounts: 60a, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES
ET 12/1/67—Rec'd 11/8/67.

6. SPOT ANNOUNCEMENTS

WKLY:	(*)	12 ti	18 ti	24 ti	30 ti
30 sec	3.75	3.50	3.25	3.00	2.75
1 min	5.00	4.75	4.50	4.25	4.00

CLASS A

1 min	13 WEEKS	52 WEEKS
30 sec	4.75	4.50
1 min	3.25	3.00
30 sec	4.50	4.25
1 min	3.00	2.75
30 sec	4.25	4.00

(*) 6 ti or less.
ROB—additional 10% discount.

WISCONSIN

8. PROGRAM TIME RATES

5 min	1/4 hr	1/2 hr	1 hr
1 x	9	18	36
52 x	6	12	24
312 x	6	12	20

RICE LAKE

Barron County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WJMC

1939



Media Code 4 251 7790 4.00
WJMC, Inc., Box 352, Rice Lake, Wis. 54868. Phone 715-234-2131.

1. PERSONNEL
President—Mary Bridges Smith.
Station Manager—Russell J. Brown.

2. REPRESENTATIVES
Hal Walton & Company, Inc.
Minneapolis—William L. Hurley.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 8:00 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION
15/0 net time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb. & Cont. Discount: 60a, 60c, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
At station's option cancellation of contracts cannot become effective until two weeks after contractual starting date.
Affiliated with MBS and NAS Radio Networks.
Member: Wisconsin Network, Inc., National AgRadio Groups, Inc.

TIME RATES
Rates effective December 1, 1963.
Rates received November 6, 1963.

6. SPOT ANNOUNCEMENTS

1 ti	156 ti	7.10
26 ti	8.20	260 ti
52 ti	7.90	312 ti
65 ti	7.70	624 or more ti
103 ti	7.40	5.90

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	98.00	52.80	28.80	24.00
26 ti	91.20	50.20	27.40	22.80
52 ti	86.40	48.80	26.70	22.20
65 ti	86.40	47.60	26.00	21.60
130 ti	84.00	46.20	25.20	21.00
156 ti	81.60	44.80	24.50	20.40
260 ti	78.80	43.20	23.10	19.20
312 ti				

WISCONSIN

Richland Center—WRCO,
WRCO-FM—Continued

7. PACKAGE PLANS

SPOT SATURATION PACKAGES—ROS

30 tl (1 wk)	1 min	30 sec
90 tl (2 wks)	88.50	72.00
120 tl (4 wks)	162.00	132.00
Non-commissionable.	288.00	228.00

8. PROGRAM TIME RATES

1 hr	30.00	28.00	26.50	25.00	23.00	20.00	17.00
1/2 hr	18.00	17.00	16.00	15.00	13.00	12.00	11.00
1/4 hr	13.50	13.00	12.50	12.00	11.00	10.00	9.50
10 min	10.00	9.50	9.00	8.50	7.75	7.00	6.50
5 min	7.75	7.50	7.25	7.00	6.50	6.00	5.50

10. SPECIAL FEATURES

News and Weather—AA rates.
Mike Tags or Time Signals—30 10-second spots
58.50.
ROS, non-commissionable, to be used within 1 month.

RIPON

Fond du Lac County—Map Location G-3

See SRDS consumer market map and data at beginning of the State.

WCWC

1957



Subscriber to the NAB Radio Code
Media Code 4 251 7980 1.00
Greyco, Inc., Radio Rd., Ripon, Wis. 54971. Phone 414-748-5111.

1. PERSONNEL

General Manager—Arlo D. Bice, Jr.
Sales Manager—James Hite.

2. REPRESENTATIVES

Hal Walton & Company, Inc.

3. FACILITIES

5,000 w.; 1600 kc. Directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15/0 net time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a, 21a, 21c, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60b, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

ET Rec'd 4/22/66.

6. SPOT ANNOUNCEMENTS

A—Mon thru Fri 5-8 am, noon-12:30 pm & 4:45-6 pm.
B—All other times.

Class A rates equal Class B rate plus 25%.	
CLASS A	
1 x	6.47
13 x	5.10
26 x	4.80
52 x	4.24
104 x	4.10
156 x	3.95
CLASS B	
1 min	5.10
30 sec	3.50
1 min	3.85
30 sec	2.66

SAUK CITY

Sauk County—Map Location E-8

See SRDS consumer market map and data at beginning of the State.

WVLR (FM)

1964

Media Code 4 251 8025 4.00
Sauk-Prairie Radio, Inc., 123 Water St., Sauk City, Wis. 53583. Phone 608-643-3375.

1. PERSONNEL

President—A. W. Davidson.
Program Director—Bart Olson.

3. FACILITIES

ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: _____

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12h, 13a, 14a, 15b, 16.
Basic Rates: 21b, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 26, 26b, 28a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60d, 60g, 60i, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

ET Rec'd 5/29/67.

6. SPOT ANNOUNCEMENTS	
1 wk	4.75
13 wk	4.50
26 wk	4.25
52 wk	4.00
30 sec: 80% of 1-min.	10 sec: 40% of 1-min.
7. PACKAGE PLANS	
SATURATION SPECIAL—ROS	
50 in 5 days, ea.	1.50
100 in 30 days, ea.	1.50
8. PROGRAM TIME RATES	
1 hr	48.00
1/2 hr	36.00
1/4 hr	24.00
5 min	15.00

SHAWANO (1 AM; 1 FM)

Shawano County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WTCH

1948

Media Code 4 251 8075 9.00
Shawano Co., Leader Publishing Co., 107 E. Green Bay St., Shawano, Wis. 54166. Phone 715-526-2121.

1. PERSONNEL

General Manager—J. P. Donald.
Station Manager—Ray Gruetzschacher.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

1,000 w.; 960 kc. Directional—nights only.
Operating schedule: 5:00 am-11:00 pm. CST.

4. AGENCY COMMISSION

15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28b, 28c, 32a, 33a.
Contracts: 40a, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
No cash rebates or discounts.
Member: National Radio Groups, Inc.

TIME RATES

ET Rec'd 8/2/66.

A—6-8:30 am, 11:30 am-1:15 pm & 5-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A	
1 min	6.50
30 sec	4.50
CLASS B	
1 min	5.75
30 sec	4.25

8. PROGRAM TIME RATES

CLASS A	
1/2 hr	32.00
1/4 hr	22.00
5 min	13.00
CLASS B	
1/2 hr	28.00
1/4 hr	18.00
5 min	10.50

WTCH-FM

1966

Media Code 4 251 8076 7.00
Shawano County Leader Publishing Co., 107-113 E. Green Bay St., Shawano, Wis. 54166. Phone 715-526-2121.

1. PERSONNEL

General Manager—J. P. Donald.
Station Manager—Ray Gruetzschacher.

2. REPRESENTATIVES

George T. Hopewell, Inc.

3. FACILITIES

ERP 3,000 w.; 100.1 mc.
Antenna ht.: 210 ft. above average terrain.

4. AGENCY COMMISSION

15/0 on time; by 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12a, 13b, 14a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28b, 28c, 30, 33d.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 1 ET 12/1/66—Rec'd 11/14/66.

6. SPOT ANNOUNCEMENTS	
1 x	3.00
13 x	3.50
26 x	3.00
8. PROGRAM TIME RATES	
1 hr	30
1/2 hr	15
1/4 hr	10

SHEBOYGAN (2 AM)

Sheboygan County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

WHBL

1928



Media Code 4 251 8170 8.00
WHBL, Inc., Box 27, Sheboygan, Wis. 53081. Phone 414-458-2107.

1. PERSONNEL

Pres. & Gen'l Mgr.—Paul F. Skinner.
Commercial Manager—Harold Rommelfanger.
Traffic Supervisor—Doris A. Domnie.

2. REPRESENTATIVES

Burn-Smith Company, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1330 kc. Directional.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25b, 25c, 26, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 62b.
Cancellation: 70a, 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Wisconsin Network, Inc.

TIME RATES

No. 13 ET 7/1/69—Rec'd 6/18/69.

6. SPOT ANNOUNCEMENTS	
1 wk	11.00
13 wk	10.50
26 wk	10.00
52 wk	9.50
CLASS A	
1 wk	9.50
13 wk	9.00
26 wk	8.50
52 wk	8.00
CLASS B	
1 wk	8.00
13 wk	7.50
26 wk	7.00
52 wk	6.50
CLASS C	
1 wk	7.50
13 wk	7.00
26 wk	6.50
52 wk	6.00

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6:30-9 am; Party Line noon-6 pm.
A—Mon thru Sat 5:30-6:30 am, 9 am-noon & 1-4 pm; Sun sign-on-6 pm.
B—Sun thru Sat 8 pm-sign-off.

1 MIN:	
1 wk	11.00
13 wk	10.50
26 wk	10.00
52 wk	9.50
CLASS A	
1 wk	9.50
13 wk	9.00
26 wk	8.50
52 wk	8.00
CLASS B	
1 wk	8.00
13 wk	7.50
26 wk	7.00
52 wk	6.50

1 wk	8.00
13 wk	7.50
26 wk	7.00
52 wk	6.50

1 wk	8.00
13 wk	7.50
26 wk	7.00
52 wk	6.50

20/30 sec: 80% of 1-min.	10 sec or less: 50% of 1-min.
1-minute, 20 or 30-second spots can be combined for frequency.	10-second or less can be combined with longer spots on a 2 for 1 ratio.

Retractive weekly discounts apply on continuous schedule only.
Weeks need not be consecutive to earn cumulative weeks frequency.

8. PROGRAM TIME RATES

AA—Mon thru Sat 6:30-9 am, noon-1 pm & 4-6 pm.
A—All other times.

CLASS AA	
1/2 hr	36.00
1/4 hr	25.00
10 min	20.00
5 min	16.00
CLASS A	
1/2 hr	32.00
1/4 hr	21.00
10 min	17.00
5 min	13.00
CLASS B	
1/2 hr	28.00
1/4 hr	18.00
5 min	10.50

CLASS A	
1/2 hr	32.00
1/4 hr	21.00
10 min	17.00
5 min	13.00

CLASS B	
1/2 hr	28.00
1/4 hr	18.00
5 min	10.50

CLASS C	
1/2 hr	24.00
1/4 hr	15.00
5 min	9.00

CLASS D	
1/2 hr	20.00
1/4 hr	13.00
5 min	8.00

CLASS E	
1/2 hr	16.00
1/4 hr	10.00
5 min	6.00

CLASS F	
1/2 hr	12.00
1/4 hr	8.00
5 min	5.00

CLASS G	
1/2 hr	8.00
1/4 hr	5.00
5 min	3.00

CLASS H	
1/2 hr	4.00
1/4 hr	2.50
5 min	1.50

CLASS I	
1/2 hr	2.00
1/4 hr	1.25
5 min	0.75

CLASS J	
1/2 hr	1.00
1/4 hr	0.60
5 min	0.35

CLASS K	
1/2 hr	0.50
1/4 hr	0.30
5 min	0.15

CLASS L	
1/2 hr	0.25
1/4 hr	0.15
5 min	0.07

CLASS M	
1/2 hr	

Stevens Point—WSPT, WSPT-FM—Cont'd

2. REPRESENTATIVES
Chicago, New York, Los Angeles, San Francisco—John A. Potter & Company.
3. FACILITIES
1,000 w. days; 1010 kc. Non-directional. Operating schedule: Sunrise—local sunset. CST. FM FACILITIES
ERP 15,500 w.; 91.9 mc. Operating schedule: 8 am-11 pm.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations General 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16. Basic Rates: 21b, 22a, 23a, 24c. Contracts: 40a, 44b, 46, 51a. Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60l, 62a. Cancellation: 71a, 73a. Prod. Services: 82.

TIME RATES

Rates effective January 1, 1966. (Card No. 6.)
Card received December 15, 1965.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
10-seconds—80% of earned 1-minute rate.	9.00	7.50	6.50	6.00	5.00
10-seconds—50% of earned 1-minute rate.					

8. PROGRAM TIME RATES

1/2 hr.	45.	5 min.	15.
1/4 hr.	25.		

STURGEON BAY

Door County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WDOR

1947

- Subscriber to the NAB Radio Code
Media Code 4 251 8550 1.00
Door County Broadcasting Co., Inc., 800 S. 15th Ave., Sturgeon Bay, Wis. 54285. Phone 414-743-4411.
1. PERSONNEL
Pres., Gen'l. & Sales Mgr.—Edward D. Allen, Jr.
3. FACILITIES
1,000 w. days; 910 kc. Non-directional. Operating schedule: 5:45 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 22b, 23a, 24a, 26, 29a. Contracts: 40a, 42a, 45, 47a, 48. Comb.; Cont. Discounts: 60b, 60k, 61b. Cancellation: 73a. Affiliated with American Information Network.
- TIME RATES
ET 2/2/60—Rec'd 11/28/60.
A—Mon thru Sat 11 am-1 pm & 5-7 pm; Sun noon-7 pm.
B—all other times.
6. SPOT ANNOUNCEMENTS
- | | | | | | | | |
|---------|------|------|------|------|------|------|------|
| CLASS A | 1x | 13x | 26x | 52x | 104x | 156x | 360x |
| A | 5.00 | 4.70 | 4.40 | 4.10 | 3.80 | 3.50 | 3.20 |
| B | 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | 2.80 |
- 80 sec: 70% of 1-min. 10 sec: 50% of 1-min.
8. PROGRAM TIME RATES
- | | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|-------|
| CLASS A | 1x | 13x | 26x | 52x | 104x | 156x | 360x |
| 1 hr. | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 | 35.00 |
| 1/2 hr. | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 |
| 1/4 hr. | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| 10 min. | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |
| 5 min. | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |

SUPERIOR

Douglas County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Duluth (Minn.)-Superior (Wis.)

TOMAH (1 AM; 1 FM)

Monroe County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WCOW WCOW-FM

SPARTA
City of license—Sparta, Wisconsin.
Tomah Office—1010-1/2 Superior Ave., Tomah, Wis. Phone 372-6555
See listing under Sparta, Wis.

WTMB

1959

- Subscriber to the NAB Radio Code
Media Code 4 251 8645 0.00
Box 588, 1016-1/2 Superior Ave., Tomah, Wis. 54660. Phone 372-2180.
1. PERSONNEL
Pres. & Gen'l. Mgr.—Hugh W. Dickie.
Adv. & Sales Dir.—Phyllis J. Rice.

2. REPRESENTATIVES
Meeker Radio, Inc.
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional. Operating schedule: 5:30 am-sunset. CST. Simulcast during AM operational hours. For non-simulcast facilities see WTMB-FM listing.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations General: 1a, 3a, 4a, 5, 6a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 29a, 29b. Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 51a, 51b. Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Member: National Aerialist Groups, Inc.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS
- | | | | | |
|-----|-------|--------|--------|--------|
| 1 x | 1 min | 30 sec | 20 sec | 10 sec |
| | 5 | 4 | 3 | 2 |
- WEEKLY DISCOUNTS
- | | | | |
|-------|-----|-------|-----|
| 5 ti | 10% | 25 ti | 20% |
| 10 ti | 10% | 25 ti | 25% |
| 15 ti | 15% | | |
- 52 consecutive weeks—additional 10% discount.
8. PROGRAM TIME RATES
- | | | | | |
|-----|--------|--------|-------|-------|
| 1 x | 1/4 hr | 10 min | 5 min | 2 min |
| | 15 | 12 | 8 | 6 |

WTMB-FM

1965

- Subscriber to the NAB Radio Code
Media Code 4 251 8646 7.00
Tomah Meuston Broadcasting Co., Inc., Box 588, 1016-1/2 Superior Ave., Tomah, Wis. 54660. Phone 372-2180. TWX 312.
1. PERSONNEL
Pres. & Gen'l. Mgr.—Hugh W. Dickie.
Advertising Director—Phyllis Rice.
2. REPRESENTATIVES
Meeker Radio, Inc.
3. FACILITIES
ERP 100,000 w. (horiz); 100,000 w. (vert.); 98.9 mc. Operating schedule: 24 hours daily. Antenna ht.: 460 ft. above average terrain. Partial simulcast operation with WTMB-AM. For simulcast rates, see WTMB.
4. AGENCY COMMISSION
None. All rates net to station.
5. GENERAL ADVERTISING See coded regulations See WTMB listing for coded regulations.
- TIME RATES
ET 3/8/66—Rec'd 8/1/66.
6. SPOT ANNOUNCEMENTS
- | | | | | |
|-----|-------|--------|--------|--------|
| 1 x | 1 min | 30 sec | 20 sec | 10 sec |
| | 5 | 4 | 3 | 2 |
- WEEKLY DISCOUNTS
- | | | | |
|-------|-----|-------|-----|
| 5 ti | 5% | 20 ti | 20% |
| 10 ti | 10% | 25 ti | 25% |
| 15 ti | 15% | | |
- 52 consecutive weeks—additional 10% discount.
8. PROGRAM TIME RATES
- | | | | | |
|-----|--------|--------|-------|-------|
| 1 x | 1/4 hr | 10 min | 5 min | 2 min |
| | 15 | 12 | 8 | 6 |

TOMAHAWK

Lincoln County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WELF

1968

- Media Code 4 251 8691 3.00
Tomahawk Broadcasting Co., Box 274, Mohawk Dr., Tomahawk, Wis. 54487. Phone 715-463-4700.
- STATION'S PROGRAMMING DESCRIPTION
WELF: Programmed for general interest. NEWS: network on hour. News round-up, noon-1 pm, including national, state, local, stock market, weather, commentary and sports. Remote units available for on spot coverage from automobile, boat, airplane and snowmobile. Station editorializes twice weekly. ENTERTAINMENT: middle-of-the-road, showtunes, country and western music. Emphasis on on-the-street, live music and store opening broadcasts. Rec'd 4/14/69.
1. PERSONNEL
Partner & Gen'l. Mgr.—Bruce John Micek.
Commercial Manager—Art Benedict.
3. FACILITIES
500 w.; 810 kc. Non-directional. Operating schedule: 7 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time & talent; 20th of month.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2b, 4d, 6a. Rate Protection: 15b. Basic Rates: 24b, 24c, 26, 29a. Contracts: 40a. Comb.; Cont. Discounts: 60a, 61b. Cancellation: 70c, 71a, 73a. Prod. Services: 82.
- TIME RATES
No. 1 ET 10/1/68—Rec'd 11/8/68.
6. SPOT ANNOUNCEMENTS
- | | | | | | | |
|---------|-------|-------|-------|-------|------|------|
| PER WK: | 35 ti | 28 ti | 21 ti | 14 ti | 7 ti | 1 ti |
| 1 wk. | 3.65 | 3.85 | 4.05 | 4.25 | 4.45 | 4.70 |
| 13 wk. | 3.45 | 3.65 | 3.85 | 4.05 | 4.25 | 4.45 |
| 26 wk. | 3.30 | 3.45 | 3.65 | 3.85 | 4.05 | 4.25 |
| 30 wk. | 3.15 | 3.30 | 3.45 | 3.65 | 3.85 | 4.05 |
| 52 wk. | 3.00 | 3.15 | 3.30 | 3.45 | 3.65 | 3.85 |
- 30 SECONDS
- | | | | | | | |
|--------|------|------|------|------|------|------|
| 1 wk. | 2.15 | 2.25 | 2.35 | 2.50 | 2.65 | 2.80 |
| 13 wk. | 2.05 | 2.15 | 2.25 | 2.35 | 2.50 | 2.65 |
| 26 wk. | 1.95 | 2.05 | 2.15 | 2.25 | 2.35 | 2.50 |
| 39 wk. | 1.85 | 1.95 | 2.05 | 2.15 | 2.25 | 2.35 |
| 52 wk. | 1.75 | 1.85 | 1.95 | 2.05 | 2.15 | 2.25 |
- 10 SECONDS
- | | | | | | | |
|--------|------|------|------|------|------|------|
| 1 wk. | 1.40 | 1.50 | 1.60 | 1.70 | 1.80 | 1.90 |
| 13 wk. | 1.35 | 1.40 | 1.50 | 1.60 | 1.70 | 1.80 |
| 26 wk. | 1.30 | 1.35 | 1.40 | 1.50 | 1.60 | 1.70 |
| 39 wk. | 1.25 | 1.30 | 1.35 | 1.40 | 1.50 | 1.60 |
| 52 wk. | 1.20 | 1.25 | 1.30 | 1.35 | 1.40 | 1.50 |

7. PACKAGE PLANS
- | | | | | | |
|-------------|-------|-------|-------|-------|-------|
| PER WK, EA: | 40 ti | 50 ti | 60 ti | 70 ti | 80 ti |
| 1 min. | 2.85 | 2.70 | 2.55 | 2.40 | 2.30 |
| 30 sec. | 1.65 | 1.55 | 1.45 | 1.40 | 1.35 |
| 10 sec. | 1.15 | 1.10 | 1.05 | 1.00 | .95 |

8. PROGRAM TIME RATES
- | | | | | |
|-----------------|-------|--------|--------|-------|
| WITHIN 52 WEEKS | 5 min | 1/4 hr | 1/2 hr | 1 hr |
| 1 x | 8.20 | 14.20 | 28.25 | 42.30 |
| 13 x | 7.40 | 12.80 | 25.45 | 38.05 |
| 26 x | 6.65 | 11.50 | 22.00 | 34.25 |
| 52+ | 6.00 | 10.35 | 20.60 | 30.85 |

TWO RIVERS (1 AM; 1 FM)

Manitowoc County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WQTC

1951

- Media Code 4 251 8740 8.00
J J C Broadcasting Corp., Box 266, 1817 Washington St., Two Rivers, Wis. 54481. Phone 414-703-1348.
- STATION'S PROGRAMMING DESCRIPTION
WQTC: Programmed for adults and young adults. AIR PERSONALITIES emcee entire operation. NEWS 10%: local, national and international. 5 min on hour, 2 min on half hour. Feature 40 min news block noon-12:40 pm. MUSIC 90%: featuring current selling popular and general popular music. Sign-on-3 pm & 6 pm sign-off. Rock 3-6 pm daily. COMMERCIAL POLICY: No commercials or programs exceeding 1 minute accepted, exception Sun morning. Rec'd 2/7/68.
1. PERSONNEL
Pres. & Gen'l. Mgr.—Jerry J. Collins.
Sales Manager—Jack Skidmore.
Program Director—Jim Pace.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WQTC-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16. Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30. Contracts: 40a, 44a, 44b, 40, 51b. Comb.; Cont. Discounts: 60g, 60l, 62b. Cancellation: 70a, 70c, 71a. Prod. Services: 80. No commercials exceeding 1 minute accepted; exception Sundays morning. Affiliated with KBS and MBS.
- TIME RATES
NATIONAL AND LOCAL RATES SAME
ET 1/25/68—Rec'd 2/7/68.
6. SPOT ANNOUNCEMENTS
- | | | | | | |
|--------|------|--------|--------|------|--------|
| 1x | 25x | 52x | 104x | 156x | 260x |
| 1 min | 6.20 | 5.90 | 5.60 | 5.20 | 4.90 |
| 30 sec | 75% | 1-min. | 10 sec | 50% | 1-min. |
7. PACKAGE PLANS
- | | | | | | | |
|----------|------|-------|-------|-------|-------|-------|
| 1 MINUTE | 7 ti | 14 ti | 21 ti | 28 ti | 35 ti | 70 ti |
| 1 wk. | 5.80 | 5.20 | 4.50 | 3.80 | 3.40 | 2.80 |
| 4 wk. | 5.20 | 4.50 | 3.80 | 3.40 | 2.80 | — |
| 13 wk. | 4.50 | 3.80 | 3.40 | 2.80 | 2.60 | — |
| 26 wk. | 3.90 | 3.40 | 2.80 | 2.60 | 2.40 | — |
| 52 wk. | 3.20 | 2.80 | 2.40 | 2.20 | 2.00 | — |
8. PROGRAM TIME RATES
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| 1x | 13x | 26x | 52x | 104x | 156x | 260x |
| 1 hr. | 52.50 | 50.90 | 49.40 | 47.30 | 45.10 | 43.00 |
| 3/4 hr. | 42.00 | 40.80 | 39.50 | 37.80 | 34.40 | 31.10 |
| 1/2 hr. | 33.60 | 32.00 | 30.60 | 28.90 | 27.30 | 25.20 |
| 1/4 hr. | 21.00 | 20.00 | 18.90 | 17.30 | 15.80 | 14.70 |
| 10 min. | 16.30 | 14.20 | 13.40 | 12.40 | 11.60 | 10.60 |
| 5 min. | 10.60 | 9.40 | 8.20 | 7.50 | 6.90 | 6.40 |

WQTC-FM

1965

- Media Code 4 251 8741 6.00
J J C Broadcasting Corp., Box 266, 1817 Washington St., Two Rivers, Wis. 54481. Phone 414-703-1348.
- STATION'S PROGRAMMING DESCRIPTION
WQTC-FM: See WQTC listing for programming prior to am sign-off. MUSIC: rock till 12M. SPORTS: in season 8 pm-12M on weekends or special sports events when possible. Rec'd 4/30/69.
1. PERSONNEL
President—Jerry J. Collins.
Mgr. & Prog. Dir.—Ron Anderson.
Sales Manager—Jack Skidmore.
3. FACILITIES
ERP 3,000 w.; 102.3 mc. Stereo. Operating schedule: 6 am-midnight. CST. Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WQTC. Antenna ht.: 250 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations See WQTC listing for coded regulations.
- TIME RATES
Rates are identical to WQTC. See that listing.

VIROQUA (1 AM; 1 FM)

Vernon County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WGMB (FM)

1967

- Media Code 4 251 8760 6.00
Robinson Corp., Rt. 4, Viroqua, Wis. 54685. Phone 637-7200.
1. PERSONNEL
Pres. & Gen'l. Mgr.—Parks Robinson.
Station Manager—Dwain Munyon.
3. FACILITIES
ERP 8,000 w. (horiz), 3,000 w. (vert.); 102.3 mc. Stereo. Operating schedule: 11:45 am-midnight. CST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c. Basic Rates: 25a, 29a. Contracts: 40a, 45, 46, 47a. Comb.; Cont. Discounts: 60b, 61a. Cancellation: 72, 73a. AM facilities: WISV.

TIME RATES

Rates are identical to WISV. See that listing.

WISV

1958

Subscriber to the NAB Radio Code
Media Code 4 251 8835 6.00
Robinson Corp., 1 mile south of Viroqua on Hwy. 14, Viroqua, Wis. 54685. Phone 698-637-7200, 7288.

1. PERSONNEL
Station Manager—Parks Robinson.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None. Agency must add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a. Contracts: 40a, 45, 46, 47a, 48. Comb.; Cont. Discounts: 60a, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73a. FM facilities WGBM (FM). Affiliated with Keystone Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 12/1/67—Rec'd 1/17/68.
A—6:45-8:30 am, 11:30 am-1 pm & 5-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A	1 min	1 min
1 x	5.00	156 x 8.50
13 x	4.50	208 x 3.25
26 x	4.25	260 x 3.00
52 x	4.00	312 x 2.75
104 x	3.75	624 x 2.50

CLASS B

1 x	3.00	156 x 2.80
13 x	2.80	208 x 2.55
26 x	2.60	260 x 2.30
52 x	2.40	312 x 2.05
104 x	2.20	624 x 1.80

7. PACKAGE PLANS

SATURATION PACKAGE	15 ti	30 ti	60 ti	90 ti	120 ti
1 wk.	66.00	120.00	162.00	198.00	264.00
30 sec.	41.25	66.00	120.00	162.00	198.00
1 min.	55.50	99.00	156.00	216.00	264.00

Per wk

7 ti	15 ti	30 ti	60 ti	100 ti
14.00	22.50	39.00	69.00	100.00

8. PROGRAM TIME RATES

CLASS A	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	24.00	17.80	15.00	10.

WISCONSIN

WATERTOWN (1 AM; 1 FM)

Jefferson County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WTTN

1950

RAB

Media Code 4 251 8930 5.00
Watertown Radio, Inc., 104 W. Main St., Watertown, Wis. 53094. Phone 281-3950, 3951.

STATION'S PROGRAMMING DESCRIPTION
WTTN: Programmed for city and rural audiences. Farm picture 8 am, interviews, market reports, county agents report, weather roundup, 7-9 am weather, time, temperature, news, music, 9:30-10:30 am poetry and readings, 10:30-11:30 pm programmed for housewives, interviews, recipes, when and where events, hospital news, 11:30 am-1 pm noon farm and home program, farm news, interviews, agricultural reports, news, sports, weather reports, 1-2 pm telephone talk show, 1-3 pm features, topical events, news, pop and standard music, 5:30-6 pm news, sports, FM continues with middle-of-road music to 10 pm. NEWS: 18 min 9 am, 12:15 pm, 3:40 pm, 5 min 7 am, 2 pm, 3 pm, 4 pm, 5 pm. Contact Representative for further details. Rec'd 9/15/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl V. Kolata.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional. Operating schedule: 6 am-local sunset, CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WTTN-FM.

4. AGENCY COMMISSION
15/10 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a.
Contracts: 40a, 44a, 45.
Comb. & Cont. Discounts: 60d.
Cancellation: 70a, 71a.

Prod. Services: 80.
Affiliated with KBS Radio Network.
Member: National Aerial Radio Groups, Inc.

TIME RATES
ET 1/1/68—Rec'd 1/15/68.

6. SPOT ANNOUNCEMENTS
1 min 30 sec
1 x 5.75 4.75 260 x 3.50 2.50
13 x 5.50 4.50 530 x 3.00 2.00
26 x 5.00 4.00 1040 x 2.75 1.75
39 x 5.00 4.00 1560 x 2.50 1.50
78 x 4.50 3.50 2080 x 2.25 1.25
156 x 4.00 3.00

6. PROGRAM TIME RATES
1/2 hr 35.00 32.00 28.00 24.00 22.00 20.00
1/4 hr 18.00 16.00 14.00 12.00 10.00 9.00
5 min 12.00 10.00 9.00 8.50 8.00 7.00

10. SPECIAL FEATURES
NEWS REPORTS SERVICE CHARGES
1/4 hr 2.50 5 min 1.50
Participating 1.00

WTTN-FM

1960

NAB

Media Code 4 251 8931 3.00
Watertown Radio, Inc., Box 10, 104 W. Main St., Watertown, Wis. 53094. Phone 414-261-3950.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl V. Kolata.
Chief Engineer—Clifford Groth.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
ERP 20,000 w.; 104.7 mc.
Operating schedule: 6 am-9:15 pm. CST.
Antenna ht.: 150 ft. above average terrain.

Partial simulcast operation. Operated separately 6-9:15 pm. For simulcast facilities see WTTN.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
See WTTN listing for coded regulations.
Affiliated with KBS Radio Network.

TIME RATES
ET 1/1/68—Rec'd 1/15/68.

6. SPOT ANNOUNCEMENTS
PER DAY: 1st 15.00 2nd 20.00 3rd 22.50
1 min, 6 days per wk.

6. PROGRAM TIME RATES
1/4 hr 14.00 38.00 50.00
1/2 hr—2 x 1/4 hr rate.

CONTRACT DISCOUNTS
6 mo—10% 12 mo—15%

10. SPECIAL FEATURES
NEWS REPORTS SERVICE CHARGES
1/4 hr 2.50 5 min 1.50
Participating 1.00

WAUKESHA (1 AM; 1 FM)

Waukesha County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WAWK

1960

RAB

Media Code 4 251 9025 3.00
Ottawa Broadcasting Corp., 330 Wisconsin Ave., Waukesha, Wis. 53186. Phone 414-542-6636.

1. PERSONNEL
President—Peter J. Vanden Bosch.
Sta. Mgr. & Prog. Dir.—Walter G. Smith.
Vice-Pres. & Sales Mgr.—John S. Helder.

2. REPRESENTATIVES

Call station collect.
3. FACILITIES
10,000 w. days; 1510 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 42a, 48, 47a, 48.
Comb. & Cont. Discounts: 60a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
ET 11/1/68—Rec'd 11/8/68.

AA—6:30-9 am, noon-1 pm & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 MINUTE
ROS: 1 wk 6 wk 13 wk 26 wk 39+

1 tl 12.00 11.00 10.50 10.00 9.50
7 tl 10.00 9.50 9.00 8.50 8.25
13+ 9.00 8.50 8.00 7.75 6.76

30 SECONDS
1 tl 8.50 7.25 6.60 6.25 5.60
7 tl 8.00 7.00 6.25 6.00 5.00
13+ 7.65 6.60 6.00 5.60 4.50

CLASS A
1 MINUTE
1 tl 9.50 8.40 7.15 6.50 6.1K
7 tl 8.25 7.90 6.90 6.15 5.90
13+ 6.75 7.55 6.50 5.90 5.50

30 SECONDS
1 tl 6.30 6.00 5.40 5.10 4.80
7 tl 5.90 5.60 5.20 4.80 4.50
13+ 5.65 5.20 5.00 4.60 4.20

6. PROGRAM TIME RATES
MON THRU SAT
1 hr 90.00 75.00 60.00 50.00 40.00
1/2 hr 60.00 40.00 35.00 30.00
1/4 hr 30.00 25.00 22.50 20.00 17.50 15.00
10 min 25.00 20.00 17.50 15.00 12.50 10.00
5 min 20.00 17.50 15.00 12.50 10.00 7.50

WAWK-FM

1947

Media Code 4 251 9026 1.00
Ottawa Broadcasting Corp., 330 Wisconsin Ave., Waukesha, Wis. 53186. Phone 414-542-6636.

1. PERSONNEL
President—Peter J. Vanden Bosch.
Sta. Mgr. & Prog. Dir.—Walter G. Smith.
Vice-Pres. & Sales Mgr.—John S. Helder.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
ERP 19,300 w.; 106.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 180.95 ft. above average terrain.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
See WAWK listing for coded regulations.

TIME RATES
ET 11/1/68—Rec'd 11/8/68.

AA—3:30-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER WK, 30 SEC: 1 wk 6 wk 13 wk 26 wk 39+

1 tl 6.35 6.10 5.90 5.65 5.40
7 tl 6.10 5.90 5.65 5.40 5.15
13+ 5.90 5.65 5.40 5.15 4.90

CLASS A
1 tl 6.10 4.90 4.65 4.30 4.10
7 tl 4.90 4.70 4.40 4.20 3.95
13+ 4.70 4.55 4.30 4.10 3.85

6. PROGRAM TIME RATES
CLASS AA
MON THRU SAT
1 hr 67.00 54.50 50.40 46.00 43.00
1/2 hr 30.00 28.00 26.00 24.00 22.50
1/4 hr 16.20 15.25 14.25 13.60 12.50
5 min 9.00 8.30 7.50 7.20 6.50

CLASS A
1 hr 48.00 45.50 42.00 38.50 36.00
1/2 hr 25.00 24.25 21.50 20.00 19.20
1/4 hr 13.50 12.75 11.85 11.40 10.50
5 min 7.50 6.90 6.20 6.00 5.40

WAWK-FM

Waukesha County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WAWK-FM

1955

NAB

Media Code 4 251 9120 2.00
Laird Broadcasting Co., Box 247, Waupaca, Wis. 54981. Phone 715-258-6528.

1. PERSONNEL
President—Dorothy J. Laird.
Vice-Pres. & Gen'l Mgr.—Tom Karavakis.
Station Manager—Ed Kramer.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
5,000 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% net charges for time; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 22b, 23a, 25a.
Contracts: 40a.
Cancellation: 70a, 71a.
Affiliated with American Information Network.
Member: Laird Group.

TIME RATES
ET 2/27/68.

6. SPOT ANNOUNCEMENTS
1 min 7.00 6.75 6.50

7. PACKAGE PLANS
1 min 12 tl 18 tl 24 tl 36 tl
5.50 5.00 4.50 4.00

WAWK-FM

1967

Media Code 4 251 9121 0.00
Laird Broadcasting Co., Inc., Box 247, Tower Road, Waupaca, Wis. 54981. Phone 715-258-6528.

1. PERSONNEL
President—Dorothy J. Laird.
Vice-Pres. & Gen'l Mgr.—Tom Karavakis.
Station Manager—Ed Kramer.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
See WAWK listing for coded regulations.
Member: Laird Group.

TIME RATES
Rates are identical to WAWK. See that listing.

WAWK-FM

Fond du Lac County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

WLKE

1968

Media Code 4 251 9215 0.00
Collins Broadcasting Corp., 522 E. Main St., Waupun, Wis. 53093. Phone 414-334-4441.

STATION'S PROGRAMMING DESCRIPTION
WLKE: Programmed for adults and young adults.
AIR PERSONALITIES emceed entire operation.

NEWS 10%: local, national, and international 5 min on hour, 2 min on half hour. Feature 40 min news block noon-12:40 pm. MUSIC 90%: featuring current selling popular and general popular music sign-on-3 pm & 8 pm-sign-off. Rock 8-9 pm daily.

COMMERCIAL POLICY: no commercials or programs exceeding 1 minute accepted, exception Sun morning. Rec'd 9/18/67.

1. PERSONNEL
General Manager—Joseph P. Collins.
Program Director—Jack Davison.
Sales Manager—Jack Juell.

3. FACILITIES
1,000 w.; 1170 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. CST.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 25b, 28a, 28b, 29a, 29b, 30.

Contracts: 40a, 44a, 44b, 49, 51b.
Comb. & Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80.

No commercials exceeding 1 minute accepted; exception Sunday morning.
Affiliated with KBS.

TIME RATES
No. 1 ET 6/28/68—Rec'd 11/28/68.

6. SPOT ANNOUNCEMENTS
1 min 6:20 5:90 5:60 5:20 4:90 4:60 4:30
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
1 MINUTE
Per wk
1 wk 7 tl 14 tl 21 tl 28 tl 35 tl 70 tl
4 wk 5.80 5.20 4.50 3.80 3.40 2.80
13 wk 4.50 3.90 3.40 2.80 2.60
26 wk 3.90 3.40 2.80 2.60 2.40
52 wk 3.20 2.80 2.60 2.40 2.20

6. PROGRAM TIME RATES
1 hr 62.50 60.90 49.40 47.80 43.10 38.90 34.70
3/4 hr 42.00 40.80 39.60 37.80 34.40 31.10 27.70
1/2 hr 33.80 32.00 30.60 29.90 27.30 25.20 23.60
1/4 hr 21.00 20.00 18.90 17.30 15.80 14.70 13.10
5 min 16.30 14.20 13.40 12.40 11.60 10.60 9.30

52 wk 10.60 9.40 8.20 7.50 6.90 6.40 5.90

WAWK-FM

Marathon County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WRIG

1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 9310 9.00
WRIG, Inc., 529 Third St., Wausau, Wis. 54401.
Phone 715-845-4275.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—D. E. Wright, Jr.

2. REPRESENTATIVES
Stone Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:00-1:00 am. CST.

FM FACILITIES
ERP 100,000 w.; 101.9 mc.
Operating schedule: 5:00-1:00 am. CST.
Antenna ht.: 478 ft. above average terrain.

4. AGENCY COMMISSION
15/10 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb. & Cont. Discounts: 60c, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM duplicates AM hours and programs.

TIME RATES
Rates effective September 1, 1964.
Rates received July 9, 1964.

7. PACKAGE PLANS

WEEKLY PACKAGE PLANS
1-MINUTE ANNOUNCEMENTS
1 tl 8.50 15 tl 6.00
5 tl 7.50 20 or more tl 5.00
10 tl 6.50
30 seconds—75% of earned 1-minute rate.
10 seconds—50% of earned 1-minute rate.

WSAU

1937

NAB

WSAU-FM

1947

Subscriber to the NAB Radio Code
Media Code 4 251 9405 7.00
Forward Communications Corp., Box 1088, 1114 Grand Ave., Wausau, Wis. 54401. Phone 715-842-2111.

1. PERSONNEL
President—Richard D. Dudley.
Station Manager—George Bunder.

2. REPRESENTATIVES
Mesker Radio, Inc.
Minneapolis & St. Paul—Harry Hyatt.
South, Southwest—Busby, Finch and Woods, Inc.

3. FACILITIES
5,000 w.; 650 kc. Directional—separate patterns, day and night.
Operating schedule: 24 hours. CST.

FM FACILITIES
ERP 100,000 w.; 95.6 mc.
Operating schedule: 24 hrs. daily. CST.
Antenna ht.: 1,150 ft. above average terrain.

4. AGENCY COMMISSION
15/10 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb. & Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES
No. 13 ET 1/1/68—Rec'd 1/15/68.

AA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MIN: 1x 25x 50x 150x 250x 500x
AA 11.00 10.50 10.00 9.50 9.00 8.00
A 9.00 8.50 8.00 7.50 7.00 6.00
20/30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS
PER WK, 1 MIN: 10 tl 15 tl 20 tl 25 tl 30 tl
AA 10.00 9.50 9.00 8.50 8.00
A 8.00 7.50 7.00 6.50 6.00
20/30 sec: 80% of applicable 1-min.
10 sec: 50% of applicable 1-min.

6. PROGRAM TIME RATES
1x 50x 150x 250x 500x
1/2 hr 60.00 54.00 51.00 48.00 45.00
1/4 hr 35.00 32.00 30.50 29.00 27.50
10 min 25.00 23.00 22.00 21.00 20.00
5 min 16.00 15.00 14.00 13.00 12.00

WAWK-FM

1953

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 251 9500 5.00
Radio Wausau, Inc., an affiliate of Post Corporation, Box 447, 1110 E. Wausau Ave., Wausau, Wis. 54401. Phone 715-84

WEST ALLIS

Milwaukee County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Milwaukee

(including Wauwatosa, West Allis)

WEST BEND (1 AM; 1 FM)

Washington County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

WBKV

Media Code 4 251 9595 5.00
West Bend Broadcasting Co., Box 60, Indiana and Decorah Rd., West Bend, Wis. 53095. Phone 414-334-2344.

- 1. PERSONNEL**
President—A. C. Berkholz.
General Manager—H. H. Berkholz.
- 2. REPRESENTATIVES**
The Dornay Organization, Inc.
- 3. FACILITIES**
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 8 am—local sunset. CST.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 28b.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 71a, 72.

TIME RATES

ET 2/1/69—Rec'd 1/28/69.
6. SPOT ANNOUNCEMENTS

1x	26x	78x	156x	312x
1 min	6.00	5.70	5.00	4.50
20/30 sec	4.95	4.50	4.15	3.80

Spot rates do not apply to participations in newscasts and specialty programs.

7. PACKAGE PLANS

7 days	14 days	30 days		
ROS:	30 tl	40 tl	50 tl	100 tl
1 min	135.00	174.00	215.00	410.00
20/30 sec	114.00	140.00	172.50	335.00

Cannot be combined or accumulated for other discounts.

8. PROGRAM TIME RATES

AA—Mon thru Sun 11:30 am-1 pm; Mon thru Sat 6:30-8 am; Mon thru Fri 3:30-5 pm.	1x	26x	78x	156x	\$12x	
A—Mon thru Sat 6-8:30 am; Mon thru Fri 8-11:30 am; Sun 4-8 pm.	1 hr	50.00	45.05	41.30	37.55	33.80
B—All other times.	1/2 hr: 60% of hr.	1/4 hr: 40% of hr.				

(*) Excludes newscasts.

5 MIN:

AA	12.80	12.00	10.85	9.35	6.80
A	9.80	9.00	8.30	7.50	6.00
B	6.80	6.35	6.00	5.65	5.30

Program rates do not apply to newscasts or specialty programs.

WBKV-FM

1958
Media Code 4 251 9596 3.00
West Bend Broadcasting Co., Box 60, West Bend, Wis. 53095. Phone 414-334-2344.

- 1. PERSONNEL**
President—A. C. Berkholz.
General Manager—H. H. Berkholz.
- 2. REPRESENTATIVES**
The Dornay Organization, Inc.
- 3. FACILITIES**
ERP 32,000 w.; 92.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 28b.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 71a, 72.

TIME RATES

ET 7/1/66—Rec'd 6/2/66.
6. SPOT ANNOUNCEMENTS

1 MIN:	13x	39x	78x	156x
AA	8.25	7.85	6.95	6.10
A	5.50	5.05	4.80	4.15
B	4.00	3.80	3.40	3.00

7. PACKAGE PLANS

PER WK, 1 MIN:	20 tl	30 tl	40 tl	50 tl	60 tl
A	4.15	3.90	3.50	3.10	2.80
B	3.70	3.50	3.35	3.10	3.00

8. PROGRAM TIME RATES

1 HR:	13x	39x	78x	156x
AA	41.30	39.15	34.30	30.45
A	28.90	27.35	24.30	21.30
B	21.30	20.20	18.00	15.70

1/2 hr: 60% of hour. 3 min news: 20% of hour. (D)

WISCONSIN DELLS

Columbia County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WWDA

1969
Media Code 4 251 9625 0.00
WWDA Radio, Box 444, Wisconsin Dells, Wis. 53995. Phone 608-254-2546.

- 1. PERSONNEL**
President—Obed S. Borgen.
General Manager—Jerry A. Hughes.
- 2. REPRESENTATIVES**
William L. Hurley.
- 3. FACILITIES**
500 w.; 890 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 27, 33a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70b, 70c, 71a.

TIME RATES

ET 4/1/69.
6. SPOT ANNOUNCEMENTS

FIXED POSITION:	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.80	7.15	6.50	6.20	5.85	5.55	5.20	5.00

7. PACKAGE PLANS

PER WK, ROS:	1 tl	75 tl	150+
1 min	5.10	4.75	4.30
30 sec	3.25	2.95	2.75
20 sec	3.05	2.75	2.60

8. PROGRAM TIME RATES

FIXED POSITION:	1 hr	1/2 hr	1/4 hr	5 min
1x	63.75	39.00	23.40	11.70
13x	57.20	32.50	21.85	10.95
26x	50.70	30.45	20.30	10.15
52x	49.40	28.50	18.75	9.40
104x	42.90	25.75	17.15	8.60
156x	39.00	23.40	15.60	7.80
260x	35.10	21.00	14.10	7.00
312x	31.20	18.75	12.50	6.65

WISCONSIN RAPIDS

(1 AM; 1 FM)
Wood County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WFHR

1940
Subscriber to the NAB Radio Code

Media Code 4 251 9690 4.00
William F. Huffman Radio, Inc., 220 1st Ave. S., Wisconsin Rapids, Wis. 54494. Phone 715-423-7200.
Other office: 1248 Third St., Stevens Point, Wis. Phone 344-3181.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jack R. Gennaro.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
Southeast, Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**
5,000 w. days (non-directional), 500 w. nights (directional); 1350 kc.
Operating schedule: 8 am-10:30 pm. CST.
Partial simulcast operation. Simulcast 6 am-1 pm Mon thru Sat, 7:30-8 am Sun. For non-simulcast facilities see WWRW (FM).
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 22a, 28c.
Contracts: 40a, 44a.

WISCONSIN

Comb.; Cont. Discounts: 60b, 60i, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
FM facilities: WWRW (FM).
Affiliated with American Entertainment Network.
Member: Wisconsin Network, Inc.

TIME RATES

ET 9/1/68—Rec'd 7/29/68.
6. SPOT ANNOUNCEMENTS

FIXED POSITION:	1x	52x	156x	260x	312x
1 min	9.00	7.50	6.75	6.00	5.30
30 sec	7.20	6.00	5.40	4.80	4.40

7. PACKAGE PLANS

10 tl	15 tl	25 tl	50 tl	
1 min	6.00	5.75	5.25	4.50
30 sec	4.80	4.60	4.20	3.80

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	80	54	36	27

DISCOUNTS

52x—20%	260x—30%
156x—25%	312x—35%

(CR)

WWRW (FM)

1947
Media Code 4 251 9790 2.00
William F. Huffman Radio, Inc., 220 1st Ave. S., Wisconsin Rapids, Wis. 54494. Phone 715-423-7200.
Other Office: 1248 Third St., Stevens Point, Wis. Phone 715-844-3181.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jack R. Gennaro.
- 2. REPRESENTATIVES**
Meeker Radio, Inc.
Southeast, Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**
ERP 73,000 w. (horiz.), 8,500 w. (vert.); 103.3 mc.
Operating schedule: 6 am-11 pm. CST.
Partial simulcast operation. Operated separately 1-11 pm Mon thru Sat, 8 am-11 pm Sun. For simulcast facilities see WFHR.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 22a, 28c.
Contracts: 40a, 44a.
Comb.; Cont. Discounts: 60b, 60i, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
AM facilities: WFHR.
Affiliated with American FM Network.

TIME RATES

ET 1/1/68—Rec'd 5/7/68.
6. SPOT ANNOUNCEMENTS

PER WK:	7 tl	14 tl	21 tl	28 tl	35 tl
13 wk	4.50	4.10	3.75	3.40	3.00
26 wk	4.30	3.90	3.60	3.25	2.85
52 wk	4.05	3.70	3.40	3.00	2.70

7. PACKAGE PLANS (Within 7 days)

50 tl	35 tl	25 tl	15 tl	10 tl	
1 min	3.40	3.75	4.10	4.50	4.90

WYOMING

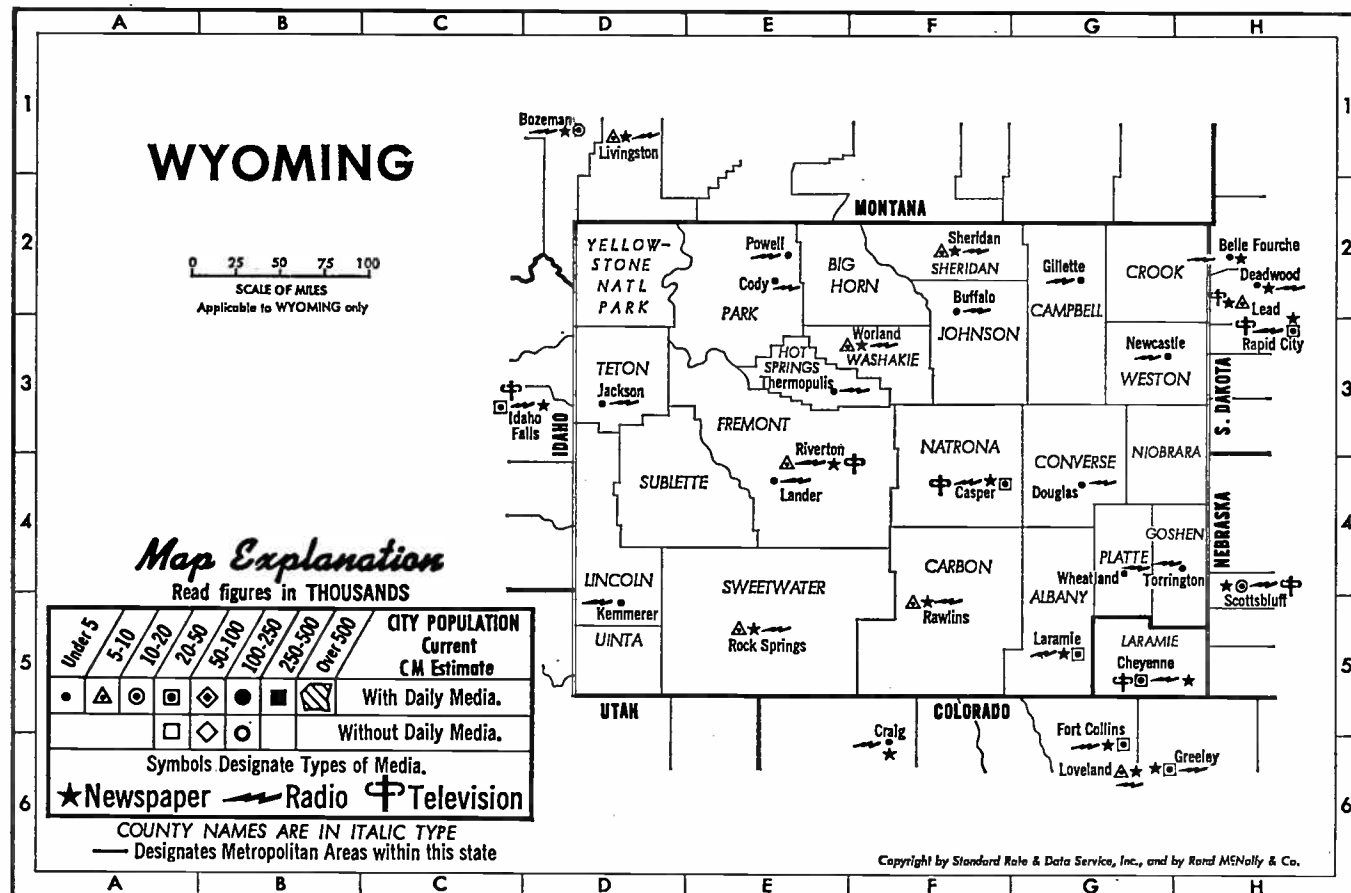
**ADDITIONAL
DAILY MEDIA CITIES
NOT SHOWN ON STATE MAP
RADIO**
Evanston—Uinta County

Radio Household Data

NOTE: County-by-county estimates of Radio Household Data no longer appear in SRDS. With the advent and wide-spread use of the transistor, Radio Household Penetration has reached at least 95% with little variation on a county-by-county basis. There is no way at present to estimate transistor radio ownership — thus SRDS believes further publication of Radio Household Data is meaningless.

Negro Population Data

(January 1, 1969)
STATE TOTAL..... 2,300 Cheyenne 1,200
METRO AREAS Total Metros 1,200



State, County, City, Metro Area Data

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

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.
Casper—Natrona Cheyenne—Laramie

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/69 (000)	Households 1/1/69 (000)	Consumer Spendable Income—1968					Total Retail Sales—		Retail Sales—1968							Passenger Cars 1/1/69 (000)	Farm Population 1/1/69 (000)	Gross Farm Income 1968 (000)		
			Per Household (\$000)	3000 4999	3000 7999	8000 9999	10000 14999	15000 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mtdn. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)	
WYOMING STATE TOTALS	327.6	102.63	845,080	8,234	18.7	27.3	18.4	18.2	10.9	614,796	5,990	125,605	25,126	46,457	26,534	19,598	114,012	65,497	146.20	31.2	229,723
ALBANY G-5	23.8	7.38	45,115	6,113	21.6	39.9	13.7	9.0	2.0	43,494	5,893	8,935	1,430	1,460	2,645	2,020	6,373	5,511	10.22	.7	8,477
BIG HORN E-2	9.3	2.81	23,349	8,309	20.6	18.4	18.6	24.8	10.3	11,771	4,189	2,969	524	641	357	528	1,512	752	4.32	2.5	16,173
CAMPBELL G-2	5.8	1.84	20,392	11,083	16.9	20.5	18.5	22.1	19.3	13,913	7,561	2,538	420	446	704	441	3,595	1,835	4.32	1.3	11,760
CARBON F-4	12.3	3.97	39,871	10,043	15.1	19.7	17.5	25.2	18.3	27,732	6,985	4,657	1,264	1,957	1,138	783	5,116	4,913	5.98	1.2	12,509
CONVERSE G-3	5.7	1.89	15,443	8,171	20.7	22.0	19.3	20.9	10.3	8,601	4,551	1,920	353	143	453	215	1,291	1,377	2.73	1.1	8,441
CROOK G-2	3.8	1.16	10,232	8,821	18.0	18.1	16.7	24.1	12.6	6,393	5,511	2,105	186	194	320		964	1.87	1.4	8,433	
FREMONT E-3	26.9	7.64	58,218	7,620	19.3	24.8	20.3	18.0	9.4	52,798	6,911	11,744	1,926	1,840	2,166	1,707	12,301	4,186	10.57	3.5	14,928
GOSHEN H-4	10.0	3.19	28,424	8,910	21.2	17.7	15.4	19.3	14.4	18,675	5,854	3,371	551	1,000	500	369	3,175	1,025	5.08	3.3	23,801
HOT SPRINGS E-3	6.3	2.05	15,281	7,454	14.4	24.5	20.2	19.9	11.6	7,251	3,537	1,743	468	316	331	237	1,198	853	2.37	.5	4,407
JOHNSON F-3	4.8	1.58	13,755	8,706	21.1	22.2	16.8	19.5	13.3	7,728	4,891	1,713	385	639	135	202	449	1,323	2.98	1.0	7,968
LARAMIE G-5	67.8	21.57	172,668	8,005	20.9	32.1	17.6	15.2	9.1	112,357	5,209	20,920	5,582	11,744	5,123	4,236	21,936	9,133	28.03	1.3	14,249
Cheyenne	48.0	16.04	131,681	8,210						98,526	6,143	18,696	5,385	11,086	5,082	4,101	20,642	7,391			
Cheyenne Metro Area	67.8	21.57	172,668	8,005	20.9	32.1	17.6	15.2	9.1	112,357	5,209	20,920	5,582	11,744	5,123	4,236	21,936	9,133	28.03	1.3	14,249
LINCOLN D-4	8.8	2.55	17,292	6,781	24.2	21.7	19.8	16.6	6.4	13,320	5,224	2,910	483	930	494	45	1,891	1,807	3.32	1.7	8,509
NATRONA F-3	57.5	18.36	148,570	8,092	13.9	29.8	20.8	17.9	12.3	110,042	5,994	23,387	4,983	11,836	4,267	4,794	24,850	9,153	23.66	.5	8,912
Casper	43.3	14.14	119,416	8,445						96,410	6,818	23,377	5,167	11,854	4,465	4,973	23,816	7,299			
NIOBRARA G-3	2.6	.94	10,634	11,313	20.2	17.0	17.5	22.4	17.3	5,512	5,864	997	90	200	148		1,701	764	1.49	.9	7,200
PARK E-2	15.3	4.68	38,540	8,235	18.3	22.2	19.3	21.8	11.7	39,907	8,527	6,996	1,426	5,940	1,100	575	5,696	5,167	7.85	2.6	16,275
PLATTE G-4	5.6	1.84	16,422	8,925	18.8	17.7	17.7	25.7	12.7	11,792	6,409	1,921	457	705	181	211	2,694	2,047	3.04	1.6	11,526
SHERIDAN F-2	16.8	5.49	46,957	8,553	20.3	26.9	16.7	18.0	11.8	36,431	6,636	7,697	1,462	3,495	2,147	1,287	5,694	2,906	8.81	1.7	13,990
SUBLETTE D-4	4.4	1.38	9,445	6,844	24.1	22.5	18.5	16.1	10.1	6,635	4,808	1,378	146	200	75	51	622	1,507	1.57	.9	6,116
SWEETWATER E-5	13.4	4.32	46,787	10,830	15.6	25.2	17.5	24.6	16.5	30,383	7,033	7,452	1,182	918	1,479	975	5,664	4,237	7.29	.3	3,833
TETON D-3	3.1	1.02	10,490	10,284	19.7	22.3	20.1	19.7	15.6	9,406	9,222	1,705	244	138	635	138	929	1,713	2.63	.5	2,557
UINTA D-5	6.7	1.88	15,868	8,440	22.3	23.1	18.4	20.9	12.3	12,876	6,849	2,911	569	1,032	355	122	2,485	1,713	2.88	.7	5,053
WASHAKIE F-3	8.9	2.63	21,087	8,018	15.2	24.9	20.5	19.4	11.9	14,524	5,522	3,253	478	257	1,465	505	2,985	1,063	3.37	1.2	8,734
WESTON G-3	7.6	2.34	18,829	8,047	21.4	24.3	20.2	19.7	11.6	9,893	4,228	2,383	517	426	316	157	1,855	1,552	2.81	.8	5,872
YELLOWSTONE PARK D-2	.4	.12	1,411	11,758	18.6	31.0	23.7	19.8	5.4	3,362	28,017										

(*) Includes Yellowstone National Park portions in Montana and Idaho.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

WYOMING

See SRDS consumer market map and data at beginning of the State.

THIS STATE OBSERVES DAYLIGHT SAVING TIME.

STATE NETWORKS

Intermountain Wyoming Group Intermountain Network

Comprised of:

KRAL—Rawlins
KPOW—Powell
KOWB—Laramie
KVBS—Rock Springs
KWYO—Sheridan
KVOC—Casper
KFBC—Cheyenne

KYCN—Wheatland
KASL—Newcastle
KIML—Gillette
KBBS—Buffalo
KGOB—Torrington
KVOW—Riverton
KMER—Kemmerer

Rates: See Intermountain Network under Regional Radio Networks and Groups.

BUFFALO

Johnson County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KBBS

1956

Media Code 4 252 0300 7.00
KBBS, Inc., Box 892, 90 S. Main St., Buffalo, Wyo.
82834. Phone 307-684-7070.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jeannette Maxwell.
Program Manager—Donna Dawson.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
250 w.; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm. MST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62b, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1962.
Rates received December 15, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES						
	1	1/2	1/4	10	5	1
	br.	hr.	hr.	min.	min.	min.
1 time	26.00	10.40	10.40	7.80	5.20	3.98
26 times	25.48	15.29	10.19	7.64	5.10	3.31
52 times	24.96	14.98	9.98	7.48	4.99	3.24
104 times	24.44	14.66	9.78	7.33	4.88	3.18
156 times	23.92	14.35	9.57	7.17	4.78	3.11
280 times	22.88	13.73	9.15	6.86	4.58	2.97
30 times	2.02	60.60	1.62	48.60	1.01	30.30
624 times	20.80	12.48	8.32	6.24	4.16	2.70

7. PACKAGE PLANS

SATURATION ANNOUNCEMENT PLAN

CLASS A						
(7:00-9:30 am; 4:30-7:00 pm Mon thru Sat)						
	-1 minute-	30 seconds	-10 seconds-			
Per week:	Each	Total	Each	Total	Each	Total
12 times	2.54	30.48	2.03	24.36	1.27	15.24
18 times	2.36	42.48	1.88	33.94	1.18	21.24
24 times	2.20	52.80	1.76	42.24	1.10	26.40
30 times	2.02	60.60	1.62	48.60	1.01	30.30
36 times	1.85	66.96	1.48	53.28	.93	33.48

CLASS B						
(All other times)						
	12 times	18 times	24 times	30 times	36 times	
2.02	24.24	1.62	19.44	1.01	12.12	
1.88	33.48	1.48	26.84	.93	16.74	
1.69	40.56	1.35	32.40	.85	20.40	
1.52	45.60	1.22	36.60	.78	22.80	
1.35	48.60	1.08	38.88	.68	24.48	

CASPER (3AM; 1FM)

Natrona County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KATI

1956



Subscriber to the NAB Radio Code
Media Code 4 252 0600 0.00
Modcom Corporation, Box 2006, Casper, Wyo. 82601.
Phone 307-234-4545.

STATION'S PROGRAMMING DESCRIPTION
KATI: Programmed for general interest with emphasis on young adults.
MUSIC: general popular current hits, and standards.
NEWS: network on hour, local follows network. Inter-
view shows and call-in: 9:15-10 am.
FARM: Interviews 5:30-5:35 am, market report 5:30-
5:35 pm. **SPORTS:** news, interviews twice daily,
play-by-play in season. **RELIGIOUS:** music, services,
Sun before noon. **MUSIC 65%**, news 20%, talk 10%,
sports 5%. **AIR PERSONALITIES** handle all musical
shows. Weather every hour at :15. Scoreboard
every hour at :45. Community events covered on
daily programs and by remote. School news Sun
7:30-10:30 pm. Station editorializes on major local
happenings and participates in fund drives and civic
activities. Contact Representative for further details.
Rec'd 1/6/69.

- PERSONNEL**
President—Patrick H. Meenan.
Vice-Pres. & Gen'l Mgr.—William R. Sims.
Program Director—Larry Payne.
- REPRESENTATIVES**
Adam Young—VTM, Inc.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24b, 24c,
25a, 26, 28a, 29a, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 60j,
62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WY (FM).
Affiliated with CBS.

TIME RATES

SPECIFIED TIMES						
	6 11	12 11	18 11	24 11	30 11	36 11
1 min.	5.10	4.80	4.50	4.20	3.90	3.60
30 sec.	3.85	3.60	3.35	3.10	2.85	2.60
10 sec.	2.80	2.45	2.30	2.16	2.00	1.85

KAWY (FM)

1957

Media Code 4 252 0700 8.00
Modcom Corporation, Box 2008, 1400 Kati Ln., Casper,
Wyo. 82601. Phone 307-234-4545.

STATION'S PROGRAMMING DESCRIPTION
KAWY (FM): Programmed for adults.
NEWS: 1 am, 2 am, 3 am, 4 am, 7 am, 10 am, 2
pm & 6 pm. Weather reports every hour. Program
95% music using general popular music featuring
standards, film music, showtunes, and middle-of-the-
road, 12M-5 pm. Instrumental string orchestra
music featured 5-9 pm. 8-10 pm. Semi-classical
8-9 pm and more serious classical 9-10 pm. Jazz
show Sat 9 pm-12M. A complete symphony broadcast
Sun 6-8 pm. Only 4 sixty second announcements
broadcast per hour. Contact Representative for further
details. Rec'd 12/2/68.

- PERSONNEL**
President—Patrick H. Meenan.
Vice-Pres. & Gen'l Mgr.—William R. Sims.
Station Director—Joel M. Monson.
- REPRESENTATIVES**
Adam Young—VTM, Inc.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
ERP 25,000 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 128 ft. below average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 21d, 22b, 23a, 24b, 24c, 25a,
26, 28a, 29a, 32a.
Contracts: 40a, 41, 44a, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KATI.

TIME RATES

NATIONAL AND LOCAL RATES SAME
ET 11/16/67.

7. PACKAGE PLANS					
PER DAY: (*)					
	1	2	3	4	5
1 mo.	52.50	97.50	178.50	246.50	298.00
3 mo.	49.60	92.50	170.50	234.00	283.00
6 mo.	47.00	88.00	161.50	222.00	268.00
12 mo.	44.50	83.00	152.50	209.50	253.00

(*) 1 every other day.
30 sec: 75% of 1-min.
Guaranteed times, extra 25%.

- SPECIAL FEATURES**
PR MO:
News: 195.00 185.50 175.00 165.50
Weather: 121.50 115.50 109.50 103.50
Time Checks, minimum 5 per day, ea 1.00.

KTWO

1930

NBC Radio Network



JOHN C. BUTLER & COMPANY, INC.



Media Code 4 252 0900 4.00
Harriscode Broadcasting Corp., Box 2717, 4200 E. 2nd
St., Casper, Wyo. 82602. Phone 307-237-3711.
TVX 910-949-4462.

STATION'S PROGRAMMING DESCRIPTION
KTWO: Programmed for adults and young adults.
MUSIC: popular middle-of-the-road. **NEWS:** news
on hour and half hour. 6-9 am, noon-1 pm, 5-6 pm,
emphasis on news, weather, business news, sports
news, farm and ranch news, game and fish report,
stock market. 9 am-noon, 1-5 pm aimed at women
with minor news emphasis. **SPORTS:** university and
high school football and basketball. Pro-amateur golf
tournament, network sports. 2 min sports reports at
:45. Other specials. General: 8 air personalities
emcee operation and are available for remote broad-
casts. Station editorials. PSA local, statewide and
national. Contact Representative for further details.
Rec'd 12/10/68.

- PERSONNEL**
President—Burt Harris.
Vice-Pres. & Gen'l Mgr.—Jack Rosenthal.
Station Manager—Fred Burgi.
- REPRESENTATIVES**
John C. Butler & Company, Inc.
Denver—John L. McGuire.
Portland, Seattle—Art Moore & Assoc., Inc.
- FACILITIES**
10,000 w.; 1030 kc. Directional. Clear channel.
Operating schedule: 5:30-1 am. MST.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23b, 23a, 24b, 25a, 26, 28a,
29a.
Contracts: 42b, 45, 46.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with NBC.

TIME RATES

ET 1/1/69—Rec'd 11/27/68.						
AA—Mon thru Sat 8:30-8:30 am, noon-1 pm & 4:30- 6:30 pm.						
A—Mon thru Sat 8:30 am-noon & 1-4:30 pm; Sun 6:30 am-noon.						
B—Mon thru Sun 5:30-6:30 am; Mon thru Sat 6:30 pm-1 am; Sun noon-1 am.						
6. SPOT ANNOUNCEMENTS						
CLASS AA						
PER WK:	(*)	6 11	12 11	18 11	24 11	30 11
1 min.	8.00	7.00	6.50	6.00	5.60	5.00
30 sec.	6.40	5.60	5.20	4.80	4.40	4.00

(*) Specified Position.

WYOMING

Spots staggered within time periods except Specified
Fixed Position.

CLASS A						
PER WK:	6 11	12 11	18 11	24 11	30 11	
1 min.	5.50	5.10	4.70	4.30	3.90	
30 sec.	4.40	4.10	3.75	3.45	3.10	

CLASS B						
1 min.	3.50	3.30	3.10	2.90	2.70	
30 sec.	2.80	2.65	2.50	2.35	2.15	

10 sec spots—50% of 1-min rate.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS						
PLANS:	6 11	12 11	18 11	24 11	30 11	
I (1/2AA, 1/2A)	35	65	89	107	120	
II (1/3AA, 1/3A, 1/3B)	30	56	77	93	105	
III (1/2A, 1/2B)	26	47	65	80	90	

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

CLASS AA						
	1x	13x	25x	52x	104x	156x
1/2 hr.	50.00	47.00	44.00	41.00	38.00	35.00
1/4 hr.	35.00	33.50	32.00	30.50	29.00	27.50
10 min.	28.00	28.00	27.00	26.00	25.00	24.00
5 min.	25.00	24.25	23.50	22.75	22.00	21.25

CLASS A						
	1x	13x	25x	52x	104x	156x
1/2 hr.	46.00	43.00	40.00	37.00	34.00	31.00
1/4 hr.	32.00	30.50	29.00	27.50	26.00	24.50
10 min.	26.00	25.00	24.00	23.00	22.00	21.00
5 min.	22.00	21.25	20.50	19.75	19.00	18.25

CLASS B						
	1x	13x	25x	52x	104x	156x
1/2 hr.	41.00	38.00	35.00	32.00	29.00	26.00
1/4 hr.	28.00	26.50	25.00	23.50	22.00	20.50
10 min.	22.00	21.00	20.00	19.00	18.00	17.00
5 min.	18.00	17.25	16.50	15.75	15.00	14.25

1 hr: Additional 80% of 1/2 hr rate.

KVOC

1946



Media Code 4 252 1200 6.00
KVOC, Inc., Box 2090, 2323 E. 15th St., Casper,
Wyo. 82601. Phone 307-265-2727.

STATION'S PROGRAMMING DESCRIPTION
KVOC: Programmed for adults in all categories.
News and informational features combined with modern
country and western music. Women's show 9
am, fashions, cosmetics, etc. and interviews. Ranch
report 12:30 pm, livestock information, county agent
and interviews. Community bulletin board, lost and
found, weather and 1 min features throughout broad-
cast day. Evening discussion program. **SPORTS:**
heavy local coverage of baseball, basketball, football,
etc. Football includes university also, major, local
rodeos. Personalities for music periods with comedy.
6:30-8 am morning drive time and 5-6 pm evening
programming targeted to males. Many special events.
Contact Representative for further details. Rec'd
12/11/67.

- PERSONNEL**
President—Harry Bubeck.
General Manager—Sidney King.
- REPRESENTATIVES**
Edward Petry & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1330 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 21b, 21c, 21d, 23b, 24b, 28b, 28c, 29a,
30.
Contracts: 41, 46, 47a, 48.
Cancellation: 70b, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

No. 26 ET 8/15/68—Rec'd 1/30/69.

6. SPOT ANNOUNCEMENTS						
	1x	25x	52x	104x	156x	280x
*1 min	6.50	6.37	6.24	6.11	5.98	5.72
	5.46	5.28	5.15	5.02	4.89	4.76

(*) 1 minute, 100 words or less.

7. PACKAGE PLANS						
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.						
B—All other times.						
SATURATION ANNOUNCEMENT PLAN						
PER WK:	12 11	18 11	24 11	30 11	36 11	</

WYOMING

CHEYENNE (4 AM; 1 FM)

Laramie County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KCGO

1959

Media Code 4 252 1500 1.00
North Star Broadcasting Co., Box 1383, Cheyenne, Wyo. 82001. Phone 307-634-7975.

STATION'S PROGRAMMING DESCRIPTION
KCGO: Programmed for everyone's interest with emphasis on young adult.
AIR PERSONALITIES host most of operation. NEWS: seven 15 min major news blocks and three 10 min news blocks. Special news reports any time. Emphasis on local and regional news with 2 man news staff. UPI wire service. Weather every 20 min. MUSIC: current hits with standards. Features: sports corner, 5 min 7:15 am, 12:15 pm & 5:15 pm, M-Sat. Ladies show at 11 am, 5 min M-F. Community calendar 3 times daily, M-Sun. Kaleidoscope, 1 hour talk-interview show, M-F. Graffiti, funny contest and prizes show, evenings 2 hours, M-F. Live coverage of university sports and local sports in season. Contact Representative for further details. Rec'd 6/2/69.

- PERSONNEL**
President—George McCarthy.
Secretary—Robert Chevalier.
General Manager—R. G. Rick Lillemoen.
- REPRESENTATIVES**
New York—Adam Young-Western States Radio Empire Division.
Denver—Adam Young-Mountain Radio Group.
- FACILITIES**
1,000 w.; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

No. 1 ET 11/1/68—Rec'd 10/21/68.

SPOT ANNOUNCEMENTS	1x	15x	195x	250x	325x	500x
1 min	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.25	4.00	3.75	3.50	3.25

PROGRAM TIME RATES

PER WK:	1x	15x	28x	52x	158x	260x	300x
1 hr.	50.50	40.00	47.50	46.00	44.50	43.00	41.50
1/2 hr.	31.50	30.50	29.50	28.50	27.50	26.50	25.50
1/4 hr.	19.50	18.50	17.50	16.50	15.50	14.50	13.50
5 min.	10.50	10.00	9.50	9.00	8.50	8.00	7.50

SPECIAL FEATURES
University of Wyoming Football, per game..... 50

KFBC

1940

Subscriber to the NAB Radio Code
Media Code 4 252 1800 5.00
Frontier Broadcasting Co., 2923 E. Lincolnway, Cheyenne, Wyo. 82001.

- PERSONNEL**
General Manager—W. C. Grove.
Station Manager—Larry Hieff.
Program Director—Donna Kalley.
- REPRESENTATIVES**
Edward Perry & Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00-12:05 am weekdays; 7:00-12:05 am Sun. MST.
- AGENCY COMMISSION**
15% time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 30.
Contracts: 40c, 44b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

No. 26 ET 6/1/67—Rec'd 5/23/67.

SPOT ANNOUNCEMENTS
1 MINUTE, 100 WORDS OR LESS

PER SPOT	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	6.50	6.05	5.90	5.20	4.75
30 sec.	5.20	4.85	4.75	4.15	3.90
10 sec.	3.25	3.05	2.95	2.60	2.35

CLASS A

PER SPOT	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	5.20	4.75	4.30	3.90	3.45
30 sec.	4.15	3.80	3.45	3.10	2.75
10 sec.	2.60	2.35	2.15	1.95	1.70

CLASS B

PER SPOT	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	5.00	4.55	4.10	3.70	3.25
30 sec.	4.00	3.65	3.25	2.90	2.55
10 sec.	2.50	2.25	2.00	1.80	1.60

PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	38.00	20.00	15.00	10.00
26 x	49.00	37.24	19.60	14.70	9.80
52 x	48.00	36.48	19.20	14.40	9.60
104 x	47.00	35.72	18.80	14.10	9.40
158 x	46.00	34.96	18.40	13.80	9.20
260 x	44.00	33.44	17.60	13.20	8.80
312 x	42.00	31.92	16.80	12.60	8.40
624 x	40.00	30.40	16.00	12.00	8.00

KRAE

1961

Subscriber to the NAB Radio Code
Media Code 4 252 2100 9.00
Radio Cheyenne, Inc., Box 189, 2109 E. 10th St., Cheyenne, Wyo. 82001. Phone 307-634-5723, 307-632-5898.

STATION'S PROGRAMMING DESCRIPTION
KRAE: Programmed for adults and young adults. 6 air personalities. Hourly news plus on-the-scene coverage. MUSIC: general popular sign-on 3 pm, thereafter current hits M-F. Weekends general popular, alternating current hits with standards. 4 hours talk and news daily, including news, weather, sports blocks 7:30-8 am & 12:30-1 pm. Telephone call-in, interviews, discussions, swap shop M-F. Weekend features: country and western personality show 6-7:30 am Sat. Spanish music personality show Sun 11:30 am-1 pm. Railroad train crew call board 4 times daily. Live coverage of rodeos, parades, celebrations, special events. Contact Representative for further details. Rec'd 8/3/67.

- PERSONNEL**
President—Louis C. Erck.
Manager—Tom Bauman.
Sales Manager—Dave Gustavson.
- REPRESENTATIVES**
PRO Time Sales, Inc.
- FACILITIES**
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. MST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

Rates effective June 1, 1965.
Rates received June 28, 1965.

SPOT ANNOUNCEMENTS

1 min	30 sec	15 min	30 sec
1 tl	6.00	4.50	1.56
26 tl	5.75	4.40	2.00
52 tl	5.50	4.30	2.12
104 tl	5.25	4.20	2.24

PROGRAM TIME RATES

1/4 hr	10 min	5 min
1 tl	18.00	14.00
26 tl	17.50	13.60
52 tl	17.00	13.20
104 tl	16.50	12.80
156 tl	16.00	12.40
260 tl	15.50	12.00
312 tl	15.00	11.60
624 tl	14.50	11.20

- SPECIAL FEATURES**
Newscasts: 7:30 am and :55 after the hour.
5 minutes regular rates plus 1.00; 15 minutes plus 3.00.

KWVO

1952

Media Code 4 252 2400 3.00
Cheyenne Broadcasting Co., Inc., Box 926, Cheyenne, Wyo. 82001. Phone 307-632-6433.

- PERSONNEL**
Pres. & Gen'l Mgr.—Leo R. Morris.
Sales Representative—Jim Gysel.
Prog. Dir. & Sales Rep.—Les Close.
- REPRESENTATIVES**
The Devney Organization, Inc.
West Coast—The Sandberg-Glenn Company.
Denver—John L. McGuire & Co.
- FACILITIES**
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL RATE POLICY**
Member: Country Music Network.

NATIONAL AND LOCAL RATES SAME

Rates effective September 1, 1963.
Rates received September 4, 1963.

SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 tl	5.00	3.50
52 tl	4.75	3.25
104 tl	4.50	3.00
156 tl	4.00	2.75
260 tl	3.50	2.50
312 tl	3.00	2.25

PROGRAM TIME RATES

PER WK:	10 SECONDS	30 SECONDS	1 MINUTE
20 tl, minimum	1.75	2.50	3.00
10 tl, minimum	1.00	1.50	2.00
20 tl, minimum	1.75	2.50	3.00
10 tl, minimum	1.00	1.50	2.00

PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	40.00	25.00	16.50	12.15
52 tl	37.50	22.50	14.75	10.90
104 tl	35.00	20.00	13.00	9.80
156 tl	32.50	17.50	11.25	8.50
260 tl	30.00	15.00	10.00	7.50
312 tl	27.50	12.50	9.00	6.50

KWVO-FM

1961

Media Code 4 252 2401 1.00
Cheyenne Broadcasting Co., Inc., Box 926, Cheyenne, Wyo. 82001. Phone 307-632-6433.

- PERSONNEL**
Pres. & Gen'l Mgr.—Leo R. Morris.
Program Director—Jimmy Dallas.
- REPRESENTATIVES**
The Devney Organization, Inc.
West Coast—The Sandberg-Glenn Company.
Denver—John L. McGuire & Co.
- FACILITIES**
ERP 610 w.; 106.3 mc.
Operating schedule: 1:00-10:00 pm Mon thru Sat. MST.
Antenna ht.: 200 ft. above average terrain.

- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
FM operated separately from AM.

TIME RATES

Rates are identical to KWVO. See that listing.

CODY

Park County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KODI

1947

Subscriber to the NAB Radio Code
Media Code 4 252 3000 0.00
KODI, Inc., Box 1222, 1253 Sheridan Ave., Cody, Wyo. 82414. Phone 307-587-2212.

- PERSONNEL**
President & Manager—Lyle D. Ellis.
- FACILITIES**
1,000 w. days, 250 w. night; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 28b, 29a.
Contracts: 40a, 42a, 45, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 71b, 73a.

NATIONAL AND LOCAL RATES SAME

ET 1/1/68—Rec'd 11/4/68.

SPOT ANNOUNCEMENTS

1 min	30 sec	15 min	30 sec	50+
1 tl	3.50	3.25	3.00	2.80
30 sec	2.90	2.70	2.50	2.35

PROGRAM TIME RATES

5 min	10 min	1/4 hr
1 x	8	10
50	8	10
104 x	7	8

SPECIAL FEATURES
Political—1x rates apply.
Religious—15% discount.

DOUGLAS

Converse County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KWIV

1957

Media Code 4 252 3300 4.00
Radio Station KWIV, Box 114, West Yellowstone Hwy., Douglas, Wyo. 82633. Phone 307-358-2768.

- PERSONNEL**
Pres. & Gen'l Mgr.—Claud M. Pettit.
Station Manager—J. W. Summers.
- FACILITIES**
250 w.; 1050 kc. Non-directional.
Operating schedule: Daytime. MST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS Radio Network.

TIME RATES

Rates effective June 25, 1965. (Card No. 2.)
Card received June 25, 1965.

SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
1 tl	3.80	3.00
52 tl	3.60	2.85
104 tl	3.40	2.70
156 tl	3.20	2.55
260 tl	2.90	2.30

PROGRAM TIME RATES

PER WK:	30 sec	1 min
20 tl	176	258
40 tl	96	136
60 tl	138	198

EVANSTON

Uinta County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KEVA

1953

Media Code 4 252 3600 7.00
KEVA, Inc., Box 190, Park Rd., Evanston, Wyo. 82930. Phone 307-789-3110.

- PERSONNEL**
General Manager—Edward R. Gries.
Chief Eng. & Prog. Dir.—Alton E. Tolson.
Traffic Director—Luellen Tolson.
- REPRESENTATIVES**
Adam Young-Western States Radio Empire Division.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**
15/0; 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2b, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 44a, 47a, 48, 51a.
Comb.: Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81.

TIME RATES

No. 1A ET 8/1/69—Rec'd 3/10/69.

SPOT ANNOUNCEMENTS

30 sec	4 min
1 min	4

SPOT ANNOUNCEMENTS

PER WK, EA:

6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	2.60	2.60	2.40	2.30	2.20
30 sec	2.10	2.00	1.90	1.80	1.70
10 sec	1.30	1.25	1.20	1.15	1.10

Annual Flight Contract advertisers using 15b, 26b, 312 or 624 spots within a 52-week period will earn the 18, 24, 30 or 36 plan rates, regardless of number of spots run in any 1 week. In the event contract is not fulfilled, schedules will be adjusted to rate earned each week.
All spots, regardless of length, may be combined to earn frequency.

PROGRAM TIME RATES

PER WK, EA:

1/4 hr	10 min	5 min
1 tl	10	8
3 tl	9	7
6 tl	8	6

Minimum 15 weeks.

GILLETTE

Campbell County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KIML

1957

Subscriber to the NAB Radio Code
Media Code 4 252 3900 1.00
Gillette Broadcasting Co., Box 1009, Gillette, Wyo. 82716.
Studio—405 Lakeside Ave., Gillette, Wyo. Phone 307-682-4747.

- PERSONNEL**
President—William H. Edelman.
Manager—Roy A. Mapel.
- REPRESENTATIVES**
Edward Perry & Co., Inc.
- FACILITIES**
5,000 w.; 1270 kc. Non-directional.
Operating schedule: 17 hours daily. MST.
- AGENCY COMMISSION**
15% to recognized agencies. Bills payable by 10th.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 26, 28c, 29b, 33b.
Contracts: 40a, 41, 42b, 42d, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MDS Network.
Affiliated with American Information Network.
Member: Intermountain Network.

Jackson—KSGT—Continued

7. PACKAGE PLANS
(To be used in 30-day period)

30 sec.	1 hr.	25 ft	50 ft	75 ft	100+
4.00	3.80	3.60	3.40	3.20	
1 min.	6.00	5.70	5.40	5.10	4.80
5 min.	7.10	6.85	6.50	6.15	5.85

8. PROGRAM TIME RATES

5 min	1/4 hr	1/2 hr	1 hr
7	14	21	35

KEMMERER

Lincoln County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KMER

1962

Subscriber to the NAB Radio Code
Media Code 4 252 4500 8.00
Lincoln Broadcasting Co. Inc., Box 432, Kemmerer, Wyo. 83101. Phone 307-877-4422.

STATION'S PROGRAMMING DESCRIPTION
KMER: Programmed for adults.
5 min network and local news every hour at :60 and weather each hour on half hour. 6-10 am country and western and middle-of-the-road music. 10 am-noon current hits. Noon-1 pm farm state and national news. 1-3 pm middle-of-the-road music, show-tunes, standards. 3-5 pm top ten tunes and reports on teen functions. 5-9 pm standards featuring instrumental. SPORTS: all university and high school sports. Results reported 7 am, 1 pm & 5 pm daily. 1-3 pm Sun 2 hours classical music. Contact Representative for further details. Rec'd 2/29/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bruce R. Hymas.
Vice-President—Samuel L. Hymas.
Station Manager—Fred D. Bond.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w.; 950 kc. Non-directional.
Operating schedule: 8 am-10 am sunset. MST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a.

Rate Protection: 11b.
Basic Rates: 20b, 21a, 21b, 23a, 24c.
Contracts: 43, 44b, 47b, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 73a.

Prod. Services: 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
No. 2 ET 10/1/68—Rec'd 9/30/68.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec
4.00	3.00	2.00
2.80	2.50	1.85
2.50	2.00	1.75
3.25	2.40	1.60
3.00	2.20	1.50
2.75	2.00	1.35
2.50	1.80	1.25
2.25	1.60	1.10

All announcements regardless of length may be combined to earn frequency.

7. PACKAGE PLANS
(To be used with 7 days)

PER WK:	1 min	30 sec	10 sec
10 ft	3.75	2.80	1.85
15 ft	3.50	2.60	1.75
20 ft	3.25	2.40	1.60
25 ft	3.00	2.20	1.50
30 ft	2.75	2.00	1.35
35 ft	2.50	1.80	1.25
40 ft	2.25	1.60	1.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
40.00	24.00	16.00	12.00	8.00
37.50	22.50	15.00	11.25	7.50
35.00	21.00	14.00	10.50	7.00
32.50	19.50	13.00	9.75	6.50
30.00	18.00	12.00	9.00	6.00
27.50	16.50	11.00	8.25	5.50
25.00	15.00	10.00	7.50	5.00
22.50	13.50	9.00	6.75	4.50

9. SPECIAL FEATURES

1 6-min News, 5 days per wk, per mo.	85
1 15-min News, 5 days per wk, per mo.	150
Headlines (5 a day, 6 days a wk), per mo.	150

SPORTSCASTS
Football, basketball, per game. 140

LANDER
Fremont County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KOVE

1948

Subscriber to the NAB Radio Code
Media Code 4 252 5400 0.00
Curt Gowdy Enterprises, Inc., Box 1290, Laramie, Wyo. 82070. Phone 307-745-4888.

1. PERSONNEL
President—Curt Gowdy.
Manager—Jim Ballas.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w.; 1290 kc. Directional.
Operating schedule: 5:55 am-midnight daily. MST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
No. 3 ET 4/1/67—Rec'd 5/8/67.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	15 ft	30 ft	60 ft
4.00	2.65	2.25	2.00	1.75
2.25	2.00	1.80	1.55	1.30

7. PACKAGE PLANS
PER WK, 7 DAYS:

Es	2.45	2.10	1.70
PER MO, 30 DAYS:	50 ft	100 ft	
Es	2.00	1.60	

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
40.25	24.15	16.10	12.00	8.00
36.25	21.75	14.50	10.50	7.00
32.25	19.35	12.80	9.00	6.00
28.25	16.95	11.20	7.75	5.25
24.25	14.50	9.70	6.75	4.85
20.25	12.10	8.20	5.85	4.25

9. SPECIAL FEATURES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
40.25	24.15	16.10	12.00	8.00
36.25	21.75	14.50	10.50	7.00
32.25	19.35	12.80	9.00	6.00
28.25	16.95	11.20	7.75	5.25
24.25	14.50	9.70	6.75	4.85
20.25	12.10	8.20	5.85	4.25

10. SPORTSCASTS
Football, basketball, per game. 140

NEWCASTLE
Weston County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

TIME RATES

Rates effective April 1, 1961.
Rates received April 8, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1-52 times	40.00	24.00	16.00	12.00	8.00	5.00
104 times	38.00	22.80	15.20	11.40	7.60	4.70
156 times	36.00	21.60	14.40	10.80	7.20	4.50
208 times	34.00	20.40	13.60	10.20	6.80	4.25
260 times	32.00	19.20	12.80	9.40	6.40	4.00
312 times	30.00	18.00	12.00	9.00	6.00	3.70

(*) 1 minute, 100 words or less.

NEWCASTLE

Weston County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KASL

1953

Subscriber to the NAB Radio Code
Media Code 4 252 5700 3.00
Northeast Wyoming Broadcasters, Inc., 216 W. Main, Newcastle, Wyo. 82701. Phone 307-746-2721, 2722.

1. PERSONNEL
Station Manager—Gary L. Smith.
General Manager—Max Wyman.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.

Operating schedule: 6:00 am-10:00 pm weekdays;
7:00 am-8:00 pm Sun. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 47a, 48.

Comb.; Cont. Discounts: 60a, 61a, 61b, 62a.
Cancellation: 71a, 73a.

Affiliated with MBS Radio Network.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1962.
Rates received December 15, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
26.00	15.60	10.40	7.80	5.20
25.48	15.29	10.19	7.64	5.10
24.96	14.98	9.98	7.48	4.99
24.44	14.66	9.78	7.32	4.88
23.92	14.35	9.57	7.17	4.78
23.40	14.04	9.36	7.02	4.68
22.88	13.73	9.15	6.86	4.58
22.36	13.42	8.94	6.71	4.48
21.84	13.11	8.74	6.55	4.37
21.32	12.80	8.53	6.40	4.26

7. PACKAGE PLANS
SATURATION ANNOUNCEMENT PLAN
CLASS A
(7:00-9:30 am, 4:30-7:00 pm Mon thru Sat)
-1 minute -10 seconds

Per week:	Each Total	Each Total	Each Total
12 times	2.54 30.48	2.03 24.36	1.27 15.24
18 times	2.36 42.48	1.88 33.94	1.18 21.24
24 times	2.20 52.80	1.76 42.24	1.10 26.40
30 times	2.02 60.60	1.62 48.60	1.01 30.30
36 times	1.86 69.96	1.48 53.28	.93 35.48

(All other times)

12 times	2.02 24.24	1.62 19.44	1.01 12.12
18 times	1.86 33.48	1.48 26.64	.93 16.74
24 times	1.69 40.56	1.35 32.40	.85 20.40
30 times	1.52 45.60	1.22 36.60	.78 22.80
36 times	1.35 48.60	1.08 38.88	.68 24.48

10. SPECIAL FEATURES
Weather and road conditions 2 times daily from Wyoming Highway Department. Participations available.
Weather: Time rate, plus time charge if applicable.
Sports: Time rate, talent plus time charges; football, basketball, wrestling and bowling.

LARAMIE (2 AM)

Albany County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KLME

1962

Subscriber to the NAB Radio Code
Media Code 4 252 5100 6.00
Albany Broadcasting, Inc., Box 81A, Laramie, Wyo. 82070. Phone 307-745-7396.
Studios: 410 3rd, Laramie, Wyo. 82070.

1. PERSONNEL
President—Merlin T. Obie.
Vice-Pres. & Gen'l Mgr.—William W. Utton.
Sec'y & Treas.—John G. French.

2. REPRESENTATIVES
George T. Hopewell, Inc.
John L. McGuire & Co.

3. FACILITIES
5,000 w.; 1490 kc. Non-directional.
Operating schedule: 6:00 am-midnight. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25c, 26, 28b, 28c, 29a.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a.

Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 ET 4/1/67—Rec'd 5/8/67.

6. SPOT ANNOUNCEMENTS

1 min.	30 sec.	15 ft	30 ft	60 ft
4.00	2.65	2.25	2.00	1.75
2.25	2.00	1.80	1.55	1.30

7. PACKAGE PLANS
PER WK, 7 DAYS:

Es	2.45	2.10	1.70
PER MO, 30 DAYS:	50 ft	100 ft	
Es	2.00	1.60	

8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
40.25	24.15	16.10	12.00	8.00
36.25	21.75	14.50	10.50	7.00
32.25	19.35	12.80	9.00	6.00
28.25	16.95	11.20	7.75	5.25
24.25	14.50	9.70	6.75	4.85
20.25	12.10	8.20	5.85	4.25

9. SPECIAL FEATURES

1 hr.	1/2 hr.	1/4 hr.	10 min	5 min
40.25	24.15	16.10	12.00	8.00
36.25	21.75	14.50	10.50	7.00
32.25	19.35	12.80	9.00	6.00
28.25	16.95	11.20	7.75	5.25
24.25	14.50	9.70	6.75	4.85
20.25	12.10	8.20	5.85	4.25

10. SPORTSCASTS
Football, basketball, per game. 140

POWELL
Park County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KPOW

1941

Subscriber to the NAB Radio Code
Media Code 4 252 6000 7.00
KPOW, Inc., Box 968, Willow Rd., Powell, Wyo. 82435. Phone 307-754-2421.

1. PERSONNEL
Manager—William A. Mack.

2. REPRESENTATIVES
Edward Petry & Co., Inc.

3. FACILITIES
5,000 w.; 1260 kc. Directional—night only.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a.

Rate Protection: 15b.
Basic Rates: 20a, 22a, 24a, 24b, 26.

Contracts: 48.
Comb.; Cont. Discounts: 60k, 61b, 61c, 62e.
Cancellation: 73a.

Affiliated with MBS Radio Network.
Affiliated with American Information Network.
Member: Intermountain Network.

WYOMING

Riverton—KVOW—Continued

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS Radio Network.
Member: Intermountain Network.

TIME RATES

Rates effective March 1, 1964. (Card No. 1)
Card received April 29, 1964.
Class A—7:00-9:30 am and 4:30-7:00 pm Mon thru Sat.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR 100 WORDS OR LESS			
1 time	4.29	156 times	3.94
26 times	4.20	260 times	3.77
52 times	4.11	512 times	3.60
104 times	4.03	624 times	3.43

7. PACKAGE PLANS

SATURATION ANNOUNCEMENT PLAN			
CLASS A			
PER WK:	ea	tot	ea
12 times	3.22	38.64	2.58
18 times	3.00	54.00	2.40
24 times	2.78	66.72	2.22
30 times	2.57	77.10	2.05
36 times	2.35	84.96	1.89
CLASS B			
12 times	2.58	30.96	2.06
18 times	2.36	42.48	1.88
24 times	2.15	51.60	1.72
30 times	1.93	57.90	1.54
36 times	1.72	61.92	1.38

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	33.00	19.80	13.20	9.90
26 times	32.34	19.40	12.93	9.70
52 times	31.68	19.00	12.67	9.50
104 times	31.02	18.61	12.40	9.30
156 times	30.36	18.21	12.14	9.10
260 times	29.04	17.42	11.61	8.71
312 times	27.72	16.63	11.08	8.31
624 times	26.40	15.84	10.56	7.92

ROCK SPRINGS

Sweetwater County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KVRS

1938

Subscriber to the NAB Radio Code
Media Code 4 252 6900 8.00
Wyoming Broadcasting Co., Box 1629, Rock Springs,
Wyo. 82901. Phone 307-362-3793.

1. PERSONNEL

President—D. G. Richardson.
Manager—Mal Wyman.
Commercial Manager—Jim Meredith.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 1360 kc.
Directional—light only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 24a, 26, 28b.
Contracts: 40a, 42b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

Rates effective July 1, 1962.
Rates received September 10, 1962.

6. SPOT ANNOUNCEMENTS

(100 words or less, 1 minute)			
1 time	4.20	156 times	3.94
26 times	4.20	260 times	3.77
52 times	4.11	512 times	3.60
104 times	4.03	624 times	3.43

7. PACKAGE PLANS

SATURATION ANNOUNCEMENT PLAN			
CLASS A			
Per week:	Each	Total	Each
12 times	3.22	38.64	2.58
18 times	3.00	54.00	2.40
24 times	2.78	66.72	2.22
30 times	2.57	77.10	2.05
36 times	2.35	84.96	1.89
CLASS B			
12 times	2.58	30.96	2.06
18 times	2.36	42.48	1.88
24 times	2.15	51.60	1.72
30 times	1.93	57.90	1.54
36 times	1.72	61.92	1.38

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	33.00	19.80	13.20	9.90
26 times	32.34	19.40	12.93	9.70
52 times	31.68	19.00	12.67	9.50
104 times	31.02	18.61	12.40	9.30
156 times	30.36	18.21	12.14	9.10
260 times	29.04	17.42	11.61	8.71
312 times	27.72	16.63	11.08	8.31
624 times	26.40	15.84	10.56	7.92

SHERIDAN (2 AM)

Sheridan County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KROE

1961



Subscriber to the NAB Radio Code
Media Code 4 252 7200 2.00
Sheridan Broadcasting Co., Inc., Box 1348, 21 N.
Main, Sheridan, Wyo. 82801. Phone 307-674-4323.

STATION'S PROGRAMMING DESCRIPTION
KROE: Adult programming. Ranch-farm audience
6-8 am. M-Sat with country and western music 53%,
general popular 10%, local, regional, national, farm,
weather, sports news. General interest 8 am-6 pm
M-Sat with general popular music, middle-of-the-
road 68%, news 17%, features 15%. General interest
6 am-6 pm Sun with general popular music 75%,
news 14%, features 11%. Contact Representative for
further details. Rec'd 7/19/67.

1. PERSONNEL

President—Sam Rosenthal.

General Manager—Ed Niehary.

2. REPRESENTATIVES
Meeker Radio, Inc.
South, Southwest—Busby, Finch and Woods, Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES

1,000 w.; 930 kc. Non-directional.

4. AGENCY COMMISSION
Operating schedule: 6 am-7:00 am sunset. MST.
15/0 time only; 10% of following month.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 21b, 22a, 23a, 25a, 28b.
Contracts: 45.
Comb.; Cont. Discounts: 60a, 62d.

NATIONAL AND LOCAL RATES SAME

No. 6 ET Rec'd 3/5/69.

6. SPOT ANNOUNCEMENTS

1 MINUTE					
PER MO:	1 mo	3 mo	6 mo	9 mo	12 mo
90 times	2.20	2.10	2.00	1.90	1.80
90 times	2.20	2.10	2.00	1.90	1.80
90 times	2.50	2.30	2.20	2.10	2.00
15 times	3.00	2.80	2.70	2.60	2.50

30 SECONDS					
90 times	1.80	1.70	1.60	1.50	1.40
90 times	1.90	1.80	1.70	1.60	1.50
90 times	2.10	1.90	1.80	1.70	1.60
15 times	2.50	2.30	2.20	2.10	2.00

7. PACKAGE PLANS

WKLY:	10 times	15 times	20 times	30 times
1 min	2.80	2.40	2.20	2.00
30 sec	2.20	2.00	1.80	1.60

8. PROGRAM TIME RATES

SATURATION ANNOUNCEMENT PLAN					
CLASS A					
1 min	1/2 hr	1/4 hr	10 min	5 min	30 sec
1 time	7.00	6.60	6.20	5.80	5.40
10 min	8.50	8.10	7.70	7.30	6.90
1/4 hr	11.00	10.60	10.20	9.80	9.40
1/2 hr	18.00	17.20	16.40	15.60	14.80
1 hr	29.00	27.80	26.60	25.40	24.20

KWYO

1934



Subscriber to the NAB Radio Code
Media Code 4 252 7500 5.00
Big Horn Broadcasting Co., 140 E. Loucks, Sheridan,
Wyo. 82801. Phone 307-674-4451.

STATION'S PROGRAMMING DESCRIPTION
KWYO: Programmed for teenagers, young adults,
and adults.
Local news at 7:30 am, 8:25 am, 12:10 pm & 6 pm
daily. Emphasis on local news. Network news at
5:55 and network features and shows. Local editorial-
izing. MUSIC: middle-of-the-road with special seg-
ments of classical, country and western, dixieland,
popular, showtunes and trend music. COMMERCIAL
POLICY: 18 minute limit of commercial continuity
in a one hour period. No laxative commercials. Con-
tact Representative for further details. Rec'd 7/24/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Don Tannehill.

Station Manager—Don Harris.

Sales Manager—F. C. "Zek" Taggart.

2. REPRESENTATIVES

Edward Petry & Co., Inc.

3. FACILITIES

1,000 w. days; 500 w. nights; 1410 kc.

Non-directional.
Operating schedule: 6:00 am-11:00 pm. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 25b, 26,
27, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60d, 61b, 62a.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Intermountain Network.

TIME RATES

ET Rec'd 3/31/66.

6. SPOT ANNOUNCEMENTS

(1 minute or less or 100 words)			
1 time	3.90	156 times	3.59
26 times	3.83	260 times	3.44
52 times	3.74	512 times	3.28
104 times	3.60	624 times	3.12

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	30	18	12	9
26 times	30	18	12	9
52 times	30	18	12	9
104 times	30	18	12	9

DISCOUNTS

13x-4% 52x-8% 156x-10%
26x-8% 104x-12% 260x-20%

THERMOPOLIS (2 AM)

Hot Springs County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KRTR

1955

Media Code 4 252 7800 9.00
Mildred V. Ernst, 500 Broadway, Thermopolis, Wyo.
82443. Phone 307-864-2351. TVX 307-864-2489.

1. PERSONNEL

Gen'l Mgr. & Prog. Dir.—Mildred V. Ernst.

3. FACILITIES

250 w.; 1450 kc. Non-directional.

Operating schedule: 6:00 am-10:00 pm weekdays;
8:00 am-10:00 pm Sun. MST.

4. AGENCY COMMISSION

15% to recognized agencies on time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 21d, 22b, 23a, 24a, 25a, 26,
28b, 28c, 31.
Contracts: 41, 42c, 43, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS Radio Network.

TIME RATES

Rates effective June 1, 1955.
Rates received October 24, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 MINUTE					
100 words	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 time	13.11	26.21	52.41	104.81	209.61
100 words	3.00	3.85	3.70	3.55	3.40
1/2 hour	3.00	2.85	2.70	2.55	2.40
1/4 hour	3.00	2.85	2.70	2.55	2.40
5 minutes	3.00	2.85	2.70	2.55	2.40

DISCOUNTS

26 or more times 5%
52 or more times 10%
104 or more times 15%

KTHE

1955

Media Code 4 252 8100 3.00
Big Horn Basin Broadcasting Co., Inc., Box 591, 320
N. Railroad Ave., Thermopolis, Wyo. 82443. Phone
307-864-2119.

1. PERSONNEL

General Manager—Larry E. King.

Sales Manager—La Monda Trelek.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.

Non-directional.
Operating schedule: 6:00 am-10:00 pm. MST.

4. AGENCY COMMISSION

15% on net time.

5. GENERAL ADVERTISING

See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25a, 26,
28b, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American

GUAM

AGANA

KUAM

1954

Media Code 4 255 3000 3.00
Pacific Broadcasting Corp., Box 868, Agana, Guam,
M. I. 98910. Phone 7981.
San Francisco Office: 100 California St., San Fran-
cisco, Calif. Phone 415-982-9933.
New York Office: 211 E. 43rd St., New York, N. Y.
10017. Phone 212-687-8456.
Studio—Rt. 4, Sinajana, Guam.

1. PERSONNEL
Executive Vice-President—William B. Nielsen.
Vice-Pres. & Gen'l Mgr.—James A. Klein.

2. REPRESENTATIVES
Intercontinental Services Ltd.

3. FACILITIES
10,000 w.; 810 kc. Non-directional.
Operating schedule: 6:30 am-midnight weekdays; 7:00
am-11:00 pm Sun. Guam Standard Time (18 hours
later than PST).

4. AGENCY COMMISSION
15%; no cash discount. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 29a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24b, 25a, 28a,
29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC and MBS Radio Networks.
Commercial announcements within a program not to
exceed 15% of program time.

TIME RATES

ET 4/1/68—Rec'd 7/15/68.
A—Mon thru Sat 6-9 am, noon-1 pm, 4-8 pm; Sun
all day.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	CLASS A 25x	52x	104x	156x	260x
1 min.	18.80	15.80	14.90	14.10	13.30	12.50
30 sec.	11.00	10.50	9.90	9.30	8.70	8.20
15 sec.	6.90	6.60	6.20	5.90	5.50	5.20
	1x	CLASS B 25x	52x	104x	156x	260x
1 min.	12.40	11.80	11.30	10.70	10.10	9.50
30 sec.	8.30	7.90	7.50	7.10	6.70	6.30
15 sec.	5.50	5.20	4.90	4.70	4.40	4.10

8. PROGRAM TIME RATES

	1x	CLASS A 25x	52x	104x	156x	260x
1 hr.	118.00	109.20	103.50	97.70	92.00	86.20
1/2 hr.	69.00	65.50	63.10	58.60	55.20	51.70
1/4 hr.	46.00	43.70	41.40	39.10	36.80	34.50
5 min.	23.00	21.80	20.70	19.50	18.40	17.20
	1x	CLASS B 25x	52x	104x	156x	260x
1 hr.	92.00	87.40	82.80	78.20	73.60	69.00
1/2 hr.	55.20	52.40	49.70	46.90	44.20	41.40
1/4 hr.	36.80	35.00	33.10	31.30	29.40	27.60
5 min.	18.40	17.50	16.60	15.60	14.70	13.80

VIRGIN ISLANDS

ST. CROIX (1 AM; 1 FM)

Christiansted
Frederiksted

WIVI-FM

1955

NAB

Media Code 4 255 4001 0.00
Radio American West Indies, Inc., Box 310, St.
Croix, V. I. 00821. Phones 773-0390, 773-0490.
Studio—Fort Louise Augusta, St. Croix, V. I.

1. PERSONNEL
President—Mrs. Hazel M. Higdon.
Vice-President—Raymond E. Higdon.

2. REPRESENTATIVES
Pan American Broadcasting Company.

3. FACILITIES
ERP 4,900 w.; 99.5 mc.
Operating schedule: 1:00 pm-midnight.
Antenna ht.: 275 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
All broadcasts must be in English.

TIME RATES

No. 1 ET 3/1/65—Rec'd 5/13/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Es	3.00	2.50	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1x	30	18	12	6

10. SPECIAL FEATURES
News, extra 10%.
Spots adjacent to news, extra 5%.
DOLLAR VOLUME DISCOUNTS
300.00—5% 1,000.00—15% 1,800.00+—25%
700.00—10% 1,400.00—20%

WSTX

1952

NAB

Media Code 4 255 4500 1.00
Virgin Islands Broadcasting Corp., Box 428, Chris-
tiansted, St. Croix, V. I. 00820.

1. PERSONNEL
President—William M. Carpenter.
Vice-President—William de la Cruz.
General Manager—R. W. Carpenter.

2. REPRESENTATIVES
Pan American Broadcasting Company.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 970 kc.
Non-directional.
Operating schedule: 6 am-11 pm.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 1 ET 1/69—Rec'd 1/7/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Flat	5.00	3.50	1.80

7. PACKAGE PLANS
WEEKEND SATURATION PLAN
15 30-sec spots Sat and/or Sun, ea..... 2.00

SPECIAL PACKAGES
(Mon thru Fri—minimum contract 8 weeks)
PER DAY, EA: 10 tl 6 tl 8 tl 4 tl
1 min..... 3.50 3.75 4.00 4.50
30 sec..... 2.50 2.75 3.00 3.25

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
Flat	25.00	20.00	12.50

ST. THOMAS (2 AM)

WBNB

1982

Media Code 4 255 5000 1.00
Island Teleradio Services, Inc., Box 1947, Virgin Isle
Hilton Hotel, St. Thomas, V. I. 00801. Phone
809-744-0300.

1. PERSONNEL
President—Robert Moss.
Secy., Treas. & Gen'l Mgr.—Robert E. Noble, Jr.
Program Director—Bill Gray.

2. REPRESENTATIVES
Intercontinental Services Ltd.

3. FACILITIES
1,000 w.; 1000 kc. Non-directional.
Operating schedule: 6 am-midnight. AST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Program overtime billed at applicable 1-minute spot
rate per minute or portion thereof. No discounts or
commissions.

TIME RATES

No. 3 ET 9/1/68—Rec'd 9/5/68.
AA—Mon thru Fri 6:30-8:30 am & 6-8:30 pm.
A—Mon thru Fri 6-6:30 am, 8:30 am-5 pm & 6:30-
7 pm.
Sat 6 am-6 pm; Sun 8 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
AA	4.00	3.00	2.00
A	3.80	2.70	1.80
B	2.00	1.50	1.00

Specified times—extra 20%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
AA	50	30	20	10
A	40	24	16	8
B	20	12	8	4

9. PARTICIPATING PROGRAMS
Mary-Go-Round—Mon thru Fri 10:07-11 am.
1 MIN. PER WK: 2 days 3 days 5 days
Flat, per day..... 8 7 6

10. SPECIAL FEATURES
Morning News Round-up—Mon thru Sat 7:30-8 am.
6-min participations..... 10
News Reports—Mon thru Fri 5:30-6 pm.
1-min participations..... 8

DOLLAR VOLUME DISCOUNTS

(Total contract)
500.00..... 5% 2000.00..... 20%
1000.00..... 10% 2500.00..... 25%
1500.00..... 15%

WSTA

1950

Media Code 4 255 6000 0.00
V. I. Industries, Inc., Box 489, St. Thomas, V. I.
00801. Phone 809-774-1340.
Studio—French Village, St. Thomas, V. I.

1. PERSONNEL
Chairman—W. M. O'Neill.
President—Brian O'Neill.
Vice-Pres. & Gen'l Mgr.—Athnel C. Ottley.

2. REPRESENTATIVES
TIE Stands Ltd.
Svend A. Schellenberg Associates, Inc.

3. FACILITIES
250 w.; 1340 kc.
Operating schedule: 6-2 am daily. AST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 23a, 24b, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60k, 61c, 62c.
Cancellation: 71a, 73a.
Commercial announcements within a program cannot
exceed 15% of the time. All broadcasts must be in
English, except by special arrangement.
Affiliated with MBS.

TIME RATES

No. 6 ET 8/1/68—Rec'd 7/5/68.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	52x	104x	260x	312x
1 min	4.00	3.90	3.80	3.70	3.60	3.50	3.40
30 sec	3.50	3.40	3.30	3.20	3.10	3.00	2.90
15 sec	2.50	2.40	2.30	2.20	2.10	2.00	1.90
15 sec	2.00	1.90	1.80	1.70	1.60	1.50	1.40

STATION BREAK/TIME SIGNAL
(May be broadcast 6-9 am on 15 weeks contract)
15 sec 2.50 2.40 2.30 2.20 2.10 2.00 1.90
10 sec 2.00 1.90 1.80 1.70 1.60 1.50 1.40

GUAM-VIRGIN ISLANDS

7. PACKAGE PLANS
(Minimum non-cancellable contract 13 wks)
PER DAY, MON THRU SAT: 10 tl 8 tl 6 tl 4 tl
1 min. per mo..... 640 580 480 340
30 sec. per mo..... 440 400 330 240
15 sec. per mo..... 310 260 200 140
May not be broadcast 6-9 am.

SPECIAL COMBINATION PACKAGE

(Minimum contract 13 wks)
1 5-minute newscast per day (Mon thru Sat), 4 30-
1 second spots per day (Mon thru Sat), per mo..... 320

8. PROGRAM TIME RATES

	1x	15x	25x	52x	104x	260x	312x
3 min.	8.00	7.50	7.00	6.50	6.00	5.50	5.00
5 min.	12.00	11.50	11.00	10.50	10.00	9.50	9.00
1/4 hr.	18.00	15.50	15.00	14.50	14.00	13.50	13.00
1/2 hr.	24.00	23.50	23.00	22.50	22.00	21.50	21.00
1 hr.	36.00	35.50	35.00	34.50	34.00	33.50	33.00

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
(Minimum contract 13 wks)
PER DAY, MON THRU SAT: 10 tl 8 tl 6 tl 4 tl
Per mo..... 1200 1100 1000 750

International Radio in U. S. A.

INTERNATIONAL SHORT-WAVE ADVERTISING OPPORTUNITIES NEW YORK—New York City WNYW

1927

Radio New York Worldwide, Inc., 485 Madison Ave.,
New York, N. Y. 10022. Phone 212-752-3322.
STATION'S PROGRAMMING DESCRIPTION
WNYW: Programmed for adults in Europe, Africa
and the Americas.

English and Spanish languages. NEWS 85%; 10 min
on hour. Commentaries. Interviews. exclusive stock
market reports. 7 man news staff. MUSIC 15%
middle-of-the-road. English Service affiliated with
C.B.S. Radio Network. **COMMERCIAL POLICY:**
12 minutes per hour. Spanish Service to the Americas
only. 5 hours a day. 7 days a week. English Service
to Europe, Africa and the Americas. 8 hours a day,
7 days a week. Rec'd 12/2/68.

1. PERSONNEL
Vice-President—Richard W. Grefe.
Station Manager—Martin R. Taylor.
Sales Manager—Jerry Belson.

3. FACILITIES
Two 100 kilowatt, three 50 kilowatt transmitters lo-
cated in Scituate (near Boston), Mass.
Operating schedule: 16 hours daily.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 47a.
Comb.; Cont. Discounts: 60b, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
International affiliate of CBS.

TIME RATES

ET 8/1/68—Rec'd 7/25/68.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	52x	156x	260x	312x
1 MIN:	75.00	71.00	68.00	64.50	60.00	55.00	50.00
Eng or Span	45.00	42.50	40.00	37.50	35.00	32.50	30.00

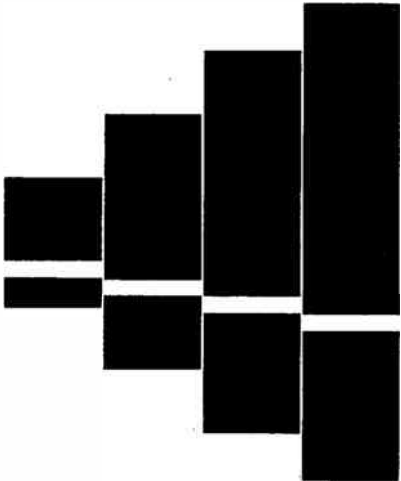
8. PROGRAM TIME RATES

	ENGLISH & SPANISH	ENGLISH ONLY/SPANISH ONLY
5 min.	100 95 90 85 80 75 70	156x 260x 213x
10 min.	180 142 135 128 120 114 108	
1/4 hr.	200 190 180 170 160 150 140	
1/2 hr.	300 285 270 255 240 225 205	
1 hr.	500 475 460 425 400 375 350	

ENGLISH ONLY/SPANISH ONLY

	1x	15x	25x	52x	156x	260x	312x
5 min.	60 57 54 51 48 45 42						
10 min.	90 85 81 76 72 67 62						
1/4 hr.	120 114 108 102 96 90 84						
1/2 hr.	180 171 162 153 142 131 120						
1 hr.	300 285 270 255 240 225 205						

Commercial time: 55/60 min—maximum 12 min.
30/25 min—maximum 6 min. Programs have open and
close sponsor ID.



Powerful facts and figures are at your fingertips in SRDS Service-Ads for planning or buying.



Call Letter Index, AM Radio Stations

- CKLW—Detroit, Mich.
 KAAA—Kingman, Ariz.
 KAAZ—Little Rock, Ark.
 KAAZ—Los Angeles, Calif.
 KASH—Midland, Tex.
 KABI—Abilene, Kans.
 KABL—Oakland, Calif.
 KABQ—Albuquerque, N. M.
 KABR—Aberdeen, S. D.
 KACE—Riverside, Calif.
 KACV—The Dalles, Ore.
 KACL—Santa Barbara, Calif.
 KACT—Andrews, Tex.
 KACY—Port Hueme, Calif.
 KADA—Ada, Okla.
 KADL—Pine Bluff, Ark.
 KAPE—Santa Fe, N. M.
 KAFF—Flagstaff, Ariz.
 KAFY—Bakersfield, Calif.
 KAGE—Winona, Minn.
 KAGH—Crossett, Ark.
 KAGI—Grants Pass, Oregon
 KAGO—Klamath Falls, Ore.
 KAGT—Anacortes, Wash.
 KAHU—Auburn, Calif.
 KAHU—Waipahu, Hawaii
 KAIM—Honolulu, Hawaii
 KAIN—Nampa, Idaho
 KAIR—Tucson, Ariz.
 KAJO—Grants Pass, Ore.
 KAKA—Tulsa, Okla.
 KAKE—Wichita, Kans.
 KALB—Alexandria, La.
 KALE—Richland, Wash.
 KALF—Mesa, Ariz.
 KALG—Alamogordo, N. M.
 KALJ—San Gabriel, Calif.
 KALM—Salt Lake City, Utah
 KALN—Thayer, Mo.
 KALN—Jols, Kans.
 KALO—Little Rock, Ark.
 KALT—Atlanta, Tex.
 KALY—Alva, Okla.
 KANE—Carrollton, Mo.
 KAMI—Cozad, Okla.
 KAML—Kenedy-Karnes City, Tex.
 KAMO—Rogers, Ark.
 KAMP—El Centro, Calif.
 KANA—Anascondo, Mont.
 KAND—Corvallis, Tex.
 KANE—New Iberia, La.
 KANI—Wharton, Tex.
 KANN—Ogden, Utah
 KANO—Anoka, Minn.
 KANS—Larned, Kan.
 KAOH—Duluth, Minn.
 KAOK—Lake Charles, La.
 KAOL—Carrollton, Mo.
 KAOH—Oroville, Calif.
 KAPA—Raymond, Wash.
 KAPB—Marksville, La.
 KAPE—San Antonio, Texas
 KAPI—Pueblo, Colo.
 KAPJ—Douglas, Ariz.
 KAPS—Mount Vernon, Wash.
 KAPT—Salmon, Ore.
 KAPY—Port Angeles, Wash.
 KARE—Atchison, Kan.
 KARI—Blaine, Wash.
 KARR—Little Rock, Ark.
 KARS—Fresno, Calif.
 KARR—Great Falls, Mont.
 KARS—Helen, N. M.
 KART—Jerome, Idaho
 KARV—Russellville, Ark.
 KARY—Prosser, Wash.
 KASB—Phoenix, Ariz.
 KASH—Eugene, Ore.
 KASI—Ames, Iowa
 KASL—Newcastle, Wyo.
 KASM—Albany, Minn.
 KASO—Minden, La.
 KAST—Austria, Ore.
 KASY—Auburn, Wash.
 KATA—Arcata, Calif.
 KATB—Albert Lea, Minn.
 KATI—Casper, Wyo.
 KATL—Miles City, Mont.
 KATN—Boise, Idaho
 KATO—Safford, Ariz.
 KATQ—Texarkana, Tex.
 KATB—Eugene, Ore.
 KATV—San Luis, Califf.
 KATZ—St. Louis, Mo.
 KAUS—Austin, Minn.
 KAVE—Carlsbad, N. M.
 KAVI—Rocky Ford, Colo.
 KAVL—Lancaster, Calif.
 KAVB—Apple Valley, Calif.
 KAWA—Waxahatchie, Tex.
 KAWL—York, Neb.
 KAWT—Douglas, Ariz.
 KAWW—Heber Springs, Ark.
 KAYC—Beaumont, Tex.
 KAYE—Puyallup, Wash.
 KAYL—Storm Lake, Iowa
 KAYO—Seattle, Wash.
 KAYS—Hays, Kans.
 KAYT—Rupert, Idaho
 KAZA—Gilroy, Calif.
 KBAB—Indianola, Iowa
 KBAD—Carlsbad, N. M.
 KBAL—San Saba, Tex.
 KBAM—Lawley, Wash.
 KBAN—Howie, Wash.
 KBAR—Burlay, Idaho
 KBAT—San Antonio, Tex.
 KBBA—Benton, Ark.
 KBBB—Borger, Tex.
 KBBC—Centerville, Utah
 KBBD—Yakima, Wash.
 KBBE—Modesto, Calif.
 KBEB—Elk City, Okla.
 KBEL—Idabel, Okla.
 KBEN—Carrizo Springs, Tex.
 KBER—San Antonio, Tex.
 KBET—Reno, Nev.
 KBEW—Blue Earth, Minn.
 KBFS—Belle Fourche, S. D.
 KBFW—Bellingham, Wash.
 KBGK—Bismarck, N. D.
 KBGN—Caldwell, Idaho
 KBGO—Waco, Tex.
 KBHP—Sturgis, S. D.
 KBHS—Nashville, Ark.
 KBHM—Branson, Missouri
 KBIS—Hot Springs, Ark.
 KBIB—Monett, Ark.
 KBIF—Fresno, Calif.
 KBIG—Avalon, Calif.
 KBIL—Liberty, Mo.
 KBIM—Roswell, N. M.
 KBIS—Bakersfield, Calif.
 KBIX—Muskogee, Okla.
 KBIZ—Ottumwa, Iowa
 KBJW—Lemmon, S. D.
 KBJT—Fordyce, Ark.
 KBKR—Baker, Ore.
 KBKW—Aberdeen, Wash.
 KBLC—Lakeport, Calif.
 KBLE—Seattle, Wash.
 KBLE—Red Bluff, Calif.
 KBLL—Blackfoot, Idaho
 KBLL—Helena, Mont.
 KBLL—Nampa, Idaho
 KBLL—Tucson, Ariz.
 KBLY—Yuma, Ariz.
 KBMW—Logan, Utah
 KBMN—Bozeman, Mont.
 KBMO—Benson, Minn.
 KBMR—Blamark, N. D.
 KBMW—Brockenridge, Minn.
 KBML—Billings, Mont.
 KBND—Bend, Ore.
 KBQA—Kennett, Mo.
 KBQA—Osaka, Iowa
 KBQI—Bois, Idaho
 KBQK—Malvern, Ark.
 KBOL—Boulder, Colo.
 KBOM—Blamark, N. D.
 KBON—Omaha, Neb.
 KBOP—Pleasanton, Tex.
 KBOR—Brownsville, Tex.
 KBOW—Butte, Mont.
 KBXC—Dallas, Tex.
 KBYO—Medford, Ore.
 KBBC—Mount Vernon, Wash.
 KBRF—Fergus Falls, Minn.
 KBRH—Brinkley, Ark.
 KBRK—Brookings, S. D.
 KBRM—McCook, Neb.
 KBRN—Brighton, Colo.
 KBRN—Bremerton, Wash.
 KBRB—Leadville, Colo.
 KBRB—Springdale, Ark.
 KBRV—Soda Springs, Ida.
 KBRX—O'Neill, Neb.
 KBRZ—Freeport, Tex.
 KBRZ—Springfield, La.
 KBST—Big Spring, Tex.
 KBTA—Batesville, Ark.
 KBTC—Houston, Mo.
 KBTM—Jonesboro, Ark.
 KBTN—Neosho, Mo.
 KBTN—El Dorado, Kan.
 KBTB—Denver, Colo.
 KBUB—Sparks, Nev.
 KBUC—San Antonio, Tex.
 KBUD—Athens, Tex.
 KBUR—Brigham City, Utah
 KBUN—Bemidji, Minn.
 KBUR—Burlington, Iowa
 KBUS—Mexico, Tex.
 KBUY—Fort Worth, Tex.
 KBVZ—Mesa, Ariz.
 KBVM—Lancaster, Calif.
 KBWD—Brownwood, Tex.
 KBWN—Kismet, Okla.
 KBWE—Oklahoma City, Okla.
 KBYG—Big Spring, Tex.
 KBYP—Shamrock, Tex.
 KBYR—Anchorage, Alaska
 KBZB—Odessa, Tex.
 KBZZ—Salmon, Ore.
 KBZZ—La Junta, Colo.
 KCAB—Dardanelle, Ark.
 KCAC—Phoenix, Ariz.
 KCAD—Abilene, Tex.
 KCAL—Redlands, Calif.
 KCAM—Glennallen, Alaska
 KCAN—Canyon, Mo.
 KCAP—Helena, Mont.
 KCAR—Clarksburg, Tex.
 KCAS—Slaton, Tex.
 KCAT—Pine Bluff, Ark.
 KCAW—Port Arthur, Tex.
 KCBC—Des Moines, Iowa
 KCBB—Lubbock, Tex.
 KCBN—Beno, Nev.
 KCBC—San Diego, Calif.
 KCBS—San Francisco, Calif.
 KCCB—Corning, Ark.
 KCCC—Carlsbad, N. Mex.
 KCCF—Paris, Ariz.
 KCCN—Honolulu, Hawaii
 KCCO—Lawton, Okla.
 KCCR—Pierre, S. D.
 KCCV—Corpus Christi, Tex.
 KCCV—Kansas City, Mo.
 KCEE—Tucson, Ariz.
 KCEB—Turlock, Calif.
 KCFE—Spokane, Wash.
 KCFH—Cuero, Tex.
 KCFI—Cedar Falls, Iowa
 KCGO—Cheyenne, Wyo.
 KCHA—Charles City, Iowa
 KCHE—Cherokee, Mo.
 KCHI—Chillicothe, Iowa
 KCHJ—Delano, Calif.
 KCHR—Charleston, Mo.
 KCHS—Truth or Consequences, N. M.
 KCHV—Coachella, Calif.
 KCID—Caldwell, Idaho
 KCID—Washington, Iowa
 KCII—Shreveport, La.
 KCIM—Carroll, Iowa
 KCIN—Victorville, Calif.
 KCJB—Minot, N. D.
 KCJH—Arroyo Grande, Calif.
 KCKC—San Bernardino, Calif.
 KCKN—Kansas City, Kans.
 KCKW—Jena, La.
 KCKY—Coolidge, Ariz.
 KCLL—Pine Bluff, Ark.
 KCLE—Cleburne, Tex.
 KCLM—Bedding, Calif.
 KCLN—Clinton, Iowa
 KCLO—Leavenworth, Kans.
 KCLR—Ralls, Tex.
 KCLS—Flagstaff, Ariz.
 KCLV—Rolls, Mo.
 KCLW—Cleva, N. M.
 KCLW—Hamilton, Tex.
 KCLX—Colfax, Wash.
 KCMC—Texarkana, Tex.
 KCMJ—Palm Springs, Calif.
 KCMO—Kansas City, Mo.
 KCMS—Mantou Springs, Colo.
 KCMN—Sacramento, Calif.
 KCMO—Alturas, Calif.
 KCNV—Tulsa, Okla.
 KCON—San Marcos, Tex.
 KCOB—Newton, Iowa
 KCOG—Centerville, Iowa
 KCOH—Houston, Tex.
 KCOK—Tulsa, Calif.
 KCOM—Comanche, Tex.
 KCON—Conway, Ark.
 KCOV—San Antonio, Tex.
 KCOY—Santa Maria, Calif.
 KCPX—Salt Lake City, Utah
 KCRN—Sacramento, Calif.
 KCRB—Chanute, Kans.
 KCRC—Enid, Okla.
 KCRG—Cedar Rapids, Iowa
 KCRS—Midland, Tex.
 KCRV—Trinidad, Colo.
 KCRV—Caruthersville, Mo.
 KCSJ—Pueblo, Colo.
 KCOM—Chardon, Neb.
 KCTA—Corpus Christi, Tex.
 KCTI—Gonzales, Tex.
 KCTO—Columbia, Pa.
 KCTX—Childress, Tex.
 KCTY—Salinas, Calif.
 KCUB—Tucson, Ariz.
 KCVF—Red Wing, Minn.
 KCVL—Lubbock, Tex.
 KCVR—Lodi, Calif.
 KCVL—Lampasas, Tex.
 KCVN—Williams, Ariz.
 KDAC—Fort Bragg, Calif.
 KDAK—Carrington, N. D.
 KDAL—Duluth, Minn.
 KDAL—Carrollton, Tex.
 KDAY—Santa Monica, Calif.
 KDB—Santa Barbara, Calif.
 KDBM—Dillon, Mont.
 KDBS—Alexandria, La.
 KDCE—Espanola, N. M.
 KDDA—Dumas, Ark.
 KDDA—Dumas, Tex.
 KDEC—Decorah, Iowa
 KDEF—Abuquerque, N. M.
 KDEN—Denver, Colo.
 KDEC—El Cajon, Calif.
 KDES—Palm Springs, Calif.
 KDEE—Center, Tex.
 KDEV—De Witt, Ark.
 KDEK—Dexter, Ark.
 KDEFL—Sumner, Wash.
 KDFN—Duniphan, Mo.
 KDGO—Durango, Colo.
 KDHI—Twenty-nine Palms, Calif.
 KDHL—Fairbairn, Minn.
 KDIN—Dimitit, Tex.
 KDIA—Oakdale, Calif.
 KDIO—Ortonville, Minn.
 KDIX—Dickinson, N. D.
 KDJI—Holbrook, Ariz.
 KDJI—Amarillo, Tex.
 KDKA—Pittsburgh, Pa.
 KDKE—Clinton, Mo.
 KDKE—Littleton, Colo.
 KDLA—De Ridder, La.
 KDLE—Del Rio, Tex.
 KDLM—Detroit Lakes, Minn.
 KDLE—Devils Lake, N. D.
 KDLS—Perry, Iowa
 KDMA—Montevideo, Minn.
 KDMO—Carthage, Mo.
 KDMS—El Dorado, Ark.
 KDNC—Spokane, Wash.
 KDNT—Denton, Tex.
 KDOK—Tyler, Tex.
 KDOL—Mojave, Calif.
 KDOM—Window, Minn.
 KDON—Salinas, Calif.
 KDOT—Scottsdale, Ariz.
 KDON—Marshall, Tex.
 KDQN—De Queen, Ark.
 KDRG—Deerlodge, Mont.
 KDRO—Sedalia, Mo.
 KDRS—Paragould, Ark.
 KDRE—Alamo Heights, Tex.
 KDRE—Denison, Iowa
 KDSK—Denison, Tex.
 KDTA—Delta, Colo.
 KDTH—Dubuque, Iowa
 KDUB—Hutchinson, Minn.
 KDWA—Hastings, Minn.
 KDWB—St. Paul, Minn.
 KDWT—Stamford, Tex.
 KDKE—North Little Rock, Ark.
 KDXT—Mansfield, La.
 KDXU—St. George, Utah
 KDYL—Tooele, Utah
 KDZA—Pueblo, Colo.
 KEAN—Brownwood, Tex.
 KEAP—Fresno, Calif.
 KEBE—Jacksonville, Tex.
 KECK—Lincoln, Neb.
 KEKA—San Antonio, Tex.
 KEDD—Dodge City, Kan.
 KEDO—Longview, Wash.
 KEDN—Denison, Iowa
 KEDT—Delta, Colo.
 KEDV—Eugene, Ore.
 KEEB—Nacogoches, Tex.
 KEEL—Shreveport, La.
 KEEN—San Jose, Calif.
 KEEP—Twin Falls, Idaho
 KEES—Gladewater, Tex.
 KEGG—Dardenfeld, Tex.
 KEGL—El Paso, Tex., Calif.
 KEHG—Foston, Minn.
 KEKA—Centralia-Chehalis, Wash.
 KELD—El Dorado, Ark.
 KELI—Tulsa, Okla.
 KELK—Elko, Nev.
 KELO—Sioux Falls, S. D.
 KELP—El Paso, Tex.
 KELB—El Reno, Okla.
 KELY—Ely, Nev.
 KENA—Mena, Ark.
 KENE—Toppensish, Wash.
 KENI—Anchorage, Alaska
 KENM—Portales, N. M.
 KENN—Farmington, N. M.
 KENO—Las Vegas, Nev.
 KENB—Houston, Texas
 KENT—Prescott, Ariz.
 KEOR—Atoka, Okla.
 KEOS—Flagstaff, Ariz.
 KEPR—Kennebeck, Wash.
 KEPS—El Paso, Texas
 KERB—Kermit, Tex.
 KERD—Eastland, Tex.
 KERK—Eugene, Ore.
 KERN—Bakersfield, Calif.
 KERV—Kerrville, Tex.
 KESM—Eldorado Springs, Mo.
 KESL—Ketchikan, Alaska
 KETX—Livingston, Tex.
 KEUN—Eunice, La.
 KEVA—Evanston, Wyo.
 KEVL—White Castle, La.
 KEVT—Tucson, Ariz.
 KEWV—Topeka, Kans.
 KEWQ—Kearney, Neb.
 KEKX—Portland, Ore.
 KEKO—Grand Junction, Colo.
 KEYD—Oakes, North Dakota
 KEYE—Perryton, Tex.
 KEYJ—Jamesstown, N. D.
 KEYL—Long Prairie, Minn.
 KEYW—Wichita, Kan.
 KEYR—Terryton, Neb.
 KEYS—Corpus Christi, Tex.
 KEYY—Provo, Utah
 KEYZ—Williston, N. D.
 KEZU—Rapid City, S. D.
 KEZU—Kerrville, Tex.
 KEZB—Omaha, Neb.
 KEAC—Los Angeles, Calif.
 KEAL—Fulton, Mo.
 KEAM—St. Cloud, Minn.
 KEAN—Fairbanks, Alaska
 KEAX—San Francisco, Calif.
 KEAY—Payetteville, Idaho
 KEAZ—Great Falls, Mont.
 KEBC—Cheyenne, Wyo.
 KEBD—Waynesville, Mo.
 KEBK—Sacramento, Calif.
 KEBR—Nogales, Arizona
 KEFB—Redfield, S. D.
 KEFD—Van Buren, Ark.
 KEFL—Wichita, Kan.
 KEFR—Grand Coulee, Wash.
 KEFL—Pueblo, Colo.
 KEFE—St. Joseph, Mo.
 KEFA—Helena, Mont.
 KEFG—Fargo, N. D.
 KEFH—Wichita, Kans.
 KEFL—Los Angeles, Calif.
 KEFH—Preston, Minn.
 KEFV—Modesto, Calif.
 KEFZ—Fond du Lac, Wis.
 KEFJ—Marshalltown, Iowa
 KEFZ—Fort Worth, Tex.
 KEFK—Greeley, Colo.
 KEFL—Scott City, Mo.
 KEFLD—Floydada, Mo.
 KEFL—Mountain Home, Idaho
 KEFL—Walsenburg, Colo.
 KEFLN—Baker, Mont.
 KEFLW—Klamath Falls, Ore.
 KEFLV—Corvallis, Ore.
 KEFL—San Diego, Calif.
 KEFMJ—Tulsa, Okla.
 KEFML—Denver, Colo.
 KEFMO—Flat River, Mo.
 KEFNF—Shenandoah, Iowa
 KEFNV—Ferriday, La.
 KEFOR—Lincoln, Neb.
 KEFY—Long Beach, Calif.
 KEFV—Fort Smith, Ark.
 KEFQD—Anchorage, Alaska
 KEFR—Franklin, La.
 KEFRB—Fairbanks, Alaska
 KEFRD—San Francisco, Calif.
 KEFRD—Rosenberg-Richmond, Tex.
 KEFRM—Fresno, Calif.
 KEFRM—Salina, Kans.
 KEFRQ—Longview, Tex.
 KEFRU—Columbia, Mo.
 KEFSA—Fort Smith, Ark.
 KEFSB—Joplin, Mo.
 KEFSC—Denver, Colo.
 KEFST—Fort Stockton, Tex.
 KEFTM—Fort Morgan, Colo.
 KEFTD—Fredricktown, Mo.
 KEFVN—Las Vegas, N. M.
 KEFVS—Cape Girardeau, Mo.
 KEFWB—Los Angeles, Calif.
 KEFXD—Nampa, Idaho
 KEFXM—San Bernardino, Calif.
 KEFYN—Bonham, Tex.
 KEFYD—Lubbock, Tex.
 KEFYD—San Antonio, N. D.
 EGA—Spokane, Wash.
 KGAF—Gainsville, Tex.
 KGAK—Gallup, N. M.
 KGAL—Lebanon, Ore.
 KGAR—Portland, Ore.
 KGAS—Carthage, Tex.
 KGAL—Grand Grove, N. D.
 RGB—San Diego, Calif.
 KGBC—Galveston, Tex.
 KGES—Los Angeles, Calif.
 KGBT—Harrington, Tex.
 KGBX—Springfield, Mo.
 KGCA—Rugby, N. D.
 KGCC—Sidney, Mont.
 KGDN—Edmonds, Wash.
 KGEB—Bakersfield, Calif.
 KGEM—Sterling, Colo.
 KGEL—Bolsa, Idaho
 KGEN—Tulare, Calif.
 KGER—Long Beach, Calif.
 KGEZ—Kallispell, Mont.
 KGFF—Shawnee, Okla.
 KGFF—Los Angeles, Calif.
 KGFW—Kearney, Neb.
 KGGF—Coffeyville, Kans.
 KGGM—Albuquerque, N. M.
 KGHM—Billings, Mont.
 KGHM—Brookfield, Mo.
 KGHQ—Hoquiam, Wash.
 KGHG—International Falls, Minn.
 KGLL—San Fernando, Calif.
 KGIW—Alamogordo, Colo.
 KGKL—San Angelo, Tex.
 KGKO—Benton, Ark.
 KGKA—Gretna, La.
 KGLO—Miami, Okla.
 KGLE—Glendale, Mont.
 KGLV—Glenwood Springs, Colo.
 KGLQ—Mason City, Iowa
 KGMB—Honolulu, Hawaii
 KGMC—Englewood, Colo.
 KGMJ—Bellingham, Wash.
 KGMO—Cape Girardeau, Mo.
 KGMB—Jacksonville, Ark.
 KGMA—Sacramento, Calif.
 KGMT—Fairbury, Neb.
 KGMV—Missoula, Mont.
 KGNB—New Braunfels, Tex.
 KGNQ—Amarillo, Tex.
 KGNQ—Dodge City, Kans.
 KGNB—Lardo, Tex.
 KGO—San Francisco, Calif.
 KGOL—Palm Desert, Calif.
 KGOS—Torrington, Wyo.
 KGPC—Grafton, N. D.
 KGRB—West Covina, Calif.
 KGRH—Henderson, Tex.
 KGRJ—Bend, Ore.
 KGRN—Grinnell, Iowa
 KGRN—Pampa, Tex.
 KGRN—Las Cruces, N. Mex.
 KGBT—Fresno, Calif.
 KGTN—Georgetown, Tex.
 KGU—Honolulu, Hawaii
 KGUC—Gunnison, Colo.
 KGUD—Santa Barbara, Calif.
 KGUL—Port Lavaca, Tex.
 KGV—Greenville, Tex.
 KGV—Missoula, Mont.
 KGVW—Belgrad, Mont.
 KGW—Portland, Ore.
 KGWA—Enid, Okla.
 KGY—Olympia, Wash.
 KGYN—Guymon, Okla.
 KHAD—DeSoto, Mo.
 KHAR—Cedar Rapids, Ia.
 KHAP—Astoria, New Mexico
 KHAR—Anchorage, Alaska
 KHAS—Hastings, Neb.
 KHAT—Phoenix, Ariz.
 KHBM—Monticello, Ark.
 KHBR—Hillboro, Tex.
 KHAR—Harden, Mont.
 KHBM—Big Spring, Tex.
 KHEN—Henryetta, Okla.
 KHBP—Phoenix, Ariz.
 KHBY—El Paso, Tex.
 KHFB—Sierra Vista, Ariz.
 KHIL—Willcox, Ariz.
 KHAR—Walla Walla, Wash.
 KHJ—Los Angeles, Calif.
 KHLO—Hilo, Hawaii
 KHLM—Humboldt, Mo.
 KHOB—Hobbs, N. M.
 KHOG—Fayetteville, Ark.
 KHOS—Tucson, Ariz.
 KHOT—Madera, Calif.
 KHOW—Denver, Colo.
 KHOOZ—Harrison, Ark.
 KHOB—Spokane, Wash.
 KHRT—Hart, Tex.
 KHRT—Minot, N. D.
 KHSH—Hemet, Calif.
 KHSL—Chico, Calif.
 KHVB—Fremont, Neb.
 KHVB—Honolulu, Hawaii
 KIBB—Tucson, Ariz.
 KIBE—Palo Alto, Calif.
 KIBB—Seward, Alaska
 KIBL—Beville, Tex.
 KIBS—Bishop, Calif.
 KICA—Clovis, N. M.
 KICD—Spencer, Iowa
 KICR—Springfield, Mo.
 KICM—Denver, Colo.
 KICO—Calexico, Calif.
 KICB—Hastings, Neb.
 KICX—McCook, Neb.
 KICY—Nome, Alaska
 KID—Idaho Falls, Idaho
 KIDD—Monterey, Calif.
 KIDJ—Blaine, Idaho
 KIEV—Glendale, Calif.
 KIFG—Iowa Falls, Iowa
 KIFN—Phoenix, Ariz.
 KIFW—Sitka, Alaska
 KIGO—St. Anthony, Ida.
 KIHN—Hugo, Okla.
 KIHJ—Good River, Ore.
 KIV—Huron, S. D.
 KIKI—Honolulu, Hawaii
 KIKK—Pasadena, Tex.
 KIKO—Miami, Ariz.
 KIKS—Sulphur, La.
 KIKX—Tucson, Ariz.
 KIKZ—Seminole, Tex.
 KIGL—Galveston, Tex.
 KILB—Huron, S. D.
 KILR—Estherville, Iowa
 KILA—Houston, Tex.
 KIMA—Yakima, Wash.
 KIMB—Kimball, Neb.
 KIMI—Gillette, Wyo.
 KIMM—Rapid City, S. D.
 KIMN—Denver, Colo.
 KIMP—Mount Pleasant, Tex.
 KINY—Independence, Kans.
 KINE—Kingville, Tex.
 KINW—Idaho Falls, Wash.
 KINW—Alamogordo, N. M.
 KINW—Winslow, Ariz.
 KINS—Eureka, Calif.
 KINT—El Paso, Tex.
 KINY—Juneau, Alaska
 KIOA—Des Moines, Iowa
 KIOB—Barstow, Calif.
 KIOX—Bay City, Tex.
 KIPA—Hilo, Hawaii
 KIQS—Willows, Calif.
 KINH—St. Charles, Mo.
 KIRO—Seattle, Wash.
 KIRT—Mission, Tex.
 KIRV—Fresno, Calif.
 KIRK—Kirkville, Mo.
 KIRD—Sioux Falls, S. D.
 KISN—Vancouver, Wash.
 KIST—Santa Barbara, Calif.
 KIT—Yakima, Wash.
 KITF—Terrell Heights, Tex.
 KIVP—Centralia-Chehalis, Wash.
 KIUN—Garden City, Kans.
 KIUN—Pecos, Tex.
 KIUP—Durango, Colo.
 KIVY—Crockett, Tex.
 KIVA—San Antonio, Calif.
 KIKI—Seattle, Wash.
 KIKL—Dallas, Tex.
 KIKX—Provo, Utah
 KIKZ—Amarillo, Tex.
 KIZZ—El Paso, Texas
 KJAM—Madison, S. D.
 KJAN—Atlantic, Iowa
 KJAY—Sacramento, Calif.
 KJBC—Miami, Tex.
 KJCF—Festus, Mo.
 KJCK—Junction City, Kans.
 KJJD—John Day, Ore.
 KJEF—Jennings, La.
 KJEM—Oklahoma City, Okla.
 KJBT—Beaumont, Tex.
 KJFJ—Westport City, Iowa
 KJIM—Fort Worth, Tex.
 KJIN—Houns, La.
 KJNO—Juneau, Alaska
 KJOE—Shreveport, La.
 KJOY—Stockton, Calif.
 KJW—Wapneville, Mo.
 KJR—Seattle, Wash.
 KJRB—Spokane, Wash.
 KJRG—Newton, Kans.
 KJSK—Camden, Neb.
 KJVH—Culbden, Ark.
 KJVD—Denver City, Tex.
 KJAM—Pueblo, Colo.
 KJH—Hillsburg, Kans.
 KKAR—Pomona, Calif.
 KKAB—Lubbock, Tex.
 KKAT—Rosa, N. M.
 KKDA—Grand Prairie, Tex.
 KKEY—Portland, Ore.
 KKHJ—San Francisco, Calif.
 KKIN—Aitkin, Minn.
 KKHJ—Pittsburg, Calif.
 KKHJ—Jas. N. M.
 KKJO—St. Joseph, Mo.
 KKOK—Lompoc, Calif.
 KKUA—Honolulu, Hawaii
 KJUB—Brownfield, Tex.
 KJAC—Los Angeles, Calif.
 KJAD—Klamath Falls, Ore.
 KJAK—Lakewood, Colo.
 KJAM—Cordova, Alaska
 KJAN—Lemoore, Alaska
 KJAV—Las Vegas, Nev.
 KJLB—Lubbock, Tex.
 KJLB—La Grande, Ore.
 KJBS—Los Bannos, Calif.
 KJCB—Libby, Mont.
 KJCN—Blytheville, Ark.
 KJCO—Poteau, Okla.
 KJEA—Livingston, N. M.
 KJEB—Golden Meadow, La.
 KJEE—Ottumwa, Iowa
 KJEL—Kailua, Hawaii
 KJEM—El Mera, Iowa
 KJEL—Killeen, Tex.
 KJEO—Wichita, Kans.
 KJER—Orono, Idaho
 KJEX—Lexington, Mo.
 KJEW—Wilmington, Kan.
 KJFB—Lubbock, Tex.
 KJFD—Litchfield, Minn.
 KJGA—Alcona, Iowa
 KJGR—Hidwood Falls, Minn.
 KJLB—Liberal, Kans.
 KJLC—Monroe, La.
 KJLD—Poplar Bluff, Mo.
 KJLF—Jefferson City, Mo.
 KJLN—Lincoln, Neb.
 KJLP—Powder, Calif.
 KJLD—Portland, Ore.
 KJLB—Denver, Colo.
 KJLV—San Jose, Calif.
 KJLX—Twin Falls, Idaho
 KJLZ—Brainerd, Minn.
 KJPC—Parsons, Kans.
 KJLA—Leesville, La.
 KJLL—Lubbock, Tex.
 KJLB—Liberal, Kans.
 KJLM—Lamart, Wyo.
 KJLM—Lomont, Colo.
 KJLB—Lamar, Colo.
 KJMS—Lincoln, Neb.
 KJMX—Clayton, N. M.
 KJO—Ogden, Utah
 KJOC—Hidgecton, Calif.
 KJOC—Ceres, Calif.
 KJOG—Goodland, Kans.
 KJOG—Keosau, Wash.
 KJOP—Plestone, Minn.
 KJOK—San Jose, Calif.
 KJOM—Lompoc, Calif.
 KJOO—Corvallis, Ore.
 (Continued on next page)

- KLOU—Lake Charles, La.
 KLOV—Loveland, Colo.
 KLPD—Lake Providence, La.
 KLFM—Madison, N. M.
 KLPB—Oklahoma City, Okla.
 KLPW—Union, Mo.
 KLRA—Little Rock, Ark.
 KLRS—Mountain Grove, Mo.
 KLSI—Savina, Kan.
 KLTF—Little Falls, Minn.
 KLVF—Macon, Mo.
 KLTB—Blackwell, Okla.
 KLTZ—Glasgow, Mont.
 KLUB—Salt Lake City, Utah
 KLUC—Las Vegas, Nev.
 KLUE—Longview, Tex.
 KLUV—Haynesville, La.
 KLVY—Beaumont, Tex.
 KLVY—Pasadena, Tex.
 KLVY—Levelland, Tex.
 KLWN—Lawrence, Kan.
 KLWT—Lebanon, Mo.
 KLWV—Cedar Rapids, Iowa
 KLYD—Bakersfield, Calif.
 KLYQ—Hamilton, Mont.
 KLYR—Clarksville, Ark.
 KLZ—Denver, Colo.
 KMA—Shenandoah, Iowa
 KMAC—San Antonio, Tex.
 KMAJ—Madill, Okla.
 KMAK—Fresno, Calif.
 KMAJ—Butler, Mo.
 KMAN—Manhattan, Kan.
 KMAQ—Maquoketa, Iowa
 KMAR—Winnboro, La.
 KMAS—Shelton, Wash.
 KMAV—Mayville, N. D.
 KMEL—Junction, Tex.
 KMBY—Monterey, Calif.
 KMC—Kansas City, Mo.
 KMCD—Fairfield, Iowa
 KMCL—McCall, Idaho
 KMCM—McMinnville, Ore.
 KMCQ—Conroe, Tex.
 KMOW—Augusta, Ark.
 KMDF—Fort Scott, Kan.
 KMED—Medford, Ore.
 KMEL—Wenatchee, Wash.
 KMEN—San Bernardino, Calif.
 KMEQ—Phoenix, Ariz.
 KMER—Kemper, Wyo.
 KMFB—Mendocino, Calif.
 KMFL—Marshall, Minn.
 KMFL—Marshall, Mo.
 KMLL—Cameron, Tex.
 KMIN—Grants, N. M.
 KMTS—Portageville, Mo.
 KMJ—Fresno, Calif.
 KMLB—Monroe, La.
 KMLD—Vista, Calif.
 KMM—Grand Isle, Neb.
 KMMO—Marshall, Mo.
 KMNS—Sioux City, Iowa
 KMO—Tacoma, Wash.
 KMOM—Great Falls, Mont.
 KMOP—Moline, Ill.
 KMOR—Murray, Utah
 KMOS—St. Louis, Mo.
 KMPC—Los Angeles, Calif.
 KMPL—Hollister, Calif.
 KMPL—Sikeston, Mo.
 KMRC—Morgan City, La.
 KMRS—Morris, Minn.
 KMUL—Muskogee, Okla.
 KMUS—Muskogee, Okla.
 KMVI—Walluku, Hawaii
 KMYC—Marysville, Calif.
 KMYO—Little Rock, Ark.
 KNAB—Burlington, Colo.
 KNAC—Fredericksburg, Tex.
 KNAC—Salt Lake City, Utah
 KNAL—Victoria, Tex.
 KNBA—Vallejo, Calif.
 KNBI—Norton, Kan.
 KNBR—San Francisco, Calif.
 KNBY—Newport, Ark.
 KNCK—Concordia, Kan.
 KNCY—Nebraska City, Neb.
 KNDC—Hettinger, N. D.
 KNDI—Honolulu, Hawaii
 KNDK—Langdon, N. D.
 KNDY—Marysville, Kan.
 KNEA—Jonesboro, Ark.
 KNEB—Scottsbluff, Neb.
 KNEJ—McAlester, Okla.
 KNEI—Waukon, Iowa
 KNEI—Brady, Tex.
 KNEM—Newada, Mo.
 KNET—Palestine, Tex.
 KNEW—Oakland, Calif.
 KNEK—McPherson, Kan.
 KNEZ—Lompoc, Calif.
 KNFT—Bayard, N. Mex.
 KNOS—Hanford, Calif.
 KNIA—Knoxville, Iowa
 KNIC—Winfield, Kan.
 KNIM—Marysville, Mo.
 KNIN—Wichita Falls, Tex.
 KNIR—New Iberia, La.
 KNIS—Abilene, Tex.
 KNLY—Ord, Neb.
 KNND—Cottage Grove, Ore.
 KNNO—Frisco, Tex.
 KNOC—Natchitoches, La.
 KNOE—Monroe, La.
 KNOK—Fort Worth, Tex.
 KNOF—North Platte, Neb.
 KNOF—Norman, Okla.
 KNOF—Preston, Ark.
 KNOV—Austin, Tex.
 KNOX—Grand Forks, N. D.
 KNPT—Newport, Ore.
 KNUI—Makawae, Maui (Hawaii)
 KNVJ—New Ulm, Minn.
 KNWJ—Houston, Tex.
 KNWJ—Los Angeles, Calif.
 KOA—Denver, Colo.
 KOAD—Lemoore, Calif.
 KOAL—Price, Utah
 KOAM—Pittsburg, Kan.
 KOB—Albuquerque, N. M.
 KOBE—Las Cruces, N. M.
 KOBL—Pulman, W. Va.
 KOBO—Yuba City, Calif.
 KOCA—Kilgore, Tex.
 KOCA—Oklahoma City, Okla.
 KOD—Houston, Tex.
 KODE—Joplin, Mo.
 KODI—Cody, Wyo.
 KODL—The Dalles, Ore.
 KODY—North Platte, Neb.
 KOEL—Oelwein, Iowa
 KOFI—Kailapali, Mont.
 KOFO—Ottawa, Kan.
 KOFY—San Mateo, Calif.
 KOG—Galveston, Tex.
 KOGO—San Diego, Calif.
 KOGT—Orange, Tex.
 KOH—Beno, Nev.
 KOHI—St. Helens, Ore.
 KOHO—Honolulu, Hawaii.
 KOHU—Hermiston, Ore.
 KOI—Omaha, Neb.
 KOIN—Portland, Ore.
 KOJM—Havre, Mont.
 KOKA—Shreveport, La.
 KOKA—Austin, Tex.
 KOKI—Okmulgee, Okla.
 KOKO—Warrensburg, Mo.
 KOKY—Keokuk, Iowa
 KOKY—Little Rock, Ark.
 KOL—Seattle, Wash.
 KOLE—Port Arthur, Tex.
 KOLI—Coalinga, Calif.
 KOLJ—Quannah, Tex.
 KOLM—Rochester, Minn.
 KOLQ—Beno, Nev.
 KOLS—Provo, Nev.
 KOLT—Scottsbluff, Neb.
 KOLY—Moberly, Mo.
 KOMA—Oklahoma City, Okla.
 KOMO—Seattle, Wash.
 KOMV—Omak, Wash.
 KOMP—Watsonville, Calif.
 KONC—Beno, Nev.
 KONG—Visalia, Calif.
 KONJ—Spanish Fork, Utah
 KONQ—San Antonio, Tex.
 KONP—Port Angeles, Wash.
 KOOD—Tacoma, Wash.
 KOOK—Fort Scott, Kan.
 KOOL—Phoenix, Ariz.
 KOOD—Omaha, Neb.
 KOOS—Coos Bay, Ore.
 KOPO—Tucson, Ariz.
 KOPY—Alice, Tex.
 KORA—Bryan, Tex.
 KORC—Mineral Wells, Tex.
 KORJ—Pasco, Washington
 KORL—Las Vegas, Nev.
 KORL—Honolulu, Hawaii
 KORL—Mitchell, S. D.
 KORT—Grangeville, Ida.
 KOSE—Osceola, Ark.
 KOSB—Lawton, Okla.
 KOSI—Aurora, Colo.
 KOSY—Texarkana, Ark.
 KOTA—Rapid City, S. D.
 KOTN—Pine Bluff, Ark.
 KOTS—Deming, N. M.
 KOUA—Independence, Ia.
 KOUV—Valler City, N. D.
 KOVE—Lander, Wyo.
 KOVO—Provo, Utah
 KOVB—Laramie, Wyo.
 KOVN—South Lake Tahoe, Calif.
 KOWW—Escondido, Calif.
 KOWW—Oxnard, Calif.
 KOY—Phoenix, Ariz.
 KOYL—Odesa, Tex.
 KOYN—Billings, Mont.
 KOZA—Odesa, Tex.
 KOZE—Lewiston, Idaho
 KOZI—Chelan, Wash.
 KOZZ—Omaha, Neb.
 KOZY—Grand Rapids, Minn.
 KPAC—Fort Arthur, Tex.
 KPAM—Portland, Ore.
 KPAN—Hersford, Tex.
 KPAS—Banning, Calif.
 KPAT—Berkeley, Calif.
 KPAY—Chico, Calif.
 KPBA—Pine Bluff, Ark.
 KPBC—Port Sulphur, La.
 KPCC—Marked Tree, Ark.
 KPCO—Quincy, Calif.
 KPCR—Bowling Green, Mo.
 KPDN—Pampa, Tex.
 KPDP—Portland, Ore.
 KPGE—Spokane, Wash.
 KPGL—Lafayette, La.
 KPFP—San Angelo, Tex.
 KPET—Lamesa, Tex.
 KPFO—Phoenix, Ariz.
 KPIK—Colorado Springs, Colo.
 KPIN—Casa Grande, Ariz.
 KPLC—Lake Charles, La.
 KPLS—Santa Rosa, Calif.
 KPLT—Paris, Tex.
 KPLY—Crescent City, Calif.
 KPNC—Bakersfield, Calif.
 KPNG—Port Neches, Texas
 KPNU—Eugene, Ore.
 KPQC—Pocahontas, Ark.
 KPQD—Crescent City, Calif.
 KPQI—Honolulu, Hawaii
 KPQJ—Portland, Ore.
 KPOL—Los Angeles, Calif.
 KPQP—Roseville, Calif.
 KPQR—Quincy, Wash.
 KPQS—Post, Tex.
 KPSC—Powell, Wyo.
 KPSC—Pasadena, Calif.
 KPSC—Wenatchee, Wash.
 KPRB—Redmond, Ore.
 KPRC—Houston, Tex.
 KPRE—Paris, Texas
 KPRK—Livingston, Mont.
 KPRH—Paso Robles, Calif.
 KPRM—Park Rapids, Minn.
 KPSL—Lubbock, Texas
 KPRS—Kansas City, Mo.
 KPSO—Fairfield, Tex.
 KPST—Preston, Idaho
 KPVA—Hilo, Hawaii
 KPUB—Pueblo, Colo.
 KPUG—Bellingham, Wash.
 KPUL—Hot Springs, Ark.
 KPUR—Amarillo, Tex.
 KPWB—Pocatello, Mo.
 KPXE—Liberty, Tex.
 KQAA—Houston, Minn.
 KQBN—Roseburg, Ore.
 KQBY—Albuquerque, N. M.
 KQJL—Grand Junction, Colo.
 KQJK—Lakeview, Ore.
 KQKL—Santa Paula, Calif.
 KQMS—Redding, Calif.
 KQOT—Yakima, Wash.
 KQNS—Minneapolis, Minn.
 KQPS—Pittsburg, Mo.
 KQWB—Fargo, N. D.
 KQXI—Arvada, Colo.
 KQYX—Joplin, Mo.
 KRAD—Grand Forks, N. D.
 KRAE—Cheyenne, Wyo.
 KRAC—Redsport, Ore.
 KRAJ—Craig, Colo.
 KRAL—Bawlin, Wyo.
 KRAM—Las Vegas, Nev.
 KRAN—Morton, Tex.
 KRAY—Amarillo, Tex.
 KRBA—Lufkin, Tex.
 KRBC—Billings, Tex.
 KRBI—St. Peter, Minn.
 KRBN—Red Lodge, Mont.
 KROE—Council Bluffs, Iowa
 KRCK—Ridgecrest, Calif.
 KRCC—Prineville, Ore.
 KRCS—Roswell, N. M.
 KRCD—Redding, Calif.
 KRCO—Colorado Springs, Colo.
 KRDS—Tolleson, Ariz.
 KRDR—Gresham, Ore.
 KRDU—Dinuba, Calif.
 KRDE—Eureka, Calif.
 KRDF—Falls, S. D.
 KRDP—Sal Lake City, Utah
 KRDS—Raymondville, Tex.
 KRPI—Stillwater, Okla.
 KRPI—Diboll, Tex.
 KRPO—Spokane, Wash.
 KRPD—Springdale, Ark.
 KRPT—Sand Point, Idaho
 KRRA—Salmon, Idaho
 KRSC—Socorro, N. M.
 KRBO—Santa Rosa, Calif.
 KRVA—Ontario, Ore.
 KRSS—Colorado Springs, Colo.
 KRST—Sulphur Springs, Tex.
 KRST—Golden, Colo.
 KRSTB—Brokenbridge, Tex.
 KRSTL—St. Louis, Mo.
 KRSTN—Stockton, Calif.
 KRSTP—Minneapolis-St. Paul, Minn.
 KRSTJ—Grand Junction, Colo.
 KRSTV—St. Joseph, Mo.
 KRSTW—Stephenville, Tex.
 KRSTY—Cedar City, Utah
 KRSTZ—West Memphis, Ark.
 KRSTU—Susanville, Calif.
 KRSTV—Fairmont, Minn.
 KRSTW—Sierra, Ariz.
 KRSTX—Richfield, Utah
 KRSTY—Ogden, Utah
 KRSTZ—Artesia, N. M.
 KRSWA—Graham, Tex.
 KRSWB—Seaside, Ore.
 KRSWM—Aurora, Mo.
 KRSWO—Lawton, Okla.
 KRSWP—Wickenburg, Ariz.
 KRXX—Salt Lake City, Utah
 KRXX—Yreka, Calif.
 KRXX—Alexandria, La.
 KRXX—Santa Rosa, N. M.
 KRXX—Tacoma, Wash.
 KRXX—Taylor, Tex.
 KRXX—Austin, Tex.
 KRXX—Phoenix, Ariz.
 KRXX—Frederick, Okla.
 KRXX—Tyler, Tex.
 KRXX—Austin, Tex.
 KRXX—Mojave, Mo.
 KRXX—Tulsa, Neb.
 KRXX—Minneapolis, Minn.
 KRXX—Fort Smith, Ark.
 KRXX—Farmerville, La.
 KRXX—Toledo, Ore.
 KRXX—Idaho Falls, Idaho
 KRXX—Walla Walla, Wash.
 KRXX—Temple, Tex.
 KRXX—San Angelo, Tex.
 KRXX—Terrell, Tex.
 KRXX—Twin Falls, Idaho
 KRXX—Texarkana, Tex.
 KRXX—Toga, N. D.
 KRXX—Columbia, Mo.
 KRXX—Thermopolis, Wyo.
 KRXX—South Lake Tahoe, Calif.
 KRXX—Huston, Tex.
 KRXX—Burrville, Ark.
 KRXX—Thibodaux, La.
 KRXX—Tillamook, Ore.
 KRXX—San Rafael, Calif.
 KRXX—Porterville, Calif.
 KRXX—Pendleton, Ore.
 KRXX—Hobart, Okla.
 KRXX—Ketchikan, Alaska
 KRXX—Taft, Calif.
 KRXX—Tucson, Ariz.
 KRXX—Tululah, La.
 KRXX—Denver, Colo.
 KRXX—Mountain Home, Ark.
 KRXX—Tahlequah, Okla.
 KRXX—Rusk, Tex.
 KRXX—Texas City, Tex.
 KRXX—McAlester, Okla.
 KRXX—Tumman, Ark.
 KRXX—Santa Barbara, Calif.
 KRXX—Falls City, Neb.
 KRXX—Tucumcari, N. M.
 KRXX—Tacoma, Wash.
 KRXX—Petalsum, Calif.
 KRXX—Jonesboro, La.
 KRXX—Sinton, Tex.
 KRXX—Mankato, Minn.
 KRXX—Lihua, Hawaii
 KRXX—Oklahoma City, Okla.
 KRXX—Salinas, Calif.
 KRXX—Belton, Tex.
 KRXX—Henderson, Nev.
 KRXX—Topeka, Kans.
 KRXX—Sand Springs, Okla.
 KRXX—Prescott, Ark.
 KRXX—Madison, Calif.
 KRXX—San Fran., N. M.
 KRXX—Lufkin, Tex.
 KRXX—Thief River Falls, Minn.
 KRXX—Honolulu, Hawaii
 KRXX—Houma, Tex.
 KRXX—Sioux City, Iowa
 KRXX—Beaumont, Tex.
 KRXX—Wichita Falls, Tex.
 KRXX—Truckee, Calif.
 KRXX—Bastrop, La.
 KRXX—San Antonio, Tex.
 KRXX—Burnet, Tex.
 KRXX—El Paso, Tex.
 KRXX—Wenton, Mo.
 KRXX—Hobbs, N. M.
 KRXX—Springfield, Mo.
 KRXX—Columbus, Neb.
 KRXX—Tucson, Ariz.
 KRXX—Tulsa, Tex.
 KRXX—Tempe, Ariz.
 KRXX—Sullivan, Mo.
 KRXX—Seattle, Wash.
 KRXX—Casper, Wyo.
 KRXX—Jasper, Tex.
 KRXX—Sherman, Tex.
 KRXX—Ingleswood, Calif.
 KRXX—Minot, N. D.
 KRXX—Ehlers, Hawaii
 KRXX—Golden, Colo.
 KRXX—Yuba City, Calif.
 KRXX—Monrovia, Calif.
 KRXX—Oceanside, Calif.
 KRXX—Great Falls, Mont.
 KRXX—Fairway, Kans.
 KRXX—Ventura, Calif.
 KRXX—New Guinea
 KRXX—Wenatchee, Wash.
 KRXX—Eugene, Ore.
 KRXX—Hillsboro, Oregon
 KRXX—Walla Walla, Wash.
 KRXX—San Antonio, Tex.
 KRXX—Utah, Calif.
 KRXX—St. Joseph, Mo.
 KRXX—Ephrata, Wash.
 KRXX—El Campo, Tex.
 KRXX—Pendleton, Ore.
 KRXX—Honolulu, Hawaii
 KRXX—Corpus Christi, Tex.
 KRXX—Sierra Springs, Ariz.
 KRXX—Idaho Falls, Ida.
 KRXX—Moab, Utah
 KRXX—Billings, Mont.
 KRXX—Edinburg, Tex.
 KRXX—Brookings, Ore.
 KRXX—Cushing, Okla.
 KRXX—St. Joseph, Mo.
 KRXX—Blinding, Utah
 KRXX—Yakima, Wash.
 KRXX—Fargo, N. D.
 KRXX—Palmdale, Calif.
 KRXX—Holdrege, Neb.
 KRXX—Golden Valley, Minn.
 KRXX—West Monroe, La.
 KRXX—Bakersfield, Calif.
 KRXX—Forks, Wash.
 KRXX—Vancouver, Wash.
 KRXX—Astoria, Ore.
 KRXX—Brainerd, Minn.
 KRXX—Wolf Point, Mont.
 KRXX—Redding, Calif.
 KRXX—San Luis Obispo, Calif.
 KRXX—Conway, Ark.
 KRXX—Las Vegas, Nev.
 KRXX—Vernal, Utah
 KRXX—Ventura, Calif.
 KRXX—Cortez, Colo.
 KRXX—Fort Dodge, Iowa
 KRXX—Great Bend, Kans.
 KRXX—Seattle, Wash.
 KRXX—Victoria, Tex.
 KRXX—Dallas, Tex.
 KRXX—Vinita, Okla.
 KRXX—Cottonwood, Ariz.
 KRXX—Monahans, Tex.
 KRXX—Cleveland, Tex.
 KRXX—Albino, Tex.
 KRXX—LaGrange, Tex.
 KRXX—Paul Valley, Okla.
 KRXX—Livingston, Tex.
 KRXX—Fallon, Nev.
 KRXX—Magnolia, Ark.
 KRXX—Colorado City, Tex.
 KRXX—Seneca, Calif.
 KRXX—Coeur d'Alene, Idaho
 KRXX—Logan, Utah
 KRXX—Bastrop, La.
 KRXX—Casper, Wyo.
 KRXX—Albuquerque, N. M.
 KRXX—Emporia, Kans.
 KRXX—Ogden, Utah
 KRXX—Lafayette, La.
 KRXX—Morrilton, Ark.
 KRXX—Napa, Calif.
 KRXX—Tulsa, Okla.
 KRXX—Plainview, Tex.
 KRXX—Colorado Springs, Colo.
 KRXX—Uvalde, Tex.
 KRXX—Riverton, Wyo.
 KRXX—Moonhead, Minn.
 KRXX—Tuma, Ariz.
 KRXX—Ladon, Tex.
 KRXX—Villis Platte, La.
 KRXX—Vermillion, S. D.
 KRXX—Arkadelphia, Ark.
 KRXX—Santa Rosa, Calif.
 KRXX—Salida, Colo.
 KRXX—Rock Springs, Wyo.
 KRXX—McGehee, Ark.
 KRXX—Santa Fe, N. M.
 KRXX—Valentine, Neb.
 KRXX—Montpelier, Idaho
 KRXX—Show Low, Ariz.
 KRXX—Ardmore, Okla.
 KRXX—Verona, Tex.
 KRXX—Pearl, Tex.
 KRXX—McGehee, Ark.
 KRXX—Cheyenne, Wyo.
 KRXX—Holdenville, Okla.
 KRXX—Bakersfield, Calif.
 KRXX—Wadena, Minn.
 KRXX—Stuttgart, Ark.
 KRXX—Memphis, Tenn.
 KRXX—Watson, S. D.
 KRXX—Houston, Tex.
 KRXX—Wichita, Kans.
 KRXX—Navasota, Tex.
 KRXX—Beatrice, Neb.
 KRXX—Boone, Iowa
 KRXX—Hutchinson, Kans.
 KRXX—Searcy, Ark.
 KRXX—Oak Grove, La.
 KRXX—Chickasha, Okla.
 KRXX—Rochester, Minn.
 KRXX—Seguin, Tex.
 KRXX—Weiser, Idaho
 KRXX—Midland, Tex.
 KRXX—Hobbs, N. M.
 KRXX—San Angelo, Tex.
 KRXX—Wichita Falls, Tex.
 KRXX—Stockton, Calif.
 KRXX—Brenham, Tex.
 KRXX—Hutchinson, Kans.
 KRXX—Fort Smith, Ark.
 KRXX—Salt Lake City, Utah
 KRXX—Tulsa, Okla.
 KRXX—Pocatello, Idaho
 KRXX—Albany, Ore.
 KRXX—Ashland, Ore.
 KRXX—Merced, Calif.
 KRXX—Moses Lake, Wash.
 KRXX—Douglas, Wyo.
 KRXX—Moberly, Mo.
 KRXX—Santa Ana, Calif.
 KRXX—Portland, Ore.
 KRXX—St. Louis, Mo.
 KRXX—Abilene, Tex.
 KRXX—Shreveport, La.
 KRXX—Madison, Calif.
 KRXX—Pasadena, Iowa
 KRXX—Mary, La.
 KRXX—Wagoner, Okla.
 KRXX—Willmar, Minn.
 KRXX—Del Rio, Tex.
 KRXX—Fort Dodge, Iowa
 KRXX—Winneconne, Nev.
 KRXX—Winona, Minn.
 KRXX—Preston, Kans.
 KRXX—Davenport, Ia.
 KRXX—Worthington, Minn.
 KRXX—Poplar Bluff, Mo.
 KRXX—Clinton, Okla.
 KRXX—Hartsville, Okla.
 KRXX—Verona, Wyo.
 KRXX—Jefferson City, Mo.
 KRXX—Pomona, Calif.
 KRXX—Muscatine, Iowa
 KRXX—West Plains, Mo.
 KRXX—Claremore, Okla.
 KRXX—Henderson, Tex.
 KRXX—Warrenton, Mo.
 KRXX—Warren, Ark.
 KRXX—New Roads, La.
 KRXX—Coquille, Ore.
 KRXX—Boonville, Mo.
 KRXX—Guthrie, Okla.
 KRXX—Mount Shasta, Calif.
 KRXX—Wewoka, Okla.
 KRXX—Frisco, Calif.
 KRXX—Bible, Colo.
 KRXX—Barstow, Calif.
 KRXX—Springfield, Mo.
 KRXX—Vaco, Tex.
 KRXX—Concord, Calif.
 KRXX—Enterprise, Ore.
 KRXX—Vavary, Iowa
 KRXX—Waverly, Iowa
 KRXX—Cathedral City, Calif.
 KRXX—Farmington, N. M.
 KRXX—Wynne, Ark.
 KRXX—Sheridan, Wyo.
 KRXX—Winnier, S. D.
 KRXX—West Yellowstone, Mont.
 KRXX—Everett, Wash.
 KRXX—Seattle, Wash.
 KRXX—Hope, Ark.
 KRXX—Waterloo, Iowa
 KRXX—St. Louis, Mo.
 KRXX—Mexico, Mo.
 KRXX—Tucson, Ariz.
 KRXX—Frasno, Calif.
 KRXX—Frisco, Madison, Iowa
 KRXX—Gladstone, Ore.
 KRXX—Iowa City, Iowa
 KRXX—Dalhart, Tex.
 KRXX—Phonix, Ariz.
 KRXX—Forrest City, Ark.
 KRXX—Lafayette, La.
 KRXX—Portland, Ore.
 KRXX—Ellensburg, Wash.
 KRXX—Butte, Mo.
 KRXX—Lewistown, Mont.
 KRXX—North Little Rock, Ark.
 KRXX—Clayton, Mo.
 KRXX—Spokane, Wash.
 KRXX—El Centro, Calif.
 KRXX—Sacramento, Calif.
 KRXX—St. Louis, Mo.
 KRXX—Fort Worth, Tex.
 KRXX—Hot Springs, Ark.
 KRXX—Sweetwater, Tex.
 KRXX—Alexandria, Minn.
 KRXX—Aberdeen, Wash.
 KRXX—San Jose, Calif.
 KRXX—Bosman, Mont.
 KRXX—Colby, Tex.
 KRXX—Houston, Tex.
 KRXX—San Francisco, Calif.
 KRXX—Seattle, Wash.
 KRXX—Anchorage, Alaska
 KRXX—McKinney, Tex.
 KRXX—Prescott, Ariz.
 KRXX—Wheatland, Wyo.
 KRXX—Roseburg, Ore.
 KRXX—Payette, Idaho
 KRXX—Medford, Ore.
 KRXX—Boise, Idaho
 KRXX—Northfield, Minn.
 KRXX—East Prairie, Mo.
 KRXX—Burlington, Iowa
 KRXX—Coos Bay, Ore.
 KRXX—Eresno, Calif.
 KRXX—Yankton, S. D.
 KRXX—Houston, Tex.
 KRXX—Blythe, Calif.
 KRXX—Merced, Calif.
 KRXX—Watson, S. D.
 KRXX—Potosi, Mo.
 KRXX—Mankato, Minn.

STATION INDEX

- KYSN—Colorado Springs, Colo.
 KYSS—Missoula, Mont.
 KYUM—Yuma, Ariz.
 KYVA—Gallup, N. M.
 KYVW—Philadelphia, Pa.
 KYXK—Oregon City, Ore.
 KZNG—Tyler, Ark.
 KZEE—Weatherford, Tex.
 KZEY—Tyler, Tex.
 KZIA—Albuquerque, N. M.
 KZIP—Amarillo, Tex.
 KZIX—Fort Collins, Colo.
 KZOG—Hot Springs, Ark.
 KZOL—Ft. Worth, Tex.
 KZON—Santa Maria, Calif.
 KZOO—Honolulu, Hawaii
 KZOT—Marianna, Ark.
 KZUN—Opportunity, Wash.
 KZYM—Cape Girardeau, Mo.
 KZZN—Littlefield, Texas
 WAAA—Winston-Salem, N. C.
 WAAB—Worcester, Mass.
 WAAC—Terre Haute, Ind.
 WAAG—Adel, Ga.
 WAAM—Ann Arbor, Mich.
 WAAO—Andalusia, Ala.
 WAAE—Trenton, N. J.
 WAAZ—Shenoy, N. C.
 WAAY—Huntsville, Ala.
 WABA—Aquadilla, P. R.
 WABB—Mobile, Ala.
 WABO—New York, N. Y.
 WABD—Fort Campbell, Ky.
 WABF—Fairhope, Ala.
 WABG—Greensboro, Miss.
 WABH—Des Moines, Ia.
 WABI—Bangor, Me.
 WABJ—Adrian, Mich.
 WABK—Augusta, Me.
 WABL—Amite, La.
 WABO—Waynesboro, Miss.
 WABC—Cleveland, Ohio
 WABB—Orlando-Winter Park, Fla.
 WABT—Tuskegee, Ala.
 WABV—Abbeville, S. C.
 WABY—Albany, N. Y.
 WABZ—Albany, N. C.
 WACB—Camden, S. C.
 WACB—Kittanning, Pa.
 WACE—Chicopee, Mass.
 WACK—Newark, N. Y.
 WACL—Waycross, Ga.
 WACO—Waco, Tex.
 WACR—Columbus, Miss.
 WACT—Tuscaloosa, Ala.
 WACK—Austell, Ga.
 WACF—Kissimmee, Fla.
 WADL—Shenoy, N. C.
 WADE—Wadesboro, N. C.
 WADR—Newport, R. I.
 WADM—Decatur, Ind.
 WADO—New York City, N. Y.
 WADR—Remsen, N. Y.
 WADS—Ansonia, Conn.
 WAEH—Alhambra, N. C.
 WAEL—Mayaguez, P. R.
 WAEW—Crossville, Tenn.
 WAFC—Staunton, Va.
 WAFT—Middlesboro, Ky.
 WAFT—Grand Rapids, Mich.
 WAGC—Centre, Ala.
 WAGL—Lebanon, Ga.
 WAGF—Dothan, Ala.
 WAGG—Franklin, Tenn.
 WAGL—Lancaster, S. C.
 WAGM—Presque Isle, Me.
 WAGO—Menominee, Mich.
 WAGN—Oshkosh, Wis.
 WAGB—Lumberton, N. C.
 WAGS—Bishopville, S. C.
 WAGY—Forest City, N. C.
 WAHT—Annville-Cleona, Pa.
 WAIK—Galesburg, Ill.
 WAII—Baton Rouge, La.
 WAIM—Anderson, S. C.
 WAIN—Columbia, Ky.
 WAIB—Winston, N. C.
 WAIT—Chicago, Ill.
 WAJF—Decatur, Ala.
 WAJR—Morgantown, W. Va.
 WAKE—Valparaiso, Ind.
 WAKI—McMinnville, Tenn.
 WAKN—Aiken, S. C.
 WAKO—Lawrenceville, Ill.
 WAKR—Akron, Ohio
 WAKS—Fusquay-Via, S. C.
 WAKW—Superior, Wis.
 WAKY—Louisville, Ky.
 WALD—Walterboro, S. C.
 WALE—Fall River, Mass.
 WALG—Albany, Ga.
 WALK—Patchogue, N. Y.
 WALM—Middleton, N. Y.
 WALN—Albion, Mich.
 WALY—Tampa, Fla.
 WALY—Herkimer, N. Y.
 WAMA—Selma, Ala.
 WAMD—Aberdeen, Md.
 WAME—Charlotte, N. C.
 WAMG—Galatia, Tenn.
 WAMI—Opp, Ala.
 WAML—Laurel, Miss.
 WAMM—Flint, Mich.
 WAMO—Pittsburgh, Pa.
 WAMR—Venice, S. C.
 WAMS—Wilmington, Del.
 WAMV—Washington, Ind.
 WAMY—Amory, Miss.
 WANL—Anniston, Ala.
 WANB—Waynesburg, Pa.
 WANL—Lineville, Ala.
 WANN—Annapolis, Md.
 WANO—Pineville, Ky.
 WANP—Anderson, S. C.
 WANR—Richmond, Va.
 WANV—Waynesboro, Va.
 WANW—Albany, Ky.
 WAOA—Opelika, Ala.
 WAOK—Atlanta, Ga.
 WAOP—Otago, Mich.
 WAOV—Vincennes, Ind.
 WAPA—San Juan, P. R.
 WAPB—Jacksonville, Fla.
 WAPF—McComb, Miss.
 WAPG—Arcadia, Fla.
 WAPI—Birmingham, Ala.
 WAPP—Appleton, Wis.
 WAPX—Montgomery, Ala.
 WAPL—Ashtabula, Ohio
 WAQY—Birmingham, Ala.
 WARA—Attleboro, Mass.
 WARB—Covington, La.
 WARD—Johnstown, Pa.
 WARE—Ware, Mass.
 WARF—Jasper, Ala.
 WARH—Abbeville, Ala.
 WARK—Hagerstown, Md.
 WARM—Scranton, Pa.
 WARL—Fort Pierce, Fla.
 WARO—Cannonburg, Pa.
 WARU—Peru, Ind.
 WARV—Warwick-East Greenwich, R. I.
 WASA—Havre de Grace, Md.
 WASC—Spartanburg, S. C.
 WASK—Lafayette, Ind.
 WASP—Brownsville, Pa.
 WATA—Boone, N. C.
 WATC—Gaylord, Mich.
 WATP—Knoxville, Tenn.
 WATH—Athens, Ohio
 WATI—Indianapolis, Ind.
 WATK—Antigo, Wis.
 WATM—Atmore, Ala.
 WATN—Watertown, N. Y.
 WATO—Oak Ridge, Tenn.
 WATP—Marion, S. C.
 WATR—Warburton, Conn.
 WATS—Sayre, Pa.
 WATT—Cadillac, Mich.
 WATV—Birmingham, Ala.
 WATW—Ashland, Wis.
 WATZ—Alpena, Mich.
 WATP—Auburn, N. Y.
 WAUC—Cleveland, Fla.
 WAUD—Auburn, Ala.
 WAUG—Augusta, Ga.
 WAUK—Waukegan, Wis.
 WAVA—Arlington, Va.
 WAVC—Warner Robins, Ga.
 WAVE—Louisville, Ky.
 WAVI—Dayton, Ohio
 WAVL—Apollo, Pa.
 WAVN—Stillwater, Minn.
 WAVO—Decatur, Ga.
 WAVU—Albertville, Ala.
 WAWA—West Allis, Wis.
 WAWK—Kendallville, Ind.
 WAXE—Yero Beach, Fla.
 WAXU—Georgetown, Ky.
 WAXX—Chippewa Falls, Wis.
 WAYB—Waynesboro, Va.
 WAYE—Baltimore, Md.
 WAYN—Rockingham, N. C.
 WAYR—Orange Park, Fla.
 WAYS—Charlotte, N. C.
 WAYL—Alhambra, N. C.
 WAYZ—Waynesboro, Pa.
 WAZA—Bainbridge, Ga.
 WAZE—Clearwater, Fla.
 WAZF—Yazoo City, Miss.
 WAZL—Hazleton, Pa.
 WAZM—Summersville, S. C.
 WAZY—Lafayette, Ind.
 WRAB—Babylon, N. Y.
 WRAC—Cleveland, Tenn.
 WRBF—Barnesville, Ga.
 WRAG—Burlington, N. C.
 WRBA—Baltimore, Md.
 WRBM—Montgomery, Ala.
 WRBP—Fort Worth, Tex.
 WRBR—Bartow, Fla.
 WRBT—Marion, Ind.
 WRBW—Barnwell, S. C.
 WRBAX—Wilkes-Barre, Pa.
 WRBY—Green Bay, Wis.
 WRBA—Ritchie, N. Y.
 WRBB—Burlington, N. C.
 WRBF—Rochester, N. Y.
 WRBI—Abingdon, Va.
 WRBK—Blakely, Ga.
 WRBM—Chicago, Ill.
 WRBO—Forest City, N. C.
 WRBG—Augusta, Ga.
 WRBR—Travelers Rest, S. C.
 WRBS—Jacksonville, N. C.
 WRBT—Lyons, Ga.
 WRBW—Youngstown, Ohio
 WRBX—Portsmouth, N. H.
 WRBZ—Ponce City, Okla.
 WRCA—Bay Minette, Ala.
 WRCB—Leviton, Pa.
 WRCC—Williamsburg, Va.
 WRCD—Hastings, Mich.
 WRCK—Battle Creek, Mich.
 WRCM—Bay City, Mich.
 WRCO—Bucyrus, Ohio
 WRCP—Union, S. C.
 WRCC—Pittsfield, Mass.
 WRRE—Harvey, Ill.
 WRBE—Elizabethton, Tenn.
 WRBL—South Beloit, Ill.
 WRBN—Buffalo, N. Y.
 WRBR—Moncks Corner, S. C.
 WRBT—Brookton, Mass.
 WRBU—Beaufort, S. C.
 WRBE—Beaver Dam, Wis.
 WRBF—Chillicothe, Ohio
 WRBD—Bedford, Pa.
 WRBF—Woodbury, Tenn.
 WRBG—Chilpie, Fla.
 WRBN—Bowling Green, Ky.
 WRBS—Siddell, La.
 WRBB—Fitzgerald, Ga.
 WRBC—Hampton, S. C.
 WRBE—Cartersville, Ga.
 WRBF—Huntsville, Ala.
 WRBH—Brownsville, Tenn.
 WRBI—Augusta, Ga.
 WRBC—Centerville, Ala.
 WRBE—Marietta, Ga.
 WRBG—Greensboro, N. C.
 WRBA—Boonville, Miss.
 WRBR—Knoxville, Tenn.
 WBIS—Bristol, Conn.
 WBIV—Bedford, Ind.
 WBIX—Jacksonville Beach, Fla.
 WBIZ—Eau Claire, Wis.
 WBIC—Chardon, Ohio
 WBIM—Hastings, Mich.
 WBKN—Newton, Miss.
 WBKY—West Bend, Wis.
 WBLA—Elizabethtown, N. C.
 WBLC—Lenoir City, Tenn.
 WBLE—Batesville, Miss.
 WBLE—Bellefonte, Pa.
 WBLO—Lexington, Ky.
 WBLL—Dalton, Ga.
 WBLO—Evergreen, Ala.
 WBLS—Batesburg, S. C.
 WBLL—Bedford, Va.
 WBLS—Salem, Va.
 WBLS—Springfield, Ohio
 WBMA—Beaufort, N. C.
 WBMC—McMinnville, Tenn.
 WBMD—Baltimore, Md.
 WBME—Belfast, Me.
 WBML—San Juan, P. R.
 WBMK—West Point, Ga.
 WBML—Waconia, Minn.
 WBMS—Black Mountain, S. C.
 WBNS—St. Thomas, V. I.
 WBNC—Conway, N. H.
 WBNI—Boonville, Ind.
 WBNO—Bryan, Ohio
 WBNS—Beacon, N. Y.
 WBNS—Columbus, Ohio
 WBNT—Oneida, Tenn.
 WBNS—New York, N. Y.
 WBNT—Oneida, Tenn.
 WBOB—Galax, Va.
 WBOC—Salisbury, Md.
 WBOC—New Orleans, La.
 WBOC—Bolton, Tenn.
 WBOF—Pensacola, Fla.
 WBOV—Terre Haute, Ind.
 WBOX—Bogalusa, La.
 WBOY—Clarkburg, W. Va.
 WBPZ—Lock Haven, Pa.
 WBRB—Mt. Haven, Mich.
 WBRB—Birmingham, Ala.
 WBRD—Bradenton, Fla.
 WBRE—Wilkes-Barre, Pa.
 WBRG—Lynchburg, Va.
 WBRH—Indianapolis, Ind.
 WBRJ—Marietta, Ohio
 WBRK—Pittsfield, Mass.
 WBRM—Berlin, N. H.
 WBRM—Marion, N. C.
 WBRN—Big Rapids, Mich.
 WBRB—Waynesboro, Ga.
 WBRP—Bardonia, Ky.
 WBRV—Boonville, N. Y.
 WBRX—Berwick, Pa.
 WBSB—Barnesville, S. C.
 WBSG—Blackhear, Ga.
 WBSM—New Bedford, Mass.
 WBSR—Pensacola, Fla.
 WBT—Charlotte, N. C.
 WBT—Batavia, N. Y.
 WBTC—Unruhville, Ohio
 WBTH—Williamson, W. Va.
 WBTL—Danville, Va.
 WBTL—Bennington, Vt.
 WBTO—Linton, Ind.
 WBTS—Bridgeport, Ala.
 WBTC—Bucknannon, W. Va.
 WBUD—Trenton, N. J.
 WBUC—Ridgeland, S. C.
 WBUT—Butler, Pa.
 WBUX—Doylesboro, N. C.
 WBUX—Lexington, N. C.
 WBUX—Fredonia, N. Y.
 WBVM—Utica, N. Y.
 WBVP—Beaver Falls, Pa.
 WBVC—Saint Albans, N. C.
 WBVE—Caledonia, N. C.
 WBYS—Savannah, Ga.
 WBYS—Canton, Ill.
 WBZ—Boston, Mass.
 WBZA—Glens Falls, N. Y.
 WBZZ—Selma, N. C.
 WBZZ—Wheeler, W. Va.
 WCBK—New Castle, Pa.
 WCBR—Rutherfordton, N. C.
 WCAI—Fort Myers, Fla.
 WCAI—Camden, N. J.
 WCAO—Baltimore, Md.
 WCAP—Lowell, Mass.
 WCAR—Detroit, Mich.
 WCAE—Chambersburg, Mass.
 WCAT—Orange, Mass.
 WCAU—Philadelphia, Pa.
 WCAW—Charleston, W. Va.
 WCAZ—Cayce, S. C.
 WCAZ—Carthage, Ill.
 WCBK—Cornick, N. Y.
 WCBK—Chambersburg, Pa.
 WCBK—Columbus, Miss.
 WCBK—Martinsville, Ind.
 WCBK—Benton, Ky.
 WCBM—Baltimore, Md.
 WCBN—New York, N. Y.
 WCBT—Cosque Rapids, N. C.
 WCBW—Columbia, Ill.
 WCBY—Cheboygan, Mich.
 WCCC—Hartford, Conn.
 WCCF—Punta Corda, Fla.
 WCCM—Lawrence, Mass.
 WCCN—Neillsville, Wis.
 WCCO—Minneapolis, Minn.
 WCCR—Urbana, Ill.
 WCCF—Troy, Pa.
 WCDJ—Edenton, N. C.
 WCDL—Carbondale, Pa.
 WCDL—Glasgow, Ky.
 WCDT—Winchester, Tenn.
 WCDQ—Hamden, Conn.
 WCEC—Rocky Mount, N. C.
 WCEB—Durham, N. C.
 WCEB—Parkersburg, W. Va.
 WCEH—Hawkinsville, Ga.
 WCEM—Cambridge, Md.
 WCEB—Mt. Pleasant, Mich.
 WCEB—Charlotte, Mich.
 WCFB—Chicago, Ill.
 WCFB—Springfield, Vt.
 WCFV—Clifton Forge, Va.
 WCGA—Calhoun, Ga.
 WCGC—Belmont, N. C.
 WCGO—Chicago Heights, Ill.
 WCGR—Canandaigua, N. Y.
 WCHA—Chambersburg, Pa.
 WCHB—Hastings, Mich.
 WCHE—West Chester, Pa.
 WCHI—Chillicothe, Ohio
 WCHJ—Brookhaven, Miss.
 WCHK—Canton, Ga.
 WCHL—Chapel Hill, N. C.
 WCHL—Norwich, N. Y.
 WCHO—Washington Court House, Ohio
 WCHS—Charleston, W. Va.
 WCHV—Charlottesville, Va.
 WCIL—Carbondale, Ill.
 WCIN—Cincinnati, Ohio
 WCIB—Beckley, W. Va.
 WCIS—Pascagoula, Miss.
 WCIT—Lima, Ohio
 WCJU—Columbia, Miss.
 WCKB—Dunn, N. C.
 WCKD—Ishpeming, Mich.
 WCKR—Greer, S. C.
 WCKM—Cranford, S. C.
 WCKY—Cincinnati, Ohio
 WCLB—Cincinnati, Ohio
 WCLC—Jamesstown, Tenn.
 WCLD—Cleveland, Tenn.
 WCLG—Morgantown, W. Va.
 WCLM—Columbus, Miss.
 WCLJ—Crystal Lake, Ill.
 WCLS—Columbus, Ga.
 WCLT—Newark, Ohio
 WCLU—Covington, Ky.
 WCLV—Massena, Ohio
 WCMR—Cortland, Miss.
 WCMC—Harrisburg, Pa.
 WCMO—Westwood, N. J.
 WCMR—Brunswick, Maine
 WCMY—Ashland, Ky.
 WCMR—Arcade, P. R.
 WCMR—Wilmington, Conn.
 WCMR—Elkhart, Ind.
 WCMR—Norfolk, Va.
 WCMY—Martinsville, Tenn.
 WCMY—Ottawa, Ill.
 WCMY—Cannonsville, Ind.
 WCMR—Elizabeth City, N. C.
 WCNB—Shelbyville, Ky.
 WCNH—Quincy, Fla.
 WCNL—Newport, N. H.
 WCNR—Bloomsburg, Pa.
 WCNV—Crestview, Fla.
 WCNV—Fairfield, Ohio
 WCNV—Middleton, Conn.
 WCOA—Pensacola, Fla.
 WCOB—Meridian, Miss.
 WCOF—Immokalee, Fla.
 WCOG—Greensboro, N. C.
 WCOH—Newman, Ga.
 WCOJ—Covington, Pa.
 WCOK—Waynes, N. C.
 WCOL—Columbus, Ohio
 WCON—Cornelia, Ga.
 WCOF—Boston, Mass.
 WCOR—Lebanon, Tenn.
 WCOB—Columbia, S. C.
 WCOV—Lawrence, Mo.
 WCOV—Montgomery, Ala.
 WCOV—Spartanburg, S. C.
 WCPA—Clearfield, Pa.
 WCPK—Houston, Miss.
 WCPK—Chesapeake, Va.
 WCPK—Providence, R. I.
 WCPH—Eaton, Tenn.
 WCPM—Cumberland, Ky.
 WCPB—Tartboro, N. C.
 WCPA—Emingham, Ill.
 WCRB—Waltham, Mass.
 WCRP—Cheraw, S. C.
 WCRB—Scottsboro, Ala.
 WCRK—Morrilton, Tenn.
 WCRK—Oneonta, Ala.
 WCRM—Clare, Mich.
 WCRJ—Johnstown, Pa.
 WCRS—Greenwood, S. C.
 WCRB—Birmingham, Ala.
 WCRW—Washington, N. J.
 WCRW—Chicago, Ill.
 WCRV—Macon, Ga.
 WCRB—Charleston, S. C.
 WCRS—Portland, Me.
 WCSI—Columbus, Ind.
 WCRS—Morris, Ill.
 WCRS—Cherryville, N. C.
 WCSR—Hilldale, Mich.
 WCSS—Amsterdam, N. Y.
 WCBT—Berkeley Springs, W. Va.
 WCBV—Crossville, Tenn.
 WCTA—Andalusia, Ala.
 WCTE—New Brunswick, N. J.
 WCTR—Chestertown, Md.
 WCTT—Corbin, Ky.
 WCTW—New Castle, Ind.
 WCTB—Manitowoc, Wis.
 WCTE—Akron, Ohio
 WCTE—Cumberland, Md.
 WCVL—Culpeper, Va.
 WCVI—Connellsville, Pa.
 WCVL—Crawfordsville, Ind.
 WCVT—Murphy, N. C.
 WCVI—Randolph, Vt.
 WCVS—Springfield, Ill.
 WCVL—Portsmouth, Pa.
 WCVL—Toledo, Ohio
 WCVL—Ripon, Wis.
 WCVL—Dunedin, Fla.
 WCVB—Bristol, Va.
 WCVN—Cynthiana, Ky.
 WCVL—Indiana, Pa.
 WCVL—Durham, N. C.
 WDAE—Kansas City, Mo.
 WDAK—Columbus, Ga.
 WDAL—Meridian, Miss.
 WCVL—Danville, Ill.
 WDAE—Darlington, S. C.
 WDAE—Philadelphia, Pa.
 WDAE—New York Beach, Fla.
 WDAE—McRae, Ga.
 WDAY—Fargo, N. D.
 WDBC—Escanaba, Mich.
 WDBF—Delray Beach, Fla.
 WDBJ—Roanoke, Va.
 WDBL—Springfield, Tenn.
 WDBM—Statesville, N. C.
 WDBO—Orlando, Fla.
 WDBQ—Dubuque, Iowa
 WDFC—Dade City, Fla.
 WDCJ—Arlington, Fla.
 WDCR—Hanover, N. H.
 WDDT—Greenville, Miss.
 WDDY—Gloucester, Va.
 WDEA—Elisworth, Me.
 WDEC—Americus, Ga.
 WDEF—Chattanooga, Tenn.
 WDEH—Sweetwater, Tenn.
 WDEL—Wilmington, Del.
 WDEW—Waterbury, Vt.
 WDEW—Westfield, Mass.
 WDLG—Douglasville, Ga.
 WDTN—Minneapolis, Minn.
 WDMA—Memphis, Tenn.
 WDTN—Dothan, Ala.
 WDTN—Cranford, S. C.
 WDJR—Mt. Olive, N. C.
 WDKD—Kingstree, S. C.
 WDKN—Dickson, Tenn.
 WDLA—Walton, N. Y.
 WDLB—Marshfield, Wis.
 WDLG—Port Jervis, N. Y.
 WDLG—Canaan, N. C.
 WDLR—Delaware, Ohio
 WDMR—Dover-Foxcroft, Me.
 WDMG—Douglas, Ga.
 WDMJ—Marquette, Mich.
 WDMP—Dodgeville, Wis.
 WDMC—Pocomoke City, Md.
 WDMC—Durham, N. C.
 WDMR—Elkins, W. Va.
 WDMG—Annisland, Ala.
 WDMT—Dayton, Tenn.
 WDMC—Prestonburg, Ky.
 WDMC—Chattanooga, Tenn.
 WDMC—Dunkirk, N. Y.
 WDMC—Altoona, Pa.
 WDMC—Athens, Georgia
 WDMC—Weston, Md.
 WDMC—Sturgeon Bay, Wis.
 WDMC—Oneonta, N. Y.
 WDMC—Burlington, Vt.
 WDMC—Dover, Pa.
 WDMC—Dover, Pa.
 WDMC—Du Quoin, Ill.
 WDMC—Hartford, Conn.
 WDMC—Willon, S. C.
 WDMC—Dyersburg, Tenn.
 WDMC—Cleveland, Miss.
 WDMC—Superior, Wis.
 WDMC—DeFuniak Springs, Fla.
 WDMC—Lake City, Fla.
 WDMC—New Orleans, La.
 WDMC—Selmer, Tenn.
 WDMC—Gainesville, Ga.
 WDMC—Waupaca, Wis.
 WDMC—Green Bay, Wis.
 WDMC—Green Bay, Wis.
 WDMC—Gainesville, Fla.
 WDMC—Vineand, N. J.
 WDMC—Dawson, Ga.
 WDMC—Champaign, Ill.
 WDMC—Chattanooga, Tenn.
 WDMC—Lawrenceburg, Tenn.
 WDMC—Jackson, Tenn.
 WDMC—Lexington, Tenn.
 WDMC—Clarksville, Tenn.
 WDMC—Paducah, Ky.
 WDMC—Sumter, S. C.
 WDMC—Buford, Ga.
 WDMC—Decatur, Ill.
 WDMC—Altoona, Pa.
 WDMC—Gaffney, S. C.
 WDMC—Alcoa, Tenn.
 WDMC—Greensboro, N. C.
 WDMC—Arlington, Va.
 WDMC—Providence, R. I.
 WDMC—Eau Claire, Wis.
 WDMC—Savannah, Ga.
 WDMC—West Palm Beach, Fla.
 WDMC—Plattsburgh, N. Y.
 WDMC—Evansville, Ind.
 WDMC—Baltimore, Md.
 WDMC—Duluth, Minn.
 WDMC—Brawley, Ala.
 WDMC—Dodge, N. Y.
 WDMC—Harrisburg, Ill.
 WDMC—Buffalo, N. Y.
 WDMC—Cathoon, Ga.
 WDMC—Milton, Fla.
 WDMC—Carthage, Miss.
 WDMC—Chicago, Ill.
 WDMC—Kingsport, Pa.
 WDMC—Southern Pines, N. C.
 WDMC—Rocky Mount, N. C.
 WDMC—Albany, N. Y.
 WDMC—Highland Park, Ill.
 WDMC—Boston, Mass.
 WDMC—Fairfax, Va.
 WDMC—Philadelphia, Tenn.
 WDMC—Pittsburgh, Pa.
 WDMC—Warrenton, Va.
 WDMC—Richmond, Va.
 WDMC—Reading, Pa.
 WDMC—Washington, N. C.
 WDMC—Easton, Pa.
 WDMC—Custer, Pa.
 WDMC—Concord, N. C.
 WDMC—Horseshoe, N. Y.
 WDMC—Elmira Heights-Horseshoe, N. Y.
 WDMC—Windsor, Conn.
 WDMC—Charleston, Ill.
 WDMC—Moundsville, W. Va.
 WDMC—Fitchburg, Mass.
 WDMC—Goldboro, N. C.
 WDMC—Centra, Ala.
 WDMC—Scranton, Pa.
 WDMC—Fayetteville, Tenn.
 WDMC—Richmond, Ky.
 WDMC—Monroe, Wis.
 WDMC—Elyria, Ohio
 WDMC—New York, Va.
 WDMC—Fisher, W. Va.
 WELB—Tomb Daytona Beach, Fla.
 WELF—Tomahawk, Wis.
 WELI—New Haven, Conn.
 WELK—Charlottesville, Va.
 WELM—Elmira, N. Y.
 WELN—Elmira, N. Y.
 WELP—Tupelo, Miss.
 WELP—Easley, S. C.
 WELR—Roanoke, Ala.
 WELS—Kinston, N. C.
 WELV—Elizville, N. Y.
 WELW—Willoughby, Ohio
 WELX—Kenil, Ohio
 WELY—Ely, Minn.
 WELZ—Belzoni, Miss.
 WEMB—Erwin, Tenn.
 WEMD—Easton, Md.
 WEMF—Laconia, N. H.
 WEMT—Milwaukee, Wis.
 WENC—Whitesville, N. C.
 WEND—Ebensburg, Pa.
 WENE—Endicott, N. Y.
 WENG—Englewood, Fla.
 WENK—Union City, Tenn.
 WENR—Birmingham, Ala.
 WENR—Windsor, Tenn.
 WENR—Englewood, Tenn.
 WENT—Gloversville, N. Y.
 WENY—Elmira, N. Y.
 WENZ—Richmond, Va.
 WEOK—Poughkeepsie, N. Y.
 WEOU—Elyria, Ohio
 WEPG—Pittsburg, Tenn.
 WEPN—Martinsburg, W. Va.
 WEPN—Elizabethtown, Pa.
 WERA—Plainfield, N. J.
 WERD—Atlanta, Ga.
 WERE—Cleveland, Ohio
 WERH—Hamilton, Pa.
 WERI—Westerly, R. I.
 WERK—Muncie, Ind.
 WERL—Eagle River, Wis.
 WERT—Van Wert, Ohio
 WERX—Wyoming, Mich.
 WESA—Charter, Pa.
 WESA—Huntsville, Ala.
 WESC—Greenville, S. C.
 WESO—Southbridge, Mass.
 WESL—Tasley, Va.
 WEST—Easton, Pa.
 WESS—Salem, Mass.
 WESL—Leland, Miss.
 WETB—Johnston, N. C.
 WETC—Wendell, N. C.
 WETH—St. Augustine, Fla.
 WETT—Ocean City, Md.
 WETU—Wetumpka, Ala.
 WETZ—New Martinsville, W. Va.
 WEUP—Huntsville, Ala.
 WEVA—Emporia, Mo.
 WEVD—New York, N. Y.
 WEVE—Eveleth, Minn.
 WEW—St. Louis, Mo.
 WEWO—Laurinburg, N. C.
 WEXL—Royal Oak, Mich.
 WEXL—East Hartford, Conn.
 WEYE—Sanford, N. C.
 WEYY—Tallahassee, Fla.
 WEZE—Boston, Mass.
 WEZZ—Wilmington, Ky.
 WEZZ—Winfield, Ala.
 WEZZ—Cocoa, Fla.
 WFAP—Dallas, Tex.
 WFAB—Miami, Fla.
 WFAC—Middlebury, Vt.
 WFAG—Farmville, N. C.
 WFAH—Alliance, Ohio
 WFAI—Fayetteville, N. C.
 WFAE—Farrall, Pa.
 WFAU—Augusta, Me.
 WFAV—Leland, Miss.
 WFAK—Fall Church, Va.
 WFAA—San Sebastian, P. R.
 WFER—Greenville, S. C.
 WFER—Fernandina Beach, Fla.
 WFER—Altoona, Pa.
 WFER—Syracuse, N. Y.
 WFER—Huntsville, Ind.
 WFER—Baltimore, Md.
 WFER—Spring Lake, N. C.
 WFER—Franklin, La.
 WFER—Winston-Salem, N. C.
 WFER—Flint, Mich.
 WFER—Manchester, Ga.
 WFER—Manchester, N. H.
 WFER—Sylva, Ga.
 WFER—Harrisburg, Pa.
 WFER—Columbia, Miss.
 WFER—Marathon, Fla.
 WFER—Fitchburg, Mass.
 WFER—Gaffney, S. C.
 WFER—Black Mountain, N. C.
 WFER—Bristol, Va.
 WFER—Pell City, Ala.
 WFER—Wilsonville, Wis.
 WFER—Highland Park, Ill.
 WFER—Louisville, Ky.
 WFER—Milford, Conn.
 WFER—Sumter, S. C.
 WFER—Philadelphia, Pa.
 WFER—Findlay, Ohio
 WFER—Fountain Inn, S. C.
 WFER—Kissimmee, Fla.
 WFER—Fairfield, Ill.
 WFER—Huntsville, Ala.
 WFER—Franklin, Ky.
 WFER—Frankfort, Ky.
 WFER—Pompey, Pa.
 WFER—Fayetteville, N. C.
 WFER—Lookout Mountain, Tenn.
 WFER—Philadelphia, Pa.
 WFER—Farmville, Va.
 WFER—Dundee, N. Y.
 WFER—Monticello, Ky.
 WFER—Fritchburg, Va.
 WFER—Goldboro, N. C.
 WFER—Frederick, Md.
 WFER—Cullman, Ala.
 WFER—Youngstown, Ohio
 WFER—Fairmont, N. C.
 WFER—Madisonville, Ky.
 WFER—Fayetteville, N. C.
 WFER—North Augusta, S. C.
 (Continued on next page)

Call Letter Index AM—Continued

WFOB—Fosteria, Ohio
WFOU—Marietta, Ga.
WFOR—Hattiesburg, Miss.
WFOY—St. Augustine, Fla.
WFOA—Ft. Payne, Ala.
WFPG—Atlantic City, N. J.
WFFM—Fort Valley, Ga.
WFRP—Hammond, La.
WFRS—Franklin, Pa.
WFRB—Frostburg, Md.
WFRS—Reidsville, N. C.
WFRF—Freeport, Ill.
WFRM—Coudersport, Pa.
WFRD—Fremont, Ohio
WFRX—West Frankfort, Ill.
WFSO—Franklin, N. C.
WFSH—Valparaiso-Norville, Fla.
WFSO—Pinebluffs Park, Fla.
WFSK—Kingwood, W. Va.
WFSR—Bath, New York
WFSB—Caribou, Maine
WFTC—Kinston, N. C.
WFTG—London, Ky.
WFTL—Fort Lauderdale, Fla.
WFTM—Marysville, Ky.
WFTN—Franklin, N. H.
WFTO—Fulton, Miss.
WFTS—Front Royal, Va.
WFTW—Fort Walton Beach, Fla.
WFTL—Fulton, Ky.
WFTN—Miami, Fla.
WFTB—Grand Rapids, Mich.
WFTA—Fredericksburg, Va.
WFWL—Camden, Tenn.
WFWR—Fort Wayne, Ind.
WFCY—Alma, Mich.
WGA—Cadartown, Ga.
WGAO—Augusta, Ga.
WGAJ—Gadsden, Ala.
WGAH—Valdosta, Ga.
WGAJ—Elizabeth City, N. C.
WGAJ—Lancaster, Pa.
WGAN—Portland, Me.
WGAJ—Maryville, Tenn.
WGAJ—Cleveland, Ohio
WGAJ—Gastonia, N. C.
WGAJ—Gate City, Va.
WGAJ—Athens, Ga.
WGAJ—Gardner, Mass.
WGRB—Freeport, N. Y.
WGRB—Evansville, Ind.
WGRB—Greensboro, N. C.
WGRB—Scranton, Pa.
WGRB—Goldsboro, N. C.
WGRB—Miami, Fla.
WGRB—Red Lion, Pa.
WGRB—Chester, S. C.
WGRB—Greenwich, Conn.
WGRB—Gulport, Miss.
WGRB—Geneva, N. C.
WGRB—Indianapolis, Ind.
WGRB—Quincy, Ill.
WGRB—Geneseo, Ill.
WGRB—Gettysburg, Pa.
WGRB—Beloit, Wis.
WGRB—Watska, N. J.
WGRB—Gainesville, Ga.
WGRB—Gainesville, Fla.
WGRB—Marion, Ill.
WGRB—Salamanca, N. Y.
WGRB—Newport News, Va.
WGRB—Clayton, Ga.
WGRB—Skaneateles, N. Y.
WGRB—Grand Haven, Mich.
WGRB—Kingston, N. Y.
WGRB—Xenia, Ohio
WGRB—Brunswick, Ga.
WGRB—Galesburg, Ill.
WGRB—Manchester, N. H.
WGRB—Charlotte, N. C.
WGRB—Atlanta, Ga.
WGRB—Perry, Fla.
WGRB—Fort Wayne, Ind.
WGRB—Port Washington, Wis.
WGRB—Mendota, Ill.
WGRB—Babylon, N. Y.
WGRB—Hollywood, Fla.
WGRB—Watkins Glen, N. Y.
WGRB—Hinesville, Ga.
WGRB—Millington, Tenn.
WGRB—Bethesda, Md.
WGRB—Chicago, Ill.
WGRB—Gastonia, N. C.
WGRB—Panama City Beach, Fla.
WGRB—Wilmington, N. C.
WGRB—Murfreesboro, Tenn.
WGRB—Granite City, Ill.
WGRB—Newburgh, N. Y.
WGRB—Kingsport, Tenn.
WGRB—Richmond, Va.
WGRB—Walhalla, S. C.
WGRB—Graysen, Ky.
WGRB—Mobile, Ala.
WGRB—Goldsboro, N. C.
WGRB—Munising, Mich.
WGRB—Valdosta, Ga.
WGRB—Chattanooga, Tenn.
WGRB—Bethlehem, Pa.
WGRB—Albany, Ga.
WGRB—Buffalo, N. Y.
WGRB—Carroll, Ga.
WGRB—Grand Rapids, Mich.
WGRB—Aguadilla, P. R.
WGRB—Griffin, Ga.
WGRB—Greensboro, Miss.
WGRB—Lake City, Fla.
WGRB—Greenville, Pa.
WGRB—Chicago, Ill.
WGRB—Greensville, Tenn.
WGRB—Ephrata, Pa.
WGRB—Huntington, N. Y.
WGRB—Millen, Ga.
WGRB—Atlanta, Ga.
WGRB—Guntersville, Ala.
WGRB—Greenwood, S. C.
WGRB—Summerville, Ga.
WGRB—Kannapolis, N. C.
WGRB—Wilson, N. C.
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WGRB—Cypress Gardens, Fla.
WGRB—New Port Richey, Fla.
WGRB—Decatur, Ga.
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WGRB—Bangor, Me.
WGRB—Geneva, N. Y.
WGRB—Greenville, Miss.

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WICW—Marshall, Mass.
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WICW—Canton, Ohio
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WICW—Memphis, Tenn.
WICW—Anderson, Ind.
WICW—Appleton, Wis.
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WICW—Sparta, Ill.
WICW—Spartanburg, S. C.
WICW—Ithaca, N. Y.
WICW—Houghton, Mich.
WICW—Boston, Mass.
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WICW—Windsor, N. H.
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WICW—Holly Hill, S. C.
WICW—Henderson, Tenn.
WICW—Hornell, N. Y.
WICW—Hillsville, Va.
WICW—Montgomery, Ala.
WICW—Griffin, Ga.
WICW—Portsmouth, Va.
WICW—Medford, Mass.
WICW—Providence, R. I.
WICW—Gallatin, Tenn.
WICW—Dayton, Ohio
WICW—Mooreville, N. C.
WICW—Harrisville, Pa.
WICW—Bluefield, W. Va.
WICW—New Bern, N. C.
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WICW—Houlton, Me.
WICW—Clinton, Ill.
WICW—Harrisburg, Pa.
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WICW—High Point, N. C.
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WICW—Herdon, Va.
WICW—Hartselle, Ala.
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WICW—Elizabethtown, Ky.
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WICW—Homestead, Fla.
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WICW—Newport, Vt.
WICW—Chester, Va.
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WICW—Centuria, Ill.
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WICW—Windsor, N. H.
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WICW—Charlottesville, Va.
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WICW—Chicago, Ill.
WICW—Brookfield, Conn.
WICW—Manchester, Conn.
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WICW—Wizs—Henderson, N. C.
WICW—Wizs—Stratford, Ill.
WICW—Westbrook, Maine
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WICW—Providence, R. I.
WICW—Pittsburgh, Pa.
WICW—Swainsboro, Ga.
WICW—Jacksonville, Fla.
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WICW—Albany, Ga.
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WICW—Poughkeepsie, N. Y.
WICW—Orlando, Fla.
WICW—Raleigh, N. C.
WICW—Key West, Fla.
WICW—Johns River, Fla.
WICW—Fort Wayne, Ind.
WICW—Granite Falls, N. C.

WJDX—Jackson, Miss.
WJDY—Salisbury, Md.
WJEF—Grand Rapids, Mich.
WJEF—Hagerstown, Md.
WJEF—Hagerstown, Md.
WJEF—Valdosta, Ga.
WJEF—Dover-New Philadelphia, Ohio
WJES—Johnston, S. C.
WJET—Erie, Pa.
WJFC—Jefferson City, Tenn.
WJGA—Jackson, Ga.
WJHO—Opelika, Ala.
WJIM—Salem, Pa.
WJIG—Tullahoma, Tenn.
WJIL—Jacksonville, Ill.
WJIM—Lansing, Mich.
WJJC—Commerce, Ga.
WJJC—Chicago, Ill.
WJJC—Christiansburg, Va.
WJJI—Niagara Falls, N. Y.
WJIM—Lewistown, Pa.
WJJK—Mt. Holly, N. J.
WJJK—Hartsdale, Tenn.
WJJK—Jamestown, Ky.
WJLB—Detroit, Mich.
WJLD—Homewood, Ala.
WJLR—Smithfield, Tenn.
WJLS—Ashburn, Pa.
WJLS—Beckley, W. Va.
WJMA—Orange, Va.
WJMB—Brookhaven, Miss.
WJMC—Rice Lake, Wis.
WJML—Petoskey, Mich.
WJMO—Cleveland, Ohio
WJMS—New Orleans, La.
WJMS—Ironwood, Mich.
WJMW—Athens, Ala.
WJMX—Florence, S. C.
WJNC—Jacksonville, N. C.
WJNO—West Palm Beach, Fla.
WJNB—Hammond, Ind.
WJNE—Port St. Joe, Fla.
WJNF—Fresno, Ala.
WJOL—Joliet, Ill.
WJON—St. Cloud, Minn.
WJOR—South Haven, Mich.
WJOT—Lake City, S. C.
WJOY—Burlington, Vt.
WJPA—Washington, Pa.
WJWB—Jaspington, Mich.
WJWF—Harris, Ill.
WJWR—Greenville, Miss.
WJPS—Evansville, Ind.
WJPS—Rockford, Mich.
WJQS—Jackson, Miss.
WJR—Detroit, Mich.
WJR—Joliet, Ill.
WJR—Fresno, Ala.
WJR—Lynchburg, N. C.
WJR—Newark, N. J.
WJRS—Crestview, Fla.
WJSM—Martinsburg, Pa.
WJSO—Jonesboro, Tenn.
WJSW—Maplewood, Minn.
WJST—Jamestown, N. Y.
WJST—St. Albans, Vt.
WJST—Jupiter, Fla.
WJUN—Mexico, Pa.
WJVA—New Bend, Ind.
WJVV—Cleveland, Ohio
WJVV—Georgetown, Del.
WJVS—South Hill, Va.
WJVN—Jackson, Mo.
WJVM—Wilmington, Tenn.
WJVA—Athens, Ala.
WJVA—Rome, N. Y.
WJVA—Goshen, Ind.
WJVA—Kankakee, Ill.
WJVA—Allentown, Pa.
WJVA—San Juan, P. R.
WJVA—Miami, Fla.
WJVA—Kaukauna, Wis.
WJVA—Glasgow, W. Va.
WJVA—Charleston, W. Va.
WJVA—Hinton, Va.
WJVB—North Wilkesboro, N. C.
WJVB—LaCrosse, Wis.
WJVB—St. Marys, Pa.
WJVB—Milan, Tenn.
WJVB—Keene, N. H.
WJVB—Covington, Tenn.
WJVB—Youngstown, Ohio
WJVB—Kankakee, Ill.
WJVB—Manchester, N. H.
WJVB—Richmond, Ind.
WJVB—Buffalo, N. Y.
WJVB—Winston-Salem, N. C.
WJVB—Chatham, Va.
WJVB—Muskegon, Mich.
WJVB—Bowling Green, Ky.
WJVB—Cynthiana, Mass.
WJVB—Warrenton, Va.
WJVB—Harrisonburg, Va.
WJVB—Nashville, Tenn.
WJVB—Altavista, Va.
WJVB—Newberry, S. C.
WJVB—Clarksdale, Miss.
WJVB—Lynchburg, Va.
WJVB—Hamlet, N. C.
WJVB—Cadiz, Ky.
WJVB—Huntington, W. Va.
WJVB—Kewanee, Ill.
WJVB—Dover, Del.
WJVB—Pompton Lakes, N. J.
WJVB—Griffin, Ga.
WJVB—Lynchburg, Va.
WJVB—Covington, Va.
WJVB—Wickford, R. I.
WJVB—Yauco, P. R.
WJVB—Battle Creek, Mich.
WJVB—Knoxville, Tenn.
WJVB—Lenoir, N. C.
WJVB—Jackson, Mich.
WJVB—Hazard, Ky.
WJVB—Glennville, Ga.
WJVB—Leonardport, Md.
WJVB—Kingsport, Tenn.
WJVB—Poughkeepsie, N. Y.
WJVB—Orlando, Fla.
WJVB—Raleigh, N. C.
WJVB—Key West, Fla.
WJVB—Johns River, Fla.
WJVB—Fort Wayne, Ind.
WJVB—Granite Falls, N. C.

WKJR—Muskegon Hts., Mich.
WKKD—Aurora, Ill.
WKKO—Cocoa, Fla.
WKRR—Pickens, S. C.
WKRS—Vanceburg, Ky.
WKRM—Washington, Mich.
WKLC—St. Albans, W. Va.
WKLE—Clanton, Ala.
WKLK—Cloquet, Minn.
WKLM—Wilmington, N. C.
WKLO—Louisville, Ky.
WKLP—Keyser, W. Va.
WKLY—Blackstone, Va.
WKLY—Hartwell, Ga.
WKLM—Horsing Spring, Pa.
WKMF—Flint, Mich.
WKMG—Newberry, S. C.
WKMI—Kalamazoo, Mich.
WKMK—Blountstown, Fla.
WKMT—Kings Mountain, N. C.
WKNE—Keene, N. H.
WKPM—Princeton, Minn.
WKQW—Spring Valley, N. Y.
WKYH—Hemingsway, S. C.
WKNR—Dearborn, Mich.
WKNT—Kent, Ohio
WKNX—Saginaw, Mich.
WKNY—Kingston, N. Y.
WKOA—Hopkinsville, Ky.
WKOL—Sumner, Pa.
WKOL—Amsterdam, N. Y.
WKOP—Binghamton, N. Y.
WKOR—Starkville, Miss.
WKOV—Wellston, Ohio
WKOW—Madison, Wis.
WKOX—Framingham, Mass.
WKOY—Bluefield, W. Va.
WKOZ—Kankakee, Ill.
WKPA—New Kensington, Pa.
WKPR—Kalamazoo, Mich.
WKPT—Kingsport, Tenn.
WKQV—Sullivan, Ind.
WKQW—Spring Valley, N. Y.
WKHA—Holly Springs, Miss.
WKRC—Cincinnati, Ohio
WKRG—Mobile, Ala.
WKRK—Murphy, N. C.
WKRM—Columbia, Tenn.
WKRO—Cairo, Ill.
WKRS—Waukegan, Ill.
WKRT—Cortland, N. Y.
WKRW—Carterville, Ga.
WKHZ—Oil City, Pa.
WKRS—Kearshaw, S. C.
WKRS—West Jefferson, N. C.
WKRN—Jamestown, N. C.
WKSP—Kingstree, S. C.
WKRR—Pulaski, Tenn.
WKRT—New Castle, Pa.
WKRT—Charlotte, N. C.
WKRN—Farmington, Maine
WKRT—South Paris, Me.
WKRS—Sheboygan, Wis.
WKTX—Atlantic Beach, Fla.
WKTY—La Crosse, Wis.
WKUL—Cullman, Ala.
WKVA—Lewiston, Pa.
WKVM—San Juan, P. R.
WKVB—Havelock, N. C.
WKVC—Baltimore, Md.
WKWP—Key West, Fla.
WKWK—Wheeling, W. Va.
WKXL—Concord, N. H.
WKXR—Exeter, N. H.
WKXY—Knoxville, Tenn.
WKY—Sarasota, Fla.
WKY—Oklahoma City, Okla.
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WKYN—San Juan, P. R.
WKYO—Cairo, Mich.
WKYX—Paducah, Ky.
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WKZB—Casey, Ill.
WKZC—Chicago, Ill.
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WLAD—Danbury, Conn.
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WLAM—Lewiston, Me.
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WLAN—Athens, Tenn.
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WLBG—Muncie, Ind.
WLBG—Leesburg-Eustis, Fla.
WLBG—Laurens, S. C.
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WLBK—Oshon, Pa.
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WLCK—Scottsville, Ky.
WLCM—Lancaster, S. C.
WLCO—Eustis, Fla.
WLCB—Baton Rouge, La.
WLCB—Lawrenceville, Ga.
WLCY—St. Petersburg, Fla.
WLDB—Atlantic City, N. J.
WLDS—Jacksonville, Ill.
WLDY—Ladysmith, Wis.
WLEA—Hornell, N. Y.
WLEC—Sandusky, Ohio
WLEB—Richmond, Va.
WLEF—Greenwood, Miss.
WLEM—Emporium, Pa.
WLEO—Ponce, P. R.
WLEK—Lawrenceville, Va.
WLET—Toccoa, Ga.
WLEW—Bad Axe, Mich.
WLEY—Capey, P. R.
WLEK—Key West, Fla.
WLEK—Little Falls, N. Y.
WLEK—Lynchburg, Va.
WLEK—Logan, Ohio

WLBB—New York, N. Y.
WLJ—Shelbyville, Tenn.
WLJK—Newport, Tenn.
WLJL—Lenoir City, Tenn.
WLJL—Kenosha, Wis.
WLJL—Mobile, Ala.
WLJL—Old Saybrook, Conn.
WLJL—Clanton, Ala.
WLJL—Isip, N. Y.
WLJL—Lake Worth, Fla.
WLJL—De Kalb, Ill.
WLJL—Waupun, Wis.
WLJL—Three Rivers, Mich.
WLJL—Lincoln, Mo.
WLJL—Norwalk, Ohio
WLJL—West Liberty, Ky.
WLJL—Providence, R. I.
WLJL—Raleigh, N. C.
WLJL—Lowell, Mass.
WLJL—Lynchburg, Va.
WLJL—Wilson, N. C.
WLJL—Laurel, Md.
WLJL—Jackson, Ohio
WLJL—Peekskill, N. Y.
WLJL—Laurinburg, N. C.
WLJL—Sag Harbor, N. Y.
WLJL—Laona, N. H.
WLJL—Bradock, Pa.
WLJL—Portland, Maine
WLJL—Sturgis, S. D.
WLJL—Pompano Beach, Fla.
WLJL—Eden, N. C.
WLJL—Orlando, Fla.
WLJL—Logan, W. Va.
WLJL—Princeton, W. Va.
WLJL—La Porte, Ind.
WLJL—Memphis, Tenn.
WLJL—Minneapolis, Minn.
WLJL—Lincolnton, N. C.
WLJL—Jasp, Ga.
WLJL—Thomasville, Ga.
WLJL—Asheville, N. C.
WLJL—Louisville, Ky.
WLJL—Washington, Ga.
WLJL—Aiken, S. C.
WLJL—Mobile, Ala.
WLJL—Irondale, Ala.
WLJL—Suffolk, Va.
WLJL—LaSalle, Ill.
WLJL—Chilifand, Fla.
WLJL—Whitehall, Mich.
WLJL—Chicago, Ill.
WLJL—Copperhill, Tenn.
WLJL—Loris, S. C.
WLJL—Big Stone Gap, Va.
WLJL—Wallace, N. C.
WLJL—Lansford, Pa.
WLJL—Pikesville, Ky.
WLJL—Louisville, Miss.
WLJL—Escanaba, Mich.
WLJL—Oliveville, N. Y.
WLJL—Lincolnton, N. C.
WLJL—Gary, Ind.
WLJL—Littleton, N. H.
WLJL—Miami, Fla.
WLJL—Loves Park, Ill.
WLJL—Baton Rouge, La.
WLJL—Lynchburg, Va.
WLJL—Cincinnati, Ohio
WLJL—Chattanooga, Tenn.
WLJL—Williamsport, Pa.
WLJL—Lynn, Mass.
WLJL—Fort Wayne, Ind.
WLJL—Metter, Ga.
WLJL—Madison, Wis.
WLJL—Forest, Miss.
WLJL—State College, Pa.
WLJL—Nashville, Tenn.
WLJL—Washington, D. C.
WLJL—Marionette, Wis.
WLJL—Mansfield, Ohio
WLJL—Chicago, Ill.
WLJL—Springfield, Mass.
WLJL—Springfield, Ill.
WLJL—Macon, Ga.
WLJL—Ambridge, Pa.
WLJL—Pocahontas, Va.
WLJL—Joplin, Mo.
WLJL—Morehead City, N. C.
WLJL—Miami Beach, Fla.
WLJL—Chattanooga, Mich.
WLJL—Auburn, N. Y.
WLJL—Jacksonville, Fla.
WLJL—Uniontown, Pa.
WLJL—Shenandoah, Pa.
WLJL—Memphis, Tenn.
WLJL—New York, N. Y.
WLJL—Church Hill, Tenn.
WLJL—McLeansboro, Ill.
WLJL—Columbia, Tenn.
WLJL—Onida, N. Y.
WLJL—Machol, Me.
WLJL—Mountain City, Tenn.
WLJL—Denham Springs, La.
WLJL—Fajardo, P. R.
WLJL—Midland, Mich.
WLJL—Eau Gallie, Fla.
WLJL—Chase City, Va.
WLJL—Centerville, Miss.
WLJL—Pensacola, Fla.
WLJL—Tallahassee, Fla.
WLJL—Ashburn, Ga.
WLJL—Marion, Va.
WLJL—Monroe, Mass.
WLJL—Monroeville, Ala.
WLJL—Wilmington, N. C.
WLJL—Hibbing, Minn.
WLJL—Dayton Beach, Fla.
WLJL—High Point, N. C.
WLJL—Moultrie, Ga.
WLJL—Wagon, Miss.
WLJL—Bainbridge, Ga.
WLJL—Bowling Green, Ohio
WLJL—Madville, Pa.
WLJL—Montgomery, Ala.
WLJL—Braddock Heights, Md.
WLJL—Ardcho, P. R.
WLJL—Sandusky, Mich.
WLJL—Atlantic City, N. J.
WLJL—Middleboro, Ky.
WLJL—Milwaukee, Wis.
WLJL—St. Paul, Minn.
WLJL—Little Falls, Mich.
WLJL—Lake Geneva, Wis.
WLJL—Natchez, Miss.

- MIX—Mt. Vernon, Ill.
 MJB—Millbrook, Me.
 MKB—Millbrook, Me.
 MKT—Minneapolis, Minn.
 MLO—Beverly, Mass.
 MLP—Milton, Pa.
 MLC—Mylacauga, Ala.
 MLR—Dublin, Ga.
 MMB—Melbourne, Fla.
 MMH—Marshall, N. C.
 MMJ—Lancaster, N. C.
 MMM—Westport, Conn.
 MMN—Fairmont, W. Va.
 MMW—Meriden, Conn.
 MNA—Gretna, Va.
 MNB—North Adams, Mass.
 MNC—Morganton, N. C.
 MNE—Menomonic, Wis.
 MNI—Columbus, Ohio
 MNS—Olean, N. Y.
 MNZ—Montezuma, Ga.
 MOA—Marietta, Ohio
 MOB—Mobile, Ala.
 MOC—Chattanooga, Tenn.
 MOG—Brunswick, Ga.
 MOH—Hamilton, Ohio
 MOK—Metropolis, Ill.
 MON—Monongey, W. Va.
 MOO—Mobile, Ala.
 MOP—Mooresville, N. C.
 MOH—Morehead, Ky.
 MOU—Morris, N. H.
 MOV—Havenswood, W. Va.
 MOX—Meridian, Miss.
 MPA—Aberdeen, Miss.
 MPB—Macon, Ga.
 MPM—Smithfield, N. C.
 MPO—Middleport-Pomeroy, Ohio
 MPP—Chicago Heights, Ill.
 MPT—Memphis, Tenn.
 MPT—South Williamsport, Pa.
 MPM—Memphis, Tenn.
 MMS—Greenville, S. C.
 MRC—Millford, Mass.
 MRE—Monroe, Ga.
 MRF—Lewistown, Pa.
 MRR—Marion, Ind.
 MRS—Marion, Ohio
 MRO—Aurora, Ill.
 MRP—Pittsfield, Mich.
 MSA—Massena, N. Y.
 MSU—Oakland, Md.
 MSV—Sylvia, N. C.
 MSK—Morgantown, Ky.
 MSB—Morgantown, Ky.
 MSJ—Manchester, Tenn.
 MST—Mt. Sterling, Ky.
 MT—Cedar Rapids, Iowa
 MTA—Central City, Ky.
 MTC—Vancleve, Ky.
 MTD—Madison, Wis.
 MTE—Manitowish, Mich.
 MTL—Litchfield, Ky.
 MTM—Moultrie, Ga.
 MTN—Morristown, Tenn.
 MTR—Morristown, N. J.
 MTS—Murfreesboro, Tenn.
 MTK—Muskegon, Mich.
 MAU—Martinsville, S. C.
 MVA—Martinsville, Va.
 MVB—Millville, N. J.
 MVG—Millersville, Ga.
 MVO—Mt. Vernon, Ohio
 MVB—Sidney, Ohio
 MWD—Wilmington, Ohio
 MYB—Myrtle Beach, S. C.
 MYN—Mayodan, N. C.
 MYB—Ft. Myers, Fla.
 MAB—Bridgeport, Conn.
 NAD—Norman, Okla.
 NAE—Warren, Pa.
 NAG—Greenville, S. C.
 NAH—Nashville, Tenn.
 NAK—Nanticoke, Pa.
 NAM—Neanah-Menasha, Wis.
 NAR—Norristown, Pa.
 NAT—Natchez, Miss.
 NAL—New Albany, Miss.
 NAV—Annapolis, Md.
 NAX—Yankton, S. D.
 NBU—New York, N. Y.
 NBF—Binghamton, N. Y.
 NBB—New Bedford, Mass.
 NBP—Park Falls, Wis.
 NBS—Newburyport, Mass.
 NBT—Wellsville, Pa.
 NBY—Newberry, Mich.
 NBS—Saranac Lake, N. Y.
 NCA—Siler City, N. C.
 NCB—Barnesboro, Pa.
 NCC—North Charleston, S. C.
 NCO—Ashland, Ohio
 NCT—Greenville, N. C.
 NDB—Daytona Beach, Fla.
 NDR—Syracuse, N. Y.
 NDU—South Bend, Ind.
 NEN—Newman, Ga.
 NEB—Worcester, Mass.
 NEG—Toccoa, Ga.
 NEL—Casper, P. R.
 NEB—Live Oak, Fla.
 NES—Central City, Ky.
 NEW—New York, N. Y.
 NEX—Mexico, Ga.
 NFA—Green Bay, Wis.
 NGA—Nashville, Ga.
 NGO—Mayfield, Ky.
 NHC—New Haven, Conn.
 NHV—White River Junction, Vt.
 NIA—Cheektowack, N. Y.
 NIB—Arcadio, P. R.
 NIL—Niles, Mich.
 NIO—Niles, Ohio
 NJH—Hammonton, N. J.
 NJR—Newark, N. J.
 NKL—Norwalk, Conn.
 NKY—Neon, Ky.
 NLA—Indianola, Miss.
 NLC—New London, Conn.
 NLK—Norwalk, Conn.
 NMP—Evanston, Ill.
 NMT—Garden City, Ga.
 NNC—Newton, N. C.
 NPB—Middleton, Ohio
 NNT—Waraw, Va.
- WNOE—New Orleans, La.
 WNOG—Naples, Fla.
 WNOK—Columbia, S. C.
 WNOO—Chattanooga, Tenn.
 WNOP—Newport, Ky.
 WNP—Milton, Pa.
 WNOB—High Point, N. C.
 WNOV—Milwaukee, Wis.
 WNOY—New York, Pa.
 WNOX—Knoxville, Tenn.
 WNOZ—New Orleans, La.
 WNPT—Tuscaloosa, Ala.
 WNPV—Lansdale, Pa.
 WNRG—Grundy, Va.
 WNRJ—Woonsocket, R. I.
 WNRK—Gainesville, Ga.
 WNRK—Newark, Del.
 WNRV—Narrowa-Pearisburg, Va.
 WNSL—Laurel, Miss.
 WNTN—Newton, Mass.
 WNTT—Tazewell, Tenn.
 WNUB—Ft. Walton Beach, Fla.
 WNUC—Chicago, Ill.
 WNUZ—Talladega, Ala.
 WNV—Norton, Va.
 WNVN—Nicholasville, Ky.
 WNVY—Pensacola, Fla.
 WNVV—Valparaiso, Ind.
 WNW—Portsmouth, Ohio
 WNXN—Canton, Ohio
 WNYR—Rochester, N. Y.
 WOAI—San Antonio, Tex.
 WOAP—Owasso, Mich.
 WOAY—Oak Hill, Va.
 WOBS—Jacksonville, Fla.
 WORT—Rhineland, Wis.
 WOC—Davenport, Iowa
 WOCB—West Yarmouth, Ind.
 WOCN—North Vernon, Ind.
 WOCN—Miami, Fla.
 WOCN—Ocala, Fla.
 WODI—Brooksville, Va.
 WODY—Bassett, Va.
 WOGA—Sylvestor, Ga.
 WOGO—New Smyrna Beach, Fla.
 WOHI—East Liverpool, Ohio
 WOHO—Toledo, Ohio
 WOHS—Shelby, N. C.
 WOIB—Salina, Mich.
 WOIC—Columbia, S. C.
 WOIO—Canton, Ohio
 WOKA—Douglas, Ga.
 WOKB—Winter Garden, Fla.
 WOKC—Okeschoha, Fla.
 WOKD—Decatur, Ga.
 WOKJ—Jackson, Miss.
 WOKK—Meridian, Miss.
 WOKL—Eau Claire, Wis.
 WOKO—Albany, N. Y.
 WOKW—Columbus, Ga.
 WOKX—Brookton, Mass.
 WOKY—Milwaukee, Wis.
 WOKZ—Alton, Ill.
 WOLD—Washington, D. C.
 WOLF—Marion, Va.
 WOLF—Syracuse, N. Y.
 WOLF—Florence, S. C.
 WOLI—Owensboro, Ky.
 WOMP—Decatur, Ga.
 WOMP—Wheeling, W. Va.
 WONT—Manitowoc, Wis.
 WONA—Winona, Miss.
 WOND—Pleasantville, N. J.
 WONE—Dayton, Ohio
 WONN—Lakeland, Fla.
 WONS—Tallahassee, Fla.
 WONW—Defiance, Ohio
 WOOD—Grand Rapids, Mich.
 WOOF—Dothan, Ala.
 WOOG—Washington, D. C.
 WOOD—De Land, Fla.
 WOOW—Greenville, N. C.
 WOPI—Oak Park, Ill.
 WOR—New York, N. Y.
 WORA—Mayaguez, P. R.
 WORC—Worcester, Mass.
 WORD—Spartanburg, S. C.
 WORH—Orangeburg, S. C.
 WORJ—Orlando, Fla.
 WORL—York, Pa.
 WORM—Savannah, Tenn.
 WOSC—Madison, Ind.
 WOSC—Fulton, N. C.
 WOSH—Oshkosh, Wis.
 WOTR—Corry, Pa.
 WOTT—Watertown, N. Y.
 WOTW—Nashua, N. H.
 WOVE—Welch, W. Va.
 WOV—Omaha, Neb.
 WOWL—Florence, Ala.
 WOWO—Fort Wayne, Ind.
 WOXW—Nauvau, Conn.
 WOXK—Oxford, N. C.
 WPA—Ponca, P. R.
 WPAC—Pachogue, N. Y.
 WPAD—Paducah, Ky.
 WPAG—Ann Arbor, Mich.
 WPAL—Charleston, S. C.
 WPAQ—Pottsville, Pa.
 WPAQ—Mt. Airy, N. C.
 WPAR—Parkersburg, W. Va.
 WPAZ—Zephyrhills, Fla.
 WPAZ—Paterson, N. J.
 WPAW—East Syracuse, N. Y.
 WPAW—Thomasville, Ga.
 WPAZ—Portsmouth, Ohio
 WPAZ—Pottsville, Pa.
 WPCB—Clinton, S. C.
 WPCF—Pampano City, Fla.
 WPCO—Mount Vernon, Ind.
 WPDE—Corydon, Ind.
 WPDR—Potsdam, N. Y.
 WPDR—Portage, Wis.
 WPDJ—Jacksonville, Fla.
 WPKY—Clarksville, W. Va.
 WPEH—Louisville, Ga.
 WPEH—Philadelphia, Pa.
 WPEO—Peoria, Ill.
 WPET—Taunton, Mass.
 WPET—Greensboro, N. C.
 WPEA—Pensacola, Fla.
 WPEB—Middleton, Ohio
 WPGA—Perry, Ga.
- WPGC—Bladensburg, Md.
 WPGW—Burgaw, N. C.
 WPGW—Portland, Ind.
 WPHB—Phillipsburg, Pa.
 WPHB—Waverly, Mich.
 WPHM—Port Huron, Mich.
 WPI—Sharon, Pa.
 WPID—Piedmont, Ala.
 WPIK—Alexandria, Va.
 WPIR—Pittsburg, Pa.
 WPIR—Pittsburg, Pa.
 WPKB—Pikeville, Ky.
 WPKO—Waverly, Ohio
 WPKY—Princeton, Ky.
 WPLA—Pine City, Fla.
 WPLB—Greenville, Mich.
 WPLK—Rockmart, Ga.
 WPLM—Plymouth, Mass.
 WPLD—Atlanta, Ga.
 WPLY—Plymouth, Wis.
 WPMPE—Punxsutawney, Pa.
 WPMB—Vandalia, Ill.
 WPMB—Pascagoula-Moss Point, Miss.
 WPMN—Plymouth, N. C.
 WPNB—Brevard, N. C.
 WPNH—Plymouth, N. H.
 WPNM—Auburn, Me.
 WPNX—Columbus, Ga.
 WPNR—Pontiac, Ill.
 WPNR—Pontiac, Mich.
 WPOP—Hartford, Conn.
 WPOP—Portland, Me.
 WPOW—New York, N. Y.
 WPPA—Pottsville, Pa.
 WPPA—Mayaguez, P. R.
 WPPA—Lincoln, Ill.
 WPRE—Prairie du Chien, Wis.
 WPRN—Butler, Ala.
 WPRO—Providence, R. I.
 WPRP—Ponce, P. R.
 WPRS—Paris, Ill.
 WPRP—Providence, R. I.
 WPRV—Wauchoosa, Ky.
 WPRW—Manassas, Va.
 WPRY—Perry, Fla.
 WPSL—Monroeville, Pa.
 WPTB—Raleigh, N. C.
 WPTB—Raleigh, N. C.
 WPTN—Cookeville, Tenn.
 WPTR—Albany, N. Y.
 WPTS—Pittston, Pa.
 WPTX—Lexington Park, Md.
 WPTW—Piquette, Ohio
 WPTW—Pittsburgh, Pa.
 WPUV—Pulaski, Va.
 WQAM—Miami, Fla.
 WQBC—Vicksburg, Miss.
 WQBS—San Juan, P. R.
 WQDY—Celaia, Maine
 WQIC—Meridian, Miss.
 WQIK—Jacksonville, Fla.
 WQIK—St. George, S. C.
 WQMR—Silver Springs, Md.
 WQON—Greenville, S. C.
 WQSN—Charleston, S. C.
 WQTC—Two Rivers, Wis.
 WQTE—Monroe, Mich.
 WQTT—Lafayette, La.
 WQVA—Montgomery, Ala.
 WQVA—Madison, Va.
 WQXI—Atlanta, Ga.
 WQXL—Columbia, S. C.
 WQXR—New York, N. Y.
 WQXT—Palm Beach, Fla.
 WRAB—Rabon, Ala.
 WRAC—Racine, Wis.
 WRAD—Rapid, Pa.
 WRAG—Carrollton, Ala.
 WRAI—Rio Piedras, P. R.
 WRAJ—Anna, Ill.
 WRAK—Williamsport, Pa.
 WRAM—Monmouth, Ill.
 WRAN—Crown, N. J.
 WRAP—Warren, Pa.
 WRAY—Princeton, Ind.
 WRBC—Jackson, Miss.
 WRBD—Pompano Beach, Fla.
 WRBE—Lucedale, Miss.
 WRBE—St. Johns, Mich.
 WRBL—Columbus, Ga.
 WRBN—Warner Robins, Ga.
 WRC—Washington, D. C.
 WRCD—Dalton, Ga.
 WRCE—New Britain, Conn.
 WRCK—Florence, Ala.
 WRCO—Richland Center, Wis.
 WRCP—Philadelphia, Pa.
 WRCS—Ahsokie, N. C.
 WRDB—Reedsburg, Wis.
 WRDO—Augusta, Me.
 WRDS—Ann Arbor, Mich.
 WREB—Hollock, Mass.
 WREC—Memphis, Tenn.
 WREL—Lexington, Va.
 WREN—Topeka, Kans.
 WREO—Ashtabula, Ohio
 WREO—Reidsville, N. C.
 WREY—New Albany, Ind.
 WRFC—Athens, Ga.
 WRFD—Columbus-Worthington, Ohio
 WRFS—Alexander City, Ala.
 WRGA—Rome, Ga.
 WRGM—Richmond, Va.
 WRGS—Rogersville, Tenn.
 WRHI—Jacksonville, Tenn.
 WRHC—Rock Hill, S. C.
 WRHL—Rochelle, Ill.
 WRHW—Cleveland, Ga.
 WRIB—Petersburg, R. I.
 WRIC—Richlands, Va.
 WRIE—Erie, Pa.
 WRIG—Wausau, Wis.
 WRIN—Rensselaer, Ind.
 WRIP—Rosa, Ga.
 WRIS—Rossville, Va.
 WRIT—Milwaukee, Wis.
- WRIV—Riverhead, N. Y.
 WRIZ—Coral Gables, Fla.
 WRJC—Mauston, Wis.
 WRIN—Riverside, Wis.
 WRJW—Piquette, Miss.
 WRKB—Kannapolis, N. C.
 WRKD—Rockland, Me.
 WRKH—Rockwood, Tenn.
 WRKL—New City, N. Y.
 WRKN—Chattanooga, Tenn.
 WRKN—Brandenburg, Miss.
 WRKO—Boston, Mass.
 WRKT—Cocoa Beach, Fla.
 WRLD—West Point, Ga.
 WRMA—Montgomery, Ala.
 WRML—Titusville, Fla.
 WRMN—Elgin, Ill.
 WRMS—Beardstown, Ill.
 WRMT—Rocky Mount, N. C.
 WRNB—New Bern, N. C.
 WRNC—Raleigh, N. C.
 WRNO—North Atlanta, Ga.
 WRNI—Richton, Va.
 WRNY—Rome, N. Y.
 WROA—Gulfport, Miss.
 WROB—West Point, Miss.
 WROC—Rochester, N. Y.
 WROD—Daytona Beach, Fla.
 WROK—Rochester, N. Y.
 WROL—Knoxville, Tenn.
 WROM—Rome, Ga.
 WRON—Roncoverte, W. Va.
 WROS—Scottsboro, Ala.
 WROV—Roanoke, Va.
 WROY—Albany, N. Y.
 WROX—Clarksville, Miss.
 WROY—Clark, Ill.
 WRPL—Evansville, Ind.
 WRPL—Charlotte, N. C.
 WRPM—Poplarville, Miss.
 WRPL—Dallas, Tex.
 WRBR—Rockford, Ill.
 WRRC—Clinton, N. C.
 WRSC—State College, Pa.
 WRSL—San Juan, P. R.
 WRSL—Stanford, Ky.
 WRSS—Warsaw, Ind.
 WRSA—Huron, N. C.
 WRTH—Wood River, Ill.
 WRUL—Rantoul, Ill.
 WRUF—Gainesville, Fla.
 WRUM—Rumford, Me.
 WRUN—Utica, N. Y.
 WRUS—Richfield, Ky.
 WRVA—Richmond, Va.
 WRVK—Randolph Valley, Ky.
 WRWH—Cleveland, Ga.
 WRXO—Roxboro, N. C.
 WRXO—New Britain, Conn.
 WRXT—Boston, Mass.
 WSAC—Fort Knox-Radcliff, Ky.
 WSAF—Sarasota, Fla.
 WSAI—Cincinnati, Ohio
 WSAJ—Logansport, Ind.
 WSAM—Saginaw, Mich.
 WSAN—Allentown, Pa.
 WSAR—Saratoga, Miss.
 WSAR—Fall River, Mass.
 WSAT—Salisbury, N. C.
 WSAU—Wausau, Wis.
 WSAV—Savannah, Ga.
 WSAV—Rochester, N. Y.
 WSAB—Huntington, W. Va.
 WSB—Atlanta, Ga.
 WSB—York, Pa.
 WSB—New Smyrna Beach, Fla.
 WSB—Chicago, Ill.
 WSBP—Chattanooga, Fla.
 WSBP—Bacon Station, Fla.
 WBSB—Great Barrington, Mass.
 WBSY—South Bend, Ind.
 WSCM—Panama City, Fla.
 WSCO—Taylorville, Miss.
 WSCR—Scamton, Pa.
 WSD—Sterling, Ill.
 WSDS—Yonkers, Mich.
 WSEB—Sebring, Fla.
 WSEL—Pontotoc, Miss.
 WSEM—Donaldsonville, La.
 WSEN—Baldwinsville, N. Y.
 WSER—Eaton, Md.
 WSEV—Sevier, Tenn.
 WSEB—Quitman, Ky.
 WSEF—Somerset, Ky.
 WSTP—Thomaston, Ga.
 WSPW—Seneca Falls, N. Y.
 WSVB—Savannah, Ga.
 WSTP—St. Johns, Va.
 WSGC—Eiberton, Ga.
 WSGN—Birmingham, Ala.
 WSGO—Oswego, N. Y.
 WSGW—Saginaw, Mich.
 WSHB—Raefton, N. C.
 WSHB—Sheffield, Ala.
 WSEN—Fremont, Mich.
 WSHO—New Orleans, La.
 WSHP—Shippensburg, Pa.
 WSIB—Beaufort, S. C.
 WSTC—Statesville, N. C.
 WSID—Baltimore, Md.
 WSTC—St. Louis, Mo.
 WSP—Paintsville, Ky.
 WSR—Winter Haven, Fla.
 WSIV—Peoria, Ill.
 WSIX—Nashville, Tenn.
 WSIZ—Ocala, Fla.
 WSJC—Jasper, Miss.
 WSKY—Wagoner, Okla.
 WSJR—Madawaska, Me.
 WSJS—Winston-Salem, N. C.
 WSJW—Woodruff, S. C.
 WSKE—Everett, Pa.
 WSXK—Barre-Montpelier, Vt.
 WTLB—Somerset, Ky.
 WSKY—Ashville, N. C.
 WSLB—Ogdensburg, N. Y.
 WSLC—Clermont, Fla.
 WSLI—Jackson, Miss.
 WSLM—Salem, Ind.
 WSLP—Lancaster, Pa.
 WSLR—Rocky, Ohio
 WSLT—Ocean City-Somers Point, N. J.
 WSLV—Ardmore, Tenn.
 WSM—Nashville, Tenn.
 WSM—Marine City, Mich.
 WSMB—New Orleans, La.
- WSMD—La Plata, Md.
 WSME—Sanford, Me.
 WSMG—Greenville, Tenn.
 WSMI—Richfield, Ill.
 WSMI—Graham, N. C.
 WSMN—Nashua, N. H.
 WSMY—Sparta, Tenn.
 WSMY—Weldon, N. C.
 WSN—Cumming, Ga.
 WSN—Bridgeton, N. J.
 WSN—Paris, Tenn.
 WSN—Sandersville, Ga.
 WSNY—Schenectady, N. Y.
 WSNW—Seneca, S. C.
 WSO—Charlotte, N. C.
 WSO—Savannah, Ga.
 WSO—Tampa, Fla.
 WSO—Salem, Ohio
 WSON—Henderson, Ky.
 WSO—Sault Ste. Marie, Mich.
 WSO—Syracuse, N. Y.
 WSO—Decatur, Ill.
 WSO—Spartanburg, S. C.
 WSPB—Sarasota, Fla.
 WSPB—Toledo, Ohio
 WSPF—Hickory, N. C.
 WSPR—Springfield, Mass.
 WSP—Stevens Point, Wis.
 WSA—Alton, Fla.
 WSR—Durham, N. C.
 WSRF—Ft. Lauderdale, Fla.
 WSRM—Mariboro, Mass.
 WSRW—Hillsboro, Ohio
 WSSA—Atlanta, Ga.
 WSSB—Durham, N. C.
 WSSB—Sumter, N. H.
 WSSC—Starkville, Miss.
 WSSV—Petersburg, Va.
 WSTA—St. Thomas, V. I.
 WSTC—Stamford, Conn.
 WSTP—Taylorville, N. C.
 WSTP—Pittsburgh, Pa.
 WSTP—Salisbury, N. C.
 WSTU—Sturgis, Mich.
 WSTU—Stuart, Fla.
 WSTV—Steubenville, Ohio
 WSTX—St. Croix, V. I.
 WSTY—Gronon, Conn.
 WSTY—Hartford, Conn.
 WSUN—St. Petersburg, Fla.
 WSUX—Seaford, Del.
 WSUZ—Palatka, Fla.
 WSWA—Harrisonburg, Va.
 WSW—Shelbyville, Ind.
 WSW—Walden, N. C.
 WSWP—West Warwick, R. I.
 WSVS—Creve, Va.
 WSWG—Greenwood, Miss.
 WSWN—Belle Glade, Fla.
 WSWP—Pennington Gap, Va.
 WSWW—Pittsfield, Wis.
 WSYB—Rutland, Vt.
 WSYD—Mt. Airy, N. C.
 WSYL—Sylvania, Ga.
 WSYR—Syracuse, N. Y.
- WTAB—Tabor City, N. C.
 WTAC—Tipton, Mich.
 WTAD—Quincy, Ill.
 WTAD—Pittsburgh, Pa.
 WTAD—Worcester, Mass.
 WTAE—Eau Gallie, Fla.
 WTAK—Garden City, Mich.
 WTAL—Tallahassee, Fla.
 WTAN—Clearwater, Fla.
 WTAP—Parkersburg, W. Va.
 WTAP—J. A. Orange, Ill.
 WTAR—Norfolk, Va.
 WTAV—Bryan-College Station, Tex.
 WTAX—Springfield, Ill.
 WTAY—Robinson, Ill.
 WTBC—Tuscaloosa, Ala.
 WTBD—Troy, Ala.
 WTBD—Cumberland, Md.
 WTBY—Waterbury, Conn.
 WTCA—Plymouth, Ind.
 WTCE—Flomaton, Ala.
 WTCH—Shawano, Wis.
 WTCT—Toll City, Ind.
 WTCC—Traverse City, Mich.
 WTCC—Campbellville, Ky.
 WTCS—Ashland, Ky.
 WTCS—Fairmont, W. Va.
 WTCT—Whitesburg, Ky.
 WTCL—Philadelphia, Pa.
 WTGA—Thomaston, Ga.
 WTGB—Augusta, S. C.
 WTGB—Eiberton, Ga.
 WTGD—Milford, Delaware.
 WTHE—Mineola, N. Y.
 WTHT—Terre Haute, Ind.
 WTHM—Lapeer, Mich.
 WTHU—Thurmont, Md.
 WTTIC—Hartford, Conn.
 WTTD—Newport News, Va.
 WTTT—Tifton, Ga.
 WTTG—Massillon, Ohio
 WTK—Durham, N. C.
 WTKL—Mayaguez, P. R.
 WTKL—Trenton, Ill.
 WTKP—Charleston, W. Va.
 WTKP—Manistiquie, Mich.
 WTKV—Titusville, Pa.
 WTKX—New Orleans, La.
 WTKH—East Point, Ga.
 WTKM—Hartson, Tenn.
 WTKM—Hartson, Tenn.
 WTKO—Ithaca, N. Y.
 WTKY—Tompkinsville, Ky.
 WTLB—Utica, N. Y.
 WTLK—Taylorville, N. C.
 WTLN—Apopka, Fla.
 WTLB—Somerset, Ky.
 WTLB—Tallahassee, Fla.
 WTLA—Charleston, S. C.
 WTLB—Tomah, Wis.
 WTM—Ocala, Fla.
 WTM—Milwaukee, Wis.
 WTM—Tampa, Fla.
 WTM—Camden, N. J.
 WTM—Louisville, Ky.
 WTM—Thomson, N. C.
 WTM—Orangeburg, S. C.
 WTM—Coshocton, Ohio
 WTM—Tallahassee, Fla.
 WTM—Winston-Salem, N. C.
- WTOC—Savannah, Ga.
 WTOE—Toledo, Ohio
 WTOE—Spruce Pine, N. C.
 WTOE—Blairstown, Va.
 WTOG—Bellefontaine, Ohio
 WTOF—Washington, D. C.
 WTOB—Torrington, Conn.
 WTOB—Marlanna, Fla.
 WTOV—Towson, Md.
 WTOV—Roanoke, Va.
 WTOB—Paris, Tenn.
 WTPS—Portage, Mich.
 WTQX—Salma, Ala.
 WTRA—Lipton, Pa.
 WTRB—Ripley, Tenn.
 WTRC—Elkhart, Ind.
 WTRC—Greensburg, Ind.
 WTRI—Brunswick, Md.
 WTRB—Brandenton, Fla.
 WTRN—Tyrona, Pa.
 WTRD—Dyersburg, Tenn.
 WTRP—LaGrange, Ga.
 WTRF—Sanford, Fla.
 WTRU—Muskegon, Mich.
 WTRX—Flint, Mich.
 WTRY—Troy, N. Y.
 WTRB—Bartlett, Vt.
 WTRB—Lumberton, N. C.
 WTRB—Madisonville, Ky.
 WTRB—Over, N. H.
 WTRV—Claremont, N. H.
 WTRB—Vero Beach, Fla.
 WTRC—Towanda, Pa.
 WTRF—Tiffin, Ohio
 WTRF—Dalton, Ga.
 WTRM—Madisonville, Ky.
 WTRM—Trenton, N. J.
 WTRN—Watertown, Wis.
 WTRN—Toledo, Ohio
 WTRB—Westminster, Ind.
 WTRB—Bloomington, Ind.
 WTRB—Amherst, N. C.
 WTUG—Tuscaloosa, Ala.
 WTRF—Tupelo, Miss.
 WTUX—Wilmington, Del.
 WTVB—Coldwater, Mich.
 WTV—Waterville, Me.
 WTVN—Columbus, Ohio
 WTVR—Richmond, Va.
 WTV—Thomson, Ga.
 WTVB—Auburndale, Fla.
 WTVN—St. Joseph, Vt.
 WTRC—West Springfield, Mass.
 WTRC—East Longmeadow, Mass.
 WTYM—Tryon, N. C.
 WTVS—Marlanna, Va.
 WTYZ—Tazewell, Va.
 WUBE—Cincinnati, Ohio
 WURB—Lawburg, Ga.
 WURF—Baxley, Ga.
 WURF—Eastman, Ga.
 WUPD—Amherst, N. Y.
 WULA—Eufaula, Ala.
 WULF—Alma, Ga.
 WUNO—Rio Piedras, P. R.
 WUNB—Brookline, Mass.
 WUOK—Cumberland, Md.
 WUSJ—Lockport, N. Y.
 WUST—Washington, D. C.
 WUWU—Gainesville, Fla.
 WVAH—Virginia Beach, Va.
 WVAL—Sault Rapids, Minn.
 WVAM—Altos, Pa.
 WVAB—Richwood, W. Va.
 WVCB—Shallotte, N. C.
 WVCF—Windermere, Fla.
 WVCG—Coral Gables, Fla.
 WVCC—Chester, Pa.
 WVCC—Hampton, Va.
 WVCT—Mount Dora, Fla.
 WVIC—East Lansing, Mich.
 WVIM—Vicksburg, Miss.
 WVJ—Mount Kisco, N. Y.
 WVJP—Casper, P. R.
 WVJS—Owensboro, Ky.
 WVKO—Columbus, Ohio
 WVL—Valdosta, Ga.
 WVLK—Lexington, Ky.
 WVLN—Olney, Ill.
 WVLX—Water Valley, Miss.
 WVMC—Mount Carmel, Ill.
 WVMG—Cocharan, Ga.
 WVMI—Blount, Miss.
 WVMT—Burlington, Vt.
 WVNA—Tusculum, Ala.
 WVNB—Newark, N. J.
 WVOC—Battle Creek, Mich.
 WVOC—Chadbourne, N. C.
 WVOH—Hazlehurst, Ga.
 WVOK—Jacksonville, Fla.
 WVOC—Chattanooga, Ala.
 WVOM—Ocala, Fla.
 WVON—Cicero, Ill.
 WVOP—Vidalia, Ga.
 WVOS—Liberty, N. Y.
 WVOT—Wilson, N. C.
 WVOT—Huntsville, Ala.
 WVOW—Logan, W. Va.
 WVOX—New Rochelle, N. Y.
 WVPO—Stroudsburg, Pa.
 WVSC—Spencer, W. Va.
 WVSA—Vernon, Ala.
 WVSC—Somerset, Pa.
 WVSC—Rainton, Ala.
 WVTL—Winston-Salem, N. C.
 WVVA—Grafton, W. Va.
 WVWB—Lakeland, Fla.
 WVAM—Cadillac, Mich.
 WVBA—St. Petersburg, Fla.
 WVBC—Cocoa, Fla.
 WVBB—Barnesboro, S. C.
 WVBB—Windsor, Pa.
 WVBB—Vineland, N. J.
 WVCA—Gary, Ind.
 WVCC—Bremen, Ga.
 WVCC—Clarion, Pa.
 WVCC—Brazill, Ind.
 WVCC—Waterbury, Conn.
 WVDA—Wisconsin Dells, Wis.
 WVDC—Washington, D. C.

(Continued on next page)

WVDR—Murfreesboro, N. C.
 WVGO—Erie, Pa.
 WVGO—Sanford, N. C.
 WVGS—Tifton, Ga.
 WVHY—Huntington, W. Va.
 WVIN—Baltimore, Md.
 WVIS—Black River Falls, Wis.
 WVIT—Canton, N. C.
 WVJ—Detroit, Mich.
 WVJB—Brookville, Fla.
 WVJC—Superior, Wis.
 WWKE—Ocala, Fla.
 WWKO—Fair Bluff, N. C.
 WWKY—Winchester, Ky.
 WWL—New Orleans, La.
 WWL—Fort Lee, Pa.
 WWNC—Asheville, N. C.
 WWNH—Rochester, N. H.
 WWNR—Beckley, W. Va.
 WWNS—Statesboro, Ga.
 WWNY—Watertown, N. Y.
 WWOL—Lynchburg, Va.
 WWOR—Miami, Fla.
 WWOL—Buffalo, N. Y.

WWOM—New Orleans, La.
 WWOT—Wilmington, N. C.
 WWOW—Cincinnati, Ohio
 WWPA—Williamsport, Pa.
 WWPF—Palatka, Fla.
 WWRI—New York, N. Y.
 WWSC—Glens Falls, N. Y.
 WWSE—Loretto, Pa.
 WWSE—St. Albans, Vt.
 WWST—Wooster, Ohio
 WWST—Pittsburgh, Pa.
 WWTC—Minneapolis, Minn.
 WWUN—Jackson, Miss.
 WWVA—Wheeling, W. Va.
 WWWB—Jasper, Ia.
 WWWF—Fayette, Ala.
 WWWR—Russellville, Ala.
 WWXL—Manchester, Ky.
 WWYN—Erie, Pa.
 WWYO—Pineville, W. Va.
 WWYL—Jennings, Mo.
 WWY—Pittsburgh, Pa.
 WWY—Buffalo, N. Y.

WXGI—Richmond, Va.
 WXIV—Charleston, W. Va.
 WXLL—Dublin, Ga.
 WXLW—Indianapolis, Ind.
 WXMT—Merrill, Wis.
 WXOK—Baton Rouge, La.
 WXOX—Bay City, Mich.
 WXPQ—Eatonville, Ga.
 WXR—Guayama, P. R.
 WXTN—Lexington, Miss.
 WXTN—Pawtucket, R. I.
 WXTN—Meda, Pa.
 WXYA—Charlottesville, W. Va.
 WXYV—Riviera Beach, Fla.
 WXXV—Jeffersonville, Ind.
 WXXX—Hattiesburg, Miss.
 WXYZ—Detroit, Mich.
 WYAL—Scotland Neck, N. C.
 WYAM—Bessemer, Ala.
 WYBQ—Massena, N. Y.
 WYCL—York, S. C.
 WYCL—Rocky Mount, Va.
 WYDK—Yadkinville, N. C.

WYFE—Rockford, Ill.
 WYGO—Corbin, Ky.
 WYLD—New Orleans, La.
 WYLO—Jackson, Wis.
 WYMB—Manning, S. C.
 WYNA—Raleigh, N. C.
 WYND—Sarasota, Fla.
 WYNN—Baton Rouge, La.
 WYNN—Florence, S. C.
 WYNN—Brunswick, Ga.
 WYNS—Lehigh, Pa.
 WYNS—Atlanta, Ga.
 WYNY—Ypsilanti, Mich.
 WYOU—Tampa, Fla.
 WYPR—Danville, Va.
 WYRE—Annapolis, Md.
 WYRN—Louisburg, N. C.
 WYSE—Inverness, Fla.
 WYSH—Clinton, Tenn.
 WYSL—Buffalo, N. Y.
 WYSR—Franklin, Va.
 WYTH—Rocky Mount, Va.
 WYTH—Madison, Ga.

WYVE—Wytheville, Va.
 WYXI—Athens, Tenn.
 WYXX—Kalamazoo, Mich.
 WYZZ—Atlanta, Ga.
 WZAM—Prichard, Ala.
 WZBN—Zion, Ill.
 WZEP—De Funiak Springs, Fla.
 WZEP—Cincinnati, Ohio
 WZFY—Albemarle, N. C.
 WZOB—Fort Payne, Ala.
 WZPB—Princeton, Ill.
 WZST—Leesburg, Fla.
 WZUM—Carnegie, Pa.
 WZYX—Cowan, Tenn.

XEAM—Tijuana (San Diego, Calif.)
 XEJ—Ciudad Juarez (El Paso, Tex.)
 XEK—Nuevo Laredo (Laredo, Tex.)
 XELO—Ciudad Juarez (El Paso, Tex.)
 XEML—Tijuana (San Diego, Calif.)
 XENU—Nuevo Laredo (Laredo, Tex.)
 XEHR—Tijuana (San Diego, Calif.)
 XEHR—Coahuila (Del Rio, Tex.)
 XETRA—Tijuana (San Diego, Calif.)
 XEJWG—Ciudad Juarez (El Paso, Tex.)
 XEWH—Ciudad Juarez (El Paso, Tex.)
 XEJX—Tijuana (San Diego, Calif.)

FREQUENCY MODULATION (FM) STATIONS

CKLV-FM—Detroit, Mich.
 KABC-FM—Los Angeles, Calif.
 KABL-FM—San Francisco, Calif.
 KACE-FM—Riverside, Calif.
 KADI (FM)—St. Louis, Mo.
 KADO (FM)—Denver, Colo.
 KADK (FM)—Denver, Colo.
 KAFE (FM)—Oakland, Calif.
 (See San Francisco, Calif.)
 KAFI (FM)—Auburn, Calif.
 KAFM (FM)—Salina, Kan.
 KAGH-FM—Crosby, Ark.
 KAIM-FM—Honolulu, Hawaii
 KAKC-FM—Tulsa, Okla.
 KALB-FM—Alexandria, La.
 KAMS-FM—Mammoth Spring, Ark.
 KAMU-FM—Anchorage, Alaska
 KANS-FM—Larned, Kans.
 KARD (FM)—Wichita, Kans.
 KARK-FM—Little Rock, Ark.
 KARL (FM)—Carlsbad, Calif.
 KARF-FM—Fresno, Calif.
 KASE (FM)—Austin, Tex.
 KASI-FM—Ames, Iowa
 KATY-FM—San Luis Obispo, Calif.
 KAUS-FM—Austin, Minn.
 KAVI-FM—Rocky Ford, Colo.
 KAVR-FM—Apple Valley, Calif.
 KAWY (FM)—Casper, Wyo.
 KAYD (FM)—Barnes, Tex.
 KAYL-FM—Storm Lake, Iowa
 KBAY (FM)—San Jose, Calif.
 KBBI (FM)—Los Angeles, Calif.
 KBKB (FM)—Boise, Idaho
 KBBL (FM)—Riverside, Calif.
 KBBI (FM)—San Diego, Calif.
 KBXB (FM)—Seattle, Wash.
 KBYY (FM)—Ventura, Calif.
 KBCA (FM)—Los Angeles, Calif.
 KBCE-FM—Shreveport, La.
 KBEE-FM—Modesto, Calif.
 KBER-FM—San Antonio, Tex.
 KBFW-FM—Blue Earth, Minn.
 KBFY (FM)—Kansas City, Mo.
 KBFM (FM)—Lubbock, Tex.
 KBGH-FM—Memphis, Texas
 KBGN-FM—Caldwell, Ida.
 KBHS-FM—Hot Springs, Ark.
 KBIG-FM—Los Angeles, Calif.
 KBIM-FM—Roswell, N. M.
 KBIG (FM)—Edmond, Wash.
 KBKB (FM)—San Diego, Calif.
 KBLE-FM—Seattle, Wash.
 KBMC (FM)—Eugene, Ore.
 KBMF (FM)—Spearman, Tex.
 KBNN (FM)—Albuquerque, N. M.
 KBNO (FM)—Houston, Tex.
 RBOA-FM—Kennett, Mo.
 RBOB (FM)—West Covina, Calif.
 RBOE-FM—Oklahoma, Iowa
 RBOH-FM—Hot Springs, S. D.
 RBOI-FM—Boise, Idaho
 RBOX-FM—Dallas, Tex.
 RBOY-FM—Medford, Ore.
 RBPI (FM)—Denver, Colo.
 RBPO (FM)—Beaumont, Tex.
 RBFR (FM)—Fergus Falls, Minn.
 RBFB (FM)—San Francisco, Calif.
 KRRK-FM—Brookings, S. D.
 KBRO-FM—Bremerton, Wash.
 KBTC-FM—Houston, Mo.
 KBTM-FM—Jonesboro, Ark.
 KBUC-FM—Terrell Hills, Texas
 KBUE-FM—Burlington, Iowa
 KBUY-FM—Fort Worth, Tex.
 KBUZ-FM—Mesa, Ariz.
 KCAB-FM—Dardanelle, Ark.
 KCAL-FM—Redlands, Calif.
 KCBH (FM)—Los Angeles, Calif.
 KCBS-FM—San Francisco, Calif.
 KCBE-FM—Tucson, Ariz.
 KCBF (FM)—St. Louis, Mo.
 KCIL (FM)—Houma, La.
 KCIM-FM—Carroll, Iowa
 KCJB-FM—Minot, N. D.
 KCJC (FM)—Kansas City, Mo.
 KCJN—Merriam, Kans.
 KCKN-FM—Kansas City, Mo.
 KCLD-FM—Leavenworth, Kan.
 KCLU-FM—Holla, Mo.
 RCMB (FM)—Wichita, Kan.

KCMS-FM—Manitou Springs, Colo.
 KCMN (FM)—Carlsbad, N. M.
 KCOU-FM—San Antonio, Tex.
 KCKX-FM—Salt Lake City, Utah
 KCRK-FM—Sacramento, Calif.
 KCRF-FM—Enid, Okla.
 KCTA-FM—Sinton, Tex.
 KCTC (FM)—Sacramento, Calif.
 KCUE-FM—Red Wing, Minn.
 KCWF (FM)—Fort Worth, Tex.
 KCSB (FM)—Richland, Wash.
 KCRK-FM—Santa Barbara, Calif.
 KDDD-FM—Dumas, Tex.
 KDEF-FM—Albuquerque, N. M.
 KDEN (FM)—Denver, Colo.
 KDPC (FM)—San Francisco, Calif.
 KDPS (FM)—Walnut Creek, Calif.
 KDHI-FM—Twenty-nine Palms, Calif.
 KDHL-FM—Faribault, Minn.
 KDIG-FM—San Diego, Calif.
 KDJW-FM—Amarillo, Tex.
 KDKA-FM—Pittsburgh, Pa.
 KDLM-FM—Duluth, Minn.
 KDML (FM)—Des Moines, Ia.
 KDNA (FM)—St. Louis, Mo.
 KDNC-FM—Spokane, Wash.
 KDNO (FM)—Delano, Calif.
 KDNT-FM—Denton, Tex.
 KDOL-FM—Mojeave, Calif.
 KDIN-FM—Enison, Iowa
 KDIX-FM—Denison, Tex.
 KDUI (FM)—Riverside, Calif.
 KDUX (FM)—Aberdeen, Wash.
 KDVR (FM)—Sioux City, Ia.
 KEBB (FM)—Oklahoma City, Okla.
 KEBL-FM—Jacksonville, Tex.
 KEEB-FM—Shreveport, La.
 KEEY (FM)—St. Paul, Minn.
 KEEZ (FM)—San Antonio, Tex.
 KEFC (FM)—Waco, Tex.
 KEFM (FM)—Nacogdoches, Tex.
 KEIR (FM)—Dallas, Tex.
 KEIS (FM)—Dorado, Ark.
 KILE (FM)—Lamesa, Tex.
 KELO-FM—Sioux Falls, S. D.
 KELT (FM)—Hartington, Tex.
 KEPR-FM—Kennewick, Wash.
 KEQR (FM)—Chico, Calif.
 KERI (FM)—Blaine, Wash.
 KERS (FM)—Bakersfield, Calif.
 KERR (FM)—Salinas, Calif.
 KESM (FM)—El Dorado Springs, Mo.
 KETO (FM)—Seattle, Wash.
 KEWB (FM)—Redding, Calif.
 KEYC (FM)—Mankato, Minn.
 KEYS (FM)—Wichita, Kans.
 KZZR (FM)—Anahem, Calif.
 KFAC-FM—Omaha, Neb.
 KFAC-FM—Los Angeles, Calif.
 KFAD (FM)—Cleburne, Tex.
 KFAM (FM)—St. Cloud, Minn.
 KFAY (FM)—Fayetteville, Ark.
 KPBH-FM—Waynesville, Mo.
 KPBK-FM—Sacramento, Calif.
 KPBH-FM—Wichita, Kan.
 KFIG (FM)—Fresno, Calif.
 KFJB-FM—Marshalltown, Iowa
 KFKF-FM—Seattle, Wash.
 KFLA-FM—Scott City, Kan.
 KFLB-FM—Corvallis, Ore.
 KFLG-FM—Sawtooth, Calif.
 KPMC (FM)—Provo, Utah
 KPMO (FM)—Dubuque, Iowa
 KPMF (FM)—Fort Collins, Colo.
 KPMG (FM)—Des Moines, Iowa
 KFML-FM—Denver, Colo.
 KPMU (FM)—Tucson, Ariz.
 KPMN (FM)—Wichita, Kans.
 KPMF (FM)—Port Arthur, Tex.
 KPMF (FM)—Lincoln, Neb.
 KPMR (FM)—Fremont, Calif.
 KPMR (FM)—San Francisco, Calif.
 KPMU (FM)—Kansas City, Mo.
 KPMU (FM)—San Bernardino, Calif.
 KPMU (FM)—San Diego, Calif.
 KPMY (FM)—Eugene, Ore.
 KPNB (FM)—Oklahoma City, Okla.
 KPNB (FM)—Big Spring, Tex.
 KPNB (FM)—Honolulu, Hawaii
 KFOG (FM)—San Francisco, Calif.

KFOX-FM—Long Beach, Calif.
 KFRD-FM—Rosenberg, Tex.
 KFRF-FM—Fresno, Calif.
 KFRN (FM)—Brownwood, Tex.
 KFRM-FM—Fort Morgan, Colo.
 KFRM (FM)—Fort Worth, Tex.
 KGAF-FM—Galveston, Tex.
 KGBC-FM—Galveston, Tex.
 KGMS-FM—Los Angeles, Calif.
 KGEC (FM)—Palm Springs, Calif.
 KGEN-FM—Tulare, Calif.
 KGEM (FM)—Bakersfield, Calif.
 KGHQ-FM—Equis, Wash.
 KGMB-FM—Honolulu, Hawaii
 KGMI-FM—Bellingham, Wash.
 KGMO-FM—Cape Girardeau, Mo.
 KGNF-FM—Amarillo, Texas
 KGNQ-FM—Dodge City, Kans.
 KGO-FM—San Francisco, Calif.
 KGRG (FM)—Hartshill, Mo.
 KGRD (FM)—Las Cruces, N. M.
 KGRE (FM)—Greeley, Colo.
 KGRF-FM—Henderson, Tex.
 KGUD-FM—Santa Barbara, Calif.
 KGVV-FM—Helgeard, Mont.
 KGVV-FM—Chgoe, Alaska
 KHBM-FM—Mexico, Ariz.
 KHBR-FM—Hillsboro, Texas
 KHEN-FM—Henryetta, Okla.
 KHFP-FM—Phoenix, Ariz.
 KHFI (FM)—Austin, Texas
 KHFM (FM)—Albuquerque, N. M.
 KHII (FM)—Sacramento, Calif.
 KHJ-FM—Los Angeles, Calif.
 KHOB-FM—Hobbs, N. M.
 KHOF (FM)—Los Angeles, Calif.
 KHOM (FM)—Houma, La.
 KHOP-FM—Harrison, Ark.
 KHQ-FM—Spokane, Wash.
 KHSL-FM—Seattle, Wash.
 KICD-FM—Spencer, Iowa
 KICF-FM—Hastings, Neb.
 KIFP-FM—Iowa Falls, Iowa
 KIFM (FM)—Bakersfield, Calif.
 KIKK-FM—Houston, Tex.
 KIKT-FM—Houston, Tex.
 KIKT-FM—Seattle, Wash.
 KINK (FM)—Portland, Ore.
 KINS-FM—Eureka, Calif.
 KINT-FM—El Paso, Tex.
 KIOI (FM)—Chico, Calif.
 KIOU (FM)—Corpus Christi, Tex.
 KIPQ-FM—Seattle, Wash.
 KISS (FM)—San Antonio, Tex.
 KISW (FM)—Seattle, Wash.
 KIT-FM—Yakima, Wash.
 KITE-FM—San Antonio, Tex.
 KITT (FM)—San Diego, Calif.
 KITY (FM)—San Antonio, Tex.
 KJAL-FM—Seattle, Wash.
 KJDL-FM—Dallas, Tex.
 KJAE (FM)—Lakewood, Colo.
 KJAM-FM—Madison, S. D.
 KJAN-FM—Atlantic, Iowa
 KJAX (FM)—Stockton, Calif.
 KJAZ (FM)—Alameda, Calif.
 KJCK-FM—Junction City, Kans.
 KJEF-FM—Jennings, Mo.
 KJEM-FM—Oklahoma City, Okla.
 KJET-FM—Beaumont, Tex.
 KJIB (FM)—Portland, Ore.
 KJLH (FM)—Long Beach, Calif.
 KJML (FM)—Sacramento, Calif.
 KJW-FM—Waynesville, Mo.
 KJLH-FM—Golden Meadow, La.
 KJEF-FM—Junction City, Kans.
 KJEM-FM—Lima, Mo.
 KJEN-FM—Killean, Iowa
 KJLM (FM)—Ames, Iowa
 KJLN-FM—Lincoln, Neb.
 KJLN-FM—Portland, Ore.
 KJLR-FM—Denver, Colo.
 KJLW-FM—St. Louis, Mo.
 KJLT (FM)—Lake Jackson, Tex.

KLMO-FM—Longmont, Colo.
 KLON-FM—Lompoc, Calif.
 KLOP-FM—Ponca City, Okla.
 KLPW-FM—Union, Mo.
 KLRO (FM)—San Diego, Calif.
 KLSN (FM)—Seattle, Wash.
 KLSS (FM)—Mason City, Iowa
 KLUC-FM—Las Vegas, Nev.
 KLUE-FM—Longview, Tex.
 KLUR (FM)—Wichita Falls, Tex.
 KLWN-FM—Lawrence, Kans.
 KLYN (FM)—Lynden, Wash.
 KLYQ (FM)—Hemlock, Mont.
 KLYX (FM)—Memphis, Tenn.
 KLZ-FM—Denver, Colo.
 KMAG (FM)—Fort Smith, Ark.
 KMAQ-FM—Maquoketa, Iowa
 KMAX (FM)—Sierra Madre, Calif.
 KMFR (FM)—Kansas City, Mo.
 KMFB-FM—Phoenix, Ariz.
 KMET (FM)—Los Angeles, Calif.
 KMFB-FM—Mendocino, Calif.
 KMFM (FM)—San Antonio, Tex.
 KMJ-FM—Fresno, Calif.
 KMLB-FM—Monroe, La.
 KMKK (FM)—Little Rock, Ark.
 KMLB (FM)—Mesa, Ariz.
 KMDD (FM)—Tulsa, Okla.
 KMOX-FM—St. Louis, Mo.
 KMPX (FM)—San Francisco, Calif.
 KMRC-FM—Morgan City, La.
 KMSC (FM)—Clear Lake City, Calif.
 KMUZ (FM)—Santa Barbara, Calif.
 KMYR (FM)—Denver, Colo.
 KNAC (FM)—Long Beach, Calif.
 KNBQ-FM—Bethany, Okla.
 KNBF-FM—San Francisco, Calif.
 KNBT (FM)—Council Bluffs, Iowa
 KNBY-FM—Newport, Ark.
 KNDE-FM—Aztec, N. M.
 KNDR (FM)—Chickasha, Okla.
 KNBF-FM—Scottsbluff, Neb.
 KNED-FM—McAlester, Okla.
 KNEL-FM—Waukon, Iowa
 KNEV (FM)—Reno, Nev.
 KNFB (FM)—Nowata, Okla.
 KNFM (FM)—Midland, Tex.
 KNIF (FM)—Anchorage, Alaska
 KNIF (FM)—New Iberia, La.
 KNIX (FM)—Phoenix, Ariz.
 KNJO (FM)—Thousand Oaks, Calif.
 KNNU (FM)—Tulare, Calif.
 KNOB (FM)—Long Beach, Calif.
 KNOC-FM—Natchitoches, La.
 KNOR-FM—Port Walsh, Tex.
 KNOR-FM—Conroe, Tex.
 KNTO (FM)—Wichita Falls, Tex.
 KNUE (FM)—Tyler, Tex.
 KNUS (FM)—Dallas, Tex.
 KNWA (FM)—Fayetteville, Ark.
 KNX-FM—Los Angeles, Calif.
 KNXR (FM)—Rochester, Minn.
 KOA-FM—Denver, Colo.
 KOB-FM—Albuquerque, New Mex.
 KOBB-FM—Hot Springs, S. D.
 KOCC (FM)—Newport Beach, Calif.
 KOBF-FM—Oklahoma City, Okla.
 KODA-FM—Houston, Texas
 KOAM (FM)—Oklahoma City, Okla.
 KOFO-FM—Ottawa, Kan.
 KOGO-FM—San Diego, Calif.
 KOIL-FM—Omaha, Neb.
 KOIN-FM—Portland, Ore.
 KOIT (FM)—San Francisco, Calif.
 KOKK-FM—Austin, Tex.
 KOKK-FM—Conroe, Tex.
 KOLM-FM—Rochester, Minn.
 KONG-FM—Visalia, Calif.
 KONI-FM—Spanish Fork, Utah
 KOOL-FM—Phoenix, Ariz.
 KOPL-FM—Great Falls, Mont.
 KORA-FM—Bryan, Tex.
 KOSL-FM—Las Vegas, Nev.
 KOSF-FM—Osceola, Ark.
 KOSI-FM—Aurora, Colo.
 KOSO (FM)—Patterson, Calif.
 KOST (FM)—Los Angeles, Calif.
 KOST-FM—Texarkana, Ark.
 KOTN-FM—Pine Bluff, Ark.
 KOWH-FM—Omaha, Neb.
 KOWN-FM—Escondido, Calif.

KOYL-FM—Odesa, Tex.
 KOYN-FM—Billings, Mont.
 KOZE-FM—Lewiston, Ida.
 KPAC-FM—Port Arthur, Tex.
 KPAK (FM)—El Paso, Tex.
 KPAM-FM—Portland, Ore.
 KPAN (FM)—Horsford, Tex.
 KPAT-FM—Berkeley, Calif.
 KPDD-FM—Portland, Ore.
 KPFL-FM—Lafayette, La.
 KPGM (FM)—Los Altos, Calif.
 KPIK-FM—Colorado Springs, Colo.
 KPLC-FM—Lake Charles, La.
 KPLT-FM—Paris, Tex.
 KPLX (FM)—San Jose, Calif.
 KPMJ (FM)—Oxnard, Calif.
 KPOI-FM—Honolulu, Hawaii
 KPOK (FM)—Portland, Ore.
 KPOL-FM—Los Angeles, Calif.
 KPVC-FM—Pasadena, Calif.
 KPWF-FM—Wenatchee, Wash.
 KPRI (FM)—San Diego, Calif.
 KPIM-FM—Park Rapids, Minn.
 KPRS-FM—Kansas City, Mo.
 KPUL-FM—Pullman, Wash.
 KPWD (FM)—Plentywood, Mont.
 KPAN (FM)—Portland, Ore.
 KQIF (FM)—Odesa, Tex.
 KQMU (FM)—Salt Lake City, Utah
 KQRS-FM—Minneapolis, Minn.
 KQTY (FM)—Wichita, Kans.
 KRQE (FM)—Houston, Texas
 KRFB-FM—Pittsburgh, Pa.
 KRWB-FM—Moorhead, Minn.
 KRXX (FM)—McAllen, Tex.
 KRAV (FM)—Tulsa, Okla.
 KRBE (FM)—Houston, Tex.
 KRBI-FM—St. Peter, Minn.
 KRBT (FM)—Woodland, Calif.
 KRBC-FM—Council Bluffs, Iowa
 KRCH (FM)—St. Louis, Mo.
 KRBE (FM)—Monroe, La.
 KREM-FM—Spokane, Wash.
 KRFP (FM)—Santa Clara, Calif.
 KRFS (FM)—Moberly, Mo.
 KRFX-FM—Grand Junction, Colo.
 KRFD (FM)—Marysville, Calif.
 KRFM (FM)—Phoenix, Ariz.
 KRFO-FM—Owatonna, Minn.
 KRGN (FM)—Las Vegas, Nev.
 KRHM (FM)—Los Angeles, Calif.
 KRIF (FM)—El Dorado, Ark.
 KRIT (FM)—Clarion, Iowa
 KRKB-FM—Los Angeles, Calif.
 KRLD-FM—Dallas, Tex.
 KRMD-FM—Shreveport, La.
 KRMS-FM—Tulsa, Okla.
 KRMS-FM—Osage Beach, Mo.
 KRMS-FM—Keans, Neb.
 KRQA (FM)—Aurora, Neb.
 KRQB-FM—Robstown, Tex.
 KRON (FM)—San Francisco, Calif.
 KRPS-FM—Clinton, Iowa
 KRPM (FM)—San Jose, Calif.
 KRSE-FM—Minneapolis, Minn.
 KRSE-FM—San Diego, Calif.
 KRSE-FM—San Diego, Calif.
 KRSE-FM—Lubbock, Tex.
 KRSE-FM—Durant, Okla.
 KRSM (FM)—Sacramento, Calif.
 KRSP (FM)—San Fernando, Calif.
 KRSM-FM—Ste. Genevieve, Mo.
 KRSM-FM—St. Louis, Mo.
 KRSM-FM—Creston, Iowa
 KRSM-FM—Sedalia, Mo.
 KRSM (FM)—Jamestown, N. D.
 KRSM (FM)—San Jose, Calif.
 KRSM (FM)—San Angelo, Tex.
 KRSM-FM—Salt Lake City, Utah
 KRSM-FM—Opeleus, La.
 KRSM-FM—Santa Maria, Calif.

KSMB (FM)—Lafayette, La.
 KSOP-FM—Salt Lake City, Utah
 KSPI-FM—Stillwater, Okla.
 KSPL-FM—Diboll, Tex.
 KSPR-FM—Springdale, Ark.
 KSPL (FM)—Santa Monica, Calif.
 KSRN (FM)—Reno, Nev.
 KSHB (FM)—Tracy, Calif.
 KSTN-FM—Stockton, Calif.
 KSPV-FM—Arlington, N. M.
 KSWM-FM—Aurora, Mo.
 KSNY (FM)—Joplin, Mo.
 KTCM-FM—Tacoma, Wash.
 KTAJ (FM)—Texarkana, Tex.
 KTAO (FM)—Los Gatos, Calif.
 KTRF-FM—Phoenix, Ariz.
 KTRC-FM—Austin, Tex.
 KTRB (FM)—Garden Grove, Calif.
 KTRB-FM—Minneapolis, Minn.
 KTRC-FM—Fort Smith, Ark.
 KTRG-FM—Columbia, Mo.
 KTRH-FM—South Lake Tahoe, Calif.
 KTRB-FM—Thibodaux, La.
 KTRM-FM—San Rafael, Calif.
 KTRM (FM)—Barnes, Tex.
 KTRM-FM—Santa Barbara, Calif.
 KTRM-FM—Tacoma, Wash.
 KTRD-FM—Sinton, Tex.
 KTRP-FM—Topeka, Kan.
 KTRQ (FM)—Clovis, New Mex.
 KTRB-FM—Modesto, Calif.
 KTRB-FM—Beaumont, Tex.
 KTRM-FM—El Paso, Tex.
 KTRB-FM—Springfield, Mo.
 KTRB-FM—Oceanside, Calif.
 KTRB-FM—Ventura, Calif.
 KTRB-FM—Redwood City, Calif.
 KTRB (FM)—Las Vegas, Nev.
 KTRB-FM—El Campo, Tex.
 KTRB-FM—St. Louis, Mo.
 KTRB-FM—Sioux Springs, Ark.
 KTRB-FM—Tampa, Ark.
 KTRB-FM—Garden City, Kan.
 KTRB-FM—Billings, Mont.
 KTRB-FM—St. Joseph, Mich.
 KTRB (FM)—Glendale, Calif.
 KTRB-FM—Newton, Iowa
 KTRB-FM—Bakersfield, Calif.
 KTRB-FM—San Luis Obispo, Calif.
 KTRB-FM—Conway, Ark.
 KTRB-FM—Ventura, Calif.
 KTRB (FM)—San Fernando, Calif.
 KTRB-FM—Highland Park, Tex.
 KTRB-FM—Fallon, Nev.
 KTRB (FM)—Emporia, Kans.
 KTRB-FM—Colorado Springs, Colo.
 KTRB (FM)—Vermillion, S. D.
 KTRB (FM)—Stillwater, Okla.
 KTRB-FM—Show Low, Ariz.
 KTRB-FM—Cheyenne, Wyo.
 KTRB (FM)—Monterey, Calif.
 KTRB (FM)—Beatrice, Neb.
 KTRB (FM)—Des Moines, Iowa
 KTRB (FM)—Springfield, Mo.
 KTRB (FM)—San Angelo, Tex.
 KTRB-FM—Abernathy, Tex.
 KTRB (FM)—Lincoln, Neb.
 KTRB-FM—Brenham, Tex.
 KTRB-FM—Salt Lake City, Utah
 KTRB (FM)—Edmond, Okla.
 KTRB (FM)—Salt Lake City, Utah
 KTRB-FM—Moses Lake, Wash.
 KTRB-FM—Santa Ana, Calif.
 KTRB-FM—Shreveport, La.
 KTRB (FM)—Kansas City, Mo.
 KTRB-FM—Willmar, Minn.
 KTRB (FM)—San Angelo, Tex.
 KTRB-FM—Port Dodge, Iowa
 KTRB-FM—West Plains, Mo.
 KTRB (FM)—West Plains, Mo.
 KTRB (FM)—Los Angeles, Calif.
 KTRB-FM—Springfield, Mo.

- KWVL-FM-Waterloo, Iowa
 KWVW-FM-Mexico, Mo.
 KWVI-FM-Beckley, W. Va.
 KWXX-FM-Cathedral City, Calif.
 KWYN-FM-Wynns, Ark.
 KXEL-FM-Waterloo, Iowa
 KXFM-FM-Santa Maria, Conn.
 KXIC-FM-Iowa City, Iowa
 KXIH-FM-Dalhart, Tex.
 KXJK-FM-Forest City, Ark.
 KXKL-FM-Lodi, Calif.
 KXL (FM)-Portland, Ore.
 KXLS (FM)-Oklahoma City, Okla.
 KXLY-FM-Spokane, Wash.
 KXOA-FM-Sacramento, Calif.
 KXRA-FM-Alexandria, Minn.
 KXTR-FM-Kansas City, Mo.
 KXXX (FM)-Dallas, Tex.
 KXXX (FM)-Houston, Tex.
 KXDE-FM-Oceanside, Calif.
 KXDA (FM)-West Monroe, La.
 KXFB (FM)-Birmingham, Ala.
 KYLE (FM)-Temple, Tex.
 KYMS (FM)-Santa Ana, Calif.
 KYSM-FM-Mankato, Minn.
 KYSN (FM)-Joplin, Mo.
 KYTE (FM)-Livermore, Calif.
 KYUM-FM-Tyler, Tex.
 KZAP (FM)-Sacramento, Calif.
 KZFM (FM)-Corpus Christi, Tex.
 KZUN (FM)-Opportunity, Wash.
 KZYM-FM-Cape Girardeau, Mo.
 WAA-AFM-Winston-Salem, N. C.
 WAC (FM)-Worcester, Mass.
 WAAW (FM)-Murray, Ky.
 WAAZ (FM)-Crestview, Fla.
 WABC-FM-New York, N. Y.
 WABD-FM-Ft. Campbell, Ky.
 WABI-FM-Bangor, Me.
 WABX (FM)-Detroit, Mich.
 WABZ-FM-Albany, N. C.
 WACO-FM-Waco, Tex.
 WADB (FM)-Point Pleasant, N. J.
 WADM-FM-Decatur, Ind.
 WADY (FM)-Buffalo, N. Y.
 WABF-FM-Allentown, Pa.
 WAFB (FM)-Cincinnati, Ohio
 WAGR-FM-Lumberton, N. C.
 WAGY-FM-Forest City, N. C.
 WAIR (FM)-Huntsville, Ala.
 WAIN-FM-Columbia, Ky.
 WAJM (FM)-Montgomery, Ala.
 WAJR-FM-Morantown, W. Va.
 WAKO-FM-Aiken, S. C.
 WAKR-FM-Akron, Ohio
 WAKT-FM-Patchogue, N. Y.
 WALL-FM-Middletown, N. Y.
 WALZ-FM-Jacksonville, Fla.
 WANQ-FM-Pittsburgh, Pa.
 WANP (FM)-Coldwater, Mich.
 WANZ-FM-Anderson, S. C.
 WANY-FM-Albany, Ky.
 WANZ (FM)-Seymour, Fla.
 WAPI-FM-Birmingham, Ala.
 WAQR-FM-Annapolis, Wis.
 WAQR (FM)-Jacksonville, Fla.
 WARF-FM-Johnstown, Pa.
 WARK-FM-Aurora, Ill.
 WARL-FM-Hagerstown, Md.
 WARL-FM-Peace, Fla.
 WART-FM-Peru, Ind.
 WASA-FM-Havre De Grace, Md.
 WASH (FM)-Washington, D. C.
 WATH-FM-Athens, Ohio
 WATM-FM-Lafayette, Ind.
 WATM-FM-Atlanta, Ga.
 WATO-FM-Oak Ridge, Tenn.
 WATR-FM-Waterbury, Conn.
 WATZ-FM-Alpena, Mich.
 WATQ-FM-Augusta, Ga.
 WATK-FM-Waukesha, Wis.
 WAUR (FM)-Aurora, Ill.
 WAUF-FM-Fairfield, Va.
 WAWO-FM-Atlanta, Ga.
 WAWA-FM-Milwaukee, Wis.
 WAWK-FM-Kendallville, Ind.
 WAWR (FM)-Bolling Green, Ohio
 WAZ (FM)-Minneapolis, Minn.
 WAYZ-FM-Wayneboro, Pa.
 WAZL-FM-Hazleton, Pa.
 WAZZ-FM-Lafayette, Ind.
 WRAB-FM-Bahylon, N. Y.
 WRAG-FM-Burlington, N. C.
 WRAL-FM-Raleigh, N. C.
 WRAP-FM-Fort Worth, Tex.
 WRBW-FM-Barnwell, S. C.
 WRBY-FM-Green Bay, Wis.
 WRPA-FM-Pittsfield, Ill.
 WRBB-FM-Burlington, N. C.
 WRBC (FM)-Jackson, Mich.
 WRBC (FM)-Cincinnati, Ohio
 WRRO-FM-Forest City, N. C.
 WRRO-FM-Augusta, Ga.
 WRHW-FM-Youngstown, Ohio
 WRCH-FM-Hastings, Mich.
 WRCT-FM-Williamsburg, Va.
 WRCT-FM-Bay City, Mich.
 WRBN (FM)-Boston, Mass.
 WRBO-FM-Bucyrus, Ohio
 WREA (FM)-Elyria, N. Y.
 WREN-FM-Buffalo, N. Y.
 WRET-FM-Brockton, Mass.
 WRBU-FM-Beaufort, S. C.
 WRBY (FM)-Bay City, Wis.
 WRFX-FM-Chillicothe, N. Y.
 WRFB (FM)-Rochester, N. Y.
 WRFP (FM)-Detroit, Mich.
 WRPM (FM)-Seneca, S. C.
 WRQM (FM)-Tallahassee, Fla.
 WRST-FM-Brownsville, Tenn.
 WRST-FM-Mesa, Ariz.
 WRIL (FM)-Bluff, Miss.
 WRIR-FM-Knoxville, Tenn.
 WRIV-FM-Wethersfield, N. Y.
 WRIZ-FM-Eau Claire, Wis.
- WBHJ (FM)-Trenton, N. J.
 WBHV-FM-West Bend, Wis.
 WBWV (FM)-Beckley, W. Va.
 WBLK (FM)-Denver, N. Y.
 WBLB-FM-Batesburg, S. C.
 WBLM-FM-Springfield, Ohio
 WBMD-FM-Baltimore, Md.
 WBMI (FM)-Hartford-Meriden, Conn.
 WBMP (FM)-Elwood, Ind.
 WBNC-FM-Conway, N. H.
 WBNL-FM-Boonville, Ind.
 WBNO-FM-Bryan, Ohio
 WBNO (FM)-Bloomington, Ill.
 WBNS-FM-Columbus, Ohio
 WBNT-FM-Onida, Tenn.
 WBNY (FM)-Buffalo, N. Y.
 WBOB-FM-Galax, Va.
 WBOC-FM-Salisbury, Md.
 WBON (FM)-Milwaukee, Wis.
 WBOS (FM)-Brookline, Mass.
 WBOW-FM-Terre Haute, Ind.
 WBOW-FM-Lock Haven, Pa.
 WBRB-FM-Mt. Clemens, Mich.
 WBRD-FM-Birmingham, Ala.
 WBRD-FM-Bradenton, Fla.
 WBRN-FM-Wilkes-Barre, Pa.
 WBRN-FM-Big Rapids, Mich.
 WBRN-FM-Providence, R. I.
 WBRM-FM-New Bedford, Mass.
 WBT-FM-Charlotte, N. C.
 WBTF-FM-Danville, Va.
 WBTR-FM-Carrollton, Ga.
 WBUR-FM-Buffalo, N. Y.
 WBUS (FM)-Miami Beach, Fla.
 WBUT-FM-Rutler, Pa.
 WBVP-FM-Beaver Falls, Pa.
 WBVM (FM)-Bayamon, P. R.
 WBVO (FM)-Boyetown, Pa.
 WBWZ-FM-Holton, Mass.
 WBZ (FM)-Kenil, Ohio
 WCAC (FM)-Anderson, S. C.
 WCAO-FM-Baltimore, Md.
 WCAR-FM-Detroit, Mich.
 WCAU-FM-Philadelphia, Pa.
 WCBK-FM-Martinsville, Ind.
 WCBT-FM-Benton, Ky.
 WCBT-FM-New York City, N. Y.
 WCBW (FM)-Columbia, Ill.
 WCCC-FM-Hartford, Conn.
 WCGM-FM-Lawrence, Mass.
 WCCN-FM-Nellyville, Wis.
 WCCN-FM-Charlottesville, Va.
 WCCW-FM-Traverse City, Mich.
 WCDL-FM-Carbondale, Pa.
 WCRD-FM-DuBois, Pa.
 WCRF-FM-Parkersburg, W. Va.
 WCGN-FM-Mt. Pleasant, Mich.
 WCRH-FM-Charlotte, Mich.
 WCHA-FM-Chambersburg, Pa.
 WCHD (FM)-Detroit, Mich.
 WCHK-FM-Canton, Ga.
 WCRN-FM-Norwich, N. Y.
 WCHO-FM-Washington Ct. House, Ohio
 WCHR (FM)-Trenton, N. J.
 WCIL-FM-Carbondale, Ill.
 WCIS-FM-Pascagoula, Miss.
 WCM-FM-West Point, Ga.
 WCIW (FM)-Cleveland, Ohio
 WCMC-FM-Cocoa Beach, Fla.
 WCLE-FM-Cleveland, Tenn.
 WCLI-FM-Corning, N. Y.
 WCLF-FM-Janesville, Wis.
 WCLT-FM-Newark, Ohio
 WCLV (FM)-Cleveland, Ohio
 WCLW-FM-Mansfield, Ohio
 WCMC-FM-Wildwood, N. J.
 WCMR-FM-Buffalo, N. C.
 WCMR (FM)-Rochester, N. Y.
 WCMF-FM-Ashland, Ky.
 WCMN-FM-Arcetio, P. R.
 WCMN-FM-Norfolk, Va.
 WCMR-FM-Connersville, Ind.
 WCMR-FM-Quincy, Fla.
 WCNW-FM-Fairfield, Ohio
 WCOA-FM-Pensacola, Fla.
 WCOB (FM)-Hyannis, Mass.
 WCOF-FM-Immokalee, Fla.
 WCOH-FM-Newman, Ga.
 WCOL-FM-Columbus, Ohio
 WCON-FM-Cincinnati, Ohio
 WCOF-FM-Boston, Mass.
 WCOF-FM-Lebanon, Tenn.
 WCOB-FM-Columbia, S. C.
 WCOH-FM-Leawiston, Me.
 WCON-FM-Sparta, Wis.
 WCRN-FM-Clearfield, Pa.
 WCRS-FM-Fairfax, Va.
 WCRS-FM-Earnham, Ill.
 WCRB-FM-Waltham, Mass.
 WCRD (FM)-Bluffton, Ind.
 WCRM-FM-Clear, Mich.
 WCRD-FM-Richland Center, Ohio
 WCRS-FM-Greenwood, S. C.
 WCRB-FM-Birmingham, Ala.
 WCRX (FM)-Springfield, Mass.
 WCSR-FM-Charleston, S. C.
 WCSI-FM-Columbus, Ind.
 WCSM-FM-Celina, Ohio
 WCTF-FM-Berkeley Springs, W. Va.
 WCTC-FM-New Brunswick, N. J.
 WCTM (FM)-Eaton, Ohio
 WCTT-FM-Corbin, Ky.
 WCTV-FM-New Castle, Ind.
 WCTX (FM)-Palmyra, Pa.
 WCUE (FM)-Akron, Ohio
 WCTM-FM-Cumberland, Md.
 WCTY (FM)-Cleveland Heights, Ohio
 WCWA-FM-Toledo, Ohio
 WCXL (FM)-Cincinnati, Ohio
 WCXN (FM)-Cincinnati, Ohio
 WDAE-FM-Tampa, Fla.
 WDAE-FM-Kansas City, Mo.
 WDAW-FM-Danville, Ill.
 WDAO (FM)-Dayton, Ohio
- WDBR-FM-Darlington, S. C.
 WDBS-FM-Philadelphia, Pa.
 WDBY-FM-Fargo, N. D.
 WDBJ-FM-Hanoke, Va.
 WDBL-FM-Springfield, Tenn.
 WDBM-FM-Statesville, N. C.
 WDBN (FM)-Medina, Ohio
 WDBO-FM-Orlando, Fla.
 WDBX (FM)-Buffalo, N. Y.
 WDDI (FM)-Dayton, Pa.
 WDDI (FM)-Syracuse, N. Y.
 WDEA-FM-Ellsworth, Me.
 WDEC-FM-Americus, Ga.
 WDEH-FM-Sweetwater, Tenn.
 WDEN-FM-Macon, Ga.
 WDEH-FM-Dover, N. J.
 WDEH (FM)-Chicago, Ill.
 WDIK-FM-Orangeburg, S. C.
 WDJR (FM)-Oil City, Pa.
 WDKC (FM)-Albany, N. Y.
 WDKN-FM-Dickson, Tenn.
 WDLB-FM-Marshall, Wis.
 WDM-FM-Marquette, Mich.
 WDM-FM-Des Moines, Ia.
 WDMW (FM)-Greenville, Miss.
 WDMW (FM)-Memphis, Wis.
 WDNB-FM-Durham, N. C.
 WDOA (FM)-Dayton, Ohio
 WDOC-FM-Prestonburg, Ky.
 WDOI-FM-Chatanooga, Tenn.
 WDOI (FM)-New Orleans, La.
 WDOI-FM-Athens, Ga.
 WDOV-FM-Dover, Del.
 WDRS-FM-Hartford, Conn.
 WDRM (FM)-Greenville, Ohio
 WDRM-FM-Decatur, Ala.
 WDRS-FM-Dillon, S. C.
 WDRS-FM-New Orleans, La.
 WDUU-FM-Gainesville, Ga.
 WDUX-FM-Waupaca, Wis.
 WDUZ-FM-Green Bay, Wis.
 WDVZ-FM-Vineland, N. J.
 WDWV (FM)-Philadelphia, Pa.
 WDWZ-FM-Kenil, Ohio
 WDXE-FM-Champaign, Ill.
 WDXE-FM-Lynchburg, Tenn.
 WDXL-FM-Lexington, Tenn.
 WDEA (FM)-Eden, N. C.
 WEAU (FM)-Eau Claire, Wis.
 WEAV-FM-Plattsburgh, N. Y.
 WEAV-FM-Evanston, Ill.
 WEBS (FM)-Chicago, Ill.
 WEBS (FM)-Cincinnati, Ohio
 WEBS-FM-Harrisburg, Ill.
 WEBS-FM-Buffalo, N. Y.
 WEDA (FM)-Grove City, Pa.
 WEDR (FM)-Miami, Fla.
 WEDV-FM-New York, N. Y.
 WEEB-FM-Rocky Mount, N. C.
 WEEB-FM-Highland Park, Ill.
 WEEI-FM-Boston, Mass.
 WEEP-FM-Pittsburgh, Pa.
 WEEB-FM-Warrenton, Va.
 WEEB-FM-Easton, Pa.
 WEEA (FM)-Waukesha, Wis.
 WEEB (FM)-Wilmington, Va.
 WEEB (FM)-Chicago, Ill.
 WEIC-FM-Charleston, Ill.
 WEIV (FM)-Ithaca, N. Y.
 WEIL-FM-Scranton, Pa.
 WEKZ-FM-Monroe, Wis.
 WELI (FM)-Freeport, Ill.
 WELM-FM-Tupelo, Miss.
 WELM-FM-Ft. Smith, S. C.
 WELR-FM-Roscoe, Ala.
 WEMP-FM-Milwaukee, Wis.
 WENC-FM-Whiteville, N. C.
 WEND-FM-Ebensburg, Pa.
 WENT-FM-Elmira, N. Y.
 WERC-FM-Foughkeeps, N. Y.
 WEPB-FM-Martinsburg, W. Va.
 WEPN-FM-Elizabethtown, Pa.
 WEQR (FM)-Goldshoro, N. C.
 WERE-FM-Cleveland, Ohio
 WERR-FM-Hamilton, Ala.
 WERI-FM-Westerly, R. I.
 WERM (FM)-St. Mary's, Ohio
 WERT-FM-Van Wert, Ohio
 WESA-FM-Charleroi, Pa.
 WESC-FM-Greenville, S. C.
 WESP-FM-Southbridge, Mass.
 WEST-FM-Easton, Pa.
 WETD-FM-New York, N. Y.
 WETL (FM)-Arlington Heights, Ill.
 WEZK (FM)-Knoxville, Tenn.
 WEZR (FM)-Fairfax, Va.
 WEZC-FM-Cocoa, Fla.
 WFAA-FM-Dallas, Tex.
 WFAA-FM-Alliance, Ohio
 WFAW-FM-Washington, D. C.
 WFAA-FM-White Plains, N. Y.
 WFAW-FM-Ft. Atkinson, Wis.
 WFBC-FM-Greenville, S. C.
 WFBC-FM-Altoona, Pa.
 WFBI-FM-Indianapolis, Ind.
 WFBI-FM-Tampa, Fla.
 WFFM (FM)-Muskegon, Mich.
 WFIG-FM-Sumter, S. C.
 WFIL-FM-Philadelphia, Pa.
 WFIM (FM)-Elkhart, Ind.
 WFIN-FM-Findlay, Ohio
 WFIV-FM-Fairfield, Ill.
 WFIZ (FM)-Conestoga, Ohio
 WFIZ (FM)-Manchester, Ga.
 WFIL-FM-Philadelphia, Pa.
 WFLO-FM-Farmville, Va.
 WFLB-FM-Dundee, N. Y.
 WFLS-FM-Fredricksburg, Va.
 WFLS (FM)-Franklin, Tenn.
 WFLS (FM)-Troy, N. Y.
 WFLS (FM)-Rocky Mount, N. C.
 WFMB (FM)-Springfield, Ill.
 WFMD-FM-Frederick, Md.
 WFME (FM)-Chicago, Ill.
 WFMG (FM)-Gallatin, Tenn.
 WFMG (FM)-Cullman, Ala.
 WFMJ (FM)-Wilmington, Ala.
 WFMJ (FM)-Kansas City, Mo.
 WFMN (FM)-Baltimore, Md.
 WFMN (FM)-Newburgh, N. Y.
- WFMP (FM)-Fitchburg, Mass.
 WFMR-FM-Milwaukee, Wis.
 WFMJ (FM)-Indianapolis, Ind.
 WFMJ (FM)-Chicago, Ill.
 WFMW (FM)-Richmond, Va.
 WFMW-FM-Madisonville, Ky.
 WFMX (FM)-Statesville, N. C.
 WFMZ (FM)-Allentown, Pa.
 WFNC-FM-Fayetteville, N. C.
 WFNC (FM)-Baldwin, N. Y.
 WFOB-FM-Foster, Ohio
 WFOE (FM)-Fond du Lac, Wis.
 WFOY-FM-St. Augustine, Fla.
 WFOY-FM-Atlantic City, N. J.
 WFRB-FM-Frostburg, Md.
 WFRJ (FM)-Opelika, Ala.
 WFRM-FM-Fremont, Ohio
 WFSB-FM-Franklin, N. C.
 WFSF-FM-Caribou, Me.
 WFTL-FM-Ft. Lauderdale, Fla.
 WFTM-FM-Marysville, Ky.
 WFTW-FM-Ft. Walton Beach, Fla.
 WFUL-FM-Fulton, Ky.
 WFUL-FM-Grand Rapids, Mich.
 WFWA-FM-Fredricksburg, Va.
 WFXC-FM-Alma, Mich.
 WFXN (FM)-Key West, Fla.
 WGAN-FM-Lancaster, Pa.
 WGAN-FM-Portland, Maine
 WGA (FM)-Cleveland, Ohio
 WGA (FM)-Miami, Fla.
 WGBA (FM)-Columbus, Ga.
 WGBI-FM-Scranton, Pa.
 WGBM (FM)-Viroqua, Wis.
 WGBB-FM-Red Lion, Pa.
 WGBE-FM-Indianapolis, Ind.
 WGBE-FM-New Richmond, Wis.
 WGER (FM)-Bay City, Mich.
 WGRA-FM-Waukesha, Ill.
 WGGC (FM)-Glasgow, Ky.
 WGGH-FM-Newport News, Va.
 WGHQ (FM)-Vandalia, Ill.
 WGHQ-FM-Grand Haven, Mich.
 WGHQ-FM-Kingston, N. Y.
 WGIG-FM-Brunswick, Ga.
 WGLF-FM-Galesburg, Ill.
 WGIH-FM-Manchester, N. H.
 WGIH-FM-Atlanta, Ga.
 WGIH-FM-Mendota, Ill.
 WGLD (FM)-Oak Park, Ill.
 WGLM (FM)-Richmond, Ind.
 WGLN (FM)-Sylvania, Ohio
 WGMR (FM)-Tyrona, Pa.
 WGMF-FM-Bethesda, Md.
 WGMZ (FM)-Flint, Mich.
 WGNB-FM-Gastonia, N. C.
 WGNU-FM-Granite City, Ill.
 WGVU-FM-Valdosta, Ga.
 WGPC-FM-Bethlehem, Pa.
 WGPC-FM-Albany, Ga.
 WGPL (FM)-Winston-Salem, N. C.
 WGR (FM)-Detroit, Mich.
 WGR-FM-Buffalo, N. Y.
 WGR-FM-Greenville, Pa.
 WGSB-FM-Ephrata, Pa.
 WGSB-FM-Huntington, N. Y.
 WGSB-FM-North Augusta, S. C.
 WHEG-FM-Ashboro, N. C.
 WHEG-FM-Troy, N. Y.
 WHEA-FM-Shelbyville, Tenn.
 WHEA-FM-Louisville, Ky.
 WHEA-FM-Haverhill, Mass.
 WHEC-FM-Canton, Ohio
 WHEB-FM-Rock Island, Ill.
 WHEB (FM)-Newark, N. J.
 WHEB-FM-Xenia, Ohio
 WHEB-FM-Memphis, Tenn.
 WHEC-FM-Canton, Ga.
 WHEC (FM)-Hartford, Conn.
 WHEU-FM-Ithaca, N. Y.
 WHEB-FM-Boston, Mass.
 WHEB-FM-Hamden, Ind.
 WHEB-FM-Athens, Ala.
 WHEB-FM-Joliet, Ill.
 WJOY-FM-Burlington, Vt.
 WJPA-FM-Washington, Pa.
 WJR-FM-Detroit, Mich.
 WJRS (FM)-Jamestown, Ky.
 WJSM-FM-Martinsburg, Pa.
 WJSM-FM-Selaw, N. Y.
 WJVM (FM)-Sterling, Ill.
 WJWS-FM-South Hill, Va.
 WZZ (FM)-Bridgesport, Conn.
 WKAI-FM-Macomb, Ill.
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 WKAN (FM)-Kankakee, Ill.
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 WKBB-FM-Richmond, Ind.
 WKCI (FM)-New Haven, Conn.
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 WKDA-FM-Nashville, Tenn.
 WKDE-FM-Altavista, Va.
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 WKDE-FM-Kewans, Ill.
 WKRU-FM-Griffin, Ga.
 WKRM (FM)-Chicago, Ill.
 WKRM-FM-Jackson, Mich.
 WKRF-FM-Battle Creek, Mich.
 WKIC-FM-Hazard, Ky.
 WKIX-FM-Raleigh, N. C.
 WKIX-FM-Marysurg, P. R.
 WKIF (FM)-Pittsburg, Pa.
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 WKLF-FM-Clanton, Ala.
 WKLF-FM-Louisville, Ky.
 WKLF-FM-North Adams, Mass.
 WKLS (FM)-Atlanta, Ga.
 WKNA (FM)-Charleston, W. Va.
 WKNE-FM-Keene, N. H.
 WKNE-FM-Deerborn, Mich.
 WKNT (FM)-Kent, Ohio
- WKOF (FM)-Hopkinsville, Ky.
 WKOK-FM-Sunbury, Pa.
 WKOP-FM-Binghamton, N. Y.
 WKOS-FM-Framingham, Mass.
 WKOS-FM-Indianapolis, Ind.
 WKPE (FM)-Cocoa Beach, Fla.
 WKPT-FM-Kingsport, Tenn.
 WKRC-FM-Cincinnati, Ohio
 WKRG-FM-Mobile, Ala.
 WKRT-FM-Corland, N. Y.
 WKRY (FM)-Louisville, Ky.
 WKSN-FM-Jamstown, S. C.
 WKTM (FM)-North Charleston, S. C.
 WKTN (FM)-Kenton, Ohio
 WKTZ (FM)-Jacksonville, Fla.
 WKUB (FM)-Manitowoc, Wis.
 WKUZ (FM)-Wabash, Ind.
 WKV (FM)-Knox, Ind.
 WKVM-FM-San Juan, P. R.
 WKVK-FM-Weehawken, W. Va.
 WKYC-FM-Cleveland, Ohio
 WKYN (FM)-San Juan, P. R.
 WKYY (FM)-Frankfort, Ky.
 WKYC-FM-Paducah, Ky.
 WKYC-FM-Las Vegas, Tenn.
 WLAD-FM-Danbury, Conn.
 WLAE (FM)-Hartford, Conn.
 WLAE-FM-La Grange, Ga.
 WLAN-FM-Lancaster, Pa.
 WLAP-FM-Lexington, Ky.
 WLAV-FM-Grand Rapids, Mich.
 WLAV-FM-Murcia Shoaals, Ala.
 WLAV-FM-Porter, Ill.
 WLBB-FM-Matton, Ill.
 WLBJ-FM-Bowling Green, Ky.
 WLBB-FM-De Kalb, Ill.
 WLBR-FM-Lebanon, Pa.
 WLCH-FM-Scottsville, Ky.
 WLCH-FM-Lancaster, Pa.
 WLDM (FM)-Detroit, Mich.
 WLDS-FM-Jacksonville, Ill.
 WLDS-FM-Sandusky, Ohio
 WLEN (FM)-Adrian, Mich.
 WLET-FM-Toccoa, Ga.
 WLFX (FM)-Lexington, Ky.
 WLFX-FM-Logan, Ohio
 WLFB-FM-New York, N. Y.
 WLH (FM)-New London, Wis.
 WLH-FM-Lenox City, Tenn.
 WLIP-FM-Kenansha, Wis.
 WLIR (FM)-Garden City, N. Y.
 WLIV-FM-Livingston, Tenn.
 WLIV-FM-Lynchburg, Va.
 WLK (FM)-Norwalk, Ohio
 WLKX-FM-Princeton, R. I.
 WLH-FM-Lowell, Mass.
 WLJ-FM-Hagerstown, Md.
 WLER-FM-Dover, Ohio
 WLFM (FM)-Grand Rapids, Mich.
 WGA (FM)-Jackson, Ga.
 WIGS (FM)-Houghton Lake, Mich.
 WJBE (FM)-Miami, Fla.
 WJIB (FM)-Boston, Mass.
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 WJIV (FM)-Cherry Valley, N. E.
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 WKLF-FM-Clanton, Ala.
 WKLF-FM-Louisville, Ky.
 WKLF-FM-North Adams, Mass.
 WKLS (FM)-Atlanta, Ga.
 WKNA (FM)-Charleston, W. Va.
 WKNE-FM-Keene, N. H.
 WKNE-FM-Deerborn, Mich.
 WKNT (FM)-Kent, Ohio

(Continued on next page)

Call Letter Index FM—Continued

WMOP-FM—Ocala, Fla.
 WMOU-FM—Berlin, N. H.
 WMOR-FM—Morehead, Ky.
 WMPL-FM—Hancock, Mich.
 WMPB-FM—Memphis, Tenn.
 WMPT-FM—Williamsport, Pa.
 WMRP-FM—Lawston, Pa.
 WMRB-FM—Marion, Ohio
 WMRN-FM—Marion, Ohio
 WMRF-FM—Flint, Mich.
 WMSG-FM—Oakland, Md.
 WMSK-FM—Morganfield, Ky.
 WMSH-FM—Manchester, Tenn.
 WMSF-FM—Mt. Sterling, Ky.
 WMT-FM—Cedar Rapids, Iowa
 WMTL-FM—Leitchfield, Ky.
 WMTM-FM—Moultrie, Ga.
 WMTN-FM—Morristown, Tenn.
 WMTS-FM—Murfreesboro, Tenn.
 WMTW-FM—Mt. Washington, N. H.
 WMUN (FM)—Muncie, Ind.
 WMOU-FM—Greenville, S. C.
 WMUZ (FM)—Detroit, Mich.
 WMVA-FM—Martinsville, Va.
 WMVB-FM—Millville, N. J.
 WMVG-FM—Milledgeville, Ga.
 WMVO-FM—Mount Vernon, Ohio
 WMYB-FM—Sidney, Ohio
 WMYH-FM—Myrtle Beach, S. C.
 WMZ (FM)—Detroit, Mich.
 WNAF (FM)—Indianapolis, Ind.
 WNAU-FM—New Albany, Miss.
 WNAV-FM—Annapolis, Md.
 WNBC-FM—New York, N. Y.
 WNBH-FM—Binghamton, N. Y.
 WNBH-FM—New Bedford, Mass.
 WNBX-FM—Park Falls, Wis.
 WNBX (FM)—Andalusia, Ala.
 WNCI (FM)—Columbus, Ohio
 WNCN-FM—New York, N. Y.
 WNET (FM)—Greenville, N. C.
 WNCV-FM—Ashland, Ohio
 WNDV (FM)—Huntsville, Ala.
 WNDV-FM—Daytona Beach, Fla.
 WNDU-FM—South Bend, Ind.
 WNES-FM—Central City, Ky.
 WNEW-FM—New York, N. Y.
 WNEP (FM)—Naples, Fla.
 WNGO (FM)—Athens, Ga.
 WNGO-FM—Mayfield, Ky.
 WNHG-FM—New Haven, Conn.
 WNHG (FM)—Chicago, Ill.
 WNIK-FM—Arecibo, P. R.
 WNNP-FM—Warsaw, Va.
 WNOB (FM)—Cleveland, Ohio
 WNOE-FM—New Orleans, La.
 WNOK-FM—Columbia, S. C.
 WNON (FM)—Lebanon, Ind.
 WNOB-FM—Norfolk, Va.
 WNOW-FM—High Point, N. C.
 WNOW-FM—York, Pa.
 WNRG (FM)—Circleville, Ohio
 WNRG-FM—Grundy, Va.
 WNSL-FM—Laurel, Miss.
 WNUF (FM)—New Kensington, Pa.
 WNUF-FM—Chicago, Ill.
 WNUF-FM—Portsmouth, Ohio
 WNYR-FM—Canton, Ohio
 WNYR-FM—Rochester, N. Y.
 WOAB (FM)—Oark, Ala.
 WOAY-FM—Oak Hill, W. Va.
 WOBB (FM)—Toms River, N. J.
 WOBT-FM—Rhinelander, Wis.
 WOC-FM—Davenport, Iowa
 WOCB-FM—West Yarmouth, Mass.
 WOCH-FM—North Vernon, Ind.
 WOCN-FM—Miami, Fla.
 WOFG (FM)—Greenville, Tenn.
 WOHS-FM—Shelby, N. C.
 WOIA-FM—Saithe, Mich.
 WOIT (FM)—De Ruyter, N. Y.
 WOKK-FM—Meridian, Miss.
 WOKU (FM)—Greenburg, Pa.
 WOKZ-FM—Alton, Ill.
 WOLI (FM)—Ottawa, Ill.
 WOMA (FM)—Tallahassee, Fla.
 WOMC (FM)—Detroit, Mich.
 WOMP-FM—Owensboro, Ky.
 WONE-FM—Bellare, Ohio
 WONE-FM—Dayton, Ohio
 WONO (FM)—Syracuse, N. Y.
 WOOD-FM—Grand Rapids, Mich.
 WOOF-FM—Dothan, Ala.
 WOOO-FM—De Land, Fla.
 WOPI-FM—Bristol, Tenn.
 WOR-FM—New York, N. Y.
 WORA-FM—Mayaguez, P. R.
 WORM-FM—Savannah, Tenn.
 WORX-FM—Fulton, N. Y.
 WOSC-FM—Fulton, N. Y.
 WOSE-FM—Shelby, N. C.
 WOTT-FM—Watertown, N. Y.
 WOYW-FM—Nashua, N. H.
 WOVF (FM)—Welch, W. Va.
 WOVV (FM)—Fort Pierce, Fla.
 WOVF (FM)—Omaha, Neb.
 WOXB (FM)—Oxford, Ohio
 WPAC-FM—Paduchuck, Ky.
 WPAD-FM—Paduchuck, Ky.
 WPAP (FM)—Panama City, Fla.
 WPAT-FM—Paterson, N. J.
 WPAY-FM—Portsmouth, Ohio
 WPBC-FM—Richfield, Minn.
 WPBF (FM)—West Palm Beach, Fla.
 WPBS (FM)—Philadelphia, Pa.
 WPDD-FM—Paris, Ky.
 WPDV-FM—Potsdam, N. Y.
 WPDH-FM—Portage, Wis.
 WPEG (FM)—Concord, N. C.
 WPEP-FM—Philadelphia, Pa.
 WPEX (FM)—Pensacola, Fla.
 WPEP-FM—Middletown, Ohio
 WPFM (FM)—Portsmouth, N. H.
 WPPR (FM)—Terre Haute, Ind.
 WPGC-FM—Bladenburg, Md.
 WPGU (FM)—Urbana, Ill.
 WPIC-FM—Sharon, Pa.
 WPIT-FM—Pittsburgh, Pa.
 WPIX-FM—New York City, N. Y.
 WPTB (FM)—Providence, R. I.
 WPKM (FM)—Tampa, Fla.
 WPLB-FM—Greenville, Mich.
 WPLM-FM—Plymouth, Mass.
 WPLP-FM—Atlanta, Ga.
 WPMF-FM—Pascagoula, Miss.
 WPOR-FM—Portland, Me.
 WPPA-FM—Pottsville, Pa.
 WPRR (FM)—Uniontown, Pa.
 WPLB (FM)—Princeton, N. J.
 WPRE-FM—Prairie du Chien, Wis.
 WPRM (FM)—San Juan, P. R.
 WPRO-FM—Providence, R. I.
 WPRS-FM—Paris, Ill.
 WPTT-FM—Raleigh, N. C.
 WPTH (FM)—Ft. Wayne, Ind.
 WPTN-FM—Cookeville, Tenn.
 WPTW-FM—Piqua, Ohio
 WQAL (FM)—Philadelphia, Pa.
 WQDC (FM)—Midland, Mich.
 WQFM (FM)—Milwaukee, Wis.
 WQLT (FM)—Florence, Ala.
 WQMG (FM)—Greensboro, N. C.
 WQMV (FM)—Vicksburg, Miss.
 WQNZ (FM)—Natchez, Miss.
 WQSB (FM)—Pittsfield, Mass.
 WQSB (FM)—Detroit, Mich.
 WQSB (FM)—Alberville, Ala.
 WQST (FM)—Forest, Miss.
 WQTC-FM—Two Rivers, Wis.
 WQVK (FM)—State College, Pa.
 WQXI-FM—Smyrna, Ga.
 WQXM (FM)—Clearwater, Fla.
 WQXR-FM—New York, N. Y.
 WQXY (FM)—Baton Rouge, La.
 WRAC-FM—Racine, Wis.
 WRAJ-FM—Anna, Ill.
 WRAL-FM—Williamsport, Pa.
 WRAL (FM)—Raleigh, N. C.
 WRAY-FM—Princeton, Ind.
 WRBL-FM—Columbus, Ga.
 WRBR (FM)—South Bend, Ind.
 WRBS (FM)—Baltimore, Md.
 WRIC-FM—Washington, D. C.
 WRCH-FM—New Britain, Conn.
 WRCP-FM—Philadelphia, Pa.
 WRCS-FM—Ahoakia, N. C.
 WRDB-FM—Reedsburg, Wis.
 WREC-FM—Memphis, Tenn.
 WRED (FM)—Campbell, Ohio
 WREO-FM—Ahtahula, Ohio
 WREL (FM)—Winchester, Va.
 WRFM (FM)—New York, N. Y.
 WRFM-FM—Alexander City, Ala.
 WRFY (FM)—Reading, Pa.
 WRIG-FM—Wausau, Wis.
 WRIG (FM)—Cape May, N. J.
 WRIP-FM—Rossville, Ga.
 WRIT-FM—Milwaukee, Wis.
 WRKO-FM—Boston, Mass.
 WRLB (FM)—Long Branch, N. J.
 WRLM (FM)—Taunton, Mass.
 WRMF-FM—Titusville, Fla.
 WRMI (FM)—Morris, Ill.
 WRMN-FM—Elgin, Ill.
 WRNA (FM)—Charlotte, N. C.
 WRNJ (FM)—Atlantic City, N. J.
 WRNL-FM—Richmond, Va.
 WRNO (FM)—New Orleans, La.
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 WRQY-FM—Carmel, Ill.
 WRPM-FM—Poplarville, Miss.
 WRR-FM—Dallas, Tex.
 WRRN (FM)—Warren, Pa.
 WRSA (FM)—Decatur, Ala.
 WRSF-FM—Stanford, Ky.
 WRSV (FM)—Skokle, Ill.
 WRSW-FM—Warsaw, Ind.
 WRST (FM)—Bicunstown, Fla.
 WRST (FM)—East Liverpool, Ohio
 WRUF-FM—Gainesville, Fla.
 WRUN-FM—Utica, N. Y.
 WRUS-FM—Russellville, Ky.
 WRVA-FM—Richmond, Va.
 WRVB (FM)—Madison, Wis.
 WRVC (FM)—Norfolk, Va.
 WRWC (FM)—Beloit, Wis.
 WRWR (FM)—Port Clinton, Ohio
 WSAB (FM)—Mt. Carmel, Ill.
 WSAC-FM—Fort Knox, Ky.
 WSAJ-FM—Cincinnati, Ohio
 WSAL-FM—Logansport, Ind.
 WSAM-FM—Saginaw, Mich.
 WSAU-FM—Wausau, Wis.
 WSBA-FM—York, Pa.
 WSBM (FM)—Saginaw, Mich.
 WSBT-FM—South Bend, Ind.
 WSDM (FM)—Chicago, Ill.
 WSEI (FM)—Oney, Ill.
 WSEK (FM)—Somerset, Ky.
 WSEL-FM—Pontotoc, Miss.
 WSEN-FM—Baldwinsville, N. Y.
 WSEO (FM)—Kalamazoo, Mich.
 WSEV-FM—Sevierville, Tenn.
 WSEW (FM)—Harrisburg, Pa.
 WSEM (FM)—Staunton, Va.
 WSP-FM—Paintsville, Ky.
 WSPV-FM—Pekin, Ill.
 WSIX-FM—Nashville, Tenn.
 WSJM-FM—Benton Harbor, Mich.
 WSJN-FM—Winston-Salem, N. C.
 WSLI-FM—Jackson, Miss.
 WSLM-FM—Salem, Ind.
 WSLS-FM—Roanoke, Va.
 WSM-FM—Nashville, Tenn.
 WSMI (FM)—La Plata, Md.
 WSMI (FM)—Litchfield, Ill.
 WSMI (FM)—Greenfield, Ind.
 WSMT-FM—Sparta, Tenn.
 WSNJ-FM—Bridgeport, N. J.
 WSOB-FM—Charlotte, N. C.
 WSOB-FM—Salem, Ohio
 WSON-FM—Henderson, Ky.
 WSOY-FM—Decatur, Ill.
 WSPA-FM—Spartanburg, S. C.
 WSPD-FM—Sarasota, Fla.
 WSPD-FM—Toledo, Ohio
 WSPK (FM)—Poughkeepsie, N. Y.
 WSPQ (FM)—Columbus, Ohio
 WSPY-FM—Stevens Point, Wis.
 WSRJ-FM—Durham, N. C.
 WSRF-FM—Ft. Lauderdale, Fla.
 WSRM (FM)—Worcester, Mass.
 WSRW-FM—Hillsboro, Ohio
 WSSV-FM—Petersburg, Va.
 WSTC-FM—Stamford, Conn.
 WSTM (FM)—Louisville, Ky.
 WSTN (FM)—Florence, S. C.
 WSTO (FM)—Owensboro, Ky.
 WSTP-FM—Salisbury, N. C.
 WSTR-FM—Sturgis, Mich.
 WSTV-FM—Laurinburg, N. C.
 WSTW-FM—Steubenville, Ohio
 WSTW (FM)—Wilmington, Del.
 WSV-FM—Harrisonburg, Va.
 WSVB-FM—Tamaqua, Pa.
 WSVB-FM—Crewe, Va.
 WSWG (FM)—Greenwood, Miss.
 WSWM (FM)—East Lansing, Mich.
 WSWW-FM—Platteville, Wis.
 WSYR-FM—Syracuse, N. Y.
 WTAD-FM—Quincy, Ill.
 WTAE-FM—Pittsburgh, Pa.
 WTAN-FM—Clearwater, Fla.
 WTAP-FM—Parkersburg, W. Va.
 WTAR-FM—Norfolk, Va.
 WTAS (FM)—Crete, Ill.
 WTAW-FM—Bryan-College Station, Tex.
 WTAX-FM—Springfield, Ill.
 WTAY-FM—Robinson, Ill.
 WTBC-FM—Cumberland, Md.
 WTBO-FM—Plymouth, Ind.
 WTCH-FM—Shawano, Wis.
 WTCM-FM—Traverse City, Mich.
 WTCV (FM)—Memphis, Tenn.
 WTCV-FM—Whitesburg, Ky.
 WTGX (FM)—St. Petersburg, Fla.
 WTFM (FM)—New York, N. Y.
 WTGI (FM)—Hammond, La.
 WTHI-FM—Terre Haute, Ind.
 WTHM-FM—Lapeer, Mich.
 WTIO-FM—Hartford, Conn.
 WTIO-FM—Charleston, W. Va.
 WTJB-FM—Jackson, Tenn.
 WTLG (FM)—Indianapolis, Ind.
 WTLN-FM—Anopka, Fla.
 WTMA-FM—Charleston, S. C.
 WTMB-FM—Tombah, Wis.
 WTMJ-FM—Milwaukee, Wis.
 WTNC-FM—Thomasville, N. C.
 WTOA (FM)—Trenton, N. J.
 WTOC-FM—Savannah, Ga.
 WTOP (FM)—Canton, Ohio
 WTOP (FM)—Washington, D. C.
 WTOB (FM)—Waukegan, Wis.
 WTOT-FM—Marianna, Fla.
 WTOW-FM—Baltimore, Md.
 WTPR-FM—Paris, Tenn.
 WTRF-FM—Greensburg, Ind.
 WTRF (FM)—Wheeling, W. Va.
 WTRF-FM—Dyersburg, Tenn.
 WTSB-FM—Lumberton, N. C.
 WTTA-FM—Clarendon, N. H.
 WTTT-FM—Towanda, Pa.
 WTTT-FM—Tiffin, Ohio
 WTTN-FM—Watertown, Wis.
 WTTT-FM—Westminster, Md.
 WTTV-FM—Bloomington, Ind.
 WTVN (FM)—Selma, Ala.
 WTVL-FM—Watsville, Me.
 WTVR-FM—Richmond, Va.
 WTVZ-FM—Tazewell, Va.
 WUFM (FM)—Utica, N. Y.
 WUOA (FM)—Tuscaloosa, Ala.
 WVAF-FM—Charleston, W. Va.
 WVAM-FM—Altoona, Pa.
 WVBR (FM)—Athens, N. Y.
 WVCA (FM)—Gloucester, Mass.
 WVCC-FM—Hampton, Va.
 WVEM (FM)—Springfield, Ill.
 WVFM (FM)—Lakeland, Fla.
 WVFF (FM)—Dundee, Ill.
 WVHI (FM)—Evansville, Ind.
 WVIC (FM)—East Lansing, Mich.
 WVIP-FM—Mt. Kisco, N. Y.
 WVLK-FM—Lexington, Ky.
 WVLR (FM)—Sauk City, Wis.
 WVMO (FM)—Monroe, Mich.
 WYNA-FM—Tusculum, Ala.
 WYNN-FM—Newark, N. J.
 WYNO (FM)—Mansfield, Ohio
 WYOR (FM)—Rochester, N. Y.
 WYOR-FM—Liberty, N. Y.
 WYOT-FM—Wilson, N. C.
 WYOX-FM—New Rochelle, N. Y.
 WYPM-FM—Stroudsburg, Pa.
 WYQM (FM)—Huntington, W. Va.
 WYSC-FM—Somerset, Pa.
 WYTS (FM)—Terre Haute, Ind.
 WVUU (FM)—Dayton, Ohio
 WVVV (FM)—Blacksburg, Va.
 WWBA-FM—St. Petersburg, Fla.
 WWBD-FM—Bamberg, S. C.
 WWCD-FM—Waterbury, Conn.
 WWDB (FM)—Philadelphia, Pa.
 WWDC-FM—Washington, D. C.
 WWFM (FM)—Erie, Pa.
 WWGO-FM—Erie, Pa.
 WWGC-FM—Sanford, N. C.
 WHHC (FM)—Hartford City, Ind.
 WHHO (FM)—Jackson, Miss.
 WWJ-FM—Detroit, Mich.
 WWJC-FM—Superior, Wis.
 WWKI (FM)—Kokomo, Ind.
 WWLA (FM)—LaCrosse, Wis.
 WWMO-FM—Reidsville, N. C.
 WWOT-FM—New Orleans, La.
 WWOD-FM—Lynchburg, Va.
 WWOE (FM)—Boca Raton, Fla.
 WWOE-FM—Buffalo, N. Y.
 WWOE-FM—New Orleans, La.
 WWOE-FM—Woonsocket, R. I.
 WWOE (FM)—Palm Beach, Fla.
 WWPB (FM)—Miami, Fla.
 WWSF (FM)—Orlando, Fla.
 WWSF (FM)—Wisconsin Rapids, Wis.
 WWSF-FM—Glens Falls, N. Y.
 WWSM (FM)—Bay Minette, Ala.
 WWSM-FM—Wooster, Ohio.
 WWSW-FM—Pittsburgh, Pa.
 WWSW (FM)—Cadillac, Mich.
 WWSW (FM)—Wheeling, W. Va.
 WWSW (FM)—Detroit, Mich.
 WXAK (FM)—Elkhart, Ind.
 WXBM (FM)—Milton, Fla.
 WXEN (FM)—Cleveland, Ohio
 WXFH (FM)—Elmwood Park, Ill.
 WXIS (FM)—Erwin, Tenn.
 WXKL (FM)—Winter Haven, Fla.
 WXLN (FM)—Dublin, Ga.
 WXLN (FM)—Savannah, Ga.
 WXRA (FM)—Woodbridge, Va.
 WXRC (FM)—Hickory, N. C.
 WXRI (FM)—Norfolk, Va.
 WXRT (FM)—Chicago, Ill.
 WXTA (FM)—Greencastle, Ind.
 WXTC (FM)—Annapolis, Md.
 WXTO (FM)—Grand Rapids, Mich.
 WXUR-FM—Media, Pa.
 WXYW (FM)—Suffolk, Va.
 WXYZ-FM—Detroit, Mich.
 WYBC (FM)—New Haven, Conn.
 WYCA (FM)—Hammond, Ind.
 WYDD (FM)—Pittsburgh, Pa.
 WYFM (FM)—Charlotte, N. C.
 WYNN-FM—Baton Rouge, La.
 WYNN-FM—Brunswick, Ga.
 WYON (FM)—Grand Rapids, Mich.
 WYOR (FM)—Coral Gables, Fla.
 WYSH-FM—Clinton, Tenn.
 WYSI-FM—Buffalo, N. Y.
 WYZZ (FM)—Wilkes-Barre, Pa.
 WZAK (FM)—Cleveland, Ohio
 WZFM (FM)—Charles Town, W. Va.
 WZTP-FM—Cincinnati, Ohio
 WZMF (FM)—Menomonee Falls, Wis.
 WZZM (FM)—Grand Rapids, Mich.
 WZZW (FM)—Augusta, Ga.

- Columbus, KJSK-FM
Hastings, KICS-FM
Keosauqua, KERN-FM
Lincoln, KEMO (FM)
Lincoln, KLDN-FM
Lincoln, KWEG (FM)
Omaha, KFAB-FM
Omaha, KOIL-FM
Omaha, KOWH-FM
Omaha, KWOW-FM
Scottsbluff, KNEB-FM
- Nevada**
Fallon, KVLV-FM
Las Vegas, KOKR-FM
Las Vegas, KRGN (FM)
Las Vegas, KULA (FM)
Reno, KNEV (FM)
Reno, KSRN (FM)
- New Hampshire**
Laconia, WLNH-FM
Mount Washington, WMTW (FM)
- New Jersey**
Atlantic City, WFPG-FM
Atlantic City, WGMG (FM)
Atlantic City, WRNJ (FM)
Bridgeton, WBNJ-FM
Cape May, WBOB (FM)
Freehold, WDRB-FM
Franklin, WLVP (FM)
Long Branch, WRLE (FM)
Millville, WMLV-FM
Newark, WHBI (FM)
Newton, WXLK (FM)
Point Pleasant, WADE (FM)
Princeton, WPRB (FM)
Tom River, WOBM (FM)
Trenton, WBTB (FM)
Trenton, WCHR (FM)
Trenton, WTOA (FM)
Vineland, WVDL-FM
- New Mexico**
Albuquerque, KBNN (FM)
Albuquerque, KHFM (FM)
Albuquerque, KOBF-FM
Albuquerque, KRBT (FM)
Artesia, KSPV-FM
Carlsbad, KCMN (FM)
Clovis, KTQM (FM)
Hobbs, KHOB-FM
Las Cruces, KRSD (FM)
Los Alamos, KRSN-FM
- New York**
Albany, WHRL (FM)
Albany, WDKC (FM)
Albany, WDEB-FM
Baldwinsville, WSEN-FM
Binghamton, WKOP-FM
Binghamton, WBNF-FM
Bristol Center, WMTV (FM)
Buffalo, WADY (FM)
Buffalo, WBEF-FM
Buffalo, WBNY (FM)
Buffalo, WBUF (FM)
Buffalo, WDCX (FM)
Buffalo, WDEB-FM
Buffalo, WGR-FM
Buffalo, WWOL-FM
Cherry Valley, WJVI (FM)
Corning, WCLF-FM
Depew, WBLK-FM
De Ruyter, WOIV (FM)
Dundee, WFLB-FM
Elmira, WENY-FM
Fulton, WOSC-FM
Garden City, WLIR (FM)
Hempstead, WHLI-FM
Heron, WHHO-FM
Ithaca, WEIV (FM)
Ithaca, WHCU-FM
Ithaca, WZBR (FM)
Jamestown, WJTN-FM
Jamestown, WKHH-FM
Jamestown, WJZB-FM
Kingston, WGHQ-FM
Liberty, WVOF-FM
Mount Kisco, WRNW (FM)
Newburgh, WFNN (FM)
New Rochelle, WVOX-FM
New York City, WABC-FM
New York City, WCBF-FM
New York City, WED-FM
New York City, WLIF-FM
New York City, WNCN (FM)
New York City, WNEW-FM
New York City, WOR-FM
New York City, WPIX-FM
New York City, WQXR-FM
New York City, WRFP (FM)
New York City, WRFM (FM)
Niagara Falls, WHLD-FM
Olean, WEDL-FM
Patchogue, WPAC-FM
Potsdam, WPDH-FM
Poughkeepsie, WEOK-FM
Poughkeepsie, WSPK (FM)
Riverhead, WRRF-FM
Rochester, WRFM (FM)
Rochester, WCMF (FM)
Rochester, WHFM (FM)
Rochester, WNYB-FM
- Rochester, WBOC-FM
Rochester, WYOR (FM)
Sag Harbor, WLNG-FM
Saratoga Springs, WKAJ-FM
Schenectady, WGGM (FM)
Syracuse, WDDO (FM)
Syracuse, WDNB (FM)
Syracuse, WSYR-FM
Troy, WFLY (FM)
Utica, WRUN-FM
Utica, WUFM (FM)
Watertown, WOT-FM
Wethersfield, WBIV (FM)
- North Carolina**
Ahsokle, WRCS-FM
Asheboro, WGWR-FM
Charlotte, WBT-FM
Charlotte, WRN (FM)
Charlotte, WSOC-FM
Charlotte, WYFM (FM)
Concord, WPEG (FM)
Durham, WDNC-FM
Durham, WSOC-FM
Forest City, WBT-FM
Forest City, WRBO-FM
Franklin, WFSC-FM
Greensboro, WEQB (FM)
Greensboro, WMEB (FM)
Greensboro, WQMG (FM)
Henderson, WHNC-FM
Jewell, WKRC (FM)
High Point, WMFR-FM
Laurinburg, WSTS (FM)
Lumberton, WAGR-FM
Raleigh, WPTF-FM
Raleigh, WRAL (FM)
Ridgeway, WVMG (FM)
Rocky Mount, WAAA (FM)
Salisbury, WSTP-FM
Statesville, WFMC (FM)
Thomasville, WTNC-FM
Washington, WTTN-FM
Williamston, WLAM-FM
Wilmington, WMFD-FM
Winston-Salem, WAAA-FM
Winston-Salem, WGPL (FM)
Winston-Salem, WYFB (FM)
- Ohio**
Akron, WAKR-FM
Akron, WCUE-FM
Alliance, WPAE-FM
Ashland, WNCO-FM
Ashtabula, WRBO-FM
Athens, WATH-FM
Bellair, WOMP-FM
Bowling Green, WAWR (FM)
Bryan, WBNO-FM
Canton, WIAE-FM
Canton, WBBC-FM
Canton, WNYN-FM
Canton, WTOF (FM)
Celina, WCSM-FM
Celina, WMEB (FM)
Cincinnati, WBEX-FM
Cincinnati, WAEF (FM)
Cincinnati, WCXL (FM)
Cincinnati, WKRC-FM
Cincinnati, WSAI-FM
Cincinnati, WZIP-FM
Circleville, WNRB (FM)
Cleveland, WCJW (FM)
Cleveland, WCLY (FM)
Cleveland, WKEN (FM)
Cleveland, WDOK (FM)
Cleveland, WERE-FM
Cleveland, WKYC-FM
Cleveland, WMMS (FM)
Cleveland, WNOB (FM)
Cleveland, WKEN (FM)
Cleveland, WZAK (FM)
Cleveland Hts., WCYU (FM)
Columbus, WBNS-FM
Columbus, WBUR (FM)
Columbus, WBNI-FM
Columbus, WSFO (FM)
Columbus, WNCI (FM)
Connessat, WFIZ (FM)
Dayton, WDAO (FM)
Dayton, WHIO-FM
Dayton, WONE-FM
Dover, WDER-FM
East Liverpool, WRTS (FM)
Easton, WCTM (FM)
Elyria, WBEA (FM)
Fairfield, WCNW-FM
Findlay, WFIN-FM
Fremont, WFOB-FM
Gallipolis, WJEB-FM
Greenville, WDRB (FM)
Hamilton, WCNW-FM
Hamilton, WFOL-FM
Hamilton, WHOH (FM)
Kent, WKNT (FM)
Kenton, WKTN (FM)
Kettering, WRET (FM)
Lancaster, WBOK-FM
Logan, WLGK (FM)
London, WLNO (FM)
- Mansfield, WVNO (FM)
Medina, WDBN (FM)
Middletown, WPFM-FM
Milford, WLYK (FM)
Norwalk, WLKR-FM
Oxford, WOXB (FM)
Piquette, WPTD-FM
Port Clinton, WRWR (FM)
Piquette, WSOM-FM
Sylvania, WGLN (FM)
Toledo, WCWA-FM
Toledo, WKLR (FM)
Toledo, WMBE (FM)
Toledo, WSPD-FM
Van Wert, WERT-FM
Washington Ct. House, WCHO-FM
Wooster, WWST-FM
Xenia, WBZI (FM)
Xenia, WBBM (FM)
Youngstown, WBBW-FM
- Oklahoma**
Bartlesville, KYFM (FM)
Bethany, KNBQ-FM
Chickasha, KNDR (FM)
Durant, KSEO-FM
Edmond, KWHP (FM)
Enid, KCRC-FM
Henryetta, KHEN-FM
Jewett, KLAW (FM)
McAlester, KNEB-FM
Nowata, KNFB (FM)
Oklahoma City, KEBC (FM)
Oklahoma City, KFNB-FM
Oklahoma City, KJEM-FM
Oklahoma City, KOXY-FM
Oklahoma City, KOFM (FM)
Oklahoma City, KKLK (FM)
Ponca City, KFOR-FM
Poteau, KICO-FM
Stillwater, KVBO (FM)
Tahlequah, KTLQ-FM
Tulsa, KABC-FM
Tulsa, KMDT (FM)
Tulsa, KRAT (FM)
Tulsa, KRMG-FM
- Oregon**
Corvallis, KFXY-FM
Eugene, KBMC (FM)
Eugene, KPMY (FM)
Medford, KBOY-FM
Portland, RGMG (FM)
Portland, KJEM (FM)
Portland, KJIB (FM)
Portland, KLIQ-FM
Portland, KOIN-FM
Portland, KPAM-FM
Portland, KPQD-FM
Portland, KPOK (FM)
Portland, KQPM (FM)
- Pennsylvania**
Allentown, WAEB (FM)
Allentown, WFMZ (FM)
Altoona, WFPG-FM
Beaver Falls, WBVP-FM
Bethlehem, WGPA-FM
Boyetown, WBVO (FM)
Carbondale, WDDL-FM
Charlton, WESA-FM
Clearfield, WCPA-FM
Ebensburg, WEND-FM
Ellensburg, WEPN-FM
Ephrata, WYWN-FM
Erie, WWFM (FM)
Erie, WWGO-FM
Greensburg, WOKU (FM)
Greenville, WGRF-FM
Groves City, WEDA (FM)
Harrisburg, WSDA (FM)
Jenkintown, WJBF (FM)
Johnstown, WJAC-FM
Lancaster, WJAC (FM)
Lancaster, WJAL-FM
Lancaster, WJAN-FM
Media, WKUR-FM
Milton, WMLP-FM
New Kensington, WNUF (FM)
Palmyra, WCTX (FM)
Philadelphia, WCAU-FM
Philadelphia, WDBF-FM
Philadelphia, WDRV (FM)
Philadelphia, WFIL-FM
Dayton, WDAO (FM)
Philadelphia, WIBC-FM
Philadelphia, WIPF-FM
Philadelphia, WMBR (FM)
Philadelphia, WPBS (FM)
Philadelphia, WPEN-FM
Philadelphia, WQAL (FM)
Philadelphia, WRCP-FM
Philadelphia, WWDB (FM)
Pittsburgh, KQV-FM
Pittsburgh, WAMO-FM
Pittsburgh, WEEF-FM
Pittsburgh, WKBE (FM)
Pittsburgh, WYDD (FM)
Pottsville, WPPA-FM
Reading, WRFY (FM)
Ridgway, WKBI-FM
Scranton, WESL-FM
Scranton, WFTZ (FM)
Scranton, WFIC-FM
Somerset, WVSC-FM
State College, WMAJ-FM
- State College, WQWK (FM)
Stroudsburg, WVPO-FM
Tamaqua, WSVB-FM
Tyrona, WGBR (FM)
Uniontown, WYQR (FM)
Warren, WRBN (FM)
Willard, WYZZ (FM)
Williamsport, WLYC-FM
Williamsport, WMLT-FM
York, WNOW-FM
York, WSBA-FM
- Puerto Rico**
Aquadilla, WIVA (FM)
Arecibo, WNIK-FM
Bayamon, WBYM (FM)
Isabela, WISA (FM)
Mayaguez, WKB-FM
Mayaguez, WORA-FM
San Juan, WKAQ-FM
San Juan, WKNO-FM
San Juan, WKYN (FM)
San Juan, WPRM (FM)
- Rhode Island**
Providence, WBRU (FM)
Providence, WPMF (FM)
Providence, WPIB-FM
Providence, WPRO-FM
- South Carolina**
Aiken, WAKN-FM
Aiken, WLOW-FM
Bamberg, WWBD-FM
Beaufort, WBEU-FM
Charleston, WCSC-FM
Columbia, WCOS-FM
Columbia, WNOX-FM
Darlington, WDBR-FM
Easley, WELP-FM
Florence, WKMX-FM
Greenville, WESC-FM
Greenville, WKUU-FM
Lancaster, WLGM-FM
North Augusta, WBUS-FM
North Charleston, WKTM (FM)
Orangeburg, WDXP-FM
Spartanburg, WSPB-FM
Sumter, WIG-FM
Vermillion, KVRP (FM)
- South Dakota**
Brookings, KBRK-FM
Medicine, KJAX-FM
Sioux Falls, KELO-FM
- Tennessee**
Brownsville, WBHT-FM
Chattanooga, WLOM (FM)
Chattanooga, WOLZ-FM
Clinton, WYSE-FM
Cookeville, WYBU-FM
Cookeville, WPTN-FM
Dyersburg, WTRD-FM
Erwin, WKXS (FM)
Franklin, WFLT (FM)
Gaffney, WYMG (FM)
Greenville, WOFM (FM)
Humboldt, WJRF-FM
Johnson City, WJCV-FM
Knoxville, WYB-FM
Knoxville, WZLX (FM)
Knoxville, WYVK (FM)
Lawrenceburg, WDXE-FM
Lebanon, WCOB-FM
Lenoir City, WLLI-FM
Lexington, WDXL-FM
Livingston, WLYF-FM
Manchester, WMBR-FM
McMinnville, WHNR (FM)
Memphis, KLYX (FM)
Memphis, WMOB-FM
Memphis, WMPB-FM
Memphis, WREC-FM
Memphis, WTCY (FM)
Milan, WKBV-FM
Morristown, WMTN-FM
Murfreesboro, WMTS-FM
Nashville, WKDA-FM
Nashville, WJAC-FM
Nashville, WSDX-FM
Nashville, WSM-FM
Oak Ridge, WATO-FM
Oncleida, WBNT-FM
Paris, WTRP-FM
Sevierville, WSEV-FM
Sweetwater, WDEH-FM
- Texas**
Ahermally, KWGO (FM)
Abilene, KFAM (FM)
Alvin, KMSC (FM)
Amarillo, KDJW-FM
Amarillo, KGNC-FM
Austin, KASE (FM)
Austin, KHEF (FM)
Austin, KOKE-FM
Austin, KTBC-FM
Beaumont, KAYD (FM)
Beaumont, KBPO (FM)
Beaumont, WEFM-FM
Beaumont, KTRM-FM
Big Spring, KFNE (FM)
- Brownwood, KFRN (FM)
Bryan-College Station, KORA-FM
Bryan-College Station, WTAW-FM
Clear Lake City, KMSC (FM)
Cleburne, KFAD (FM)
Conroe, KNBO (FM)
Corpus Christi, KIOU (FM)
Corpus Christi, KZFM (FM)
Dalhart, KXIT-FM
Dallas, KBOB-FM
Dallas, KEER (FM)
Dallas, KXKL-FM
Dallas, KNUS (FM)
Dallas, KVL-FM
Dallas, KXKK (FM)
Dallas, WFLA-FM
Dallas, WBR-FM
Del Rio, KDLC-FM
Denison, KDSX-FM
Denison, KDNT-FM
El Paso, KULP-FM
El Paso, KINT-FM
El Paso, KPAK (FM)
El Paso, KRPS-FM
Fort Worth, KBUX-FM
Fort Worth, KCWV (FM)
Fort Worth, KFWT (FM)
Fort Worth, KNOK-FM
Fort Worth, KWKI (FM)
Fort Worth, WBAF-FM
Galveston, KGAF-FM
Galveston, KGCB-FM
Harrington, KEBT (FM)
Henderson, KGRI-FM
Houston, KBNO (FM)
Houston, KIKK-FM
Houston, KLEF-FM
Houston, KODA (FM)
Houston, KQBE (FM)
Houston, KRBE (FM)
Houston, KXYZ-FM
Jacksonville, KEBE-FM
Jasper, KXJ-FM
Lafayette, KLT (FM)
Lamesa, KELE (FM)
Longview, KLUE-FM
Lubbock, KBFM (FM)
Lubbock, KSEI-FM
McAllen, KQXK (FM)
Midland, KNFM (FM)
Nacogdoches, KEFM (FM)
New Braunfels, KNBT (FM)
Odessa, KOXL-FM
Odessa, KQIP (FM)
Paris, KPIT-FM
Port Arthur, KTMP (FM)
Robstown, KRDE-FM
Rosenberg, KERD-FM
San Angelo, KSTT (FM)
San Angelo, KWFR-FM
San Angelo, WKLV (FM)
San Antonio, KBER-FM
San Antonio, KCOB-FM
San Antonio, KEEZ (FM)
San Antonio, KISS (FM)
San Antonio, KIPE-FM
San Antonio, KITV (FM)
San Antonio, KMFM (FM)
Sinton, KCTA-FM
Spearman, KBMF (FM)
Temple, KYLE (FM)
Terrell Hills, KBUC-FM
Texarkana, KTAL-FM
Tyler, KNUE (FM)
Tyler, KSIT (FM)
Waco, KEFC (FM)
Waco, WACO-FM
Wichita Falls, KLUR (FM)
Wichita Falls, KNTD (FM)
- Norfolk, WRVC (FM)
Norfolk, WTAR-FM
Norfolk, WXRI (FM)
Richmond, WFAW (FM)
Richmond, WRNL-FM
Richmond, WRVA-FM
Richmond, WTVR-FM
Roanoke, WLP (FM)
Roanoke, WSLB-FM
Salem, WLIM (FM)
South Hill, WJWB-FM
Staunton, WSGM-FM
Staunton, WXYW (FM)
Taswell, WTZE-FM
Warrenton, WERE-FM
Warrens, WNNF-FM
Winchester, WRFL (FM)
Woodbridge, WXRA (FM)
- Washington**
Aberdeen, KDXY (FM)
Bellingham, KEMI (FM)
Bellingham, KRMI-FM
Bremerton, KERO-FM
Edmonds, KBIG (FM)
Kennewick, KPRF-FM
Lynden, KLYN (FM)
Moss Lake, KWIQ-FM
Pullman, KPUL-FM
Richland, KCBZ (FM)
Seattle, KBBX (FM)
Seattle, KBLZ (FM)
Seattle, KETO (FM)
Seattle, KING-FM
Seattle, KIRO-FM
Seattle, KISW (FM)
Seattle, KLSN (FM)
Spokane, KBBK-FM
Spokane, KREM-FM
Spokane, KTWB (FM)
Spokane, KXLY-FM
Spokane, KZUN-FM
Tacoma, KLAY (FM)
Tacoma, KTAG (FM)
Wenatchee, KPO-FM
Yakima, KITY-FM
- West Virginia**
Backley, WBRW (FM)
Berkeley Springs, WCST-FM
Bluefield, WHIS-FM
Charleston, WKNA (FM)
Charleston, WVAF-FM
Charles Town, WZFM (FM)
Huntington, WKBE-FM
Huntington, WYQM (FM)
Morgantown, WJBF-FM
Parkersburg, WCEF-FM
St. Albans, WKLC-FM
Welch, WOVE-FM
Wheeling, WTRF (FM)
- Wisconsin**
Appleton, WAPL-FM
Beaver Dam, WBEV-FM
Beloit, WRWC (FM)
Dodgeville, WDMF-FM
Eau Claire, WEAU (FM)
Eau Claire, WIAL (FM)
Fond du Lac, WFON (FM)
Green Bay, WBAF-FM
Green Bay, WDUZ-FM
Janesville, WCLD-FM
Kenosha, WAKO (FM)
Kewaunee, WJLP-FM
La Crosse, WVLV (FM)
Madison, WIBA-FM
Madison, WISN-FM
Madison, WISN-FM
Madison, WYVE (FM)
Manitowish, WJBF (FM)
Marshfield, WDLB-FM
Menomonie Falls, WZLX (FM)
Menomonie, WDMW (FM)
Milwaukee, WAVA-FM
Milwaukee, WBON (FM)
Milwaukee, WISN-FM
Milwaukee, WISN-FM
Milwaukee, WMLL-FM
Milwaukee, WQPM (FM)
Milwaukee, WTMJ-FM
New London, WLH (FM)
New Richmond, WICK-FM
Oshkosh, WISN (FM)
Park Falls, WNBV-FM
Platteville, WBSW-FM
Portage, WEDR-FM
Prairie du Chien, WPRE-FM
Racine, WFTV (FM)
Sauk City, WTLR (FM)
Shawano, WTCB-FM
Superior, WQIC-FM
Tomah, WTMF-FM
Two Rivers, WQTC-FM
Viroqua, WGBM (FM)
Watertown, WTTN-FM
Wausau, WAUK-FM
Wausau, WDXK-FM
Wausau, WYOS (FM)
West Bend, WBKV-FM
Wisconsin Rapids, WWRW (FM)
- Wyoming**
Casper, KAWY (FM)
Cheyenne, KVVO-FM

FM—Sold and Programmed in Conjunction with AM

METHODS AND SOURCES:

Information for this table is taken from individual station listings in the state sections. Stations are listed alphabetically by city of license under their respective State headings. Stations in this listing devote a portion or all of their FM programming to duplicating AM.

Alabama

Abbeville, WARI-FM
 Alexander City, WRFS-FM
 Anniston, WEIMA-FM
 Athens, WIOF (FM)
 Atmore, WATM-FM
 Bay Minette, WWSM (FM)
 Birmingham, WJLN (FM)
 Clanton, WKLE-FM
 Cullman, WFMH-FM
 Jackson, WHOD-FM
 Montgomery, WHHY-FM
 Oneonta, WKLD (FM)
 Roanoke, WELR-FM
 Sylacauga, WMLS-FM
 Tusculum, WVNA-FM

Alaska

Anchorage, KHAI-FM

Arizona

Mesa, KBUZ-FM
 Phoenix, KMEO-FM
 Tempe, KUPD-FM
 Tucson, KCEE-FM

Arkansas

Blytheville, KLCN-FM
 Crossett, KAGH-FM
 Dardanelle, KCAB-FM
 El Dorado, KELD-FM
 Forrest City, KXJK-FM
 Fort Smith, KTCS-FM
 Harrison, KHOF-FM
 Jonesboro, KBTM-FM
 Monticello, KHBM-FM
 Newport, KNDY-FM
 Osceola, KOSE-FM
 Pine Bluff, KOTN-FM
 Siloam Springs, KUOA-FM
 Springdale, KSPR-FM
 Texarkana, KOSY-FM

California

Anaheim, KEZR-FM
 Apple Valley, KAVR-FM
 Auburn, KAFI (FM)
 Bakersfield, KERN-FM
 Berkeley, KPAT-FM
 Cathedral City, KWXY-FM
 Eureka, KINS-FM
 Fresno, KARM-FM
 Hemet, KHSJ-FM
 Lompoc, KLOM-FM
 Long Beach, KFOX-FM
 Los Angeles, KTLB-FM
 Los Angeles, KBIG-FM
 Los Angeles, KFAC-FM
 Los Angeles, KGBS-FM
 Los Angeles, KMET (FM)
 Los Angeles, KPOL-FM
 Los Banos, KLSB-FM
 Modesto, KTRB-FM
 Modesto, KBEF-FM
 Modesto, KTRB-FM
 Mojave, KDOL-FM
 Oakland, KABL-FM
 Ontario, KSBM-FM
 Riverside, KACE-FM
 Sacramento, KXCO-FM
 San Francisco, KCBS-FM
 San Francisco, KCRS (FM)
 San Francisco, KGO-FM
 San Francisco, KHHI-FM
 San Francisco, KNBR-FM
 San Luis Obispo, KATY-FM
 San Luis Obispo, KPVC-FM
 San Rafael, KTRM-FM
 Santa Barbara, KDRB-FM
 Santa Barbara, KQUD-FM
 Santa Cruz, KSCO-FM
 Santa Maria, KSMK-FM
 South Lake Tahoe, KTHO-FM
 Stockton, KSTN-FM

Colorado

Aurora, KOST-FM
 Colorado Springs, KPIK-FM
 Colorado Springs, KRVT-FM
 Colorado Springs, KQVR-FM
 Denver, KFML-FM
 Denver, KOA-FM
 Fort Morgan, KFTM-FM
 Grand Junction, KREX-FM
 Manitou Springs, KCMS-FM

Connecticut

Brookfield, WINE-FM
 Danbury, WLAD-FM
 Hartford, WDRG-FM
 Hartford, WRIC-FM
 New Britain, WRCH-FM
 Norwalk, WDRN-FM
 Norwich, WICH-FM
 Stamford, WSTC-FM
 Waterbury, WATR-FM
 Westport, WMMM-FM

District of Columbia

Washington, WAVA-FM
 Washington, WQAF (FM)
 Washington, WOY-FM
 Washington, WTCG-FM
 Washington, WRFC-FM

Florida

Apopka, WTLN-FM
 Cocoa, WEZY-FM
 Cocoa, WYOR (FM)
 Daytona Beach, WDRB-FM
 Ft. Lauderdale, WSRF-FM
 Ft. Lauderdale, WYOR-FM
 Ft. Walton Beach, WFTW-FM
 Jacksonville, WJAX-FM
 Jacksonville, WQIK-FM

Orlando, WDBO-FM
 Orlando, WKIS-FM
 Panama City, WPAP (FM)
 St. Augustine, WFOY-FM
 Sarasota, WSPB-FM
 Sebring, WANZ (FM)
 Stuart, WMCF (FM)
 Tampa, WDAE-FM
 Titusville, WRMF-FM

Georgia

Americus, WDEC-FM
 Athens, WNGC (FM)
 Atlanta, WAWO-FM
 Atlanta, WQKA-FM
 Brunswick, WIGI-FM
 Brunswick, WYNR-FM
 Canton, WCHK-FM
 Columbus, WRBL-FM
 Decatur, WDRM (FM)
 Dublin, WXLI-FM
 Griffin, WKCU-FM
 Kennesaw, WKGT-FM
 La Grange, WLAG-FM
 Macon, WDEN-FM
 Moultrie, WMTM-FM
 Newnan, WCOH-FM
 Rome, WRDM-FM
 Savannah, WQOC-FM
 Statesboro, WJAT-FM
 Toccoa, WLET-FM

Idaho

Boise, KBBK (FM)
 Boise, KBOI-FM
 Caldwell, KBGN-FM
 Lewiston, KOZE-FM

Illinois

Alton, WOKZ-FM
 Anna, WRAJ-FM
 Aurora, WKKD-FM
 Bloomington, WNBQ (FM)
 Carbondale, WCIL-FM
 Carmi, WBYZ-FM
 Centralia, WILY-FM
 Charleston, WEIC-FM
 Chicago, WJJD-FM
 Chicago, WMAQ-FM
 Chicago, WNUB-FM
 Crete, WTAS (FM)
 Decatur, WSOY-FM
 De Kalb, WKLB-FM
 Dixon, WIXN-FM
 Effingham, WCRA-FM
 Fairfield, WPIW-FM
 Galesburg, WGIL-FM
 Highland Park, WEEF-FM
 Jerseyville, WJRM-FM
 Keokuk, WKET-FM
 Lawrenceville, WAKO-FM
 Mendota, WGLC-FM
 Mount Vernon, WMIX-FM
 Pekin, WSIV-FM
 Quincy, WQEM-FM
 Quincy, WTAD-FM
 Robinson, WTAY-FM
 Rockford, WROR-FM

Indiana

Auburn, WIFP-FM
 Beechville, WBNI-FM
 Connersville, WCNB-FM
 Decatur, WADM-FM
 Frankfort, WILQ-FM
 Greensburg, WTRF-FM
 Huntington, WHLT-FM
 Indianapolis, WIFE-FM
 Jasper, WJTF-FM
 Kendallville, WAWK-FM
 Lafayette, WAZY-FM
 LaPorte, WLOI-FM
 Logansport, WSAL-FM
 Madison, WORX-FM
 Martinsville, WCBK-FM
 New Castle, WCCY-FM
 North Vernon, WFOH-FM
 Peru, WARU-FM
 Plymouth, WTCA-FM
 Princeton, WRAY-FM
 South Bend, WNDU-FM
 South Bend, WSBT-FM
 Terre Haute, WBOV-FM
 Warsaw, WRSW-FM
 Washington, WFML (FM)

Iowa

Atlantic, KJAN-FM
 Burlington, KBUR-FM
 Cedar Rapids, WMTT-FM
 Clinton, KRIS-FM
 Council Bluffs, KRCB-FM
 Davenport, KWNT-FM
 Davenport, WOC-FM
 Denison, KDSN-FM
 Des Moines, WHO-FM
 Fort Dodge, KWMT-FM
 Iowa Falls, KIQG-FM
 Maquoketa, KMAQ-FM
 Mason City, KLSJ (FM)
 Spencer, KICD-FM
 Storm Lake, KAYL-FM
 Waukon, KNEI-FM

Kansas

Dodge City, KGNO-FM
 Emporia, KVOE-FM
 Garden City, KUPK-FM
 Junction City, KJCK-FM
 Kansas City, KCKN-FM
 Larned, KANS-FM
 Lawrence, KARN-FM
 Newton, KJHG-FM
 Ottawa, KOFO-FM
 Pratt, KWNS-FM

Russell, KRSL-FM
 Scott City, KFLA-FM
 Topeka, KTOP-FM
 Wichita, KEYN-FM

Kentucky

London, WCML-FM
 Benton, WCBF-FM
 Central City, WNES-FM
 Columbia, WAIN-FM
 Fulton, WFUL-FM
 Glasgow, WGGC (FM)
 Hazard, WKIC-FM
 Henderson, WSON-FM
 Hopkinsville, WHOP-FM
 Hopkinsville, WKOR (FM)
 Letchfield, WMTL-FM
 Louisville, WKLO-FM
 Louisville, WLRS (FM)
 Louisville, WNGO-FM
 Maysville, WPTM-FM
 Morehead, WGOR-FM
 Morgantown, WMSM-FM
 Munfordville, WLOC-FM
 Owensboro, WOMI-FM
 Paducah, WKXY-FM
 Paducah, WPAD-FM
 Paris, WDEE-FM
 Scottsville, WLCK-FM

Louisiana

Baton Rouge, WYNK-FM
 Lafayette, KPFL-FM
 Monroe, KJAZ-FM
 New Orleans, WVOM-FM
 Shreveport, KBCL-FM
 Shreveport, KRMD-FM
 Shreveport, KVKH-FM
 Thibodaux, KTIB-FM

Maine

Augusta, WFAU-FM
 Bangor, WABI-FM
 Brunswick, WQME-FM
 Caribou, WFSB-FM
 Ellsworth, WDEA-FM
 Waterville, WTVL-FM

Maryland

Baltimore, WISZ-FM
 Baltimore, WLFL (FM)
 Baltimore, WTOW-FM
 Bethesda, WQMS-FM
 Bladensburg, WPGC-FM
 Cumberland, WUCM-FM
 Cumberland, WYLA-FM
 Frostburg, WFRB-FM
 Hagerstown, WARK-FM
 Hagerstown, WJEF-FM
 Oakland, WMSG-FM
 Salisbury, WBQC-FM
 Silver Spring, WGGY-FM
 Westminster, WTRR-FM

Massachusetts

Boston, WBZ-FM
 Boston, WCOP-FM
 Boston, WRKO-FM
 Brockton, WBET-FM
 Brockton, WBOS-FM
 Greenfield, WHAI-FM
 Lawrence, WCCM-FM
 Medford, WHIL-FM
 New Bedford, WBSS-FM
 New Bedford, WNBH-FM
 Northampton, WHMP-FM
 Plymouth, WPLM-FM
 Springfield, WMAS-FM
 Waltham, WCRB-FM
 West Tisbury, WOCB-FM

Michigan

Alpena, WATZ-FM
 Ann Arbor/Salino, WOIA (FM)
 Battle Creek, WKRF-FM
 Big Rapids, WBRN-FM
 Calhoun, WWTY (FM)
 Clare, WCRM-FM
 Huntington, CKLV-FM
 Detroit, WJWB-FM
 Detroit, WJWJ-FM
 Detroit, WXYZ-FM
 Grand Haven, WGHN-FM
 Grand Rapids, WYON (FM)
 Hancock, WMPJ-FM
 Hastings, WCHC-FM
 Holland, WHTC-FM
 Jackson, WKHM-FM
 Lansing, WVIC-FM
 Muskegon, WRFM (FM)
 Petoskey, WRFN-FM
 Saginaw, WSAM-FM
 Saginaw, WSRM (FM)
 Sturgis, WSTR-FM
 Traverse City, WCCW-FM
 Traverse City, WTCM-FM

Minnesota

Alexandria, KXRA-FM
 Blue Earth, KBWE-FM
 Mankato, KYBM-FM
 Minneapolis, KQRS-FM
 Minneapolis, KRST-FM
 Minneapolis, KTCR-FM
 Moorhead, KQWB-FM
 Owatonna, KRFO-FM
 Park Rapids, KPRM-FM
 Red Wing, KCUE-FM
 Richfield, WPBC-FM
 Rochester, KOLM-FM
 St. Cloud, KFAM-FM
 St. Peter, KRBI-FM

Mississippi

Greenville, WDMS (FM)
 Laurel, WNSL-FM
 Louisville, WLSM-FM
 Meridian, WKOK-FM
 Natchez, WQNZ (FM)
 New Albany, WNAU-FM
 Pascagoula, WCIS-FM
 Pontotoc, WSEL-FM

Missouri

Aurora, KSNM-FM
 Cape Girardeau, KGMO-FM
 Cape Girardeau, KZYM-FM

Columbia, KTGR-FM
 Houston, KBTC-FM
 Kansas City, KBFX (FM)
 Kansas City, WDAF-FM
 Kennett, KBOA-FM
 Moberly, KRES (FM)
 Poplar Bluff, KWOC-FM
 Springfield, KTTS-FM
 Union, KLPW-FM

Montana

Belgrade, KGVV-FM
 Billings, KOYN-FM
 Billings, KUIL-FM
 Great Falls, KOPR-FM
 Hamilton, KLYQ-FM

Nebraska

Hastings, KICS-FM
 Lincoln, KLIN-FM

Nevada

Las Vegas, KLLC-FM
 Las Vegas, KULA (FM)

New Hampshire

Berlin, WMOU-FM
 Claremont, WTSV-FM
 Conway, WBNB-FM
 Keene, WKNE-FM
 Laconia, WLNH-FM
 Manchester, WQHR-FM
 Manchester, WKBK-FM
 Nashua, WOTW-FM
 Portsmouth, WPFM (FM)

New Jersey

Asbury Park, WJLK-FM
 Easton, WHTJ-FM
 Newark, WVNJ-FM
 New Brunswick, WCTC-FM
 Paterson, WPAF-FM
 Vineland, WVDV-FM
 Wildwood, WCMC-FM

New Mexico

Artesia, KSNV-FM

New York

Babylon, WBAB-FM
 Baldwinsville, WSEN-FM
 Buffalo, WGR-FM
 Buffalo, WWSR-FM
 Cortland, WKRT-FM
 Dundee, WFLR-FM
 Fulton, WOSC-FM
 Glens Falls, WWSB-FM
 Gouverneur, WIGS-FM
 Hempstead, WHLI-FM
 Huntington, WLNK-FM
 Ithaca, WBCU-FM
 Johnstown, WJZR-FM
 Middletown, WALL-FM
 Mount Kisco, WVIP-FM
 New Rochelle, WVOX-FM
 New York City, WABC-FM
 New York City, WJIM-FM
 New York City, WNBC-FM
 New York City, WQXR-FM
 Norwich, WCHN-FM
 Patchogue, WALK-FM
 Patchogue, WPAQ-FM
 Poughkeepsie, WPLA-FM
 Plattsburgh, WEAJ-FM
 Potsdam, WPDH-FM
 Poughkeepsie, WSPK (FM)
 Riverhead, WHRP-FM
 Rochester, WNYX-FM
 Rochester, WRQC-FM
 Sag Harbor, WJAG-FM
 Sarasota Springs, WKAJ-FM
 Schenectady, WQFM (FM)
 White Plains, WJAS-FM

North Carolina

Albemarle, WBZ-FM
 Asheville, WLOS-FM
 Black Mountain, WMTT (FM)
 Burlington, WBAG-FM
 Burlington, WBBB-FM
 Durham, WDNB-FM
 Durham, WRBE-FM
 Eden, WYFM (FM)
 Elkin, WIFM-FM
 Fayetteville, WFNC-FM
 Forest City, WBBO-FM
 Gastonia, WGNB-FM
 Henderson, WHNC-FM
 Hendersonville, WHKP-FM
 Hickory, WYCY-FM
 High Point, WHEP-FM
 High Point, WNOB-FM
 Laurinburg, WSTS (FM)
 Lexington, WLXN (FM)
 Lumberton, WAGR-FM
 Lumberton, WTSB-FM
 Monroton, WQNC-FM
 Raleigh, WKIX-FM
 Raleigh, WPTF-FM
 Reidsville, WWMO-FM
 Rocky Mount, WEED-FM
 Salisbury, WSTP-FM
 Sanford, WQUP-FM
 Shelby, WQHS-FM
 Statesville, WDBM-FM
 Tarboro, WCRS-FM
 Thomasville, WTNC-FM
 Whitesville, WENC-FM
 Wilson, WYOT-FM
 Winston-Salem, WJSJ-FM

North Dakota

Fargo, WDAY-FM

Ohio

Ashland, WNCO-FM
 Athens, WATH-FM
 Bellair, WOMP-FM
 Bryan, WRNO-FM
 Bucyrus, WQKZ-FM
 Cambridge, WILE-FM
 Campbell, WRFD (FM)
 Canton, WHEB-FM
 Celina, WCSM-FM
 Cincinnati, WZFP-FM
 Cleveland, WGAR-FM
 Cleveland, WYCF-FM
 Cleveland, WQMS (FM)
 Columbus, WBUR (FM)

Columbus, WCOL-FM
 Columbus, WBNF-FM
 Dayton, WOPR-FM
 Dover, WJER-FM
 Fairfield, WCNW-FM
 Findlay, WFOB-FM
 Fremont, WPRO-FM
 Hamilton, WCNV-FM
 Hillsboro, WSRW-FM
 Lima, WIMA-FM
 Mansfield, WCLW-FM
 Marietta, WMOA-FM
 Marion, WMRN-FM
 Mount Vernon, WMVO-FM
 Newark, WCLT-FM
 Norwalk, WLKR-FM
 Piqua, WPTW-FM
 Portsmouth, WNKX-FM
 Portsmouth, WPAJ-FM
 Salem, WSOB-FM
 Sandusky, WLEC-FM
 Sidney, WMYV-FM
 Springfield, WBLX-FM
 Steubenville, WSTV-FM
 Tiffin, WTTT-FM
 Van Wert, WERT-FM
 Washington Ct. House, WCHO-FM
 Wooster, WWSF-FM
 Youngstown, WCFN-FM
 Zanesville, WHIZ-FM

Oklahoma

Durant, KSEO-FM
 Ponca City, KFOR-FM
 Stillwater, KSPI-FM
 Tulsa, KAKC-FM
 Tulsa, KRMG-FM

Oregon

Portland, KLIQ-FM
 Portland, KPAM-FM

Pennsylvania

Altoona, WVAM-FM
 Beaver Falls, WBVP-FM
 Bloomsburg, WHLM-FM
 Bradock, WOLA-FM
 Butler, WBUT-FM
 Carbondale, WCDD-FM
 Carlisle, WBYL-FM
 Chambersburg, WCHA-FM
 Charleroi, WESA-FM
 Clearfield, WPCJ-FM
 Du Bois, WCEP-FM
 Easton, WVEK-FM
 Easton, WEST-FM
 Elizabethtown, WEPN-FM
 Ephrata, WQSA-FM
 Erie, WYFM (FM)
 Erie, WVGO-FM
 Greensburg, WOKU (FM)
 Harrisburg, WHP-FM
 Hazleton, WAZL-FM
 Johnstown, WARD-FM
 Lebanon, WLBK-FM
 Lewisport, WBRP-FM
 Lock Haven, WLPZ-FM
 Martinsburg, WJSM-FM
 Meadville, WMGW-FM
 Oil City, WDJR-FM
 Philadelphia, WFLN-FM
 Philadelphia, WPCB-FM
 Pittsburgh, KDKA-FM
 Pittsburgh, KQV-FM
 Pittsburgh, WEPF-FM
 Pittsburgh, WJAB-FM
 Pittsburgh, WPII-FM
 Pittsburgh, WTAE-FM
 Pittsburgh, WYZZ-FM
 Red Lion, WQCB-FM
 Scranton, WGBI-FM
 Shamokin, WISL-FM
 Sharon, WPIC-FM
 Somerset, WVSC-FM
 State College, WQVK (FM)
 Sunbury, WKOK-FM
 Towanda, WTTT-FM
 Washington, WJFA-FM
 Waynesboro, WAYZ-FM
 Wilkes-Barre, WRBE-FM
 Williamsport, WLYC-FM
 Williamsport, WRAK-FM

Puerto Rico

Arecibo, WCMN-FM
 San Juan, WIC-FM
 San Juan, WITA-FM

Rhode Island

Providence, WLKW-FM
 Providence, WPIB (FM)
 Westerly, WERI-FM
 Woonsocket, WWON-FM

South Carolina

Aiken, WAKN-FM
 Aiken, WLOW-FM
 Anderson, WANS-FM
 Anderson, WCAW-FM
 Bamberg, WVRD-FM
 Barnwell, WJAF-FM
 Batesburg, WBLR-FM
 Beaufort, WBEU-FM
 Charleston, WTMA-FM
 Charleston, WDAF-FM
 Dillon, WDSC-FM
 Easley, WELP-FM
 Greenville, WCRS-FM
 Greenville, WFBC-FM
 Greenville, WMTU-FM
 Laurens, WLBG-FM
 Myrtle Beach, WMYB-FM
 North Augusta, WQUS-FM
 Seneca (Twp), WBFM (FM)
 Spartanburg, WSPA-FM

South Dakota

Brookings, KBRK-FM
 Hot Springs, KOBF-FM
 Madison, KJAM-FM
 Vermillion, KVRF (FM)

Tennessee

Bristol, WOPI-FM
 Chattanooga, WDEF-FM
 Chattanooga, WDDP-FM
 Cleveland, WCLL-FM
 Dickson, WDKN-FM

Jackson, WTJS-FM
 Kingsport, WKPT-FM
 Knoxville, WQBF-FM
 Knoxville, WVKF-FM
 Knoxville, WYLF-FM
 Knoxville, WYLF-FM
 Memphis, WREC-FM
 Memphis, WBNF-FM
 Savannah, WORM-FM
 Shelbyville, WHAL-FM
 Sparta, WSM-FM
 Springfield, WDBI-FM
 Tullahoma, WJJB-FM

Texas

Amarillo, KDJW-FM
 Austin, KOKE-FM
 Brenham, KWBI-FM
 Bryan-College Station, KORA-FM
 Dalhart, KXIT-FM
 Dallas, KNUT (FM)
 Dallas, KRLD-FM
 Denton, KDNF-FM
 Dibble, KSPL-FM
 Dumas, KDDD-FM
 El Paso, KPAK (FM)
 Fort Worth, KBUX-FM
 Fort Worth, KFOR-FM
 Henderson, KGRI-FM
 Hereford, KPAN-FM
 Hillsboro, KHBR-FM
 Houston, KIKK-FM
 Houston, KILP-FM
 Houston, KRFB-FM
 Killeen, KKEB-FM
 Killeen, KLEB-FM
 Memphis, KBGH-FM
 New Braunfels, KNBT (FM)
 Paris, KPLT-FM
 Plainview, KPLA (FM)
 Port Arthur, KPAC-FM
 Robstown, KRFB-FM
 Rosenberg, KPRD-FM
 San Antonio, KWPR-FM
 San Antonio, KBER-FM
 Sinton, KTOD-FM
 Terrell Hills, KBUC-FM

Utah

Salt Lake City, KWIC (FM)
 Salt Lake City, KWHO-FM
 Spanish Fork, KONI-FM

Vermont

Burlington, WJOY-FM

Virginia

Altavista, WKDE-FM
 Arlington, WAVA-FM
 Ashland, WJVE-FM
 Bristol, WOPB-FM
 Charlottesville, WTNA-FM
 Covington, WKBY-FM
 Crawe, WSVS-FM
 Farmville, WFLO-FM
 Fredericksburg, WFFS-FM
 Fredericksburg, WFFA-FM
 Galax, WYCF-FM
 Gettysburg, WJVA-FM
 Hampton, WVEC-FM
 Lynchburg, WVOD-FM
 Media, WXUR-FM
 Martinsburg, WJVA-FM
 Martinsburg, WJVA-FM
 Park Falls, WNBH-FM
 Petersburg, WBSV-FM
 Richmond, WRNL-FM
 Roanoke, WDLI-FM
 South Boston, WHLP-FM
 South Hill, WJVS-FM
 Staunton, WJZZ-FM
 Warrenton, WBER-FM
 Warsaw, WNTT-FM
 Williamsburg, WBCI-FM

Washington

Hoquiam, KGHO-FM
 Pullman, KPUL-FM
 Seattle, KFRC-FM
 Seattle, KIXI-FM
 Seattle, KOL-FM
 Seattle, KTW-FM
 Spokane, KHQ-FM
 Tacoma, KNTN-FM

West Virginia

Berkeley Springs, WCST-FM
 Charleston, WKAZ-FM
 Charleston, WTIO-FM
 Charles Town, WZFM (FM)
 Martinsburg, WJPM-FM
 Oak Hill, WQAF-FM
 Wheeling, WKWK-FM
 Wheeling, WOMP-FM
 Wheeling, WYVA-FM

Wisconsin

Appleton, WAPL-FM
 Beaver Dam, WBEV-FM
 Dodgeville, WDMF-FM
 Eau Claire, WHIZ-FM
 Eau Claire, WDEA-FM
 Eau Claire, WJLI (FM)
 Ft. Atkinson, WFAV-FM
 Green Bay, WBAJ-FM
 Madison, WBAF-FM
 Manitowoc, WKUB (FM)
 Menomonie, WDMW (FM)
 Milwaukee, WAVA-FM
 Milwaukee, WEMF-FM
 Milwaukee, WMLL-FM
 Milwaukee, WRIT-FM
 Monroe, WEKZ-FM
 Neillsville, WCCN-FM
 New Richmond, WLXK-FM
 Portage, WYDR-FM
 Prairie du Chien, WPRE-FM
 Racine, WRAC-FM
 Reedsburg, WRFB-FM
 Rhinelander, WOBT-FM
 Richland Center, WCRO-FM
 Sparta, WCOV-FM
 Stevens Point, WSPF-FM
 Superior, WJWC-FM
 Tomah, WTMF-FM
 Watertown, WTTN-FM
 Two Rivers, WQTC-FM
 Wausau, WRIG-FM
 Wausau, WCLL-FM
 Wisconsin Rapids, WRRW (FM)

Standard Rate & Data Service

SPOT RADIO RATES AND DATA
An SRDS Publication



Published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Rd., Skokie, Ill. 60076. Phone (Skokie) 312-968-3500; (Chicago) 312-593-1333. TWX 910-223-0808.

PUBLISHER'S EDITORIAL STATEMENT
SPOT RADIO RATES AND DATA is a catalog (augmented by up-dating bulletins between issues) edited for the buyers of spot radio advertising. Editorial content is organized to serve buyers' information needs for AM and FM radio. Each issue contains approximately 5,000 free listings arranged in geographic/alphabetical order. Listings include: personnel, representatives, facilities, time rates, participating programs, special features, etc., arranged under ten uniform, numbered headings. Also, each issue contains annually up-dated market data estimates of population, households, income, retail and store type sales and other media/marketing indicators for metro areas, counties, and cities, plus related metro area rankings.

1. PERSONNEL

Publisher—Harvey A. Harkaway.
Vice-President-Sales—Clinton B. Abbott, Jr.
Advertising Contracts—Walter Maher.
Manager, Broadcast Services—Raymond M. Nelhengen.
REPRESENTATIVES and/or BRANCH OFFICES
New York 10017—John G. Williams, Mgr., 750 Third Ave. Phone 212-867-0300. TWX 710-581-5398.
Los Angeles 90005—Joseph B. Fitch, 2975 Wilshire Blvd. BRD-388-1100.

3. COMMISSION AND CASH DISCOUNT

15% to agencies on display advertising, color and bleed when payment is made within 30 days of invoice date; 2% cash discount—10 days from date of invoice; net 30 days. Invoiced date of issue. No commission or cash discount is allowed on Listing Ads. Listing Heads or production charges.

4. GENERAL RATE POLICY

NOTE: Orders are accepted subject to change in rates upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion.

ADVERTISING RATES

CAUTION: NEW RATES

EFFECTIVE JANUARY 1, 1970

See "Future Rate Page" in

BUSINESS PUBLICATION RATES AND DATA
(Or Contact Your District Manager)

Effective January 1, 1968. (Card No. 14.)

Issued July 1, 1967

Card received July 12, 1967.

5. BLACK/WHITE RATES

Column inches:	1 ti	6 ti	12 ti	*24 ti
30"	710.	645.	610.	575.
20"	570.	515.	485.	485.
15"	445.	405.	370.	355.
10"	375.	345.	325.	300.
7-1/2"	275.	250.	235.	220.
5"	215.	195.	180.	165.
3"	170.	155.	135.	130.

(* 24-time rate applies when one or more media under the same ownership uses more than 1 position for a minimum of 24 insertions during the schedule year.

TELL-ALL UNIT

Eight column spread unit, or multiples thereof, consisting of ad and listing, with the listing starting at the top of the first column on the left-hand page. A tell-all unit is a complete eight column spread devoted exclusively to the advertiser's listing and advertisement.

To figure the space available, add up the number of inches of listing (ten inches per column) and subtract the total from 80. The number of inches left over should be devoted to advertising space, with a minimum charge based on at least 45 inches of advertising space where one listing appears in the tell-all. If two or more listings appear, the minimum charge is based on 50 inches of display space. In any case, the space left over after the listings are provided for is subject to advertising. Colors and bleed, when used, at rates shown under those headings.

Tell-All (per inch)

1 time.....	19.35	12 times.....	16.65
6 times.....	17.75	*24 times.....	15.00

(* The 24-time rate applies when one or more media under the same ownership uses more than 1 position for a minimum of 24 insertions during the schedule year.

LISTING ADS

1.40 per line, with a minimum charge of 20.00 based on 14 lines or less.

Minimum 6 consecutive insertions. No agency commission or cash discount.

LISTING HEADS

Each, per insertion..... 7.00
Minimum 6 consecutive insertions. No agency commission or cash discount.

6. COLOR RATES

AAAA red, 2-page spread, extra..... 100.
AAAA red, 2-page spread, extra..... 132.
Any other standard AAAA color (blue, green, yellow or orange) per page or fraction, each, extra..... 140.
Two-page spread, any standard AAAA color (blue, green, yellow or orange) each, extra..... 180.
Any matched color, per page or fraction, each, extra..... 175.
Two-page spread, any matched color, each, extra 225.

7. COVERS

With SRDS cover color.

	1 ti	6 ti	12 ti
1st cover.....	570.	515.	485.
2nd or 3rd cover.....	570.	515.	485.
4th cover.....	650.		
Backbone, per insertion.....	370.		
Cover gatefold: 2nd or 3rd cover.....	1300.		
1st additional color on covers, extra.....	180.		
2nd additional color on covers, extra.....	100.		
Black plus 3 colors, extra.....	420.		

Cover schedules can be cancelled only on 90-day notice before closing date. 1st and 4th covers, and backbone cancellations carry no short rate penalty. Insertion frequency determines the rate for the 2nd and 3rd covers. 1st and 4th cover rates are minimum and are not affected by other space used within the year, but may be applied to earn frequency rates for other advertising space. 2nd and 3rd cover insertions are a rateholder for other space used and other space is also a rateholder for 2nd and 3rd covers to determine frequency rate.

8. INSERTS

No commission or cash discount allowed on tipping-in, back-up or other production charges.

FURNISHED BY ADVERTISER:

Regular black and white standard page rates apply. Back-up required if one-sided insert; send inserts ready for machine binding.
Inserting charge, extra..... 40.
Charge for tipping-in (if necessary)..... 125.
Back-up charge for one-page inserts, extra..... 40.
Special printing on inserts, making it impossible for other use, charged as 2 pages.

PRINTED BY SRDS (LETTERPRESS OR OFFSET):

Regular black and white page rates apply, plus following production charges, which are not commissionable and subject to change:
One page black and standard AAAA red including back-up and inserting:..... 40.
30" unit..... 185. 40" unit..... 200.
Two page, black and standard AAAA red, two sides and inserting:..... 185. 40" unit..... 200.
30" unit..... 185. 40" unit..... 200.
Color rather than standard AAAA red, each, extra 140.

FOUR PAGE INSERTS:

4 page inserts—3 or 4 columns.
Printed offset (any second color), or printed letterpress including red color..... 350.
Each additional color..... 140.
Artwork at cost; plates, negatives or film at cost plus handling.

If material for inserts arrives in Skokie after closing date for scheduled issue, SRDS reserves the right to have inserts printed by an outside source and rebill at cost plus handling.

Production costs for 4, 6 or 8 page inserts and 4-color color printing will be chargeable at prevailing commercial printing rates. Advertiser will be charged for any necessary artwork at cost, and plates or negatives at cost plus handling.

ACETATE INSERTS:

3-column size (30"), furnished by 1 ti 6 ti 12 ti
advertiser..... 850. 770. 710.
4-column size (40"), furnished by
advertiser..... 1065. 970. 885.

Tipping-in charge, extra..... 150.
Printing, production details available.

SECTION DIVIDER INSERTS

Sold complete, two sides only.
1 time..... 870. 12 times..... 740.
6 times..... 790.

AAA red, free, any other color, extra..... 140.
For regular three-time or more advertisers using a multi-page insert of five pages or more in one issue, the regular earned black and white space rates apply to the first four pages, but there is a 50% discount on all additional pages of the individual insert. For all others, regular space rates apply. In order for the discount to apply, the advertiser must supply inserts complete and ready for binding.

9. BLEED

All advertising units available in bleed sizes.
Per spread of 2 standard or 2-four column pages, extra..... 70.
Per 40" unit or fractional page, extra..... 45.
No extra charge for spreads that bleed into the gutter only. A "spread" is defined as a Tell-All unit or two facing 30" units or larger. No charge on inserts or covers.

10. SPECIAL POSITION

Preferred position request requiring special handling—20% above earned space rate or 50.00 minimum charge, whichever is higher.

14. CONTRACT AND COPY REGULATIONS

See Contents page for location—Items 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 28, 29, 30, 31.

15. MECK. REQUIREMENTS (D-1 Offset from letterpress plates)

DIMENSIONS

Media Listing Pages

	Wide	Deep
40"	9-1/4"	x 10"
30" (vertical)	7"	x 10"
30" (horizontal)	9-1/4"	x 7-1/2"
20" (vertical)	4-1/2"	x 10"
20" (horizontal)	7"	x 5"
15" (horizontal)	9-1/4"	x 6-5/8"
15" (vertical)	4-1/2"	x 7-1/2"
10" (horizontal)	7"	x 5"
10" (vertical)	9-1/4"	x 3-3/4"
10" (square)	2-3/8"	x 10"
7-1/2" (horizontal)	4-1/2"	x 3-5/16"
5" (vertical)	7"	x 2-1/8"
5" (horizontal)	2-3/8"	x 5"
40" units; maximum plate width 9-1/4", for gutter bleed 3/4" (overize charged as bleed); bleed plate width 10-7/16"		
2-page spreads:		
Furnish individual plates for each page instead of complete units.		
First cover (bleed—3 sides) plate size	7-1/2"	x 11-1/4"
Other covers (bleed—4 sides) plate size	10-7/16"	x 11-1/4"
Section divider (bleed—gutter, top, bottom) plate size	7-3/8"	x 11-1/4"
Trim size, covers, dividers	10-5/16"	x 11"

Consumer Market Data Pages

Advertising space accepted only in horizontal units. Plate width—9-1/4 in. Bleed plate width—10-7/16 in.

	Plate	Bleed
40"	depth	plate
30"	10"	11-1/4"
20"	7-1/2"	8-1/4"
15"	5-1/4"	5-1/4"
10"	3-3/4"	4-1/2"
7-1/2"	2-1/2"	3-1/4"
5"	1-7/8"	2-5/8"
5"	1-1/4"	2"

spot radio rates and data

... the constant-use medium

for buyers of radio time

Unlike editorial trade publications serving the advertising industry, Spot Radio Rates and Data is an all-use book... a classified buying directory which combines basic quantitative information (station listings) with Service-Ads (supplementary qualitative data in advertiser messages) to form comprehensive media/market profiles.

Spot Radio is the only publication designed and edited to aid buyers of radio time—whatever their titles or degrees of responsibility—in every phase of study, evaluation and comparison leading up to and including station selection. Because of its unique use qualities Spot Radio is constantly at hand in virtually every agency and advertising department placing national or regional advertising.

- Current SRDS estimates of population, households, retail sales, and consumer spendable income for states, counties, cities, and metropolitan areas
- State maps showing county outlines, population centers, available media in the various market areas
- Farm market data by state and census region—plus ranking tables for 400 leading farm counties (population, gross farm income, number of farms)
- Ranking tables for all metropolitan areas—by population, consumer spendable income, total retail sales, and sales in the various store classifications
- Radio stations regularly scheduling foreign language programs—listed by state, city, and call letters—includes name of station and number of hours of farm programming
- Radio stations regularly scheduling Negro programs—listed by state, city, and call letters—includes number of hours of Negro programming
- Regional networks and groups—listed alphabetically in a separate section—includes all regular listing data (individual state networks listed at beginning of appropriate state section)
- Radio station representatives—listed alphabetically—includes all branches, personnel, addresses, telephone numbers

BINDING METHOD

Perfect.

PRINTING SPECIFICATIONS

Half-tones for body pages 85-line screen preferred, maximum 100-line screen with highlights deep etched to .0025 inches and tone contrast exaggerated. For covers and inserts—up to 133 screens. Ben Day screens exceeding 50% density are not recommended.
Reverse: Reverse plates acceptable but fine line art elements, or type involving fine line serifs or strokes not advisable for good reproduction.

Furnish trim plates produce best results. If electros are furnished they should be unused, clean sharply molded, made from properly selected original plates. Electro must be mounted and not exceed maximum dimension, including tacking edge or flush mount. Mounting, mortising, repair, etc., and making of plates charged to advertiser. Can use mats, but printing results from stereotypes not guaranteed. Color register guaranteed only when engraver's proofs are furnished.

No charge for composition from available SRDS typefaces on material received by scheduled set-copy closing date.

Outside composition and late set copy is charged at cost plus handling.

All plates destroyed 12 months after publication unless instructed otherwise.

INSERTS

Furnish 3 column unit (30") inserts trimmed to 2-1/8" in width (8-1/8" x 11-1/2"). This allows for 1/8" trim at the binding edge (for Perfect Binding) 1/4" trim at the top and 1/4" trim at the bottom.
Furnish 40" inserts untrimmed (10-15/16" x 11-1/2"). This allows for 1/8" trim at the binding edge (for Perfect Binding) 1/4" trim at top, 1/2" at side, and 1/4" at bottom.

In both cases, keep important type and illustrations at least 1/2" from gutter and 1/4" from trim edges. Insert stock (uncoated book paper, maximum weight 70 lbs. (25 x 38 basis) should caliper not to exceed .0055. Coated book paper, maximum weight 70 lbs. (25 x 38 basis) should caliper not to exceed .0035. SRDS requests paper samples for inserts supplied by the advertiser for use in SRDS.

Ship all spread inserts unfolded. Allow 1/4" space in the gutter for trim-off in the Perfect Binding process. Minimum quantity required 5,100.

	BLEED	Inches
40"	10-7/16"	x 11-1/4"
30" (vertical)	7-9/16"	x 11-1/4"
30" (horizontal)	10-7/16"	x 8-1/4"
20" (vertical)	5-3/16"	x 11-1/4"
20" (horizontal)	7-9/16"	x 7-5/8"

	Inches
20" (horizontal)	10-7/16" x 5-3/4"
15" (vertical)	5-3/16" x 8-1/4"
15" (horizontal)	7-9/16" x 5-3/4"
10" (horizontal)	10-7/16" x 4-1/2"
10" (vertical)	2-13/16" x 11-1/4"
10" (horizontal)	7-9/16" x 4-1/16"
10" (vertical)	5-3/16" x 5-3/4"
7-1/2" (horizontal)	7-9/16" x 3-1/4"
5" (vertical)	2-13/16" x 5-3/4"
5" (horizontal)	7-9/16" x 2-3/8"
5" (square)	5-3/16" x 3-1/4"

Type and design matter should be kept a minimum of 3/8" from bleed plate edges to allow for trim.

16. ISSUE AND CLOSING DATES

Published monthly; issued 1st of publication month.

1969 CLOSING DATES

Issue:	A	B	C	D
October.....	Sept. 2	Sept. 8	Sept. 9	Sept. 22
November.....	Oct. 2	Oct. 10	Oct. 10	Oct. 22
December.....	Oct. 31	Nov. 7	Nov. 10	Nov. 20

All advertising other than furnished inserts: (A) Set copy. (B) Complete Plates. (C) One side. (D) Complete.

Where advertising material is not received by appropriate closing date, right reserved to repeat previous ad.

18. CIRCULATION

Established 1919. Per year 44.00.
Summary data—For detail see Publisher's Statement.

A.B.C. 12-81-68 (6 mos. aver.—Blue BP Form)
Total Non-Pd Paid (Subs) (Single) [Assoc]
3,982 3,982 20

Unpaid Distribution (not included above):
Total 400

TERRITORIAL DISTRIBUTION Nov., 1968—4,023
N.Eng. Mid. Atl. E.N. Cen. W.N. Cen. S. Atl. E.S. Cen.
141 1,485 827 255 358 115
W.S. Cen. Min. St. Pac. St. Canada Foreign Other
214 72 515 23 3 15

BUSINESS ANALYSIS OF SUBSCRIPTIONS

TL Total.
1—Adv. agencies.
2—National advertisers.
3—Publishers & publishers' reps.
4—Radio & TV stations & their reps.
5—Gov't. public libraries, education institutions & other business firms.

	1	2	3	4	5
4009	2207	504	54	772	472

BUYERS' SOURCE PUBLICATION

Spot Radio is used daily as the source book of radio advertising by buyers whose one common concern is an active responsibility in media selection.

In advertising agencies, the users of Spot Radio are the time buyers, media directors, account executives and

agency principals who participate directly in the evaluation of individual market and media opportunities. In advertising departments of national and regional advertisers, the users of Spot Radio are the advertising managers and the sales managers who concern themselves directly with the selection of individual media.

NEW SRDS USER STUDY

A recent study by Statistical Tabulating Corp. presents a realistic evaluation of effective spot radio buyer coverage by Standard Rate & Data Service.

This survey is about BUYERS . . . regardless of job titles

It establishes the importance of SRDS to agency buyers of media time and space.

validation To make certain those who responded to the questionnaire were truly people who participated in or influenced spot radio time purchases we asked—

QUESTION: "Do you ever participate in the selection of stations for advertising campaign? In *Spot Radio*? If so, how often?"

ANSWER: 96.1% of the 1,116 respondents reported a positive job responsibility as buyers of spot radio. Their frequency of participation is charted below.

	TOTAL 1116 answers = 100%	AGENCY 972 answers = 100%	ADVERTISER 144 answers = 100%
participating total	1072 96.1%	940 96.7%	132 91.7%
regularly	794 71.2%	709 72.9%	85 59.0%
occasionally	208 18.6%	174 17.9%	34 23.7%
rarely	70 6.3%	57 5.9%	13 9.0%

How many qualified buyers of spot time use SRDS and with what frequency?

QUESTION: "Do you ever use or refer to the Spot Radio Section of SRDS? If so, how often?"

ANSWER: Answers of all qualified buyers—96.1% of the respondents—and their frequency of use are charted here. Most people who participate in spot buying use SRDS with regular frequency.

	TOTAL Base—Radio Participants (1072 = 100%)	AGENCY Base—Radio Participants (940 = 100%)	ADVERTISER Base—Radio Participants (132 = 100%)
daily	31.8	35.1	7.6
weekly	58.5	63.4	22.8
monthly	72.0	76.4	40.2
total using SRDS	88.8	91.2	72.0

Is there an additional use value to be obtained from SRDS?

Agency-client meetings are oftentimes "pay dirt" situations; where positive decisions on spot radio purchases are made; where basic planning is agreed upon; where approvals of the buying plan are given, etc. Since the use of SRDS at such meetings clearly affords added value, this question was asked of agencies only.

QUESTION: "Do you ever have occasion to refer to SRDS during meetings in clients' offices?"

ANSWER: 927 respondents said they refer to SRDS during meetings in clients' offices.

At agency-client meetings SRDS is referred to by most buyers with significant frequency.

AGENCY—NATIONWIDE (927 replies)

frequently	29.5
occasionally	56.6
frequently and occasionally	86.1

COPY GUIDE

Information buyers of time need is presented opportunely through Service-Ads in SRDS. Here is a brief list of copy points—information sought by buyers, based upon continuing SRDS interviews in the field.

The Station

- coverage data by counties and by households/radio homes within measured contours
- composition of audience—by age, sex, income, racial and language groupings; also by urban/farm composition
- program structure—features, personalities
- program rating services used—ranking of program both network and local
- studio facilities, special equipment etc.
- homes-per-dollar cost comparisons
- number of sponsors, national and local
- number of sponsors using station over 1 year, 2 years, 3 years, 5 years
- comparison of sponsor data with competing stations
- sales success achieved by sponsors—includes mail pull and telephone response, testimonials, market campaigns
- available services—includes market studies, merchandising and promotion support

The Market

- geographic definition shown visually through contour map, or map based on standard research techniques or mail response
- population totals—percent of U. S., state or region
- consumer spendable income—by total coverage area and per household; percent of U. S., region or state; ranking (national, regional, state, metro area)
- retail sales—by total coverage area and per household; by various store classifications; percent of U. S., region or state; ranking (national, regional, state, metro area)
- market growth trends and comparison with other markets
- profile of area industry, wages and employment
- agriculture facts and data
- wholesale distribution facilities
- area development—military installations, government, industry or local projects



spot radio rates and data

Harvey A. Harkaway, publisher

published by
Standard Rate & Data Service, Inc.
5201 Old Orchard Rd., Skokie, Ill. 60076
YOrktown 6-8500 • JUniper 3-1333
Other Sales Offices: New York and Los Angeles

Index to Service-Ads

ABC Owned Stations, 4th cover
 American Research Bureau, 67-68
 Eastman & Co., Robert E., 2nd cover
 Hometown Radio Group, 563
 Keystone Broadcasting System, Inc., 6
 Leland Bisbee Broadcasting Co., 106
 Linder Group Stations, 503
 Masla New York Suburban Plan, 623
 Petty & Co., Edward, front cover
 The Pulse, Inc., insert 29-30
 Spanish Broadcasting Systems, 850
 Standard Rate & Data Service, Inc., 986-987
 Time Life Broadcast, Inc., backbone
 Tobacco Radio Network, 639, 646, 660

CKLW—Detroit, Mich., 444

KABC—Los Angeles, Calif., 139
 KABQ—Albuquerque, N. M., 591
 KARM—Fresno, Calif., 134
 KAYO—Seattle, Wash., 926
 KAZA—Gilroy, Calif., 169

KBON—Omaha, Nebr., 568

KCBS—San Francisco, Calif., 166
 KCEE—Tucson, Ariz., 105
 KCJB—Minot, N. D., 671
 KCOR—San Antonio, Tex., 873
 KCRS—Midland, Tex., 880

KDES—Palm Springs, Calif., 155

KEEN—San Jose, Calif., 171

KFBK—Sacramento, Calif., 158
 KFGO—Fargo, N. D., 672
 KFYR—Bismarck, N. D., 670

KGBT—Harlingen, Tex., 855
 KGFJ—Los Angeles, Calif., 142
 KGGM—Albuquerque, N. M., 592

KHJ—Los Angeles, Calif., 143

KIFN—Phoenix, Ariz., 97
 KILT—Houston, Tex., 857
 KIMN—Denver, Colo., 187
 KIOA—Des Moines, Iowa, 344
 KIST—Santa Barbara, Calif., 174
 KIT—Yakima, Wash., 927
 KIXI—Seattle, Wash., 928
 KIXL—Dallas, Tex., 843

KKJO—St. Joseph, Mo., 546

KLIF—Dallas, Tex., 844
 KLWW/KWWL—Cedar Rapids, Iowa, 339
 KLZ—Denver, Colo., 188

KMJ—Fresno, Calif., 135

KNOK—Fort Worth, Tex., 844
 KNUZ—Houston, Tex., 858
 KNX—Los Angeles, Calif., 144

KOA—Denver, Colo., 189
 KOB—Albuquerque, N. M., 592
 KOMO—Seattle, Wash., 929

KPRC—Houston, Tex., 858
 KPRS—Kansas City, Mo., 542

KRAM—Las Vegas, Nev., 574
 KRFM—Phoenix, Ariz., 102
 KRLA—Los Angeles, Calif., 146
 KRLD—Dallas, Tex., 845
 KRUX—Phoenix, Ariz., 106

KSJB—Jamestown, N. D., 672
 KSOO—Sioux Falls, S. D., 801
 KSTP—Minneapolis, Minn., 511
 KSTT—Davenport, Iowa, 341

KTKT—Tucson, Ariz., 106
 KTOK—Oklahoma City, Okla., 717
 KTRM—Beaumont, Tex., 837

KUNO—Corpus Christi, Tex., 842

KVIL—Dallas, Tex., 845
 KVOL—Lafayette, La., 390

KWBH—Wichita, Kans., 365
 KWKH—Shreveport, La., 398
 KWKW—Pasadena, Calif., 150
 KWST-FM—Los Angeles, Calif., 146

KXYZ—Houston, Tex., 859

KYNO—Fresno, Calif., 135
 KYXI—Portland, Ore., 373

WAAC—Terre Haute, Ind., 333
 WABC—New York, N. Y., 617
 WAIT—Chicago, Ill., 291
 WAKR—Akron, Ohio, 679
 WALG—Albany, Ga., 248
 WAPE—Jacksonville, Fla., 222
 WASK—Lafayette, Ind., 327

WBAL—Baltimore, Md., 411
 WBAM—Montgomery, Ala., 89
 WBAP—Fort Worth, Tex., 846
 WBBM—Chicago, Ill., 292-293
 WBBQ—Augusta, Ga., 254
 WBCM—Bay City, Mich., 465
 WBNS—Columbus, Ohio, 691
 WBT—Charlotte, N. C., 646

WCAP—Lowell, Mass., 429
 WCAW—Charleston, W. Va., 939
 WCCO—Minneapolis, Minn., 512
 WCFL—Chicago, Ill., 293
 WCHB—Inkster, Mich., 1, 445
 WCOV—Montgomery, Ala., 90

WDAK—Columbus, Ga., 258
 WDAY—Fargo, N. D., 673
 WDBJ—Roanoke, Va., 912
 WDIA—Memphis, Tenn., 819
 WDUZ—Green Bay, Wis., 953
 WDXR—Paducah, Ky., 380

WEEU—Reading, Pa., 762
 WEMP—Milwaukee, Wis., 959
 WENN—Birmingham, Ala., 80
 WERD—Atlanta, Ga., 250
 WERK—Muncie, Ind., 329
 WESC—Greenville, S. C., 787

WFAA—Dallas, Tex., 847
 WFBC—Greenville, S. C., 788
 WFBM—Indianapolis, Ind., 323
 WFLL—Chattanooga, Tenn., 807
 WFMF-FM—Chicago, Ill., 294

WGBF—Evansville, Ind., 319
 WGBI—Scranton, Pa., 764
 WGH—Newport News, Va., 394, 906
 WGKA—Atlanta, Ga., 251
 WGLI—Babylon, N. Y., 626
 WGMA—Hollywood, Fla., 228
 WGN—Chicago, Ill., 294-295
 WGTW—Wilson, N. C., 659

WHBF—Rock Island, Ill., 342
 WHBY—Appleton, Wis., 950
 WHIO—Dayton, Ohio, 694
 WHLL—Hempstead, N. Y., 618, 627
 WHLO—Akron, Ohio, 687
 WHO—Des Moines, Iowa, 41, 43, 345
 WHWH—Princeton, N. J., 588

WIBA—Madison, Wis., 955
 WIBW—Topeka, Kans., 540
 WIL—St. Louis, Mo., 550
 WILS—Lansing, Mich., 460
 WINQ—Tampa, Fla., 240
 WINZ—Miami, Fla., 228
 WIRE—Indianapolis, Ind., 325
 WIRK—West Palm Beach, Fla., 243
 WIRL—Peoria, Ill., 308
 WIS—Columbia, S. C., 785
 WISM—Madison, Wis., 956
 WIVK—Knoxville, Tenn., 815
 WIXY/WDOX—Cleveland, Ohio, 689
 WIXZ—Pittsburgh, Pa., 759

WJAR—Providence, R. I., 777
 WJEF—Grand Rapids, Mich., 454
 WJFM—Grand Rapids, Mich., 454
 WJPS—Evansville, Ind., 320

WKFM—Chicago, Ill., 296
 WKIX—Raleigh, N. C., 658
 WKMI—Kalamazoo, Mich., 437
 WKOW—Madison, Wis., 956
 WKTY—La Crosse, Wis., 954
 WKZO—Kalamazoo, Mich., 438, 459

WLHC—Muncie, Ind., 329
 WLCS—Baton Rouge, La., 387
 WLEE—Richmond, Va., 910
 WLIP—Kenosha, Wis., 948
 WLIX—Islip, N. Y., 619

WMAK—Nashville, Tenn., 823
 WMC—Memphis, Tenn., 820
 WMCA—New York, N. Y., 620-621
 WMNI—Columbus, Ohio, 692-693

WNAM—Neenah, Wis., 950
 WNCT—Greenville, N. C., 660

WOC—Davenport, Iowa, 343
 WOKJ—Jackson, Miss., 527
 WOL—Washington, D. C., 209
 WOMC—Detroit, Mich., 447

WPPA—Pottsville, Pa., 761
 WPTF—Raleigh, N. C., 659

WQBA—Miami, Fla., 230
 WQMR/WGAY—Washington, D. C., 210
 WOOK—Greenville, S. C., 789
 WQSN—Charleston, S. C., 783
 WQTE—Monroe, Mich., 448
 WQUA—Moline, Ill., 342

WREC—Memphis, Tenn., 821
 WREN—Topeka, Kans., 363
 WROV—Roanoke, Va., 913
 WRR—Dallas, Tex., 847
 WRVA—Richmond, Va., 911

WSAI—Cincinnati, Ohio, 686
 WSB—Atlanta, Ga., 253
 WSBT—South Bend, Ind., 332
 WSKY—Asheville, N. C., 643
 WSLR—Akron, Ohio, 680
 WSLR—Roanoke, Va., 913
 WSMB—New Orleans, La., 395
 WSOB—Charlotte, N. C., 647
 WSOL—Tampa, Fla., 241
 WSPA—Spartanburg, S. C., 793

WTMJ—Milwaukee, Wis., 960

WVCG—Coral Gables, Fla., 227, 229, 230
 WVLC—Lexington, Ky., 375
 WVOJ—Jacksonville, Fla., 224
 WVOK—Birmingham, Ala., 81

WWAM/WWTW-FM—Cadillac, Mich., 442
 WWJ—Detroit, Mich., 448
 WWNC—Asheville, N. C., 643
 WWOK/WAME—Miami, Fla., 231, 621

XERB—Tijuana, Mex., 139

XTRA/KABL—Los Angeles, Calif., 145

NEW LISTINGS IN RECENT ISSUES

JULY

KOWN-FM—Escondido, California
 WTLN-FM—Apopka, Florida
 WNOC-FM—New Orleans, Louisiana
 WESO-FM—Southbridge, Massachusetts
 KXRA-FM—Alexandria, Minnesota
 KAUS-FM—Austin, Minnesota
 WECP—Carthage, Mississippi
 WKCU-FM—Corinth, Mississippi
 KGMO-FM—Cape Girardeau, Missouri
 WKDR—Plattsburgh, New York
 WBBS—Jacksonville, North Carolina
 WNGO-FM—Ashland, Ohio
 WLYK (FM)—Milford, Ohio
 KASE (FM)—Austin, Texas
 WKLC-FM—St. Albans, West Virginia

AUGUST

Campus Media, Inc. (Representative)
 Island Network (Representative)
 Mortin, Charles (Representative)
 KOAD—Lemoore, California
 IGAB (FM)—Denver, Colorado
 WICH-FM—Norwich, Connecticut
 WIRM-FM—Eglin, Illinois
 WKVI (FM)—Knox, Indiana
 WNON (FM)—Lebanon, Indiana
 WLEX (FM)—Lexington, Kentucky
 KDNA (FM)—St. Louis, Missouri
 Super Circle Group (State Networks—New York)
 WSEW—Seneca Falls, New York
 KTGO—Floga, North Dakota
 WCUE-FM—Akron, Ohio
 WERT-FM—Van Wert, Ohio
 KEBC (FM)—Oklahoma City, Oklahoma
 KQV-FM—Pittsburgh, Pennsylvania
 WGBS—San Juan, Puerto Rico
 KDLC-FM—Del Rio, Texas
 WCVR—Randolph, Vermont
 WDMP—Dodgeville, Wisconsin
 WDMF-FM—Dodgeville, Wisconsin
 WAGO—Oshkosh, Wisconsin
 WFRF-FM—Prairie du Chien, Wisconsin

SEPTEMBER

Murphy, William (Representative)
 Spanish Broadcast System (Representative)
 WATM-FM—Atmore, Alabama
 KVEE-FM—Conway, Arkansas
 AAA California Spanish Network (State Network—California)
 KDNO (FM)—Delano, California
 WKCI (FM)—New Haven, Connecticut
 WHKK (FM)—Erlanger, Kentucky
 WAFI—Middlesboro, Kentucky
 KHOM (FM)—Houma, Louisiana
 KOYN-FM—Billings, Montana
 KNFT—Bayard, New Mexico
 WKGX—Lenoir, North Carolina
 WIXE—Monroe, North Carolina
 WYCB—Shelton, North Carolina
 WWGO-FM—Erie, Pennsylvania
 WIZO—Franklin, Tennessee
 Spanish Broadcast System (State Network—Texas) (Sponsored)
 KINT-FM—El Paso, Texas
 XEF—El Paso, Texas (Sponsored)
 XEFV—El Paso, Texas (Sponsored)
 XEWB—El Paso, Texas (Sponsored)
 KM00—Mincola, Texas
 WKDE-FM—Altavista, Virginia
 WKEX—Blacksburg, Virginia
 WRVA-FM—Richmond, Virginia
 KEPR-FM—Richland-Pasco-Kennewick, Washington
 WOCO—Oconto, Wisconsin

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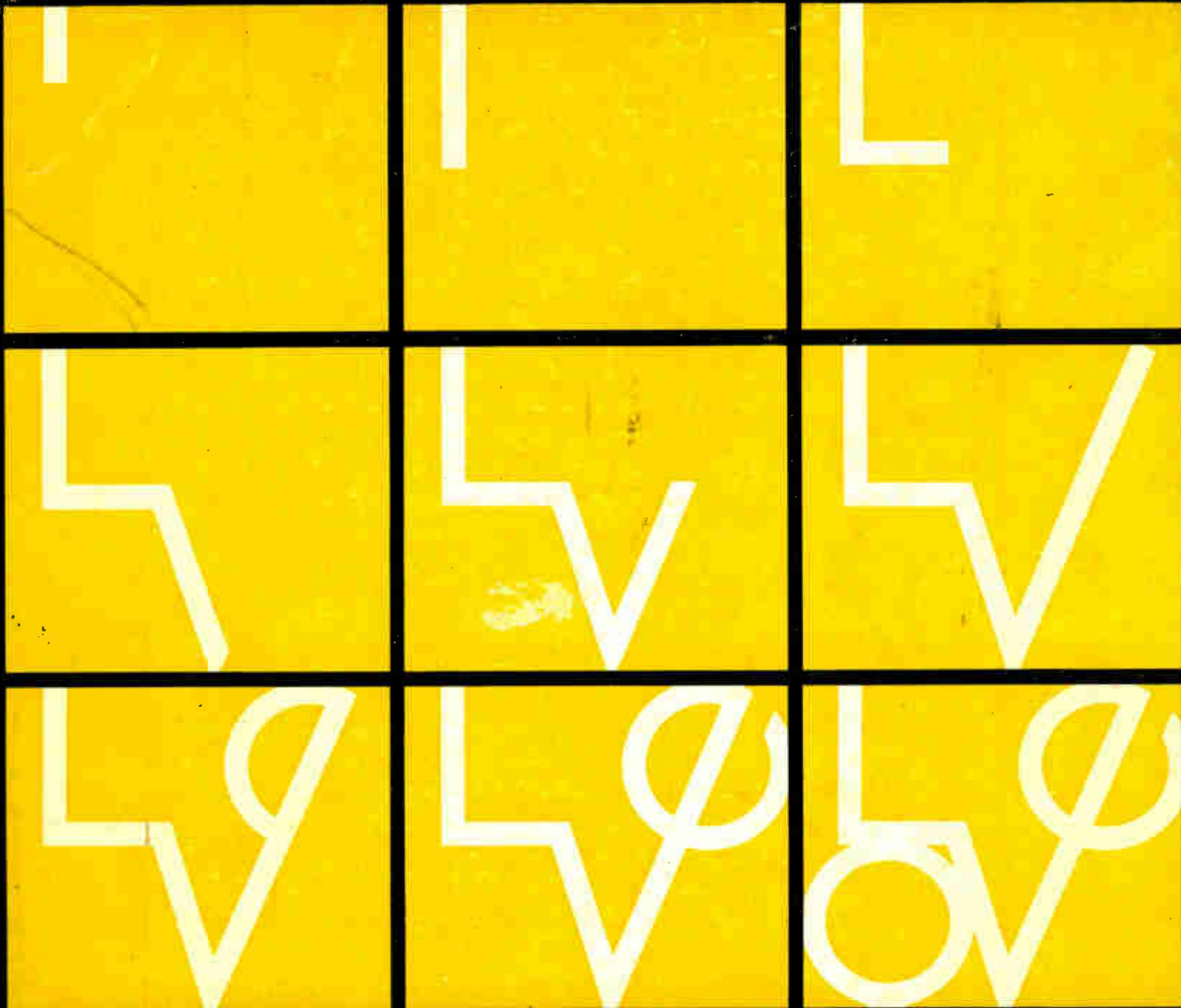
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